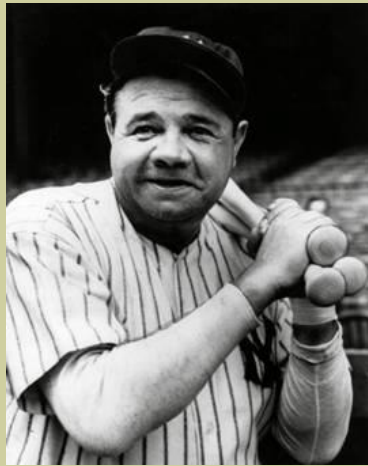


# Aim: How did American life change during the 1920s?

## Best Label for 20's?

- Is “Roaring” a good label? Why or why not?
- Is “Return to Normalcy” a good label? Why or why not?



The 1920's

Modernism v.  
Traditionalism

1920's

- **Modernists**: were people who embraced new ideas, styles, and social trends
- **Traditionalists**: were people who had deep respect for long-held cultural and religious values

# A decade of change

- [The First Modern Decade](#)

Does the cartoon depict a Modernist or Traditionalist point of view? Explain.



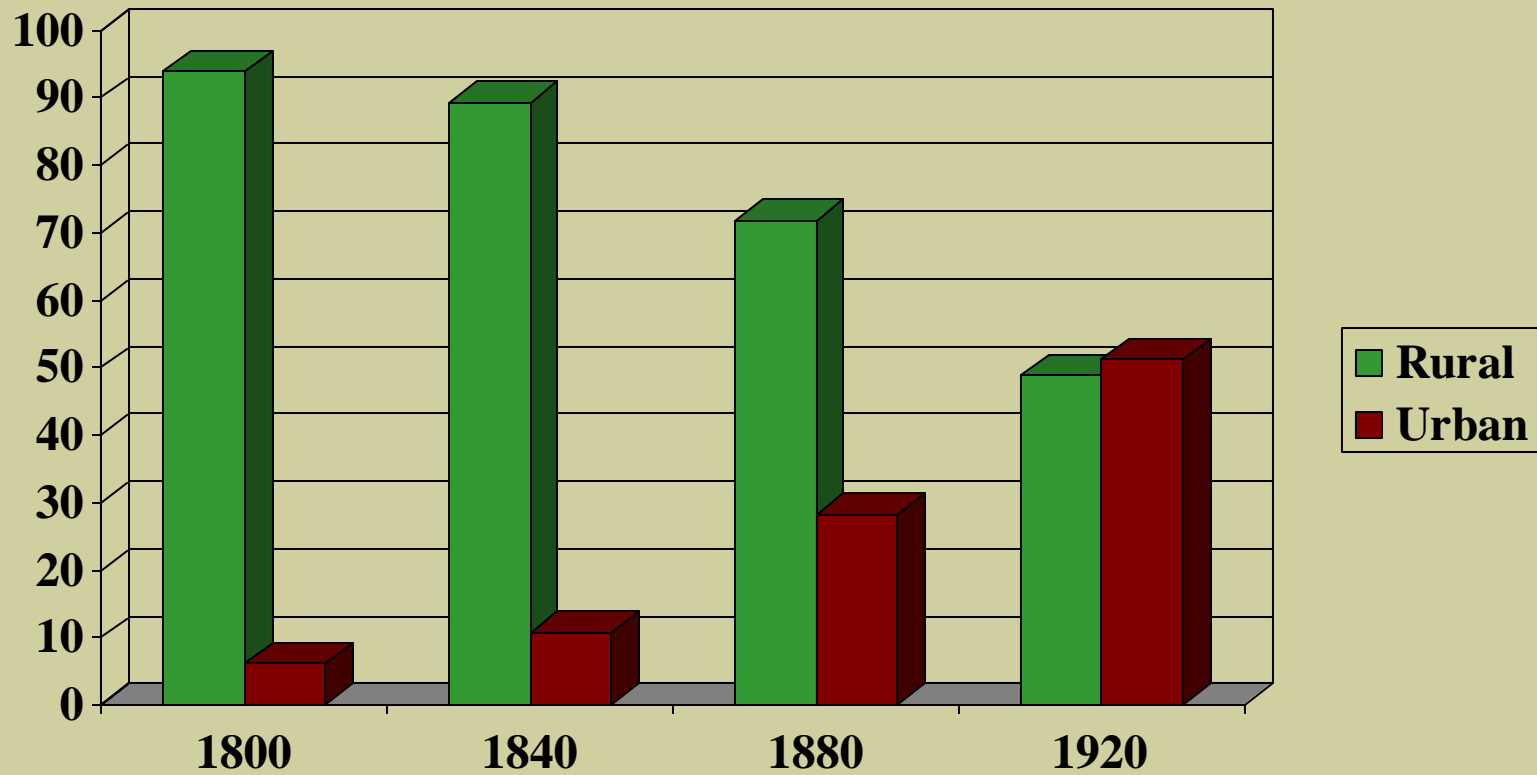
One hundred years ago the population of the U. S. was two-thirds farming and one-third city population. Today the city population is greatly in excess of the country population.

