

The Roaring Twenties

Social Studies 30-1

Chapter Issue:

To what extent do contemporary economic policies and practices reflect the principles of liberalism?

Question for Inquiry #1:

In what ways did economies in the first half of the 20th century reflect the principles of liberalism?

Question for Inquiry #2:

In what ways have economies reflected the principles of liberalism since the Second World War?

The Roaring Twenties

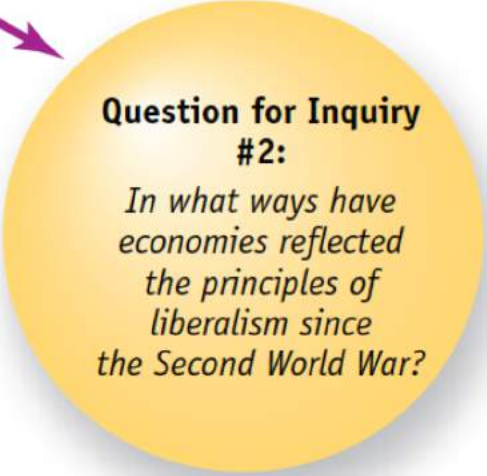
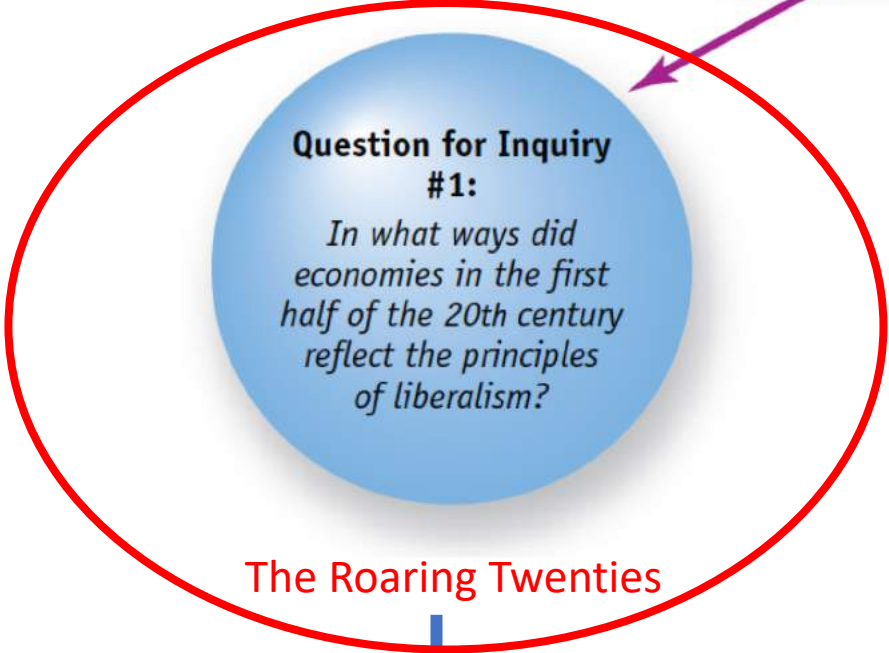


The Stock Market Crash



The Great Depression

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The Roaring Twenties

The Stock Market Crash

The Great Depression

Consider This...

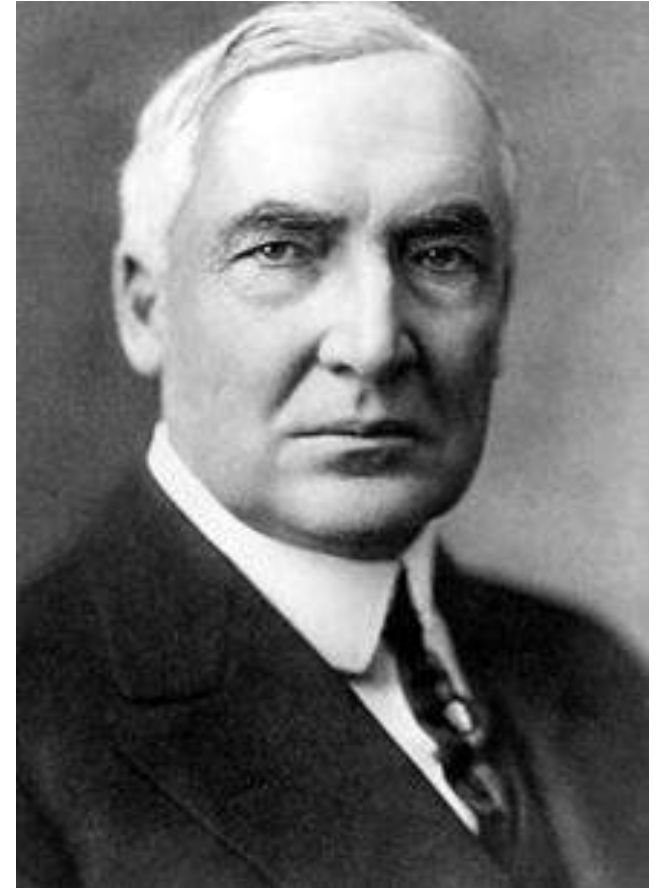
How do the developments of economic prosperity, mass production, mass marketing, and consumerism reflect the principles of liberalism?
How might this affect attitudes in society?

