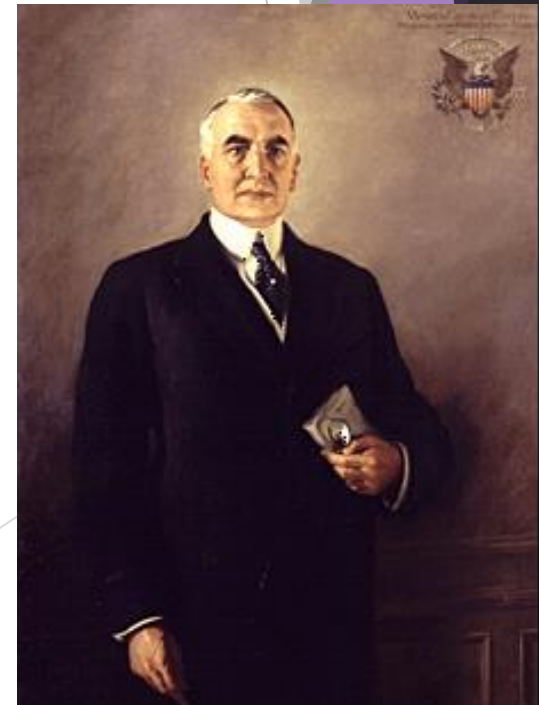


# The Return to Normalcy - Warren G. Harding - President 1921-23

- ▶ *America's present need is not heroics, but healing; not nostrums (“cure-all solutions”), but **normalcy**; not revolution, but restoration; not agitation, but adjustment; not surgery, but serenity; not the dramatic, but the dispassionate; not experiment, but equipoise; not submergence in internationality, but sustainment in triumphant nationality.*



# Key Concept 7.2 I: America's identity continued to change as a result of migration, technology, and accompanying conflict

- ▶ Key Concept 7.2: A revolution in communications and transportation technology helped to create a new mass culture and spread “modern” values and ideas, even as cultural conflicts between groups increased under the pressure of migration, world wars, and economic distress.
- ▶ I. New technologies led to social transformations that improved the standard of living for many while contributing to increased political and cultural conflicts.



Ohio Prohibition Campaign Cartoon Source - C



# The 1920s

APUSH Period 7

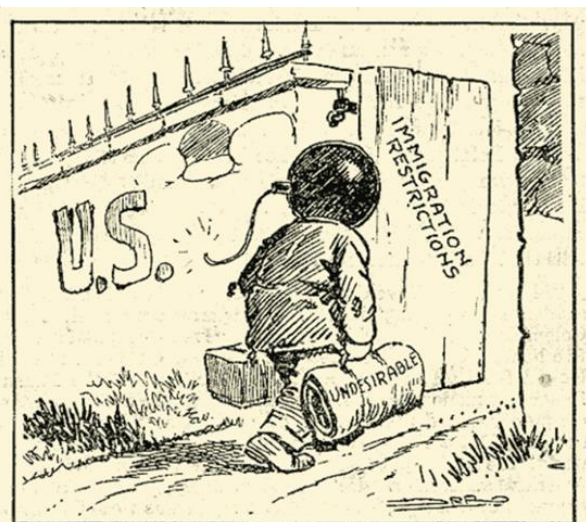
# 1920s - Decade of Contrasts & Contradictions

- ▶ Alcohol prohibition; alcohol-related crime rampant
- ▶ Racism/Xenophobia - most popular music - African-American origins (jazz)
- ▶ Science vs. religion
- ▶ Consumerism increased - income-inequality rose



# Radical Isms

- ▶ Anarchism - political theory holding all forms of government authority as unnecessary/undesirable; voluntary cooperation & free association of individuals and groups preferred
- ▶ Communism - government owns the things that are used to make and transport products



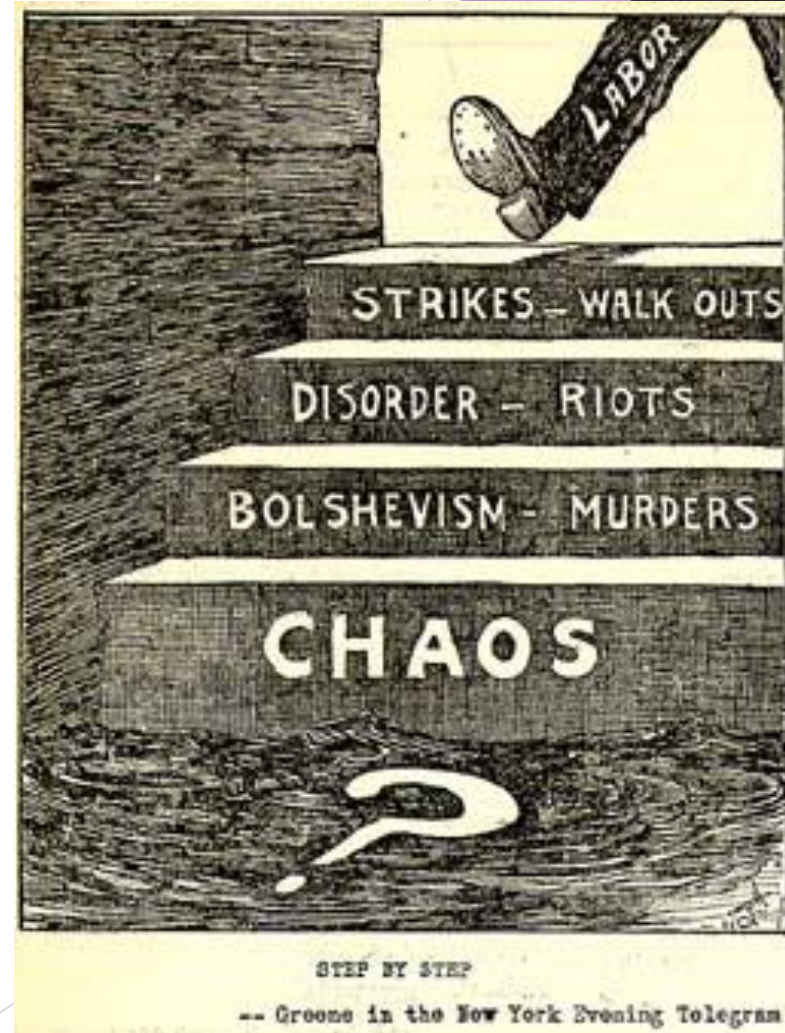
CLOSE THE GATE.

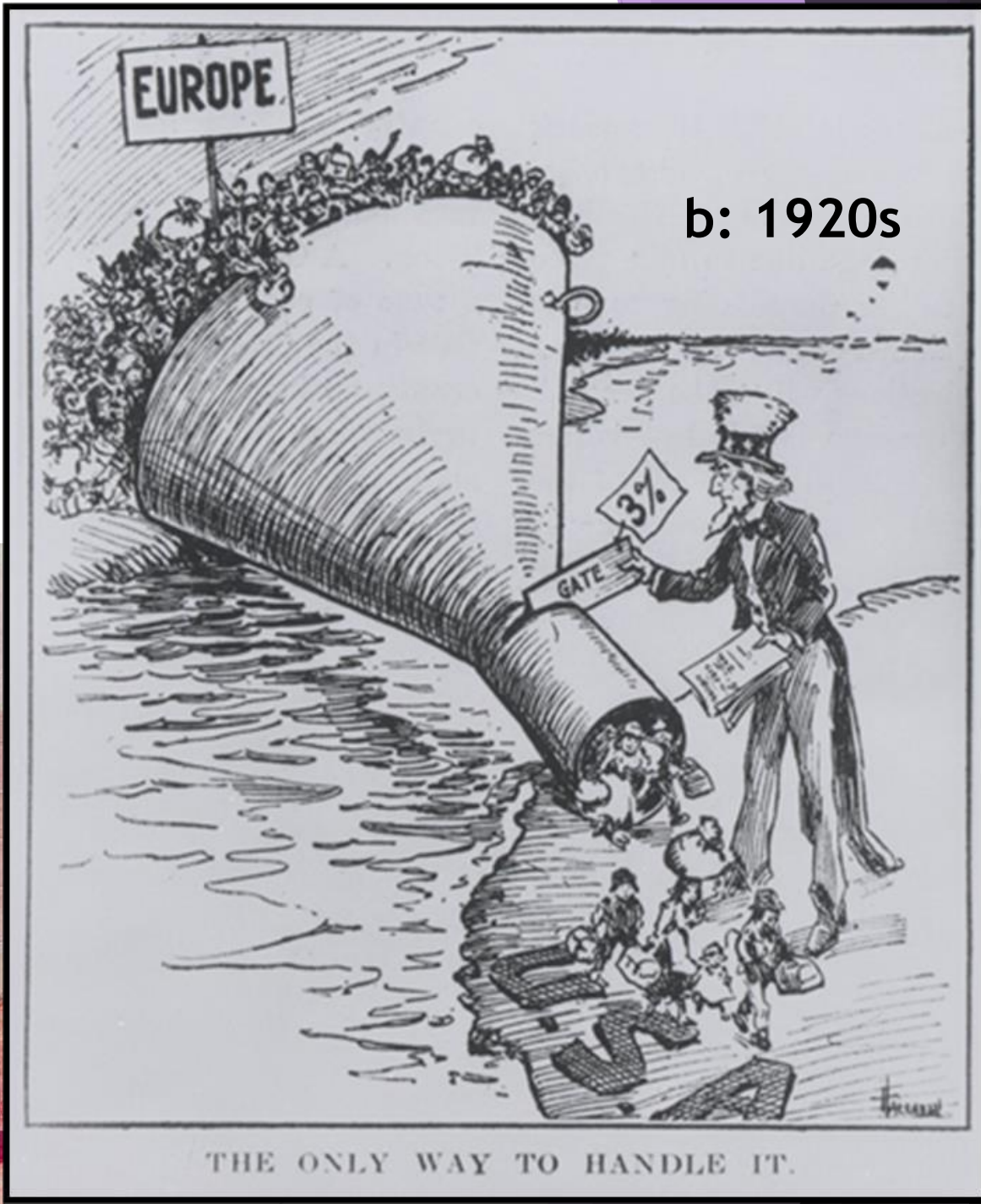
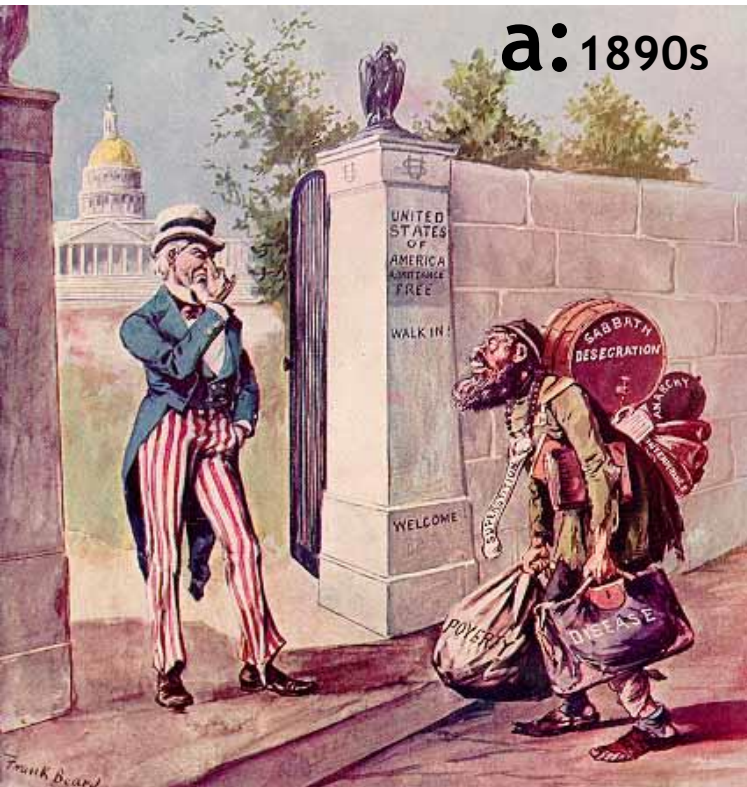
—Orr in the *Chicago Tribune*.



