# **ONE SUMMER AMERICA, 1927**

By Sarsatskaya Luiza

Trains in the 1920s had names, not numbers, which endowed them with a certain air of romance and adventure: Broadway Limited, Bar Harbor Express, Santa Fe De Luxe Empire State Express, Texas Special, Sunrise Special, Sunset Limited.

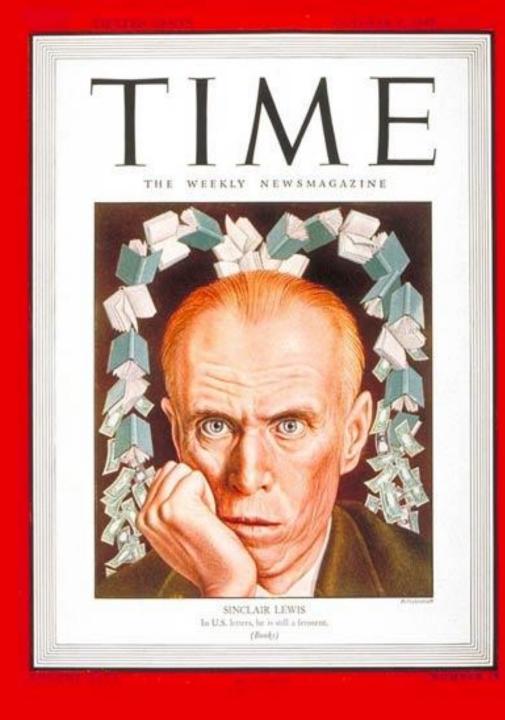
It was capable of covering the 960 miles in eighteen hours, but after several crashes, including one in 1916 in which twenty-six people died, a slightly more cautious trip of twenty hours became the scheduled norm.

IMITEL

A customer in 1927 could buy a ticket on any of twenty thousand scheduled services from any of 1.085 operating companies.

> The Lake Shore Limited from New York to Chicago traveled for its first 150 miles north toward Canada before abruptly turning left at Albany, as if suddenly remembering itself.

On Union Pacific trains, for breakfast alone the discerning guest could choose among nearly forty dishes sirloin or porterhouse steak, veal cutlet, mutton chop, wheat- cakes, broiled salt mackerel, half a spring chicken, creamed potatoes, combread, bacon, ham, link or patty and eggs in any style - and the rest of the meals sausage day were just as commodious. PACIFIC



Each year, American publishers produced 110 million books, more than 10.000 separate titles, double the number of ten years before. For those who felt daunted by such a welter of literary possibility, a helpful new phenomenon, the book club, had just made its debut. Reader's Digest in 1922, Time in 1923, the American Mercury and Smart set in 1924, The New Yorker in 1925



### VOL\_CL ... No \$1,974

# MAY 10, 1943

# the 1920s was a golden age for newspapers. Newspaper sales in the decade rose by about a fifth,

to 36 million copies a day or 1,4 newspapers for Over-Reaction every household.

lews caught on tape while racially targeting Nazis

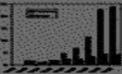
### NISTS HAVE EXIT STRATEGY ELIROPE



A study in 1927 showed that tabloids devoted between a quarter and a third of their space to crime reports, up to ten times more than the

serious papers did.

: PUBLIC OPINION



## PEACE VIGIL CALLS FOR A CEASE-FIRE





All the old firms - Harper & Brothers, Scribner's, Doubleday, Houghton Mifflin, Putnam's were solidly white and largely Protestant, and their output tended to be carefully conservative. That began to change in 1915 when a young Jewish man named Alfred A. Knopf, the son of an advertising executive, started the imprint that still bears his name

Alfred A. Knopf, Inc.

# RE-FORGING AMERICA

LOTHROP STODDARO

Interestingly, although Scribner's was squeamish about publishing profanities, it had no hesitation in 1927 in publishing one of the most 391 violently racist books of the decade, "Re-forging America", by the amateur eugenicist Lothrop Stoddard.