

INSTITUTE FOR THE STUDY OF WESTERN CIVILIZATION

THE ROARING TWENTIES

LECTURE 7: THE SECOND INDUSTRIAL REVOLUTION

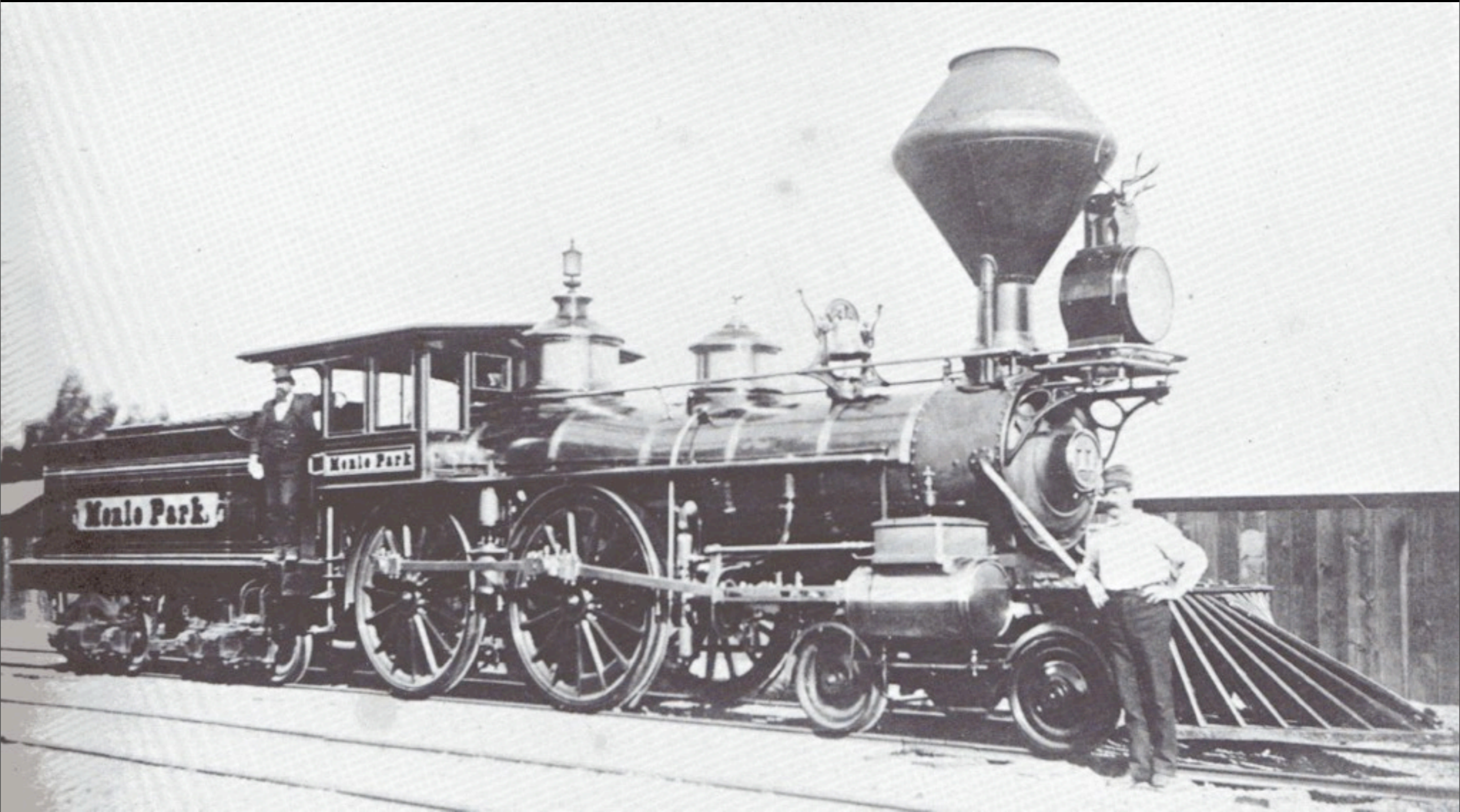




Andrew J. Russell's photograph of the meeting of the Transcontinental Railroad, Promontory, Utah 1869

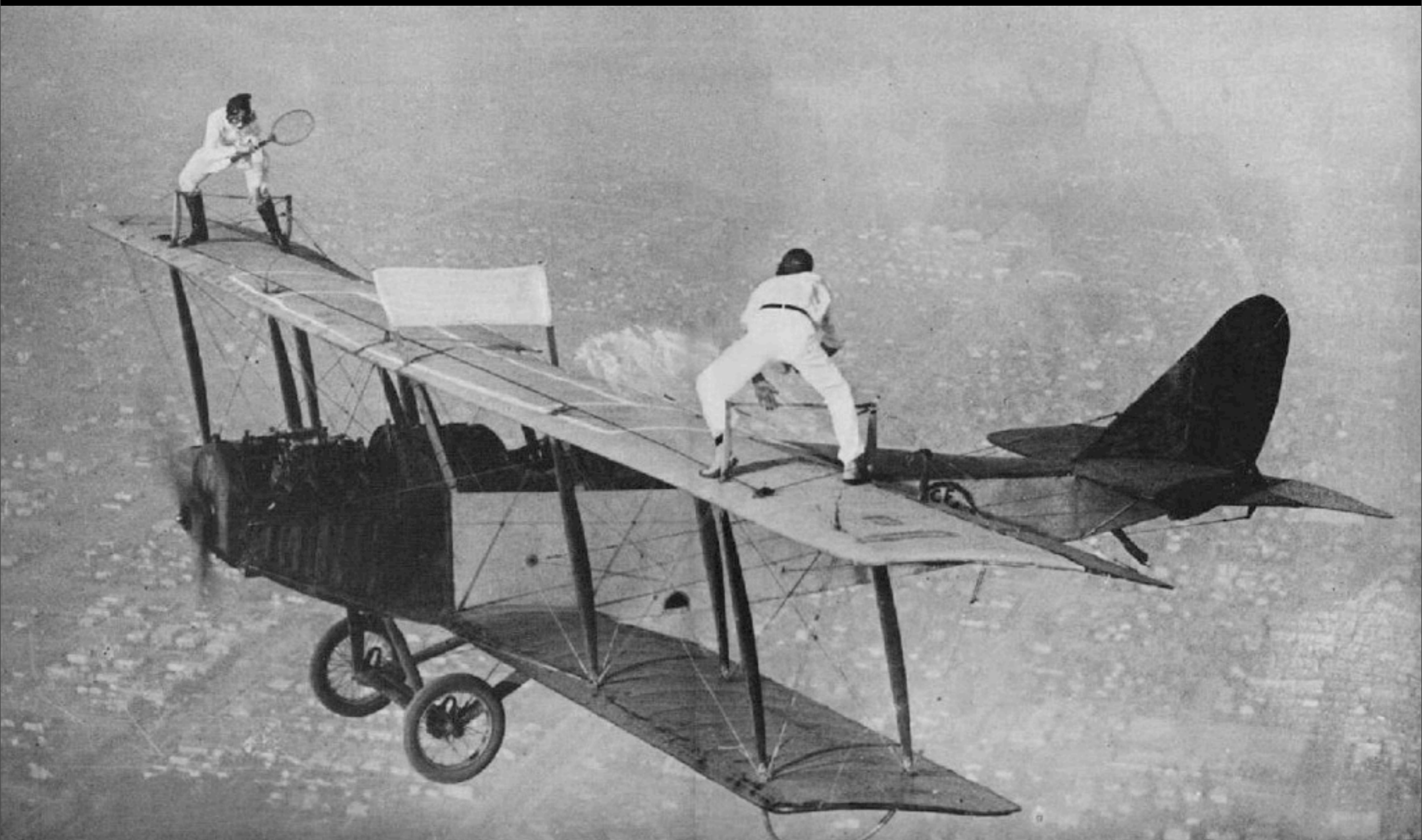


Charleston contest, St. Louis 1925



San Francisco-San Jose Railway, 19th century







Stout Airlines, Detroit





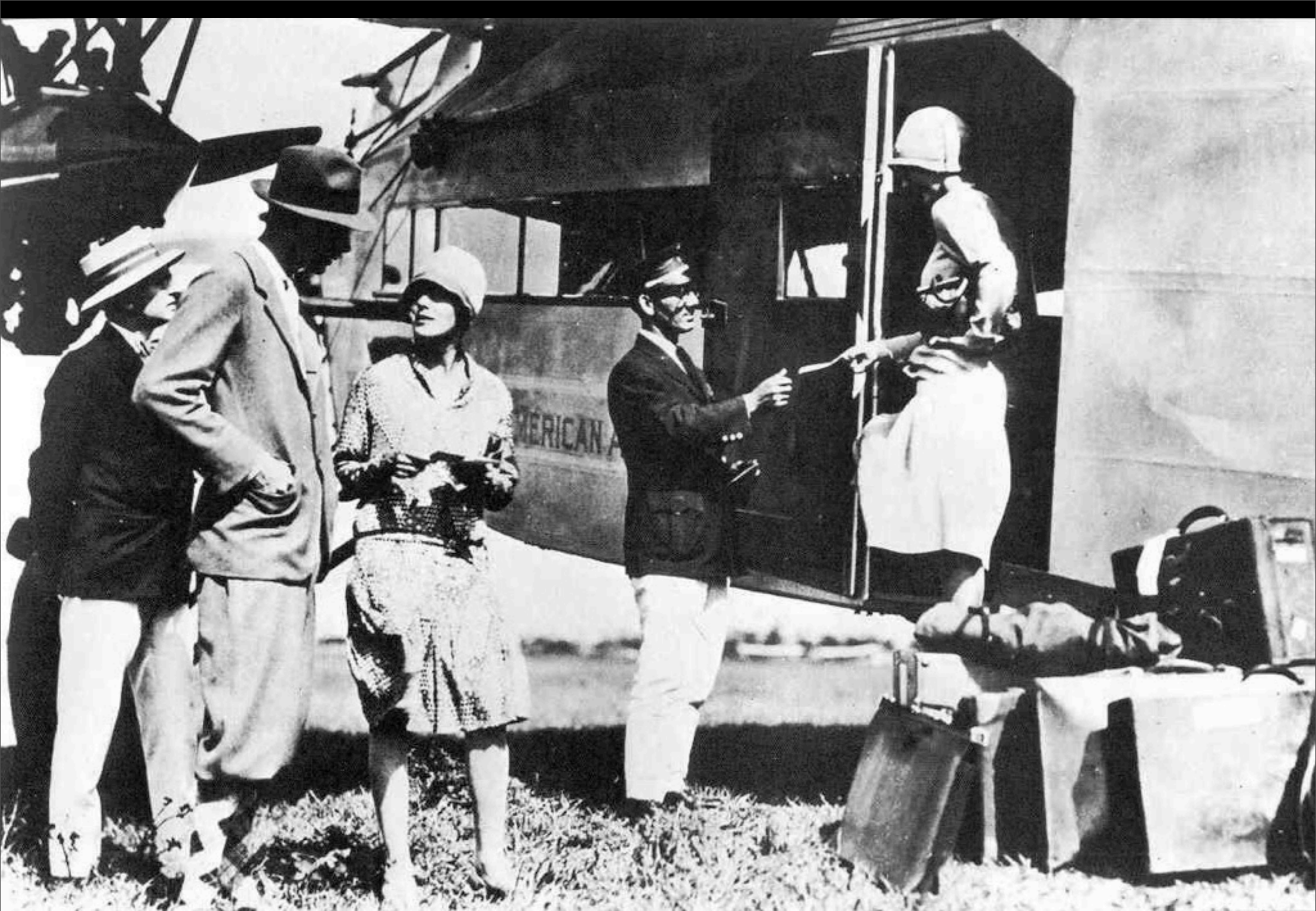
Becoming an industry: pilots get uniforms



Stewardesses



**Meals on
flights**



Miami to Havana

Friday August 9, 2019



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ASK FOR HOME DEMONSTRATION
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THE HOOVER
ELECTRIC SUCTION SWEEPER
*IT BEATS
AS IT SWEEPS
AS IT CLEANS*
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Candy is tops for quick energy 🍭, for downright fun. 🍬 You can be sure candy is fresh and clean 🍬—and you can see 🍭 to choose the kind you like best—when you BUY CANDY IN CELLOPHANE.



