

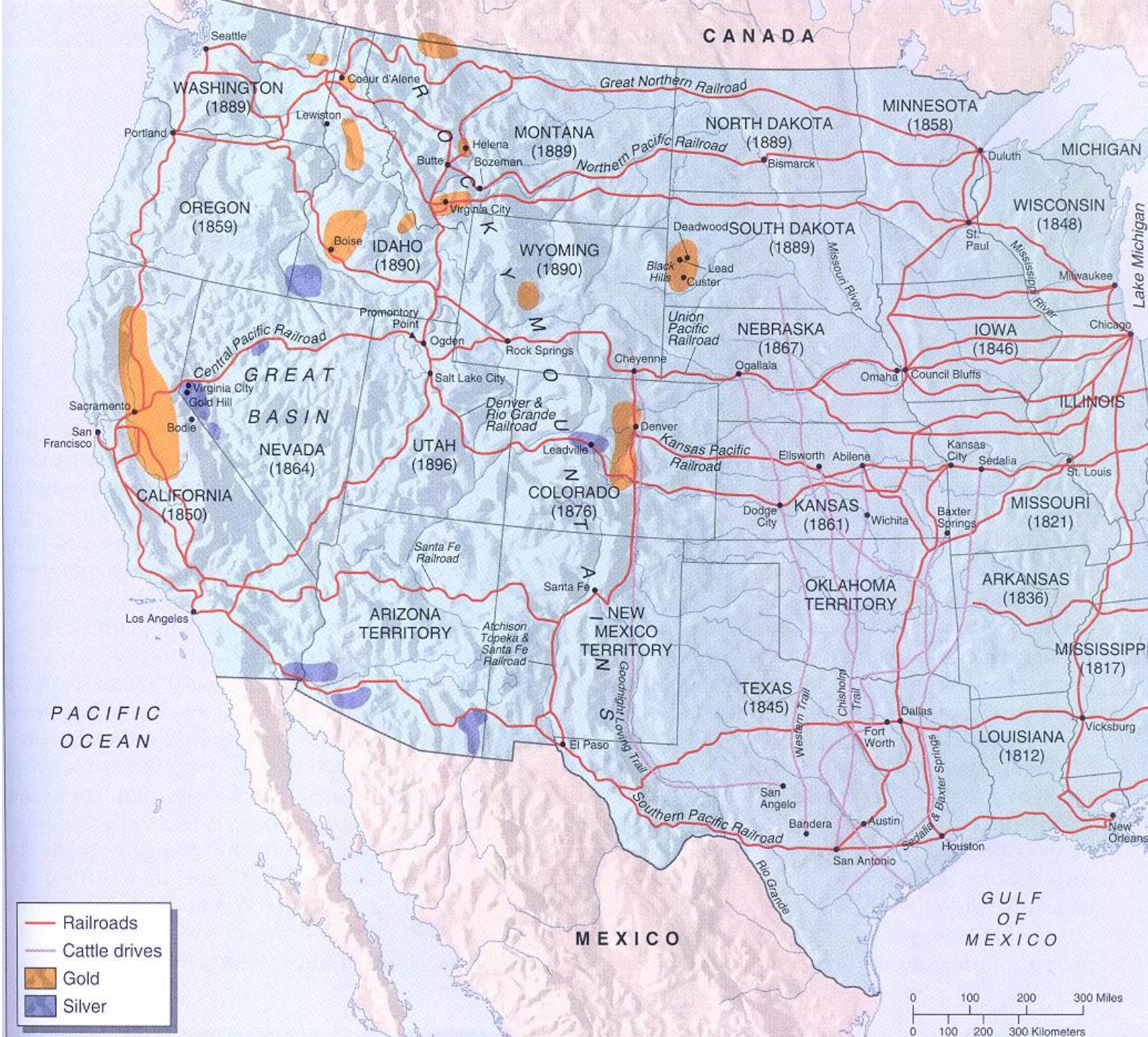


	<b>1890</b>	<b>1990</b>
<b>Population:</b>	63 million	249 million
<b>Whites:</b>	87%	83%
<b>median age:</b>	22	32
<b>male life expectancy:</b>	46	71
<b>female life expectancy:</b>	48	78
<b>defense expenditure:</b>	\$67 m.	\$329 billion
<b>active duty military:</b>	39,000	2 m.
<b>w/right vote:</b>	27%	76%
<b>percent voting:</b>	75	55



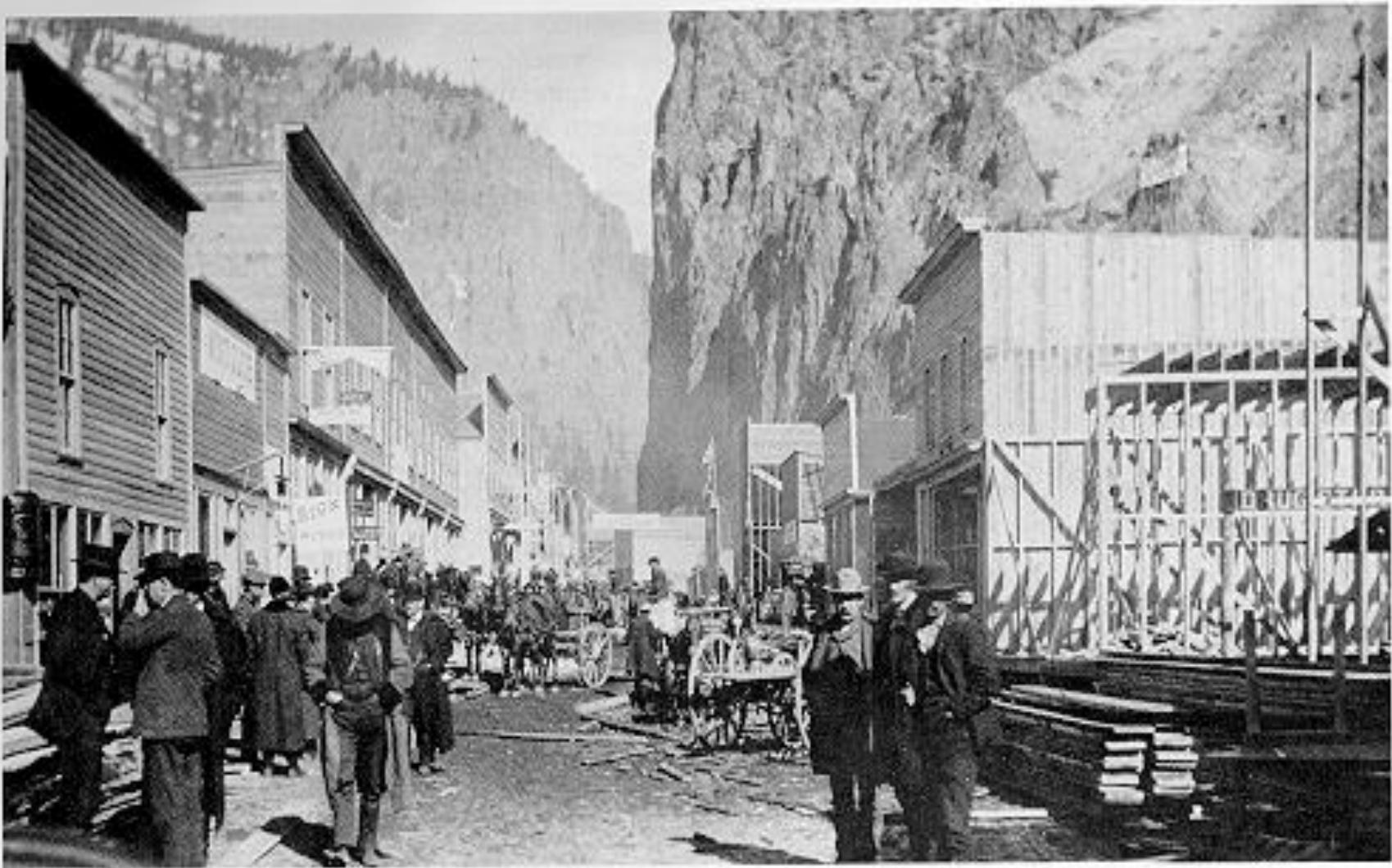
Forest	Grass	Desert
Woodland	Tall grass	Sage brush
Deciduous	Short grass	Creosote bush
Coniferous	Mesquite grass	Margin of semi-arid West (20" rainfall)
Mixed		

0 100 200 300 Miles  
0 100 200 300 Kilometers

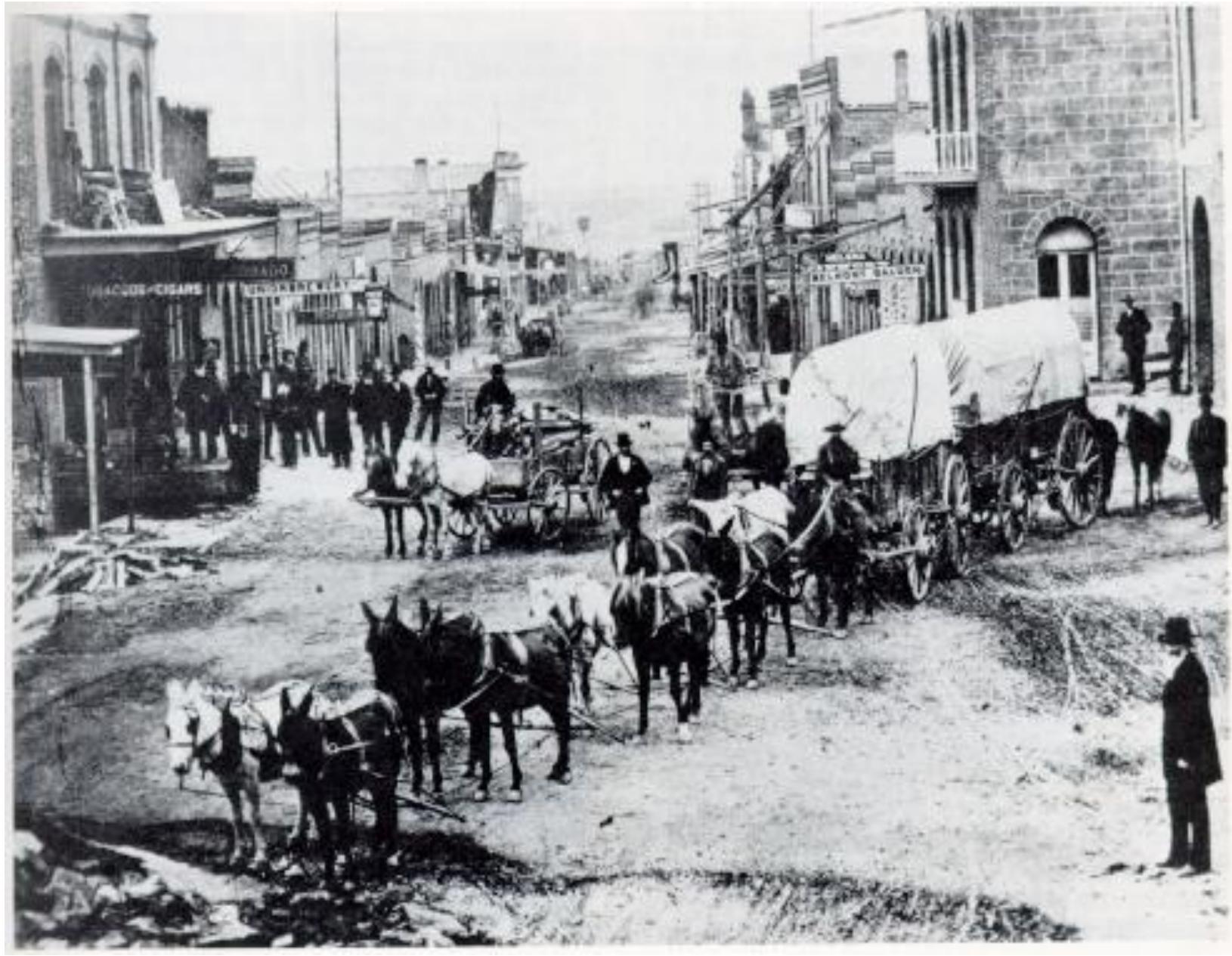


- Railroads
- Cattle drives
- Gold
- Silver

0 100 200 300 Miles  
0 100 200 300 Kilometers



Alder Gulch, Montana Territory (1863)



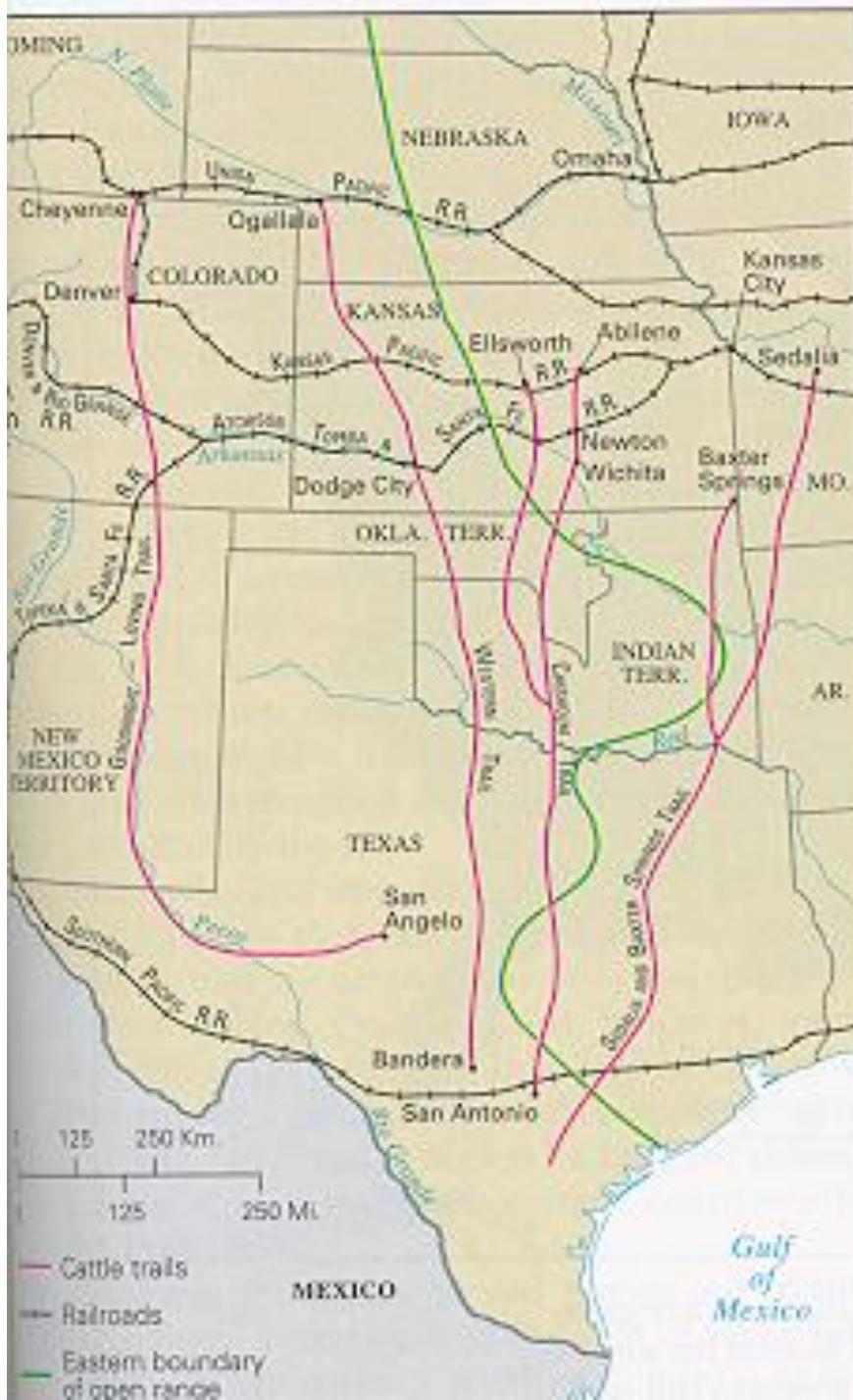
Helena, Montana Territory











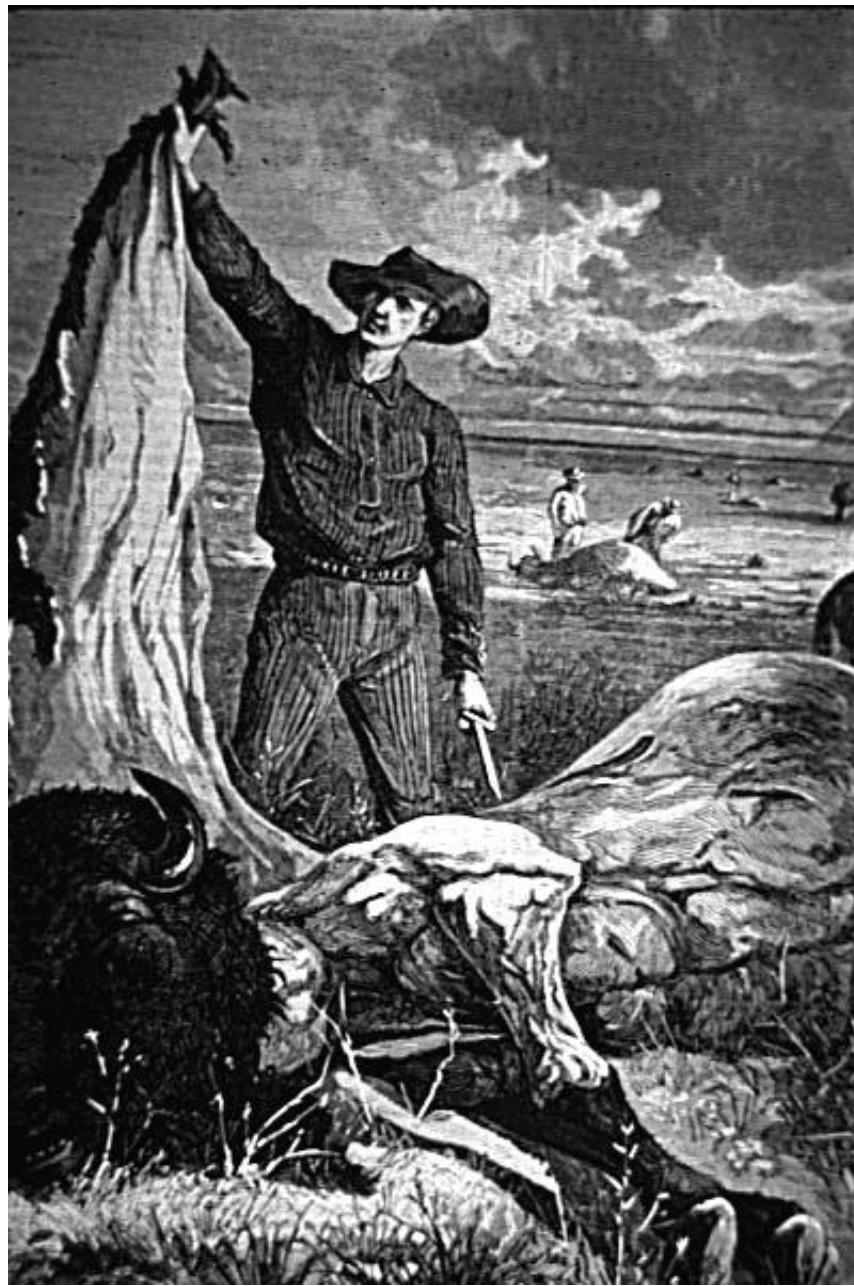








Buffalo herd painting (1860s)















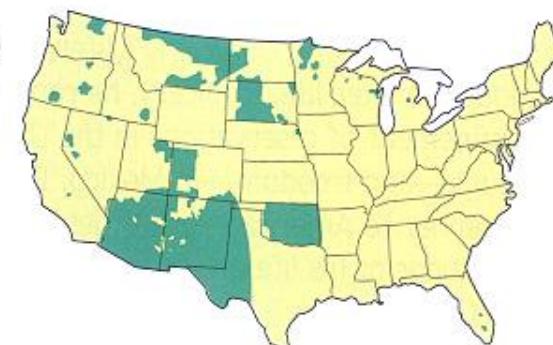


1790

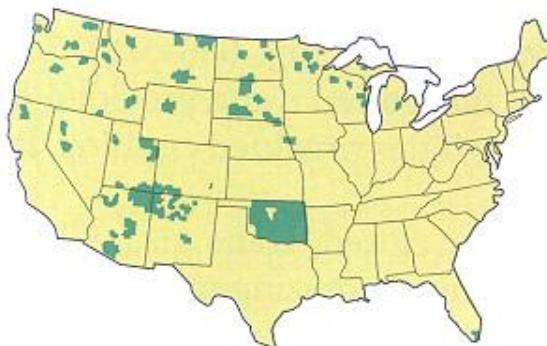
The Indian Removal Act of 1830 eliminated all Indian land rights east of the Mississippi River.



1860



1880

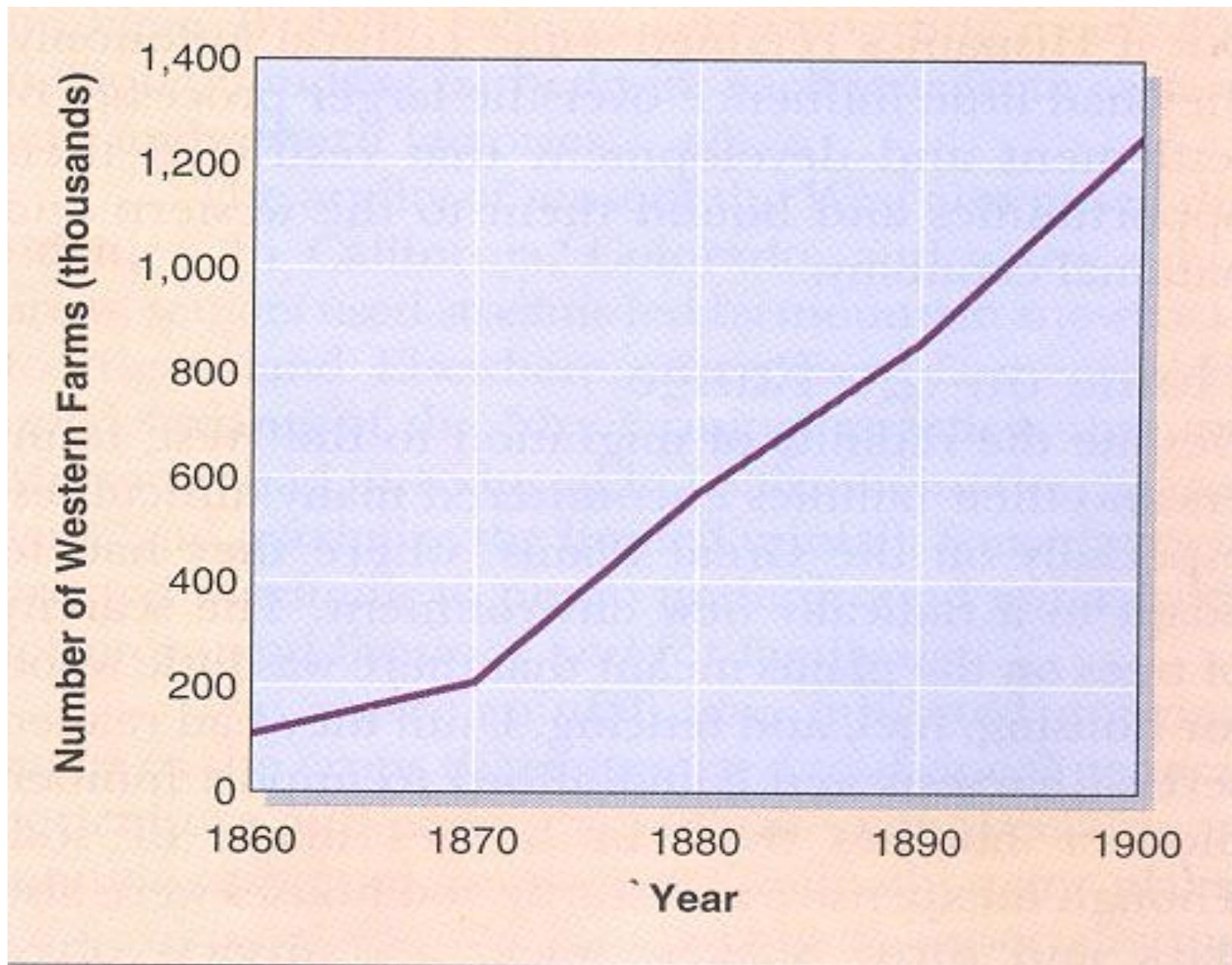


1890

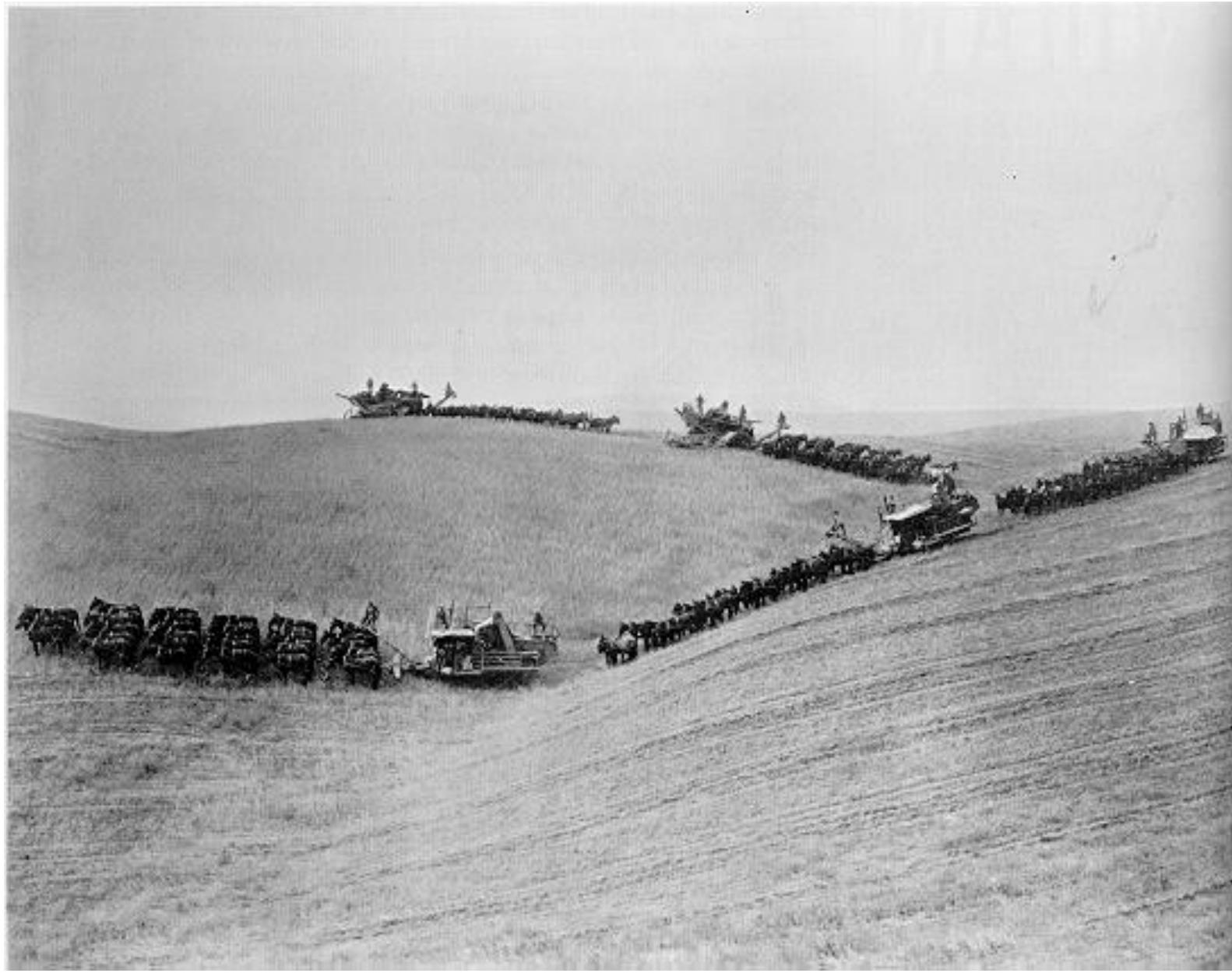
The Dawes Act in 1887 changed common tribal lands into individual allotments. Nearly 90 million acres of tribal land were lost before the act was repealed in 1932. Since then, through court battles and federal recognition of old claims, some Indian lands have been restored to the tribes.



