America in the 1920s: Consumerism

Consumerism

- The 1920s saw a burst of personal prosperity & consumer spending
 - Mass production led to a huge number of new products: Cars, electric appliances, new fashions
 - Advertising boomed to convince people to spend their money
 - Companies offered ways for consumers to buy on credit through monthly installment plans

Consumer Goods, Advertising, & Credit

The Age of Credit Buying Begins in the 1920s

Vacuum Cleaner \$28.95

\$2 down, \$4 a month

Refrigerator \$87.50

\$5 down, \$10 a month

Washing Machine \$97.50

\$5 down, \$8 a month

Perf

Bedroom Suite \$228.00

\$15 down, \$15 a month

Easy Chair \$38.50

\$5 down, \$5 a month

Sofa \$74.50

\$5 down, \$8 a month

Piano \$445.00

\$15 down, \$12 a month

Phonograph \$43.50

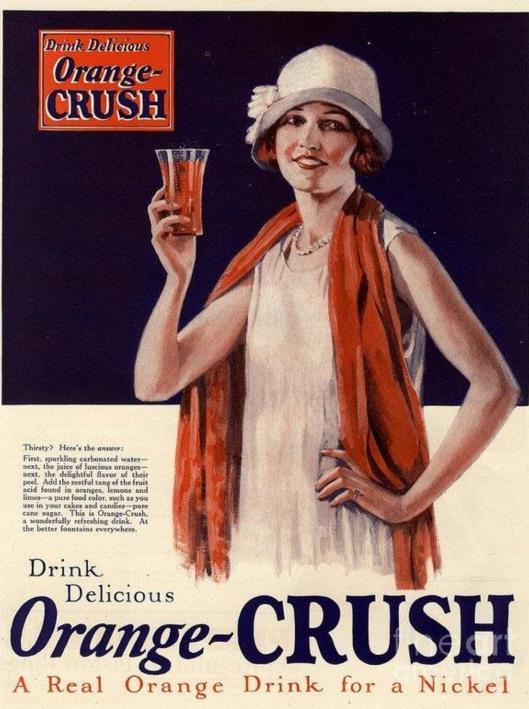
\$5 down, \$5 a month

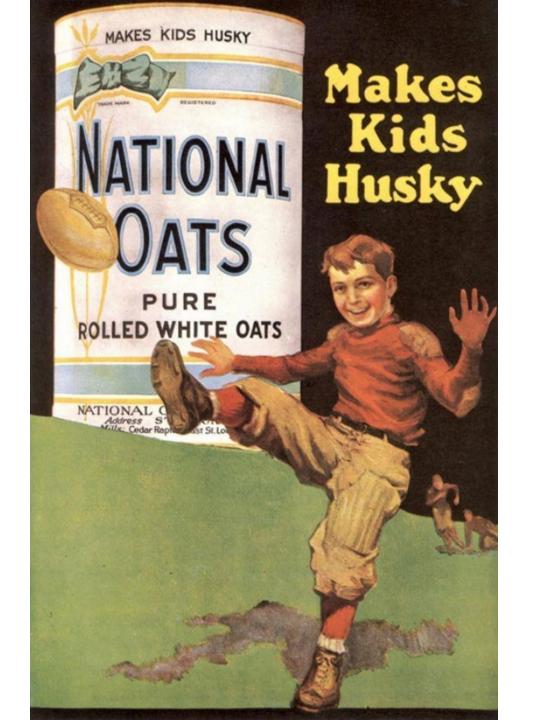
Large Rug \$148.50

\$10 down, \$15 a month

Corner Cabinet \$37.95

\$5 down, \$5 a month





SUN-MAID RAISINS



SUN-MAIDS in cereals every day-Energy food for work and play

























(Th. 1306)

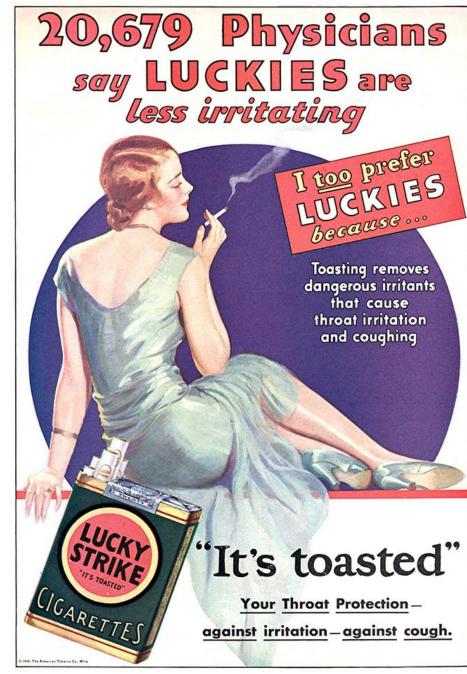


20,679* Physicians

LUCKIES are less irritating

"It's toasted'

Your Throat Protection against irritation against coug











MAYBELLINE products may be purchased at all toilet goods coun-ters. Identify the genuine by the Maybelline Girl on the carton.

