# Time Capsule 1922

The Year in Review: Tens of thousands of supporters of Italian Fascist Benito Mussolini march on Rome, demanding power. When the prime minister asks King Victor Emmanuel III to approve martial law, the king refuses.

The prime minister resigns and Victor Emmanuel appoints Mussolini prime minister, giving him dictatorial powers to help restore order.

The British give Ireland indepen-dence and the status of a dominion within the British Empire. Irish radicals object and a new constitution is ratified, proclaiming the Irish Free State.

Egypt gains its independence from the United Kingdom, although the British retain a say in matters pertaining to defense.

Also in Egypt, in the Valley of the Kings, archaeologist Howard Carter finds the intact tomb of a previously unknown pharaoh, Tutankhamen, whose history he had discovered earlier.

Carter wires his financial backer, Lord Carnarvon, and waits 18 days for him to arrive before taking his first peek into the tomb and seeing vast riches. It takes several more weeks of careful cataloging before they make their way into the inner burial chamber and see Tutankhamen's intact sarcophagus and mummy.

"At first I could see nothing, the hot air escaping from the chamber causing the candle flame to flicker," Carter noted. "But presently, as my eyes grew accustomed to the light, details of the room within emerged slowly from the mist, strange animals, statues, and gold —everywhere the glint of gold."

The find is one of the largest and most significant discoveries in the history of archaeology.

In Florida, a major land boom is under way. The U.S. middle class enjoys two recent innovations, paid vacations and automobiles, to travel to the Sunshine State and many vacationers decide to invest in property there. The Miami Herald is the heaviest newspaper in the nation due to its massive land advertisement sections.

In other news of interest, the American Episcopal Church deletes the word “obey” from the bride’s section of the wedding vows.

Names in the News: Rebecca Latimer Felton becomes the first female U.S. senator when she is appointed by the governor of Georgia to fill a vacancy. She serves for just 1 day and is then replaced by an elected male successor.

Henry Ford, who reportedly earns more than $264,000 a day, is proclaimed a billionaire by the Associated Press.

Niels Bohr of Denmark wins the Nobel Prize in physics for his investigation of the structure of atoms and radiations emanating from them.

Alexander Graham Bell, one of the principal inventors of the telephone, dies at age 75. Aside from his work with the telephone, Bell was known for his work on metal detectors and the hydrofoil boat and on behalf of the deaf. He also was a founding member and the second president of the National Geographic Society.

Pioneer aviator Jimmy Doolittle makes the first cross-continental crossing in less than 24 hours. He flies his De Havilland DH-4 plane from Pablo Beach, Florida, to San Diego, California with only one refueling stop in 21 hours and 19 minutes.

Movies and Plays: Silent films continue to gain ground on live productions with such films as Oliver Twist with Jackie Coogan as Oliver and Lon Chaney as Fagin; The Prisoner of Zenda with Lewis

Stone; One Glorious Day with Will Rogers; the German vampire film Nosferatu with Max Schreck; and Robert Flaherty's Nanook of the North, a pioneering documentary about Eskimo life.

Rudolph Valentino's rising star status is enhanced when he plays a bullfighter torn between two women in *Blood and Sand*. How-ever, the film idol plays a hedonistic character in The Young Rajah the same year, at the insistence of Natacha Rambova, later his second wife, and the film nearly ruins his on-screen image.

John Barrymore hops between the stage and silent movies by playing Hamlet on Broadway and Sherlock Holmes on the screen. His sister, Ethel, also performs Shakespeare on Broadway in Romeo and Juliet.

Abie's Irish Rose, a comedy about an Irish Catholic girl who marries a Jewish boy, begins a 5-year run on Broadway, and the drama Rain with Jeanne Eagels begins a nearly 3-year run.

Other notable Broadway premieres include The Hairy Ape, Seventh Heaven and The Cat and the Canary.

Radio: The relatively new medium of radio broadcasting is quickly becoming a national obsession, with listeners tuning in to news, weather forecasts, music and sermons.

With licensed, public radio stations approaching 600, federal legislative authority is considered through the establishment of the Interdepartment Radio Advisory Committee.

At an average cost of $50, about 100,000 radios are sold. By year's end, around 600,000 homes and businesses in the United States have radios.

Popular specials include Will Rogers and the Ziegfeld Follies Girls, and Ed Wynn stars in The Perfect Fool, the first comedic play

broadcast on radio.

Other industry firsts this year include the first radio commercial, when Queensboro Corporation pays $100 to advertise apartments in Jackson Heights, New York, and the first Presidential speech, with President Warren G. Harding dedicating the Francis Scott Key Memorial.

