

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

Do Now:

- Write down one word to label or describe the 1920s
- **Friday 3/9** – Vocabulary Quiz – Cause/Effect, Cite, Compare/Contrast, Explain, Analyze.

Roaring 20's



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Best Label for 20's?

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

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



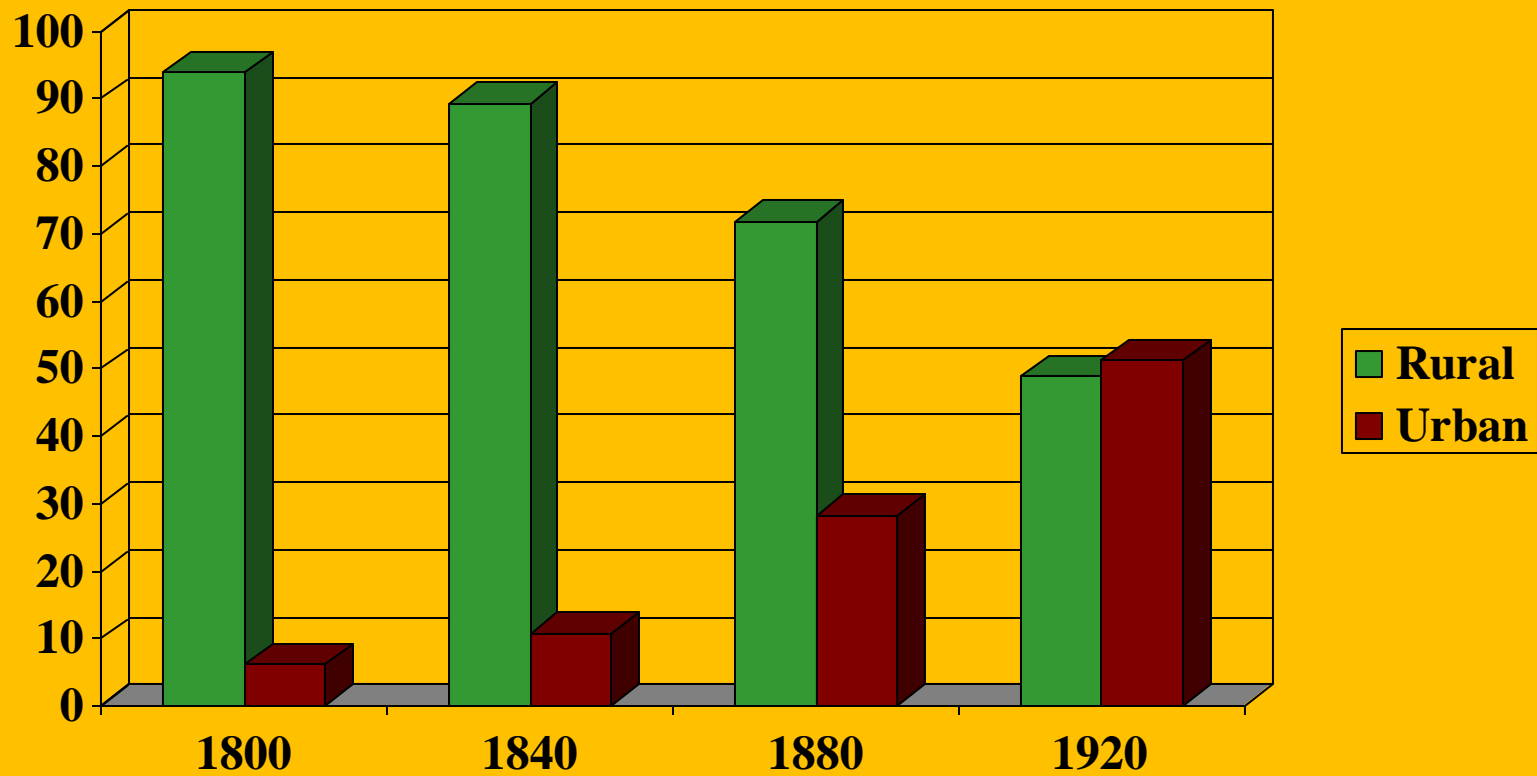
One hundred years ago the population of the U. S. Today the city population is greatly in excess of the country population. was two-thirds farming and one-third city population.

