

THE 1926 SESQUICENTENNIAL: AMERICA AT 150

Veta Schlimgen, Ph.D.

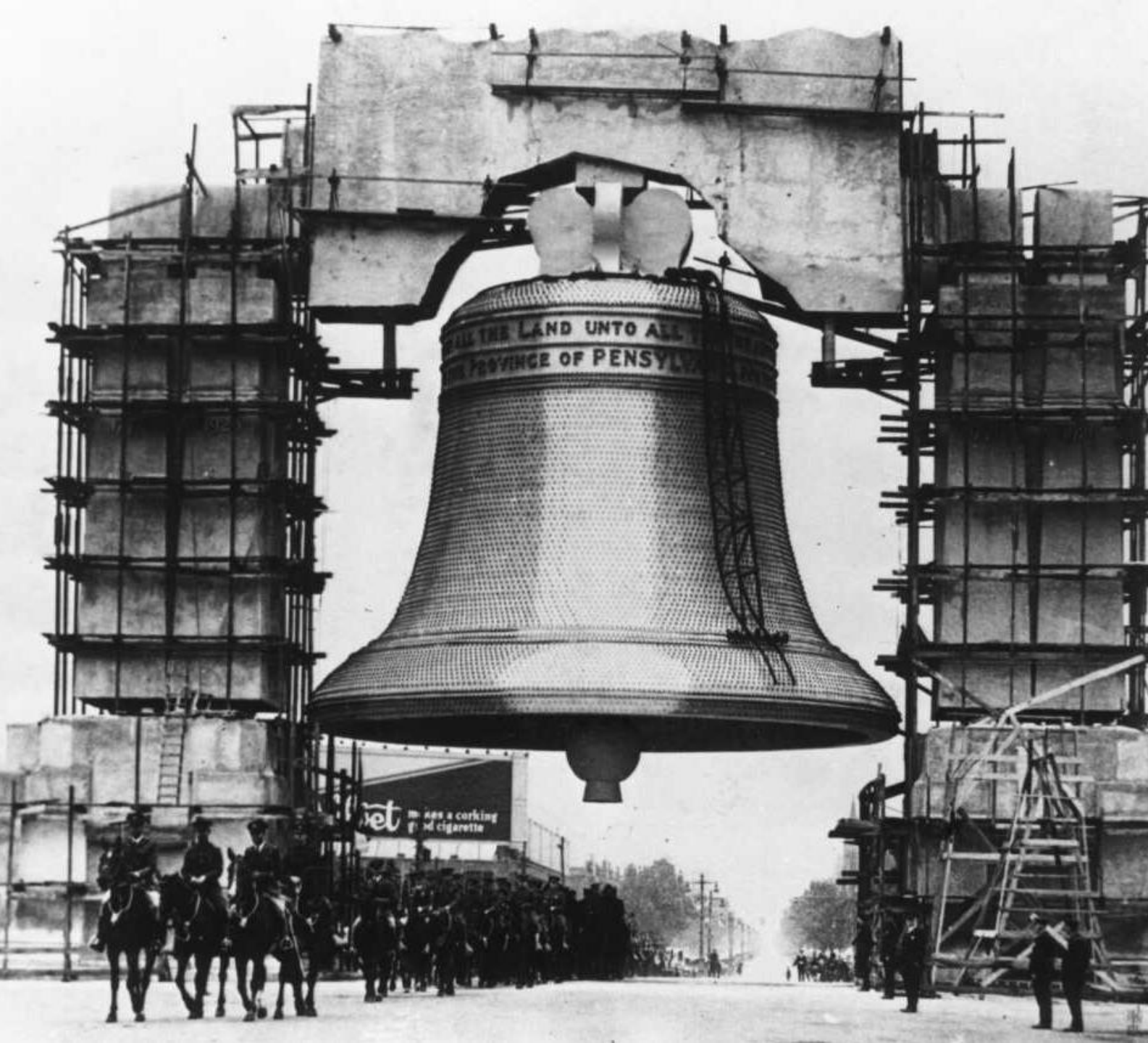
Department of History

Gonzaga University

THE 1926 PHILADELPHIA EXPOSITION...



A cavalry regiment marches beneath a giant electrified reproduction of the Liberty Bell at the fair. (Note the scaffolding.)



FIND VIKING GRAVE NEAR CITY

FORT WRIGHT LURES CROWDS TO SEE EVENTS

Rushes began closed their doors and the usually busy downtown streets were deserted today as Spokane's citizens carried its greetings and celebration of the 150th anniversary of Independence day to all parts of the northwest, and particularly to the neighboring lake resorts.

More apparent today than ever before was the apparent changing of public attitude toward Fourth of July celebrations. In place of the old-time Independence day parties, picnics, patriotic gatherings and general all-day celebrations, there was almost absolute quietness.

However, at Fort George Wright there were scenes of real Fourth of July activities among both the "regulars" of the Fourth Infantry regiment and students of the citizens military training camp. The program there attracted parents of the student soldiers from distant points in eastern Washington and north Idaho.

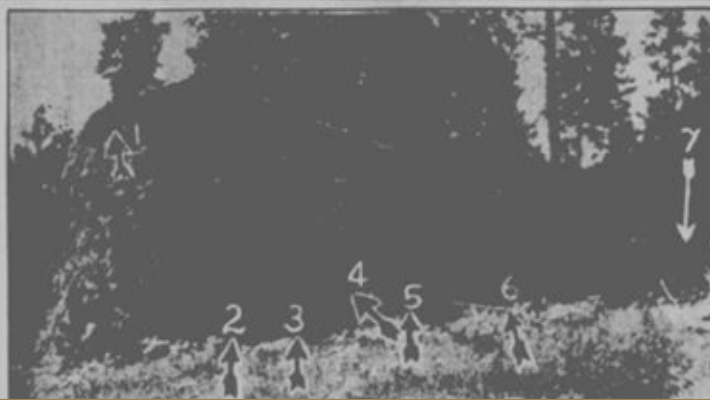
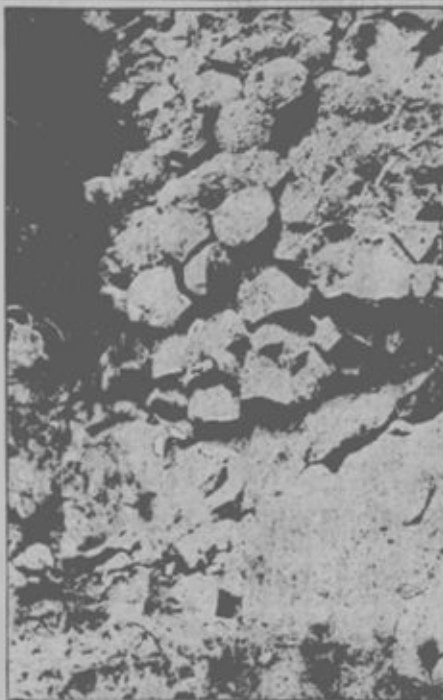
In the residence and business districts and others spaced from almost every building, with new and then the burning of fireworks. For the Spokane automobiles, almost all of them carrying some sort of Fourth of July decoration, were hurrying to the lakes or some resort. The city parks, especially Natatorium, attracted hundreds of people, many of them laden with baskets of food.

In several parts of the city and at several of the lakes the darkness tonight will be pierced with elaborate fireworks displays. This is especially true at Shwastown and Fort George Wright and at Liberty lake, where literally thousands of people are passing the day. City authorities predicted more appeal for thousands of visitors than did fire crackers, although almost every little boy and girl upon the streets carried a bunch of fire crackers at which more than one admiring glance was cast.

Good Sports Begun

But weather failed to hamper the spirit of the young Americans as they turned the honor of their re-

RUNIC WRITINGS TELL OF BATTLE BETWEEN VIKINGS AND INDIANS



ALL STATES HONOR BIRTH OF NATION

Hundred and Fifty Years Ago Colonies Proclaimed Freedom.

NEW YORK, July 4 (AP)—The semi-centennial celebration of American independence was founded today after being honored in throughout all this country and in many foreign lands.

The Fourth of July this year was rich in other historical anniversaries besides that of the 150th anniversary of the adoption of the Declaration of Independence.

At Philadelphia, a bronze memorial to every signer of the Declaration of Independence, who are buried in the grounds of old Christ church, was unveiled by six women descendants of the signers.

