

The Roaring Twenties

“Birthscream of the modern”

Learning Targets

- Explain (in simple terms) what happened in the Russian Revolution, and why that caused widespread fear in the United States.
- How did the rise of nativism and isolationism impact Americans in the 1920s?
- What changes affected American workers in the 20s?

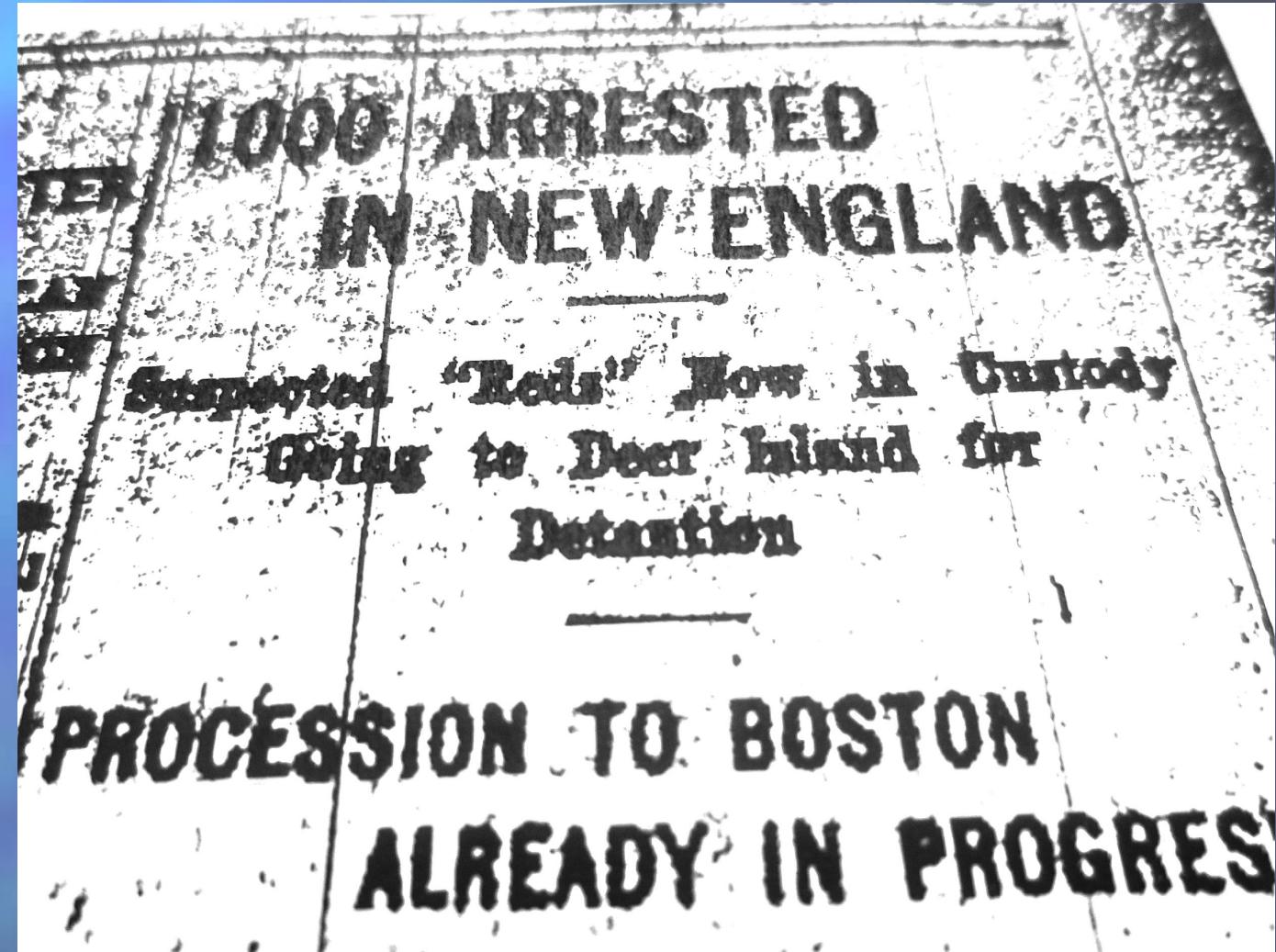
Political Changes

- In the 1920s, three new trends dominated the era:
 - Isolationism
 - Nativism
 - Political Conservatism

