

Lesson #81 U.S. History

1920's Fashions and Art

The war had changed the old social and political order. Liberalism was seen as part of the cause for the political chaos and was rejected for more authoritarian states by the end of the 1920's. Women were obtaining suffrage and demanding more freedom in social areas of dress, work, and economics. People that had been subjects under a strict hierarchical environment began to question place in the world. This was true in the western world and more so in the colonial empires. The art and literature did more to portray the changing world in literature, music and painting with questions and statements of worth. Motion pictures gave everyone an idea of the perfect hair style and the perfect clothes to wear.



Culture:

- Woman dress in 1914 19 ½ yards – 1928 7 yards
- Hem line 6-7 inches above floor in 1920 – 1927 at knee
- 1910 divorce rate 9% 1928 17%
- 1914 a woman's costume used 19 ¼ yards of material by 1928 only 7 yards
- 1914 men saw cigarette as unmanly the Cigar separated men – WWI change this thinking
- 1914 Divorce at 9%
- Powder and paint only for scarlet women – rouge was frowned upon
- 1919 Women and men smoked cigarettes and drank spirits in public
- 1920 Sleeves just above elbow and hem 7 ½ inches above floor
- Virginia had a law that allowed only 3 inches exposed on the neckline at throat
- Flappers
- Hair Style called a "Bob"
- "Calling" became "Dating" - "Front Porch to back seat" from under the eye of chaperones
- Families smaller
- Entertainment moved outside the home
- 1928 Divorce at 17%

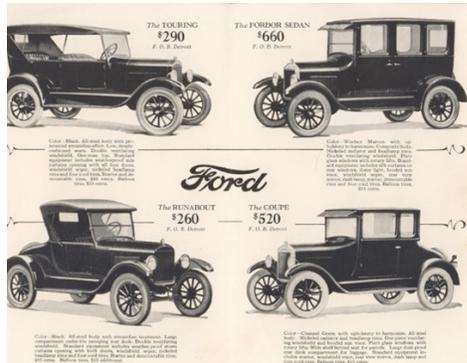
Education:

- 3 - R's (Reading, Writing and Arithmetic)
- High School became norm – teenager came into the culture
- College became the path to success for the elite
- 1920 The school year was 75 days / today 180
- Catholic Church and youth groups in LA - immigrant

Car Culture began:

1914 Henry Ford mass produce the Model T on a moving assembly line
 Model "T" sold for \$260.00 in 1924

- Paved roads
- Hotels became motels - Restaurants became café's
- Billboards and gas stations
- Family Sunday drive
- California and N.Y. speed limit was 30 mph / national average was 20 mph
- Illinois 15 mph in residential areas and 6 mph on curves



Movies and Style



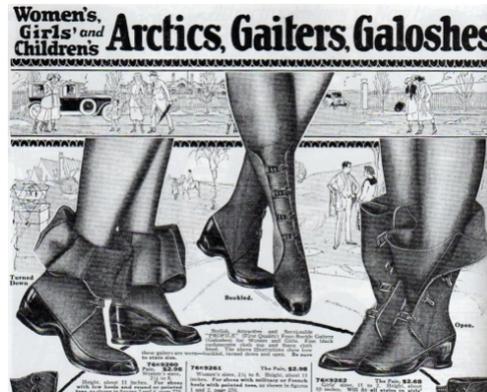
Rudolph Valentino



Mary Pickford



Style straight Lines



Shoes that gave the term Flapper's

Architecture - Art Deco

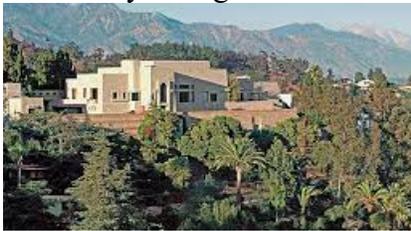


Empire State
Frank Lloyd Wright

“Race to the Sky”



Chrysler Building



Ennis House – L.A. 1924.



Imperial Hotel – Japan

Temperance movement

Drinking in 1790's was 3.5 gals per year for every person - men, women and children – 90% proof drink – remove children and most women and that would be some 16 gals per man

Drink a class social event Upper Class and working class

Upper class drank Madera (Wine)

Working class drank whiskey

Dinner events spent toasting everything and every State – drunken parties

Men would go off to a separate room and smoke and drink

Day started with an ‘eye opener’

Liquor paid government bill until the 16th amendment

Anti-German feelings because of WWI - Drinking cultures Irish and German and immigrations

Alcohol in America Prohibition Years: 18th Amendment and Volstead Act

Volstead Act – Yale had purchased 16 years of liquor before act went into effect

At same time refrigeration allowed beer to increase sales

Cocktail Culture – mixed drinks became a necessary function during prohibition to cover the taste of “bathtub gin”

Saloons or Gentlemen Clubs before shifted to speakeasies were men and women drank together
The martini shaker became the symbol of masculinity – chrome plated brass and took on the shape of architecture – Norman Bel Geddes 1934 shaker was the image of Rockefeller Center

The Vote – 19th Amendment

Suffrage push for women to control and protect their home - - a woman could file a complaint that her husband was a drunk and a bar that continued to serve him could be sued before prohibition

19th Amendment = Suffrage for women (vote)

Prior to World War I only four nations allowed women the vote

New Zealand

Australia

Finland

Norway

11 state in United States

H.L. Mencken predicted that if women got the vote adultery would replace “boozing” as the favorite pastime of politicians.

