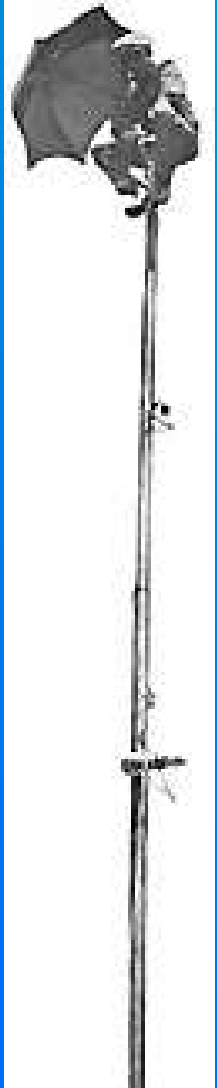


# The Twenties



# Postwar Developments At Home

The years after the “War to End ALL Wars” are characterized by:

- social unrest and violence

- economic problems

- labor unrest

- fear of immigrants

- fear of communism

- racial tensions.

- rising middle class

- more leisure time

- automobiles and radios

- Prohibition and gangsters

- conflict between a “loose society” and the “moral society”

# The Roaring Twenties

# 1919 and 1920 Labor Strikes

## Causes:

- **Inflation**
- **Concerns about job security**
- **Poor working conditions**
- **Demand for better wages**
- **Peacetime products were scarce - prices soared**

- In 1919 - more than 3,600 strikes

- A general strike in Seattle, Washington, nearly paralyzed the city, and U.S. Marines were sent in to restore order. The strike failed.

- The greatest illegal labor action of its kind ended in failure was the Great Steel Strike in Pennsylvania, 1919. It involved 350,000 steelworkers in several Midwestern states.

Strikers were called radicals and violent, and the business leaders, political leaders and newspapers attacked against the workers, leading to the decline in the union movement.

# FAILURES

# Racial Unrest

- **1917 Race riots occurred in Houston, Philadelphia, and East St. Louis.**
- **1919 White mobs terrorized black communities from Texas to Washington, D.C.**
- **In Chicago, a white mob stoned a black swimmer to death who had strayed into the “white section” of the beach. 38 more people were killed in the violence that followed.**
- **Since 1890, thousands of blacks died in lynchings in the South.**

# NAACP

## National Association for the Advancement of Colored People

- **Begin an anti-lynching campaign, asking Congress to make lynching a federal crime. The Senate refused.**
- **NAACP continues to use the courts to attack segregation, disenfranchisement, and lynchings, winning few victories.**

# The RED SCARE

- Fears brought on by strikes and race riots, were often blamed on foreigners.
- Fear in particular of Communism - a system in which property is owned by society as a whole instead of by individuals.
- 1917 - The Communist victory in the Russian Revolution. In 1919, now the Soviet Union, begins to export revolution around the world.
- Americans blame revolutionaries for the troubles here.

# The Palmer Raids and other Anti-Communist Measures

- Hysteria grows when a series of bombings occurred in the spring of 1919.
- The Post Office intercepted several packages addressed to leading politicians and businessmen, that were set to explode when opened.
- One bomb exploded outside the home of the attorney general, **A. Mitchell Palmer**.
- **Palmer** sets up an anti-radical division of the Justice Department, appoints **J. Edgar Hoover** to direct what becomes the **Federal Bureau of Investigation (FBI)**



## Anti - Communist Measures continue

- November 1919 , the first attacks, known as the “Palmer Raids” were made on private homes of suspected Communist sympathizers and on the headquarters of labor and radical organizations.
- January 1920, More than 6,000 radicals were arrested as a result of the Palmer Raids.
- Civil liberties were violated as citizens and aliens alike were denied legal counsel and held without specific charges.
- **Sacco - Vanzetti Case ~ May 1920** The case began with the arrest of Nicola Sacco and Bartolomeo Vanzetti for murder and armed robbery in Massachusetts.



## Sacco - Vanzetti Case continued

- Although the evidence against them was inadequate, they were presumed guilty because they were anarchists. **(anarchism - the idea that all forms of gov't are bad and should be done away with.)**
- The judge was openly prejudiced.
- This case illustrates what hatred and prejudice can do.
- The men were convicted, sentenced to death, and despite worldwide protests, they were executed in 1927.
- Many decades later they were posthumously exonerated by the Massachusetts Governor Michael Dukakis.

# Anti-Immigration Laws and the Great Migration

- 1921 Congress passes a law limiting the number of immigrants from eastern and southern Europe
- 1924 More restrictions
- 1929 More restrictions against the Europeans most anxious to come to the U.S.
- Asian immigration continued to be heavily restricted.
- Over half a million blacks migrated from the rural South to industrial cities in search of work.
- Thousands of Mexicans and Canadians immigrated to the U.S.

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# World News

- Bankrupted by the war, Germany was in an economic crisis.
- A fiery speaker, Adolf Hitler, promises to return Germany to its former greatness!
- Like the KKK, Hitler appealed to people who wanted someone to blame for their problems.
- Hitler creates a private army and political party - the Nazi Party.
- 1923 Hitler and his storm troopers tried to seize the gov't of Bavaria, failed and went to prison.
- In prison, he writes a book.



Charles Lindbergh in front of the  
*Spirit of St. Louis*  
Photo courtesy San Diego Aerospace  
Museum

1st person to fly solo  
across the Atlantic  
Ocean.

# Spirit of St. Louis



**Amelia Earhart**

By  
1930,  
43  
airlines  
in the  
U.S.

# The Nineteenth Amendment

Women had been working on gaining suffrage for over 80 years with precious little success.

Carrie Chapman Catt devised a new strategy called “the winning plan”. This plan established two goals:(1) women would abandon their state by state vote for women’s suffrage and (2) they would begin a Congressional campaign for a national amendment to gain suffrage.