### "City and Country Population"

Chicago Daily Tribune, August 29, 1921

Cartoonist: John T. McCutcheon

# Urban Society



## **19<sup>th</sup> Century America - Traditional**

- Most lived in small towns
- Little contact with different cultures, isolated (provincial)
- Clearly defined gender roles

## **The 1920's**

- Most lived in urban areas
- Challenges to traditional gender roles
- Very rapid social change
- New technologies exposed people to cities, other cultures and brought people together

# “A Return to Normalcy”

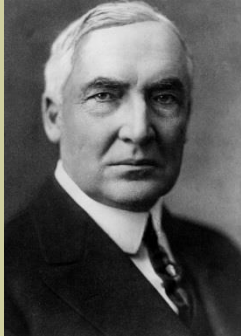
-Warren G. Harding

1. What do you think Normalcy meant to the Traditionalist?
2. What do you think it meant to the Modernist?

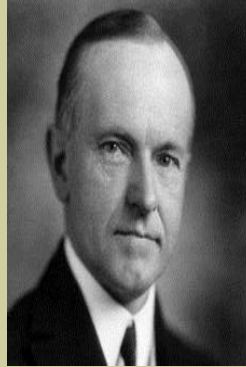


# Presidents of the 1920's

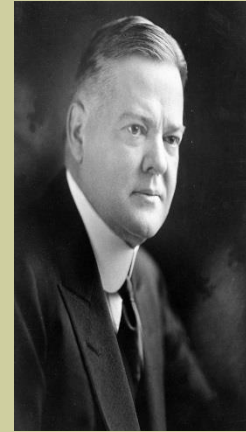
Warren G. Harding  
(1921-1923)



Calvin Coolidge  
(1923-1929)



Herbert Hoover  
(1929-1933)



Favored a limited role on world affairs

Pro Business - Laissez- Faire

Cut spending

Lowered taxes on wealthy Americans & corporations

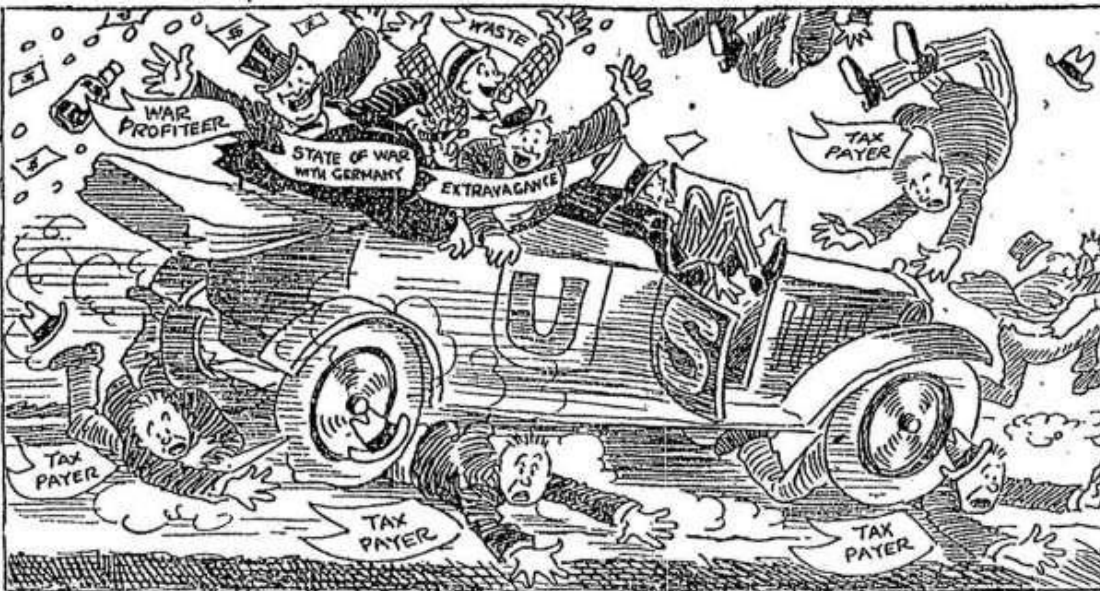
Congress overturned laws regulating child labor &