Music: Paul Whiteman and His Orchestra play at the Palais Royale and record No. 1 hits Three O'Clock in the Morning and Hot Lips and other favorites like Do It Again, My Wonderful One and Rose of the Rio Grande.

Other popular songs this year include Lovin' Sam, the Sheik of Alabam'; Toot Toot Tootsie; L'Amour, Toujours, L'Amour (Love Everlasting); Gee! But I Hate to Go Home Alone; Way Down Yonder in New Orleans; On the Alamo; Mister Gallagher and Mister Shean; Chicago (That Toddling Town); Throw Me a Kiss; and My Honey's Lovin' Arms.

Sports: Gene Sarazen wins the PGA and U.S. Open golf championships, while Bill Tilden claims the U.S. Open singles, doubles and mixed doubles tennis titles.

The World Series is all New York, with the Giants topping the Yankees in five games, with one tie. In the regular season, the Yankees' Babe Ruth had received a 40-day suspension from Commissioner Kenesaw Mountain Landis for barnstorming.

The city of St. Louis is also prominent in baseball, with Rogers Hornsby of the National League's Cardinals hitting 42 homers and batting .401 and George Sisler of the Browns hitting .420 as the American League MVP. Ty Cobb of the Detroit Tigers matches Hornsby at .401.

A record total 49 runs are scored in one baseball game when the

Chicago Cubs outlast the Philadelphia Phillies, 26-23.

The American Professional Football Association is renamed the National Football League, and the Green Bay Packers, who had been dropped from the APFA, reenter the league under the new ownership of Curly Lambeau. When Lambeau goes broke at the end of the season, a nonprofit corporation is set up to run the team, with Lambeau as coach and manager.

The NFL's Chicago Staleys are renamed the Chicago Bears, and the Canton (Ohio) Bulldogs win the NFL title.
Washington & Jefferson plays to a scoreless tie against California in the Rose Bowl, denying the Golden Bears a second straight Rose Bowl title.

**A Few Prices**

- Annual income, $1,201
- Maxwell touring car, $885
- Overland auto, $550
- Living room set, 3 pieces, $124
- Woman's tailored suits, two for $49.50
- Men's oxford shoes, $1.95
- Evaporated milk, 10 cans for $1
- Woman's handbag, $1
- Bacon, 45¢ a pound
- Butter, 43¢ a pound
- Eggs, 39¢ a dozen
- Prime rib roast, 31¢ a pound
- Gasoline, 25¢ a gallon
- Oranges, 20¢ a dozen
- Ivory soap, 3 bars for 20¢
- Jell-O, 8¢
- Bread, 5¢ a loaf
- First-class stamp, 2¢

New in ’22

- A&W root beer
- Charleston Chew candy
- Eskimo Pies
- Better Homes and Gardens (starting as Fruit, Garden and Home)
- State Farm insurance
- True Confessions

## Popular Books

### Fiction

- If Winter Comes, A.S.M. Hutchinson
- The Sheik, Edith M. Hull
- Gentle Julia, Booth Tarkington
- The Head of the House of Coombe, Frances Hodgson Burnett
- To the Last Man, Zane Grey
- Babbitt, Sinclair Lewis
- Helen of the Old House, Harold Bell Wright

### Nonfiction

- The Outline of History, H.G. Wells
- The Story of Mankind, Hendrik Willem Van Loon
- The Americanization of Edward Bok, Edward Bok
- Diet and Health, Lulu Hunt Peters
- The Mind in the Making, James Harvey Robinson
- The Outline of Science, J. Arthur Thomson
- Queen Victoria, Lytton Strachey

## Aerial Smoke Signals

DRIP A LITTLE OIL on a hot engine, and you have a smoky mess.

But that was the idea when Capt. Cyril Turner of the Royal Air Force let the oil flow in his airplane at 10,000 feet over New York City one day in 1922.

He wrote letters in white smoke half a mile high that spelled out,

“HELLO USA CALL VANDERBILT 7200.”

More than 47,000 people called that telephone number in less than 3 hours. They got the Vanderbilt Hotel, where Turner’s cohort was trying to convince a client that skywriting would indeed be a successful advertising medium.

Despite the possibility of fickle breezes to distort the writing, skywriting caught on over places with large crowds, such as beaches and sporting events.

Years later, hundreds of thousands of people started traveling the new national highway system where they could view billboards 24 hours a day and get longer ad messages, regardless of the weather.

That’s when skywriting began to dri…ft a…way.