THE 1920s

Politics
Consumer Changes
Immigration
Xenophobia
Prohibition
Scopes Monkey Trial
Jazz & Flappers
The 1920 Election

<table>
<thead>
<tr>
<th>Candidate</th>
<th>Electoral Vote</th>
<th>Popular Vote</th>
<th>Percent of Popular Vote</th>
</tr>
</thead>
<tbody>
<tr>
<td>Warren G. Harding</td>
<td>404</td>
<td>16,143,407</td>
<td>60.5</td>
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<tr>
<td>(Republican)</td>
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<tr>
<td>James M. Cox</td>
<td>127</td>
<td>9,130,328</td>
<td>34.2</td>
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<tr>
<td>(Democrat)</td>
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<tr>
<td>Eugene V. Debs</td>
<td>0</td>
<td>919,799</td>
<td>3.4</td>
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<tr>
<td>(Socialist)</td>
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The 1920 Election

- Americans elect Warren G. Harding (R)

- Slogan: “Return to Normalcy”

US turned inward & feared anything European... ISOLATIONISM
Return to Normalcy

1. isolationism
2. high tariffs
3. cut taxes (corporate & income)
4. cut federal spending

Government & Big Business

- laissez-faire (limit business regulation)
- limit govt. presence in the lives of citizens
The Ohio Gang: President Harding’s Cabinet – corrupt! Patronage, scandals, lack of government accountability
THE TEAPOT DOME SCANDAL

The Ohio Gang & their scandals brought a bad reputation to the Harding Administration.

Secretary of the Interior, Albert B. Fall led the most corrupt government scandal of the ‘20s.

Fall leased naval reserve land to two oil tycoons in return for $100,000 (bribery!)
Before news breaks of the Teapot Dome Scandal, Harding travels to California.

He suffers a massive heart attack and dies before his reputation is smeared. His VP, Calvin Coolidge becomes president.
The 1924 Election

- Calvin Coolidge served as President from 1923-1929
- Serves the rest of Harding’s term, elected in 1924
- Republican

<table>
<thead>
<tr>
<th>Candidate</th>
<th>Party</th>
<th>Popular Vote</th>
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<tr>
<td>Coolidge</td>
<td>Republican</td>
<td>15,717,553</td>
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<td>Davis</td>
<td>Democrat</td>
<td>8,386,169</td>
<td>136</td>
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<tr>
<td>La Follette</td>
<td>Progressive</td>
<td>4,814,050</td>
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REPUBLICAN FISCAL PROGRAM

REPUBLICAN ECONOMY SUPPORTED LAISSEZ FAIRE AND BIG BUSINESS...........

Lower Taxes + Less Federal Spending + Higher Tariffs = Strong National Economy

Fordney-McCumber Tariff---1922 (38% tax on imports)
Hawley-Smoot Tariff ---1930 (60% tax on imports!)
Smith – 1st Catholic Presidential Candidate

<table>
<thead>
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<th>Electoral Vote</th>
<th>Popular Vote</th>
<th>Percent of Popular Vote</th>
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</thead>
<tbody>
<tr>
<td>Herbert Hoover</td>
<td>444</td>
<td>21,391,381</td>
<td>57.4</td>
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<td>(Republican)</td>
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<tr>
<td>Alfred E. Smith</td>
<td>87</td>
<td>15,016,443</td>
<td>40.3</td>
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<tr>
<td>(Democrat)</td>
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<td>Norman Thomas</td>
<td>0</td>
<td>881,951</td>
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</tr>
<tr>
<td>(Socialist)</td>
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</table>
HERBERT HOOVER

- Elected in 1928
- Republican
- Believed in small government, no direct intervention in people’s lives
- “A chicken in every pot, a car in every garage”
Industrial improvements of the 1920s focused on consumer goods:
- Ice boxes, Autos, & radios

