AMERICANS BECOME CONSUMERS

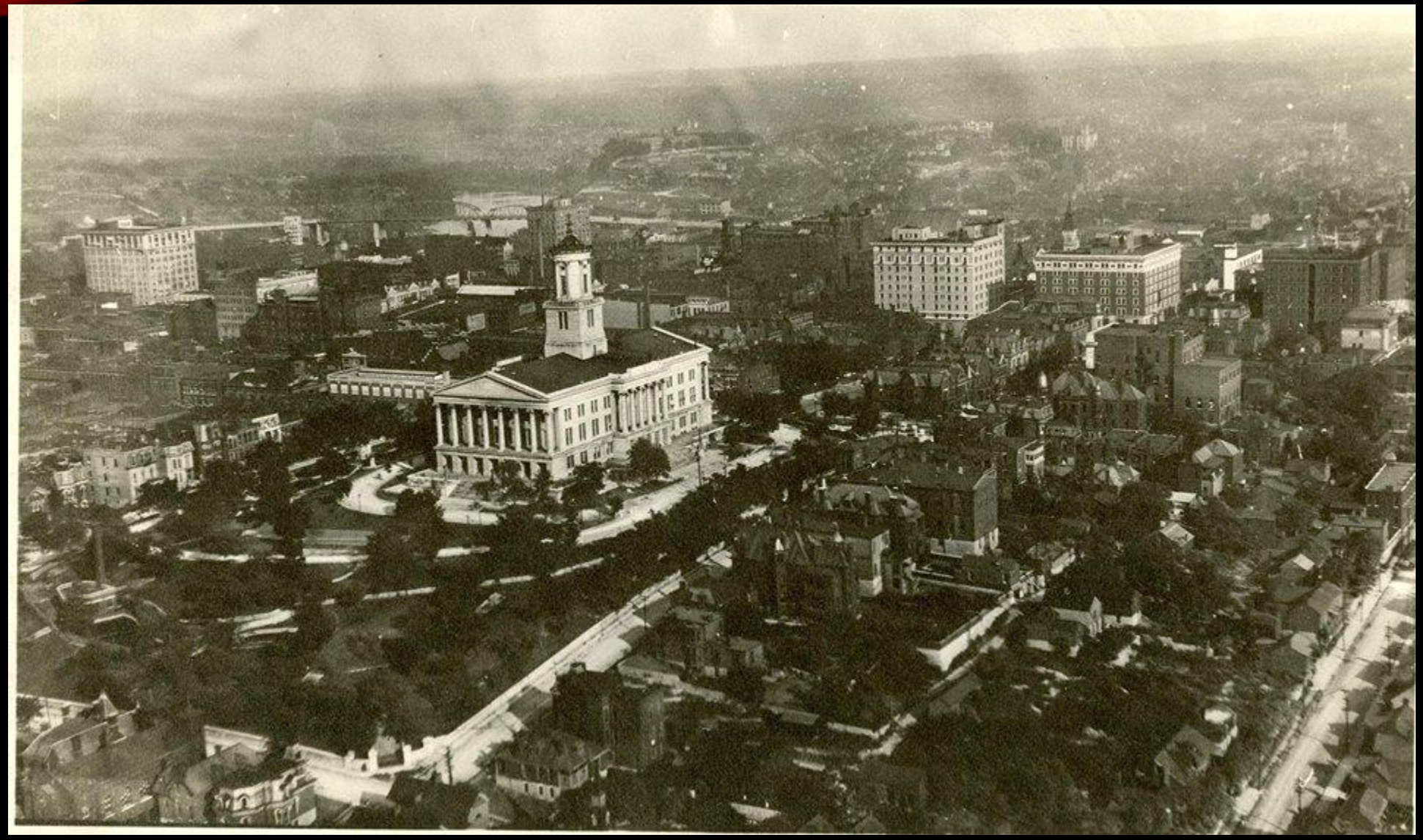
Class 2 – The 1920s - Osher LifeLong Learning

Carole Bucy, Ph.D.

Professor of History, Volunteer State Community College & Davidson County Historian

HERMITAGE HOTEL

NASHVILLE HEADQUARTERS OF THE NATIONAL WOMAN'S PARTY

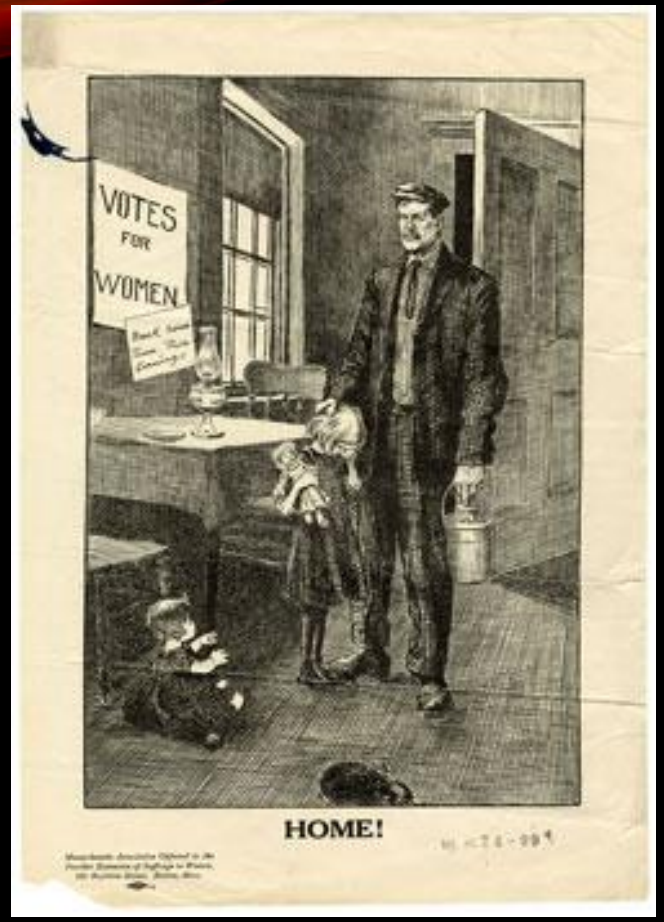


Both "antis" and "suffs" courted the state legislature in the fight over votes for women. In this 1920 editorial cartoon, the Rochester, NY, Herald *pokes fun at the tactics used by both sides.*

"TRUTH CRUSHED TO THE EARTH WILL RISE AGAIN"

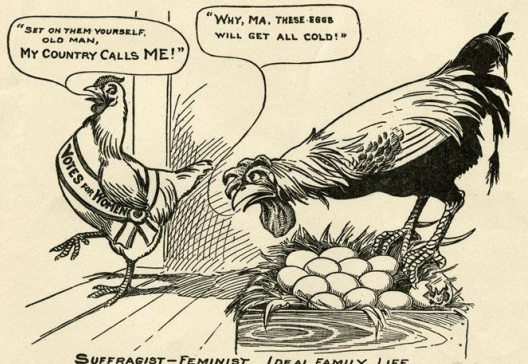
"Truth crushed to the Earth will rise again" — is illustrated in this lovely picture of Mrs Jas. S. Pinckard, President General of the Southern Women's League for the Rejection of the Susan B. Anthony Amendment who as grandniece of John C. Calhoun upholds the Confederate flag emblematical of ~~Southern~~ States Rights fight for the defeat of the Federal Amendment; to her left is the Veteran who "fought and bled" for Southern ~~rights~~ States Rights; standing to his left, holding the flag of the League, is Miss Josephine A. Pearson, Pres. of the Tenn. Division of the Southern Women's Rejection League for the Rejection of the Susan B. Anthony Amendment, who led the fight in Tennessee which became the battle ground of the nation. August 1920.

Source: Tennessee State Library & Archives, Josephine Pearson Papers.



HOME!

America When Femininized



SUFFRAGIST—FEMINIST IDEAL FAMILY LIFE.

The More a Politician Allows Himself to be Henpecked
The More Henpecking We Will Have in Politics.

A Vote for Federal Suffrage is a Vote for Organized Female Nagging Forever.

"American pep which was the result of a masculine dominated country will soon be a thing of the past. With the collapse of the male ascendancy in this country we can look forward to a nation of degeneration. The suppression of sex will ultimately have its harvest in decadence, a phenomenon already beginning. The effect of the social revolution on American character will be to make "sissies" of American men—a process already well under way."—Dr. William J. Hickson, Chicago University.

WOMAN SUFFRAGE denatures both men and women; it masculinizes women and femininizes men. The history of ancient civilization has proven that a weakening of the man power of nations has been but a pre-runner of decadence in civilization.

Will you stand for this? Prove that you will not by voting to **Reject** the Federal Woman Suffrage Amendment to the Constitution of the United States.

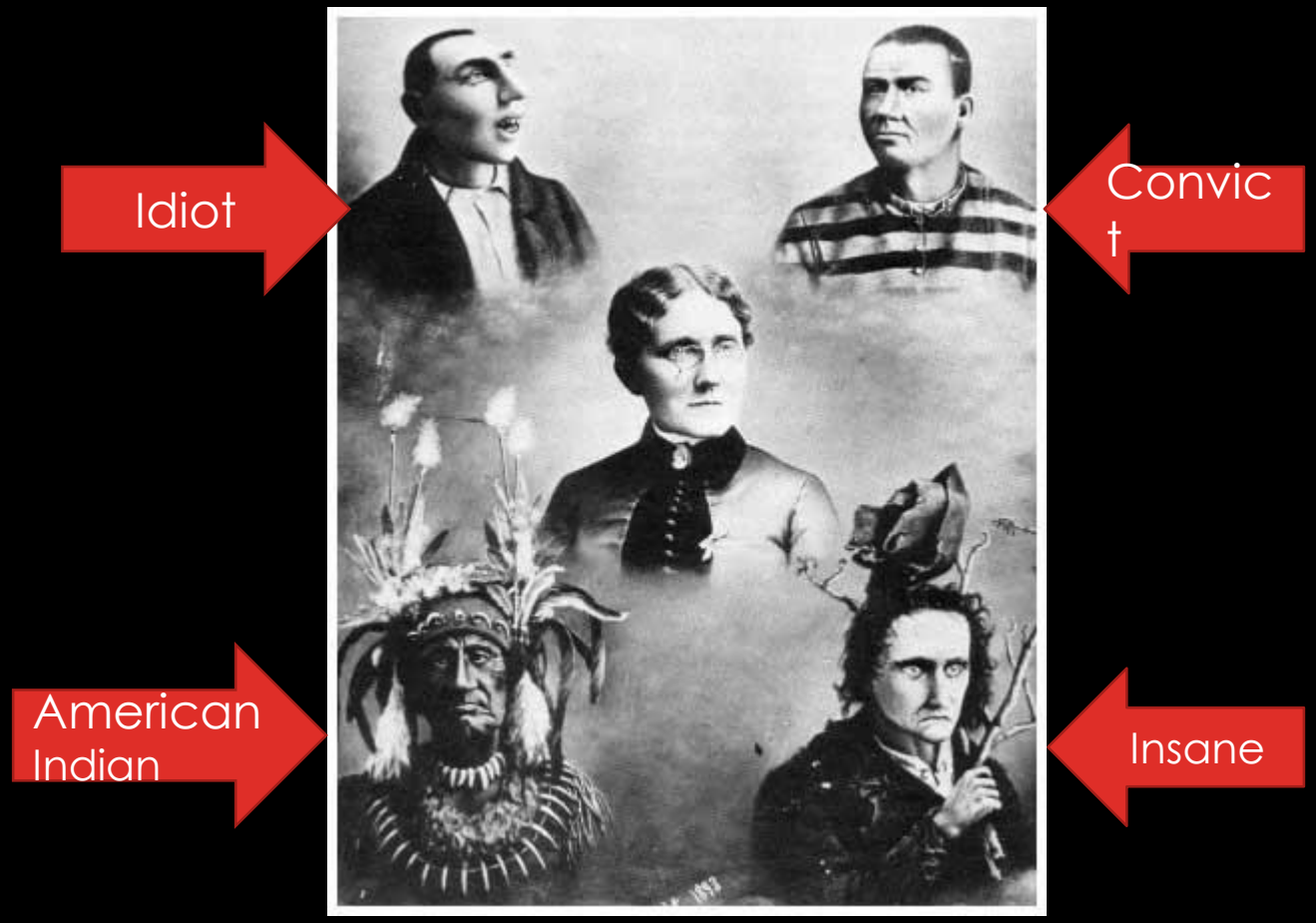
SOUTHERN WOMAN'S LEAGUE FOR REJECTION OF THE SUSAN B. ANTHONY AMENDMENT

