# LIFE & CULTURE IN THE ROARING 20'S

# WORLEN CHANGING STATUS AND ROLES

# WOMEN BEFORE WWI CLATER 9<sup>TH</sup> CENTURY

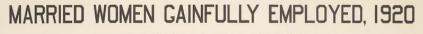
### MADE UP C. 15% OF WORKFORCE

### FILLED POSITIONS DURING WWI

# WOMEN AFTER WWI (1920

### "PINK COLLAR" WORKFORCE

### MADE UP C. 24% OF WORKFORCE



WOMEN'S

BUREAU

CHART I

PER CENT OF ALL EMPLOYED WOMEN

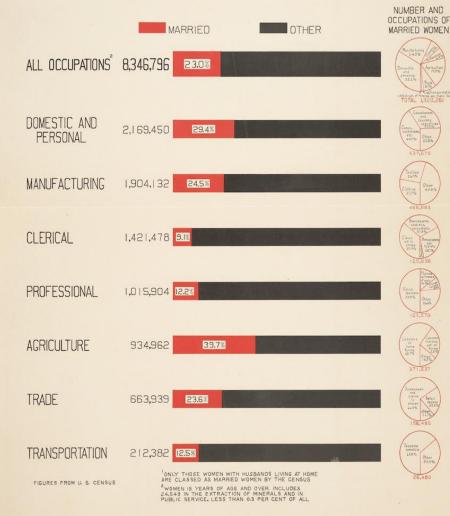




CHART 3

#### MARRIED WOMEN GAINFULLY EMPLOYED, 1920 PROPORTION IN SELECTED OCCUPATIONS

(*)		MARRIED OTHER
AND PERSONAL		
S, ETC.	1,113,625	23.3%
LAUNDRY OPTVS.	464,895	
	590,930	27.9%
URING		
	540,291	
	459,671	27.3%
	904,170	23.4%
JRE		51.5%
E FARMS	438,081	48.0%
G OUT ON FARMS	202,385	18.0%
	294,496	
		19,7%
CLERKS IN STORES	523,440	44.9%
	78,962	29.8%
	61,537	
		9.8%
ORES	470,404	11,4%
HIERS, ACCINIS.	358,712	6.6%
ND TYPISTS	564,240	16.4%
	28,122	
DNAL		9.7%
3	639,241	24,6%
ACHERS OF MUSIC	72,592	7.5%
	143,664	20.5%
	160,407	
TATION		9.7%
TORS	177,876	26,8%
	34,506	

FICURES FROM U.S. CENSUS

DOMESTIC COOKS, WAITRESSES LAUNDRESSES AND

MANUFACT

AGRICULTU LABORERS ON HOME

TRADE SALESWOMEN AND RETAIL DEALERS

CLERICAL CLERKS NOT IN STO BOOKKEEPERS, CAS

PROFESSIO

TRANSPOR

STENOGRAPHERS A

SCHOOL TEACHERS

MUSICIANS AND TE TRAINED NURSES OTHER

TELEPHONE OPERA

OTHER

CLOTHING TEXTILES OTHER

OTHER

OTHER

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OTHER

November, 1926

The Ladies HOME JOURNAL

## No other gift can give such satisfaction

COULD any woman have a more wonderful Christmas? In her kitchen a beautiful new metal cabinet Frigidaire, its lustrous white Duco finish a true delight to the eye, its spotless porcelain enamel lining a promise of better, more sanitary refrigeration, its freezing compartment offering the great convenience of dainty ice cubes and delicious frozen desserts.

And with a genuine Frigidaire she will feel a satisfaction far greater than that which comes with mere independence of outside ice supply and with the other conveniences which electric refrigeration affords. For she will share with more than 250,000 Frigidaire users the serene confidence which only Frigidaire can

Frigidaire is made by the world's largest builder of

give-a confidence based on proven supremacy in design and construction, on unvarying dependability and economy in operation, on the maintenance of a nationwide sales and service organization numbering more than five thousand representatives and devoted to the single purpose of assuring complete satisfaction to every Frigidaire user.

