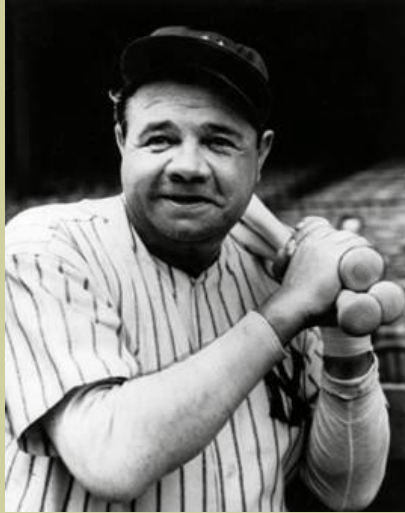


Roaring 20's



Copyright Walter P. Reuther Library
Wayne State University

Best Label for 20's?

- Is “roaring” a good label? Why or why not?

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

HW #5 - Thurs

Read 759-764 Define Harlem Renaissance

Page 759 – Questions 2,3,5,7

Do Now:

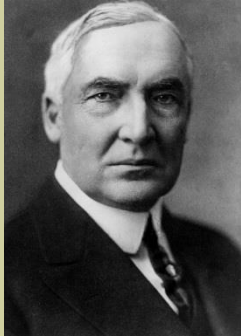
“A Return to Normalcy”

-Warren G. Harding

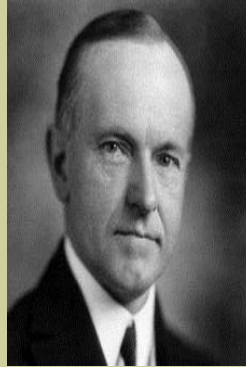
1. What do you think Normalcy meant to the Traditionalist?
2. What do you think it meant to the Modernist?

Presidents of the 1920's

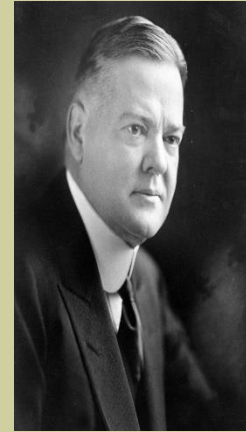
Warren G. Harding
(1921-1923)



Calvin Coolidge
(1923-1929)



Herbert Hoover
(1929-1933)