After a long and bitter fight, the Nineteenth Amendment became part of the Constitution of the United States. Women could now vote. (1920)

The right to vote did not guarantee equality. In 1921, women began calling for an equal rights amendment.

Native Americans did not gain suffrage until 1924.



# The Election of 1920

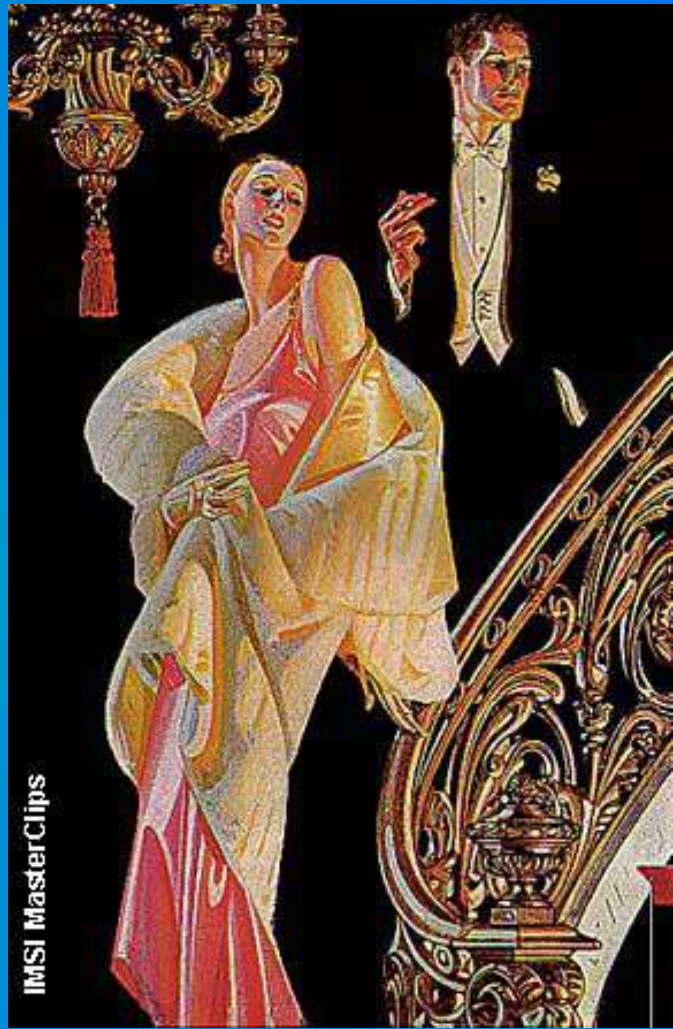
- Voters want to put the war and problems here at home behind them

- Republican candidate **Warren G. Harding** promises “a **return to normalcy.**”

- **Harding** is pro business as in lower taxes for the wealthy and high tariffs on imports.

- VP is Calvin Coolidge, known for his tough treatment of strikers in Boston.

JAZZ  
The Jazz Nge



IMSI MasterClips



Pattern 2200  
Price 45c  
Sizes 2-18, 28-42

Pattern 2704  
Price 45c  
Sizes 2-18, 28-42

Pattern 2200  
Price 45c  
Sizes 14-18, 24-42

Pattern 2004  
Price 45c  
Sizes 14, 20, 24-42



**Fashion**

# The Jazz Age

**The musical innovation of the decade!**

- **Started in New Orleans with African rhythms and songs, followed the Mississippi to northern cities.**
- **Both black and white music lovers frequented nightclubs to hear Louis Armstrong, Duke Ellington, Billie Holiday and others.**

