

SOCIAL CLASS & STATUS IMPORTANCE IN 1920



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WHAT IS THE NOUVEAU RICHE?

- A person who has recently become rich and enjoys spending a lot of money to fit in with the upper class





WHAT ARE ACTIVITIES OF THE RICH AND POOR?

The rich, especially the nouveau riche, were always out and about. There was rarely a time when the nouveau riche weren't out doing things on their boats or driving a brand new car to compete with the old rich. A typical day for the poor wasn't going out all day but it was working and cleaning to be able to take pride in what they had.



WHY WERE SOCIAL CLASSES IMPORTANT?

Social classes were set up society in such a way that consumers can buy products directed towards their class and the activities their class does. The people in the 1920's were quite competitive on where their classes were and what they owned. You wouldn't try to sell a boat to someone who is afraid of water or a horse to someone with a car.

WHAT WERE TYPICAL DAYS FOR THE CLASSES?

- For the higher class, the work load tended to be lower, leaving more time for leisure and relaxation. Most families in the higher class could afford a boat, and many of them did. Going out and having a good time was very important to them.
- For the lower class, working was a bigger part of their daily life. Often times they worked more than one job, or put in extra hours to cover everything. They didn't go out very often, but found time to spend with their families and ate dinner together most of the time.

WHAT WAS THE DIFFERENCE BETWEEN THE OLD AND NEW RICH?

- The old rich were very powerful, and often thought very little of the new rich. They didn't flaunt their money like the "nouveau riche, primping and throwing their money on trivial things," (Roaring Twenties in America, YouTube).
- The new rich found much enjoyment in spending their money on extravagant and lavish things for themselves, as well as trying to prove themselves as to be accepted by the older class. They didn't save or invest their money, and that it the primary reason why they were looked down upon and thought foolish by those in the older rich.

HOW DO THE 1920 CLASSES COMPARE TO TODAY?

In the 1920's, the lower class worked hard and the rich typically had it easy. The rich were the ones to own nice cars. Today almost everyone has a car, poor or rich, and

there is a much more defined middle class. It's more common to be in the middle class versus the lower class. As well as this, there wasn't really a middle class in the roaring twenties, as most of the population fit in to one of the two groups.

HOW DO THE 1920'S CLASSES COMPARE TO TODAY? (CONT.)

It was far easier to attain wealth back then, as shown by the increase of the amount of nouveau riche. In the present, it's harder to attain that wealth, some people can barely get by, some people can live comfortably, and some people can afford to buy expensive sports cars. It's completely different from the lighthearted age of the nineteen-twenties.

WHY WERE SOCIAL CLASSES IMPORTANT?

- Social classes were important, because they basically defined who you were and what you were deserving of. It determined how you were treated and what you were able to do. Whether you were able to live the very lavish lifestyle of the nouveau riche, the daring and expressive lifestyle of a flapper, or the simple and harder working lifestyle of the lower class. Not all people in the lower class had to work extremely hard, but it wasn't easy in any aspect. It also shows how we ended up injuring our economy by all of our reckless spending and such.

A 1960'S DOCUMENTARY ABOUT THE DECADE FORTY YEARS BEFORE THEIR TIME

- <https://m.youtube.com/watch?v=NJli7fcy670>