

KEVIN M. SCHULTZ

# HIST<sup>3</sup>

**WHAT'S INSIDE:**

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## Chapter 21 Prosperity and Change in the Twenties



Image courtesy of The Advertising Archives



# What do **you** think?

**In the 1920s, immigration restriction was necessary to prevent the millions of immigrants from changing the culture of the United States.**

*Strongly Disagree*

*Strongly Agree*

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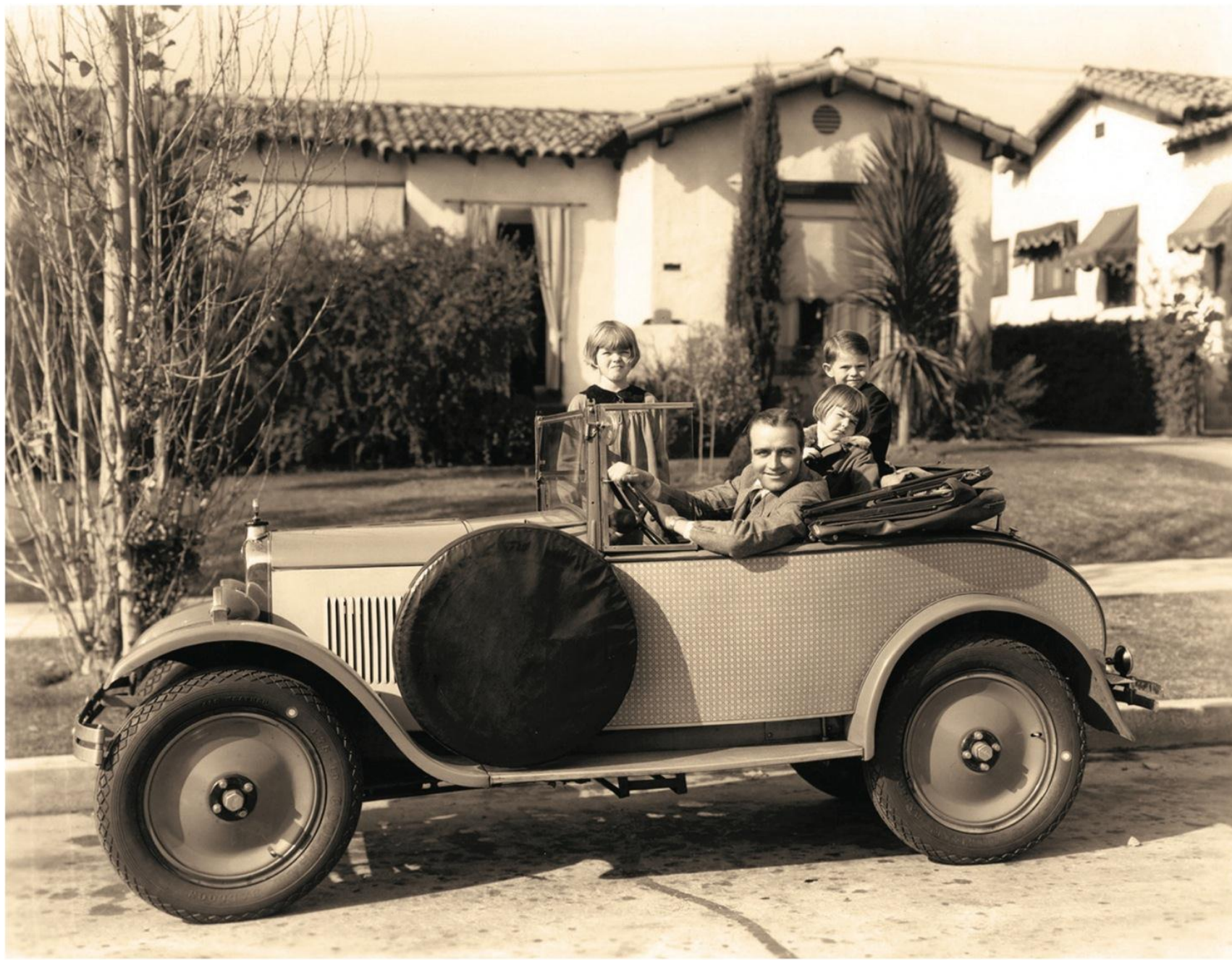
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# The Consumer Economy

