

A Prospering Society

American History
Chapter 12

Growth of the Middle Class

❖ Americans as Consumers

- ❖ Between 1923-1929, real income grew by 11%
- ❖ Americans could consume the goods that they produced
- ❖ Luxuries and necessities were more available and affordable
- ❖ Americans were experiencing a rise in their **standard of living**
- ❖ The United States was becoming a vast consumer society!



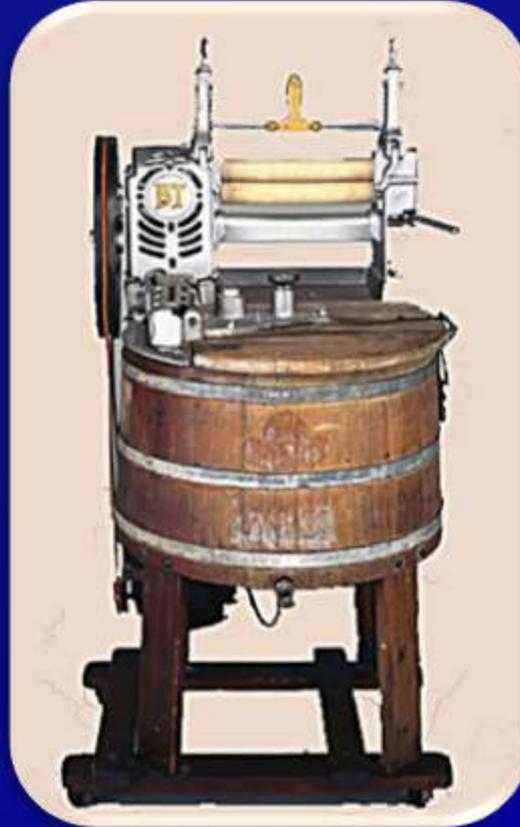
Growth of the Middle Class

❖ New Consumer Products

- Year around fresh fruits and vegetables
- Prepackaged Foods
- Sliced Bread
- Factory made clothing
- Electric Irons, Vacuum Cleaners, Toasters, Radios, Washing Machines, & Refrigerators



Growth of the Middle Class



❖ New Consumer Products

- ❖ Labor Saving Devices meant more time for leisure
- ❖ Telephones made communication easier
- ❖ Electricity became common in people's homes
- ❖ Indoor plumbing became more abundant

Growth of the Middle Class



❖ Poverty in the Midst of Plenty

- ❖ Increased production resulted in lower prices
- ❖ Tractors replaced horses, and production increased
- ❖ Farmers suffered when overproduction led to low prices

Growth of the Middle Class

- ❖ Poverty in the midst of plenty
 - ❖ More electricity meant less demand for coal
 - ❖ Shorter skirts and silk stockings reduced the demand for cotton
 - ❖ Textile mills shut down and overall factory employment decreased



Growth of the Middle Class



❖ America Hits the Road

- ❖ Between 1908 and 1927, 15 Million Model Ts were produced
- ❖ There was one automobile for every 5.3 persons
- ❖ You could buy a new car for less than \$300

Growth of the Middle Class



❖ Shifting the Economy

- ❖ Automobile manufacturing stimulated industries such as steel, rubber, petroleum, glass, lead, & nickel
- ❖ Garages, filling stations, road construction, roadside parks, restaurants, and motels were products of the automobile culture.

Growth of the Middle Class



❖ Shifting the Economy

- ❖ By 1927 The U.S. had 50,000 miles of hard surfaced roads and that number was growing by 10,000 miles per year
- ❖ East-West Routes had Even Numbers, North-South Routes had odd numbers

Growth of the Middle Class



❖ The Romance of the Automobile

- ❖ The automobile became part of the American dream
- ❖ Ford introduced the Model A in a variety of colors
- ❖ Cars made a statement about the people who owned them

Growth of the Middle Class



❖ The Driving Culture

❖ The car changed American culture

❖ Dating habits, family outings, shopping, vacations, Sunday drives, driving into the city to work

❖ Cultural changes are still with us today

Growth of the Middle Class

❖ The Driving Culture

- ❖ In the 1920s, many people went in debt to buy their first car
- ❖ By 1927 2 out of 3 cars purchased were bought with installment payments
- ❖ Put money down and drive away with easy monthly payments

**The Finest Quality Sedan
at Low Cost — \$775**

Truly a beautiful car—handsome Fisher body finished in rich, durable Duco—construction typical of the highest priced cars—power to spare. Check price for price, value for value—you will find that Chevrolet gives you the most for your dollar.

The Coach	• 995
The Coupe	• 675
The Touring	• 525
The Roadster	• 525
The Sedan	• 425
The Truck	• 350

CHEVROLET MOTOR COMPANY, DETROIT, MICHIGAN
DIVISION OF GENERAL MOTORS CORPORATION

QUALITY AT LOW COST

Growth of the Middle Class

❖ Buying on Time

- ❖ For the first time in American history, debt was not viewed as "shameful"
- ❖ In 1928, credit purchases accounted for 85% of furniture, 80% of phonographs, 75% of washing machines and radios, and 70% of refrigerators
- ❖ Buying on credit could add 40% to the total purchase price

92 THE ATLANTIC MONTHLY



Model 100
Cabinet Radio
Speaker. Price \$25

Model 8
Radio Highboy
Price \$140

Model 59
Radio-Phonograph
Combination. Price \$315

Model 200
Console Radio-Speaker
Price \$50

Model 199
Five Tube Receiving
Set . . . Price \$125

NEUTRODYNE
All instruments slightly
higher in the Far West

All instruments are priced
without sales or delivery

Bring to your home all the marvellous
entertainment of air and record

RADIO AND PHONOGRAPH have been brought into
perfect union at last. This is instantly apparent
on inspection of the Adler-Royal Radio-Phonograph
Highboy illustrated above.

This model represents a four-fold
accomplishment unmatched in its
field:

- Superior phonograph rendition.
- Perfect radio reception and reproduction.
- A mechanical arrangement of the utmost convenience, and
- A cabinet of exquisite workmanship and distinctive charm.

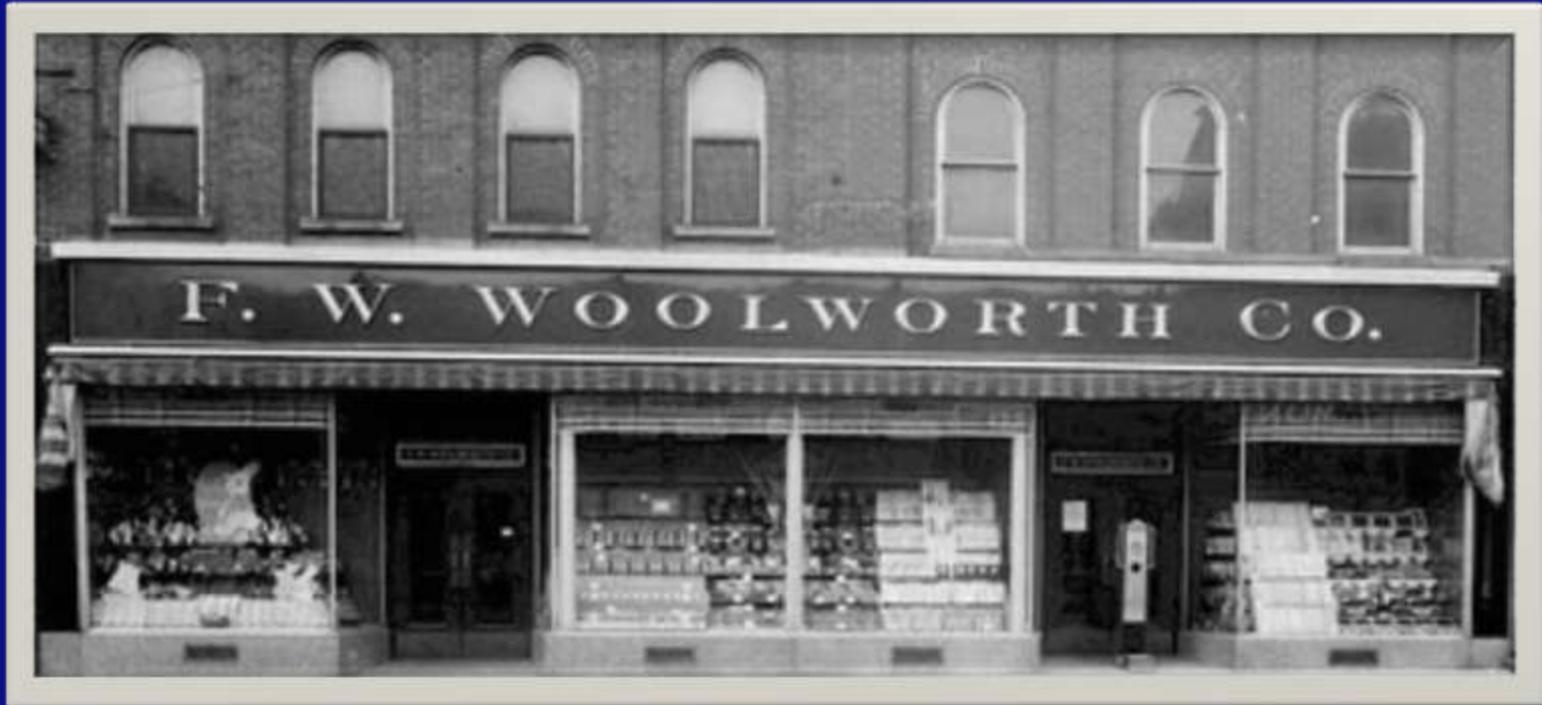
Adler-Royal instruments include
Radio Sets, Phonographs, Combinations and Radio Speakers;
among which you will be sure to
find just the one suited to your
requirements in style and price.

