

1920s Political and Economic Trends



1. Trends of the 1920s

A. Political trends

Conservatism

“Normalcy”

Isolationism

B. Economic trends

Prosperity

Business boom

Consumerism

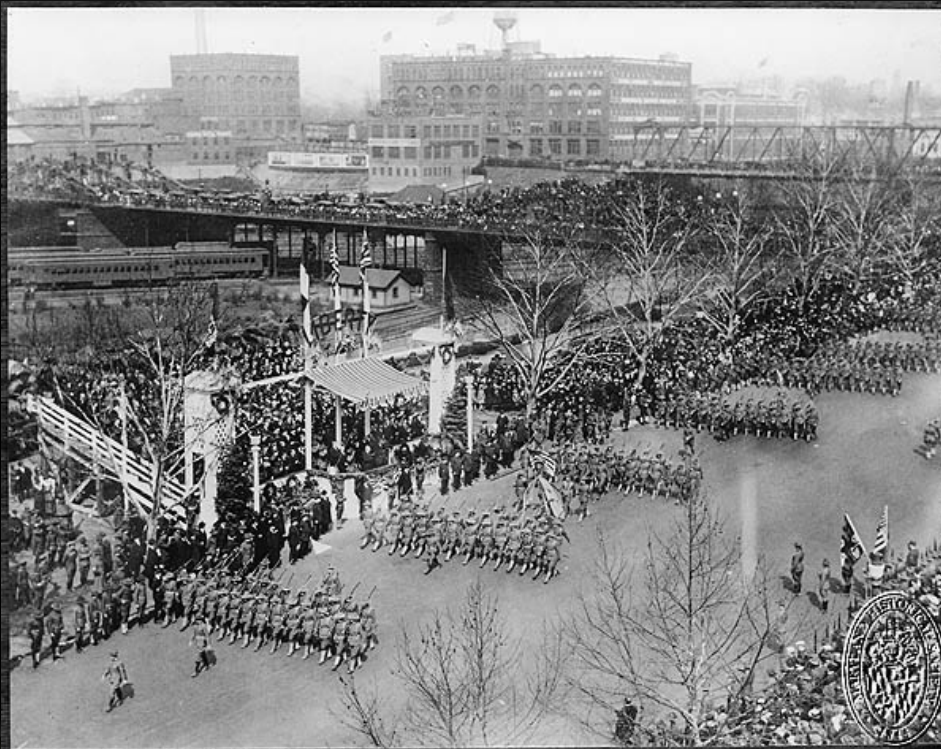
Farming depression



2. International Politics

A. Isolationism

U.S. retreated into isolationism after WWI;
didn't join League of Nations



B. Washington Conference

- # 1921 -- First international conference held in Washington, D.C. and first disarmament conference in history (main European nations; some Asian)
- # Attempt to prevent war
- # Limited numbers and size of battleship fleets

C. Dawes Plan (1924)

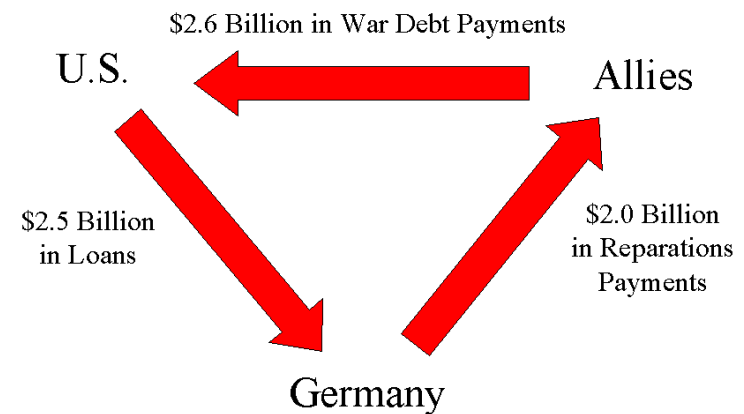
US loaned money to Germany so it could pay Allies

Allies used money to pay back US loans

Created cycle of debt

Stifled international trade

The International Financial System
Under the Dawes Plan and Young Plan
1924-30





Bundesarchiv, Bild 183-R02190
Foto: o. Ang. | 1920 ca.

D. Kellogg-Briand Pact

- # 1928 international treaty signed in Paris (major nations of Europe) -- Renounced war
- # Goal: retain American self-determination



3. Political Conservatism in the 1920s

- # End to Progressive reforms; less regulation
- # Politics favored big business
- # All Republican presidents: Harding, Coolidge, Hoover



4. 1920s Presidents and Policies

A. Warren G. Harding (1921-1923)

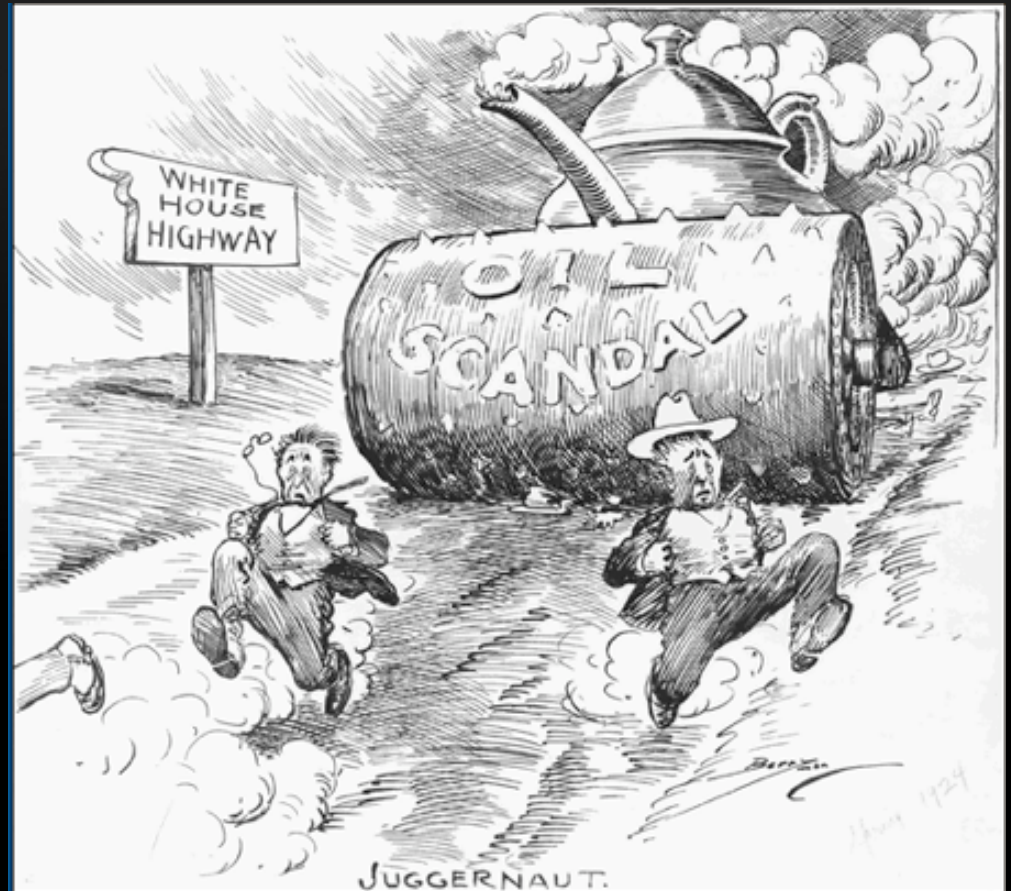
“Return to Normalcy”

