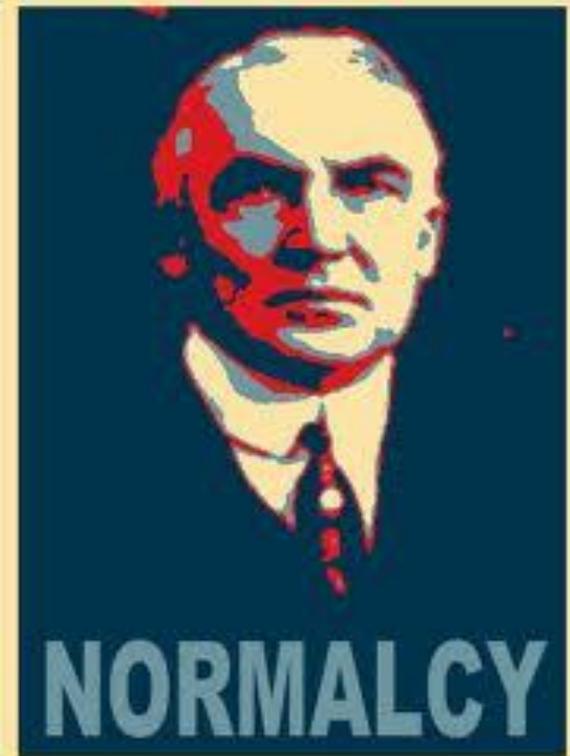




THE ROARING TWENTIES

POST-WWI “RETURN TO NORMALCY”

- ✘ After the war Americans wanted things to get back to normal
 - + Return to isolationism
 - + Resurgence of nativism
 - + Rise of political conservatism



Warren G. Harding

THREAT TO NORMALCY

× Communism

- + Bolsheviks overthrew Czar in Russia
- + Formed state based on communism
- + Advocated worldwide revolution
 - × Overthrow of capitalism
 - × Abolition of free enterprise
 - × Abolition of private property

“The Red Scare”



RED SCORE

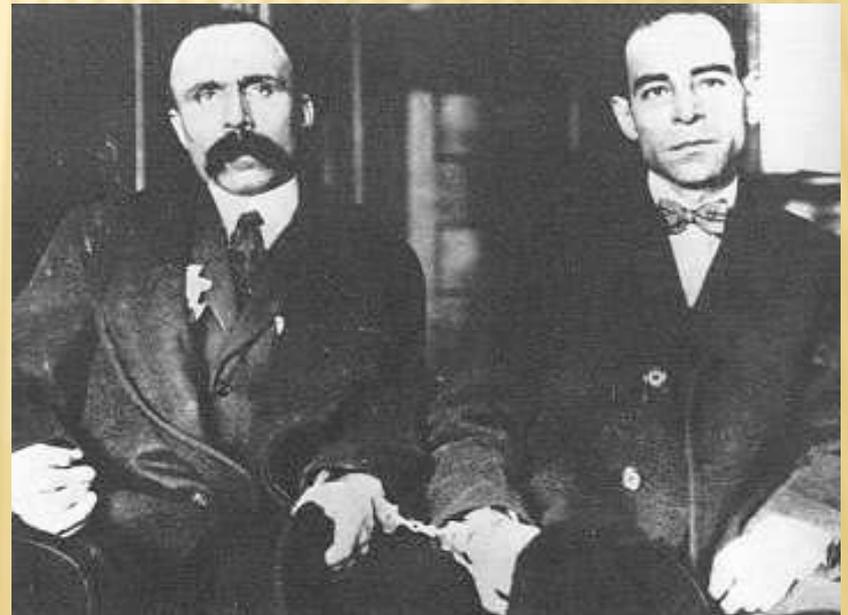
- ✘ 70,000 radicals in U.S. joined Communist Party (really less than 1/10 of 1%)
 - + Abolish private property
 - + Government would own ALL businesses
 - + Mail bombs scare public
 - + Fear of foreigners, immigrants
- ✘ Government fights back
 - + Hunt down communists, socialists, anarchists
 - + Unfair arrests
 - ✘ Sacco & Vanzetti



FEAR OF RADICALS

✘ Sacco and Vanzetti trial

- + Nicola Sacco and Bartolomeo Vanzetti
- + Two Italian immigrants
- + Arrested for robbery and murder in 1920
- + Both admitted they were anarchists, but not to committing a crime
- + Prejudiced judge
- + Convicted
 - ✘ Many Americans felt the
- + Appeals unsuccessful
- + Executed in 1927



1776, Independence Number, 1927



Protesters around the world tried to save them



They both died in the electric chair

RISE OF THE KLAN

✘ Goal: “100% Americanism”

+ Against

✘ African Americans

✘ Jews

✘ Catholics

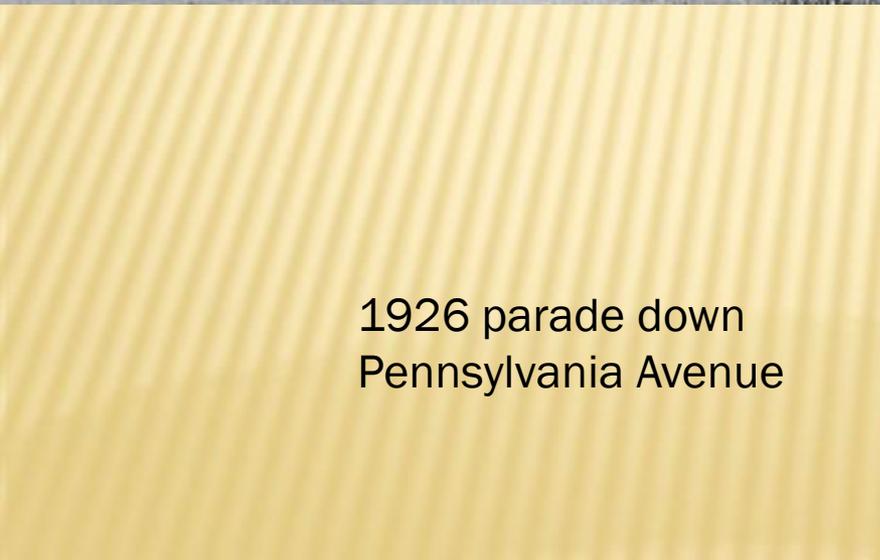
✘ Foreigners



✘ Gained power in early 20's, faded by end of decade



1925 rally in New Jersey



1926 parade down
Pennsylvania Avenue



LABOR UNREST

- ✘ Strikes banned during war years
 - + Big changes following. In 1919 3,000+ strikes
 - ✘ Same issues – allow unions, give raise
- ✘ Some strikes worked...
 - + Coal miners strike in 1919 resulted in 27% raise!!
- ✘ Some strikes didn't...
 - + Boston Police Strike
 - ✘ Cops wanted living wage – commissioner fired ALL of them
 - + U. S. Steel Strike
 - ✘ Strikebreakers, police, military kill 18 and wound 100's

LABOR LOSES

- ✘ Labor unions failed to grow for several reasons:
 - + Immigrants willing to work in poor conditions
 - + Diverse languages hurt ability to organize
 - + Farmers who moved to city used to being self-reliant
 - + Most unions excluded African Americans

★ You Decide: The Roaring Twenties?