Find out about Frigidaire today. The nearest representative will be glad to show you the new metal cabinet models and the mechanical units which are also designed for installation in the standard makes of ice-boxes. You will find Frigidaire low in price and very easy to buy on the General Motors deferred payment plan.

> FRIGIDAIRE, Dept. T-51, Dayton, Ohio a copy of the Frigidaire Catalog

Be Sure it is a Frigidaire~Product of General Motors

ELECTRIC

# No Money Down

The Genuine Gold Medal Electric Washing Machine, the world's best machine, the winner of the gold medal at the Panama Pacific Exposition in 1915, on

### WeeksTria

Sensational offer-find out free-send the coupon. The famous Gold Medal Electric Washing Machine sent direct to your home for four weeks of washing without a penny down! Convince yourself first—that's our offer. See how it washes the clothes clean and white; how it takes the back-breaking drudgery out of washing. No risk to you. Not a penny of cost—not even freight charges—if not satisfied. And:—for a limited time, on a special factory output, only

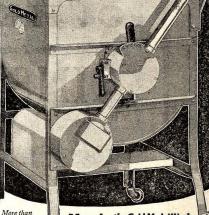


Yes, washing machine prices smashed on the genuine Gold Medal machine-the best of all machines. Washes as well as any make at any price-the very best.

The factory price-less than the price dealers have been pay-ing and are paying right today for this same machine, for this exact, identical 1921 model — direct to you on this sacrifice offer. And besides-

#### Special Easy Monthly Terms—As Low As





Here's the Gold Medal Wash-ing Machine exactly as you have seen it in the windows of the dealers and exactly as we ship it to you. It has the one way noiseless cylinder which makes even the

Ce, daintiest laces safe in the Gold Medal. daintiest laces safe in the Gold Medal. Lovel Electric Swinging Wringer with Automatic Safety Release, adjustable in 3 positions, recognized everywhere as the best wringer ever made. Genuine DOMESTIC ball bearing motor, known as the best for washing machines. Automatic oling system. All mouting parts enclosed -mo danger to children. No ball to get out of order-direct shaft drive - simpler. Celebrated Armon Rust.Resisting Iron (used throughout) is proof against any kind of water, soap and alkals. A good spice failt - was the door of water, soap or electricity. Can be run from any electric light socket or from a farm lighting plant. Every Gold Medal machine shipped on this offer is sold on a

10-Year Guarantee Our absolute writ-ten guarantee for 10 years sent with every machine. The longest and most sweeping absolute guarantee ever given on a washing machine. The best-at the factory price-and guaranteed.

but no money in advance-4 weeks' trial first-then. if satisfied, a year to pay!

Straus & Schram West 35th Street, Chicago

50000 of these Gold Medda must be sold Mashing Machines and State of the sold Mashing Machines give on their fait profile, so figy couldn't give on their fait profile, so figy couldn't give on their fait profile, so figy could follow machines to Straus & Schman at the factory price to Straus & Schman at the factory price, while they last. When these 5,000 are gone, we won't say how the sold are gone, we won't say how

much more the price will be. There machines at \$90.07 other machines at \$90.07 other machines at huge for the set of the set of the \$100 and bp, and now on a lot of 5,000 \$100 and bp, and now on a lot of 5,000 bettom price and a four week? free trial desp terms thereafter. Set

Send coupon. No obligation. Get our completely illustrated catalog, FREE. Learn about our special factory output offer:-5,000 Genuine Gold Medal Electric Washing Machines, 1921 Model, while they last, only \$99.50! The exact equal

35,000

Women have bought

this iden-tical model at the full price and are

satisfied

in value to the best washer you ever saw at \$150. And on easy monthly terms-four weeks' free trial. First come, first served. Don't be disappointed-get the free catalog now!



Straus & Schram Dept,1756 West 35th St. Chicago, Ill. Send me your complete catalog of Gold Medal Washing Machines and details of your four weeks free trial, easy payment factory output offer and a copy of your 10 year guarantee. No obligation.

Madam: It is time to with the drudgery of the wachboard onen than war has killed men. Surely the family car ment to keep the ment to keep the ment to keep the ment of the surely car when the surely and the surely of the surely

REMEMBER-We'll prove by four weeks' free trial that this machine at \$39.60 is equal to the best on the market. You, alone, to judge. If not satisfied, return it at our expense. No ligation, no arguments, no risk to you! You, Madam, decide.

