

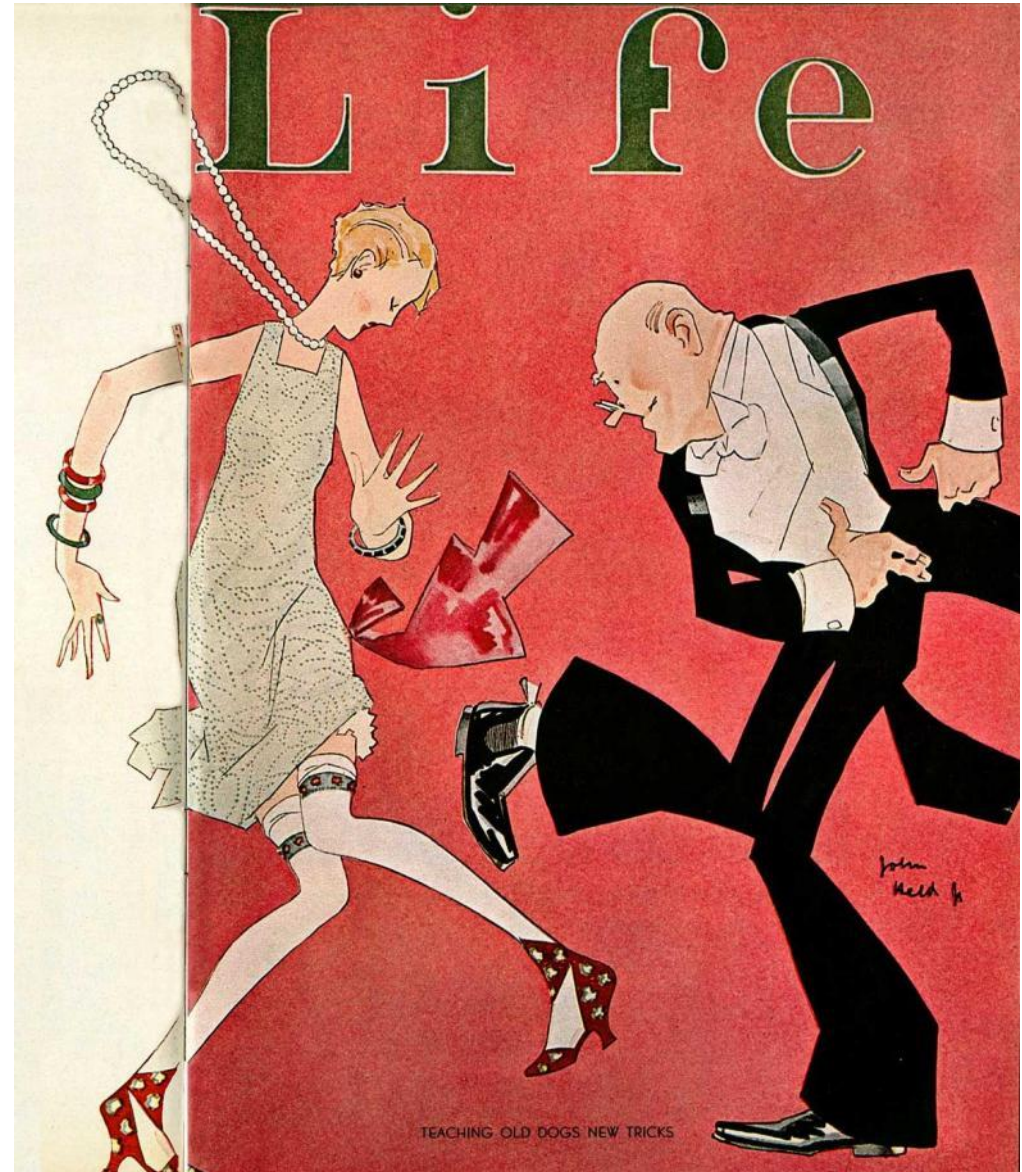


The Roaring 20's

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”



In 1920, Americans elected Republican Warren Harding who promised a “return to normalcy”

“America’s present need is not heroics, but healing; not nostrums, but normalcy; not revolution, but restoration”

—President Warren Harding

Quick Class Discussion:

What would a “return to normalcy” mean for America after World War I?





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

In the 1920s, American foreign policy “returned to normal” by embracing isolationism

The U.S. rejected the Treaty of Versailles and never joined the League of Nations

Many citizens felt the U.S. was “duped” into joining WWI and became committed to neutrality



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

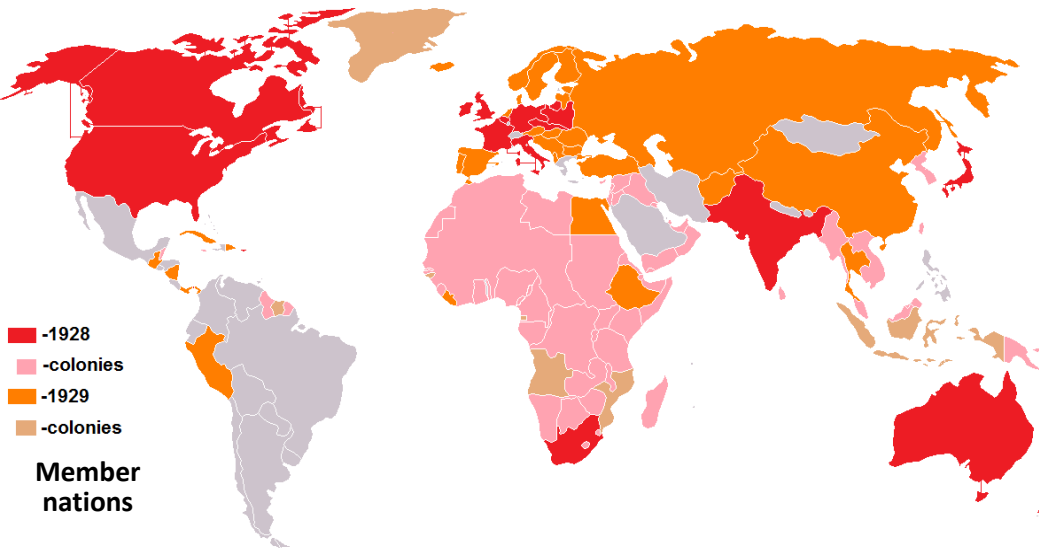
The U.S. hosted the Washington Naval Conference (1921-22) aimed to reduce the military strength of all nations

The USA loaned European nations billions of dollars to help rebuild after WWI



However, 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

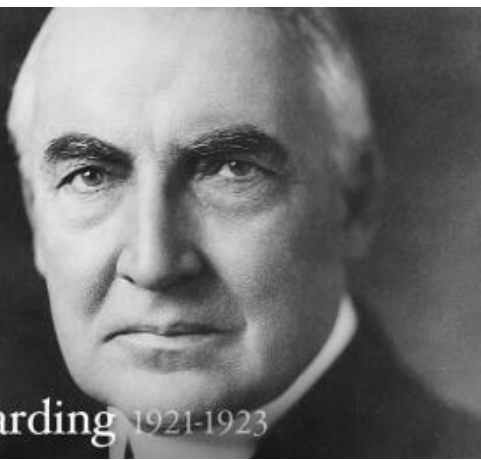


TREATY
BETWEEN THE
UNITED STATES AND OTHER POWERS
PROVIDING FOR THE
RENUNCIATION OF WAR
AS AN INSTRUMENT OF NATIONAL POLICY

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 meant no new progressive reforms

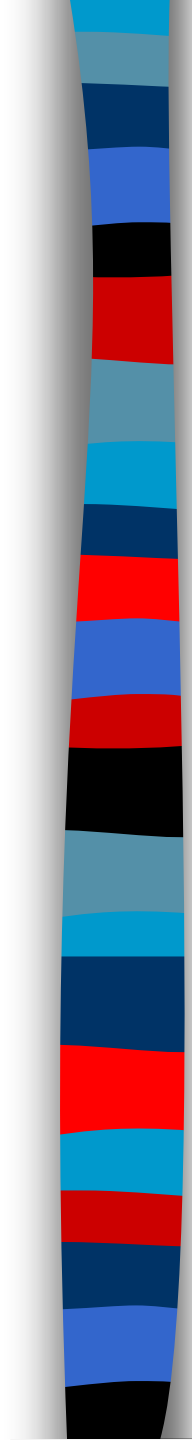
Americans felt confident that reforms had limited the influence of monopolies, cleaned up cities, and regulated the economy

