

The “Roaring” 1920’s

A period of Social, Economic
and Technological change

1920's Technology changes

- The following developments changed American life and the standard of living
 - 1) Factory and labor productivity
 - 2) Transportation
 - 3) Communication
 - 4) Electrification

#1) Factory and Labor productivity

- Rise of Mechanization –Machines do the job instead of a person
- The Assembly line – used by Henry Ford, to MASS PRODUCE his automobiles.
 - (factories could make lots of items at once, so they could be sold much more cheaply)
 - *Assembly line exercise – Let's create our own*



An Assembly Line
of the
Ford Motor Company

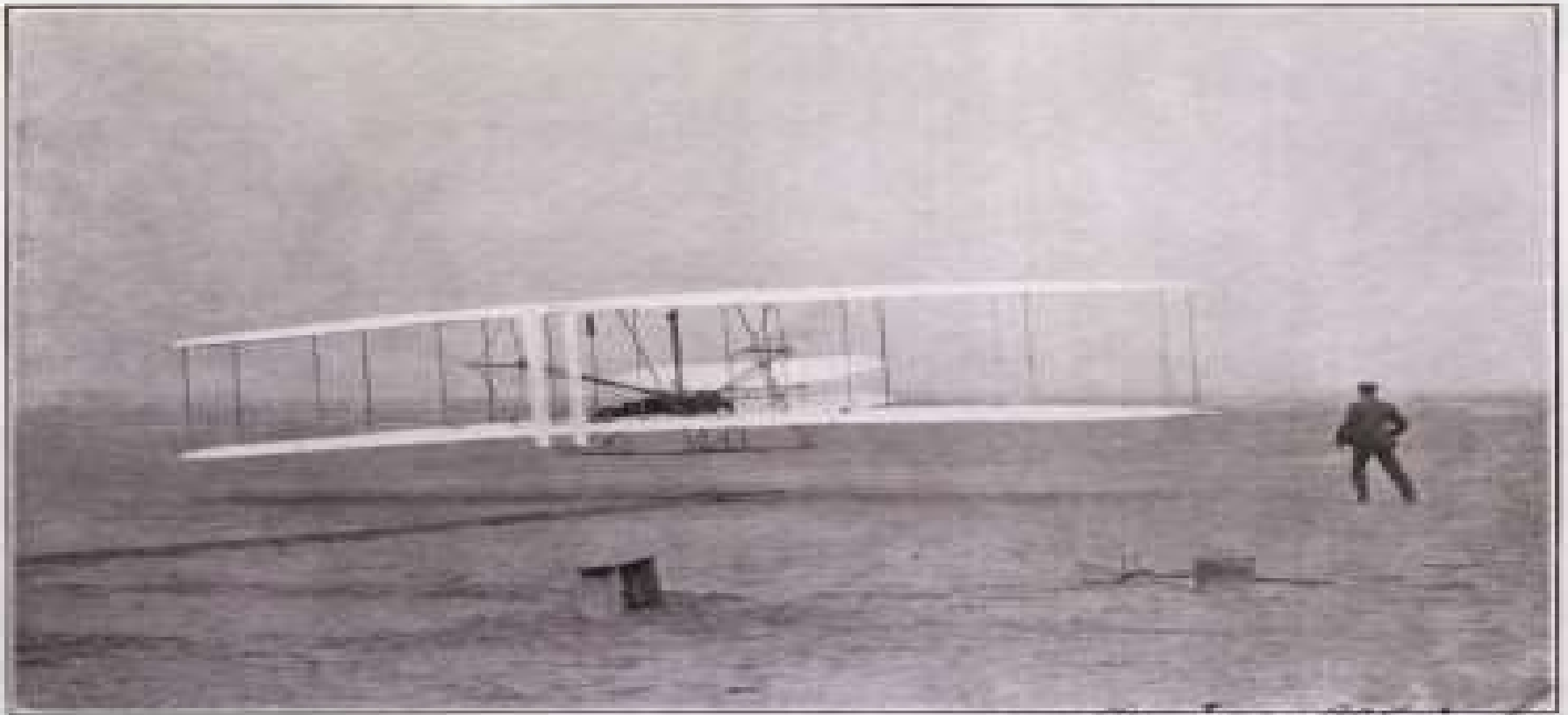




#2) Transportation Improvement

- Transportation was improved by Ford's ability to make automobiles affordable. This led to:
 - Greater mobility for everyone
 - The creation of jobs
 - Growth of Transportation related industries (such as road construction, oil, steel)
 - Movement to suburban areas





First Man-Flight, December 17, 1903
Kitty Hawk, N. C.

