

The Dawn of Modern Advertising

During the 1920's, when people had a little extra money and a little more free time in which to spend it, the consumer economy began to flourish. As companies began producing more products, they faced more competition. In order to increase their shares of the market and the consumer dollar, companies increased their advertising. They hired advertising firms to create ads that would appeal to the public's desire for luxury, style, comfort, and, of course, status. The 1920's saw an enormous growth in the number and kinds of goods available. The largest item, and the one with the most status, was the automobile, but there were also electric appliances such as the refrigerator, automatic washing machine, and radio. Drug stores were stocked with grooming products, and department stores carried all of the latest styles in clothing. Manufacturers, stores, and dealers all tried to attract the consumer with eye-catching ads that also informed the consumer about products and prices.

Additionally, advertising also creates a wealth of information that can reveal much about the society of the time period. By looking and reading through advertisements of the 1920's, we can identify the interests, tastes, and attitudes of these Americans. Analyzing the appeal of advertisements can also give us some insight into the goals, anxieties, and interests of the people of that time.

Answer the following questions for each advertisement:

1. Advertisements can be positive or negative. Positive advertisements show the benefits – direct or indirect-, explicit or implicit- that would come from owning a product. Negative advertisements demonstrate that disastrous consequences of not owning the product. **(32 points)**

Advertisement #	Positive, Negative, Combination	Expected Consequences of Using the Product	How did the company try and sell the product?	What does this advertisement reveal about the time period?
1				
2				
3				
4				
5				
6				
7				
8				

12 Big Specials in

Toys & Dolls

For Saturday



\$2.25 to \$2.50 Imported Dolls

2000 jointed and character dolls; all imported; made with bisque head, moving eyes and sewed wig; regular \$2.25 to \$2.50 values; Saturday extra special at—\$1.48. **\$1.48**

\$3.95 Kid Body Dolls

1000 dolls; \$3.95 values; hip and knee joints; bisque head, sleeping eyes and sewed wig. At \$2.98. **\$2.98**

\$2 Iron Toys

Railroad trains; all steel; almost unbreakable; assorted combination cars; Saturday—\$1.59. **\$1.59**

Mechanical Train

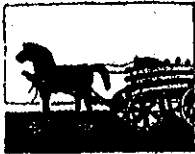
\$3.75 value; Ives make; on track; with Pullman cars and all iron engine; Saturday at—\$2.98. **\$2.98**

\$2.69 Cradles

Of all wood; with hood; natural finish; size 11x19 inches; very special Saturday at—\$1.98. **\$1.98**

\$4.50 "Flexible Flyer" Sleds

The speediest flexible sled made—the "Flexible Flyer," known to all boys; on sale Saturday at a sensationally low price—\$3.98. **\$3.98**



Horse and Wagon

\$8.48 Value; assorted farm wagon with plush horse on platform; 21 inches long; at \$2.50. **\$2.50**



Mechanical Toys

Six kinds, assorted ducks, clowns, figures, walking dolls, etc.; Saturday special, 50c. **50c**

Doll Buggies

\$7.00 Value; red body, hood to match; bicycle wheels with rubber tires; Saturday—\$5.98. **\$5.98**

\$3.98 Sho-Fly

Sho-Fly—painted white and red; horse style, upholstered seat; with tray; Saturday—\$3.39. **\$3.39**

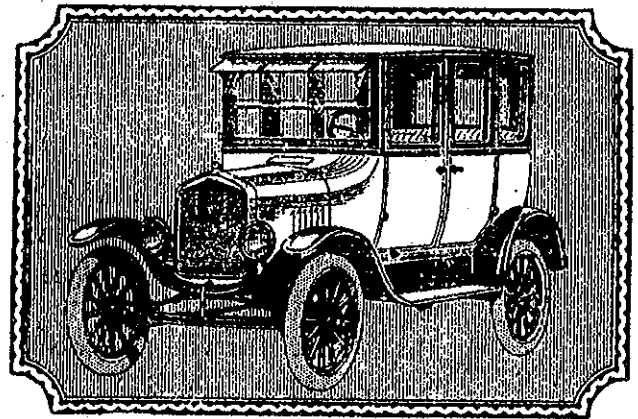
\$13.50 Automobiles

With windshield, lamps, motometers and bumpers; \$13.50 value; Saturday special—\$10.50. **\$10.50**

Sale on Third Floor

← #1

Ford Four-Door Sedan



\$685 b.b. fully equipped.

Inside and out, the new Ford Four-door Sedan shows improvements of far more than usual importance.

It is lower and sturdier in appearance. New cowl, hood, radiator and apron add size and finish to the front. Sun visor, and wide, well-finished aluminum doors with bar handles perfect the design of the body.

The lasting lustre of the exterior finish is equalled in richness by the

soft brown shades of the silk window curtains and the deep broadcloth upholstery.