When I school, accepted as the first semi-centennial of the signing of the Declaration of Independence, which in Chicago yesterday, 184 readers, at a many ceremonies, read about the historic document.

The celebration throughout this country was equalled in variety, color and fervor in numerous foreign cities.

Runic Writings on Rock at Five Mile Tells of Battle With Indians Thousands of Years Ago.

The discovery of a Viking grave or burial mound and the most remarkable Runic characters recorded ever unearthed in the North American continent, telling of the visits of Norse Viking expeditions to this hemisphere many hundreds of years ago, has been made almost near the city limits of Spokane.

A great number of these rock just north of the north city limits, have also been found at Five Mile south and beside a flowing spring of cold water. Professor Olaus of Denmark, an internationally known authority on Runic writings, has

found the story told in indelible paint of the visit to that place in the year 1000 A. D. of a band of Norsemen and a terrific battle which took place there with the Indians.

Battle Near Columbus.

Professor Olaus, who, during the past few years has interpreted parts of the Runic characters appearing on ancient "painted rocks" in various parts of the North American continent, announced today, after a careful investigation of the new Norwegian rock, that never before has there been found the actual details of a battle so great as that as it was fought in those days hundreds of years before Columbus sailed the seas.

The paintings on the rock, were called to the attention of Professor Olaus by Margarete Anderson, 2415 N. 10th street, who for years has been interested in Runic writings and the stories of the Vikings. The paintings had been seen by others before, but had been considered only the markings of Indians, until Mrs. Reynolds found in them the characters typical of Runic as used by the early Norse.

YOUNG PRISONERS NEED OTHER CARE

Justice Mann to Ask Separate Quarters for Youthful Offenders.

Separate detention quarters from county and city jails for young men and women who need to be given treatment, is a plan to be suggested to the county board of supervisors by Justice A. H. Mann, who one time served as a judge and who has presided over justice courts at the courthouse.



BRING SUBMARINE BACK TO SURFACE

S-51, Sunk in Collision in September, Raised by Salvage Crew.

SUBMARINE, RASE, NEW LONDON, Conn., July 3 (AP)—The S-51

SPOKANE DAILY CHRONICLE

Wednesday, December 22, 1926,
page 4

AGAIN - EUREKA

VACUUM CLEANER

WINS GRAND PRIZE at Sesqui-Centennial International Exposition, Philadelphia

In recognition of the remarkable cleaning effectiveness of the Eureka "High-Vacuum" principle of cleaning—its simplicity of design and rugged construction—the International Jury of Awards at the great Sesqui-centennial International Exposition—singled out the Eureka from among the world's best electric cleaners, and bestowed upon it The Grand Prize—highest and most coveted of all awards for electric cleaners. This is the seventh time the Eureka has won highest honors in international competition.

**Grand Prize Award Is Guide
to Christmas Buying**

Such expert and unbiased opinion of the noted International Jury of Awards should furnish a definite guide to the 150,000 men who will buy electric cleaners as gifts this Christmas. They can select the Eureka with full confidence, even if there is no opportunity for a home demonstration or Free Trial.

**\$1.00 A WEEK SPECIAL TERMS
UNTIL CHRISTMAS**

**FREE
\$8.50 SET**
of famous "High-Vacuum"
Attachments with each
Eureka purchased. (This
great offer may be with-
drawn at any time.)

And this is the greatest of our most liberal of Christmas offers. Remember that the special terms are made for a limited time only and will be withdrawn promptly at midnight, December 24th. This is a real opportunity to purchase a brand new Grand Prize Eureka on the astonishingly easy terms of ONLY \$1.00 A WEEK, after the usual small Down Payment.

And, in addition, a complete \$8.50 Set of "High-Vacuum" Attachments will be supplied free, no charge, with each Eureka Cleaner purchased.

Thousands will take advantage of this extremely liberal offer. Don't delay. Come in or 'phone us immediately, to reserve an Eureka for you.

**"HIGH-VACUUM"
DID IT!**

This award is a triumph for the famous Eureka "High-Vacuum" Principle of Cleaning.

**1,700,000
Eurekas
In Use**

**INTERNATIONAL
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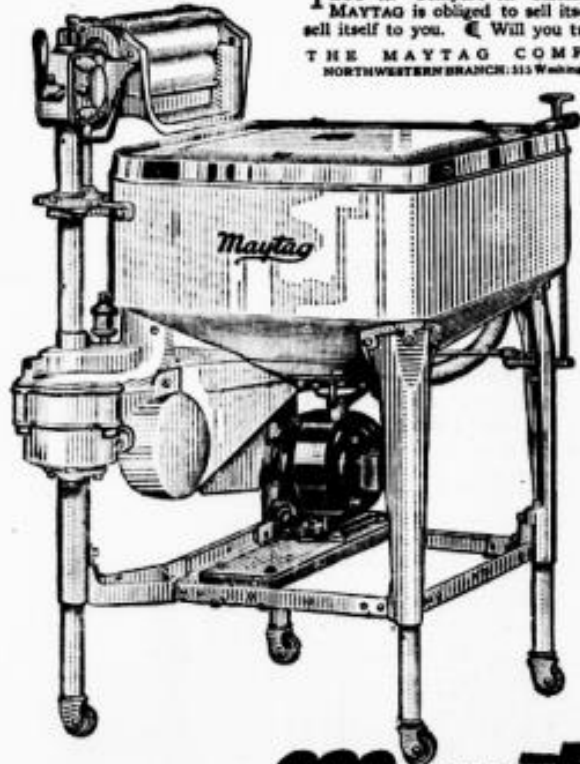


The Washington Water Power Co.
Telephone Main 5121

Will You Try A MAYTAG?

TEST it. Compare it. MAKE IT PROVE OUT. Every MAYTAG is obliged to sell itself. One in your home must sell itself to you. Will you try a MAYTAG?—NOW.

THE MAYTAG COMPANY, Newton, Iowa;
NORTHWESTERN BRANCH: 515 Washington Ave., North, MINNEAPOLIS, MINN.



9 Outstanding Maytag Features

- 1—Washes faster. The Gyrafoam Principle creates a more highly energized, turbulent and continuously effective water action. No idle water.
- 2—Washes cleaner. The Gyrafoam Principle mixes the soap evenly through the water, and forces the super-cleaning, soapier washing solution through the meshes of the clothes. No idle soap.
- 3—Largest hourly capacity in world—50 lbs. ordinary family wash per hour. Tub holds 21 gallons—4 gallons more than ordinary washers.
- 4—Most compact washer made—takes floor space only 25 inches square.
- 5—Cast aluminum tub—no warp, rust, rot, swell, split nor corrosion.
- 6—Easily adjusted to your height, and height of tubs.
- 7—Clothes can be put in or taken out while washer is running.
- 8—Tub cleans itself in 30 seconds.
- 9—Metal swinging wringer. Low. Swings into 7 positions. Adjusts itself automatically for handkerchiefs or blankets. Automatic drainboard. Instant tension-release. All parts enclosed.

9 Reasons for World Leadership

Deferred Payments
you'll never miss

Maytag
Gyrafoam Washer
WITH CAST ALUMINUM TUB

For homes without electricity the
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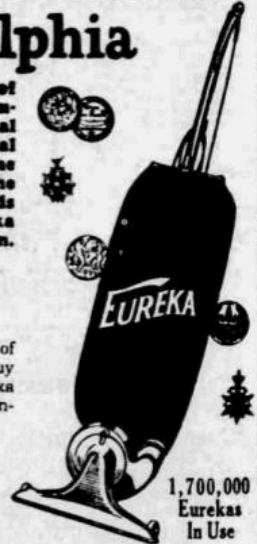
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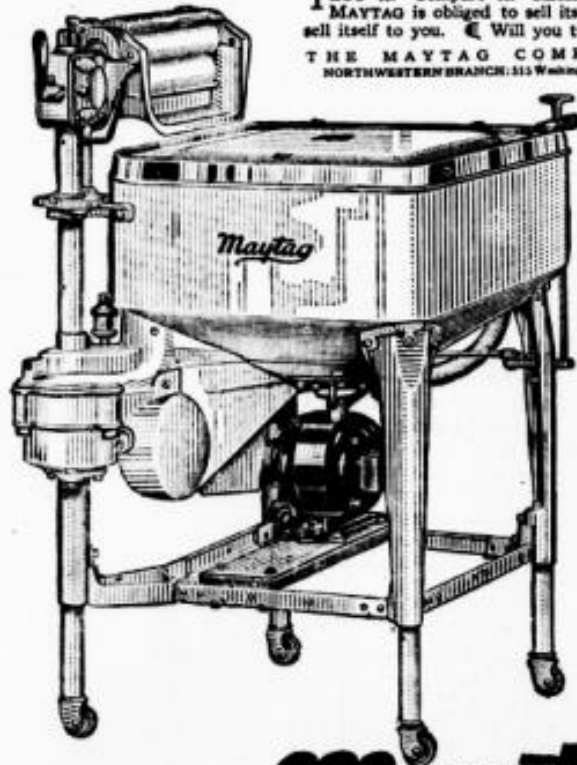
The Washington Water Power Co.

