

Module 4: The vacillating Giant

Talk	Title	Time Period	Date of Talk
23	USA and the 20 th Century	1898-1900	September 2nd
24	The Progressive era	1900-1916	September 16th
25	USA and world War One	1914-1918	October 21st
26	The retreat to “normalcy”	1918-1920	November 4th
27	The Roaring Twenties	1921-1929	November 18th
28	Great Depression and New Deal	1929-1941	December 2nd
29	USA and the 1930’s world	1932-1941	December 16th



American History

Talk 27: Roaring Twenties (1921-1929)





The Roaring Twenties

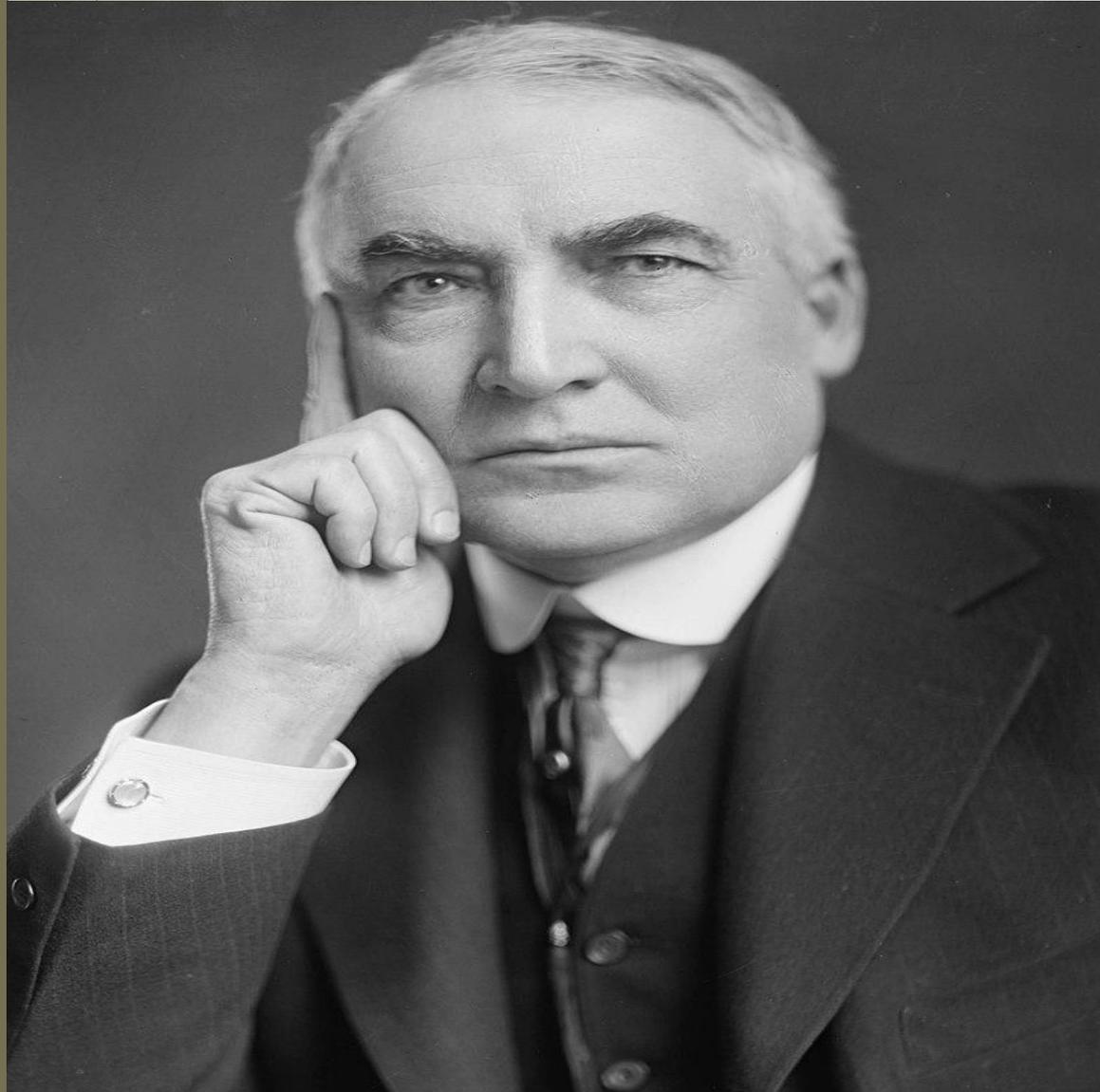
- Rule of the Republicans
 - The Consumer Society
 - Race, gangsters and speculation
 - Wall Street Crash
- 



American History



President Harding





Harding Presidency

- ▶ Rated as most inept US President ever....an unfair assessment
- ▶ Verdict based on private life “ thank God I’m man, if not I should be forever pregnant” ...release of letters after death
- ▶ Progressive record internationally
- ▶ Widespread domestic corruption...and lots of philandering

Harding: US and the post war world

- Peace....everywhere
 - Bi-Lateral Peace Treaties/ rejection of Treaty of Versailles
 - Observer but not member of League of Nations
 - Ends intervention in Russian Civil War
 - US army leaves Cuba, compensation paid to Colombia for Panama
- Dawes Plan...reduces German reparation payments and reschedules
- Washington Disarmament Conference 1921: end arms race
 - Agreed battleship ratios (5:5:3 deal...US & UK equal, Japan 3/5 ratio)

Major achievement....US response to famine in Russia

Russian chaos



Widespread war across Eastern Europe
..collapse railroads
..mass armies

Bolshevik policies
..abolishment of money
...crop seizures
.. "war communism"
..Food as weapon
..Red Terror. Killings by quota

Famine breaks out 1921

Russian Famine 1921-1922

Parents and children (food)



- News suppressed
 - Bolsheviks embarrassed/dogmatic
 - West. Blames “communists”

Norwegian Fridtjof Nansen..explorer/ humanitarian
And trusted.collects reports/ photos
...widespread cannibalism (20% survivors)
..."it was dangerous for children to go out after dark since there were known to be bands of cannibals and traders who killed them to eat or sell their tender flesh."

Lenin appeals for help ...from anyone
..abandons demand to control distribution

American Relief Association



Herbert Hoover Commerce Secretary

.. Led Belgian Relief effort

...humanitarian and businessman

...offers aid to Russia 1919 if US retains control

..save lives, even if it means saving communism

ARA response to Lenin appeal

...300 employees, 120,000 Russians

...fleet of 237 ships to Russia

...10 million fed for two years

...US approves \$20 million

Lenin adopts "New Economic Policy" 1924

...Ends "war communism"

...crops restored

First world Famine Relief...hugely successful

Hoover a hero, intervention 'forgotten'

Harding administration: domestic agenda

➤ Economic

- Increase in tariffs to protect industry
- Reduce income tax for rich....blocks “bonus” for veterans
- Post war recession continues...unemployment 11%

➤ Release of political prisoners from war (Eugene Debs)

➤ Immigration restrictions based on “national origin”: 3% population @ 1910 rule

- Quotas set favouring Northern Europe/ German/ Irish
- Eliminate immigration from China and Japan

Harding administration remembered only for scandals

Scandals

▶ Teapot Dome

- ▶ Federal (Indian) land opened for oil drilling. New company
- ▶ Licenses awarded without bidding ...payments to Secretary of the Interior
- ▶ \$100K bribe to secretary
- ▶ Company founder, sales agent kill each other, secretary jailed

▶ Veterans Affairs

- ▶ Appointee secures \$200 million (\$2Bn today) kickback from hospitals medicine
- ▶ Secretary commits suicide on investigation....after shooting accuser!

▶ Affairs: 7 simultaneous mistresses while in white house

Harding.....end game

- 1929/20 economic depression 11% unemployment
- Rumours of scandal
- Embarks on “Voyage of Discovery” across USA 1923
 - Refresh....prepare for 1924 election /meet the people
 - escape mistresses
 - Wife Florence joins him

Harding dies of heart attack on train

...in arms of wife....romantic, tragic, surprising

“Silent Cal”...(President 1923-1928)

Calvin Coolidge 1872-1933



- ▶ Dour, smart, quiet, methodical
 - ▶ Middle class background
 - ▶ Massachusetts lawyer politician
 - ▶ Mayor of Boston. Crushing Boston Police Strike
 - ▶ Governor of Massachusetts
 - ▶ Nominated VP with Harding
- ▶ Assumes Presidency on Harding death
 - ▶ Retains Cabinet
 - ▶ Allows prosecutions to continue
 - ▶ Minimal government, debt reduction
 - ▶ Non interference states

Coolidge as President: 1921-1924

- Focus on business
 - Economy recovers from post war recession....new industries, rise in wages, world trade
 - Reduce taxes, increases tariffs, deregulates banks/ reduces debt
- Disinterested in international affairs
 - Offers to join world court....but only if verdict don't effect USA
 - Supports disarmament....ineffectual follow on from Washington Treaty
 - Applies "Roosevelt Corollary"...temporarily occupies Nicaragua, Dominica Haiti "proper government"



Coolidge Quotes

“After all, the chief business of the American people is business. They are profoundly concerned with producing, buying, selling, investing and prospering in the world.”

“I think the American people want a solemn ass as a President,...and I think I will go along with them”

Man of few words....or none at all

Election of 1924: The last "Progressive" Republican

Robert La Follette (1855-1925)



Son of farmer , scholarship
Lawyer, District Attorney, State Senator
Republican Governor of Wisconsin

Populist and reformer

..Primary elections/female suffrage

..opposes monopolies

...price controls of railroads

...opposes WW1....idea of bankers

...breaks with Roosevelt...too radical

Loses nomination to Coolidge and
creates "Progressive Party"

opposes WW1 entry

...opposes League of nations

...against imperialism/ Pro Bolsheviks

...till actually visits USSRchanges

...civil rights/ public ownership

Election of 1924

Economy booming

Republicans re-elect Coolidge

....no comments

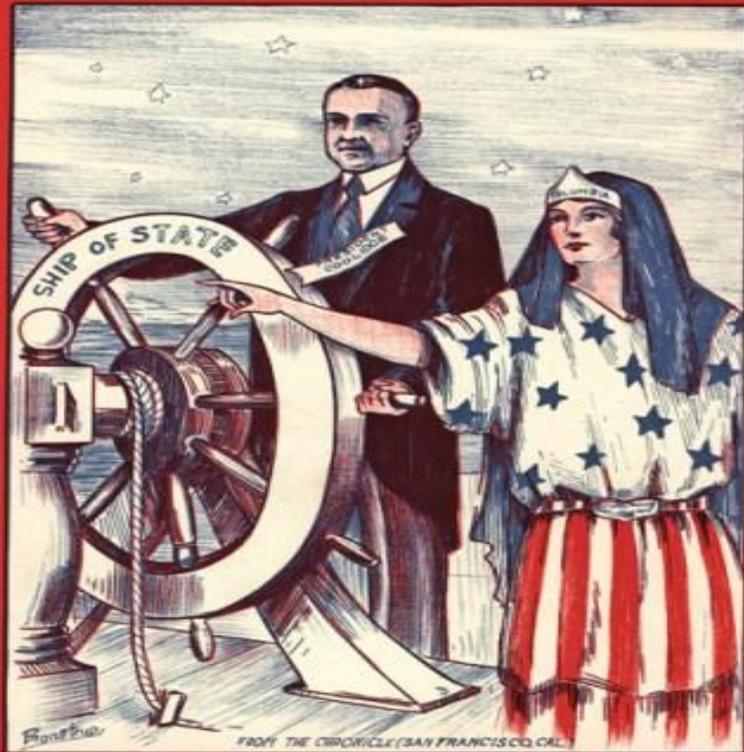
Republican landslide (386 electors 54%)

Dems split... "Solid South" 136 vs 28%

Progressives '13 (Wisconsin) 17%...dis

Keep Cool with Coolidge

REMOVE VIOLENCE AND SPOIL, AND EXECUTE JUDGMENT AND JUSTICE. — EZEKIEL 18:9

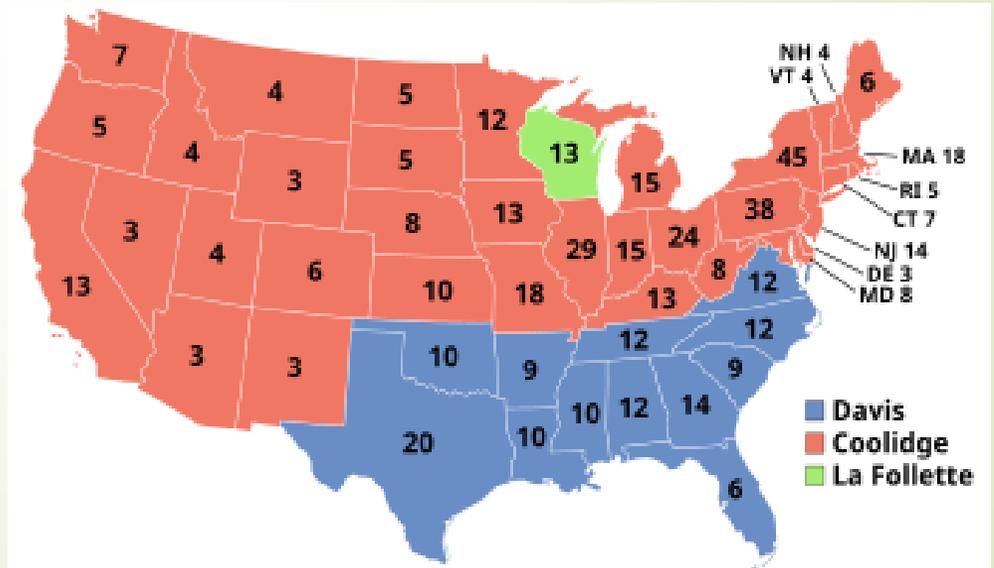


* Fear not each sudden sound and shock,
'Tis of the wave and not the rock. *

WORDS BY
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MUSIC BY
GEORGE CRUM

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T. J. HONAKER,
CHARLESTON, W. VA.



