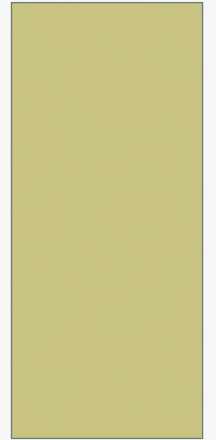


THE 1920S

THE MODERN TEMPER



THE POST-WAR PROSPERITY

- Prosperous time
- Consumer society
- “People’s Capitalism”
- Rise of advertising and mass marketing
- Changing attitudes to sexuality and marriage
- Age of Celebrity
- Celebrating Business Civilization



HOW'S YOUR BREATH TODAY?

If it's bad, you won't be welcome... Play safe... use Listerine

• How's your breath today? If it is bad, it will keep you out of things... it may mar friendship... kill off a romance... or jeopardize a business chance. Don't let it do any of these things.

Play safe... use Listerine, every morning and night and before social or business contacts. Listerine instantly renders your breath sweet, wholesome, and agreeable to others. It is the one reliable remedy for halitosis (unpleasant breath).

Everybody Has It

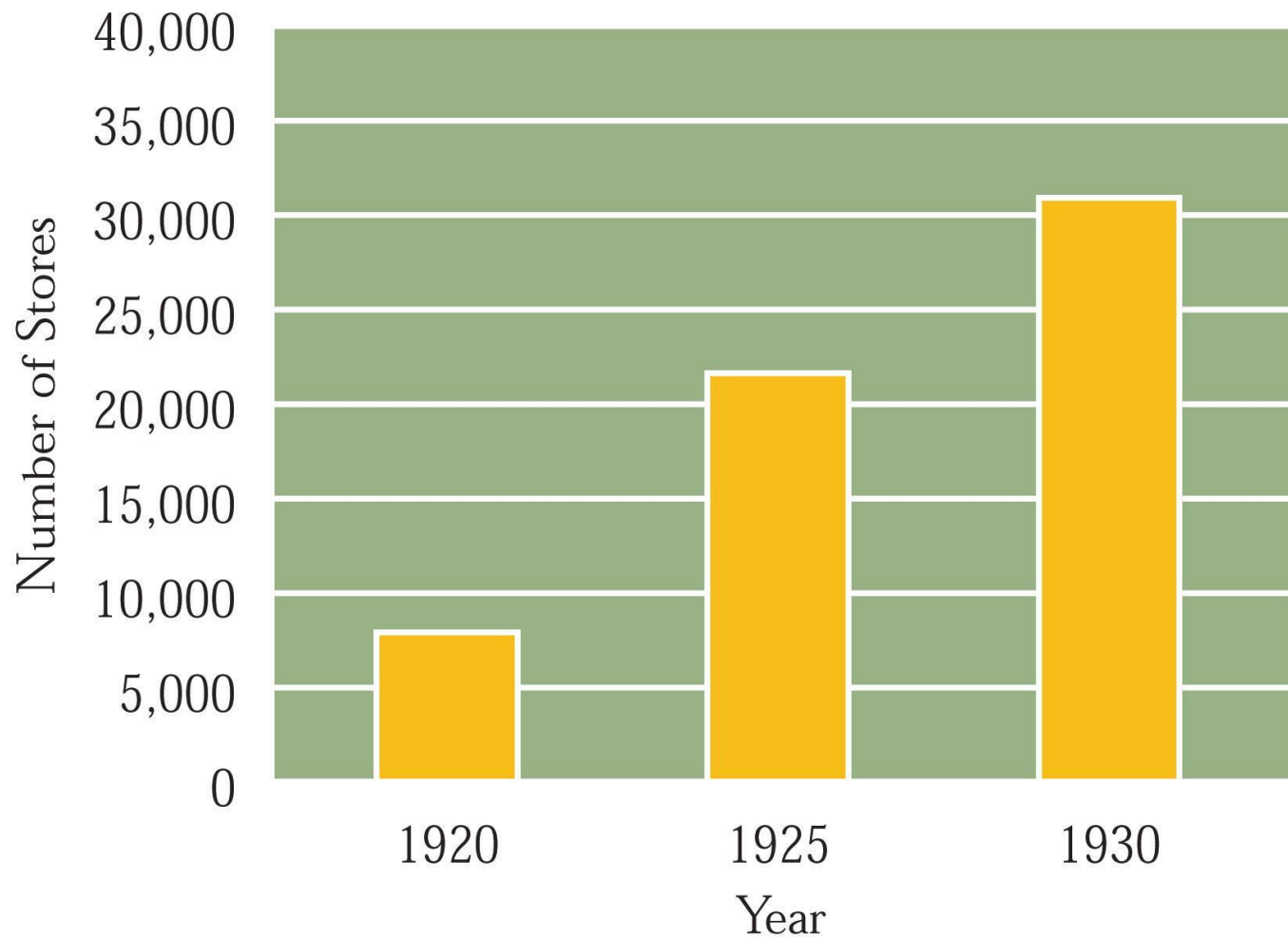
Fortunate as you may be, do not make the mistake of thinking that your breath is never bad. Halitosis spurs no one, because it springs from such common causes as tiny bits of fermenting food particles on the teeth, unhealthy teeth or gums, and temporary or chronic infections of the nose, throat, and mouth. The foolish thing about it is that you yourself never realize when you have it.

