

1920s Political and Economic Trends



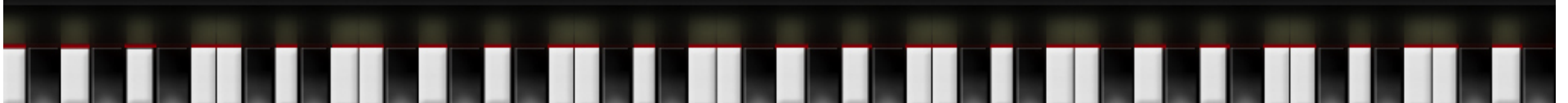
1. Trends of the 1920s

Political

- # Conservatism
- # “Normalcy”
- # Isolationism

Economic

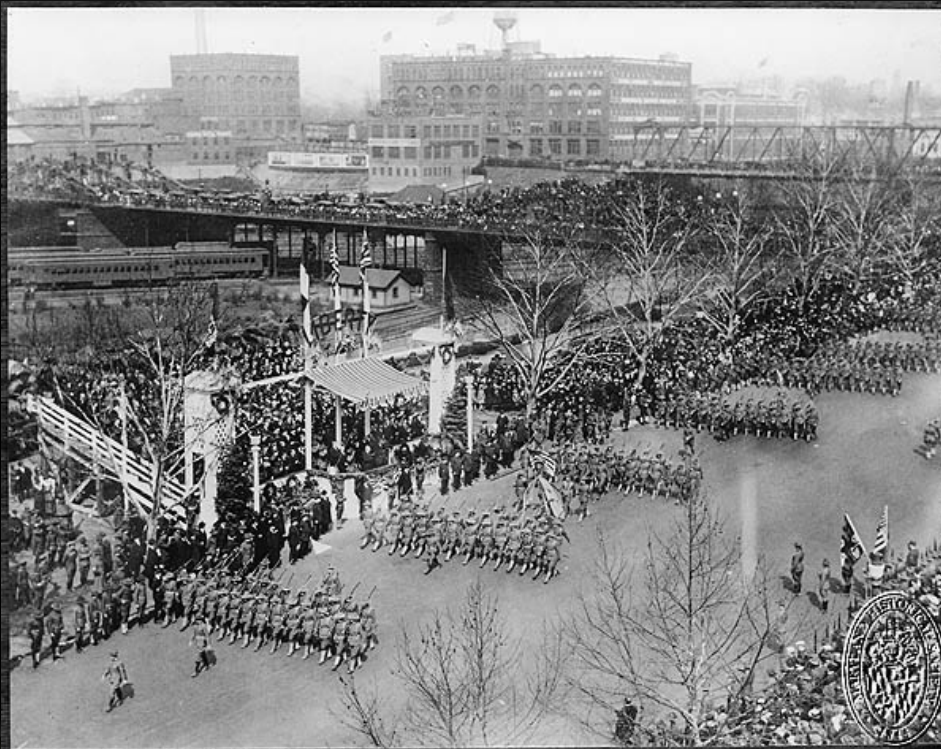
- #Prosperity
- #Farming depression
- #Business boom
- #Consumerism



2. International Politics

A. Isolationism

- # U.S. retreated into isolationism after WWI; did not join League of Nations
- # People wanted a “return to normalcy”

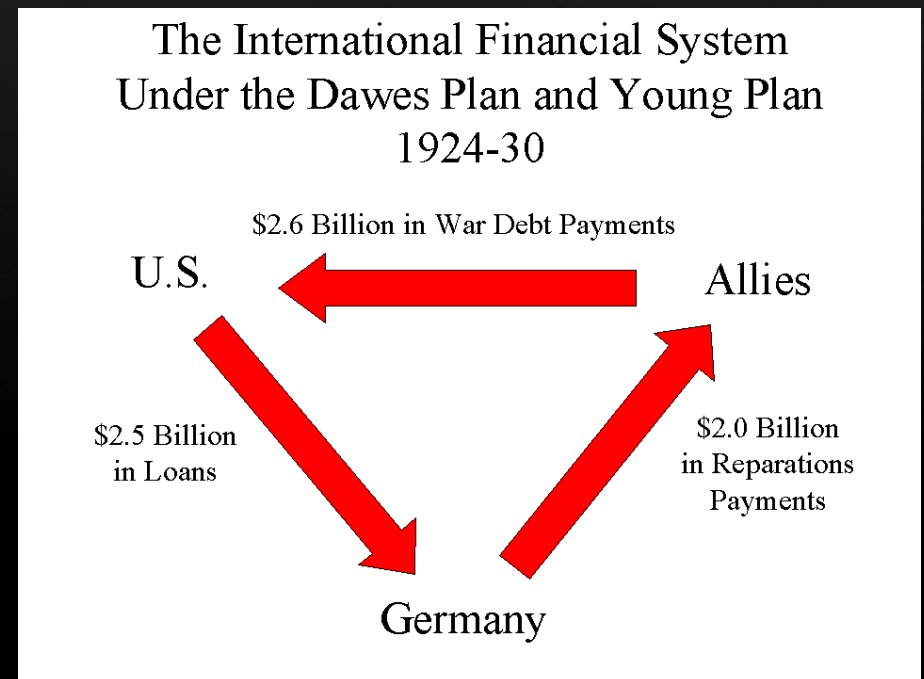


B. Washington Conference

- # 1921 Meeting of the US, UK, France, China, Japan and other European nations
- # First international conference held in Washington, D.C. and first disarmament conference in history
- # Serious attempt to prevent war
- # Limited numbers and size of battleship fleets
- # Fairly successful for a time; Japan withdrew in 1936

