

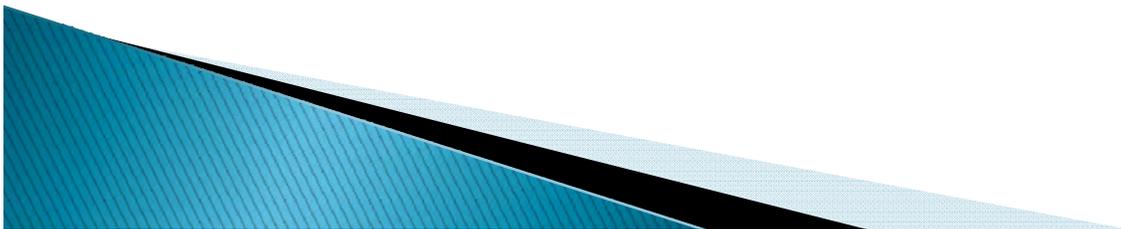
PRESIDENTIAL LEADERSHIP DURING THE 1920'S?



America in the 20th century

AIM

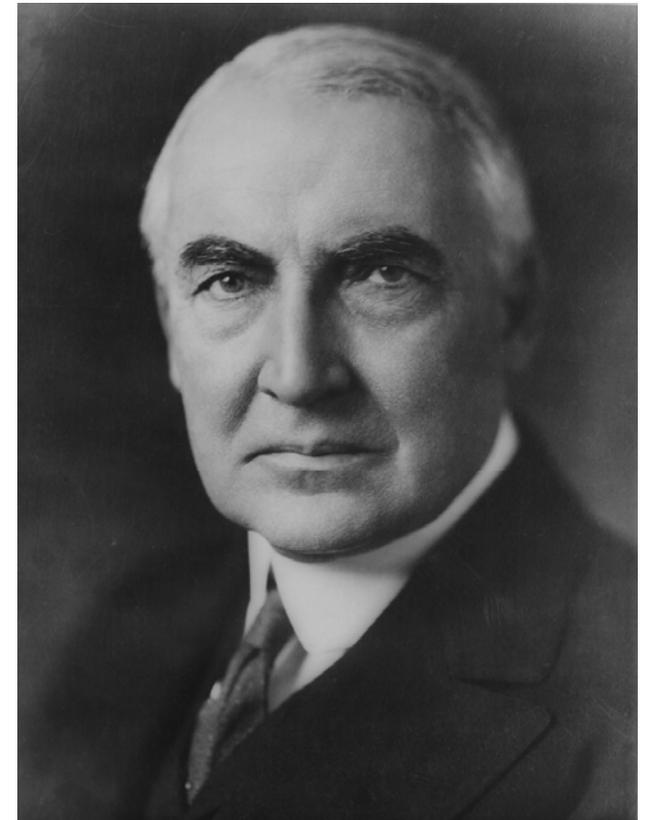
How did presidential leadership influence US policy during the 1920's?



Presidential Leadership in the 1920's

Republican Warren G. Harding

- Return to **isolationism**
- Pro-business policies
- Make economy grow and create jobs
- Americans were **war weary** & wanted a return to pre-war days



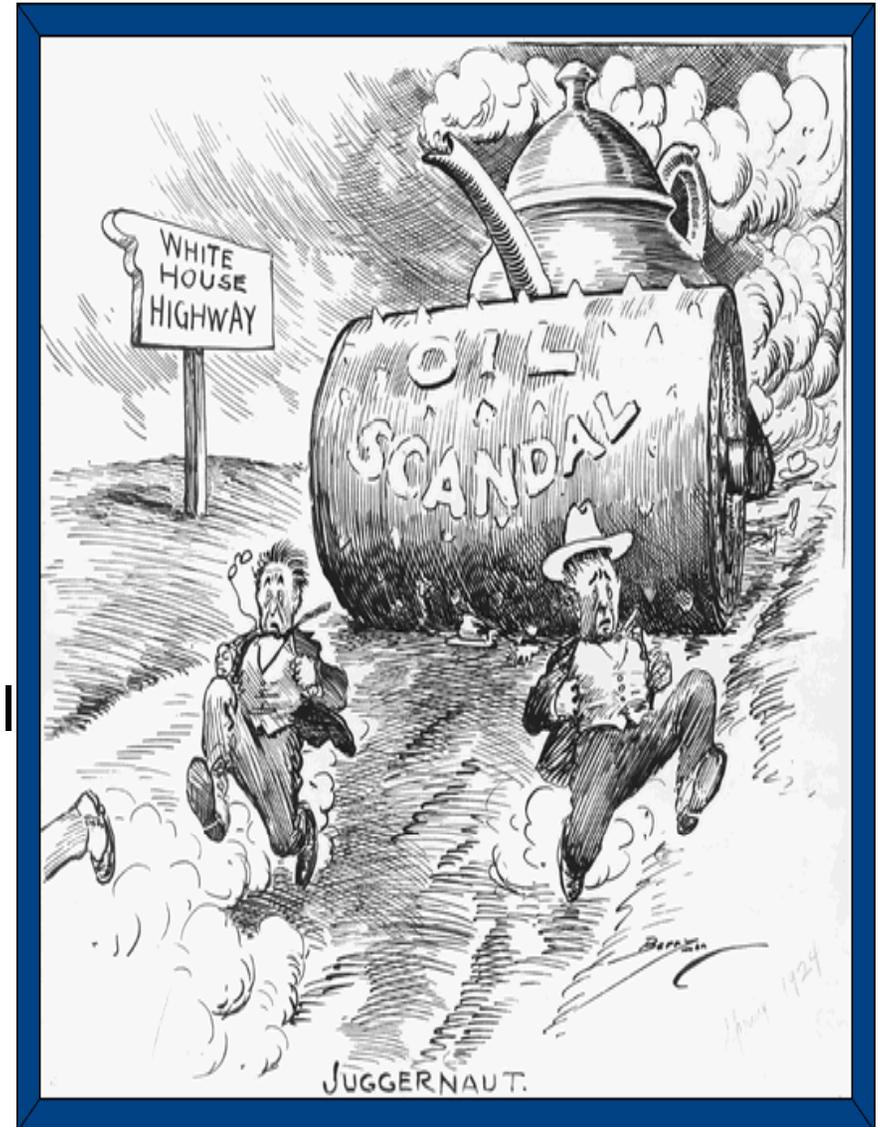
"Return to Normalcy"



Teapot Dome Scandal (1.28).url

Harding's Administration

- ▶ Warren G. Harding– Republican President in 1920. “*Return to Normalcy*”
- ▶ Pro–business administration
- ▶ Ohio Gang– Harding’s political friends from Ohio...led to many scandals during his presidency
- ▶ August 1932– Harding died of a heart attack
- ▶ Teapot Dome Scandal– Albert Fall secretly leased oil–rich government lands to private oil companies in exchange for money...he was the 1st Cabinet official ever sent to prison