Coolidge 2nd Term 1924-1928 by tragedy

Coolidge and family 1918



Wants....quiet life
Loses youngest son
John to sepsis
....tennis match

Clinically depressed
1926....withdraws to
White House

Delegates power to
Andrew Mellon .finance
Herbert Hoover: business

Financial Management of Roaring Twenties

Andrew Mellon (1855 -1937)



Scientific taxation

...rejects “redistribution of taxes

...lower taxes increase revenue

...eliminate “gift tax”, reduce “estate tax”

...’trickle down economics”

...reduces marginal tax 70% - 26%

Minimize government

...reduce regulations, relax bank reserves

Farming crisis....over production/ falling prices

...farmers increase production

...increase intensive ploughing,

...prices continue to fall, demand subsidies

Coolidge “farming always a bad business.”

Herbert Hoover: American Hero

Herbert Hoover (1874-1961)



Quaker family Father blacksmith

....fails all exams except math

... graduates from Stanford as geology

Business career

...Cashes in on knowledge...globally

...Business consultant mining industry

Ultra Conservative writer vs Socialism

Humanist

....Rescues 100,000 stranded Americans

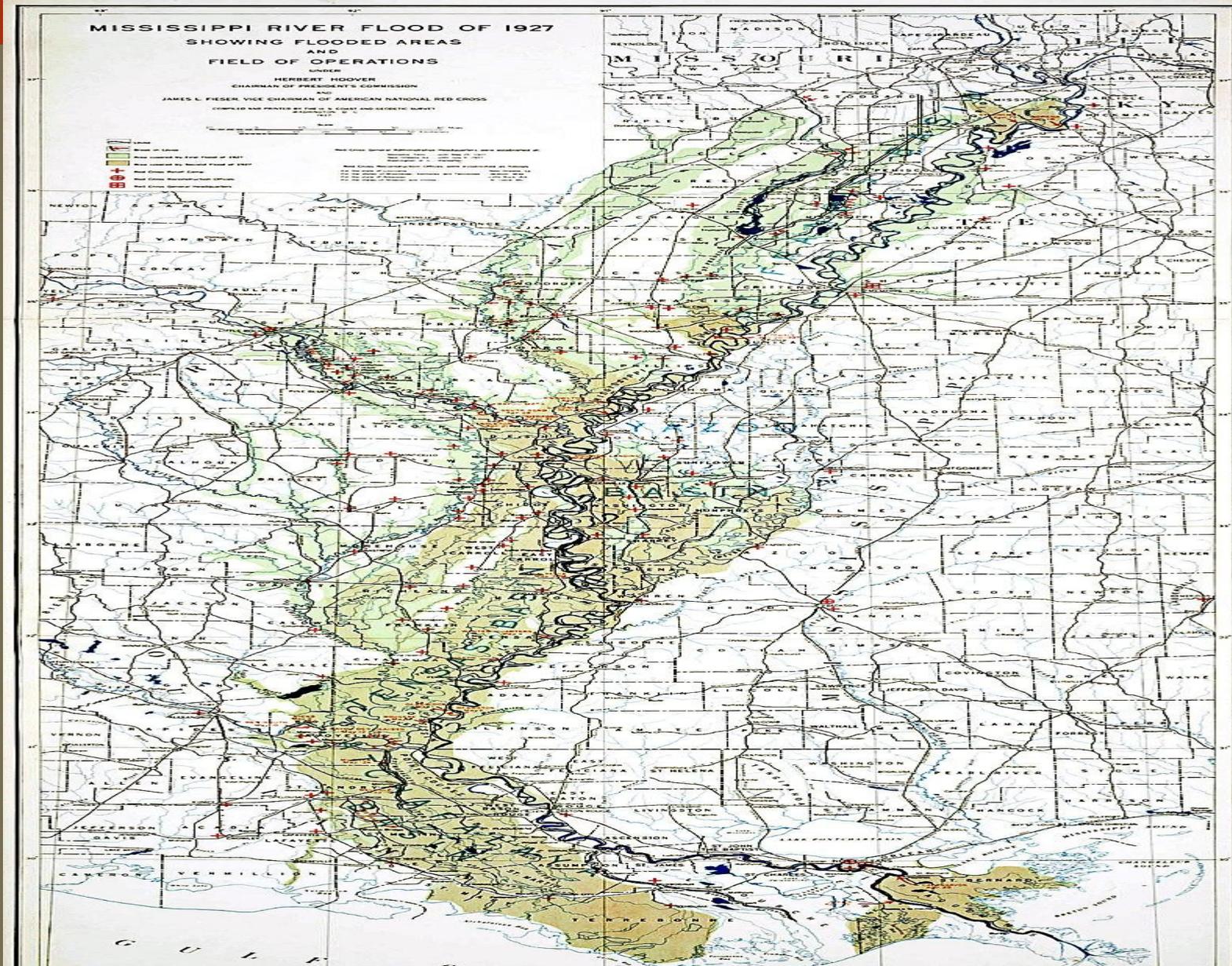
...Creates Belgian relief agency

...Post war organises Russian famine relief

“twenty million people are starving. What
their politics, they shall be fed”

Director of Commerce 1921-1928

Great Mississippi Flood of 1927



500 killed, 250,000 lose home
600,000 displace, 20BN damage
...80% displaced black

Coolidge....no response

Congress demands action
....Coolidge signs relief bill
...Herbert Hoover "Mr Fixit"

Mass flood mitigation effort
....no cash relief

... engineering works vs flood
...use of forced labour
fuels more immigration north

...Hoover National hero

Election of 1928

➤ Coolidge refuses 3rd term

➤ Hoover nominated on first ballot....hero of capitalism

“given the chance to go forward with the policies of the last eight years, we shall soon with the help of God, be in sight of the day when poverty will be banished from this nation”.

➤ Democrats

➤ Appeal to immigrants from Ireland

➤ Assume progressive ideas of La Follette

➤ Rising tide of reaction vs Prohibition

➤ Opposed to rising power of (anti Catholic) KKK

➤ Elect Al Smith first Catholic candidate

Republican: well organised...appeal to prosperity

A Chicken for Every Pot

THE Republican Party isn't a "Poor Man's Party." Republican prosperity has erased that degrading phrase from our political vocabulary.

The Republican Party is equality's party—opportunity's party—democracy's party, the party of national development, not sectional interests—the impartial servant of every State and condition in the Union.

Under higher tariff and lower taxation, America has stabilized output, employment and dividend rates.

Republican efficiency has filled the workingman's dinner pail—and his gasoline tank besides—made telephone, radio and sanitary plumbing standard household equipment. And placed the whole nation in the silk stocking class.

During eight years of Republican management, we have built more and better homes, erected more skyscrapers, passed more benefactory laws, and more laws to regulate and purify immigration, inaugurated more conservation measures, more measures to standardize and increase production, expand export markets, and reduce industrial and human junk piles, than in any previous quarter century.

Republican prosperity is written on fuller wage envelopes, written in factory chimney smoke, written on the walls of new construction, written in savings bank books, written in mercantile balances, and written in the peak value of stocks and bonds.

Republican prosperity has reduced hours and increased earning capacity, silenced discontent, put the proverbial "chicken in every pot." And a car in every backyard, to boot.

It has raised living standards and lowered living costs.

It has restored financial confidence and enthusiasm, changed credit from a rich man's privilege to a common

utility, generalized the use of time-saving devices and released women from the thrall of domestic drudgery.

It has provided every county in the country with its concrete road and knitted the highways of the nation into a unified traffic system.

Thanks to Republican administration, farmer, dairyman and merchant can make deliveries in less time and at less expense, can borrow cheap money to re-fund exorbitant mortgages, and stock their pastures, ranges and shelves.

Democratic management impoverished and demoralized the railroads, led packing plants and tire factories into receivership, squandered billions on impractical programs.

Democratic mal-administration issued further billions on mere "scraps of paper," then encouraged foreign debtors to believe that their loans would never be called, and bequeathed to the Republican Party the job of mopping up the mess.

Republican administration has restored to the railroads solvency, efficiency and par securities.

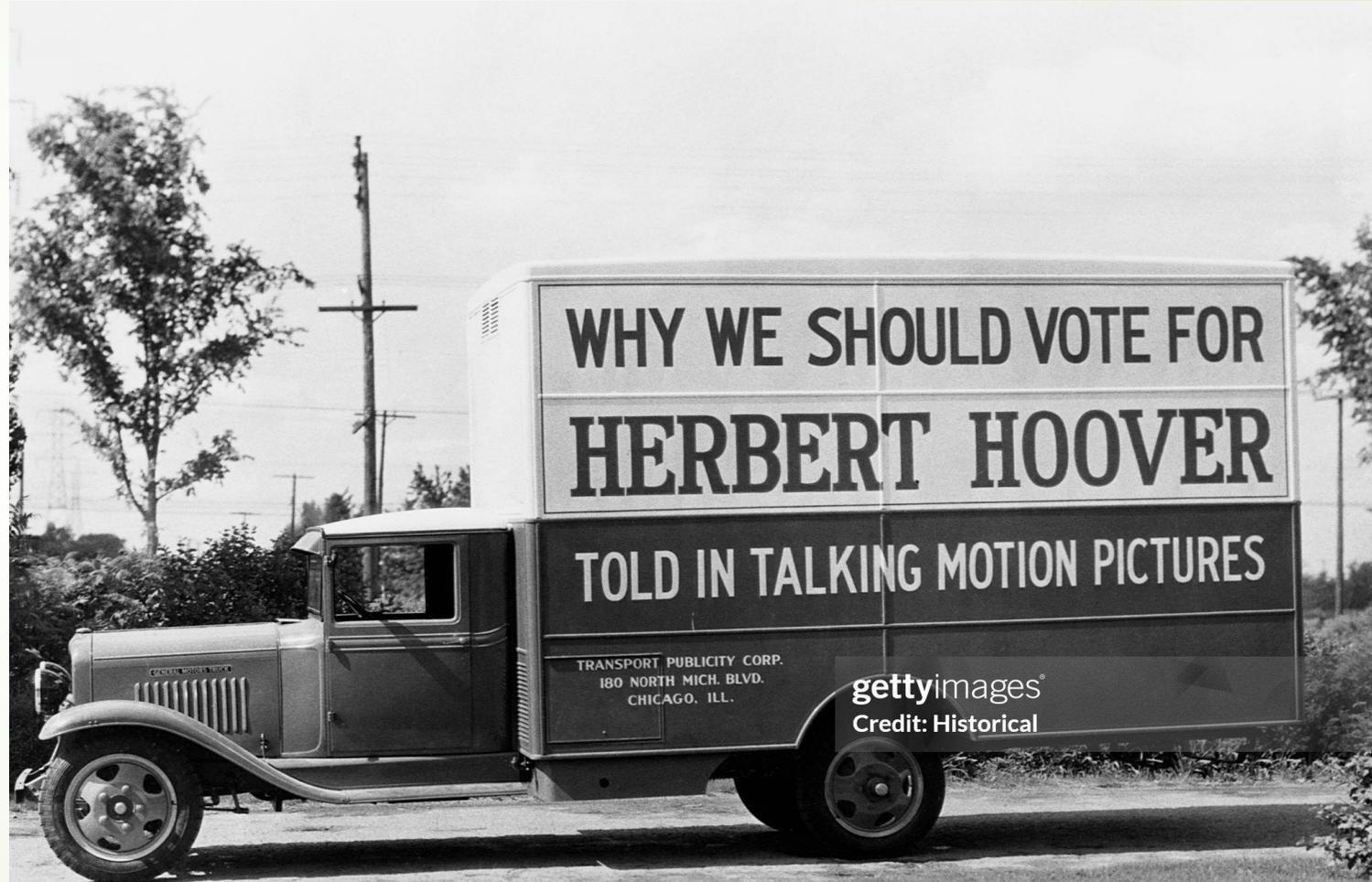
It has brought the rubber trades through panic and chaos, brought down the prices of crude rubber by smashing monopolistic rings, put the tanner's books in the black and secured from the European powers formal acknowledgment of their obligations.