2000





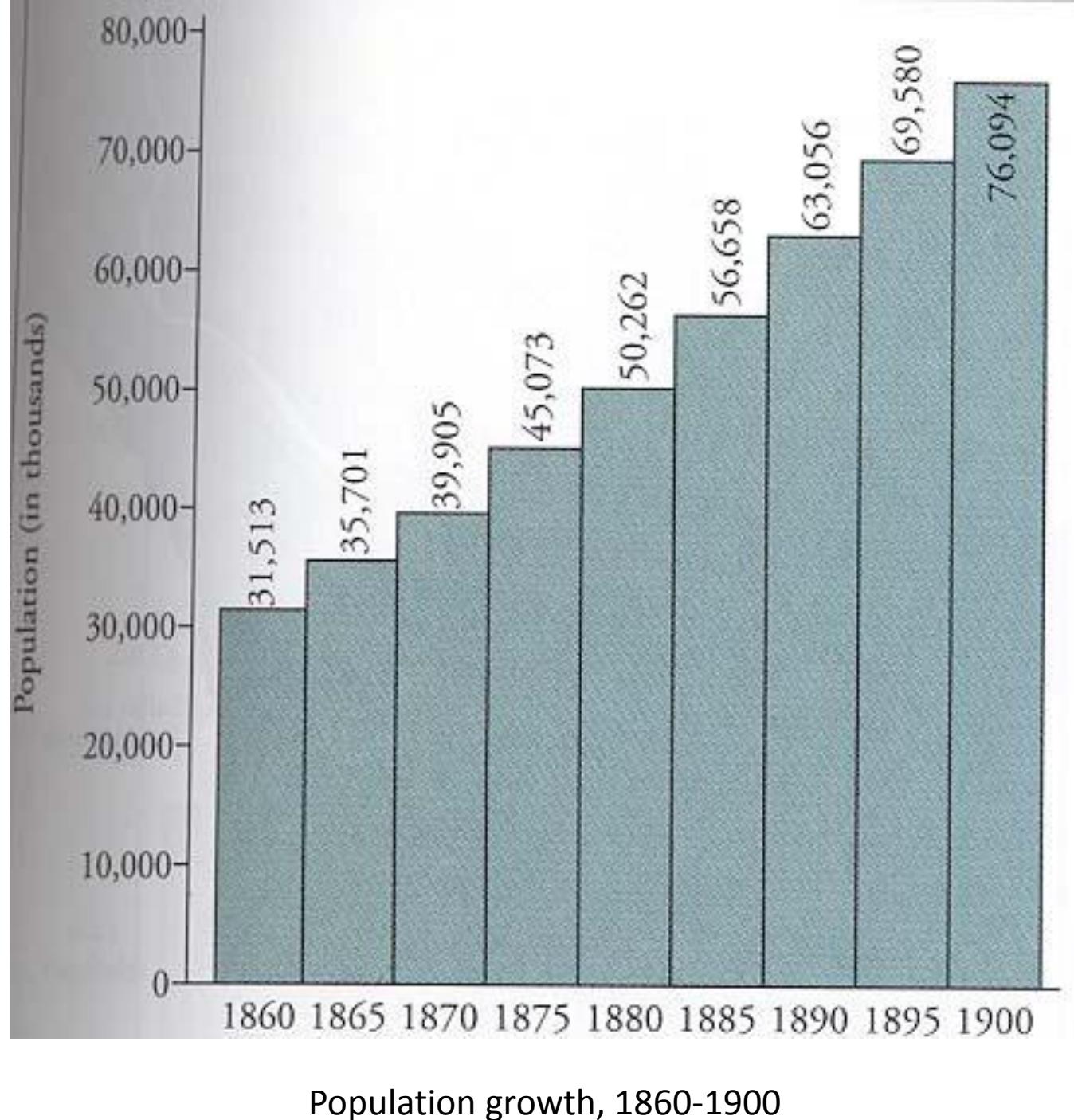




# **The Gilded Age**

**(1865-1896)**

**The Industrialization of America**

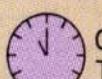




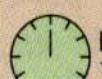
Pacific  
Time



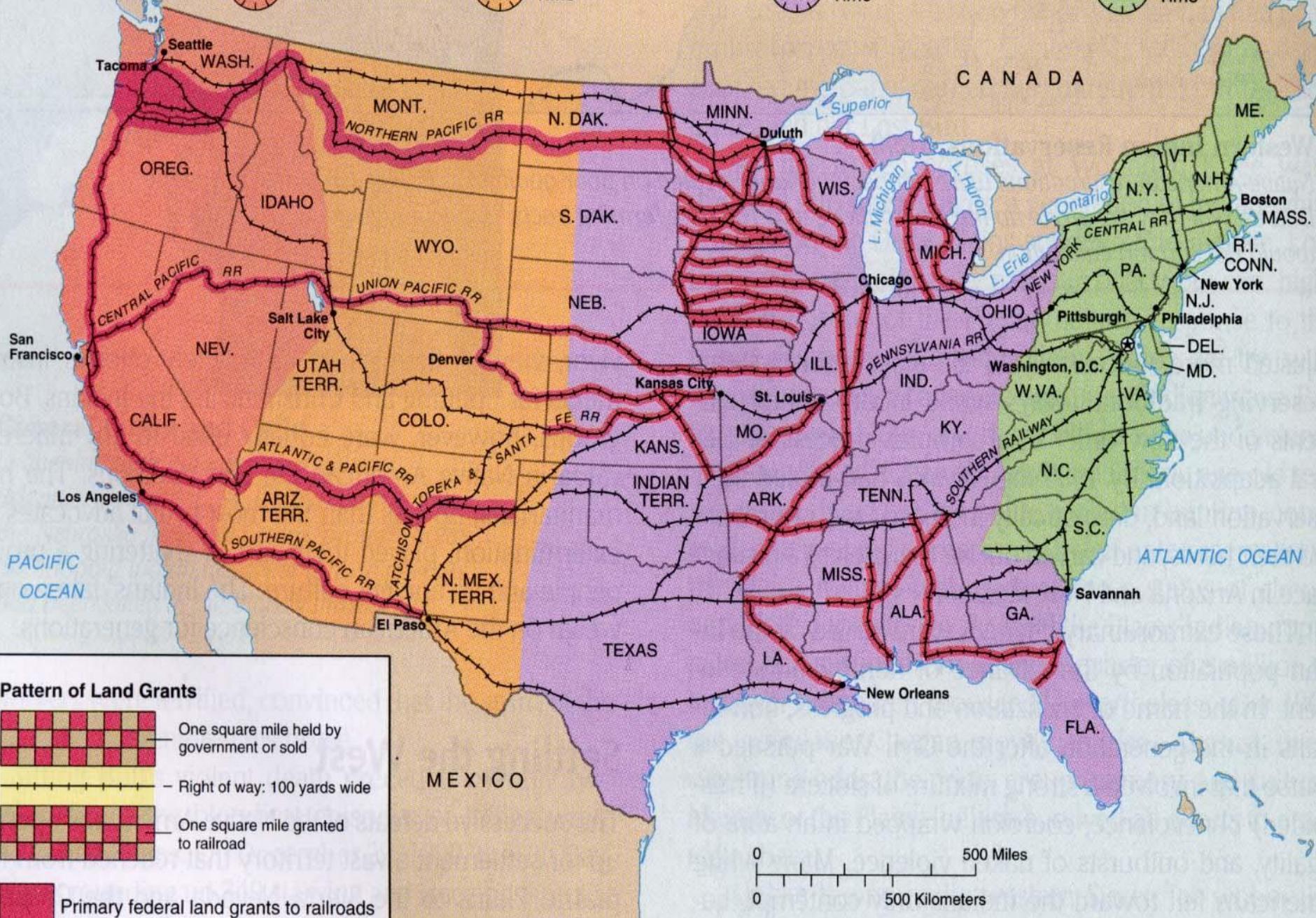
Mountain  
Time



Central  
Time



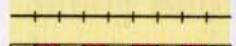
Eastern  
Time



### Pattern of Land Grants



One square mile held by government or sold



Right of way: 100 yards wide



One square mile granted to railroad

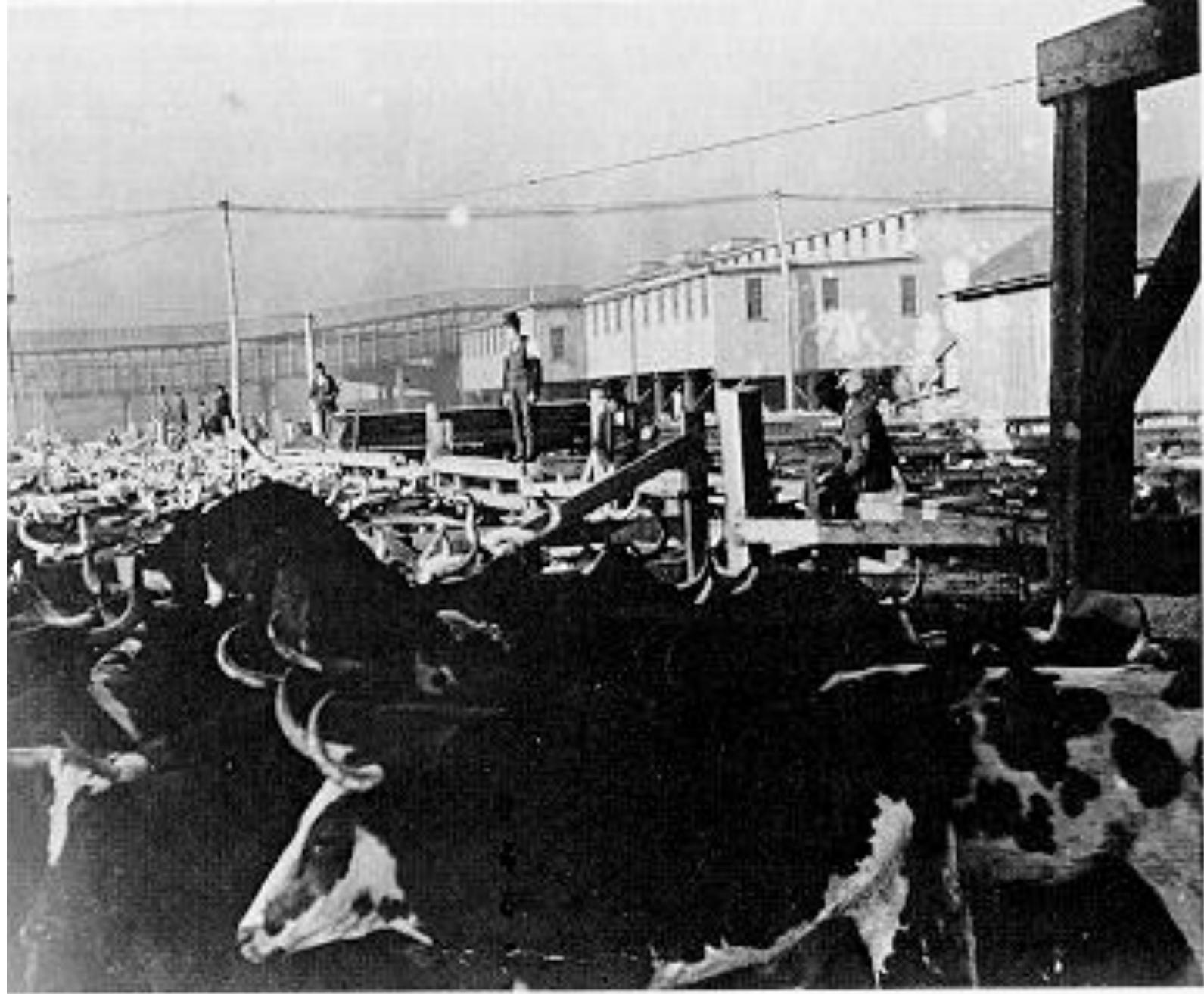
Primary federal land grants to railroads



Telephone operators



Technological advances, the Brooklyn Bridge under construction



Chicago's stockyards



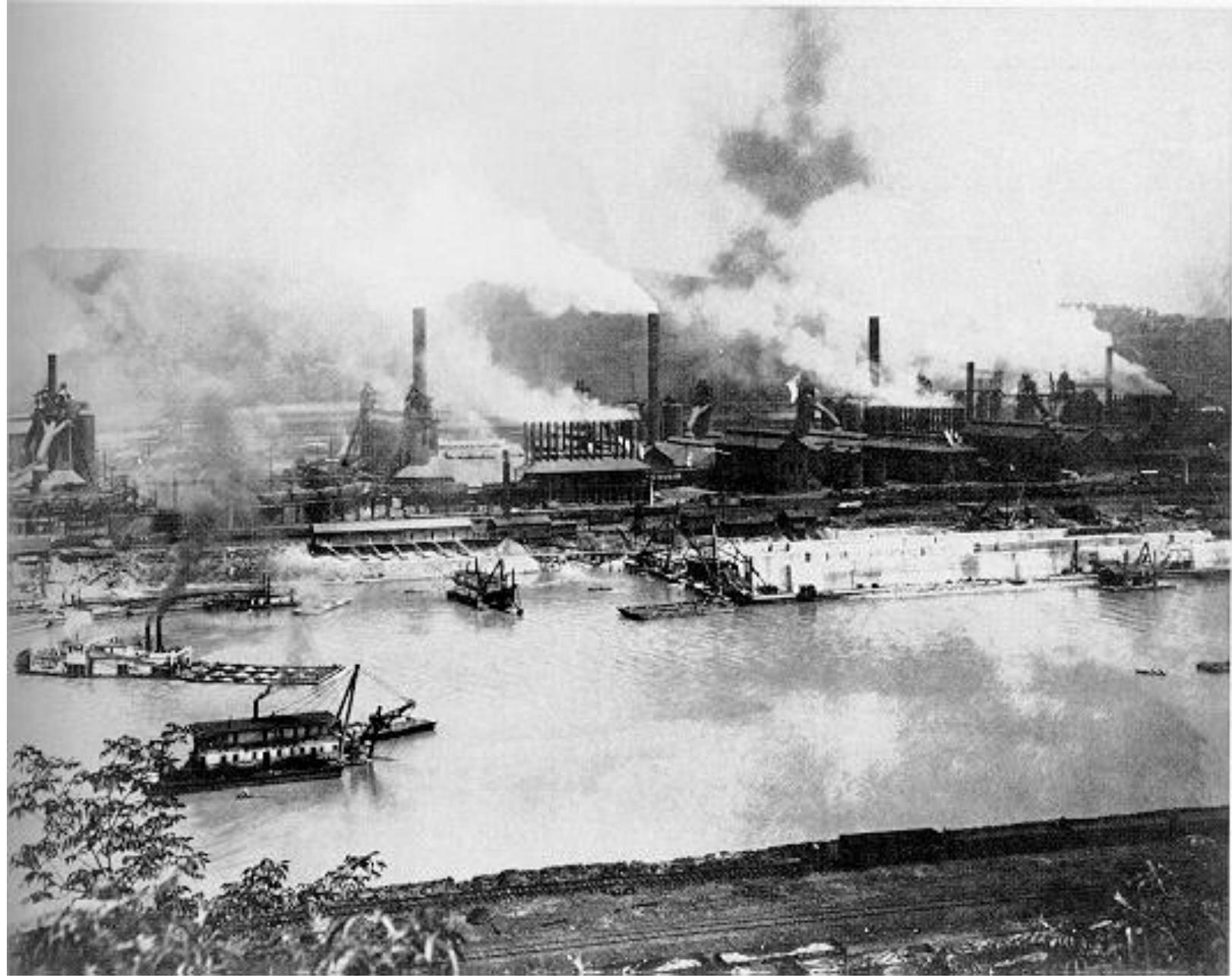
Swift's "disassembly line" of meatpacking



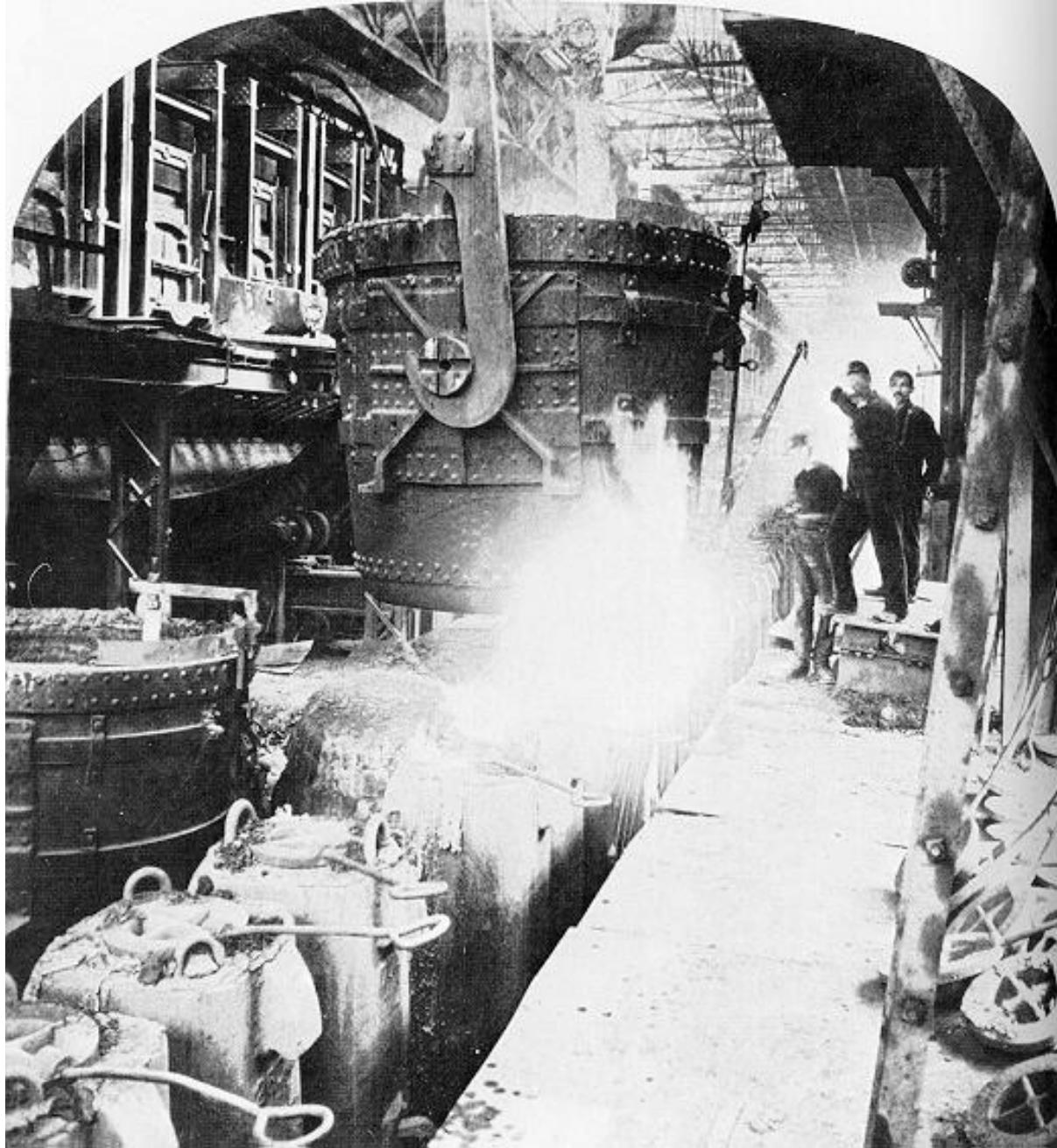
Thomas Edison in Menlo Park lab



Andrew Carnegie



Carnegie's steelmill at Homestead, Pennsylvania



Work inside Carnegie's steelmill

**5** Sale to consumer

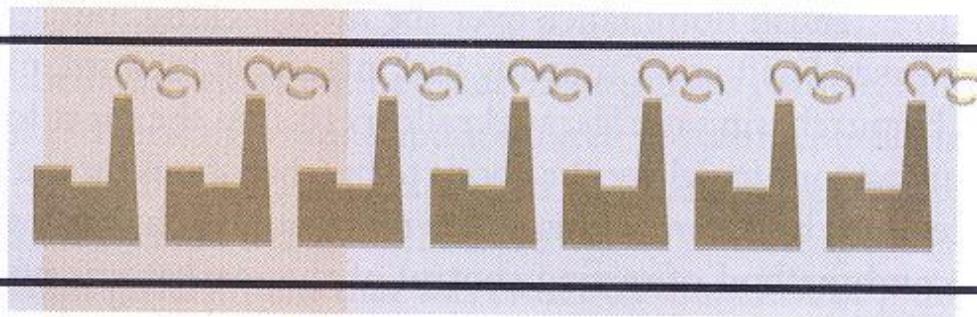


**4** Transportation

(finished products go to retail stores)



**3** Processing (refineries transform crude oil into kerosene, lubricating oil, and paraffin)



**2** Transportation

of raw materials  
(crude oil moves to refineries)



**1** Production of raw materials

(oil is pumped out of the ground)



