## Technology and Consumerism of the 1920s (10.2)

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Consumerism and Credit

The rise of prosperity of the United States in the 1920s led to the emergence of American Consumerism. Consumerism is the theory that an increasing consumption of goods is economically desirable. During the 1920s, strong emphasis was placed on buying goods. American Consumerism increased during the Roaring Twenties due to technical advances and innovative ideas and inventions in the areas of communication, transportation and manufacturing. The age of mass production, which is the production of large amounts of standardized products, had arrived with the help of new strategies like the assembly line. An assembly line is a line of machines and workers in a factory that a product moves along while it is being built or produced (see image).

In order to keep up with the products being offered, Americans were encourage to move from the traditional avoidance of debt to the concept by buying goods on credit installments. Credit is the ability of a customer to obtain goods or services before payment, based on the trust that payment will be made in the future. An installment is a regular payment made towards a loan that was bought with credit. Installments continue until that debt is paid off. Mass advertising and marketing techniques via the 1920's newspapers and the radio saw a massive increase in sales via easy consumer credit.
J & J BAND-AID
FOR CUTS AND MINOR INJURIES
The New First Aid—Have You Tried It?
Cut off piece you need
Remove protective covering
Apply to the wound
An Adhesive Bandage with an Absorbent Center
Economical Handy Aseptic

"TAKES ALL THE DRUDGERY OUT OF WASHING DAY"
Read what Mrs. Wheldon of Ferryhill, Durham, writes about the marvellous
New HOOVER ELECTRIC WASHING MACHINE
"I have been using my new Hoover Electric Washing Machine," writes Mrs. Wheldon, "and I would like to say what a grand little machine it is. I am absolutely delighted with its performance. It certainly does all you claim for it and has taken all the drudgery out of washing day."
"It is a worthy companion to my Hoover Cleaner."
Demand for the Hoover Electric Washing Machine is very heavy so order now from your Authorised Hoover Dealer. Small enough to stand under average draining board, yet does full weekly wash for a large family. Works on entirely new principle. Extremely gentle with the clothes. Economical with soap—

£25 Plus £6.5.0 purchase tax
And it's made by HOOVER Trade Mark
MAKERS OF THE WORLD'S BEST CLEANER
The big moment!

The first impression tells the story. Start the dinner right and it’s almost certain to be a success. Begin with a spicy plateful of Campbell’s Tomato Soup and see what a glow of pleasure goes round the table. You can count on everybody liking

Campbell’s Tomato Soup

Nature seems to have singled out the tomato as one of her special pets and only the flawless, juicy, ruddy fruit is used in Campbell’s. With a rich tomato puree are blended velvet creamery butter, glistening granulated sugar, tasty herbs and spices—a pleasure you cannot resist!

21 kinds  12 cents a can

**Campbell’s Soups**

*For every taste and every occasion*
In Handling the
"American Beauty"
You Handle
THE BEST IRON MADE

The following points are convincing reasons for its ready sale:

—it has a cutaway nose
—it has an extra large ironing surface
—it is perfectly balanced, does not tire the arm or wrist
—it has a comfortable, always cool wood handle that fits the hand
—it has a very flexible cord

—it has a detachable switch plug that enables you to regulate the heat as you wish
—it is just the right size, shape and weight
—it has a bottom that is machine milled and polished as smooth as glass
—it is made on the unit plan

American Electrical Heater Co.
Oldest and Exclusive Manufacturers
DETROIT - - - U. S. A.
Be Sure it is a Frigidaire!

There are now more than two hundred thousand users of Frigidaire Electric Refrigeration. And these users are telling their friends and neighbors that Frigidaire has brought to their homes and places of business a measure of convenience and economy unequaled by anything they have ever known.

You have heard of Frigidaire—of the constant, dependable and economical service it renders, of the better way in which it keeps all foods, of the convenience of the ice it makes and the desserts it freezes.

You are probably thinking now of electric refrigeration for your own home. Be sure, when you do buy, that you get a genuine Frigidaire. Look for the name itself—you'll find it on every Frigidaire. It identifies the product of General Motors. It is your assurance that you will enjoy the combined advantages which only Frigidaire can give.

Frigidaire is sold on the convenient General Motors deferred payment plan. Metal cabinet Frigidaires are priced as low as $245; mechanical units for installation in ordinary ice-boxes as low as $190. All prices F.O.B. Dayton.

DELCO-LIGHT COMPANY, Dept. Y-35, DAYTON, OHIO
Subsidiary of General Motors Corporation
Easier to handle—safer to drive

The driving control of the Ford car is exceedingly simple, yet always dependable. It effectively reduces the possibilities of accidents—particularly in crowded city traffic. Foot pedal gear changing, powerful brakes, short wheelbase and full visibility, afforded by the all-steel body construction with narrower pillars and large plate-glass windows, are important reasons why Ford owners enjoy such security. Let the nearest Authorized Ford Dealer explain the many features of Ford cars and demonstrate their easy handling. Get full particulars about convenient time payment plans.