Only Listerine Succeeds

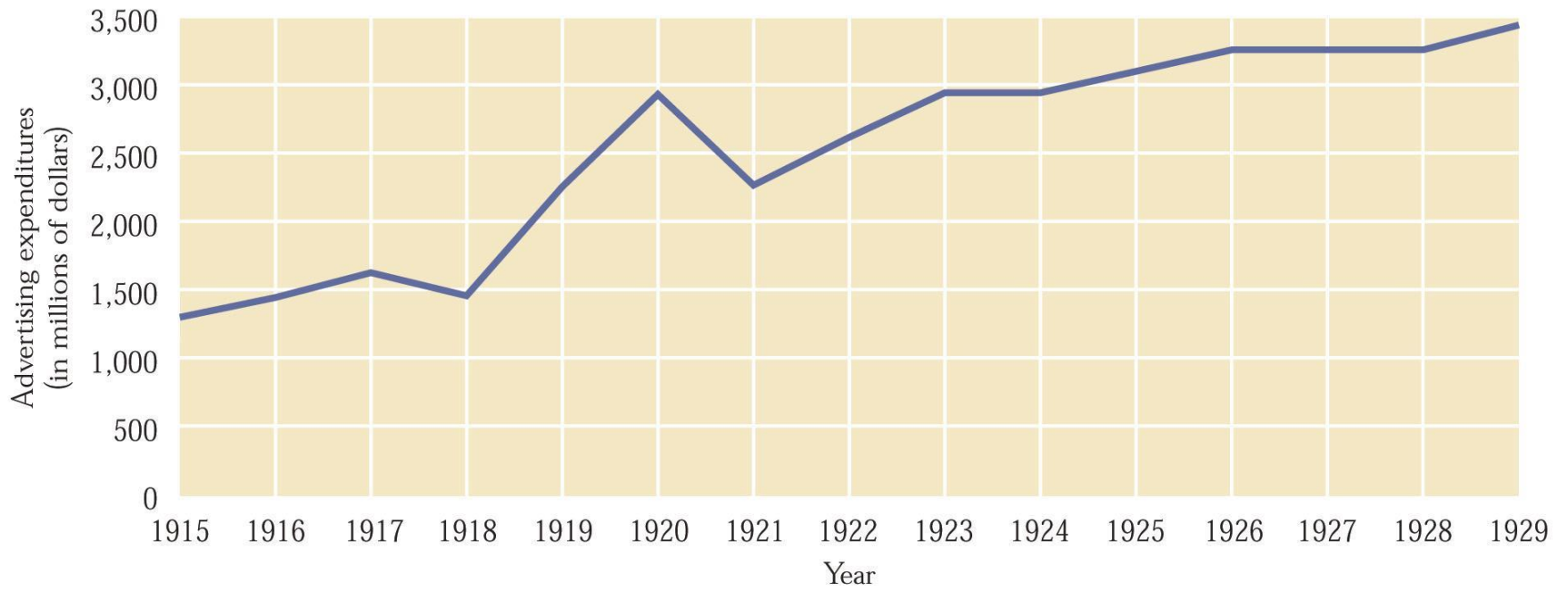
Only by using Listerine can you be certain that your breath will not offend others. Cheap, ordinary mouth washes fail in 12 hours to compare others which Listerine gets rid of instantly. That has been shown again and again by strict laboratory and clinical tests.

Keep Listerine handy in home and office. Rub the mouth with it before social and business engagements. It cleanses and invigorates the entire oral cavity and leaves you with a feeling of confidence and assurance. You know your breath is right. Lambert Pharmaceutical Company, St. Louis, Missouri.

LISTERINE



Growth of Six Leading Grocery Chains



Expenditures on Advertising, 1915-1929

THE FLAPPER

Doing the Charleston!!



