Chapter 12

A Prospering Society

Michigan Standards:

6.1 Growth of an Industrial & Urban America
6.1.5 A Case Study of American Industrialism
7.1 Growing Crisis of Industrial Capitalism & Responses
7.1.1 The Twenties
7.1.2 Causes & Consequences of the Great Depression
Section 1: Learning Topics

Growth of the Middle Class

- Growth of the Middle Class
- Hardship/Poverty
- America Hits the Road
- Buying on Time
- Chain Stores
- Advertising
- Youth of 1920s
- Women of 1920s
- School Days
Vocabulary

- Standard of Living
- Credit
- Mass Media
- Flapper
Growth of the Middle Class: Americans as Consumers CH 12.1

• Industrialization of the late 1800s was finally beginning to offer real rewards to residents of some towns.

• Between 1923 – 1929, American workers income rose 11%.

• 1920s – Many Middle Class American consumers improved their standard of living.
Many lower class citizens, in 1920s, began to feel like they were moving into middle class.
During the 1920s, many lower class citizens began to feel like

a. Life wasn’t worth living

b. The government forget about them.

⭐ They were moving into the middle class.

d. None of the above.
Hardships for Coal Miners

- During the 1920s industries began to use electricity instead of coal to power their machinery.

Demand Dropped for Coal ➞ Drove Coal Price Down ➞ Result: Many Miners Out of Work!
Market Economy - when \textit{SUPPLY exceeds demand}, prices tend to drop!
Not All Incomes Increased During the 1920s.
Poverty in the Midst of Plenty CH 12.1

- Not all Americans were able to improve their standard of living during this time.

Low Wages

Unemployment

Drove Many American Families

Into Poverty
Poverty in the Midst of Plenty CH 12.1

• Approx. 1/3 of American families lived below the minimum levels for a decent life.

• Their inability to buy what the U.S. produced would contributed to the unraveling of the booming economy.
Select a TRUE statement!

a. Between 1923 & 1929, American workers saw their income decline greatly.

Consumers improved their standard of living.

b. The radio & telephone weren’t invented yet.

c. Women were spending a lot more time doing household chores with few modern inventions that helped them.
America Hits the Road

The AUTOMOBILE defined the U.S. in the 1920s, more than any other single consumer item.
America Hits the Road

In 1927, Americans owned 4 out of 5 of the world’s cars …

Averaging 1 Motor Vehicle for every 5.3 persons.
America Hits the Road

Henry Ford introduced the Model T car in 1908.

This transformed automobile from a high-priced item to one many middle-income families could afford.
Shifting the Economy

- Automobile manufacturing became America’s biggest industry during the 1920s and soon boosted the entire economy.

- Cars needed great amounts of:
  - Steel
  - Lead
  - Nickel
  - Gasoline

Workers in all of these industries thrived.
Henry Ford said that his customers could have a Model T in any color “so long as it is black.”
In 1927, ________owned four out of every five cars in the world.

a. Canadians  
b. Americans  
c. Italians  
d. French
Automobiles brought distant Americans together for the 1st time....

The automobile also saddled many people with their first debt.
Eager to own a car, a person could now put a deposit down, drive away in a new car, & pay off the balance, plus interest, in installments.

By 1927, two out of three cars were purchased on the installment, or time-payment, plan.
By 1927 -

2 out of 3 cars were purchased on the installment, (or time-payment), plan.
Selling America: Buying on Time

• Automobiles weren’t the only product Americans were buying on credit – putting money down & paying the balance in installments.

• 1928 – items bought on installment
  ▫ Furniture – 85%
  ▫ Phonographs – 80%
  ▫ Washing Machines – 70%
  ▫ Radios – 70%
  ▫ Refrigerator – 70%
1920s – Most Americans

- no longer looked at debt as shameful.
- started seeing installment buying as an easy way to raise their standard of living.
Most Americans in the 1920s saw installment buying as

a. An easy way to raise their standard of living.

b. Shameful

c. An easy road to ruin.

d. A passing fad.
In the 1920s, many American citizens purchased items

a. On layaway

b. With cash

c. By trading a personal item of value

. On credit
Chain Stores

- **1920s** - Americans went to new chain stores that began to spring up all over the country:
  - **Grocery Stores** (A&P, Safeway & Piggly Wiggly)
  - **Department Stores** (J.C. Penney & Sears Roebuck)

- **1918** – there were 29,000 of these stores
- **By 1929** – there were 160,000 of these stores.
Now Consumers Could Hop Into Their Cars & Drive to a chain store