The Republican Party rests its case on a record of stewardship and performance.

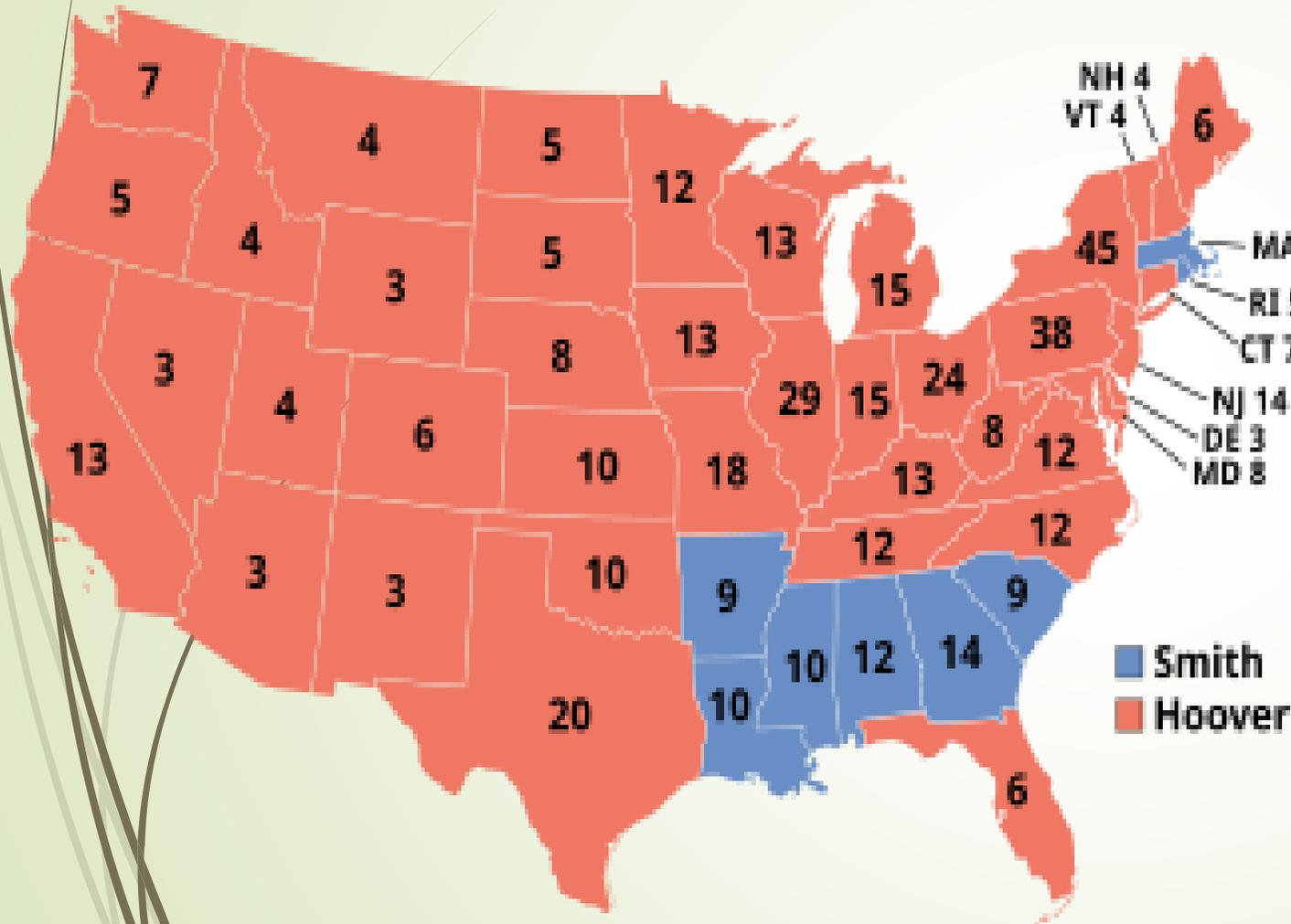
Its Presidential and Congressional candidates stand for election on a platform of sound practice, Federal vigilance, high tariff, Constitutional integrity, the conservation of natural resources, honest and constructive measures for agricultural relief, sincere enforcement of the laws, and the right of all citizens, regardless of faith or origin, to share the benefits of opportunity and justice.

Wages, dividends, progress and prosperity say,

"Vote for Hoover"



1928 Republican Landslide



Republicans chose “Hero” ...Hoover
Democrats Al Smith..first
Catholic candidate anti Prohibition,

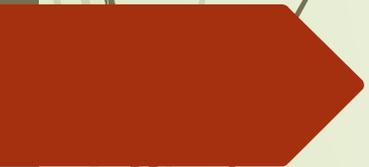
Prosperity wins
Anti Catholic campaign
Klu Klux Klan...north and west

Republicans 444 electors ..58%
Democrats 87 electors 41%
Prohibition 0, 1%
....Smith takes South

Republicans set to rule the
Land for next decade
....what could possibly go wrong?

American History

Talk 27: Roaring Twenties (1921-1929)
Part Two





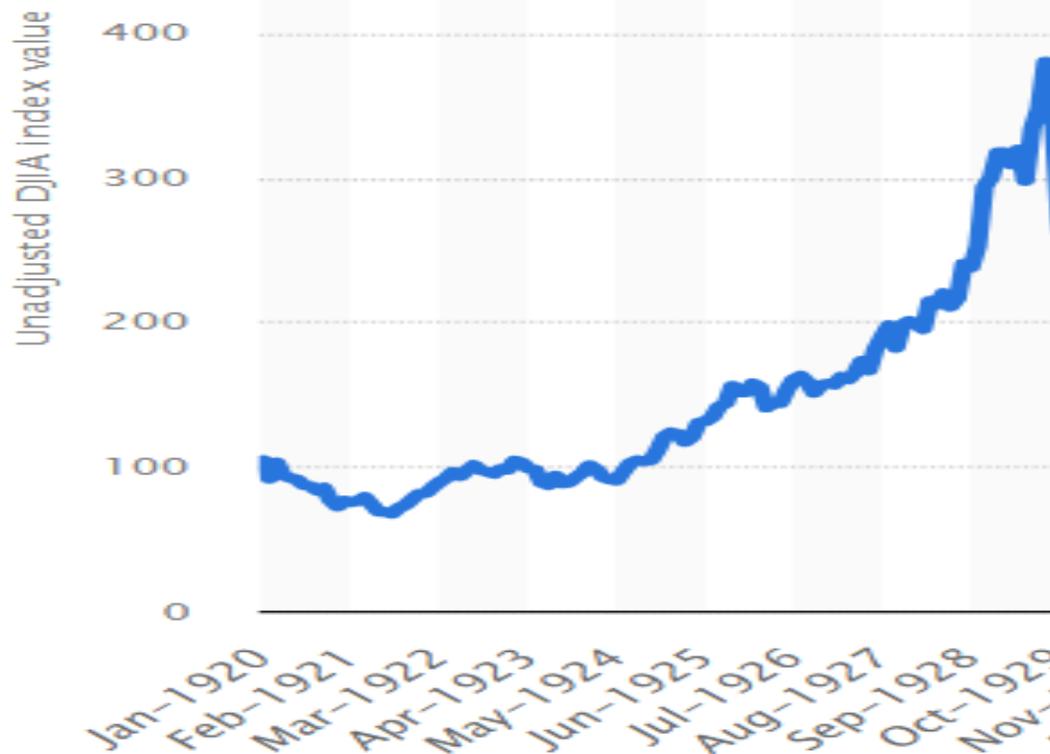
Roaring Twenties



Economy booms

Stocks rise 400%

Economy grows 50%
..everyone more wealthy
(except farmers



	Economic Growth
1921	0%
1922	6%
1923	13%
1924	4%
1925	2%
1926	6%
1927	1%
1928	1%
1929	6%

New products & services...consumer society ...US takes off vs UK (except radios!)

		1920	1930
Houses with electricity	USA	60%	90%
	UK	30%	50%
Houses with indoor plumbing	USA	45%	50%
	UK	20%	50%
Radios/1000 people	US	60	400
	UK	5	600
Telephones/1000	US	600	800
	UK	300	500

New jobs created faster than old jobs destroyed

Wages rising faster than prices

- US wages highest in world (40% above those in UK)
- Skilled Factory worker annual wages
 - 1920 \$1,500.....£17,325 (2024)
 - 1928 \$2,200\$23,000 (2024)
- Wages increase 40% , prices 10%
- Affordable rising house prices 4 bedroom home, New York City
 - 1920...\$8,000 -\$12,000
 - 1928...\$12,000 - \$18,000
 - High payments.....Interest rates at 6%, 10 year terms

What made the US different: the automobile

Model & 1908-1927

...15 million made, 10,000 day



Henry Ford: mass production
& standardisation

Cars per 1000 people

	1920	1930
US	86	200
UK	22	35

Price reduced 75% over 9 years
.....\$750 in 1920 (£25,000 today)
.....\$275 1929 (£7,000)

Model T driver controls

...14 -20 hp

...top speed 40 mph, Two gears,

3 pedals. Release, accelerator break



Automobile and Social Change

- Increases wealth due to velocity of expenditure/ mobility
- Urban spread....commuting possible, separation of communities
- New jobs 1,000,000's new well paid jobs replace blacksmiths, coach handlers, stable hands, refuse removers
- Improved health (London 300K horses 3 thousand tons manure per day)
- Industrialised dating....absence of chaperones. Social barriers
- Increased crime...improved mobility, exits, arrivals

The new look....casual elegance and comfort



Consumer advertising...accessible fashion



This New Galosh sets the season's style!

When the ball is on the two-yard line and wintry blasts are breezing up the stadium, you find a snug new galosh setting the season's style—in colors, lightness, warmth and wear.

It's the new Hood galosh—feather light and winter warm—in the colors and fabrics of this ultra-smart season . . . At your dealer's!

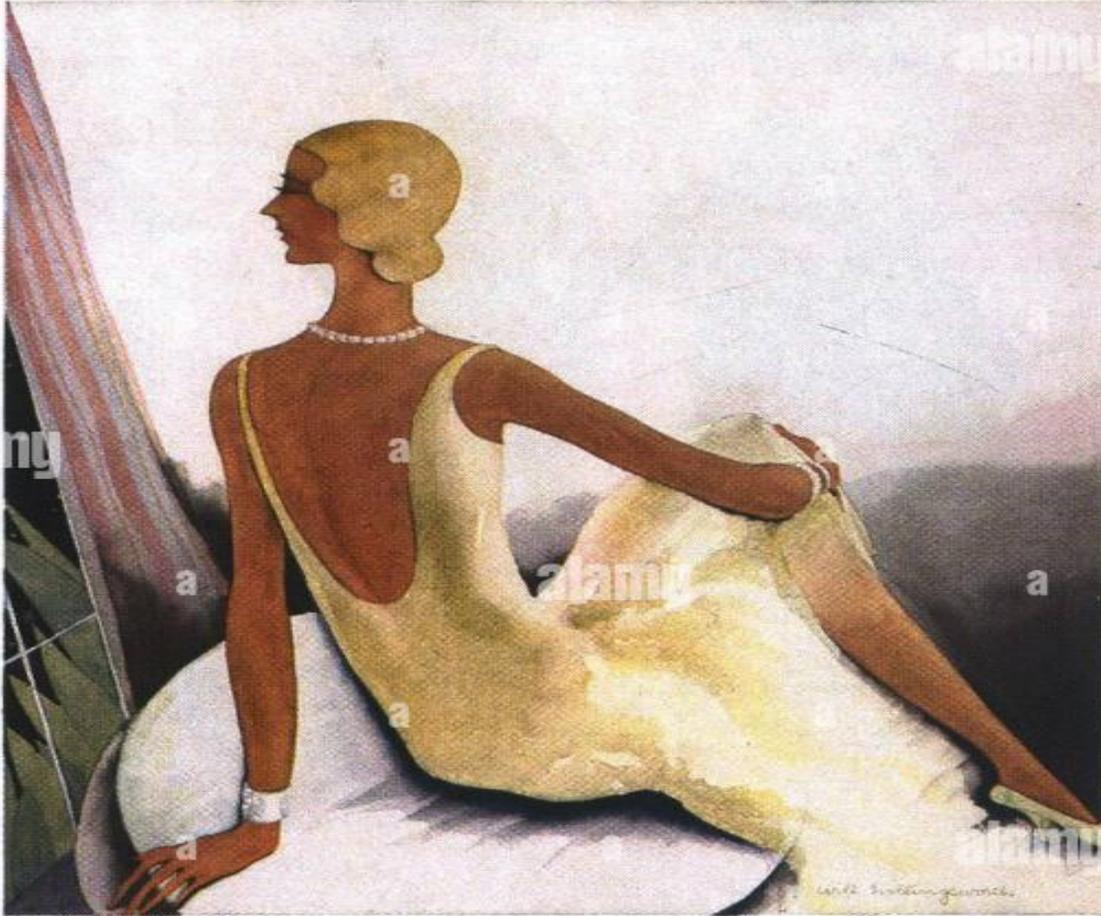
Made by HOOD RUBBER COMPANY
Worcester, Mass.