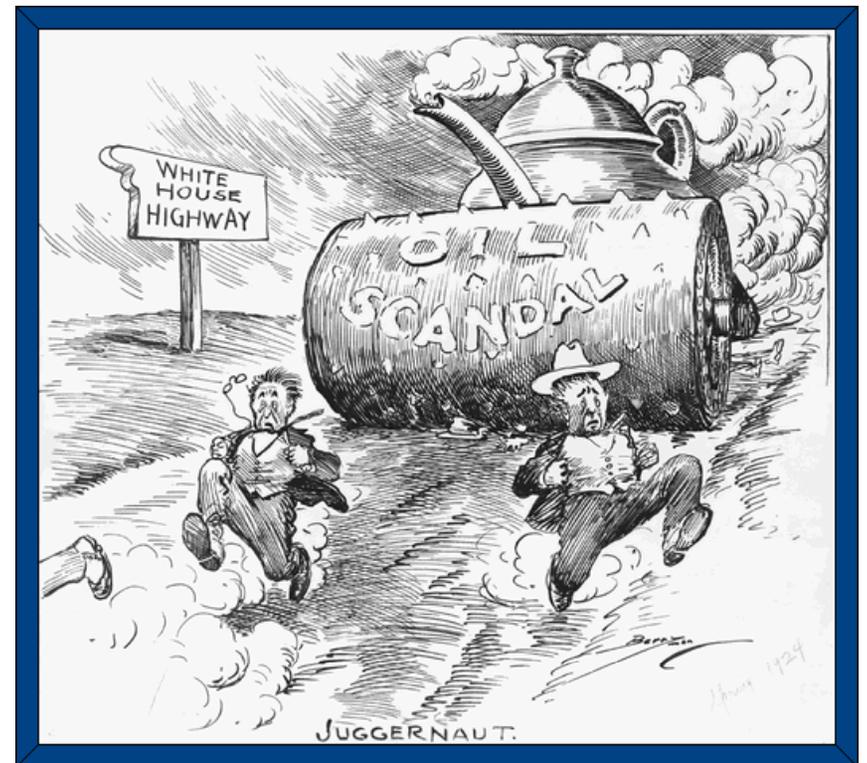


YouTube - Teapot Dome Scandal-History (1.28).url

Harding Disappoints the People

Political Scandals

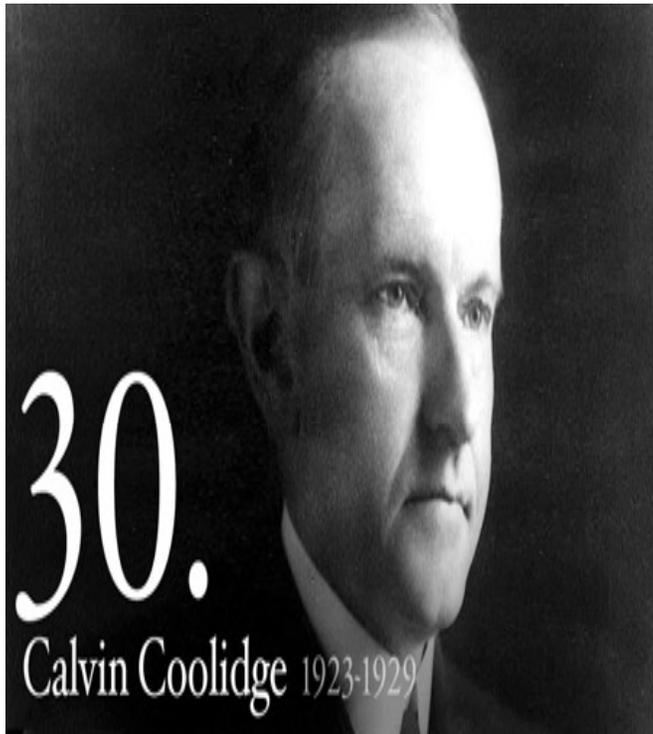
- Harding's political appointees were **corrupt**. He hired old friend who were unqualified. (spoils system)
- Cabinet secretary , Albert Fall, took bribes from oil executives to drill on oil-rich government land in **Teapot Dome, Wyoming**
- First time a **cabinet secretary** was sent to prison
- Harding dies in office of a heart attack before scandals are connected directly to him



Calvin Coolidge Takes Office

1923–1929

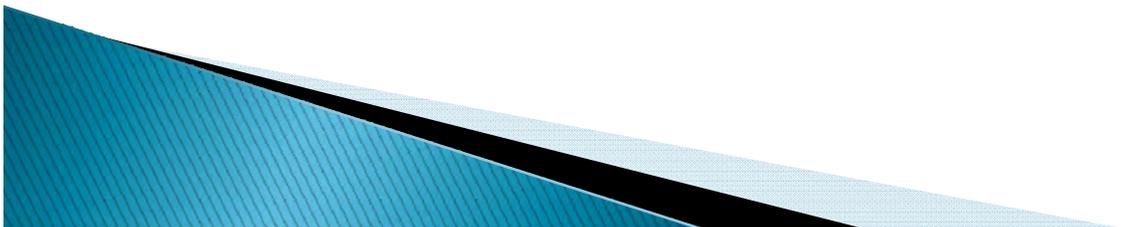
“Silent Cal”



- ▶ Calvin Coolidge took over as President after Harding died
- ▶ “Silent Cal” forced scandalous officials to resign
- ▶ Coolidge prosperity: prosperity for all Americans depended on business prosperity
- ▶ Coolidge cut government regulations on businesses and hired business leaders to government agencies
- ▶ The quantity of American goods produced in factories doubled
- ▶ Americans income rose, people bought more goods, economic growth resulted

Laissez Faire

- ▶ Economic theory that promotes leaving business unregulated.
- ▶ If business is left alone, it would act in a way that would benefit the nation.
- ▶ Coolidge believed it was not the governments job to help the people with social and economic problems.
- ▶ He refused to help farmers that had low crop prices.

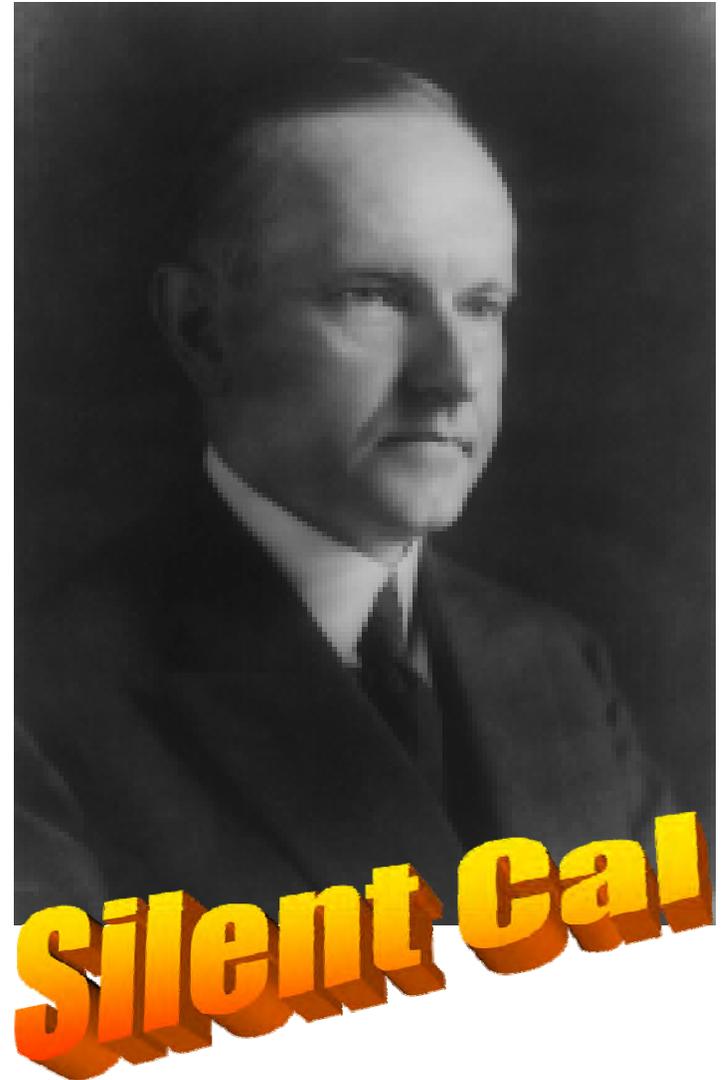


COOLIDGE PROSPERITY

“The business of America is business. The man who builds a factory builds a temple. The man who works there worships there”

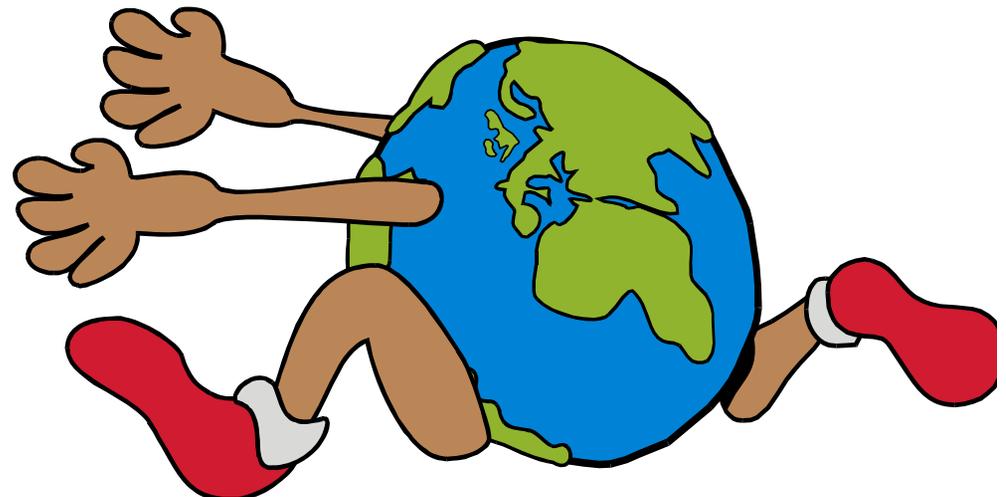
--Calvin Coolidge

This reflected his position that government should interfere as little as possible with businesses and individuals



Foreign Affairs

- Presidents Harding and Coolidge kept the U.S. out of European affairs (Isolation)
- US signed the **Kellogg–Briand Pact 1928**
 - This treaty was signed by 15 nations that promised not to make war with one another unless in self–defense.



