

The Roaring Twenties



Issues in Postwar Society

41

- Women's Roles
- Urban Migration
- Hero Worship
- Mass Media
- The Jazz Age

- Prohibition
- Organized Crime
- Religious Conflict
- Racial Tension



Women's Roles Change

- More women working
- Higher paying jobs
- 1920 – Suffrage
- Drastic changes in clothing, hairstyle, and manners

- “Flappers”
 - Rebellious, bold, fun-loving
 - Knee-length dresses
 - Short “bobbed” hair
 - Tight bell-shaped hats
 - Drank hard liquor
 - Smoked cigarettes

Flappers Doing
the Charleston



Vintage Flapper Dresses



Fashion Advice for the Flapper

LIPSTICK
Only a minutely
renewing lipstick
can give you the
fresh complexion
you desire. The
Secrets of the
Seventeen make
the difference
between the
old and the new
lipstick. The
Secrets of the
Seventeen make
the difference
between the
old and the new
lipstick.



ROUGE
The Secrets of the
Seventeen make
the difference
between the
old and the new
rouge. The
Secrets of the
Seventeen make
the difference
between the
old and the new
rouge. The
Secrets of the
Seventeen make
the difference
between the
old and the new
rouge.



POWDER
The Secrets of the
Seventeen make
the difference
between the
old and the new
powder. The
Secrets of the
Seventeen make
the difference
between the
old and the new
powder. The
Secrets of the
Seventeen make
the difference
between the
old and the new
powder.



BE SEVENTEEN TONIGHT!
Yours... in 5 magic moments... the
tender complexion tints of seventeen!

Seventeen

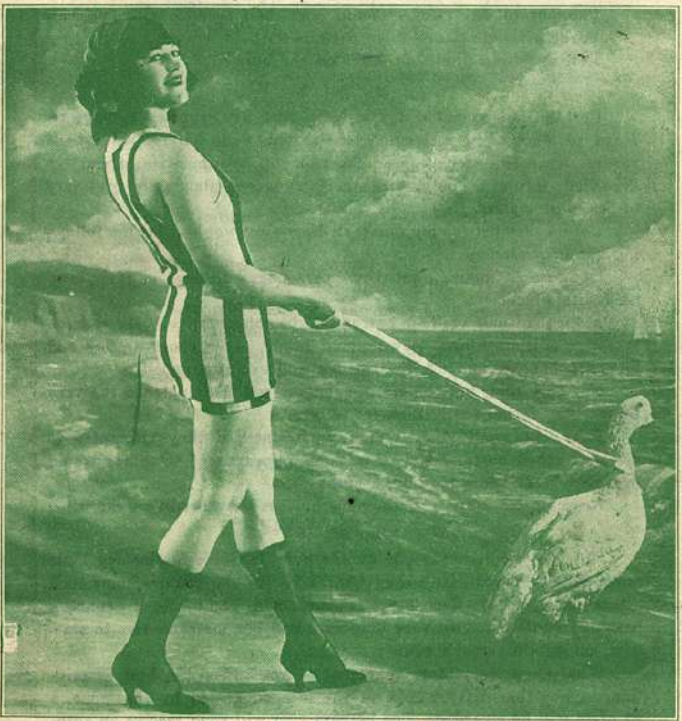
WHAT WE SEND YOU SEVENTEEN!
Beauty Department, Dept. 100, 147, 2nd Ave.,
New York, N. Y. (In Canada, Dept. 100, 147,
St. James Place, Toronto, Ont., Canada.)
Name _____
Address _____

THE *Not For Old Fogies* MAY

Two Dimes a Copy

FLAPPER

Two Bucks a Year



Typical "Flapper"—Marie Prevost—Universal Star

What is Home Without THE FLAPPER? Impossible!

Just Think of It!

7 ^{out} of 11

Bobbed Heads
want



The Bobbie Pin

Keeps Bobbed Hair Tidy

*The Fastest Seller ever known
in the Beauty Shop*

15,000 new hair
salons opened in
the 1920's

LADIES AND CHILDREN
HAIR BOBBING
OUR SPECIATLY



The American Hairdresser



The American Hairdresser



The American Hairdresser



The American Hairdresser



JUNE 1926

The American Hairdresser



SEPTEMBER, 1925

E. J. MOTT, Graphic Artist

The American Hairdresser



OCTOBER, 1925

Illustrated by E. J. Mott

The American Hairdresser



FEBRUARY, 1926

The American Hairdresser



MAY 1926

The American Hairdresser



E. J. MOTT, Graphic Artist

The American Hairdresser



JULY 1925

The American Hairdresser

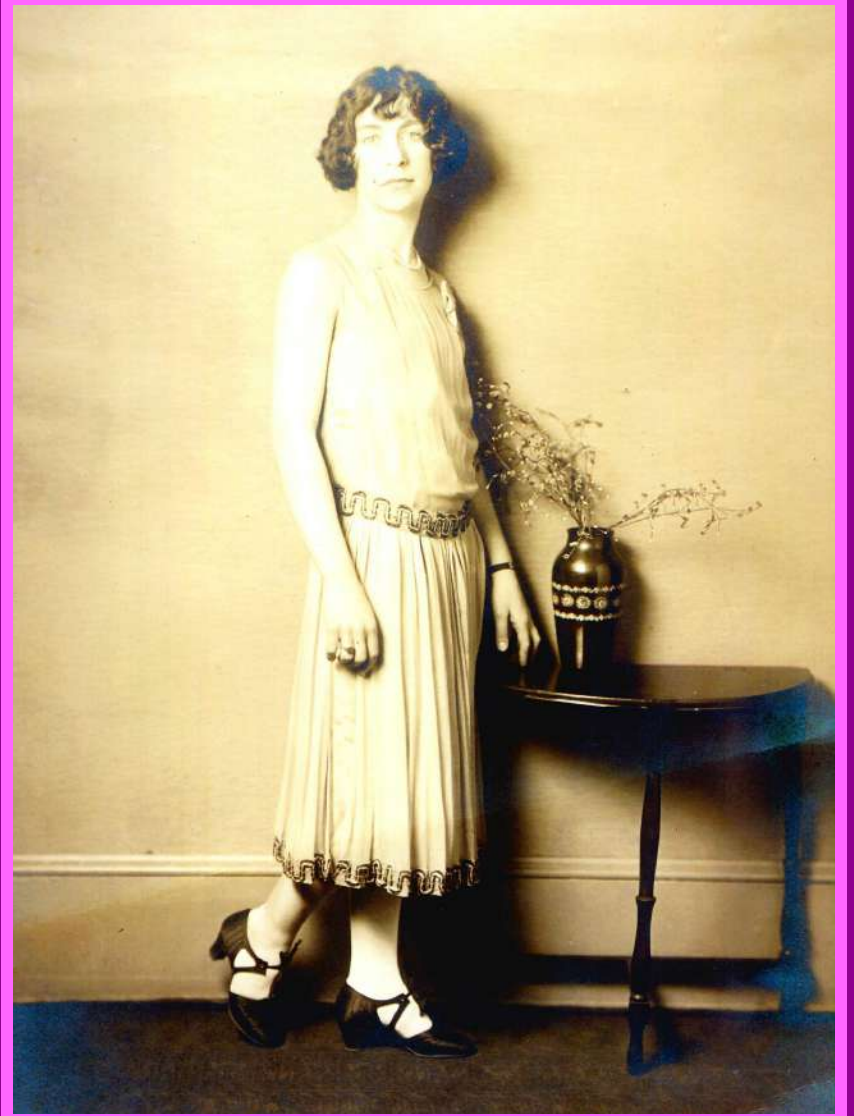


JANUARY



DECEMBER 1925

Elegant Women's Fashions



Flappers




Changing Demographics

**Statistics that describe
a population:**

- **Age**
- **Gender**
- **Race**
- **Income**

Urban Migration

- **Farmers** moved from rural to urban areas as farm prices fell after WWI
- “Great Migration” of **blacks** from the South to the North continued
- **Mexican** immigrants came to farms and cities in California and Texas and created **barrios**, Spanish speaking neighborhoods



**Heroes
of the
1920's**

Charles Lindbergh

- **May 1927 - Flew solo across the Atlantic**
- **New York to Paris - 33 hr. 10 min.**
- ***Spirit of St. Louis***
- **Admired for his solid moral values & humility**
- **His son was later kidnapped from his crib and murdered**

"All the News That's Fit to Print."

The New York Times.

THE WEATHER
NEW YORK, N. Y., MAY 20, 1927
WINDY, WITH SHOWERS
AND THUNDERSTORMS
TODAY.

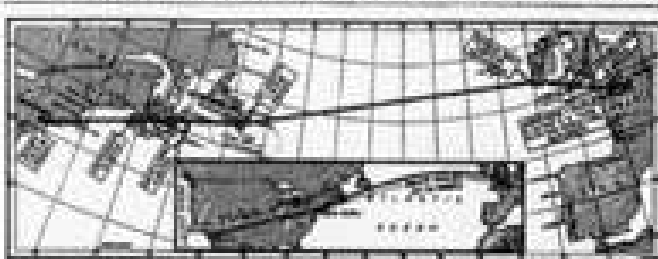
LINDBERGH DOES IT! TO PARIS IN 33½ HOURS; FLIES 1,000 MILES THROUGH SNOW AND SLEET; CHEERING FRENCH CARRY HIM OFF FIELD

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.