Women's wages

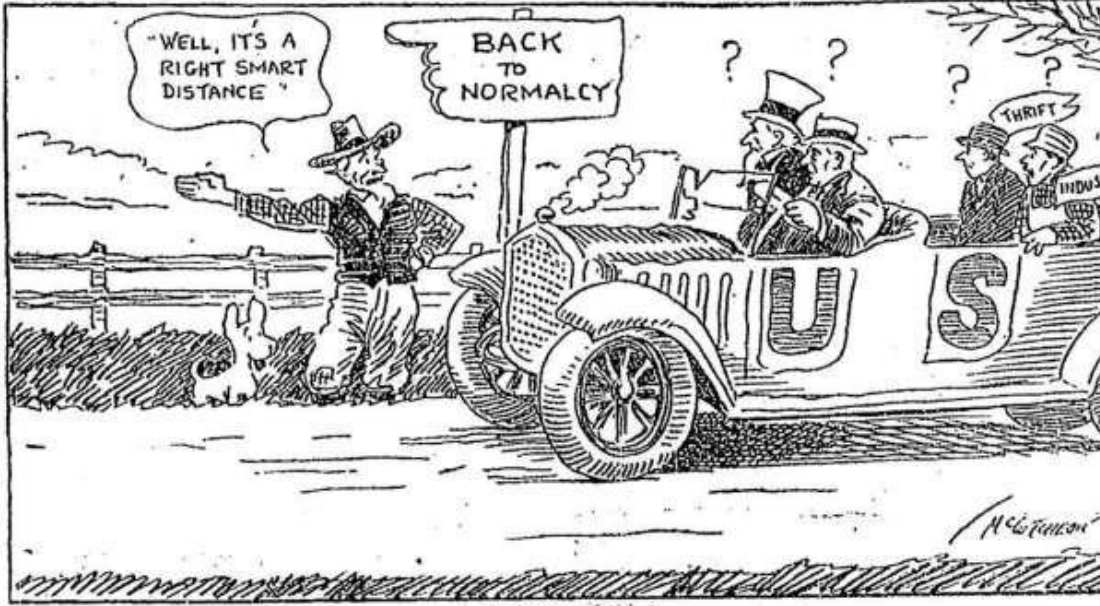
# Teapot Dome

- "greatest and most sensational" scandal in the history of American politics
- bribery scandal involving the administration of U. S. President Warren G. Harding

- **Do Now**: What do you think was meant by a “Return to Normalcy”?
- What do you think Normalcy meant to the Traditionalist? What do you think it meant to the Modernist?



OUTWARD BOUND.



HOMeward BOUND.

# New Technologies

- Radio
- Movies
- The Automobile
- Home Appliances
  - Washing Machines
  - Electric Irons
  - Vacuum Cleaners
- First Transatlantic Flight – Charles Lindbergh (1927)

## Question:

- In what way do radio, movies and the automobile have a similar impact on the United States?
- Which do you think had the most significant impact?



# Consumerism

- Consumer goods rather than heavy industry
- Demand for new products – radios, appliances, etc.
- Buying on credit
- Expansion of advertising – creation of needs

THE SATURDAY EVENING POST 11-17-27 145



\$550  
The New 6-Tube  
Super-Zenith  
收音機  
This Model Set is New

—and now— a Radio that will  
“measure up” years from today

There are four things—four things in radio that have made it what it is today. They are: (1) the fact that it is a new thing; (2) the fact that it is a new thing; (3) the fact that it is a new thing; (4) the fact that it is a new thing.

The Super-Zenith 6-Tube Radio is a new thing. It is a new thing because it is a new thing. It is a new thing because it is a new thing. It is a new thing because it is a new thing.

They cost more—but they Do more

# ZENITH RADIO

# How's YOUR BREATH TODAY?



*If it's bad, you won't be welcome... Play safe... use Listerine*

• How's your breath today? If it is bad, it will keep you out of things... it may mar friendship... kill off a romance... or jeopardize a business chance. Don't let it do any of these things.

Play safe... use Listerine, every morning and night and before social or business contacts. Listerine instantly renders your breath sweet, wholesome, and agreeable to others. It is the one reliable remedy for halitosis (unpleasant breath).

### *Everybody Has It*

Fatuous as you may be, do not make the mistake of thinking that your breath is never bad. Halitosis spares no one, because it springs from such common causes as tiny bits of fermenting food particles on the teeth, unhealthy teeth or gums, and temporary or chronic infections of the nose, throat, and mouth. The insidious thing about it is that you yourself never realize when you have it.

### *Only Listerine Succeeds*

Only by using Listerine can you be certain that your breath will not offend others. Cheap, ordinary mouth washes fail in 12 hours to conquer odors which Listerine gets rid of instantly. That has been shown again and again by strict laboratory and clinical tests.

