

## **US History**

### **Social & Political History of the 1920s**

#### **Learning Targets:**

*I can examine the emerging economy of the 1920s and the innovations that came along with prosperity.*

#### **7. The Creation of a Consumer Culture**

- Henry Ford marketed the price of his Model T with few options
- Companies like GM began to market progress and luxury in their cars

#### ***Installment Plans –***

- Allowed consumers to pay for cars over time
- Developed to allow consumers to buy more expensive cars than they could afford
- Soon spread to many other new products

#### ***Planned Obsolescence –***

- Manufacturers made products to go out of style and be replaced often
- GM was the first company to introduce yearly model changes and trade-ins
- Many Americans went into deep debt updating cars, cloths, and appliances

#### ***Advertising –***

- Fueled the desire for cars and goods in the 1920s to today
- Ads found in magazines, newspapers, billboards, and especially radio
- Advertisers employed several techniques –
  - Played on hopes and fears – Milk would warn of malnutrition
  - Slogans, Jingles, and Testimonials, especially celebrity

#### ***Retail Chains –***

- Large national retail stores began to develop to meet growing demand
- Chain grocery stores were the first to pop up
- Began to replace local corner markets