# The Roaring 20’s

Decade of contrasts, not everyone experiences this decade the same.

**Temperance Movement** - government action to ban alcohol via constitutional amendment. The 18th amendment started prohibition. Prohibition had popular support from progressives. Possession and consumption was legal, sale and transportation was not.

Enforcement was hard and many people got around it. Moonshiners, bootleggers, and rumrunners were common. Speakeasies were hidden places to get alcohol.

A lot of homemade alcohol wasn’t very good so the cocktail was born to make it taste better.

There was a lot of black market demand for alcohol, so organized crime got big. Competing gangs fought over territory. The tommy gun was king, the ol’ Chicago Typewriter, the gat.

Chicago’s Al Capone was fighting the Irish in Chicago. During the **St. Valentine’s Day Massacre**, Capone and his men killed some rival gang members.

Warren Harding was elected president in 1920, promised a “return to normalcy.” Harding had corruption issues and cheated on his wife, died in office so now Calvin Coolidge is president. Calvin Coolidge was kind of old school, hands off as president. Know as “Silent Cal”

**The Forgotten Depression - 1920-1921**

Men coming out of the military, many blamed Secretary of the Treasury Andrew Mellon. Mellon theorized the Laffer Curve. He’s a big tax cut guy.

After, economy is going to boom, rise of consumer goods.Things like radios, phones, refrigerators, washing machines, vacuums, etc.

Cars are also getting much more common, the Ford Model T was the common man’s car. Ford’s biggest competitor was GM, who offered more options and prices. “You can have your Ford in any color, as long as it’s black.”

It’s now the Jazz Age, jazz is an American original.

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| **Old Culture** | **New Culture** |
| Emphasized Production | Consumption |
| Character | Personality |
| Scarcity | Abundance |
| Religion | Science |
| Idealized the Past | Looked to the Future |
| Local Culture | Mass Culture |
| Substance | Image |