As workers' wages rose and their hours declined, Americans were happy to spend their money



America in the 1920s: Consumerism

Consumerism

- 
- The 1920s saw a burst of personal prosperity & consumer spending
 - Mass production led to a huge number of new products: Cars, electric appliances, new fashions
 - Advertising boomed to convince people to spend their money
 - Companies offered ways for consumers to buy on credit through monthly installment plans

Consumer Goods, Advertising, & Credit

The Age of Credit Buying Begins in the 1920s

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

Drink Delicious
**Orange-
CRUSH**



Thirsty? Here's the answer:

First, sparkling carbonated water—next, the juice of luscious oranges—next, the delightful flavor of their peel. Add the zestful tang of the fruit acid found in oranges, lemons and limes—a pure food color, such as you use in your cakes and candies—pure cane sugar. This is Orange-Crush, a wonderfully refreshing drink. At the better fountains everywhere.

Drink
Delicious
Orange-CRUSH
A Real Orange Drink for a Nickel

MAKES KIDS HUSKY



TRADE MARK

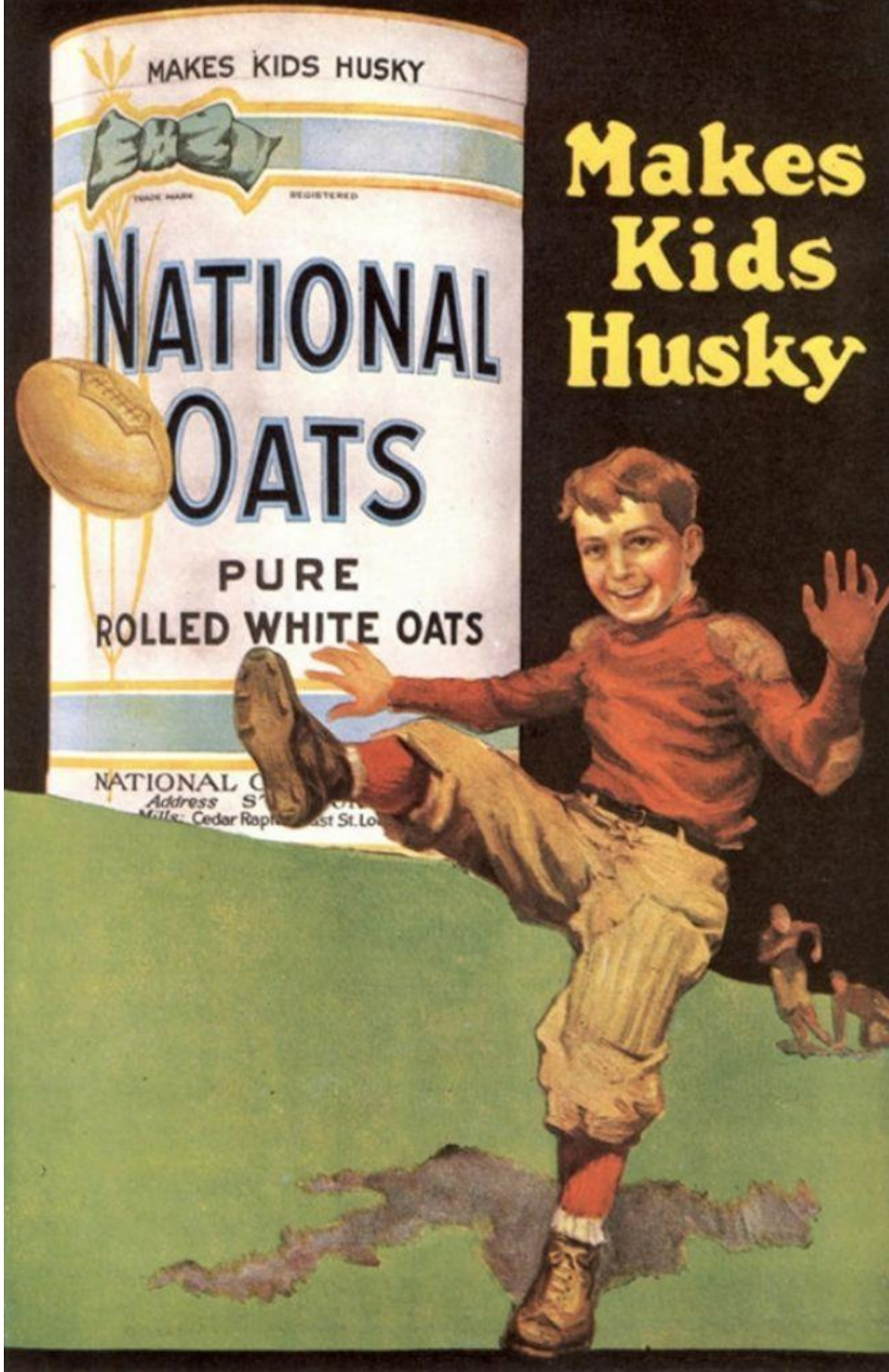
REGISTERED

NATIONAL OATS

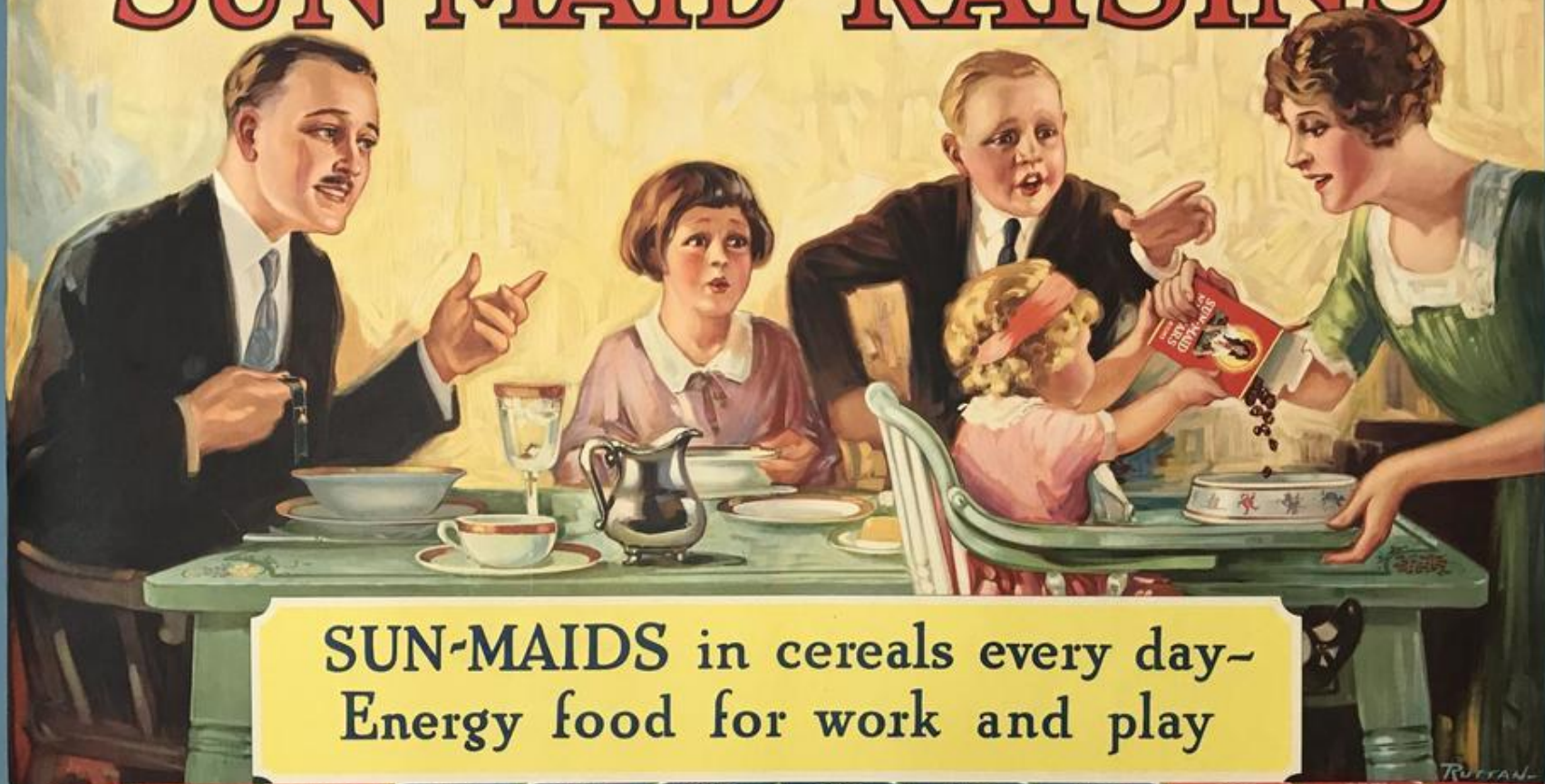
PURE
ROLLED WHITE OATS

NATIONAL OATS
Address: St. Louis, Mo.
Mills: Cedar Rapids, East St. Louis

Makes Kids Husky



SUN-MAID RAISINS



SUN-MAIDS in cereals every day-
Energy food for work and play





* The figures quoted have been checked and certified to by LYBRAND, ROSS BROS AND MONTGOMERY, Accountants and Auditors.

20,679* Physicians
 say "**LUCKIES**
 are less irritating

"It's toasted"

Your Throat Protection against irritation against cough

20,679 Physicians
 say **LUCKIES** are
less irritating

I too prefer
LUCKIES
 because ...

Toasting removes
 dangerous irritants
 that cause
 throat irritation
 and coughing



"It's toasted"

**Your Throat Protection—
 against irritation—against cough.**

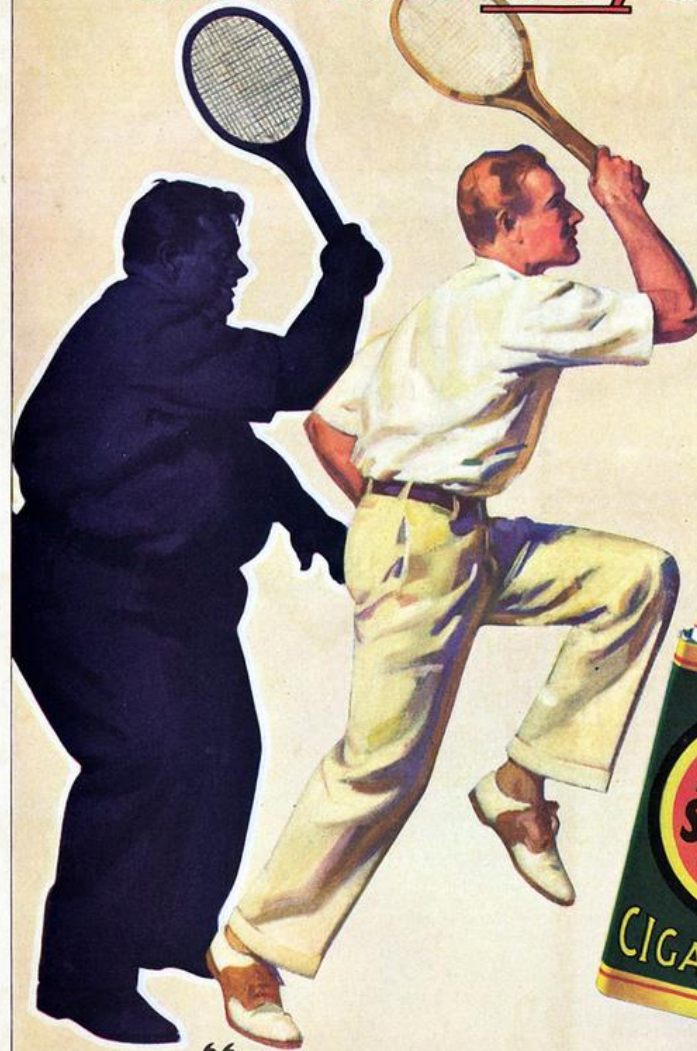
© 1936, The American Tobacco Co., Inc.

Refuse substitutes; buy the advertised brand every time!

STRAIGHT FROM THE SHOULDER!

When tempted to over-indulge

"Reach for a Lucky instead"



Be moderate—be moderate in all things, even in smoking. Avoid that future shadow* by avoiding over-indulgence, if you would maintain that modern, ever-youthful figure. "Reach for a Lucky instead."

Lucky Strike, the finest Cigarette you ever smoked, made of the finest tobacco—The Cream of the Crop—"IT'S TOASTED." **Lucky Strike** has an extra, secret heating process. Everyone knows that heat purifies and so 20,679 physicians say that **Luckies** are less irritating to your throat.