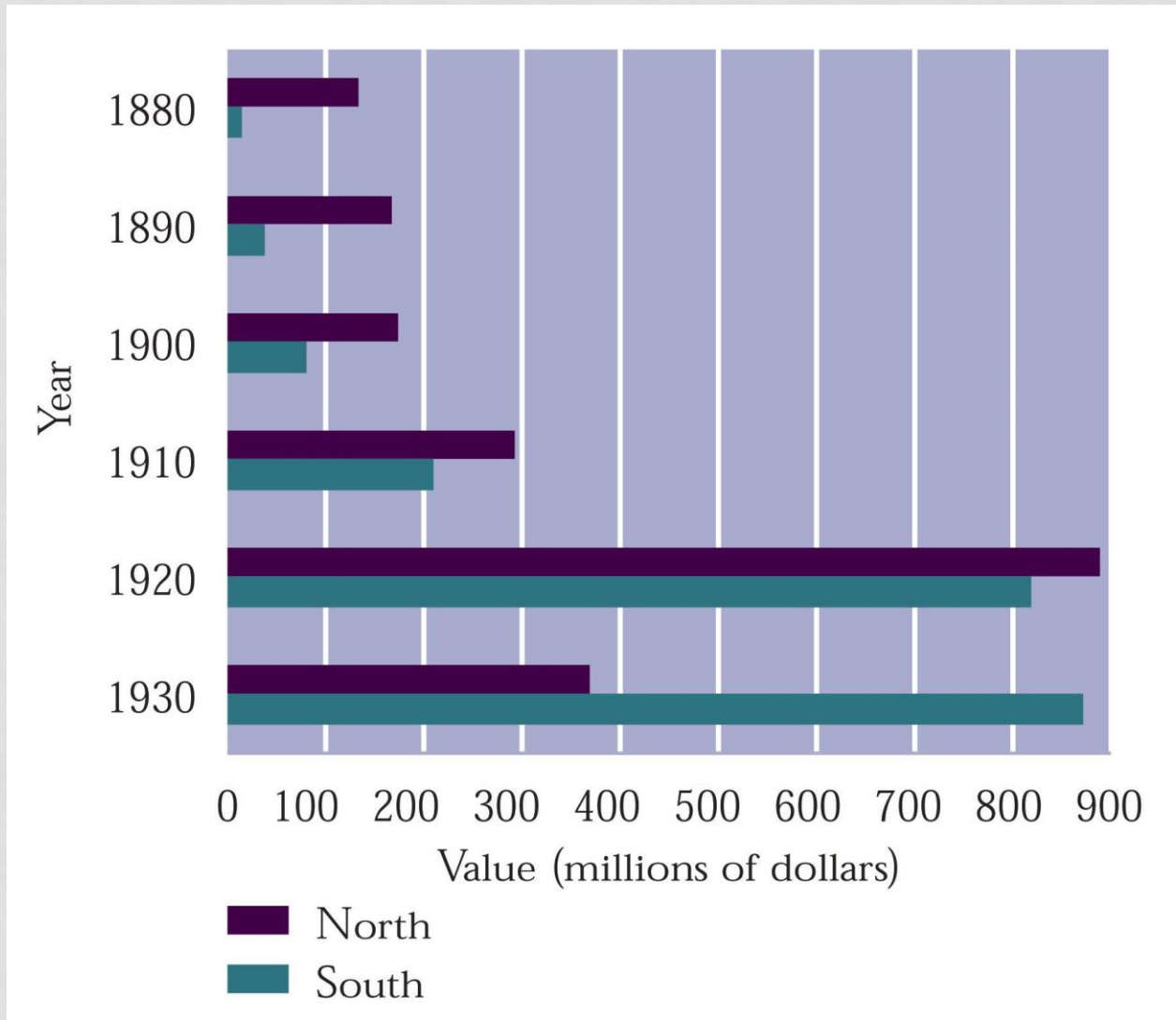
THE CHARLESTON

The Charleston

INDUSTRIAL WORKERS

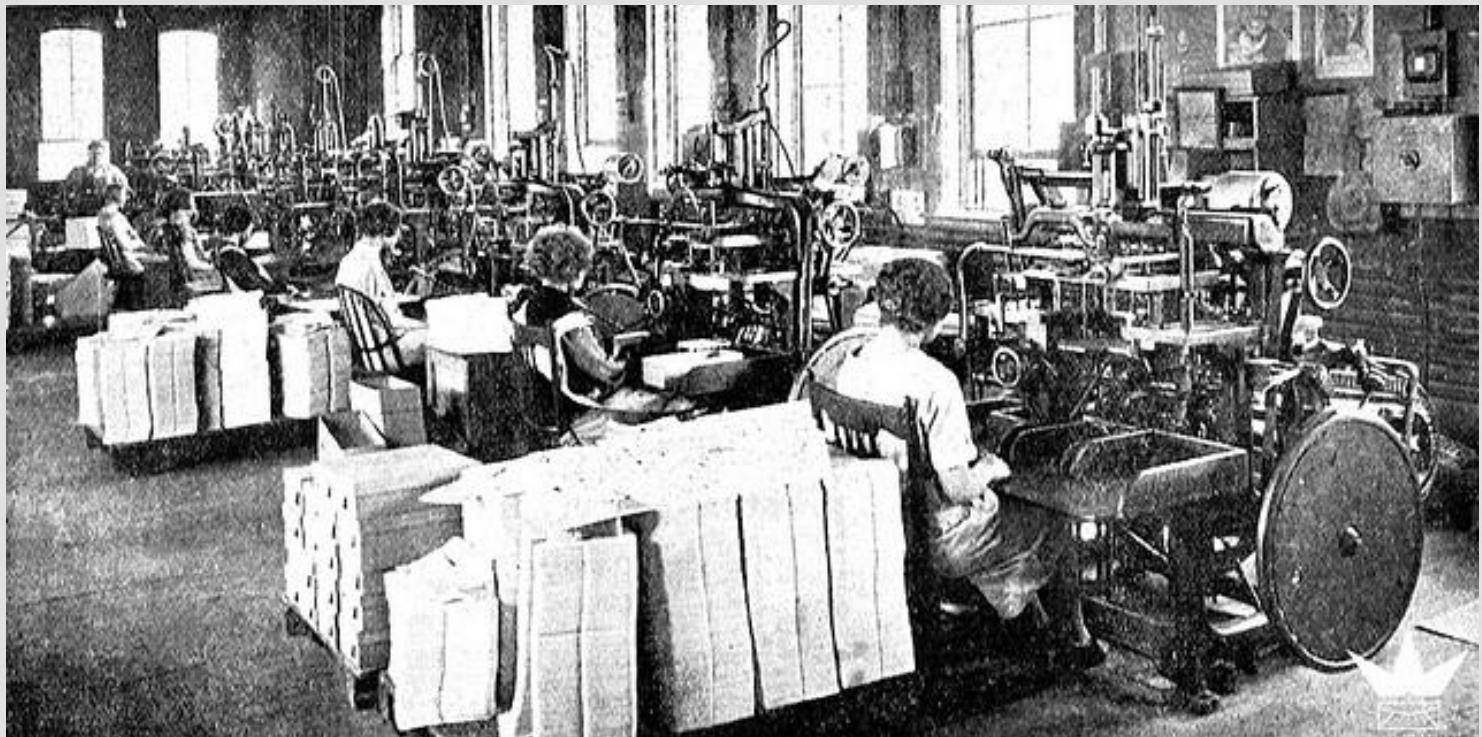
- Skilled workers
- Semi-skilled workers
- 40% in poverty
- Labor surplus
- Coal and textile workers
- Sidney Hillman
- Not a good era for unions
- Yellow-dog contracts





