

## 10 A

### Unemployment:

The economic boom of the 1920s did not help create many new jobs but developed new technology and machinery helping larger businesses and companies to thrive. This overlooked the smaller groups that didn't benefit from this rapid growth for example; farmers, new immigrants, African Americans and poor whites.

African Americans- Life was particularly hard for black Americans in the southern states. The majority were poverty-stricken sharecroppers on farms owned by white landlords. When the price of Crops fell or the boll weevil devastated cotton crops, they were either sacked or did not receive the share of the crop to which they were entitled. Three-quarters of a million lost their jobs during the 1920s. As a result, thousands of black Americans moved to northern cities, such as New York, Detroit and Chicago, to look for work. Life was not much better there.

Farmers had prospered during the war but were among those who suffered most during the boom. The income of an average farmer was around \$275 per year. (The national average was \$750.) By 1928, half of the farmers were living in poverty. They were producing more crops than needed, so prices fell. There were fewer overseas markets because of the tariff war and a surplus of food in other countries. Prohibition led to a 90 per cent fall in demand for barley. Changing tastes in food in America meant there was a 25 per cent decline in demand for wheat. Farm income fell from \$22 billion in 1919 to \$13 billion in 1929.

Immigrants- Most immigrants had not been educated and were willing to work in any type of job for very low pay. This led to wages dropping for other employees. Because of this, immigrants endured more and more prejudice from white workers. When mechanisation reduced the need for workers, immigrants were among the first to be sacked.

Women- Although some women were better off and 25 per cent more women were employed by 1929, most women were poorly paid, especially in the textile industry. Most were still employed in roles such as cleaners and waitresses. They were paid less than men doing the same job. Women were paid \$9 for a 70 hour week in 1928 when the poverty line was at \$48.

Republican policy known as "Laissez Faire" didn't allow the government to interfere in the daily lives of people which didn't allow them to help with the unemployment and poverty throughout America. This caused unemployment rates to rise from 1.9 Million in 1926 to 5.2 Million in 1929.

### Industrial efficiency movement:

- The shift from coal to oil and natural gas and from raw unprocessed energy in the forms of coal and waterpower to processed energy in the form of internal combustion fuel and electricity increased thermal efficiency
- 1919-1929- labour productivity growth: 5.44% per year  
capital productivity growth: 4.21% per year

One of the best-known leaders of the movement was engineer Frederick Winslow Taylor (1856–1915), who used a stopwatch to identify the smallest inefficiencies.

Table 3: Average Annual Rates of Labor Productivity and Capital Productivity Growth.

<u>Period</u>	<u>Average Annual Labor Productivity Growth</u>	<u>Average Annual Capital Productivity Growth</u>
1899-1909	1.30%	-1.62%
1909-1919	1.14	-1.95
1919-1929	5.44	4.21
1929-1937	1.95	2.38

Source: Devine (1983), Table 2. The average annual percentage rates of growth are calculated as instantaneous rates of change.

The Bedaux System was used: The Bedaux Plan is an incentive scheme in which the standard time for the completion of a job is fixed and the rate per hour is defined.

### **Share Prices and Investors**

In the 1920s, banks were becoming ‘department stores of finance.’ Banks opened up instalment (or personal) loan departments, expanded their mortgage lending, opened up trust departments, undertook securities underwriting activities, and offered safe deposit boxes. These changes were a response to growing competition from other financial intermediaries. Businesses, stung by bankers’ control and reduced lending during the 1920-21 depression, began relying more on retained earnings and stock and bond issues to raise investment and, sometimes, working capital. This reduced loan demand.

The thrift institutions also experienced good growth in the twenties as they helped fuel the housing construction boom of the decade. The securities markets boomed in the twenties only to see a dramatic crash of the stock market in late 1929.

Before the twenties, the main assets of commercial banks were short-term business loans, made by creating a demand deposit or increasing an existing one for a borrowing firm. As business lending declined in the 1920s commercial banks vigorously moved into new types of financial activities. As banks purchased more securities for their earning asset portfolios and gained expertise in the securities markets,

larger ones established investment departments and by the late twenties were an important force in the underwriting of new securities issued by non-financial corporations.

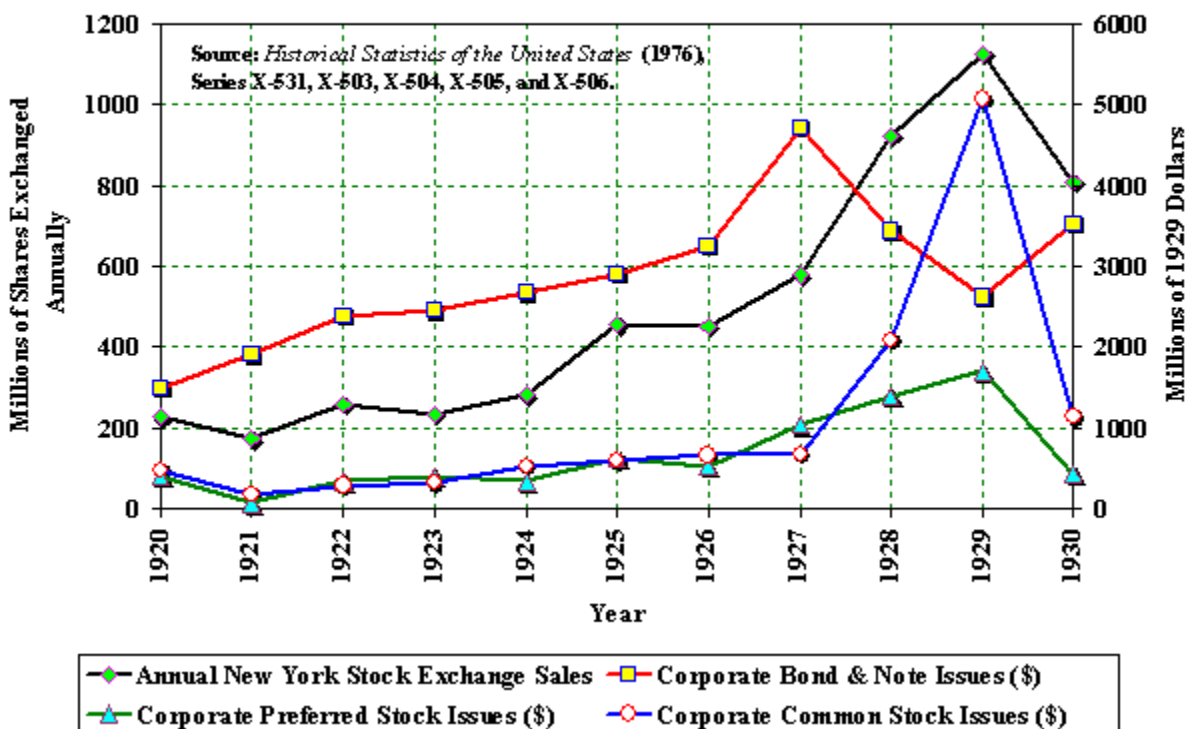
The securities market exhibited perhaps the most dramatic growth of the noncommercial bank financial intermediaries during the twenties, but others also grew rapidly. The assets of life insurance companies increased by 10 per cent a year in the twenties, rising from 6 billion in 1920 to 20 billion in 1929; by the late twenties, they were a very important source of funds for construction investment. The assets of mutual savings banks also rose from 5 billion dollars in 1920 to 11 billion dollars in 1929. As incomes rose, personal savings increased, and housing construction expanded in the twenties, there was an increasing demand for the thrifts' interest-earning time deposits and mortgage lending.

But the dramatic expansion in the financial sector came in new corporate securities issues in the twenties—especially common and preferred stock—and the trading of existing shares of those securities. The late twenties boom in the American economy was rapid, highly visible, and dramatic. Skyscrapers were being erected in most major cities, the automobile manufacturers produced over four and a half million new cars in 1929; and the stock market, like a barometer of this prosperity, was on a dizzying ride to higher and higher prices. “Playing the market” seemed to become a national pastime.

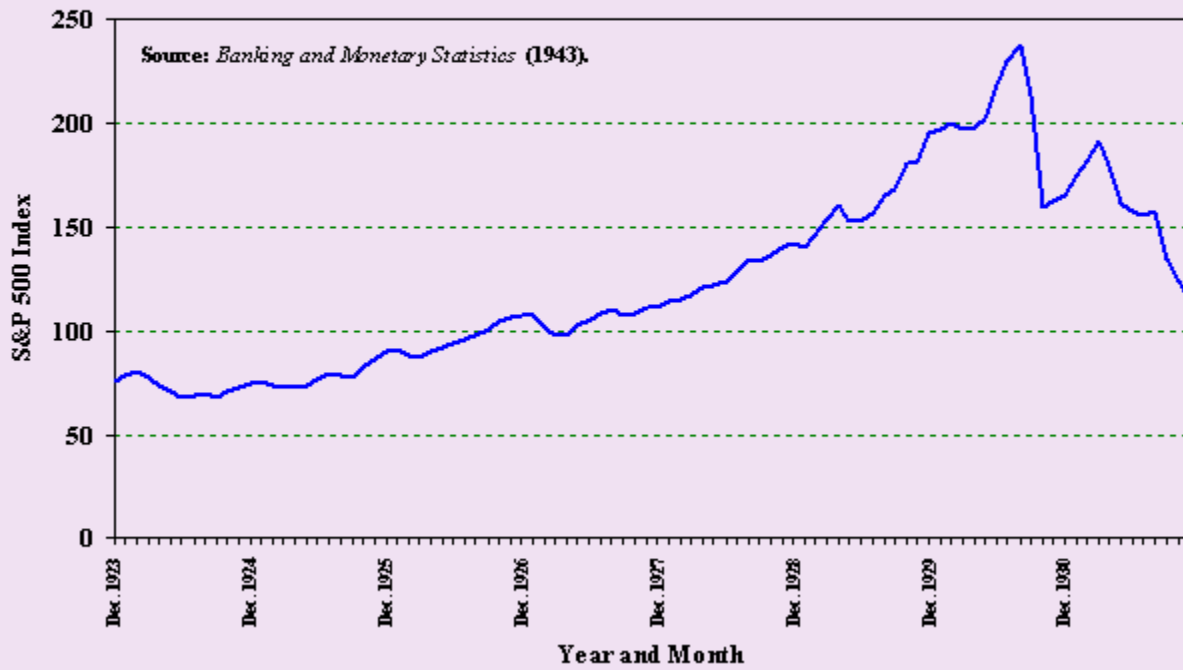
The Dow-Jones index hit its peak of 381 on September 3 1929 and then slid to 320 on October 21. In the following week the stock market “crashed,” with a record number of shares being traded on several days. At the end of Tuesday, October, 29th, the index stood at 230, 96 points less than one week before. On November 13, 1929, the Dow-Jones index reached its lowest point for the year at 198—183 points less than the September 3 peak.

The annual New York stock exchange sales hit over 1.1 billion in 1929, as compared to a little under 200 million in 1921. Corporate common stock issues rose from 100 dollars in 1920 to 1000 dollars in 1929. New securities, from rising merger activity and the formation of holding companies, were issued to take advantage of the rising stock prices.

**Figure 24: New York Stock Exchange Sales and Securities Issued**



**Figure 25: Standard and Poor's Common Stock Price Index, 1920 to 1930**



## **Mass Consumption**

### **Advertisement**

Advertisement did not only refer to the conventional things we think of (sponsorships, promotions, plugs etc) but also a general shift in the ideology behind various products. It also referred to the cultural shift that was taking place in the 1920s. Things such as consumerism were being used by brands to sell their product. For example, Coca Cola rebranded itself from a medicine in the 1880s to a refreshing drink in the 1920s. This can be seen from their change in slogans; from “Drink Coca Cola” in 1886 to “The Pause That Refreshes” in 1929. It's obvious how the slogan both became way better and also changed the way people perceived Coca Cola.

To appeal to a larger audience, many brands started appealing to women. Coca Cola, Ford, and American Tobacco (a frontrunner in advertisement) all appealed to women, even though in many cases (such as smoking) it was considered “unconventional”. Many companies also started establishing brand loyalties and the feeling that a person needed to have their products to survive once they bought them (ingrained themselves in American culture).

American Tobacco Co. was the first to get celebrity endorsers such as A.D. Lasker, Edward Bernays, Al Jolson, and Ivy Lee.

Advertising volumes grew from 200 million in 1880 to 3 billion in 1920.

Advertisement helped reduce publication prices from 35 cents to 5 cents,

In 1919 advertising costs were 8 percent of total distribution costs in industry; by 1929, the share was 14 per cent.

### **Mail order**

The Hartman company, which sold furniture by mail order, filed about 13 million dollars in orders by the early 1920s.

By 1929 the Spiegel's family company, which sold women's clothing and furniture, sold around 20 million dollars in mail order.

Aaron Montgomery Ward was a pioneer in mail order. From 1921 to 1931 he sold actual houses (generally known as kit houses, but more particularly called “Wardway Homes”) by mail order. These were pre-cut, ready to sell homes.

Mail order was one of the only ways Americans living in rural regions could participate in consumerism. Around 48.8% of Americans lived in rural regions.

There were entire magazines dedicated to mail order. These mail-order magazines derived most of their income from advertisements. Some examples include “People's Literary Companion” and “Comfort”.