Horizontal integration

Vertical integration

● Steps in petroleum production/distribution



Pennsylvania oil fields in the 1860s



John D. Rockefeller

**5** Sale to consumer

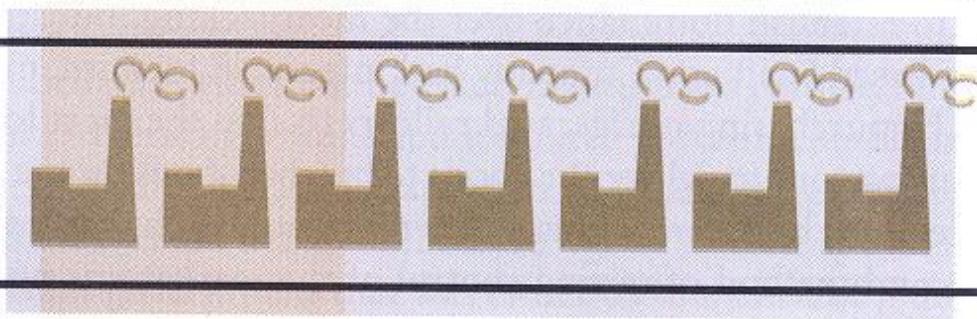


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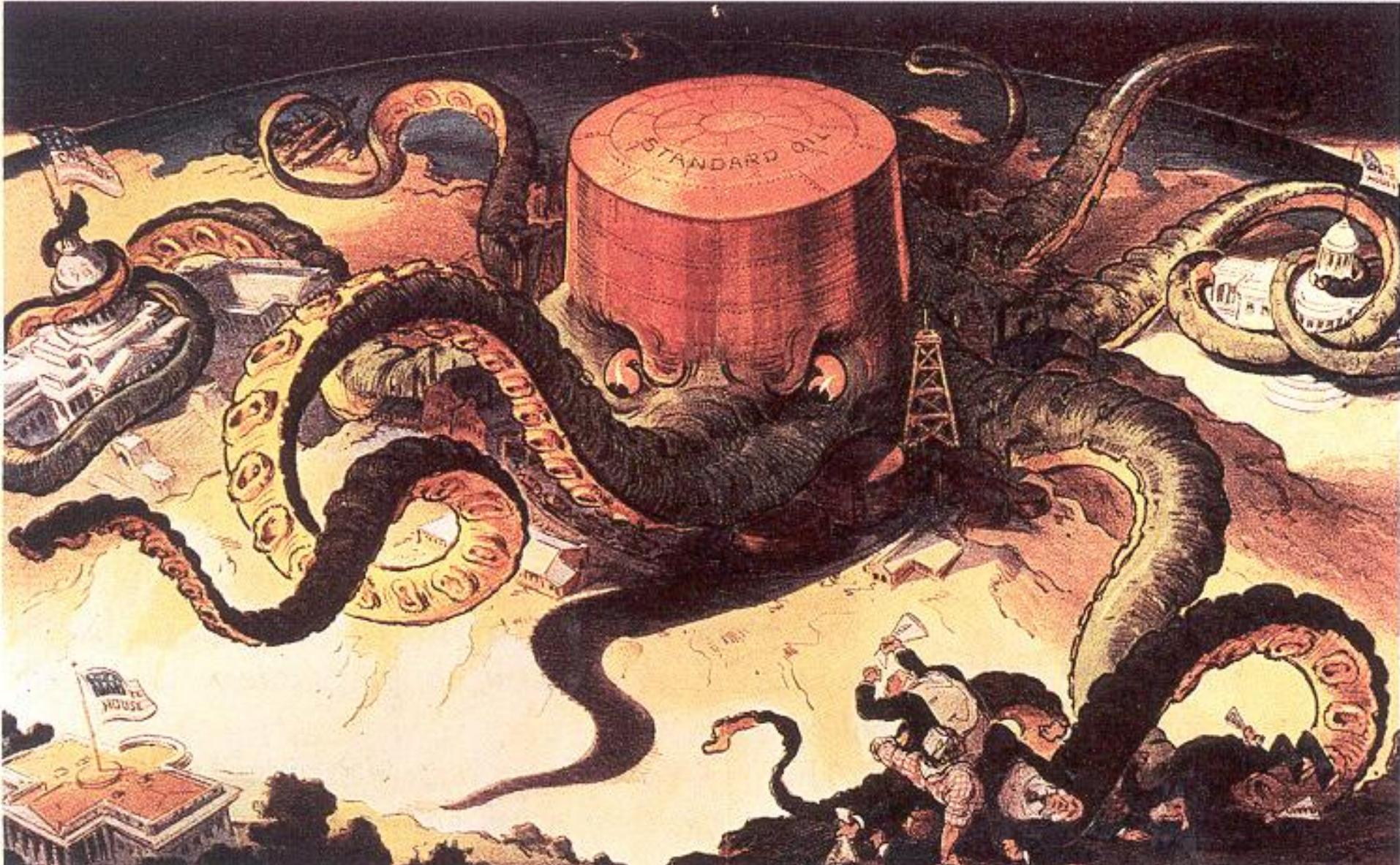
(oil is pumped out of the ground)



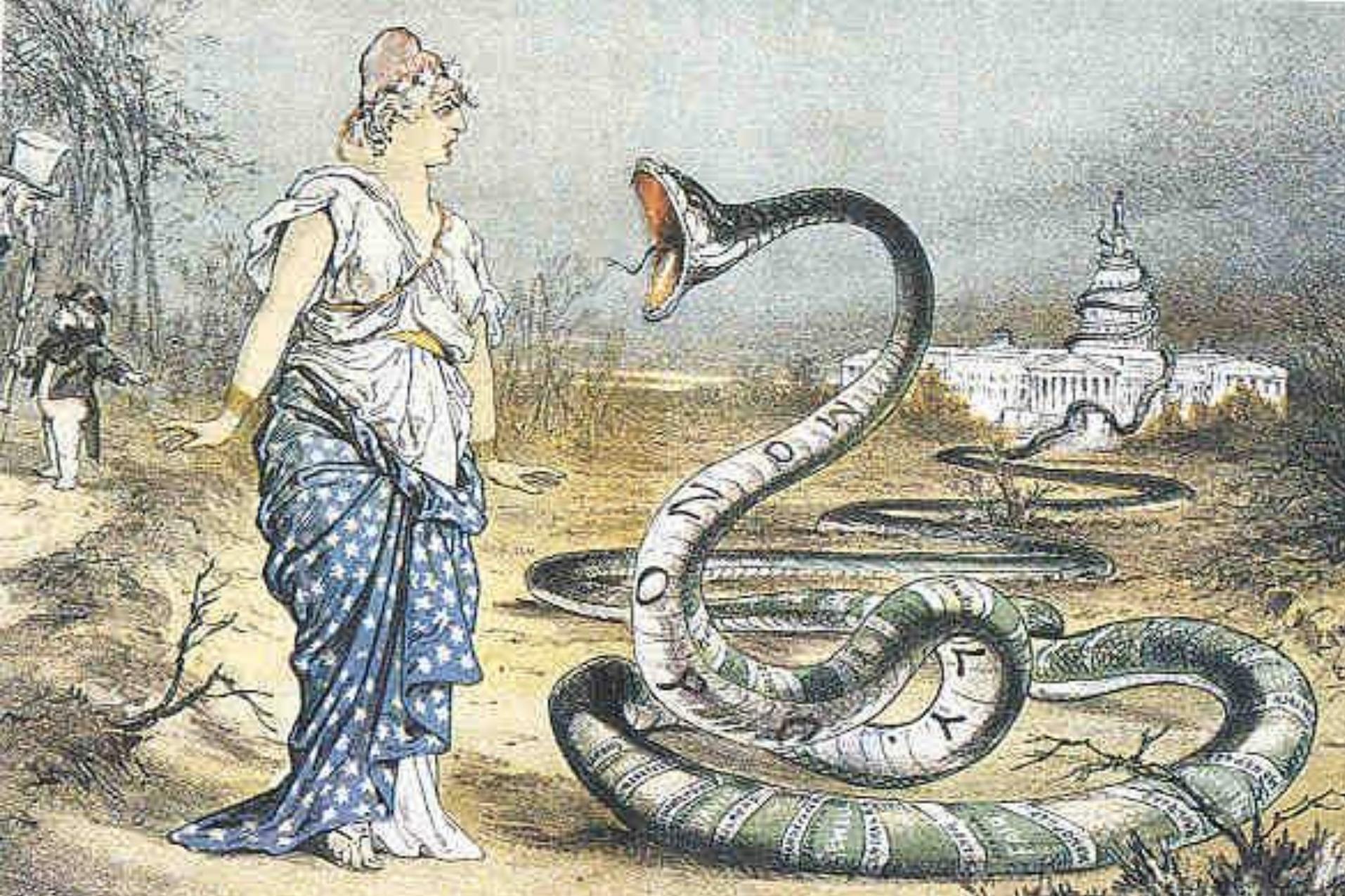
Horizontal integration

Vertical integration

● Steps in petroleum production/distribution



Many believed that Rockefeller's Standard Oil monopoly exercised dangerous power: here seen an octopus threatening Congress, taxpayers, state legislatures and reaching for the White House.

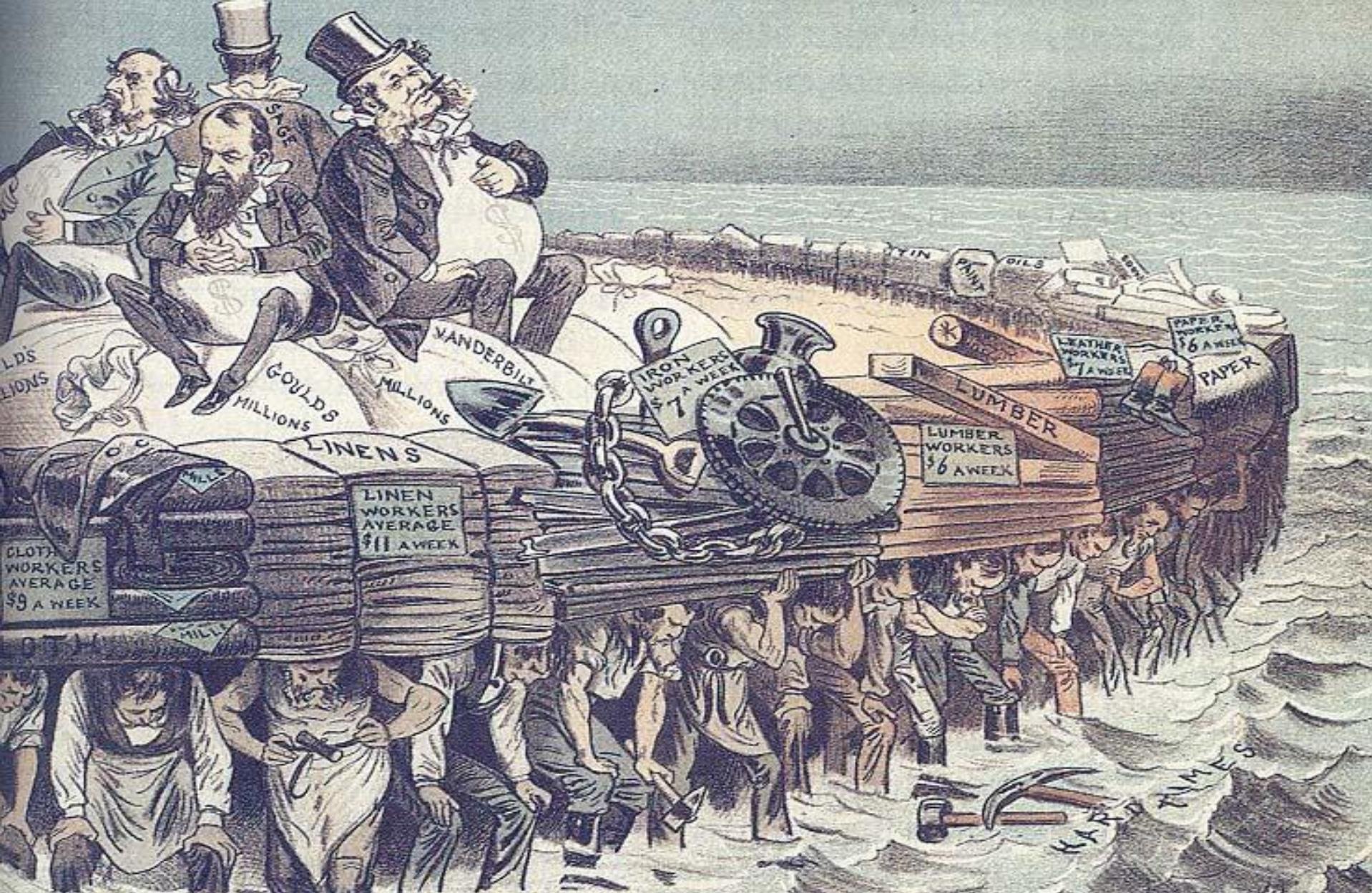


This cartoon expresses the widespread concern about the harmful effects of monopolies in the late 1800s

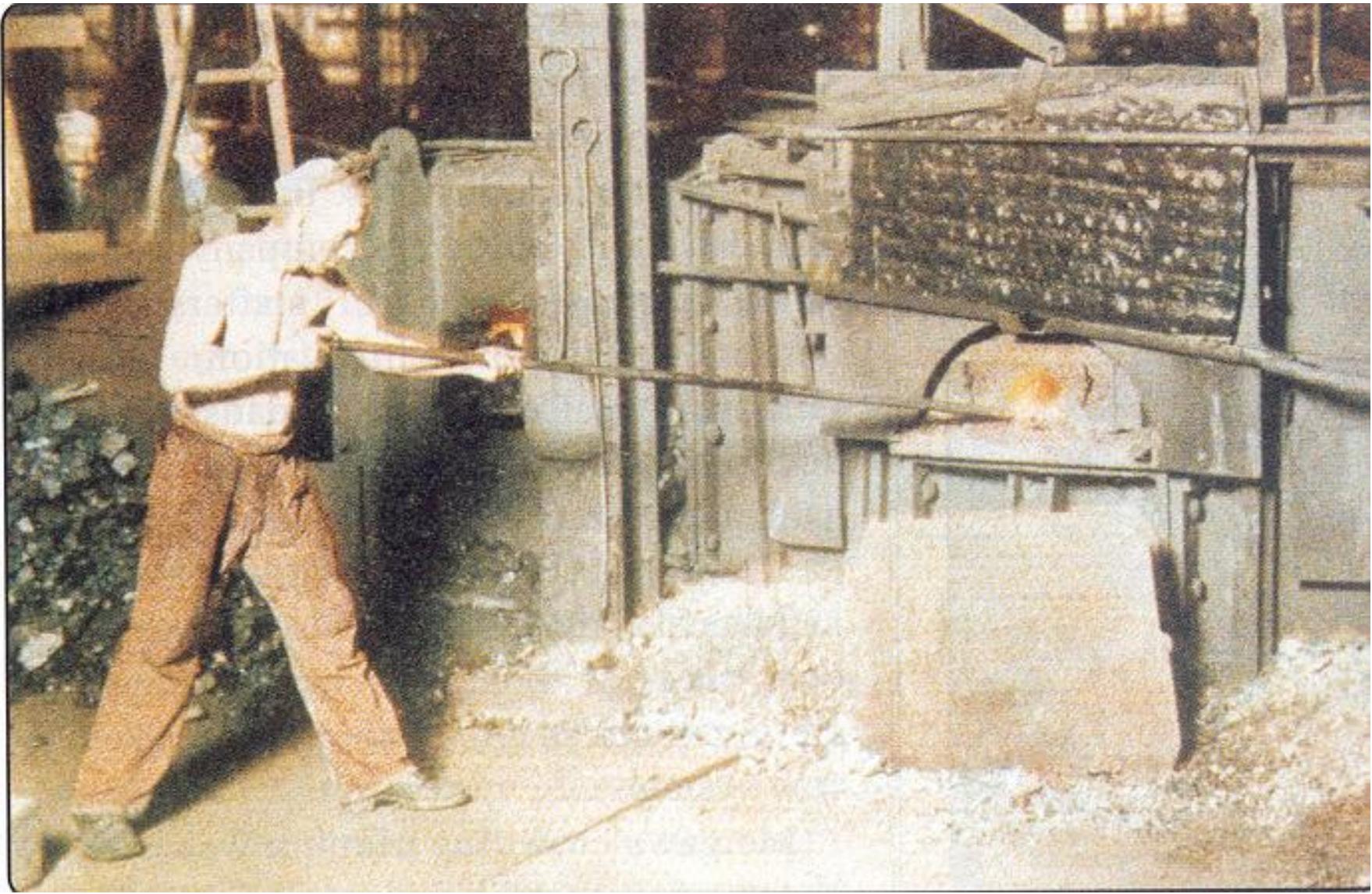
What are the necessary downsides to rapid industrialization?

# The Downside of an Industrial World

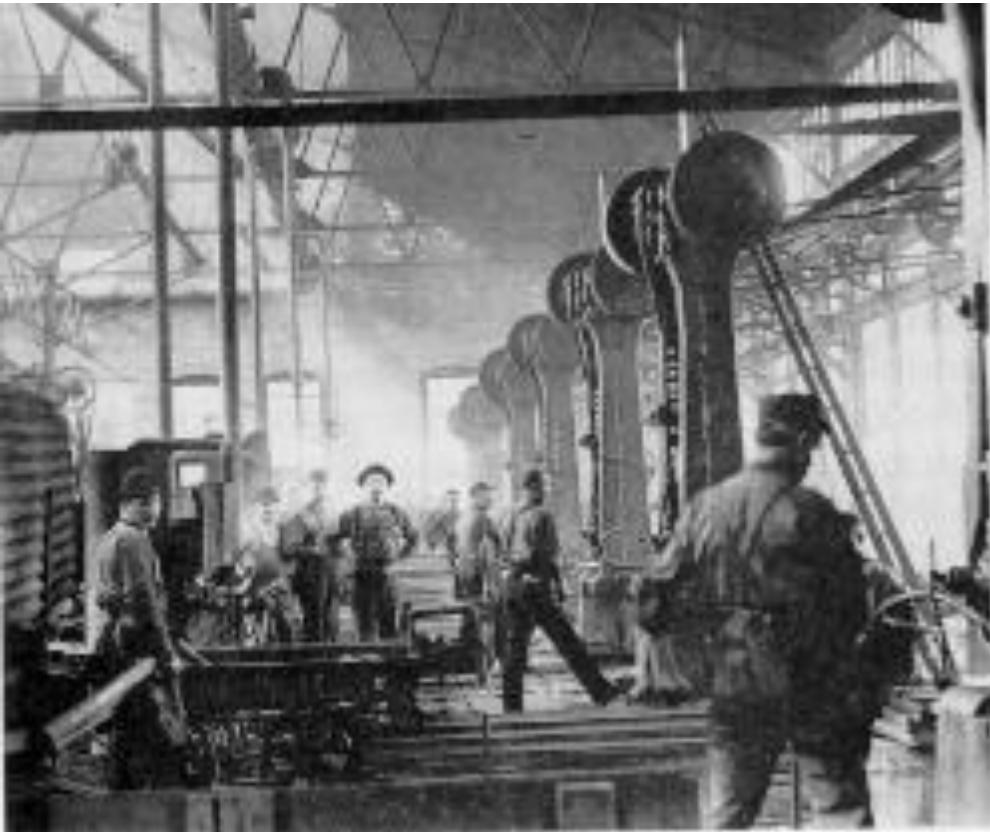
Labor, Urban Expansion, &  
Environmental Change



Some Americans were offended by the argument that business leaders protected jobs



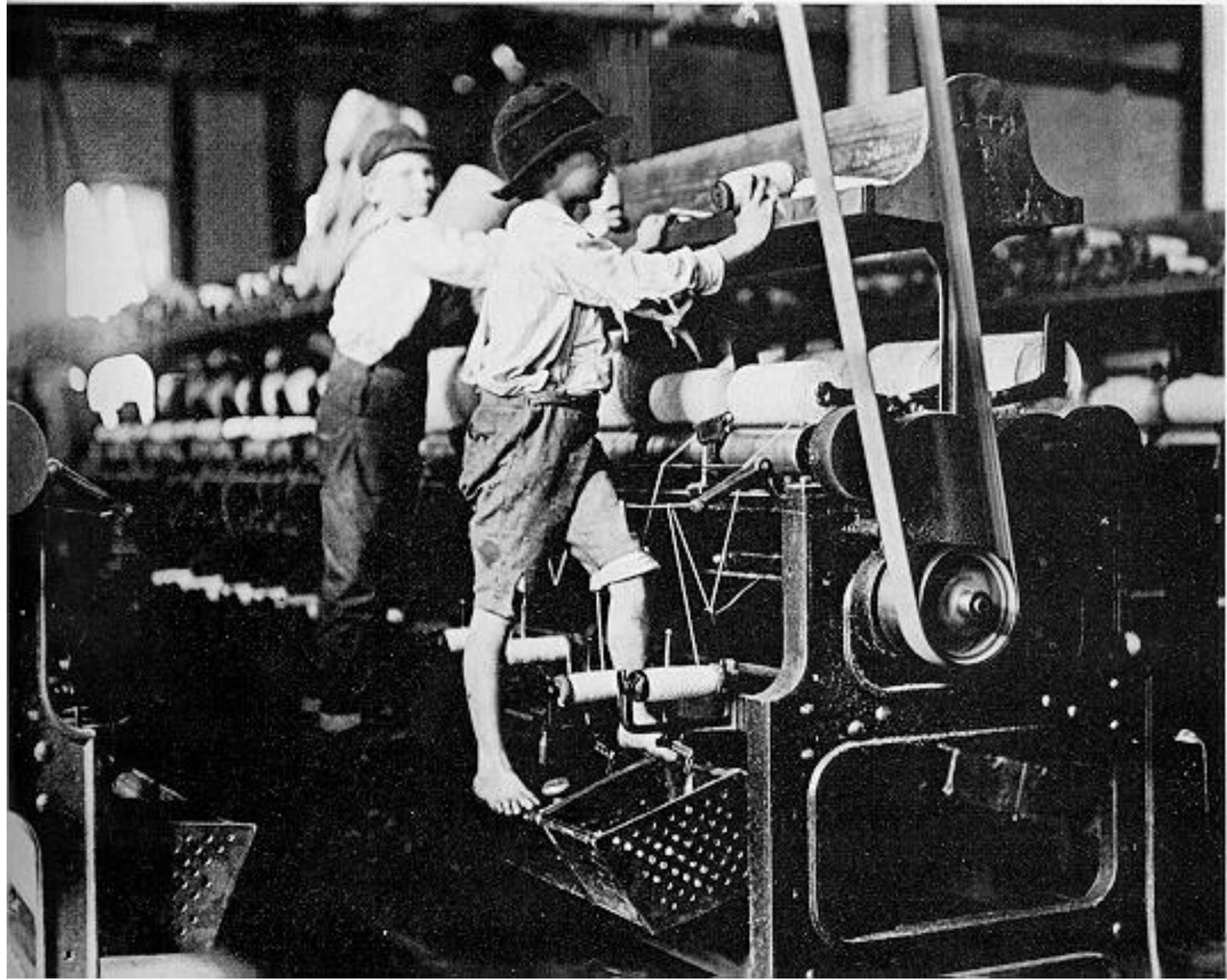
Factory workers were often subjected to hazardous work conditions.