Coolidge Administration cont.

- ▶ With many new products out there, Americans couldn't afford to buy them all
- ▶ Businesses allowed installment buying or buying on credit
- ▶ Consumer debt rose as a result of the “buy now, pay later” mentality
- ▶ Advertising increased to sell new products (stock = shares of ownership in a company)
- ▶ Economic boom led to boost in the stock market
- ▶ People were investing more than ever in the stock market and many got rich overnight





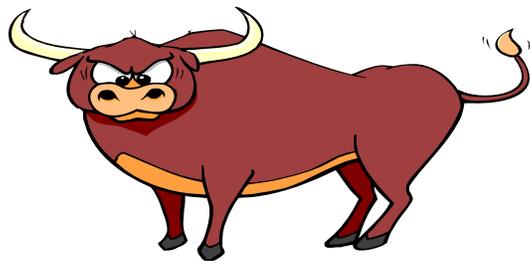
Millions of Americans were investing in the bull market (up market)

People could buy stocks

On margin– pay only 10% now for the stocks and borrow the other 90%

Americans held on to the stocks until the prices rose and then sold their stocks for a profit

- ▶ In 1928 and 1929 stock prices rose faster than the value of the companies
- ▶ Experts warned that something was going to happen...most didn't listen



Conclusion

How did presidential leadership influence US policy during the 1920's?

Presidential leadership:

- Created an era of peace & prosperity

- Created a strong economy

- Returned the nation to pre-WWI isolation

- Increased jobs and family income

- Created a bull market



AIM

***What were the
High Points of 1920's
Culture & Society?***



Booming economy

- ▶ Production increased – quantity of goods made by industry doubled
- ▶ More jobs were made and incomes rose
- ▶ Consumer spending rose – people spent money on new products



Video Clip
Boom times
5:33



New Role for Women

Women drove cars

Played sports

Went to College

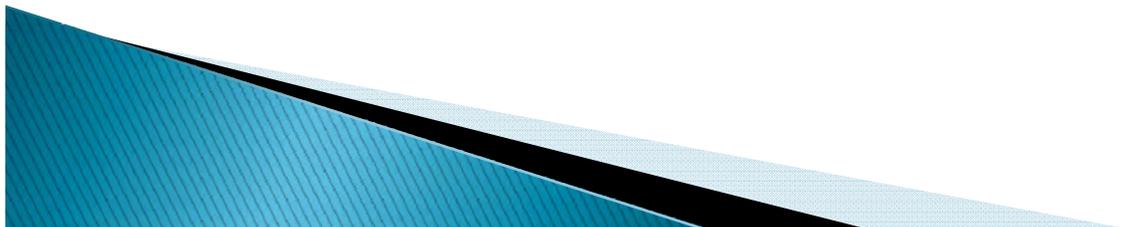
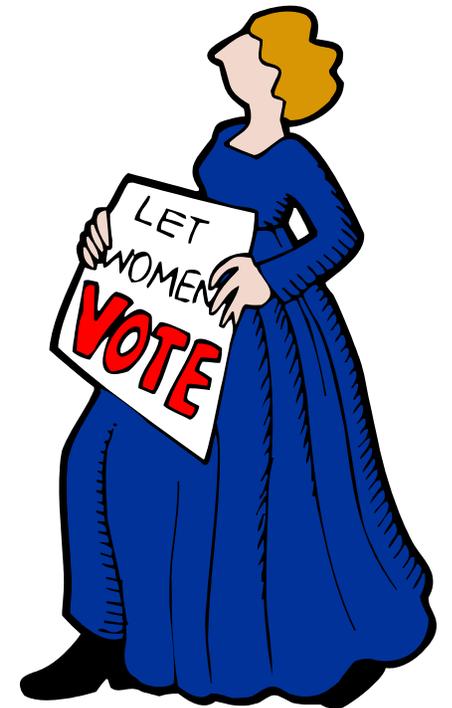
More women took
jobs

Marriages became
more of a
partnership

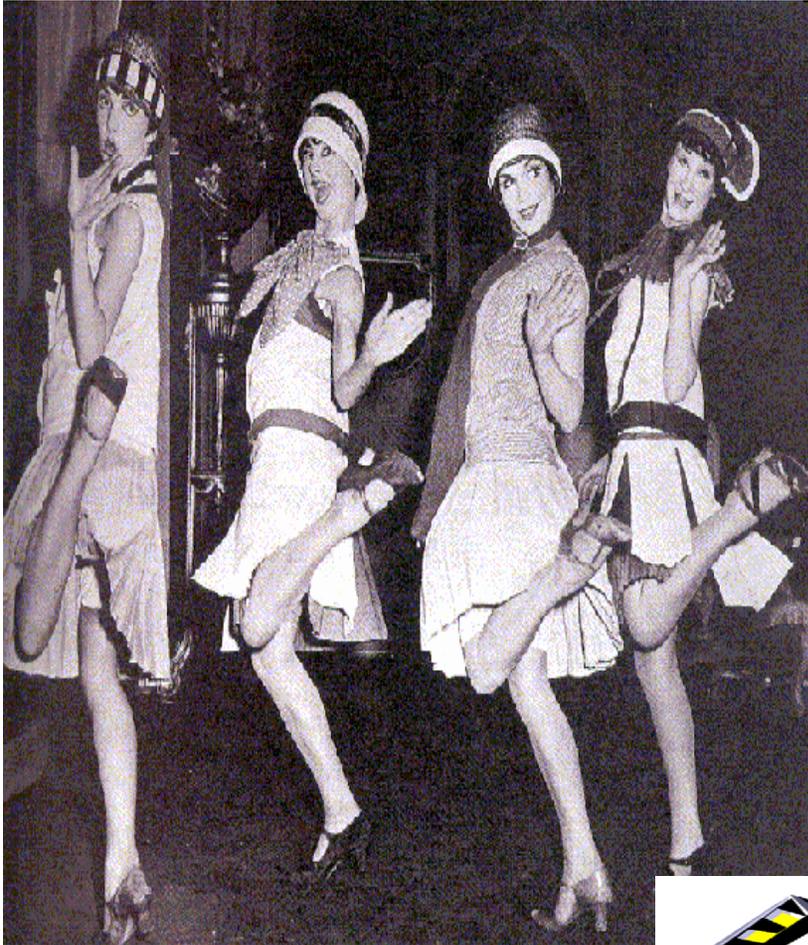




19th Amendment



Flappers



Women who were more independent

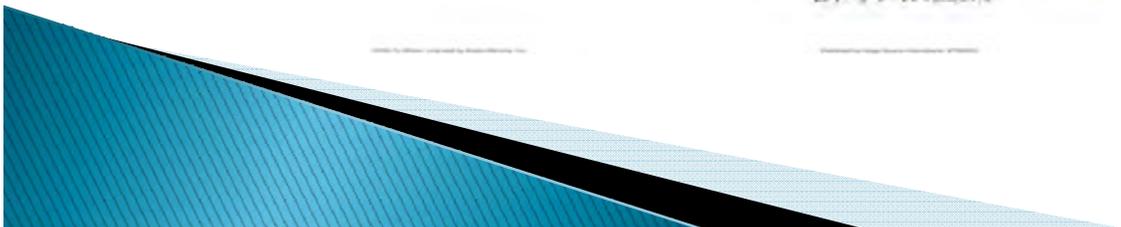
- Wore looser clothing
- Danced the charleston
- Smoked cigarettes
- Drank in speakeasies
- Had a bob haircut



