

Lesson #80 U.S. History

The Jazz Age Entertainment

Entertainment and Popular Culture:

Radio began the mass media market with a broadcast from Frank Conrad of the election result of 1920 from his garage along with Westinghouse. They joined together and developed programs to sell their products at Radio station KDKA in Pittsburg, Pennsylvania. These programs were offered during the day to women at home. Later in the 1930's Procter and Gamble sold soap in their programs giving the term Soap Operas.

The Radio provided:

- *Faster information
- *Mass culture
- *A false image of a crime wave – now one heard of crime from around the country
- *Standardized language – Midwest language pattern easiest to understand in all parts of country
- *Family stopped playing together to listen to the radio. Then then kids separated to their rooms
- *1926 NBC Radio went on the air

Sports in the 1920's Development of baseball – Football - Tennis and swimming

Ty Cobb the 'Georgia Peach' known as the monster fans loved to hate. Rumors were that he sharpen his cleats to injure basemen when he slid into base. That he killed a man before a game in Detroit and he was a racist. Ty never refuted these allegations in public. He did hire Blacks and supported education in his hometown and Supported Jackie Robinson movement into the major league ball game. Most of the history of Cobb's life came from Al Stump's book that was based on myths and poor facts. Charles Leerhsen's book *A Terrible Beauty* in 2015 shown Ty as an aggressive ballplayer and an educated thinker. Ty was the first millionaire who invested wisely. He played the game to win. His philosophy in winning was the base running and hits. He once stole home when the opposite team stood around and argued a point. Some of his records still stand. At the same time a new picture came into the major league game.

That picture was Babe Ruth the 'Sultan of Swat'. Ruth pitched the second game of the World Series in 1916. The game lasted 14 inning and ended 2 to 1. The first batter Ruth face hit a home run and that was the last run for that team. Ruth was such a good hitter that he was needed to play every game, so he was moved into the field. The long ball replaced the base runner game of Ty Cobb.

The Chicago White Sox Scandal 1919 came to the front page of the news in 1920. The gambling that had been part of the game from the start had been ignored. Ringleader of the Players Chick Gandil and Joseph Sullivan a gambler fixed the 1919 World Series. The White Sox's became known as the 'Black Sox's' and baseball owners appointed Kenesaw Landis as Commissioner to clean up the game. He ban eight players for life from the game and made other changes to end the gambling. The scandal is still a subject of controversy in books and films over the players banned from the game. It was the Twenties that the Game became the national Game.

The decade saw over three million of fan go to College football fields to see their college teams on the gridiron battling out that week's winner. Men had returned from the war rejoined their college football team and the public needed entertainment. Stadiums sizes were increase. College saw an increase in enrollments in the Twenties. Players and coaches like Knute Rockne, 'Red' Grange the "Gallopig Ghost", Jim Thorpe, George Gipp, and George Pfann became household names.

Jack Dempsey “Manassas Mauler” won the Heavyweight boxing World Championship title in 1919 and held it until 1926. He was not popular with the public because he did not serve in the Great War and viewed as a ‘slacker’. Then in 1926 he was beaten by Gene Tunney in a title fight. When he returned to his hotel room his wife asked what happen. He replied, “I forgot to duck” and the public change their mind on Jack. A rematch was held in 1927 with a new rule that said when a man is down the other fighter must go to a neutral corner. In the seventh round Jack knocked down Gene and fail to move to a neutral corner that delayed the count for five seconds. It became the “Long Count” and allowed Gene to get un and win the fight. Jack retired from boxing and open a restaurant.

Bobby Jones Made golf history during the 1920’s. He never became a professional and stay an amateur that dominated the sport. In 1925 he was he was on the 11th hole when in a practice swing the head of the club force the wind it created to move the ball. He told his partner that he had a penalty that ended with him with a 77 instead of 76 that was a tie in the match. The officials and players tried to talk him out of the penalty shot and he said Rule 18 had to be followed. In a play-off he lost, but sportsmanship was what Bobby care about.

Gertrude Ederle in 1924 was with the American Olympic team that won 99 metals with team notable member like Johnny Weissmuller and DeHart Hubbard. Gertrude won gold in the 4x400 and Bronze in the 100-meter and 400-meter free style races. She decided to swim the English Channel and on August 6, 1925 she left France and cross the channel in 14 hours and 34 minutes English Channel beat the male record by 2 hours & 23 minutes.

The Public resented players that ignored the public. Helen Wills was a great champion on the tennis court and unconfident and awkward socially off the court. One reporter called her “Little Miss Poker Face” and the public began calling her “Queen Helen or Imperial Helen. She won 19 of 22 titles in her career.

Movies:

Standardized fashion and styles – be like the Stars of film

Changed values (morals)

Vaudeville (variety acts) *and Burlesques* (off -color acts) many performers would go into raido

Automobile: Automobiles – became the engine of economic drive

Henry Ford and the Model “T” Any color “Black” & Sunday Drive

Air Industry

Lindbergh – Flight to Paris

Robert Goddard – Rockets

Amelia Earhart -

American Music:

American music until the middle of the 19th century was pattern after songs and the music of Europe. The first real American composer was Louis Moreau Gottschalk from New Orleans. He took the sound of Europe and the sounds of culture in the parks of New Orleans to make an American sound of music. The African American instrument the Banjo was used in *Le Banjo* a piano piece that gave the banjo sound.