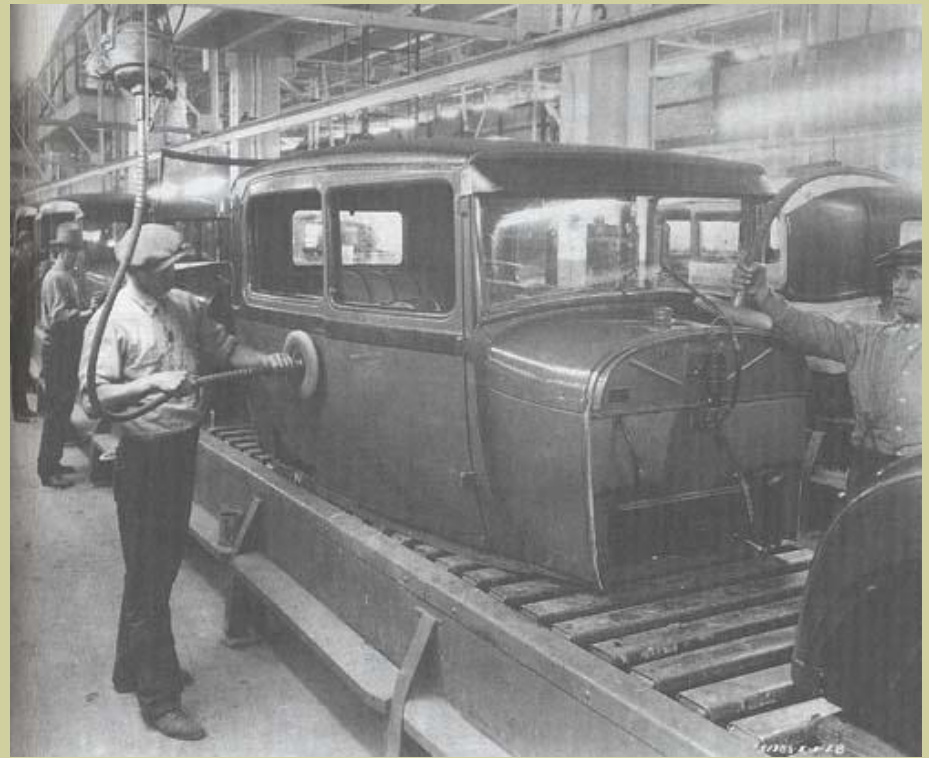
Keep Listerine handy in home and office. Rinse the mouth with it before social and business engagements. It cleanses and invigorates the entire oral cavity and leaves you with a feeling of confidence and assurance. You know your breath is right. Lambert Pharmaceutical Company, St. Louis, Missouri.

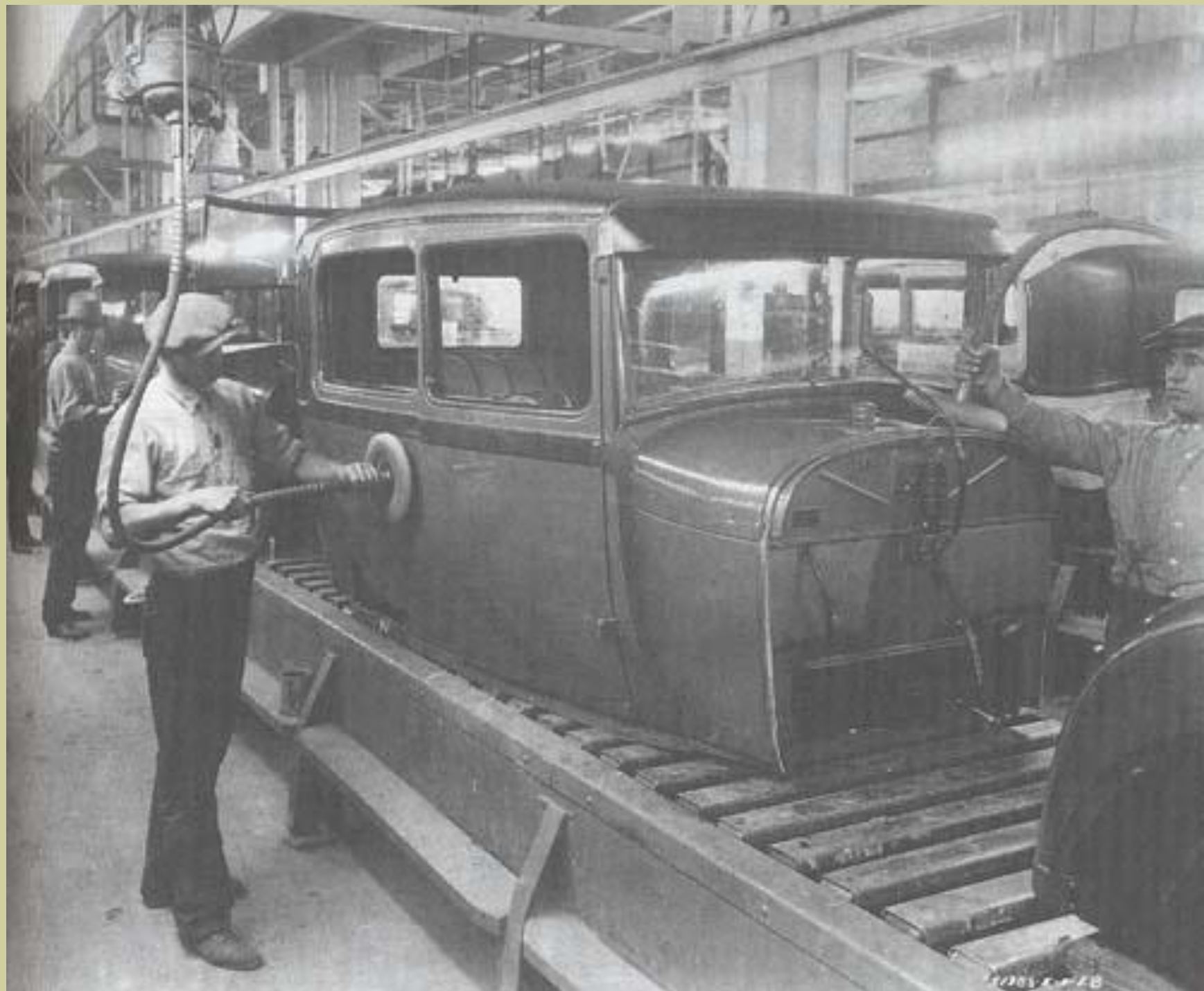


# LISTERINE

# FORDISM

- Assembly Line ([clip](#))
- Higher wages
  - Happier, more productive workers
  - Can afford ford Products



