

The 1920s

A black and white photograph of a factory interior. In the foreground, a worker is seen from the side, working on a large, light-colored machine, possibly a car body. In the background, several other workers are visible at different stations along an assembly line. The factory has high ceilings with large windows and structural columns.

**The Economy, Mass Production,
Appliances, Consumer Culture,
Entertainment, Advertising,
and the Black Experience**

BOOMING

Economy



**Unprecedented
Economic Growth**

But the

GAP

widened

MIND THE GAP

Between the HIVES





And the
HAVE
NOTS

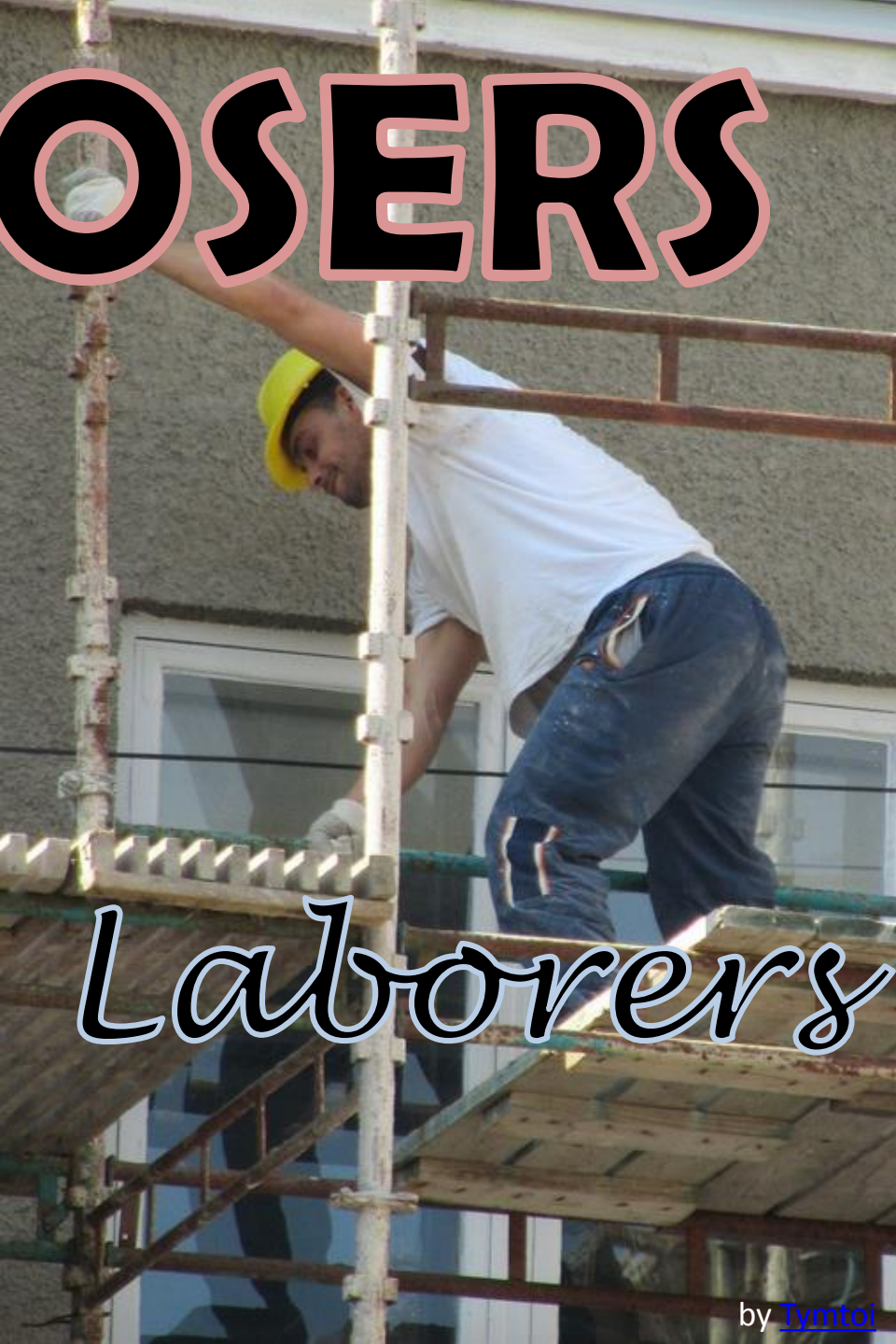
Photo by [Rob!](#)

