

# “The Roaring 20s”

1919-1929

Time of economic prosperity



Lots

NEW WAYS TO ENJOY THEIR TIME & HAVE FUN



time of new consumer goods



TEACHING OLD DOGS NEW TRICKS

# The Roaring Twenties

Americans wanted to forget the horrors of the Great War. U.S. politicians wanted to keep out of European conflicts, and the Senate refused to join the League of Nations.

The 20s was an age of fads, dance crazes, and the adoration of pop culture heroes. It was a materialistic age, which glorified the rich, and ignored the poor.

The Stock Market continued to rise, and businessmen and the public alike believed prosperity wouldn't end. Ordinary citizens ignored Prohibition laws and criminals got rich selling liquor.

"Flappers" flaunted a new permissive style; both men and women sported radical changes in fashion and hair styles and in the way they spent their time.

By 1927, Henry Ford brought out his Model A, 21 million cars jammed the roads of America. People owned radios, and for the first time listened to the nightly news, comedy shows, and sports events.

Walt Disney produced the first animated sound film and introduced Mickey Mouse. Musicians, writers, and artists flourished in the twenties



# Education

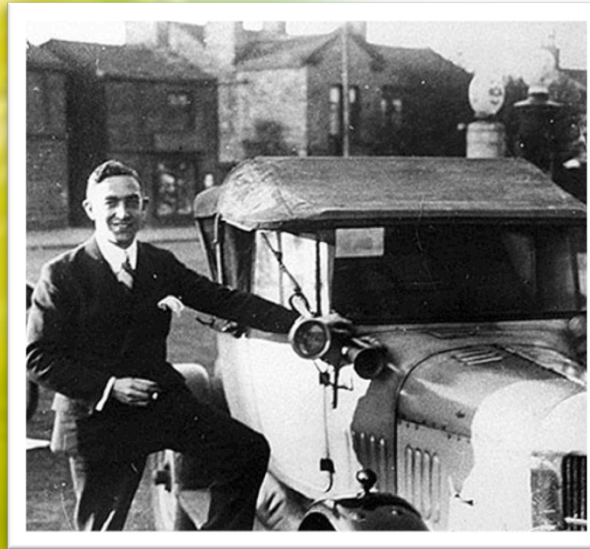
- Interest growing
- Less kids working—more in school
  - 1915-1930; #'s in school tripled



# Technology



- People could travel more
  - Improved railroads and air travel
  - Growing use of cars
- Radio broadcasts



# Fads & Fun

Fad= an intense and widely shared enthusiasm for something, especially one that is short-lived and without basis in the object's qualities; a craze.

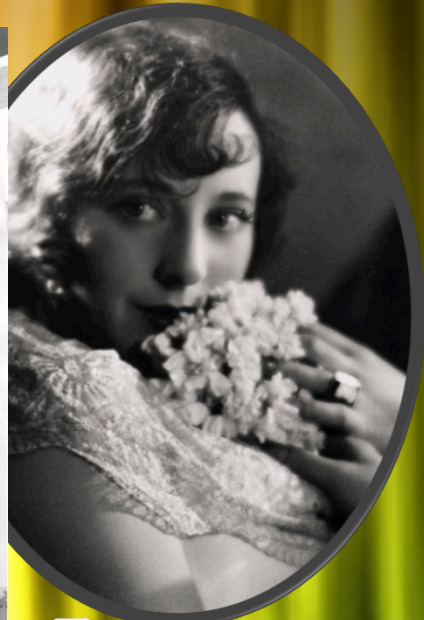
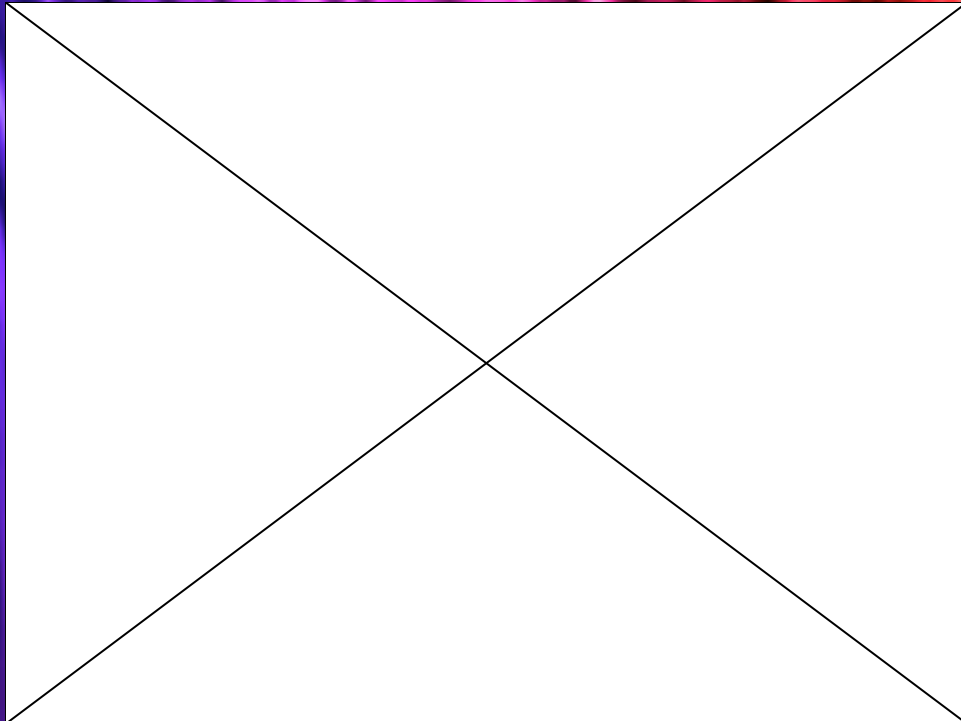
- mah-jongg: Chinese game
- crossword puzzles
- miniature golf
- magazines
- movies
- flagpole sitting