Favored a limited role on world affairs

Pro Business - Laissez- Faire

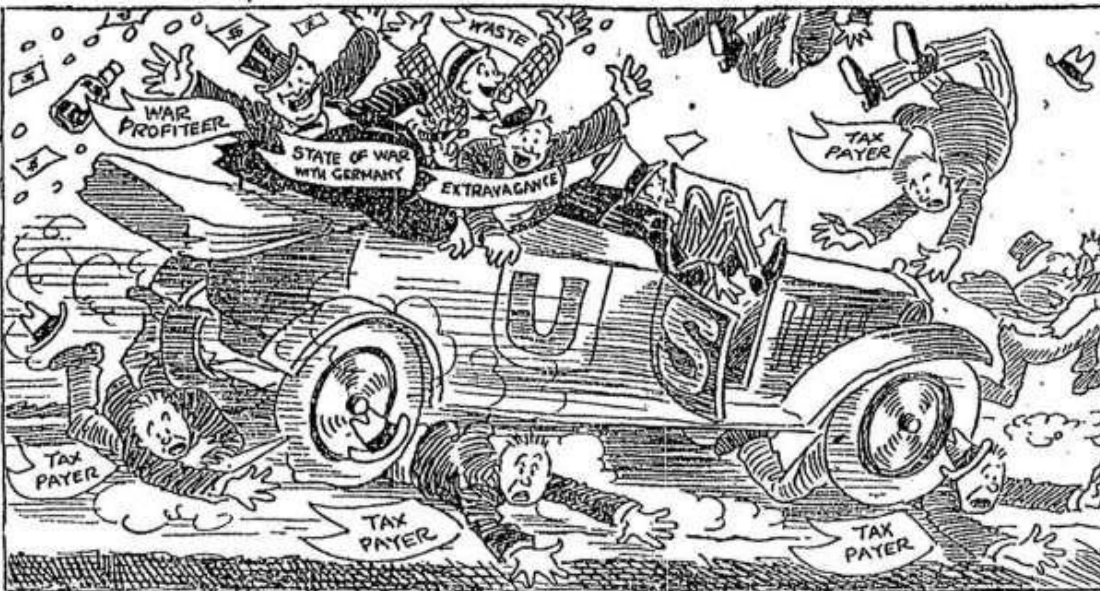
Cut spending

Lowered taxes on wealthy Americans & corporations

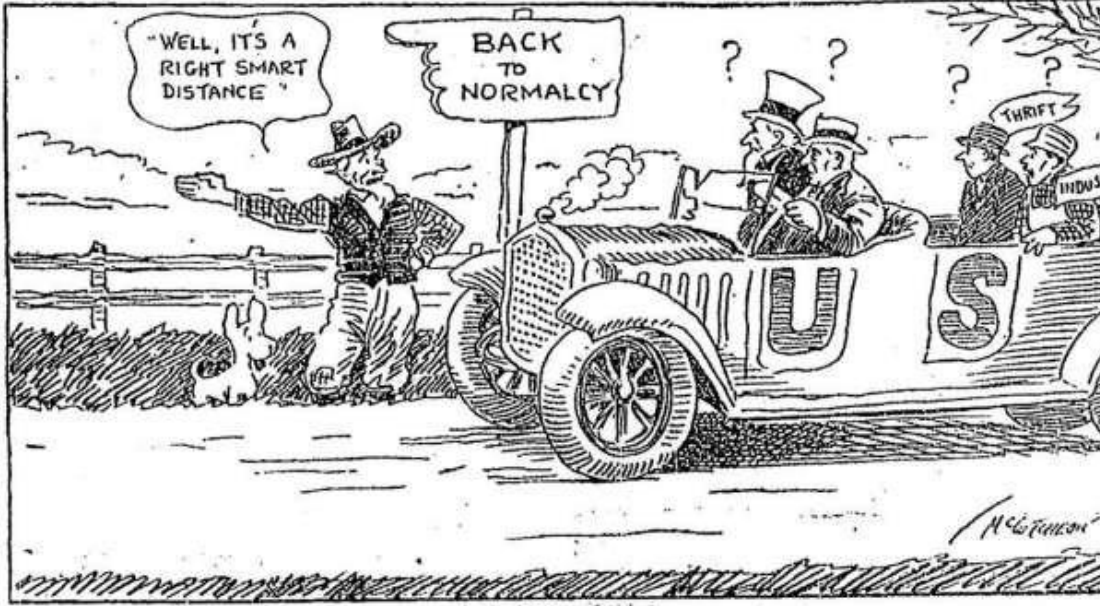
Congress overturned laws regulating child labor &

Women's wages

- **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.

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.



