

# The "Roaring" Twenties



# The 1920s

- Economy
- Society
- Politics
- Foreign Relations

Change

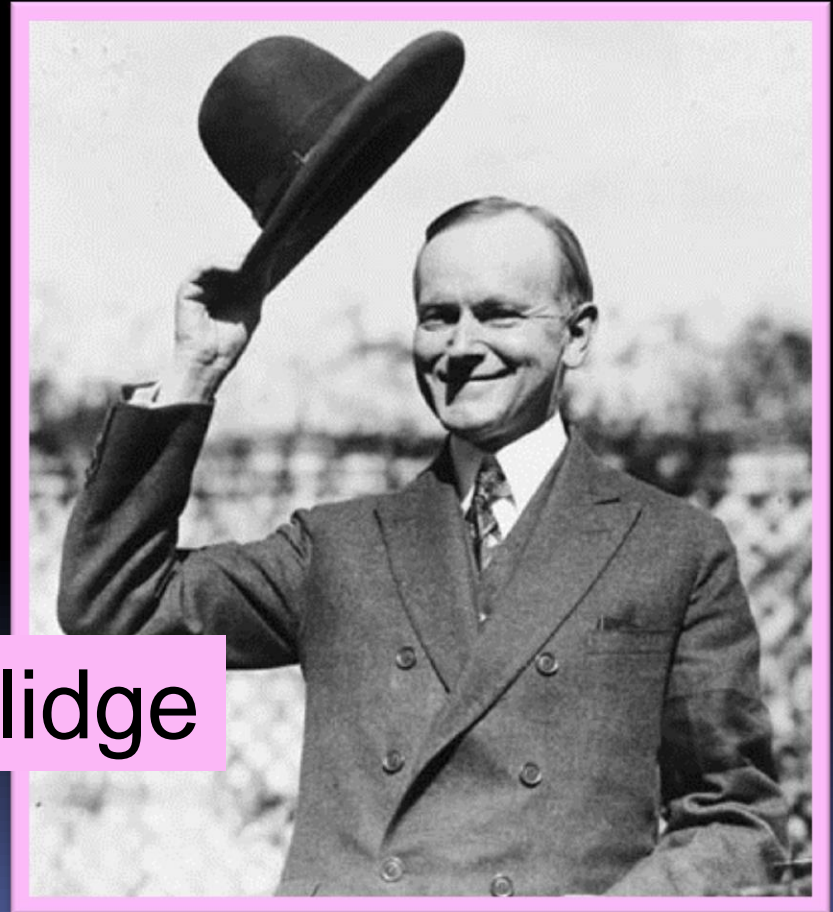
Resistance to Change

# Economy

- “Boom time”
- Rebuilding Europe
- Second Industrial Revolution

“Creditor nation”

“...the chief business of the American people is business...The man who builds a factory, builds a temple. The man who works there worships there.”



Calvin Coolidge

# Stock market

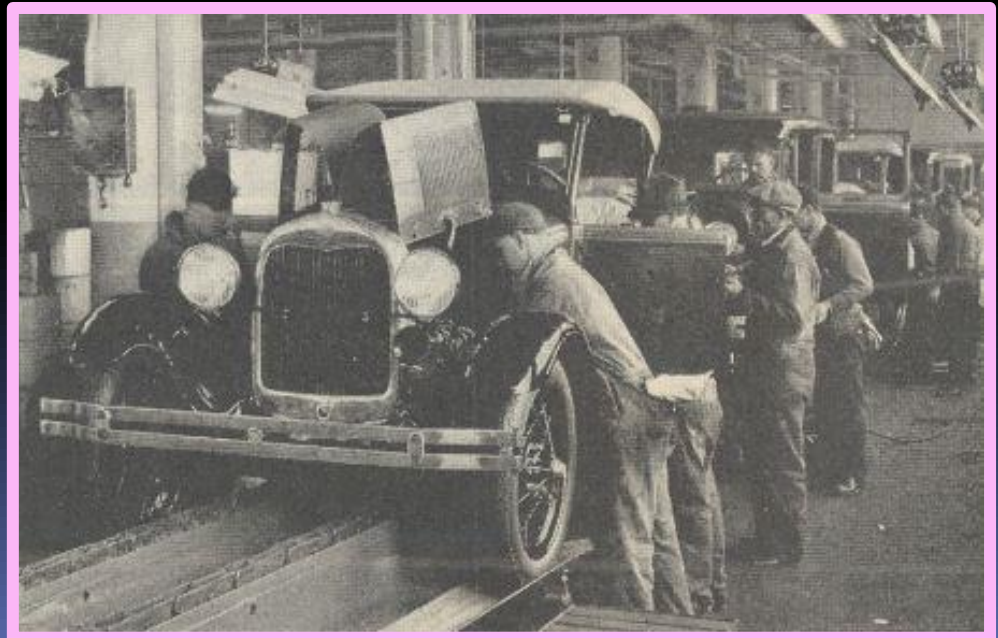


“on margin”

# “Welfare capitalism”

- Benefits for workers
- Increase productivity
- Reduce turnover
- Weaken Unions

“fordism”



# Economy – Consumer-Driven

**IS THIS YOU FIVE YEARS FROM NOW?**  
*When tempted to over-indulge*  
**"Reach for a Lucky instead"**



Be moderate—be moderate in all things, even in smoking. Avoid that future shadow\* by avoiding over-indulgence, if you would maintain that modern, ever youthful figure. "Reach for a Lucky instead."

**Lucky Strike**, the finest Cigarette you ever smoked, made of the finest tobacco—The Cream of the Crop—"IT'S TOASTED." **Lucky Strike** has an extra, secret heating process. Everyone knows that heat purifies and so 20,679 physicians say that **Luckies** are less irritating to your throat.