Post WW1

In the post-war atmosphere with the memories of the recent First World War still lingering, conservative Republican candidate Warren G. Harding became president of the United States in 1921.

Harding campaigned on a platform that promised a “return to normalcy.” The three central ideas of this platform were:

- isolationism—a retreat from involvement in other countries’ affairs, especially European countries
- nativism—the promotion of policies that favor the existing dominant culture in a country and reduce immigration
- a reduction of government involvement in the lives of citizens



Harding's Presidency

- ✓ With the Revenue Act of 1921, Harding reduced income taxes, and repealed the excess profits tax that had been applied to corporations during the First World War.
- ✓ The Harding administration also passed the Emergency Quota Act (1921), which reduced immigration by approximately 75 per cent. The number of immigrants admitted from any given country was limited to 3 per cent of the number of citizens of that country who were residing in the United States in 1910—thus, Harding's government attempted to preserve the existing ethnic composition of American society.
- ✓ He also tried to protect American business and agriculture from foreign competition with the Fordney- McCumber Tariff (1922).

Harding



Coolidge



When Harding died while still in office in 1923, his vice-president, Calvin Coolidge, assumed the presidency, and won the 1924 presidential election with a comfortable majority

Coolidge favoured similar policies to those of Harding and was a strong advocate of commercial enterprise.

Coolidge's Presidency

Coolidge's laissez-faire stance is reflected in the classical liberal economic policies of his administration.

- ✓ Personal income taxes were further reduced with the Revenue Act of 1924 and reduced again with the Revenue Act of 1928.
- ✓ In addition, Coolidge twice vetoed legislation passed by Congress that would have allowed the government to subsidize American farmers by buying surplus crops and selling them at lower prices in foreign markets.

How are tax reduction and reduced agricultural subsidies a reflection of classical liberal economic principles?

During Coolidge's term, the American government also continued the nativism and isolationism of the Harding administration.

- ✓ The Immigration Act (1924) further reduced immigration by limiting the number of citizens admissible from any country to 2 per cent of the number of citizens of that country who were residing in the United States in 1890.
- ✓ The Act also banned immigration from Asia entirely.

Economic/Social Prosperity and Consumerism

After the First World War, North America experienced a brief recession as the booming war-time economy came to an end. This recession ended quickly as factories switched to the production of consumer goods, and the economy continued to grow until 1929.

As the North American free-market economy expanded and rapidly modernized, major social changes occurred.

