



The Roaring Twenties

Welcome!

These mini-lectures are an overview of your assigned readings—they should provide better understanding of what you are reading!

Just listen (if audio is provided, it plays automatically), then read the slide, and use the next arrowhead. If you are viewing this in PDF, use the down arrow at the top of the pdf.

Contents:

Economic Social Transition

Cars

Advertising

New women

Chain Stores & More

Nativism & KKK

Luck Lindy

Prohibition

African Americans

Troubled end of decade

Conclusions. & A brief post test.



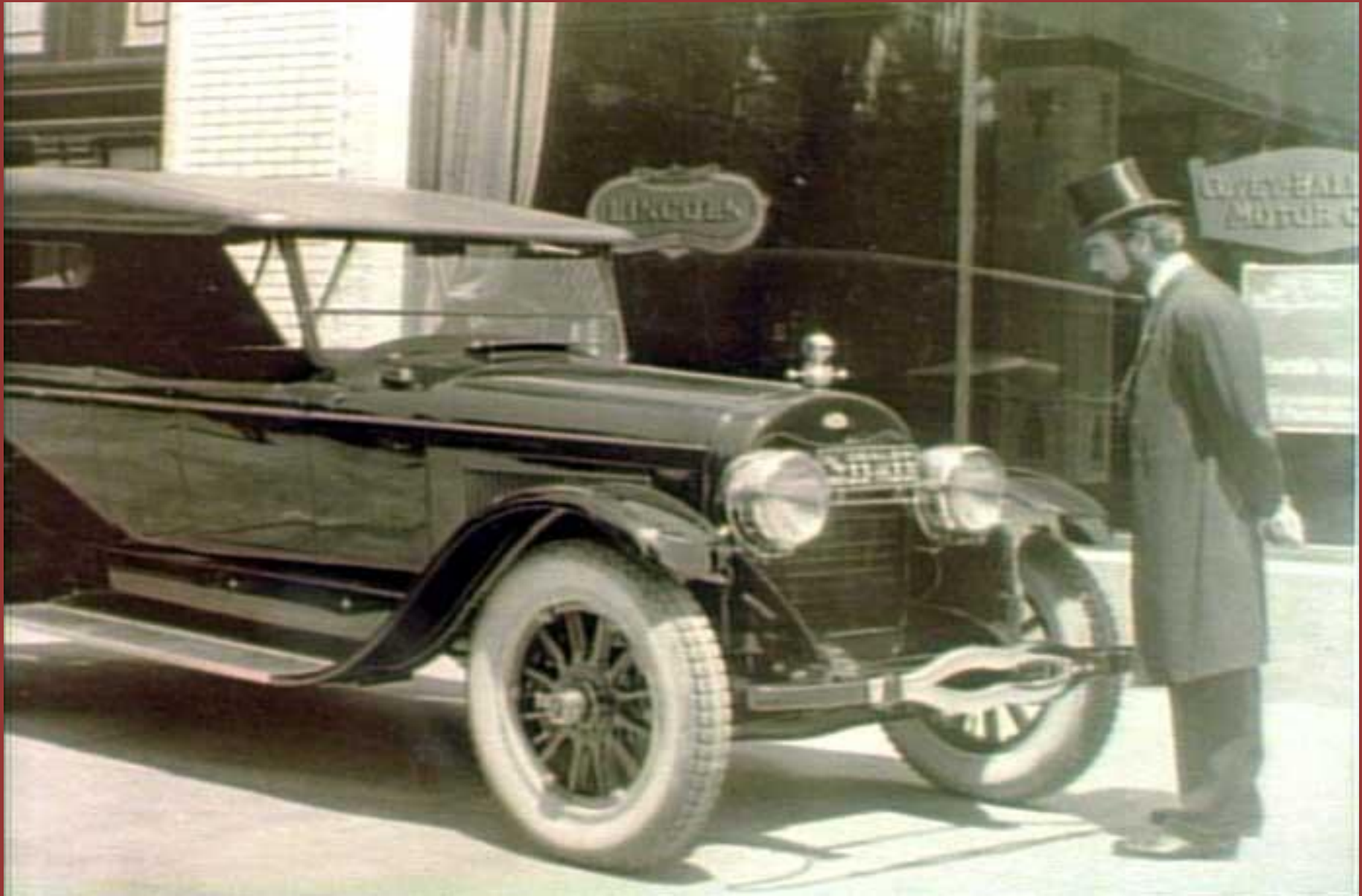
THE 1920S CREATED AN ECONOMIC & SOCIAL TRANSITION

