



The Roaring Twenties: “Prosperity, Republican Power, and Conflict”

Republican Power - 1920s



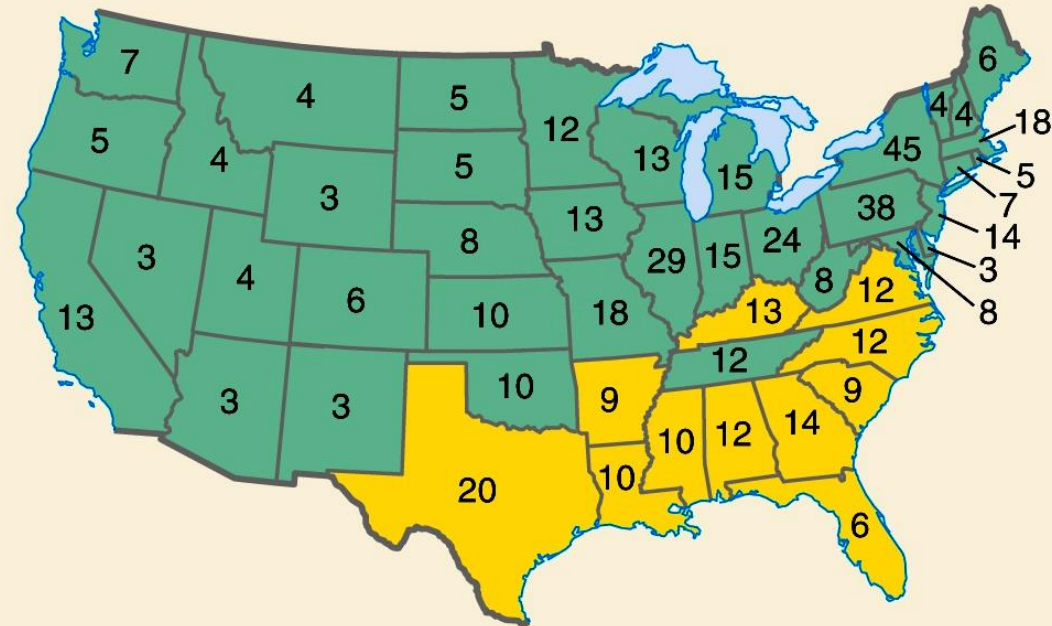
Warren G. Harding



James M. Cox



Eugene V. Debs



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

The Election of 1920

- Americans elect Warren G. Harding (R)
- Slogan: “A Return to Normalcy”



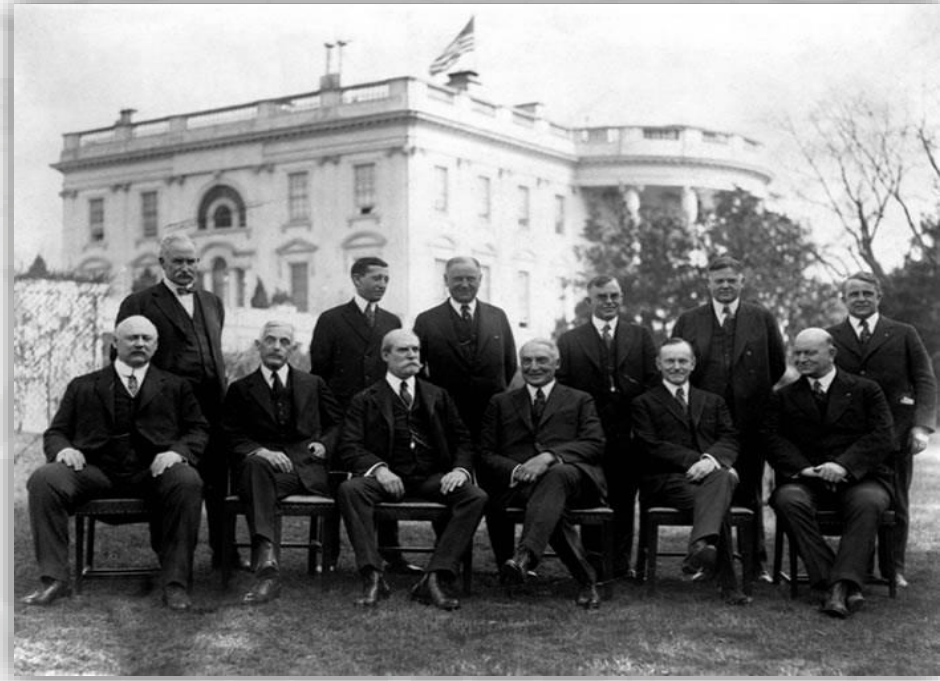
Republican Policies of the 1920s

“Return to Normalcy”

1. Isolationism
2. High tariffs
3. Cut taxes (corporate & income)
4. Cut federal spending

Govt & “Big Business”

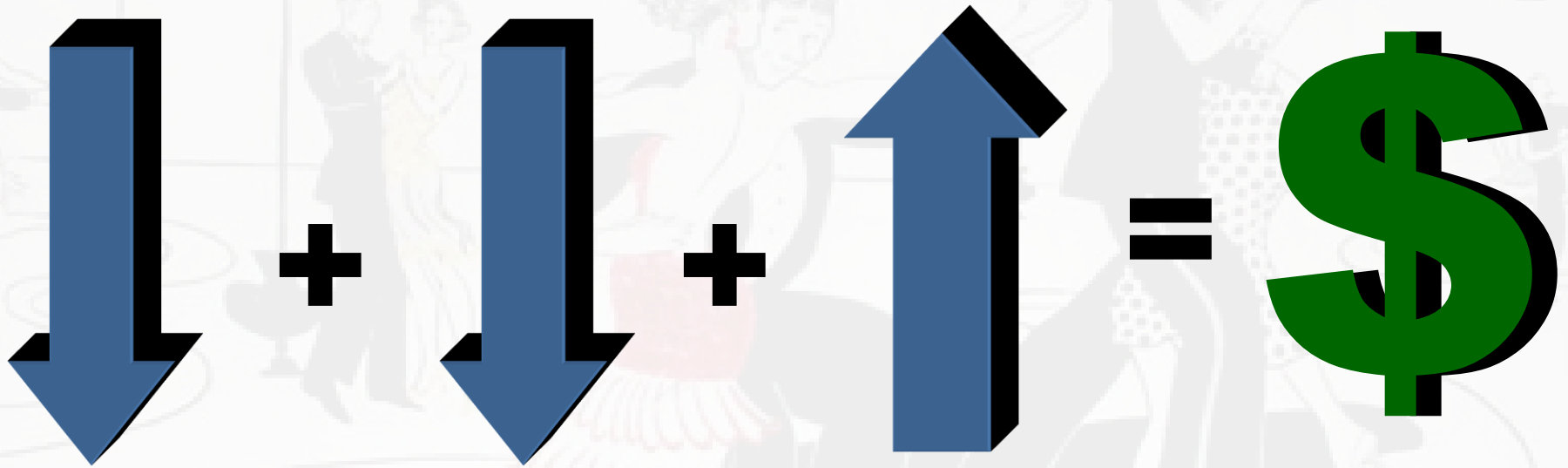
- *Laissez-faire* regulation
- “Limit govt”: reduced direct presence in the lives of citizens



What “Era” could be coming to a close?