The Russian Revolution



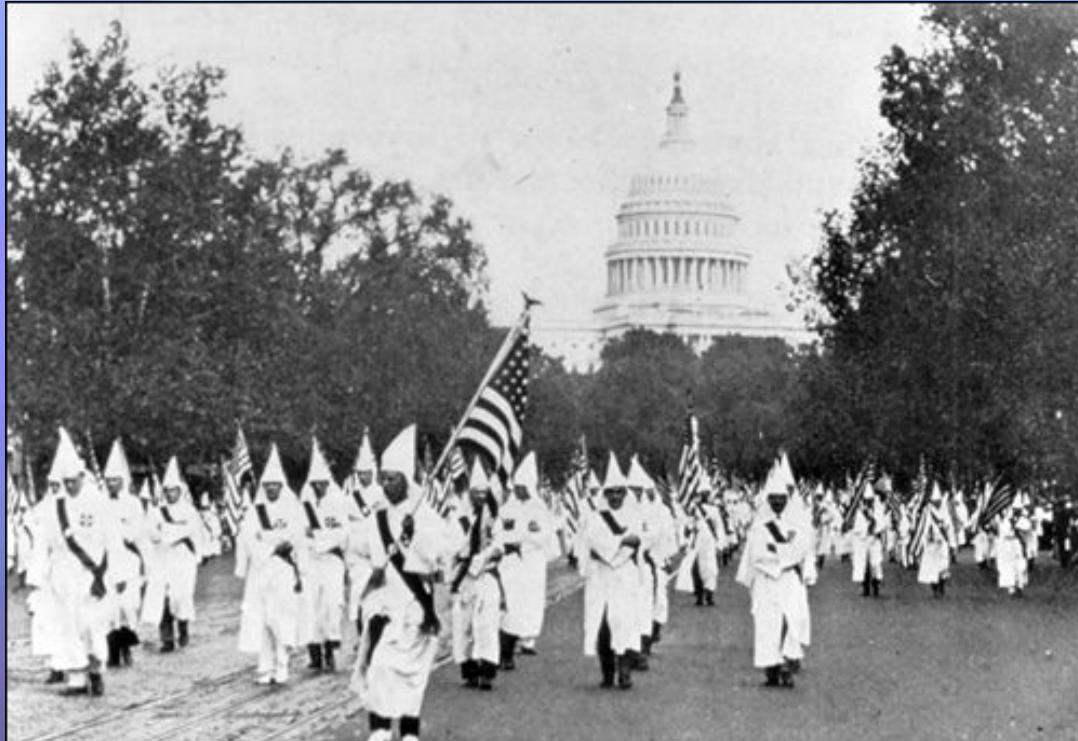
The Red Scare and the Palmer Raids



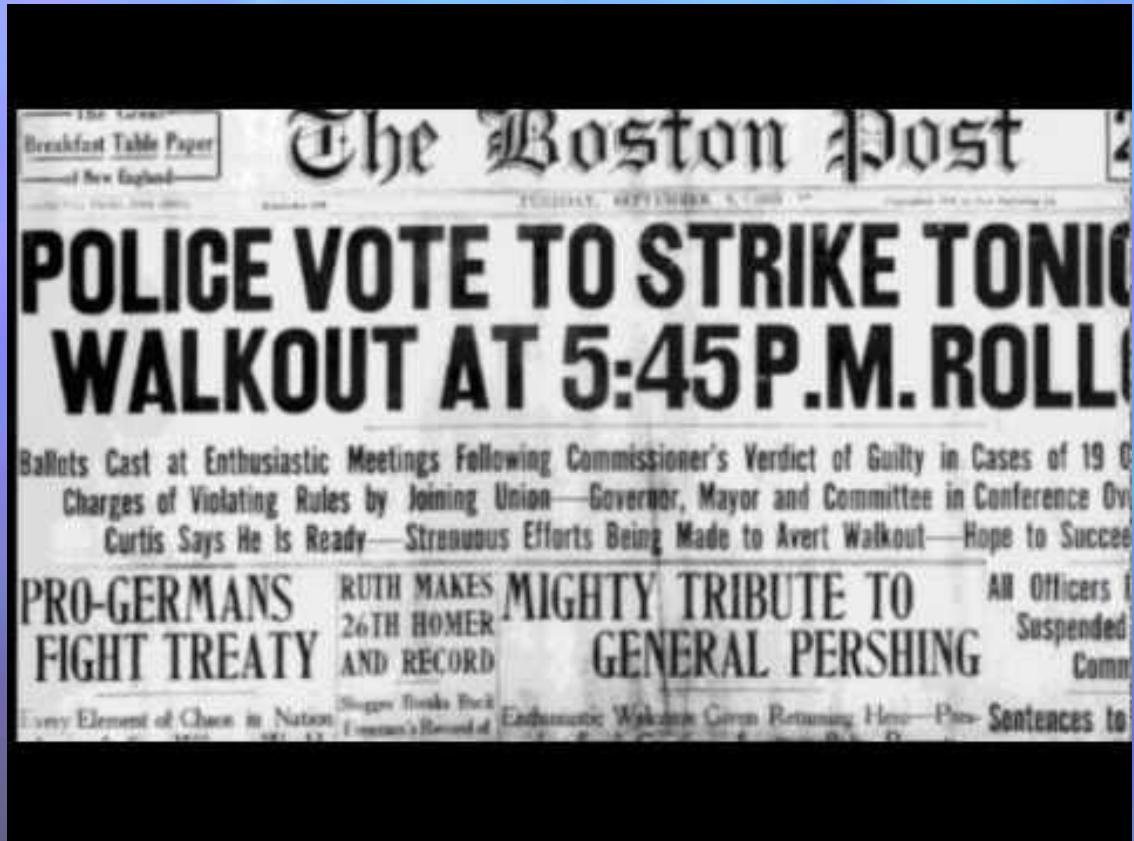
The Trial of Sacco and Vanzetti



The Rise of the (new) Ku Klux Klan



Labor Issues in the 1920s



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Economic Learning Targets

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- Explain how electronic conveniences and advertising revolutionized the economy.
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- Explain the stock market boom of the 1920s.

New Industries









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that only Frigidaire can give

