

**U.S. History II**  
Frank J. Paprota Jr.

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**Chapter 23**  
**The Jazz Age**  
**1920 - 1929**

**Pgs. 684 - 711**

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**Section 1**  
**Boom Times**

**Pgs. 686 - 693**

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**DO NOW / HOMEWORK**

- Read Section 1, Boom Times, pgs. 686 - 693
- In your Notebooks
  - Answer Read to Discover questions, pg. 686.
  - Do Vocabulary Words, pg. 686.
- Do Handout 23.1

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**Objectives:**

- 1) Evaluate how the economic boom affected consumers and American businesses.
- 2) Examine how the assembly line spurred the growth of the automobile industry.
- 3) Describe how Henry Ford changed working conditions during the 1920's.
- 4) Explain how widespread automobile use affected the daily lives of many Americans.
- 5) Discuss how American industries encouraged changes in consumer practices.

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**Define**

- scientific management
- assembly line
- auto-touring
- installment plan
- planned obsolescence

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<b>Identify</b>
➤ <b>Frederick W. Taylor</b>
➤ <b>Henry Ford</b>
➤ <b>Model T</b>
➤ <b>Alfred P. Sloan</b>

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<b>Boom Times</b>	<b>5:33</b>
<b>Boom Times</b> <b>Notes – Type 1 – 12 lines</b>	

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<b>Type 3 writing – Objective 1: Evaluate how the economic boom affected consumers and American businesses.</b>	
Write a 10 – 15 line essay using all of the listed terms to analyze how the economic boom of the 1920's affected consumers and American businesses:	
➤ economic prosperity ➤ wage increases ➤ new products ➤ consumer demand ➤ scientific management	
<b>FCA's</b>	
1. Use of all listed terms.....	40 pts.
2. Correct understanding of objective 1.....	40 pts.
3. Proper spelling.....	20pts.

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## Collaborative Learning

### Groups 1 & 2

Imagine you are part of a panel discussion in the 1920's on the topic of the auto industry. Each group will present a discussion on the impact of the assembly line on the growth of the auto industry.

### Groups 3 & 4

Imagine you are part of a panel discussion in the 1920's on the topic of the auto industry. Each group will present a discussion on how Henry Ford has changed working conditions in the industry.

### Groups 5 & 6

Imagine you are part of a panel discussion in the 1920's on the topic of the auto industry. Each group will present a discussion on how the automobile has changed the lives of most Americans.

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## Boom Times

### Scientific management

Theory promoted by Frederick W. Taylor that held that every kind of work could be broken into a series of smaller tasks and that rates of production could be set for each component task.

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## Boom Times

**Frederick W. Taylor**  
1856 - 1915

- American inventor, engineer, and efficiency expert
- noted for his innovations in industrial engineering and management.



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## Boom Times

**How did the economic boom affect consumers and American business?**

- Economic prosperity led to wage increases for workers
- Workers' increased purchasing power created markets for new products
- To keep up with consumer demand, businesses experimented with scientific management techniques

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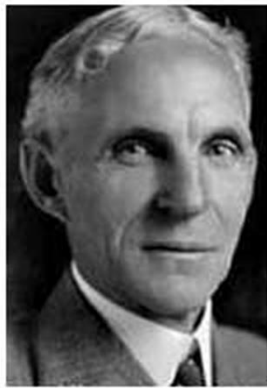
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## Boom Times

**Henry Ford  
1863 - 1947**

- American automobile manufacturer who developed a gasoline-powered automobile
- Using the assembly line mass-produced the first generally affordable and widely available automobile.



