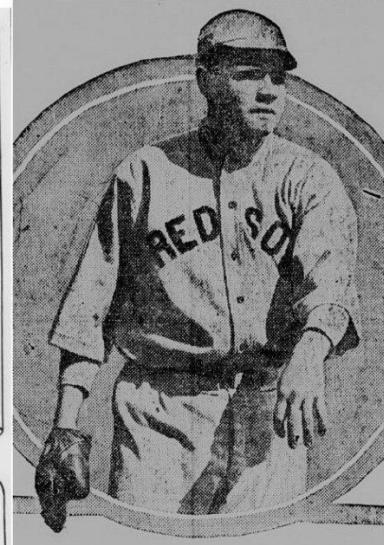




In These Roaring 'Twenties



From New Era to Great Depression: 1920-1932

Central Themes

- Big Business and Shaping the “New Era” of the 1920s
- Roaring Twenties Challenging Tradition
- Relationship Between Urban & Rural America
- President Hoover’s Response to the Economic Crash of 1929
- Economic Depression’s Impact on Life



The 1920s

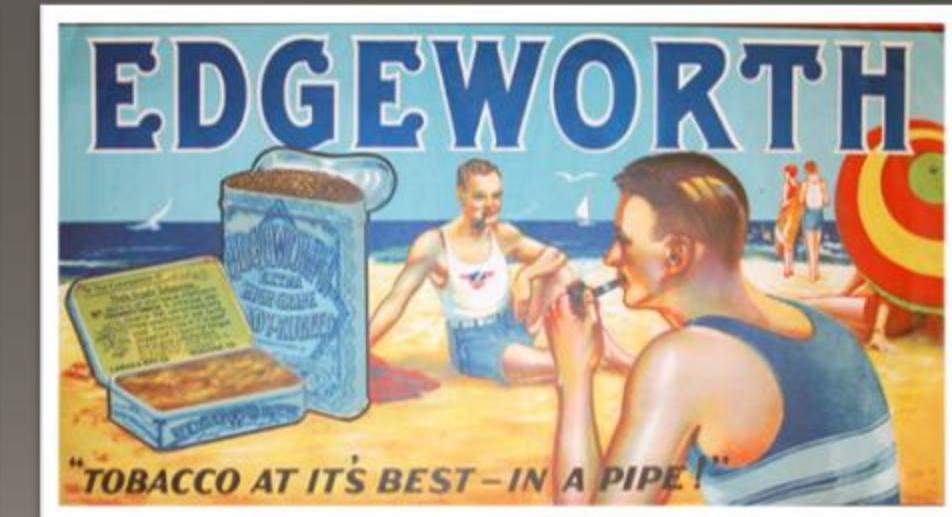
Business Shapes the 1920s

- Decline in Activism & Reform
- Private Economic Growth
- New Sense of Individualism
- “New Era”
 - Jazz Age
 - Roaring Twenties
 - Era of the Lost Generation



1920S: Business Boom

- “The business of America is business.” – Calvin Coolidge
- Business = Heart of American Civilization
- Economic Markets Home & Abroad
- Era of New Consumer Products & Birth of Advertisement



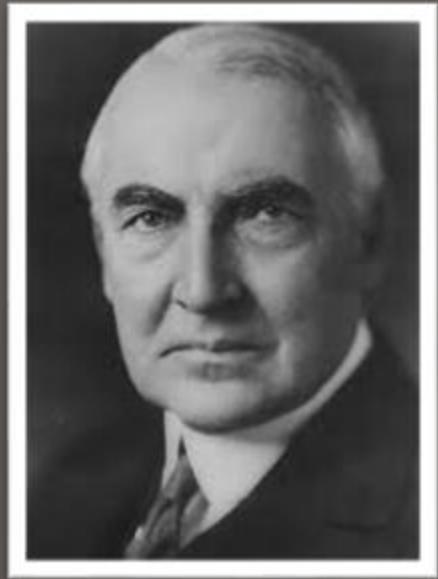
United States & Business Government

Republican Controlled White (1920-1933)

- Warren Harding Administration (1920-1924)
 - "Return to Normalcy"
 - Herbert Hoover - Secretary of Commerce
 - Andrew Mellon - Secretary of Treasury
 - Administration of Favoritism & Ability



Herbert Hoover
(1874-1964)



Warren Harding (1865-1923)



Andrew Mellon (1855-1937)





Harding Administration

- Unemployment: 20%
- Bankruptcy Amongst Farmers: Increased 10x

Harding Response:

- High Tariffs
- Price Supports for Agriculture
- Dismantle Wartime Government Control of Industry
 - Unregulated Private Business

Harding & American Enterprise

- Championed It
- Popular for It
- But... Friendliness Causes Trouble





Teapot Dome Scandal

Three Harding Appointees go to Jail

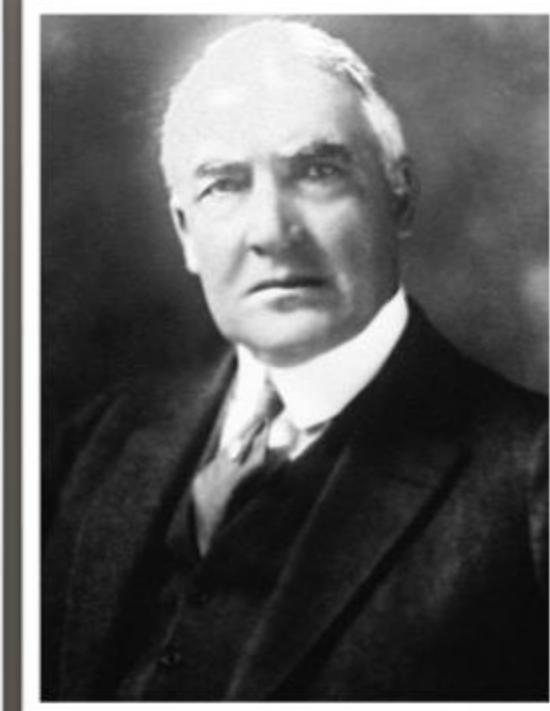
- Interior Secretary Albert Fall
 - Convicted of Taking Bribes
 - \$400,000+ to Lease Oil Reserves on Public Land
 - Teapot Dome, Wyoming



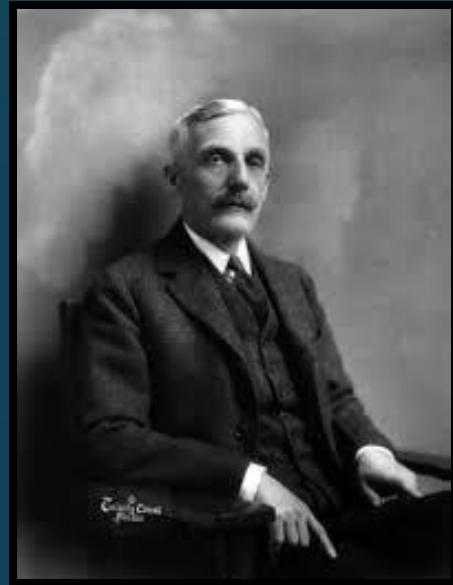
Harding's Personal Life

Harding Himself

- Affairs
 - 2+
 - One Illegitimate Daughter
 - Died of Heart Attack in Office
 - Calvin Coolidge President
 - Today: Ranked as One of the Presidents



Herbert Hoover
(1874-1964)



Andrew Mellon (1855-1937)



Calvin Coolidge & Big Business

- Extended Harding Agenda
 - Promote Business & Limit Government
- Secretary of Treasury Andrew Mellon
 - Cut Tax for Corporations & Wealthy Individuals; Reduced Government Control of Economy

Calvin Coolidge & Big Business

- Federal Trade Commission
 - Severely Restricted
- Secretary of Commerce Hoover
 - Encouraged Trade to Keep Big Business Honest & Efficient
 - Voluntary Cooperation



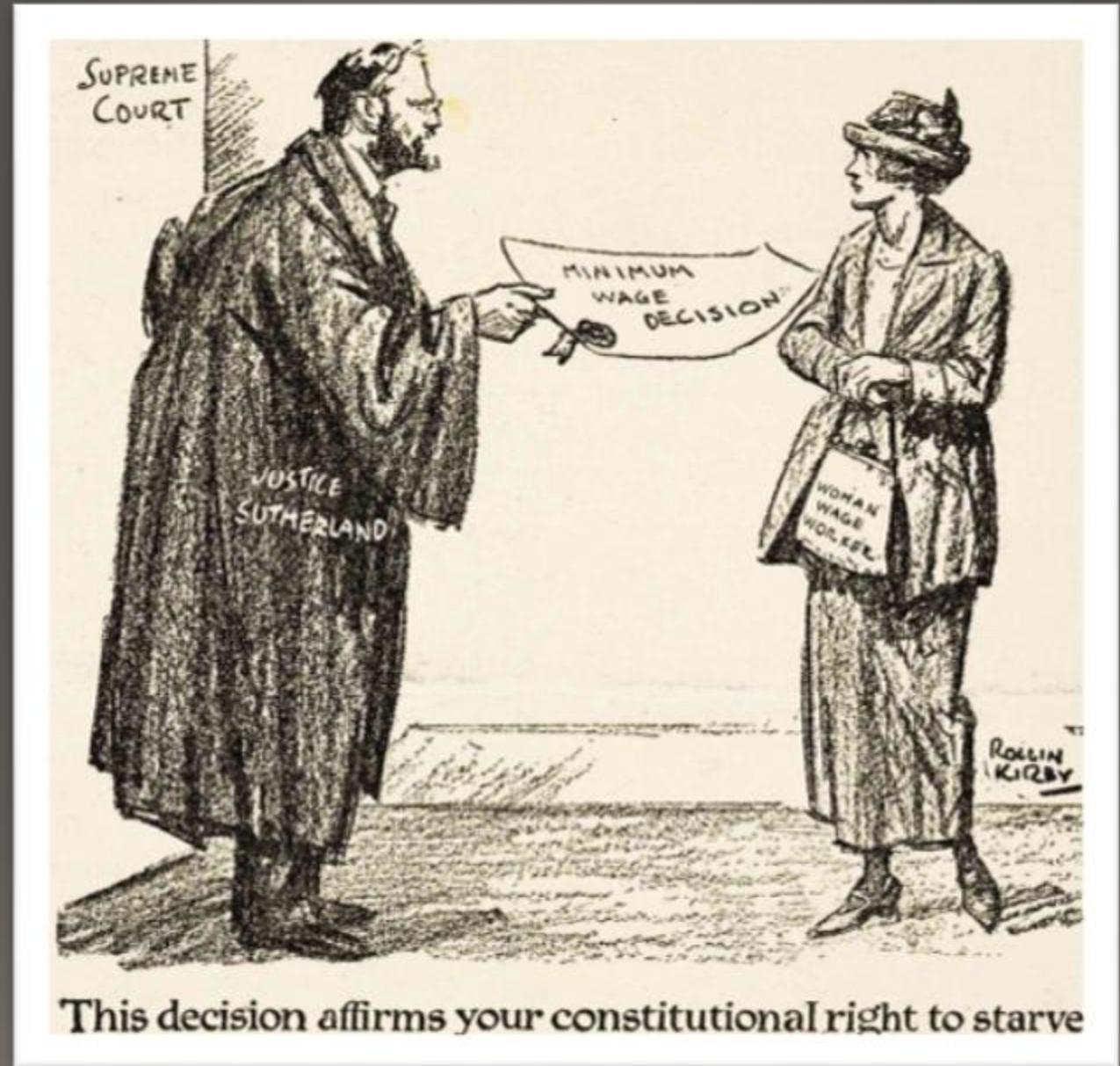
Calvin Coolidge (1872-1933)

Coolidge & Allies

- Supreme Court
 - Federal Regulation Thwarted

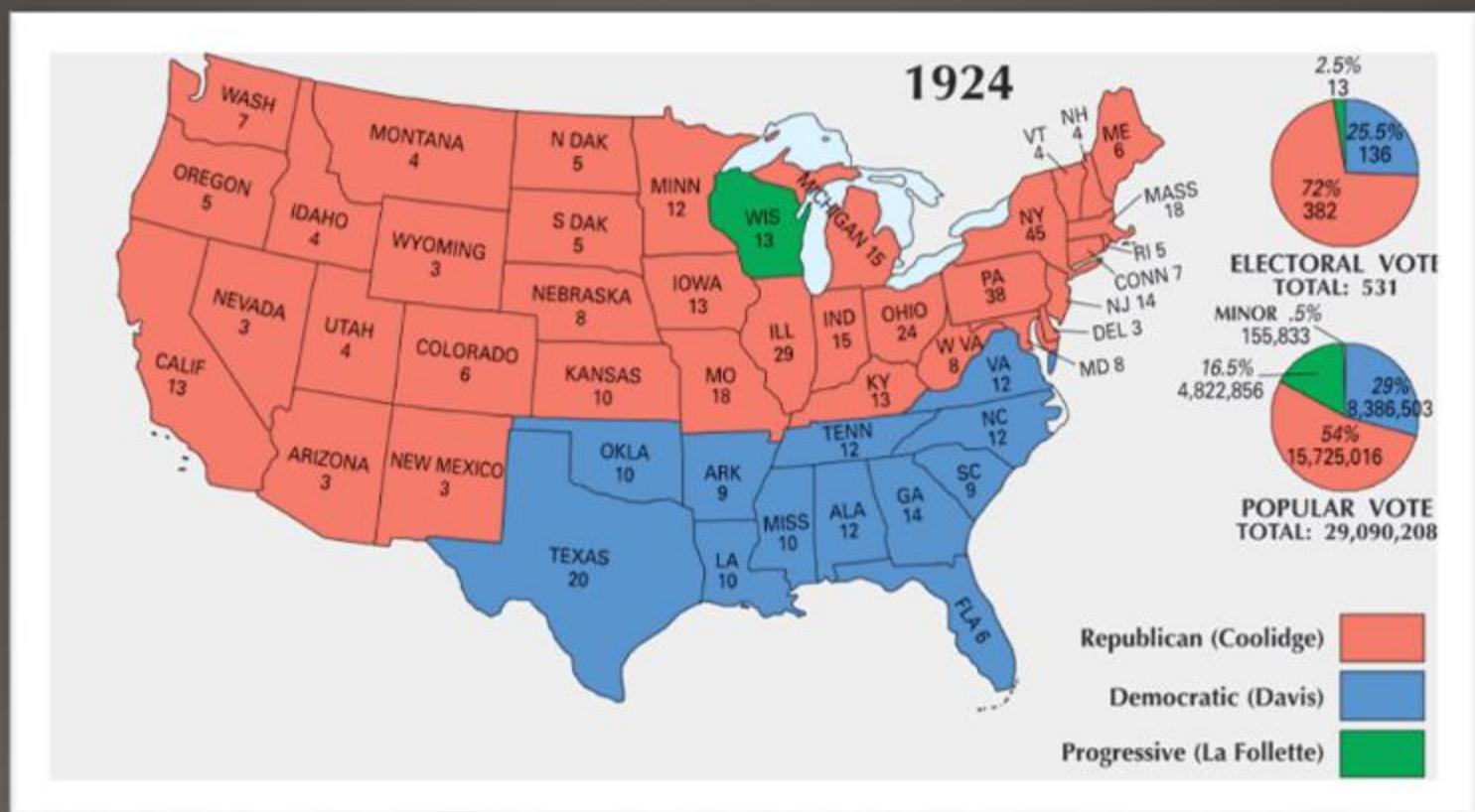
1920s

- States' Abilities Limited
- 1923: Washington D.C.
 - Minimum Wage for Women Unconstitutional
 - Freedom of Employer & Employee to Make Contracts
 - Threatened Workers' Welfare
 - No Intrusion in the Free Market



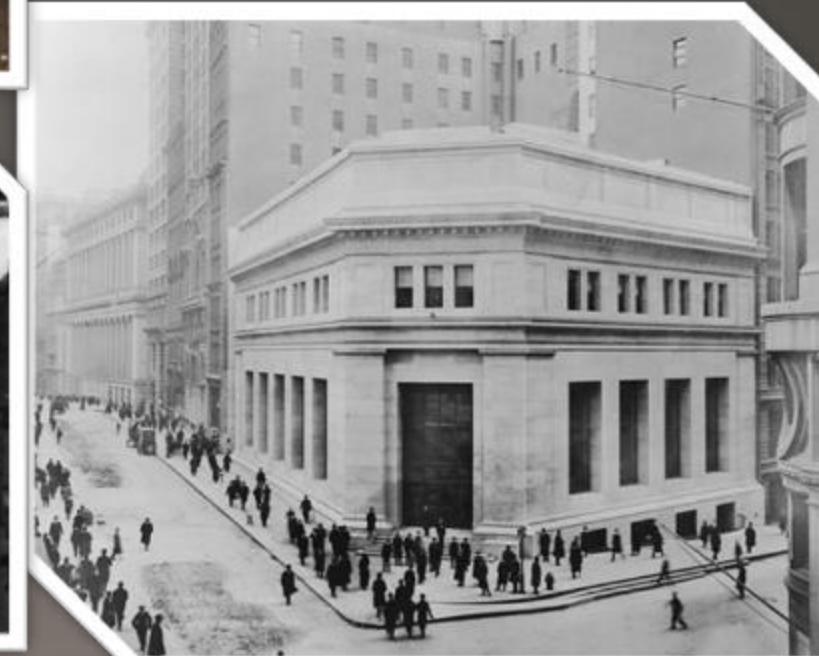
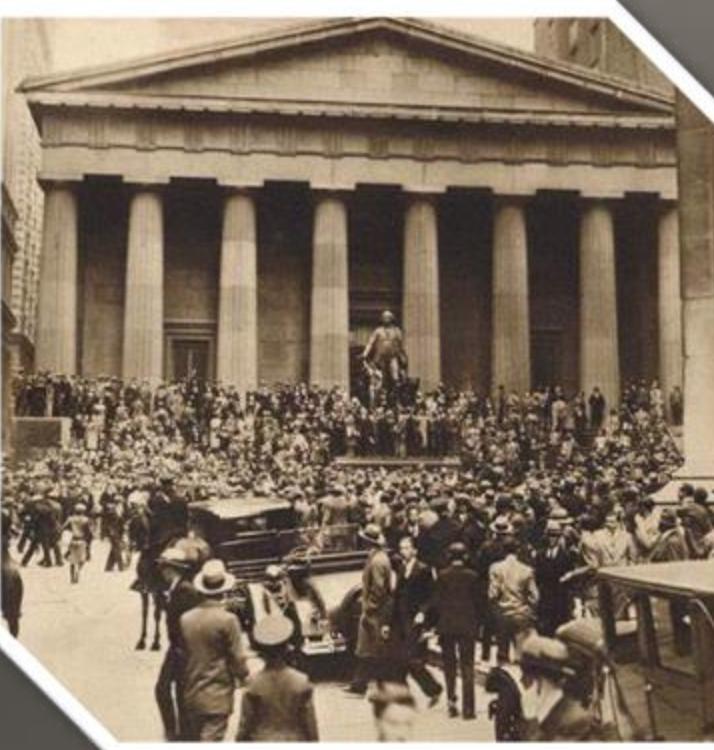
Election of 1924

- John Davis (Democrat)
 - Corporate Lawyer
 - Similar to Republican Values
 - Robert La Follette (Progressive)
 - Championed:
 - Labor Unions
 - Regulation of Business
 - Protection of Civil Liberties
 - Calvin Coolidge (Republican)
 - “Coolidge or Chaos”

