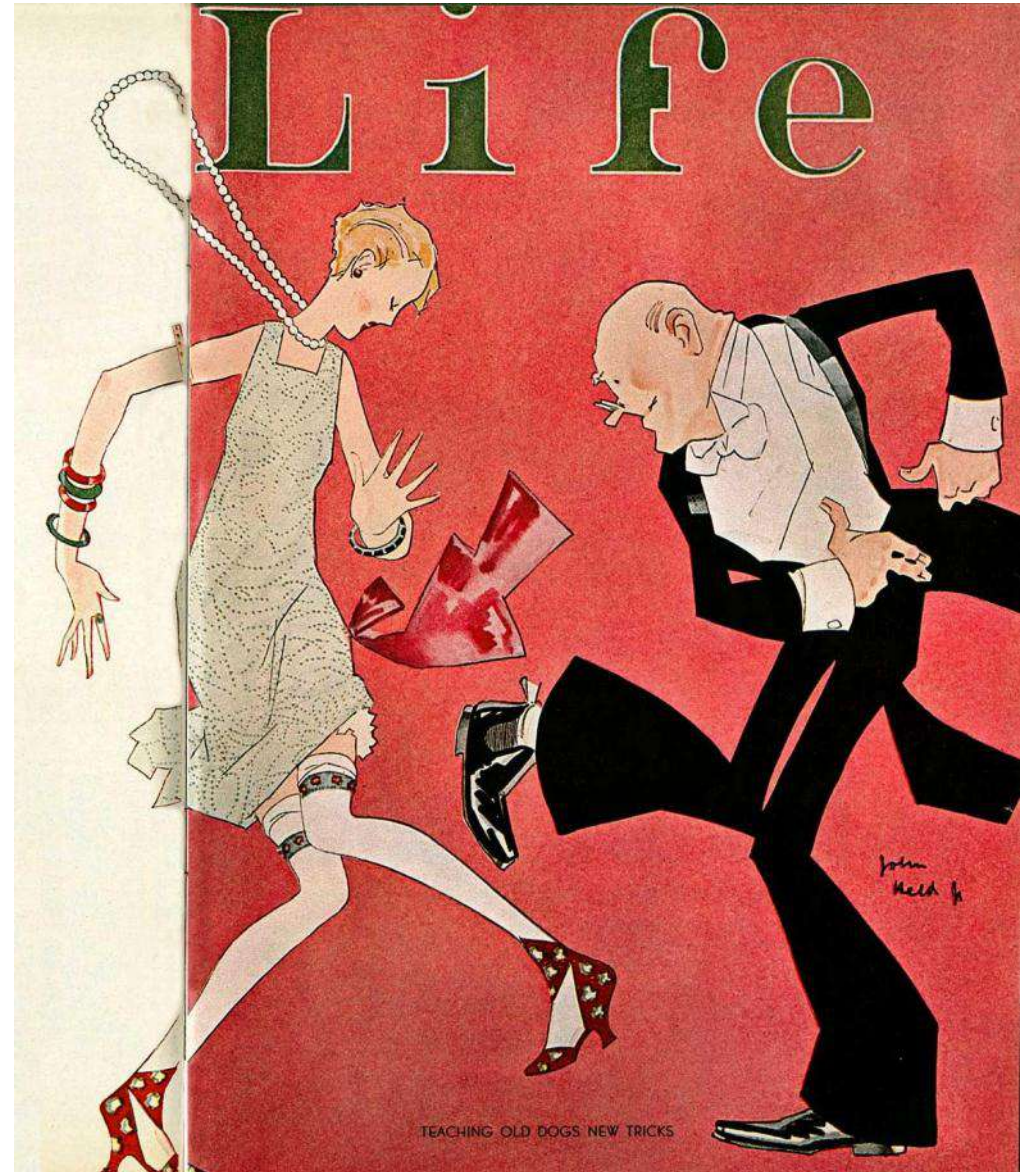


- Essential Question:
  - How did the end of World War I change America in the 1920s?
  
- CPUSH Agenda for Unit 10.1:
  - “America in the 1920s” notes

# Participation in WWI transformed the United States in the 1920s:

The USA was the richest and most developed country in the world

Mass production, high wages, new consumer goods and forms of entertainment labeled the decade the “Roaring Twenties”

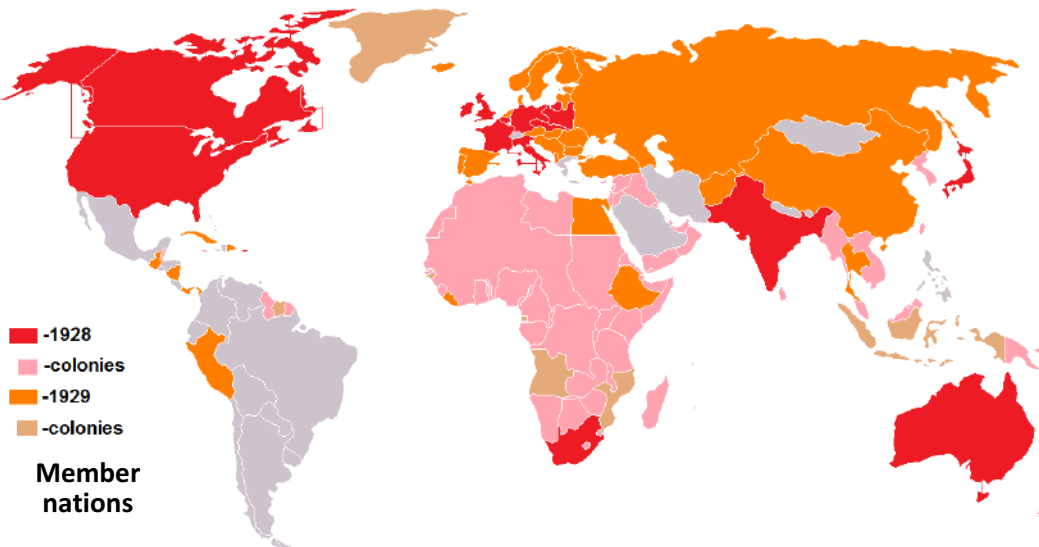




What do these images reveal about America in the 1920s?

During the 1920s, U.S. isolationism was selective because the USA did play a role in world affairs

The USA joined other world powers in a commitment to world peace by signing the Kellogg-Briand Pact

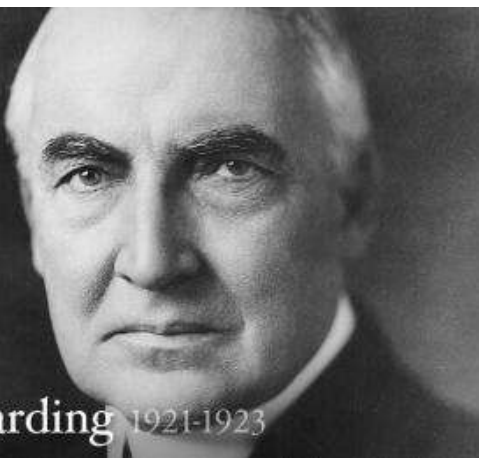


TREATY  
BETWEEN THE  
UNITED STATES AND OTHER POWERS  
PROVIDING FOR THE  
RENUNCIATION OF WAR  
AS AN INSTRUMENT OF NATIONAL POLICY

SIGNED AT PARIS, AUGUST 27, 1928  
RATIFICATION ADVISED BY THE SENATE, JANUARY 15, 1929 (LEGISLATIVE DAY OF JANUARY 14, 1929)  
RATIFIED BY THE PRESIDENT, JANUARY 17, 1929  
INSTRUMENTS OF RATIFICATION DEPOSITED AT WASHINGTON BY THE UNITED STATES OF AMERICA; AUSTRALIA; DOMINION OF CANADA; CZECHOSLOVAKIA; GERMANY; GREAT BRITAIN; INDIA; IRISH FREE STATE; ITALY; NEW ZEALAND; AND UNION OF SOUTH AFRICA, MARCH 2, 1929  
BY POLAND, MARCH 25, 1929  
BY BELGIUM, MARCH 27, 1929  
BY FRANCE, APRIL 22, 1929  
BY JAPAN, JULY 24, 1929  
PROCLAIMED, JULY 24, 1929

