



The Roaring Twenties

Cultural shifts within two Americas

The Roaring '20s: Economic shifts

1. Wartime to peacetime

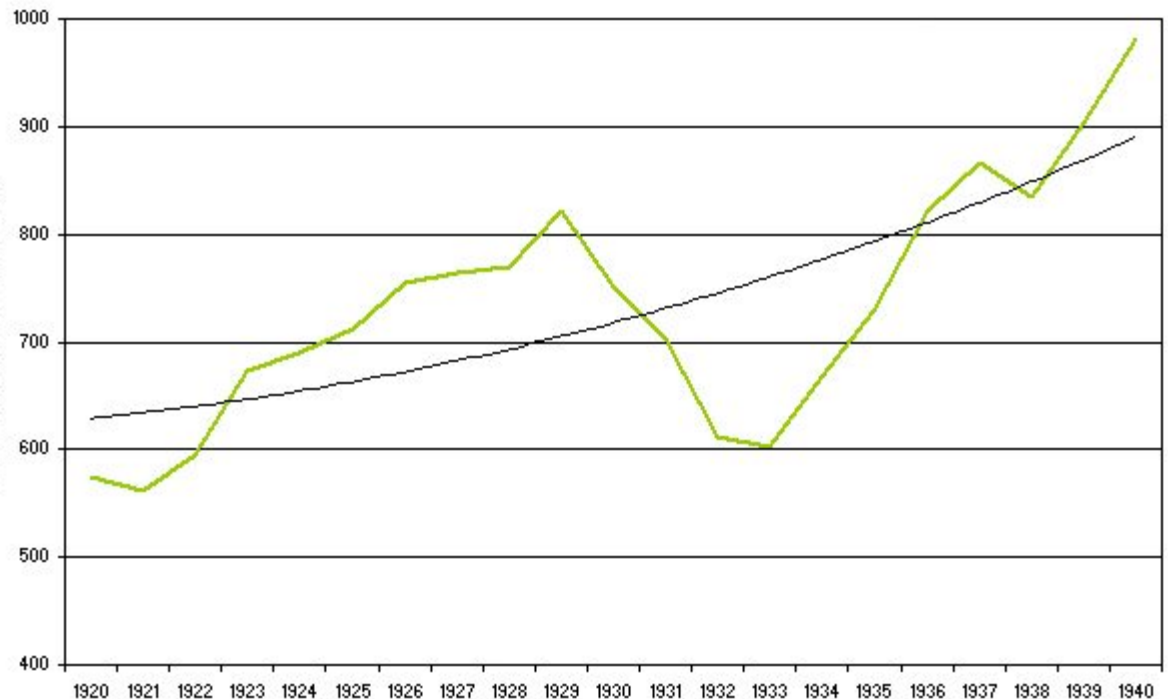
U.S., richest since 1890, grows further

Factories had been running at capacity for WWI

Switchover:
War production
to consumer
goods

Soldiers re-
enter labor
force with deep
pockets

GDP 1920-1940