Telephone Main 5121

Will You Try A MAYTAG?

TEST it. Compare it. MAKE IT PROVE OUT. € Every MAYTAG is obliged to sell itself. € One in your home must sell itself to you. € Will you try a MAYTAG?—NOW.

THE MAYTAG COMPANY, Newton, Iowa
NORTHWESTERN BRANCH: 315 Washington Ave., North, MINNEAPOLIS, MINN.



Deferred Payments
you'll never miss

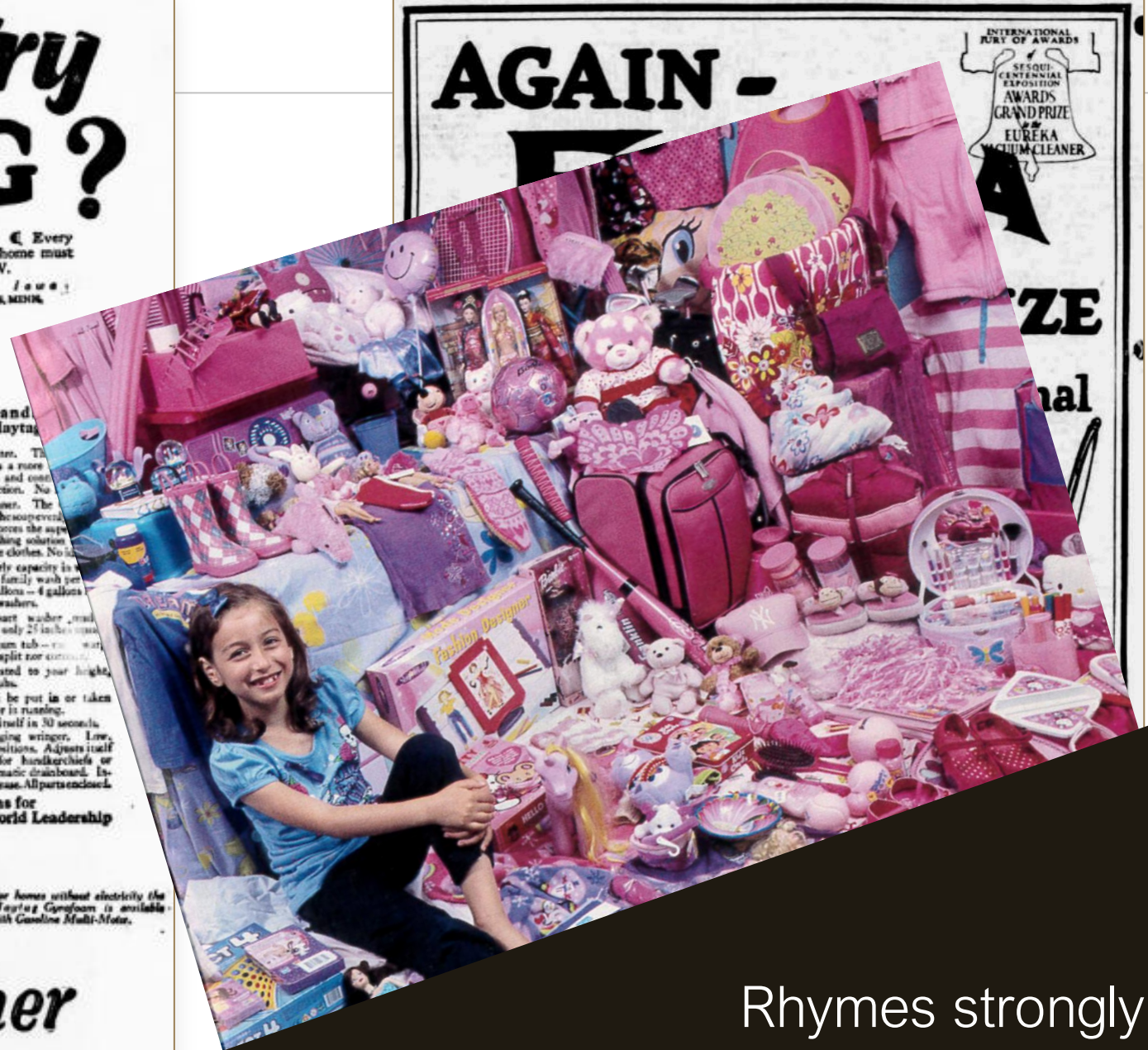
Maytag
Cyrafoam Washer
WITH CAST ALUMINUM TUB

For homes without electricity the
Maytag Gyrafoam is available
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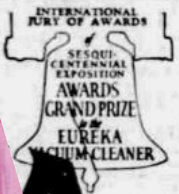
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9 Reasons for World Leadership



AGAIN -

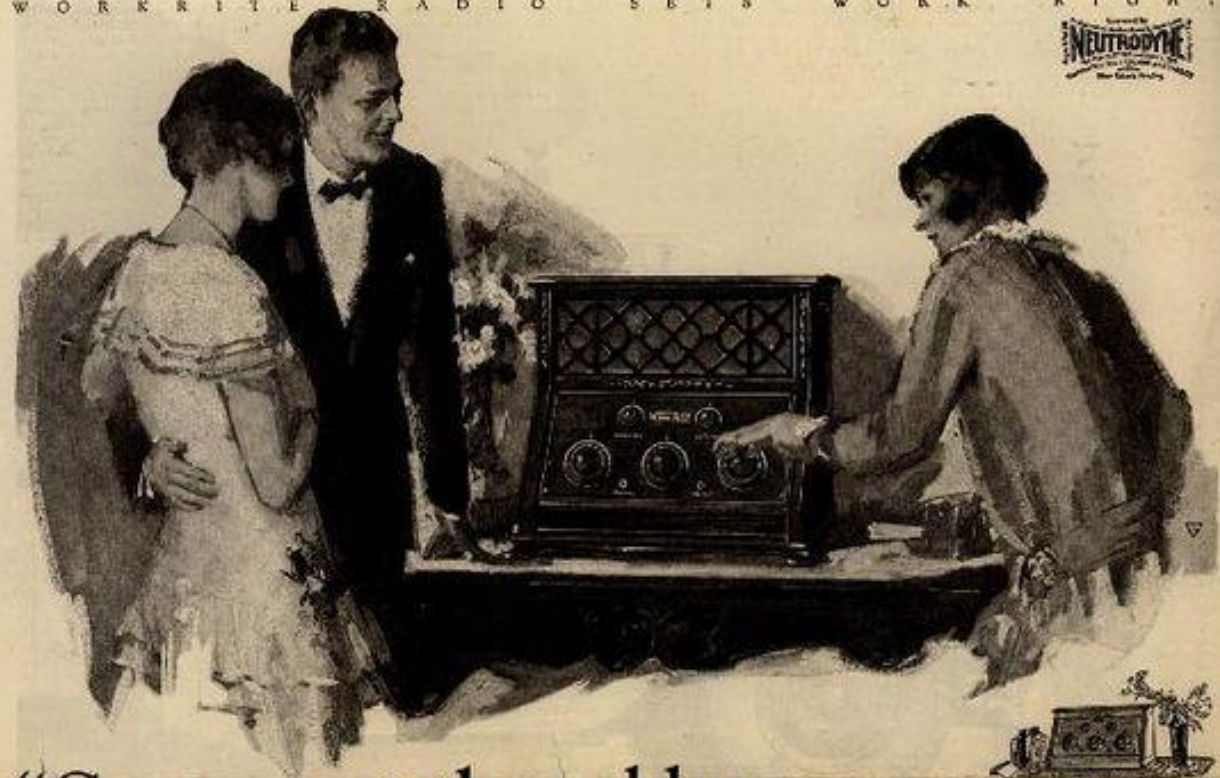


GRAND PRIZE

mal

Rhymes strongly with
modern consumer culture

WORKRITE RADIO SETS WORK RIGHT



"Can we get those blues from Memphis?" "Easy! Just turn the dials to 64, Mary, and we'll have 'em right away."



