

# INSTITUTE FOR THE STUDY OF WESTERN CIVILIZATION

## THE ROARING TWENTIES

### LECTURE 6: MORALITY AND MODERNITY





**Clara Bow**





**Joan Crawford (1928)**



**Louise Brooks (1920)**





***Our  
Dancing  
Daughters  
1928***



**Mary  
Pickford  
1910**













**Lillian  
Gish**









**Lillian Gish in *The Wind*, 1928**











**Oscar Wilde (1854-1900)**



The Princess Grace Irish Library 10  
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Oscar Wilde's  
**THE IMPORTANCE  
OF  
BEING EARNEST**  
The First Production

Edited by Joseph Donohue with Ruth Berggren



Copyrighted Material





1310—One of the new Russian dresses which will be much worn this season is shown on the right. It has a high collar and a long, full skirt. The bodice is of a light color, and the skirt is of a darker color. The dress is made of a heavy material, and is very elegant. The collar is of a light color, and the skirt is of a darker color. The dress is made of a heavy material, and is very elegant. The collar is of a light color, and the skirt is of a darker color. The dress is made of a heavy material, and is very elegant. The collar is of a light color, and the skirt is of a darker color.



1310

1311—Another dress of a light color, with a high collar and a full skirt. The bodice is of a light color, and the skirt is of a darker color. The dress is made of a heavy material, and is very elegant. The collar is of a light color, and the skirt is of a darker color. The dress is made of a heavy material, and is very elegant. The collar is of a light color, and the skirt is of a darker color. The dress is made of a heavy material, and is very elegant. The collar is of a light color, and the skirt is of a darker color.



1311

1312

1313



1314

1315

1316—The dress shown on the left is of a light color, with a high collar and a full skirt. The bodice is of a light color, and the skirt is of a darker color. The dress is made of a heavy material, and is very elegant. The collar is of a light color, and the skirt is of a darker color. The dress is made of a heavy material, and is very elegant. The collar is of a light color, and the skirt is of a darker color. The dress is made of a heavy material, and is very elegant. The collar is of a light color, and the skirt is of a darker color.



1316

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1317

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1318

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1319

1320

1321

Patrons (including clubs) for the designs shown on this page can be supplied at home with the same, just as. The amount of material required for the various sizes is shown on the pattern envelope. Order from your nearest dealer in patterns, or by mail, giving number of pattern, best measure for bust, age and season, and enclosing the price to the Pattern Bureau, The Ladies' Home Journal, Philadelphia.

Copyright, 1909, by The Ladies' Home Journal, Philadelphia.





1910





**Charles Dana Gibson**  
**“The Gibson Girl”**





LOVE IN A GARDEN.

## “Love in a Garden”





**Evelyn  
Nesbit  
as the  
Gibson  
Girl**



"A BUD" 4.  
Copyright 1901. By Otto Saronny





# The GIRL of 1913

She adores Japanese art; it is so  
eliminative.



She also  
adores Greek  
art, where  
harmony rules.



Her Name Is "Flapper"—She's Hipless, Waistless, Boneless—Her Shoulders Droop and She's as Limp as a Feather.

By Gertrude Lynch.

Her arms moved in a gesture that resembled the floating fins of the Bermuda Angel fish. She denied all present interest in last season's fad.

the fad of the Parisiennes who brought tanned faces back from the seashore last summer and have duplicated them for winter wear. Her eyes and lips were guiltless of cosmetics.

The Woman of 1913 adjoins the Vampire make-up. If her complexion isn't her own it looks it.

Her small hat of brocade velvet encircles a head which was without rat, puffs, marcel waves or transformations. Her own hair was simply parted and

same—simplicity and the cult of nature.

So she expressed it, axiomatically. She uttered one ecstatic expression. It was caused by a flapper, violet eyed, innocent faced, her walk a wiggle, her voice a giggle.

"She is adorable," she stated firmly and would allow no criticism.

I SAW the Woman of 1913 again, she was at a ball.

Gowned in the new shade of straw-





**Violet Romer (1886-1970)**  
**American dancer and flapper**  
**1915**

**n, her characteristics were intensity, energy, volatility. While th  
of it. She refuses to recognize the traditional moral code of ci  
—Kenneth Yellis**



# Flappers

- In winter she wore galoshes with buckles unfastened to create the greatest possible flap.
- Hemlines above the knee
- Fitted silk stockings
- Short bobbed hairstyle
- Thin eyebrows and dark thin lips – look like a doll



Buzzle.com



**Women flaunting  
the 1920s' flapper  
dresses smoked,  
drank, exposed,  
and openly  
challenged  
the prevalent  
societal norms.**













**Clara Bow**  
**1921**



**Joan Crawford  
1928**





**Louise Brooks, 1928**





**Theda Bara (Theodosia Goodman)**





**Garbo**



**Gloria  
Swanson**





PRIMADONNA-PORTRAITS



**“She has eyes that would drag  
any youngster away from  
his books... She radiates  
an elfin sensuousness.”  
*The New York Times*,  
on Clara Bow**





**Would you like to sin  
With Elinor Glyn  
On a tiger skin?  
Or would you prefer  
To err with her  
On some other fur?**