The "Roaring Twenties" helped set the tone for the rest of the century: mass consumer culture and fads, Prohibition-inspired gangsters, the automobile, debates on evolution, immigration restrictions, and economic decline in rural America.

How would you describe the 1920s?
Did they "Roar" or was it just a big "Yawn?"

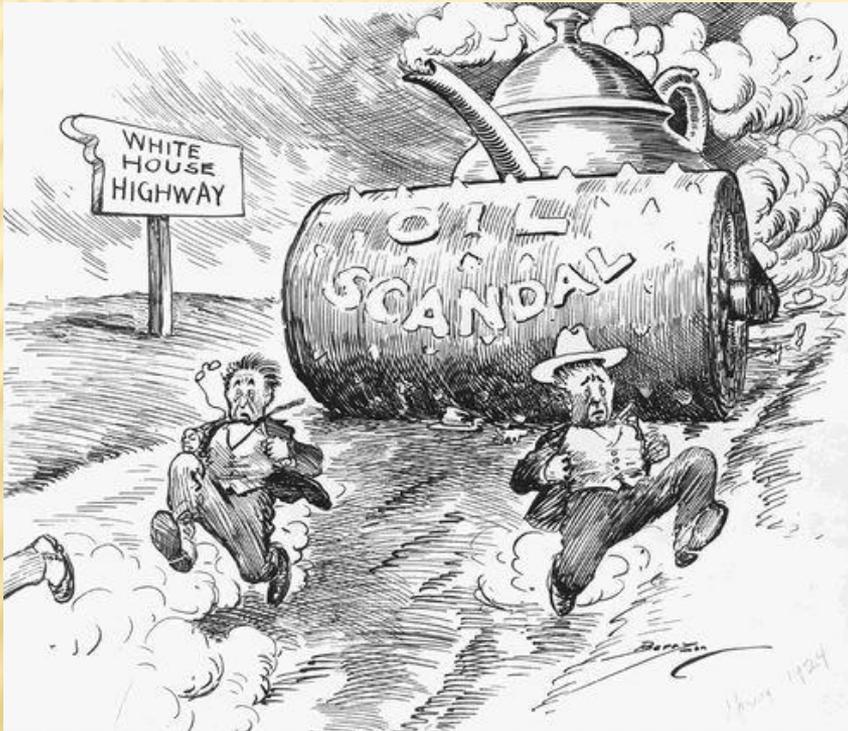


GOVERNMENT

- ✘ Warren G. Harding elected on a campaign to return the country to “normal” after the war
- ✘ Worked to create peace among nations
- ✘ Raised tariffs on imported goods to protect American businesses
- ✘ Loaned money to Germany to pay war reparations
US loaned to Germany paid to Britain + France paid to US!!
- ✘ Limited immigration
 - + Introduced quotas
 - * Unfair



TEAPOT DOME SCANDAL



- ✗ Harding didn't understand what was going on around him
- ✗ Cabinet choices not the best
- ✗ Sec'y of Interior leased land to big oil for big kickback -- \$325K
- ✗ Public didn't blame H
- ✗ Died soon after
- ✗ VP Calvin Coolidge became president

STANDARD OF LIVING RISES



- ✘ Taxes kept low
- ✘ Business profits high
- ✘ Free Enterprise

- ✘ Americans owned 40% of the wealth of the entire world!

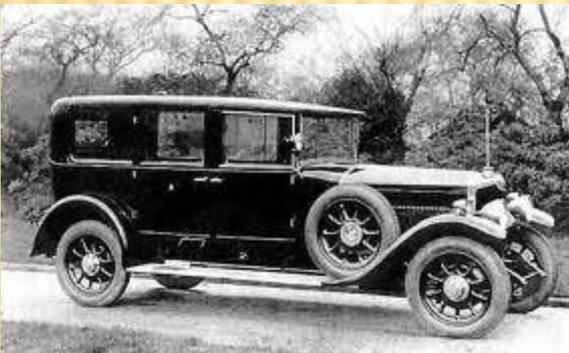
“The business of America is business...”

Calvin Coolidge

IMPACT OF THE AUTOMOBILE



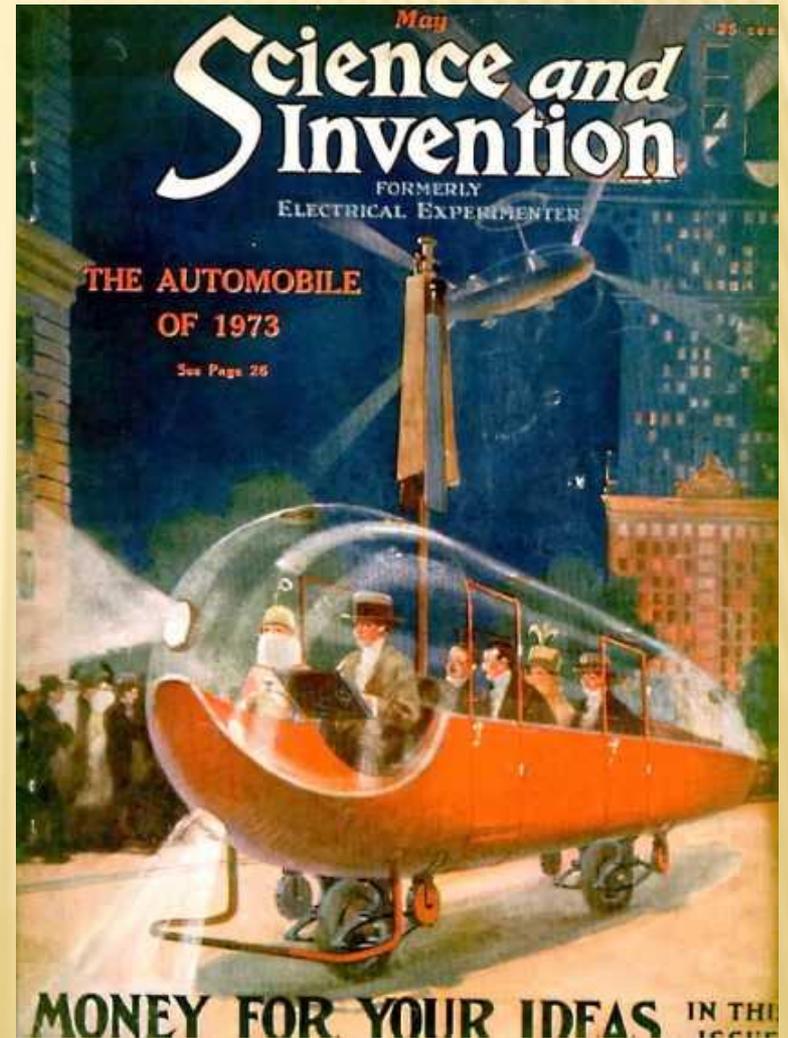
Asphalt developed in 1910



- ✘ Paved roads!
 - + 1909 Woodward Ave had first mile stretch of road made w/ concrete in world!
- ✘ Housing changed
 - + Garages
- ✘ New businesses
 - + Gas stations
 - + Service (repair) stations
- ✘ Urban Sprawl
 - + Also increased independence
- ✘ Auto symbolized success