Orville Wright

More Transportation Changes

The Wright Brothers invented the first airplane and had their first successful flight on December 17th 1903 at Kitty Hawk, NC



By the 1920's, the first commercial airports began to appear.

#3) Communication Changes

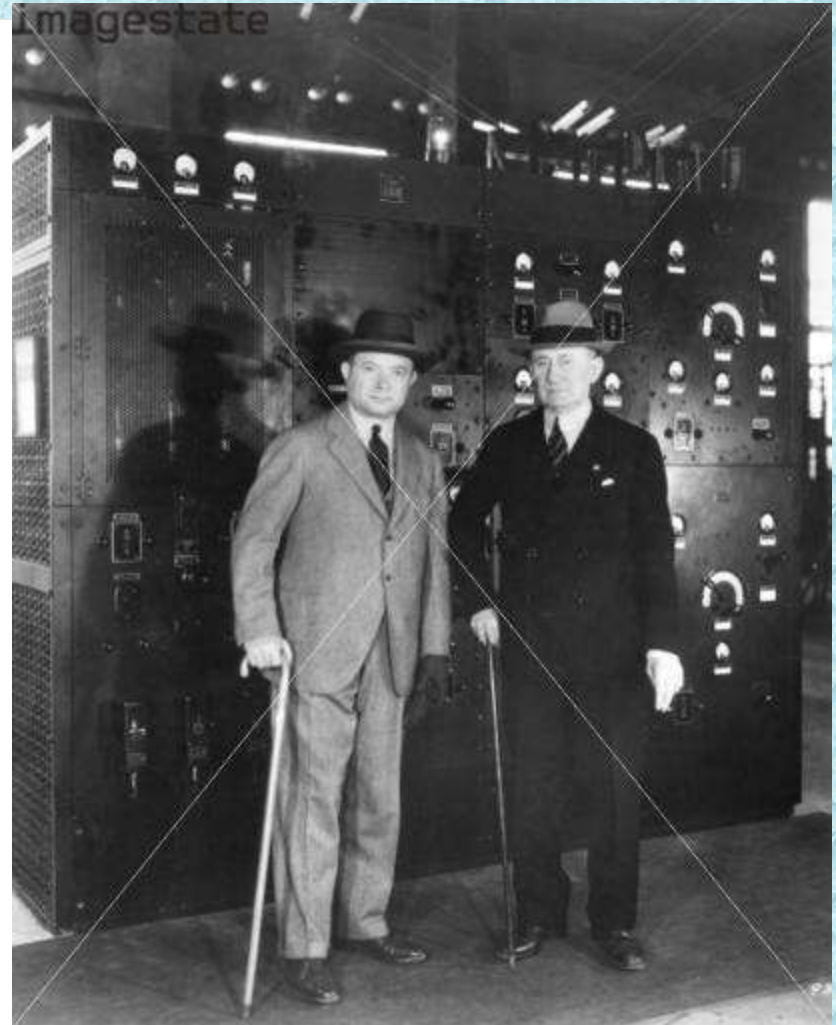
- Increased availability of telephones
- Development of the radio and broadcast Industry
- Development of the Movies

<http://www.youtube.com/watch?v=DfGs2Y5WJ14&feature=related>



Guglielmo Marconi and David Sarnoff

- The founding fathers of Radio and Broadcast
- Marconi's invention became the radio
- Sarnoff became a famous broadcaster in both Radio and television (created NBC).



Electrification Changes

- **Labor Saving Products
(Washing Machines, electric stoves)**
- **Electric Lighting in Rural areas**
- **Entertainment (radio)**
 - Baby Ruth Controversy
- **Improved communications**



The Roaring 1920's

**Social and Economic
Changes**

Remember Prohibition

18th Amendment (1919)

During Prohibition:

- *Speakeasies* were places for people to drink alcoholic beverages *illegally*
- *Bootleggers* made and smuggled alcohol illegally and promoted organized crime
- Prohibition was repealed by the 21st amendment (1933)

Most Notorious bootlegger and crime boss was Al Capone



Al Capone's cell at the Eastern State Penitentiary in Pennsylvania

<http://www.chicagohs.org/history/capone.html>

The Great Migration

- Good jobs in the South were scarce for African Americans, and they faced severe discrimination and violence
- **The Great Migration**: From 1914-1920's Nearly 500,000 African Americans moved from the rural South to Northern and Midwestern cities seeking job opportunities
- African Americans still faced some discrimination and violence in the North and Midwest, but also had better job and quality of life opportunities

Cultural climate of the 1920's and 1930's

Art, Music, and Literature



(1920's slang)

The 1920's culture

The 1920's and 1930's were important decades for American Art, Literature, and music:

The icons of the time:

- ❖ Langston Hughes**
- ❖ Duke Ellington**
- ❖ Georgia O'Keeffe**

**** Also, at this time, was a cultural movement known as the Harlem Renaissance****

ART

- Georgia O'Keeffe – Best known for urban and Southwest scenes



More Georgia O'Keeffe



Literature

- **F. Scott Fitzgerald – A novelist who wrote about the jazz age of the 1920's.**
 - **Also wrote a short story called “The Curious Case of Benjamin Button”**
- **John Steinbeck – A novelist who portrayed the strength of poor migrant workers of the 1930's**
 - **won a Pulitzer for The Grapes of Wrath**

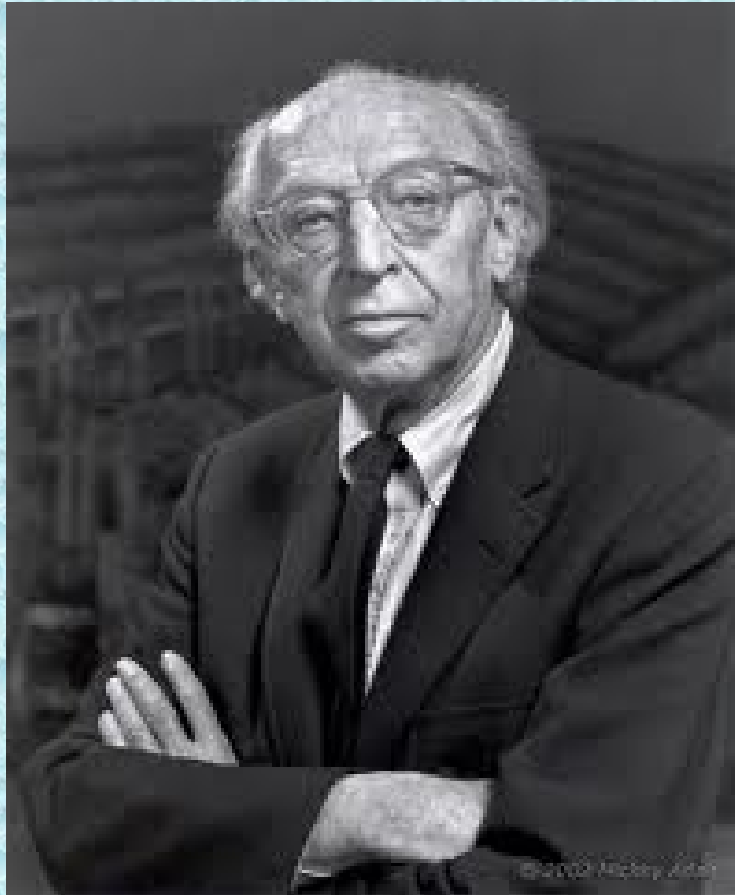
F. Scott Fitzgerald & John Steinbeck



Music

- **Aaron Copland and George Gershwin – both were famous for writing uniquely American music**
- ***Aaron Copland “Fanfare for the Common Man”***
 - <http://www.youtube.com/watch?v=jiB8B4XsBRk>
- ***George Gershwin “Rhapsody in Blue”***
 - <http://www.youtube.com/watch?v=gD0DWH-TSHg>

Aaron Copland and George Gershwin



Harlem Renaissance

- African American artists, writers, and musicians, based in Harlem (which is in New York City) revealed the freshness and variety of African American culture.
- Harlem Renaissance=A new African American Culture and identity
 - Great Migration skit

ART (Harlem Renaissance)

Jacob Lawrence – A painter who chronicled the experiences of the Great Migration through Art

GREAT MIGRATION



AN AMERICAN STORY • PAINTINGS BY JACOB LAWRENCE

More Jacob Lawrence “Self portrait” (1977)



Jacob Lawrence

“Exploring the city”



Literature (Harlem Renaissance)

- Langston Hughes- A poet who combined the experiences of African and American cultural roots



Music

The popularity of these artists spread beyond Harlem to the rest of Society

- Duke Ellington

- Was a Jazz Musician
- Wrote and performed hundreds of pieces, but most well known is “It don’t mean a thing if it ain’t got that swing”
- <http://www.youtube.com/watch?v=qDQpZT3GhDg&feature=related>

- Louis Armstrong

- Was a jazz musician
- Known for his vocal talents as well
- Most famous piece was “What a wonderful world”
- http://www.youtube.com/watch?v=E2VCwBzGdPM&safety_mode=true&persist_safety_mode=1&safe=active

Duke Ellington & Louis Armstrong



Music

- *Bessie Smith* – was a famous *blues singer* from the Harlem Renaissance
- Was referred to as “The Empress of the Blues”

