

THE ROARING 20'S

Society in the 1920s

Mass Media in the Jazz Age

Cultural Conflicts



SOCIETY IN THE 1920S

- The 1920s were a time of rapid social change in which many people – particularly women – adopted new lifestyles and attitudes.



SETTING THE STAGE

- 1880s:
Industrialization
and immigration.
- WWI accelerated
urbanization and
what happened to
men in the war
made the young
question traditional
values.



THE FLAPPER

- Wore shorter dresses than their mothers. (9-inch hemline for mom)
- Short hair and hats to show off short hair (Bobbed hair)
- Wore make up
- Drank and smoked in public
- Not many women were full flappers.
- But changes were happening.
 - Parents didn't like it!



WOMEN WORKING IN THE 1920S

- 15% of women were professionals.
- 20% had clerical jobs.
- By 1930 29% of the workforce was women.
- Business was prejudiced against women.
- Seldom trained women for jobs beyond entry level.
- Did not pay same wage as men.
- Married or pregnant often meant you were fired.



WOMEN AND THE VOTE

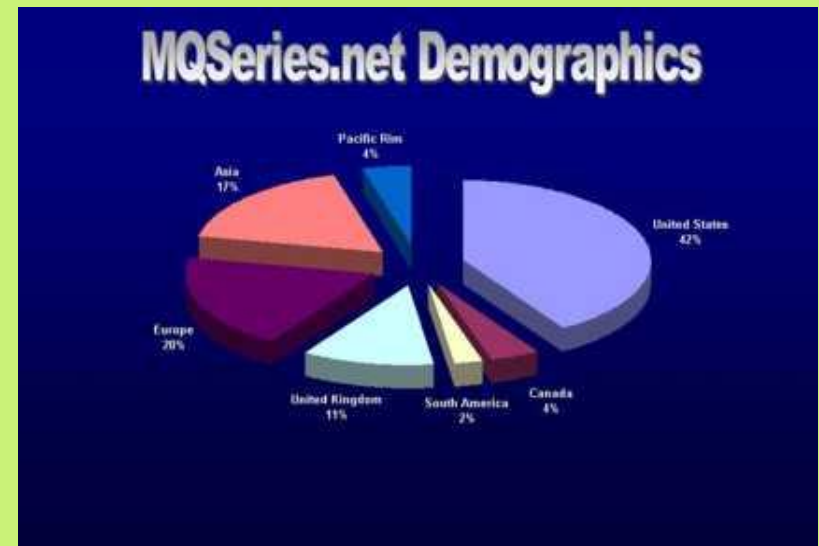
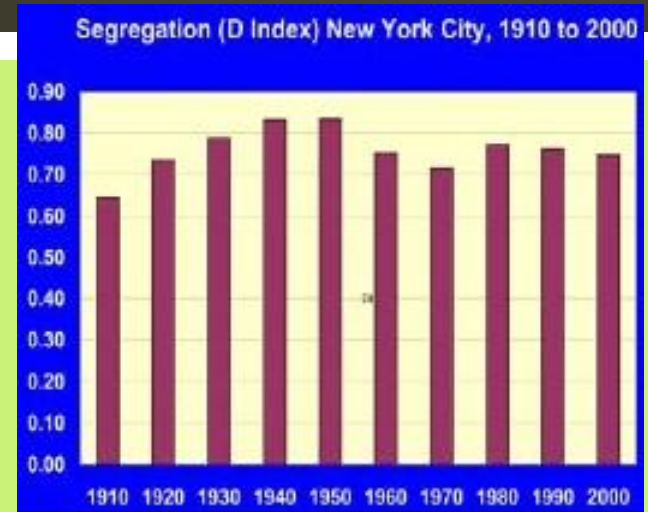
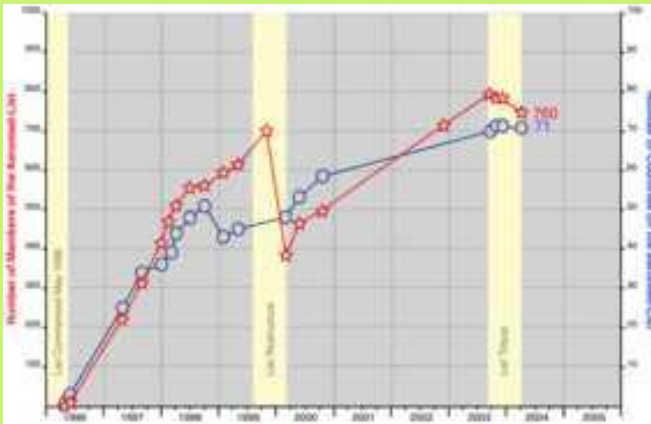
- 1920 – women were allowed to vote.
- 1920 only 35% of the women eligible to vote – did vote.
- By 1928 145 women in state legislatures.

Jeanette Rankin – first woman congresswoman from Montana.



AMERICANS ON THE MOVE

- Demographics:
 - Statistics that describe a population.
 - Race



- 1920: First time in American history that there were more people living in cities than on farms.



- 1920s: Farming was not profitable.
- 6 million farmers or their children left the farms for the cities.