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## Boom Times



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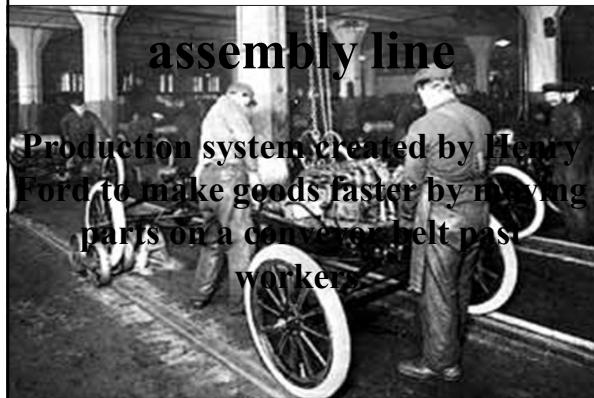
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## Boom Times



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## Boom Times

**How did the assembly line spur the growth of the automobile industry?**

**The assembly line cut production time and costs. This allowed manufacturers to reduce car prices, which allowed greater numbers of consumers to buy cars.**

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## Boom Times

**How did Henry Ford change working conditions during the 1920s?**

**The assembly line increased productivity but made factory work repetitive. He also shortened the work day and significantly raised the wage of low skilled labor.**

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<b>Boom Times</b>
<p style="text-align: center;"><b>auto-touring</b></p> <p><b>Craze that encouraged Americans to take long sightseeing trips in their automobiles.</b></p>

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<b>Boom Times</b>
<p><b>How did widespread automobile use affect the daily lives of many Americans?</b></p> <ul style="list-style-type: none"> <li>➤ Linked rural to urban areas &amp; contributed to growth of suburbs</li> <li>➤ Replaced horse-drawn vehicles &amp; reduced use of trains &amp; trolleys</li> <li>➤ Led to auto-touring craze</li> <li>➤ Changed family life by creating new social opportunities for teens</li> <li>➤ Reduced people's sense of community</li> </ul>

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<b>Boom Times</b>	
<p><b>Alfred P. Sloan</b> 1875 - 1966</p> <ul style="list-style-type: none"> <li>➤ Head of General Motors</li> <li>➤ Began designing more expensive luxury cars as public looked for more than mere basic transportation</li> <li>➤ Initiated installment plan buying</li> </ul>	

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**Boom Times****installment plan**

**A way of purchasing goods in which the consumer pays for goods in small increments over time.**

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**Boom Times****planned obsolescence**

**Practice of manufacturing products that are designed to go out of style.**

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**Boom Times**

**How did American industries encourage changes in consumer practices?**

- **Planned obsolescence**
- **Installment plan**
- **New materials & designs**
- **Advertising**
- **Retail chain stores**

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DRINK  COLD



SMIRNOFF  
ICE

WHO KNOWS WHERE IT'LL GO

**Subliminal Ads: Can you find the faces?**

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seagrappearce.com

**Subliminal Ads: Can you find the faces?**

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**Subliminal Ads:  
Can you find the  
faces?**



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## **Section 2**

### **Life in the Twenties**

**Pgs. 694 - 701**

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#### **DO NOW / HOMEWORK**

- Read Section 2, Life in the Twenties, pgs. 694 - 701
- In your Notebooks
  - Do Vocabulary Words under Define & Identify on pg. 694.
  - Answer Read to Discover Questions 1 - 4 on pg. 694.

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#### **Objectives:**

- 1) Analyze the impact prohibition had on crime.
- 2) Describe the characteristics of the new youth culture.
- 3) Explain how celebrities and new forms of popular entertainment helped create a mass culture.
- 4) Examine what the Scopes trial and the religious movements of the 1920's revealed about American society.

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<b>Define</b>
➤ <b>flappers</b>

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<b>Identify</b>
➤ <b>Volstead Act</b>
➤ <b>Al Capone</b>
➤ <b>Eliot Ness</b>
➤ <b>Untouchables</b>
➤ <b>Twenty-first Amendment</b>
➤ <b>Cecil B. DeMille</b>
➤ <b>Babe Ruth</b>

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<b>Identify</b>
➤ <b>Jim Thorpe</b>
➤ <b>Charles Lindbergh</b>
➤ <b>Amelia Earhart</b>
➤ <b>Aimee Semple McPherson</b>
➤ <b>Fundamentalism</b>
➤ <b>Clarence Darrow</b>
➤ <b>Scopes trial</b>

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**Quiz: TYPE 2 writing, 3 minutes**  
**Closed book, Open notebook**

**List three (3) impacts  
that prohibition had on  
crime.**

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**Life in the Twenties** 4:53



