Pages 615 through 616 (Ajluni)

- Massive industrial growth, partly because WW1 greatly weakened Europe's manufacturing
- Demand for automobiles, rubber, glass, oil, plastics, and suburban neighborhoods
- Reginald Fessenden develops modulation which becomes the radio, which will be everywhere
- Commercial aviation, faster trains, telephones, new synthetic materials
- Vannevar creates the first computing devices

Pages 617 and 620 (Baird)

A. The increase in wealth during the area also led to further maldistribution of wealth among the people.
B. Some new employers began to implement "welfare capitalism" which was a system that brought many new benefits to workers such as paid vacations, shorter work weeks, higher wages, and better hours.
C. Even though the workers received multiple benefits, this time period was hard for organized labor unions such as the AFL because they did not take into account the quickly growing population of unskilled workers.

II. Women and Minorities in the Workforce
A. Women in the workforce would often take jobs called "pink collar jobs" that were low paying service occupations.
B. Many minority workers were excluded from the workers unions such as the AFL.
   - In response to this an African American man named A. Philip Randolph created the Brotherhood of the Sleeping Car Porters to include minorities in a union.
C. Many Asians and Hispanics entered the workforce as railroad workers, construction workers, and farms but for all their hard work they received very little pay. Many of these minorities populated the western and southern areas of the United States and flooded into major cities or even lived in areas just outside the cities.

Notes Page 621-22 (Bernardi)
The American Plan
- Strength of corporations caused the lack of effective labor organization
  i. Corporate leaders stressed that a crucial element of democratic capitalism was the protection of the open shop.
  ii. "Open Shop" - A shop where workers weren't required to join a union.
  iii. The plan to protect the open shop was the "American Plan"
- Supreme Court supports American Plan
  i. Upholds decision that picketing is illegal and supported the rights of courts to issue injunctions against strikers
ii. Courts refused protection of United Mine Workers when mine owners launched campaign against mine workers.

iii. Union membership falls

Agricultural Technology and the Plight of the Farmer
- Agriculture embraces new technology
  i. Number of tractors quadrupled
  ii. Invention of hybrid corn and creation of chemical fertilizers and pesticides
    - Caused rise in production, but not in demand
    i. Farmers see surplus of product and a decline in price
    ii. Farmers demand relief from the government
    - “Parity” would set a flat price on crops and farmers would always earn back their production costs, and called for high tariffs.
    i. McNary Haugen Bill would require parity for grain, cotton, tobacco, and rice.
    ii. Vetoed by Coolidge twice

Consumerism
- Mass consumption of products by middle class families
  i. Big ticket items like appliances and cars
    - Cars helped people escape the isolation of farm life or the congestion of urban life.
  ii. Contributed greatly to the rise of suburbs
  iii. People who were not extremely wealthy could afford to go on vacations.
  iii. Businesses began to give vacation benefits
  iii. Young people could escape from family to develop a social life, creating a youth culture

Pages 623-624 (Borek)

Advertising:
• No one group was more aware of the emergence of consumerism or more responsible for it than the advertising industry
• 1920s: partly as a result of techniques pioneered by wartime propaganda, advertising came of age.
• Advertisers sought to:
  o identify products with a particular lifestyle
  o invest them with glamour and prestige
  o persuade potential consumers that purchasing a commodity could be a personally fulfilling and enriching experience.
• Advertisers also encouraged the public to absorb the values of promotion and salesmanship and to admire those who were effective “boosters” and publicists.
  o The Man Nobody Knows, by advertising executive Bruce Barton.
  □ It portrayed Jesus Christ as not only a religious prophet but also a “super salesman,” who “picked up twelve men from the bottom ranks of business and forged them into an organization that conquered the world.”
• emergence of new vehicles of communication made it possible to reach large audiences quickly and easily, allowing for a greater impact of advertising (newspapers and magazines)
• Magazines: placated to a national audience
  o The Saturday Evening Post: appealed to rural and small-town families with its homey stories and its conspicuous traditionalism
  o Some were geared more toward the busyness of urban life
  o Reader’s Digest: (Dewitt and Lila Wallace 1921) condensed literature to make it more accessible, while Time: (Henry Luce and Briton Hadden 1923) condensed the news
Movies and Broadcasting:
- Movies were becoming more popular and powerful form of mass communication.
  - Addition of sound to movies made them more popular
  - Motion Picture Association was created at this time, as a trade association, and led by Will Hays
    - Had the power to review films and take out anything objectionable
  - Radios were the most important form of communication
    - First commercial radio station (1920) was KDKA in Pittsburgh
    - First Nation radio network (1927) was the National Broadcasting Company
    - 1923: more than 500 radio stations, covering every area of the country
    - The radio industry feared government regulation and control, and thus monitored program content carefully and excluded controversial or provocative material.
    - Much harder to control because of much wider broadcasting, thus more liberty to individual stations --> created diversity not seen in films