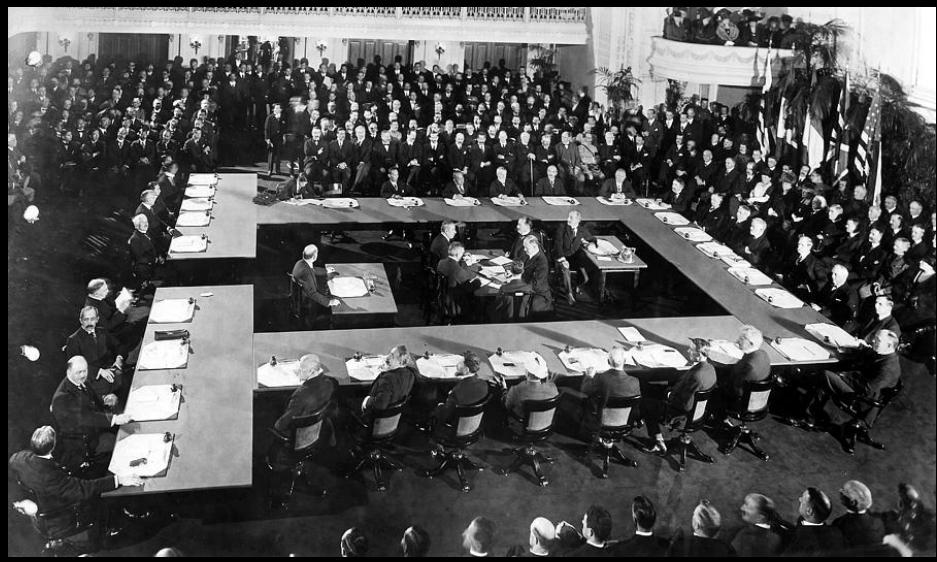


Peace & Prosperity Abroad

- No League of Nations
 - Not Quite Isolationist
- Post WWI:
 - Intact Economy & Growth
 - New York = Center of World Finance
- United States = Chief Creditor
 - Europe Rebuilding
- International Peace = American Trade Growth



Washington Disarmament Conference (1921)



Goal:

- Global Balance of Naval Power

Five-Power Naval Treaty (1922)

- Britain, France, Italy, Japan & US
 - Reduction in Navies
 - 2 Million Warships
- International Peace = Trade

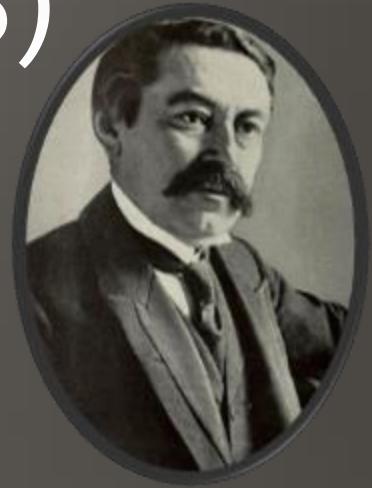


Attempt at World Peace (1928)

- Secretary of State Frank Kellogg
- French Foreign Minister Aristide Briand
- Kellogg-Briand Pact
 - 50 Nations
 - Renounce War
 - Disputes Settled Peacefully



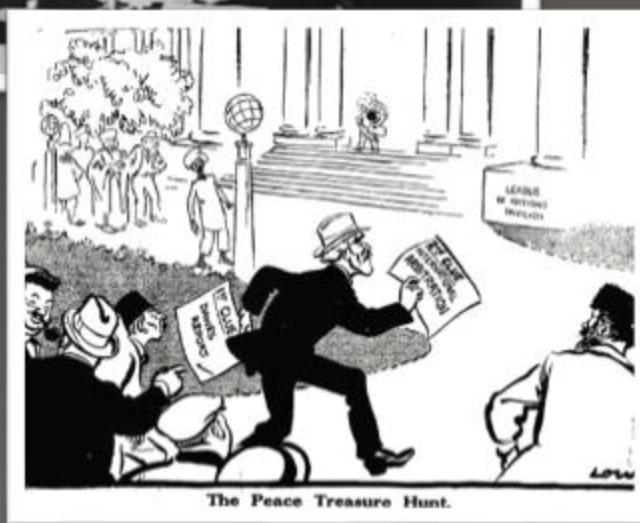
Frank Kellogg (1856-1937)



Aristide Briand (1862-1932)



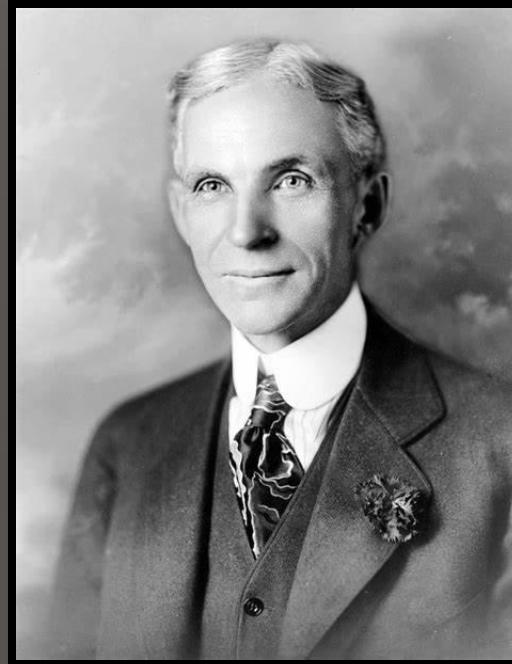
Dawes Plan & International Finances



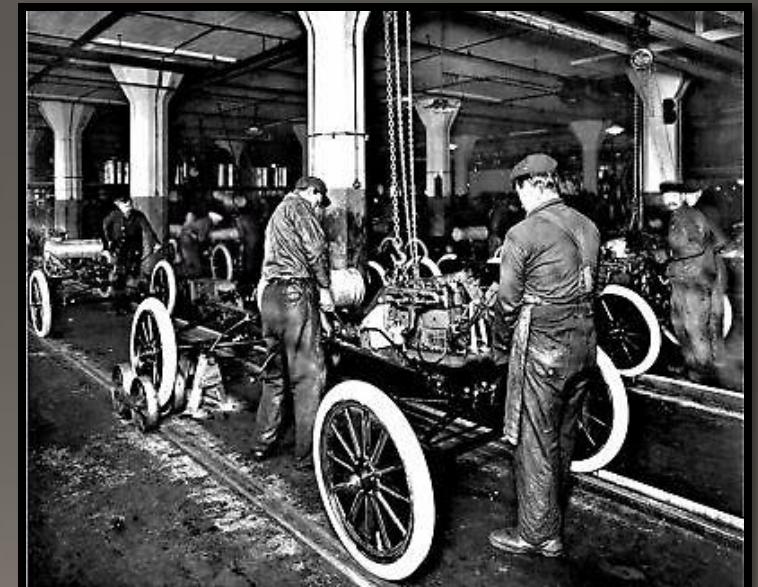
- Germany Paused Payments
 - France Occupied Ruhr Valley
- Dawes Plan (1924)
 - Germany Reparations Payment Cut $\frac{1}{2}$
- United States Loans to Germany
 - Economic Power & Diplomatic Influence of the United States

The Automobile

- Largest Single Manufacturing Industry in the Nation
- Henry Ford
 - Detroit, Michigan
 - Hundreds of Thousands of Employees
 - Paid Well
 - Strict on Employee Behavior
 - Creation of New Industries

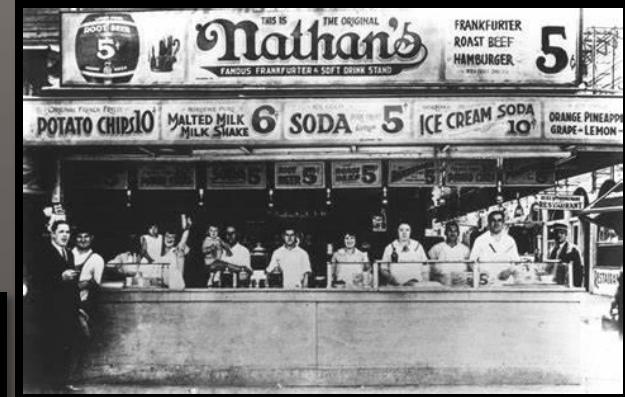
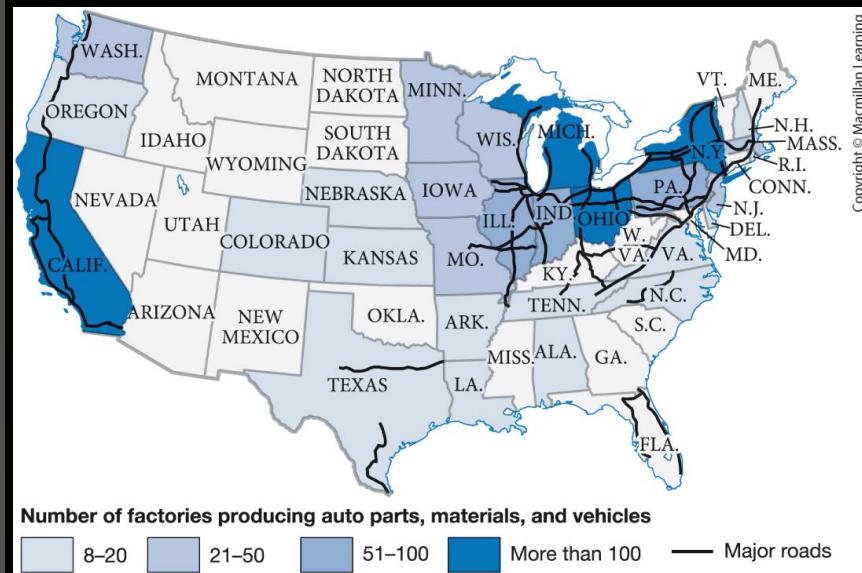


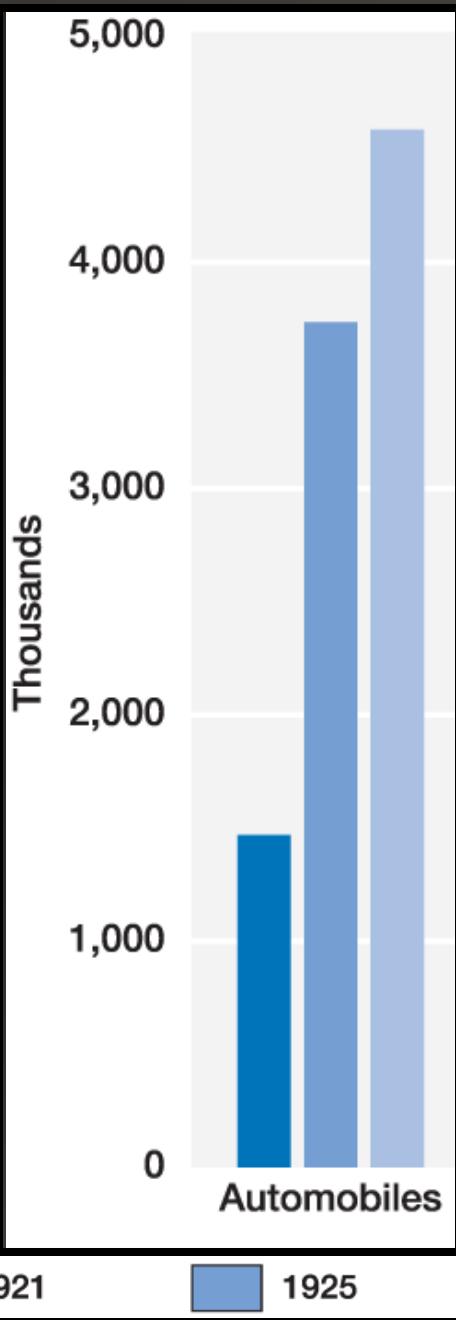
Henry Ford
(1863-1947)



New Industries Emerge

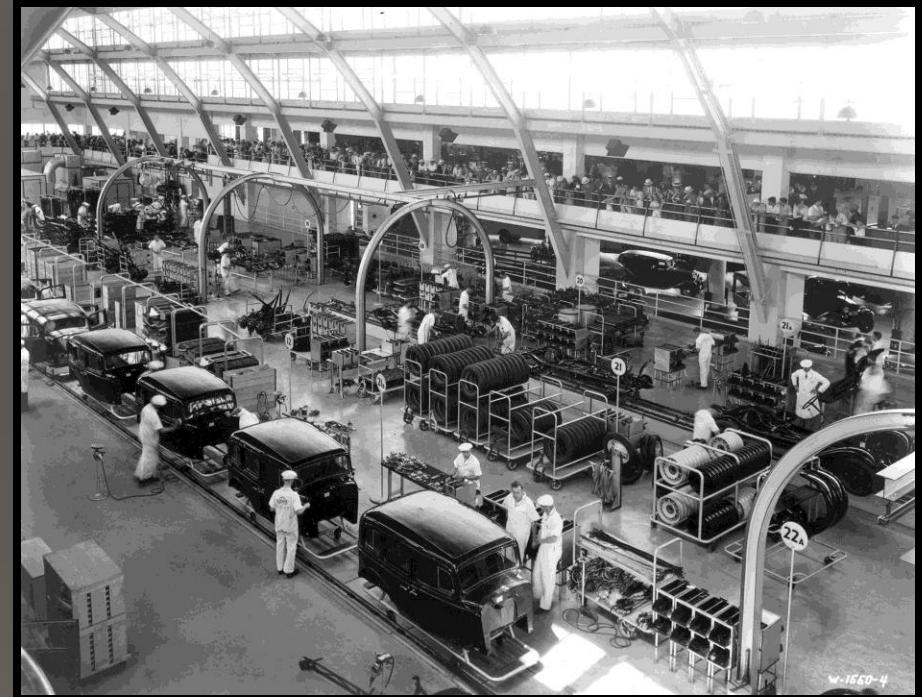
- New Industries Created for:
 - Filling Stations
 - Garages
 - Fast-Food Restaurants
 - “Guest Cottages” (Motels)
 - Tires, Glass, Steel, Highways, Oil
 - Millions of Related Work





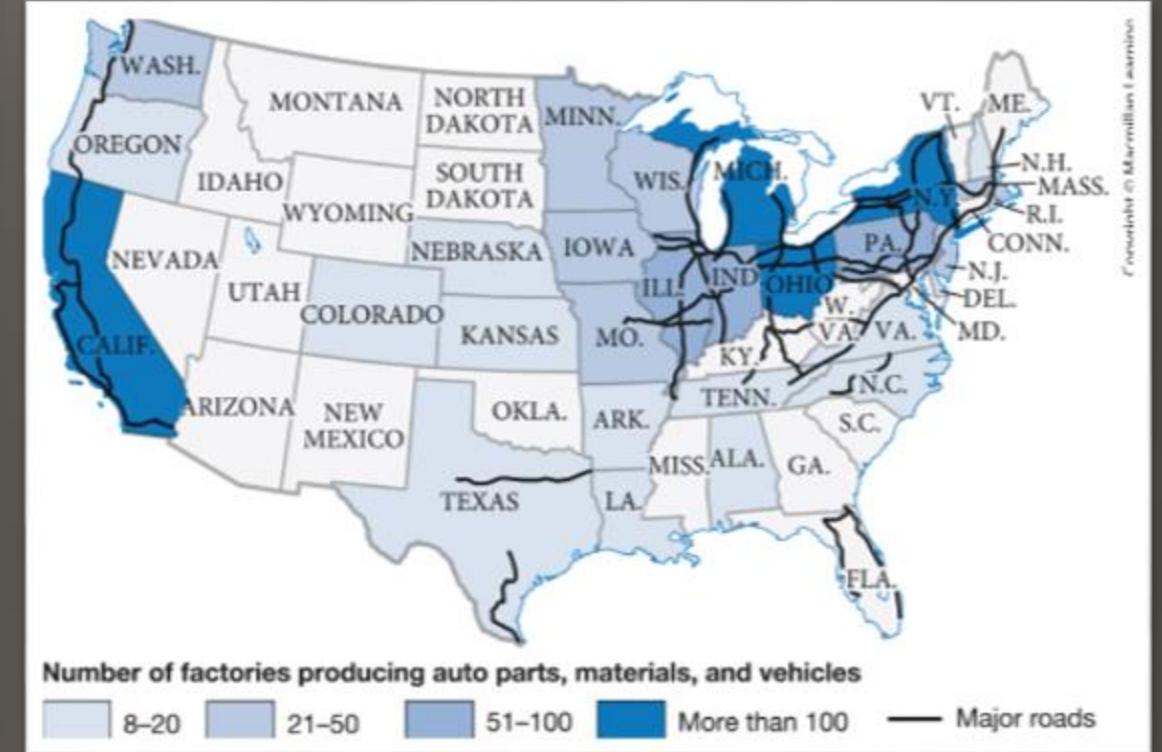
The Automobile Boom

- Model T
 - Creation of the Assembly Line
- 1920
 - 10 Million Cars in the US
- 1929
 - 26 Million Cars in the US
 - 1 in 5 People Owned a Car



Cultural Changes

- Everyday Life Changes
 - Rural Towns Driven through, Not Stopped at
 - Workers move to the Suburbs
 - Highways (Somewhat)
 - Dating Life
 - Sexual Freedom & Privacy
 - Premarital Sex & Marital Sex



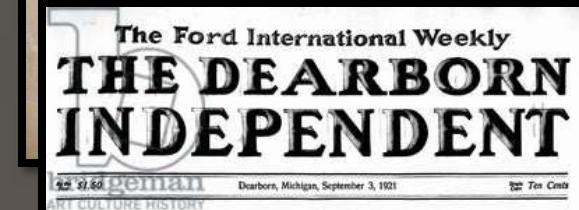
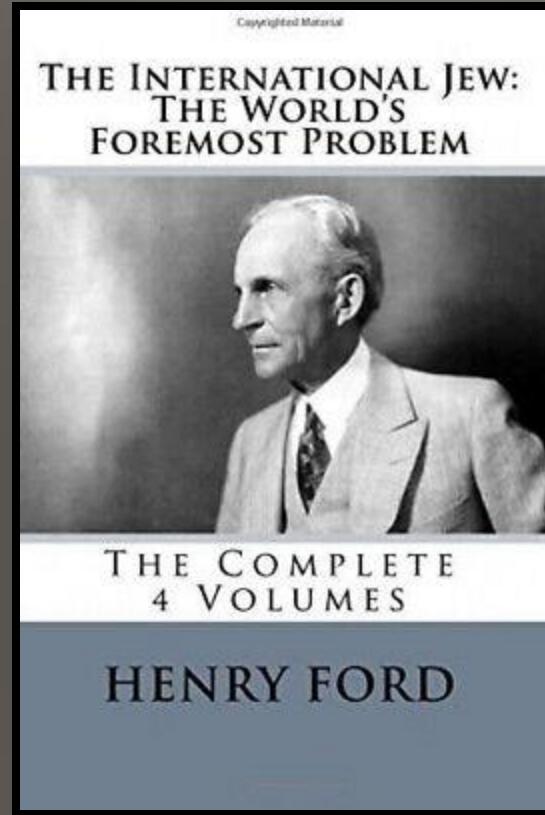
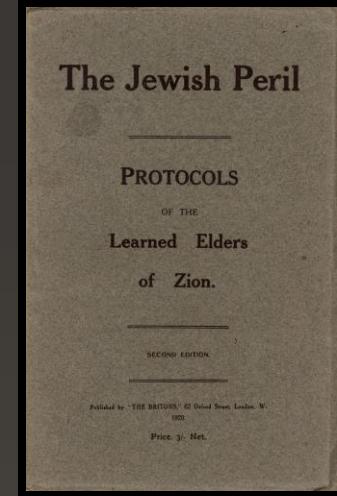
Assembly Line



- Everybody Uses Assembly Lines
- Meatpacking to Cigarettes
 - Technological Advancements
 - Efficiency Grows
- 1922-1929:
- Manufacturing Grows 32%
 - Averages Wages Grow: 8%

Henry Ford

- *Dearborn Independent*
 - Free to Schools & Libraries
- *The International Jew: The World's Problem*
 - Based on *Protocols of the Elders of Zion* (1919)
- Hitler & Mein Kampf
 - “single great man” of the “American Union” standing up against “the Jews.”
 - Ford: First American given the Grand Cross of the German Eagle
 - 75th birthday (1938)



The Peril of Baseball—
“Too Much Jew”

