


Roaring Twenties



Introduction

- Occurred during 1920s in America, Western Europe, and Canada
 - Period of sustained economic prosperity
 - Nation total wealth doubled between 1920-1929
 - "Consumer society"
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- A small, stylized illustration in the bottom right corner of the slide. It features a yellow background with several objects: a white toaster, a green bottle, a brown box filled with round fruits (like apples), and a silver key.



Consumer Society

- Advertising utilized to spread news of goods and appeal to customers
- Supermarkets sprang up to serve those living in cities
- Credit developed to allow people to purchase items: "Buy now, Pay later!"



Jazz Age

- Originated in New Orleans
- Fusion of European and African music
- Influenced youth to rebel against traditional culture



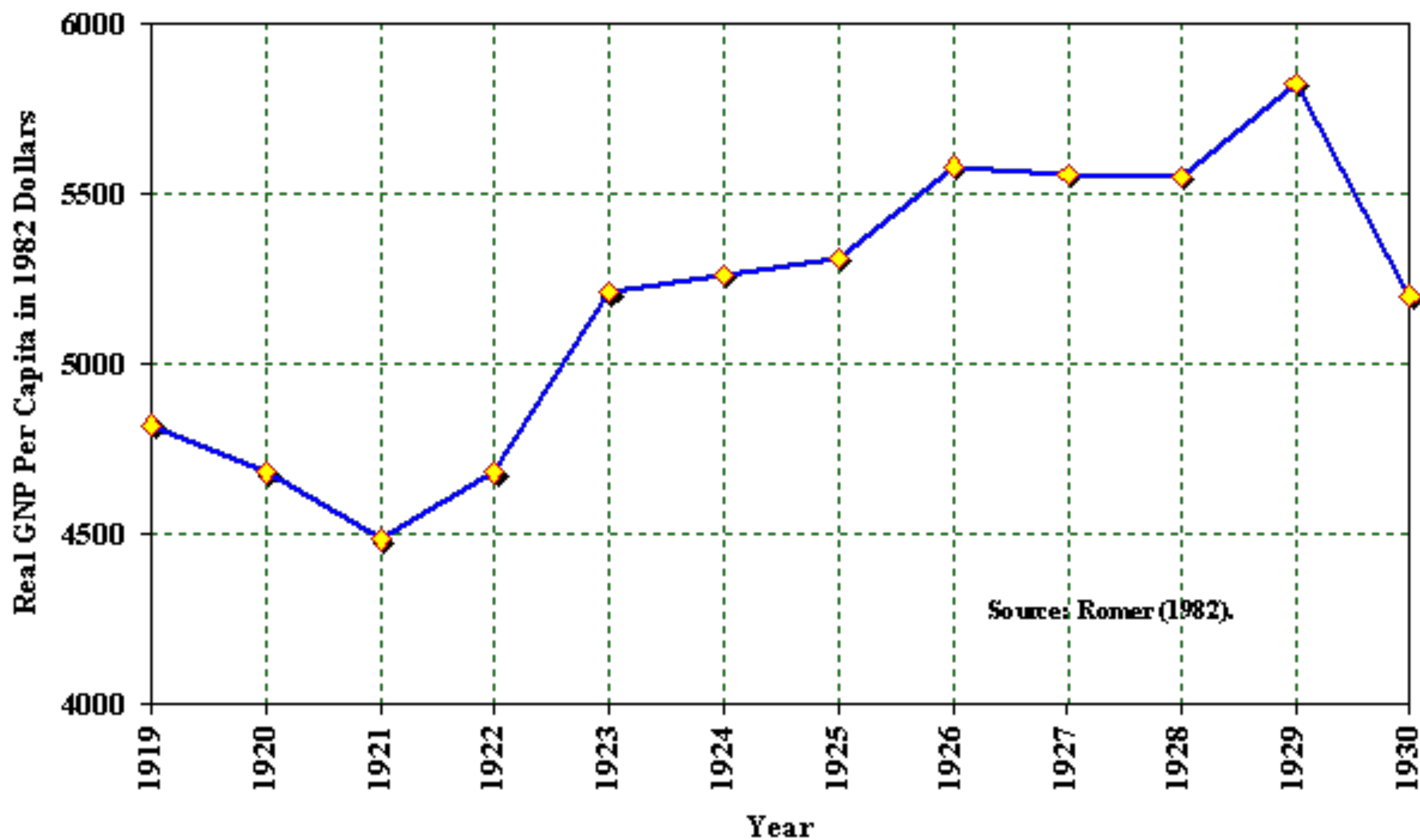
End-->Great Depression



- October 29, 1929: Black Tuesday
- People unable to pay back loans to bank
- Americans lost wealth and were left jobless

