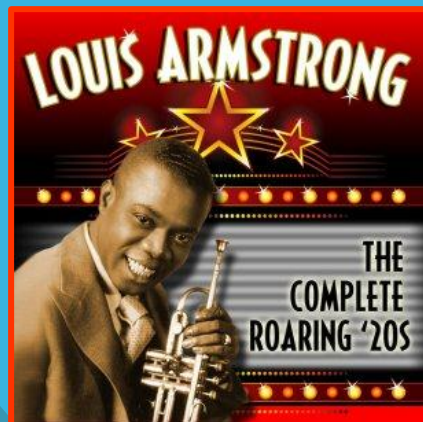


UNITED STATES IN THE 1920'S
THE ROARING TWENTIES






- Decade notable for obsessive interest in celebrities.
- Sex becomes a consuming topic of interest in popular entertainment.
- “Eat, drink & be merry, for tomorrow we die”.
- Return to normalcy.
- US returned to **isolationism**.
- Jazz Age.
- First modern era in the States.

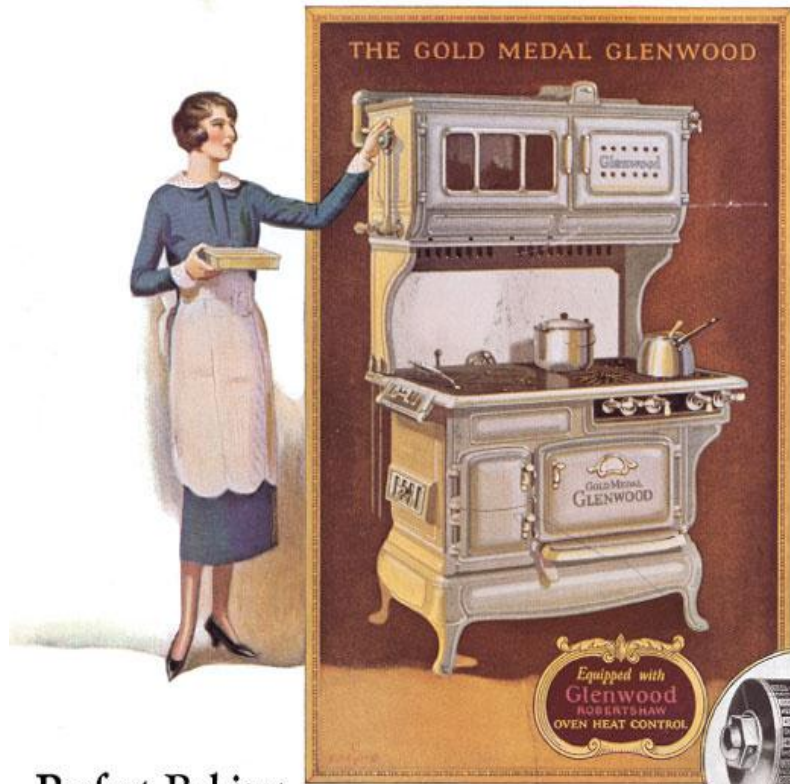
The Roaring Twenties

THE SECOND INDUSTRIAL REVOLUTION

U.S. develops the highest standard of living in the world:

- Electricity replaces steam.
 - Henry Ford's modern assembly line introduced.
 - Rise of the airline industry.
 - Modern appliances and conveniences begin to change American society.
- 

Glenwood Stove and Washing Machine



Perfect Baking

Here's the secret—at the tip of your fingers

SUCCESS is never a matter of lucky guessing when you have a Gold Medal Glenwood to depend on. Perfect control of every baking temperature is right at your finger tips on the dial of the Glenwood Robertsshaw oven heat control.

Suppose you are baking sponge cake. The Glenwood cooking chart shows you that 320 degrees is exactly the right temperature to assure the slow, even heat which sponge cake requires. Set the indicator, and come back an hour later. Look through the glass oven door and

you'll see your cake raised and browned as perfectly as though you had been there watching it every minute.

With its three roomy ovens the Gold Medal combines all the conveniences and all the capacity of two separate ranges—one for gas and one for coal. Yet it will take up surprisingly little space in your kitchen.

Everything a good cook wants to know about a new range is shown and described in our Booklet "G", recently published. We'll be glad to mail you one if you will send us your name and address.

WEIR STOVE COMPANY, TAUNTON, MASS.
Western Branch: American Furniture Mart Building
4416 Lake Shore Drive, Chicago