PEOPLE COMING TO THE CITIES

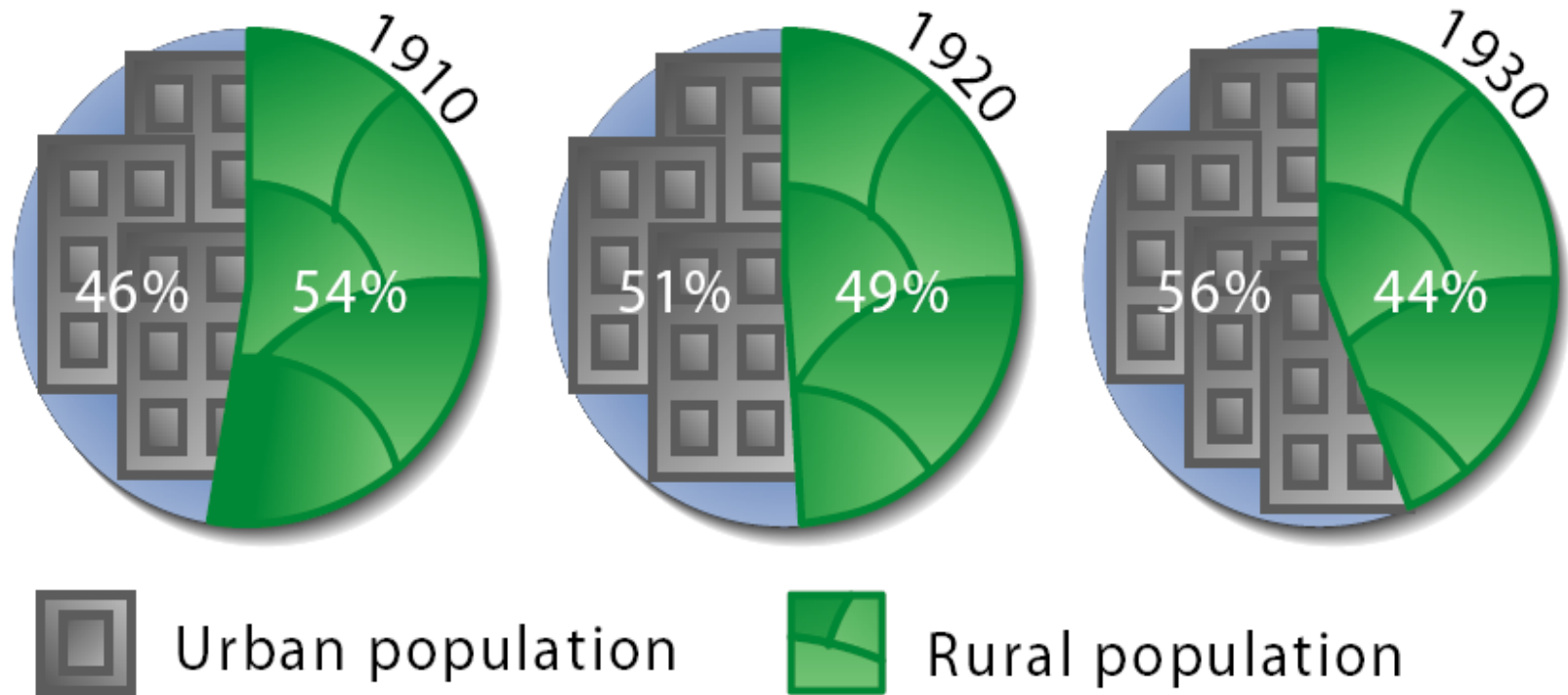
- Realization that education was important.
 - 1920: 2.2 million had high school diplomas
 - 1930: 4.4 million
- Rural education often ended at 8th grade for farm children.



RURAL V. URBAN

- Rural Americans didn't like the flappers and thought the cities were dangerous places.
- Rural Americans identify urban culture with **Communism, crime and immorality.**
- Communities of home, church, and school are absent in the cities
- **Conflict:** Preserving their traditional values vs new ideas found in the cities.

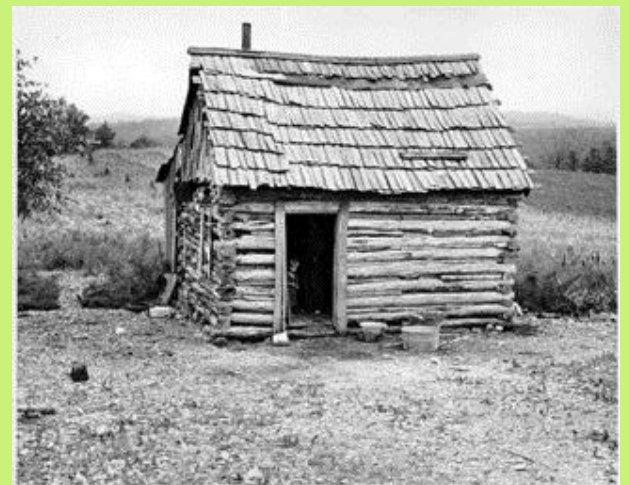
Urbanization of America, 1910–1930



Source: Historical Statistics of the United States

AFRICAN AMERICANS IN THE NORTH

- Jim Crow laws in the South limited life for African Americans.
 - Lack of education
 - Lack of housing
 - Lack of jobs
 - Lynching



- 1865: 93% of African Americans lived in the South.
- 1930: 80%
 - Jobs weren't much better in the North
 - Racial hatred in North
 - Women often worked as low-paid domestics.