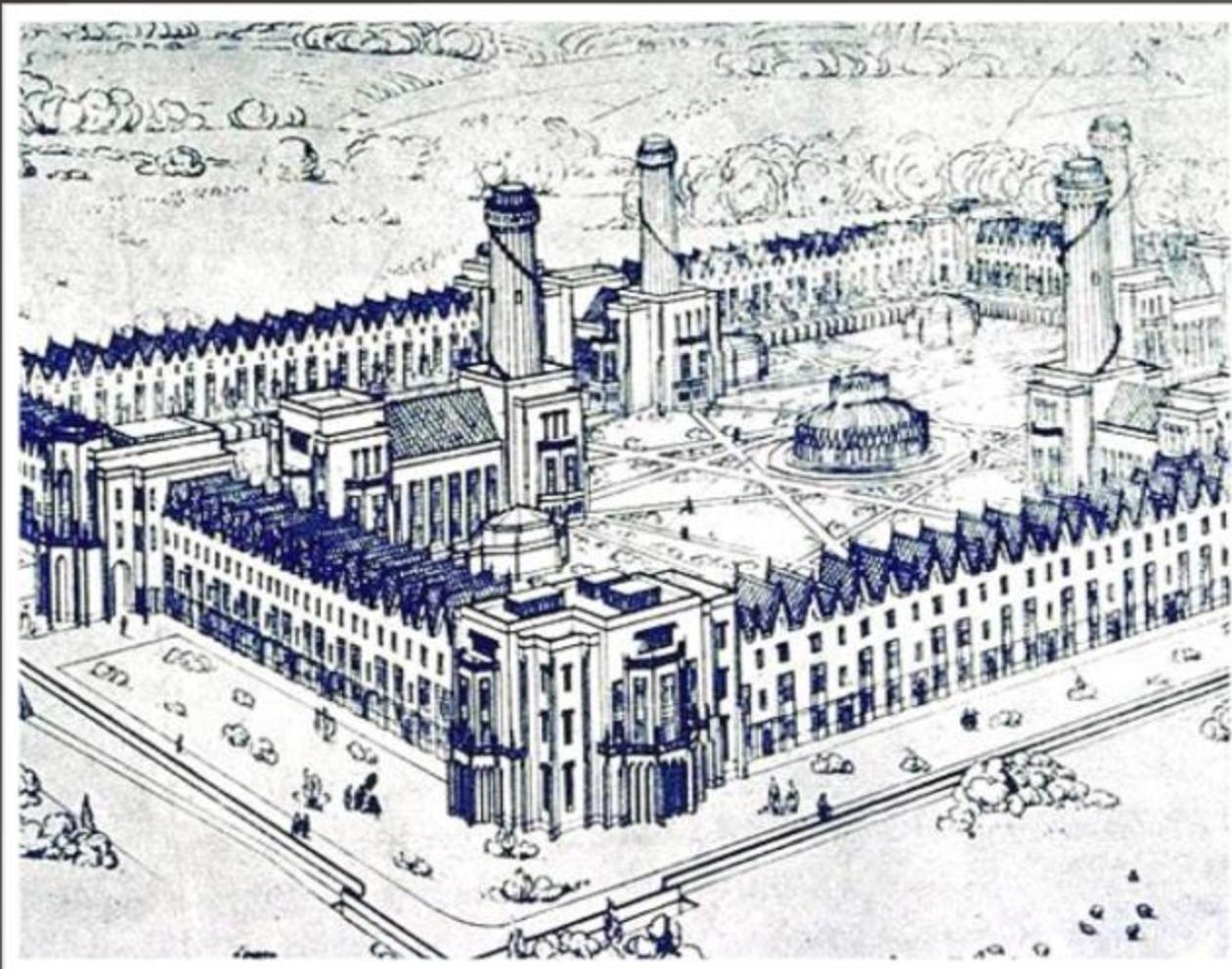
The First of Two Articles

What Do You Know About
Muscle Shoals?

William Allen White, Editor, Politician and Novelist
A Forty Million Dollar Bridge at 'Frisco Bay
Borrowed Stimulants Keep Austria Alive

Mr. Ford's Page Editorials Briefly Told and Many Other Interesting Features

Welfare Capitalism



- Safety & Sanitation
- Paid Vacation & Pension Plans
- Encouraged Loyalty
- Discouraged Labor Unions
- “...come to look upon the employer as their protector...”

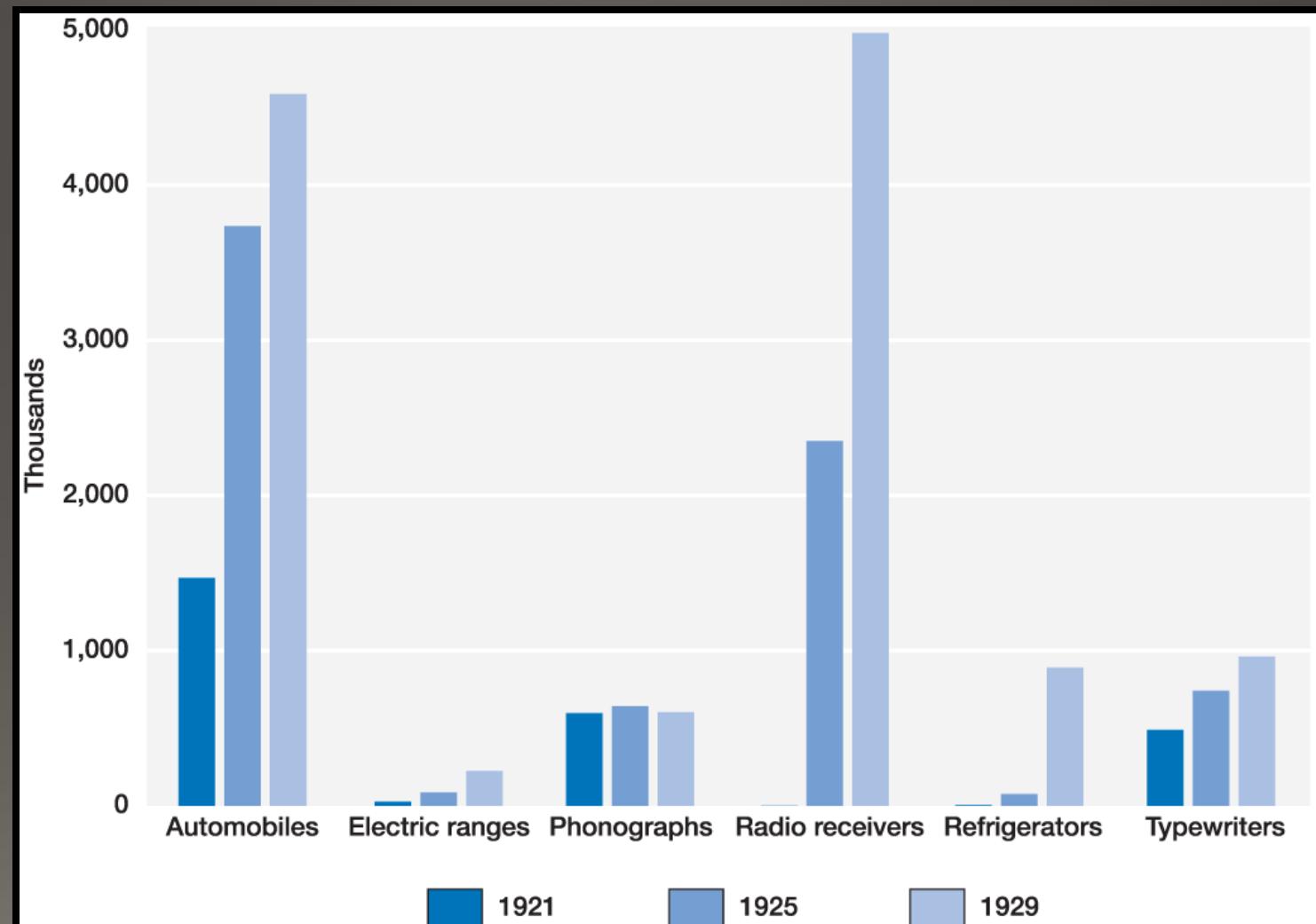
Mass Production = Economic Prosperity

- Personal Income
 - 33% Increase
- Cost of Living
 - Unchanged
- Unemployment
 - Low
- Laborers
 - Inched Ahead
- White-Color
 - Very Comfortable
- Mass Production
 - Cars, Radios, Electric Iron, Washing Machine, Refrigerator

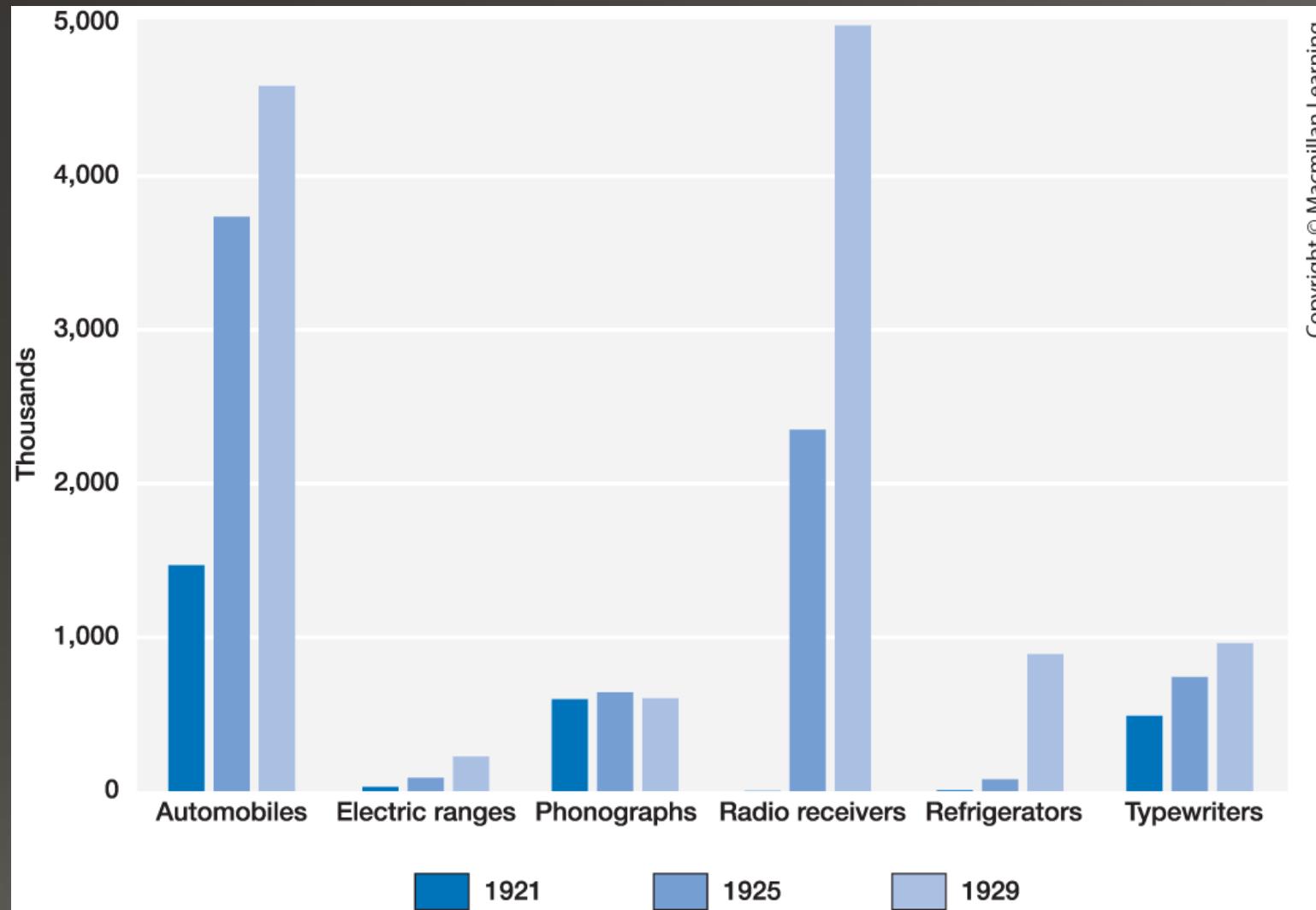


The “American Dream”

- More Money
- Era of Reform Mellowed
- Power of Advertisement
 - Shift From Thrift & Save
 - Spiritual Fulfillment, Social Status, Happiness



Economy Abroad



- 1920s:
- Consumption Problem:
 - Who would buy these goods?
 - Foreign Market
 - Domestic Market

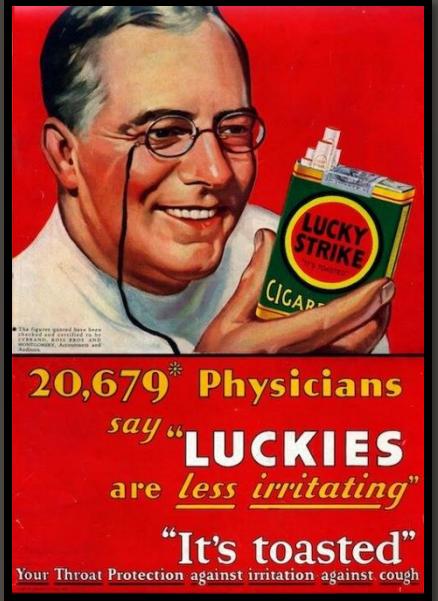
“Mass Production Requires Mass Consumption”

- “One’s own employees ought to be one’s own best customers.” – Henry Ford
 - Raised Wages (\$5 a day)
 - 2x the going rate
 - Loyal & More Exploitable Workforce
- Workers bought the Products
 - Expanding the Market at Home



Installment Buying

- Payment Plan
- Pay a Little at a Time
- 'Spend, Not Save'
- Shifting of Culture



Traditional Values Shift



- 1920s = Personal Freedom
 - Gender Boundaries
 - Flappers & the “New Woman”
 - Mass Communication
 - Radio & Movies
 - “New Negro”
 - Harlem Renaissance
 - “Lost Generation”
 - Disillusioned with Mainstream Culture

Prohibition

- Enforcement of Prohibition = Federal Growth
 - Fight Crime & Build Prisons
- No Alcohol Belief
 - Less Crime, Boost Production, Lift Morals, Destroy Saloons
- Prohibition Reality - 14 Years of Debauchery & Unparalleled Lawbreaking



Prohibition's Reality



- 1925: 172,000 Illegal Stills Smashed
Law Loopholes = Prohibition Impossible
- Sacramental Wine
 - Fake Clergy
- Farmers' Fermented 'Fruit Juices'
- Doctors' & Dentists Prescription
 - Liquor for Medicine

Prohibition Party

1929

- Corruption in Politics
- “Speakeasy”
 - Illegal Nightclub
 - Jazz
 - Dance Floors
 - Racial & Sexual Integration
- Detroit Alone: 20,000 Speakeasies



© Bettmann/CORBIS

Prohibition Promotes Gangs

1920-1924, Chicago

- 200+ Gang Related Killings
Rival Mobs Vying for Liquor Trade
- St. Valentine's Day, 1929
 - Italian Gang vs. Irish Gang
 - Al Capone Wins

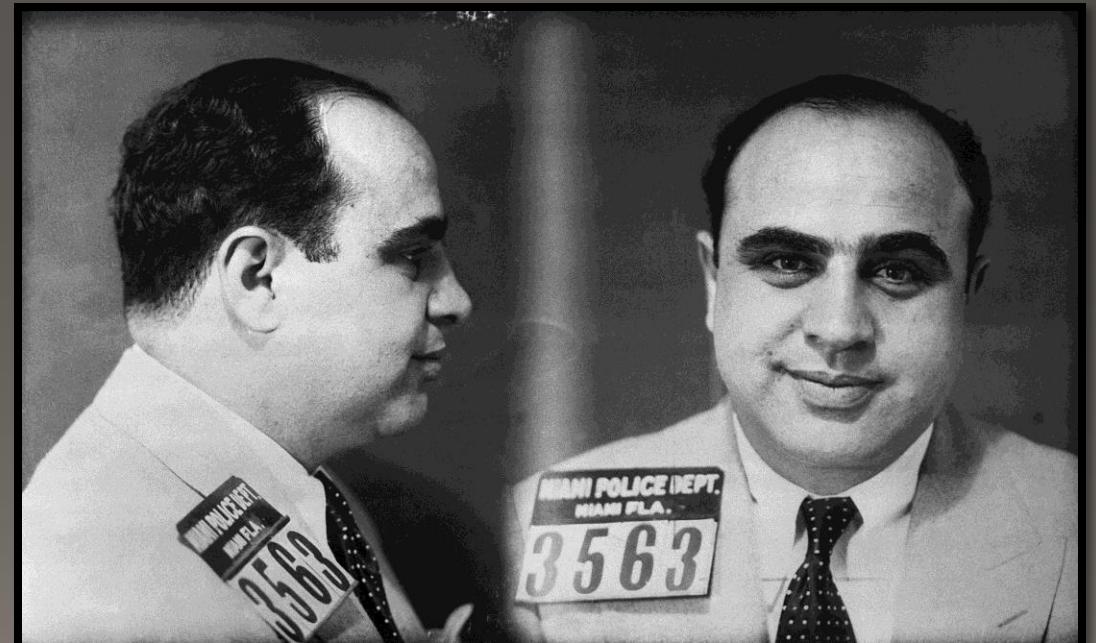


Al Capone
(1899-1947)



Al Capone

- \$95 Million a Year Empire
 - Bootlegging
- Capone Arrested on Tax Evasion
- Prohibition Enforcement
 - Not Even Handed



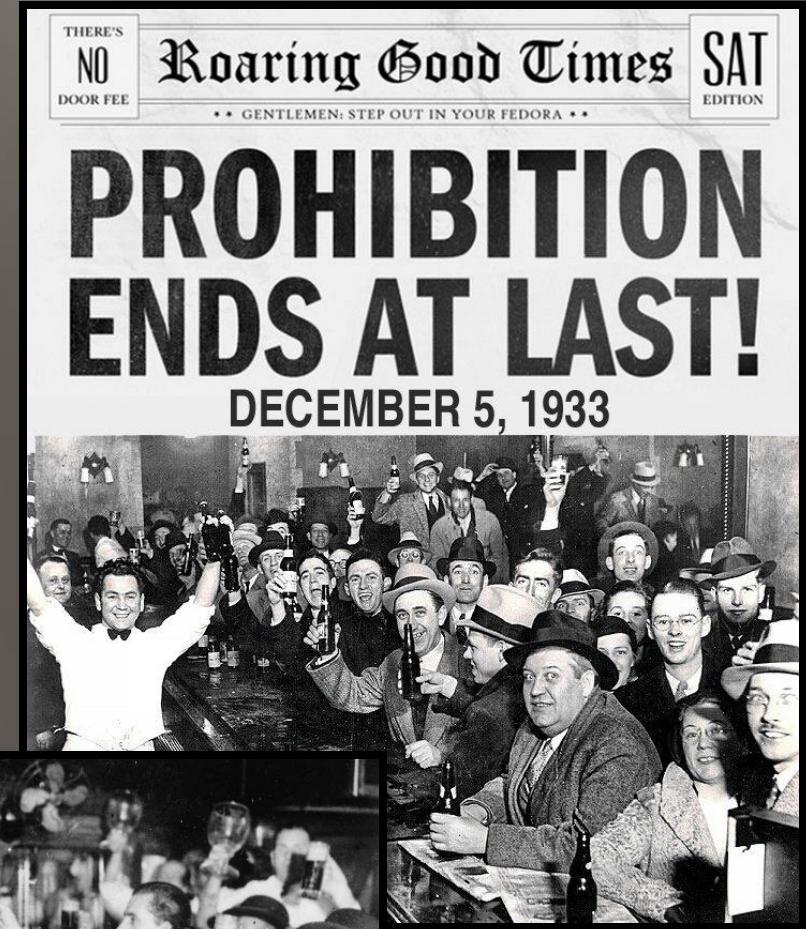
Prohibition Enforcement

- Enforcers:
 - Women's Christian Temperance Union
 - Anti-Saloon League
 - Ku Klux Klan
 - Immigrants, Working People, Blacks
 - “the poor man’s club is raided while the rich man is left alone.”



