



THE ROARING TWENTIES



Post War Society

- **World War one had huge effects on America including:**
 - **highly productive industry that preceded the Great Depression.**
 - **Jobs given to women, which helped pass the nineteenth amendment.**
 - **And an antiwar sentiment that affected America's entrance into World War II.**

Changing Times

- During the 1920s, **urbanization** continued to accelerate.
 - Urbanization: The act of moving to a city to live/work, rather than living in rural areas.
- For the first time, more Americans lived in cities than in rural areas
- New York City was home to over 5 million people in 1920
- Chicago had nearly 3 million



- Throughout the 1920s, Americans found themselves caught between urban and rural cultures
- Urban life was considered a world of anonymous crowds, **strangers**, moneymakers, and pleasure seekers



- Rural life was considered to be safe. Hard work was valued and those in the rural society believed they had stronger **morals** than urban people.

Prohibition

- One example of the clash between city & farm was the passage of the 18th Amendment in 1920
- This Amendment launched the era known as **Prohibition**
- The new law made it *illegal to make, sell or transport liquor*



Support for Prohibition

- Reformers had long believed alcohol led to crime, child & wife abuse, and accidents
- Supporters were largely from the rural south and west
- The group called, *The Women's Christian Temperance Union* helped push the 18th Amendment through



HELP ME to keep Him
PURE



**PLEASE
VOTE**

**"AGAINST THE SALE
OF LIQUORS"**

Support – Speakeasies and Bootlegging

- Many Americans *did not* believe drinking was a sin
- Most immigrant groups were not willing to give up drinking
- To obtain liquor illegally, drinkers went underground to *hidden saloons* known as **speakeasies**
- People also bought liquor from **bootleggers** who *smuggled* it in from Canada, Cuba and the West Indies



Organized Crime



- Prohibition contributed to the growth of organized crime in every major city
- Chicago became notorious as the home of **Al Capone** – a famous bootlegger
- Capone took control of the Chicago liquor business by killing off his competition

Al Capone was finally convicted on tax evasion charges in 1931



Support Fades – Prohibition Ends

- By the mid-1920s, only 19% of Americans supported Prohibition
- Many felt Prohibition caused more problems than it solved
- The 21st Amendment finally **repealed Prohibition in 1933**



Women in the 20s

- After World War I, Americans were looking for a little fun in the 1920s
- Women were becoming more independent and achieving greater freedoms (right to vote, more employment, freedom of the auto)



The Flapper



- During the 1920s, a new ideal emerged for some women: the Flapper

- A Flapper was an *emancipated young woman who embraced the new fashions and urban attitudes*



New Roles for Women

- The fast-changing world of the 1920s produced new roles for women
- Many women entered the workplace as nurses, teachers, librarians, & secretaries
- However, women earned less than men and were kept out of many traditional male jobs (management) and faced discrimination



20th Century
Teachers ->

The Changing Family

- **American birthrates declined** for several decades before the 1920s
- **During the 1920s that trend increased** as birth control information became widely available



Popular Culture

- **People became more interested in the popular items and people around them**
- **People would engage in more leisurely activities like shopping, going to the movies, reading, listening to the radio and more.**