DU PONT
Cellophane

**Candy's better 'cause
it's fresher in Cellophane**



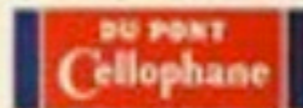
BETTER THINGS FOR BETTER LIVING
... THROUGH CHEMISTRY
Look at "Cavalcade of America" on Television

Mom says
I'm so fresh
and so clean
(sometimes)—
she ought to
wrap me in
Cellophane
to keep me
that way.



Everything's at its best in Cellophane

- Cellophane keeps things clean
- Cellophane keeps things fresh
- Cellophane lets you see what you buy



BETTER THINGS FOR BETTER LIVING...
THROUGH CHEMISTRY
Read The First Cellophane Book For Stories

"The best things in life
come in Cellophane"



"You SEE
what you
buy—no
guesswork."



"Foods come
fresh—stay
fresh longer—
less waste."



"...and things
in Cellophane
are clean and
sanitary."




DU PONT
Cellophane





BETTER THINGS FOR BETTER LIVING... THROUGH CHEMISTRY
Look at "Cavalcade of America" on Television



You see so many good things in Du Pont Cellophane

You see  the good things you buy...no guesswork.

They come fresh  stay fresh longer—less waste.

And Cellophane keeps them extra-clean  and sanitary.

DU PONT
Cellophane



BETTER THINGS FOR BETTER LIVING... THROUGH CHEMISTRY
Look at "Handbook of America" on Education



F. W. Woolworth Co.
1,111 stores in 1920, 1,525 in 1930



**The Great Atlantic and Pacific Tea Co.
4,621 stores in 1920; 15,418 in 1929**



TRADITIONS

No other day is more truly American than Thanksgiving. And no other American institution meets the particular demands of this day so largely as do the A & P stores.

The tasty soups, the fruits, the nuts, the raisins, the spices, the tea, the coffee, the desserts—all the countless incidentals to the Thanksgiving dinner—are sought at the A & P by natural preference. A preference already three generations old.

Today's daughters, with homes and families of their own, continue to observe the family tradition of trading at the A & P because it serves them always with first-quality foods—and always at a saving.

And so today, as half-a-century ago, A & P stores are rewarded with the loyal patronage of the keenest food experts in all the land: the wives and mothers with whom family-welfare is a first consideration.

At the A & P you are sure to find your favorite, nationally advertised brands of groceries

THE GREAT ATLANTIC & PACIFIC TEA COMPANY
Established 1859



WHERE ECONOMY RULES



The Little Red School House of American Retailing

© 1926, A & P



**in 1918 to 160,000 in 1929; between 1919 and 1927 their sales j
ord at its peak; its billion dollar a year turnover accounted for**





Safeway
766 stores in 1926; 2,669 in 1929



Standard Oil
12 stations in 1920; 1000 in 1929



J.C.Penny
312 stores in 1920; 1,395 in 1929

Our Aim
To Serve
Well and
Faithfully

WORLD'S
LARGEST
CHAIN
DEPARTMENT
STORE
ORGANIZATION

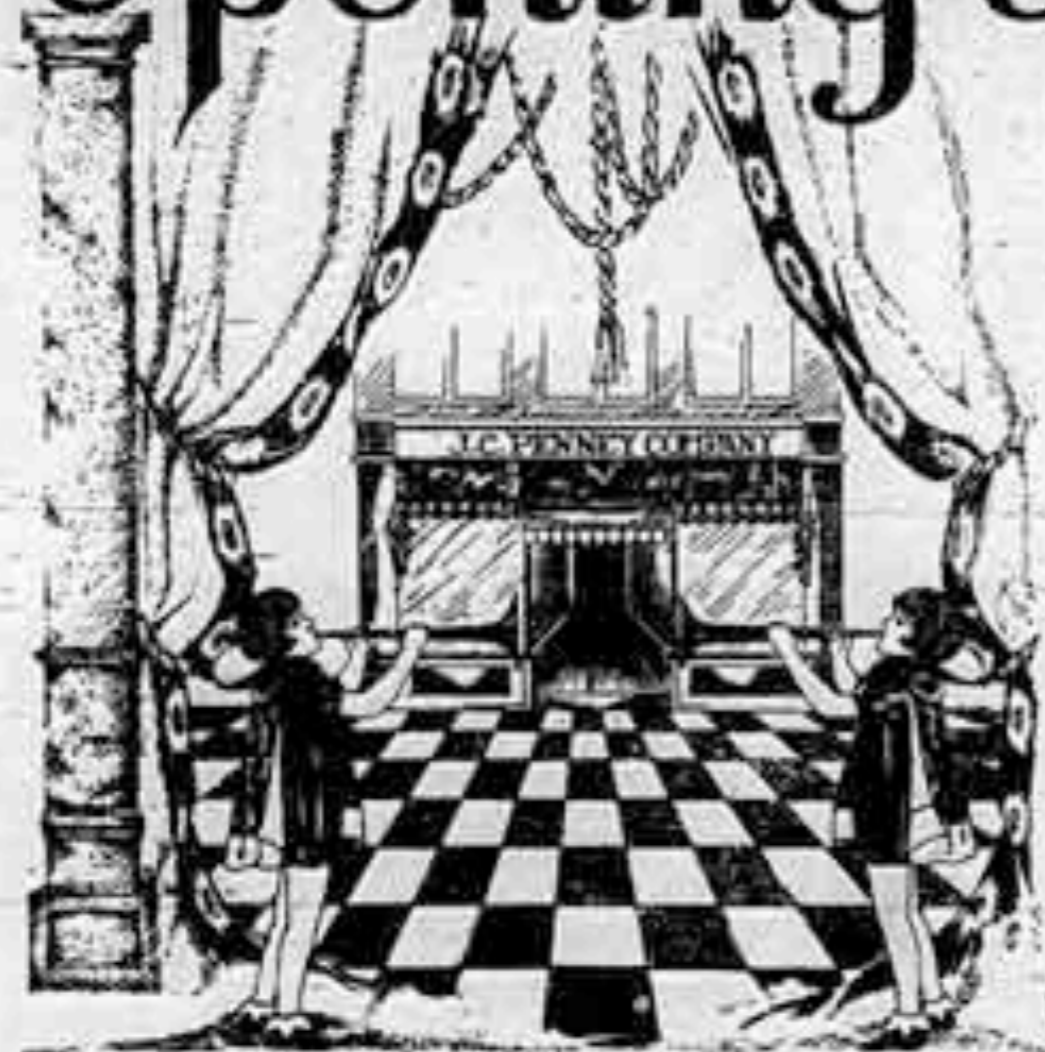
A NATION-WIDE
INSTITUTION -
J.C. Penney Co.
Incorporated
475 DEPARTMENT STORES
NORTH MAIN STREET, HAMILTON

RELIABLE
QUALITY
GOODS
ALWAYS
AT LOW
PRICES

Note
Our New
Window
Displays

Opening Our New Store

ON SATURDAY, APRIL 12



THIS NEW STORE is the 400th link in a great chain of Department Stores that stretches from coast to coast. The opening next Saturday, will have unusual interest to all Hamiltonians for it marks an achievement of a man who was born and reared here.

Twenty-two years ago, Mr. J. C. Penney, a native of this village, laid the foundation for a long line of retail establishments by opening a store at a little mining camp up in the mountains of Wyoming. This first store was soon followed by others. The number increased year after year. At the close of 1923, there were 475 Stores, scattered in all States. This year, nearly a hundred more stores will be added.

It was fitting that Mr. Penney should select his old home town to have the particular store to be numbered 100—a goal he had long desired to attain. That fourteen former Hamilton boys, who are now his associates in the J. C. Penney Company, should be co-partners with him in this store, suggests the pride and interest he takes in everything Hamiltonian.

Mr. Penney obtained his first mercantile experience in the same building and room where our new store is to be located. It is to be a store for Hamilton people, by Hamilton people and for service to all alike.

The store will be under the management of Mr. Frank Duck, who, while not a native of Hamilton, is a life-long resident of Missouri. He has had a long and practical experience as a merchant.

You Are Cordially Invited to Visit Us

And Inspect Our New Business Home!

When this new store was decided upon, our buyers at New York began at once assembling extensive stocks of reliable, up-to-date merchandise for us that we might be thoroughly prepared to open it in a way that would be pleasing and attractive to our patrons and old friends. The efforts of our buyers were successful far beyond our expectation.

A visit to our new business home will quickly demonstrate to you the fact that the buying power of the J. C. Penney Company is exceeded by no other house. Savings are provided that are important. Only the quantity buying for our many Department Stores enables our offering such truly remarkable advantages. Come in! Look around! Tell us what you think. We're eager to serve you.



Western Auto Supply Co.



515 stores in 1920; 2,500 in 1929







Farm family in Oregon with their new radio



Radio programming





**Direct dialing began in
1921 but took many years
to implement**



Coral Gables: America's greatest orator, William Jennings Bryan, lecturing on the climate of America's "most beautiful suburb"



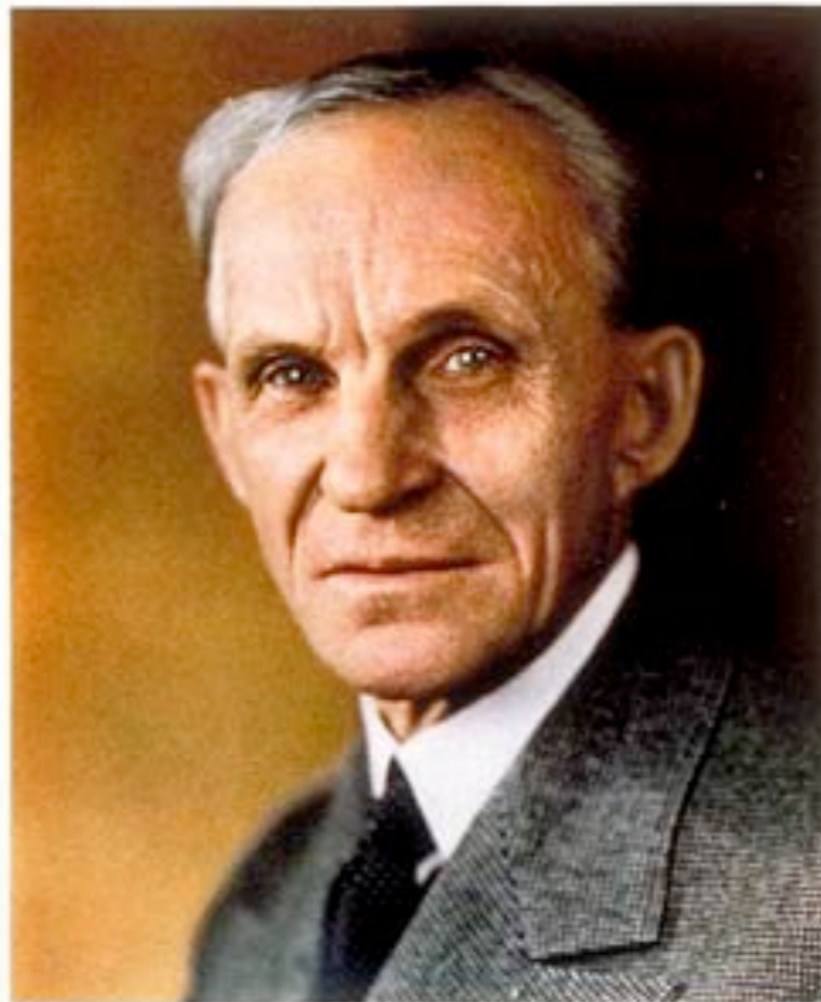
After the speech, a shimmy!