OTHER MIGRATIONS

- 1920s: Laws against immigrants from:
 - China
 - Japan
 - Eastern Europe (Poland, Czechoslovakia, etc)
 - Southern Europe (Italy and Greece)



- Immigrants from Mexico to fill low pay jobs.
- Most worked farms in California and ranches in Texas.
- Migrants to cities developed BARRIOS or Spanish speaking neighborhoods.
 - LA: Mexican barrio
 - NYC: Puerto Rican barrio



GROWTH OF SUBURBS

- Electric trolley cars and buses got people from jobs in the city to suburbs quickly and cheaply.
- Lincoln's bike paths are the old trolley car routes.
 - Notice walks up to houses from the path.



AMERICAN HEROES

CHARLES LINDBERGH

- 1902-1974
- Learned to fly in Lincoln, NE!
- Was even more respected for his modesty about his fame.
 - Lucky Lindy
 - **May 20, 1927:** First man to fly non-stop New York to Paris. 33 ½ hours
 - **THE SPIRIT OF ST. LOUIS** plane
 - Won \$25,000
- Tragedy in his life.
 - Kidnapping and murder of his firstborn son.
 - Seen as being pro-Hitler when WWII began.



Historic Flights, 1919–1932

May 20–21, 1932 Amelia Earhart is the first woman to fly solo across the Atlantic, in a record time of about 15 hours from Newfoundland to Ireland.

March 14, 1927 Pan American Airways is founded to handle airmail deliveries. First route is between Key West, Florida, and Havana.

1920 First transcontinental airmail service in the U.S.

May 20–21, 1927 Charles Lindbergh establishes a record of 33 hours 29 minutes in his 3,614-mile nonstop solo flight across the Atlantic.



AMELIA EARHART

- 1928 – first woman to cross the Atlantic in a plane.
- 1932 – first woman to fly solo across the Atlantic.
- First to fly from Hawaii to California.
- 1937 – was on a journey to be the first to circumnavigate the world in a plane.
- Disappeared over the Pacific.



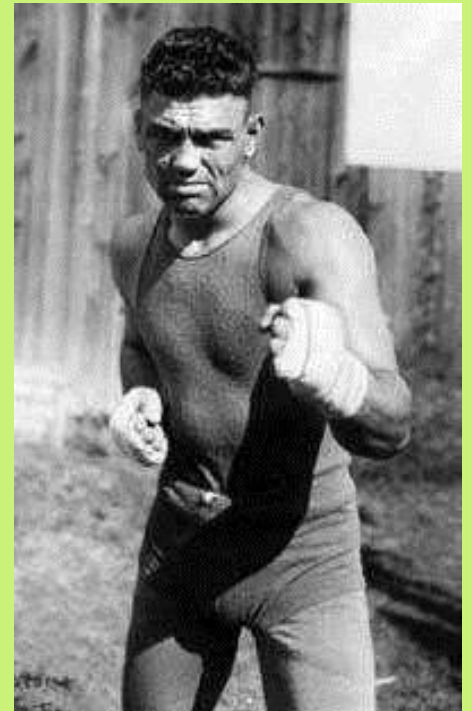
SPORTS IN THE 1920S

- Radio, newsreels, and more sports reporting made sports BIG business.

Jack Dempsey 1921 – world heavyweight champion boxer.

Jim Thorpe

- Won gold medals in the Olympics in the decathlon and the pentathlon.
- Played professional baseball and football.
- First president of the NFL



Jack Dempsey

George Herman “Babe” Ruth

- The sultan of swat
- Between playing for the Yanks and the Sox – 714 homeruns.
- Unbroken record for 40 years.



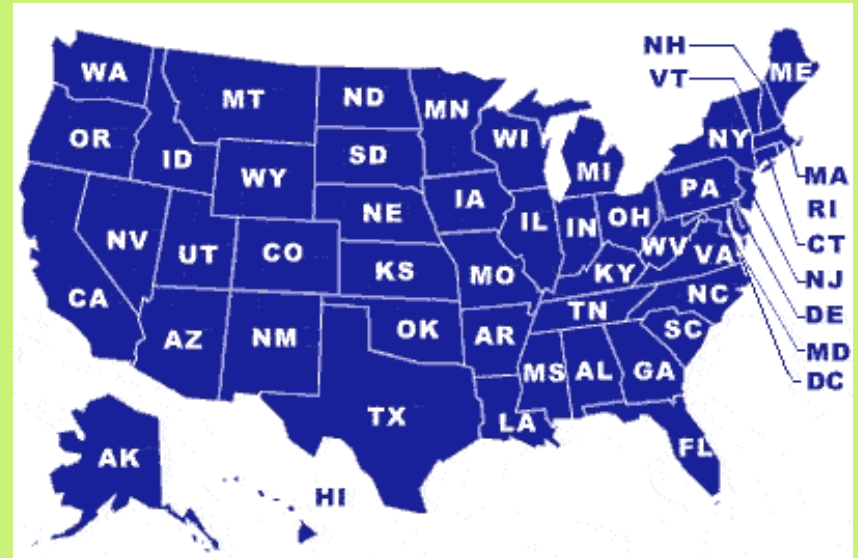
Gertrude Ederle

- Olympic swimmer 1924.
- First woman to swim the 35 miles of the English Channel
 - Beat the men's record by 2 hours.