### **Hire purchase and credit schemes-**

Systems of hire-purchase and credit were introduced to help the American people to purchase the new goods. As a result, the majority of Americans could afford expensive goods.

To encourage Americans to take advantage of the scheme, advertisements were placed on roadsides, on the radio, in newspapers, catalogues and cinemas.

In the 1920s, many companies needed additional money to extend their businesses.

One of the biggest investment banks they used was led by J P Morgan Jr.

However, businesses often preferred to raise finance by chaselling shares on the stock market. By the mid-1920s, people frequently bought the shares “on the margin”, by paying about 10% of their value directly from their savings and borrowing the rest from one of the thousands of small, unregulated banks which existed.

Credit firms emerged. They arranged for consumers to pay for goods in instalments at low-interest rates (i.e. hire purchase).

This led to an increased demand for goods because the majority of Americans could now buy expensive items they previously could not afford. New gadgets for the home were particularly popular, such as vacuum cleaners and waffle irons. The demand for extra goods, in turn, led to more jobs and more consumers.

### Chain stores

Chain stores accounted for 22% of total U.S retail sales in 1929.

Chain stores appealed to African-Americans and the white working class.

Chain stores were made possible by the increasing popularity of cars.

Some major chain store pioneers were Sears, and Roebuck and Company.

They were known as “five and ten-cent stores”, due to their cheap prices.

Sears, by 1929, had 324 stores nationwide.

In the start of the decade, the top 20 leading chains had less than 10,000 stores. By the end, they had more than 37,000.

### Republican Policies

#### 1) Laissez-Faire

Laissez-Faire was the policy of minimum governmental interference in the economic affairs of individuals and society. Laissez-faire was a political as well as an economic doctrine. The pervading theory of the 19th century was that individuals, pursuing their own desired ends, would thereby achieve the best results for the society of which they were part. The function of the state was to maintain order and security and to avoid interference with the initiative of individuals in pursuit of their own desired goals.

It was strictly applied under the presidency of Warren G. Harding and Calvin Coolidge.

Laissez-faire meant pioneers had the freedom to develop new industries. However, it also hindered economic growth because the government did not stop big businesses from forming monopolies and cartels.

Too many small, unregulated banks emerged and the stock market was not monitored properly.

Industrial production almost doubled, but other factors, such as scientific and technological advances, were more important than their policies.

They tried to help farmers in the Capper-Volstead Act 1922, which made it legal for farmers to form co-operatives, and the Agricultural Credits Act 1923, which set up a network of credit banks, each with \$5 million to lend money to farm co-operatives.

However, they did not do enough to stop the main problem which was overproduction. They did not stop the exploitation of women and immigrants. They weakened trade unions which meant workers could not negotiate better wages and working conditions. The infamous yellow-dog contracts (an agreement between an employer and an employee in which the employee agrees, as a condition of employment, not to be a member of a labour union) were allowed to continue.

Union membership fell from 5 million to 3.4 million in the 1920s.

Their generous tax cuts for the rich led to more investment in industries, but their tax cuts for the poor were smaller. Their budgets were balanced for most of the 1920s, but government spending was cut.

The banking sector is a vivid example of the results of deregulation and unenforced antitrust laws. The biggest banks never did better. Other banks found themselves in constant trouble, with 600 banks failing each year. Although most were conservative in making their loans, many did not have adequate reserves to cover defaults, which were especially common among farmers. The lack of a banking watchdog allowed some bankers to speculate wildly on the stock market or make foolish loans. There was also no Federal Deposit Insurance Corporation (FDIC) that protected and regulated customers' banking deposits.

As a result, customers frequently paid for the sins of their bankers. And the lack of a federal safety net often turned temporary banking troubles into permanent bankruptcies.

For most of the Roaring Twenties, the economy grew as long as its capital facilities grew (factories, warehouses, heavy equipment, etc.). But by the time the stock market crashed, there was so much plant space producing so many goods that the backlog of inventory was three times greater than normal. Half of America was living at or below the minimum subsistence level and could not afford to buy these products. Factory workers were paid so little that they often could not afford the goods they were producing.

## 2) Tariffs

- Fordney-McCumber Tariffs of 1922
  - Was signed by President Warren Harding.
  - It raised the ad valorem (the amount paid is based on the value of the transaction) to an average of 38.5% for dutiable imports, and an average of 14% overall.
  - Five years after, American trading partners raised their tariffs as well. France raised its taxes on automobiles from 45% to 100%. Spain raised its tariffs on American goods by 40%, and Germany and Italy raised their tariffs on wheat. Farmers lost more than \$300 million annually as a result.
- In comparison, the Underwood-Simmons tariff bill of 1913 had average duty on all imports at 9.1 per cent and on all dutiable imports at 27 per cent.
- This was a policy of 'Protectionism'

## 3) Low taxation

The tax cuts of the 1920s were the first federal experiment with supply-side income tax rate cuts. Data for the period show an initial decline in federal revenues as tax rates were cut, but revenues grew strongly during the subsequent economic expansion

Tax rates were slashed dramatically during the 1920s, dropping from over 70 percent to less than 25 percent. Personal income tax revenues increased substantially during the 1920s, despite the reduction in rates. Revenues rose from \$719 million in 1921 to \$1164 million in 1928, an increase of more than 61 percent.

After five years of very high tax rates, rates were cut sharply under the Revenue Acts of 1921, 1924, and 1926. The combined top marginal normal and surtax rate fell from 73 percent to 58 percent in 1922, and then to 50 percent in 1923 (income over \$200,000). In 1924, the top tax rate fell to 46 percent (income over \$500,000). The top rate was just 25 percent (income over \$100,000) from 1925 to 1928, and then fell to 24 percent in 1929

## 4) Trusts

- USA's steel (Carnegie) production was the highest in the world, it rose from 40 million in 1920 to 55 million in 1929

- John D. Rockefeller (1839–1937) formed the first trust in 1882 with the establishment of the Standard Oil Company, controlled 95% (upward) of oil production, and processing in the USA

The Phoebus Cartel was a cartel created by the world's leading light bulb companies in 1924. It was created to halve the longevity of light bulbs so they could sell more light bulbs. This increased the sale of cartel members by 25%, from 1926 to 1930.

## **The car (assembly line production)**

- Henry Ford pioneered an assembly line method of producing cars which revolutionised the industry by eliminating many inefficiencies which reduced massively manufacturing costs and drastically cut time required to build a car.
- Running at full capacity, Henry Ford's production line could produce a Model T every three minutes.
- In 1908, the price of a Model T was \$825, and by 1927 it had decreased to less than \$300. This reduction is comparable to a reduction from \$15,000 to under \$10,000 in today's money. In 1914, an assembly line worker could buy a Model T with four months' pay.
- The motor car was central to America's economic success
- By 1929 one American in five owned a motor car
- The car industry employed up to ½ million workers and stimulated road and hotel construction, the building of filling stations and the development of suburbs and holiday resorts
- It also boosted associated industries – oil, glass, rubber, steel, leather and upholstery
- 15 million Model Ts had been made by 1927. Workers at Ford's Detroit factory were paid high wages, but they had to sign agreements to say they wouldn't join unions.
- The flexibility of car access changed this and the growth of suburbs began to accelerate. The demands of trucks and cars led to rapid growth in the construction of all-weather surfaced roads to facilitate their movement.
- There was a very mild recession in 1924 and another mild recession in 1927 both of which may be related to oil price shocks. The 1927 recession was also associated with Henry Ford's shut-down of all his factories for six months to changeover from the Model T to the new Model A automobile. Though the Model T's market share was declining after 1924, in 1926 Ford's Model T still made up nearly 40 per cent of all the new cars produced and sold in the United States.
- People could buy used Model Ts for as little as five dollars, allowing students and others with low incomes to enjoy the freedom and mobility of car ownership. By 1929, there were over 23 million automobiles on American roads.
- The assembly line helped Ford reduce labour costs within the production process by moving the product from one team of workers to the next, each of them completing a step so simple that workers had to be—in Ford's words—"no smarter than an ox." Ford's reliance on the assembly line emphasized efficiency over craftsmanship.
- Ford doubled workers' pay to five dollars a day and standardized the workday to eight hours.
- Ford's assembly line also offered greater racial equality than most employment of the time; he paid white and black workers equally.
- The need for public roadways required local and state governments to fund the expansion of infrastructure, which permitted motels and restaurants to spring up and offer new services to millions of new mobile Americans with cash to spend. With this new infrastructure, new shopping and living patterns emerged

## **The first world war**

- The Americans tried to stay out of the first world war. They followed a policy called isolationism which meant that they would not interfere in Europe's internal affairs. This really helped US's economy boom in the 1920's throughout the war they lent money to the allies and sold arms and ammunition to Britain and France.
- The one way trade gave the US a massive economic boom.
- The US sold massive foodstuffs as well. The Americans were also able to take over Europe's trade which led to income as well. American exports to the areas controlled by European colonial powers increased during the war.
- By the end of the war the USA had overtaken Germany and had the world's most successful chemical industries.
- Explosive manufacturers during the war also stimulated a range of by-products which became new American industries in their own right. Plastics and new material were produced.



- The US started american aircraft accessibility to civilians. By 1930, new aircraft companies flew 162000 flights a year
- America started giving loans to other countries that had to pay them back with an interest
- During the war, America had become “the banker to the rest of the world”. According to the World war one, foriegn debts confirm that Britain, France and Italy owed the US 22\$ BILLION PLUS INTEREST
- The USA became a great world power, it ramped up its rich natural resources in a short time. US economic output doubled in 4 years. Americans had developed a comparative advantage in the mass production of goods. It had also become a major military power.
- Wilson was the first US president to visit Europe when he attended the paris peace conference. He was also the first to claim the US’s role of making the world a “safe place for democracy”
- During the first two and a half years of combat, the United States was a neutral party and the economic boom came primarily from exports. The total value of U.S. exports grew from \$2.4 billion in 1913 to \$6.2 billion in 1917. Most of that went to major Allied powers like Great Britain, France, and Russia, which scrambled to secure American cotton, wheat, brass, rubber, automobiles, machinery, wheat, and thousands of other raw and finished goods.
- According to a 1917 study, exports of metals, machines, and automobiles rose from \$480 million in 1913 to \$1.6 billion in 1916; food exports climbed from \$190 million to \$510 million in that same period. Gunpowder sold for 33 cents a pound in 1914; by 1916, it was up to 83 cents a pound.
- By the end of 1918, American factories had produced 3.5 million rifles, 20 million artillery rounds, 633 million pounds of smokeless gunpowder, 376 million pounds of high explosives, 21,000 airplane engines, and large amounts of poison gas.
- The flood of money into the manufacturing sector from both home and abroad led to a welcome rise in employment for American workers. The U.S. unemployment rate dropped from 16.4% in 1914 to 6.3% in 1916.
- Manufacturing wages increased dramatically, doubling from an average \$11 a week in 1914 up to \$22 a week in 1919.
- About 1 million women joined the workforce to compensate for the loss of so many men
- The US also gained British markets in South America and Asia. The advertising industries in the USA also learned many of their techniques during the war creating propaganda.

## **Farming Industry**

Agriculture underwent a slight boom during WW1 as demand for US produce grew as a result of European countries' lack of output, but after the war, due to an increase in globalisation and international trade, competition from Canada, Argentina and many others increased.

The US gov't raised tariffs on imported food, hoping this would increase demand for US produce, instead it made selling to Europe even more difficult. European countries found it hard to sell in US markets.

- The increasingly prosperous US population preferred more luxurious foods such as fresh fruit and vegetables to cereal products.
- Prohibition led to a 90% reduction in consumption of barley for making beer

This all led to overproduction and falling prices. Many small farmers could no longer afford their rents or mortgage payments. Evictions and forced sales followed. There were one million fewer farms in 1930 than 1920.

Small farmers and labourers suffered most. Larger operators with modern machinery were still able to make profits. These included some fruit growers of California and Florida and large-scale cereal farmers of the Midwest.

60% of US families lived below the poverty line in the late 1920

Farming declined from 18% to 12.4% of the economy. Taxes per acre rose 40%, while farm income fell 21%.

US Wheat prices went from over **\$2.50 USD** in 1920, to just over **75 cents** in 1924.

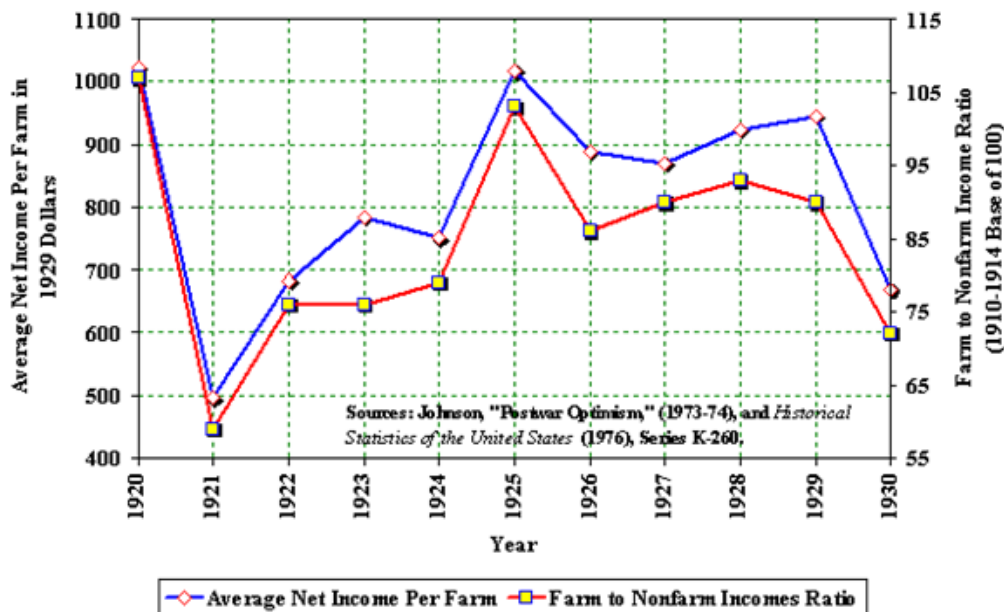
Due to the falling prices, farmers were forced to significantly increase their output in order to remain profitable, this involved taking out many costly bank loans and hiring more workers, however this would lead to bankruptcy if a farmer had just one bad yield year and couldn't repay their debts.