Write for descriptive catalog and
name of nearest Adler-Royal dealer

ADLER MANUFACTURING CO., INC.
881 Broadway New York City
QUINCY, ILLINOIS, U.S.A.

ADLER-ROYAL
Phonograph and Radio

Growth of the Middle Class



❖ Chain Stores

- ❖ New "chain stores" opened up in the 1920s
 - ❖ Grocery stores- A & P, Safeway, Piggly Wiggly
 - ❖ Department stores- Sears & Roebuck, J.C. Penny, F.W. Woolworth
 - ❖ By 1929 there were 160,000 chain stores offering lower prices and greater selection

Growth of the Middle Class

- ❖ Buy, Buy, Buy! The Growth of Advertising
 - ❖ In the 1920s, advertisement was used to create public demand
 - ❖ It changed what we ate, what we wore, and our work and play
 - ❖ The new "mass media" reached large numbers of people
 - ❖ Radio, Newspapers, Magazines, & Billboards
 - ❖ 70% of the cost of goods went to pay for advertising



80% OF THE

Advertising in the UNITED STATES is placed through the Agency of

J. WALTER THOMPSON,
NEW YORK.

He being Exclusive Agent of the Majority and the Special Agent for all Magazines.

30 THE STANDARD LIST OF MAGAZINES.

This list has established a reputation among advertisers of bringing the best returns for money expended of any list of periodicals in the United States. They reach the homes of well-to-do people who have the means to purchase and intelligence to appreciate the desirability of an article brought to their notice. For permanence, character and paying qualities, this list is unrivaled. This list includes all Magazines desirable to use.

The List.	Cottage Hearth.	Herald of Health.	Popular Monthly.
American Garden.	Cosmopolitan.	Lealle's Bazaar.	Pop. Science Mo.
Arthur's Home.	Domestic.	Lippincott's.	Scribner's.
Art Journal.	Dymally's Mag.	Our Little Ones.	St. Nicholas.
Billion's.	Eclectic.	Osting.	St. Louis.
Budget of Wit.	Fireside Monthly.	Overland.	The Season.
Century.	Godey's.	Peterson's.	Vick's Monthly.
	Harper's.	Pleasant Hours.	Wide Awake.

THE RATE:

Five lines or over, \$12 per line nonpareil, each insertion. Less than five lines, \$15 per line nonpareil, each insertion. Only first-class advertisements received. All advertisements set in column and measured in nonpareil. Cuts inserted and forwarded without extra charge. A copy of each issue of the Magazine containing "Ad" will be sent to the advertiser. If you do not wish the entire list, select such as you want and send for an estimate. Prices given for any Magazine not on the list upon application. Always address,

J. WALTER THOMPSON,
38 Park Row, - - - New York.
Or the H. P. Hubbard Co., Special Representative, New Haven, Conn.

Growth of the Middle Class



- ❖ A Decade of Fads and Fashion
 - ❖ The focus of the 20s was on youth
 - ❖ Young people symbolized fashion, dress, music and language
 - ❖ Fads started on college campuses spread nationally
 - ❖ Fads spread quickly with the growing national media

Growth of the Middle Class

❖ New Ideas of Beauty

- ❖ The 1920s Girl- The Flapper

- ❖ Flapper refers to the open galoshes she wore

❖ The Flapper:

- ❖ Bound her chest to flatten it

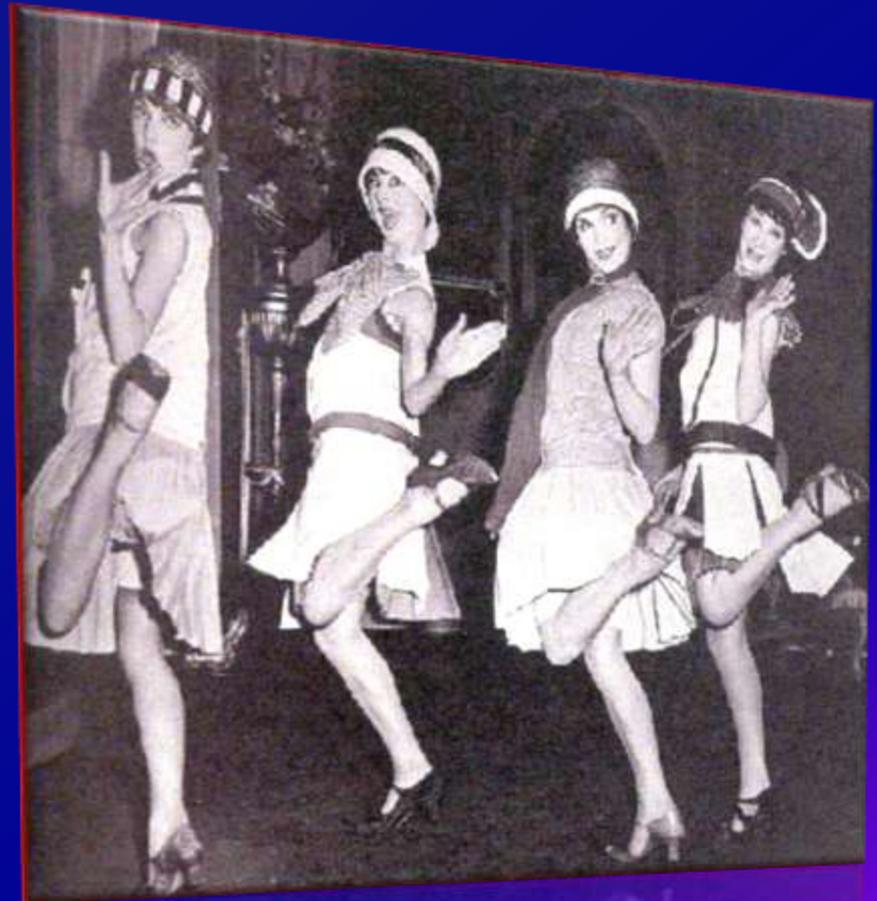
- ❖ Had shorter skirts

- ❖ Bobbed her hair short

- ❖ Wore tight hats

- ❖ Rolled down silk stockings

- ❖ Wore a lot of makeup



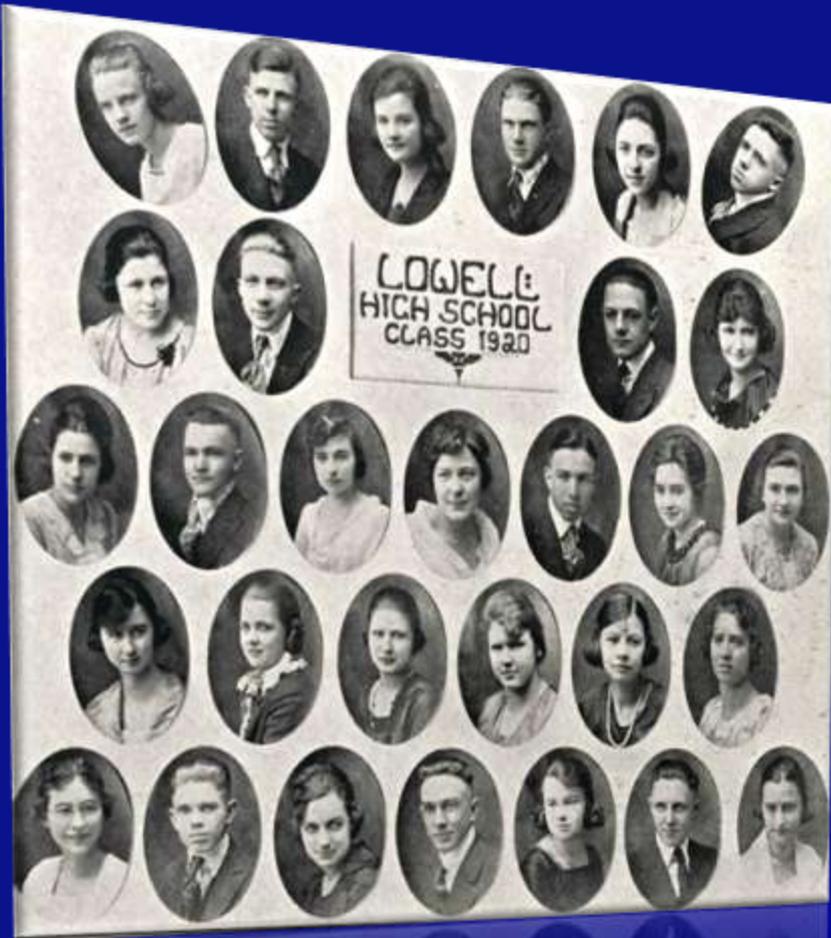
Growth of the Middle Class

❖ Women's New Freedoms

- ❖ Women enjoyed new freedoms that ten years earlier would have got them arrested
- ❖ Society encouraged the new liberated behavior
 - ❖ The Women's Movement gave women new freedom
 - ❖ The increased use of the automobile also led to new freedoms



