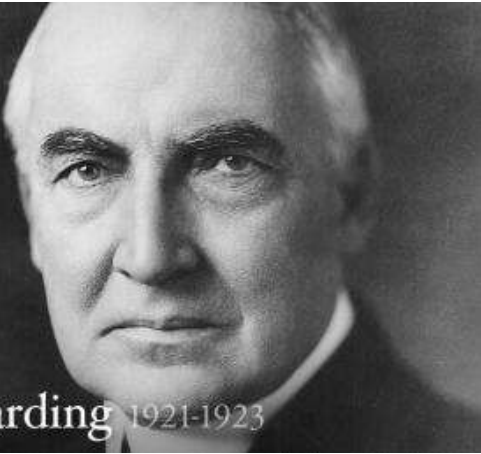


- Essential Question:
 - How did the end of World War I change America in the 1920s?

- Agenda for Unit 10.1:
 - “America in the 1920s” notes
 - Unit 10 Test: Tuesday February 3

29.

Warren G. Harding 1921-1923



In the 1920s, Republican presidents were elected (Harding, Coolidge, Hoover) who helped America “return to normalcy” by using pro-business policies

30.

Calvin Coolidge 1923-1929



Republicans kept taxes low so Americans could spend their wages

31.

Herbert Hoover 1929-1933



Republican presidents kept government interference in business to a minimum to allow private enterprise to flourish

Pro-business policies and mass production techniques developed during WWI led to an industrial revolution in consumer goods



Perfect Baking

Here's the secret—at the tip of your fingers

SUCCESS is never a matter of lucky guessing when you have a Gold Medal Glenwood to depend on. Perfect control of every baking temperature is right at your finger tips on the dial of the Glenwood Robertson oven heat control.

Suppose you are baking sponge cake. The Glenwood cooking chart shows you that 320 degrees is exactly the right temperature to assure the slow, even heat which sponge cake requires. Set the indicator, and come back an hour later. Look through the glass oven door and

you'll see your cake risen and browned as perfectly as though you had been there watching it every minute.

With its three roomy ovens the Gold Medal combines all the conveniences and all the capacity of two separate ranges—one for gas and one for coal. Yet it will take up surprisingly little space in your kitchen.

Everything a good cook wants to know about a new range is shown and described in our Booklet "G", recently published. We'll be glad to mail you one if you will send us your name and address.

WEIR STOVE COMPANY, TAUNTON, MASS.
Western Branch: American Furniture Mart Building
1001 Oak Street, Boston, Chicago

Glenwood Ranges

make cooking easy

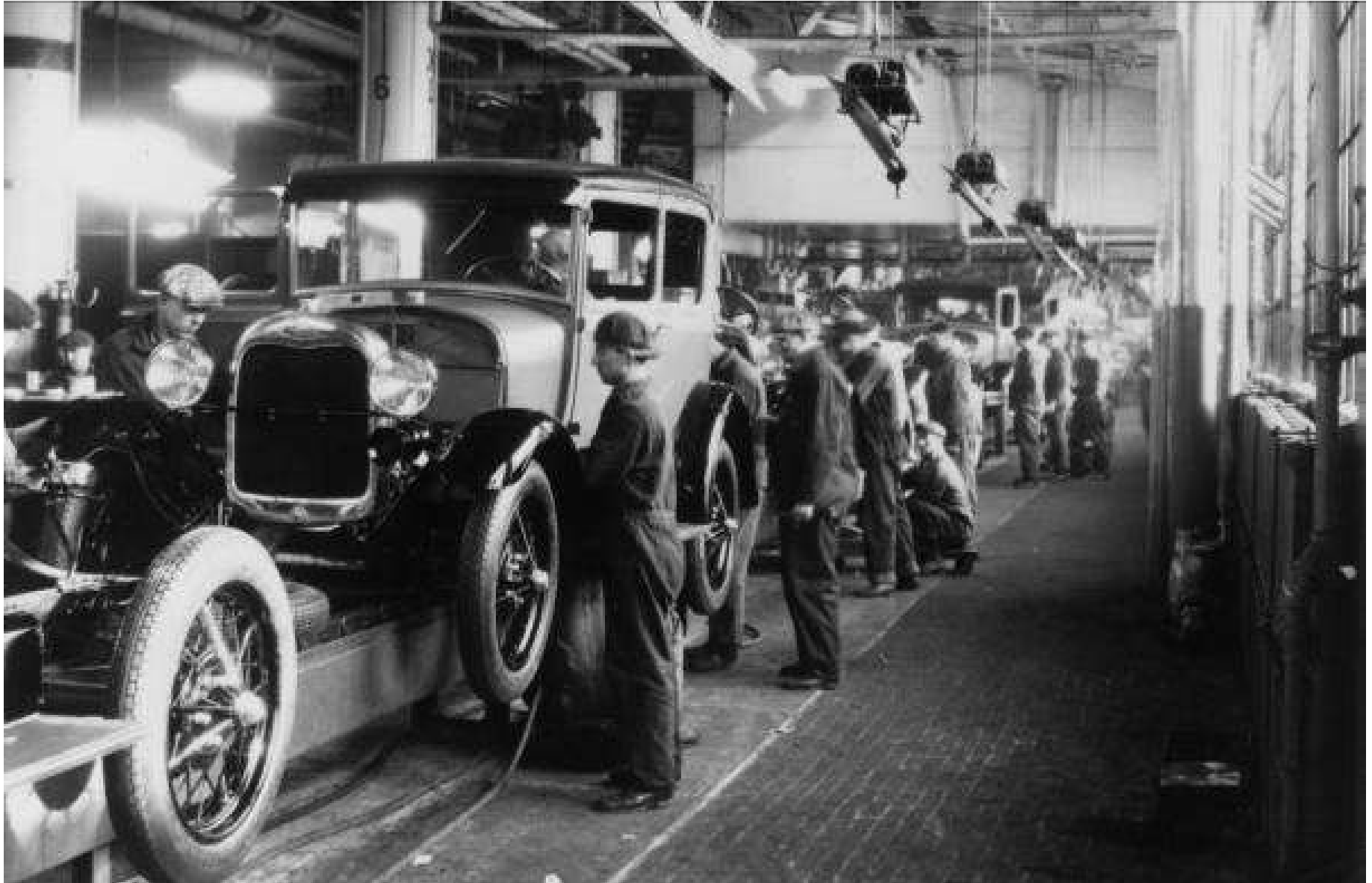
COAL, WOOD, OIL AND GAS RANGES • HEATING STOVES AND FURNACES



Industrial growth led to high wages for workers and cheap products for Americans to buy

The appetite for consumer goods and availability of cheap credit led to a decade of spending called the Roaring Twenties

Henry Ford's mass production techniques made automobiles affordable for many Americans



