

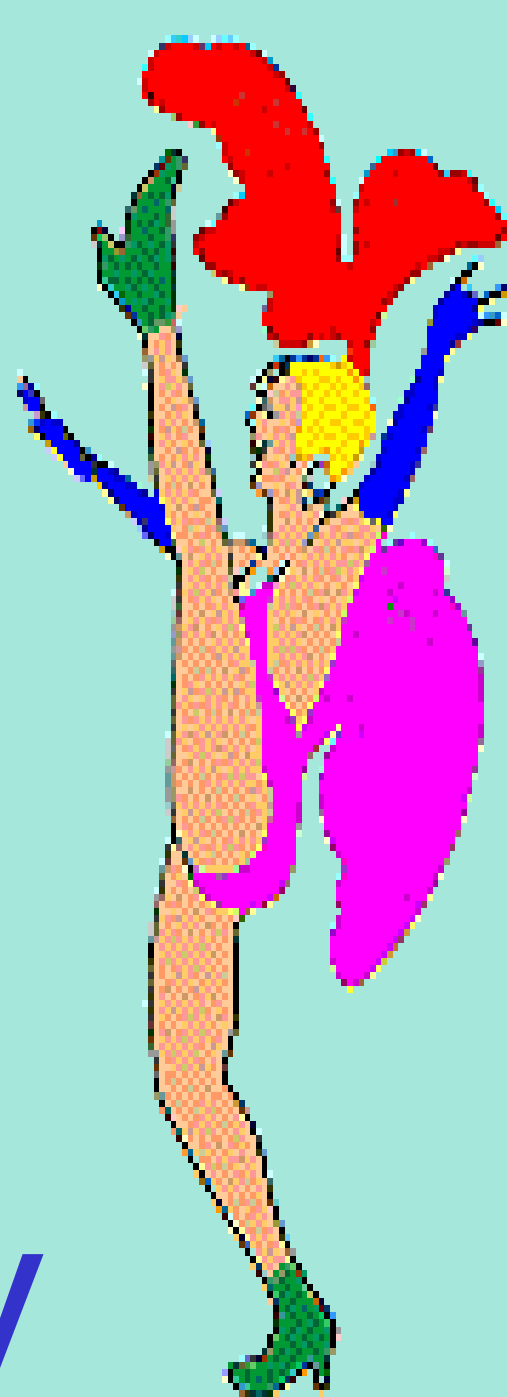
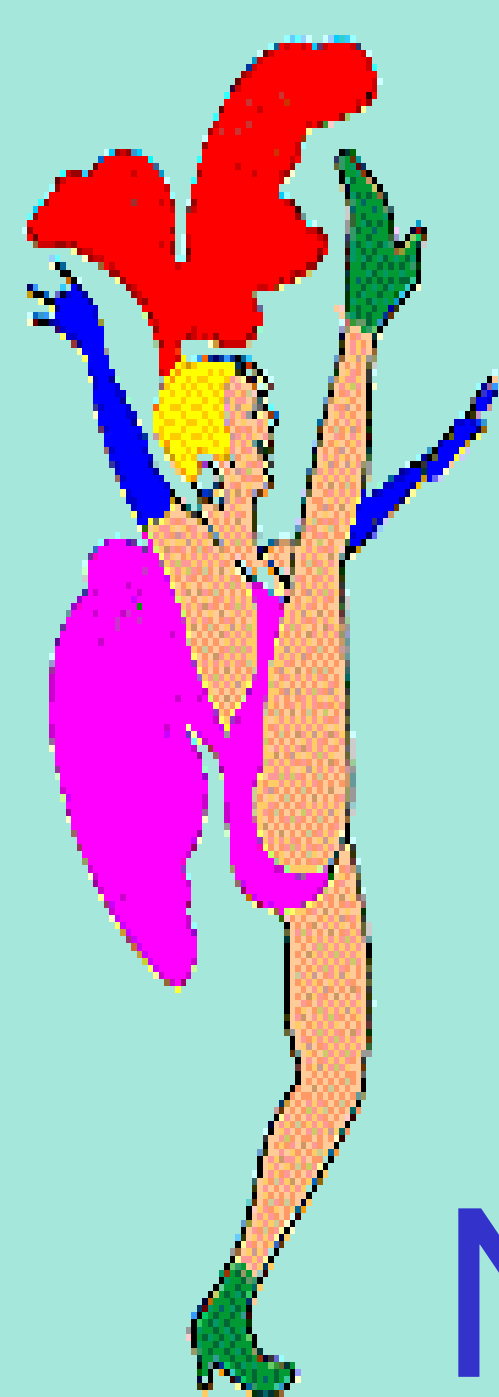
A.K.A.

The

Age

of

Normalcy



A.K.A.

The

New

Era



A.K.A.

The

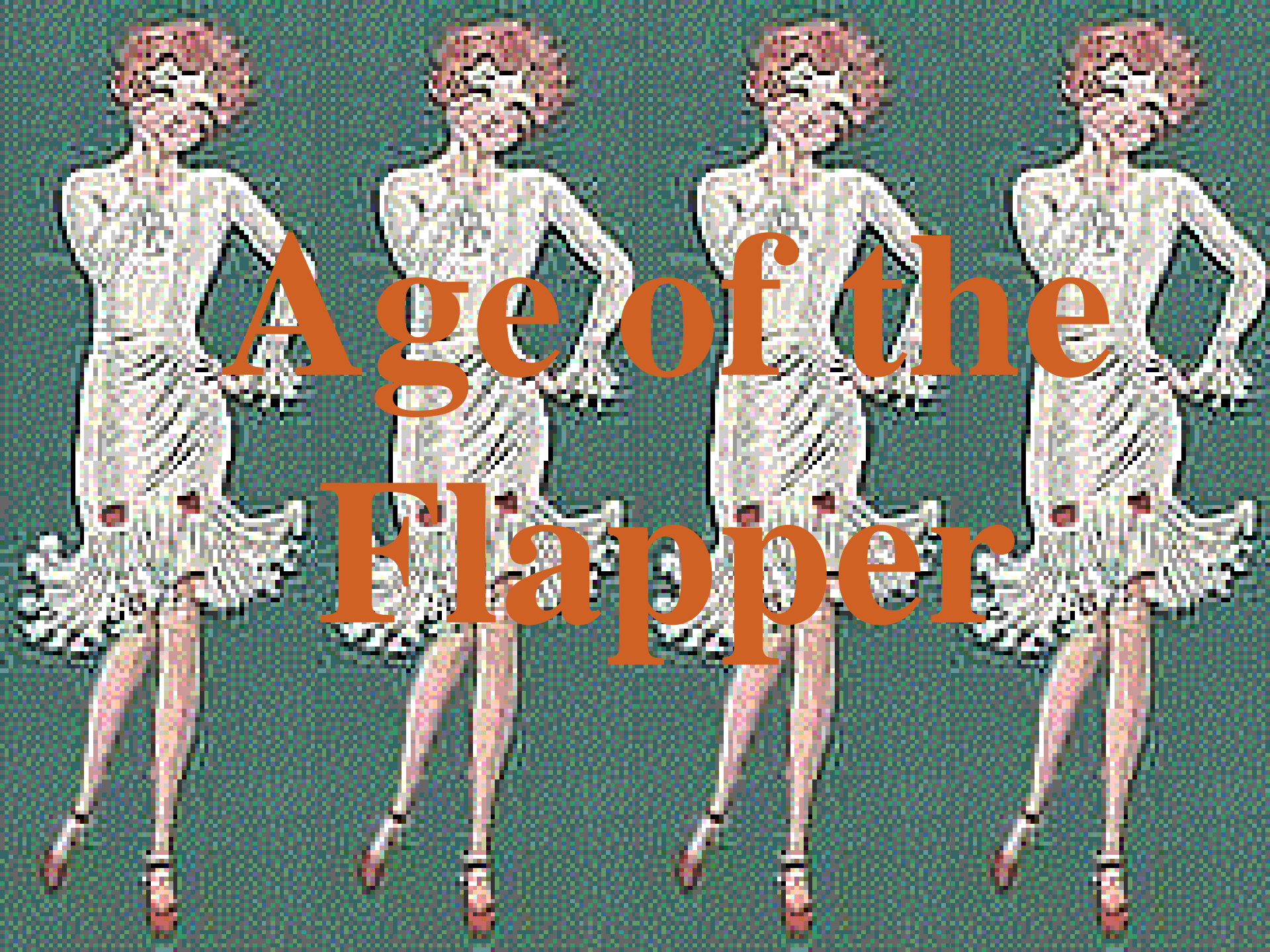
JAZZ

AGE





# Age of the Flapper





Charleston

## FLAPPERS



John Held Jr.

# Intro 1



Click the Speaker button  
to listen to the audio again.



# Nativism Resurges

## Section 1-5

- In the 1920s, racism and nativism increased.
- Immigrants and demobilized military men and women competed for the same jobs during a time of high unemployment and an increased cost of living.
- Ethnic prejudice was the basis of the **Sacco and Vanzetti case**, in which the two immigrant men were accused of murder and theft.



# Anti-Immigrant





caption reads:

The  
Americanese  
Wall, As  
Congressman  
Burnett Would  
Build It.

Uncle Sam:  
You're  
welcome in—  
if you can  
climb it.



82

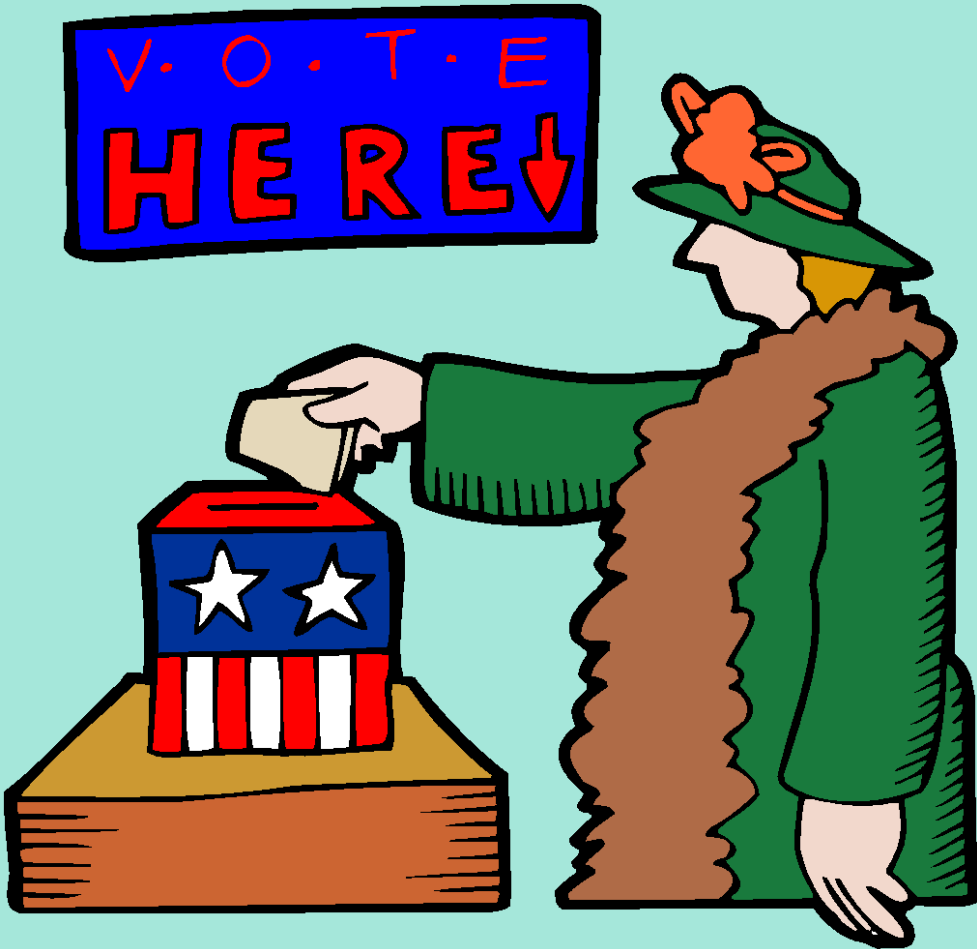
Q183  
Ford Model T  
Sedan

The automobile was a principal symbol of the new era.





# Women Get the Vote in 1920



It's  
about  
time!



**SUFFRAGIST MARCHING**



**PROPAGANDA POSTER**

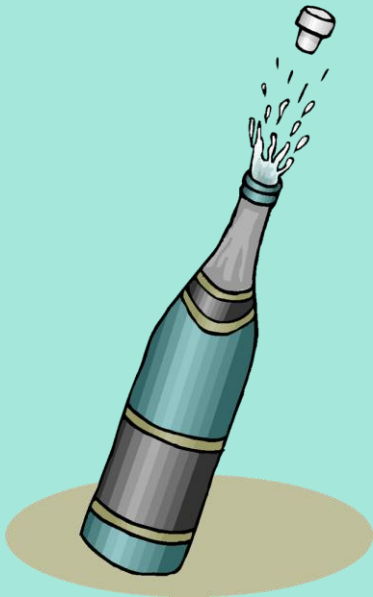




Liquor is  
outlawed in 18<sup>th</sup>  
Amendment

Prohibition  
Begins

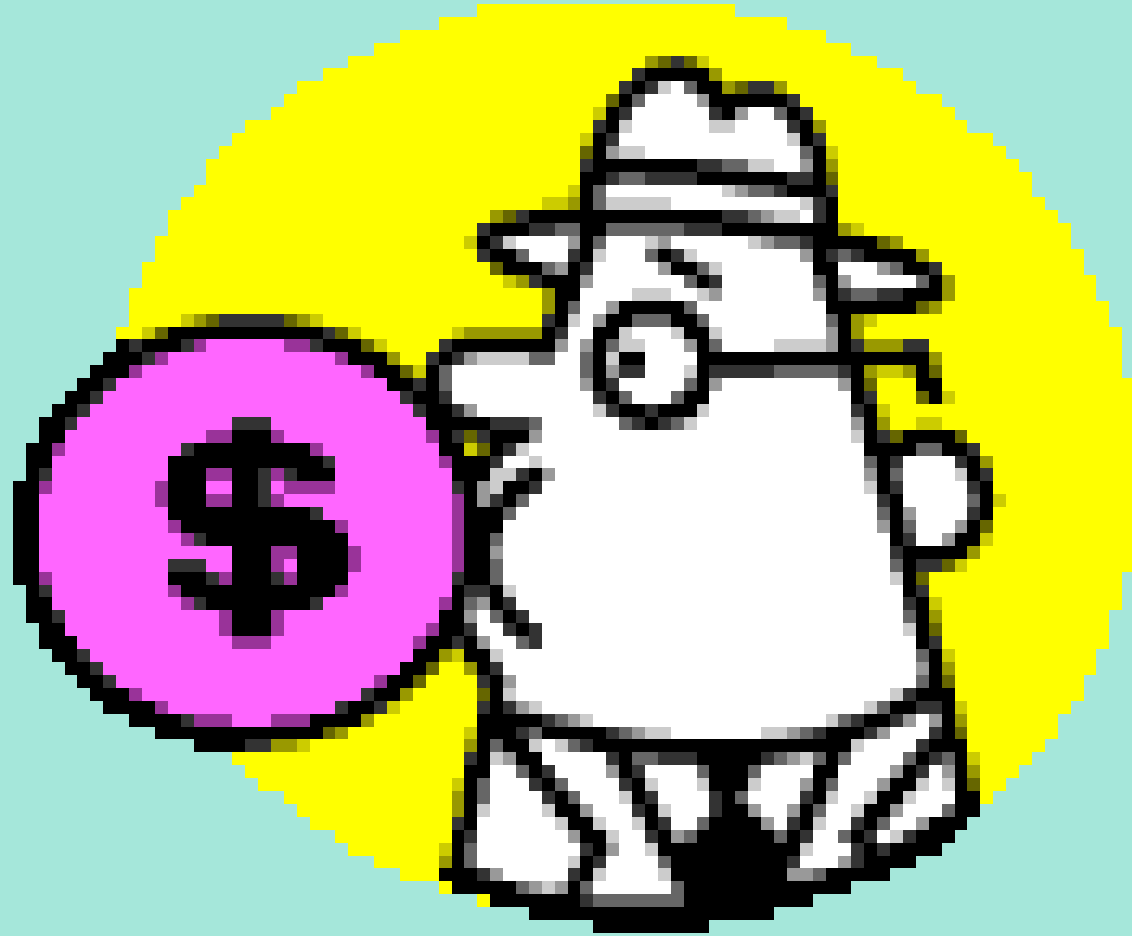
# Prohibition Laws Ignored



From Wall  
Street to  
Easy Street



**That is, until  
Oct. 29, 1929**

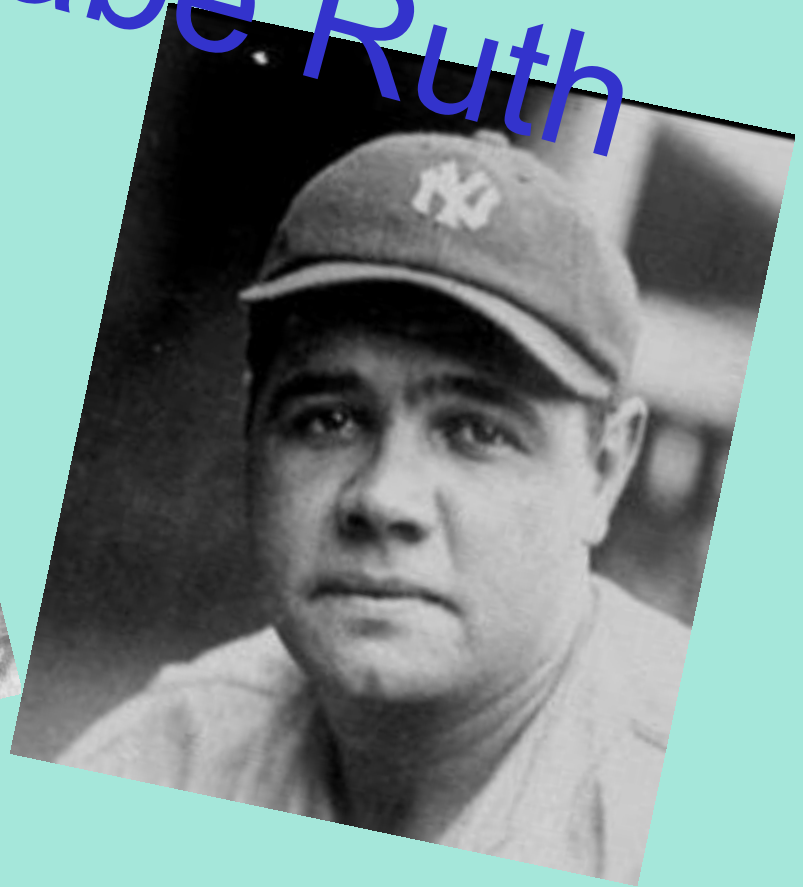


HEROES !!!!!

