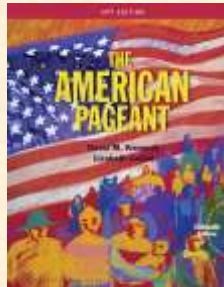


Chapter 30

*American Life in the
"Roaring Twenties,"
1920-1929*



The Roaring 20's

An era of prosperity,

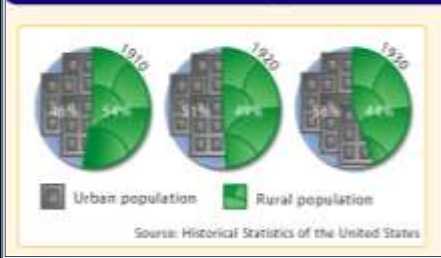


Republican power,



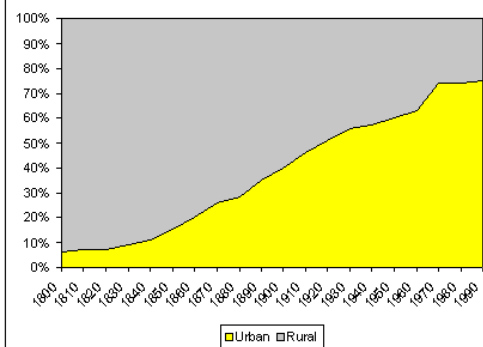
and conflict

Urbanization of America, 1910-1930



- Rural Americans identify urban culture with Communism, crime, immorality
- Sex becomes an all-consuming topic of interest in popular entertainment
- Communities of home, church, and school are absent in the cities
- Conflict: Traditional values vs new ideas found in the cities.

Changes in Rural/Urban Population, 1800-1990



THE ROARING TWENTIES



- Decade notable for obsessive interest in celebrities
- Sex becomes an all-consuming topic of interest in popular entertainment
- Eat, drink & be merry, for tomorrow we die
- Return to normalcy
- US turned inward---isolationism
- Jazz Age
- first modern era in the U.S.

Return to Normalcy



The 1920s were
supposed to be
normal...

...but they
were anything
but normal.



I. Seeing Red

- **Bolshevik Revolution (1919):** coming of Communism to Russia
 - Effects on United States:
 - Small Communist Party emerged
 - Blamed for some labor strikes (Seattle, 1919)
 - Big **red scare** of 1919-1920:
 - Nationwide crusade against left-wingers whose Americanism was suspect
 - Attorney General A. Mitchell Palmer “saw red” too easily
 - “Fighting Quaker” rounded up 6,000 suspects
 - Number doubled in June 1919 when a bomb shattered both the nerves and the home of Palmer

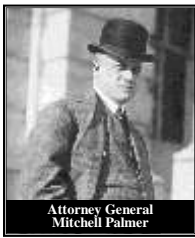
I. Seeing Red (cont.)

- Other events highlighted red scare:
 - December 1919: shipload of 249 alleged alien radicals deported on *Buford* (the “Soviet Ark”) to Russia
 - September 1920, still-unexplained bomb blast on Wall Street killed 38 people and wounded a hundred others
- State legislatures 1919-1920 joined outcry; passed **criminal syndicalism laws**:
 - Anti-red statutes made unlawful mere *advocacy* of violence to secure social change
 - Critics protested that mere words not criminal deeds
 - Violence done to freedom of speech as IWW members and other radicals vigorously prosecuted

The Culture War

“Normalcy” Under Attack





Red Scare

• **Red Scare, 1919 to 1921**, was a time of great upheaval...U.S. "scared out of their wits".

• **"Reds"** as they were called, "Anarchists" or "Outside Foreign-Born Radical Agitators" (**Communists**).

• **Anti-red** hysteria came about after WWI and the Russian Revolution.

• 6,000 immigrants the government suspected of being **Communists** were arrested (**Palmer Raids**) and 600 were deported or expelled from the U.S.

• No **due process** was followed

Palmer Raids

January, 1920

TARGET:

"Radical" Immigrants
 – Communists
 – Socialists
 – Anarchists



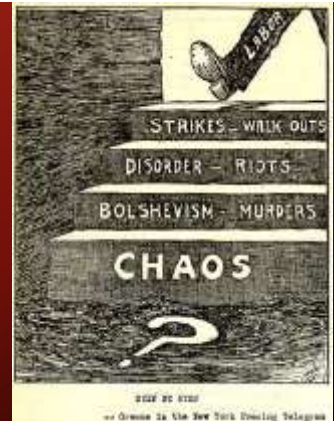
A. Mitchell Palmer
 Attorney General

Thousands Arrested
 Hundreds Deported

- at this time, W. Wilson was gravely ill following a stroke
- his Attorney General, A. Mitchell Palmer, wanted to take a shot at the presidency - he used fears of both immigrants and communism to his advantage
- he had J. Edgar Hoover round up suspected radicals, many of which were deported (Palmer Raids)



A Slippery Slope



Suspected Radicals awaiting deportation hearings on Ellis Island

"The Case Against the Reds"

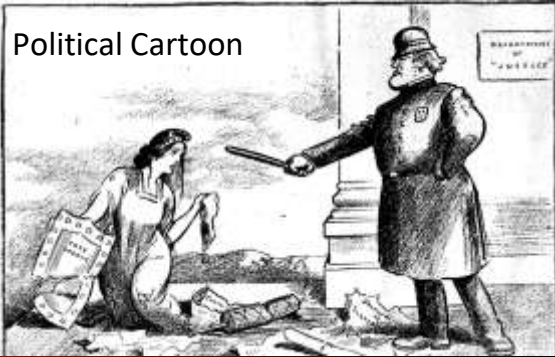
"Upon these two basic certainties, first that the "Reds" were criminal aliens and secondly that the American Government must prevent crime, it was decided that there could be no nice distinctions drawn between the theoretical ideals of the radicals and their actual violations of our national laws."



Palmer

Further Reading: <http://chnm.gmu.edu/courses/hist409/palmer.html>

Political Cartoon



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I. Seeing Red (cont.)

- In 1920 five New York state legislators, all lawfully elected, denied seats because they were Socialists
- Conservatives used red scare to break fledgling unions:
 - Unions called for “closed” or all-union shop; this was denounced as “Sovietism in disguise”
 - Employers hailed their antiunion campaign for “open” shop as **American plan**
- Anti-redism and antireforeignism reflected in notorious case—regarded by liberals as “judicial lynching”
 - Nicola Sacco and Bartholomeo Vanzetti convicted in 1921 of murder of a Mass. Paymaster and his guard

I. Seeing Red (cont.)

- Jury and judge prejudiced against defenders because they were Italians, atheists, anarchists, and draft dodgers
- Liberals and radicals the world over rallied to their defense
- Case dragged on for over six years until 1917 when condemned men electrocuted
- Communists and radicals had two martyrs in “class struggle”

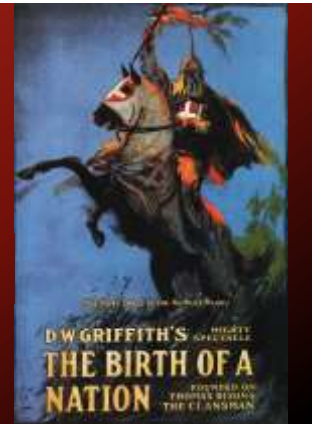
II. Hooded Hoodlums of the KKK

- **New Ku Klux Klan:**
 - Resembled antireforeign “nativist” movement of 1850s rather than antiblack nightriders of 1860s:
 - Antireforeign, anti-Catholic, antiblack, anti-Jewish, antipacifists, anti-Communist, anti-internationalist, anti-evolutionist, antibootlegger, antigambling, anti-adultery, and anti-birth control
 - Pro-Anglo-Saxon, pro-“native” American, pro-Protestant

Who Will
DEFEND
America?



The Most SUCCESSFUL Silent Film EVER



(Second)

Ku Klux Klan

Peak Membership:
5 Million (1925)



The True
American
Circa 1920

W
A
S
P



Photo by c.d. Jones

The True
American
Circa 1920

White
Anglo
Saxon
Protestant



Photo by c.d. Jones



Rise of the **KKK** was do to the ever
changing of a traditional America.

- 1925: Membership of 5 million
- 1926: Marched on Washington.
- Attack on urban culture and defends Christian/Protestant and rural values
- Against immigrants from Southern Europe, European Jews, Catholics and American Blacks
- Sought to win U.S. by persuasion and gaining control in local/state government.
- Violence, internal corruption result in Klan's virtual disappearance by 1930 but will reappear in the 1950s and 1960s.