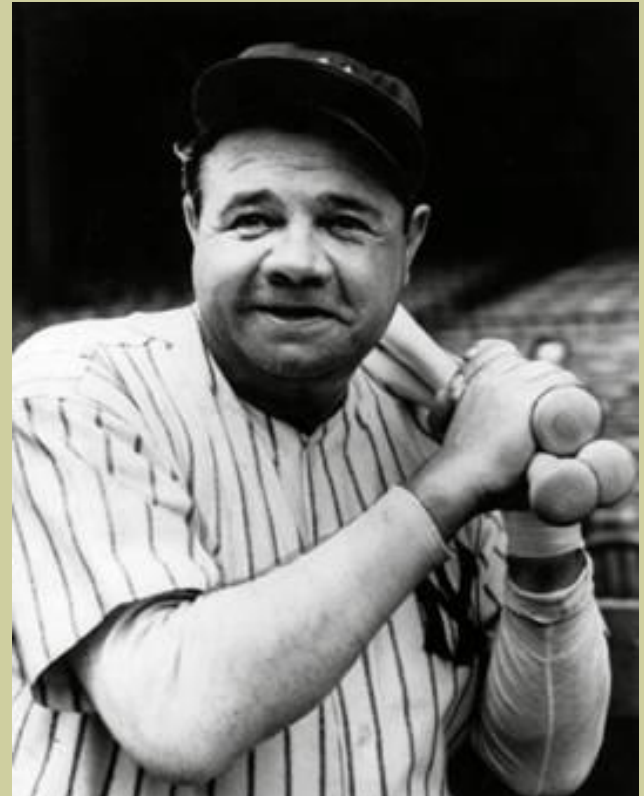


1205 L-78



# A National Culture

- Sports – baseball  
(National Pastime), boxing
- National Heroes –  
Charles Lindbergh,  
Babe Ruth
- Jazz Music
- Effects
  - Creation of a  
National Culture,  
break down of  
regional differences



# New Manners and Morals for Women



*Flapper Styles Will Prevail!*

*THE*

*Not for Old Folks*

OCTOBER

20  
CENTS  
A  
COPY

# FLAPPER

TWO  
DOLLARS  
A  
YEAR

[TRADE MARK]



"THE FLAPPER'S REVENGE" in This Number

# Expanding Opportunities and Rights for Women

- 19<sup>th</sup> Amendment (1920)– Woman's Suffrage
- New Manners - Flappers

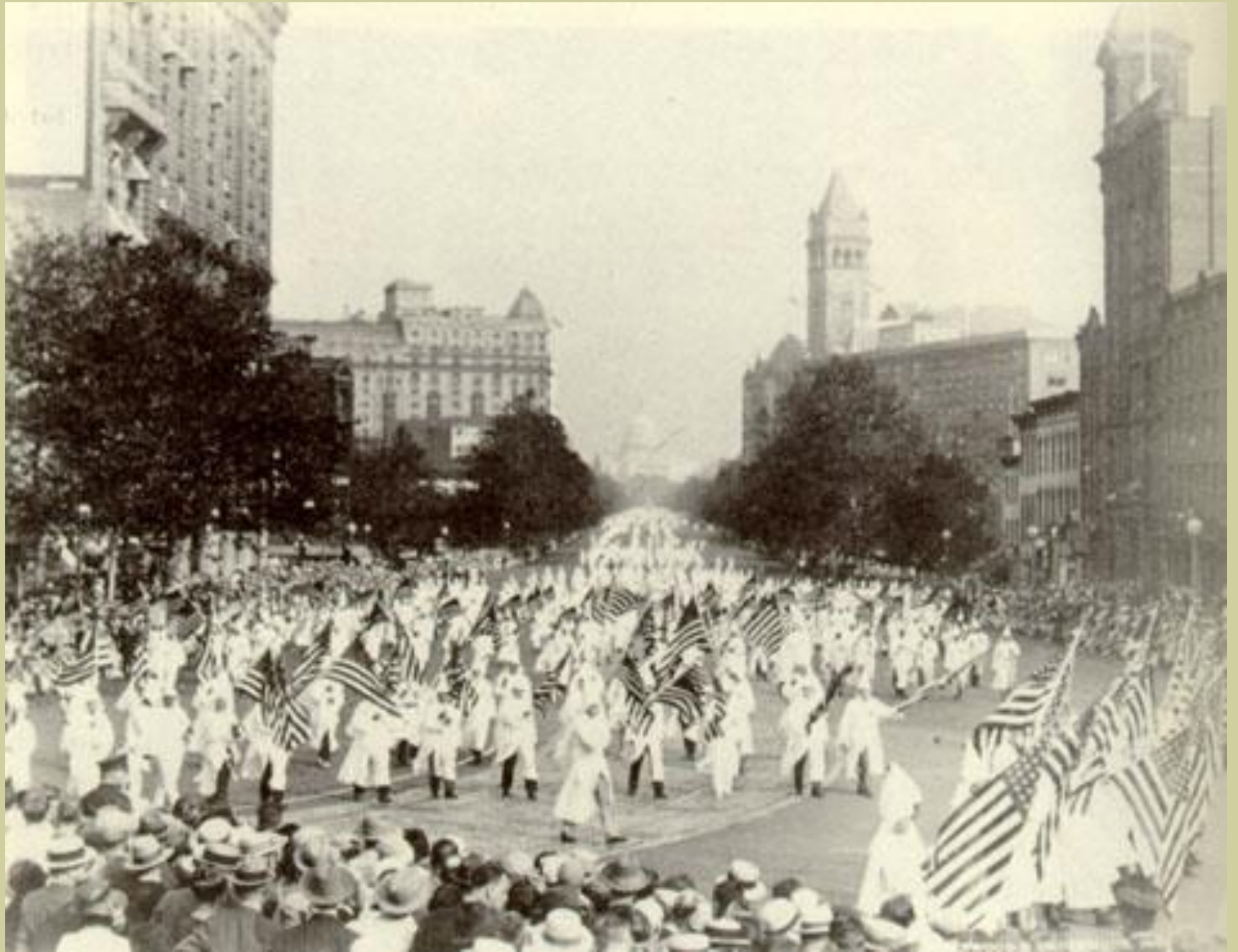
- [YouTube - The Roaring 20s, flappers dancing the Charleston](#)