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 RobertsheW 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  
1000 Oak Street, Boston, Chicago

## Glenwood Ranges

make cooking easy

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

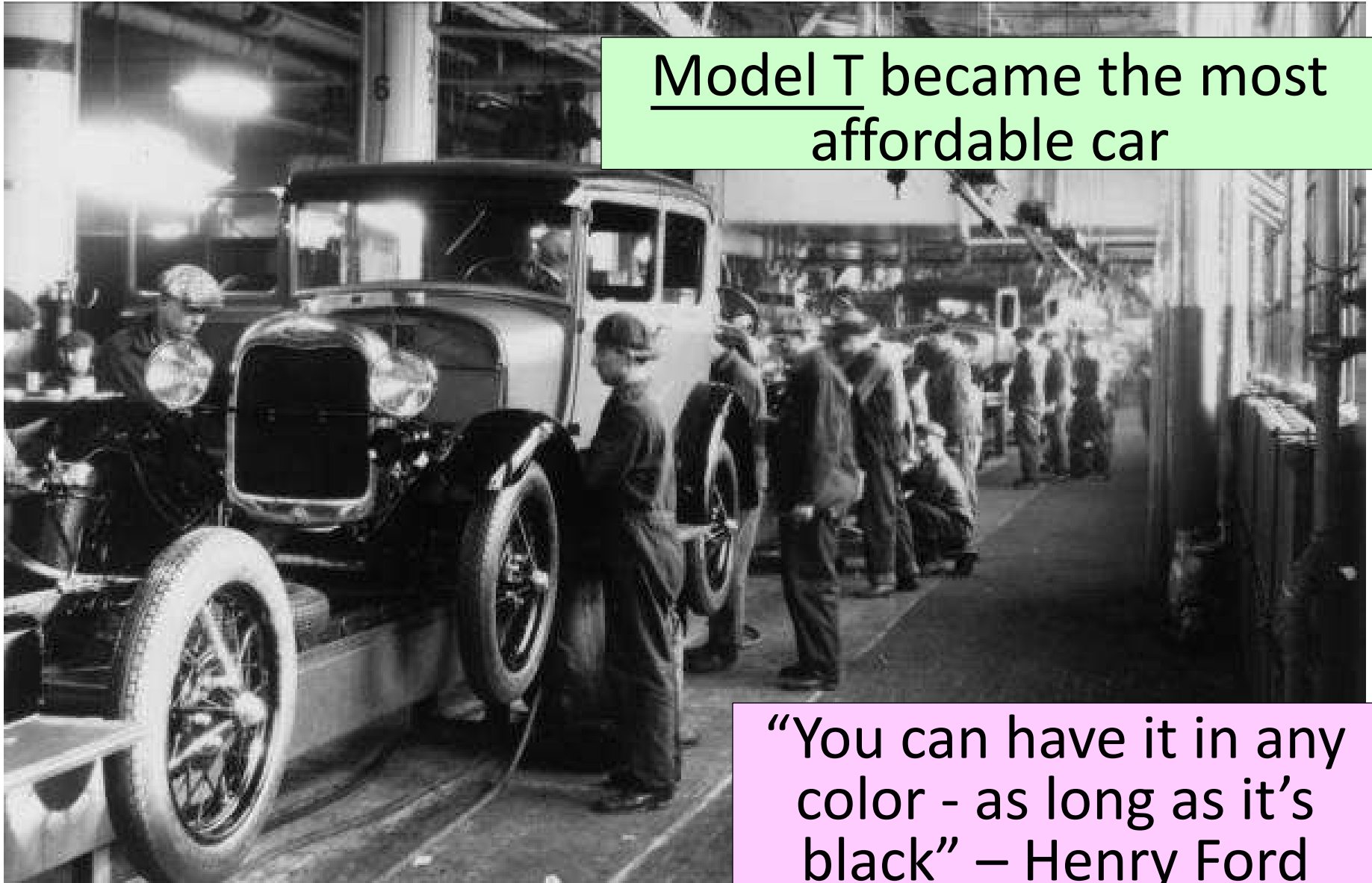


Industrial growth led to high wages for workers and cheap products for Americans to buy

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

Model T became the most affordable car



“You can have it in any color - as long as it's black” – Henry Ford

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



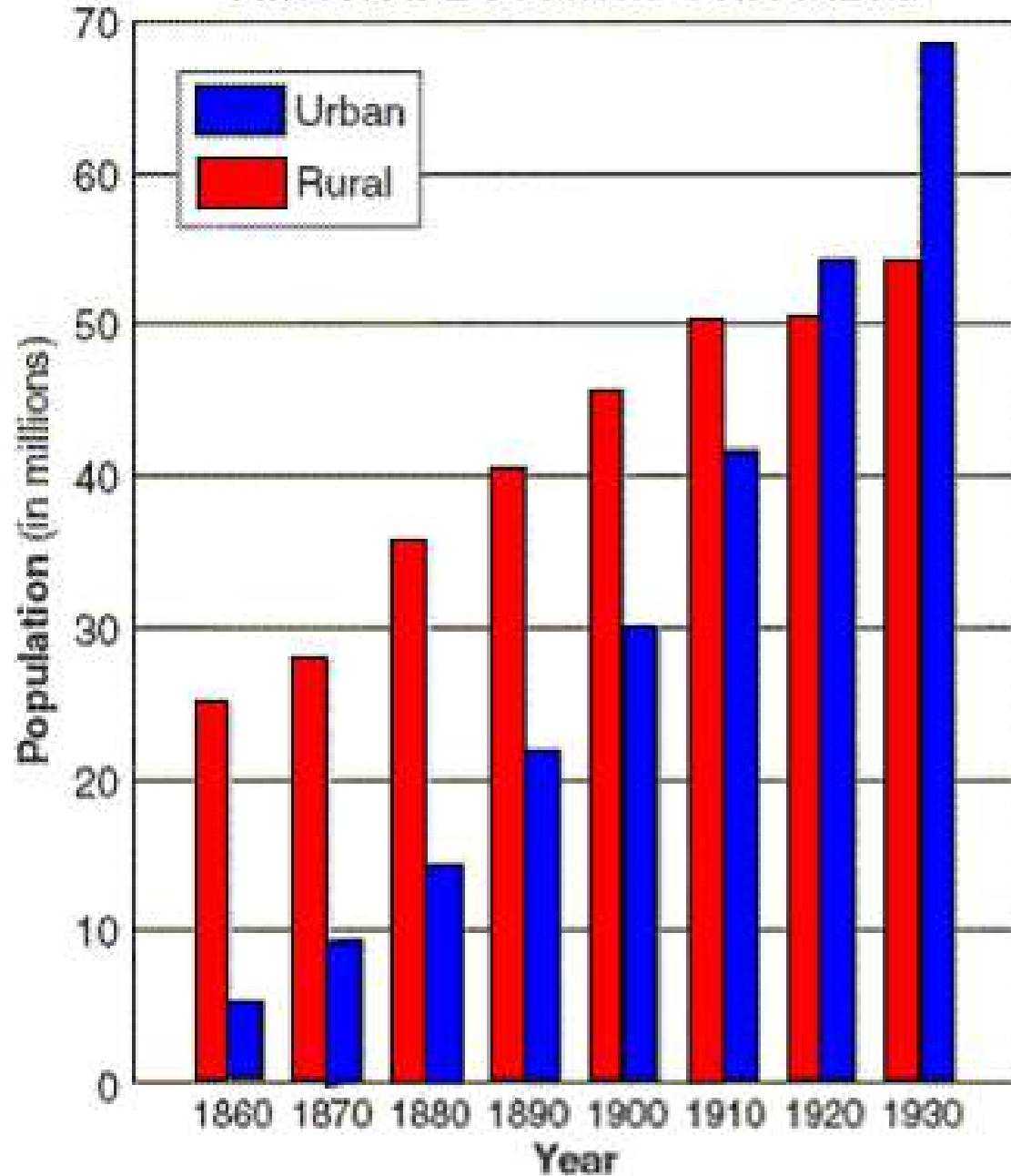


What do these images reveal about America in the 1920s?