CHANGE & INNOVATION

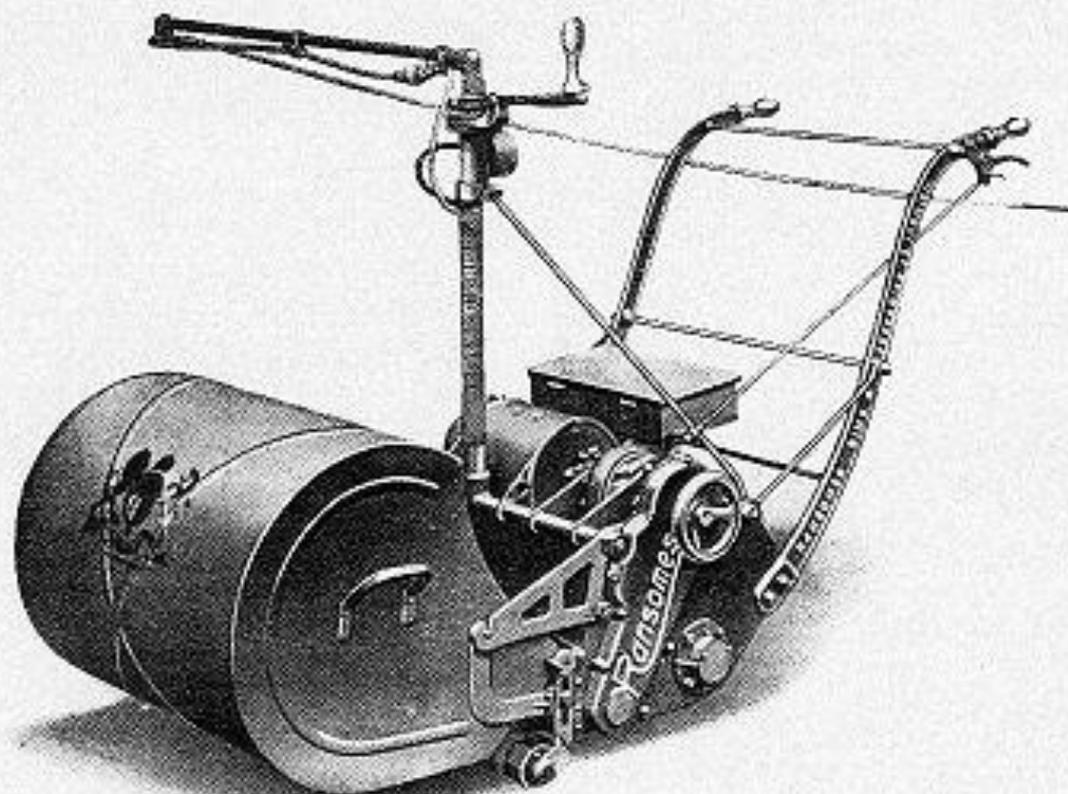
- ✘ Radio
- ✘ Phonograph
- ✘ Washing Machine
- ✘ Sewing Machine
- ✘ Vacuum Cleaner





By Means of a Radiophone Set Installed on a Roller Chair, Summer Visitors to Asbury Park May Now Enjoy Concerts While They Traverse the Boardwalk's Length. The Chair Occupants Are Listening to a Phonographic Concert Many Miles Away.

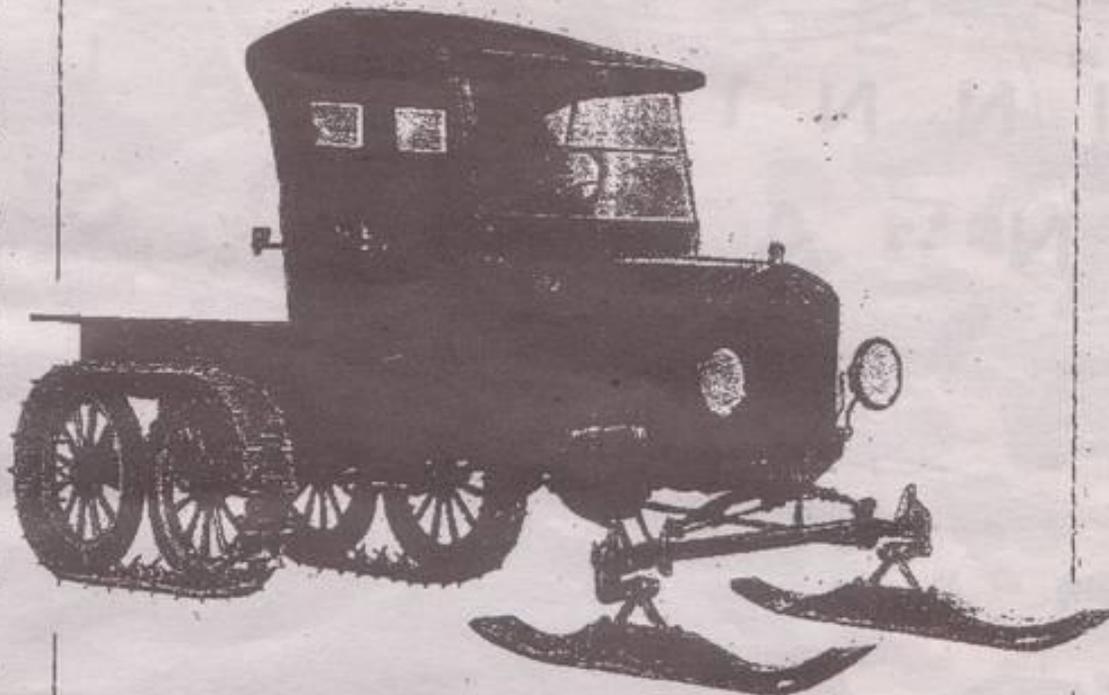
Ransomes' Electric Lawn Mower



5591

“The Electra.”