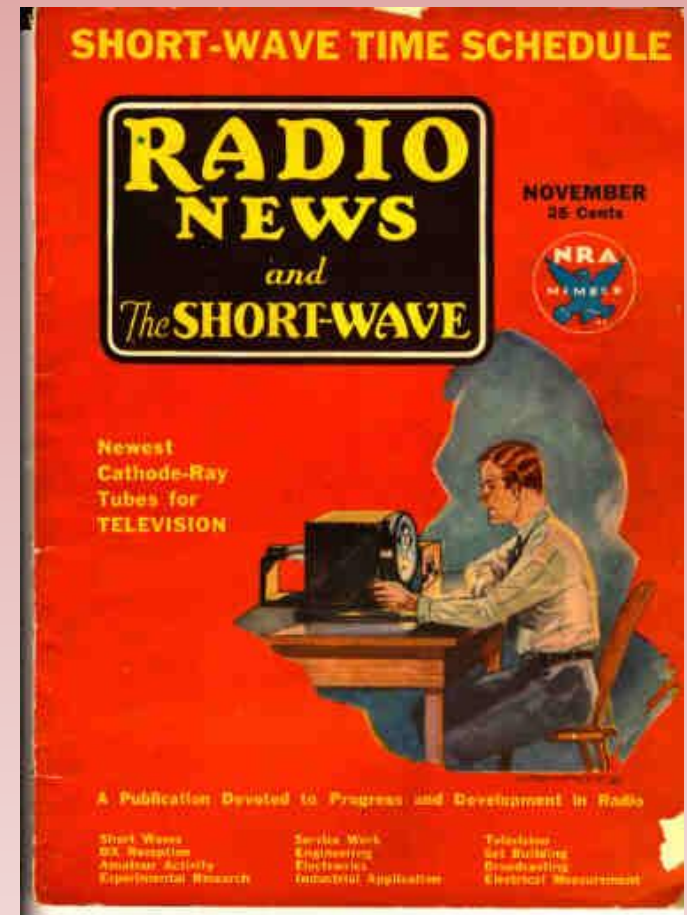
Consumerism

- **Consumerism** can be thought of as the culture surrounding the buying and selling of products.
- Consumerism came into its own throughout the 1920s as a result of mass production, new products on the market, and improved advertising techniques.
- With more leisure time available and money to spend, Americans were eager to own the latest items.
- Advertisers used this to their advantage, often stressing **luxury** and **convenience**.
- Through mediums like radio and print advertisements, consumer culture was more visible than ever before.

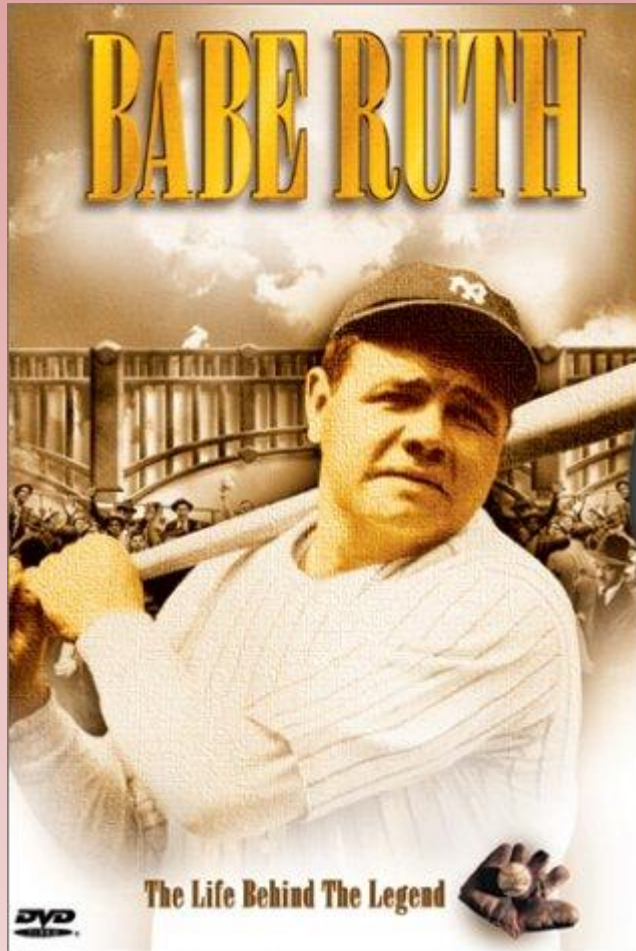
The Radio



- Although print media was popular, radio was the most powerful communications medium to emerge in the 1920s
- News was delivered faster and to a larger audience
- Americans could hear the voice of the president or listen to the World Series live