WE SERVE THAT OUR STATES MAY LIVE, AND LIVING, PRESERVE THE UNION

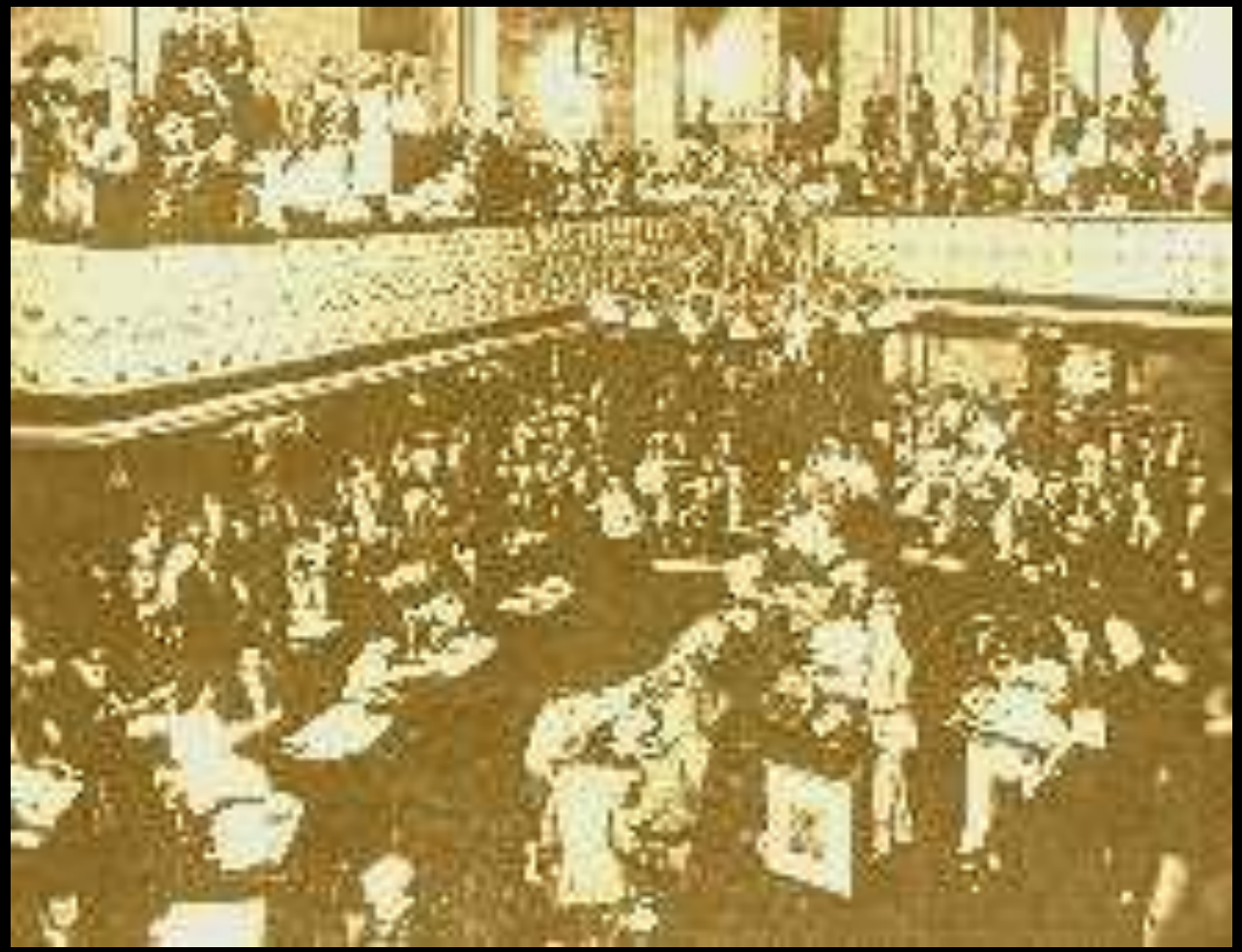
Brandon-Nashville

"THE AMERICAN WOMAN & HER POLITICAL PEERS"

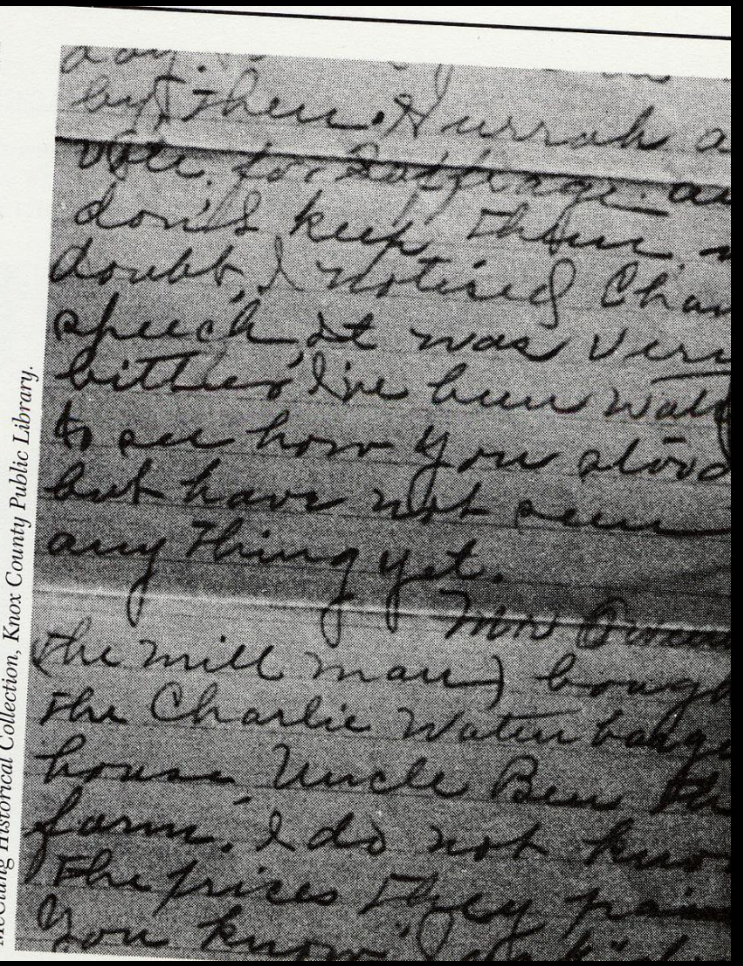
FRANCES WILLARD, PRESIDENT OF THE WCTU



Source: Library of Congress



Republican Harry B...



by then. Hurrah a
vote for Suffrage. a
don't keep them
doubt, I noticed Cha
speech, it was very
bitter, I've been wat
to see how you stood
but have not seen
any thing yet.
Mrs Owen
(the mill man) bough
the Charlie Waterbarg
house, Uncle Ben th
farm. I do not kno
the prices they pai
You know

McClung Historical Collection, Knox County Public Library.

DRAT THAT BOY!
TENNESSEE LEGISLATOR
QUORUM
TO THE AMERICAN WOMEN: DEMOCRATIC TENNESSEE DID IT.

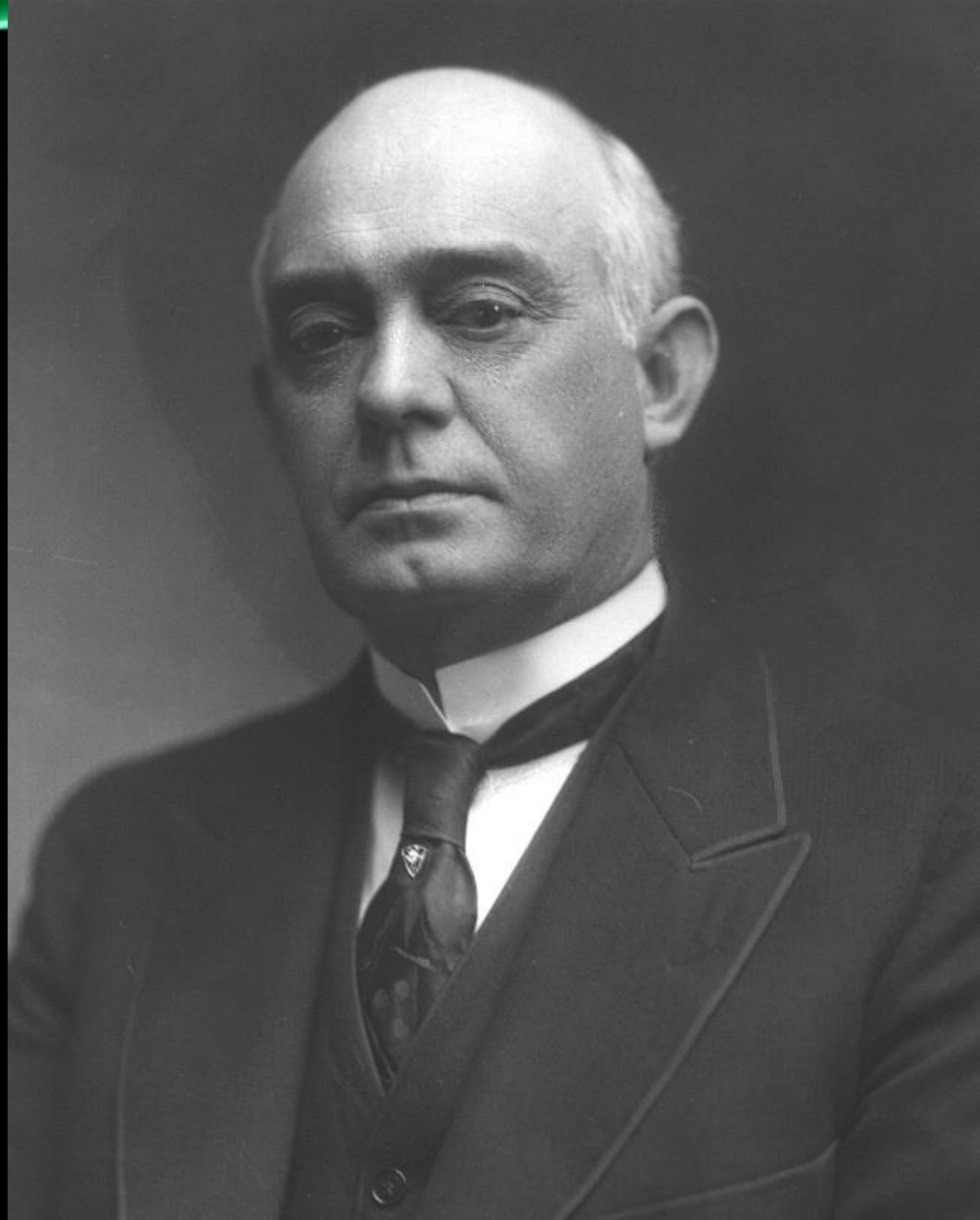
WHAT HAPPENED IN TENNESSEE AFTER WOMEN GOT THE RIGHT TO VOTE?