Just under **40 percent** of the total US population lived on farms, and **60 percent** lived in rural areas. Today, the respective figures are only about **1 percent** and **20 percent**. The United States had between six and seven million farms from 1910 to 1940.

The farm population in 1920, was nearly 32 million, or **30.2 percent** of the population of 105.7 million.

By 1924, **600k farmers** were **bankrupt** and over **1 million farm workers** had **gone elsewhere** in search of work.

**Figure 7: Real Average Income Per Farm, 1920 to 1930**



## Banks

- In 1922, USA had the most number of banks peaking at 30,000 banks all offering loans and other services
- In the twenties commercial banks became "department stores of finance."— Banks opened up installment (or personal) loan departments, expanded their mortgage lending, opened up trust departments, undertook securities underwriting activities, and offered safe deposit boxes. These were in response to the growing competition of other financial intermediaries.
- There was a high bank failure rate in the 1920s that has usually been explained by "overbanking" or too many banks located in an area

## Loans

- Lending reduced in the years 1920-1921 depression, and people began to rely more and more on the money made by stocks and retained earnings.

- Rural banks that relied on loans to farmers suffered just as farmers did during the twenties, especially in the first half of the twenties.
- Prior to the twenties, the main assets of commercial banks were short-term business loans, made by creating a demand deposit or increasing an existing one for a borrowing firm. As business lending declined in the 1920s commercial banks vigorously moved into new types of financial activities.
- Foreign lending to Germany and Latin America had expanded greatly in the mid-1920s, but U.S. lending abroad fell in 1928 and 1929 because of high interest rates and the booming stock market in the United States.

From 1922 to 1928, loans held by banks grew over 18 billion dollars, a 45% increase.

Interest rates grew from 3.45% to 5%. Growing interest rates could be an indicator that banks believe people will pay back loans. They could also be an indicator that banks believed there would be inflation, a sign of growth.

Henry Ford was loaned 75 million dollars to help step up the production of his cars.

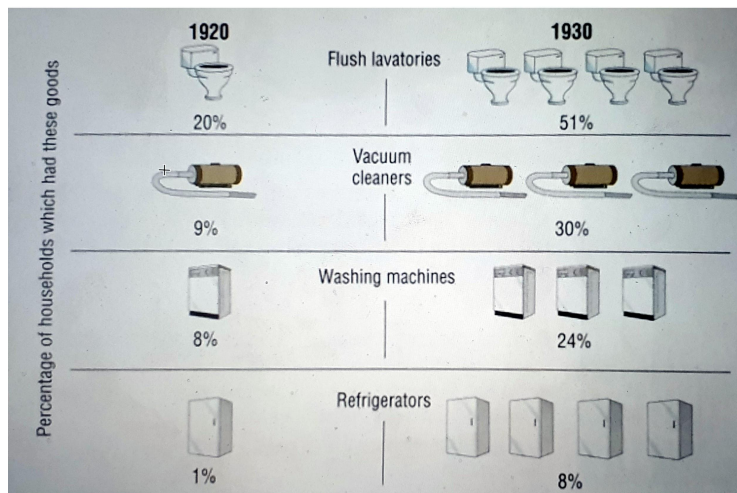
### **Mass Marketing**

- During the 1920s, while marketing was emerging as a conscious business strategy, advertising matured as an important industry. The maturation of advertising in the 1920s and the creation of marketing departments and marketing strategies by major firms both promoted consumer values in American society and reflected the rise of the consumer society. In 1919 advertising costs were 8 percent of total distribution costs in industry; by 1929, the share was 14 percent. In that latter year, advertising costs reached nearly \$3 billion.
- Coca-Cola serves as a good example of how product advertising changed over this forty-year period. When first introduced in the 1880s, the product was marketed as a medicine, with claims that it cured headaches, and that it "revived and sustained" a person. Seeking to build repeat business and brand loyalty, by the 1920s the company emphasized it as a refreshment and a "fun food". Consumers demanding the cola at soda fountains could pressure storeowners to stock it, or risk losing their business. Today Coca-Cola is one of the largest and most visible companies in the world thanks to its successful advertising campaigns.
- During the 1920s, catalogue shopping (another form of advertising) became a convenient way of buying goods. The most famous mail order company was Sears, Roebuck and Co. By 1928, one-third of Americans bought goods from it. Improvements in the road system meant delivery by mail became easier. A big advertising industry grew up to promote the vast range of consumer goods. Advertisements were sophisticated, colourful and full of catchphrases. They were placed on roadsides, on the radio, in newspapers and in cinemas.

### **New industries**

- The economic boom was dominated by the so-called "new" industries: cars, chemicals, electricity and electrical products. Cars led the way. Mass-produced cars were so cheap that most Americans were able to afford them. The enormous increase in the number of cars also created a demand for steel, glass and rubber, so these industries also boomed. The American chemical industry led the world in products like fertilisers and dyes, but was also producing new plastics and man-made fibres that had a wide range of uses.

- Electricity had developed slowly before the war but in the 1920s the electric industry really boomed. By 1929 most homes in the cities had electricity and nearly 70% of all Americans had electric lights. Factories were increasingly run by electricity. The amount of electricity consumed doubled in the 1920s. The electrification of America led to the development of a whole range of domestic goods - cookers, refrigerators, vacuum cleaners, washing machines and radios. These were new industries that had not existed on any kind of scale before.
- Radio became the first mass broadcasting medium. Radios were expensive, but their mode of entertainment proved revolutionary. Radio advertising became a platform for mass marketing. Its economic importance led to the mass culture that has dominated society since this period. By the end of the 1920s there were over 100 million radios in use in America & In 1930, more than 40 percent of American households owned a radio
- The cinema boomed, producing a new form of entertainment that virtually ended the old vaudeville theatrical genre. Watching a film was cheap and accessible; crowds surged into new downtown movie palaces and neighborhood theaters. Since the early 1910s, lower-priced cinema successfully competed with vaudeville. By the end of the decade, weekly movie attendance swelled to 90 million people.



## Overproduction

The onset of the first world war led to a huge jump in agriculture as the USA jumped in to feed the war ravaged countries. The government encouraged farmers to increase their produce. After the USA entered the war in 1917, more than 40 million acres of uncultivated land began to be used for farming. This included 30 million acres in the Midwest for corn and wheat. For example, in Kittson county, Minnesota, wheat acreage increased from 93,000 to 46,000 acres during the war. By 1929, Minnesota had 18.5 million acres under cultivation. The average price of farm land doubled from \$46 to \$109 per acre.

However, after the European countries began to recover, the US farm economy began to fall. The farmers had heavy debts to pay, excess amounts of crops, and machinery that made farming much easier and faster. Prices fell rapidly as farmers tried to sell crops. From 1919 to 1920, corn prices went from \$1.30 per bushel to 47 cents, which is an almost 63% drop. Wheat prices fell to \$1.65 per bushel. In 1932, corn prices fell further to 28 cents per bushel, and wheat prices fell to 44 cents per bushel.

Farmers found it impossible to pay back their loans. Almost 60 of every 1000 farmers either lost their farms or filed for bankruptcy. Farm income fell from \$17.7 billion in 1919 to \$10.5 million in 1921- a nearly 41% drop. The farm population showed net losses of 478,000 in 1922 and 234,000 in 1923.

## Industrial Strength

In 1910 the USA had vast supplies of important natural resources – coal, oil, wood, etc. - oil came from California, Oklahoma and Texas; coal came from Kentucky, Pennsylvania and West Virginia; iron ore came from Minnesota; timber came from the forests of Washington State and Oregon. It also had a large population to provide workers, but also to provide consumers for US products. There were the huge farming areas of the midwest and south that produced so much food the USA had more than it needed to feed itself. Mining and manufacturing industries were also particularly strong

Commodity	US production	Nearest Competitor
Wheat	638 million bushels	Russia- 552 million bushels
Coal	262 million tonnes	UK- 212 million tonnes
Oil	9.5 million tonnes	Russia- 11.5 million tonnes
Iron	28.8 million tonnes	Russia- 16.3 million tonnes
Steel	13.5 million tonnes	Germany- 6 million tonnes
Cotton	10.6 million bales	India-3 million bales

## Development in entertainment industries 1920's

Many people, especially whites, were better off, and had more leisure time. More money was spent on entertainment stimulating industry and business. All part of the “roaring 20's” Jazz was popular and developed out of ragtime and blues music among the black people in southern parts of the USA. It gave a way of black musicians gaining self-respect and admiration. Jazz clubs developed where young people would go. The Cotton Club in New York became a famous nightclub. Black musicians such as Duke Ellington and Louis Armstrong became famous. Jazz style also spread with the availability of radio and early gramophone records. By 1929 10 million homes had a radio, local and national stations were set up. Radios increased the popularity of sports; baseball, boxing, and American football

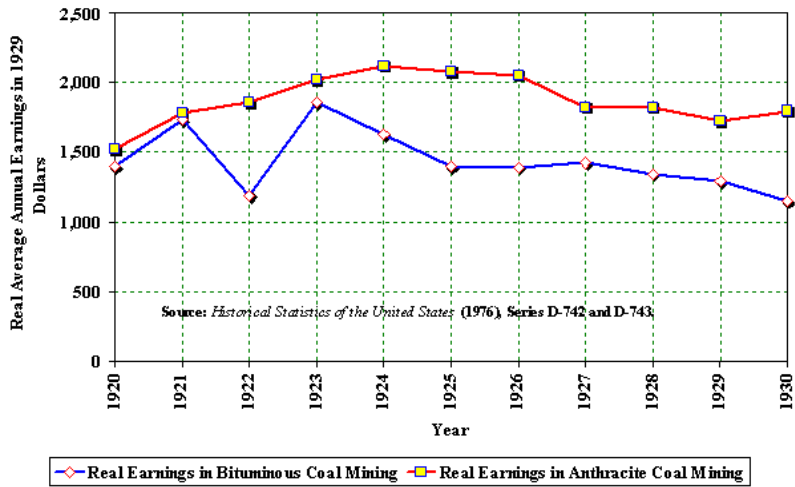
The use of petroleum products in industry as well as for domestic heating and lighting became the cornerstone of the most powerful of the new industries of the period, while the trolley car, the increased use of gas and electric power, and the telephone led to the establishment of important public utilities that were natural monopolies and could operate only on the basis of franchises granted by state or municipal governments.

## Coal

One of the industries considered to be “sick” in the twenties was coal, particularly bituminous, or soft, coal. Income in the industry declined, and bankruptcies were frequent. Strikes frequently interrupted production. The majority of the miners “lived in squalid and unsanitary houses, and the incidence of accidents and diseases was high.” (Soule, 1947) The number of operating bituminous coal mines declined sharply from 1923 through 1932. Anthracite (or hard) coal output was much smaller during the twenties. Real coal prices rose from 1919 to 1922, and bituminous coal prices fell sharply from then to 1925. (Figure 12)

The sources of these changes are to be found in the increasing supply due to productivity advances in coal production and in the decreasing demand for coal. The demand fell as industries began turning from coal to electricity and because of productivity advances in the use of coal to create energy in steel, railroads, and electric utilities. The average daily employment in coal mining dropped by over 208,000 from its peak in 1923

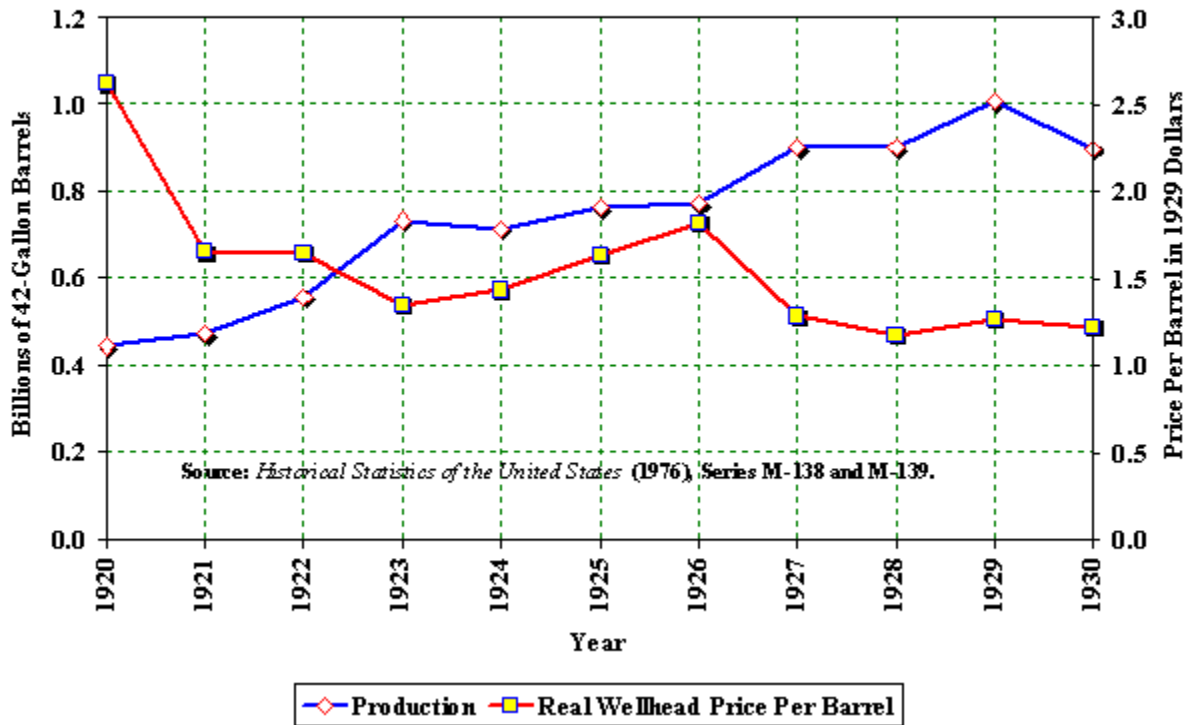
**Figure 13: Real Annual Earnings in Coal Production, 1920 to 1930**



## Petroleum

In contrast to the coal industry, the petroleum industry was growing throughout the interwar period. By the thirties, crude petroleum dominated the real value of the production of energy materials. The growing demand for petroleum was driven by the growth in demand for gasoline as America became a motorized society.