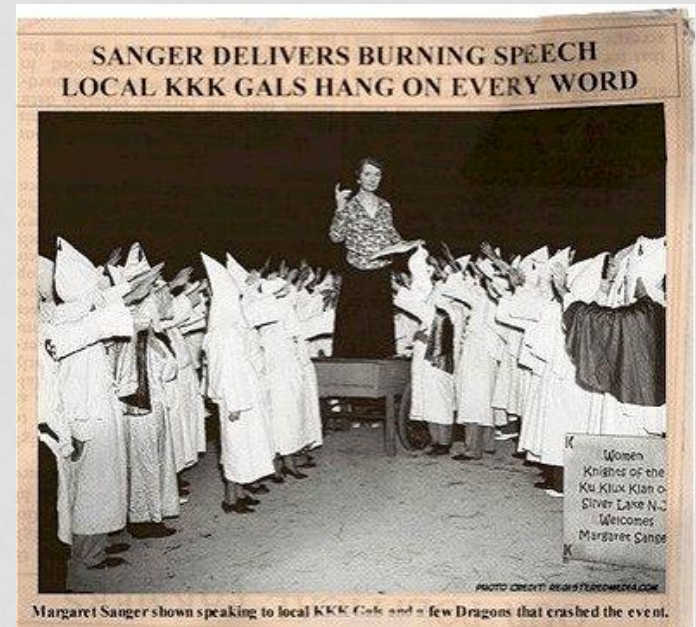
Value of Regional Cotton Textile Output, 1880-1930

WOMEN AT WORK



THE WOMEN'S MOVEMENT

- Adrift
- Shepard-Tower Act
- League of Women Voters
- Division
 - Equal Rights Amendment
 - Protective Labor Legislation
- Margaret Sanger
 - American Birth Control League