C. Dawes Plan (1924)

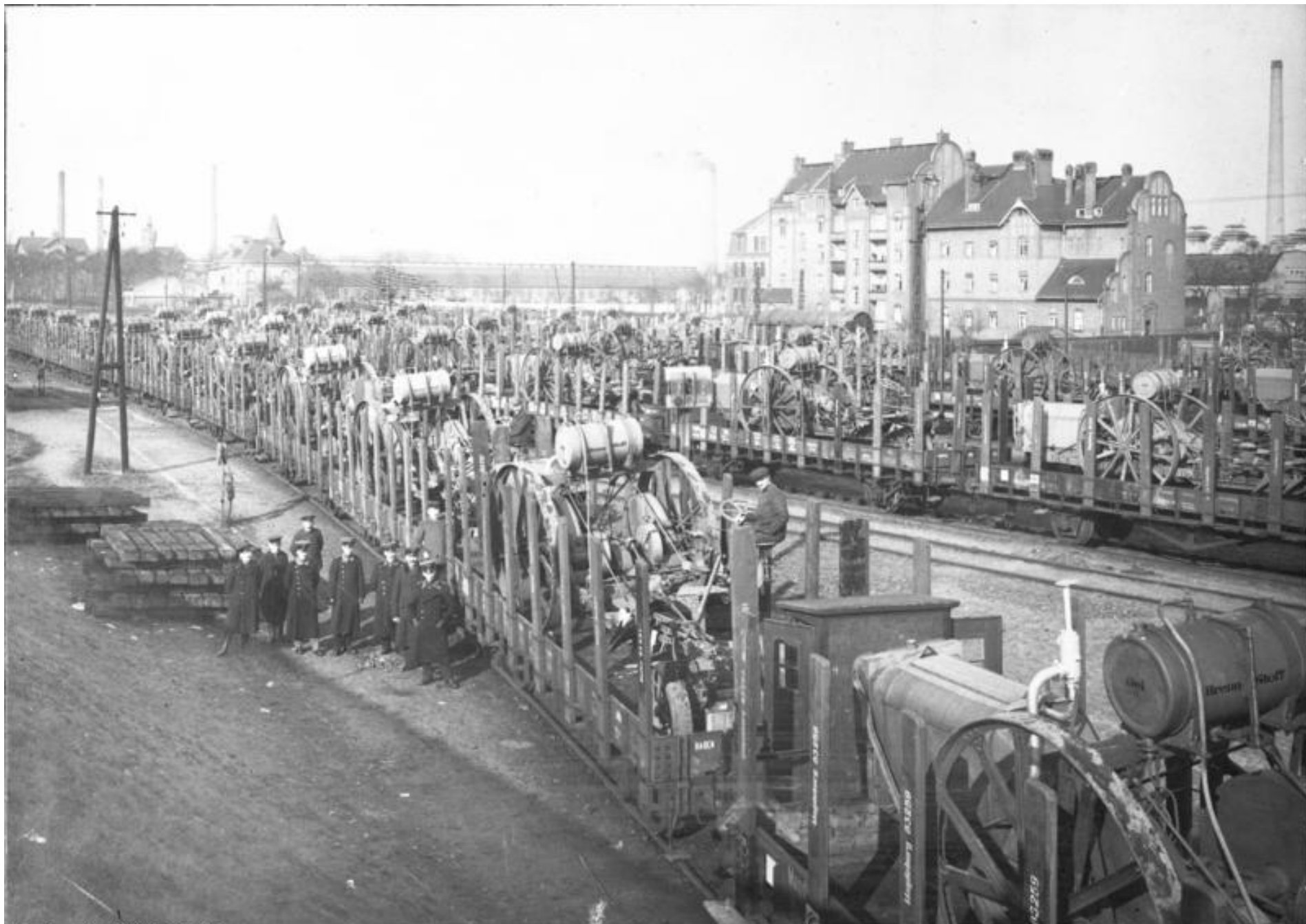
- # Germany had trouble paying Allies
- # US loaned money to Germany so it could pay them
- # Allies could then pay back US loans
- # Created cycle of debt
- # Stifled international trade



D. Kellogg–Briand Pact

- # 1928 international treaty signed in Paris
- # US, UK, France, Italy, Japan, Germany signed
- # Renounced war as an instrument of national policy
- # Goal: retain American self-determination





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

3. Political Conservatism in the '20s

- # 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)

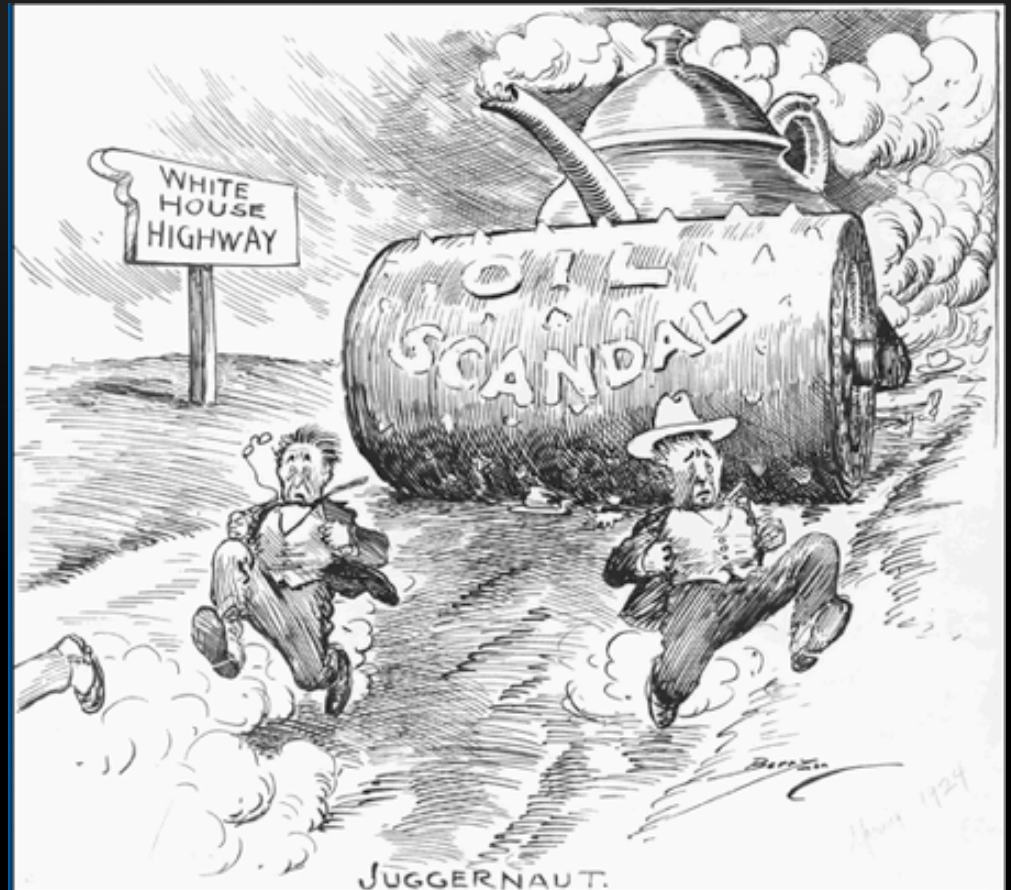
“Return to Normalcy”