Prohibition Ends

- Popular Support to Repeal 18th
 - “noble experiment” failed
- Prohibition:
 - Fueled Criminal Activity
 - Corrupted Police
 - Demoralized Courts
 - Ordinary Citizens Broke the Law
- 1933 – Prohibition Repealed



Women's Roles in the 1920s



- Women Increasingly:
 - Went to Work & College
 - Drank Cocktails
 - Smoked Cigarettes
 - Wore 'Skimpy Dresses'
 - Wore Dangly Necklaces
- Greenwich to Middle-Class America

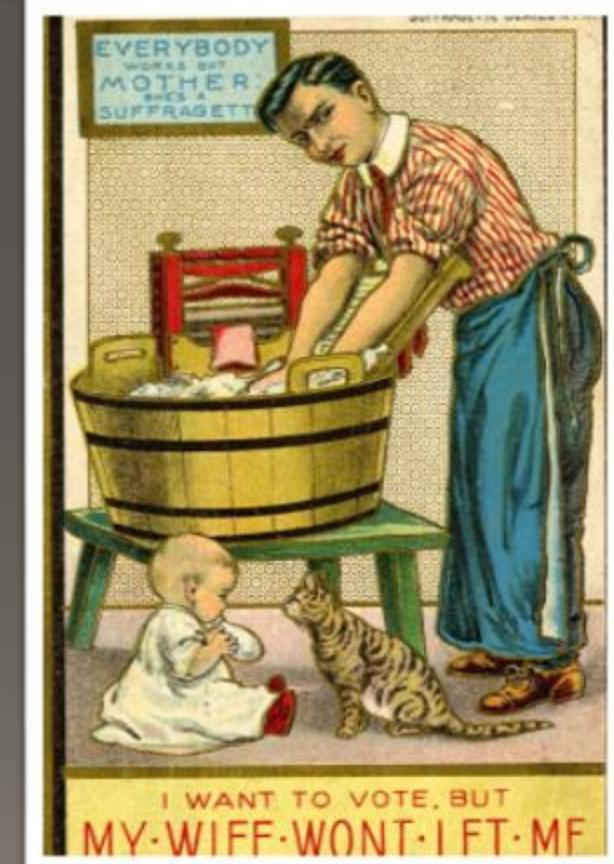
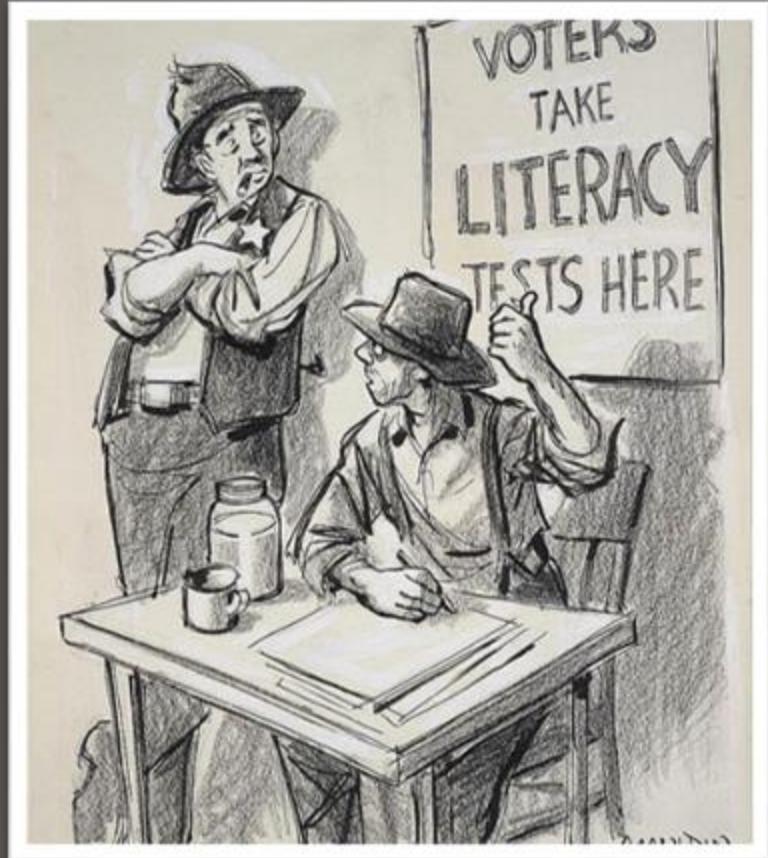
Women's Roles in the 1920s

- 19th Amendment
 - Women felt Liberated
 - Pushed for Laws Aimed at Women
 - Protection in Factories
 - Federal Courts to Take on Lynching
- 1921 Sheppard-Towner Act
 - Federal Assistance to Reduce Infant Mortality Rates

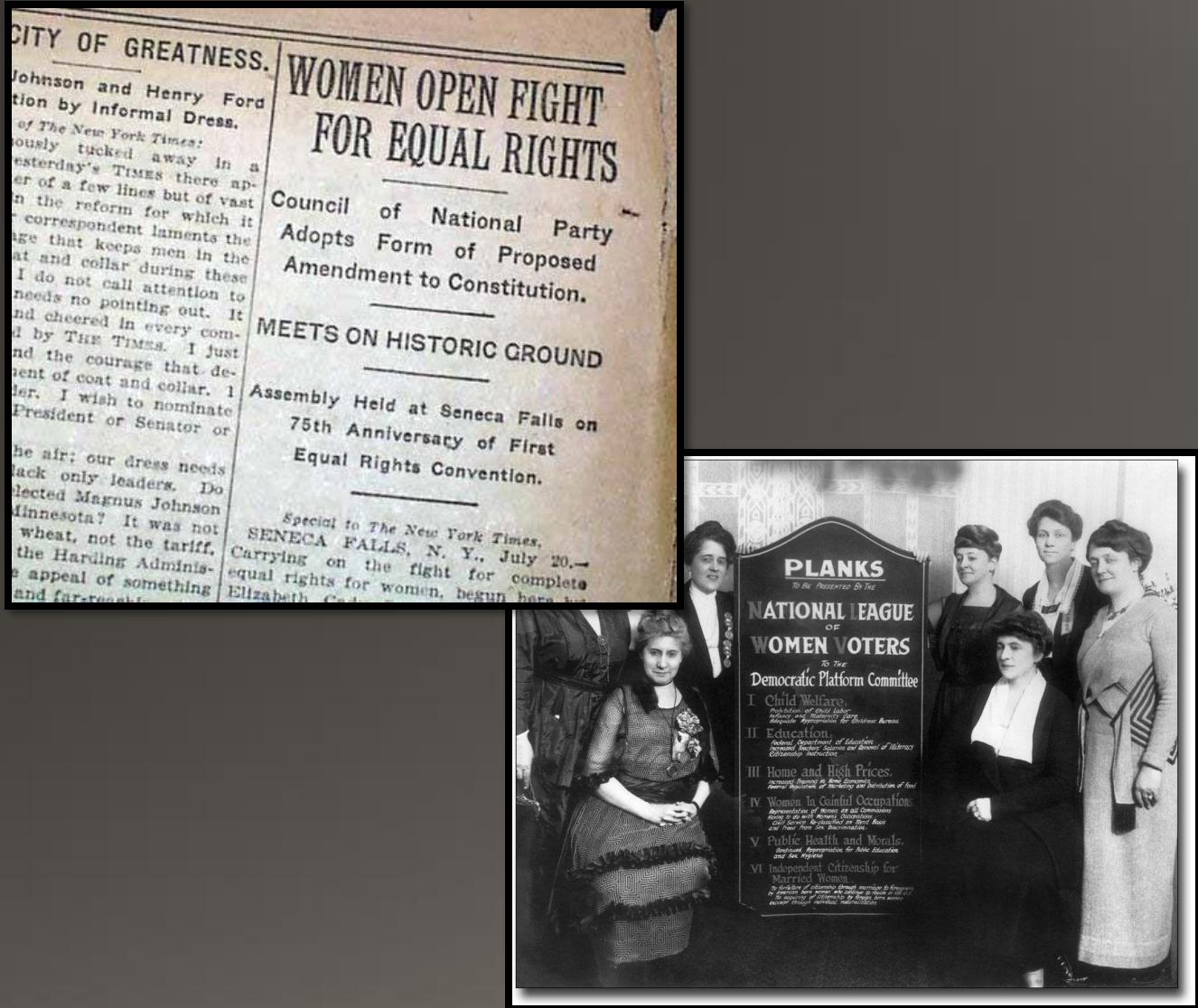


Women's Roles in the 1920s

- Political Influence & Voting?
- Many Kept Away
 - Few Female Candidates
 - Disenfranchisement
- South
 - Poll Tax, Literacy Tests, Terrorism



Women's Roles in the 1920s



Feminists Divided

- National Woman's Party
 - Equal Rights Amendment (ERA)
- League of Women Voters
 - Wanted Special Protection

Congress Defeated ERA (1923)

- Move to Support Birth Control, Legal Equality for Minorites, Ending Child Labor Other ways

Women's Roles in the 1920s

- 1930: $\frac{1}{4}$ More Worked for Pay
- Librarian, Nurse, Elementary School Teacher, Secretary, Typist, Telephone Operator
- 1930: 40% of Salesclerks
- Working = Less Interested in Protective Legislation
- Salaries & Opportunities Equal to Men



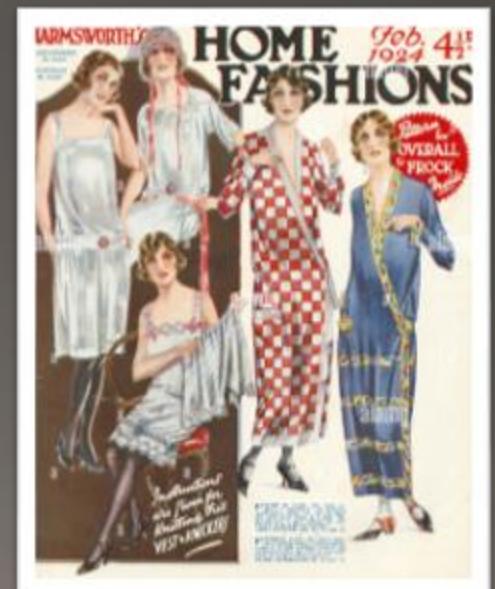
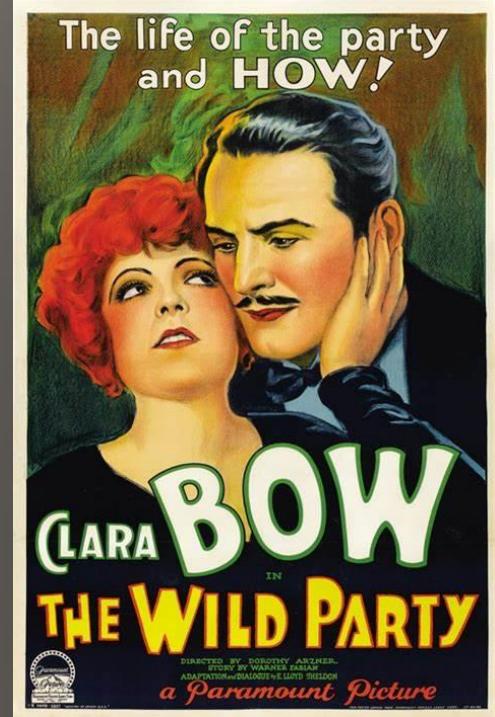
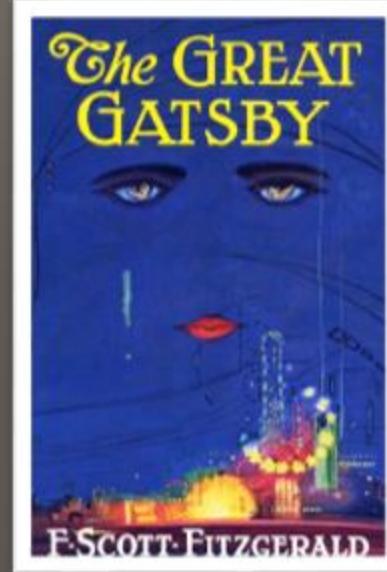
Women as Consumers

- New Consumer Culture
- “Flapper”
 - Short, Bobbed Hair
 - Lipstick & Rouge
 - Danced all Night to Jazz



Flapper Styles & Values

- Represented in:
 - Film
 - Novels
 - Magazines
 - Advertisements
- Challenged Separate Spheres
- Double Standard of Sexuality
- Flappers: Not the Majority
 - Well Known & Influential



MARVEL

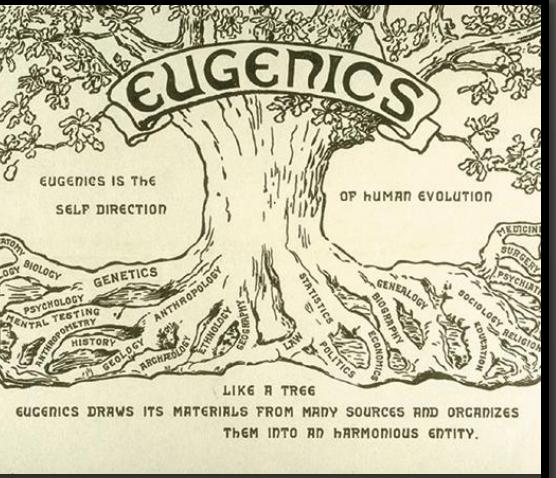
Whirling Spray

WHIRLING SPRAY.

For Women



SYRINGE

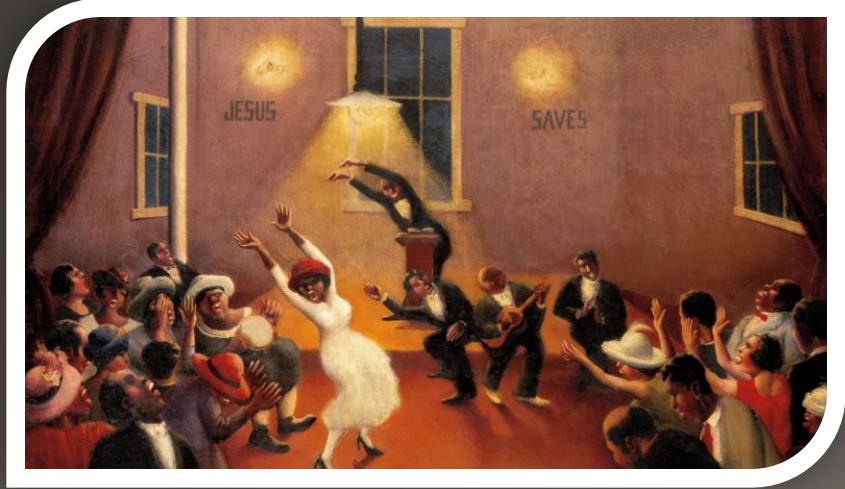


The “New Woman”

- Reflected & Supported Modern Birth Control Movement
- “No woman can call herself free until she can choose consciously whether she will or will not be a mother.”
- Birth Control Enters Respectable Discussions Via:
 - Eugenics

The “New Negro”

- Challenged the Status Quo
- Confronted Racial Relations
- Used Industry & Entertainment



Alain Locke (1885-1954)

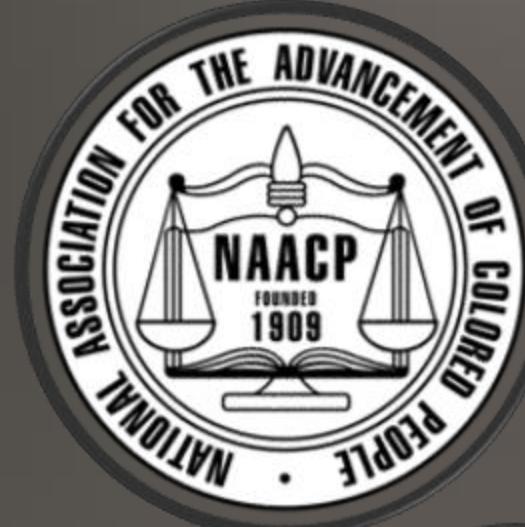
The “New Negro”



- Great Migration
- Racial Boundaries Created
- Despite Supreme Court Decision
- White Neighborhoods:
 - Real-estate Agents
 - Agreements to Not Sell
 - Families & Agents

Organization's Launched

- National Association for the Advancement of Colored People (NAACP) (1909)
 - W.E.B. DuBois
 - Federal Antilynching Law
 - Universal Negro Improvement Association (UNIA) (1917)
 - Marcus Garvey
 - Rediscover African Heritage
 - Pride in Culture
 - Racial Purity & Avoid Miscegenation



Ida B. Wells



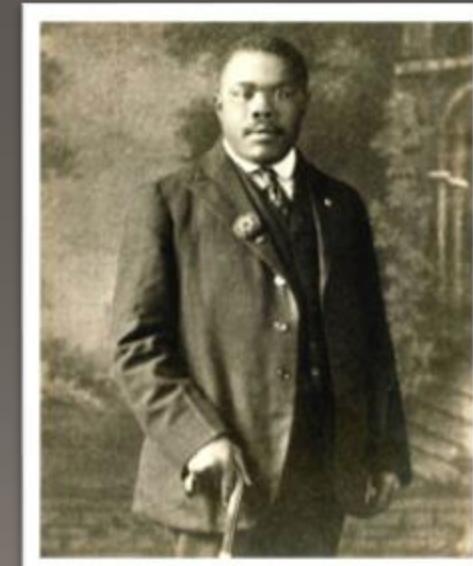
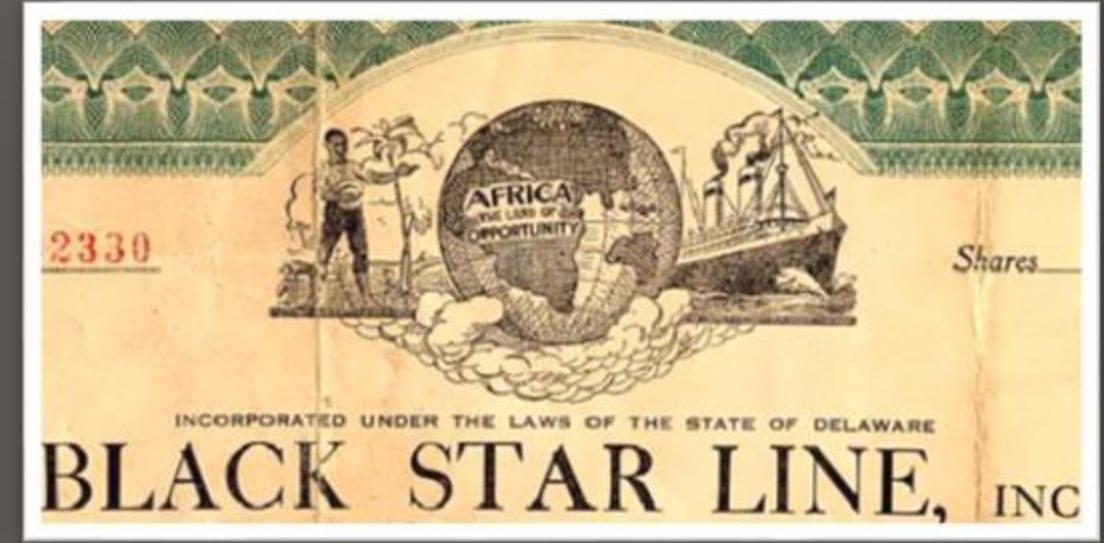
An oval-shaped black and white portrait of Vladimir Ilyich Lenin. He is shown from the chest up, wearing a dark suit jacket over a white shirt and a dark bow tie. He has a mustache and is looking slightly to his right. The background is a soft, out-of-focus grey.



