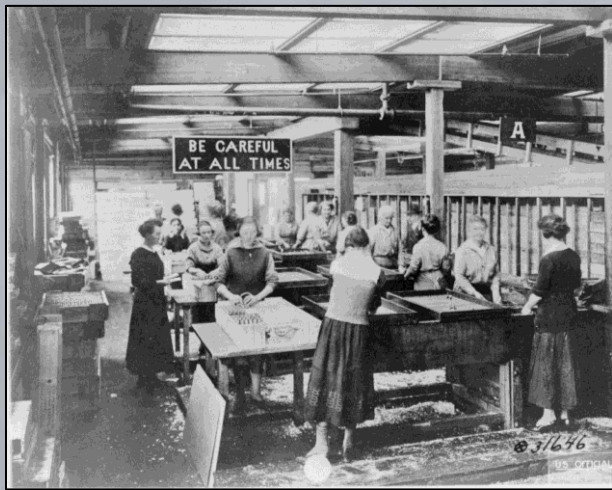




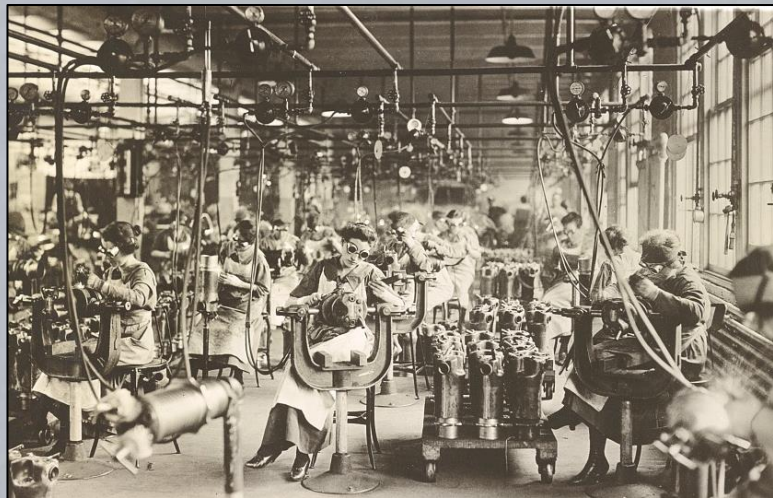
Culture of the '20s & '30s

Women During WWI

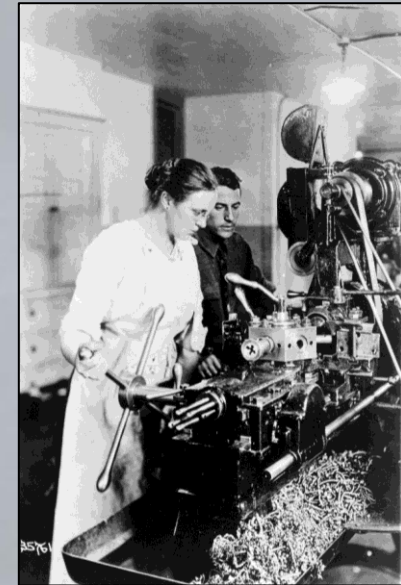
- Before 1920 → very traditional
 - Married women usually stayed home, husbands worked
- Women who did work had jobs in “women’s professions” → teaching or domestic work
 - US entered WW1 → men left their jobs & women filled them
 - Jobs in factories, clerical positions, sales, transportation, & construction



Women working in a factory in Rhode Island. They are placing the coverings of hand grenades into a liquid that prevents rust from forming.



Women working in the welding department at the Lincoln Motor Company during WW1.



Woman training at the Lincoln Motor Company in Detroit, Michigan, during WW1.

Jobs after WWI

- Many employers replaced women with men → believed men should financially support the family

- Women did not want to return to the home

- Businesses were booming → demand for professions increased

typists filing clerks stenographers
secretaries office-machine operators
department store saleswomen

- Few made it to managerial positions

- Majority earned less than men in same job

- Discrimination and inequality in the workplace



Some women held secretarial jobs.

“New Women”

- More women held jobs outside the home
 - 19th Amendment → right to vote
 - Began to attend college & earn degrees
 - Driving
- Purchase goods → ready-to-wear clothing & make-up



Men and women voting in
New York around 1922.

