

6. The investigation bureau was established that had tougher methods but eventually the government had to admit defeat and legalize alcohol
7. Although alcohol was now legal again gangs still existed by turning to other contraband such as drugs.
8. Large cities such as Chicago and New York were worst affected with notable gangs such as the Scarface Capone gang.

RISE OF MATERIALISM

1. Materialism – a desire for wealth and material possessions with little interest in ethical or spiritual matters.
2. The Industrial Revolution hugely increased the availability of consumer goods. However, up until the early 1900s, the average American would still spend 80-90% of their earnings on food.
3. The invention of the assembly lines allowed goods to be made faster and in much greater numbers than ever before.
4. By the 1920s the prices of luxury goods (cars, clothes etc.) had come down. This coupled with increased wages meant that people could afford to buy more than the basic minimums.
5. This was a time of great prosperity for the upper and middle classes who were let loose with their new found riches and thus create a culture of mass buying.
6. People lost the meaning behind their possessions and didn't appreciate what they had until it was gone.
7. The story focuses on Jay Gatsby a self-made success who like many others in the 1920s, celebrated his riches through mass spending and the buying of luxuries.
8. The Great Gatsby paints a negative picture of the materialistic ideals and shows the 'new rich' to be spoilt, arrogant and judgemental.
9. It portrays the dark truth behind money and the negative effects it can have on your life.

PROHIBITION IN AMERICA IN THE 1920'S

1. The prohibition law was used in America from 1920-1933. Reasons for introducing this law included:
2. a ban on alcohol would boost the production of important crops, such as barley
3. Many religions were against the consumption of alcohol
4. As this rule was introduced shortly WW1, many people thought it was wrong for some Americans to enjoy alcohol while many were fighting in the war.
5. Not enough prohibition agents to enforce the law (only 1500 in 1920)
6. The size of America's boundaries made it hard for the enforcers to prevent people from smuggling in alcohol.
7. Low salary paid to the prohibition enforcers made it easy to bribe them
8. Although incidents caused by alcohol were reduced, organised crime was expanding as different gangs were becoming rich from smuggling in alcohol
9. Prohibition was repealed in 1933 as the law had proved unsuccessful
10. The law was introduced to greatly reduce social problems caused by alcohol, but the majority of people believed the opposite to be true, making it an obvious choice that the law had to be repealed