Marcus Garvey (1887-1940)

Universal Negro Improvement Association

- 1919: Black Star Line
- “Back to Africa” Movement
 - Relocate to Africa
- Birth of Black Nationalism
- Marcus Garvey
 - Jamaican
 - Radical for his Time
 - Mainstream Consider him Dangerous
 - Convicted of Fraudulent use of Mail System

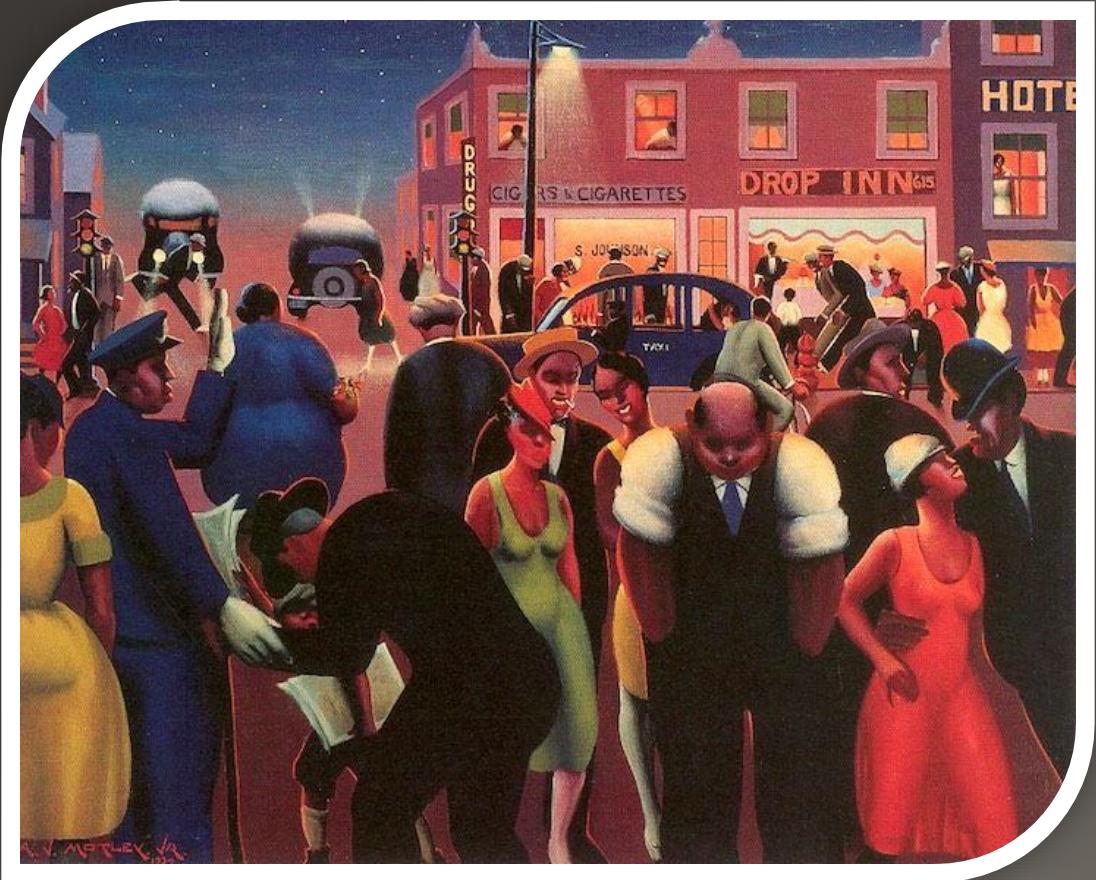


Harlem Renaissance

- New York City
 - Black Population Jumped 115%
(152,000 → 327,000)
- Harlem, New York
 - Artists, Sculptors, Novelists, Musicians, Poets
- African American Culture



Harlem Renaissance



- Poems, Paintings, Plays to Fight Discrimination & Violence
- “Intend to express our individual dark-skinned selves without fear or shame”
- “If white people are pleased, we are glad. If they are not, it doesn’t matter.”

Harlem Renaissance Contributors

- [Billie Holiday Strange Fruit with Lyrics on Screen - YouTube](#)



Billie Holiday
(1915-1959)

James Weldon Johnson

(1871-1938)



Aaron Douglas (1899-1979)



Zora Neale Hurston
(1891-1960)

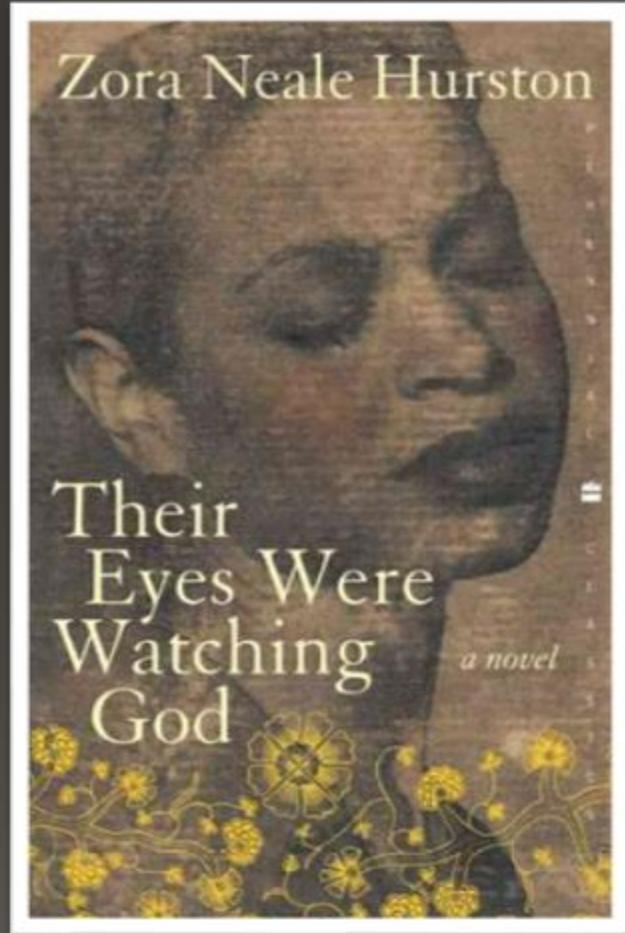


Langston Hughes (1901-1967)



Claude McKay
(1890-1948)

Harlem Renaissance Contributors



For the Jacksonville Children's Chorus
Daren Dailly, Artistic Director

Lift Every Voice and Sing

For 2-Part and Piano
Duration: ca. 4:00

Words by JAMES WELDON JOHNSON
Music by J. ROSAMOND JOHNSON
Arranged by ROLLO DILWORTH

Majestic ($\dot{\text{L}} = \text{ca. } 54$)

Piano

Part I

Lift ev - 'ry voice and sing, 'til earth and

Part II

Lift ev - 'ry voice and sing, 'til earth and

heav - en ring, ring with the har - mo - nies of

heav - en ring, ring with the har - mo - nies of

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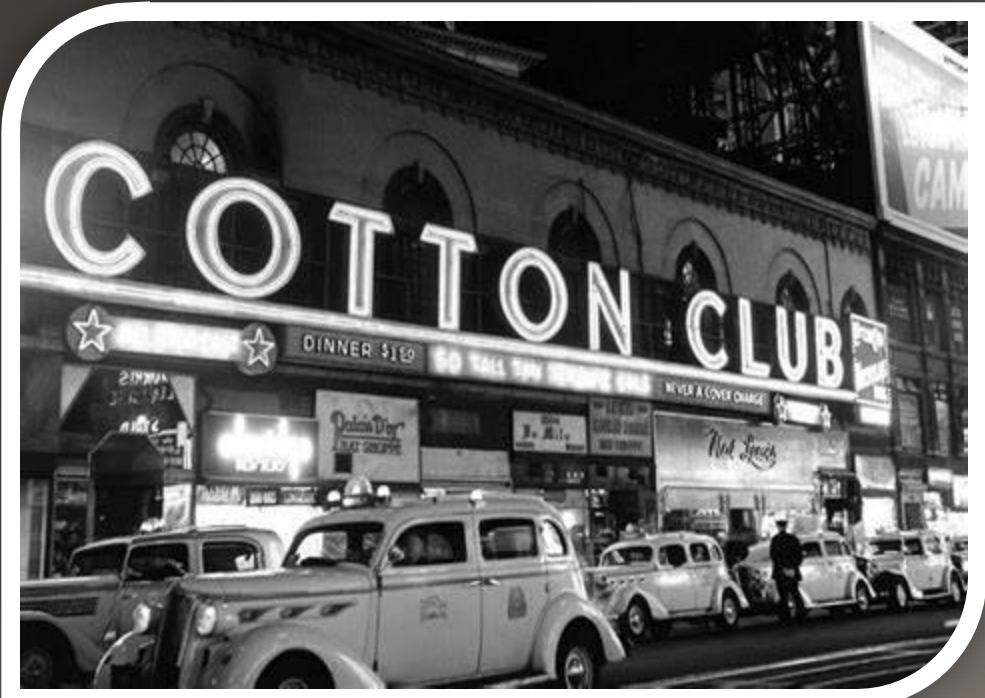
DO NOT PHOTOCOPY

A musical score for the song "Lift Every Voice and Sing". It includes piano accompaniment and two vocal parts (Part I and Part II). The score is in common time and major key. The vocal parts are in 2-part format, and the piano part includes a bass line. The lyrics are provided for both parts. The score is arranged by Rollo Dilworth.

Harlem Renaissance

Known to White People As:

- Jazz
- Nightlife
 - Cotton Club



Rise in Popular Culture

- Movies
- Radios
- Music
- Sports



Movies

- Adventure, Sex, Wealth
- Cheap Admission
- 1929: 80 Million People each Week
- Birth of “Movie Stars”
 - Clara Bow
 - Rudolph Valentino
 - Charlie Chaplin

Rudolph Valentino
(1895-1926)



Clara Bow (1905-1965)



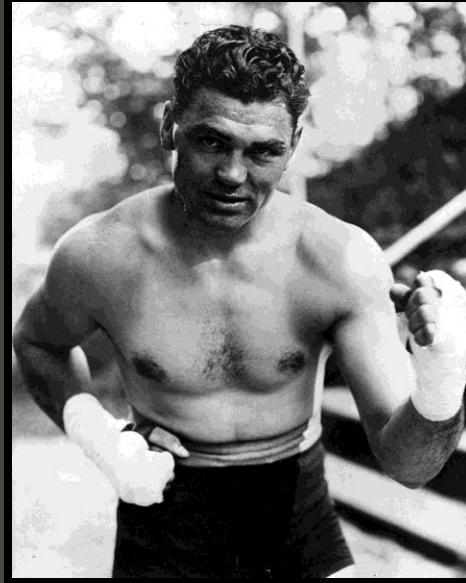
Charlie Chaplin
(1889-1977)

Sports

Knute Rockne (1888-1931)



Jack Dempsey (1895-1983)



Baseball

- George Herman “Babe” Ruth
 - “Sultan of the Swat”

Boxing

- Jack Dempsey

Football

- Knute Rockne (Notre Dame)
- Harold “Red Grange”
 - “the Galloping Ghost”
 - University of Illinois to the Chicago Bears



Herman “Babe” Ruth (1895-1948)



Harold “Red Grange” (1903-1991)

Radio

- First Station: KDKA (1920)
 - News
 - Sermons
 - Soap Operas
 - Sports
 - Comedy
 - Music
 - Advertisement
- 1922-1929
 - Radio Stations:
30 → 606
 - Homes with Radios:
60,000 → 10,250,000



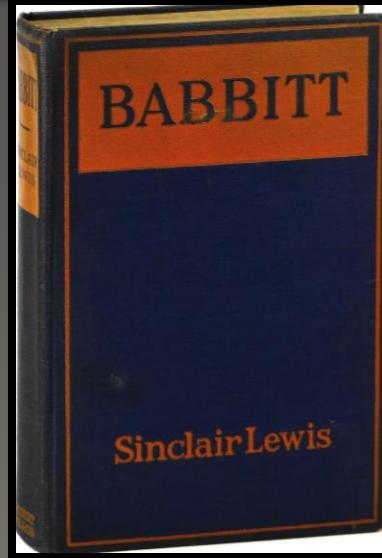
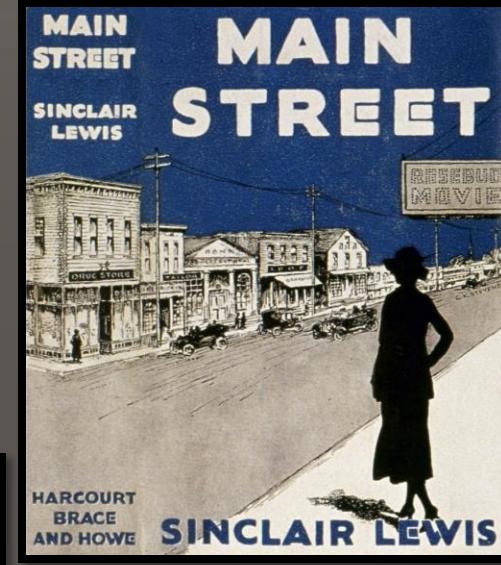
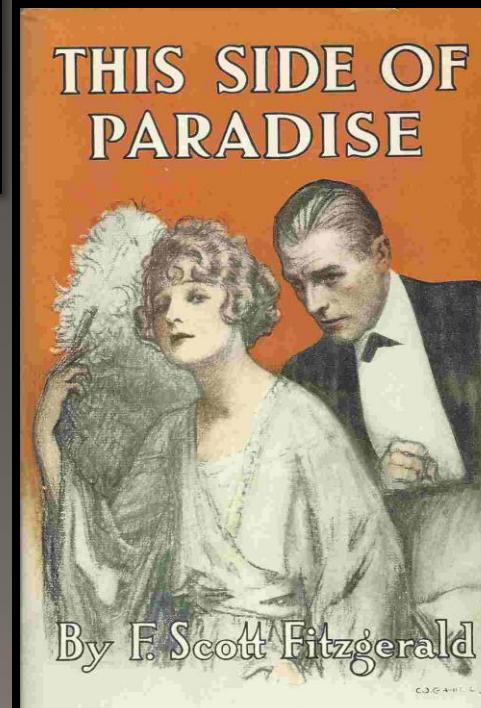
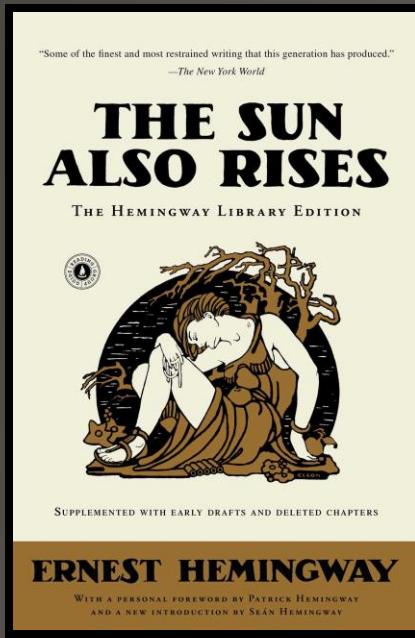
The Lost Generation at Home Abroad

- Mass-Culture: Shallow & Materialistic
 - Henry Ford – a Poor Hero
 - Silly Moves – Disgusting
- Lost Generation:
 - Young, White, College Educated
 - Embittered by the War
 - Renounced Progressivism
 - Eagerly Embraced Originally
 - Expatriates to Europe



The Lost Generation at Home Abroad

- Gertrude Stein
- Ernest Hemingway
 - *The Sun Also Rises* (1926)
- Sinclair Lewis
 - *Main Street* (1920)
 - *Babbitt* (1922)
- James Thurber
- William Faulkner
- F. Scott Fitzgerald
 - *This Side of Paradise* (1920)



The Lost Generation at Home Abroad



Gertrude Stein
(1874-1946)



Sinclair Lewis
(1885-1951)



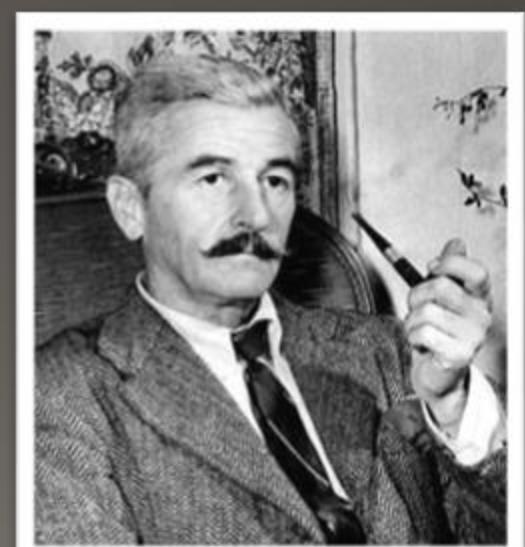
James Thurber
(1894–1961)



Ernest Hemingway (1899-1961)



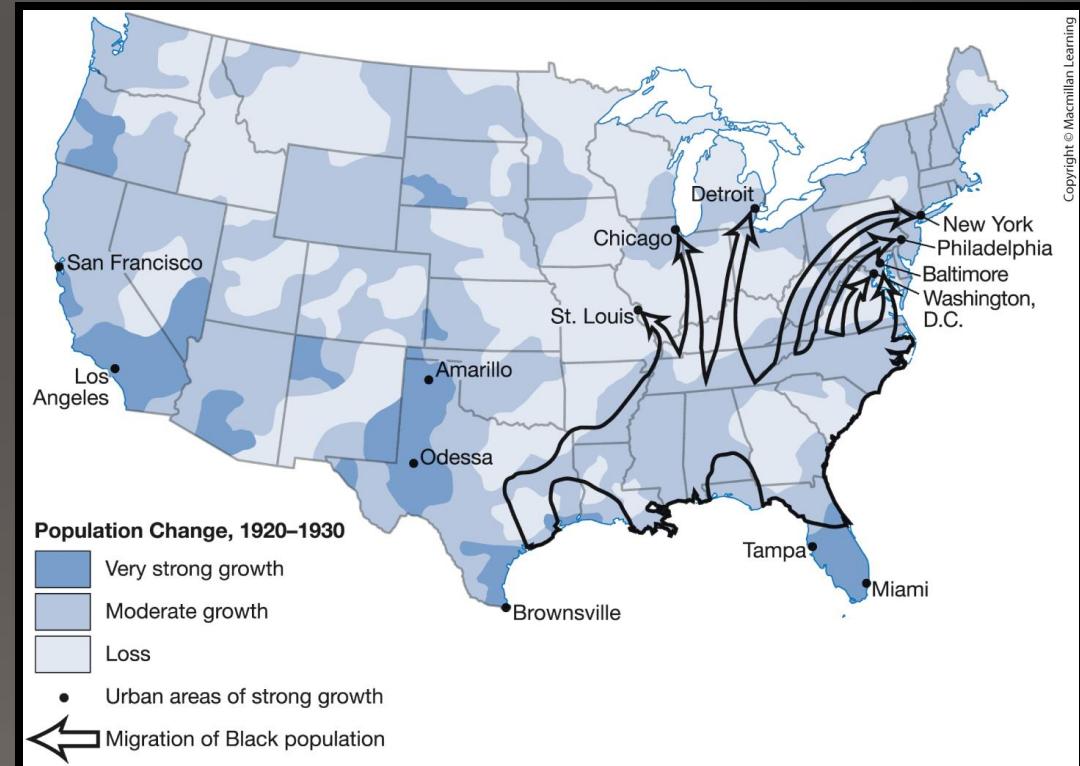
F. Scott Fitzgerald (1894-1940)



William Faulkner (1897 – 1962)

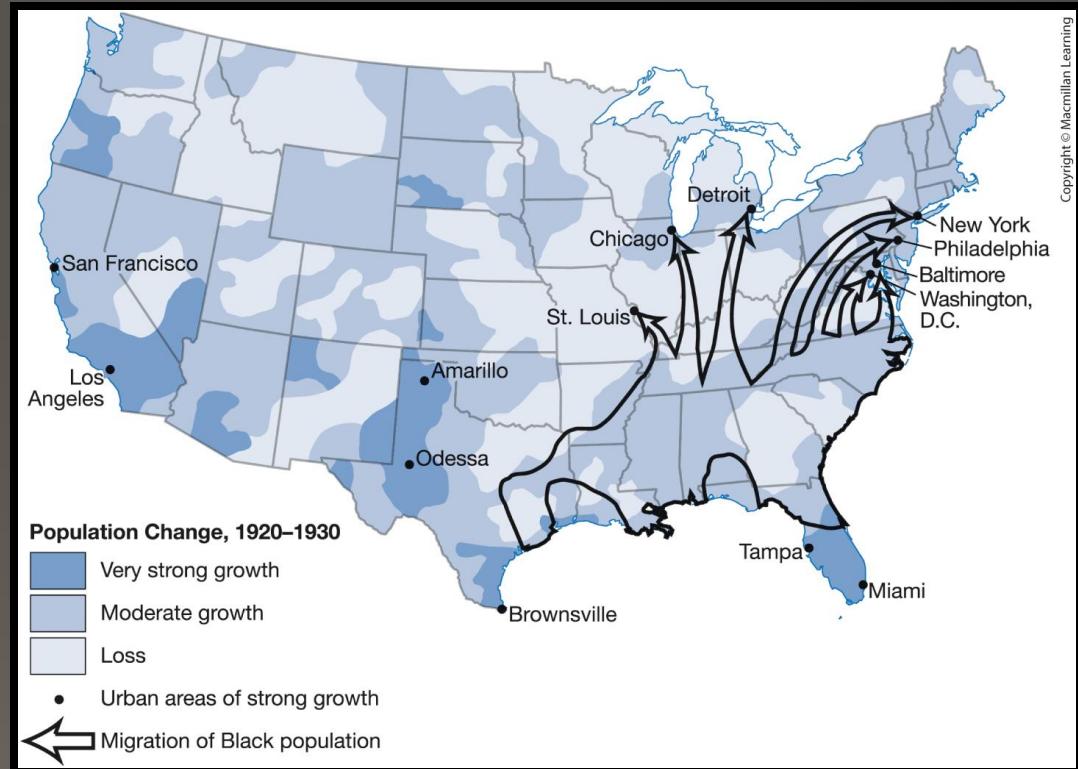
Rural – Urban Relationship

- End of 1920s: 40% Farmers Landless
- 90% Rural Homes Lacked:
 - Indoor Plumbing, Gas, Electricity
- “Backbone of the Republic” were now ‘poor country cousins.’