Dome light, door locks, window regulators and handles, all finished in nickel, complete a refinement you would expect only at a far higher price.

Convenience, utility and economy have established Ford supremacy. The Four-Door Sedan adds to these factors greater Ford prestige.

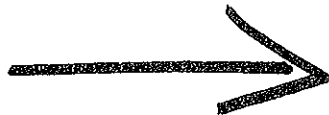
This car can be obtained through the Ford Weekly Purchase Plan.

Authorized Ford Dealers

Ford

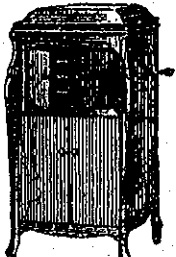
CARS · TRUCKS · TRACTORS

#2



THE VICTROLA instrument line of twenty-one styles offers a wide range of sizes, designs and prices. Ask your dealer or write to us for complete catalog.

New Victor Records are issued every Friday, presenting an ever-changing program of the newest and best music by the greatest artists in their particular fields.



Victrola No. 100
\$150
Mahogany, oak or walnut



Victrola No. 160
\$150
Mahogany or walnut



Victrola No. 220
\$100
Electric, \$240
Mahogany or walnut



Out tomorrow New Victor Records November 9, 1923

Red Seal Concert Selections

Member	Title	Double-Faced	Price
(Memory's Garden (C. Duval, Op. 11)	Frances Alda	946	\$1.50
(Coming Home (Cady, W. W. Wain)	Frances Alda		
If there is a spark of sentiment in your composition, these songs will live and glow.			
(Masuka (Chopin) Op. 10, No. 3)	Frits Kreisler	947	1.50
(Mélodie (Schubert) Op. 9, No. 3)	Frits Kreisler		
Time is coupling more closely together in the history of Polish music, the names of Chopin and Paderewski.			
(Regulus—Confutatio maledicta)	José Marchoese	9420	2.00
(Stabat Mater—Pro Peccatis)	José Marchoese		
These two numbers have rolled nobly in their time, through many a vast cathedral.			
(Love Sends a Little Gift of Roses)	John McCormack	961	1.50
(Wonderful One)	John McCormack		
These are popular waltz songs, and both of them love-songs.			

Melodious Instrumental

(Vision of Salome—Waltz)	Frits Kreisler	19133	.75
(Kiss of Spring—Waltz)	Frits Kreisler		
Joyce's "Vision of Salome" has become a classic among dance-waltzes. Combined here with Fritz's "Kiss of Spring."			

Negro Spirituals

(Hush, Somebody's Calling My Name)	Bethel Johnson	19119	.75
(You Must Come In at the Door)	Bethel Johnson Quartet		
The power of the American negro to "raise a spiritual" is one of the wonders of music. Here are two good examples.			

Light Vocal Selections

(Struttin' Jim)	Miss Paterson with The Virginians	19160	.75
(Nobody Else Can Love Me Like My Old Tomato Can)	Billy Murray		
This record affords a funny combination of Negro and Irish dialect songs.			

Dance Records

(Sittin' in a Corner—Fox Trot)	Paul Whiteman and His Orchestra	19161	.75
(Maggie "You Ma'am"—Fox Trot)	Manhattan Merry-makers		
"Maggie" (remember her!) introduces the Manhattan Merry-makers under Hugo Frey.			
(Little Butterfly—Fox Trot)	Paul Whiteman and His Orchestra	19162	.75
(So This is Love—Waltz)	The Troubadours		
These are fine examples of the most modern kind of dance orchestral scoring, and they "dance easily."			
(Nobody But You—Fox Trot)	Manhattan Merry-makers	19163	.75
(Love, My Heart is Calling You—Fox Trot)	Manhattan Merry-makers		
Fox-bottlers will like these two numbers. You will find the new orchestra has its own style.			

Victrola

Look under the lid and on the labels for these Victor trade marks
Victor Talking Machine Company, Camden, N. J.

← #3



Victrola in this distinctive bottle—it's a substance!

And She Answered 'Yes'

NUGRAPE has a perfect way of fixing things like that. A way, all its own—of making every girl say 'yes'.

Next time you're out, call for NuGrape at the first thirst station and you'll see her smile right up to the last drop.

SOLD EVERYWHERE—in this distinctive trade-marked bottle to prevent substitution.

At all soft drink dealers and soda fountains 5c

DRINK **NuGrape**

IMITATION GRAPE—NOT GRAPE JUICE
A FLAVOR YOU CANT FORGET
NuGrape Bottling Co.

Miller-Bockery Company, Owners, 6411 Central Avenue

© 1923 Miller-Bockery Co.

MADE IN U.S.A.

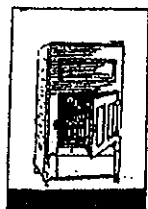
#4



ONE DOLLAR Delivers the Refrigerator, Stove or Washing Machine You Choose Here!