Makes the Snowtrail a Boulevard



For
BUSINESS
and
PLEASURE

THE SNOWMOBILE

Distributed
Through
Ford
Agents

Operated Successfully for Two Years, Following Six Winters of
Experimental Work Among New Hampshire's Snow Clad Hills

Manufactured by

THE SNOWMOBILE COMPANY

Sales Offices: ROCHESTER, N. H.

HUNTLEY N. SPAULDING
President

VIRGIL D. WHITE
Vice Pres. and Gen. Mgr.

Factory: WEST OSSISPEE, N. H.

BERNARD Q. BOND
Treasurer

*One of the original advertisements for the snowmobile
conversion kits manufactured in West Ossipee, N.H.*

MODERN ADVERTISING

- ✘ No longer just make product
- ✘ Study what attracts people
 - + Color
 - + Packaging
 - + Appeal to –
 - ✘ Youth
 - ✘ Beauty
 - ✘ Health
 - ✘ Wealth
- ✘ Easy credit
 - + The “installment plan”



WASH AWAY FAT AND YEARS OF AGE

With La-Mar Reducing Soap

The new discovery. Results quick and amazing—nothing internal to take. Reduce any part of body desired without affecting other parts. No dieting or exercising. Be as slim as you wish. Acts like magic in reducing double chin, abdomen, ungainly ankles, unbecoming wrists, arms and shoulders, large busts, or any superfluous fat on body.

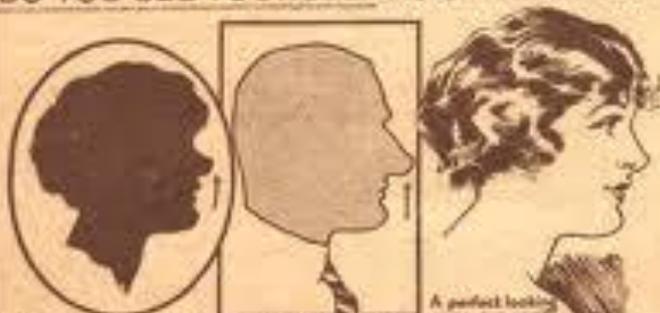
Sold direct to you by mail, post paid, on a money-back guarantee. Price 2/- a cake or three cakes for 4/-; one to three cakes usually accomplish the purpose. Send

postal or money order to-day. Surprising results. **LA-MAR LABORATORIES, Ltd., 48, Rupert Street (1101), London. W.1.**

REDUCED!
FOODER!



DO YOU SEE YOURSELF AS OTHERS SEE YOU?



A NEW SCIENTIFIC, PAINLESS METHOD OF CORRECTING ILL-SHAPED NOSES AT HOME

THE ADVANCE—as does science proceed in perfecting each invention. My 15 years of experience in manufacturing and selling Nose Shapers have proved to me that I can now offer to the individual's possession of a shaper from the most scientific Nose Shaper of the age. My latest Improved Model No. 25 (U. S. Pat. 1,927,722) is guaranteed to correct all ill-shaped noses and alter the shape of a large majority.

In the first place, my newest invention is better fitting, the construction is such that it will be easily worn without discomfort—the application is unobtrusive, light and delicate, and is attended with very accurate regulation for removal of all irregularities which are corrected with a key and the spring action which is a desired condition. These shapers are being sold in the most private for the correction of the various nasal deformities—such as long, hooked, over-hung, hump, or other nose.

M. TRILETT, Face Specialist, 1926 Schermerman Bldg., Birmingham, N. Y.

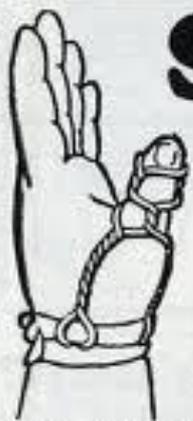
and straighten up nose—will give beautiful curves in surrounding the diamond or wide nostrils. There are no straps to be pulled or wires to exert pressure on the nasal tips.

Model No. 25 is a specialized model with a very fine shank (covering a layer of thin metal) which protects the nose from direct contact with the apparatus; this being of special value in cases involving pressure on the nose being corrected. This speaking a harsh, violent pressure is **ANY** other shape.

Model No. 25 is guaranteed, and corrects all ill-shaped noses without operation, surgery, scarring, discomfort and permanently. It is to be worn at night and, therefore, will not interfere with your daily work.

If you wish to have a permanent nose, write today for my free booklet which will tell you how to correct ill-shaped noses without cost if not satisfied.

STOP



Thumb Sucking!

Thumb sucking can be immediately corrected with the

Baby Alice Thumb Guard

Safe, sanitary, comfortable. Made of Monel Metal wire. Inexpensive. Approved by leading baby specialists. Sold by surgical dealers, department stores and baby shops everywhere.

Guard Mfg. Co. 9 West 74th Street, Cincinnati, Ohio.

