

The Roaring
Twenties:
The
Twenties Woman

The Twenties Woman

- After the tumult of WWI, Americans were looking for a little fun in the 1920s
- Women were becoming more independent and achieving greater freedoms (right to vote, more employment, freedom of the auto)





The Flapper

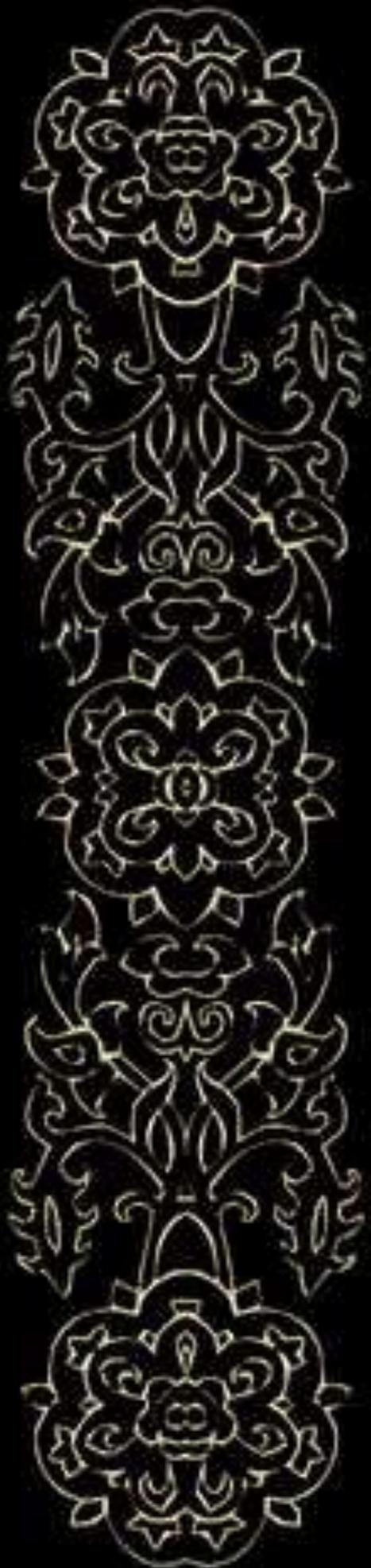
- During the 1920s, a new ideal emerged for some women: *the Flapper*
- A **flapper** was an emancipated young woman who embraced the new fashions and urban attitudes



Clara Bow



- Clara Bow— an actress who rose to fame in the midst of the 1920s silent era of film
- Became known as *The "It" Girl*





An illustration of a woman in a 1920s style dress, standing and looking to the right. She has short, wavy red hair and is wearing a long, light-colored dress with a large orange sash. Her left hand is on her hip, and her right hand is raised, holding a thin, horizontal object. The background is dark, and the overall style is reminiscent of early 20th-century fashion illustrations.

New Roles for Women

- The fast-changing world of the 1920s produced new roles for women
- Many women entered the workplace as nurses, teachers, librarians, and secretaries
- Women still earned less than men and were kept out of many traditional male jobs (management) and faced discrimination

A Changing Family

- American birth rates declined for several decades before the 1920s
- During the 1920s that trend increased as birth control information became widely available
- Birth control clinics opened and the American Birth Control League was founded in 1921



