



Cultural change in the 1920s

Advertising	Jazz
<p>There was also a boom in the entertainment industry. Coca cola serves as a good example of how product advertising changed over this forty-year period. When first introduced into the 1880's the product was marketed as medicine, with claims that it cured headaches, and that it "revived and sustained" a person. Today coca-cola is one of the largest and most visible companies.</p> <p>Radio, billboards and newspapers were also advertised in.</p>	<p>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. Women wore men's clothing they smoked they drank used makeup, played tennis, danced wildly in jazz clubs</p> <p>The 1920s is also often referred to as the 'Jazz age'. This was because it was incredibly popular at the time. By the 1920s, jazz music had spread from the south as African - Americans began to move north in search of work. The loud, lively music appealed to the young, both black and white, and it soon became the most popular musical style in dancehalls, bars and nightclubs in some of the big Northern cities such as Chicago and New York.</p>
Sport	Cinema

Women started to play tennis more frequently. The most popular sports were boxing, baseball, basketball and football but other sports also attracted vast interest such as hockey, tennis, athletics and golf.

Sports people achieved legendary status - Babe Ruth in baseball, Bobby Jones in golf.
60 million radio listeners heard coverage of the 1927 World Heavyweight boxing fight between Jack Dampsey and Gene Tunney.

Movies were fun. It provided a change from the day to day troubles of life. In the 1920s movies saw a vast expansion of Hollywood film making and worldwide film attendance

One of the biggest success stories of the 1920s was the movie industry. Hollywood, an area just outside the Californian city of Los Angeles, enjoyed year round sunshine and many of the major movie companies.

On one hand, there was a great deal of change for American women in the 1920s

On the other, there was little change for the majority of American women

There was a large difference in the 1920 to do with women as it benefited them.

There were 100,000 divorces in 1914, in 1929 there were twice as many.

Women had taken over jobs traditionally reserved for men. The number of women increased by 25% .

Women were able to drink, smoke and kiss in public and also dance in jazz clubs.

They became more free.

They would also play sports such as tennis.

By 1920 women were allowed to vote.

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

In 1920 the 19th Amendment gave women the vote.

The former suffrage campaigners formed themselves

into the Women's Joint Congressional Committee,

which lobbied successfully for a Maternity and Infancy Protection Act (1921), equal nationality rights

Women were still paid less than men in the same jobs.

10 million women were working in 1930 but this was still a quarter of the females aged 15 and over; the rest worked for free in the home and in the farm.

Apart from exceptions such as Florence Kelley and Alice Paul, few women went into politics; they gave up politics and returned to being housewives. Women campaigned in vain after 1920 for an Equal Rights Act.

The flappers scandalised many Americans – the Anti-Flirt Association tried to persuade young Americans to behaved decently. Most girls, especially in rural America, still behaved 'decently', got married and had babies.

for married women (1922), and the Child Labour Amendment (1925).