(How did the women's vote affect the next election in Tennessee?)

WHY DID GOVERNOR ROBERTS LOSE HIS BID FOR RE-ELECTION IN 1920?

AUSTIN PEAY, PROGRESSIVE GOVERNOR OF TENNESSEE,

1923-1927



AMERICANS BECOME SHOPPERS

FREDERICK LEWIS ALLEN

NOW THAT WOMEN CAN VOTE…… WHAT NEXT?

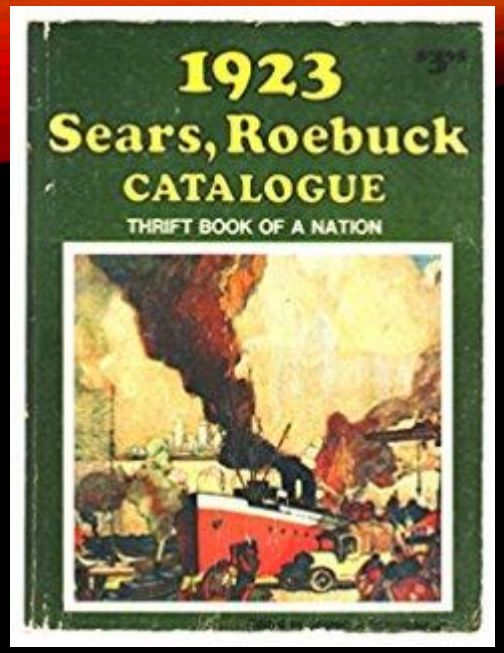
MR. SMITH 1919

MRS. SMITH - 1919 – DRESSED FOR A DAY OF SHOPPING

MRS. M. A. STEPHEN,
LADIES'
HAIR DRESSING
PARLORS,
REMOVED TO
85 E. MAIN STREET,
GALESBURG, ILL.
Hair Jewelry made to order.
MINNIE PALMER

Have You Ever Visited
Madame Ray's
Hair Dressing Parlors
Which without a doubt are the best equipped Hair Dressing Parlors on the coast?
A special Manicurist in attendance all of the time. We can positively stop the hair from falling out.
Separate parlors for ladies and gentlemen. Consultation free.
Madame Ray
Tlephone Red 7092.
309-310 Provident Building.

A 1920S BEAUTY PARLOR


1923
Sears, Roebuck
CATALOGUE
THRIFT BOOK OF A NATION

1907

A PAGE OF BIG VALUES IN WRAPPERS AND HOUSE DRESSES
SIZES, 32 TO 44 INCHES BUST MEASURE. ALWAYS GIVE BUST MEASURE
ONE-PIECE HOUSE DRESSES.
WRAPPERS.
$1.48
$1.48
$1.69
98c
$1.49
98c
$1.27
$1.39
SEARS, ROEBUCK & CO., CHICAGO, ILLINOIS.

1924

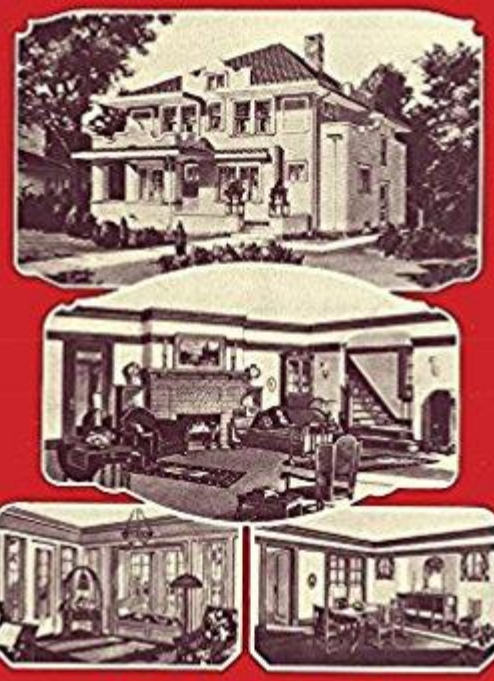
Just What You Want for Spring!
And the Prices—Judge for Yourself!
31H5405
All Wool Challie
$4.95
31H5805
Misses' Gingham
$1.98
31H5400
Silk Taffeta
$9.98
31H5410
Cotton Batiste
$2.98
SEARS, ROEBUCK AND CO.

CLARA BOW

THE "IT GIRL"

Small Houses of the Twenties

The Sears, Roebuck 1926 House Catalog



An Unabridged Reprint
Sears, Roebuck and Co.

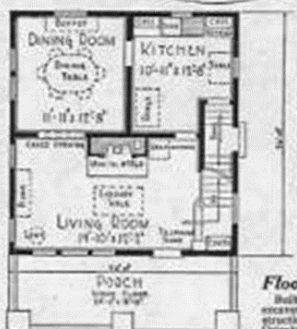
SIX ROOMS AND BIG PORCH

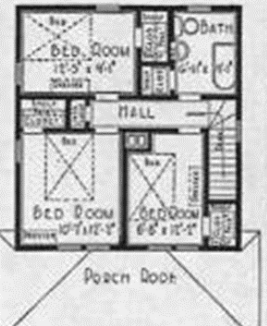
Honor Bilt

The Fullerton

No. 3205X "Already Cut" and Fitted.
$2,243.00

At the price quoted we will furnish all the material to build this six-room house, consisting of lumber, siding, lath, asphalt shingles, mill work, medicine-case, kitchen cabinet, flooring, porch ceiling, finishing lumber, Colonial mantel, building paper, eaves trough, down spout, sash weights, hardware and painting material. We guarantee enough material to build this house. Price does not include cement, brick or plaster.





THIS style of home has become very popular in the past few years. It adapts itself equally well to city lots or country estates, and in few other styles can you get so much space for such a small outlay of money.

First Floor The living room is almost 20 feet long, with the width in proportion. Thick of having plenty of room for the piano, davenport, table and chairs. In fact, there is not a dark or stuffy room in the entire house. A broad opening leads from the living room into the dining room, which, as the floor plans show, will accommodate a full size dining table, chairs and buffet without crowding. The kitchen may be entered from either the dining room or living room, as well as from the outside by a grade entrance which also leads to the basement.

Second Floor Three bedrooms and a bathroom complete the second floor. Note the fine large closet in each bedroom and the closet in the bathroom for linen towels, bed clothing, etc.

We furnish our best "Quality Guaranteed" mill work in beautiful grain and color, (see pages 122 and 123. Windows are made of clear California white pine, with good quality glass set in with best grade of putty.

Front door is our Franklin door. Inside doors are two vertical panel design, all inside trim is clear yellow pine.

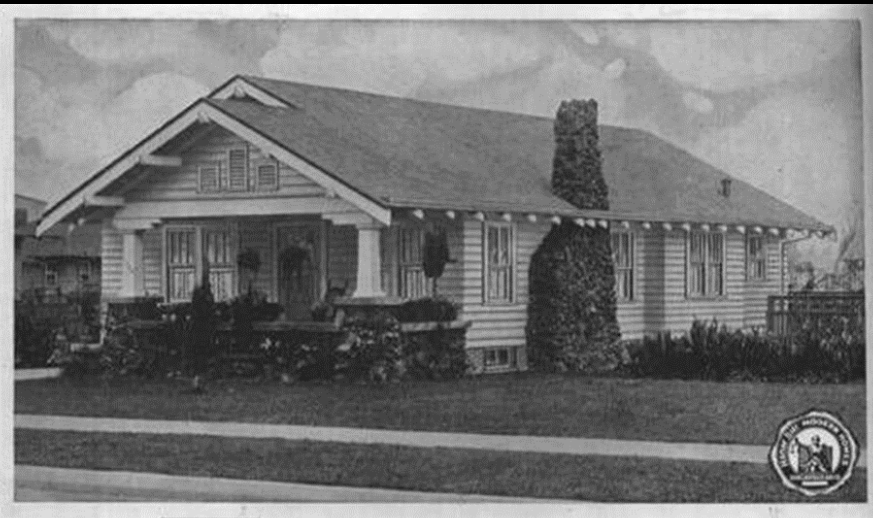
Floors All inside flooring is clear yellow pine. Porch floor, clear edge grain fir flooring is furnished.

Built on a concrete foundation with brick above grade line, excavated basement under entire building. Frame construction, sided with clear cypress bevel siding, roofed with

Honor Bilt

The Cinderella

No. 3081 "Already Cut" and Fitted.
$1,557.00



At the price quoted we will furnish all the material to build this six-in-four room bungalow, consisting of lumber, lath, mill work, flooring, porch ceiling, siding, finishing lumber, building paper, eaves trough, down spout, cedar shingles, sash weights, hardware, mantel, medicine case and painting material. We guarantee enough material to build this house. The price does not include cement, brick or plaster.

THE Cinderella "HONOR BILT" Modern Home will recommend itself to the bungalow lover by its rustic porch and chimney and the graceful lines of all elevations. The handsome door, Colonial windows, exposed rafters and wide bungalow siding all combine in the consummation of a harmonious whole.

The material is high grade throughout. It is selected for wearing and fine appearing qualities. Our famous already cut and fitted system enables the purchaser of this home to reduce his building costs down to one-half.

This bungalow affords all the conveniences and comforts of six rooms in four. This is accomplished by converting the large well lighted living room and the dining room into commodious bedrooms at a moment's notice, with little disturbance of furniture, making three up to date bedrooms whenever required. The draped French doors between the living room and dining room secure the necessary privacy.

Main Floor The floor plans show a spacious porch ornamented with square columns and having a cement floor. A Colonial door opens into the large living room with mantel to the right and dressing room to the left. Back of this dressing room is the space for the roller beds when not in use. Directly back of the living room through a pair of French doors you enter the dining room. Between the two windows to the left there is ample space for a buffet. To the rear of this room is the kitchen, lighted by three windows and having a good size pantry. There is also a stairway to the basement from this room. The regular bedroom is approached from the dining room and has two windows and a closet with shelves. Conveniently located to this bedroom is the bathroom, with its convenient linen closet. All rooms are 9 feet from floor to ceiling.