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

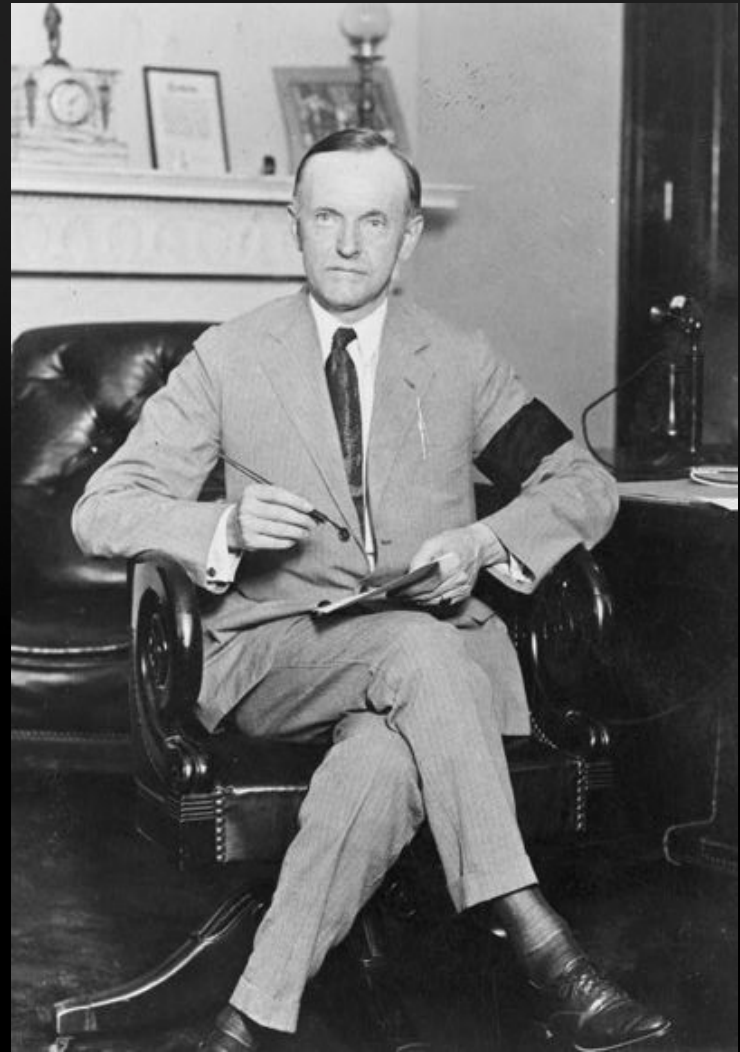
- # Harding's friend, Sec. of Interior Albert Fall leased government oil fields to oil companies without other bids
- # took bribes and got rich; (got 1 year in jail)
- # Scandal tainted Harding's presidency





B. Calvin Coolidge (1923–1929)

- # “Keep Cool with Coolidge”
- # Serious, clean image
- # Signed Immigration Act 1924 (restrictions)
- # Worked to cut taxes and reduce federal debt



Coolidge



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

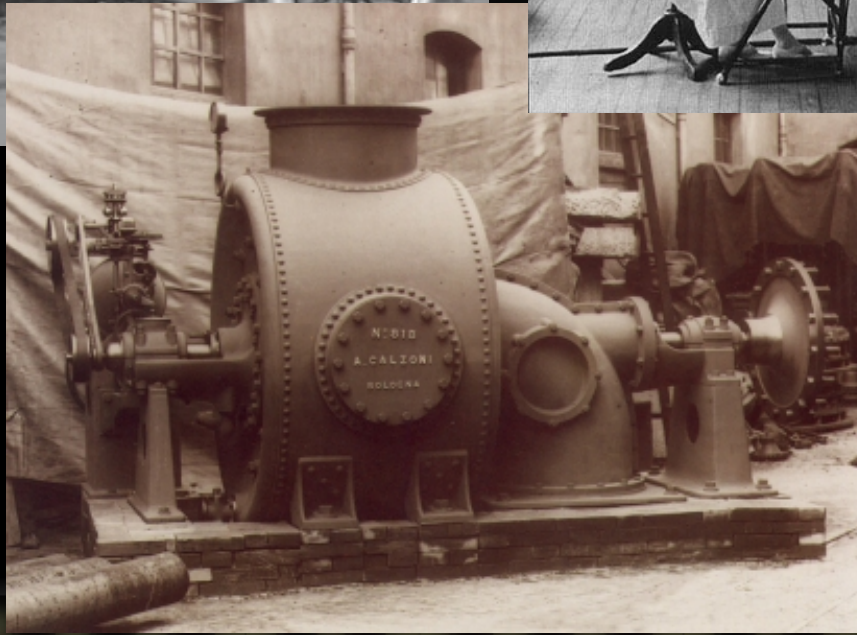
Hoover



C. Herbert Hoover (1929–1933)

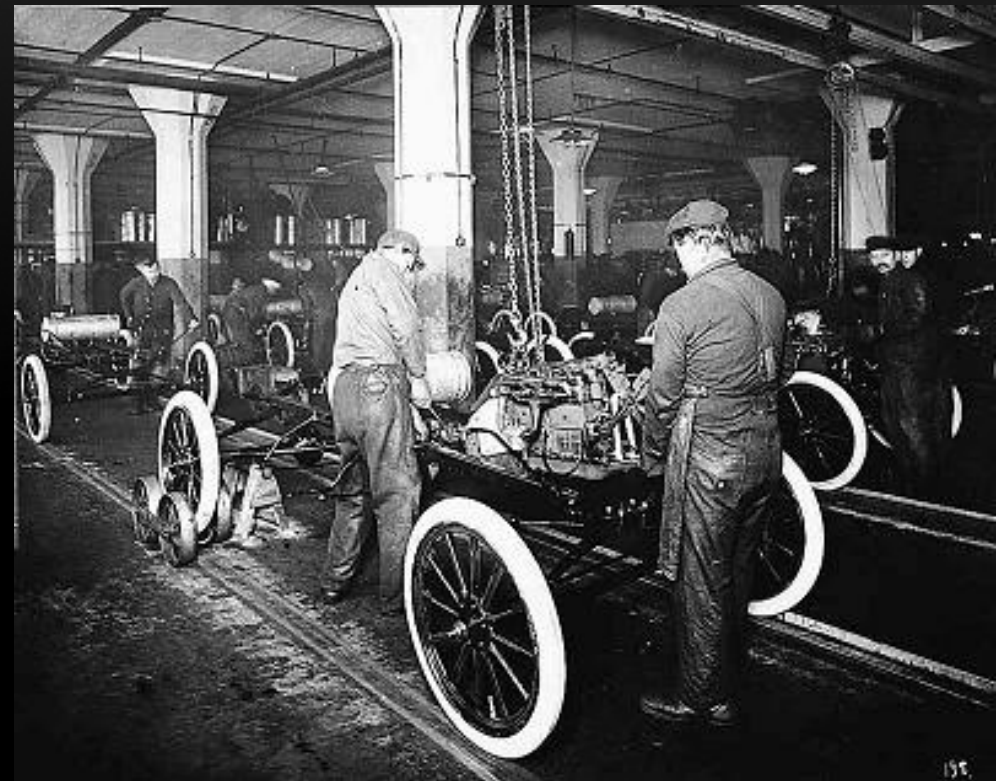
- # Head of Food Administration during WWII
- # Secretary of Commerce under Coolidge; promoted business efficiency
- # Continued reform policies as president, but believed in volunteerism and:
 - # “rugged individualism”
 - # Believed government interference or coercion destroys individuality and self-reliance