**Clara Bow and Antonio Moreno, *It* (1927)**















**Louis Armstrong**



**William Demarest**  
**1892-1983**



# Etymology of jazz

- **jazz (n.)** by 1912, American English, first attested in baseball slang; as a type of music, attested from 1913. Probably ultimately from Creole patois *jass* "strenuous activity," especially "sexual intercourse" but also used of Congo dances, from *jasm* (1860) "energy, drive," of African origin (cf. Mandingo *jasi*, Temne *yas*), also the source of slang *jism*. If the truth were known about the origin of the word 'Jazz' it would never be mentioned in polite society. ["*Étude*," Sept. 1924] *All that jazz* "et cetera" first recorded 1939.<sup>1</sup>



Drawing of the "Ford" dress by Chanel (1926) © Vogue Paris Imaginary Portrait of Coco Chanel by Karl Lagerfeld © Chanel



**Buckled.**

**Open.**

Stylish, Attractive and Serviceable  
**"PROFILE"** (First Quality) Four-Buckle Gaiters  
 (Galoshes) for Women and Girls. Fine black  
 cashmerette cloth top and fleece cloth  
 lined. The above illustrations show how  
 these gaiters are worn—buckled, turned down and open. Be sure  
 to state size.

<b>76K9260</b>	<b>76K9261</b>	<b>The Pair, \$2.98</b>
Pair, <b>\$2.98</b>	Women's sizes, 2½ to 8. Height, about 11	
Women's sizes, 2½ to 8		













# THE SATURDAY EVENING POST

Published for the Proprietor by  
Franklin D. Roosevelt, at the  
New York Office, 100 Broadway,  
New York City, U.S.A.

For

Franklin

FEB. 4, 1922

5c. THE COPY  
10c. in Canada



Beginning

Merton of the Movies—By Harry Leon Wilson







# Life



F. X. Leyendecker

*The Flapper*



Thanksgiving Number

THE

Not For Old Fogies

NOVEMBER

20  
CENTS  
A  
COPY

# FLAPPER

TWO  
DOLLARS  
A  
YEAR

[TRADE MARK]



MISS DAVE—International News

# THE FLAPPER

Official Organ of the National Flappers' Flock

Vol. 1

NOVEMBER, 1922

No. 7

Subscription 20c a copy, \$2 a year. (In Canada 25c a copy, \$2.50 a year.)

Enclose return postage with manuscript.

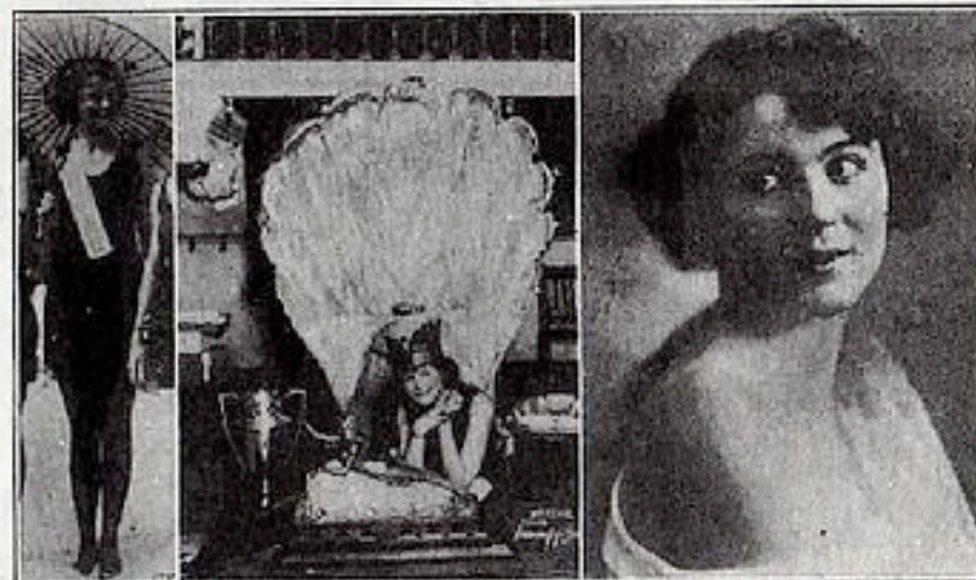
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Thomas Levis, Managing Editor; Myrna Serviss, Associate Editor; H. J. Peterson, Circulation Mgr.; Dorothy A. Pougher, Advertising Mgr.; Contributing Editors, The Flappers of America



—International.

Three poses of Miss Mary Katherine Campbell, of Columbus, Ohio, winner of the Atlantic City Beauty Contest. She is sweet sixteen, weighs 133 pounds, swims, rides and dances and headed her high school graduating class. She wins the golden dolphin.

## FLAPPER CONTESTS

**WATCH FOR WINNER** of contest for most typical flapper in U. S. and Canada—in December issue of THE FLAPPER.

**50 CENTS EACH** for ten best flapper jokes each month—first ones in December issue.

**ONE DOLLAR EACH** for Phunny Photos—first ones in December issue.

**NEXT MONTH NEW** and sensational contest to which every flapper reader is eligible—full details in December issue.

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# Stacomb

## Perfects the "Egyptian-Bob"

The popular "Egyptian-Bob" style of hairdress has brought STACOMB to the attention of women everywhere.