An illustration of a woman in winter attire, including a red hat and a dark coat with a white fur collar, standing in a snowy landscape. In the background, there are other people and a building. A large, detailed illustration of a brown galosh is shown on the right side of the advertisement. The galosh has two buttons on the side and a thick sole. The brand name 'HOOD' is written in a stylized font inside a red double-headed arrow at the bottom of the advertisement.

RUBBER FOOTWEAR. CANVAS SHOES. PNEUMATIC TIRES. SOLID TIRES. HETSLE - GOLF - TRUNG

Colour, style, freedom

Now copper-toned shoulders greet the evening . . .



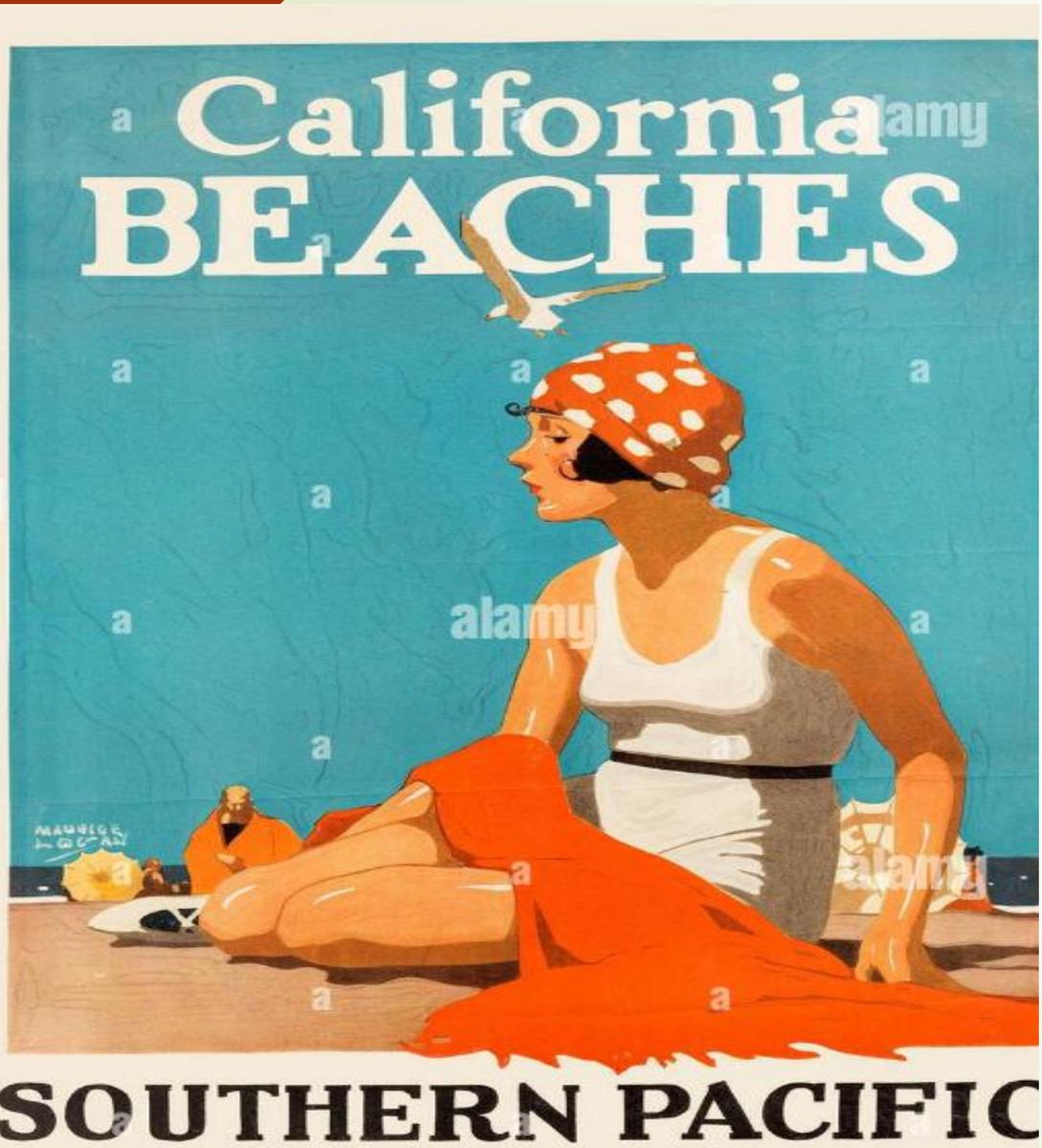
Fashion's habit of following the sun has made the pink - and - white complexion as absurd as bathing stockings . . . ivory satin skins or bronze or russet or honey-gold are worn all the year 'round . . . they are flattered into luminous, exotic beauty under evening lights by dresses in the artful tones of Stehli's new "Sunburn Colors" . . . muted shades in the off-white range and others more emphatic, but odd and piquant . . . all of them outrageously becoming to sun-tanned skins.

Stehli Silks



Art - Goût - Beau

California look 1920



Men's fashions, smart, dark, comfort



The casual look



The football player look



Slip into a
Bradley
and Out-of-Doors!

Proved on muddy practice fields, and in the scuffle of inter-collegiate games, Bradley Knitwear has had spectacular opportunity to demonstrate its wear-resistance and color-fastness.

Your own use of a Sweater is likely to be less strenuous—but it is well worth knowing that when you buy a Bradley, you are buying a Sweater guaranteed to yield you a remarkable measure of long service, combined with good style.

BRADLEY KNITTING COMPANY
Delavan, Wisconsin.

Send for the New Book of Bradley Styles
This shows scores upon scores of the smartest Sweaters and Jerseys, in addition to Scarfs and Caps, Gauntlets, and Sports Hose — also little Knitted Suits for youngsters. A postcard brings it.

Children's clothes. New range

The Little Boy!
We Guarantee All Our Wash Suits Fast Color!

Extraordinary Value! Your Choice
Of these 4 Suits!
\$1.00

Prices shown are for 2-year-olds. Prices for 3-year-olds are 10% higher. Prices for 4-year-olds are 20% higher. Prices for 5-year-olds are 30% higher. Prices for 6-year-olds are 40% higher. Prices for 7-year-olds are 50% higher. Prices for 8-year-olds are 60% higher. Prices for 9-year-olds are 70% higher. Prices for 10-year-olds are 80% higher. Prices for 11-year-olds are 90% higher. Prices for 12-year-olds are 100% higher.

9K636 9K637 9K638 9K639 9K640 9K641 9K642 9K643 9K644 9K645 9K646 9K647 9K648 9K649 9K650 9K651 9K652 9K653 9K654 9K655 9K656 9K657 9K658 9K659 9K660 9K661 9K662 9K663 9K664 9K665 9K666 9K667 9K668 9K669 9K670 9K671 9K672 9K673 9K674 9K675 9K676 9K677 9K678 9K679 9K680 9K681 9K682 9K683 9K684 9K685 9K686 9K687 9K688 9K689 9K690 9K691 9K692 9K693 9K694 9K695 9K696 9K697 9K698 9K699 9K700

Girls too!

Descriptions On The Opposite Page *For Girls 8 to 14 yrs.*

See How Much Style We Have Secured In These Dresses and How LOW We Have Priced Them

Flowered Cotton Dress \$3.69

Charlow Striped Dress \$2.98

Heavy Quality All Silk Dress \$9.98

Time Quality Dress \$3.59

Time Quality Dress \$4.50

Time Quality Dress \$8.98

Hard Knit Cotton Dress \$1.74

Hard Knit Cotton Dress \$2.95

Silky Cotton Dress \$1.98

Time Quality Dress \$2.98

Hard Knit Cotton Dress \$2.29

Hard Knit Cotton Dress \$1.69

Mass advertising everything, everywhere

Fat Men!

This new self-massaging belt not only makes you look thinner INSTANTLY—but quickly takes off rolls of excess fat.

DIET is weakening—drugs are dangerous—strenuous reducing exercises are liable to strain your heart. The only safe method of reducing is massage. This method sets up a vigorous circulation that seems to melt away the surplus fat. The Well Reducing Belt made of special reducing rubber, produces exactly the same results as a skilled masseur, only quicker and cheaper. Every move you make causes the Well Belt to gently massage your abdomen. Results are rapid because this belt works for you every second.

Fat Replaced by Normal Tissue
From 4 to 6 inches of baby fat usually vanish in just a few weeks. Only solid, normal tissue remains. The Well Reducing Belt is endorsed by physicians because it not only takes off fat, but helps correct stomach disorders, constipation, backache, shortness of breath and puts sagging internal organs back into place.

Special 10-Day Trial Offer
Send no money. Write for detailed description and testimonials from delighted users. Write at our special 10-day trial offer. The Well Co., 1010 Hill Street, New Haven, Connecticut.

The Well Company,
1010 Hill Street, New Haven, Conn.
Gentlemen: Please send me complete description of the Well Scientific Reducing Belt, and also your Special 10-Day Trial Offer.

Name.....
Address.....
City..... State.....



WASH AWAY FAT AND YEARS OF AGE

With La-Mar Reducing Soap

The new discovery. Results quick and amazing—nothing internal to take. Reduce any part of body desired without affecting other parts. No dieting or exercising. Be as slim as you wish. Acts like magic in reducing double chin, abdomen, ungainly ankles, unbecoming wrists, arms and shoulders, large busts, or any superfluous fat on body. Sold direct to you by mail, post paid, on a money-back guarantee. Price 2/- a cake or three cakes for 4/-; one to three cakes usually accomplish the purpose. Send postal or money order to-day. Surprising results. **LA-MAR LABORATORIES, Ltd., 48, Rupert Street (1101.), London. W.1.**

FOODER!

Viceroy's FILTER the Smoke!



As your Dentist, I would recommend **VICEROYS**

STOP Thumb Sucking!

Thumb sucking can be immediately corrected with the **Baby Alice Thumb Guard**

Safe, sanitary, comfortable. Made of Monel Metal wire. Inexpensive. Approved by leading baby specialists. Sold by surgical dealers, department stores and baby shops everywhere.

Guard Mfg. Co., 9 West 74th Street, Cincinnati, Ohio.



CURTISS Baby Ruth CANDY

24 Cakes 25 Pounds

RICH IN DEXTROSE
THE SUGAR YOUR BODY USES DIRECTLY FOR ENERGY

DELICIOUS FONDANT, CHOCOLATE, PEANUT, RICE CRACKLE, AND ARTIFICIAL FLAVOR

RICH IN DEXTROSE

DELICIOUS CANDY CO., CHICAGO




POWERS COLORITYPE CO.
COLOR PLATE SPECIALISTS

Cocktails after work? At the private club



Celebrity culture: Joan Crawford dancing queen



gettyimages®

Credit: H. Armstrong Roberts/ClassicStock

Twenties woman in world dominated by men



FOX
ENTERTAINMENTS

WILLIAM FOX PRESENTS
EILEEN PERCY
in THE HUSBAND HUNTER

FOX
ENTERTAINMENTS

Silent movie stars

Lilian Ghosh



Rudolph Valentino



Silent movie stars

Mary Pickford



Charlie Chaplin



Jazz group Chicago 1925



gettyimages®

Credit: Chicago History Museum



Musical Interlude





Putting on the Ritz (Irving (Isiah) Berlin 1928)



Have you seen the well to do
Up on Lenox Avenue
On that famous thoroughfare
With their noses in the air?
High hats and Arrow collars
White spats and fifteen dollars
Spending every dime
For a wonderful time
If you're blue, and you don't know where to go to
Why don't you go where Harlem flits?
Puttin' on the Ritz



Spangled gowns upon the bevy of high browns
From down the levy, all misfits
Putting' on the Ritz
That's where each and every lulu-belle goes
Every Thursday evening with her swell beaus
Rubbin' elbows
Come with me and we'll attend their jubilee
And see them spend their last two bits
Puttin' on the Ritz

,



Have you seen the well to do
Up on Lenox Avenue
On that famous thoroughfare
With their nose in the air?
High hats and Arrow collars
White spats and fifteen dollars
Spending every dime
For a wonderful time
If you're blue, and you don't know where to go to
Why don't you go where Harlem flits?
Puttin' on the Ritz

American History

Talk 27: Roaring Twenties (1921-1929)
Part Three





Race, gangsters and speculation

Race conflict 1920's

- “Scientific racist theory” 1890's
- Progressivism and “White Nationalism”
- The Great Migration
- Mass marketing and “the Lost Cause”

The “Lost Cause” Myth

Civil War as taught 1870- 1980’s a “war between the states”