Charles Lindbergh

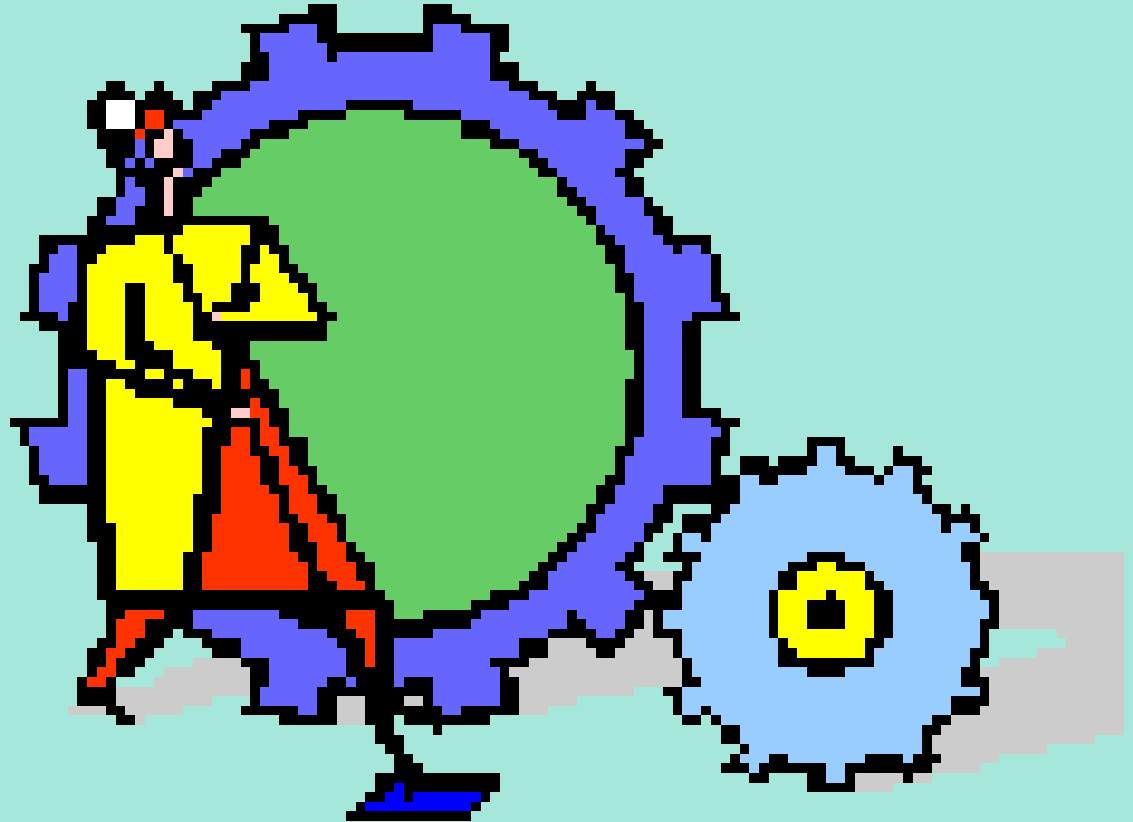
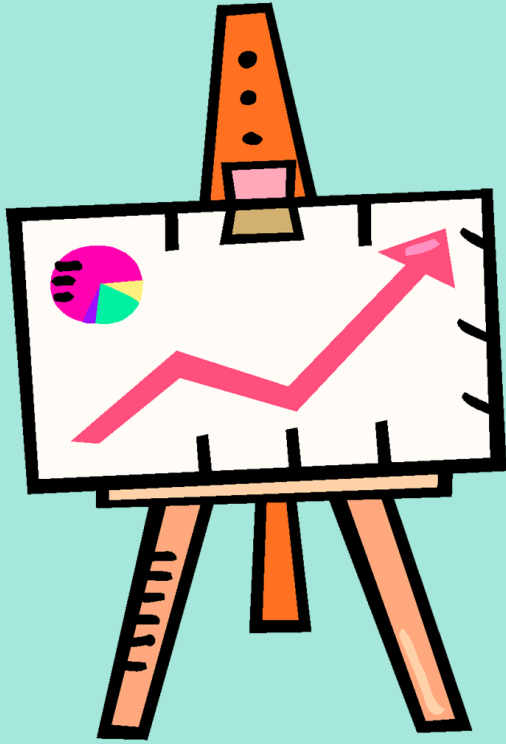


The Sultan of  
Swat  
Babe Ruth





# Economic Boom



# Building Road in 1920s

## State & National Roads Were Given Numbers



Model A  
Dump Trucks



# U.S. Route 66

## Will Rogers Highway



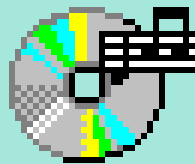
# New Home Construction in suburban areas (why?)



## Popular Culture (cont.)

- Motion pictures became increasingly popular.
- The first “talking” picture, *The Jazz Singer*, was made in 1927.
- The golden age of Hollywood began.
- The mass media—radio, movies, newspapers, and magazines—helped break down the focus on local interests.
- Mass media helped unify the nation and spread new ideas and attitudes.

# 1920s Radio



*Diga Diga Do*  
by the Mills  
Brothers





## RADIOS AND MOVIES: THE GROWTH OF A WORLDWIDE CULTURE

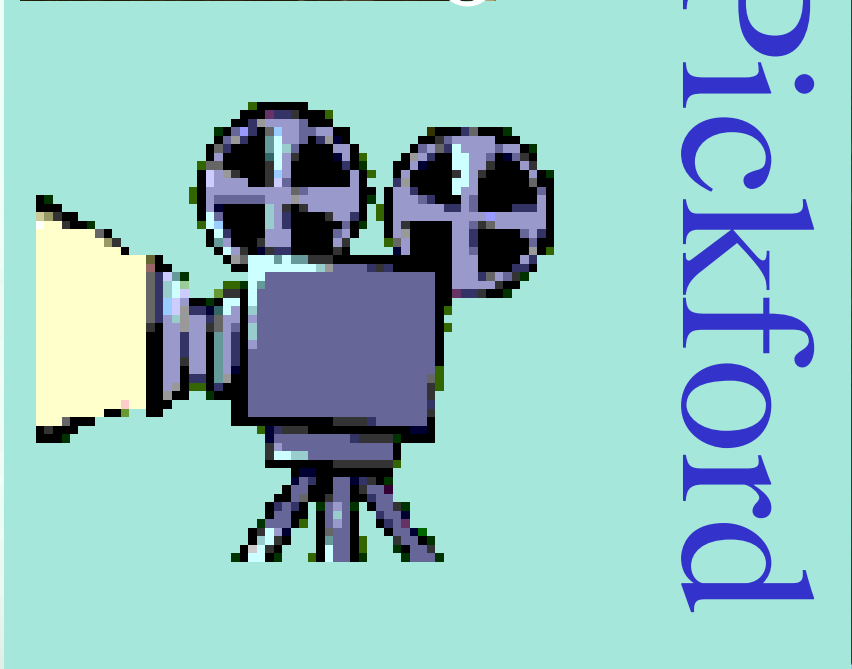


Drawn by David Hendrickson for Radio Corporation of America

# Chaplin



# Garbo

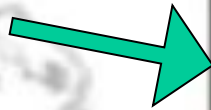


# Pickford





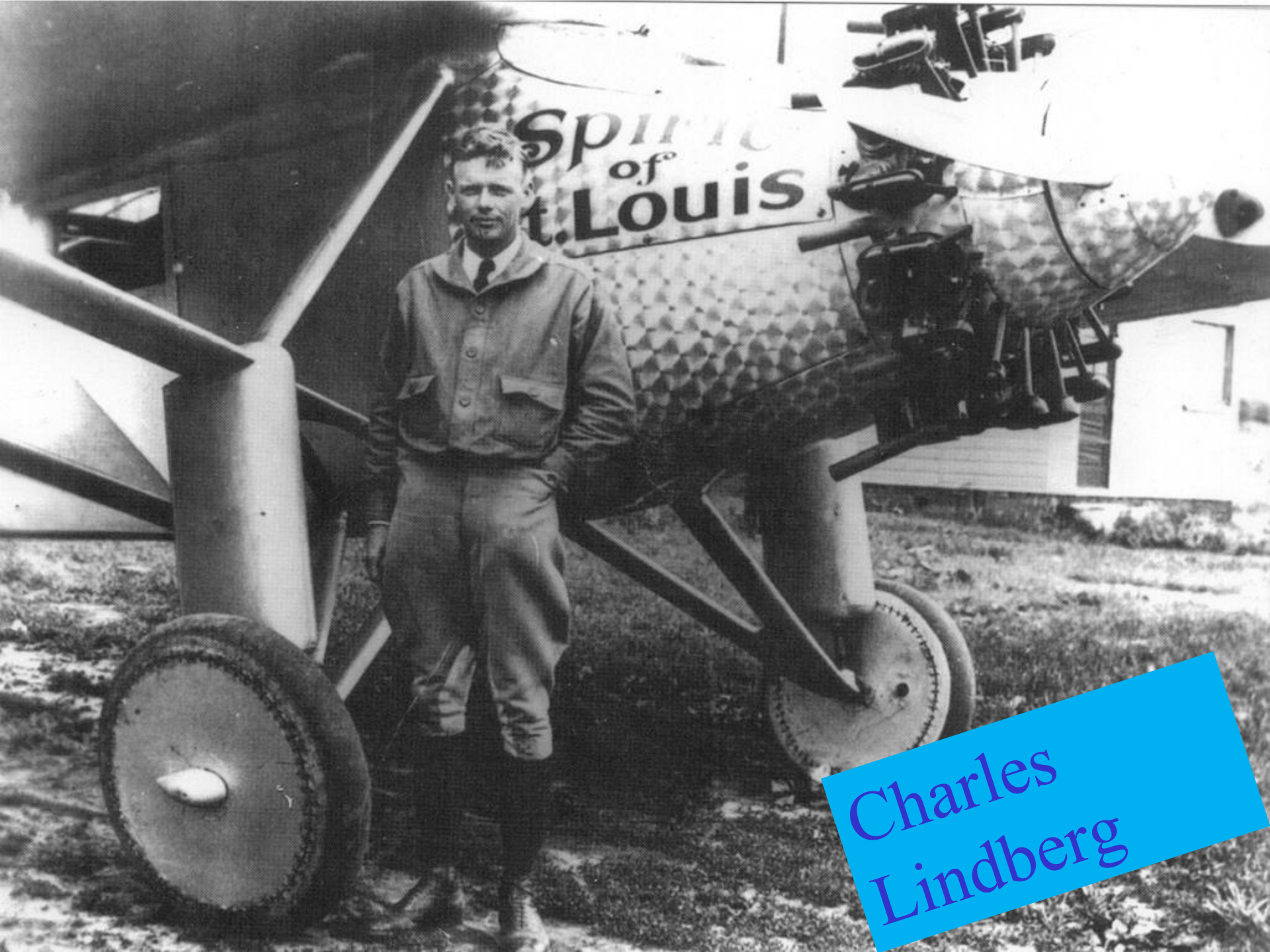
Starring



THE JAZZ  
SINGER WAS  
THE FIRST  
SUCCESSFUL  
TALKING  
PICTURE

Mammy





Charles  
Lindberg

# Bessie Coleman

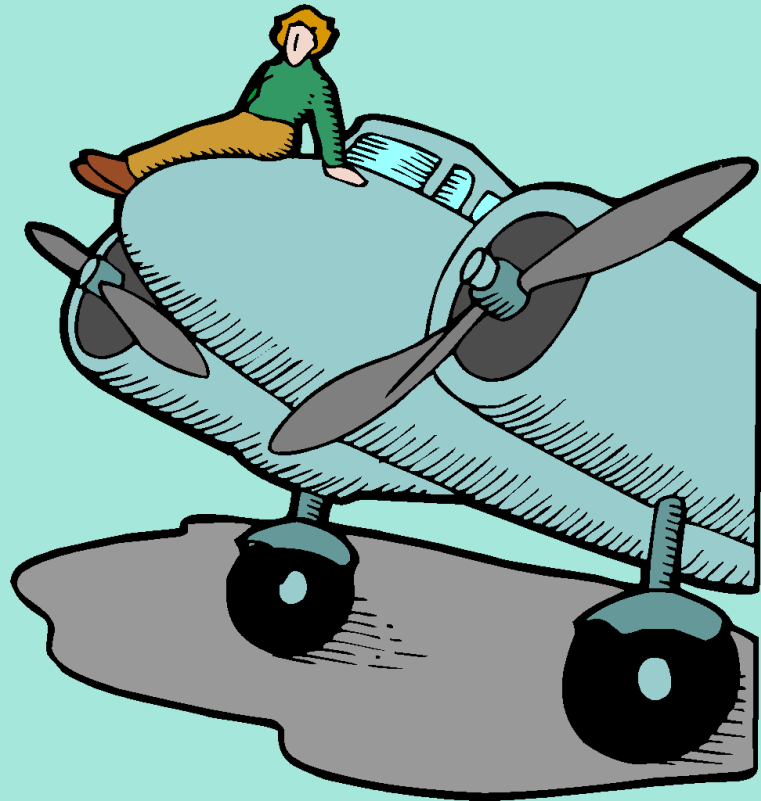


First  
African-  
American  
licensed pilot





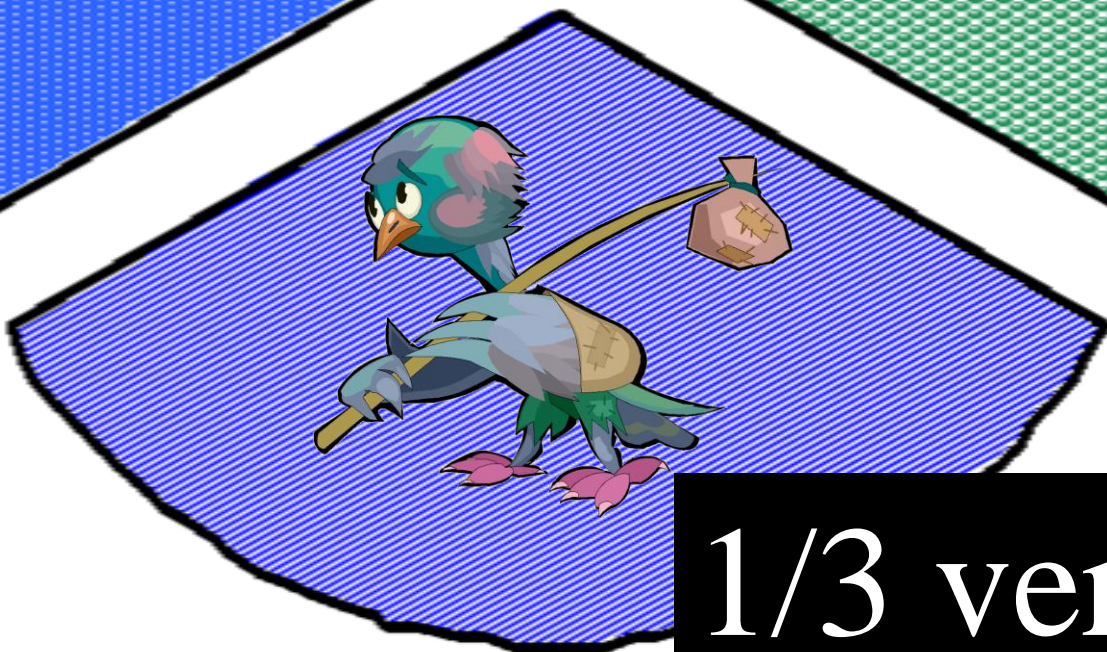
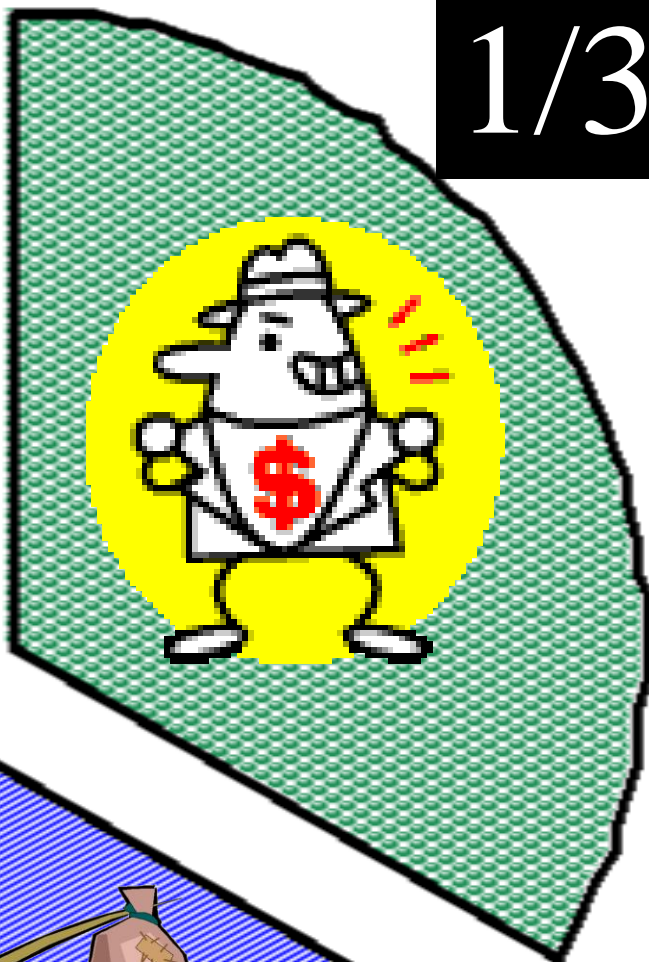
# Amelia Earhart



$\frac{1}{3}$  poor

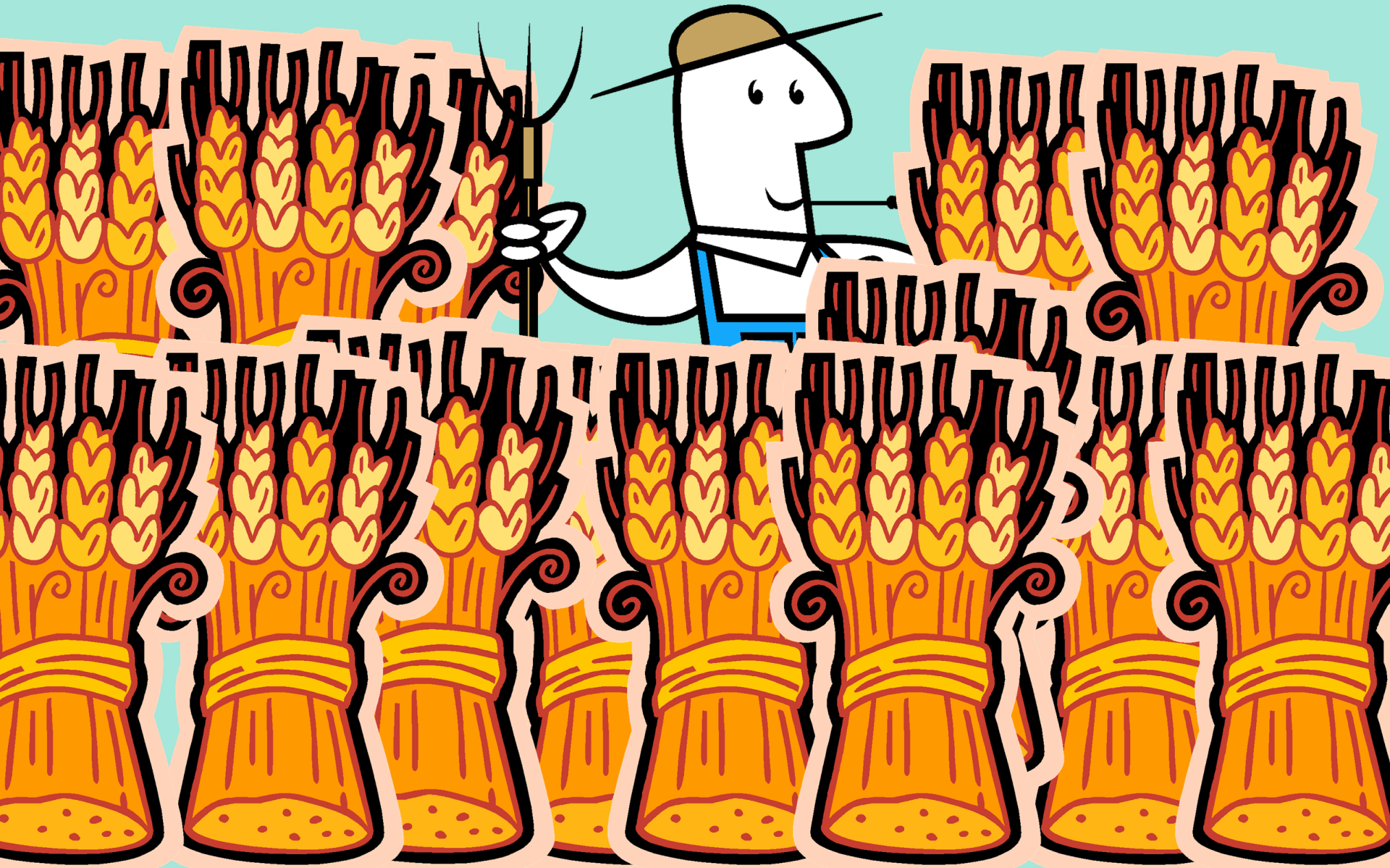


$\frac{1}{3}$  rich



$\frac{1}{3}$  very poor

# OVERPRODUCTION







**COSTS LESS**  
than  
handkerchief  
washing!

**KLEENEX**  
*disposable tissues*

**to use and destroy**

**T**IRE D of paying for big handkerchief laundries? Then it's time to try Kleenex! You can use many individual Kleenex Tissues for the cost of having one handkerchief laundered!