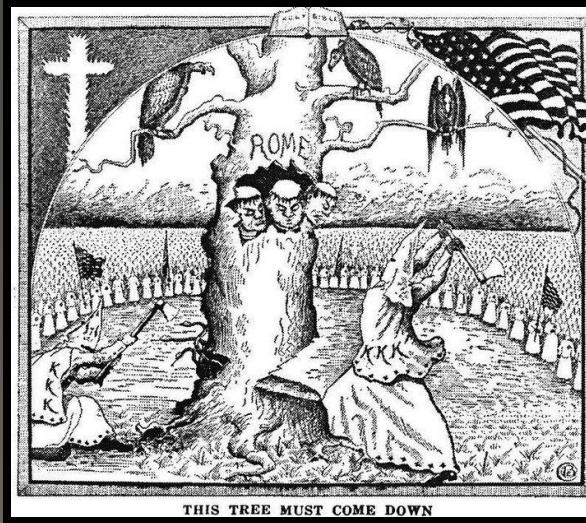
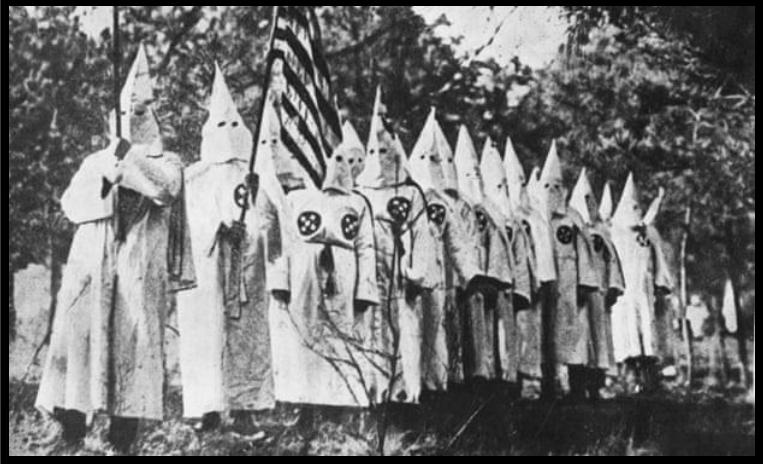


Rural – Urban Relationship

- Urban
 - Catholics
 - Jews
 - Liberal Protestants
 - Atheists
- Rural
 - Old-Time Protestant
 - Old Fashioned Morals
 - Abstinence & Self-Denial
- Response?



Rural – Urban Relationship



- Rural
 - Old-Time Protestant
 - Old Fashioned Morals
 - Abstinence & Self-Denial
- Response?
 - Prohibition
 - Stop Immigration
 - Revive Ku Klux Klan
 - Defend Bible as Literal Truth
 - Ensure no Urban Roman Catholic would become President

Rising Nativist Sentiment

- Pre-World War I Immigration:
 - ~1 Million Per Year
 - World War I
 - Expanded Nativist & Antiradical Sentiment
 - Post-World War I
 - Immigration Continued
 - 800,000 (1921)
 - Returning Veterans
 - Black & Mexican Migration
 - Rural Feared More Catholic & Jewish Immigrants
 - Congress Restrict Immigration (1921)



Johnson-Reed Act (1924)



- Johnson-Reed Act (1924)
 - Reduced to 2% from 1890 Census
 - 161,000 Immigrants Total Per Year
 - Quotas for Each Country
- Results:
 - Immigration Cut by 80%
 - Favored Western European Immigrants
 - Britain: 62,458
 - Russia: 1,992

Johnson-Reed Act (1924)

- Reaffirmed Anti-Chinese Legislation
- Added Japanese & Asia
- Open for:
 - Western Hemisphere
 - 1920s: ~500,000 Mexicans Crossed Legally
 - Desired for Cheap Labor
- Citizenship Act (1924)
 - Extended Voting for Native Americans



Rural America

- Supported Immigration Restriction
- Industrialists & Labor Leaders too
- Emma Lazarus' Statue of Liberty Poem:
 - "Give me your tired, your poor, Your huddled masses yearning to breathe free. The wretched refuse of your teeming shore. Send these, the homeless, tempest-tost to me, I lift my lamp beside the golden door!"



Anti-Foreign Hysteria

- Trial of Nicola Sacco & Bartolomeo Vanzetti (Italian Anarchists)
 - Robbery & Murder (Massachusetts)
- Trial Judge Guilty of “Grave Breach of Official Decorum”
 - Judge Referred to them as “Anarchist Bastards”
 - No Retrial



Anti-Foreign Hysteria

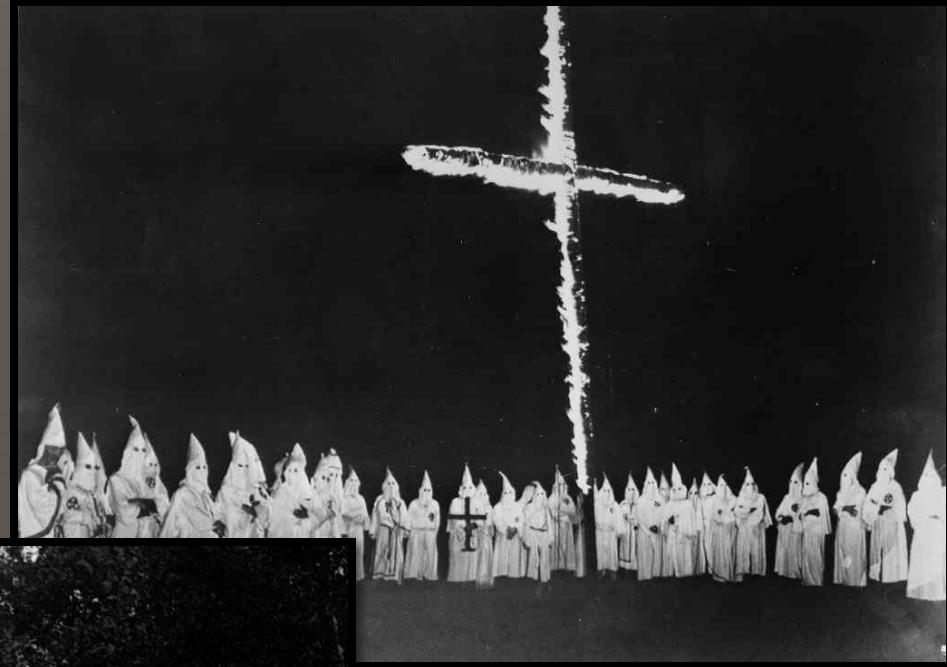
- 1920 - Trial of Nicola Sacco & Bartolomeo Vanzetti (Italian Anarchists)
 - 1927: Executed
 - 50,000 Mourners
 - Died for Being Immigrants and Radicals, Not Murderers



Rebirth of the Ku Klux Klan

1915: Reborn in Georgia

- Agenda to Defend:
 - Family, Morality, Tradition
- Aimed Hatred at:
 - African Americans
 - Immigrants
 - Radicals
 - Feminists
 - Catholics
 - Jews



Rebirth of the Ku Klux Klan

- Shaped Politics in:
- Indiana, Illinois, California, Oregon, Texas, Oklahoma, Kansas
- Peak: ~4 Million Members
 - Politicians, to Clergymen, & Storeowners
- Imperial Wizard Hiram Wesley Evans (1926)
 - Viewed Klans Members as Outcasts in Their Own Land



Rebirth of the Ku Klux Klan

- Immigration Restrictions Eased the Klan's Concerns
- Grand Dragon David Stephenson
 - Jail for Kidnap & Rape
 - Woman Killed Herself
- Social Grievances & Economic Problems Persisted



David Stephenson (1891 – 1966)

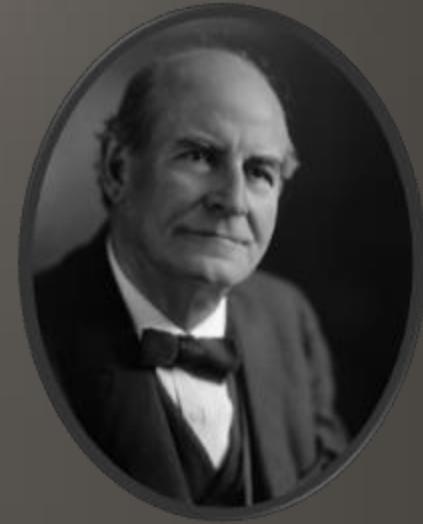
Scopes Monkey Trial

Tennessee, 1925

- Religion vs. Science
- Evolution Banned in Public Schools
- John Scopes (Biology Teacher)
 - Tested State's Ban
 - Fired for Teaching Evolution
- Defense: Clarence Darrow
- Prosecution: William Jennings Bryan
 - Symbol of Rural America
 - Fundamentalist Christian



Clarence Darrow
(1857-1938)

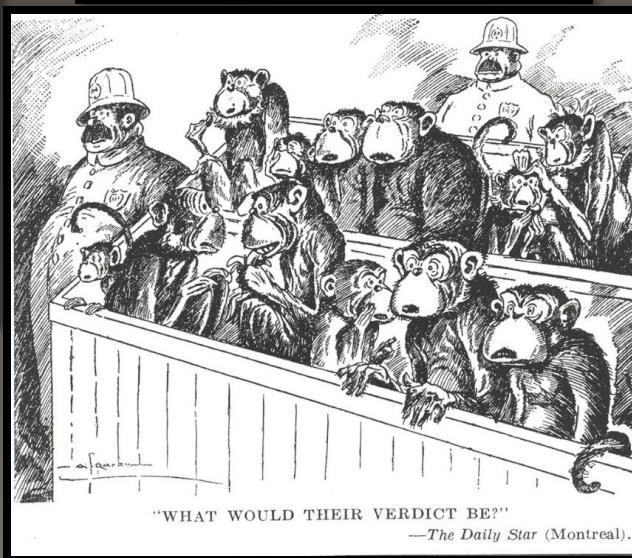
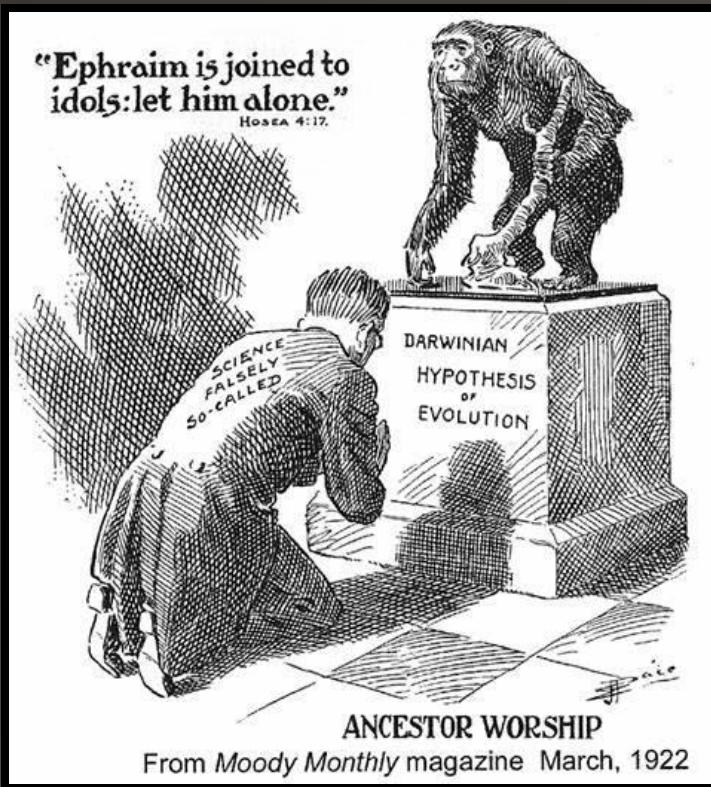


William Jennings Bryan
(1860-1925)



John Scopes (1900-1970)

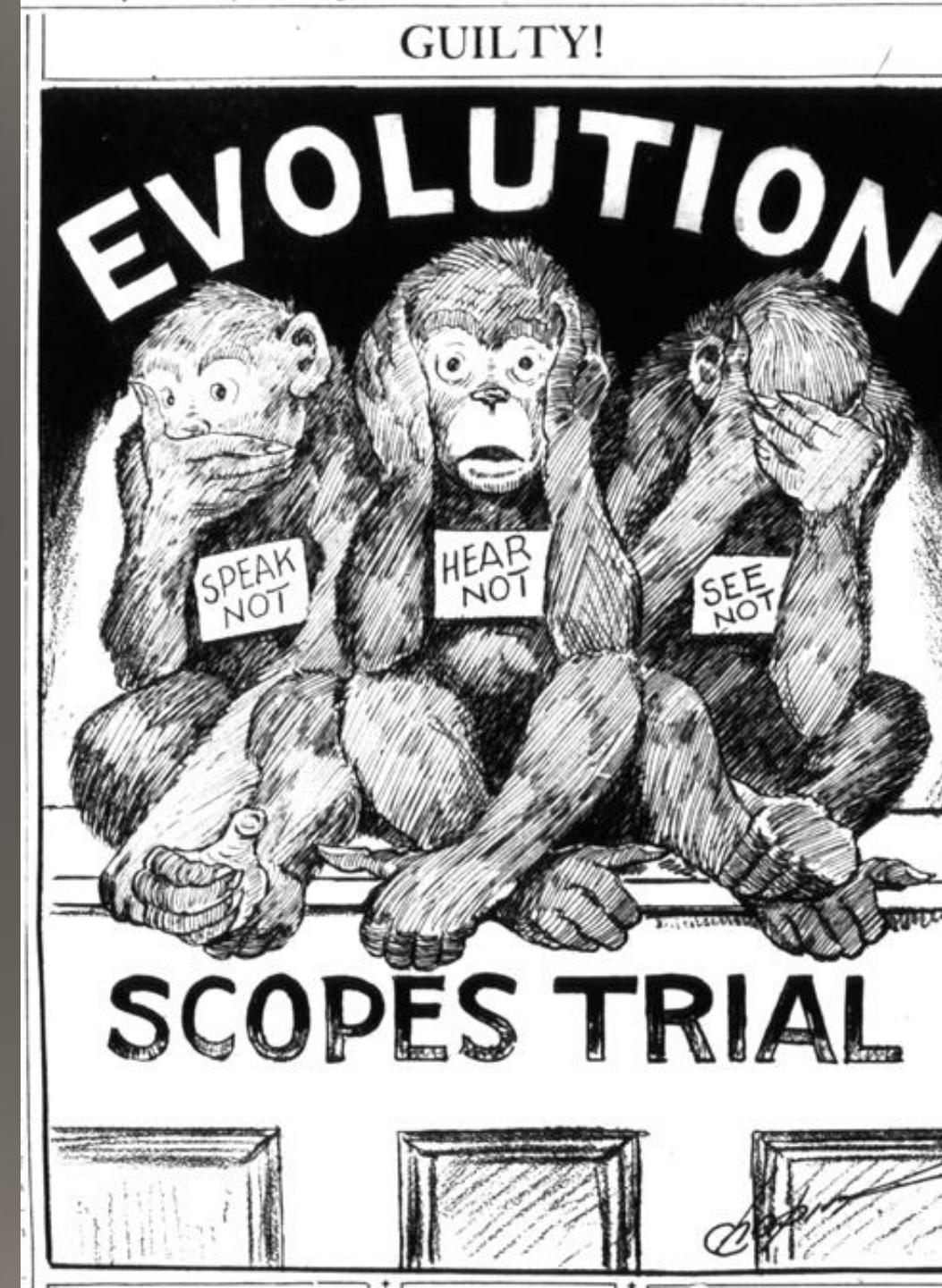
Scopes Monkey Trial



- Media Circus (Covered Live by Radio & Nationwide Audience)
- William Jennings Bryan (as witness):
 - Believed Literal Translation of Bible
 - 6 Days of Creation
 - Jonah & the Whale
- Result?