Basement Excavated basement under the entire house, 7 feet from floor to joists; lighted with basement sash.

We furnish our best quality GUARANTEED mill work, shown on pages 108 and 109. Interior doors are five-cross panel with trim and flooring to match, all yellow pine with beautiful grain and color. Windows are made of clear California white pine with good quality glass set in best grade of putty.

Paint for three coats outside, your choice of color. Varnish and wood filler for interior finish. Stratford Design hardware, see page 117.

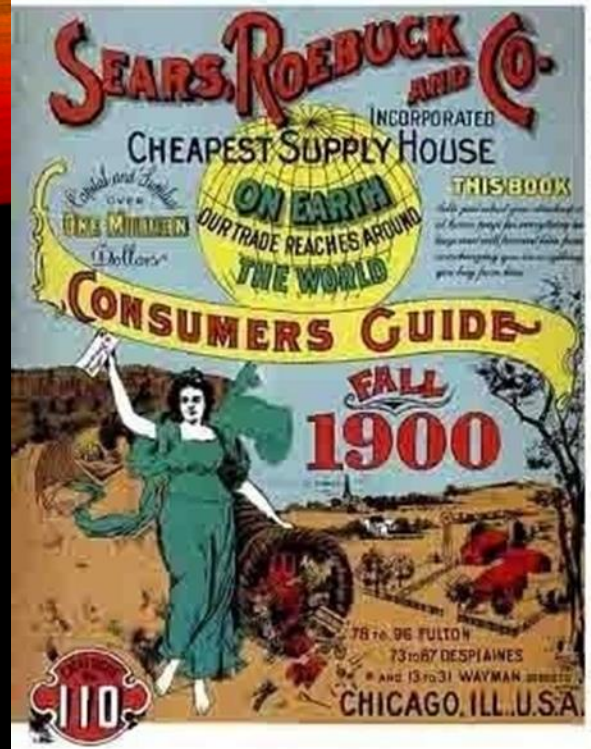
Built on a concrete and brick foundation. Number 1 yellow pine frame construction, sided with bungalow cypress siding. Thick cedar shingles for the roof.

OPTIONS

Oak Trim and Floors for living room and dining room, $121.00 extra.
Clear Maple Flooring furnished for kitchen, pantry and bathroom, instead of yellow pine, no extra charge.
Screen Doors and Windows, black wire, $41.00 extra; cop-

FLOOR PLAN.

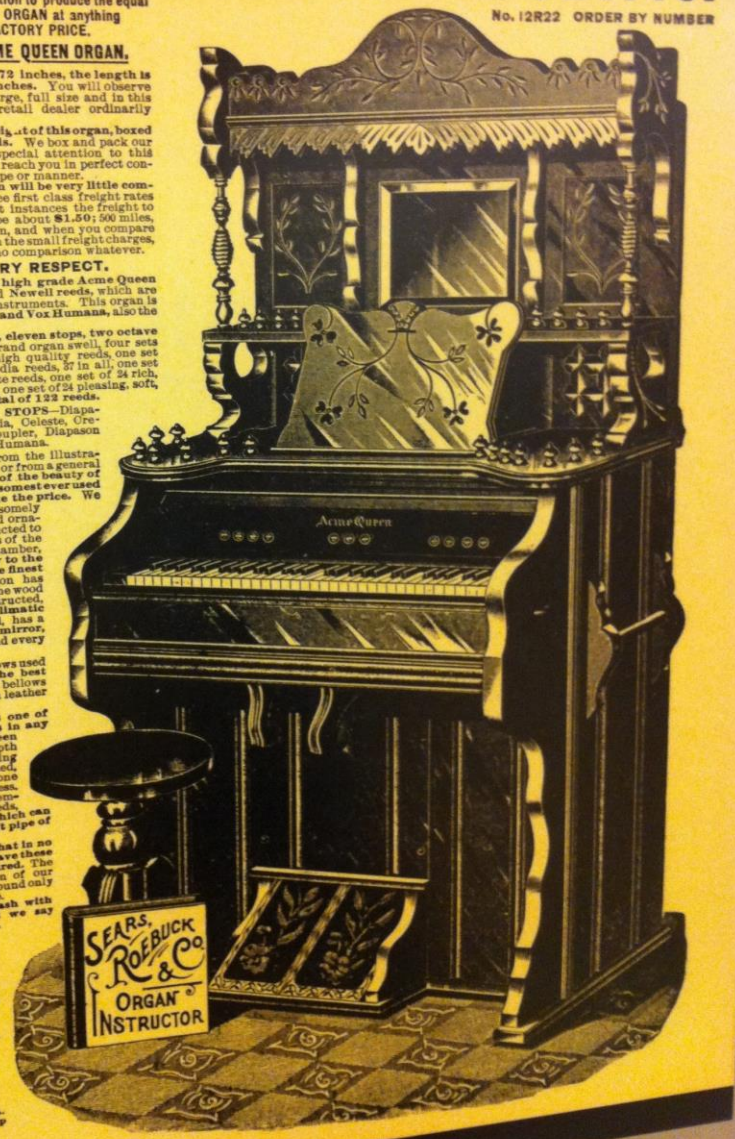
FIREARMS, AMMUNITION AND SPORTS



OUR ACME QUEEN PARLOR ORGAN, $27.45.

WE CHALLENGE any and all competition to produce the equal of this ELEGANT HIGH CLASS ORGAN at anything like our DIRECT FROM FACTORY PRICE.

No. 12R22 ORDER BY NUMBER



DESCRIPTION OF OUR ACME QUEEN ORGAN.

DIMENSIONS—The height is 72 inches, the length is 42 inches and the width is 23 inches. You will observe by these dimensions that it is large, full size and in this respect equal to anything your retail dealer ordinarily carries in stock.

SHIPPING WEIGHT—The weight of this organ, boxed for shipment, is about 350 pounds. We box and pack our organs with great care, paying special attention to this detail, so that the instrument may reach you in perfect condition, not marred in any way, shape or manner.

THE FREIGHT on the organ will be very little compared with what we save you. See first class freight rates as given in front of book. In most instances the freight to any point within 200 miles would be about $1.50; 500 miles, $2.25; 1,000 miles, $5.00, and so on, and when you compare the $20.00 to $30.00 saving with the small freight charges, you can readily see that there is no comparison whatever.

COMPLETE IN EVERY RESPECT.

ACTION—The action of this high grade Acme Queen Organ consists of the celebrated Newell reeds, which are used only in the highest grade instruments. This organ is fitted with Hammond's Couplers and Vox Humanas, also the best Doige felts, leather, etc.

This organ has five octaves, eleven stops, two octave couplers, one toning swell, one grand organ swell, four sets of orchestral toned resonatory high quality reeds, one set exquisitely pure and sweet Melodia reeds, 37 in all, one set of 37 charmingly brilliant Celeste reeds, one set of 24 rich, mellow, smooth, Diapason reeds, one set of 24 pleasing, soft, melodious, Principal reeds; a total of 123 reeds.

NAMES OF THE ELEVEN STOPS—Diapason, Principal, Dulciana, Melodia, Celeste, Cremona, Bass Coupler, Treble Coupler, Diapason Forte, Principal Forte and Vox Humana.

THE CASE—It is difficult from the illustration, even large as the one shown, or from a general description to give you an idea of the beauty of this case. It is one of the handsomest ever used on any organ at anything like the price. We furnish it only in solid oak, handsomely finished, beautifully carved and ornamented. It is especially constructed to develop the acoustic properties of the organ, forming a qualifying chamber, which gives a pipe like quality to the tone hitherto unattained in the finest reed organs. Special attention has been given to the seasoning of the wood of which this organ is constructed, so that it is not subject to climatic changes. It is highly finished, has a 10x14 inch French bevel plate mirror, nickel plated pedal frames and every modern improvement.

THE BELLOWS—The bellows used in this action are made of the best rubber cloth and of 3-ply bellows stock, and the finest sheepskin leather in the valves.

THE TONE—The tone is one of the most important qualities in any organ and with our Acme Queen the tone is faultless. The depth and breadth of the sounding chamber is exactly proportioned, so as to give beauty to the tone without sacrificing the sweetness. This, together with the finely tempered metal used in the reeds, secures a purity of tone which can only be equaled by the soft pipe of the church organ.

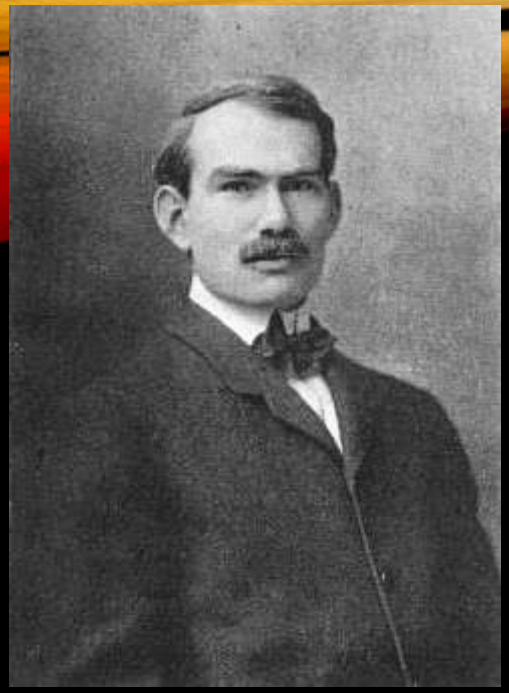
We are safe in saying that in no other organ manufactured have these pipe like qualities been procured. The special feature in the action of our Acme Queen Organ will be found only in organs of this manufacture.

Do you hesitate to send cash with your order? Read what we say about cash terms on page 1.

$27.45 BUYS THE ORGAN and we are bound to please you or the organ is shipped back to us and you get **ALL YOUR MONEY RETURNED.**

25 YEARS' GUARANTEE.

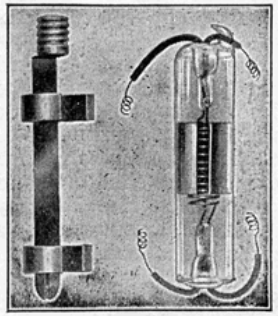
FREE... With this organ we present you FREE and ship with it, a fine **ORGAN STOOL** and a very complete and valuable **INSTRUCTION BOOK.**



LEE DEFOREST, INVENTOR 1906 PATENT

THE DE FOREST AUDION

"There is only *one* Audion—the De Forest"



THE GENUINE DE FOREST TUBULAR AUDION

Is sold separately to any amateur who prefers to build his own Audion Detector **Price $5.50**

Adapter 40 cents extra.

Get the Bulletin (X16)

MOST SENSITIVE

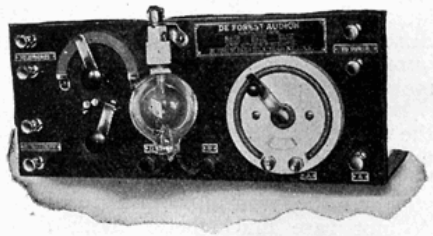
The Bulletin of the U. S. Bureau of Standards states that the De Forest Audion is fully 50 per cent. more sensitive than any other known form of detector (Vol. 6, No. 4, page 540).