Growth of the Middle Class

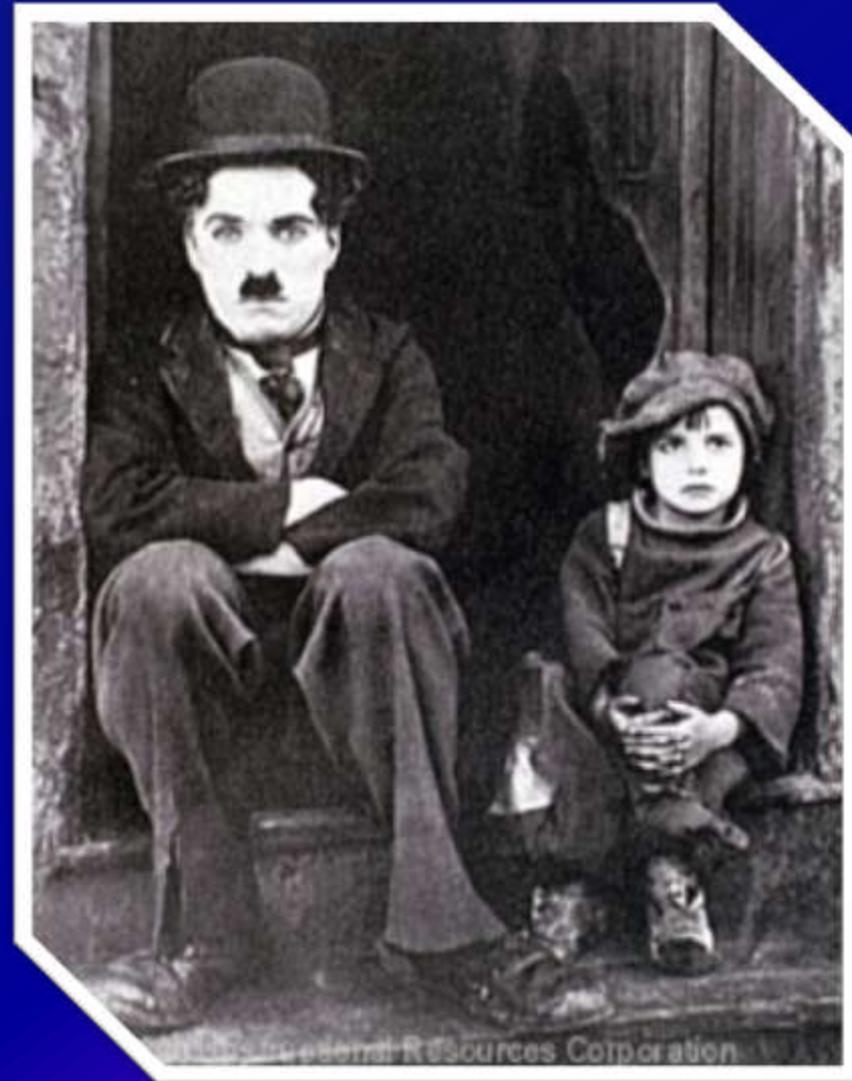


❖ School Days

- ❖ Families could afford to keep their kids in school longer in the 1920s
- ❖ By 1930 over half of high school aged kids were still in school
- ❖ Many communities build new schools in the 1920s
- ❖ Only one out of eight kids went to college in the 1920s

The Jazz Age

- ❖ At the Movies
 - ❖ Films were silent until "*The Jazz Singer*" in 1927
 - ❖ The cost of a movie was 10¢
 - ❖ Movies appealed to all ages, but especially the young
 - ❖ Each seat cost the same, so class differences were lessened
 - ❖ The same films were shown nationally, breaking down regional differences



The Jazz Age



Rudolph Valentino

❖ At the Movies

- ❖ Many people questioned the morality of the films
- ❖ Movies encouraged immoral behavior
- ❖ Most had a moral message at the end
- ❖ Films were carefully censored for the content shown

The Jazz Age

Charles Spencer Chaplin (1889 - 1977) with actress Mary Pickford (1893 - 1979), actor Douglas Fairbanks (1883 - 1939) and film director D. W. Griffith (1875 - 1948) on the day they formed the **United Artists** corporation in 1919.



❖ At the Movies

- ❖ Movie stars became national celebrities
- ❖ Stories were publicized about their private lives
 - ❖ Stars transformed American tastes and behaviors
 - ❖ 30,000 Women mourned the death of Rudolph Valentino in 1926

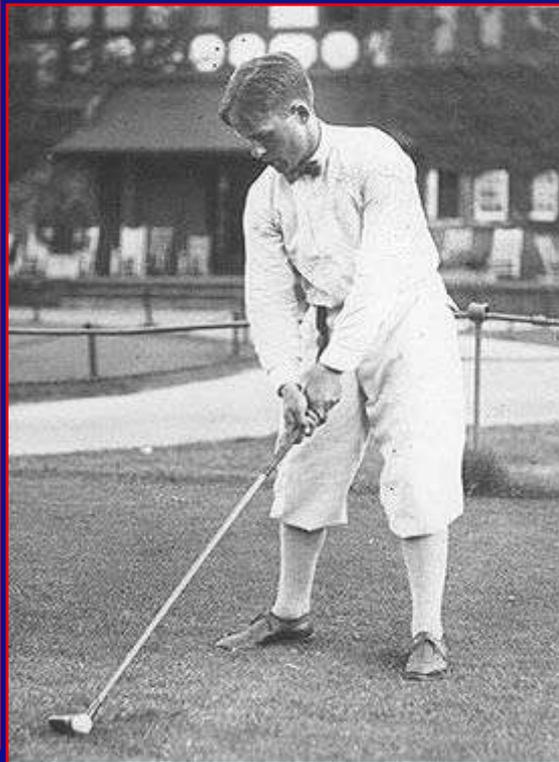
The Jazz Age



❖ New American Heroes

- ❖ In the 1920s people had the money to play
 - ❖ Golf Courses, Tennis Courts, Baseball Diamonds, Swimming Pools, Summer Camps, & Playgrounds were opened to the public

The Jazz Age



❖ Sports Stars

- ❖ Increasingly in the 1920s Americans cheered for professional sports heroes like baseball's Babe Ruth, golf's Bobby Jones, and boxing's Jack Dempsey
 - ❖ When Dempsey lost his title in 1926 he told his wife "honey, I forgot to duck"

The Jazz Age



❖ Sports Stars

- ❖ 19 Year Old Gertrude Ederle became the first woman to swim the English Channel
- ❖ Her determination to accomplish that feat inspired all Americans
- ❖ She was welcomed home with a "ticker tape" parade in New York City

The Jazz Age

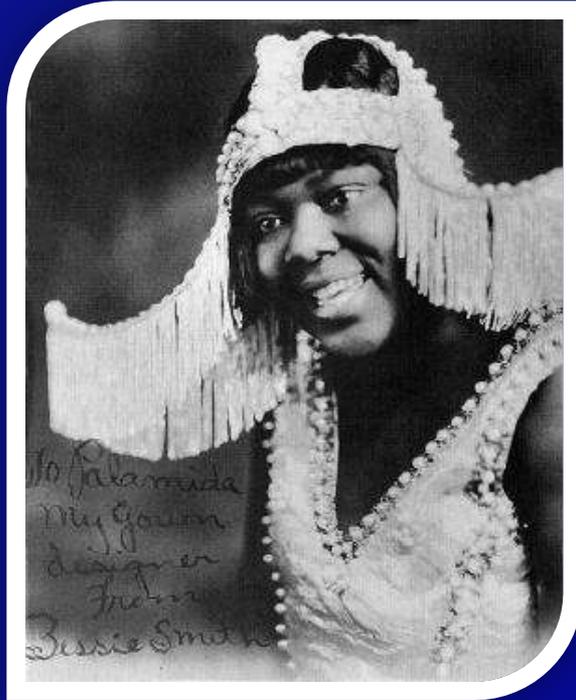
- ❖ The Lone Eagle
 - ❖ 1927- Lindberg made the first solo flight across the Atlantic Ocean
 - ❖ To Americans, Lindberg's accomplishment was an act of individual heroism
 - ❖ Amelia Earhart became the first woman to fly across the Atlantic in 1928