And there's no bother. No storing soiled handkerchiefs in laundry bags—as stains get on through other clothing.

**Softest—yet strongest**

Although Kleenex is the softest tissue on the market, it is also the strongest. Kleenex is made of finest rayon-cotton, and is far more absorbent than cotton or linen.

These soft tissues are wonderful for

babies, for use as hifs, handkerchiefs, and napkins.

Try Kleenex for wiping spectacles, for cleaning silver, for dusting, for cleaning shoes, for drying your blades.

**In rolls and packages**

Kleenex is now available in two sizes, the usual handkerchief size, and the larger Kleenex in big, luxurious sheets, ideal for dusting,

going to work, and removing fur coats.

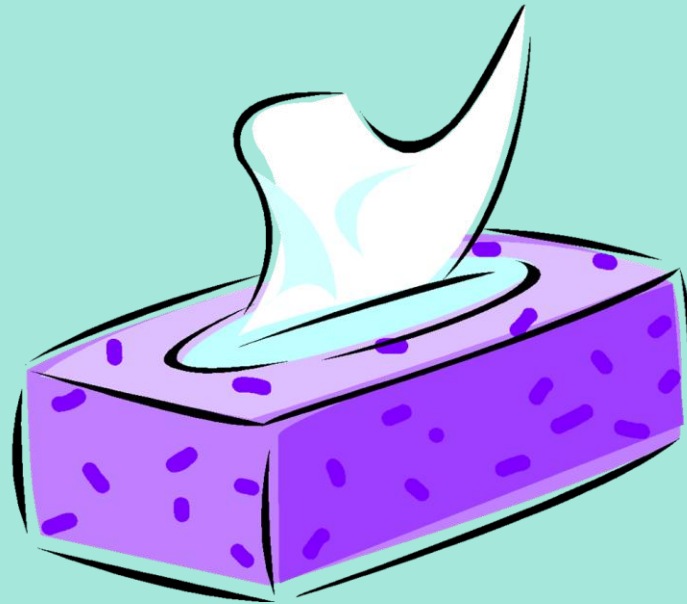
Kleenex also comes in rolls at 25¢, in pink or white. A free sample may be obtained by writing to the Kleenex Company, Lake Michigan Building, Chicago, Illinois.

**\*KERFS**

For those who want more like Kleenex, try Kerfs... 5 thickness, made of 2. Packed with extra strength for the toughest use as well as handkerchiefs. 25¢ box, 25¢.

**KLEENEX** *disposable* **TISSUES**

# Kleenex



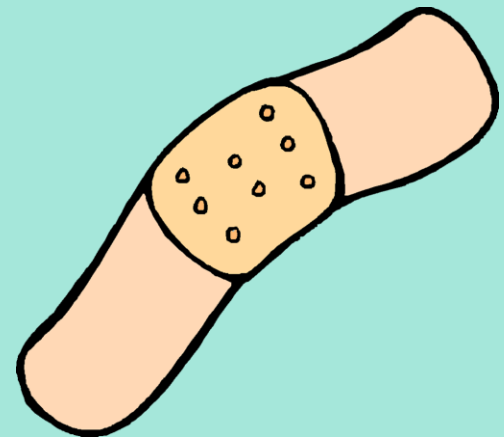
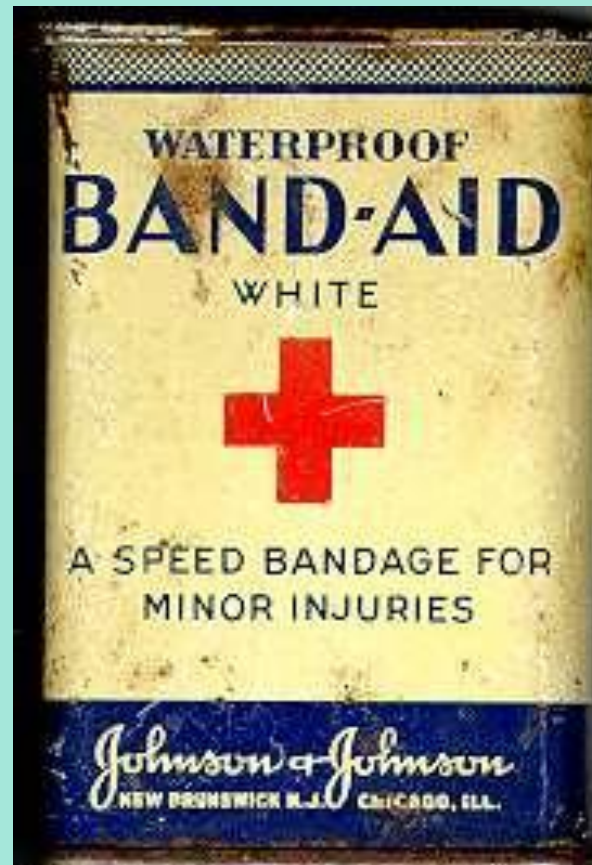
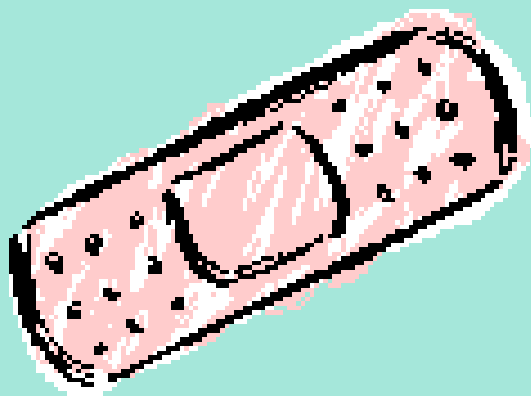
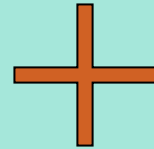
#1 brand  
since 1924

# Scotch Tape



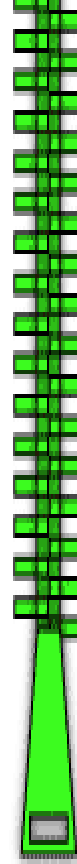


# BAND-AID





Z-Z-Z-  
ZIPPER





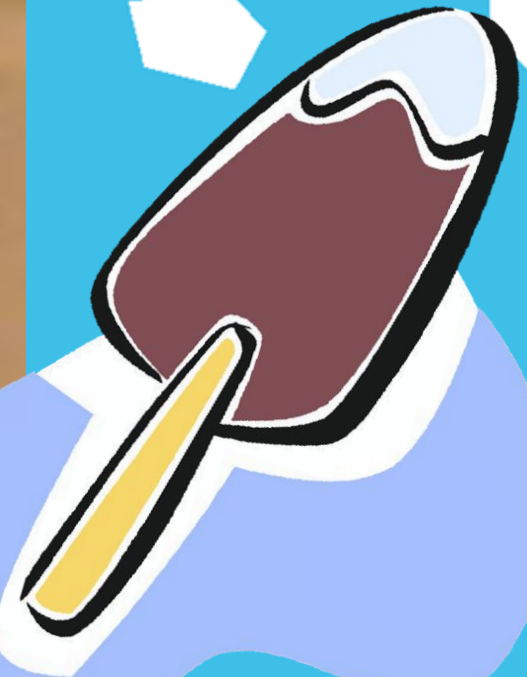
Originally  
called  
the  
Epsicle



????? is the most popular flavor?



# Eskimo Pie





# *Other 1920's Firsts*



toasters



Rice Krispies



Welch's  
Grape jelly



Wrigley's  
chewing  
gum



Checkers





# 1920s Frigidaire Refrigerators

# 1927 G.E. Electric Stove with Oven

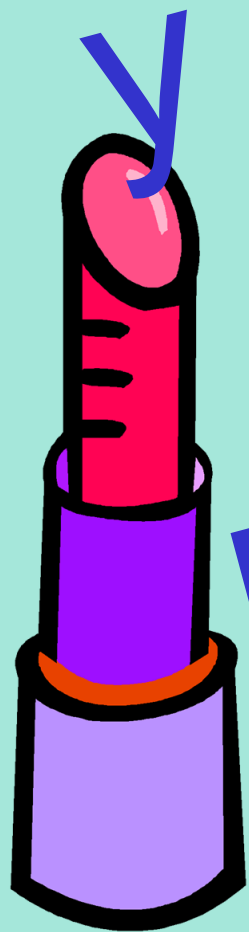
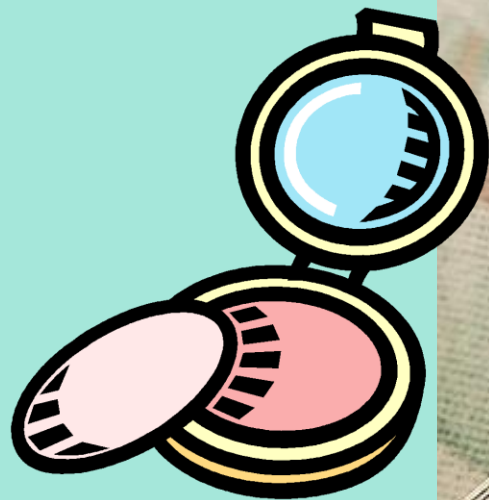


# Modern Kitchen-1933

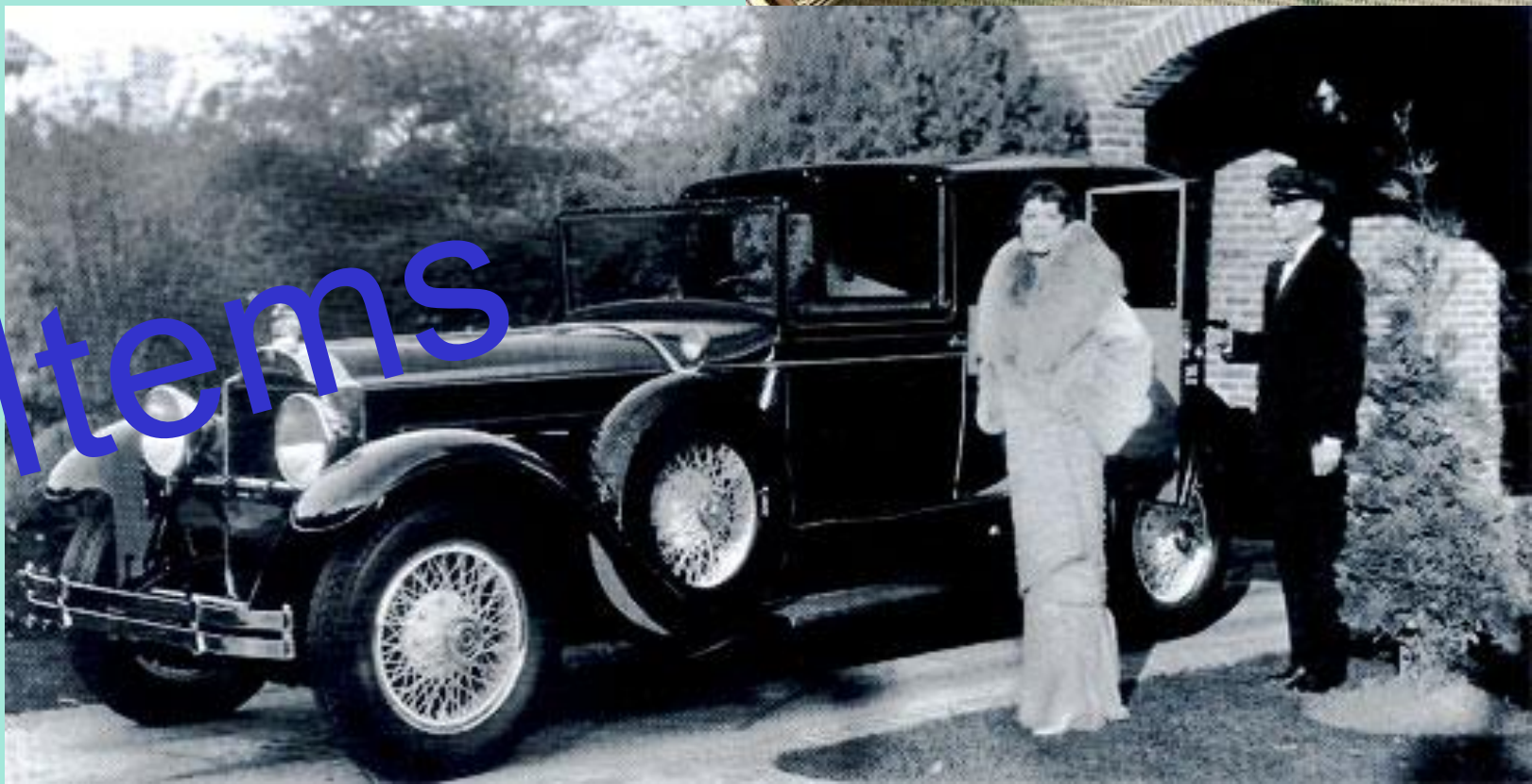




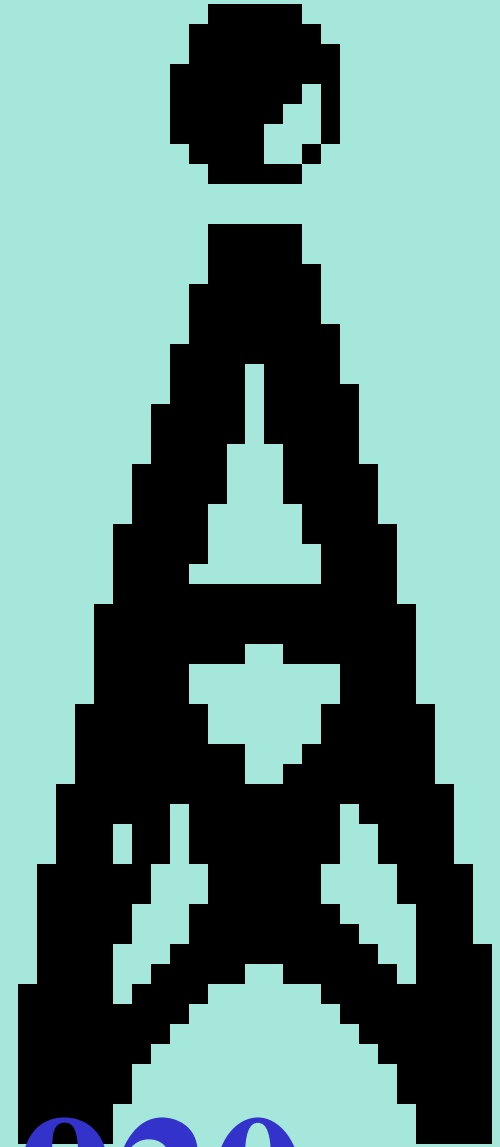
# Luxur



# Items



# KDKA



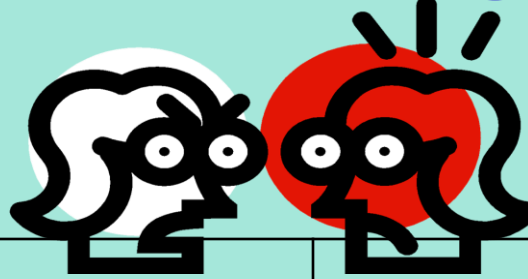
# Pittsburgh, 1920





FLAPPER

# A Clash of Cultures



**"Old" Culture**

**"New" Culture**

**Emphasized Production**

**Character**

**Scarcity**

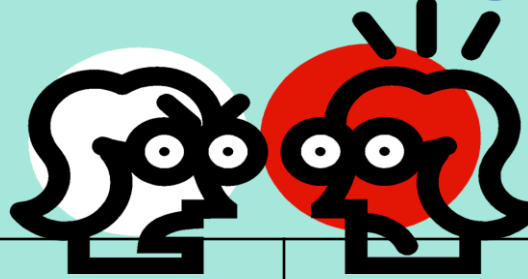
**Religion**

**Idealized the Past**

**Local Culture**

**Substance**

# A Clash of Cultures



**"Old" Culture**

**"New" Culture**

**Emphasized Production**

**Emphasized Consumption**

**Character**

**Personality**

**Scarcity**

**Abundance**

**Religion**

**Science**

**Idealized the Past**

**Looked to the Future**

**Local Culture**

**Mass Culture**

**Substance**

**Image**

# **Goodbye Gibson Girl (Typical Victorian Style Dress)**





Cigarette Holders

Heavily Rouged  
Cheeks

Bobbed Hair

Pointed-Toe Shoes





# Louise Brooks

**Actress/Model  
epitomizes  
20s' flapper**





Bobbed Hair



Cloche Hat



Race was  
no barrier  
to  
Flapper  
image



Blues  
diva



Bessie Smith



# THE SATURDAY EVENING POST

Four *Franklin*

MAY 1, 1920

5c. THE COPY



Norman  
Russell

Wallace Irwin - Hugh Wiley - F. Scott Fitzgerald - Harrison Rhodes  
Oscar Graeve - Henry C. Rowland - Thomas Joyce - Hal G. Evarts

"Bernice Bobs  
Her Hair"

Fitzgerald's  
fourth *Saturday  
Evening Post*

story,

May 1, 1920

Subject for  
cover

illustration





*By F. Scott Fitzgerald*

**RESEARCH DESIGN**

[illegible][illegible][illegible]