WORKRITE AIR MASTER
Like all Workrite models, this is a 5 tube set, mounted in an elegant mahogany cabinet with special styling panel. All mechanical parts from the Radio King, chosen in quality. Chameleon, except the base has a loud speaker built into cabinet behind a decorative grille. Rich hand-rubbed wood plate and special cable carrying all battery wires.
Price, Air Master, with two accessories, \$25.00. Radio King, a Model 2000000, \$20.00.



The way to his heart

THE SATURDAY EVENING POST 143

WORKRITE RADIO SETS WORK RIGHT

“Can we get those blues from Memphis?” “Easy! Just turn the dials to 64, Mary, and we’ll have ‘em right away.”

WORKRITE AIR MASTER
Like all Workrite models, this is a 5 tube set, mounted in an elegant lacquer mahogany cabinet with general tuning panel. All mechanical parts from the Radio King, chosen in quality. Guaranteed, except the heater has a lead speaker built into cabinet behind a decorative grille. Rich finished wood plate and special cable carrying all battery wires.
Price, Air Master, only \$29.95. Sold by Radio King, a Motor company, Inc.

SERVEL
ICE BY WIRE

The

Rhymes with smart phone
(and ease of communication)?

AFFLUENCE & OPTIMISM

James Van Der Zee,
“Portrait of a Couple” (1924)





The “father of
public relations,”
Edward Bernays
with Doris
Fleischman
Bernays, c. 1930



The “father of
public relations,”
Edward Bernays
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Bernays, c. 1930

Rhymes with the
psychology of the endless scroll on
today’s social media?

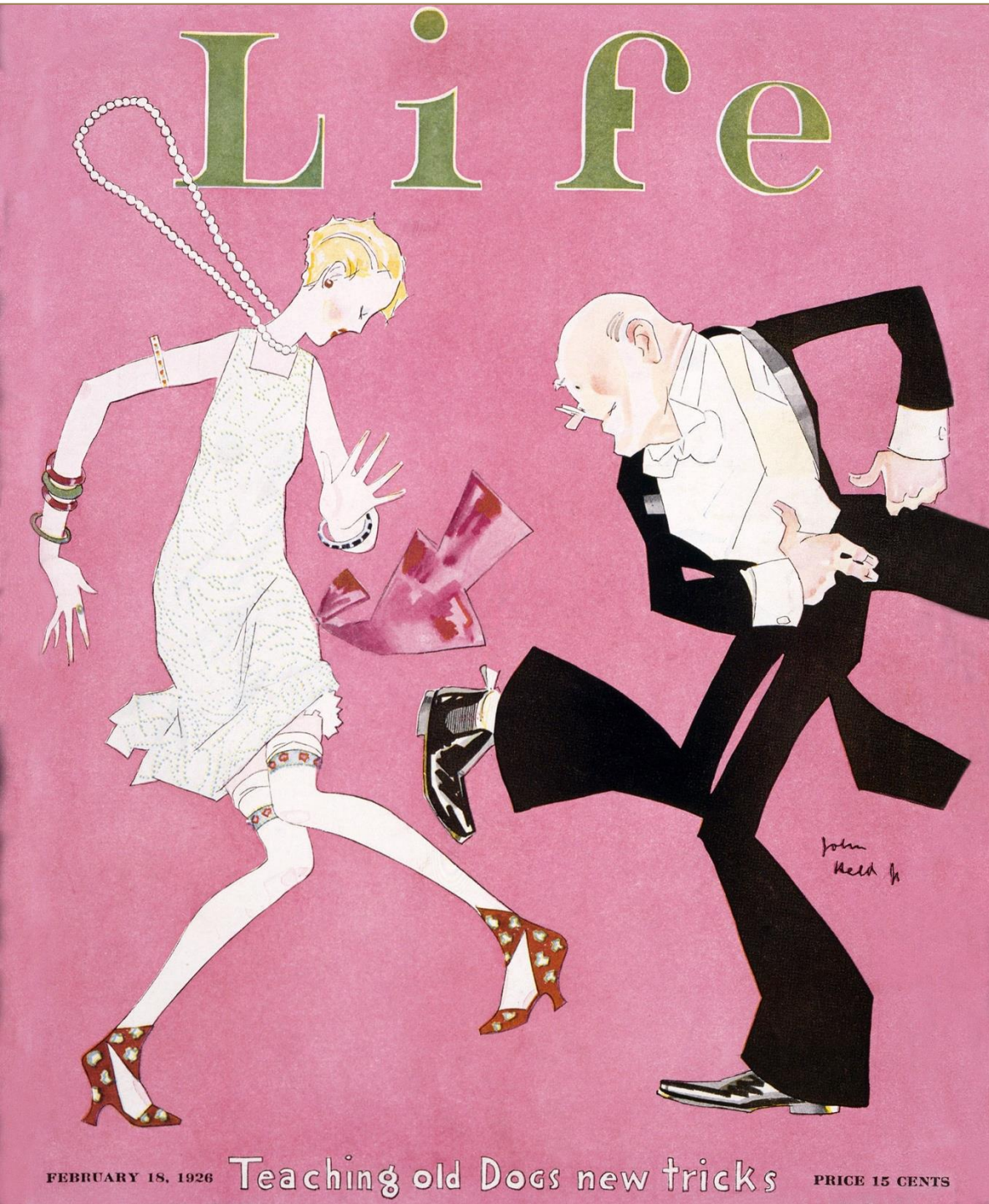
YOUTH CULTURE...



YOUTH CULTURE...

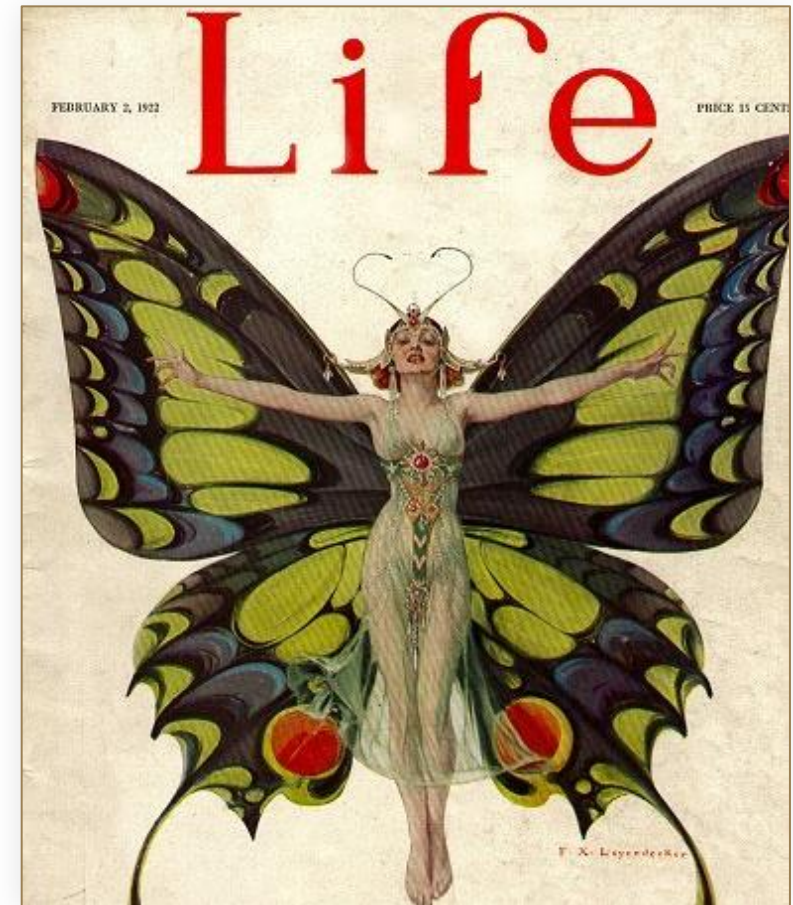


Rhymes with concerns over AI chatbots
(no part of this presentation was generated or assisted by AI)



JOHN HELD JR. FEBRUARY 18, 1926, USA (LEFT)

FRANK X. LEYENDECKER, 2 FEBRUARY, 1922
(BELOW)





MATTITA SUIT AD, 1927 (LEFT)

JAMES VAN DER ZEE, "COUPLE, HARLEM," 1932 (ABOVE)



THE JAZZ AGE

Block Brothers Studio, "St.
Louis Cotton Club Band," c.
1925.

