

THE ROARING TWENTIES



The time period between the end of World War I and the Stock Market Crash of 1929.



“BACK TO NORMALCY”

President Warren G. Harding’s **domestic policy** (Governmental policies dealing with issues within the U.S.) was to go back to life as it had been before World War I.

America had prospered greatly from World War I and became the economic, industrial and financial leaders of the world.

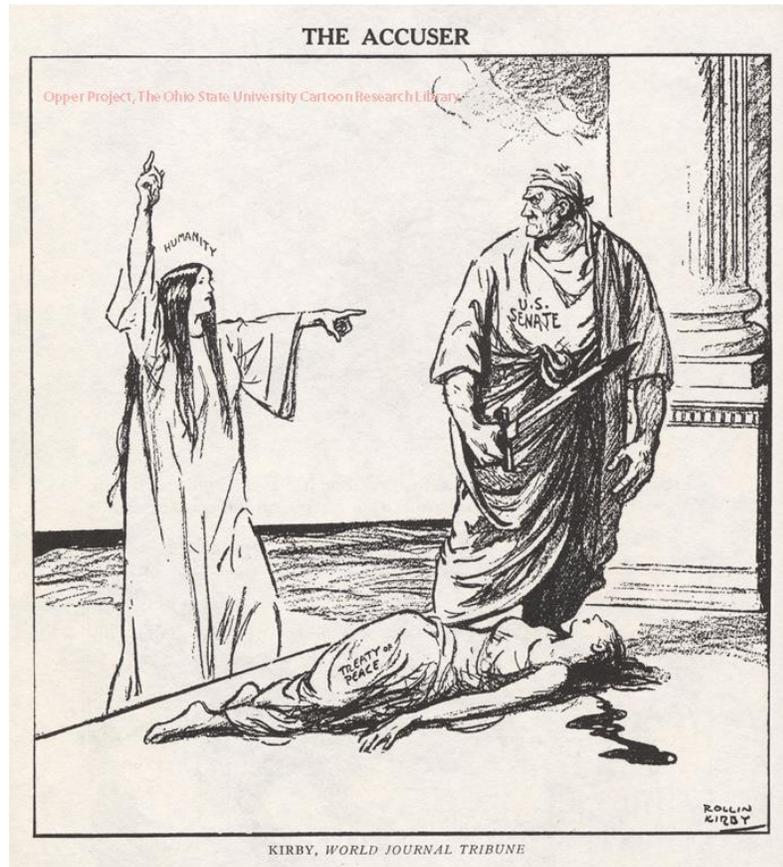
INTERNATIONALISM

America’s **foreign policy** (policies dealing with other countries) that stressed strong economic, financial and trading ties with Europe without entering into military alliances.

Isolationism having little to do with the military affairs of other nations.

This included the Senate voting down the Treaty of Versailles and the League of Nations.





AMERICA RETURNS TO ISOLATIONISM

Why?

