## Roaring Twenties Vocabulary

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“I will build a car for the great multitude. It will be large enough for the family, but small enough for the individual to run and care for. It will be constructed of the best materials...But it will be so low in price...”

-Henry Ford

What does this tell you about the society and economy of the 1920s?
The Twenties
Postwar Economics and Politics
Postwar Trends

- Nativism – prejudice against foreign-born people
- Isolationism – a policy of pulling away from involvement in world affairs
- Communism – an economic and political system based on a single-party government ruled by a dictatorship
  - End of private property
  - Government ownership of industry
Fear of Communism

- The Red Scare
- Russia becomes Communist after Bolshevik ("the majority") Revolution
- Led by Vladimir Lenin
- "Reds"
- Organization of communist party within the U.S.
- Americans fearful of a communist takeover – the Red Scare
Palmer Raids

A. Mitchell Palmer (U.S. Att. Gen’l) and J. Edgar Hoover (future head of the FBI) begin hunting down communists, socialists, and anarchists

Anarchists – oppose all forms of government
Sacco and Vanzetti

Two anarchists

Arrested in May 1920 and charged with robbery and murder

Case was circumstantial, but they were both sentenced to death and executed
President Warren G Harding

- “Less government in business and more business in government”
- Wanted to cut the federal budget
- Believed in reduced taxes for the wealthy and believed that the wealthy would start businesses and pull America out of hard times.

- Laissez Faire
  - Rejected minimum wage
  - Sided with company owners during strikes
Calvin Coolidge

- Pro-business
  - Low taxes
  - Credit for business expansion
  - High tariffs on imports
  - Coolidge cut regulations on businesses
- Americans’ incomes rose
“The business of America is business. The man who builds a factory builds a temple. The man who works there worships there.”

Calvin Coolidge

What does President Calvin Coolidge believe American Prosperity rests on?
Most Americans (including Harding and Coolidge) wanted to remain “isolationist”

HOWEVER:

- The U.S. still needed to protect economic interests in Mexico
- The U.S. gave $10 million in aid to Russia during a famine
- The U.S. still signed the “Kellogg-Briand Pact” with 61 other nations (which outlawed war)
The Roaring Twenties
The Jazz Age and Popular Culture
# New Cultural Trends

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<th>Radio and movies unite people of different regions</th>
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<td>Crime rises as people find ways to avoid the ban on alcohol</td>
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<td>Many Christians promote a literal interpretation of the Bible and return to traditional values</td>
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<td>Modernism</td>
<td>Literature and art depict postwar disillusionment and the influence of the subconscious on human behavior</td>
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<td>Jazz</td>
<td>Musical style blends elements of African American and European forms</td>
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<td>Harlem Renaissance</td>
<td>Literature and art express pride and aspirations of African Americans</td>
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American Fundamentalism

- Fundamentalism – a Protestant religious movement grounded in the belief that all the stories and details in the Bible are literally true
- Bible is “God-breathed”
- Rejected some elements of science, specifically Darwinism
The New Woman - Modernism

- **Flapper** – one of the free-thinking young women who embraced the new fashions and urban attitudes of the 1920s
- Bob haircuts
- Knee-length dresses
Expanding News Coverage

- Newspapers
- Mass circulation magazines
  - Reader’s Digest
  - Time
  - Life

Radio Comes of Age

1927 – first World Series broadcast on radio
Columbia Broadcasting System and National Broadcasting Company
The Scopes (Monkey) Trial

- A science teacher was arrested for teaching evolution

- Defended by Clarence Darrow and the (American Civil Liberties Union)

- Prosecuted by William Jennings Bryan

- Inherit the Wind

The Scopes Trial
Dayton, Tennessee in March 1925
Prohibition

- Small town vs. big city
- 18th Amendment
- Prohibition – the manufacture, sale, and distribution of alcohol were legally prohibited
  - Cause of corruption, crime, other social problems
  - Support from South and west
  - Women’s Christian Temperance Union
Speakeasies and Bootleggers

Speakeasies – a place where alcoholic drinks were sold and consumed illegally during Prohibition