Harding favored:

- # Lower taxes for businesses and the wealthy
- # Increased tariffs
- # Immigration restrictions
- # Promoted naval disarmament
- # Spoils system – led to corruption; scandals



Teapot Dome Scandal



Teapot Dome Scandal

- # Harding's friend, Sec. of Interior Albert Fall, took bribes in the lease of oil fields (in Teapot Dome, Wyoming) and got rich; (got 1 year in jail)
- # Scandal tainted Harding's presidency



Albert Fall

COPIES



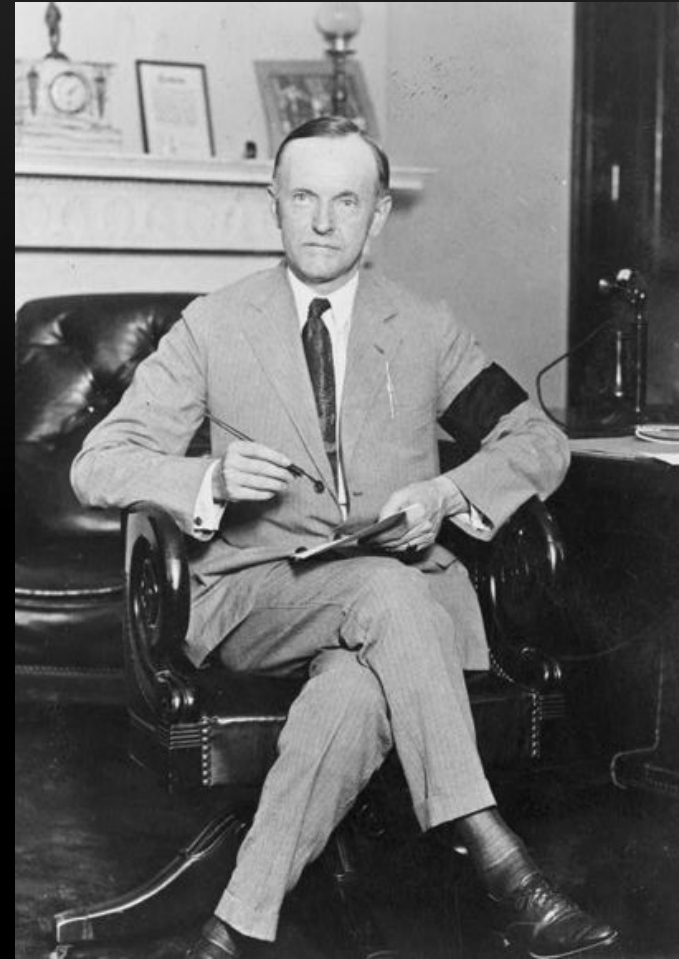
© N. Y. "Tribune."



B. Calvin Coolidge (1923-1929)

“The business of America is business”

- # “Keep Cool with Coolidge”
- # Serious, clean image
- # Signed Immigration Act 1924 (restrictions)
- # Cut taxes and reduced federal debt





Coolidge



- # Pro-Business: Laissez-Faire capitalism (no government interference in business)
- # Against regulation of business (appointed men to FTC and ICC who didn't act)



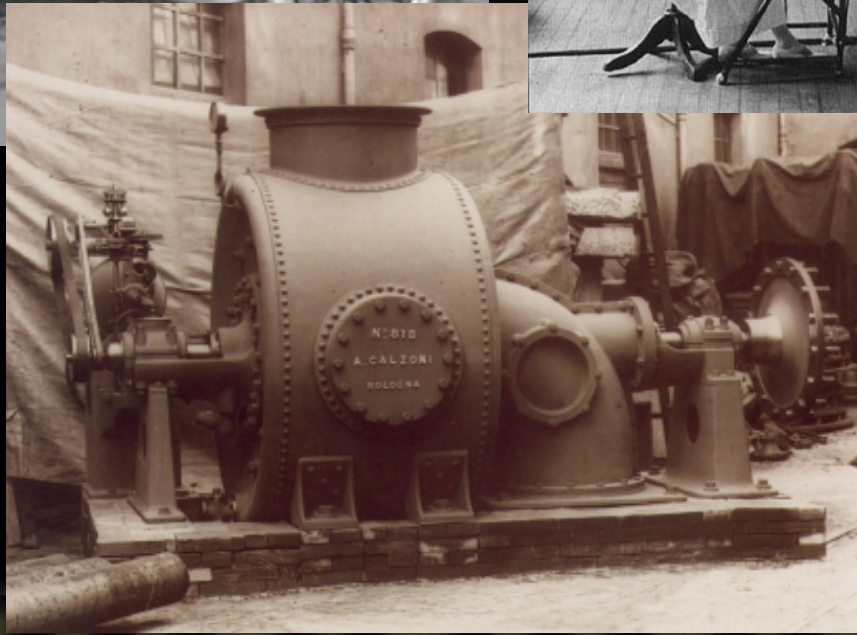
Hoover



C. Herbert Hoover (1929-1933)

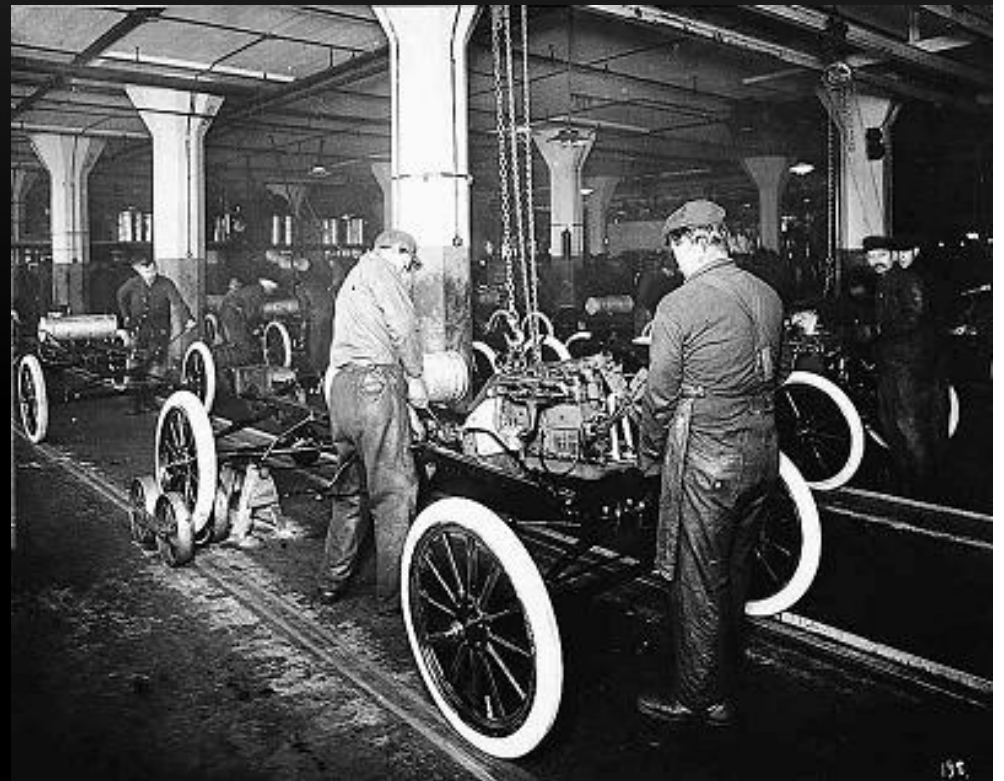
- # (Head of Food Administration during WWI)
- # Secretary of Commerce under Coolidge; promoted business efficiency
- # Continued reform policies as president, but believed in volunteerism and:
 - # “Rugged Individualism”
 - # Believed government interference or coercion destroyed individuality and self-reliance

