



**Unit #4:
Roaring
Twenties**

Warren Harding

- Republicans and Laissez Faire rule the day!
- Quote #1: "I can't hope to be the best President this country's ever had, but if I can, I'd like to be the best loved."
- Quote #2: "It's a good thing you are not a woman. You would always be in the family's way, you can't say no!" –Harding's Father
- Harding won the election of 1920
 - 16 million to 9 million
 1. V.P. Calvin Coolidge
 2. Appointed a cabinet of the "Best Minds" in the Republican

Warren Harding

3. Revenue Act of 1921 cut business taxes
4. SCANDAL- An event that hurts the reputation or makes someone less believable & trustworthy.
5. CORRUPTION- illegal activities by government officials that causes them to lose confidence of the people.
 - Tea pot dome scandal- Sec. of the Interior Albert Fall leased government oil holdings to private companies at a low price in exchange for personal bribes
 - Thomas Miller accepted a \$50,000 bribe from foreign interests to sell them WWI European land at a very cheap price.
 - Attorney Gen. Harry Daugherty was being bribed by bootleggers to look the other way while Prohibition was being ignored.
6. Harding dies in 1923.

Calvin Coolidge

- “The business of America is business.”
 - Step 1: Cleared out all of Harding’s buddies.
 - Step 2: Leave everything else alone.

Business Booms

- Effect of WWI on Technology
 - Labor shortage during war, combined for need for increased production, created the need for more efficient methods of production
- Scientific management known as “Taylorism”
 - Frederick Taylor preached that business should focus on efficiency, speed, & elimination of the unnecessary
- Rapid increase in worker productivity
 - Workers earned higher wages & became better consumers.
 - Installment plans- build debt to buy consumer goods

Psychology of Consumption

○ Radio

- 1st commercial radio station opened in 1920's in Pittsburgh, PA
- By 1922, 3 million Am households had radios, & by 1929, purchases of receivers had increased by 2,500%, industry \$850 million annual sales

○ Motion Pictures

- Became 1 of 10 largest industries in US. By 1922, theaters sold 40 million tickets a week.
- By 1929, grew to 100 million a week.

○ New Appliances

- Vacuum cleaners, toasters, washing machines, refrigerators,
- Women became America's greatest consumers

Psychology of Consumption

- Automobile Industry
 - In 1908, Model T was produced every 14 hours, by 1924 one every 93 minutes.
 - Annual automobile production rose from 2 million in 1920s to 5.5 million in 1929.
 - By late 1920's, there was one automobile for every five Americans.
 - 3 major car companies- Ford, GM, and Chrysler

Economic Effects of Automobile

1. Promoted growth of other industries (petroleum, rubber, & steel)
2. National system of highways was created
 - Cars required better roads, after WWI funds became available for highways (new major industry)
3. Created new service facilities
 - Filling stations, garages, roadside restaurants, MOTELS (blend of motor & hotel)

Social Effects of Automobile

1. Created more mobile society
 - New traditions, "Sunday Drive" – city folks going to the country
 - Rural Americans went to urban areas for shopping & entertainment.
2. Broke down the stability of family life
 - Easier for family members to go their own way
3. Broke down traditional morality
 - Children could escape parental supervision, as cars became a "bedroom on wheels" or "devil's wagon."
4. Suburbs grew outside the cities
 - Businesses moved out of the cities

Other Factors of the Economic Boom

- Production is no longer the problem, distribution is the problem.
 - Advertising- Albert Lasker made OJ the breakfast drink of America
- Durable Goods- things that you buy that will last several years
 - Radios, refrigerators, vacuum cleaners, cars, etc.
- Many now had more debt (installment plans).

All these gave Americans what they really wanted. . . MORE FREE TIME!!!

Stock Market Investment

- Businesses were making a profit and every one wanted to get rich quick.
 1. Manufacturing costs declined
 2. Everyone was buying stock
 3. Chain stores increased distribution
 4. Extension of credit gave the average American an opportunity to buy.

FUN, FUN, FUN!

- Morals, Trends, Fashions, Fads changing fast.
- FLAPPER- a woman who displayed her individuality and dressed wildly & acted however she wanted
 - Bobbed hair, flattened chests, make-up, smoking, drinking, & Mini-skirts.
- JAZZ- the only true American Music. Jazz allowed many black Americans to experience freedom they had never experienced before.