The Charleston



The Charleston
BY TY WILSON



Clothing

Cloche Hat



Wool Sweaters or Coats \$1.98 - \$5.98



Suits – \$50.00

Knickers

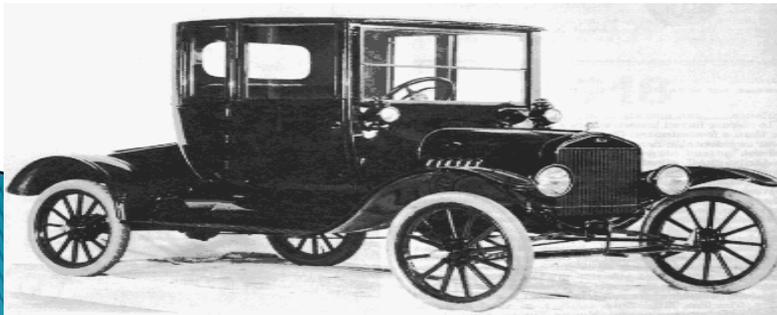




**Chicago, 1922. Female Beach Goers
Arrested for Indecent Exposure**

Technology – New Products

- ▶ Radio
- ▶ Traffic Lights 1920
- ▶ Q-Tips 1920
- ▶ Band-Aid 1920
- ▶ Hair Dryer 1920
- ▶ Lie Detector 1921
- ▶ Bulldozer 1923
- ▶ Rocket 1926
- ▶ Bread Slicer 1927
- ▶ Penicillin 1928
- ▶ Frozen Food 1929





Radio

Comedy shows, news, live events, jazz, variety shows, drama, and opera



People "tuned" in every day to listen to music, as jazz, sports and live events. A favorite for listening to jazz was "the king of jazz", Louie Armstrong.

Charles A. Lindbergh

1927

Crosses the Atlantic in the Spirit of St. Louis
-First transatlantic flight



Amelia Earhart

Worlds most famous female aviator

- ▶ First woman, and second person, to fly solo across the Atlantic
- ▶ 1935 Earhart became the first person to fly solo across the Pacific Ocean from Honolulu to Oakland, California
- ▶ Disappeared in 1937, as she attempted to become the first woman to fly around the world. 1937. President Roosevelt authorized an immediate search; no trace was ever found.



Candy

New ProductS

- ▶ Milky Way
- ▶ Mr. Goodbar
- ▶ Milk Duds
- ▶ Raisinets
- ▶ Heath Bar
- ▶ Butterfinger
- ▶ Juicyfruit



- ▶ Charleston Chews
- ▶ Kool-Aid
- ▶ Reese Peanut Butter Cups
- ▶ Hershey's Kisses
- ▶ Baby Ruth
- ▶ Mounds

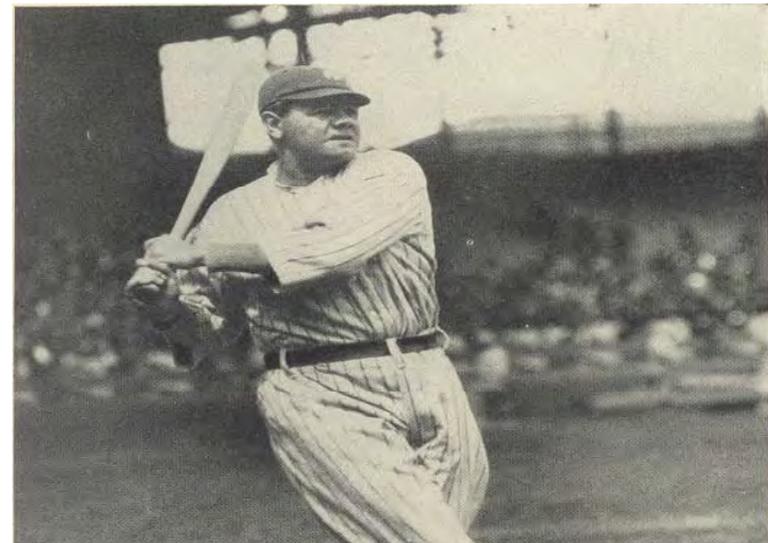




Sports

George Herman Ruth “Babe Ruth”

Helped the Yankees
win 7 World Series
Hit 60 homeruns in
one season
741 homeruns in his
career
Beat in 1961 by
Roger Maris



Yankee Stadium

“The House that Babe Built”

Located in the Bronx & Built in 1923





Gertrude Ederle

- ▶ 1st Women to cross the English Channel
- ▶ President Coolidge hailed her “America’s Best Gal”
- ▶ She inspired many women to take a serious interest in athletics



Jack Dempsey v. Gene Tunney



Born in Colorado
Won 80 professional fights
by the meager age of 24
Known for his knockout
victories

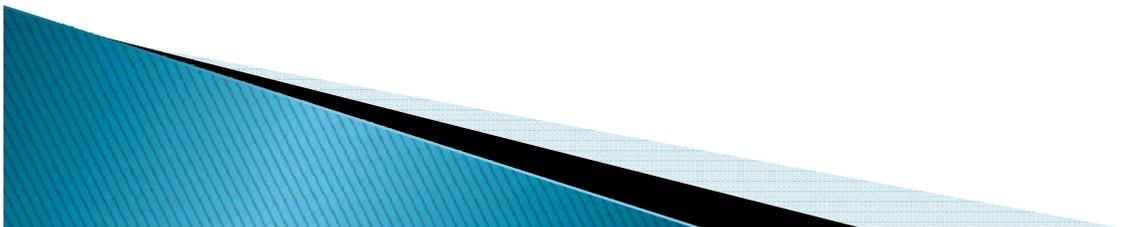


Parents were born in Ireland
Served as a Marine in WWI
Nicknamed: "The Fighting
Marine"
light heavyweight boxing
champion of the American
Expeditionary Forces

"The Battle of the Long Count"

The rematch on September 22, 1927 would become one of the most controversial fights in American history. It took place at Soldier Field in Chicago, with 102,000 spectators paying a record \$2.6 million at the gate. Another 50 million Americans tuned into the blow-by-blow radio broadcast. The first six rounds of the rematch followed the pattern of the earlier fight, with Dempsey unable to brawl as Tunney deftly jabbed and countered. In the seventh, Dempsey landed a left hook that stunned Tunney. Dempsey pounced and a vicious barrage sent Tunney to the canvas in a heap.

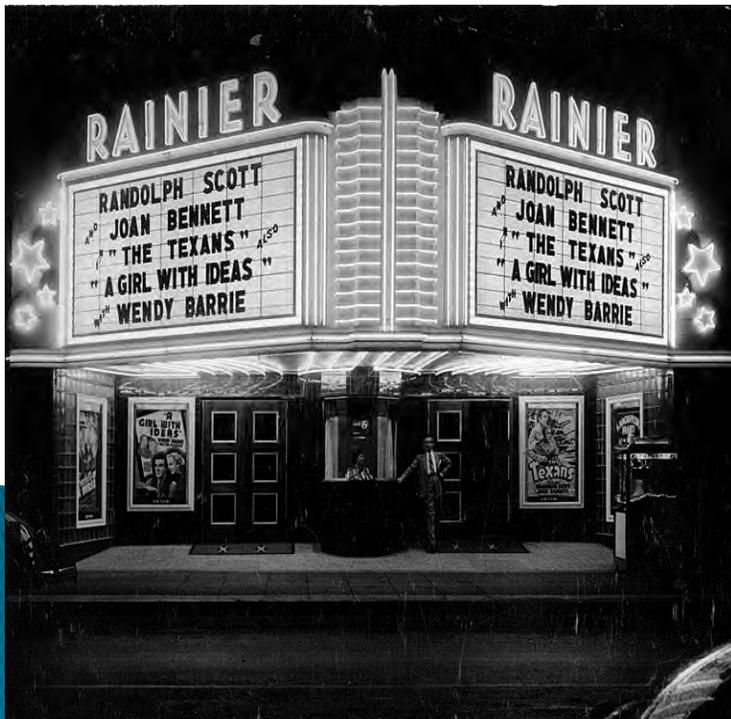
Dempsey was not accustomed to the new rule requiring the standing fighter to move to a neutral corner. The referee had to shove Dempsey to his place before he could begin a count. The result was the famously controversial "long count", 17 full seconds between the time Tunney went down and the time he got back to his feet. Tunney managed to clinch and stall his way to the end of round seven. By the start of round eight Tunney was fully alert again and even knocked Dempsey down in that round. Tunney held off Dempsey's increasingly desperate onslaughts and won the fight to retain his championship.