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HOME APPLIANCES



The Electric Dish Washer for Fine Homes



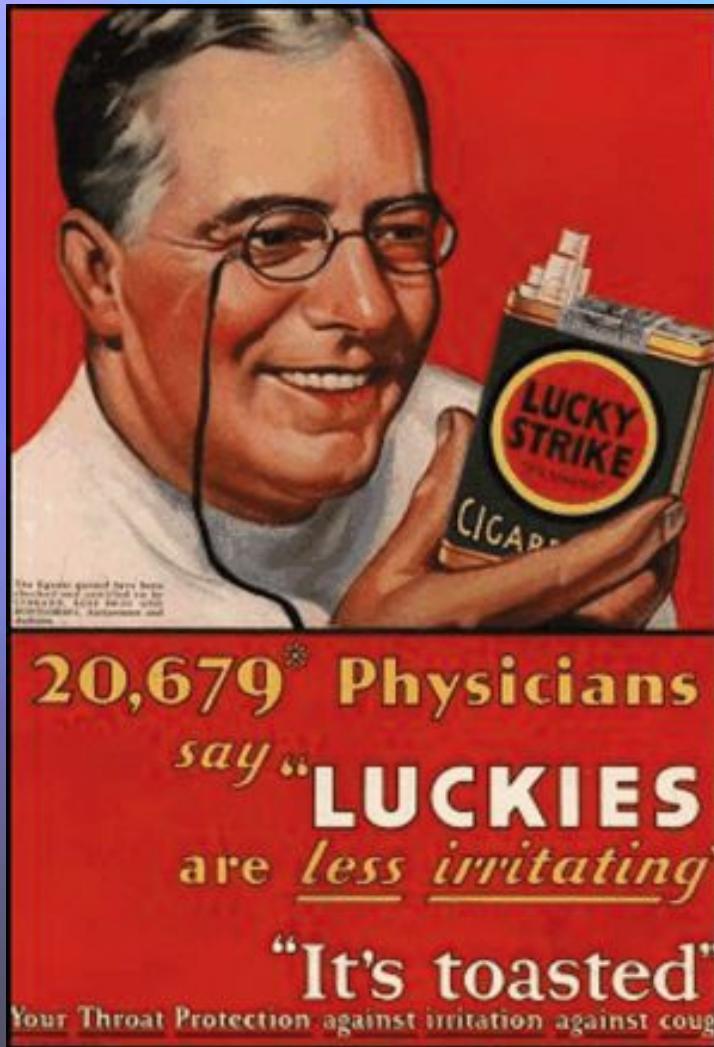
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