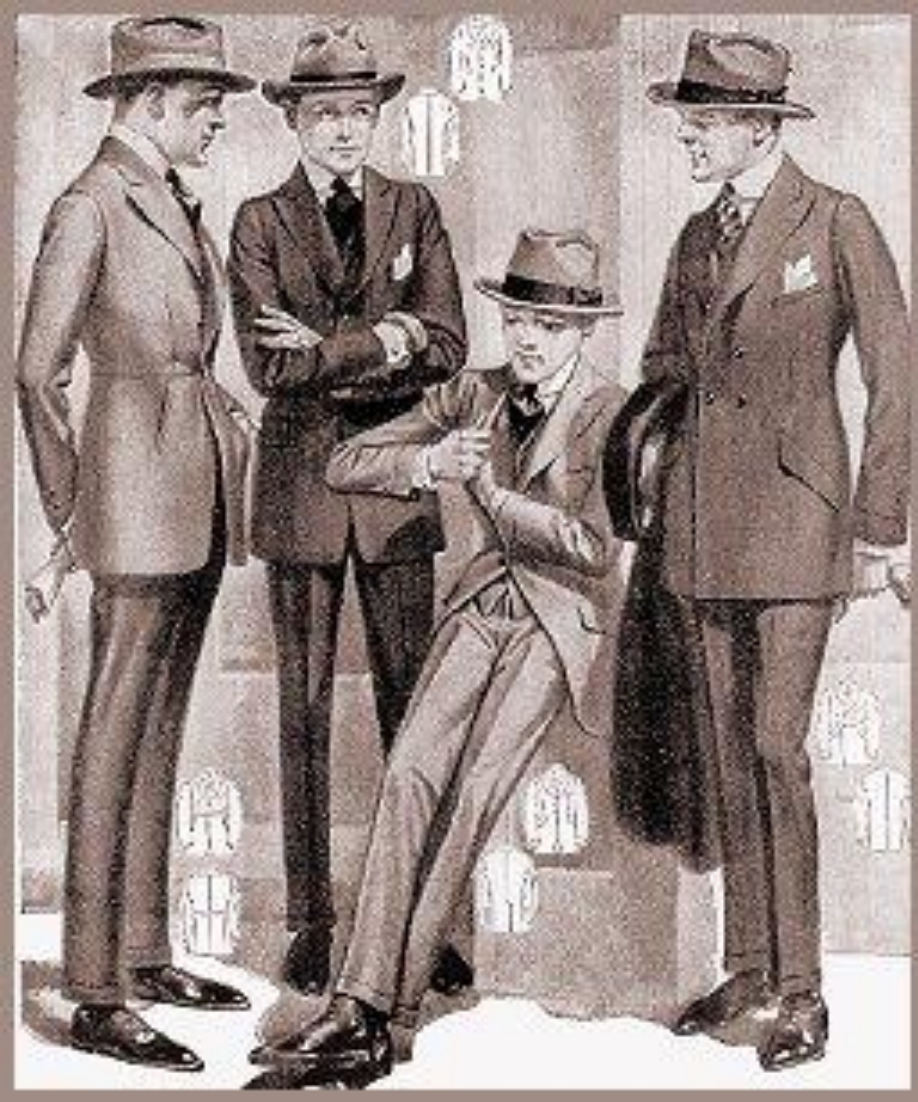
## POPULAR MAGAZINE COVERS



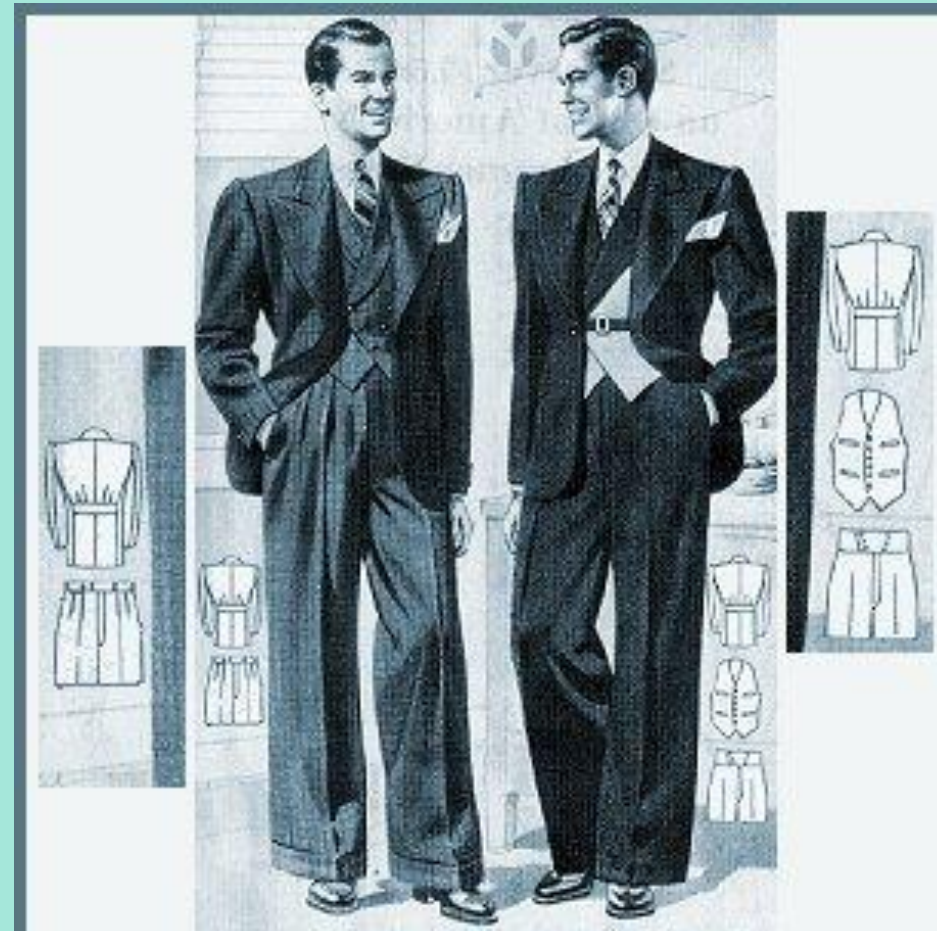


Waistless and Chestless  
The Young Boy Look



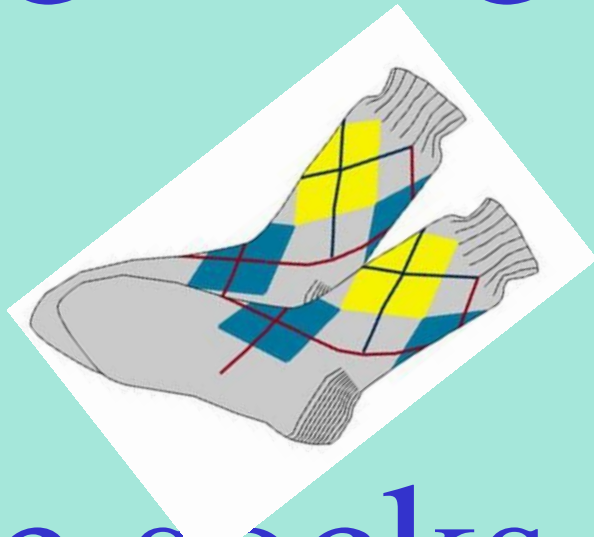
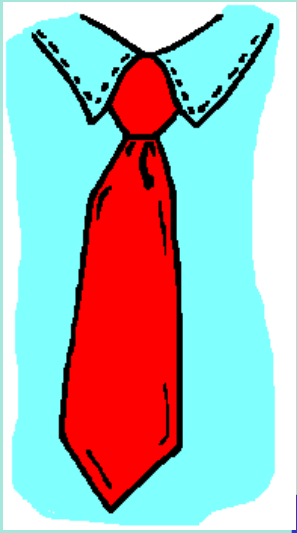


# Oxford Suit



# Jazz Suit

Ties were a must—even when golfing.



Argyle socks







# Clara Bow the “It Girl”

“It”









Coco  
Chanel  
Top  
Fashion  
Designer  
in 20s



# Guide to Reading

## Section 2-1

### Main Idea

An era of exciting and innovative cultural trends, the 1920s witnessed changes in art and literature. This period also saw a dramatic increase in the country's interest in sports and other forms of popular culture.

### Key Terms and Names

- Bohemian
- Carl Sandburg
- Eugene O'Neill
- Ernest Hemingway
- F. Scott Fitzgerald
- Gertrude Stein
- William Faulkner
- mass media





# Ernest Hemingway



The Old Man and the Sea A Farewell to Arms

# Ernest Hemingway

Seven novels, six short story collections,  
and two non-fiction works

Ambulance driver WWI – Spanish  
Revolution – journalist

Hunter – fisherman – lived all over the  
world



# Gertrude Stein



*"Lost Generation"*

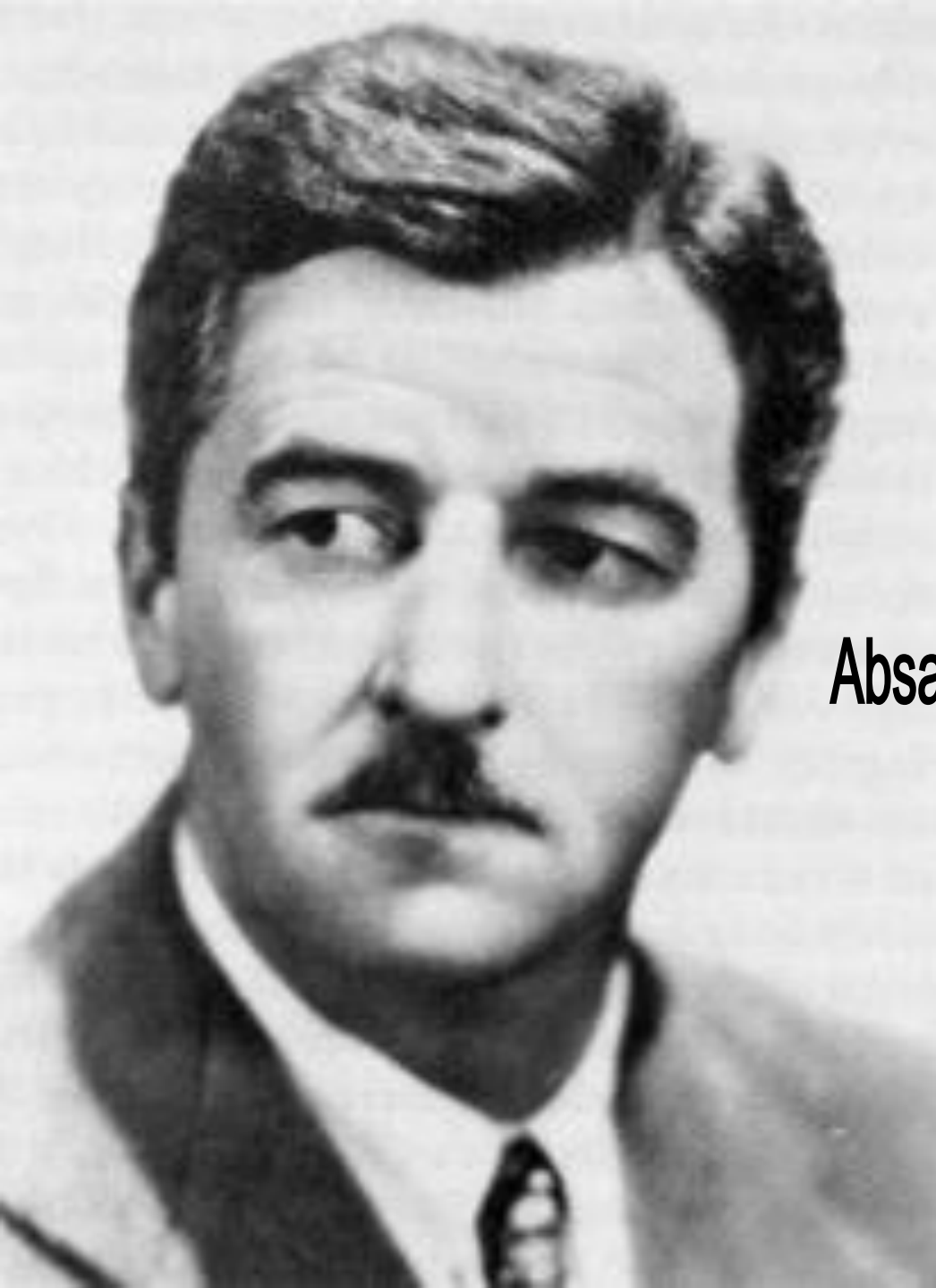
Expatriot

# Gertrude Stein

Plays, poetry, paintings, journals

Best known for calling these  
expatriots – “The Lost Generation”





# William Faulkner

Poet - Novelist

The Sound and the Fury

Absalom, Absalom!



# New kinds of poetry

t.s. eliot



e e cummings



# I. THE BURIAL OF THE DEAD

t. s. Elliot

APRIL is the cruelest month,  
breeding Lilacs out of the dead land,  
mixing Memory and desire,  
stirring Dull roots with spring rain.  
Winter kept us warm, covering  
Earth in forgetful snow,  
feeding A little life with dried tubers.

e. e. cummings

who knows if the moon's

a balloon, coming out of a keen city

in the sky--filled with pretty people?

(and if you and i should get into it, if they should take me

and take you into their balloon, why then

we'd go up higher with all the pretty people

than houses and steeples and clouds:

go sailing

away and away sailing into a keen

city which nobody's ever visited, where

always

it's

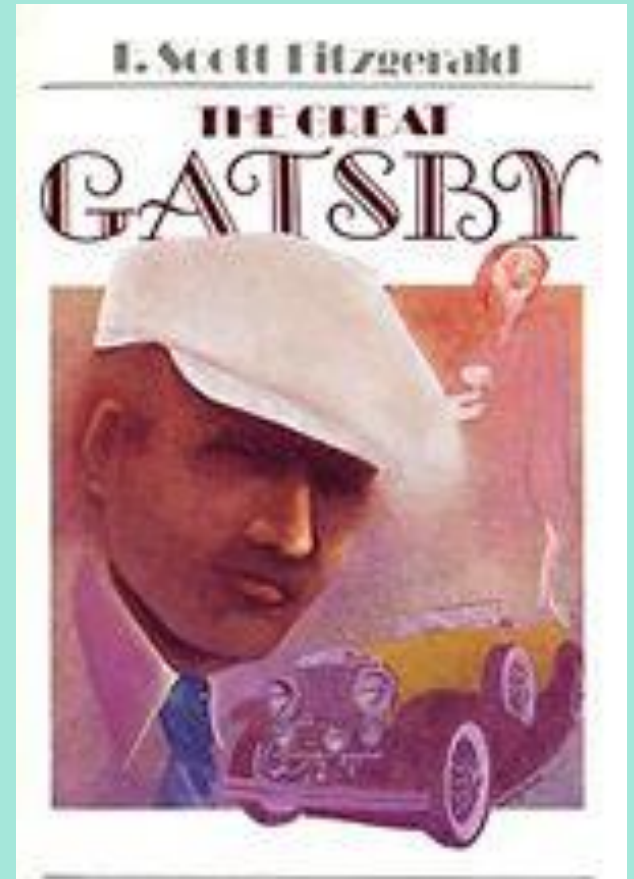
Spring) and everyone's

in love and flowers pick themselves





# F. Scott Fitzgerald



## Section 2-7

### Art and Literature (cont.)

- Writing styles and subject matter varied. Chicago poet Carl Sandburg used common speech to glorify the Midwest and the expansive nature of American life.
- Playwright Eugene O'Neill's work focused on the search for meaning in modern society.



# THE HARLEM RENAISSANCE

# Guide to Reading

## Main Idea

## Section 3-1

During World War I, the prospect of \_\_\_\_\_ employment and greater freedoms spurred the “Great Migration” of African Americans from the rural South to industrial cities in the North.

## Key Terms and Names

- Great Migration
- Harlem \_\_\_\_\_ Renaissance
- Claude McKay
- Langston Hughes
- jazz
- Cotton Club
- blues
- Marcus Garvey



## Section 3-6

### The Harlem Renaissance (cont.)

- In large northern cities, particularly New York City's neighborhood of Harlem, African Americans created environments that stimulated artistic development, racial pride, a sense of community, and political organization, which led to a massive creative outpouring of African American arts.
- This became known as the Harlem Renaissance.

## Harlem Renaissance: 1919 to 1935, Harlem New York City



**After WWI many Blacks fled the south for better economic opportunities and freedom from KKK violence. Harlem, New York was a popular destination and New York city's Black population swelled from 30,000 in 1900 to over 300,000 in 1930.**

# Writer Claude McKay became the first important writer of the Harlem Renaissance.



- Jamaican – wrote
- Poetry – Letters - Essays
- “Think you I am not fiend and savage too?  
Think you I could not arm me with a gun  
And shoot down ten of you for every one  
Of my black brothers murdered, burnt by  
you?”
- ("To the White Fiends, 1-4)

# Langston Hughes



*I, Too, Sing  
America*

*Harlem*





# Dream Deferred

What happens to a dream deferred?

Does it dry up

Like a raisin in the sun?

Or fester like a sore--

And then run?

Does it stink like rotten meat?

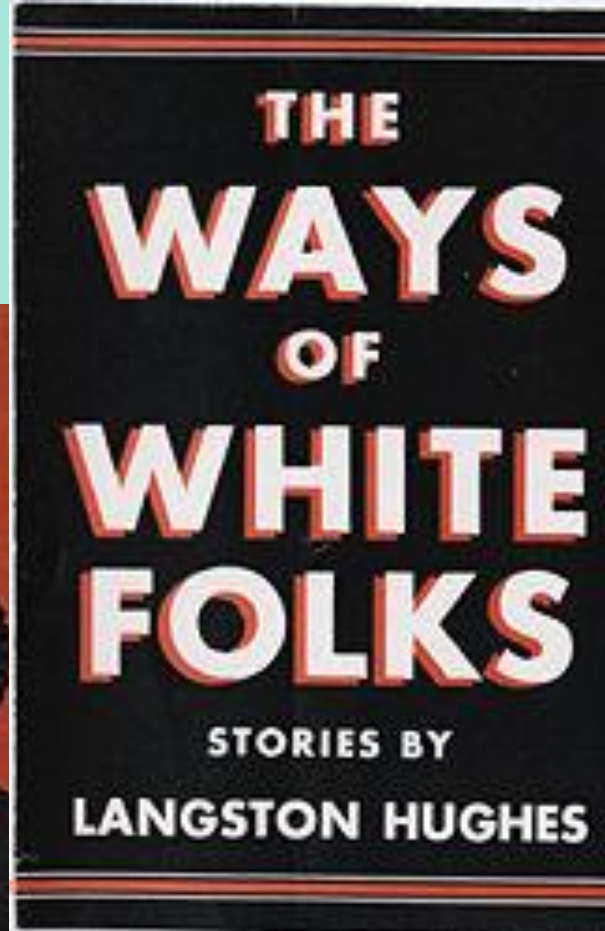
Or crust and sugar over--

like a syrupy sweet?

Maybe it just sags

like a heavy load.

Or does it explode?



# Countee Cullen

## For A Lady

*She even thinks that up in  
heaven*

*Her class lies late and  
snores*

*While poor black cherubs  
rise at seven*

*To do celestial chores.*





ZORA NEALE  
HURSTON

# Zora Neale Hurston



*Their Eyes Were  
Watching God*

*Mules and Men*



# James Weldon Johnson

“Lift Every  
Voice and  
Sing”



# African American Politics (cont.)

Section 3-11

- Jamaican black leader Marcus Garvey's idea of “Negro Nationalism” glorified black culture and traditions.
- He founded the Universal Negro Improvement Association (UNIA), which promoted black pride and unity.
- Garvey encouraged education as the way for African Americans to gain economic and political power; but he also voiced the need for separation and independence from whites.

(pages 501–502)



Marcus  
Garvey



Back to  
Africa  
Movement



"Black is beautiful!"





## MARCUS GARVEY

# **“LET’S PUT IT OVER”**

## **A Home In Africa**

### **NOTICE TO Members of Universal Negro Improvement Association**

All members of the Universal Negro Improvement Association who desire to go to Liberia, West Africa, to settle to help in the industrial, commercial and cultural development of the country, and who intend sailing September, October, December, 1924, or January, February, March, April or May, 1925, are requested to send in for application form to be filled out.

Address

**UNIVERSAL NEGRO IMPROVEMENT ASSN., DEPT. E**

**56 West 135th Street  
NEW YORK CITY, U. S. A.**

# African American Politics (cont.)

- Garvey's plan to create a settlement in Liberia in Africa for African Americans caused middle class African Americans to distance themselves from Garvey.
- His ideas, however, led to a sense of pride and hope in African Americans that resurfaced during the civil rights movement in the 1960s.

