

THE

ROARING

TWENTIES



“Return to Normalcy”

***After WWI in 1918, new U.S. President Harding wanted U.S. to return to isolationism and focus on economy.**

A RETURN TO NORMALCY

Read the quote below:

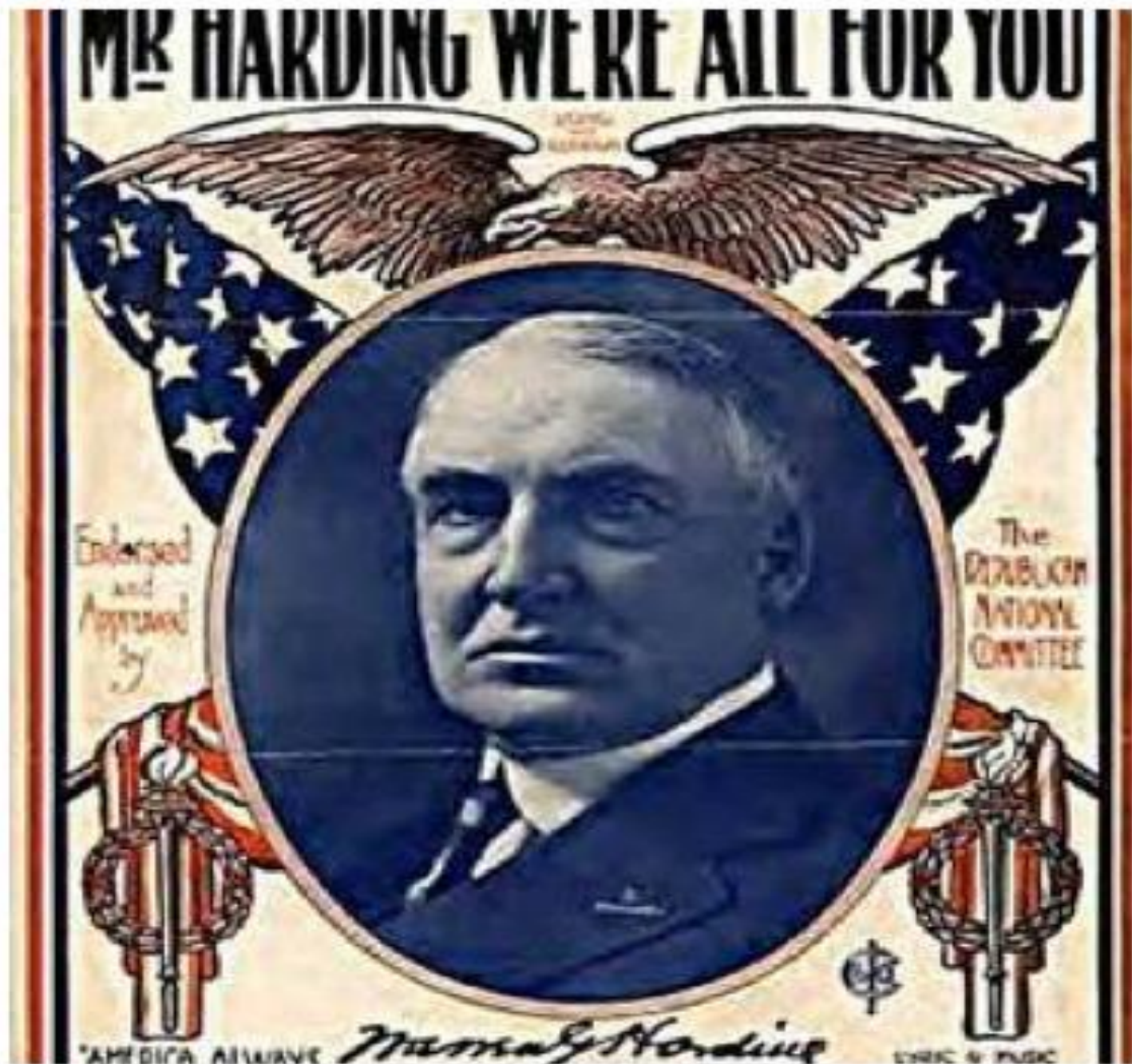
A. How does his platform seek to change the Republican party?

B. What aspects of the early 20th century does he oppose?

C. Provide evidence to support part B

"America's present need is not heroics, but healing; not nostrums, but normalcy; not revolution, but restoration; not agitation, but adjustment; not surgery, but serenity; not the dramatic, but the dispassionate; not experiment, but equipoise; not submergence in internationality, but sustainment in triumphant nationality".