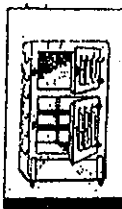
No need to pay cash, when a dollar delivers the stove, washing machine or refrigerator you want! Choose yours tomorrow—have it delivered by simply paying a dollar down—enjoy its comfort and convenience while you pay for it gradually, out of income.

Hundreds of Cleveland housewives will plan to take advantage of this wonderful offer. We advise that you plan to come tomorrow, when our stocks are at their very best, and you can elude with greatest ease, the refrigerator, stove or washing machine best suited to your needs.



Top Icer Refrigerators
\$1 Delivers Yours!

Golden Oak case refrigerators with white interiors, 50 - pound capacity, \$22; 65-pound capacity, \$29; 100-pound capacity, \$33.

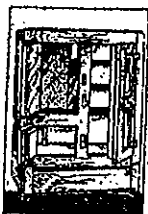


Apartment Refrigerators
\$1 Delivers Yours!

Golden Oak case with white interiors, 50 - pound capacity, \$27; 65-pound capacity, \$29.50; 90-pound capacity, \$36; 100-pound capacity, \$39.

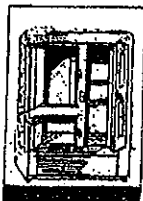
Side Icer Refrigerators
\$1 Delivers Yours!

Another kind is a 3-door side icer in Golden Oak case and white interior, 75-pound capacity, \$39; 100-pound capacity, \$43; 175-pound capacity, \$47.



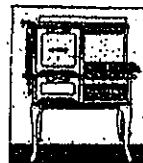
Stone-Lined Refrigerators
\$1 Delivers Yours!

Notaseme stone lined refrigerators, 3-door side icers, Golden Oak; no corners or seams, 75-pound capacity, \$47; 100-pound capacity, \$51; 125-pound capacity, \$54; 150-pound capacity, \$58.



DOWN

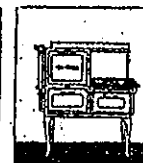
BALANCE IN EASY PAYMENTS



New Process Gas Ranges
\$65

Small porcelain and brass equipped with Laska oven, heat regulator, 12-1/2 inch burner, 12-1/2 inch oven.

\$1 Delivers Yours!



New Process Gas Ranges
\$125

All enamel cabinet, inside and out; the metal board Laska oven and heat regulator, 12-1/2 inch burner.

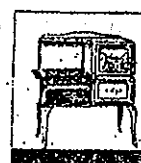
\$1 Delivers Yours!



New Tappan Gas Ranges
\$77.50

Food-regulated range, 12-1/2 inch Laska burner, 12-1/2 inch oven, with oven heat regulator.

\$1 Delivers Yours!



New Tappan Gas Ranges
\$112

Open white range with porcelain enamel, the natural Tappan, 12-1/2 inch oven with side door.

\$1 Delivers Yours!

\$1 Delivers a Tinnerman Enamel Gas Range

The Tinnerman stove is getting favor every day! Women realize its advantages. The new heat deflector keeps the heat from scorching the front of the stove. The Tinnerman is the only stove with the concealed heat regulator. Gray porcelain trimmed, 18x18 oven.

\$135

"ROTAREX" Electric Washers

\$1 Delivers Yours! **\$170**

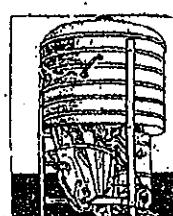
The washer with copper tubs and smooth running, all aluminum cylinder. The aluminum wringer is a decided advantage. Eight-hundred capacity. Can you imagine having a new electric washing machine delivered to you for One Dollar!



Famous "VOSS" Electric Washers

\$1 Delivers Yours! **\$125**

The washer with the sea wave tub. Large size washer with beautiful blue enameled cabinet. All working parts are concealed in the Voss. Don't feet over your wash board these hot days, buy an electric machine!



"Laundryette" Electric Washers.

\$1 Delivers Yours! **\$165**

The washer without a wringer! The Laundryette washer has a heavy copper tub and vacuum cups. Your entire washing may be done without putting your hands into the water! Have one delivered tomorrow for One Dollar.

Euclid-105th Market

The Jazziest Jazz Band
That ever played JAZZ will be here Saturday. Come out and hear it.