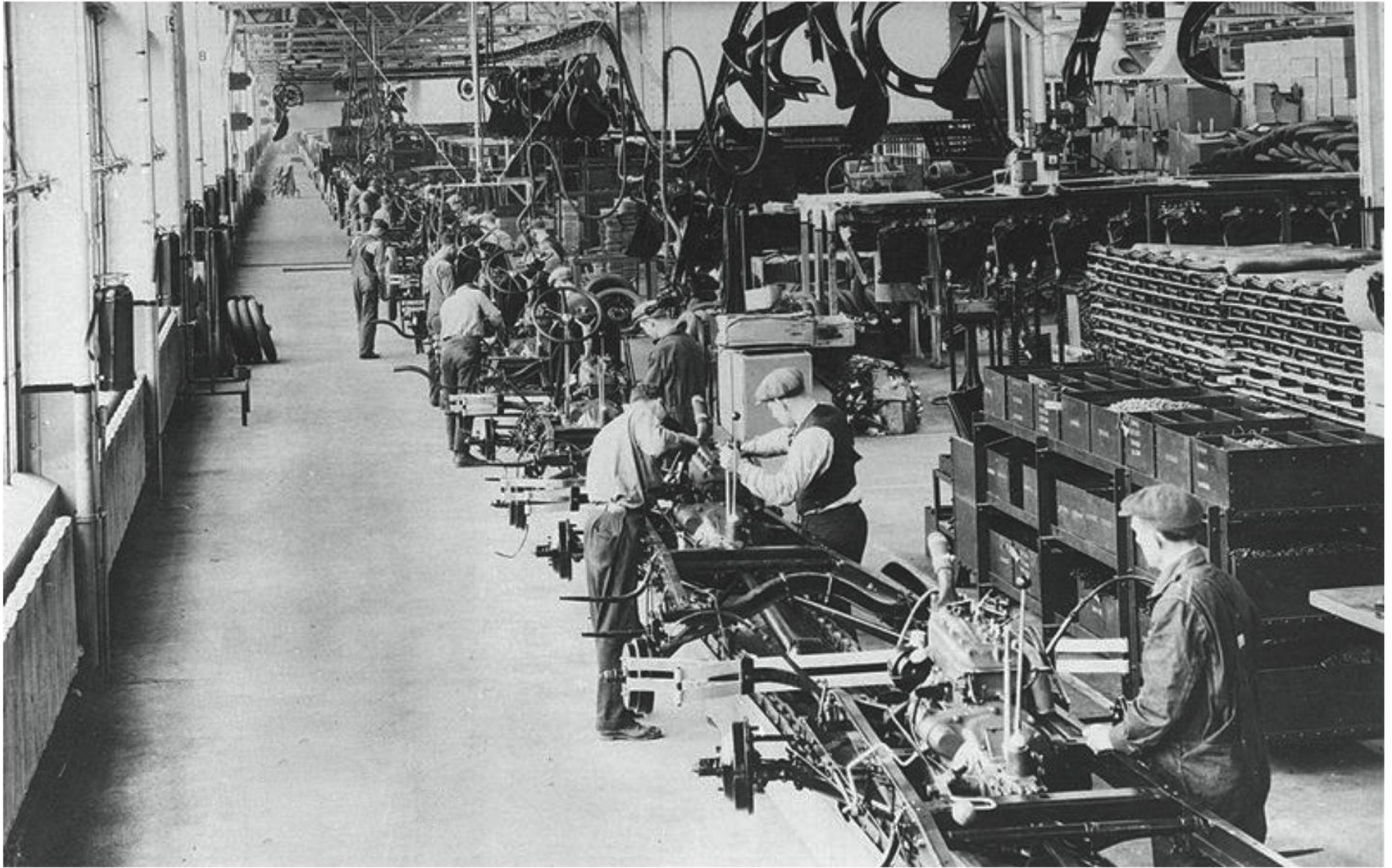
- During the 1920s, the United States became the wealthiest nation in the world





# 1920s Work

- Good Times
- Welfare Capitalism
- Decline of Union Membership



An Assembly Line at the Ford Motor Company, c.1910–20 (b/w photo),  
American Photographer, (20th century)/Private Collection, Archives Charmet/  
The Bridgeman Art Library