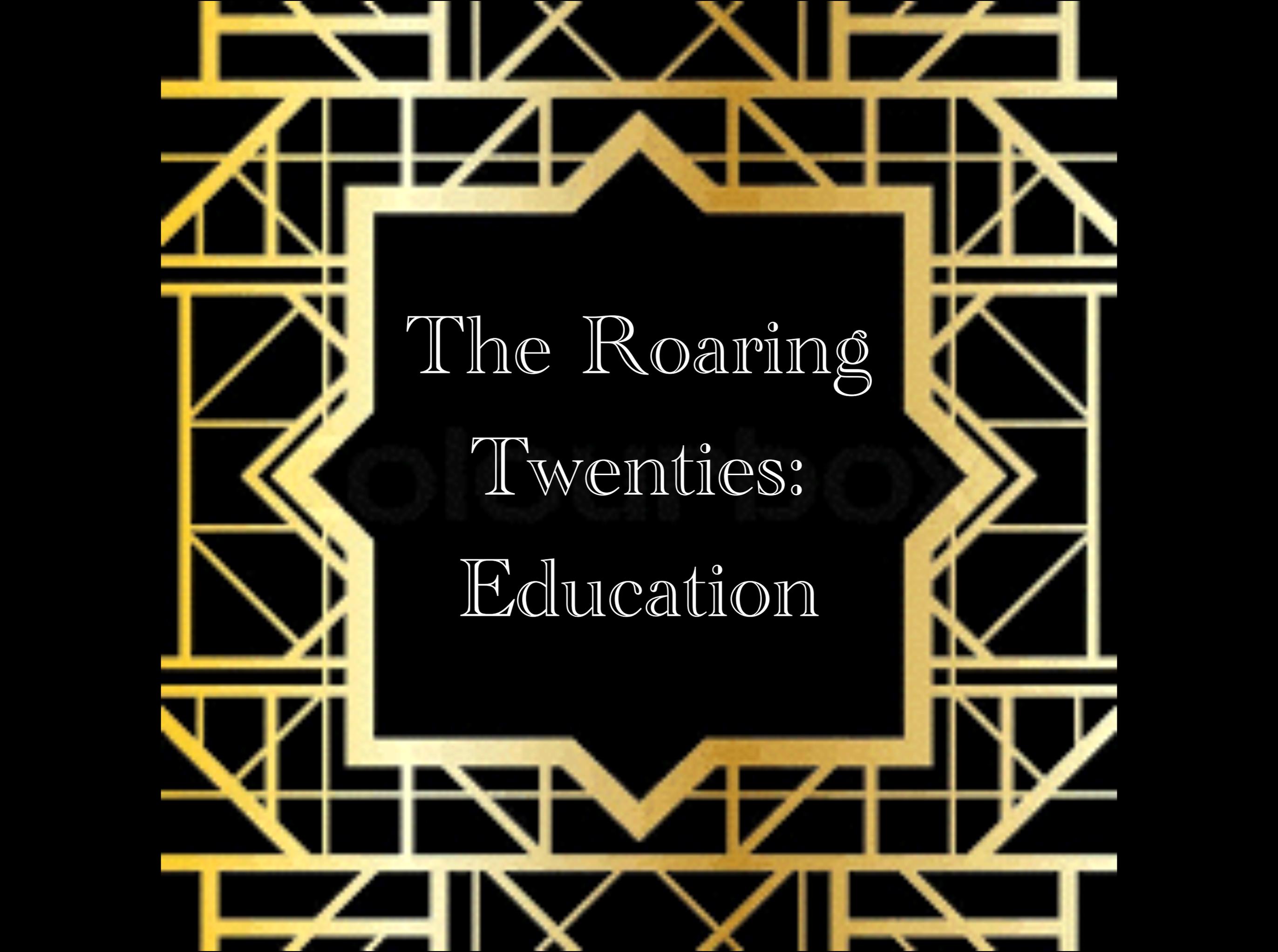
Margaret Sanger and other founders
of the American Birth Control League,
1921