MAYBELLINE CO., Chicago

brilliance that vivifies the expression, at the same time giving new

Ovelines to all the tones of the complexion.

Applied lightly for daytime use and with somewhat deeper shading in the evening, the four colors of Maybelline Eye Shadow are most effectively used as follows: Blue is to be used for all shades of blue and gray eyes; Brown for hazel and brown eyes; Black for dark brown and violet eyes. Green may be used with eyes of all colors and is especially effective for evening wear. If you would make the most of your appearance, a thrilling discovery awaits you in Maybelline Eye Shadow. Incased in an adorably dainty gold-finished vanity at 75c.

> Lashes Appear Longer by Using Maybelline Eyelash Darkener

Dark, luxuriant lashes are essential to feminine beauty and Maybelline Eyelash Darkener is the choice of millions of women the world over. A few simple brush strokes of either the Solid or Waterproof Liquid form and the magic of Maybelline Eyelash Darkener is achieved instantly. This easily applied, perfectly harmless beauty aid, in Black or Brown, will delight you, particularly when applied after Maybelline Eye Shadow. Be sure to insist upon genuine Maybelline. Price 75c.

Evebrow

Pencil

Neatly lined, perfectly formed cychrows — every woman desires them for the added expression they lend. They are not difficult to acquire with the new tyle indestructible Maybelline Eyes brow Pencil You'll like this pencil— you'll revel in its smoothness and cleanliness cleanliness — it'sso easy to use. Colors, Black or Brown, 35c.

Carbelline

Instant Beautifiers for the Eyes

America in the 1920s: Harlem Renaissance

Harlem Renaissance

- The Great Migration during WWI led to a concentration of African Americans in northern cities
 - The Harlem Renaissance was the flourishing of black culture:
 - Jazz blended African & European musical traditions into a distinctly "American" style of music
 - Louis Armstrong & Duke Ellington were popular jazz musicians

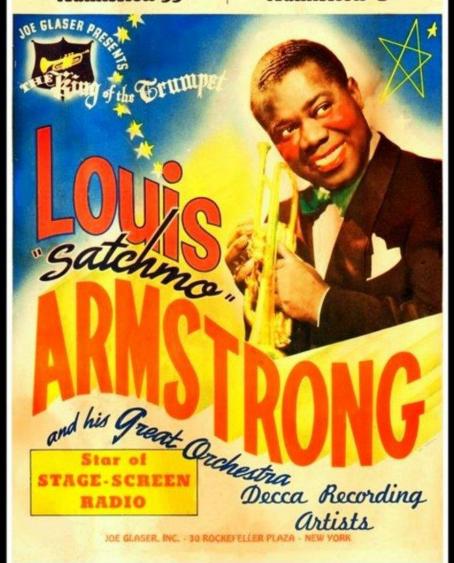


Parker Auditorium MINOT

2 BIG EVENTS TUESDAY, DEC. 9th 2 BIG EVENTS

Admission 55°

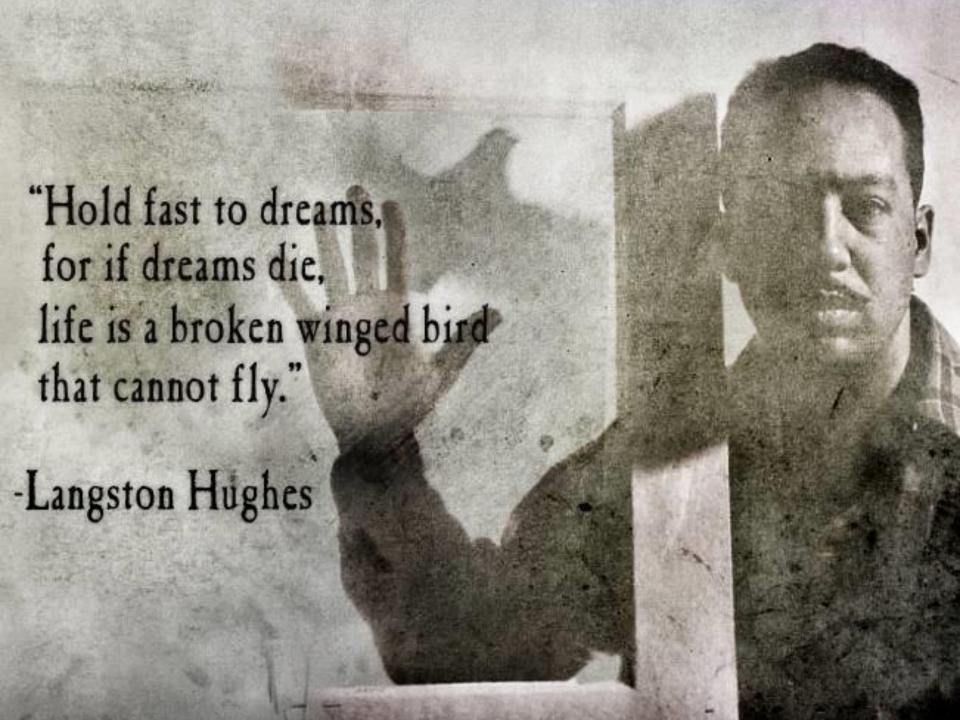
SHOW--7:30 to 9:00 | DANCE--9:30 to 1:00 Admission \$1.15