- AUTOMOBILES
- SALES
- NEW ROLES
- HEROES & VILLIANS





Early gas station.



“Lincoln Salesman”

**The Finest Quality Sedan
at Low Cost — \$775**

Truly a beautiful car—handsome Fisher body finished in rich, durable Duco—construction typical of the highest priced cars—power to spare. Check price for price, value for value—you will find that Chevrolet gives you the most for your dollar.

CHEVROLET MOTOR COMPANY, DETROIT, MICHIGAN
Member of General Motors Corporation

The Coach	900
The Coupe	875
The Touring	525
The Sedan	525
Commercial	425
Truck	350

QUALITY AT LOW COST

Advertising the car as we do today—family trips and economical price.

AN EXPLOSION OF CARS

- REGISTRATIONS
– 8 MILLION TO
23
- COST= \$300 TO
\$700
- ONE EDITOR
SAID “WE WENT
CRAZY...” FOR
CARS



MANY RAISED CONCERN

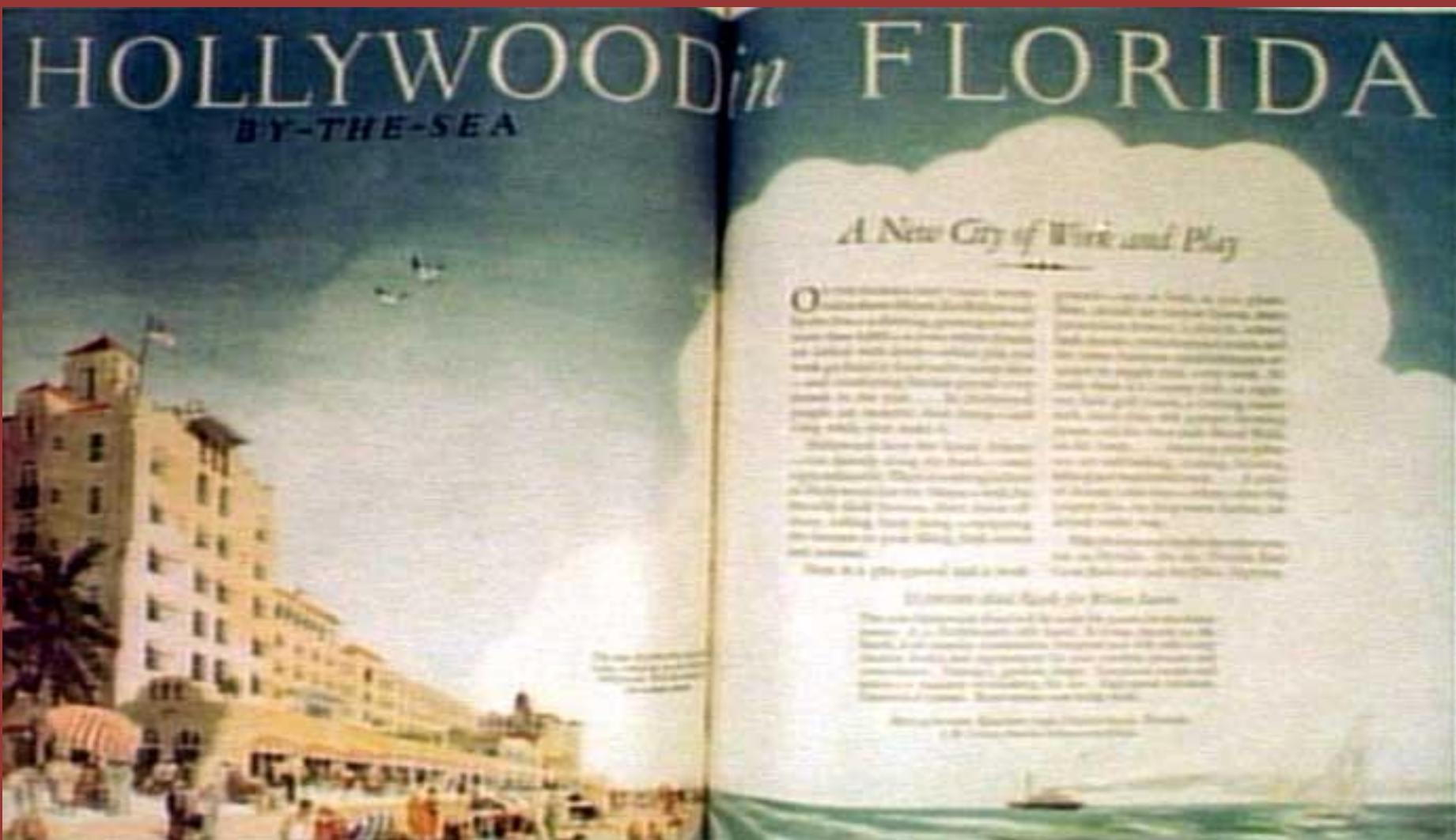
- A BUREAU OF ROADS CREATED IN 1921
- HIGHWAY ACT, 1921, BUILT ROADS
- 1924 FROM G.E.
 - FIRST RED LIGHT
- CHURCH ELDERS CALLED THEM "HOUSES OF PROSTITUTION ON WHEELS"
- ONE AD CLAIMED CARS "INCREASES THE LENGTH OF LIFE"



