



WANDERING WARDROBE

3.2 LESSON: FASHION AND ENVIRONMENT EXAMPLES

- Homes & Home Ownership

The rise of the middle class led to an increase in home ownership, and due to new jobs opportunities and expanded transportation technology, these new homes were more often in the cities or suburbs than in rural areas. In contrast with Victorian opulence, efficiency and economy were emphasized in the interior and exterior design of these homes; the Arts and Crafts movement was an additional influence on the simpler design. Technological advances for the home included bathrooms, central heating, electricity, refrigerators (instead of iceboxes), toasters, vacuum cleaners, and dishwashers.

[Where to Live in the 20s - UT Austin](#)

[Architecture and Style](#)

[The Frankfurt kitchen](#)

[An Apartment in the 20th Century Manner](#)

[City Tenement Living](#)



Bungalow style home

\$1,608⁰⁰

MODERN HOME No. 264B250

Floor Plan.

\$1.00 buys the complete plans, specifications and bill of material for this house. \$1,608.00 pays for all of the material, with the exception of cement, brick and plaster, for this house, when purchased from us.

Design 12651-B
Size 26' 0" x 39' 6"

6 Rooms and Bath

THIS home always receives merited attention. Every detail of this bungalow has been carefully planned to promote the welfare of the housekeeper and family's convenience. The exterior is designed in beautiful and effective lines. The interior offers complete comfort and absolute hospitality. Any community will be proud to have this home within its midst.

THE PURCHASING POWER OF YOUR DOLLAR IS AS GREAT WITH US AS WITH ANY OTHER CONCERN. GIVE US A CHANCE TO DEMONSTRATE THE ABOVE STATEMENT IS ALL WE ASK.

DIMENSIONS	
Width over all	26 ft. 0 in.
Depth over all	39 ft. 6 in.
Width porch	19 ft. 0 in.
Depth of front porch	10 ft. 0 in.

House plans



Kitchen



Parlor, ["Stretton Academy" music school and Cave-Brown-Cave family home](#)

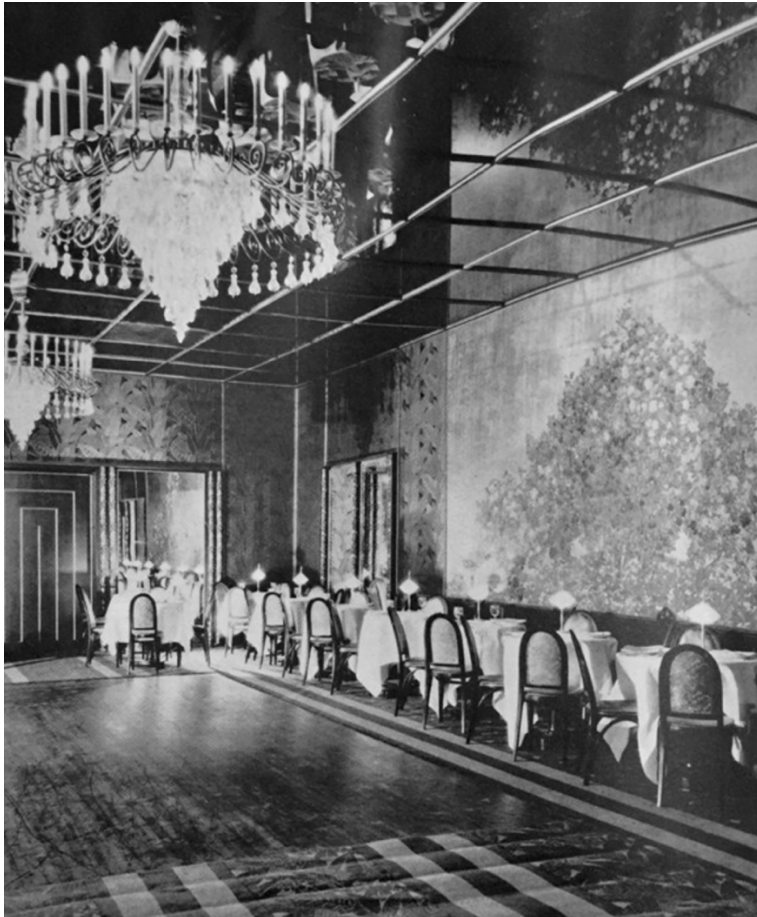


Upscale Parlor – Blend of old and new

Low-income Tenement Housing between 1890-1930s: The poorest classes still existed, and housing was particularly sub-standard in the cities:



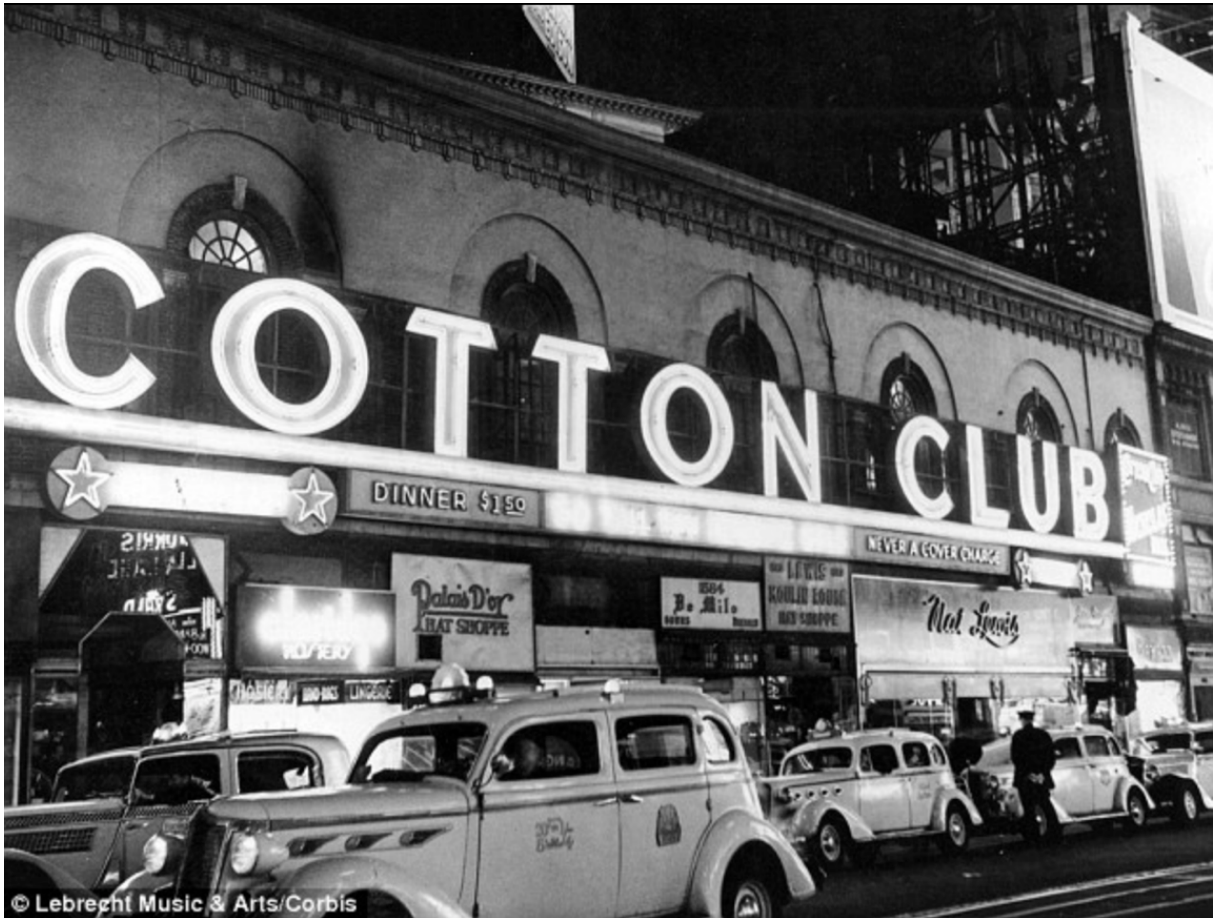
- Clubs, Hotels, Nightlife
A prosperous economy, the underground liquor industry and a spirit of exuberance after the end of the first World War contributed to a lively nightlife.