# The Migration Series: Panel #10

*They Were Very Poor*

60 panels  
showing the  
Great Migration  
— primitive art



# Jacob Lawrence







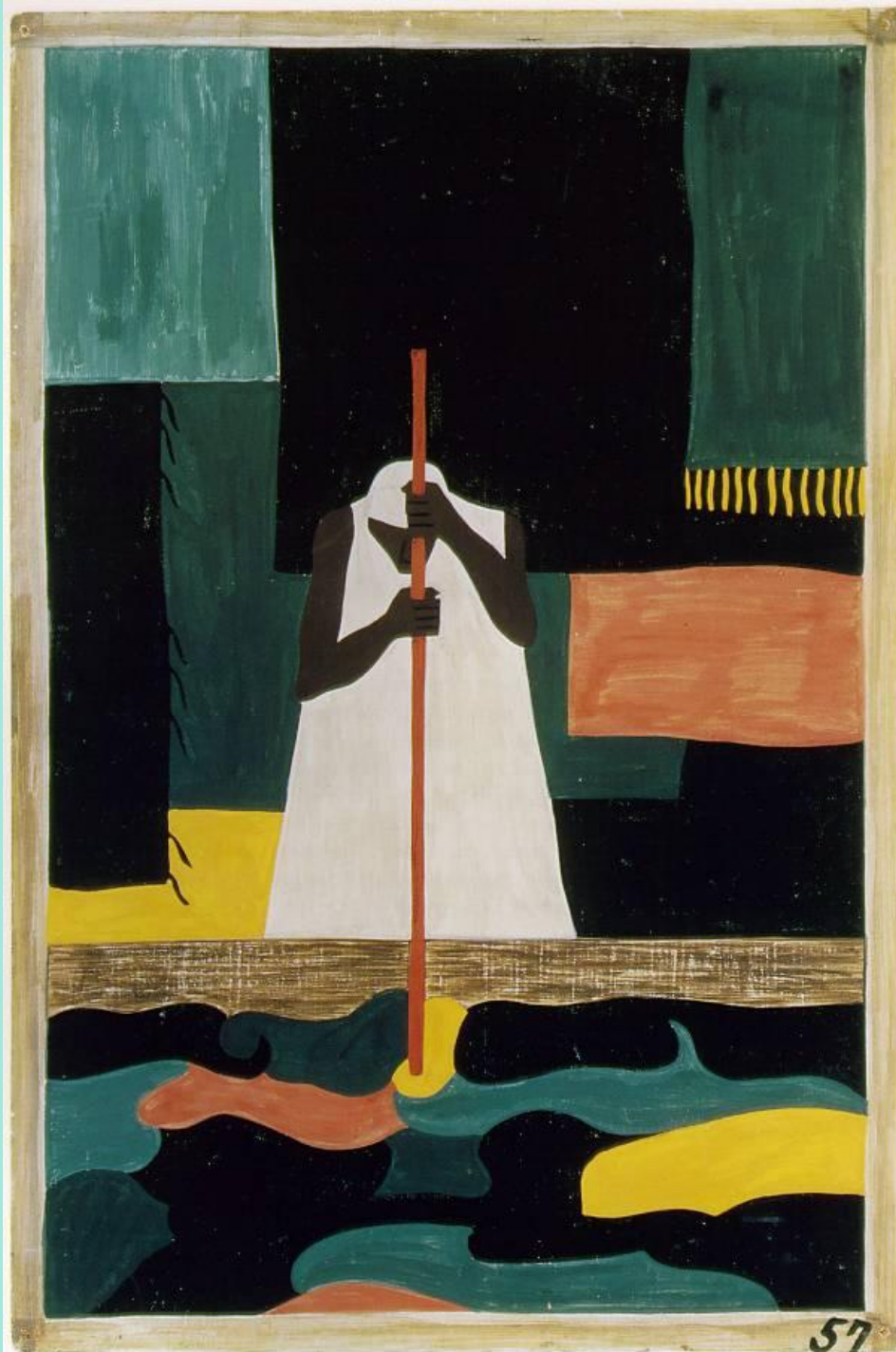






# #57

"The female worker  
was also one of the  
last groups to leave  
the South"



# The Harlem Renaissance –

## Music/Art

- **Louis Armstrong** introduced **jazz**, a style of music influenced by Dixieland music and ragtime.
- He became the first great cornet and trumpet soloist in jazz music.
- A famous Harlem nightspot, the **Cotton Club**, was where some famous African American musicians, such as **Duke Ellington**, got their start.



## JAZZ WAS SO POPULAR THAT THE 20s IS OFTEN REFERRED TO AS THE JAZZ AGE



DUKE  
ELLINGTON

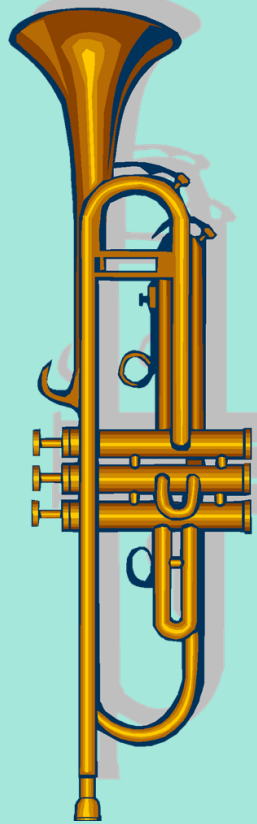


LOUIS ARMSTRONG



BIG BAND

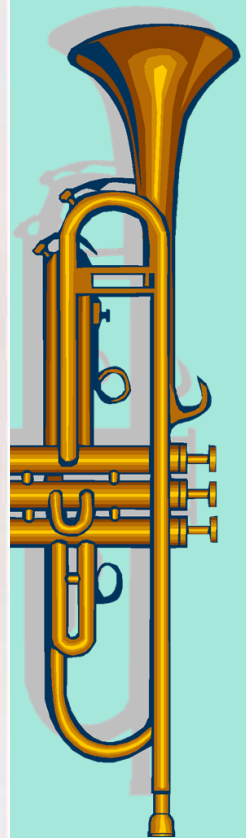
# Louis "Satchmo" Armstrong



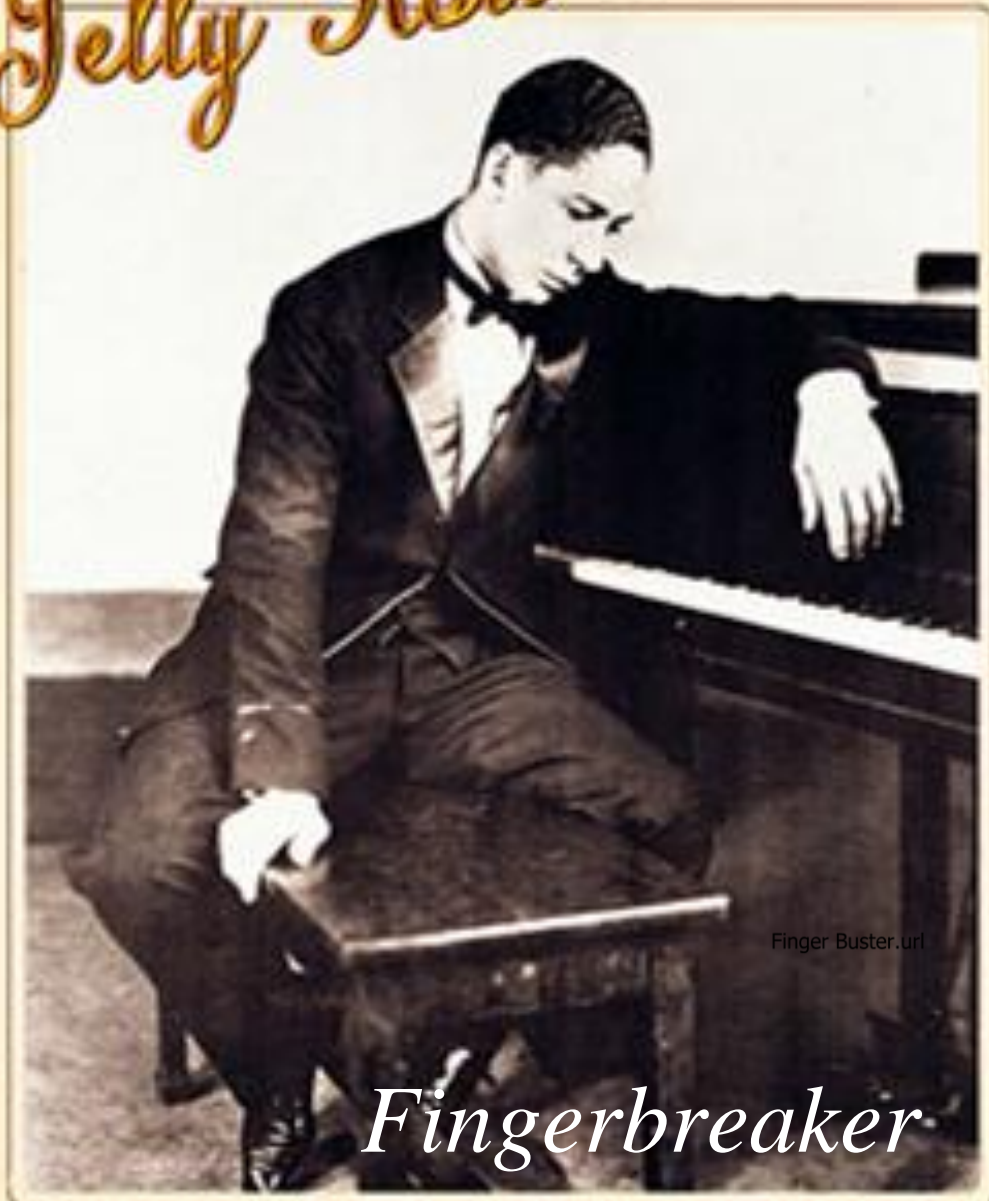
LOUIS ARMSTRONG  
And His Famous Orchestra

*Best Wishes  
To Brass School  
Louis Armstrong*

*Amesbury Corp.*  
JOE GLASER, President  
NEW YORK, CHICAGO, HOLLYWOOD



Jelly Roll Morton



Finger Buster.url

*Fingertbreaker*

"I invented  
Jazz,"  
is how  
Jelly Roll  
Morton  
often  
introduced  
himself.

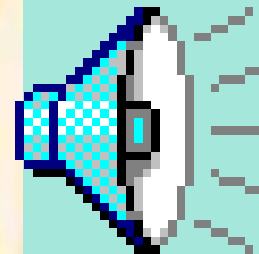


# Ella Fitzgerald





# Cab Calloway



*Minnie the  
Moocher*

Singer,  
Band Leader



# DUKE ELLINGTON

AND HIS FAMOUS  
Orchestra

*Arrangement*  
MILLS DANCE ORCHESTRALS  
180 WEST 46th ST.  
NEW YORK CITY

# The Harlem Renaissance (cont.)

## Section 3-7

- **Bessie Smith sang about unrequited love, poverty, and oppression, which were classic themes in blues style music.**
- **This soulful style of music evolved from African American spirituals.**

# Bessie Smith



Bessie Smith

“Kitchen Man”