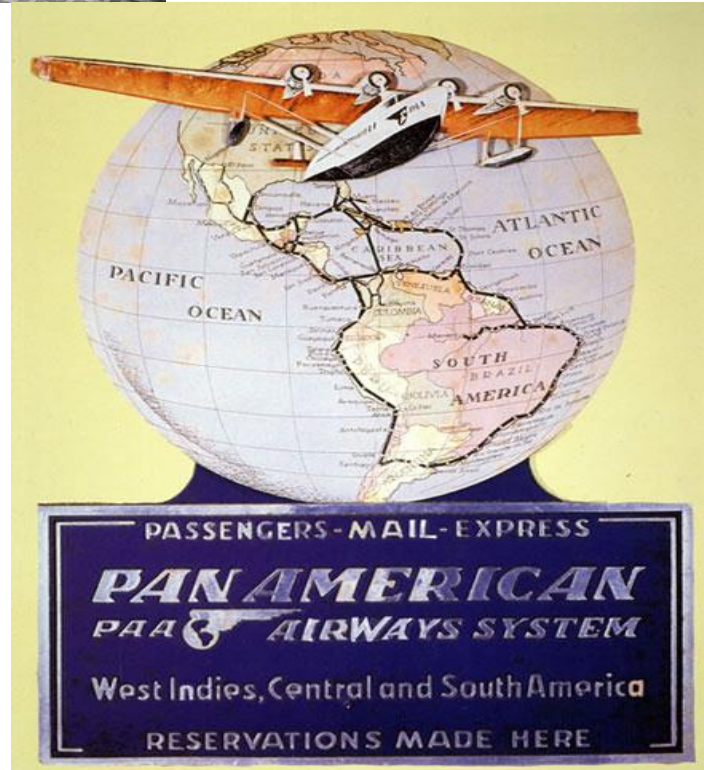
Glenwood Ranges

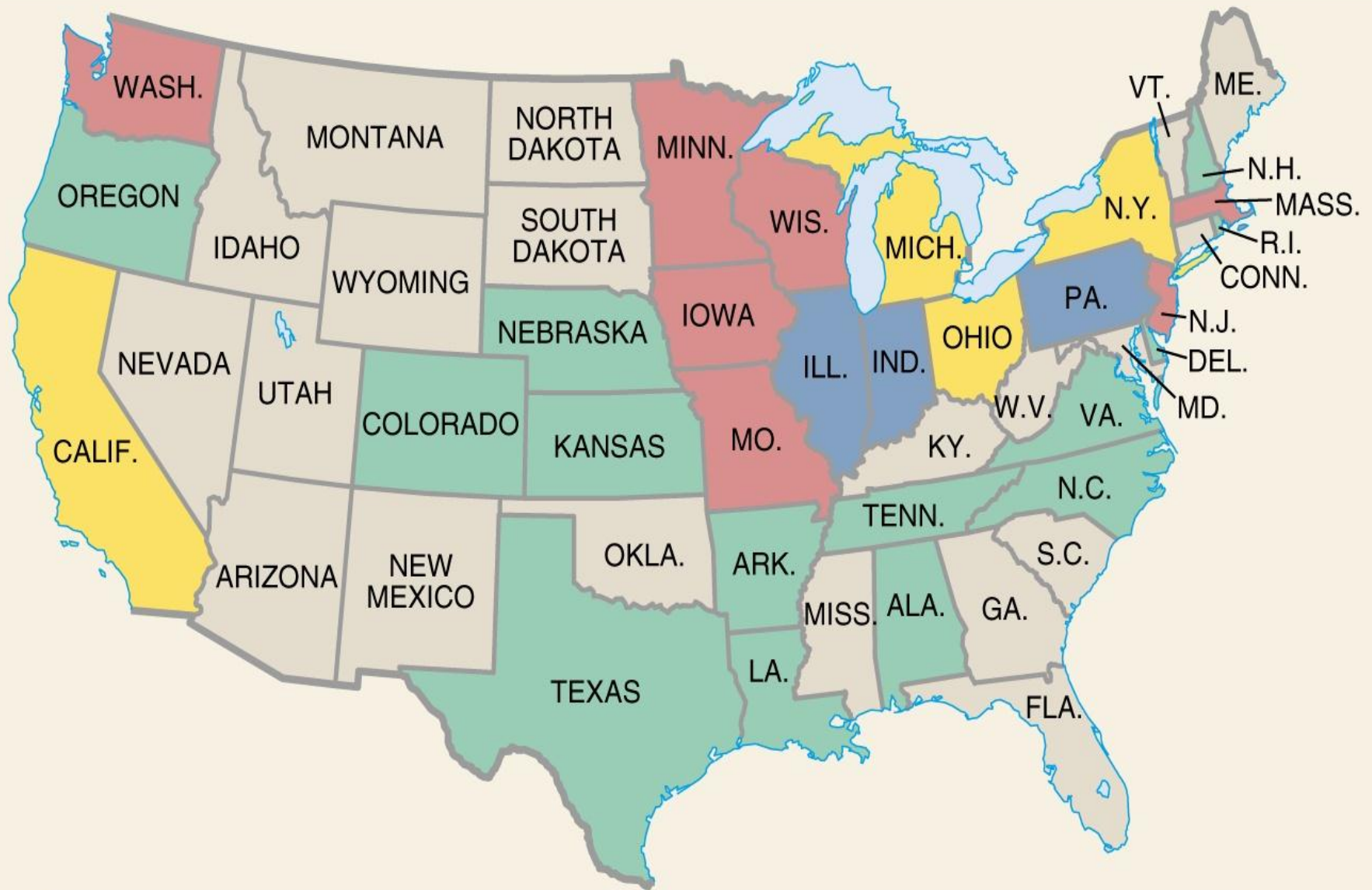
make cooking easy

COAL, WOOD, OIL AND GAS RANGES • HEATING STOVES AND FURNACES



Airline Industry





Number of factories producing auto parts, materials, and vehicles



8-20



21-50



51-100



More than 100



THE AUTOMOBILE INDUSTRY

Ford's assembly line mass produced the "Model T".

Other auto makers stimulate sales through model changes and advertising and fostered the growth of other businesses.

Autos encourage movement and individual freedom.



Route 66

Commissioned on the cusp of the Depression, Route 66 symbolized the road to opportunity. Also known as “the Mother Road,” it became the subject of countless songs, films, books, and legends.

1916 Federal-Aid Road Act sets up highway program with the federal government paying half the cost of states’ highway construction.

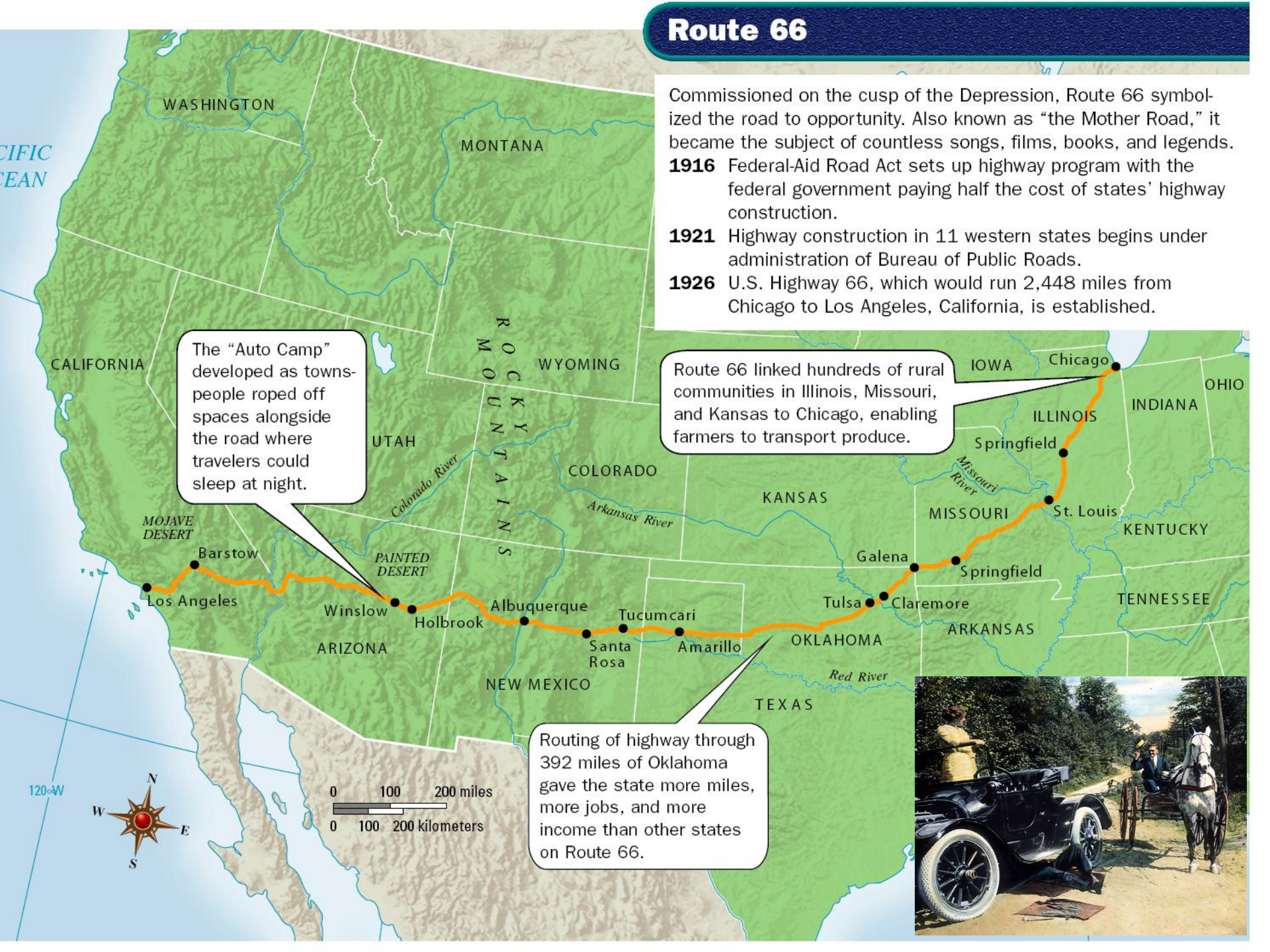
1921 Highway construction in 11 western states begins under administration of Bureau of Public Roads.

1926 U.S. Highway 66, which would run 2,448 miles from Chicago to Los Angeles, California, is established.

The “Auto Camp” developed as townspeople roped off spaces alongside the road where travelers could sleep at night.

Route 66 linked hundreds of rural communities in Illinois, Missouri, and Kansas to Chicago, enabling farmers to transport produce.

Routing of highway through 392 miles of Oklahoma gave the state more miles, more jobs, and more income than other states on Route 66.