Entertainment – Movie Theaters

“THE SILVER SCREEN”

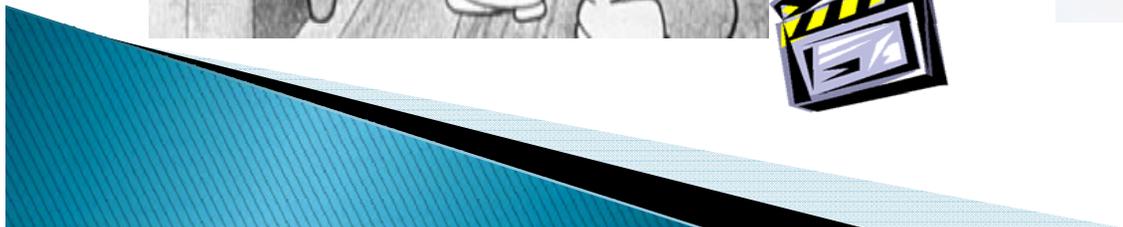
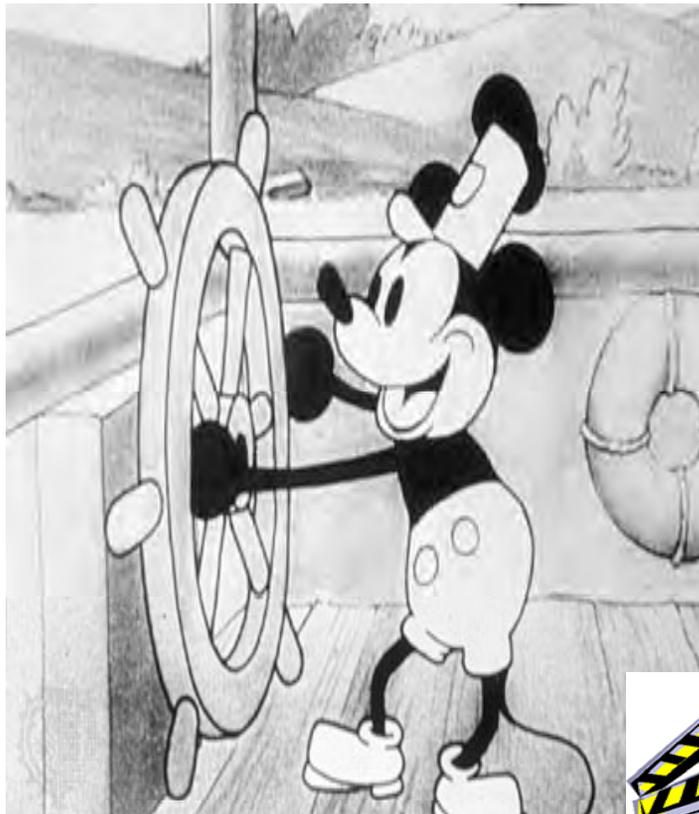
Hollywood became the center of film making in the U.S. with 85% of movie production



The first movie theatres were called Nickelodeons
Warner Brothers Pictures
and MGM – Biggest Companies of the time

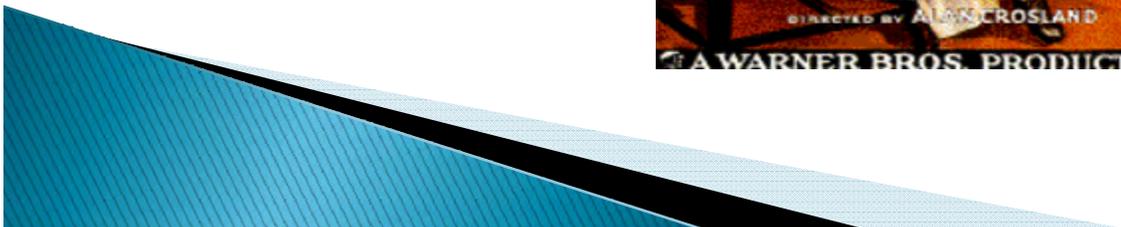
ENTERTAINMENT SILENT MOVIES

Steamboat Willie and Charlie Chaplin

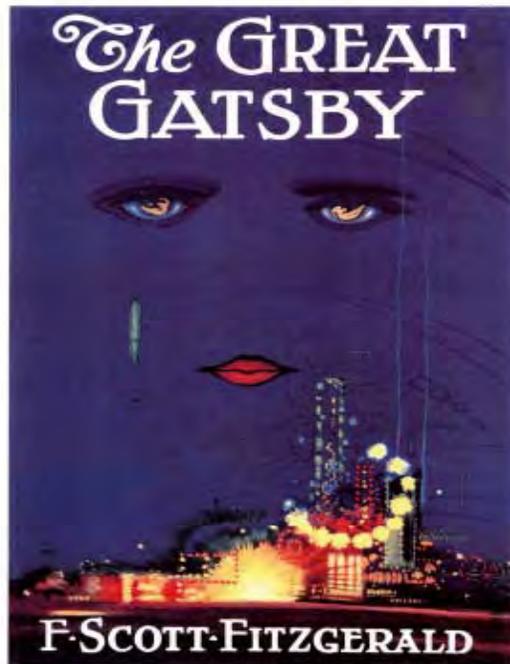


1927

***The Jazz Singer*, starring Al Jolson, became the first "talkie"**



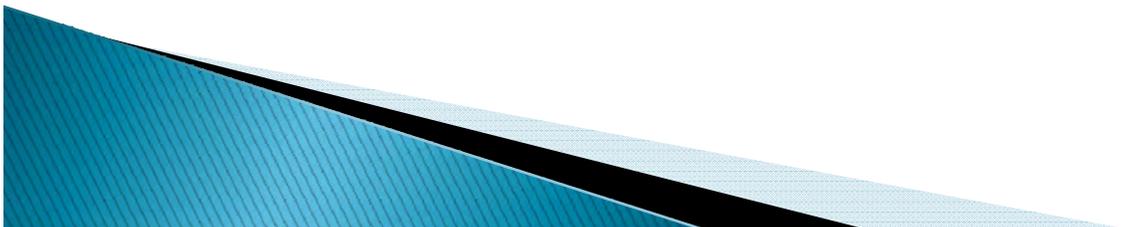
A New Generation of Writers



- ▶ Ernest Hemingway was a popular writer of the 1920's...focused upon war novels
- ▶ Sinclair Lewis wrote novels that reflected the attitude of city dwellers toward rural Americans
- ▶ F.Scott Fitzgerald wrote *The Great Gatsby* that depicted wealthy people who couldn't find happiness
- ▶ Edna St. Vincent Millay was a popular poet of the 1920's

High Points

- ▶ New technology helped create an economic boom
- ▶ Increase in industries led to more jobs = more consumers
- ▶ Work weeks were shorter which allowed for more leisure time
- ▶ New freedoms for women
- ▶ Jazz & classic literature



Social Changes in America

AIM:

**What were some of the
low points during the
1920's in America**



Uneven Prosperity

- ▶ The industrial boom didn't hit everyone
- ▶ The clothing industry suffered as well as miners, railroad workers, and farmers
- ▶ Farmers were hit hardest...after the war, Europe began producing their own food and demand on American farmers to produce was sharply cut...prices plummeted
- ▶ Labor unions were hurt after the war...government didn't support them and employers crushed strikes
- ▶ *Company unions* were formed (labor organization that were controlled by management)



Lenin/USSR Communism



Fear of **Communism** & Anarch **Anarchy** -people who oppose the government

- Communist** leader V. Lenin called for workers everywhere to overthrow their governments
- Americans saw strikes across the nation as the start of a communist revolution

RED SCARE

- A period of general fear of communists in the United States after the Bolsheviks revolution in Russia (USSR)
- A wave of strikes, race riots, and anarchist bombings in eight cities provided the context for the Palmer Raids.
- One of those bombs partly destroyed the attorney general's , General A. Mitchell Palmer , own home in Washington, D.C.
- As a result the Palmer Raids took place from 1918 - 1921 which arrested thousands

TEMPERANCE MOVEMENT

Public Drunkenness remained a serious problem

Women believed that alcohol use by men was hurting families and society

Problems Alcohol Cause:

- SPENDING MONEY AT A BAR INSTEAD OF ON THE NEEDS OF YOUR FAMILY
- ABUSE
- DRINKING AND DRIVING
- DEATH
- HEALTH PROBLEMS



Temperance Movement



The "Ladies of Logan" sing hymns in front of bars in aid of the temperance movement

Prohibition

Banning of Alcohol



Temperance leaders convinced Congress to pass the **Eighteenth Amendment** in 1917 which established Prohibition.