# HOTSPOT



# George Gershwin



Music  
Composer  
*Rhapsody in  
Blue*





# Modern Art







# Chrysler Building

Art Deco  
Architecture



# Pablo Picasso



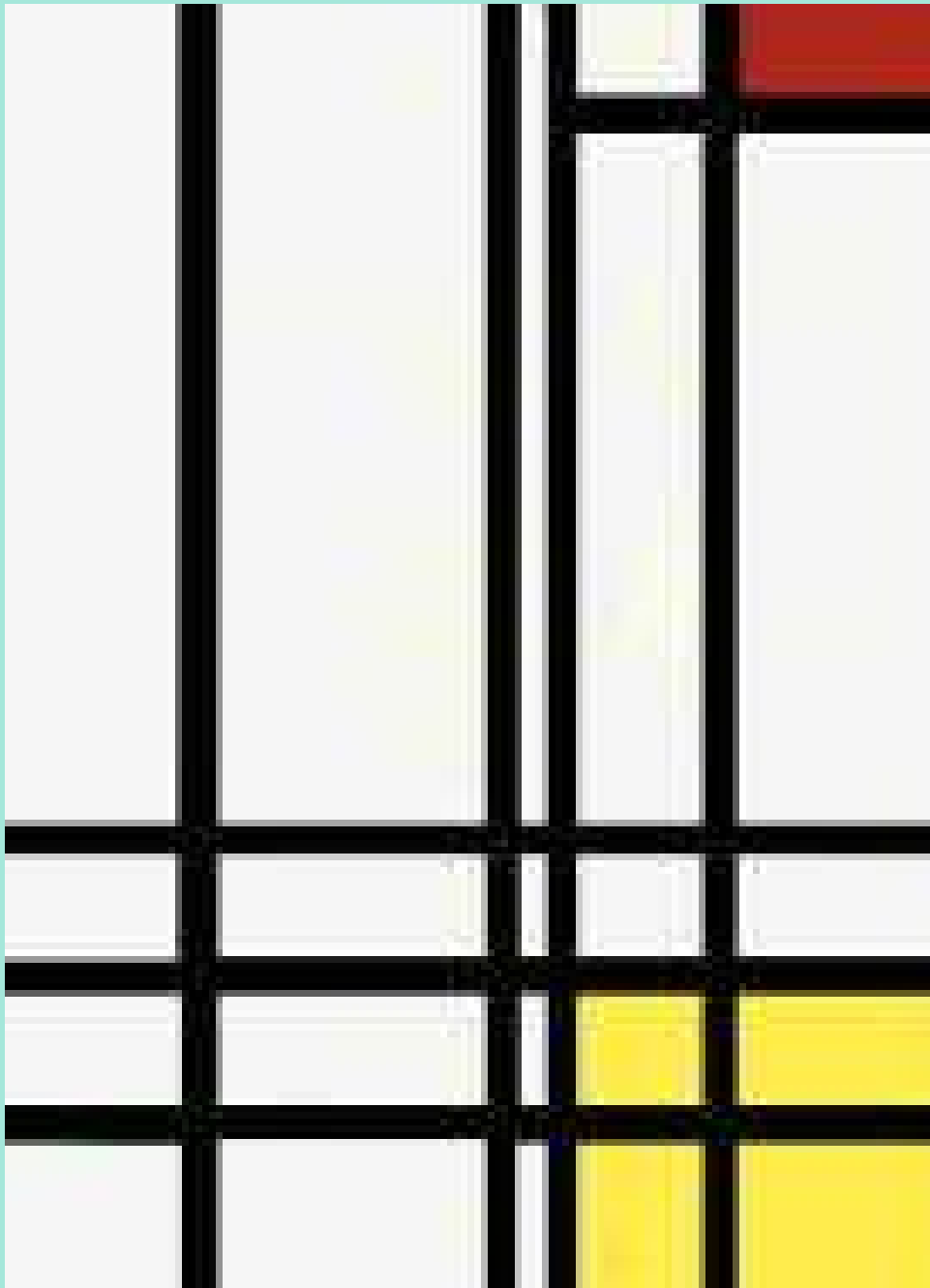
*The Dream*



PICASSO

# PICASSO

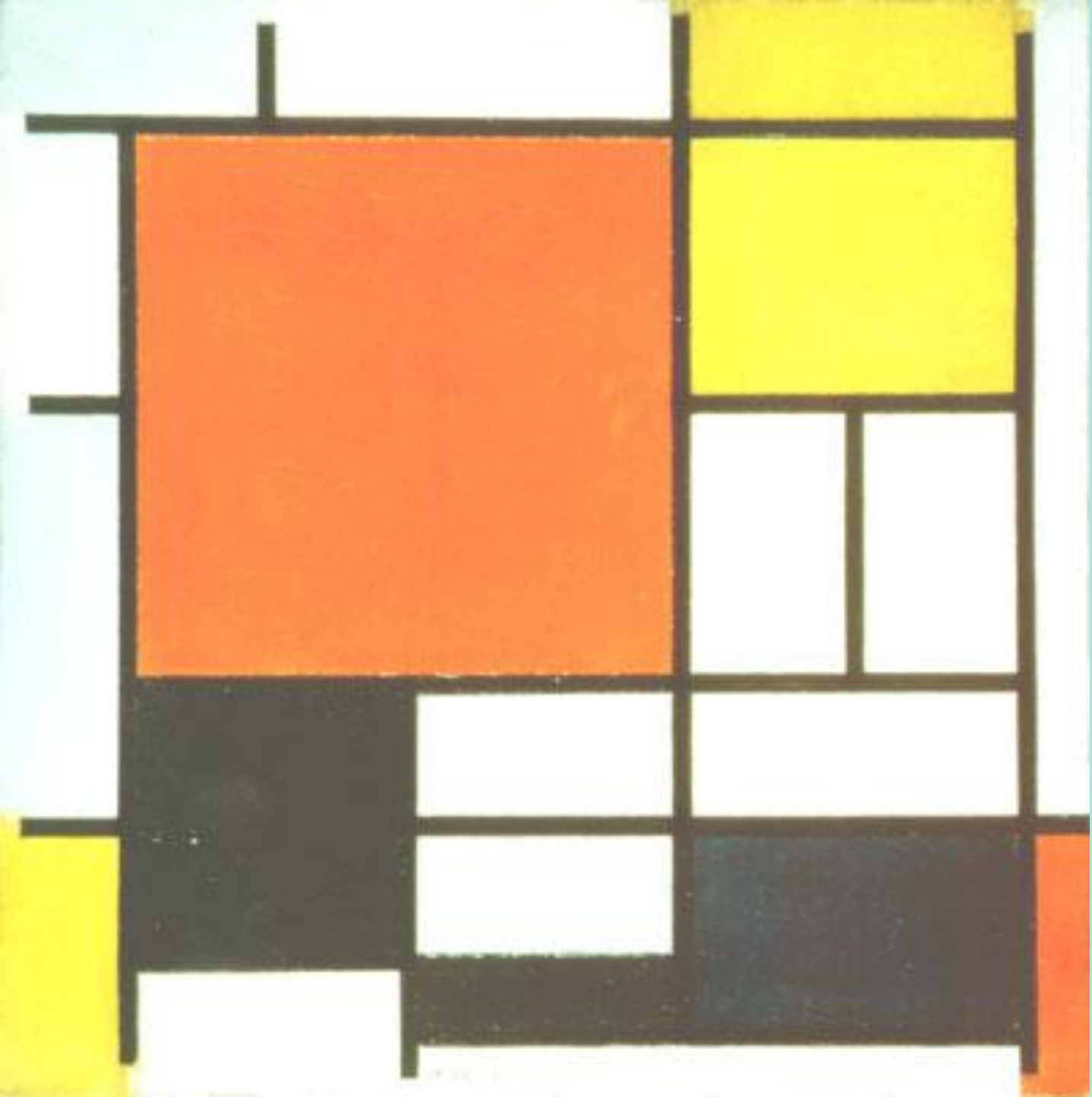


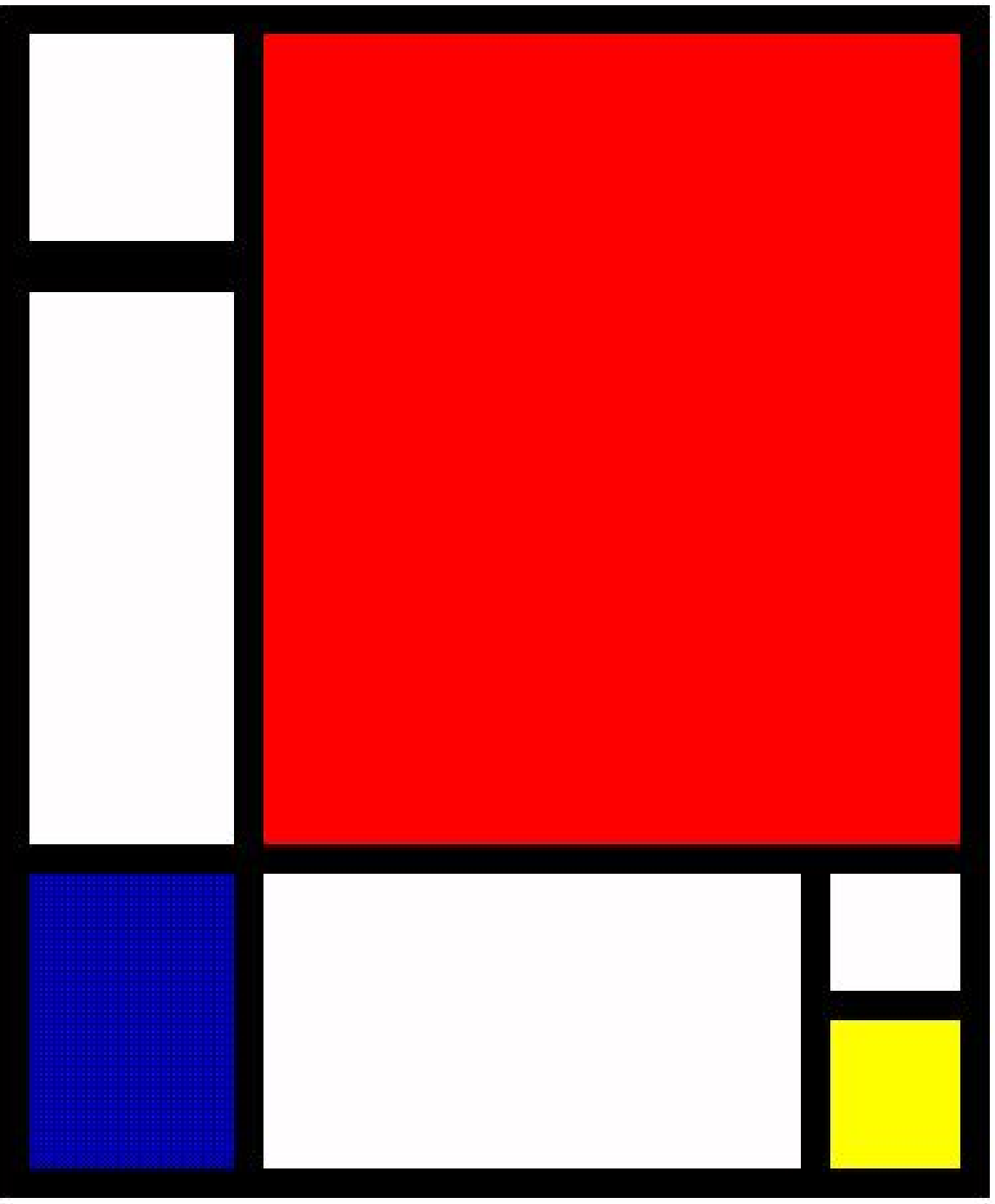


Piet  
Mondrian's  
*Opposition  
of Lines,  
Red and  
Yellow*



# MONDRIAN





MONDRIAN



**Prohibition**  
**begins,**



**after passage**  
**of Volstead**  
**Act**

## **THE 18<sup>TH</sup> AMENDMENT, 1919, MADE PROHIBITION THE LAW OF THE LAND**

### **Amendment xviii**

**Section 1. After one year from the ratification of this article the manufacture, sale, or transportation of intoxicating liquors within, the importation thereof into, or the exportation thereof from the United States and all territory subject to the jurisdiction thereof for beverage purposes is hereby prohibited.**

**Section 2. The congress and the several states shall have concurrent power to enforce this article by appropriate legislation.**

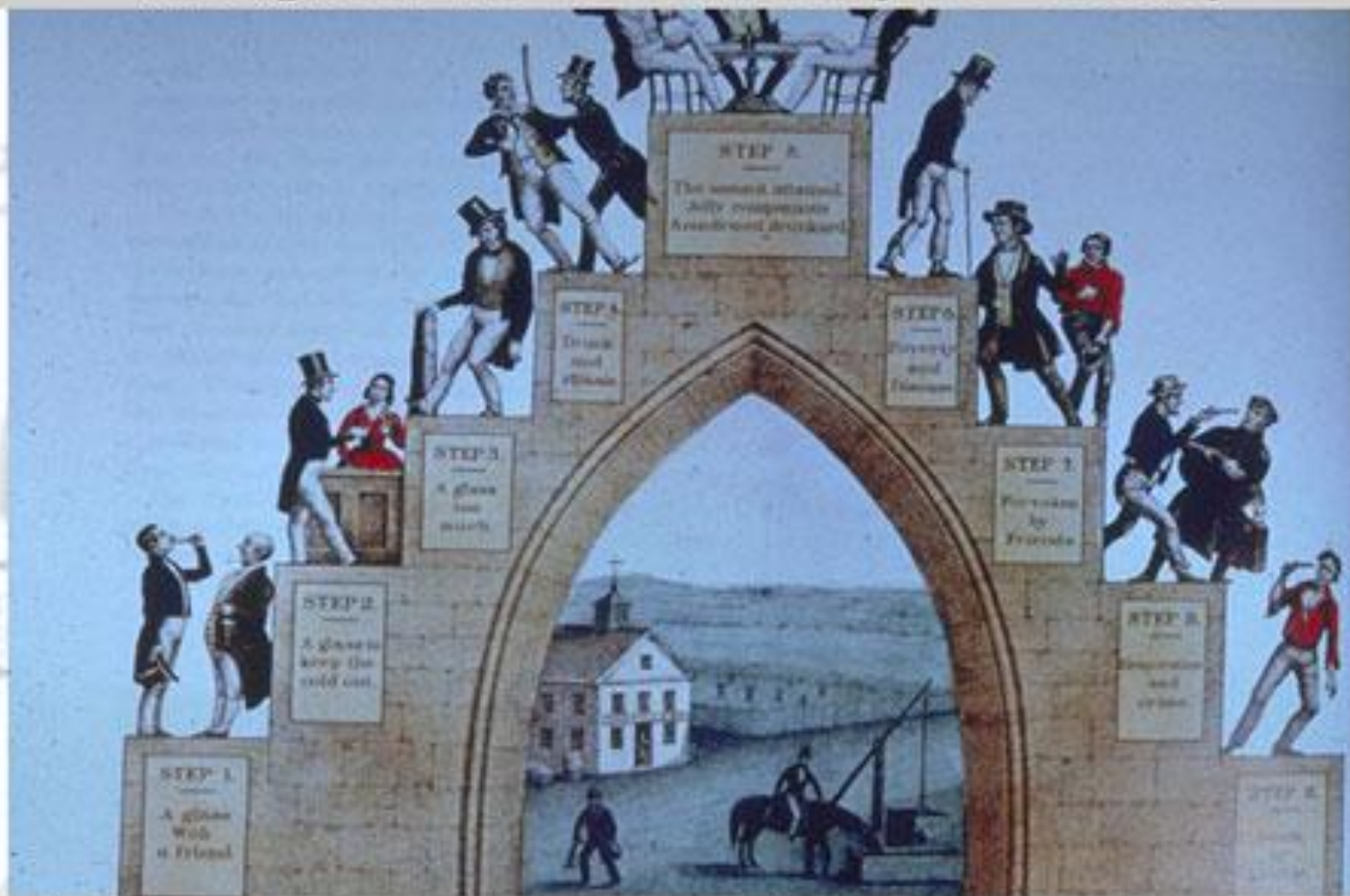
**Section 3. This article shall be inoperative unless it shall have been ratified as an amendment to the constitution by the legislatures of the several states, as provided in the constitution, within seven years from the date of the submission hereof to the states by the Congress.**





Carrie A.  
Nation's  
dream  
comes  
true. . .or  
does it?

**Anti-alcohol movements had been gaining strength throughout the 19<sup>th</sup> and early 20<sup>th</sup> century**



**"Drunkards progress" poster that was issued in several formats throughout the 19<sup>th</sup> century showing the progression from "a glass of wine with a friend" to "death by suicide".**




**BILLY SUNDAY WAS A  
BASEBALL PLAYER WHO  
BECAME AN EVANGELIST  
CRUSADING FOR THE  
PROHIBITION OF ALCOHOL IN  
AMERICA**

*Billy Sunday  
(1862-1935)*

***BOOZE***  
*Wine is a mocker, strong drink is raging: and whosoever  
is deceived thereby is not wise. (Proverbs 20:1)*

Read the famous "Booze"  
sermon by the evangelist  
who won hundreds of  
thousands of people to  
Jesus Christ.

Billy Sunday was an enemy  
of the liquor trade,  
saloons, and an advocate  
of temperance.



*Billy Sunday*

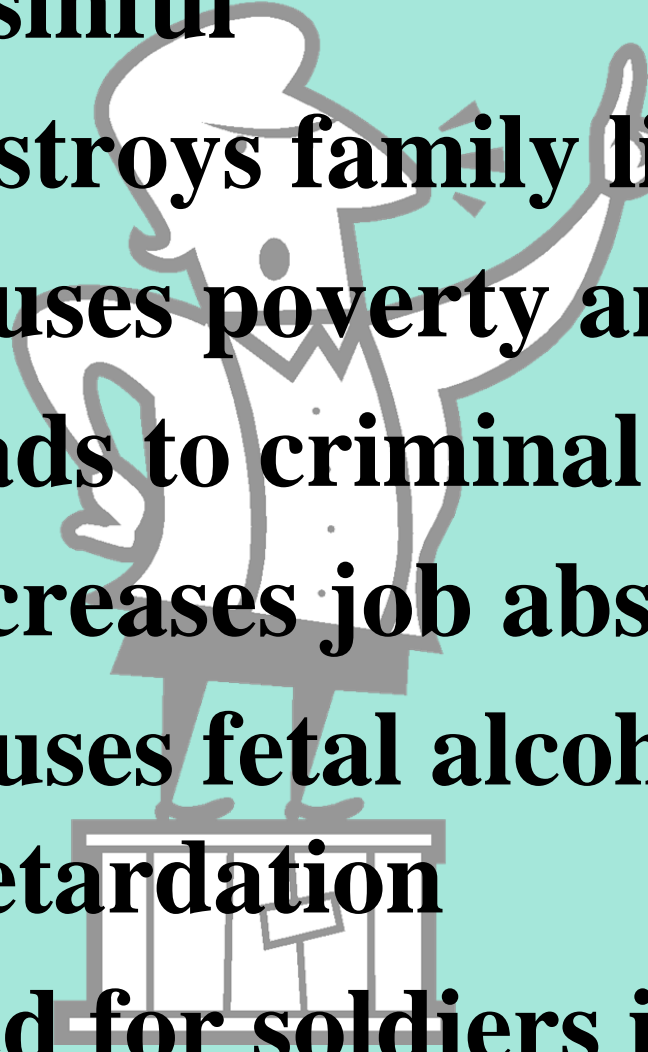




# Arguments for Prohibition

Drys

- **Drinking is sinful**
- **Drinking destroys family life**
- **Drinking causes poverty and disease**
- **Drinking leads to criminal behavior**
- **Drinking increases job absenteeism**
- **Drinking causes fetal alcohol syndrome/retardation**
- **Grain needed for soldiers in WWI\*\***





What's  
that in  
your  
garter?





**"JOE SENT ME."**

ORIGINAL  
LIQUOR PRESCRIPTION STUB

F107997

DATE PRESCRIBED

FULL NAME OF PATIENT

ADDRESS

NUMBER

STREET

CITY

STATE

KIND AND QUANTITY OF LIQUOR PRESCRIBED

SIGN FULL NAME

M.D.

ADDRESS

NUMBER

STREET

CITY

STATE

PERMIT NUMBER

*This stub must be clearly and legibly  
written, and must not be detached  
from the book.*

42

ORIGINAL  
PRESCRIPTION FORM FOR MEDICINAL LIQUOR

F107997

Rx

KIND OF LIQUOR QUANTITY DIRECTIONS

FULL NAME OF PATIENT DATE PRESCRIBED

PATIENTS ADDRESS

NUMBER STREET CITY STATE

PRESCRIBERS SIGNATURE PRESCRIBERS PERMIT NUMBER

PRESCRIBERS ADDRESS

NUMBER STREET CITY STATE

CANCELED

DRUG STORE NAME AS ON PERMIT PERMIT NUMBER

DISPENSERS SIGNATURE DATE FILLED AND CANCELED STRIP STAMP NUMBER

STORE ADDRESS

NUMBER STREET CITY STATE

SEE REVERSE SIDE FOR INSTRUCTIONS  
DO NOT REFILL OR TRANSFER UNDER PENALTY

42

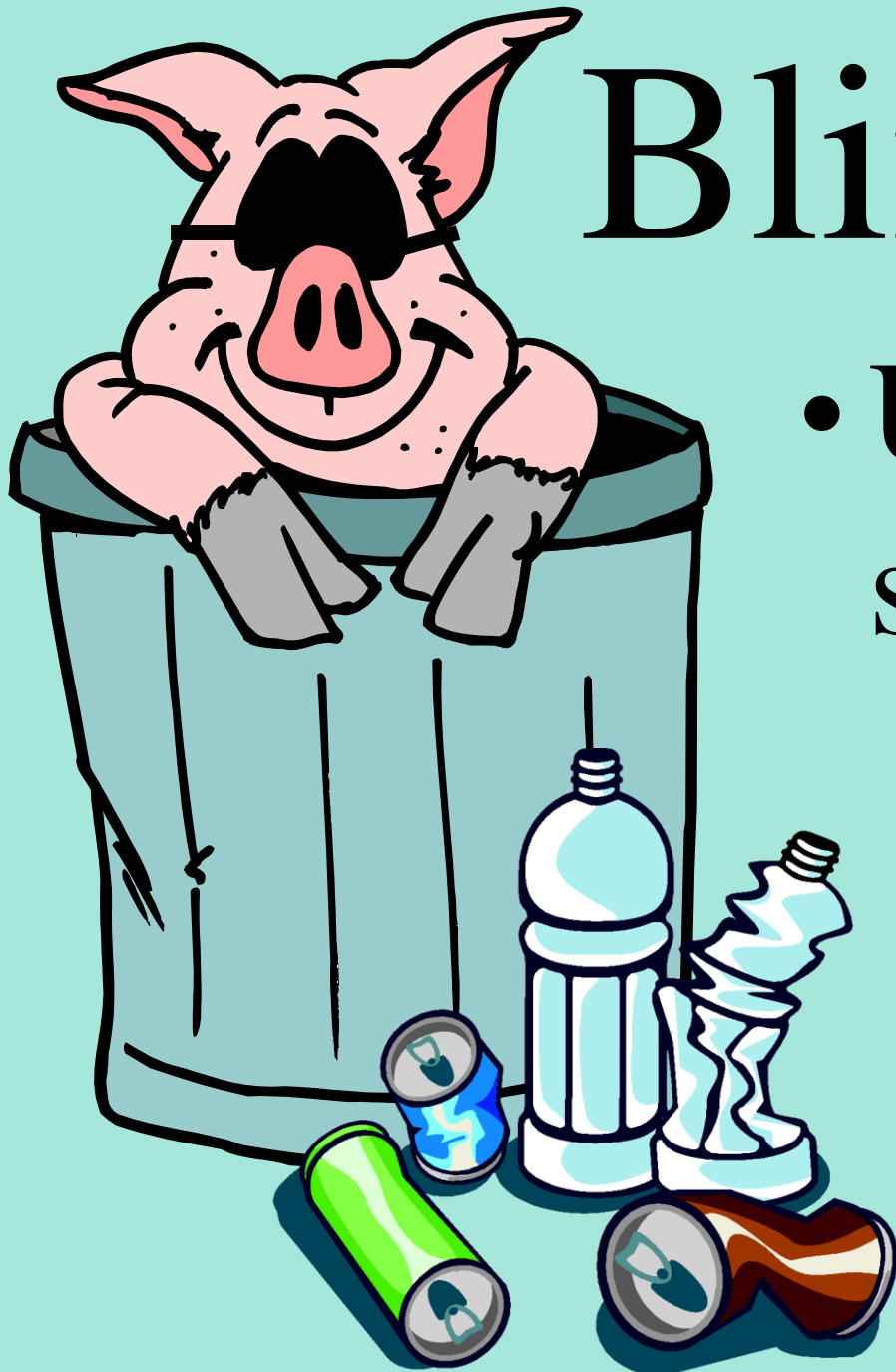
NATIONAL PROHIBITION BOARD

# Liquor Prescription

**AL  
“Scarface”  
Capone,  
notorious  
Chicago  
gangster  
and  
bootlegger**







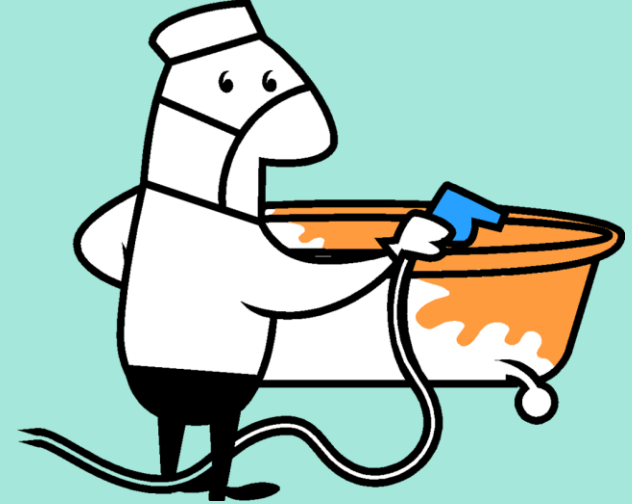
# Blind Pig

- Underground speakeasy





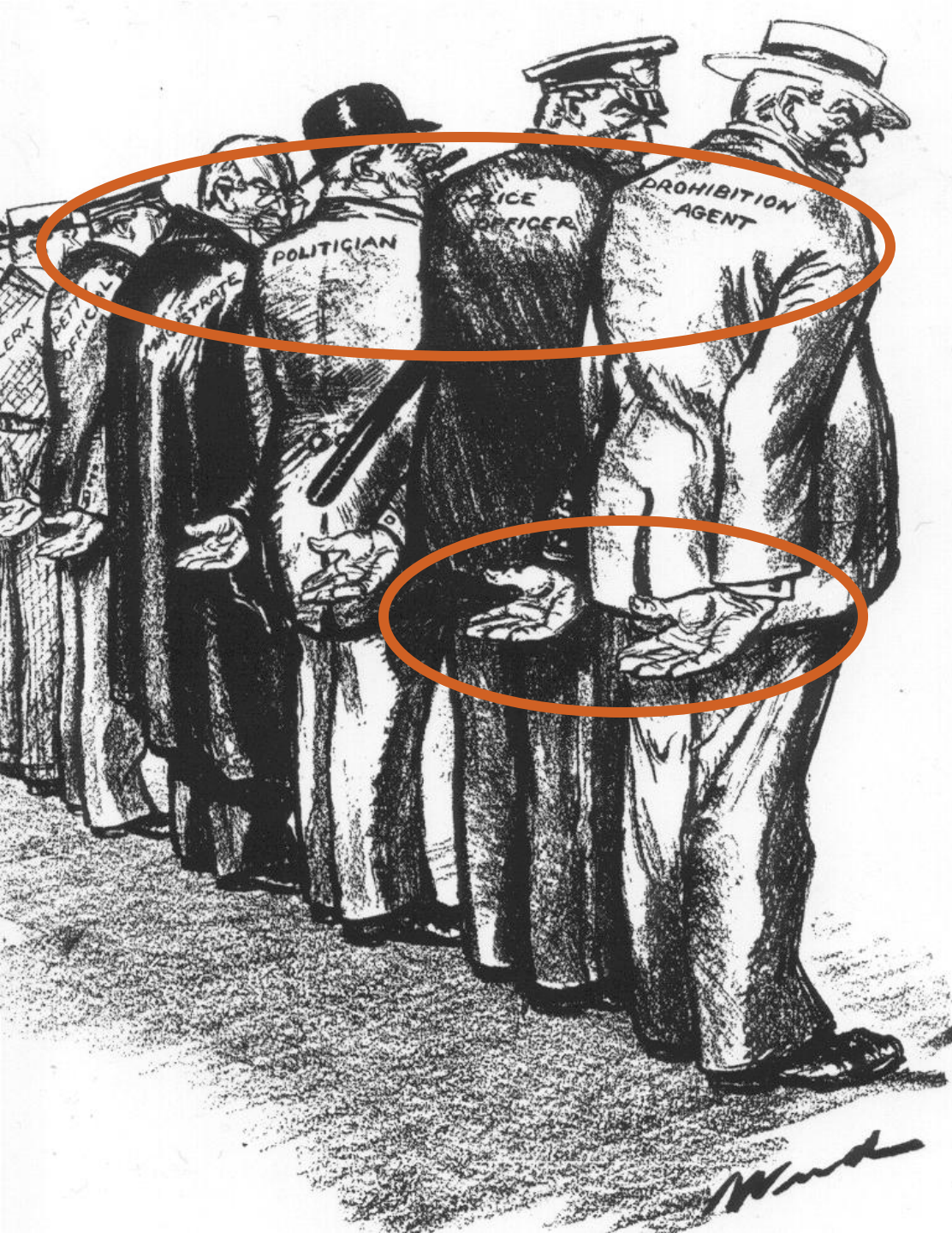
**SPEAKEASY  
MEMBERSHIP CARD**



# Bathtub Gin



**SPEAKEASY  
MEMBERSHIP CARD**



What does  
this cartoon  
tell you  
about  
Prohibition?