The 1920s led to an era of mass entertainment in movies, music, and sports

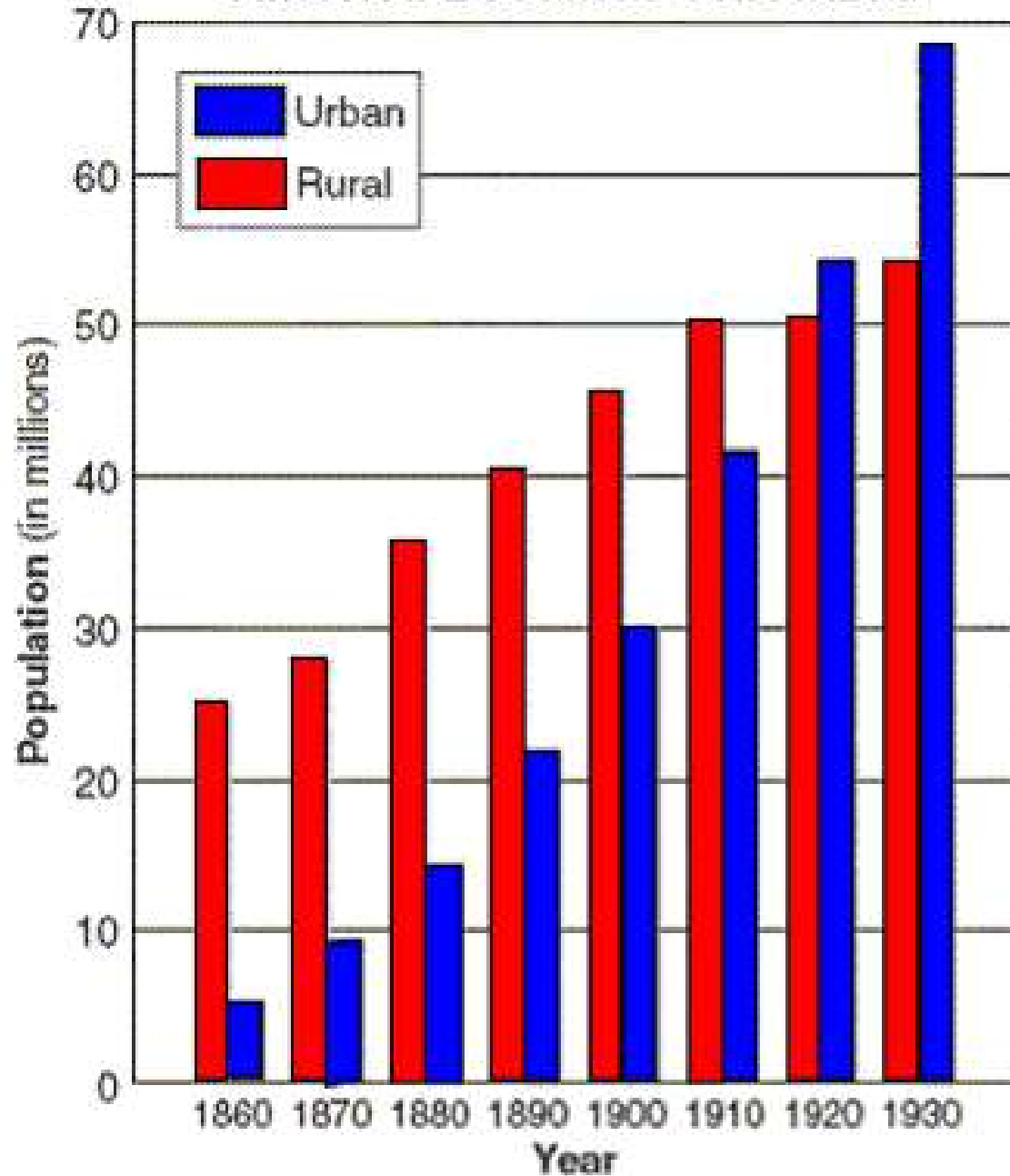


What do these images reveal about America in the 1920s?



By 1920, more people lived in cities than in rural areas due to the industrial revolution, mass immigration, and jobs during World War I

America Becomes Urbanized



The dominance of urban America divided society



The values of these 2 societies clashed in the 1920s

Urban society was characterized by diversity, consumerism, freedom, entertainment

Rural society was characterized by religious fundamentalism, nativism, and tradition

1920s: Consumerism



Perfect Baking

Here's the secret—at the tip of your fingers

Success is never a matter of lucky guessing when you have a Gold Medal Glenwood to depend on. Perfect control of every baking temperature is right at your finger tips on the dial of the Glenwood Ruberther oven heat control.

Suppose you are baking sponge cake. The Glenwood cooking chart shows you that 350 degrees is exactly the right temperature to assure the rise, even heat which sponge cake requires. Set the indicator, and come back in half an hour. Look through the glass oven door and

you'll see your cake raised and browned as perfectly as though you had been there watching it every minute. With its three rotary covers the Gold Medal controls all the conveniences and all the capacity of two separate ranges—one for gas and one for coal. Yet it will take up surprisingly little space in your kitchen.

Everything a good cook wants to know about a range and included in our books "50 months of kitchen help" is glad to mail you one of our copies of our new book.

WEIR STOVE COMPANY, TAIKSTON, MASS.

Warranted to give satisfaction.

Glenwood Ranges

make cooking easy



\$2.00 Down
\$3.00 A MONTH

Vacuum Cleaner \$28.95

\$2 down, \$4 a month

Refrigerator \$87.50

\$5 down, \$10 a month

Washing Machine \$97.50

\$5 down, \$8 a month

Bedroom Suite \$228.00

\$15 down, \$15 a month

Easy Chair \$38.50

\$5 down, \$5 a month

Sofa \$74.50

\$5 down, \$8 a month

Piano \$445.00

\$15 down, \$12 a month

Phonograph \$43.50

\$5 down, \$5 a month

Large Rug \$148.50

\$10 down, \$15 a month

Corner Cabinet \$37.95

\$5 down, \$5 a month



Dame Fashion Chooses Youthful Lines and Soft Silks for the Afternoon Frock



Illustration of "Dress" designed for a young girl. Made of soft silk or rayon, it features a high collar, long sleeves, and a full skirt. The waist is fitted, and the dress is shown with a belt. A small diagram of the dress is included.

Illustration of "Dress" designed for a young girl. Made of soft silk or rayon, it features a high collar, long sleeves, and a full skirt. The waist is fitted, and the dress is shown with a belt. A small diagram of the dress is included.

The 1920s saw a burst of personal prosperity and consumer spending

Mass production led to a huge number of new products: Cars, electric appliances, new fashions

Companies offered ways for consumers to buy on credit through monthly installment plans

A
to
S

Vacuum Cleaner \$28.95

\$2 down, \$4 a month

Refrigerator \$87.50

\$5 down, \$10 a month

Washing Machine \$97.50

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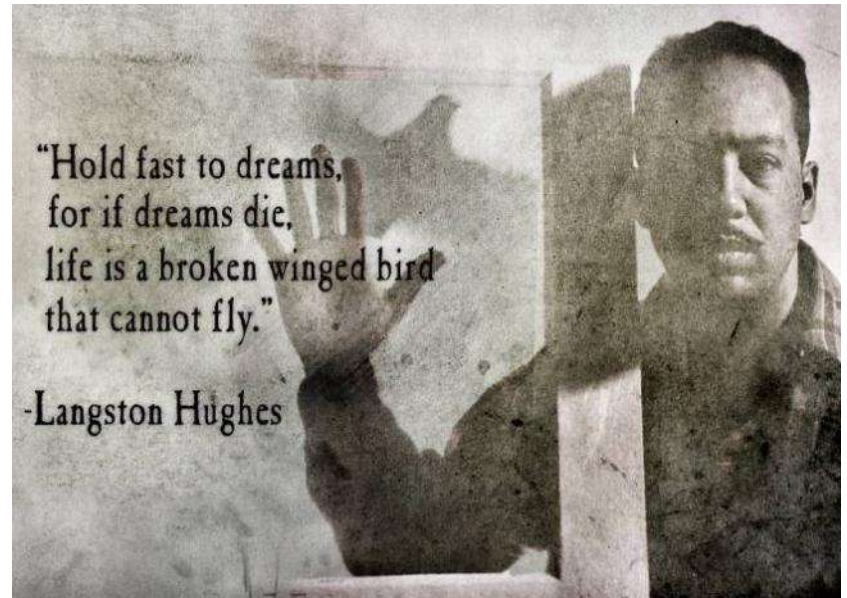
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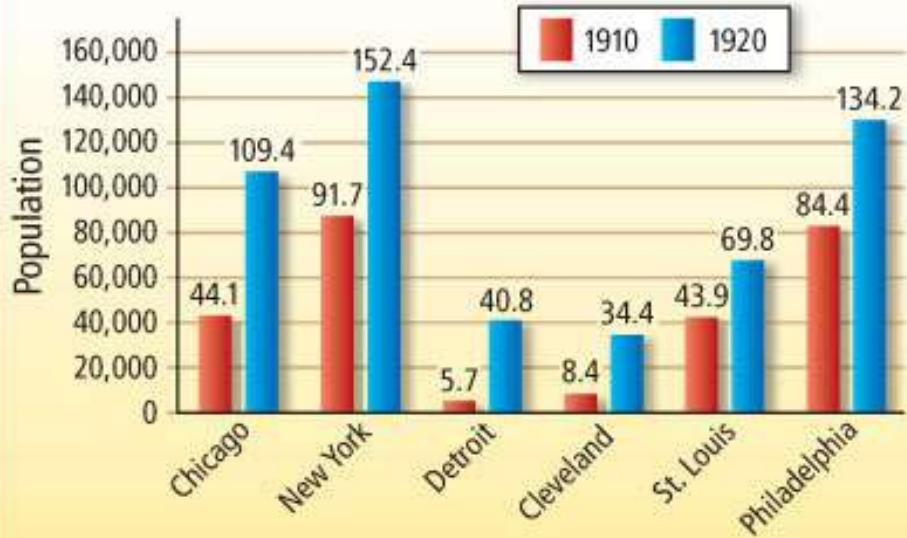
5¢
13 DANCES