FORD MOTOR COMPANY, DETROIT, MICH.
Thanks to the Smedley Fresh Freezing Principle, these and many other Summer-time Fruits and Vegetables are available now, fresh, because they were quick-frozen as soon as they were picked; economical because they are ready cut, or sliced or shelled (you do not pay for what is thrown away). And they are sold at fixed prices.
PRICED LOWER THAN OTHER RADIOS WITH FEWER TUBES AND WITHOUT TELEDIAL!

(PATENT PENDING)

"SELF-TUNING" RADIO WITH "VIOLIN-SHAPED" CABINET

NEW Grunow "TELEDIAL TWELVE" ONLY $99.95

A 12-Tube Set . . . Metal Tubes . . . 12-Inch Speaker . . . All-Wave, All-World Reception . . . Patented "Violin-Shaped" Cabinet.

• Not only the greatest radio value that we have ever offered . . . but also the biggest thrill, the outstanding radio sensation in years!

TELEDIAL! Think of it, automatic tuning is here at last! 15 stations in 15 seconds . . . a flick of the finger to tune out one station and bring in another with hair-line accuracy. Absolute silence between stations!

We want you to hear this exciting new Grunow achievement. Come in or call us for a FREE HOME TRIAL!

AND NEW Grunow "ELEVEN" ONLY $69.95

An Eleven-Tube Radio at the Price of a "Six"! All-Wave, All-World! Metal Tubes! 12-Inch Speaker . . . "Violin-Shaped" Cabinet.

Quality Jewelers for Fifty Years

GOLDMAN'S

1107 WALNUT STREET TWO STORES

646 MINNESOTA AVE

Open Saturday Till 9 P.M.
WILLSONITES on the water

WILLSONITES on the street

WILLSONITES on the beach

...for everything "under the sun" wear WILLSONITES with the scientific cool green lens...the whole year 'round.

WILLSONITE Sun Glasses

WILLSON PRODUCTS, INC. • READING • PENNSYLVANIA

Established 1872 — Makers of industrial goggles, gas masks, helmets, respirators and sun glasses — safety and eyeglass types. Write for FREE Booklet "Proper Eye Care for Sun and Chlora."
MRS. LEVITTOWNER:

HERE'S YOUR DREAM COME TRUE!

THE FAMOUS

EUREKA DISPOS-O-MATIC

NO MESS! NO CAN!
NO GARBAGEMAN!

When you install the sensational new

EUREKA WASTE FOOD DISPOS-O-MATIC

$119.95 INSTALLED
Here!
At your Grocer's Today!
Wonder-Cut Bread
TEN DAYS FREE TRIAL!! in your own home on
THE SUPERB NEW
EUREKA VACUUM CLEANER

Here is a wonderful offer! If you telephone or send us the coupon we will de-
liver to your door on 10 days' free cleaning trial, a brand new improved 1922
model Eureka—the same superb Eureka that is creating a sensation wherever
it is seen or used. This sensational new model embodies refinements which
were developed by 12 years' research and which make the new Eureka
without question the most efficient, durable, and beautiful vacuum cleaner
human skill has ever produced.
Remember we loan you this superb improved model for 10 days free! It
won't cost you one penny! We pay delivery charges. We want you to use
this wonderful cleaner and see for yourself how superior it is. We want you
to use it as if it were your own—without the slightest obligation to buy.

This Offer Expires May 13th
Don't delay! This special free trial, easy payment offer expires sharply at 6
P.M., May 13th. Only a limited number of these new models will be placed
on this generous plan—which is simply a special arrangement to permit all
women to test the wonderful cleaning power of the superb new Eureka.
Simply send us the coupon with your name and address or telephone us.
Use a post card if you wish. And the cleaner comes to your own door for
your own use on 10 days' trial absolutely without cost.
Use it on the rugs and carpets and see them take on a positively new appear-
ance! Use the easy extension attachment on the portiers and hangings—
on the upholstery, the mattresses and pillows. Test it every way you can.
See how marvelously it cleans and how much time it saves!

ONLY $5.00 DOWN
If you decide to buy after 10 days' Free Trial
Balance Easy Monthly Payments

Act now! Fill in the coupon or telephone or send us your name and address.
Avail yourself of this generous offer which expires sharply at 6 P.M., Satu-
day, May 13th. Learn about the special easy payment plan. Make the
test without any charge or obligation. And if you want to keep the cleaner
you will get the rock-bottom price on this superb new fully guaranteed
model. Don't delay! Your time is limited! Clip the coupon at once!

EUREKA VACUUM CLEANER CO.
THREE METROPOLITAN STORES
NEW YORK: 31 West 42nd Street, Vanderbilt 4541-2
BROOKLYN: 346 Livingston Street, Sterling 4616-7
NEWARK: 22 William Street, Market 9418

Phone Nearest Store
or Mail This
Coupon
Today!

Free Coupon Offer
EUREKA VACUUM CLEANER CO.
New York, NY 10018

Absolutely free to us and at once details of your
great free trial offer and easy payment plan.

Name

Address

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