Address .....



This modern "ice man" calls once -with Frigidaire and the ice stars always



MODERN FAMILY





### I don't mind Housekeeping a bit!

The Universal Housewife Says-

 $N_{work.}^{O\ wonder-with\ UNIVERSAL\ Home\ Needs\ to\ do\ the\ hard}_{work.\ Really-they\ make\ housework\ a\ pleasure.\ And\ how\ they\ do\ cut\ down\ the\ bills\,!}$ 

With the UNIVERSAL Coffee Percolator it's the matter of a few minutes to make coffee of delicious flavor. The UNIVERSAL Food Chopper makes delicious dishes from left-overs that would ordinarily go to waste. Saves its cost many times over in the food it saves.

Perfect Bread in the UNIVERSAL Bread Maker in three minutes. The Cake Maker, Mcyonnaise Mixer, Tea Ball Tea Pot, and scores of other UNIVERSAL Home Needs all doing their part to lessen the housewives' work. And with UNIVERSAL Aluminum Ware gleaming from shelf and cabinet — the Universalized Kitchen is truly a wonderful "workroom" of the home.

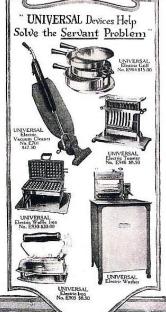
UNIVERSAL Electric Grill and Toaster prepare a complete meal right at the table. Handy and economical. All the conveniences of a kitchen at your hand.

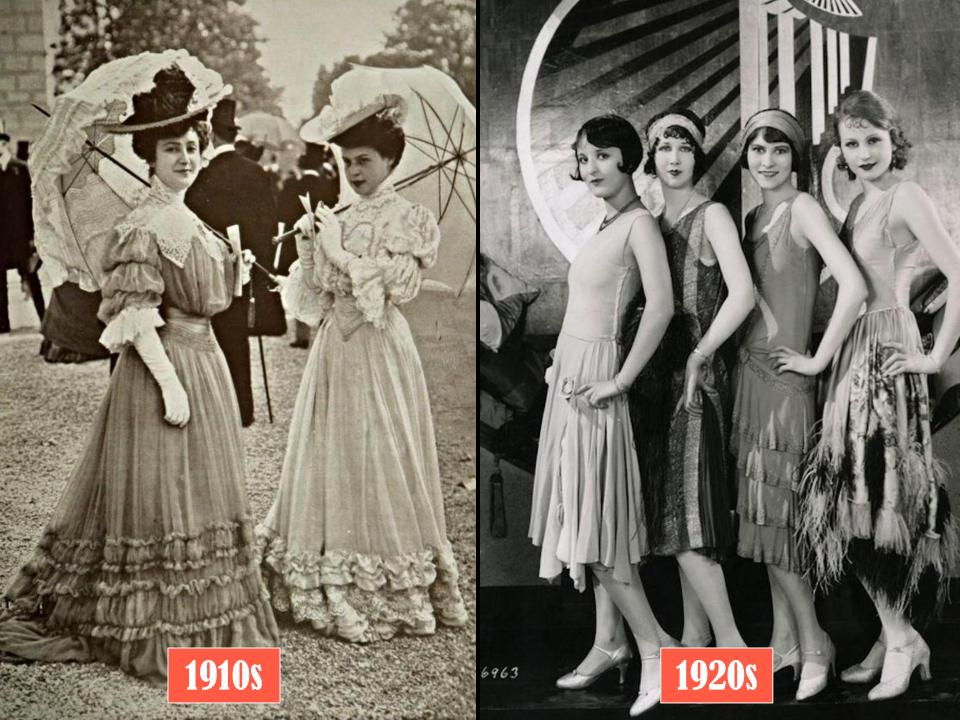
The UNIVERSAL Electric Waffle Iron makes delicious waffles at the turn of switch. Served piping hot in less than two minutes. No smoke, no odor. UNIVERSAL Vacuum Cleaner has conveniently located toggle switch and pistol grip which fits the hand. Full width nozle, and for picking up thread, lint, etc., which cannot be removed by air alone, there is a gear-driven brush. Is beautifully finished in Verd Antique.