MOST RELIABLE

It is not affected by mechanical vibration nor burned out by static or the transmitting spark. It never fails at the critical moment.

The detector is the heart of the receiving set. Why waste valuable time on an insensitive, unreliable detector?

The genuine De Forest Audion is now within the means of every operator.



THE TYPE RJ9 DE FOREST AUDION DETECTOR

Incorporates the Audion Bulb and the genuine De Forest patented circuits with the most approved accessories needed to form a complete detector.

The most popular Audion Detector ever offered. **Price $14.00**

Get the Bulletin (M16)

WARNING—You are entitled to the genuine Audion, guaranteed by the owners of the Audion patents, when making an investment of this kind. Any evacuated detector having a filament, a grid and a plate, as well as other types, are covered by our patents, and several irresponsible infringers are being prosecuted. To be safe and get full value for your money, insist on the genuine De Forest Audion.

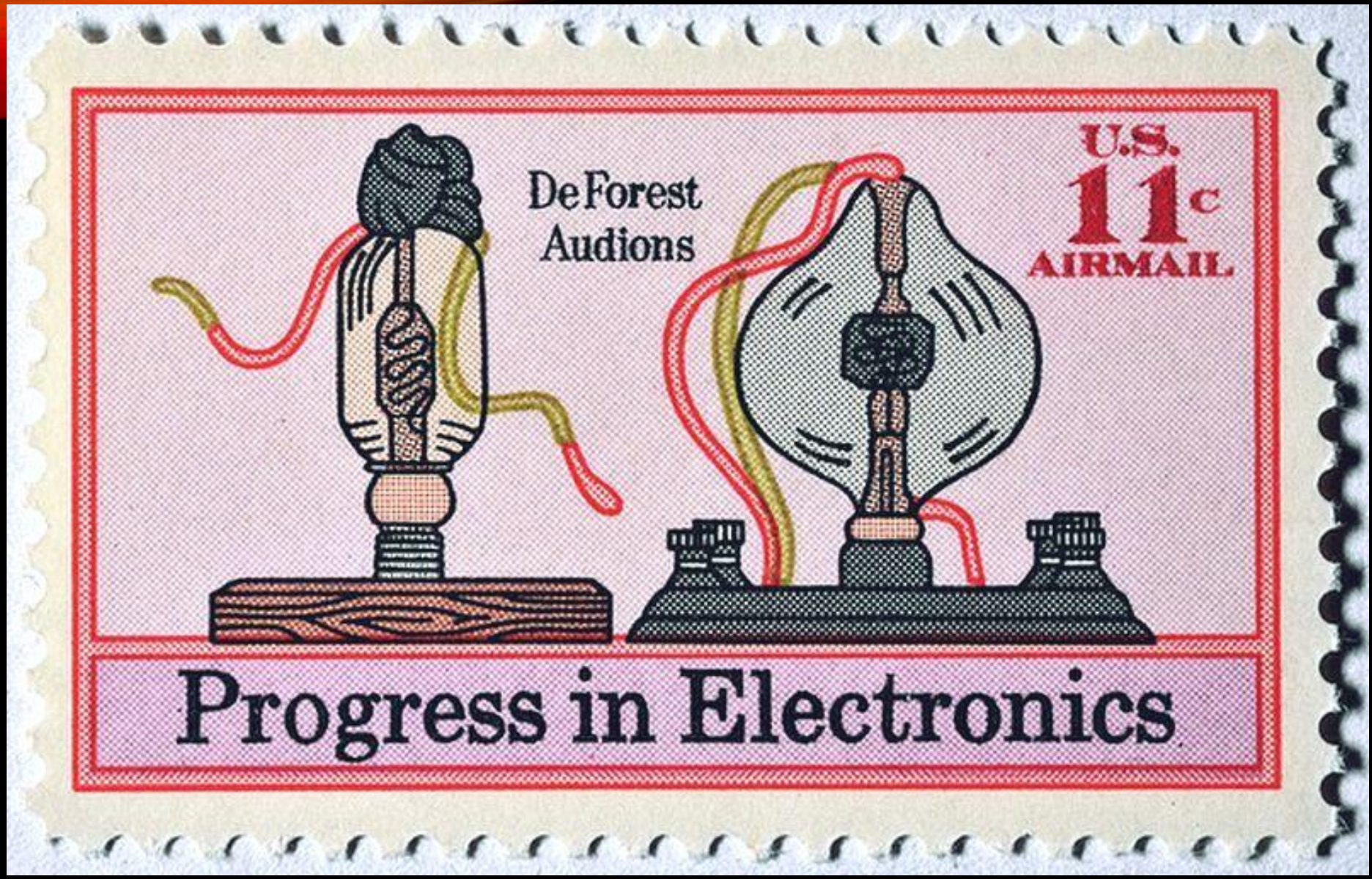
SEND FOR BULLETINS X16 AND M16 DESCRIBING AUDION

Detectors, Audion Amplifiers and Audion Receiving Cabinets

DE FOREST RADIO TELEPHONE & TELEGRAPH CO.

101 PARK AVENUE -:- NEW YORK, N. Y.

Makers of the Highest Grade Receiving Equipment in the World



1973

Calvary Episcopal Church, Shady Avenue,
E. E. Pittsburgh, Pa.

JANUARY 2, 1921

CALVARY CHURCH, PITTSBURGH

Section 1 "All the News That's Fit to Print."

The New York Times.

THE WEATHER Generally fair and warmer today; Monday, cloudy, probably thunder showers; moderately warm. Section 1

VOL. LXX....No. 23,171. NEW YORK, SUNDAY, JULY 3, 1921. Eight Parts. FIVE CENTS

DEMPSEY KNOCKS OUT CARPENTIER IN THE FOURTH ROUND; CHALLENGER BREAKS HIS THUMB AGAINST CHAMPION'S JAW; RECORD CROWD OF 90,000 ORDERLY AND WELL HANDLED

HARDING ENDS WAR; SIGNS PEACE DECREE AT SENATOR'S HOME

Thirty Persons Witness Momentous Act in Prelinghuysen Living Room at Raritan.

...TOPS BLOT ON SIGNATURE

Joint Resolution of Congress Made Effective at 4:10 P. M., Daylight Saving Time.

TEXT OF THE RESOLUTION

[Must Pen Used in Be Given to Representative Porter, Author of Historic Document.]

Special to The New York Times.

RARITAN, N. J., July 2—The official declaration of the termination of the ...

President Harding Asks, 'Was It a Good Fight?'

...

WIFE AND MOTHER BOTH TAKE POISON

Woman Go to Hotel Commodore, Swallow Mercury, and Elder One Phones Physician.

FOUND CLASPING BABY SHOE

Young Woman Was Worried Because Husband Took Child to His Mother—Both May Die.

...

CROWD EARLY AT GATES

Thousands Wait Through Morning Hours for Opening of Arena

POLICE IN PERFECT CONTROL

Hurdle Entrance and Exit of Huge Throng Without Difficulty —1,000 Troopers on Guard

CHEER NOTABLES ON ENTRY

Spectators Eat Lunches in Streets—Bootleggers and Cracks Noticeably Absent.

...

Dempsey's First Thought Is Telegram to His Mother

...

REFORMERS DEMAND ARREST OF DEMPSEY

Police Refuse Without Warrant, and They Fail to Get Plea Before Any Judge.

NEW MOVE EXPECTED TODAY

Assault and Battery Charged in Complaint—Not So "Brutal" as They Anticipated.

...

COBB FIGHTS IT OVER AGAIN

Calls Carpentier Soul of the Fray, Dempsey the Body.

ALL WHO'S BALLYHOO THERE

Arts, Science, Drama, Politics, Bar, Bench and Commerce Are Represented

BOYLE'S 30 ACRES FERTILE

If There Is No New War, He Thinks Jack Will Be Best Fighter for a While.

By HEYWOOD BROUN.

It is needful that, once upon a time, Aaron Burr, being discharged by Alexander Hamilton, took cheerfully to coal ...

Dempsey Says He Won Just as He Thought He Would; Carpentier Asserts He Staked His All in the Second

...

CARPENTIER BROKE HIS THUMB IN FIGHT

He Also Sprained His Right Wrist on Dempsey's Jaw in Second Round.

NOT OFFERED AS EXCUSE

Carpentier Cables to Wife That He Is Uninjured and Was Beaten Fairly.

BLOW TO THE JAW ENDS THE CONTEST

Story of the Fight by Rounds Shows the Superiority of Dempsey.

ONLY ONCE IN DISTRESS

Carpentier Showed Well in Second Round, but After That Was Beaten Down.

FIGHT RECORD.

The prize ring of the world—if such a thing still exists—has been ...

DEMPSEY PROVES PROWESS

Forces Carpentier Down With Incessant Rain of Terrific Blows.

TWICE FLOORS OPPONENT

But Frenchman Is Courageous After First Knockdown and Fights Until Knocked Out.

NO "ACCIDENTAL CHAMPION"

Great Throng That Gave Louder Cheer for Georges at Start Acclaims Jack at the End.

...

Give Notice of Coming Marriage of Col. Balsan To Consuelo, Duchess of Marlborough

...