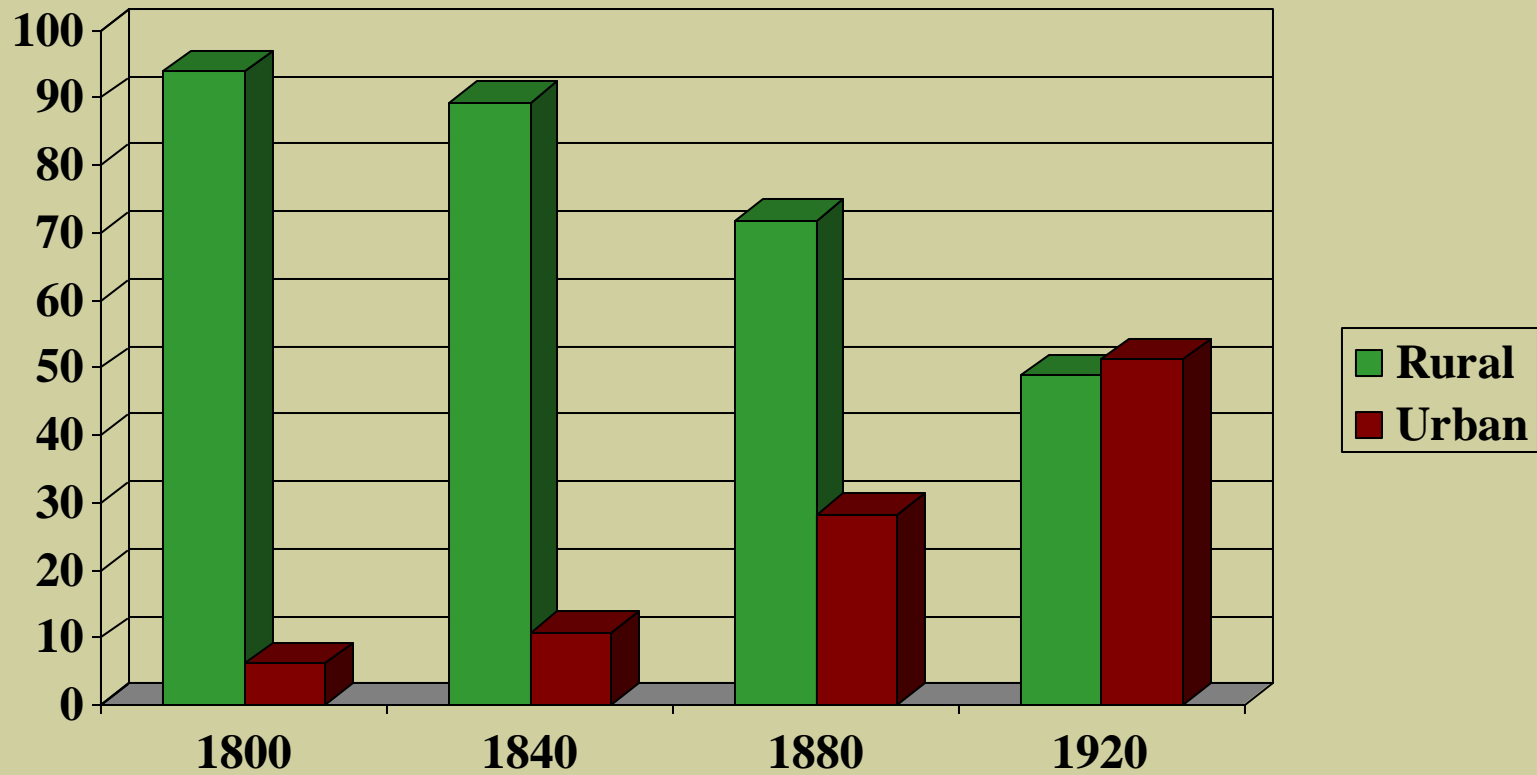
One hundred years ago the population of the U. S. was two-thirds farming and one-third city population. Today the city population is greatly in excess of the country population.

"City and Country Population"

Chicago Daily Tribune, August 29, 1921

Cartoonist: John T. McCutcheon

Urban Society



19th 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

New Technologies

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

Do Now:

- 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
Radio
This radio has a lot to offer

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

There are four things—nothing in this world but these four things—that you want in a radio. You want it to be a radio that will give you the most pleasure for the least money. You want it to be a radio that will give you the most pleasure for the least money. You want it to be a radio that will give you the most pleasure for the least money. You want it to be a radio that will give you the most pleasure for the least money.

The Super-Zenith X radio is the most advanced radio ever made. It has six vacuum tubes, a powerful speaker, and a built-in antenna. It is the most advanced radio ever made. It has six vacuum tubes, a powerful speaker, and a built-in antenna. It is the most advanced radio ever made. It has six vacuum tubes, a powerful speaker, and a built-in antenna.

They Cost more—but they Do more

ZENITH RADIO

ZENITH RADIO CORPORATION
150 N. LAUREL ST. CHICAGO, ILL.

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

Fatidious 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.