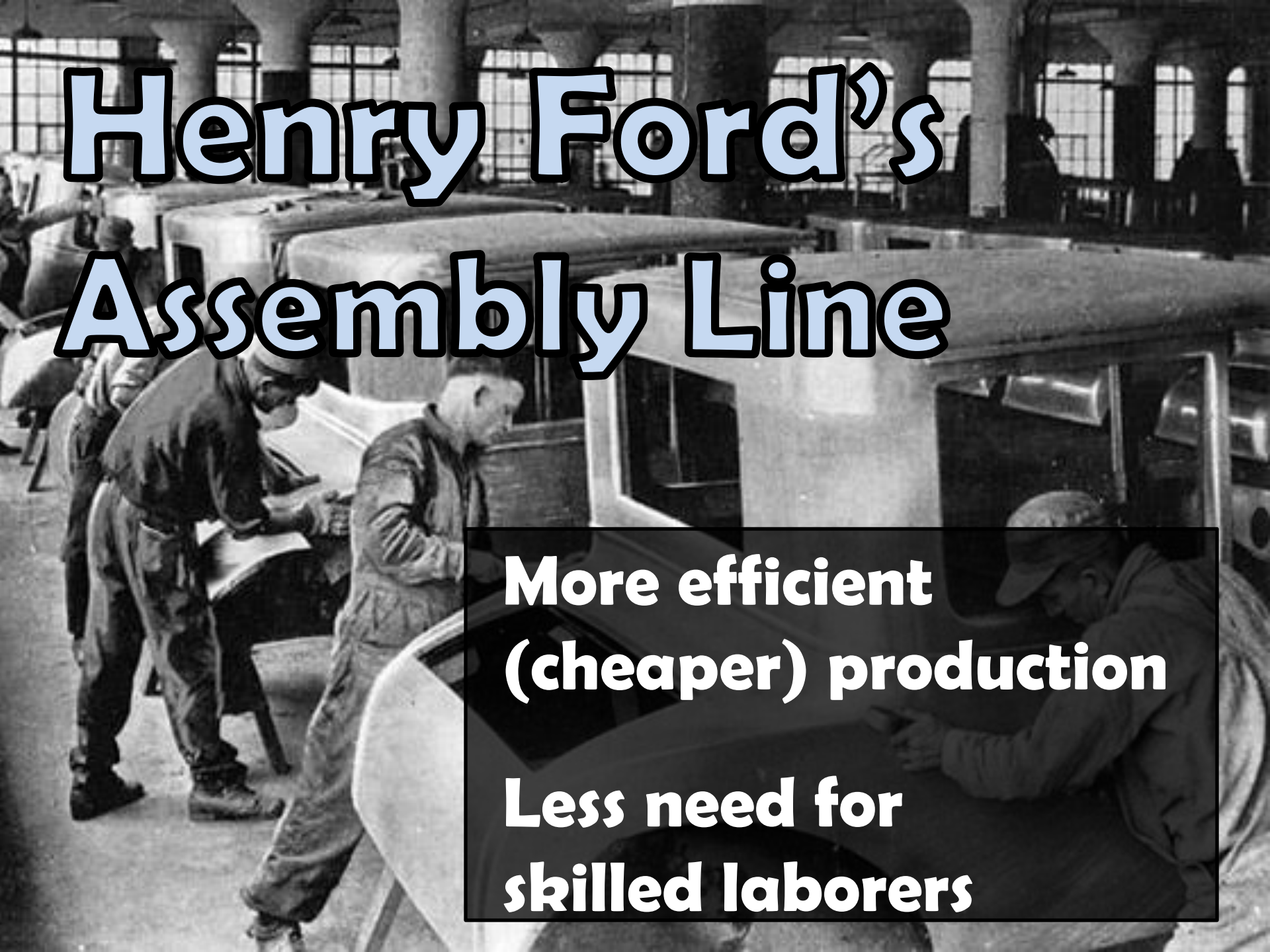
THE LOSERS

Farmers



Laborers





Henry Ford's Assembly Line

**More efficient
(cheaper) production**

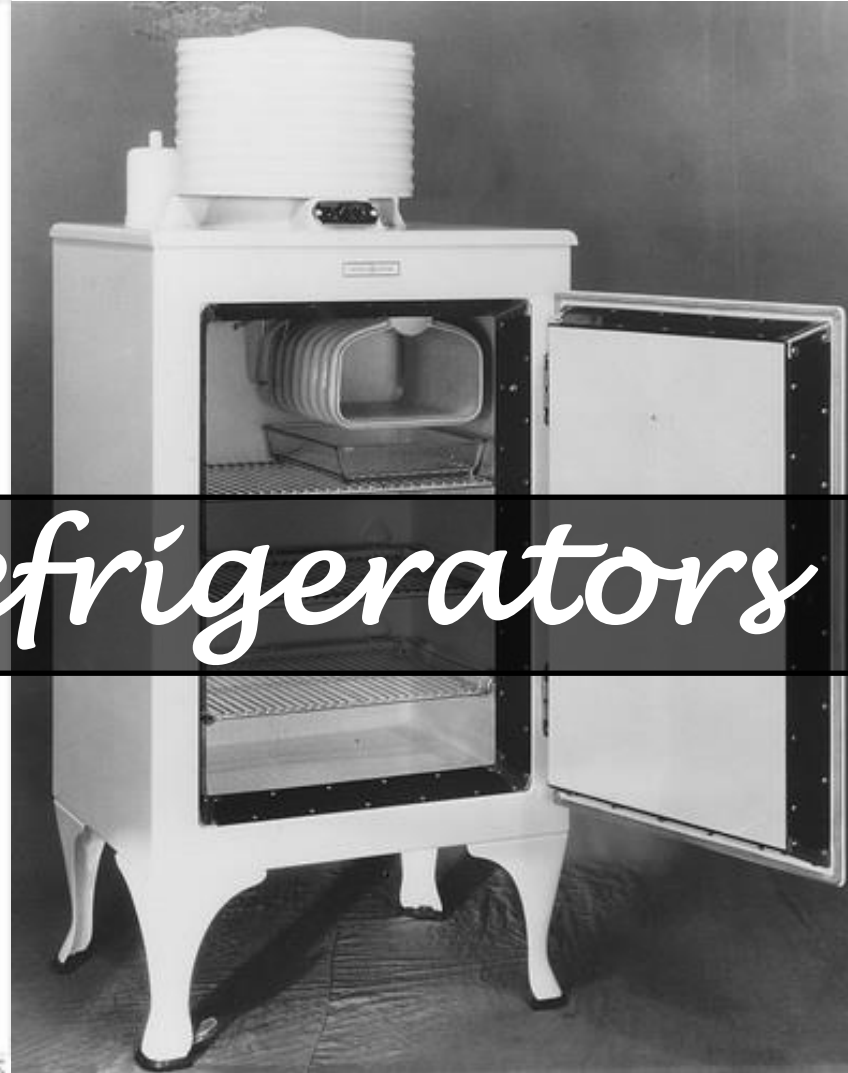
**Less need for
skilled laborers**

The Decade of the Automobile

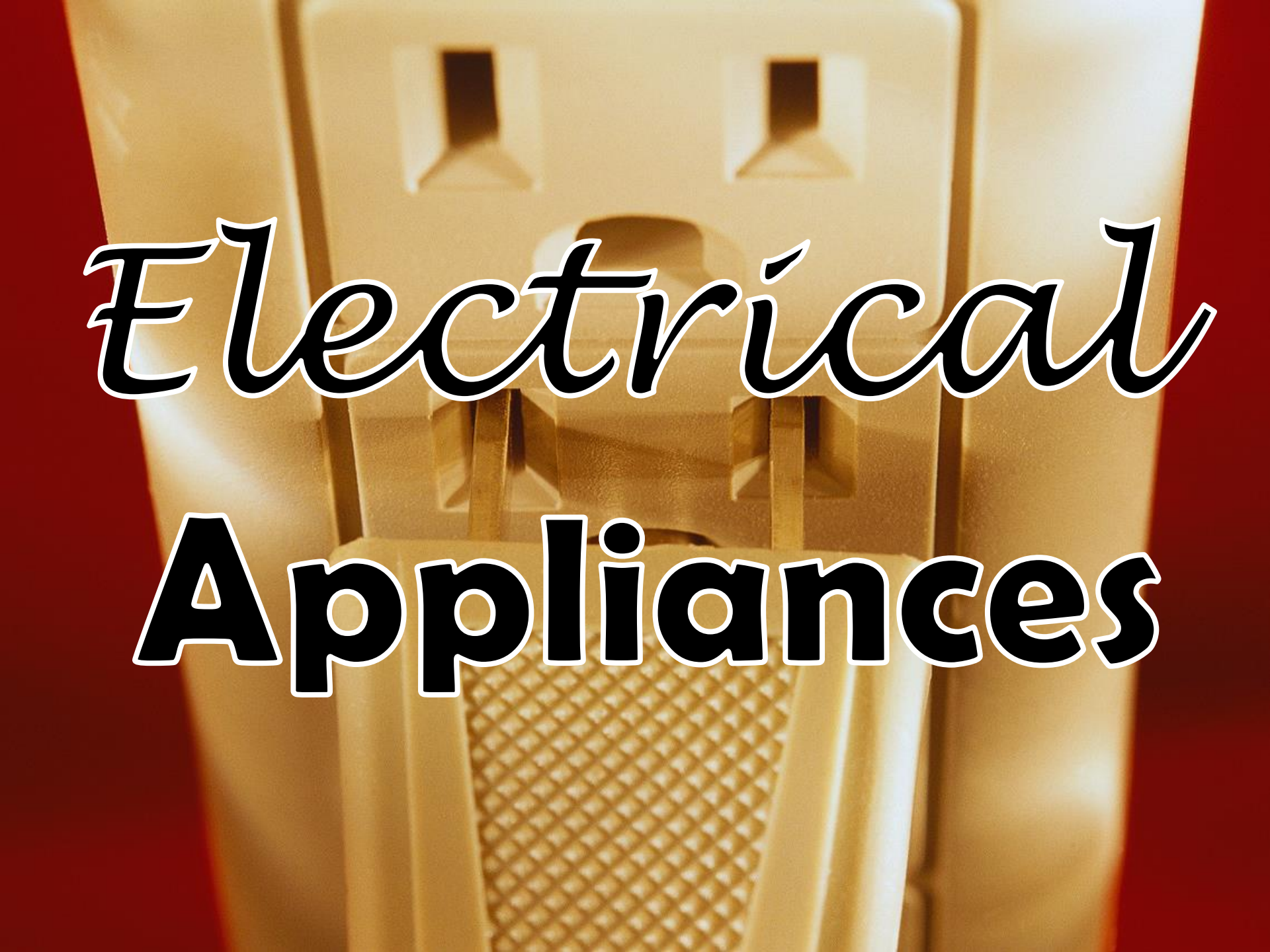


Ford Model T