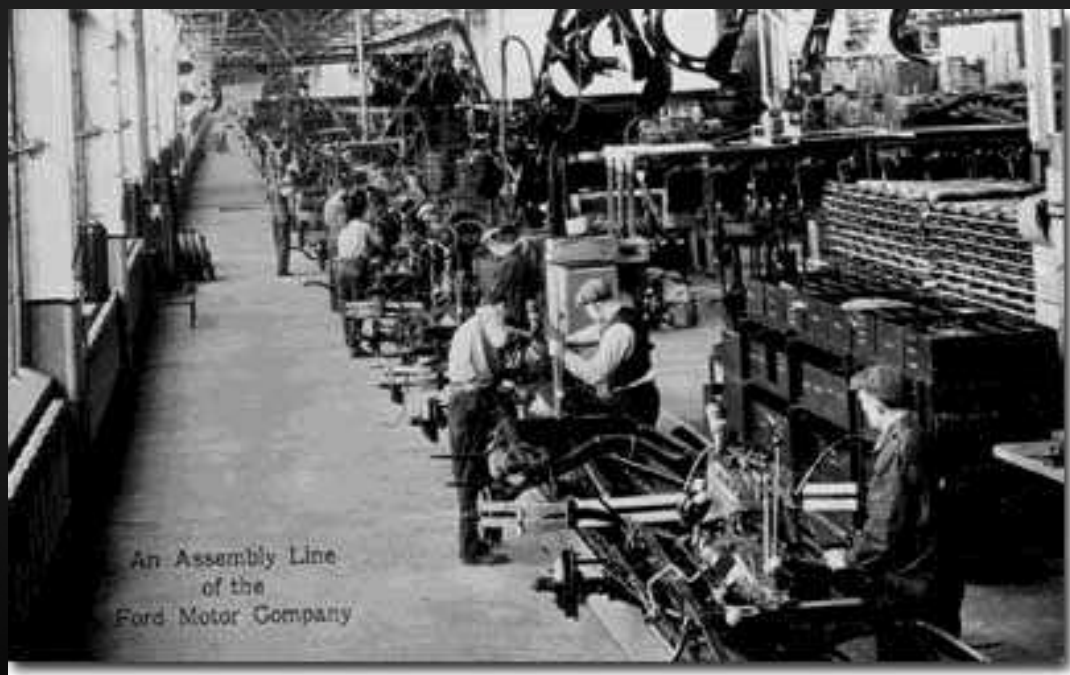
5. Role of New Technology

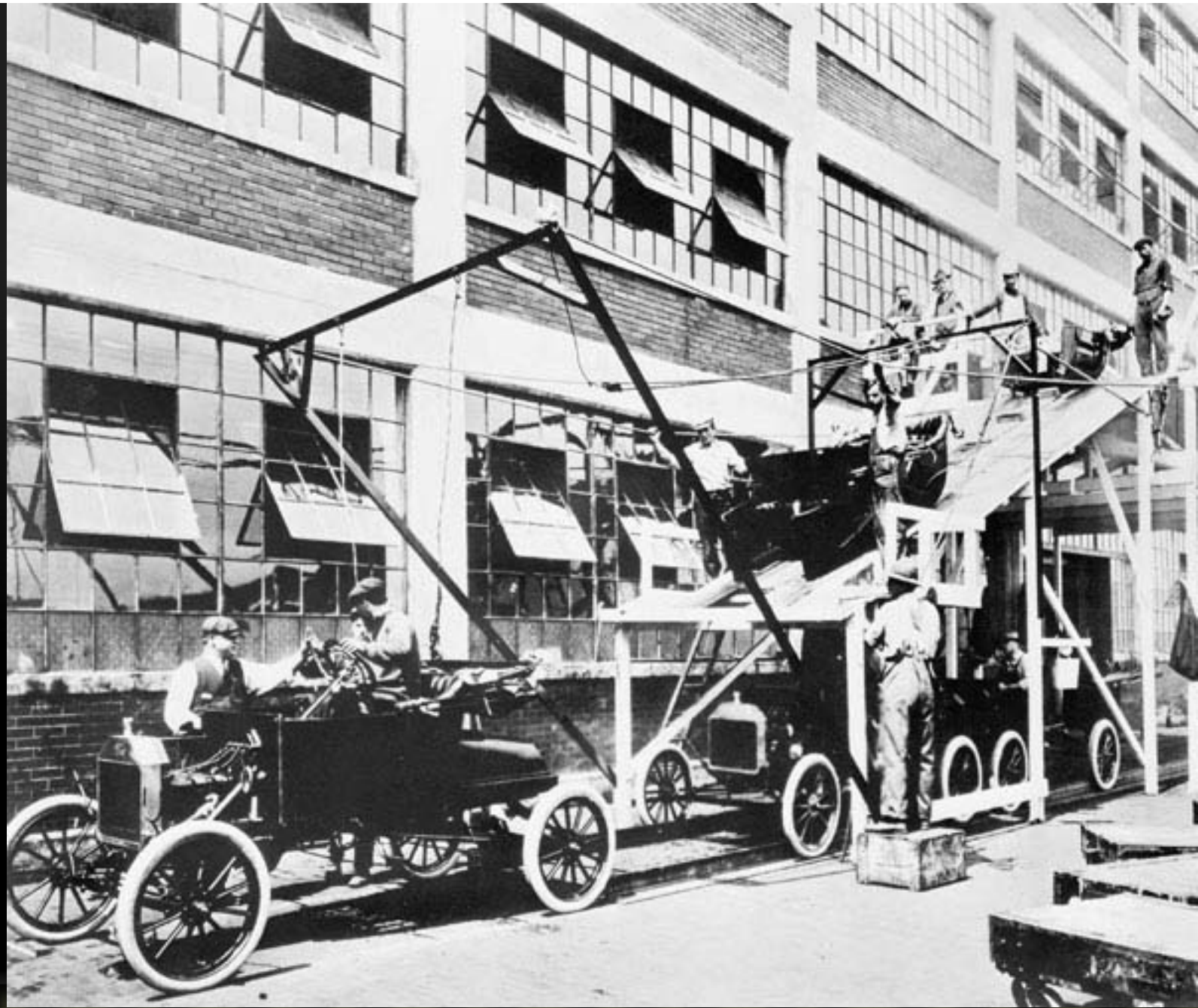


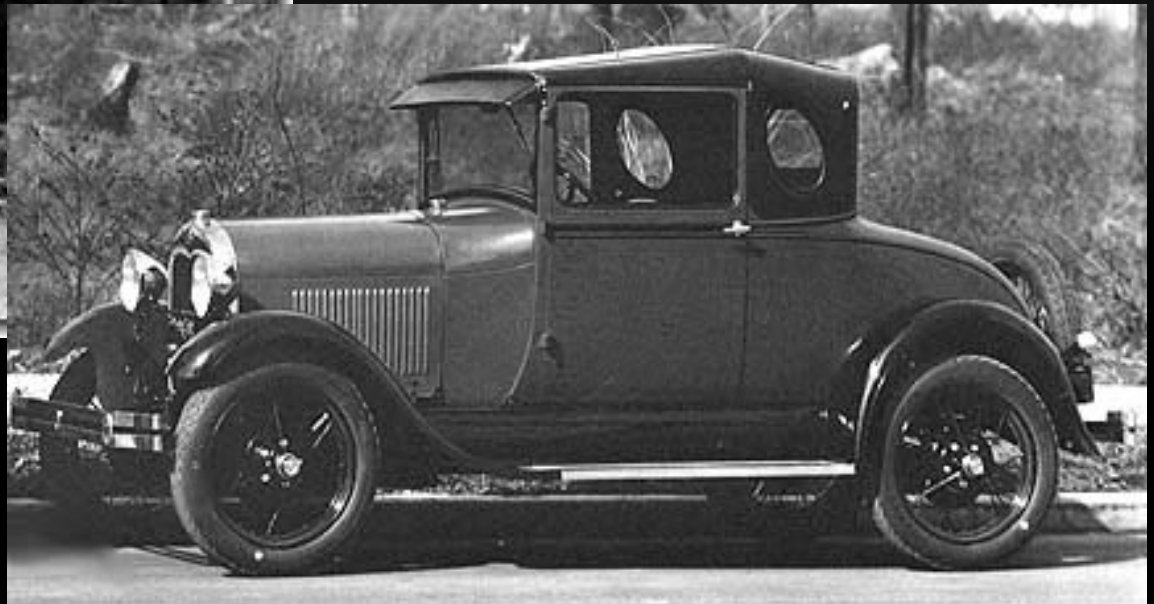
A. Impact of the Automobile

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









1929 Business Coupe



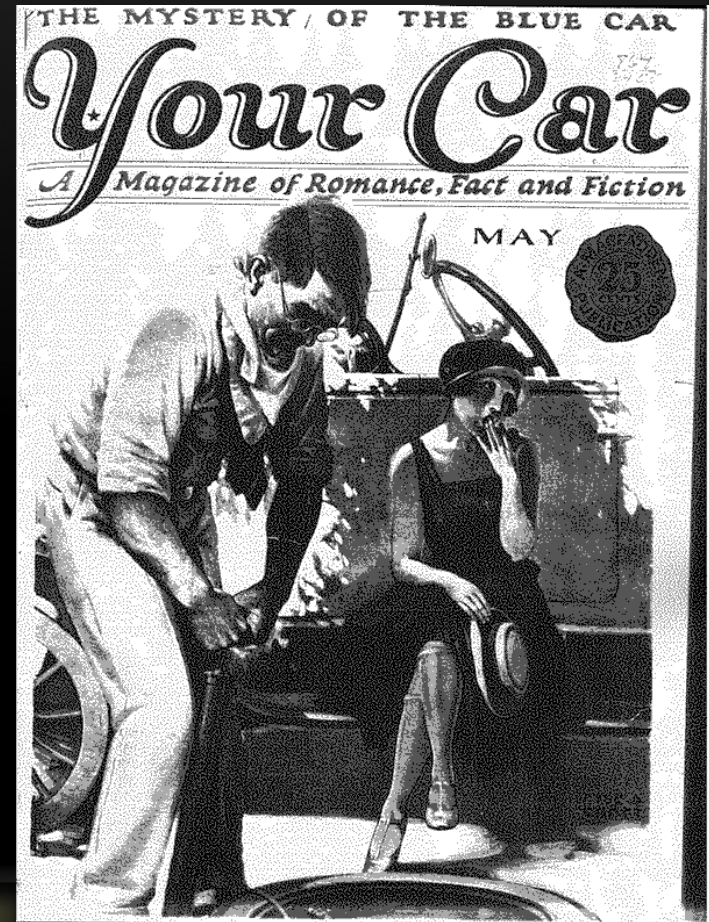
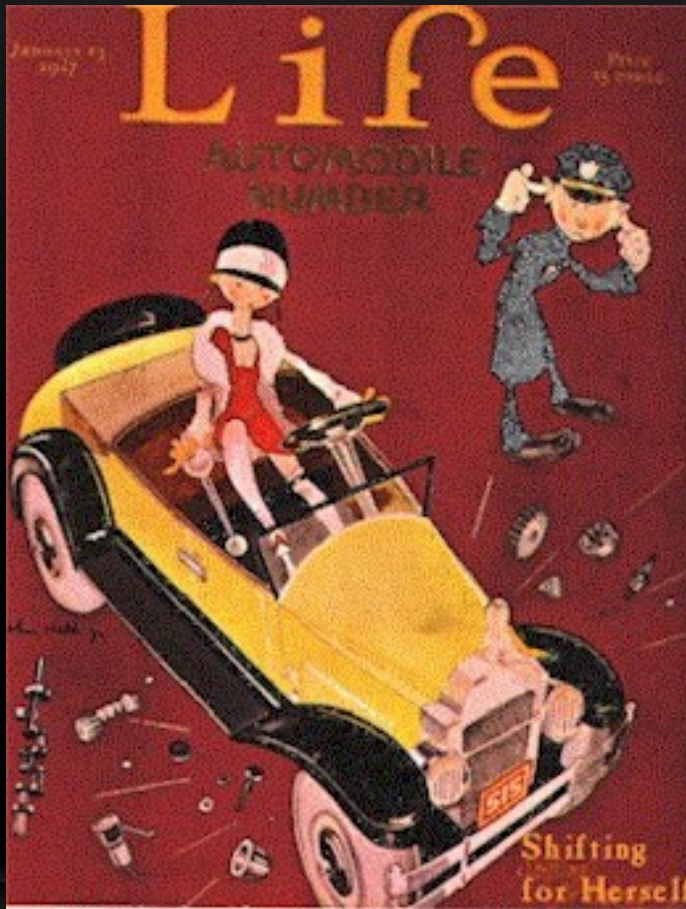
Washington Taxi - 1922





Impact of the Automobile

- # 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 Coupe	\$595	(Chevrolet Buick)	
The Sedan	\$675	The Sedan	\$375
The Sedan	\$665	(Chevrolet Buick)	

All prices f.o.b. Flint, Michigan
Check Chevrolet
Delivered Prices
They include the lowest hauling 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