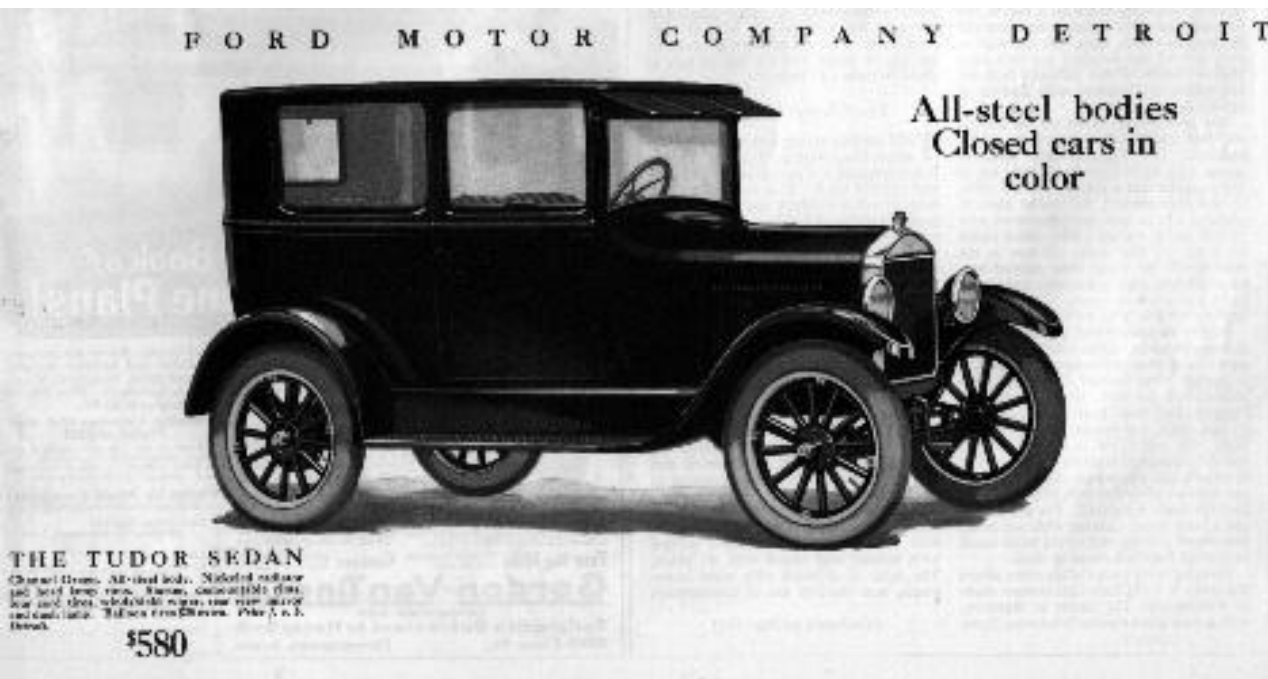


The Roaring '20s: Economic shifts

2. Emerging technology: Automobile

Automobile industry blossoms

Ford masters mass production



Cars are
affordable:

1924 Model T
is just \$8,000 in
2007 dollars

Modern oil industry
is born as a result

The Roaring '20s: Economic shifts

3. Emerging technology: Infrastructure

Cars need roads, right?