A huge building boom followed cars, highways, tunnels, bridges.



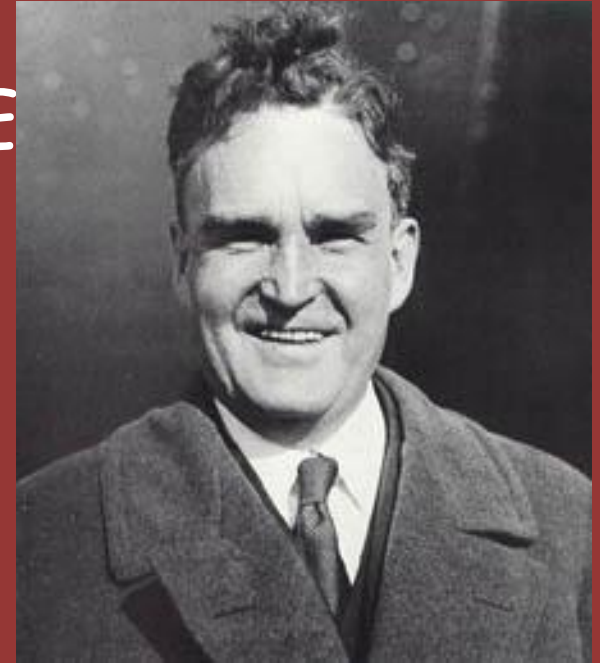
And with cars, more families could move into suburbs, just outside busy cities.



- WE COULD ALSO DRIVE TO VACATIONS

ADVERTISING & SALES

- BRUCE BARTON....HELPED CRE
NEW INDUSTRY
- HE ONCE SAID OF LPISTICK
"WE SELL HOPE..."
- THE 1920S WAS
CONSIDERED THE
BIRTH OF "PUBLIC RELATIONS"



SLOGANS BECAME THE BRANDING OF PRODUCTS

- "INSTEAD OF A SWEET..."REACH FOR A LUCKY
- "TO THE LAST DROP"...MAXWELL HOUSE COFFEE





45 minutes' toasting develops
its aristocratic flavor — the
enormous production makes
possible its democratic price

LUCKY STRIKE

"IT'S TOASTED"



NOTE—
“IT’S TOASTED”
WHATEVER THAT
MEANT!



