

RITZY ROUND-UP



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

NOW - A Radio Set that operates from your Electric Light socket!

without A Batteries
without B Batteries
without Aerial

just plug in -
then tune in -
- that's all

ROGERS
BATTERYLESS
RADIO RECEIVING SETS

The introduction of Radio a few years ago naturally attracted the whole world. That part of the public which tends scientifically inclined, at once took to experimenting and building "home-made" receiving sets—the rest of the public sat by and watched for radio-research and experiment to produce the finished, perfect set. It seemed to the latter class that radio was attended by scientific terms and technicalities that were baffling to the ordinary layman. In view of a radio required, an understanding of tubes and batteries and electric paraphernalia.

Consequently a great many homes deferred in the purchase of a Radio Set. But now with the introduction of the "Rogers Batteryless" the wait is over. Here is a set that is completely itself to operate and requires the minimum of attention. The Rogers Batteryless Set gives unobstructed range on local speaker without "A" or "B" Batteries or Aerial. It operates instantly you plug into your electric light socket and connect a ground wire to radiator or water pipe. With a Rogers you do not need to understand Radio science any more than you need to be a mechanic to own a Radio-Drive automobile.

Just plug in
then tune in!

THE GOLD MEDAL GLENWOOD



Equipped with
Glenwood
ROBERTSHAW
OVEN HEAT CONTROL



Perfect Baking

Here's the secret—at the tip of your fingers

SUCCESS is never a matter of lucky guessing when you have a Gold Medal Glenwood to depend on. Perfect control of every baking temperature is right at your finger tips on the dial of the Glenwood Robertshaw oven heat control.

Suppose you are baking sponge cake. The Glenwood cooking chart shows you that 320 degrees is exactly the right temperature to assure the slow, even heat which sponge cake requires. Set the indicator, and come back an hour later. Look through the glass oven door and

you'll see your cake raised and browned as perfectly as though you had been there watching it every minute.

With its three roomy ovens the Gold Medal combines all the conveniences and all the capacity of two separate ranges—one for gas and one for coal. Yet it will take up surprisingly little space in your kitchen.

Everything a good cook wants to know about a new range is shown and described in our Booklet "G", recently published. We'll be glad to mail you one if you will send us your name and address.

WEIR STOVE COMPANY, TAUNTON, MASS.
Western Branch: American Furniture Mart Building
400 Lake Shore Drive, Chicago

Glenwood Ranges
make cooking easy

COAL, WOOD, OIL AND GAS RANGES • HEATING STOVES AND FURNACES

Any Gift will please her, but—
She'll Hug You for This Time Saver

22 Hours Less Work a Year in Smaller Light Bill—and Smoother, Glazing Without Hot Presses

Sunbeam

The 18-Year Firm that Defied 2 Engineers of America Invents to Do as It Out



Steamer (Double Soleplate) 22 Hours Less Work a Year in Smaller Light Bill—and Smoother, Glazing Without Hot Presses

HERE is your chance to inform yourself quickly, so we can give you about eleven facts, even with good results.

Recently two independent engineers of America Institute of Technology definitely established that

the Sunbeam iron will save you in 20 years' average home use.

This ordinary looking unit, broad on steady course at the same time, broad on its feet three inches. But the Sunbeam legs are day and night for about a year and a half, and was still in good condition when the original period of the warranty.

This iron was on (patent) 11,287, known as many kinds in a woman would use it in a lifetime.

Every engineering test—every woman's experience with the Sunbeam—has put the 20-year iron

that and further ahead of any other in existence, so it is quite sure to persuade you that some other iron is as good, remember that it is not very different from the Sunbeam.

When it is given the iron, it is a dollar and a half.

The Sunbeam iron is the best iron you can buy. It is the best iron you can buy. It is the best iron you can buy.

Besides, if you're the one who is the best iron you can buy, it is the best iron you can buy.

Most Sunbeam iron is the best iron you can buy.

That's why you can't find the Sunbeam iron in any store that is not the best iron you can buy.

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Sunbeam 75
A perfect iron for steam or travel in the best of the best iron in the world



Look to the Sunbeam 75, a lot of the big 75 Sunbeam iron, it is the best iron you can buy.

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Look to the Sunbeam 75, a lot of the big 75 Sunbeam iron, it is the best iron you can buy.



Sunbeam 750
To Your Best and Tastes, That is Best!

The new Sunbeam 750 iron is the best iron you can buy. It is the best iron you can buy.



Look to the Sunbeam 750, a lot of the big 750 Sunbeam iron, it is the best iron you can buy.