Why?

Republican Fiscal Program



Lower Taxes

**Less Federal
Spending**

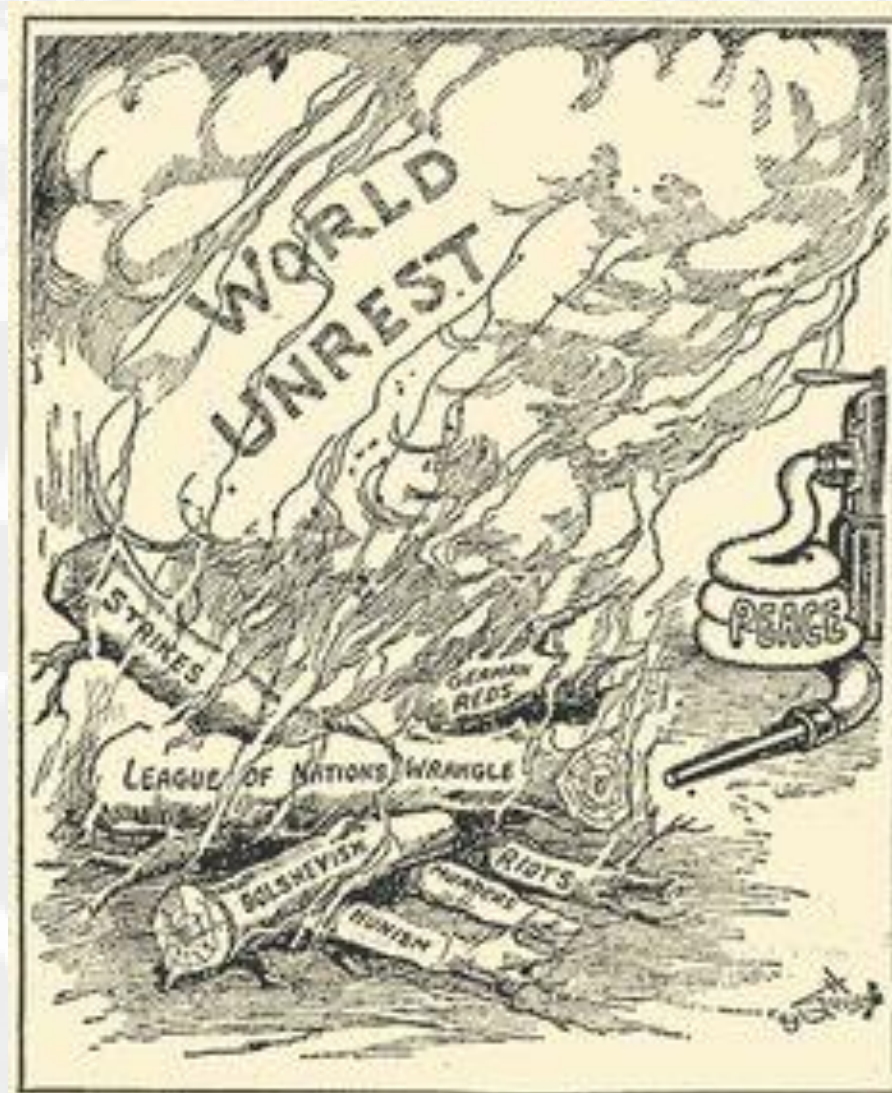
**Higher
Tariffs**

**Strong
National
Economy**

(Harding) Fordney-McCumber Tariff - 1922 (38% tax on imports)
(Hoover) Hawley-Smoot Tariff - 1930 (60% tax on imports)

Why “Return to Normalcy”?

- Republicans lacked a party leader due to TR's death in 1919
- Sense that the nation wanted familiarity, safety
- Needed healing and restoration
- Post-war recession
 - Unemployment caused by slowdown in production



TURN ON THE HOSE.
—Greene in the New York Evening Telegram.

Washington Naval Conference (1921-1922)



A long-standing Anglo-Japanese alliance (1902) obligated GB to aid Japan in the event of a Japanese war with the U.S. was due to expire in 1922 → Called for a conference to discuss post-WWI foreign relations

-Conference Goals → temporary naval “disarmament” and attempt to calm the political situation in between Japan and Manchuria/China (lasted until 1931)

In attendance: Belgium, China, France, GB, Italy, Japan, the Netherlands, Portugal, and the U.S.

- **Treaty 1:** limited tonnage of naval ships
- **Treaty 2:** no increase in fortifications in the Pacific
- **Treaty 3:** submarines must abide by the same rules of warfare as surface ships; also banned the use of poisonous gases in warfare
- **Treaty 4:** U.S., GB, France, and Japan required the countries to respect one another's possessions in the Pacific
- **Treaty 5:** guaranteed Chinese territorial integrity and upheld the Open Door Policy
- **Treaty 6:** guaranteed the Chinese greater control of their customs tariff, and a treaty between Japan and China pledged the Japanese to evacuate Shandong Province in China

-In 1931, the Japanese launched a war of aggression in China

-By 1934, Japan announced that its treaty obligations would end in Dec. 1936



HONOURABLE RATIO;
OR, NAVAL CONVERSATIONS IN LONDON.
"THIS DESPICABLE CREATURE DOES NOT FIND HIS SEAT SO SATISFACTORY AS
YOU TWO ILLUSTRIOUS PERSONS FIND YOURS!"

Dawes Plan (1924)



Industrial region occupied by France and Belgium; strikes were halting production

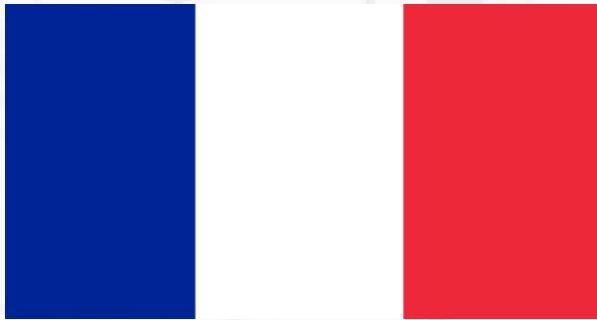


Why show “mercy” to the Weimar Republic?