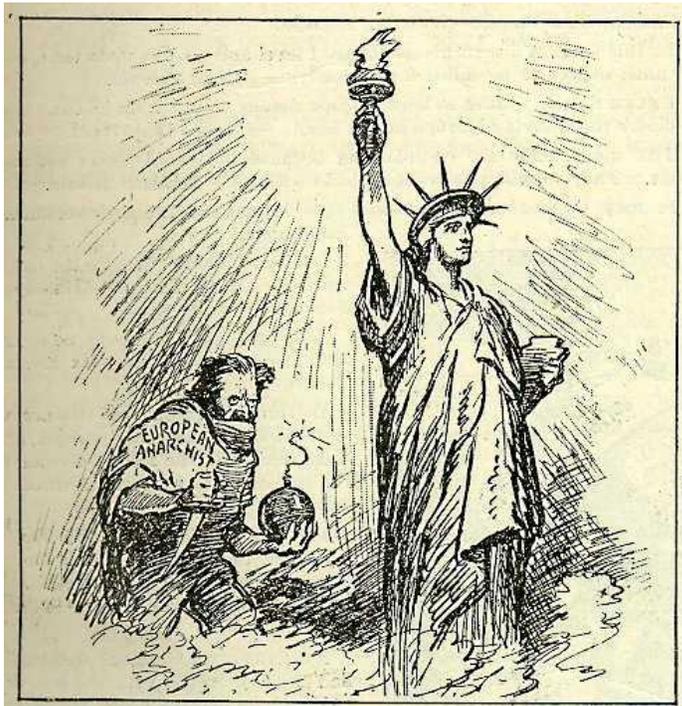
World War I



The Bolshevik Revolution (established a communist state in the USSR).

Anarchist movement in the United States

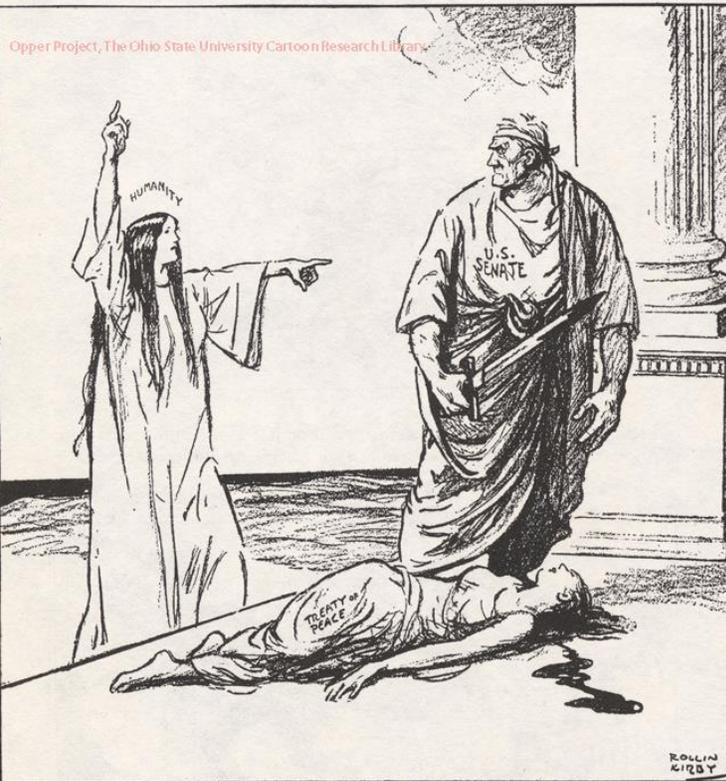
Red Scare – fear of a communist revolution in America.



"COME UNTO ME, YE OPPREST!"

—Alley in the *Memphis Commercial Appeal*.