Sunbeam's 750 IN AIR-STEEL FIRE-PROOF CASE IS HERE
THE GUARANTEED ELECTRIC IRON

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

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



RITZY ROUND-UP

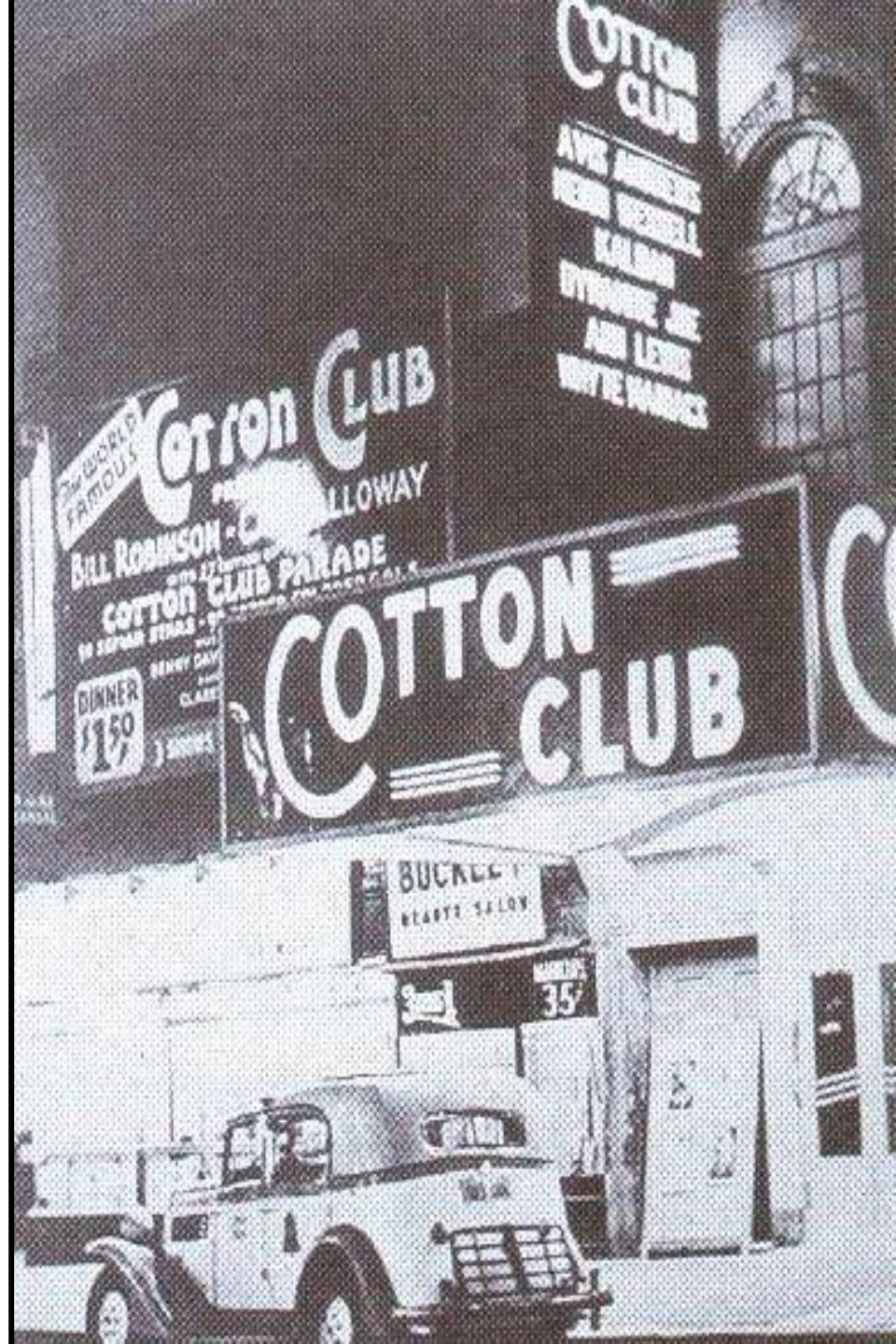
The Harlem Renaissance

Watch [THIS](#) video
for more information
about the Harlem
Renaissance



Harlem Renaissance

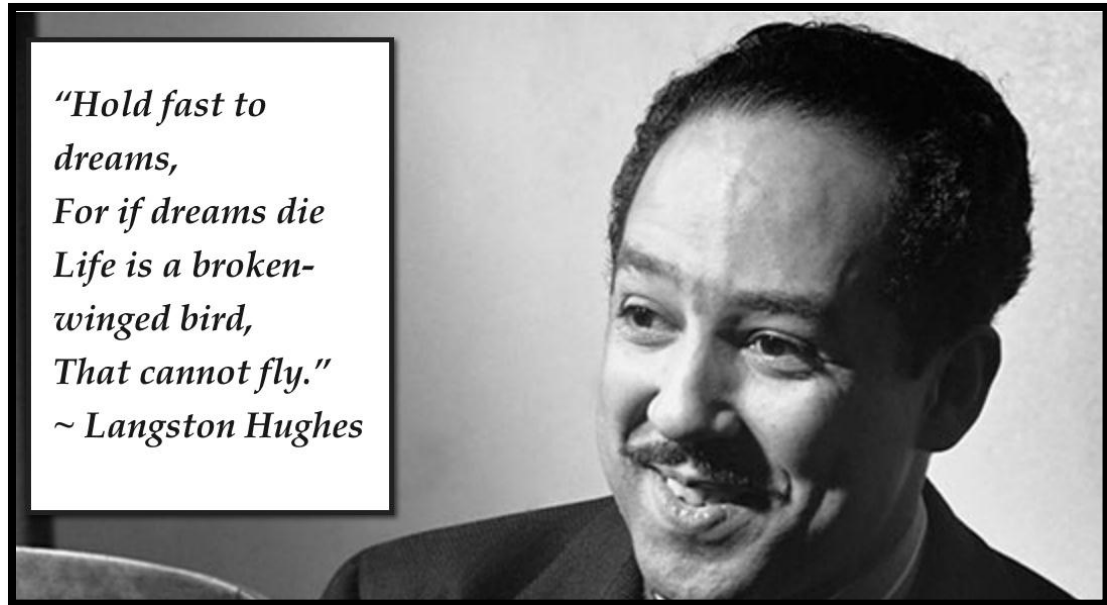
- The Great Migration during WWI led to a concentration of African Americans in northern cities
- The Harlem Renaissance was the flourishing of black culture:
 - Jazz blended African & European musical traditions into a distinctly "American" style of music