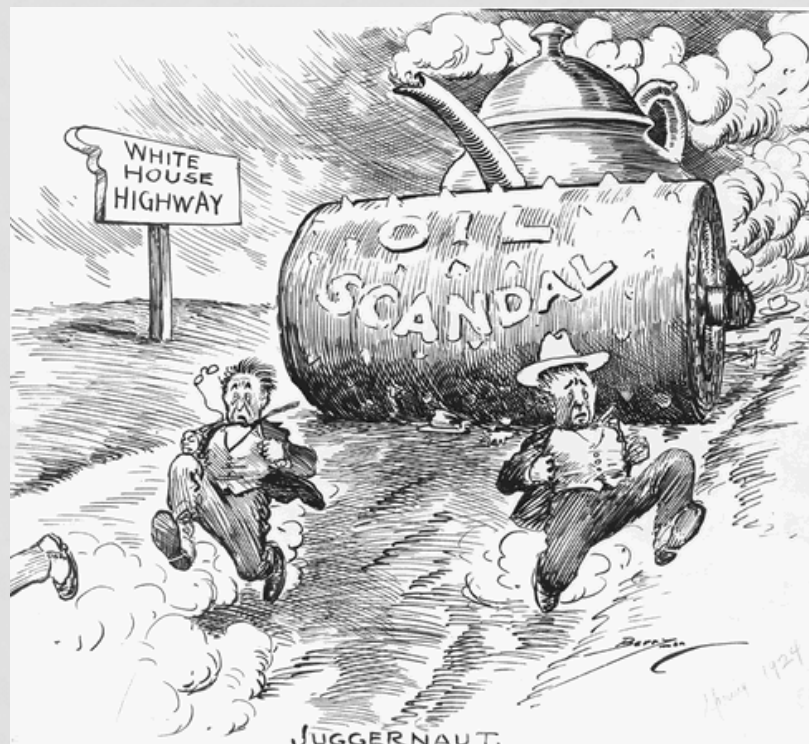


THE POLITICS OF BUSINESS



HARDING AND THE POLITICS OF PERSONAL GAIN

- Harry M. Daugherty
- The “Ohio Gang”
- Albert Fall
 - Teapot Dome
 - Elk Hills
 - Howard Sinclair
 - Edward Doheny
- Charles R. Forbes
 - Veteran’s Bureau
- Dies 1923



SILENT CAL' AND THE POLITICS OF LAISSEZ-FAIRE

- Untainted by Harding scandals
- Believed in minimalist government
- Reduce government's control over the economy
- Revenue Act of 1926
- Twice vetoed McNary-Haugen Bill



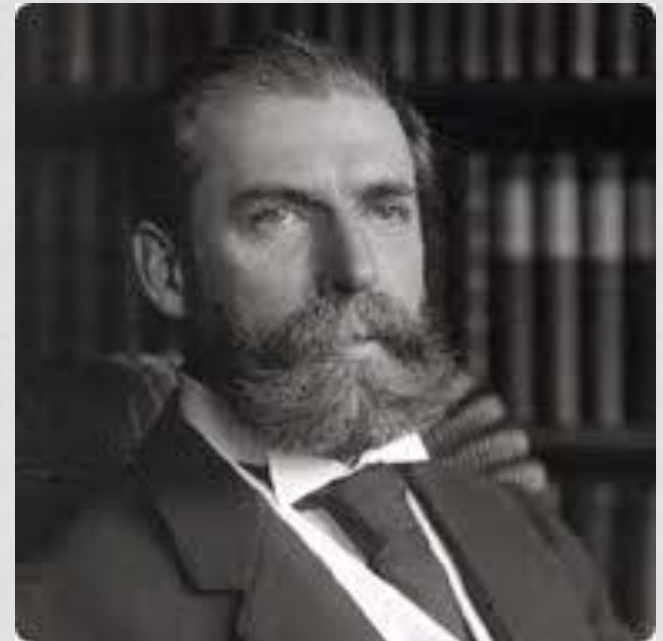
HOOVER AND THE POLITICS OF “ASSOCIATIONALISM”

- Directed Food Administration during WWI
- Commerce Secretary 1921-1929
- Economy built on trade associations
- Saw government as dynamic force



THE POLITICS OF BUSINESS ABROAD

- Washington Naval Conference, 1921-1922
- Five Power Treaty
- Charles Evans Hughes
- Dawes Plan, 1924
- Kellogg-Briand Pact 1928
- Hands-on approach in Latin America