Gottschalk’s sound influence Scott Joplin who developed a new sound at the turn of the 20th century called Ragtime with a syncopation of accents between beats. By the 1920’s this form of music had turned into Jazz and then along with Gospel, Rhythm & Blues and Swing became the sound of America. That George Gershwin would express with his *Seanee* (1919), *Rhapsody in Blue* (1924), *Fascinating Rhythm* (1924) *and An American in Paris* (1928). When Gershwin asked the composer Maurice Ravel if he could study with him Ravel was reported to rely “You should give me lessons” and “Why be a second-rate Ravel, when you are a first-rate Gershwin?”

Appalachian Music (music of the hills) English, Irish, Scottish, German, French Huguenots and African influences – fiddle, Banjo, Guitar, Mandolin, Harmonica and German Scheitholt or Scheitholz (string instrument).

The 1920's saw the beginnings of looking for Traditional American music – Louis Chappell's unpublished work was later looked at and found the Ballad of *John Henry* about a black railroad worker. Folk songs like love story of Barbara Allen (Briar and Roses) have been passed down over generations.

The Bristol Sessions in 1927 discovered Jimmie Rodgers he performed on April 18, 1927 on WWNC. He would become a super star in country music. Alan Lomax also looked for traditional folk songs to catch. These individuals that looked for the old songs were called Song Catchers.

Grand Ole Opry began in 1925 show casing the music of rural America.

Tin Pan Alley –General public music and ethnic music

Ethnic Communities flourish: every community had its own theater, market, and dining Establishments, plus criminal organization.

Harlem Renaissance – African American arts came into the broader American market.

Cotton Club – New York – show case

Duke Ellington - in 1914 composed “Soda Fountain Rag” (Poodle Dog Rag)

Move to the Cotton Club in 1927 and weekly radio broadcast made him a national figure The song *Creole Love Call* became an international hit – then he made a 19-minute film

Louis Armstrong - Creole Jazz Band 1922 in Chicago then the Hot Five in 1925 and made a vocalist appearance in 1929

Literature:

Langston Hughes poet

W.E.B. DuBois

Art

Augusta Savage

Jacob Lawrence

Asian on the West Coast entertained at Forbidden City, in San Francisco California - version of Cotton Club

Yiddish Theater – and the movie industry

Classical music:

It grew because of immigrants

Metropolitan Opera "Golden Era"

Light Classical Music:

Victor Herbert & Rudolf Friml

Richard Rodgers and Lorenz Hart Play writers

The *Garrick Gaieties* play 1925 hit song *Manhattan* followed by *Blue Skies* 1925 and *Puttin' on the Ritz* 1928

George Gerschwin – songs

Irving Berlin and Jerome Kern (music composer) 1911 *Alexanders Ragtime Band*

Dance

Marathon Dances - Charleston & Animal Dances

Literature: “Lost Generation” & “Harlem Renaissance”

Ernest Hemingway – *The Sun Also Rises* 1926

T.S. Eliot – *The Waste Land* 1922

Erskine Caldwell – *Tobacco Road*

Eugene O’Neill – *Anna Christie* 1922, *Strange Interlude* 1928

Scott Fitzgerald – *The Great Gatsby* 1925

Alan Locke – *The New Negro* 1925

Sinclair Lewis *Babbitt* 1922

Bruce Barton – *The Man that Know Body Know’s* – *Jesus Capitalist*

“Business of America is Business”

IBM founded in 1924

Time Magazine first issue 1923

Lincoln Memorial 1922

Yankee Stadium 1922 “House Ruth Built” 1922

Model “T” sold for \$260.00 in 1924

Mickey Mouse 1928

Jazz Singer – Al Jolson

Standardization and Scientific Advertising

Social Science came to advertising

1900 – explain the product to customer

1910 – create a desire in the customer

1920 – change buying habits – installment buying and on credit (General Motors)

Encourage instant gratification.

Slogans:

“Say it with Flowers”

“halitosis” new breath problem created in advertising at Listerine

Match industry “Never light three cigarettes with one match” (sniper target WWI) “Bad Luck”

1924 *The Breakfast of Champions*

1925 *Birdseye* frozen foods

1922 Epperson introduced the “*Popsicle*” after a spoon was left in a glass of lemon aid

1924 Red Cross nurses used a Kimberly-Clark substitute (wood cellulose) for bandages. Then Mahler used technology to introduce a sanitary napkin in 1921 *Kotex* and introduced *Kleenex* Kerchiefs.

Terms changed:

The Undertakers became the “Morticians” with Funeral Homes

The Real Estate agents became Realtors

Industry and new products:

1901 Gillette introduced the safety razor I

1924 Schick introduced the electric razor

1928 Vacuum Cleaner (Hoover was so popular in England it is called a Hoover)

1920’s Electric Washing Machine

1920’s Electric Refrigerators

1920’s Wristwatches replaced pocket watch