**Figure 14: Petroleum Production and Prices, 1920 to 1930**



## Steel

From 1875 to 1920 American steel production grew from 380,000 tons to 60 million tons annually, making the U.S. the world leader. The annual growth rates in steel 1870–1913 were 7.0% for the US; 1.0% for Britain; 6.0% for Germany; and 4.3% for France, Belgium, and Russia, the other major producers. This explosive American growth rested on solid technological foundations and the continuous rapid expansion of urban infrastructures, office buildings, factories, railroads, bridges and other sectors that increasingly demanded steel. The use of steel in automobiles and household appliances came in the 20th century.

Andrew Carnegie advanced the cheap and efficient mass production of steel rails for railroad lines, by adopting the Bessemer process. In the late 1880s, the Carnegie Steel Company was the largest manufacturer of pig iron, steel rails, and coke in the world, with a capacity to produce approximately 2,000 tons of pig iron per day. In 1888, he bought the rival Homestead Steel Works, which included an extensive plant served by tributary coal and iron fields, a 425-mile (685 km) long railway, and a line of lake steamships. A consolidation of Carnegie's assets and those of his associates occurred in 1892 with the launching of the Carnegie Steel Company.

The “Roaring ’20s” was a period of prosperity and expansiveness. Institute statistics showed that the United States produced 40 percent of the world’s supply of iron and steel. But then came the Great Depression. In 1933, at its depths, Congress adopted the National Industrial Recovery Act, and AISI was called upon by the Federal Government to act for the steel industry in the establishment and administration of a Code of Fair Competition. That responsibility was so vast that almost overnight the Institute’s staff had to be expanded from about a dozen people to almost 100. The NRA, however, was declared unconstitutional in May of 1935 and replaced in part by the National Labor Act. Subsequently, the AISI Committee on Industrial Relations was established to address labor issues.

### **Extra questions-**

1. How important was government policy in creating the prosperity of the 1920s in the USA? Explain your answer.

How important was government policy in creating the prosperity of the 1920s in the USA? Explain your answer.

YES – Republican Presidents – Harding, Coolidge and Hoover; Republican governments wanted low intervention in economy and business – ‘laissez-faire’; low taxation encouraged consumer society – taxes cut between 1921 and 1925 mainly by Andrew Mellon (Secretary of State for the Treasury); tariffs (e.g. Fordney–McCumber Tariff of 1922) protected American industry against cheaper foreign imports; trusts in major industries (e.g. Carnegie steel and Rockefeller oil) became ‘captains of industry’; government spending on highways funded massive road building projects – Federal Aid Highway Act of 1921 saw \$170 million of capital invested by the government and created jobs in construction and motor car industries; unemployment fell to just 3% on average after 1921 increasing consumer spending etc.

NO – Republican policies such as the tariffs hurt farmers’ incomes and led to problems in the agricultural sector that lasted into the 1930s; farmers were given no government help and prices of agricultural goods continued to fall; laissez-faire policies failed to increase wages in older industries like coal and textiles leading to a growing wage-gap; more important – new innovations like electricity, Bakelite and rayon; USA’s natural resources in abundance meant foreign imports were not as necessary for economic growth;



First World War and US dominance in world trade especially chemicals; war loans paid back with interest from Allies helped banks lend to US business; confidence and increased speculation in the stock market helped some get rich; motor car industry grew rapidly and prices lowered: knock on effects with other industries – glass, rubber, leather, road building, oil etc.

2. How important was the motor industry as a cause of the economic boom in the 1920s? Explain your answer. [40]

YES Henry Ford's assembly line increased production and lowered cost of cars; higher wages for workers; huge numbers employed; led to growth of other industries – rubber, glass, cement, road building, steel, motels; allowed people to visit cities – cinema; radios in cars; growth of suburbs boosted construction industry, etc.

NO More important – mass advertising; confidence and speculation; plentiful natural resources in USA; World War I; new inventions and products; electrification, availability of credit (hire-purchase); Republican policies, etc

3. How important were tariffs as a reason for economic problems in the USA by 1929? Explain your answer.

Yes

Tariffs of the 1920s such as the 1922 Fordney-McCumber tariff made importing and exporting goods more expensive; exporting surplus goods difficult due to tariffs on American goods; led to large surplus of goods; prices dropped and shareholder confidence dropped as profits declined, etc.

No

Other factors more important – over-speculation on the stock market had led to an artificial increase in share prices; when economic problems began to show, shareholders panicked and sold quickly; banks lent money and allowed people to 'buy on the margin' leading to huge debt; domestic market was saturated; construction industry had slowed down by 1929; farming always in decline since WWI; inequality of income – up to 50% of US population earned below \$2000 a year (especially minorities like Black Americans and Native Americans), etc.

4. How important were new industries in causing growth in the US economy in the 1920s? Explain your answer.

Yes

Mass production and the use of the assembly line to increase production efficiency and lower prices; motor car industry; USA could support its own industries without the need for large numbers of imports, and growing population allowed for a thriving domestic market; mining of new metals (e.g. zinc and aluminium) and minerals allowed the development of new inventions; domestic appliances available due to electrification in towns and cities such as refrigerators, vacuum cleaners, etc.

No

More important – USA vast country with a wealth of natural resources and growing population, mostly in towns and cities by the 1920s; raw materials included oil, coal, iron, natural gas as well as suitable land for arable farming and cattle ranching; mass marketing through advertising over radios and on billboards; Republican economic policies – laissez-faire, tariffs and low taxes;

use of hire-purchase and the availability of credit; confidence in the stock market; First World War – European markets and war loans, etc.

5. How important was the availability of new consumer goods in changing people's lives in the USA in the 1920s? Explain your answer.

YES

Radios became widespread in the US – 40% owned one by 1930; used in cars and the household; listened to new music, sports and advertising; by 1926, there were 500 local radio stations; gave rise to the popularity of jazz music and opportunities for black Americans; refrigerators, vacuum cleaners and other household appliances saved time on household chores; gave women more free time; mail catalogues sold women make-up, new clothes, perfumes which changed people's fashions and appearances; cars gave people freedom of movement; allowed families to go on holiday to different counties and states; caused a growth of suburban areas; gave people have access to city life, etc.

NO

More important – nightclubs, cinemas, sports; new entertainment made people idolise movie stars and copy their fashions and appearances – 'flappers'; jazz music changed young people's behaviour and dancing styles; women's vote 1920; Prohibition; Red Scare; growth of KKK, etc.

6. How important was the lack of an overseas market as a reason why farmers did not share in the economic boom? Explain your answer.

YES

Demobilisation in Europe meant that former agricultural industries started up again and meant US food no longer needed; US tariffs made selling to Europe even more difficult as European countries found it hard to sell in American markets to earn dollars to buy US products; some industries were unable to sell abroad because of European tariffs which were in response to US tariffs, etc.

NO

More important – agricultural overproduction since World War One; new machinery such as combine harvesters and tractors made food cheap, so profits fell; more food competition from Canada and Argentina such as grain; food consumption patterns were changing; Prohibition meant grain was in less demand by beer industry; less demand for cotton and wool as synthetic textiles more in demand; coal in less demand as gas and oil used instead, and electricity now available to most Americans; black Americans often poor agricultural labourers; native Americans had little access to good farmland or well paid jobs; immigrants, etc.

Question	Answer	Marks
7	<p><b>How important were the problems of older industries in the US economy of the 1920s? Explain your answer.</b></p> <p><b>YES</b> Mining and cotton industries had low wages; consumption dropped due to new fuel sources like oil and new textiles like rayon; low investment in old industries led to many workers living below poverty line, etc.</p> <p><b>NO</b> More important – farming overproducing; loss of overseas markets due to competition from Canada; tariffs on overseas goods caused foreign countries to put up tariffs on US goods; speculation led to inflated share prices; saturation of markets led to loss in confidence; Wall Street Crash, etc.</p>	40

Question	Answer	Marks
7	<p><b>How important were Republican presidents in creating prosperity in the 1920s? Explain your answer.</b></p> <p><b>Yes</b> (Harding, Coolidge and Hoover) Laissez-faire; low intervention in the economy encouraged growth and prosperity; low taxation; tariffs on imported goods; isolationism and protectionism stimulated US industry; trusts, etc.</p> <p><b>No</b> Mass production – the Ford assembly line; advertising and mass marketing; new inventions; the First World War; natural resources; electrification; consumer society; confidence, etc.</p>	40

Question	Answer	Marks
<b>Depth Study D: The USA, 1919–1941</b>		
7	<p><b>How important to the economic boom in the 1920s was mass marketing? Explain your answer.</b></p> <p><b>YES</b> Advertising of new products allowed big business to mass sell to population more effectively – became a major industry in itself in the 1920s; mail order catalogues became popular; commercials used on radio and in the cinema; giant posters pasted onto billboards a familiar sight on highways; magazines, newspapers promoted new merchandise; hire-purchase advertised, etc.</p> <p><b>NO</b> Other factors more important to boom – new inventions and innovations (communication; switchboards, dial phones, teletype machines), chemicals and synthetics such as rayon and Bakelite; electrification for washing machines, vacuum cleaners and fridges; motor industry and assembly line mass production – knock-on effect on road building industry, rubber, oil, glass, etc.; hire-purchase; Republican government policies; speculation; confidence, etc.</p>	

## 10 B

### Entertainment

- Flappers - Sana
- Jazz - Sana
- Sports - Arnav
- Cinema - Sana
- Radio - Arnav

### Women

- Impact of war- Urvi
- The vote- Varsha
- Housework- Ayra
- Behaviour -Urvi
- Employment- Varsha
- Morals- Ayra

### Intolerance (Immigrants+African Americans)

- Red scare - Arjun
- Sacco and Vanzetti - Arjun
- Immigration quotas -Arjun
- Ku Klux Klan - Sahil
- Jim Crow laws - Sahil
- Monkey trial (bible belt as well) - Mahil
- Civil rights movement - Leia

- Native Americans - Sahil
- Improvements - Sahil
- 

## Prohibition

- Introduction - Zehra
  1. Temperance Movement
  2. Wayne Wheeler (and wheelerism)
- Impacts - Zehra
  - 1) Supply and demand
    - a) Bootleggers
    - b) Stills (research Moonshine)
    - c) Speakeasies
  - 2) Corruption- Sam
- Gangsters - Sarthak
- End of prohibition - Sarthak

## Entertainment

### Flappers

- Flappers of the 1920's were young women known for their energetic freedom and embracing a lifestyle viewed by many at that time as 'outrageous', 'immortal' or 'downright dangerous'
- What people considered as flappers during the 1920 are now considered the first generation of independent American women.
- Flappers pushed barriers in Economic, Political and sexual freedom for women.
- The classic image of a flapper is that of a stylish young party girl.
- Flappers smoked and drank alcohol in public. They danced at jazz clubs and practiced sexual freedom that shocked the victorian morality of their parents.
- The flapper dress was a short, calf revealing dress with a low neckline. Straight and slim was the preferred silhouette
- They wore high heel shoes and threw away their corsets which they then replaced with other lingerie.
- They applied rouge, lipstick, mascara and various other cosmetics and preferred shorter hairstyles like the bob cut.
- Flapper fashion was ruled by fashion designers like Coco Chanel, Elsa Schiaparelli and Jean Patou.
- Coco Chanel and Schiaparelli brought no nonsense clothing lines to women's clothing. Jean patou's clothes however were more comfortable and inspired a more relaxed silhouette.
- Recognising that women now had disposable incomes of their own, advertising cortex their interests beyond household items. Soap, perfume, cosmetics, cigarettes and fashion accessories were all the subjects of ads targeting women
- Flapper style regularly graced the covers of magazines like vanity fair and life, drawn by artists like john held and gordon conway.
- Dancing was a crucial part of flapper culture. The Charleston and the Black bottom were popular and considered more suggestive than any moves that had come before.
- Not everyone was a fan of women's newfound sexual freedom and consumer ethos, and there was inevitably a public reaction against flappers.
- Utah attempted to pass legislation on the length of womens skirts.
- Virginia tried to ban any dress that revealed too much of a woman's throat.
- Ohio tried to ban form fitting outfits
- Women who populated beaches in bathing suits that were deemed inappropriate were escorted off the beach by police or arrested if they refused.