© 1940, The American Tobacco Co., Manufacturers

"It's toasted"

Your Throat Protection — against irritation — against cough.

*We do not say smoking **Luckies** reduces flesh. We do say when tempted to over-indulge, "Reach for a Lucky instead."



ROUGE

*fragrant with
Parfum.*

Mary Garden

- | | |
|----------------------|------------------------|
| 1. Lie de Vin (Dark) | 6. Indian Blush |
| 2. Vermilion Poppy | 7. Vermeil |
| 3. Egyptian Poppy | 8. Lie de Vin (Medium) |
| 4. Persian Blush | 9. Light Rouge |
| 5. Rosebud | 10. Intense Brunette |
| | 11. Deep Brunette |

Rigaud

16 Rue de la Paix
PARIS

Geo. Borgfeldt & Co.
Sole Distributors New York



Try
Maybelline Eye Shadow



MAYBELLINE products may be purchased at all toilet goods counters. Identify the genuine by the Maybelline Girl on the carton.

MAYBELLINE CO., Chicago

This delicately perfumed cosmetic *instantly* makes the eyes appear larger and intensely *interesting!* It deepens the color and imparts a wonderful brilliance that vivifies the expression, at the same time giving new loveliness to all the tones of the complexion.

Applied lightly for daytime use and with somewhat deeper shading in the evening, the four colors of Maybelline Eye Shadow are most effectively used as follows: Blue is to be used for all shades of blue and gray eyes; Brown for hazel and brown eyes; Black for dark brown and violet eyes. Green may be used with eyes of all colors and is especially effective for evening wear. If you would make the most of your appearance, a thrilling discovery awaits you in Maybelline Eye Shadow. Incased in an adorably dainty gold-finished vanity at 75c.

*Lashes Appear Longer by Using
Maybelline Eyelash Darkener*

Dark, luxuriant lashes are essential to feminine beauty and Maybelline Eyelash Darkener is the choice of millions of women the world over. A few simple brush strokes of either the Solid or Waterproof Liquid form and the magic of Maybelline Eyelash Darkener is achieved instantly. This easily applied, perfectly harmless beauty aid, in Black or Brown, will delight you, particularly when applied after Maybelline Eye Shadow. Be sure to insist upon *genuine* Maybelline. Price 75c.

and Maybelline
Eyebrow
Pencil

Neatly lined, perfectly formed eyebrows — every woman desires them for the added expression they lend. They are not difficult to acquire with the new style, indelible Maybelline Eyebrow Pencil. You'll like this pencil — you'll revel in its smoothness and cleanliness — it's so easy to use. Colors, Black or Brown, 35c.