Traditional Corners stores lost their main advantage

Convenience
Chain Stores

- Lower Prices
- Convenience
- Greater Reliability
- Better Service
- Wider Choice
The Refrigerator was a new consumer product of the 1920s.
Compared to people overseas, Americans in the 1920s had a much higher standard of living.
Many textile (cotton) workers in the Northeast & South lost their jobs in the 1920s because cotton princes plunged which caused textile factories to shut down
Advertising

New **mass media** gave advertisers a huge audience of potential consumers.
(Mass Media - a term 1st used in 1923 to refer forms of communication that reaches a large number of people)

Newspapers, radio stations, billboards, & national magazines all went after consumers with one message: BUY, BUY, Buy!

The idea of using advertising to create consumer demand revolutionized advertising in the 1920s.
What revolutionized advertising in the 1920s?

a. Advertising newspapers
b. Advertising in shop windows
c. Advertising on the radio

The idea of using it to create consumer demand.
Zenith was a fictional town that writer Sinclair Lewis wrote about.
Before the 1920s, ___________ was the main way of advertising a product.

a. Tabloids
b. Television
c. Magazines

Newspapers
Youth Sets the Scene

• During this decade advertisers took advantage of the nation’s growing fascination with you to sell products that promised youthful style.
• Never before had American culture idolized the young as it did in the 1920s.
• Losing so many young men in WWI seemed to place a high reward on being a youth
• Instead young people trying to be like their elders (parents, grandparents, etc.), adults tried to act like children.
Before WWI – The **Gibson Girl** with long, flowing hair was considered the main idea of feminine beauty.

1920s – **Flapper Girl**

Shorter dress & hair. Tight fitting hat.
The Raccoon Coat was a fashion fad.
Women’s New Freedoms

• Before WWI
  ▫ Women were arrested for smoking or using profanity in public.
  ▫ Appearing at a beach without stocking or going without a corset was considered indecent exposure.

• 10 years later, Flappers
  ▫ Smoke
  ▫ Drank
  ▫ Left corsets in the cloakroom at a dance
  ▫ Went for joyrides in automobiles
Society was far from stopping women’s new behavior, some even encouraged it.

1. The women’s movement & new laws gave women more economic & intellectual freedom.

2. The automobile gave the young a new & exciting independence from their families.
Before WWI, women in the U.S. were often arrested for smoking in public.
School Days

• Many Americans now kept their kids in school longer because they didn’t depend on their kid’s wages any more.

• By 1930 – 51% of all high school age youths were in school (1890 – it was less than 6%)

• 1920s High School – huge gym & laboratory.

• 1930s – 1 out of 8 H.S. grads went to college
By 1930, the number of young people going to college was about 3 times as many as in 1900.
Section 2: Learning Topics

The Jazz Age

• At the Movies
• New American Heroes
• Lone Eagle
• New Rhythms in the Air
• Time to Read
• Lost Generation
• Harlem Renaissance

7.1 Growing Crisis of Industrial Capitalism & Responses
7.1.1 The Twenties
Vocabulary

- Syndicate
- Tabloid
- Materialism
At the Movies

- **Open Books** page 386

- 1920s – Americans went to the movies about once a week.

- At the movies, Americans escaped to a different world, both on & off of the screen.

- **Movies were silent until 1927 (The Jazz Singer).**
In the 1920s, movies were mostly

a. Musicals
b. In Color

☆ Silent
d. Talkies
New American Heroes

Hard playing Americans provided huge audiences for professional sports.

1920s Popular Sports Heroes:

- **Baseball**
  - Babe Ruth
  - Oscar Charleston

- **Boxing**
  - Jack Dempsey

- **Tennis**
  - Helen Wills

- **Football**
  - Red Grange

- **Golf**
  - Bobby Jones
Baseball Heroes

Babe Ruth  Oscar Charleston
Boxing

Jack Dempsey
Tennis
Helen Wills
Football
Red Grange
Golf

Bobby Jones
After training for and winning the Olympics in Paris 1924 she went on to become the first woman to swim the English Channel. She also beat the previous record set by men.
Babe Ruth was

a. President in 1924

b. The first to fly solo across the Atlantic

c. The inventor of the assembly line

- A popular baseball player
It is safe to say that during the 1920s:

a. Most Americans didn’t like Athletes
b. Tennis wasn’t popular
c. Prominent writers were celebrated & adores by most Americans

Movie actors & athletes were of national hero status.
The Lone Eagle

No American hero of the 1920s equaled Charles Lindbergh.