# Red Scare & Palmer Raids 11/1919-1/1920

- ▶ Attorney General A. Mitchell Palmer- Widespread panic - suspected communists, socialists, anarchists arrested on suspicion alone - often immigrants
- ▶ 10,500 arrested, 550 deported

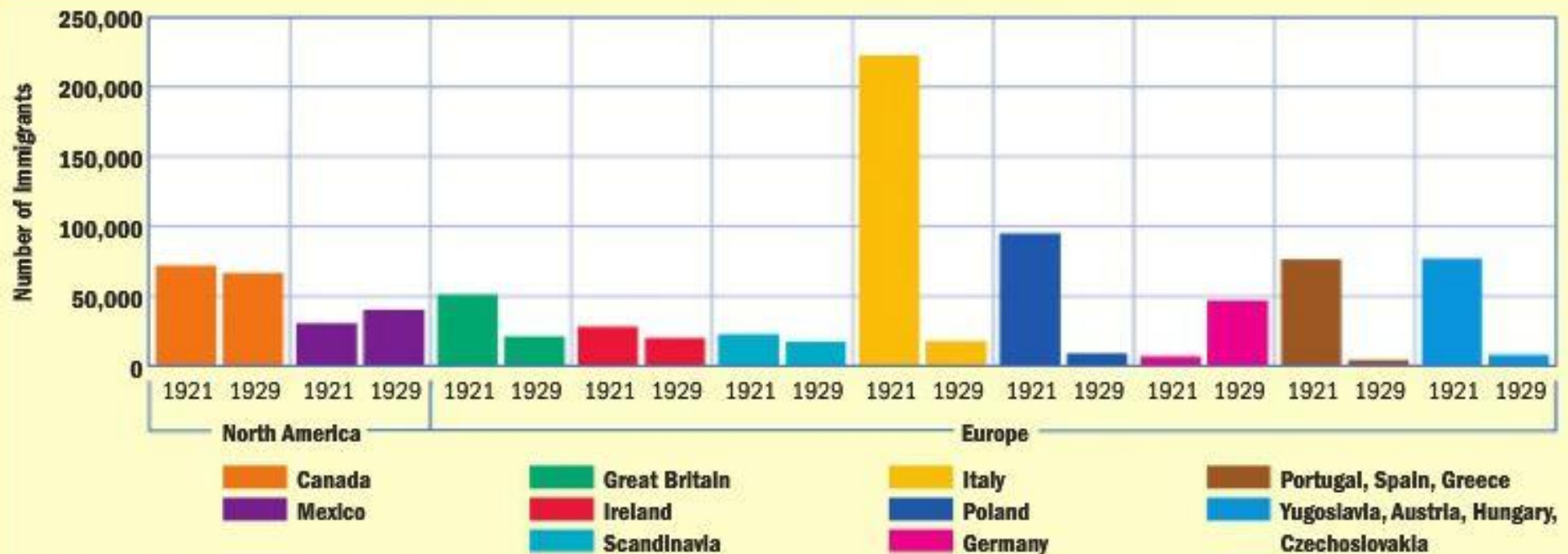






# Changing Immigration Patterns

Immigration to the United States, 1921 and 1929



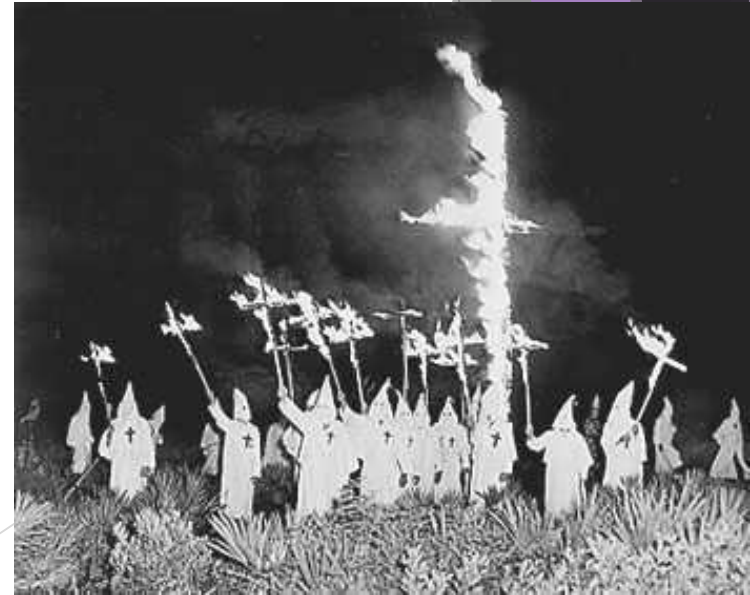
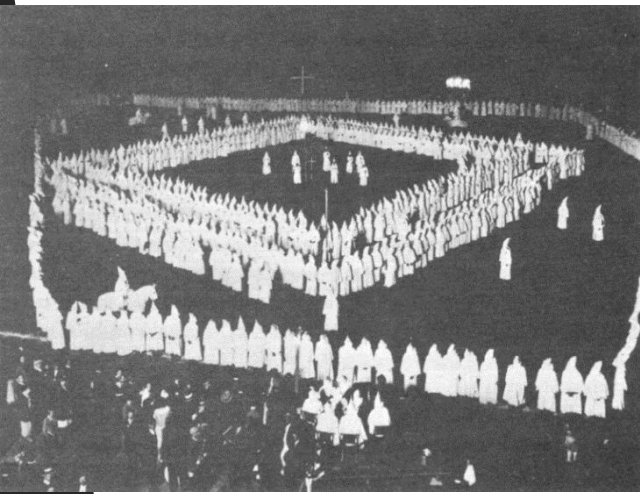
# Emergency Quota Act of 1921

- ▶ Quota - 3% of number of nationals living in US in 1890 could legally immigrate each year
- ▶ Discriminatory toward newer immigrant groups



# Continued Racial Hostility & KKK

- ▶ Racial/Ethnic hostility, discrimination still commonplace/normal
- ▶ Ku Klux Klan - re-emerges in 1920s; hostile response to changes in society - fear of change, paranoia toward differences
- ▶ 1920s KKK - politically powerful; millions of members



# Sacco and Vanzetti

- ▶ Italian immigrants - arrested - 4/1920 - accused of murder - anarchist backgrounds, had avoided draft during WWI - no fair trial
- ▶ Convicted with dubious evidence
- ▶ Executed - 1927



Bartolomeo Vanzetti & Nicola Sacco





SACCO VANZETTI  
ARE INNOCENT MEN  
THEY SHALL NOT  
BE MURDERED!  
*Espresso V. Debs*

WE WANT  
JUSTICE  
For  
SACCO VANZETTI

DEFEND  
VINDICATE  
LIBERATE  
SACCO VANZETTI

LIBERTÀ  
MORTE!  
N SACCO  
B VANZETTI

"GHASTLY  
MISCARRIAGE  
OF JUSTICE."  
*Chicago Times*  
American Federation of Labor



**SAVE SACCO & VANZETTI**  
PROTEST DEMONSTRATION AGAINST DEATH SENTENCE  
**TRAFALGAR SQUARE, SUNDAY NEXT AT 3 P.M.**  
COME IN YOUR THOUSANDS

MURDERED  
**SAVE**  
SACCO



TO SHEPHERDS BUSH WELLS ROAD

BANK LUDGATE CIR STRAND CHARING  
VICTORIA STATION SLOANES<sup>RD</sup> KINGS<sup>RD</sup>  
WALHAM GREEN HAMMERSMITH RD





**AFRICAN AMERICAN MIGRATION NORTHWARD, 1910–1920**

# Harlem in New York City





# William Johnson - *Church*



# Aaron Douglas - *For God's Trombones*



# Aaron Douglas - *Song of the Towers*





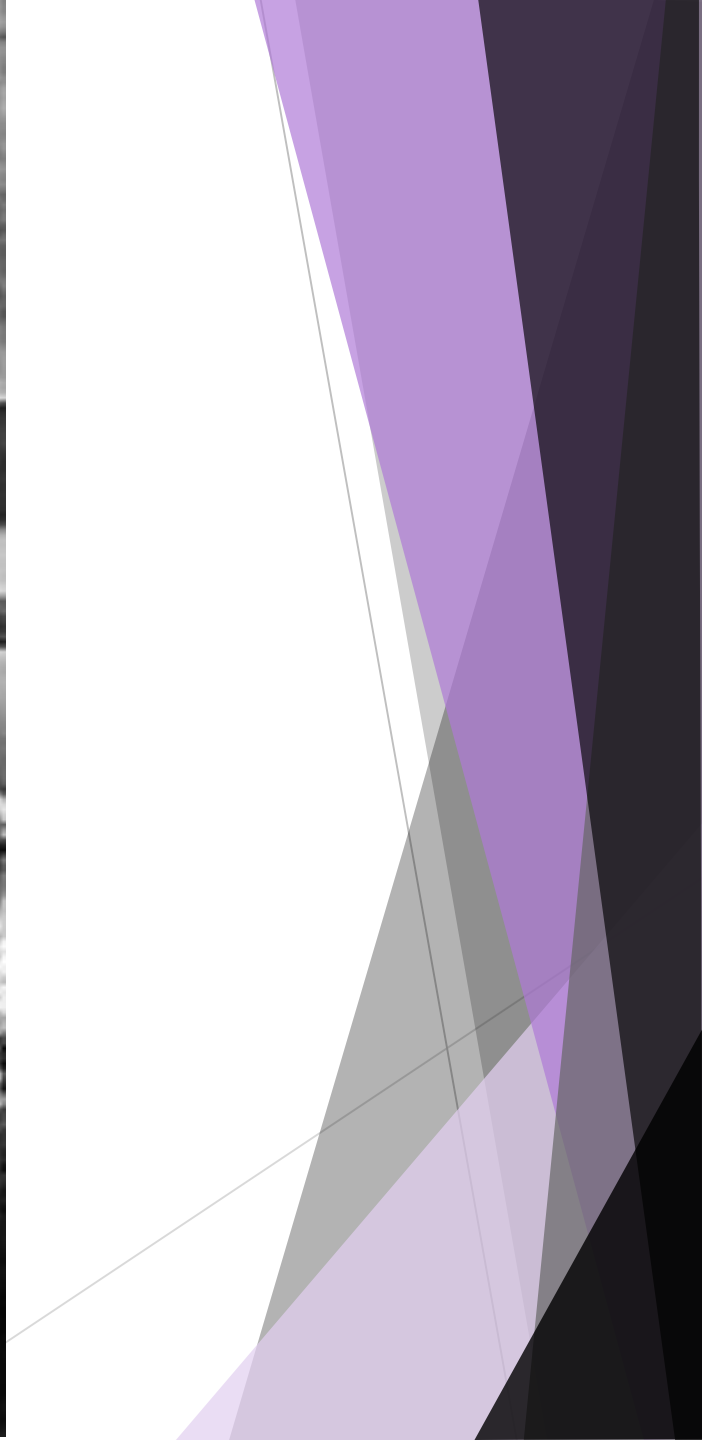
# Romare Bearden - *Jazz*





# Romare Bearden - People





# Langston Hughes - *Warning*

WARNING!