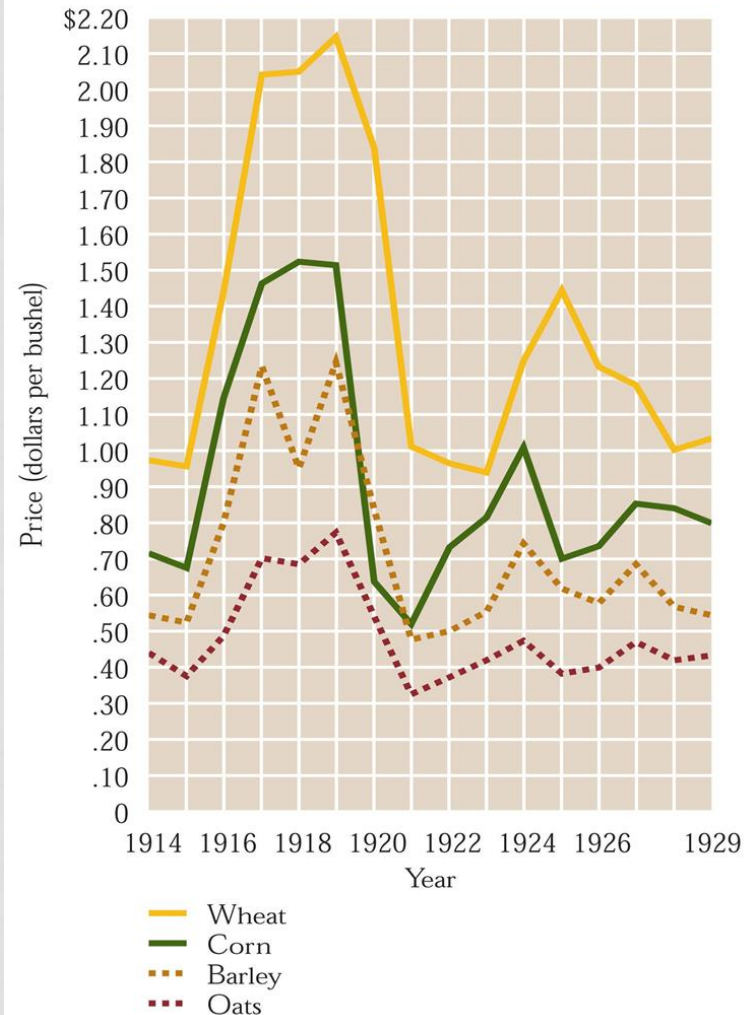


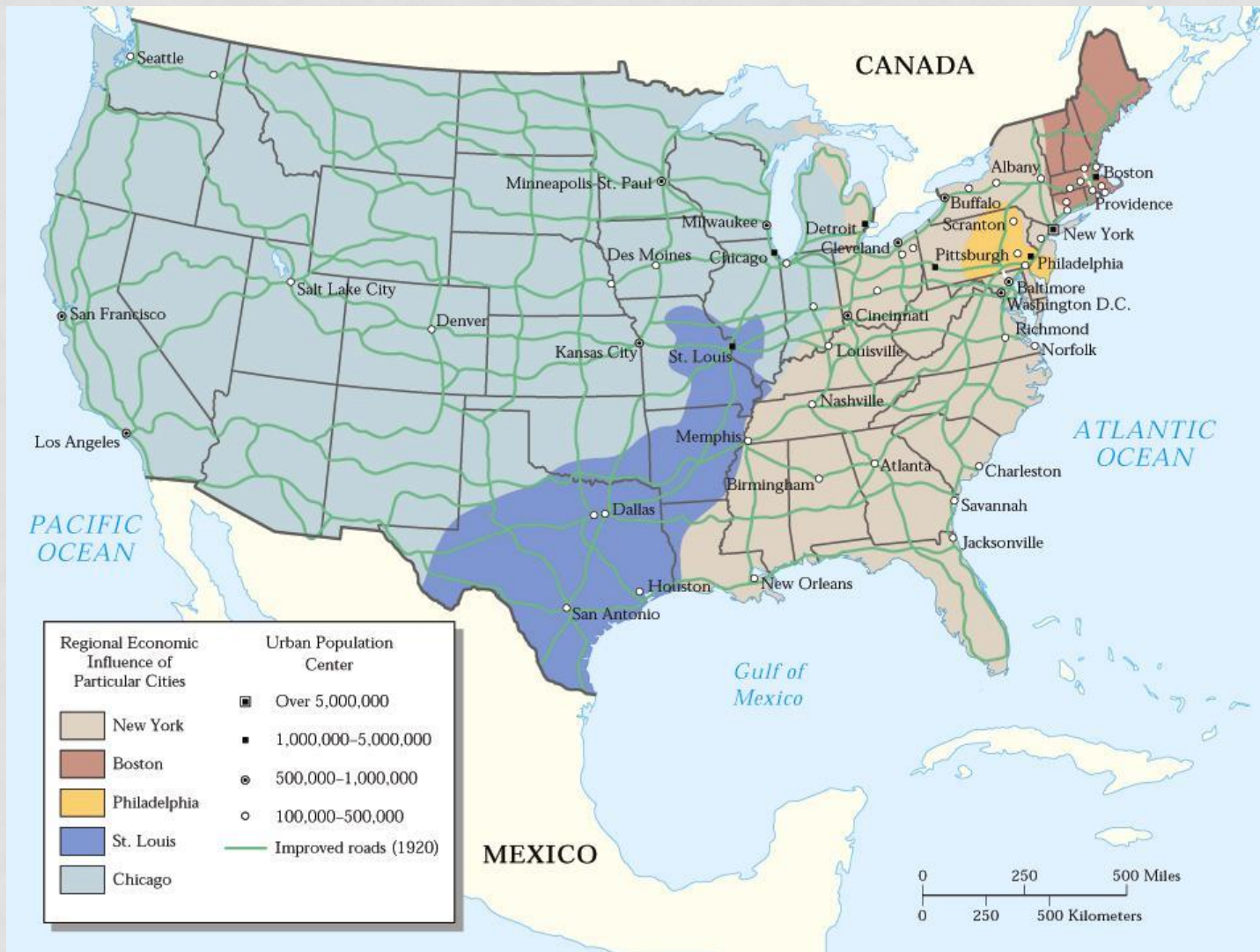
NOT EVERYONE WAS HAPPY...