Factory work at the turn of the century (1900)



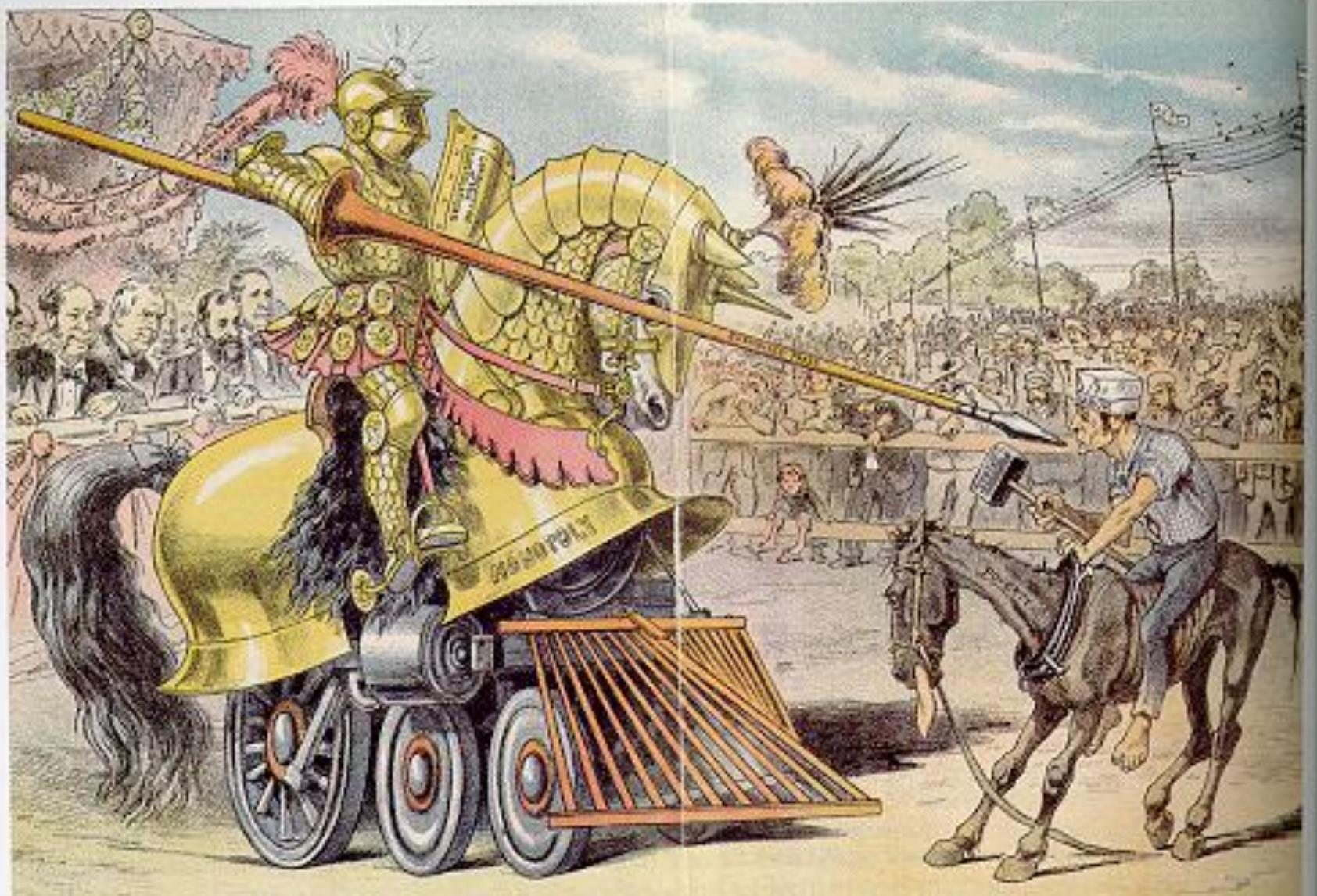
Lewis Hine picture of a girl working in a textile mill in South Carolina



Child labor in a North Carolina textile mill in 1900

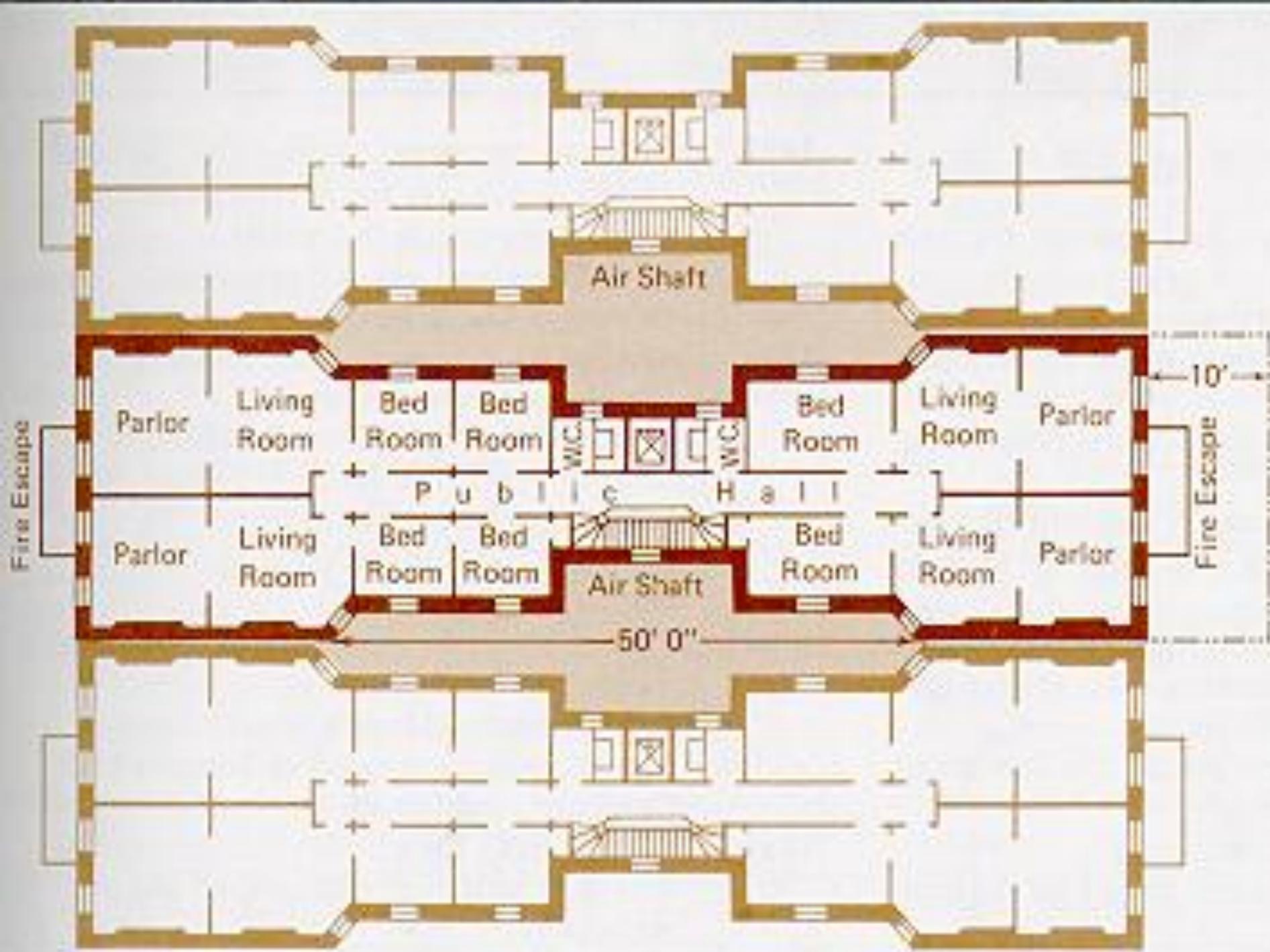


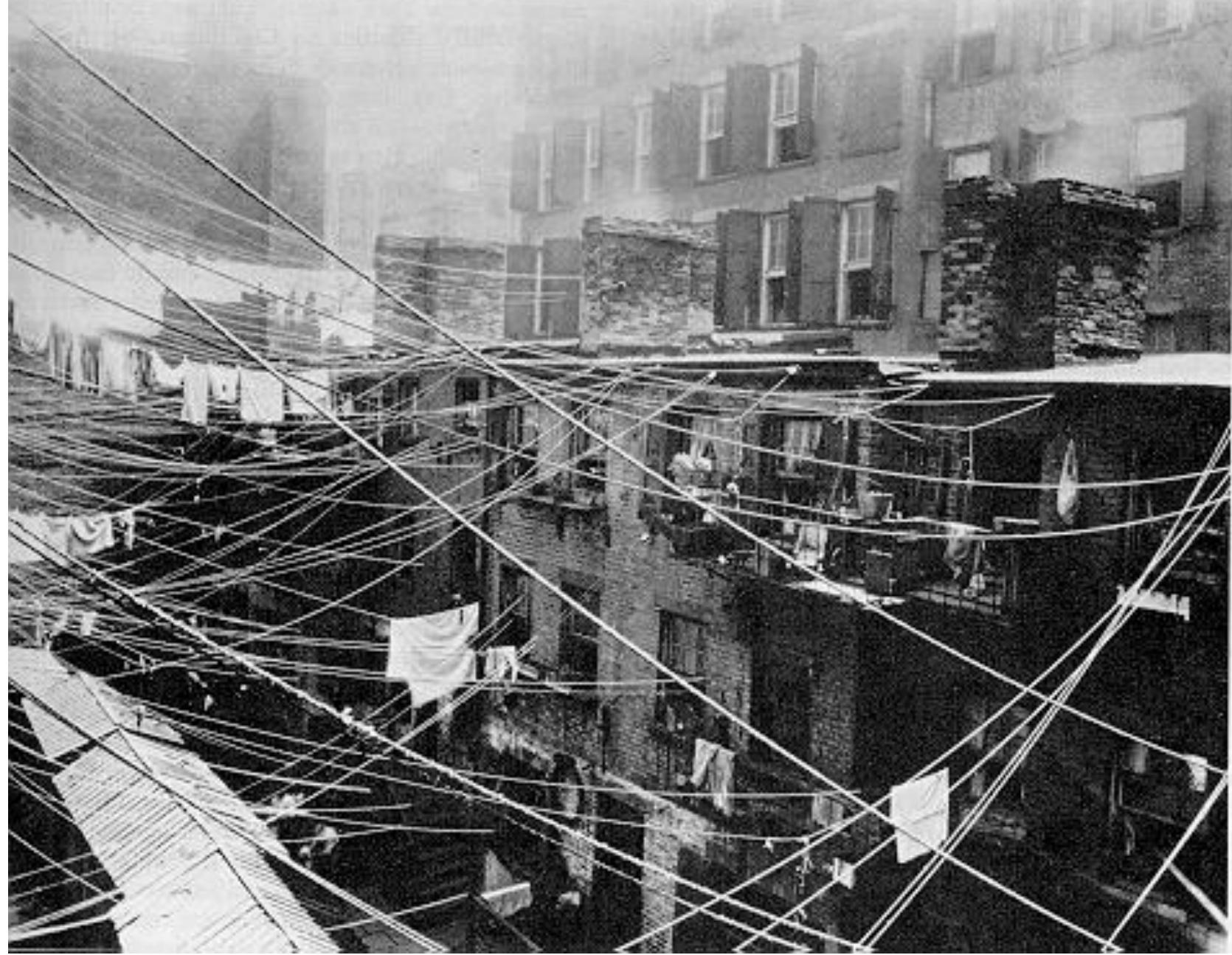
"Breaker boys" in the coal mines.



THE TOURNAMENT OF TODAY.—A SET TO BETWEEN LABOR AND MONOPOLY.

"A Tournament of Today -- A Set to Between Labor and Monopoly





Jacob Riis photograph of a courtyard in the Lower East Side.

Jacob Riis' photograph for *How the Other Half Lives* (1890)





Jacob Riis photograph of "Street Arabs", children who roamed the tenement district of New York City.



“Homework”



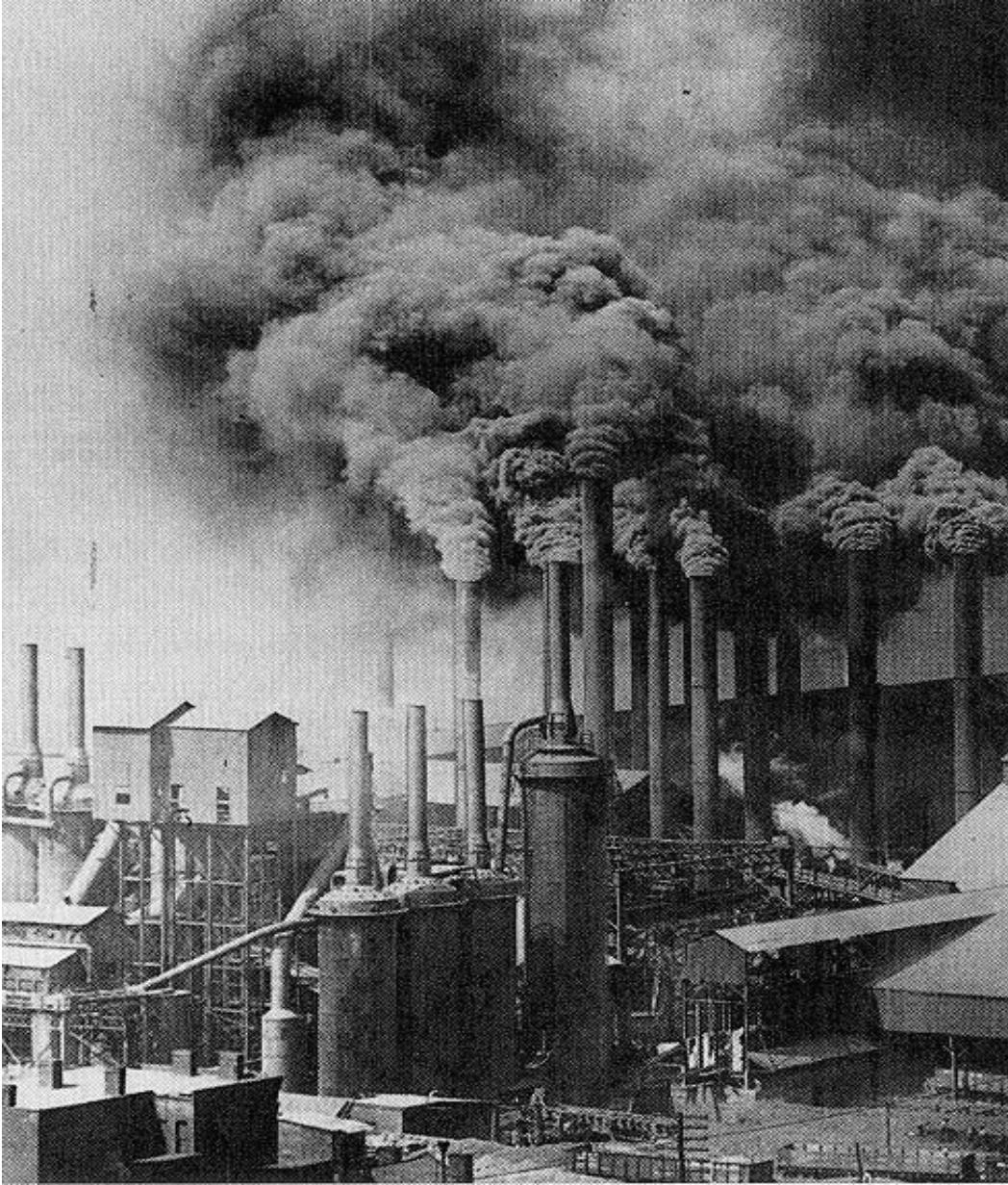
Street life for the urban poor.



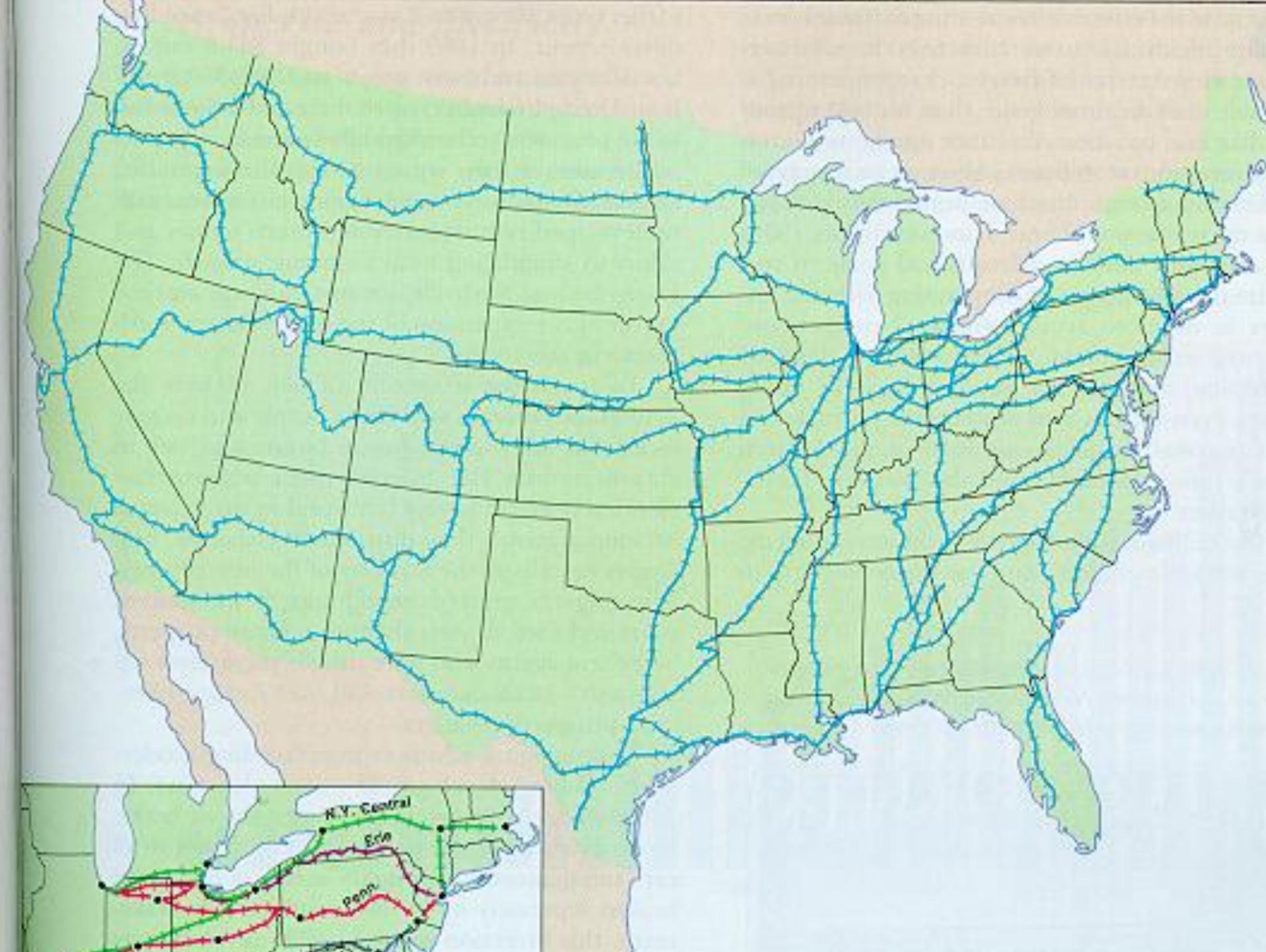
Garbage in the streets.



Urban congestion in Chicago in 1890s.



Pittsburgh in the 1890s.

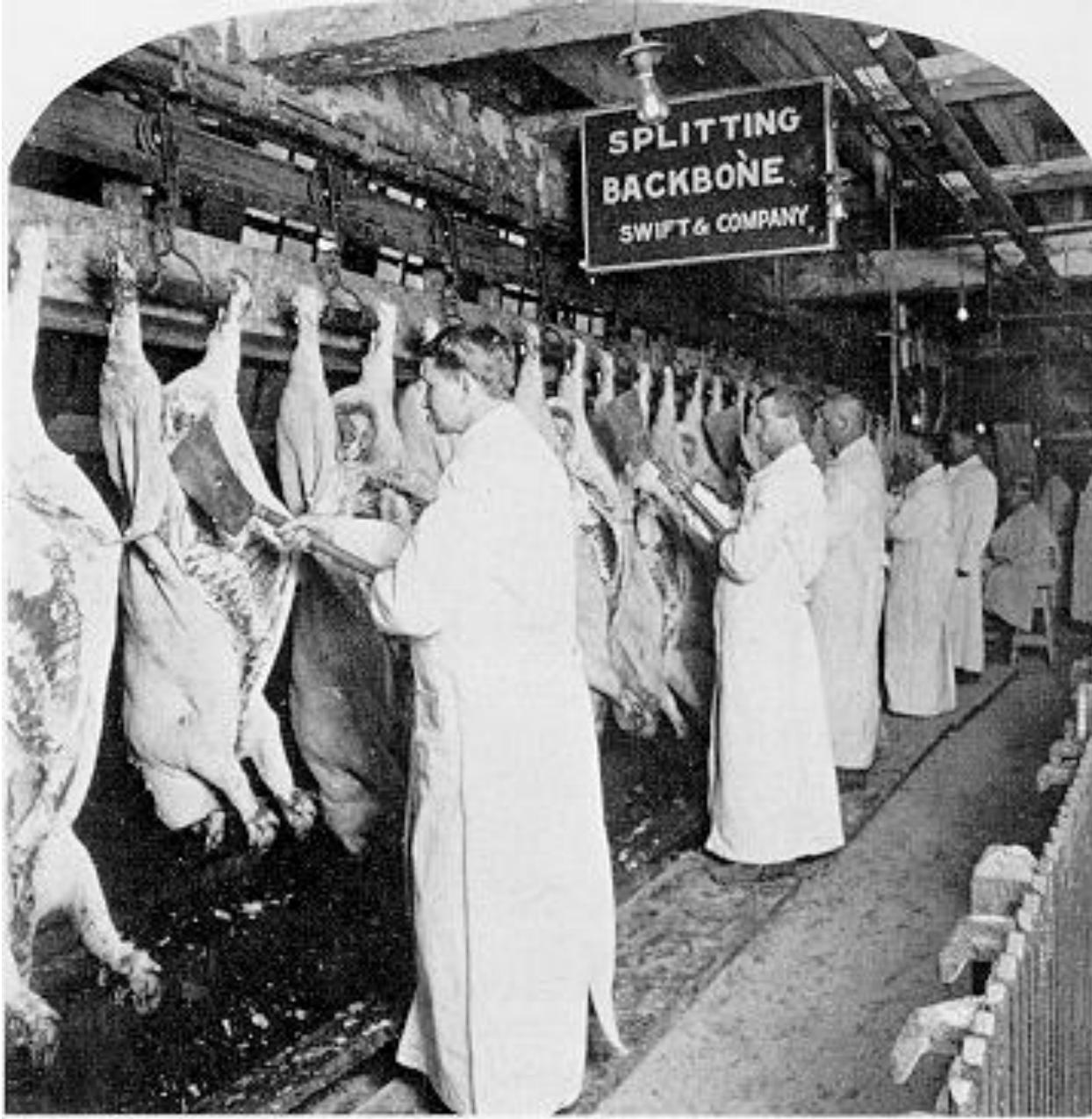




Paul Bunyan and Babe  
Bemidji, Minnesota



MINNESOTA LOGGING



Swift's "disassembly line" of meatpacking





At the Mouth of the Chicago River



Chicago, Ill. Factory district in South Chicago.







SH97-11/1-C-TELEGRAPH  
U.S. Firemen stand on bridge over Cuyahoga River to play water on  
burning aritions as fire started in an oil slick on the river, swept docks at the Great  
 Lakes Towing Co., Cleveland. The blaze destroyed three two-story buildings and the  
ship repair yards. Damage was not estimated. UNITED PRESS TELEGRAPH

How was the rest of the country affected by population growth and industrialization?

# Triangle Shirtwaist Company (1911)



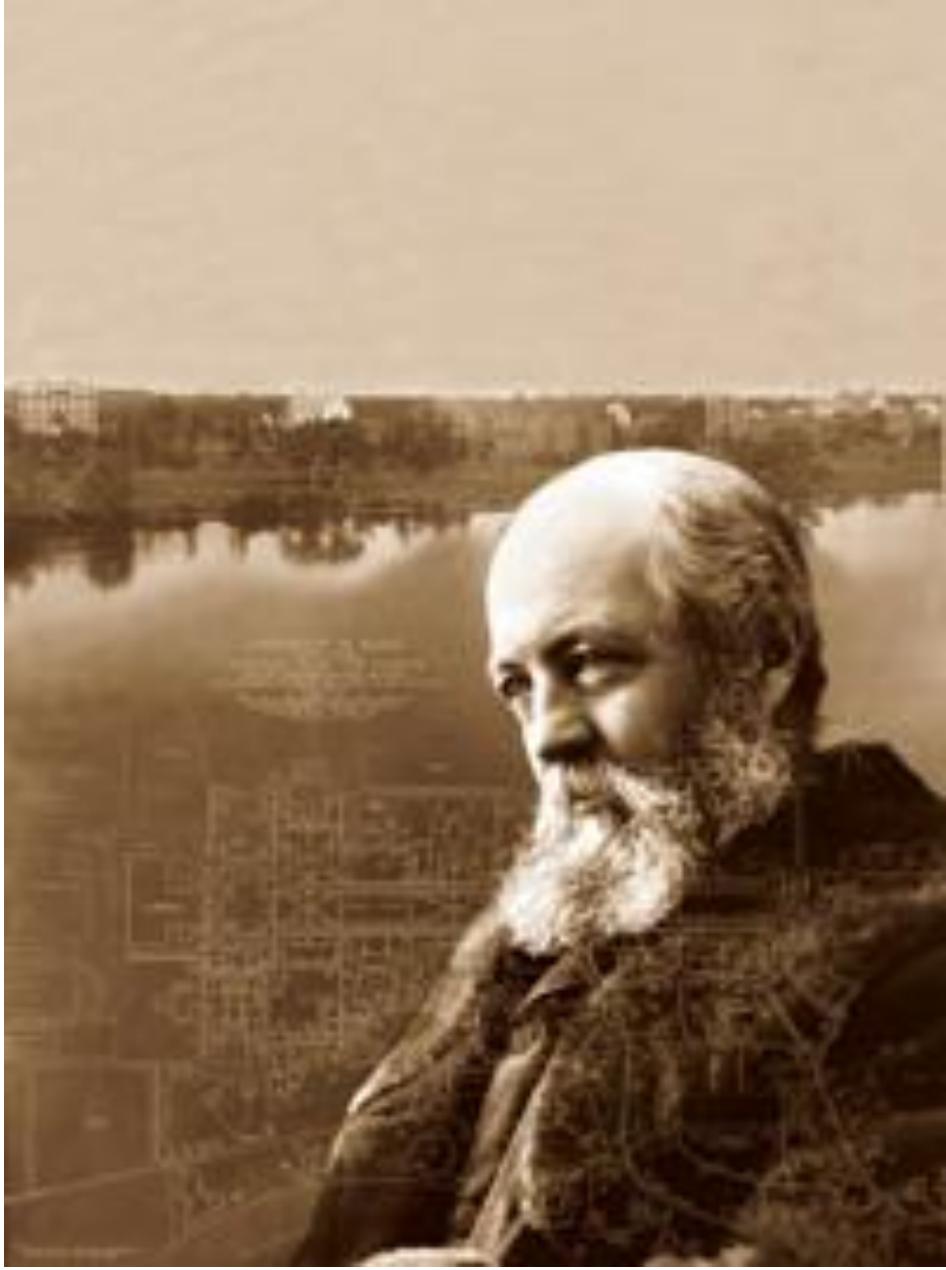
The Triangle Shirtwaist Company fire.



Watching women jump from the Triangle Shirtwaist Company fire.

# **Progressive Era (1896-1920)**

Reaction? Reform? Diversity?