*Negroes,  
Sweet and docile,  
Meek, humble and kind:  
Beware the day  
They change their mind!*

*Wind  
In the cotton fields,  
Gentle Breeze:  
Beware the hour  
It uproots trees!*

# Poetry of Langston Hughes

## *Dream Deferred*

*What happens to a dream deferred?*

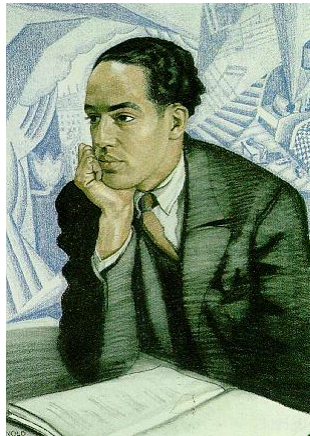
*Does it dry up  
like a raisin in the sun?*

*Or fester like a sore--  
and then run?*

*Does it stink like rotten meat?  
Or crust and sugar over--  
like a syrupy sweet?*

*Maybe it just sags  
like a heavy load.*

*Or does it explode?*



## **WARNING!**

*Negroes,  
Sweet and docile,  
Meek, humble and kind:  
Beware the day  
They change their mind!  
Wind  
In the cotton fields,  
Gentle Breeze:  
Beware the hour  
It uproots trees!*



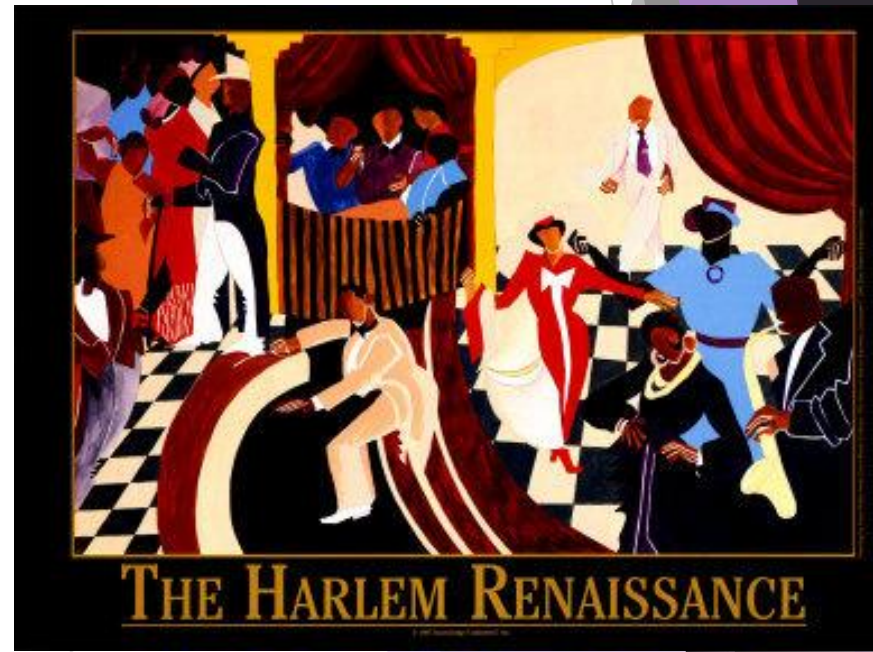
# Harlem Renaissance - background

- ▶ End of 1920s - 40% of black population lived in cities- Great Migration
- ▶ Harlem Renaissance - 1920s - cultural capital of Black America - art, literature and music



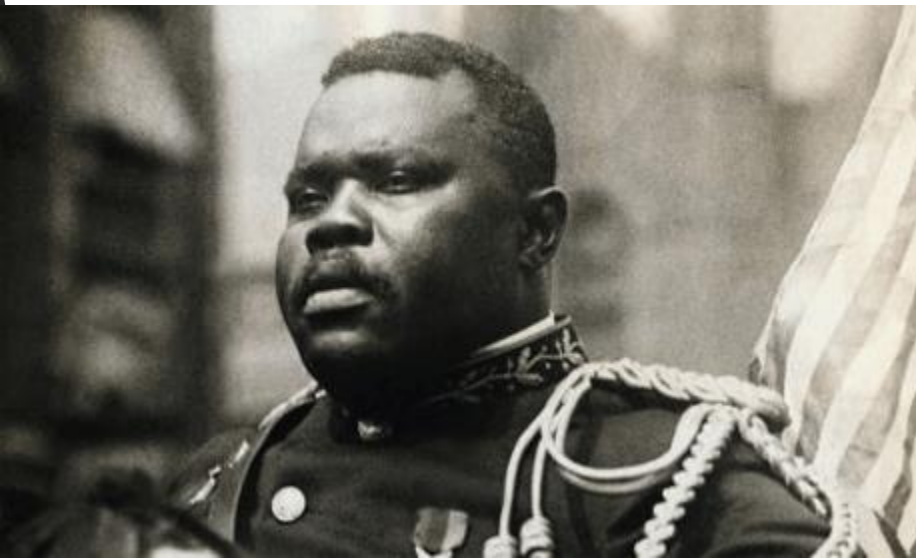
# Harlem Renaissance - contribution to culture

- ▶ Contributed to overall US culture
- ▶ Jazz music - most appeal to wider US culture
- ▶ Literature & Art - more focus on struggle and outsider status of African-Americans



# Marcus Garvey and UNIA

- ▶ Garvey - Universal Negro Improvement Association (UNIA) - “Back to Africa” Movement - inspired racial pride
- ▶ UNIA - encouraged black pride and unity - also encouraged blacks to migrate permanently to Africa (few went)



LIBERTY! LIBERTY! LIBERTY!

*Send in Your Five Dollars!*

**HELP THE CAUSE OF LIBERTY**

BY SUBSCRIBING TO

**THE AFRICAN  
REDEMPTION FUND**

BEING RAISED BY

**The Universal Negro Improvement Ass<sup>n</sup>**

*Head Office:*

**56 West 135th Street, New York, U. S. A.**

*\$4,000,000,000 to be raised from the Negro people  
over the world, to set Africa Free and to set the  
race free industrially, socially and politically.*



# DEVIL'S TOBOGGAN SLIDE.



POPULAR  
HOTEL  
OR  
DRUG STORE.

SALOONS

DOGGERY.

GAMBLING.  
HELL.

**DEATH & CO.,**  
PROPRIETORS.

CORRUPTION.

DRUNKARD'S  
GRAVES.

Copyrighted by Geo. F. Hunting, March, 1897.

Published by the American Publishing Co., Chicago, Ill.

**TAXPAYER:** I awfully hate to have the boys slide there, but I believe in **PERSONAL LIBERTY**—and then there's Such a Revenue from it; and—and I'm afraid I'll be Boycotted if I don't let 'em slide.



# Text of the 18<sup>th</sup> amendment

- ▶ **Section 1.** After one year from the ratification of this article the manufacture, sale, or transportation of intoxicating liquors within, the importation thereof into, or the exportation thereof from the United States and all the territory subject to the jurisdiction thereof for beverage purposes is hereby prohibited.
- ▶ **Section 2.** The Congress and the several States shall have concurrent power to enforce this article by appropriate legislation.
- ▶ **Section 3.** This article shall be inoperative unless it shall have been ratified as an amendment to the Constitution by the legislatures of the several States, as provided in the Constitution, within seven years from the date of the submission hereof to the States by the Congress.

# Passage of the 18<sup>th</sup> Amendment

- ▶ December 1917 - Congress sends proposed amendment to states
- ▶ By January 1919 - enough states have agreed to new amendment - alcohol effectively banned



# Prohibition Experiment

- ▶ Alcohol - seen as a social ill, cause of problems
- ▶ 18<sup>th</sup> Amendment - effective January 1920 - banned sale, distribution & production of alcohol



# Prohibition - Difficult Enforcement

- ▶ Volstead Act - specified rules for enforcement; made Prohibition Bureau -majorly underfunded
- ▶ Prohibition - disregarded alcohol's role in culture
- ▶ Disregard/Disrespect for law - people went to Speakeasies - underground bars







# Organized Crime and Prohibition

- ▶ Demand for alcohol met illegally by bootleggers, moonshiners, speakeasies, organized crime
- ▶ Bootleggers - smuggled alcohol
- ▶ Moonshiners - operated illegal alcohol production facilities









# Crime, Declining Support

- ▶ Al Capone - took Chicago liquor trade w/ force
- ▶ Organized crime - profited from alcohol - **VIOLENCE AND PROBLEMS**
- ▶ By mid '20s - 19% of public supported prohibition
- ▶ 21st Amendment - repealed prohibition - 1933









# Women's employment

## Women's Changing Employment, 1910-1930

1910



1920



1930



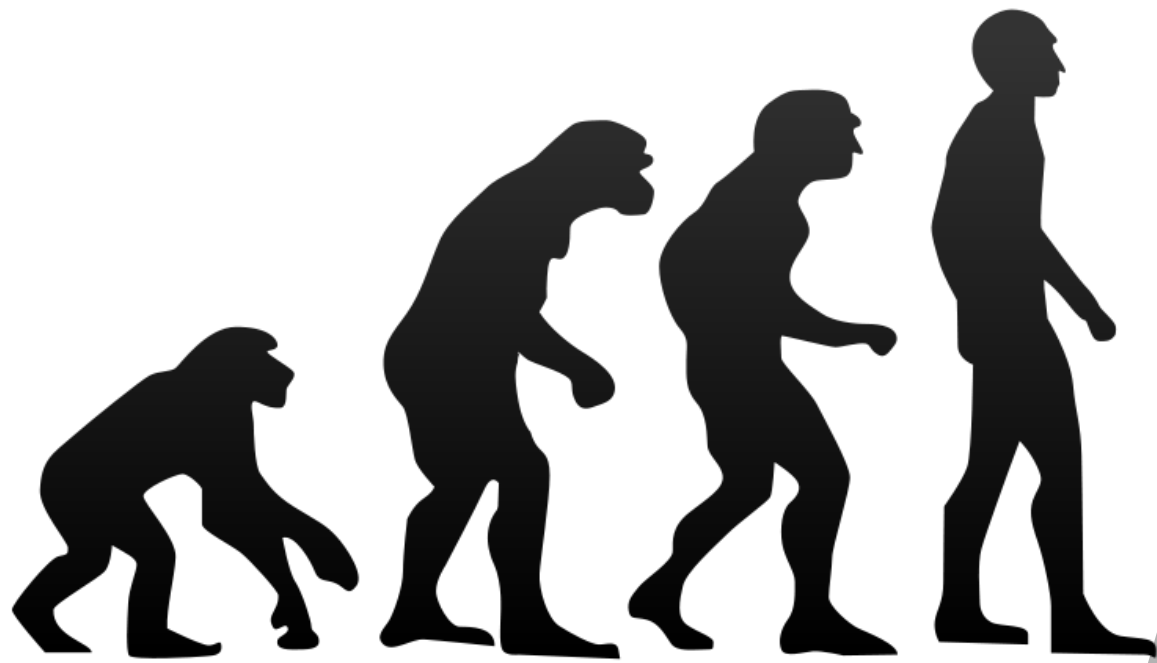
<sup>1</sup> Includes restaurant workers and beauticians. <sup>2</sup> Includes sales clerks. <sup>3</sup> Includes forestry and fishing.