**"It's toasted"**  
**Your Throat Protection—against irritation—against cough.**  
\*We do not say smoking **Luckies** reduces flesh. We do say when tempted to over-indulge, "Reach for a **Lucky** instead."

# OLD GOLD

## CIGARETTES

*Smoother and Better*

Presenting... **BASE BUTH**  
*in the Best Old Gold cigarette set*



*"Old Gold" delivers and smoothness combined in "reach for the best" in the best!"*  
*—John L. Lewis*

Not a cough in a carload.



Drink **Coca-Cola**  
 5¢

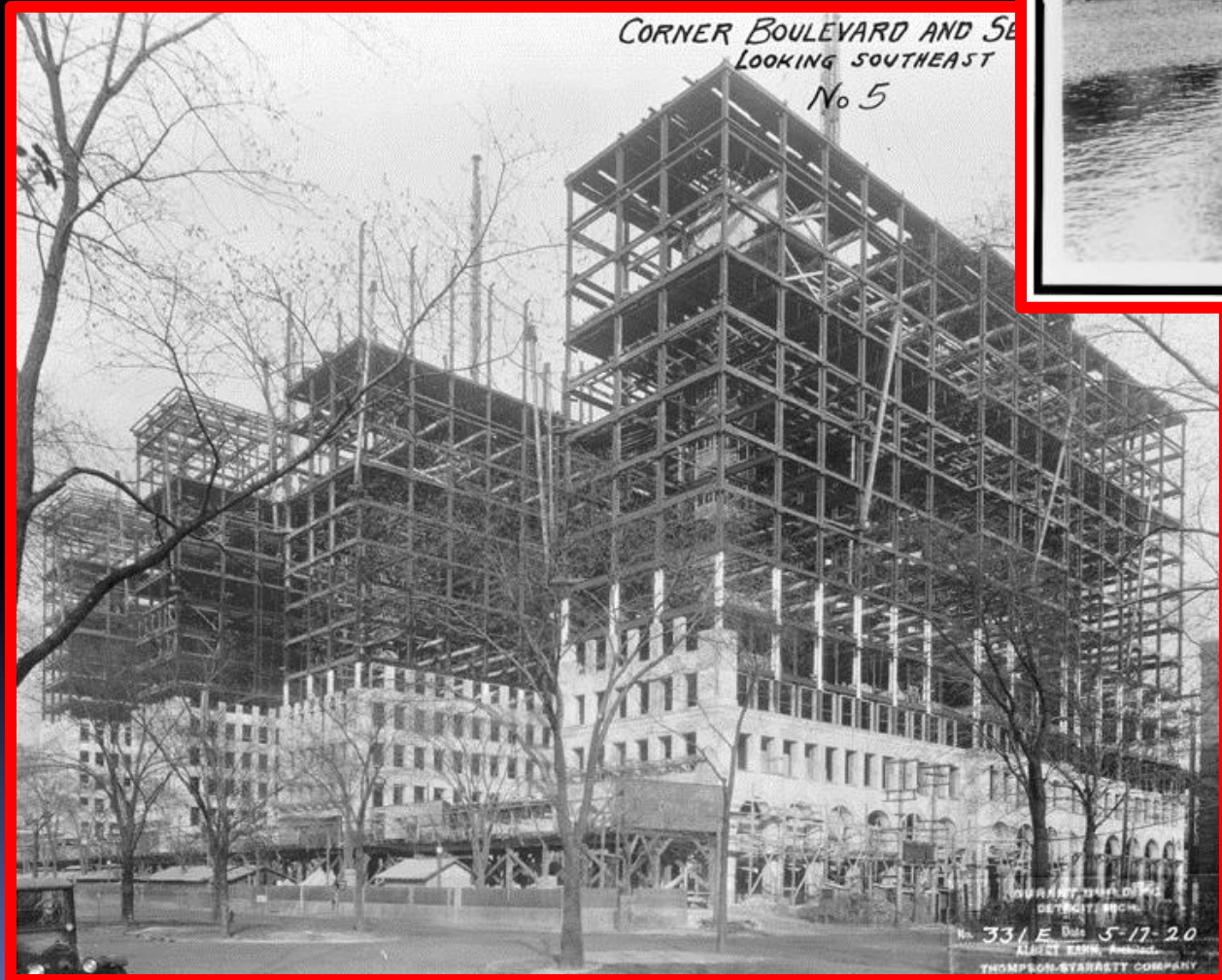
**Refresh Yourself**

AMERICAN LITHO

These warm summer days, there is no more restful and refreshing moment than to stop at a cool and cheerful soda fountain and enjoy Coca-Cola.

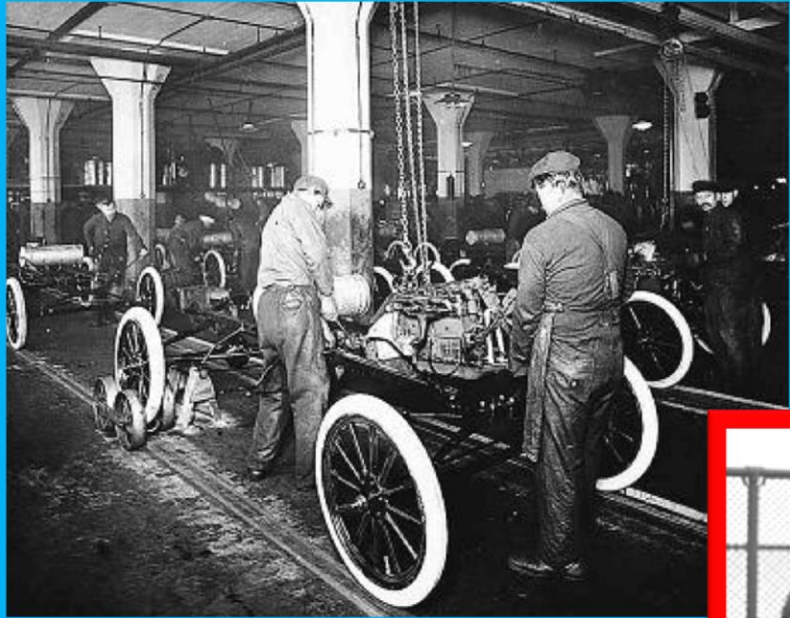
The Coca-Cola Co., Atlanta, Ga.