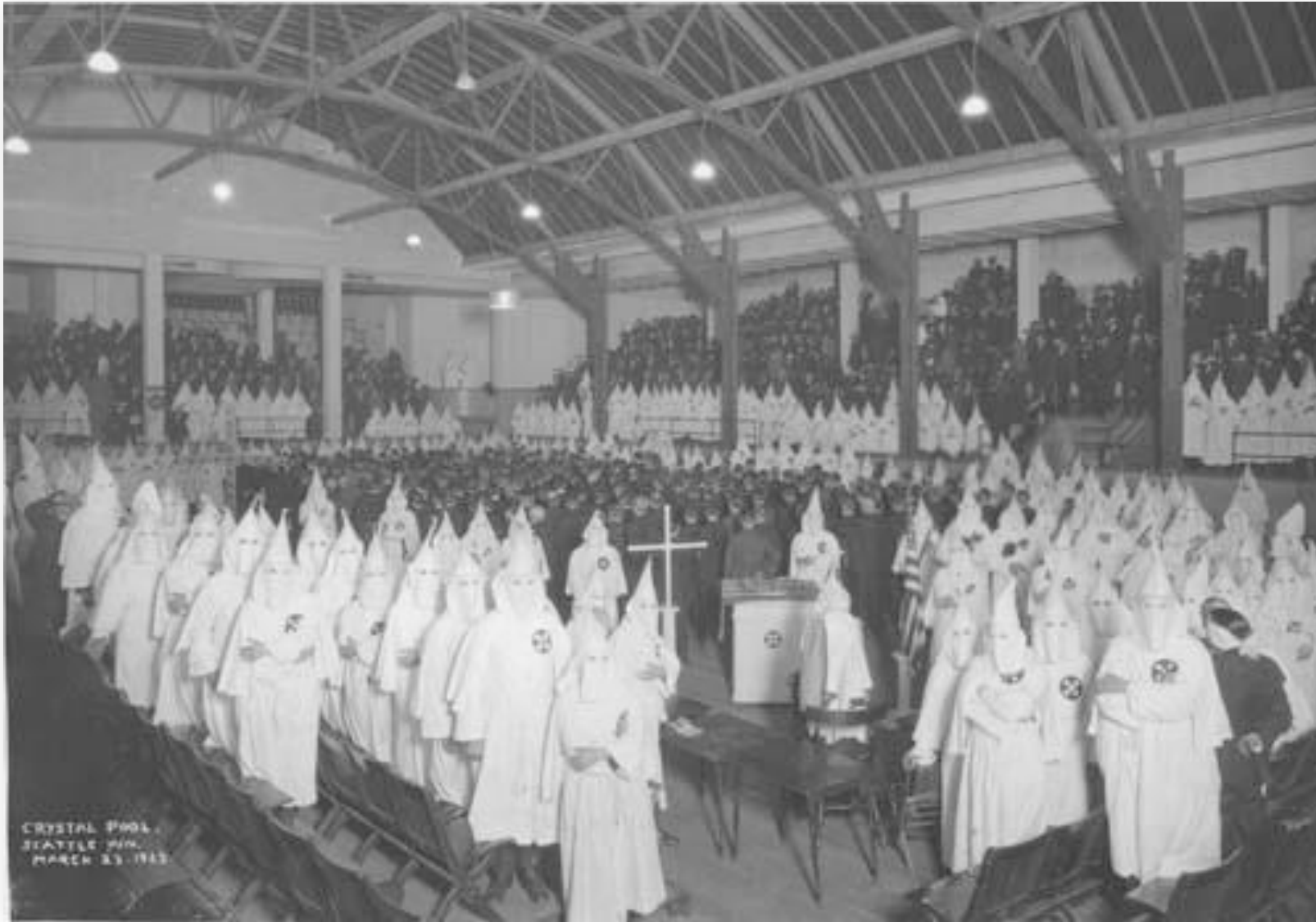
Missouri History Museum



THE JAZZ AGE

Block Brothers
Louisiana

Rhymes with continued
hope for equality in the U.S.



Klan meeting in
Seattle, 23 March
1923

(Washington State
Archives)

WEDDING IN SEDRO-WOOLEY (NEAR MT.
VERNON), WASHINGTON, 1926 (RIGHT)

SPOKANE CHRONICLE HEADLINE, 6 MAY 1925



MISS DRAKE'S CLASS,
BERWICK, PENNSYLVANIA,
20 APRIL 1920
(LOWRY STUDIO)





PAROCHIAL SCHOOL, c. 1930
(OREGON HISTORICAL SOCIETY)



PAROCHIAL SCHOOL, c. 1928
(OREGON HISTORICAL SOCIETY)

Rhymes with parental oversight
of school libraries and curriculum now



ABOVE: CLARENCE DARROW
(LEFT) AND WILLIAM JENNINGS
BRYAN

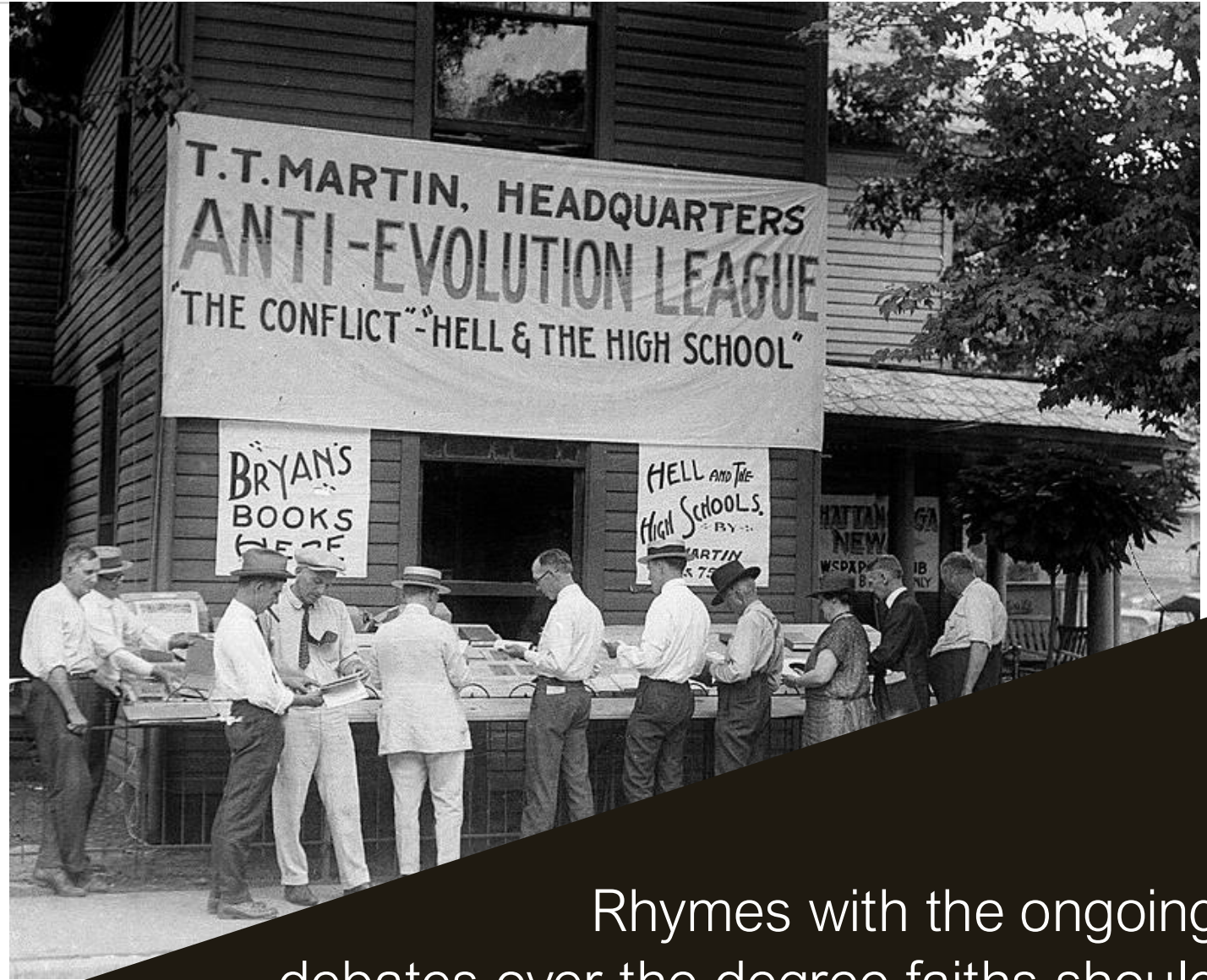
ANTI-EVOLUTION LEAGUE AT THE
TRIAL, 25 JULY 1925 (RIGHT)