Mass Production

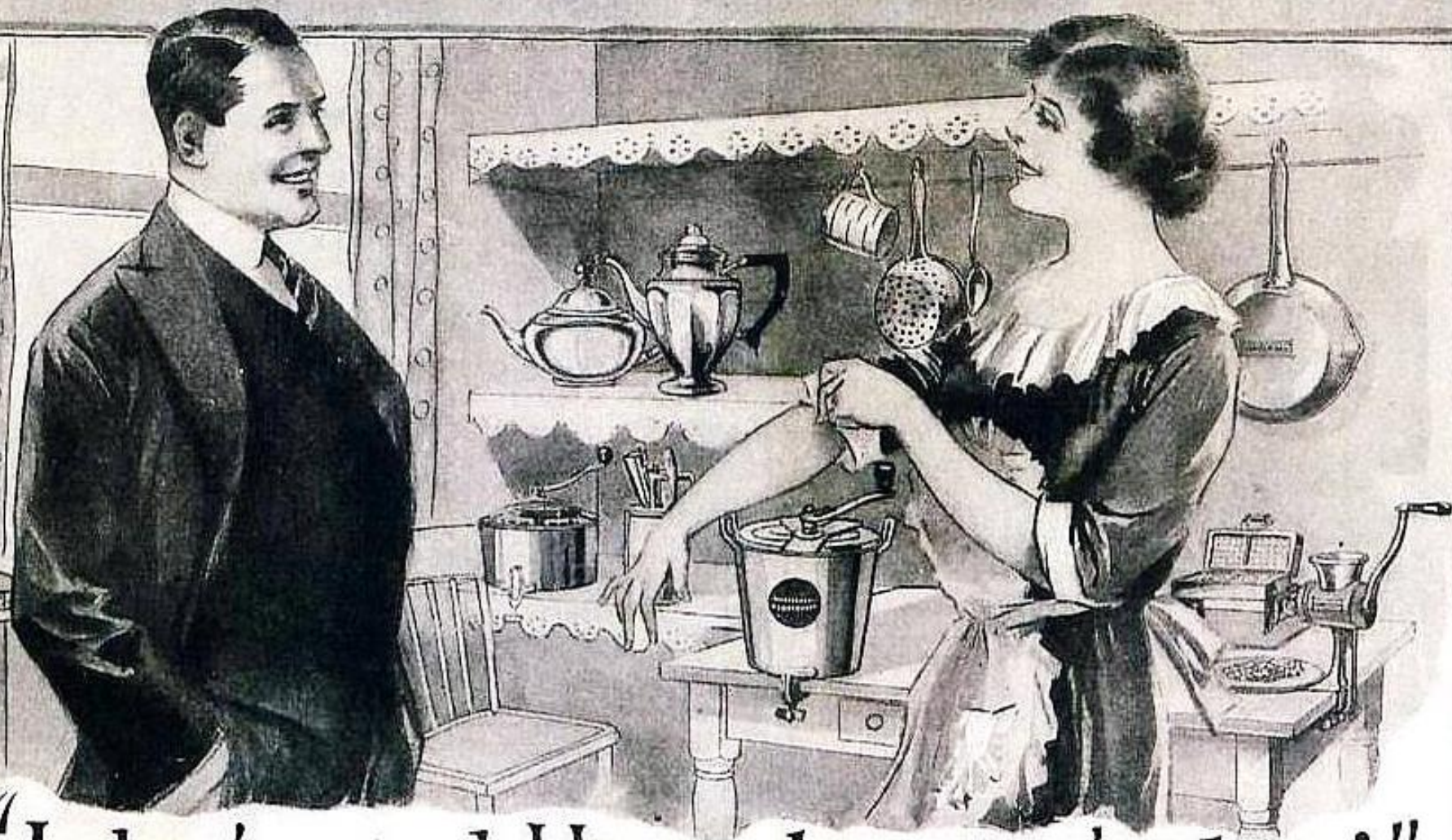


Radios & Refrigerators

A close-up photograph of a white electrical outlet with a three-pronged plug inserted. The plug's prongs are visible, and the outlet's internal components are partially obscured. The background is a solid red color.