Charles Lindberg solo flight across the Atlantic in 1927 excited more enthusiasm than any other single event before.

One woman matched Lindberg's accomplishment in 1928.

Amelia Earhart became the first woman to fly across the Atlantic Ocean.
Famous Pilot
Charles Lindbergh
Famous Pilot
Amelia Earhart
New Rhythms in the Air

1920s- Americans began listening to 2 new types of music:

- Soulful Blues
- Frantic Jazz

Blues came from work songs & field chants of enslaved African Americans.

**African Americans brought jazz to northern cities when they migrated from New Orleans.**

1920s African American Singers

- Bessie Smith
- Gertrude “Ma” Rainey
Jazz Singer
Bessie Smith
Jazz Singer
Gertrude "Ma" Rainey
Louis Armstrong
How did Jazz come to cities in the north?

a. It was brought by immigrants from western Europe

b. It was brought by African Americans from New Orleans when they migrated

c. It was brought by immigrants from southern Europe

d. It was brought by Mexican Americans when they migrated to the cities
Time to Read

New magazines came out in the 1920s:

- Reader’s Digest 1922
- Time 1923
- The New Yorker 1925

The number of the papers dropped when they gathered into syndicates (chain of newspapers under a centralized direction).

Tabloids swept across the country in the 1920s

Americans were also hungry for books.

- Many major publishing houses were started
People began to read more books in the 1920s because

- They had the time to do it (more leisure time)

b. The books were actually getting good
c. The government mandated it
d. Self-help books finally became finally available
   & Dr. Phil wasn’t around to help them out.
The Lost Generation

Ordinary Americans happily went after new leisure activities

- Movies
- Radio
- Music & Dance
- Reading

Some writers started to attack America’s materialism.

They questioned a society that placed more importance on money & material goods than it did on intellectual, spiritual, or artistic concerns.
Gertrude Stein described the “lost generation” as emigrant writers & artists who criticized materialistic American culture.
Lost Generation

Some popular writers who moved to Paris in the 1920s

🎉 Ernest Hemingway
- *The Sun Also Rises* (1926)
  - Book tells about Jake, emigrant American who bears physical & psychological wounds from the war. Ends on a note of great loss.

🎉 F. Scott Fitzgerald
- *The Great Gatsby* (1925)
  - Explored the empty lives of Americans with too much money. Daisy, the main female character feels purposeless & loss.
Harlem Renaissance

African Americans began to express their own identity & a rising anger at Northern racism.

- The **African American literary & artistic movement** that resulted became known as the **Harlem Renaissance.**

- **Alain Locke**
  - Professor of literature at Howard University
  - Graduate of Harvard
  - 1st African American Rhodes scholar
Harlem Renaissance

African American Woman writer

Zora Neale Hurston

Wrote plays, short stories & articles

Their Eyes Watching God

Described the 1st heroic African American woman in American literature.
Section 3: Cultural Conflicts

- The Power of Religion

7.1 Growing Crisis of Industrial Capitalism & Responses
7.1.1 The Twenties
Vocabulary

- Fundamentalism
- Evangelist
- Speakeasy
- Bootlegger
- Quota
John Scopes
In July 1925
• A simple trial in the small town of Dayton, Tennessee
  • Turned into a showdown between religion & science.

• John Scopes
  • Local science teacher
  • Was on trial for teaching evolution

Scope and all the other teachers who used state-approved textbook
• Broke the Butler Act (1925)
  • New state law against teaching “any theory that denies the story of the Divine Creation of man as taught in the Bible.”
In 1925 John Scopes was tried for breaking the law under the Butler Act because he taught evolution in his classroom.
John Scopes Trial

• In 1925, John Scopes agreed to go on trial to test the legality or how valid the law was.

• Clarence Darrow volunteered to be his defense lawyer.

• William Jennings Bryan (3 time candidate for president & American hero) joined the prosecution to testify, as an expert on the Bible, for the prosecution.

Represented many of the bitter conflicts that rocked the U.S. during the 1920s.

• Many struggles between Americans broke out over
  • Religion
  • Drinking
  • Who was considered an American
** The Scopes trial symbolized many of the bitter conflicts in the United States during the 1920s. **
As a result of the Scopes Trial, the Butler Act remained the law in Tennessee.
In 1925 John Scopes was tried for breaking the law under the Butler Act because he had

a. read *The Great Gatsby* to his students.

b. taught religion in his public school classroom.

taught evolution.
The Scopes trial symbolized

a. the importance of materialism in the United States.

b. many of the bitter conflicts that rocked the United States during the 1920s
Fundamentalists believe that the Bible tells the literal truth.
Fundamentalists believe that

a. people should study the Bible to determine their own interpretation.

b. the Bible tells the literal truth.

c. evolution is a loose interpretation of the creation of the earth according to the Bible.
The Failure of Prohibition

The struggle to enforce Prohibition put small-town residents & farmers against a newer, more urban America.

