Chapter 22 Study Guide

The New Era

I. The New Economy

Technology and Economic Growth:

* Automobile industry now became one of the most important industries in the nation; stimulated growth in many related industries
* Radio communication could occur through only morse code; theory of modulation by Fessenden made it possible to transmit speech and music
* Powered by vacuum tubes that were much more reliable than earlier models; 1925: there were 2 million sets in American homes and almost every family had one by at end of 1920s
* Telephones grew to 25 million in the US
* Bush had created an instrument capable of performing a variety of complicated tasks- the first analog computer, which became the starting point for dramatic progress over the next several decades
* Aiken created a much more complex computer with memory
* Mendel and Morgan were the first to do genetic research

Economic organization:

* Large sectors of American business were accelerating their drive toward national organization and consolidation
* General motors led by Durant expanded the company but never replaced the informal, personal mgmt; Sloan created a new admin. System where it made it easier to control its many subsidiaries
* Cooperation instead of consolidation: trade associations encouraged coordination in production and marketing techniques;

Labor in the New Era:

* Welfare capitalism: ex. Ford shortened the work week, raised wages, and instituted paid vacations; US Steel improved working conditions
* Workers could voice out grievances through company unions that emerged in many industries
* Workers received wages at a rate far below increases in production and profits
* Unemployment was lower in the 1920s than it had been in the past and much lower than it would be in 1930s
* Rapid growth of industrial technology made many jobs obsolete
* American Federation of Labor remained wedded to the concept of the craft union, in which workers were organized on the basis of partic. Skills;

Women and Minorities in the Workforce:

* Pink collar jobs help many women that were low-paying service occupations with many of the same problems as manufacturing employment
* AFL did not want AA’s and women
* Brotherhood of Sleeping Car Porters led by Randolph was a notable AA representing all black workforce; increased wages, shorter hours, and other benefits
* Japanese took menial jobs away from Chinese bc of exclusion act and managed to escape the ranks of the unskilled by forming their own small businesses
* Anti-Filipino riots in Cali beginning in 1929 helped produce legislation in 1934 virtually eliminating immigration from the Philippines
* Mexican immigrants formed a major part of the unskilled workforce throughout the Southwest and California; faced hostility and discrimination from the Anglo population but few efforts to exclude them

The American Plan:

* Corporate leaders worked hard to spread the doctrine that unionism was somehow subversive, that a crucial element of democ. Capitalism was the protection of the open shop (shop in which no worker could join a union)
* Received endorsement of the National Association of Manufacturers and began a campaign for union busting across the country
* S.C. upheld a lower court ruling that declared picketing illegal and supported the rights of courts to issue injunctions against strikers

-Courts refused protection to members of the United Mine Workers Union when mine owners launched a violent campaign in west. Philly to drive the union from the coalfields

Agricultural Technology and the Plight of the Farmer:

* Open 35 million new acres of cultivation b/c of mechanized farming to increase production; produce more crops with fewer workers
* Decline in food prices and drop in farmer’s income; many lost ownership of land and had to rent instead from banks or landlords
* Parity was formula for setting an adequate price for farm goods and ensuring that farmers would earn back at least their production costs no matter how the national or world agric. Market might fluctuate

-Urged high tariffs against foreign goods and gov’t committed to buy surplus domestic crops at parity and sell them abroad at whatever the market would bring

* McNary-Haugen Bill: Congress approved the bill requiring parity for grain, cotton, tobacco, and rice, but Coolidge vetoed it both times in 1924 and 1928

II. The New Culture:

Consumerism:

* Bought items not just for necessity but also for pleasure
* Automobiles flourished because now they could travel long distances and could either escape rural or congested urban life
* Emergence of a well developed and independent youth culture with cars

Advertising:

* Ayer and Thompson before WWI; sought to identify products with a lifestyle and persuaded potential consumers that purchasing a commodity could be an enriching experience
* *Man Nobody Knows* by Bruce Barton: portrayed Jesus as not only a relig. Prophet but also a super salesman who picked up 12 men from the bottom ranks of business and forged them into an org that conquered the world
* Newspapers were being absorbed into national chains and wire services were making it possible even for indep. Newspapers to carry nationally syndicated material
* Magazines: The Saturday Evening Post appealed to rural families while the Reader’s Digest appealed to modern and urban life; Time by Hadden and Luce condensed long news stories so people will read it

Movies and Broadcasting:

* First commercial radio station: KDKA and the National Broadcasting Company was formed to cover every area of the country
* Feared gov’t regulation and monitored program content carefully and excluded controversial or provocative material
* Hays controlled films and imposed conformity

Modernist Religion:

* Abandon some of the trad. Tenants of Christianity and accept a faith that would help indiv. To live more fulfilling lives
* Harry Emerson Fosdick argued that Chris. Was not unexamined faith but a fully developed personality (advocated liberal protest.)