....not a war about slavery

....Reconstruction an abomination

....The South as victim...perpetuator

....Confederates “heroes” fighting for their rights

....Northern victory ‘corrected’ by “Jim Crow” laws

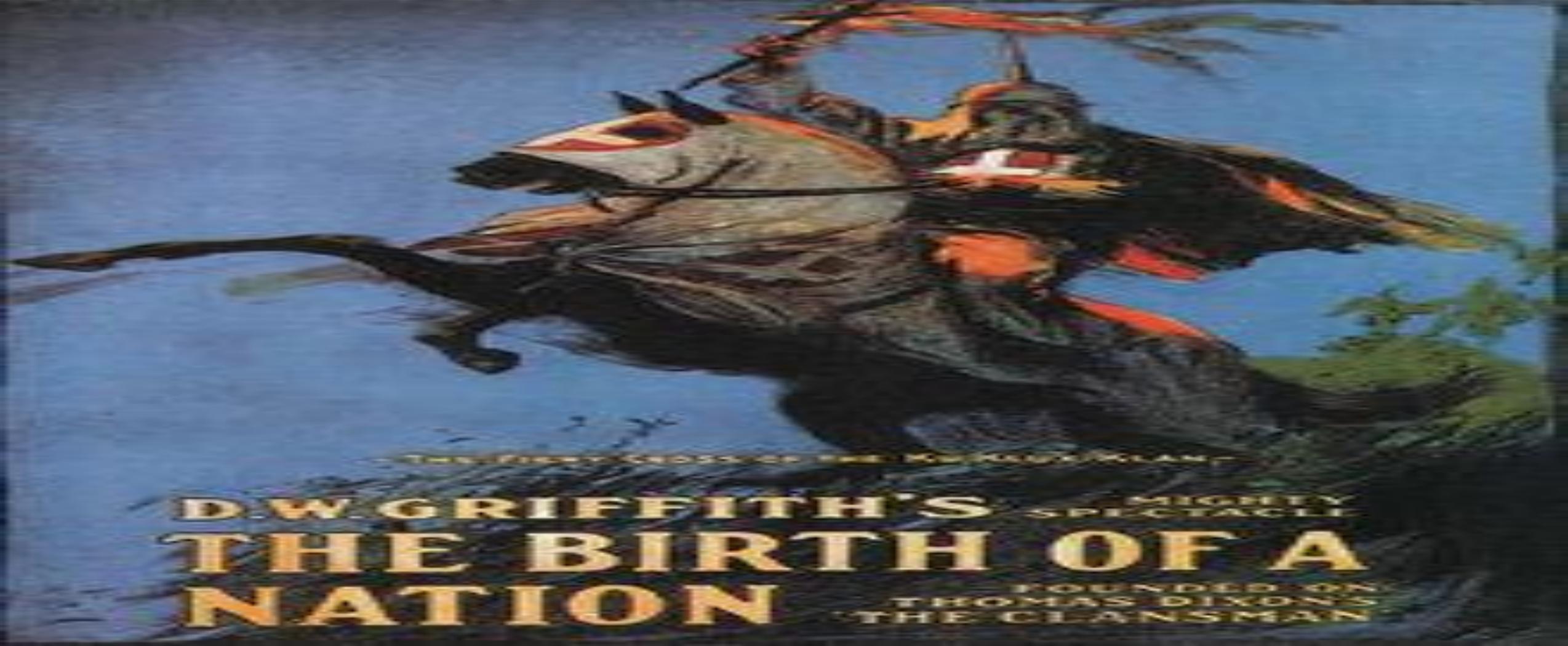
View unchanged till 1990-s....but resurrected by MAGA

Hollywood Blockbuster 1915 film

.....seen by millions...becomes “history”

...Woodrow Wilson in White House

...most popular and dangerous film in US history



Birth of Nation: KKK capture Black rapist



KKK rescue virtuous Southern women



Confederate Propaganda

Front page of "The Klansman"
..saving the virtue of southern women



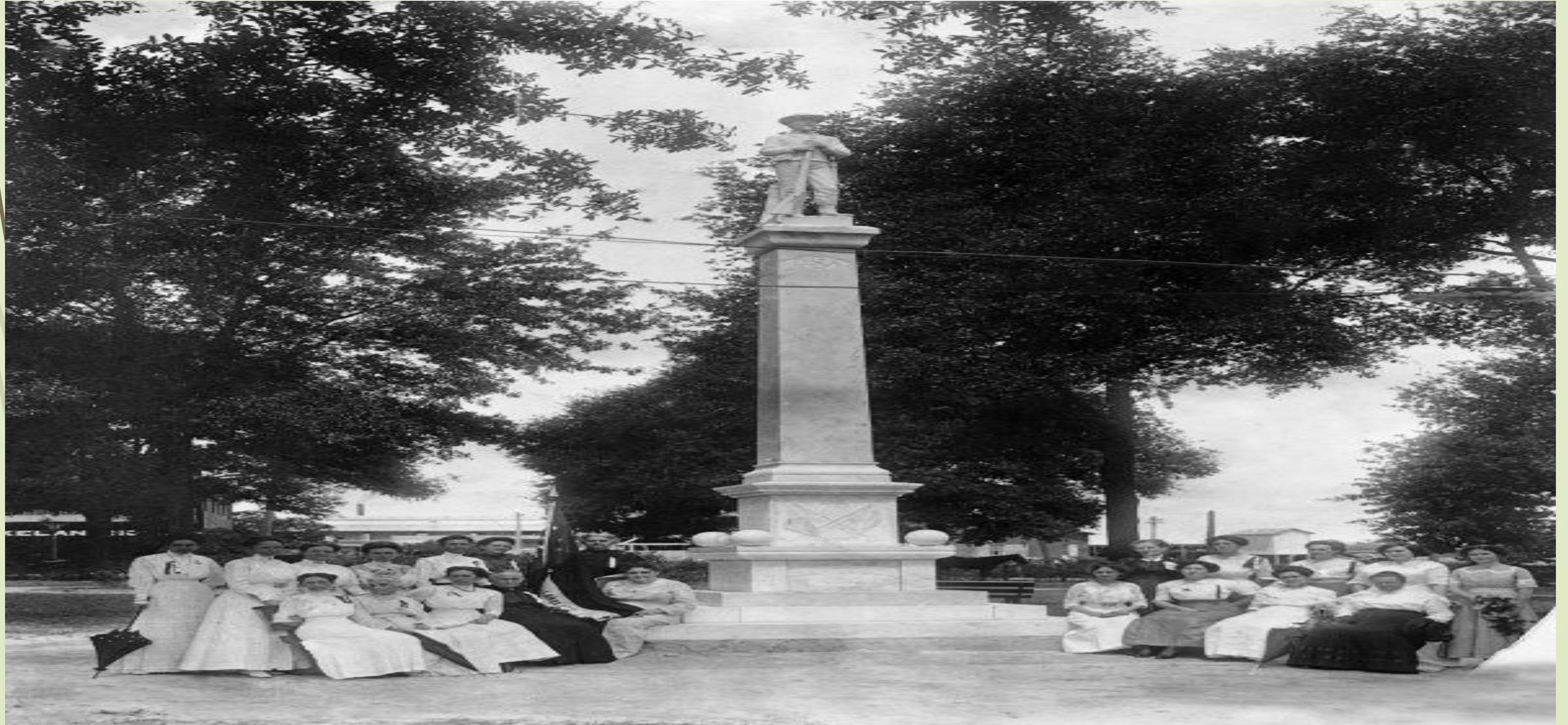
Deifying the Confederate leaders



“The Fiery Cross of old Scotland's hills!”

Memorials movement

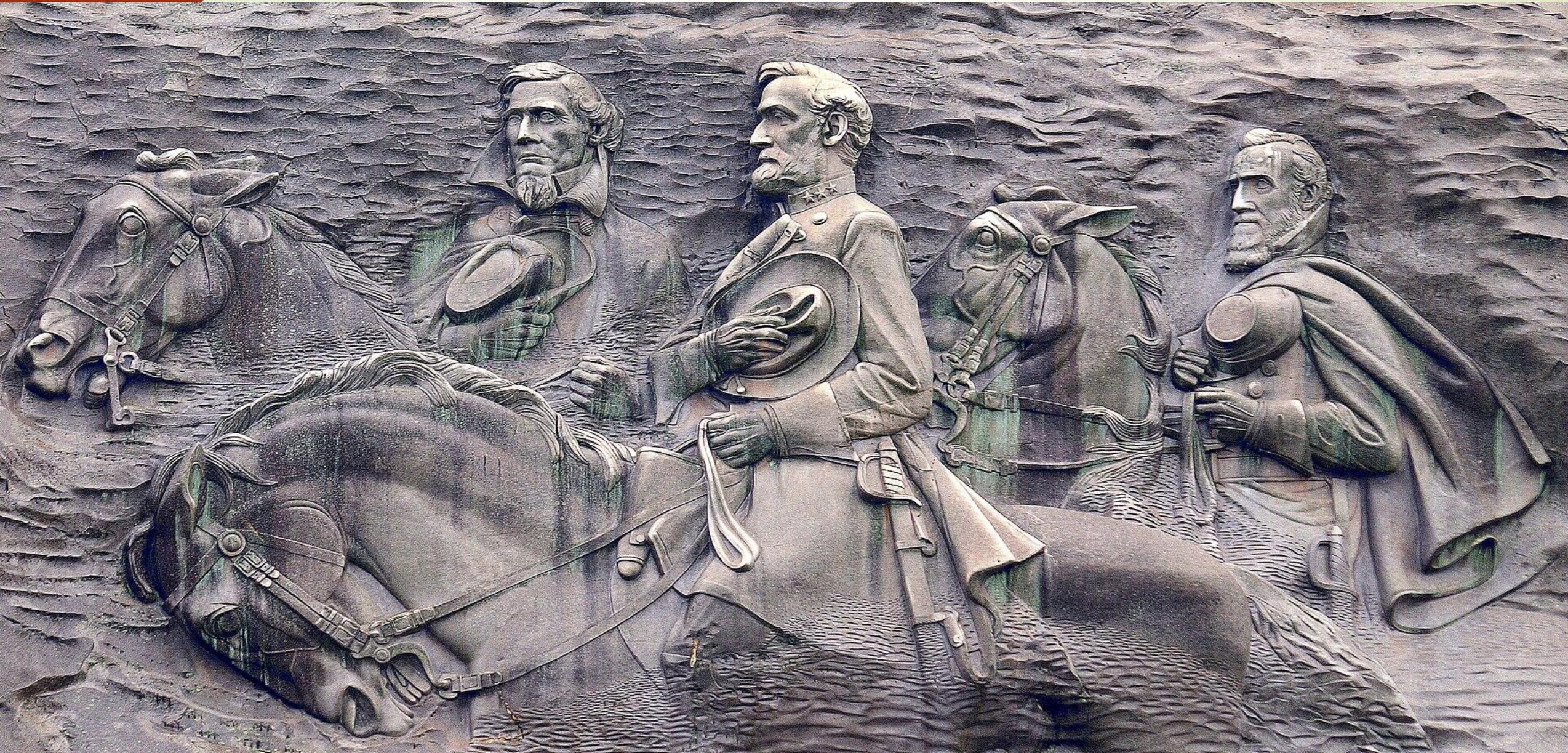
....United Daughters of the Confederacy
memorials movement (1915-1920)