“Without the new automobile industry, the prosperity of the Roaring Twenties would scarcely have been possible; the development of the industry in a single generation was the greatest achievement of modern technology... The auto industry was the most important purchaser of rubber, plate glass, nickel and lead; it brought 15 percent of the steel output of the nation and spurred the petroleum industry to a tremendous expansion. There was scarcely a corner of the economy that the automobile industry did not touch; it stimulated public spending for roads, extended the housing boom into the suburbs, and created dozens of new enterprises from hotdog stands to billboards. By opening up inaccessible lands to settlement, the automobile radically altered residential patterns. In the 1920s for the first time, suburbs grew at a swifter rate than central cities.... Detroit became the Mecca of the modern world and Ford its prophet.” —William Leuchtenburg

TIME

The Weekly Newsmagazine



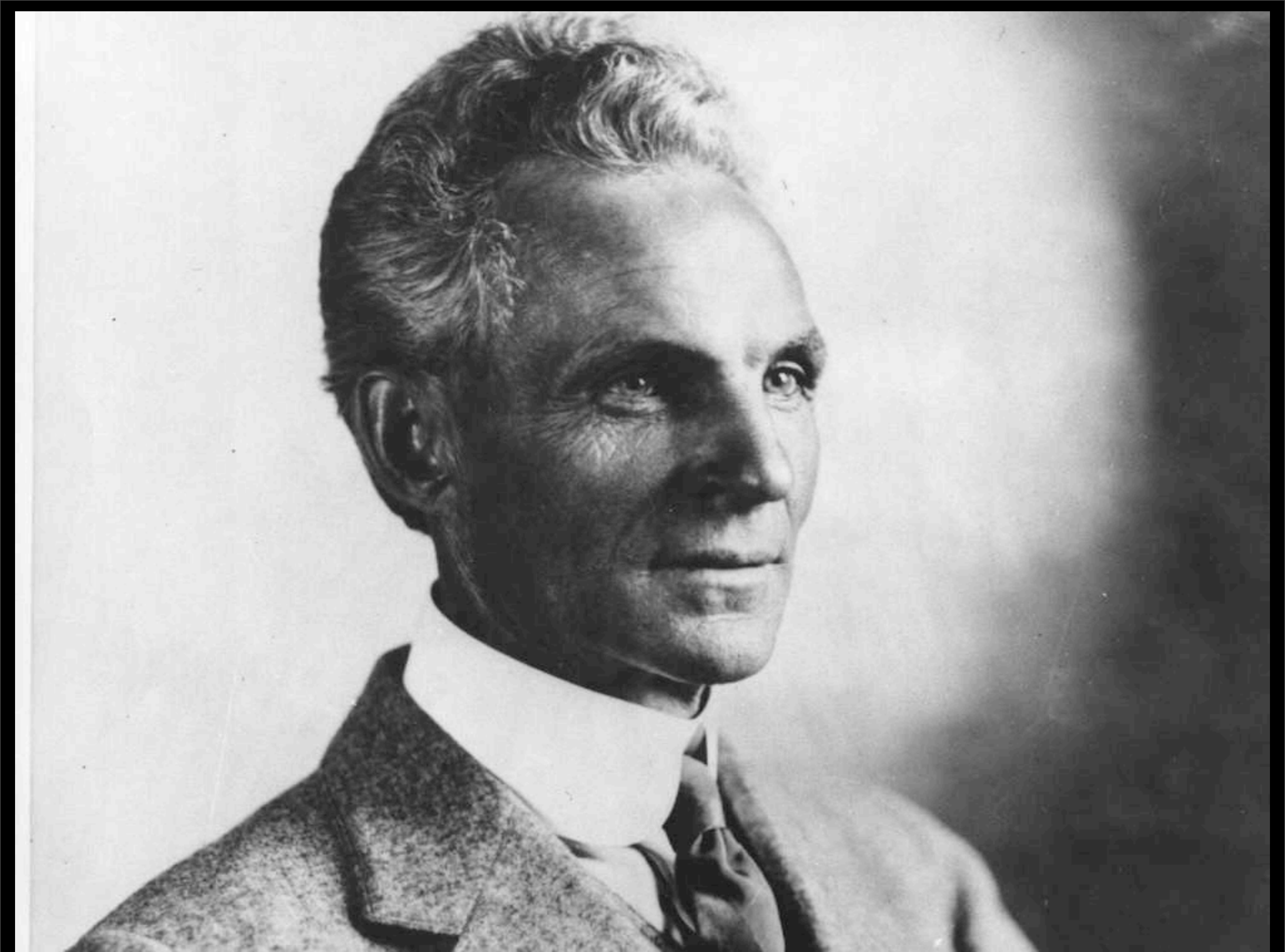
Jeffrey White Studio, Inc.