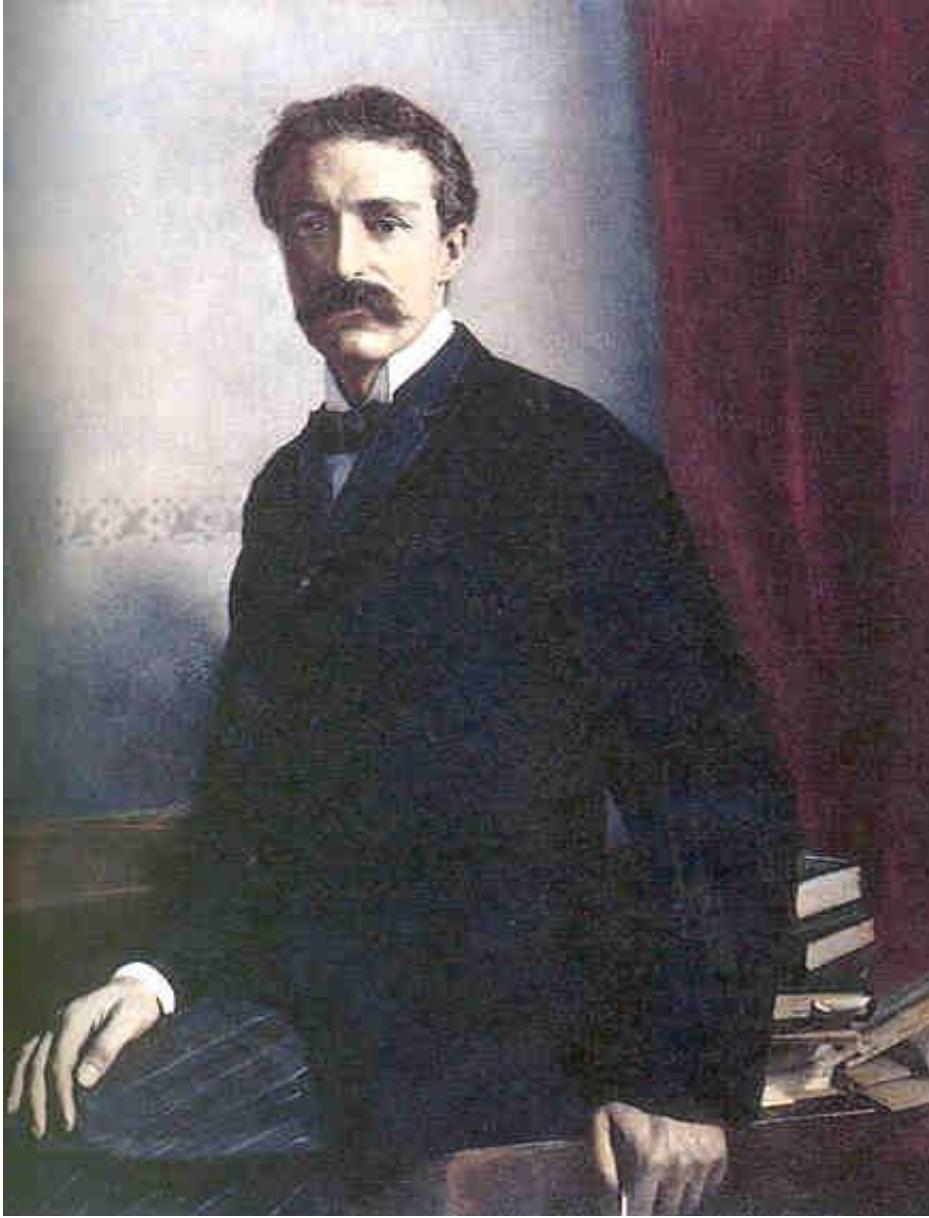


# Preservation -vs.- Scientific Conservation

John Muir - Gifford Pinchot

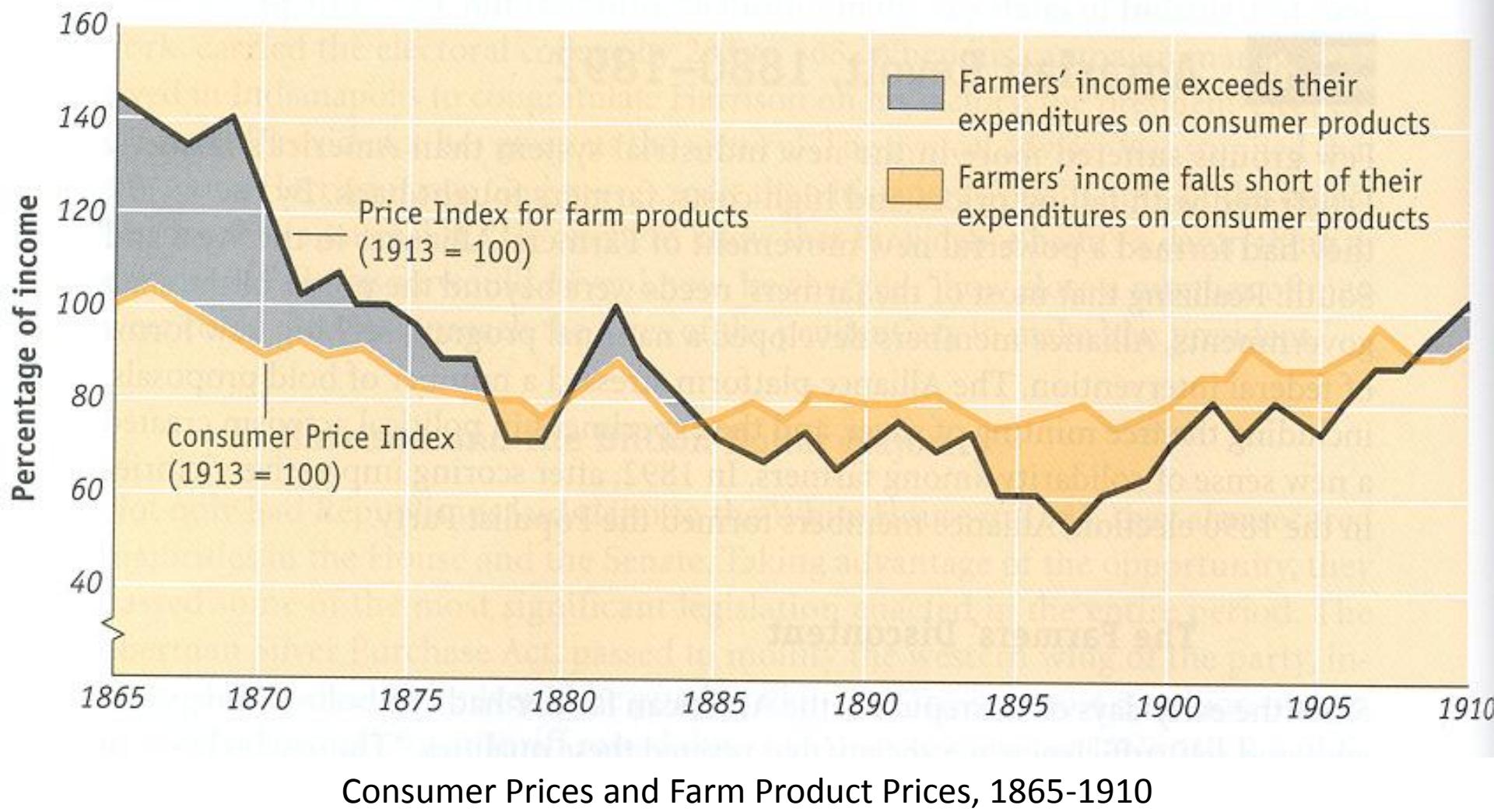


TR and John Muir



Gifford Pinchot was Roosevelt's right-hand aide as Chief Forester in his campaign for conservation of natural resources

By the second decade of the 20<sup>th</sup> century is the United States ready to become a player on the international scene?



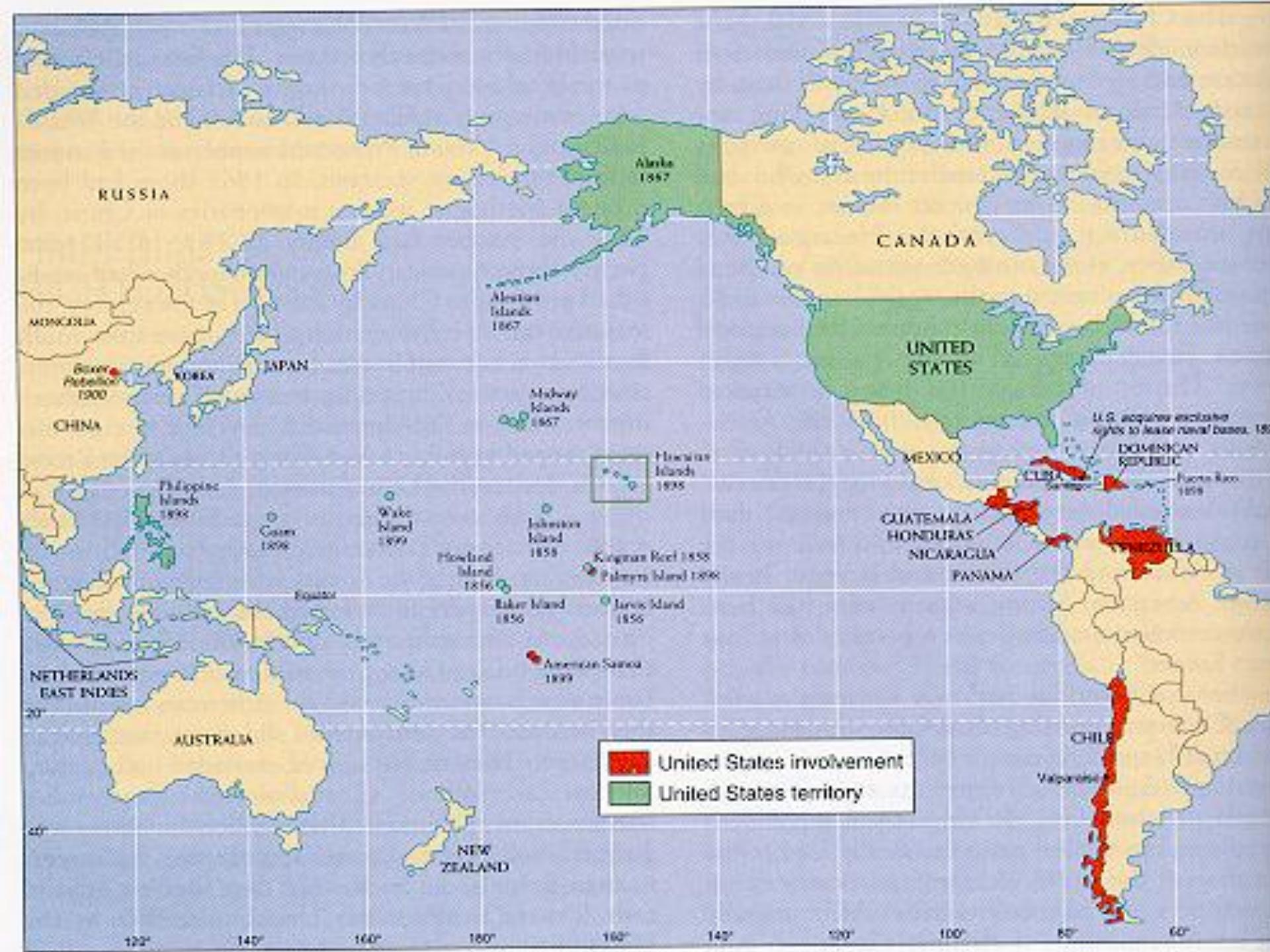
# U.S. Imperialism

Where oh where did my little republic go?



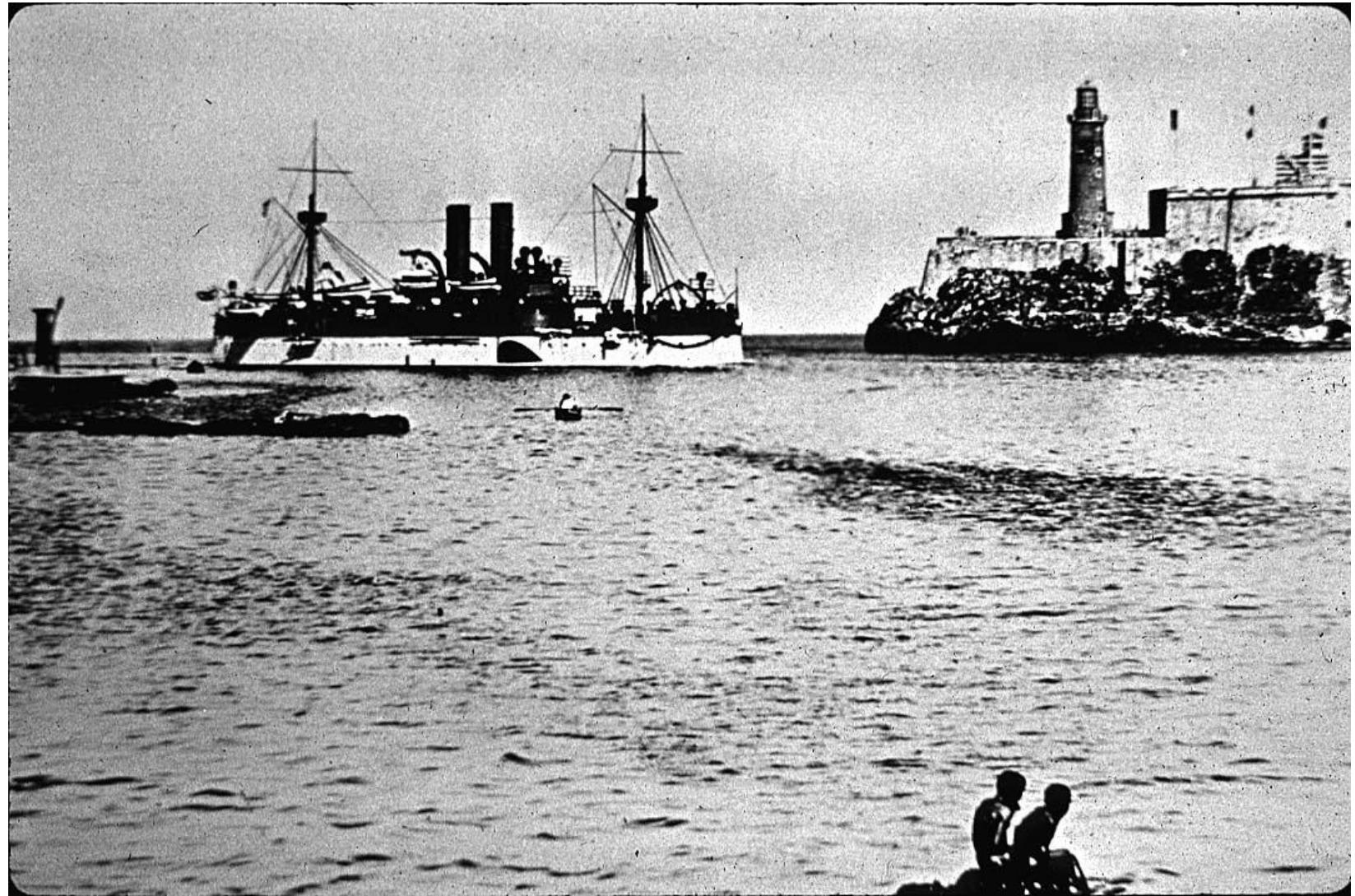
Forest	Grass	Desert
Woodland	Tall grass	Sage brush
Deciduous	Short grass	Creosote bush
Coniferous	Mesquite grass	Margin of semi-arid West (20" rainfall)
Mixed		

0 100 200 300 Miles  
0 100 200 300 Kilometers

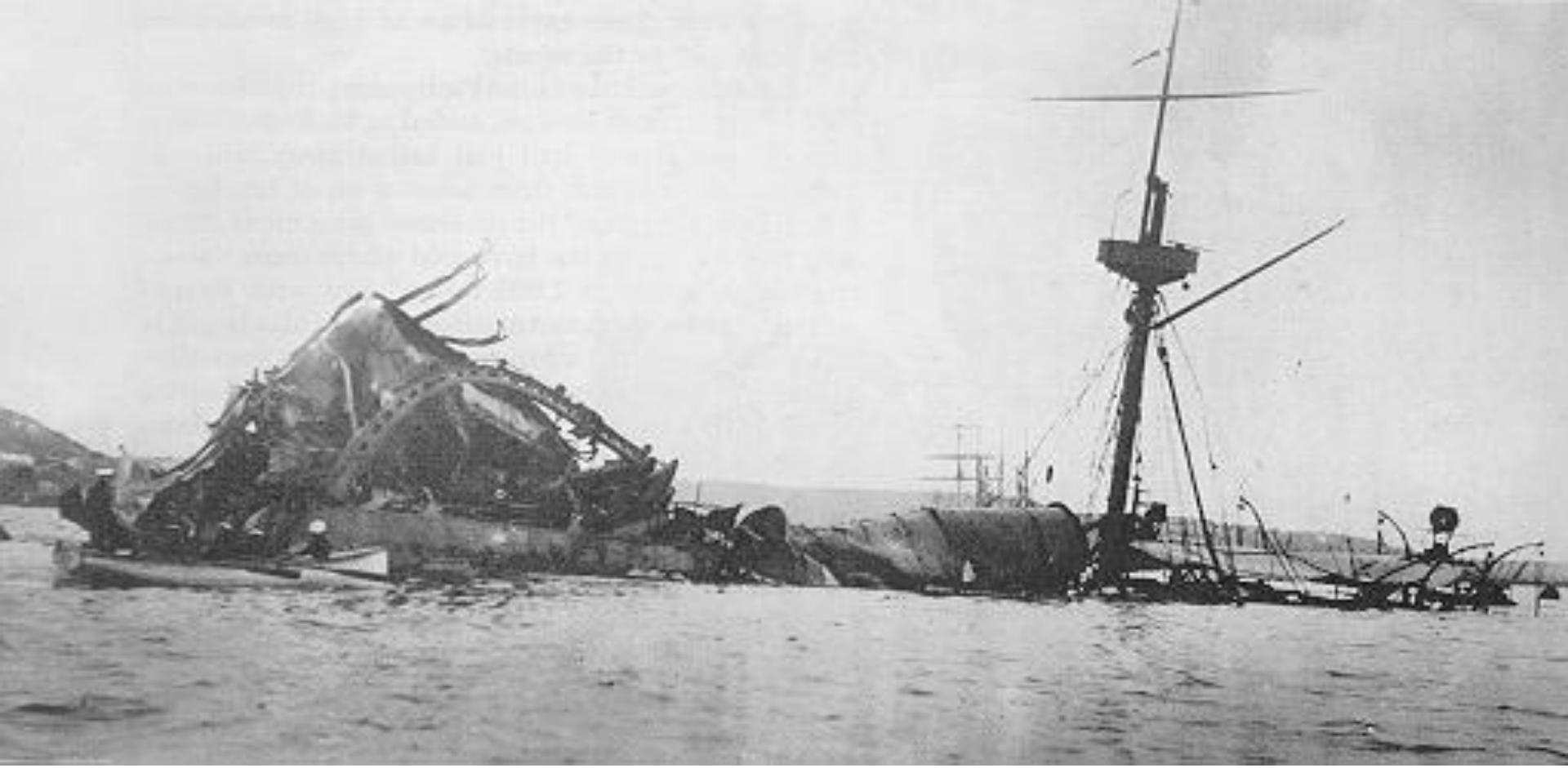




1895 Cartoon shows Uncle Sam comforting “damsel” Cuba, while Spanish misrule and Cuban revolutionaries lay waste to each other



The battleship *Maine* enters Havana Harbor in 1898.



The battleship *Maine* after the explosion.

\$50,000 REWARD.—WHO DESTROYED THE MAINE?—\$50,000 REWARD

# NEW YORK JOURNAL

AND ADVERTISING

FACTS

## DESTRUCTION OF THE WAR SHIP MAINE WAS THE WORK OF AN ENEMY

**\$50,000!**

**\$50,000 REWARD**

for the Detection of the  
Perpetrator of  
the Maine Disaster.

Assistant Secretary Roosevelt  
Convinced the Explosion of  
the War Ship Was Not  
an Accident.

The Journal Offers \$50,000 Reward for the  
Conviction of the Criminal Who Sent  
26 American Sailors to Their Death.  
Naval Officers Unanimous That  
the Ship Was Destroyed  
on Purpose.

**\$50,000!**

**\$50,000 REWARD**

for the Detection of the  
Perpetrator of  
the Maine Disaster.



### NAVAL OFFICERS THINK THE MAINE WAS DESTROYED BY A SPANISH MINE.

William More or a Spanish Torpedo Bomber Have Made the Decision Final against the Spanish Main-of-War—and May Tell Thrilling Stories of Being Brought into the Air Amid a Mine or Sherman's Gun and Exploding Shells—Surgeon General Sir Ken Tidwell Sumns the Like of Accident—Spanish Officers Prove Not Too Much—Our Cabinet Orders a Searching Inquiry—Journal Series Orders for Moving to Room Leaving Condition of the Frigate.

Notes the Spanish Ambassadors' Visit.

Editorial Summary of the War Dept. Reminds America of the destruction of the Maine in Havana Harbor was not an accident. The Journal offers a reward of \$50,000 for conviction of the criminal who committed the greatest massacre in the history of the American Navy and the death of 260 officers.

The magazine says, "We believe it is all the more absurd to give credence to any theory... Since a single fact in the history has been produced."

"Cayenne Peppers, as the Spanish, and Central American have suggested, could easily be exploded, could they have exploded, they developed and we believe the cause of such an explosion was the gunpowder used there. And from evidence."

"Spanish naval officials are denying several witnesses of an explosion of some sort that took place on board."

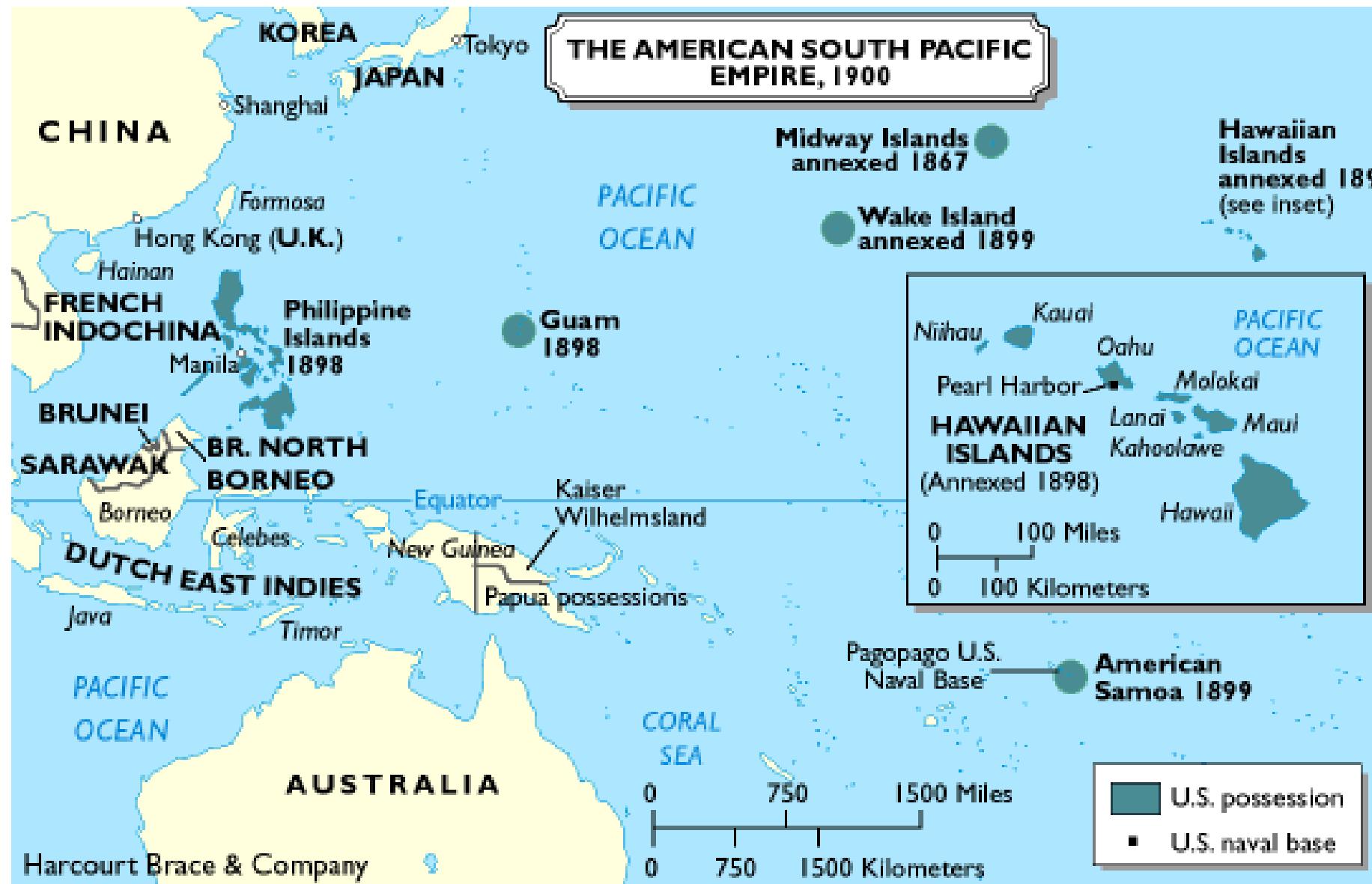
"The day after the explosion, April 1st, the American Ambassador had a meeting with the Spanish naval authorities."