Wireless Telephone Spreads Fight News Over 120,000 Miles

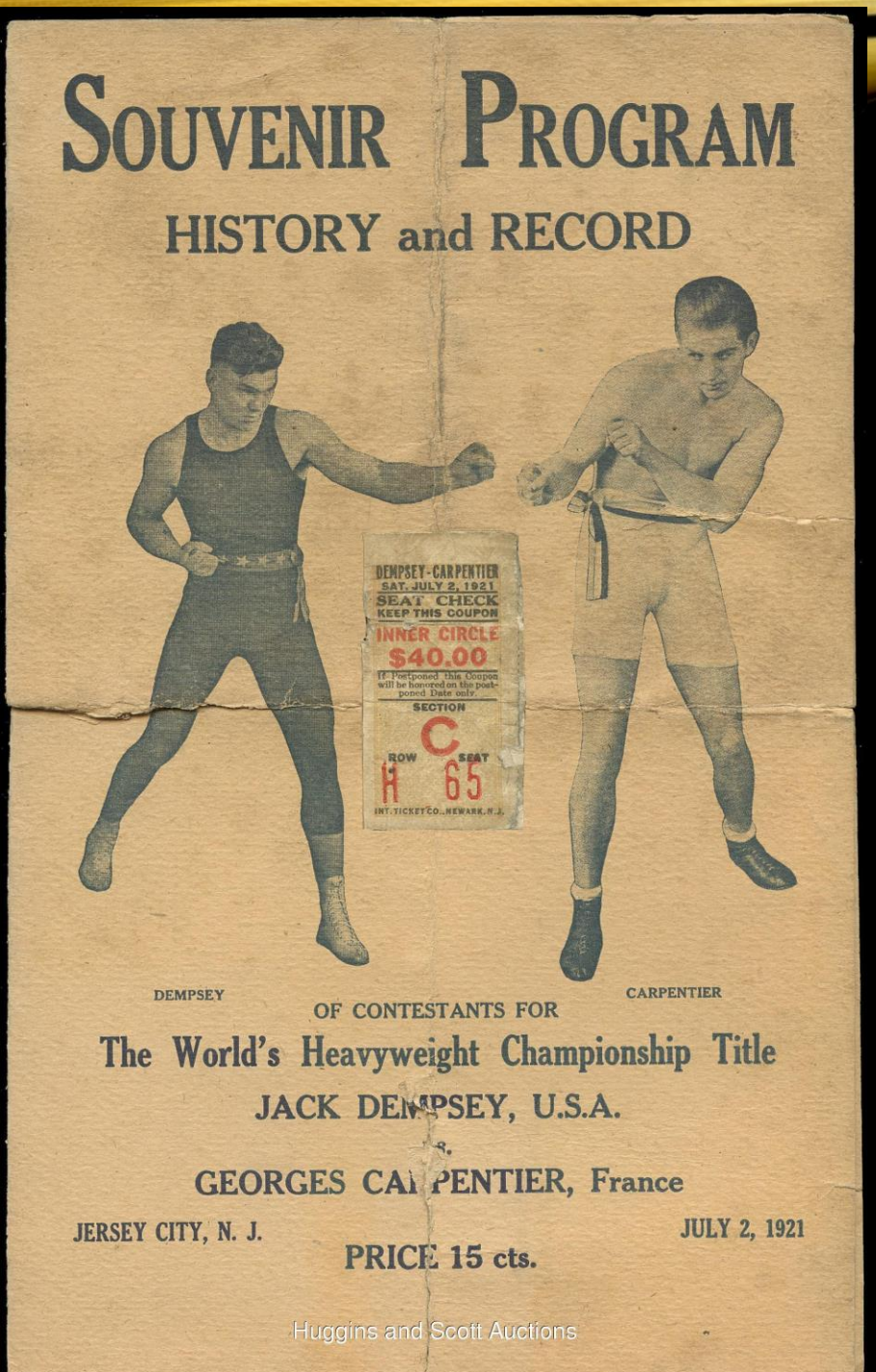
Detailed descriptions of the Dempsey-Carpentier battle were flashed from the ringside by every means known to modern science for the transmission of news and messages. Telegraph, wireless and wireless telephone were employed.

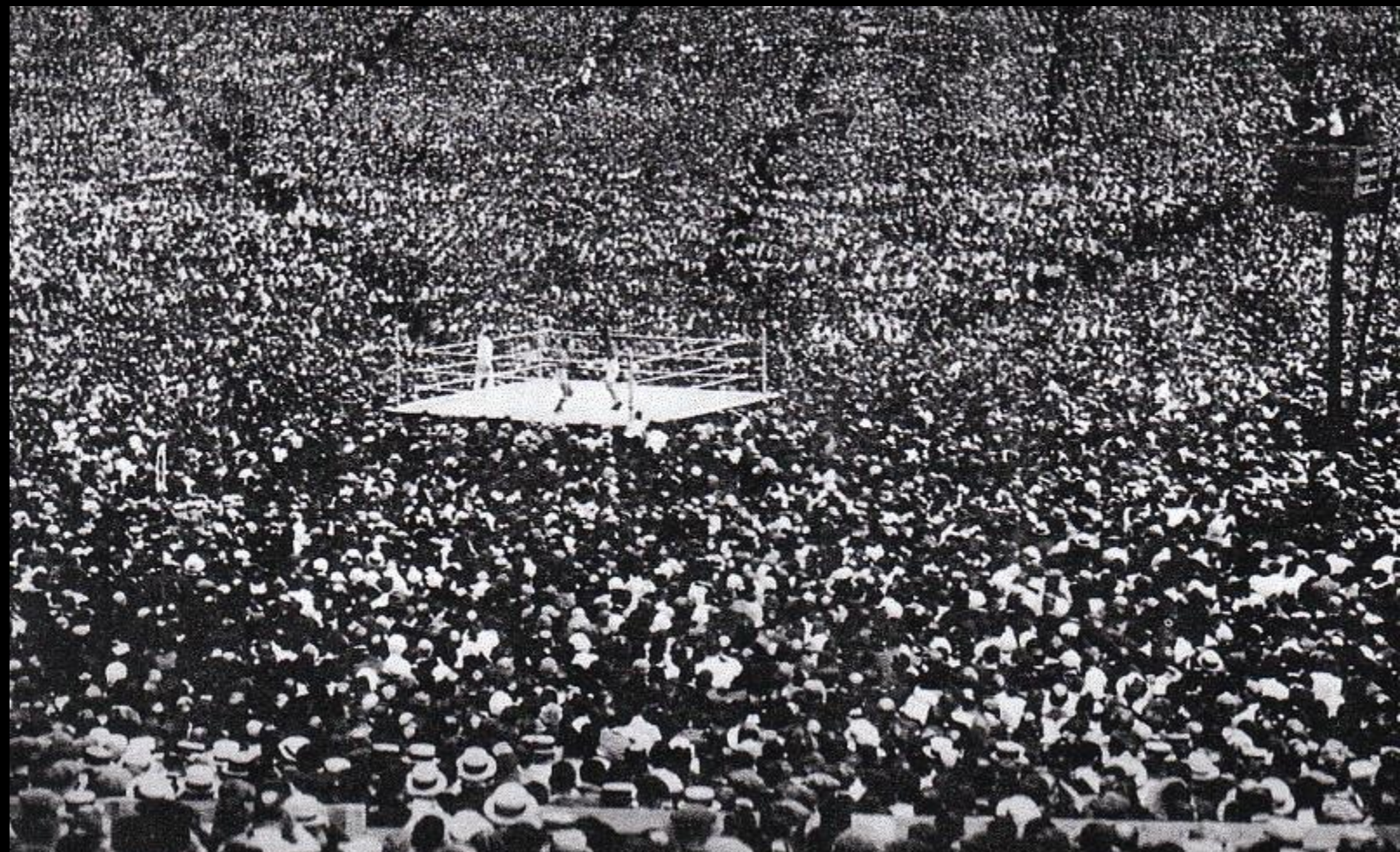
Hundreds of thousands of words were filed. Just how many hundreds of thousands it was impossible to estimate. It was the first time in the history of boxing matches that wireless telephony had been used to spread broadcast the details of a bout. Three ordinary telephones were placed at the ringside. These were used to send the news to the big wireless telephone station in Hoboken, where the largest aerials in commercial use relayed the details to eighty points within a radius of 120,000 square miles.

It was said that at least 500,000 people received the news of the fight in this manner.

The phones at the ringside were operated by J. N. White, David Saranoff and H. L. Welter.