MASS MEDIA AND THE JAZZ AGE

- The founding of Hollywood
 - Drew film makers to the area in 1900.
 - Variety of landscapes (mountains, desert, ocean)
 - Warm climate
 - Lighting was better
 - Large work force from LA.
- UNTIL 1920s the US had been a collection of regional cultures.
 - Accents differed
 - Customs differed
 - Entertainment differed



- Films, national newspapers and radio created the “national” culture of the country.



- Do you hear as many accents anymore?

- 1910 – 5,000 theaters in the country.

- 1930 – 22,500 theaters

- 1929 – 125 million Americans.

- 80 million movie tickets were sold every week.



Movies

- Until 1927 movies were silent.
- The first sound film THE JAZZ SINGER, 1927

Al Jolson

Going to the “talkies” was a popular pastime.

Stars of the 1920s

Charlie Chaplin

The Tramp movies

Greta Garbo

Swedish star *“I want to be alone.”*



NEWSPAPERS AND MAGAZINES

- Golden Age of newspapers.
- EVERY town had a newspaper.
- The rise of newspaper chains.
 - Some owners had monopolies on the news in their states.
- **Tabloids** – more on entertainment, fashion, sports and sensational stories.

HOW'S YOUR BREATH TODAY?

If it's bad, you won't be welcome... Play safe... use Listerine



How's your breath today? If it is bad, it will keep you out of things... it may mar friendship... kill off a romance... or jeopardize a business chance. Don't let it do any of these things.

Play safe... use Listerine, every morning and night and before and after business dinners. Listerine instantly removes your breath, aches, and sore throats, and makes it so pleasant to others, it is the one reliable remedy for halitosis and unpleasant breath.

Everybody Has It

Remember as you may be, do not make the mistake of thinking that your breath is never bad. Halitosis opens an eye, because it springs from such common causes as tiny bits of loosening food particles on the teeth, unwhitened teeth or gums, and temporary or chronic infirmities of the nose, throat, and mouth. The trifling thing about it is that you yourself never realize when you have it.

Only Listerine Succeeds

Only by using Listerine can you be certain that your breath will not offend others. Cheap, ordinary mouth washes fail in 12 hours to remove odors which Listerine gets rid of instantly. Then, too, Listerine cleans again and again by rinsing thoroughly and chewing gum.

Keep Listerine handy to have and offer. Place the small #48 in before meals and business engagements. It cleanses and invigorates the entire oral cavity and leaves you with a feeling of confidence and assurance. You have your breath in sight. Listerine Pharmaceutical Company, St. Louis, Missouri.

LISTERINE

- The New York Daily Mirror

“90% entertainment, 10% information – and the information without boring you.”

- More Americans began to share the same information, read the same events, and encounter the same ideas and fashions.

- Created a common culture.