# Construction

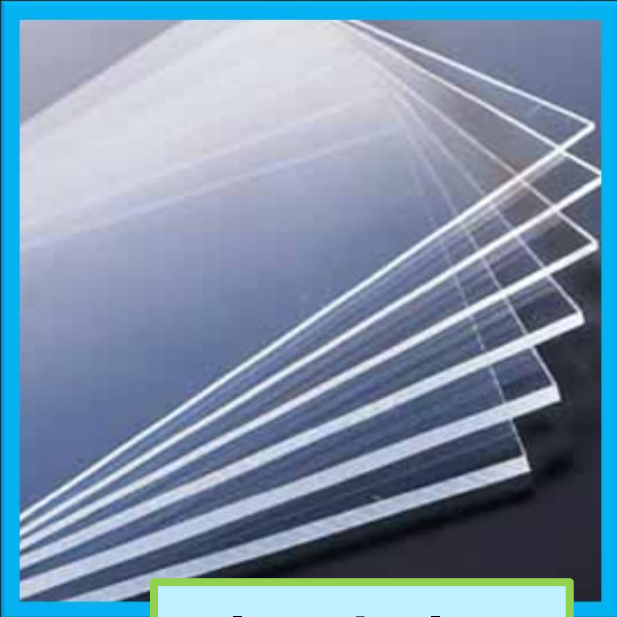
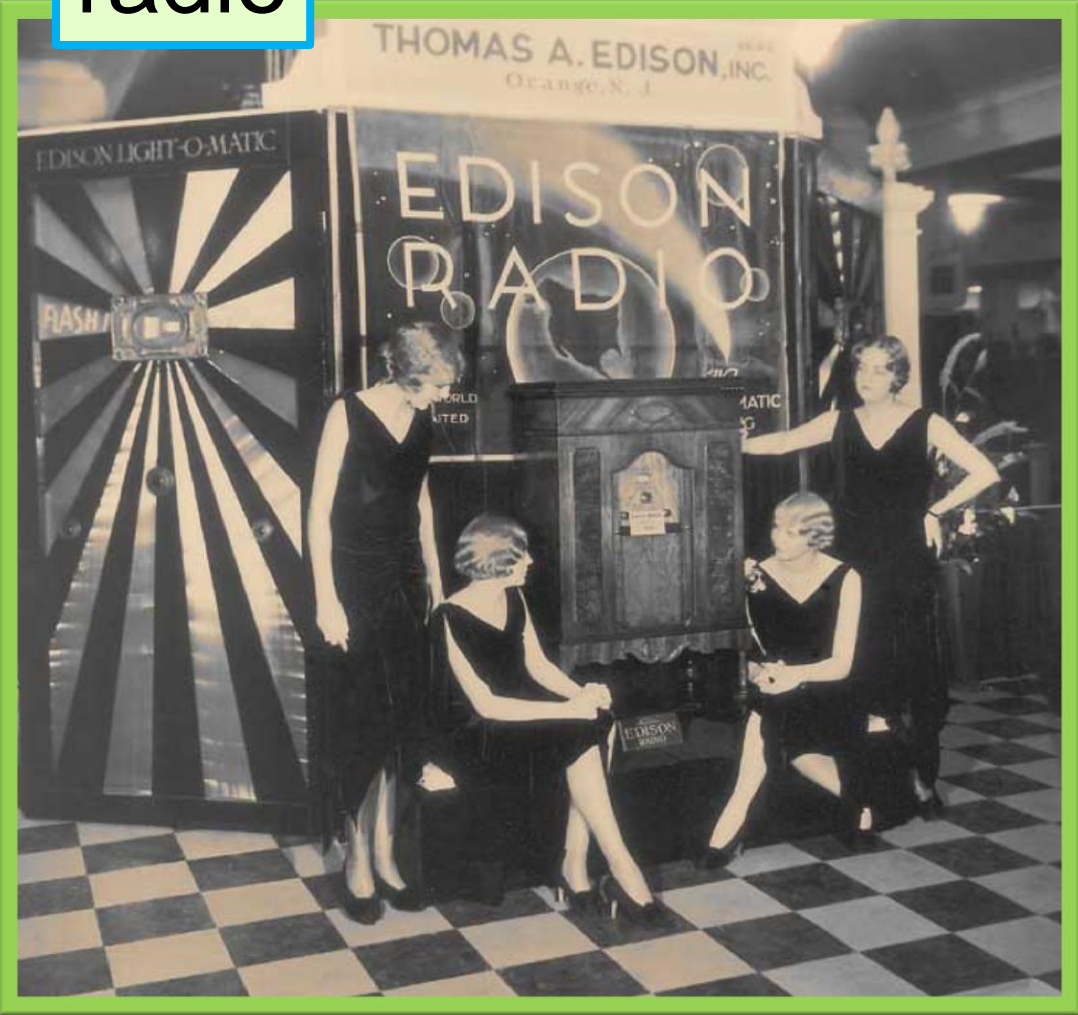




# Automobile



radio



plexiglas

# Motion pictures



“talkies”



# Aviation



Amelia Earhart



Charles Lindbergh

# Social & Cultural

## ➤ Women's rights movement

- “Flappers”
- ERA – Equal Rights Amendment



# Social & Cultural

- “New Negro movement”
- Harlem Renaissance



# “Great Migration”

- African American migration to northern cities
- By 1930, 1.3 million



The Great Migration, 1916–1930



Map by Michael Siegel  
Rutgers Cartography 2005

Source: "The Atlas of African-American History and Politics"



# 1920 – U.S. Census

## Urban America

1870      10 million  
 1920      54 million

Page No. 9

SCHEDULE 1. Inhabitants in Rutland Township in the County of Montgomery, State of Pennsylvania, enumerated by me on the 13 day of August, 1870. John Chapman, Asst. Marshal.