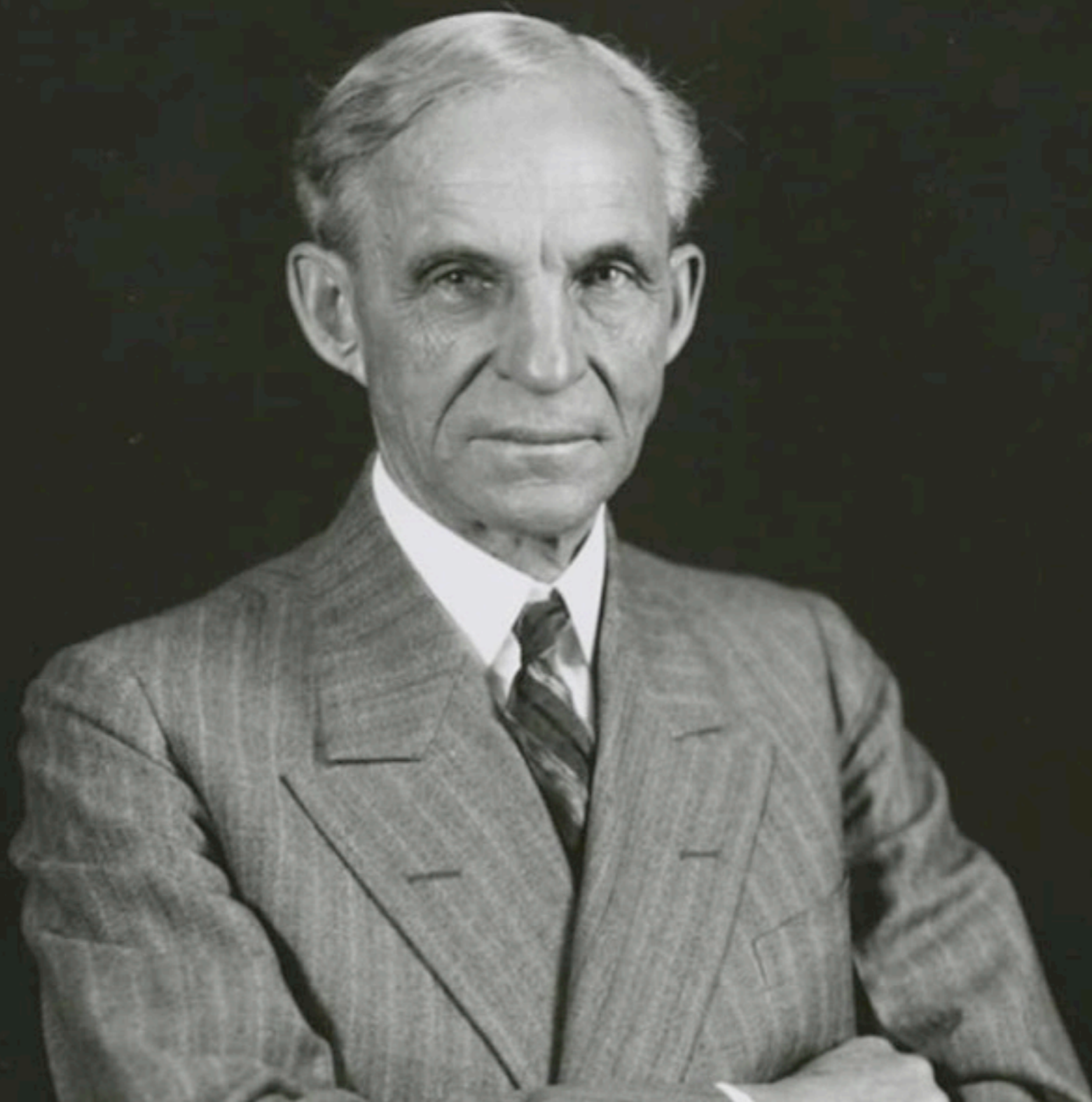
Volume XXV

HENRY FORD

*He defined the automobile.
(See Interview)*

Number 2

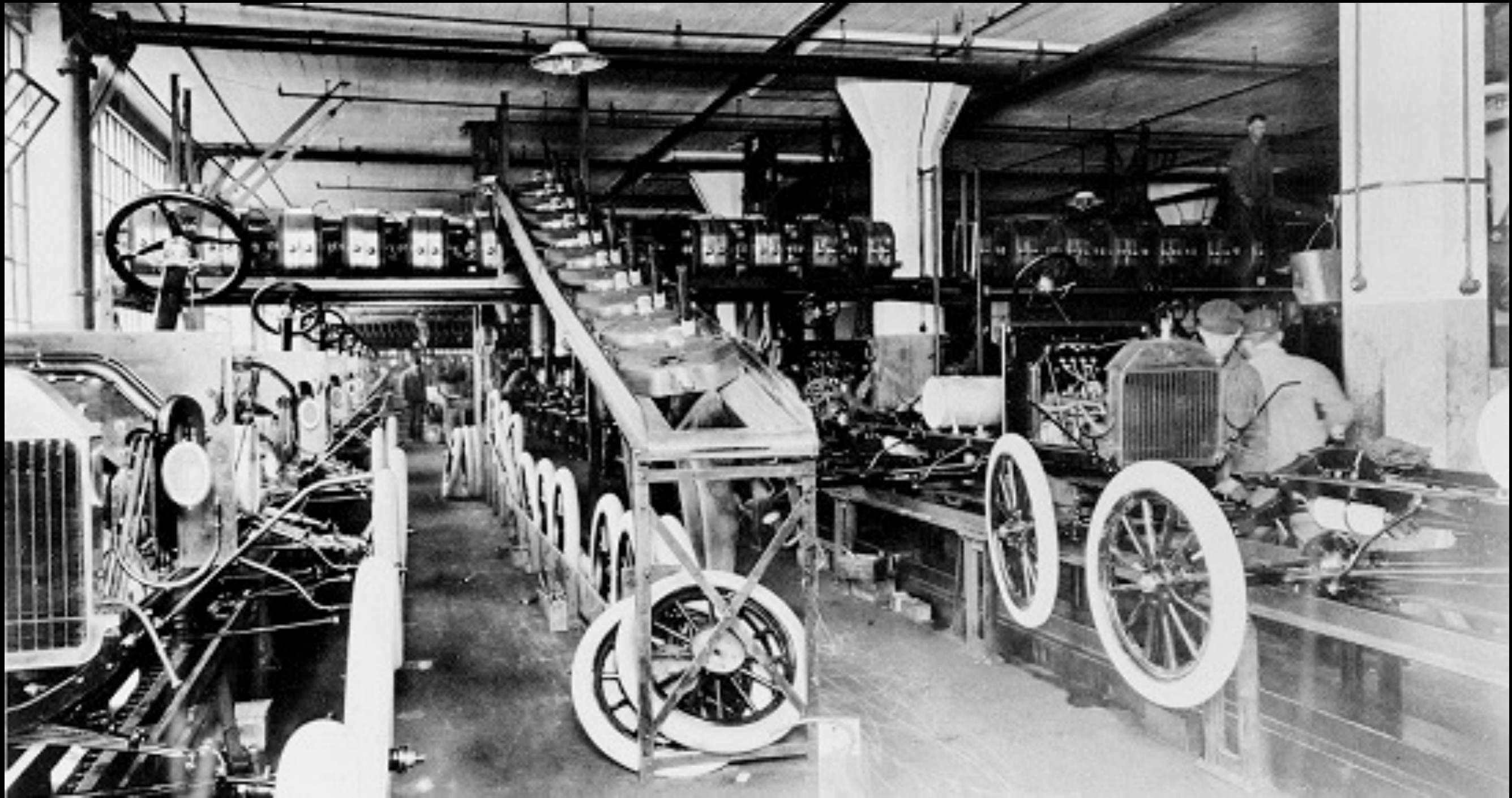




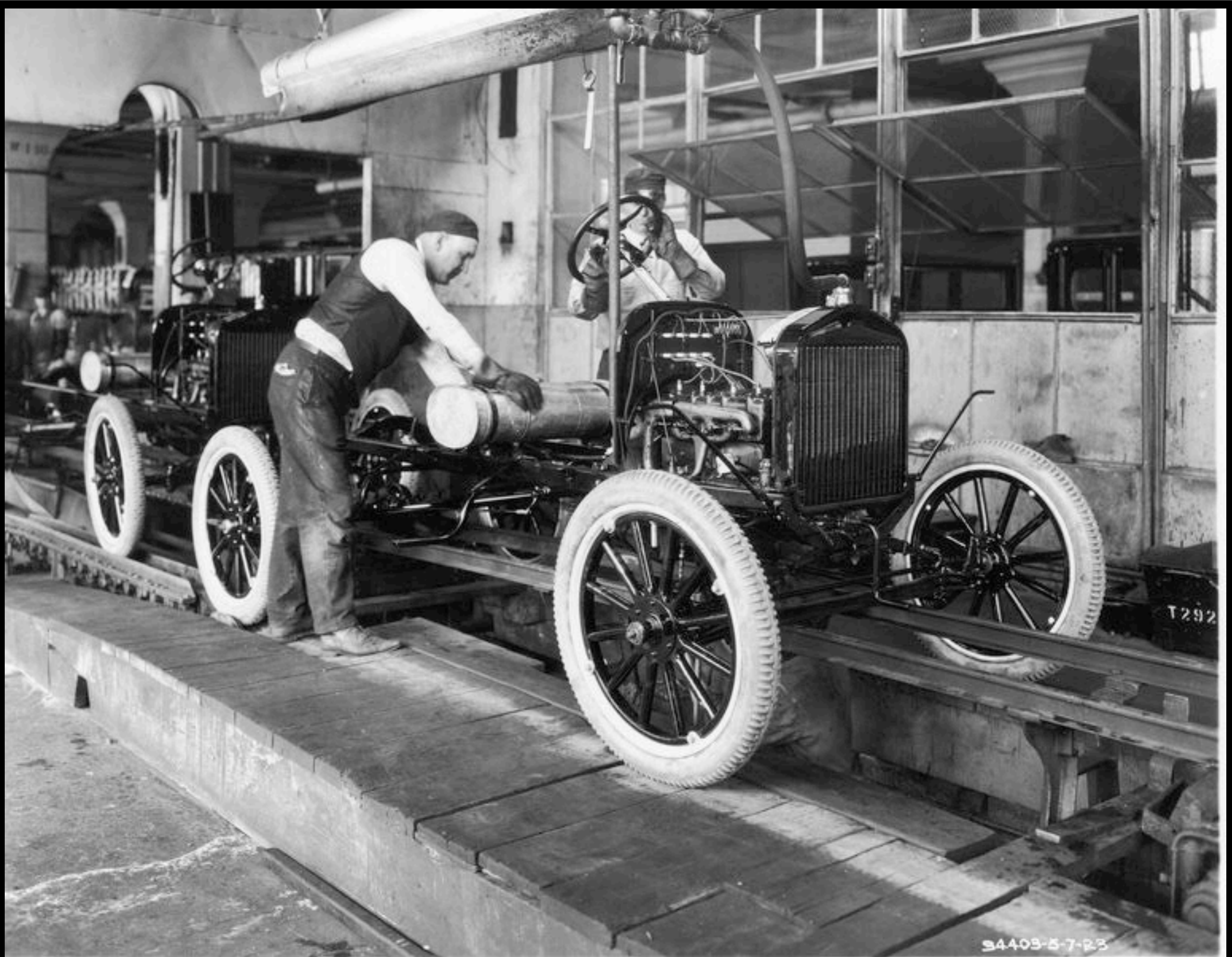
“For a man who changed the world, Henry Ford traveled in very small circles. He resided his whole life within a dozen miles of his birthplace on a farm at Dearborn, Michigan, just outside Detroit. He was defiantly narrow-minded, barely educated, and at least close to functionally illiterate. His beliefs were powerful but consistently dubious, which made him seem, in the words of *The New Yorker*, ‘mildly unbalanced.’ He did not like bankers, doctors, liquor, tobacco, idleness of any sort, pasteurized milk, Wall Street, overweight people, war, books, reading, J. P. Morgan and Company, capital punishment, tall buildings, college graduates, Roman Catholics, or Jews. Especially he didn’t like Jews.... He was particularly taken with what he saw as the infinite adaptability of the soybean.”

— Bill Bryson

**mobile into a universal appliance, an affordable device practical
e most successful industrialist in the world, worth perhaps as
n of the average workingman, he wholly transformed the course**



Moving assembly line at a Ford Model T factory



T292

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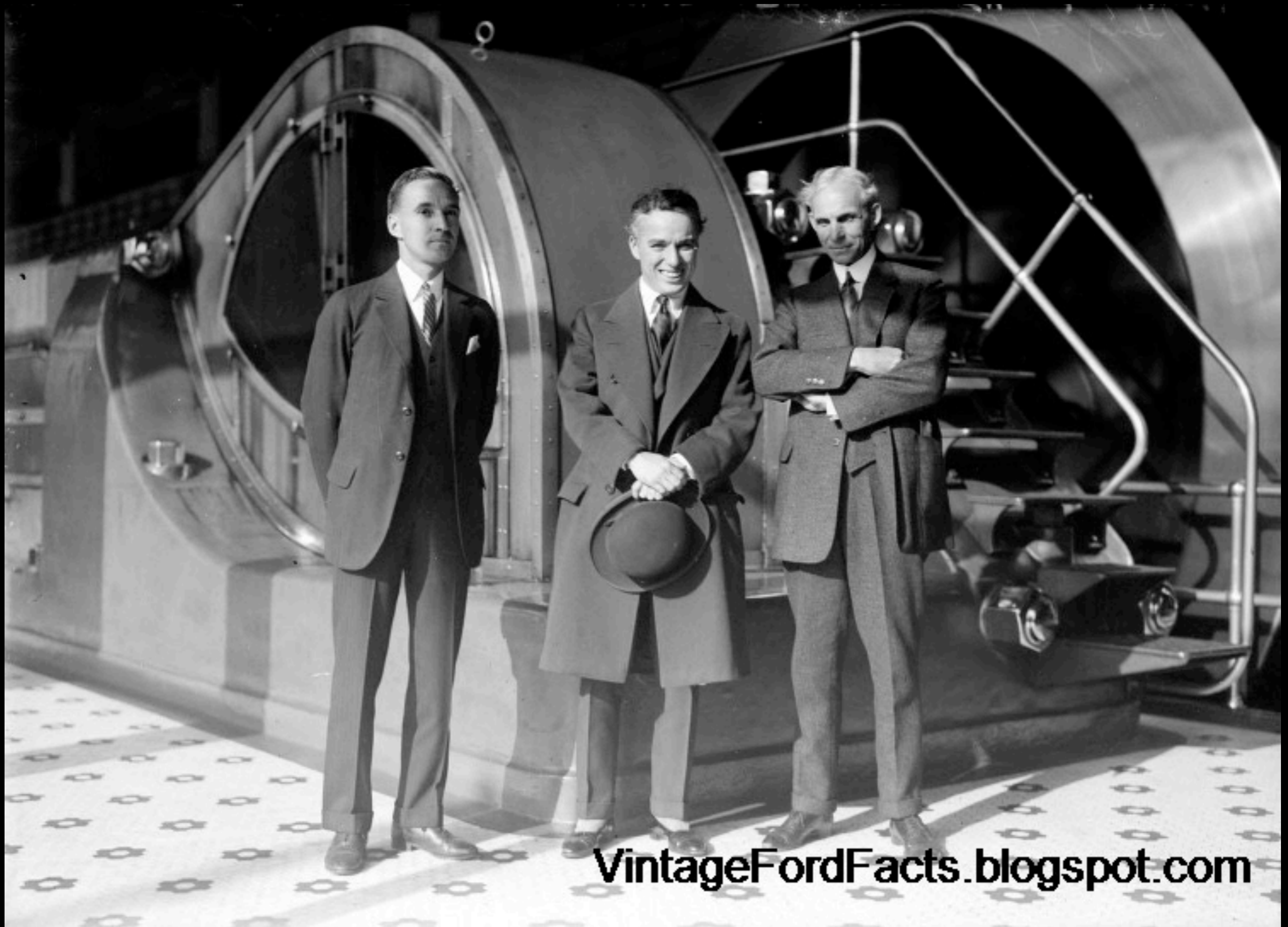