SO-CALLED NEW WOMEN BOBBED THEIR HAIR, SMOKED CIGARETTES & WORE FUR



A MODERN BEAUTY SALON



NEW MAGAZINES TARGETED FOR WOMEN, SPORTS, EATING, AND OTHER PURSUITS GREW.

NEW WOMEN

- 25% WORKED
- MORE EDUCATED
- VERY FEW “FLAPPERS”—YOUNG WOMEN WITH THE LATEST FASHION
- THEY WERE NEW CONSUMERS



1924 THE FIRST MISS AMERICAN CONTEST



THE NEW LOOK IN KITCHENS, MEANT WOMEN WERE IN CHARGE OF THE CHECK BOOK

IT WAS AN AGE OF NEW STYLES

- OXFORD BAGS-
MEN'S LINEN
PLEATED PANTS
- LEATHER HAIR-
MEN'S HAIR
PARTED IN
MIDDLE
- FURS--
EVERYWHERE
- EVEN KNEE
POWDER



MANY FADS & CHALLENGES



- STUNT FLYERS
- RADIO
- MOVIES
- JAZZ & DANCE

- AL CAPONE
- A "MONKEY" TRIAL
- NEW LITERATURE

F. Scott K. Fitzgerald and Zelda

THE AGE OF THE CHAIN STORE

- WOOLWORTH—AN EARLY “WAL MART”
- J.C. PENNEY—DEPARTMENT STORE
- SAFEWAY—EARLY GROCERY STORE
- LERNER SHOPS—LADIES DRESS WEAR

