

# 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.

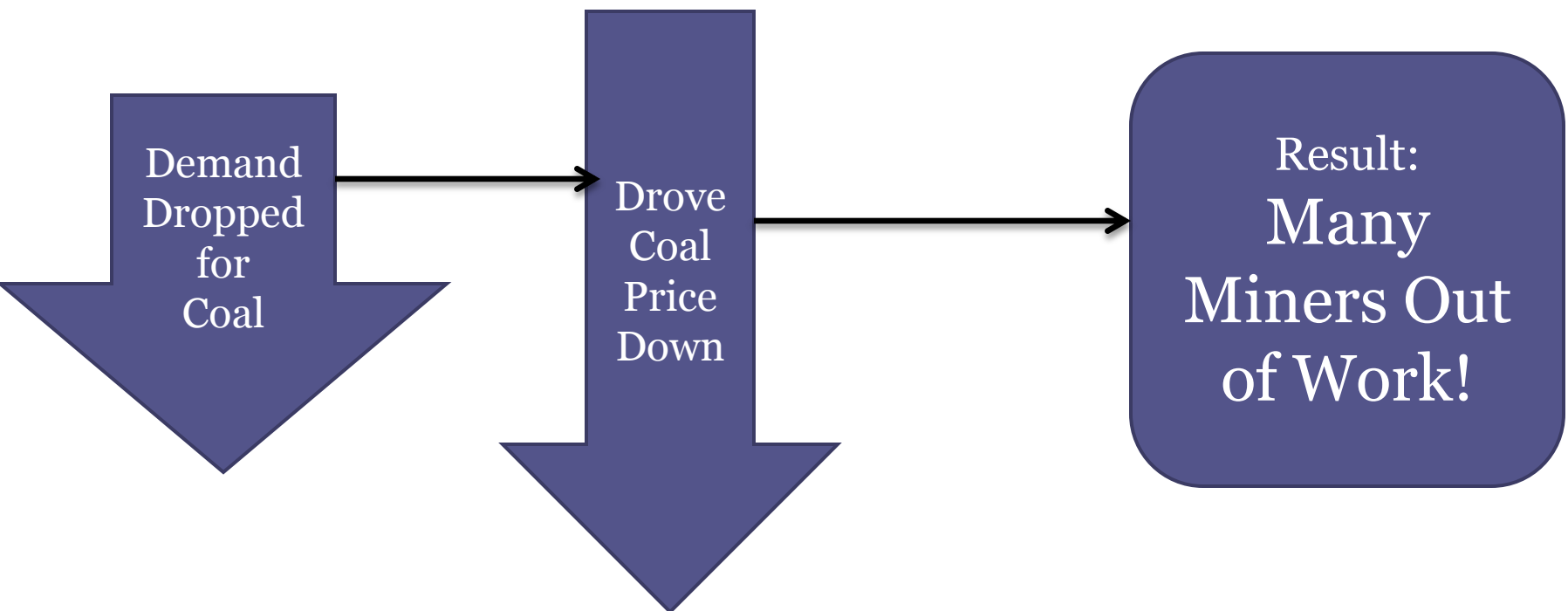


c. They were moving into the middle class.

d. None of the above.