Memo
Slip an empty carton into your change pocket

to remind you to get
De Luxe Package

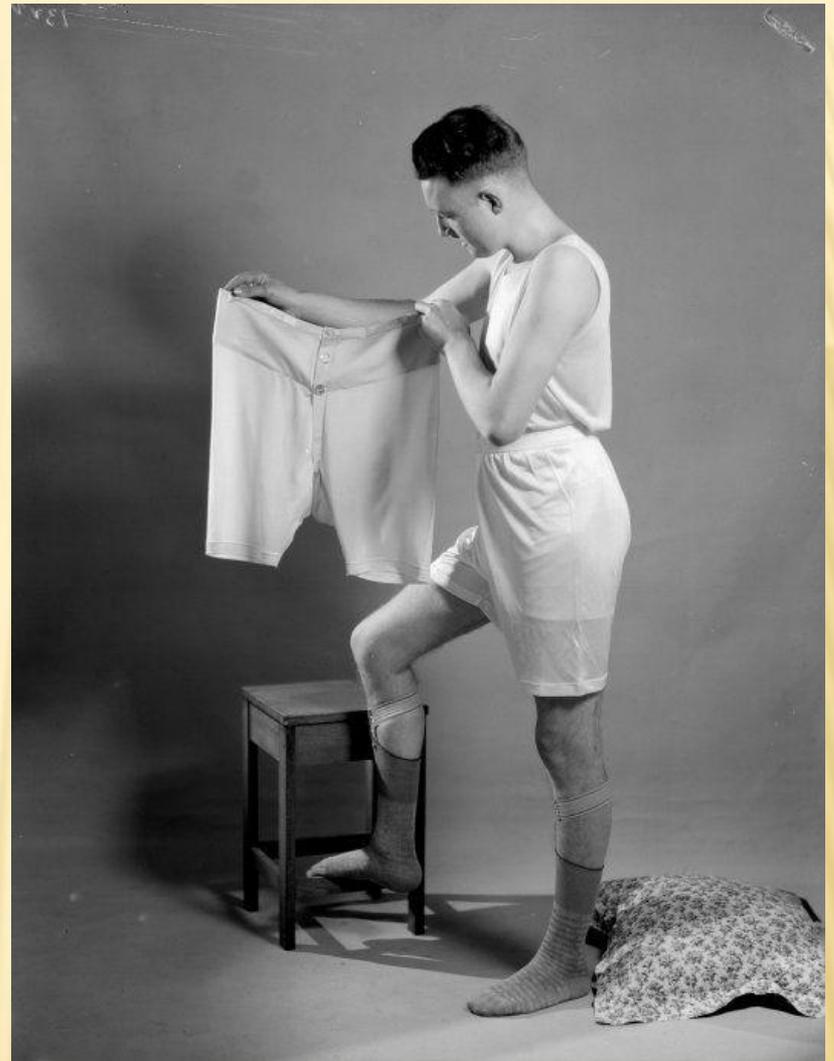
Gillette

SAFETY RAZOR **BLADES**

with the finest edge
that steel can take

SOLD BY ALL DEALERS THE WORLD OVER

The De Luxe Package
Three blades in 100 pieces
shaving value. The three
blade safety can shave
for a week's quality shave.
Quality guaranteed by the
manufacturer and distributor.



URBANIZATION

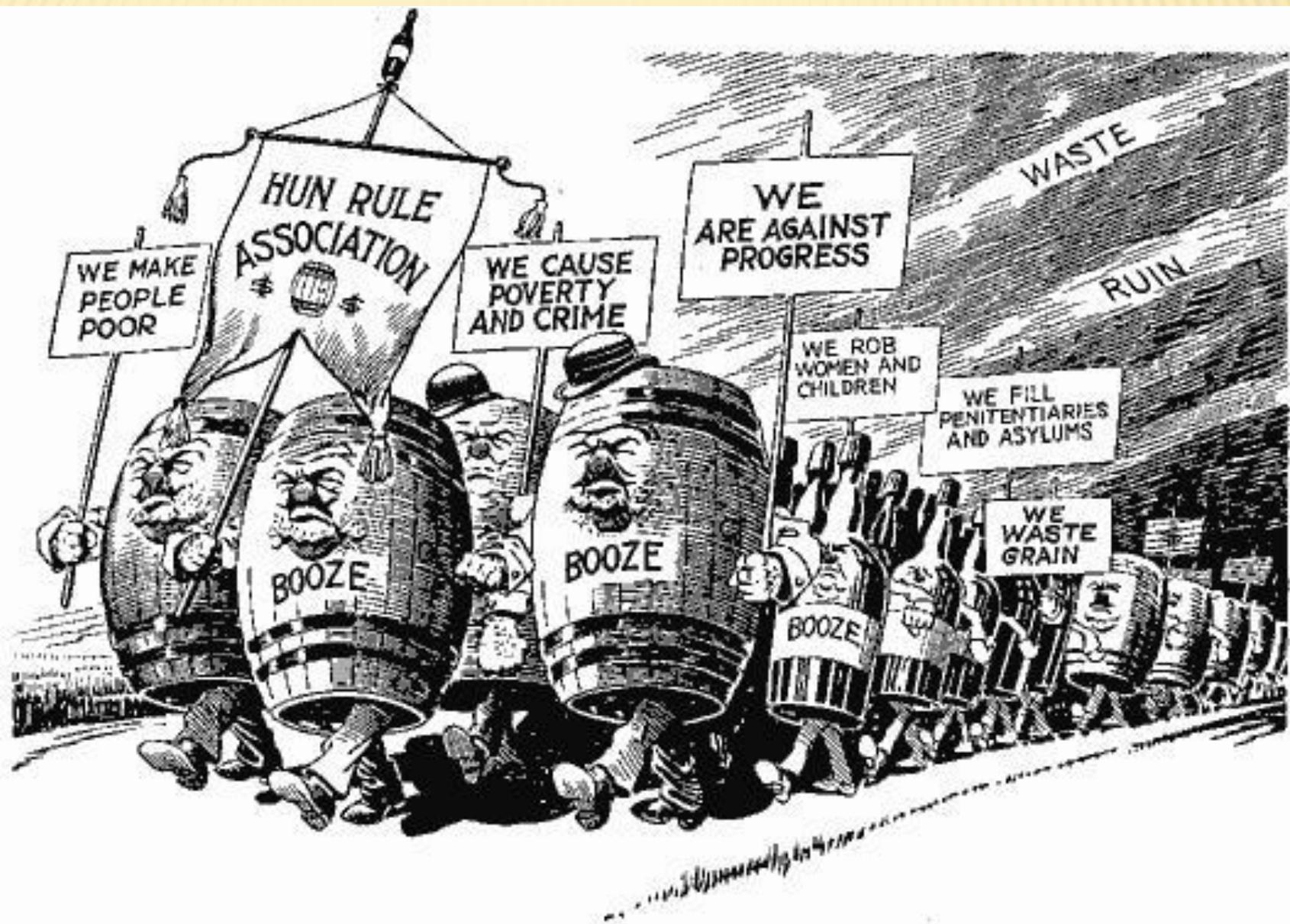
✘ Americans move to the cities

- + Between 1922 and 1929 almost 2 million people moved to the cities each year.
- + Exposed people to new ideas, change and competition
- + Rural people exposed to:
 - ✘ Movies, museums, art, immigrants, night clubs, sports, newspapers, drinking, gambling, smoking, and casual dating.
 - ✘ Ideas that clashed with traditional American values



PROHIBITION

- × Prohibition 1919 = 18th Amendment
 - + Outlawed making, selling, transporting, importing, or exporting alcohol-not drinking it
- × The “Noble Experiment”
 - + Fought for years by temperance groups
 - × They saw it as a way of bettering society
 - + War helped the situation
 - × Many saw it as a way of hurting German American producers and so grain could go towards war effort.
- × **Result** = Speakeasies, bootlegging, and organized crime



WHY DIDN'T PROHIBITION WORK?

- ✘ The Volstead Act set up the Prohibition Bureau
 - + It was underfunded
 - + Only 1,550 federal agents and local police to enforce the laws
 - ✘ with 18,700 miles of coastline, inland borders, highways, illegal stills, and industries to watch



BOOTLEGGERS & SPEAKEASIES

- ✘ By the mid-1920's only 19% of Americans supported Prohibition.
- ✘ Alcohol was made illegally and sold illegally at bars called speakeasies
- ✘ People blatantly broke the law
 - + Bath tub gin
 - + Sales for medicinal or sacramental alcohol soar.
 - + Selling stills in hardware stores
 - + Magazines and books told how to make alcohol from fruit and even potato peelings.
- ✘ Bootleggers provided access to alcohol

ORGANIZED CRIME DEVELOPS



- ✘ Bootlegging was a profitable business
- ✘ Prohibition inspired the development of organized crime
- ✘ Almost every city had gangs that profited from selling alcohol.
- ✘ Chicago had one of the most famous criminals - Al Capone

CAUSING TOO MANY PROBLEMS

- ✘ Prohibition caused more problems than it fixed.
- ✘ Organized crime and lawlessness grew
- ✘ It caused a want to disobey the law
- ✘ Alcohol use grew and more people died.
- ✘ Prohibition was repealed with the 21st Amendment in 1933.