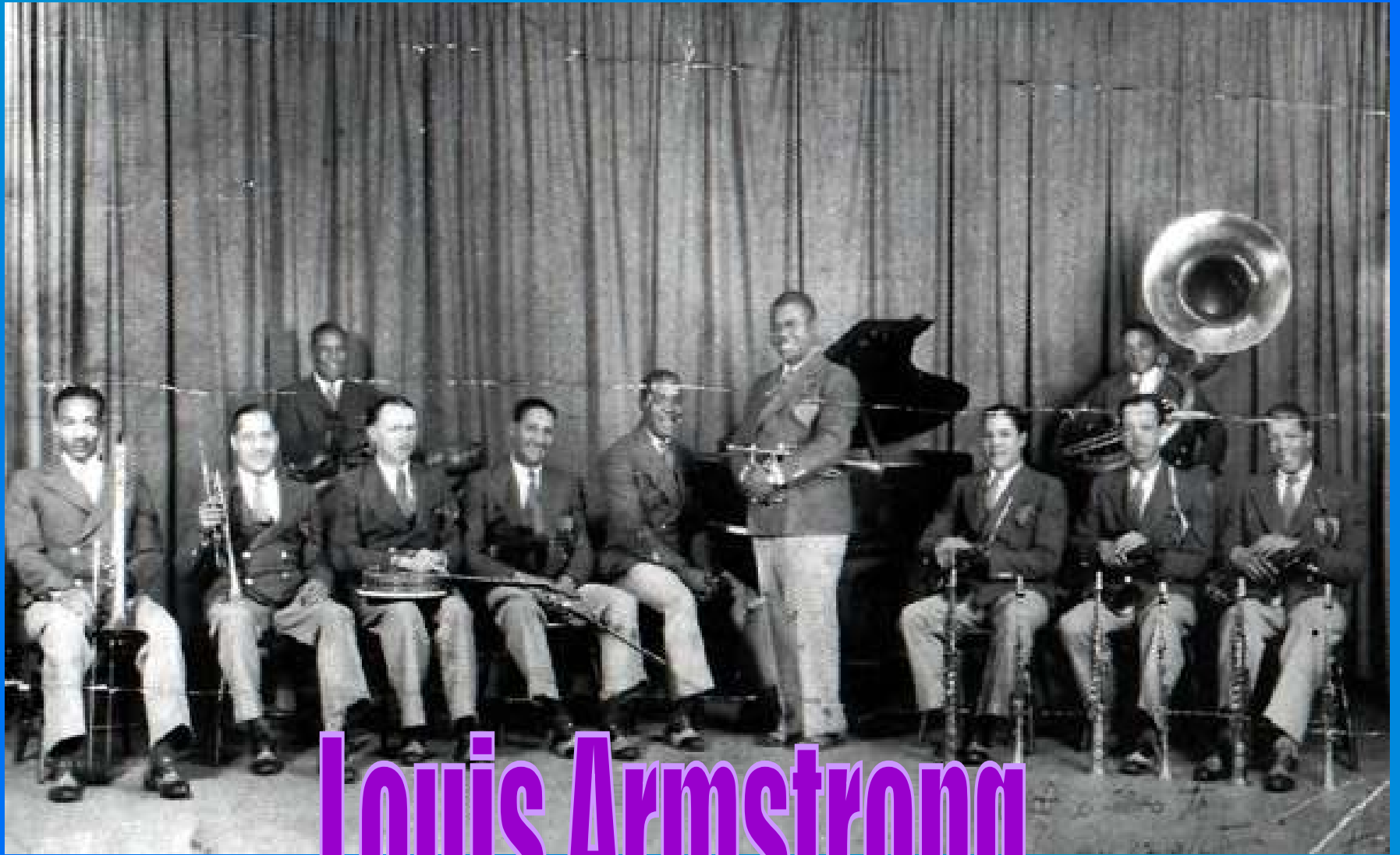




# Duke Ellington







# Louis Armstrong

**Every mornin', every  
evenin'**

**Ain't we got fun?**

**Not  
much money, oh but  
honey'**

**Ain't we got fun?**



## **The New Middle Class**

- Americans are influenced by new advertising and marketing techniques**
- Americans buy appliances, cosmetics, commercially processed foods, mass produced autos, and new fashions.**
- Consumption became dominant cultural ideal with the new Installment Buying Plan. “Buy Now - Pay Later.”**
- Motion Picture Industry influences popular culture - trends in clothing , hair styles, values and attitudes.**
- Movies with sound first appear in 1927 - The Jazz Singer**



Chain stores begin to dominate the market.

## Percentage of American Families Owning Various Appliances, 1920 and 1930

	1920	1930
Inside flush toilets	20%	51%
Central heating	1%	42%
Home lighting with electricity	35%	68%
Mechanical refrigerators	<1%	8%
Washing machines	8%	24%
Vacuum cleaners	9%	30%
Radios	<1%	40%
Automobiles	26%	60%

- Radio- 1st commercial station broadcasts in 1920**
- Radio stations feature news, sports events, variety entertainment and live musical broadcasts.**
- By 1929, 40 % of American households owned radios.**
- New leisure time initiates the building of playgrounds, parks, swimming pools, golf courses, tennis courts, and ball fields.**

# S

- **Baseball becomes the most popular sport**
- **College football and basketball become popular**
- **Sports hero - Babe Ruth**
- **Gertrude Ederle swims across the English Channel in just over 14 hours in 1926**
- **Babe Didrikson Zahradec is a star in track and field and basketball and other sports**



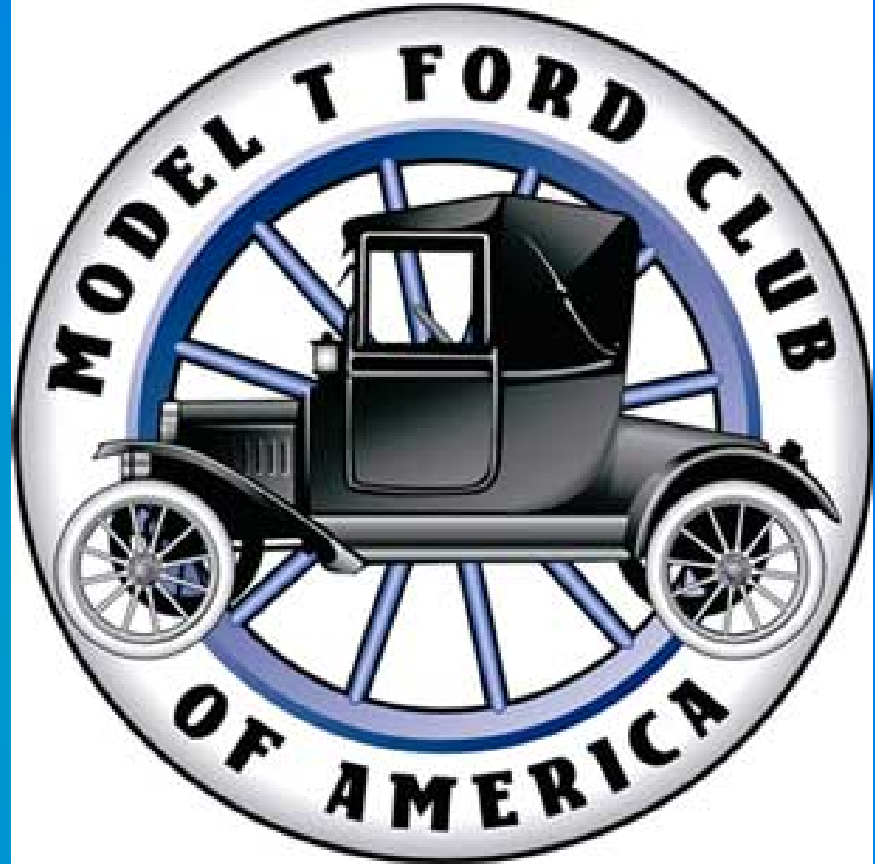
# The Automobile

- **Influences economic prosperity**
- **Encourages growth of suburbs**
- **Changes patterns of leisure - road trips and vacations become commonplace**
- **Affected patterns of crime**
- **Changed courtship - dating**
- **Ford Model T most popular - 15 million were produced between 1908 - 1927**



