

СТРАНЫ ЗАПАДА В 1920-Х ГОДАХ



СТАБИЛИЗАЦИЯ И ЭКОНОМИЧЕСКИЙ БУМ

- ? Спад кризиса
- ? Расширение рынков государств-победителей
- ? Дегуманизация труда
- ? Рост деловой активности
- ? Рост уровня жизни
- ? Развитие массовой культуры
- ? Развитие финансовых структур, кредитования
- ? Развитие техники
- ? Рост консерватизма, активизация национализма и расизма

МАССОВОЕ ОБЩЕСТВО

- ? Вовлечение в общественную жизнь миллионов людей
- ? Особая роль рекламы и СМИ
- ? Демократизация общественной жизни
- ? Рост потребления
- ? Эпоха «процветания»

Drink
Coca-Cola
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*The pause that refreshes
... at home*

Housework brings that urge to pause and relax in an easy chair. Do it... with ice-cold Coca-Cola. It adds to relaxation what relaxation always needs ... pure, wholesome refreshment.

REFRESH YOURSELF WITH ICE-COLD COCA-COLA... FROM YOUR OWN REFRIGERATOR

Velvet Jumpers Call a Contrast



COAT 305
DRESS 300

Provocatively masculine is the country ensemble in Meyer's silk spotted tuxal set off by yellow stockinette, and with a most originally designed dress. Duchorne's plaid and plain velvet inspire a jumper suit of charming personality—handkerchief neckline, black jumper and flared plaid skirt. Chic by reason of its practicality is the suit of Meyer's white speckled silks culture cloth with a three-quarter coat set off by a collar of gray Krinnerer.

Special hand-cut paper patterns, and complete, tucked up, soft muslin models, cut in Paris, are obtainable of these designs. See page 190.

For Winter mornings and afternoons

Weldon's
Ladies
Journal



Two-colour schemes are popular

The dress and quantity set last page of book.

10029

A frock of blue chevreton has plaid sides and a laced bodice. The grey handkerchief collar and cuffs are a pleasant reminder of January days.

80010

The flared drape and the jute give a unexpected effect to this frock of brown wool serge, which is accented by the pink buckle.



80020

Practical ensemble gives a smart season business to the frock of spotted silk, with collar, vest, and sleeve trimming of silk to match the spots.



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January 13
1927

Life

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AUTOMOBILE
NUMBER



*Shifting
for Herself*

ПАРТИИ И ПРОФСОЮЗЫ

- ? Сохранение и обострение социальных конфликтов
- ? *1920 г.* – дело Сакко и Ванцетти (сфабрикованное обвинение борцов за права рабочих)
- ? Забастовки в Великобритании
- ? Рост популярности социалистических партий



ВЫВОДЫ

- ? 1920-е гг. – эпоха контрастов
- ? Экономическое процветание, всплеск деловой активности, развитие бизнеса, биржевые спекуляции привели к Великой экономической депрессии