Main railroads



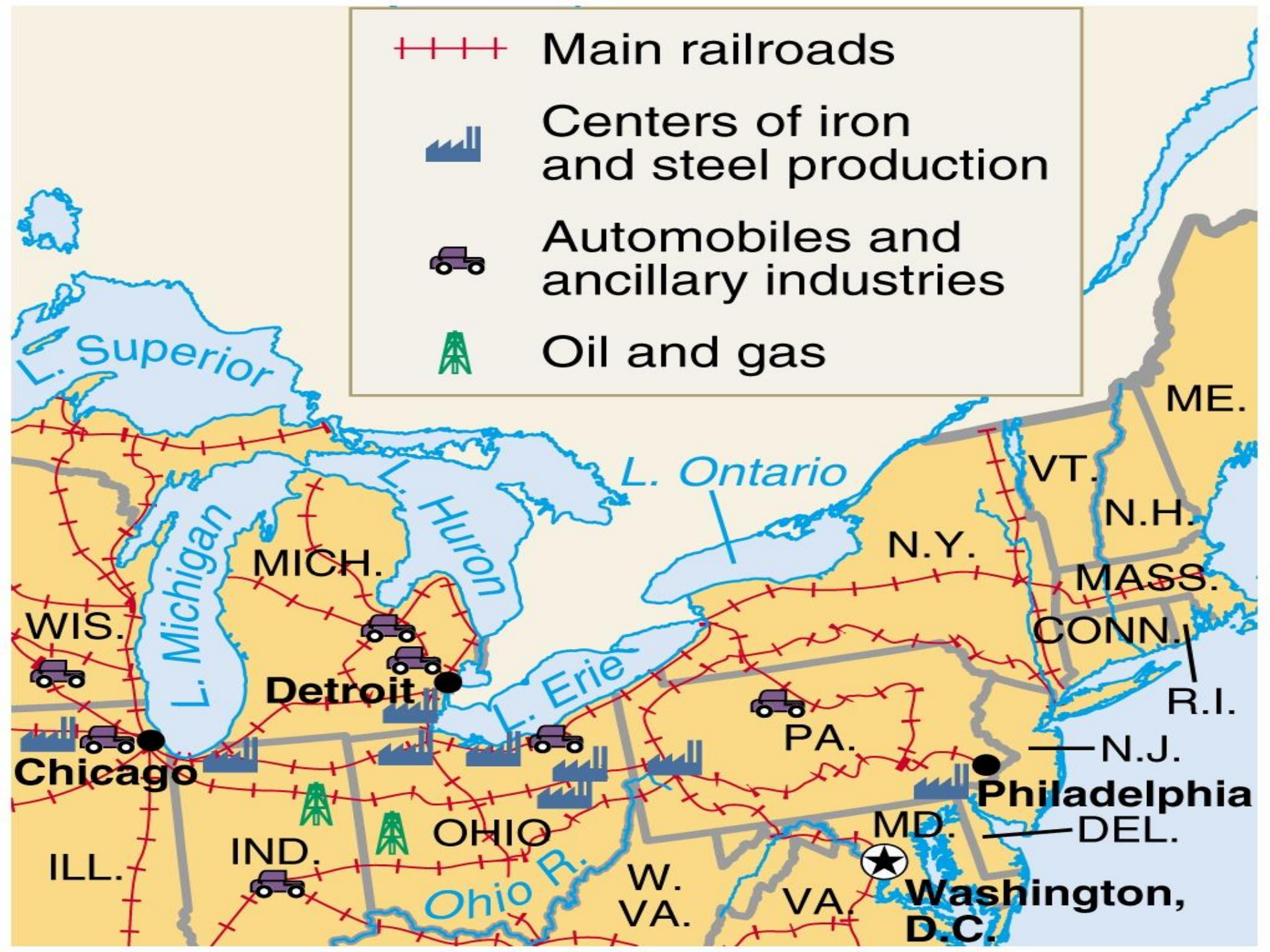
Centers of iron and steel production



Automobiles and ancillary industries



Oil and gas



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.

RISE OF THE KU KLUX KLAN

It was due to the ever changing of a traditional America.

- 1925: Membership of 5 million
- 1926: Marched on Washington.

Attacks on urban culture and defends Christian/Protestant and rural values.





Was 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.



THE RED SCARE

1919 to 1921- It was a time of great upheaval. Americans were “scared out of their wits”.

"Reds or Communists" they were also called, "Anarchists" or "Outside Foreign-Born Radical Agitators"



Attorney General
Mitchell Palmer

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

PALMER RAIDS

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

No **due process** was followed.

INMIGRATION 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 the **Immigration Act of 1924** to keep out immigrants from southeastern Europe.

EMERGENCY QUOTA ACT OF 1921

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.

European Emigration, 1820–1920

	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

In tenth of thousands

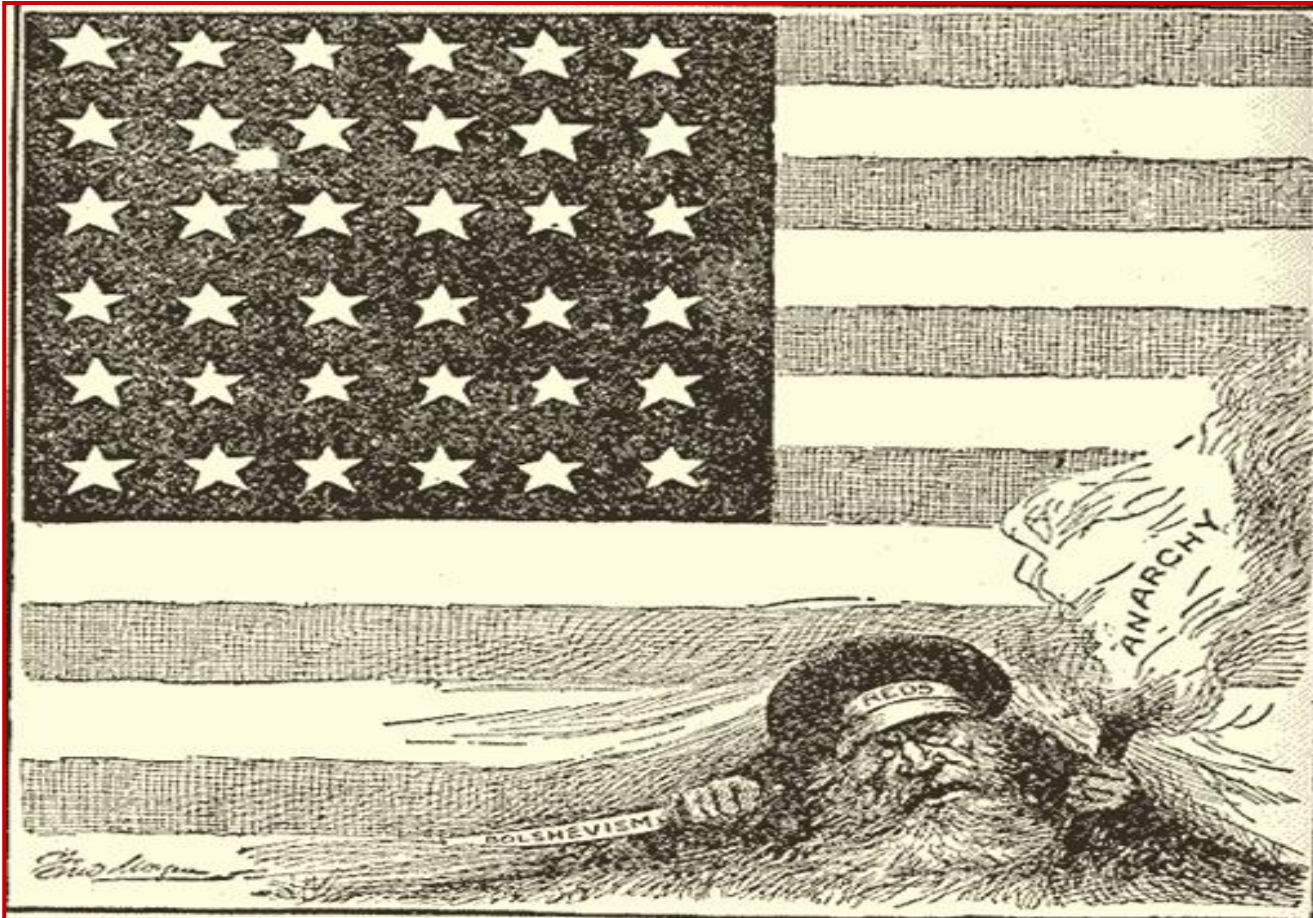


- Over 23 million emigrants settling in the United States
- Other emigrant groups, under 4 million in all
- Principal emigrant ports



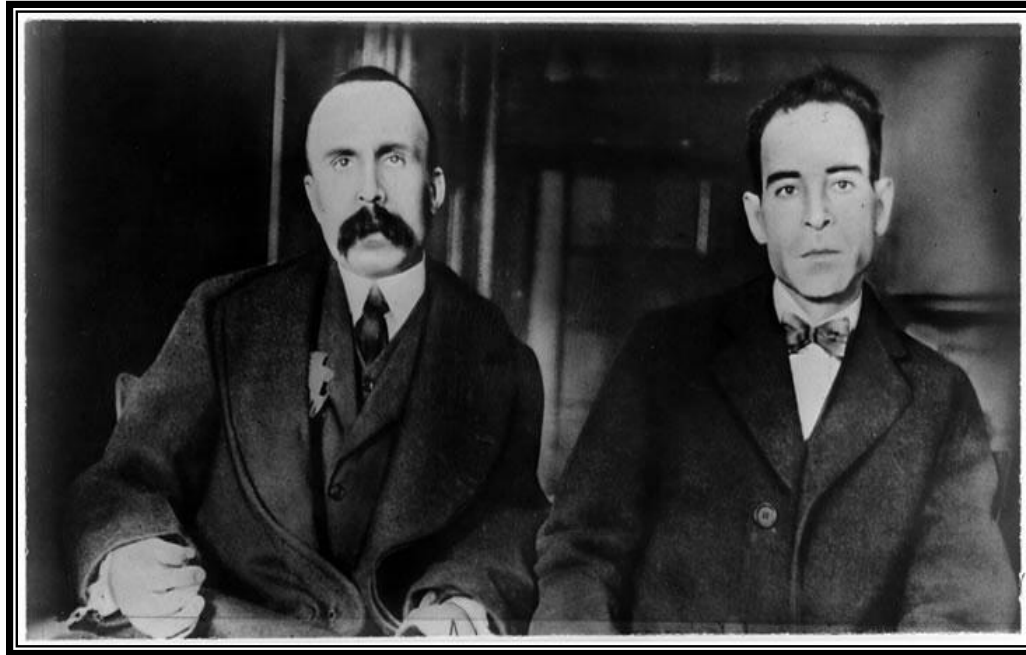
IMMIGRATION ACT OF 1924

The quota was pushed down to 2% and the origins base was shifted to that of 1890, when few southeastern Europeans lived in America.