WOMEN IN 1920S

- ✘ Effects of World War I on women's rights
 - + 19th Amendment granted suffrage in 1920.
 - + Women proved themselves when they filled the jobs of men during WWI
 - + After WWI, many were forced to give up their jobs
- ✘ Women went to polls for first time in November 1920
 - + Helped elect Pres. Warren G. Harding

THE FLAPPER



Changes for women

- + Hair
- + Clothing
- + Makeup
- + Dancing
- ✘ **Flapper** = Nickname from a popular picture of a woman with her boots unlaced and flapping as she is dancing.
- ✘ Despite new social freedoms women were still limited and most did not rebel against social and religious standards.
 - + There was a double standard

Women's fashions prior to 1920s



1910 VERSUS 1920'S



Butterick Patterns with the Follow Picture Instructions for Cutting, Putting Together and Finishing may be purchased at leading stores throughout the world, at prices given on page 65.



1920S FASHIONS



1920S FASHIONS



SCIENCE AND RELIGION CLASH

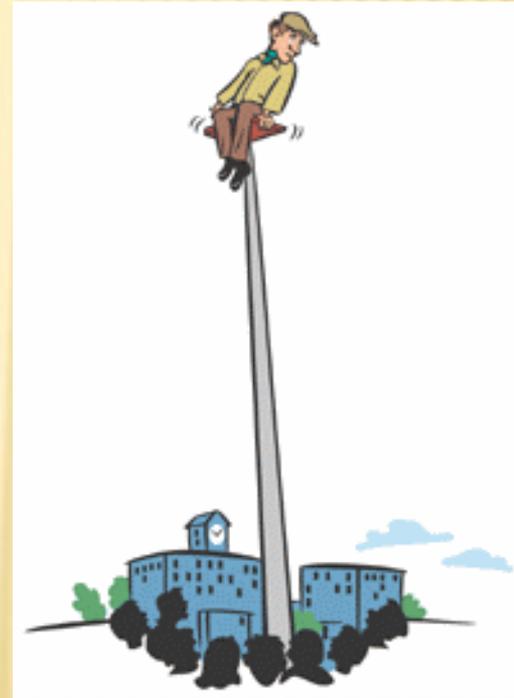
- ✘ Fundamentalism - Protestant movement that advocated the literal translation for the Bible
- ✘ Push for going back to church and having traditional morals through revivals

THE SCOPES “MONKEY” TRIAL - 1925

- ✘ Conflict occurs when John T. Scopes teaches evolution
 - + Tennessee law banned teaching of evolution.
 - + Scopes read a passage about evolution in his classroom and was arrested.
- ✘ **The Trial**
 - + Clarence Darrow defended John T. Scopes
 - + William Jennings Bryan fundamentalist side.
- ✘ Trial becomes a national sensation.
- ✘ Scopes found guilty - fined \$100.
- ✘ Another example of the clashes and conflicts in the Roaring Twenties.



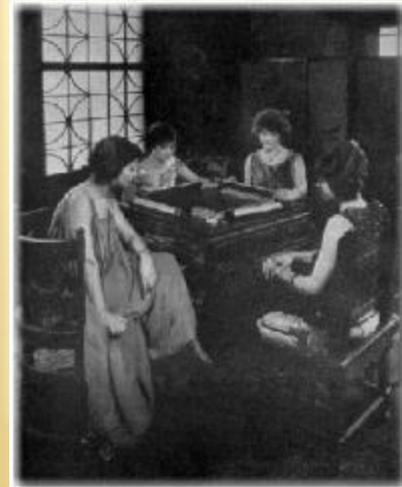
FADS IN THE 1920'S-FLAGPOLE SITTING



'Shipwreck' Kelly stayed on the pole for 100 hours in '28

OTHER FADS

- ✘ PEZ candy becomes popular (not in the head dispensers yet)
- ✘ Mahjong



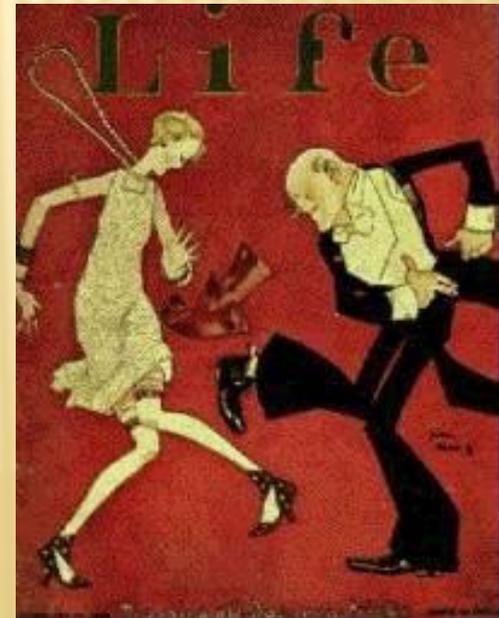
DANCE MARATHONS

✘ Jazz

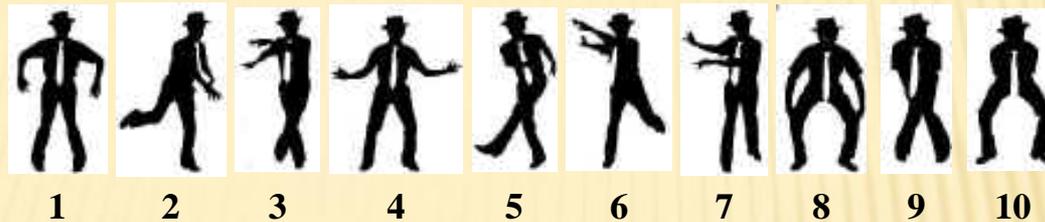
✘ Dancing all night, all week long.

- + Charleston, fox trot
- + Longest lasted for 3 weeks!