AT ONLY ONE AND A HALF OZ. OF THE SMOKELESS

Fuel Aboard at Times but Quickly Awake—Glimpse
of His Adventure in Brief Interviews
at the Embassy.



MAP OF COURSE BY WHICH LATER DATE, SHOWING THE SPEED OF HIS TRIP.

GRAND ROARS THUNDEROUS WELCOME

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

AVIATORS SAVE HIM FROM FRENCH MOB IF OLD

Paris Boulevards Ring With Celebration After Day
and Night Watch—American Flag Is Carried
Far and Wildly Acclaimed.

LINDBERGH'S OWN STORY

Charles G. Lindbergh was interviewed upon his arrival in Paris last night in the hope that he would, in his own words, describe his flight. After his arrival here, he will remain in the city until the 25th, when he will return to New York City.

IN GREAT SILENCE

PARIS, Monday, May 22.—Charles Lindbergh was welcomed at the American Embassy at 11 o'clock last evening. He arrived in a taxi cab and walked to his room at the Hotel de Ville. He was met by a group of French aviators and other friends who had gathered to meet him. He was then taken to his room at the Hotel de Ville.

"I don't remember I am all right," he said.

"I don't know," he said, "I don't know."

"I don't know," he said, "I don't know."

"I don't know," he said, "I don't know."

"I don't know," he said, "I don't know."

"I don't know," he said, "I don't know."

LEVINE ABANDONS BELLANCA FLIGHT

Levine's flight was abandoned because of engine trouble.

LEVINE'S DRAFT IS WAVED

Charles Lindbergh's draft is waved because of his flight.

"I don't know," he said, "I don't know."

"I don't know," he said, "I don't know."

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"I don't know," he said, "I don't know."

"I don't know," he said, "I don't know."

"I don't know," he said, "I don't know."

"I don't know," he said, "I don't know."



CHARLES LINDBERGH, THE FLYER WHO MADE THE ATLANTIC CROSSING LAST YEAR.

New York Rings Big Celebration
After Hours of Anxious Waiting

LINDBERGH TRIUMPH THRILL

Lindbergh's flight was a triumph for aviation.

CAPITAL

Paris was in a state of excitement.

"I don't know," he said, "I don't know."

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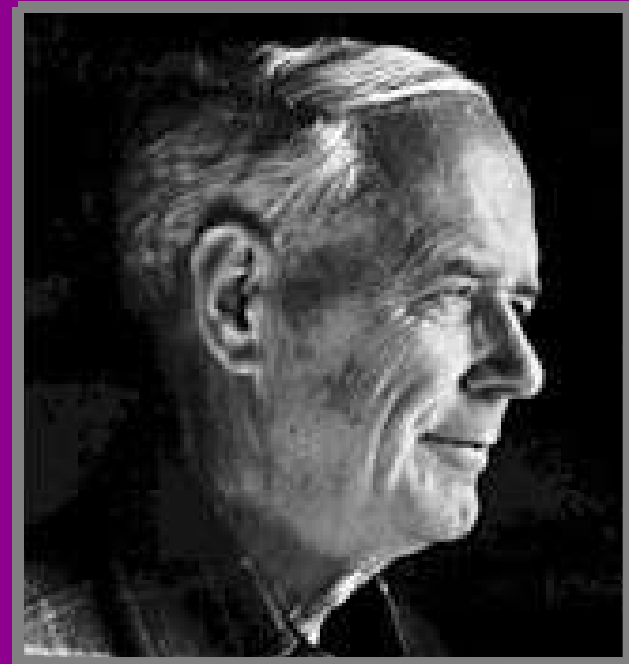
“Lucky Lindy”
An American
Hero

**Lucky Lindy
and the *Spirit*
of *St. Louis***



Charles Lindbergh

1902 - 1974



Lindbergh Baby Kidnapping – March 1932

WANTED

INFORMATION AS TO THE
WHEREABOUTS OF



CHAS. A. LINDBERGH, JR.

OF HOPEWELL, N. J.

SON OF COL. CHAS. A. LINDBERGH

World-Famous Aviator

This child was kidnaped from his home
in Hopewell, N. J., between 8 and 10 p. m.
on Tuesday, March 1, 1932.





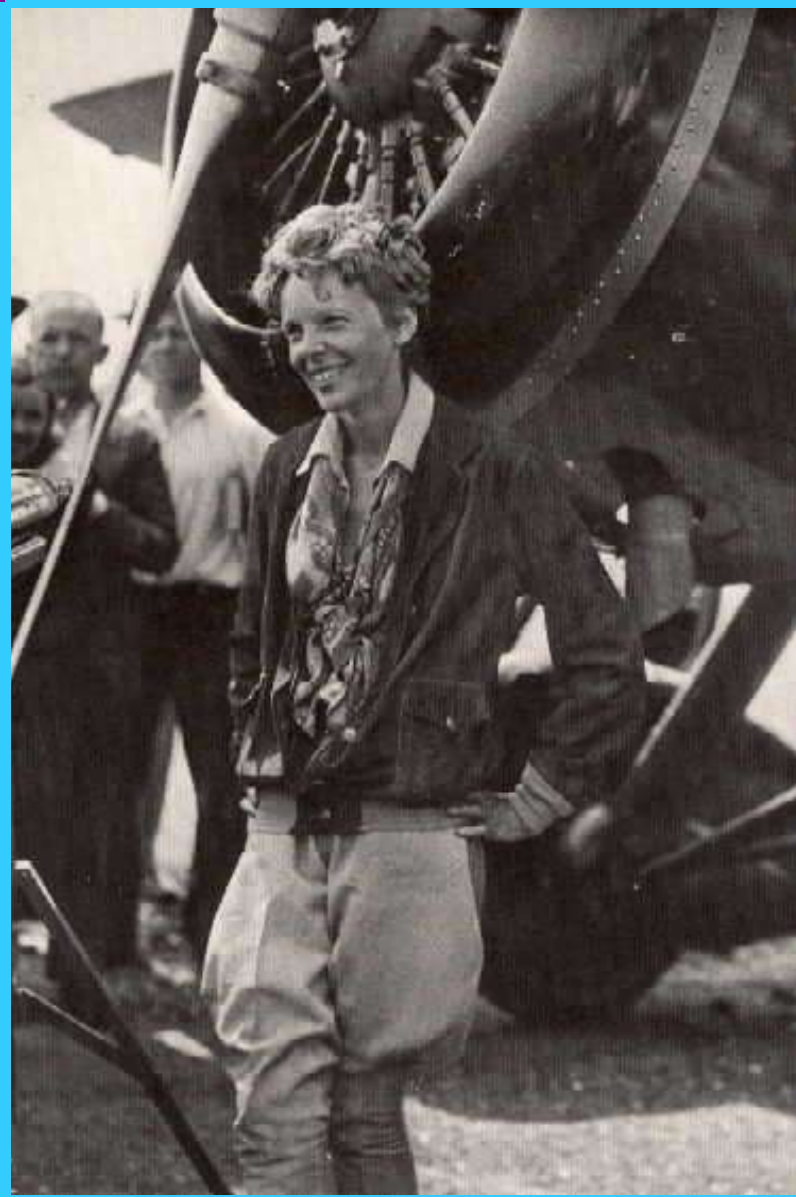
**Charles
Lindbergh, Jr.**

**An American
Tragedy**

Charles Lindbergh

Amelia Earhart

- Helped open the field of aviation to more women
- First woman to fly solo across the Atlantic (1932)
- First to fly solo from Hawaii to California
- Attempted to fly around the world
- Plane was lost over the Pacific after 2/3 of the trip (1937)