Electrical
Appliances

Home Needs



"I don't mind Housekeeping a bit!"

The Universal Housewife Says—

"I don't mind Housekeeping a bit!"

The Universal Housewife Says—

NO wonder—with UNIVERSAL Home Needs to do the hard work. Really—they make housework a pleasure. And how they do cut down the bills!

With the **UNIVERSAL Coffee Percolator** it's the matter of a few minutes to make coffee of delicious flavor. The **UNIVERSAL Food Chopper** makes delicious dishes from left-overs that would ordinarily go to waste. Saves its cost many times over in the food it saves.

Perfect Bread in the **UNIVERSAL Bread Maker** in three minutes. The Cake Maker, Mayonnaise Mixer, Tea Ball Tea Pot, and scores of other UNIVERSAL Home Needs all doing their part to lessen the housewives' work.

And with **UNIVERSAL Aluminum Ware** gleaming from shelf and cabinet—the Universalized Kitchen is truly a wonderful "workroom" of the home.

UNIVERSAL Electric Grill and Toaster prepare a complete meal right at the table. Handy and economical. All the conveniences of a kitchen at your hand.

The **UNIVERSAL Electric Waffle Iron** makes delicious waffles at the turn of switch. Served piping hot in less than two minutes. No smoke, no odor.

UNIVERSAL Vacuum Cleaner has conveniently located toggle switch and pistol grip which fits the hand. Full width nozzle, and for picking up thread, lint, etc., which cannot be removed by air alone, there is a gear-driven brush. Is beautifully finished in Verd Antique.

UNIVERSAL Electric Washer—beautifully enameled cabinet with all moving parts enclosed. Gear-driven mechanism, automatic safety clutch. Light, durable, sanitary cylinder; non-sagging, swinging wringer, with safety release. Locks in four positions; will not operate except when in position. Self-draining tub.

UNIVERSAL Electric Iron takes the drudgery out of ironing—saving many tiresome steps to and from the hot stove carrying a heavy iron. No roasting in a stuffy kitchen. Iron in comfort anywhere.

*On sale at Hardware, House-furnishing and Department Stores.
Electric Appliances at Electric Dealers and Lighting Companies.*

Write for FREE booklet No. 85, "Universalize Your Home"

LANDERS, FRARY & CLARK, New Britain, Connecticut

Metalsmiths for over Half a Century

© 1920 L. F. & C.

"UNIVERSAL Devices Help
Solve the Servant Problem"

UNIVERSAL
Electric Grill
No. E984 \$15.00

UNIVERSAL
Electric Vacuum Cleaner
No. E701
\$47.50

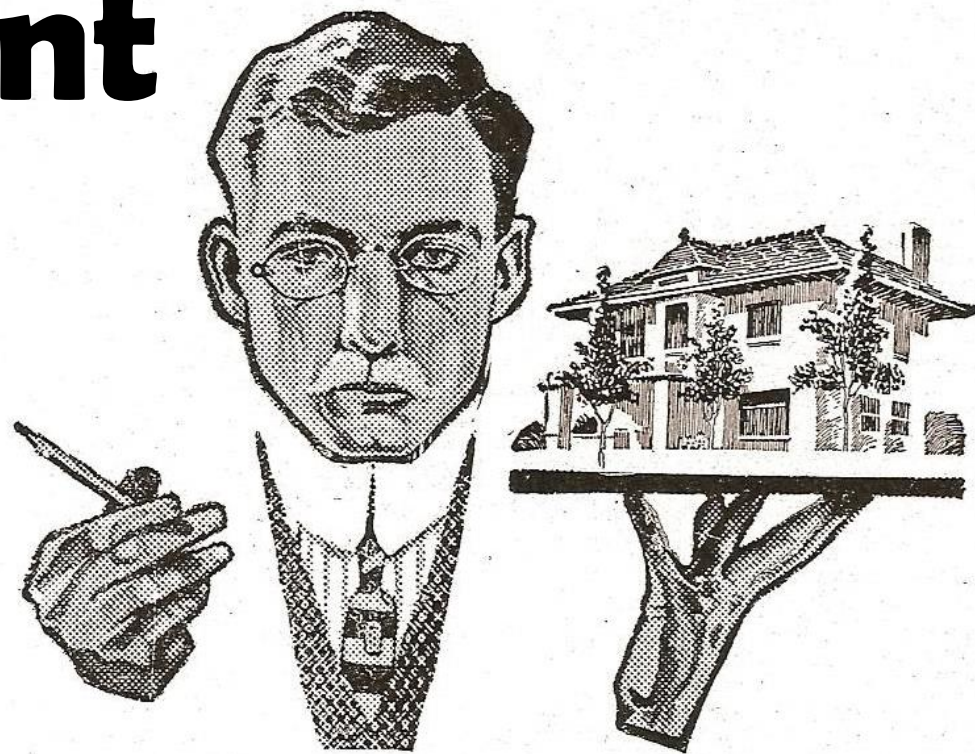
UNIVERSAL
Electric Toaster
No. E946 \$8.50

UNIVERSAL
Electric Waffle Iron
No. E930 \$20.00

UNIVERSAL
Electric Iron
No. E905 \$8.50

UNIVERSAL
Electric Washer

Installment Plan



Wire your house for Electricity Pay for it on the Installment Plan

You can wire the dwelling you are living in for Electricity just the way you can buy a set of books or furniture—on the installment plan. We call it the deferred payment plan.