- Began to challenge the social view of a woman

Flappers

- Danced in jazz clubs
- Behaviors associated with men
- Visited speakeasies during Prohibition
- Wore new fashions

cut hair short into a bob

drank alcohol in public

smoked cigarettes

brightly colored, short dresses

high heels

strings of beads

- '20s became a time of the female declaration of independence



Flapper (1922)



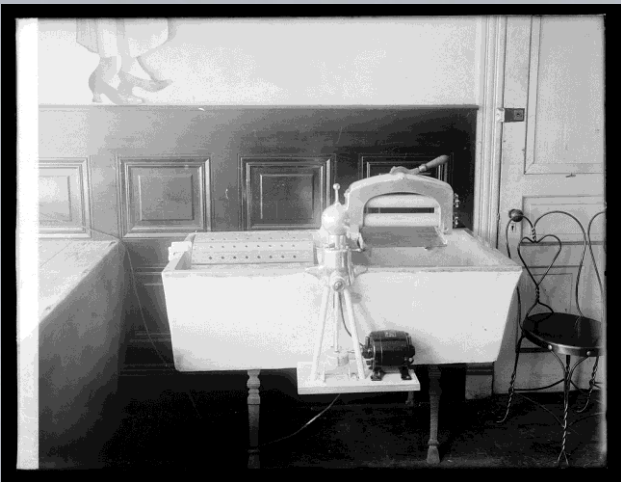
Norma Talmadge, an American actress (early 1920s)

Double Standard

- Flapper became a symbol of rebellious youth
- Churches and schools protested the new clothing, smoking, and drinking of women
 - Older generation viewed the youth as wild and disgraceful
- Double standard emerged → women were held to stricter standards for behavior than men
- Women became torn between traditional views and the “New Women”

Marriage Changes

- Men and women began to view marriage as an equal partnership
- Both agreed housework and child rearing were the woman's job
- More women working outside the home → felt pressure of juggling work and family
- Women spent less time in the home → new machines and technologies made household chores less time consuming
 - Washing machine & vacuum cleaner



washing
machine
(1920)



vacuum
cleaner

Family Changes

- Before children had to work to help make money for the family
 - Many were married by 18
 - Economic boom → children no longer needed to work
- Now they attended school and organized activities with friends
- Young children went to daycare because both parents worked
 - Children were waiting to get married
 - Adolescent phase changed
 - Teenagers had more freedom → driving
- Spent more time with friends and often rebelled against their parents

School During the '20s

- School attendance increased during the '20s
- Before 1920 → school focused on the college-bound student
- After 1920 → industry jobs became available

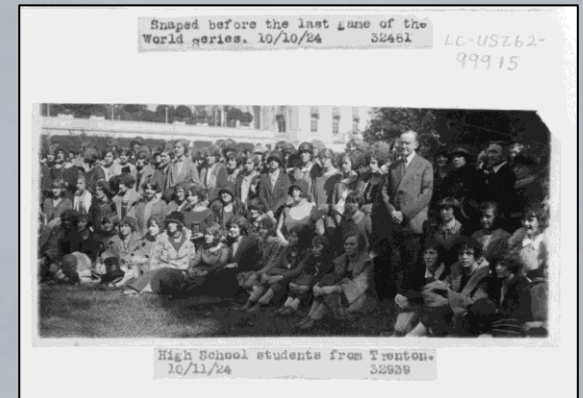


Students in Home Hygiene and Care of the Sick at Kamehameha School for Girls in Honolulu, Hawaii (1924)

- More courses were offered in high school → vocational training → prepare for industry fields
- Number of immigrant children increased → did not speak English
- Teachers had to teach English



Children in school in Rhode Island (1922)



High school students in Trenton, New Jersey, with President Coolidge (1924)

Radios

- Mass culture began in the '20s
- Pittsburgh's KDKA → first commercial radio station in the US (1920)
 - 1923 → over 500 stations
 - End of the 1920s → over 12 million homes had a radio
 - Phonographic recordings could be played in the home

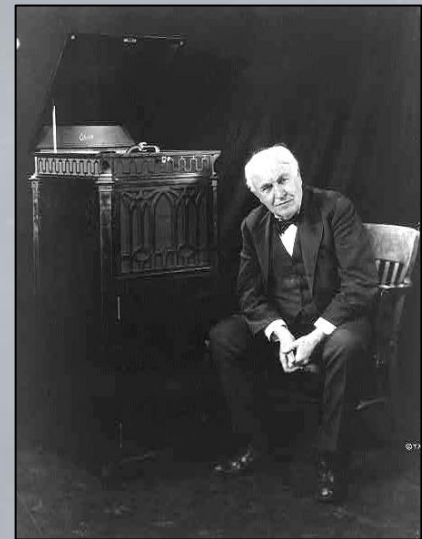
- Listen to current news



First circus is broadcast on the radio in Madison Square Garden. It's the Big Circus (Ringling Brothers & Barnum & Bailey) (1925).