- Farmers
- Small town Protestants
- Moral traditionalists
- Racists – the Klan
- Disillusioned Intellectuals

AGRICULTURAL DEPRESSION

- Slump after wartime boom
- The Tractor
- Farmers abandoning, selling or losing their farms
- McNary-Haugen Bill
- Cultural dislocation
- Urbanization





Urbanization, 1920

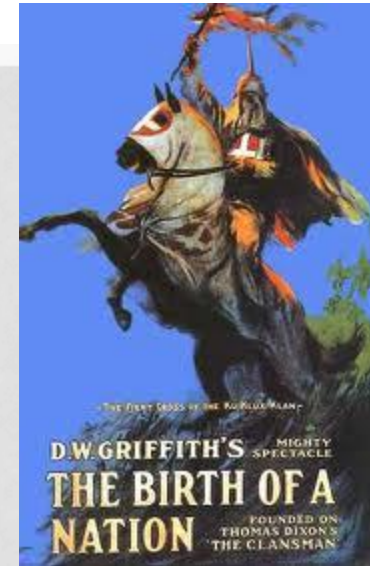
PROHIBITION

- Eighteenth Amendment
- Volstead Act, January 1920
- Encouraged law-breaking more than abstinence
- Speakeasies
- Al Capone
- Urban supporters rethink support
 - Confirms racist views of rural supporters