ABOVE: CLARENCE DARROW
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BRYAN

ANTI-EVOLUTION LEAGUE AT THE
TRIAL, 25 JULY 1925 (RIGHT)



Rhymes with the ongoing
debates over the degree faiths should
inform law and practice



QUOTAS, THE REED-JOHNSON NATIONAL ORIGINS ACT, 1924

Country or Area Quota:

- Afghanistan—100
- China—100
- Denmark—1,181
- Germany—25,957
- Great Britain and Northern Ireland
65,721
- Japan—100
- Italy—5,802

Country or Area Quota:

- Muscat (Oman) —100
- New Zealand—100
- Poland—6,524
- Ruanda & Urundi (Belgian colonies) —100
- Rumania—295
- South Africa, Union of—100
- Switzerland—1,707

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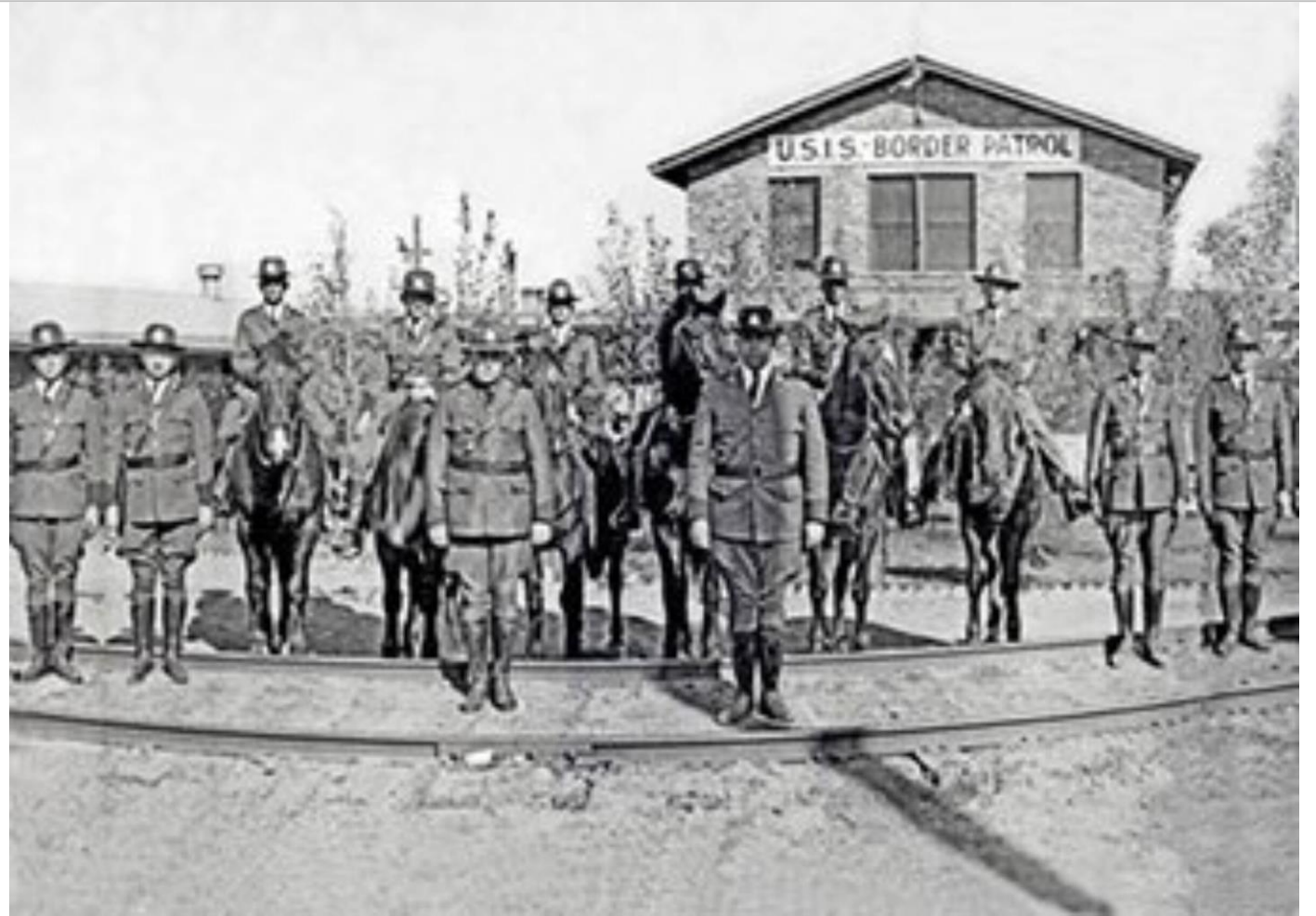
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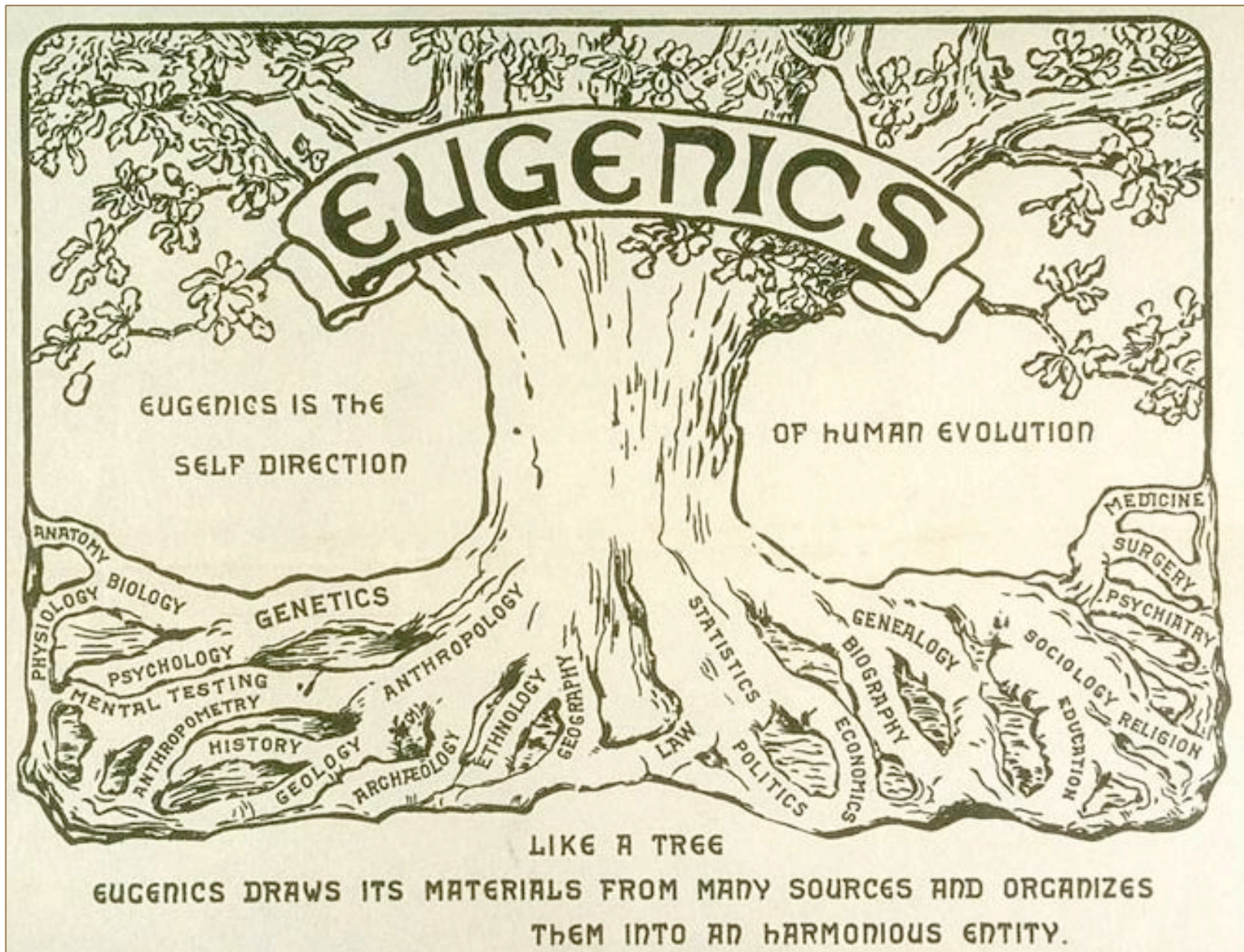
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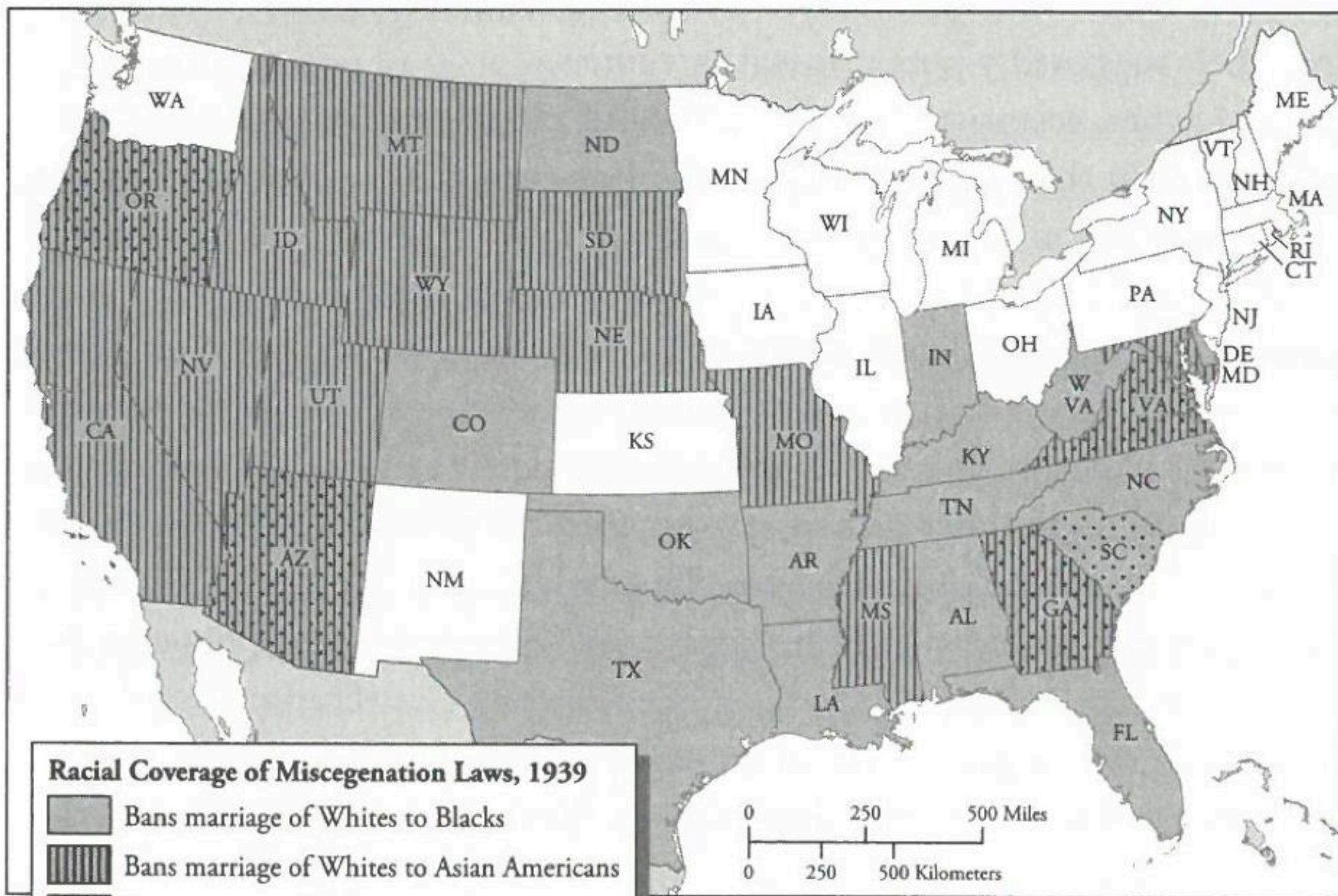
Rhymes somewhat with ICE
extracting immigrant Americans from
their communities