 - Louis Armstrong & Duke Ellington were popular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



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*



RITZY ROUND-UP

BONUS ROUND

Harlem Renaissance
Poetry

I, Too
-Langston Hughes

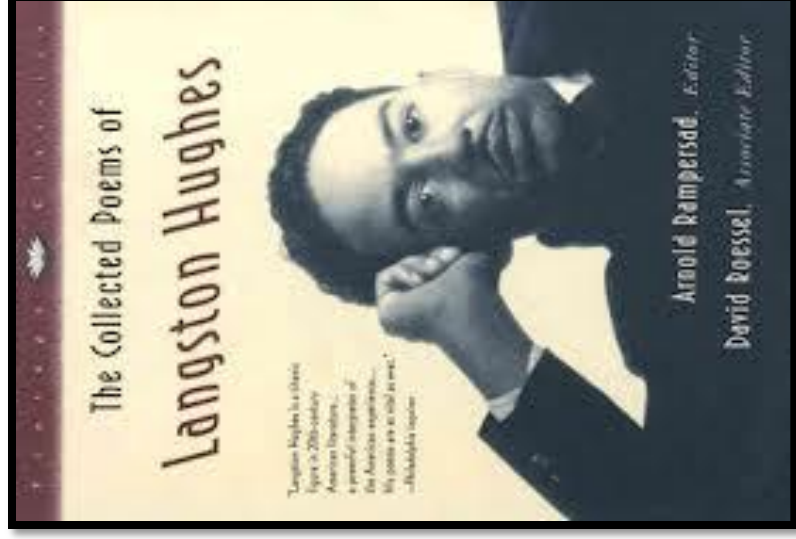
I, too, sing America.

I am the darker brother.
They send me to eat in the kitchen
When company comes,
But I laugh,
And eat well,
And grow strong.

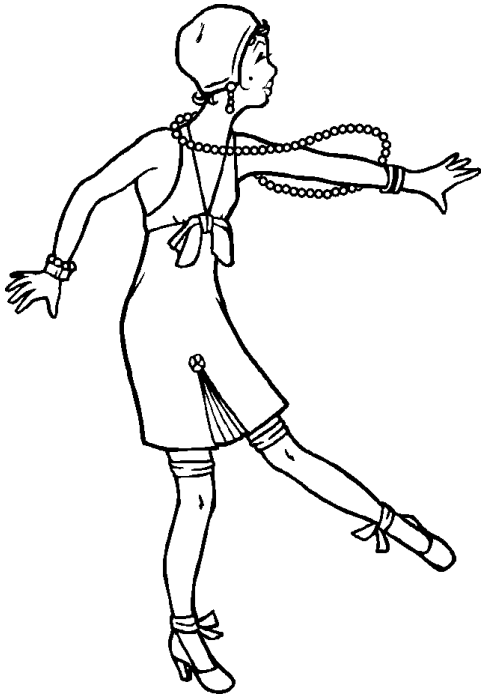
Tomorrow,
I'll be at the table
When company comes.
Nobody'll dare
Say to me,
"Eat in the kitchen,"
Then.