Maybelline

EYELASH DARKENER \ EYESHADOW \ EYEBROW PENCIL

Instant Beautifiers for the Eyes

America in the 1920s:
Harlem Renaissance



Harlem Renaissance

- The Great Migration during WWI led to a concentration of African Americans in northern cities
- The Harlem Renaissance was the flourishing of black culture:
 - Jazz blended African & European musical traditions into a distinctly “American” style of music
 - Louis Armstrong & Duke Ellington were popular jazz musicians

The “Jazz Age”



Parker Auditorium MINOT

2 BIG EVENTS TUESDAY, DEC. 9th 2 BIG EVENTS

SHOW--7:30 to 9:00

DANCE--9:30 to 1:00

Admission 55¢

Admission \$1.²⁵

JOE GLASER PRESENTS
THE King of the Trumpet

Louis
"Satchmo"
ARMSTRONG

and his Great Orchestra

Star of
STAGE-SCREEN
RADIO

Decca Recording
Artists

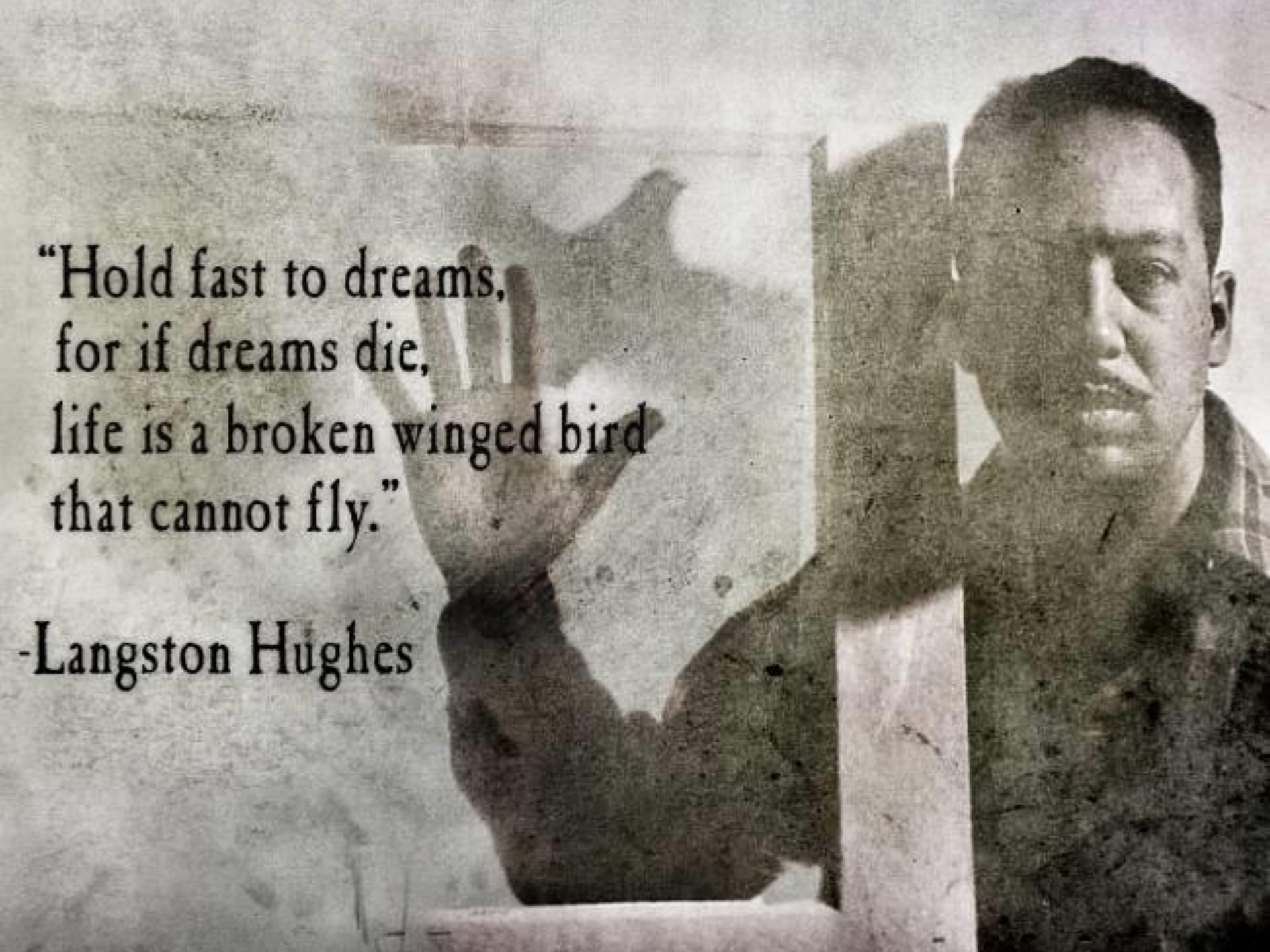
JOE GLASER, INC. - 30 ROCKEFELLER PLAZA - NEW YORK





Harlem Renaissance

- The most popular author was **Langston Hughes**, who wrote poems & novels about black pride
- Harlem represented the “**New Negro**”: the idea that African Americans should freely express themselves, embrace their culture, & strive for racial equality



“Hold fast to dreams,
for if dreams die,
life is a broken winged bird
that cannot fly.”

-Langston Hughes

America in the 1920s:
The Changing Role
of Women



Changing Role of Women

- Women's roles changed in the 1920s
 - In 1920, the 19th Amendment granting women the right to vote (But, many women did not vote)
 - New fashion trends, voting rights, & more leisure time led to an increased sense of freedom
 - Advertisers emphasized women's sexuality & appearance

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 social or business contacts. Listerine instantly renders your breath sweet, wholesome, and agreeable to others. It is the one reliable remedy for halitosis (unpleasant breath).

Everybody Has It

Fastidious as you may be, do not make the mistake of thinking that your breath is never bad. Halitosis spares no one, because it springs from such common causes as tiny bits of fermenting food particles on the teeth, unhealthy teeth or gums, and temporary or chronic infections of the nose, throat, and mouth. The insidious 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 conquer odors which Listerine gets rid of instantly. That has been shown again and again by strict laboratory and clinical tests.

Keep Listerine handy in home and office. Rinse the mouth with it before social and business engagements. It cleanses and invigorates the entire oral cavity and leaves you with a feeling of confidence and assurance. You know your breath is right. Lambert Pharmaceutical Company, St. Louis, Missouri.

LISTERINE



FREE — Send coupon for \$1.00 An Ounce of the beautiful perfume — the Kissproof Kiss — valued at \$1.00, worth for the perfume.

NEW
Kissproof
the waterproof rouge — in a startling jade green case.



Don't Different! Kissproof waterproof! Discover that there's nothing but a Kissproof Rouge has offered so much a thoroughly original and beautiful color — one gold and yellow — as the Kissproof lipstick. Kissproof — the name for you! And be generous Kissproof!



Waterproof
it stays on!

Kissproof — the waterproof lipstick — is a new and beautiful color — one gold and yellow — as the Kissproof lipstick. Kissproof — the name for you! And be generous Kissproof!

Send for Kissproof Beauty Box

It contains a complete beauty kit... Kissproof Beauty Box... Kissproof Lipstick 50¢... Kissproof Compound Rouge 50¢... Kissproof Face Powder 1.00

Kissproof
is waterproof — it stays on!