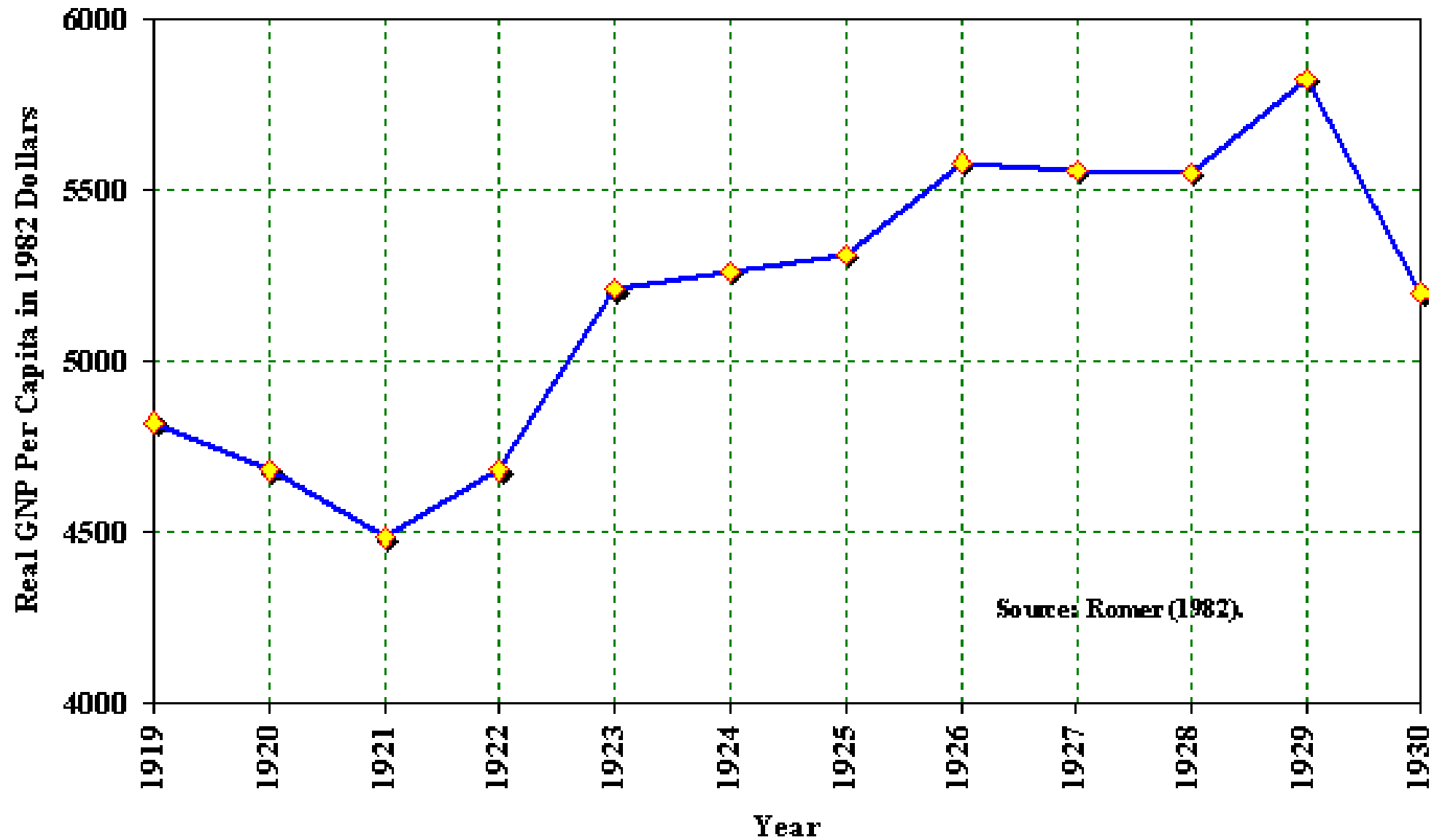
Warren G. Harding – Republican candidate for President Election of 1920. 29th President – 1921-23



Pro-Business Presidents

***Reversed Progressive Era trend of regulating big business and they let corporations do whatever they wanted (Laissez Faire Economics)**

Figure 1: Real GNP Per Capita, 1919-1930



Consumerism

***Business was booming during the 1920s= people buying more stuff ON CREDIT/Installment plans**

No Change in Price for **CORONA**



With the following improvements—

1. Automatic Ribbon Reverse
2. Longer space bar and shift keys on both sides
3. 10 inch carriage
4. Combination carriage return and line space lever

Write for particulars of our

Instalment Plan

M.\$22.50 places it in your hands and the balance in easy payments.