Bootleggers – a person who smuggled alcoholic beverages into the United States during Prohibition

Moonshine stills

NASCAR
Organized Crime

- Al Capone – Chicago gangster
- Controlled black market in Chicago through violence, bribery, and intimidation
- Never convicted of any crime besides tax evasion
Limiting Immigration

- Nativism pressures government into setting quotas for immigration
- Quota system – established the maximum number of people who could enter the United States from each foreign country
- Discriminatory to southern and eastern Europeans
- Forbade Japanese immigration
Bellwork
How did your life change when you were old enough to drive an automobile?
A Superficial Prosperity

- Producing Great Quantities of Goods
  - Goods and services flooded the market
- Farmers suffered because of the surplus of food
  - Drove the prices of food down
Buying Goods on Credit

**Installment plan** – an arrangement in which a purchaser pays over an extended time, without having to put down much money at the time of purchase.
Industries Flourish

The Young Airplane Industry

Charles Lindbergh-Barnstormer, First solo transatlantic flight

Amelia Earhart-First solo woman transatlantic flight
American Industries Flourish

Ford’s Model T

Built using an assembly line – used conveyer belts to move parts and partly assembled cars from one group of workers to another

Price

1908 - $950
1925 - $295
**Ford Model “T” Touring Car**

**Completely Equipped**

- Complete Equipment
- Includes: Carburetor, Top, Windshield, Speedometer, Gas Lights, Generator, Horn, Oil Lamps, Tools
- Price F.O.B. Detroit: $950

**4 Cylinders, 22 H.P.**

- Wheelbase 100 Inches

Absolutely the Greatest Value Ever Offered to the American Public.

**Ford Auto Co.,**

1725 West Broad Street, Richmond, Virginia.

Of all the times of the year when you need a Ford car, that time is NOW!

Wherever you live—in town or country—owning a Ford car helps you to get the most out of life.

Every day without a Ford means lost hours of healthy motoring pleasure.

The Ford gives you unlimited chance to get away into new surroundings every day—a picnic supper or a cool spin in the evening to enjoy the countryside or a visit with friends.

These advantages make for greater enjoyment of life—bring you rest and relaxation at a cost so low that it will surprise you.

By stimulating good health and efficiency, owning a Ford increases your earning power.

Buy your Ford now or start weekly payments on it.
Rise of the Automobile

- Mass Production; Lowers prices
- Decline of railroads & trolleys
- Growth of Suburbs
- Greater Freedom
- Growth related industries
- Highway system

Higher wages for workers
The Impact of the Automobile

- Mobility
- **Urban sprawl** – the unplanned and uncontrolled spreading of cities into surrounding regions
- Industrial plants in Detroit, Flint, and Pontiac, MI (cars), Akron, OH (tires)
- Oil in California and Texas
Standards of Living Change

Electrical Conveniences

Electricity to the suburbs

Irons

Refrigerators

Ranges

Toasters
Create print or radio ads for the Model T.

Remember that Henry Ford intended the Model T to be affordable for most people. Try to think of ways to appeal to consumers who have never owned a car and who may think a car is beyond their means (possibly reference the installment buying that is now available).
The 1920s (sometimes known as the roaring 20s) was a time of baseball, jazz, dancing, daring stunts, outrageous fashions, and extravagant spending. It was also a time of relative economic prosperity for the United States. Do you think wild behavior goes along with riches? Back up your argument with a few examples, either of individuals, nations, or other periods in United States history.
Harlem Renaissance

The creativity of African American writers, artists, and musicians who gathered in Harlem in the 1920s led to the exploration of what it meant to be black in America.
Marcus Garvey

- Born in Jamaica
- “Back to Africa” movement
- Began the UNIA (Universal Negro Improvement Association)
  - Had 2.5 million members
- Convicted of mail fraud and sent back to Jamaica
Jazz, a combination of blues and ragtime, was a distinctly American form of music.

Nightclubs opened in Harlem, where people came to hear the great jazz musicians.

Jazz music led to new dances, like the Charleston, that included kicks, twists, and turns.