UNIVERSAL Electric Washer—beautifully enameled cabinet with all moving parts enclosed. Gear-driven mechanism, automatic safety clutch. Light, durable, sanitary cylinder; non-sagging, swinging wringer, with safety release. Locks in four positions; will not operate except when in position. Self-draining tub.

UNIVERSAL Electric Iron takes the drudgery out of ironing-saving many tiresome steps to and from the hot stove carrying a heavy iron. No roasting in a stuff kitchen. Iron in comfort anywhere.

On sels at Hardwares. House-burnishing and Department Stores. Electric Applications at Electric Department Stores. Write for FREE booldst No. 85, "Universalize Your Home" LANDERS, FRARY & CLARK, New Britain, Connecticut Midlamitikky area Hely a Centry 0120 L.F.G.C.





# "FLAPPERS young - REBELLIOUS - EXPERIMENTAL

# THE "NEW" WOMAN POLITICALLY LIBERATED

### ECONOMICALLY LIBERATED

### SEXUALLY LIBERATED

# RELIGION Fundamentalism, Revivalism, & Culture Clash

## EVANGELICAL FUNDAMENTALISM

## INNERANT BIBLE BIBLICAL CREATIONISM

### FOCUS ON EVANGELISM

**RELIGIOUS DIFFERENCE** 

EXCLUSIVISM

### **PROGRESSIVE LIBERALISM**

DARWINIAN EVOLUTION

**DIVERSITY & UNIVERSALISM** 

HIGHER CRITICISM

FOCUS ON SOCIAL JUSTICE

### TRADITIONALISM

### CONSERVATION ABSTENTION

PRIMARILY RURAL

SEEN AS BACKWARD & BIGOTTED



SEEN AS MATERIALISTIC & DECADENT PRIMARILY COSMOPOLITAN

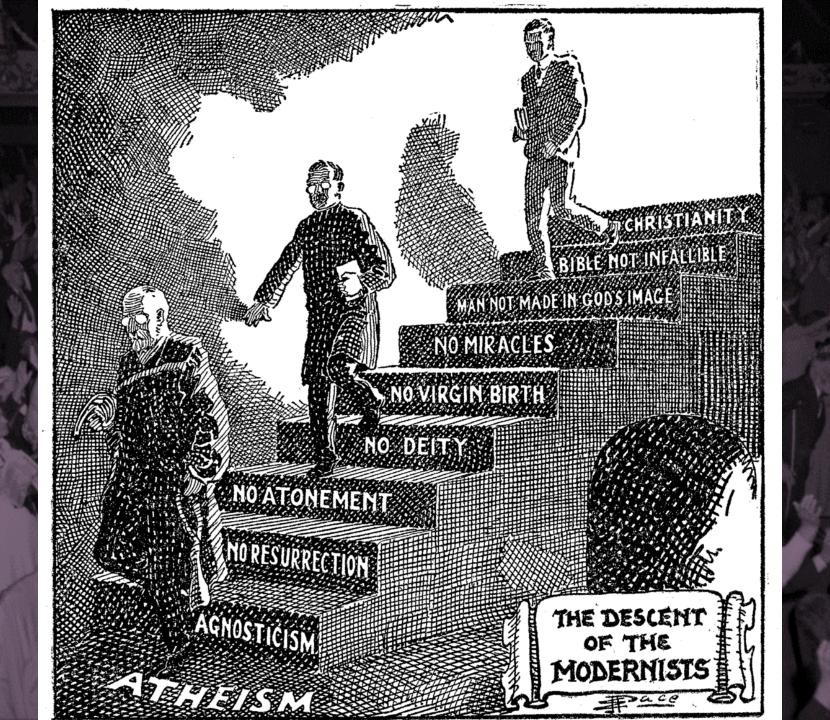
EXPERIMENTATION

ity/Domain/1777/The%20Cl

RAL/SOCIAL DIFFERENCES

LIBERATION

## MODERNISM



# $\frac{1862-1935}{1862-1935}$

### PENTECOSTAL EVANGELIST

FORMER BASEBALL PLAYER

CHARISMATIC PREACHING

PREACHED TO 10S OF MILLIONS