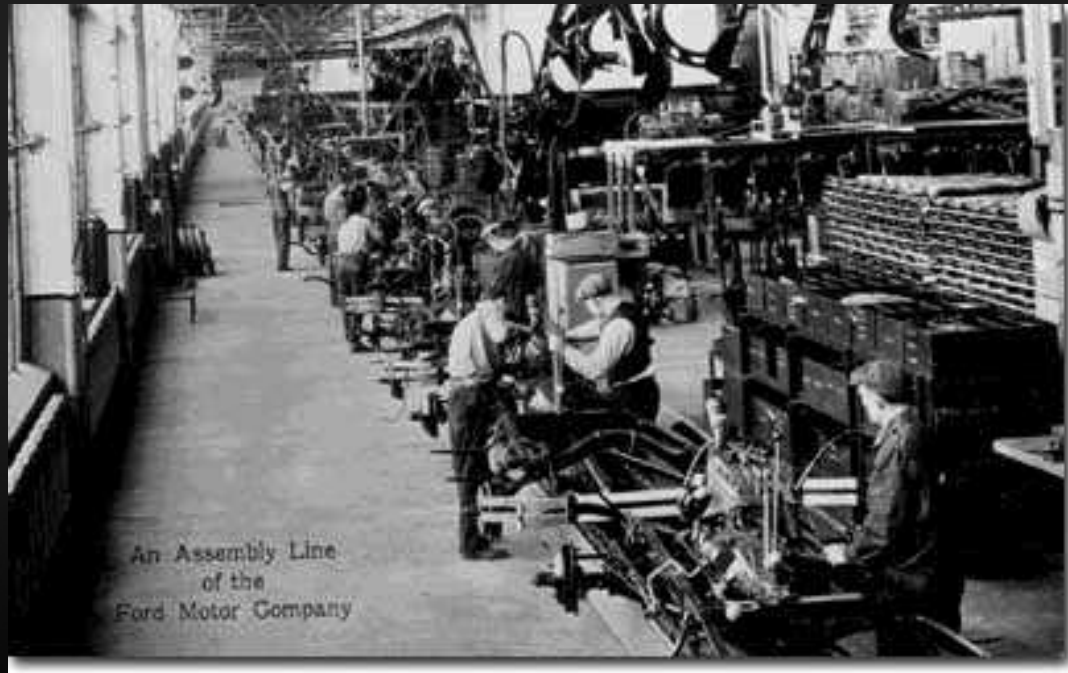
5. Role of New Technology



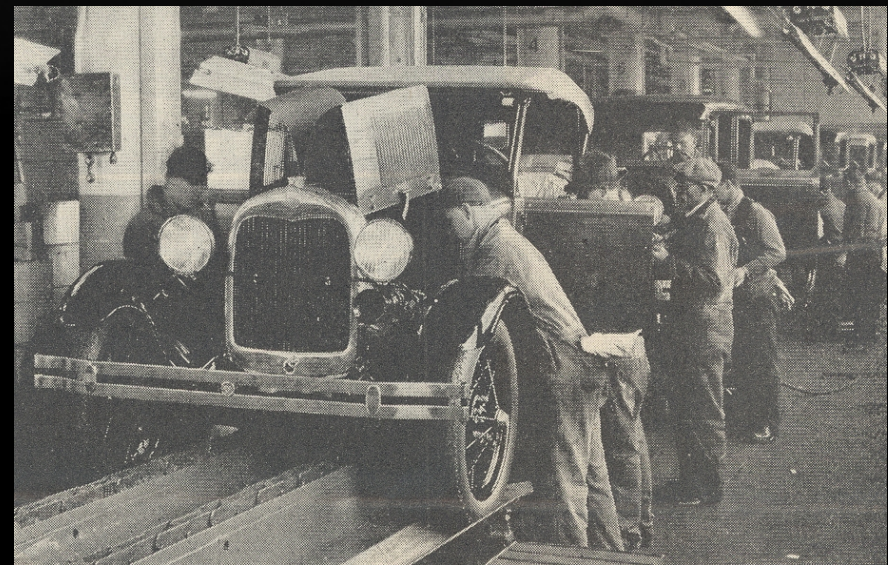
A. Impact of the Automobile

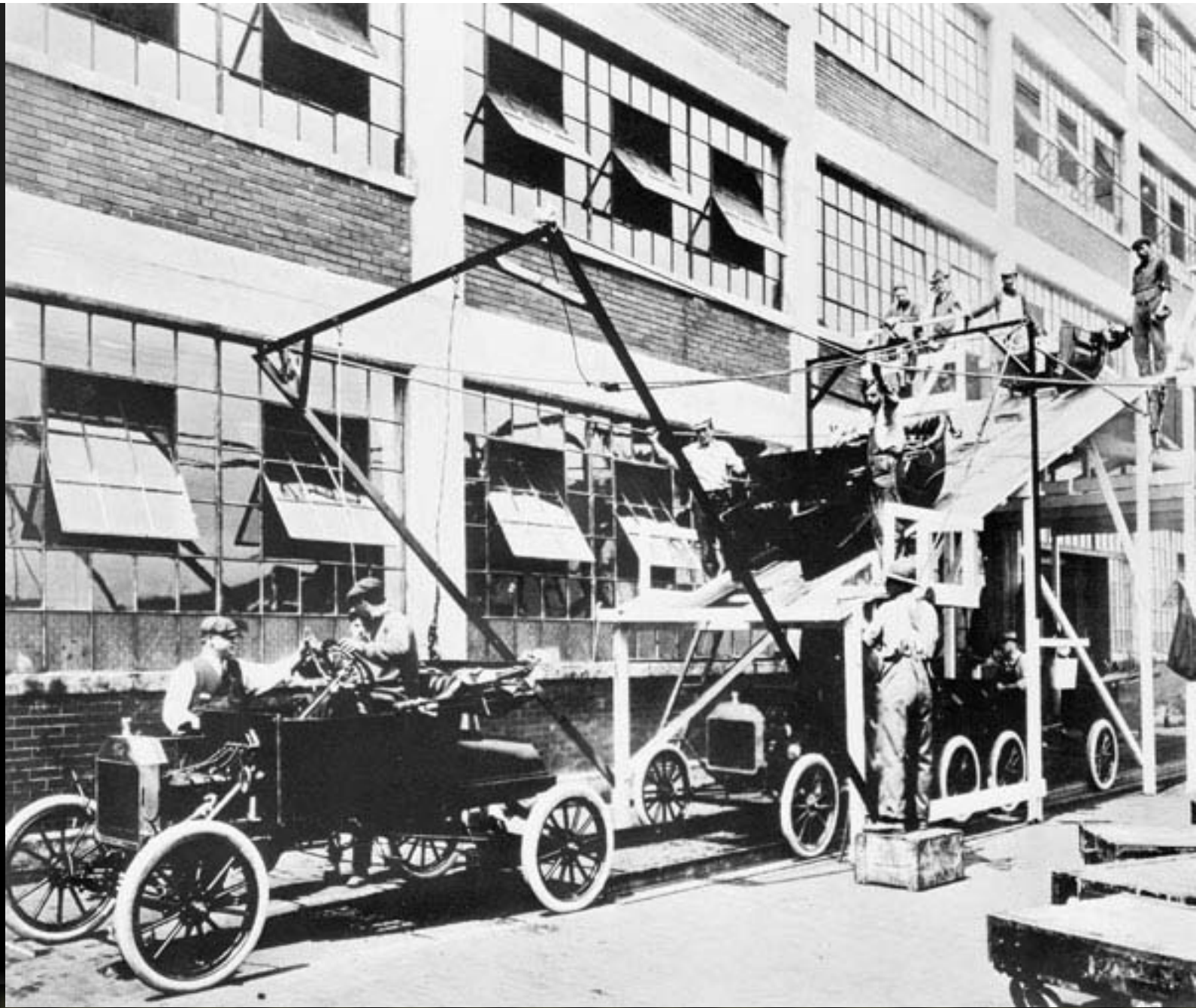
Ford assembly line – mass production of cars; affordable to the masses