Kissproof Lipstick 50¢

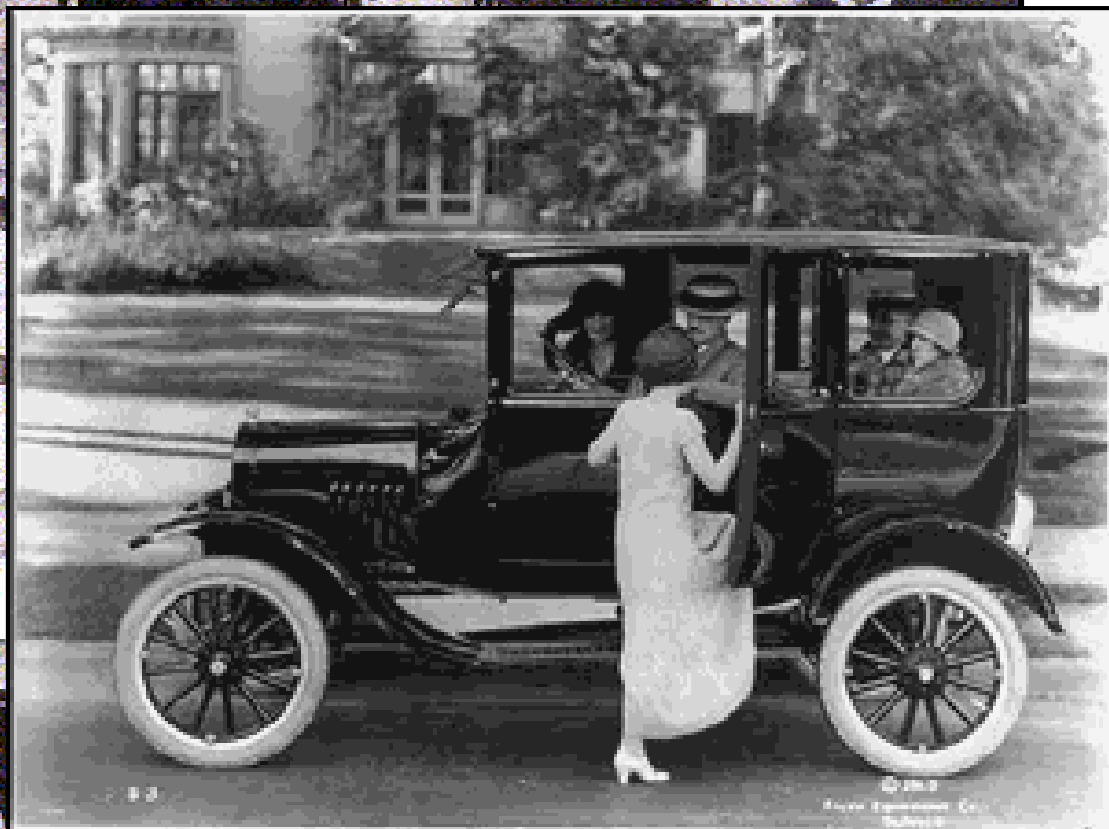
Kissproof Compound Rouge 50¢

Kissproof Face Powder 1.00



Changing Role of Women

- Many young, unmarried women embraced their independence & sexuality as “**flappers**”:
 - Fashions like shorter hemlines, “bobbed” hair, & hats
 - Smoked cigarettes, drank alcohol, danced at clubs, used makeup
 - Many had sex outside of marriage & used cars to “park” with boys
- These behaviors were shocking to traditional-minded women



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





America in the 1920s:

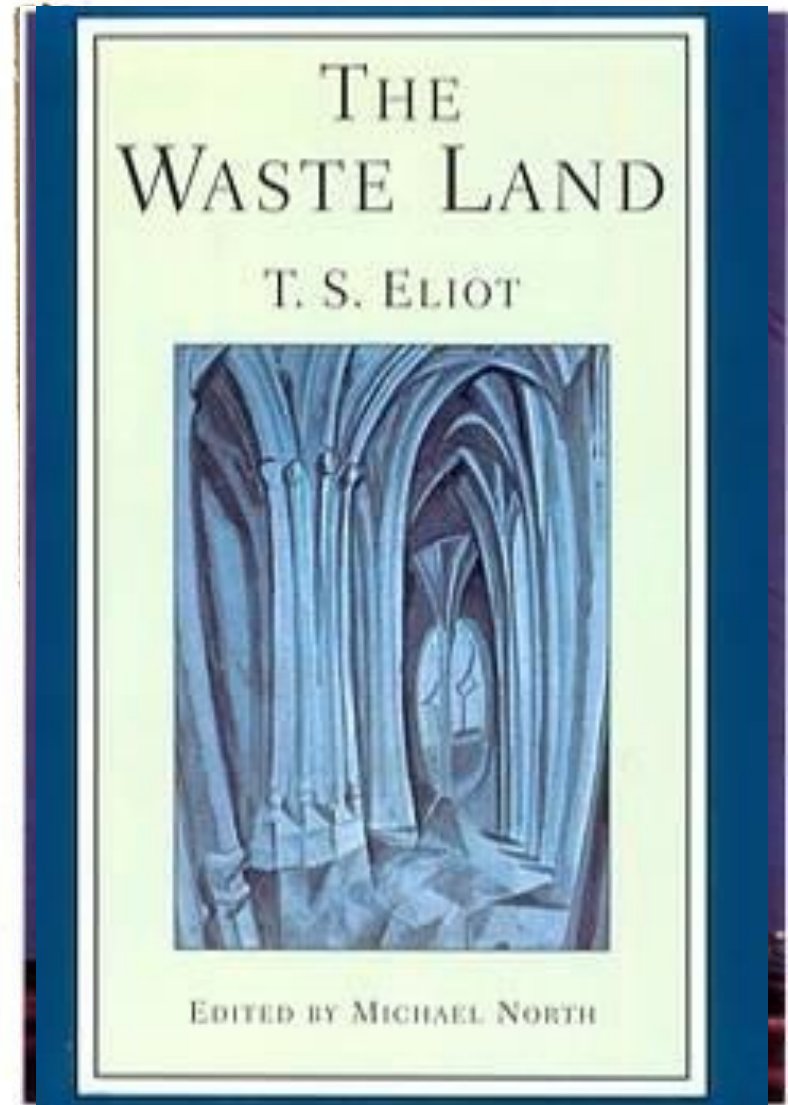
Literature



Literature

- The 1920s produced some of America's most important literature
 - Authors F. Scott Fitzgerald & Sinclair Lewis were critical of 1920s consumerism & conformity
 - Some authors became part of the “Lost Generation” who rejected war & were very critical of American society