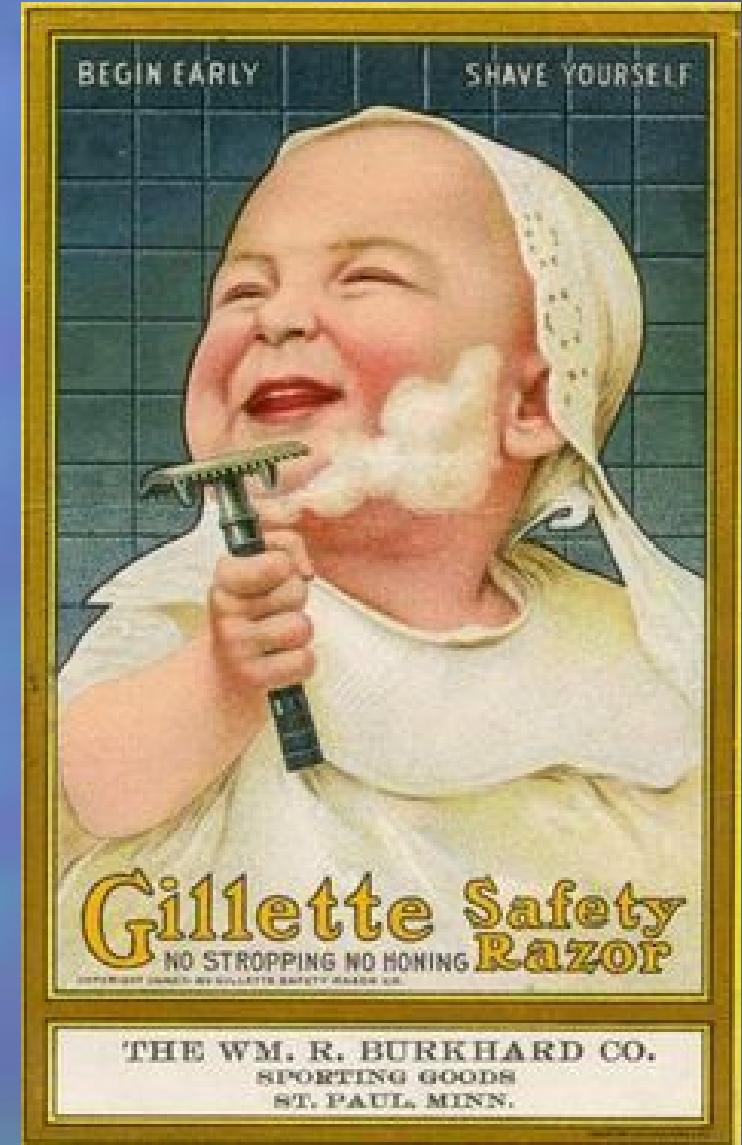
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The Power of Marketing

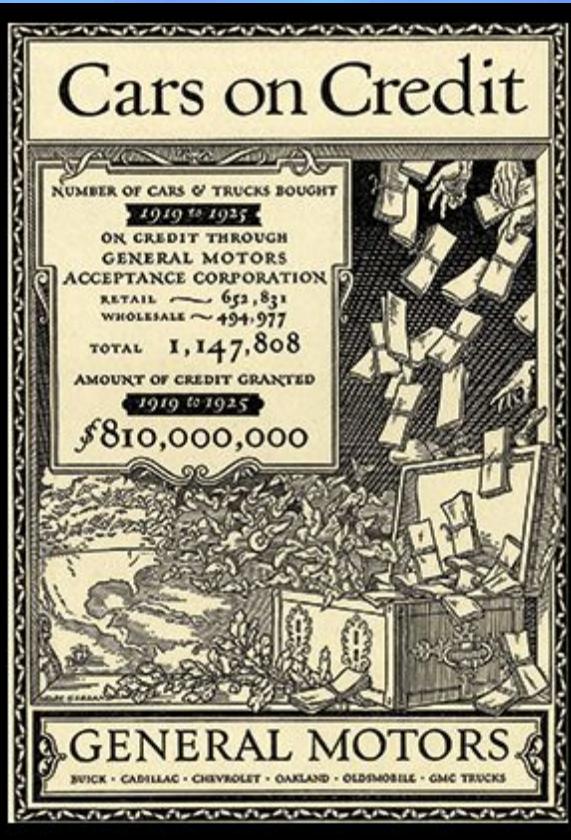
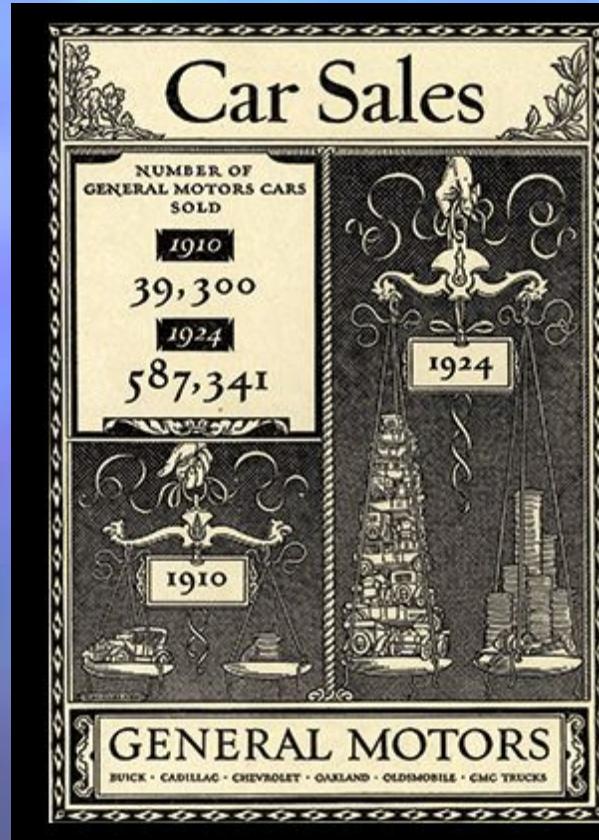