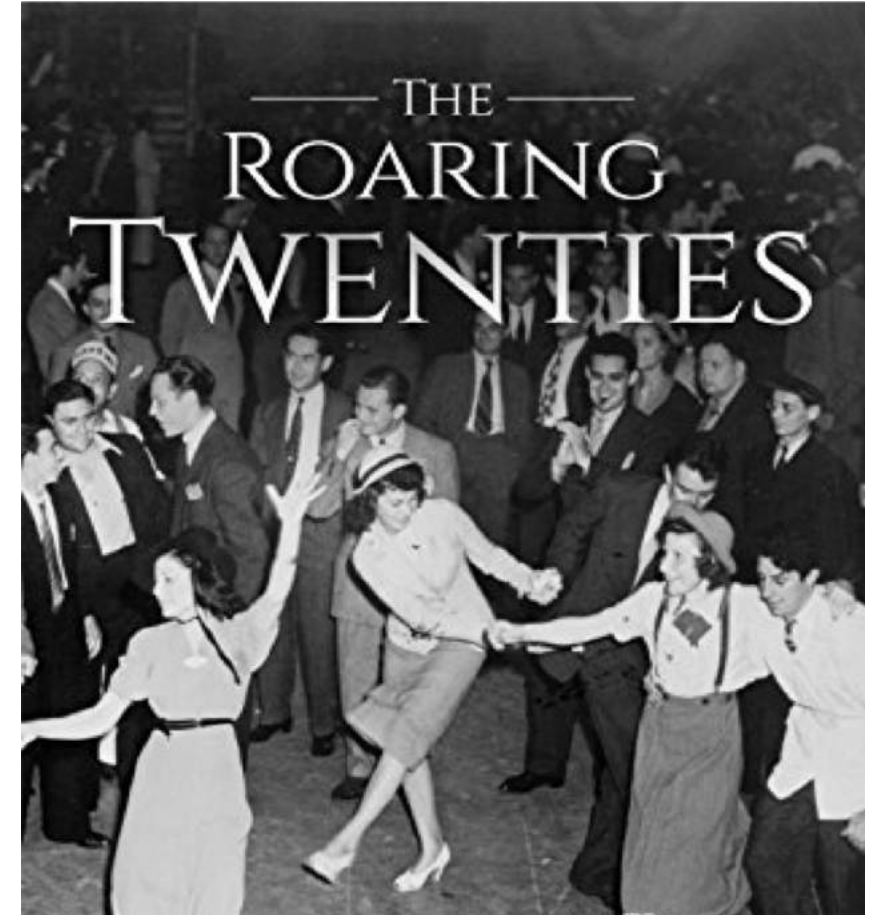
This period would become known as the **Roaring Twenties!**



Welcome to a New Era!

The Roaring Twenties were a period in history of dramatic social and political change.

- For the first time, more Americans lived in cities than on farms. The nation's total wealth more than doubled between 1920 and 1929, and this economic growth swept many Americans into an affluent but unfamiliar "consumer society."
- People from coast to coast bought the same goods (thanks to nationwide advertising and the spread of chain stores), listened to the same music, did the same dances and even used the same slang!
- Many Americans were uncomfortable with this new, urban, sometimes racy "mass culture"



The Birth of Mass Culture

- Flapper Girls
- Music/ Dancing – The Jazz Age
- Cars – The Model T
- The Radio
- Appliances
- Movies

Flappers

Flapper = young woman with bobbed hair and short skirts who drank, smoked and said what might be termed “unladylike” things, in addition to being more sexually “free” than previous generations.

In reality, most young women in the 1920s did none of these things (though many did adopt a fashionable flapper wardrobe), but even those women who were not flappers gained some unprecedented freedoms...

- **Voting!** The 19th Amendment to the Constitution had guaranteed that right in 1920.
- **Money!** Millions of women worked in white-collar jobs and could afford to participate in the burgeoning consumer economy.
- **Sex!** The increased availability of birth-control devices made it possible for women to have fewer children.
- **Free Time!** New machines and technologies like the washing machine and the vacuum cleaner eliminated some of the drudgery of household work.



Mememes!



<https://www.youtube.com/watch?v=QegIgnarTH4>

The Jazz Age

With this new found attitude, freedom, and wealth, what many young people wanted to do was live their best lives... i.e., party! This mean dancing!

- The Charleston
- The Cake Walk
- The Black Bottom
- The Flea Hop

Jazz bands played at dance halls in major cities. Radio stations and phonograph records carried their tunes to listeners across the nation. Some older people objected to jazz music's "vulgarity" and "depravity" (and the "moral disasters" it supposedly inspired), but many in the younger generation loved the freedom they felt on the dance floor.

<https://www.youtube.com/watch?v=8y4zvdox4rM>



The Model T

The Model T, sold by the Ford Motor Company from 1908 to 1927, was the earliest effort to make a car that most people could actually buy. Although cars did exist before then, many ordinary people couldn't afford them.

The Model T was actually affordable and it became so popular at one point that a majority of Americans owned one, directly helping rural Americans become more connected with the rest of the country and leading to the numbered highway system. The manufacturing needs of the Model T went hand in hand with Ford's revolutionary modernization of the manufacturing process.