France pays back war loans to the U.S. and imports U.S. goods to help rebuild France

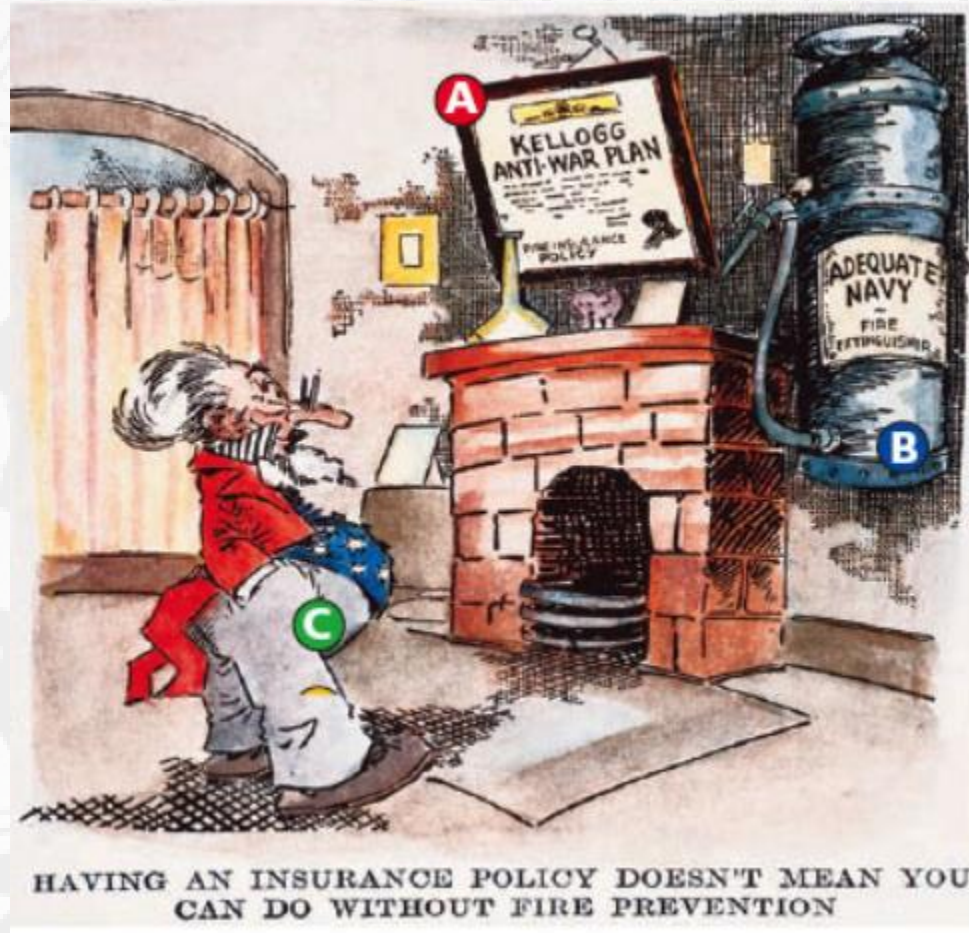


U.S. lends money to Germany, which is used to create jobs for the German people



Germany uses increased tax revenue to pay reparations to France

Kellogg-Briand Pact (1928)



- 15 nations dedicated to outlawing aggression and war as tools of foreign policy
- 62 nations signed
- Problems → no means of actual enforcement and gave Americans a false sense of security

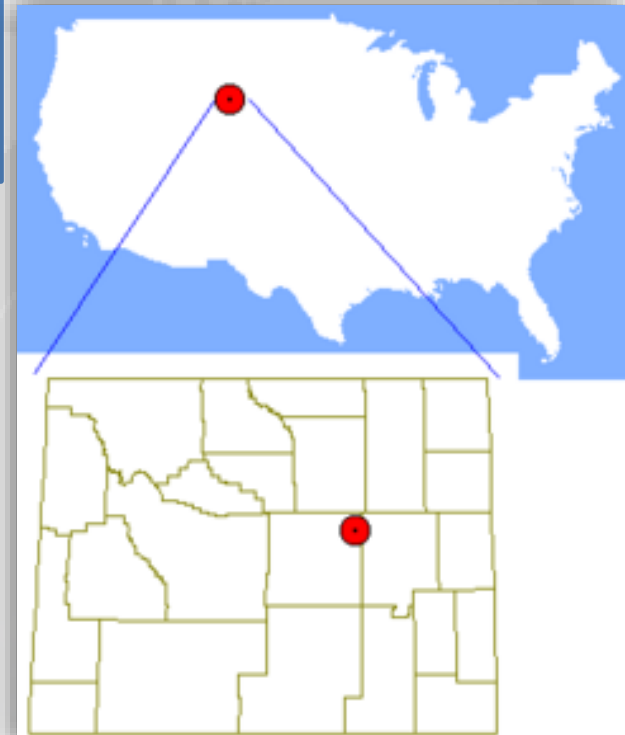
The Teapot Dome Scandal

The “Ohio Gang” (politicians and industry leaders that were associated with Harding during his political career in Ohio) & their scandals brought a bad reputation to his administration

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



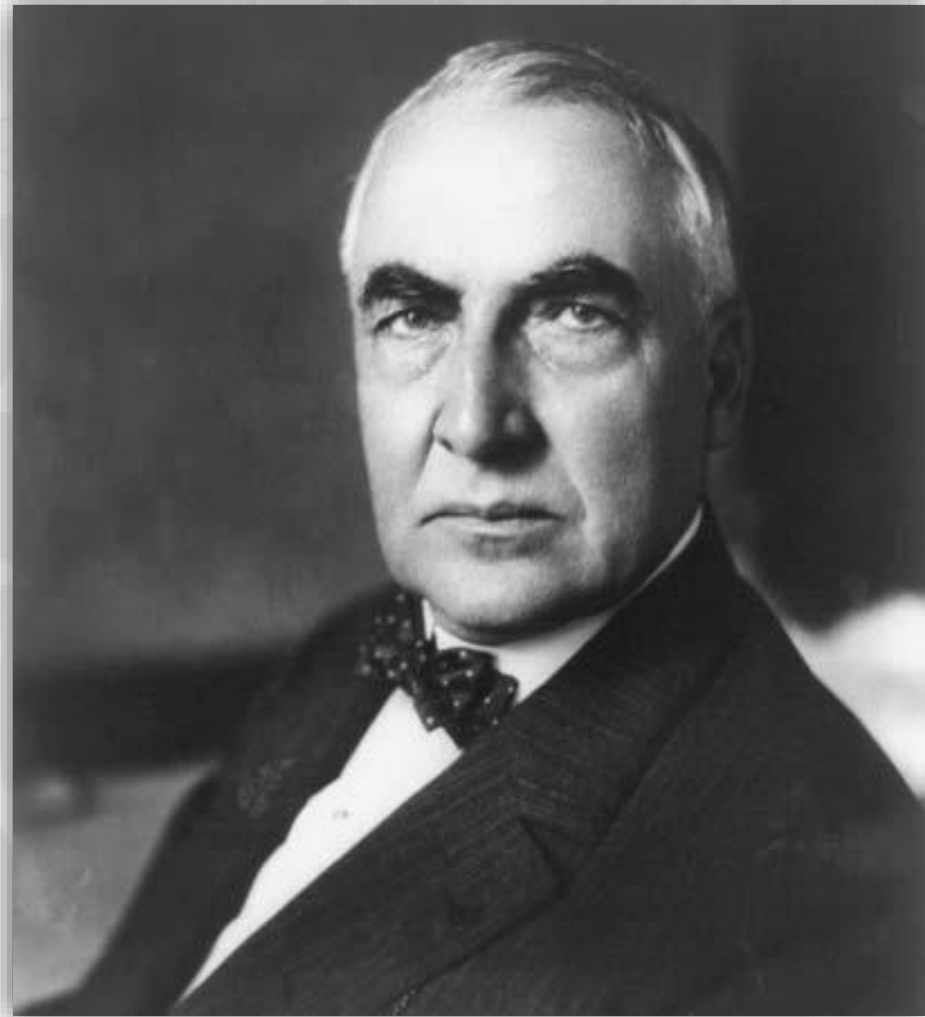
Fall leased naval reserve land to two oil tycoons in return for \$100,000