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

SACCO AND VANZETTI

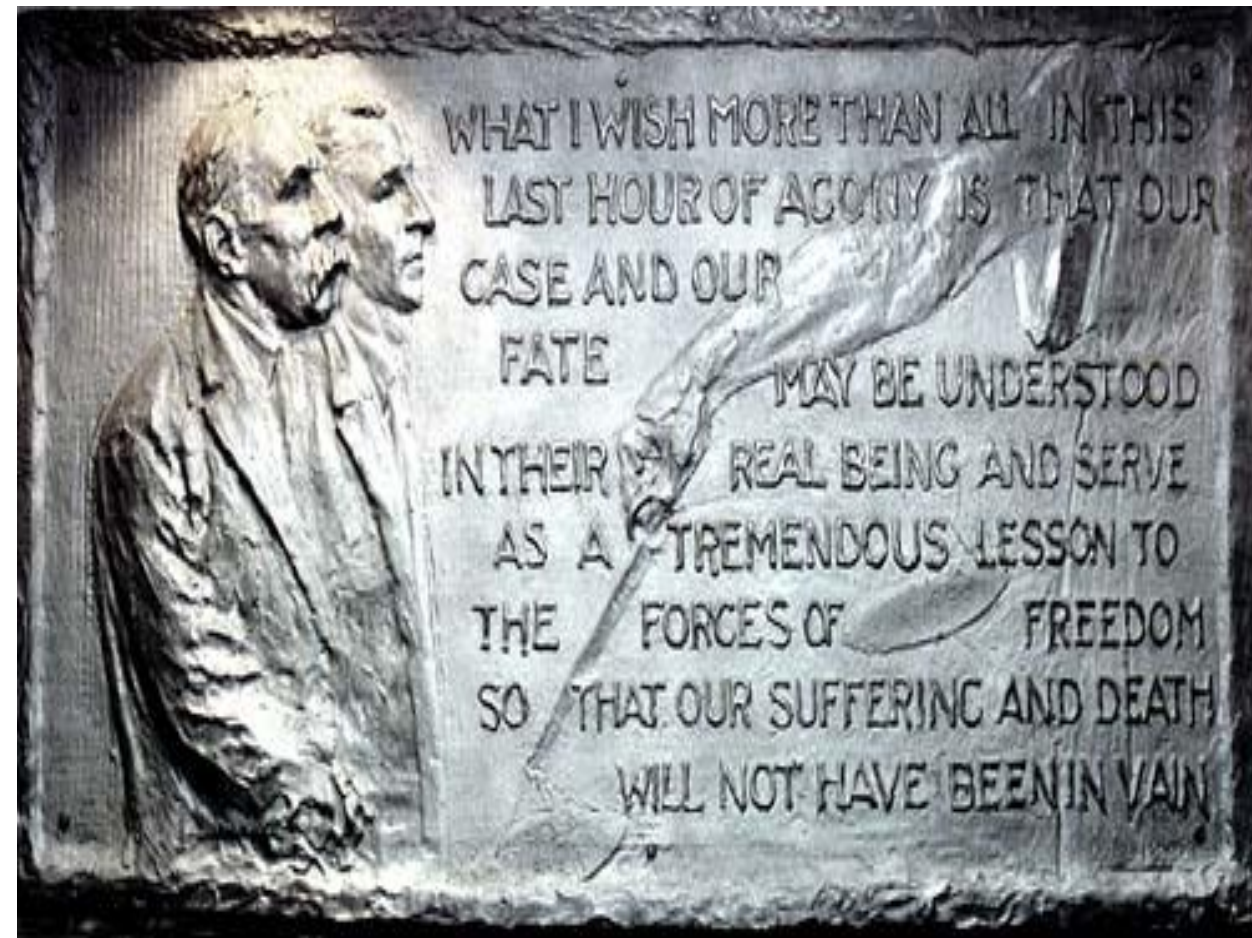


Nicola Sacco and Bartolomeo Vanzetti were **Italian immigrants** charged with murdering a guard and robbing a shoe factory in Braintree, Mass.

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

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

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.



PROHIBITION

Its 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.

On 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.



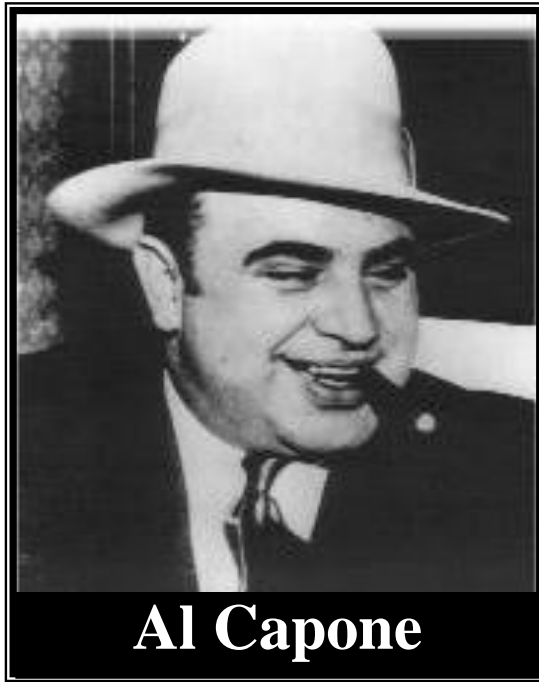
THIS PROPHETIC SLOGAN—IN ELECTRIC LIGHTS NO LESS—WAS DEDICATED IN A BAPTIST CHURCH IN 1914



- The industry of **bootlegging, speakeasies and Bathtub Gin** was born .
- 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.



Detroit police inspecting equipment in a hidden underground brewery during the prohibition era.



Al Capone

Chicago gangster during Prohibition who controlled the “bootlegging” industry.



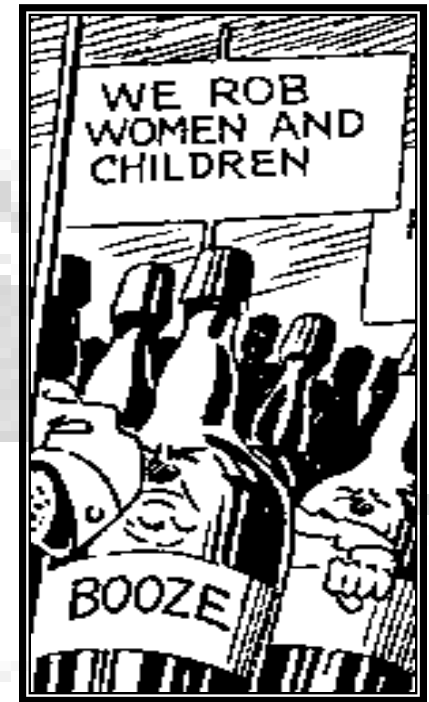
Elliot Ness of the Untouchables

Agent with the U.S. Treasury Department's Prohibition Bureau when bootlegging was rampant throughout the nation.