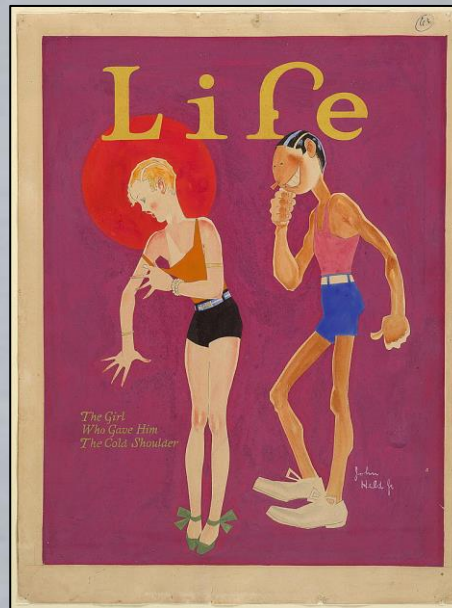
A milkman is listening to the radio with headphones (1923).



Thomas Edison sitting next to a phonograph (1921).

Magazines & Newspapers

- Helped people stay current on news and events
- Writers learned how to hook readers by sensational headlines
 - Included domestic and foreign news events
- Reader's Digest & TIME were founded in the '20s



Cover of Life
Magazine (1923)

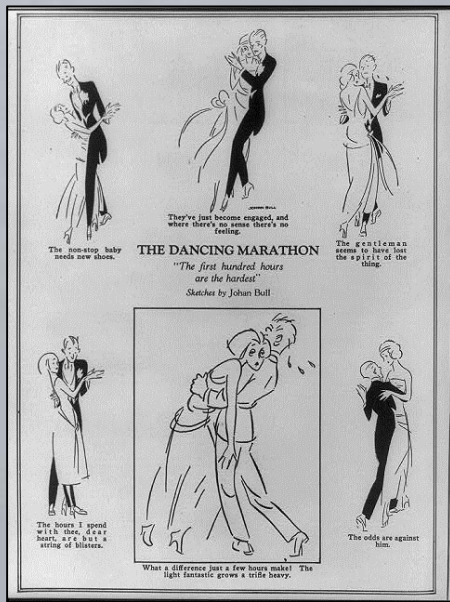
Movies

- Became popular form of entertainment
- Americans could escape day-to-day life
- By 1930 → 75% of Americans attended the movie theater every week
 - Movies with sound → 1927



Dancing & Pole Sitting

- Dance marathons were popular
- Danced to jazz music for hours
- The Charleston, the cake walk, the black bottom, & the flea hop
- Pole sitting → national craze
- Who can sit on the pole the longest



Marathon dancers (1923)

William Rupert, a 14-year old from Maryland, sits atop a flagpole. He has been sitting for 23 days and wore out 3 pairs of trousers (1929).



SERIOUSLY? PEOPLE WATCHED & DID THAT??

Athletes & Heroes



- Professional sports became popular
 - Radio → people did not have to attend games
 - Some athletes overcame struggles → American dream
- Gertrude Ederle, Helen Wells, Andrew "Rube" Foster, Babe Ruth
 - Charles Lindbergh → most famous American "hero"

first person to fly solo across the Atlantic in 1927

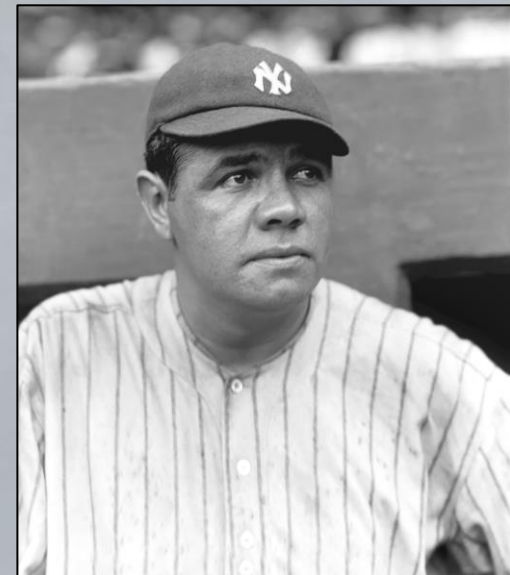
international attention



Ederle swimming across the English Channel



Lindbergh



Babe Ruth



Fine Arts

PAINTERS

- Some focused on the loneliness of American life like Edward Hopper
- Others painted intensely colored paintings like Georgia O'Keeffe



