*20's --> optimism + prosperity ==> normal people began buying on credit (= paying it all later). → People thought that the worse was behind them, that there wasn't anything worse than WWII. ⇔ BUT: mid 20's --> agricultural depression → mechanisation (nothing was done anymore with the hand) → more land --> more profit! Supply > demand <-----→ Prices DROP ⇔ but: farmers have to be able to pay their mortgages! → Farmers go bankrupt! --> factories: domino-effect → End 20's: (1) overproduction of industries --> supply > demand → prices drop → stocks drop (2) Financial crisis --> Stocks plummet → Wall Street crash Τ ١ The Great Depression ✓ Unemployment <------</p> √ Houses repossessed ✓ Slums => Hoovervilles ✓ F-A-M-I-N-E (hongersnood) ✓ Families broke up √ Charities came up for the people in need! 1 Ī

REACTION HOOVER: RUGGED INDIVIDUALISM

- → "Laissez-faire": people have to conquer the poverty (from the depression) on their own!
 - → So: people ended up in slums, later called "Hoovervilles", because president Hoover did nothing to help the impoverished people.
- --> Hoover gave everyone in 1928 false hope: it seemed that poverty was beaten.
 - --> Why? Everyone had a vacuum cleaner, everyone had a lot of stuff that helped in the house-keeping. But everyone bought that stuff on credit, which means that they have to pay it later.
 - → So: everyone owns in fact NOTHING!