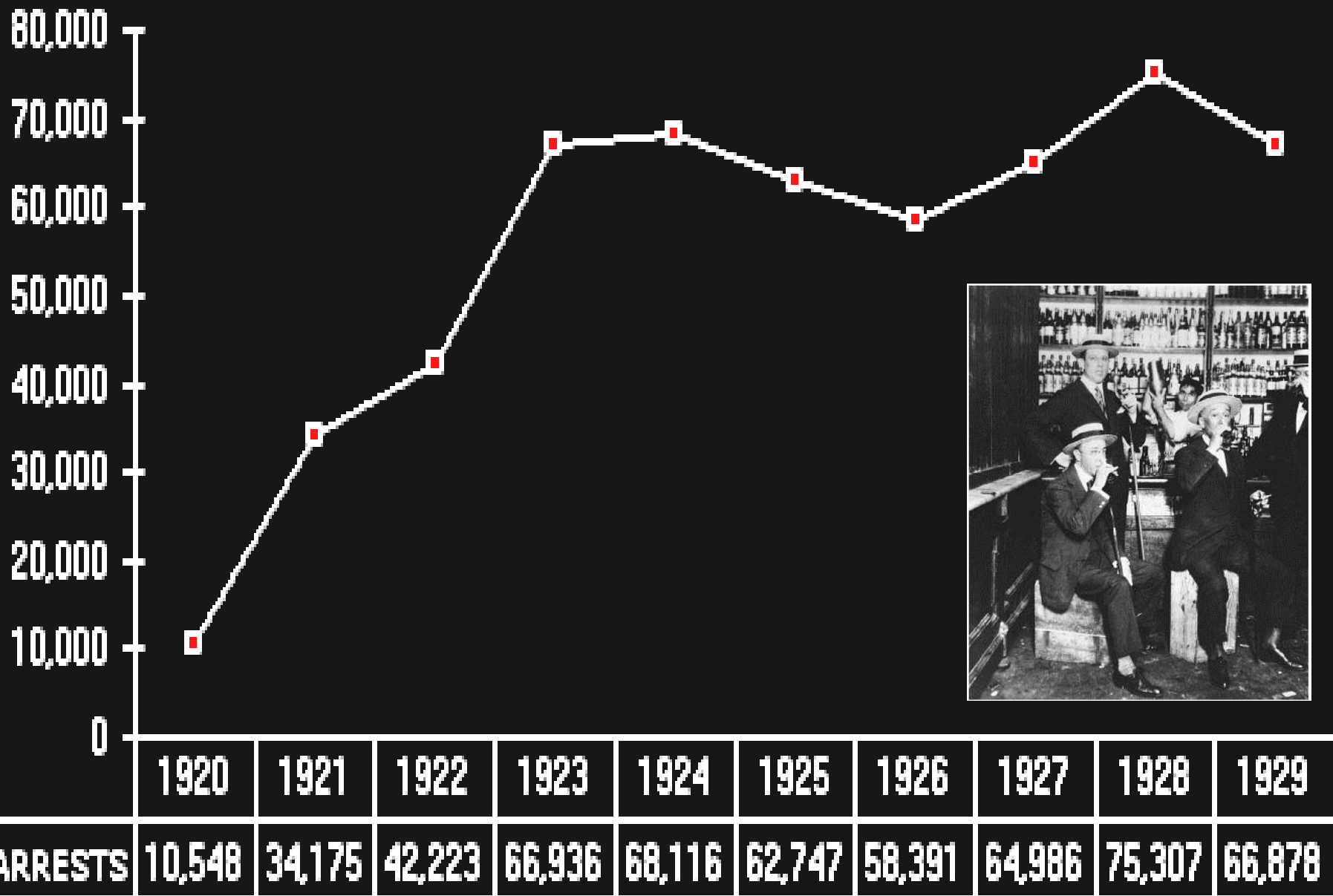
“Prohibition is an awful flop.
We like it.
It can't stop what it's meant to stop.
We like it.
It's left a trail of graft and slime,
It's filled our land with vice and crime,
It can't prohibit worth a dime,
Nevertheless we're for it.”

*Franklin Pierce Adams,
New York World*

“It is impossible to stop liquor
trickling through a dotted line”
A Prohibition agent



REPEAL PROHIBITION CAMPAIGN WAGON



ARRESTS UNDER THE VOLSTEAD ACT

THE FLAPPERS

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.



SCOPES MONKEY TRIALS



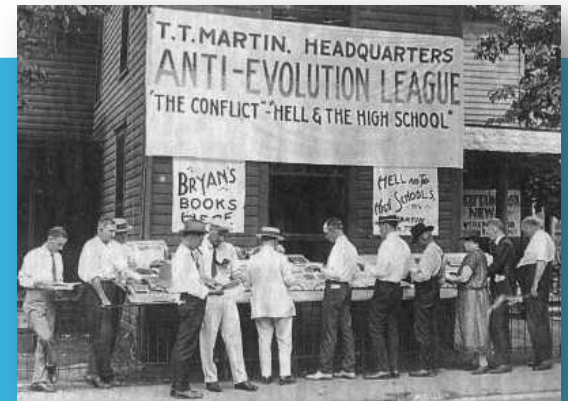
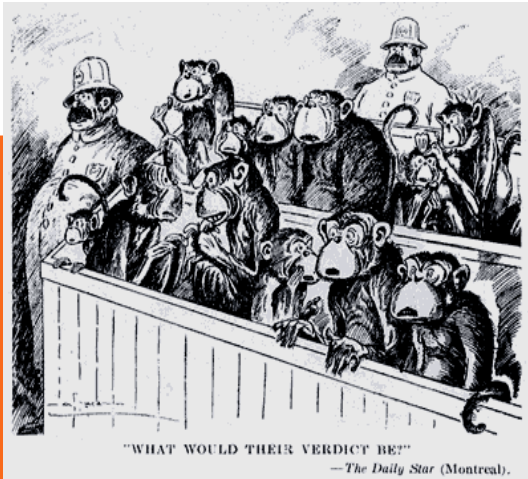
First conflict between religion vs. science being taught in school in 1925 in Dayton, Tennessee.

John T. Scopes

Respected high school biology teacher *arrested* in Dayton, Tennessee for teaching Darwin's Theory of Evolution.

Dayton, Tennessee

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





William J. Bryan

Secretary of State for President Wilson, ran for president three times, and turned evangelical leader. Represented the prosecution.

Clarence Darrow

Famous trial lawyer who represented Scopes



- ❑ The trial lasted just a week, but the questions it raised are as divisive now as they were back then.
- ❑ The people of Dayton were seen as ‘backward’ by the rest of the country.

Conflict:

- ❑ 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.

THE RADIO BROADCASTING INDUSTRY

Order Now! for delivery Christmas Morning
Let Majestic's
COLORFUL TONE
flood your home with
year round enjoyment



Hear is the perfect Christmas gift . . . endless entertainment by the greatest masters of music and drama . . . yours and your family's on Christmas day and all the days and nights to follow.

Hear Majestic's powerful, life-like reproduction of every program. Observe how its **COLORFUL TONE** reveals all the brilliant beauty of all music . . . orchestra or band . . . instrument or voice . . . high notes and low . . . without interference, distortion or background noise . . . at any volume . . . at any distance.

Order now. A small down-payment will insure delivery of your Majestic on Christmas morning . . . through Majestic's own Finance Plan.

Majestic receivers as illustrated in this authentic fashion period model, match the incomparable beauty of tone provided by the famous Majestic *chassis and super-speaker system* . . . *True in Majestic Tradition of the* **Broadcasting System every Sunday evening from 9 to 11** **\$146.00** **Home Standard Tone, large and secure installation** . . . **1118.88** **Early English Model, same chassis and speaker (see table)** . . . **2118.88**

GRIGSBY-GRENOW COMPANY, CHICAGO, U. S. A. • WORLD'S LARGEST MANUFACTURERS OF COMPLETE RADIO RECEIVERS

Majestic
RADIO

A central radio system and installation of R. C. and R. P. Radio by Radio, Inc. of Chicago and other licensees.