fineart
america

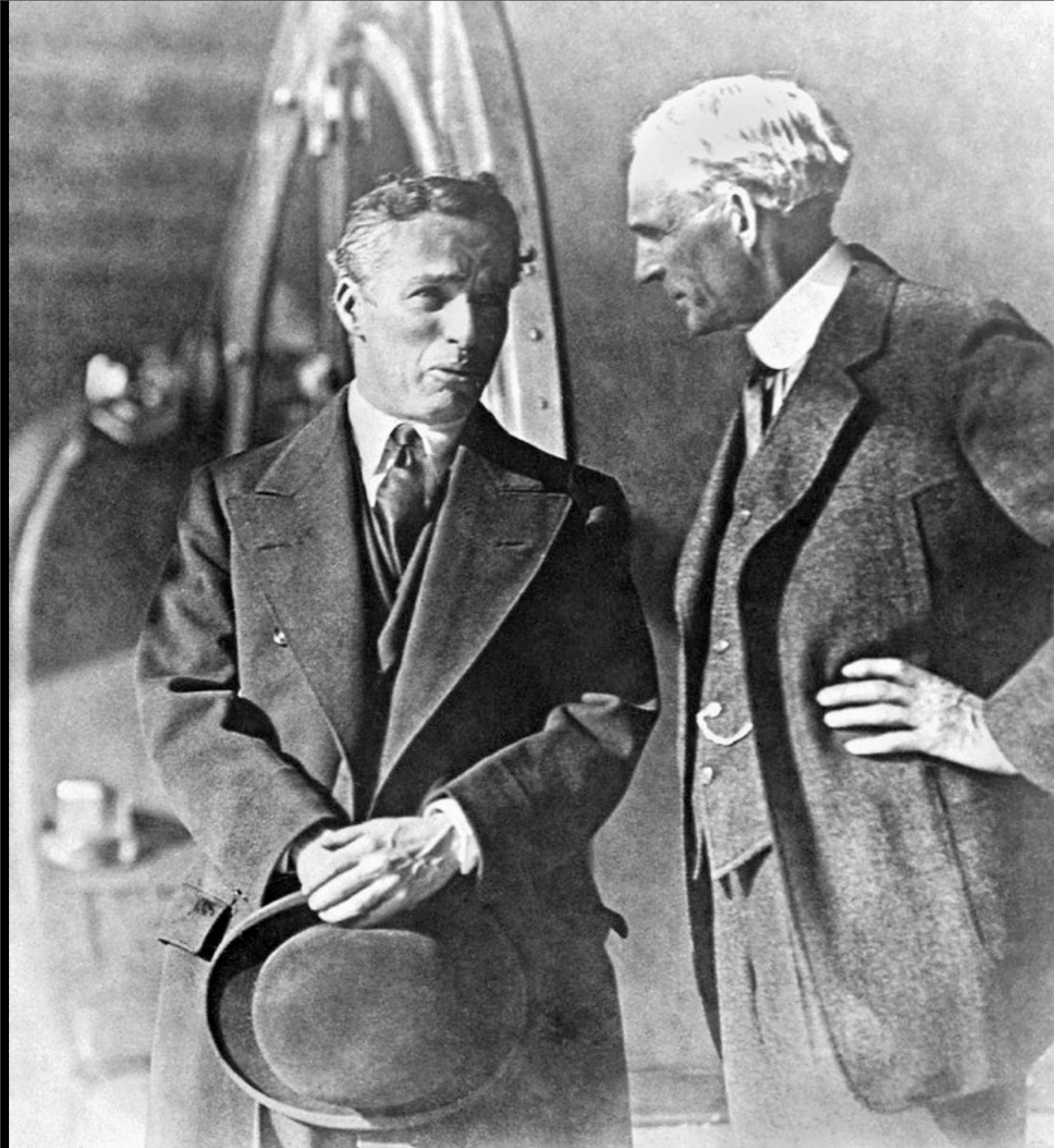




COURTESY HULTON ARCHIVE/GETTY IMAGES/FILE



Chaplin at Ford factory

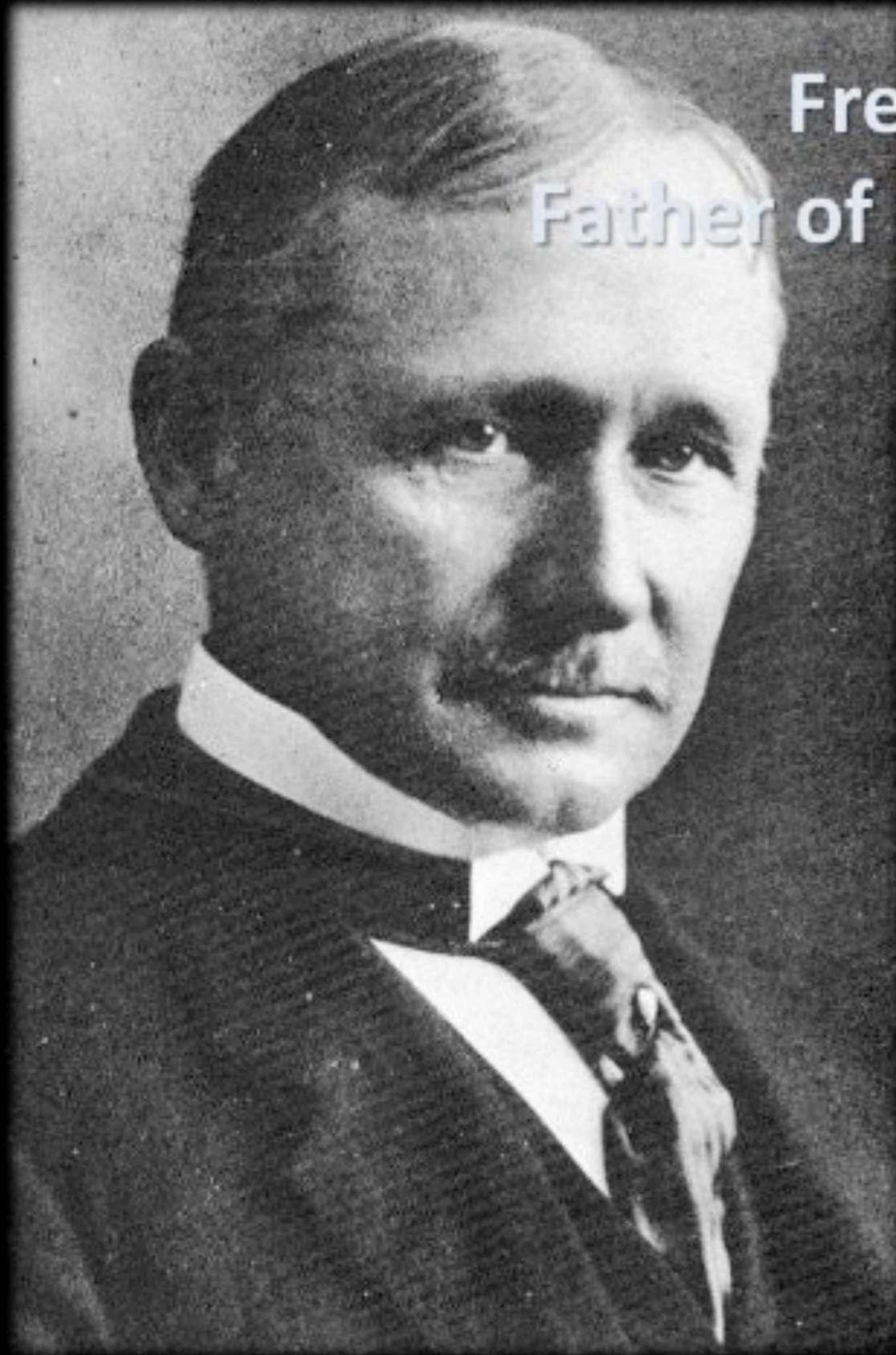


**Chaplin and
Ford**



Modern Times

FridayAugust 9, 2019

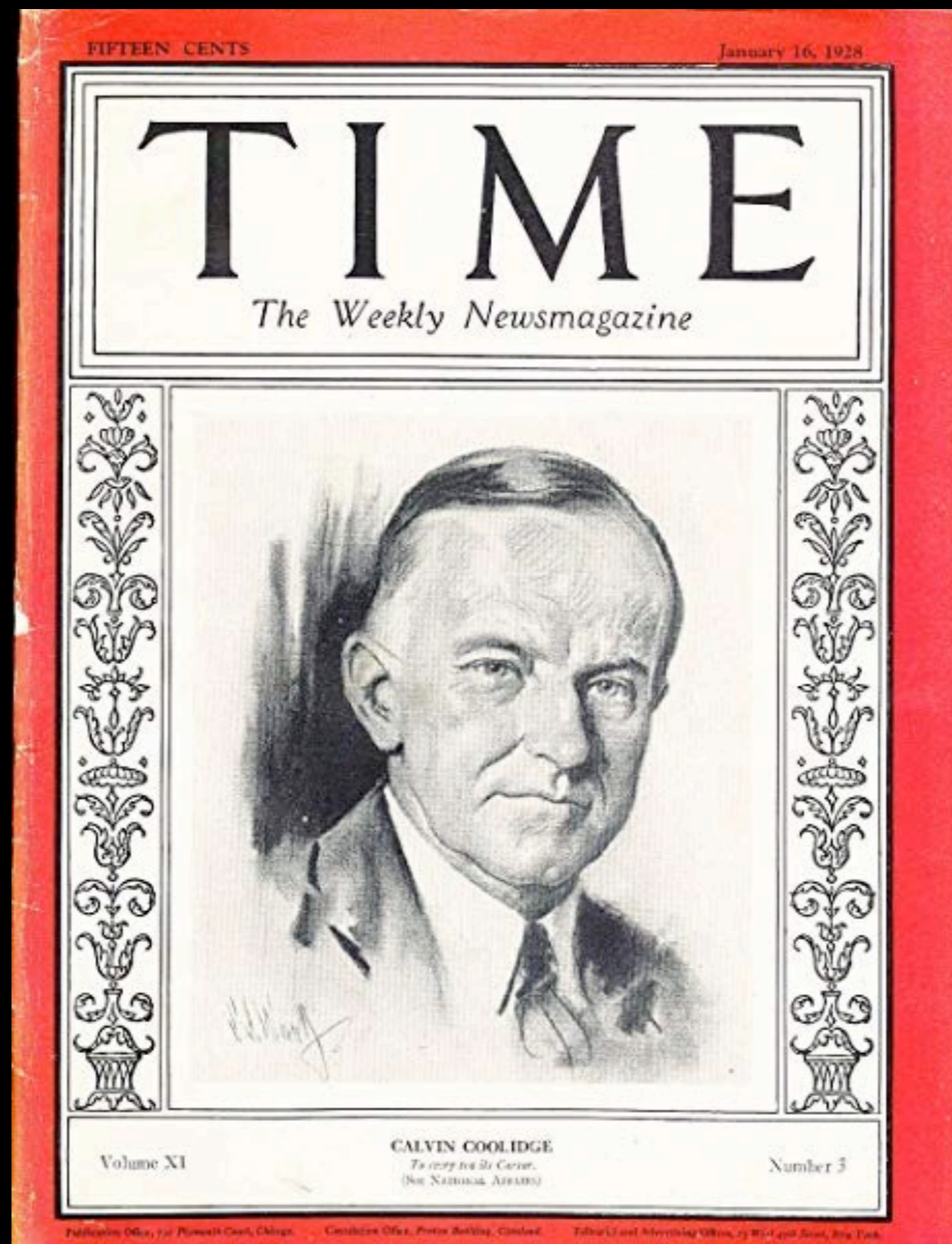


Frederick Winslow Taylor: Father of Scientific Management

- Developed interest in work methods and procedures—an interest leading to development of Scientific Management.
- Worked for several other organizations, and ultimately became one of the first management consultants.
- Published Principles of Scientific Management in 1911
- Died in 1915 at the age of 59



“The more or less unconscious and unplanned activities of business men are for once more novel, more daring, and in general more revolutionary than the theories of the progressives.” — Walter Lippman



“The man who builds a factory builds a temple. The man who works there worships there.”—Calvin Coolidge



MIDDLETOWN

A Study in Modern American Culture
by Robert S. Lynd & Helen Merrell Lynd



Ford Sociological Department



**Before
assistance**



From the Collections of
Henry Ford Museum & Greenfield Village
and Ford Motor Company
APR4-57033