"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

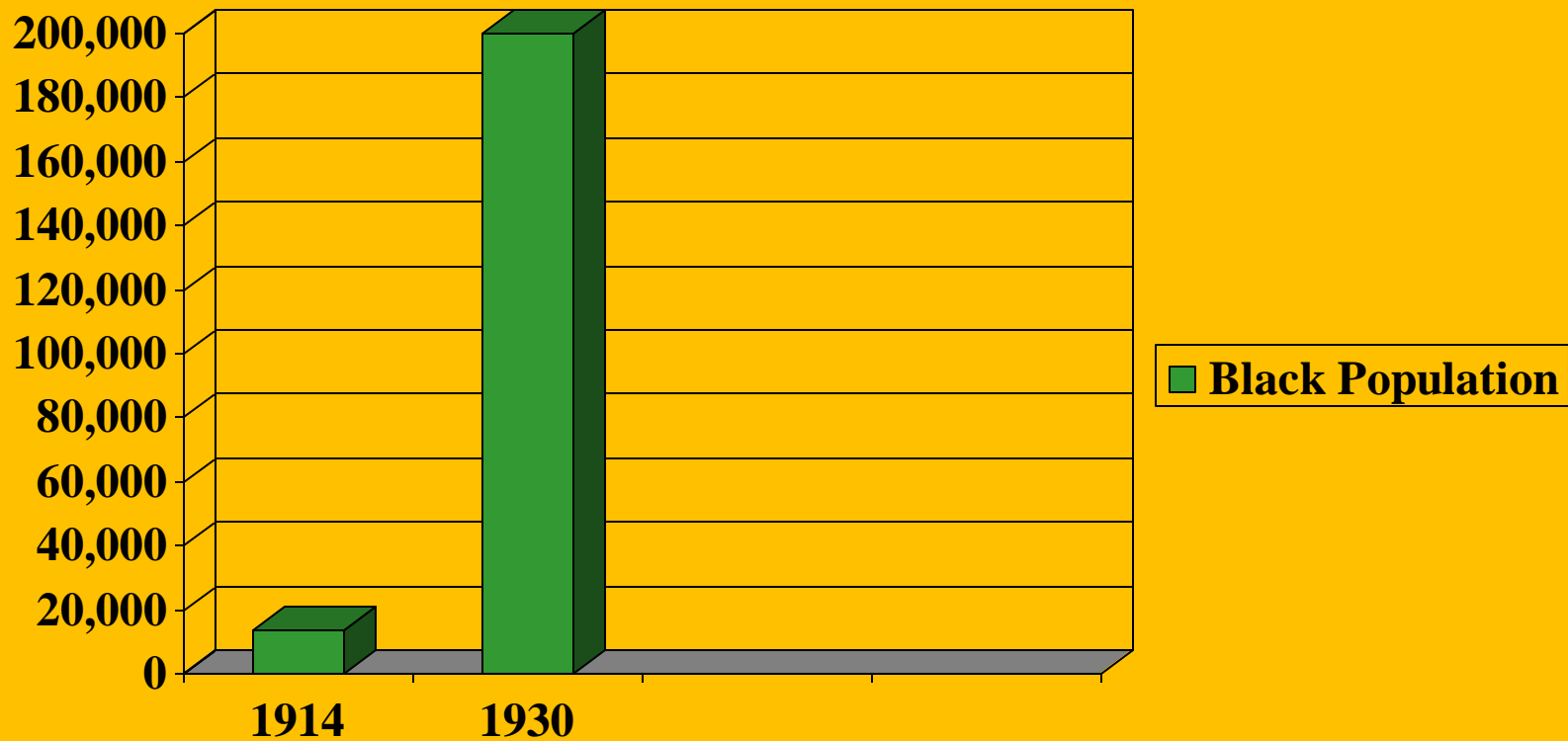
The 1920's

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

Reasons for the Great Migration

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

Black Population of Harlem



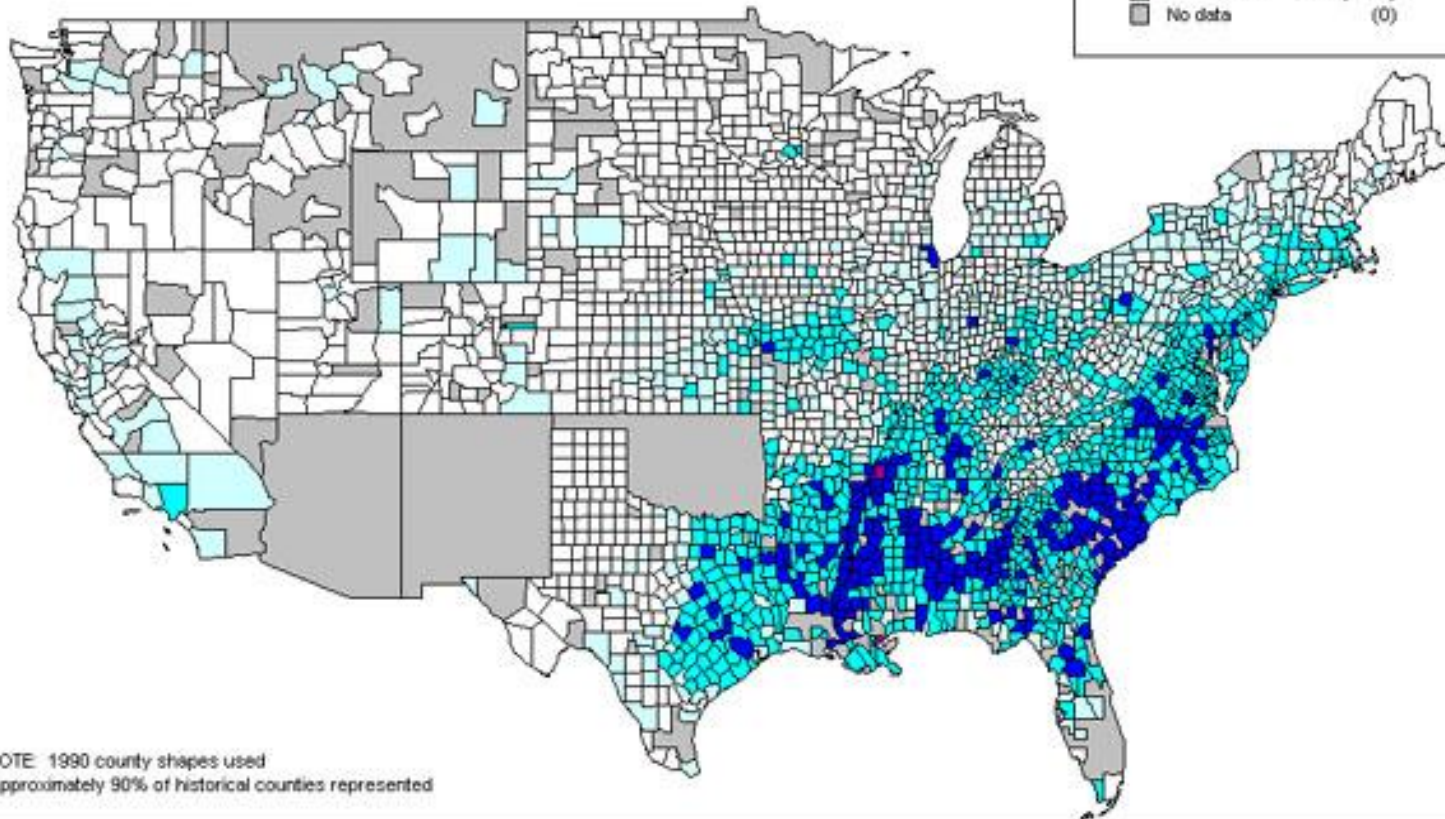
The Great Migration 1910-1930

1890 African American population

Source: U.S. Census, Historical Census Data web site

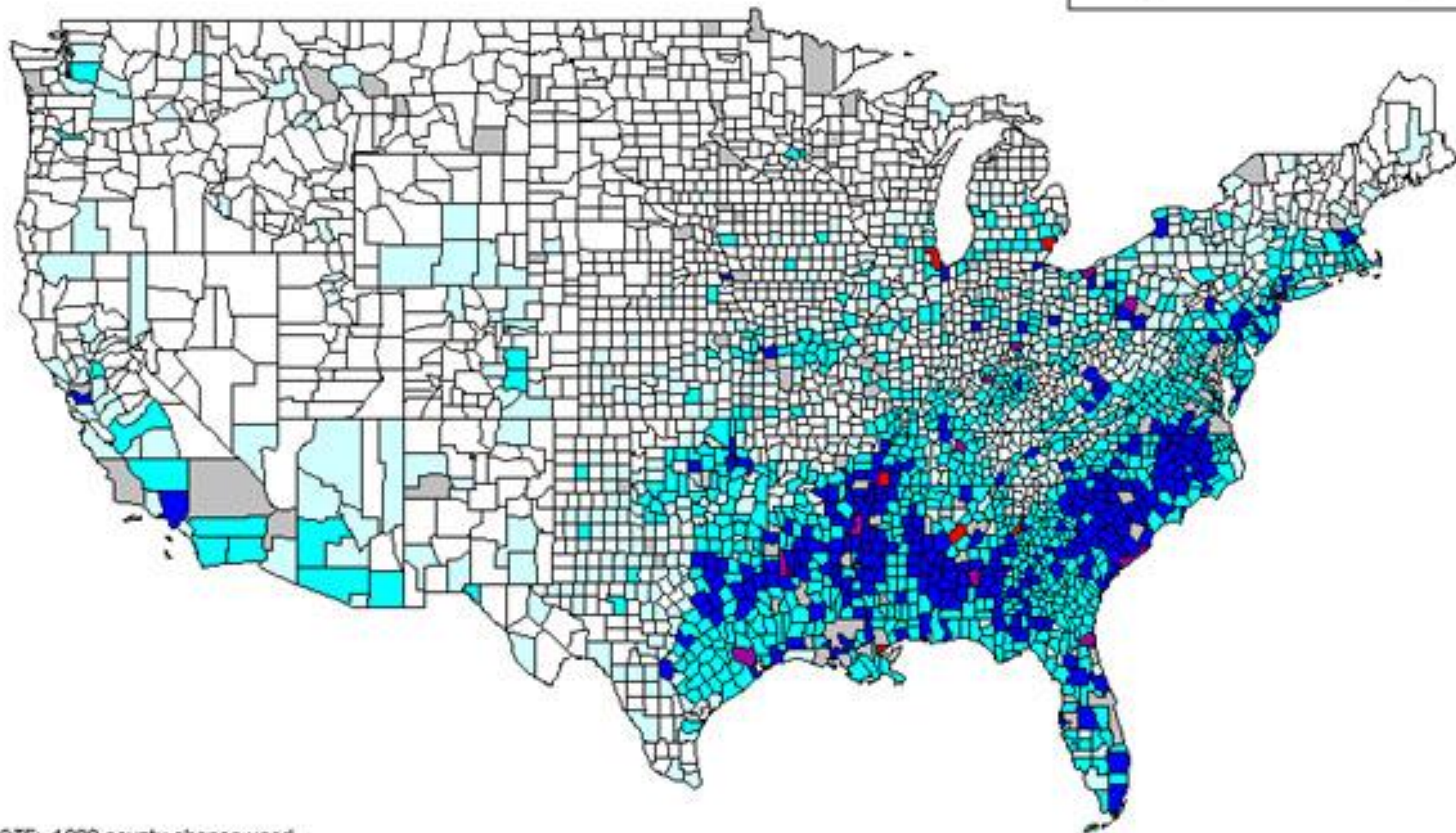
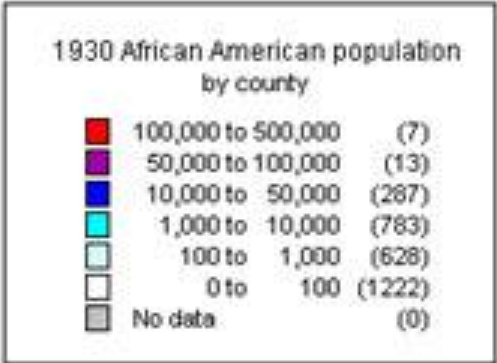
1890 African American population
by county