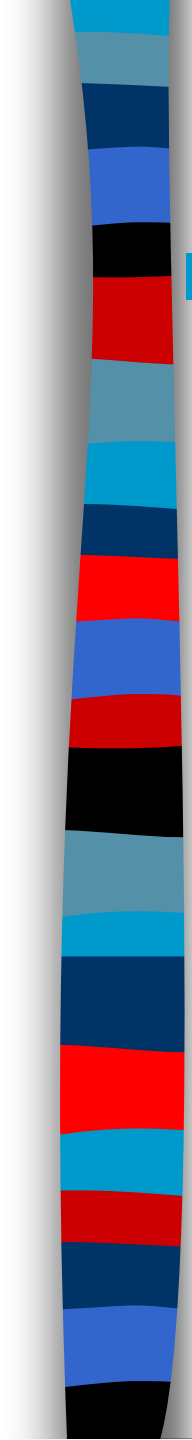
Significant Authors of the 1920s



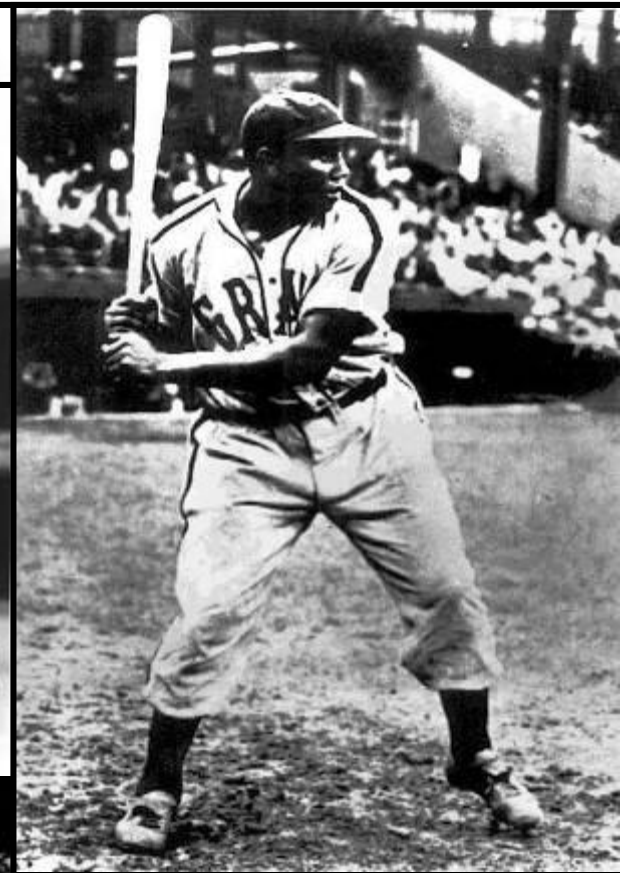
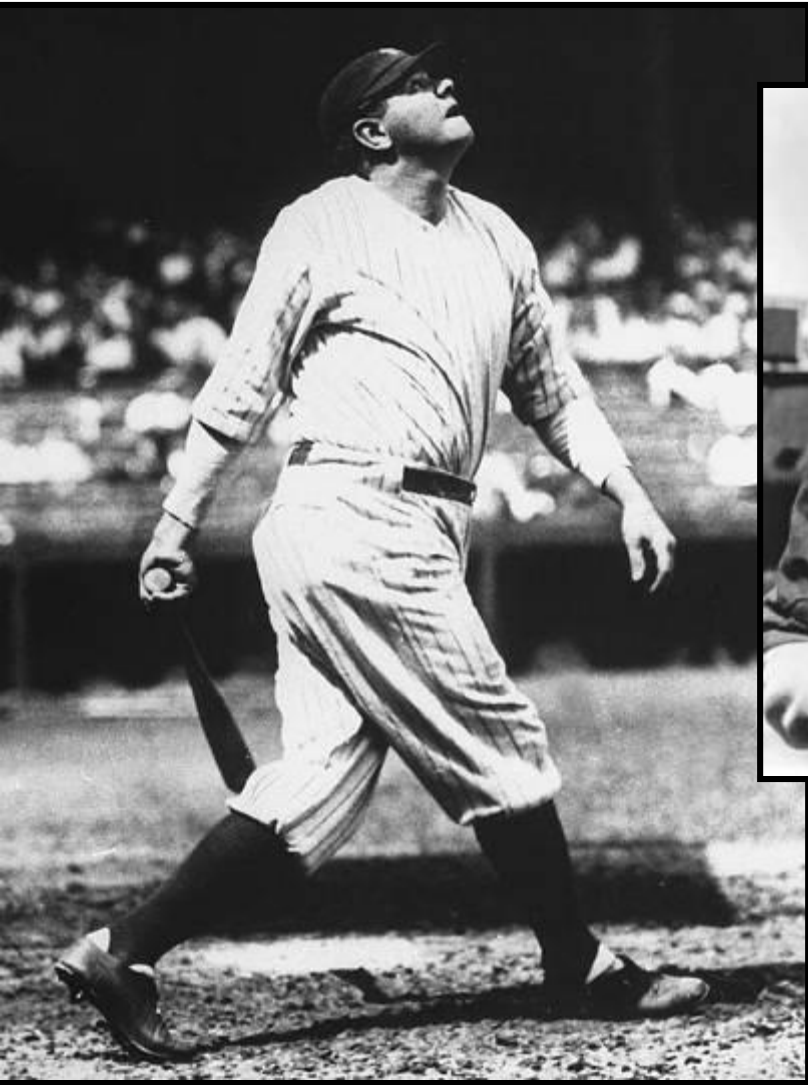
Ernest Hemingway
T. S. Eliot
Ernest Hemingway

America in the 1920s:
Sports Mania

Sports Mania

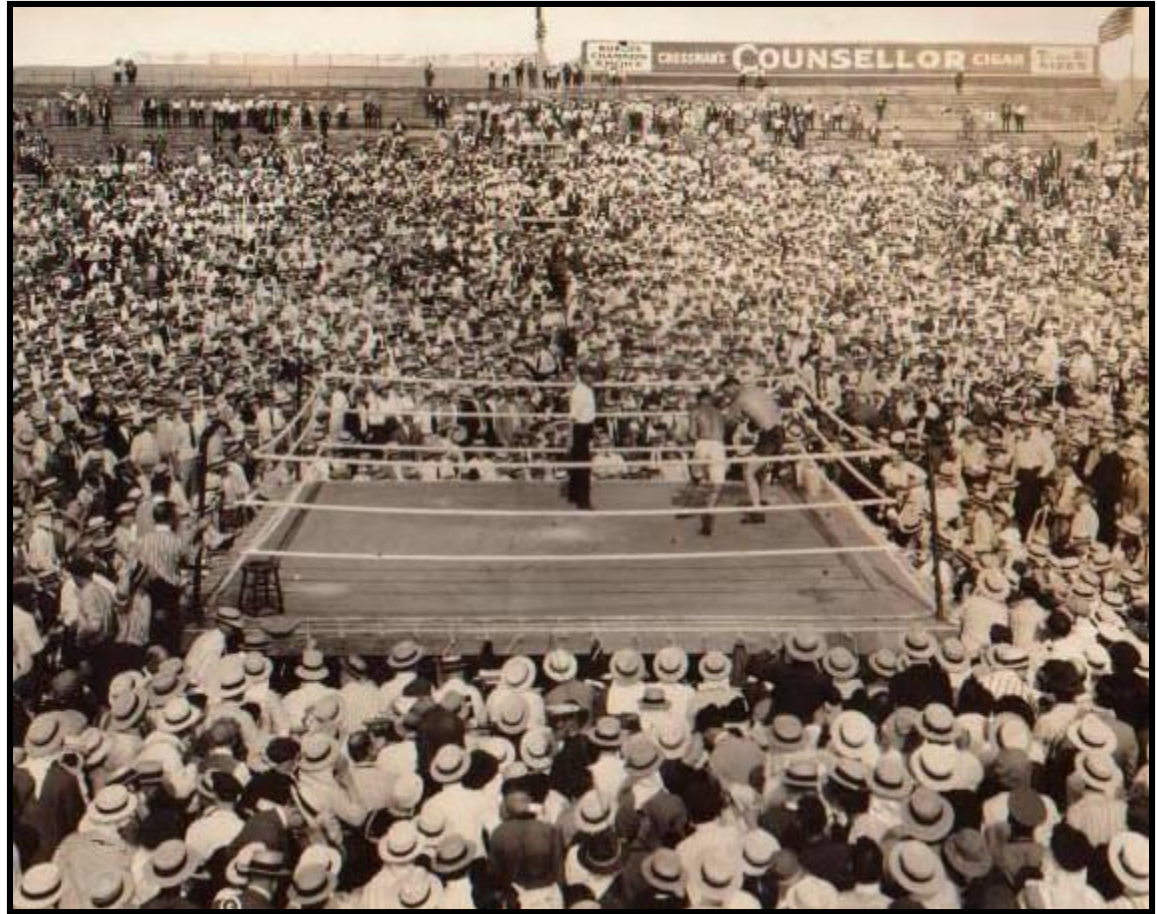
- 
- New forms of entertainment emerged in the 1920s as Americans gained more leisure time & personal income
 - Baseball, boxing, & football were popular sports
 - Radio broadcasts brought sporting events to national audiences
 - Sports gave Americans a new generation of heroes