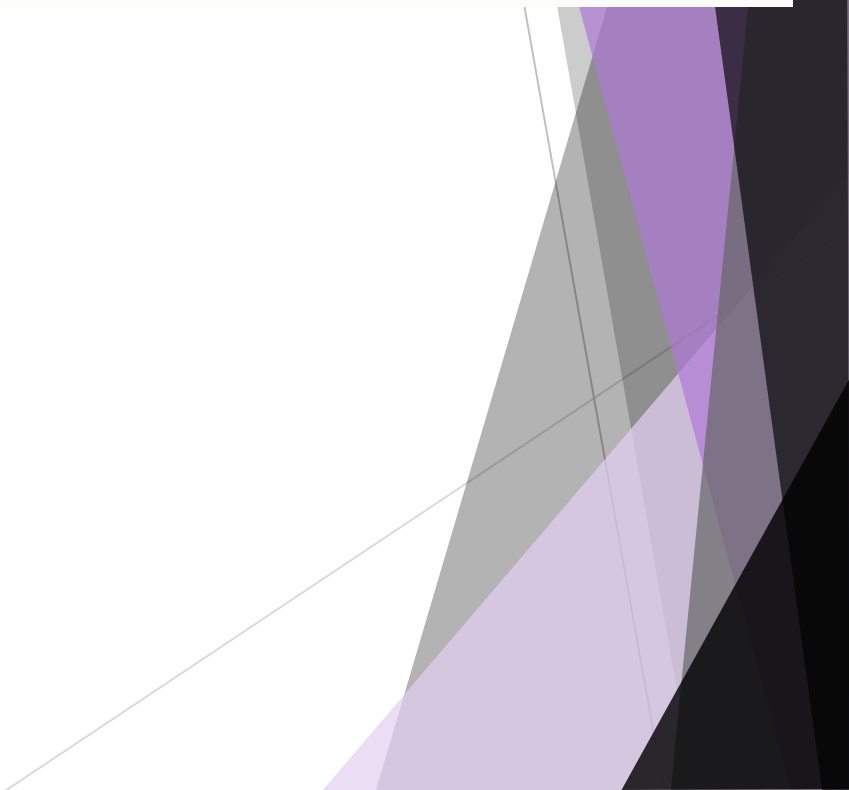
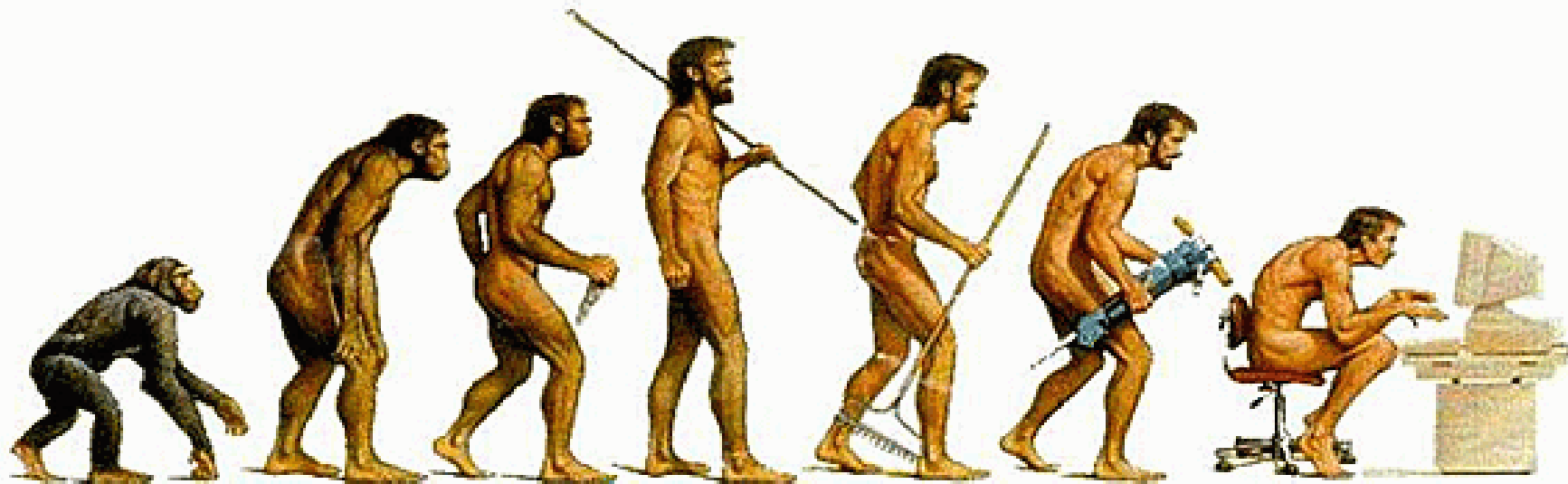
# 1920s women

- ▶ Women entered workforce at increased rates
- ▶ 19<sup>th</sup> amendment - more legal equality
- ▶ Changing jobs - more professional occupations
- ▶ Women embraced more liberal fashions
- ▶ Smoking/drinking - traditionally men's realms
- ▶ Need to balance work/family life
- ▶ Women continued to suffer from double standards









# Scopes Monkey Trial - Background

- ▶ Tennessee banned teaching of evolution - 1925
- ▶ Fundamentalism- Bible = literal
- ▶ John T. Scopes taught evolution regardless
- ▶ Scopes arrested - put on trial





# Scopes Monkey Trial - Outcome

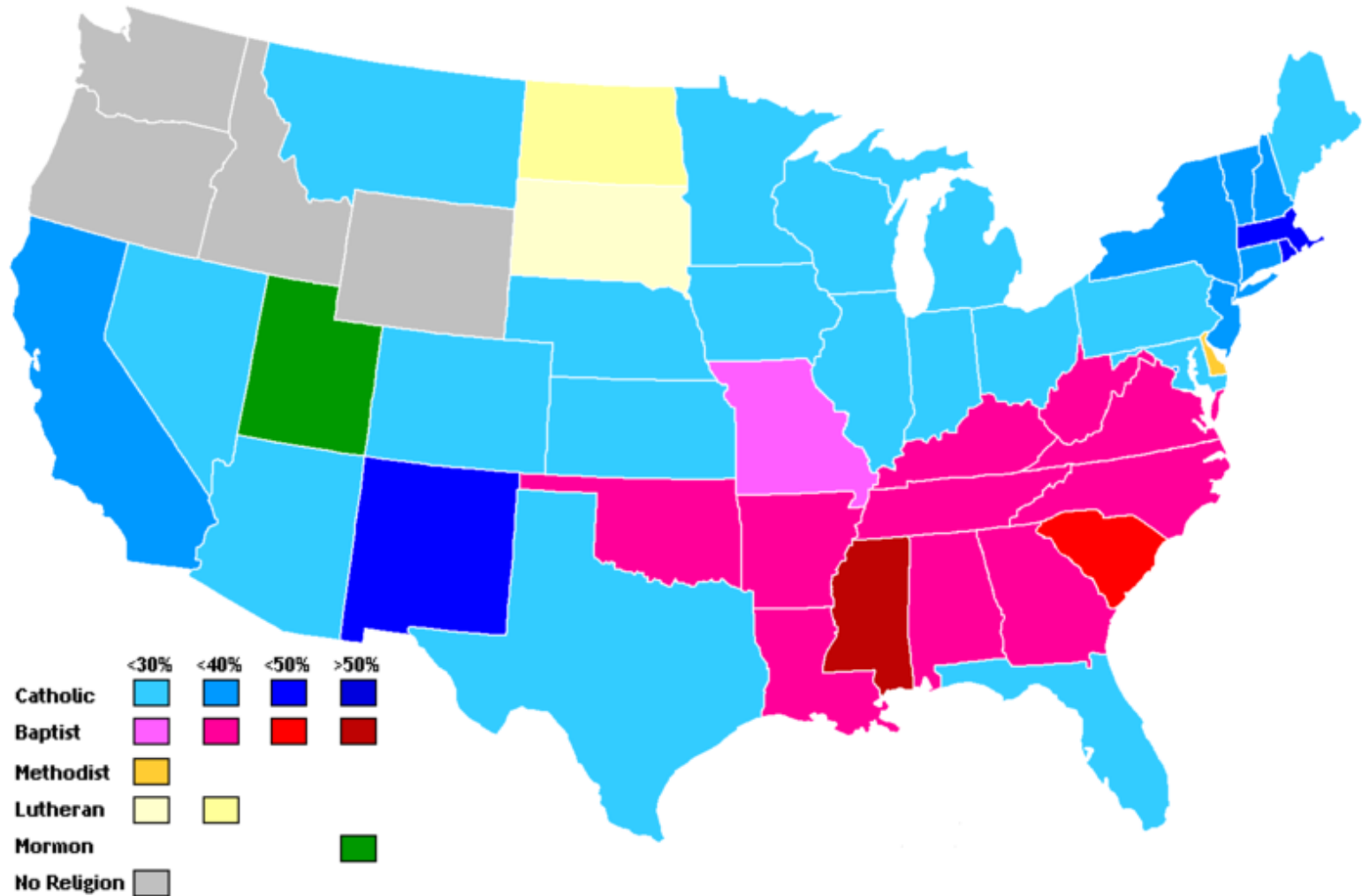
- ▶ William Jennings Bryan -special prosecutor, religious fundamentalist, former pres. Candidate
- ▶ Bryan - admitted Bible could be interpreted in different ways
- ▶ John T. Scopes - still found guilty
- ▶ Highlighted “Culture Wars”



# The Bible Belt



# Religion in the US today



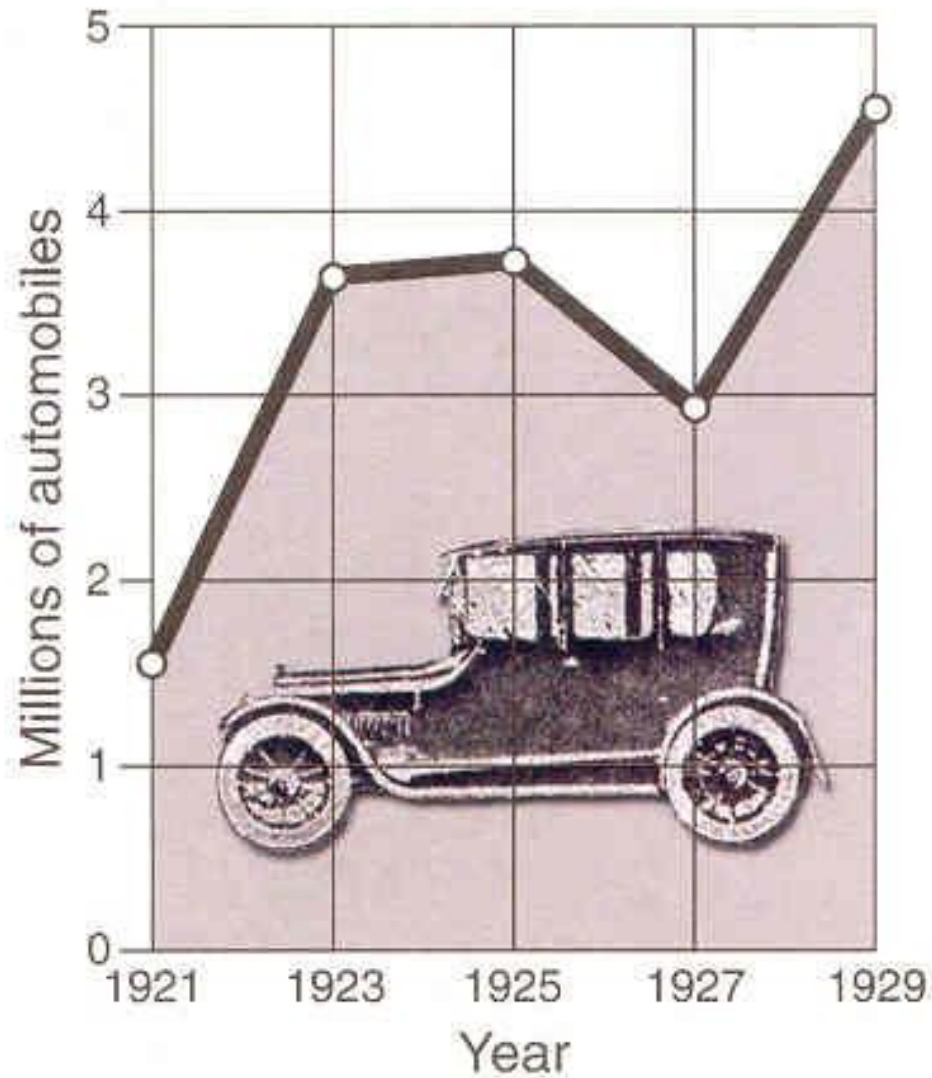


# Technological Innovation in Transportation - Mass Culture

- ▶ Ford's Assembly Line - made car affordable for masses
- ▶ Gasoline and auto-related industries
- ▶ By 1929 - more cars in America than rest of World
- ▶ Aircrafts - 1903 - Wright Brothers - WWI - hastened quick development of flight - 1920s - beginnings of airline industry
- ▶ 1927 - Lindbergh's Trans-Atlantic voyage



## Automobile Sales, 1921–1929



Source: Lorna Mason et al.,  
*America's Past and Promise*,  
McDougal Littell, 1998 (adapted)