■	100,000 to 500,000	(0)
■	50,000 to 100,000	(3)
■	10,000 to 50,000	(210)
■	1,000 to 10,000	(742)
■	100 to 1,000	(637)
■	0 to 100	(1063)
■	No data	(0)



1930 African American population by county

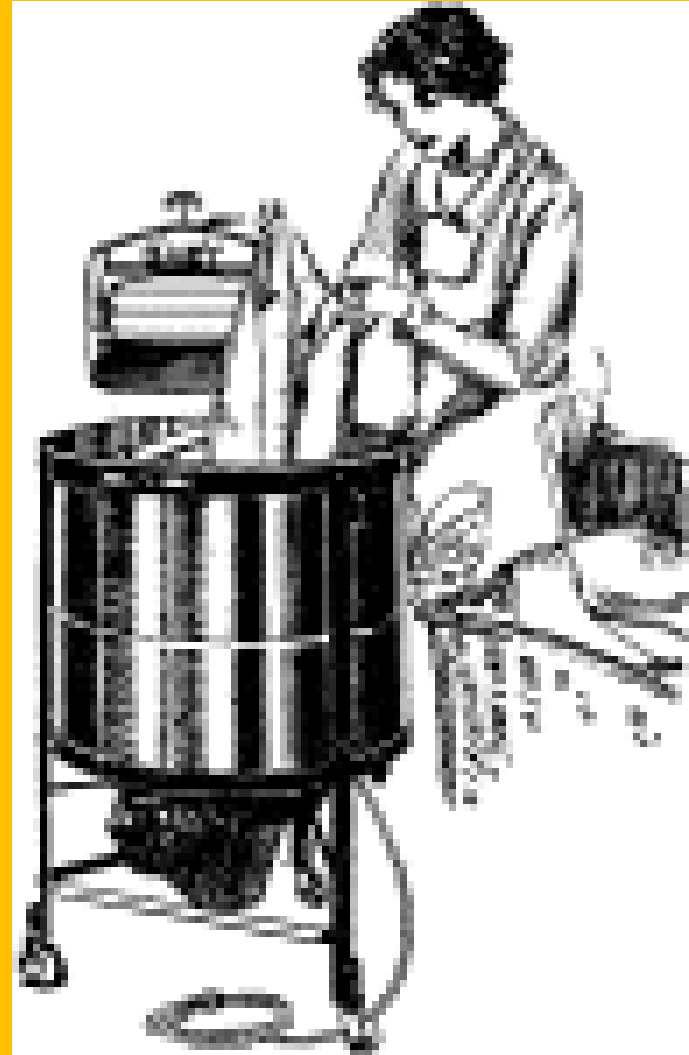
Source: U.S. Census, Historical Census Data web site



NOTE: 1990 county shapes used
Approximately 90% of historical counties represented

New Technologies

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



A National Culture

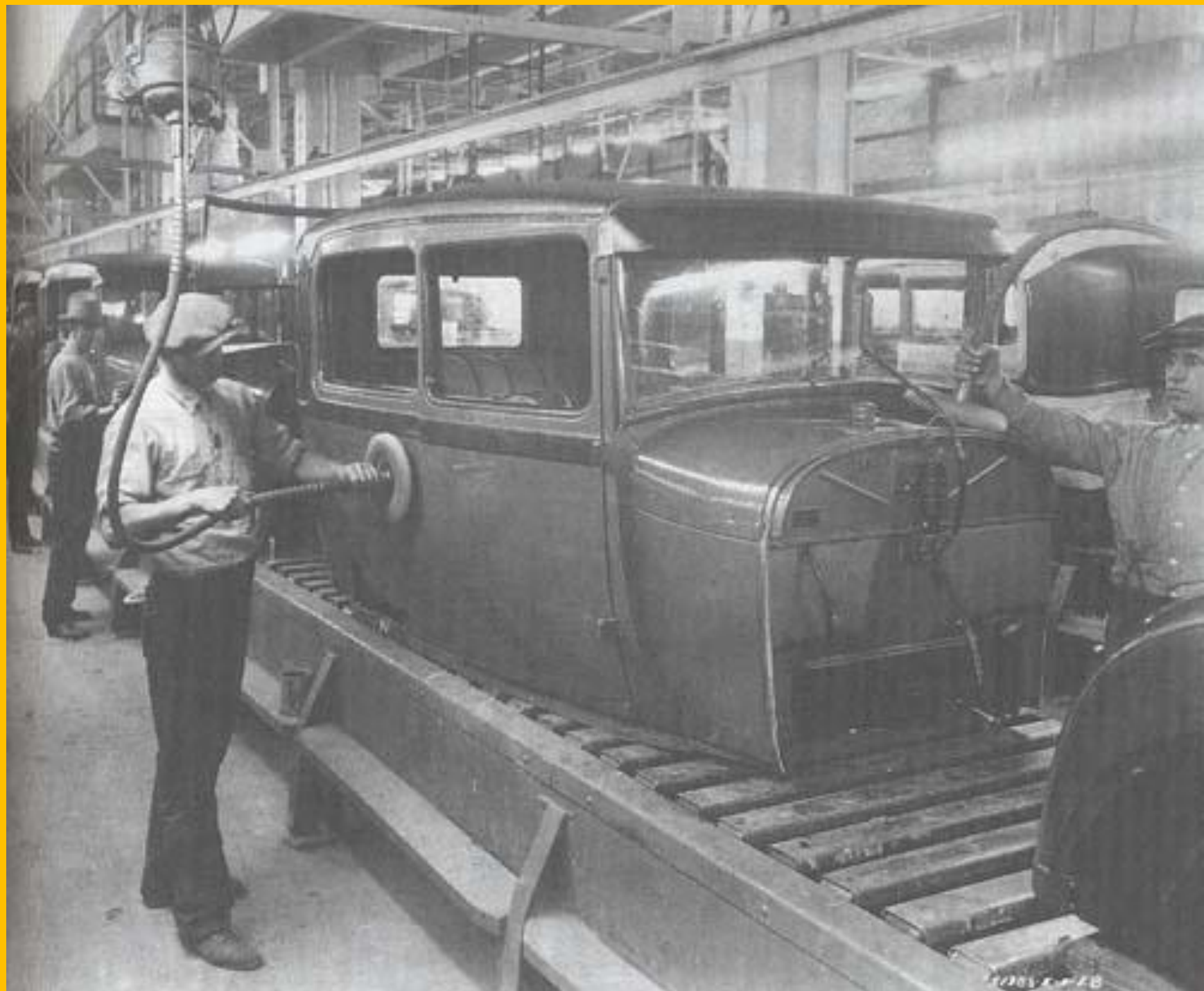
- Sports – baseball, boxing
- National Heroes – Charles Lindbergh
- Jazz Music
- Effects
 - Creation of a National Culture, break down of regional differences