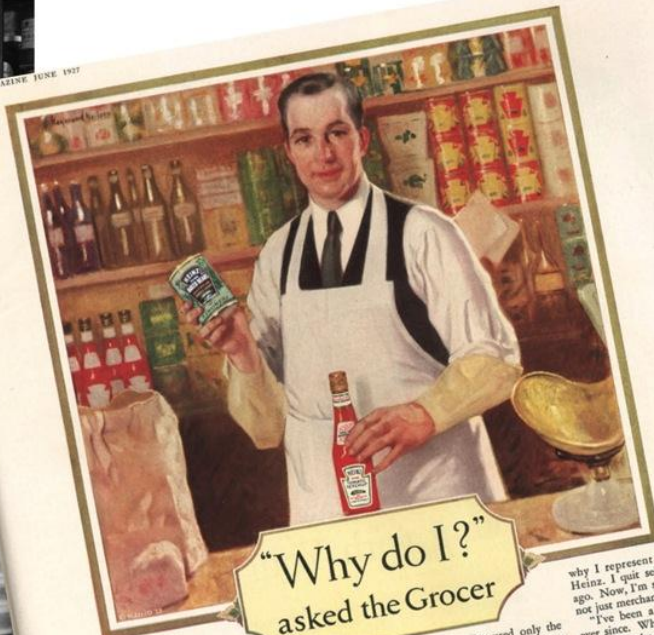
# 1920s Consumerism

- Advertisements
- Buying on Credit
- Early Car Culture
- Adventures in Real Estate
- Stocks and Shares





MCCALL'S MAGAZINE JUNE 1937



## "Why do I?" asked the Grocer

"Why do I sell Heinz 57 Varieties?" asked the grocer.

"I'll tell you why—and it's a good 'why'."

"Some years ago a salesman came into the store and introduced himself as the Heinz man."

"Full up," said I, "don't want a thing, so don't open your sample case."

"Well, that young fellow came right back at me—I'm not here to sell you anything—I'm here to tell you something, and if that's the sill you do today, then I'll call only thing I do today, then I'll call it a good day's work."

"Go ahead," said I.

"Said he"—"Did you ever hear of a food concern that developed its own tomato seed under a million square feet of glass, grew the seedlings in its own hot houses, supervised the growth of the tomatoes until they were red on the vine, and then converted them into Tomato Ketchup the same day

they were picked?"

"Did you ever hear of a food concern that sent its own buyers to a dozen different parts of the world to procure spices where they actually grow, instead of buying them at home, on paper sight unseen?"

"Did you ever hear of a food concern that picked over beans twice by hand in order to have every bean perfect?"

"Did you ever hear of a food concern which really baked its beans, in real ovens, to make them delicious, golden brown, easy-to-digest?"

"Did you ever hear of an olive oil producer who used only the first pressing for his olive oil, or of an importer of olive oil who pressed his own oil at the source abroad?"

"Did you ever hear of a pickle house that made its own vinegars and aged them in the wood to develop the finest flavor, aroma, and zest?"—and that, by the way, is what makes Heinz Pickles so good.

"Heinz own vinegars!"

"Well, sir, that young fellow talked on for a full hour—told more about real pure food making than I had ever dreamed of."

"Then he said: 'That's it. That's

why I represent the House of Heinz. I quit selling food long ago. Now, I'm selling quality—not just merchandise."

"I've been a Heinz 57 dealer ever since. Why, you might just as well take the furnace from under my store as to take the 57 line off my shelves."

"Why?"

"Because the quality of the 57 line means prestige for my store and myself."

"Because if the House of Heinz has built its success on quality, so can I."

"And there is this about it—the House of Heinz makes the 57 Varieties the best it knows how, then adds only a reasonable price for its services. 'The best or nothing' is its motto."

"That is why the House of Heinz has been in business for 58 years. It has built its business on quality—and that's good enough for me."

• H. J. HEINZ COMPANY

When in Pittsburgh, visit the Heinz Kitchen

# HEINZ 57

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# The End of the Progressive Era

- Rise of a dominant Republican Party that embraced a “business-first” philosophy

# National Politics

- Red Scare
- Sacco and Vanzetti
- Race Riots
- Warren G. Harding
- “Silent Cal”





# Prohibition

- Volstead Act
- “Moonshine”
- “Speakeasies”



# A New Culture: The Roaring Twenties

- The “Roaring Twenties” witnessed a dramatic expansion of popular culture

# 1920s Popular Culture

- Movies
- Music
- Professional Sports
- Fads, Triumphs, and Sex Scandals





# The “New Negro”

- Marcus Garvey

The Granger Collection, New York/The Granger Collection



# Changing Roles for Women

- ERA
- The “New” Woman





# Disillusioned Writers, Liberalizing Mores

- “The Lost Generation”: most of the American writers of this time made their mark by deriding mainstream America for its jocular