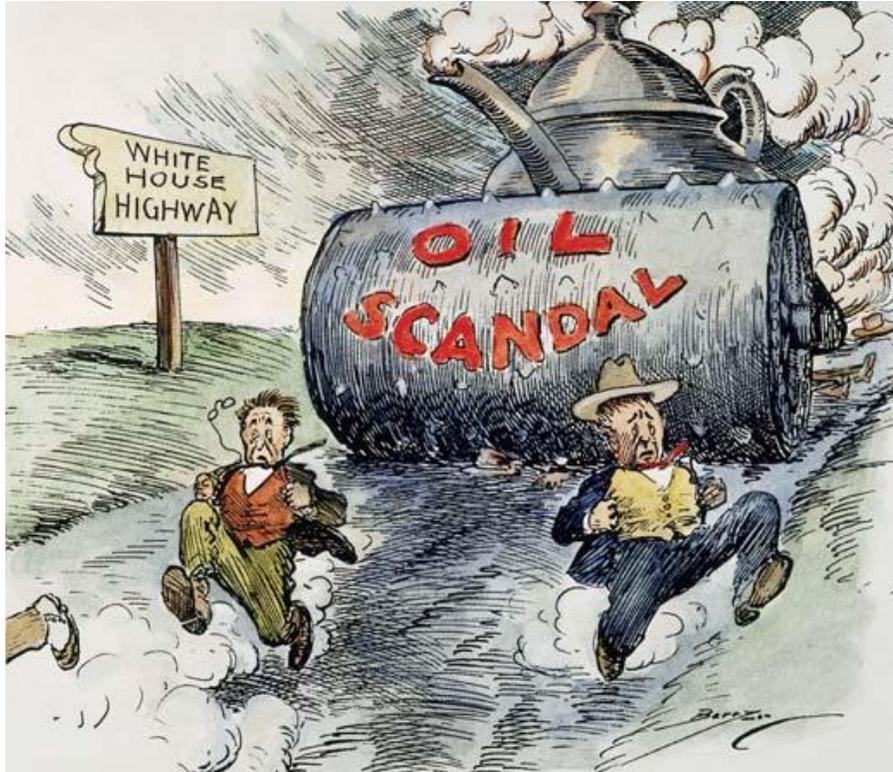
THE ACCUSER



KIRBY, *WORLD JOURNAL TRIBUNE*

Warren G. Harding's Presidency was tainted with corruption.

TEAPOT DOME SCANDAL – Albert Fall (Sec. of the Interior) accepted large bribes for leasing governmental lands to oil companies.



PRESIDENT CALVIN COOLIDGE

“Silent Cal”

“The business of America is business”

“The man who builds a factory builds a temple. The man who works there worships there”

Coolidge’s presidency was marked by a time of great prosperity

Why?

Industrial expansion during World War I

The Model “T”



Advertising

Lysol
Disinfectant

Kills germs in dark corners

Chests, shelves, corners, and all dark, out-of-the-way nooks in the house are favorite breeding spots for disease germs. To avoid contagious sickness, clean all such places with water that contains a little Lysol Disinfectant—once a week. Lysol Disinfectant, having five times the germ-killing strength of carbolic acid, eliminates germ life that you cannot see. Being soapy in substance, it also removes the dust and dirt that you can see.

A 50c bottle makes 5 gallons of germ-killing solution. A 25c bottle makes 2 gallons.

Lysol Disinfectant is also invaluable for personal hygiene.

Send for free samples of these Lysol products

Lysol Shaving Cream in Tubes	Lysol Toilet Soap in Cakes	A Powerful Bleach in Cakes
Keeps the toilet bowl clean and odorless. Also cleans the tub and washbasin. Cleans the toilet paper and washbasin. Cleans the toilet paper and washbasin. Cleans the toilet paper and washbasin.	Keeps the toilet bowl clean and odorless. Also cleans the tub and washbasin. Cleans the toilet paper and washbasin. Cleans the toilet paper and washbasin.	Keeps the toilet bowl clean and odorless. Also cleans the tub and washbasin. Cleans the toilet paper and washbasin. Cleans the toilet paper and washbasin.

LEHN & FINK, Inc.
611 Broadway, New York
Wholesaler of Public Health Products

Copyright 1920, Lehn & Fink, Inc., New York

The Eyes of Men... the Eyes of Women
Judge your Loveliness every day

You can hardly glance out of the window, much less walk in town, but that some inspecting eye watches you and your skin. This is the Beauty Contest of life. Not even a queen escapes. And a modest country girl can win it... if her skin is lovely and discerning.

*** Make a rich lather with Camay, a soft lather and more moisture, gently removing the pore clogs. Rinse well with warm water. Then wash face off and fresh your skin.**

*** This is cream-white Camay, the famous beauty soap the thousands of happy women use for their complexion, for their hair and in their bath. It's the greatest soap ever made!**

*** You may be sprightly and stinner, fit and happy, yet women and society, yet you cannot deny that every pair of eyes that looks at you commends your beauty or neglects to look. But life is a Beauty Contest for every woman. And she whose skin is soft and fresh has a wonderful advantage.**

*** THE SOAP OF BEAUTIFUL WOMEN**

To possess a lovely, clear complexion take infinite time in choosing your beauty soap? Use gentle, creamy-white Camay, the Soap of Beautiful Women! Its lather is rich in cream... it cleanses in one kind of water. Camay is made of pure, delicate oils, safe for the most delicate feminine skin.