Consumerism

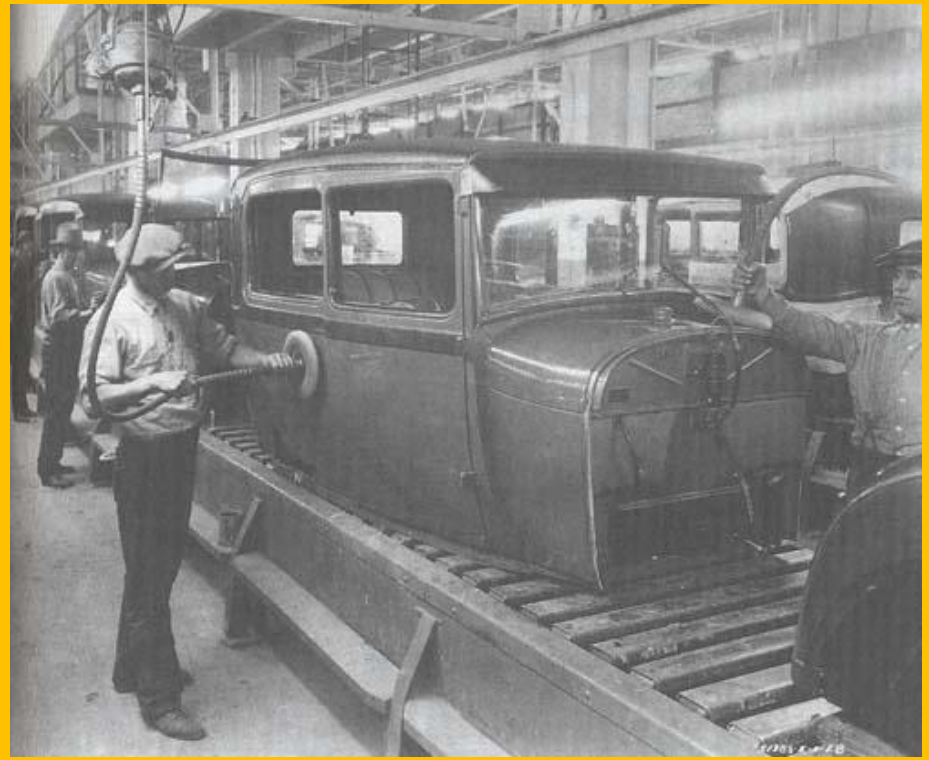
- consumer goods rather than heavy industry
- Demand for new products – radios, appliances, etc.
- Buying on credit
- Expansion of advertising – creation of needs





FORDISM

- Assembly Line
- Higher wages
 - Happier, more productive workers
 - Can afford Ford Products



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

Fetidious 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

IF GRANDPAP COULD ONLY RETURN WITH SOME OF HIS DISCIPLINE

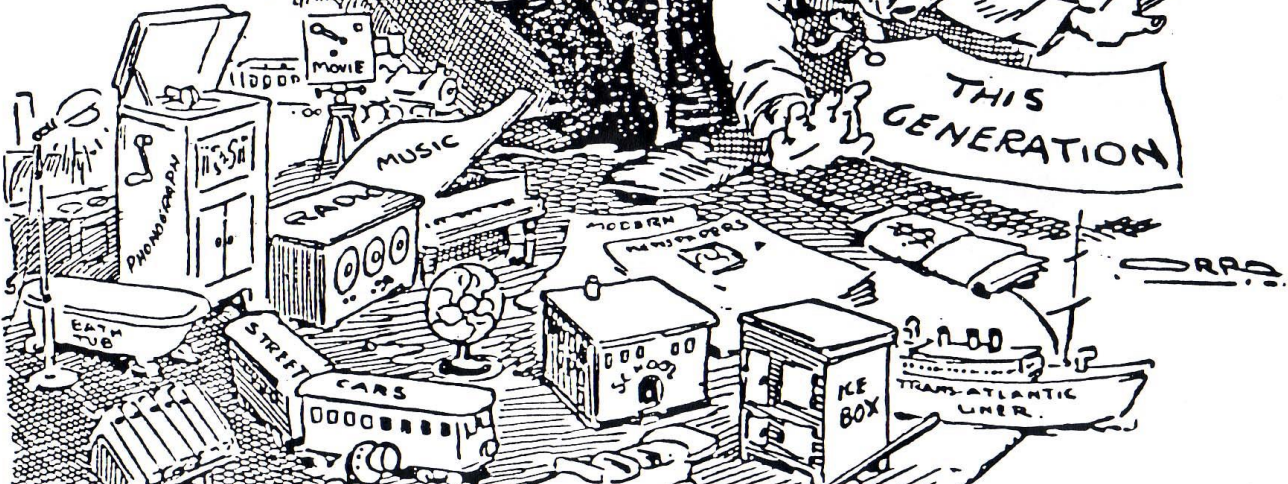
[Copyright: 1924: By The Chicago Tribune.]

YOU'VE GOT EVERYTHING
IN THE WORLD TO BE
THANKFUL FOR; BUT THE
MORE YOU GET THE
MORE YOU KICK !!!



OUR FRUGAL
FOREFATHERS'

THIS
GENERATION



New Manners and Morals for Women



Expanding Opportunities and Rights for Women

- 19th Amendment (1920)– Woman's Suffrage
- New Manners - Flappers

Flapper Styles Will Prevail!

THE

Not for Old Folks

OCTOBER

20
CENTS
A
COPY

FLAPPER

TWO
DOLLARS
A
YEAR

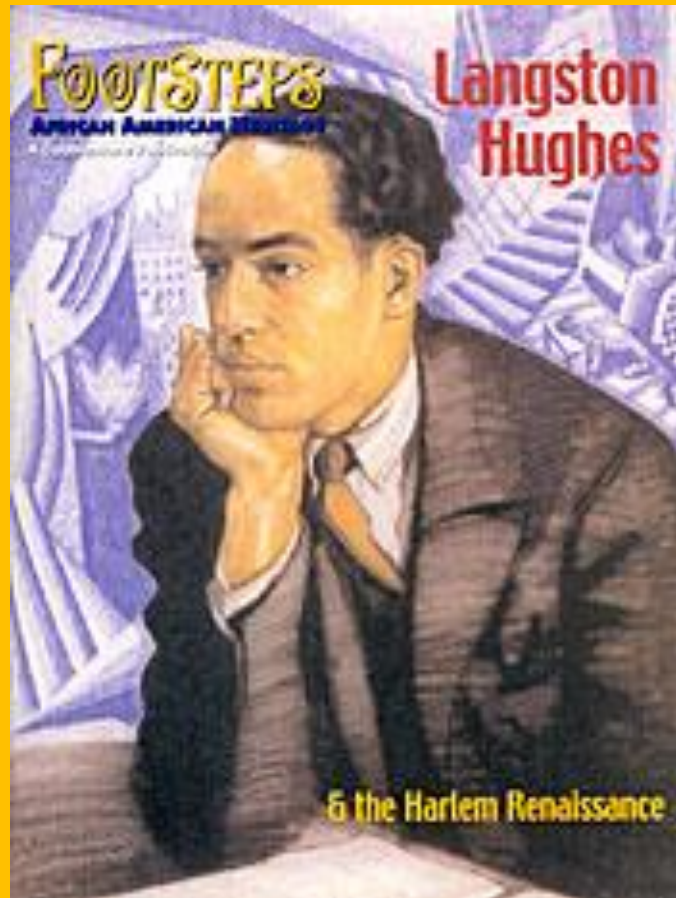
[TRADE MARK]



"THE FLAPPER'S REVENGE" in This Number

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

The Harlem Renaissance



Flourishing of African-American Art, Literature and Music

- Literature – Zora Neale Hurston, Langston Hughes
- Music –Louis Armstrong, Duke Ellington

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?