They have found that it *perfects* this method of dressing the hair. It supplies the lustrous sheen so vital to a smart appearance and keeps the hair close to the head as the fashion dictates. Controls all loose and stubborn strands. A valuable help for controlling "flying" hair after the shampoo, no matter how the hair is dressed.

Send today for a sample tube of STACOMB—sent free.

For sale at all drug counters.

Tubes— 35c Jars — 75c



**Actress Colleen Moore**



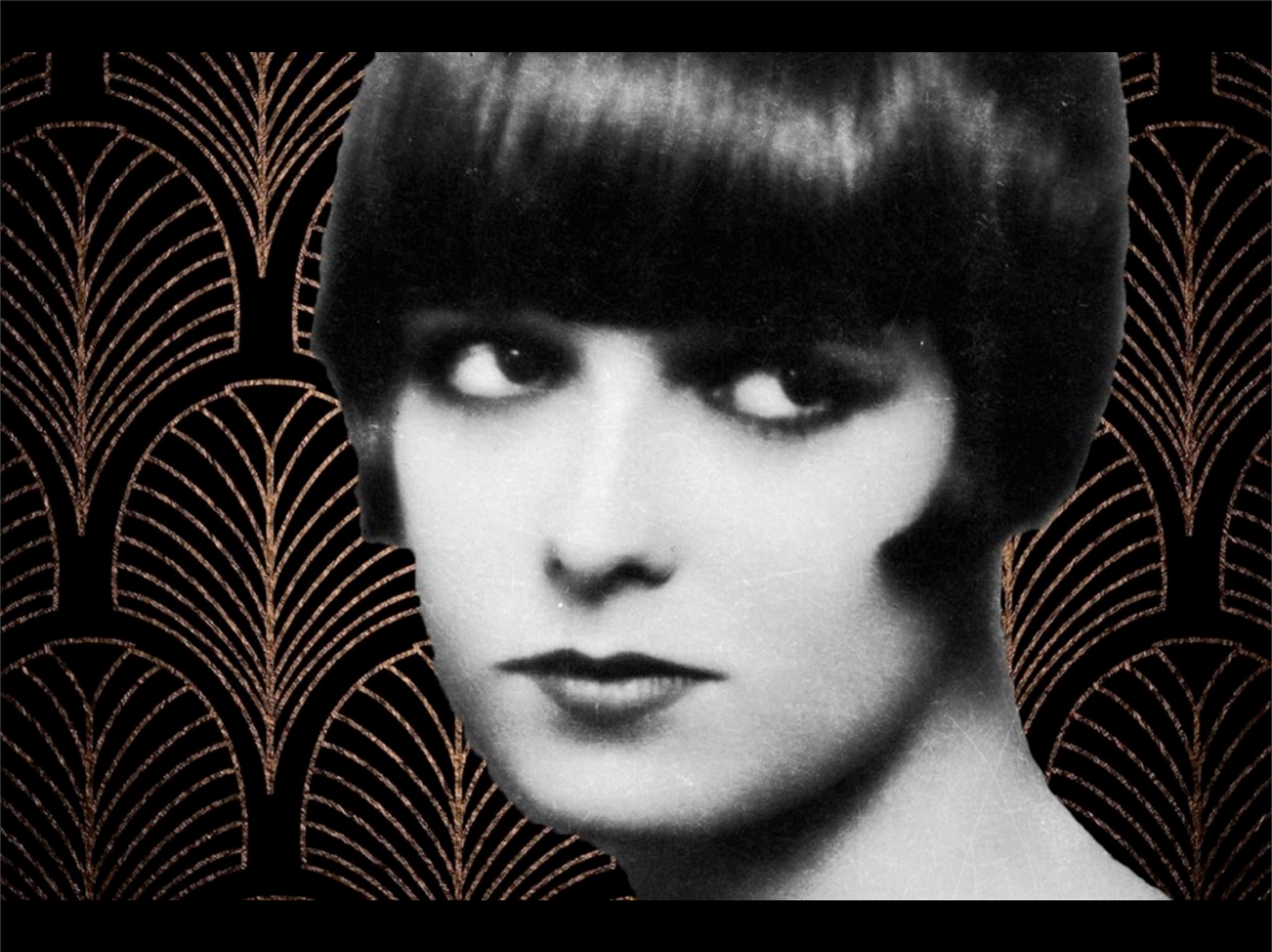


***Our  
Dancing  
Daughters  
1928***









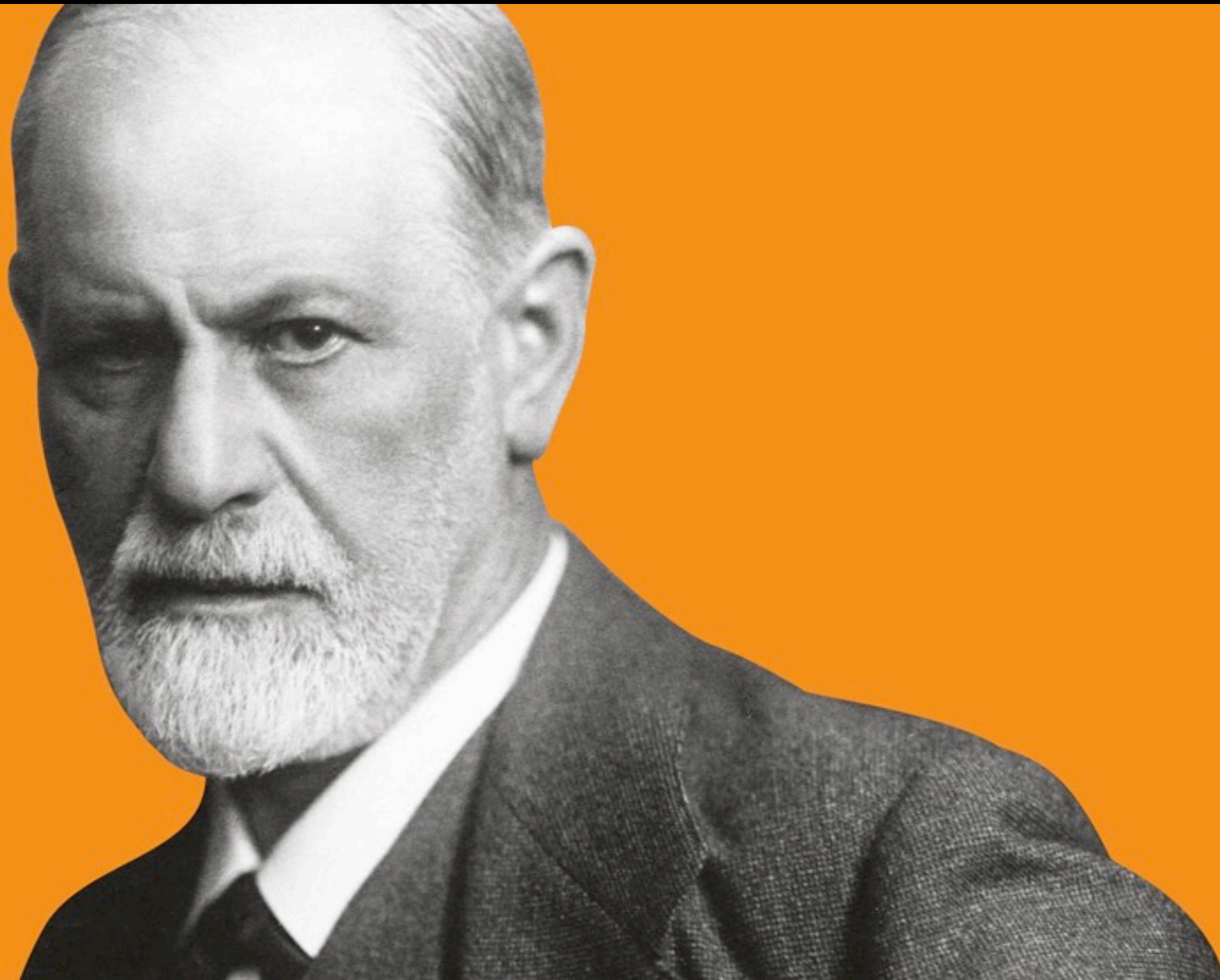
















**“None of the Victorian mothers—and most of the mothers were Victorian—had no idea how casually their daughters were accustomed to be kissed.”—F. Scott Fitzgerald**

A black and white photograph of a woman with short, curly hair, smiling and dancing. She is wearing a light-colored, sleeveless dress with a dark, sequined or beaded pattern down the center. Her arms are raised, and her hands are open, palms facing forward. She is wearing a bracelet on her right wrist and a watch on her left wrist. The background is blurred, showing other people in a social setting.