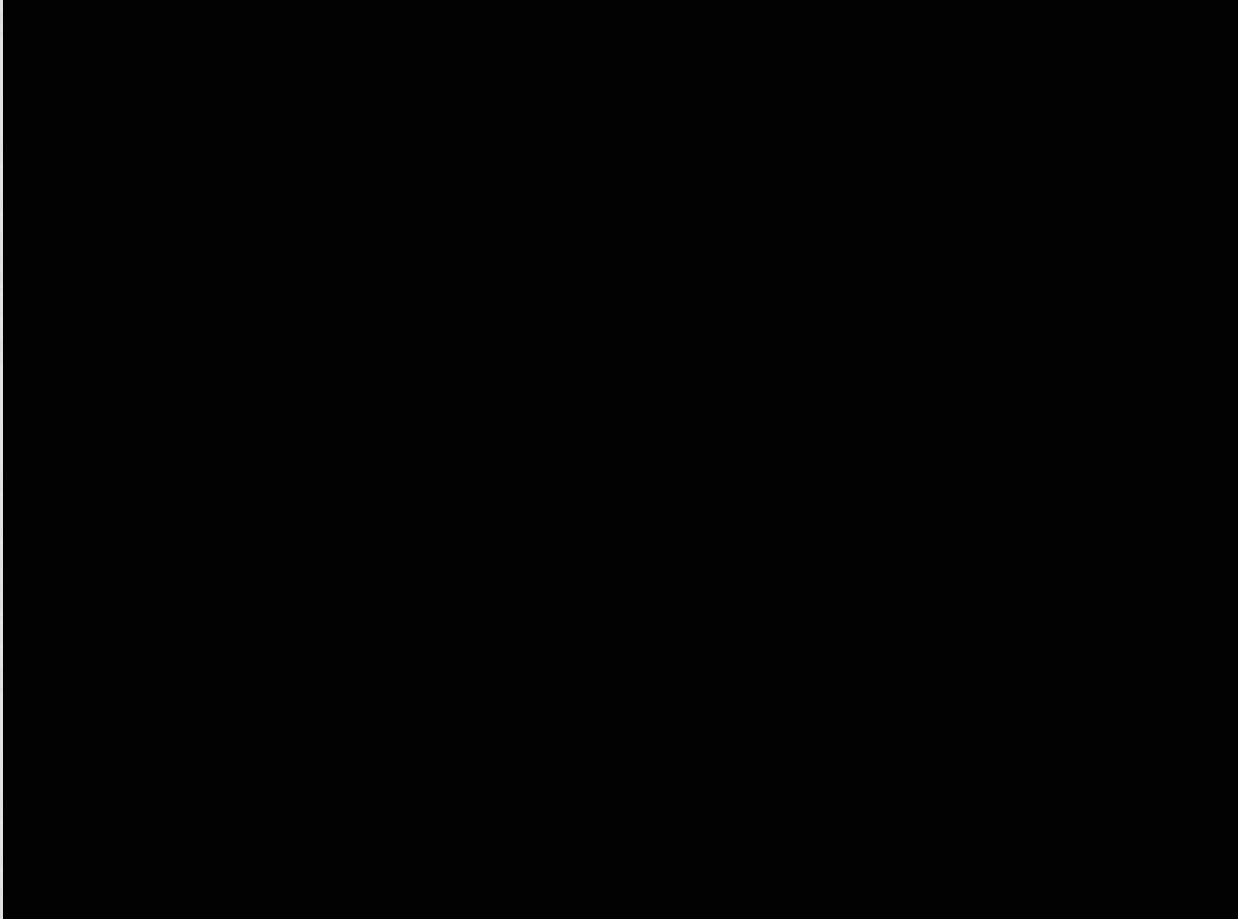


THE KLAN RETURNS

- William Simmons
- D.W. Griffiths *Birth of a Nation*
- Hatred extended to Jews, Catholics, and foreigners
- 1924: 4 million members
- No longer a Southern movement
- Women of the KKK
- Hate speech often sexually themed



BIRTH OF A NATION



IMMIGRATION RESTRICTED

- Resurgence of Nativism
- “Old immigrants vs. new immigrants”
- Johnson-Reed Act, 1924
- Border Patrol



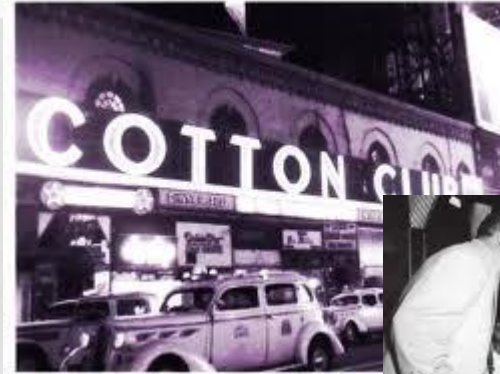
RELIGIOUS CLASHES

- **Fundamentalists**
 - anti-urban
- **Vs.**
- **Liberal protestants**
 - adapt to modernism
- **Scopes Trial**
 - ACLU
 - William Jennings Bryan vs. Clarence Darrow



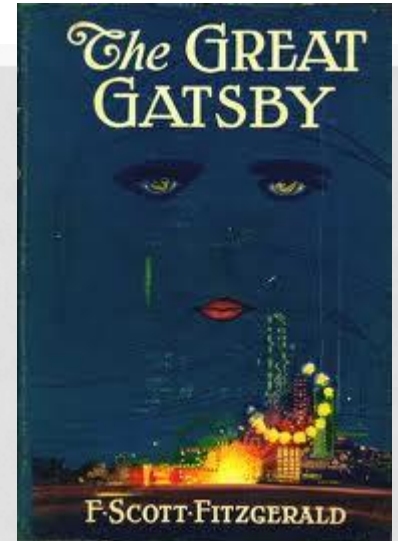
ETHNIC AND RACIAL COMMUNITIES

- African Americans
 - The Jazz Age
 - Harlem
- European Americans
 - “Americanization campaigns”
 - The Democratic Party
 - Split in 1928
 - Al Smith
- Mexican Americans



THE LOST GENERATION

- Alienated White artists
- Sinclair Lewis
 - *Main Street* (1920)
 - *Babbitt* (1922)
- T.S. Eliot-- *The Waste Land* (1922)
- F. Scott Fitzgerald-- *The Great Gatsby* (1925)
- Eugene O'Neill's plays
- Ernest Hemingway-- *A Farewell to Arms* (1929)
- William Faulkner--*The Sound and the Fury*



THE 1920S

- Consumerism and mass production
- Society seemed somewhat more egalitarian
 - However, many groups did not benefit from economic prosperity of the 1920s:
 - Working-class
 - Rural Americans
- Democratic party
 - Tensions between traditionalists and new populations
- Alienated intellectuals
- Republicans take credit for prosperity...

OCTOBER 21, 1929



OCTOBER 24, 1929