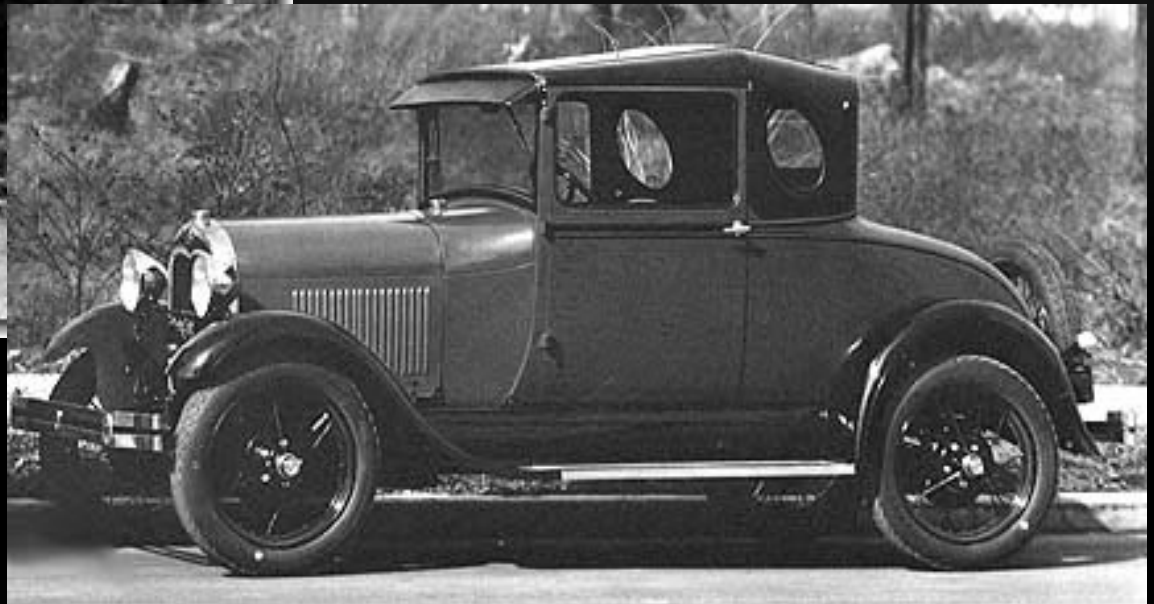




An Assembly Line
of the
Ford Motor Company







1929 Business Coupe



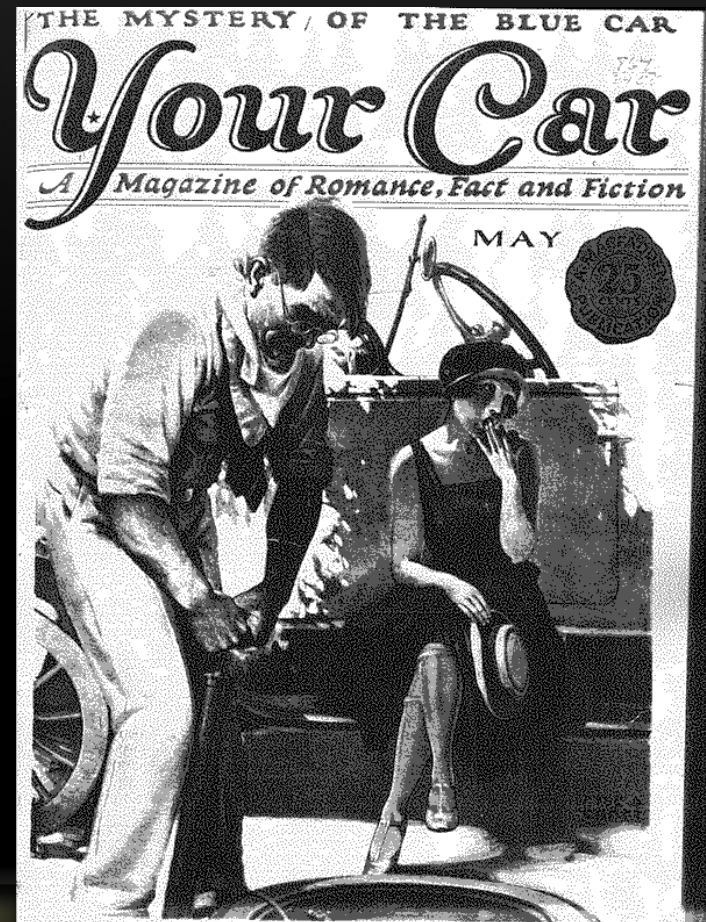
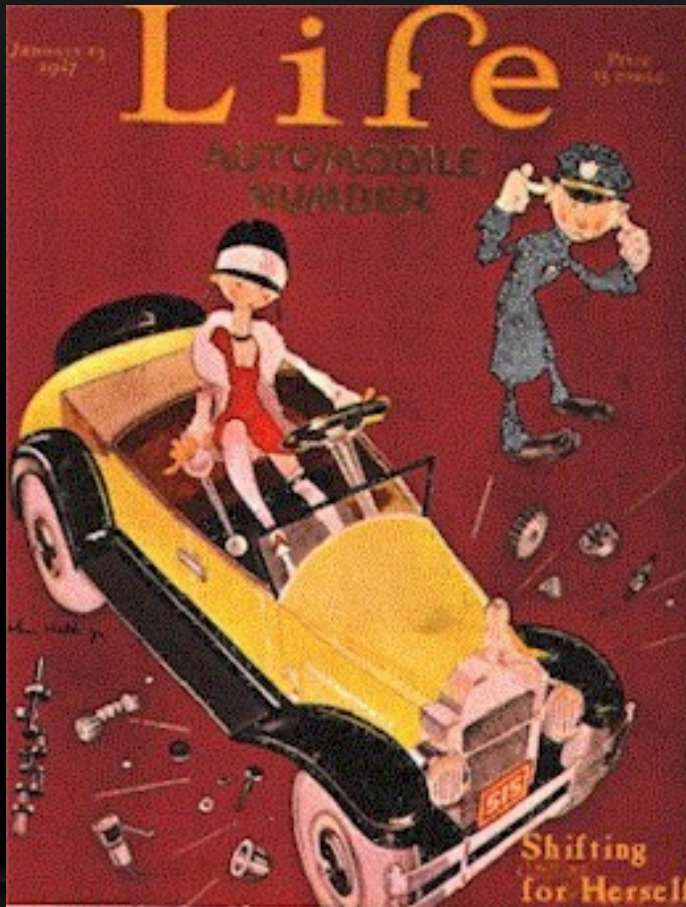
Washington Taxi - 1922





Impact of the Automobile (cont.)