The U.S. Border Patrol, 1924

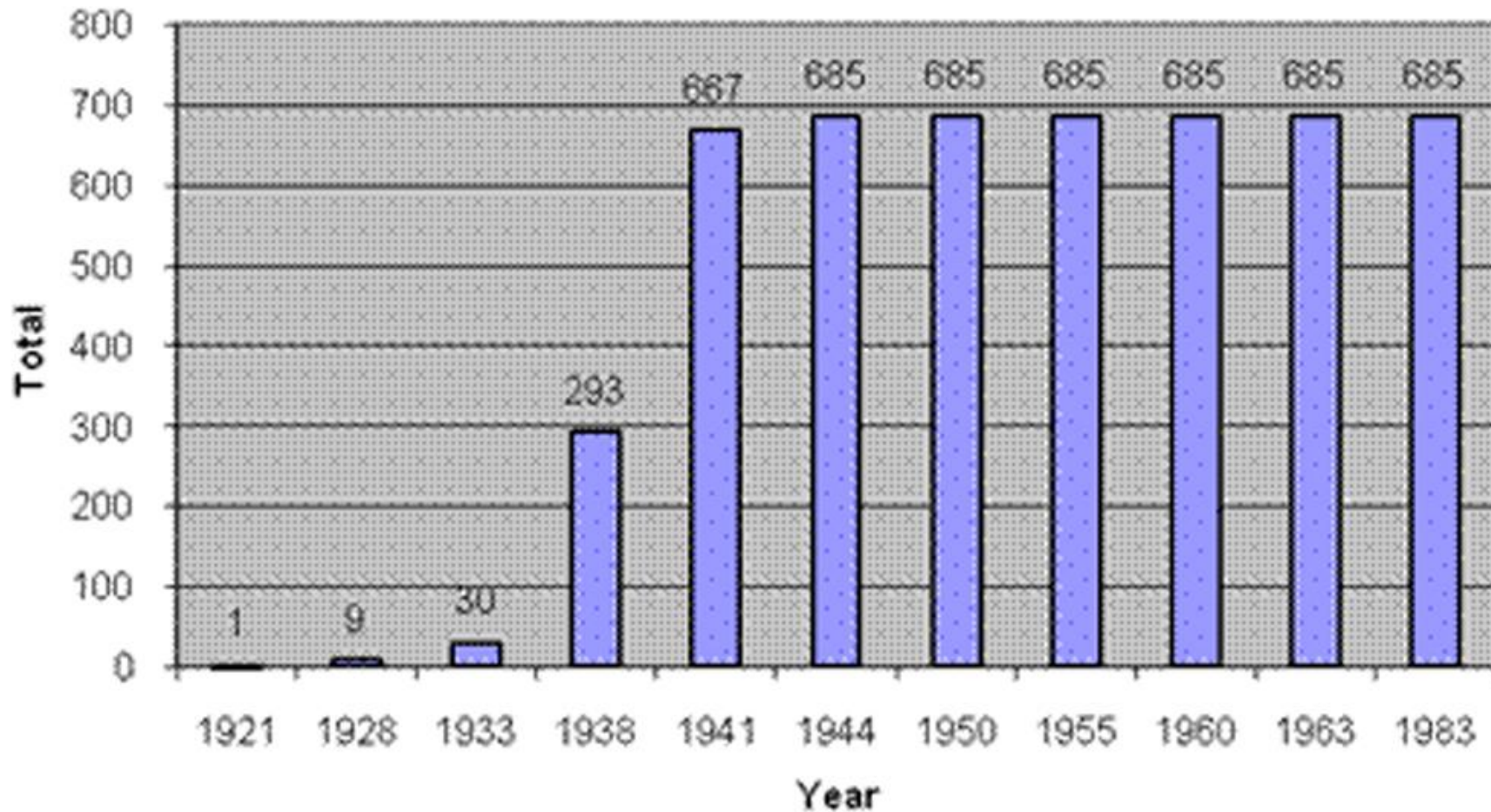




The pseudo-science of
Eugenics (1923)