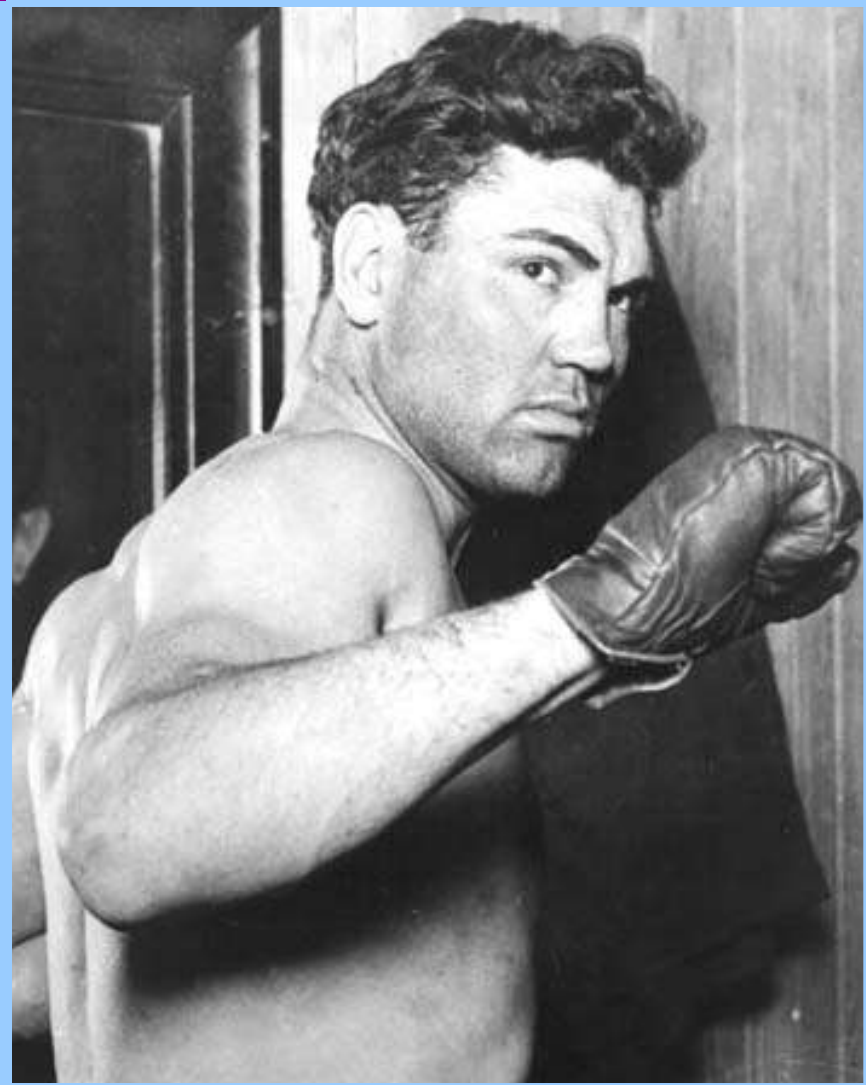


Jack Dempsey

- **1921 - Won the Heavy Weight World Championship of boxing**
- **Highly publicized fight broke the record for ticket sales**
- **First fight to be heard on radio**
- **Boxing became big business**

**Jack Dempsey
Heavy Weight
Champion
1921**







Jim Thorpe

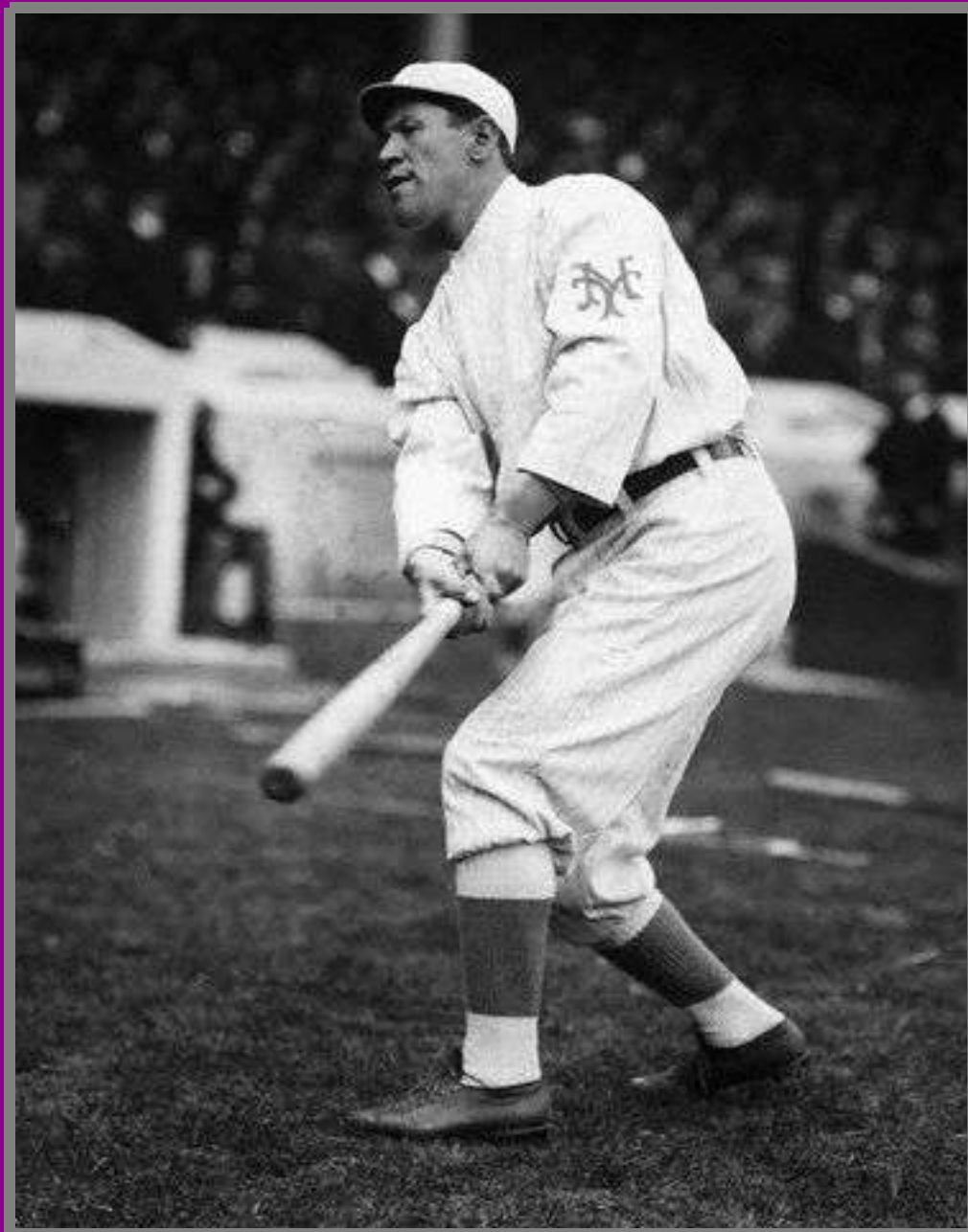
- **Native American**
- **Won Olympic decathlon and pentathlon gold medals**
- **Pro baseball player**
- **Pro football player**
- **First President of the National Football League**



**Jim
Thorpe**

**1912
Olympic
Gold**

**Jim
Thorpe
New York
Giants**





**Jim
Thorpe**

1925

**Pro
Football
Age 37**

George Herman Ruth

- “The Babe”
- “The Sultan of Swat”
- Career with Boston Red Sox and New York Yankees
- Record career 714 home runs
- Record 60 home runs in a 154 game season

“The Babe”



Mass Media

**Print, film, and broadcast
methods of communicating
information to large
numbers of people**

Movies

- 1890 to 1927 - Silent films
- 1927 – First “talkie” was *The Jazz Singer* - included speech, music and sound effects
- 1930 – 22,500 theaters, 80 million tickets sold per week

Early Stars of the Silver Screen

Al Jolson

**Star of
*The Jazz
Singer***



Greta Garbo Lillian Gish



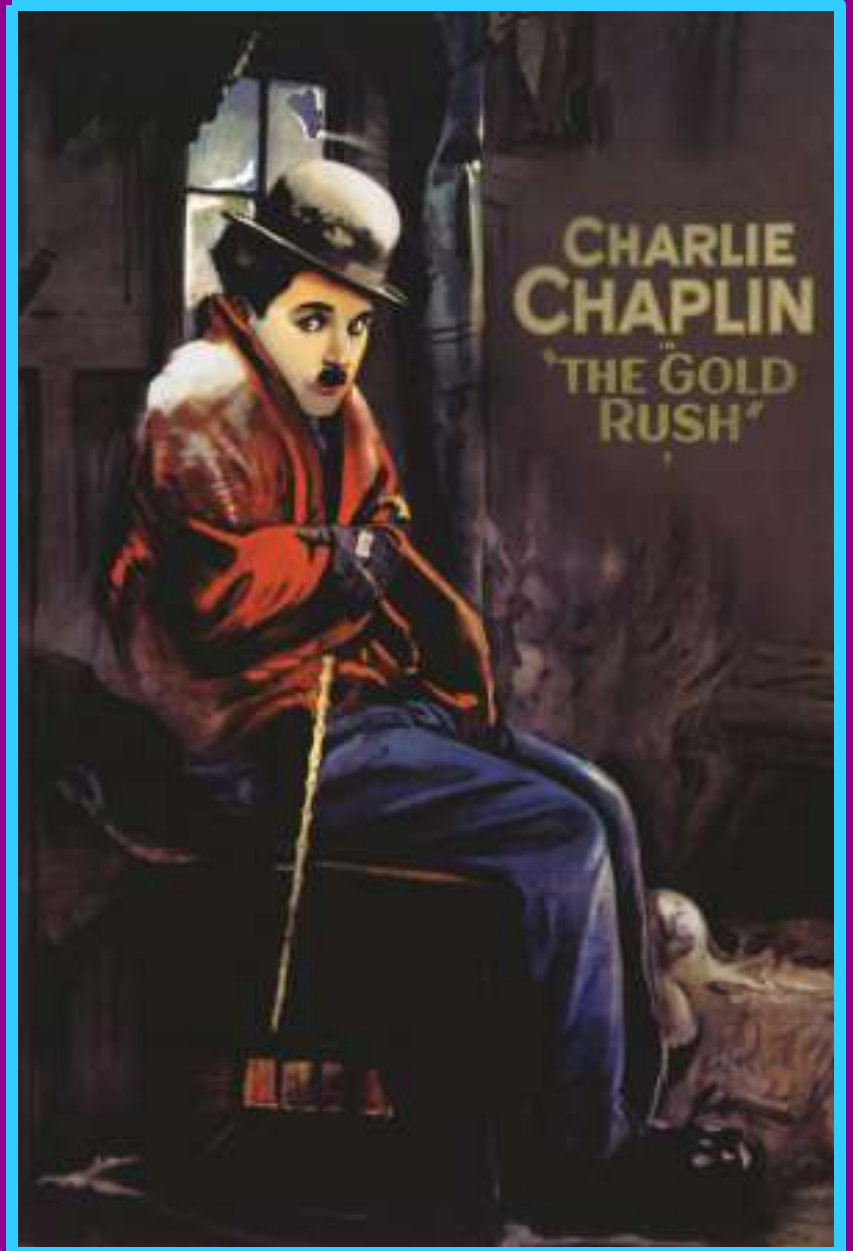
“Jazz Babies”

