Roaring 20's
Best Label for 20’s?

• Is “roaring” a good label? Why or why not?
Aim: How did American life change during the 1920s?

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?
The 1920’s

Modernism v. Traditionalism
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.
Urban Society

![Graph showing the population distribution between rural and urban areas from 1800 to 1920. The chart indicates a significant increase in urban population compared to rural population over the years.]
<table>
<thead>
<tr>
<th>19th Century America - Traditional</th>
<th>The 1920’s</th>
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<tbody>
<tr>
<td>Most lived in small towns</td>
<td>Most lived in urban areas</td>
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<tr>
<td>Little contact with different cultures, isolated (provincial)</td>
<td>Challenges to traditional gender roles</td>
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<tr>
<td>Clearly defined gender roles</td>
<td>Very rapid social change</td>
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<td>New technologies exposed people to cities, other cultures and brought people together</td>
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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
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
- Fartiness 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, unclean 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
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 FLAPPER

October

20 CENTS A COPY
TWO DOLLARS A YEAR

"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

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)

- North / west Europe
- South / east Europe

![Bar chart showing immigration data]
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

![Bar graph showing the increase in black population in Harlem from 1914 to 1930.]

- **1914**: 20,000
- **1930**: 200,000
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=7atwjmPcxng)

- [https://www.youtube.com/watch?v=s_GTfl8Hhc8](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
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

- 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