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



# 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 Rubertherm 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 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 range and included in our books "50 months of kitchen help" is glad to read you and your family and your friends.

WEIR STOVE COMPANY, TAINSTON, MASS.

Worcester, Mass. Telephone 100-1000

**Glenwood Ranges**  
make cooking easy



**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



Model-Lady Dress. Designed by a young girl, Model-Lady Dress is a perfect example of the youthful lines and soft silks that are the fashion of the day. It is a simple, elegant design that is both practical and stylish. The dress is made of a light-colored silk and features a wide sash and a large hat. It is perfect for the afternoon frock.

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Patterns may be purchased from your Pattern Book Agent in the United States and Canada at the usual postage prepaid. If you address the Company, 124 West 39th Street, New York City. Please be so kind.

# 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

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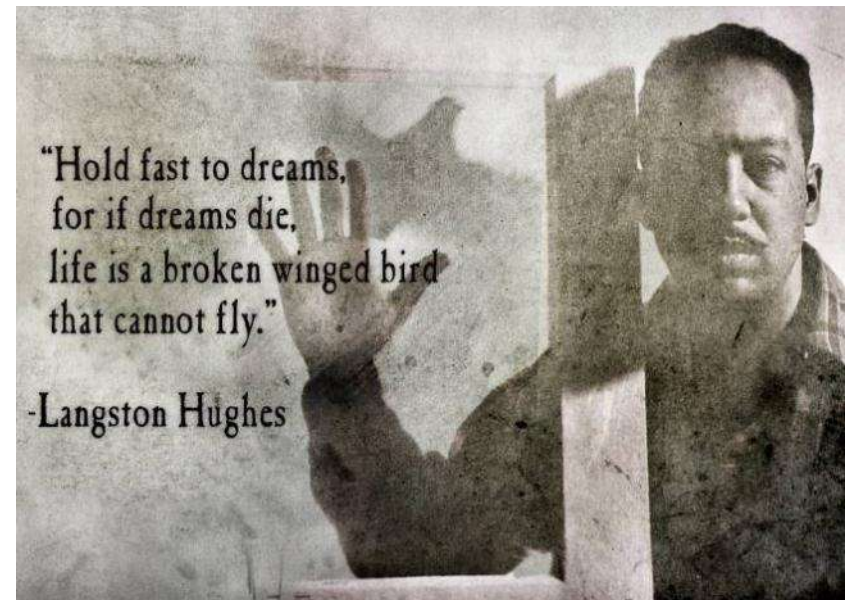
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Perf