**Al Capone & Prohibition**  
**Type 1 – Notes – 12 lines**



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**Life in the Twenties**

**Volstead Act**

**1919 federal law that enforced  
the Eighteenth Amendment  
(prohibition).**

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## Life in the Twenties

**Al Capone**  
**1899 - 1947**

- American gangster & bootlegger
- His syndicate controlled gambling, prostitution & illegal liquor sales in Chicago in 1920's
- Convicted of tax evasion & imprisoned in 1931



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## Life in the Twenties

**Eliot Ness**  
**1903 - 1957**

- Special agent for Chicago office of Prohibition Bureau
- Organized group of incorruptible detectives known as the Untouchables
- Responsible for arrest & conviction of Al Capone



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## Life in the Twenties

### Untouchables

**Nickname given to group of detectives led by Eliot Ness who targeted gangsters during Prohibition and who were honest & incorruptible.**

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<b>Life in the Twenties</b>
<b>Twenty-first Amendment</b>
<b>1933 Constitutional amendment that ended prohibition by repealing the Eighteenth Amendment.</b>

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<b>Life in the Twenties</b>
<b>What impact did prohibition have on crime?</b>
<ul style="list-style-type: none"> <li>➤ Increased crime rates by creating illegal market for alcohol</li> <li>➤ Violent criminal gangs controlled illegal market</li> <li>➤ Increased police corruption</li> <li>➤ Loss of respect for laws &amp; law enforcement</li> </ul>

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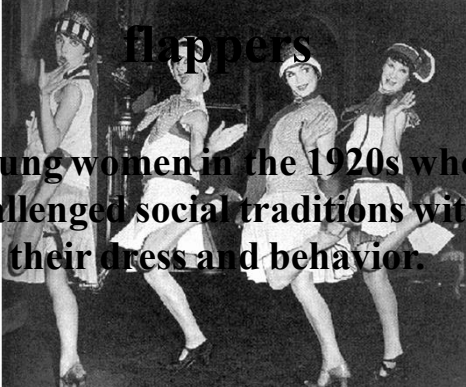
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<b>Life in the Twenties</b>
<div style="display: flex; align-items: center;"> <div style="flex: 1;">  </div> <div style="flex: 1; padding-left: 10px;"> <p style="font-size: 2em; font-weight: bold; margin: 0;">flappers</p> <p><b>Young women in the 1920s who challenged social traditions with their dress and behavior.</b></p> </div> </div>

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## Life in the Twenties

What were the characteristics of the new youth culture?

- New woman: flappers. Social & economic independence
- College life & fashions
- New leisure activities & fads including dance marathons & flagpole sitting

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## Life in the Twenties

**Cecil B. DeMille**  
1881 - 1959

- Acclaimed movie director
- Introduced a new style of filmmaking marked by epic plots & complex characters
- Known for biblical epics & films focusing on changing morals of 1920s



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## Life in the Twenties

**Babe Ruth**  
1895 - 1948

- Legendary baseball player, considered by many to be the best ever
- Long-time holder of many records including most career & season HR's
- Attracted many new fans to the game



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## Life in the Twenties

**Jim Thorpe**  
1888 - 1953

- Native American athlete
- probably the greatest all-round U.S. male athlete ever
- Gold medalist , 1912 Olympics, for pentathlon & decathlon, as well as a professional baseball & football player



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## Life in the Twenties

**Charles Lindbergh**  
1902 - 1974

- American aviator
- made the first solo, nonstop transatlantic flight
- Probably the biggest celebrity of the 1920s.



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## Life in the Twenties

**Amelia Earhart**  
1897 - 1937

- American aviator
- first woman to fly across the Atlantic
- Disappeared while attempting an around the world flight in 1937 – her fate remains a mystery



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## Life in the Twenties

How did celebrities and new forms of popular entertainment help create a mass culture?