Route 66 finished in 1926



U.S. is now linked coast-to-coast as never before

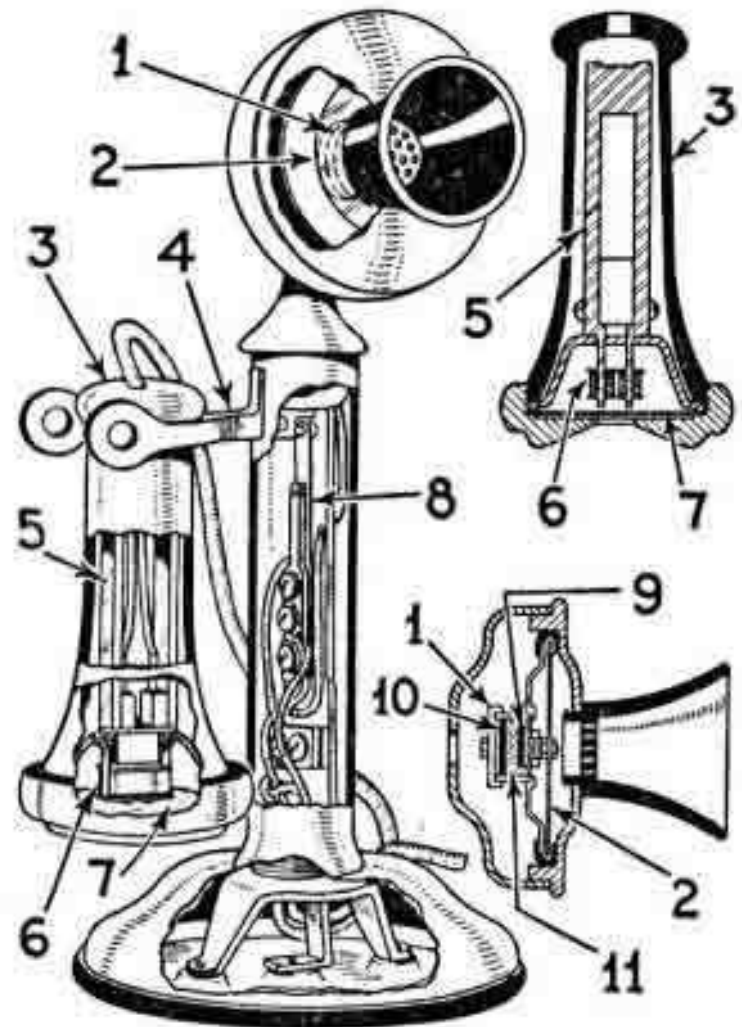
The Roaring '20s: Economic shifts

3. Emerging technology: Infrastructure

Telephone lines

Sewer lines

Electric grids



The Roaring '20s: Economic shifts

4. Emerging technology: Radio

The mass media are born in Pittsburgh, 1920

Radio was true cutting edge technology



Entertainment, status, lifestyle

Cheaper than most personal computers today

Radio programming as varied as modern cable TV

The source for news, music... even "togetherness"



The Roaring '20s: Economic shifts

5. Urbanization

1910: Urban settlement eclipses rural

Birth of skyscrapers, urban centers

“White collar” workers

Service industry grows exponentially:
finance, insurance,

Emergence of class-based
society

A hold on immigration



The Roaring '20s: Social shifts

1. Prohibition

1919: 18th Amendment prohibits production, sale, transport of "intoxicating liquors"

Enforced by **Volstead Act**

F93879 Supply: 10 days.

R *Whisky, XXXVII 3i tid. ac*
KIND OF LIQUOR QUANTITY DIRECTIONS

Dr. J. Langley *6/10/33*
FULL NAME OF PATIENT DATE PRESCRIBED

116 Clay Parkland Calif
PATIENTS ADDRESS NUMBER STREET CITY STATE

Thos. J. Langley *2082*
PRESCRIBERS SIGNATURE PRESCRIBERS PERMIT NUMBER

209 Clay Parkland Calif
PRESCRIBERS ADDRESS NUMBER STREET CITY STATE

Wearner Pharmacy *43138*
CANCELED DRUG STORE NAME AS ON PERMIT PERMIT NUMBER

Weir & Co. *6/10/33*
DISPENSERS SIGNATURE DATE FILLED AND CANCELED STRIP STAMP NUMBER

1401 *Weir & Co.* *Orland Calif*
STORE ADDRESS NUMBER STREET CITY STATE

SEE REVERSE SIDE FOR INSTRUCTIONS
DO NOT REFILL OR TRANSFER UNDER PENALTY
ISSUED UNDER AUTHORITY OF THE **88**



The Roaring '20s: Social shifts

2. Women's rights

Changes in wartime workforce

Changes in the household

Changes in gender ideals

Women's suffrage, 1920

The flapper movement:
Seismic shift in fashion,
entertainment, and how
women spent their time





We Men Must Grow A Mustache

COMPLIMENTARY COPY

That's One Thing That The Girls Can't Do!



Successfully
Featured by



Words
and
Music
by
Speed
Langworthy

HAROLD ROSSITER MUSIC COMPANY
Chicago - 327-325 W. Madison St. - Illinois

WITH
Ukulele Acc.