Harding's Death

-Before news breaks of the Teapot Dome Scandal, Harding travelled to California

-Suffered a massive heart attack and died before his reputation was ruined
-His VP, Calvin Coolidge becomes president

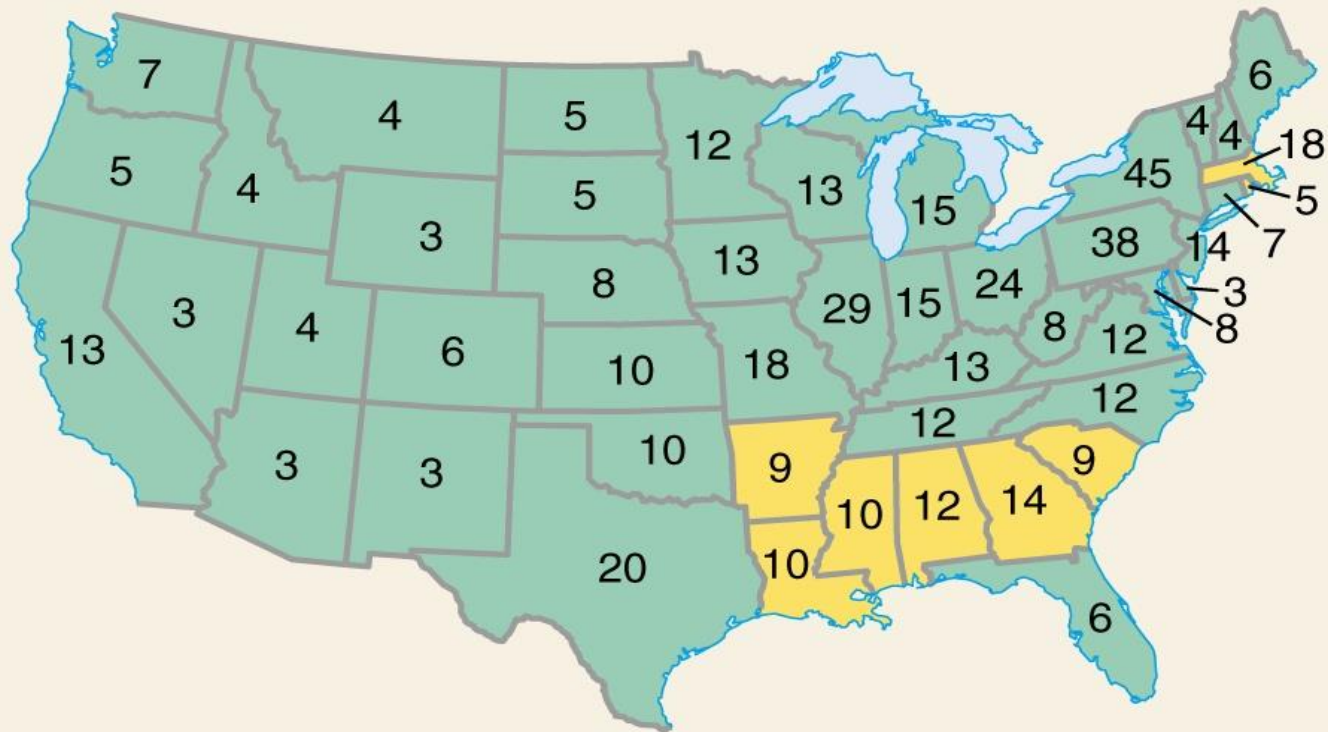




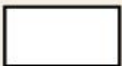


1924 Election

- “Silent Cal” Coolidge: 1923 - 1929
- Serves the rest of Harding’s term, and reelected in 1924
- Republican
- Slogan: “The business of America is business.”