Scopes Monkey Trial

- Media Circus (Covered Live by Radio & Nationwide Audience)
- William Jennings Bryan (as witness):
 - Believed Literal Translation of Bible
 - 6 Days of Creation
 - Jonah & the Whale
- Result?
 - Tennessee Upheld the Law
 - Fundamentalism Won the Battle
 - Lost the War
 - William Jennings Bryan
 - Dies 1 Week Post Trial



Scopes Monkey Trial



- William Jennings Bryan
 - “charlatan, a mountebank, a zany without shame or dignity,” motivated solely by “hatred of the city men who had laughed at him for so long.”
- Disdain of Urban People Toward Rural People & Their Values

Presidential Election of 1928



Candidate	Electoral Vote	Popular Vote	Percent of Popular Vote
Herbert Hoover (Republican)	444	21,391,381	57.4
Alfred E. Smith (Democrat)	87	15,016,443	40.3
Norman Thomas (Socialist)	0	881,951	2.3

- Social Issues for Agenda Items
- Alfred Smith (Democrat)
 - Child of Immigrants
 - Anti-Klan Bill
 - Opposed Prohibition
 - Irish Catholic
- Herbert Hoover (Republican)
 - Morality
 - Service
 - Respectability
 - Prosperity

Economic Crash 1929

- Hoover's Inaugural Address (1929):
 - "Ours is a land rich in resources; stimulating in its glorious beauty; filled with millions of happy homes; blessed with comfort and opportunity. I have no fears for the future of our country. It is bright with hope."
- 8 Months Later: Stock Market Crashed
 - 3 Decades of Uninterrupted Growth Over
 - Global Depression Hits



Herbert Hoover



Herbert Hoover (1874-1965)

- Poor Iowa Orphan
- Celebrated Mining Engineers
- “Rags to Riches”
- “Great Humanitarian”
 - Fed Civilian Victims during WWI
- Food Administration
 - Under Wilson
- Secretary of Commerce
 - Under Harding & Coolidge

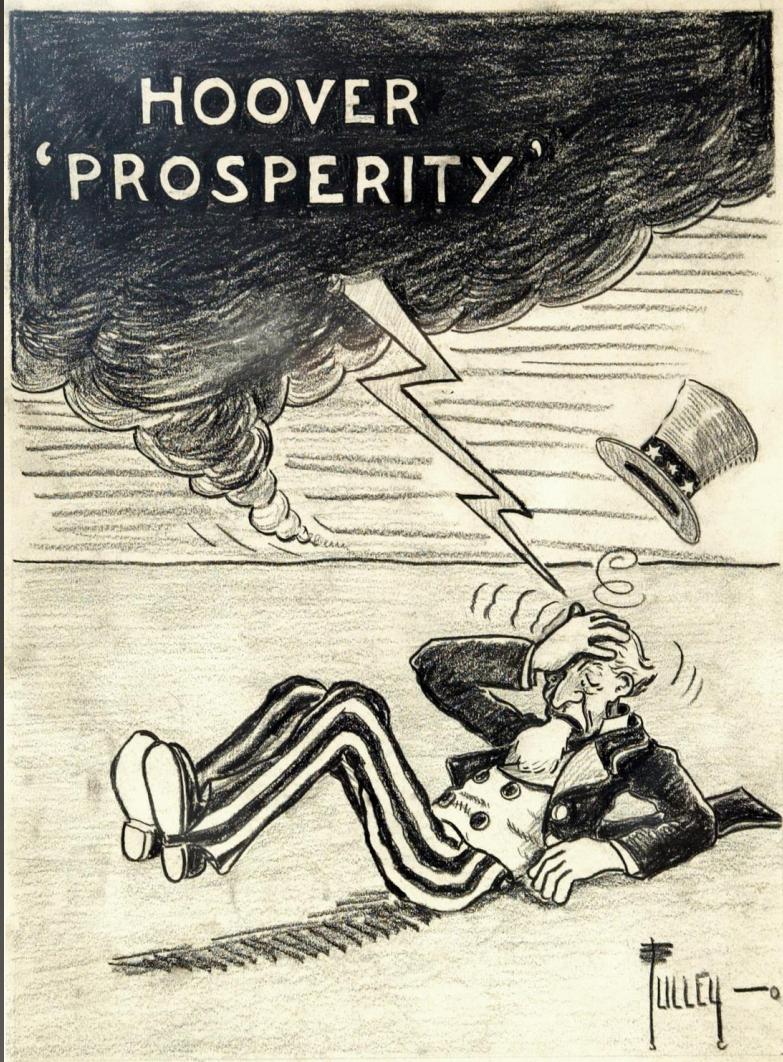
Herbert Hoover



Herbert Hoover (1874-1965)

- Progressive Wing of Republican Party
- Reform Agenda:
 - Nation of Homeowners & Farm Owners
 - Wanted to Protect Savings
 - Wanted Steady Jobs
 - Insured at: Work, Unemployed & Old Age
 - Security for All

Herbert Hoover & the Crash of 1929



- Hoover was Pro-Laissez Faire
- No Political Touch
- Not an Effective Politician
- “if some unprecedented calamity should come upon the nation ... I would be sacrificed to the unreasoning disappointment of a people who expected too much.”

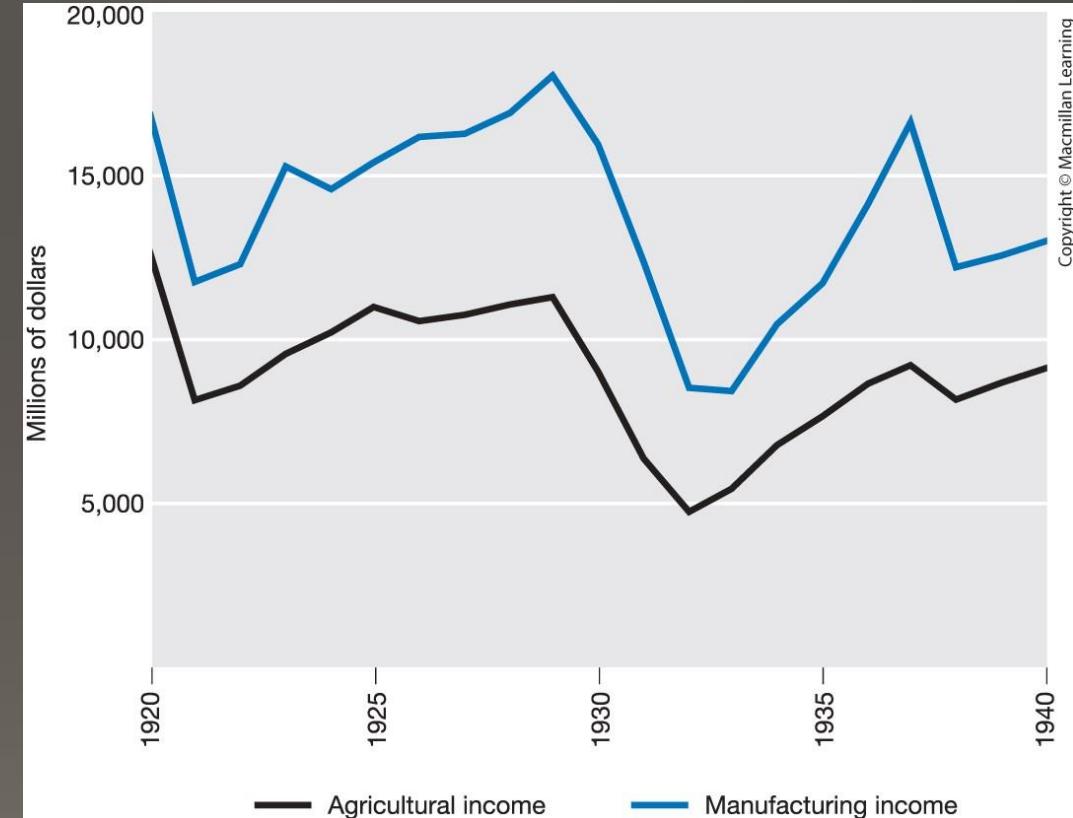
Distortion of U.S. Economy

- Post-World War I
- Loaned Millions to Europe
 - Expected Payments
 - Did Not Help Rebuild
 - Debts & Reparations Sapped European Economy
- U.S. Enacted Tariffs
 - Prevented European Goods from Being Sold in America
 - Foreign Nations – Less Money to Buy American Goods
 - Received Loans from U.S. Banks

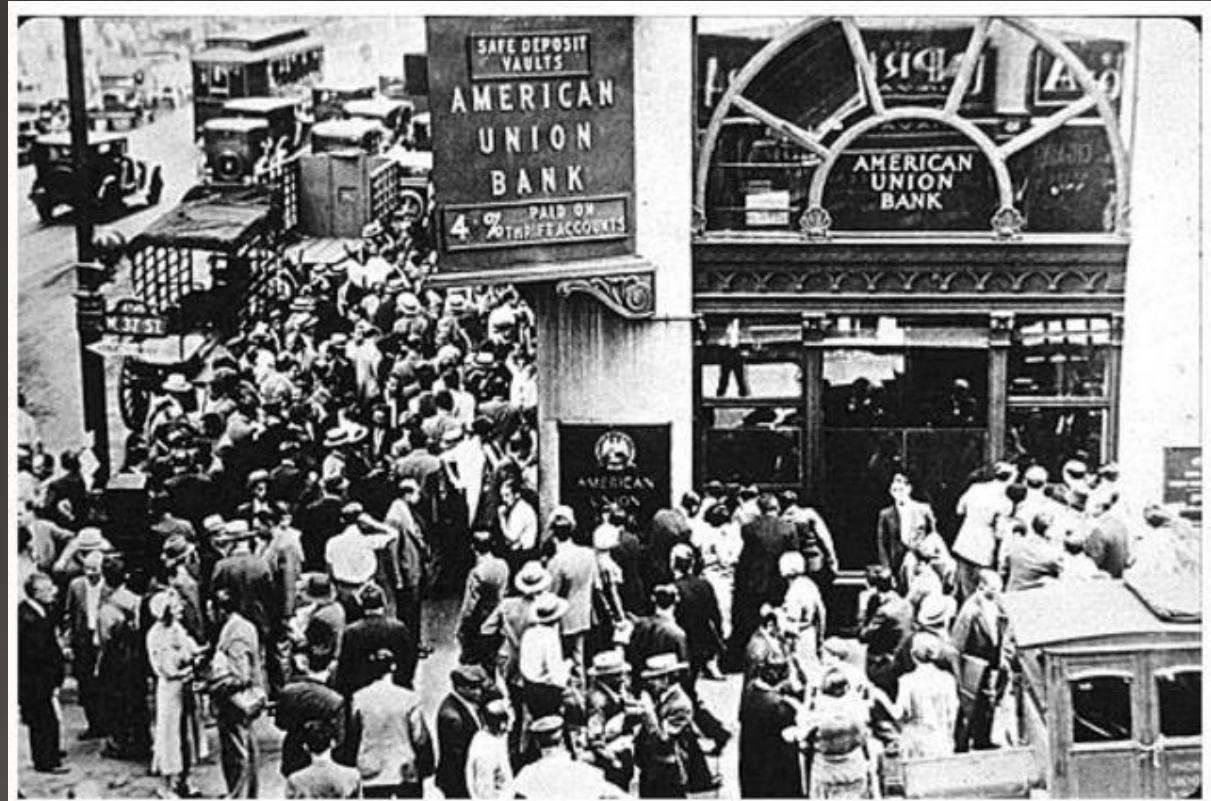


Distortion of U.S. Economy

- U.S. Home Front:
- Bad Distribution of Wealth
 - Farmers Average Income: \$240/Year
 - Industrial Workers: Could Not Keep Up
 - American Families: Less than \$2,000/Year
 - Top 1%: 15% Nation's Income
 - Poorest 42% Equaled This
- Coolidge Increased it Tax Cuts for the Wealthy



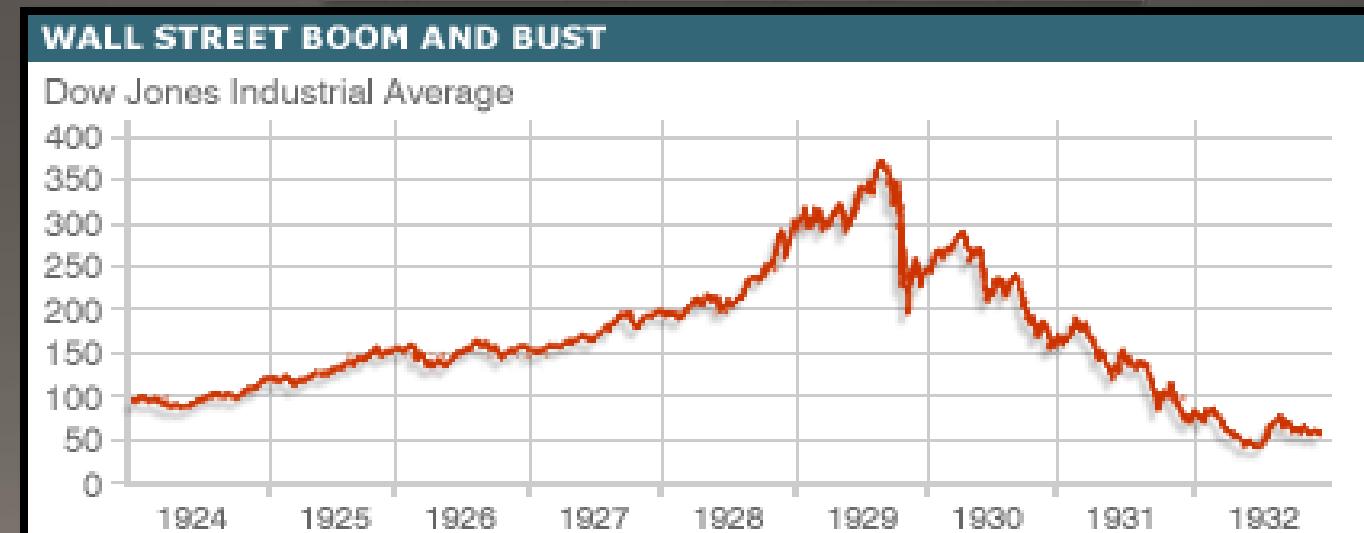
Distortion of U.S. Economy



- 1929: Rich Spent Lavishly
 - Absorbed Small Percentage of Nation's Output (Goods)
- Buying on Credit Soared
 - 4:5 Cars & 2:3 Radios
 - Bought on Credit
- Construction Slowed
- Automobile Sales Faltered
- Companies Cut Back Production
 - Laid off Workers
- 1921-1929: 5,000 Banks Failed
 - Life Savings Gone

Speculation

- 1924-1929
- Stock Values Increase 400%
 - Put only Part of the Money Down
- “permanently high plateau”
 - Stocks were a bargain
- “The only problem with capitalism is capitalists. They’re too damned greedy.”



Stock Market Crash, October 1929



- Investors Sold Overvalued Stock
- (October 24, 1929) Black Thursday
 - Traded 13 Million Shares
 - Investors lost ~\$5 Billion
- Black Tuesday, October 29th
 - Traded 19 Million Shares
 - Thousands of Investors Wiped
 - No Money to Take out of the Banks



Factors Leading to the Crash of 1929

- 1. Lack of Diversity in American Economy
- 2. Maldistribution of Purchasing Power
 - $\frac{1}{2}$ Families Lived Near Poverty
- 3. Increased use of Credit that Could not be Paid
 - Everyday Usage
- 4. Declining International Trade
 - Many Stopped Buying American Goods
- 5. Europe Defaulting on Loans from the U.S.
 - WWI Loans Not Being Paid
 - Could Not Afford to (Recessions)

Hoover's Response (Nov 1929)

- Hoover:
- Urged Voluntary Plan
 - Businesses:
 - Maintain Production & Keep Workers employed
 - Same Wages, Hours, Conditions
- Demand for Products Declined:
 - Industrialist cut Production, Hours, wages, Workers
 - No Jobs = Buying Less
 - Cyclical Cycle



Hoover's Response

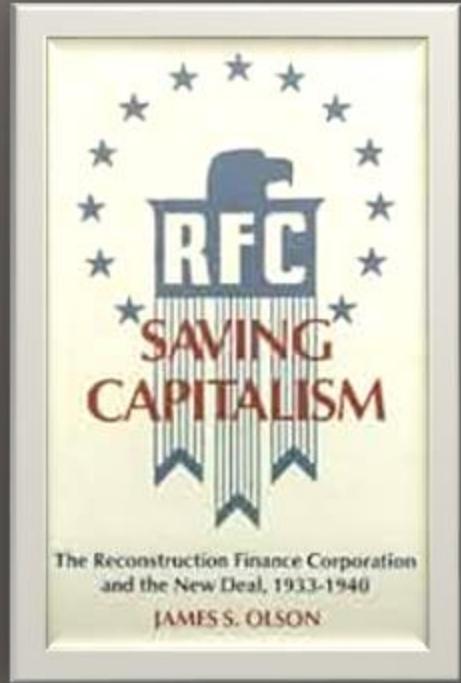


- Agricultural Marketing Act (1929)
- Farm Board Created
 - \$500 Million to Buy Agricultural Surpluses (to Raise Prices)
- Hawley-Smoot Tariff (1930)
 - Protective Tariffs on Agricultural Goods
- Congress: \$420 Million for Public Works Project
 - Create Jobs
 - Doubled Federal Public Works Spending in 3 Years

Hoover's Response

Economy Weakened

- Country's Created Tariffs in Retaliation
 - Farmers Could Not Sell Abroad
- Reconstruction Finance Corporation (RFC)
 - Lend Government Funds to Endangered Banks and Corporations
 - Trickle Down Economics
- “Feed the sparrows by feeding the horses.”



Economic Depression

- 1932/33:
 - 25% Unemployment
(13 Million People)
 - 50% Underemployed
- No Direct Federal Assistance
 - Private Charities Swamped
 - State Services Exhausted
 - Increased Cries for Federal Aid

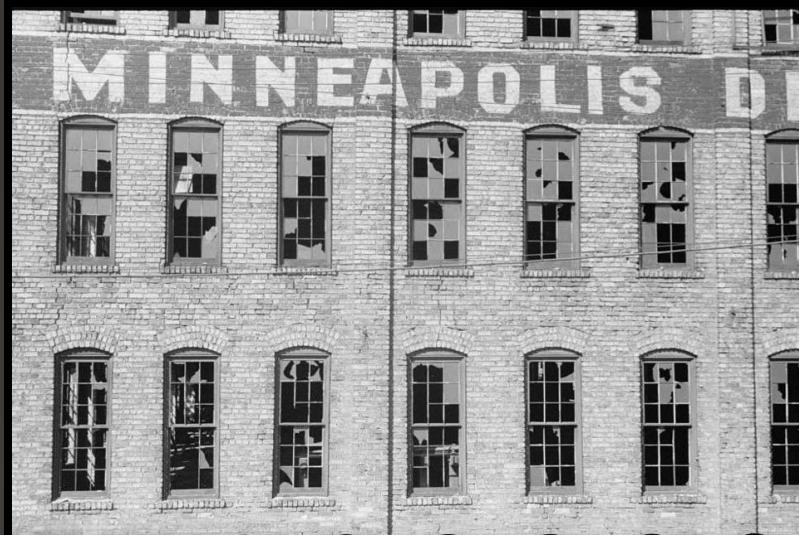


Hoover's Response

- Not a Do-Nothing President
 - Believed in Limited Government
 - “Prosperity cannot be restored by raids on the public Treasury”
- 1931: Red Cross Distributed Agricultural Surplus to the Hungry
- 1932: Small Federal Loans to States
- No Huge Government Action