1920s: Harlem Renaissance

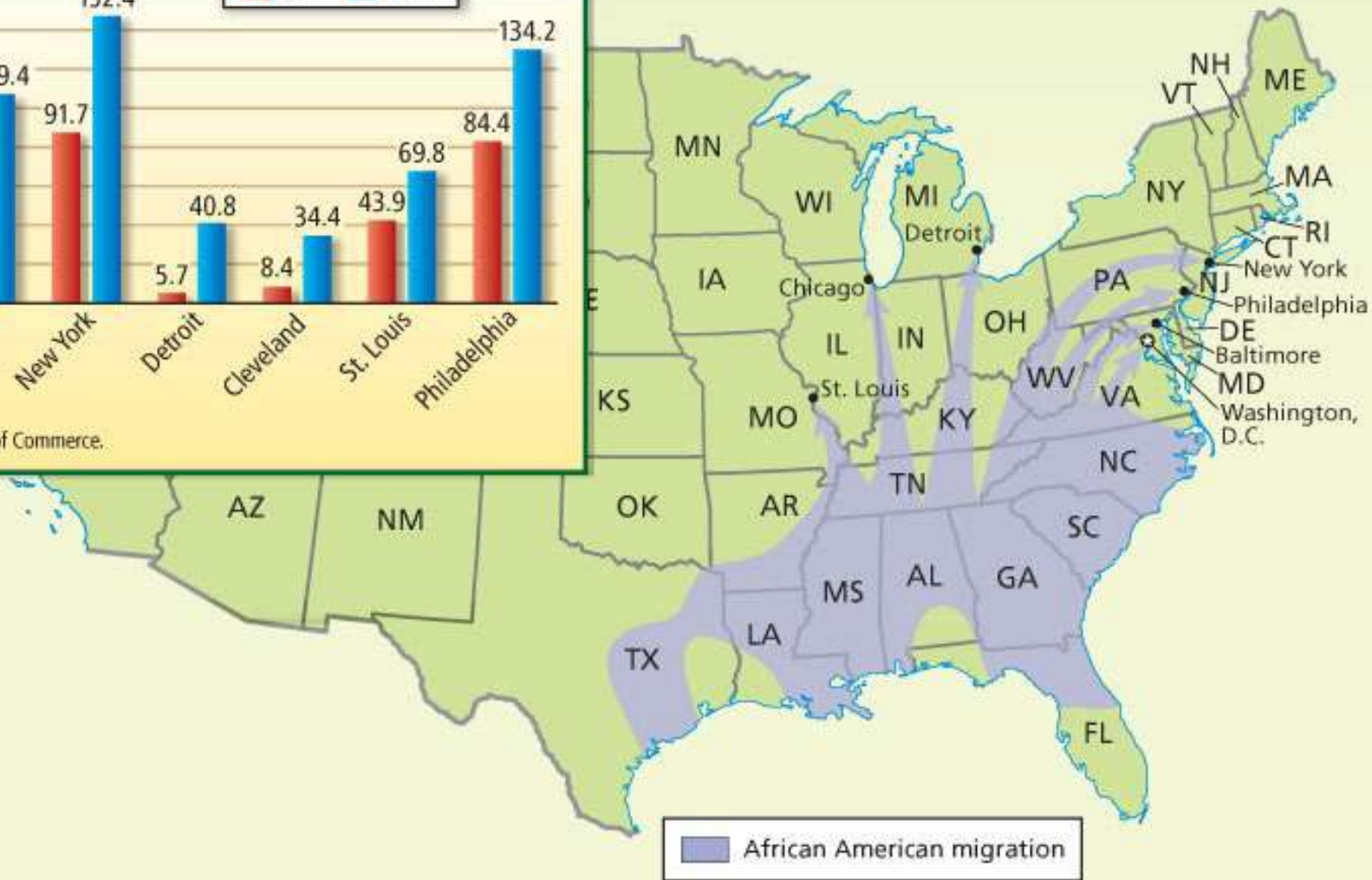


The Great Migration during WWI led to a concentration of African Americans in northern cities

African American Population



Source: U.S. Department of Commerce.



The Harlem Renaissance was the flourishing of black culture



Jazz blended African and European musical traditions into a distinctly "American" style of music

