

## 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

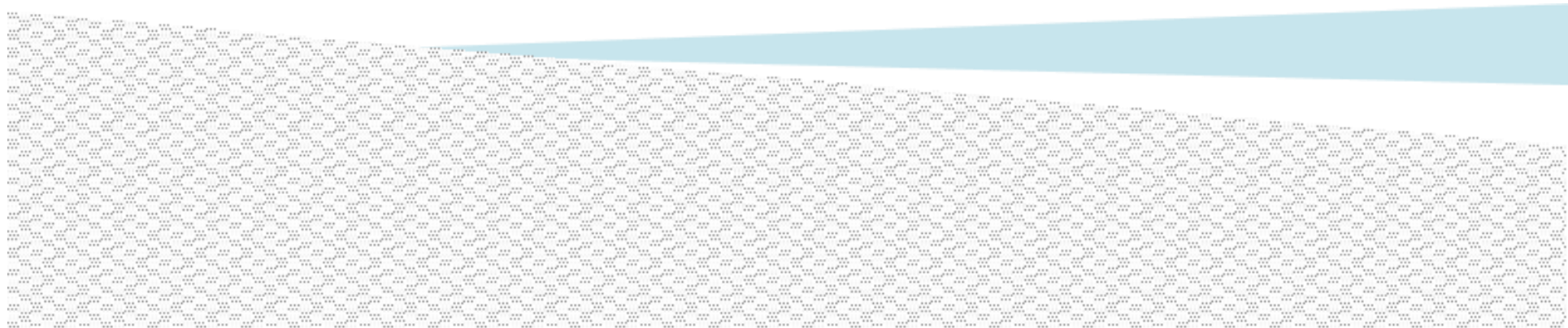


# Economy

- 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**



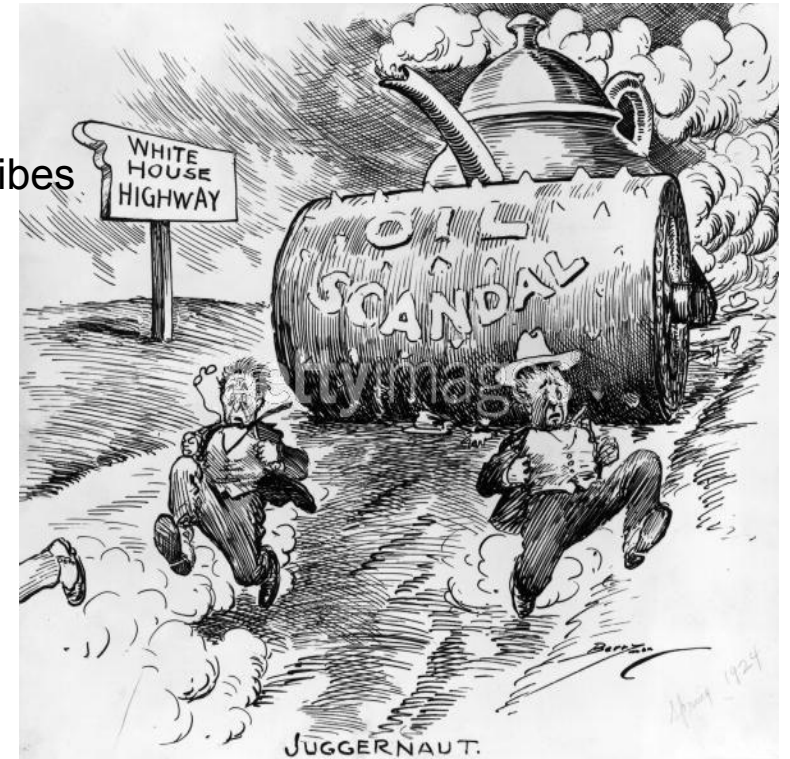
# Harding

- 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



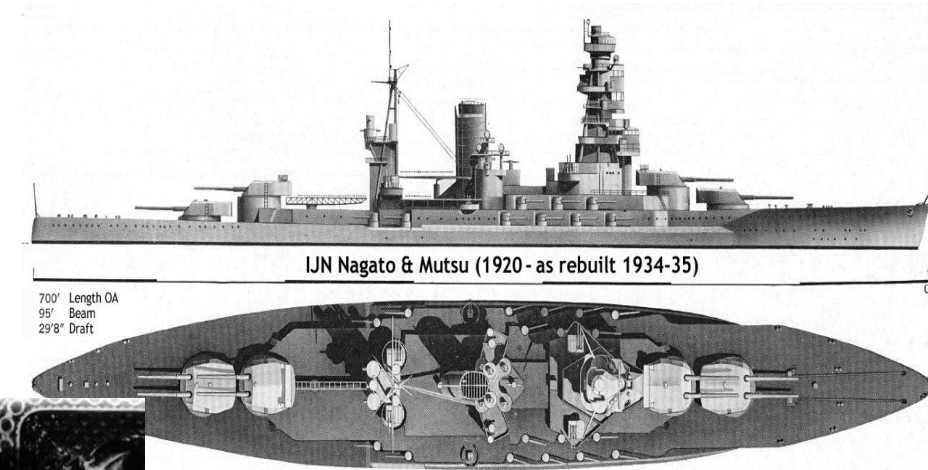
# Troubled Waters for Coolidge

- 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
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# 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

- US loans money to Germany
- 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