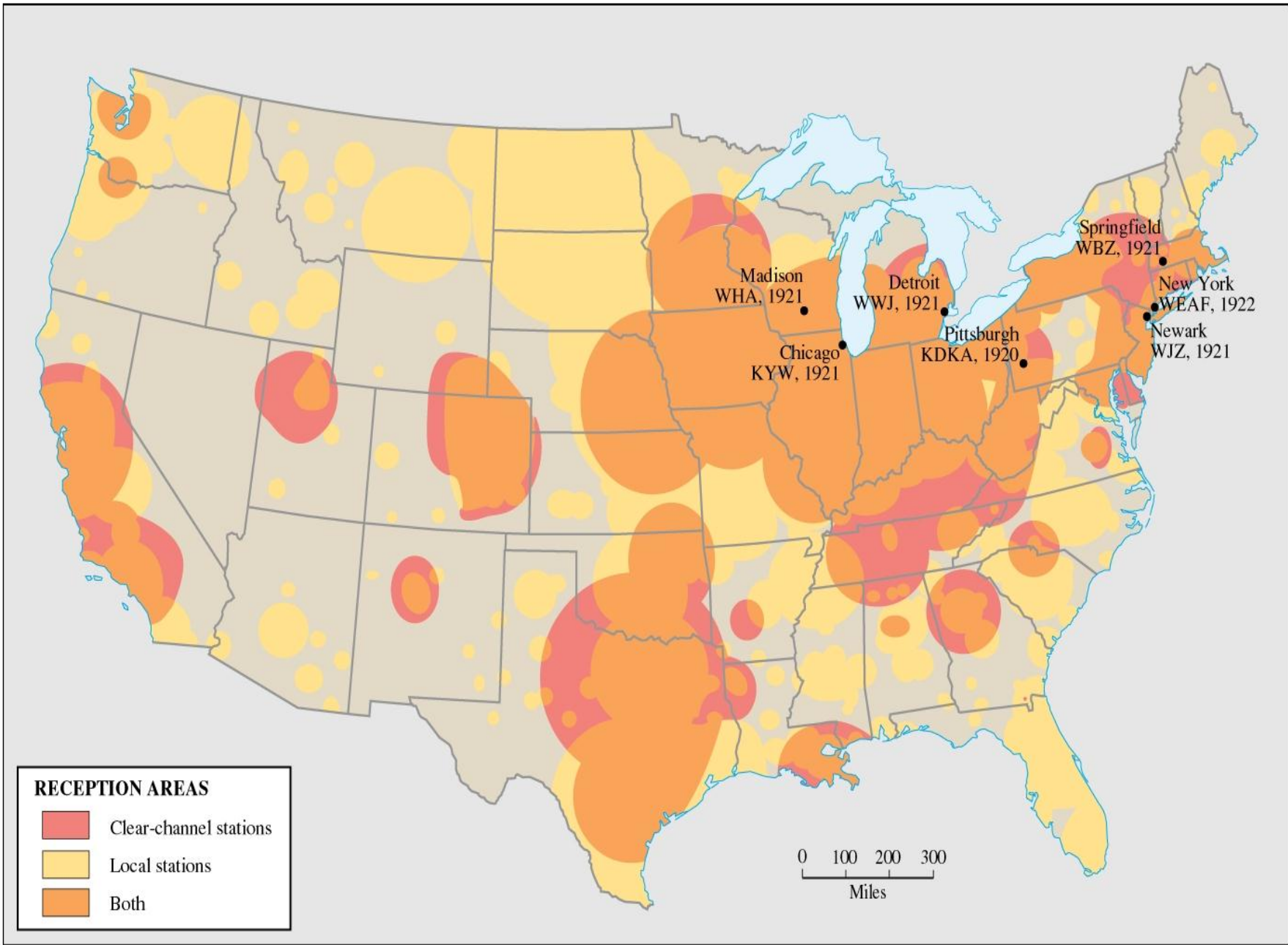
RADIO

- 1920 Westinghouse Electric engineer Frank Conrad put a transmitter in his garage in Pittsburgh. Read news, played music.
- KDKA – the FIRST American radio station.



- By 1922 500 radio stations across the country.
- National Broadcasting Corporation (**NBC**) offered radio stations programming.





THE JAZZ AGE



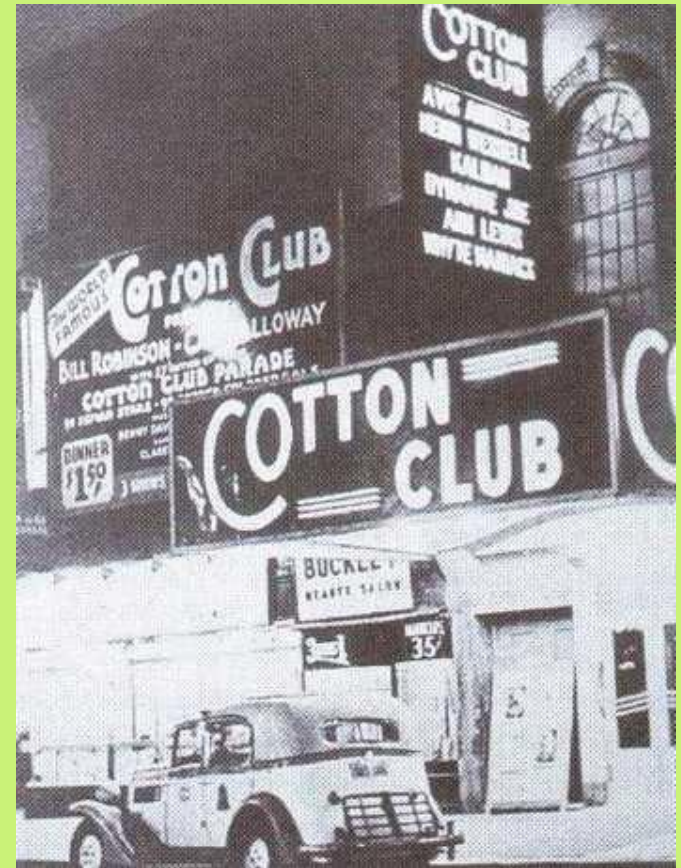
The radio audience and the African American migration to the cities made jazz popular.

Improvisation of music

Syncopation – offbeat rhythm.