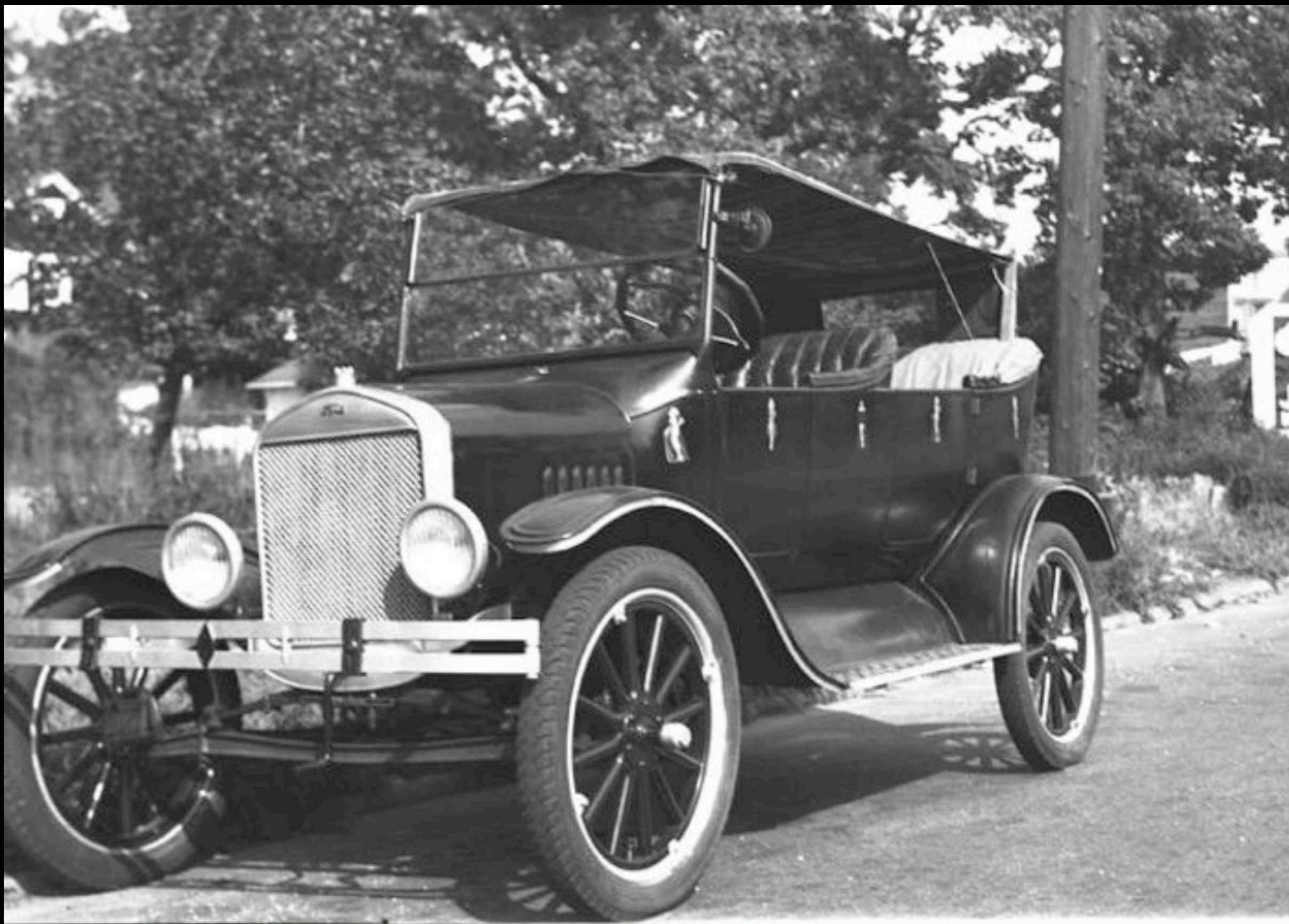


From the Collections of
Henry Ford Museum & Greenfield Village
and Ford Motor Company
APR4-57033

After assistance



From the Collections of
Henry Ford Museum & Greenfield Village
and Ford Motor Company
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Ford Motor Company, Highland Park Plants 3-4, 1914-1916