Washington Sterilizations

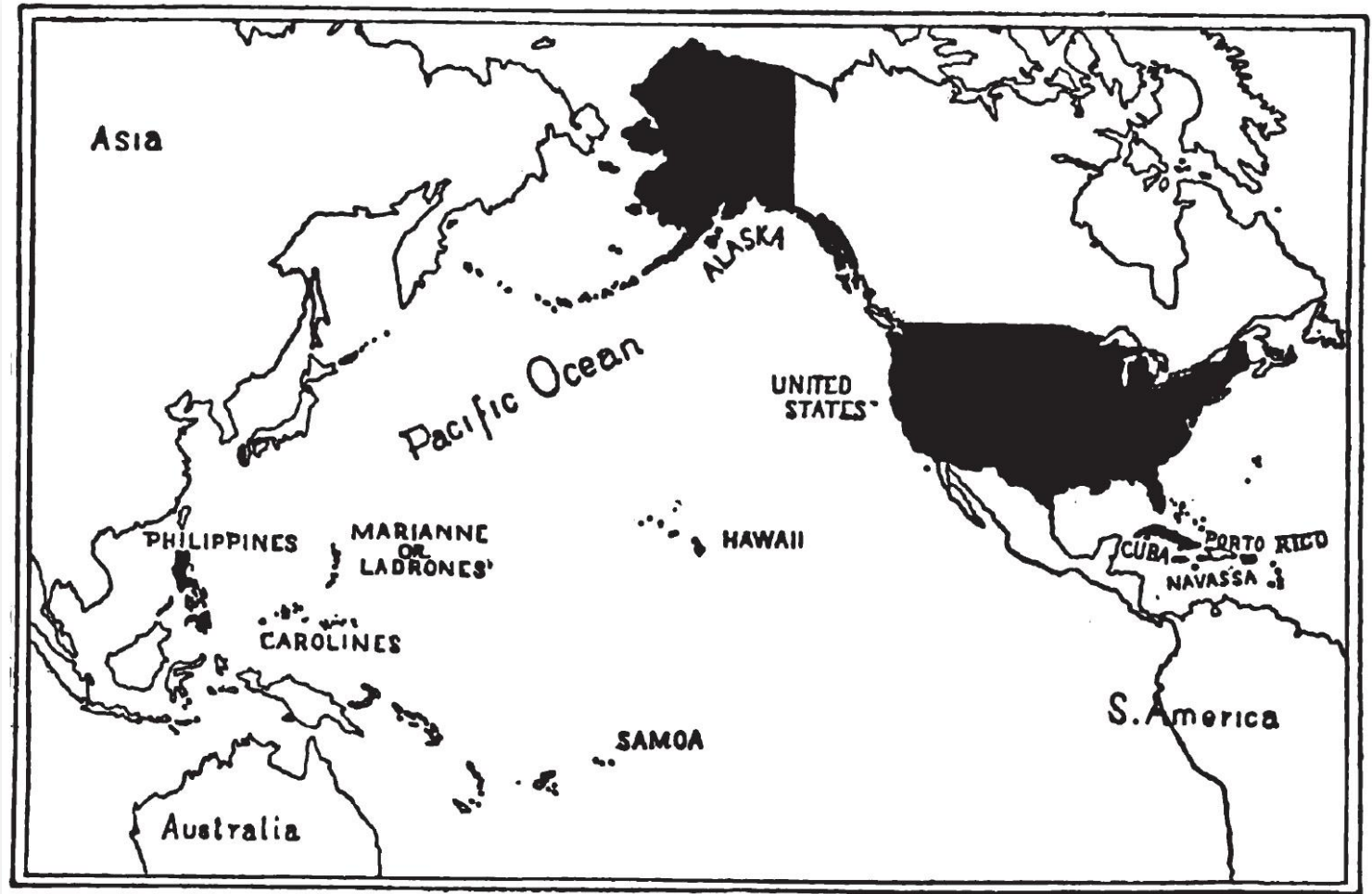


Rates of compulsory sterilization in Washington State, 1921 to 1983

(Lutz Kaelber, University of Vermont)

THE COLONIES

American Sāmoa:	9000
Guam:	11,800
Philippines:	11 million
Puerto Rico:	1.4 million
Virgin Islands:	25,000
(10% of the U.S. population)	



OUTLINE MAP SHOWING THE TERRITORY OF GREATER AMERICA.

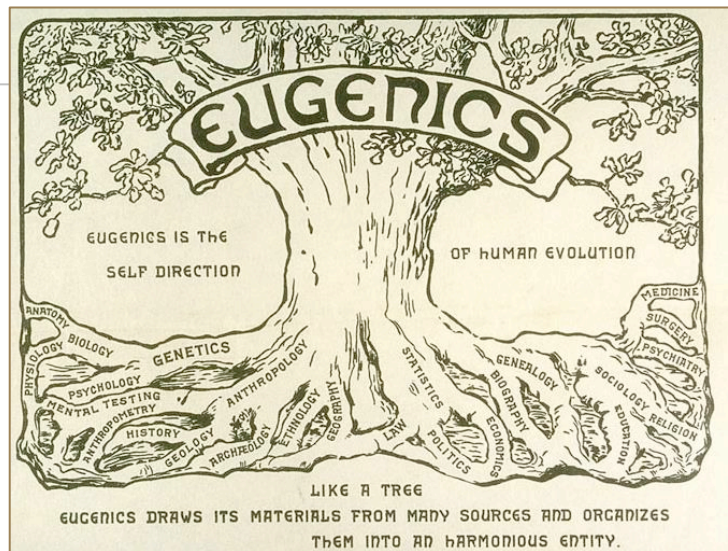
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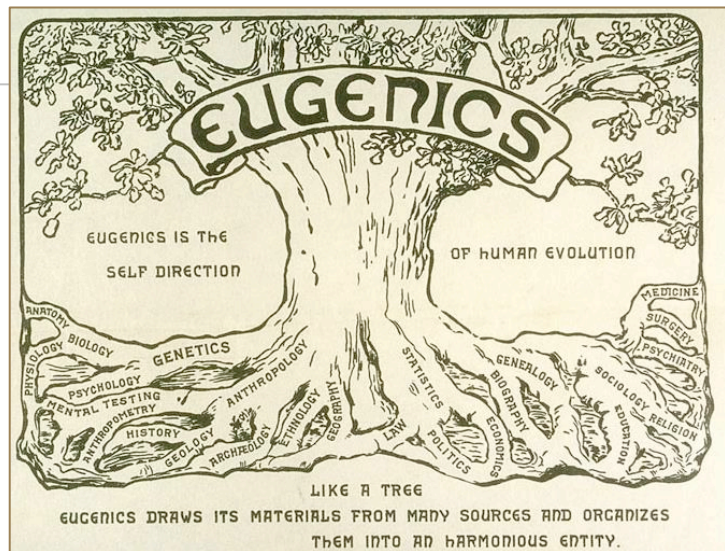


Rhymes directly with Puerto Rico,
the Virgin Islands, Guam, American
Sāmoa, & the Mariana Islands

A DECADE OF EXTREMES



A DECADE OF EXTREMES



Rhymes with
American politics today



JAMES N. ROSENBERG, *DIES IRAE (OCT 29)*, ("DAY OF WRATH") 1929

DUST STORM, STRATFORD, TEXAS 1935 (BELOW)



WITH QUESTIONS OR INQUIRIES ABOUT SOURCE INFORMATION
CONTACT VETA SCHLIMGEN

SCHLIMGEN@GONZAGA.EDU