

Ch. 10- The Jazz Age A Growing Economy



THE SAME BOAT

**WASH AWAY FAT
AND YEARS OF AGE**
With La-Mar
Reducing Soap

The new discovery. Results quick and amazing—nothing internal to take. Reduce any part of body desired without affecting other parts. No dieting or exercising. Be as slim as you wish. Acts like magic in reducing double chin, abdomen, ungainly ankles, unbecoming wrists, arms and shoulders, large busts, or any superfluous fat on body. Sold direct to you by mail, post paid, on a money-back guarantee. Price 2/- a cake or three cakes for 4/-; one to three cakes usually accomplish the purpose. Send postal or money order to-day. Surprising results. LA-MAR LABORATORIES, Ltd., 45, Rupert Street (1101), London. W. 1.

REDUCE!

Primary Source

Political Cartoon:

The man on top of the denial, economic growth, wealth, profits, and consumerism doesn't understand why the people of lower class like farmers and immigrants are unhappy with their circumstances.

Main Ideas:

- ▶ How did the automobile affect American Society?
- The automobile affect American Society by leading to changes in society. People moved to the suburbs but were less isolated. It caused a decline in mass transportation (railroads, trolleys) and a boom in other industries (oil, rubber, tire).

Cars allowed people greater freedom and easy mobility.

- ▶ What factors led to the new consumer society in the united States during the 1920s?
- **BIG IDEA:** How did the availability of credit change society? -Easy consumer credit enabled debt to be something that people could pay overtime therefore they were buying faster than their incomes would increase.
- Mass advertising (as seen above)- Advertisers preyed on consumer's fears and anxieties such as jarred nerves due to the hectic pace of modern life or insecurities about one's status or weight. "reducing double chin" "Be as slim as you wish"



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Vocabulary

- Charles Lindbergh- was the first man to fly solo on a transatlantic flight in 1927, showing possibilities of commercial aviation. First fully successful plane for human passengers was made by the Wright brothers (shown above).
- Open Shop- a work place where employees were not forced to join the union.
- Mass production- large scale manufacturing done with machinery which increased supply and reduced costs.
- Assembly Line- Ford's assembly line product "Tin Lizzie", "Flivver" (as shown above) demonstrated the economic concept of elasticity or the product and demand prices.
- Welfare Capitalism- Industrial workers also had more disposable income partly due to rising wages and partly because many cooperations introduced this.
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primary source

► What Conditions contributed to the tough times farmers faced in the 1920s?

- These tough times were called "quiet depression" in American agriculture. During the war, the government had urged farmers to produce more to meet the great need for food supplies in Europe. Farmers borrowed heavily new land and new machinery to raise more crops. Then after the war European farmers prospered again and had no extra money to spend on American farm products. Farmers in the United States could no longer sell as much of their crops overseas, and prices tumbled.