- # Freedom – work farther from home, weekend trips, teenage independence





CHEVROLET

57376

Bigger and Better

Reduced Prices

The **COACH** **\$585**

The Standard	\$495	The Imperial	\$715
The Limited	\$495	The Fleet	\$495
The Sedan	\$595	(Chevrolet Buick)	
The 4-Door	\$675	The Sedan	\$375
The Super	\$665	(Chevrolet Buick)	
The Cabriolet			

All prices f.o.b. Flint, Michigan
Check Chevrolet
Delivered Prices
They include the lowest freight and
insurance charges available.

A
**Sensational Achievement
in Beauty and Performance**

Marvelous new bodies by Fisher... longer, lower and roomier... and styled with all the artistry of world-famous designers! A 107-inch wheelbase... the longest ever offered in a low-priced automobile! An improved valve-in-head engine... smooth, powerful and swift in acceleration! Four semi-elliptic shock-absorber springs... permanent assurance of delightful riding ease! Non-locking four-wheel brakes... powerful, dependable and velvety 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 luxurious low-priced car!

CHEVROLET MOTOR COMPANY, DETROIT, MICHIGAN
Division of General Motors Corporation

QUALITY AT LOW COST



CHEVROLET
for Economical Transportation

Easy to Drive

Easy to start—easy to steer—light pedal action—easy to shift gears—easy to ride in—easy to stop.

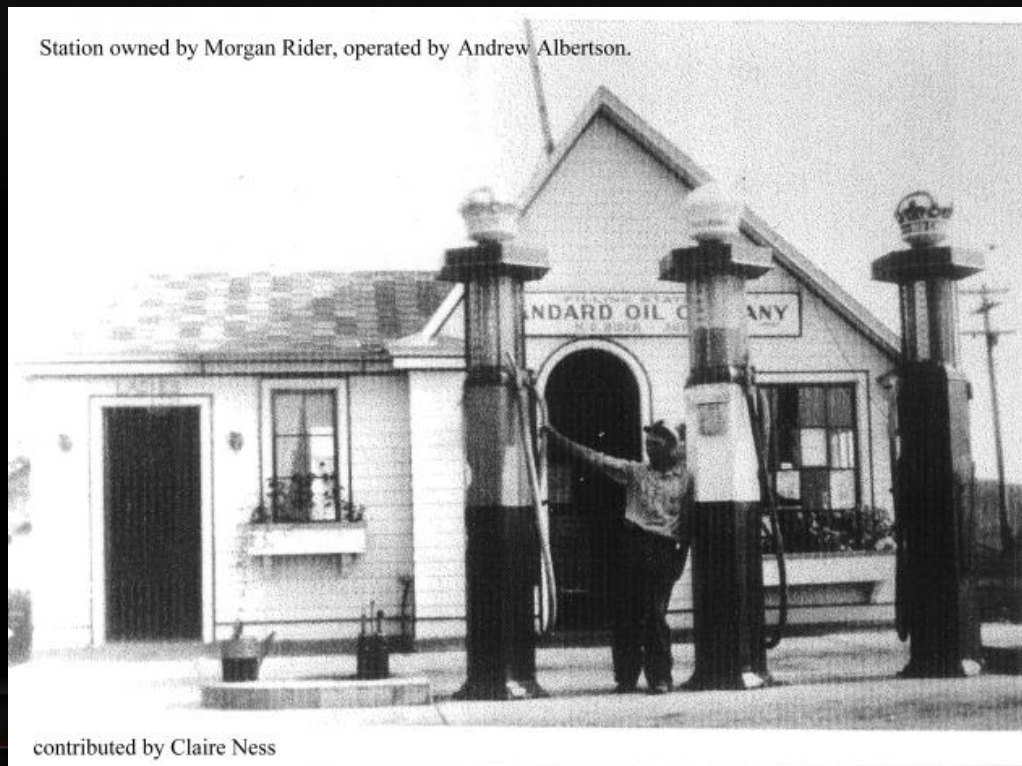
CHEVROLET MOTOR COMPANY, DETROIT, MICHIGAN
DIVISION OF GENERAL MOTORS CORPORATION

QUALITY AT LOW COST

Touring	\$525
Standard	\$525
Coach	\$715
Cabriolet	\$735
Sedan	\$825
Commercial	\$425
Truck	\$550
Van	\$550
SALES REPRESENTATIVE	

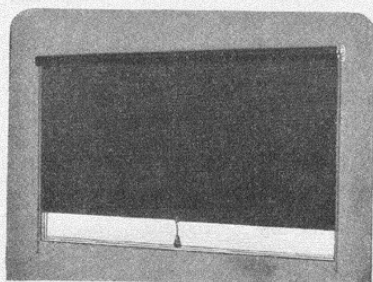
Impact of the Automobile (cont.)

- # Expands industry – car-related businesses boom
 - # Tires, upholstery, etc.
 - # Gas stations, motels, and roadside attractions



CURTAINS

FOR CLOSED CAR WINDOWS



Ready to Install

For safety in night driving, to shut off the glare of headlights coming up behind you; to keep out the hot sun, or for a quick change to a bathing suit, or simply for ordinary privacy in your car—of course you need curtains.

We make curtains to fit any closed car, in high-grade poplin, any color to match your upholstery. Mounted on special nickelled automatic rollers and equipped with silk pull tassels. All materials used are of the same high grade regularly furnished by us for standard equipment to makers of the finest automobiles.

Each curtain is packed in a separate carton plainly marked for the proper window, with guide cords, anchoring nails and fixture screws complete. No measuring, no cutting, no disturbing the upholstery, no waiting. We suggest that you have the local dealer who sells your make of car order these curtains for you. He will gladly install them in your car without extra cost to you.

CAR DEALERS: You should have these curtains in stock for all your models that are not equipped with curtains. Write for particulars.

PRICE FIVE DOLLARS per curtain, complete, immediate shipment, charges prepaid. Be sure to specify make, model, and year of car and windows for which curtains are wanted. Standard tan curtains will be shipped unless otherwise specified. Tear out the coupon now and take it to your dealer or send to us direct. See coupon for guarantee.

The Bridgeport Coach Lace Company
Dept. A Bridgeport, Connecticut

The Bridgeport Coach Lace Company,
Bridgeport, Conn.

I enclose \$..... for which please send me curtains ready to install as follows:

Number	Rear Curtains	Make of car
Number	Side "	Model of car
Number	Door "	Year of car
		Color desired

It is agreed that I may return these curtains to you within three days, charges prepaid, if they are not entirely satisfactory to me, and that the purchase price will be promptly refunded.

Name.....

Address.....

I've run these Masons 24,539 miles and they're still going strong *says this taxi driver*



Larry Kater, a Chicago taxi driver, says of his Mason Hylastic Balloons:
"I've run them 24,539 miles without a puncture. Look at them! The tread shows though they hardly show wear, and they're good for many more thousands of miles. No fat Masons here."

MILEAGE tells the story! It any motorist subjects tires to a pitiless test, it's a taxi driver. Constant driving over all sorts of pavements, often with drastic grinding stops; quick starts; sharp turns—all these things try tires to the utmost.

And Mason Hylastic Balloons invariably deliver. The experience of Larry Kater, Chicago taxi driver, has been duplicated by thousands of Mason users everywhere. This is due to the famous Hylastic cord construction, which gives every Mason a carcass of exceptional strength, and to the big, broad tread

with powerful shoulders which takes wear evenly and therefore a-l-o-w-l-y. Masons will give YOU mileage like this or better, provided you treat them properly. And further to assure satisfaction, every Mason is offered with protection against all road hazards for an entire year.

