

<p><u>What was the boom? (pages 22-25 textbook / see packs)</u></p> <p>Construction – lots of building works. Office buildings, banks, insurance and advertising companies. Car showrooms. Skyscrapers eg. Empire State building</p> <p>Transport – 3.5 million trucks by 1929, 162,000 flights by 1929, paved roads doubled as more cars on roads – see Henry ford/Model T</p> <p>New industries – electricity – 70% homes had electricity by 1929. Electrical items eg. radios/washing machines (eg. 24% of homes had one by 1929) Glass, rubber, steel linked to car industry</p> <p>Advertising – Mail order catalogues eg. Sears Roebuck and Co. Magazine and radio advertising. Billboards eg. advertising stockings. Clothes sales went up as a result eg. \$347 million profit for Sears Roebuck and co. 1/3 Americans bought goods from companies as a result of advertising</p> <p>Entertainment – Cinema eg, Charlie Chaplin. 1919 first tabloid paper. 1929 100 million cinema tickets sold. 1926 145, 000 watched boxing match between Jack Dempsey and Gene Tunney. Baseball – eg. Babe Ruth.</p>	<p><u>Why was there a boom? (26 textbook / see packs)</u></p> <p>Republican policies –</p> <p>Mass production –</p> <p>Mass marketing and advertising –</p> <p>Stock market boom –</p> <p>Hire purchase/credit -</p>
<p><u>Henry Ford/Cycle of prosperity (29-32 textbooks / packs)</u></p> <p>Background of Ford –</p> <p>How were cars mass produced?</p> <p>What techniques could be used in other industries? Standardised parts, assembly lines, conveyor belts, once man per section of</p> <p>How did the car industry help other industries to develop? (eg. cycle of prosperity?)</p>	<p><u>Entertainment Age (36-39 textbooks / see packs)</u></p> <p>Cinema –</p> <p>Radio –</p> <p>Dance crazes –</p> <p>Music –</p> <p>Sport –</p> <p>Fashion –</p>