The Jazz Age



The Jazz Age

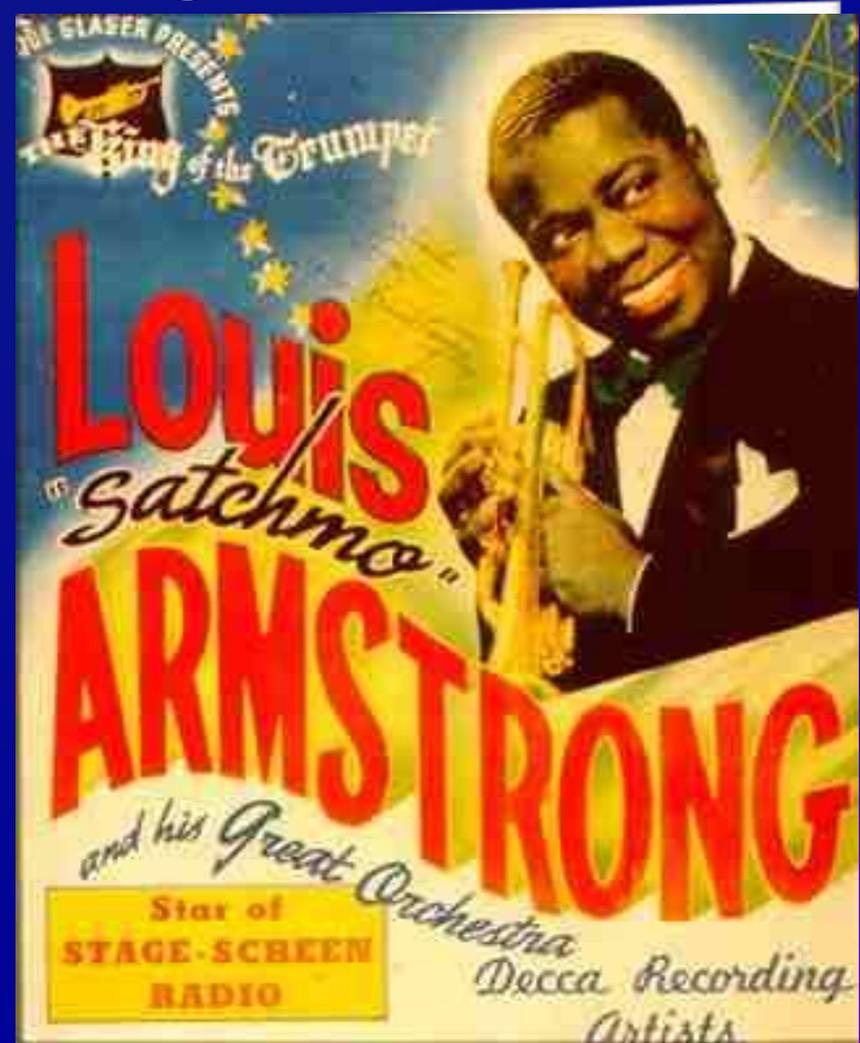


❖ New Rhythms in the Air

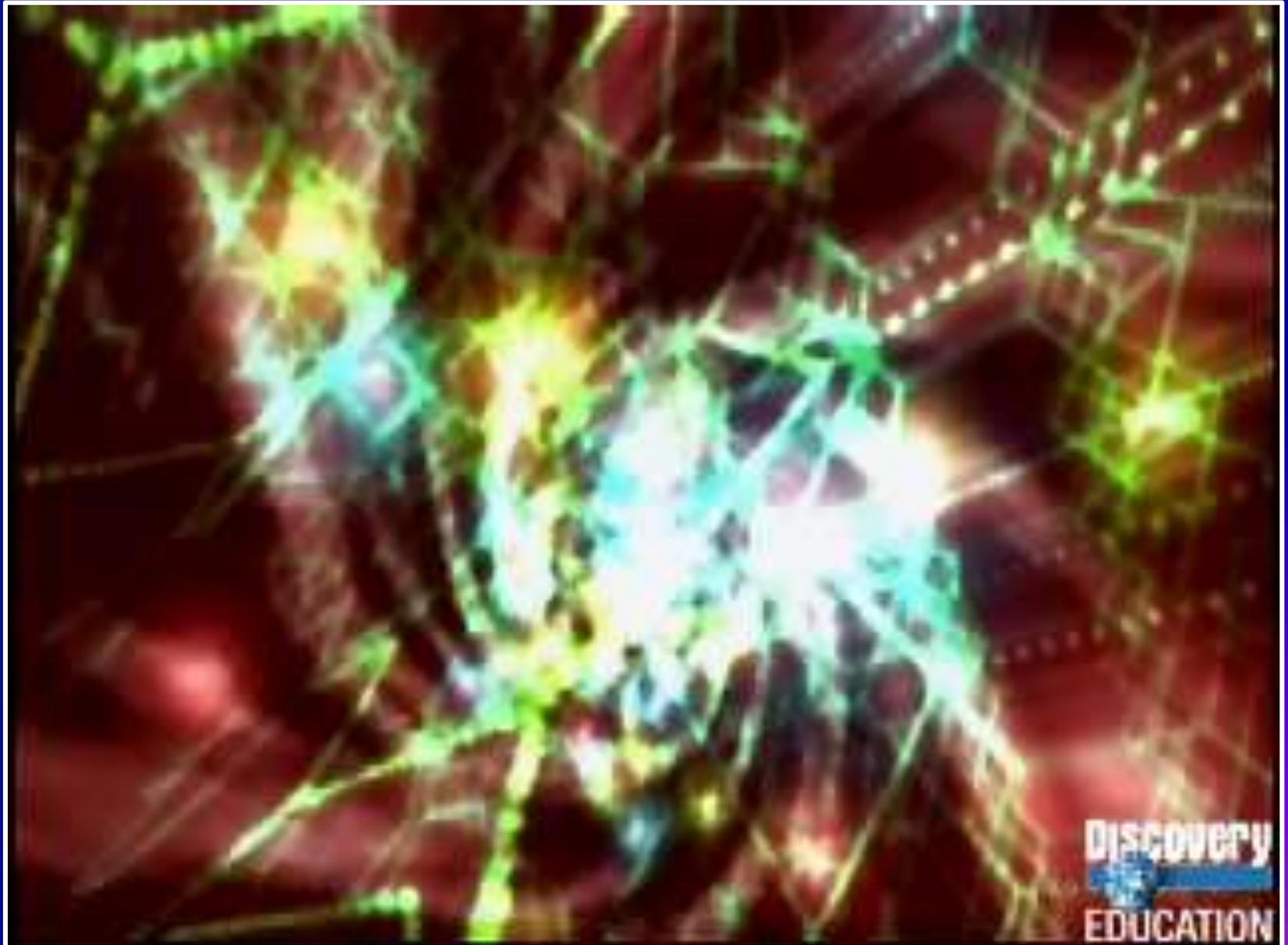
- ❖ Jazz and the Blues originated in New Orleans by African Americans, and moved north during World War I
- ❖ Singers such as Bessie Smith and Gertrude Rainey sang in clubs on the south side of Chicago

The Jazz Age

- ❖ New Rhythms in the Air
 - ❖ In 1920 King Oliver's Creole Jazz Band moved to Chicago
 - ❖ The band featured trumpet player Louis Armstrong
 - ❖ Armstrong became the nation's most famous jazz musician of all time
 - ❖ "Satchmo" continued to perform until his death in 1971



The Jazz Age



The Jazz Age

- ❖ New Rhythms in the Air
 - ❖ The Charleston was the dance of the age
 - ❖ The Charleston craze swept the nation
 - ❖ It was a high energy dance with flying beads and crossed hands
 - ❖ Older people considered the dance immoral, shocking, and scandalous



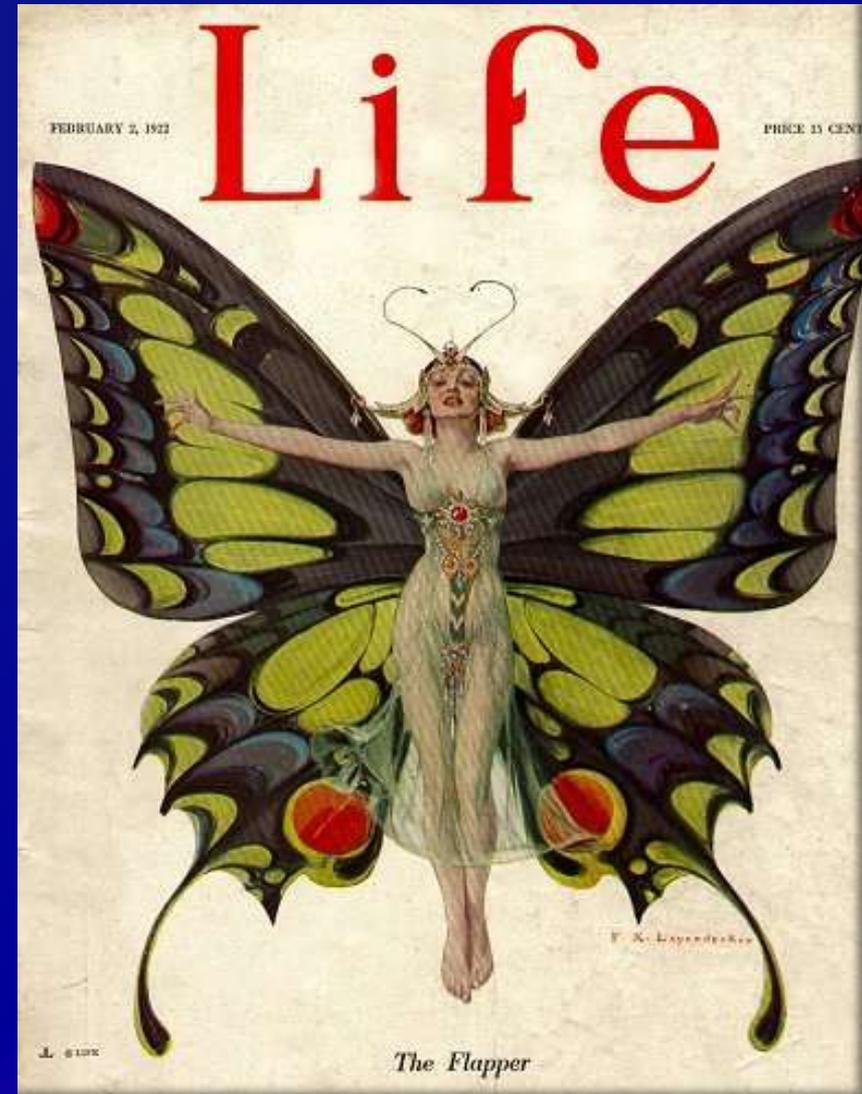
The Jazz Age



- ❖ New Rhythms in the Air
 - ❖ As electricity became more common, radios and phonographs appeared in homes across the country
 - ❖ By the mid 1920s, most people had radios in their homes
 - ❖ Radio brought entertainment and advertising to the mass market and helped stimulate the mass-market economy

The Jazz Age

- ❖ Time to Read
 - ❖ Magazines and newspapers were popular in the 1920s
 - ❖ Chains of newspapers called "syndicates" appealed to national audiences
 - ❖ Tabloids swept the country publicizing scandals and fads
 - ❖ Major publishing houses such as Simon and Schuster also developed