Notable Klan Members



Hugo Black
Supreme Court Justice
1937-1971



Robert Byrd
U.S. Senator
1959-2010



Harry S. Truman
President of the U.S.
1945-1953

Sen. Byrd on the Klan

To young people aspiring to become involved in politics:

"Be sure you avoid the Ku Klux Klan. Don't get that albatross around your neck. Once you've made that mistake, you inhibit your operations in the political arena."



Robert Byrd
U.S. Senator
1959-2010

Sen. Byrd on the Klan

"I was sorely afflicted with tunnel vision... Seeing only what I wanted to see because I thought the Klan could provide an outlet for my talents and ambitions."



Robert Byrd
U.S. Senator
1959-2010

Decline

By 1930, the Klan's membership declined sharply due to acts of **violence and scandals** involving its leaders.



Indiana Klan leader
imprisoned for rape



II. Hooded Hoodlums of the KKK (cont.)

– Klan betokened extremist, ultraconservative uprising against:

- Forces of diversity and modernity transforming American culture
- Spread rapidly in Midwest and **Bible Belt** South where Protestant Fundamentalism thrived
- Mid-1920s peak had five million dues-paying members and wielded potent political influence
- "Knights of the Invisible Empire" included among officials Imperial Wizards, Grand Goblins, King Kleagles, and other horrendous "kreatures"

II. Hooded Hoodlums of the KKK (cont.)

- Things of KKK:
 - Impressive “konclaves,” huge flag-waving parades
 - Chief warning was blazing cross
 - Principle weapon bloodied lash, supplemented by tar and feathers
 - Rallying songs and brutal slogan



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II. Hooded Hoodlums of the KKK (cont.)

- Collapsed in late 1920s in part because of corruption
 - \$10 initiation fee, of which \$4 a kickback to local organization as incentive to recruit
 - KKK a manifestation of intolerance and prejudice against pace of social change in 1920s
 - Civil rights activists fought in vain for legislation making lynching a federal crime

III. Stemming the Foreign Flood

- Isolationist America (1920s), ingrown and provincial, had little use for immigrants:
 - 800,000 came in 1920-1921
 - 2/3 from southern and eastern Europe
 - Americans recoiled at these “New Immigrants”
 - Congress passed Emergency Quota Act 1921
 - Newcomers from Europe restricted to a quota
 - **Immigration Act of 1924** replaced Emergency Act
 - Quota cut from 3% to 2%
 - National origins base shifted from census of 1910 to 1890

III. Stemming the Foreign Flood (cont.)

- Southern Europeans bitterly denounced device as discriminatory
- Purpose was to freeze America's existing racial composition, which was largely northern Europeans
- Slammed door absolutely against Japanese immigrants
 - » “Hate America” rallies erupted in Japan
- Exempt from quota system were Canadian and Latin Americans—
 - » Easy to attract for jobs when times good
 - » Easy to send home when times bad
- Effected pivotal departure in American policy
 - Claimed nation was filling up—“No Vacancy” sign
 - By 1931 more foreigners left than arrived



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Nativism

"Where the Blame Lies"

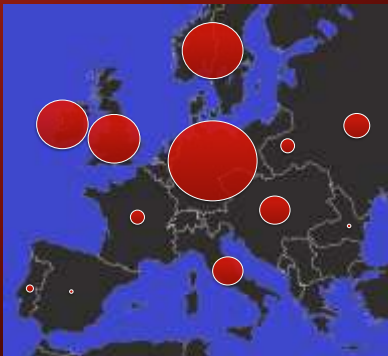
1891 Political Cartoon



U.S. Immigration

1880-1889

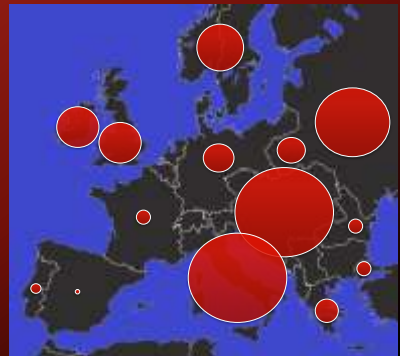
COMPARE
to 1900-1909



U.S. Immigration

1900-1909

COMPARE
to 1880-1889



**The Changing Face of U.S. Immigration,
1865-1920**



CLOSE THE GATE.

IMMIGRATION RESTRICTIONS

•The U.S. Government began to restrict certain **“undesirable”** immigrants from entering the U.S.

•Congress passed the **Emergency Quota Act of 1921** and **Immigration Act of 1924**

• Kept out immigrants from southeastern Europe.

Immigration Restrictions

Emergency Quota Act
(1921)

3%

Of people from that country
living in the U.S. in 1910

National Origins Act
(1924)

2%

Of people from that country
living in the U.S. in 1890

IMMIGRATION ARRIVAL (in the thousands)

	1921	1925	1928
Eastern Europe & Poland	138	10	14
Southern Europe	299	8	22
Asia	25	4	4
Mexico	31	33	40
TOTAL	805	294	280



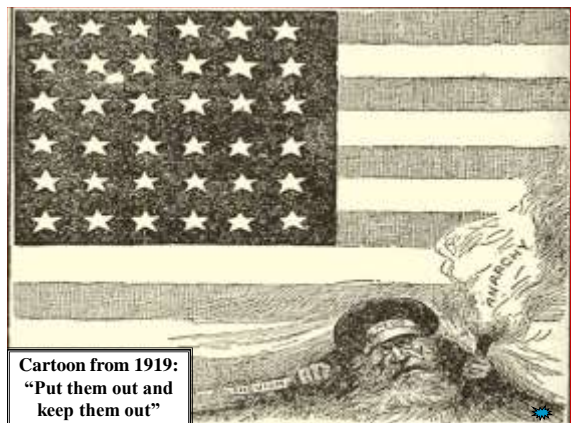
IMMIGRATION QUOTAS

•The U.S. Government began to restrict certain **“undesirable”** immigrants from entering the U.S.

•Congress passed the **Emergency Quota Act of 1921**, in which newcomers from Europe were restricted at any year to a quota, which was set at 3% of the people of their nationality who lived in the U.S. in 1910.

•**Immigration Act of 1924**, the quota down to 2% and the origins base was shifted to that of 1890, when few southeastern Europeans lived in America.

IMMIGRATION RESTRICTIONS



Cartoon from 1919:
“Put them out and
keep them out”

Immigrant Arrivals

	1921	1925	1928
Eastern Europe	138,000	10,000	14,000
Southern Europe	299,000	8,000	22,000
Asia	25,000	4,000	4,000
Mexico	31,000	33,000	40,000
TOTAL	805,000	294,000	280,000

More Immigration Statistics



TWO STRIKES:

Italian Immigrants
Anarchists

The Evidence

Sacco and Vanzetti



1. Who were Nicola Sacco and Bartolomeo Vanzetti?
2. What were they charged with?
3. What was their "real" crimes in many peoples eyes?

4. What did they do in WWI?
5. Was it a fair trial? Give Specifics?
6. What do you think really happened here?
7. Could it happen again?

BONUS: Who is A Mitchell Palmer?

Sacco and Vanzetti



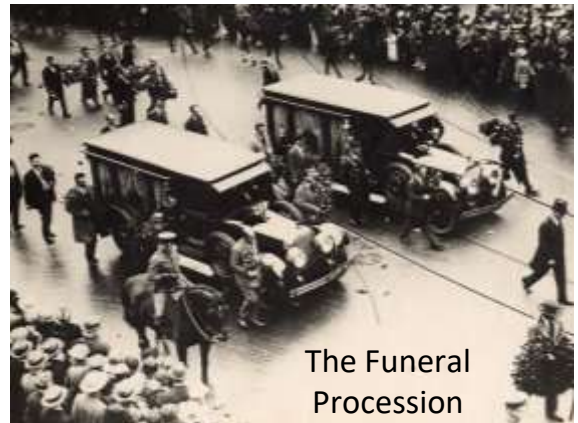
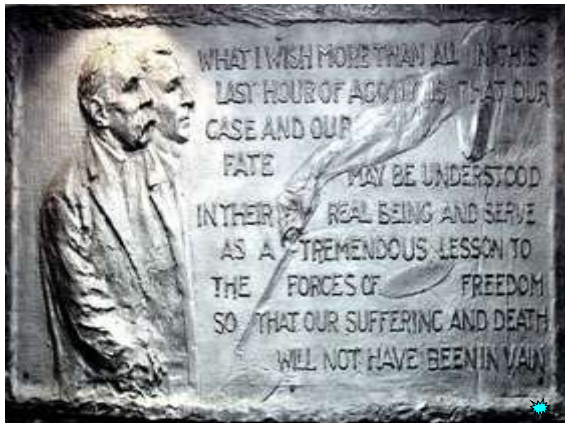
•Nicola Sacco and Bartolomeo Vanzetti were Italian immigrants charged with murdering a guard and robbing a shoe factory in Braintree, Mass.

