

Consumerism

Radio



The entry of mass communication into American homes meant, among other things, the development of a mass culture. The same songs were heard across the country, news travelled fast, and heroes like Charles Lindbergh or Joe Louis were, in a new way, accessible to all. Technological refinements in radio continued.

Radios were originally created as a one-to-one method of communication. But in 1920 Westinghouse had an idea for selling more radios, a regularly transmitting station. He frequently played records over the airwaves for his friends, but he thought this could be a huge industry. On November 2, 1920, station KDKA made the nation's first commercial broadcast (a term coined by Conrad himself). They chose that date because it was election day, and the power of radio was proven when people could hear the results of the Harding-Cox presidential race before they read about it in the newspaper

Buying On Credit

These new technologies that were introduced into the market were far too expensive for a working class family. So the idea of "buying now and paying later" became prominent in American businesses. In the 1920s, Americans had bought 60 to 75 percent of cars, 80 to 90 percent of furniture, 75 percent of washing machines, 65 percent of vacuum cleaners, 18 to 25 percent of jewelry, 75 percent of radios, and 80 percent of phonographs on the installment plan. Consumer debt doubled between the 1920s-30s.

Buy Newest City Styles on Easiest Credit Terms

Our convenient credit plan of small regular payments, weekly or monthly, puts in your easy reach the world's latest styles—the same low spot-each price as the purchase of one item. Chicago stores pay, instead of one spot each payment, on a small sum weekly or monthly. In this way you can easily afford the very best of clothes. You can buy when you need them, and

Pay As Able

Berchard's clothes are the kind you will be proud to wear. They are newest style, fit perfectly and hold their shape longest because they are designed and made to the shape of the world's most famous tailors. Yet they cost actually less than inferior garments would cost at spot-each elsewhere. Our enormous business in Chicago and throughout the United States, added to our control of large manufacturing interests, enables us to offer you unusual value for your money.

Our Catalog of Fall and Winter Styles illustrates over 200 latest city models. Men's suits, overcoats, sportswear, shirts, shoes, sweaters, knits, party frocks, blouses, etc. When all kinds of women's wearing apparel. With our catalog we send samples of fabric, color, and trim. Blank, etc. Our catalog will save you money and give you a preview of the latest in no matter what your field is.



Automobiles

The line of an object will determine the color of the outline surrounding an object. The line of this box is dotted yellow. You can use the line of an object to make it stand out among colored backgrounds or give it a border.

Effects

The effects will give you the ability to add some design elements to your graphics. You can work with a variety of features that include shadows, bevels, outer glows, and 3D effects.

Household Appliances

Electricity became widely available in people's homes. This led to the mass production of household appliances that eventually turned into the modern day refrigerator, vacuum cleaner, washing machine, and more.

This led to:

- More competition for coal and gas companies because electricity became an alternative.
- Less reliance on servants because chores took less time/energy.
- Overall there was a strong emphasis on appliances decreasing work time for housewives.



Advertisements specifically targeted housewives because of how easy it made chores which were typically women's job.

These technological advancements revolutionized home life

FROM THESE TWO CHORES

Buy the New NORGE Gas Range Use the New Saving Gas-Saving ELECTRIC OVEN LIGHTER

YOU'LL NEVER LIGHT A MATCH!



Sources

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