Outlawed in some places because of the dangers



The Charleston



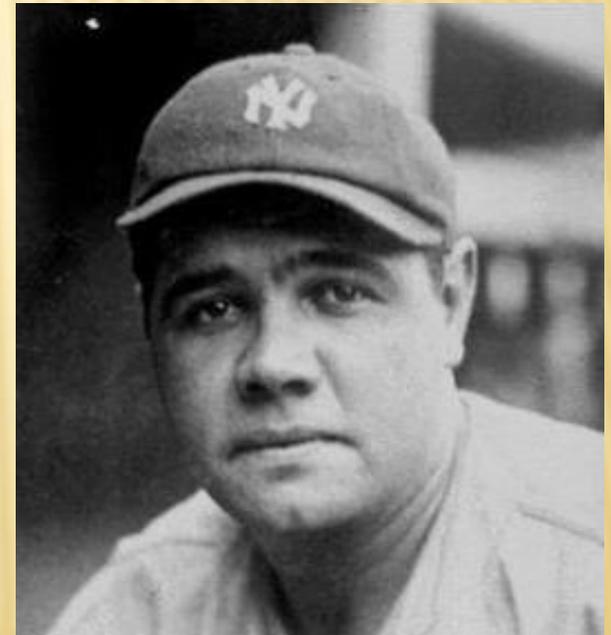
1. Loosen up! Point your toes in and your elbows out.
2. To the beat of the music, point your toes out and your elbows in. Repeat several times.
3. Start by throwing your right foot diagonally back and right arm across your body forward. Repeat with your left leg and arm.
4. Bring right foot forward and place it just in front of your left. Right arm follows.
5. Bring your left foot up and give a good high kick. Follow with left arm.
6. Bring your left foot back and give two quick kicks diagonally back.
7. Once you've kicked twice, put the left leg down diagonally in back of you. Repeat steps 1-7 three times then move on to 8.
8. Bend forward and place your hands on your knees.
9. Bring your knees in and switch hands with your knees.
10. Repeat steps 8-10 three times and then return to step 1.

SLANG

- × All wet
- × Bump off
- × Coffin varnish
- × Gams
- × Hooch
- × Juice joint
- × Wet blanket
- × Incorrect
- × Kill
- × Illegal Poisonous alcohol
- × Legs
- × Alcohol
- × Speakeasy
- × Person who doesn't have any fun

BASEBALL - THE NATIONAL PASTIME!

- ✗ Baseball is extremely popular and produces heroes for the whole nation to follow!
- ✗ Babe Ruth
 - + New York Yankees
 - + Record 60 home runs in 1927
 - ✗ Not broken until 1961
 - ✗ Lifetime batting average .342
 - ✗ 72 games hit 2 or more home runs



THE FLIGHT HEARD ROUND THE WORLD

✘ Charles Lindbergh makes the first transatlantic flight



+ Greatest hero of 1920s

+ Flying from New York to Paris in 33 hours and 29 minutes

A RENAISSANCE IN THE ARTS

- ✘ Not all agreed with the life seen in entertainment and popular culture
- ✘ Some thought this to be superficial and shallow
- ✘ These include artists, writers, theater, and music
- ✘ They wanted to expose the negative side of the Roaring Twenties, the silliness, and fun

THE LOST GENERATION

- ✘ Many writers wanted to expose the shallowness of the times



- ✘ One of these writers was **F. Scott Fitzgerald**

THE MOVIES

× Rudolph Valentino



- + Women's favorite
- + *The Sheik*
- + When he died in 1926 at age 31, 100,000 people lined up outside the funeral home to mourn



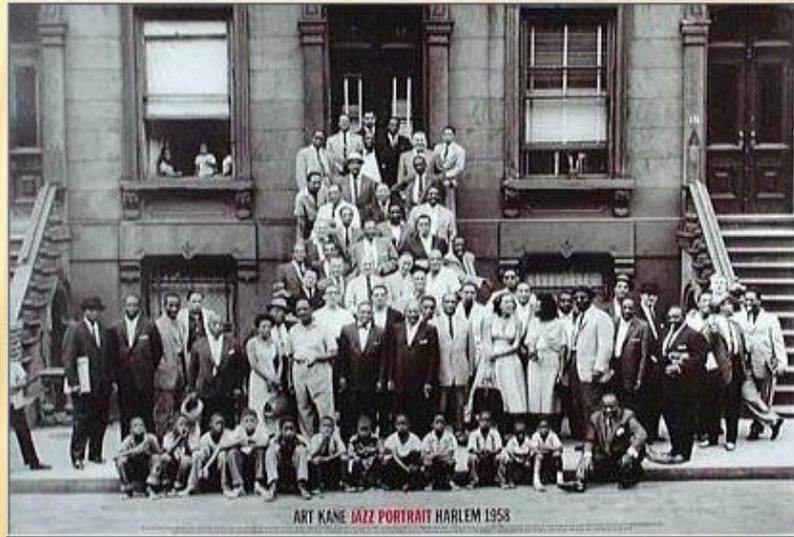
THE MOVIES

- ✗ The Jazz Singer
 - + The first “talkie” movie

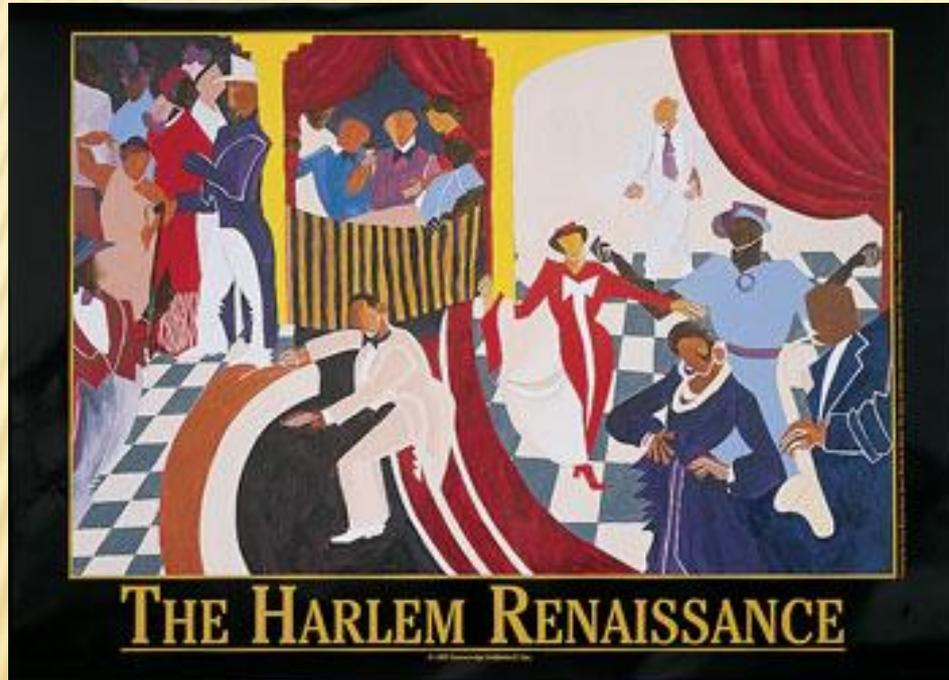


WHAT WAS THE HARLEM RENAISSANCE?