**She dances a mean  
Charleston!**



# FLIPPANT FLAPPER A REAL PERIL, SAYS LABOR SECRETARY

---

Cigarette Smoking, Cocktail  
Drinking, Erotic Speech, All  
"Disturbing."

---

SEES A GREATER EVIL.

---



**Russell Patterson, "Where There's Smoke, There's Fire"**











**First Class Smoking Room on the *Titanic***











Rayon is the Trade Name of Artificial Silk.

**86H30**  
Rose taupe, nude, Nu  
Sizes, 8½  
ounces.

Beautiful everywhere worn with mercerized lengths. smartest reinforced ance of full feet for co

**48c EACH PAIR**  
Silk and Rayon  
Practical for Hard Wear

**86H550**—Colors as illustrated from left to right: Champagne (on figure), French tan, Black, Oriental pearl, and French nude.

Sizes, 8½, 9, 9½ and 10. State size and color. Shipping weight, 3 ounces.

So neatly trim, these are such practical hose, yet lovely in appearance. They are knit from a mixture of silk and Rayon which extends to the mercerized cotton garter top, well above the knees. Ravel stop to prevent runs. Reinforced mercerized cotton heels and toes. Seamless feet. Fashion marks. A stocking that wears and wears and looks well, too. Priced exceptionally low.