TYPICAL 1928 BUDGET

- CAR=\$700
- RADIO=\$75
- PHONO=\$50
- WASH MACH.=\$150

Discretionary Spending—WENT TO WATCHING PRO BALL, & BABE RUTH





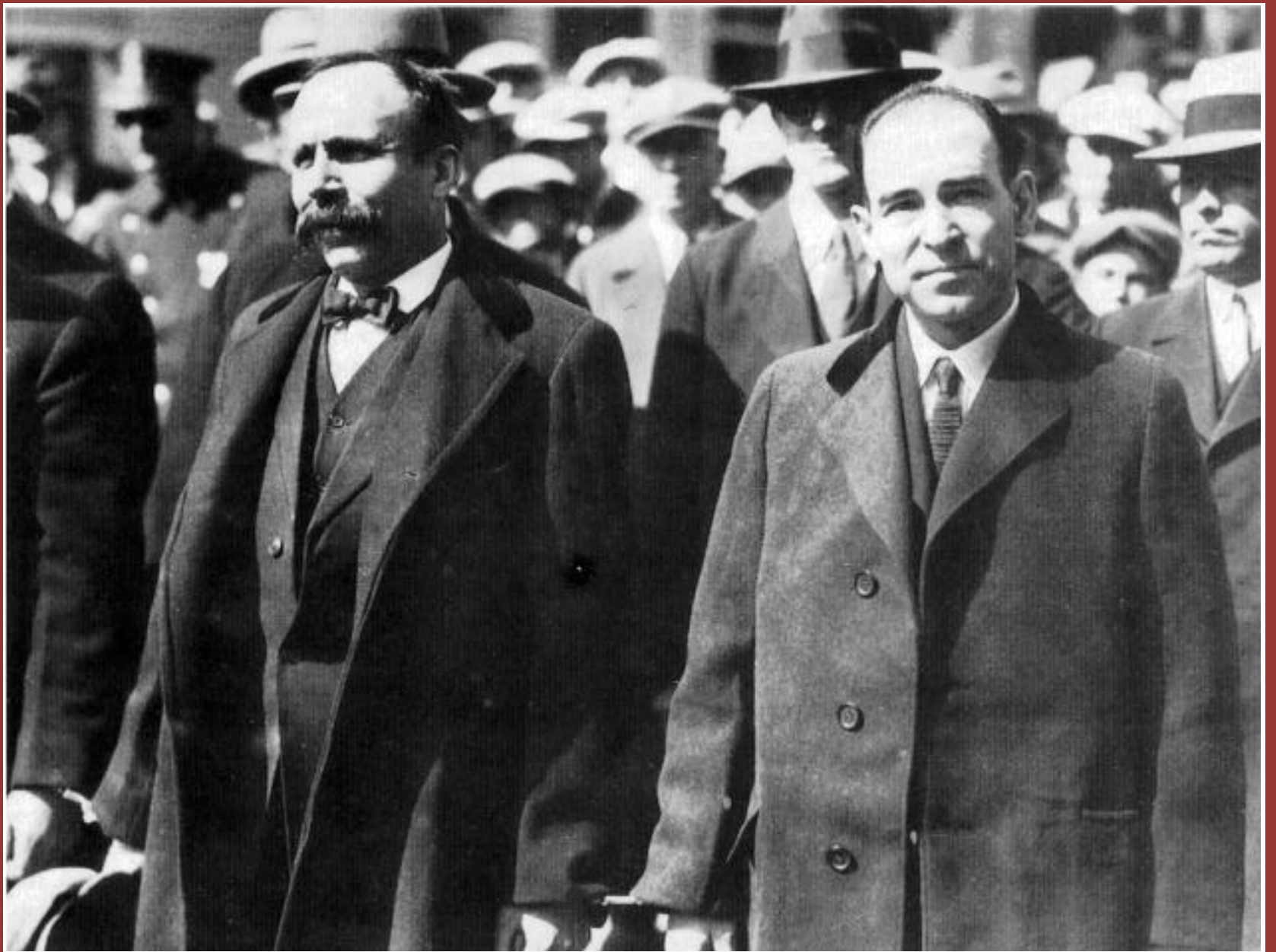
OR LISTENING TO NEW RADIOS

AMID THE PROSPERITY THERE WAS A DARK SIDE NATIVISM

- LAWS CUT IMMIGRATION
- ANTI-EUROPEAN FEELINGS GREW
- 1919 RED SCARE TARGET EUROPEAN "ANARCHISTS"
- THE SENSATIONAL TRIAL OF SACCO /VANZETTI ILLUSTRATED THE DIVISIONS IN THE COUNTRY

SACCO & VANZETTI (TERM)

- ITALIAN CRIMINALS
- ACCUSED WHEN A SHOR FACTORY WAS ROBBED
- EVIDENCE FAILED TO TIE THEIR WEAPONS TO THE EVENT, NO MONEY WAS EVER FOUND
- POOR WITNESSES
- AFTER 7 YRS. OF APPEAL
- EXECUTED



SACCO & VANZETTI

(kkk) KLAN BELIEFS & ORGANIZATION

- ANTI-CATHOLIC; ANTI-BLACK
- ANTI-FOREIGNERS
- WANTED PURE PATRIOTISM
- HOPED TO PROTECT
"WOMANHOOD" (FROM ALIENS)
- STRONG IN
OHIO/ILLINOIS/TEXAS
- ORGANIZED AS A CLUB--IMPERIAL
WIZARD--GRAND DRAGONS--GREAT
TITANS--EXALTED CYCLOPS

LICENSE TO SELL

- MEMBERSHIPS WERE \$10
- “pure patriotism” SOLD THEIR MAGAZINE
- KNIFTY KNIVES—HOT SALES ITEM
- NEW KALENDAR
- IN TRUTH THE KKK WAS A BUSINESS.....