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



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



Smith – 1st Catholic Presidential Candidate

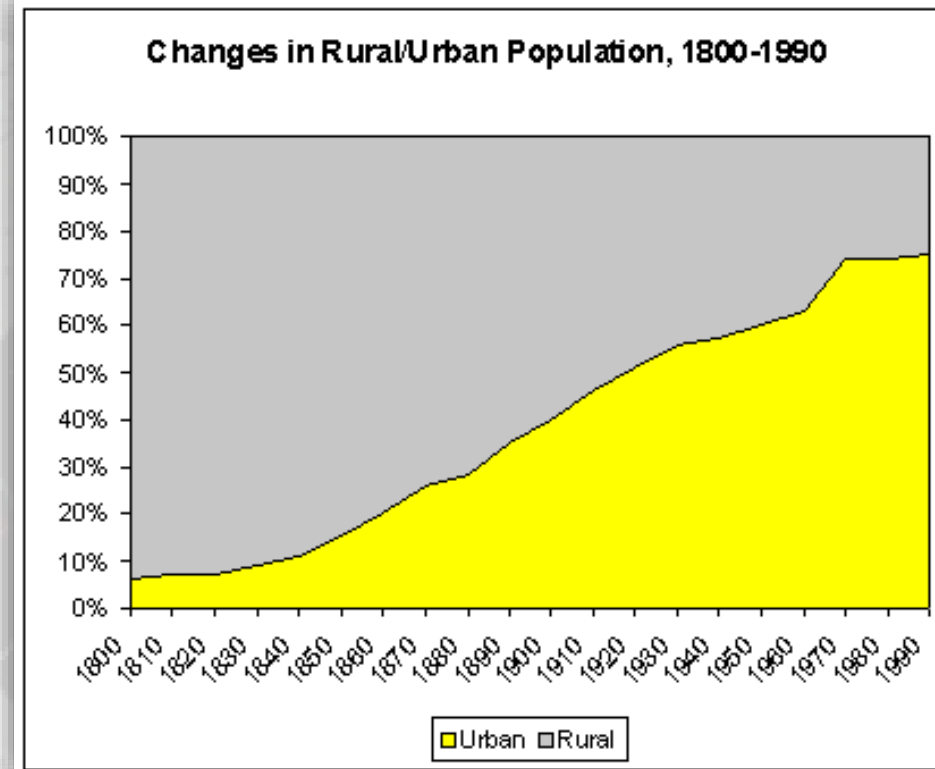
Herbert Hoover



- Elected in 1928
- Republican
- Believed in “small government” & against direct intervention in people’s lives (refraining would keep the U.S. prosperous)
- Slogan: “A chicken in every pot, a car in every garage”

- Collectively known as the “Roaring 20s”, or the “Jazz Age” (by F. Scott Fitzgerald)
- Great change in American society - modern America is born at this time
- For the 1st time our census reflected an urban society - people had moved into cities to enjoy a higher standard of living
- Also known as the “Age of Anxiety”, being a period of tension and xenophobia (fear of anything different)
- Major conflict between rural and urban mainly over the issues of prohibition and religion

The Roaring Twenties

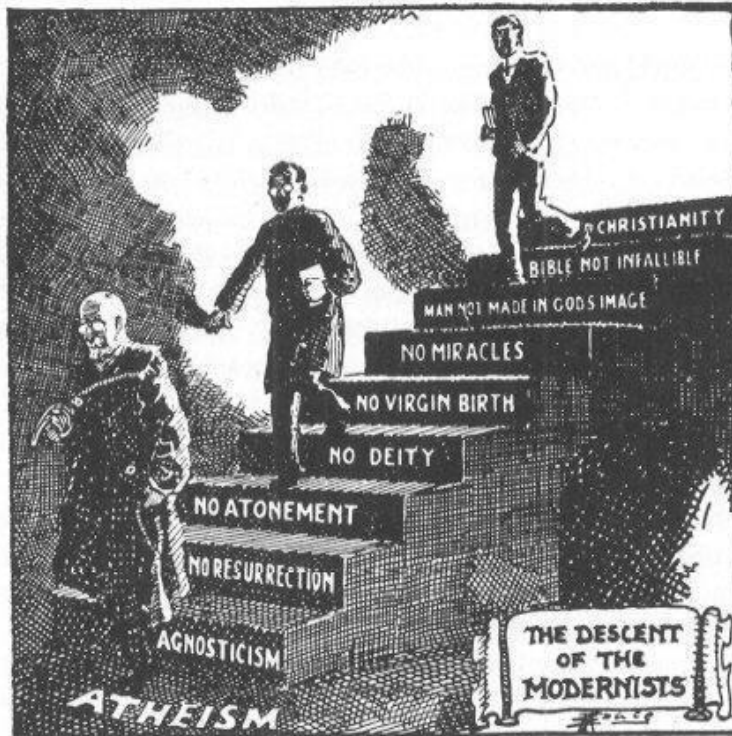


Traditionalism

- Mostly rural areas
- Did not participate as actively in “Consumerism”
- Education not necessary beyond early stages
- Religious fundamentalism – Bible is the “literal truth”

Modernism

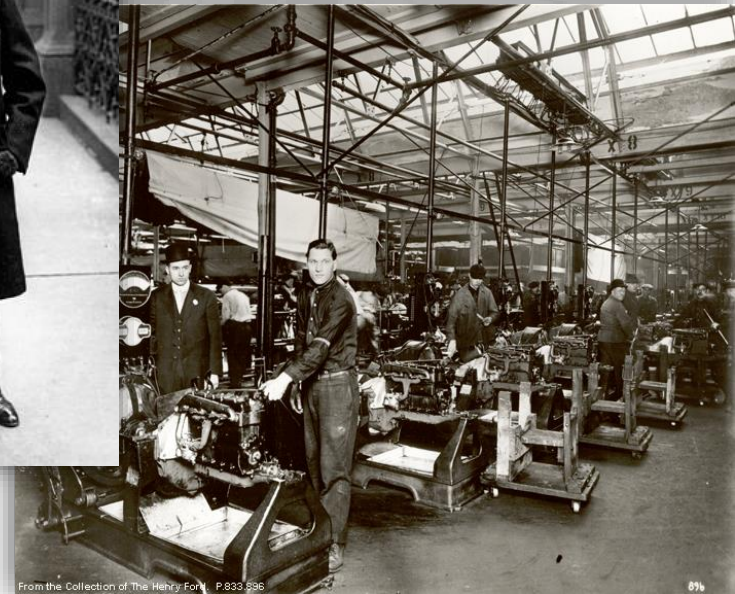
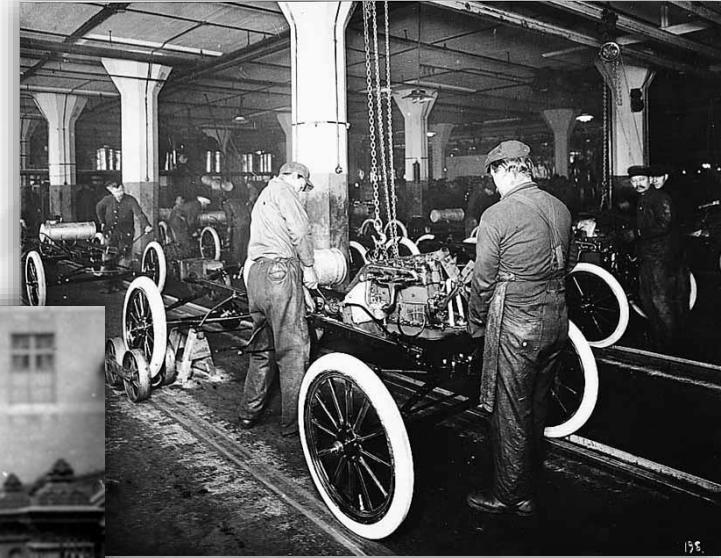
- Mostly urban areas
- Emphasizes secular values and science over traditional views of religion (largely due to the overall diversity found within major cities)
- Higher education necessary
- Reaction to dated Victorian Era beliefs (1837-1901)



The Age of Prosperity

- Economic expansion
- Mass production
- Assembly lines
- Mechanization
- “Age of the Automobile”

What group is not reaping from these factors causing prosperity?