Post Office: Montgomery City

No. of Dwelling	Name	Sex	Age	Color	Profession, Occupation, or Trade	Value of Real Estate		Place of Birth	Parental Birth		Whether deaf and dumb, blind, insane, or idiotic	Whether blind, deaf, or idiotic
						Male	Female		Male	Female		
1	David G. A.	M	27.5	W	Keyping house			Ill				
2	Wm. D.	M	10.5	W				Penn				
3	Wm. D.	M	2.5	W				Penn				
4	Wm. D.	M	2.5	W				Penn				
5	78.84 Andrew B. B.	M	27.5	W	Farmer	200		Ohio				
6	Wm. B.	M	21.5	W	Keyping house			Ill				
7	Wm. B.	M	3.5	W				Ill				
8	Wm. B.	M	1.5	W				Ill				
9	50.50 Brindley G. B.	M	27.5	W	Farmer	400		Penn				
10	Wm. B.	M	22.5	W	Keyping house			Penn				
11	Mary	F	11.5	W	at home			Ill				
12	Wm. B.	M	11.5	W				Ill				
13	Wm. B.	M	11.5	W				Ill				
14	50.50 Wm. B.	M	27.5	W	Farmer	400		Ill				
15	Mary	F	27.5	W	Farmer			Penn				
16	Wm. B.	M	17.5	W	Keyping house			Ill				
17	M. D.	M	15.5	W	at home			Ill				
18	Wm. B.	M	13.5	W	at home			Ill				
19	Wm. B.	M	11.5	W	at home			Ill				
20	Wm. B.	M	10.5	W	at home			Ill				
21	Wm. B.	M	8.5	W				Ill				
22	Wm. B.	M	6.5	W				Ill				
23	Wm. B.	M	4.5	W				Ill				
24	Wm. B.	M	2.5	W				Ill				
25	M. D.	M	27.5	W				Ill				
26	86.87 John A. K.	M	36.5	W	Farmer	200		Ill				
27	Wm. B.	M	23.5	W	Keyping house			Ill				
28	Joseph	M	11.5	W	at home			Ill				
29	Henry	M	9.5	W				Ill				
30	Frank	M	7.5	W				Ill				
31	David	M	5.5	W				Ill				
32	27.88 Rowley J. L.	M	27.5	W	Farmer	170		M.D.				
33	88.89 John B.	M	28.5	W	Keyping house	170		Penn				
34	Mary	F	26.5	W	Keyping house			Penn				
35	Geo. A.	M	24.5	W	Physician	170		Penn				
36	Bern. Wm. E.	M	21.5	W	Domestic serv.			M.D.				
37	89.90 Angles G. F.	M	34.5	W	Carpenter	200		N.Y.				
38	Marshall	M	30.5	W	Keyping house			Wisconsin				
39	Mary	F	5.5	W				Iris				
40	Laura	F	3.5	W				Iris				

No. of dwellings 7, No. of white families 24, No. of males, foreign born 1, No. of females 7, " " colored males 3, " " females " 1, " " white males 14, " " females 2, " " blind.

1850 No. of whites 351, 1011, 8

# “Culture Wars”

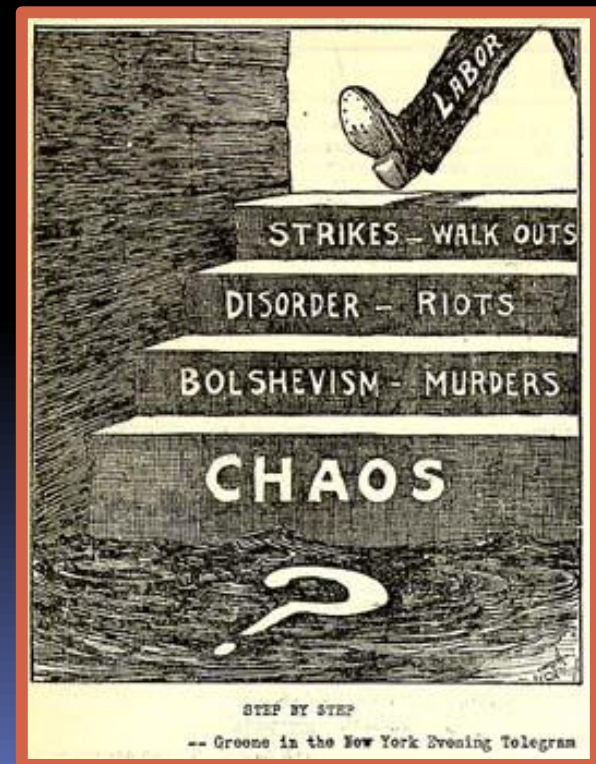
- Traditional vs. modern
- Conservative vs. “progressive”
- Rural vs. urban

Change

Resistance to Change

# Culture Wars

- Fear of radical beliefs
- Fear of radical activities
- Anti-immigrant sentiments (“nativism”)