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Industries in Decline



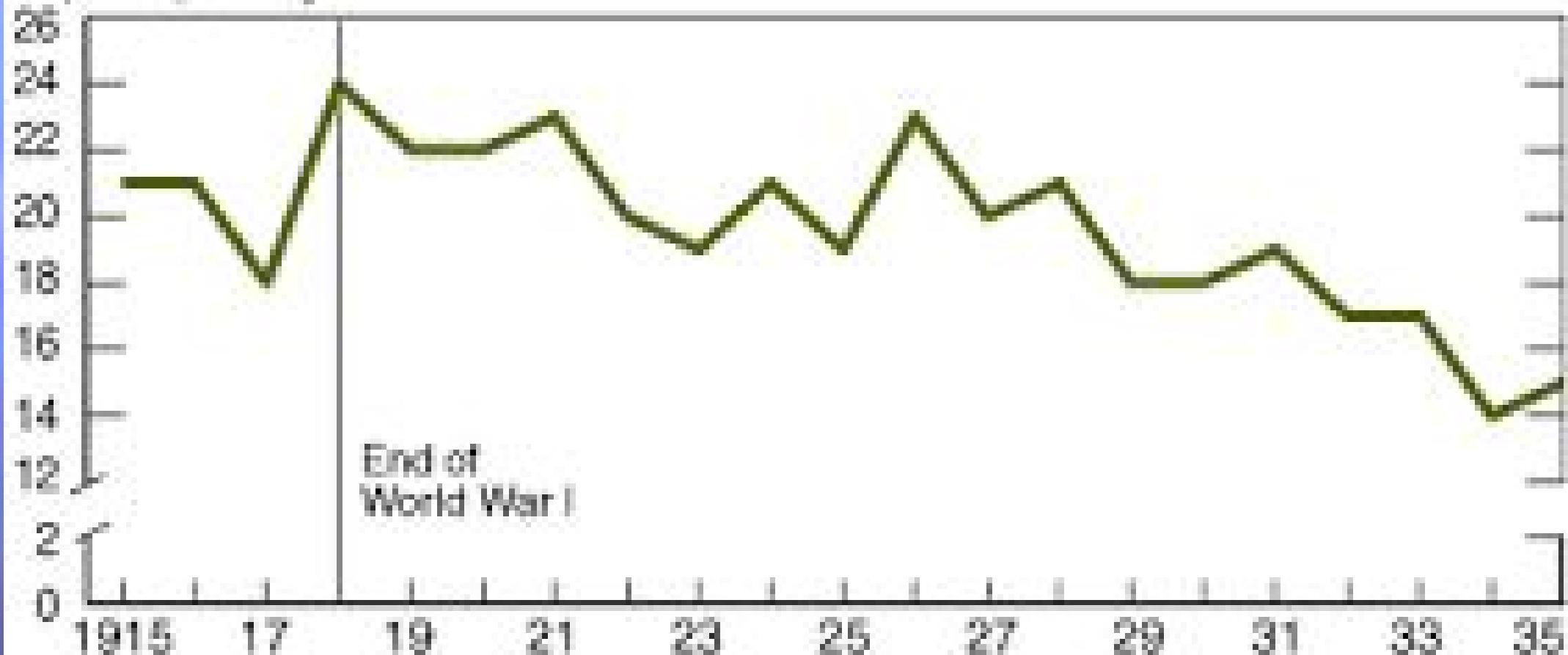
Farm Problems

Table shows the sharp decline in the prices of various products from American farms

