Quiz
1. How did Henry Ford build the Automobile Industry?
2. What was one way American consumer culture increased?
3. Who was one artist who came out of “The Creative Era” in jazz, literature, visual, or architecture?
4. What was one cause of the Great Depression?

The 1920 Election
Wilson’s idealism and Treaty of Versailles led many Americans to vote for the Republican, Warren Harding...
US turned inward and feared anything that was European...

The Ohio Gang:
- President Warren Harding (front row, third from right), Vice-President Calvin Coolidge (front row, second from right), and members of the cabinet.

Republican Policies
- Harding’s Return to “normalcy”
- tariffs raised
- corporate, income taxes cut
- spending cuts
- Government-business cooperation
- “The business of government, is business”
- Return to “isolation”
**BUSINESS – FRIENDLY GOVERNMENT**

- Calvin Coolidge
- "The business of America is business"

**The 1924 Election**

Calvin Coolidge served as President from 1923 to 1929.

"Silent Cal".

Republican president

<table>
<thead>
<tr>
<th>Candidate</th>
<th>Party</th>
<th>Popular Vote</th>
<th>Electoral Vote</th>
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<tbody>
<tr>
<td>Coolidge</td>
<td>Republican</td>
<td>15,717,553</td>
<td>382</td>
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<tr>
<td>Davis</td>
<td>Democrat</td>
<td>8,386,169</td>
<td>136</td>
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<tr>
<td>La Follette</td>
<td>Progressive</td>
<td>4,814,050</td>
<td>13</td>
</tr>
</tbody>
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**TEAPOT DOME SCANDAL.**

- Fall had received a bribe of $100,000 from Doheny and about three times that amount from Sinclair.
- Fall found guilty of taking a bribe.
- Sinclair and Doheny were acquitted of charges.

**CONSUMERISM**

- (electric) appliances
- automobiles
- advertising (image vs. utility)
- buying on credit
- chain stores

**CONSUMERISM: Impact of the Automobile**

- Replaced the railroad as the key promoter of economic growth (steel, glass, rubber, gasoline, highways)
- Daily life: commuting, shopping, traveling, "courting"

- Increase in sales: 1913 - 1.2 million registered; 1929 - 26.5 million registered (=almost one per family)

*Life* cover, July 1, 1926

Life founded per 100 American homes.
Automobiles & Industrial Expansion
- Henry Ford
- 'Fordism'

1913: 14 hours to build a new car
1928: New Ford off assembly line every 10 seconds

Trying out the new assembly line
Detroit, 1913

Henry Ford (1863-1947)

Impact of the Automobile: Trains and Automobiles 1900-1980

1913: 5 yrs wages
1920: 3 yrs wages

1928: New Ford off assembly line every 10 seconds

Automobiles & Consumerism

How did he ever get the money to buy a car?
Ford Weekly Purchasing Plan

Every family - with even the least
modest income, can now afford a car of their own.

July 4, Nantasket Beach, Massachusetts, early 1920s

Mass Culture: Radio

- New mass medium
  - 1920: First commercial radio station
  - By 1930: over 800 stations & 10 million radios
- Networks: NBC (1924), CBS (1927)

Radio sets, parts and accessories brought in $50 million in 1922...
  - $136 million in 1923
  - $852 million in 1929

Radio reached into every third home in its first decade.

Listening audience was 50,000,000 by 1925

Networks: NBC (1924), CBS (1927)

The Spread of Radio, to 1929

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The Spread of Radio, to 1929
**Mass Culture: Movies**
- Movie “palaces”
- “talkies” (1927)
- Will Hays

80 million tickets sold per week by 1930 (population: 100 million)

**The Flapper**
- Flappers sought individual freedom
- Known for their short “bobbed” hair
- Ongoing crusade for equal rights
- Most women remain in the “cult of domesticity” sphere
- Discovery of adolescence

**Role of Women: Women and Politics**
- Impact of suffrage
- League of Women Voters
- National Women’s Party
  - Alice Paul (founder)
  - Margaret Sanger—called for limiting number of children per family

**Changes in Literature & Art**

**Literature**
- “lost generation”
- F. Scott Fitzgerald—The Great Gatsby
- Sinclair Lewis—author who wrote about absurdities of small town life
- Ernest Hemingway—famous author
- Eugene O’Neill—modern playwright

**Changes in Literature & Art**

**Jazz**
- “The Jazz Age”
- Louis Armstrong
- Duke Ellington
- The Cotton Club

**Changes in Literature & Art**

**African Americans**
- Harlem Renaissance—African American culture in the form of literature, theatre and music that originated from Harlem New York
- Langston Hughes—key writer of HR
**Religion**

- “fundamentalism”
- Scopes Trial
- Evolution

---

**Scopes Trial A.K.A. Monkey Trial**

- Fundamentalism
  - Rejected ideas that implied human moral behavior came from society and nature, not God
  - Rejected Darwin’s theory of evolution—humans developed from lower life forms
  - Believed in creationism—God created world

**John T. Scopes**
- Biology teacher in Dayton TN recruited to teach evolution
- Arrested for teaching evolution

- Clarence Darrow—Scopes lawyer
- William Jennings Bryan—prosecutor
- Scopes found guilty after 8 days
  - Sentenced to $100 fine
  - Conviction later overturned on technicality

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**Social & Cultural Conflicts: Xenophobia and Racial Unrest**

- Communist International
  - 3rd International Goal (1919): promote worldwide communism
- Red Scare
- Palmer Raids (1920)

**Red Scare**

- Red Scare, 1919 to 1921, was a time of great upheaval...U.S. “scared out of their wits”.
- "Reds" as they were called, "Anarchists" or "Outside Foreign-Born Radical Agitators" (Communists).
- Anti-red hysteria came about after WWI and the Russian Revolution.
- 6,000 immigrants the government suspected of being Communists were arrested (Palmer Raids) and 600 were deported or expelled from the U.S.
- No due process was followed
**Birth of a Nation** - D.W. Griffith

"new" Ku Klux Klan

"American-ism"

---

Ku Klux Klan initiation, 1923. The Klan opposed all who were not "true Americans".

(c) 2000 IRC

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Prohibition

The noble experiment

"Speakeasies"

Al Capone

---

Government agents breaking up an illegal bar during Prohibition

Alphonse "Scarface" Capone