- Agricultural depression in early 1920s contributed to urban migration
- American farmers lost markets in postwar Europe
- Simultaneously, efficiency increased - more food being produced (more food → lower prices & fewer laborers necessary)
- Farming was no longer as prosperous → bankers called in loans → farms repossessed
- Farmers enter *their* Great Depression ahead of the rest of society

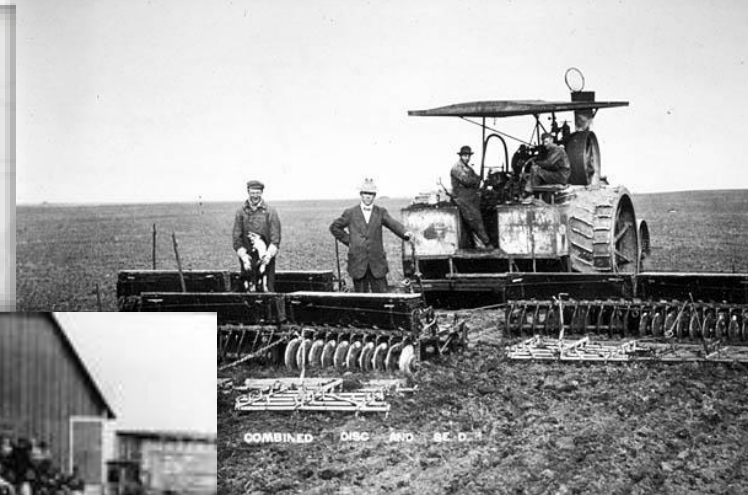
Farm exports begin to fall as wartime demand disappears with World War I's end

Export quantity index



Note: Standard techniques were used to splice together four series using different base years; final base year is 1967. Data not available before 1915.

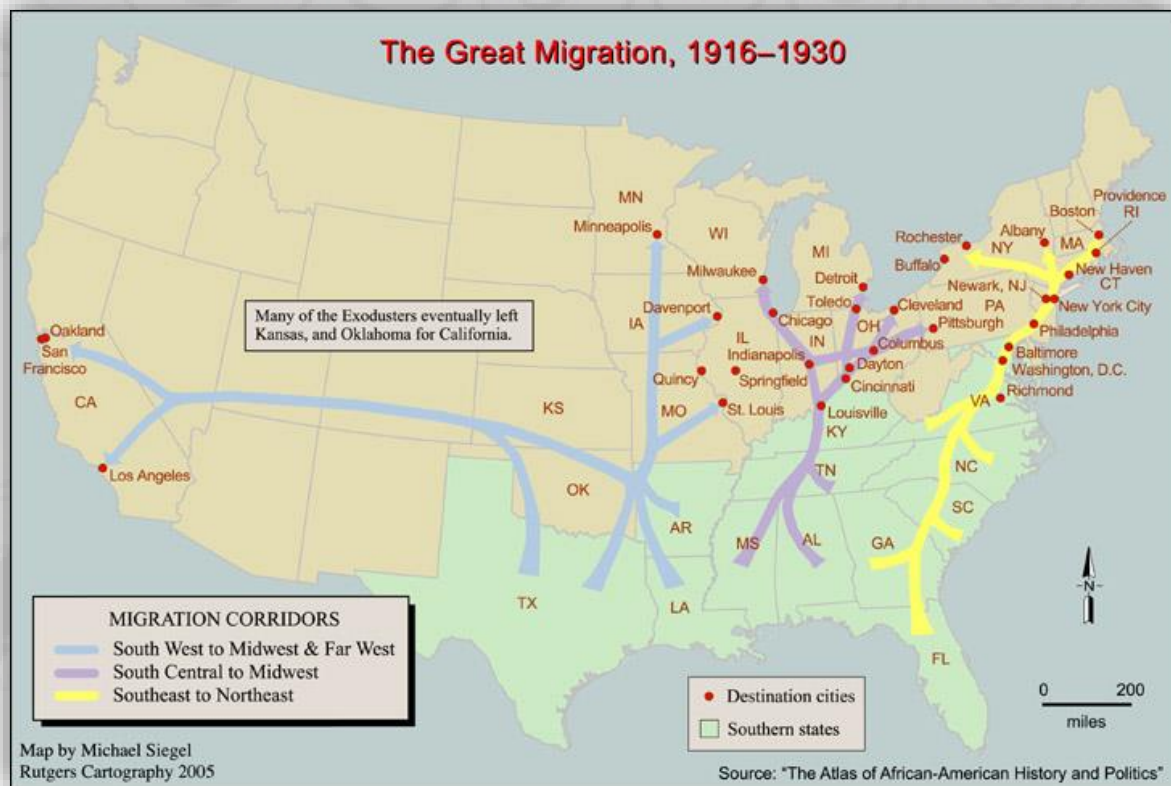
Source: Export quantity index. *Agricultural Statistics*. USDA, various issues.



- Black Americans continued to live in poverty
- Sharecropping and tenant farming kept them in *de facto* slavery
- 1915: a boll weevil wiped out the cotton crop
- Many landowners (mostly white) went bankrupt & forced tenants (many black) off their land



- Black Americans moved North to take advantage of booming wartime industry
- Predominantly black neighborhoods began to emerge (e.g., Harlem)
- Within these “ghettos”, a distinct black culture flourished
- Cultural integration was restricted in many ways (but not all)