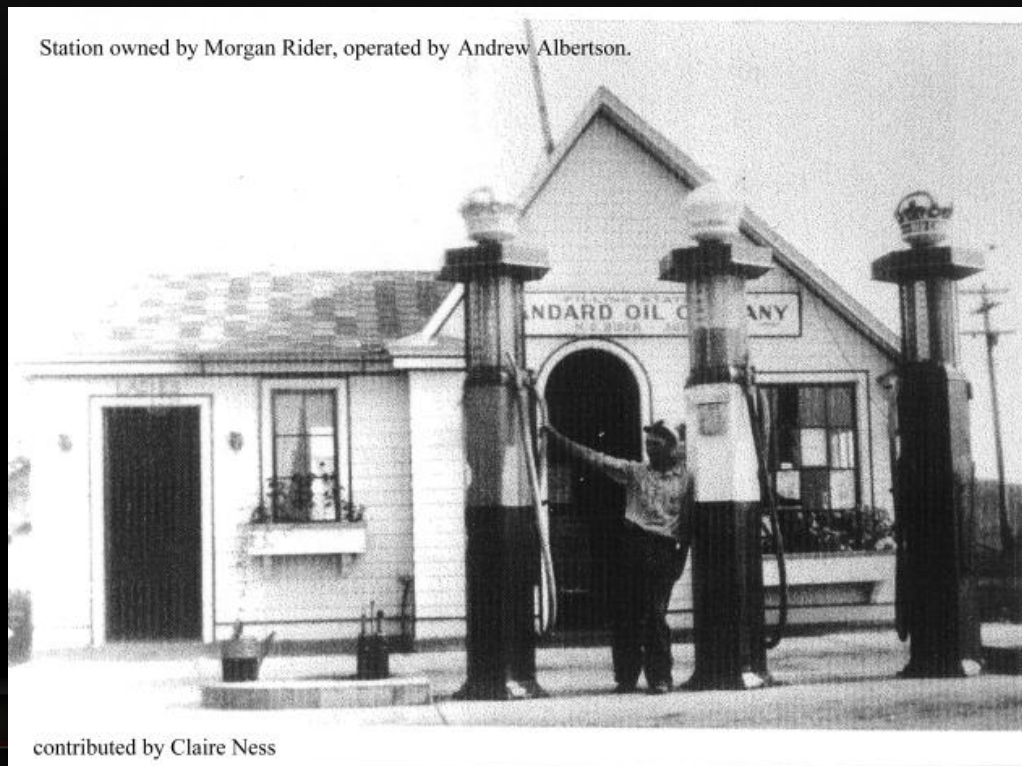
QUALITY AT LOW COST

Touring	\$525
Standard	\$525
Coupe	\$715
Coach	\$735
Sedan	\$825
Commercial	\$425
Truck	\$550

ALL PRICES F.O.B. DETROIT, MICH.

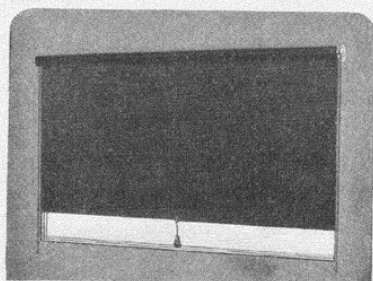
Impact of the Automobile

- # 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:
"For five years I've run them over 24,539 miles without a scratch. 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 driver Kater, 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







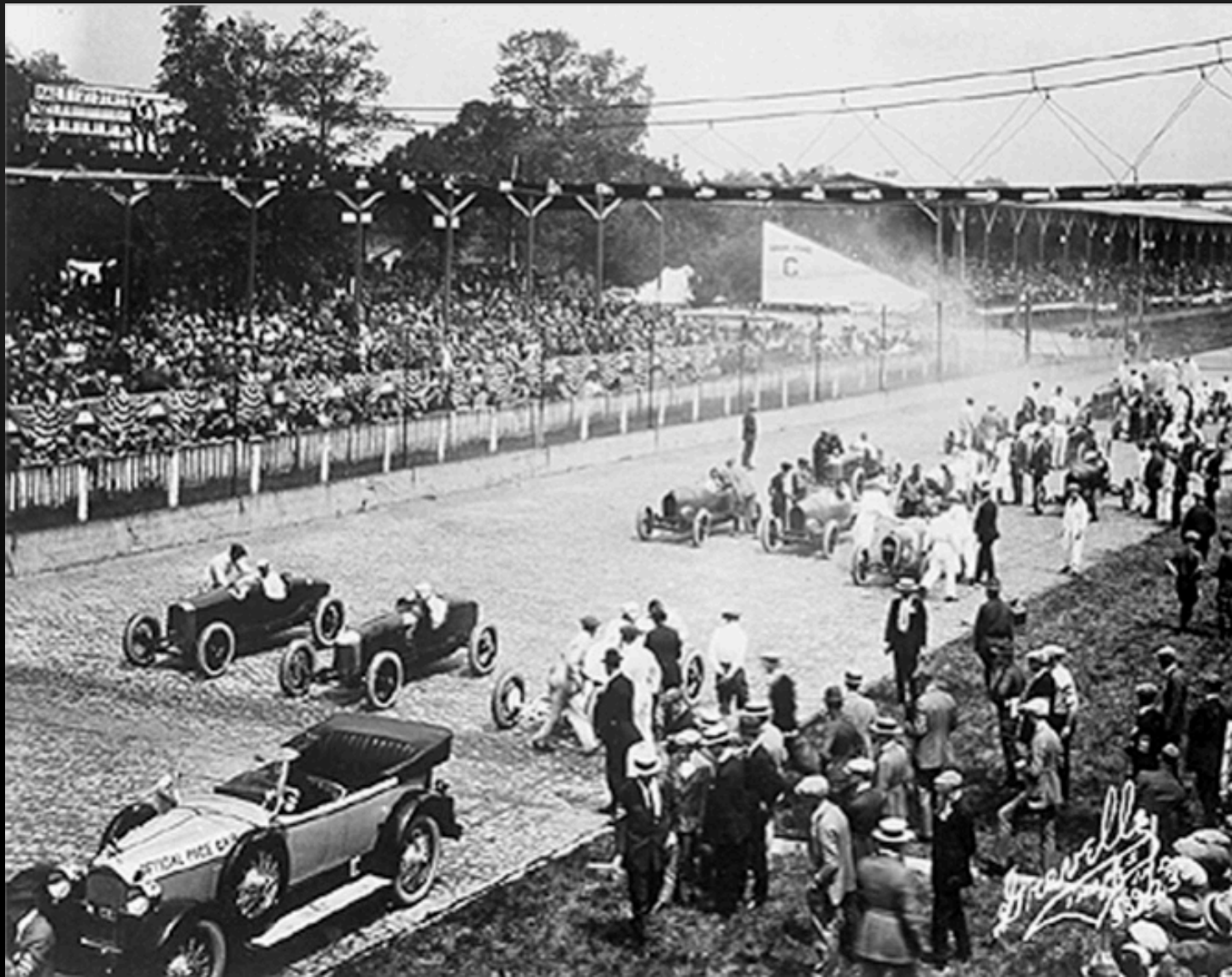




Used for recreation, weekend trips...







