

After the brief recession came prosperity with a growing inequality. The output rose, per capita income grew, and there was little inflation. A short recession in 1923, but expansion again in 1924. This boom was because of the injured European industry, and the technology available. Materials for the automobile industry influenced many other industries, like the construction industry. Radio, after the theory of modulation makes it possible to transmit audio, becomes more popular. By the end of the 1920s, almost everybody had a radio. Commercial aviation helps deliver mail, but develops slowly until a great increase in the 1930s. Trains become faster and more efficient. All industries fueled by tech advances boom. By the late 1930s, there were 25 million telephones. The first analog computer happened by the early 1930s. Genetic research, particularly because of Mendel, influenced Thomas Morgan's experiments with hybridization and genetics. Large sectors influenced consolidation, though smaller industries that are less dependent on technology are more resistant. General Motors, the largest automobile manufacturer and one of the largest American corporations, has Alfred Sloan create a modern administrative system that makes controlling subsidiaries easier. Industries less susceptible to domination try to stabilize with cooperation. Trade associations encourage coordination in production and marketing, and work well with mass production industries. In more decentralized industries, like cotton textiles, they have limited effectiveness. Efforts to curb competition through consolidation showed the fear of overproduction, for many industrialists remember how rapid expansion produced recession in 1893, 1907, and 1920. The unrealized dream of the New Era was to stabilize the economy to prevent collapses. Economic growth created a greater maldistribution of wealth and purchasing power, as more than two thirds of Americans in 1929 lived at only a minimum comfort level or below, with many in poverty. Industrial workers experienced many successes and failures. On one hand, the standard of living rises, improving working conditions, and some employers developed paternalistic techniques called welfare capitalism. Henry Ford shortened the workweek, raised wages, and did paid vacations. U S Steel made efforts to improve safety and sanitation. Some workers become eligible for pensions on retirement, though women generally receive longer vacations and rest periods. Labor grievances still surface, but company unions emerge, though they cannot raise many important issues. Welfare capitalism collapsed in 1929, and had only impacted a small number of workers. Most employers wanted minimum labor costs, and in the end, workers were still impoverished and powerless. Working class families needed multiple jobs to earn enough money. While unemployment was lower, a large portion of the workforce was out because the growth of tech made jobs obsolete. Labor organizations mainly fail to adapt to the modern economy. The A F L was still committed to a craft union, and William Green, their pres, wanted to peacefully cooperate and avoid strikes. Pink collar jobs were low paying service jobs for women, and labor organizations were not interested in organizing these workers. Blacks from the Great Migration had few opportunities for union, as the A F L often excluded blacks, and many were still in service jobs, which are not in the A F L. The Brotherhood of Sleeping Car Porters, founded 1925 and led by A. Randolph represented most of the black workforce, and won wages and shorter working hours. He also got the union to fight for civil rights. IN the West and Southwest, numbers of Asians and Hispanics were excluded from white dominated unions, and because of Chinese Exclusion Acts, Japanese often took jobs, many as unskilled workers or occasionally truck farmers. Issei, Immigrants, and Nisei, their children, enjoyed significant economic success to where California passed laws making it difficult for them to buy land. Filipinos also swell the workforce, creating hostility, and there are riots that cause California legislation to eliminate immigration from the Philippines in 1934. Mexican immigrants were a major part of the unskilled workforce in the Southwest, facing hostility, but are not really excluded because they needed the low paid unskilled unorganized workers. Unions were weak, and corporations made sure of that. Leaders try to spread that unionism was subversive, and that democratic capitalism needs an open shop, where workers do not have to join unions. This was the American Plan, and was endorsed by the National Association of Manufacturers, and is the pretext for oncoming union busting. These tactics were still insufficient to counter unions, and the fed gov makes a difference. In 1921, the Court declared picketing illegal and

supported courts issuing injunctions against strikers. In 1922, they quelled a railroad strike. In 1924, they refused to protect the United Mine Workers Union when mine owners launched a violent campaign against them. So union membership fell. Agriculture is industrializing, making cultivating land easier with fewer workers. Agricultural researchers have been inventing hybrid corn and chemical fertilizers and pesticides, limited in the 1920s but take off in the 1930s and 1940s. This increased agricultural productivity, however, created a surplus that led to a severe decline in food prices, so many left agriculture or lost ownership of lands. Farmers began demanding relief from the government. Parity meant setting a price for farm goods so that farmers earned back production costs no matter what. Champions of parity also want tariffs. The McNary Haugen Bill was introduced to congress, providing parity repeatedly, but President Coolidge vetoed it both times.