- Flappers also received criticism of women's rights activists like Charlotte Perkins Gilman and Lillian Symes, who felt that flappers had gone too far in their embrace of licentiousness.
- The age of the flapper came tumbling down suddenly on October 29th, 1929 with the stock market crash and the beginning of the Great Depression. No one could afford lifestyle anymore.

▶ "The Flapper" (1920) starring Olive Thomas

I haven't watched this yet. I'll just leave it here if anyone wants to watch it.

## Jazz

- The Jazz Age was a period in the 1920's and in the 1930's where jazz music and dance styles rapidly gained nationwide popularity in the United States.
- Jazz originated in New Orleans as mainly sourced from the culture of diaspora (dispersing of people outside of their homeland)
- Jazz played a rather significant role in the wider cultural changes in this period and also influenced a lot of popular culture which continued afterward.
- This movement was largely influenced by the introduction of radios nationwide.
- The Jazz Age was intertwined with the development of cultures of young people.
- The movement also helped start the European jazz movement.
- Jazz became an obsession among young people
- African Americans who moved from the counties to the cities had brought jazz and blues with them
- Jazz captured the imagination of both white and African American youth.
- The Jazz Age was an era for youth. Young people used jazz and fashion to rebel against the traditional culture of previous generations. Women, in particular, benefited on an economic and social level.
- 

## Radio

- Radios provided a new place for advertisers
- Radios were the few things that reduced the urban and rural divide as they both owned radios and often heard the same things
- Radios were a place that jazz performers like Louis Armstrong could perform - Helped reduce intolerance towards African-Americans and gave them a shot at making a living.
- Radios made sports more accessible as it was a way to reach many people together
- Politicians could talk to many people - Calvin Coolidge was the first president to broadcast on the radio, although Harding was the one to have it installed in the White House
- In 1921, there were initially only 5 radio stations, but grew to around 600 by the end of the year.
- 35 to 40 percent of Americans owned radios by 1929
- 75% of people in large cities and wealthy regions owned radios
- 

## Cinema

- A major film industry was developing in a small suburb outside Los Angeles
- The first 'talkie' was made in 1927
- During the 1920's movies became a multi-billion dollar business
- On an approximation, by the end of the decade a hundred million cinema tickets were being sold per week.
- During the 1920s, movies had been established as a big business, with Hollywood being the center for most of the activity. Movies changed the way that Americans used their free time. Millions of people began going to movie theatres throughout the country.
- A ticket for a double feature and a live show cost 25 cents.

- By the end of the decade, weekly movie attendance swelled up to 90 million people
- In Chicago, in 1929, theatres had enough seats for half the city's population to attend a movie each day.
- Movies provided an escape from the hardships of the Great Depression, allowing a glimpse into high society life, so far from rural life. People were fascinated by the movies themselves and by the glamorous lives of the men and women who starred in the films.
- It portrayed American life in a way that forced Americans to reflect upon modern isolation, confusion, and family conflict.
- The classic Hollywood film style was perfected and significant film genres were established: the melodrama, western, historical epic, and romantic comedy, along with slapstick, science fiction, and fantasy.
- Many of the movie theatres of the 1920s and 1930s were so grand that people nicknamed them "picture palaces." Exteriors were gaudy, electric extravaganzas in the style of art deco, Middle Eastern or Asian architectures.
- One of the most powerful women in advertising at that time was Helen Lansdowne Resor.
- She worked her way up from secretary thanks to her keen understanding of selling to women.
- Anita Loos' book "Gentlemen prefer blondes" and its follow up "But gentlemen marry brunettes" were famous satires of the world of flappers. The books focused on flapper Lorelei Lee and her male conquests. The film version of "Gentlemen Prefer Blondes" was released in 1928 (another version was released in 1953, starring Marilyn Monroe and Jane Russell)
- Movies became popular during the 1920s, though the screen versions of flappers were typically less permissive than the real world versions. The first popular flapper movie was "flaming youth", it was released in 1923 and it starred Colleen Moore, who was soon Hollywood's "go to" actress for playing flappers on screen.
- Clara Bow's nickname was "the it girl", referring to her 1927 film "it" which was adapted from a magazine article by Elinor Glyn. Clara Bow was THE most successful screen flapper as she was beloved for the unpretentious manner of her portrayals and her frank sex appeal.
- Many film star flappers had already met their end two years earlier with the advent of talking film, which was not always kind to them.
- The Hays Code in 1930, which severely limited sexual themes in movies, made independent women in the flapper mold almost impossible to portray on screen.

## Women

### Impact of war

When world war 1 began, women took over men's jobs all over the country, which opened them up to two opinions- symbols of strength that kept the country running during war, and "open to moral decay"- meaning that they were forfeiting their moral roles for something they weren't meant for. When the men left for war, they left a pool of jobs like heavy industry, munitions, and police work open for women to fill. Even before the war, organisations like the National Women's Trade Union League (formed 1903) came up, attempting to protect women workers. During the war, they helped women take over jobs like clerical positions, sales, garments, and textiles for the first time. Throughout the war, women were even used as propaganda to send men to war, either to shame them into going as seen in the "white feather campaign", or as incitement for men when they returned from war.

In fact, many women even took part in the war. In the USA, there were 21,000 female army nurses, 1,400 navy nurses, and 13,000 women were even enlisted in the army with the same responsibilities as men. Including non combat roles, over 30,000 women worked in the military in the USA during the war, either as nursing corps or U.S army signal corps.

These contributions lead to a huge shift in perspective towards women- women of all race, colour and social standing gained more powerful political voices. Of course, one of the biggest impacts of the war was enfranchisement of women (giving them the right to vote). Other than this, however, there was much more independence and recognition for women. Getrude Stein was a famous American woman at the

time, who moved from the USA to Paris so she could perform jazz for audiences that weren't segregated. Getrude was in an openly lesbian marriage, and spoke about art, jazz and feminism.

More than 1 million American women entered the workforce for the first time during world war 1, while 8 million got higher paying jobs. The number of women in the railroad and assembly lines almost tripled. One famous organisation during the time is the Women's Land Army of America. During the first and second world wars, about 20,000 women, famously called Farmerettes, stepped up, taking over the agricultural and farming industry.

Although these women were expected to give their jobs back to the men after the war ended, and often received lower pay than men, they faced a life of freedom and economic independence they hadn't faced before, which would eventually pave the way for women equality and political power.

### **The vote**

For over 7 decades, suffragists protested, demanding for their right to vote. The amendment was added to the U.S. Constitution on August 26, 1920, and 26 million adult women over the age of 21 (the voting age at the time), were eligible to vote for the first time in a presidential election, on November 2nd, 1920. The amendment was first passed by Congress on June 4, 1919, and after Tennessee became the 36th state to ratify it, suffragists had officially secured the required three-fourths majority of the 48 states.

Even though voting was legal, women faced voter suppression as states used discriminatory measures such as residency requirements, poll taxes, literacy tests, and morality clauses. For instance, in order to vote in the state of Georgia and Mississippi, women would have had to register to vote 4 months prior to the election, before the federal amendment was passed. However, calculations still determined that 37% of the voters in the 1920 election were women.

Discussing the results of the election, prominent suffragist Carrie Chapman Catt and director of the National American Women Suffrage Association and founder of the League of Women Voters (1920), noted that "the vote came to women in many states too late for the best preparatory work to be done."

### **Housework**

In the 1920s women in the US spent an average of 60 hours a week doing housework. In 1925, when most clothes were washed by hand, women spent 5.5 hours a week doing the laundry. After the invention of the washing-machine the time had gone *up* to 6.25 hours. This is because families took advantage of them having newer technology, and expected cleaner houses, wore more clothes etc.

In the United States in the 1920s, only about 15 percent of white and 30 percent of black married women with wage-earning husbands held paying jobs. Most Americans believed that women should not work outside the home if their husbands held jobs. As a result of this attitude, wives seldom worked at outside jobs. However, some married women in desperate need took jobs in textile mills.

The typical housekeeper of the era kept a strict schedule: laundry on Mondays; mending on Tuesdays; cleaning of the silver, pantry and icebox on Wednesday; and on and on. Those were just the weekly chores, which were added to an exhausting list of daily tasks:

-Open the doors and windows.

-Tidy up.



- Set the breakfast table.
- Sort the mail and put it in its proper piles.
- Serve breakfast promptly at 8 a.m.
- Wash the silverware after breakfast so it wouldn't stain.
- Provide "routine care" of the living room
- Wash the breakfast dishes.
- Dust the living room floors.
- Water the plants.
- Fill the dog's dishes.
- Dust the furniture.
- Use the carpet sweeper.
- Fill the flower vases.
- Go upstairs and tidy those rooms.

(Idk if this helps)

During the springtime chores of cleaning the cellar, cleaning the furnace of soot, removing the pipes, coating them with asphalt paint for storage and whitewashing the walls, the furniture and all the other surfaces.

Women were meant to make a good home for their husbands and care for children but also earn money outside the home. Mothers were meant to instill good morals in daughters, to help them sew and teach them how to be caring wives.

## **Behaviour**

One of the most significant symbols of the Roaring 20s is the "flapper". Flappers were young women, characterised by their bob haircuts, short skirts and makeup. They were known for their "wild behaviour", mainly smoking, drinking, and multiple relationships. By 1936, skirts had a hemline almost 14 inches above the ground. While this was to show off their legs, it was also to let them dance. Flappers were known to love dancing to jazz, especially a dance called the Charleston. Flappers were also known to be fast talking, reckless and without morals. A famous flapper was Zelda Fitzgerald, who later married novelist F.Scott.Fitzgerald.

Women also became more independent during the time, as a result of the rise of women's employment in industries. With financial independence at their fingertips, women were able to buy items like vacuum cleaners, washing machines and refrigerators that gave them more time to do things other than household work. They were also able to buy cars, cosmetics, clothing and found themselves able to live alone without dependence on a man for money. In fact, the entire consumerist culture rose greatly for women

during the time. However, marriage was still a goal for most women- research shows that only 10% of employed women kept their jobs after getting married.

In general, women's roles in relationships changed greatly. There was a greater sense of companionship between the man and the woman. Divorces were accepted more. Birth control and contraceptives increased greatly, so that a woman could have a smaller family and wasn't afraid of unplanned pregnancies.

## **Employment**

In 1920, women were about 20% of all persons in the labor force. In the 1920s, more than 8 million women, or 1 in 5, were earning salaries, typically as clerks, waitresses, teachers, and telephone operators. World War I (1914–1918) had expanded women's employment in new sectors of the economy and by 1920, 25.6 percent of employed women worked in white-collar office-staff jobs, 23.8 percent in manufacturing, 18.2 percent in domestic service, and 12.9 percent in agriculture. In factories, while male factory workers on federal contracts in 1920 started at 40 cents an hour, women started at 25 cents.

Women laborers worked long hours and both the Women's Bureau and WTUL fought for shorter workdays. Efforts to improve working conditions for women were consistently undermined by society's ambivalence about combining the roles of wife and mother with those of worker and professional. Married women who worked faced particular hostility. They heard that they were taking jobs away from men, that the woman's place was in the home, and that children needed a mother at home full time. Both private companies and the government dismissed large numbers of married women and made it difficult for married women to get high-paying professional or clerical jobs.

Section 213 of the Federal Economy Act limited the number of people working from a family to 1. This greatly affected women's jobs, even the ones that were traditionally held by women (teachers and librarians).

The number of professional women, for example, significantly rose in the decade. But limits still existed, even for professional women. Occupations such as law and medicine remained overwhelmingly "male": the majority of women professionals were in "feminized" professions such as teaching and nursing. And even within these fields, it was difficult for women to rise to leadership positions.

## **Morals**

The rising emphasis on spending and accumulation nurtured a national ethos of materialism and individual pleasure. These impulses were embodied in the figure of the flapper, whose bobbed hair, short skirts, makeup, cigarettes, and carefree spirit captured the attention of American novelists such as F. Scott Fitzgerald and Sinclair Lewis. Rejecting the old Victorian values of desexualized modesty and self-restraint, young "flappers" seized opportunities for the public pleasures offered by new commercial leisure institutions, such as dance halls, cabarets, and nickelodeons, not to mention the illicit blind tigers and speakeasies spawned by Prohibition. So doing, young American women had helped to usher in a new morality that permitted women greater independence, freedom of movement, and access to the delights of urban living.

It was a decade in which images such as the "flapper" would give women new modes of representing femininity, and one in which such representations were often inaccessible to women of certain races, ages, and socio-economic classes. Flappers were thought of to go and get what they wanted and weren't afraid of public scrutiny.