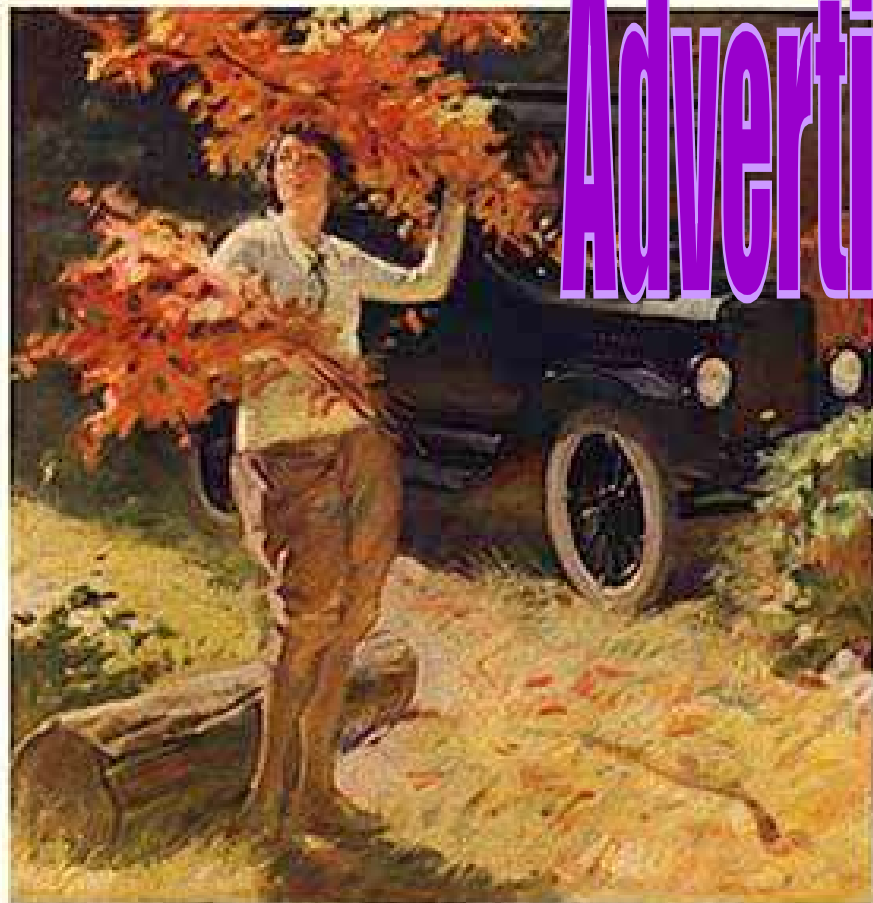
## Model T

**Henry Ford** established the assembly line to manufacture inexpensive automobiles for the general public. The easy to operate and affordable Model T allowed the middle class to own cars for the first time.



There are three major impacts on society that the automobile spurred. . The car allowed mobility for people who owned them which allowed owners to experience life beyond their backyards and immediate homes. New industries emerged after the adoption of the automobile as a staple of American life. These industries included road building, gas stations and auto mechanic garages. Thirdly, the rural areas of America became less isolated as people both left and came to these areas spreading trade and ideas.