Sweet ride! Where should we hit up? The Jazz Club?

The Radio

The radio introduced a whole new practice of entertainment and communication to people's everyday lives. It changed the face of society's culture through its widespread use. Radios provided people with a new, effective and efficient means of communication, including listening to news broadcasts.



Appliances

House hold appliances or commonly known as "electric servants" during the 1920s made everyday task easier and faster to accomplish.

This meant there was more time to work and entertainment!



The Electric Servant for June 23, 1927

Electric Refrigeration

GENERAL ELECTRIC
ORGANIZATION OF THE WORLD



SAVE
CONSIDERABLE
To obtain your
Future Electric
Kitchen, include the
appliance with the
General Electric
refrigerator.
Keep the home
attractive, clean
and cool. Learn
how the General
Electric Refrigerator
will make your
kitchen.

PLEASANT
To obtain your
Future Electric
Kitchen, include the
appliance with the
General Electric
refrigerator.
Keep the home
attractive, clean
and cool. Learn
how the General
Electric Refrigerator
will make your
kitchen.

KEEP
Your food fresh
and cool. The
General Electric
refrigerator will
keep your food
fresh and cool
all the time.

GE Refrigerator

Manufactured by
General Electric

Electric Refrigeration Department
of General Electric Company
Schenectady, New York, U.S.A.

Price for Model No. 4-8
\$100.00

GENERAL ELECTRIC

New Appliances of the 1920's

- Vacuum cleaners, refrigerators, and washing machines were becoming popular in many American homes.
- Throughout the 1920's, the electric iron, the electric toaster and the waffle iron also began to be sold.
- 2/3 of all American homes had electricity by 1924.



The Electric Washing Machine
Monday was the traditional "wash day" for many Americans, and the washing machine freed up part of that day for other activities. Before the washing machine, people were washing things by hand.



The Electric Refrigerator
Before refrigerators, people used ice boxes. Ice in the ice boxes was replaced about everyday by an "ice man". Ice boxes were less efficient than refrigerators.



The Electric Iron
Before the electric iron, women would use a series of 2-3 irons, rotating them from the ironing board to the stove, while keeping them clean of ashes.



The Electric Toaster

1926 Hoover Cleaner
\$38.95



If you want a really clean home, you ought to know all about this greater Hoover!

The HOOVER
It BRATS... it SMOOKS... it CHOKES!

The Electric Vacuum

With the electric vacuum becoming popular, brooms are becoming less popular. Vacuums are more efficient and easier to use than a broom. Vacuums were being innovated, so vacuums with disposable bags were developed.

The downside?

Even though new things are being invented, everything doesn't just get better. New jobs are being created to build the new "stuff" in factories, but once everything is made, sales go down. Most families have all the new "stuff", and everything is built to last, so there is no need to buy more.

What's next?

After the 1920's, new inventions are made, and old inventions are innovated. Things just keep getting better and easier for the people.

Sources

https://www.classzone.com/net_explorations/U7/U7_article3.htm
<http://1920newtechnologyhanyoung.weebly.com/appliances.html>



The Waffle Iron

Any Gift will please her, but— She'll Hug You for This Time Saver

52 Hours Less Work a Year—
a Smaller Light Bill—and Smooth,
Glossy Ironing Without
Hard Pressure

Sunbeam

The 30-Year Iron that Defied
2 Engineers of Armour
Institute to Burn it Out

HERE is your chance to inform yourself quickly, so no one can misguide you about electric irons, even with good intentions.

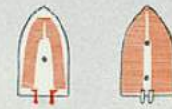
Recently two independent engineers of Armour Institute of Technology definitely established that the Sunbeam iron will not burn out in 30 years' average home use.

Two ordinary heating units, tested on steady current at the same time, burned out in less than three months. But the Sunbeam kept on day and night for about a year and a half, and was still in good condition when the engineers turned off the electricity!

