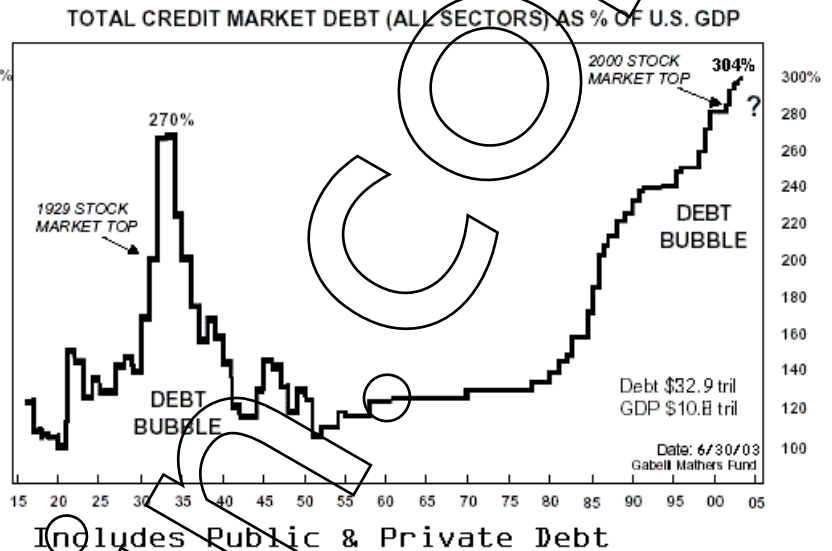


## THE ROARING TWENTIES (1919 - 1929) – LESSON 8

**Objective:** To examine the methods used to increase the economic boom in America.

### New Goods for Sale

- In the 1920's, people began to purchase items they couldn't afford through the use of **installment buying**, or buying on credit.
- Installment buying increased the demand for goods, while consumer debt increased.



### Advertising

- In the 1920's businesses used advertising to convince consumers that they would be happier if they bought their product.

*"We want a Westclox, too"*

**T**HEY know what they want, what they need... timekeeping accuracy, dependability... a clock that will run on time... an alarm that will ring right on the dot. And they know that they will get it in Westclox. Through years of trustworthy and helpful service, Westclox have definitely demonstrated their reliability, proven their worth and won the confidence of millions.

You, too, will find exactly what you want in size, design and in price. Standard models or handsome new deluxe models that are securely built on a sturdy, artistic, felt-cushioned base. Lustrous nickel or colors of exquisite beauty. Plain dials or luminous dials that can be read in the dark. There are steady or repeating alarms... some toned especially for heavy sleepers, others for light sleepers. And there is Tiny Tim, an attractive and faithful little timepiece without alarm. A Westclox for any room in the home.

Pocket Ben, the Westclox Watch, answers every "want" of men who demand good timekeeping, good looks and economy.

Dealers everywhere recommend Westclox. They know that Westclox variety meets individual requirements and that Westclox quality supplies the universal need of timekeeping dependability. Westclox prices range from \$1.50 to \$5.00.

THE SATURDAY EVENING POST

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WESTERN CLOCK COMPANY, La Salle, Illinois, U.S.A.  
Western Clock Co. Limited, Toronto, Ont., Canada

**Westclox**  
ALARMS - POCKET WATCHES - AUTO CLOCKS

Westclox in color, Old Rose, Green or Blue, are priced the same as nickel finish.

Big Ben \$12.50  
Tiny Tim \$2.50  
Pocket Ben \$3.50

## How does the stock market work?

You buy 100 shares of stock of **Westclox**

**How much money have you invested?**     x \$5.00 per share  
**\$500.00**

### Scenario #1

**Westclox** stock *increases* to \$20 per share

**How much are your 100 shares of stock now worth?**

100 shares of stock  
x \$20.00 per share  

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**\$2,000.00**

**How much *profit* have you made?**

\$2,000.00 stock value  
- \$500.00 initial investment  

---

**\$1,500.00 net profit**

### Scenario #2

**Westclox** stock *decreases* to \$1 per share

**How much are your 100 shares of stock now worth?**

100 shares of stock  
x \$1 per share  

---

**\$100.00**

**How much money have you *lost*?**

\$100.00 stock value  
- \$500.00 initial investment  

---

**\$400.00 net loss**

## Stocks Surge

- Millions of Americans invested in the **bull market**, becoming rich as stock prices rose.
- Some people began to buy stocks on margin, which is similar to installment buying.
- \* Unquestioned faith in the bull market helped lead to the Great Depression!

