16.1 A Booming Economy
Automobile

- Henry Ford—Model T—used an assembly line for mass production
  - Mass production = low cost = greater consumer market
  - Also gave employees Sat. and Sun. off (weekend is a new concept)
- Stimulates growth in steel, glass, rubber, asphalt, wood, gasoline, insurance, road construction, new stores/companies and advertisement
- Decline in RR—people are able to go where they want, when they want
- Weekend getaways become popular—new sense of freedom—live further away
- Dating becomes new—no longer go to parents house for a date
Economy

- Consumer Revolution! – Fueled by advertising
  - Wants and needs become equal
- Electricity: vacuums, electric washers, irons, radios, refrigerators
- People buy on credit; called installment buying
- Stock market was bull market (buyers market—constantly going up)
- Farmers however, still struggled
16.2 The Business of Government
Harding

- Increased a protected tariff by 25%
- Secretary of Treasury: Andrew Mellon and Harding worked to reduce gvmnt regulation of business
- Sec. of Commerce Herbert Hoover worked with interest groups to set up voluntary exchange
Teapot Dome Scandal

- Sec. of Interior Albert Fall
  - Arranged to transfer oil reserves in Elk Hills, CA and Teapot Dome, WY to Navy Department in case of an emergency
  - Harding signs off on the transfer
  - Fall takes oil and sells it to private oilmen in return for “loans” or bribes
  - Senate investigates
  - Oil is returned to gvmnt
  - After the scandal, Harding has a heart attack and dies
    - Calvin Coolidge takes office
Calvin Coolidge Prosperity

- Supported big business
- Reduced national debt
- Lowered taxes to create incentives for businesses
Troubled Waters for Coolidge

- Still a lot of discrimination for blacks (Jim Crow laws)
- Farmers struggled to keep land as prices of goods fall
- Labor unions demand higher wages and better working conditions
- Mexican-Americans given low pay to force them to go back
- Coolidge ignores the social problems b/c feels it's not the government's problem to help create an ideal nation
America in a Worldly Realm: Preventing another War

- Washington Naval Disarmament Conference
  - Nations agree to limit construction of large warships to avoid another arms race
  - Leaders meet and work out problems between the west and Japan

- Kellogg-Briand Pact (1928)
  - Outlaws war as an instrument of national policy
  - Nations agree but forget easily

- World Court
  - Goal: help mediate international disputes
  - Senate rejects US involvement
War Debts

• US wants money back from France and Britain

• This can only happen if Germany paid their reparations

• Dawes Plan
  o US loans money to Germany
  o Internationally US seen as money grubbing and not thinking about the human cost of the war for other nations

• Many countries wanted to cancel out debts and start over but Coolidge insisted that debt was debt and it must be paid
16.3 SOCIAL AND CULTURAL TENSIONS
TRADITIONALISM V. MODERNISM

- Modernism: emphasizing science and secular values over religious values
- Nation splits urban and rural
  - Urban Americans
    - Enjoy consumer products
    - Lots of leisure activities
    - Open towards social change
    - Open to new scientific discoveries
    - Formal prolonged education; goal is mastery
  - Rural Americans
    - Did not buy/could not buy consumer products
    - Limited leisure activities
    - Embraced traditional/religious values and culture over science
    - Did not emphasize education
      - Master the 3 R’s (reading, writing, arithmetic)
      - Needed farming skills
TRADITIONALISM V. MODERNISM
CON’T

● Fundamentalism
  ○ Emphasized every word in the Bible was literal truth
  ○ Believed the answer to every question could be found in the holy book
  ○ Strongest in rural areas
EVOLUTION

- Clash of fundamentalist and modernist
- Hit pinnacle in Scope Trial of 1925
  - Issue: teaching the theory of evolution based on Charles Darwin
  - TN makes it illegal to teach theories of evolution
  - American Civil Liberties Union convinces John Scopes to challenge the law; he teaches evolution and is arrested
  - Darwin’s claim is that humans evolved from monkeys
  - Trial dubbed “Monkey Trial”
  - Scopes found guilty, had to pay $100
  - Conflict still continues today
IMMIGRATION

- b/c WWI, Red Scare, Russian Revolution; nativists argument of limiting immigration strengthened

- Emergency Quota Act (1921) and National Origins Act of 1924 both establish a quota system to govern immigration from specific countries

- Quota systems did not apply to Mexico
  - Most Mexican newcomers go west and find jobs in factories and farms
  - Faced heavy discrimination, beatings and violence
New KKK revived in 1915

Targeted African Americans AND Jews, Catholics and immigrants

Klan reached 4-5 million; known as “Invisible Empire”

Multiple branches in Midwest, Northeast and West

Ruled many politicians

Burned crosses, boycotted businesses by anyone who was Jewish, Catholic or Af. Amn.

