Advertising of the 1920s.

Students spend about 10 minutes reading information.

Then discuss….

What things do you see advertised that are still present today? Are any of them newly on the market during the 1920s?

 Coca-Cola

 Electric housekeeping aids: vacuum, hairdryer

 The bra

Why was advertising so important during the 1920s?

What propaganda do you see?

 Body soap to wash away fat and years

 Housekeeping is enjoyable with new inventions

 Marriage still remains important

What do you see that challenges the old way of doing things?

 Women can play golf with men. Perhaps the “out of bounds” sign

 has two meanings.

 Legs and shoulders are revealed in women’s clothing

How are the flappers dressed in comparison to the woman on the last page?

 Flappers don’t show curves.

 Both show legs, shoulders, lower neck lines.

 Flappers have drop waists, others show tight waists.

 All hair is up, flappers actually cut

Where is much of the fashion sense coming from?

 Paris