Harlem Renaissance

- –The most popular author was Langston Hughes, who wrote poems & novels about black pride
- Harlem represented the "New Negro": the idea that African Americans should freely express themselves, embrace their culture, & strive for racial equality



America in the 1920s: The Changing Role of Women

Changing Role of Women

- Women's roles changed in the 1920s
 - -In 1920, the 19th Amendment granting women the right to vote (But, many women did not vote)
 - New fashion trends, voting rights,
 & more leisure time led to an increased sense of freedom
 - Advertisers emphasized women's sexuality & appearance

HOW'S YOUR BRE TODAY?



If it's bad, you won't be welcome ... Play safe...use Listerine

. How's your breath today? If it is had, it will keep you out of things . . . it may may friendship . . . kill off a rumance . . . nr jespanlint a lousisms chance, Don't fet it do my of these things.

Play safe . . . use Listerine, every morning and night and before social. or business contacts. Listerine in-

stantly penders your heasth russet, wholesome, and agreeable to others. It is the one reliable remody for halitonic (aspleasast length).

Everybody Has It.

Fastidieus as you may be, do not make the mistake of thinking that your breath is never had. Halitonia spares no one, because it springs from such common causes as tiny hits of frementing food particles on the teeth, unleasities teeth or game, and temporary or clounic infectious of the near, throat, and rough. The insidious thing about it is that you pourself never realize when you have it.

Only Listerine Succeeds

Only by ming Listerine can you be certain that your breath will not offend others. Cheap, ordinary mouth washes fail in 12 hours to conquer odors which Listerine gets rid of instantly. That has been shown again and again by strict laboratory and clinical tests.

Keep Listerian handy in bone and office. Hinse the much with it before social and business engagements, It sheatnes and insignrates the entire onal savity and leaves you with a feeling of confidence and assurance. You know your breath is right. Lumbert Pharmacal Company, St. Louis, Missouri.

LISTERINE



startling jade gyeen case





Waterproof it stays on



Changing Role of Women

- Many young, unmarried women embraced their independence & sexuality as "flappers":
 - -Fashions like shorter hemlines, "bobbed" hair, & hats
 - -Smoked cigarettes, drank alcohol, danced at clubs, used makeup
 - –Many had sex outside of marriage
 & used cars to "park" with boys
- These behaviors were shocking to traditional-minded women





America in the 1920s: Sports Mania

Sports Mania

- New forms of entertainment emerged in the 1920s as Americans gained more leisure time & personal income
 - Baseball, boxing, & football were popular sports
 - Radio broadcasts brought sporting events to national audiences
 - Sports gave Americans a new generation of heroes

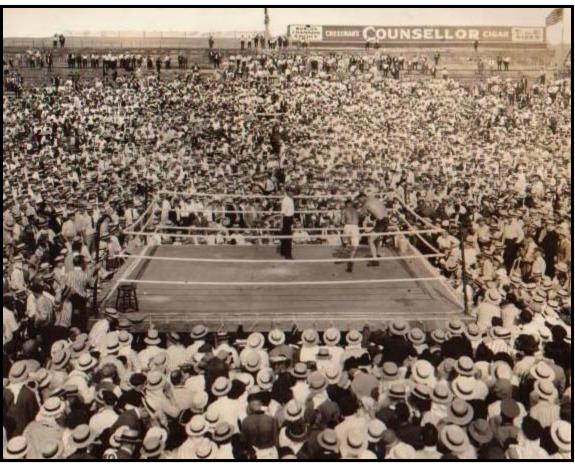
Sports Heroes of the 1920s



Base kallwas segregated: Babe kallwas segregated: Satchel Paige & Josh Gibson Yankees was the biggest were Negro League perces sports hero of the 1920s