Gloria Swanson & Marie Prevost



Charlie Chaplin

- **Silent screen movie star**
- **Created character “The Little Tramp” - tattered suit, derby hat and cane**
- **Later very successful in the “talkies” using music to continue his soundless portrayal of the “little tramp”**



Leisure in 20's



Magazines

**200 Million Copies Sold in
1929**

- Readers' Digest
- Saturday Evening Post
- Ladies' Home Journal
 - Time

TIME

The Weekly Newsmagazine



THE MAN OF THE YEAR
the elected one
(The President)

Volume XI

Number 1

TIME

The Weekly Newsmagazine



ALPHONSE "SCARFACE" CAPONE

It just takes a few of 'em
(The National Arrest)

Volume XV

Number 12

THE SATURDAY EVENING POST



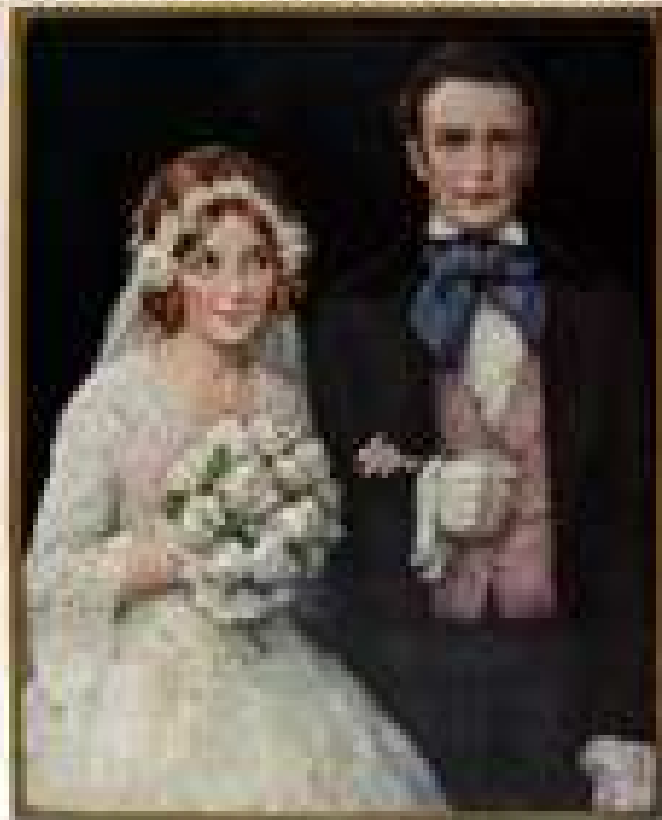
This gold button idea
the Shantung Silk silk is
available when you visit
your local retailer

THE SATURDAY
EVENING POST

THE SATURDAY EVENING POST
PUBLISHED WEEKLY
BY THE SATURDAY EVENING POST COMPANY
110 N. 4TH ST. PHILADELPHIA, PA.
ESTABLISHED 1897
Subscription Office: 110 N. 4TH ST. PHILADELPHIA, PA.
Subscription Price: \$5.00 per Annum in Advance
Single Copies: 15 CENTS
Second Class Postage Paid at Philadelphia, Pa.
Postmaster: Send no money now. We will bill you later.



THE LADIES'
HOME JOURNAL



Beginning Romance—The Loveliest Thing! By *Devonia Clark*
Illustration by *John G. Johnson*

The Ladies' Home Journal



Will the Sword be Sheathed in 1911?

Radio

- **1920 - First radio broadcast from a Westinghouse Electric Company engineer's garage in Pittsburg**
- **1922 – 500 radio stations in U.S.**



**1921
Cathedral
Style
Radio**

\$20



**1922
Westinghouse RC
2 piece radio set**

KDKA – First Radio Station



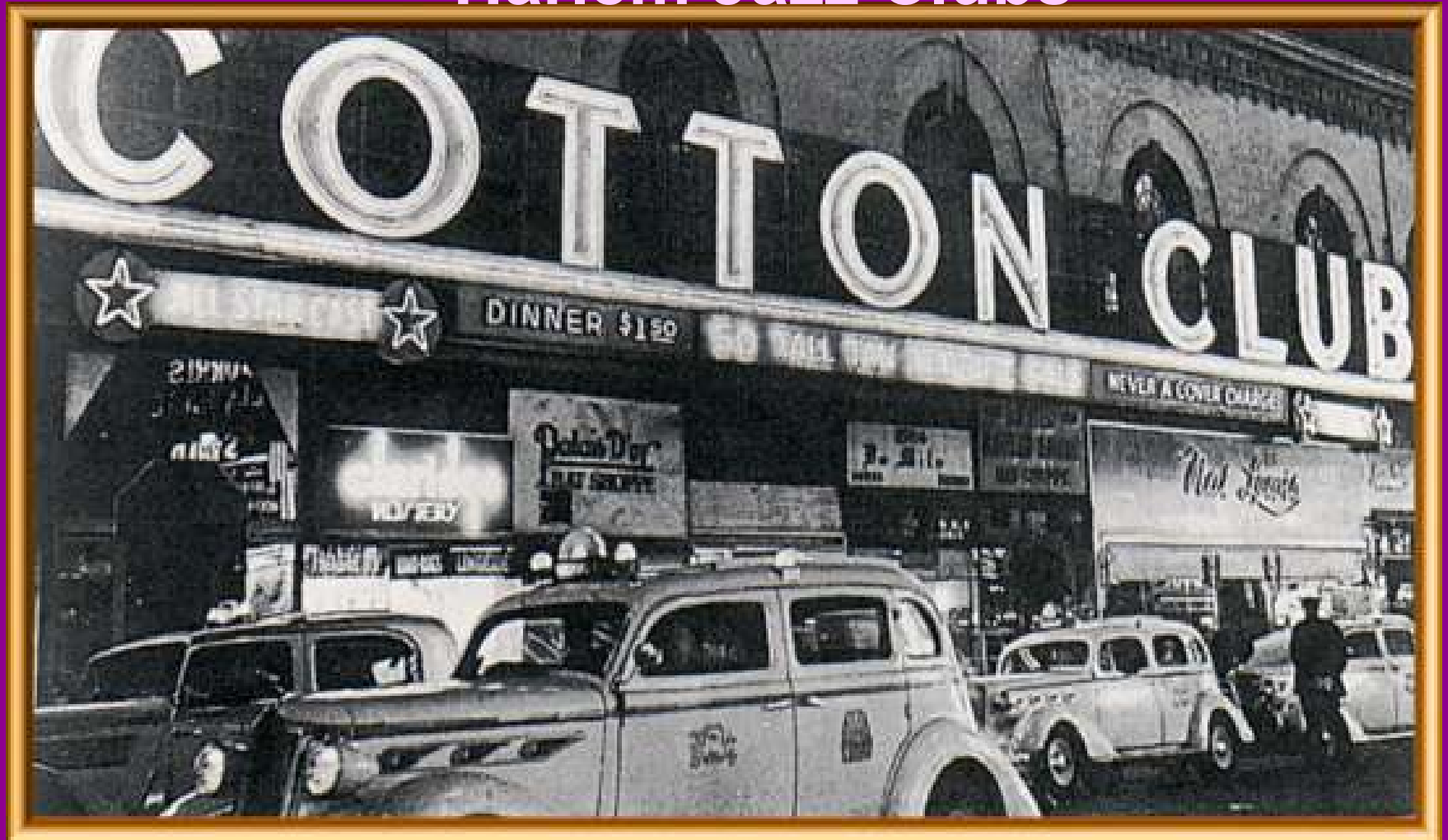
The First Radio News Broadcast – 1920 Election Results



Jazz & The Jazz Age

- Jazz came from African American music of the South
- New Orleans
- Syncopated rhythms
- Improvisation
- Harlem – 500 jazz clubs
- Black performers
- White audiences

The Most Famous of the Harlem Jazz Clubs



56



Duke Ellington

Pianist, Band Leader,
Arranger, Composer



**Duke Ellington &
His Cotton Club Orchestra
1927**



Louis Armstrong

- Born in New Orleans
- Nicknamed “Satchmo”
- Improvised trumpet solos
- “Scat” – improvised vocals with non-sense syllables
- **Given credit for starting Jazz**



Louis Armstrong



“Satchmo”