Because of the urban consumer culture, many Americans perceive the world in similar ways with values reflecting prosperity and complexity of the new economy, but the culture does not hurt the diversity. Middle class families are beyond just subsistence, and now buy items for pleasure. Notably impacts women with new appliances like refrigerators, washing machines, irons, and vacuum cleaners. Fashion. Automobiles expand the geographic horizons, for rural people can escape isolationism at will, and city dwellers can escape urban life. Suburbs grow. Vacation, once for the wealthy, is something the middle class can do, including with paid vacations. Young people can now escape their parents, creating a well developed independent youth culture. The advertising industry was the most responsible for consumerism. Early firms, like N W Ayer and J Walter Thomson appeared before World War 1, but in the 1920s, partially due to propaganda, advertising was more important. They encourage the public to absorb promotion and salesmanship, admiring boosters and publicists. One of the most successful books of this time was *The Man Nobody Knows*, by Bruce Barton, which portrayed Jesus as a salesman, with his parables being the most powerful advertisements. Concern with living a full and rewarding life. Advertising also works because of media, primarily newspapers and magazines. The Sunday Evening Post, which started in 1871, was yearning for an earlier time. Modern magazines respond to modern urban life, like *The Reader's Digest*. Time condensed weekly news. Movies are also more popular, and an increasing number of people saw films in the 1930s. In 1927, the first talkie, *The Jazz Singer*, was shown. A scandal in 1921 led to a need to clean up Hollywood, so there are standards for films. The Motion Picture Association, led by former postmaster general Hayes, has the power to review films and ban what might offend viewers. The radio was the most important communication. K D K A in Pittsburgh was the first station, and then the National Broadcasting Company formed in 1927. These stations cover every area of the country. Radio fears gov, so monitored content, but is less centralized than filmmaking, so can be controversial and subversive. Theological modernists abandon traditional tenants and accept faith for a more fulfilling life. Harry Fosdick, a pastor, was influential for liberal Protestantism was extremely influential, and in his book *Abundant Religion*, he argues christianity should lead to radiant and triumphant living. Most stop short of this view and remain faithful to tradition, but many are devaluing religion. College educated women are no longer pioneers, but professional opportunities are still limited. There are some successes for business executives, journalists, doctors, lawyers, but most remain in feminine fields. Some middle class combine marriage and career, but most chose between work and family. Many married women are working class, even though the new professional woman was widely publicized. Motherhood was redefined. Behaviorists, led by John Watson, challenge the idea of motherhood being instinctual, and say mothers should rely on trained educators, experts, and professionals. Motherhood is seen as less emotionally fulfilling, and increasingly tied to institutions outside the family, so they try to compensate with companionate marriage. This wife shares her husbands social life, devotes time to her own fashion, does not let children interfere, and sex is for pleasure. Birth control causes and resulted in these changes. Margaret Sanger was the pioneer of this movement, partially due to Emma Goldman. Sanger promoted birth control devices out of concern for the working class, but

with limited success, so she targets the middle class. Some women conclude that the New Era does not need female respectability, and can strive for physical and emotional fulfillment, which was influenced by Freudian ideas. This leads to the image of the flapper, a modern woman with a liberated lifestyle, which impacts lower middle class and working class single women. Still, most women are dependent on men in the workplace and at home. The realization of the myth of the new woman led to a crusade for reform. The National Woman's Party, under Alice Paul, campaigned for the Equal Rights Amendment, though Congress does not support it. Women's activities do grow, and organize the League of Women Voters and versions of the Democratic and Republican parties. They won in 1921, with the Sheppard Towner Act that provided funds for prenatal and child healthcare programs. However, Alice Paul and supporters dislike this as it seems to classify all women as mothers. Sanger thinks this discouraged birth control. And the American Medical Association warns about introducing untraineds to the field, so Congress terminated it in 1929. More people are going to high school nowadays, and enrollment in colleges and universities increased. As do specialized training with trade schools. Schools also offer modern and traditional instruction. This contributed to youth culture, which was also partially because of Freud, but more because recognition of training before the workplace. Schools start to define people by peer group and not families because of extra curriculars. The generation living through the Great War saw the conflict as useless, which led to disenchantment with the States. But instead of trying to influence society, they isolate themselves and look for personal fulfillment. Gertrude Stein, a writer, called this the Lost Generation. At the heart of their critique was alienation. Repudiation of Wilsonian views, restoring business as usual, and the emphasis on materialism seems like the war was in vain. Ernest Hemingway, one of the most celebrated writers, wrote *A Farewell To Arms*, where the protagonist, an American fighting in Europe, decides there is no justification and deserts, suggesting this officer being admired. This alienation led to critiques of society by writers, some called debunkers, including journalist H L Mencken, whose magazines, *Smart Set* and *American Mercury* ridicule what the middle class held dear, as it was at the hands of the booboisie. Sinclair Lewis echoed his contempt of other aspects of society. *The Great Gatsby* ridiculed obsession with material success. The Harlem Renaissance created a distinct black culture. Nightclubs, like the Cotton Club, feature jazz musicians like Duke Ellington. Theaters feature comedies and vaudeville. Some whites travel to Harlem, in New York City, but most are black. Harlem draws from African and American roots. Langston Hughes captured the movement in saying *I am a Negro and beautiful*. One of the leaders was Alain Locke, who assembled other black's writings into *The New Negro*, and white publishers took note of this, creating readerships beyond the black community. And Aaron Douglas is commissioned for important murals.