# Arguments Against Prohibition

Wets

- **Loss of tax revenue source for govt.**
- **Anti-capitalism**
- **Denies a basic freedom**
- **Prohibitionist claims were unfounded**
- **Law had reversed intended effect**
- **Law is impossible to enforce**



**NATIVISM**--favoring native inhabitants, in preference to immigrants from foreign countries. (anti-immigrant)

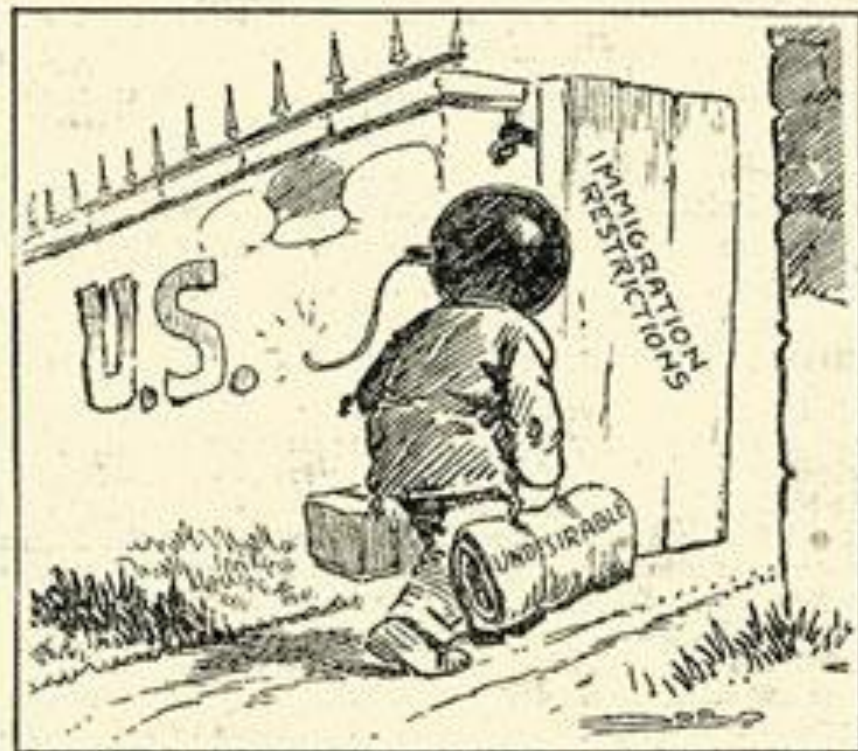
**RACISM**—prejudice and discrimination against one race, or believing that one race is superior to another.





caption  
reads:  
**THE  
ONLY  
WAY TO  
HANDLE  
IT**

## FEAR OF OUTSIDE INFLUENCES LED TO RESTRICTIONS ON IMMIGRATION



CLOSE THE GATE.

—Ore in the Chicago Tribune.



"COME UNTO ME, YE OPPRESSED!"

—Alley in the Memphis Commercial Appeal.



A black and white photograph of two men, Sacco and Vanzetti, seated side-by-side. The man on the left has a mustache and is wearing a dark suit with a tie. The man on the right is clean-shaven and wearing a dark suit with a bow tie. Both are looking directly at the camera. The background is dark and out of focus.

# Sacco & Vanzetti



**SACCO  
&  
VANZETTI**

**SACCO-VANZETTI**

AND  
**THE RED PERIL**

SPEECH MADE BY  
**FRANK A. GOODWIN**  
BEFORE THE  
LAWRENCE KIWANIS CLUB

JUNE 30, 1927

Distributed by  
INDUSTRIAL DEFENSE ASSOCIATION, INC.  
7 WATER STREET, BOSTON, MASS.



MAY 1, 1927

JUL 26, 1927

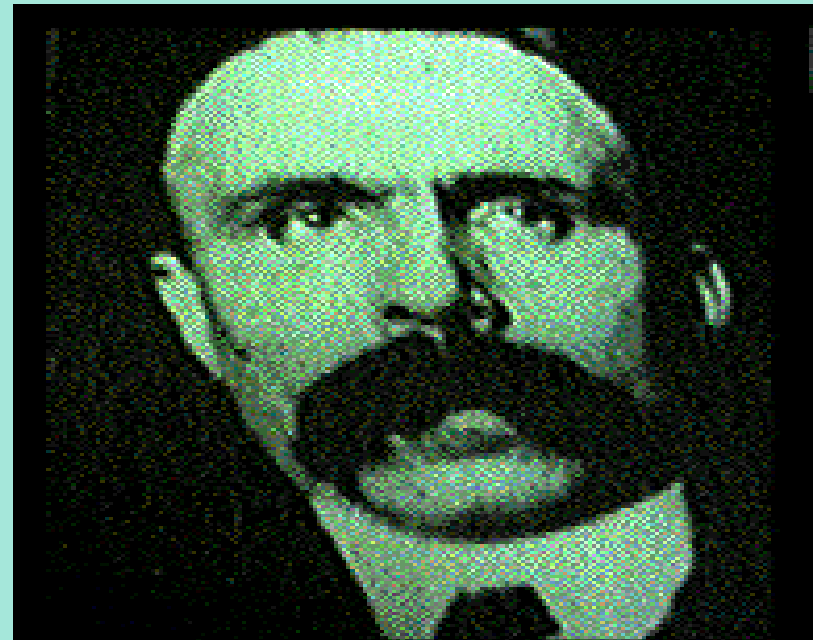
John Held Jr.



Nicola  
Sacco



Bartolomeo  
Vanzetti





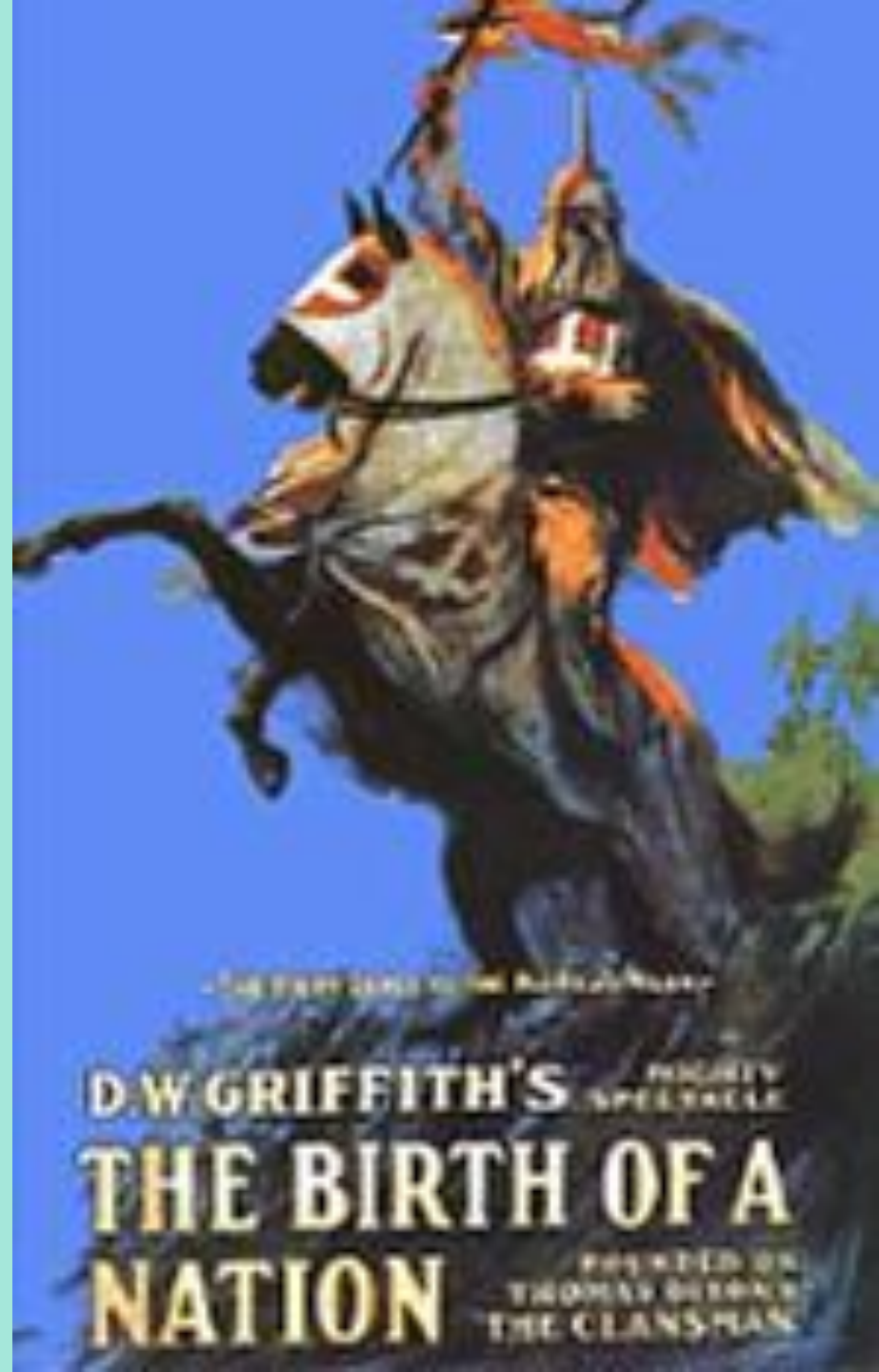
Prejudice  
Racism



Lynchings Discrimination

*America Shames Herself*

Film,  
*Birth*  
*of a Nation*,  
promoted  
racism





**EXTREME FEAR OF FOREIGN  
INFLUENCES BREEDS HATRED**

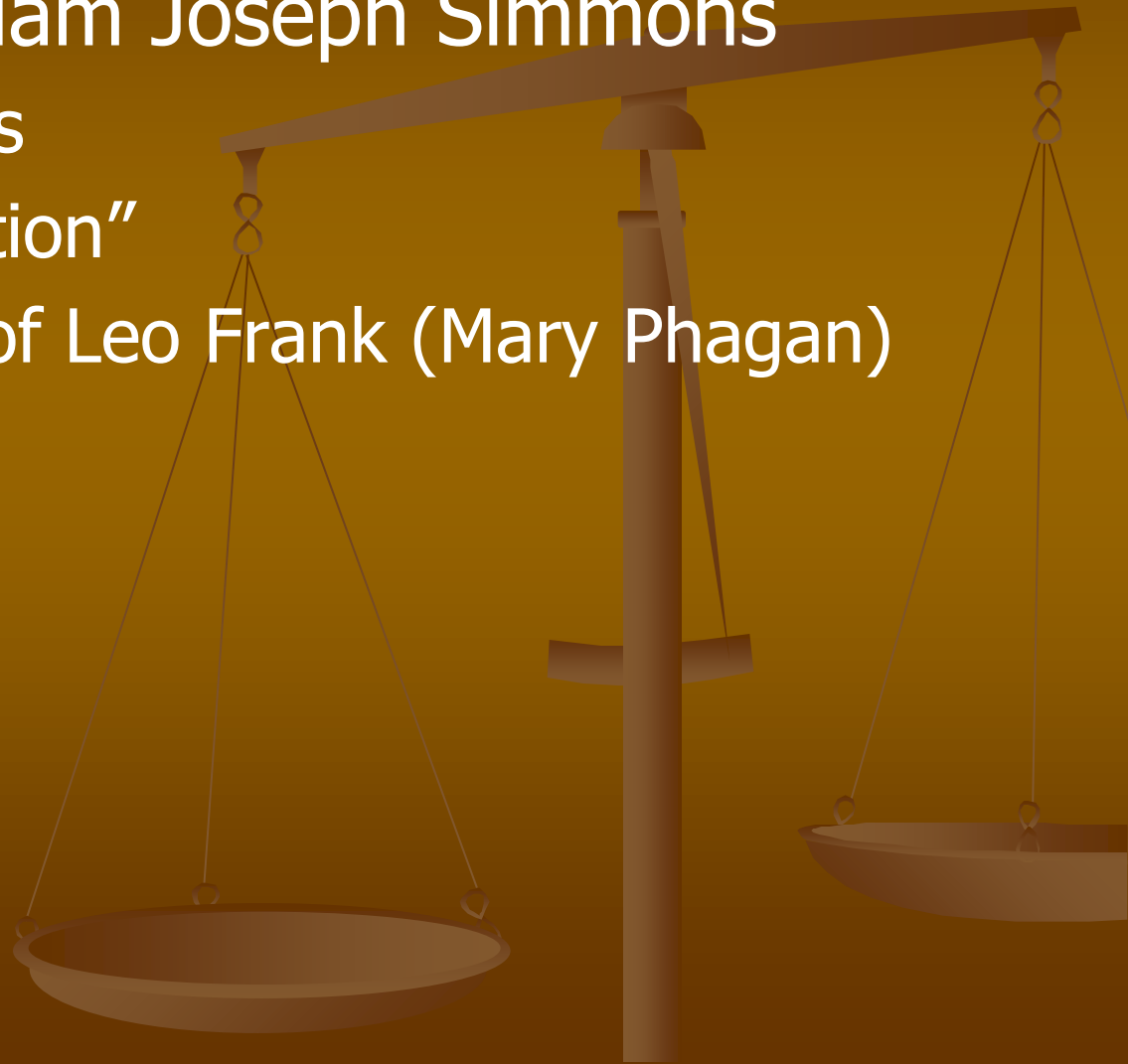


# KKK Activities



# The “New” Ku Klux Klan

- 1915 – by William Joseph Simmons
  - Jim Crow Laws
  - “Birth of a Nation”
  - The lynching of Leo Frank (Mary Phagan)





This photo of the Leo Frank lynching was turned into a postcard and sent by Mariettans to their friends and relatives.



## PEOPLE THROG TO SCENE WHERE BODY DANGLES FROM ROPE

After Urging the Crowd Not to Indulge in Further Demonstrations, Judge Morris Hurries Frank's Body to Atlanta

Leo Frank's body, which is now in the hands of Atlanta undertakers, was found hanging by the neck from the arm of a tree ten miles from Marietta in an early hour this day morning, and the scenes of previous weeks of mob violence repeated, that Frank was alive, and begged for the mercy that would free the state from the blood of this man.

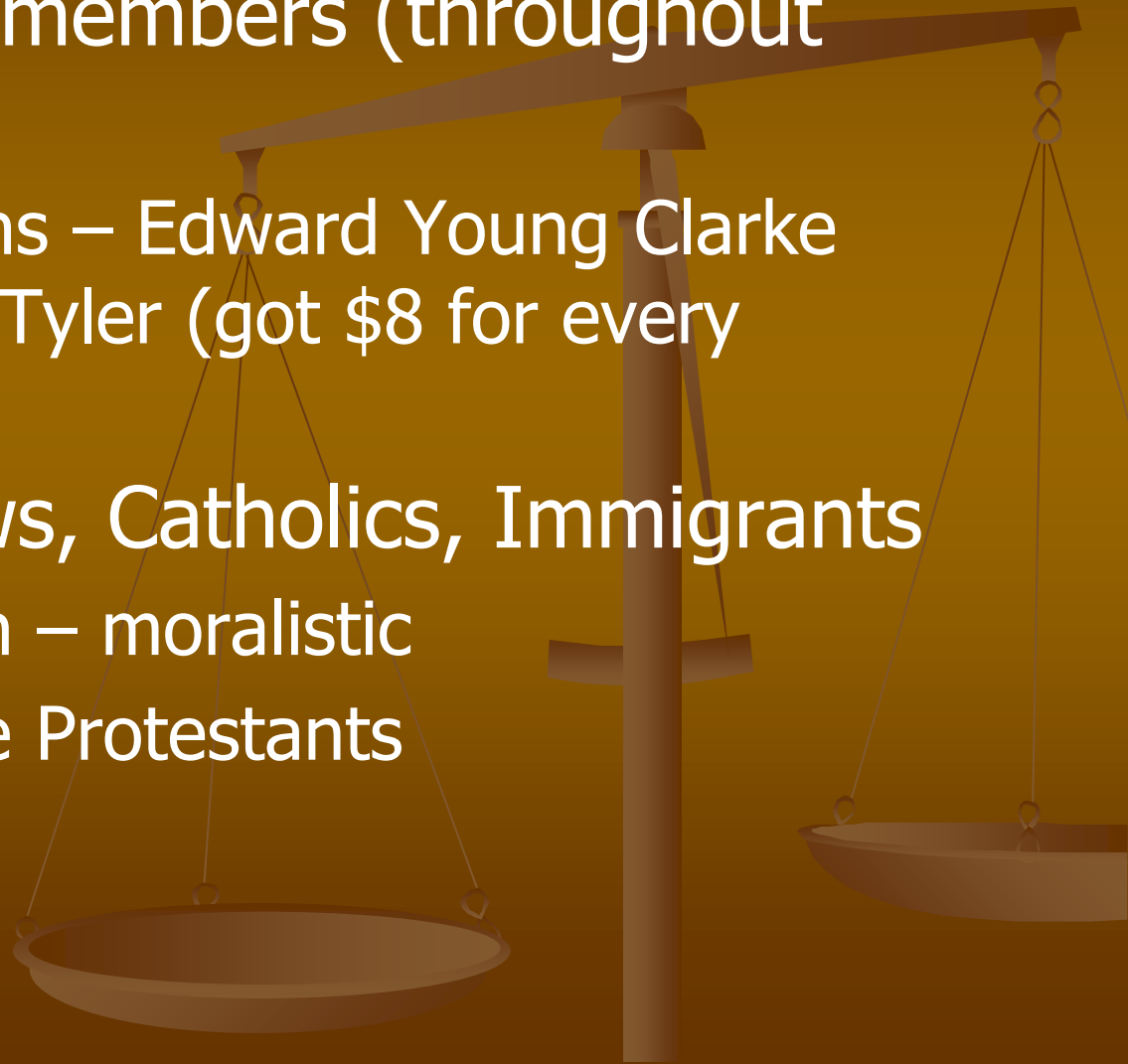
At the instance of Judge Morris, who presided at the trial, the body was taken to the state prison, where it was found to be the body of a man who had been hanged.