**Books, magazines, radio, movies, sports, celebrities and heroes all created shared cultural experiences among Americans.**

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## Life in the Twenties

**Aimee Semple  
McPherson  
1890 - 1944**

- Popular revivalist & evangelist
- Combined strong Christian message with glamour of Hollywood
- Founder of International Church of the Foursquare Gospel



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## Life in the Twenties

4:07

**The Moral Question\_Scopes Trial, Prohibition  
Type 1 – Notes – 15 lines**

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## Life in the Twenties

### Fundamentalism

**Protestant religious movement that teaches that traditional Christian doctrine should be accepted without question and that the Bible is literally true.**

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## Life in the Twenties

**Clarence Darrow  
1857 - 1938**

- American lawyer known for defending “underdogs”
- Unsuccessfully defended John Scopes on charge of teaching evolution, although his examination of Bryan on the witness stand did much to discredit fundamentalism



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## Life in the Twenties

### Scopes trial

**1925 trial of John Scopes, a high school science teacher who was prosecuted for teaching evolution contrary to a Tennessee statute**

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## **Life in the Twenties**

**What did the religious movements of the 1920s and the Scopes trial reveal about American society?**

**There was deep division in American society between traditional religious values and new values based on scientific ways of thought.**

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## **Section 3 A Creative Era**

**Pgs. 702 - 709**

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### **DO NOW / HOMEWORK**

➤ **Read Section 3, A Creative Era, pgs. 702 - 709**

➤ **In your Notebooks**

➤ **Do Vocabulary Words under Define & Identify on pg. 702.**

➤ **Answer Read to Discover Questions 1 - 4 on pg. 702.**

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Objectives:
1) Explain how jazz and blues became popular nationwide.
2) Analyze how artists and writers of the Harlem Renaissance used their work to express pride in their cultural heritage.
3) Describe how writers of the Lost Generation portrayed American life.
4) Identify some of the major inspirations behind the new movements in visual arts and architecture.

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Define
➤ <b>jazz</b>
➤ <b>blues</b>

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Identify
➤ <b>Bessie Smith</b>
➤ <b>Louis Armstrong</b>
➤ <b>Bix Beiderbecke</b>
➤ <b>Duke Ellington</b>
➤ <b>Langston Hughes</b>
➤ <b>Harlem Renaissance</b>
➤ <b>Paul Robeson</b>

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Identify

- Rose McClendon
- James Weldon Johnson
- Ernest Hemingway
- Lost Generation
- F. Scott Fitzgerald
- Alfred Stieglitz
- Diego Rivera

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Collaborative Learning – 1 Test Gr.

Each group will prepare a 10 – 15 minute lesson and accompanying PowerPoint presentation on their chosen artist from the Jazz Age. Your lesson should give a brief biography of the artist with an emphasis on their contribution to American culture during the Jazz Age. Try to incorporate photographs, audio files and video files in your PowerPoint presentations so as to make them as entertaining as possible and give a complete picture of the contributions of your artist. You may choose from the following individuals:

➤ Bessie Smith	➤ Rose McClendon
➤ Louis Armstrong	➤ James Weldon Johnson
➤ Bix Beiderbecke	➤ Ernest Hemingway
➤ Duke Ellington	➤ F. Scott Fitzgerald
➤ Langston Hughes	➤ Alfred Stieglitz
➤ Paul Robeson	➤ Diego Rivera

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A Creative Era

jazz

Music that originated with African American musicians in New Orleans and gained popularity in the 1920s.

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## A Creative Era

### blues

**Jazz-influenced music that grew out of slave music and religious spirituals; featured heartfelt lyrics and altered or slurred notes that echoed the mood of the lyrics.**

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## A Creative Era

**Bessie Smith**  
c. 1894 - 1937

- American blues singer of the 1920s
- highest-paid black entertainer of her time
- Recording of “Down Hearted Blues” sold over 500,000 copies in 1923



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## A Creative Era

**Louis Armstrong**  
1901 - 1971

- American jazz trumpet virtuoso, singer, and bandleader
- was a major influence on the melodic development of jazz in the 1920s



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## A Creative Era

**Bix Beiderbecke**  
1903 - 1931

- American jazz cornetist, pianist, and composer
- One of first whites to weave jazz rhythms into their music



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## A Creative Era

**Duke Ellington**  
1899 - 1974

- American jazz musician and composer
- after appearances in nightclubs in Harlem he became one of the most famous figures in American jazz



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## A Creative Era

**How did jazz & blues become popular nationwide?**

- Became popular nationwide as black musicians moved north.
- White musicians began playing jazz
- The opening of jazz clubs
- Big bands popularized jazz as dance music

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## A Creative Era

**Langston Hughes**  
1902 - 1967

- American poet and central figure of the Harlem Renaissance
- Noted that jazz proclaimed, "Why should I want to be white? I am a Negro – and beautiful!"