This iron was on current 11,167 hours—as many hours as a woman would use it in a lifetime. Every engineering test—every woman's experience with the Sunbeam—has put this 30-year iron far-



Red, Green and Silver is the beautiful Christmas paper in which we have wrapped the Sunbeam for Gift-time



Ordinary Heating Unit too far from the edges to KEEP them HOT when they come in contact with damp cloth



Sunbeam All-Over Heating Unit comes to the very edges and KEEPS them HOT, so ironing never melts damp cloth

ther and farther ahead of any other in existence. So if anyone tries to persuade you that some other iron is as good, remember that learned engineers know better.

What if this 30-year Sunbeam does cost a dollar or so more?

That's soon wiped out by the saving on your light bill, not to mention what cheap irons cost in repairs. For a woman can easily do the family ironing in an hour less time. Many save double that. To give her 52 hours off a year is itself worth all the Sunbeam costs.

Besides, if you're the one who pays the light bill, she won't deny you the satisfaction of saving 52 hours of current a year by giving her this super-iron for Christmas.

Most dealers have it, and many sell it on convenient terms. Write us if you do not find it nearby.



Art-Steel Fire-Proof Case

A \$2.50 value at only \$1.00 only in combination with the Heavy Duty Sunbeam or Little Sunbeam. Put away your Hot iron the moment you're through ironing—no wait—no danger.

© 1926, CFS Co.

Sunbeam \$7.50
THE GUARANTEED ELECTRIC IRON

IN ART-STEEL FIRE-PROOF CASE \$1 MORE

CHICAGO FLEXIBLE SHAFT COMPANY

36 Years Making Quality Products

5542 W. Roosevelt Rd., CHICAGO, ILLINOIS

Little Sunbeam \$5
A petite iron for Home or Travel in Art-Steel Fire-Safe Case at \$1 more



Little 3 lb. Sunbeam at \$5, size of the big \$7.50 Sunbeam. Illustration above shows relative size of regular Sunbeam in background and Little Sunbeam in the foreground.

Toasts Sandwiches Flat
Thus Filling can't Fall Out



Sunbeam Turn-over Toaster

To Toast Bread Crisp and Tender, Toast it Flat!

The new Sunbeam Turn-over Toaster toasts bread horizontally, so the slices get all the heat—which toasts them quickly and leaves them crisp, hot and tender, instead of hard and dry. Turn-over feature avoids touching toast or burning fingers. \$8.00 complete.