# Movies

- Until the late 1920's, motion pictures were silent
  - musical accompaniment provided by theatre owners in the form of live orchestras.





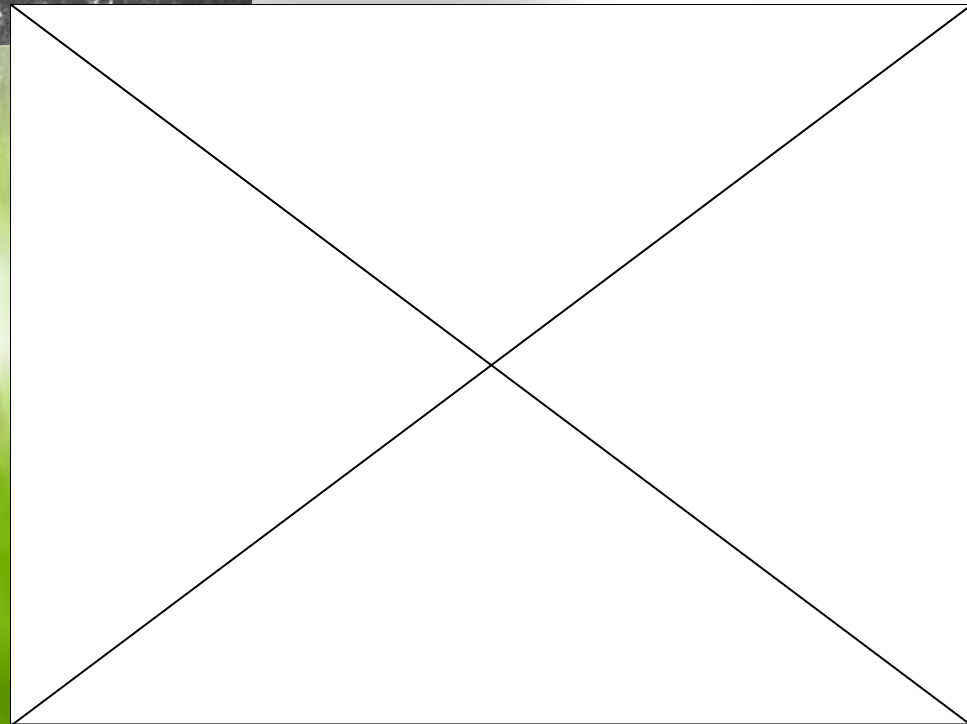
# Nickelodeon



# Dancing & Fashion



- Charleston
- Black Bottom





# Flappers

- Young, rebellious women began wearing clothing that showed their arms and legs— known as flappers
- Care free women who smoke and drank
- Hairstyle of the decade--short chin length bobs
- Wore shorter dresses
- Rolled stockings down to their knees
- Lipstick, eye shadow, nail polish
- Hats became a trend
- Fur coats