# Radio and Movies - Mass Culture

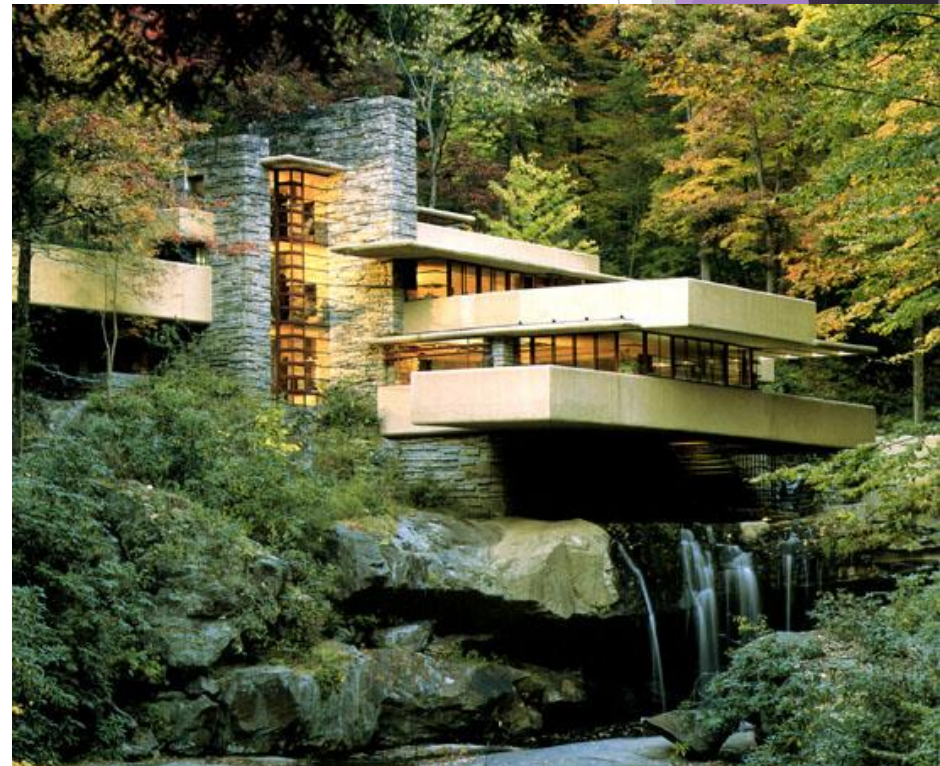
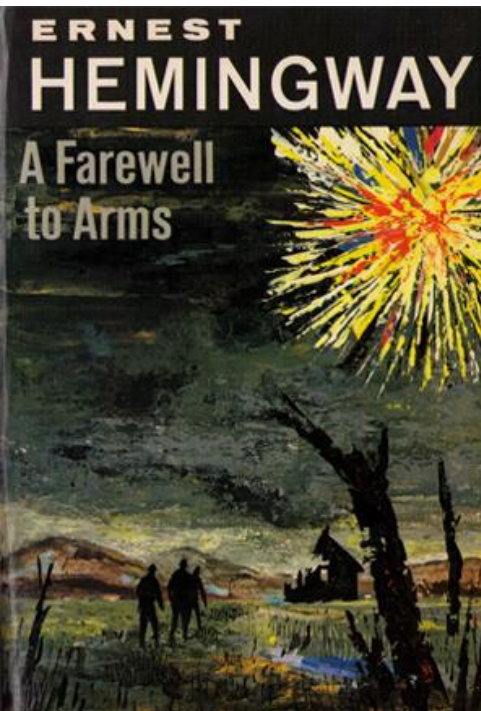
- ▶ Radio - developed by Italian Guglielmo Marconi - technology expanded WWI - commercial use by 1920s
- ▶ Hollywood - evolved out of early silent films and WWI propaganda films - *Jazz Singer* - 1927 - first film with sound
- ▶ \* Development of Mass Media - propelled immigrant enclaves into the mainstream culture





# Other Cultural Milestones

- ▶ F. Scott Fitzgerald - *Great Gatsby*, *This Side of Paradise* - showed essence of 1920s consumption and decadence
- ▶ Ernest Hemingway - *Sun Also Rises*, *Farewell to Arms* - WWI experiences
- ▶ Frank Lloyd Wright - architecture - focused on bringing architecture in harmony with nature



I SAID I'D DO THIS TO THE NEXT GUY  
WHO PUT THE WRONG GREASE IN MY CAR!



• Customers seldom take such drastic action as this—they just quit coming back for repeat business. And that's the worst punch you could take. Don't risk dissatisfied customers! Offer them the finest in chassis and gear lubrication service—a Viscote System lubrication.

You make a full profit on every job because Viscote merchandising plans dramatize the thoroughness and completeness of your service—and your customers are glad to pay what it is worth. You sell more jobs because you get the repeat business from satisfied customers. Viscote instills confidence that brings them back. Simple follow-through plans get you plenty of "plus busi-

ness" on other goods and services you offer, too.

You'll never have to put in the wrong lubricant either. Without increasing your total poundage, you can afford to carry *all* the Viscote lubricants you need to service *all* the cars that come to you—every lubricant exactly as specified by the car manufacturer. That's because Viscote lubricants are packed in revolutionary 2-lb. tubes, hermetically sealed at the refinery, as well as in cans, pails, and drums. The quality of Viscote lubricants is unexcelled.

The Viscote System will put new life in your business! Ask your jobber or write direct for further information.



\*A division of the Valvoline Oil Company.

## THE VISCOTE SYSTEM OF CHASSIS AND GEAR LUBRICATION

521 E. 5TH STREET • CINCINNATI, OHIO

A Division of the Valvoline Oil Company



# Fat Men!

This new self-massaging belt not only makes you look thinner INSTANTLY—but quickly takes off rolls of excess fat.

DIET is weakening—drugs are dangerous—strenuous reducing exercises are liable to strain your heart. The only safe method of reducing is massage. This method sets up a vigorous circulation that seems to melt away the surplus fat. The Weil Reducing Belt made of special reducing rubber, produces exactly the same results as a skilled masseur, only quicker and cheaper. Every move you make causes the Weil Belt to gently massage your abdomen. Results are rapid because this belt works for you every second.

**Fat Replaced by Normal Tissue**  
From 4 to 6 inches of flabby fat usually vanish in just a few weeks. Only solid, normal tissue remains. The Weil Reducing Belt is endorsed by physicians because it not only takes off fat, but helps correct stomach disorders, constipation, backache, shortness of breath and puts sagging internal organs back into place.



**Special 10-Day Trial Offer**

Send no money. Write for detailed description and testimonials from delighted users. Write at once. Special 10-day trial offer. The Weil Co., 1010 Hill Street, New Haven, Connecticut.

**The Weil Company,**  
1010 Hill Street, New Haven, Conn.  
Gentlemen: Please send me complete description of the Weil Scientific Reducing Belt, and also your Special 10-Day Trial Offer.

Name.....  
Address.....  
City..... State.....

# WASH AWAY FAT AND YEARS OF AGE

## With La-Mar Reducing Soap



The new discovery. Results quick and amazing—nothing internal to take. Reduce any part of body desired without affecting other parts. No dieting or exercising. Be as slim as you wish. Acts like magic in reducing double chin, abdomen, ungainly ankles, unbecoming wrists, arms and shoulders, large busts, or any superfluous fat on body. Sold direct to you by mail, post paid, on a money-back guarantee. Price 2/- a cake or three cakes for 4/-; one to three cakes usually accomplish the purpose. Send postal or money order to-day. Surprising results. **LA-MAR LABORATORIES, Ltd., 48, Rupert Street (1101.), London. W.1.**



He's one of the busiest men in town. While his door may say *Office Hours 2 to 4*, he's actually on call 24 hours a day.

The doctor is a scientist, a diplomat, and a friendly sympathetic human being all in one, no matter how long and hard his schedule.

*According to a recent Nationwide survey:*

# MORE DOCTORS SMOKE CAMELS THAN ANY OTHER CIGARETTE

DOCTORS in every branch of medicine—113,397 in all—were queried in this nationwide study of cigarette preference. Three leading research organizations made the survey. The gist of the query was—What cigarette do you smoke, Doctor?

*The brand named most was Camel!*

The rich, full flavor and cool mildness of Camel's superb blend of cooler tobaccos seem to have the same appeal to the smoking tastes of doctors as to millions of other smokers. If you are a Camel smoker, this preference among doctors will hardly surprise you. If you're not—well, try Camels now.



Your "T-Zone" Will Tell You...

T for Taste...  
T for Throat...

that's your proving ground for any cigarette. See if Camels don't suit your "T-Zone" to a "T."



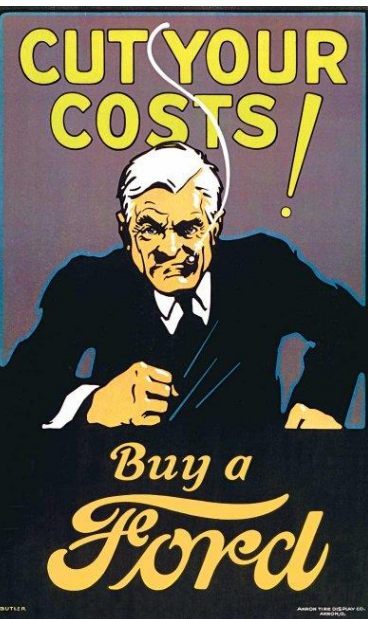
# CAMELS

*Costlier Tobaccos*

© R. J. REYNOLDS  
WELLS, BRIDGES & COMPANY, INC.

# Conspicuous Consumption

- ▶ Inventions and new gadgets - more convenient
  - ▶ Cars, radios, refrigerators, washing machines etc.
- ▶ Higher incomes = more spending
- ▶ Advertising/marketing created “must have” items



## The food he eats is the man he'll be !

*Guard his food by safe  
refrigeration—keep it  
below 50° always. . . .*

A CUT finger brought tearfully to you  
for first aid. The busy sound of small  
feet clumping down the stairs. A tousled  
head and one bright eye peeping at you  
from the bed clothes. He seems so little  
now—but the years hurry by.

What will he be like when he grows up?  
Will he be tall and strong? Will he be  
—happy? So much of his future depends  
upon the food he eats. For good food  
builds good health—and health is the  
foundation of a successful life.

Nothing can give you greater  
assurance that his food will be  
wholesome and healthful than  
a General Electric Refrigerator.  
Quietly, day and night, it auto-  
matically keeps food safely be-  
low 50 degrees, the tempera-  
ture which medical authorities  
agree to be the danger point.  
At higher temperatures, bac-  
teria thrive, food becomes un-  
wholesome—often dangerous.

The General Electric Refrig-  
erator has all its mechanism  
hermetically sealed in a steel  
casing, placed on top of the  
cabinet. It is quiet in operation  
—never needs oiling. It has an  
accessible freezing regulator.  
It has an all-steel cabinet—  
war-proof, rust-proof, sanitary.

For a copy of Dr. Royal S. Cop-  
land's book on Refrigeration  
and Health, write Sec. R-19,  
Electric Refrigeration Dept.,  
General Electric Co., Hanna  
Building, Cleveland, Ohio.



*Consider this record before  
you buy a refrigerator*

*More than 250,000 homes are  
enjoying the convenience, econ-  
omy and protection of General  
Electric Refrigerators. And not  
one owner has ever spent a single  
dollar for repairs or service. This  
is a record in the industry. No  
wonder General Electric owners  
consider their refrigerators the  
very best of investments.*

**GENERAL ELECTRIC**  
**ALL-STEEL REFRIGERATOR**

# Installment Plan - buying on credit

- ▶ 1920s answer to credit cards
- ▶ Small down payment, pay back with interest
- ▶ Installment Plan for stock market - buying on margin
- ▶ Debts grew massively
- ▶ A sign of trouble to come



**\$1 a Week  
For a Victor**

The broadest, most liberal Victor offer you ever had. You can have your Victor today. We'll send it to your home. Pay us nothing down and only \$1 a week. We charge no interest for credit accommodation.

All the newest records are here. We show them as only a MUSICAL house knows how to demonstrate.