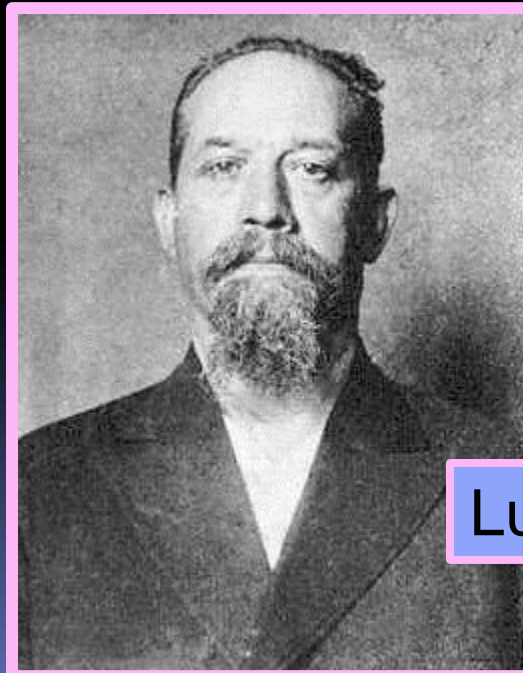


# “radicals”

- “Bolshevists” (communists)
- Anarchists
- “Syndicalists”
- Unions
- immigrants



Emma Goldman



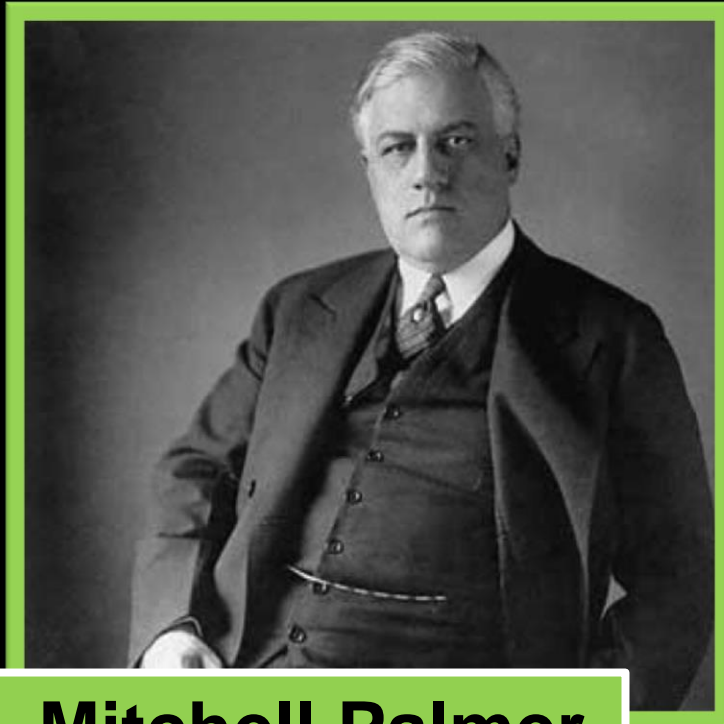
Luigi Galleani

# Some radical “goals”

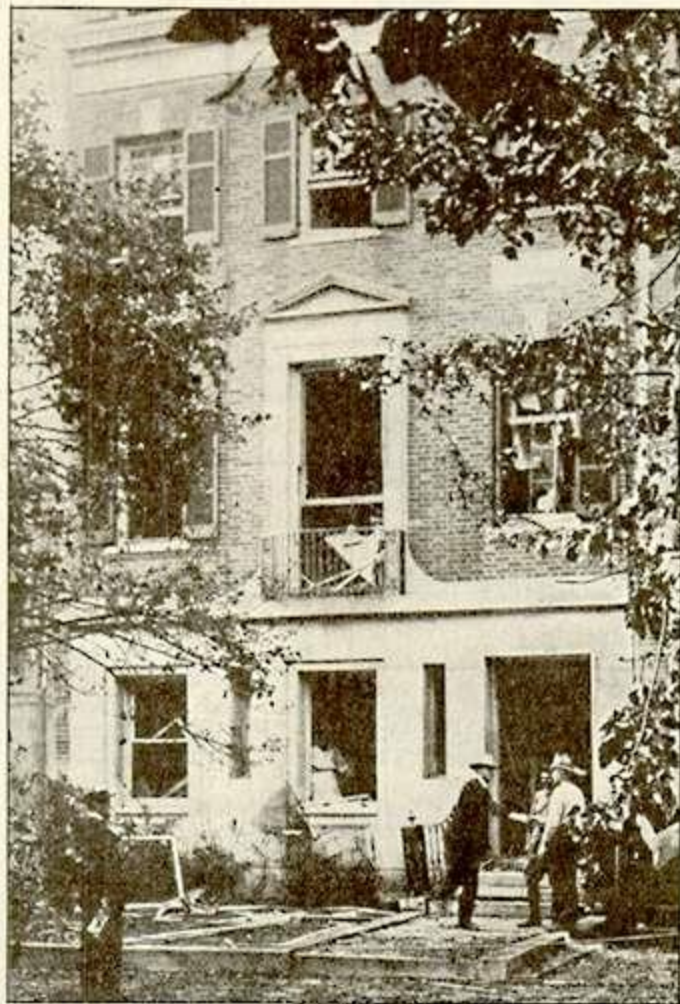
- Revolution/worker’s revolution
- Overthrow democracy
- Overthrow capitalism
- Spread communism/socialism
- Redistribute wealth/social order

# Radical “methods”

- Bombs
- Mail bombs
- Assassinations
- Inciting General violence/disorder
  - Strikes
  - Race riots



**A. Mitchell Palmer,  
Atty General**



**"THESE ATTACKS WILL ONLY INCREASE THE  
ACTIVITIES OF OUR CRIME-DETECTING FORCES,"**  
Declares Attorney-General Palmer, whose Washington home, shown  
above, was damaged by a bomb-explosion on June 2.