# Hardships for Coal Miners

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

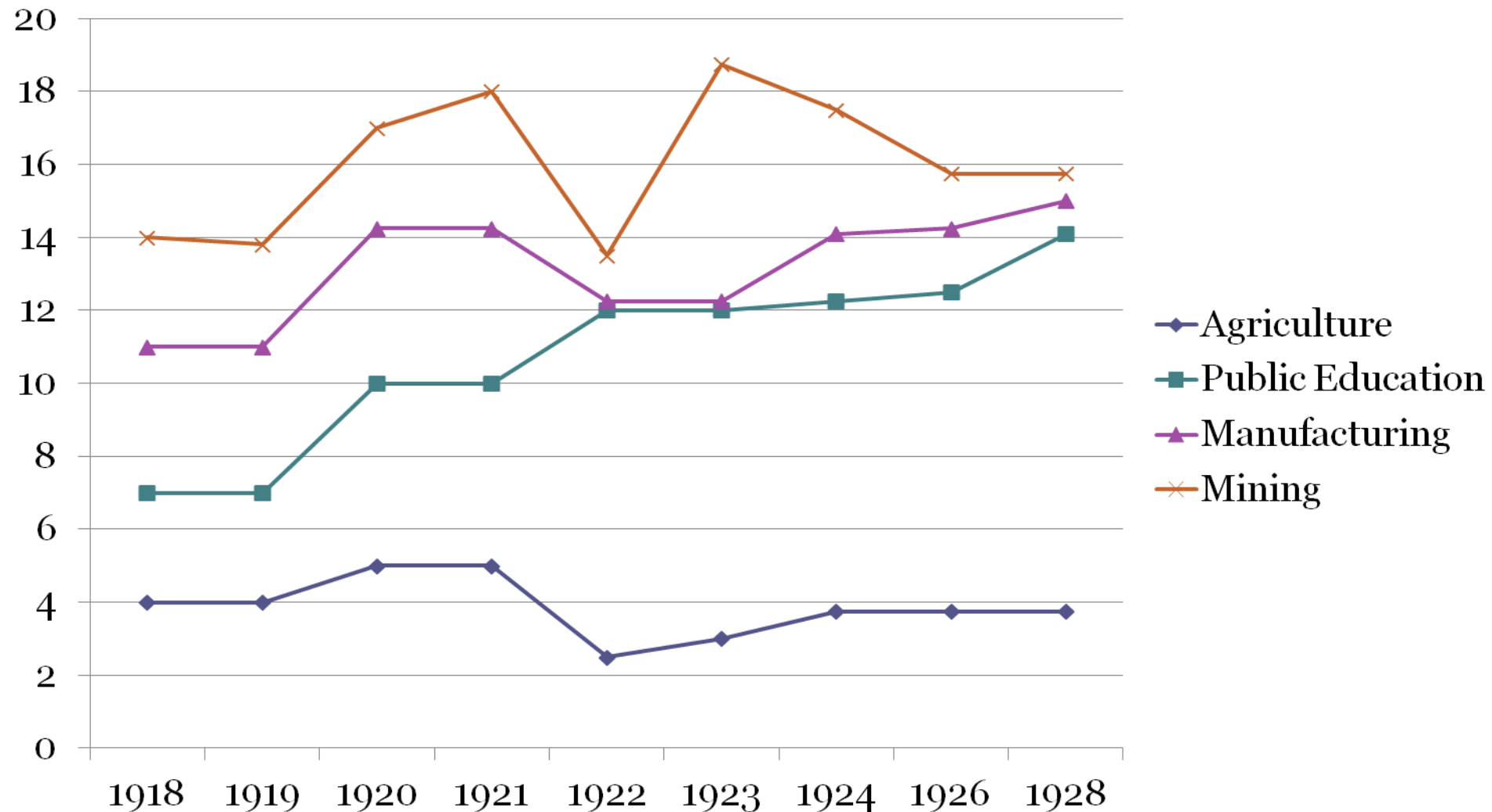


Market Economy -

when 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.



# 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.

c. The radio & telephone weren't invented yet.

d. 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



Americans

c. Italians

d. French

STOP  
Day 1

# Buying on Time

Automobiles brought distant Americans together for the 1<sup>st</sup> 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%