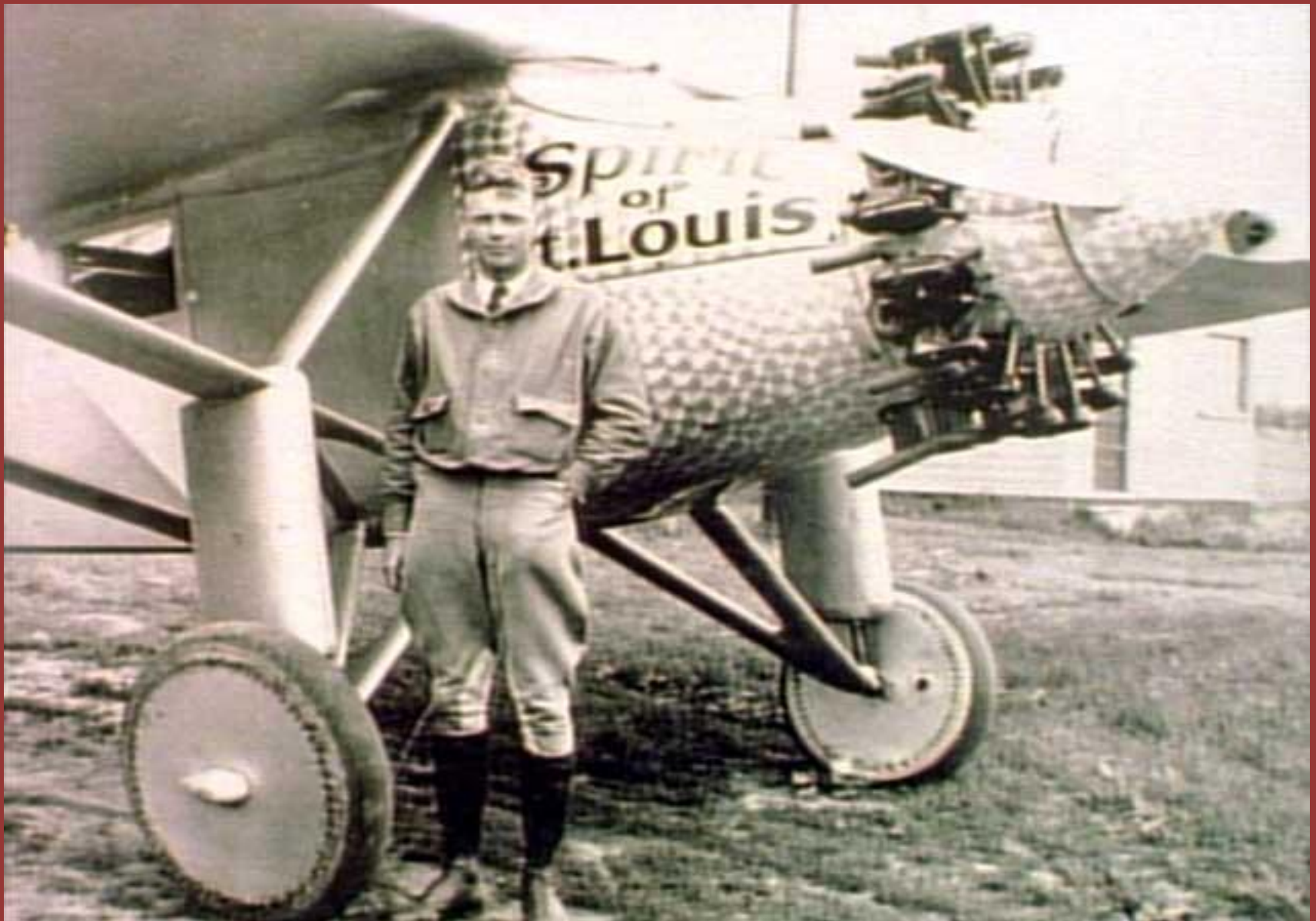
A KLAN LYNCHING



KLAN PARADE IN WASHINGTON DC

THE 1900S THE AGE OF AIRPLANES & LUCKY LINDY

- Charles Lindberg—POSTAL PILOT
- HE WANTED THE 25,000 PRIZE—FOR FLYING ACROSS THE ATLANTIC
- SOME DIED TRYING
- HE USED HIS OWN DESIGN
- AFTER 33 HOURS OF FLIGHT HE BECAME AN INSTANT HERO....