- ✘ Great growth and gains by African Americans in literature and arts
- ✘ Made great contributions in art, music, and literature
- ✘ Rebirth of African culture



HARLEM RENAISSANCE



GOING NORTH

- ✘ African-Americans move North to the cities
 - + Large numbers of musicians, artists, and writers settled in Harlem in New York City
- ✘ Believing there are more opportunities for jobs
- ✘ Left the South because of racial and economic discrimination
- ✘ The number of African Americans in Northern cities doubles

AFRICAN-AMERICAN GOALS



- ✘ NAACP membership doubles
 - + National Assoc. for the Advancement of Colored People

- ✘ Fight for lynching to stop

- ✘ Marcus Garvey also offers many hope and someone to believe in
 - + He promoted African American business and set up newspapers and stores

MARCUS GARVEY

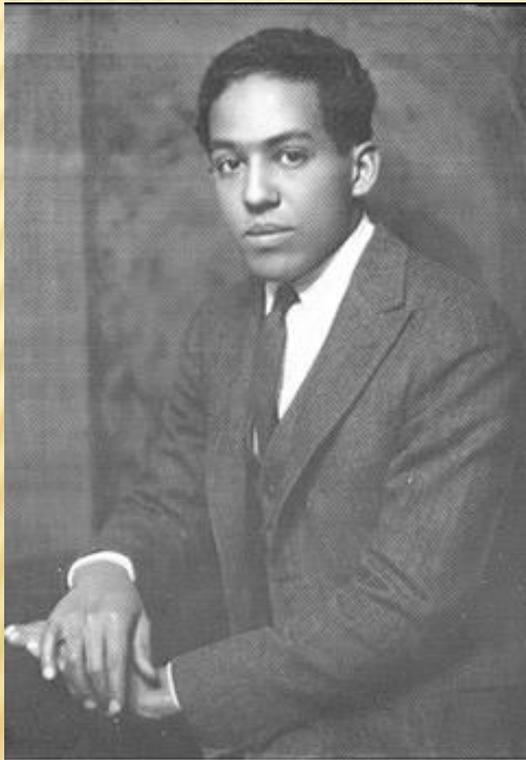
- ✘ Garvey was a Jamaican immigrant
- ✘ He inspired “Black Pride” movements
- ✘ Believed that African Americans should build a separate society
- ✘ He promoted African American business and set up newspapers and stores
- ✘ Encouraged followers to return to Africa
- ✘ Back-to-Africa movement is big for a while and then dies down



AFRICAN AMERICAN CONTRIBUTIONS - LITERATURE

+ Langston Hughes

- × Harlem Renaissance's best known poet
- × Denounced violence against African Americans



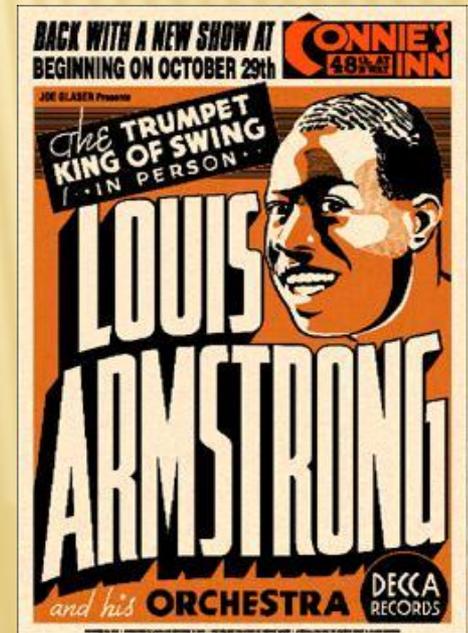
+ Zora Neale Hurston

- × Most accomplished African American woman writer in the 1920's
- × Traveled through the South collecting folk tales, songs, and prayers of black southerners to preserve culture
- × Wrote *Mules and Men*



AFRICAN AMERICAN CONTRIBUTIONS - JAZZ MUSIC

- ✘ African American migration to the North brought also a new kind of music - Jazz.
 - + Black musicians from New Orleans and Chicago created Jazz from ragtime and blues
- ✘ Louis Armstrong
 - + Trumpet player who became the single most influential musician in the history of Jazz
 - + Jazz spread from Chicago to Kansas City, Los Angeles, New York, and became the most popular music for dancing.



NEW GOODS FOR SALE

- ✘ Americans wanted to buy things they could not afford
 - + Buy now, pay later → credit
- ✘ Businesses allowed installment plans
 - + Buying on credit
 - ✘ Small down payment
 - ✘ Monthly installments
 - ✘ Plus interest
 - + Increased demand for goods

STOCKS SURGE

- ✘ Corporations sold stocks to investors
 - + Shares of ownership
- ✘ In 1920s, more people invested in stock market than ever before
- ✘ In late 1920s, stock prices rose so fast that some people became rich almost overnight by buying and selling stocks

STOCKS SURGE

- ✘ The soaring market was called the bull market
- ✘ People bought stocks on margin
 - + Similar to installment buying
 - + A person could buy a stock for a 10% down payment
 - + The buyer held the stock until the price rose, then sell the stock for a profit
 - + The system worked as long as stock prices kept rising

STOCKS SURGE

- ✘ In 1928 & 1929, prices of many stocks rose faster than the value of many companies
- ✘ A few experts warned that the “Great Bull Market” would end
- ✘ Most investors ignored the warnings

STOCK MARKET PLUNGES

- ✘ In August 1929, a few investors began selling their stocks
- ✘ In September 1929, more people began selling
- ✘ The rash of selling caused stock prices to fall

HERBERT C. HOOVER – 31ST PRESIDENT OF U.S.



- ✘ President Hoover reassures nervous investors
 - + “The business of the country is on a sound and prosperous basis.”
- ✘ But selling continued and prices tumbled

STOCK MARKET PLUNGES

- ✘ Brokers asked investors who purchased stock on margin to pay the money they still owed for stock
 - + Investors who could not pay had to sell their stock
- ✘ This caused prices to drop even more
- ✘ October 24-29, desperate people tried to unload millions of shares of stock

STOCK MARKET PLUNGES

✘ Tuesday, October 29, 1929



- + A stampede of selling hit the New York Stock Exchange
- + Prices plummeted because there were no buyers for the stock
- + Previously valuable stocks became worthless pieces of paper



STOCK MARKET PLUNGES



✘ Tuesday, October 29, 1929

+ Black Tuesday

+ Millions lost their fortunes overnight

SEVERE DEPRESSION

- ✘ Following the stock market crash, the economy slid into a severe depression
- ✘ The crash did not cause the depression, but it did shake confidence in the economy
- ✘ Many people who invested their savings in stocks suddenly had little or nothing left