[Central Park Casino](#)



Parisian Hotel

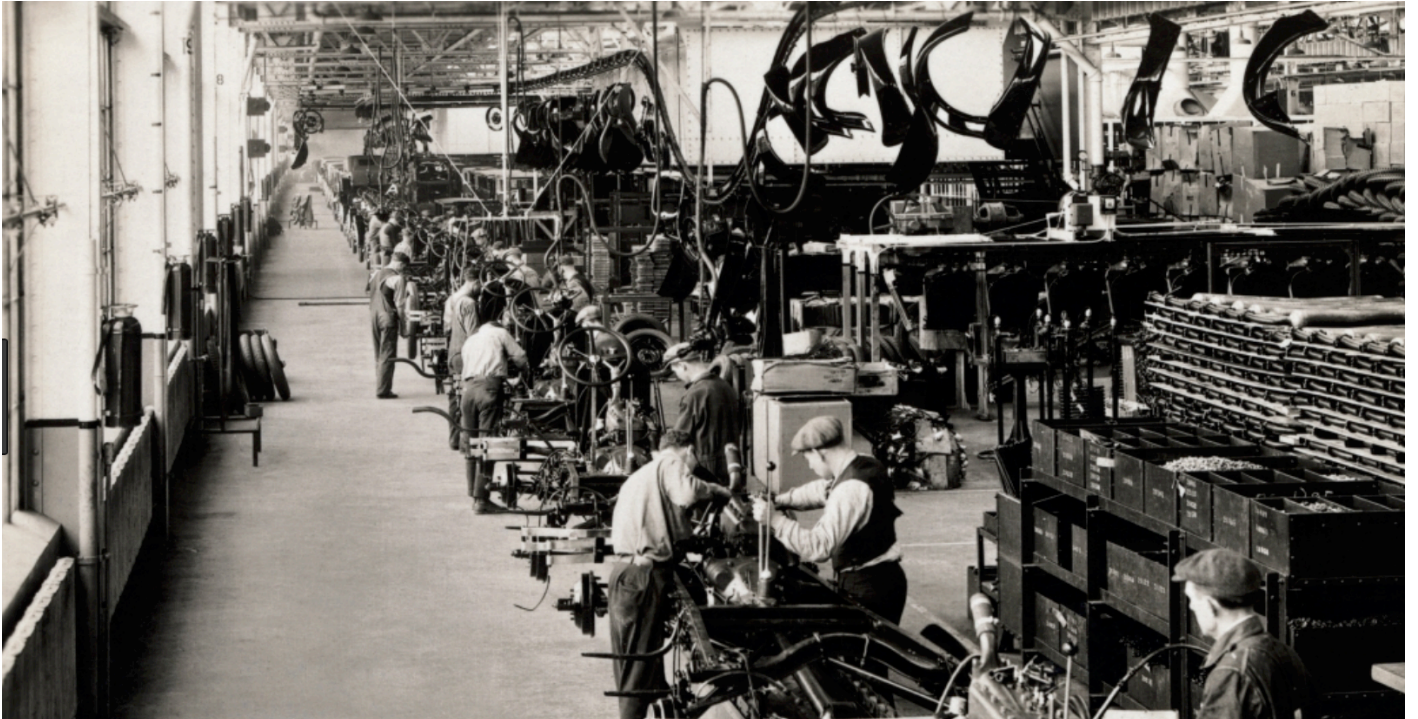


The popular Cotton Club in New York City – A Speakeasy



The Marlborough House – A Speakeasy

- Mass production – the assembly line



Ford Plant assembly line



Ford Plant assembly line



Women assembling radios

- Technology
 - Elevators: [Elevators Enabled High-rise Buildings](#)



Chrysler Building under construction

- Transportation: Cars, Airplanes



The Ford Motor Company's Model T and later models were made on the assembly line, reducing their cost and making them accessible to the middle classes.



Charles Lindbergh's First Transatlantic Flight

- Radio and Film

These technologies changed the way information could be communicated, social activities, and entertainment. Radio personalities and movie stars became household names.



Sitting by the radio to listen to music or speakers became both informative and an entertaining pastime.



People went to movies for entertainment. [DigitalHistory.com](https://www.digitalhistory.com)