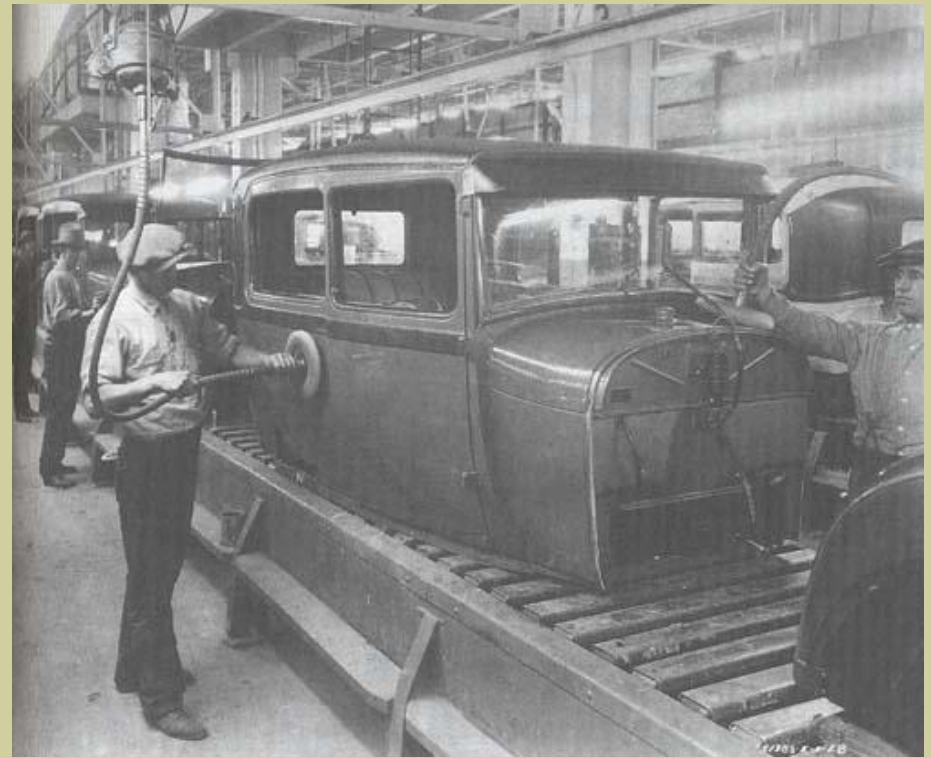
Keep Listerine handy in home and office. Rinse the mouth with it before social and business engagements. It cleanses and invigorates the entire oral cavity and leaves you with a feeling of confidence and assurance. You know your breath is right. Lambert Pharmaceutical Company, St. Louis, Missouri.