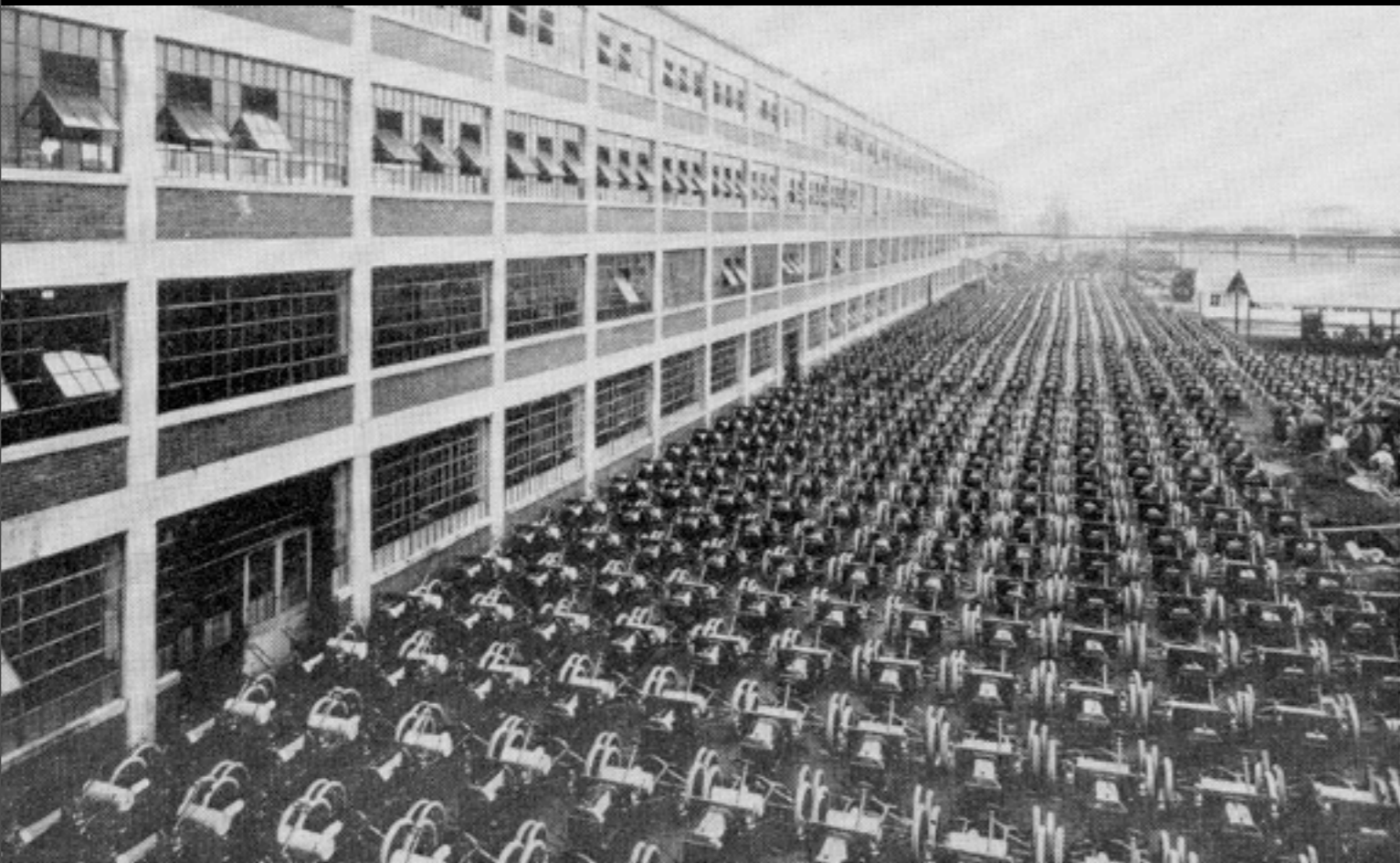
A L B E R T

KAHN



ARCHITECT OF FORD

Federico Evens
Princeton Architectural Press







**Fiat founder Giovanni
Agnelli (1866-1945)**



Fiat plant, Turin 1923





Ford River Rouge Plant



**Michael Kenna
Study of River
Rouge**



RIVERA COURT

TravelsWithLobo *TWL* 4K

DETROIT vlog 35 - Detroit Institute of Arts - Diego Rivera Murals

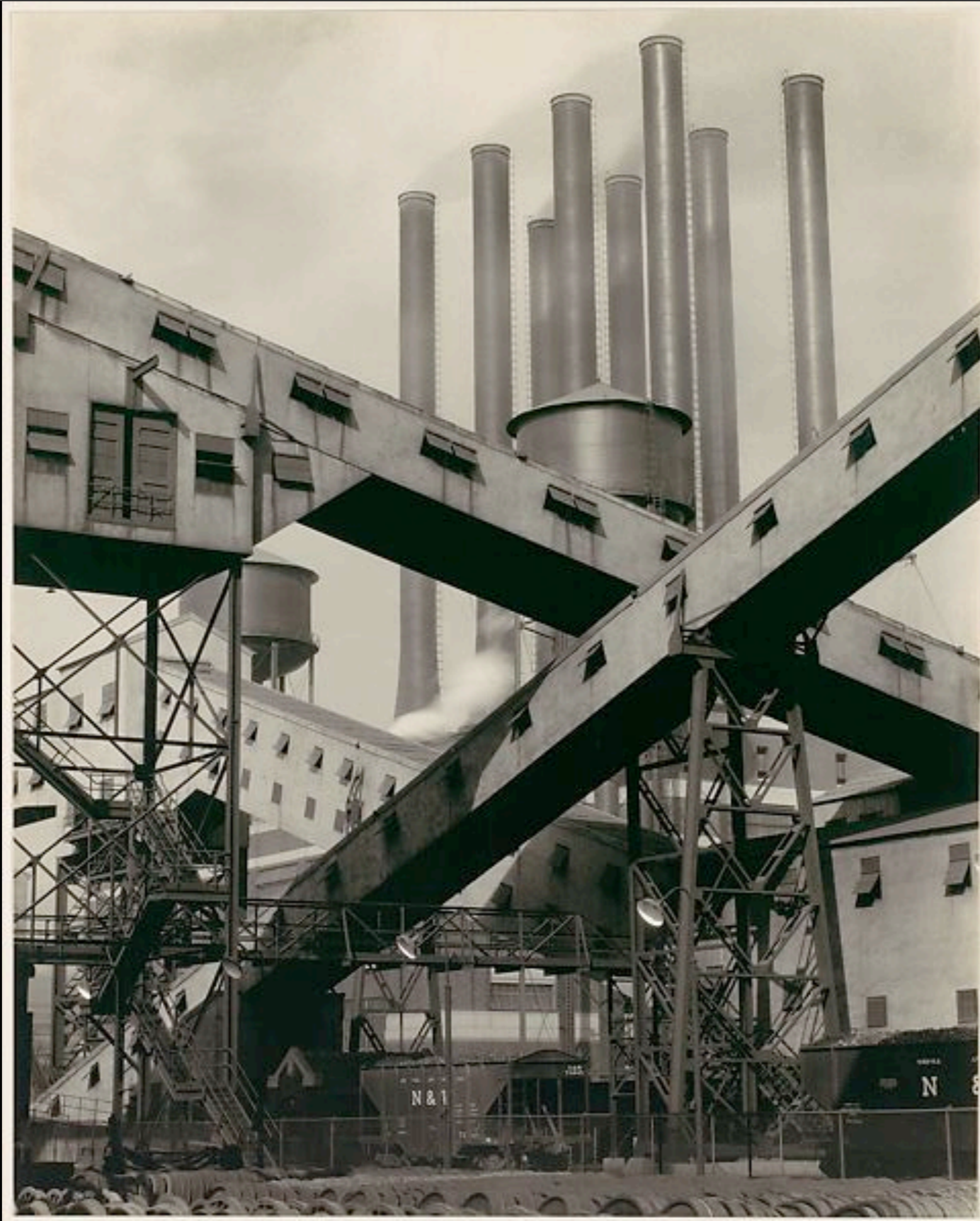




Diego Rivera, *Detroit Industry*



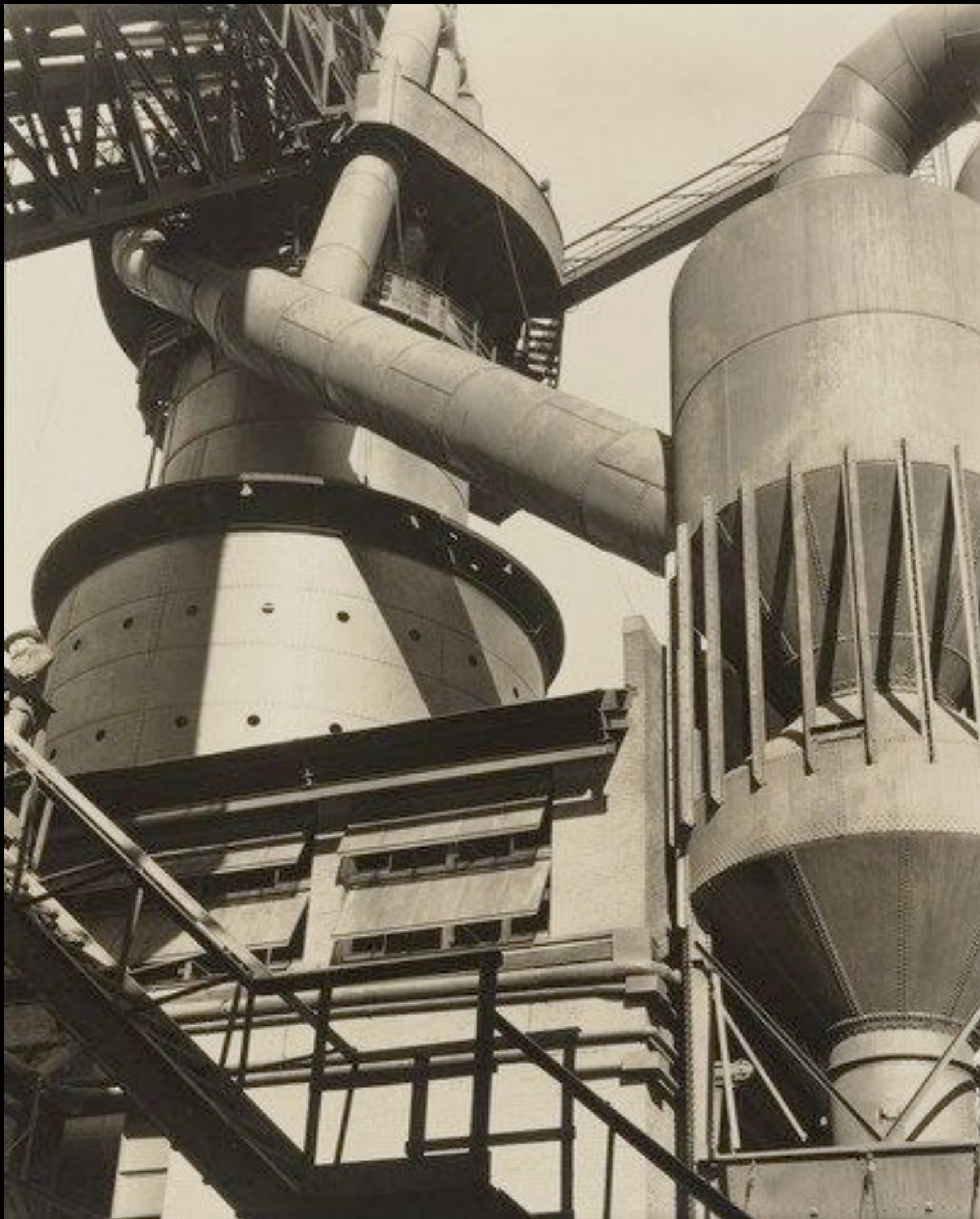
Charles Sheeler
1883-1965



Charles Sheeler, *Criss-Crossed Conveyors*



Charles Sheeler, *Industry*



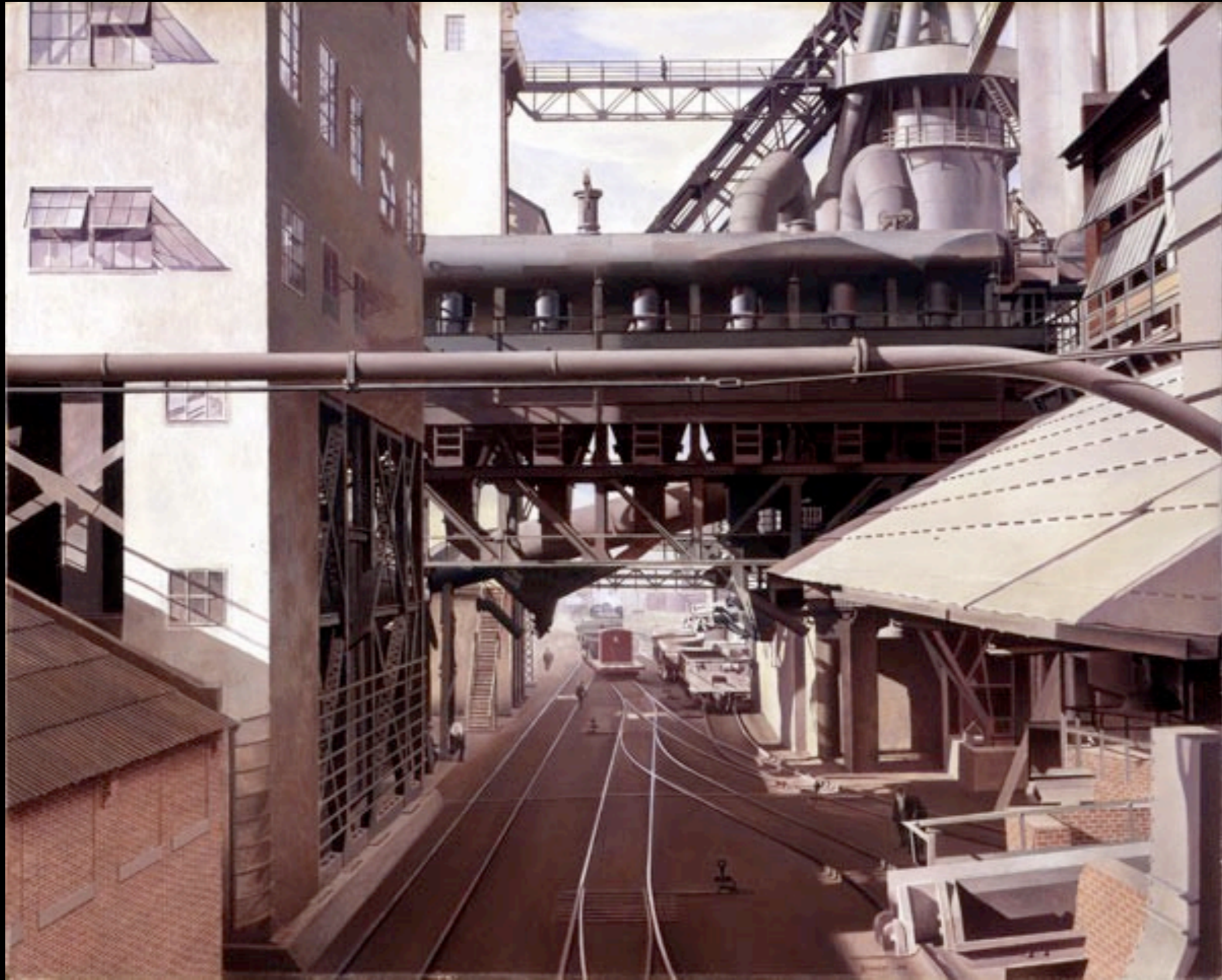
Charles Sheeler
*Blast Furnace
and Dust Catcher
—Ford Plant, 1927*



Charles Sheeler, *American Landscape* 1931



Charles Sheeler, *Classic Landscape* 1931



Charles Sheeler, *City Interior*



Charles Sheeler, *Stacks in Celebration*

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Accredited by U. S. Army

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BOMBER COMMAND

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With the A.E.F."*

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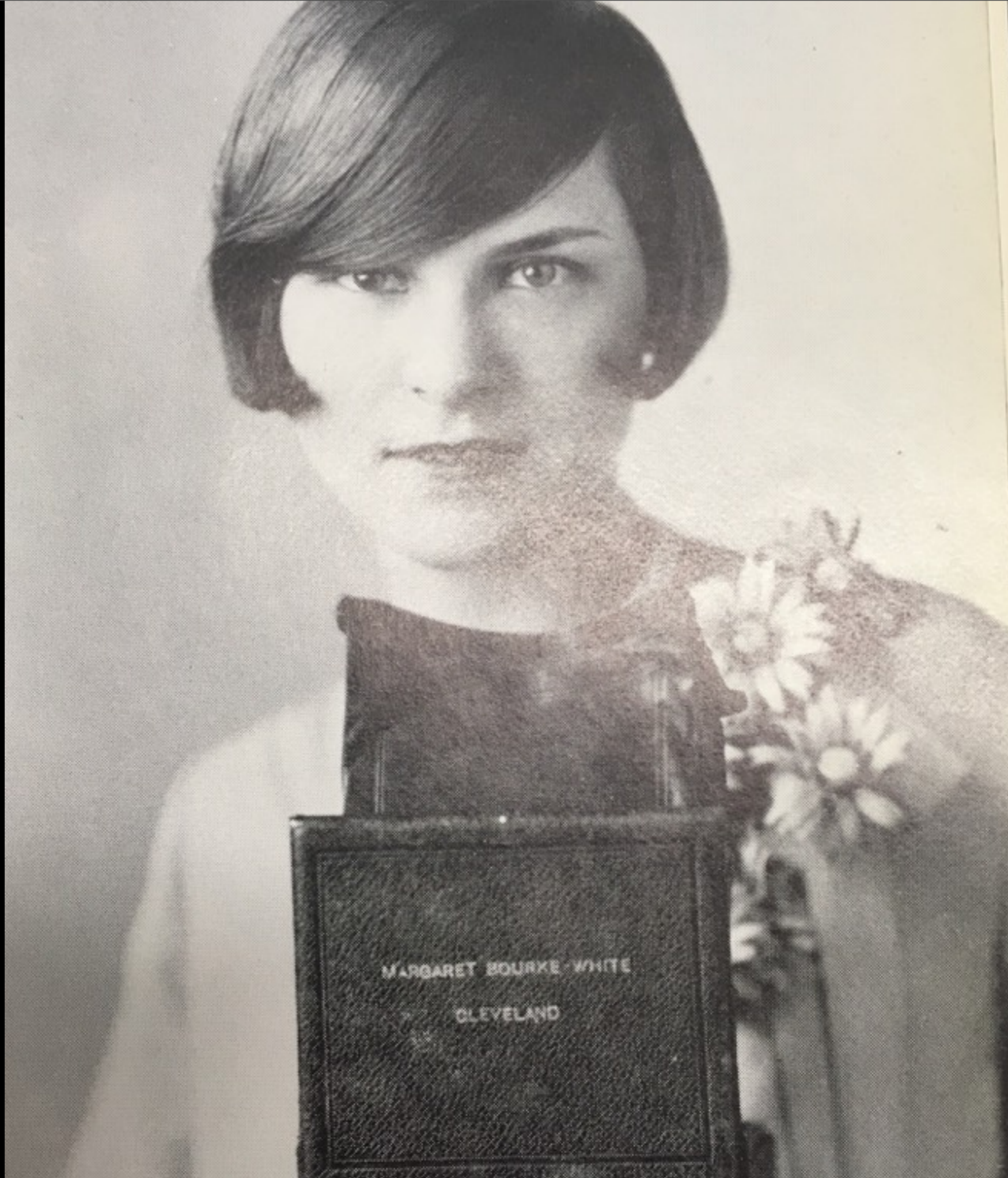
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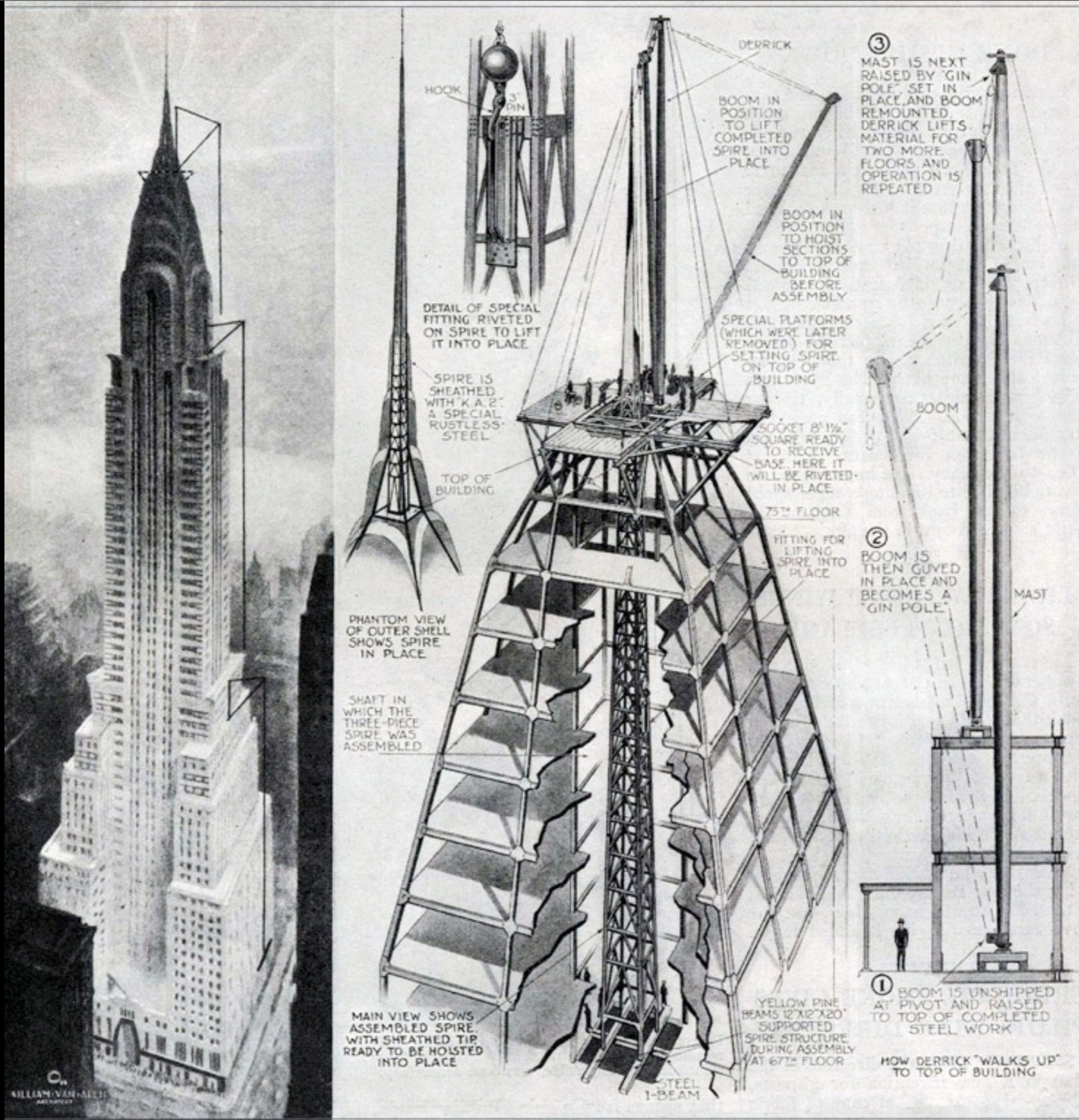