The modern culture competed with the traditional cultures. Prohibition went into effect in 1920, and had support of the middle class, but while it did reduce drinking, it produced many violations with immediate disillusionment. Only a small number were hired to enforce prohibition, so it became very easy to get illegal alcohol. This lucrative industry meant organized crime took over, notably with Al Capone. Middle class progressives opinion sours, but Protestants defend it. Opponents of prohibition, called wets, gain influence, and with the Great Depression repeal the 18th amendment. A curb on emigration has garnered strength, association immigration with radicalism, so sentiment quickly grew. The emergency immigration act of 1921 set a limit on immigration, and then the National Origins Act of 1924 strengthened it and banned immigration from East Asia, and more limits continue. Nativism also led to a rebirth of the Ku Klux Klan. Nativist passions led to the death of Leo Frank, and then *The Birth of a Nation* glorified the Klan. At first, they were concerned with intimidating African Americans, and later Catholics, Jews, and foreigners, so membership mushroomed throughout the country. In some communities, they were a fraternal society, but they are often a brutal opponent of alien groups and defend traditional fundamentalist morality. Some terrorize blacks, Jews, Catholics, and foreigners, and threaten businesses and families, resorting to whipping, tarring and feathering, arson, and lynching. The

Klan feared challenges to traditional values, so they also persecuted white Protestants they considered irreligious, and enforced prohibition. The Klan's secrecy kept cohesion. They decline after 1925, when struggles and scandals discredit leaders. David Stephenson raped someone, and watched her die. The postwar K K K had little connection to this one. Religious challenges lead to divisions in Protestants. The modernists and fundamentalists. Fundamentalists insist on literal interpretation of the Bible and oppose Darwin. This highly evangelical movement wants to spread their doctrine, and travel with revival meetings. Modernists are condescending and amused. Fundamentalism gained political strength in the mid 1920s, and got Tennessee to make it illegal to teach theories denying the divine creation of man. This law attracted the American Civil Liberties Union, who will help those who defy the law. John Scopes is arrested, and Clarence Darrow will defend Scopes. William Jennings Bryan, now fundamentalist, will help with persecution. This is the monkey trial. Still, Darrow scored a victory by making Bryan's defence seem foolish. This trial was traumatic for fundamentalists, excluding them. It did not, however, change their convictions. Democrats suffer due to tensions between rural and urban factions, as they are extremely diverse and linked by local traditions, with groups including Klansmen, fundamentalists, Catholics, urban workers, and immigrants. In 1924, the Demo National Convention broke when some tried to repeal prohibition and denounce the Klan, which failed. Then the candidates, Alfred Smith of urbans and William McAdoo of rurals conflict, ending with a bland lawyer John Davis, who was defeated easily by Coolidge. A similar schism in 1928 led to Al Smith, who was the first Demo since the Civil War to not carry the South. Herbert Hoover, who seemed to personify the modern prosperous middle class was elected.

For twelve years, starting in 1921, the presidency and Congress were in the hands of Republicans, where reformers were dwindling. Still, the fed gov had the support of the business community, and is active for economic change. Warren Harding, elected 1920, and Coolidge, elected 1924, showed the unadventurous character of politics. Harding's intellectual limits hurt his presidency, for he cannot abandon those who helped his success, like Harry Daugherty and Albert Fall, who are engaged in corruption. The most spectacular scandal involved the naval oil reserves at Teapot Dome, Wyoming and Elk Hills California. Harding transferred these reserves to the Interior Department, led by Fall, who then leased large loans to ease private financial troubles. He is convicted of Bribery, and Daugherty barely avoided a similar fate. Harding died in 1923. Coolidge was different in personality, and at least honest, though both were passive in approach to office. Coolidge is even less active, since he thought the government should have little interference with the nation. He could have been renominated and reelected, but chose not to run again. The fed gov, however, was not passive and wanted to help business operate with maximum efficiency and productivity, so the close relation between private and fed sectors continue. Sec of Treas Andrew Mellon, a steel tycoon, worked to reduce taxes on corporate profits, personal incomes, and inheritances, so Congress was able to cut these taxes by half. Mellon also trimmed the fed budget, retiring half the World War 1 debt. Commerce Sec Herbert Hoover favored voluntary cooperation, or voluntarism, where the fed gov did not need to be passive and should help create this order. He championed associationalism, where nat organizations produce stability and efficiency. Progressives derived encouragement from the election of Hoover in 1928, easily defeating Al Smith. And he promised to solve the remaining economic problems. However, within a year of his inauguration, the Great Depression brought a crash of the New Era and launched social innovation and reform.