Sports Heroes of the 1920s



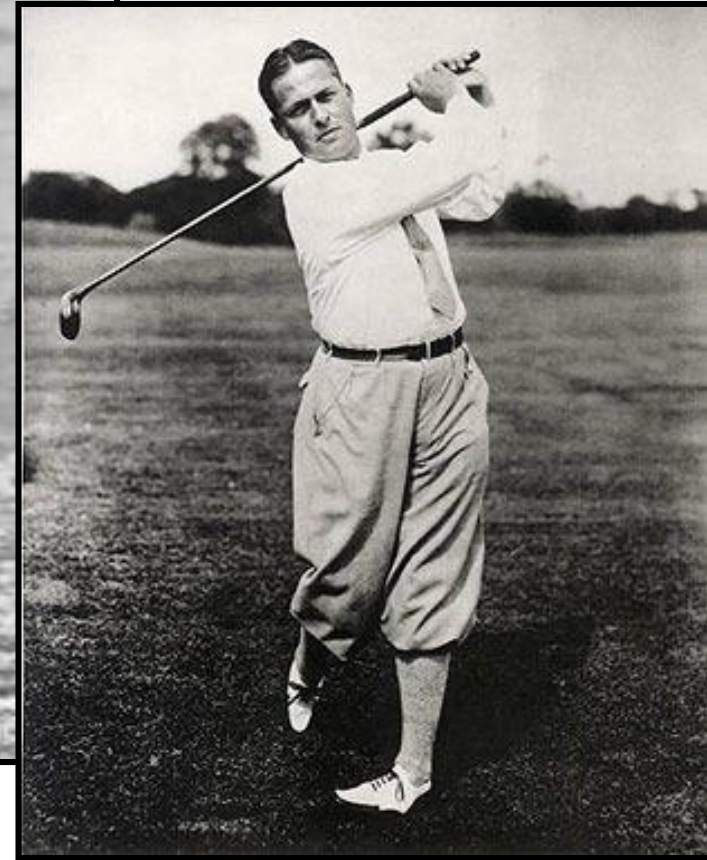
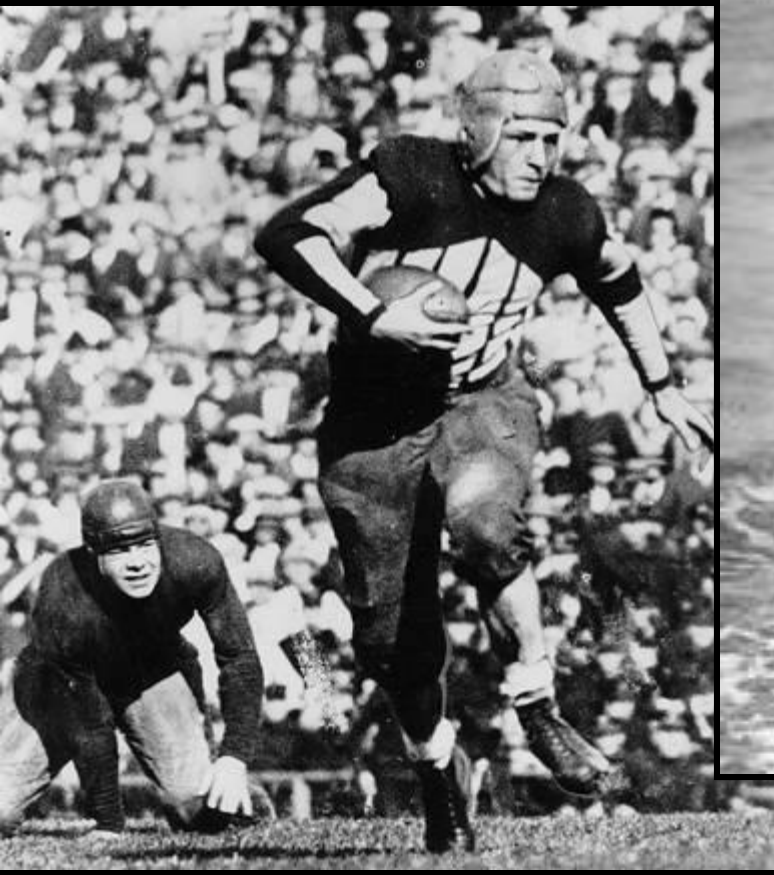
Baseball was segregated:
Babe Ruth of the New York
Yankees was the biggest
sports hero of the 1920s
Satchel Paige & Josh Gibson
were Negro League heroes

Sports Heroes of the 1920s



Heavyweight boxer Jack Dempsey was so popular, his prize fights set financial & attendance records throughout the 1920s

Sports Heroes of the 1920s



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

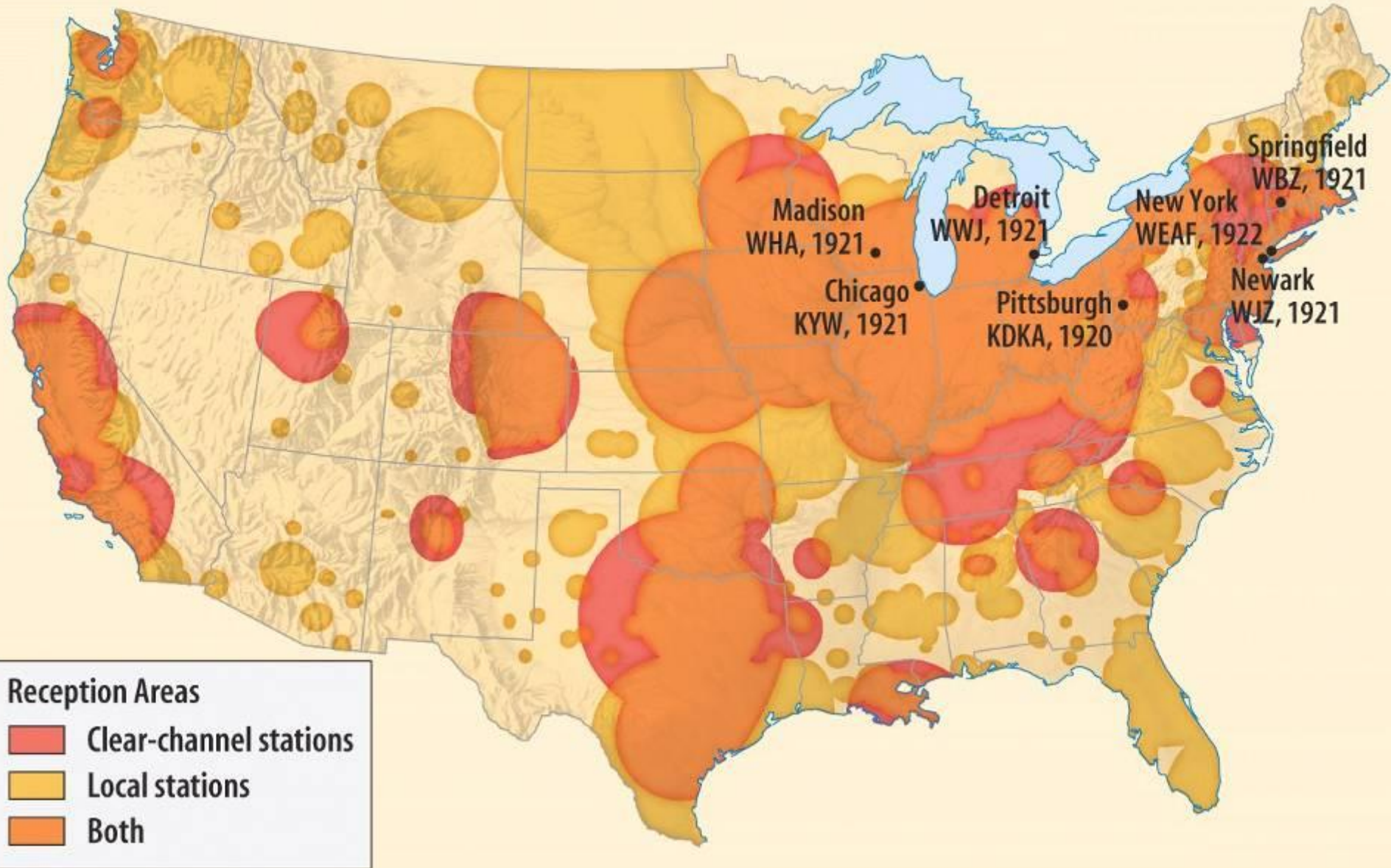
America in the 1920s:
Movies & Radio



Popularity of Movies & Radio

- Movies & radios became widely popular in the 1920s:
 - Over 500 stations connected the nation by broadcasting music, sports, as well as news, religious, comedic, & dramatic programming
 - “Talking” movies helped grow Hollywood & celebrity movie stars
 - By 1929, over 100 million people went to movies each week

Radio in the 1920s







Music of the 1920s



Tin Pan Alley produced Irving Berlin was the 90% of the popular most popular of the music in the 1920s, focusing on ragtime, of the 1920s, dance music, & jazz

Movies in the 1920s



“The Jazz Singer” was the first “talking” picture







TWILIGHT
WARNERS' THEATRE



WAR
JOHN BARRY
"DON JUAN"

REFRIGERATED WASHED-AIR COOLING SYSTEM
NOW PLAYING TAPHONE -
JOHN BARRYMORE in "DON JUAN"

2 PERFORMANCES DAILY
MIDDAY 2:30 NIGHTS 8:15

BROWNING
N.Y.C.