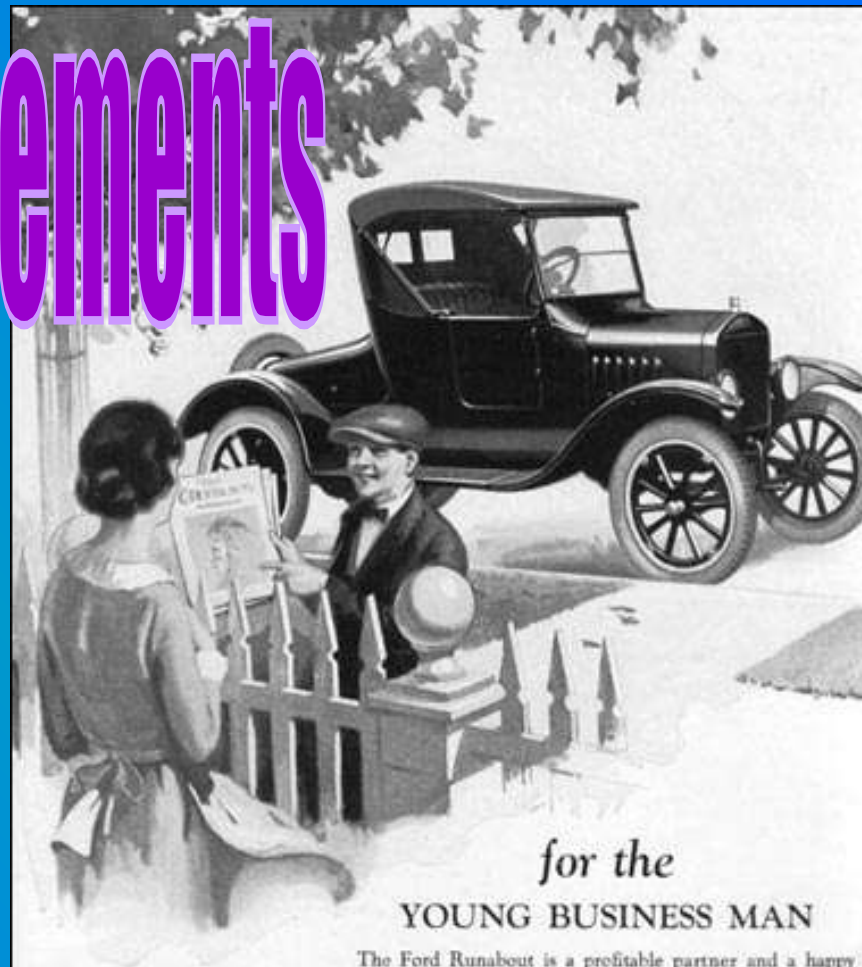
# Advertisements



**FREEDOM**  
for the woman  
who owns a Ford

To own a Ford car is to be free to venture into new and untried places. It is to answer every challenge of Nature's charms, safely, surely and without fatigue. Where a narrow lane invites or a steep hill promises a surprise beyond, a Ford will take you there and back, in comfort, trouble-free.

Get and away in this chockin', ever-ready car, women may "re-charge the batteries" of tired bodies, newly inspired for the day's work.  
FORD MOTOR COMPANY, DETROIT, MICHIGAN



for the  
**YOUNG BUSINESS MAN**

The Ford Runabout is a profitable partner and a happy companion for the boy who is making his mark in business and at school.

It reduces distance from a matter of miles to a matter of minutes. By saving time and effort, it makes larger earnings possible. And costing little to buy and keep going, it quickly pays for itself.

When vacation time rolls round the Runabout enables the young business man to reduce by hours the time between work and play.

Let us tell you how easy it is to buy a Ford on the Weekly Purchase Plan.