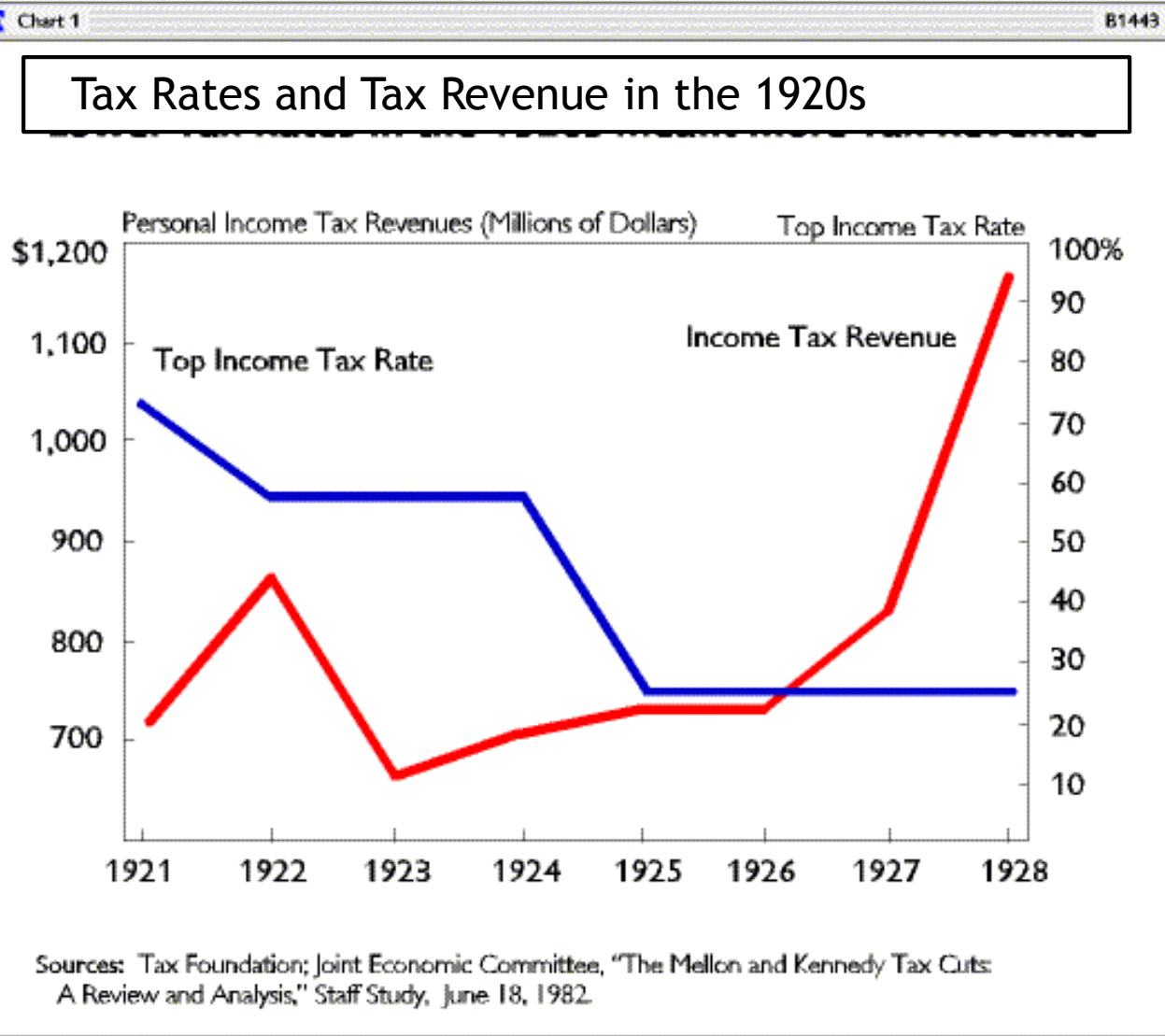
**Attend the  
Free Victor Concert  
Tonight**

You will hear noted musical artists of whom you have read — artists whom you could not hear from the stage at any ordinary price. It will be a musical feast — a rehearsal of the latest Victor records

ESTABLISHED 1892  
**J. B. BROWN MUSIC CO.**  
INCORPORATED  
648 5 BROADWAY, OPPOSITE BULLOCKS

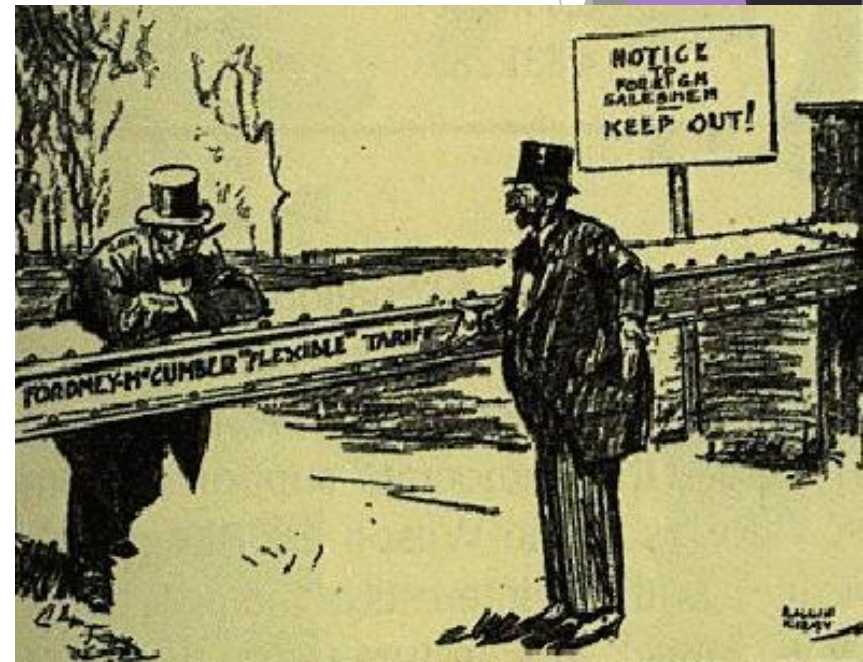


Tax revenue (red line)  
Top income tax rate (blue line)  
How is this possible??



# Tariffs and Business

- ▶ Fordney-McCumber Tariff- 1922
  - ▶ Raised tariff - 27% to 35%
- ▶ Conservative protectionism- pay for WWI by tariffs
- ▶ British & French Goods - uncompetitive in US
- ▶ Created “Tariff War” - US producers did well though

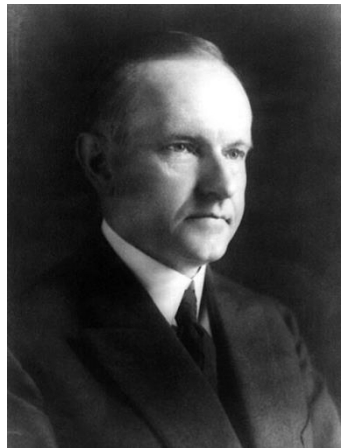


# “The business of America is Business

- ▶ Warren Harding and “Silent” Calvin Coolidge - typified 1920s Republican presidents
  - ▶ Low taxes on incomes and business (Mellon tax cuts - Treasury Secy. Andrew Mellon)
  - ▶ Low government interference in taxes and business
  - ▶ These policies changed little under Herbert Hoover