D. J. Egan #

America in the 1920s:

Improved

Transportation



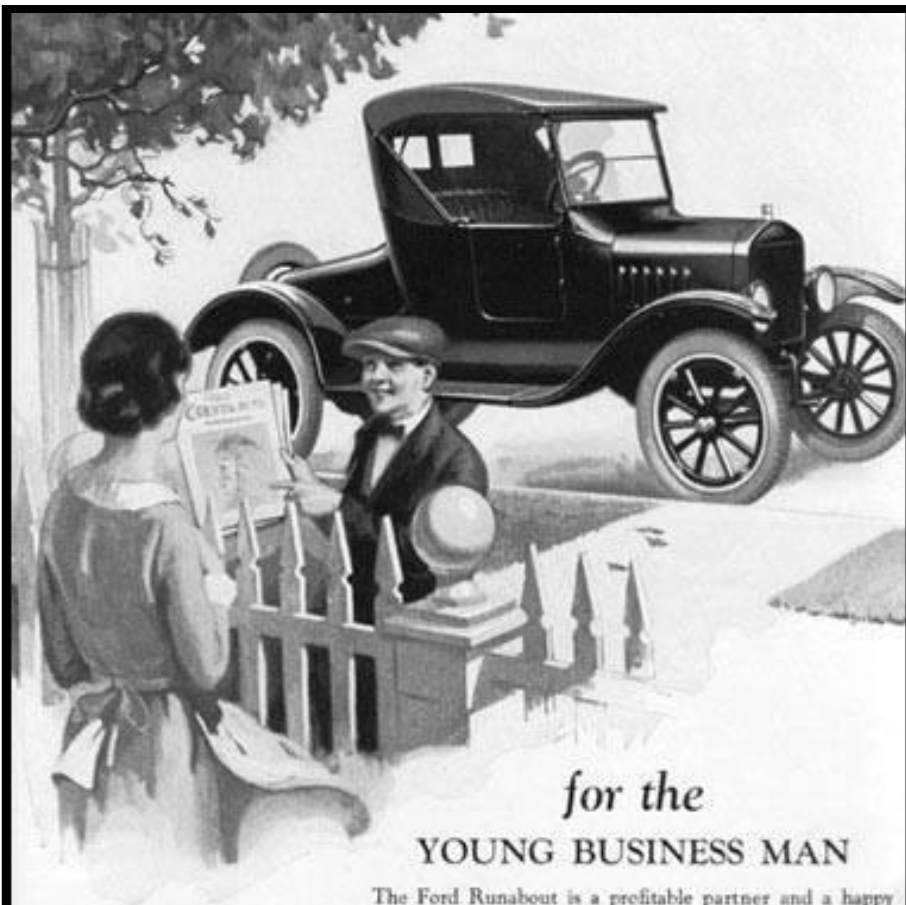
Improved Transportation

- 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 the nation & stimulated the U.S. economy
 - New roads, gas stations, & shopping centers were built
 - Cars gave people freedom & became a symbol of status





The Automobile



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.

THE RUNABOUT

\$265

F. O. B. Detroit

Demountable Rims
and Starter '95 extra

FORD MOTOR COMPANY, DETROIT, MICHIGAN

for Economical Transportation

A Sensational Achievement in Beauty and Performance

Marvelous new bodies by Fisher... longer, lower and roomier... and styled with all the astuteness of world-famous designers! A 107-inch wheelbase... the longest ever offered in a low-priced automobile! An improved silver-head engine... smooth, powerful and swift in acceleration! Four semi-elliptic shock-absorber springs... permanent assurance of delightful riding ease! Non-lubricating four-wheel brakes... powerful, dependable and always in operation! That's what the Bigger and Better Chevrolet offers you—at prices so low that they are actually amazing! Small wonder that everyone calls it a sensational achievement in beauty and performance! Small wonder that it is everywhere hailed as the world's most luxurious low-priced car!

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

QUALITY AT LOW COST

Reduced Prices

The	COACH	\$585
The	Light	\$495
The	Light	\$495
The	Light	\$475
The	Light	\$665
The	Light	\$715
The	Light	\$495
The	Light	\$375

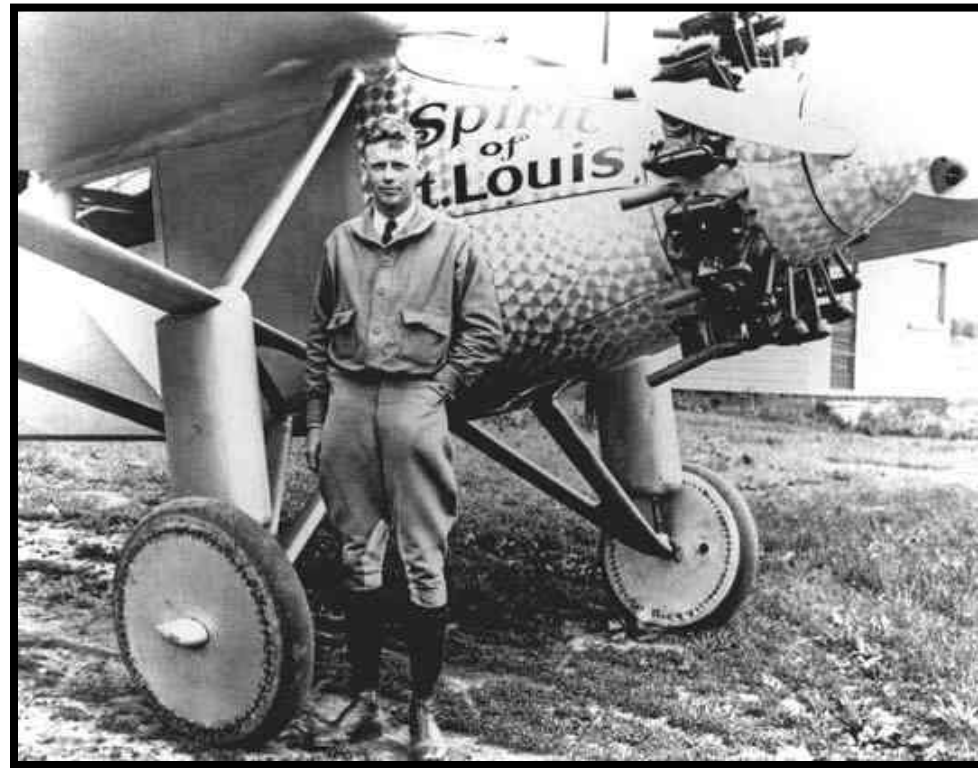
All prices C. & D. Base, Michigan
Check Chevrolet
Delivered Prices
This includes the lowest handling and
insurance charges available.

The Automobile



Improved Transportation

- Airplanes captured the attention of Americans in the 1920s
 - In 1927, Charles Lindbergh made the 1st trans-Atlantic solo flight, becoming the biggest celebrity of the 1920s









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.



Londonderry
IRELAND
Paris
FRANCE

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.

1920 First transcontinental airmail service in the U.S.



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

San Francisco
NORTH AMERICA
CANADA
NEWFOUNDLAND
Hudson Bay
Chicago
Cleveland
UNITED STATES
New York
Harbour Grace
ATLANTIC OCEAN
Gulf of Mexico
Key West
Havana
CUBA