**"444"**  
Our Own Brand and  
Our Best Seller in Silk Hosiery

**95c Each Pair**

**95c Each Pair**

The Shade You Want Is Here in Genuine Silk Hosiery.

**86V444**—Colors as illustrated from left to right: Medium gray (on figure), Blush, French tan, Airedale, Black, Champagne, Dark brown, also White.

Sizes, 8½, 9, 9½ and 10. State size and color. Shipping weight, 3 ounces.

Our most famous silk stocking. And it's nothing other than quality and extremely low price that has made it so. Along with its quality it has features that should not be overlooked. The Ravel Stop Stripe which is woven between the silk and the mercerized cotton tops prevents garter runs from continuing into the silk and ruining the stocking. The three-seamed back is extremely neat and fashionable; you'll also like the shapely smart fit about the ankles. Have reinforced soles, high spliced heels, mercerized heels and toes.













# This Beauty Every Girl Can Have

*The charm of a fresh, schoolgirl complexion depends more on care than Nature*

MANY a girl would be considered pretty if she would only remedy those defects of complexion which so greatly detract from charm. Too often she doesn't realize that a dull, lifeless, sallow skin is fatal to beauty. And that blotches and blackheads affect her popularity and prevent the attention and admiration which every girl craves.

There is no need to have such a complexion—improving it is easy. A little time and care each day will quickly be repaid with becoming freshness, smoothness and fine texture.

## What every complexion needs

Thorough cleansing once a day with fine, mild soap on whose soothing properties you can rely. Most women will tell you that this soap is Palmolive.

Massage the profuse, creamy lather well into the pores so that every trace of oil, dirt and perspiration is removed.

Don't be afraid to be thorough—the mild, gentle Palmolive lather soothes while it cleanses. The result is a skin healthy, fully cleansed from the accumulations which are the original cause of most disfigured skins.

## What neglect does

When you fail to cleanse your face thoroughly once a day this is what happens:

The network of pores which compose the surface of the skin becomes clogged with dirt and oil. The pores collect powder and accumulate excess cold creams.

This clogging causes enlargement—your once fine skin becomes coarse. You have blackheads and ugly blotches. Your complexion is dull and sallow.

The day you begin to cleanse with the soothing Palmolive lather you notice decided improvement. Each succeeding day rewards you with a fresher, finer skin.

## The safe facial soap

Palmolive is the modern scientific blend of rare essential oils, famous for 3,000 years as complexion. Olive oil contributes softening, relaxing qualities. Richness and body are due to palm oil.

The smooth, creamy Palmolive lather soothes while it cleanses, leaving the skin velvet smooth.

Volume and Efficiency enable us to sell 25c quality for

**10c**



There is no danger of irritation—the most sensitive skin thrives when cleansed with Palmolive.

## Let it do for your body what

it does for your face.

Because the skin of the face is heated by the sun, magistered and chilled by the wind and made sensitive by temperature changes, the greatest care must be observed in its cleansing. It must be with soap, but with fine, mild soap that the skin is washed and healed. Such soap is Palmolive, blended from palm and olive oils.

Use Palmolive for bathing, and the dry, rough, itching conditions of cold winter skin will be greatly relieved. It is caused by living in moistureless rooms and bathing with drying soaps. The combination exhausts the natural oil supply which lubricates the skin.

Bathe with Palmolive and you remove one cause of discomfort and help the other. The mild lather softens the skin, banishes the dryness and soothes the itching. If you value comfort in cold weather, bathe with Palmolive and let it keep the skin of your body as smooth as your face.

## All for 10 cents

If made in small quantities Palmolive would cost at least 25 cents a cake. It is volume that lowers price. Popularity keeps the Palmolive factories working day and night. It compels the transportation of the costly oils in vast quantities.

Result, the finest, mildest soap which can be produced at a price which all can afford for every toilet purpose.

THE PALMOLIVE COMPANY

London, U. S. A.

THE PALMOLIVE COMPANY OF CANADA, LIMITED

Toronto, Ont.

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# For Shampooing "Bobs"— LIFEBUOY

It's the perfect shampoo for "bobs." Such wonderful lather—its penetrating creaminess cleanses each hair from tip to root and gently washes away all excess oil, grime and old tissue from the scalp.

And then—the silky lustre, the softness, fluffiness and fresh, glowing colour of your hair, afterwards!

Not a trace of soap is left, for Lifebuoy lathers instantly and completely, and every last bubble rinses away.

## Lifebuoy is mild and pure.

Made from the rich, soothing oils of palm fruit and cocoanut, Lifebuoy agrees with the tenderest skin. You will like the clean, quickly-vanishing odour, because you like cleanliness.

Lever Brothers Limited,  
Toronto.





# CURVES OF YOUTH

will be yours if you will

*"Pull the Cords"*

Gives the  
Flesh the  
Resiliency  
and  
Freshness  
of  
Youth

PROF.  
MACK'S



Prevents  
Double  
Chins

Effaces  
Double  
Chins

Reduces  
Enlarged  
Glands

## Chin Reducer and Beautifier

The only mechanism producing a concentrated, continuous massage of the chin and neck, dispelling fatfulness of the neck and throat, restoring a rounded contour to thin, scrawny necks and faces, bringing a natural, healthy color to the cheeks, effacing lines and wrinkles. Price only \$1.00. What better investment could be made? Sent postpaid immediately.