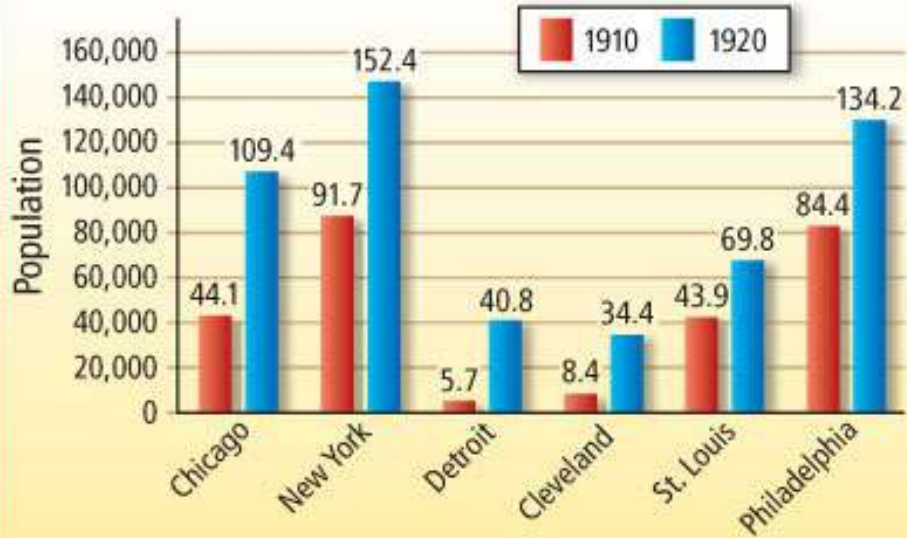


# 1920s: Harlem Renaissance

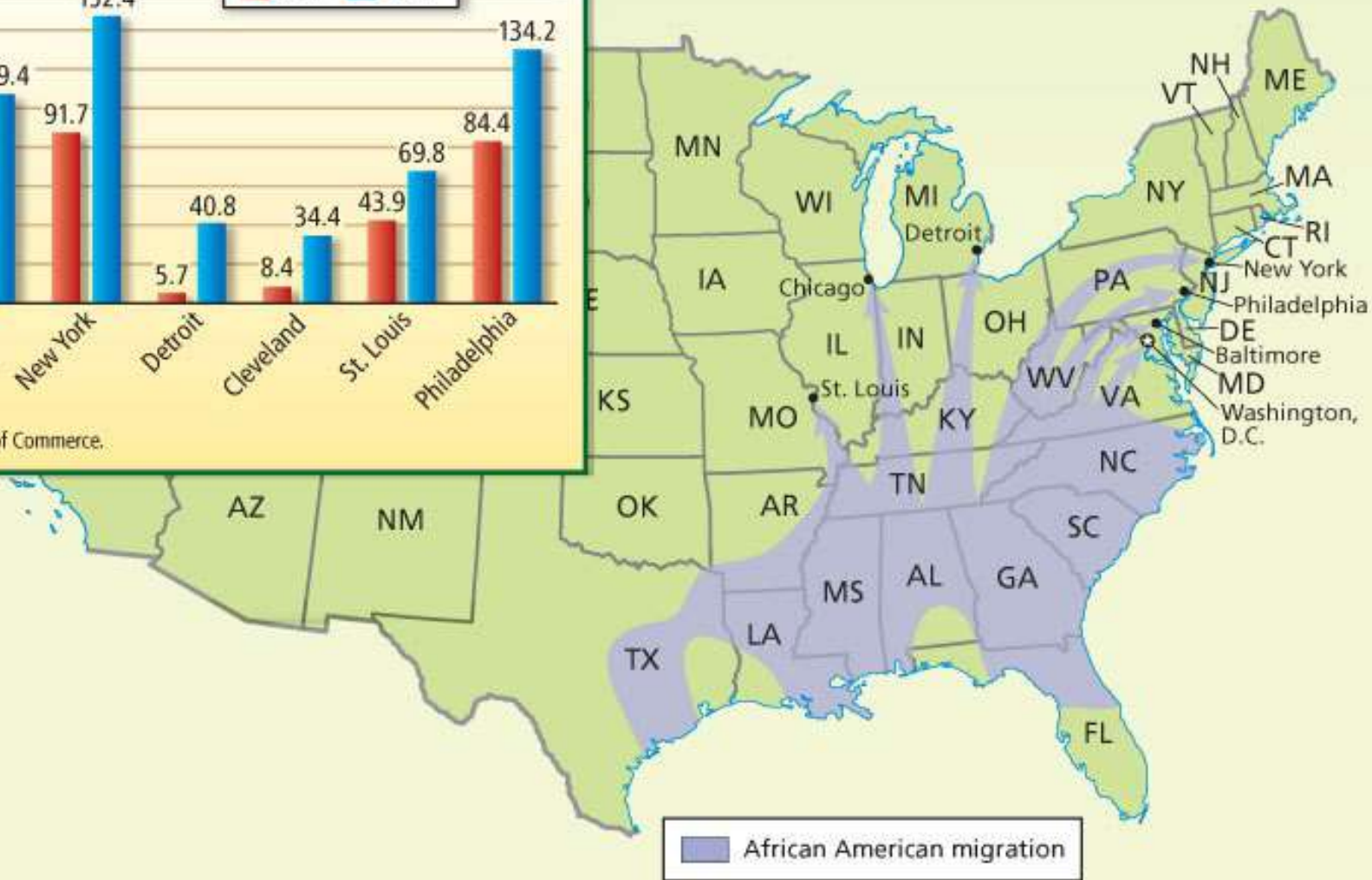


# The Great Migration during WWI led to a concentration of African Americans in northern cities

## 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

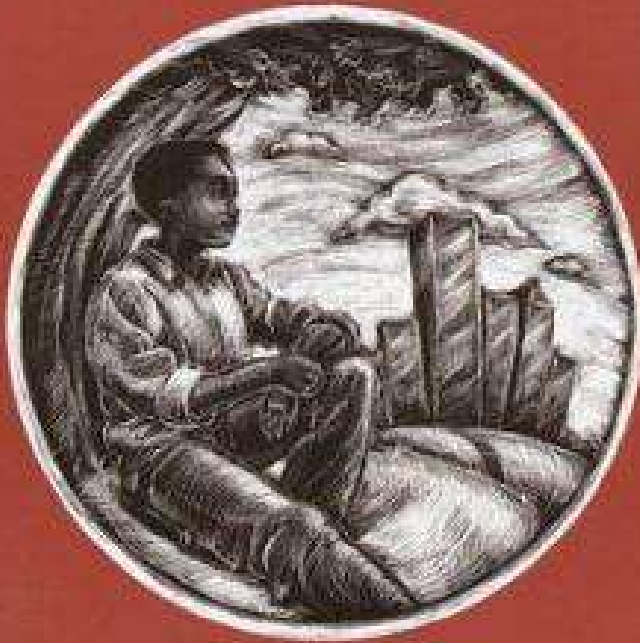


Louis Armstrong and Duke Ellington were popular jazz musicians



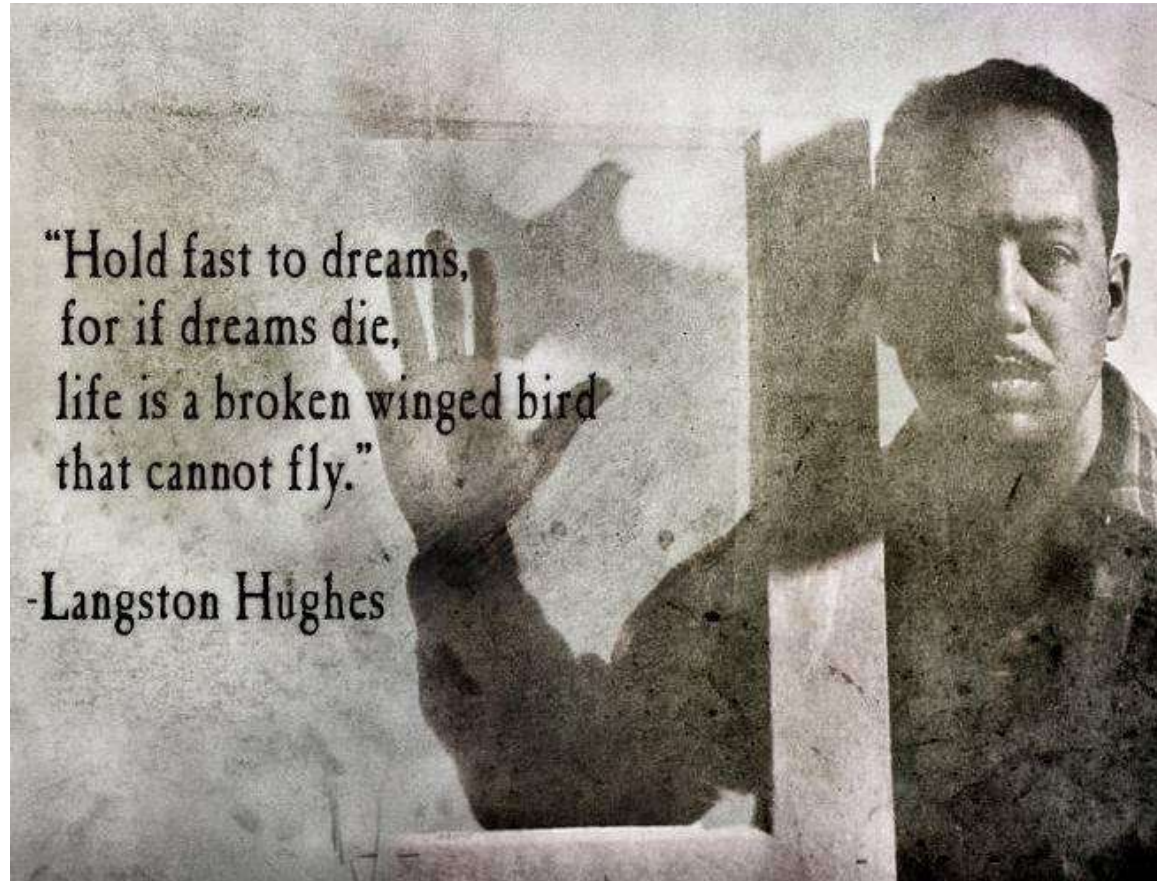
The most popular author was Langston Hughes, who wrote poems and novels about **black pride**

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





# 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

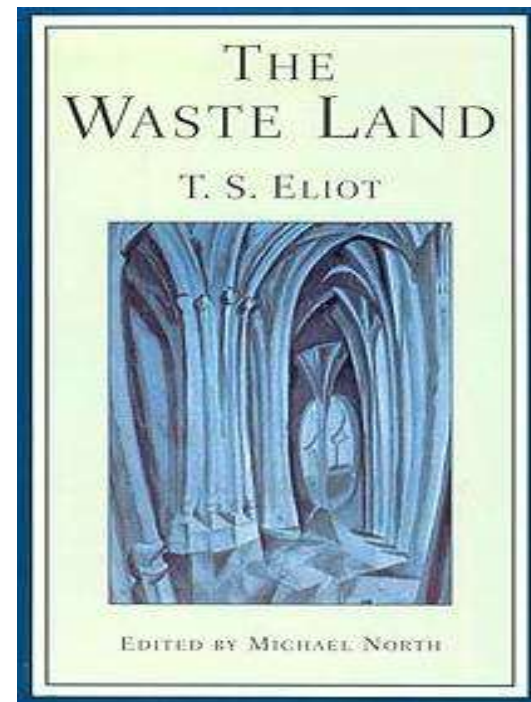
Young women shocked traditional-minded women by smoking cigarettes, drinking alcohol, dancing at clubs, using makeup...

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

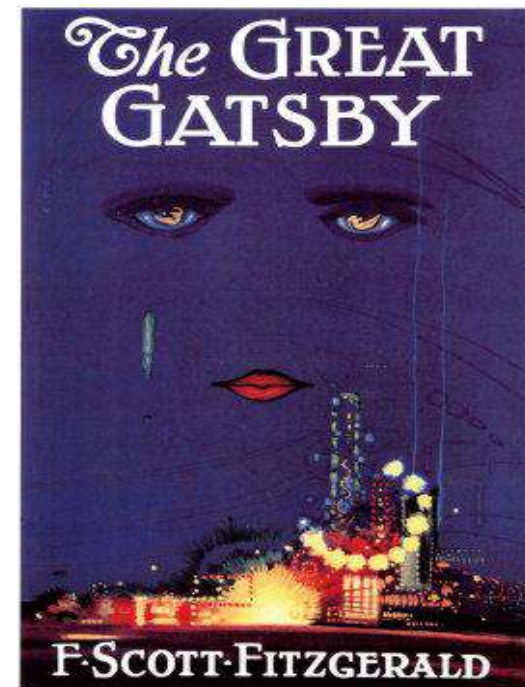
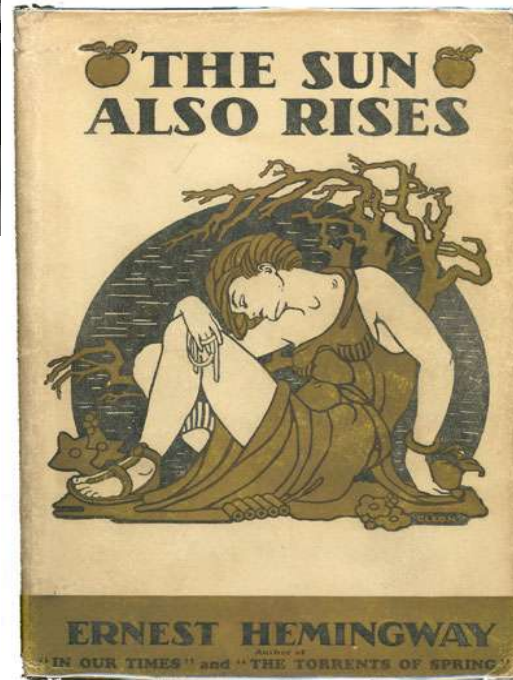


The wide use of the automobile facilitated mixed-sex interaction, free from parental supervision.