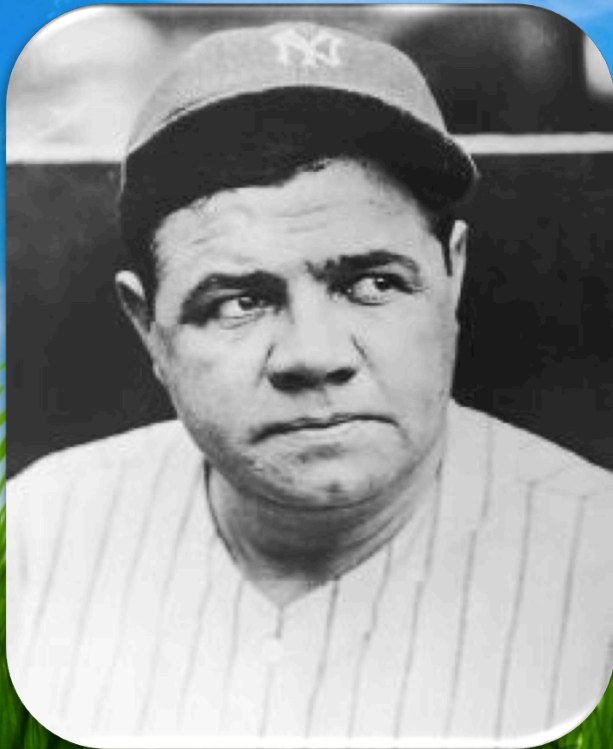
# Right to Vote

- Suffragette: A woman seeking the right to vote through organized protest.
  - Efforts were successful in 1920, when the 19<sup>th</sup> amendment was ratified
  - Mainly given this right due to women's success working in manufacturing/factories during WWI
- After earning the right to vote women pushed for equal rights
  - There was a 2 million increase of women having jobs since the war had ended
  - Jobs were sex segregated
  - Mainly took jobs as nurses, teachers, or other jobs men rarely wanted
  - Flappers helped women to assert themselves more; grew in independence



# Sports

The 1920s have been called the Golden Age of Sports. From the very beginning of the decade extraordinary athlete-heroes emerged in virtually every sport



- Baseball, tennis, golf, swimming, football and boxing became very popular entertainment.

- Newspapers, magazines, radio and movies all played a role in boosting the profile of sport and the sporting giants.

**Babe Ruth:** In 1920 he hit over 54 home runs; in 1927 he hit 60. In 1923 he was named Most Valuable Player of the league. He experienced the joy of winning the World Series on seven different occasions. Children idolized him and adults loved to watch him skillfully play the all-American game, baseball.

# Urban vs. Rural




- 50% population lived in cities & towns (urban)
  - large immigrant populations
  - rural (countryside) Americans believed city life threatened traditional values
- Question of prohibition
  - Banning alcohol
  - Prohibition= the prevention by law of the manufacture and sale of alcohol
  - between 1920 and 1933.
- Those who opposed Prohibition believed:
  1. gave the govt. too much power
  2. make criminals out of people who rarely drink

# Women's Christian Temperance Union

- Temperance= self restraint, primarily when it comes to eating or drinking
- Claimed alcohol led to
  1. crime
  2. poverty
  3. break-up of families

PLEASE SIGN THIS CARD AND KEEP IT



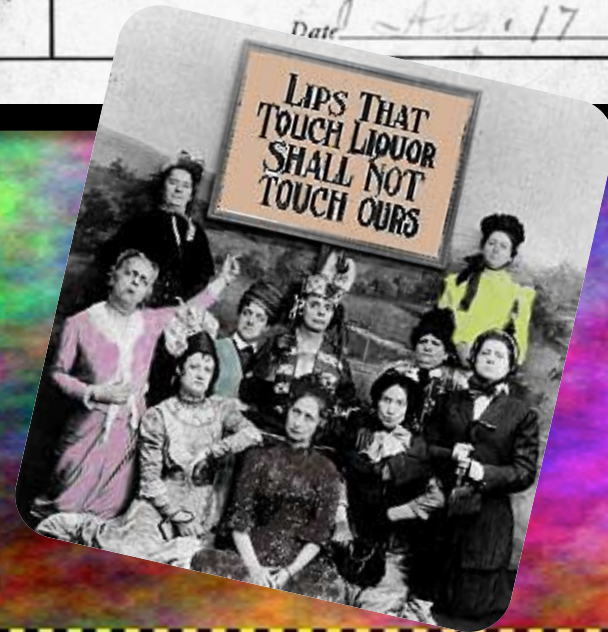
**Woman's Christian Temperance Union**

**PLEDGE**

I hereby solemnly promise, God helping me, to abstain from all distilled, fermented and malt liquors, including wine, beer and cider; and to employ all proper means to discourage the use of and traffic in the same.