You may obtain wiring bids from any responsible contractor, and when you have accepted a bid and contracts have been signed on our regular forms, the wiring completed and approved both by the Board of Fire In-



NO Burnt Fingers
Scorched Clothes
Overheated Room
Wear Steps Between
the Stove and the Ironing Board.

THE ELECTRIC IRON

Can be used anywhere you have an electric light socket; find the coolest place.

PRICE \$3.50

GUARANTEED FIVE YEARS.

FIFTY CENTS DOWN

AND A DOLLAR A MONTH.

FREE—When giving away without charge steel stands which support an electric iron in an ideal position, converting it into an ideal stove upon which

PHONE LAMAR 6390. WE DELIVER IRONS.

Fort Worth Power & Light Co.

Buy

NOW

Pay

LATER





DEBT

A Big Problem

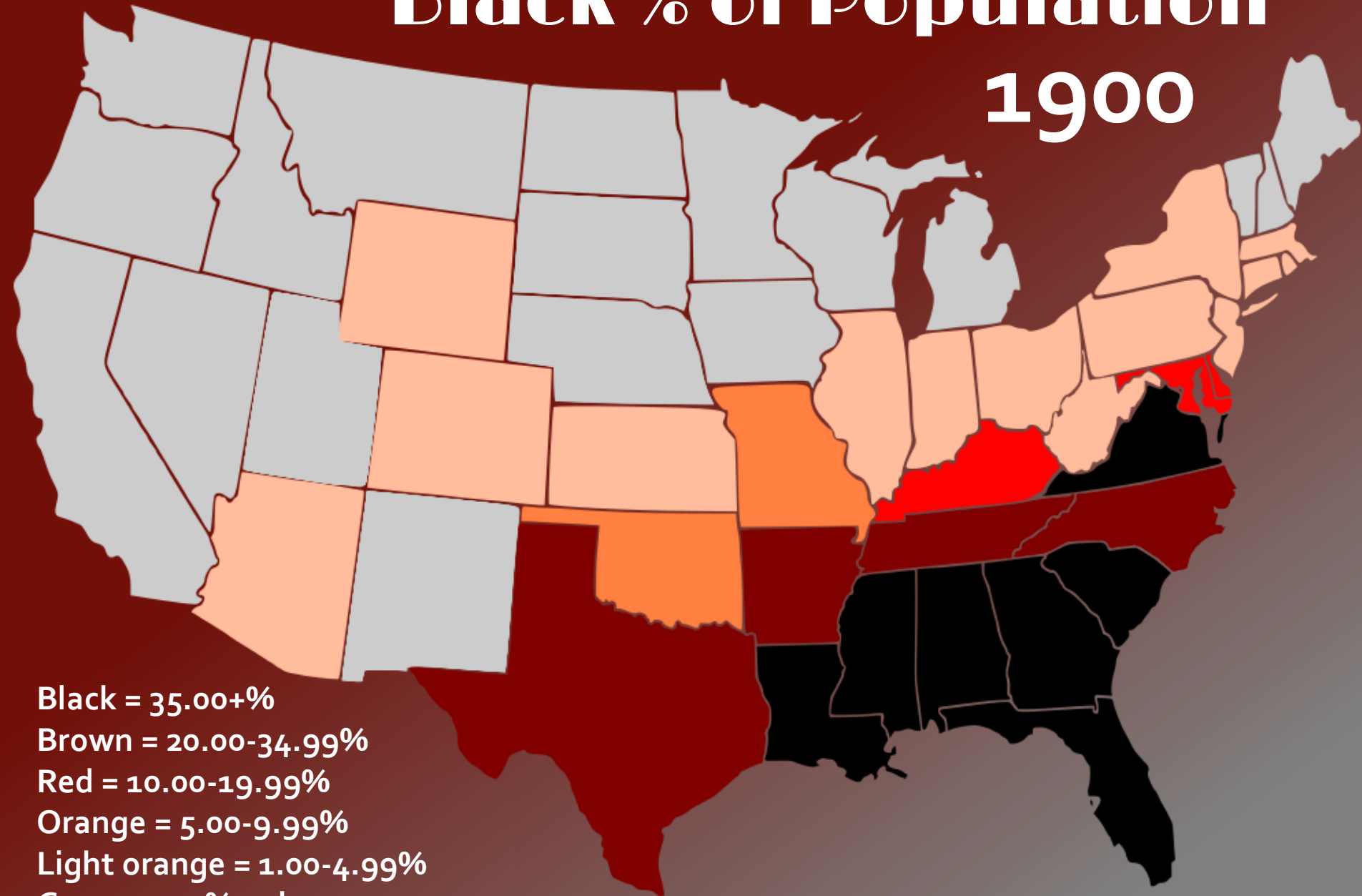
The Great Migration

1916-1930



**African Americans
Leave the South**

Black % of Population 1900



Black = 35.00+%

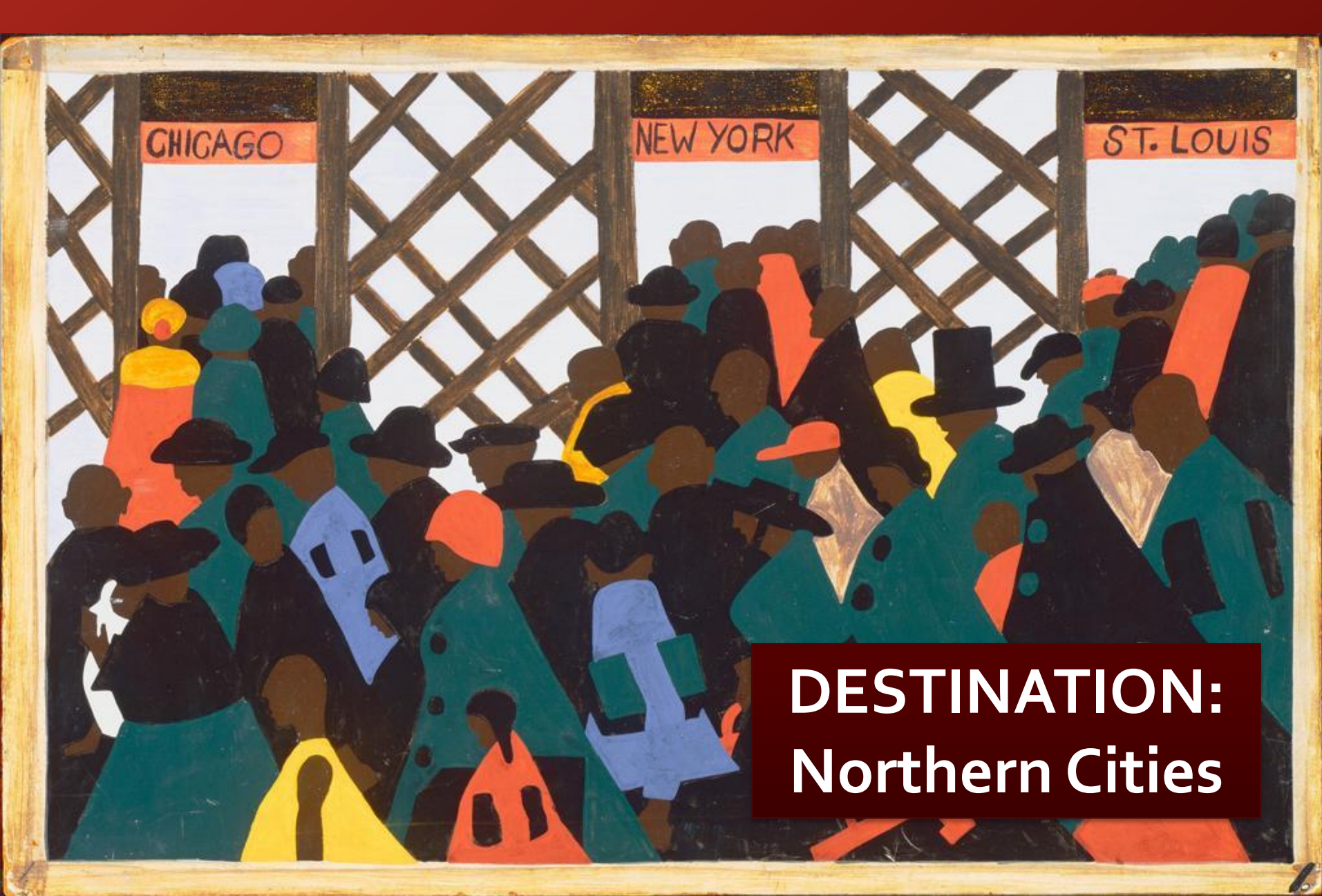
Brown = 20.00-34.99%

Red = 10.00-19.99%

Orange = 5.00-9.99%

Light orange = 1.00-4.99%

Gray = 0.99% or less



**DESTINATION:
Northern Cities**

CLICK for more paintings from Jacob Lawrence's Migration Series



Employment Opportunities

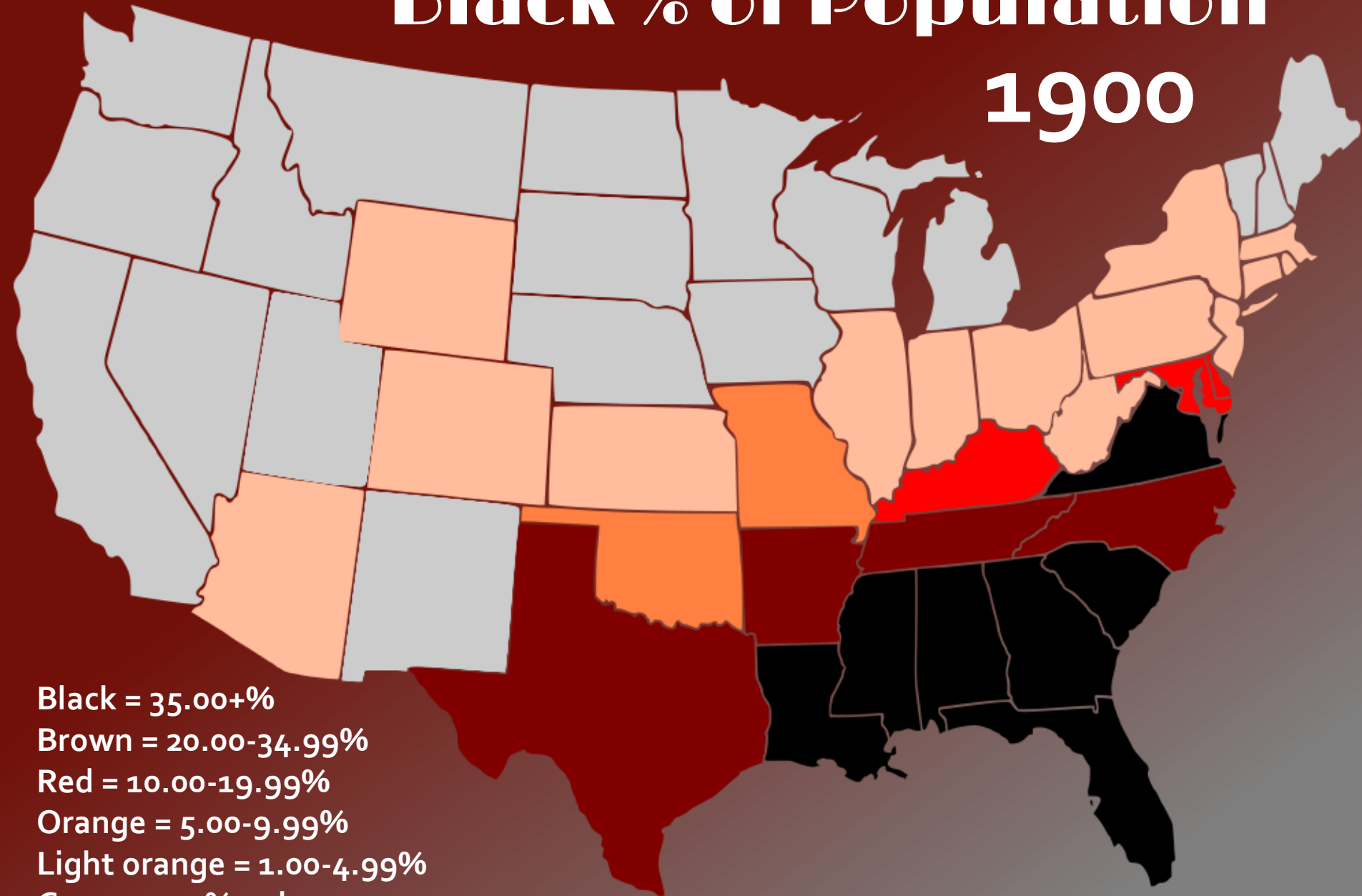
[CLICK](#) for more paintings from Jacob Lawrence's Migration Series