The International Financial System  
Under the Dawes Plan and Young Plan  
1924-30



## **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



# KKK



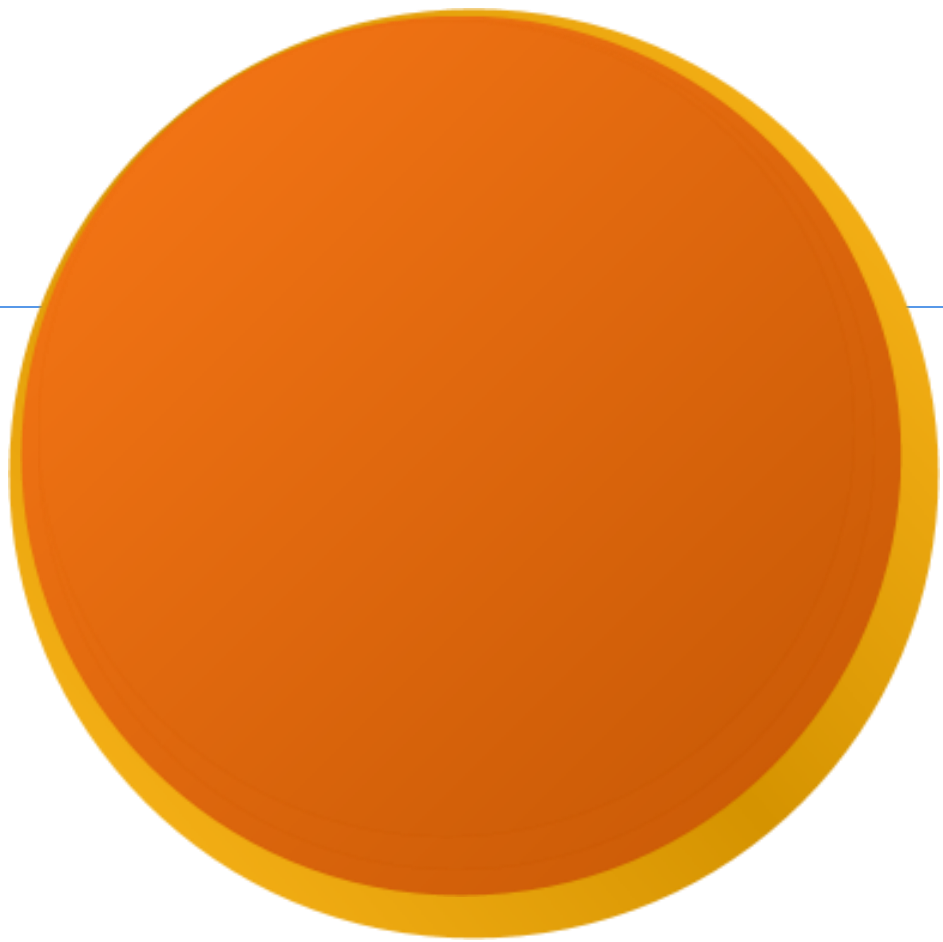
- New KKK revived in 1915
- Targeted African Americans AND Jews, Catholics and immigrants
- Klan reached 4-5 million; known as “Invisible Empire”
- Multiple branches in Midwest, Northeast and West
- Ruled many politicians
- Burned crosses, boycotted businesses by anyone who was Jewish, Catholic or Af. 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

