The 1920s: The Impact of the Automobile, Aviation, and Advertising
D. Challenges at Home and Abroad (ca. 1914-1945) 3. The United States in a Changing World

b. Describe and evaluate the impact of scientific and technological innovations of the 1920s
D. Challenges at Home and Abroad (ca. 1914-1945)

d. Identify the characteristics of social conflict and social change that took place in the early 1920s.
The Impact of the Automobile in the 1920s

-In the 1920s, highways and roads improved a great deal. Route 66 led to the formation of many towns along its path from Chicago to Los Angeles.

-Due to the invention of the car, motels, restaurants, and shopping areas increased and expanded in many places.

-In the late 1920s, the underwater Holland Tunnel was created from New York to New Jersey.
The automobile altered the USA economically and socially. Route 66 was developed due to the increase use of the automobile.
The Holland Tunnel, created in the 1920s, allows cars to travel underwater from New Jersey to New York.
The Car Alters Society

-Urbanization, the migration of people to cities, grew in the 1920s. Many skyscrapers were built in the style of Art Deco.

-The automobile allowed people to be more mobile and move to various urban areas to seek better jobs.

-Many goods began to be transported through the highways as well in this era.
As cities grew and urbanization increased, skyscrapers began to be formed. This led to the style of Art Deco, an architectural design used on the Chrysler Building in New York City, which was built from 1928-1930.
Aviation Advances

-The utilization of airplanes in World War I dramatically increased the capability of these machines.

-In the USA, mail began to be transported through air travel.

-Charles Lindbergh became the first pilot to fly across the Atlantic Ocean, flying from New York to Paris in 1927. Amelia Earhart also became a famous female pilot in the 1920s.
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Amelia Earhart became a famous female pilot in the 1920s.

Unfortunately, Earhart disappeared over the Pacific Ocean in 1937 in an attempt to circumnavigate the world.
An Increased Standard of Living

- From 1920-1929, there were prosperous times in the USA. Technology was also increasing.

- The utilization of electricity meant many families had refrigerators for the preservation of food, heat in their homes, and other new inventions made possible by electricity.

- Cities used electric lights so that businesses could continue at night. This increased productivity in the nation.
Propaganda Sells Products

Marketing is the technique in which businesses try to gain consumption for their products and services through creating appealing advertisements.

-During WW I, the USA used propaganda to gain support for the war.

-In the 1920s, businesses used propaganda to achieve the goal of getting others to buy their goods and services using slogans, entertaining pictures, and the other methods.
During World War I, the USA used propaganda to ensure support for the war effort.
In the 1920s, marketers used pictures, slogans, and other tactics to sell products.
Marketing agencies started using influential people, like athletes, to convince people to buy products.
THE END