Margaret Bourke-White,
Open Hearth Mill
Ford Motor Company



**Margaret Bourke-White
shooting from
the Chrysler Building**





New York, 5th Avenue and 42nd Street, 1925





Chrysler Building 1929



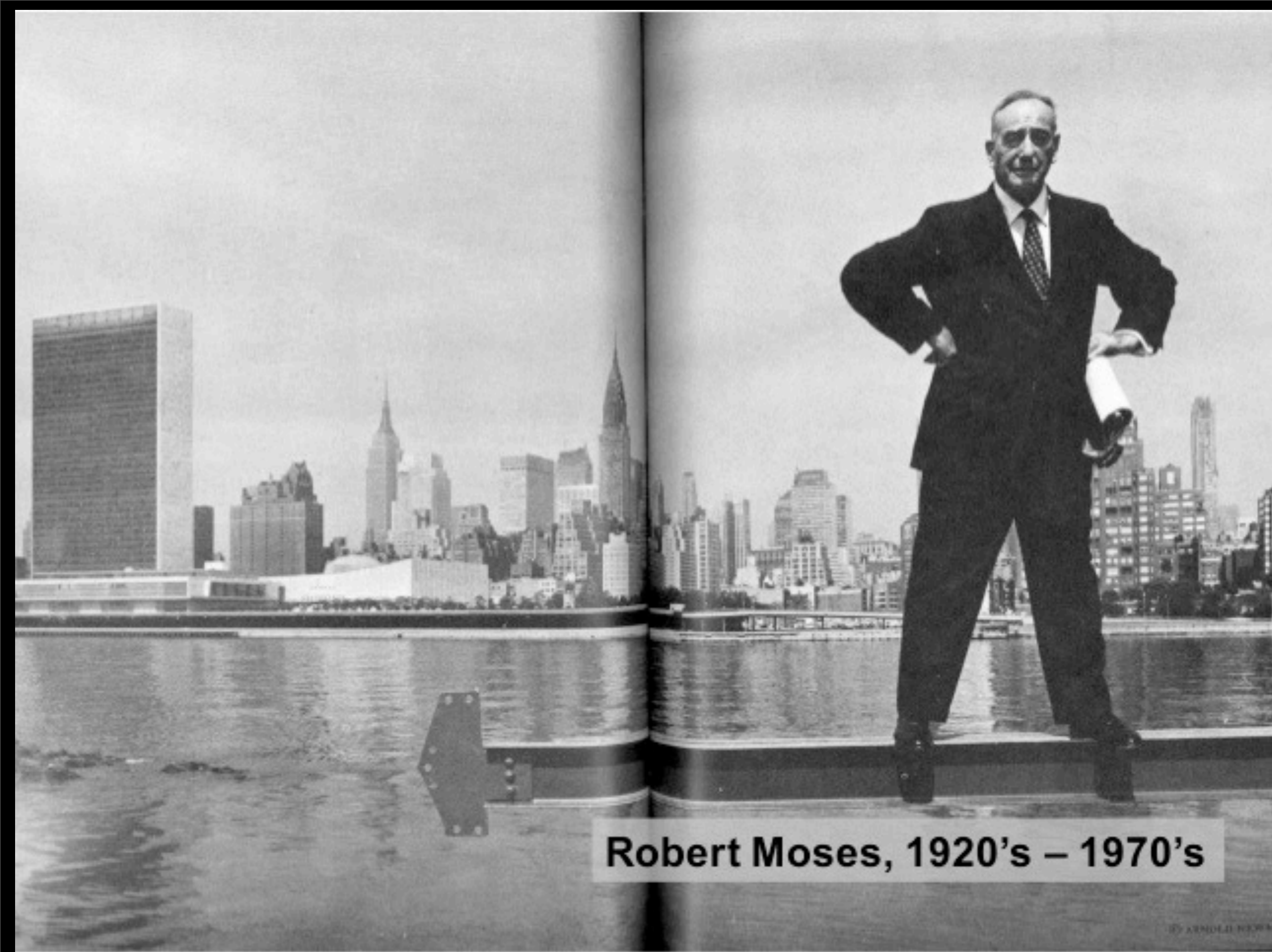








Robert Moses
1888-1961



Robert Moses, 1920's – 1970's

© ARNOLD NEWA



Southern State Parkway





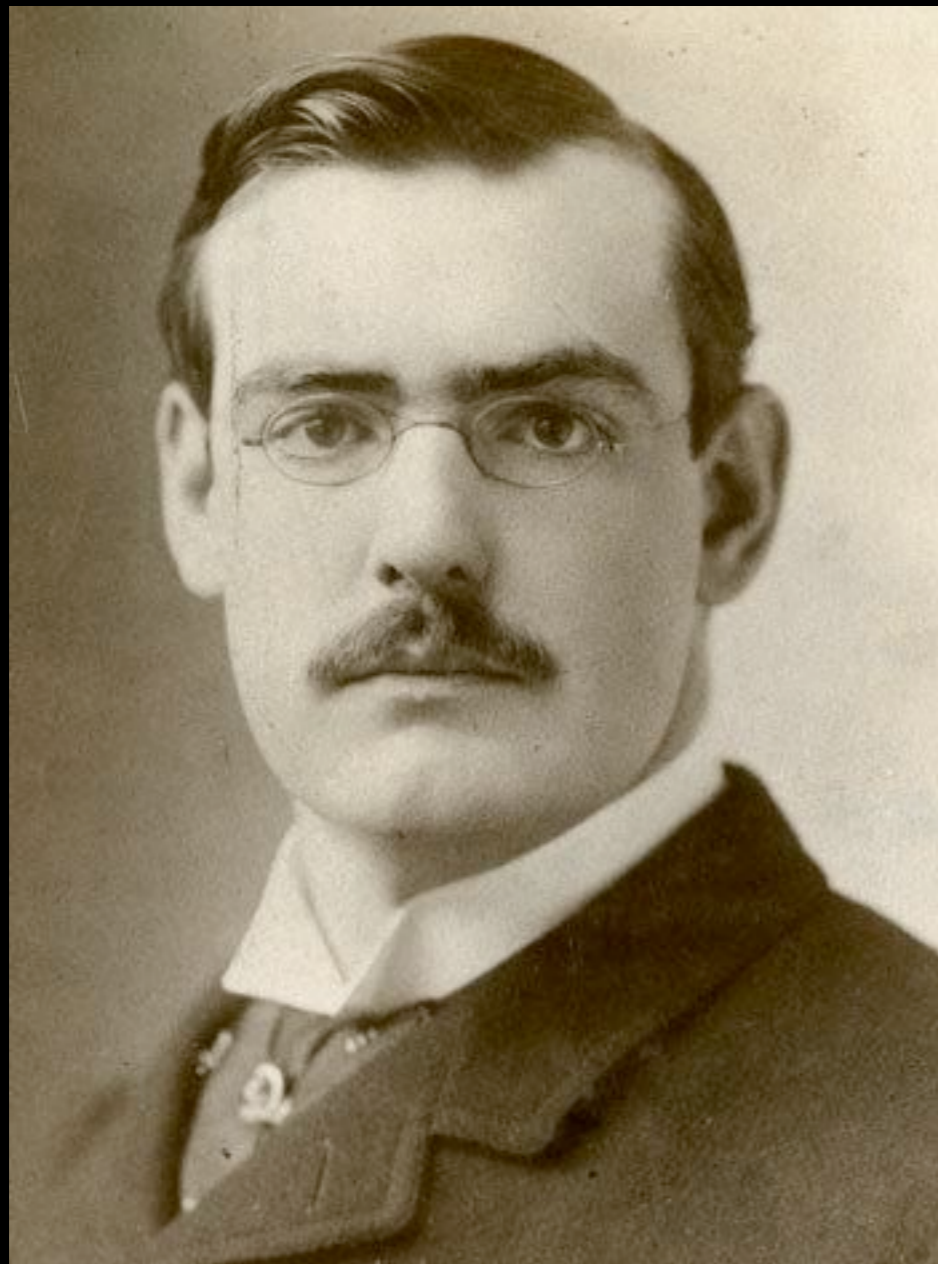
The George Washington Bridge, 1927





Charleston contest, Los Angeles 1925

y, not because of the brute necessity of finding work in satanic r
Angeles were at least second-generation Americans, who came
ion jobs of New York City, they were already reasonably affluent
ampaigns in the Midwest, aggressively marketing the climate, th
to travel where one liked: the first mass motorized city on earth



Henry E. Huntington
1850-1927





Huntington's mansion became the Huntington Library