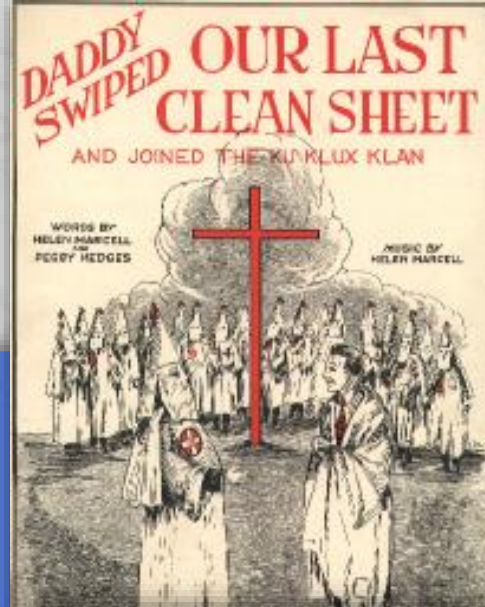
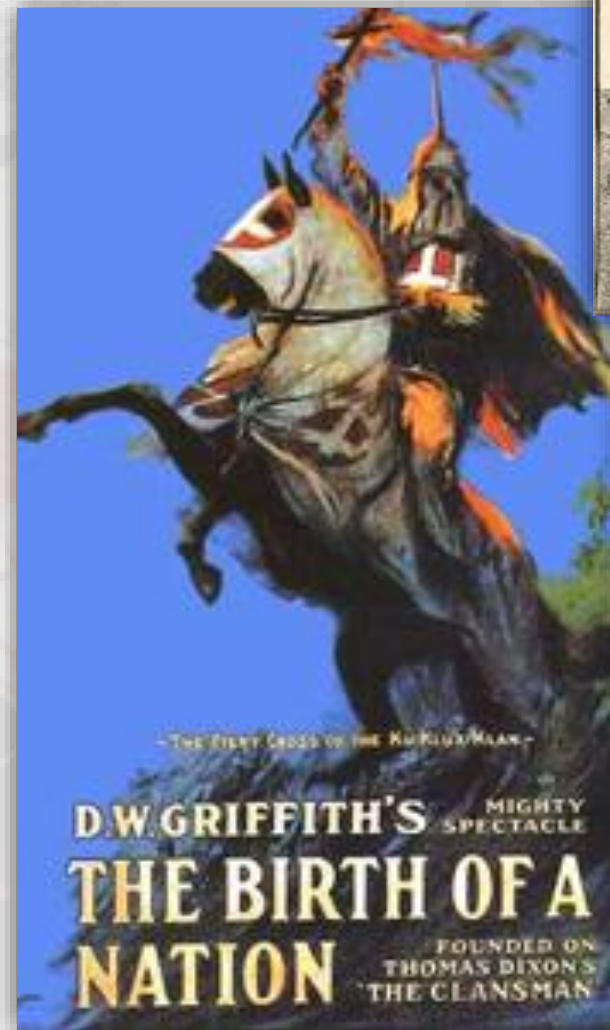
The Ku Klux Klan

1925: membership
rose to 5m

- 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



The 2nd 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



Main railroads



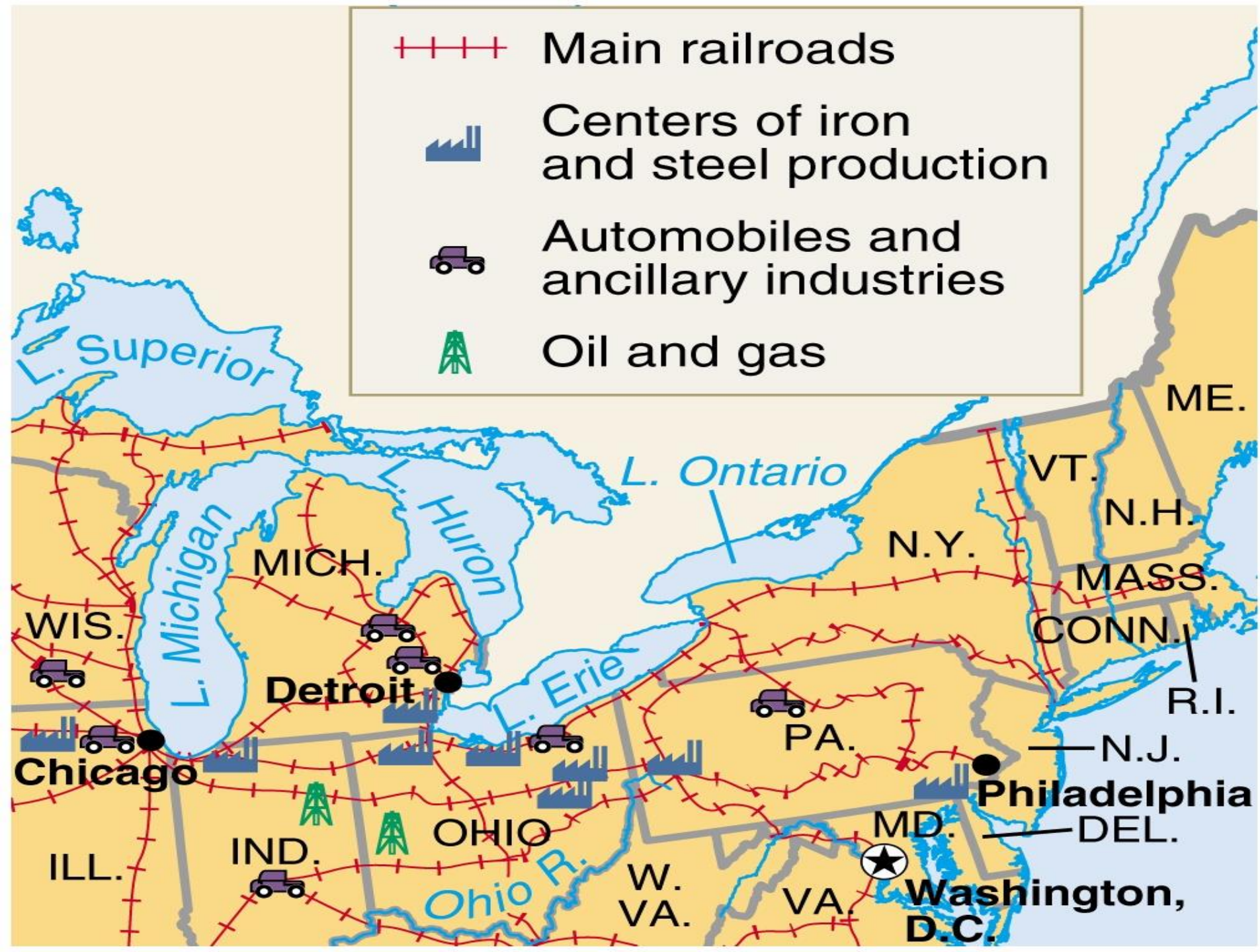
Centers of iron
and steel production



Automobiles and
ancillary industries



Oil and gas



Consumerism



Culture of the 1920s

Silent Movies - Charlie Chaplin

“Talkies” – “*The Jazz Singer*” Starring Al Jolson

Mary Pickford – became “America’s Sweetheart”

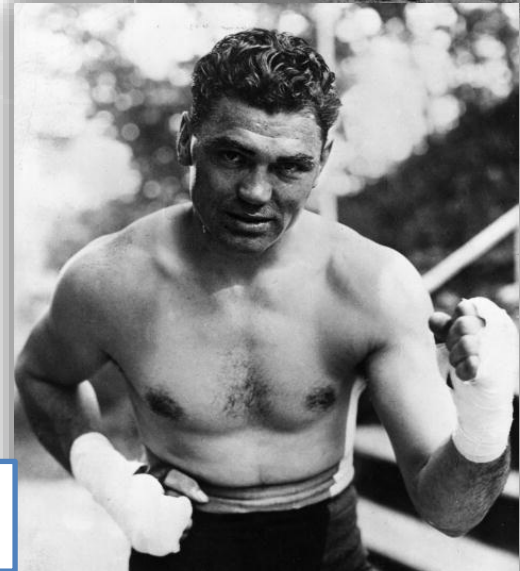


“Celebrities”