•The trial lasted 1920-1927. Convicted on circumstantial evidence, many believed they had been framed for the crime because of their anarchist and pro-union activities.

•In this time period, anti-foreignism was high as well.

•Liberals and radicals rallied around the two men, but they would be executed.





The Funeral
Procession

III. Stemming the Foreign Flood (cont.)

- Quotas caused America to sacrifice some of its tradition of freedom and opportunity
 - As well as its future ethnic diversity (see Figure 30.1)
- Immigration Act of 1924 marked end of era—
 - Virtually unrestricted immigration had brought some 35 million newcomers, mostly from Europe
 - Immigrant tide now cut off
 - Left on American shores a patchwork of ethnic communities separated by language, religion, and customs
 - “Cultural pluralists” opposed immigration restriction because they celebrated ethnic identity and cultural cross-fertilization



Figure 30-1 p696

IV. The Prohibition "Experiment"

- Prohibition—
 - Last cause of progressive reform movement
 - **Eighteenth Amendment**: (1919): authorized prohibition (See Appendix)
 - Implemented by **Volstead Act** passed by Congress in 1919
 - Made world "safe for hypocrisy"
 - Legal abolition of alcohol especially popular in South and West



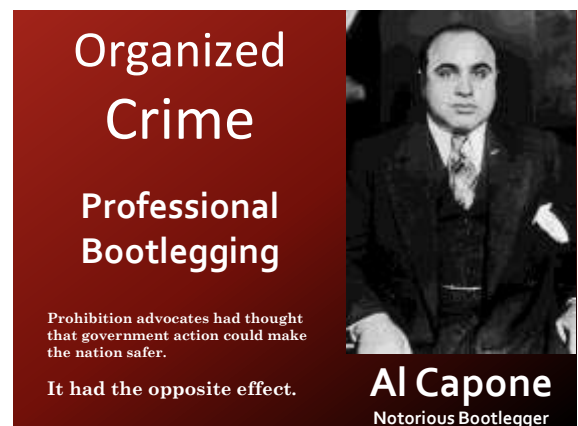
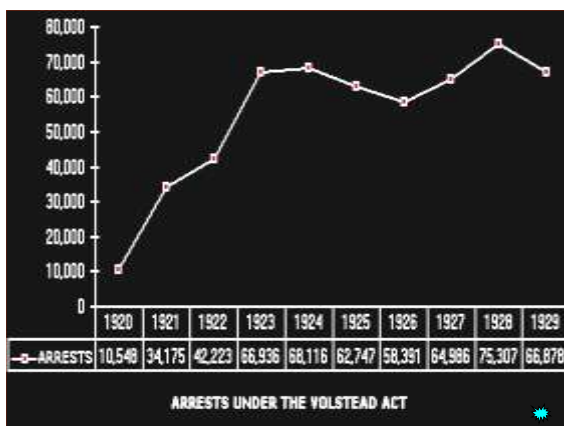
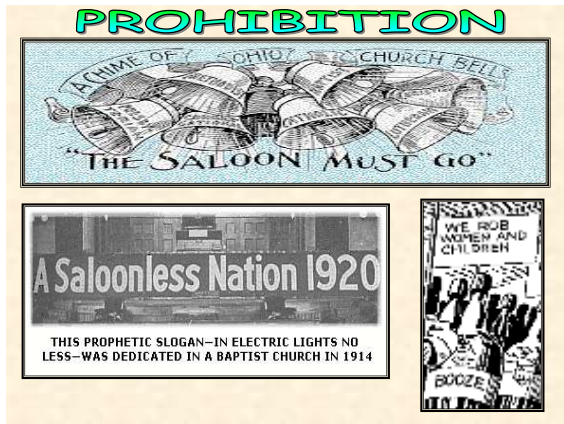
PROHIBITION

- Goal: *was to reduce crime and poverty and improve the quality of life* by making it impossible for people to get their hands on alcohol.
- This *"Noble Experiment"* was a failure.
- Midnight, January 16th, 1920, US went dry.
- The *18th Amendment*, known as the *Volstead Act*, prohibited the manufacture, sale and possession of alcohol in America. Prohibition lasted for thirteen years.
- So was born the industry of *bootlegging, speakeasies and Bathtub Gin*.

PROHIBITION

- People *drank* more than ever during Prohibition, and there were more deaths related to alcohol.
- No other law in America has been violated so *flagrantly* by so many *"decent law-abiding"* people.
- Overnight, many became *criminals*.
- *Mobsters* controlled liquor created a booming black market economy.
- *Gangsters* owned *speakeasies* and by 1925 there were over 100,000 *speakeasies* in New York City alone.





A Failed Experiment



"Five years of Prohibition have had, at least, this one benign effect: they have completely disposed of all the favorite arguments of the Prohibitionists."

"None of the great boons... that were to follow the passage of the Eighteenth Amendment has come to pass. There is not less drunkenness in the Republic, but more. There is not less crime, but more. There is not less insanity, but more. The cost of government is not smaller, but vastly greater. Respect for law has not increased, but diminished."

– H.L. Mencken

PROHIBITION The "Noble" Experiment



PROHIBITION The "Noble" Experiment

**"Prohibition is an awful flop.
We like it.
It can't stop what it's meant to stop.
We like it.
It's left a trail of graft and slime,
It's filled our land with vice and crime,
It can't prohibit worth a dime,
Nevertheless we're for it."**

Franklin Pierce Adams, New York World

"It is impossible to stop liquor trickling through a dotted line"

A Prohibition agent

REPEALED 1933



The 18th Amendment is the only constitutional amendment to be specifically repealed by another.



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IV. The Prohibition "Experiment" (cont.)

- In West, prohibition an attack on vices associated with western saloons (public drunkenness, prostitution, etc.)
- Strong opposition to "dry" amendment in larger eastern cities
 - Especially for "wet" foreign-born people
 - Sociability built around drinking
- Most Americans assumed prohibition had come to stay
- Prohibitionists naïve:
 - Overlooked tenacious American tradition of strong drink
 - Overlooked weak control by central government, especially over private lives



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IV. The Prohibition “Experiment” (cont.)

- Federal government had never satisfactorily enforced a law that majority of people or strong minority rejected
- Lawmakers could not legislate away thirst
- Peculiar conditions hampered enforcement:
 - Wisdom of further self-denial after war
 - Slaking thirst became cherished personal liberty
 - Wets believed way to repeal was to violate law on large scale
 - Soldiers complained prohibition “put over” on them while they were “over there”
 - Workers bemoaned loss of cheap beer

IV. The Prohibition “Experiment” (cont.)

- Flaming youth thought it “smart” to swill bootleg liquor
- Millions of older citizens found forbidden fruit fascinating as they engaged in “bar hunts”
- Might have been more successful if there had been large army of enforcement officials
 - Federal agencies understaffed
 - Underpaid snoopers susceptible to bribery
- Prohibition simply did not prohibit:
 - “Men only” corner saloons replaced by “speakeasies”
 - Hard liquor drunk by men and women
 - Zeal of American prohibition agents strained relations with Canada

IV. The Prohibition “Experience” (cont.)

- Worst of homemade “rotgut” produced blindness, even death
 - » Bootlegger worked in partnership with undertaker
- Yet “noble experiment” not entirely a failure:
 - Bank savings increased
 - Absenteeism in industry decreased
 - Death from alcoholism and cirrhosis declined
 - Less alcohol consumed than in days before prohibition

V. The Golden Age of Gangsterism

- Prohibition spawned shocking crimes:
 - Profits of illegal alcohol led to bribery of police
 - Violent wars in big cities between rival gangs
 - Rival triggerman “erased” bootlegging competitors
 - Chicago (1920s): 500 mobsters murdered
 - Arrests few and convictions fewer
 - Chicago most spectacular example of lawlessness:
 - 1925 “Scarface” Al Capone began six years of gang warfare
 - Zoomed through streets in armor-plated car with bulletproof windows



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V. The Golden Age of Gangsterism (cont.)