Modern Family Emerges



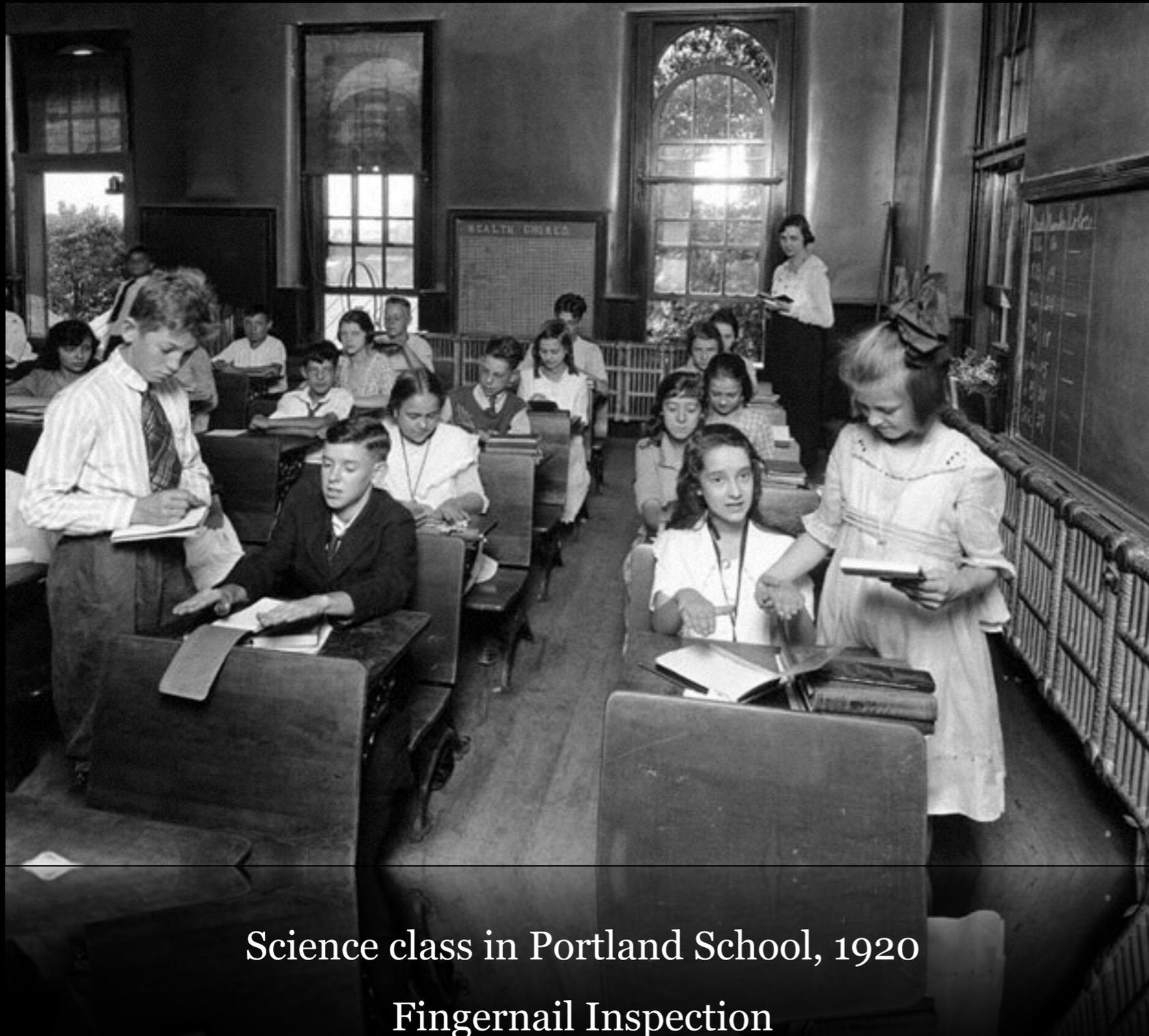
- As the 1920s unfolded, many features of the modern family emerged
- Marriage was based on romantic love, women managed the household and finances, and children were not considered laborer/wage earners, but rather developing children who needed nurturing and education

Ted Jourdan and his family, 1923



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Twenties:
Education

Education and Popular Culture



- During the 1920s, developments in education had a powerful impact on the nation
- Enrollment in high schools quadrupled between 1914 and 1926
- Public schools met the challenge of educating millions of immigrants