This made the sale, production and distribution of alcohol illegal in the U.S

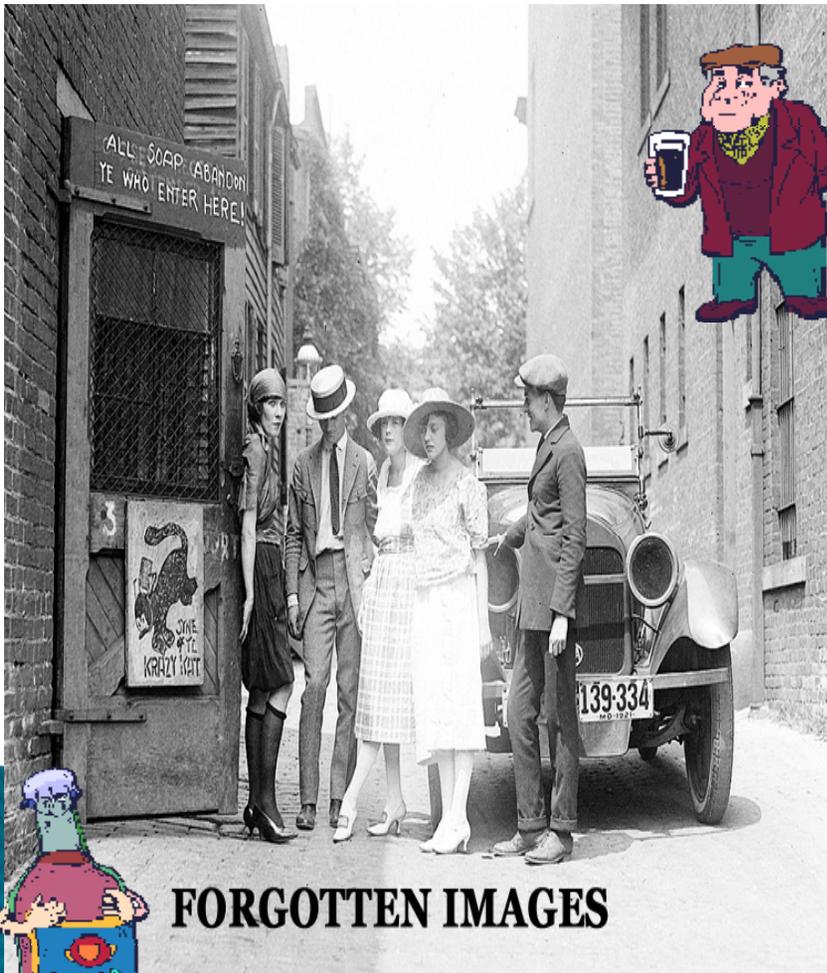


Speakeasies

Illegal bars that sold bootleg liquor

–For every legitimate saloon that closed as a result of the new law, a half dozen underground palaces sprung up.

–These speakeasies were one of the many ways that people during the 1920's and early 1930's obtained illegal alcohol.



FORGOTTEN IMAGES



Prohibition of liquor resulted in the business of **bootlegging**



-The illegal distribution or production of liquor.

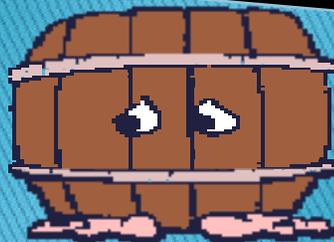
Results:

-Many gangs were formed, along with gangster rivalry and mobs grew very popular.

-People began to smuggle alcohol into the USA from across seas or from their north neighbor, Canada.



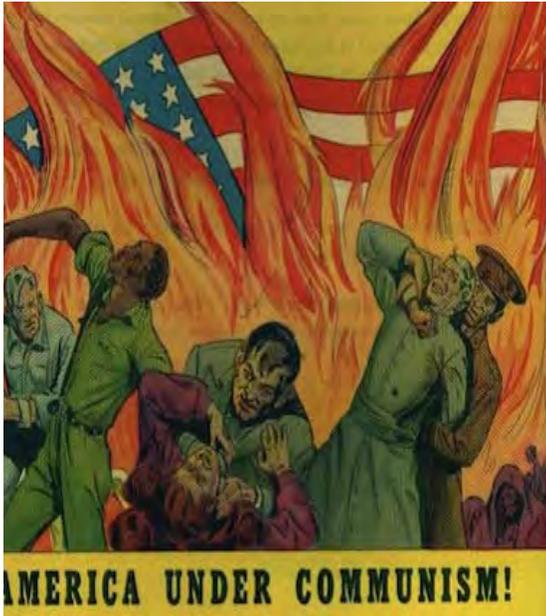
Al Capone



The Red Scare



First Red Scare (2.13).url



- ▶ Americans feared *sabotage* (secret destruction of property or interference in factory work) during the war
- ▶ This fear led to an overall fear in foreigners...heightened by the rise of communism in the Soviet Union
- ▶ Americans feared a communist revolution in the U.S.
- ▶ *Anarchists* (those that oppose organized government) increased that fear
- ▶ Thousands of radicals were arrested and jailed during the Red Scare...foreigners were *deported* (expelled from the country)
- ▶ Sacco and Vanzetti became symbolic of America's new fears
- ▶ They were anarchists falsely accused of murder and sentenced to death without a fair trial

Sacco and Vanzetti Trial



Trial symbolized the anti-foreign feeling of the 1920's (**Nativism**) (anti-foreign feeling) Sacco & Vanzetti were Italian immigrants who were arrested for robbery and murder with limited evidence After a trial that many thought was unfair, they were executed

Sacco and Vanzetti Trial

Post War Intolerance



LIMITING IMMIGRATION

- ▶ Nativism– anti–foreign feelings
- ▶ Europeans had hoped to find a better life in America after the war
- ▶ Americans feared new workers, communists, and anarchist invading the country
- ▶ Congress passed the Emergency Quota Act in 1921 setting up a *quota system* (allowing only a certain number of people from each country to enter the U.S.)
- ▶ 1917– Congress passed the Jones Act granting citizenship to Puerto Ricans
- ▶ Poverty in Puerto Rico led to a great migration to the U.S.



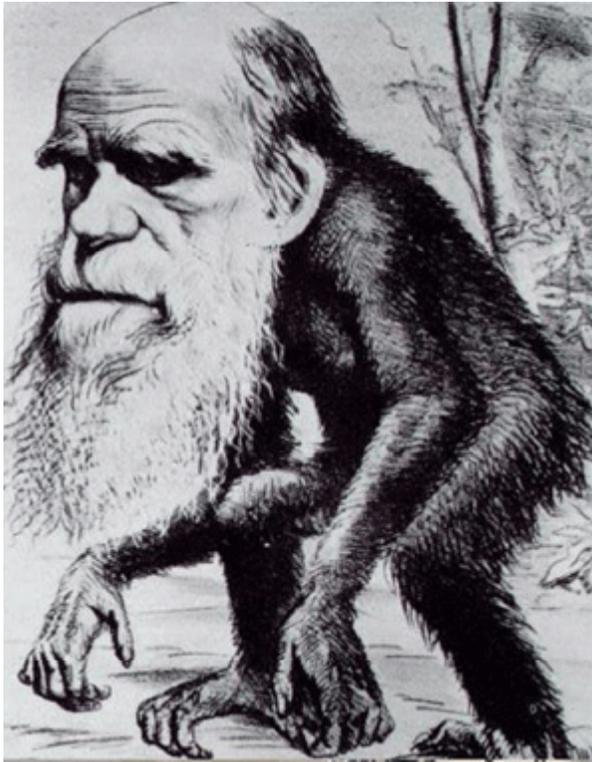
CLOSE THE GATE.

—Orr in the Chicago Tribune.