# Selling America: Buying on Time

- 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. As 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**
-  **d. 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**



```
graph TD; A[Chain Stores] --> B[Lower Prices]; A --> C[Greater Reliability]; A --> D[Wider Choice]; A --> E[Better Service]; A --> F[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 prices plunged which  
caused textile factories **to shut**  
**down**

# Advertising

 New mass media gave advertisers a huge audience of potential consumers.

(Mass Media- a term 1<sup>st</sup> used in 1923 to refer forms of communication that reaches a large number of people)

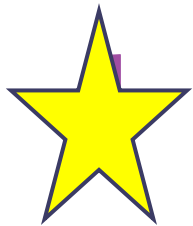
 Newspapers, radio stations, billboards, & national magazines all went after consumers with one message: BUY, BUY, Buy!

 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.

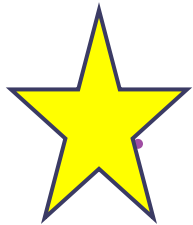
**Zenith** was a  
**fictional town** that  
writer **Sinclair Lewis**  
wrote about

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 youth 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.





Flapper Girls

**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

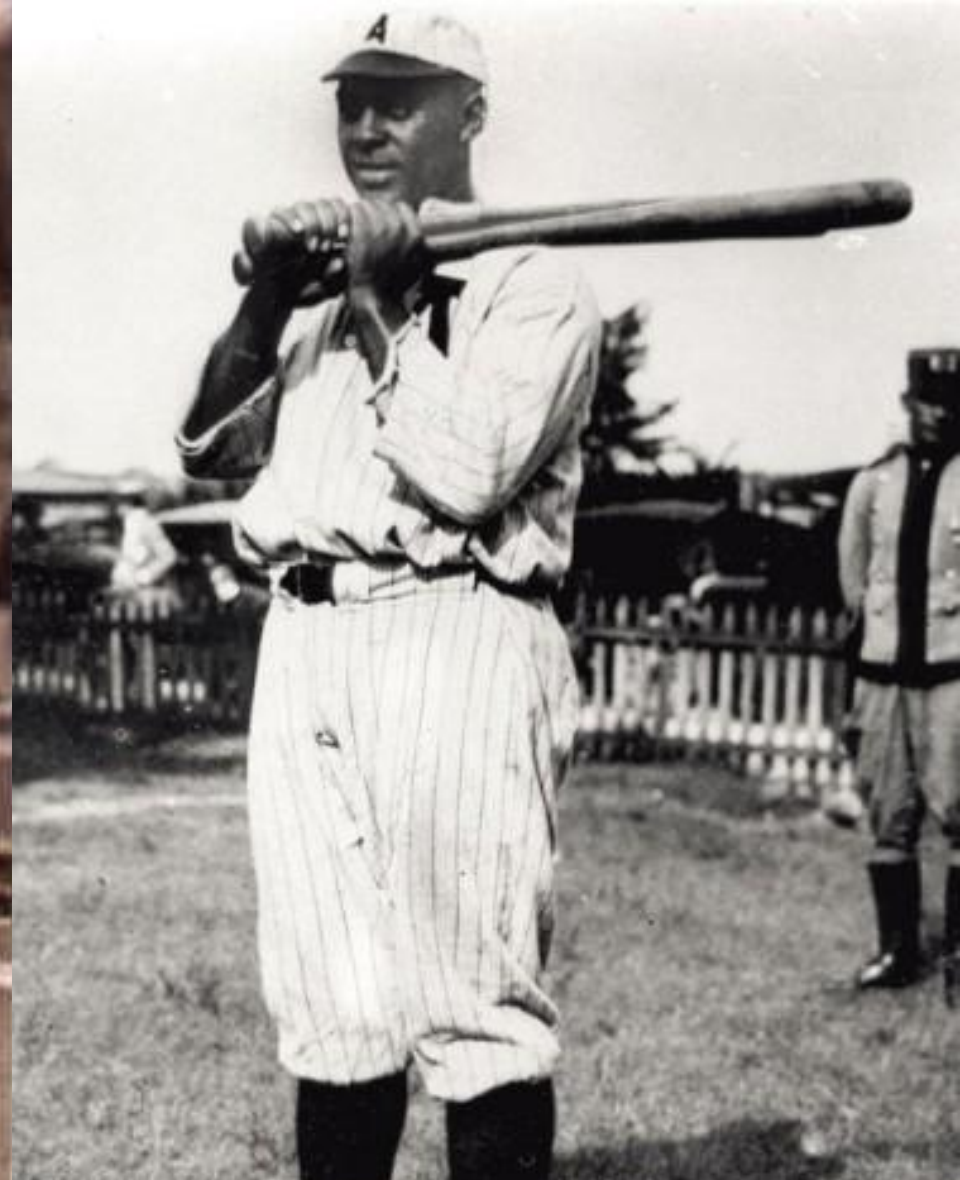