Mason Hylastic Balloons... now stronger and surlier than ever before... offer you one-free miles by the thousands. Due to lower rubber prices, these extra-mileage tires now cost no more than those of average quality. Consult your local Mason dealer.



MASON TIRE & RUBBER CO. - KENT, OHIO

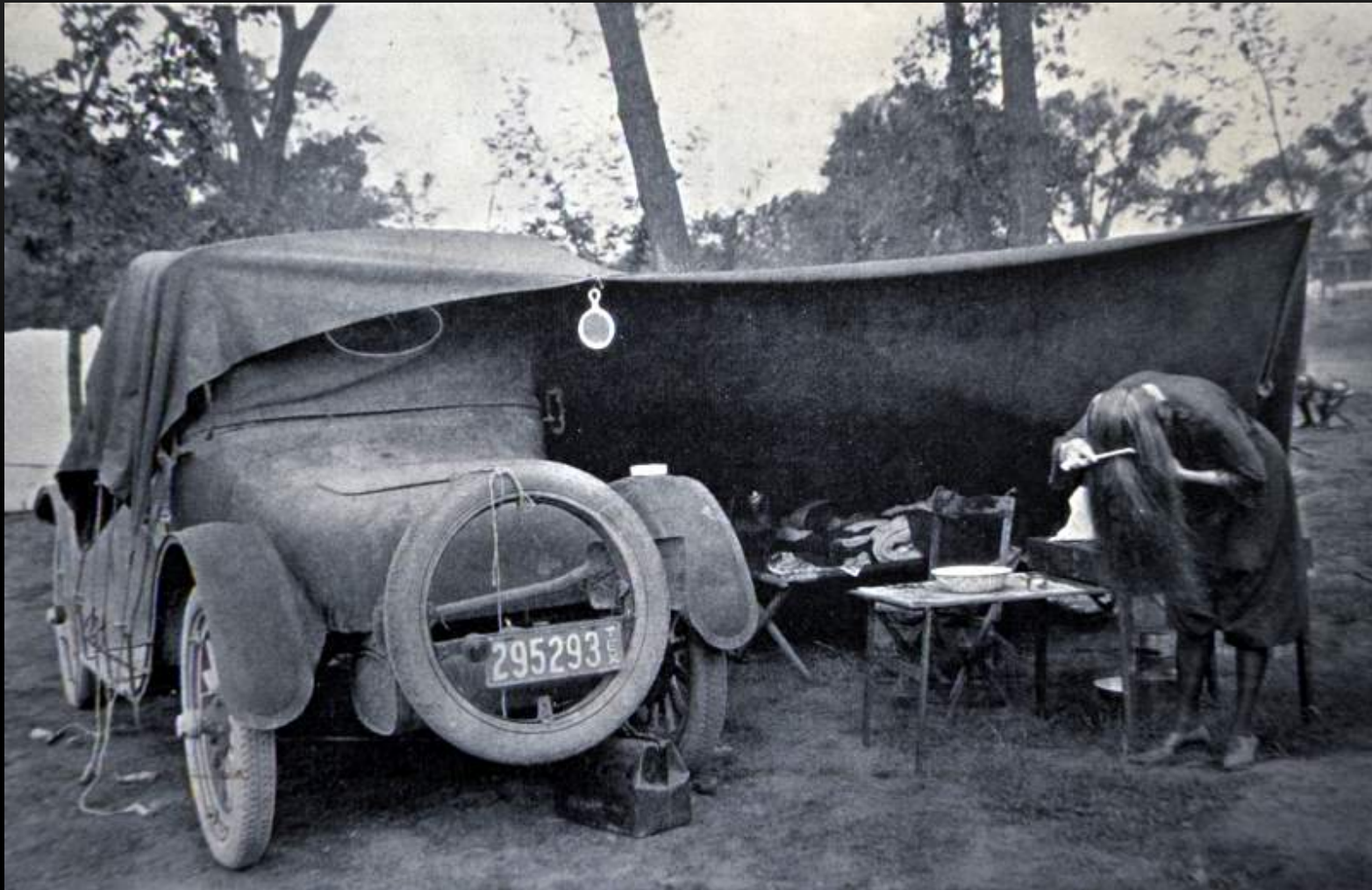
MASON Hylastic BALLOONS

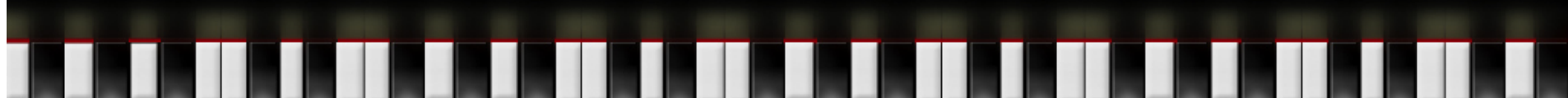






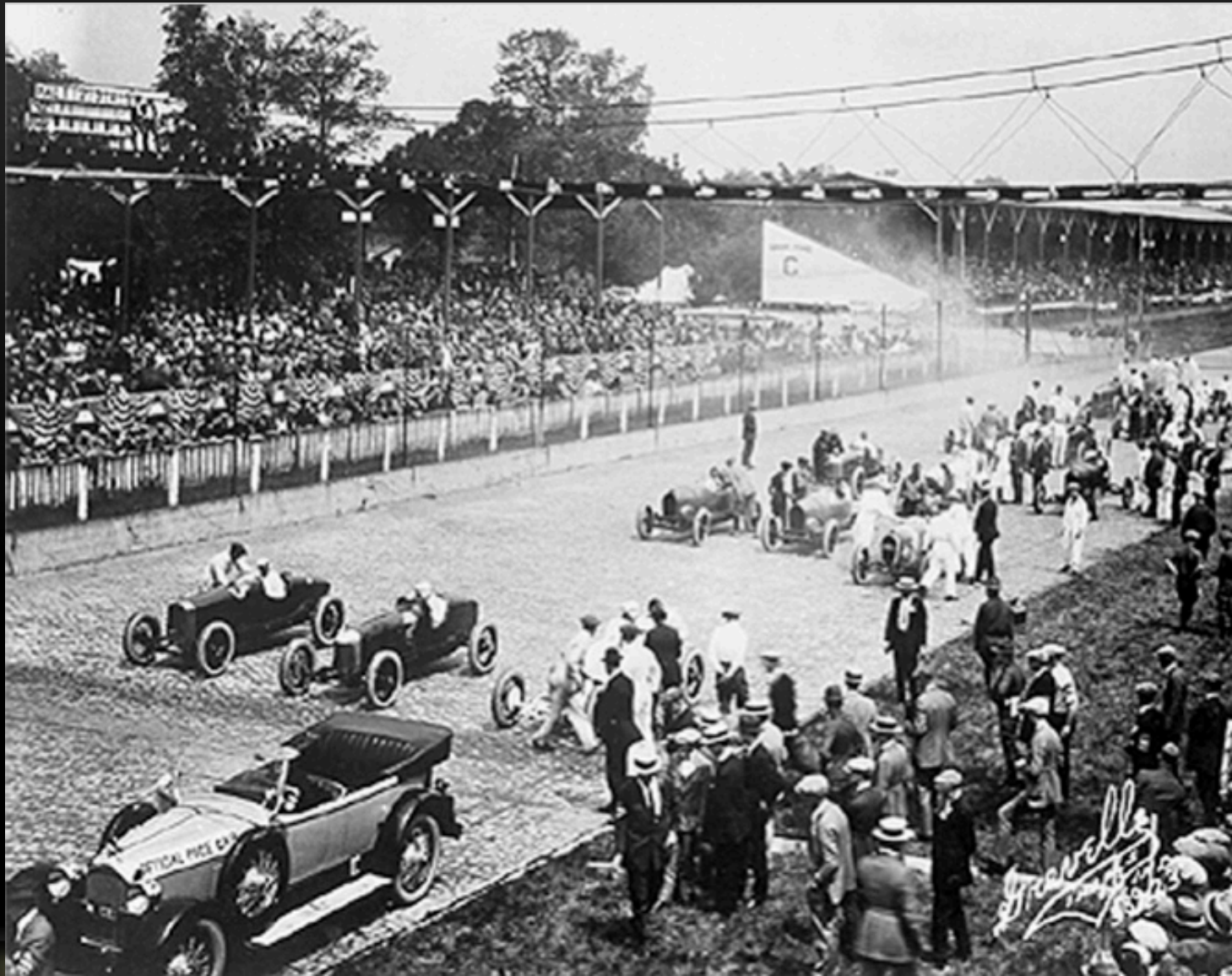
Used for recreation, weekend trips...