Attitudes towards sex, for example, continued to change in the 1920s, as well, a process that had begun decades before. This, too, had significantly different impacts on different social groups. But for many women—particularly young, college-educated white women—an attempt to rebel against what they saw as a repressive “Victorian” notion of sexuality led to an increase in premarital sexual activity strong enough that it became, in the words of one historian, “almost a matter of conformity.”

## **Intolerance (Immigrants+African Americans)**

### **Red scare**

The First Red Scare was a period during the early 20th-century history of the United States marked by a widespread fear of far-left extremism, including but not limited to Bolshevism and anarchism, due to real and imagined events; real events included the Russian 1917 October Revolution and anarchist bombings.

Alexander Mitchell Palmer, was an American attorney and politician who served as the 50th United States attorney general from 1919 to 1921. He is best known for overseeing the Palmer Raids during the Red Scare of 1919–20.

The **Palmer Raids** were a series of raids conducted in November 1919 and January 1920 by the United States Department of Justice, under the administration of President Woodrow Wilson to capture and arrest suspected leftists mostly Italian immigrants and Eastern European Immigrants and especially anarchists and communists, and deport them from the United States. The raids particularly targeted Italian immigrants and Eastern European Jewish Immigrants with alleged leftist ties, with particular focus on Italian anarchists and immigrant leftist labour activists.

From 1919 to 1920, Palmer conducted a series of raids on individuals he believed were dangerous to American security. He deported 249 **RUSSIAN IMMIGRANTS** without just cause. On January 2, 1920, the most spectacular of the Palmer Raids took place, when thousands of individuals (estimates vary between 3,000 and 10,000) were arrested in more than 30 cities. The following day, federal, state, and local agents conducted further raids. In all the Palmer Raids, arrests greatly exceeded the number of warrants that had been obtained from the courts, and many of those arrested were guilty of nothing more than having a foreign accent.

After the end of World War I, many Americans were left with a feeling of distrust toward foreigners and radicals, whom they held responsible for the war. The Russian Revolution of 1917 and the founding of the communists' Third International in 1919 further fanned American fears of radicalism. Race riots and labour unrest added to the tension.

### **Sacco and Vanzetti**

In 1921, Nicola Sacco and Bartolomeo Vanzetti, both Italian-Americans, were convicted of robbery and murder. Although the arguments brought against them were mostly disproven in court, the fact that the two men were known radicals (and that their trial took place during the height of the Red Scare) prejudiced the judge and jury against them. On April 9, 1927, Sacco and Vanzetti's final appeal was rejected, and the two were sentenced to death. Socialists and radicals protested the men's innocence. Many people felt that the trial had been less than fair and that the defendants had been convicted for their radical anarchist beliefs rather than for the crime for which they had been tried. All attempts for retrial on the grounds of false identification failed. On November 18, 1925, Celestino Madeiros, then under a sentence for murder, confessed that he had participated in the crime with the Joe Morelli gang. The state Supreme Court refused to upset the verdict, because at that time the trial judge had the final power to reopen a case on the grounds of additional evidence. The two men were sentenced to death on April 9, 1927.

Anti-radical sentiment was running high in America at the time, and the trial of Sacco and Vanzetti was regarded by many as unlawfully sensational. Authorities had failed to come up with any evidence of the

stolen money, and much of the other evidence against them was later discredited. During the next few years, sporadic protests were held in Massachusetts and around the world calling for their release, especially after Celestino Madeiros, then under a sentence for murder, confessed in 1925 that he had participated in the crime with the Joe Morelli gang. The state Supreme Court refused to upset the verdict. The crime was more of their anarchist beliefs and Italian heritage. After 6 years of legal appeals, Sacco and Vanzetti were executed. 50 years later they were pardoned.

### **Immigration quotas**

The Emergency Quota Act, also known as the **Emergency Immigration Act of 1921**, the **Immigration Restriction Act of 1921**, the **Per Centum Law**, and the **Johnson Quota Act** was formulated mainly in response to the large influx of Southern and Eastern Europeans and successfully restricted their immigration as well as that of other "undesirables" to the United States. Although intended as temporary legislation, it "proved, in the long run, the most important turning-point in American immigration policy" because it added two new features to American immigration law: numerical limits on immigration and the use of a quota system for establishing those limits, which came to be known as the National Origins Formula.

The Emergency Quota Act restricted the number of immigrants admitted from any country annually to 3% of the number of residents from that country living in the United States as of the 1920 Census. That meant that people from Northern and Western Europe had a higher quota and were more likely to be admitted to the US than those from Eastern or Southern Europe or from non-European countries.

The number of new immigrants admitted fell from 805,228 in 1920 to 309,556 in 1921-22. The average annual inflow of immigrants prior to 1921 was 175,983 from Northern and Western Europe and 685,531 from other countries, mainly Southern and Eastern Europe. In 1921, there was a drastic reduction in immigration levels from other countries, principally Southern and Eastern Europe. By 1929 it had fallen to 150,000 per year.

### **Ku Klux Klan**

Ku Klux Klan is a hate organisation that used terror to further their white supremacist agenda. The original organization was founded immediately after the Civil War and lasted until the 1870s. The other began in 1915 and has continued to the present. The revived Klan was fueled partly by patriotism and partly by a romantic nostalgia for the old South, but, more importantly, it expressed the defensive reaction of white Protestants in small-town America who felt threatened by the Bolshevik revolution in Russia and by the large-scale immigration of the previous decades that had changed the ethnic character of American society. This second Klan peaked in the 1920s, when its membership exceeded 4,000,000 nationally. To the old Klan's hostility toward Blacks the new Klan—which was strong in the Midwest as well as in the South—added bias against Roman Catholics, Jews, foreigners, and organized labour (i.e. unions). In Indiana, traditional political historians focused on notorious leaders, especially D. C. Stephenson, the Grand Dragon of the Indiana Klan, whose conviction for 1925 kidnap, rape, and murder of Madge Oberholtzer helped destroy the Ku Klux Klan movement nationwide.

### **Jim Crow laws**

The 'Jim Crow' Laws enforced segregation of blacks and whites in many public places, including cafés and public transport. They were enforced in the South between the end of Reconstruction (the period after the Civil war during which attempts were made to solve the inequities of slavery). The segregation principle was extended to parks, cemeteries, theatres, and restaurants in an effort to prevent any contact between Blacks and whites as equals. It was codified on local and state levels and most famously with the "separate but equal" decision of the U.S. Supreme Court in Plessy v. Ferguson (1896). From 1887 to 1892 nine states, including Louisiana, passed laws requiring separation on public conveyances, such as streetcars and railroads. Though they differed in detail, most of those statutes required equal

accommodations for Black passengers and imposed fines and even jail terms on railroad employees who did not enforce them.

## **Monkey trial (bible belt as well)**

### **Origins**

The Scopes Trial, also known as the Scopes Monkey Trial, was the 1925 prosecution of science teacher John Scopes for teaching evolution in a Tennessee public school, which the recent Butler Act had made illegal. The trial featured two of the best-known orators of the era, William Jennings Bryan and Clarence Darrow, as opposing attorneys. The trial was viewed as an opportunity to challenge the constitutionality of the bill, to publicly advocate for the legitimacy of Darwin's theory of evolution, and to enhance the profile of the American Civil Liberties Union (ACLU).

### **Butler Act**

The theory of evolution was a controversial topic in America, especially the Southern 'Bible Belt' states. The Butler Act was passed in Tennessee in 1925 after concerted anti-evolutionary efforts succeeded when the Tennessee House of Representatives was offered a bill by John W. Butler making teaching evolution a misdemeanor. The so-called Butler Act was passed six days later almost unanimously with no amendments. Ironically, even though the Butler Act prohibited the teaching of Darwin's theory, the textbook that the Tennessee State required schools to use (George W. Hunter's Civic Biology), had a chapter on the subject, which essentially meant that the Butler Act required teachers to break the law.

In response, the ACLU financed a test case in which John Scopes, a Tennessee high school science teacher, agreed to be tried for violating the Act. The case started as a publicity stunt in Dayton, Tennessee. Scopes, a physics and math teacher at a school in Dayton, was approached by a local businessman (George Rappleyea), a school superintendent, and a local attorney (Sue K. Hicks). The group asked him to admit to teaching evolution, hoping that such a controversial case would bring publicity and attention to the town of Dayton. Scopes was initially reluctant, but then agreed.

### **The attorneys**

William Jennings Bryan (a three-time Democratic presidential nominee, progressive politician, social reformer, prohibition and women's suffrage activist, pacifist, anti-evolutionist, and former Secretary of State to Woodrow Wilson), volunteered to present for the prosecution. Bryan was a brilliant orator, most famous for his 'Cross of Gold' speech at the 1896 Democratic Convention. He was a progressive politician, called the 'Great Commoner' for his faith in the judgement of common people, but also a conservative christian, and especially after the war, was critical of what he saw as an increasingly 'godless' culture.

On the other side was Clarence Darrow, a leading member of ACLU, and a very well-known lawyer and defence attorney of the time. He was well known for defending many high-profile clients in famous trials of the early 20<sup>th</sup> century, including teenage thrill killers Leopold and Loeb, and Ossain Sweet in a racially charged self-defence case. Darrow had clashed in the past with Jennings Bryan over evolution and whether the bible should be interpreted literally. Darrow's goal in getting involved was to debunk fundamentalist Christianity and raise awareness of a narrow, fundamentalist interpretation of the Bible.

### **The Trial**

The grand jury met on May 9, 1925. In preparation, Scopes recruited and coached students to testify against him. Three of the seven students attending were called to testify, each showing a sketchy understanding of evolution. The case was pushed forward and a trial set for July 10.

Bryan arrived in Dayton three days before the trial, stepping off a train to the spectacle of half the town greeting him. He posed for photo opportunities and gave two public speeches, stating his intention to not only defend the anti-evolution law but to use the trial to debunk evolution entirely.

The trial day started with crowds pouring into the courthouse two hours before it was scheduled to begin, filling up the room and causing onlookers to spill into the hallways. There was applause when Bryan entered the court and further when he and Darrow shook hands. Outside the courthouse a circus-like atmosphere reigned, with barbecues, concessions and carnival games.

It was to a packed courthouse that arguments began by the defense working to establish the scientific validity of evolution, while the prosecution focused on the Butler Act as an education standard for Tennessee citizens, citing precedents.

Darrow responded by laying out the case in an aggressive way, part of a strategy related to the defense planning to waive their closing argument and preventing Bryan's own carefully prepared closing argument.

The statement Darrow made is considered an example of his best passionate public speaking. Darrow's chief argument was that the Butler Act promoted one particular religious view and was therefore illegal. He spoke for over two hours.

The trial itself began on Wednesday with opening statements. Witnesses followed, establishing that Scopes had taught evolution and zoologist Maynard M. Metcalf gave expert testimony about the science of evolution, a signal that Scopes himself would not take the stand during the trial.

Subsequent days saw prosecutors argue about the validity of using expert witnesses. This provided Bryan with the opportunity for an extended speech on the subject. Defense attorney Dudley Field Malone then countered with a speech of his own and received a thunderous standing ovation.

The next day, the judge ruled that any experts on the stands could be cross-examined. That night, Darrow quietly prepared to call Bryan as an expert witness on the Bible.

Calling Bryan to the stand was a shock for the court. Darrow interrogated him on interpreting the Bible literally, which undercut his earlier sweeping religious speeches. It also cornered him into admitting that he didn't know much about science since the Bible didn't provide any answers. Darrow declared that he intended to "prevent bigots and ignoramuses from controlling the educational system of the United States." Darrow quizzed Bryan on his beliefs, humiliating the onetime hero. Bryan confessed that he believed in the literal truth of such biblical tales as Joshua making the sun stop in the sky, while also conceding, contradictorily, that scriptural passages could be interpreted as metaphorical. The crowd roared with laughter at his confused answers.

When the judge ruled Bryan's testimony be taken from the record, Darrow suggested that to save time his client should be found guilty. This prevented Bryan from making a closing statement. The jury took nine minutes to pronounce Scopes guilty. He was fined \$100. Moreover, the court held the Butler Act constitutional, and even though the Tennessee Supreme Court later struck down Scopes' conviction on a technicality, the Butler Act remained in place.

### **Consequences and Aftermath**

Both sides claimed victory at the end of the trial, but it has been widely viewed as a victory for modernism, especially due to Darrow's skewering of Bryan in the witness' stand, and the withering reportage of critics such as H.L. Mencken, who mocked Dayton's "yokels" and "hookworm carriers."

Even though the Butler Act was upheld, federal jurisprudence embraced the idea that evolution was fact, worthy of teaching in public schools, and creationism was religion, unfit for the science classroom. After the trial, a slew of states rejected anti-evolution laws while only a couple passed them. Collective memory enshrined the episode, particularly Darrow's rout of Bryan, as a victory for free speech over censorship, of reason over faith, of the modern over the primitive.

However, the anti-evolution movement remained strong, and even to date, large proportions of the American population continue to reject evolution. The controversy over the teaching of science and evolution has continued into the 21st century. In 2005, the case of *Kitzmiller v. Dover Area School District* battled over the constitutionality of teaching "intelligent design" in Pennsylvania schools alongside evolution.