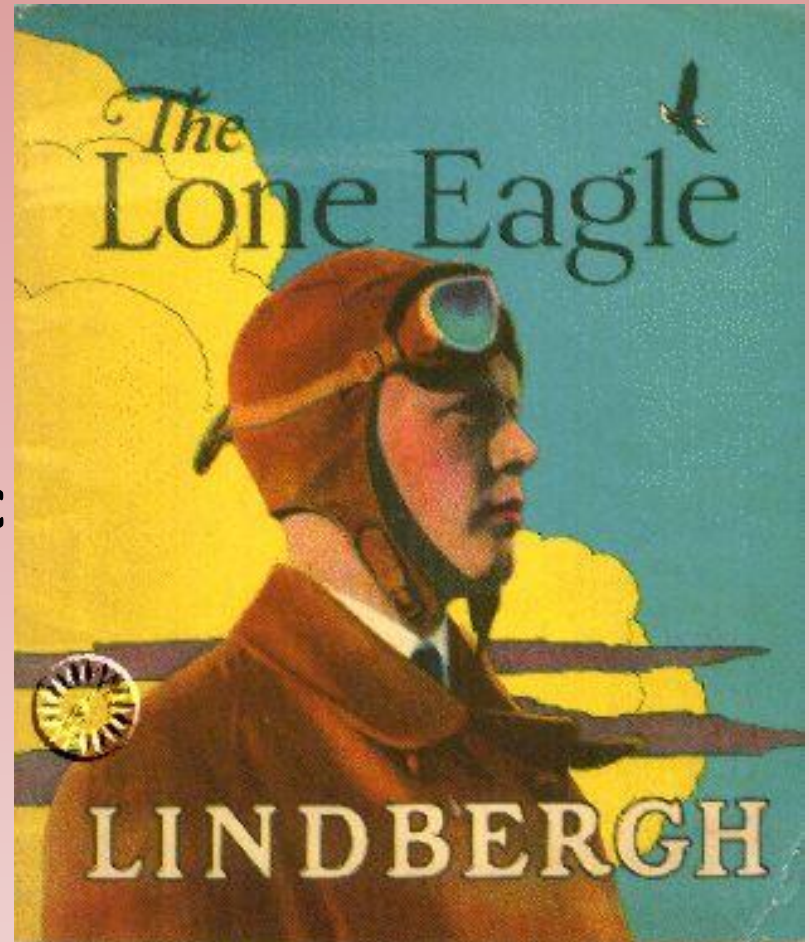


American Heroes



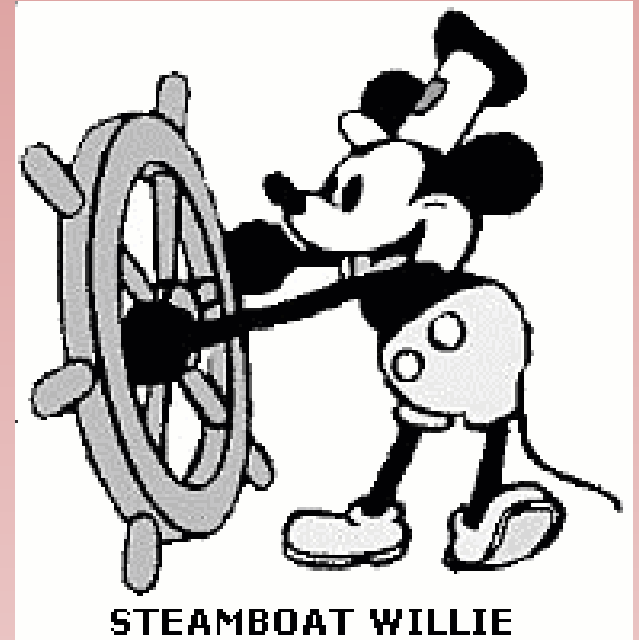
- In 1929, Americans spent \$4.5 billion on entertainment (includes sports)
- People crowded into baseball games to see their heroes
- **Babe Ruth** was a larger than life **American hero** who played for Yankees
- He hit 60 home runs in 1927

- America's most beloved hero of the time wasn't an athlete but a small-town pilot named **Charles Lindbergh**
- Lindbergh made the first nonstop solo trans-atlantic flight
- He took off from NYC in the *Spirit of St. Louis* and arrived in Paris 33 hours later to a hero's welcome



Entertainment

- Even before sound, movies offered a means of escape through romance and comedy
- First sound movies: *Jazz Singer* (1927)
- First animated with sound: *Steamboat Willie* (1928)
- By 1930 millions of Americans went to the movies each week