Stone Mountain monument ..started 1915...completed 1972



Generals heroes...not traitors



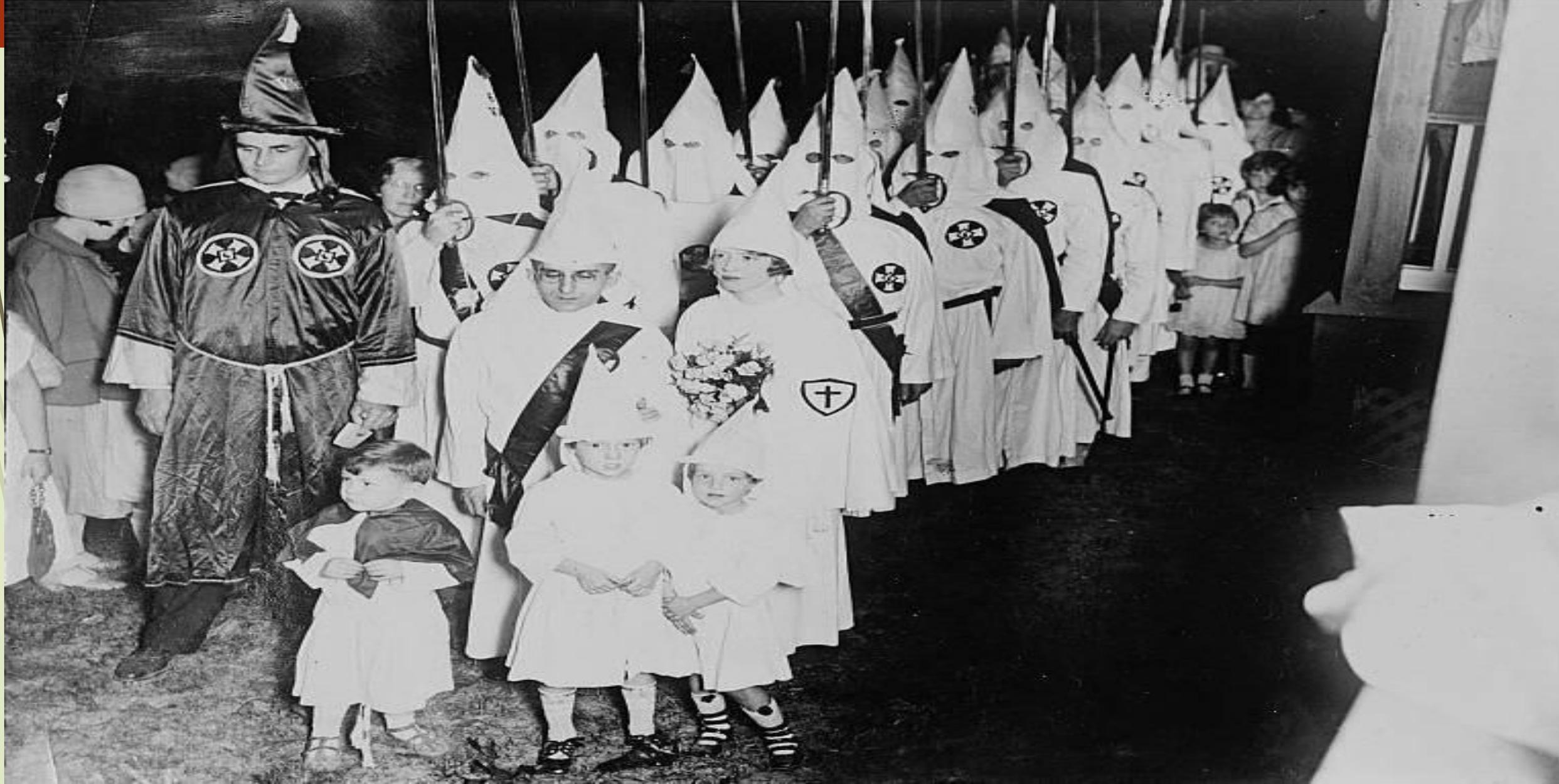
Klu Klux Klan Version 1.0 (1866-1870)

- Post Civil war Terrorist group resisting Northern occupation & reconstruction War
- Murders (white) “Northern Freedman’s Bureau” employees ...blacks intimidated, seldom murdered
- Local to South...no national organisation ...mimic “Knights of Malta” ...50, 000 member...secret men's groups
- Suppressed by President Grant 1870

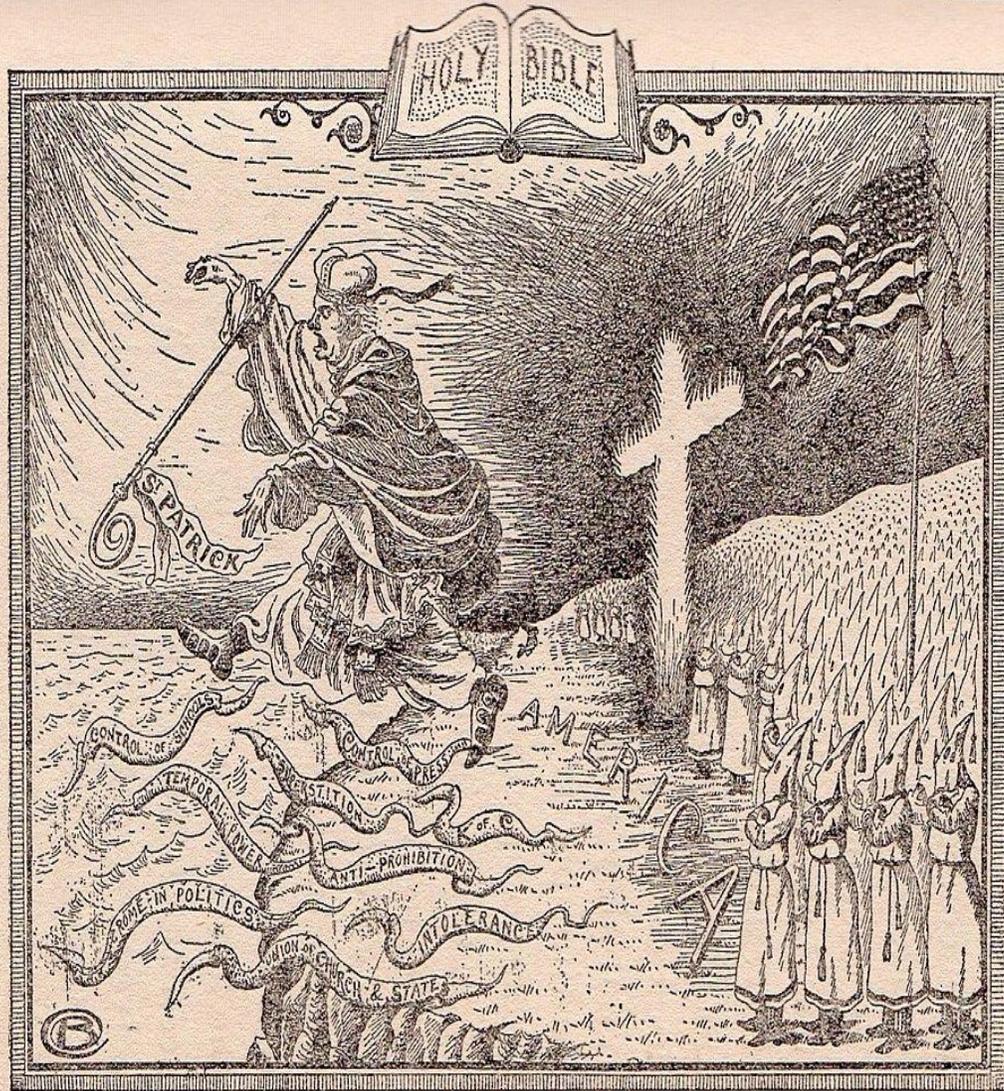
KKK version 2.0 (1915-1940's)

- National Organisation led by Protestant Minister (Reverend Simmons)
 - Scientific Racism based
 - Fuelled by “Great migration” of blacks from South
 - Social movement with 3-5 million members mid 1920's
 - Adopt costumes shown on “Birth of a Nation”... made up rituals
- Targets both Catholic and Blacks...intimidates former, lynches latter
- Peak member 1925...scandals (sex & booze)...rapid decline, but remains threat

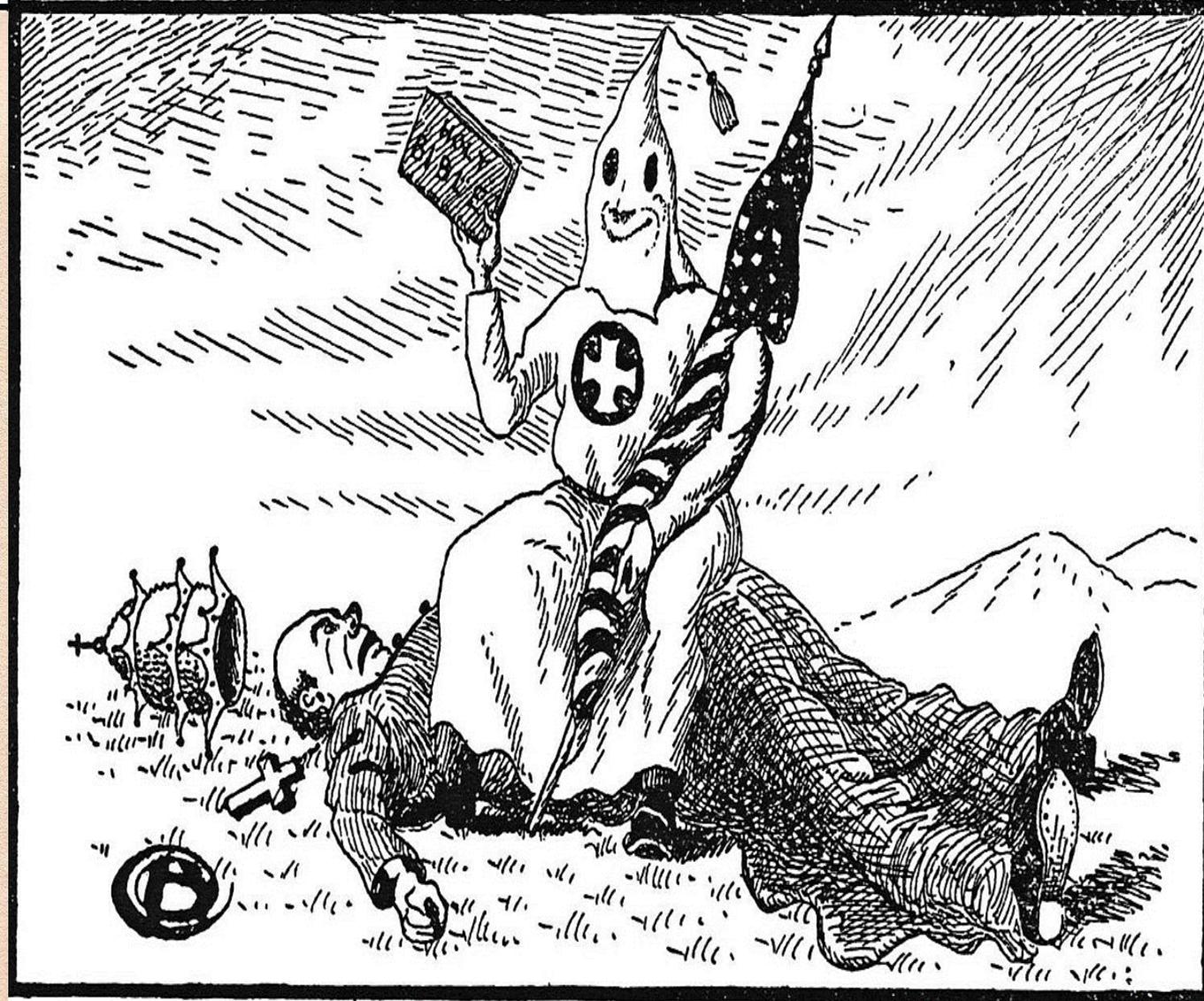
...a family affair



Anti Catholic propaganda



ST. PATRICK'S DAY IN AMERICA—1926



THE END

March on Washington 1925



Women to the fore ! ...Washington



Tulsa 1921

City of 100,000 including
....10,000 blacks
....Segregated since 1890's

Long established Black
population
.....migration post civil war

Tensions rise
....Black soldiers return from war
....business down turn
...3,000 KKK members 1921



Tulsa Greenwood community ...prior to 1921



Tulsa riot of 1921 (massacre”

- Segregated neighbourhood/ no “coloured” facilities
- Lift incident...riot....newspaper headlines
- White militia attempt lynching.....black veterans to defence
- Governor calls in militia, use of aircraft to bomb (?)

At least 300- killed (50 White) 800 wounded (10,000 blacks homeless)
.....assets stolen)

Omitted from US history books till 2000's

Green wood after 'massacre'





Race riots/ lynching occur across during 1920's
.... public affairs, media covered, most in North



Favorable news coverage

THREE NEGROES LYNCHED IN DULUTH

POLICE FORBIDDEN TO USE THEIR FIREARMS TO WITHHOLD RIOTERS

Several Officers Injured by Bricks and Other Material Thrown by Mob.

Force Totally Inadequate to Handle Situation, Says Municipal.

Believes Order Not to Use Arms Saved Many From Injury.

Several officers of the Duluth police force were injured Tuesday evening by a mob of rioters who attacked the police headquarters. The rioters threw bricks and other material at the officers, and the police were unable to prevent the assault. The municipal council has expressed its disapproval of the police's actions and has ordered that they should not use their firearms to prevent the rioters from proceeding. This order, however, has been criticized for putting the officers in a difficult position.

EXCLUSION OF ASIATICS

IMPROMPTU GALLOW'S WHILE THREE NEGROES' BODIES ARE CHOKED OUT



WHERE HANGING TOOK PLACE ON Second Avenue East and Third Street.

NOVEL PLAN IS PROPOSED

Have Harding Name Mem-

SOME RESULTS OF ASSAULT ON POLICE HEADQUARTERS BY FRENZIED MOB WHICH LYNCHED THREE NEGROES TUESDAY NIGHT; INTERIOR OF BUILDING IS WRECK



INFURIATED MOB TAKES THREE NEGROES FROM POLICE STATION HANGING THEM TO LIGHT POLE

Thousands Gather in Streets Tuesday Evening, Force Way Into Jail, Smash Bolts and Bars and Drag Negroes to Their Doom.