# AIMEE SEMPLE MCPHERSON 1890-1944

## PENTECOSTAL EVANGELIST

### UTILIZED NEW TECHNOLOGIES

### THEATRICAL PREACHING

### REVIVALS & FAITH-HEALING



# SCOPES MONKEY TRIAL

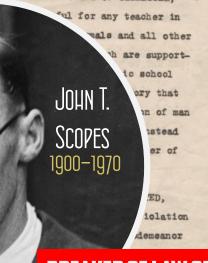
"Congress shall make no law respecting an establishment of religion or prohibiting the freeexercise thereof."

## CONSTITUTIONAL? CONSTITUTIONAL?

BUTLER

An Act prohibiting the teaching of the Evolution Theory in all the Universities, Normals and all other public schools of Tennessee, which are supported in whole or in part by the public school funds of the State, and to provide penalties for the violations thereof.

SECTION 1. BE IT ENACTED BY THE GENERAL ASSEMBLY OF THE STATE OF TENNESSEE,



#### **BREAKER OF LAW OR NOT?**

### **BUTLER ACT (1925)**

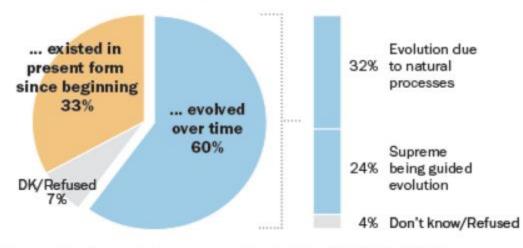
Section 1. Be it enacted by the General Assembly of the State of Tennessee, That it shall be unlawful for any teacher in any [public schools]... to teach any theory that denies the story of the Divine Creation of man as taught in the Bible, and to teach instead that man has descended from a lower order of animals.

**Section 2.** *Be it further enacted*, That any teacher found guilty of the violation of this Act, Shall be guilty of a **misdemeanor** and upon conviction, shall be fined not less than One Hundred (\$100.00) Dollars nor more than Five Hundred (\$500.00) Dollars for each offense.



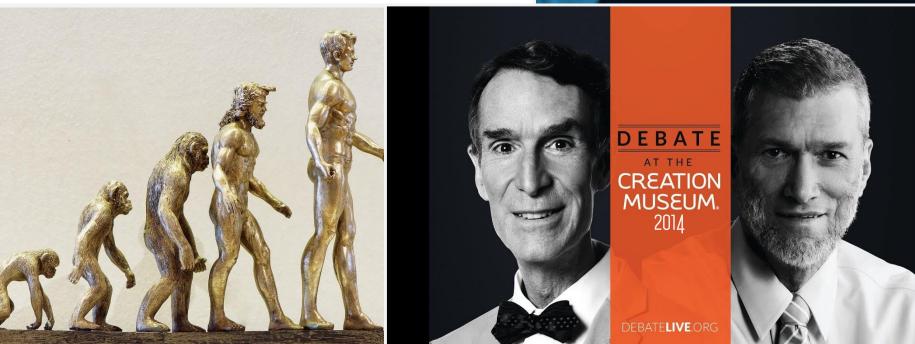
#### Public Views About Human Evolution

Percent of U.S. adults saying humans have ...



Source: Pew Research Center survey March 21-April 8, 2013. Q54-55. PEW RESEARCH CENTER