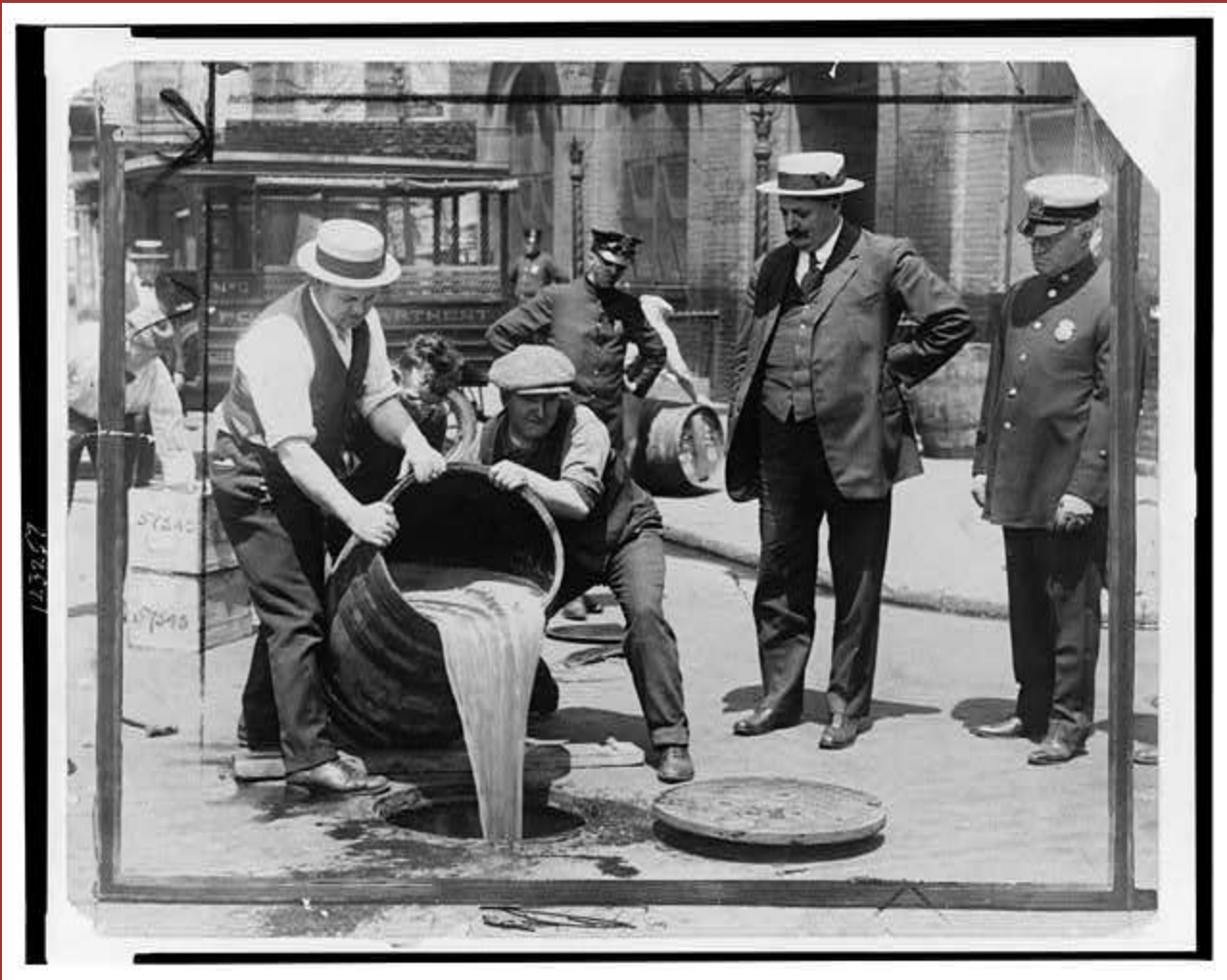
SPIRIT OF ST. LOUIS AFTER THE MAN WHO HELPED FUND HIS FLIGHT

