



# The Roaring 20's

*The Flapper Era*

*Events & Controversies of the 1920's*

*The Jazz Age*





# The Flapper Era



# The Flapper Era

## *Flappers*

*A new generation of women rose in the 1920's known as flappers.*

*Flappers cut their hair short, wore short dresses and makeup, smoked, and drank.*

*Flappers were known as giddy risk takers. They treated sex as a much more casual activity than their predecessors. They danced provocatively in jazz clubs, and drank openly during the Prohibition.*





# The Flapper Era

*Flappers strayed away from what was looked at as appropriate dress during the 20's, and created their own style. Instead of brassieres which were designed for support, flappers used flatteners made of cotton and elastic which gave them a flat chested look. "The ideal woman of the 1920's was tall, thin, and boyish." Flappers were also known for the knee-length hemline. The most fashionable design for a woman's dress or skirt in the 20's was straight and knee-length. For men, a new fashion was also created known as Oxford Bags. Trying to be different from their fathers, men wore Oxford Bags which were long pants that were loose fitted and had extremely wide legs.*



## *Fashions*





# The Flapper Era

*During the 1920's there were many new and popular dances that were created. One of the most popular was The Charleston. The Charleston was originally taken up by the African American community and was first discovered in Charleston, NC for which it was named. In 1923 a Broadway musical called "Runnin' Wild" featured a song and dance called the Charleston. This song and dance became extremely popular, and was suddenly the new craze in the 20's. The Charleston began with just a soft twisting of the feet, but as time went on, and the dance became more known, the Charleston became more of a faster kicking of the feet. And like many dances, The Charleston left a lot of room for individualization.*



## *Dances*





# The Flapper Era



## *Slang*

*Along with new fashions and new dances came the coming of new words and terms. Slang in the 20's sometimes took over the language. One new term that really sprouted in the 20's was "the bees knees". This term was used to describe an extraordinary person, thing, or idea. Other slang that was used in the 1920's included "cash" which meant a kiss, "cigg" which meant a cigarette, a "hoofer" was another word for a dancer, and to "pinch" meant to arrest. There were many, many other new terms that came about in the 1920's and some are even still used today.*





# The Flapper Era

## *Fads*



*In many ways fads went along with fashion. Fads were things that were popular for a certain period of time. You could say that the styles of flappers were more of like fads. Although they did start the short dress fashion, which is still worn today, the short hair and the hats that they wore were more like fads, because they were only really popular in the 1920's. Something that wasn't clothes or fashion that became an extremely popular fad in the 20's were crossword puzzles. The first crossword puzzle is said to be created by Arthur Wynne in 1913, but in the 20's crosswords really took a new height and started appearing in all American newspapers.*





# The Flapper Era

## *John Held*



*Not many people can define an age the way John Held defined "The Roaring 20's" with his drawings. Held was the right age at the right time, and had the right sense of humor for the age. Held was the most popular illustrator of the decade, and his illustrations were so prominent during the 20's that many people can still identify his drawings. John Held designed many covers for Life magazine and many of his illustrations appeared in The New Yorker. Although his post-1930 work is not as well known, he still managed to make a living through The Great Depression.*





# The Flapper Era

## Margaret Sanger



*Margaret Sanger was an American Birth Control activist and was the founder of the American Birth Control League. She was the 6th of 11 children and spent most of her childhood doing household chores and taking care of her younger siblings. Sanger figured that in order for women to be equal, they had to decide when it was the right time for a pregnancy or not. Birth control made it possible for women to enjoy sexual relations without the fear of pregnancy. When she moved to Lower East Side, New York and was living with poor women, she noticed frequent unwanted child birth and self-induced abortions; this is when she started to speak out and make women more knowledgeable of birth control. In 1923 she opened the first legal birth control clinic which was staffed entirely by female doctors and social workers.*