Supermarkets were introduced:
- Invention of cellophane
INDUSTRY IN THE 20s

- U.S. develops the highest standard of living in the world
  - electricity replaces steam
  - Henry Ford’s modern assembly line

- Rise of the airline industry

- Modern appliances & conveniences begin to change American life
THE AUTOMOBILE INDUSTRY

- Automobile manufacturers stimulate sales through model changes & advertising.
- Auto industry fostered the growth of other businesses.
- Cars encourage movement and more individual freedom.
Increases in Mass media during the 1920s
- Print and broadcast methods of communication.
- Examples:
  - Newspapers
  - Magazines
  - Radio
  - Movies

**Newspapers:**
27 million to 39 million
Increase of 42%

**Motion Pictures:**
$40 million to $80 million
Increase of 100%

**Radios:**
60,000 to 10.2 million
Increase of 16,983%
Literacy increased in the 1920s…
- Newspaper and magazine circulation rose.

By the end of the 1920s…
- 10 American magazines -- including Reader’s Digest, Saturday Evening Post, Time -- boasted circulations of over 2 million a year.
- Tabloids created
Although print media was popular, radio was the most powerful communications medium to emerge in the 1920s.

News was delivered faster and to a larger audience.

Americans could hear the voice of the president or listen to the World Series live.
Even before sound, movies offered a means of escape through romance and comedy
- ie. talkies
- First sound movies: *Jazz Singer* (1927)
- First animated with sound: *Steamboat Willie* (1928)
- By 1930 millions of Americans went to the movies each week
Motion Picture was a popular past time
Movie stars as celebrities grew.
- Movie studios began to market films to public’s choice
Miss America pageant
- Atlantic City, 1921
Heroes of the 1920’s

- Charles Lindbergh
  - Nickname: “Lucky Lindy”

- May 27, 1927: Lindbergh made the first nonstop solo trans-Atlantic flight.
  - Spirit of St. Louis

- NYC - Paris
  - 33 ½ hours later – (no auto pilot)
  - $25,000 prize

- 2yr old Son Charley kidnapped in 1932
  - $50,000 ransom
  - murdered
Amelia Earhart

1932: First female to fly solo across the Atlantic

1935: First person to fly from California to Hawaii

1937: Attempt to fly around the world
  2/3 completed and went missing, presumed dead.
Heroes of the 1920’s

- In 1929, Americans spent $4.5 billion on entertainment.
  (includes sports)
- People crowded into baseball games to see their heroes
- Babe Ruth was a larger than life American hero who played for Yankees
- He hit 60 homers in 1927.
MUSIC OF THE 1920s

New Orleans Jazz of the 1920s
Famed composer George Gershwin merged traditional elements with American Jazz.

- Someone to Watch Over Me
- Embraceable You
- I Got Rhythm

Gershwin
In the late 1920s, Duke Ellington, a jazz pianist and composer, led his ten-piece orchestra at the famous Cotton Club.

Band: “The Washingtonians”

Ellington won renown as one of America’s greatest composers.
Jazz was born in the early 20th century.

In 1922, a young trumpet player named Louis Armstrong joined the Creole Jazz Band.

Armstrong is considered by many to be the most important and influential musician in the history of jazz.
Billie Holiday

- One of the most recognizable voices of the 20s and 30s.
  - Embraceable You
  - God Bless the Child
  - Strange Fruit
Writer F. Scott Fitzgerald coined the phrase “Jazz Age” to describe the 1920s.

Fitzgerald wrote *Paradise Lost* and *The Great Gatsby*.