**June, 1919**

# Radical “methods”

Wall Street Sept 1920

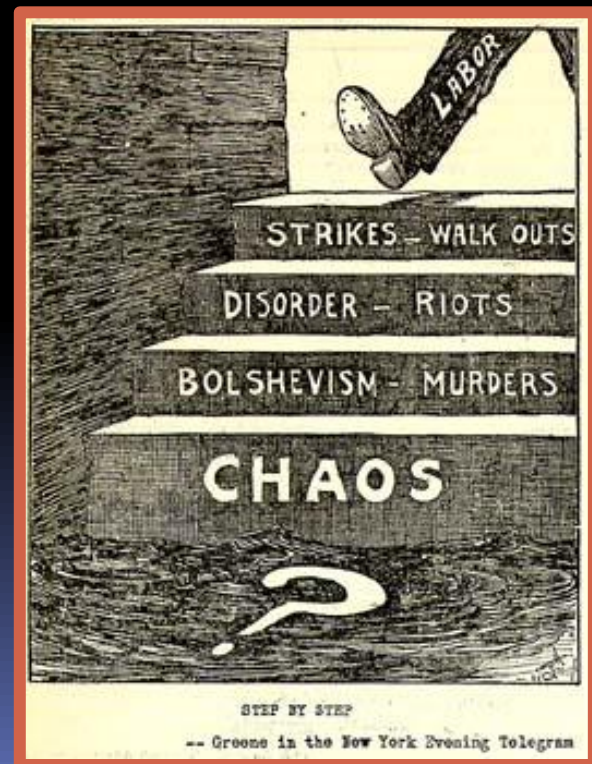


1919 – Chicago Race Riot



- Fear of radical beliefs
- Fear of radical activities
- Anti-immigrant sentiments (“nativism”)

## “Red Scare”



# Reaction to radical activities

- “Palmer raids” – police actions
- Targeting radicals & immigrants
  - Suppress radical organizations
  - Round up/detain suspected radicals
  - Illegal searches, seizures
  - unwarranted deportations
  - Violations of due process

# Culture Wars - nativism

## ➤ Sacco & Vanzetti



A page from the 'Industrial Worker' newspaper, dated August 11, 1927. The main headline reads 'SACCO-VANZETTI TO DIE!' in large, bold letters. Below it, a sub-headline says 'Date of Execution Set for Thursday, August 11th'. To the left of the main headline, there is a smaller headline: 'FEDERAL LYING OF SACCO AND VANZETTI MEANS DEATH OF RESPECT FOR ALL CAPITALIST INSTITUTIONS'. To the right, another headline reads 'HERE IS SOME OF THE STARTLING EVIDENCE WHICH THAYER AND GOV. FULLER SAYS IS NOT SUFFICIENT'. The page contains several columns of text, including a section titled 'Highlights on the Sacco and Vanzetti Case' and a small portrait of a man. The newspaper's masthead at the top includes the title 'Industrial Worker' and the slogan 'Official Western Organ of the Industrial Workers of the World'. There are also smaller headlines like 'These Two Men Must Die!' and 'Affidavit of Lawrence Lathrop'.