### *Free Booklet*

—giving valuable information on how to treat double chin and enhance facial beauty will be sent on request. Write at once to

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New York





# FAT IS FOLLY

when it can be reduced easily, conveniently and best of all, **Safe-ly**, by the use of

**La Parle**



## OBESITY SOAP

This **Obesity Soap** (used like ordinary soap) positively reduces without dieting or gymnastics. Absolutely harmless, never fails to reduce flesh when directions are followed.

*Send for book of testimonials.*  
Box of 2 cakes sent prepaid on receipt of \$2.00.



Most men ask  
"Is she pretty?"

not "Is she clever?"

Freshness, Charm—the Enticement of a  
Skin More Precious than Personality or  
Cleverness—do you seek it? Then for  
One Week Follow this Simple Beauty  
Method which is Bringing it to Thousands



Often we marvel at her—the girl whose  
only asset is her beauty. She knows so little  
and says so little, yet secretly attracts every  
one to her side. Too often her clever rival dies  
in a corner, alone.

Beauty or beauty?—but why choose? Clever-  
ness beauty with cleverness, charm with wis-  
dom. Develop your beauty to bring out the  
strengths of your personality. That's what  
thousands of girls have done—and found  
new happiness as a result.

The means are simple. Have a pretty skin  
—remember, you can, if you try. Costly beauty  
treatments are unnecessary—just daily use of  
palm and olive oils as embodied in Palmolive.

It is worth trying for this alone thousands  
have, the clear, fresh skin you want—do this  
one week, then note the change.

Use powder and rouge if you wish. But  
never have them on over tight. They clog  
the pores, often enlarge them. Blackheads and  
disfigurements often follow. They must be  
washed away.

Wash your face with nothing Palmolive.  
Thoroughly scrub into the skin. Rinse clear

thoroughly. Then repeat both washing and treat-  
ing. Apply a touch of cold cream—that is all.

Do this regularly, and particularly in the  
evening.

*The world's most simple  
beauty treatment*

First, in a simple manner, millions since the  
days of Cleopatra have found beauty, charm  
and youth prolonged.

No treatments are necessary. Just remove  
the day's accumulation of dirt and oil and  
perspiration, cleanse the pores, and Nature  
will be kind to you. Your skin will be of fine  
texture. Your color will be good. Wrinkles  
will not be your problem as the years advance.

*avoid this mistake*

Do not use ordinary soaps in the treatment  
given above. Do not think any green soap,  
represented as made of palm and olive oils,  
is the same as Palmolive. Palmolive is a skin  
conditioner in soap form.

And it costs but one the cake!—so little  
that millions let it do for their bodies what  
it does for their faces. Obtain a cake today.  
Then note what an amazing  
difference one week makes.

*Palm and olive oils  
—making skin—give  
nature's own color  
to Palmolive Soap.*

*Palm and  
olive—produce  
the beauty  
for all*

10c



*Now scrubbing the  
face and scrapping  
Palmolive Soap is  
more cold unscrapped*

Copyright 1919—The Palmolive Co. Inc.





DEMETER

Says ELIZABETH ARDEN—

“Begin your care of the skin  
with correct care of the body”

ELIZABETH ARDEN has created a Department of Exercise as part of her scientific method for the care of the skin.

Swift circulation, clean blood, complete digestion, absorption, elimination—these are the deep essentials for a clear fine skin. And these are the prompt results of daily exercise according to Elizabeth Arden's method. Elizabeth Arden has developed a series of exercises especially for women, to mould the figure on slim boyish lines, to stimulate circulation and deep breathing, to lift and strengthen the organs, to lay the correct foundation for a pure, fine skin.