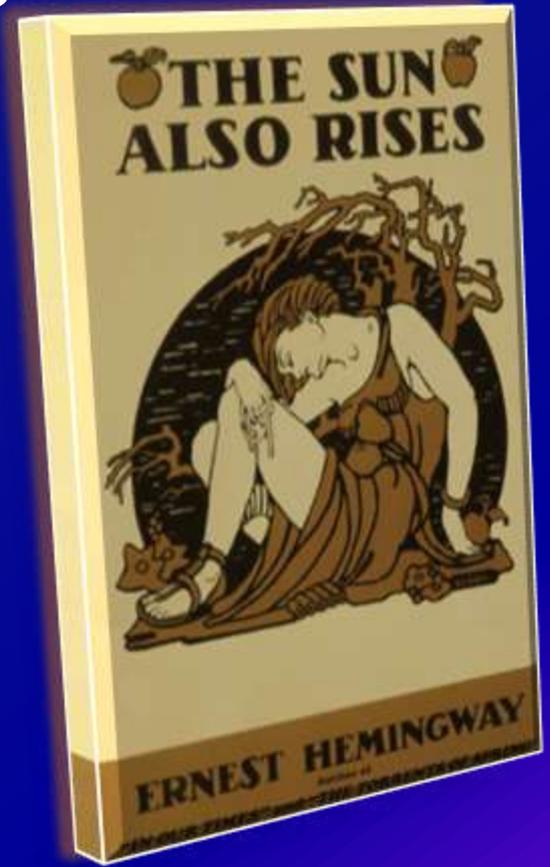
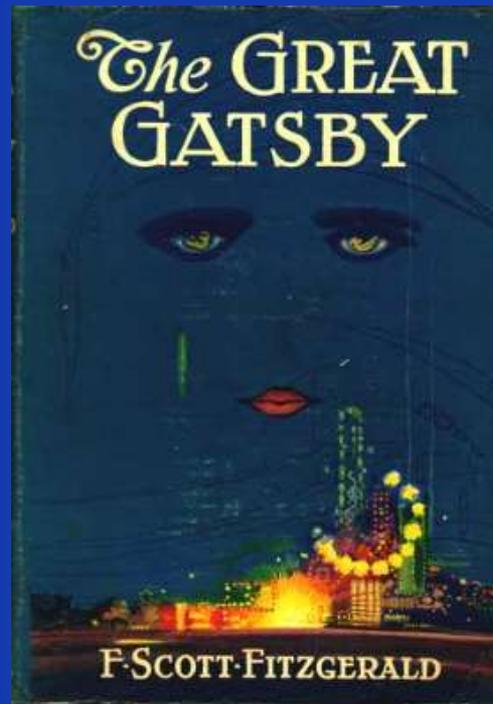
The Jazz Age



❖ The Lost Generation

- ❖ Writers started questioning American materialism
- ❖ They questioned a society that placed a greater emphasis on money and goods than it did on intellectual, spiritual, or artistic concerns (they did so from France)
- ❖ Prime examples were Ernest Hemingway, F. Scott Fitzgerald, and Gertrude Stein

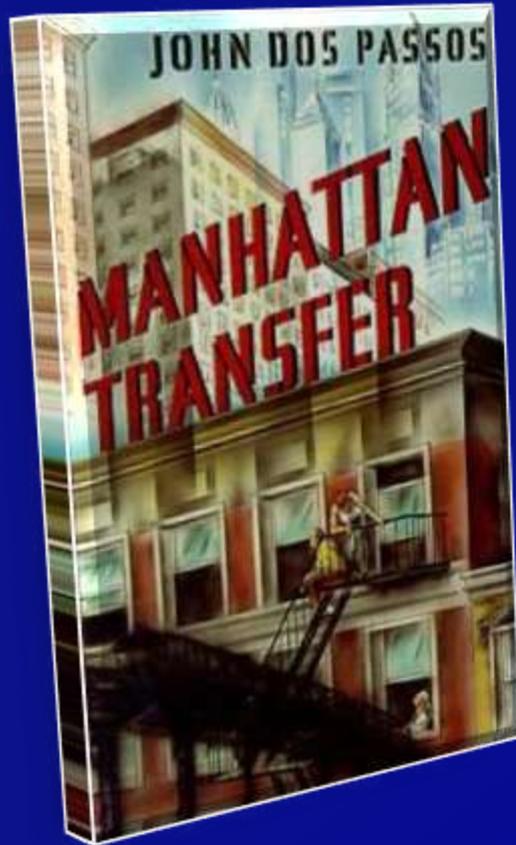
The Jazz Age



❖ The Lost Generation

- ❖ Hemingway's "The Sun also Rises" talks about the despair of the "lost generation"
- ❖ The Great Gatsby is considered F. Scott Fitzgerald's greatest work tells of the empty lives of Americans with too much money

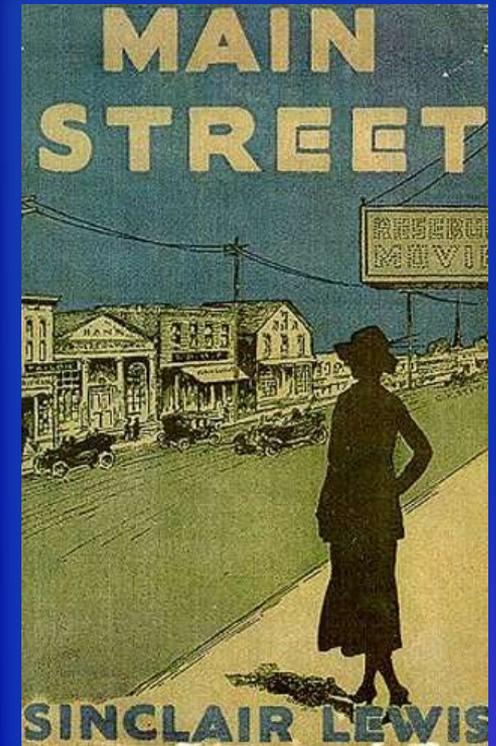
The Jazz Age



❖ The Lost Generation

- ❖ Within the United States we experienced one of the greatest literary periods in history
- ❖ John Dos Passos suggested two nations, one for the rich and one for the poor

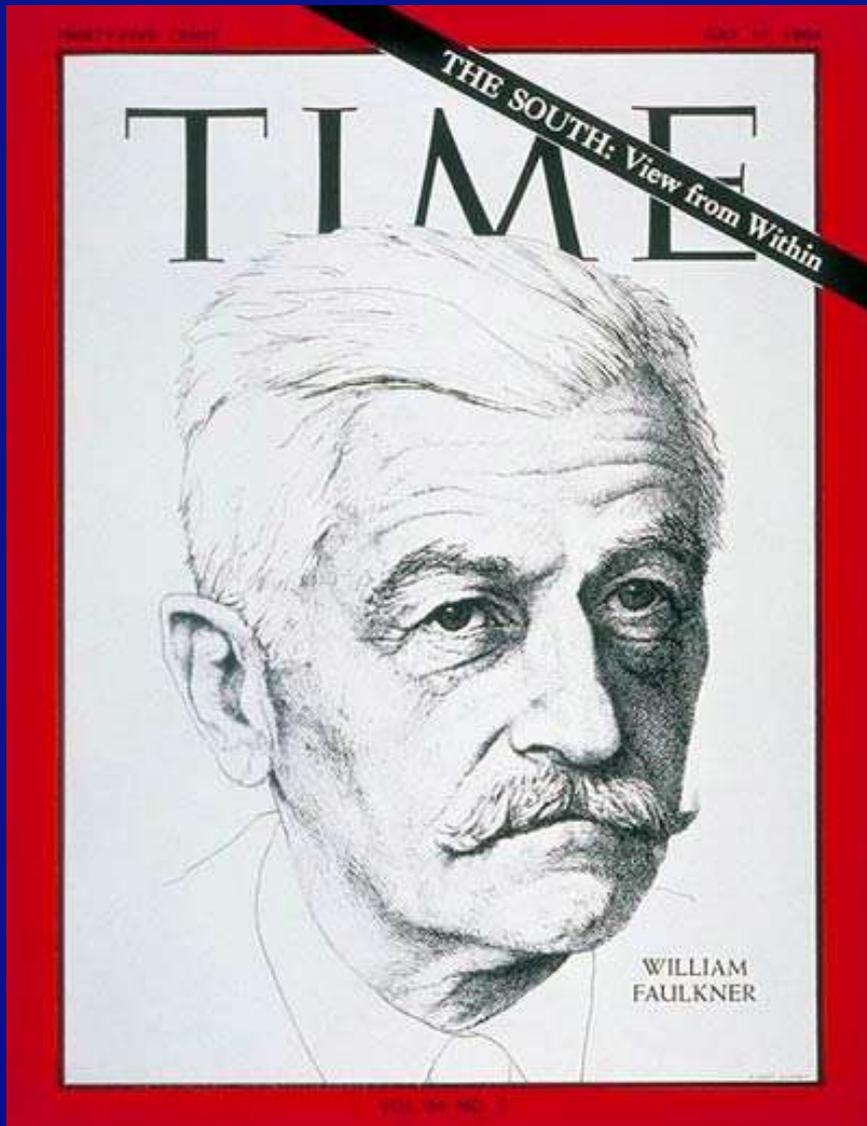
The Jazz Age



❖ The Lost Generation

- ❖ Sinclair Lewis attacked American materialism in novels such as "Babbitt" and "Main Street"
- ❖ Babbitt is still used to refer to a person that is influenced and driven by advertising