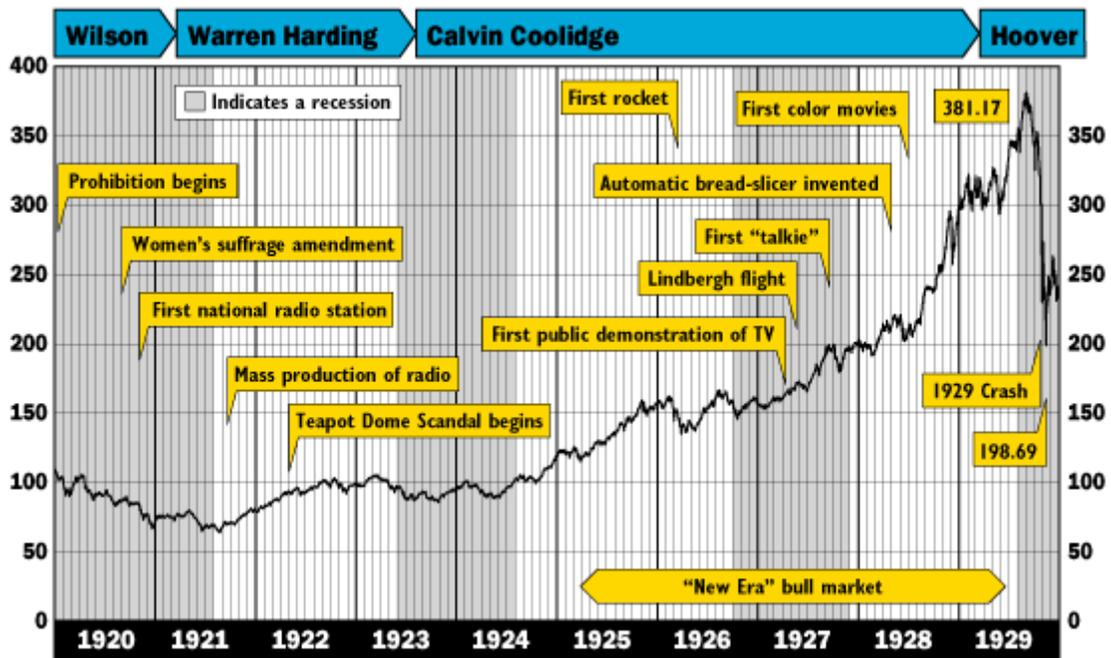
*** Now in all your lifetime have you known a soap of such exquisite quality to cost so little? The price of Camay is such so low you will want to buy a dozen boxes today!**

CAMAY
THE SOAP OF BEAUTIFUL WOMEN

Tax Cuts

Establishment of Credit – Installment Buying

The Bull Market (or a growing market) due to Buying on Margin – buying stock with only 10% down



PROHIBITION

18th Amendment (1919)

After one year from the ratification of this article the manufacture, sale, or transportation of intoxicating liquors within, the importation thereof into, or the exportation thereof from the United States and all territory subject to the jurisdiction thereof for beverage purposes is hereby prohibited.

Made the production, transportation and distribution of alcohol illegal.

Prohibition did not stop the consumption of alcohol.

Speakeasies – illegal bars

Bathtub gin – homemade alcohol

Bootleggers or Rumrunners – alcohol smugglers



Results of Prohibition

Rise of organized crime



21st Amendment

The eighteenth article of amendment to the Constitution of the United States is hereby repealed.