Besides,
They'll see how beautiful I am
And be ashamed--

I, too, am America.



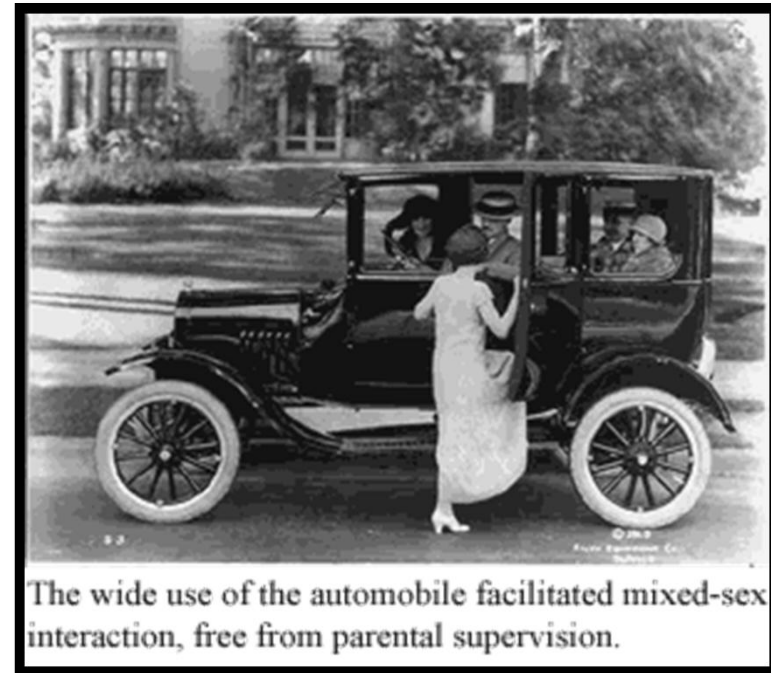
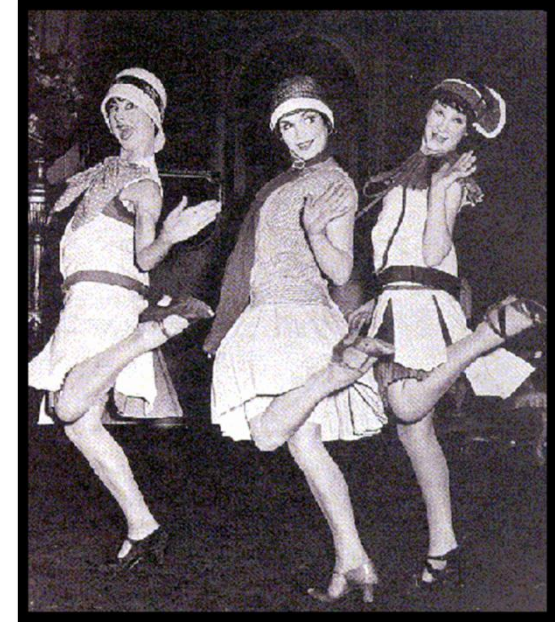
RITZY ROUND-UP



Flappers

Flappers: The “New Woman”

- 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



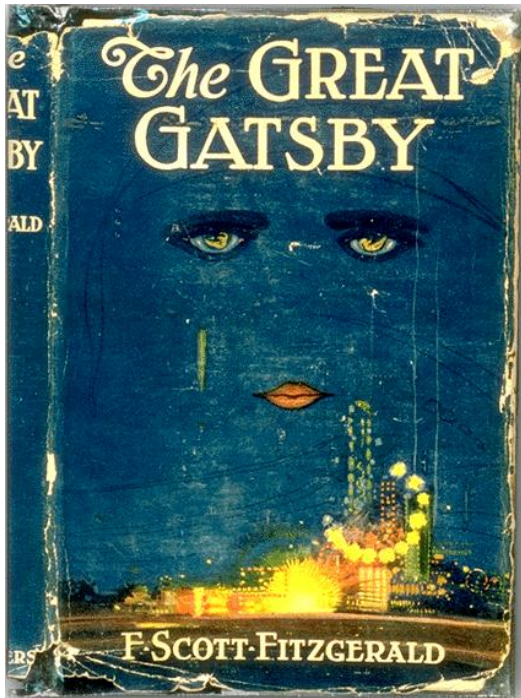
The wide use of the automobile facilitated mixed-sex interaction, free from parental supervision.