Professional Women:

* Most professional women remained confined to feminine fields such as fashion, education, social work, and nursing
* 25% of married women who worked outside the home were working class; most middle class married women did not work outside the home

Changing Ideas of Motherhood:

* Mothers should rely on advice and assistance of experts and professionals, doctors, nurses, and trained edu. In nursery schools and kindergartens
* Companionate marriages: middle class wife shared increasingly in her husband’s social life and devoted more to cosmetics and clothing
* Pioneer of birth control movement: Margaret Sanger believed that large families were among the major causes of poverty and distress

Flapper: Image and Reality:

* No longer necessary to maintain Victorian “respectability”
* Modern woman whose liberated lifestyle found expression in dress, hairstyle, speech, and behavior; clinged to men

Pressing for Women’s Rights:

* National Woman’s Party under Alice Paul pressed on its campaign to make the Equal Rights Amendment a part of the Const.
* Women organized the League of Women’s Voters and the women’s auxiliaries of both the Dem. And Repub. Parties
* Won triumph in 1921 when helped secure a passage in Congress of a measure in keeping with the trad. Feminist goal of securing protective legislation for women: The Sheppard Towner Act that provided funds to states to est. prenatal and child health care programs

-Alice Paul rejected it b/c it est. all women were mothers

* Sanger objected that the new programs would discourage birth control
* American Medical Ass. Warned that it would introduce untrained outsiders into the health care field; 1929: Congress terminated

Education and Youth:

* High school attendance doubled and enrollment in universities threefold
* Extended period of training and preparation was necessary before a young person was ready to move into workplace

The Disenchanted:

* Newly prosperous and consumer driven era they encountered seemed meaningless and vulgar to many artists and intellectuals in particular

-Isolated themselves in search for personal fulfillment

-Gertrude Stein referred to the young Americans as a lost generation

* One result of alienation was a series of savage critiques of modern society by a wide range of writers; known as the debunkers

-H.L. Mencken ridiculed middle class Americans; Sinclair Lewis lashed out at modern society; Fitzgerald ridiculed American obsession with material success

The Harlem Renaissance:

* Popular culture in AA Harlem with Duke Ellington, Jelly Roll Morton, Henderson
* Hughes captured spirit of the movement in I am negro
* Alain Locke, Hughes, Johnson, Cullen, McKay found readerships well beyond the black community

III. A Conflict of Cultures:

Prohibition:

* Produced violation; Al Capone built a criminal empire based largely on illegal alcohol; produced gangsters and gang wars of violence
* Wets (opponents of prohibition) challenged the drys when they won repeal of 18th amendment

Nativism and the Klan:

* Congress passed an emergency immigration act that est. a quota system by which annual immigration from any country not exceed 3% of the number of persons of that nationality who had been in the US in 1910; cut from 800,000 to 300,000
* National Origins Act of 1924: strengthened the exclusionist provision of the 1921 law and banned immigration from east Asia entirely; reduced quota for Europeans from 3 to 2%
* Helped instigate the rebirth of the KKK; met on Stone Mountain and became more concerned with Catholics, Jews, and foreigners
* Strong in industrial cities instead or rural cities; violent opponent of alien groups and defender of trad. Morality
* Klansmen persecuted not only immigrants and AA’s, but also white Protestants they considered guilty of irreligion, sexual promis., or drunkenness
* Stephenson head of Indiana clan raped young secretary and watched her die; declined quickly when internal power struggles and scandals discredited some of its most important leaders

Religious Fundamentalism:

* Outraged at the abandonment of the traditional beliefs in the face of scientific discoveries
* Opposed Darwin who challenged the biblical story of the creation; human beings did not evolve from lower orders of animals, had been created from God
* Tenn. Law made it illegal for any public school teacher to teach any theory that denies the story of the divine creation of man as taught in the Bible
* American Civil Liberties Union offered free counsel to any Tenn. Educator willing to defy the law and become the defendant in a test case
* Scopes agreed to be arrested and was defended by Clarence Darrow; on the other side was Jennings Bryan

-Judge refused to permit expert testimony from evolution scholars

-Darrow scored a victory for the modernists calling Bryan himself to the stand to testify as an expert on the bible “not all relig. Dogma was subject to only one interpretation”

-Isolated fundamentalists and put an end to their political activism

The Democrats’ Ordeal:

* Democratic convention settled on the bland lawyer Davis and was defeated by Coolidge in 1924
* Al Smith was the nominee for the democratic party in 1928 and his opponent, the victor, was more than any other contemp. Politician seemed to personify the modern, prosp. Middle class society of the new era: Herbert Hoover

IV. Republican Government: Hoover as President in 1928

* 1920: Harding was republican; 1924: Coolidge was repub.; 1928: Hoover

Harding and Coolidge:

* Harding lacked the strength to abandon the party hacks who helped create his polit. Success; Daugherty, Fall, and others were engaged in fraud and corruption
* Teapot Dome: Harding transferred control of those reserves from the Navy Dept. to the Interior Dept. (b/c of Fall sec. of interior)

-Fall then secretly leased them to 2 wealthy businessmen and received in return half a million dollars in loans to ease his private financial troubles; Daugherty barely avoided a similar fate for his part in another scandal

* Coolidge was even less active as president than Harding, partly as a result of his conviction that gov’t should interfere as little as possible in the life of the nation

Government and Business:

* Fed gov’t was working to adapt public policy to the goal of the time to help business and industry operate with maximum efficiency
* Sec. of treasury Andrew Mellon devoted himself to work for substantial reductions in taxes on corp. profits, personal incomes, and inheritances; Congress cut them all by more than a half
* Administration worked with Coolidge and managed to retire half the nation’s WWI debt
* Commerce Sec. Hoover encouraged voluntary cooperation in the private sector as the best avenue to stability
* Champion of business associationalism: concept that envisioned the creation of national org. of businessmen in partic. Industries

-Private entrep. Could stabilize their industries and promote efficiency in production and marketing

* After his election in 1928, nation plunged into economic crisis (Great Depression)