THE RUNABOUT

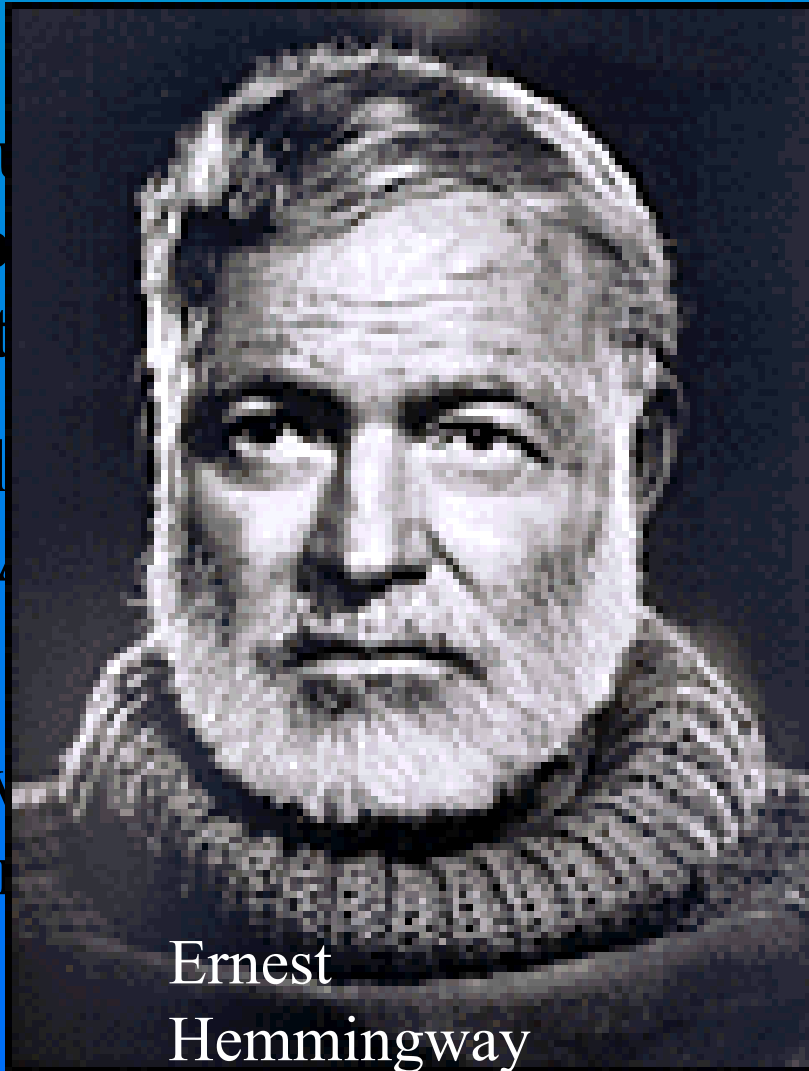
**\$265**

F. O. B. Detroit  
Dismountable Run  
and Runner '95 cars

FORD MOTOR COMPANY, DETROIT, MICHIGAN

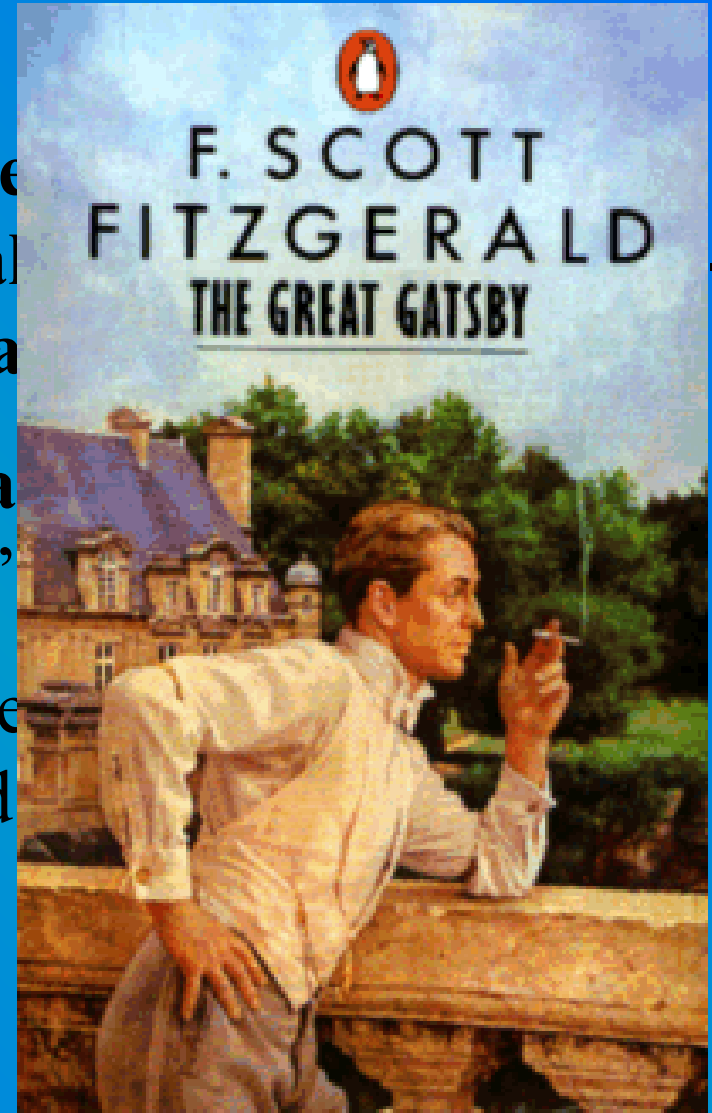
# The Lost Generation

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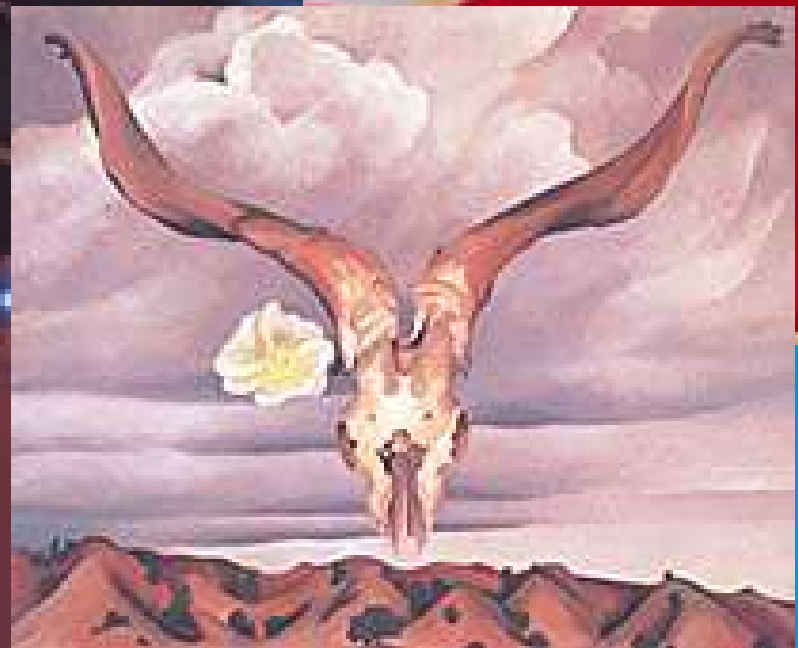


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# Georgia O'Keeffe



# Harlem Renaissance

**Black intellectuals created a thriving Afro-American culture in new York's Harlem.**

**•Poets, artists, novelists, and musicians reach back to their African roots to demonstrate the richness of their racial heritage.**

**•Langston Hughes, Countee Cullen, Zora Neale Hurston, Claude McKay, James Weldon Johnson**

**•These artists inspire and encourage African Americans to remain strong in the face of racial violence.**



Jeunesse

by Palmer Hayde



I, too, sing America.

I am the darker brother.

They send me to eat in the  
kitchen

When company comes,

But I laugh,

And eat well,

And grow strong.

Tomorrow,

I'll be at the table

When company comes.

Nobody'll dare

Say to me,

"Eat in the kitchen,"

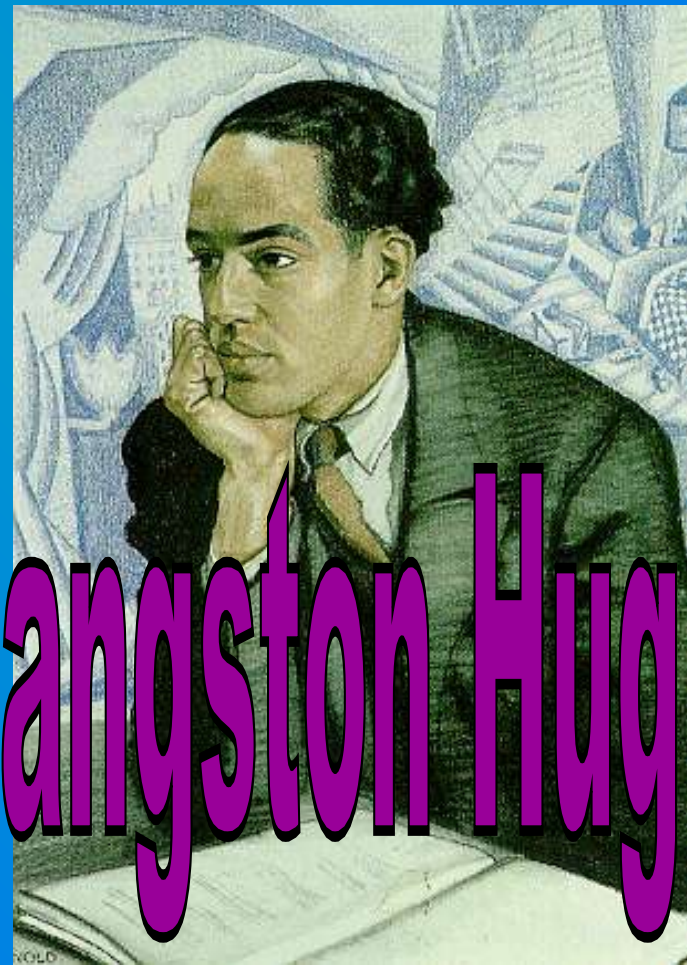
Then.