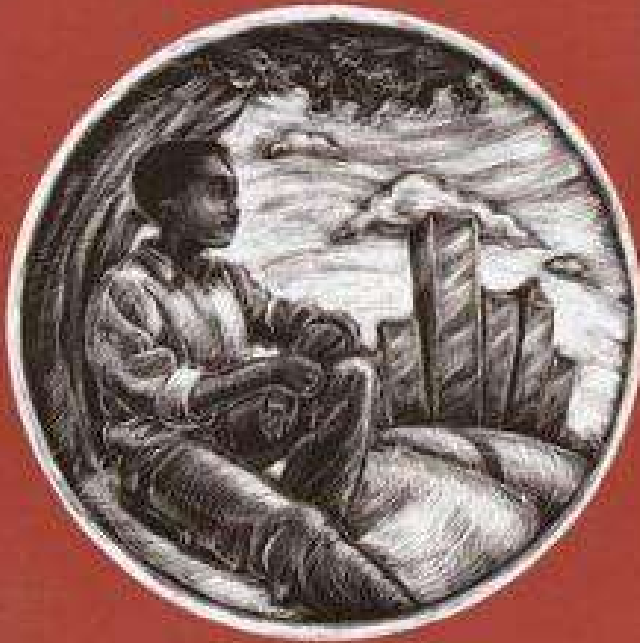


Louis Armstrong and Duke Ellington were popular jazz musicians



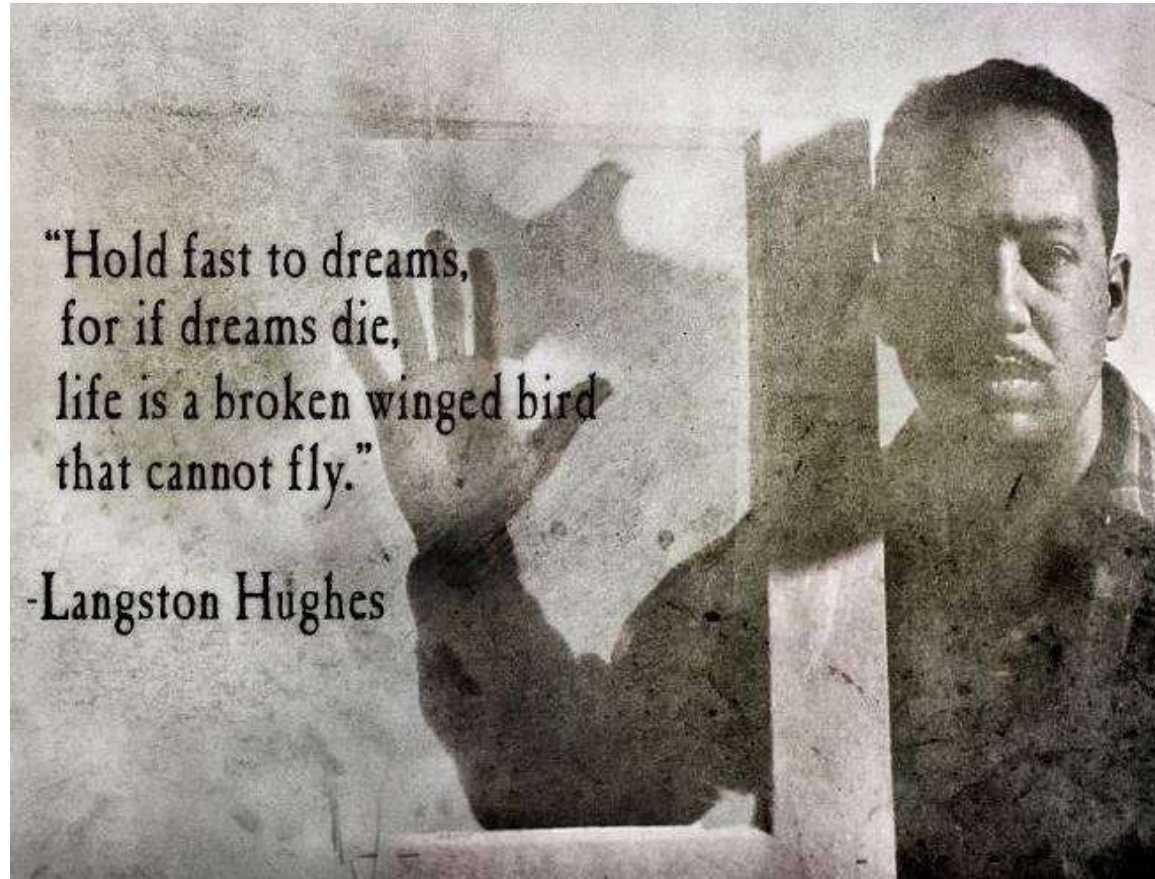
The most popular author was Langston Hughes, who wrote poems and novels about black pride

LANGSTON HUGHES



The
Dream Keeper
and other poems

Illustrated by
BRIAN PINKNEY



“Hold fast to dreams,
for if dreams die,
life is a broken winged bird
that cannot fly.”

-Langston Hughes

Harlem represented the “New Negro”: the idea that African Americans should freely express themselves, embrace their culture, and strive for equality





The wide use of the automobile facilitated mixed-sex interaction, free from parental supervision.



1920s: Women



FREE — Best Makeup Just at 25¢ the Price of this beautiful perfume — the Kissproof Kiss. Printed on 17 colors, mailed Jan. 1st for postage.

NEW
Kissproof
the waterproof rouge — in a startling jade green case

50¢

How! Colossal Kissproof success! Do you really think Kissproof has failed? Kissproof has failed in such a way that you will never see it again. Kissproof is the only waterproof rouge that stays on! Kissproof is the only one that stays on! Kissproof is the only one that stays on!

Waterproof, it stays on!

Send for Kissproof Beauty Box

50¢

50¢

1.50

Kissproof
is waterproof, it stays on!

Kissproof Lipstick 50¢
 Kissproof Cream Rouge 50¢
 Kissproof Face Powder 1.50



Women's roles changed in the 1920s

In 1920, women gained the right to vote (But, many women did not vote)

New fashion trends, voting rights, and more leisure time led to an increased sense of freedom



Many young, unmarried women embraced their independence and sexuality as “flappers”

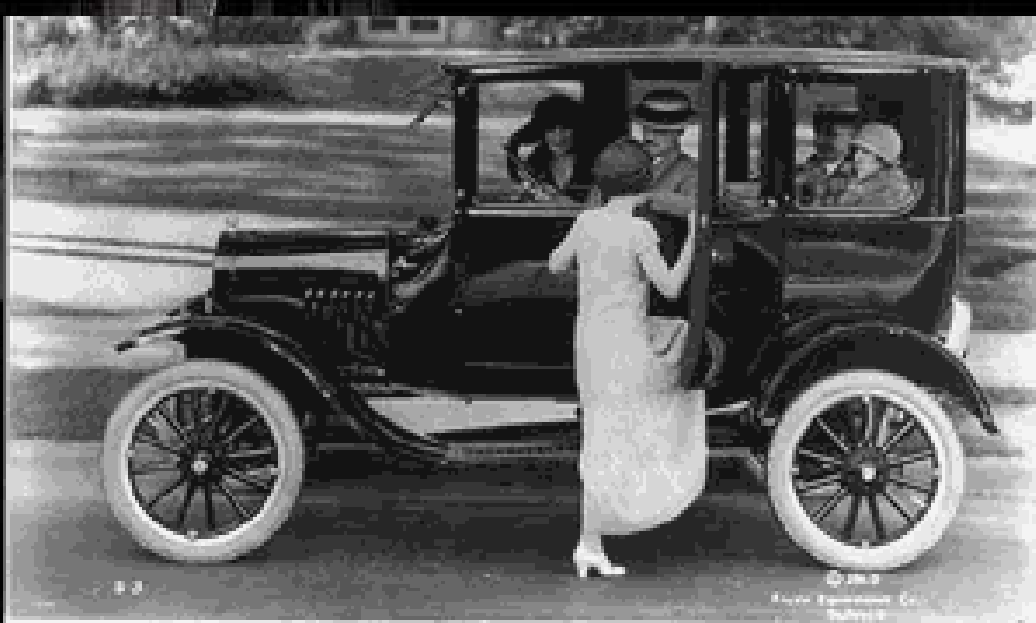


ettmann/CORBIS

“Flappers” popularized new women’s fashions like shorter hemlines, “bobbed” hair, and hats

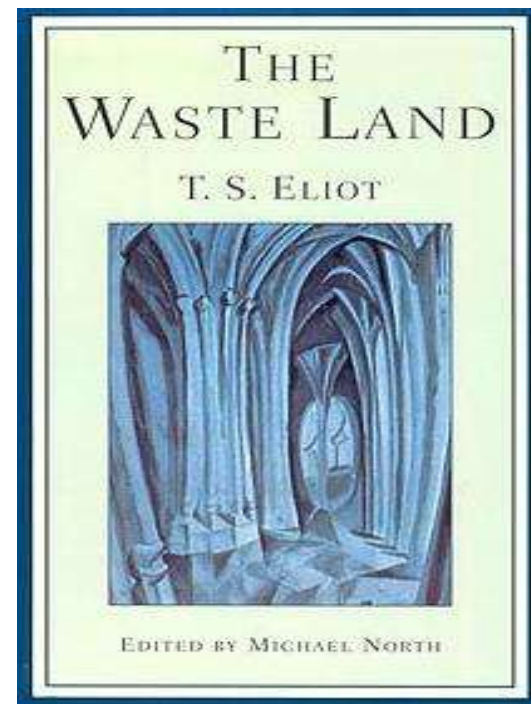
Young women shocked traditional-minded women by smoking cigarettes, drinking alcohol, dancing at clubs, using makeup...