JACK DEMPSEY – GEORGES CARPENTIER FIGHT, JULY 2, 1921

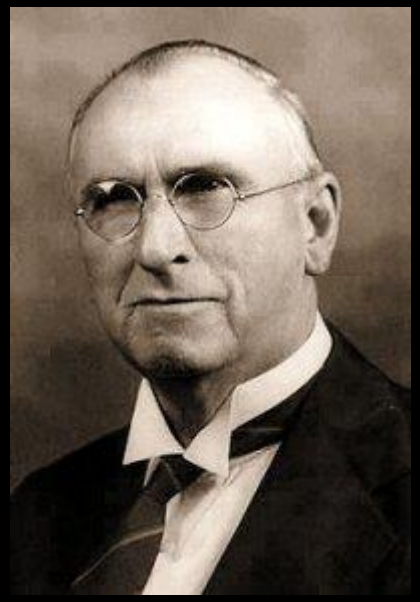


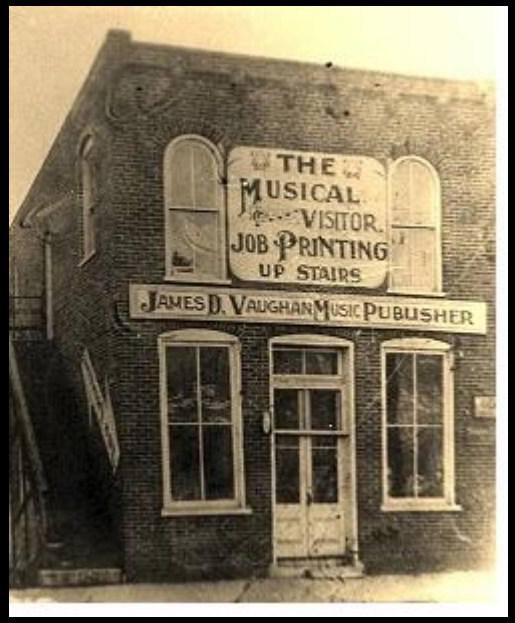


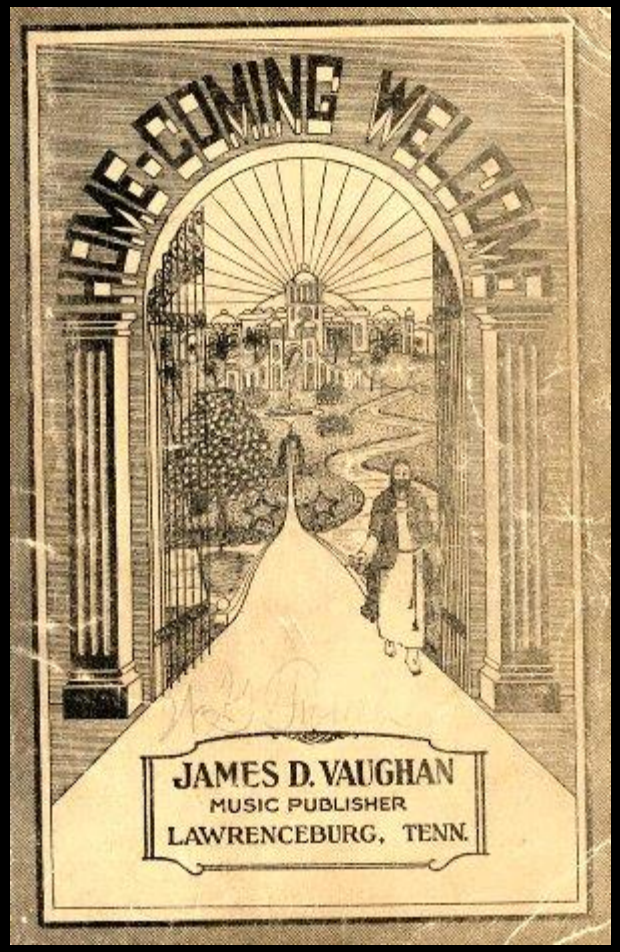
Huggins and Scott Auctions

KNOXVILLE, 1921

JAMES D. VAUGHAN LAWRENCEBURG, TENNESSEE





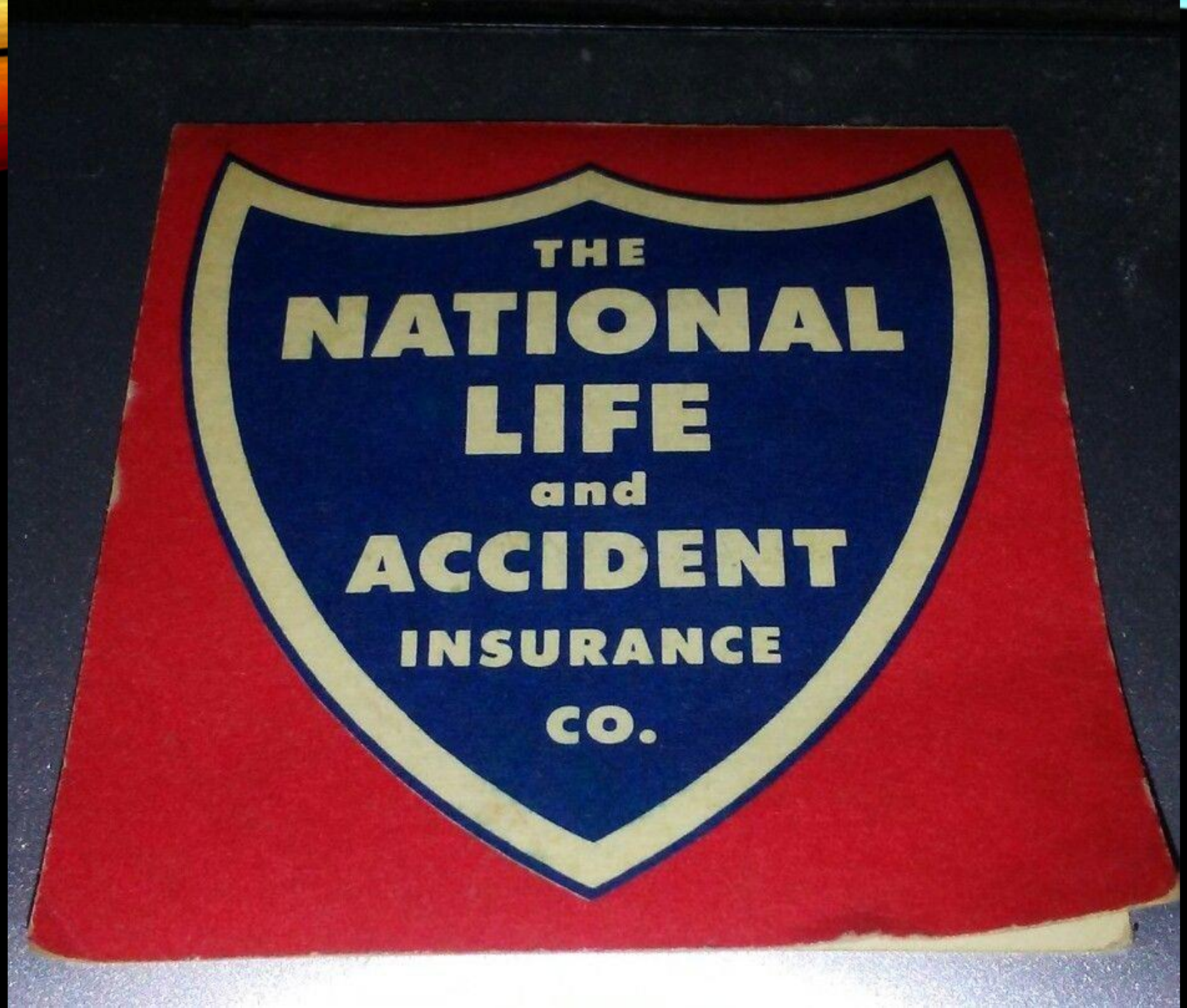


WOAN RADIO STATION

HAVE YOU BEEN HERE?
THE PINK PALACE, MEMPHIS

CLARENCE SAUNDERS

PIGGLY WIGGLY


THE
NATIONAL
LIFE
and
ACCIDENT
INSURANCE
CO.

WSM
WE SHIELD MILLIONS
282·8
THE
NATIONAL
LIFE AND
ACCIDENT
INSURANCE
COMPANY
SHIELDS
YOU
NASHVILLE, TENNESSEE

How can we sell life insurance to country folk in rural places like Tennessee?

The WSM Barn Dance
November 1925

GEORGE D. HAYS

UNCLE JIMMY THOMPSON

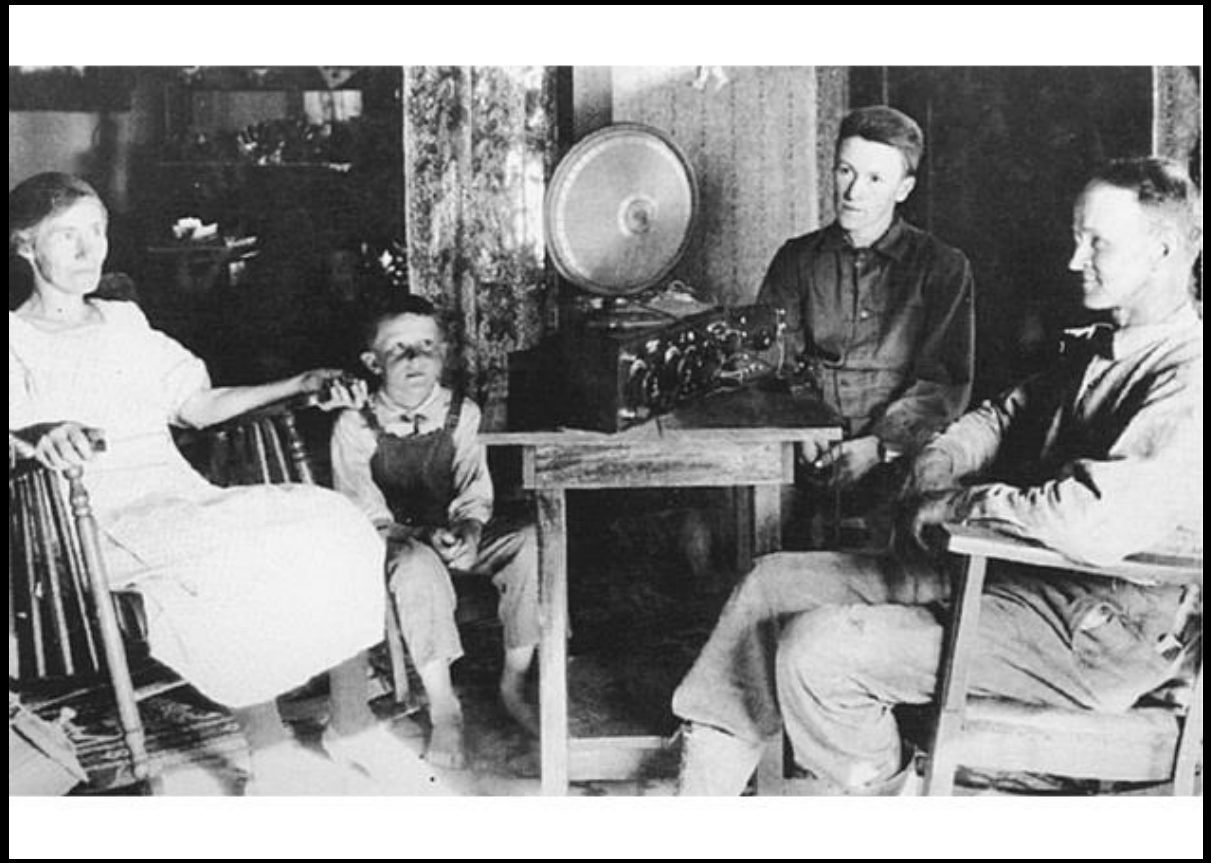
"HOW –DY!"

1924 – 12TH & UNION

- **WSM was one of the first stations to install a Blaw-Knox "Diamond" antenna - really two self-supporters stacked to create a very tall vertical antenna (1932)**

- **(I-65 and Concord Road)**
- **(Its first antenna was on 15th Ave. South near Belmont.)**