Most Fundamentalists favored Prohibition

- They said that strict laws could & should control people’s behavior.

Opponents of Prohibition

- Preferred more tolerance.
Remember Prohibition????

Prohibition was hard to enforce

For the following reasons:

🔥 Smugglers had 18,700 miles of coastlines & land borders in the U.S.

🔥 Hundreds of ships anchored in international waters dispensed legal liquor to anyone who came out by boat.

🔥 Thousands of druggists sold alcohol using doctors’ prescriptions.
Between 1919 and 1929, the production of corn sugar increased sixfold because it was used to make illegal liquor.
The Failure of Prohibition

Prohibition did get rid of the saloons.

• Did decrease alcohol consumption
  • people who couldn’t afford to go to the new speakeasies.

Speakeasies

 />< Clubs where liquor was sold in violation of the law.

Most middle class people refused to obey

• Volstead Act
  • Passed to enforce Prohibition

The widespread refusal gave the 1920s it well-deserved reputation as a lawless decade.
Remember Prohibition????

The Middle Class refused to obey Prohibition!
The Failure of Prohibition

Bootleggers

- People who made, sold, or transported illegal liquor

Value of liquor smuggled into the U.S. in 1924

- $40 million (Dept. of Commerce estimate)
Bad Effects of Prohibition

- Americans came to have a casual attitude about disobeying the law.
- Many people refused to take the Prohibition law seriously.
  - One San Francisco jury in a Prohibition case drank up liquor that had been used in a court case as evidence.
- Contributed to the explosive growth of big city crime.
  - Gangsters took over bootlegging
    - hijack other gangs shipments
    - killed their rivals in a series of gruesome slayings.
Al Capone

- Head of a gang of Chicago bootleggers
- Was eventually convicted of income tax evasion.
Prohibition was difficult to enforce because

a. The United States offered 18,700 miles of coastlines and land borders to smugglers.

b. Hundreds of ships anchored in international waters dispensed legal liquor to anyone who came out by boat.

c. Thousands of druggists sold alcohol using doctors' prescriptions.

all of the above
Crosses in the Night

Ku Klux Klan

• Came back into the scene in the 1920s.
• New Klan began in the south
  • Sparking some Southern whites’ hatred for African Americans.

• Added New Enemies
  • Texas – attacked Mexican Americans
  • California – fought Japanese immigrants
  • New York – targeted Jews & European immigrants
  • New England – stirred up hatred of French Canadians
Ku Klux Klan
(1920s - almost 5 million members)

Participated in violent acts all over the country
  • Tarring & Feathering
  • Flogging (beating someone very hard using a whip, strap, or stick)
  • Lynching (hanging)

2,500 flogging in Oklahoma.
KKK members believed that as “pure” Americans, they should be the guardians of society's behavior and morals.
Closing the Doors

• Many Americans associated immigrants with radical beliefs & disloyalty.

• The fears fueled the Red Scare, Palmer raids, & Sacco/Vanzetti case.

• Rural Americans believed that immigrants caused the erosion of old fashioned American values.
Closing the Doors

• Immigration Act of 1921
  • Applied a QUOTA system (the # of immigrants from any country in a year couldn’t exceed 3% of the # of people in the U.S.)

• 1924 – National Origins Act
  • Reduced the # Immigrants & Excluded Asians altogether.
  • Decreased Quota to 2%

(Law attempted to maintain the ethnic mixture that the U.S. had in 1890, in order to ensure that the country would stay American.)
Legal immigration to the United States by decade

- IRCA
- Immigration

IRCA = Illegal immigrants legalized under Immigration Reform and Control Act

Sources: US Census Bureau and 1995 Statistical Yearbook of INS (March 97)
The Challenge of Change

1910

• More than $\frac{1}{2}$ of all Americans lived in villages of less than 2,500 people.

1920s

• 6 million people left the farm for the city

1928

• Herbert Hoover won the Presidential race.

1930

• 44% of Americans still lived in rural areas.

Change was in the air

• It changed even more with the Great Crash in 1929.
** Hoover presented himself in the 1928 election as a self made Iowa farm boy! **