...had sex outside of marriage and dated boys without chaperones

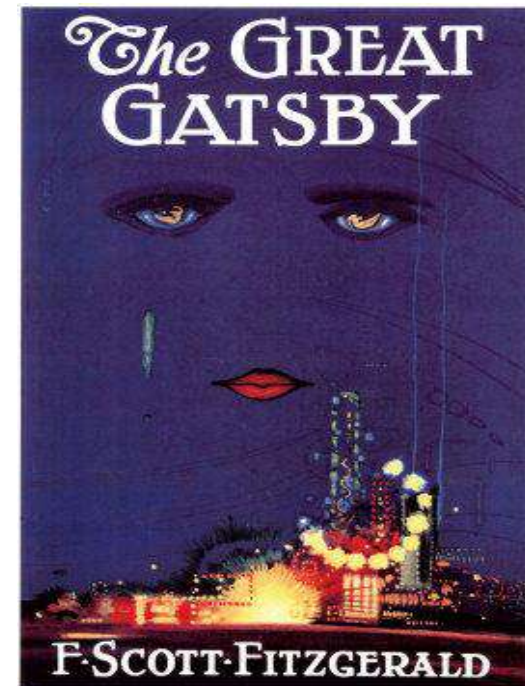
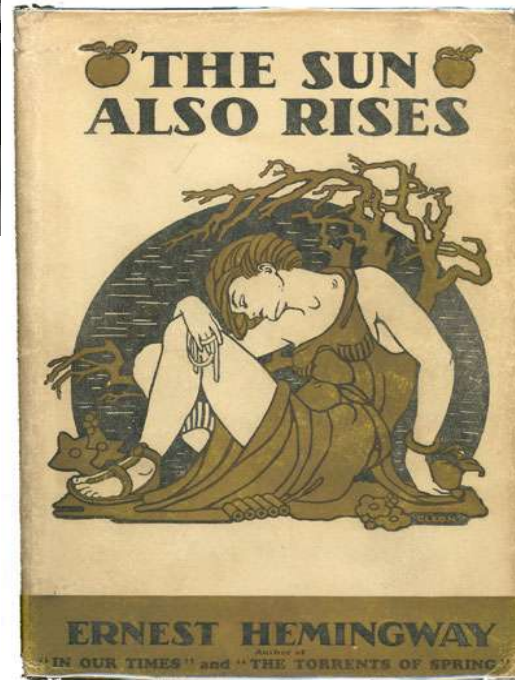


The wide use of the automobile facilitated mixed-sex interaction, free from parental supervision.

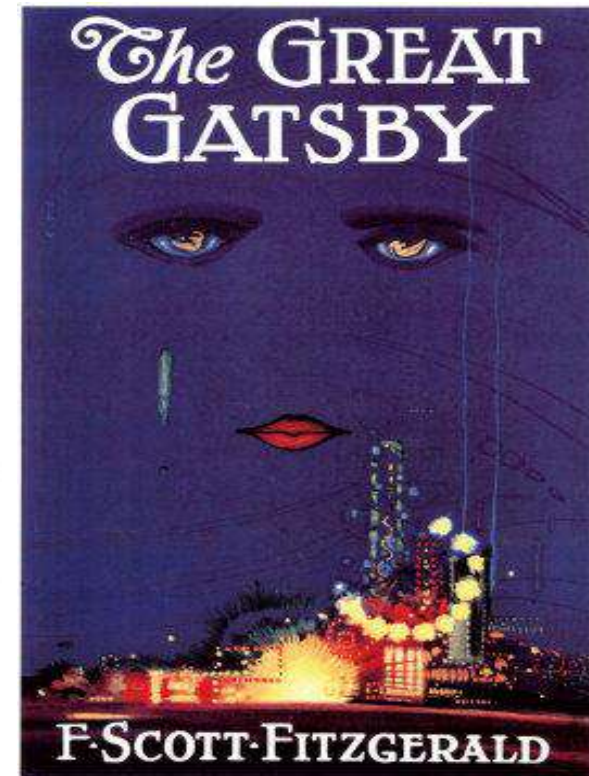
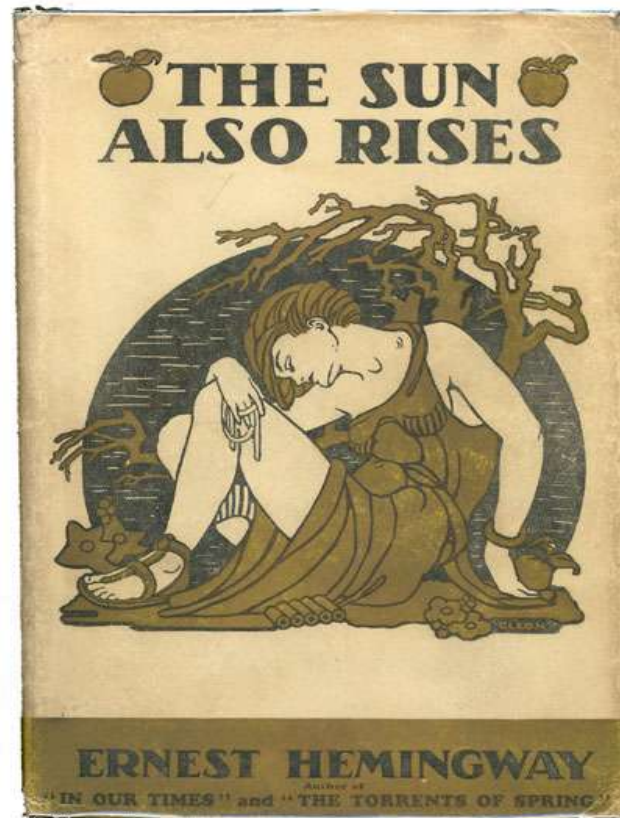
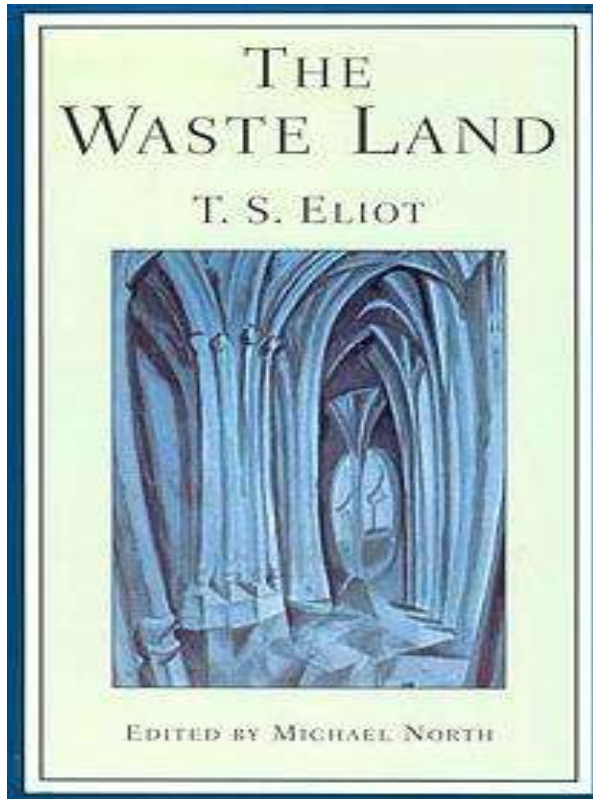




1920s: Literature



The 1920s produced some of America's most important literature



The "Lost Generation" authors including T.S. Eliot, Ernest Hemingway, and F. Scott Fitzgerald rejected war and criticized 1920 consumerism and conformity



1920s: Sports

Sports was a popular form of entertainment in the 1920s as Americans gained more leisure time and income