...and sports entertainment (1923 Indy 500)



B. Impact of Electricity

Longer office work day

New appliances – refrigerator, vacuum cleaner, washing machine, toaster, radio



for Economical Transportation



Fits the Finest Homes or Most Modest Incomes

Consider the evident high quality of this all-year family car, and its remarkable price—then you can understand why it has been necessary for us to double production facilities this year.

Many families already owning the highest priced cars, also own a Chevrolet Sedan or Coupé. They find it not only consistent in style and general quality with their social position, but also astonishingly economical to operate.

Those of more limited means take just-

ifiable pride in the ownership of this distinguished car, which is nevertheless so easy to buy and maintain.

Thousands of pleased owners will tell you a Chevrolet offers the best dollar value of any car made.

Your own requirements for economical transportation will determine your choice of models.

Any Chevrolet dealer will explain their many points of superiority.

Chevrolet Motor Company, Detroit, Mich.
Division of General Motors Corporation

Chevrolet Dealers and Service Stations everywhere. Applications will be considered from high-grade dealers only, for territory not adequately covered.

Five United States manufacturing plants, seven assembly plants and two Canadian plants give us the largest production capacity in the world for high-grade cars and make possible our low prices.

Prices f. o. b. Flint, Michigan

Superior Roadster	\$450	Commercial Car	
Superior Touring	475	Superior Commercial Coupe	\$1495
Superior Utility Coupe	640	Superior Light Delivery	495
Superior Sedan	795	Utility Express Truck Chassis	199

Superior
Utility Coupé

\$640

f. o. b. Flint, Mich.



6. Economic Trends

A. Consumerism

Middle class
Americans have
more money to
spend

Can buy on credit,
“the installment
plan”

Cars, radios,
furniture,
appliances,
consumables

Advertising plays a
big part

FADA Radio

Tune up your toes
Lopez is on the air!

EVERY tonal shading, every voice variation comes over "Fada Radio—the Standard of Reception" with extraordinary clarity—distinct, crisp, true.

This quality, together with remarkable ease and certainty in tuning in and out and the ability to get real distance have made Fada Radio the col-

lection for almost all worthwhile radio performance.

The nearest Fada Authorized Dealer will gladly demonstrate Fada Radio in his store or in your own home—free of charge or obligation.

And to Fada Radio owners: He will give Fada Service that insures permanent satisfaction.

Telephone him today.

Most Fada dealers will be glad to arrange convenient terms of payment. Send to 1181 Avenue Avenue, New York, for free book E, "Fada Radio—the Standard of Reception".

F. A. D. ANDREA, INC.

CHICAGO NEW YORK SAN FRANCISCO
FADA RADIO, LTD.—TORONTO FADA RADIO, LTD.—LONDON
Manufacturers of TUNED RADIO FREQUENCY apparatus
using the highly efficient NEUTRODYNE principle

There is a Fada Radio model for every purse—
—all 5 tube Neutrodyne sets for air cell or
storage battery power, from \$45 to Art Cabinet
models up to \$500. Illustrated is the Carolee
at \$275.



**DON'T FOOL
YOURSELF**

Since halitosis never announces
itself, to the victim, you simply
cannot know when you have it.



Halitosis makes

It is unexcusable . . . can be
instantly remedied

you unpopular

Quicker freezing of Ice and Desserts



Now possible with the "Cold Control," an important feature of Frigidaire.

THE Frigidaires now offered by dealers everywhere are recognized as a distinct achievement in automatic refrigeration.

Here is real beauty... symmetry of design... clean surfaces that stay clean... a gleaming porcelain enamel or white Duco finish... all mechanical parts completely enclosed. Here is an automatic refrigerator so quiet that you don't hear it start, or stop, or run. Here are elevated food shelves that make stooping unnecessary, and extra power to keep food safely cold on the hottest days. And here is the "Cold Control" that gives faster freezing of ice and desserts.



The "Cold Control" ... as simple as setting a watch.

Only Frigidaire offers this combination of important features. They have made Frigidaire the choice of more buyers than all other electric refrigerators combined. Low prices, convenient terms and exceptionally low operating cost put Frigidaire within the reach of every home.

See it today. Or write for a catalog and the new Frigidaire recipe book:



FRIGIDAIRE CORPORATION,
Subsidiary of General Motors Corporation,
Dept. T-318, Dayton, Ohio.
Please send me a free copy of the Frigidaire
catalog and the recipe book at once delivery.

Name
Address

FRIGIDAIRE
The new Automatic Refrigerator

Leads to debt for many over the decade

Leads to overproduction -- weakens the economy and helps lead to the Great Depression

November 1922

HOUSE & HOME

35

More Leisure for Mother

"Mother, think how we all rejoice in your Apex Cleaner. When I'm school I don't worry about my school books and my chores. You clean this place so perfectly fast the neighbors wonder how you do it so fast. There are no more house calls. You're always so busy going, how it is that you stay so well and healthy, while the house is cleaner than ever."

The Apex Electric Cleaner is the oldest Electric Vacuum. It cleans, polishes, shines, dusts, sweeps, pulls, and absorbs moisture in a jiffy. Its design is beautiful, simple, its operation efficient. Its particular operation is proved to mean that it gets the most house clean.

The Apex Electric Cleaner is very quiet, fast, simple, safe, and does not require a vacuum pump. No more hours of dust in the air of your home. Because it pulls the dirt from the carpet, the floor will be kept in better condition.

Having your house clean is a great deal. There is a clean floor, no dirt off to beat, no dust, no more worry about dirt in your very home. Buy it, if you do not want to wait.

See this Apex Electric Cleaner at your local
Apex Sales Office (Listed in Yellow Pages)

Write for literature to
Apex Electric Cleaner Co., 1000 Broadway, New York, N. Y.

The
Apex
ELECTRIC SUCTION CLEANER

Apex Features

The Apex with its special-developed motor and horizontal motor plate, only costs two-hundred dollars, does not stir dust from around chair and table legs, and cleans close up to baseboards. Apex motor is just as powerful as the average kind of the same kind in the room. The motor is, through cleaning of the motor.