Georgia O'Keeffe

- 1887 - 1986
- Jazz Age painter
- Painted natural objects and landscapes



Taos Mountain, New Mexico



Oriental Poppies





*Blue
Morning
Glories*

Pink and Green Mountain



*Shell
No. 1*



Jazz Age





**The Lost Generation
Writers**

Expatriates

- **Group of American writers**
- **Unhappy with American popular culture in the 1920's**
- **Rejected the materialism and shallow values of American society**
- **Moved to Europe**

Ernest Hemingway

- **Ambulance driver for the Red Cross during the Great War**
- **An “expatriate” American writer who lived in Paris, France**
- **Wrote short stories and novels about war, adventure, and the disillusionment of the youth after the war**
- **Won the Pulitzer Prize and the Nobel Prize for literature (1953 & 1954)**

Hemingway Novels

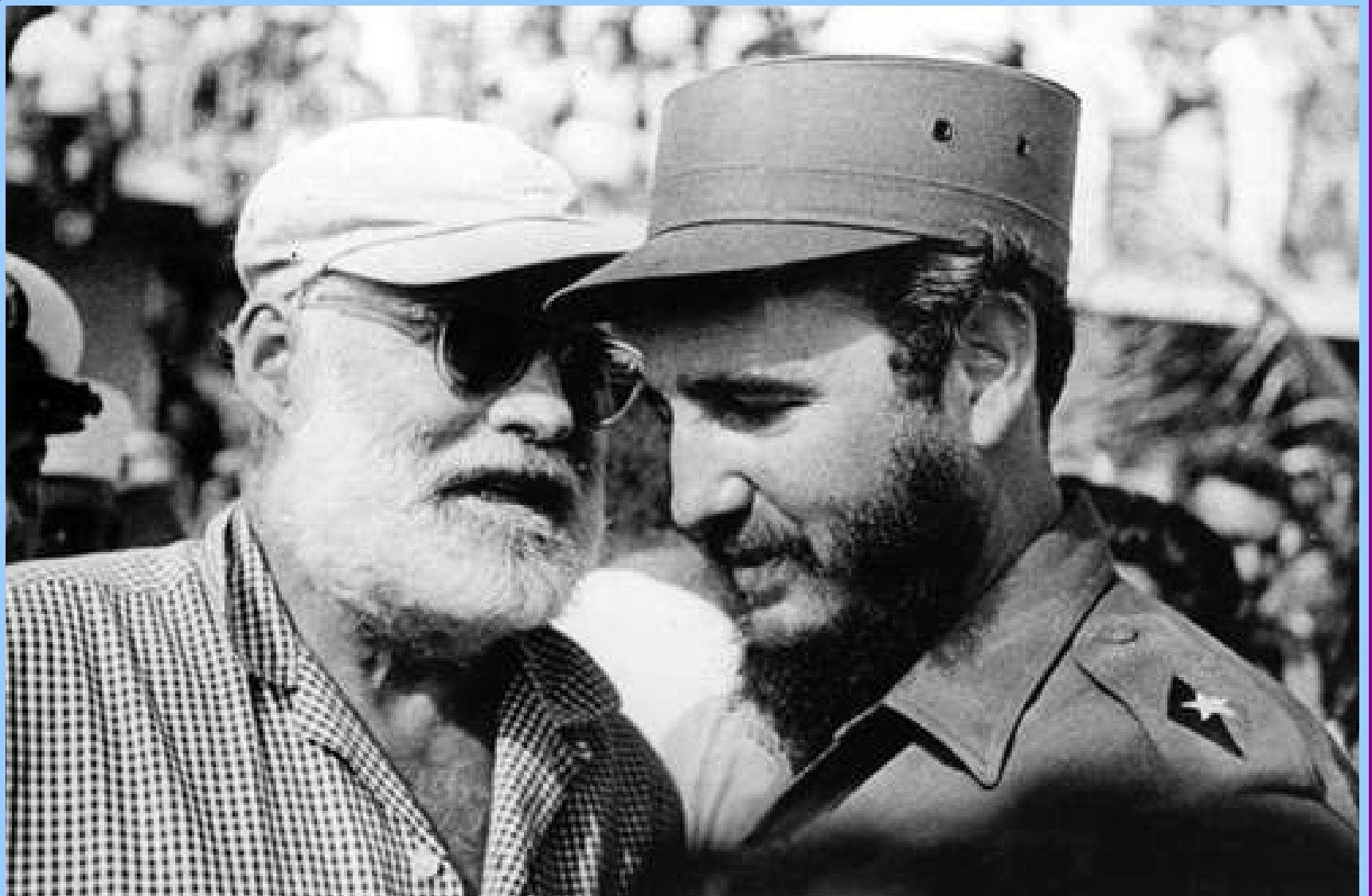
- *The Sun Also Rises*
- ***A Farewell to Arms***
- *For Whom the Bell Tolls*
- *The Old Man and the Sea*



Ernest Hemingway

World War I

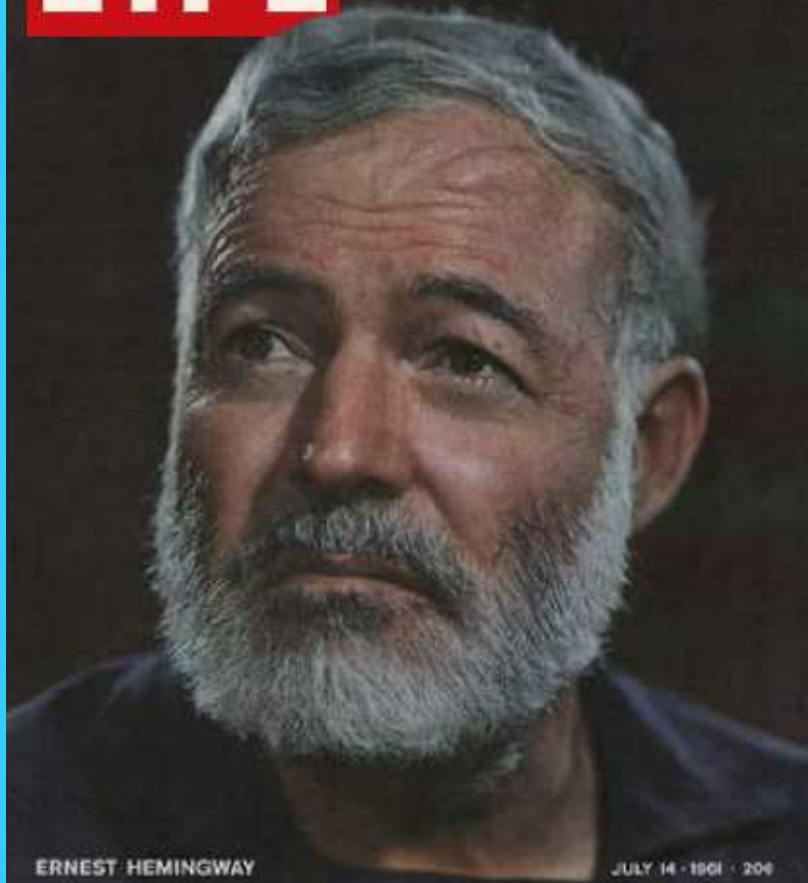
Hemingway and Fidel Castro



LIFE

THE CALL OF DANGER

In pictures, a great writer's
fascination with bravery and death.
With a memoir by Archibald MacLeish