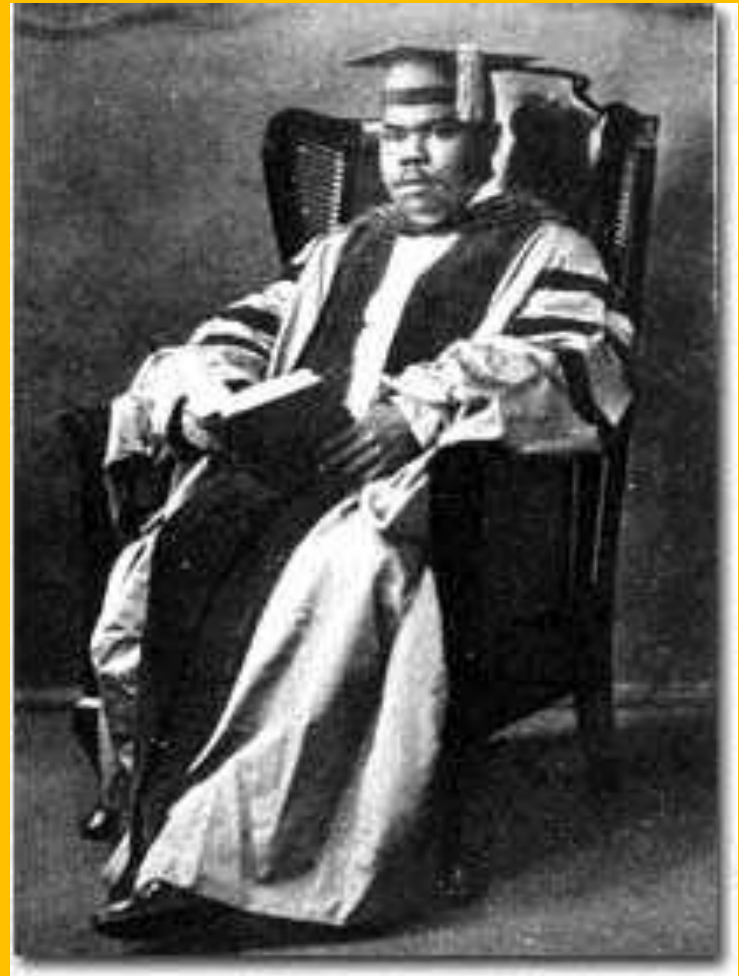
Duke Ellington

- [YouTube - Duke At The Cotton Club](#)

Marcus Garvey



THE MARCUS GARVEY AND UNIA PAPERS PROJECT

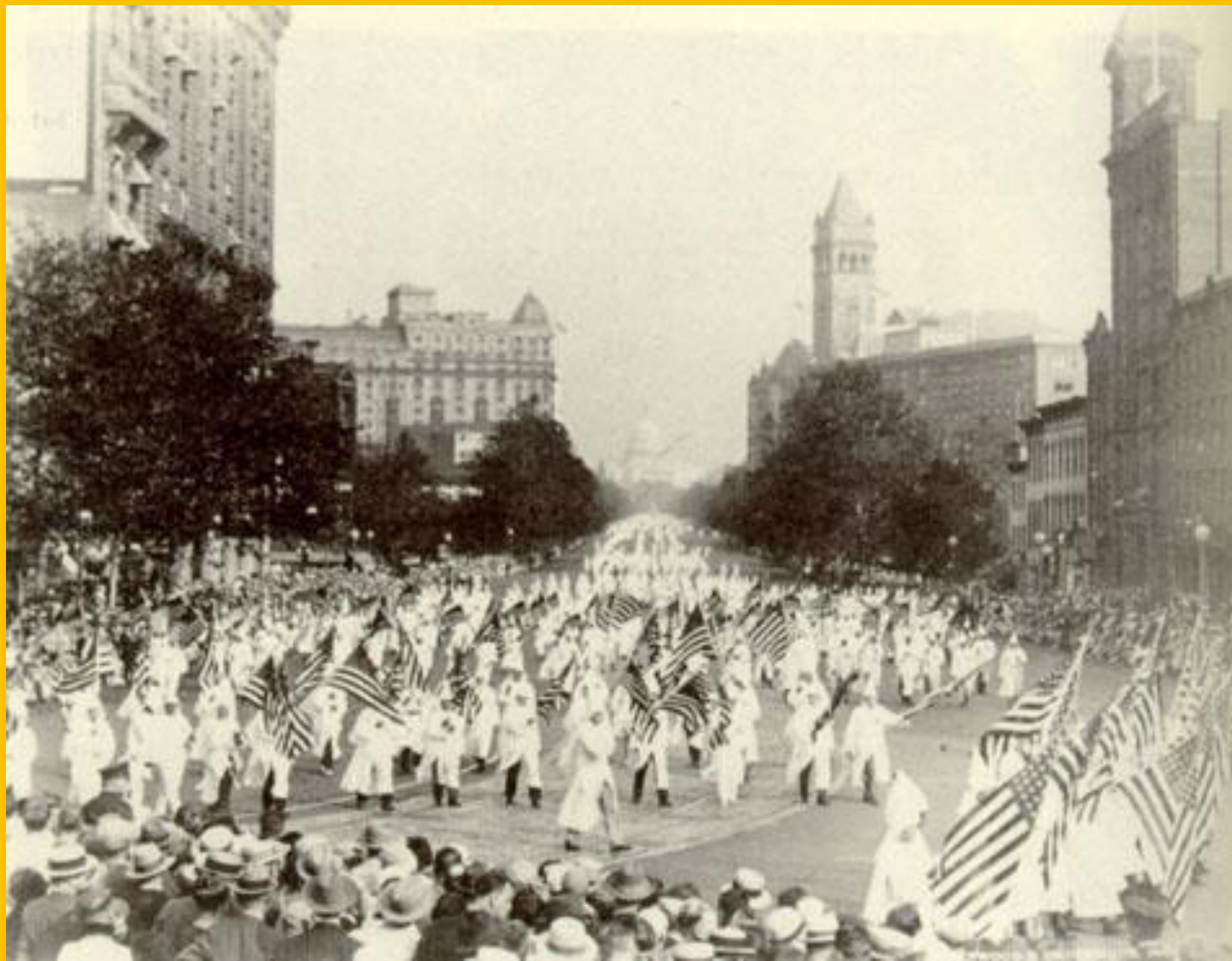


Marcus Garvey

- Goals
 - Black Separatism
 - “Back to Africa”
 - Black Nationalism
 - Blacks should take pride in their history and accomplishment