"Early next morning in Washington, by order of the American Ambassador, he called the Spanish Minister of War and the Spanish Minister of the Navy."

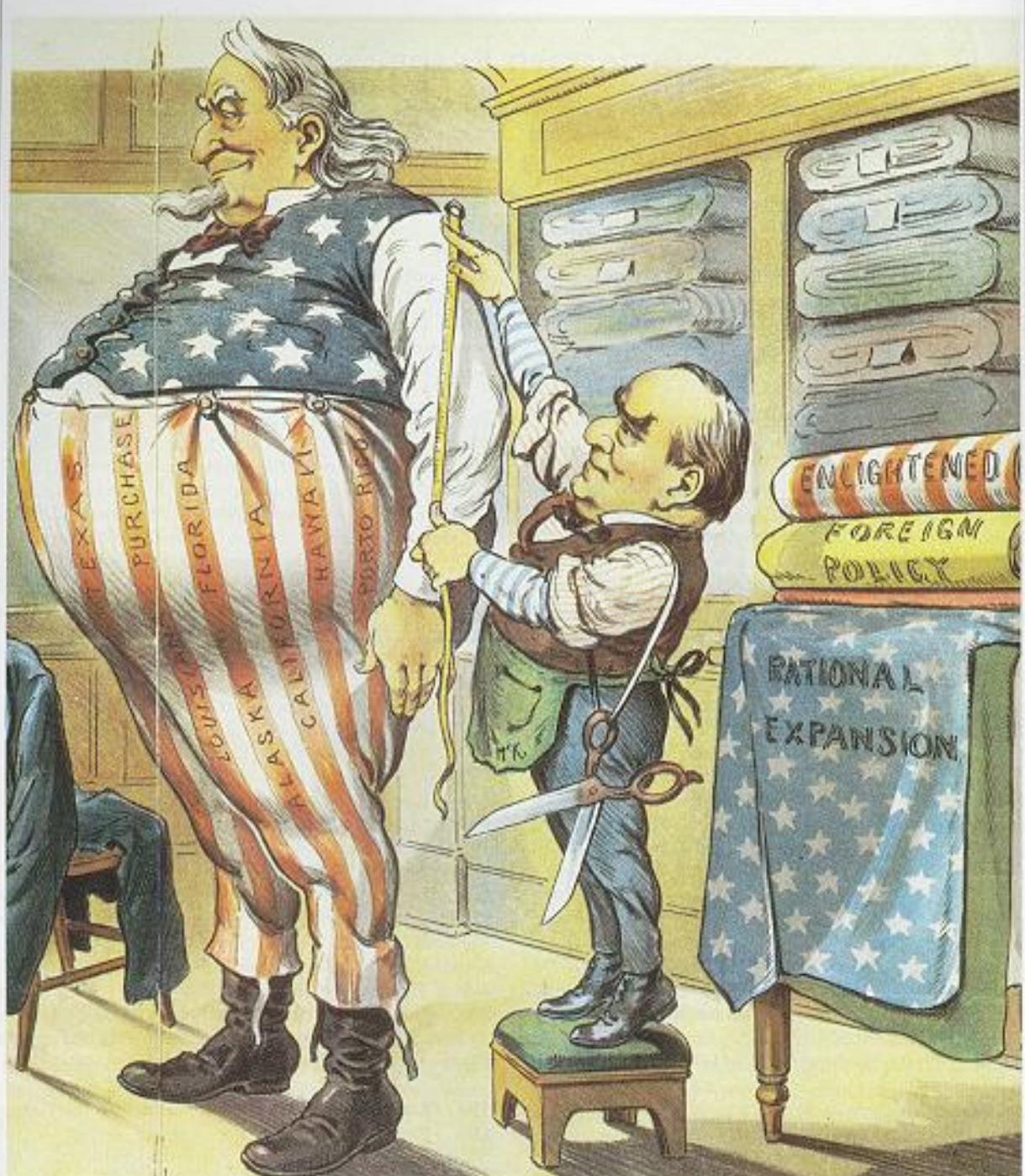
Front page of the  
New York Journal  
the day after the  
Maine sunk



"The Spanish Brute Adds Mutilation to Murder"



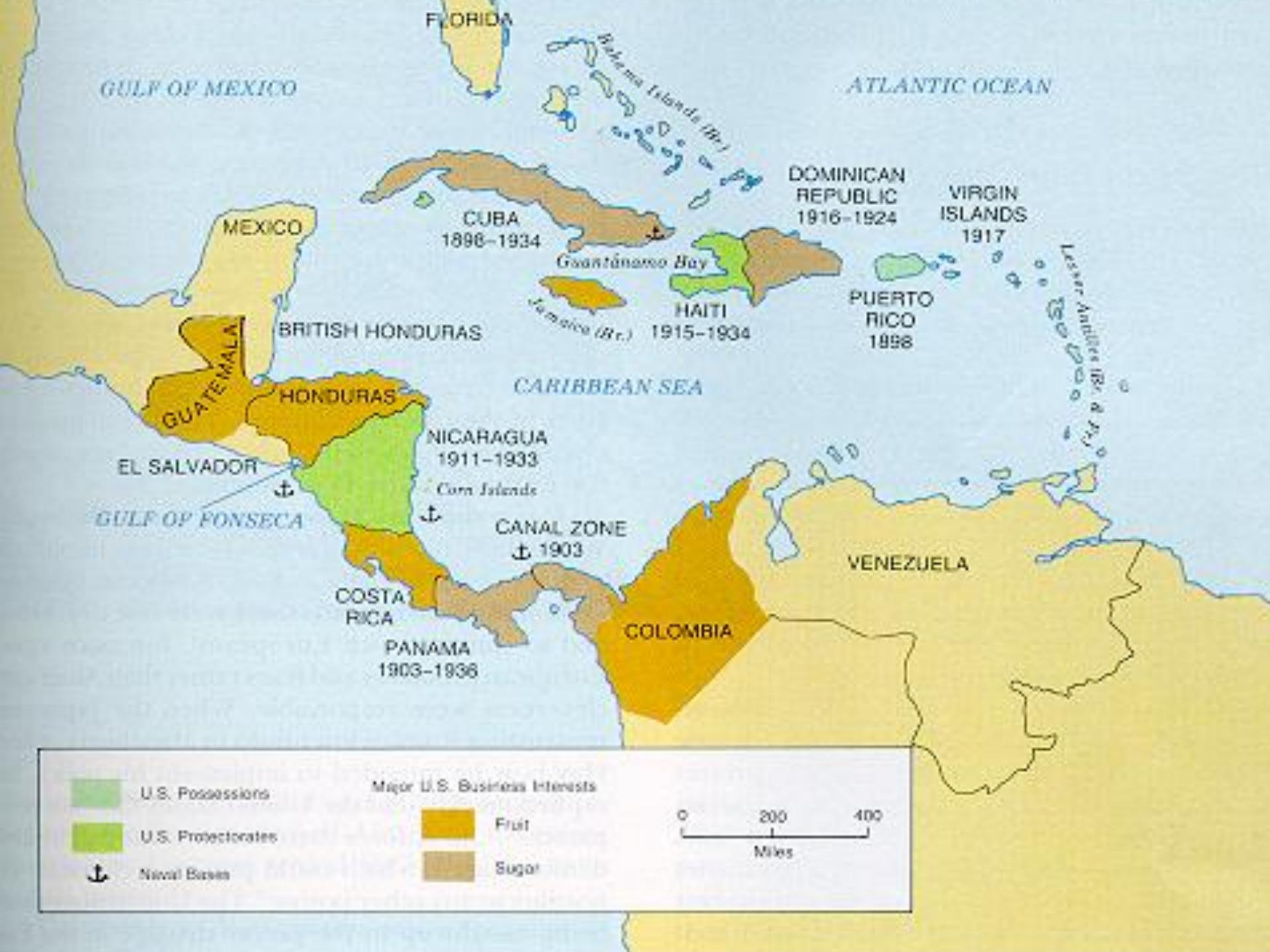
The new attire  
for Uncle Sam  
during the age  
of imperialism.







Theodore  
Roosevelt

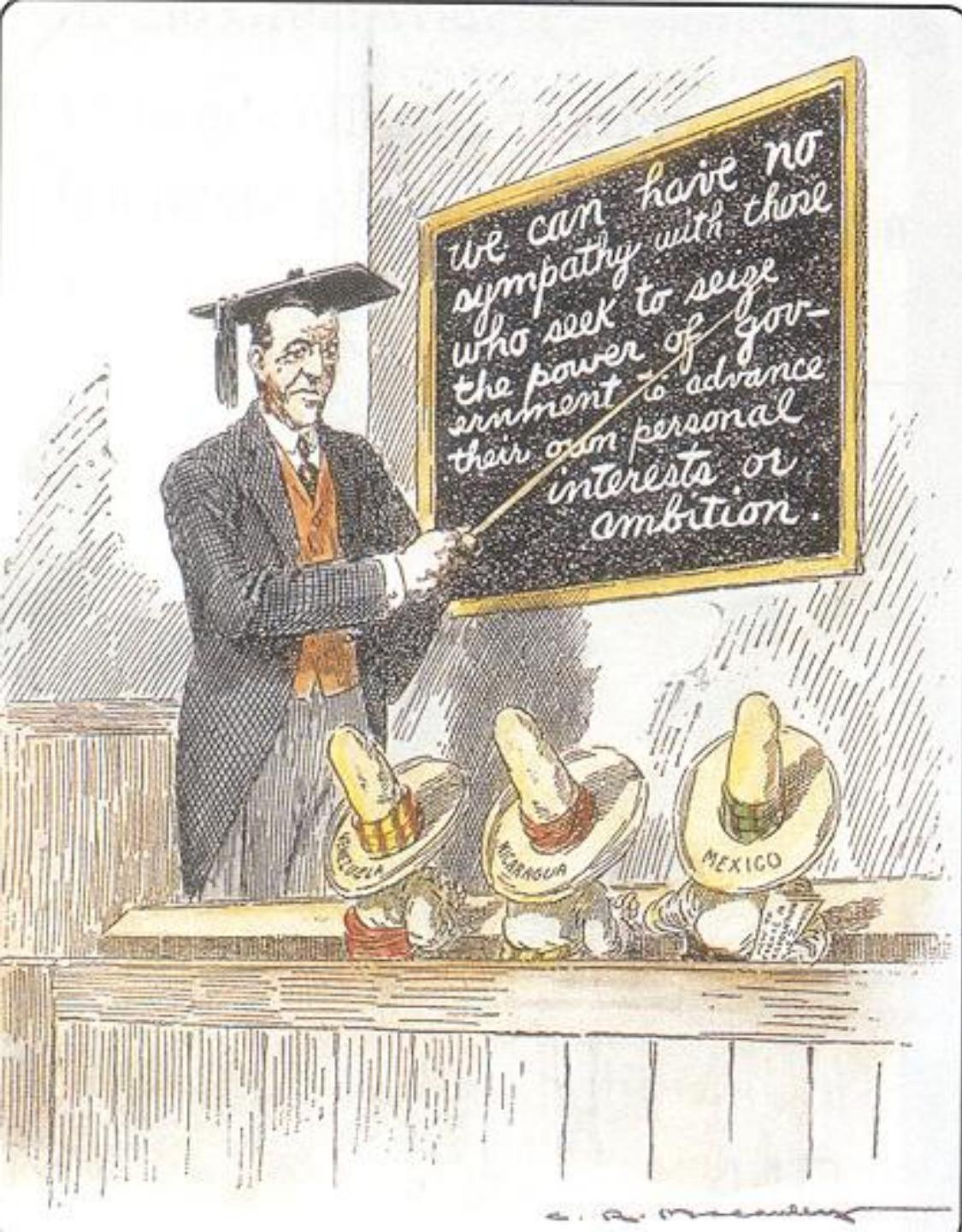




Teddy Roosevelt's "Big Stick" Diplomacy



**“Uncle Sam  
Teaches the Art of  
Self-Government”**



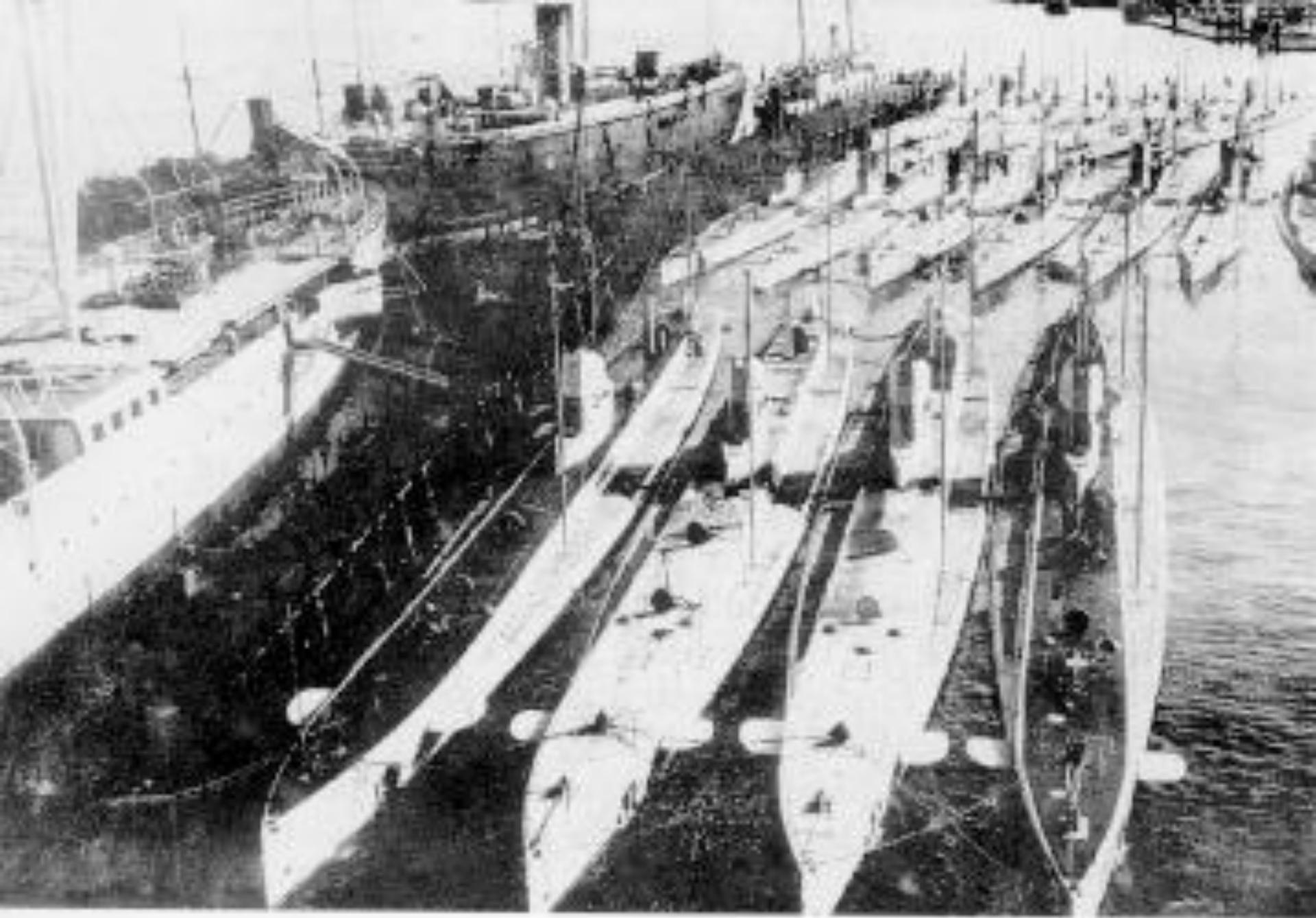
"Woodrow Wilson, The School Teacher" A commentary on Wilson's diplomacy toward Latin American countries. Notice the blackboard message and his desire for legitimate government.

As the United States established itself as a powerful economic, political, and Imperial nation in the 19<sup>th</sup> century, how did the public deal with the issues of unregulated growth?

# **World War I (1914-1918)**

The United States Steps Up (Sort of)!





German U-Boats

LUSITANIA SUNK BY A SUBMARINE, PROBABLY 1,260 DEAD;  
TWICE TORPEDOED OFF IRISH COAST; SINKS IN 15 MINUTES;  
CAPT. TURNER SAVED, FROHMAN AND VANDERBILT MISSING;  
WALSHINGTON BELIEVES THAT A GRAVE CRISIS IS AT HAND



10 AM NEW YORK

Washington ready for  
war to the last of  
discrepancy.

Secretary of State says

that he has been  
told to take up the

matter of American

citizenship.

and the like.

General Orders have been issued by Army  
and Navy to prepare for possible war in Europe.

President Wilson has issued a

proclamation of neutrality.

and the like.

General Orders have been issued by Army  
and Navy to prepare for possible war in Europe.

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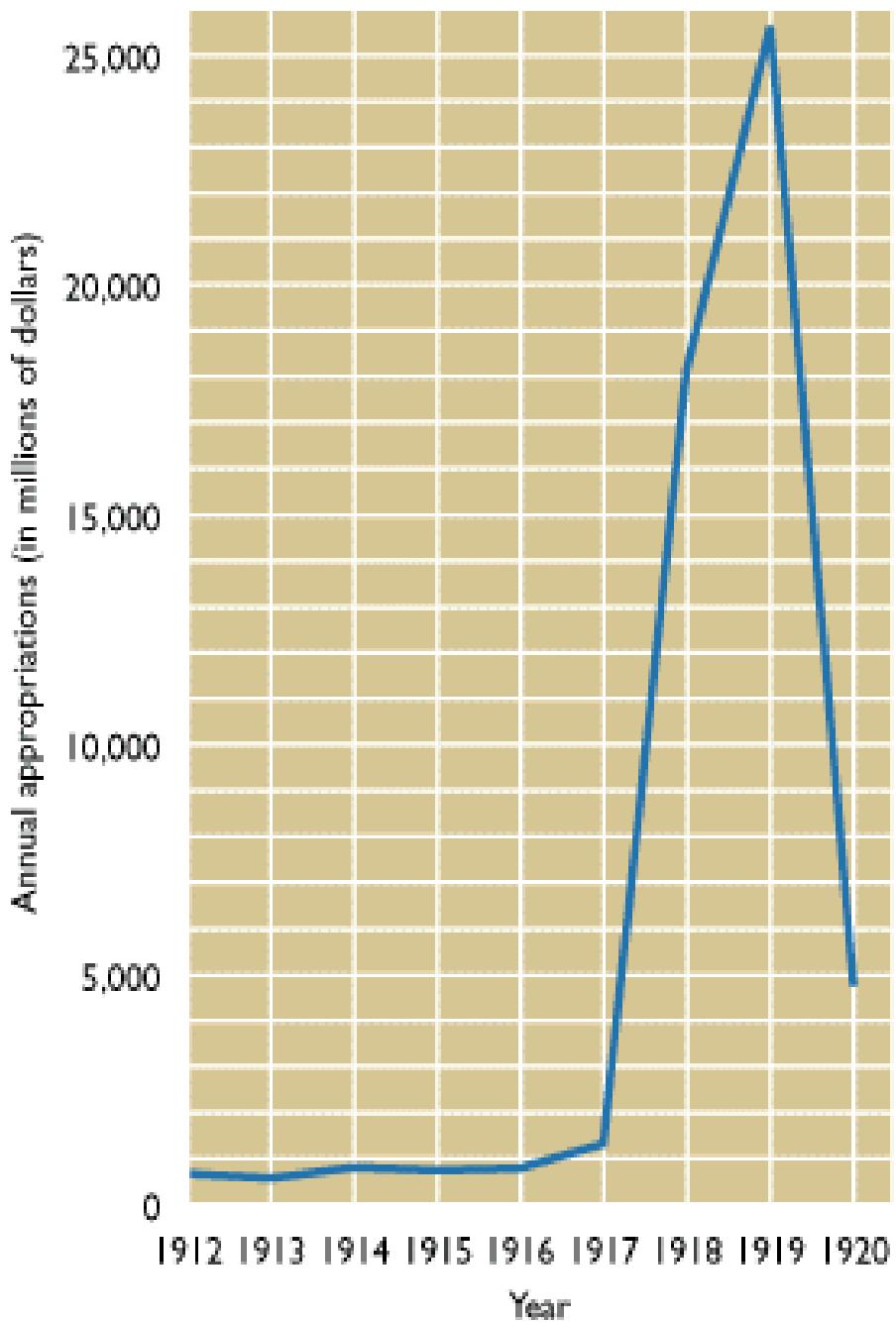
and the like.

# EUROPE GOES TO WAR

- British naval blockade
- Trench line, Western front, 1915
- Eastern front, 1915



# THE FIRST WORLD WAR AND THE FEDERAL BUDGET





"Liberty Garden" in the US to support the war effort.



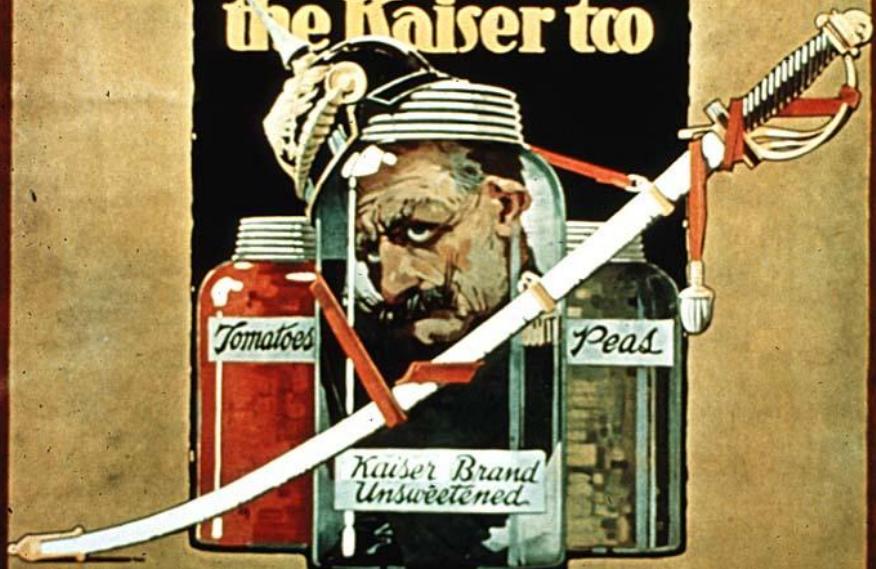
Food Administration poster to support the war effort

# What are YOU doing?

THE KAISER  
IS CANNED— CAN FOOD

CAN

Vegetables  
Fruit AND  
the Kaiser too



Write for Free Book to  
NATIONAL WAR GARDEN COMMISSION  
WASHINGTON, D.C.

Poster urging Americans to can food to help support the war effort.



## FOOD WILL WIN THE WAR

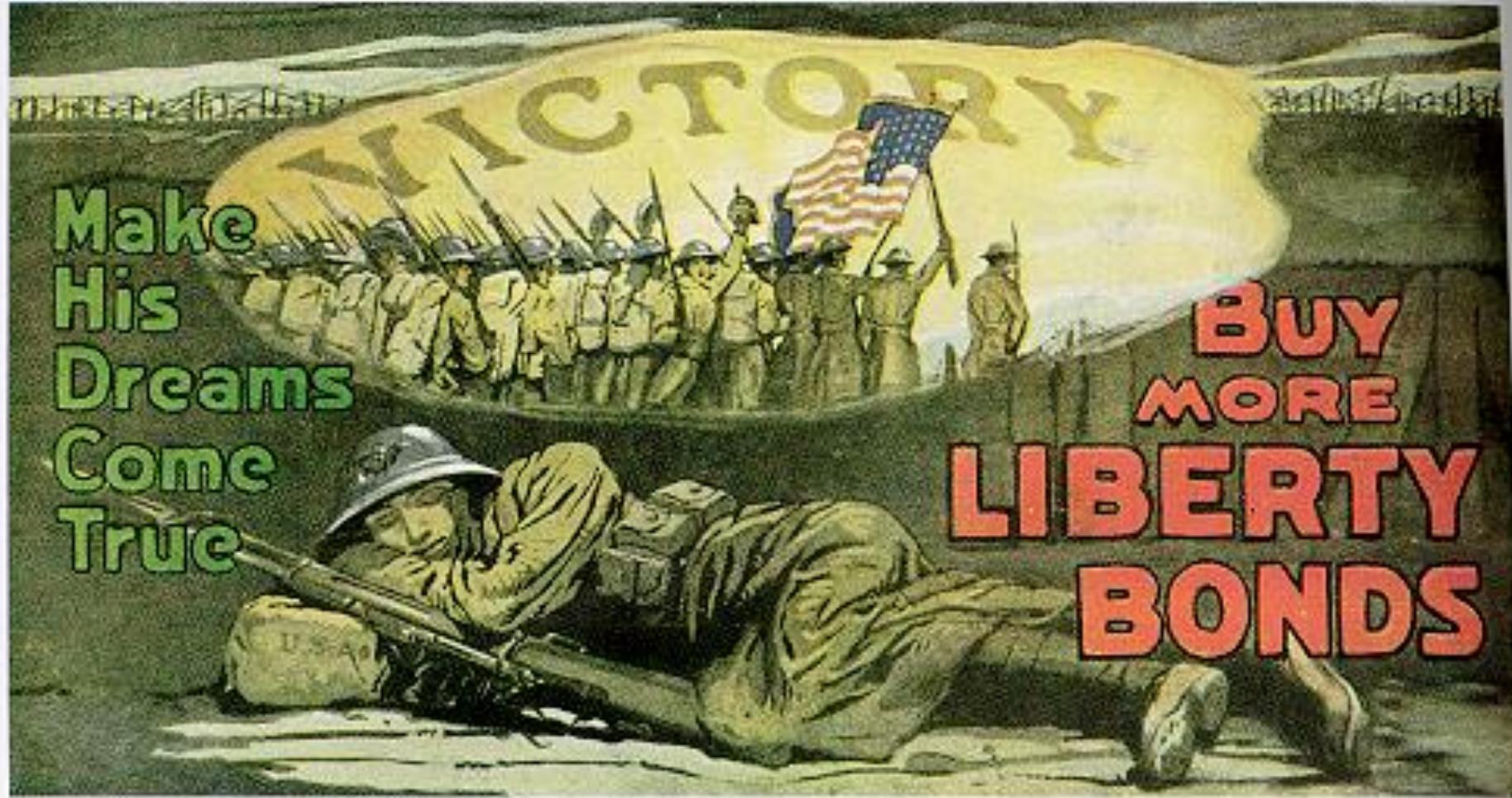
You came here seeking Freedom  
You must now help to preserve it

**WHEAT is needed for the allies**  
Waste nothing

World War I poster designed to generate loyalty to the cause.