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



RITZY ROUND-UP

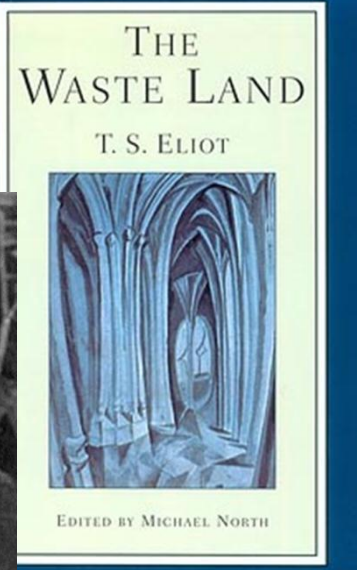
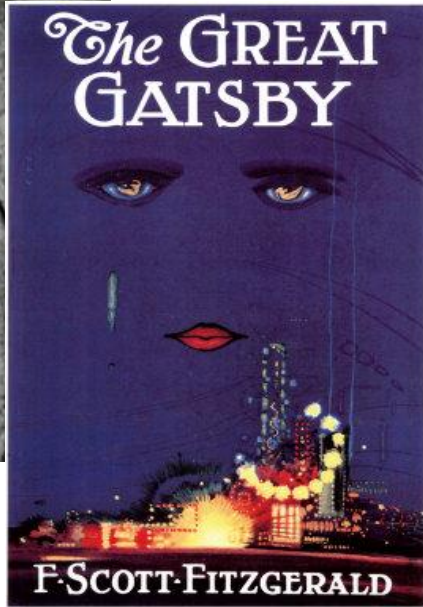


The Lost
Generation

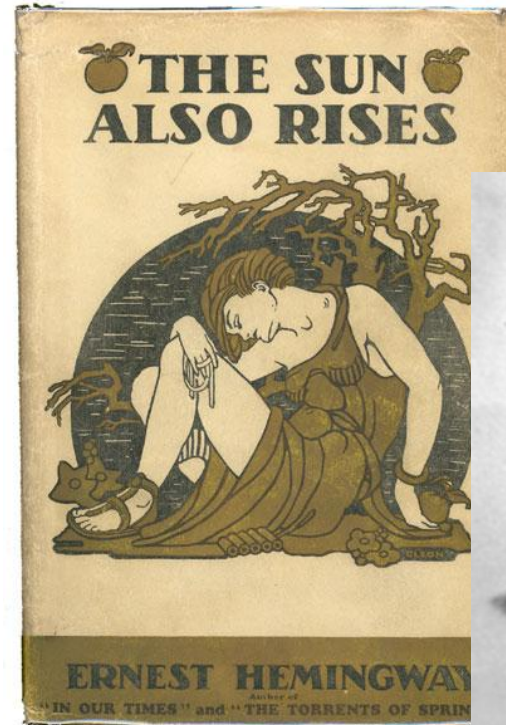
Significant Authors of the 1920s



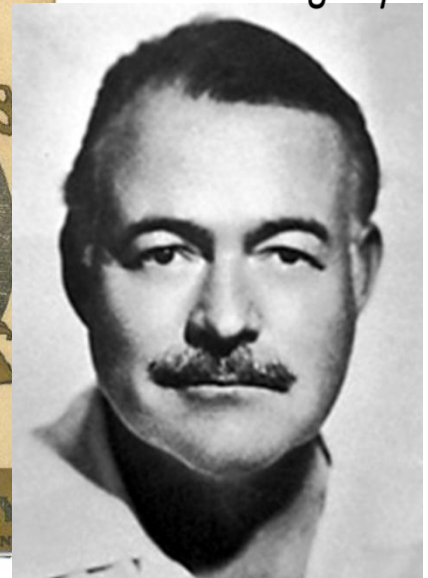
F. Scott Fitzgerald



T. S. Eliot



Ernest Hemingway

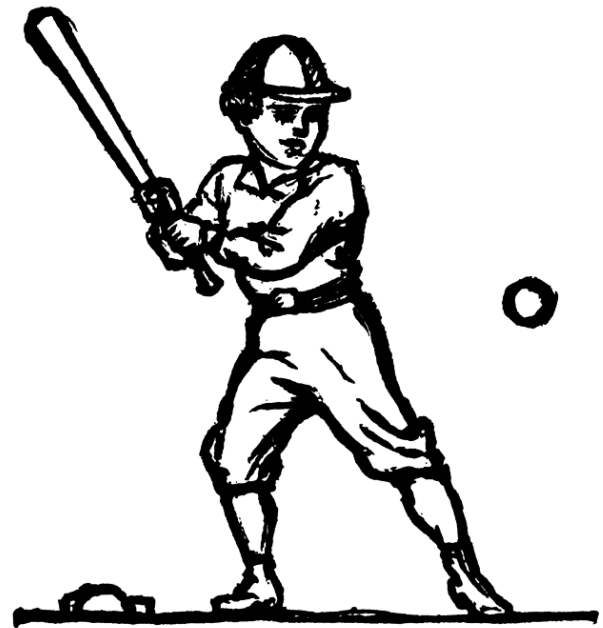


The Lost Generation

The phrase "Lost Generation" refers to a group of prolific writers in the post-World War I era. The term was coined by Gertrude Stein and applies specifically to those ex-patriots who left the United States to take part of the literary culture of cities such as Paris and London during the 1920s. This group included other literary greats like Ezra Pound and T.S. Eliot. The "Lost Generation" writers were skeptical about traditional forms of literature and art, and welcomed new forms. They were also generally disillusioned by the large number of lives lost in the Great War and rejected many social norms related to appropriate behavior, morality, and gender roles. In their quest to find meaning in life (after the great destruction of war), the "Lost Generation" writers produced numerous classic pieces of literature.