The Scopes Trial



Scopes Trial Video (3).url

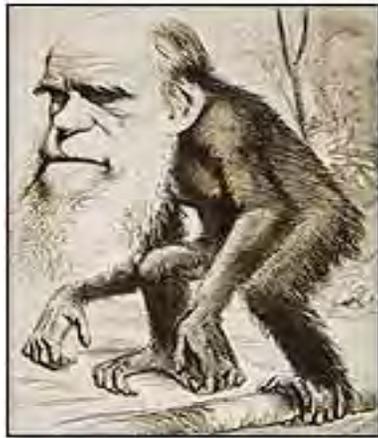
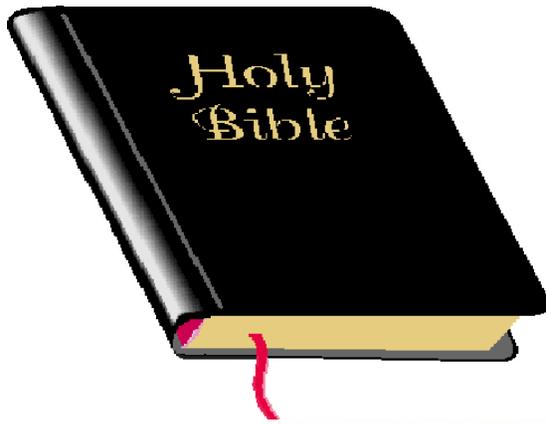


- ▶ Dayton, Tennessee...a clashing between old and new values
- ▶ *Charles Darwin's* theory of evolution (humans evolving from simpler life forms) clashed with the creation story from the Bible.
- ▶ Some southern states banned the teaching of evolution
- ▶ John Scopes taught evolution in his biology class in Dayton, he was arrested and tried
- ▶ The *Scopes trial* was national news with two well-known lawyers opposing one another
- ▶ William Jennings Bryan who argued against Scopes' lawyer, Clarence Darrow
- ▶ John Scopes was convicted and fined..the law remained on the books but was rarely enforced



Scopes Trial

“Monkey Trial”



The trial centered on the debate between the **Biblical Creation Theory** versus **Darwin's Theory of Evolution**



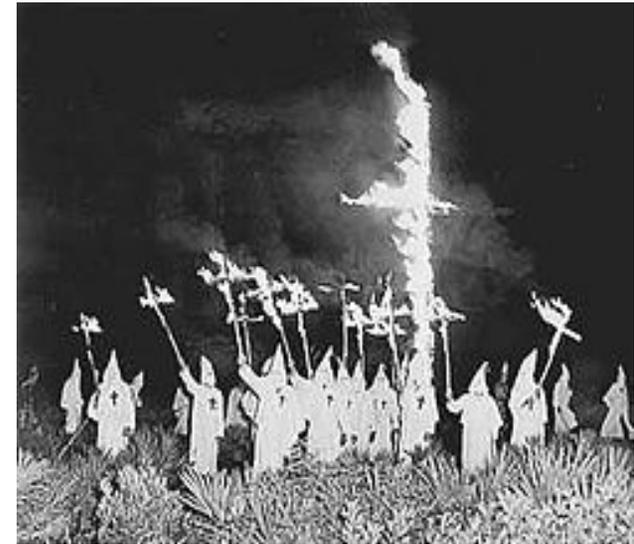
"God created nature, and nature created the universe"



- Scopes was convicted and fined
- The laws against teaching evolution remained but were rarely enforced

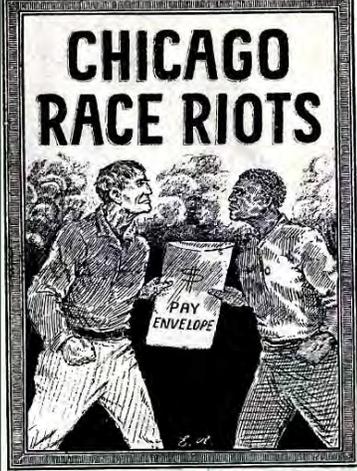
Racisim - Rebirth of KKK

- ▶ Fear of change brought new life to the KKK
- ▶ The Klan's aim was to preserve the U.S. for white, native-born Protestants
- ▶ They targeted immigrants, especially Catholics and Jews
- ▶ They burned crosses outside homes, used whippings and lynchings to terrorize immigrants and African Americans
- ▶ KKK supported limited immigration



Fighting Racism

- ▶ African Americans began moving north during war for factory jobs
- ▶ Racial tension grew in the north as a result
- ▶ Race riots broke out in some cities (Chicago)
- ▶ Marcus Garvey—popular black leader who organized the *Universal Negro Improvement Association* to promote unity and pride among African Americans
- ▶ Urged African Americans to seek their roots in Africa



CHICAGO RACE RIOTS

OUR REAL ENEMY:
Stock yards workers tell me that here in Chicago the millionaire packers are doing their best to promote enmity between the colored and the white workers so that when you and I grow desperate over the rising cost of living we will pick fights with each other and spend our rage on our fellow workers.

One of the methods the packers use is to pay the colored workers higher wages than the union scale. They want to keep the colored men and women out of the unions, so that when the white men go out on strike for decent living conditions the colored men will scab on them. Then when the fight against the white union men has been won the packers will fire the colored workers and take back the white ones. In other words the big thieves are trying to use workmen against workmen for their own profit.

But gradually the colored folks are getting wise to the packers' game and are joining the unions. They know the packers don't care as much for any workman as they do for a pound of farm sausage. All they want is to use the whites against the colored men, or the colored workers against the white men to force down wages. Then the packers will hire the men who work cheapest.

Some unions have raised wages from 50 cents a day to nine dollars a day. They were able to do this because the Catholics and the Protestant workers, the Irish and the Dutch, the Jew and the colored workers STUCK TOGETHER; they all refused to scab because they knew that the scab ultimately lowers his own wages.

Government reports show that the Swift family grabbed \$47,000,000 profits last year. And their workmen did not EARN 12,000 of it while the workers in the Swift plants were only paid \$22,000,000 in wages. The idlers got over twice as much as their make-off as the workers who run the packing plants. The report of the Armour and other packing plants is nearly as bad.

Don't let the packers or any other capitalists side-track your common sense. Don't let them turn you against your white or black brother SO THEY CAN HIRE MEN AT LOWER WAGES LATER ON and get still richer out of your labor.

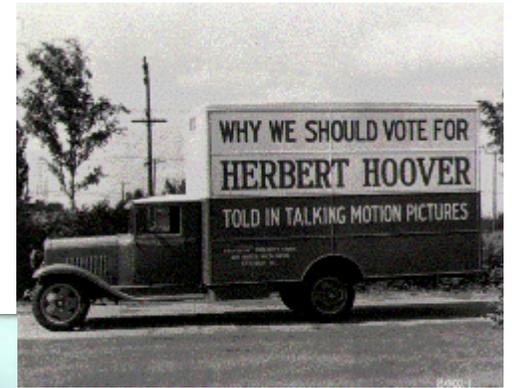
The packers cannot fool me. Whenever they do things that foster race riots I know they are like the burglar that gets his pal to throw a tin pan in the cellar while he ROBS THE SAFE. And they can't draw my attention away from the millions they are taking from the people who work.

When they are united the white and colored workers WIN; when the workers are divided THE BOSS WINS. Unite, join the union and beat the boss!



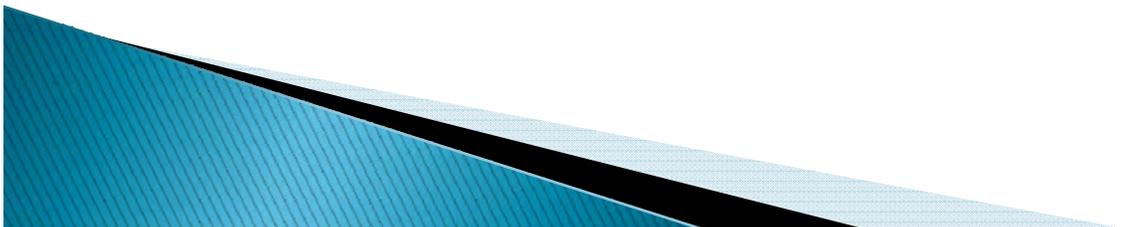
Election of 1928

- ▶ By 1928 , Republicans had led the nation for 8 years
- ▶ Republicans chose Herbert Hoover to run against Democrat, Alfred E. Smith
- ▶ Smith was the son of an Irish immigrant and was the first Catholic to run for president
- ▶ Hoover won a landslide victory