*The Great Gatsby* reflected the emptiness of New York elite society.
Ernest Hemingway, became one of the best-known authors of the era
- Wounded in World War I
- In his novels, *The Sun Also Rises* and *A Farewell to Arms*, he criticized the glorification of war
- Moves to Europe to escape the life in the United States.
  - “Lost Generation” (Gertrude Stein)
    - Group of people disconnected from their country and its values.
- His simple, straightforward style of writing set the literary standard
THE HARLEM RENAISSANCE

- Rebirth of African American culture in New York City

Langston Hughes
Poet

Zora Neale Hurston
Author

Marcus Garvey
Activist
“Back to Africa”
Women won the right to vote:
- 19th Amendment, 1920

Change in fashion
- "Flappers"
- Short Skirts, short hairdos
- Lipstick

Change in the work place and leisure.
Young women of the 1920s
- Dancing
- Adventurous
- Cigarette Smoking
- Short skirts
- Make-up

emancipated young woman who embraced the new fashions and urban attitudes.

Escaping the “cult of domesticity”
American birthrates declined for several decades before the 1920s. Trend continues in 1920s with development of birth control. Margaret Sanger

- Birth control activist
- Founder of American Birth Control League
  - ie. Planned Parenthood
Strikes & Labor Unrest

- Strikes - workers refusal to work unless their demands are met.
  - Prices rose quickly, wages much more slowly
  - Unsafe, unfair business practices
- 1919 - 4 million workers went on strike.

- Famous strikes:
  - Boston Police Strike, 1919
  - No. Indiana Steelworkers, 1919
  - United Mine Workers Coal Mine Strike, 1919
1920, Car bombing, Wall Street, NYC

Strikers were subject to hysteria, prone to begin riots.

Fearful of pro socialist/communist actions against the American capitalist market system.

Fearful of south & eastern European immigrants.
Appointed by President Woodrow Wilson.
Responsible for the US’ 1st “Red Scare”.
“Palmer raids” - rounded up Soviet immigrants, deported or detained them. Acts of government repression.
ACLU founded by U. Sinclair & Jane Addams.
- Provided legal assistance to victims of Palmer’s tactics.
Patriotic Americans saw a Red agitator behind union organizers and every labor protest. Anti Immigrant feelings were at an all time high.
US Govt. began to restrict “undesirable” immigrants from entering the US

1921: Immigration restricted to 3% of 1910 population of that nationality

1924: Quota decreased to 2% of 1890 population
  - Mostly limits Southeastern Europeans
CLOSE THE GATE.
—Or in the Chicago Tribune.
April 1920 - a robbery at a factory in So. Braintree, MA,
  - Resulted in two deaths
3 weeks later, these 2 Italian immigrants were arrested.
  - Known Anarchists and protesters of the “Palmer Raids”.
Convicted based upon contradictory evidence and testimony.
Honorable W. Thayer sentenced the accused to death.
  - Mass American and foreign protest did not change the verdict.
Executed on Aug. 23, 1927
Claim - innocent victims of the “Red Scare”.
**Xenophobia:** fear of change or anything different (nativism)
WHAT I WISH MORE THAN ALL IN THIS LAST HOUR OF AGONY IS THAT OUR CASE AND OUR FATE MAY BE UNDERSTOOD IN THEIR REAL BEING AND SERVE AS A TREMENDOUS LESSON TO THE FORCES OF FREEDOM SO THAT OUR SUFFERING AND DEATH WILL NOT HAVE BEEN IN VAIN.
Cartoon from 1919: “Put them out and keep them out”
IKA
Imperial Klans of America

SAVE OUR LAND

Imperial Klans of America

JOIN THE KLAN

For God and Country
1925: Membership of 5 million
  - Anti Catholic
  - Anti Jewish
  - Anti Black
  - Anti Immigrant
  - Anti Urban
- Gained control of local governments.
- Membership fell by 1930, but rose again in the 1950s and 60s.
PROHIBITION
PROHIBITION

- Passage of the 18th Amendment in 1920.
  - Launched era known as Prohibition
- Made it illegal to make, distribute, sell, transport or consume liquor.

