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
### The Age of Credit Buying Begins in the 1920s

<table>
<thead>
<tr>
<th>Item</th>
<th>Price</th>
<th>Down Payment</th>
<th>Monthly Payment</th>
</tr>
</thead>
<tbody>
<tr>
<td>Vacuum Cleaner</td>
<td>$28.95</td>
<td>$2</td>
<td>$4 a month</td>
</tr>
<tr>
<td>Refrigerator</td>
<td>$87.50</td>
<td>$5</td>
<td>$10 a month</td>
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<tr>
<td>Washing Machine</td>
<td>$97.50</td>
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<td>$8 a month</td>
</tr>
<tr>
<td>Bedroom Suite</td>
<td>$228.00</td>
<td>$15</td>
<td>$15 a month</td>
</tr>
<tr>
<td>Easy Chair</td>
<td>$38.50</td>
<td>$5</td>
<td>$5 a month</td>
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<tr>
<td>Sofa</td>
<td>$74.50</td>
<td>$5</td>
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<td>Piano</td>
<td>$445.00</td>
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<td>Phonograph</td>
<td>$43.50</td>
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<td>Large Rug</td>
<td>$148.50</td>
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<tr>
<td>Corner Cabinet</td>
<td>$37.95</td>
<td>$5</td>
<td>$5 a month</td>
</tr>
</tbody>
</table>
Drink Delicious Orange-CRUSH

A Real Orange Drink for a Nickel

Thirsty? Here's the answer:
First, sparkling carbonated water—next, the juice of luscious oranges—next, the delightful flavor of their peel. Add the zestful tang of the fruit acid found in oranges, lemons and limes—a pure food color, such as you use in your cakes and candies—pure cane sugar. This is Orange-Crush, a wonderfully refreshing drink. At the better fountains everywhere.
Makes Kids Husky

NATIONAL OATS
PURE ROLLED WHITE OATS
SUN-MAID Raisins

SUN-MAIDS in cereals every day—
Energy food for work and play
20,679 Physicians say LUCKIES are less irritating

I too prefer LUCKIES because...

Toasting removes dangerous irritants that cause throat irritation and coughing

“It’s toasted” Your Throat Protection - against irritation - against cough.

C. Refuse substitutes! Buy the advertised brand every time!
STRAIGHT FROM THE SHOULDER!
When tempted to over-indulge

"Reach for a Lucky instead"

Be moderate—be moderate in all things, even in smoking. Avoid that future shadow by avoiding over-indulgence, if you would maintain that modern, ever-youthful figure. "Reach for a lucky instead."

Lucky Strike, the finest Cigarette you ever smoked, made of the finest tobacco—The Cream of the Crop—"IT'S TOASTED." Lucky Strike has an extra, secret heating process. Everyone knows that heat purifies and so 20,679 physicians say that Luckies are less irritating to your throat.

"It's toasted"

Your Throat Protection—against irritation—against cough.

*We do not say smoking Luckies reduces flesh. We do say when tempted to over-indulge, "Reach for a Lucky instead."
America in the 1920s: 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.
The “Jazz Age”
Parker Auditorium
MINOT
TUESDAY, DEC. 9th
2 BIG EVENTS
SHOW--7:30 to 9:00
DANCE--9:30 to 1:00
Admission $1.50

Joe Glaser presents
The King of the Trumpet
Louis "Satchmo" Armstrong
and his Great Orchestra

Star of Stage, Screen, Radio
Decca Recording Artists

Joe Glaser, Inc. - 30 Rockefeller Plaza - New York
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
“Hold fast to dreams, for if dreams die, life is a broken winged bird that cannot fly.”

-Langston Hughes
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 breath today?

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

- How's your breath today? If it is bad, it will keep you out of things... it may ruin friendship... kill off a romance... or jeopardize a business chance. Don't let it do any of these things.
- Play safe... use Listerine, every morning and night, and before social or business contacts. Listerine instantly renders your breath sweet, wholesome, and agreeable to others. It is the one reliable remedy for halitosis (unpleasant breath).