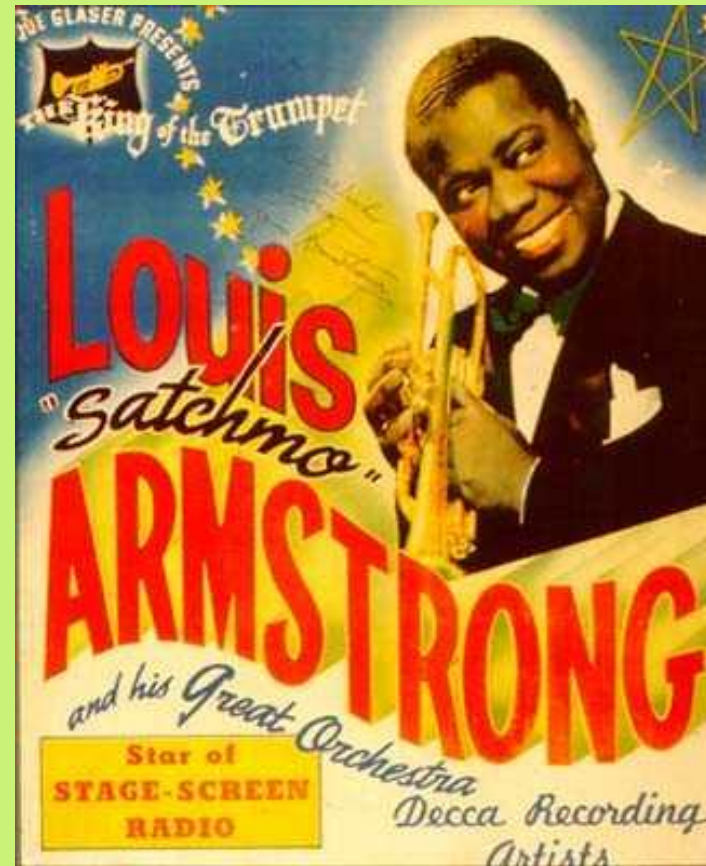
THE JAZZ AGE

- Young people were NUTS about jazz.
- 1929 – 60% of radio air time was playing jazz.
- The “real” jazz was in NYC and the neighborhood of Harlem.
 - 500 jazz clubs
 - **Cotton Club** the most famous
 - Most white Americans did not want to hear jazz.



HEROES OF JAZZ

- Louis Armstrong (1901 – 1974)
- “Satchmo” and “The Gift”
- New Orleans to Chicago to the world.
- Trumpet and singing “scat”



■ **“Duke” Ellington**

- 17 years old – played jazz in clubs in Washington DC at night and painted signs in the day.
- Wrote thousands of songs and had his own band.
- **Artie Shaw** – First to use black musicians for white audiences.
- **Benny Goodman** – First to take jazz to white America.
 - SWING
 - First racial mixed band.



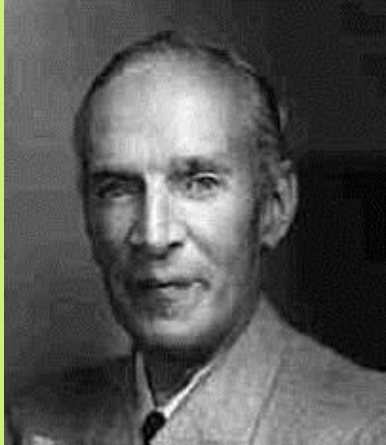
JAZZ INFLUENCES ON ART

- Artists were showing the rougher side of life.
- **Edward Hopper**



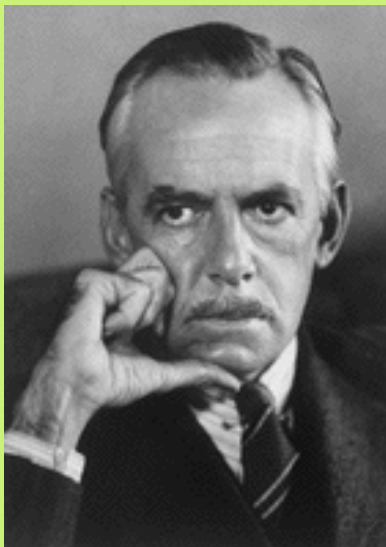
- **Georgia O'Keeffe** turned to natural objects, flowers, bones, landscapes.

LITERATURE IN THE 1920S



■ Upton Sinclair

- Attacked American society.
- THE JUNGLE, ELMER GANTRY, MAIN STREET



■ Eugene O'Neill

- Dark tragedies of everyday American life.
- A LONG DAY'S JOURNEY INTO NIGHT

THE LOST GENERATION

- Many writers, artists, and musicians went to Europe and most ended up in Paris.
 - Cheap living
 - Racial tolerance
 - Intellectual tolerance
- **F. Scott Fitzgerald**
 - Wife Zelda
 - THE GREAT GATSBY
 - THE SUN ALSO RISES
 - Showed the people of the jazz age - including their self-centered and shallow ways.



Edna St. Vincent Millay

*“My candle burns
at both ends;
It will not last the night;
But ah, my foes,
and oh, my friends
It gives a lovely light.”*



HARLEM RENAISSANCE

- 1914: 50,000 African Americans in Harlem.
- 1930: 200,000

Nora Neale Hurston

THEIR EYES
WERE WATCHING
GOD..



Langston Hughes

- Poet, short story writer, journalist and playwright.
- Joys and difficulties of being human, American and being black.



CULTURAL CONFLICTS IN THE 1920S

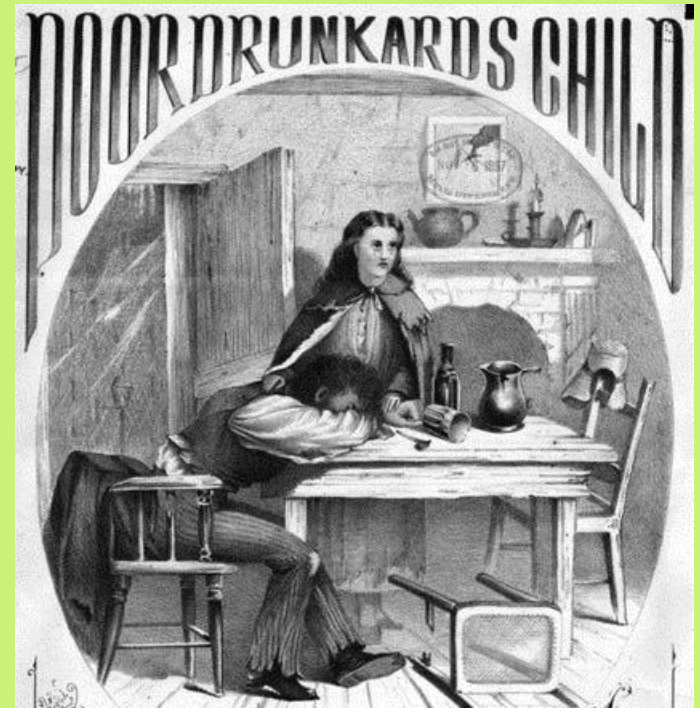
■ PROHIBITION

- The 18th Amendment to the Constitution
- Made manufacturing of alcohol illegal.
- Most people chose to ignore it.