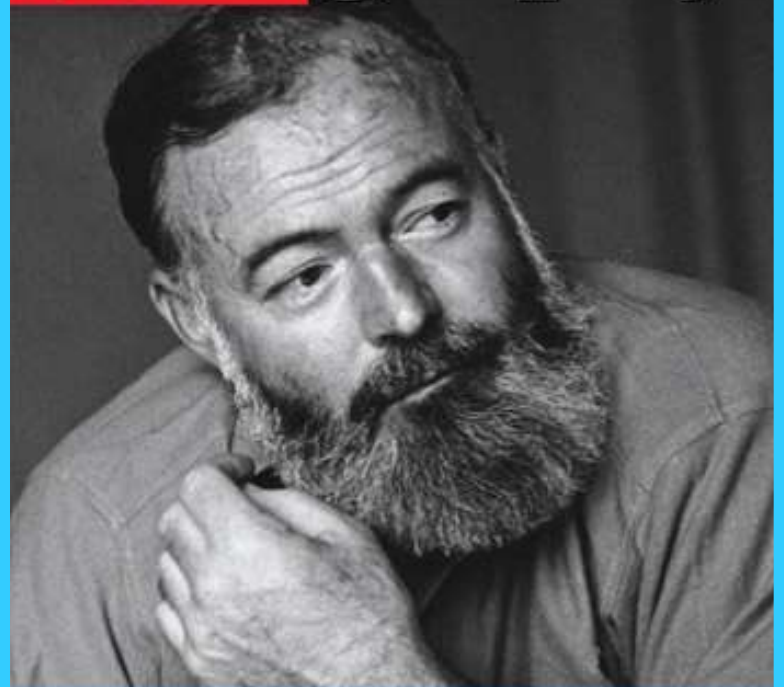


ERNEST HEMINGWAY

JULY 14 · 1961 · 20¢

A & E ' S A W A R D - W I N N I N G S E R I E S

Biography

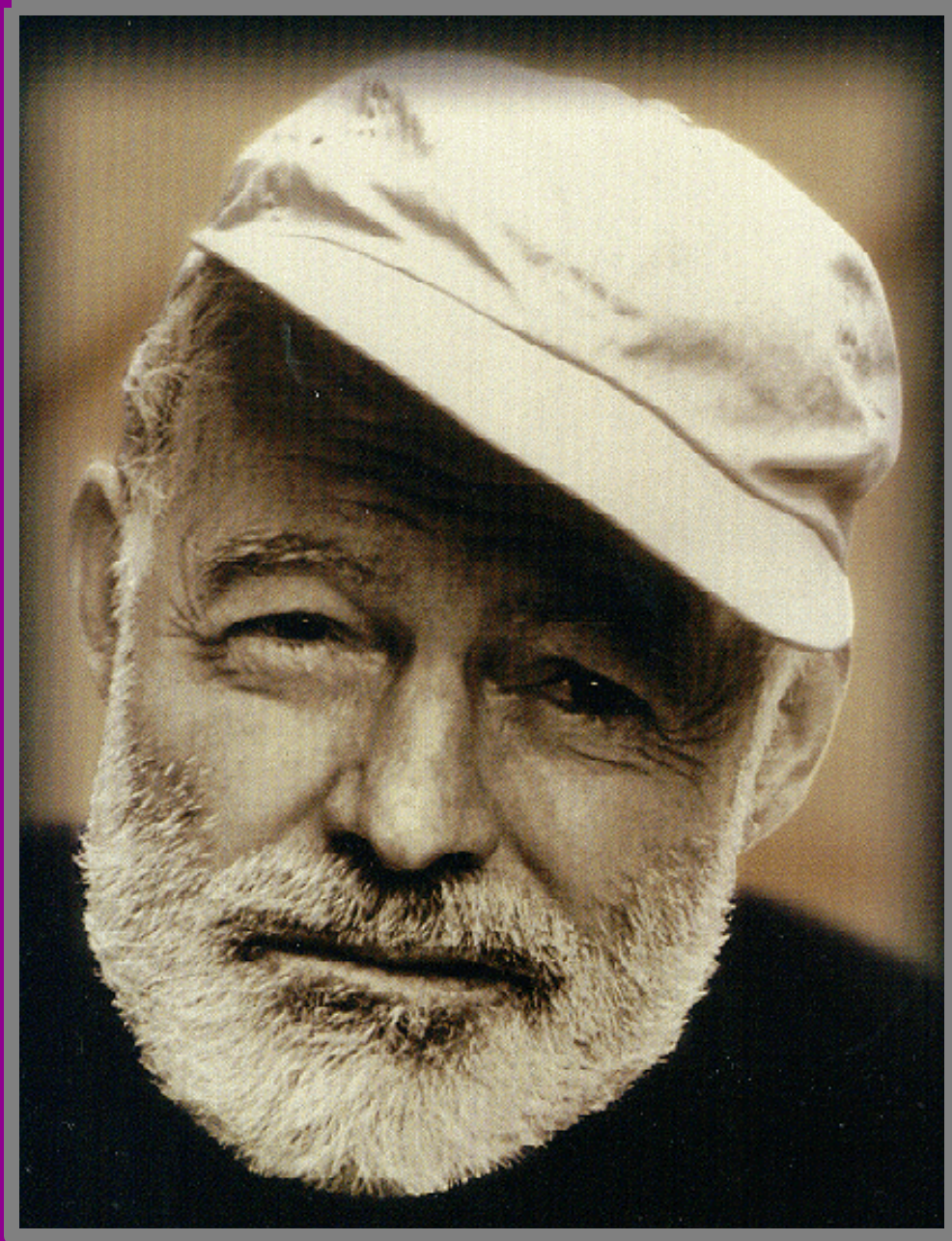


Ernest Hemingway
Wrestling With Life



**Ernest
Hemingway
1899 - 1961**

**Suicide by
shotgun**



F. Scott Fitzgerald

- Expatriate American writer living in Paris
- Wrote about the “Jazz Age” and the flapper culture
- Themes - the shallow, self-centered existence of the 1920’s, especially the wealthy class
- Masterpiece - *The Great Gatsby*



F. Scott Fitzgerald
c. 1925



Scott & Zelda Fitzgerald

Symbols of the
Jazz Age

Lost Generation



Harlem Renaissance

**African American
literary awakening
of the 1920's**

Reasons for the **Harlem Renaissance**

- **Search for identity**
- **Universal Negro Improvement Association was formed to promote black pride and unity**

▪

Harlem Renaissance Writers

- James Weldon Johnson
- Zora Neale Hurston
- Langston Hughes

Langston Hughes



Harlem Renaissance





**Cultural Conflicts
in the 1920's**

Prohibition

- 18th Amendment banned alcohol in January 1920
- Goal was to reduce
 - Family abuse and violence
 - Prostitution, gambling and other vice in saloons
 - Missed time and accidents in the work place

How to Support Prohibition

- **Volstead Act was passed to enforce Prohibition**

Bootleggers

66

- Suppliers of illegal alcohol
- Originally was the term for drinkers who secretly hid flasks of alcohol in the leg of their boots

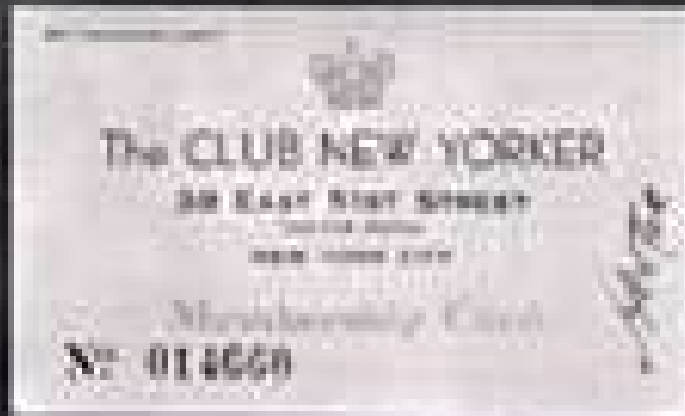


Speakeasies

- **Secret illegal bars that served alcohol**
- **There were more than twice as many speakeasies operating than there had been legal saloons before Prohibition**



Speakeasy Membership Cards



House Rules at one Speakeasy



HOUSE RULES

1. Members Only!!!
2. Respect the Laws of Prohibition
3. No Bootlegging & No Gambling
4. Avoid Profanities in Presence of Ladies
5. No Loitering on or near Big Boss's Sofa

Any persons not adhering to above rules will suffer the consequences.
House Management

**GOLD-FAST
SCOTCH
WHISKEY**

Organized Crime

- **Local gangsters combined forces to run complex bootlegging operations**
- **Also involved in gambling and prostitution**
- **Racketeering –**
 - **Police and government officials were bribed to ignore the illegal activities**
 - **Shop owners were forced to pay fees for “protection” from mobsters**

Al Capone

69

- **“Scarface”**
- **1925 - Rose to the top of Chicago’s mob**
- **Committed or ordered 100’s of murders**
- **Made 100’s of millions illegally**
- **1931 - Convicted of income tax evasion**
- **Served 8 years of 11 year sentence**
- **Released early for good behavior**