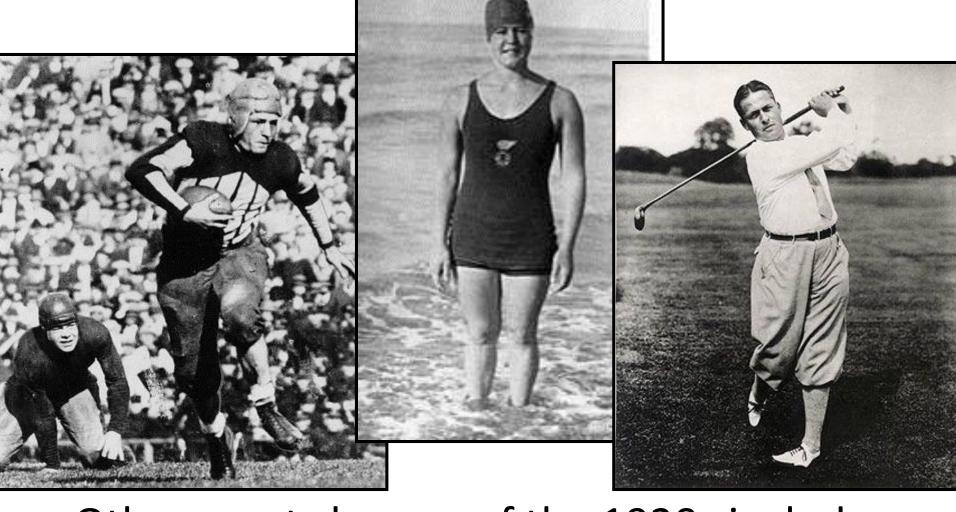
Sports Heroes of the 1920s





Heavyweight boxer Jack Dempsey was so popular, his prize fights set financial & attendance records throughout the 1920s

Sports Heroes of the 1920s



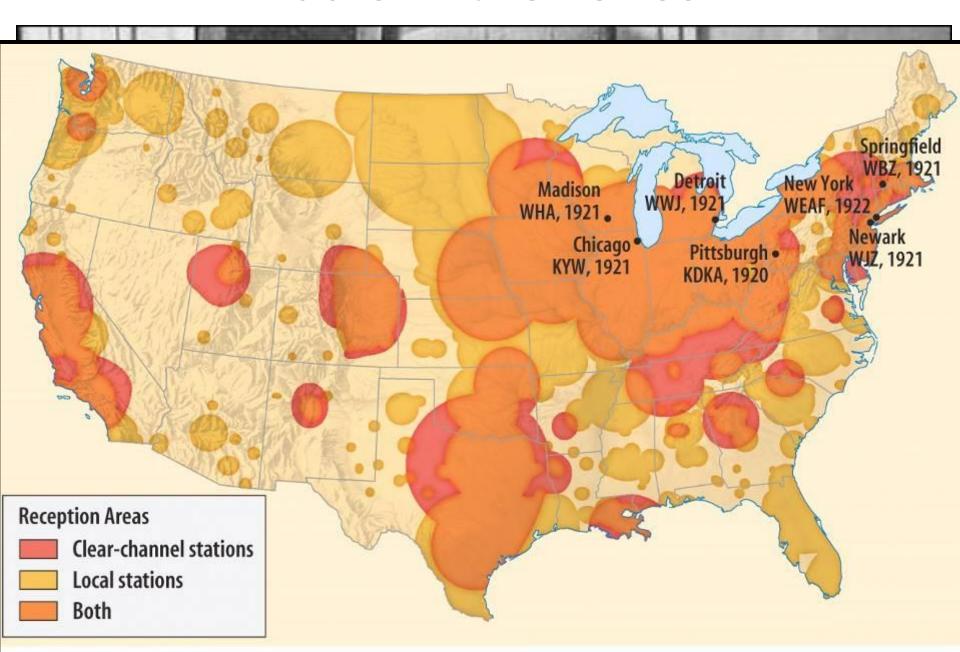
Other sports heroes of the 1920s include: Red Grange, Gertrude Ederle, Bobby Jones

America in the 1920s: Movies & Radio

Popularity of Movies & Radio

- Movies & radios became widely popular in the 1920s:
 - –Over 500 stations connected the nation by broadcasting music, sports, as well as news, religious, comedic, & dramatic programming
 - –"Talking" movies helped grow Hollywood & celebrity movie stars
 - By 1929, over 100 million people went to movies each week

Radio in the 1920s







Music of the 1920s





rin Pan Alley produced frying Berlin was the 90% of the popular of the most popular of the music in the 1920s, ragtime composers focusing on ragtime, of the 1920s dance music, & jazz

Movies in the 1920s



"The Jazz Singer" was the first "talking" picture





THEATRE

DOWNSHED AND TAPHONE.