- “Public Enemy Number One,” could not be convicted of massacre on St. Valentine’s Day 1929
 - » Of seven unarmed members of rival gang
 - » After serving 11 years for income tax evasion, Capone released as syphilitic wreck
- Gangsters moved into other profitable and illicit activities:
 - Prostitution, gambling, narcotics
 - Honest merchants forced to pay “protection money”
 - **Racketeers** invaded ranks of local labor unions as organizers and promoters
 - Organized crime came to be one of nation’s biggest businesses

V. The Golden Age of Gangsterism (cont.)

- By 1930, annual “take” of underworld \$12 to \$18 billion
- Criminal callousness sank to new depths in 1923:
 - Kidnapping for ransom and eventual murder of infant son of aviator-hero Charles A Lindbergh
 - Congress passed Lindbergh Law: making interstate abduction in certain circumstances a death-penalty offense

VI. Monkey Business in Tennessee

- Educational strides in 1920s:
 - More states required students to remain in school until age 16 or 18, or until graduation
 - High school graduation rates doubled in 1920s
- Change in educational theory by John Dewey
 - Principles of “learning by doing”
 - So-called progressive education with its greater “permissiveness”
 - Believed workbench as essential as blackboard
 - “Education for life” should be primary goal of teacher

VI. Monkey Business in Tennessee (cont.)

- Science made advancements:
 - Health programs, launched by Rockefeller Foundation in South in 1909, wiped out hookworm by 1920s
 - Better nutrition and health care increased life expectancy of newborns (from 50 years in 1901 to 59 years in 1929)
 - Science and progressive education faced unfriendly fire of newly organized Fundamentalists
 - Numerous attempts made to secure laws prohibiting teaching of evolution
 - Tennessee, heart of so-called Bible Belt South, where spirit of evangelical religion robust

VI. Monkey Business in Tennessee (cont.)

- “Monkey Trial”:
 - In 1925, Dayton high-school biology teacher John T. Scopes indicted for teaching evolution
 - Defended by nationally renowned attorneys
 - William Jennings Bryan made to appear foolish by famed criminal lawyer Clarence Darrow
 - Five days after trial, Bryan died of stroke



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This is
TRUE

HOLY
BIBLE

RED LETTER
EDITION

CONCORDANCE

Photo by [knowhimonline](#)

...or is it?

HOLY
BIBLE

RED LETTER
EDITION

CONCORDANCE

Photo by [knowhimonline](#)

Special
Creation



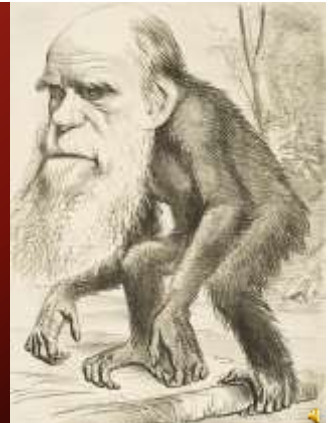
"Then the LORD God formed a man from the dust of the ground and breathed into his nostrils the breath of life, and the man became a living being."

— Genesis 2:4-7

Darwinism

Human
Evolution

Special
Creation

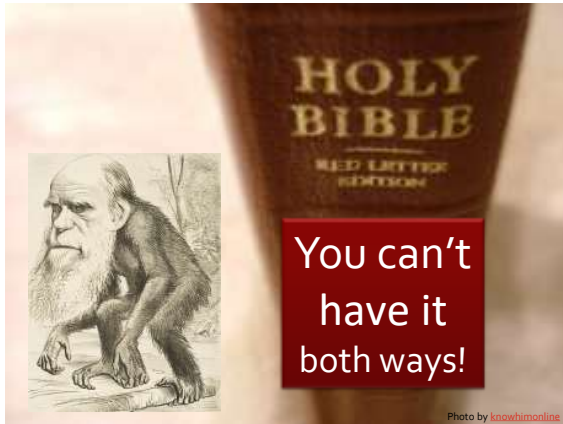


He's Big in Europe...



Here... Not so much!





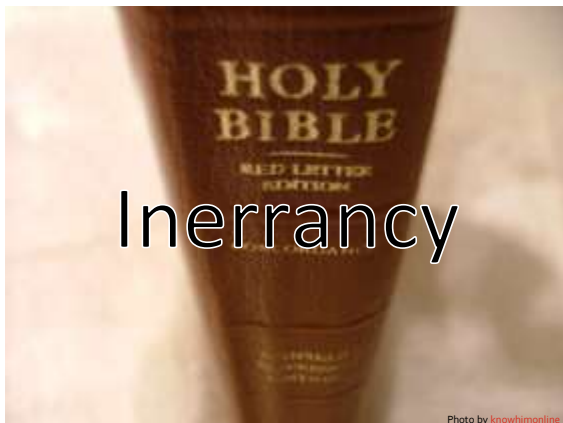
The Fundamentals



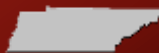
Defense of
Traditional
Christian Doctrines

[Wikipedia](#)

[Full Text](#)



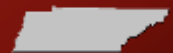
Tennessee Law



AN ACT prohibiting the teaching of the Evolution Theory in all the Universities... and all other public schools of Tennessee...

Section 1. *Be it enacted by the General Assembly of the State of Tennessee,* That it shall be **unlawful** for any teacher in any [public schools]... to teach any theory that denies the story of the **Divine Creation of man as taught in the Bible**, and to teach instead that man has descended from a lower order of animals.

Tennessee Law



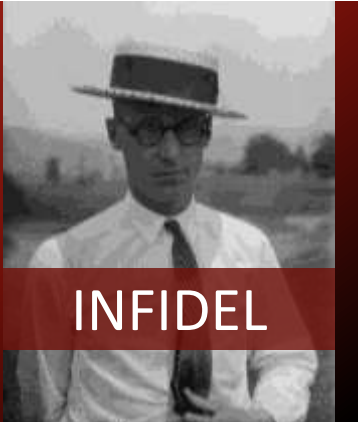
Section 2. *Be it further enacted,* That any teacher found guilty of the violation of this Act, Shall be guilty of a **misdemeanor** and upon conviction, shall be fined not less than One Hundred (\$100.00) Dollars nor more than Five Hundred (\$500.00) Dollars for each offense.

Section 3. *Be it further enacted,* That this Act take effect from and after its passage, the **public welfare** requiring it.

John Scopes

Substitute Teacher

Taught a lesson
on evolution to
purposefully
violate the law



American Civil Liberties Union

The **ACLU** provided
Scopes with free legal
representation.



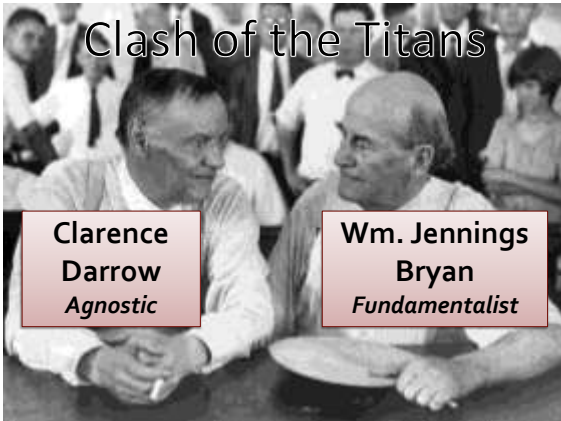
Clarence Darrow
ACLU Lawyer

Quotes

Clash of the Titans

Clarence
Darrow
Agnostic

Wm. Jennings
Bryan
Fundamentalist



EVOLUTION TRIAL OPENED BY PRAYER; JUDGE HAS A BIBLE

PERSONNEL OF EVOLUTION CASE

Bird's Eye View of Men, Etc., in
Famous Trial Opening To-
day in Tenn.

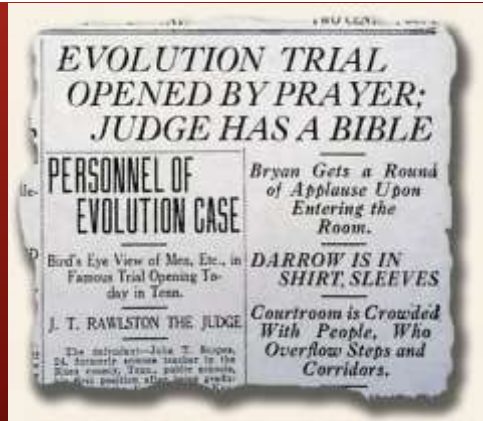
J. T. RAWLSTON, THE JUDGE

The defendant—John T. Scopes,
24, formally sworn teacher in the
State academy, faces public scrutiny
in his first position after being gradu-

Bryan Gets a Round
of Applause Upon
Entering the
Room.

**DARROW IS IN
SHIRT, SLEEVES**

Courtroom is Crowded
With People, Who
Overflow Steps and
Corridors.



GUILTY

...but not really!