**Al
Capone**

**in his
prime**



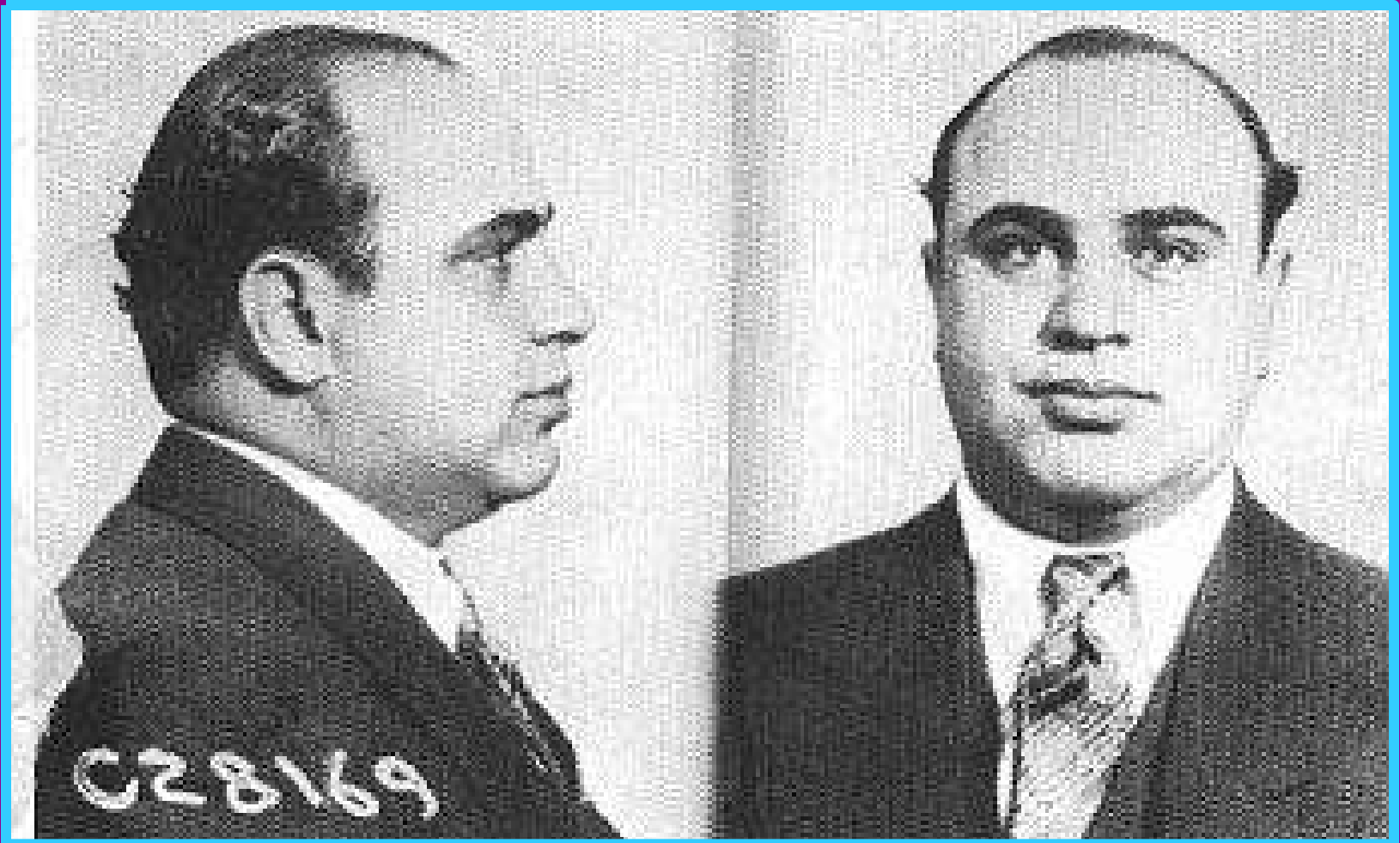
Al Capone

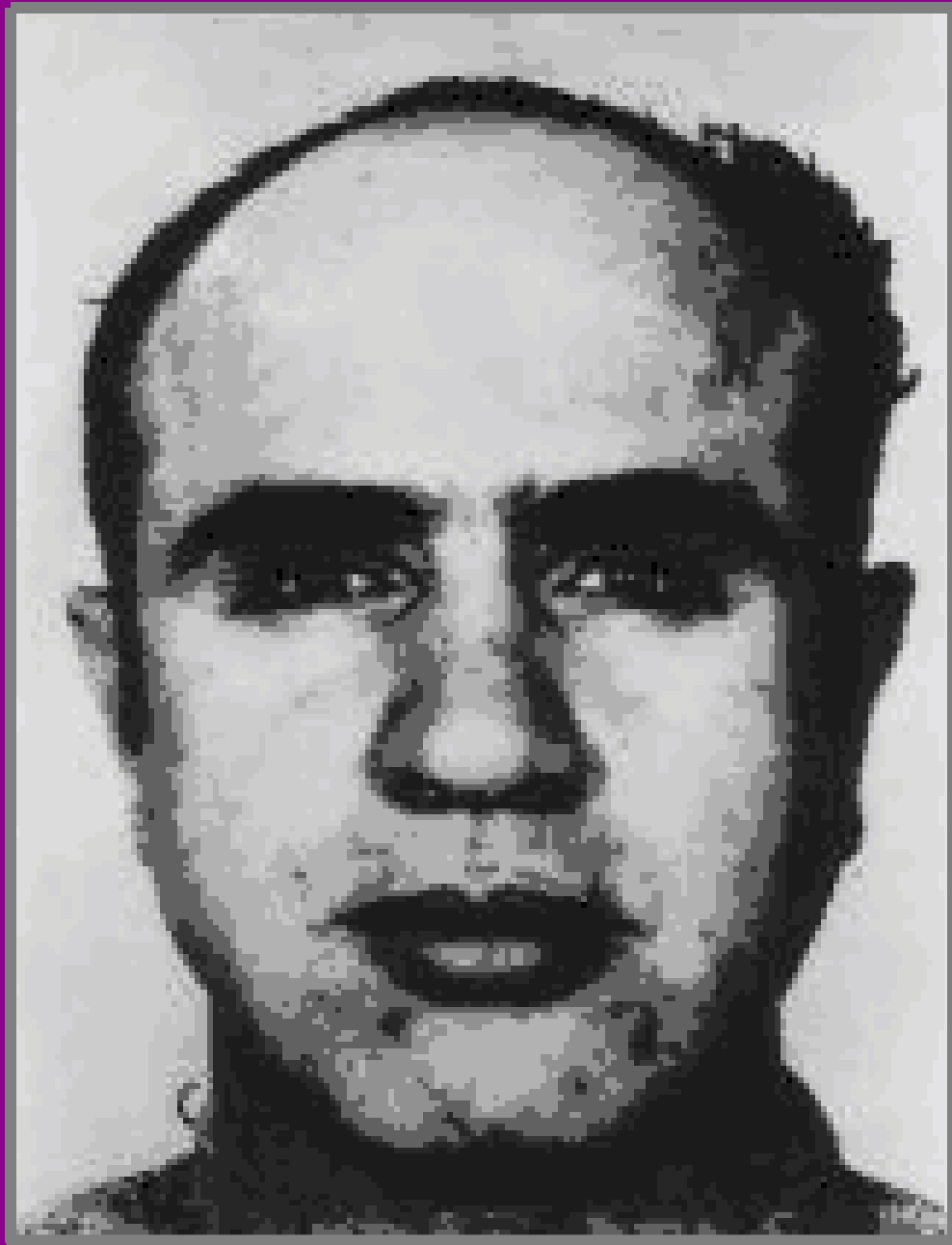
1899-1947

Capone's Florida Mansion



**Arrested in Philadelphia on
a gun charge - 1929**





Capone

1939

**After 8
years at
Alcatraz**

Died from syphilis – age 48



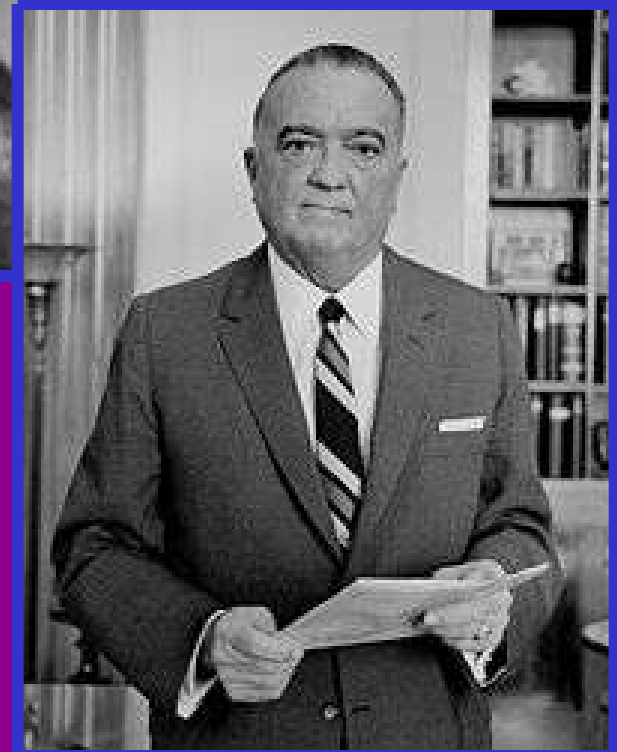
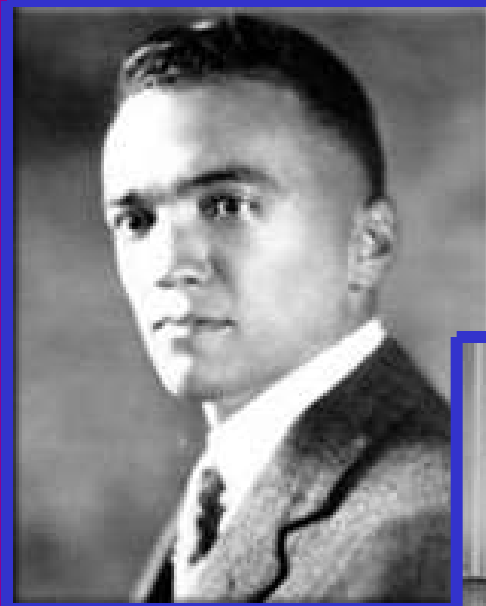
ALPHONSE CAPONE