Name Mrs. Agnes Cole

Date Aug. 17 1917



# Outcome

- By 1917: 19 states ban alcohol
  - Anti-German sentiment grows (WW1/Brewery's)
- Congress passes 18<sup>th</sup> Amendment (1919)
  - Took effect in January of 1920
  - forbid alcohol in U.S.
  - Volstead Act: set federal punishments for manufacturing/sale of alcohol



# A Dry Nation

- Causes many problems
  - 50,000+ arrested for breaking the law—overburdened jails, police, court systems
  - Corrupted law enforcement
  - Led to a disrespect of the law
  - Led to organized crime
  - Led to unemployment because of alcohol industry job loss
  - Led to death, blindness, paralysis due to people making their own alcohol
  - Since bootleg alcohol was expensive and dangerous, this led many drinkers to switch to opium, cocaine, and other dangerous substances.
  - Tax loss ( tax on alcohol help support cities)
  - Finding alcohol from other sources:
    1. stole alcohol used to make perfume/anti-freeze
    2. made alcohol at home
    3. brought in from other countries (Canada/Mexico)
- Smugglers: aka bootleggers (hid bottles in boots) To carry alcohol on one's person illegally--to manufacture, sell, or transport for sale
- Speakeasies: secret illegal clubs that served alcohol; usually owned by gangsters. Promoted heavy drinking and gambling.



# Gangsters/The Mob

- Major cities: organized crime
  - control illegal liquor trade
- Famous gangster: Al Capone (Chicago)
  - Nickname= Scarface
  - by 1927; he earned \$60 million a yr.
- This business became deadly
  - hundreds of gang related murders took place
  - Frequent shootouts between rival gangs and they fought for control of districts





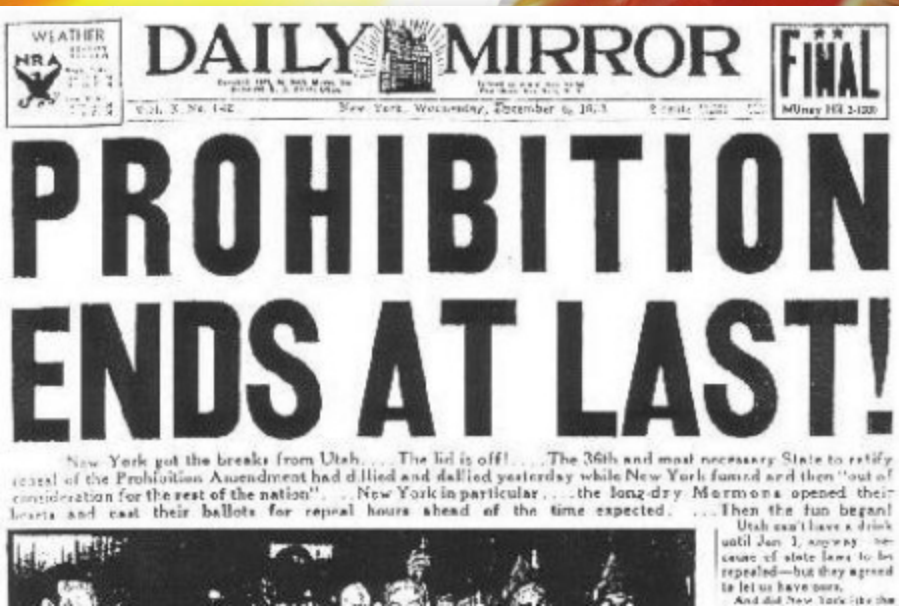
# St. Valentine's Day Massacre

- Feb. 14, 1929
- Gang war between Italian/Irish Mobs
- Capone's headquarters attacked in broad daylight
  - Capone retaliated; killed 7 gang members of rival gang
- Capone imprisoned in 1931; tax evasion



# 21<sup>st</sup> Amendment

- Repealed the 18<sup>th</sup> Amendment
- Dec. 5, 1933: amendment ends prohibition
- Some states ignored and kept anti-alcohol laws





[p://www.history.com/topics/harlem-renaissance](https://www.history.com/topics/harlem-renaissance)