Liberty bond poster from World War I.



Liberty bond poster from World War I



*Beat back the HUN*  
with  
**LIBERTY  
BONDS**

# U.S. NAVY



"Here he is, Sir."  
**We need him and you too!**  
Navy Recruiting Station

**DESTROY  
THIS MAD BRUTE**



**ENLIST**



GEE !!

I WISH I WERE  
A MAN

I'd JOIN

The NAVY

F. J. O'Connor & Son

BE A MAN AND DO IT

**UNITED STATES NAVY**  
**RECRUITING STATION**

34 East 23rd Street, New York

**THE NAVY  
NEEDS YOU!  
DON'T READ  
AMERICAN HISTORY -  
MAKE IT!**



**OVER THE TOP  
FOR YOU**



**Buy U.S. Gov't Bonds  
THIRD LIBERTY LOAN**



I WANT YOU  
FOR U.S. ARMY

NEAREST RECRUITING STATION



Collecting anti-war literature during World War I



Trench warfare of the First World War (1914-1918)



“Over the Top”

Trench warfare of the First World War



Combat during the First World War



The confusion behind the  
trenches in France.



Gas masks were standard equipment for US troops.

How did participating in a world war change the United States of America; was this change for the better?

# Era of Paradox:1920s

**Part I:** Looking Inward in a Time of Prosperity

Isolationism, Economic Imperialism, and Moralism

**Part II:** Defining a New American Culture

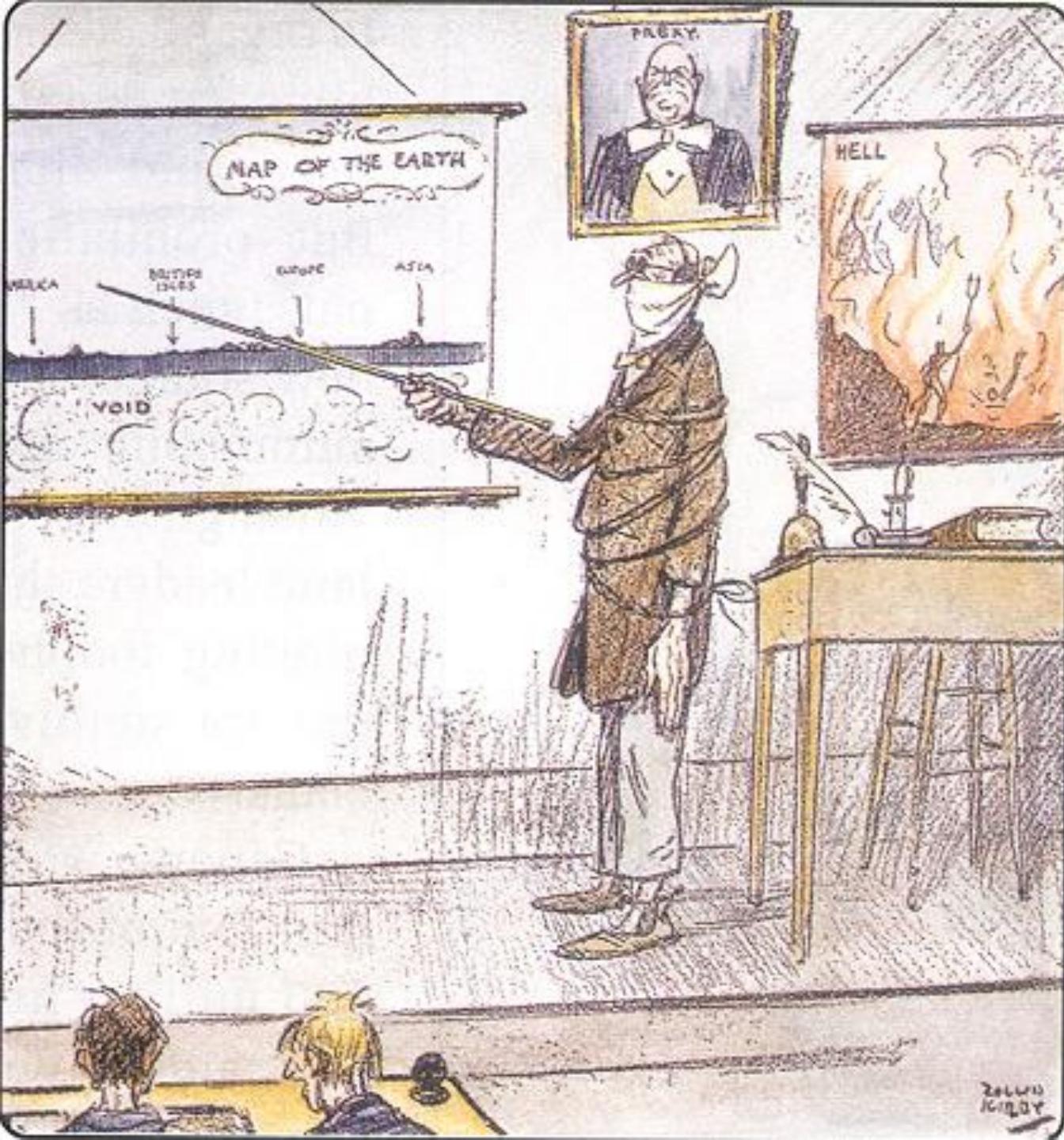
Cultural Liberation, Leisure, Individualism, and  
Consumerism

Anti-Bolshevik cartoon



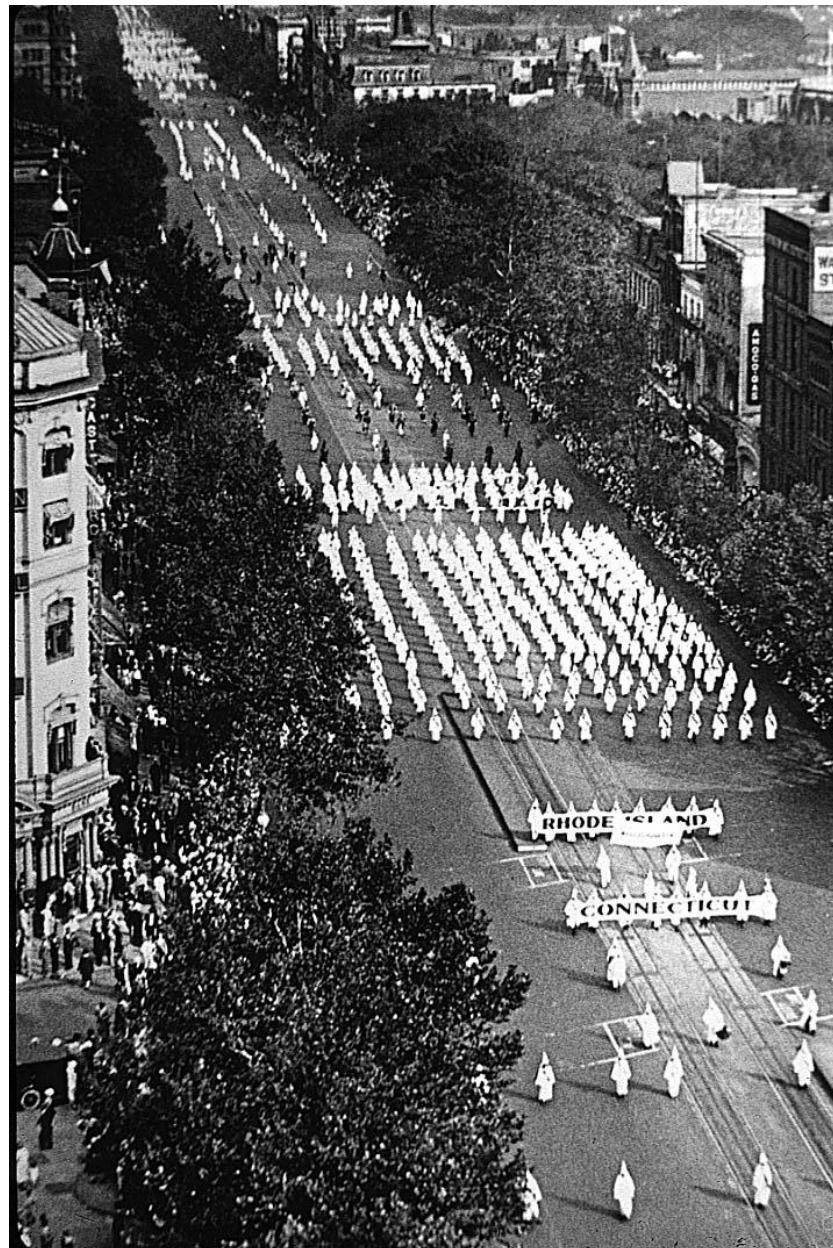
"Classroom in Proposed Bryan University of Tennessee" Anti-Bryan cartoon shows professor bound and gagged after the Scopes trial.

Notice he is teaching that the earth is flat and Bryan (in portrait) looks on





Klan march on Washington DC



The Klan's parade in Washington, DC in 1926.

Was this the sentiment of most people?

# Era of Paradox:1920s

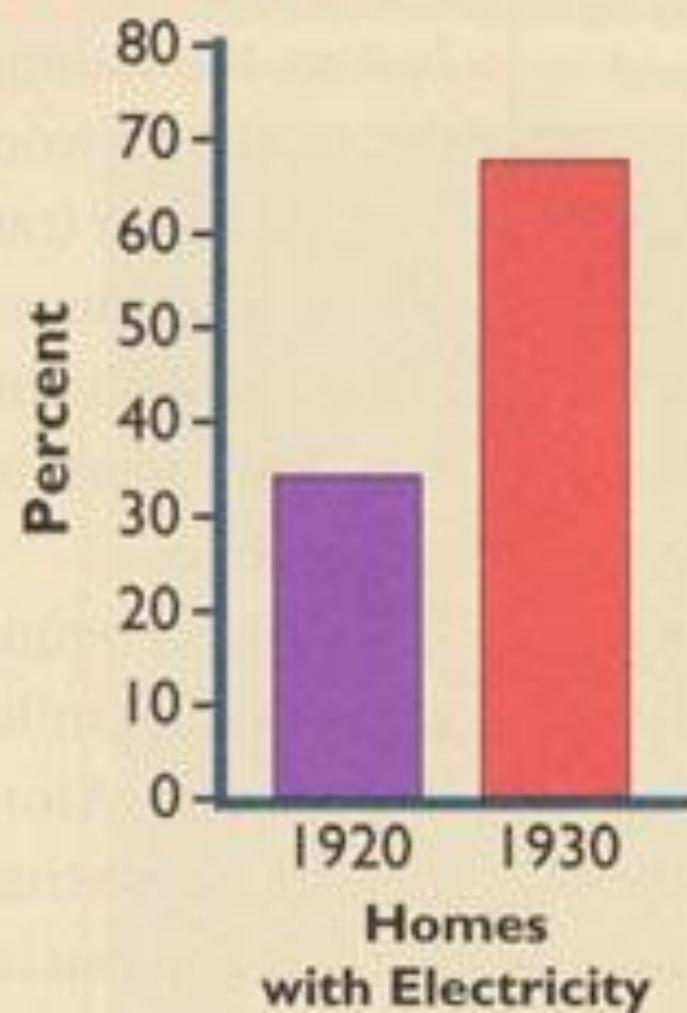
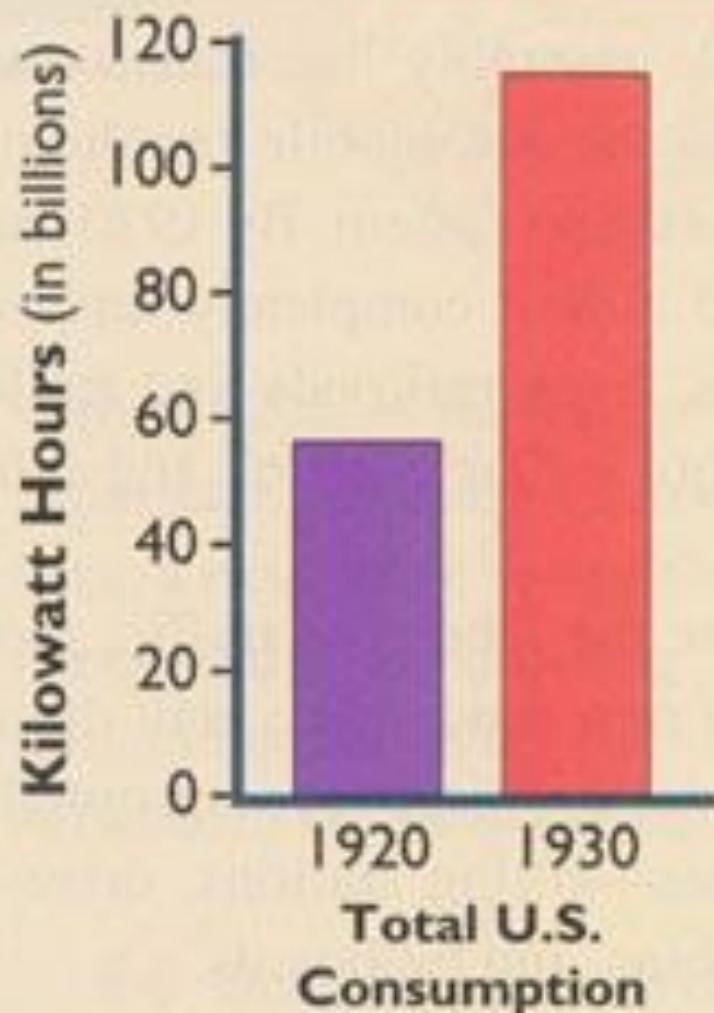
**Part I:** Looking Inward in a Time of Prosperity

Isolationism, Economic Imperialism, and Moralism

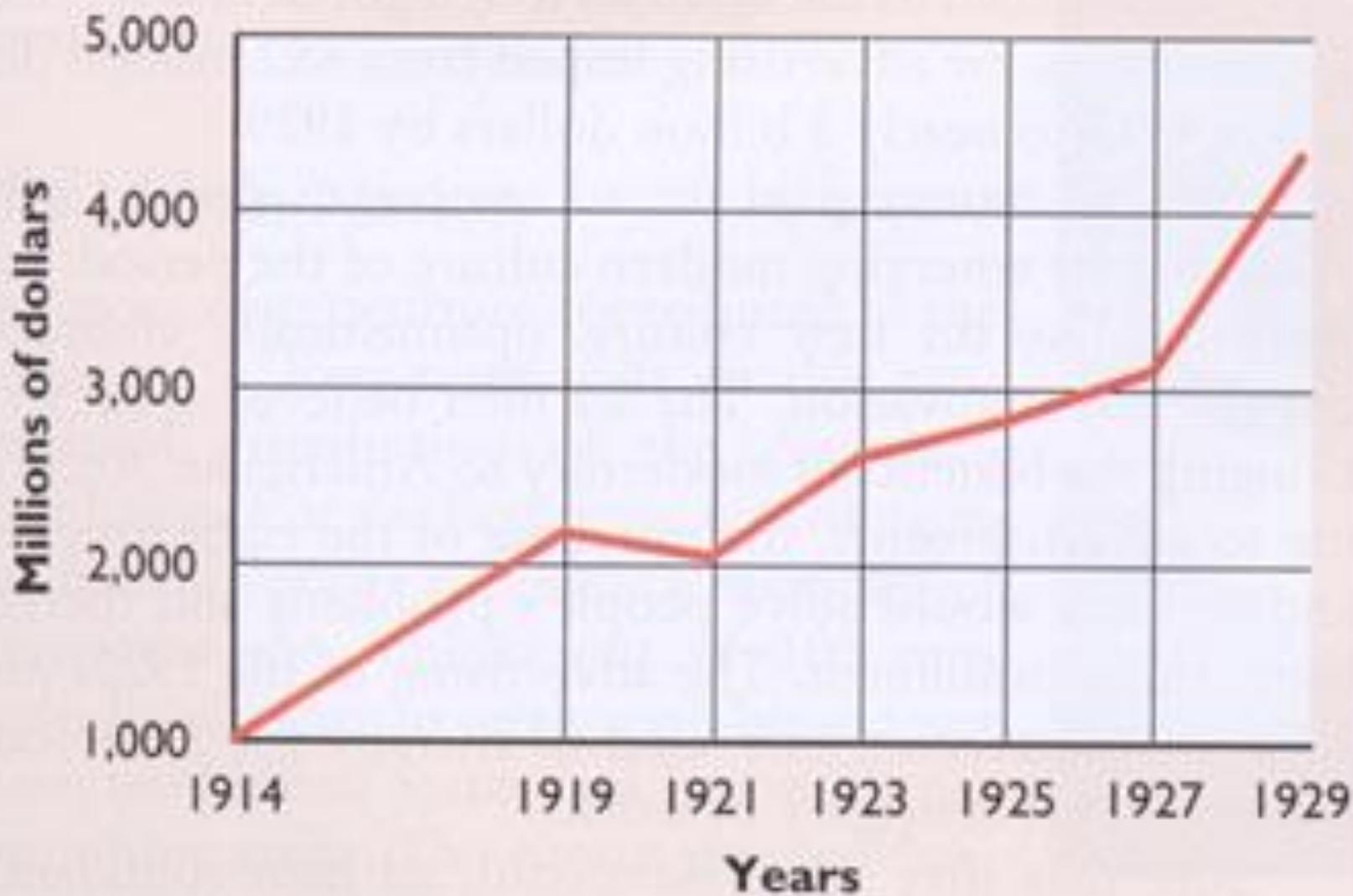
**Part II:** Defining a New American Culture

Cultural Liberation, Leisure, Individualism, and  
Consumerism

## ELECTRICAL PRODUCTION



The changing nature of America



Consumer spending on recreation

# It hasn't a single belt, fan or drain pipe....



It always works  
perfectly and never  
needs caring . . .

ONE of the first things that made me favor this General Electric Refrigerator was the fact that it was so unusually quiet. And I liked the idea of never having to oil it. All you have to do is plug it into an electric outlet . . . and then you can forget it. It hasn't any belts, chains, fans, or stuffing boxes.

But, of course, the thing that appeals to me most is the way it fits into my housekeeping job. I only market twice a week now, because I have plenty of space and just the right refrigeration to keep all sorts of foods in perfect condition.

We go away for week-ends without having to worry about ice. Everything is ready for us when we get back.

Cooking has become easier, too. Dishes, which used to be the most difficult part of the dinner to prepare, now are beautifully simple—and ever so much more attractive.

Expense is real? Not a bit. It costs very little to run to make all the ice we need and give us perfect refrigeration. And, do you know, it's quite remarkable the way the top

of the box never gets dirty. The circulation of air through those coils seems to drive the dust away.

For fifteen years the vast laboratories of General Electric have been busy developing a simplified refrigerant that would be about

as easy to operate as an electric fan . . . and almost as portable. Four thousand models of nineteen different types were built, field-tested and improved before this new-day refrigerator was brought to its present simplicity and efficiency.

You will want to see the models. Let us send you the address of the dealer who has them on display and booklet H-1, which is interesting and completely descriptive.

Electric Refrigeration Department  
of General Electric Company

Hanna Building Cleveland, Ohio



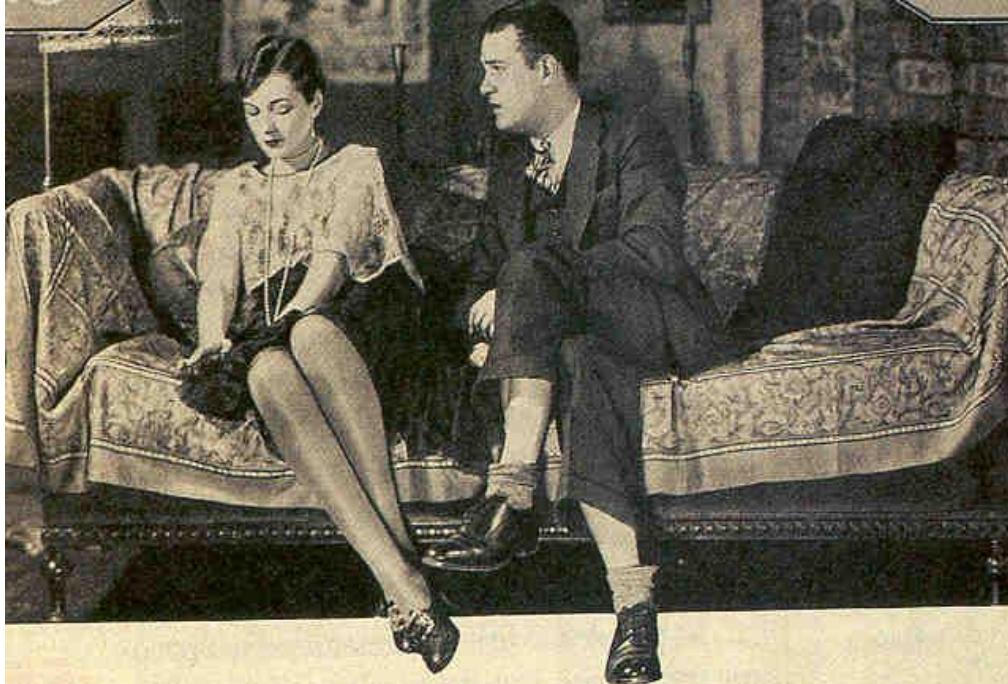
## Refrigerator

# GENERAL ELECTRIC

The new technology of the  
1920s, electrical appliances.



Thanks to new electrical appliances, the nature of housework changed, but the demands on women remained. An ad for GE appliances.



*—and he wonders why  
she said "NO!"*

 Could he have read her thoughts he would not have lost her. A picture of neatness herself, she detested slovenliness. And not once, but many times, she had noticed his ungarnered socks crumpling down around his shoe tops. To have to apologize to her friends for a husband's careless habits was too much to ask. So she had to say "NO"—and in spite of his pleading couldn't tell him WHY.

*No SOX Appeal Without*

**PARIS**  
**GARTERS**

NO METAL CAN TOUCH YOU

25c to 82

SINGLE GRIP

DOUBLE GRIP

*Dress Well and Succeed*

Example of situational ad that surfaced in the 1920s

# *"Light a Lucky* and you'll never miss sweets that make you fat"

*Esther Murphy*

Lucky Strike cigarettes make... instead of breaking hearts... beautifying bodies... like... *nothing else does for smoking ladies.* The refined and delicate beauty of the modern man makes the choice of her煙... a pleasureable pastime... because... *she light a "Sweet."*

Lucky Strike is a distinguished brand which would be hard to believe. "Other cigarettes are composed mostly from tobacco which stimulates and invigorates the body. That's all the *lucky* man is interested in—stimulation for his body's sake. That's why *he* likes health in *lucky* ladies. That's why he likes me." "My girls are *lucky* ladies."

For years this has been our slogan—*Health is the best wealth.* That's why our *Lucky* smokers live longer and longer than other smokers. That's why *lucky* smokers are the *healthiest* smokers in *modern*吸烟. Although we could have a great deal more to say about the *lucky* smokers, we'll just leave it at that. They're *the* smokers who *smoke* *without* *problems*, who *smoke* *the* *lucky* *smoke* *without* *the* *other* *smokes*.

A reasonable suggestion for saving the *one* *independence*, but also *independence*, yet *without* *the* *other* *smokes* *which* *are* *harmful* *and* *harmless* *smokes* *such* *as* *coffee* *or* *the* *American* *people* *do*, *for* *independence* *is* *the* *key* *to* *success*!"

"BREATH FOR A LUCKY  
INSTEAD OF A SWEET."

## "It's toasted"

No Throat Irritation—No Cough.



Advertising targets women in the 1920s, touting cigarette smoking as a way to keep healthy.



Listerine advertisement in the 1920s.



THE Summer Girl owes much of her charms to lustrous, abundant hair, and a sure way to hair-health and beauty is to use

# CANTHROX SHAMPOO

which is so very easy to use and so effective that it has been for years the favorite of all who want to bring out the lustre, color and waviness that are natural to their hair. Canthrox, the hair beautifying shampoo, rapidly softens and entirely removes all dandruff, excess oil and dirt, and gives such many fullness that the hair appears much heavier than it is, while each strand is left with a silky brightness and softness that makes doing up the hair a pleasure.