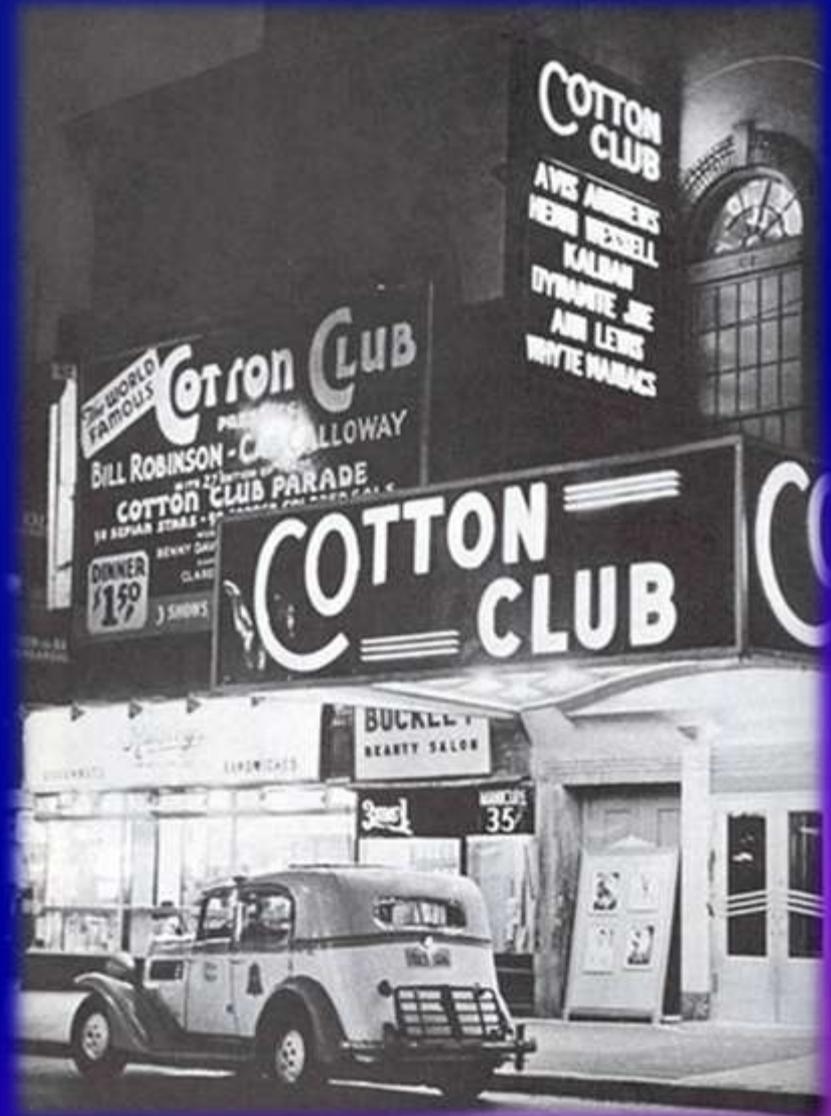
The Jazz Age



- ❖ The Lost Generation
 - ❖ Some critics called the South a "wasteland of the fine arts"
 - ❖ A native of Mississippi, William Faulkner would eventually win a Nobel Prize for literature

The Jazz Age

- ❖ The Harlem Renaissance
 - ❖ A literary, artistic, and performing arts movement of African Americans in Harlem, New York
 - ❖ Many African American writers began to express their anger over Northern racism

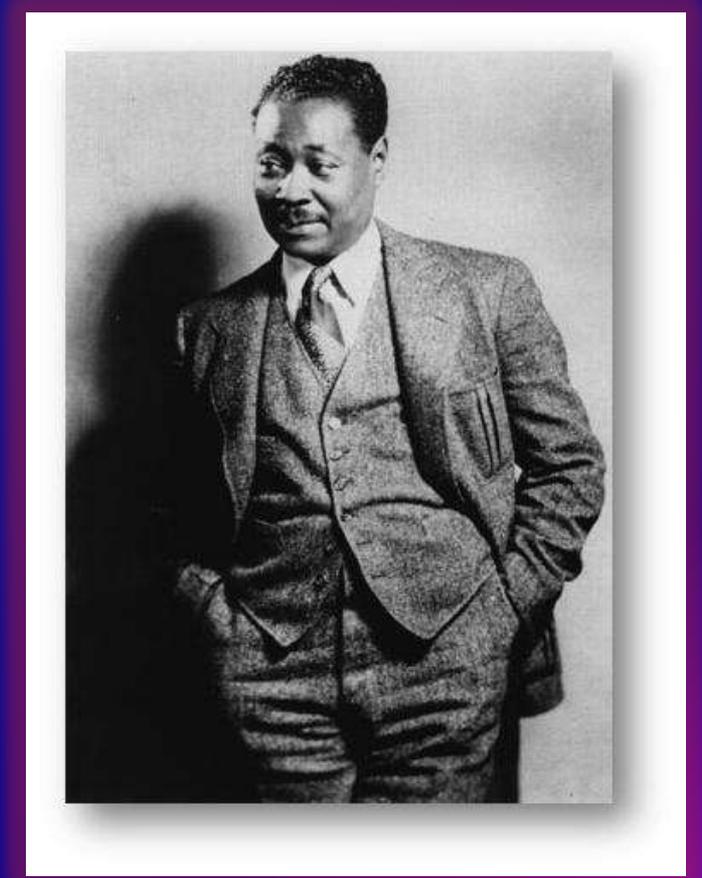
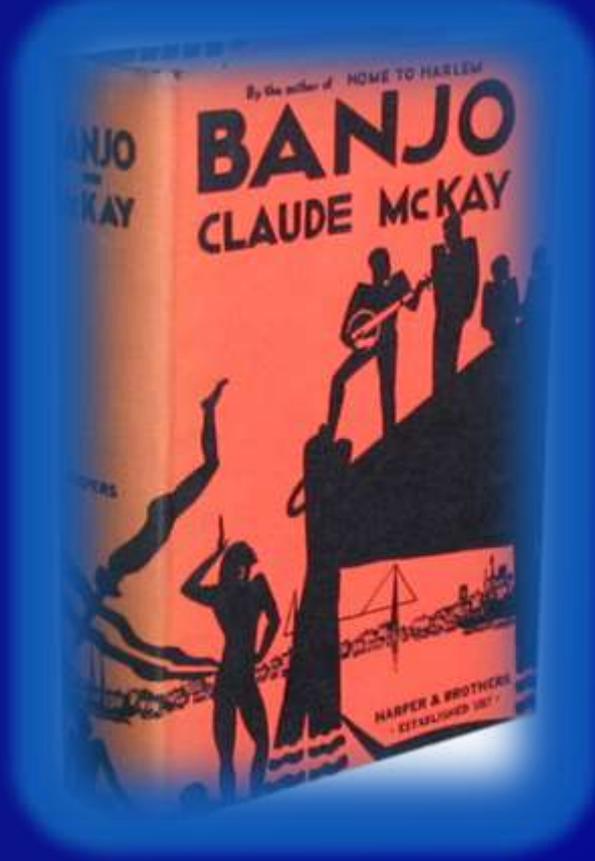


The Jazz Age



- ❖ The Harlem Renaissance
 - ❖ One of the best known authors of the movement was Langston Hughes
 - ❖ The poet Hughes used blues and jazz rhythms in his poetry
 - ❖ "If white people are pleased, we are glad. If they are not it doesn't matter."

The Jazz Age



❖ The Harlem Renaissance

- ❖ Claude McKay challenged African Americans to fight for their rights
 - ❖ In 1928 McKay expressed his fascination with the different shades of people that were all considered black

Cultural Conflicts

- ❖ The Power of Religion- The Scopes Monkey Trial
 - ❖ John Scopes, a Tennessee biology teacher had violated the state law by teaching evolution
 - ❖ The Butler Act, passed in 1925 mandated divine creation
 - ❖ The trial symbolized many struggles in the U.S. over religion, alcohol, morality, and national loyalty
 - ❖ The national media turned all eyes to Tennessee



John Scopes

Cultural Conflicts



Clarence Darrow

W.J. Bryan

- ❖ The Power of Religion- The Scopes Monkey Trial
 - ❖ Liberal urban attorney Clarence Darrow defended Scopes, while conservative William Jennings Bryan from Nebraska joined the prosecution as an expert on the Bible

Cultural Conflicts



- ❖ The Power of Religion- The Scopes Monkey Trial
 - ❖ Darrow questioned Bryan about the Bible's account of creation
 - ❖ The jury found Scopes guilty and fined him \$100
 - ❖ Biology teachers continued to violate the law and teach evolution

Cultural Conflicts



- ❖ The Power of Religion- The Scopes Monkey Trial
 - ❖ Many saw the outcome of the Scopes trial as a victory for religious fundamentalism
 - ❖ Fundamentalism- movement that affirmed the literal truth of the Bible

Cultural Conflicts



❖ Religious Fundamentalism

- ❖ William Jennings Bryan died a week after the trial
- ❖ The Fundamentalist movement continued to flourish in rural areas of the country
- ❖ The South and Midwest became known as the "Bible Belt"

Cultural Conflicts



❖ Religious Fundamentalism

- ❖ During the 1920s large numbers of people migrated out of the Bible Belt to cities in the North
- ❖ Traditional religion helped them make that transition

Cultural Conflicts



- ❖ Religious Fundamentalism
 - ❖ In California, radio preachers called evangelists reached out to many people
 - ❖ Aimee Semple McPherson attracted a large following to her "Foursquare Gospel"
 - ❖ Barnstorming the country, she raised \$1.5 million to build her Angelus Temple in Los Angeles, California