SPECIALS FOR SATURDAY

- LARGE CAULIFLOWER 20c
- POTATOES, Fancy York State, Pk. 25c
- COCOANUTS (large size) . . . 2 for 15c
- FRESH GRATED HORSE-RADISH 4 oz. 15c
- HOME-MADE VEAL LOAF... Lb. 35c
- FRESH CAUGHT LAKE ERIE WHITE FISH Lb. 30c
- ROUND STEAK Lb. 28c
- SIRLOIN STEAK (choice cuts) Lb. 35c
- FRESH or PICKLED TONGUE, Lb. 20c
- POT ROAST OF BEEF Lb. 16c
- SMALL PIG PORK LOINS... Lb. 24c
- FRESH KILLED BROILERS. Lb. 30c
- BEACHNUT MACARONI AND SPAGHETTI 3 pkgs. for 25c
- CREAM COTTAGE CHEESE Lb. 10c
- FRESH COUNTRY ROLL BUTTER Lb. 54c
- OHIO CREAMERY BUTTER Lb. 46c

FINEST QUALITY ONLY
Delivery 10 A. M. to 2 P. M.
Free Parking Space

↑
#5

← **#6**

New Arrivals of

Metallic Hats

For Dance or
General Wear

\$10

#7



STUNNING metallic dance hats of gold or silver cloth or brocade, with velvet in snug fitting turban shapes, pokes and upturned brim effects. The novel adornments consist of new arrivals of

Fur Trimmings
Metal and Lace Flowers
Flower Wreaths
Smart Pins



The small shapes are particularly adapted for dance wear. The styles are smart—the price very **\$10** low

Sale on Record

Does Advertising Pay?

THE COUPON TELLS THE TALE!

This great coupon test has been devised to settle an important question. Here's the point. Our store expenses remain the same whether we sell 10 stoves tomorrow or 110. If by advertising we can sell 110 at \$20 instead of 10 at \$30, it most decidedly *does* pay. Up to the present time we have never known definitely what percentage of our sales is credit to advertising. These coupon items have been carefully selected from the standpoint of utility, quality and price. None will be sold at the advertised price without the coupon. Does Advertising Pay? The coupon tells the tale!

This Coupon Is Worth \$14.00
WHEN YOU MAY BUY Tomorrow
\$34.50 Leather Rockers
at \$19.50
Chair of fine, black or brown, genuine leather, three construction and already upholstered.
Now sold at \$19.50 without coupon. (7)

This Coupon Is Worth \$24.50
WHEN YOU MAY BUY Tomorrow
\$24.50 9x12 Tapestry Rugs
at \$15.50
Now 100 patterns and beautiful color schemes in this tapestry of rugs in this store.
Now sold at \$15.50 without coupon. (7)



This Coupon Is Worth \$1.00
WHEN YOU MAY BUY Tomorrow
\$5.75 Card Tables
at \$3.50
Portable table set table in a 100 patterns, black, mahogany or white.
Now sold at \$3.50 without coupon. (7)

This Coupon Is Worth \$1.00
WHEN YOU MAY BUY Tomorrow
\$15 Radiant Heaters
at \$11.00
Backed with the famous Furrier's insulation, extremely efficient.
Now sold at \$11.00 without coupon. (7)

This Coupon Is Worth \$18.00
WHEN YOU MAY BUY Tomorrow
\$59.50 Bed Davenport
at \$49.50
Attractive living room piece with built-in mattress and chair or table.
Now sold at \$49.50 without coupon. (7)

This Coupon Is Worth \$1.00
WHEN YOU MAY BUY Tomorrow
\$19.85 Cedar Chests
at \$16.85
Handmade of genuine red cedar, hand-carved, decorated with metal clasp.
Now sold at \$16.85 without coupon. (7)

This Coupon Is Worth \$9.50
WHEN YOU MAY BUY Tomorrow
\$34.50 Dinnerware
at \$25
100 Pieces in set; choice of beautiful blue bird or gold-trimmed design.
Now sold at \$25 without coupon. (7)

This Coupon Is Worth \$3.00
WHEN YOU MAY BUY Tomorrow
\$7.95 Porcelain Top Tables
at \$4.95
Stained granite or imitation marble porcelain top tables.
Now sold at \$4.95 without coupon. (7)

This Coupon Is Worth \$1.00
WHEN YOU MAY BUY Tomorrow
\$2.95 Card Tables
at \$1.95
Green or red part table that is easily folded and placed apart.
Now sold at \$1.95 without coupon. (7)

#8 →

CONSUMER PRICE INDEX (CPI)