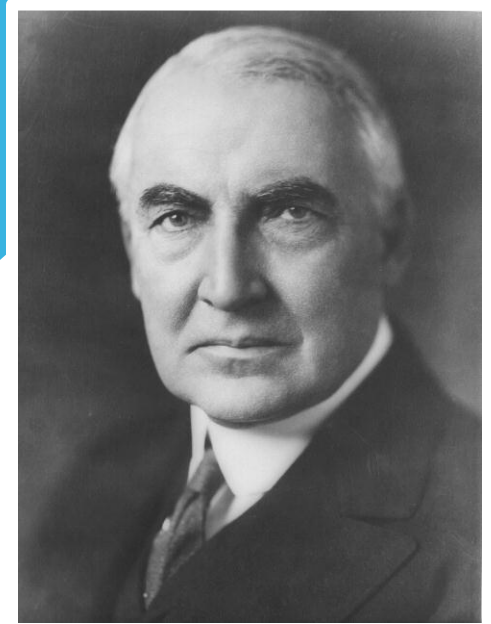


- Westinghouse Radio Station KDKA was a world pioneer of commercial radio. Its first broadcast was the Harding-Cox Presidential election returns on November 2, 1920.
- There were 220 stations eighteen months after **KDKA** took the plunge.
- The cost for first radios was \$50 to \$150 and 3,000,000 homes had them by 1922.

- 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 which was very important during the Great Depression and World War II.



THE NEXT PRESIDENCIES



Wilson's idealism and Treaty of Versailles led many Americans to vote for the Republicans...

US turned inward and feared anything that was European...

REPUBLICAN POLICIES

Return to normalcy (Harding)

- Tariffs raised
- Corporate, income tax cuts
- Spending cuts

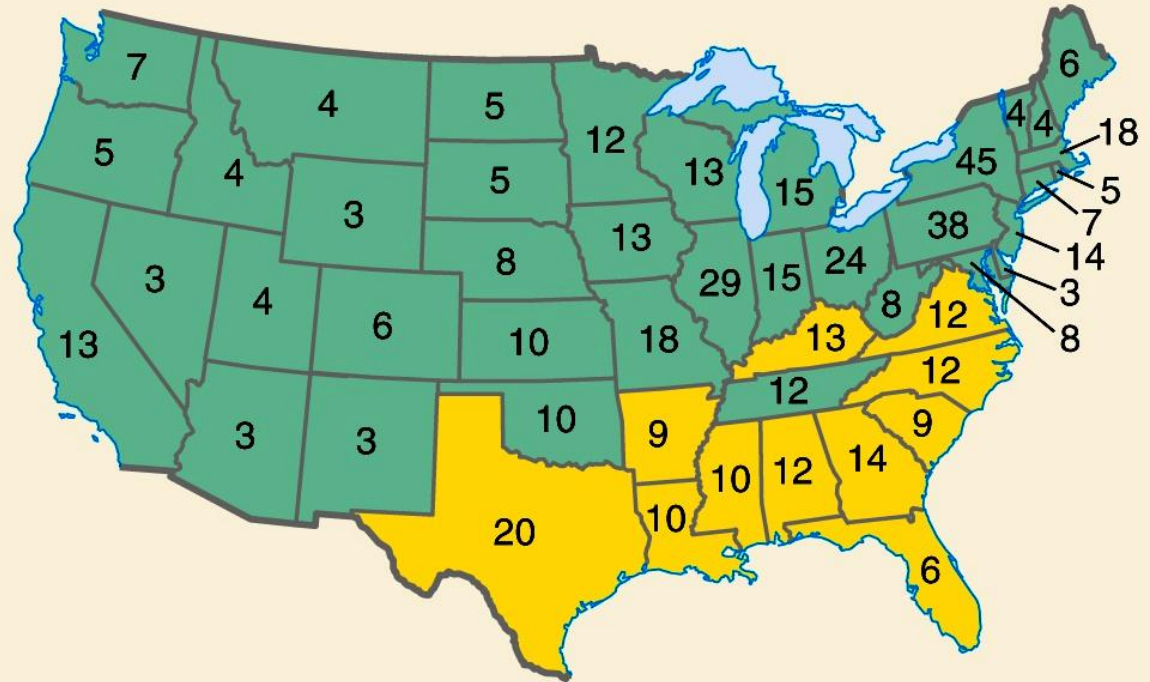
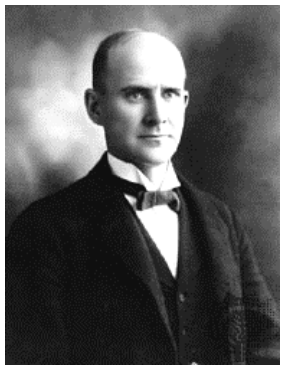
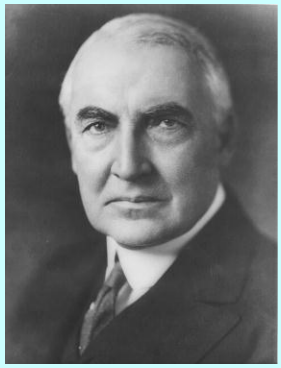
Government – business cooperation

- “*The business of government, is business*” (Coolidge)

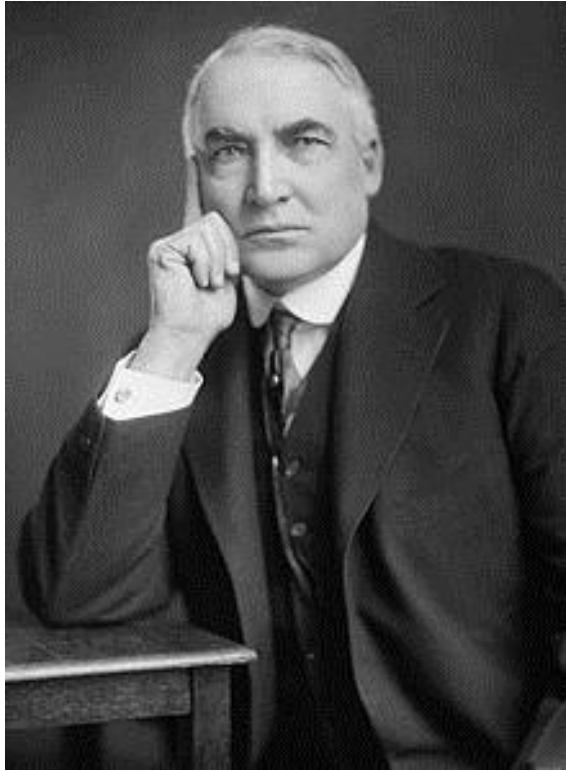
Return to isolation



THE 1920 ELECTION



Candidate	Electoral Vote	Popular Vote	Percent of Popular Vote
Warren G. Harding (Republican)	404	16,143,407	60.5
James M. Cox (Democrat)	127	9,130,328	34.2
Eugene V. Debs (Socialist)	0	919,799	3.4



Warren Harding

Republican presidents appeal to traditional American values.

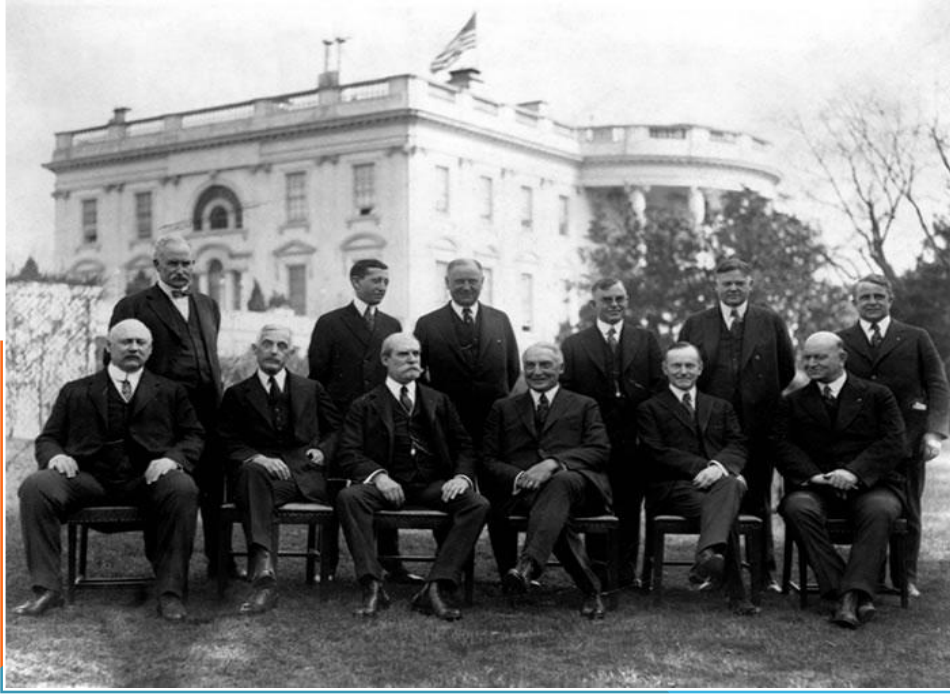
Warren Harding promised a “return to normalcy”.