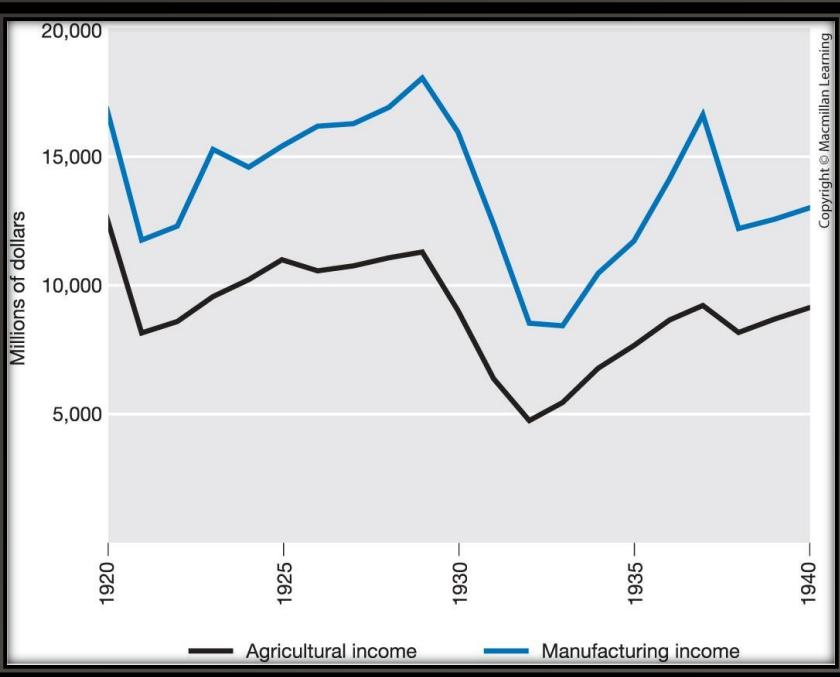


Everyday Life During the Depression

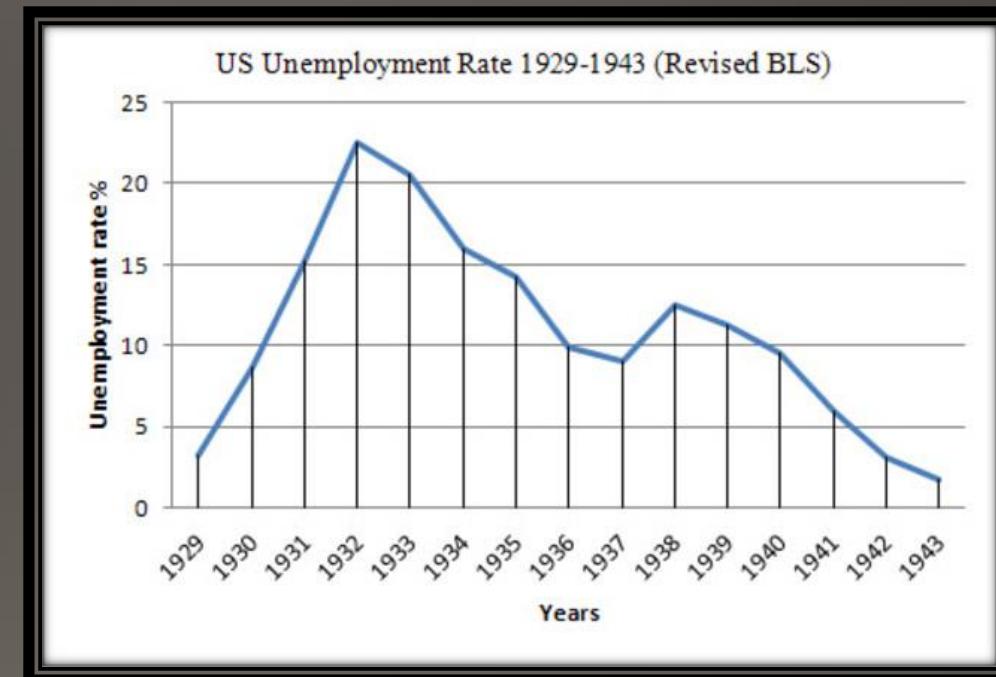


- Agricultural Surplus & Hungry Families
- Factories Idle but Millions out of Work
- Wealth Gap Widened
- Depression Worsened
- 1932: Dangerous Social & Political Crisis

Everyday Life During the Depression



- 1929 National Income:
 - \$88 Billion
 - Unemployment: 3.1%
 - ~1.5 Million Workers
- 1933 National Income:
 - \$40 Billion
 - Unemployment: 25%
 - ~13 Million Workers
 - 50% Underemployed
 - 9,000 Banks Closed
 - Millions in Savings Gone



Everyday Life During the Depression

- Emergence of the 'Tramp' & 'Hobo'
 - Hitchhiking, Riding the Rails
- Scavenged in Alleyways
- 1931: NYC Hospitals:
 - 95 Deaths from Starvation
- Suicide Skyrocketed
- People Tried Selling Their Own Children



Everyday Life During the Depression



- Rural Poverty: Acute
- 8.5 Million
 - 3 Million Black
 - Cabins without Plumbing, Electricity, Running Water
- Survived On:
 - Salt Pork, Cornmeal, Molasses, Beans, Peas



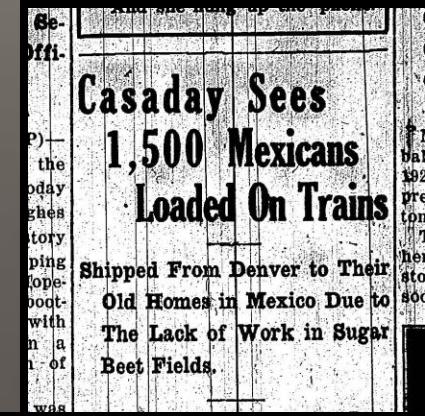
Reactions to People's Suffering?



- No Federal Assistance
- Strapped Charities
- Broke State & Local Agencies
- Philadelphia:
 - Family of Four with Zero Income:
 - \$5.50 a week
- Detroit:
 - 60 Cents a Week
 - City Ran out of Money Entirely

Scapegoating

- 1920s:
 - Cheap Agricultural Labor from Mexico Flowed Legally
 - Welcomed
- 1930s:
 - Denounced as Dangerous Aliens out for Jobs
 - Targeted for Deportation, Regardless of Citizenship Status
 - ~500,000 Mexicans & Mexican Americans Deported or Fled to Mexico



EAST CHICAGO TWIN CITY NEWS INDIANA HARBOR
Wednesday, August 24, 1932.

Another Train Load of Mexicans Shipped Yesterday

LAST MINUTE ARRANGEMENTS ARE COMPLETE

MEXICAN CONSUL TELLS OF THE WORLD'S WORST PROBLEMS AT HOME

TRAIN VICTIMS ARE BURIED HERE TODAY

SOCIAL AND PERSONAL NEWS OF EAST CHICAGO

POLICE TEAMS WILL CLASH TOMORROW

MUST LEAVE STATE OR GO TO PENAL FARM

MAN ADDED AT BORER STATION

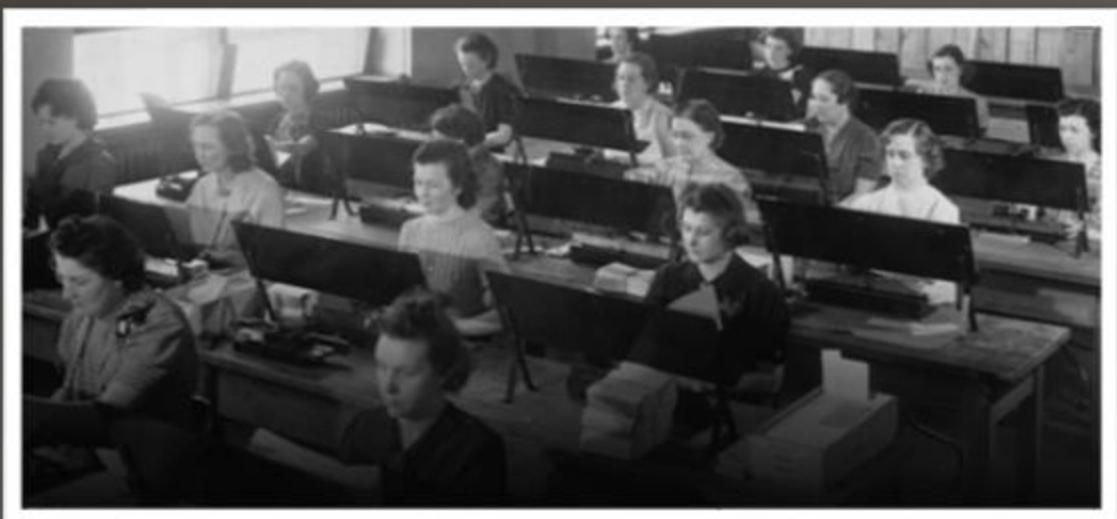
NEW BOOKS AT LIBRARIES

MRS. ROCKEFELLER RETAINS STRENGTH

PICTURE: A large crowd of people, mostly men, gathered outside a building, possibly a train station or deportation center, under a chain-link fence. Some individuals are wearing hats and dark clothing. The scene conveys a sense of a large-scale event or gathering.



Depression Affects on the Family

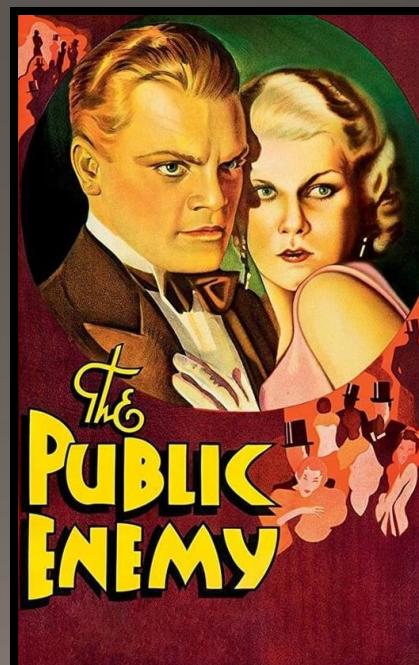
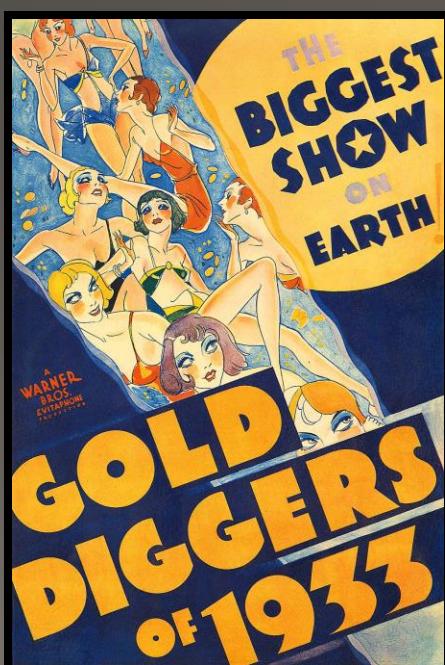
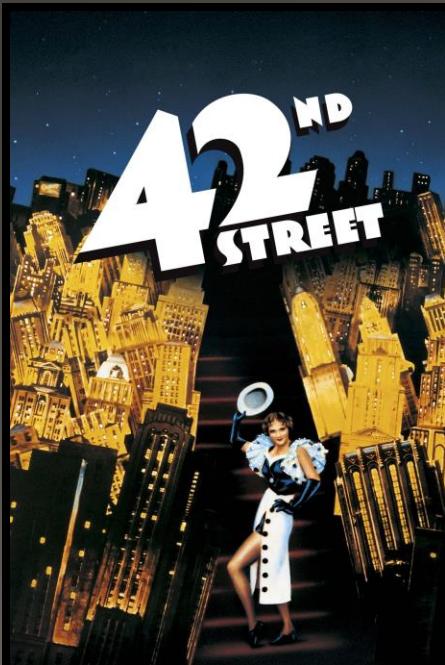


- People Postponed Marriage
 - Fewer Children
- Job Roles Reversed
 - Women Went to Work
 - Women Kept Jobs
- By 1940: 25% More Women Worked

Escaping Realities of the Depression

Turned to Film

- 60-75 Million Americans Attended the Theatre each Week
- *42nd Street & Gold Diggers (1933)*
 - Hope Around the Corner



- *Public Enemy (1931)*
 - Gangsters; Crime Doesn't Pay
 - Protecting Morals
- Crime Rose
 - Romanticized Robbers

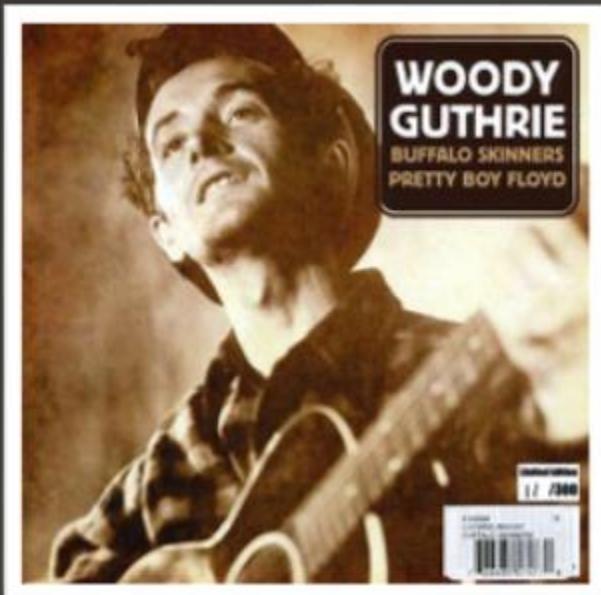
Escaping Realities of the Depression

- *The Public Enemy* (1931)
 - Gangsters; Crime Doesn't Pay
 - Protecting Morals
- Romanticized Robbers
 - Bonnie & Clyde
 - Bank Robbers
 - Glorified by the Masses
 - 20,000+ Attended Bonnie's Funeral



Escaping Realities of the Depression

- Woody Guthrie
- “The Ballad of Pretty Boy Floyd”
 - Murders Bank Robber & Choirboy Face
 - Pretty Boy Floyd (1904-1934)
 - Never Drove Families from Home
 - Shot and Killed by Police
 - Funeral: 20,000-40,000 Mourners



Woodie Guthrie (1912-1967)



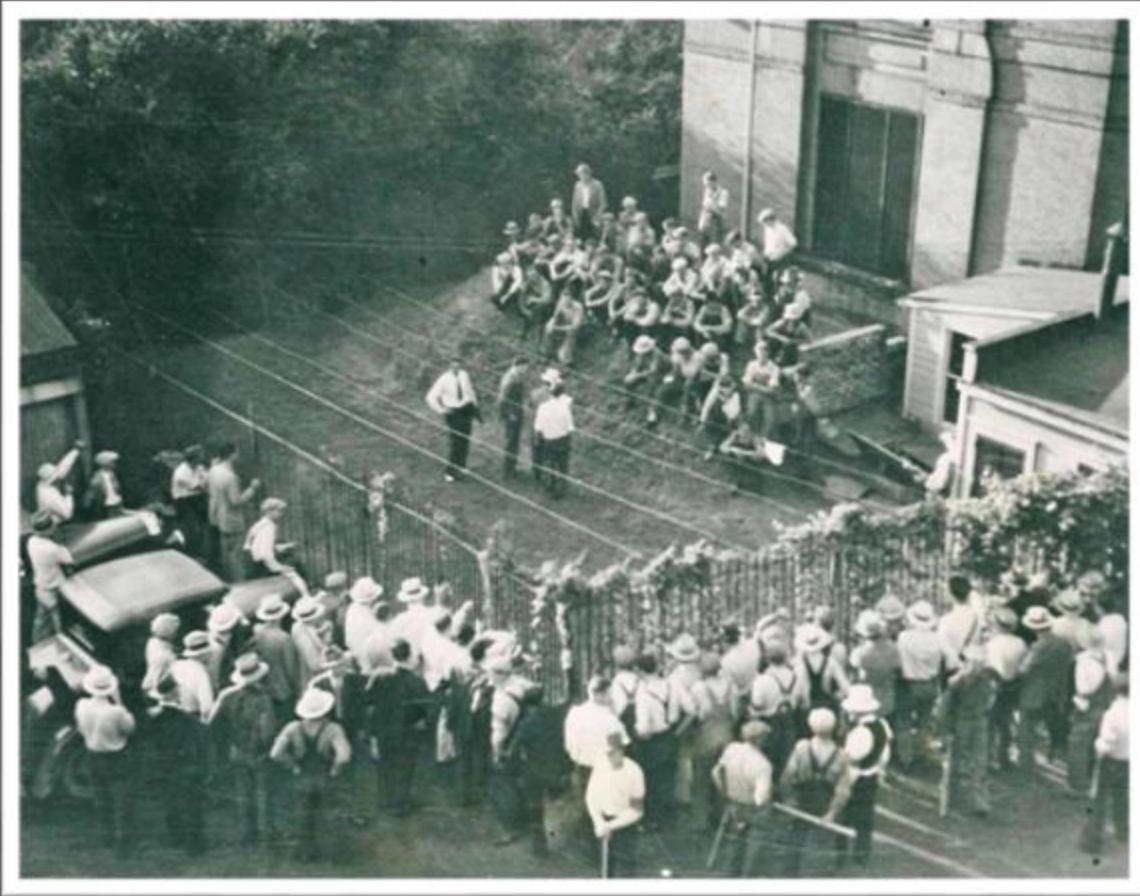
Charles Arthur "Pretty Boy" Floyd
(1904-1934)

Working Class Response to Depression

- Working Class took Biggest Hit
- AFL Turned Militant
 - “Revolutions grow out of the depths of hunger.”
- March 7, 1932
 - Unemployed March to Ford Factory in Dearborn, Michigan
 - Pelted Rocks
 - Ford’s Security: Gunfire
 - Killed 4
 - 40,000 Came out to Funerals



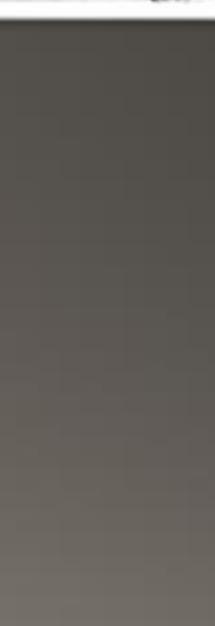
Farmers Response to Depression



- National Farmers' Holiday Association (1932)
 - "Penny Sales"
 - Community Policy on Foreclosed Properties
 - Sold to Original Owners from Banks
 - Power of Pennies

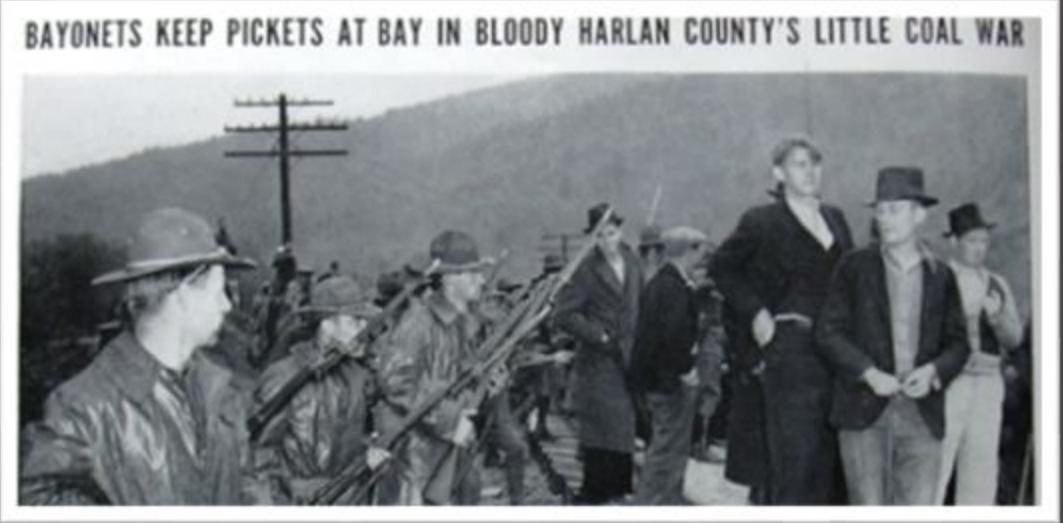
Veterans Response to Depression

- Bonus Army, 1932
 - 20,000 Veterans to D.C.
- Demand Pension (Bonus)
 - Promised in 1924
- Hoover's Response
 - Ignored Them
 - Ordered U.S. Military to Remove Veterans from D.C.
 - 2,000 Remained in Hoovervilles
 - Tanks, Bayonets, Tear Gas vs. Peaceful Veterans



Communist Party Response to Depression

- Highest Membership:
 - ~100,000 Americans
 - Workers, Intellectuals, College Students
 - Overthrowing Capitalism = Saving Depression Victims
- Harlan County, Kentucky (1931)
 - Defend National Miners Union
 - Beaten for It
 - Reputation: Fearless & Dedicated



The Scottsboro Boys (1932)

- 9 Teenage Boys Accused of Raping Two White Women
 - Train Hopping to Scottsboro, Alabama
 - Looking for Work
 - Police Pressured Women to Make Accusations
- 1 Life in Prison (13 Years Old)
- Decade to Appeal Case
 - All 9 Receive Lengthy Prison Sentences for Crimes they did Not Commit (for Riding Trains)



Conclusion

- Nation's Economy Grew
- Revolution in Industry, Mass Consumerism, & Societal Norms
 - Flappers & "New Woman"; Harlem Renaissance & "New Negro"; The Lost Generation; Growth of Advertisement; Sports, Films, Music
- Reality:
 - People Struggled to Make a Living
 - Economic Opportunity Supposedly Increased, but so did the Debt
 - Depression was the Real Reality
 - Everybody Suffered, but the Poor Especially