The conviction was
overturned by a
higher court.



The "Monkey Trial"

"Such obscenities as the forthcoming trial of the Tennessee evolutionist, if they serve no other purpose, at least call attention dramatically to the fact that enlightenment, among mankind, is very narrowly dispersed. It is common to assume that human progress affects everyone -- that even the dullest man, in these bright days, knows more than any man of, say, the Eighteenth Century, and is far more civilized. This assumption is quite erroneous..."



H.L. Mencken
Baltimore Sun
Reporter & Agnostic

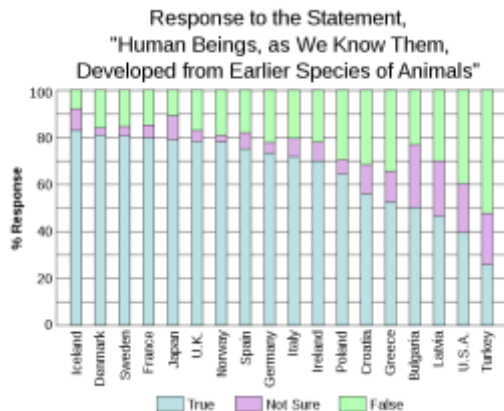
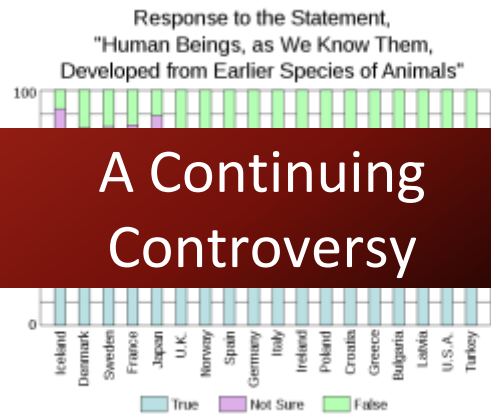
The "Monkey Trial"

The great masses of men, even in this inspired republic, are precisely where the mob was at the dawn of history. They are ignorant, they are dishonest, they are cowardly, they are ignoble. They know little if anything that is worth knowing, and there is not the slightest sign of a natural desire among them to increase their knowledge."



H.L. Mencken
Baltimore Sun
Reporter & Agnostic

A Continuing Controversy



Scopes "Monkey" Trial

Evolution vs. Creationism



Science vs. Religion



Famous Lawyers



Dayton, Tennessee



John Scopes
High School Biology teacher

SCOPES MONKEY TRIAL



The first conflict between religion **vs.** science being taught in school was in 1925 in Dayton, Tennessee.

SCOPES MONKEY TRIAL



John T. Scopes
Respected high school biology teacher arrested in Dayton, Tennessee for teaching Darwin's Theory of Evolution.



Clarence Darrow
Famous trial lawyer who represented Scopes



William J. Bryan
Sec. of State for President Wilson, ran for president three times, turned evangelical leader. Represented the prosecution.



Dayton, Tennessee
Small town in the south became protective against the encroachment of modern times and secular teachings.



SCOPES MONKEY TRIAL



The trial is conducted in a carnival-like atmosphere. The people of Dayton are seen as 'backward' by the country.



The right to teach and protect Biblical teachings in schools.



The acceptance of science and that all species have evolved from lower forms of beings over billions of years.



VI. Monkey Business in Tennessee (cont.)

- Historic clash between theology and biology proved inconclusive:
 - Scopes found guilty and fined \$100
 - Tennessee supreme court upheld law, but set aside fine on technicality
 - Fundamentalists won only hollow victory
 - **Fundamentalism** (emphasis on literal reading of Bible)
 - Remained vibrant force in American spiritual life
 - Strong in Baptist Church and rapidly growing Churches of Christ, organized in 1906

VII. The Mass-Consumption Economy

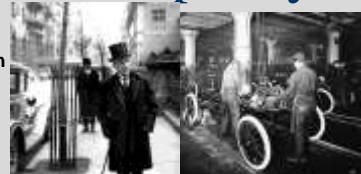
- Prosperity put “roar” into twenties:
 - Recent war and Treasury Secretary Andrew Mellon's tax policies:
 - Favored rapid expansion of capital investment
 - New machinery increased productivity
 - Assembly-line production reached perfection by Henry Ford's factories where a finished automobile emerged every ten seconds
 - New industries sprouted

The Second Industrial Revolution

- U.S. develops the highest standard of living in the world
- The twenties and the second revolution
 - electricity replaces steam
 - Henry Ford's modern assembly line introduced
- Rise of the airline industry
- Modern appliances and conveniences begin to change American society

Age of Prosperity

- Economic expansion
- Mass Production
- Assembly Line
- Age of the Automobile



- Ailing Agriculture...

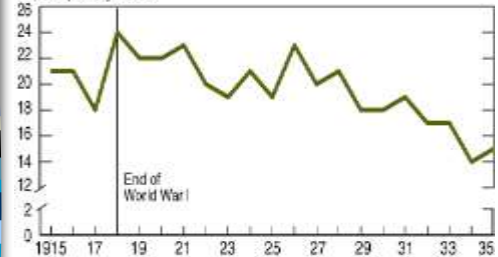


- an agri. depression in early 1920's contributed to this urban migration
- U.S. farmers lost agri. markets in postwar Europe
- at same time agri. efficiency increased so more food produced (more food = lower prices) and fewer labourers needed
- so farming was no longer as prosperous, and bankers called in their loans (farms repossessed)
- so American farmers enter the Depression in advance of the rest of society



Farm exports begin to fall as wartime demand disappears with World War I's end

Export quantity index

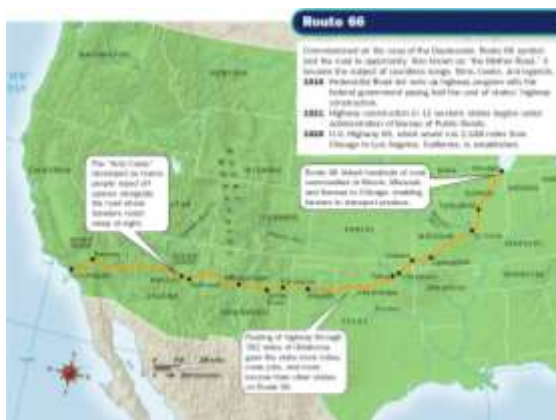


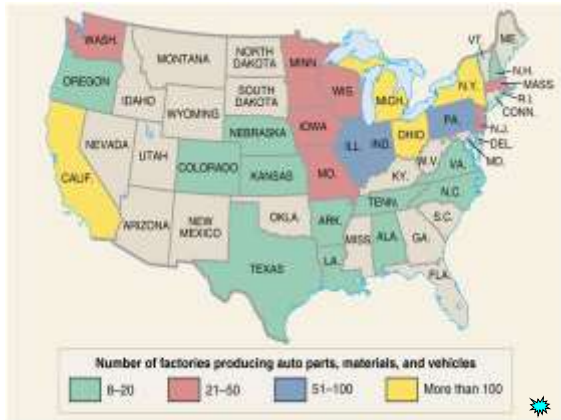
Note: Standard techniques were used to splice together four series using different base years; final base year is 1967. Data not available before 1915.

Source: Export quantity index, Agricultural Statistics, USDA, various issues.

The Automobile Industry

- Auto makers stimulate sales through model changes, advertising
- Auto industry fostered the growth of other businesses
- Autos encourage movement and more individual freedom.