RITZY ROUND-UP

Sports Mania



Sports Mania

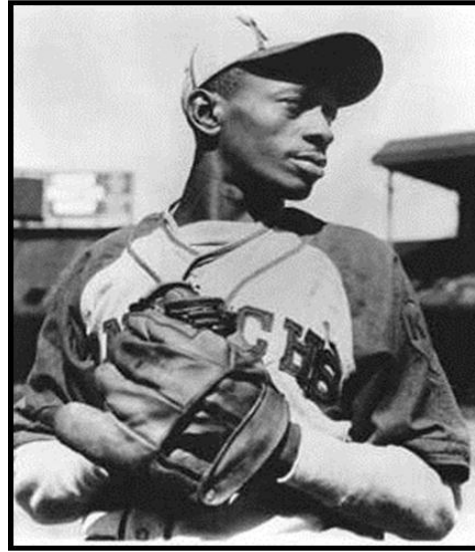
- New forms of entertainment emerged in the 1920s as Americans gained more leisure time & personal income
 - Baseball, boxing, & football were popular sports
 - Radio broadcasts brought sporting events to national audiences
 - Sports gave Americans a new generation of heroes

Sports Heroes of the 1920s

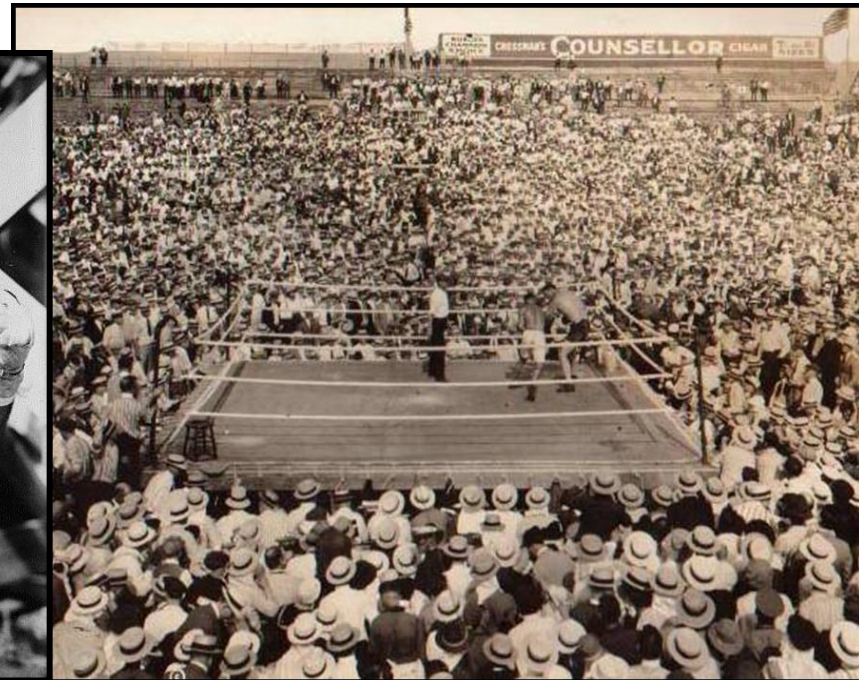


Babe Ruth of the New York Yankees was the biggest sports hero of the 1920s

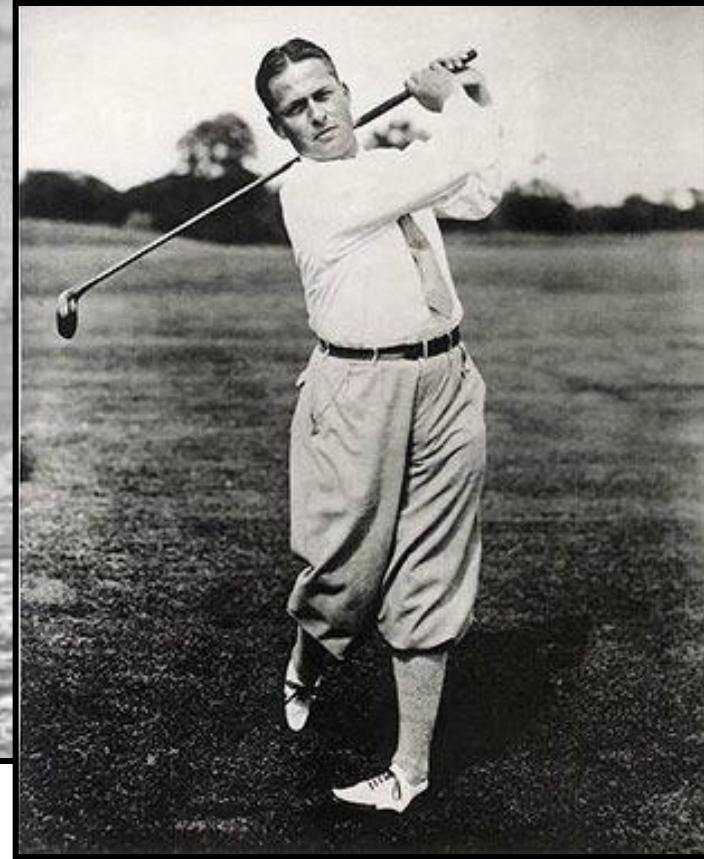
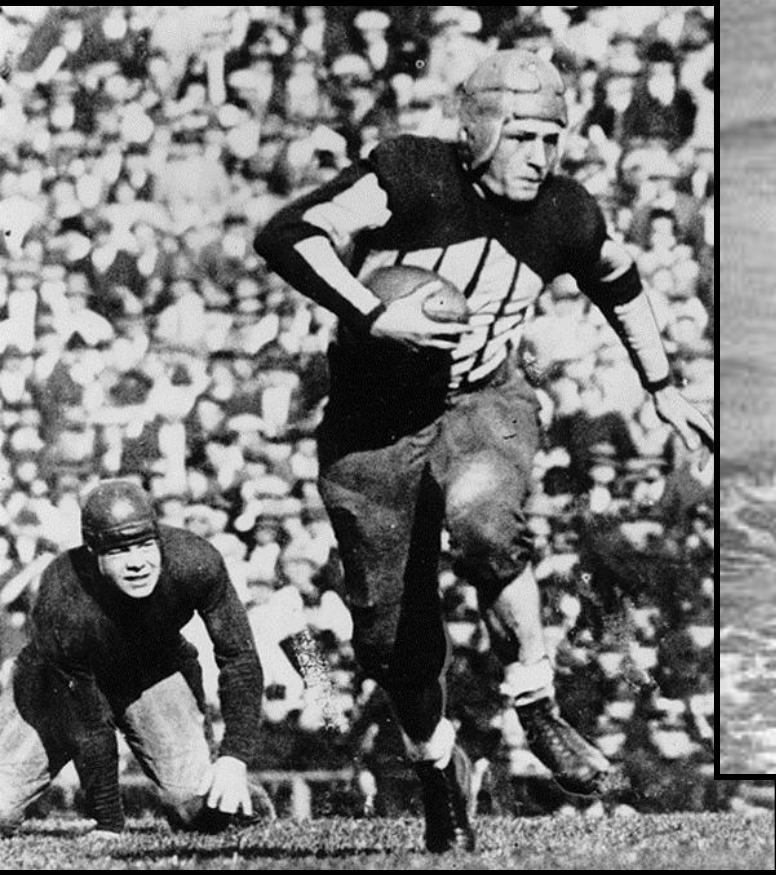
Baseball was
segregated;
Satchel Page &
Josh Gibson were
Negro League
Heroes



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

RITZY ROUND-UP

Movies & Radio

HOLLYWOOD

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



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

Music of the 1920s



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

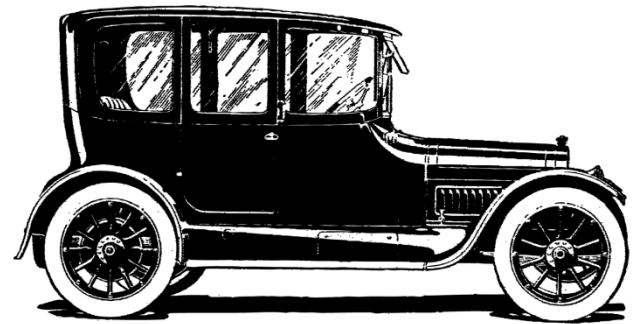
Irving Berlin was the most popular of the ragtime composers of the 1920s



RITZY ROUND-UP

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 First Shopping Center



A 1920s Gas Station

RITZY ROUND-UP



Organized
Crime

Organized Crime

Immediately after the passage of the 18th Amendment, saloons closed and the consumption of alcohol declined. After WWI, however, people wanted to enjoy life.