General Agents for China:

DODGE & SEYMOUR (CHINA), LTD.

18 Museum Road, Shanghai.



Changing Women's Roles

***19th Amendment (1920)=**

Women's suffrage

***Flappers: against traditional!**

More Modern!



What It Costs to Be a Well-Dressed Flapper

By SCOTT PIERCE

White chiffon velvet tam, trimmed with silver band, \$25

Black silk faille coat, lined with white crêpe, and trimmed with ermine fur collar and cuffs, \$150

White silk faille blouse, trimmed with tailored pipings of black faille, \$25

Black silk faille skirt, box-pleated, \$30

Lizard-skin hand-bag, black and white, \$30

Rose beige chiffon stockings, \$4.50

Rose beige shoes trimmed with darker tan leather in appliqué designs, \$18.50

AMONG the many things that the male of the species can never understand about feminine wearing apparel is the fact that simplicity is one of the most expensive effects a designer can achieve.

That is why a really well-dressed flapper presents such a shock to the average man's mind when he reads the price tags on the chic and deceptively simple garments that make up the flapper ensemble.

As a matter of fact, it costs about as much to dress a modern girl in a genuinely modish flapper outfit as it does to equip completely a reasonably well-furnished three-room flat.

The jaunty costume illustrated by Clara Bow is an excellent example of what it costs to be a well-dressed flapper.

The total cost of this outfit comes to the very interesting figure of \$346.50. The various items cost as follows:

Large white gardenia, \$5

Pearls, three strands, \$50

Doeskin gloves, with turn-back cuffs embroidered in varicolored yarns, \$8.50



Riche





WARNERS' THEATRE



JOHN BARR
"DON JUAN"

REFRIGERATOR WASHES
PLAYING
TAPHONE -
JOHN BARRIMORE IN "DON JUAN"





Ford Model T

***Using assembly line, Henry Ford mass-produce affordable automobiles.**





DENTISTS

DR. ADAMS

Kerr Highland Co.

DENTISTS
DR. ADAMS

HINSEL DRUGS

BARBERS
MENS
SERVICE

BOWLES
LUNCH

DARTMOUTH

LUNCH

OFF
TELE



Airplanes

***Charles Lindbergh
was the first person to
fly across the Atlantic
Ocean non-stop**





3,600 miles

33 hrs. 30 min. non-stop

**Took off 7:52 a.m. EDT
Friday, 20 May**

**New York
(Roosevelt Field)**

Meteghan
12:25 p.m.

Mulgrave
3:05 p.m.

Moin-à-Dieu
4:00 p.m.

St John's 7:15 p.m. Friday

Dingle Bay
1:30 p.m.
Saturday

Cherbourg
3:30 p.m.