Warren Harding appointed to his cabinet many friends and political allies from Ohio, his old poker playing friends. They were known as the **Ohio Gang**.

After his death, 2 years into his office, scandal breaks.

Forbes Scandal

Charles R. Forbes was head of the Veterans Bureau. He sold medical supplies from the veteran's hospitals and kept the money for himself, costing the taxpayers \$250 millions.



Calvin Coolidge becomes President after Harding's death in 1923.

The Ohio Gang: President **Warren Harding** (front row, third from right), Vice-President **Calvin Coolidge** (front row, second from right), and members of the cabinet.

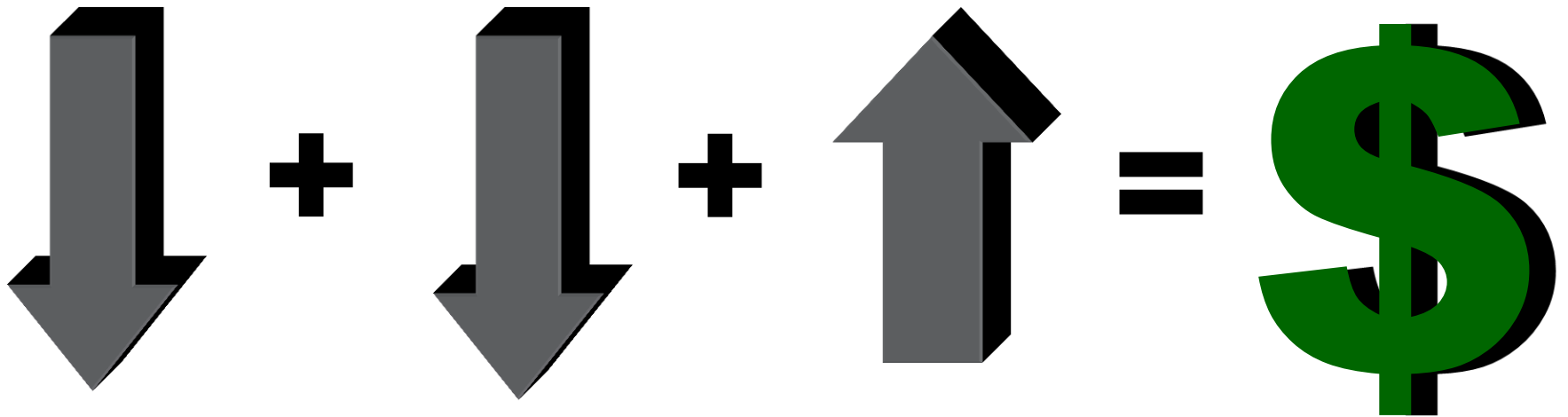
The Teapot Dome Scandal



- Secretary of the Interior, **Albert B. Fall** leased naval reserve oil land in Teapot Dome, Wyoming, and Elk Hills, California, to oilmen **Harry F. Sinclair** and **Edward L. Doheny**.
- Fall had received a bribe of \$100,000 from Doheny and about three times that amount from Sinclair.
- Fall found guilty of taking a bribe.

REPUBLICAN FISCAL PROBLEM

REPUBLICAN ECONOMY SUPPORTED Laissez Faire AND
BIG BUSINESS.....



Lower Taxes

Less Federal
Spending

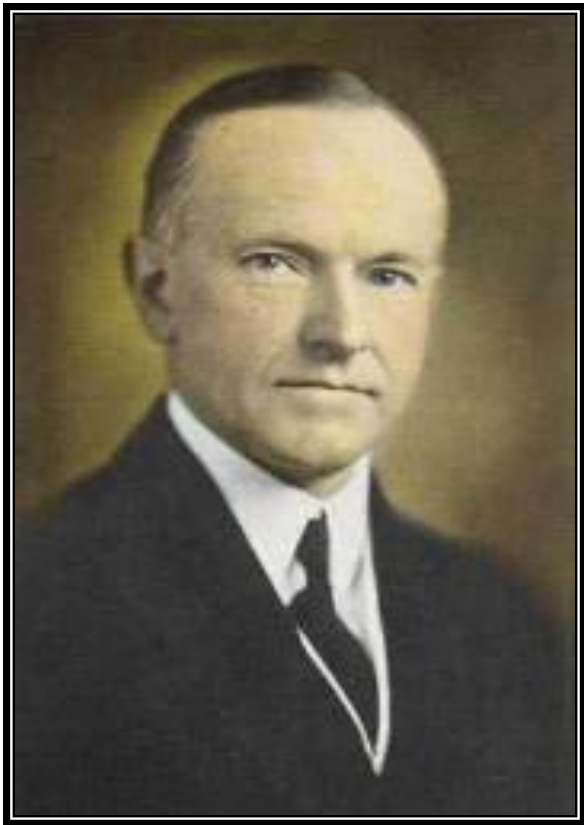
Higher
Tariffs

Strong
National
Economy

Fordney-McCumber Tariff---1923

Hawley-Smoot Tariff ---1930

Both raised the tariff by 60%. Businesses felt the pressure.



THE 1924 ELECTION

Calvin Coolidge President from 1923 to 1929. Known as “Silent Cal”.

Campaign slogan: “Keep cool with Coolidge”.

He believed that prosperity rested in business leadership with little government intervention.

Candidate	Party	Popular Vote	Electoral Vote
Coolidge	Republican	15,717,553	382
Davis	Democrat	8,386,169	136
La Follette	Progressive	4,814,050	13

Andrew Mellon

Secretary of treasury under both Harding and Coolidge.

Three major goals:

- To balance the budget
- To cut taxes
- To reduce government's debt.



Created the **Bureau of the Budget** to prepare a federal budget for the government and the **General Accounting Office** to track spending. Developed the “supply-side economics” or “trickle-down economics. Pay less taxes, spend more.

Herbert Hoover

Secretary of commerce that sought to promote economic growth.

Cooperative individualism:

Encouraged businesses to form trade associations that would share information with the federal government.

Directed the **Bureau of Foreign and Domestic Commerce** to find new markets for American companies.

Established also the **Bureau of Aviation** and the **Federal Radio Commission** to promote and regulate both industries.



THE WASHINGTON CONFERENCE, 1921

In November 1921, the United States invited eight countries: **Britain, France, Italy, Japan, China, Belgium, Portugal, and the Netherlands** to work out security agreements in the Pacific area. Held in Washington, D.C., the conference resulted in the drafting and signing of several major and minor treaty agreements.

One of the agreements was the **Five Power Naval Limitations Treaty** proposed by Secretary of State **Charles Evans Hughes** between the naval powers of Britain, France, Italy, Japan and the United States that was intended to slow the burdensome arms race and reduce the possibilities for future wars.

THE DAWES PLAN 1924

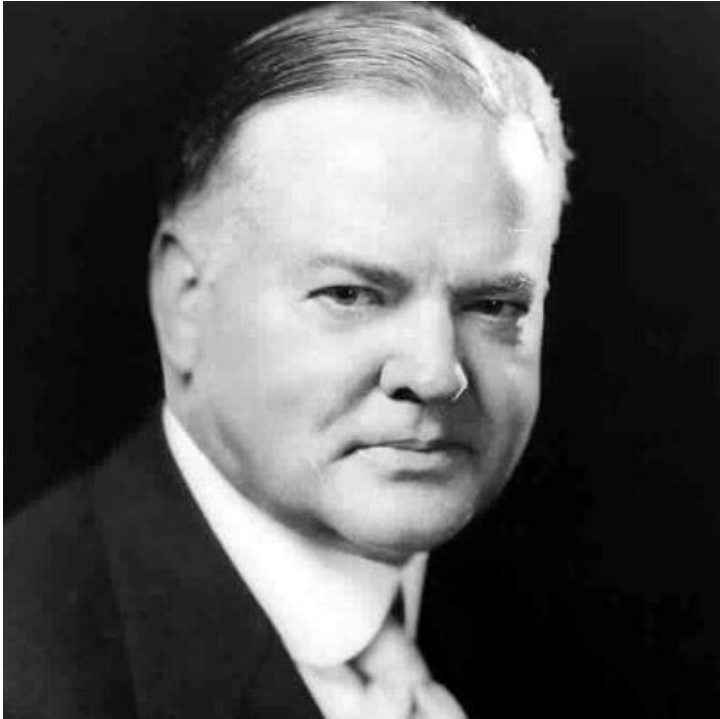
American diplomat **Charles G. Dawes** negotiated an agreement with **UK, Italy, Belgium and France** to form a committee with two experts in finance from each nation to help **Weimar Germany** pay off her reparation payments in 1923/24, by boosting Germany's economy, so that in future years it could be in a position to start to make full payments.