FIGURING OUT PRICES OF HISTORICAL PRODUCTS IN TODAY'S MONEY

Year	CPI #	Year	CPI#	Year	CPI#	Year	CPI#	Year	CPI#
1913	9.90	1931	15.20	1949	23.80	1967	33.40	1985	107.60
1914	10.00	1932	13.70	1950	24.10	1968	34.80	1986	109.60
1915	10.10	1933	13.00	1951	36.00	1969	36.70	1987	113.60
1916	10.90	1934	13.40	1952	26.50	1970	38.80	1988	118.30
1917	12.80	1935	13.70	1953	26.70	1971	40.50	1989	124.00
1918	15.10	1936	13.90	1954	26.90	1972	41.80	1990	130.70
1919	17.30	1937	14.40	1955	26.80	1973	44.40	1991	136.20
1920	20.00	1938	14.10	1956	27.20	1974	49.30	1992	140.30
1921	17.90	1939	13.90	1957	28.10	1975	53.80	1993	144.50
1922	16.80	1940	14.00	1958	28.90	1976	56.90	1994	148.20
1923	17.10	1941	14.70	1959	29.10	1977	60.60	1995	152.40
1924	17.10	1942	16.30	1960	29.60	1978	65.20	1996	156.90
1925	17.60	1943	17.30	1961	29.90	1979	72.60	1997	160.50
1926	17.70	1944	17.60	1962	30.20	1980	82.40	1998	163.00
1927	17.40	1945	18.00	1963	30.60	1981	90.90	1999	166.60
1928	17.10	1946	19.50	1964	31.00	1982	96.50	2000	172.20
1929	17.10	1947	22.30	1965	31.50	1983	99.60	2001	177.10
1930	16.70	1948	24.10	1966	32.40	1984	103.90	2002	179.88
Here's How it Works								2003	183.96
Let's say you want to figure out how much bacon would cost in today's money based on the 1920 bacon price per pound at \$0.52. Here's how you would convert that price into today's dollars, use the CPI #								2004	188.90
1920 Price of Good (.52) x 2008 CPI # (216.73) = $\frac{112.70}{20.00}$ = \$5.64/pound of bacon (in today's \$)								2005	195.30
1920 CPI # (20.00)								2006	201.60
20.00								2007	207.34
20.00								2008	216.73
20.00								2009	

Find the price of the following items in today's money (2008) based on their historical 1920's prices.

Grocery Shopping in the 1920's (Choose ten (10) prices to convert) – (10 points)

1 lb. of Bread in 1925 = .09	5 lbs. of Flour in 1925 = .31
1 lb. of Butter in 1925 = .55	3 lbs. of Macaroni in 1924 = .25
1 lb. of Cheese in 1926 = .38	½ Gallon of Milk in 1925 = .28
11 b. of Chicken in 1929 = .42	10 lbs. of Potatoes in 1925 = .36
1 lb. of Coffee in 1920 = .47	5 lbs. of Sugar in 1920 = .97
1 Dozen Eggs in 1924 = .25	1 lb. of Watermelon in 1920 = .02

Clothing Shopping	Houses
Girls' Serge Dresses in 1921 = 4.75	1920 Green Bay Wisconsin Four-room Bungalow w/one acre land \$3,100
Wool Sweaters or Coats in 1921 = 4.98	1921 Green Bay Wisconsin Eight Room two-family Home, Partly Modernized , \$2900
Boys' Shoes in 1921 = 2.65	1924 Green Bay Wisconsin Seven-Room Home for Sale (All Modern, with Garage, Lot 53x264, Fruit Crop Land) \$5200
Children's Hats in 1921 = 2.95	1924 Milwaukee Wisconsin Seven Room Home w/ light water and gas (Large Lot) \$4,000
Women's Wool Skirts in 1921 = 15.50	1921 Oakland California New Partly Modernized Bungalow \$2200
Men's Clothing Suits in 1920 = 50.00	

Electrical Appliances	Furniture
Oversize 16 inch Oven and Broiler in 1920 = 59.00	46" Wide Walnut Wood Louis XVI Style Dresser \$98.00 Illinois 1920
9 Cup Percolator Coffee Pot in 1920 = 1.19	36x16x16 inch Natural Colonial Style Cedar Chest (trimmed w/satin polished copper) \$12.55 Illinois 1923
Western Electric Clothes Washer in 1921 = 125.00	Seven-Piece Furniture Set (arm chair, reception chair, arm rocker, rocker, tabourette, bookends, and table) \$28.50 Wisconsin 1923
Electric Toaster in 1924 = 6.75	Oak Kitchen Cabinet w/white porcelain top \$32.00 California 1923
Electric Table Stove in 1924 = 12.50	Metal Bed w/ two-inch posts (includes mattresses and spring) \$26.95 Illinois 1923

Vacuum Cleaner in 1920 = 50.00	One Old English Table, six chairs, and Buffet \$148.75 Wisconsin 1924
Refrigerator in 1926 = 450.00	High Grade Wilton Rugs From \$75.00 Wisconsin 1924
Personal Radio in 1925 = 65.00	Three Piece Mohair Living Room Set (84-inch davenport, club chair, and wing chair, reversible spring filled cushions) \$198 Illinois 1928

Cars	Textbook Pages 268-270
Austin 20 Touring Car \$695 1920	<ol style="list-style-type: none"> 1. Please provide at least three (3) examples of how automobile affected American businesses. (3 points) 2. Please provide at least three (3) examples of how the automobile affected Americans lifestyle. (3 points) 3. How did Henry Ford make the production of automobile more affordable for Americans? (2 points)
Buick Touring Car (six) Model D \$650.00 1921	
Cadillac Touring Car \$3940 1921	
Chevrolet Superior Roadster \$490.00 1924 Wisconsin	
Ford Runabout \$265.00 (\$85.00 extra for starter and dismountable rims) 1924 Michigan	
Packard Single 6 with 17 miles per gallon with Packard Quality \$2975 1920	
Willys Overland with 6 Cylinders \$985 1925	