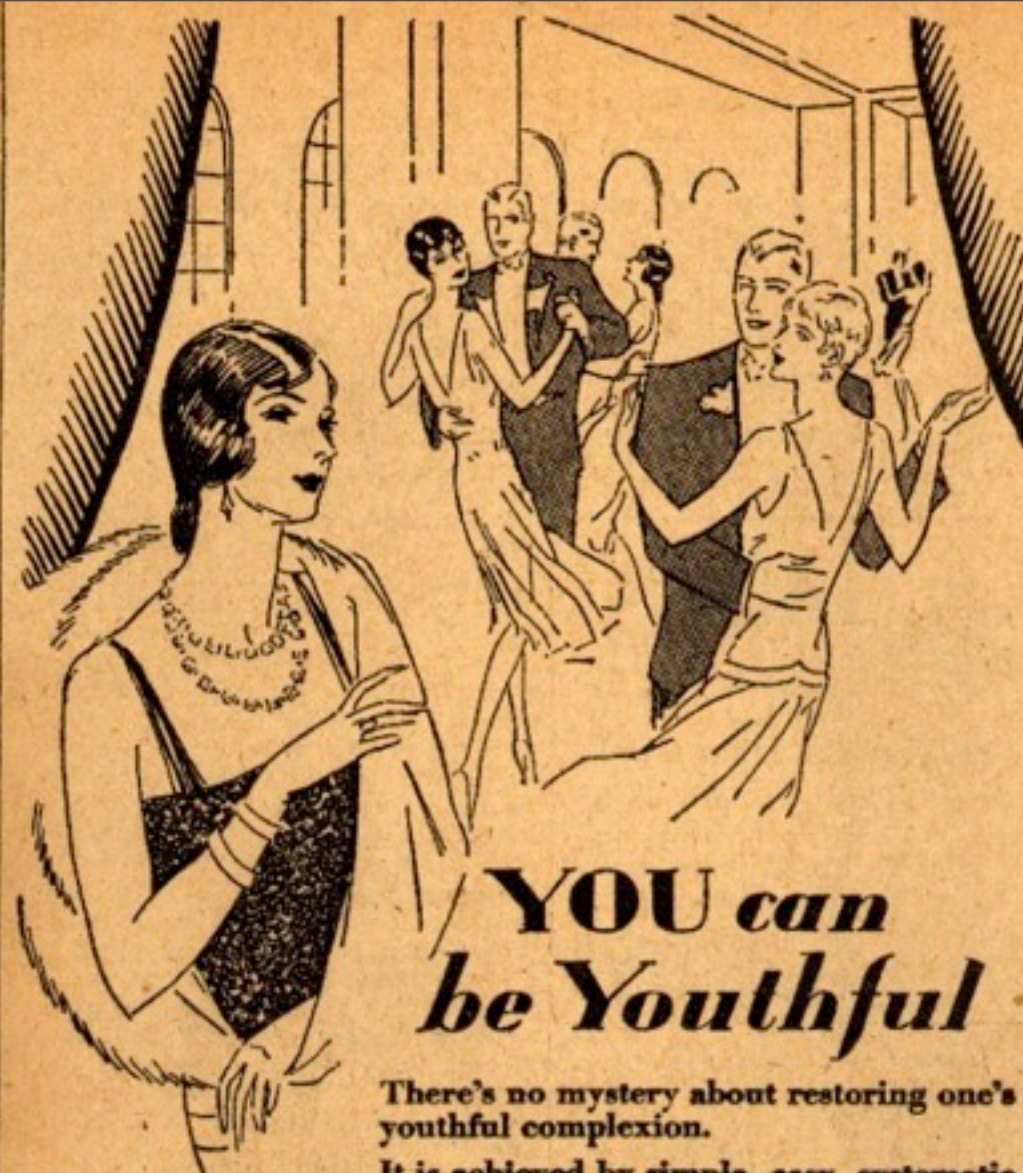
Supplement your daily care of the skin with ten or fifteen minutes of corrective exercise. Elizabeth Arden will teach you just the movements you need, to correct any faults of carriage or poise or weight. Telephone today for appointments for Exercise and Skin Treatment.

**ELIZABETH ARDEN**

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## YOU can be Youthful

There's no mystery about restoring one's youthful complexion.

It is achieved by simple, easy, systematic care of your skin—the *Marie Barlow* Way—in your own home.

*Marie Barlow's* famous aids to natural beauty are obtainable in your own stores. If your skin is fading, restore its smoothness and radiance with the *Barlow* normalizing treatment. If it is ill, correct it with the *Barlow* corrective treatment. If it is youthful, preserve its priceless beauty with the *Barlow* conserving treatment. Just ten minutes a day is sufficient.

FOR CONSTANT LOVELINESS

*Marie Barlow*

FACIAL PREPARATIONS

For Sale at These Leading Stores: Saks Fifth Avenue, James McCreery & Co., Stern Brothers, Hearn, Fifth Avenue Building, Abraham & Straus, The Namm Store, Martin's.