Repealing of the 18th Amendment

ROLE OF WOMEN DURING THE 1920's

World War I → women worked in factories → 19th Amendment



Invention of electric appliances → more free time

Frigidaire
DESIGNED BY GENERAL MOTORS

1926 Electric Refrigerator
\$285.00

*Satisfaction
that only Frigidaire can give*

Availability of birth control → control size of family

THE FLAPPER – Women of the 1920's who rebelled against traditional way of thinking and acting. Flappers wore short dresses, bobbed their hair, smoked cigarettes and drank bathtub gin at speakeasies.



AGE OF JAZZ

Louis Armstrong



“Talkies” 1st “Talkie” was the Jazz Singer with Al Jolson (1927)



Radio



Professional Sports – Babe Ruth & Lou Gehrig

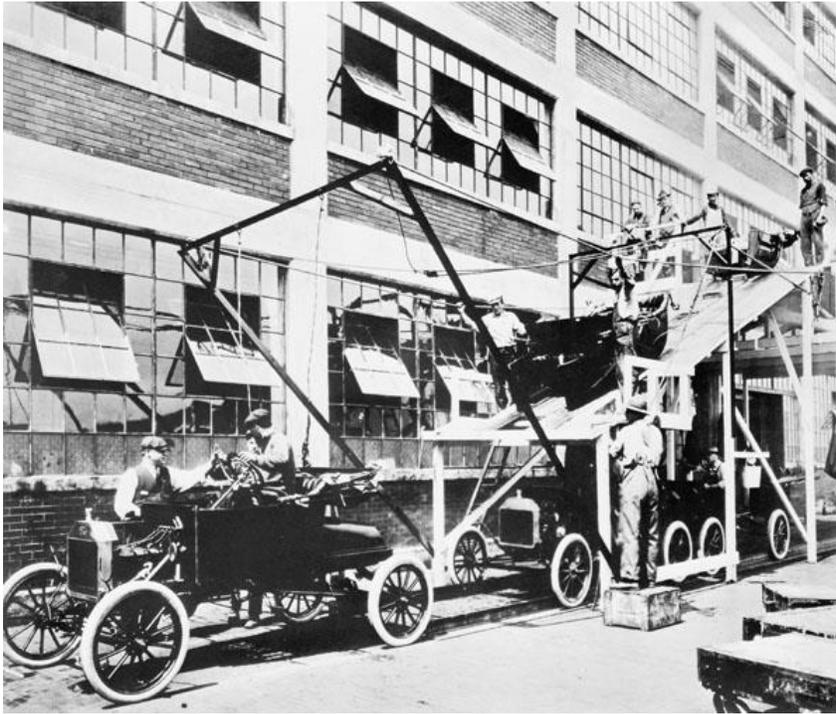


Literature – Ernest Hemmingway’s A Farewell to Arms
F. Scott Fitzgerald’s The Great Gatsby

Charles Lindberg’s solo transatlantic voyage



Henry Ford's assembly line and Model T – cars now became affordable to most Americans. The negative part of assembly lines is boredom.