Figure 17: Dwellings With Electricity, 1920 to 1930

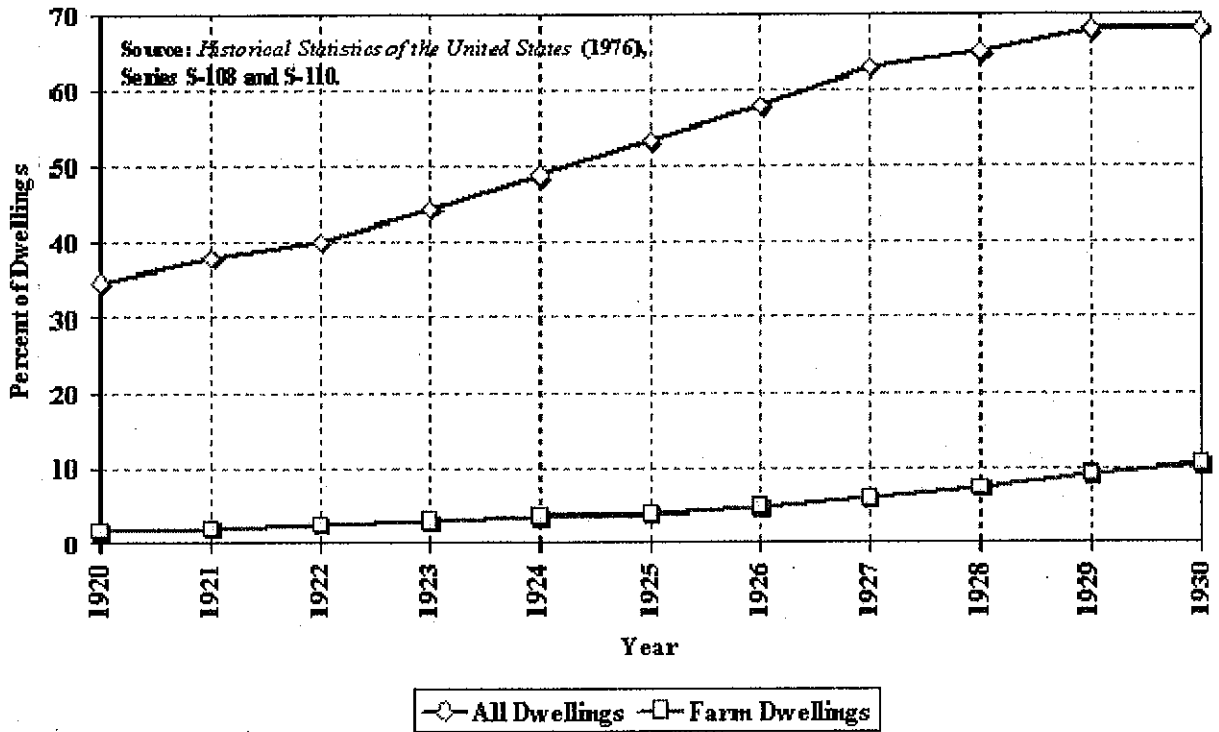


Figure 19: Households With Telephones, 1920 to 1930