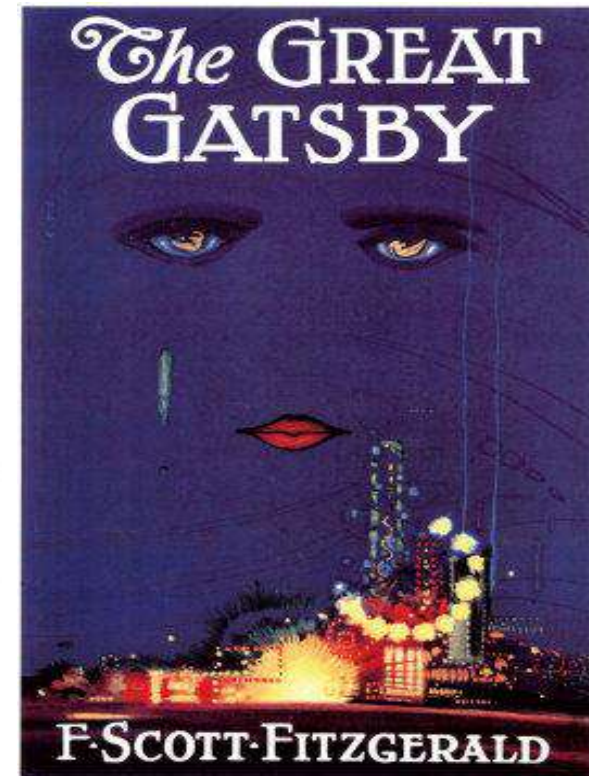
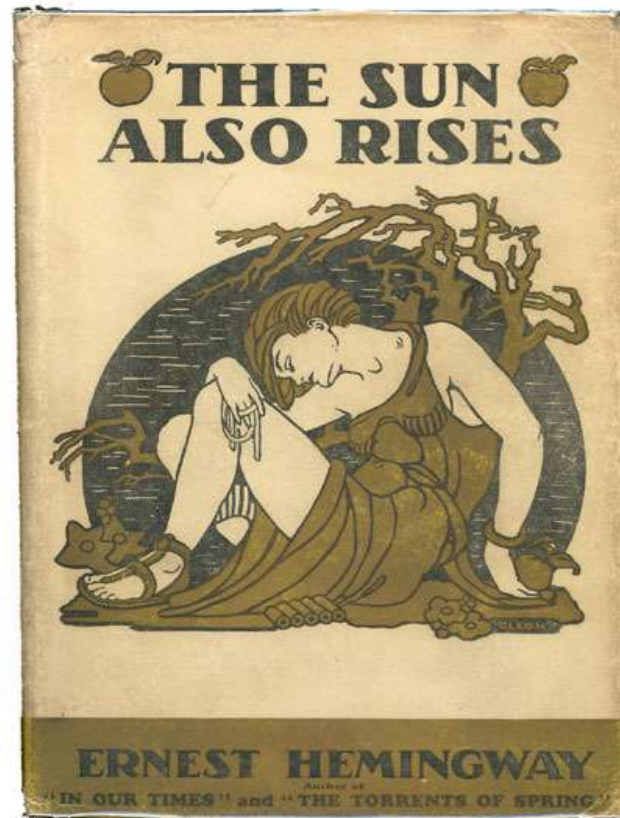
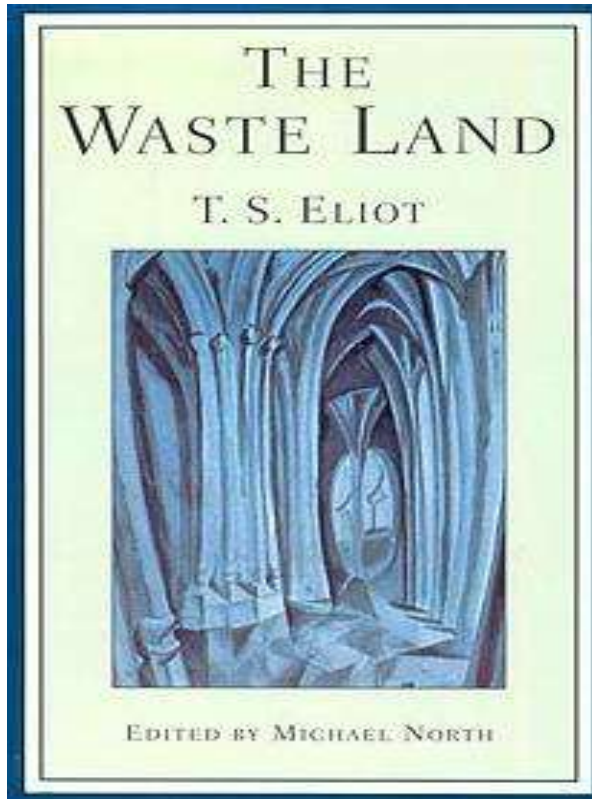




## 1920s: Literature



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

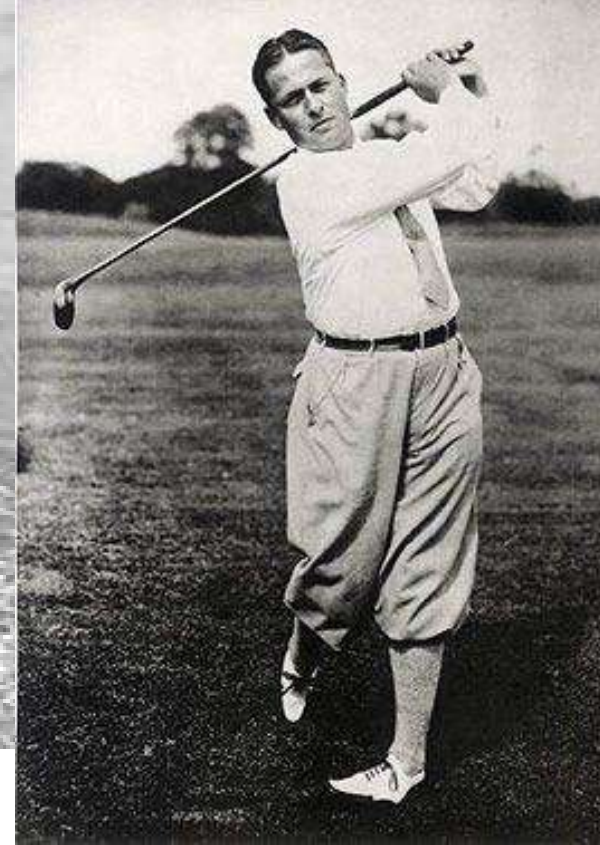
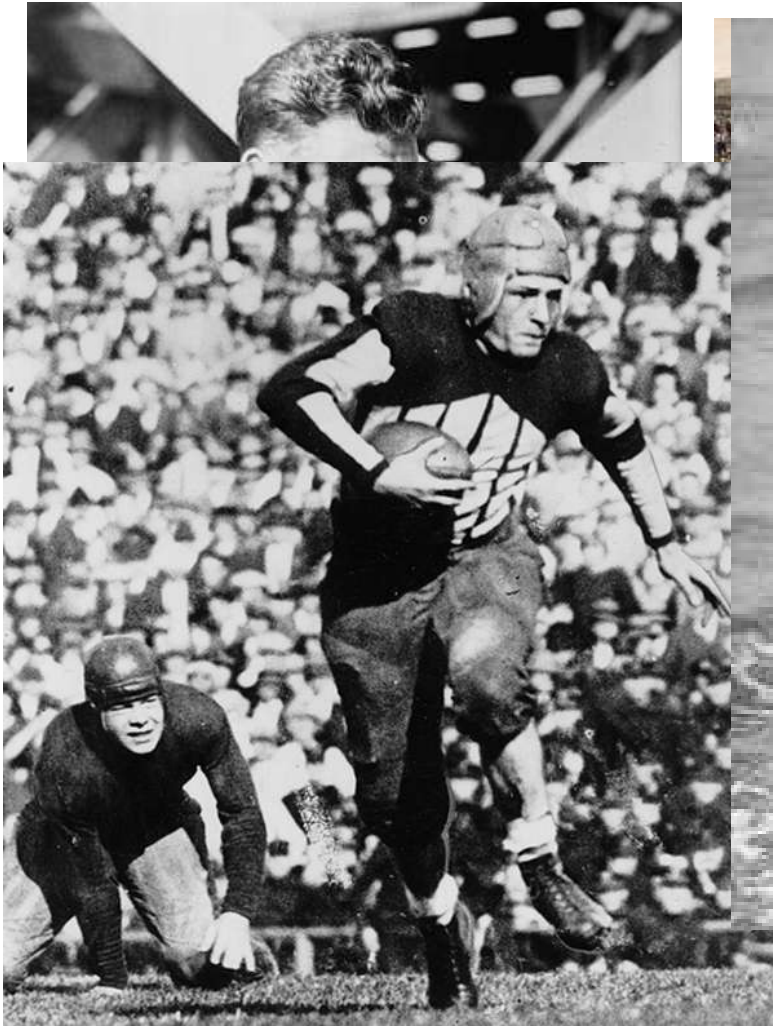
Babe Ruth of the New York Yankees was the biggest sports hero of the 1920s