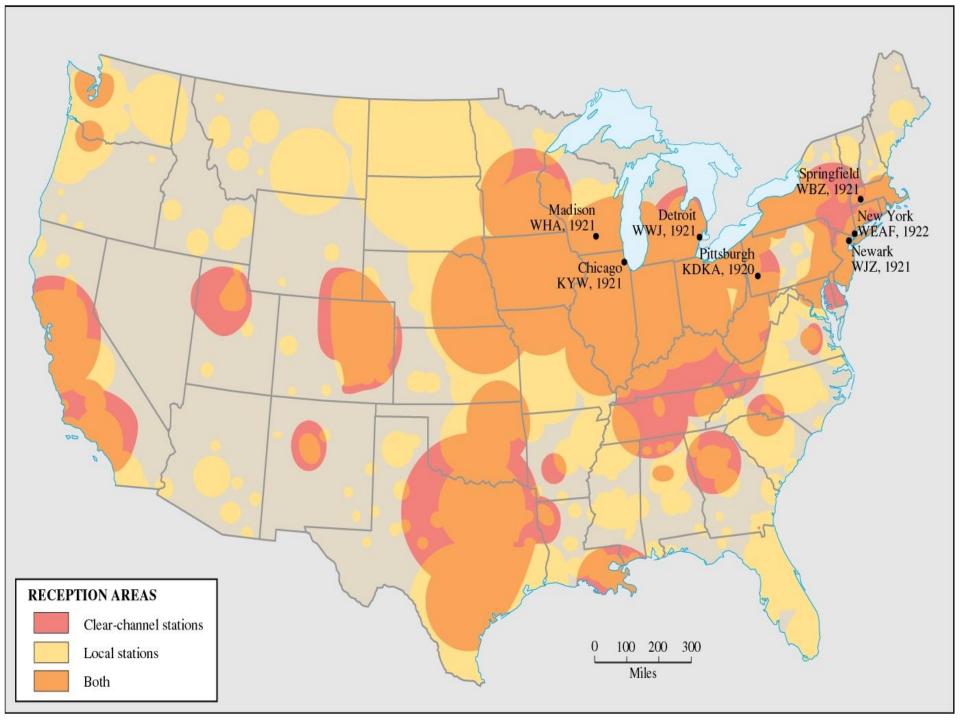
### Intelligent Design





# CULTURE & INNOVATION HOLLYWOOD, SPORTS, JAZZ, & LITERATURE

### **"THE NEW GODLIKE PRESENCE"** 1922: 60,000 RADIOS 1929: 10.2 MILLION 16,983% INCREASE



### **1929 AMERICANS SPENT \$4.5 BILLION ON ENTERNTAINMENT**

By the end of the decade, weekly movie attendance swelled to 90 million people.





### CHARLIE CHAPLIN

1889–1977

**THE KID** 1921









MICHAEL GRUSKOFF prosents. A WERNER HERZOG FILM MICHAEL GRUSKOFF prosents. A WERNER HERZOG Color of EASTMAN Michael Watters, Produced and Directed by WERNER HERZOG Color of EASTMAN Inter-superference with









### WARNER BROS. SUPREME TRIUMPH ALJOLSON THE JAZZ SINGER"

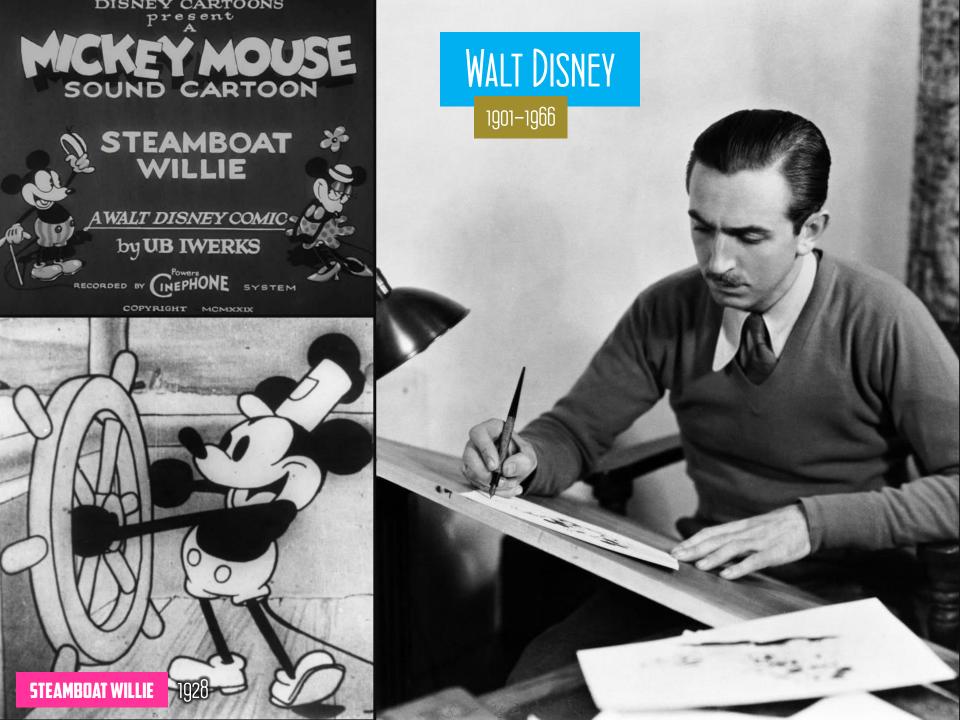
### MAY MCAVOY WARNER OLAND Cantor Rosenblatt