**Paris
(Le Bourget Aerodrome)**

**Landed 10:22 p.m.
(French time)
Saturday, 21 May**

1927

REGD

WANTED

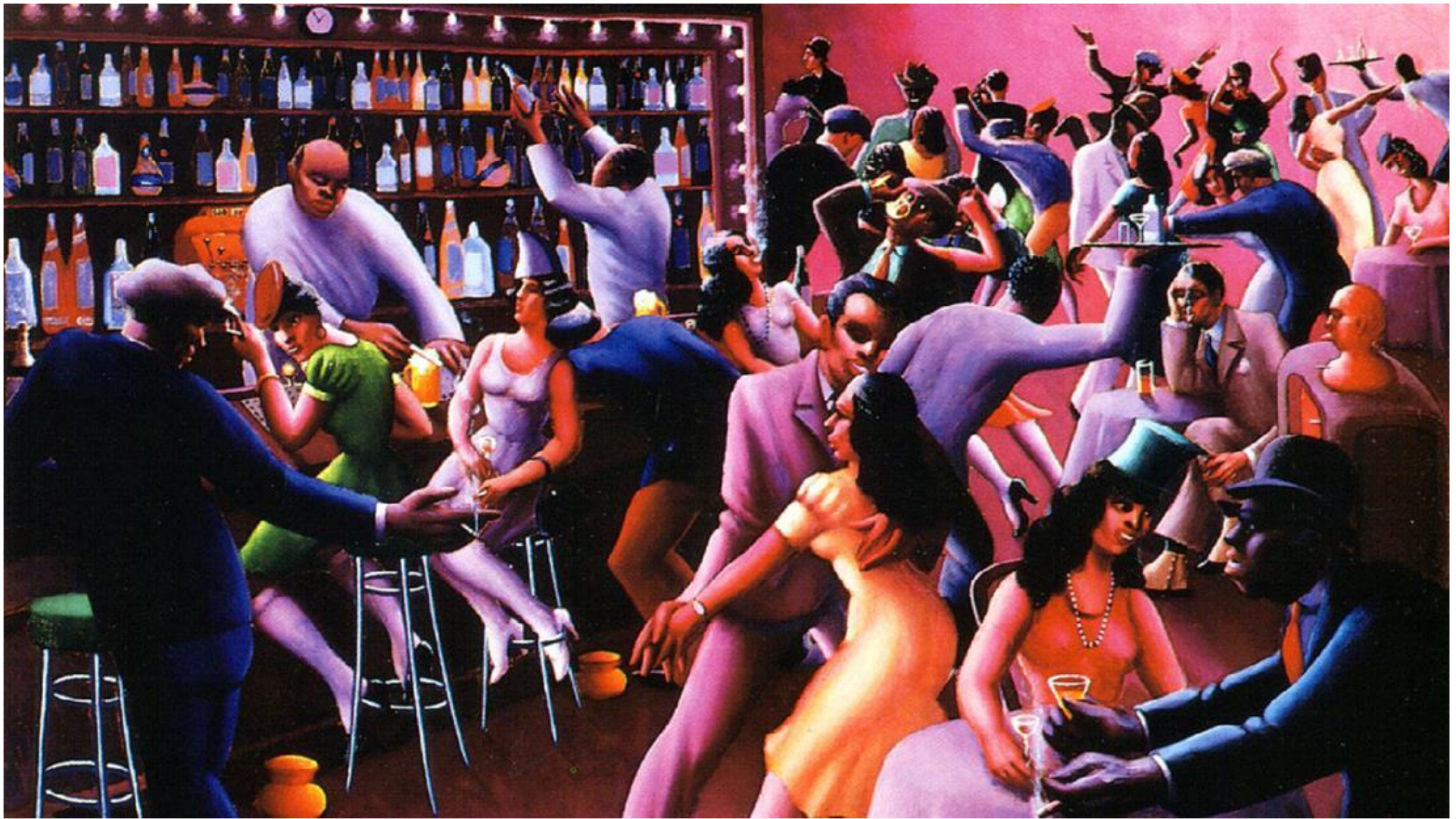
**INFORMATION AS TO THE
WHEREABOUTS OF**



CHAS. A. LINDBERGH, JR.
OF HOPEWELL, N. J.

Harlem Renaissance

*** African-American
achievements in art,
music, and literature
flourished= JAZZ AGE**





COTTON CLUB
AVIS AMMERS
HEMI WESSELL
KALIAN
DYNAMITE JOE
ANN LEWIS
WYTE NARRACS

The World Famous
COTTON CLUB
PREMIERES
BILL ROBINSON - C. HOLLOWAY
IN ITS 27 EDITION OF THE
COTTON CLUB PARADE
50 SEPIAN STARS - 90 SONGS - 100 COLORED GALS
DINNER \$1.50
BENNY DAVIS
SAM CLARE
3 SHOWS

The World Famous
BILL ROBINSON
IN IT
COTTON CLUB
50 SEPIAN STARS
DINNER \$1.50
BENNY DAVIS
SAM CLARE
3 SHOWS

COTTON CLUB

Helma Shop
FROCKS GOWNS

BUCKETT
BEAUTY SALON

Huntley's
DONUTS SANDWICHES

MANICURE 35¢

PUBLIC BACK STAND TAXICABS



Prohibition

***18th Amendment (1920)**

= bans alcohol in the U.S.

****So did the Temperance***

Movement work?