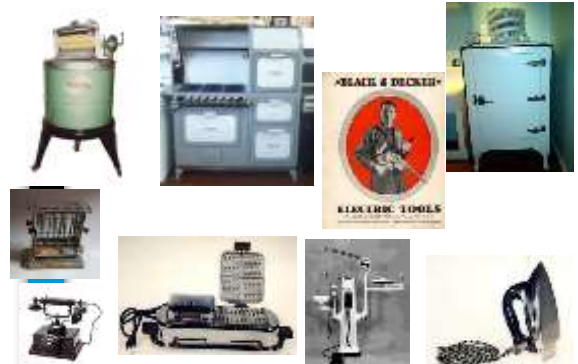




Glenwood Stove and Washing Machine



Consumer Economy



Patterns of Economic Growth

- Structural change
 - professional managers replace individual entrepreneurs
 - corporations become the dominant business form
- Big business weakens regionalism, brings uniformity to America

Economic Weaknesses

- Railroads poorly managed
- Coal displaced by petroleum
- Farmers face decline in exports, prices
- Growing disparity between income of laborers, middle-class managers
- Middle class speculates with idle money

VII. The Mass-Consumption Economy (cont.)

- Automobile:
 - Now became carriage of common citizen
 - By 1930 Americans owned almost 30 million cars
 - Created shift in character of economy:
 - American manufacturers
 - Mastered problems of production
 - Shifted focus to consumption
 - Could they find mass markets for goods?
 - New arm of American commerce came into being:

VII. The Mass-Consumption Economy (cont.)

- Advertising
 - Bruce Barton published best seller: *The Man Nobody Knows*:
 - Provocative thesis: Jesus Christ greatest adman of all time
 - “Every advertising man ought to study the parables of Jesus”
 - “Marvelously condensed, as all good advertising should be”
 - Christ’s executive ability: “He picked up twelve men from the bottom ranks of business and forged them into an organization that conquered the world”

VII. The Mass-Consumption Economy (cont.)

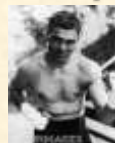
- Sports:
 - Became big business in consumption economy
 - Heroes like George H. (“Babe”) Ruth far better known than most statesmen
 - Yankee Stadium became “house that Ruth built”
 - In 1921 heavyweight champion, Jack Dempsey, knocked out light heavyweight George Carpentier
 - Jersey City crowd paid more than a million dollars
 - First in series of million-dollar “gates” in 1920s

Celebrities Babe Ruth & Ty Cobb



Charles Lindbergh
The Spirit of St. Louis

Jack Dempsey



Baseball Stars



BABE RUTH
MAJOR LEAGUE BASEBALL



“The Bambino”
“The Sultan of Swat”
Baseball Hall of Fame:
1936

ANDREW “RUBE” FOSTER
NEGRO LEAGUES



Baseball Hall of Fame:
1981



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VII. The Mass-Consumption Economy (cont.)

- Buying on credit; another innovation of postwar economy:
 - “Possess today and pay tomorrow” was message
 - People went into debt to own all kinds of new marvels—refrigerators, vacuum cleaners, cars and radios—*now*
 - Prosperity accumulated an overhanging cloud of debt
 - Economy became increasingly vulnerable to disruptions of credit structure

Advertising and the Installment Plan



The Installment Plan

LINK

VIII. Putting America on Rubber Tires

- Machinery was new messiah—and automobile its principal prophet
 - Automobile
 - New industrial system:
 - Assembly-line methods
 - Mass-production techniques
 - Americans adapted rather than invented gasoline engine:
 - Europeans can claim original honor
 - 1890s—daring American inventors and promoters
 - Henry Ford and Ransom E. Olds developed infant automotive industry



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VIII. Putting America on Rubber Tires (cont.)

- By 1910 sixty-nine car companies rolled out total annual production of 181,000 units
- Detroit became motorcar capital of America
- **Scientific Management:**
 - Stopwatch efficiency techniques of Frederick W. Taylor
 - Eliminate wasted motion
- Henry Ford:
 - More than any other individual, put America on rubber tires
 - His Model T (“Tin Lizzie”)
 - » Cheap, rugged, and reasonably reliable, though rough and clattering
 - » Parts highly standardized

VIII. Putting America on Rubber Tires (cont.)

- Devoted himself to gospel of standardization
- Grasped and applied technique of moving assembly line—**Fordism**
- Sold Ford roadster for \$260 (see Figure 30.2)
- Fordism caught fire outside United States
- Flood of Fords phenomenal:
 - » In 1914 “Automobile Wizard” turned out his 500,000th Model T
 - » By 1930 total had risen to 20 million
 - » By 1929, 26 million motor vehicles registered—one for every 4.9 American (see Figure 30.3)

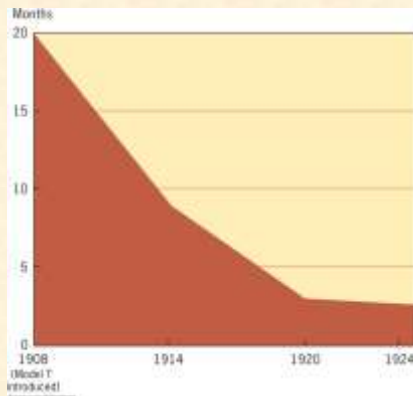


Figure 30-2 p704

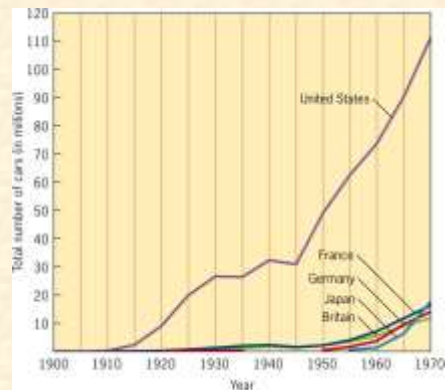


Figure 30-3 p704

IX. The Advent of the Gasoline Age

- Impact of self-propelled carriage tremendous:
 - Gigantic new industry emerged
 - Employed directly or indirectly 6 million people
 - 1,000s of new jobs created by supporting industries
 - Rubber, glass, and fabrics
 - Highway construction, service stations and garages
 - America's standard of living rose to enviable level
 - Petroleum business expanded:
 - Oil derricks shot up in California, Texas, Oklahoma
 - Railroads hard hit by competition with passenger cars, buses, and trucks



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IX. The Advent of the Gasoline Age (cont.)

- Speedy marketing of perishable foodstuffs accelerated
- New prosperity enriched outlying farms
- Countless new hard-surfaced roads constructed
- Thanks to installment-plans, countless Americans acquired habit of riding
- Zooming motorcars agents of social change:
 - At first a luxury, rapidly became a necessity
 - Became badge of freedom and equality
 - Ostentation seemed more important than transportation
 - Leisure hours could now be spent more pleasurably

IX. The Advent of the Gasoline Age (cont.)

- Women further freed from dependence on men
- Suburbs spread further from urban core
- Isolation among sections declined
- Autobuses made possible consolidation of schools, and to some extent churches
- By 1951, a million Americans had died in motor vehicle accidents
- Virtuous home life partially broke down as people abandoned parlor for highway
- Morals of youth sagged correspondingly
- Crime wave of 1920s and 1930s aided by motorcar



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IX. The Advent of the Gasoline Age (cont.)

- Air and environmental quality improved with less horse use
- Automobile brought more convenience, pleasure, and excitement into more people's lives than almost any other single invention

X. Humans Develop Wings

- Gasoline engines provided power that enabled humans to achieve flight
 - Wright brothers, Orville and Wilbur, performed “miracle at Kitty Hawk,” N.C. on Dec. 17, 1903
 - Orville stayed airborne for 12 seconds and 120 feet
 - Air age launched by 2 obscure Ohio bicycle repairmen
 - Airplanes—“flying coffins” used for:
 - Various purposes during Great War, 1914-1918
 - Private companies operated passenger lines and transported mail

X. Human Develop Wings (cont.)

- 1927 Charles A. Lindbergh—“Flyin' Fool;” first solo flight across Atlantic
 - Piloted single-engine plane, *Spirit of St. Louis* from New York to Paris in grueling 33 hours and 39 minutes
 - Achievement did much to dramatize and popularize flying, while giving boost to infant aviation industry
- Impact of airship tremendous:
 - Provided American spirit with another dimension
 - Gave birth to giant new industry



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X. Human Develop Wings (cont.)

- Unfortunately, initial accident rate high
- By 1920s and 1930s, travel by air on regularly scheduled airlines significantly safer
- Humanity's new wings increased tempo of already breathless civilization
 - Railroads further hurt by loss of passengers and mail
 - Lethal new weapon given to war with use of bombs
 - Isolation behind oceans becoming bygone dream as world slowly shrinks

XI. The Radio Revolution

- Speed of airplane far eclipsed by speed of radio waves:
 - Guglielmo Marconi, an Italian, invented wireless telegraph in 1890s
 - Used for long-range communication during World War I
 - Next came voice-carrying radio:
 - Red-letter day in November 1920 when Pittsburgh radio station broadcast news of Harding's landslide victory

XI. The Radio Revolution (cont.)

- Later miracles achieved in transatlantic wireless phonographs, radio, telephones, and television
- Earliest radio programs reached only local audiences
 - By late 1920s technological improvements made long-distance broadcasting possible
 - National commercial networks drowned out local programming
 - Advertising "commercials" made radio another vehicle for American free enterprise, as contrasted to government-owned systems of Europe

XI. The Radio Revolution (cont.)

- Radio drew people back home and knitted nation together
 - Programs sponsored by manufacturers and distributors of brand-name products helped make radio-touted labels household words and purchases
- Sports further stimulated
- Politicians adjusted speaking techniques to new medium
- Host of listeners heard their favorite newscaster
- Music of famous artists and orchestras beamed into countless homes

RADIO



• Westinghouse Radio Station KDKA was a world pioneer of commercial radio broadcasting.