Heroes of the Jazz Age:

- Charlie Chaplin- successful movie artist
- Al Jolsen- appeared in first Talkie- The Jazz Singer
- Charles Lindberg- 1st man to fly solo across Atlantic
- Duke Ellington & Louis Armstrong- Jazz Musicians
- Jim Thorpe- American Indian that won GOLD in Olympics & played professional baseball & football
- Red Grange- 12 minutes, scored 4 TDs & ran 263 yds.
- Gertrude Ederle- swam 31 mile wide English Channel
- Walt Disney- 1928 Mickey Mouse debuted in "Steamboat Willie"
- Babe Ruth- baseball player
- F. Scott Fitzgerald wrote "The Great Gatsby"
- T.S. Elliott- wrote "The Waste Land"
- Langston Hughes wrote "The Dream Deferred"

Prohibition

- 18th Amendment- prohibited the manufacture and sale of alcoholic beverages within the US
- Volstead Act of 1919- defined alcohol as any beverage containing more than one with an alcoholic content greater than 0.5 percent.
- Speakeasy- secret places to drink alcohol
- Bootleggers- illegal producers and distributors of alcohol
- Gangsters- criminal leaders such as Al Capone
 - Seized control of illegal liquor sales
 - Rival gangs fought over sales territory
 - IRS estimated Capone's worth at \$105M in 1927
 - 1931 Capone convicted of Tax Evasion & sent to prison
- More problems with 18th Amendment- 1933, 21st Amendment repealed Prohibition.



Organized Fear= HATE!!

- Fear that they might lose their new lifestyle caused many Americans to become intolerant!
- Isolationism created a fear of anything that was outside of the US.
- Antiradicalism: fear of radicals (people who want to make BIG changes quickly.)
 - Many people believed that radicals threatened American way of life.
 - Including labor organizers, women's leaders, black leaders & anyone who opposed the way things had been done for years.

Red Scare

- The Bolshevik Revolution of November 1917 brought the doctrine of Communism to Russia.
 - It was suppose to spread throughout the world un the slogan "Workers of the World Unit."
 - 16 homemade bombs were found wrapped up & addressed to JP Morgan, JD Rockefeller & Sup. Ct. Justice Oliver Wendell Holmes. (Many claimed this was part of a radical Bolshevik conspiracy.)
 - Xenophobia: Americans began to fear anyone who immigrated recently. Especially if they appeared to be radical.
 - Palmer Raids- Attorney General Palmer ordered the Justice Dept. to raid meeting halls & homes of suspected COMMIES.
 - 6,000 people were arrested but were never charged
 - Eventually Palmer's tactics began to offend even conservative Americans & support for scare dropped off

Anarchists

- Those that wanted to overthrow anyone who was in power, usually thru the use of violence.
 - Immigration Act allowed anarchists & terrorists to be deported.
 - Industrial Workers of the World (IWW), also known as the “Wobblies,” used in-your-face tactics attempting to achieve their goals of unionizing all workers & overthrowing capitalism.
 - Boycotts, strikes & sabotage
 - Sacco & Vanzetti- well known Italian immigrants & Anarchist Radicals
 - A shoe factory robbery became violent when two guards were killed. Only id was that they were Italian.
 - Sacco & Vanzetti were arrested, convicted & put to death for a crime they may not have committed.

Urban Black Activism

- Marcus Garvey- Jamaican immigrant
 - Founded the Universal Negro Improvement Assoc.
 - Believed that Af. Am. had to look to their own culture as a source of dignity & pride
 - Promote Black investment in businesses, restaurants, grocery stores, & manufacturing
 - Started the "Black Star Line" steamship company to transport Americans to visit Africa
 - 1923 Black Star went broke, Garvey was convicted of fraud, sent to prison, and deported.
- WEB DuBois-
 - Formed the National Assoc. for the Advancement of Colored People (NAACP)
- KU KLUX KLAN resurgence- felt threatened by blacks, Jews, Catholics
 - New KKK promoted "100% Americanism"

Urban Black Activism

- KKK Main targets:
 - Roman Catholics- The Pope was called “a political autocrat” intent on taking over the world. Said it was impossible to be a good American & Catholic at the same time.
 - Jews were denounced as internationalists who could never form deep attachments to America that came “naturally” to Protestant, white Americans.
 - African Americans- militantly anti-Black according to “Imperial Wizard” Hiram Wesley Evans.
- Rosewood Tragedy- small rural black community in FL. 4 black men were arrested for raping a white woman.
 - 5 blacks & 2 whites were lynched in neighboring Ocoee in the dispute, Rosewood was burned to the ground
 - Grand Jury found insufficient evidence to convict anyone.

Fundamentalism

- Fear made people want to return to strong Christian values with strict guidance of the Bible
- Scopes Monkey Trial- John Scopes was high school Biology teacher in TN.
 - Was arrested for teaching Darwin's theory of evolution- thought to be anti-biblical.
 - Clarence Darrow defended Scopes
 - 3 time Presidential candidate William Jennings Bryan prosecuted Scopes.
 - Darrow's questioned whether the state had the right to forbid the teaching of evolution.
 - Bryan believed he was defending God.
 - Scopes found guilty & sentenced to pay \$100,000 fine.