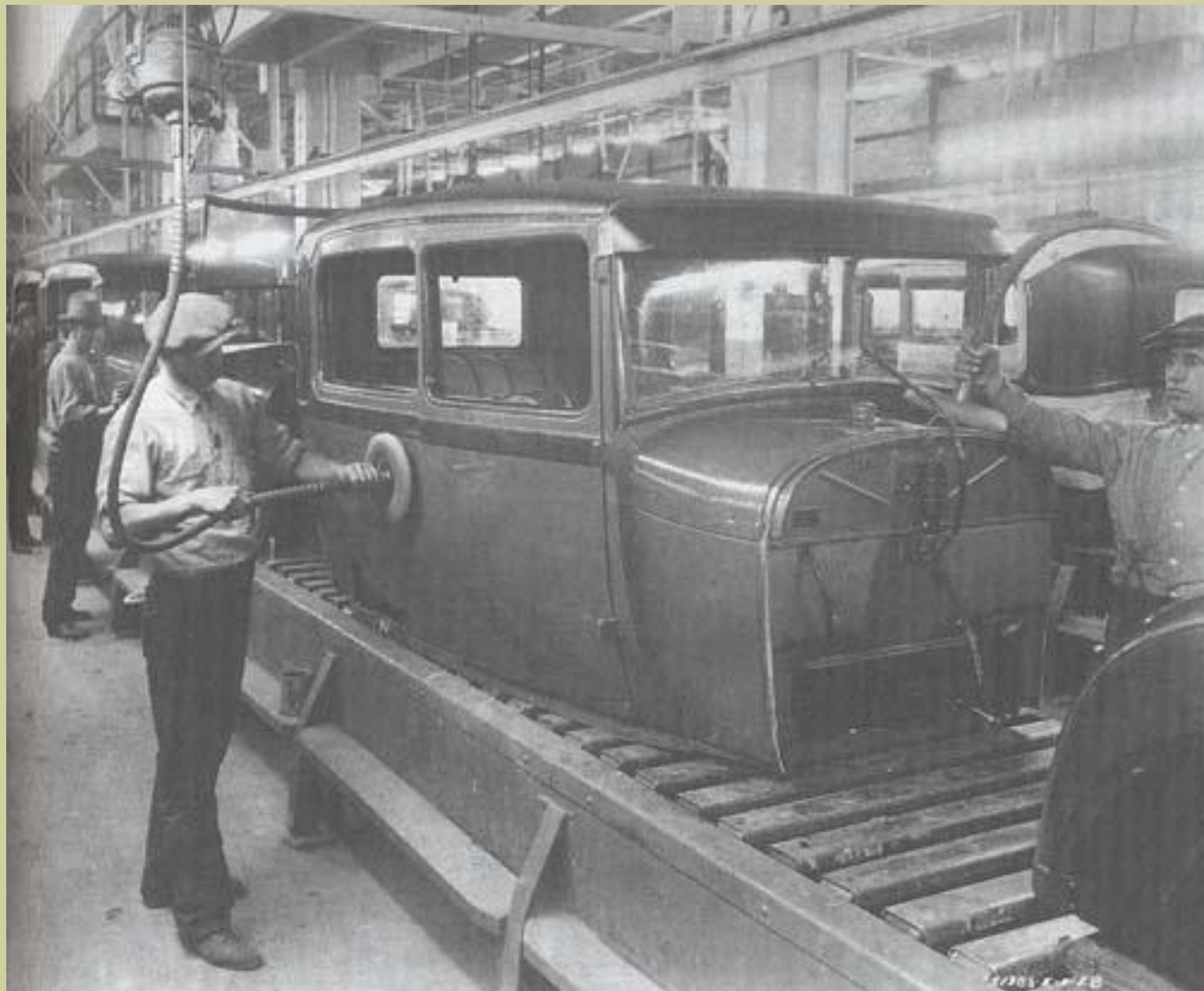


LISTERINE

FORDISM

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





1205 2-78

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 People

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

- 19th 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



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)