Gertrude Stein

- Made the '20s one of the richest eras in literary history

WRITERS

Lost Generation

ridiculed Americans for materialism social realists

critical of democracy, prosperity, and peace after WW1

- F. Scott Fitzgerald (*The Great Gatsby*), T.S. Eliot, Ernest Hemingway (*The Sun Also Rises, A Farewell to Arms*), Gertrude Stein, John Dos Passos (*Three Soldiers*)



T.S. Eliot



John
Dos
Passos

- Plays had modern isolationism and family conflict → Eugene O'Neill (*The Hairy Ape*)
- Composers combined traditional elements with jazz → George Gershwin

Great Migration



- 1890-1920 → Hundreds of thousands of African Americans moved from the South to Northern cities
 - Escape Jim Crow laws and find jobs
 - By 1930, over 40% of African Americans lived in cities
- Northern laws not as oppressive, but still faced severe prejudice from whites
 - Summer 1919 → 25 urban race riots
- W.E.B. DuBois founded the National Association for the Advancement of Colored People (NAACP) in 1909 → fought for the rights of African Americans
 - Led protests in New York against the violence
- Congress did not pass anti-lynching laws, but lynchings did decrease during the 1920s
 - African Americans still faced discrimination & daily threats



Back to Africa

- Headed by Marcus Garvey → immigrant from Jamaica
- 1919- founded the Universal Negro Improvement Association (UNIA)
 - Believed African Americans should form a separate society
- Encouraged his followers to return to Africa & help native Africans overthrow their white oppressors
- Blacks in America, Caribbean, and Africa related to his cause
 - Support faded because he was jailed for mail fraud
- Plan failed but did awaken black pride in the US, the desire for economic independence, and a reverence for Africa



Garvey and his followers outside the UNIA Printing and Publishing House (1922).



Garvey



Harlem Renaissance

- Centered in New York City's Harlem neighborhood
- Harlem was world's largest black urban community in the '20s
- Residents from the South, the West Indies, Cuba, Puerto Rico, & Haiti
- Ignited an explosion of cultural pride & glorification of African American music, art, literature, and poetry
- Economic prosperity, new ideas, personal freedoms, and important development in the fine arts



- Led by well-educated, middle-class African Americans
- Their works reflected what it was like to be black in a white world

Three African American women in Harlem (1925)

Harlem Renaissance

- Claude McKay, Jean Toomer, Langston Hughes, Countee Cullen, Zora Neale Hurston
- Hughes was movement's best known poet → mixed the rhythm of blues and jazz into his poetry
- *Shuffle Along* was performed in 1921 & many songs became popular with whites



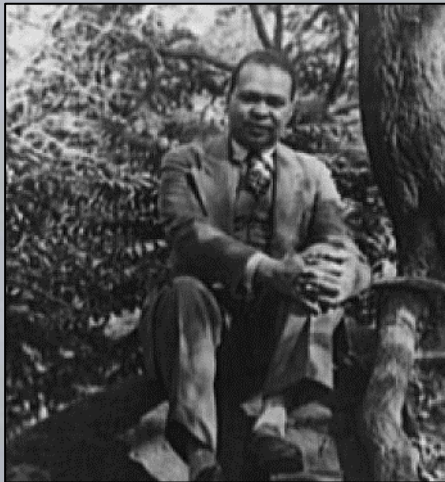
- Ethel White performed on Broadway



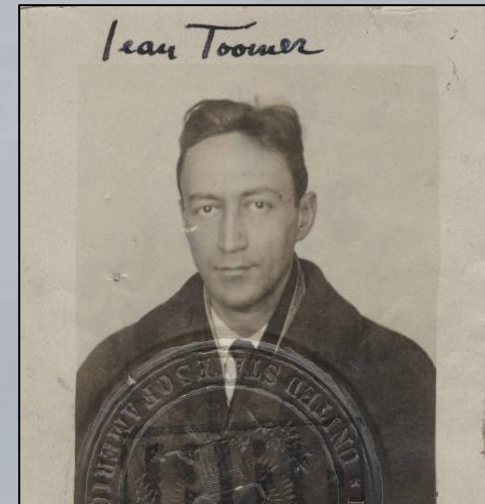
- Paul Robeson was the son of a former slave who became a famous actor