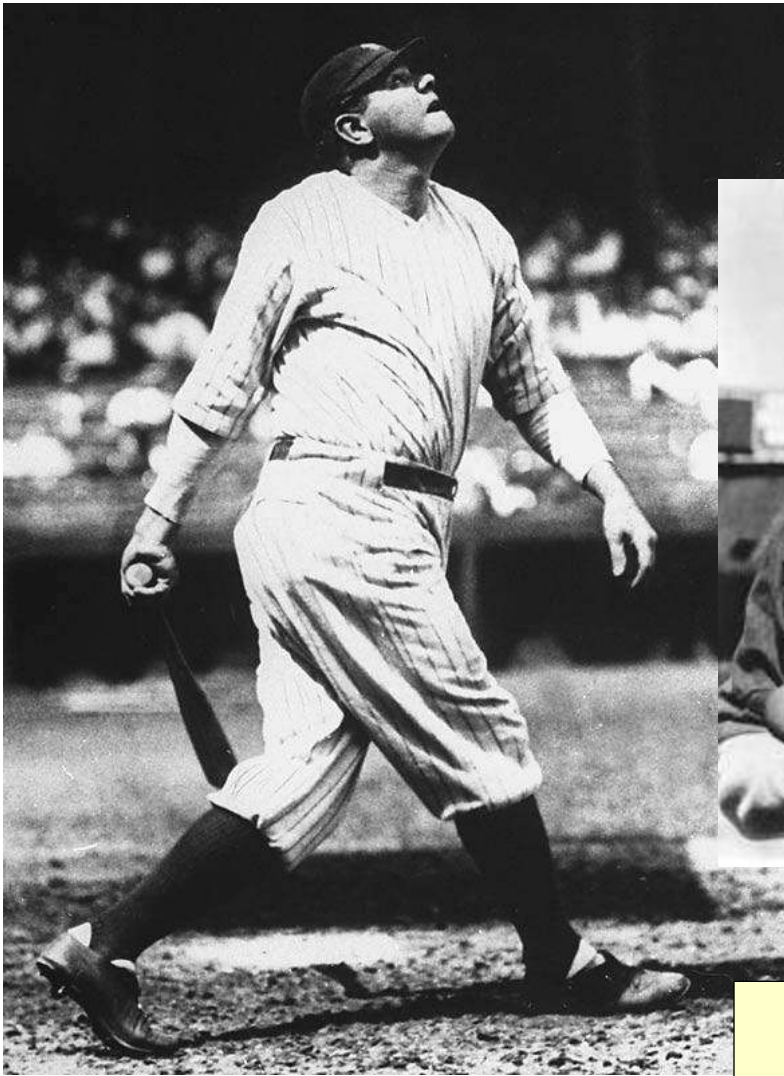
Baseball, boxing, and football were popular sports

Radio broadcasts brought sporting events to national audiences



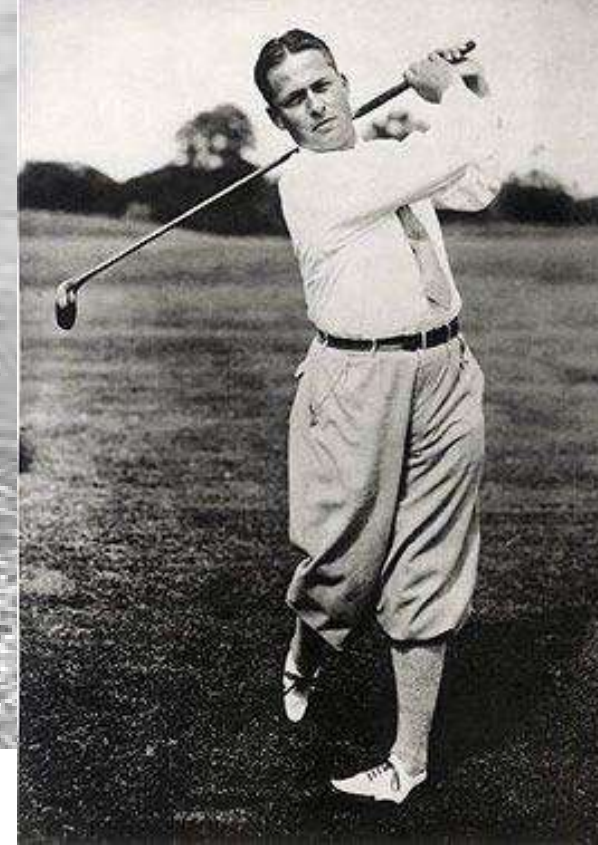
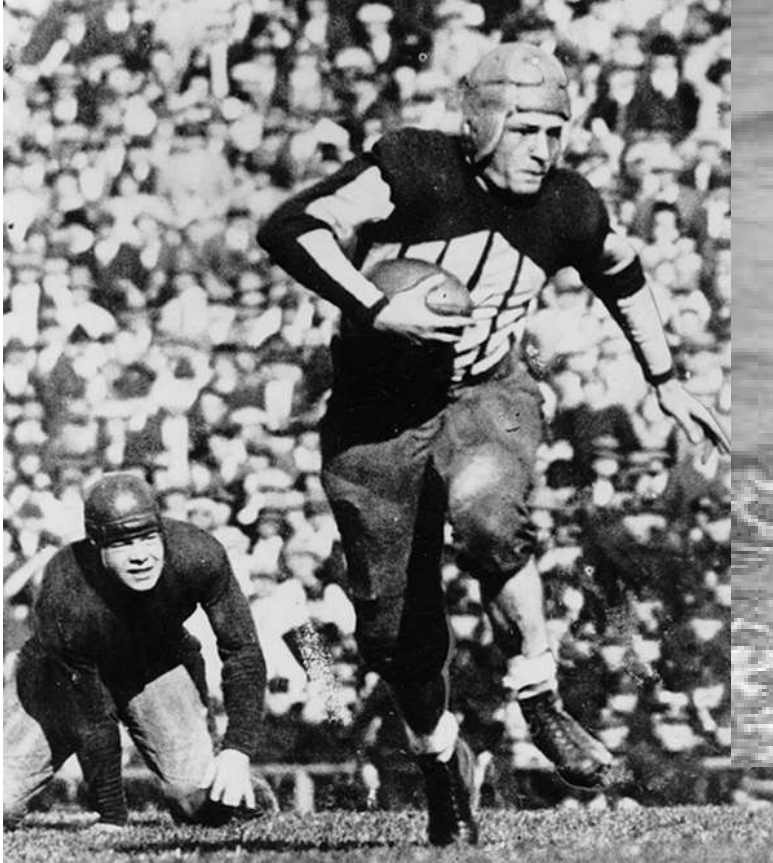
Sports gave Americans a new generation of heroes

Babe Ruth of the New York Yankees was the biggest sports hero of the 1920s



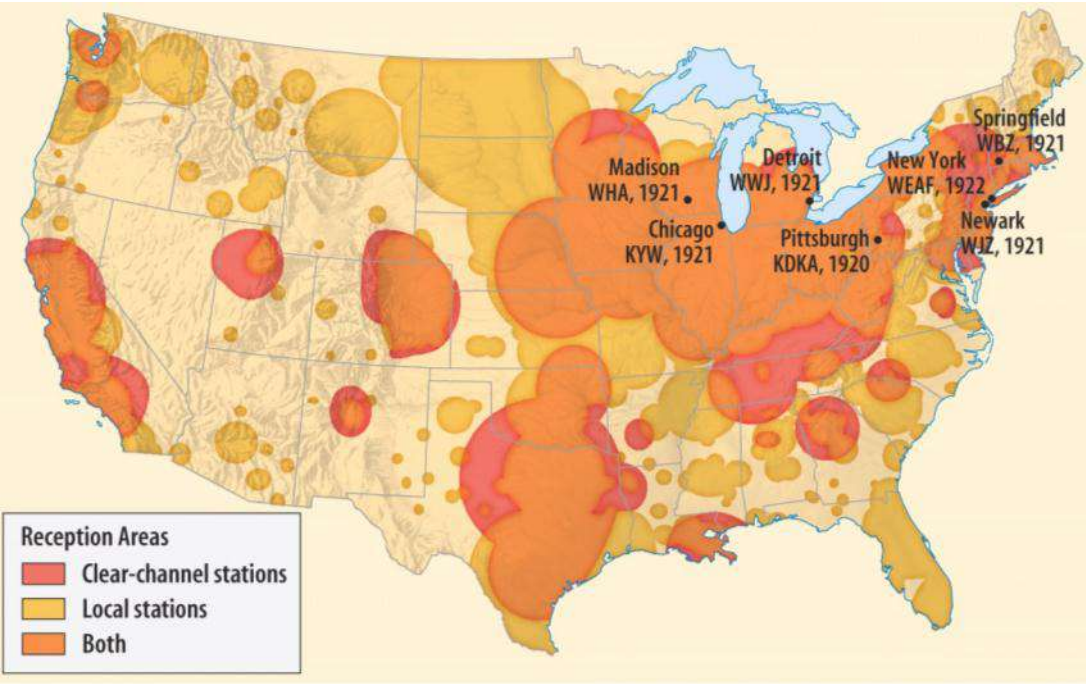
Baseball was segregated;
Satchel Paige and Josh Gibson
were Negro League heroes