• Transmitted 100 watts on a wavelength of 360 meters.

• KDKA first broadcast was the Harding-Cox Presidential election returns on November 2, 1920.

• 220 stations eighteen months after KDKA took the plunge.

• \$50 to \$150 for first radios

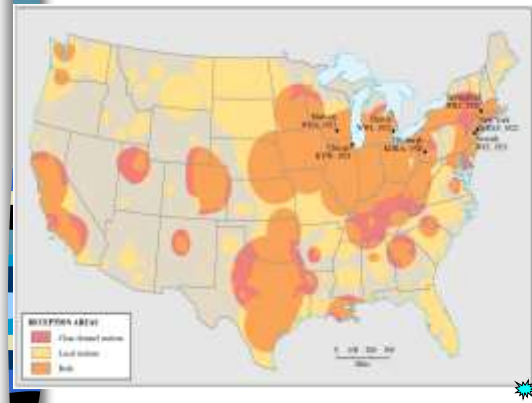
• 3,000,000 homes had them by 1922.

RADIO



- Radio sets, parts and accessories brought in **\$60 million** in 1922...
- **\$136 million** in 1923
- **\$852 million** in 1929
- Radio reached into **every third home** in its first decade.

• Listening audience was 50,000,000 by 1925



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XII. Hollywood's Filmland Fantasies

- Flickering movie fruit of numerous geniuses:
 - 1903: birth of first story sequence on screen:
 - *The Great Train Robbery* – in five-cent theaters, popularly called “nickelodeons”
 - First full-length classic was D.W. Griffith's *Birth of a Nation* (1915):
 - » Glorified Ku Klux Klan of Reconstruction days and defamed blacks and Northern carpetbaggers
 - Hollywood became movie capital of world

XII. Hollywood's Filmland Fantasies (cont.)

- Used in World War I as engine of anti-German propaganda:
 - “Hang the kaiser” films helped sell war bonds and boost morale
- 1927—success of first “talkie”—*The Jazz Singer*:
 - “Silents” ushered out as theaters “wired for sound”
 - Early color films produced

Culture of the Roaring 20's



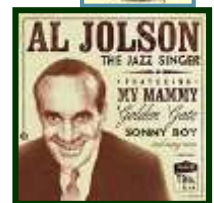
Radio
KDKA Pittsburgh
GE, Westinghouse, & RCA
form NBC



Silent Movies
Charlie Chaplin

“Talkies”
The Jazz Singer
Starring Al Jolson

Mary Pickford
“America’s Sweetheart”



Radio and Motion Pictures



Home
Entertainment

75%

of Americans went to
see a movie each week
in the 1920s



THE JAZZ SINGER (1927)
SYNCHRONIZED DIALOGUE



The Jazz Age



Duke
Ellington



Louis Armstrong

The 20's is The Jazz Age



The Flappers
make up
cigarettes
short skirts



Writers

F. Scott Fitzgerald
Ernest Hemingway



Musicians

Louis Armstrong
Duke Ellington



Celebrities



Clara Bow

Actress and Flapper Icon



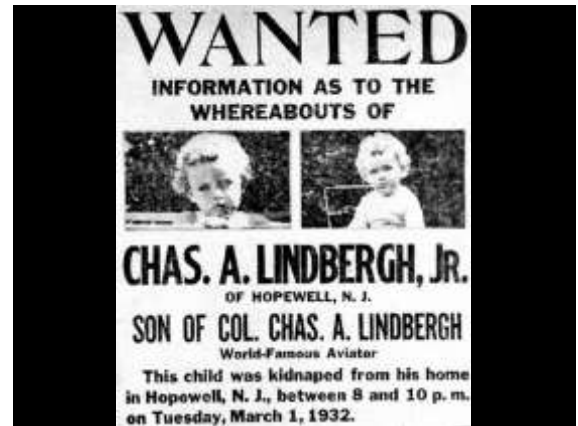
Charles Lindbergh



- 1927
- First nonstop **transatlantic** flight
- \$25,000 Prize



CHARLES LINDBERGH
WITH THE SPIRIT OF ST. LOUIS



XII. Hollywood's Filmland Fantasies (cont.)

- Phenomenal growth in popularity of films
 - Movie “stars” commanded much higher salaries than president of United States
 - \$100,000 for single film
 - Many actors and actresses more popular than nation's political leaders
 - Critics bemoaned vulgarization of popular tastes with films and radio

XII. Hollywood's Filmland Fantasies (cont.)

- Effects of new mass media not all negative:
 - Insularity of ethnic communities eroded as immigrants' children took to public media
 - Some diversity of immigrants' Old Country culture lost, but:
 - Standardization of tastes and language hastened entrance into American mainstream
 - Set stage for working-class political coalition that would overcome divisive ethnic differences of past



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XIII. The Dynamic Decade

- Changes in lifestyles and values:
 - More lived in urban areas than in countryside by 1920
 - Women continued to find employment in cities
 - Organized birth control movement:
 - Led by fiery feminist Margaret Sanger, who openly championed contraceptives
 - Campaign for Equal Rights Amendment
 - By Alice Paul's National Woman's party
 - Churches affected:
 - Fundamentalists lost ground to Modernists
 - Some churches tried to fight devil with worldly weapons



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XIII. The Dynamic Decade (cont.)

- Turned to new entertainment
- Some even included moving pictures for youth
- Chimes “struck sex o'clock in America”:
 - Advertisers exploited sexual allure to sell everything
 - Young women's clothing and styles changed
 - “Flapper” symbolized more independent lifestyle
 - Adventuresome females shocked elders when they sported new one-piece bathing suits
 - Justification for new sexual frankness found in writings of Dr. Sigmund Freud



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XIII. The Dynamic Decade (cont.)

- Many taboos flew out window
- Sexual freedom became more prevalent
- Flapper as goddess of “era of wonderful nonsense,” and jazz its sacred music:
 - Moved up from New Orleans with migrating blacks
 - Wailing saxophone became trumpet of new era
 - W.C. Handy, “Jelly Roll” Morton, Louis Armstrong, and Joe “King” Oliver gave birth to jazz

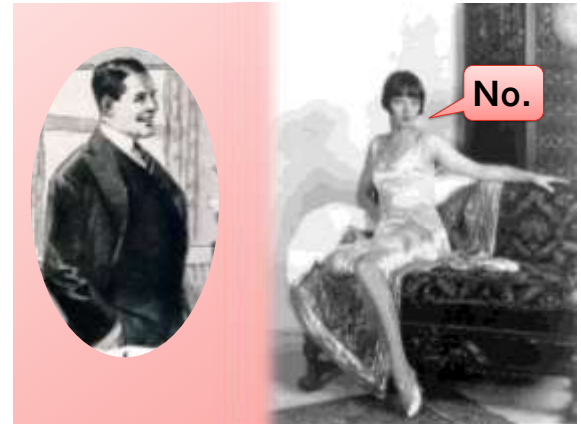
Womanhood

Circa
1920



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Flappers

- Challenged social norms
 - Jazz
 - Short Skirts & Hair
 - Premarital sex
 - Double Standard
- Discovery of adolescence
 - Child-Labor




THE FLAPPER



- ❖ "Flappers" sought individual freedom
- ❖ Ongoing crusade for equal rights
- ❖ Most women remain in the **"cult of domesticity"** sphere
- ❖ Discovery of adolescence
 - ❖ Teenaged children no longer needed to work and indulged their craving for excitement

THE FLAPPER



The Playful flapper here we see,
The fairest of the fair.
She's not what Grandma used to be,
You might say, *au contraire*.
Her girlish ways may make a stir,
Her manners cause a scene,
But there is no more harm in her
Than in a submarine.

She nightly knocks for many a goal
The usual dancing men.
Her speed is great, but her control
Is something else again.
All spotlights focus on her pranks.
All tongues her prowess herald.
For which she well may render thanks
To God and Scott Fitzgerald.
Her golden rule is plain enough -
Just get them young and treat them
rough.

by Dorothy Parker




Although some saw Flapper culture as a threat to traditional gender roles...