Sacco and Vanzetti

Italian immigrants
and anarchists

- Convicted of murder based on little evidence,
- Executed in 1927



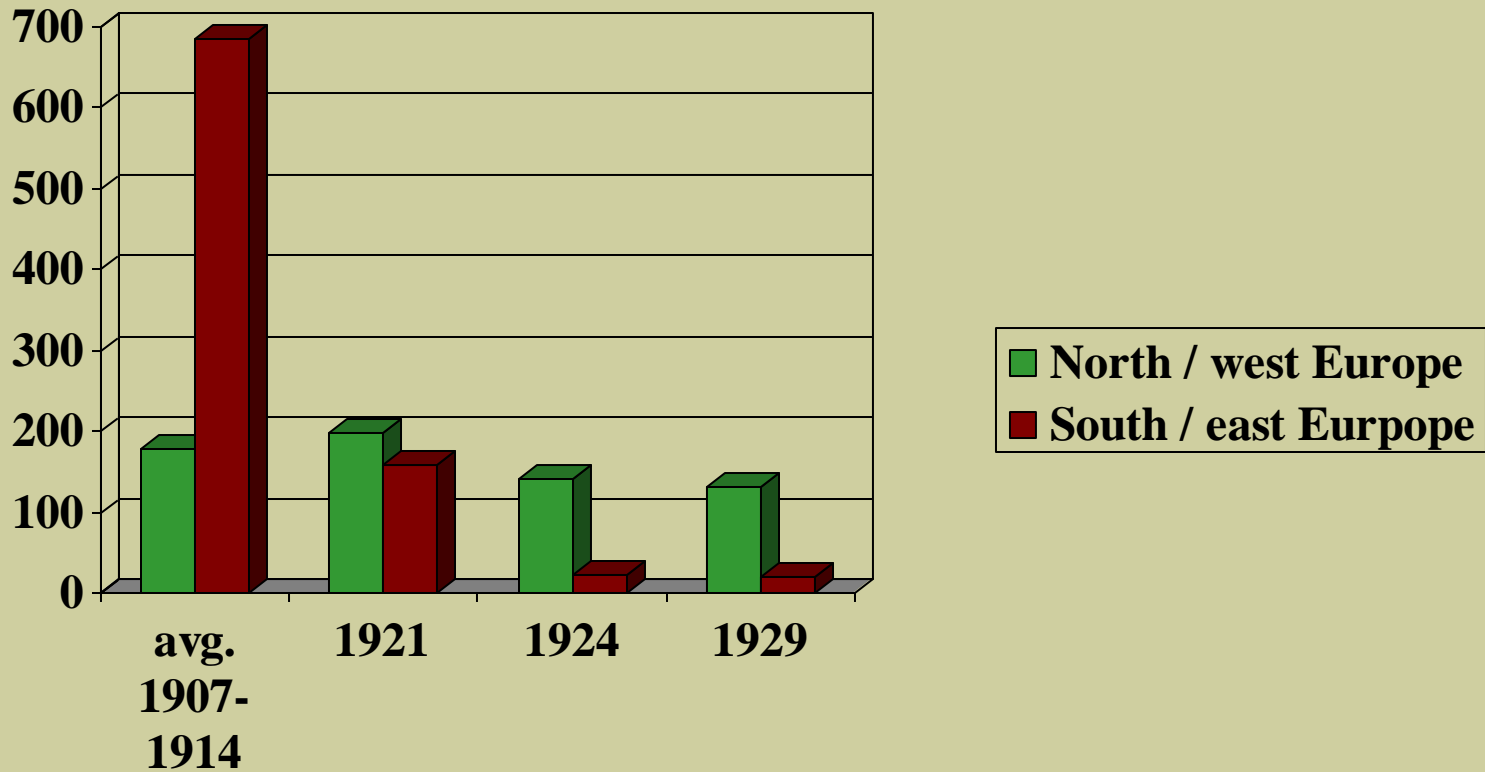
Reasons for Nativism

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

Eugenics Movement

- a set of beliefs and practices that aims at improving the genetic quality of a human population by excluding certain genetic groups judged to be inferior.

Impact of Immigration restrictions (in thousands)



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”

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?

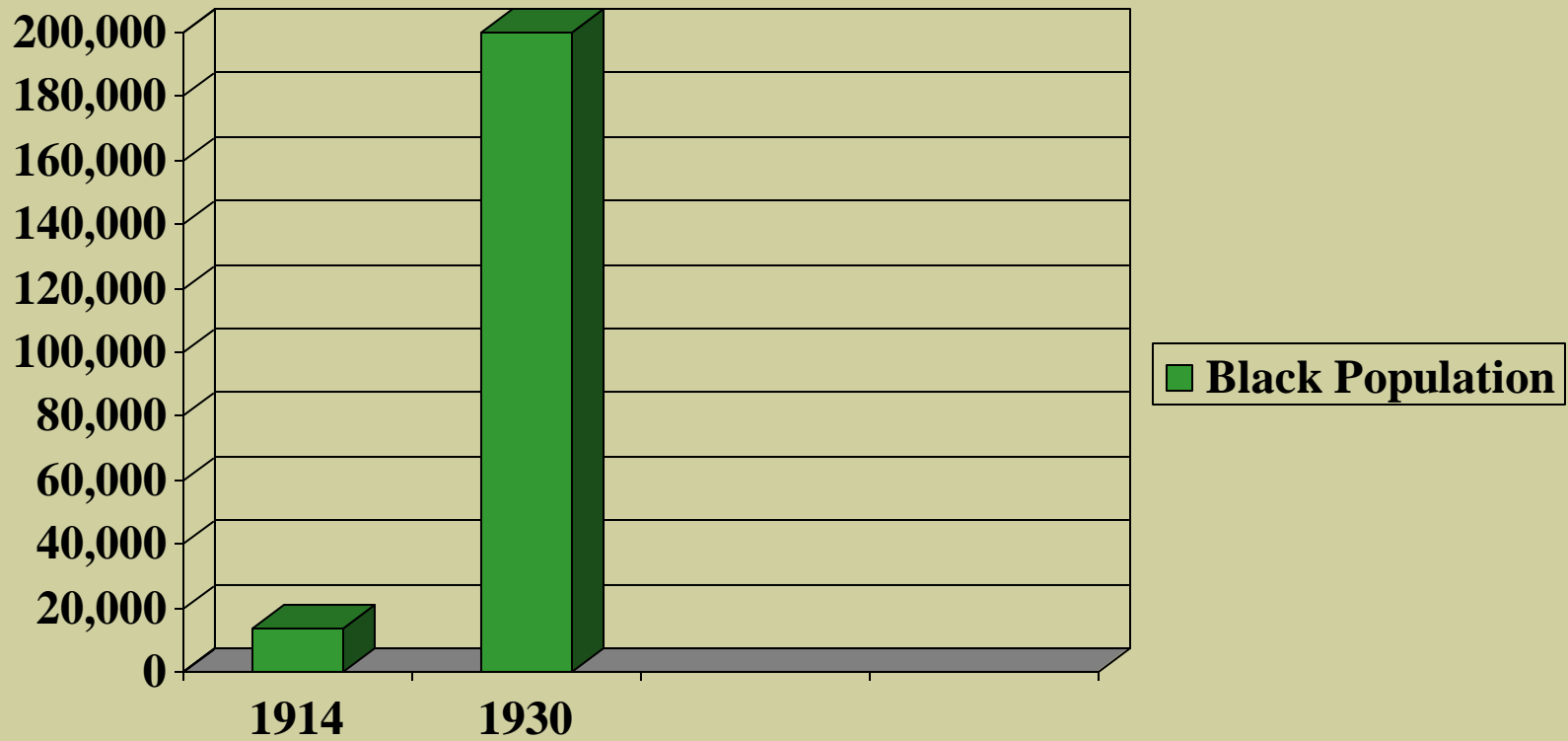
Reasons for the Great Migration 1910-1930