Heavyweight boxer Jack Dempsey was so popular, his fights set financial and attendance records in the



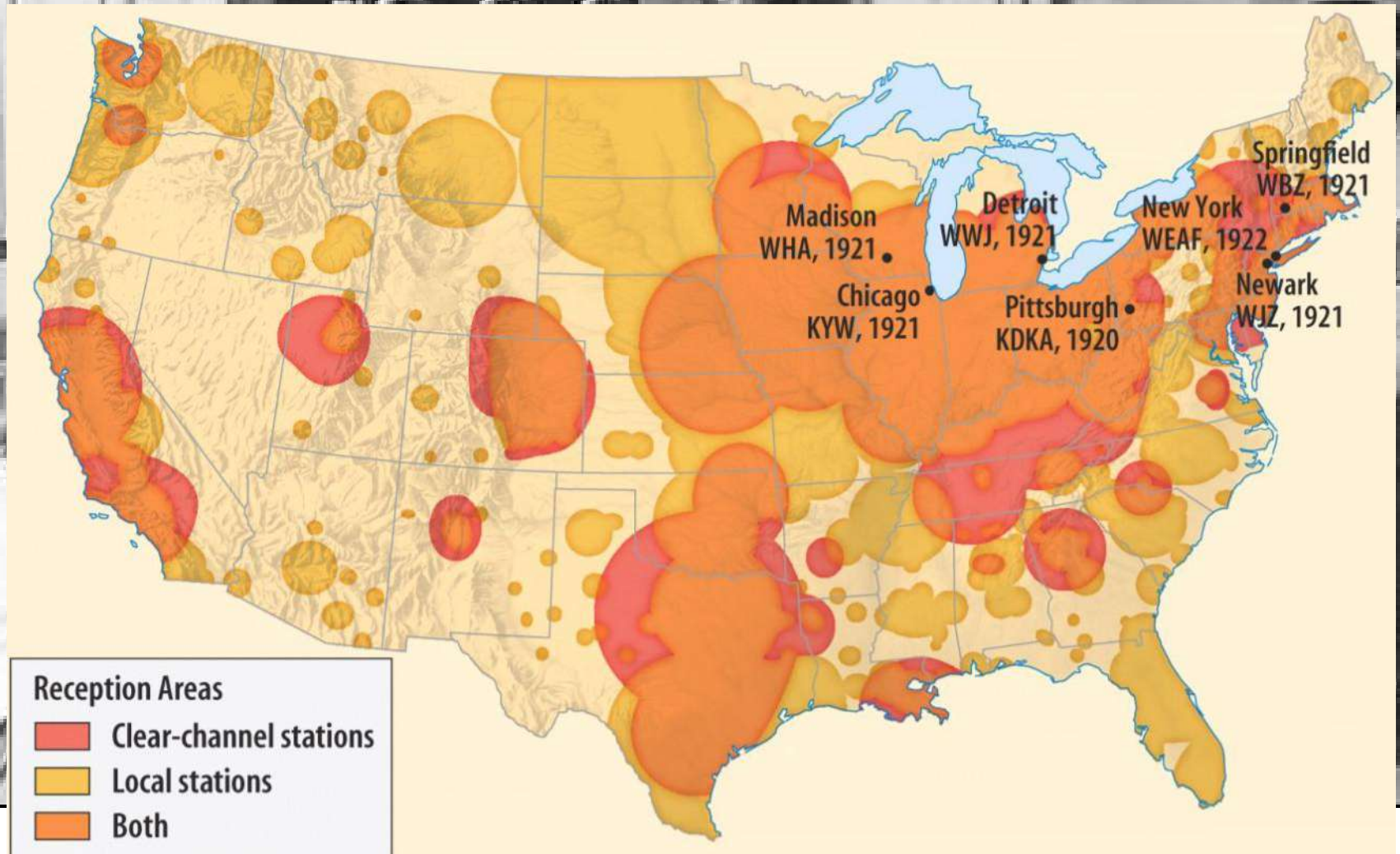
Other sports heroes of the 1920s include:
Red Grange, Gertrude Ederle, Bobby Jones

1920s: Movies and Radio



Movies and radios were widely popular in the 1920s

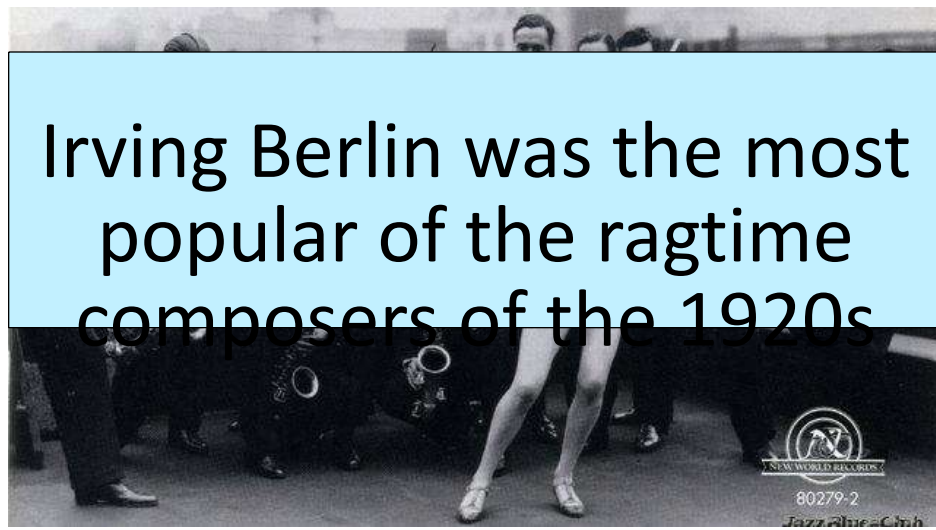
Over 500 stations connected the nation by broadcasting music, sports, as well as news, religious, comedic, and dramatic programming



Tin Pan Alley produced 90% of the popular music in the 1920s, focusing on ragtime, dance music, and jazz

