The Jazz Age/Roaring Twenties

New Morality

* Traditionalists concerned about a “new morality” that challenged the way of seeing and thinking
* Glorifies youth and personal freedom
* Loving and emotional aspect of marriage leads to an importance in the ideas of romance, pleasure, and friendship
* Single, working young women: provides break away from parental authority and establish a personal identity; also provides wages to support a consumer culture
* Women attending college get support of their emerging independence (challenge traditional thinking about the nature of women and their role in society)
* Automobile: promote socializing outside of the home and find privacy

Flappers

* Young, dramatic, stylish, and unconventional women
* Wore short, bobbed haircut, flesh color silk stockings
* Emphasize the youthful appearance of glamourous stage and screen stars
* Smoke cigarettes, drank illegal liquor, dressed in attire considered too revealing by the traditionalists
* Pursue social and financial freedom
* Birth control (Margaret Sanger-preserve standard of living by having less children) becomes Planned Parenthood
* Dance the Charleston