

# The Roaring Twenties

## *Part Two*



Part One

Part Two

Part Three

## Thematic Icons



Economics



Geography



Historical concepts



Government

## Icons



Flash activity (these activities are not editable)



Teacher notes included in the Notes page

For more instructions, see the *User Guide*.





# The birth of consumer culture



The car was one of the greatest symbols of consumerism and the economic prosperity of the 1920s.



In 1908 the average cost of a car was \$850, but by the mid-1920s it had fallen to \$290. The **Ford Model T** was the first modern car because it was mass produced on assembly lines and marketed to the middle classes.

Over 15 million Model T cars were sold between 1908 and 1927.

**How did the popularization of cars impact on U.S. life?**



In the 1920s, with new goods entering the market at affordable prices, advertising became big business. Ads no longer just gave information, but appealed to customers' needs and wants, enticing them to buy products.

The main methods of advertising were:

- newspapers and magazines
- signs on streetcars
- outdoor posters.



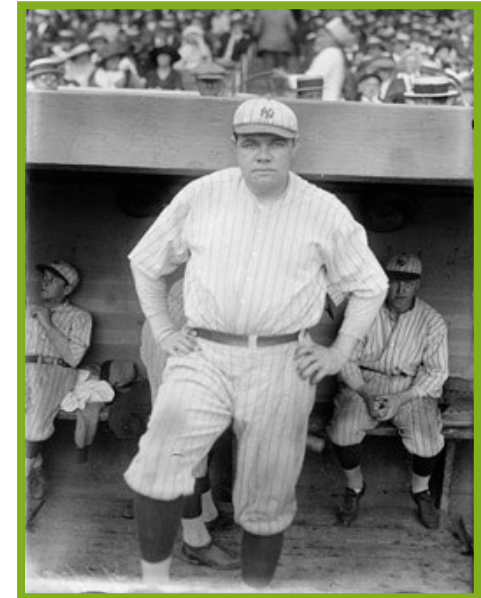
As more people began to own automobiles, advertising on billboards alongside highways became increasingly popular. The first radio commercial was broadcast in 1922.



As people had both more disposable income and free time, the entertainment industry became extremely successful.

Radio shows provided the first form of mass entertainment. Over 10 million radio sets were in use by 1930.

The sports industry boomed too. The NFL was founded in 1920, the Harlem Globetrotters basketball team was formed in the 1920s and George “Babe” Ruth became an American hero for his exploits in baseball.



**How did these things contribute to national identity?**







The **Great Migration** was the movement of thousands of black people from the South to the industrial North in search of jobs between 1910 and 1920. By the end of the Migration, over 40% of black Americans lived in cities.

Harlem in New York City became the largest black urban community. Black culture expressed itself in the creativity of the **Harlem Renaissance**, which produced many famous authors, musicians and political thinkers.



Was the Harlem Renaissance representative of a new social tolerance in the 1920s?





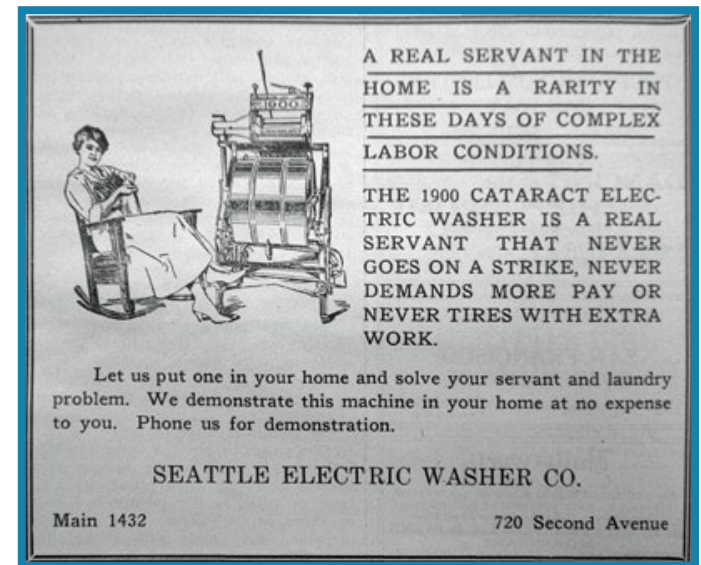
# The Harlem Renaissance



In 1920, Congress passed the 19<sup>th</sup> Amendment. This gave women the right to vote in all local and national elections.

Many women entered the workforce in search of increased independence and professional opportunity brought on by **mass production** and **consumerism**.

Consumerism helped women due to the affordability of labor-saving devices. Women also benefitted from increased educational opportunities. By 1928, 39% of all college degrees were earned by women.



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# Women's rights campaigners





# The Great Gatsby