Economy

Figure 1: Real GNP Per Capita, 1919-1930



Effects

- Consumerism Culture
- Credit
- Buy Now Pay later

NRA
WE DO OUR PART

BURNS
*You Can Beat the Price Rise
If You Buy To-Day*

Prices
as Low as
\$149
Plus Tax
and Delivery

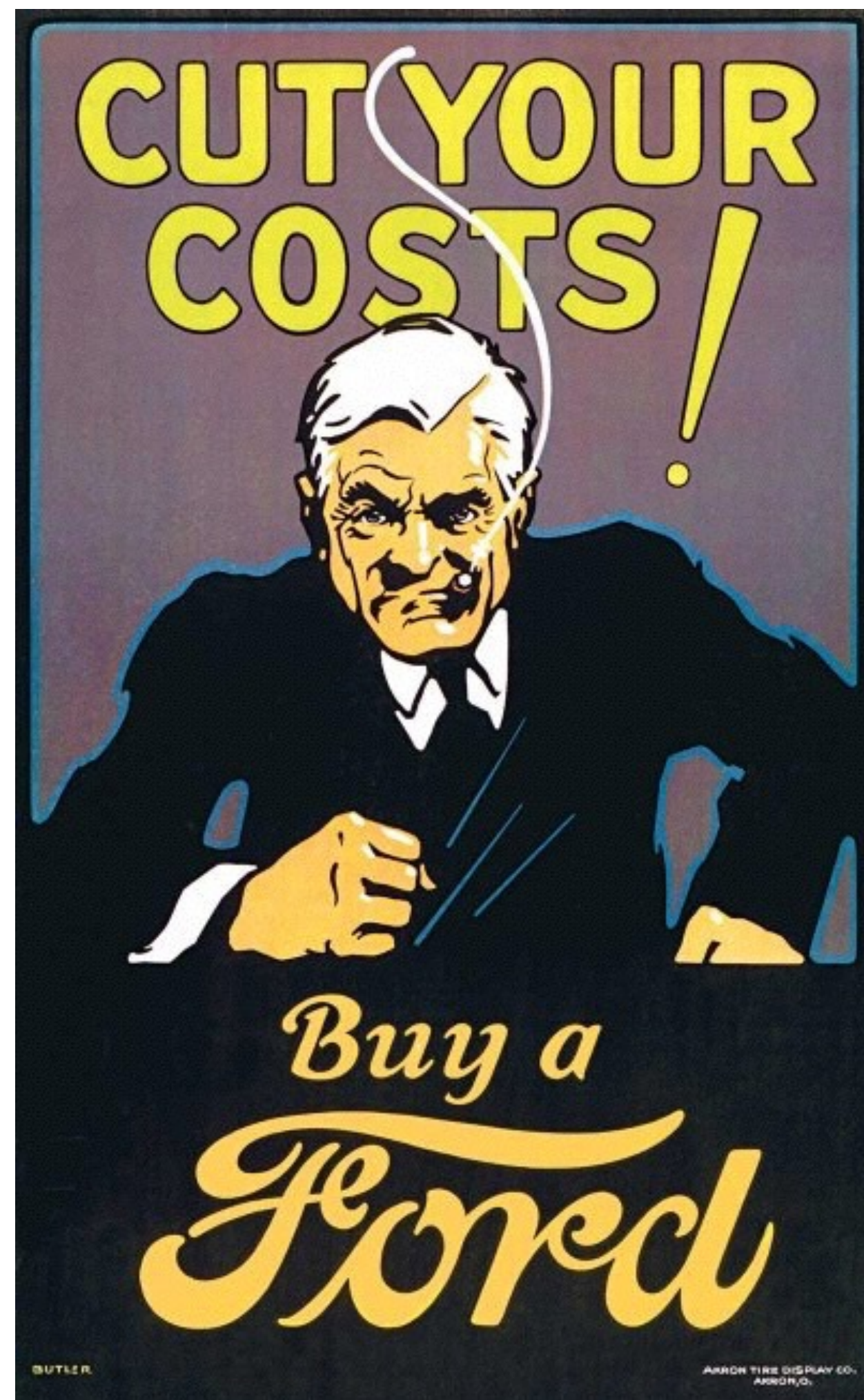
YOU can save money
if you buy your G. E.
now before prices rise.
Don't wait . . . tomorrow
may be too late.
Our easy budget plan
makes it easy to own one
now.

25c a Day After Small
Down Payment

JUDSON C. BURNS
508 Federal St., Camden 4668

Advertising

- New Techniques of Advertising
- Create demand
- Radio



Radio

- Frank Conrad start first station
make it main stream
- Idea of reaching million of
listeners



Household

- House wife role lessen because of new tech
- Super Market
- New Appliance



Key Changes of Roaring 20's

Automobiles and More

- Large scale demand of:
- Automobiles, telephones, electricity
- Changed lifestyle and culture of America



Movie Industry

- Movie industry experienced a boom with hollywood
- Downtown theaters raked in much profit



Jazz and Dance

- Jazz music experienced dramatic surge of popularity
- Clubs promoted this craze and a trend of dance



Harlem Renaissance and Literature

- Literary figures of Hemmingway and Fitzgerald criticize their current era
- Harlem Renaissance: period of Af-Am literary growth



Women

- Dramatic change of women in society
- Strived to have own careers