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

Harlem Renaissance

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

Black Population of Harlem



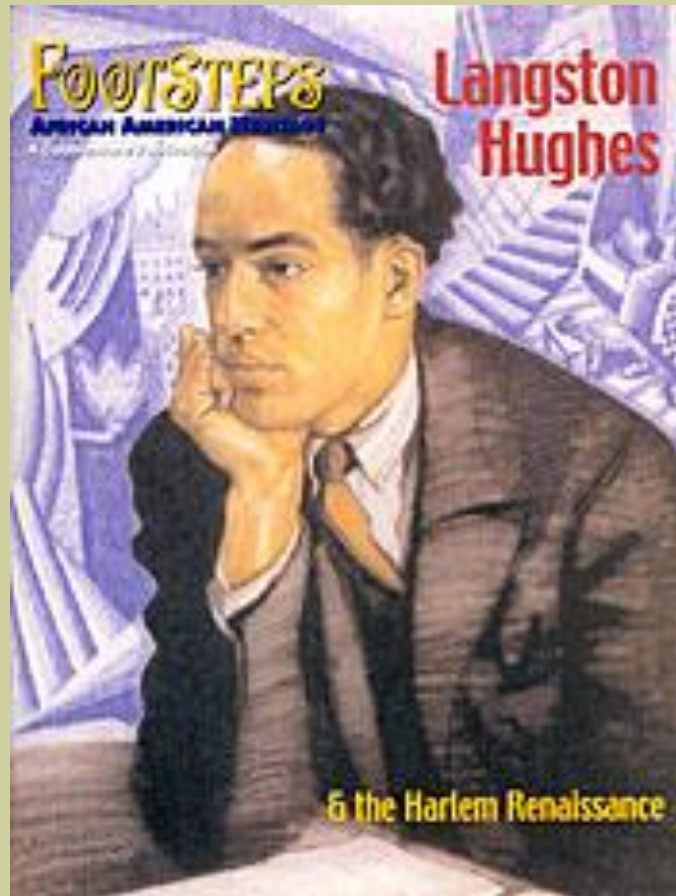
Flourishing of African-American Art, Literature and Music

- 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

The Harlem Renaissance



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?
- Who were the key figures of the Harlem Renaissance?

Scopes Trial (1925)

- Conflict between Science and Religion
- 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



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

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

- 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