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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

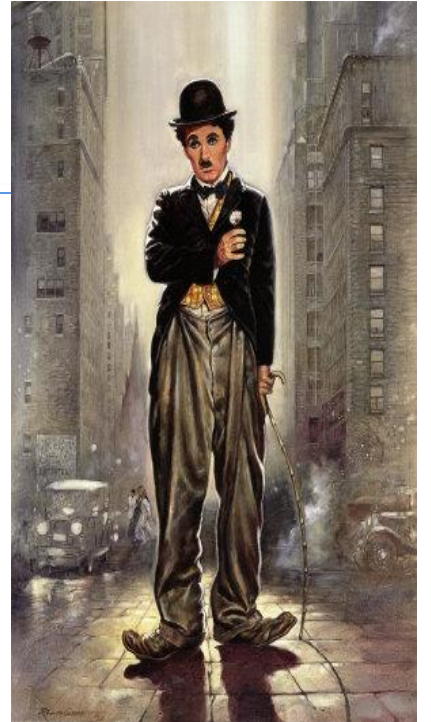
1920s the movie industry hit it big

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

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**Creates a common culture**

**Radio invented by Guglielmo Marconi**

**Listened 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**

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**AKA: Bambino; Sultan of Swat**

**Jack Dempsey—Boxing**

**Bobby Jones—Golf**

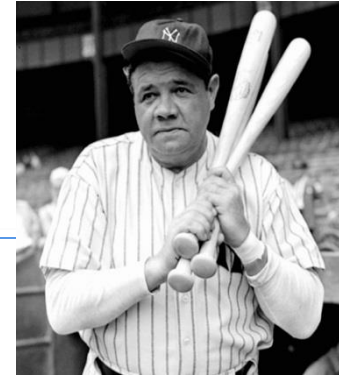
**Bill Tilden—Tennis**

**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

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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

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**Married later**

**Fewer children**

**Worked, joined charity organizations and clubs**

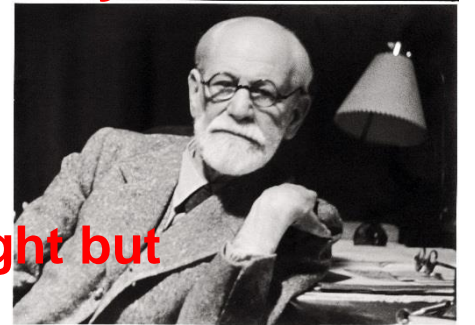


# Modernism in Art and Literature

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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

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## Postwar American Literature

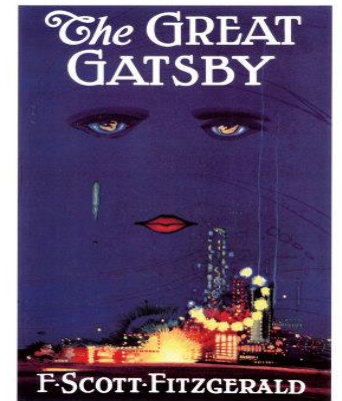
Writers referred to as “Lost Generation” b/c no longer looked at Victorian Era

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

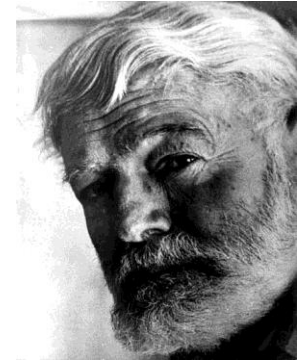


### Hemingway

Wrote *A Farewell to Arms*

Explored the American dream through those who were denied

Developed a unique writing style



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## 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