THE KELLOGG-BRIAND PACT AUGUST 27, 1928

US Secretary of State **Frank Kellogg** and French Foreign Minister **Aristide Briand**. Signed by 15 nations, it stated that each one agreed to abandon war and to settle all disputes by peaceful means.

These were the foreign policy achievements of the Coolidge Administration to abolish war between nations.

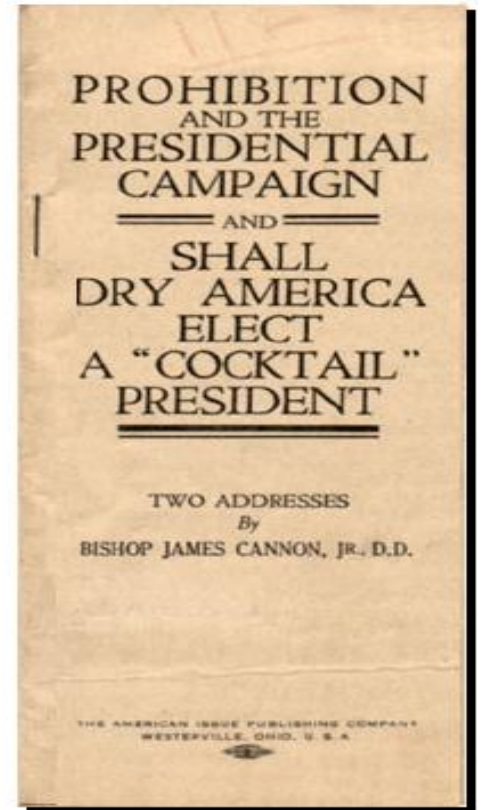
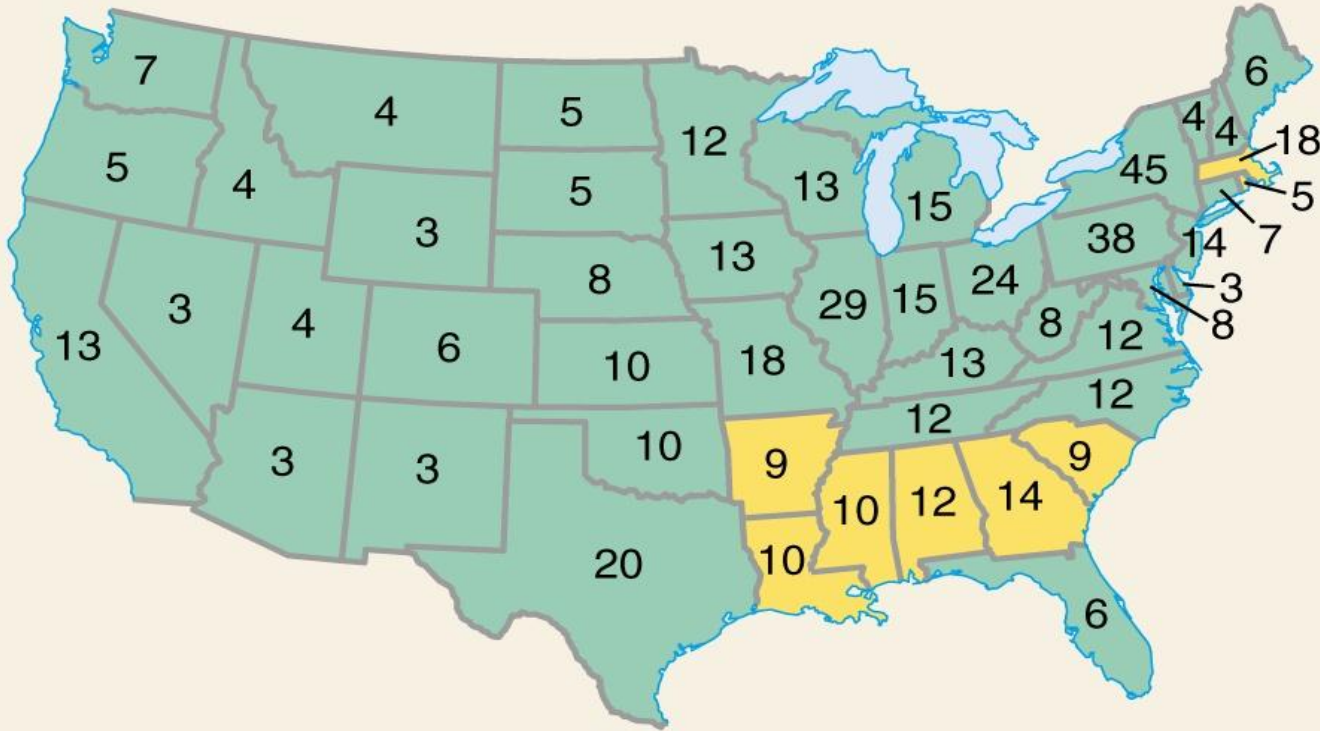
THE 1928 ELECTION



Herbert Hoover

Herbert Hoover gained a reputation as a humanitarian in World War I by leading hunger-relief efforts in Europe as head of the American Relief Administration. He moved into the post of U.S. secretary of commerce and headed the construction of the St. Lawrence Seaway and the Hoover Dam.

In 1928, Hoover was elected president, (1929-1933) but eight months later the stock market crash of 1929 occurred and the beginnings of the Great Depression.



ANTI-SMITH PAMPHLET

Candidate	Electoral Vote	Popular Vote	Percent of Popular Vote
Herbert Hoover (Republican)	444	21,391,381	57.4
Alfred E. Smith (Democrat)	87	15,016,443	40.3
Norman Thomas (Socialist)	0	881,951	2.3

THE GREAT CRASH ENDS THE ROARING TWENTIES

When Herbert Hoover took the presidential oath on March 4, 1929, the long boom seemed endless with the painful exception of the debt-blanketed farm belt.

America's productive colossus (automobile, radio, movie) were roaring along in prosperity.

The speculative bubble was actually near the bursting point; prices on the stock exchange continued to spiral upward. Hoover tried to curb speculation through the Federal Reserve Board

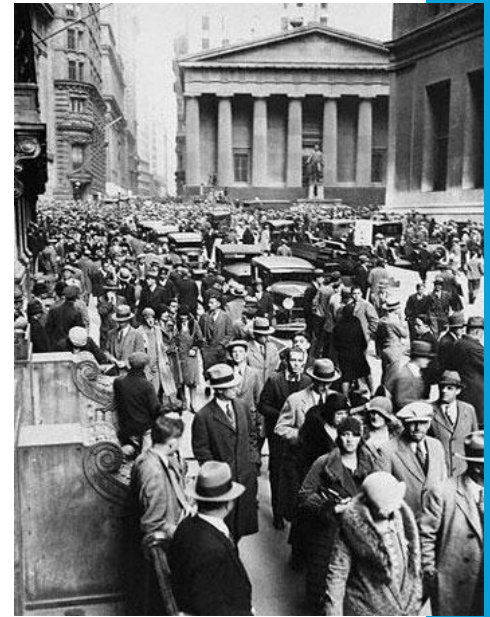


A catastrophic crash came in **October 1929**.

It was partially triggered by the British, who raised their interest rates in effort to bring back capital lured abroad by American investments.

Foreign investors and speculators began to dump their “insecurities” and an orgy of selling followed and tension built up to “**Black Tuesday**” of **October 29, 1929** were 16 million shares were sold.

Losses, were unbelievable; by the end of 1929, stockholders had lost \$40 billion paper values; collapse heralded a business depression, at home and abroad.



By the end of 1920, more than 4 million workers in the United States were jobless. It had tripled by 1932.

When employees weren't discharged, wages and salaries were often slashed.

Over five thousand banks collapsed in the first three years of depression being the most severe setback for the economy.

Bread lines formed, soup kitchens dispensed food; men often blamed themselves for their plight.

Mothers nursed fewer babies, precipitating a decade-long scarcity of births.