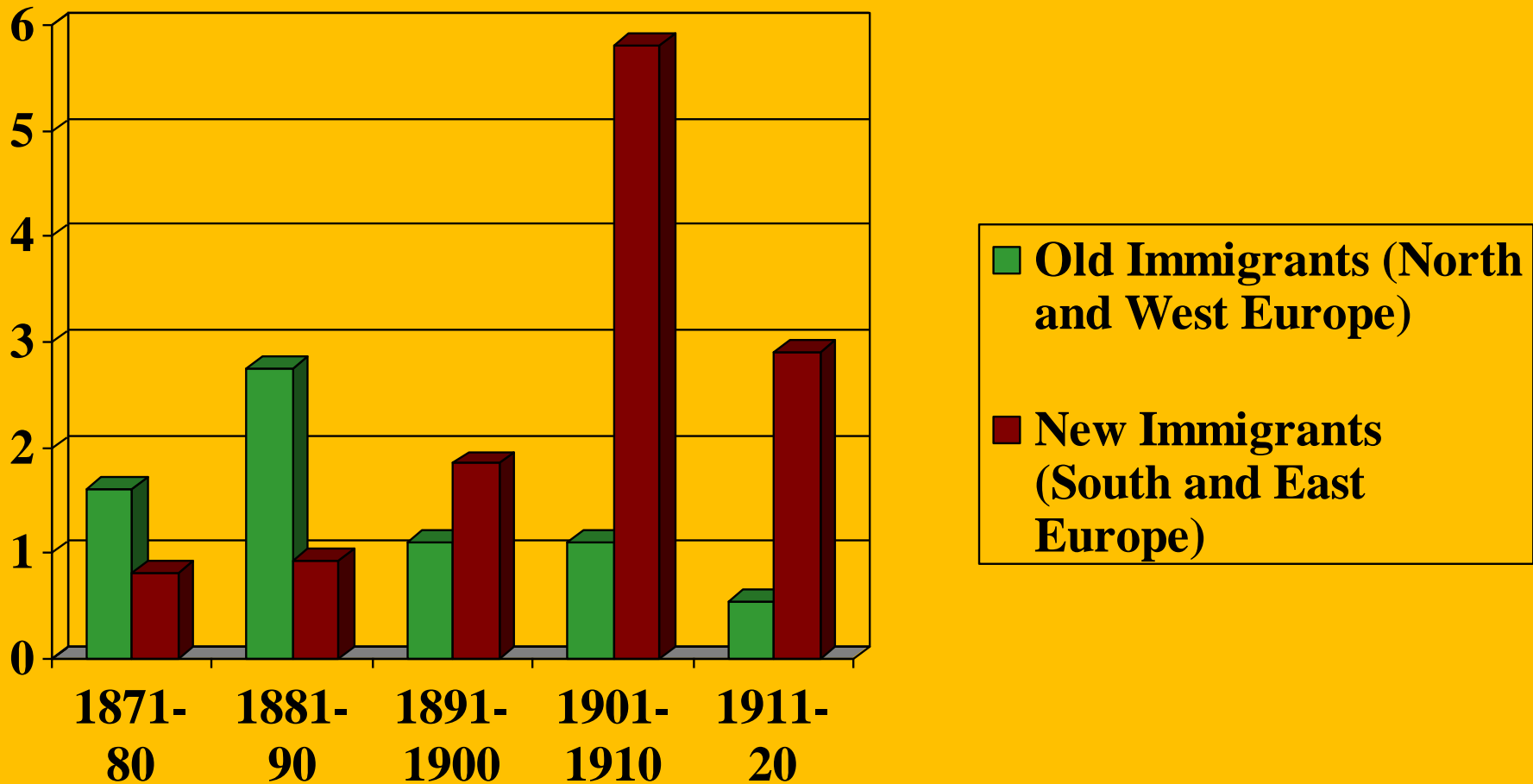
Nativism



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”

Immigration Old and New



The New Immigration

- Old Immigrants – N and W Europe, tended to be Protestant (except for Irish), many English Speakers
- New Immigrants – S and E Europe – Catholic, Jewish, tended to be poorer, and culturally viewed as much more different

Reasons for Nativism

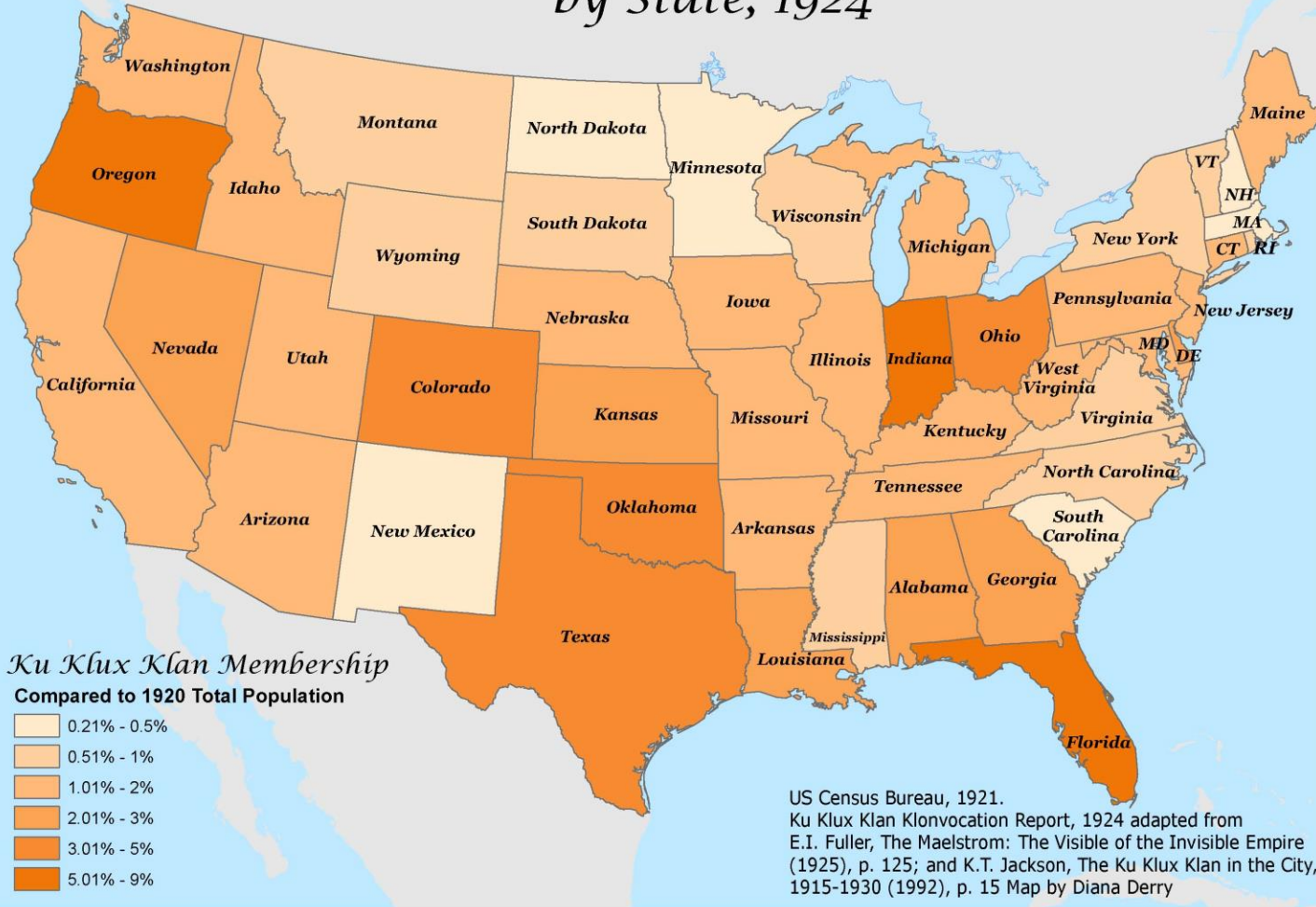
- Social
 - Hyper-nationalism from WWI
 - Social Darwinism and Influence of Eugenics, racism; –
- Economic
 - Competition for Jobs – Post-war recession; soldiers returning home
- Political
 - Fear of radicalism – **RED SCARE**

Manifestation of Nativism

- Re-emergence of the Ku Klux Klan
- Red Scare
- Sacco and Venzetti Trial
- National Origins System
 - Quota Acts
 - 1921
 - 1924
 - 1927
 - 1929