1899 — 1947

MY JESUS MERCY

J. Edgar Hoover

- Director of the FBI 1924 – 1972
- Dedicated to stopping organized crime

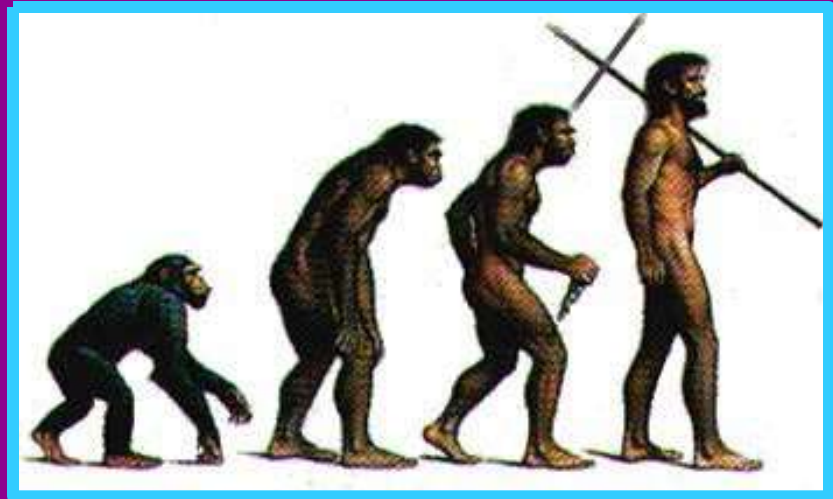


Prohibition and Gangs





Religious Issues



Fundamentalism

- **Belief in traditional Christian teachings**
- **Belief that the Bible is literally true and cannot contain any errors**

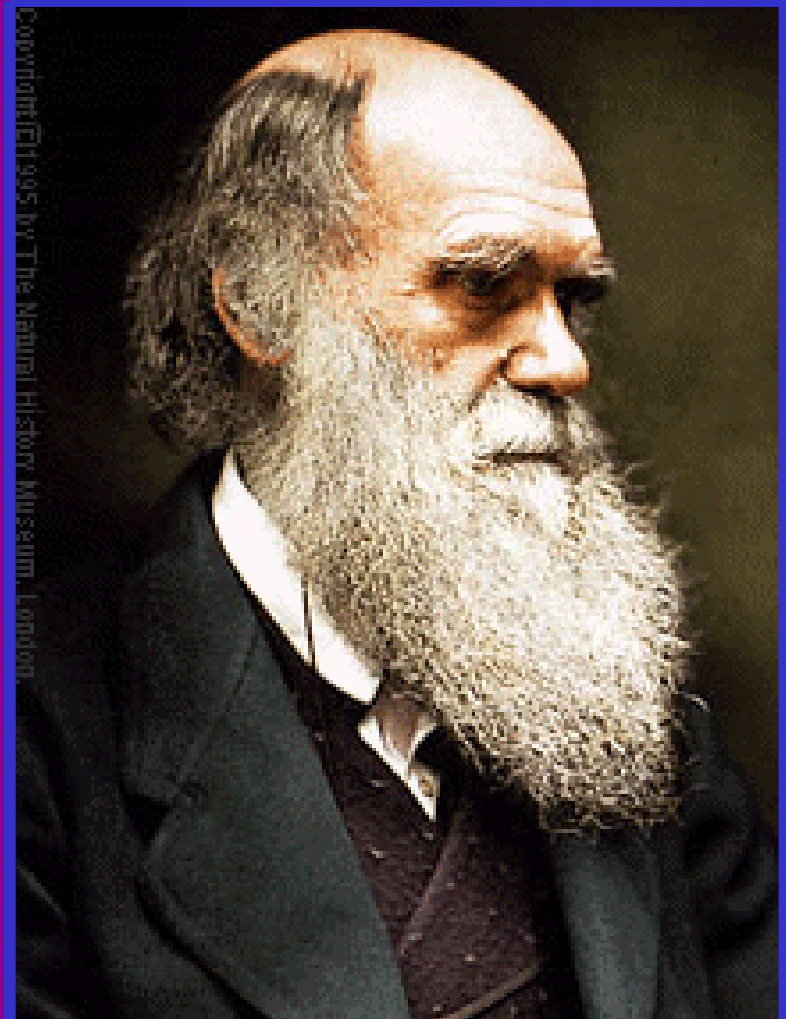
Billy Sunday

- Preacher who preached against the evils of alcohol, evolution, and gambling
- Held over 300 revival meetings
- Made a fortune



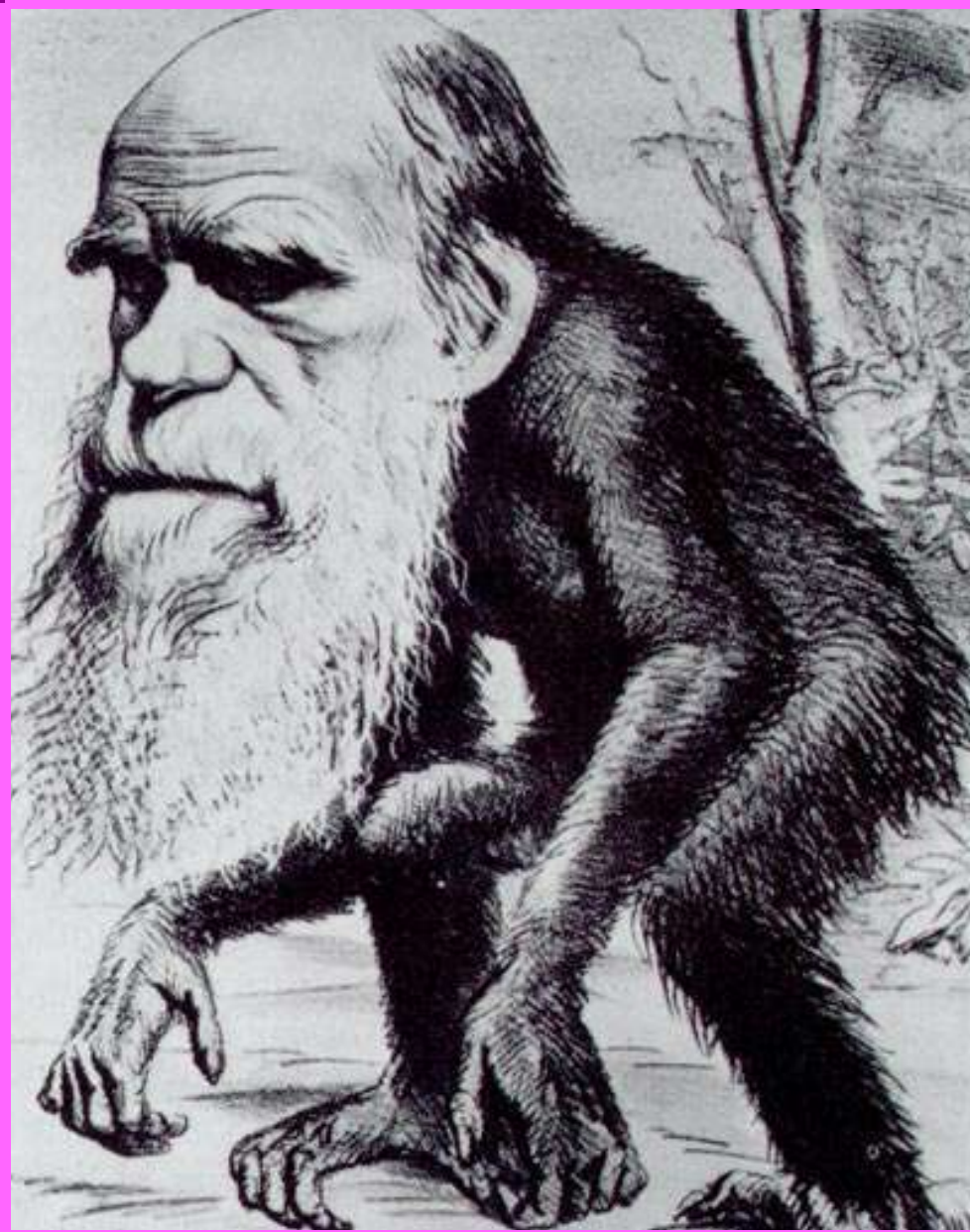
Charles Darwin

- 1809-1882
- British Naturalist
- 1859 -Wrote *Origin of Species*
- Proposed the theory of natural selection and evolution



Scopes Trial

- The “Monkey Trial”
- John Scopes – Tennessee science teacher
- 1925 - Arrested for teaching evolution
- Clarence Darrow- defense attorney
- William Jennings Bryan – prosecuting attorney
- Scopes found guilty and paid \$100 fine





**John
Scopes**

**Tennessee
Science
Teacher**

Clarence Darrow & William Jennings Bryan



Importance of the Scopes Case

75

- Showed the growing division between modern **scientific ideas** and traditional **religious beliefs**
- Many saw the trial as a victory for science even though Scopes lost

Monkey Trial



Growing Racial Tensions

Revival of the Klan

- **KKK disappeared during Reconstruction**
- **1915 – Revived by a Methodist preacher**
- **1922 – 100,000 members**
- **1924 – 4,000,000 members**
- **Defended white Protestant culture against anything “un-American”**
- **Terrorized Blacks, Catholics, Jews, and immigrants**

KKK con't

- Membership began to decline because of scandals involving its leaders.

KKK Rally (You do not want to be the guest of honor here)



NAACP

- lobbying efforts influenced the House of Representatives to pass, in 1922 anti-lynching legislation.
- First group that succeeded

Marcus Garvey

- African American nationalist who created a “back to Africa movement”
- Wanted African Americans to create a self-governing nation in Africa
- Called for separation of the races rather than integration
- Went to jail on fraud and later was deported to Jamaica



**Marcus
Garvey**

Post WWI Intolerance