Cook 49 Dishes and Make Toast, too, on this

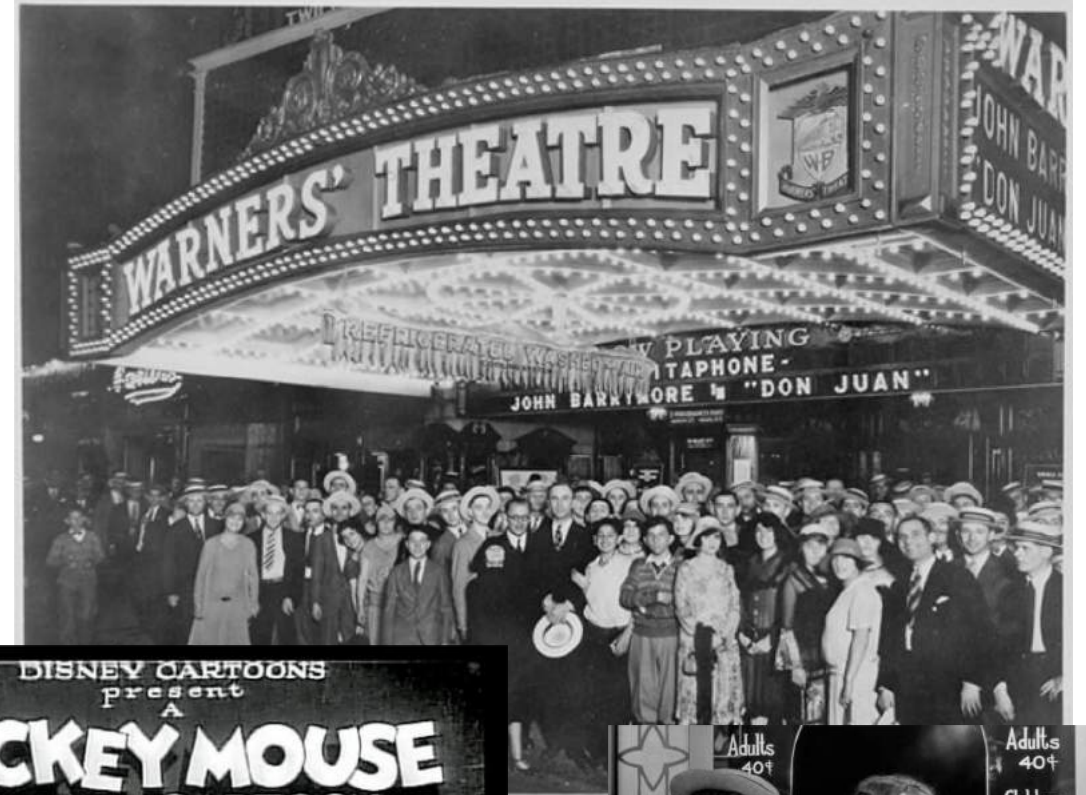
Sunbeam Table Grill and Toaster

Turn-over Toaster above—Open Pan below the Grill. \$10.50 complete.

349 Carlaw Ave., TORONTO, CANADA

Movies

For many middle-class Americans, the 1920s was a decade of unprecedented prosperity. Rising earnings generated more disposable income for the consumption of entertainment and leisure. This new wealth coincided with and fueled technological innovations, resulting in the booming popularity of entertainments like movies, sports, and radio programs. Radio and cinema contributed to the development of a national media culture in the United States.



Movies

As the popularity of “moving pictures” grew in the early part of the decade, movie "palaces" capable of seating thousands sprang up in major cities. A ticket for a double feature and a live show cost 25 cents. For a quarter, Americans could escape from their problems and lose themselves in another era or world. People of all ages attended the movies with far more regularity than today, often going more than once per week. By the end of the decade, weekly movie attendance swelled to 90 million people!

The silent movies of the early 1920s gave rise to the first generation of movie stars. No star captured the attention of the American viewing public more than **Charlie Chaplin**. Sad-eyed with a mustache, baggy pants, and a cane, Chaplin was the top box office attraction of his time.



Not everything was fun and games...

Prohibition

<http://prohibition.themobmuseum.org/>



Prohibition Vocabulary

Prohibition = the legal prevention of the manufacture, sale, and transportation of alcoholic beverages in the USA from 1920 to 1933 under the terms of the 18th Amendment

Bootlegging = the illegal production and sale of liquor

Speakeasy = illegal, secretive drinking establishments

Prohibition

Prohibition was introduced in the United States in 1920 when the 18th Amendment was passed, imposing a constitutional ban on the sale, production, importation and transportation of alcoholic beverages.

Consumption itself was not banned.

The reason for its introduction was varied. At the time the country's troops were fighting in World War One and many felt it wasn't appropriate to drink alcohol because of this. Others cited religious obligations claiming drinking alcohol went against God's will. Practically, a ban on alcohol was considered useful in that it would boost supplies of important grains such as barley during wartime. However the biggest driving force was a changing shift in perceptions toward alcohol, with many calling for Prohibition arguing that drinking alcohol was damaging American society.

Prohibition

Despite Prohibition people continued to drink and gangsters made huge sums of money through the illegal trafficking of alcohol and sale of bootleg booze. In the cities, like New York and Chicago, clandestine drinking dens thrived, also known as speakeasy's, giving rise to an underworld of alcohol consumption that has to this day characterised the period. These bars claimed to sell soft drinks but actually served alcohol under the table.

New York City Deputy Police Commissioner John A. Leach (right) watching agents pour liquor into a sewer following a raid



Prohibition

As a result, the Prohibition era also is remembered as a period of gangsterism, characterized by competition and violent turf battles between criminal gangs. Organized crime capitalized upon these restrictions through bootlegging and speakeasys. Entire illegal economies (bootlegging, speakeasies, and distilling operations) flourished.

Al Capone, Mob boss in Chicago, is the most infamous gangster and bootlegger of the Prohibition era. Capone's criminal operation at its height in the late 1920s reached an estimated \$100 million in revenue (nearly \$1.4 billion in 2016) from liquor distribution, speakeasies, beer brewing, gambling, prostitution and other rackets.



Consider This...

In what ways did economies in the first half of the 20th century reflect the principles of liberalism? How did the developments of economic prosperity, mass production, mass marketing, and consumerism reflect the principles of liberalism during the 1920s? How did this affect attitudes in society?