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

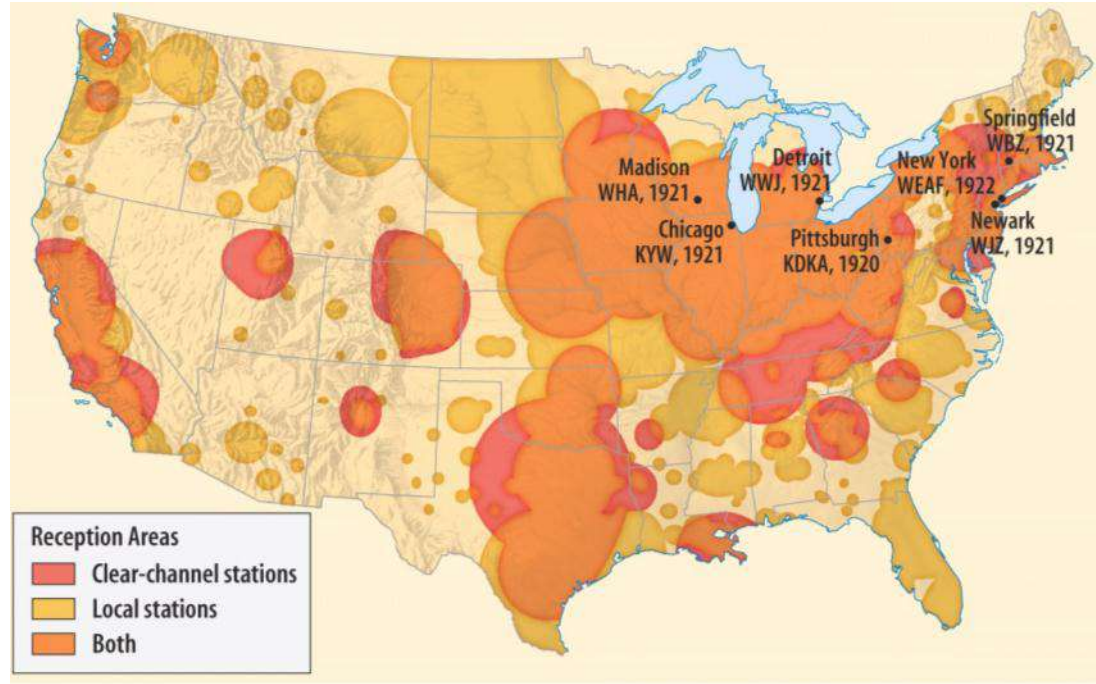
Heavyweight boxer Jack Dempsey was so popular, his fights set financial and attendance records in the

1920s



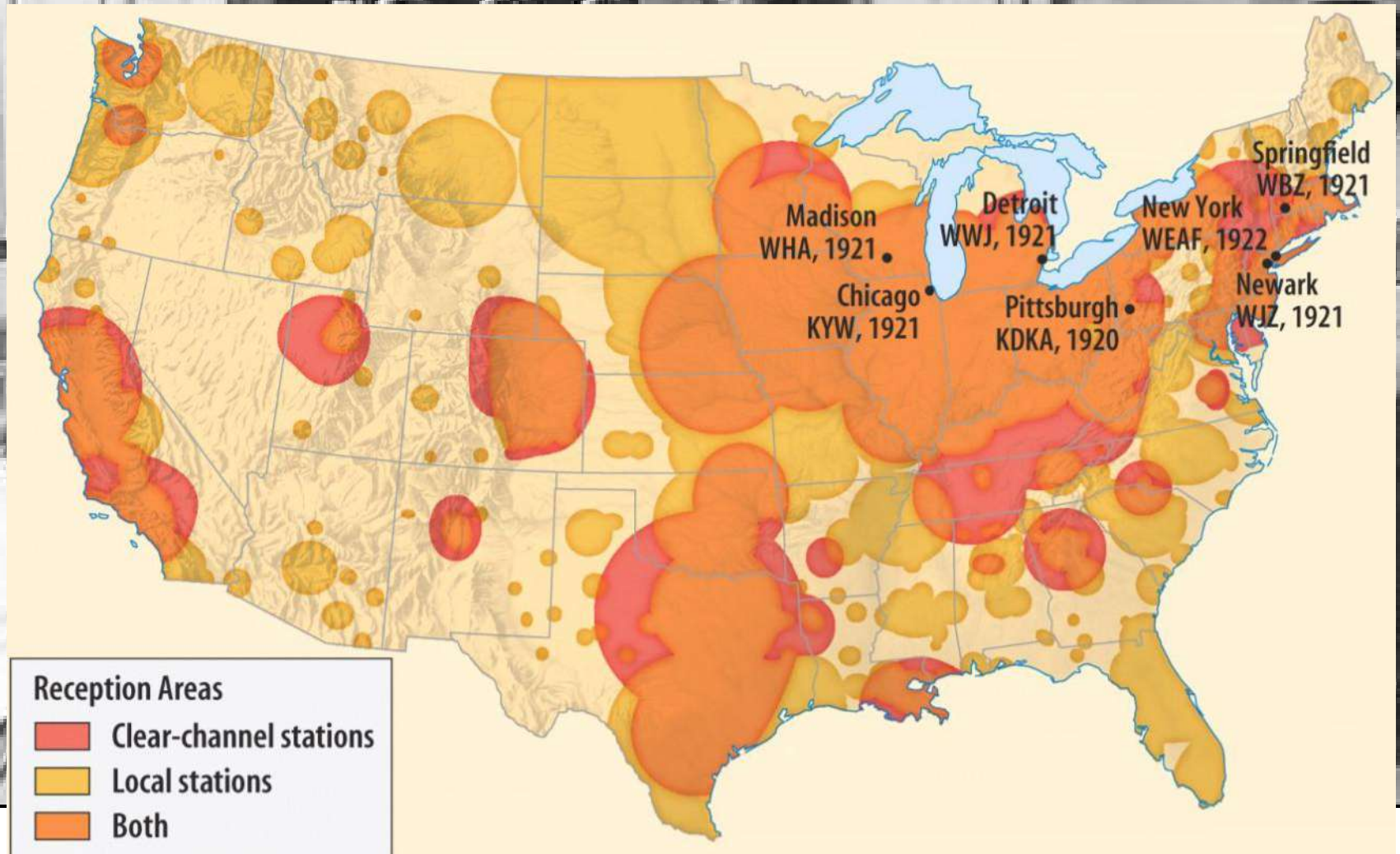
Other sports heroes of the 1920s include:  
Red Grange, Gertrude Ederle, Bobby Jones