**Knights of Mary Phagan  
Formed  
The New Knights Of Ku Klux  
Klan**

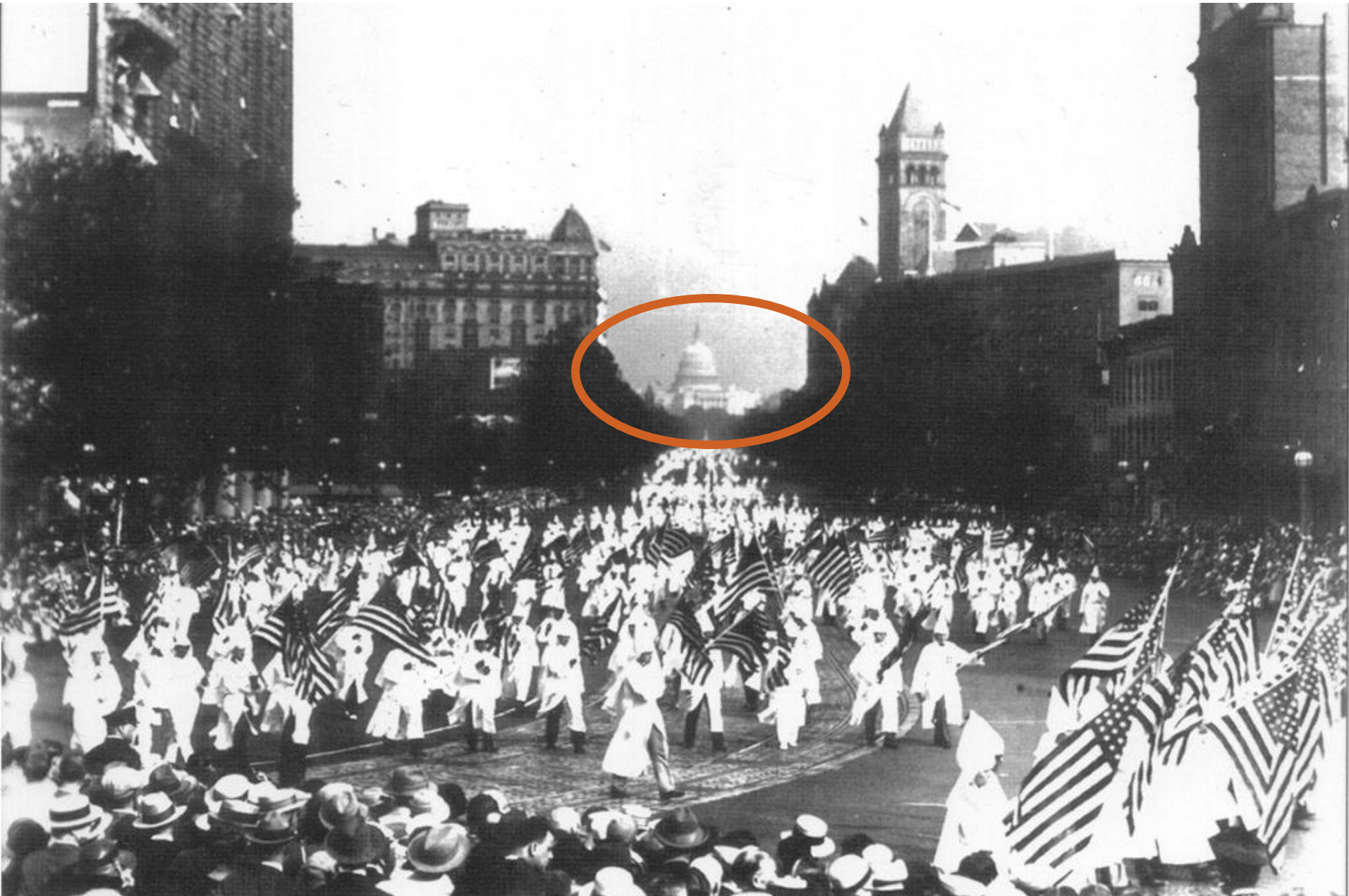


# The “New” Ku Klux Klan

- Over 4 million members (throughout U.S.)
  - Public Relations – Edward Young Clarke and Elizabeth Tyler (got \$8 for every membership)
- Anti Black, Jews, Catholics, Immigrants
  - For Prohibition – moralistic
  - Promote white Protestants



# Where is this event taking place?



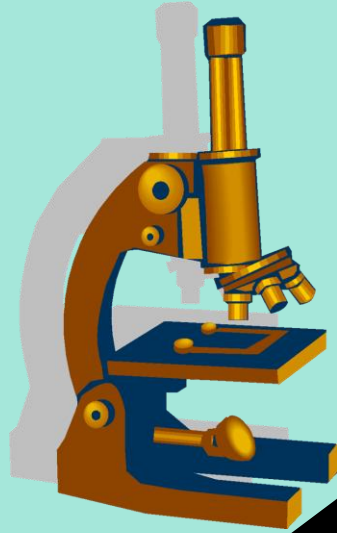
Sheet  
music to  
"We Are  
All Loyal  
Klansmen,"  
1923



# Modernist



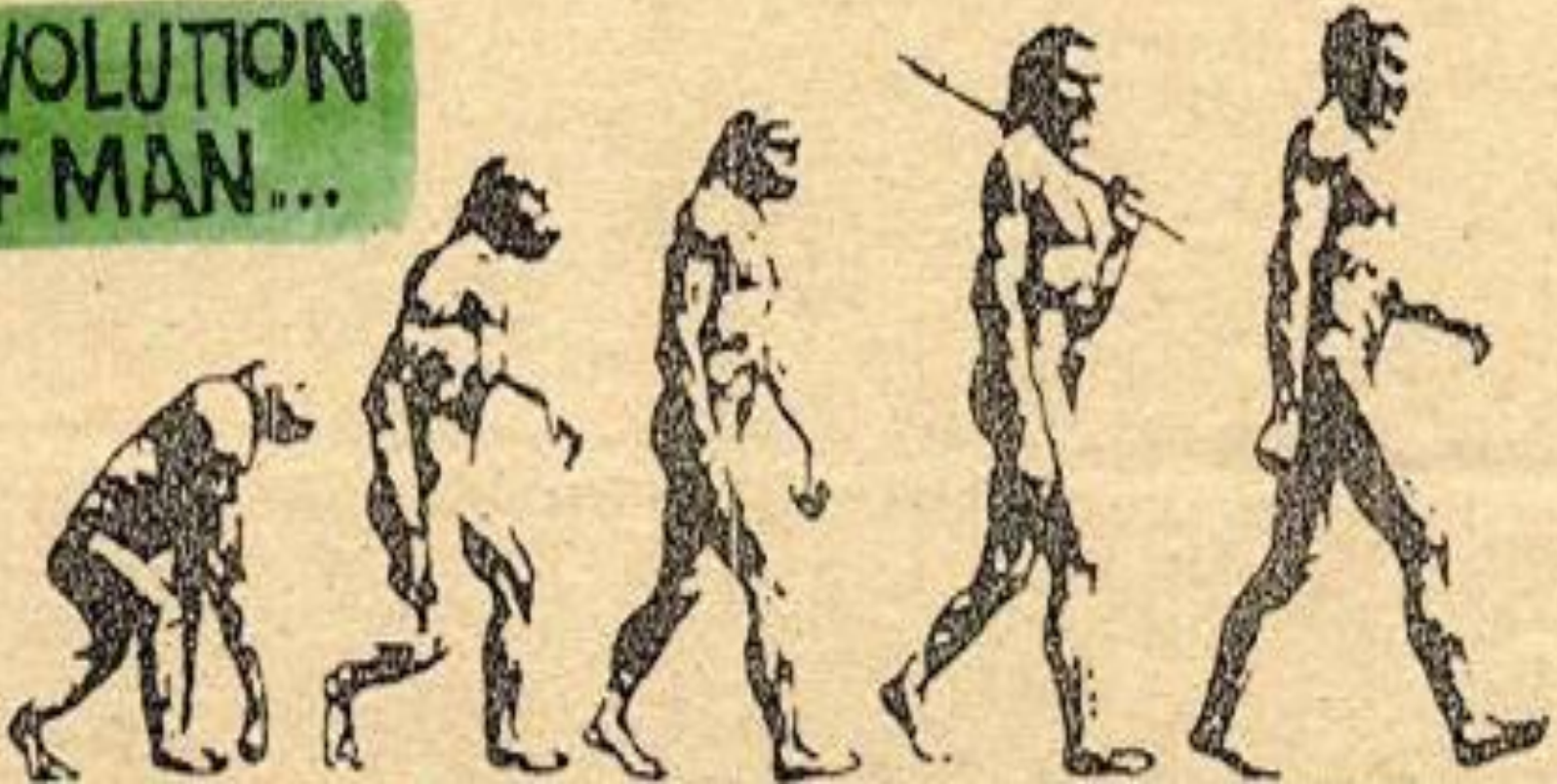
+



# Fundamentalist

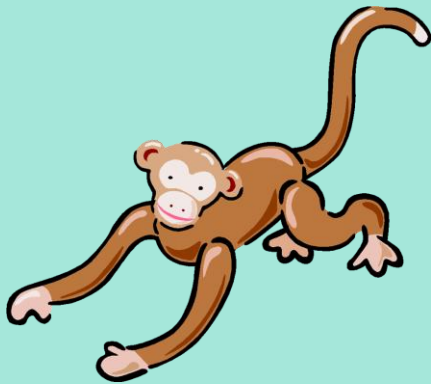


EVOLUTION  
OF MAN...



Modernists adopt Darwin's  
Theory of Evolution

# Scopes “Monkey” Trial







# John Scopes



# Clarence Darrow Attorney for Scopes





**William  
Jennings  
Bryan  
addresses  
the  
court**



Attorney's Making Small Talk

A black and white portrait of Calvin Coolidge, a middle-aged man with short, dark hair, wearing a dark suit, white shirt, and dark tie. He is looking slightly to his right with a serious expression.

Calvin  
Coolidge

A black and white portrait of Warren Harding, an older man with thinning hair, wearing a dark suit, white shirt, and dark tie. He is looking directly at the camera with a serious expression.

Warren  
Harding

# **Warren Harding**

**Twenty-ninth president**

**1921-1923**

**Born: November 2, 1865 in Corsica, Ohio**

**Died: August 2, 1923 during his presidency while  
visiting San Francisco, California**





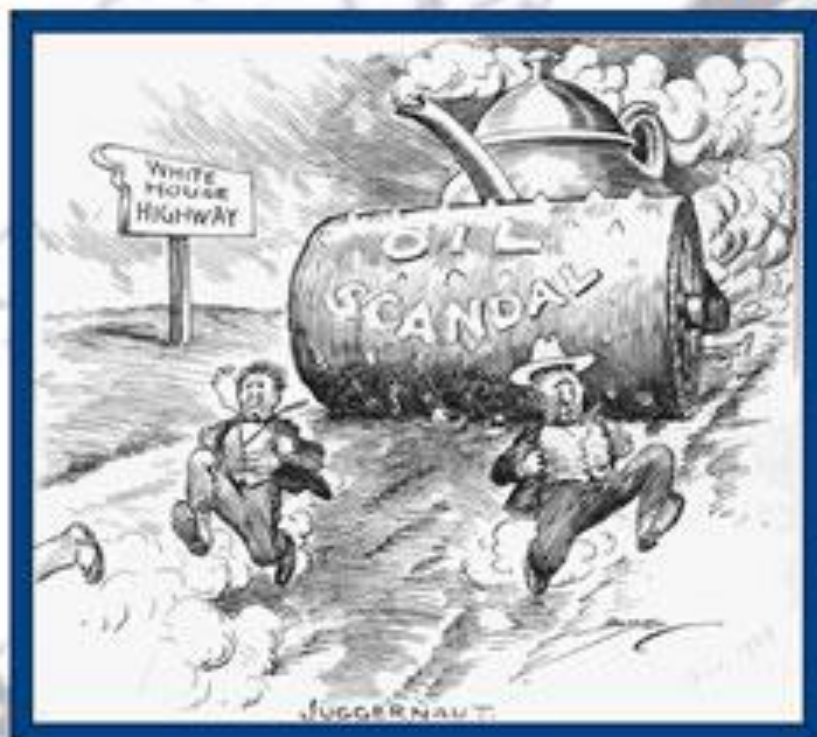
## #29 Warren G. Harding (R)

- Newspaper editor
- Hard drinking, gambling, womanizer
- Considered very handsome – women voted for him
- Teapot Dome scandal – Sec of Interior took a bribe – went to jail
- Part of the “Ohio Gang” – to DC – gambling buddies
- Segregationist – Isolationist - Nativist

Harding's administration was rocked by scandals. He said, of the friends he had appointed to high office, "My god, this is a hell of a job! I have no trouble with my enemies . . . but my damned friends... They're the ones that keep me walking the floor nights."

Three major scandals:

1. In the **Veterans' Bureau**
2. In the **Office of the Alien Property Custodian**
3. In the **Departments of the Interior and Justice.**



# Teapot Dome Scandal



**ALBERT B. FALL**

# The Harding Administration

Harding's administration was plagued with scandals by cabinet members and other government officials appointed by Harding.

- The Ohio Gang used their government positions to sell jobs, pardons, and immunity from prosecution.
- Colonel Charles R. Forbes, head of the Veteran's Bureau, sold scarce medical supplies from veteran's hospitals and kept the money, which cost the taxpayers \$250 million.
- Secretary of the interior, Albert B. Fall, secretly allowed private interests to lease lands containing U.S. Navy oil reserves at Teapot Dome, Wyoming.
- Attorney General Harry Daugherty refused to turn over files and bank records for a German-owned American company. Bribe money ended up in a bank account controlled by Daugherty.



# Teapot Dome Scandal

Navy has control of oil land in California and Wyoming for emergencies

Secretary of the Interior – Albert Fall –  
“sold” the oil to private business (over 1/2 million in bribes and kickbacks)

1<sup>st</sup> Cabinet member to go to prison

# Calvin Coolidge



“Silent  
Cal”

“The  
business of  
America is  
business.”

# ★ *An American Story* ★ Section 1-4





**PRESIDENT COOLIDGE: 1923-1929**  
**"THE BUSINESS OF AMERICA IS BUSINESS"**



**"CIVILIZATION  
AND PROFITS  
GO HAND IN  
HAND"**



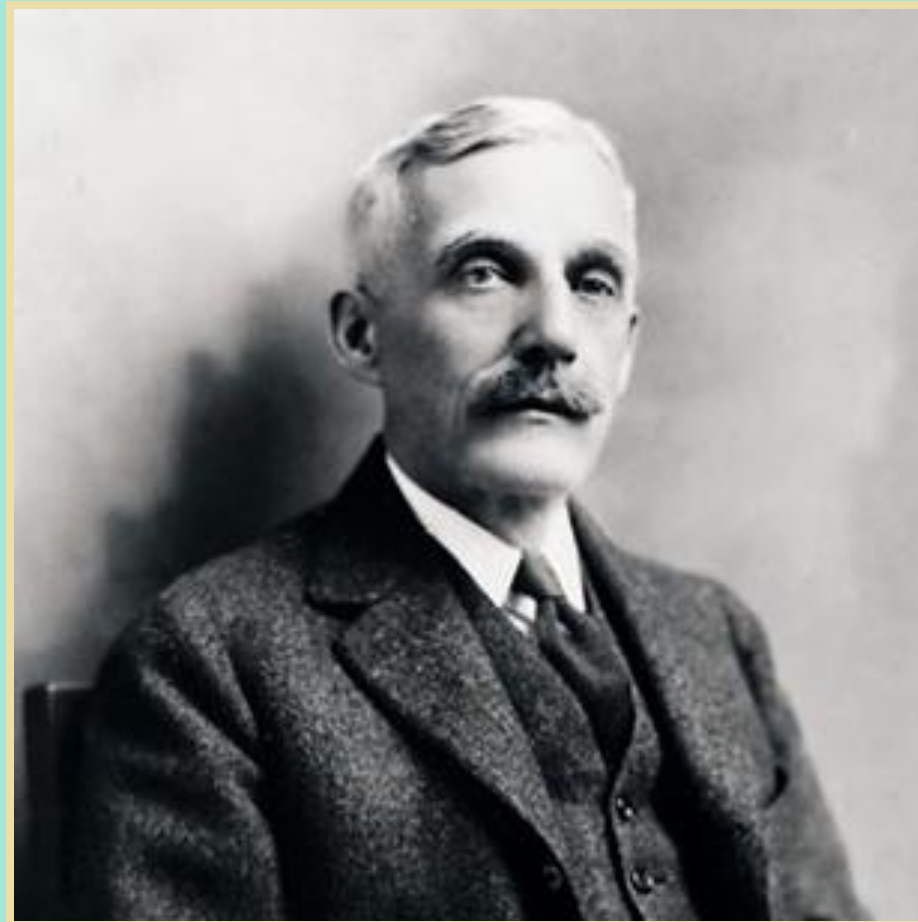
**Coolidge was the least active president in history, taking daily afternoon naps and proposing no new legislation**



## #30 – Calvin Coolidge (R)

- **Nickname was “Silent Cal” – shy, unsmiling, blunt**
- **Cut taxes, let big business “run wild”**
- **Probably most responsible for the Great Depression**
- **Secretary of Treasury, Andrew Mellon – let stock market “run wild”**
- **A Calvinist – did not drink, smoke, gamble or dance**

# ★ *An American Story* ★ Section 3-4



**Andrew Mellon**

Secretary of the  
Treasury

## Promoting Prosperity

- Andrew Mellon, named secretary of treasury by President Harding, reduced government spending and cut the federal budget.
- The federal debt was reduced by \$7 billion between 1921 and 1929.
- Secretary Mellon applied the idea of **supply-side economics** to reduce taxes.
- This idea suggested that lower taxes would allow businesses and consumers to spend and invest their extra money, resulting in economic growth.

## Promoting Prosperity

- In the end, the government would collect more taxes at a lower rate.
- Secretary of Commerce Herbert Hoover attempted to balance government regulation with **cooperative individualism**.
- Manufacturers and distributors were asked to form their own trade associations and share information with the federal government's Bureau of Standards.
- Hoover felt this would reduce waste and costs and lead to economic stability.



# Herbert Hoover



**"WE IN AMERICA TODAY ARE NEARER TO THE FINAL TRIUMPH OVER POVERTY THAN EVER BEFORE IN THE HISTORY OF ANY LAND."**

**HERBERT HOOVER, ONE YEAR BEFORE THE GREAT DEPRESSION BEGAN**

**WITHIN SIX MONTHS OF TAKING OFFICE THE STOCK MARKET CRASHED AND THE GREAT DEPRESSION BEGAN. HOOVER WAS PHILOSOPHICALLY UNEQUIPPED TO TAKE THE NEEDED ACTIONS TO RELIEVE THE SUFFERING OF THE UNEMPLOYED AND FARMERS NOR INITIATE LEGISLATION TO REMEDY THE FACTORS THAT CAUSED THE DEPRESSION.**



## #31 – Herbert Hoover (R)

- **Was left an orphan at 9**
- **Was a mining engineer (his wife Lou was too!)**
- **Traveled all over the world – was a millionaire by 40**
- **Relief for starving people of Europe after WWI**
- **Was blamed for the Great Depression**



**Oh my, Mr.  
President!  
The future's  
looking very  
grummy!  
Bad times are  
just around  
the corner.**



**Inauguration  
Day, 1929**





**I also see low  
test scores for  
students who  
don't study  
and high  
scores for  
those who do.**

Time to say  
“goodbye”  
to the  
Roaring  
Twenties