B. Farm Crisis

- # Farmers did well during WWI – high demand
- # After war, demand dropped; farmers kept producing; prices dropped
- # Economic depression for farmers

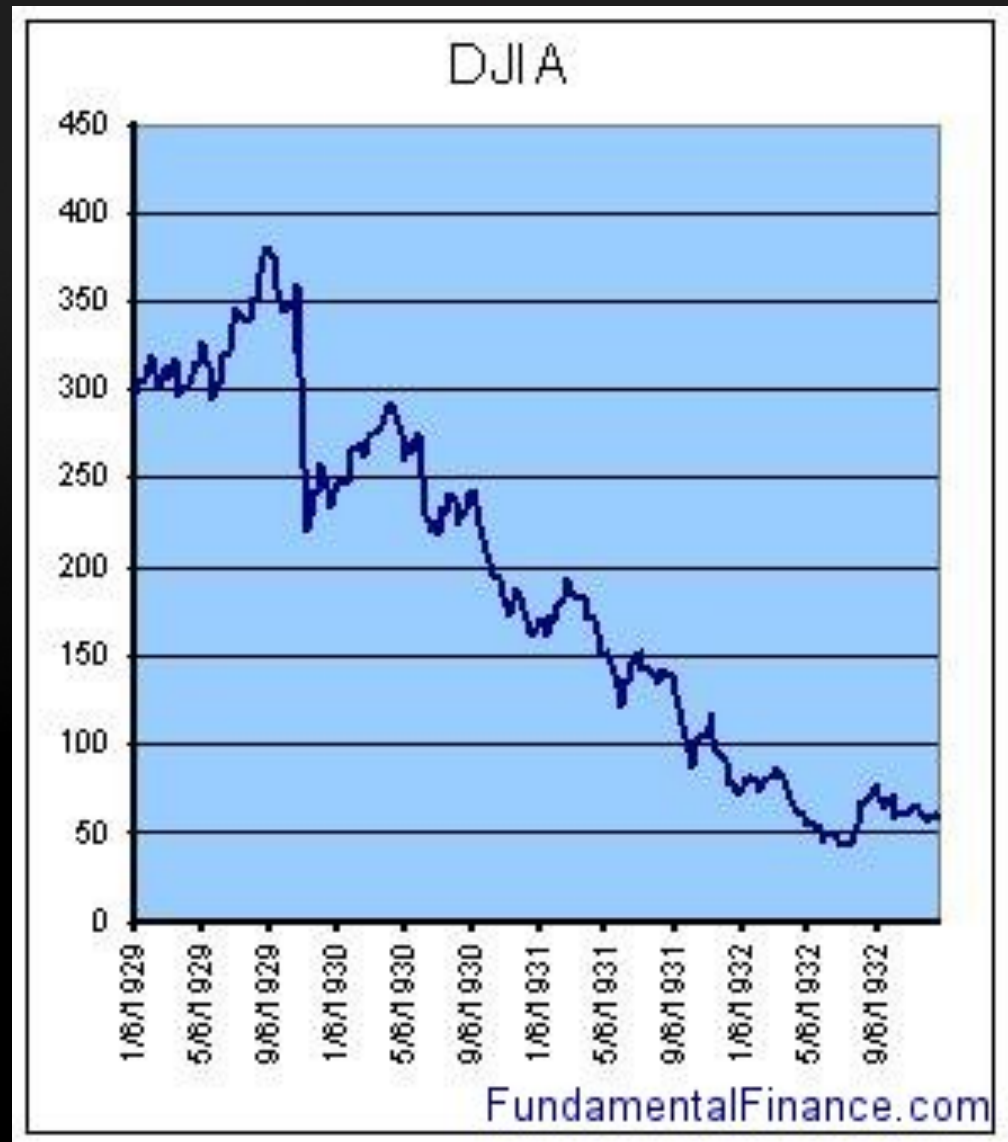


C. Stock Market Boom and Bust

Investors could buy stocks “on margin” for as low as 10% down – prices went up



Professional investors sold off shares -- prices dropped

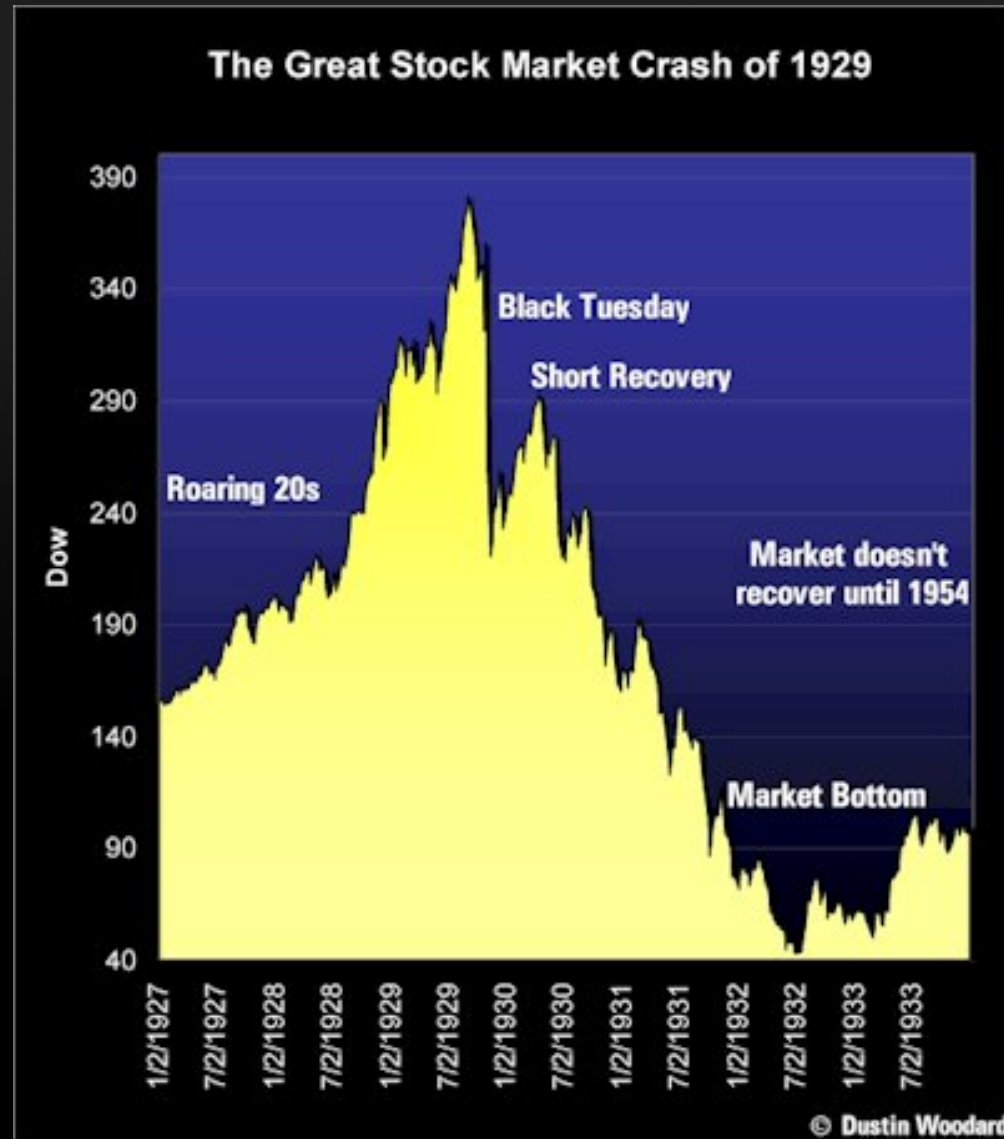


investors sold shares to
pay back interest on
their loans

prices plunged



- # “Black Tuesday”
Oct. 29, 1929
- # Panicked
selling
- # prices
bottomed out
- # known as
“The Crash”



- # Banks failed because they had:
 - # invested in the stock market
 - # loaned money to stock investors
- # People lost life savings



Led to the Great Depression