Cultural Conflicts



❖ Religious Fundamentalism

- ❖ Completed in 1923, Aimee McPherson preached to a full house almost every night in her Angelus Temple

Cultural Conflicts



❖ The Failure of Prohibition

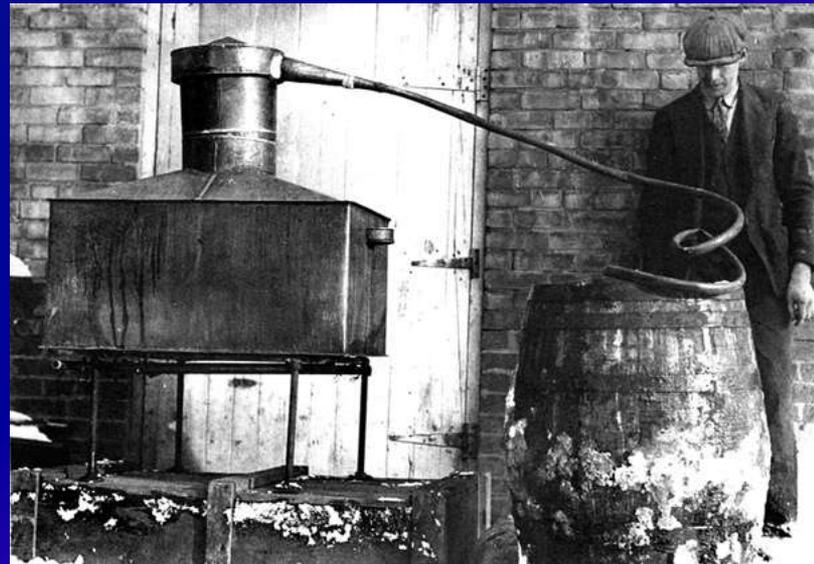
- ❖ Volstead Act- Passed to enforce Prohibition, made it illegal to manufacture, sell, possess, transport, or consume alcoholic beverages
- ❖ People went to the speakeasies where liquor was available illegally

Cultural Conflicts

❖ The Failure of Prohibition

❖ Enforcement Problems

- ❖ People who made, smuggled, sold or transported liquor illegally were called bootleggers
- ❖ Bootleggers could make up to a 400% profit
- ❖ The estimated value of liquor smuggled into the U.S. in 1924 was \$40 million
- ❖ Hundreds of ships manufactured liquor in international waters off the coast of the United States
- ❖ Doctors prescribed alcohol to their patients



Cultural Conflicts



❖ The Failure of Prohibition

- ❖ Women who couldn't drink in saloons, drank openly in the speakeasies
- ❖ The cocktail appeared and catered especially to women
- ❖ Many Americans began to have a casual attitude about breaking the law

Cultural Conflicts



❖ The Failure of Prohibition

❖ Prohibition agents had to enforce the law

- ❖ It took an agent 3 minutes to get a drink in Detroit, and only 35 seconds in New Orleans
- ❖ A San Francisco jury in a prohibition case drank the liquor that was used as evidence

Cultural Conflicts

- ❖ The Failure of Prohibition
 - ❖ The growth of organized crime was the most devastating effect of prohibition
 - ❖ Scarface Al Capone ran a gang of Chicago bootleggers
 - ❖ Capone became a multimillionaire driving around in a bulletproof car



Cultural Conflicts

- ❖ The Failure of Prohibition
 - ❖ Prohibition saw a rapid increase of gang related violence
 - ❖ Rival gangs hijacked shipments of liquor and massacred other gang members
 - ❖ Capone eventually went to prison for tax evasion

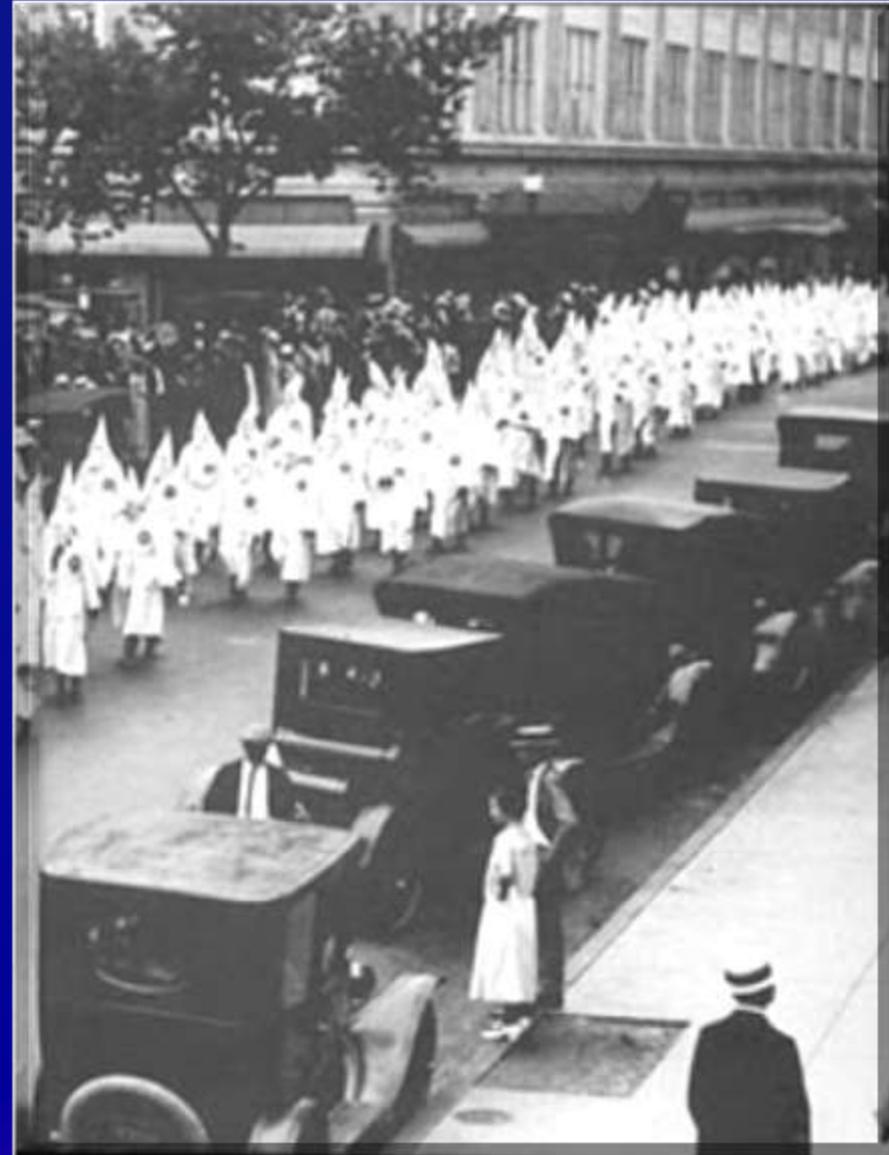


St. Valentine's Day Massacre

Cultural Conflicts

❖ Crosses in the Night

- ❖ The Klan of the 1920s began in the rural south, but spread into other parts of the nation
- ❖ The Klan of the 1920s found new enemies
 - ❖ Mexicans in Texas
 - ❖ Japanese in California
 - ❖ Jews and Europeans
 - Immigrants in New York
 - ❖ French Canadians in New England



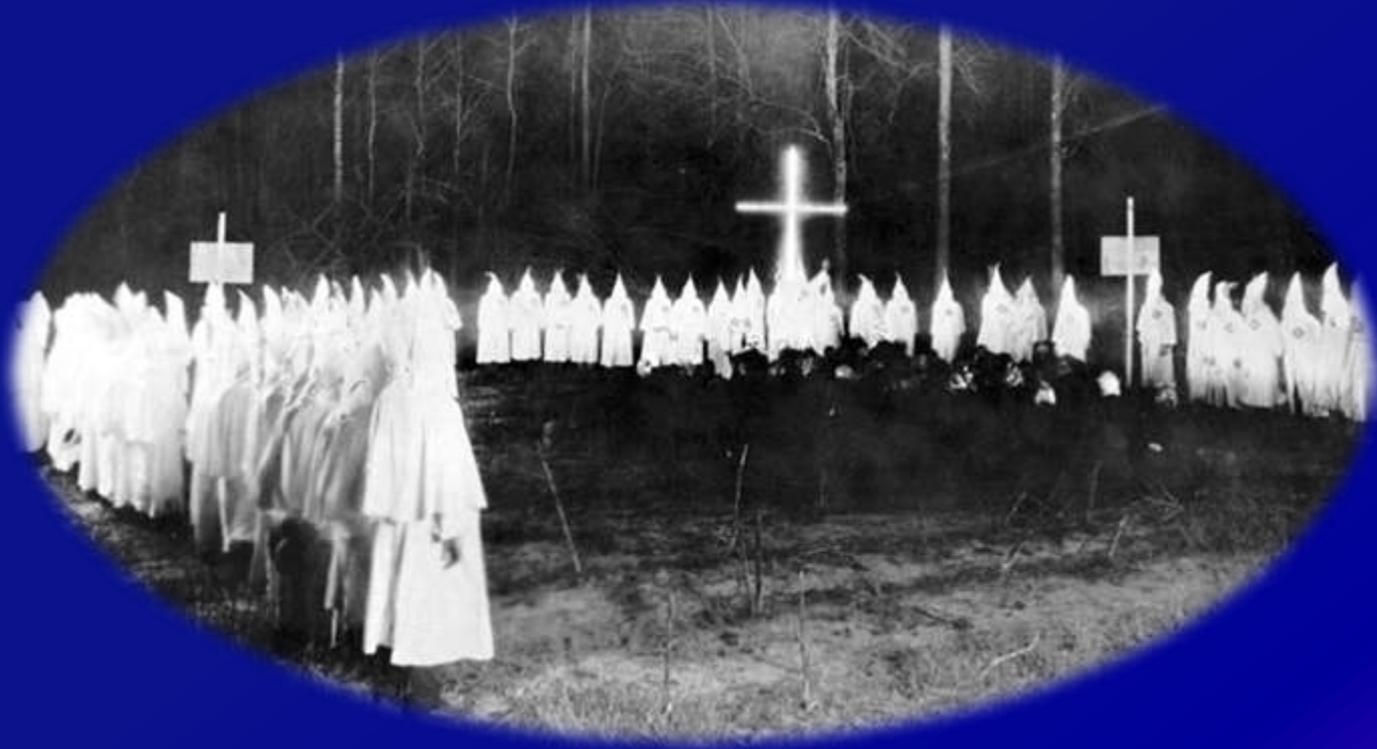
Cultural Conflicts



❖ Crosses in the Night

- ❖ The Klan provided a fellowship of prejudice for ill-educated men whose lives offered few other satisfactions
- ❖ In the 1920s the Klan had its greatest strength in the state of Indiana- nearly a half-million members