Babe Ruth & Ty Cobb



Jack Dempsey



Charles Lindbergh
The Spirit of St. Louis



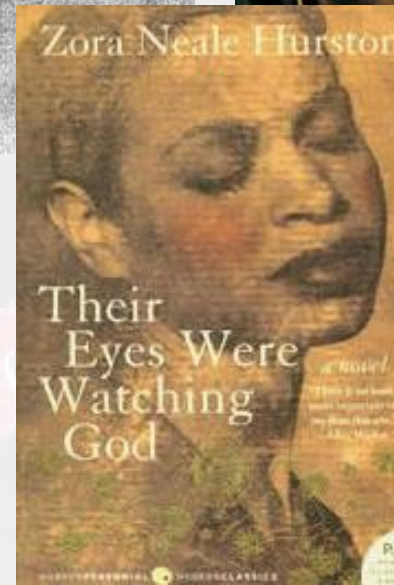
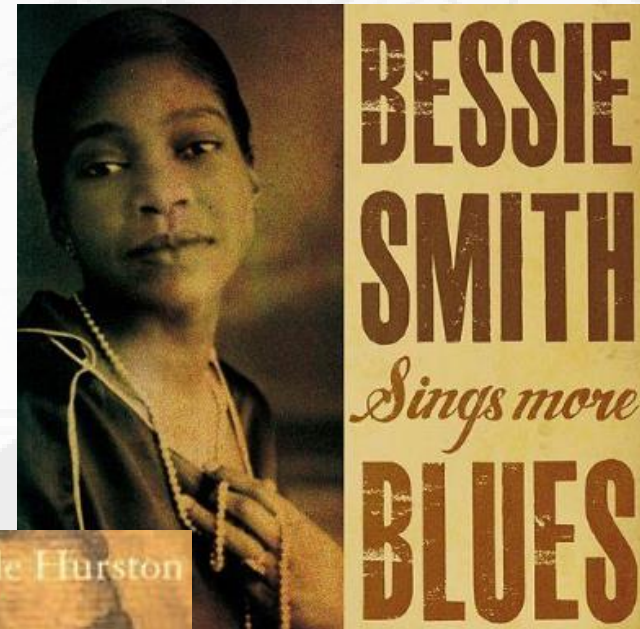
The Harlem Renaissance AKA the “New Negro Movement”

Rebirth of African American culture in New York City



The night is *BEAUTIFUL*
So the *FACES* of my people.
The *STARS* are beautiful
so the *EYES* of my people.
Beautiful, also, is the *SUN*
Beautiful,
also, are the souls of
MY people.

**Langston
Hughes**
Poet



Marcus Garvey

- Leader in the black nationalist movement
- Founded the Universal Negro Improvement Association (UNIA) - the largest black secular organization in African-American history
- Sought to end imperialist rule and create modern societies in Africa, not, as his critics charged, to transport blacks 'back to Africa'
- 1919: formed the *Black Star Line*, an international shipping company providing transportation and trade among the black businesses of Africa and the Americas
- 1925: imprisoned for mail fraud and deported to Jamaica in 1927



The 1920s – “The Jazz Age”



The Flappers



“Lost Generation”

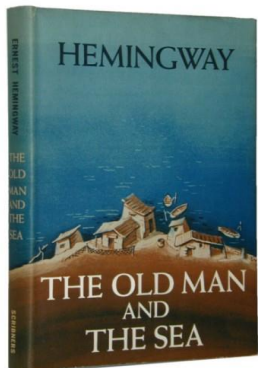
Writers:

Sinclair Lewis,
Gertrude Stein,
F. Scott Fitzgerald,
Ernest Hemingway



Musicians

Louis Armstrong
Duke Ellington



Changes for Women

1920: 19th Amendment

- After WWI, more women worked outside the home
- More women went to college
- Women didn't want to sacrifice wartime gains
 - What would they do?
- Immortalized by the image of the “flapper”
 - Out with the old Victorian Era and in “with the new woman”



Prohibition

- Goal: reduce crime & poverty, strengthen family values

- Called the “Noble Experiment”

- 18th Amendment** (Volstead Act): prohibited the manufacture, sale, transportation and possession of alcohol in America



- People drank more than ever during Prohibition
- No other law in America has been violated so flagrantly by so many "decent law-abiding" people
- Overnight, many became criminals
- Organized Crime controlled illegal alcohol and created a booming black market economy
- Owned "speakeasies" and by 1925 there were over 100,000 in NYC alone





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

Chicago gangster
during Prohibition
who controlled the
“bootlegging” industry



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

Christian Fundamentalism

- There was a debate in the 1920s over the place of religion in daily life
- Represented a split in American Protestantism - some wanted to adapt religion to new ways and ideas, others resented and feared these developments
- Began in rural areas, especially in the South
- Fundamentalists wanted direct interpretation of the Bible in all subjects, including science and evolution
- Fundamentalists gained their name from a series of twelve pamphlets, *The Fundamentals*, published shortly before WWI
- Objected strongly to the teachings of Charles Darwin (evolution challenged the story of Creation found in the Bible)
- Attracted large crowds, and began to gain political power
- Began to pass state legislation forbidding the teaching of evolution in public schools

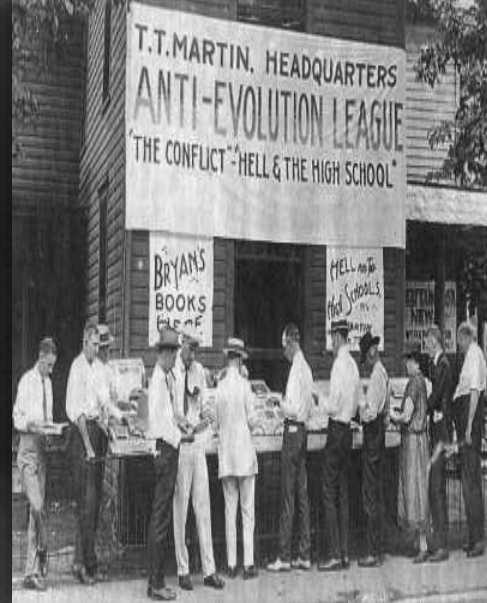


The Scopes Trial



**A “Clash of
Traditionalism and
Modernism”**

Scopes Monkey Trial



John T. Scopes

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

Clarence Darrow

Famous trial lawyer representing Scopes

William J. Bryan

Sec. of State for President Wilson, ran for president 3 times
-Became a leading evangelical
-Prosecution

Dayton, TN

Small town in the South
-Fiercely protective against the encroachment of modern times and secular teachings

Result of the Scopes Trial:

- TN Supreme Court ruled that evolution could not be taught in TN schools
- **Effect: the idea of what “American Values” are begin to evolve**