Agricultural product	1912-1913	1932-1933
Corn (per bushel)	0.56	0.20
Wheat (per bushel)	0.88	0.41
Oats (per bushel)	0.34	0.17
Butter (per lb)	0.21	0.13
Butterfat (per lb)	0.25	0.16
Wool (per lb)	0.24	0.10
Hogs (per cwt)	7.50	3.80
Milk (per cwt)	1.79	0.90

Farm exports begin to fall as wartime demand disappears with World War I's end

Export quantity index



Note: Standard techniques were used to splice together four series using different base years; final base year is 1967. Data not available before 1915.

Source: Export quantity index, Agricultural Statistics, USDA, various issues.

Farmers Problems in US Post WWI during 1920s

Large surpluses sent
crop prices \$ for food
plummeting!

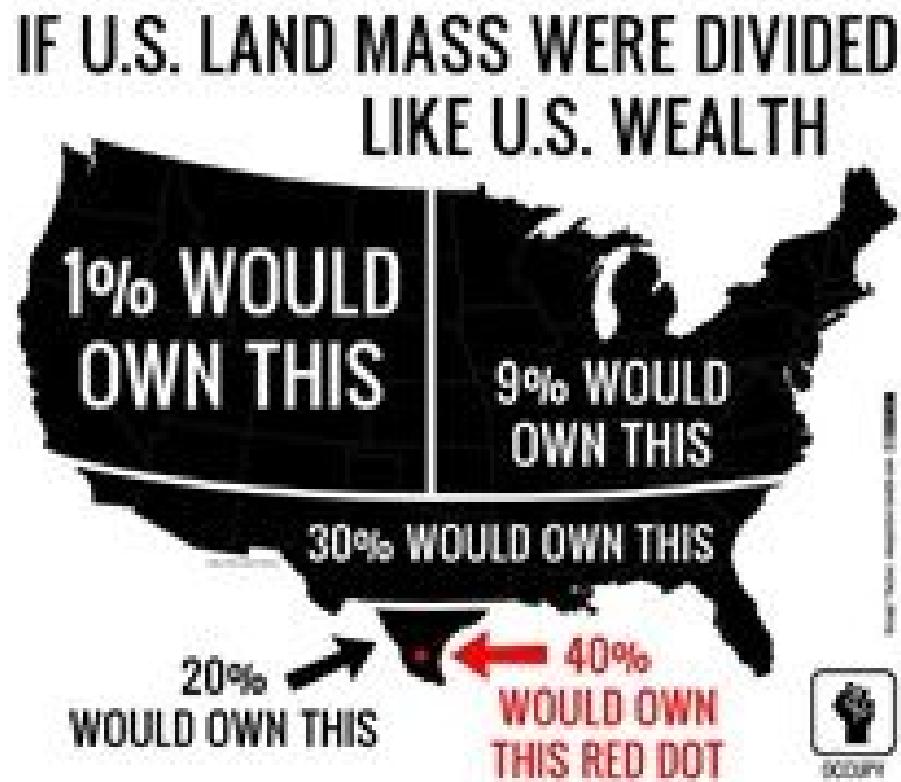
Cotton crops for
clothing
manufacturing WAY
down!

Farmers sunk further
into debt. Not enough
profit to cover the cost
of production:
machinery, feed for
animals, seeds for next
crop, household
expenses.

Farmers over planted
fields hoping to earn
more \$\$\$ to cover
costs.