Rise of the Automobile → **mobile society**
→ **Suburbs**



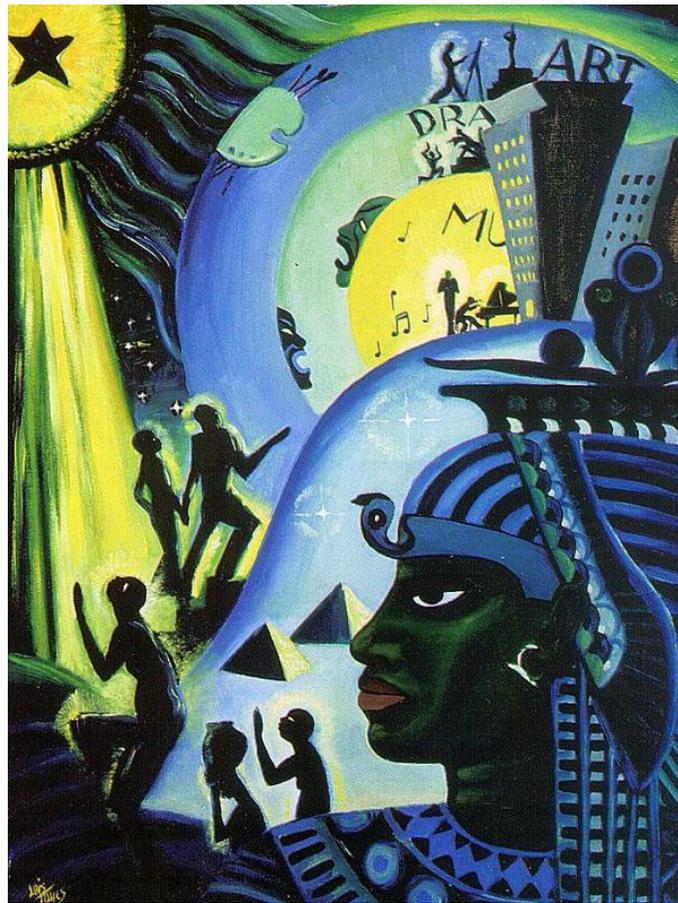
The Harlem Renaissance – The cultural outburst of African-American artists, musicians, poets and authors during the 1920's.

Langston Hughes – Poet

Zora Neale Hurston – Author

Louis Armstrong – Musician

Lois Mailou Jones – Artist



SIGNS OF TROUBLE

FARMING INDUSTRY -Coolidge failed to invest in farming “sick industry”

Over farming during World War I (why?)



Price of farming products reduce (supply v. demand)



Farmers can't payback loans



Farmers go out of business

UNIONS – Pay did not keep up with inflation and the Supreme Court consistently sided against organized labor.

Sacco and Vanzetti



Nicola Sacco and Bartolemo Vanzetti, two career criminals and known anarchists were arrested, put on trial, convicted and executed for killing a guard during a robbery.

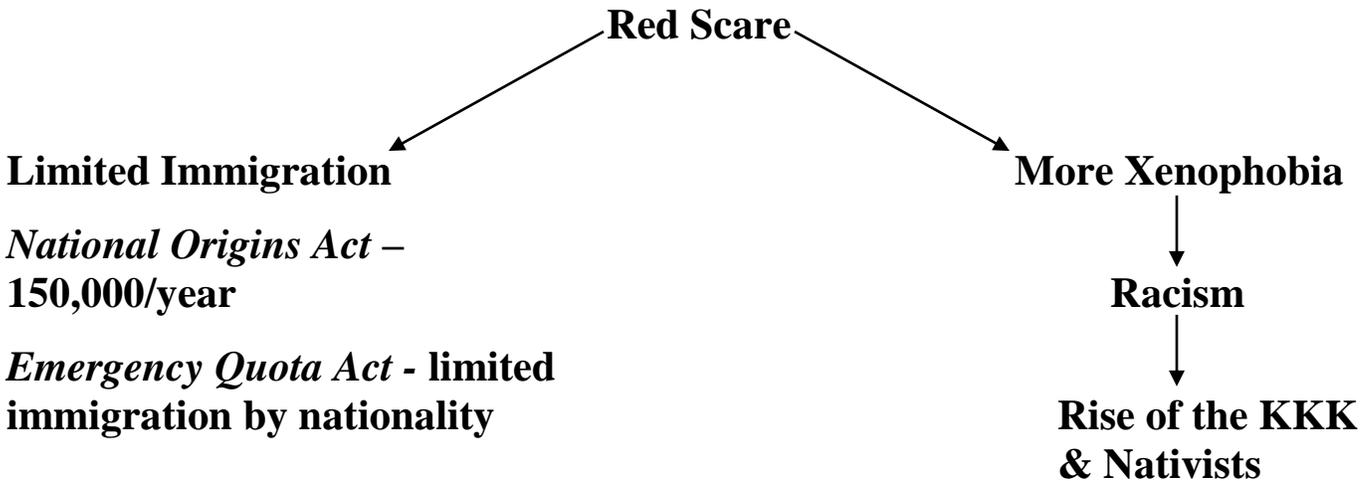
Sacco and Vanzetti were arrested and convicted because they “looked Italian” and were known anarchists.