GOALS OF PROHIBITION

- Eliminate drunkenness
 - Causing abuse of family
- Get rid of saloons
 - Prostitution, gambling dens
- Prevent absenteeism and on-the-job accidents stemming from drunkenness



HOW EFFECTIVE WAS PROHIBITION?

- They drank in the White House.
- 1924- Kansas had 95% of people obeying the law not to drink.
- Only 5% of New Yorkers obeyed the law.
- Contrast between rural and urban moral values.



BOOTLEGGERS

Those that would manufacture, sell and transport liquor, beer, and wine.

Started from drinkers who hid flasks in the leg of their boots.



BOOTLEGGING

Stills to make alcohol

- Corn: grain alcohol and some whiskey
- Potatoes: vodka
- Rye Grain: gin and whiskey

Bathtub gin



- Canadians were making whiskey.
- Caribbean was making rum.
- Smugglers took ships out to sea, met speed boats who outran the Coast Guard to harbors where they transported the alcohol to warehouses.



SPEAKEASIES

- Bars that operated illegally.
- To get into a speakeasy – you needed a password or be recognized by a guard.
- Sometimes hidden behind legit businesses.



- Before Prohibition the whole state of Massachusetts had 1,000 saloons.
- AFTER Prohibition Boston alone had 4,000 speakeasies and 15,000 bootleggers.

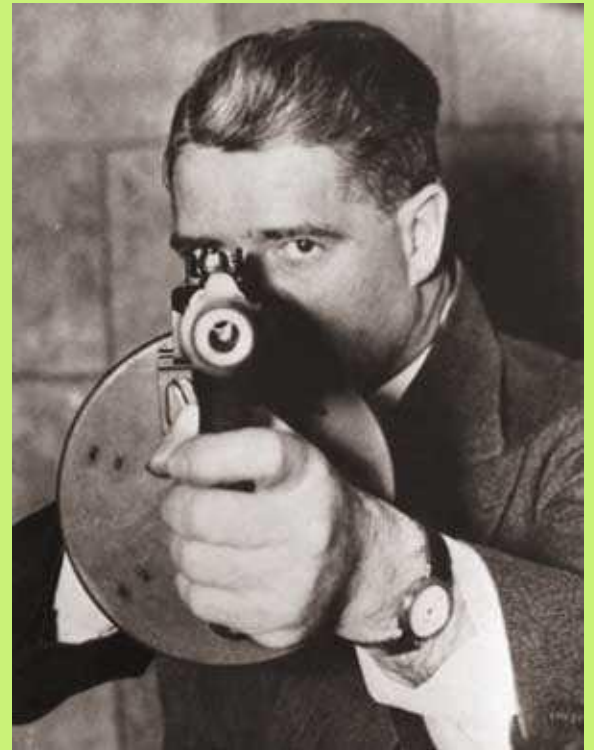


ORGANIZED CRIME



ORGANIZED CRIME

- Early in Prohibition there was competition between gangs to supply liquor to speakeasies.
- Territories expanded and gang warfare erupted over turf and control of the liquor.
- Tommy Guns, Sawed off shotguns, Murder on the streets



- **Organized Crime**
expanded into other crimes.

- Bribe police and other government officials to ignore what they are doing.

 - Gambling

 - Prostitution

 - Murder Incorporated

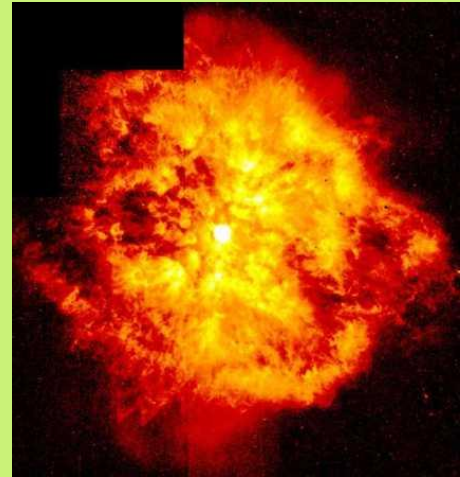


- Racketeering

- Gangsters forced businesses to pay a fee for “protection”

If you didn't pay ...

- 157 Chicago bombs in 1928



ALFONSE “SCARFACE” CAPONE

- 1899-1947 Born in NYC to Sicilian immigrants.
- Dropped out of school at 14.
- Nasty fighter reputation.
- Moved to Chicago in 1919.
- 200 murders directly tied to him.
- St. Valentine’s Day Massacre was also his work.



Al Capone

- With Prohibition, he made \$100,000,000.
- For all his murders and assaults, he was eventually imprisoned for not paying taxes.
- Ended up at Alcatraz Prison.
- Released early and died of syphilis.