...and sports entertainment (1923 Indy 500)

C. Impact of Electricity

- # Lengthened work day – lighting of offices
- # Allowed for new appliances – refrigerator, vacuum cleaner, washing machine, toaster, etc.
- # Allowed for new home entertainment: 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	\$400	Commercial Car
Superior Touring	405	Superior Commercial Coupe \$1495
Superior Utility Coupé	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 the trappings of prosperity
- # 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 criterion 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 1161 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—25 tube Neutrodyne set 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



Halitosis makes

It is unexcusable . . . can be
instantly remedied

you unpopular

No matter how charming you may be or how fond of you your friends are, you cannot expect them to put up with halitosis (unpleasant breath) forever. They may be nice to you—but it is an effort.

Don't fool yourself that you never have halitosis as do so many self-assured people who constantly offend this way.

Read the facts in the lower right hand corner and you will see that your chance of escape is slight. Nor should you count on being able to detect this ailment in yourself. Halitosis doesn't announce itself. You are seldom aware you have it.

Recognizing these truths, nice people end any chance of offending by systematically rinsing the mouth with Listerine. Every morning. Every

night. And between times when necessary, especially before meeting others.

Keep a bottle handy in home and office for this purpose.

Listerine ends halitosis instantly. Being antiseptic, it strikes at its commonest cause—fermentation in the oral cavity. Then, being a powerful deodorant, it destroys the odors themselves.

The new baby—
LISTERINE SHAVING CREAM
—you've got a treat ahead of you.—

TRY IT!



If you have any doubt of Listerine's powerful deodorant properties, make this test: Rub a slice of onion on your hand. Then apply Listerine clear. Immediately, every trace of onion odor is gone, even the strong odor of fish yields to it. Lambert Pharmacal Company, St. Louis, Mo., U. S. A.

READ THE FACTS

1/3 had halitosis

68 hairdressers state that about every third woman, many of them from the wealthy class, is halitoxic. Who should know better than they?

LISTERINE

The safe antiseptic

Boom and Bust

Oh, memories that bless and burn...

Sometimes, when lights are low, they come back to comfort and at the same time sadden her—those memories of long ago, when she was a slip of a girl in love with a dark-eyed Nashville boy. They were the happiest moments of her life—those days of courtship. Though she had never married, no one could take from her the knowledge that she had been loved passionately, devotedly; those

frayed and yellowed letters of his still told her so. How happy and ambitious they had been for their future together. And then, like a stab, came their parting . . . the broken engagement . . . the sorrow and the shock of it. She could find no explanation for it then, and now, in the soft twilight of life when she can think calmly, it is still a mystery to her.



Are you sure about yourself?

How often some trivial gesture, habit or fault alters the course of human affairs. On every side you hear of engagements broken for trifling causes. Of marriages that ride into the divorce court on the strange complaint "incompatibility."

If you have ever come face to face with a real case of halitosis (unpleasant breath) you can understand how it might well be an obstacle to pleasant business, professional, and social relations.

The insidious thing about halitosis is that you never know when you have it. It does not announce itself to the victim. Important to remember also, is the fact that few people escape it entirely. That is because every day in any

normal mouth, conditions capable of causing halitosis are likely to arise.

Common causes are: Stomach derangements due to excesses of eating or drinking, fermenting food particles in the mouth, defective or decaying teeth, pyorrhea, catarrh, and infections of the nose, mouth or throat.

The pleasant way to put your breath beyond

LISTERINE
ends halitosis

suspicion, is to rinse the mouth with full strength Listerine, the safe antiseptic. Every morning. Every night. And between times before meeting others.

Being antiseptic, Listerine checks food fermentation. Being also a remarkable germicide,* it attacks infection from which odors spring. Finally, being a deodorant, it destroys the odors themselves, leaving both mouth and breath fresh, sweet, and clean. Lambert Pharmaceutical Company, St. Louis, Mo., U. S. A.

*Though safe to use in any body cavity, full strength Listerine kills even the resistant *Staphylococcus Aureus* (pus) and *Bacillus Typhosus* (typhoid) germs in counts ranging to 200,000,000 in 15 seconds. (Fastest time science has accurately recorded.)



The one true friend she has

You probably can't imagine yourself in this woman's predicament — yet the possibility is far from being remote.

Not so many years ago she burst upon Chicago like a blazing star. In the rich homes of the Gold Coast, violins played long and lights burned late in her honor. She counted her friends by the hundreds, her suitors by the dozens. Assuredly she would marry brilliantly and live well.

Yet today she is rather a pathetic figure despite her wealth and her charm. Old acquaintances seldom call and she makes few new ones. Of all old friends only her bird seems true. Only he is always glad to see her.

How unfortunate that a minor defect can alter the course of human life.

Halitosis (unpleasant breath) is the damning, unforgivable social fault. It doesn't announce its presence to its victims. Consequently it is the last thing people suspect themselves of having—but it ought to be the first.

For halitosis is a definite daily threat to all. And for very obvious reasons, physicians explain. So slight a matter as a decaying tooth may cause it. Or an abnormal condition of the gums. Or fermenting food particles skipped by the tooth brush. Or minor nose and throat infection. Or excesses of eating, drinking and smoking.

Intelligent people recognize the risk and minimize it by the regular use of full strength Listerine as a mouth wash and gargle.

Listerine quickly checks halitosis because Listerine

is an effective antiseptic and germicide* which immediately strikes at the cause of odors. Furthermore, it is a powerful deodorant, capable of overcoming even the scent of onion and fish.

Always keep Listerine handy. It is better to be safe than snubbed. Lambert Pharmacal Company, St. Louis, Mo.

* Full strength Listerine is so safe it may be used in any body cavity, yet so powerful it kills even the stubborn B. Typhosus (typhoid) and M. Aureus (pus) germs in 15 seconds. We could not make this statement unless we were prepared to prove it to the entire satisfaction of the medical profession and the U. S. Government.

LISTERINE

GREAT! That's what men say about Listerine Shaving Cream, so soothing, so refreshing.

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

[illegible]

B. Farm Crisis

- # Farmers did well during WWI – high demand
- # Used new methods, plowed more fields; bought new equipment; produced large quantities fast
- # Demand dropped; farmers kept producing; prices dropped
- # Economic depression for farmers