Everybody Has It

Foulness as you may be, do not make the mistake of thinking that your breath is never bad. Halitosis springs from one source—unhealthy teeth or gums, and temporary or chronic infections of the nose, throat, and mouth. The insidious thing about it is that you yourself never realize when you have it.

Only Listerine Succeeds

Only by using 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 Listerine handy at home and office. Rinse the mouth with it before social and business engagements. It cleanses and invigorates the entire oral cavity and leaves you with a feeling of confidence and assurance. You know your breath is right. Lambert Pharmaceutical Company, St. Louis, Missouri.

FREE—Send coupon for a $6 Art Print of the beautiful painting—the Kissproof Kit. Printed in 22 colors, mounted for your framing.

NEW

Kissproof
The waterproof range...in a startling jade green case

504

Waterproof, it stays on!

Send for Kissproof Beauty Box

Kissproof Lipstick

Kissproof Eye Shadow

Kissproof Compact Range

Kissproof Finger Protector
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
The wide use of the automobile facilitated mixed-sex interaction, free from parental supervision.
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

Babe Ruth of the New York Yankees was the biggest sports hero of the 1920s. Baseball was segregated, and Satchel Paige & Josh Gibson were Negro League heroes.
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
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

A map of the United States showing radio reception areas in the 1920s. Key cities and their station names and years are indicated:
- Madison, WHA, 1921
- Detroit, WWJ, 1921
- Chicago, KYW, 1921
- Pittsburgh, KDKA, 1920
- New York, WEAF, 1922
- Newark, WJZ, 1921
- Springfield, WBZ, 1921

Legend:
- Clear-channel stations
- Local stations
- Both

Reception areas are color-coded to indicate different types of stations.
Music of the 1920s

Tin Pan Alley produced 90% of the popular music in the 1920s, focusing on ragtime, dance music, & jazz.

Irving Berlin was the most popular of the ragtime composers of the 1920s.
Movies in the 1920s

“The Jazz Singer” was the first “talking” picture
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
for the
YOUNG BUSINESS MAN

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 rolls 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.

THE RUNABOUT
$265

F. O. B. Detroit
Discountable 10% and Starter '95 extra

FORD MOTOR COMPANY, DETROIT, MICHIGAN

A Sensational Achievement in Beauty and Performance

Marvelous new body by Fisher... longer, lower and smoother... and stung with all the artistry of world-famous designers! A 105-inch wheelbase... the longest ever offered in a low-priced automobile! An improved valve-in-head engine... smooth, powerful and silent in acceleration! Four semi-elliptic shock-absorber springs... permanent assurance of delightful riding ease! Non-locking four-wheel brake... powerful, dependable and reliable in operation! That's what the Bigger and Better Chevrolet offers you—at prices so low that they are actually amazing! Small wonder that everyone calls it a sensational achievement in beauty and performance! Small wonder that it is everywhere hailed as the world's most handsome low-priced car.

CHEVROLET MOTOR COMPANY, DETROIT, MICHIGAN

Reduced Prices

COACH $585

The

<table>
<thead>
<tr>
<th>Model</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>160</td>
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<tr>
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<tr>
<td>175</td>
<td>$625</td>
</tr>
<tr>
<td>180</td>
<td>$635</td>
</tr>
</tbody>
</table>

Quality at Low Cost

CHEVROLET MOTOR COMPANY, DETROIT, MICHIGAN
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
May 20–21, 1932  Amelia Earhart is the first woman to fly solo across the Atlantic, in a record time of about 15 hours from Newfoundland to Ireland.

March 14, 1927  Pan American Airways is founded to handle airmail deliveries. First route is between Key West, Florida, and Havana.

1920  First transcontinental airmail service in the U.S.

May 20–21, 1927  Charles Lindbergh establishes a record of 33 hours 29 minutes in his 3,614-mile nonstop solo flight across the Atlantic.