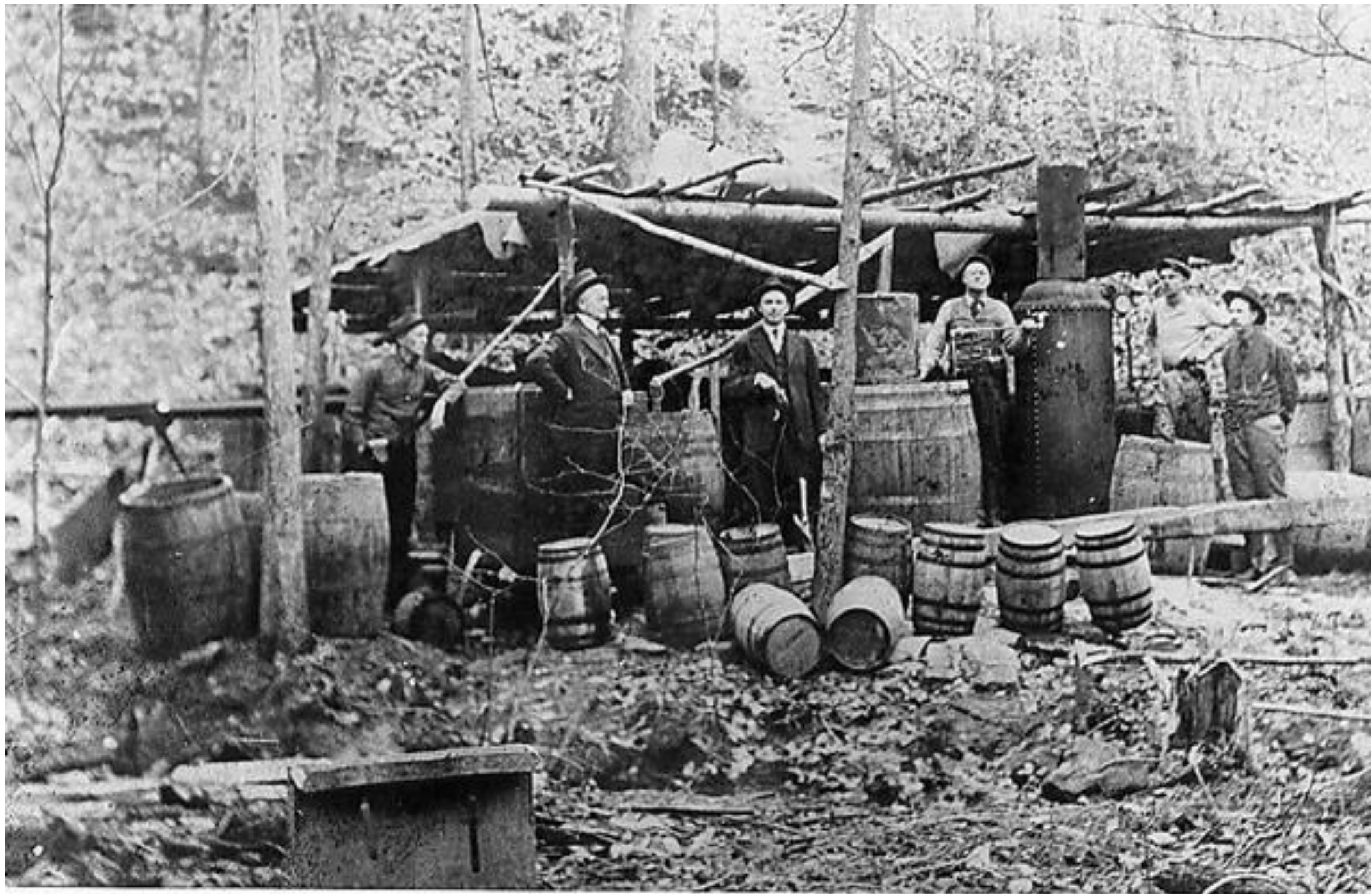




Bootleggers

***Smugglers of illegal alcohol during Prohibition= Organized Crime**







Speakeasies

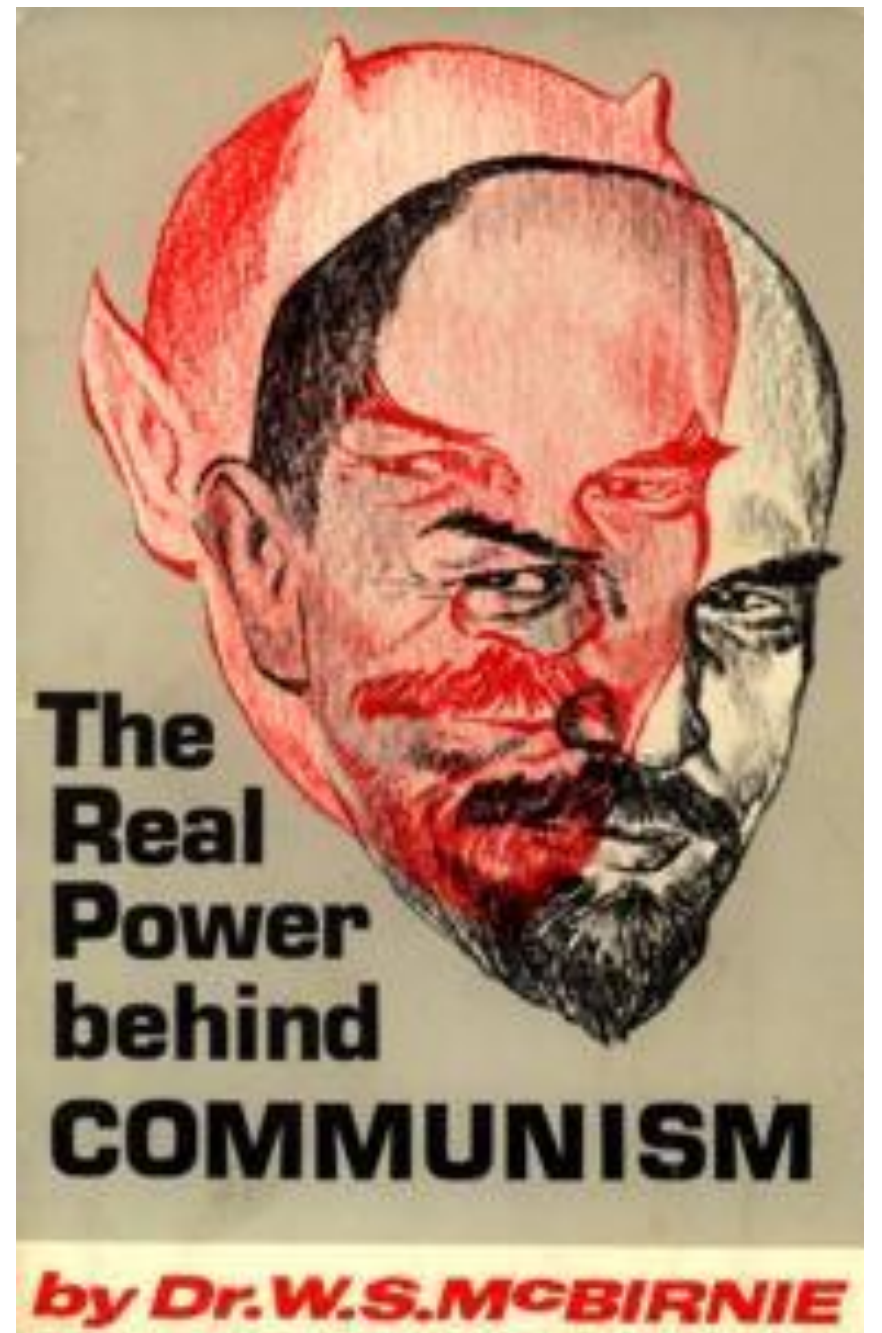
***Secret bars where alcohol could be purchased illegally**



Hysteria over Nativism and the Red Scare

***Nativism- Intense dislike for
foreigners/immigrants**

***Red Scare- Intense fear of
communism**



THE NEW MAJORITY

Vol. 5, No. 1

CHICAGO, JANUARY 26, 1920

Price Five Cents a Copy

TERRORISM

A REIGN of terror is being attempted in the United States. The federal administration is sowing the wind for which, of course, the Democrat party will reap the whirlwind in the next election, but what happens to the Democrat party is of small moment, the Republican party is just as bad—no better and no worse.

The Wilson administration, other Democrat groups and leaders, Republican and Democrat senators, candidates for president, big business men and newspapers bribed with fat advertising contracts, or more directly, and even alleged labor papers of the "old party" type, all are engaged in an attempt to change

and slough off settled policies of Americanism, and substitute for them toleration and even popular approval of tyranny. This is attempted by raids (legal and illegal), deportations, jail and penitentiary sentences, framed up evidence to support wild and silly charges, and other incoherently listed measures against men and women—for what? For political offenses, things supposed to be uncomprehended in America.

The men who are instigating this reign of terror to frighten citizens so they will not hold or express political opinions that will endanger the grip of Big Business on industry and government, SAY they are doing it to prevent violent revolution in the United States.

That is not what they are trying to prevent.

They are REALLY doing it to prevent peaceful change in the system which permits exploitation of ninety per cent of the 110,000,000 of our population by less than 1 per cent of the population.

Those men know, as well as The New Majority knows, as well as the Labor Party knows and as well as the American Labor Movement knows, that violent revolution does not threaten the United States. That it is an event from probability as it is calculable.

Why, then, are they proceeding with their attempted reign of terror?