 Red Grange

### Golf

 Bobby Jones



**Babe Ruth**



**Oscar Charleston**

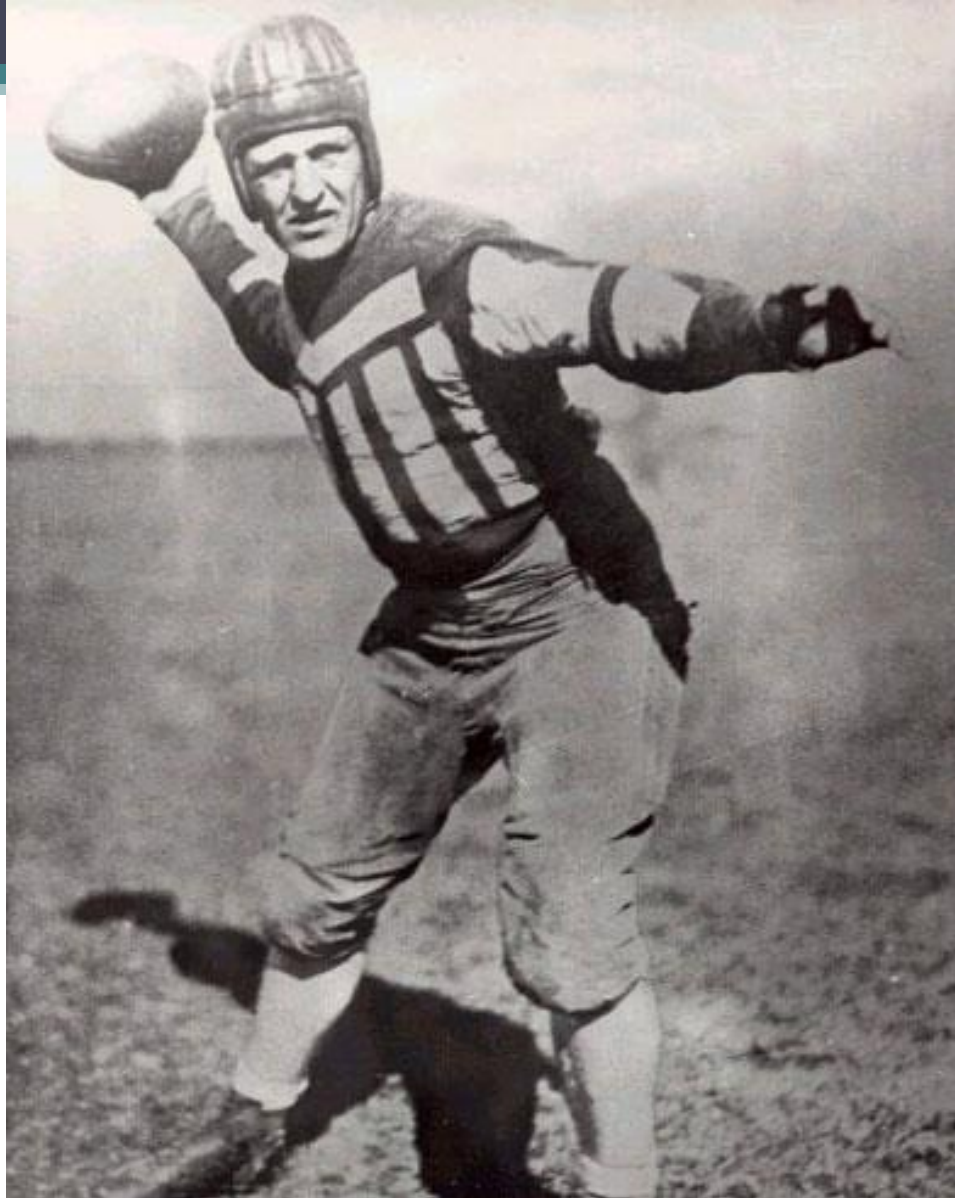
*Baseball Heroes*



*Boxing*  
**Jack Dempsey**



*Tennis*  
**Helen Wills**



*Football*  
**Red Grange**





*Golf*  
**Bobby Jones**

# Gertrude Ederle

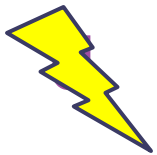


After training for and winning the Olympics in Paris 1924 she went on to become the **first woman to swim the English Channel.**

**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 & adored by most Americans**



**Movie actors & athletes were of national hero status.**

# The Lone Eagle

No American hero of the 1920s equaled

 **Charles Lindbergh**

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

**One woman matched Lindbergh'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**

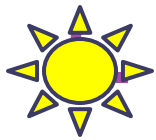


**Louis Armstrong**



# How did Jazz come to cities in the north?

**a. It was brought by immigrants from western Europe**



**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 it (more leisure time)

- b. The books were actually getting good the government mandated it
- 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