# 1920s: Movies and Radio



# Movies and radios were widely popular in the 1920s

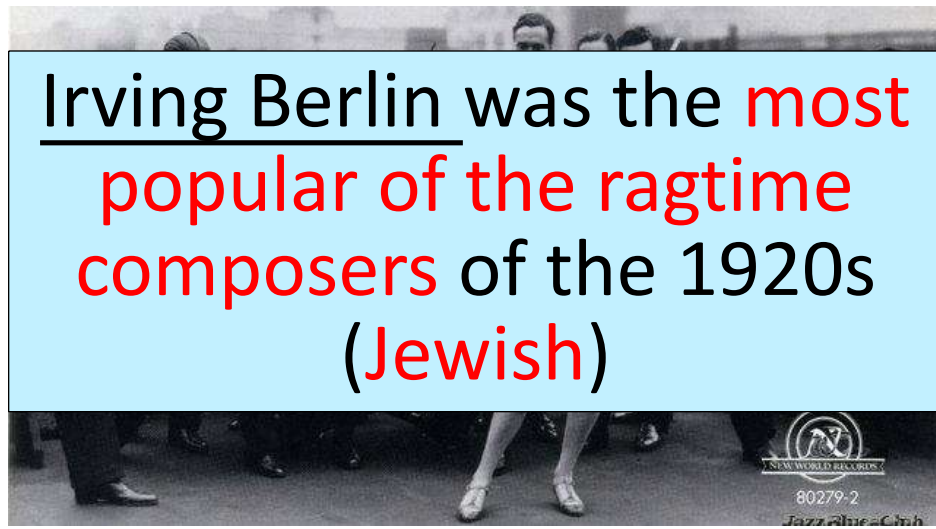
Over 500 stations connected the nation by broadcasting music, sports, as well as news, religious, comedic, and dramatic programming



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

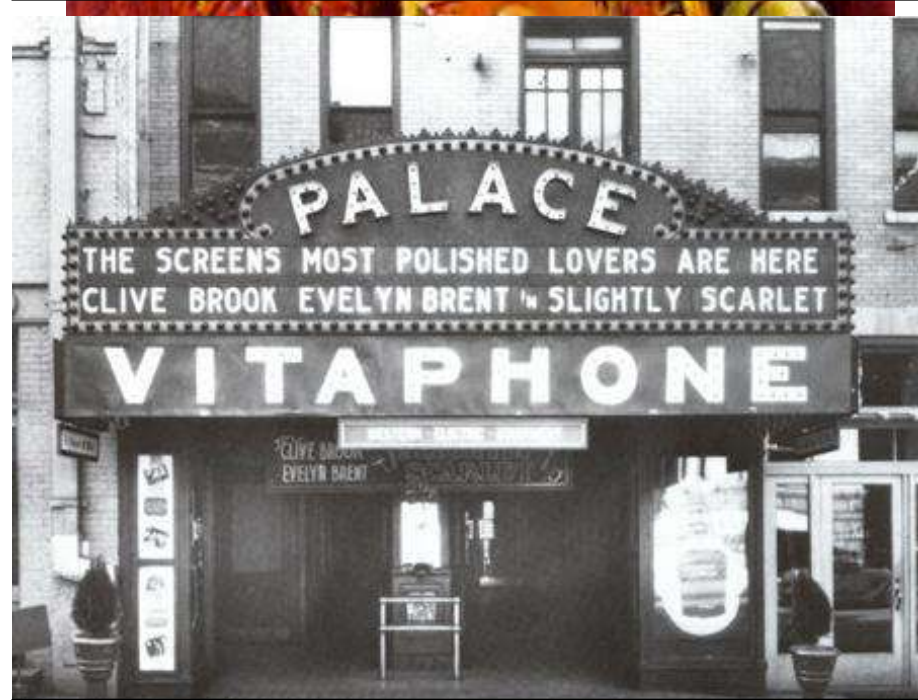


Irving Berlin was the **most popular of the ragtime composers** of the 1920s (**Jewish**)



“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*



Route 66 became a major  
highway and offered a highway  
to California

Country Club  
Plaza, the First  
Shopping Center

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 the solo across record time from Newfor

**The New York Times.**

**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**

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

**LEAVE ABANDONS BELLINCA FLIGHT**

**LINDBERGH TRIUMPH THRILLS COULIDGE**

**GROUND ROARS THUNDEROUS WELCOME**

**PARIS BOULEVARDS RING WITH CELEBRATION AFTER DAY AND NIGHT WATCH—AMERICAN FLAG IS CARRIED FOR AND WILDLY ACCLAIMED**

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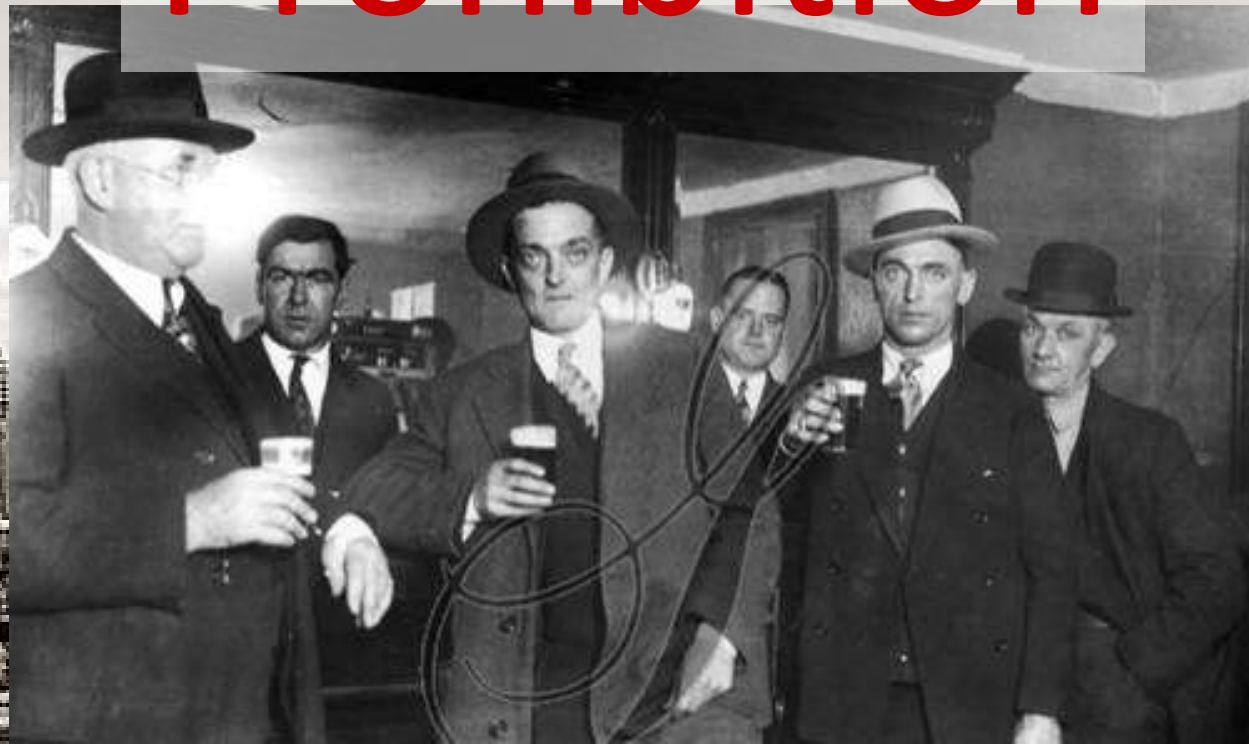
**GROUND ROARS THUNDEROUS WELCOME**

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# Prohibition



In 1920, the 18<sup>th</sup> Amendment was ratified and the **Prohibition** era began

Rural Americans supported this “noble experiment” because they believed drinking led to crime and other social problems