Prohibition lasted from 1920 to 1933 when it was repealed by the 21st Amendment.
Reformers had long believed alcohol led to crime, child & wife abuse, and accidents. Supporters were largely from the rural south and west.
Poster supporting prohibition
Many Americans did not believe drinking was a sin

Most immigrant groups were not willing to give up drinking

To obtain liquor, drinkers went underground to hidden saloons known as speakeasies

People also bought liquor from bootleggers who smuggled it in from Canada, Cuba and the West Indies

All of these activities became closely affiliated with …
Prohibition contributed to the growth of organized crime in every major city.

Al Capone –
- Chicago, Illinois
- famous bootlegger
- “Scarface”
- 60 million yr (bootleg alone)

Capone took control of the Chicago liquor business by killing off his competition
- Talent for avoiding jail
- 1931 sent to prison for tax evasion.
Illegal business scheme to make profit.

- Gangsters bribed police or gov’t officials.
- Forced local businesses a fee for “protection”.
  - No fee - gunned down or businesses blown to bits
St. Valentine’s Day Massacre

- Valentines Day – February 14, 1929
- Rival between Al Capone and Bugs Moran
  - Capone – South Side Italian gang
  - Moran – North Side Irish gang
- Bloody murder of 7 of Moran’s men.
  - Capone’s men dressed as cops
Prohibition failed:

Why? Government did not budget enough money to enforce the law.

The task of enforcing Prohibition fell to 1,500 poorly paid federal agents --- clearly an impossible task!
By the mid-1920s, only 19% of Americans supported Prohibition.

Many felt Prohibition caused more problems than it solved.

What problems did it cause?

The 21st Amendment finally repealed Prohibition in 1933.
Detroit police inspecting equipment found in a hidden underground brewery during the prohibition era.

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

Chicago gangster during Prohibition who controlled the "bootlegging" industry.

Al Capone

Elliot Ness, part of the Untouchables.
PROHIBITION

“A CHIME OF CHIOT CHURCH BELLS
“THE SALOON MUST GO”

A Saloonless Nation 1920

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

WE ROB WOMEN AND CHILDREN

BOOZE
PROHIBITION
The "Noble" Experiment

20's LICENSE PLATE -- THE NOBLE EXPERIMENT ENDED IN 1933. PROHIBITION, THE GREATEST SINGLE FACTOR IN THE LAWLESSNESS OF THE LAWLESS DECADE, CEASED TO EXIST WHEN THE 18TH AMENDMENT WAS REPEALED.

ROADBLOCK SIGN

REPEAL 18TH AMENDMENT

ANTI-SALOON LEAGUE POSTER

REPEAL PROHIBITION CAMPAIGN WAGON

MOONSHINE STILL

REPEAL PROHIBITION SIGN
Fundamentalists vs. Secular thinkers

The Protestant movement - literal interpretation of the bible is known as fundamentalism.

Fundamentalists found all truth in the bible – including science & evolution.
In March 1925, Tennessee passed the nation’s first law that made it a crime to teach evolution.

The ACLU promised to defend any teacher willing to challenge the law – John Scopes did.

Scopes was a biology teacher who dared to teach his students that man derived from lower species.
The ACLU hired Clarence Darrow, the most famous trial lawyer of the era, to defend Scopes.

The prosecution countered with William Jennings Bryan, the three-time Democratic presidential nominee.
Trial opened on July 10, 1925 and became a national sensation

In an unusual move, Darrow called Bryan to the stand as an expert on the bible – key question: *Should the bible be interpreted literally?*

Under intense questioning, Darrow got Bryan to admit that the bible can be interpreted in different ways

Nonetheless, Scopes was found guilty and fined $100
[10] “Papa!” (Thomas in the Detroit News)
THE SCOPES TRIAL

- Fundamentalist Christians believe only creationism should be taught.

- The Tennessee Supreme Court rules that evolution could not be taught in Tennessee schools.

Big Picture: American values begin to change.
THE ROARING TWENTIES

“The Jazz Age”
- F. Scott Fitzgerald

“The Age of Anxiety”
Tension & Xenophobia