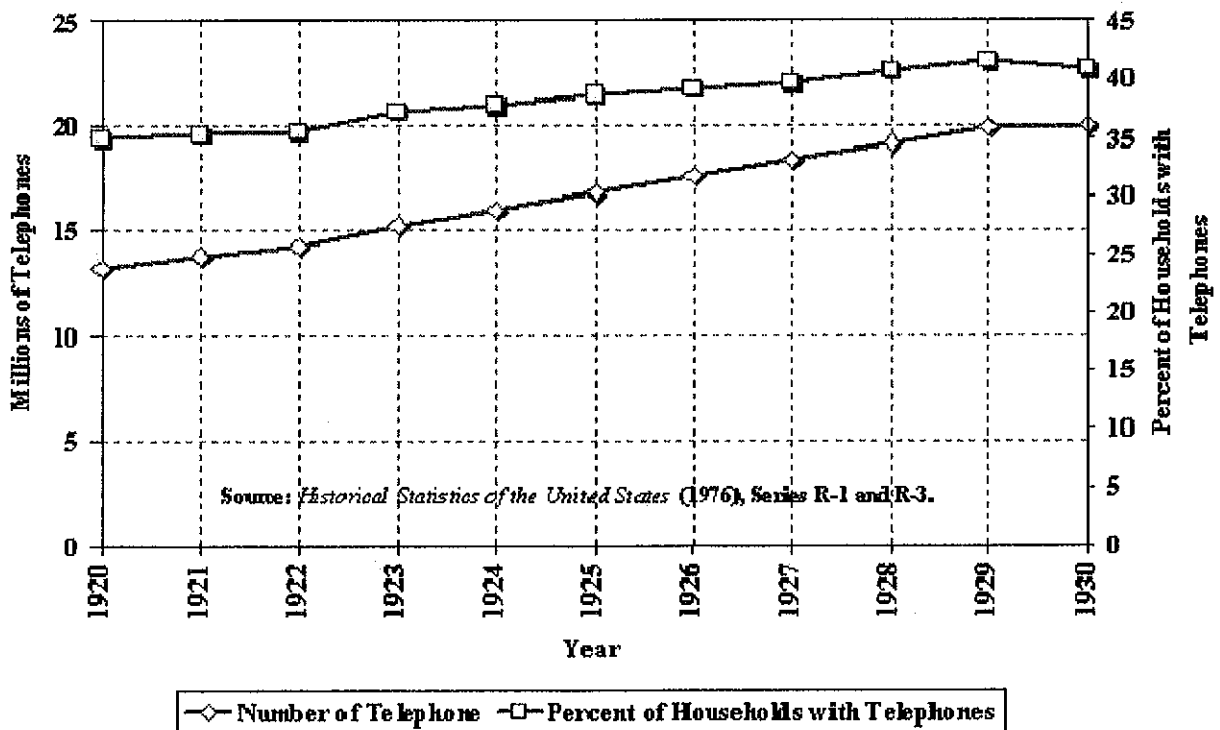


Figure 20: Radio Set Production and Use, 1922 to 1930

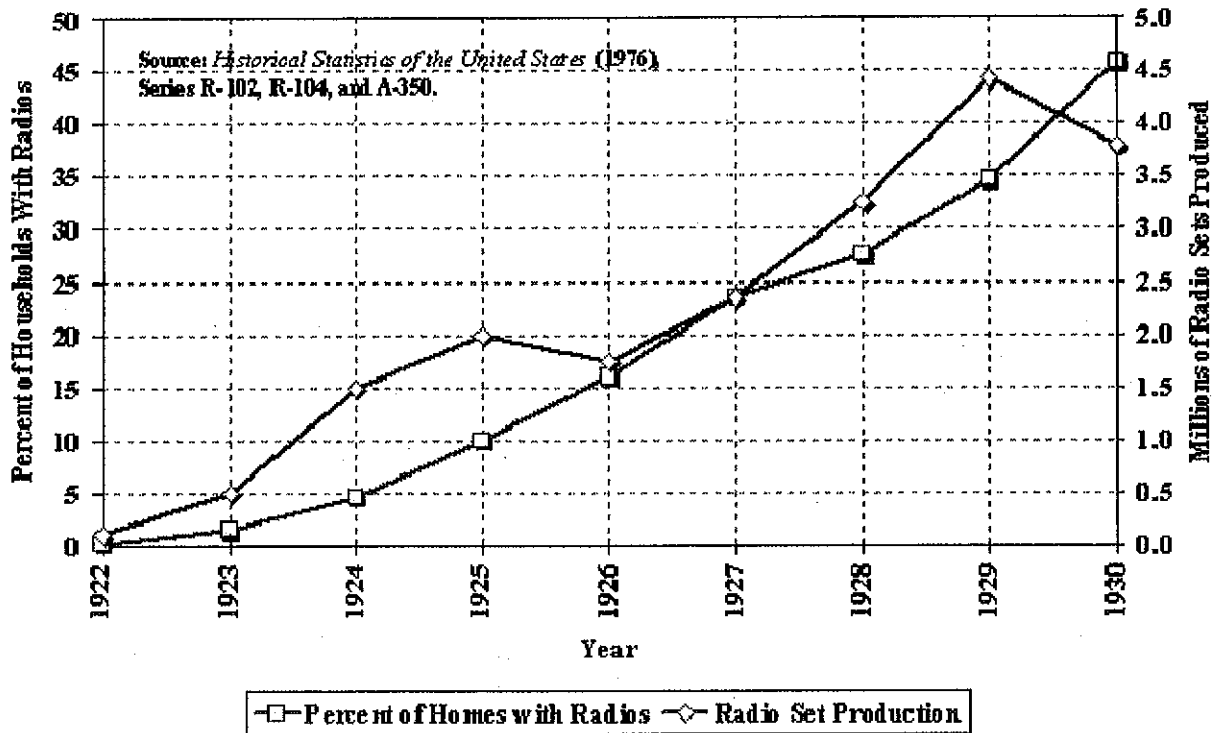
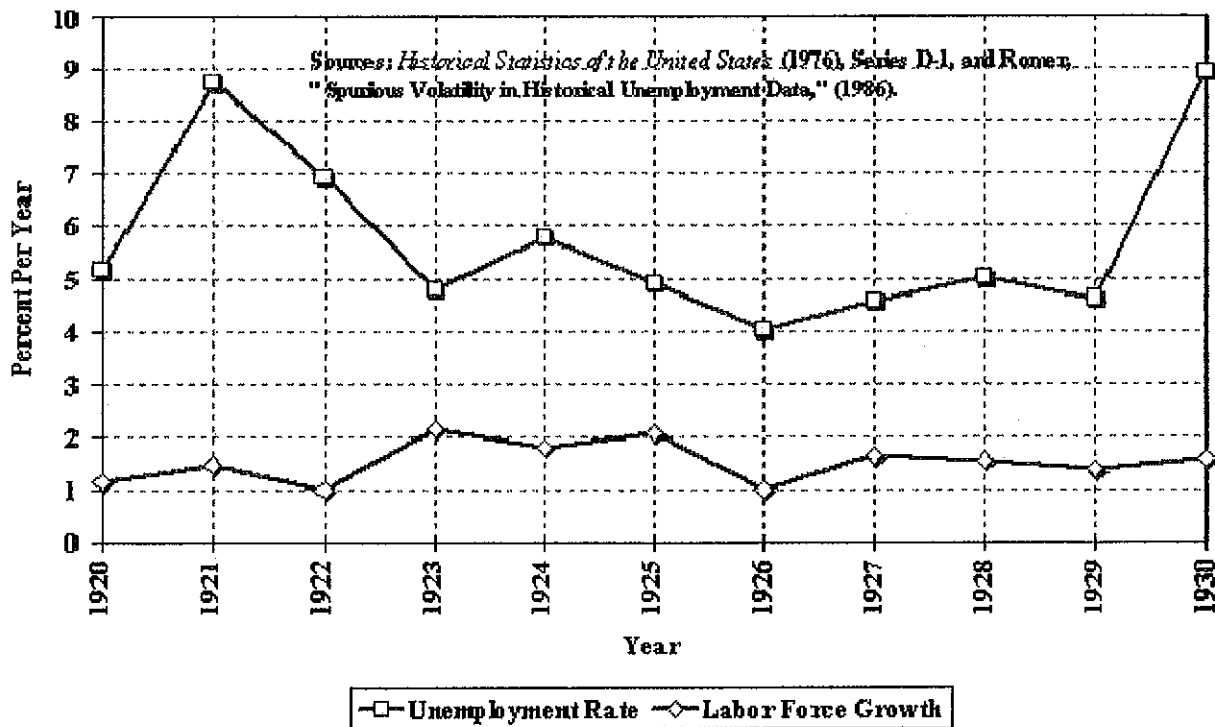