# The New KKK

[YouTube - KKK March on Washington DC  
1928](#)

[http://teachrock.org/video/ku-klux-klan-  
march-in-washington-dc-1928/](http://teachrock.org/video/ku-klux-klan-march-in-washington-dc-1928/)

# Nativism



# Reasons for Nativism

- Social
  - Hyper-nationalism from WWI
  - Social Darwinism and Influence of Racism
- Economic
  - Competition for Jobs – Post-war recession; soldiers returning home
- Political
  - Fear of radicalism – **RED SCARE**



# Nativism

- Desire to keep native culture/society free from so-called “alien” influence (different racial, ethnic, religious groups, or even ideas and beliefs.) Certain ideas or people are “un-American”

# Manifestation of Nativism

- **Re-emergence of the Ku Klux Klan**
- **Red Scare** – fear of Communism following the Russian Revolution (1917)
  - **Palmer Raids**- arrest of more than 10,000 people suspected of being Communist and Anarchist
- **Sacco and Vanzetti Trial**
- **Immigration Restrictions**
  - Literacy Tests (1924)
  - Quotas – limits on Southern and Eastern European immigration



# Sacco and Vanzetti

Italian immigrants

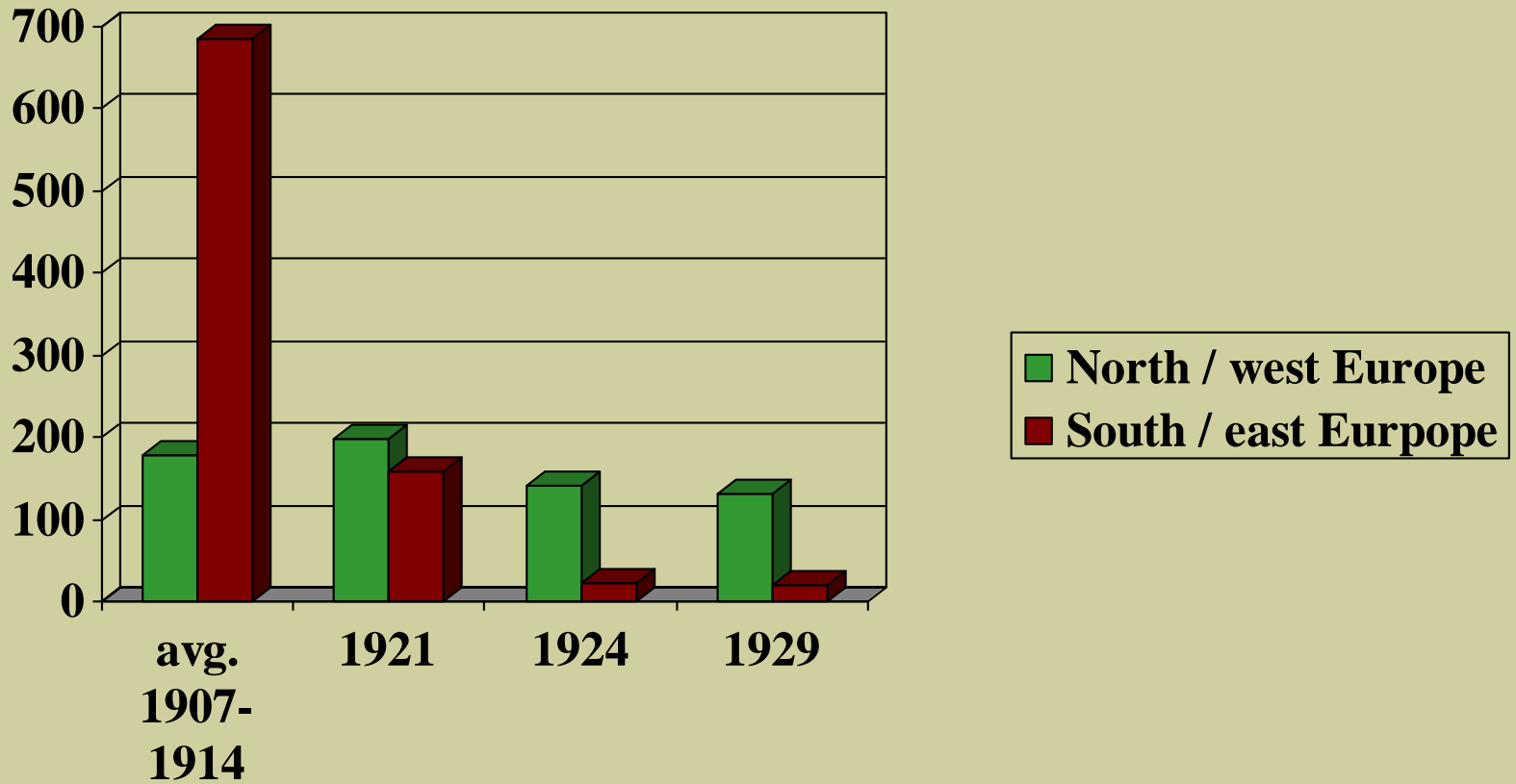
and anarchists

-Convicted of  
murder based on  
little evidence (anti-  
immigration  
feelings)

-Executed in 1927



# Impact of Immigration restrictions (in thousands)



# Langston Hughes “A Dream Deferred”

What happens to a dream deferred?

Does it dry up  
like a raisin in the sun?

Or fester like a sore--

And then run?

Does it stink like rotten meat?

Or crust and sugar over--  
like a syrupy sweet?

Maybe it just sags  
like a heavy load.

Or does it explode?

# The Great Migration

## Do Now:

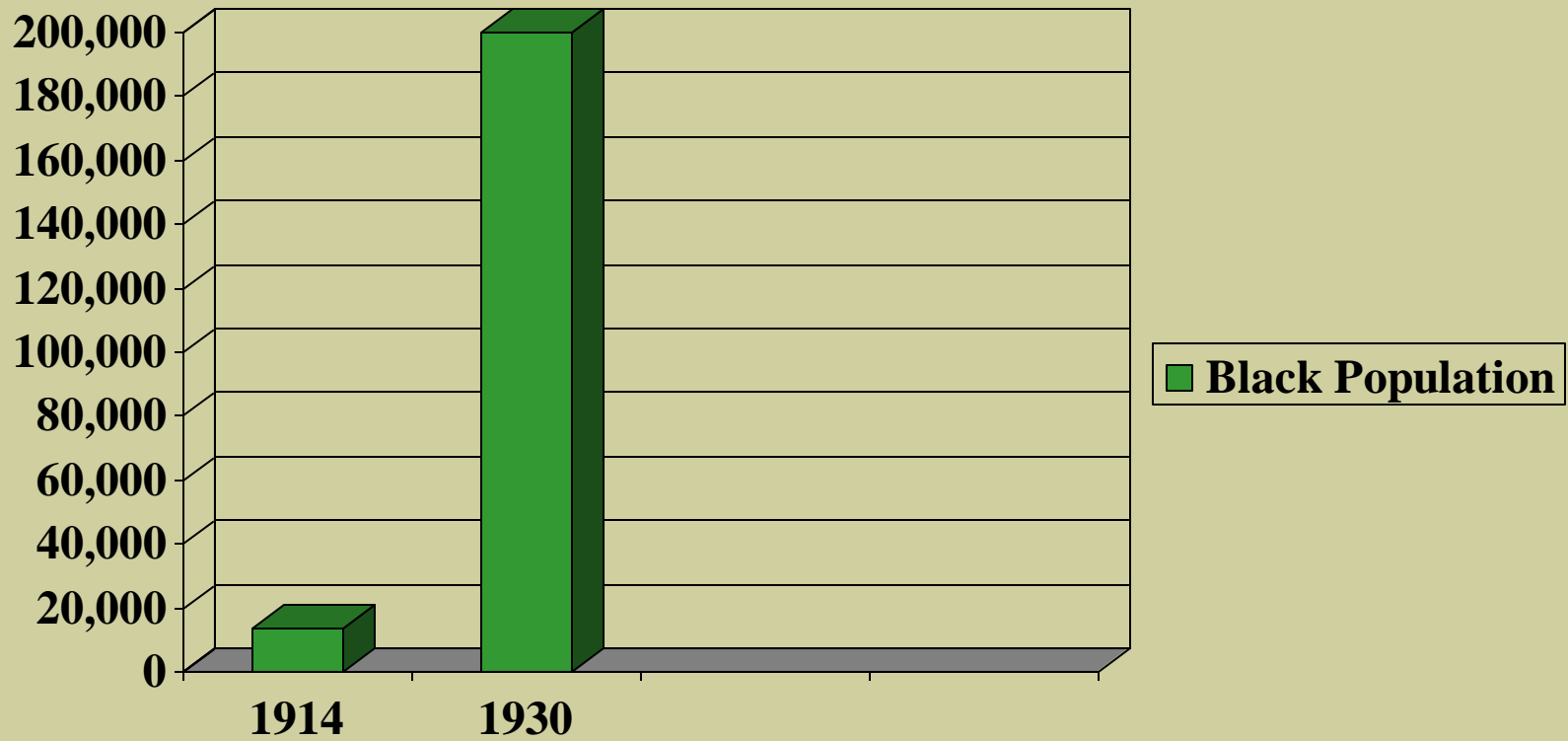
- What was the Great Migration, and what problems and opportunities faced African Americans in the post-World War I era?
- How did the Great Migration affect Harlem?