# End of “Red Scare”

➤ Palmer discredited

American Civil Liberties Union  
(ACLU) established

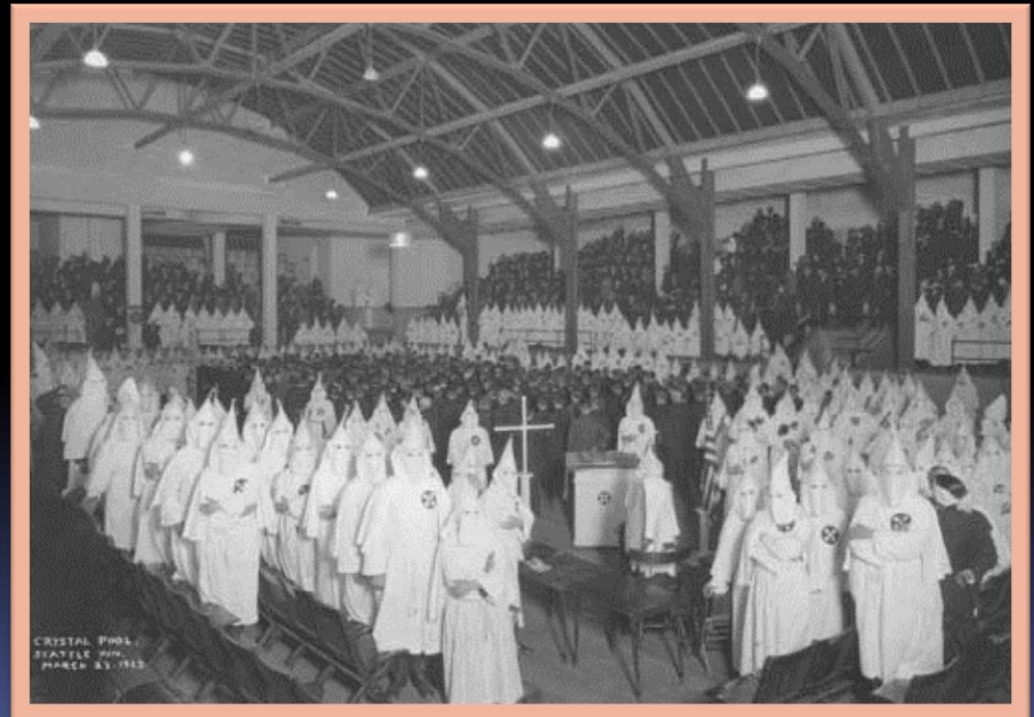


# Culture Wars - racism

## ➤ “Second” Ku Klux Klan



Colonel William Simmons



# Culture Wars - Rural-Urban Conflict

## ➤ Prohibition

- 18<sup>th</sup> Amendment
- Volstead Act



# “Speakeasies”



# Gangsters



Bugs Moran



Al Capone



Machine Gun Kelly



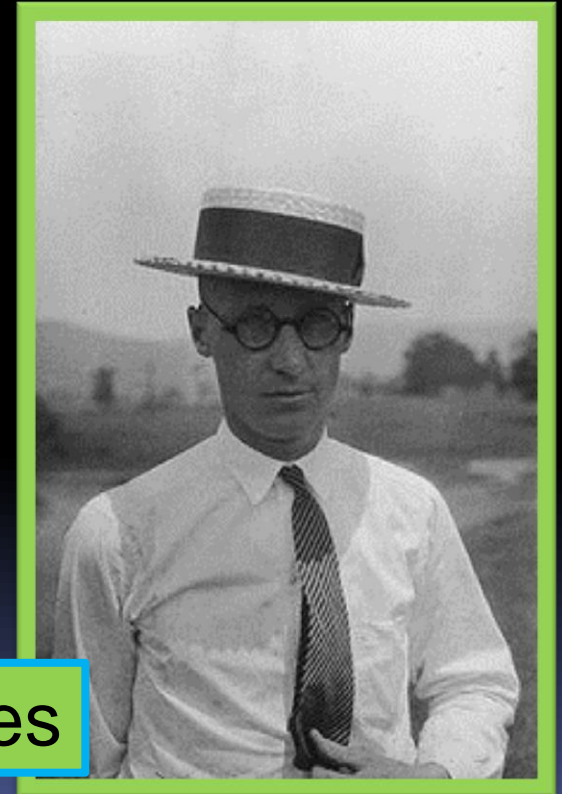
# F.B.I.



J. Edgar Hoover

# Culture Wars - religion

- “Modernists” vs. religious fundamentalists
  - Scopes “Monkey” Trial, 1925
  - Teaching of Evolution



John Scopes

Clarence Darrow



William Jennings Bryan



# Evolution Trial



INSTRUMENT OF THE BECH  
**THE ONION**  
 PACIFIER OF THE POOR  
 Monday, July 30, 1925  
 Finest Source of News  
 In Our Great Republic  
 Price Three Cents

## SCOPES MONKEY TRIAL RAISES TROUBLING QUESTION: IS SCIENCE BEING TAUGHT IN OUR SCHOOLS?

Scopes Trial Called "Trial of the Century"

### SHOULD CHILDREN BE EXPOSED TO FACTS?

Are Reason and Empirical Evidence Suitable School Subjects?

Scopes Defended By Super-Intelligent Chimpanzee-Man From Future

DAYTON, Tenn., July 19.—The sensational trial of science teacher John Scopes is now being called the "trial of the century" by experts in the study of law.

Never before—and likely never again—has so much public and newspaper attention been generated by a single court trial in America. According to Harvard Law professor Samuel M. Williston, "There will never again be a trial such as this, where publishers of well-known books and noted periodicals are scrambling to publish the proceedings of the trial."

"There is something unique about this Scopes trial," he said.

The trial is so unusual, the professor explained, that it merits being called the "trial of the century" from now until the year 2000.

"It is not likely that another trial will take place in this century that will generate so much popular interest," he said.

The Opinion of Edward Thirkell, The Onion's Great and Science Editor

Science! The word is thrown about nowadays as if it were a miracle of the Age. To hear its fanatical, well-read supporters talk, one would think that Science could explain everything in all Creation, and that these "Scientists" were privy to the very secrets of the universe. They say that this century will be the reign of Science, and that the nation's might depends upon its adaptation and comprehension by every man. They claim that if we are to be a great civilization, we must even teach that Science to our schoolchildren.

As a man who holds that the welfare of the country takes precedence over any other human concern, I must stand firmly against the teaching of Science in our schools. This Science has already caused turmoil among God-fearing folk who did not wish to learn that they, as human creatures, may have descended from apes. What if Science were to champion other truths, provable and real, which people do not want to hear? Should we allow our citizens to become aware of facts which go against their chosen beliefs? It would cause untold turmoil and strife among our people! The people's reaction would cause division and conflict in our nation; they would doubtless outweigh any benefits of the actual scientific discovery.

"Should we teach our children facts like this? Lay a thousand tons on it! As they grow up, they will be farmers, housewives, mill workers,

and coal miners; facts are the last things they will need! Manners! Subservience! Above all, obedience! To speak only when spoken to, and not to cause trouble! There are the principles upon which our educational system was founded. Why in the name of God should we regard it with a system that ignores a good and obedient man to ask questions? A good and obedient man is not a trouble-maker. He is a man who is not looking of the sort. It is consistent with the religion given by his betters.

Humanity's noblest heroes were not men who cared about facts. They were men who stood up for what they believed in, and to Hell with facts! To Hell with any truth not their own! Our most cherished heroes would fight to the death, bludgeoning their enemies repeatedly, wholly uninterested whether they were right or wrong.

Once something is accepted as true, it should be true forever. The noble ideal, with its emphasis on unquestioning acceptance and obedience to authority, is what we should teach our children. It is the rock upon which we have built our government, our religion, and our American way of life, and it is the very ideal facts which Science seeks to thwart with its new "discovery" and impersonal ledgers of "facts."

Learning! Why should we provide our citizens with learning? Does learning mathematics aid a man who will spend the rest of his life smelting iron in a furnace? Does learning that Man comes from apes—if he indeed does, which seems to be a subject of our dear child, debate—change the lot of men.



Alton Charles Darrow spoke words that have a meaning to the millions of children in the American school system.

Darrow, who lives out her years shuttling between the boarding-school and the walking stool? I say it does not. Furthermore, it fills the brains of children with useless facts which do not help them to become good American citizens. Does a child have any inherent moral values? Does Science know that Science allowed the Germans to develop the mustard gas and the poison gas that religion has never been used so evil fashion? Of course not.

It is possible that we, with our motors and airplanes powered by the new internal-combustion engines, have already started down a slippery slope of destruction. We were not content to stay with time-honored steam, to travel in our dignified trains and coast-and-fours. But we can take action now, before it is too late. We can turn our backs on our present course and turn our backs on the deadly march of Progress. We must cease to try to achieve this than to keep the hellborn demon Science, and his diabolical Facts, from coming into contact with our dear child.