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## A Creative Era

### Harlem Renaissance

**Period of great African American artistic accomplishment that began in the 1920s in the Harlem neighborhood of New York City.**

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## A Creative Era

**Paul Robeson**  
1898 - 1976

- American actor and bass singer
- Graduate of Rutgers University & Columbia Law School
- First black to play leading role opposite a white actress



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## A Creative Era

**Rose McClendon**  
**1884 - 1936**

- African-American actress, theatric administrator and director.
- appeared in *Deep River* and *In Abraham's Bosom* in Langston Hughes' *Mulatto*, and in the original production of *Porgy and Bess*.



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## A Creative Era

**James Weldon Johnson**  
**1871 - 1938**

- African-American educator, lawyer, diplomat, NAACP official
- Main contribution to Harlem Renaissance through his support of other authors in hope of furthering cause of equal rights



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## A Creative Era

**What impact did the Harlem Renaissance have on American society?**

- Performers & playwrights brought new respect to black theater
- Black writers celebrated their ethnic identity & discussed the struggles faced by many African Americans.

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## A Creative Era

**Ernest Hemingway**  
**1899 - 1961**

- American writer, journalist, and expatriate.
- Expressed anger & disillusionment at uselessness of war.
- Wrote such novels as *A Farewell to Arms*, *The Sun Also Rises*, and *The Old Man and the Sea*.



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## A Creative Era

### Lost Generation

**A group of writers whose works reflected the horrors of the death and destruction of World War I and criticized consumerism and superficiality in postwar society.**

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## A Creative Era

**F. Scott Fitzgerald**  
**1896 - 1940**

- American writer whose novels chronicled the Jazz Age.
- Life marked by his wife's mental illness & his own alcoholism.
- Wrote such novels as *The Great Gatsby* and *This Side of Paradise*



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## A Creative Era

How did writers of the Lost Generation  
portray American life?

- Hemingway showed the devastation & uselessness of war
- Fitzgerald revealed the superficiality of college life & the emptiness associated with the pursuit of status & wealth
- Lewis discussed the emptiness & conformity of middle-class life

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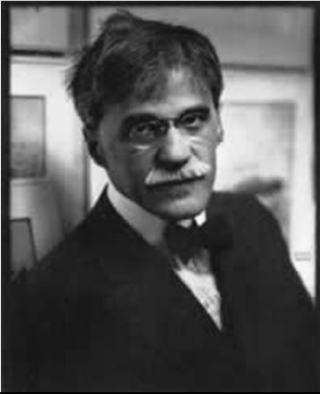
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## A Creative Era

Alfred Stieglitz  
1864 - 1946

- Photographer who helped popularize it as an art form.
- Best known for photos of his wife, Georgia O'Keeffe as well as airplanes, skyscrapers, & crowded city streets



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## A Creative Era

Georgia O'Keeffe  
1887 - 1986

1920 photo by  
husband Alfred  
Stieglitz



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## A Creative Era

**Diego Rivera**  
**1886 - 1957**

- Mexican painter noted for his murals that exalt workers
- Best known for his murals *Detroit Industry & Man at the Crossroads*



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## A Creative Era



*Man At The Crossroads*  
Diego Rivera  
Rockefeller Center – later destroyed

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## A Creative Era

What were some of the major inspirations behind new movements in the visual arts and architecture?

- A number of painters & photographers were inspired by urban, industrial settings
- Many Mexican muralists were inspired by the nobility of workers & the tyranny of the wealthy.
- Architects found inspiration in Louis Sullivan's ideas about form & function & in Frank Lloyd Wright's "prairie style."

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<b>Life in the Twenties</b>	<b>5: 19</b>
<b>The Jazz Age</b>	
<b>Type 1 – Notes – 15 lines</b>	



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