- Speakeasies (underground saloons) emerged and patrons had to have a password to gain access.
- Prescriptions for alcohol skyrocketed (alcohol was allowed for medicinal purposes)
- Bootleggers sold liquor illegally
- Mobsters made millions importing illegal alcohol



- Al Capone monopolized the Chicago liquor industry by **killing off** his competition
- Newspaper headlines reported over 522 bloody gang killings



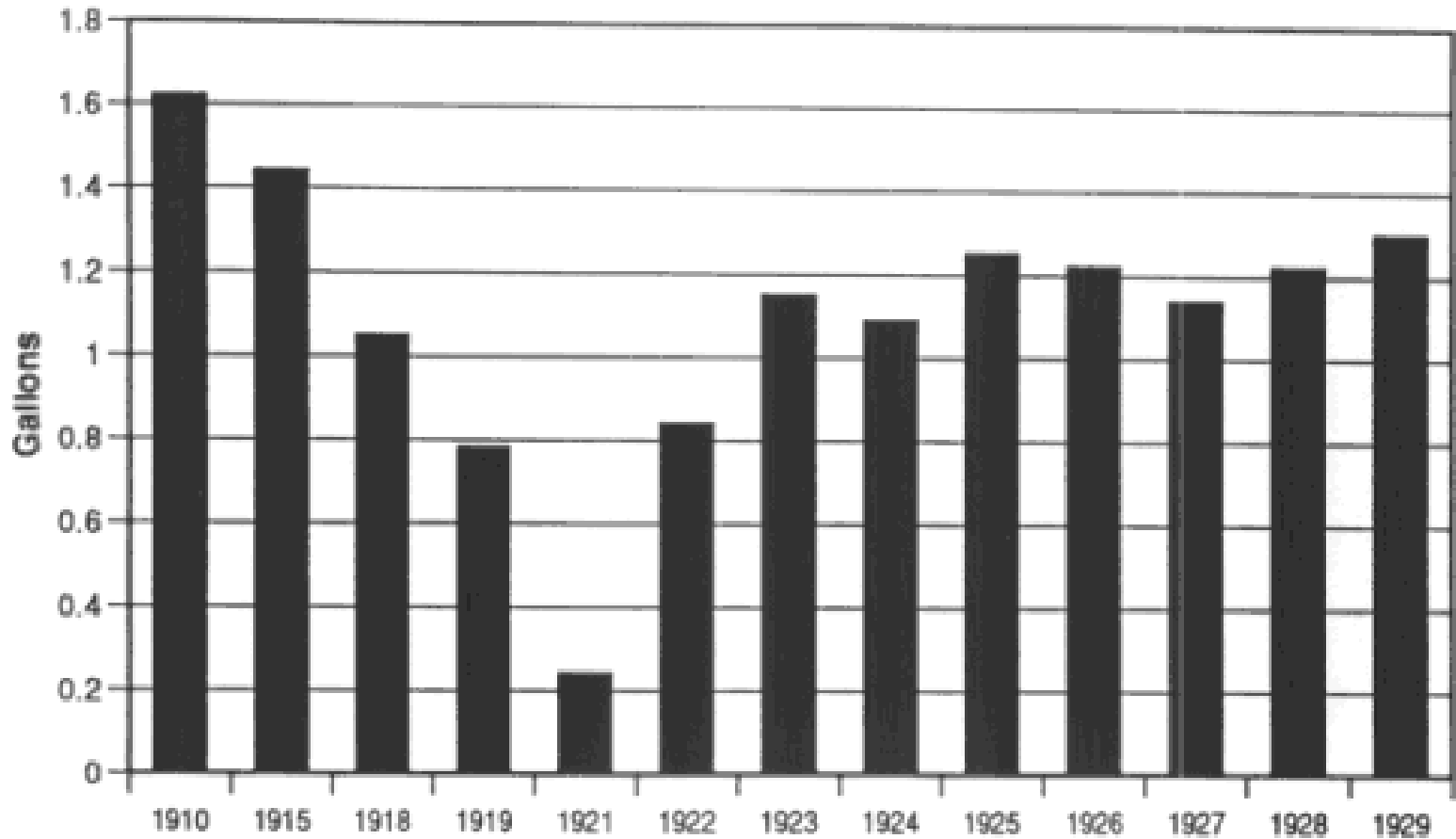
"The business of evading [the law] and making a mock of it has ceased to wear any aspects of crime and has become a sort of national sport."

- Journalist H.L. Mencken

Between 1925 and 1931, Al Capone bootlegged whiskey from Canada, operated illegal breweries in Chicago and ran a network of 10,000 speakeasies. In 1927, he was worth an estimated \$100 million.



Alcohol Consumption (by gallons), 1920-1929



RITZY ROUND-UP

BONUS ROUND

Organized Crime