The Scopes Monkey Trial was a watershed moment in the battle between modernism and traditionalism, a particularly fierce debate in the 20s. In popular opinion, it has been seen as a triumph for the forces of science and reason, and though the trial brought the conflict to the forefront of national debate, the 'outcome' of the trial in terms of public opinion remains ambiguous, and evolution is rejected by many people in America even to this day.

## **Civil rights movement**

NAACP(national association for the advancement of coloured people)- founded by W.E.B dubois

Founded in 1909 and had 300 branches with 90,000 members. It was formed after the horrific events of the Springfield riot. Aimed to secure the rights promised in the 13th,14th and 15th amendments in the constitution to end slavery, provide equal protection under law and provide all men with the right to vote.despite it being an organisation for coloured people, Du Boi was the only black african american out of the original executives. Among the Association's top priorities was eradicating lynching. Throughout its 30-year campaign, the NAACP waged legislative battles, gathered and published crucial statistics, organized mass protests, and produced artistic material all in the name of bringing an end to the violence. During the Great Depression of the 1930s, which was disproportionately disastrous for African Americans, NAACP began to focus on economic justice. After years of tension with white labor unions, the Association cooperated with the newly formed Congress of Industrial Organizations in an effort to win jobs for black Americans. White, a friend and adviser to First Lady – and NAACP national board member – Eleanor Roosevelt, met with President Franklin D. Roosevelt to outlaw job discrimination in the armed forces, defense industries, and the agencies created by the New Deal.

Marcus garvey(founder of the UNIA, attracted Malcolm X's father, Reverend Earl little)

The UNIA(universal negro improvmnet association) was founded in jamaica and was geared towards helping people of colour sustain businesses. He was a great symbol of black nationalism . In many of his lectures, Garvey summarized his views on the rights of African Americans by noting, "The first dying that is to be done by the Black man in the future will be done to make himself free. He held with the idea of establishing a nation on the west coast of Africa for African Americans, or those who were born into slavery or were the descendants of enslaved people(which is problematic because that didnt really solve racial prejudice and this ideology aslo led him to meeting with the grand wizard of the KKK).

Although his legacy as a leader and activist lives on, Garvey's separatist and Black Nationalist views were not embraced by many of his peers. In fact, W.E.B DuBois of the NAACP famously said, "Marcus Garvey is the most dangerous enemy of the Negro race in America and in the world." however he is credited to coining the phrase "black is beautiful"

## **Native Americans**

The great expansion into the American West which began in the 1840s transformed America. This expansion across the Great Plains of North America was to come at a high cost to the Native Americans who lived there. There were many Native American tribes or 'Indians' as they were known living on this land, and they were seen to be standing in the way of white people who wanted to take these lands as their own. White settlers saw the Indians as backward and standing in the way of progress and this resulted in battles and wars with the Indians during the nineteenth century. The government's aim was to 'Americanise' or assimilate the Native American and to make them part of American society. After 1867, all Native Americans had to live on 'reservations' which were small areas of tribal land promised to the Indians by the US government. Life on the reservation came to be characterised by disease, filth and poverty.

Life on the reservations was deliberately designed to destroy the Indian way of life. For example, Indians did not have the same rights as other Americans and the reservations were run for them by the US government. Regarded as the best way to transform their lives, many young Native Americans were forced to go to boarding schools. Children from the same tribe were separated to destroy any sense of tribal identity. In these schools children were given European-style haircuts and were given new English names. If they were found speaking their own language they were beaten. They were made to go to Christian church services. They were encouraged to ridicule their parents' values. The aim here was to try to destroy their traditional way of life. In 1920 over 10,000 Native American children were educated in boarding schools away from their reservations. The wearing of traditional clothing was banned. Boys were not allowed to have long hair.

While Indian religious activity had been illegal now for two full generations, many still performed some of the spiritual ceremonies, such as the Sun Dance. The government therefore continued its efforts to stop these activities and to jail those who participated in them. During the 1920s whole tribes were forced to convert to Christianity. It was not until 1924 under the Snyder Act that all Native Americans were given American citizenship. Even then, many could not vote because of the literacy qualification. They were not allowed to have their own courts or control their own affairs.

## **Improvements**



## Prohibition

### Introduction

- Prohibition was introduced to reduce crime and corruption, solve social problems, reduce the tax burden created by prisons and poorhouses, and improve health and hygiene in America.
- Prohibition was described by American president Herbert Hoover as "a great social and economic experiment"
- Politicians began to realise they could win votes – especially in small-town America – by supporting Prohibition. Alcohol was banned in 18 states by 1918
- The Protestant Church supported Prohibition as it believed alcohol was to blame for a decline in moral standards and family life in the big cities
- Industrialists such as Nelson Rockefeller argued that Prohibition would be good for the economy as it would reduce absenteeism and promote hard work
- The 18th Amendment

Section 1. After one year from the ratification of this article the manufacture, sale, or transportation of intoxicating liquors within, the importation thereof into, or the exportation thereof from the United States and all territory subject to the jurisdiction thereof for beverage purposes is hereby prohibited.

Section 2. The Congress and the several States shall have concurrent power to enforce this article by appropriate legislation.

Section 3. This article shall be inoperative unless it shall have been ratified as an amendment to the Constitution by the legislatures of the several States, as provided in the Constitution, within seven years from the date of the submission hereof to the States by the Congress.

- The 18th amendment was enforced by the Volstead Act. Andrew Volstead, chairman of the House Judiciary Committee, engineered passage of the National Prohibition Act (better known as the Volstead Act) over the veto of Pres. Woodrow Wilson.

### 1. Temperance Movement

- Movement dedicated to promoting moderation and, more often, complete abstinence in the use of intoxicating liquor
- The earliest temperance organizations seem to have been those founded at Saratoga, New York, in 1808 and in Massachusetts in 1813.
- The movement spread rapidly under the influence of the churches; by 1833 there were 6,000 local societies in several U.S. states.
- The precedent for seeking temperance through law was set by a Massachusetts law, passed in 1838 and repealed two years later, which prohibited sales of spirits in less than 15-gallon (55-litre) quantities.
- A U.S. organization that became international was the national Woman's Christian Temperance Union, founded in Cleveland, Ohio, in 1874. During the 1880s the organization spread to other lands, and in 1883 the World's Woman's Christian Temperance Union was formed
- The WCTU developed a network of more than 1,000 local affiliates and began publishing the journal *Our Union*

## 2. Wayne Wheeler (and wheelerism)

- Wayne Wheeler was the leader of the Anti-Saloon League. He was known to exploit people's fears to get them to vote out alcohol. He played a major role in the passage of the Eighteenth Amendment which outlawed alcohol
- Wheeler went to law school, studied for four years while working for the League and became an attorney. Eventually he prosecuted over 2,000 dry law cases.
- Wheeler was highly influential in drafting the Volstead Act
- Wayne B. Wheeler controlled six congresses, dictated to two presidents of the United States, directed legislation in most of the States of the Union, picked the candidates for the more important elective state and federal offices, held the balance of power in both Republican and Democratic parties, distributed more patronage than any dozen other men, supervised a federal bureau from outside without official authority, and was recognized by friend and foe alike as the most masterful and powerful single individual in the United States.
- As the ASL's leader, Wheeler developed a method of activism that came to be called "Wheelerism," which focused on only one issue, and relied heavily on mass media to persuade politicians that there was widespread public support for the ASL's position.
- Wheelerism also included direct persuasion of those in power with tactics such as threats to withdraw campaign endorsements; endorsing and finance opponents; and revealing embarrassing information to obtain support for restrictions on the liquor trade.

## Impacts

### 1) Supply and demand

#### → Bootleggers

- The earliest bootleggers began smuggling foreign-made commercial liquor into the United States from across the Canadian and Mexican borders and along the seacoasts from ships under foreign registry
- Millions of bottles of "medicinal" whiskey were sold across drugstore counters on real or forged prescriptions. As a result of alcohol prohibition, the 1920s were a successful time for Walgreens. Which expanded from 20 stores to a staggering 525
- In addition, various American industries were permitted to use denatured alcohol, which had been mixed with obnoxious chemicals to render it unfit for drinking. Millions of gallons of this were illegally diverted, "washed" of noxious chemicals, mixed with tap water and perhaps a dash of real liquor for flavour, and sold to speakeasies or individual customers.
- Finally, bootleggers took to bottling their own concoctions of spurious liquor, and by the late 1920s stills making liquor from corn had become major suppliers. Faultily distilled batches of this "rotgut" could be dangerously impure and cause blindness, paralysis, and even death.
- Bootlegging helped lead to the establishment of American organized crime, which persisted long after the repeal of Prohibition.
- In 1933 Prohibition was abandoned. The bootlegger did not become extinct, however. In the early 21st century, alcohol was still prohibited in a number of U.S. counties and municipalities, and bootlegging continued to thrive as an illegal business
- By 1930, the U.S. government estimated that smuggling foreign-made liquor into the country was a \$3 billion industry (\$41 billion in 2016)...

- Licensed doctors were permitted to prescribe whiskey, other distilled spirits (from government-licensed distilleries) and wine as treatments for ailments, limited to one pint every 10 days.
- The law also allowed the manufacture and sale of wine used in sacraments or other religious rituals by rabbis, priests, “ministers of the gospel” and their designees. Both loopholes were abused.
- Doctors and pharmacists made a lot of money issuing expensive prescriptions to patients for colds and sore throats.

### Stills

- In the early 1920s, the Genna brothers gang provided hundreds of needy people in the Little Italy section of Chicago with stills, to make small batches of homemade liquor in their kitchens. The Gennas furnished the corn sugar and yeast.
- The Gennas made a tidy profit – the illegal liquor cost them only 50 to 75 cents per gallon, and they sold it to speakeasies for \$6.
  - These family moonshiners were among countless small- and big-time illegal alcohol producers during Prohibition. They used a small still to ferment a “mash” from corn sugar, or fruit, beets, even potato peels to produce 200-proof alcohol, then mix it with glycerin and a key ingredient, a touch of juniper oil as a flavoring. To turn this highly potent liquid into a rank “gin,” they needed to water it down by half.
  - In large cities and rural areas, from basements and attics to farms and remote hills and forests across America, moonshiners and other bootleggers made it virtually impossible for Prohibition Bureau agents to enforce the Volstead Act’s national ban on making and distributing liquor.
  - The bureau seized almost 697,000 stills nationwide from 1921 to 1925. From mid-1928 to mid-1929 alone, the feds confiscated 11,416 stills, 15,700 distilleries and 1.1 million gallons of alcohol.
  - The bigger stills were known to churn out five gallons of alcohol in only eight minutes. Commercial stills in New York could put out 50 to 100 gallons a day at a cost of 50 cents per gallon and sell each one for \$3 to \$12.
  - Grocery and hardware stores legally sold a laundry list of what home distillers and beer brewers needed – the gallon stills, bottles, malt syrup, corn sugar, corn syrup, hops, yeast and bottle cappers.
  - Americans, based on Prohibition Bureau estimates, brewed 700 million gallons of homemade beer in 1929.
  - Chain grocery markets such as Kroger and A&P sold the popular beer-making ingredient malt syrup in cans.
  - By 1927, national production of malt syrup hit nearly 888 million pounds – enough to make more than six billion pints of homemade beer.
  - As many as 50,000 drinkers died from tainted alcohol during Prohibition.

### → Speakeasies

- Prohibition didn't stop drinking; it simply pushed the consumption of booze underground. By 1925, there were thousands of speakeasy clubs operating out of New York City
- Speakeasies were generally ill-kept secrets, and owners exploited low-paid police officers with payoffs to look the other way, enjoy a regular drink or tip them off about planned raids by federal Prohibition agents.
- Bootleggers who supplied the private bars would add water to good whiskey, gin and other liquors to sell larger quantities. Others resorted to selling still-produced

moonshine or industrial alcohol, wood or grain alcohol, even poisonous chemicals such as carbolic acid.

- At the height of Prohibition in the late 1920s, there were 32,000 speakeasies in New York alone.

## 2) Corruption

The sums of money being exchanged during the dry era proved a corrupting influence in both the federal Bureau of Prohibition and at the state and local level. Police officers and Prohibition agents alike were frequently tempted by bribes or the lucrative opportunity to go into bootlegging themselves. Many stayed honest, but enough succumbed to the temptation that the stereotype of the corrupt Prohibition agent or local cop undermined public trust in law enforcement for the duration of the era. The demand for alcoholic beverages didn't disappear because of laws. In the place of legitimate, tax-paying business, illegal bootleggers sprang up to meet the demand. Bootlegger Al Capone said 'I am just a businessman giving the people what they want.'

Many of the high profits of bootlegging went to corrupt law enforcement officials. It was a cost of doing business.

Judicial corruption also hindered prosecution. For example, police caught bootleggers red-handed unloading moonshine from a barge in New Jersey. Yet prosecutors dropped all charges for supposed 'lack of evidence.'

New York Times: Philadelphia. A jury found a city magistrate guilty of taking \$87,993 in liquor bribes during his ten months in office. That's about \$1,250,000 in today's dollars.

## Gangsters

-By the early 1920's, profits from illicit liquor trade were so enormous that gangsters learned to be more "organised" by employing lawyers, accountants, brew masters, boat captains, truckers and warehousemen as well as armed thugs known as "torpedoes" to injure bomb or kill competitors.

-They owned bought breweries that were closed due to prohibition and sold their alcohol in speakeasies.