This is the pinnacle of xenophobic and anti-foreigner feelings in America.

RED SCARE – After the Bolshevik Revolution and formation of the Soviet Union (USSR), America **feared a communist takeover of the United States.**

Communism – an economic system in which all property is owned by the state.

Anarchists – People who opposed all forms of organized government.

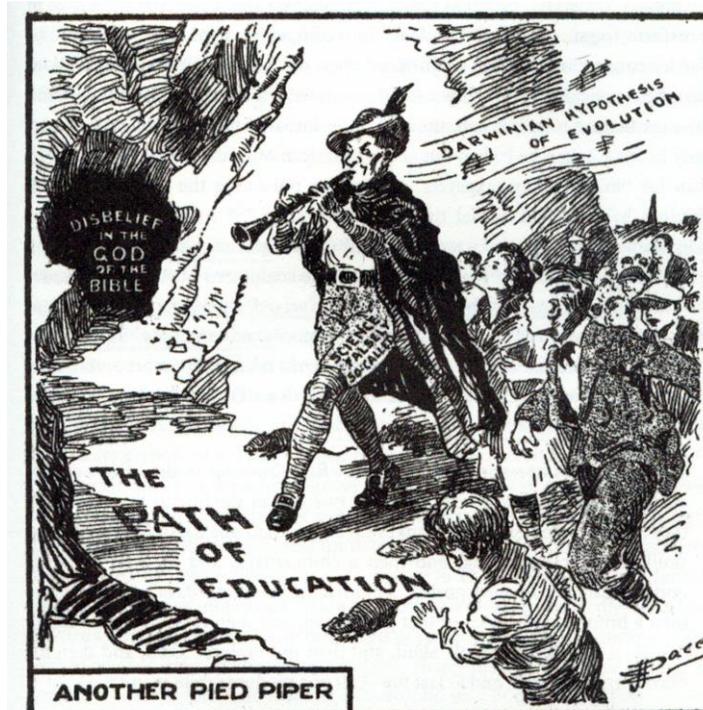


Would this artist have supported mass immigration or the Nativists' view?

Scopes Monkey Trial

John Scopes, a science teacher, was arrested for teaching evolution in Tennessee. Although Scopes is found guilty, the Supreme Court, based on separation of church and state, overturns his case.

Significance of Scopes is the challenging of religion through science.



"Another Pied Piper," E. J. Pace's widely reprinted editorial cartoon (from William Jennings Bryan's Seven Questions in Dispute, 1924)

Would these artists have supported or opposed teaching Evolution?

REFORMATION OF THE KU KLUX KLAN

The KKK was reformed in 1915 in Stone Mountain, GA with new goals of preserving America for WASP's

White
Anglo
Saxon
Protestants

The new Klan was anti black, foreigner, Jew, Catholic and Asian.

By 1924, the KKK had over 5,000,000 members including state governors, U.S. Senators and two Presidents (Wilson and Harding).

The Klan was closely tied to the **Nativists** - people who wanted to preserve America for native born, white Protestants.

During the Election of 1928, Herbert Hoover, defeated Alfred Smith, largely because Smith was a Catholic.



THE GREAT MIGRATION

The movement of African-Americans from the rural South to the North to find factory jobs and escape segregation. What they found was racism, discrimination and low paying jobs.



The leading African Americans of the time period were

Marcus Garvey and the “Back to Africa” Movement

W.E.B. DuBois’s N.A.A.C.P.

**National
Association for the
Advancement of
Colored
People**