Friday 3/13 – Geography Quiz

# Reasons for the Great Migration 1910-1930

- Discrimination in South
- Opportunities in the North
  - World War I (1917-8) opened up opportunities in Industry

# Black Population of Harlem





# Harlem Renaissance

- Renaissance - Rebirth
- an intellectual, social, and artistic explosion that took place in Harlem, New York, spanning the 1920s.

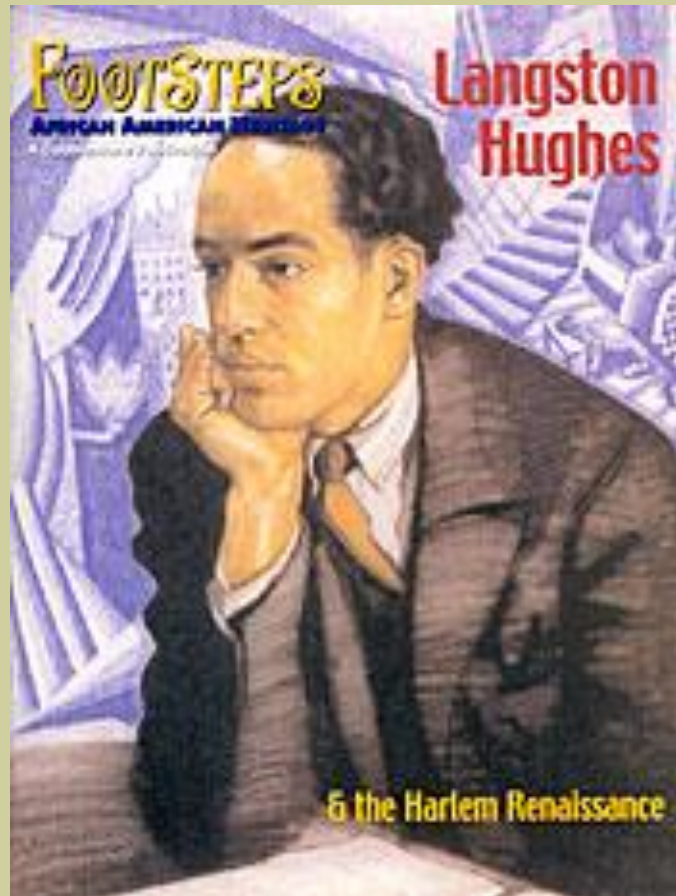
# Flourishing of African-American Art, Literature and Music

- Literature – Langston Hughes
- Music -Jazz –Louis Armstrong, Duke Ellington

# Duke Ellington

- [YouTube - Duke At The Cotton Club](#)
- <https://www.youtube.com/watch?v=7atwjmPcxng>
- [https://www.youtube.com/watch?v=s\\_GTfl8Hhc8](https://www.youtube.com/watch?v=s_GTfl8Hhc8)

# The Harlem Renaissance



What can we learn about the African American experience during the 1920's and 1930's from the poetry of the Harlem Renaissance?

- [YouTube - Spencer Tracy in Inherit the Wind](#)

# Scopes Trial (1925)

- Conflict between Science and Religion (Fundamentalism)
- John Scopes, a biology teacher in Tennessee brought to trial for teaching the theory of evolution.
- State law required the theory of Creation, as described in the Bible, should be taught



# Fundamentalism

- movement based on literal interpretation of Bible
- skeptical of some scientific discoveries, theories
- reject theory of evolution
- believe all important knowledge can be found in Bible



# Writing

- What do you think is the better label for the 20s? The Roaring 20s or Return to Normalcy? Give at least 3 specific examples to explain your answer.

# Prohibition



# Prohibition

**18<sup>th</sup> Amendment (1919)** - production, sale, transportation of alcohol illegal

- supported by religious groups, rural South, West, women's groups, and business groups.
- **Speakeasies** - hidden saloons, nightclubs
  - People distill liquor, buy prescription alcohol, sacramental wine
- **Organized Crime**
  - **Bootleggers** smuggle alcohol from surrounding countries
  - Al Capone controls Chicago liquor business by killing competitors
- **21<sup>st</sup> Amendment (1933)** – Repeals prohibition

# Prohibition

- Reasons
  - Support from Women's groups and business groups
  - Support in rural south initially
  - Some saw it as a vice of immigrants
  - Impact of WWI – unpatriotic to drink