XIII. The Dynamic Decade (cont.)

- New racial pride blossomed in northern black communities:
 - Harlem in NYC—130,000 African American residents in 1920s
 - » One of largest black communities in world
 - Culture nurtured by poets like Langston Hughes
 - » *The Weary Blues* (1926)
 - Harlem spawned charismatic political leader, Marcus Garvey
 - » Founded **United Negro Improvement Association (UNIA)** to promote resettlement of blacks in "African homeland"
 - » Sponsored black businesses to keep money in black pockets
 - » Helped newcomers to northern cities gain self-confidence and self-reliance
 - » Example proved important to founding of Nation of Islam (Black Muslim) movement



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XIV. Cultural Liberation

- Literature and the arts:
 - Most of earlier genteel writers had died by 1920s
 - New Yorker Edith Wharton and Virginia-born Willa Cather continued to be popular
 - Now new modernists becoming popular (see Thinking Globally section)
 - **Modernism** questioned social conventions and traditional authorities, considered outmoded by accelerating changes of 20th century life

XIV. Cultural Liberation (cont.)

- H.L. Mencken best personified this iconoclasm:
 - Known as “Bad Boy of Baltimore”
 - Promoted modernist causes in politics and literature
 - Assailed marriage, patriotism, democracy, prohibition, Rotarians, and other sacred icons of middle-class American “booboisie”
 - He dismissed South as “Sahara of the Bozart”
 - Attacked hypocritical do-gooders as “Puritans”
 - Puritanism, he jibed, was “haunting fear that someone, somewhere, might be happy”

XIV. Cultural Liberation (cont.)

- Young writers jolted by WWI out of complacency about traditional values and literary standards
 - Probed for new codes of morals and understanding, as well as fresh forms of expression
 - F. Scott Fitzgerald—*This Side of Paradise* (1920)
 - “He found all gods dead, all wars fought, all faiths in man shaken”
 - *The Great Gatsby* (1925) brilliant commentary on illusory American ideal of self-made man
 - » James Gatz reinvented himself as tycoon Jay Gatsby only to be destroyed by those with wealth and social standing



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XIV. Cultural Liberation (cont.)

- Theodore Dreiser's masterpiece *An American Tragedy* (1925) explored pitfalls of social striving
- Ernest Hemingway:
 - Among writers most affected by WWI
 - His hard-boiled realism typified postwar writing
 - *The Sun Also Rises* (1926) told of disillusioned, spiritually numb American expatriates in Europe
 - In *A Farewell to Arms* (1929) he turned his own war story into one of finest novels about the war
 - His literary successes and flamboyant personal life made him one of most famous writers in world
 - Won Nobel Prize in literature in 1954

The "Lost Generation"



Hemingway

Fitzgerald

XIV. Cultural Liberation (cont.)

- “Lost Generation”:
 - Hemingway, Fitzgerald and other American writers and painters formed artistic cadre:
 - As expatriates in postwar Europe
 - Found shelter and inspiration in Paris salon of Gertrude Stein:
 - Studied under William James at Harvard and her early works applied his theory of “stream of consciousness”
 - Friends with Pablo Picasso and Henri Matisse, she wrote radically experimental poetry and prose
 - Joined fellow American poets Ezra Pound and T. S. Eliot in vanguard of modernist literary innovation

XIV. Cultural Liberation (cont.)

- “High modernists”:
 - Experimented with breakdown of traditional literary forms
 - Exposed losses associated with modernity
 - Wrote in self-consciously internationalist mode
 - Haughtily rejected parochialism they found at home
 - Pound rejected old civilization and proclaimed doctrine: “Make It New;” he strongly influenced Eliot
 - Eliot in *The Waste Land* (1922) produced one of most impenetrable but influential poems of century
 - E.E. Cummings used unorthodox diction and peculiar typesetting to produce startling poetic effects

XIV. Cultural Liberation (cont.)

- Not all American writers radical:
 - Many continued familiar regionalist style
 - Robert Frost wrote hauntingly about nature and folkways of his adopted New England
 - Carl Sandburg extolled working classes of Chicago in strong, simple cadence
 - Sherwood Anderson in *Winesburg, Ohio* dissected various fictional personalities, finding them warped by their cramped psychological surroundings

XIV. Cultural Liberation (cont.)

- Sinclair Lewis:
 - *Main Street* (1920) best-selling story of one woman's unsuccessful revolt against provincialism
 - In *Babbitt* (1922) he affectionately pilloried George F. Babbitt, who slavishly conforms to respectable materialism of his group
- William Faulkner:
 - Focused on displacement of agrarian Old South by rising industrial order
 - His work offered fictional chronicle of an imaginary, history-rich Deep South county
 - In powerful books: *The Sound and the Fury* (1929) and *As I Lay Dying* (1930) he peeled back layers of time and consciousness from constricted souls of his ingrown southern characters

XIV. Cultural Liberation (cont.)

- Faulkner experimented with multiple narrators, complex structure, and “stream of consciousness” techniques
- His extended meditation culminated in what some consider his greatest work: *Absalom, Absalom!* (1936)
- American composers and playwrights made valuable contributions:
 - Jerome Kern and Oscar Hammerstein's *Show Boat* (1927) was America's first “musical play”
 - Eugene O'Neill's *Strange Interlude* (1928) laid bare Freudian notions of sex and subconscious in succession of dramatic soliloquies
 - Garnered Nobel Prize in literature (1936)

XIV. Cultural Liberation (cont.)

• Harlem Renaissance:

- Black cultural renaissance in uptown Harlem:
 - Led by writers Claude McKay, Langston Hughes, and Zora Neale Hurston
 - And jazz artists Louis Armstrong and Eubie Blake
- Argued for “New Negro” who was a full citizen and social equal to whites
 - Adopted modernist techniques, Hughes and Hurston captured oral and improvisational traditions of contemporary blacks in dialect-filled poetry and prose



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XV. Wall Street's Big Bull Market

- Economic conditions of 1920s:
 - Several hundred banks failed annually
 - Florida boom: numerous underwater plots sold to eager purchasers for preposterous sums
 - Stocks provided even greater sensations:
 - Speculation ran wild
 - Boom-or-bust trading pushed market to dizzy peaks
 - Stock market became veritable gambling den

XV. Wall Street's Big Bull Market (cont.)

- In 1920s many bought stocks “on margin”
 - Intoxicated by lure of quick profits, few heeded warnings that this kind of prosperity could not last
 - Little done by Washington to curb speculators
 - 1921 Congress moved toward budget sanity by creating Bureau of the Budget:
 - Assisted president in preparing estimates of receipts and expenditures to be submitted to Congress as annual budget



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XV. Wall Street's Big Bull Market (cont.)

- Burdensome taxes from war distasteful to Secretary of Treasury Mellon
- Argued high taxes forced rich to invest in tax-exempt securities rather than in factories that provided payrolls
- Argued high taxes not only:
 - Discouraged business, but
 - Brought in smaller return to Treasury than moderate taxes
- Mellon helped engineer series of tax reductions from 1921 to 1926

XV. Wall Street's Big Bull Market (cont.)

- Congress:
 - Repealed excess-profit tax
 - Abolished gift tax
 - Reduced excise taxes, the surtax, the income tax, and estate taxes
- Mellon's spare-the-rich policies shifted tax burden from wealthy to middle-income groups
- Mellon, lionized by conservatives as “greatest secretary of Treasury since Hamilton” remains controversial figure:
 - Reduced national debt by \$10 billion
 - Accused of indirectly encouraging bull market



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CHRONOLOGY	
1903	Wright brothers fly first airplane First story-sequence motion picture
1906	Henry Ford introduces Model T
1914	M. C. Hardy's "St. Louis Blues" debuts
1917	Kellogg's Revolution in Cereals
1918	Eighteenth Amendment goes into effect Volstead Act Seattle general strike Anderson publishes <i>Winesburg, Ohio</i>
1919-1928	"Red scare"
1920	Radio broadcasting begins Hugoboss publishes <i>The Side of Paradise</i> Lovers publishes <i>Stardust</i>
1921	Sacco-Vanzetti trial Emergency Quota Act Bureau of the Budget created
1922	Lovers publishes <i>Stardust</i> Eliot publishes <i>The Waste Land</i>
1923	Equal Rights Amendment (ERA) proposed
1924	Immigration Act of 1924
1925	Sacco trial Florida real estate boom Hugoboss publishes <i>The Great Gatsby</i> Lovers publishes <i>An American Tragedy</i>
1926	Hughes publishes <i>The Hairy Ape</i> Hemingway publishes <i>The Sun Also Rises</i>
1927	Lincoln's first solo across Atlantic First talking motion picture, <i>The Jazz Singer</i> Sacco and Vanzetti executed
1928	Hughes O'Neil's <i>Sting</i> debuts Sacco and Vanzetti executed
1929	Hemingway publishes <i>The Sound and the Fury</i> Hemingway publishes <i>A Farewell to Arms</i>
1932	Al Capone imprisoned

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