# Reactions

- Many Americans felt uncomfortable with what they saw as the liberal mores of the youth culture and the diminishing of community life
- Some of these people found a home in Protestant fundamentalism



# Religious Divisions

- Modernists
- Fundamentalists
- Scopes Monkey Trial

# Immigration Restriction and Quotas

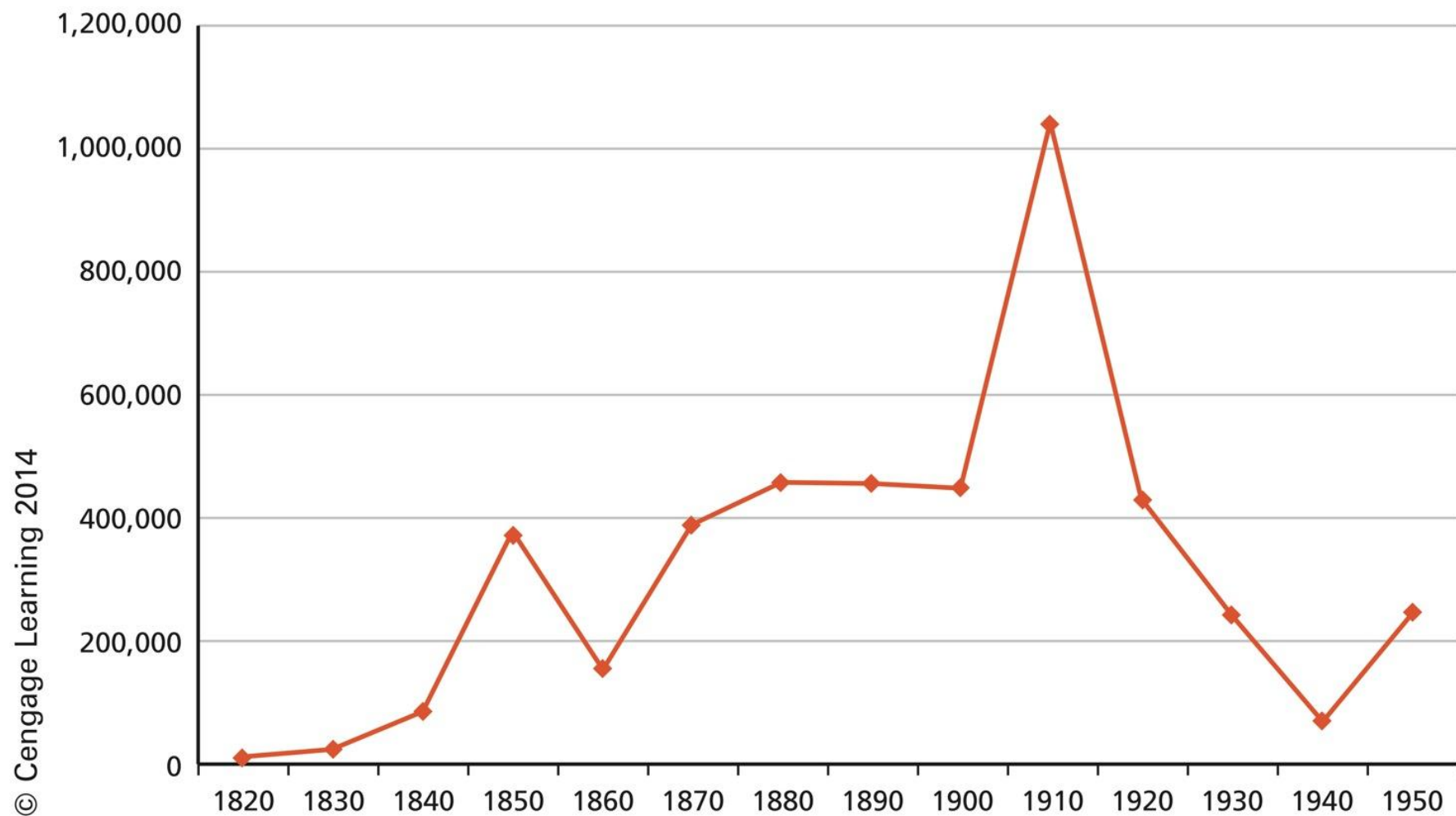
- Immigration Restrictions
- Quotas



AP Photo



**Number of immigrants entering the United States, 1820–1950**



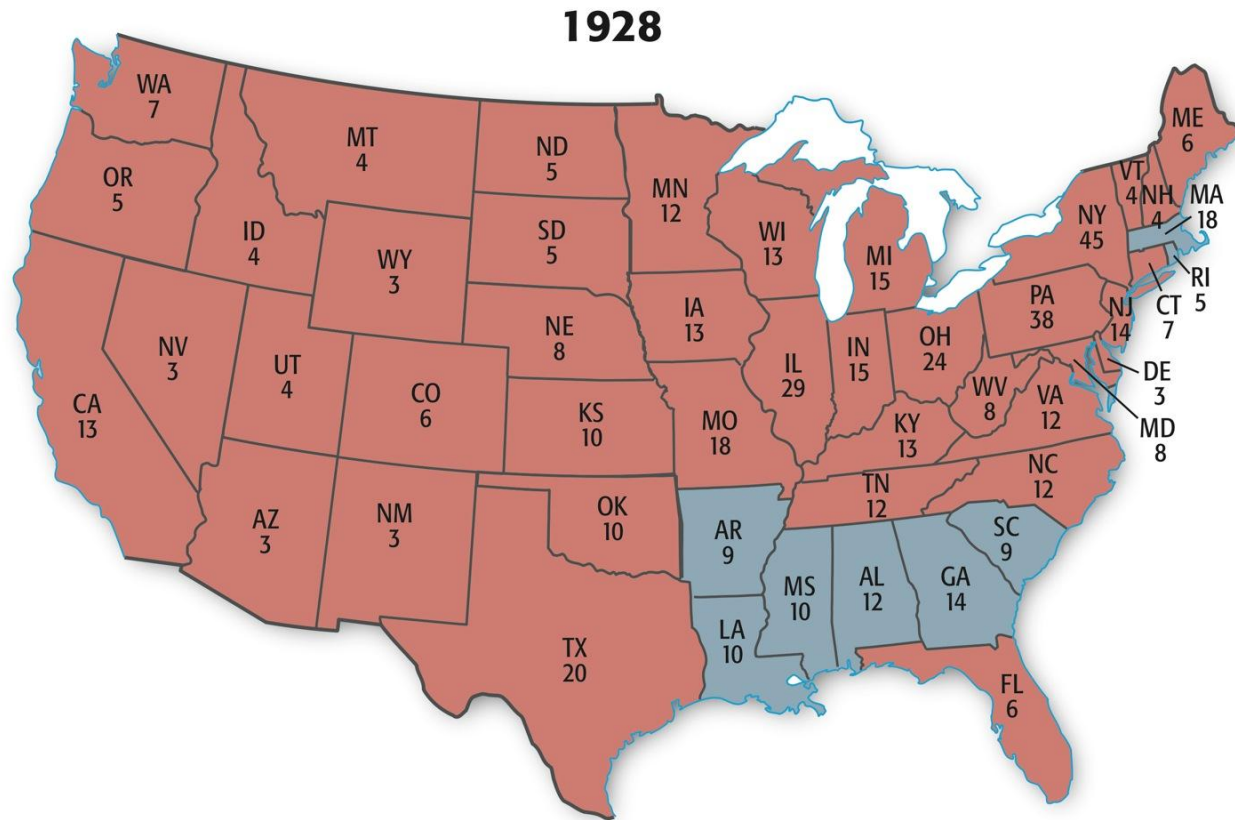
# Social Intolerance

- The Resurgence of the Klan

# The Election of 1928

- Catholic Democrat Al Smith against Republican Herbert Hoover
- Major issue was Prohibition





Candidate (Party)	Electoral Vote		Popular Vote	
 Hoover (Republican)	444	83.6%	21,392,190	58.0%
 Smith (Democrat)	87	16.4%	15,016,443	40.7%



## Map 21.1. The Election of 1928

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## What else was happening . . .

<b>1920</b>	Harry Burt, a Youngstown, Ohio, candy maker, sells first ice cream on a stick, the Good Humor bar.
<b>1922</b>	The Union of Soviet Socialist Republics is formed after communists take power in the Russian Revolution of 1917.
<b>1925</b>	Yale students invent the Frisbee while tossing empty pie plates from the Frisbie Baking Company.
<b>1927</b>	The first words are heard in a motion picture: "Wait a minute! You ain't heard nothing yet!" (Al Jolson in <i>The Jazz Singer</i> )
<b>1929</b>	Color television pictures are transmitted in New York.
<b>1929</b>	Museum of Modern Art opens in New York City, celebrating the birth of modern art that developed alongside the Industrial Revolution.
<b>1873</b>	Mark Twain patents the scrapbook.