Estimated Ku Klux Klan Membership In the U.S. by State, 1924

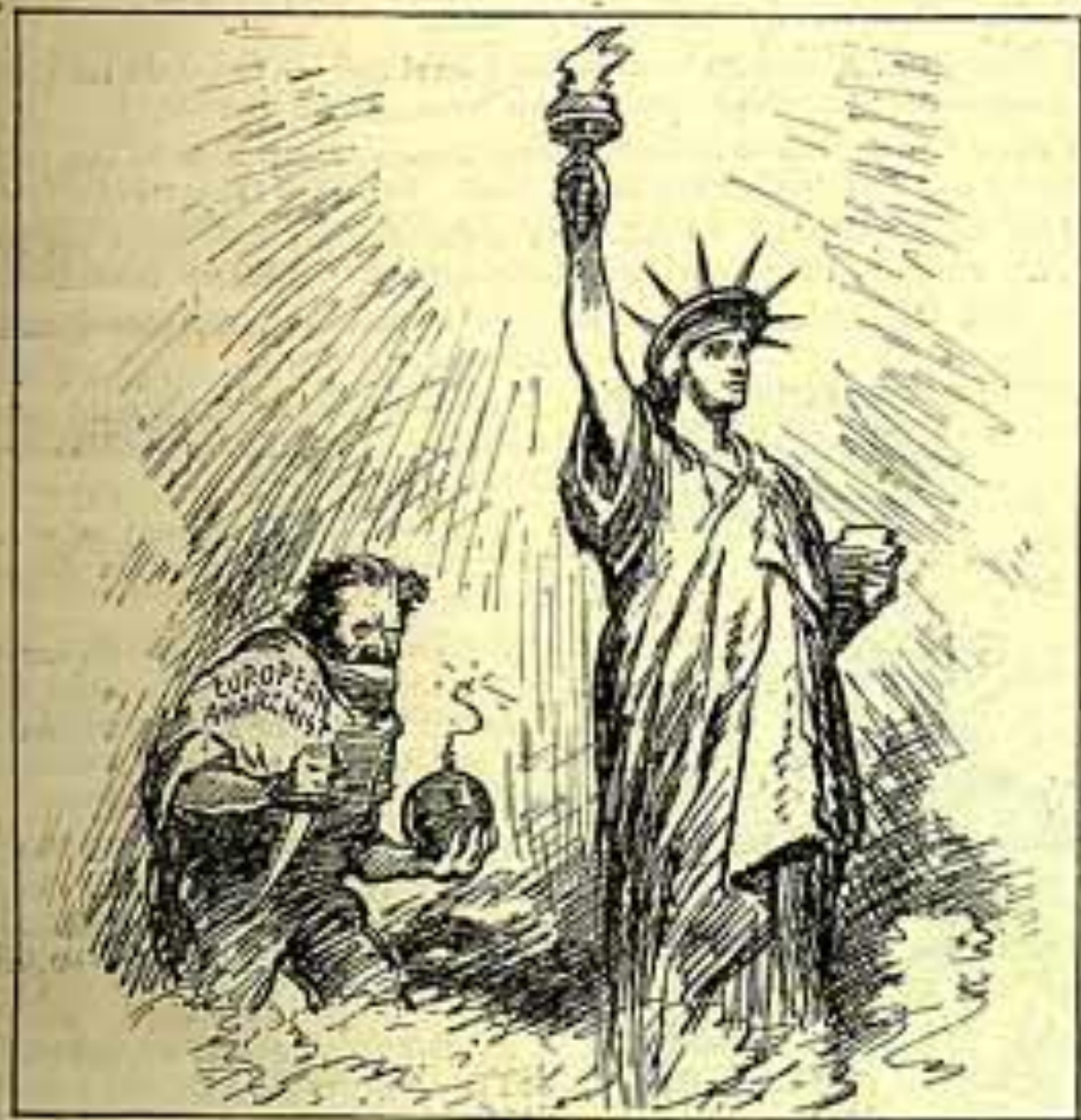


Sacco and Venzetti

Italian immigrants
and anarchists

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



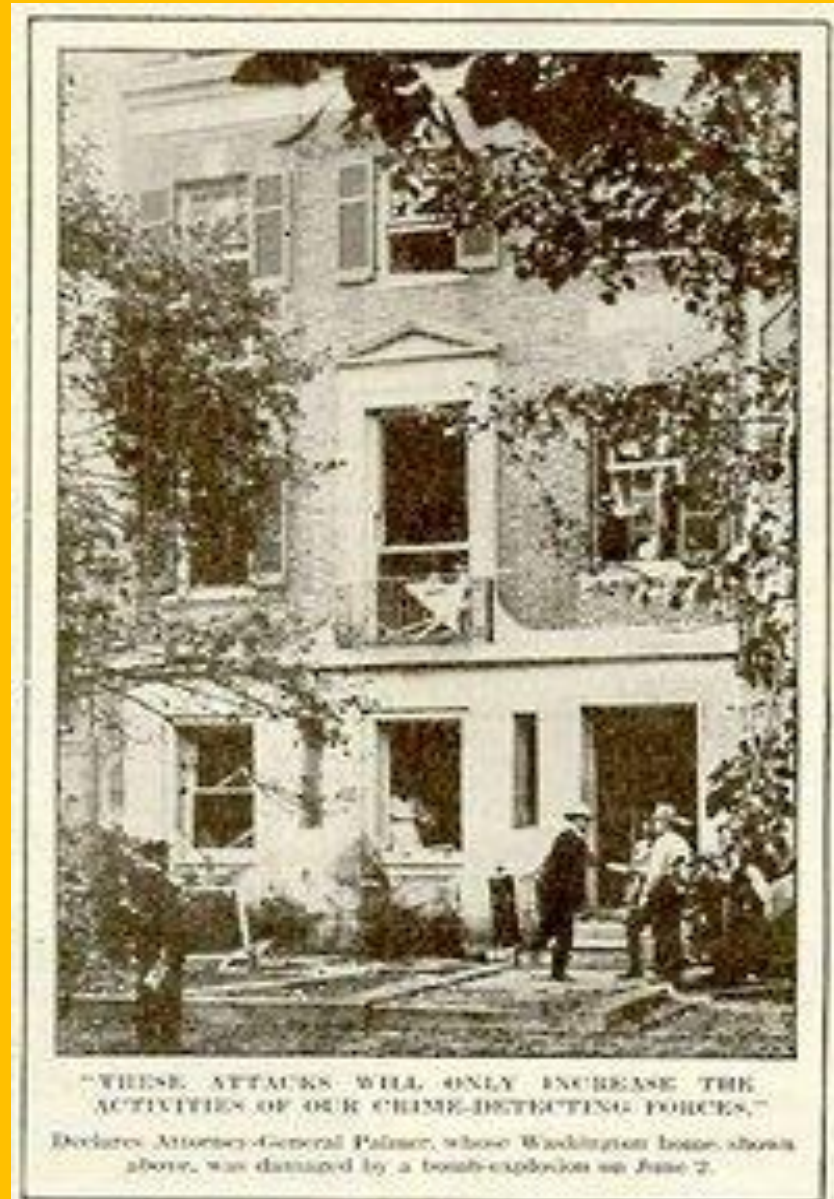


"COME UNTO ME, YE OPPRESS!"

—Alley in the *Memphis Commercial Appeal*.

The Red Scare

- Causes
 - Russian Revolution
 - Labor Unrest (Seattle and Boston Strikes)
 - Terrorist Attacks
 - Spike in immigration
- Results:
 - Palmer Raids
 - Deportations
 - Crack Down on Radical Party Organizations (IWW)
 - Immigration Restrictions