Cultural Conflicts



❖ Crosses in the Night

- ❖ Cross burnings occurred in New Jersey and California
- ❖ Klan membership was almost 5 million
- ❖ Klan sought a return of power to average Americans and away from Eastern intellectuals

Cultural Conflicts



❖ Crosses in the Night

- ❖ The Klan began to decline in 1925 when Indiana leader David Stephenson was jailed for the murder and abuse on a woman he had kidnapped
- ❖ His actions contradicted the Klan's belief in chastity and morality

Cultural Conflicts



❖ Closing the Doors

- ❖ Many Americans associated immigrants with radicalism and disloyalty
- ❖ The Klan, the Palmer Raids, the Red Scare, and the Sacco and Vanzetti case all fed these fears
- ❖ Many people called for restrictions on immigration

Cultural Conflicts



Ellis Island

❖ Closing the Doors

- ❖ 1921 Immigration laws established a "quota" for the number of immigrants that could come to the U.S.
 - ❖ The number of immigrants could not exceed 3% of the number of persons living in the U.S. from that nation based on the 1910 census
 - ❖ This law favored immigrants from Northern and Western Europe

Cultural Conflicts

❖ Closing the Doors

- ❖ 1924- National Origins Act
- ❖ Measure closed the door to Asian Immigration
- ❖ It also reduced the quota from 3% to 2% and based that number on the 1890 census
- ❖ The law was an attempt to maintain the ethnic mixture of 1890
- ❖ The law favored Irish and German immigrants



Cultural Conflicts



❖ Closing the Doors

- ❖ The National Origins Act made it hard for people from countries with low quotas to migrate to the United States
- ❖ In the 1930s immigration slowed to a trickle

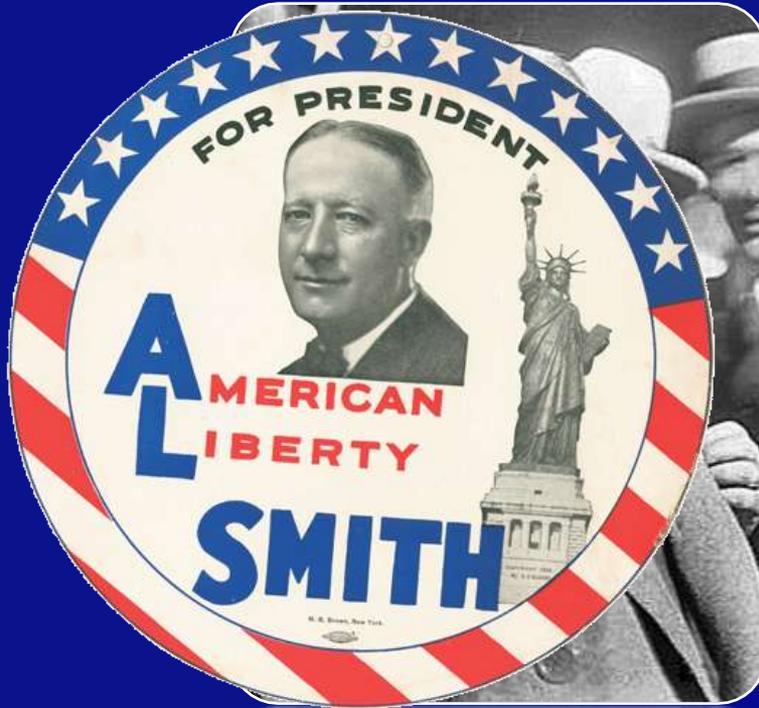
Cultural Conflicts

❖ The Challenge of Change

- ❖ In the 1920s, America underwent the transition from a rural to an urban society
- ❖ By 1930, only 44% of Americans still lived on the farm
- ❖ Many battles of the 1920s were fought over what cities seemed to offer
 - ❖ Decline of religion, alcohol, radicalism, diversity, lack of morality, and crime were all part of city life



Cultural Conflicts

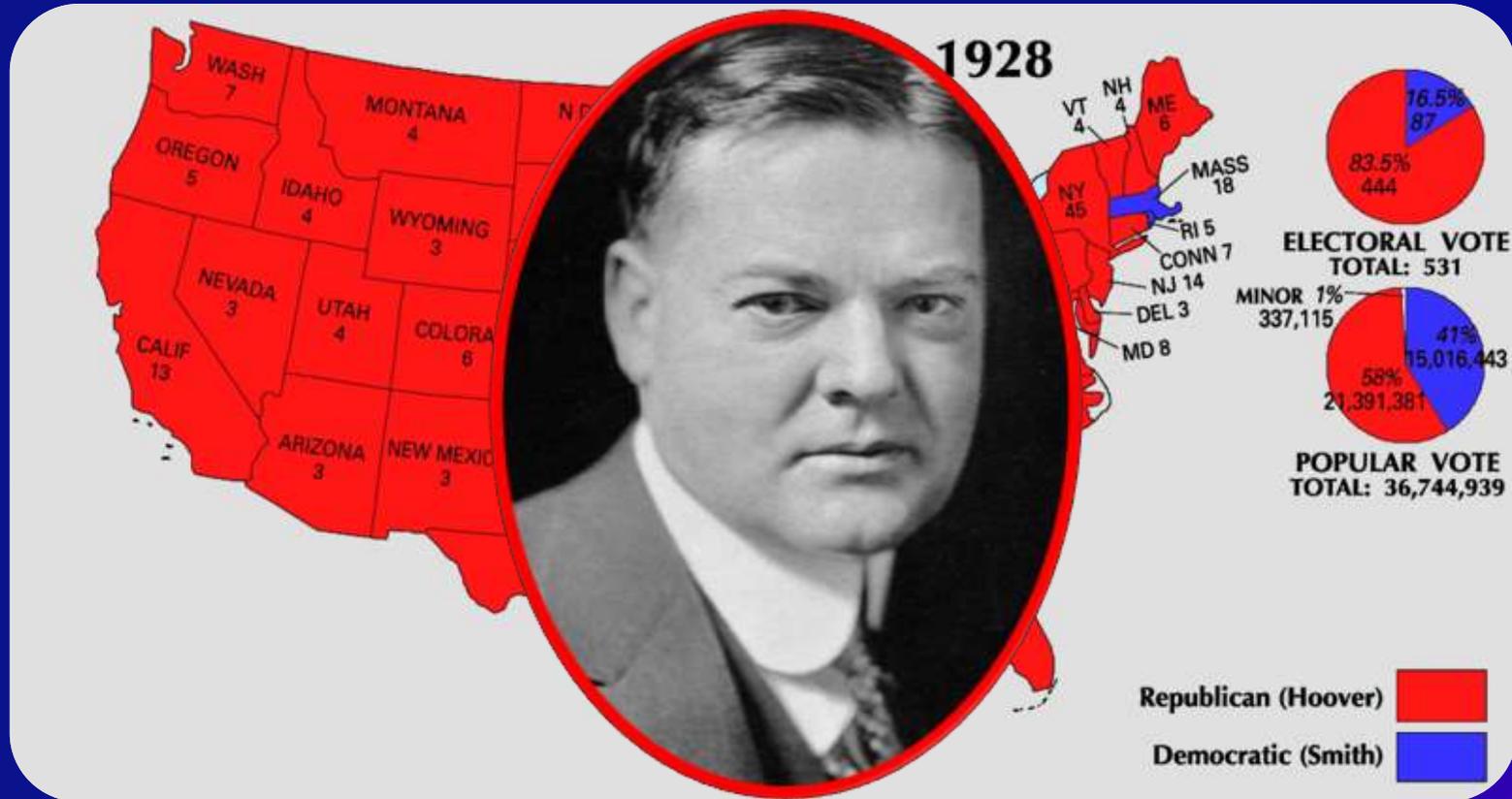


❖ The Challenge of Change

❖ City vs. Country- The Election of 1928

- ❖ Democrat Al Smith- Son of immigrants, from New York City, a devout Catholic represented everything urban
- ❖ Republican Herbert Hoover- Passed himself off as an Iowa farm boy, but had made himself a millionaire and served under two Republican presidents

Cultural Conflicts



❖ The Challenge of Change

❖ The Election of 1928

- ❖ Voter turnout was heavy, and Hoover won in a landslide
- ❖ Hoover failed to win America's twelve largest cities
- ❖ Political change was in the air in the United States