**For Sale at all Drug Stores  
No Good Hair Wash Costs Less**

One reason for the great popularity of Canthrox is that it requires so little trouble or time to use it. You just apply the fragrant invigorating lather thickly, rub thoroughly into the hair and scalp, rinse out carefully with clear warm water, after which it dries very quickly and easily.

H. S. PETERSON & CO., Dept. 214, 214 W. Kinzie St., Chicago, Ill.



## Right care means plenty of good looking hair

Men and women both should have it—but many do not

It is well known that more and more men and women are turning to hair care as a means to better health and beauty.

There are many reasons for this and among them is the fact that many men and women are now more interested in their own personal appearance. There are also many other reasons, such as the desire to look younger, the desire to keep the hair clean and healthy, the desire to have a good complexion, etc.

### Simple directions

Apply one or two drops of the tonic to the hair and scalp, then wash with a suitable soap. Use La French hair tonic according to the directions given above. This will remove the dirt, oil and dandruff from the scalp and the condition will be improved, vigorous growth of hair.

### Scientific endorsement

Scientific authorities endorse "La French" hair tonic. They say that it is the best hair tonic on the market.

A personal endorsement is given by Mrs. George E. Clegg, author of "The Art of Dressing," who says: "I have used La French hair tonic for many years and always find it gives me the results I desire. I have found it to be the best hair tonic I have ever used."

### Use this superior shampoo

At last, the ideal shampoo! It is unique. It has long lasting "La French" lather. Shampoo is a delicate, whitening formula based on pure, vegetable oils and proteins. It leaves a delicate film of moisture on the hair, leaving it smooth and shiny. It is especially good for colored hair.



Modestly yet firmly

The important fact of the matter is that "La French" hair tonic is the best hair tonic you can buy.

It has a wonderful appeal all over the country. Millions upon millions of people are turning to "La French" hair tonic because it is a combination of the best hair tonic and the best hair tonic money can buy. It is a product of the finest hair tonic manufacturers in the world.

It has the plump and luster of the young spring wild flower, and each hair looks like a flower. It is the best hair tonic in the world. It is a true hair tonic, and every hair is a flower, giving the coloring and flavor of the flower.

### For gray hair

For hair that has grown gray, you cannot do better than "La French" hair tonic. It is a treatment for the gradual fading of the hair's natural color. Applied twice a month, it will keep the natural color longer. It prevents the hair from becoming brittle, and gives it a good luster. It prevents the hair from becoming brittle, and gives it a good luster. It prevents the hair from becoming brittle, and gives it a good luster.

All La French preparations are guaranteed for their excellence.

At these stores and salons:

- La French Hair Tonic, 10c.
- La French Control Shampoo, 15c.
- La French Hair Dressing, 25c.
- La French Invigorating Cream, 25c.
- La French Invigorating Cream, 50c.

LA FRENCH LABORATORIES  
50 North Street, Worcester, Mass.

1922 shampoo ads. Notice what the shampoo will do for women. Notice the swimsuit attire!

# COLGATE'S

"HANDY GRIP"

## The Refill Shaving Stick —the waking thought of a million men

COLGATE'S "Handy Grip" puts convenience and economy into shaving. When your Shaving Stick is worn down to the nub, buy a Colgate "Refill"—for the price of the soap alone.

Scraping the "Refill" into the "Handy Grip" is as easy as putting a new blade in a razor. The soap itself is threaded. There is no waste.

For extra economy, remove the bit of soap removed from the "Handy Grip" and press it upon the end of the "Refill." It will stick, giving you a month's extra shaving.

The fragrant, softening lather results not merely rubbing in with the fingers. It leaves your face cool and refreshed. We were first to take the risk out of shaving—way back in 1903.

For that famous, moist lather that leaves no-tiny shave—there's nothing like Colgate's Shaving Stick—and in the "Handy Grip," there's nothing like it for convenience and economy.

On sale Worldwide—containing a full year's supply. Shaving Soap—\$1.00 for 16 oz., \$1.25 for 24 oz. and 32 oz.; or you can buy the Colgate "Refill," threaded at 10¢ per oz. This can save you much "dust" and soap. Soap can be had at 5¢ per oz. Colgate Shaving Stick—should always be used with Colgate's Shaving Soap or else a waste of money at the same price.

COLGATE & CO.

New York

109 Fulton St., New York



1928 ads for Colgate's shaving cream for men.

# RAZOR PULL Disappears!

→ when beards are softened  
this Small Bubble Way ←

A manikin shows a specimen shave...the power of the softening soap. It's a softening new type of lather that softens your whiskers in a sensitive way.



Small Bubble Soap  
10¢ a soap. 3 soaps in  
one.

There's a very special  
soap that softens  
whiskers of about half  
a cent—soft, smooth  
smooth, shiny, smooth.

Colgate's patients have adopted our special  
shaving "formula" because it's the best  
method to shave the very fine, soft whiskers.

And now, as demanded, we present  
our famous "formula" in a  
convenient and clean "Handy Grip" that  
lets you shave, to complete comfort.

Buy 10¢ a soap, softly in pads!

Look well to your whiskers in the last  
few days to shave.

It's a "Colgate" lather. The small  
bubble soap saves money. What more is  
there to the love of good looks?

The original soap takes up with Colgate's  
very fine "formula."

1. The soap is the finest known for  
the face that removes such hair...it does it  
gently.

2. These bubbles of very numerous  
bubbles carry away all dirt and  
impurities through intermixing...  
leave no soap marks on the face.

3. These bubbles of very numerous  
bubbles carry away all dirt and  
impurities...no soap marks...no irritating  
residues.

You'll never find a shave like this before.  
You'll never shave with another.

Please don't take my word for it. Try  
Colgate's "formula" the same day with  
the original soap. You'll see the difference  
and the difference must be right. Please  
try it.

FREE SAMPLE, MONEY

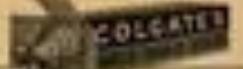


### Small Bubble did it

The other shaving soap is like "dust".  
It's the old soap that makes soap look.

It's no wonder the whiskers appear  
as the residue of intermixing. It's  
nothing but a waste of time, money  
and soap, and the soap is the most  
expensive part of the shave.

These bubbles take a shave without  
any soap...no irritating residues.



COLGATE

One of the best soaps you can buy...in  
the world's most useful, or Economy, form.





## Early 1920s “educational” ads

**FREE 10-Day Test  
Send the Coupon**

Make your teeth and gum disease disappear completely with a free test. Mail this remarkable test and find out.

# Just run your tongue across your teeth

*You'll feel a film—that's what makes your teeth look "off color" and invites decay and gum troubles*

Old methods fail to remove it successfully. Presently it is the dazzling white teeth you envy. Make this remarkable dental test—present day beautiful teeth and not realize it.

This new dental method gives you the tools to eliminate even the most stubborn stains. It removes stains in the same manner as all other methods.

But more than beautiful teeth. You

and family healthiness. You can now

get rid of tooth decay, gum disease,

infection, toothaches and toothaches

in either your mouth or your body.

It has changed the world's opinion of the way teeth can be made to satisfy the human desire.

It removes other undesirable films,

the great enemy of teeth  
and gums.

You can compare them now, and

you will feel a film—no longer than water droplets.

Then this is an instant for your dentist  
and your dentist. Your dentist will be

able to remove your teeth and make

a complete improvement and

give you back the smile that will

make you the envy of everyone in

your family.

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your family.

**FREE**

10-Day Test

The Pepsodent Company

1000 Madison Avenue

New York City

or

Send me a 10-day test.

Address

City

State

Date



**Pepsodent**

The New Day Quality Denture

Company of New York

## Pepsodent toothpaste ads.



## Magic

### Lies in pretty teeth—Remove that film

Why will old women, in stores down  
every shopping street, say:

"There is a new way to eat in...old  
teeth are good for nothing." Why are  
they so bad? Because they are not  
strong, not healthy.

They are not strong, because they  
are not strong, because they are not  
strong, because they are not strong.

A common word among old people  
is "old". They are not strong, because  
they are not strong, because they are not  
strong, because they are not strong.

### Two other lies

#### Film is deadly

Film is dead, because it is dead.  
It is dead, because it is dead.  
It is dead, because it is dead.  
It is dead, because it is dead.

It is dead, because it is dead.  
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It is dead, because it is dead.  
It is dead, because it is dead.

### Lies altered

Health does not lie about its  
worth. It is a lie that old people  
say, "Old teeth are good for nothing."  
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"Old teeth are good for nothing."

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### 10-Day Test Free

THE PEPSODENT COMPANY  
has the best product available in  
Mail-in Test Tube of Pepsodent to

name and address in a nearby

**Pepsodent**

The New Day Quality Denture

Company of New York

Now evaluated by dentists and  
selected by leading dentists throughout  
all the world over. All drug  
stores carry the larger tubes.

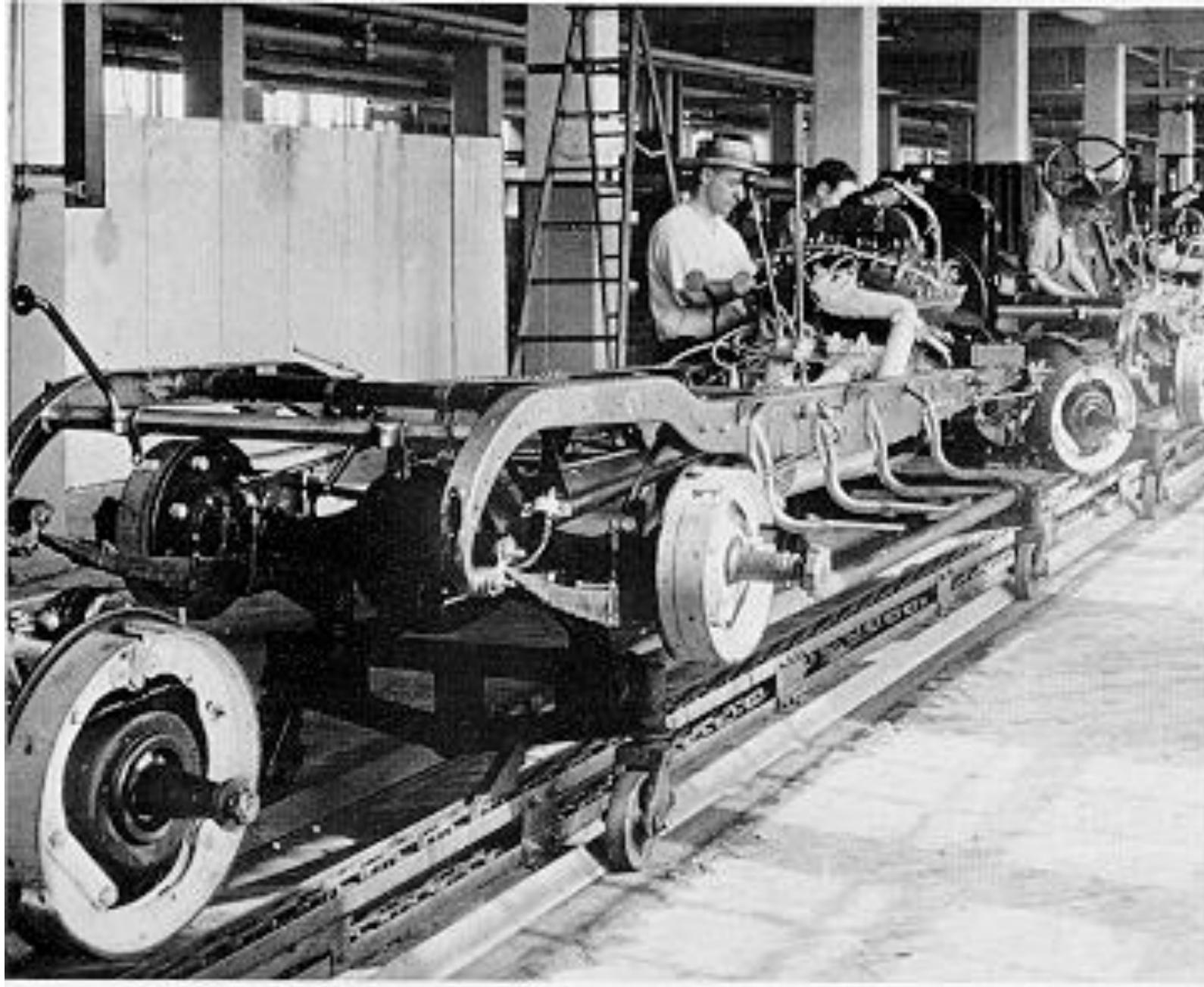


John Barrough  
Aug 27 1914

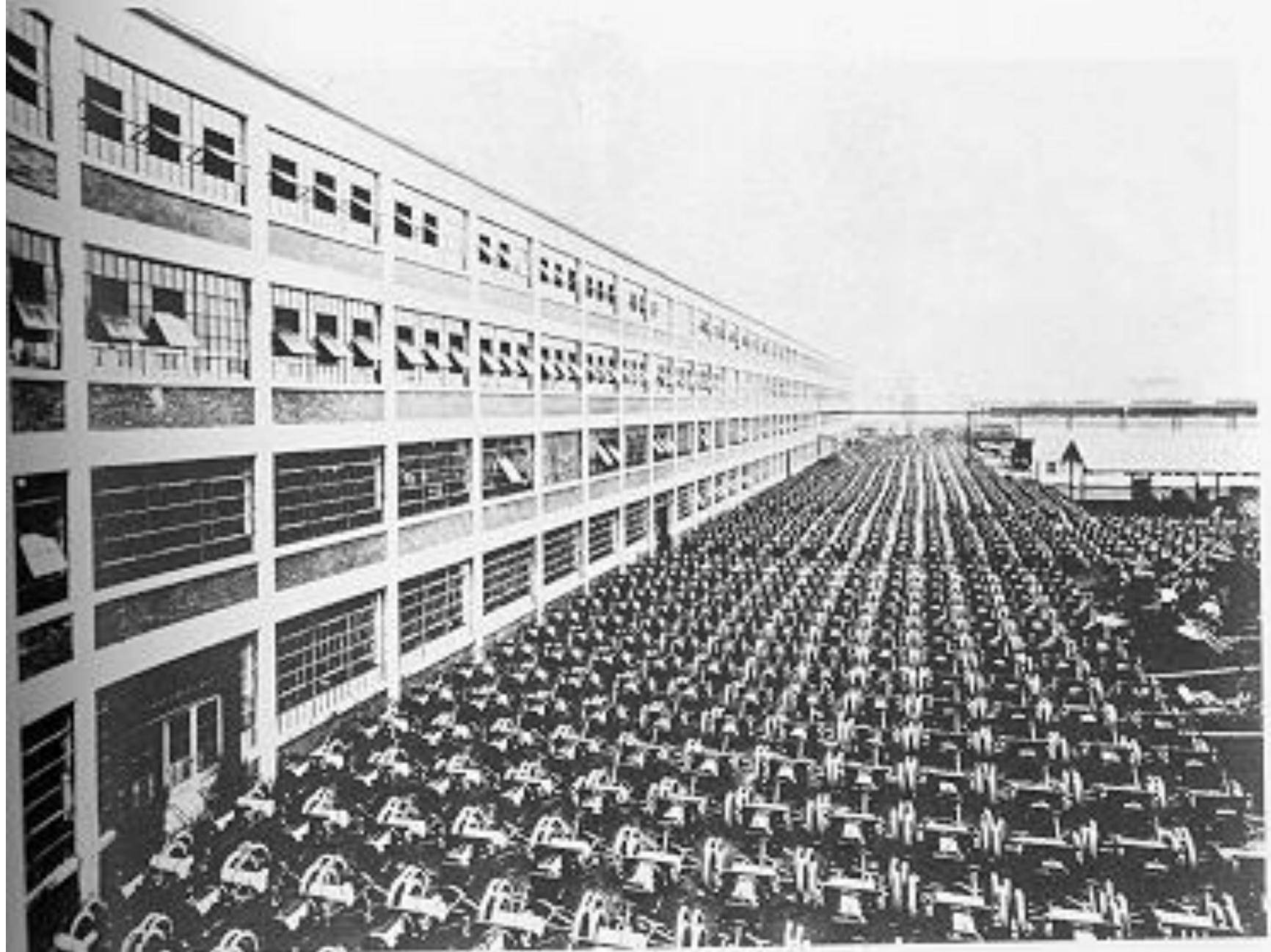
The versatile Model T



Henry Ford's initial "assembly line"



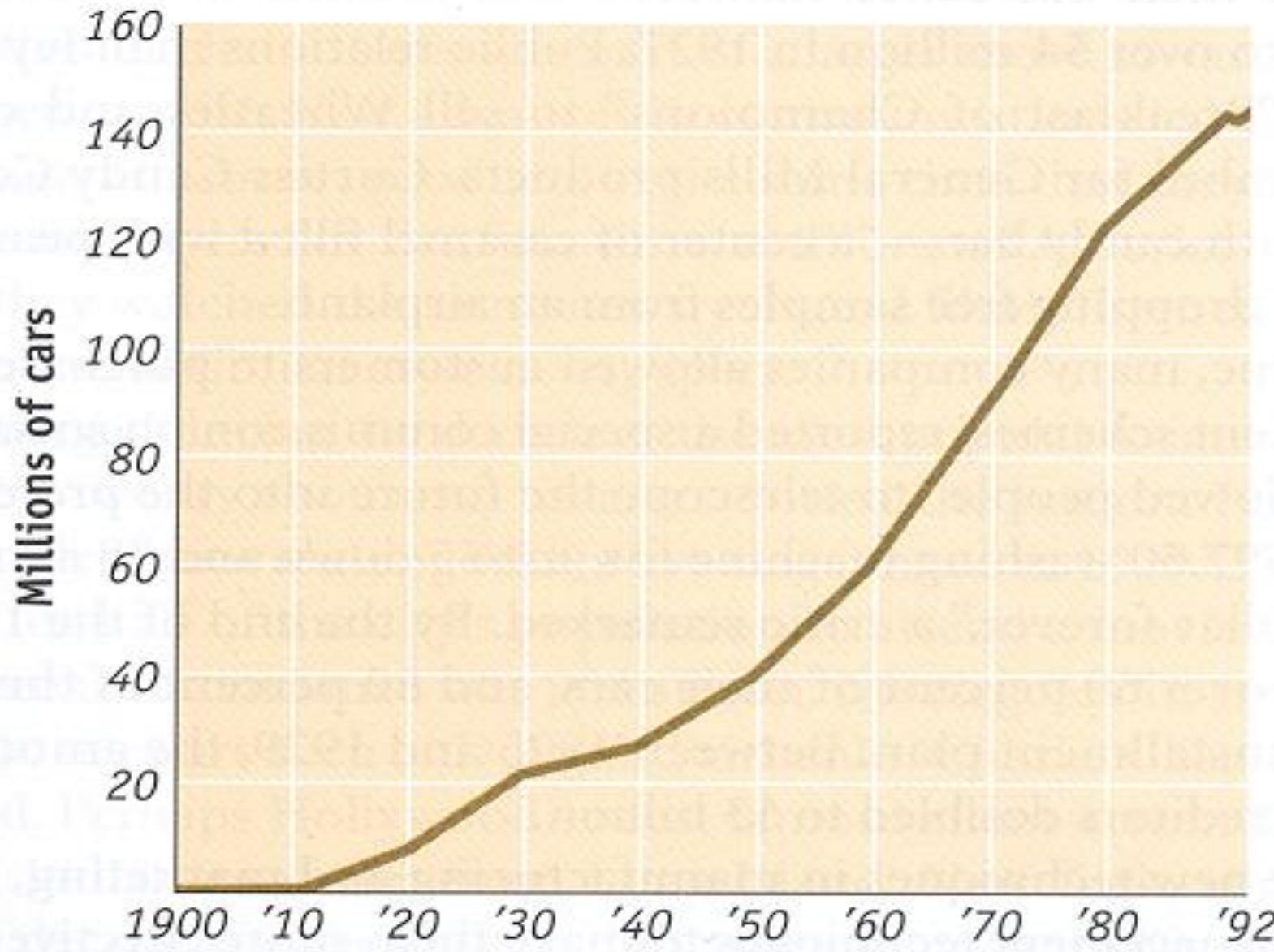
Ford's assembly line in Detroit.



One day's production of Model Ts at the Ford's plant.



Prosperity of the 1920s enabled millions to buy  
automobiles and helped to create traffic jams.



Number of registered cars in America. It reveals the growing significance of the automobile.



Women's suffrage protestors outside the White House



"Flappers" symbolized the new woman's daring -- flouting traditional social and moral restraints.



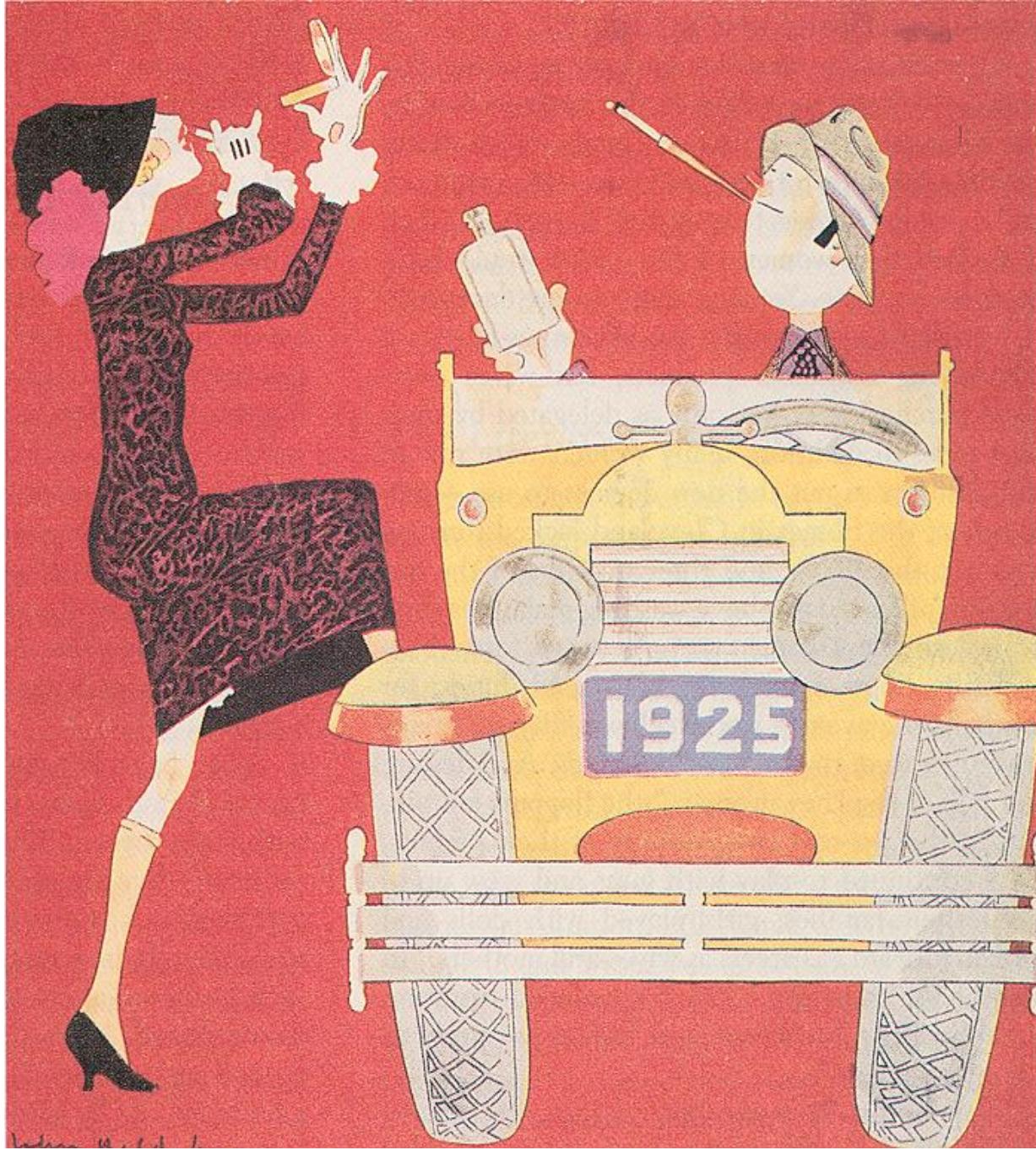
A 1920s flapper posing beside her roadster



Flappers defined a whole new style of dress and behavior



*Judge* magazine's cover depiction of a "flapper"



This drawing defines the image of the “flapper” era



Guardian of Morality: One-piece bathing suits were a sensation in the 1920s. Here a check is made to ensure that not too much leg is showing.



Enforcing Prohibition



Enforcing Prohibition



HOW TO KEEP THE CAT AND  
GET RID OF THE COOTIES?

—Morris for the George Matthew Adams Service



The problem of bootlegging alcohol.



The “speakeasy”



The “21” Club during Prohibition. “21” in New York was one of the most famous “speakeasies” of the 1920s



## Celebrating Repeal, 1933

The 21<sup>st</sup> Amendment ended Prohibition in 1933.

**Isolationism -vs- Econ Imperialism**  
**Conservatism -vs- Cultural Liberation**  
**Individualism -vs- Consumerism**