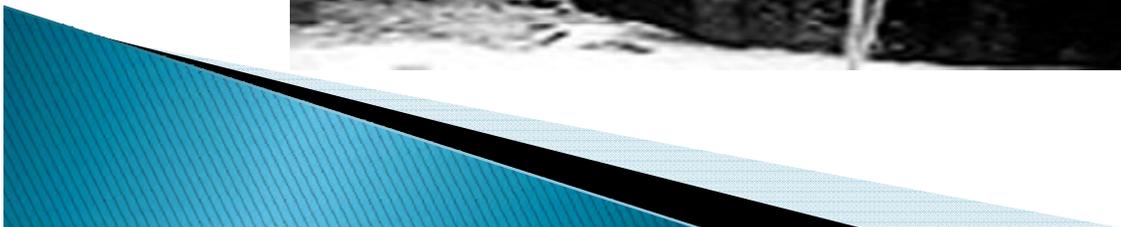


LOW POINTS

- ▶ Uneven prosperity
- ▶ Increased racism & nativism
- ▶ Tough times for farmers & Unions
- ▶ Fear of communism & anarchy



Do Now



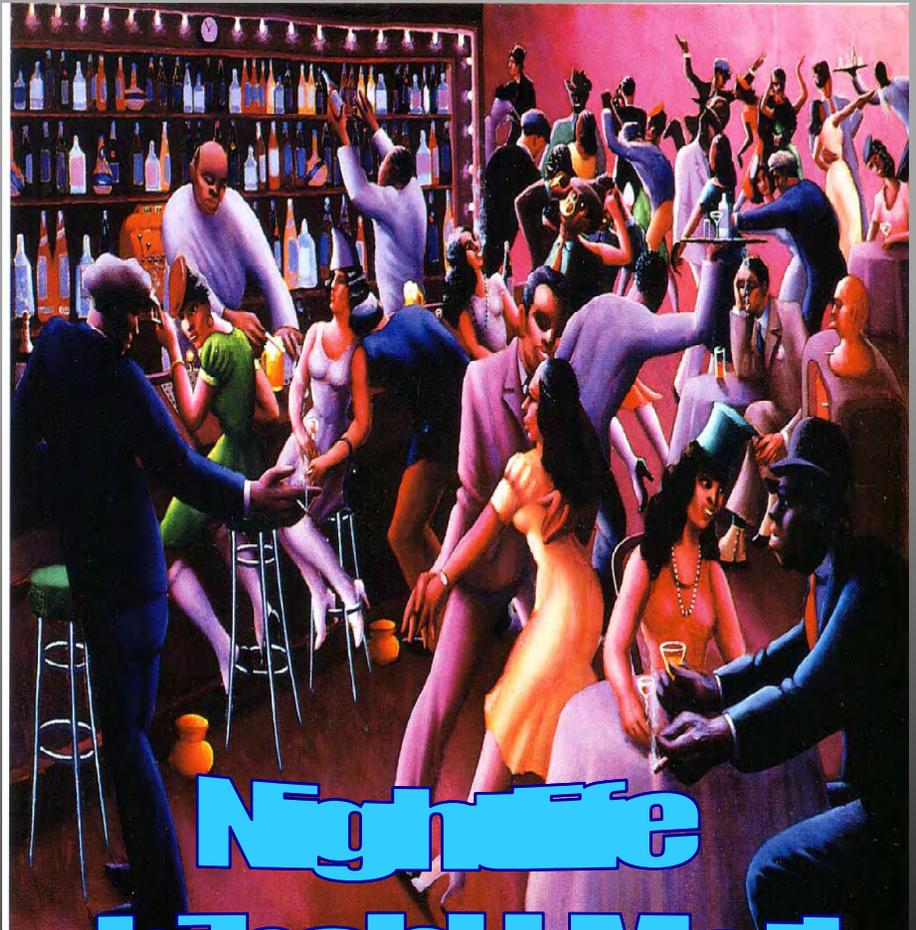
The Jazz Age and The Harlem Renaissance



Harlem Renaissance AKA: "New Negro Movement"

**Harlem
Renaissance**
Rebirth of African
American culture

- Located in the uptown district of NY City



Nightlife
Archibald J. Motley



Harlem Renaissance



- Jazz** – A lively style of music developed by African Americans
- ❖ This new brand of music was appreciated by all
 - ❖ Black artists included: Countee Cullen, Claude McKay, Langston Hughes, and Zora Neale Hurston

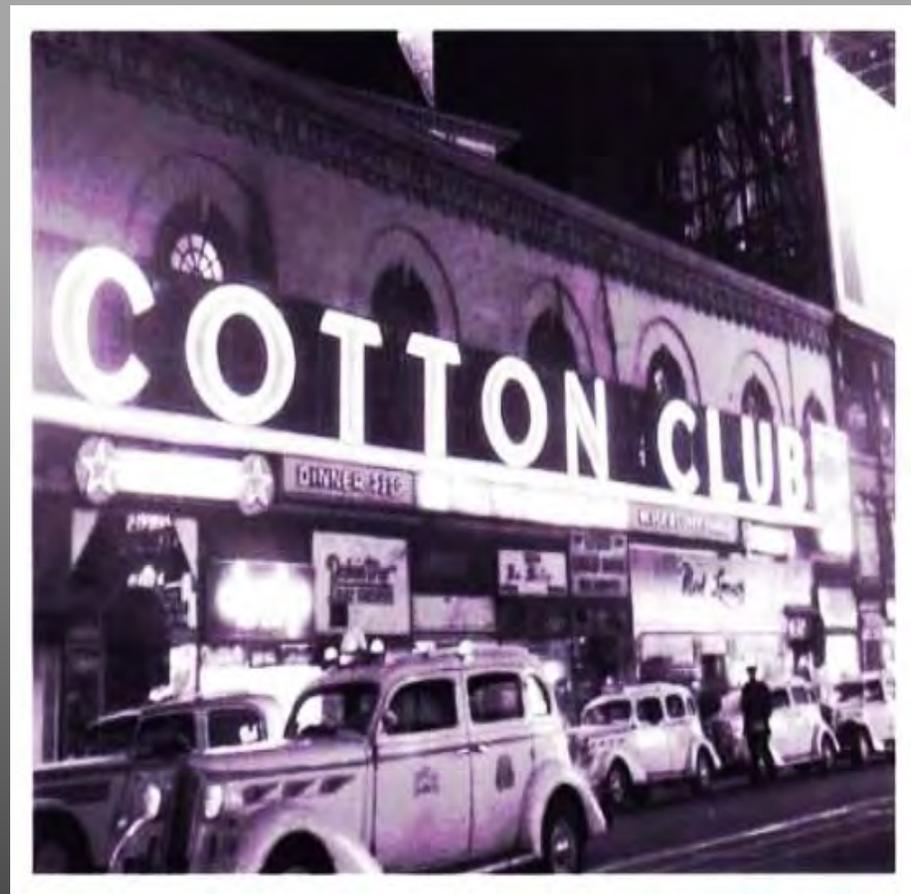
[The Jazz Age](#)



The Mask

Cotton Club - 1923

The Cotton Club presented the best in African American entertainment to an exclusively white audience in New York.



dance Craze

Charleston, Fox-trot, and the shimmy dancing were popular dances.

Dance marathons were something everyone went to every weekend. The longest dance record ever recorded was a record of 3 weeks of



Fox-trot



EDWARD "DUKE" ELLINGTON

- ▶ Founding father of Jazz.
- ▶ Composed music
- ▶ Gifted piano player but his orchestra was his principal instrument.



Cab Calloway



- ▶ A famous American jazz singer and bandleader. Calloway was a master of energetic **scat singing** and led one of the United States' most popular African American big bands from the start of the 1930s through the late 1940s.

Louis Armstrong



- ▶ One of the most famous jazz musicians of the 20th century, he first achieved fame as a trumpeter, but toward the end of his career he was best known as a vocalist and was one of the most influential jazz singers.



American Jazz Musician



Bessie Smith

“Empress of the Blues”



- ▶ Greatest of the classic Blues singers of the 1920s.
- ▶ Bessie was an all-around entertainer who danced, acted and performed comedy routines with her touring company.
- ▶ She was the highest-paid black performer of her day and arguably reached a level of success greater than that of any African-American entertainer before her.

Langston Hughes

- Poet, novelist, playwright, short story writer, and newspaper columnist.
- Langston Hughes was the best known poet of the era
- Writes about the experiences of African Americans



**"We have tomorrow
Bright before us
Like a flame."
Langston Hughes**



I, too sing America.
I am the darker brother.
They send me to eat in the kitchen
When company comes,
But I laugh,
And eat well,
And grow strong.
Tomorrow,
I'll be at the table
When company comes.
Nobody'll dare
Say to me,
Eat in the kitchen,
Then.

Besides, they'll see how beautiful I am
And be ashamed—
I, too, am America.

Langston Hughes