BYRON DISCREDITS APE  
 When cross-examining the chimp, outraged prosecutor William Jennings Bryan loudly derided the validity of his testimony.

"None of these tales can possibly be more than the wildest science-based fictions!" the famed orator said. "Does the Bible tell us of a planet of apes or a subsequent adventure beneath it?" he asked. "I do not. I submit to you that this Cornelius is not even a Christian, has never been baptized, and has, of his own admission, no knowledge of the teachings or even the existence of Christ our Lord and Saviour."

Byron went on to further discredit Cornelius. "By the ape's own admission, all records of the previous civilizations of this world were destroyed in the so-called ancient thermoclastic wars; whatever that means; therefore Cornelius cannot have known of the teachings of Christ in any form. I thus submit that his testimony is that of a godless atheist!"

APPE CONTRACTS BIBLE  
 Bryan then turned to the jury and said, "Ladies and gentlemen, the Bible, ultimate authority of all the laws of God and man, tells us in Revelations of the coming of a seven-headed dragon at the end of the world, not of any 'Dinosaur Bomb' in the year 2000. Nor does it mention any time written created by the destruction of such a device, nor of any odd of mutant humans who preserve and worship such a bomb for thousands of years in subterranean tunnels."

"This ape's testimony," Bryan continued, pointing at Cornelius, "stands in blatant contrast to the holy testament of God in His Bible, and I submit to you that you would have our school-children taught the cross, not of any odd of mutant humans who preserve and worship such a bomb for thousands of years in subterranean tunnels."

THE DEFENDANT  
 The defendant—John T. Scopes, 24, formerly science teacher in the Rhea county, Tenn., public schools, in his first position after being graduated from the University of Kentucky.



Bessie Smith Signs 3-Cylinder Deal With O-Keh Records

SPECTER OF FAMOUS LOOKS OVER WORLD, WARMS STAN LAUREL

INDIANA CURIOUSLY FREE OF JAZZ MENACE

TODAY'S WIRELESS RADIO SCHEDULE  
 8:00 am. to 9:00 am. WABC  
 9:00 am. to 9:30 am. WABC  
 9:30 am. to 10:00 am. WABC  
 10:00 am. to 11:00 am. WABC

LITERATURE  
**Complexity Marks New Fitzgerald Nobel, 'Zelda, Be a Dear and Fix Me Another Ginn Fitz, You Incurrible Harlot I Love You'**

Looking?  
 Perfect our new Unspoolable...  
 Available at most pharmacies...  
 Mitchell Hygiene Company, Grayson, Ohio



## EVOLUTION TRIAL OPENED BY PRAYER; JUDGE HAS A BIBLE

### PERSONNEL OF EVOLUTION CASE

Bryan Gets a Round of Applause Upon Entering the Room.

Bird's Eye View of Men, Etc., in Famous Trial Opening Today in Tenn.

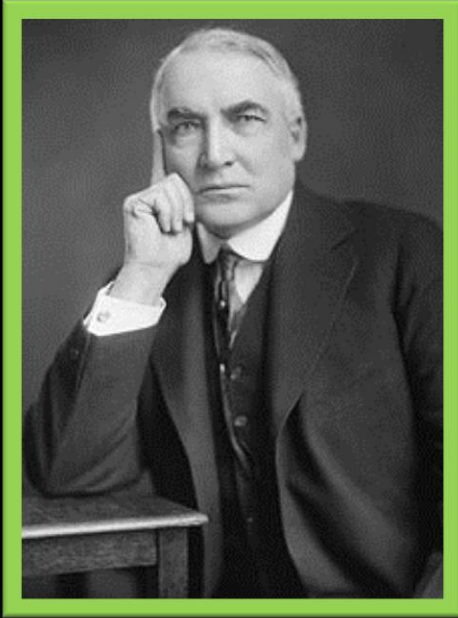
J. T. RAWLSTON THE JUDGE

Courtroom is Crowded With People, Who Overflow Steps and Corridors.

The defendant—John T. Scopes, 24, formerly science teacher in the Rhea county, Tenn., public schools, in his first position after being graduated from the University of Kentucky.

# 1920s Politics

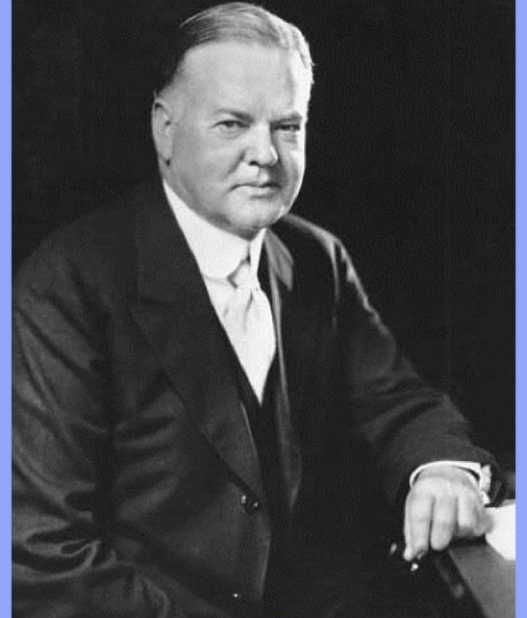
➤ Republicans dominate



Warren G. Harding



Calvin Coolidge



Herbert Hoover

# 1920s Politics

- Democrats - split
  - Rural, southern, white supremacist
  - Urban, northern, immigrant

# 1920s Politics

## ➤ Election of 1928

- “New” Democrat
- Urban
- Child of immigrants
- Catholic



Al Smith



## IOWA VOTES FOR PAVED ROADS

EXTRA!

IOWA CITY PRESS-CITIZEN

EXTRA!

# HOOVER WINS!

Election Ballot:

1928 VOTES

The Next President

Smith Concedes  
Defeat; Landon  
Dashes His Hope





# Stock Market Crashes

➤ Oct 29, 1929

