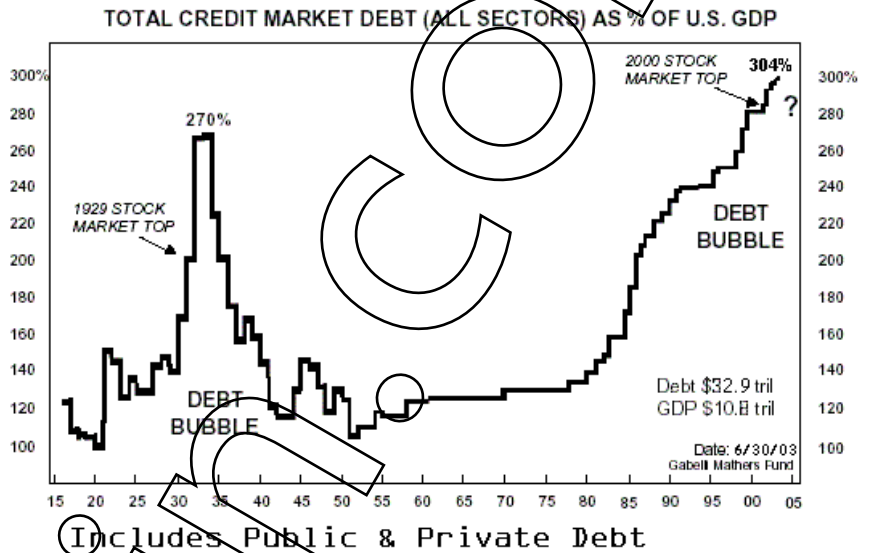


THE ROARING TWENTIES (1919 - 1929) – LESSON 8

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 _____ **buying**, or buying on _____.
- Installment buying increased the _____ for goods, while consumer _____ increased.



Advertising

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

"We want a Westclox, too"

THEY 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, Big Ben \$13.50

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
\$ _____

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
\$ _____

How much *profit* have you made?

_____ stock value
- \$500.00 initial investment
\$ _____ 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
\$ _____

How much money have you *lost*?

\$100.00 stock value
- \$500.00 initial investment
\$ _____ net loss

Stocks Surge

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