Besides,

They'll see how beautiful I am

And be ashamed -

I, too, am America.



Langston Hughes

Storyteller  
Zora Neal Hurston



“I saw no curse in being black.”



**Marcus Garvey - leader of the black working class, advocated a return to Africa**

**Preached separation from white society and encouraged pride in their African heritage.**

**Jailed for mail fraud in 1925, some of his ideas were revived in the 1960s.**

# The MODERN Woman



- Flashy new dress, bobbed hair and cosmetics

- liberated lifestyle

- often seen smoking, drinking, dancing, and attending lively parties

- most middle class women continued to stay at home as housewives and mothers

- some began to find careers



# PROHIBITION

## 18TH AMENDMENT

Prohibits the manufacture, transport and sale of liquor after January 16, 1920.

## The Volstead Act

was enacted by Congress to ensure the proper enforcement of Prohibition.

**Prohibition** was a constitutional amendment that prohibited the use of alcohol.

Prohibition, in many ways, led to the rise of organized crime as they filled the void and supplied a product that was illegal but the public wanted.

- Gov't hires only 1,500 agents to enforce Prohibition.

- Ordinary people defied the law, many making bathtub gin at home.

- Churches could still use wine for sacramental purposes and doctors could prescribe alcohol for medicinal reasons

Gangsters,  
Bootleggers,  
and  
Speakeasies

become a part of the Prohibition culture.



There was a place  
gathered

to drink

Would-be customers

often met

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Once inside, the

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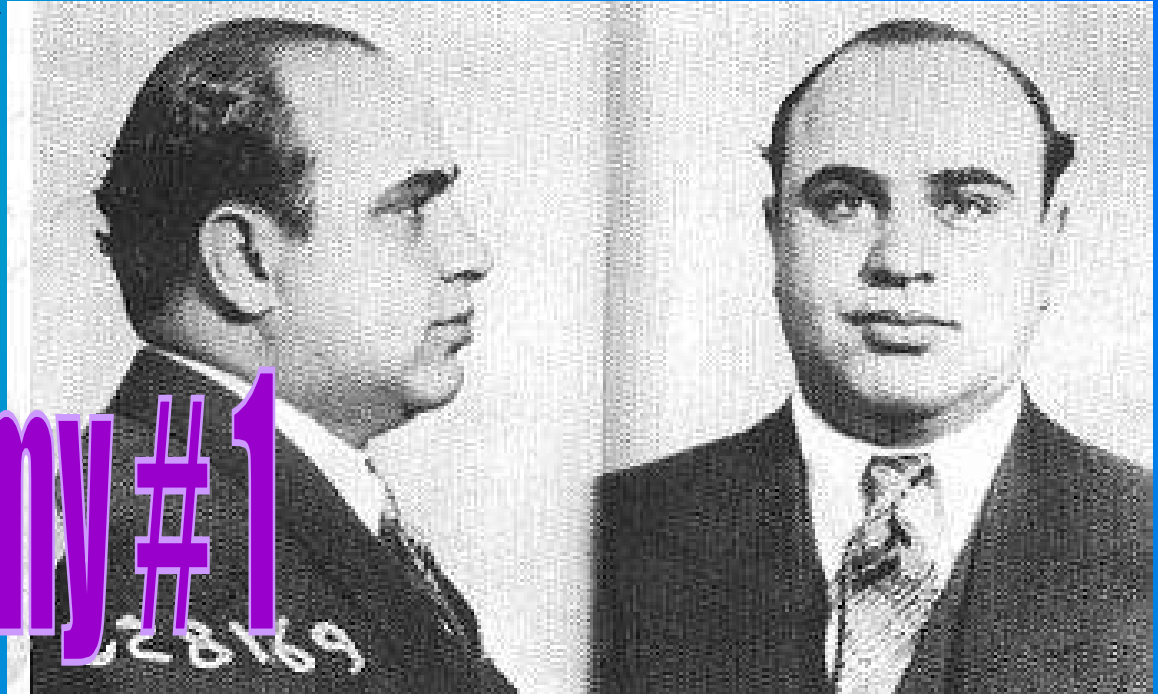


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# Al Capone



Public Enemy #1

Organized crime creates criminal empires like Chicago's Al Capone. Gangsters use violence in competition for the illegal alcohol trade. **Al Capone** was a Chicago gangster who made a fortune during prohibition smuggling and distilling alcohol. The money generated by this illicit business eventually became a corrupting influence on the government.

**Al Capone** was a Chicago gangster who made a fortune during prohibition smuggling and distilling alcohol. The money generated by this illicit business eventually became a corrupting influence on the government.





# "The Untouchables"

Special Law Enforcement Agents were needed to investigate and bring charges against the power of organized crime.

- Prohibition is difficult to enforce.
- Crime has increased.
- Prohibition is clearly not working.

# 21st Amendment

Repeals - or cancels the 18th Amendment.