BROWNING NYC

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America in the 1920s: Improved Transportation

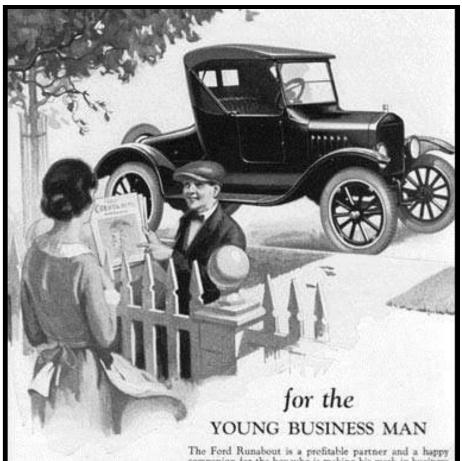
Improved Transportation

- Automobiles transformed America:
 - Henry Ford's assembly line
 made cars affordable; By 1929,
 1 of 5 Americans owned a car
 - -Car manufacturing became the biggest industry in the nation & stimulated the U.S. economy
 - –New roads, gas stations, & shopping centers were built
 - –Cars gave people freedom & became a symbol of status





The Automobile



The Ford Runabout is a profitable partner and a happy companion for the boy who is making his mark in business and at school.

It reduces distance from a matter of miles to a matter of minutes. By saving time and effort, it makes larger earnings possible. And costing little to buy and keep going, it quickly pays for itself,

When vacation time rells round the Runabout enables the young business man to reduce by hours the time between work and play.

Let us tell you how easy it is to buy a Ford on the Weekly Purchase Plan.

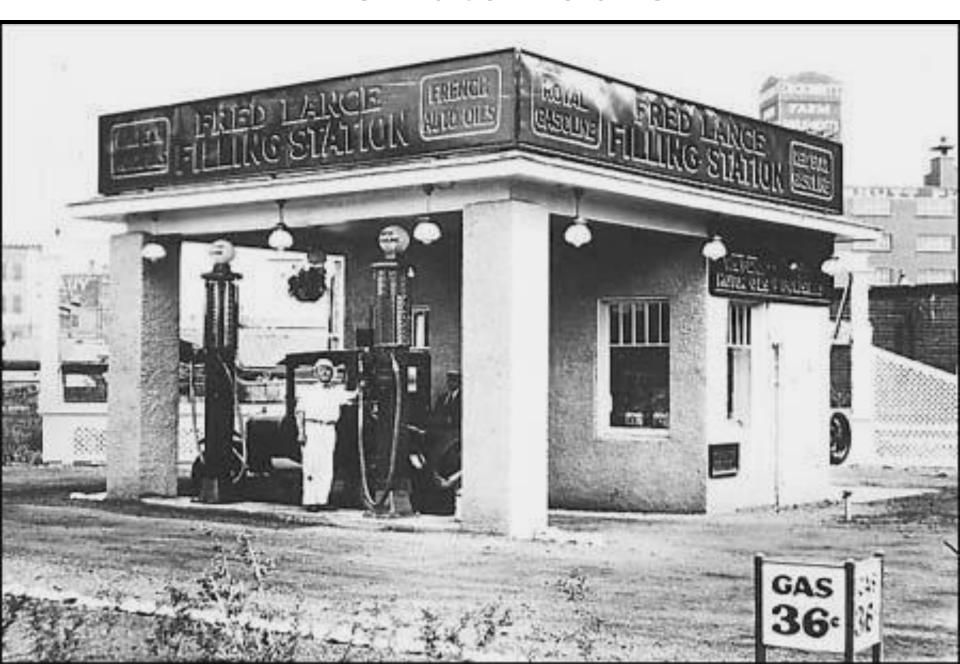
FORD MOTOR COMPANY, DETROIT, MICHIGAN



THE RUNABOUT

F. O. B. Detreit Demountable Bins and Surrer 195 errors

The Automobile



Improved Transportation

Airplanes captured the attention of Americans in the 1920s

-In 1927, Charles Lindbergh made

the 1st trans-**Atlantic** solo flight, becoming the biggest celebrity of the 1920s