Leaders called “Grand Dragon” and “Imperial Wizard”

NAACP and Jewish Anti-Defamation League battle KKK
PROHIBITION AND CRIME

● 18th Amendment ratified: bans use of alcohol
● Congress passes Volstead Act to enforce 18th Amendment
● Those opposed to Prohibition called “wets”
  ○ Argued prohibition helped create an atmosphere of hypocrisy and increase in organized crime
● Bootleggers star selling illegal alcohol to consumers
● Secret drinking establishments known as speakeasies; very popular in Chicago and major cities
● Gvmnt tried to stop it, but too much to handle
● By mid 1920s most politicians wanted to repeal the amendment
  ○ but too many rural Amns tied liquor and crime together
● 1933: 21st Amendment repeals 18th Amendment
16.4 A New Mass Culture
Leisure Time

Amns have more free time

Farmers spend most free time with neighbors and family

Could not afford the time or money to do what non-farming families could

Average work week went from 70 hours to 45 from 1850 to 1930 respectively

Salaries and wages went up

1920s the movie industry hit it big

Started as silent films

Charlie Chaplin—famous actor

Moved to sound synchronized with action

First film: The Jazz Singer
Leisure Time con’t

Radio and Phonograph

 Creates a common culture

 Radio invented by Guglielmo Marconi

 Listed to music, educational lectures and religious sermons, news and weather reports also advertisements

Phonograph

 Allowed people to listen to the same music they heard on the radio but whenever they wanted

 As they listened in groups they learned new dances such as the fox trot and the Charleston
Heroes

Babe Ruth—baseball

AKA: Bambino; Sultan of Swat

Jack Dempsey—Boxing

Bobby Jones—Golf

Bill Tilden—Tennis

Helen Wills—Tennis

Gerrude Ederle—first women to swim the English Channel

Charles Lindbergh—first man to fly solo across the Atlantic Ocean in a single-engine plane

Dubbed “Lucky Lindy” and “Lone Eagle”
Women

Challenged political, economic, social and educational boundaries

Flappers

- Short hemline
- More makeup
- Danced to latest crazes
- Assumed she had same political and social rights as men
- Cropped bob hair cut

National Women’s Party

 Called on reform movements (political and social)

- Running for office
- Increased pay
- Fair employment
- Journalist
- Legal/medical professions
- Banking
- aviation
Women con’t

Lifestyle

Married later
Fewer children
Worked, joined charity organizations and clubs
Modernism in Art and Literature

Art/Literature reflected the mood of the 1920s: Uncertainty

Sigmund Freud contributed with thoughts on human behavior

Believed human behavior is driven not by rational thought but by unconscious desires
People need to learn to suppress desires
Tension between outward behavior and the subconscious leads to mental and physical illness

Modern paintings
Reproduced real life images in paint
Experimented with abstract styles
Modernism in Art and Literature con’t

Postwar American Literature

Writers referred to as “Lost Generation” b/c no longer looked at Victorian Era

F. Scott Fitzgerald, Gertrude Stein, T. S. Eliot, Ernest Hemingway

Fitzgerald

Wrote This Side of Paradise and The Great Gatsby

Explored the reality of the American dream of wealth, success, and emotional fulfillment

Hemingway

Wrote A Farewell to Arms

Explored the Amn dream through those who were denied

Developed a unique writing style
16.5 The Harlem Renaissance
African Americans

- Moved north to escape Jim Crow laws
- Northern cities were giving blacks more political voice and greater employment opportunities
- Still had lower pay and faced racism/oppression
- Many settled in Harlem, NYC with immigrants
  - Created blend of cultures
Af. Amns con’t

- Marcus Garvey
  - Prominent Af. Amn leader
  - Pushed for segregation of races
  - Pushed for black owned stores and businesses
  - Founded the Universal Negro Improvement Association
  - Found guilty of mail fraud
  - Deported back to Jamaica
The Jazz Age

- Music based on improvising
- Emerged in places where tradition and culture blended (New Orleans)
- Famous jazz musicians: Louis Armstrong, Duke Ellington and Bessie Smith (vocalist)
- Symbol of “Roaring Twenties”
- Played in speakeasies and nightspots in major US cities
- Bridged races
The Harlem Renaissance

● Af. Amns expressed their pains through jazz and literature
● Introduces new vocabulary and view of race relations
● Wrote about Af. Amn struggles for dignity and advancement when facing discrimination and economic hardships

● Most powerful Harlem Renaissance writer: Langston Hughes
  ○ Celebrated Af. Amn culture and life
  ○ Did not focus on negative

● Lasting impacts
  ○ Changed white views of Af. Amn culture
  ○ Gave Af. Amns view of themselves (identity)
  ○ Created sense of prosperity and value to society