Harding  
1921-23



Coolidge -  
1923-29



Hoover -  
1929-33

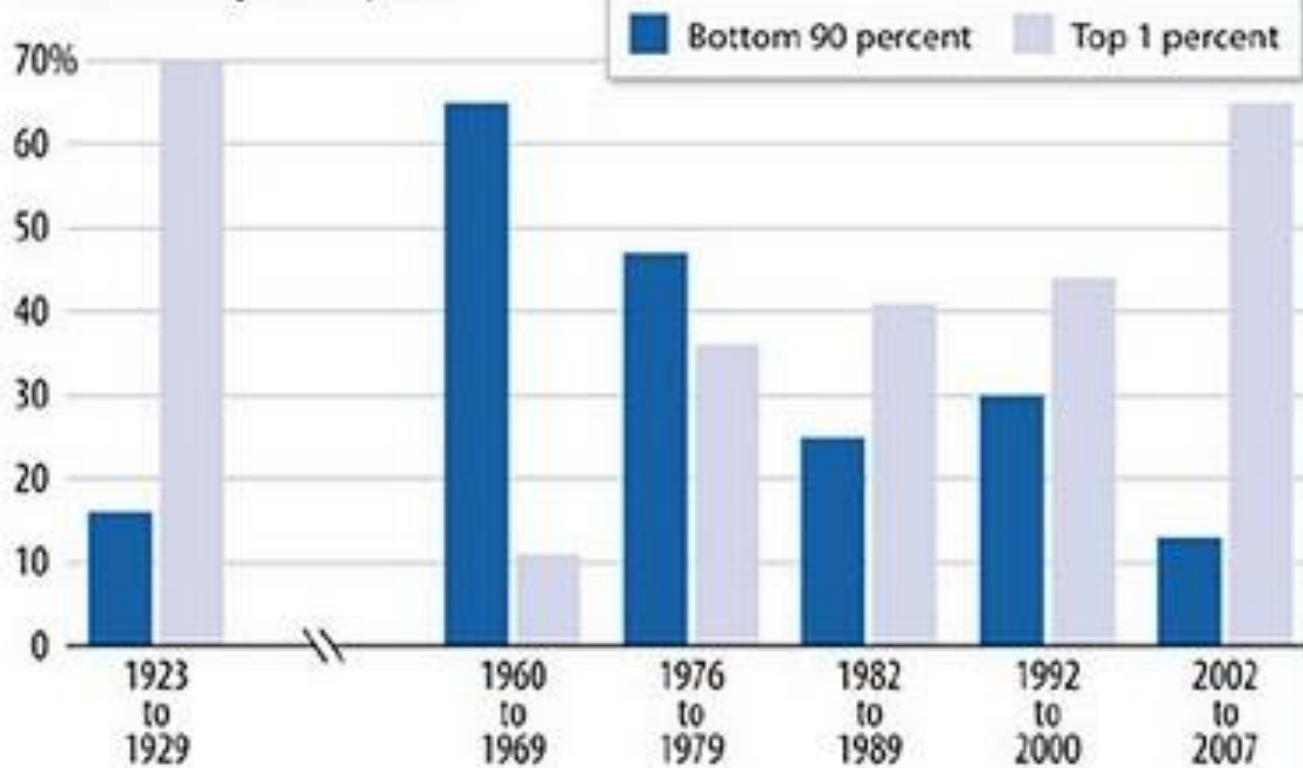




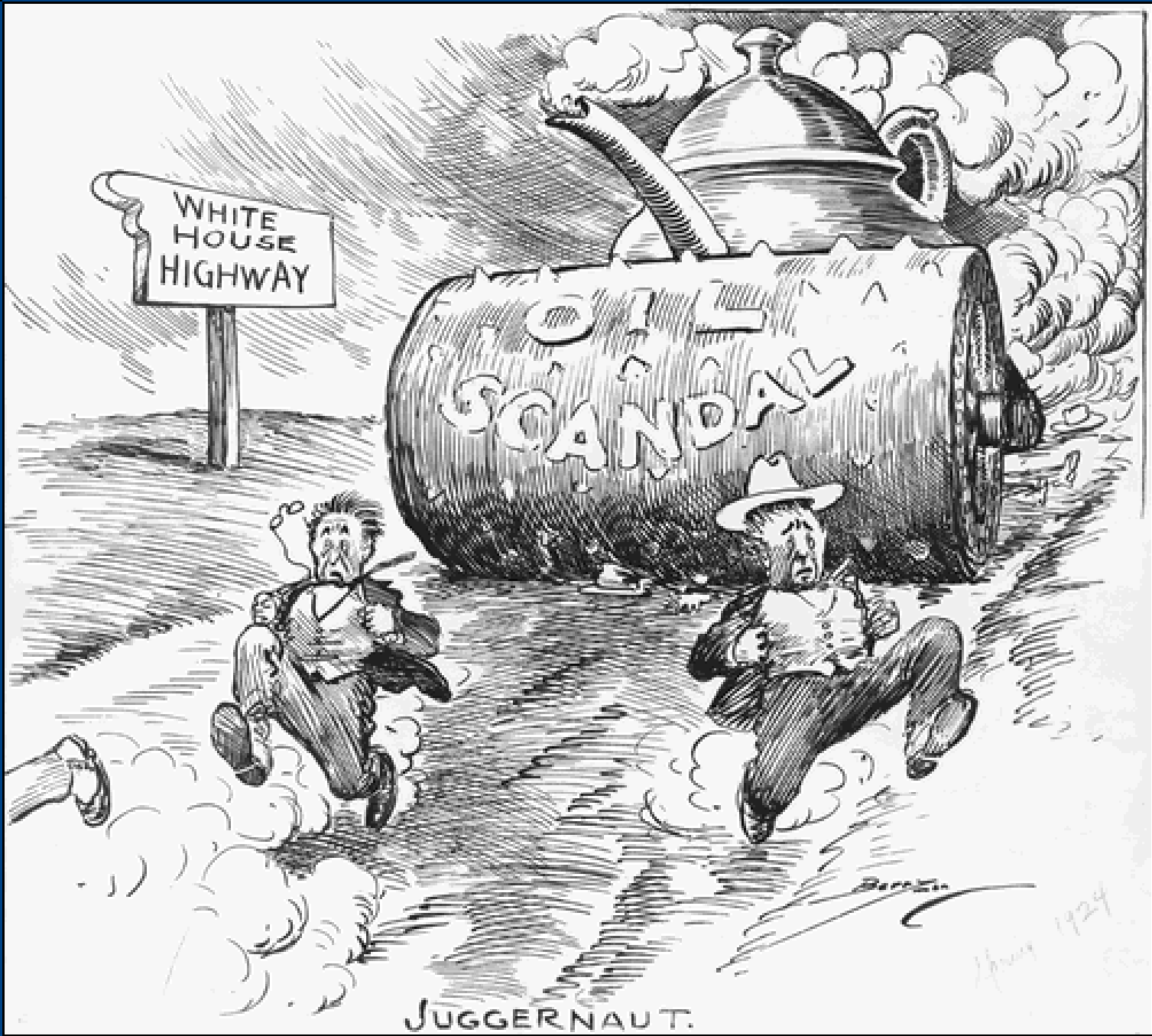
## FIGURE 1

### Share of Nation's Income Gains Going to Top 1 Percent at Highest Level Since 1920s

Share of income growth captured



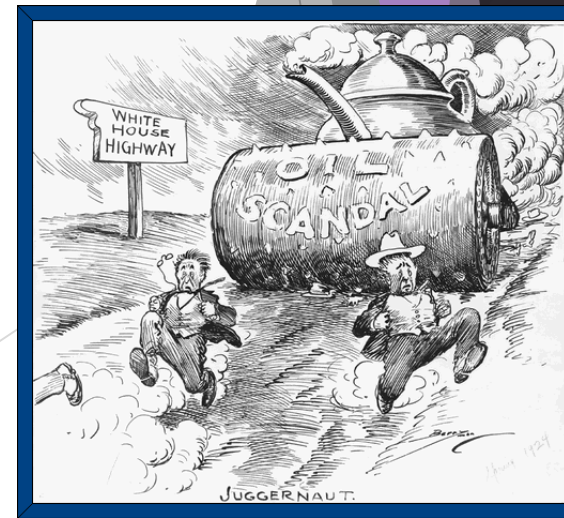
Source: CBPP calculations based on data from Piketty and Saez





# Teapot Dome Scandal - A return to Normalcy on Corruption?

- ▶ Harding's Ohio Gang - pals from home - played a large role in his cabinet - Harding signed away Teapot Dome to Interior Dept. by trickery
- ▶ Albert Fall - Interior Secretary - took money from oil companies for access to Teapot Dome oil reserve
- ▶ Hurt reputation of president, but Harding died soon after



# Farm Surpluses and no buyers

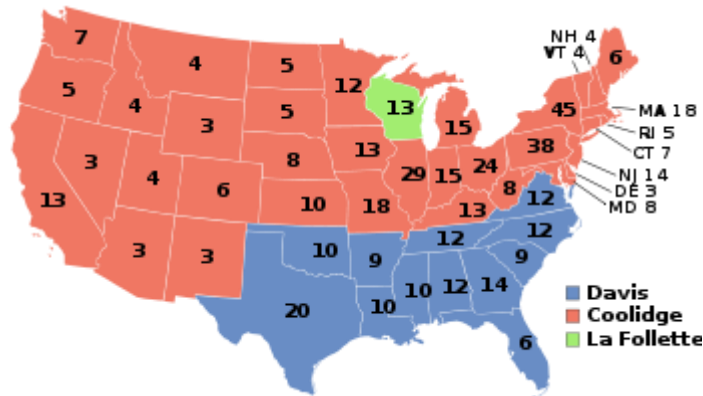
- ▶ More than 1 in 4 farms were sold due to debt in 1920s
- ▶ McNary- Haugen Bill - wanted to keep agriculture prices high by having gov't buy up surpluses and sell them abroad
- ▶ Coolidge twice vetoed McNary-Haugen - farmers angered



"Are You Sure These Things Will Keep Us Afloat?"

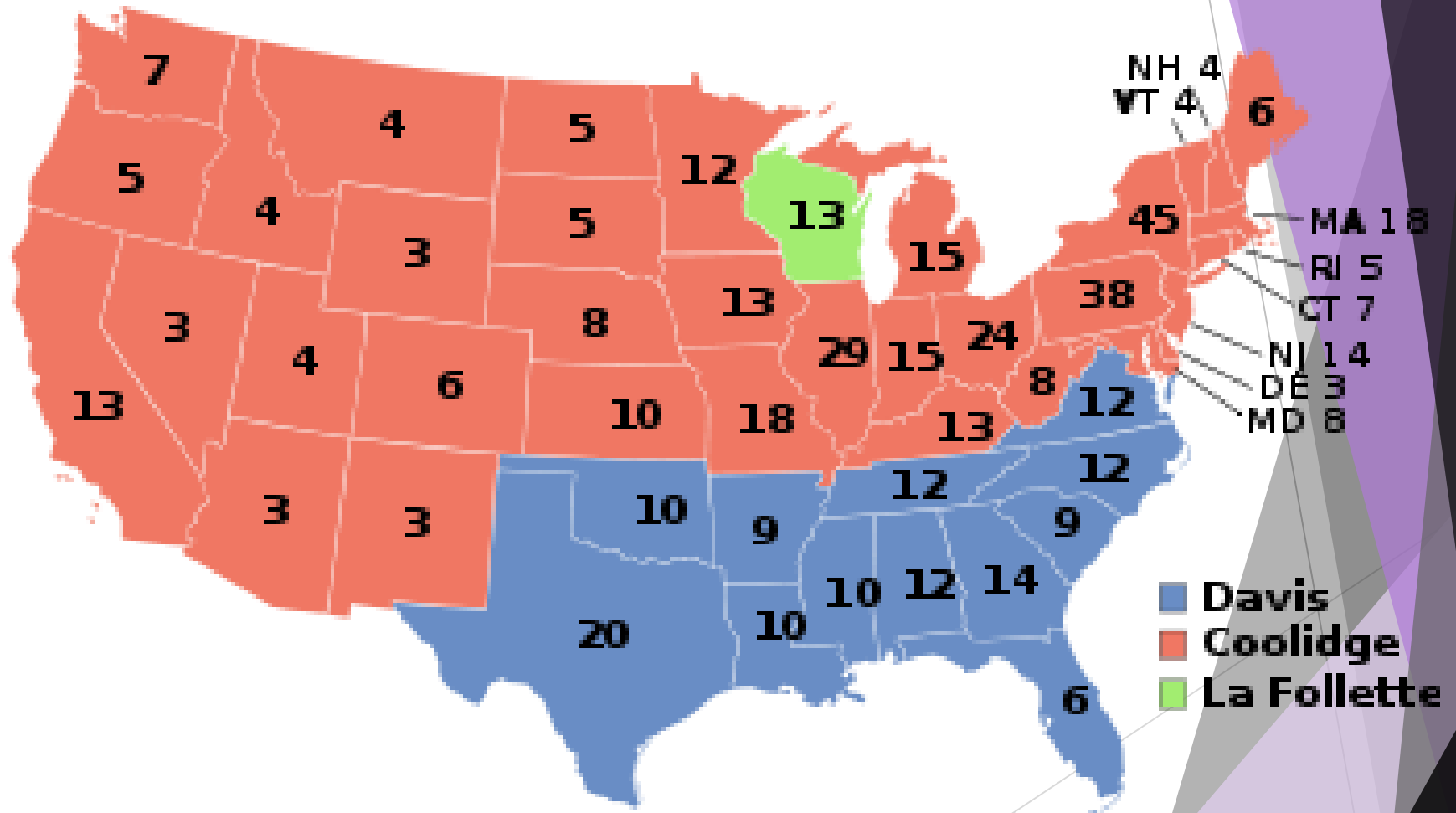
# 1924 US Presidential Election

- ▶ 1924 - Republicans nominate Coolidge
- ▶ Democrats divided - Conservative Democrat - John W. Davis nominated
  - ▶ Resolution to condemn KKK failed by one vote at Convention
- ▶ A new Progressive Party emerged - nominated Fighting Bob La Follette - Wisconsin Senator





# 1924 election



# 1924 results

- ▶ La Follette's campaign - head without a body - wanted gov't ownership of rails, relief for farmers
- ▶ Times too good for too many - Coolidge landslide



# International Debts Crises

- ▶ 1922 - United States a creditor nation
- ▶ WWI Allied Powers - loaned \$10 billion
- ▶ US insisted on getting its money back
- ▶ France rolled into Germany to demand reparations
- ▶ Coolidge did not want to relent



# Dawes Plan - 1924

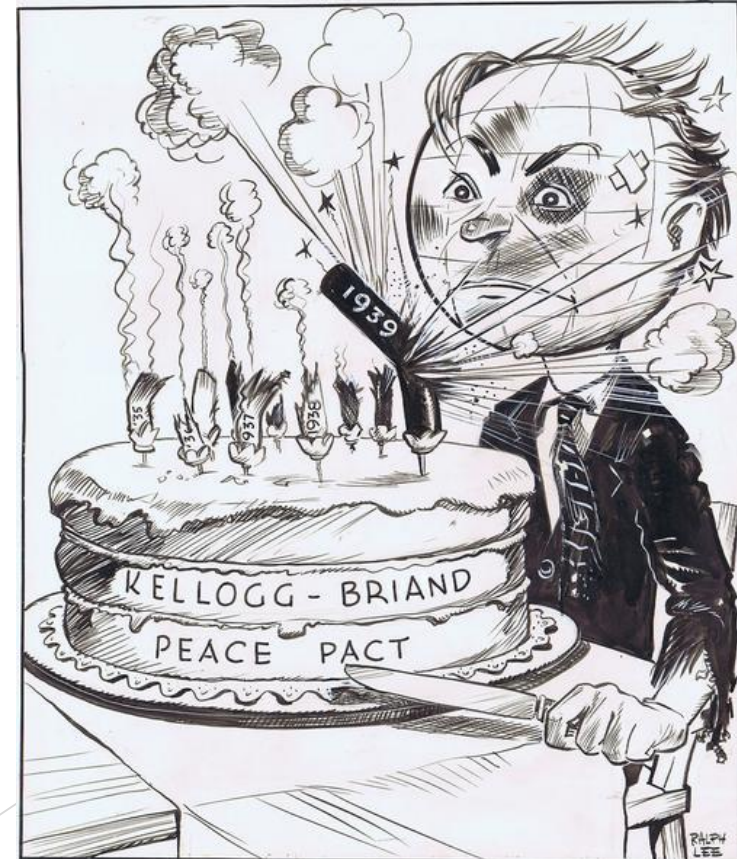
- ▶ Charles Dawes - Coolidge's 1924 running mate
  - ▶ Plan - rescheduled German reparations payments
  - ▶ Opened private loans from US to Germany
  - ▶ US Bankers loaned money to Germany, Germany paid reparations to Allies, Allies paid back debts to US