Modernist Religion:
- The influence of the consumer culture, and its increasing emphasis on immediate, personal fulfillment, was visible religion
- Theological modernists taught followers to abandon some principles of Christianity in favor of a faith that that would bring more fulfillment to individuals in the present world
- The most influential voice for liberal Protestantism was Harry Emerson Fosdick (pastor in NYC).
  - He claimed the basis of Christian religion, was not unexamined faith, but a fully developed personality --> outlined in his book Abundant Religion
- Begin to see many middle-class Americans gradually devaluing religion, and assigning it a secondary role (or at times no role) in their lives.

Professional Women:
- There were now two and even three generations of graduates of women’s or coeducational colleges and universities in the late 1920s
- Many such women were making their presence felt in professional areas that in the past they rarely had
  - Despite this, opportunities still limited by prevailing assumptions of suitable female occupations
    - Most, although not all, professional women remained confined to such traditionally “feminine” fields as fashion, education, social work, and nursing, or to the lower levels of business management.
    - Most still had to choose between work and family
- The “new professional woman” was a vivid and widely publicized image in the 1920s, but in reality there was not much of a drastic change

Pages 625-626 (Chaloub)
- Changing Ideas of Motherhood
  - Behaviorists: an influential group of psychologists led by John B. Watson began to challenge the woman’s instinctive capacity for motherhood
  - They said mothers should rely on the advice and assistance of doctors, nurses, and trained educators when raising a child.
Companionate Marriages: Women devoted new attention to their roles as wives and companions

- Women were less likely to let children interfere with their marriage
- The rise of birth control led many women to consider their sexual relationships with their husbands as not just a means of procreation, but also a pleasurable experience.
- Margaret Sanger was the pioneer of the American birth control movement and advocated for widespread use of birth control
  - The “Flapper”: Image and Reality
- Some women concluded that it was no longer necessary to maintain a rigid, Victorian female “respectability”
  - Women could smoke, drink, dance, wear seductive clothes and makeup, and attend lively parties
- These assumptions became the basis of the “flapper”
- Flapper: the modern woman whose liberated lifestyle found expression in dress, hairstyle, speech, and behavior
  - Despite the image of liberation, most women remained highly dependent on men both in the workplace and in the home
- Pressing for Women’s Rights
  - The National Woman’s Party pressed on with its campaign to make the Equal Rights Amendment a part of the Constitution
  - The League of Women Voters and the women’s auxiliaries of both the Democratic and Republican parties were formed
  - The Sheppard-Towner Act: protective legislation for women that provided federal funds to states to establish prenatal and child health-care programs
    - Alice Paul opposed this act, arguing that it classified all women as mothers
    - Margaret Sanger opposed this act because she believed that the new programs would discourage birth-control efforts
    - The American Medical Association fought this act, warning that it would introduce untrained outsiders into the health-care field
    - Congress terminated this program in 1929

Pages 627-631 (Ernst)

Half-way through Pressing for women's rights
- 1921 Sheppard Towner Act: provided federal funds for prenatal and children health care
- Abandoned in 1929 after controversy and the American Medical Association saying it would allow more amateurs into the field

Education and Youth
- Both high school and college attendance doubled (hs- 2.2->5m, c- 600k->1.2m)
- Extracurriculars became the center of peer groups which defined students instead of parents