The Roaring '20s: Social shifts

3. Cinema



The Roaring '20s: Social shifts

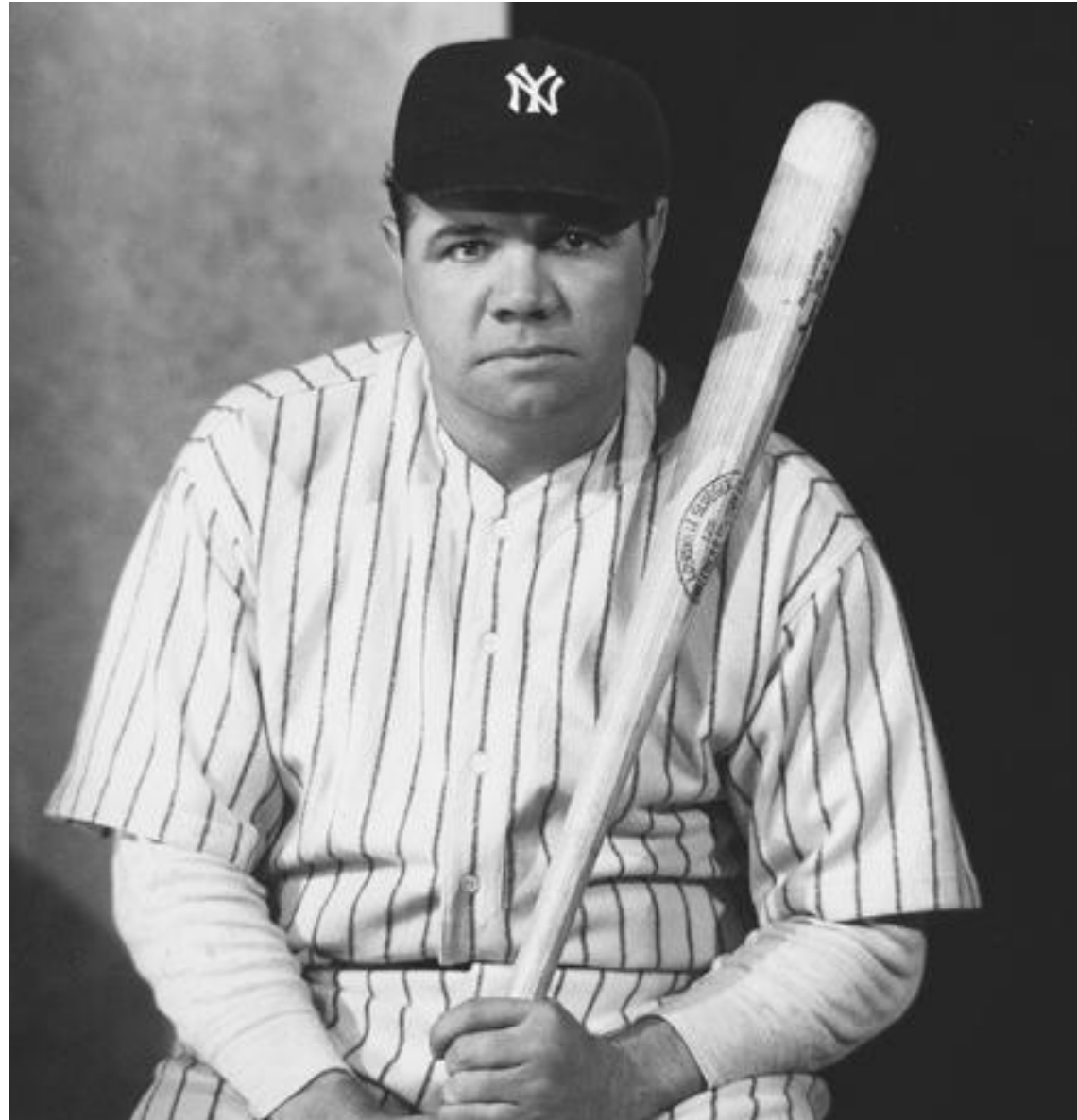
4. Sports

First golden age of baseball

Pro football born in 1926

Tennis, basketball, golf now mainstream

Sports (esp. baseball) begin to democratize America



The Roaring '20s: Social shifts

5. Science vs. Fundamentalism

Fundamentalist movement begins in earnest

Literal interpretation of the bible

Born also of distrust of industry, modern science

1925: Tennessee makes it illegal to teach evolution

John Scopes teaches it anyway

Trial brings ACLU, international attention

Jury convicts Scopes, fines him \$100



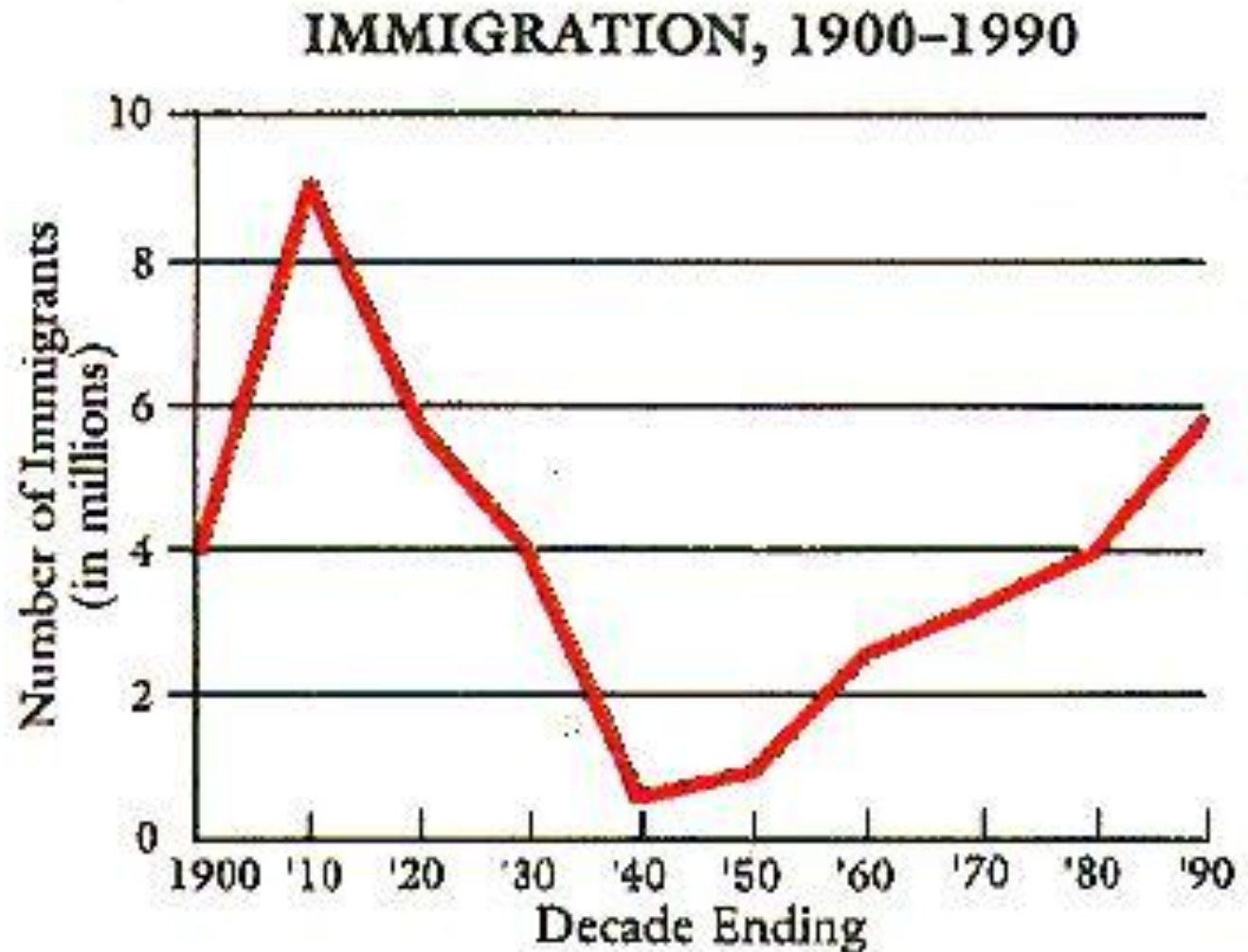
The Roaring '20s: Political shifts

1. Immigration reform

Major drop in immigration

Xenophobia:
Fear/mistrust
of foreigners

Return to
isolationism?



The Roaring '20s: Political shifts

Nativist movement

Demobilization, two “great migrations” filled factories

Poor Europeans immigrate

African-American migrate from the South

Rebirth of the Ku Klux Klan

Re-forms in Georgia, 1915

Also anti-Semitic, anti-Catholic, anti-immigrant

Race riots, racial violence in many cities

NAACP vs. UNIA

Marcus Garvey and Pan-Africanism

The Roaring '20s: Political shifts

1921: Emergency Quota Act

Limited **all** immigration to 357,000 a year

Limited immigration country-by-country

Number of immigrants may not exceed 3% of US population

Did **not** limit immigration within Western Hemisphere

Immigration Act of 1924

Modified the 3% rule to favor Northern, Western Europe