WAS PROHIBITION WORKING?

- MANY AMERICANS STILL DRANK IN SPEAKEASIES
- ILLEGAL BOOZE BECAME THE "PRODUCT" OF CRIMINALS
- ALCOHOL RELATED DEATHS GO DOWN
- BUT AS ILLEGAL CONSUMPTION RISES—SO DOES CRIMINAL ELEMENTS



FEDERAL OFFICES BUST UP AN ILLEGAL STILL





Flapper with
coat...

Under her
coat, thigh
flasks.



AFRICAN AMERICANS

- HARLEM RENAISSANCE—AN AGE OF ART, LITERATURE, AND MUSIC
- AMERICAN JAZZ—BECAME AN OUTLET FOR AFRICAN AMERICANS AND POPULAR WITH WHITE AMERICANS
- JOBS, JAZZ, & SOUTHERN STIGMAS CAUSED MANY YOUNG AFRICAN AMERICANS TO MIGRATE NORTH

"I TOO SING
AMERICA..."

LANGSTON
HUGHES



COTTON CLUB





**MARCUS
GARVEY**

U.N.I.A.

Troubled Industries

- Coal & Cotton Textile Mills overproduced
- High unemployment in some regions
- Rayon and other textiles outsold cotton for a time

Unions Become Weaker

- Several strikes failed
- Public opinion mostly anti-union
- Supreme Court allowed wide use of Injunctions to stop strikes
- Courts also allowed “no-strike” clauses in contracts

Farmers Suffered

- Farm income was 1/4 non-farm income
- Overproduction major problem
 - 35 million new acres farmed
 - Number of farm tractors up 400%
- Calls for price supports failed.

Conclusions:

Many Americans hoped for “normalcy” and prosperity—away from war.

Thanks to cars, home building, and consumer goods, many Americans did see prosperity.

The age of advertising, cosmetics, and magazines all helped fuel economic growth.

Chain stores, pro baseball, and hip flasks became the rage—at least for some.

New women worked outside the home, smoked, and went to college.

African Americans enjoyed new pride in the Harlem Renaissance, but failed to gain ground against racism.

Fears of Europeans resulted in divisiveness.

And some parts of the economy—the poor, the farmers, and the working class began to suffer.



A Brief Post Test! Read the question, then click on the best answer to see feedback.

American automobiles created an economic and social revolution. [True.](#) [False.](#)

The 1920s was a new age of advertising and slogans designed for consumers. [True.](#) [False.](#)

The buying power of families in the 1920s could not support Chain stores. [True.](#) [False.](#)

So-called New Women were actually a few younger women. [True.](#) [False.](#)

Fear of immigrants, or nativism, was also a part of the 1920s. [True.](#) [False.](#)

Sacco & Vanzetti were two Italian criminals executed on weak evidence. [True.](#) [False.](#)

Lucky Lindy referred to the rise of gambling in the 1920s. [True.](#) [False.](#)

Prohibition in the twenties did reduce consumption, while many ignored it. [True.](#) [False.](#)

The Harlem Renaissance increased the political rights of African Americans. [True.](#) [False.](#)

The prosperity of the twenties began to crumble at decades end. [True.](#) [False.](#)





Good! That is Correct!

**[Click to return to the Post
Test!](#)**



Yikes! Try that again!

**[Click to return to the Post
Test!](#)**