The Volstead Act outlawed the sale and manufacture of alcohol

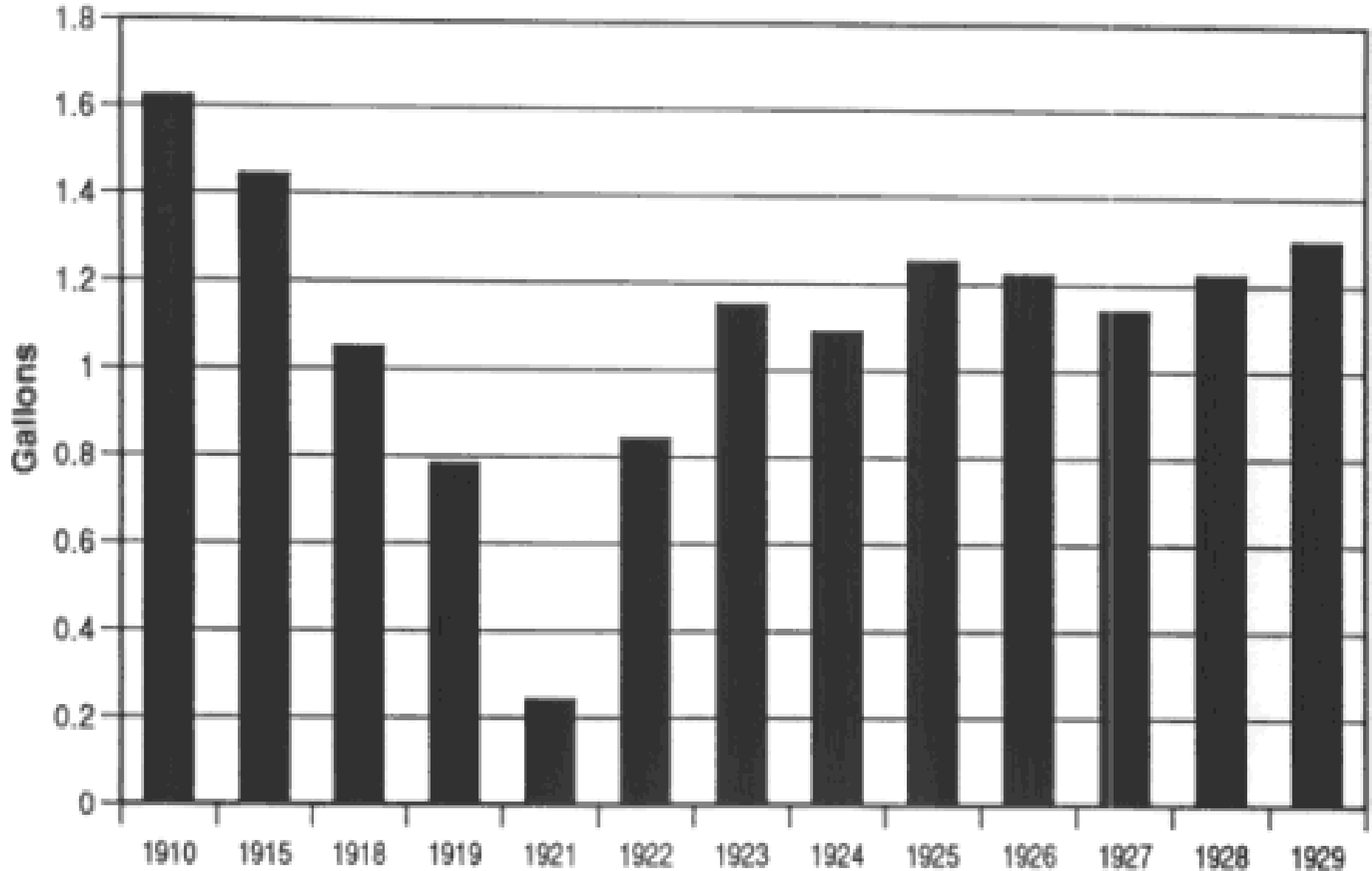
## Prohibition, 1920–1933

### Causes

- Various religious groups thought drinking alcohol was sinful.
- Reformers believed that the government should protect the public's health.
- Reformers believed that alcohol led to crime, wife and child abuse, and accidents on the job.
- During World War I, native-born Americans developed a hostility to German-American brewers and toward other immigrant groups that used alcohol.



# During prohibition, alcohol consumption declined



Many urban Americans resisted prohibition

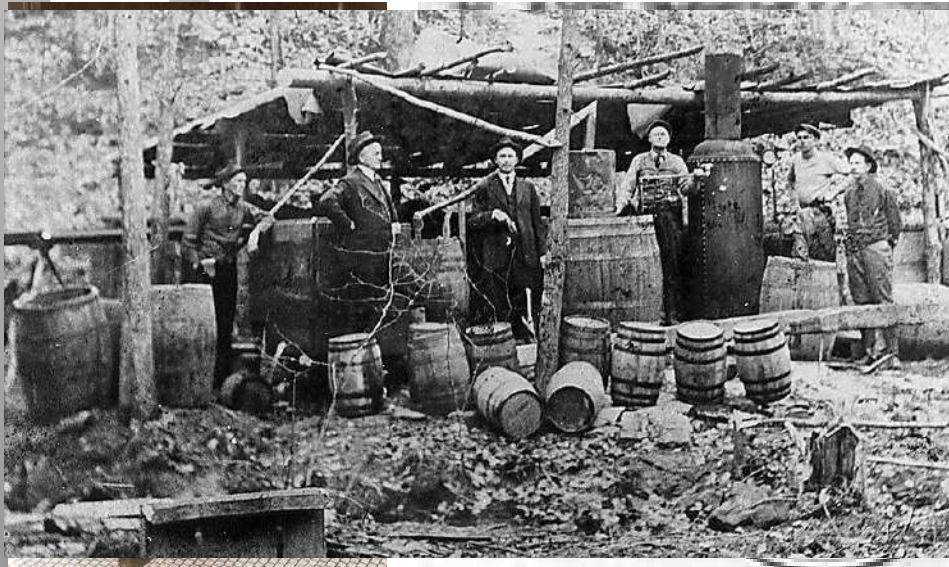
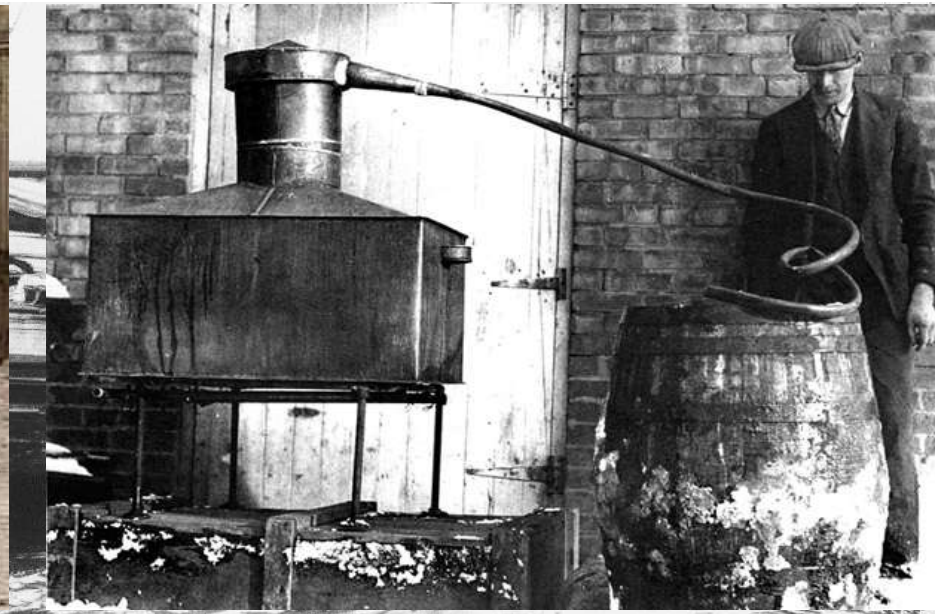
Drinking was a cultural norm for many immigrants

Many urban Americans wanted to enjoy themselves in **illegal bars called speakeasies**





Demand for illegal alcohol led to a rise in smuggling (“bootlegging”), moonshining, crime



Organized crime emerged in America as the mafia took control of the illegal alcohol trade

The most notorious mobster was Al Capone who controlled the alcohol trade in Chicago



...lawlessness, such  
and bootlegging, was  
...nd a new source of

To control the liquor trade, mobsters resorted to gang killings like the St. Valentines Day Massacre in 1929

By the end of the 1920s,  
only 19% of Americans supported prohibition

The strongest  
defenders of  
prohibition were  
rural Americans...

...But, most Americans  
believed that  
prohibition caused  
more problems  
than it solved

The 21<sup>st</sup> Amendment  
was ratified in 1933  
to repeal prohibition

