
1. Describe the U.S. Economy in the years immediately following WWI. Pg. 709

2. How long did the economic recession last after WWI? Pg. 709

3. What is the main idea of *scientific management*? Pg. 710

4. What is meant by the term *welfare capitalism*? Pg. 710

5. How did the widespread use of electricity and consumer appliances effect the economy and the lives of Americans during the 1920s? Pg. 710

6. The joining of successful companies in the 1920s and the advent of radio help create the first national brands such as the A&P food chain which today owns Waldbaums. What is meant by the term national brand? Pg. 710

7. How did companies use propoganda techniques learned during WWI to market (sell) their national brands to the American people? Pg. 710

8. How did the advent of radio and advertising effect peoples purchases when they shopped after WWI? Pgs. 710-711

9. What was the main purchase that people used installment buying for during the 1920s? Pg 711

10. Explain Henry Ford's assembly line. How did it change the way people worked? What effect did it have on the goods people purchased? Pg. 711

11. Use the section titled Effect on Other Industries on page 712 to list how the automobile effected the growth of other businesses and changed America.

Industries Effected	How it changed the lives of Americans
1.	1.
2.	2.
3.	3.
4.	4.
5.	5.
6.	6.

Practice Quiz Questions

1. The Red Scare was caused by a fear of _____.

- a. communism
- b. evolution
- c. alcohol
- d. flappers

2. Albert Fall was involved in the _____ scandal.

- a. Pumpjack
- b. Teapot Dome
- c. Iran-Contra
- d. Veterans Bureau

3. Calvin Coolidge said that "the chief business of the American people is _____."

- a. peace
- b. business
- c. the pursuit of happiness
- d. reform

4. Henry Ford was the first to introduce _____ into manufacturing.

- a. steam power
- b. computer technology
- c. safety standards
- d. the assembly line