

SSUSH16 – Investigate how political, economic, and cultural developments after WWI led to a shared national identity.

b. Describe the effects of the Eighteenth and Nineteenth Amendments.

Social changes during World War I led to two constitutional amendments. An undercurrent related to the growing national identity of the period can be found in the passage of Eighteenth and Nineteenth Amendments. The **Eighteenth Amendment's** ban on alcohol is related to pronounced anti-German sentiment during World War I. The **Nineteenth Amendment's** enfranchisement of women brought with it a greater role for women in shaping the nation's identity. Americans' anti-German efforts during World War I led to a campaign to outlaw beer and other alcoholic beverages. This effort was well suited to the Progressive Era's opposition to saloons. It became patriotic during the war to abstain from alcohol, not only to preserve grain for the troops and our allies but also as a symbol of resistance to beer's German connection. Congress passed the Eighteenth Amendment in 1917 and it was ratified in 1919. The provisions of the amendment prohibited the manufacture, sale, and transportation of intoxicating liquors.

The effect of the Eighteenth Amendment was not completely positive. Organized crime and smuggling alcohol brought tremendous profits to those willing to break the law for financial gain. Speakeasies and bootleggers profited from the banning of alcohol. In the 1930s the Twenty-First Amendment that made alcohol legal again was ratified. The Twenty-First Amendment repeals, or cancels out, the Eighteenth Amendment. One reason the government was keen on making alcohol legal again was to levy taxes on it during the financial difficulties of the Great Depression.

The Nineteenth Amendment gave women the right to vote. The women's movement had been actively working toward this goal since the Seneca Falls Convention of 1848. Ratification of the amendment in 1920 was fueled by the country's gratitude for women's economic contribution during World War I. Women had filled jobs in factories after men volunteered and were drafted into military service. The suffrage movement had worked for decades to petition Congress to pass this legislation. Tactics used by suffragettes included demonstrating in front of the White House and driving cross-country motorcades to promote the cause. Eventually, President Wilson supported the women's right to vote, expecting that in return they would support his League of Nations.

The effect of the Nineteenth Amendment was greater equality and independence for women. Gender roles began to change during the 1920s after the ratification of the Nineteenth Amendment. While the amendment itself, is not solely responsible for the cultural changes, the greater political autonomy of women certainly emboldened their social autonomy. Women began to challenge the moral taboos of the Victorian era through their dress, activities, and attitudes.

Define

Eighteenth Amendment

Nineteenth Amendment

1. **What were the effects of the eighteenth amendment?**
2. **What were the effects Nineteenth Amendment**

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c. Examine how mass production and advertising led to increasing consumerism, including Henry Ford and the automobile.

The 1920s was a time of increased consumer buying. People were purchasing new automobiles and household appliances through various means of financing. The new mode of individual transportation changed society by making the population more mobile and able to live greater distances from their jobs. **Advertising** of cars and new household appliances was largely through nationwide campaigns on the radio, in magazines, and at the movies. People began to see themselves as "needing" certain items of convenience rather than simply "wanting" them.

Henry Ford was the developer of the first **mass produced automobile** - the Model T. While the idea of mass production was not new, Ford used an improved continuous assembly line to quickly build automobiles. Ford constructed his manufacturing facilities so that all the elements of production (foundries, machine shops, assembly lines) were all in one location. He was also able to speed up production and drive down costs of automobiles by standardizing parts, focusing on specialization of labor, and through careful management. At its introduction in the market, Ford's Model T cost \$950. Within ten years, the same model cost \$280 due to improved production methods.

The automobile led to huge social changes in America. People began moving to the suburbs because of their widespread ownership of cars. There was also a new need for improved roads and highways. Travel was more independent and vacations for pleasure became popular. As a result new businesses were needed such as gas stations, motels, and roadside restaurants.

Define

Henry Ford

1. **How did mass production lead to increasing consumerism?**
2. **How did advertising lead to increasing consumerism?**