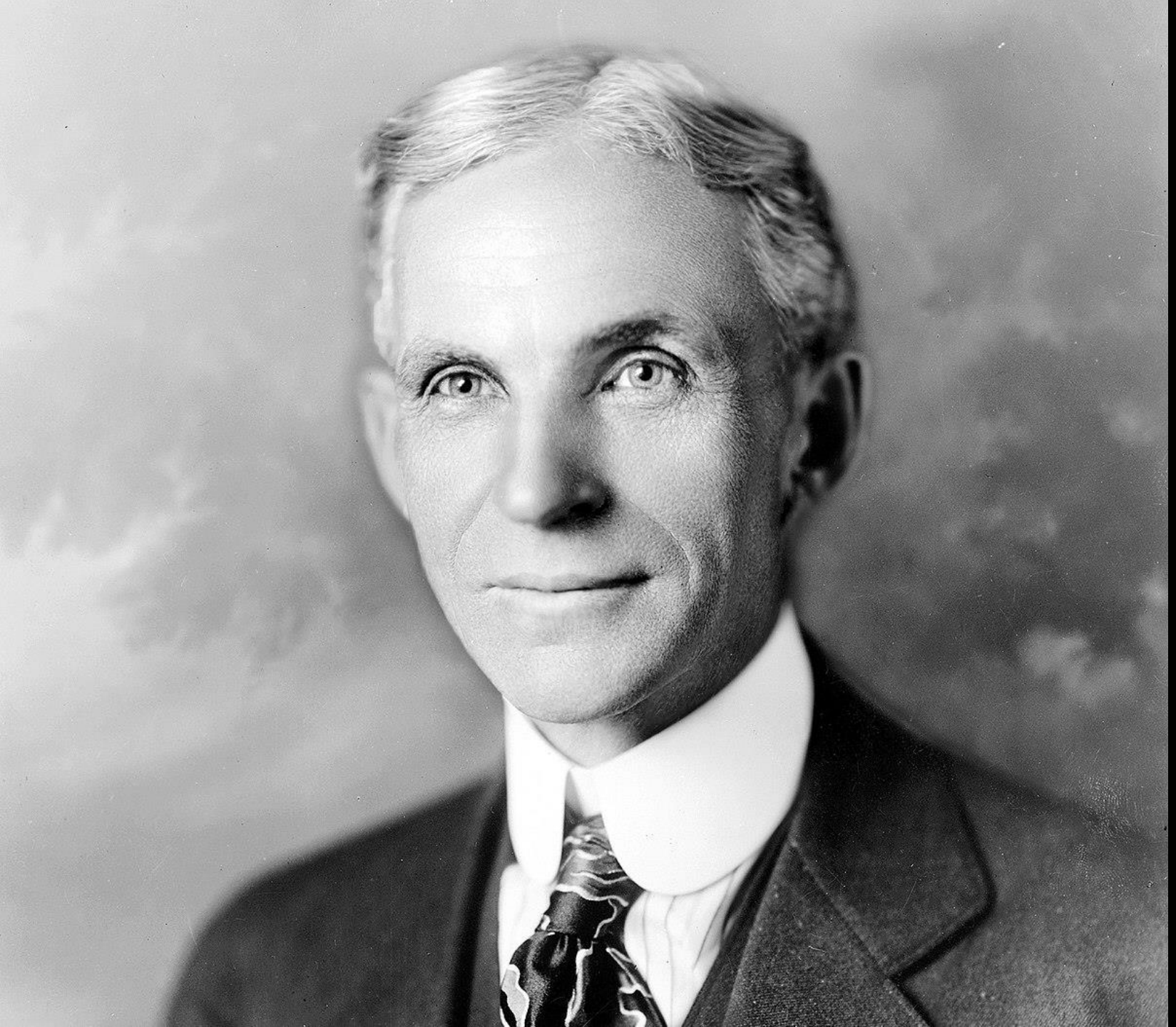
FARM FAMILY AROUND THE RADIO



ROBERT & HELEN LYND

LESTER WIRE, DETROIT POLICEMAN

WILLIAM POTTS, 1920

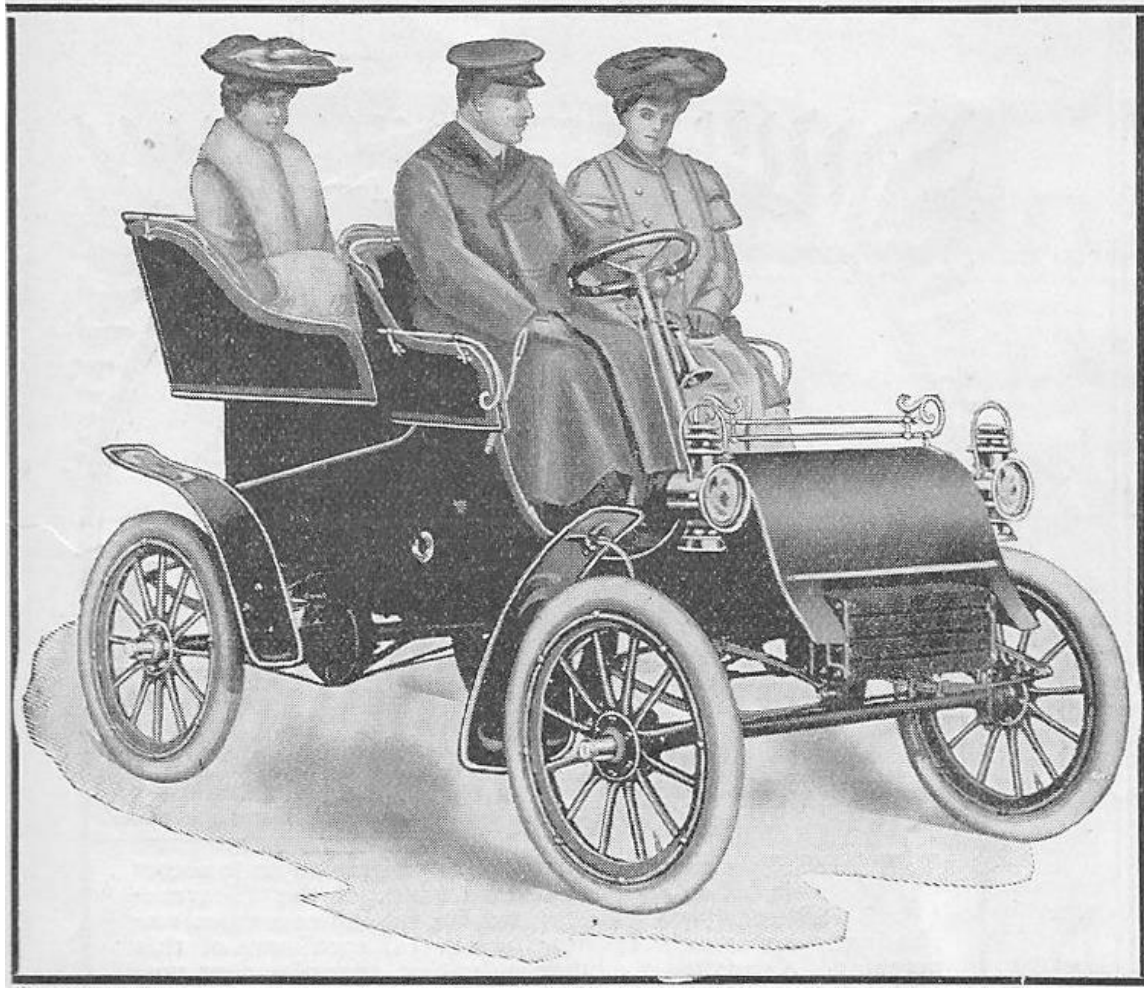


HENRY FORD

HENRY FORD'S BIRTHPLACE

SCOTCH SETTLEMENT SCHOOL, DEARBORN

HENRY FORD'S QUADRICYCLE



The Advance of *The* Ford

All the *best* things in this world are usually worth even more than the price you pay for them. A *cheap* automobile is dear at any price. but a car like the Ford is a bargain at any reasonable figure.

The advanced and improved construction, the higher grade of materials used in building the machinery and body, and the addition of heavy 3 in. detachable tires to its equipment compel us to make the price of the **1904 Ford**

$900 with Tonneau $800 as a Runabout.

Lamps, Horn and Brass Trimmings Extra.

Mr. Ford made the first automobile in Detroit and the third in the United States. THE FORD MOTOR CAR of today represents the most advanced type of automobile construction.

WE agree to assume all responsibility in any action the Trust may take regarding alleged infringement of the Selden Patent to prevent you from buying the Ford, "The car of satisfaction."

Write for full information and Illustrated Catalogue to

FORD MOTOR CO. Detroit, Mich.

10 MILLIONTH MODEL T & HIS QUADRICYCLE

HENRY & CLARA FORD – 5TH ANNIVERSARY OF QUADRICYCLE, 1946

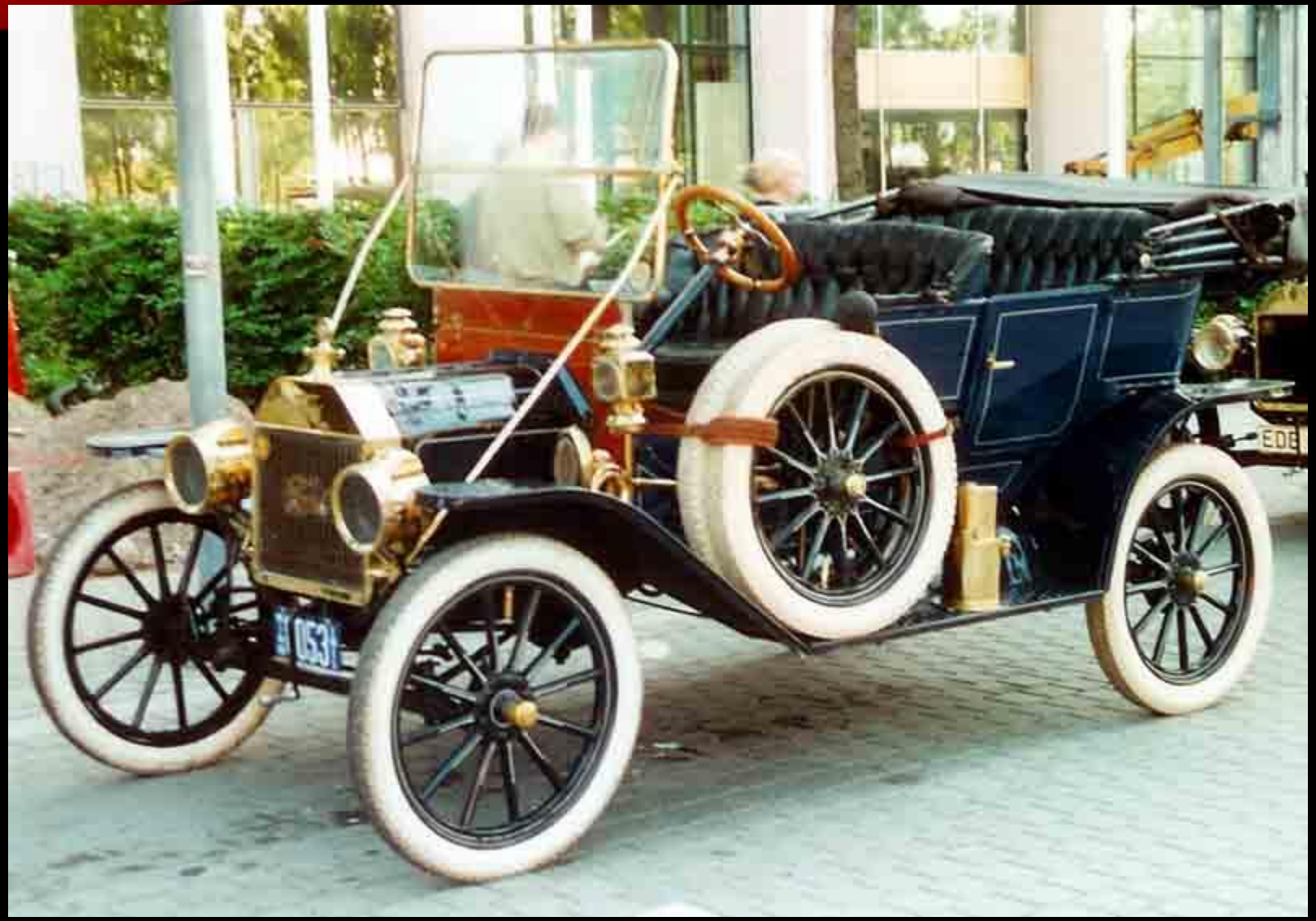
JOHN DOS PASSOS: *THE NEW REPUBLIC*

Mr. Ford the automobileer began by giving his steed three or four sharp jerks with the lever at the right-hand side of the seat; that is, he pulled the lever up and down sharply in order, as he said, to mix air with gasoline and drive the charge into the exploding cylinder. . . . Mr. Ford slipped a small electric switch handle and there followed a puff, puff, puff. . . . The puffing of the machine assumed a higher key. She was flying along about eight miles an hour. The ruts in the road were deep, but the machine went with dreamlike smoothness. There was none of the bumping common even to a streetcar. . . . By this time the boulevard had been reached, and the automobileer, letting a lever fall a little, let her out. Whiz! She picked up speed with infinite rapidity. As she ran on there was a clattering behind, the new noise of the automobile.

FORD 999 RACING CAR

MODEL T

1911 TOURING CAR



1920

ADVERTISING

No lady likes
To dance
Or dine
Accompanied by
A porcupine
Burma-Shave

A peach
Looks good
With lots of fuzz
But man's no peach
And never was
Burma-Shave

If you have
A double chin
You've two
Good reasons
To begin using
Burma-Shave

Fire! Fire!
Keep cool
Be brave
Just grab
Your pants and
Burma-Shave

Special seats
Reserved in Hades

For whiskered guys
Who scratch
The ladies
Burma-Shave

I proposed
To Ida
Ida refused
Ida won my Ida
If Ida used
Burma-Shave

Soon shaving brushes
Will be trimmin'
Those screwy hats
We see
On women
Burma-Shave

INTERNATIONAL CARS:

LA BOCA, BUENOS AIRES, 1921

GREENFIELD VILLAGE

SIR JOHN BENNETT

Crippen Regional Park
Union Steamship Company Store
Chamber of Commerce
INFO CENTRE

MODEL A, 1928