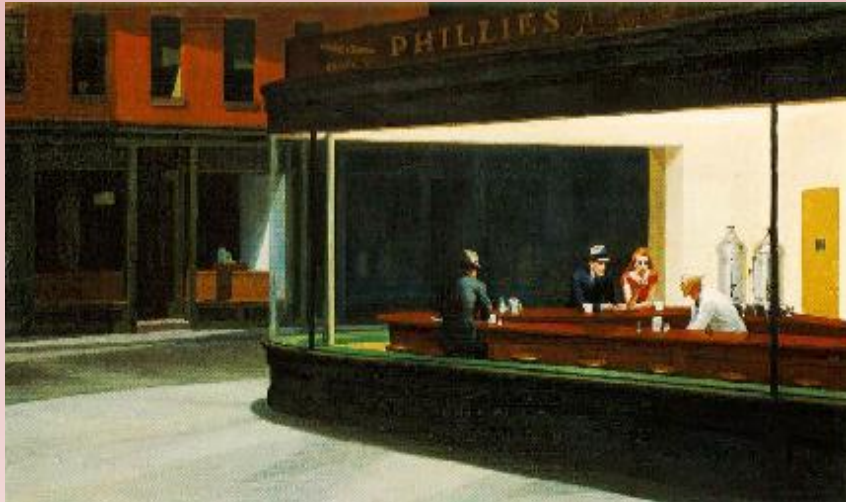
Walt Disney's animated *Steamboat Willie* marked the debut of Mickey Mouse. It was a seven minute long black and white cartoon.

**Radiator Building,
Night, New York ,
1927**
Georgia O'Keeffe ->



Gershwin

- Famed composer **George Gershwin** merged traditional elements with American Jazz
- Painters like **Edward Hopper** depicted the loneliness of American life
- **Georgia O' Keeffe** captured the grandeur of New York using intensely colored canvases



← Hopper's famous
"Nighthawks"

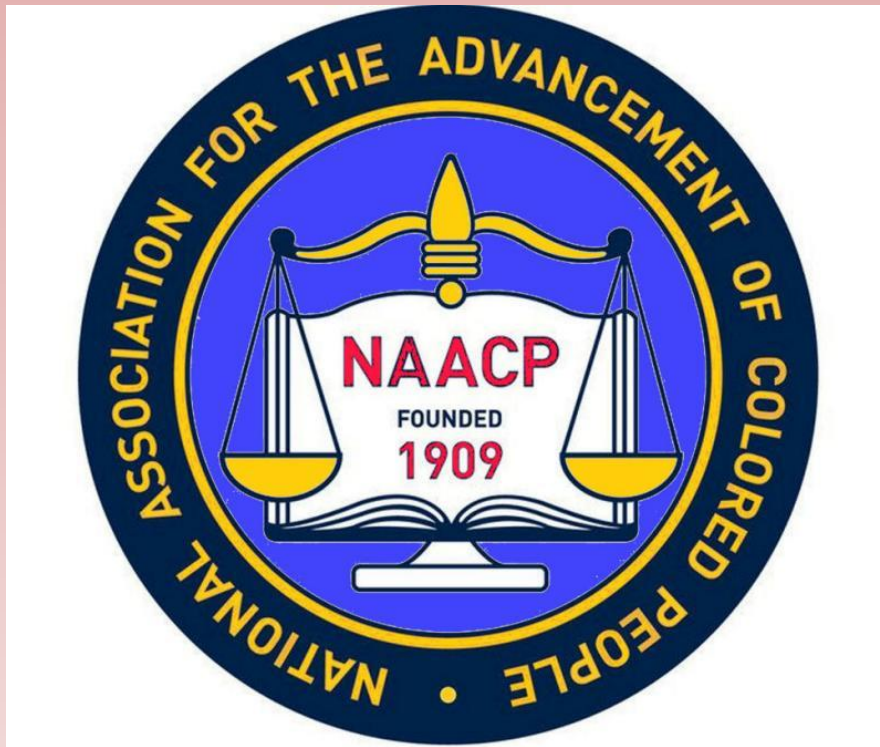
African-Americans in the 20s



Migration of the Negro by
Jacob Lawrence

- Between 1910 and 1920, the **Great Migration** saw hundreds of thousands of African Americans move north to **big cities**
- By 1920 over 5 million of the nation's 12 million blacks (over 40%) lived in cities

- Founded in 1909, the **NAACP** urged African Americans to protest racial violence
- **W.E.B Dubois**, a founding member, led a march of 10,000 black men in NY to protest violence



- Harlem, NY became the largest black urban community
- Harlem suffered from overcrowding, unemployment and poverty
- However, in the 1920s it was home to a literary and artistic revival known as the Harlem Renaissance





THE HARLEM RENAISSANCE

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