```
graph TD; A[Ordinary Americans happily went after new leisure activities] --> B([Movies]); A --> C([Radio]); A --> D([Music & Dance]); A --> E([Reading]);
```

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**

 **1<sup>st</sup> African American Rhodes scholar**

# Harlem Renaissance

African American Woman writer

## **Zora Neale Hurston**

 **Wrote plays, short stories & articles**

## **Their Eyes Watching God**

 **Described the 1<sup>st</sup> 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.



c. taught evolution.



# The Scopes trial symbolized

a. the importance of materialism in the United States.

★ 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.


★ 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 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.

AL Capone's  
Hangout.  
(Green Hill)

# 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**

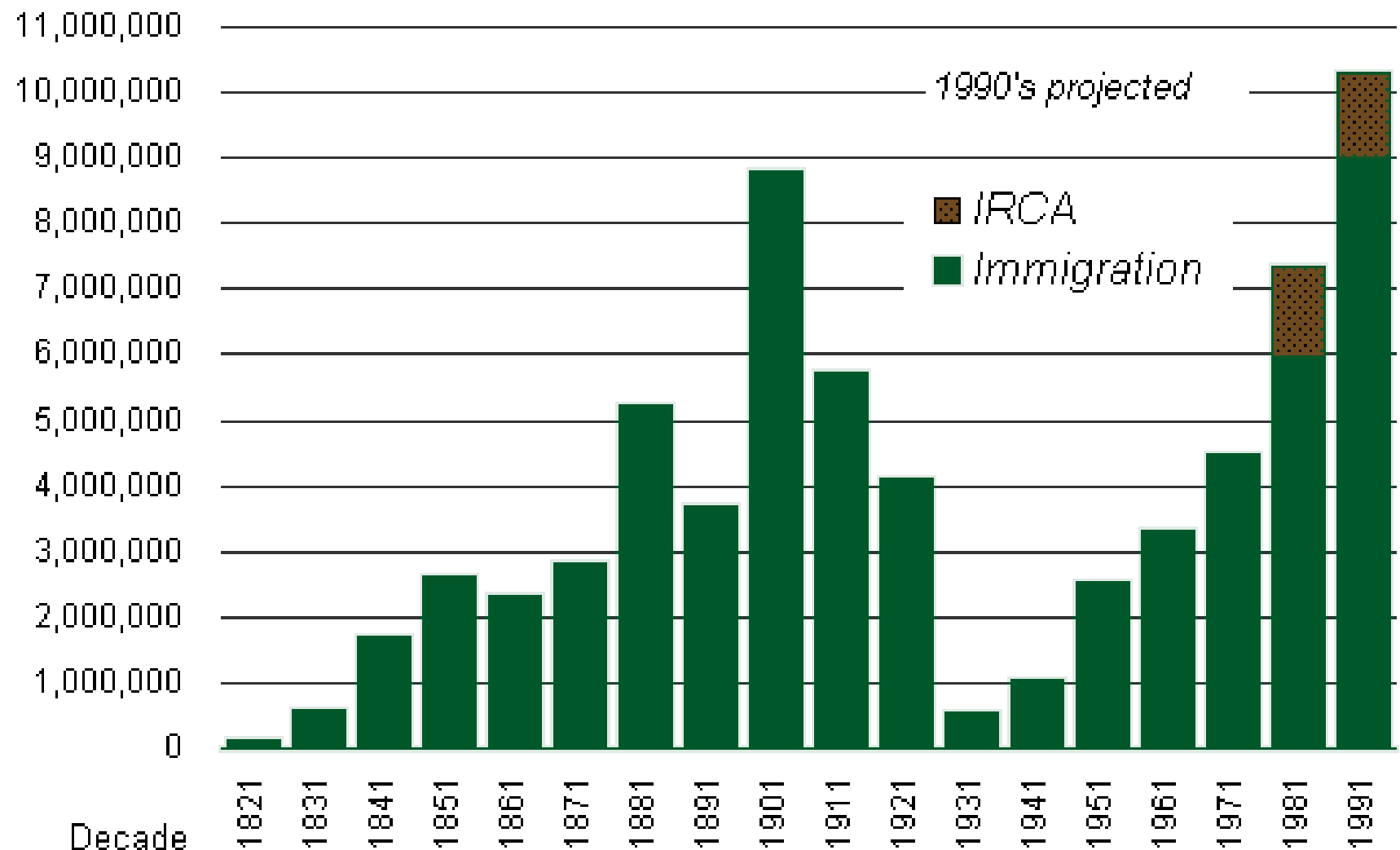
- **Reduced the # Immigrants & Excluded Asians altogether.**

- **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 = 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!**

**\*\*\***

**—**