ESCAPE
Lynching

CLICK for more paintings from Jacob Lawrence's Migration Series

Black % of Population 1900



Black = 35.00+%

Brown = 20.00-34.99%

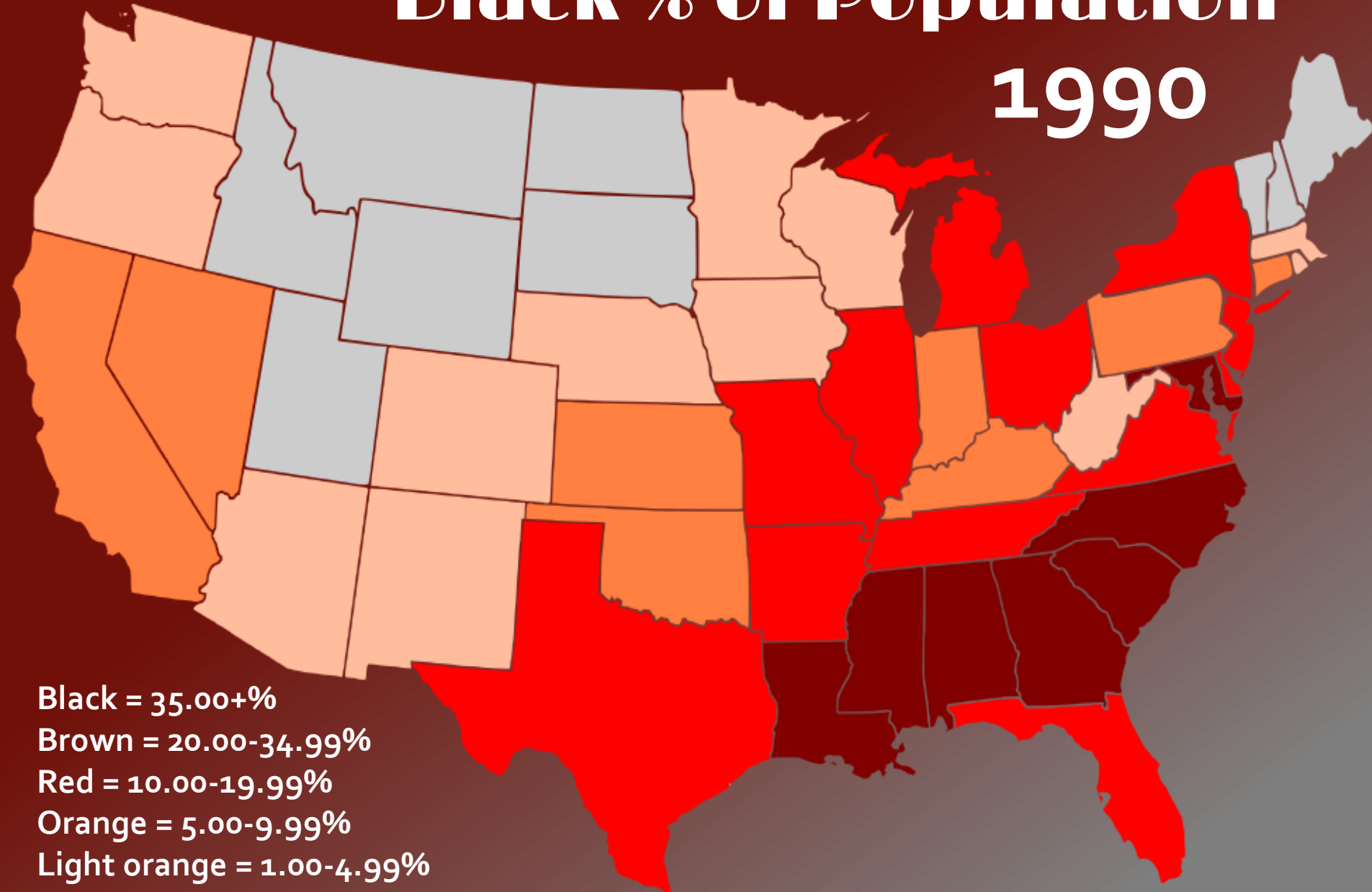
Red = 10.00-19.99%

Orange = 5.00-9.99%

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Gray = 0.99% or less

Black % of Population 1990



JAZZ



**Black music popular
with white audiences**

JAZZ



PHOTO: JUPITERIMAGES