The Disenchanted
- Many returned from the war, and many believed it was a pointless waste of lives
- These disenchanted spread their hatred of war to an attack on consumerism
- This "lost generation" favored isolation rather than really seeking reform
- Some authors supported this movement
  - Ernest Hemingway- A Farewell to Arms: admires soldier who leaves the army
• H. L. Mencken—Smart Set, American Mercury: ‘debunker’ magazines which criticized politics, religion, and even democracy
• Sinclair Lewis—Main Street, Babbitt, Arrowsmith: criticized modern society, small towns, medicine, religion, etc.
• F. Scott Fitzgerald—the Great Gatsby: criticized American vision of monetary success

Harlem Renaissance
- New generation of black artists and intellectuals who created new black culture
- Nightclubs featured jazz music by popular musicians: Duke Ellington, Jelly Roll Morton, Fletcher Henderson, and more
- Poet Langston Hughes important part of movement—“I am a Negro— and beautiful.”
- Alain Locke—assembled many black writings into The New Negro
- Aaron Douglass—painter eventually commissioned to make many murals

A Conflict of Cultures

Prohibition
- Went into effect in January 1920, supported by the progressive middle class
- Government hired only 1,500 enforcing agents—law was easy to evade
- Crime figures created large empires due to little legal competition
- Most famously in Chicago was Al Capone with a gang of over 1000 members
- Those against prohibition "wets" gained numbers and won repeal of the 18th amendment

Nativism and the Klan
- Emergency immigration act 1921—established a quota: yearly, only immigrants equal to 3% of the population of an ethnicity in the US in 1910 could enter the US—severely cut numbers
- Nativists weren’t satisfied and got the National Origins act of 1924 passed—no East Asians, and changed the quota to 2% of the 1890 census numbers
- Later legislation sets limits to 150k, and officials let less than that in

Pages 632-635 (Evans)

The New Clan
Stone Mountain, Georgia
Nativist ideology led to refounding of the KKK
Leo Frank, Jewish factory owner, lynched
Birth of a Nation helped inspire shift in focus towards Catholics, Jews, Foreigners away from African Americans
"kalverns" in Indiana, midwest, fraternal society
Defending "Traditional Values"
Klan feared those who hoped to change traditional values
enforced prohibition, pushed for bible reading in schools
costumes, secret language, etc make it exciting for members
David Stephenson
head of Indiana Klan, raped and killed a secretary
scandals like this lead to decline of KKK
basically dead by WW2

Religious Fundamentalism
Modernists tried to incorporate their protestant religion into their lives, secular society, and science.
Fundamentalists supporters of traditional values, evangelizing the South and West, held masses/rallies often rural people.
Scopes Monkey Trial
Tennessee Law, 1925, required schools to teach creation via Biblical ideas.
American Civil Liberties Union, ACLU, offered counsel to teachers willing to defy that law in Dayton, TN, John T Scopes agreed to this, 24 year old Bio teacher.
Scopes was defended by Clarence Darrow, famous attorney.
Prosecution was assisted by William Jennings Bryan.
Scopes is fined $100, sent to a higher court because of a technicality.
Darrow's victory: got Bryan to admit that religious doctrines can have more than one interpretation.

The Democrat's Ordeal

Had suffered conflict between its rural and urban factions.
Klansmen and fundamentalists on one side, Catholics and immigrants on the other.
1924, Democratic National Convention in NYC.
Urban wing called for removal of prohibition and denunciation of the Klan.
Urban faction supported Al Smith, Catholic, Progressive governor of New York.
Tammany Hall.
Rural faction supported William McAdoo, was the treasury secretary to Wilson.
Later a California Senator.
Won votes of those suspicious of Tammany Hall.
103 ballots until both withdrew and supported John W Davis.
Solicitor general, ambassador to Britain under Wilson.
Easily defeated by Calvin Coolidge, Republican.
Al Smith.
Finally received the nomination in 1928.
First democrat since the Civil War to not carry the whole South in the election.
Being Catholic, he divided the party, but took states like Massachusetts and RI.
Beaten by Herbert Hoover.