ACME

Based upon the play by Samson Raphaelson as produced on the spoken stage by Lewis (Gordon ... Sam Marris Scenario by All Colin

DIRECTED BY ALAN CROSLAND

**AWARNER BROS. PRODUCTION** 



**60 HOME RUNS** HELPED THE VANKEES WIN 7 AMERICAN LEAGUE (AL) PENNANTS & 4 WORLD SERIES



AMITE TROM GRAD BELINDATS STAID WITH SOAF ORRECTED BY TED WILDE PRODUCED BY WID GUNNING A FIRST NATIONAL PICTURE FIRST NATIONAL PICTURES, INC. presents

BABE RUTH

BABE COMES HOME

**NOP22** 

Morgan

## BABE RUTH

1895–1948 GEORGE HERMAN RUTH

# THE LOST GENERATION DISILLUSIONED AMERICAN WRITERS WHO FLED TO PARIS

### MAJOR THEMES

DEATH OF THE "AMERICAN DREAM" LIFES POINTLESSNESS & HOPELESSNESS EMPTY EXCESS OF MATERIALISM DISCONNECT TO MORALITY & RELIGION





Che GREAT

SCOTT-FITZGERALD

AT BY



ERNEST HEMINGWAY

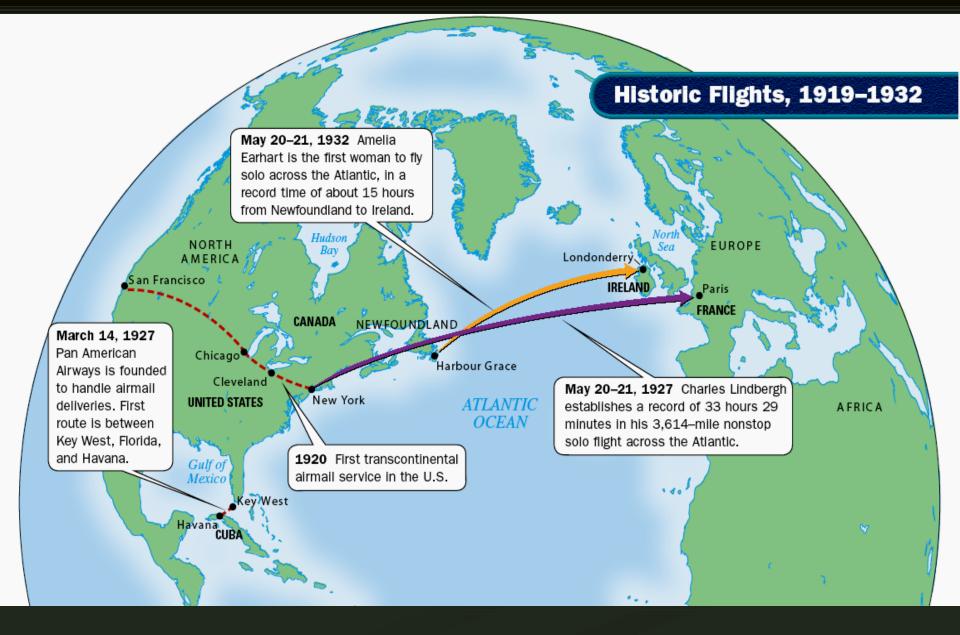
#### 1899–1961

## CHARLES LINDBERGH

1902–1974 NON–STOP TRANSATLANTIC FLIGHT

louis

#### **1897-1937** THE FIRST WOMAN TO CROSS THE ATLANTIC IN AN AIRCRAFT (1928) NON-STOP TRANSATLANTIC FLIGHT (1932)







#### C. 300,000-500,000 MOVED AFRICAN AMERICAN MIGRATION, 1910-1920 ND ME CANADA VT MN NH) WI SD NY MA MI CT RI New Detroit York IA PA Chicago -NJ