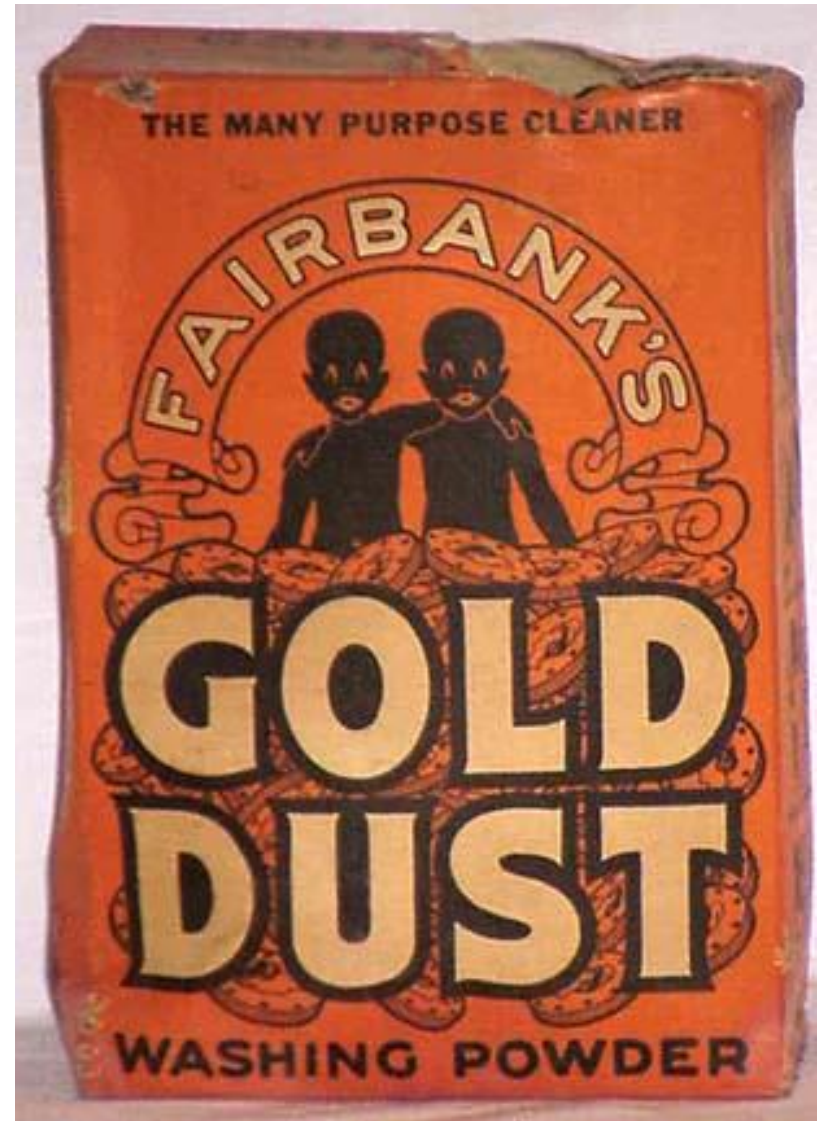
**The prevalence of
Jazz on the radio
broke down a
cultural barrier.**

But Racial
stereotypes
still persisted.

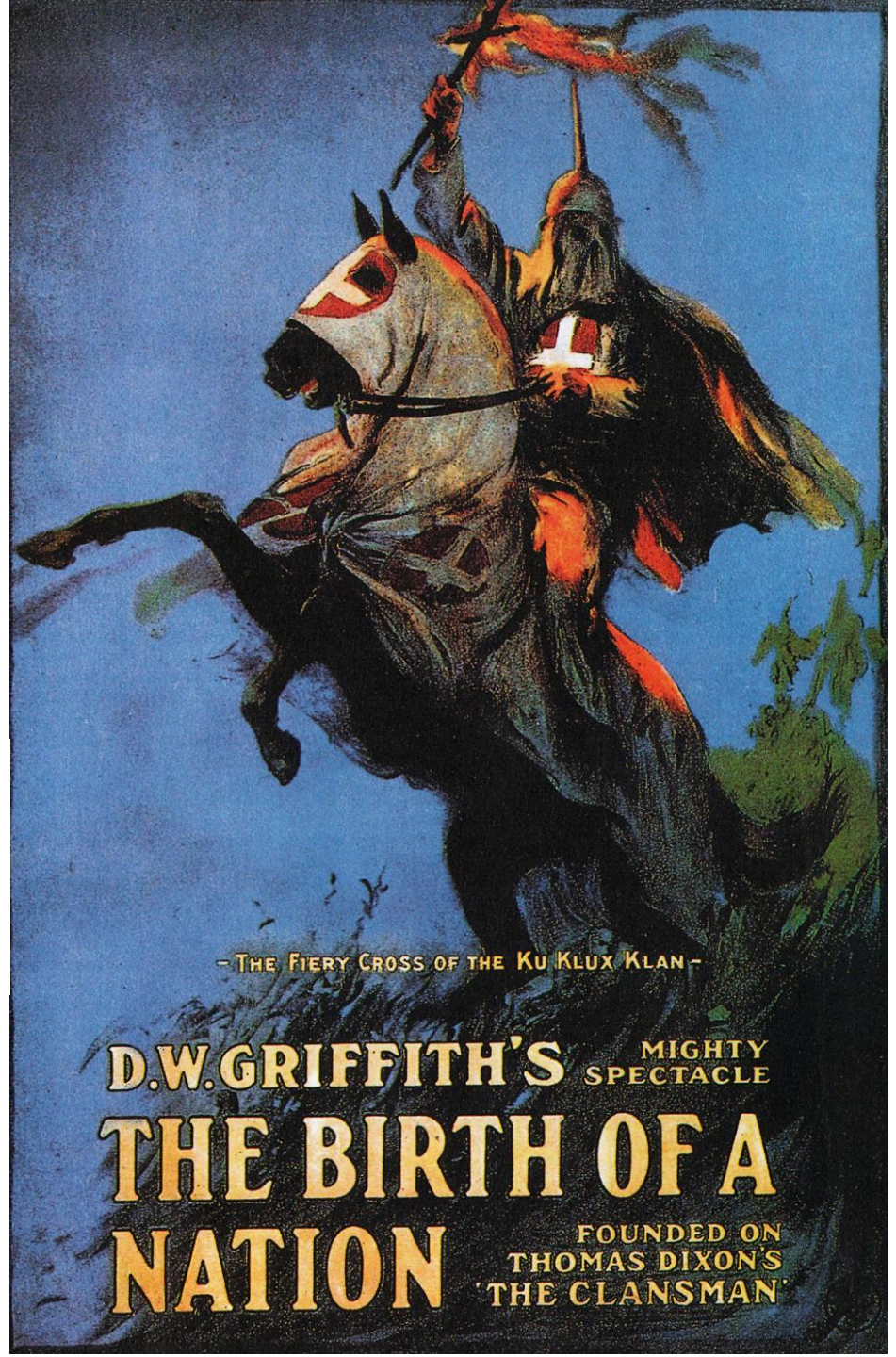


*The “Gold Dust Twins”
had a radio show, too!*

PHOTO: JUPITERIMAGES



The Most
SUCCESSFUL
Silent Film
EVER



Harlem Renaissance

African American
intellectual movement

*Literature, Poetry,
Art, etc.*



Langston Hughes
novelist and poet