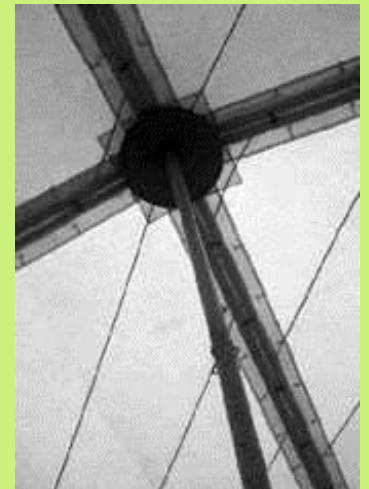
MATTERS OF RELIGION

- Rural Values vs. City Values.
- The rise of fundamentalism
- Concerns about science and technology were playing in life.



FUNDAMENTALISM

- War and widespread problems of modern society caused people to question if God existed.
- Some scholars said the Bible was a work of fiction.
- Fundamentalism said God inspired the Bible so it cannot contain contradictions or errors. It was literal truth.



FUNDAMENTALISTS

- Gained tremendous attention in the 1920s.
 - Billy Sunday
 - **Aimee Semple McPherson “Sister Aimee”**
 - William Jennings Bryan



THE SCOPES MONKEY TRIAL

- Fundamentalists in Tennessee passed a law saying that evolutionary theory could not be taught in schools.
 - 1925, high school biology teacher, John Scopes taught his students about Charles Darwin.
 - Was arrested that day.



John Scopes

- Mass media allowed 2 million people to listen to the trial.
- Drama between two of the best lawyers in the nation
 - Clarence Darrow
 - William Jennings Bryan
- Darrow put Bryan on the stand to testify as an expert on the Bible and he showed flaws in some of his logic.



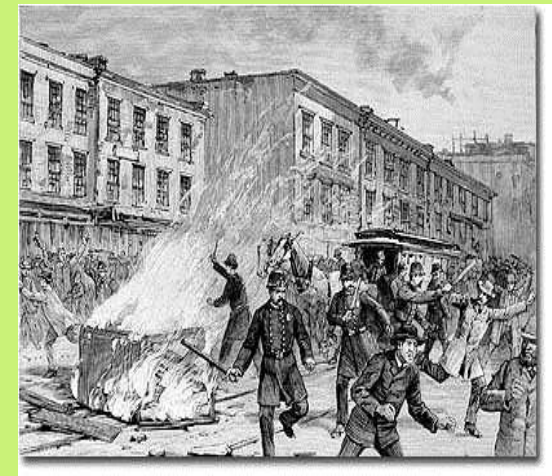
- Darrow lost the case but won the point with the public.
- Darrow was a defender of science and reason.
- Bryan became a martyr for the cause of fundamentalism.
- Bryan died days after the trial ended.



VIOLENCE AGAINST AFRICAN AMERICANS

■ 1919 RACE RIOT: **Red Summer**

- Race riots between white and black in Omaha, Tulsa, Washington DC and Chicago.
- "Pretty little Agnes Loebeck ... was assaulted ... by an unidentified negro at twelve O'clock last night, while she was returning to her home in company with Millard Hoffman



- That evening, the police took a suspect to the Loebeck home. Agnes and her boyfriend Milton Hoffman identified a black packinghouse worker named Will Brown as the assailant. Brown was 41 years old and suffered from acute rheumatism.



September 29, 1919

- Many in the North joined the Ku Klux Klan.
- Lynchings happened in the North.



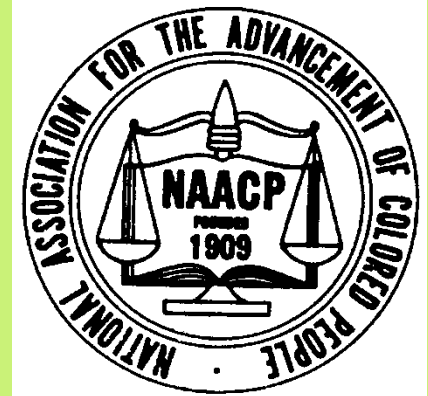
REVIVAL OF THE KLAN

- 1924: 4 million members
- Most Klan memberships came from Indiana.
- Prejudice against non-whites, non-Christian, non-Protestants, Jews, immigrants, etc.
 - Didn't leave many people to like!



FIGHTING DISCRIMINATION

- NAACP (National Association for the Advancement of Colored People)
 - Worked to end lynching.
 - No national laws, but did get a number of states to comply.
 - 1929: 10 lynchings in the country
 - Worked to get better voting rights for African Americans
 - NOT much success



THE MARCUS GARVEY MOVEMENT

- Some African Americans frustrated by violence and discrimination dreamed of a new homeland.
- Banks and business investment just for African Americans.
- Urged a return to “Motherland Africa” to create a new country.
- Started “Black Pride” from prison and after he was deported to Jamaica.



W.E.B. DUBOIS

- In 1895 he was the first African American to earn a Ph.D. from Harvard University.
- In 1905 he founded the **Niagara Movement**, a forerunner of the NAACP.
- Didn't think the answer was separation of the races.
- Didn't approve of Garvey's business practices.
- His teachings were an important influence on the Civil Rights Movement of the '50s and '60s.