Northern states with greatest African American population increase Southern states with greatest African American population decrease

< African American migration

0 150 300 Miles 0 150 300 Kilometers Albers equal-area projection

#### SKILLS INTERPRETING MAPS

**Movement** Which states saw the greatest increase and greatest decrease in African American populations?

20°N

See Skills Handbook, p. H18

# **REMEMBER: THE GREAT MIGRATION**

90°W

#### RAGTIME -+ BLUES + SYNCOPATION + IMPROVISA UNDERCURRENTS FROM SLAVE SONGS & AA SPIRITUALS

"AMERICA'S CLASSICAL MUSIC" "One of America's original art forms"

#### ZORA NEALE HURSTON



FOLKLORIST AND WRITER WHO WROTE ABOUT AA CULTURE OF THE RURAL SOUTH

## LANGSTON HUGHES



POET WHO WROTE ABOUT AA Culture using rhythm, with Focus on defiance & hope

# LOUIS ARMSTRONG

1901–1971 AMERICAN COMPOSER, PIANIST, AND LEADER OF A JAZZ ORCHESTRA

TE

G

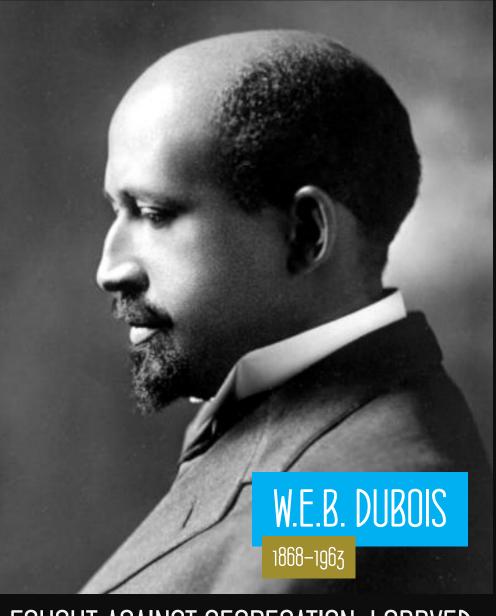
### EDWARD "DUKE" ELLINGTON

1899–1974 AMERICAN COMPOSER. PIANIST, AND LEADER OF A JAZZ ORCHESTRA

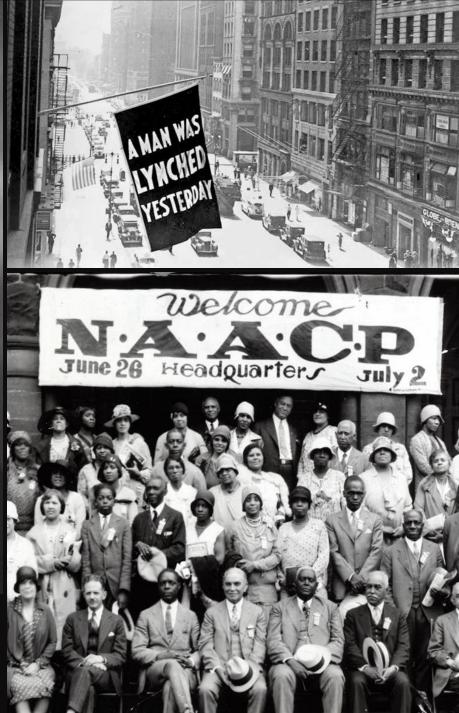
1111111



1894-1937 Empress of the blues



FOUGHT AGAINST SEGREGATION, LOBBYED FOR EQUALITY, PROTESTED LYNCHING





# PUSHED BLACK PRIDE, PRO BLACK & WHITE SEPERATION, BACK TO AFRICA