Because they expect that the American people are beginning to awake themselves from their hundred years and more of chloroformed sleep and are beginning to realize that American principles and American institutions can be overthrown to topple over—not the government—but the parasites who monopolize industry and government to make themselves fat and rich and to keep the large body of the American people poor and deluded.

What is Americanism?
We are taught in the primary schools that Americanism includes:



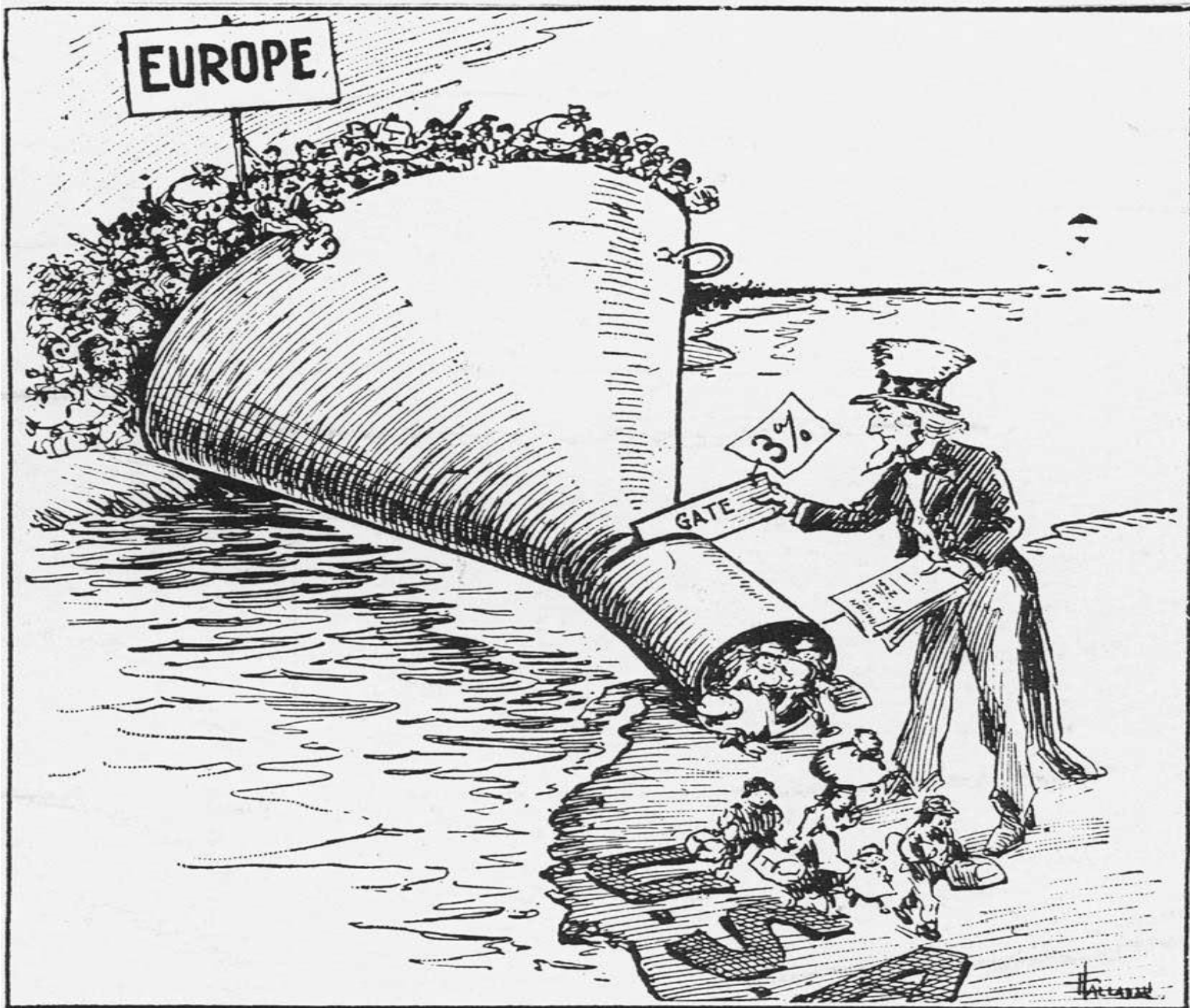
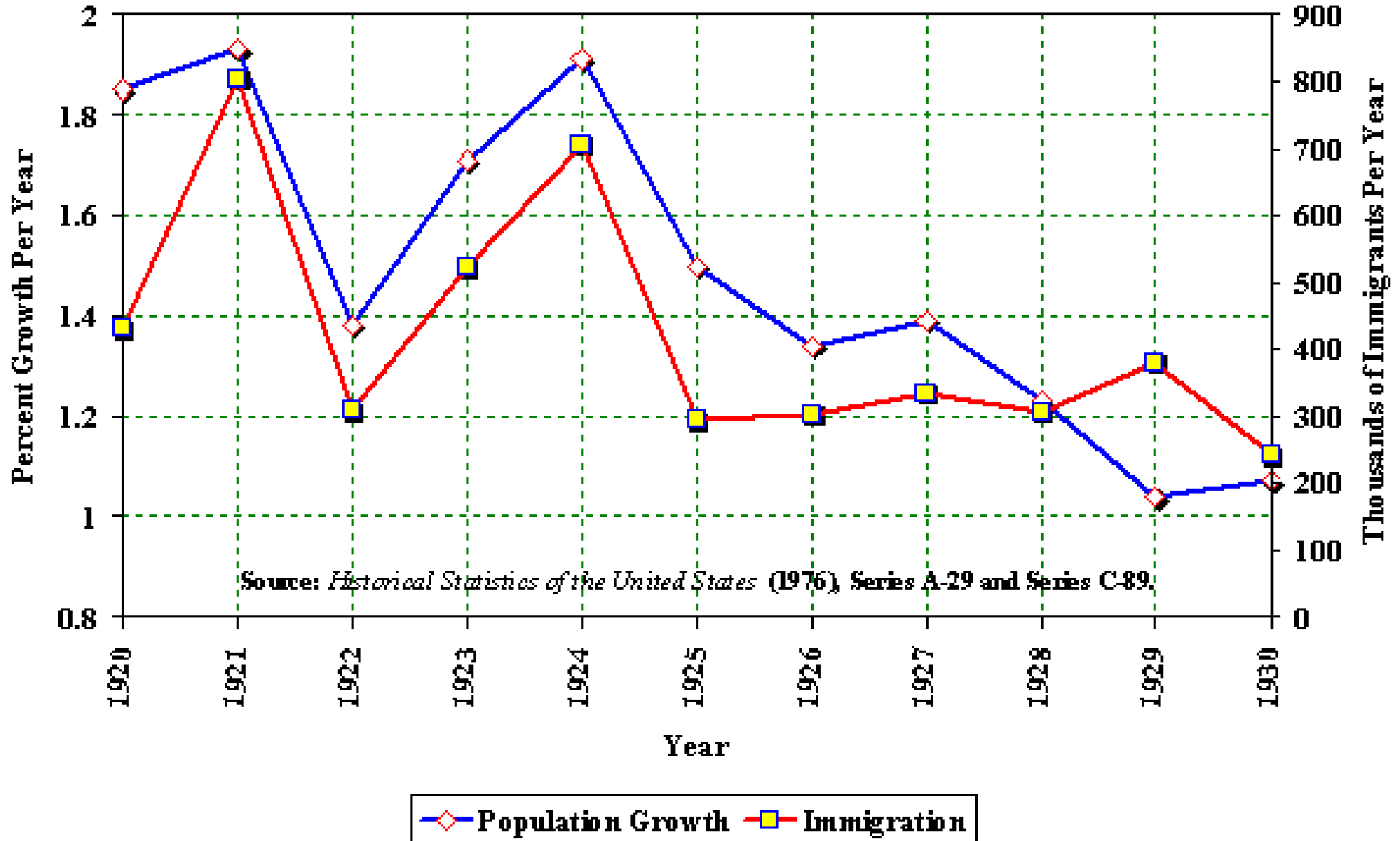


Figure 3: Population and Immigration, 1920 to 1930



Eugenics

***Belief that non-white races were threatening the white race and controlled breeding could fix the issue.**

Social Darwinism



This light flashes every 16 seconds.

Every 16 seconds 100 of your money goes for the care of persons with bad heredity such as the insane feeble-minded criminals & other defects.

Some people are born to be a burden on the rest.

This light flashes every 16 seconds.

Every 16 seconds a person is born in the United States.

United Family
CONTRIBUT



THE U.S. LAURENCE H. WHITE COMPANY

This light flashes every 7 minutes.

Every 7 minutes a high grade person is born in the United States who will have ability to do creative work & be fit for leadership. About 4% of all Americans come within this class.

Race Relations

***A lot of intolerance was shown towards African Americans (KKK). As a result, many African Americans joined the black nationalism movement (Marcus Garvey).**



Marcus Garvey