Expanding News Coverage

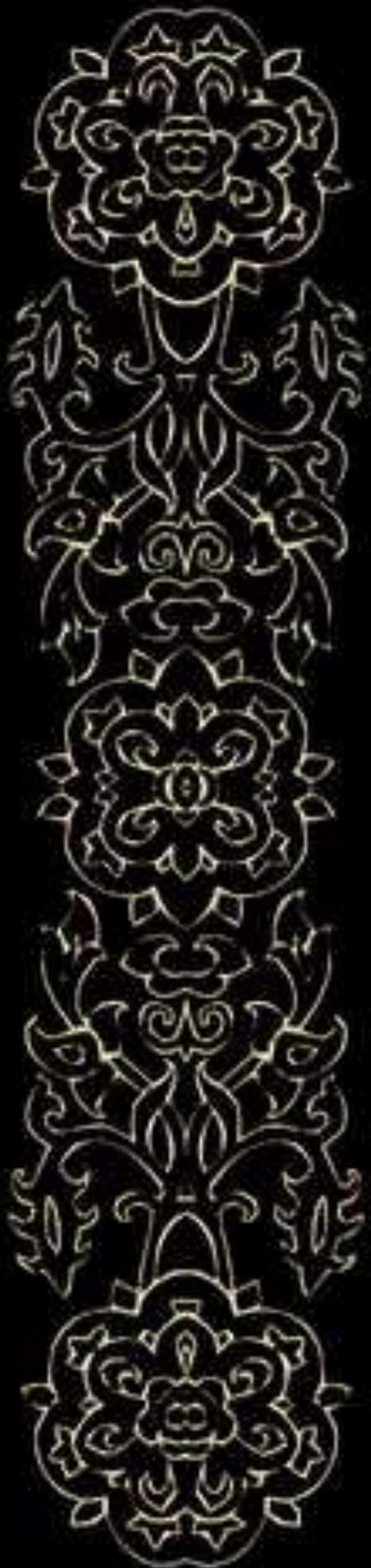
- As literacy increased, newspaper circulation rose and mass-circulation magazines flourished
- By the end of the 1920s, ten American magazines (including Reader's Digest and Time) boasted circulations of over 2 million



Radio Comes of Age



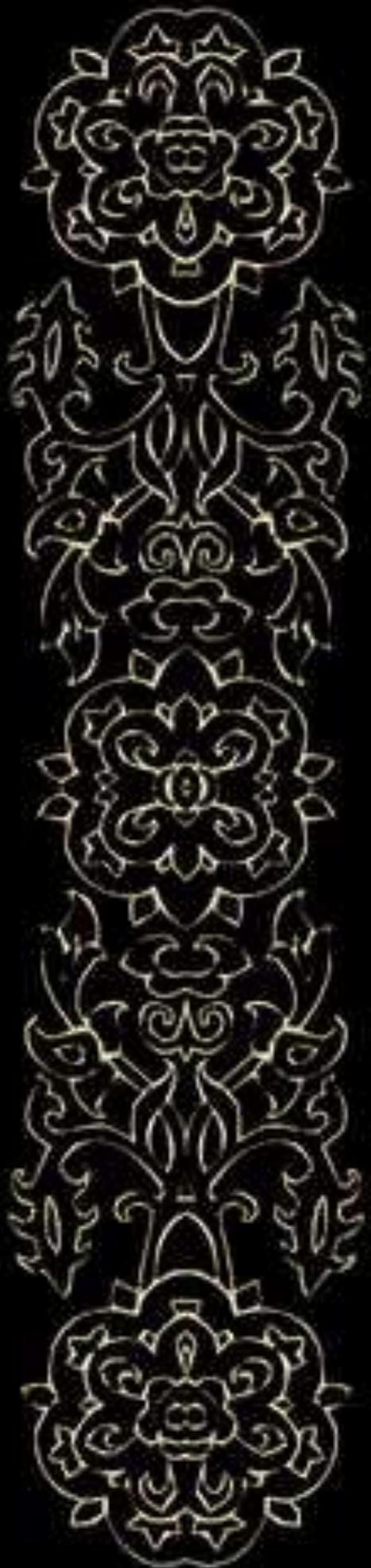
- Although print media was popular, radio was the most powerful communications medium to emerge in the 1920s
- News was delivered faster and to a larger audience
- Americans could hear the voice of the president or listen to the World Series live



American Heroes of the 20s



- In 1929, Americans spent \$4.5 billion on entertainment (includes sports)
- People crowded into baseball games to see their heroes
- Babe Ruth was a larger than life American hero who played for the Yankees; he hit 60 homers in 1927



Lindbergh's Flight

- America's most beloved hero of the time wasn't an athlete but a small-town pilot named Charles Lindbergh
- Lindbergh made the first nonstop solo trans-Atlantic flight
- He took off from NYC in the *Spirit of St. Louis* and arrived in Paris 33 hours later to a hero's welcome