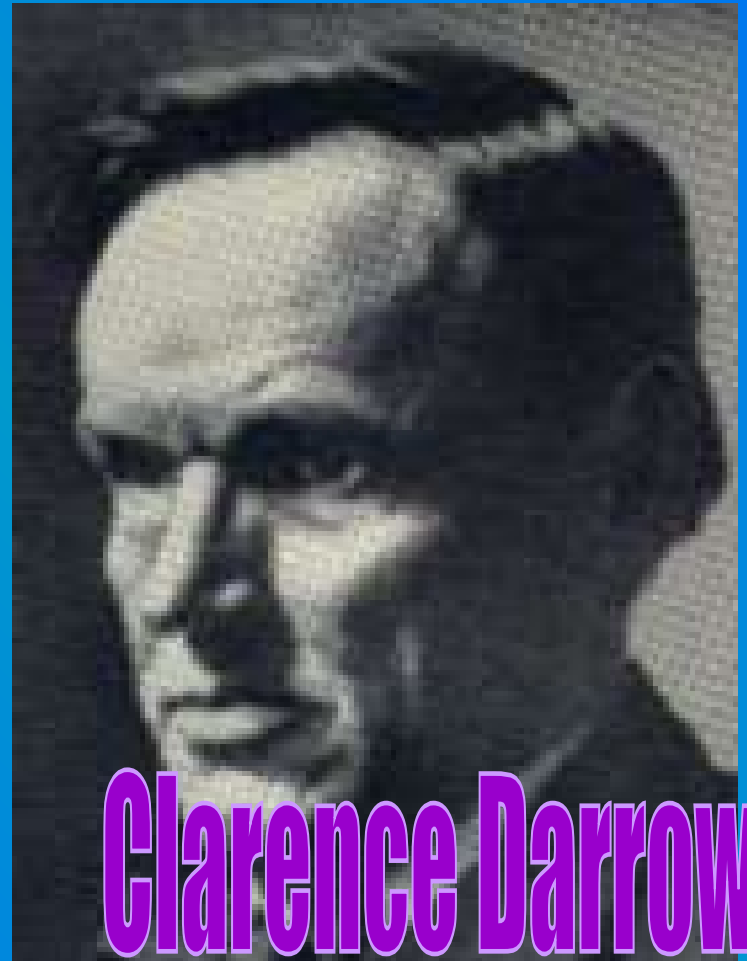
Ends Prohibition.

# Scopes Trial



William Jennings Bryan

ee,



Clarence Darrow



## Clarence Darrow and William Jennings Bryant

**The Scopes trial** was a trial was a battle between science and religion. It involved a teacher (Scopes) who taught evolution in his high school science class. This was against the law in Tennessee. Clarence Darrow defended Scopes while William Jennings Bryant was the lawyer for the state. In a stroke of brilliance, Darrow called Bryan to the stand. He fired questions at the aging Bryan in rapid-fire succession. Bryan appeared foolish and confused. The jury, nevertheless, found Scopes guilty and fined him \$100. Because the fine was overturned on a technicality, Darrow could not appeal the decision to the Supreme Court. The trial was a media event. Vendors sold hot dogs and lemonade on the courthouse lawn, and spectators crowded the premises hoping for a glimpse of the two most famous attorneys of the times. Although Scopes lost his trial, his case symbolized the tensions in America in the 1920's between older beliefs and social change.

# Business Boom

- Presidents Harding, Coolidge, and Hoover favor Big Business
- Republicans All (12 years)
- Economy grows as factories use new machinery and switch to electric power
- Raised tariffs
- lower taxes for wealthy

**Warren Harding** was the President who followed Wilson after World War I. He ran on a platform of a “return to normalcy”. He was seen as a calming force after the tumultuous years of Wilson’s Presidency.



**Teapot Dome Scandal** was a scandal that occurred during the Harding Administration. Albert Falls , Hardings’ Secretary of Interior was secretly leasing the rights to drill for oil on Federal Lands and pocketing bribes for doing so.

“I have no trouble with my enemies...but my friends... they're the ones that keep me walking the floors at night.”

Harding

The friendly and personable president appointed too many unqualified friends to office.

“The Ohio Gang” of friends accepted bribes and stole \$\$ from federal agencies

1923 - While on vacation, to escape the attention of the scandals, Harding suffered a heart attack and died in San Francisco.



**Calvin Coolidge** was the President who succeeded Harding after his death. He was a man of few words and believed in taking as little action as possible on issues, allowing them to sort themselves out.

Believed government should support business.

To conserve energy - slept 11 hours a day.



1924 Campaign slogan -  
Keep Cool With Coolidge



**Herbert Hoover** had gained fame for setting up the food programs during WWI. He believed in the government taking a “hands off” approach to dealing with the economic problems of the time.

1928 campaign - “A chicken in every pot, a car in every garage.”



## The Soaring Stock Market

Mass production: cars, radios, refrigerators.

People could buy on credit. There is massive consumer spending.

**Confidence that Prosperity was here to stay!!**

With more money to spend people invested on the stock market.

- American industry booms, price of shares move up
- Investors sell their shares at higher prices and make huge profits

**Get Rich, Quick!!**

- More people invest, pushing prices higher
- People buy “on the margin”

Let's get **RICH!!!!**

## Signs of Trouble

- 50% of American families earned less than \$2000 a year.
- American Industry was producing too many goods.
- Farmers - crops prices had dropped.
- Coal miners - oil replacing coal as major source of energy.
- Textile industry - fashions dictated less fabric.
- Unions - had little power to help laid off workers.
- Business held down workers wages - less buying power - decline in demand for products like cars, appliances, and homes.
- Production slows - more workers lose jobs.
- American banks suffered when European nations failed to pay back \$\$ borrowed after WWI.

**...“been in Sorrow’s kitchen and licked all the pots. Then I have stood on peaky mountains wrapped in rainbows.”** Zora Neale Hurston

A most fitting description of  
the Roaring Twenties.

What happens next?

Crash