GRAND JURY IS CALLED TO FIX RESPONSIBILITY FOR HANGING OF MEN

NEGROES ATTEMPTED ASSAULT WHILE SIBBY WAS AT SOUTH BEND

South Bend, Ind., June 15.—Negroes employed by the same firm as those who were lynched in Duluth last night, yesterday attempted to assault a white girl, temporary employee, Helen, daughter of South Bend, when she called on this city June 1. The assault on the South Bend girl occurred during the riot in Duluth.

TROOPS SENT TO DULUTH BY THE GOVERNOR

Acts in Response to Telegraphic Request by Sheriff Magie.

Two Companies Arrive at 8 A. M. From Fort Snelling Camp.

Accompanied by Adj.-Gen. Hinshaw and Other Officers.

Mob Seeking Vengeance Assault on Girl Accomplishes its Aim.

Thousands Watch Exciting Scenes from Early Evening Until Midnight.

Judges of District Court Issue Order Calling for Investigation.

The lines of three-foot beams were scaffold and were completely broken and the headquarters wrecked as the result of action by a mob who sought vengeance for the assault on a white Duluth girl, woman by negro employees of a firm which published here Monday evening. The mob first gathered about 8 o'clock at police station all evening, culminating in an attack on headquarters and among of the three men who were taken to a corner of East First street a second assault and these were up to the riot.

EFFORTS OF PRIESTS



Gangsterismproblems of prohibition

Prohibition

18th Amendment ratified January 16th 1919: alcohol banned January 1st, 1920

- Political view “there is as much chance of repealing the Eighteenth Amendment as there is for a humming-bird to fly to the planet Mars with the Washington Monument tied to its tail.”^[69]
- Religious view: Billy Sunday: “The slums will soon be only a memory. We will turn our prisons into factories and our jails into storehouses and corncribs. Men will walk upright now, women will smile, and the children will laugh. Hell will be forever for rent.”
- Initial response
 - Enthusiastic endorsement/ rise of private clubs “Speakeasies”
 - Affluent resort to stockpiles, build cellars, secure “medical exemption”
 - Wealthy Travel to Canada and Cubathe poor to Mexico

Enter the criminals

Supporting Prohibition ...The "wets" & KKK



THE DEFENDER OF THE 18TH AMENDMENT

Enforcement enthusiastic...at first



Restaurants comply....at first



gettyimages®
Credit: ullstein bild Dtl.

Prohibition impact (1)

➤ Economic

- 250,000 jobs lost, Restaurants closed...uneconomic
- Loss of taxable income (New York lose 75% of State Revenue
- “Shadow economy” worth \$15BN develops per year (20% of economy)
- \$300 million spent on enforcement, 3,000 agents, birth of FBI

➤ Health

- 50% reduction in alcohol consumption ...rising to 30% by late 20's
- Shift to spirits /hard liquor...easier to transport
- Disastrous experiment to “de-nature” liquor....10,000 poisoned by Govt programme to contaminate stocks

Hiding the booze (illegal to sell and deliver....not to drink!)



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gettyimages®
Credit: George Rinhart

Speakeasies....10,000 in New York by 1926
.....collapse of enforcement



Political/ Social Impact

- Conflict Religious, rural, populates vs urban, immigrant communities
- Social division
 - No/light enforcement for wealth
 - Discrimination vs poor/minorities
- Crime
 - Rise of wealthy and politically powerful crime lords (Al Capone \$1BN+ per year in earnings
 - “State capture” by crime lords of cities: Chicago, Detroit, Pittsburgh

Invitation to Crime

- Italian immigrant community
 - Closely linked, secret societies
 - Marginal jobs, self help, brothel, gambling, narcotics
 - Self enforced, disciplined,
- Prohibition opportunity
 - Cash business
 - Public complicit/ political influence
 - Logistics, smuggling Canada, Cuba

Alphonse Gabriel Capone

Al Capone 1899-1947



- Born New York, Italian Immigrants
- Gang member, bodyguard, moves to Chicago to work for ...bouncer at brothel, promoted by boss
- Organises distribution of spirits from Canada, bootlegging'
- Responsible for deaths of more than 100 ,rivals across Chicago, personally batters to death 5 captured rivals
- Jailed for tax evasion, never found guilty of murderdies of syphilis on release from prison due to income tax evasion

A family man



gettyimages®
Credit: Chicago History Museum

And celebrity....at World Series Baseball game



There was also a dark side

The rewards of crime (Capone's Florida retreat)



gettyimages®
Credit: Miami Herald

Removal of former boss ..Frankie Vale 1928)



And rivals ...the truce meeting that
wasn't...St Valentines Day Massacre 1928



Al Capone quotes

- You accomplish more with a smile, a handshake, and a gun than you do with just a smile and a handshake.
- I'm a kind person, I'm kind to everyone, but if you are unkind to me, then kindness is not what you'll remember me for
- Some call it bootlegging. Some call it racketeering. I call it a business.

Mobsters ...Lucky Luciano. Legs Ed Diamond, Fatty Walsh,
... 'celebrities'glamorous, lethal, and ruthless



Prohibition and Crime

Homicides per 100,000

	USA	UK
1900	1.2	1.0
1920	5.0	1.3
1930	9.0	1.2
2023	6.0	1.1

Some context...Prohibition.....no 'civilians or families " killed

During 2023 : .Jamaica ...53/100,000, Mexico 26/100,000

"Shadow economy" grows to \$15n per year, 20% of entire economy

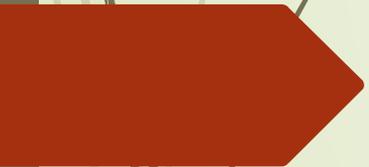
Crime organisations "take over" several city governments (Chicago, Pit

contaminate unions docks trucking industries

American History

Talk 27: Roaring Twenties (1921-1929)

Part four





Gangsterismproblems of prohibition

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Credit: George Reinhart

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Meanwhile the economy booms

The Consumer Society

... "Buy now pay later" culture emerges

- ▶ New Media
 - ▶ Radio
 - ▶ Bill boards.....response to cars
 - ▶ Movies
 - ▶ Consumer catalogues
- ▶ New Financing methods
 - ▶ Ford Weekly payment scheme....abandoned
 - ▶ General Motors Instalment plan....GM lends money to buy car
 - ▶ Introduction of instalment plan financing (Household Finance Corporation)
 - ▶ States relax limits on interest charged by credit companies

New phenomena : 75% purchases for durable goods on Instalment plans by 1929...no insurance, unemployment...all okay as long as pay continues

Consumer economy booms



“Everyone owns a car but us”—

You, too, can own an automobile without missing the money, and now, is the time to buy it—through the easiest and simplest method ever devised:

Ford Weekly Purchase Plan

Thousands of families, who thought a car was out of the question because of limited incomes, found that they could easily, quickly and surely buy a car of their own under this remarkable plan

You can own an automobile, and you should. It will mean so much to you. It will add much to the happiness of your family that is worth while. It will bring the most glorious pleasures into your life. It will increase your chances for success. It will give you and your family a social and business prestige that will be invaluable—and which you, and every family, should enjoy. A car is a symbol of success—a mark of achievement, and it brings opportunities to you that you would probably never secure otherwise. You should have a car of your own, and you can.

The Ford Plan makes it possible for anyone to own an automobile. It is so easy, simple and practical that many who could easily pay “spot cash” take advantage of it—and buy their car from weekly earnings. The plan is simply wonderful! Before you realize it, you are driving your own automobile. If you have felt that you did not make enough to buy a car, you must read *The Ford Plan Book*. Send for it. See how easy it is to get a car of your own, now, and pay for it without missing the money. It seems almost too good to be true, doesn't it? *But it is true.* Get the book—at once. Simply mail the coupon. *Mail it today!*

Give your family the advantages which others have. Get a car of your own. The Ford Plan Book tells you “how” you can buy a car and pay for it without missing the money. Get it! Read it! Mail Coupon Now. This Book will be Sent by Return Mail.



C O U P O N

FORD MOTOR COMPANY
Dept. E-3 Detroit, Michigan
Please send me your book, “The Ford Plan” which fully explains your easy plan for owning an automobile.

Name _____

R. F. D. Box or St. & No. _____

Town _____

State _____

Ford Motor Company
Detroit

IT IS EASY TO OWN A CAR BY USING THIS PLAN

IT'S FUN TO DRIVE THE CAR THAT STARTS A VOGUE



IN January... DeSoto "stole" the New York Motor Show. Remember? Next... it duplicated that success in every Show from Boston to the Coast.

Today... it's the Hit of the Highway. DeSoto has clicked. It has started a new trend in style. It has actually made thrift exciting.

While everybody was waiting to see what the other fellow would do... DeSoto stepped out... created a daring automobile at an incredible price.

It's different. Not because of minor refinements. From rounded radiator to de luxe tail-light, the whole car has been designed with new flair... new rhythm. It's original. Not an imitation.

No vibration... DeSoto has Floating Power. Nothing for your left foot to do... DeSoto has Automatic Clutch... perfected Free-Wheeling... Hydraulic Brakes... Double-drop, "X" girder-truss Frame... every feature you can think of.

That's nothing. Wait till you see the price-tag. \$675 and up... F. O. B. Factory. A bargain? Shucks... it's a miracle... even in times like these.

DeSoto Motor Corporation, Division of Chrysler Motors, Detroit, Michigan.

DE SOTO SIX *America's Smartest low-priced Car* \$675 AND UP
F.O.B.
FACTORY



CHEVROLET

**CHEVROLET
TRUCKS**

**1928
Commercial Line**

CHEVROLET MOTOR COMPANY, DETROIT, MICHIGAN
Division of General Motors Corporation

New financial products

American Express Travelers Cheques are Money Everywhere



Insure your funds - for every journey
by carrying American Express Travelers Cheques
Buy them at Banks or Express Offices

123396464

FORM 1945 - MARCH 1925 PRINTED IN U.S.A.

LUTZ & SHEINKMAN, LITH. N.Y.

"My Automatic Cook lets me shop when I please"

"My range does not keep me in the kitchen. It starts things cooking whenever I desire and shuts itself off at exactly the right moment, whether I am there or not—it's a Westinghouse Automatic."

THE WESTINGHOUSE Automatic Electric Range will enable you, too, to shop or play or rest when you please, with the comfortable certainty that you will never find your dinner scorched or dried out, and that the finest flavors of the food will be retained.

Results are not only certain, but *uniformly good*, since the range, because of its exact heat regulation, will always exactly duplicate its happiest previous effort.

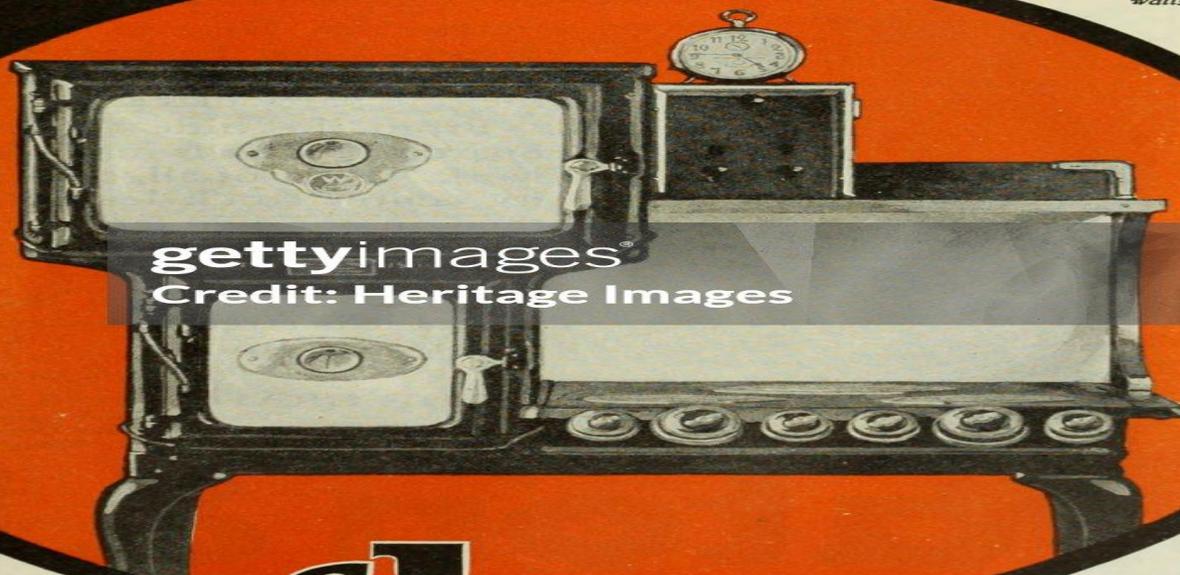
The Westinghouse Automatic Electric Range is doing this kind of cooking for thousands of women, in kitchens that stay cool, at a cost for current more reasonable than you might expect, and with considerable savings in food weight.

WESTINGHOUSE ELECTRIC & MANUFACTURING CO.

The modern home is equipped with plenty of convenience outlets in walls and base boards.