McKay



Cullen



Toomer

Jazz Age



Armstrong

- Began in New Orleans in the early 1900s
- Spread across the country
- Louis Armstrong, Duke Ellington
- Most popular music for dancing
- Cotton Club most famous nightspot



Smith



Ellington

- Whites-only, but many African American musicians performed there
- Radio stations played jazz, records were sold
- Ellington → one of America's greatest composers
- Armstrong → one of the most influential musicians of jazz
- Bessie Smith → "Empress of the Blues"
- 1927 → highest paid black artist in the world



Movies of the '30s

- Cheap to watch during the Great Depression
- Late 1930s → 65% attended the movies at least once a week

- Clark
- *Gone*



Cagney

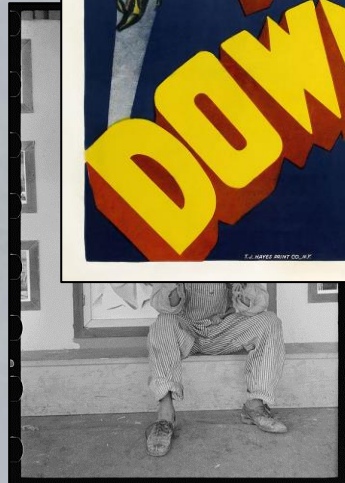
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FRED ASTAIRE

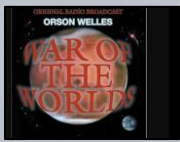


Waco,
Texas
(1939).



Dietrich

Radio in the '30s

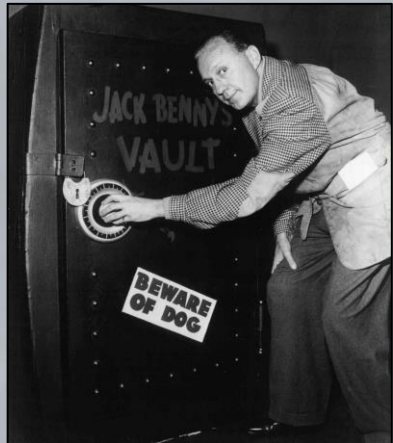


- Radio sales increased → almost 90% of households had one
 - "Golden Age of Radio"
- Families spent hours each week listening to their favorite programs
- President Franklin D. Roosevelt held fireside chats to keep Americans informed

- Orson Welles → *War of the Worlds*
- Bob Hope, Jack Benny, duo Burns and Allen
- Soap operas, *The Lone Ranger*



Hope



Benny



Welles meeting with reporters to explain that no one connected with *War of the Worlds* knew it would cause mass panic.

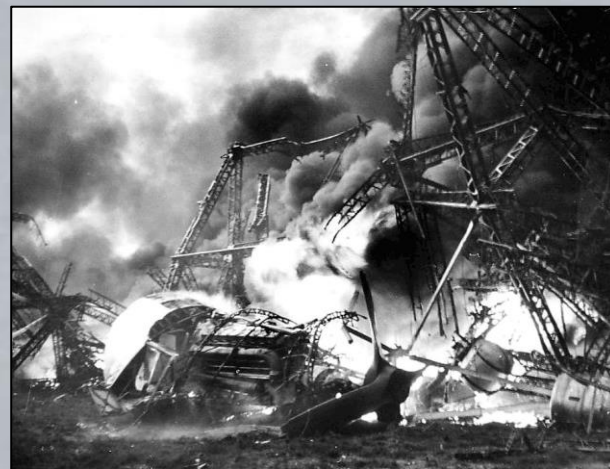
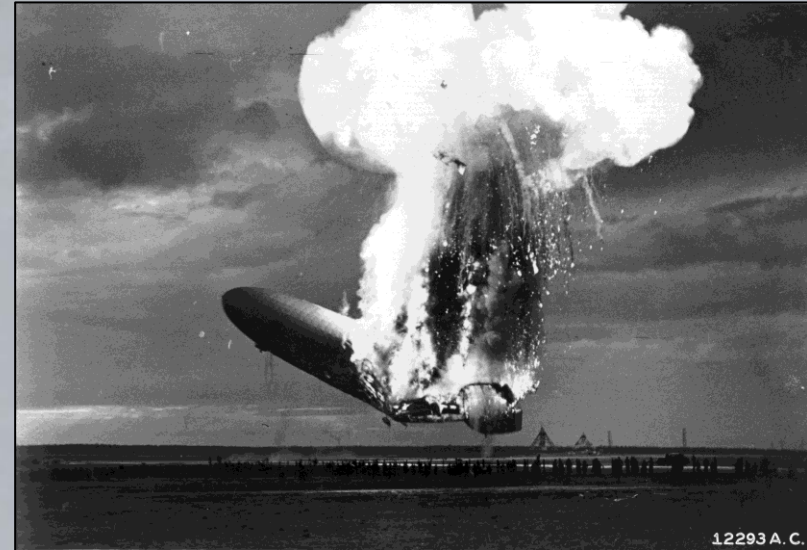