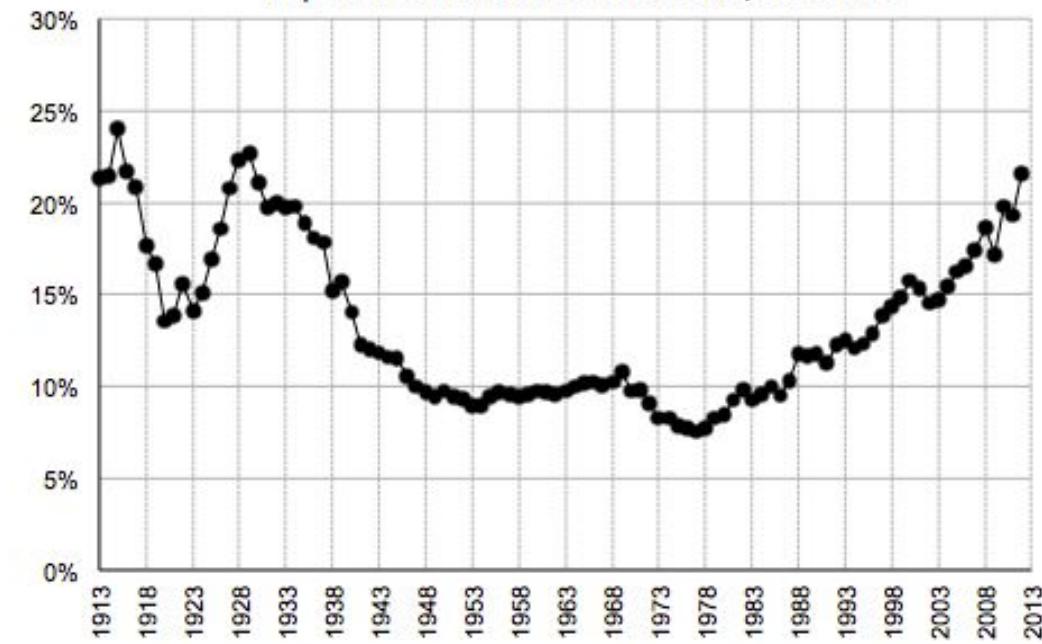


Wealth Distribution in the 1920s



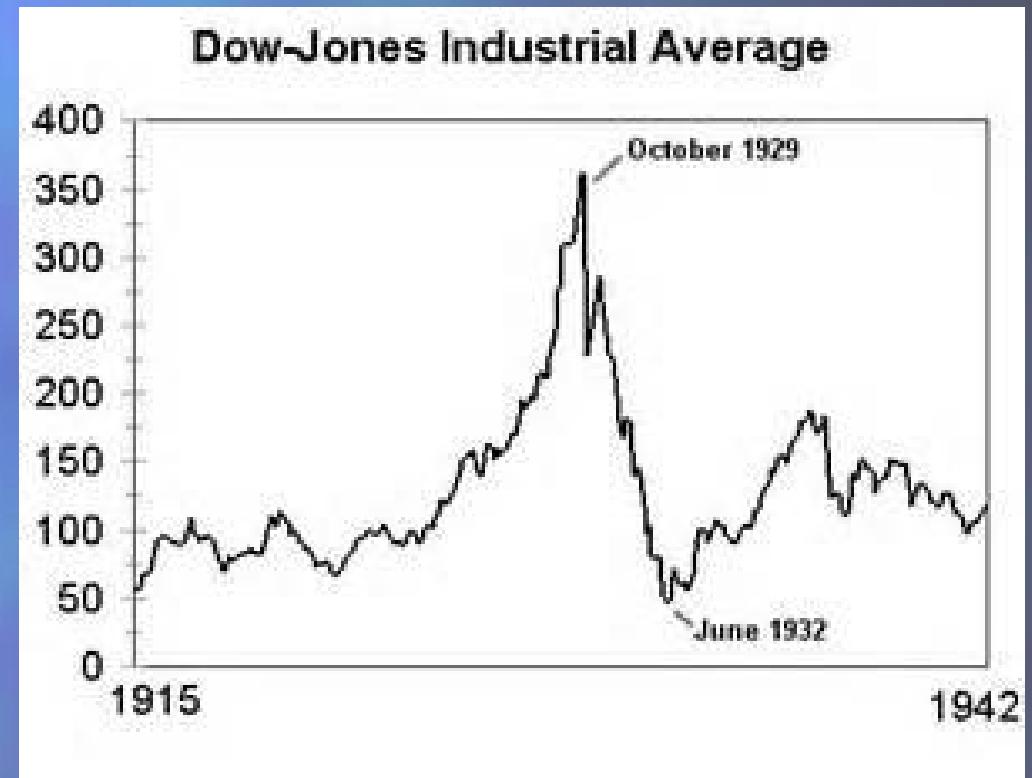
Back to the roaring 1920s

Top 0.1% wealth share in the U.S., 1913-2012



The Stock Market Boom

- What is stock?
- How does one make money in the stock market?
- What does it mean to “buy on margin?”
- Why do stock markets crash?