The "range with the clock" both starts and stops cooking automatically. See it at your light and power company, or at the Westinghouse store, where the dealer will be glad to show you other Westinghouse appliances also, including "the Iron that women designed," the Toaster Stove, Percolators, and Cozy Glow.

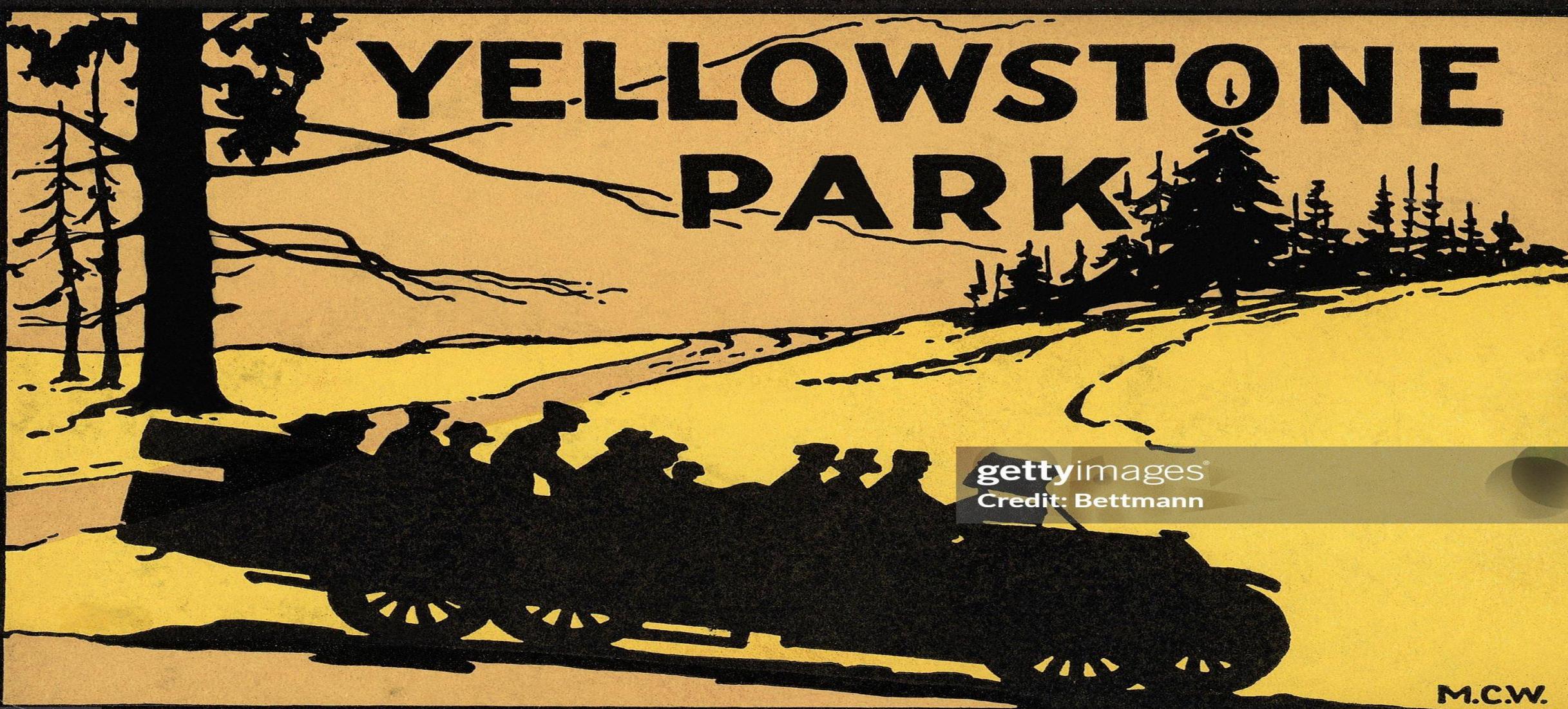


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Credit: Heritage Images

Westinghouse

ELECTRIC RANGES WITH AUTOMATIC CONTROL

YELLOWSTONE PARK



gettyimages®
Credit: Bettmann

M.C.W.

THE WORLD'S GREATEST
SEWING MACHINE
NEW HOME

LIGHT RUNNING



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Credit: Popperfoto

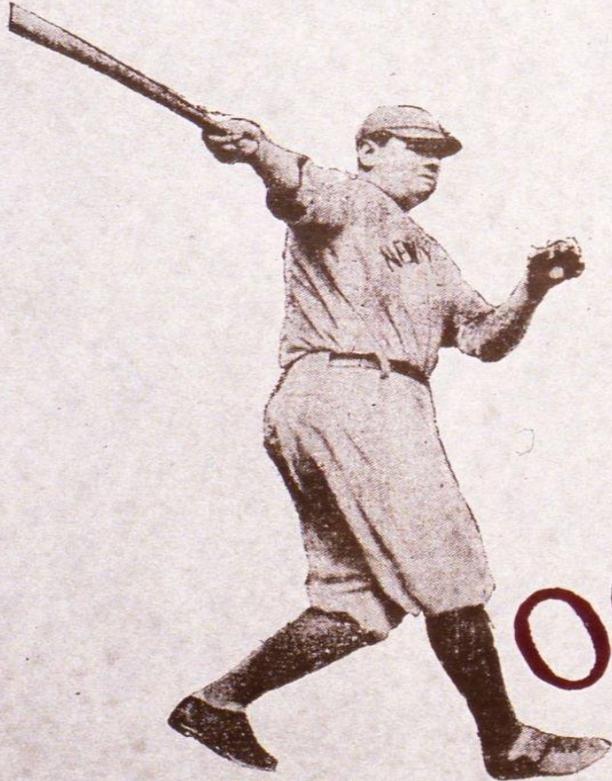
Boom in professional sports

OCTOBER 22, 1927

See **BABE RUTH** and **LOU GEHRIG**

Home Run Kings of the Universe---
3:30 P. M. Monday, at Oak Park Play
Their Benefit Game---

for
**STOCKTON KNIGHTS OF COLUMBUS
CHRISTMAS
CHARITY FUND**



BABE RUTH



LOU GEHRIG

When Babe Ruth and Lou Gehrig consented to play baseball in Stockton for the benefit of the Knights of Columbus Christmas Charity Fund it meant two things—help for that worthy cause and a chance for every man, woman and child to see the far-famed heroes of the diamond. THE PROFITS OF THIS GAME GO TO THE KNIGHTS OF COLUMBUS CHRISTMAS CHARITY FUND. Keep that in mind—and whether you are a baseball fan or not—be at Oak Park next Monday to see Babe Ruth and Lou Gehrig hit home runs for the Knights of Columbus Fund.

GAME STARTS PROMPTLY AT 3.30 P. M. Watch the Mighty Babe and his rival friend, Lou Gehrig, play baseball as it should be played. It's a wonderful opportunity to see these stars in your own city, and as you sit watching them, you are putting money—needed money—into the Christmas Charity Fund of the Knights of Columbus. Tickets are \$1.00, children 50c. Get them at Henry Jacobse Sutter Cigar Store, United Bank and Trust Store, The Arcade, United Bank and Trust Co., County Treasurer's Office, and at Oak Park before they are gone. Be there. Let nothing keep you away from next Monday's game.

You can help Babe Ruth and Lou Gehrig help the Knights of Columbus Fund.

This advertisement is run in the interest of the Stockton Knights of Columbus Christmas Charity Fund by the following firms and individuals:

D. Dinubilo & Co.
335 S. California St.

C. C. DeYoung
Coroner

M. Friedberger & Co., Jewelers
339 East Main St.

R. L. Gianelli, Attorney
United Bank and Trust Bldg.

Lewis & Green, General Contractors
Commercial Savings Bldg.

Dr. Wm. P. J. Lynch
Commercial Savings Bldg.

C. A. Heineman
19 S. Sutter St.

A. T. Minahan, Class A Garage
125 S. Sutter St.

J. B. Kennedy, Attorney
Wilhoit Building

V. Leonardini, Real Estate
18 S. San Joaquin

Thomas R. Browne, Pumps and Engines
835 East Main St.

Dr. F. J. O'Donnell
Commercial Savings Bldg.

Wm. J. Quinn, The White Lines
28 S. Madison St.

Gustave Rausch
25 S. El Dorado St.

Stuart Bros., Grocers
201 W. Poplar St.

Tom Scally, Hardware
28 N. California St.



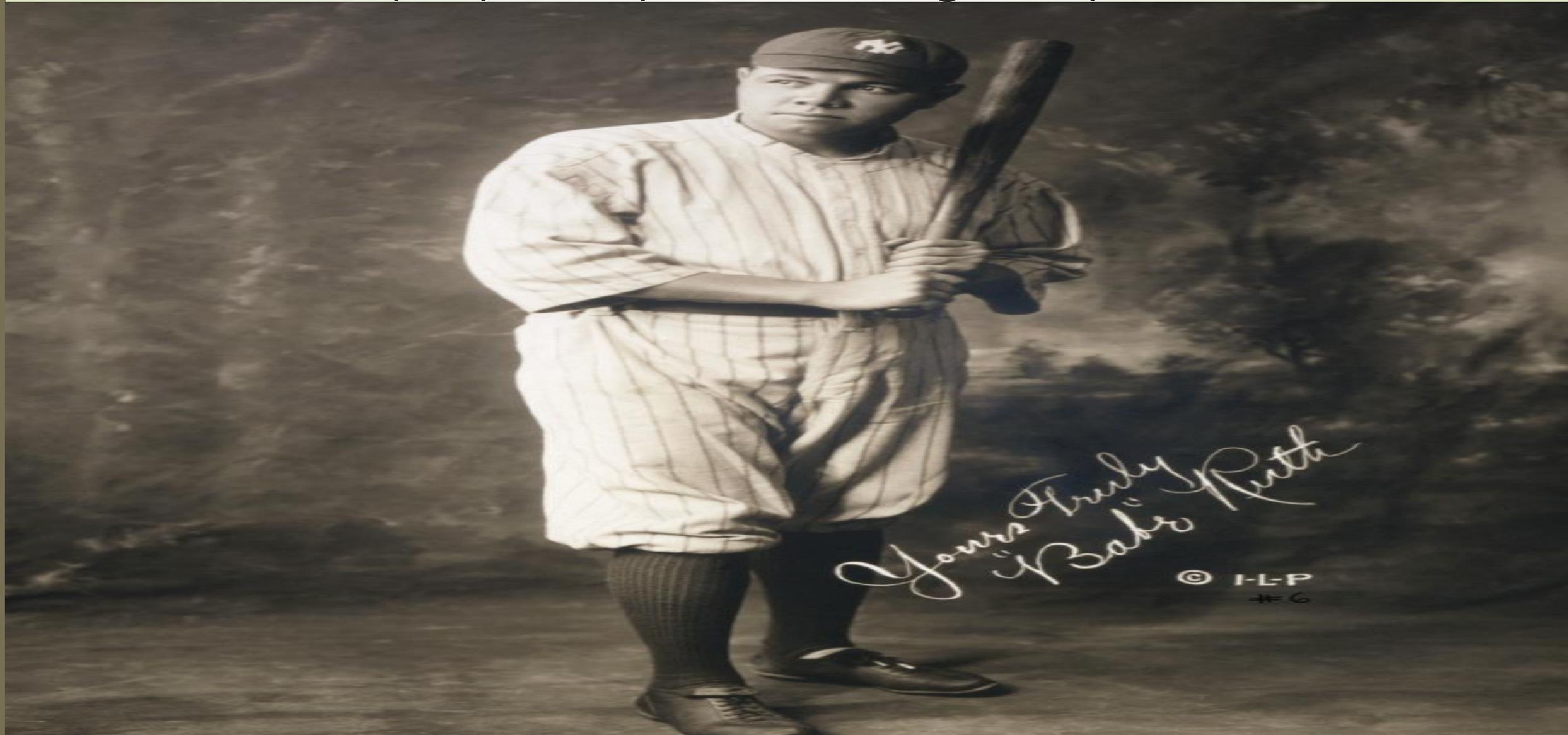
This is a time of heroes

Charles Lindbergh (1902-1974)
...first solo flight across the Atlantic



George Herman (Babe) Ruth (1895-1948)

...baseball player, superstar & highest paid athlete



Richard Byrd (1888-1957)
...first to fly over north and south poles



Amelia Earhart (1897-1938?)

...first woman to fly across Atlantic



The new President Hoover: all American hero self made man, industrialist, humanitarian.



“Ours is a land rich in resources; stimulating in its glorious beauty; filled with millions of happy homes; blessed with comfort and opportunity. In no nation are the institutions of progress more advanced. In no nation are the fruits of accomplishment more secure. In no nation is the government more worthy of respect. No country is more loved by its people. I have an abiding faith in their capacity, integrity and high purpose. I have no fears for the future of our country. It is bright with hope.”



What could possibly go wrong?

....see next talk : Great Depression & New Deal