

# Traditionalism Vs. Modernity 1920-1929

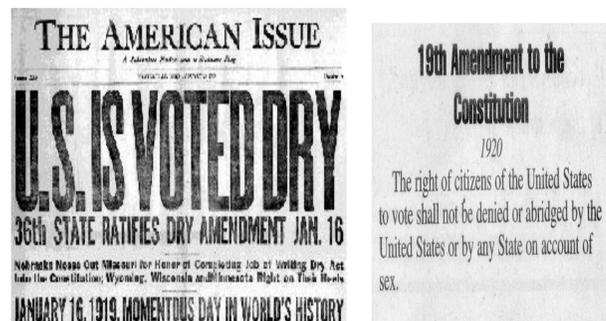
Dimitra Zorbas and Brielle George  
FYS 09 Ethnic Studies 125, Professor Jodie Roure

The 1920s was a time period of motivation, momentum, raging opinions being diversified and a transformation of modernity versus traditionalism. Most importantly it placed a great effect on the lives of White Protestant women, even though this group of people differed in opinions and ideas. Several women followed an approach in maintaining traditionalist and more cultural views, as opposed to other women known as “flappers” lived extraordinary lives.

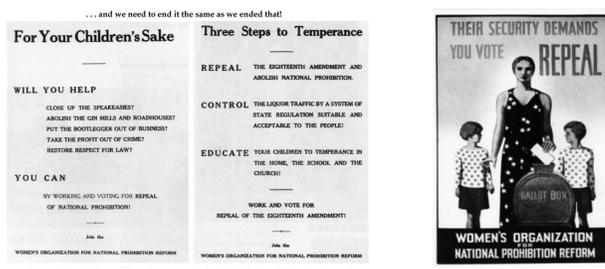


Traditionalism

Conservative women wanted to maintain a well connected family, connected with traditional morals. They fought for this during the rise of prohibition, but gained power from the 18<sup>th</sup> and 19<sup>th</sup> amendment.



### Womens' Organization for National Prohibition Reform



This reform defended the concept of securing families from the dangers of alcohol. Their goal was to eliminate all the underground facilities, which supported alcohol as well as all the businesses associated in selling this merchandise. Pauline Morton Sabin was the founder and creator of this reform in 1929.

The term flapper originated in Great Britain, where there was a short fad among young women to wear rubber galoshes (an overshoe worn in the rain or snow) left open to flap when they walked. The name stuck, and throughout the United States and Europe flapper was the name given to liberated young women. Flappers were bold, confident, and sexy. They tried new fad diets in an effort to achieve a fashionable thinness, because new fashions required slim figures, flat chests, and slim hips. The flapper dress was boxy and hung straight from shoulder to knee, with no waistline, allowing much more freedom of movement than women's fashions before the 1920s. While it did not show breasts or hips, it did show a lot of leg, and the just-below-the-knee length horrified many of the older generation. French fashion designer Gabrielle "Coco" Chanel (1883-1971) did much to popularize the new freedom of the flapper look.

One of the most famous flappers was silent film star Clara Bow (1905-1965). Sometimes called the "It" girl, Bow was thought to have "it," a quality of open sexuality, innocence, and fun that was the very definition of the flapper. Many women imitated Bow's look by drawing a bow shape on their lips, rimming their eyes in black, and curling their hair onto their cheeks.



Flappers were going for a new look. Nightclubs were the place to be and women went out with friends forgetting all about chaperones. Ladies were active and wild which shocked the older generations. In the 1920's, it felt like the "old fashioned girl" was lost forever and the "new woman" was born. She smoked, drank, voted, danced, wore makeup, cut her hair, and went to parties.



Overall, this time period faced dramatic changes in the way, the family functioned as well as how women were being treated. Within the years of 1920-1929, Women either detested to the idea of prohibition or flattered it. Those who flattered it were known as the flappers, given their right to vote, opened their voice to the society and they practiced as they wished. On the other hand, there were the more conservative women who, detested to the idea of alcohol and underground facilities, primarily because it separated the family, and taught young children that “alcohol was a positive thing,” meanwhile it was dangerous. In return organizations were created, such as the “Women’s Christian Temperance Union” and “Women’s Organization for National Prohibition Reform,” which both focused on rescuing Americas families and communities from the ravages of alcohol.



Vs.

Modernity



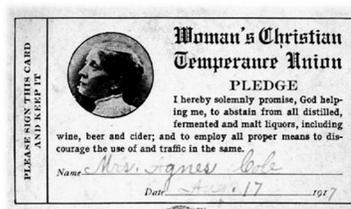
In order to complete a project such as this one, we both did intensive research to defend both of our points. The points are how women of the elite class, politically voiced their situation of alcohol, as well as how it inevitably affected their families. In terms of the views of the flappers as well as the conservative women.



### Women's Christian Temperance Union



The WCTU organization turned their support to child welfare and social purity. Women wanted to abstain from all distilled liquors and to discouraged the use of it, in order to maintain a classic family surrounding.



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