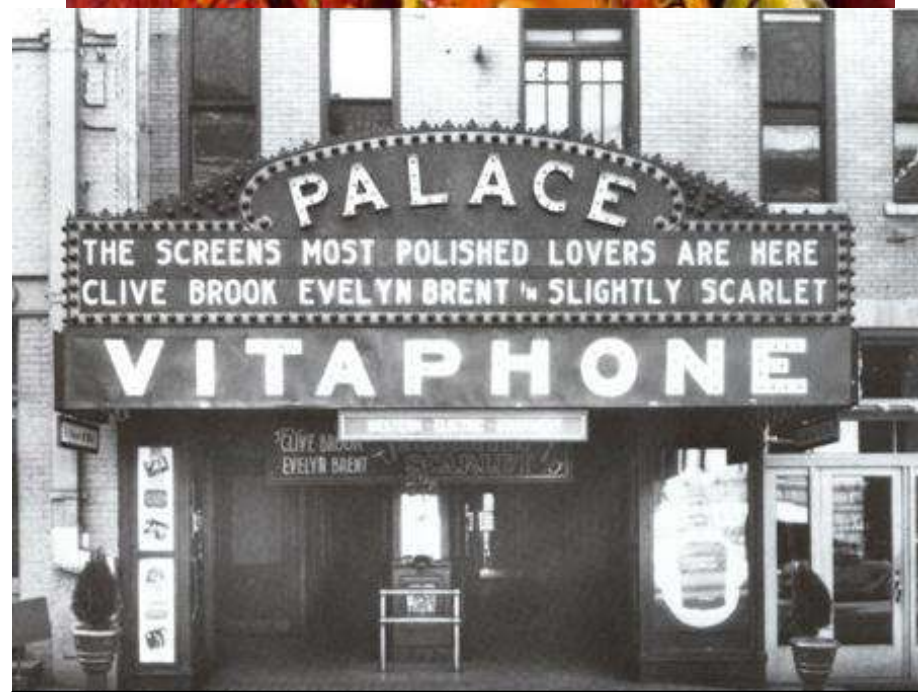


Irving Berlin was the most popular of the ragtime composers of the 1920s



“Talking” movies helped grow Hollywood and celebrity movie stars

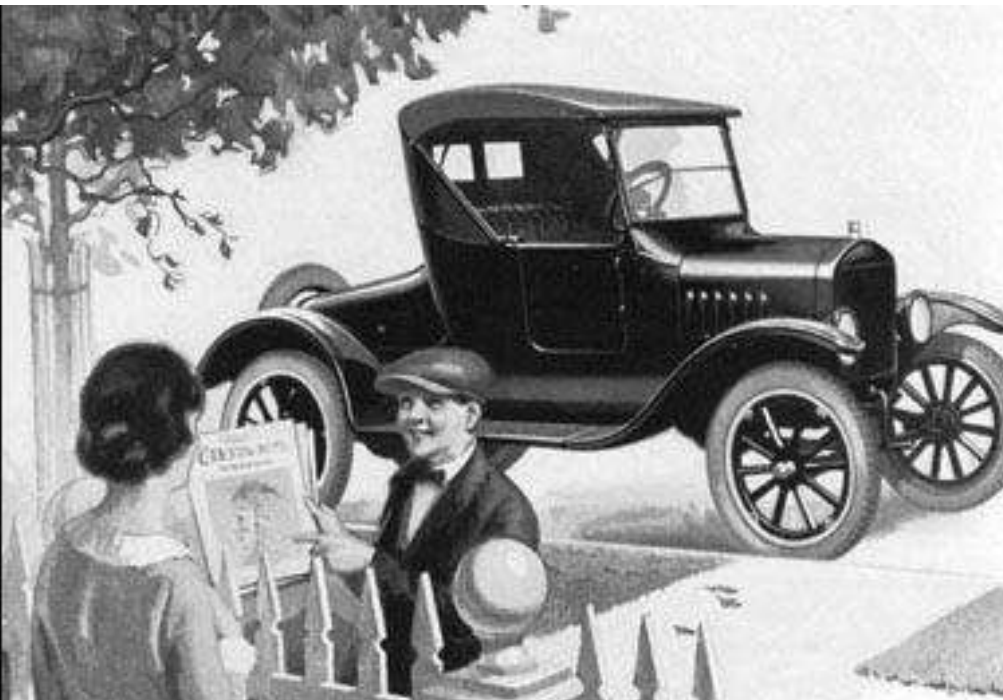
By 1929, over 100 million people went to movies each week



“The Jazz Singer” was the first “talking” picture



1920s: Transportation



for the YOUNG BUSINESS MAN

The Ford Runabout is a profitable partner and a happy companion for the boy who is making his mark in business and at school.

It reduces distance from a matter of miles to a matter of minutes. By saving time and effort, it makes larger earnings possible. And costing little to buy and keep going, it quickly pays for itself.

When vacation time rolls round the Runabout enables the young business man to reduce by hours the time between work and play.

Let us tell you how easy it is to buy a Ford on the Weekly Purchase Plan.

FORD MOTOR COMPANY, DETROIT, MICHIGAN

THE RUNABOUT

\$265

F. O. B. Detroit
Demonstrable Runs
and Starter '95, 2222.



Automobiles transformed America

Henry Ford's assembly line made cars affordable; By 1929, 1 of 5 Americans owned a car

Car manufacturing became the biggest industry in America



for the
YOUNG BUSINESS MAN

The Ford Runabout is a profitable partner and a happy companion for the boy who is making his mark in business and at school.

It reduces distance from a matter of miles to a matter of minutes. By saving time and effort, it makes larger earnings possible. And costing little to buy and keep going, it quickly pays for itself.

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THE RUNABOUT
\$265
F. O. B. Detroit
Dismountable Rims
and Steer 1915, 1916

FORD MOTOR COMPANY, DETROIT, MICHIGAN



Cars gave people freedom and became a symbol of status

New roads,
gas stations,
and shopping
centers were built



Country Club Plaza, Kansas City, Missouri



Country Club
Plaza, the First
Shopping Center

Airplanes captured the attention of Americans in the 1920s

In 1927, Charles Lindbergh made the first solo flight across the Atlantic and became the biggest celebrity of the 1920s

The New York Times.

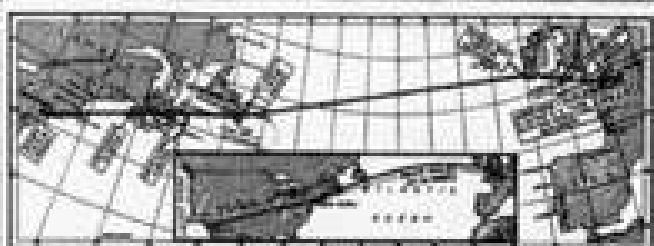
LINDBERGH DOES IT! TO PARIS IN 33 1/2 HOURS; FLIES 1,000 MILES THROUGH SNOW AND SLEET; CHEERING FRENCH CARRY HIM OFF FIELD

COULD HAVE GONE 500 MILES FARTHER

Gasoline for at Least That Much More—
Flew at Times from 10 Feet to
10,000 Feet Above Water.

HE ONLY ATE AND A HALF OF HIS THE SANDWICHES

Fell Asleep at Times but Quickly Awoke—Clipped
of His Adventure in Brief Interview
at the Embassy.



MAP OF LINDBERGH'S RECONNAISSANCE FLIGHT, SHOWING THE SPEED OF HIS TRIP.

GROUND ROARS THUNDEROUS WELCOME

Breaks Through Lines of Soldiers and
Police and Surging to Place Life-
Wearied Flier from His Cockpit

AVIATORS GAVE HIM FIRM WELCOME MEN OF HONOR

Paris Bookstands Ring With Celebrations After Day
and Night Watch—American Flag is Tossed
for and Wildly Admired.

LINDBERGH'S FIRST STORY 'TODAY'

From Paris, Mr. Lindbergh was interviewed after he arrived
in Paris by the light of the day. He said he had
no more sleep to report. After a number of days, he will
report the full details of his journey to the world.

IN COASTAL BUREAU

PARIS, France, May 20.—Charles Lindbergh was the
special of the American Embassy at 10:30 today. His journey
during a year of American history's greatest, to set on
the edge of a full and grand of his flight. On the last evening
Lindbergh had reported the story of his journey
during the last 24 hours, from the time he flew to the
embassy in the Paris office.

**LEVINE ABANDONS
BELLANCA FLIGHT**

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LINDBERGH THRILLS COULDRIDGE

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Airplanes captured the attention of Americans in the 1920s

In 1927, Charles Lindbergh made the first trans-Atlantic solo flight, becoming the biggest celebrity of the 1920s



May 20-21, Earhart is first solo across record time from Newfor

The New York Times.

LINDBERGH DOES IT! TO PARIS IN 33 1/2 HOURS; FLIES 1,000 MILES THROUGH SNOW AND SLEET; CHEERING FRENCH CARRY HIM OFF FIELD

COULD HAVE GONE 500 MILES FARTHER

...or at Least That Much More—Times From 10 Feet to 300 Feet Above Water.

LINDBERGH TRIUMPH THRILLS COULIDGE

LINDBERGH ABANDONS BELLINCA FLIGHT

GROUND BOARS THUNDEROUS WELCOME

Breaks Through Lines of Soldiers and Police and Surging to Plane Lifts Weary Flier from His Cockpit

PARIS BOULEVARDS RING WITH CELEBRATIONS AFTER DAY AND NIGHT WATCH—AMERICAN FLAG IS CARRIED FOR AND WILDY ACCLAIMED