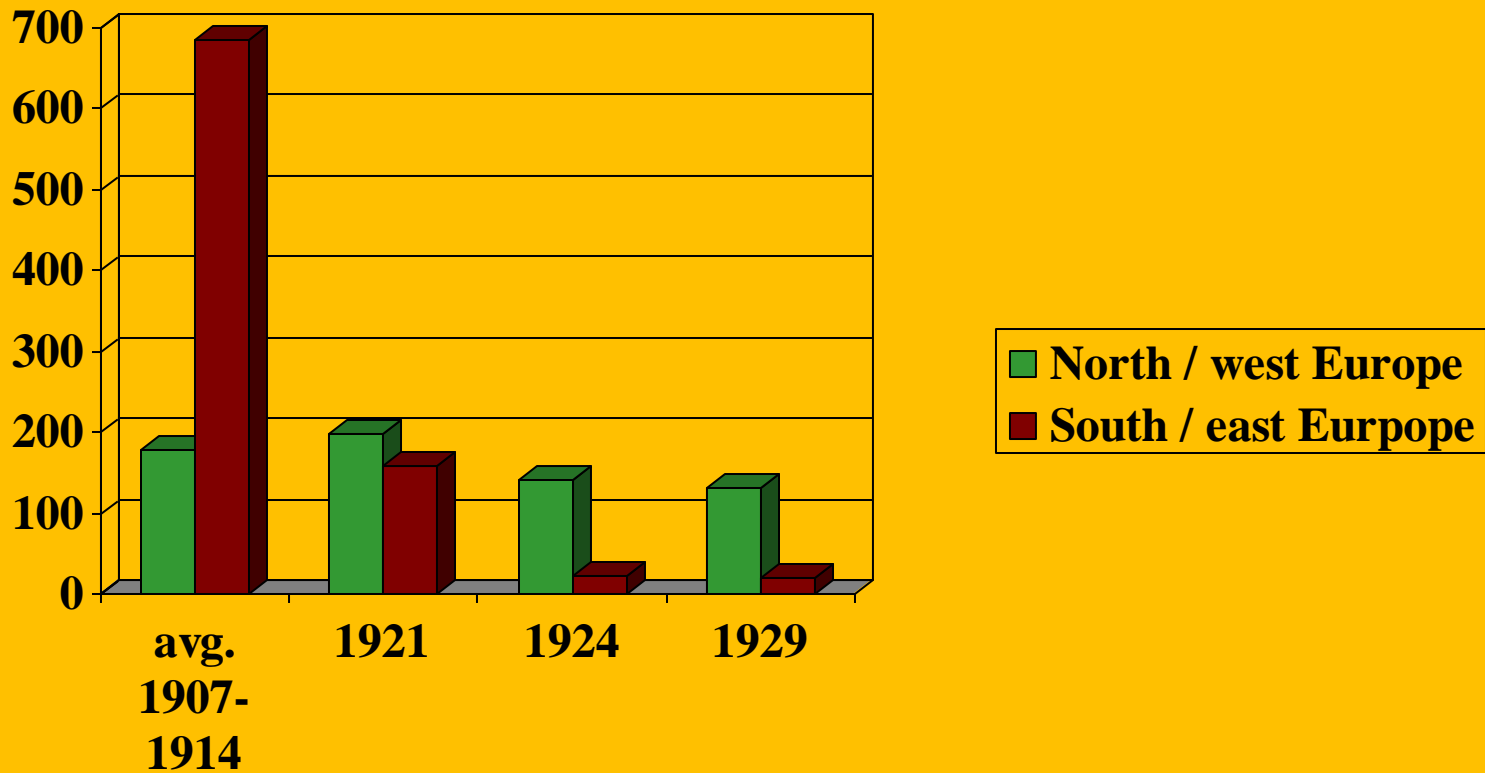
Early Immigration Restrictions

- 1882 – Chinese Exclusion Act
- 1907 – Gentleman's Agreement – near prohibition on Japanese immigration
- 1917 – Literacy Test Act

Immigration Restrictions During 1920s

- 1921 – 3% of total of that nationality according to 1910 census
- 1924 – 2% of total of that nationality according to 1890 census
- 1927 and 29 – Maximum of 150,000 immigrants per year

Impact of Immigration restrictions (in thousands)



Scopes Trial (1925)



Prohibition



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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



*Not the Bible, but
the test-tube.*

"Away with God"



*There is no god but
the proletariat*



*There is no god but
protoplasm*

THE DEICIDES



"THESE ATTACKS WILL ONLY INCREASE THE
ACTIVITIES OF OUR CRIME-DETECTING FORCES."

Declares Attorney-General Palmer, whose Washington home, shown
above, was damaged by a bomb-explosion on June 7.

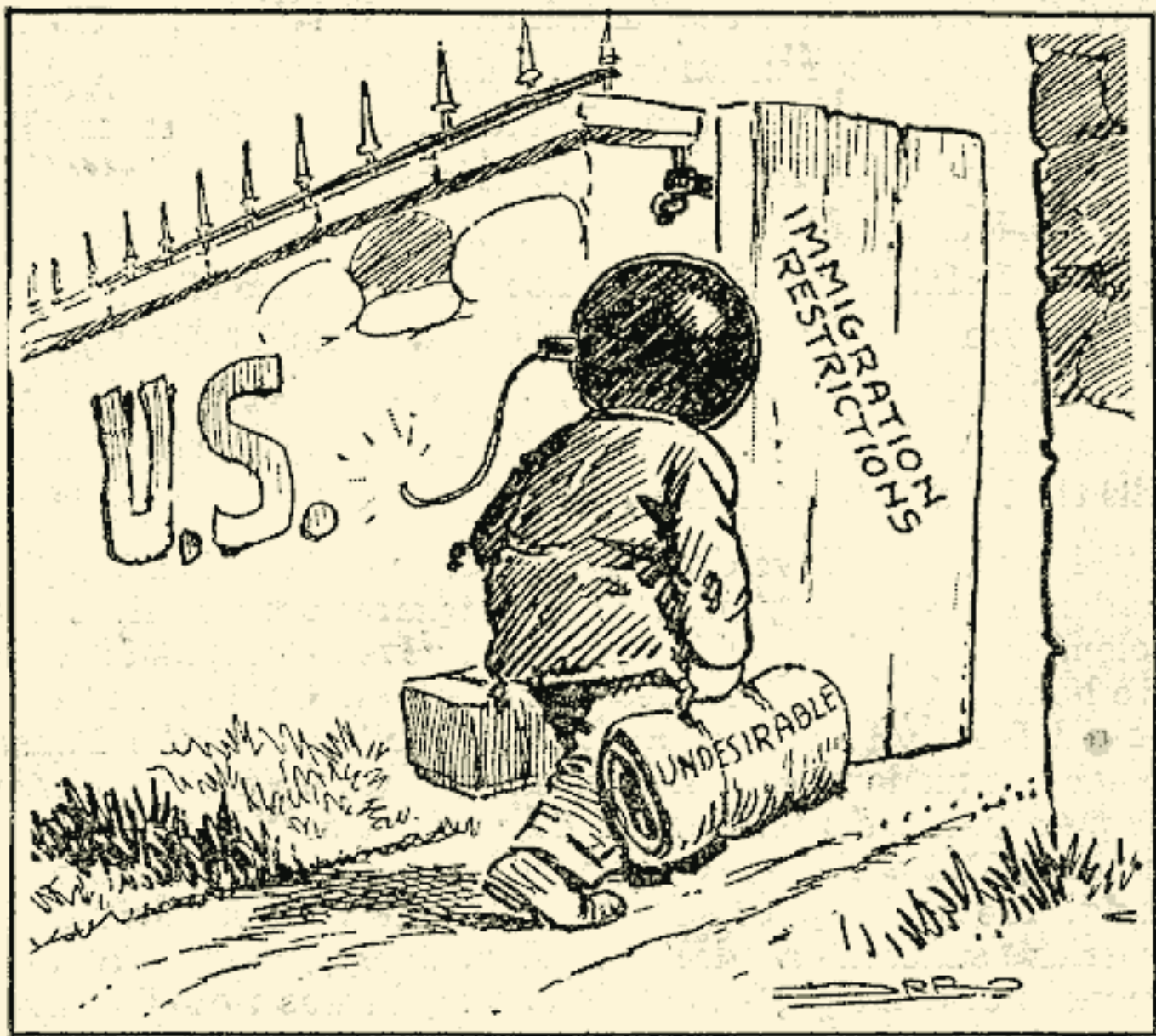
Rise of Nativism and the Culture War Battlegrounds



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

The New KKK

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



CLOSE THE GATE.

—Orr in the *Chicago Tribune*.