-The new alcohol trafficking gangs crossed ethnic lines with Jews, Italians, Irish and Poles working together although inter-gang shootings bombings and killings shaped the 1920's and 30's. Over 1000 people were killed in New York alone in Mob clashes during Prohibition.

-In Chicago, Johnny Torrio and Al Capone created the criminal group, the Outfit, just after Prohibition started. Torrio, who toiled under brothel racketeer Big Jim Colosimo before 1920, had Colosimo killed after the boss refused his pleas to get into bootlegging. The Outfit under Torrio, with Capone as his right hand man, ran bootlegging, brothels and illegal gambling in Chicago. Torrio made deals with other Chicago gangs to share the spoils of bootlegging to avoid bloodshed. But gang shootouts flared during the Chicago 'Beer Wars' from 1922 to 1926, when mobsters killed 315 of their own and policemen killed another 160 gangsters.

-Al Capone took over the Outfit in 1925. He made as much as \$100 million a year (equal to \$1.3 billion in 2016 USD). At one point in the 1920's he paid out \$500,000 per month to police to let him operate his illegal booze trade.

-The St. Valentine's Day Massacre stunned the country, greatly eroded national support for Prohibition and influenced President Herbert Hoover to order federal authorities to "get" Capone. By 1930 he still had more than 6,000 speakeasies and made more than \$6 million a week.

-Capone finally met his downfall in 1931 when he was convicted of federal income tax evasion and was sentenced to 11 years in prison.

### End of prohibition

-Naval Captain William H. Stayton was a prominent figure in the anti-prohibition fight, founding the Association Against the Prohibition Amendment in 1918. The AAPA was the largest of the nearly forty organizations that fought to end Prohibition. Economic urgency played a large part in accelerating the advocacy for repeal. The number of conservatives who pushed for prohibition in the beginning decreased. Many farmers who fought for prohibition now fought for repeal because of the negative effects it had on the agriculture business. Prior to the 1920 implementation of the Volstead Act, approximately 14% of federal, state, and local tax revenues were derived from alcohol commerce. When the Great Depression hit and tax revenues plunged, the governments needed this revenue stream. Millions could be made by taxing beer. There was controversy on whether the repeal should be a state or nationwide decision.

-On March 22, 1933, President Franklin Roosevelt signed an amendment to the Volstead Act, known as the Cullen-Harrison Act, allowing the manufacture and sale of 3.2% beer (3.2% alcohol by weight, approximately 4% alcohol by volume) and light wines. The Volstead Act previously defined an intoxicating beverage as one with greater than 0.5% alcohol. Upon signing the Cullen-Harrison Act, Roosevelt remarked: "I think this would be a good time for a beer." According to a 2017 study in the journal *Public Choice*, representatives from traditional beer-producing states, as well as Democratic politicians, were most in favor of the bill, but politicians from many Southern states were most strongly opposed to the legislation.

-The Eighteenth Amendment was repealed on December 5, 1933, with the ratification of the Twenty-first Amendment to the US Constitution. Despite the efforts of Heber J Grant, president of The Church of Jesus Christ of Latter-day Saints, the 21 Utah members of the constitutional convention voted unanimously on that day to ratify the Twenty-first Amendment, making Utah the 36th state to do so, and putting the repeal of the Eighteenth Amendment over the top in needed voting.

In the late 1930s, after its repeal, two fifths of Americans wished to reinstate national Prohibition.

### Extra Questions

Question	Answer	Marks
7	<p><b>How important was the Scopes 'Monkey Trial' as an aspect of intolerance in the USA in the 1920s? Explain your answer.</b></p> <p><b>YES</b> – 'Monkey Trial' highlighted religious fundamentalism in the South and Midwest states; teaching evolution banned in many bible belt states; Creationists were able to mount a strong prosecution against Scopes; Ku Klux Klan (KKK) supported fundamentalists etc.</p> <p><b>NO</b> – Trial saw Creationists win but trial had helped gain support for modernisers; more important – immigration, especially non-white immigration; Red Scare – fear of communists in USA after 1917 Russian Revolution; Palmer Raids; KKK and racism; segregation in South – Jim Crow Laws; WASPs dominated politics and economy; women still lacked equal pay and opportunities, especially in conservative, rural areas; conservative backlash to new music, films and nightlife in cities; introduction of Prohibition etc.</p>	40

Question	Answer	Marks
8	<p><b>How significant was Prohibition in changing the lives of the American people, 1919–33? Explain your answer.</b></p> <p><b>YES</b> – Prohibition led to decrease in alcohol consumption – fell by 30% in early 1920s; sale and manufacture of alcohol led to loss of jobs in brewing and worsened effects for farmers in grain and barley sectors; increased crime rate, especially in urban areas for illegal brewing, distribution, moonshine production; led to bootleg alcohol from Canada and Caribbean; growth in number of speakeasies; gangsterism led to violence – St Valentine’s Day Massacre in 1929; gun crime; Al Capone and Chicago Mafia; police corruption and bribery of officials at local and state level; Prohibition Agents underfunded, etc.</p> <p><b>NO</b> – More significant – Roaring Twenties and Jazz Age; new music, film, fashions; increased liberal attitude towards women in urban areas – flappers; women increasingly employed and could vote from 1920; Red Scare and Palmer Raids; Sacco and Vanzetti; immigration; KKK and racism in the South; segregation and Jim Crow Laws; religious fundamentalism and Scopes’ Trial, impact of the Crash and the Depression social impact of economic boom, e.g. increased disposable income, etc.</p>	40

Question	Answer	Marks
8	<p><b>How significant was the fear of communism as a factor shaping the nature of US society in the 1920s? Explain your answer.</b></p> <p><b>YES</b> Red Scare – eastern immigrants feared to have brought communism/ anarchism with them to the USA; strikes and riots in 1919; Palmer Raids; immigration laws in 1920 and 1925 reducing non-white immigration; Sacco and Vanzetti trial, etc.</p> <p><b>NO</b> More significant – racial intolerance; KKK; segregation and Jim Crow Laws; religious fundamentalism – Monkey Trial; Prohibition; gangsterism; role of women; new leisure activities – cinema, radio; motor car, etc.</p>	40

Question	Answer	Marks
8	<p><b>How significant was the fear of foreigners as a cause of intolerance in US society in the 1920s? Explain your answer.</b></p> <p><b>YES</b> - Most of the American population were white Anglo-Saxon protestant descendants that feared changes to religion, the American way of life and considered radical political ideas such as socialism, communism and anarchism as un-American; ‘Red Scare’ due to fear of increased immigration from Eastern Europe and Russia – many citizens feared the loss of freedoms as well as competition over jobs; communism was feared by religious fundamentalists – seen as ungodly and atheistic; evolution theory contrasted with creationism – fears were especially strong in the Deep South and Mid-West Bible Belt; KKK tried to represent traditional American way of life and promote white supremacy – they were against further non-white, Northern European immigration; criminal gangs during Prohibition era often linked to Italian and Irish immigration – led to immigration quotas in 1924 etc.</p> <p><b>NO</b> – More significant – racism in the South since the end of slavery had led to segregation using Jim Crow laws (public facilities, transport, schools were all segregated and black Americans were denied the vote); racism and the desire to preserve white American society and culture led to KKK reforming in 1915; <i>Birth of a Nation</i> opened to huge audiences and helped KKK grow membership to nearly 5 million by 1924; KKK spread racist ideas through parades, propaganda and controlled political appointees in some states such as Indiana; religious fundamentalism opposed Catholic Church and its non-American roots; some churches in the South promoted segregation and the KKK; religious temperance movements influenced the introduction of Prohibition; religion promoted traditional family roles for women and held influence in rural areas – saw the cities as decadent etc.</p>	40

Question	Answer	Marks
8	<p><b>How significant was religion as a reason for the introduction of Prohibition? Explain your answer.</b></p> <p><b>YES</b> Anti-Saloon League strong in South and rural North and was supported by protestant pastors; they had been campaigning since 19th century; Women's Temperance Movement applied Christian teachings to campaign for a dry USA to improve society; these pressure groups argued alcohol was responsible for crime, poverty, ill health; strong support in 'Bible Belt' South; Protestant Church supported cause as it believed that alcohol was responsible for a decline in moral standards and family life, especially in the big cities, etc.</p> <p><b>NO</b> Other factors more significant – some states already dry by 1914 – 18 states dry by 1918, so Prohibition just an extension of a policy already gaining ground in the USA; alcohol associated with immigration, especially German brewers – linked to German aggression and was believed to be unpatriotic and un-American; WWI link to Germans; many believed the grain for alcohol would be better used for bread making for poor; politicians saw they could pick up votes, especially in small-town America; some industrialists such as Rockefeller argued Prohibition would improve economy by reducing absenteeism and promote hard work; doctors argued it would reduce diseases and STIs from prostitution, etc.</p>	

**Separation of the USA, 1919-1921**

**7 How important was immigration as a cause of intolerance in US society in the 1920s? Explain your answer.**

**Yes** 1901-10 huge numbers of immigrants coming to America – 8.5 million including Jews from Eastern Europe and Russia and Italians fleeing poverty; competition for the best jobs in the cities and towns between Western European and Eastern European immigrants; many of these were Americanised with American prejudices; WASPs saw these poorer immigrants as a threat to American religious beliefs (protestant as opposed to Catholic or Judaism); this fear increased with 1917 Russian Revolutions and Bolshevik seizure of power; Red Scare – communism and anarchism un-American; 1919 anarchist bomb plots led to Palmer Raids; Sacco and Vanzetti; KKK; immigration quotas, etc.

**No** Many immigrants blended in and were 'Americanised'; some brought expertise and wealth and built successful companies; other factors more important – segregation and Jim Crow Laws in the South; KKK violence and propaganda; religious intolerance – Monkey Trial; Prohibition led to growth of gangsterism and alcohol use and abuse; native Americans; women, etc.

**7 How significant was Prohibition as an aspect of intolerance in the 1920s? Explain your answer.**

**Yes** 18<sup>th</sup> Amendment made it the law of the land; rapidly accepted by each state, especially the rural ones, indicating the strength of the 'Dry' movement, conservatism and Churches; prohibition backed by religious temperance movements; scale of avoidance indicated the law could be flouted; enforcement was under-funded and inadequate; led to an increase in crime and corruption; drinkers considered Bolsheviks who caused lawlessness in cities and throughout communities; German breweries targeted after World War 1; moonshine was dangerous; unpopular policy; surprising measure for Republican government to uphold given their support for laissez-faire, etc.

**No** Beneficial; alcohol-related diseases declined; more reliable workers increased business efficiency. Other aspects of intolerance were of equal or greater significance; long-standing discrimination against Black Americans – Jim Crow Laws (legalised segregation), especially in the South, enshrined in many States' laws and violence of 'enforcement' rarely punished by the authorities; new laws were introduced to limit immigration by a country founded upon it – to preserve white northern European predominance, to ban Asian people, limit Catholic numbers, equating immigrants with anarchists; Native Americans' plight ignored; Red Scare; KKK; anti-trade union feeling and violence; Scopes 'Monkey' Trial; Sacco and Vanzetti, etc.

**8 How important were the Alphabet Agencies? Explain your answer.**

Question	Answer	Marks
7	<p><b>How important was the film industry in changing US society in the 1920s? Explain your answer.</b></p> <p><b>Yes</b> Cinema spread new ideas about fashion, mannerisms, etc.; 95 million visitors by 1929; first Hollywood celebrities such as Charlie Chaplin, Rudolf Valentino; some said there were changes to the nation's morals; jazz music shown in film improved acceptance of black Americans in cities in the North; film led to criticisms from religious groups, elderly and more conservative types in the USA due to sexualisation and taboo topics.</p> <p><b>No</b> Cars were more significant as they allowed much of the activity in the Roaring Twenties to happen; provided freedom for many to visit clubs, cinemas, restaurants, sporting events and created opportunities for holidays and day trips; new nightclubs and nightlife – appealed to young white Americans including women – flappers; 40% of households owned a radio by 1930; over 500 local radio stations by 1926; advertising and sports as well as a means for new artists to make a fresh start; Prohibition more significant – led to gangsterism, bootlegging, moonshine, smuggling and speakeasies; other intolerance relevant – Red Scare, racism and KKK, religious intolerance, etc.</p>	40



**7 How significant was the Ku Klux Klan during the 1920s? Explain your answer.**

- Yes** Popularity of Birth of the Nation film from 1915 helped increase membership to about 4.5 million by 1924; largely the poorer middle class as leaders; strongest in the South and Midwest but spread to all urban areas; most extreme WASP aims; saw themselves as patriotic, religious, moral idealists; strongly opposed to immigration, especially Catholics and Jews; supported Prohibition; supported votes for women yet opposed the 'new women'; continued established pattern of racist attacks on black Americans, rarely punished in states with influential members; factor in black migration to northern cities and the support of NAACP and Garvey's UNIA; influence of KKK on politicians, especially the Southern Democrats; influence over legal system and law enforcement; churches etc.
- No** Economic prosperity reduced unemployment as a factor; declined after 1925 when Grand Dragon D.C. Stephenson of Indiana convicted of murder and corruption; only about 300 000 members by 1930; Jim Crow laws predated and continued in the southern states; image more significant than actions; did not succeed in halting changes and developments in US society; Prohibition more significant; 'Red Scare'; women's role/votes; religious intolerance; economic boom; isolationism etc.