Economic Learning Targets

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Learning Targets

- Describe the impact of prohibition in America.
- Describe (and explain the causes of) the growing rift between urban America and rural America.
- Explain how the “Scopes Monkey Trial” illustrates the clash between science and religion in the 1920s.

Prohibition

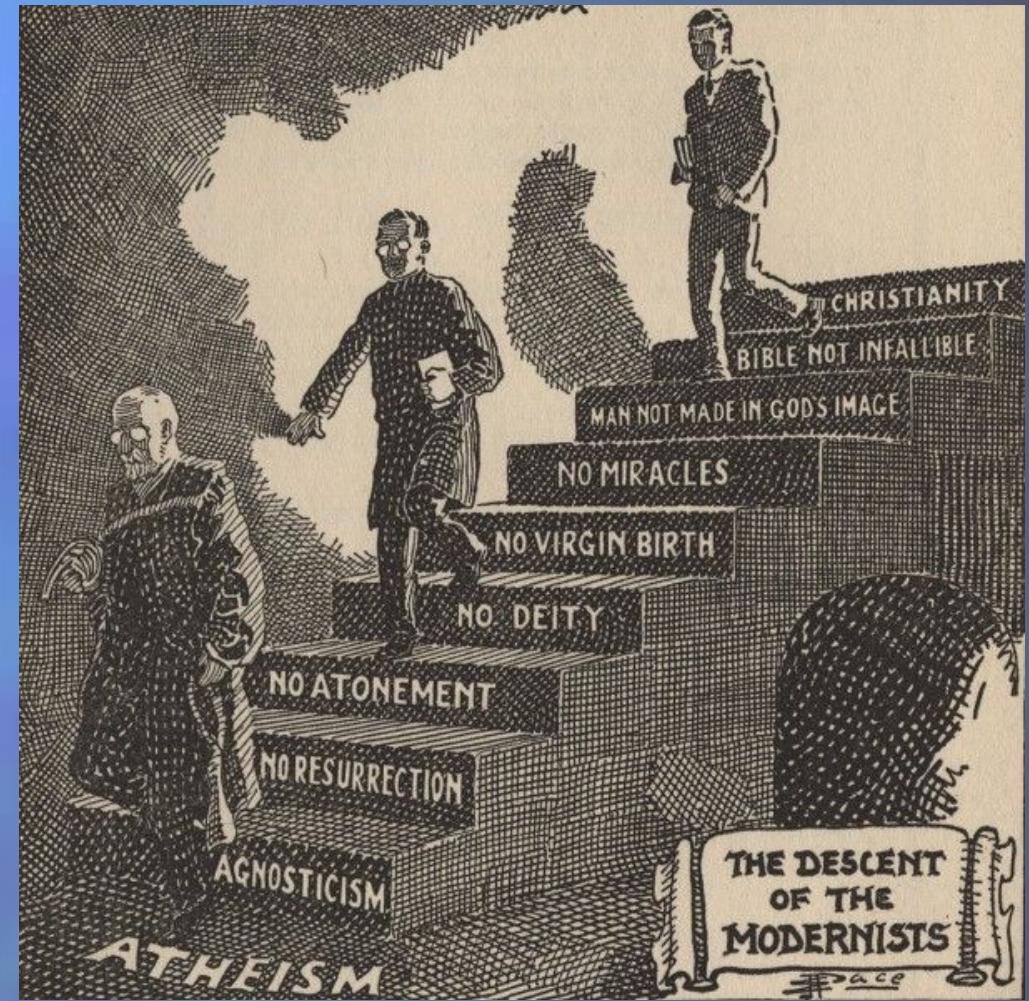
- Terms:
 - Volstead Act
 - Bootleggers
 - Speakeasies



Rural America vs. Urban America



The Scopes “Monkey” Trial



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Learning Targets

- Describe the “new woman” of the 1920s, and explain why things had changed.
- Explain the impact of the “new woman” at the workplace and in the family.

The New Woman of the Roaring 20s



Women in the 20s

- What caused these changes?
- How did this affect the workplace?
- How did this affect family structures?
- Explain what your book means by the “double standard.”