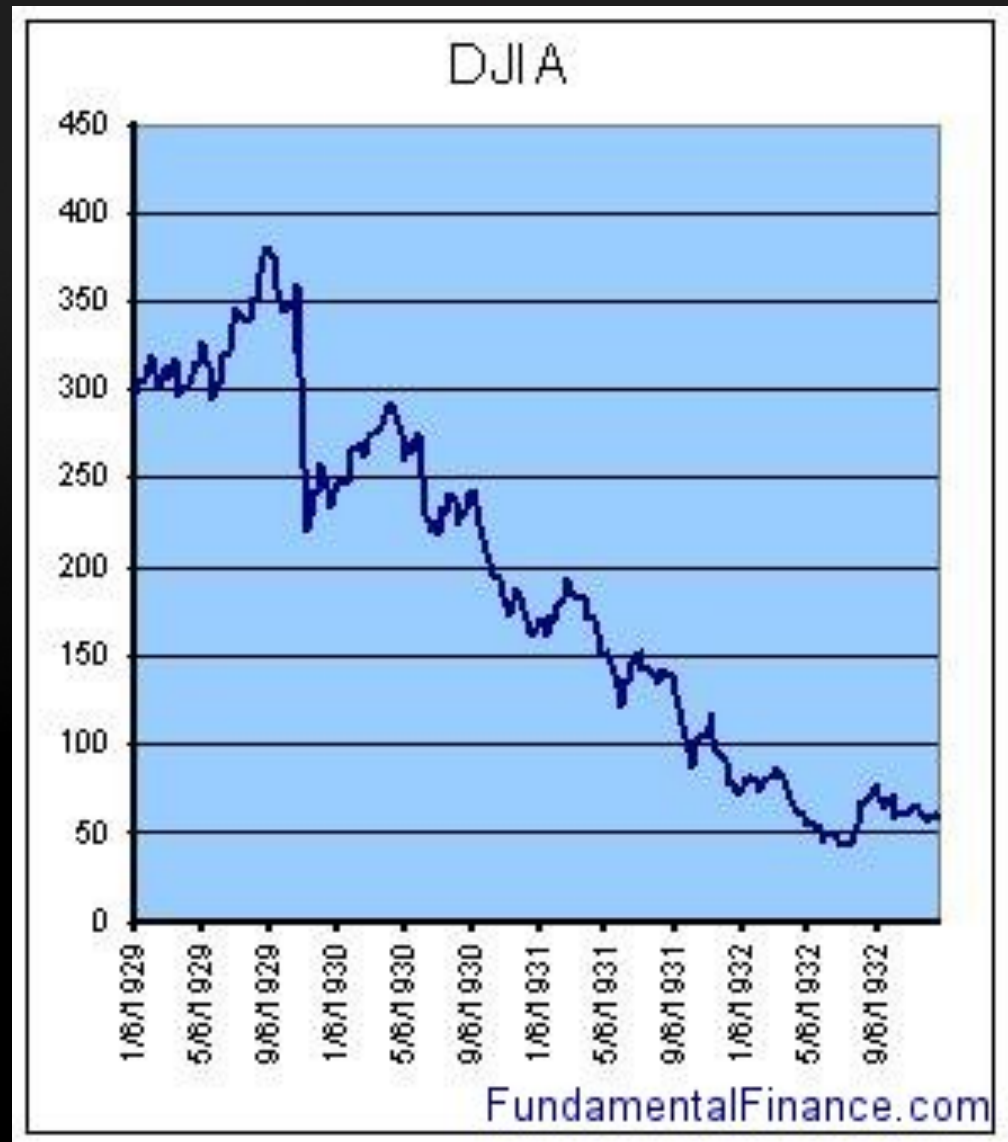


C. Stock Market Boom and Bust

- # Investors could buy stocks “on margin” for as low as 10% down
- # new investors bid prices up



- # Professional investors sensed slowdown
- # sold off shares
- # prices dropped

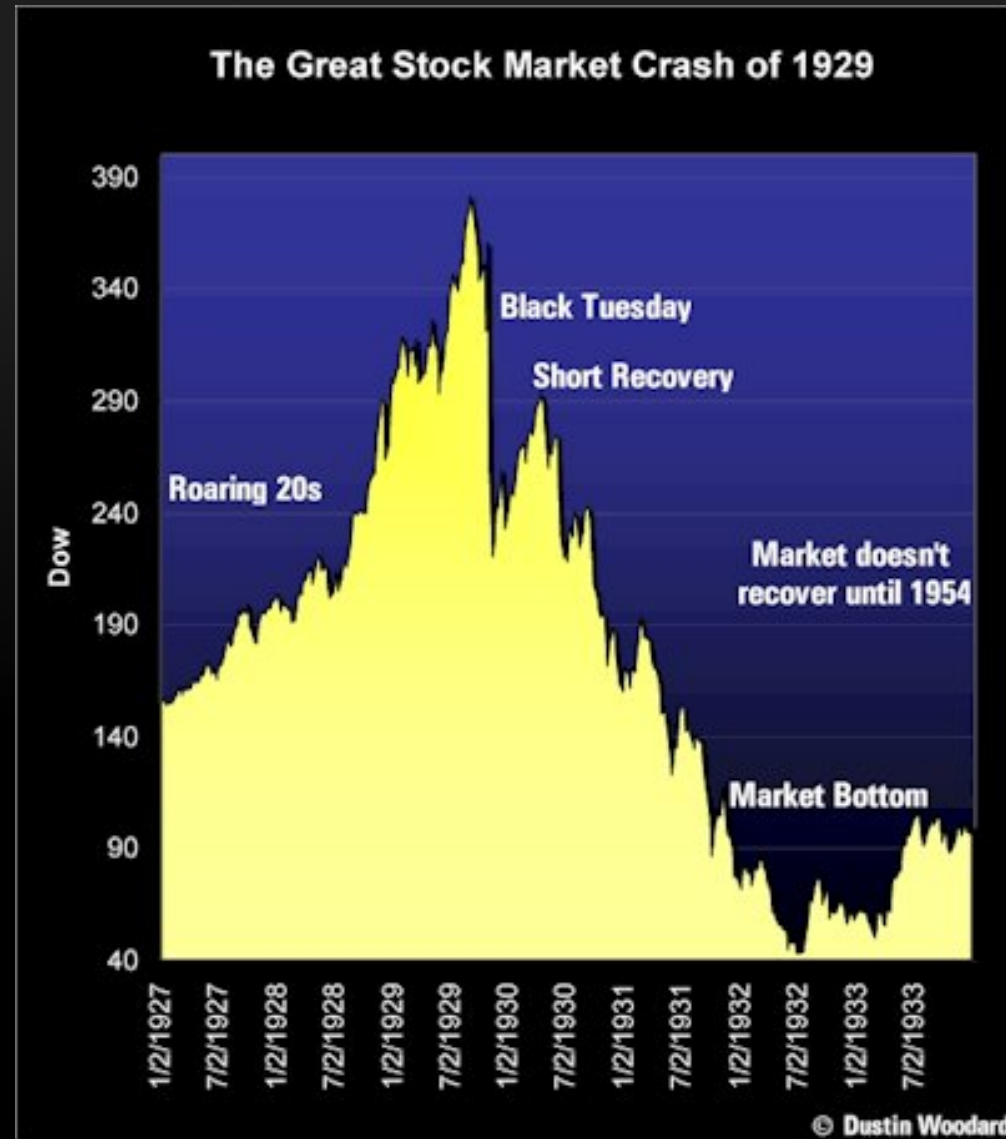


investors sold shares to
pay back interest on their
loans

prices plunged



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



- # Bank “runs” – rush to get money out
- # Banks failed:
 - # invested in the stock market
 - # loaned money to stock investors
- # People lost life savings



Led to the Great Depression