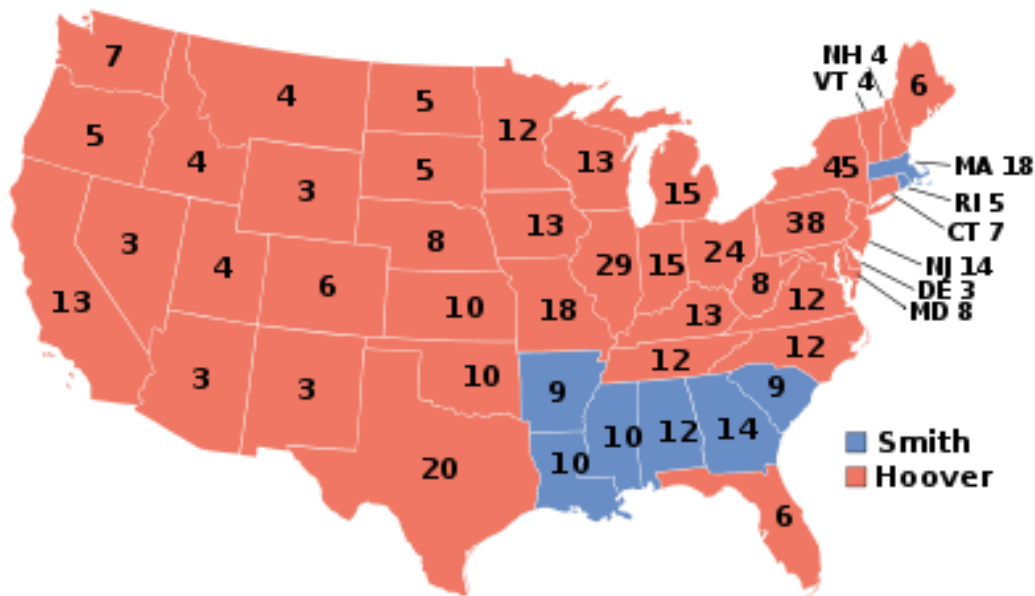
# Foreign Policy Retreat

- ▶ Kellogg Briand Pact - 1928 - Secy of State Frank Kellogg - offensive war outlawed - signed by 62 nations - false sense of security



# Hoover - 1928

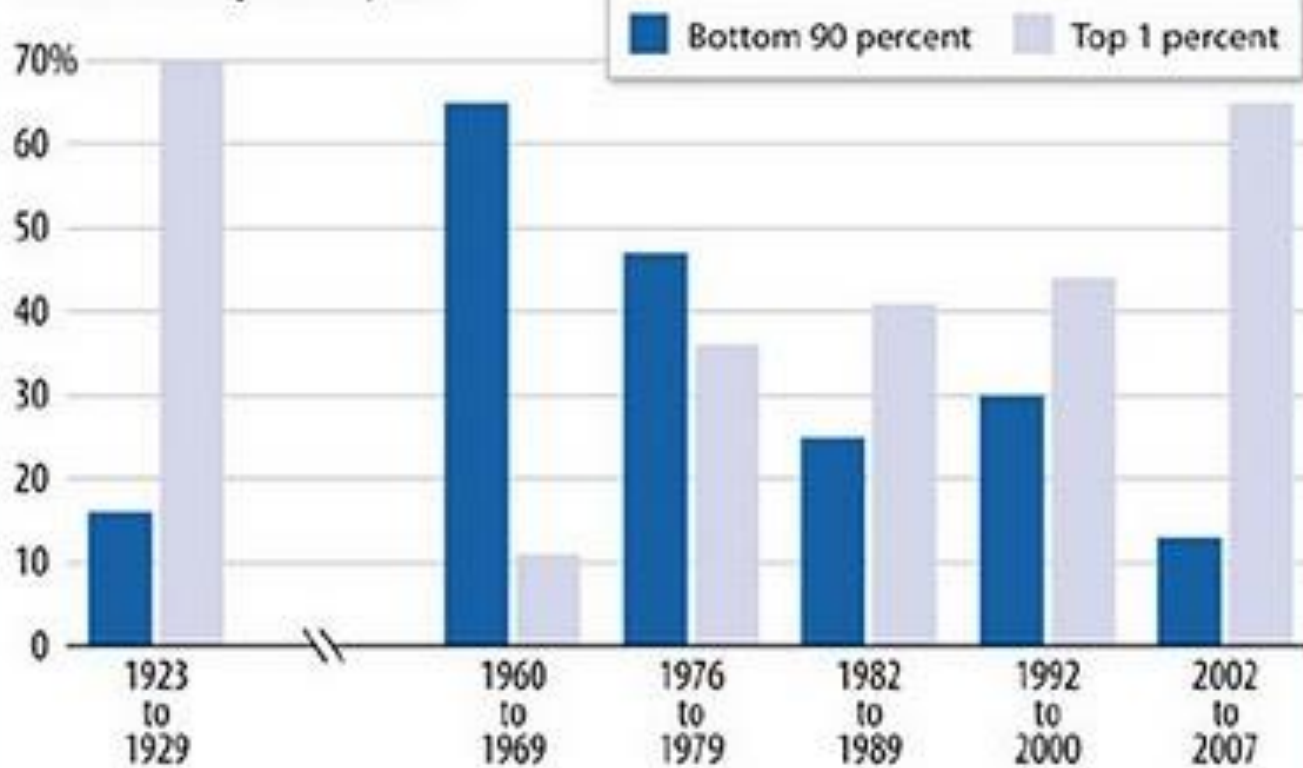
- ▶ Herbert Hoover - adroit organizer Secretary of Commerce - Republican nomination 1928
- ▶ Rode wave of 1920s prosperity; Dems still in disarray
- ▶ Hoover - ran on platform of “Rugged Individualism” - candidate of business - dark clouds on horizon



## FIGURE 1

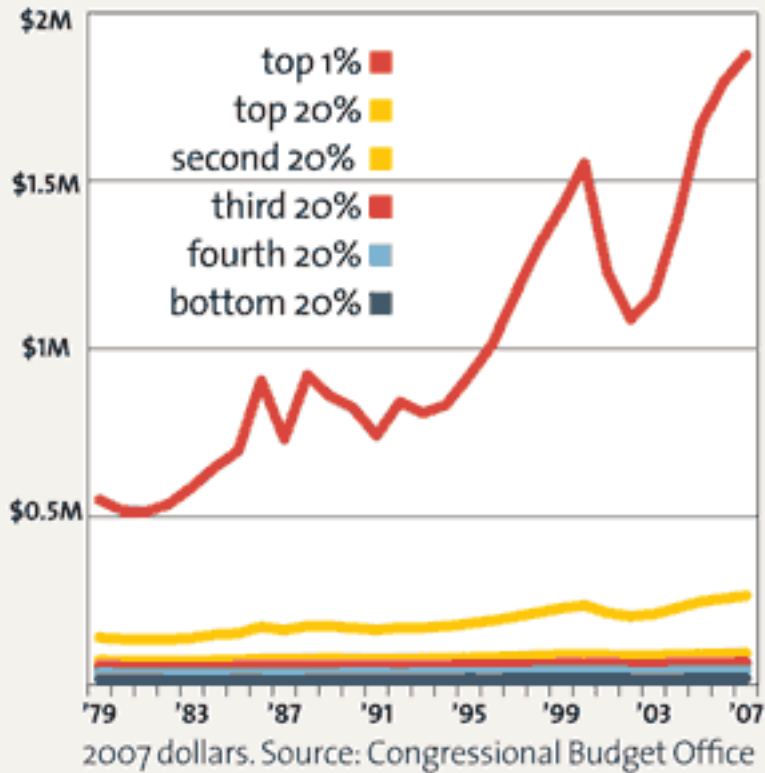
### Share of Nation's Income Gains Going to Top 1 Percent at Highest Level Since 1920s

Share of income growth captured

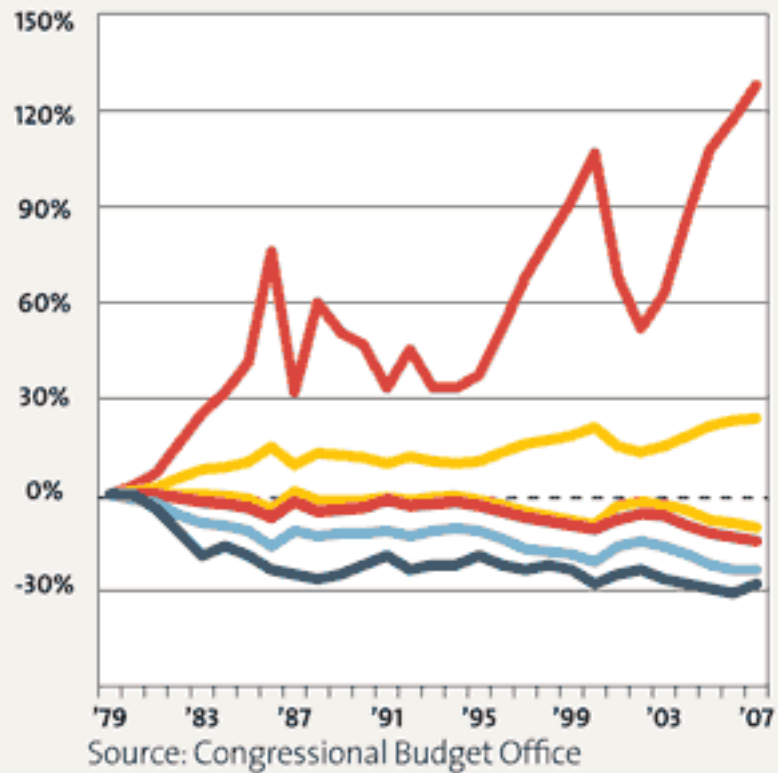


Source: CBPP calculations based on data from Piketty and Saez

### AVERAGE HOUSEHOLD INCOME before taxes



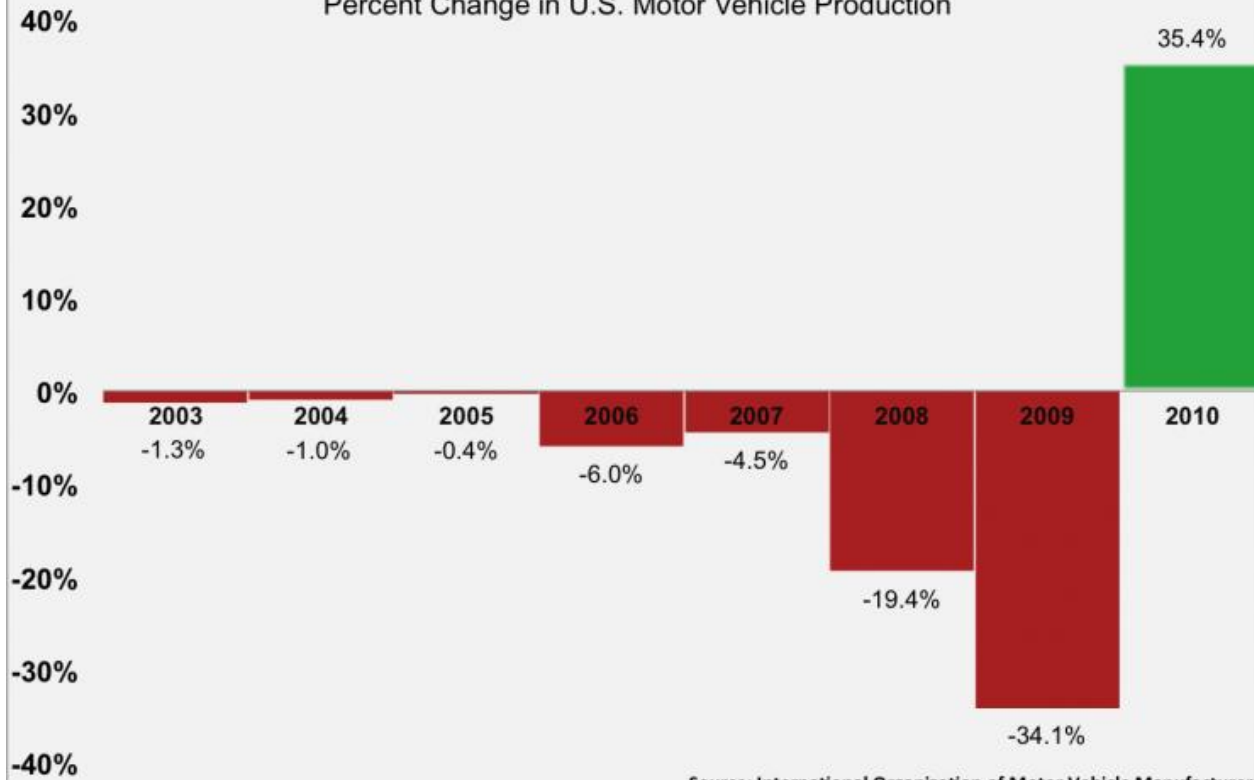
### CHANGE IN SHARE OF INCOME vs. 1979, after taxes





# After 7 Years of Decline, U.S. Auto Manufacturers Rebound

Percent Change in U.S. Motor Vehicle Production



Source: International Organization of Motor Vehicle Manufacturers