# THE HARLEM RENAISSANCE

# African Americans

- Southern states segregated public facilities (like buses, restaurants, schools, etc.)
  - Less than 10% of blacks were allowed to vote
- The Great Migration: the movement of 6 million blacks out of the south to the Northeast, Midwest, and West that occurred between 1910 and 1970.
  - African Americans moved from rural to large cities
  - Major areas: New York, Chicago, Detroit
  - Most lived in poor areas, but some were able to afford better housing in white neighborhoods—Led to more hatred towards blacks
  - Led to heightened discrimination and violence
- Many black movement groups began to form to fight inequality
  - Led to black leaders
  - Companies and newspapers directed towards the African American community



# The Ku Klux Klan

- The KKK flourished 1921-1926
  - Membership of millions of Protestants
  - Big in the south but was reaching places such as Oregon and Indiana
  - Indiana's governor and Oregon's mayor were members of the KKK
  - Women also belonged to the group (half-million members)
- Purpose: Argued for a purified nation and denounced African Americans, Mexicans, Catholics, Jews, as well as bootleggers and adulterers.
  - Had support from nativists
  - Nativist: People who believed they were the true "Native" Americans despite being descended from immigrants.
  - Happened because of the waves of immigration in the mid-19th century, "nativists" created political parties and tried to limit immigrant rights.
- Competition with white for housing, jobs, and in politics led to race riots



# KKK History

- Klan was originally founded in 1865 in Tennessee by young former Confederate officers
  - Spent time wearing disguises and riding around town after dark—realized they were scared former slaves
  - Died out in 1869 when prominent citizens dropped out as the groups reputation for violent grew
  - The white hoods and sheets were meant to represent the ghosts of the Confederate soldiers who died in the Civil War.
- Klan revival in 1915
  - Senators, congressmen, governors, judges, even future President Harry Truman wore the hood and robe (though Truman shortly quit, apparently disgusted by an anti-Catholic immigrant issues).
  - The organization took as its symbol a burning cross and held rallies, parades and marches around the country.

# The Jazz Age & Harlem Renaissance

- Jazz Music spread to big cities
  - African Americans migrated to the north and brought with them a new kind of music
  - Combined African rhythms, blues, and ragtime
  - Birthplace of jazz= New Orleans
- Harlem in NYC became the world's largest black community
  - Became a home to writers, musicians, singers, painters, sculptors, and scholars



# Harlem

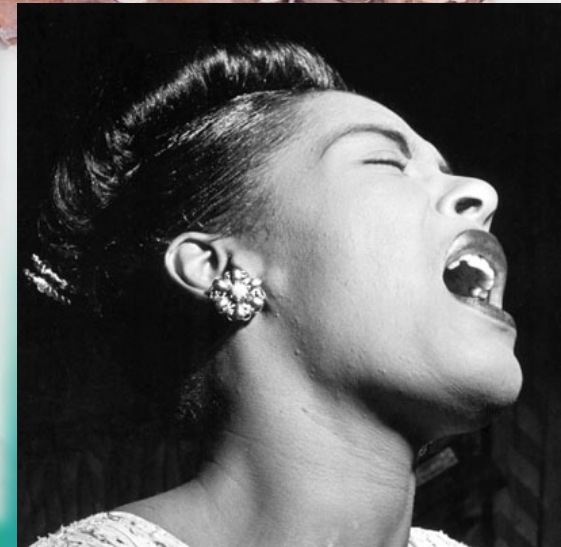
- neighborhood meant for whites
  - Eventually began selling to black realtors
- between 1900 and 1920: blacks in the NYC neighborhood doubled







- **supportive community**
  - gave birth to the renaissance movement
- **the arts provided a way to achieve success**



# Important figures

- Zora Neale Hurston
- Langston Hughes
- James Weldon Johnson
- W.E.B. Du Bois
- Marcus Garvey
- A'Lelia Walker



Well, son, I'll tell you:

Life for me ain't been no crystal stair.

It's had tacks in it,

And splinters,

And boards torn up,

And places with no carpet on the floor --

Bare.

But all the time

I've been a-climbin' on,

And reachin' landin's,

And turnin' corners,

And sometimes goin' in the dark

Where there ain't been no light.

So boy, don't you turn back.

Don't you set down on the steps

'Cause you finds it's kinder hard.

Don't you fall now --

For I've still goin', honey,

I've still climbin',

And life for me ain't been no crystal stair.