Welles



Fine Arts & Literature

- 1937 → the *Hindenburg*, a German airship, crashed in New Jersey
- Americans expected immediate access to news stories



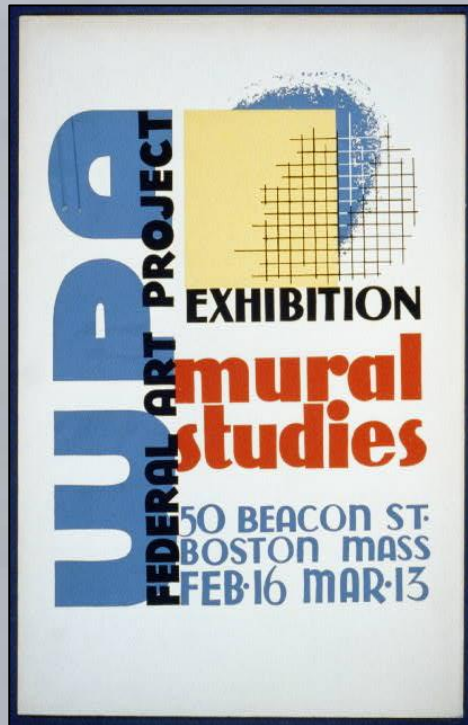
Fine Arts of the '30s

- More somber and serious
- Conveyed message about the strength of character and the democratic values of the American people
- New Deal works programs supported artists → paid to create public art
- Created posters, painted murals on walls of public buildings, taught art in schools



- Increased public appreciation of art and promoted positive images of American life → showed dignity of Americans at work
- Grant Wood's *American Gothic* became one of the most famous paintings of the era

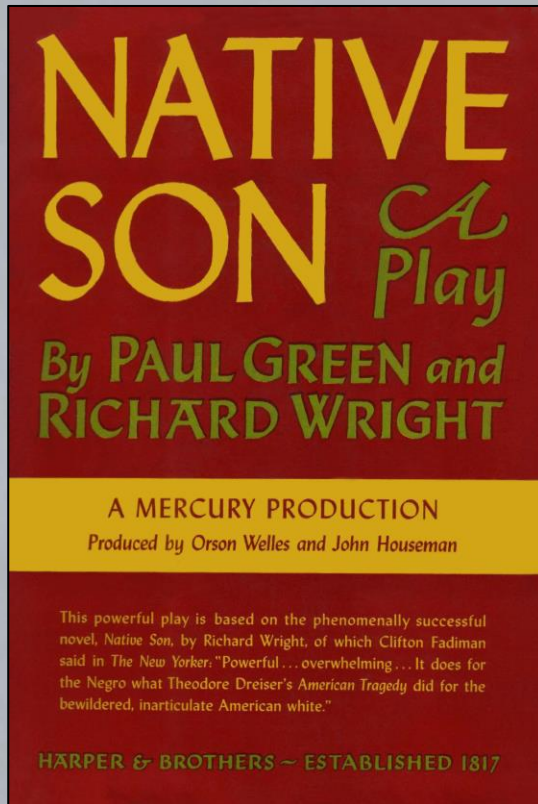
Fine Arts of the '30s



- Songwriters and singers captured the mood of the Great Depression
 - Reflected the hardships of Americans
 - Blues became popular

Fine Arts of the '30s

- Americans also connected to the literature
- John Steinbeck (*The Grapes of Wrath*), Richard Wright (*Native Son*), James T. Farrell (*Studs Lonigan* trilogy), Jack Conroy (*The Disinherited*)



Farrell

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