## New York Speakeasy

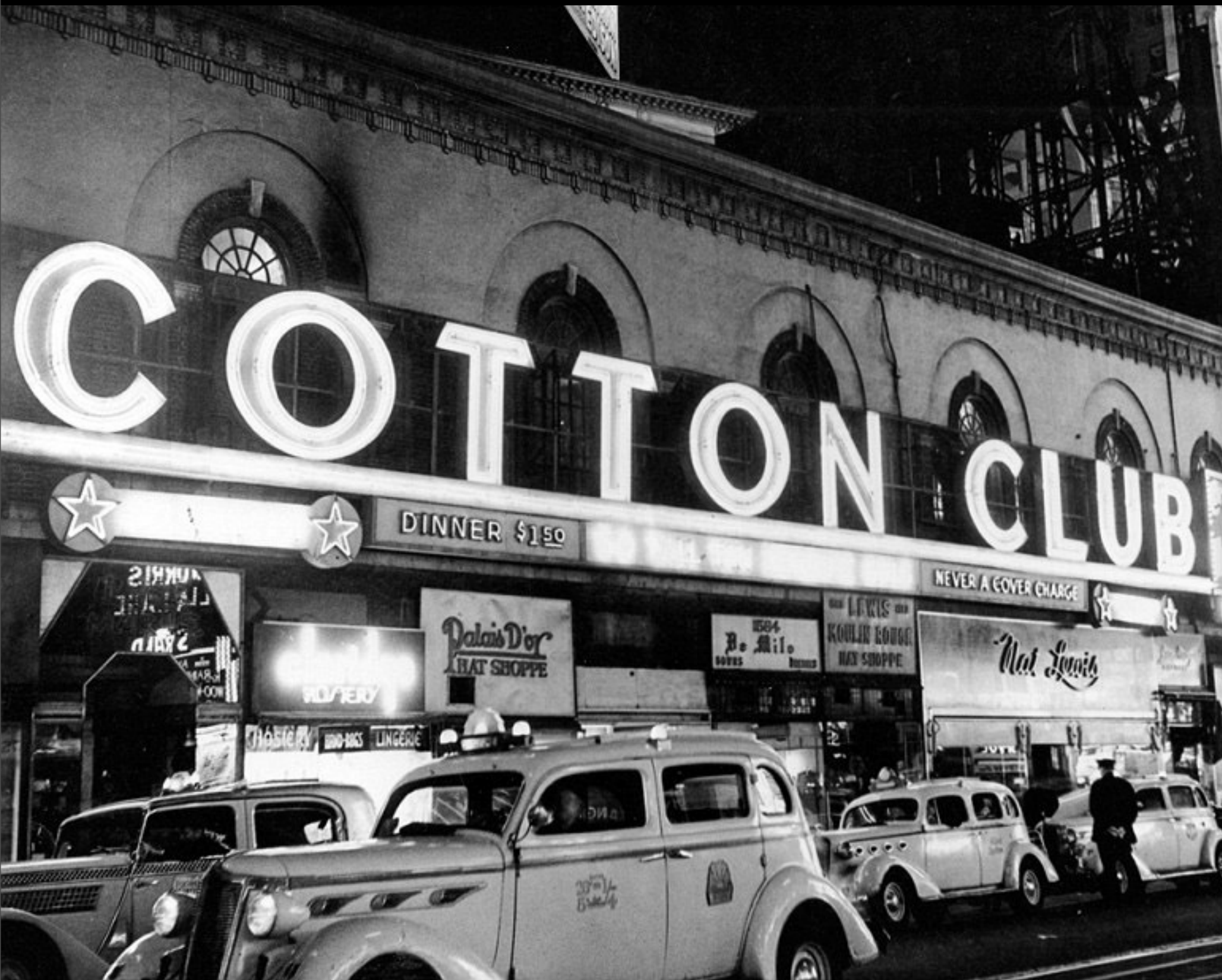


































Through her dealings as business manager of the home, the modern woman brings sound commercial sense to bear on her judgment of a Ford closed car.

She knows that its low first cost, its small upkeep and operation costs, and its long-sustained usefulness make it a genuine economy. She is aware that the ease

with which she can get expert attention for it anywhere and at any time is an asset of great dollar-and-cents value to her.

And she is delighted to find this value in a car that she drives so easily, and whose outward style and inward comfort she so whole-heartedly approves.

TUDOR SEDAN, \$590

FORDOR SEDAN, \$685

COUPE, \$525

(All prices f. o. b. Detroit)

**Ford**  
CLOSED CARS



THE SATURDAY EVENING POST

## Low-Cost Transportation

NEW STAR SEDAN

**\$820**

Other Models  
 ROADSTER \$940  
 COUPE \$1040  
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 PANEL Delivery \$1040  
 2 to 4 Seating, 1923



gardenour/The Ad Store

## A MILLION MILES OF PROOF

AN automobile is economical only when a low selling price is followed by low operating costs.

Continual repair jobs change a low-priced automobile into a most costly one.

In reliability of operation and freedom from repair bills the Star has acquired recognized leadership.

Ninety-five Star owners drove 1,100,507 miles and spent \$563.68, about 1.20 of a

cent a mile, for mechanical repairs and replacements, according to letters received at our New York office.

Star owners who made this record live in various States of the Union and in Canada. The record represents Star car performance under all the variable conditions of road and climate that exist in the United States. It is average performance of average Star cars under average conditions of every day work.

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FOUR GREAT PLANTS AT - ELIZABETH, N. J. - LANSING, MICH. - OAKLAND, CAL. - TORONTO, O.

# STAR MOTOR CARS

October, 1923

The Ladies HOME JOURNAL

81



The Four-cylinder Four-passenger Coupe  
 The Standard of Comparison

THE new Buick four-cylinder Coupe provides roomy comfort for four passengers. The wide seat for two, placed well back from the comfortable driver's position, and the cushioned folding chair for a fourth occupant, are designed and arranged with more than ample space for restful ease. A new Buick valve-in-head engine provides greater power, while proved Buick four-wheel brakes bring greater driving safety.

WHEN BETTER AUTOMOBILES ARE BUILT, BUICK WILL BUILD THEM

BUICK MOTOR COMPANY, FLINT, MICHIGAN  
 Division of General Motors Corporation

Pioneer Builders of Valve-in-Head Motor Cars

Branches in All Principal Cities—Dealers Everywhere