Figure 5: Labor Force Growth and Unemployment, 1920 to 1930



United States: Approximate Hours of Housework per Week, 1900-1975

Year	Meals and Dishwashing	Laundry	General Cleaning
1900	44	7	7
1925	30	5	9
1975	15	1	7

Motor Vehicle Production (Thousands)

Year	United States	Canada	France	United Kingdom	Germany	Italy	Czechoslovakia	Russia
1907	45	3	25	12	4	0	0	0
1913	485	15	45	34	14	2	0	0
1924	3504	135	145	133	18	35	2	0
1928	4359	242	210	212	90	55	13	1
1935	3971	173	165	404	240	44	10	97

Advertising

Total Spending

Pre World War I: \$300-400 Million a year

1927: \$1.5 Billion/ year

1929: \$1.8 Billion/ year

1927 Spending

Newspapers: \$690 Million

Direct Mail: \$400 Million

Magazines: \$210 Million

Billboards: \$ 75 Million

Radio: \$ 7 Million

Consumer Credit

1925: \$1.38 Billion (Consumer Credit outstanding)

1927: 15% of all consumer durables bought on installment payments
60% of automobiles bought on installment payments
80% of radios bought on installment payments

1929: \$3 Billion (Consumer Credit outstanding)
\$7 Billion (Total Consumer Goods purchased on Credit)

Workers

Percentage Increase, 1923-29

Worker's incomes: 11%

Distribution of Wealth

Rise in per capita income for top 1% of population, 1920-1929: 75%

Rise in per capita income for nation as a whole: 9%

Percentage of American Families with no savings: 80%

Percentage of savings held by top .1% of Americans: 34%

Percentage of savings held by top 2.3% of Americans: 67%

Based on the information provided in the charts answer the following questions:

1. Provide at least five (5) reasons that suggest that Americans were wealthy during this time. **(5 points)**
2. Provide at least five (5) reasons that suggest Americans were not wealthy during this time. **(5 points)**
3. How much of an impact do you feel the concept of personal credit led to the Roaring lifestyle in the Twenties? **(5 points)**
4. What factors made it possible for Americans to enjoy more leisure time than work time? Please provide at least five (5) examples. **(5 points)**