Pages 636-638 (Finstrom)

Presidency & Congress- Republican (1921-1933); lowered power of progressive reformers.
Government as agent for economic change
Harding and Coolidge
-Harding- Ohio senator elected 1920
-Tried to stabilize the troubled foreign policy.
-Recognized own unfitness for presidency and intellectual limits; "I am a man of limited talents..."
-Also gambled and was an alcoholic.
-His success was because of Republican Party hacks
Teapot Dome
- Harry Daugherty (attorney general) & Albert B. Fall (secretary of Interior) Ohio Gang- Recent affiliation with Ohio politics.
- naval oil reserves at Teapot Dome, Wyoming
- Fall leased the reserves and received "loans" to help his financial troubles
- Fall convicted and sentenced to prison
- Summer of 1923 (months before the revelation of the scandals). Harding dies of heart attack on speaking tour in west; succeeded by Calvin Coolidge
- Coolidge the President
- also passive in office
- governor of Massachusetts with few substantive accomplishments (dealt with Boston Police Strike)
- believed in little government involvement
- 1924 Election
- Coolidge won behind Republican nomination; beat John W. Davis & Democrats
- Progressive Party- Robert La Follette received 16% of popular vote & only won Wisconsin
- Government & Business
- goal of federal government to help business & industry operate with efficiency
- relationship between private sector & national government
- Andrew Mellon (Secretary of Treasury)- steel & aluminum tycoon; worked to reduce tax on corporate profits, personal incomes, and inheritances (also worked to cut federal budget)
- WW1 debt cut in half
- Herbert Hoover (Commerce Secretary)- Progressive & voluntarism; public institutions to create order
- "Associationalism"- national organizations of businessmen to stabilize their industries and create efficient production and marketing
- Election of 1928
- Hoover (Republican) defeated Al Smith (Democrat)
- promised solution to economic problems, but shortly after inauguration, the Great Depression started

Vocab

1. A Philip Randolph- the black leader of the Brotherhood of Sleeping Car Porters. His union was a product of the AFLs refusal to accept minorities into their ranks
   Randolph was known for enlisting the help of his organization to assist in other civil rights battles for blacks. He won several benefits for workers including better hours and wages

2. Alain Locke- A black intellectual and writer during the Harlem a Renaissance. Locke compiled a series of works that came to be known the The New Negro.
   White publishers took interest in the works created during the Harlem Renaissance. Writers such as Zora Hurston and Langston Hughes gained a large following outside the black community due to this.

3. Al Smith- The Catholic leader of the urban faction within the Democratic Party. He ultimately won the primary and became the democratic nominee for president.
   Al Smith could not unify his party during the election partly due to anti-Catholic sentiment in the South. He lost in a landslide to the Republican Calvin Coolidge.
4. "American Plan" - The American Plan was the concept of keeping an "open shop" for all workers in a specific company. Having an "open shop" meant that the workers were not required to be part of a union. This received endorsement from the National Manufacturers Association of 1920 and became a strong movement for the rights to unionize in the United States.

The American Plan's ideas gave workers a choice while they were working: to join a union or not to join a union. This inspired more of a free choice for the workers and now they were able to choose either side freely.

5. H.L. Mencken - This Baltimore journalist became a part of the movement of "debunkers," a group of writers known to criticize society for its many flaws. Mencken criticized many common aspects of life in the United States such as religion, politics, education, and the arts. Mencken believed that civilized life was not possible under a democracy.

Mencken's ideas sparked great outrage amongst the American public. However, he revealed multiple issues with the modern society and brought people to recognize and try to correct them.

6. Harlem Renaissance - The Harlem Renaissance was a flourishing of post WWI African American Culture. Harlem became a center for music, art, and literature and reflected the black culture during the time. Jazz became a very important part of the night life in the city as people continued to travel and visit nightclubs.

The Harlem Renaissance inspired many African Americans to develop their own unique culture to express their rejection of assimilation into the common white American society. This renaissance period also revealed that many whites were interested in the black culture and inspired by its growth.

7. Herbert Hoover - The Republican president who defeated Al Smith of Massachusetts for the election of 1928. He won by a wide margin, 444-87 electoral votes. He won basically because Republicans had been in power prior to him and the economy was doing well, and the fact Smith was Catholic. He was also part of the Commerce department who came up with the concept of Business "Associationalism."

Hoover’s Associationalism idea was carried on into the presidency, where he tried to make businesses agree to an organization that would stabilize their industries. Hoover was ready to carry on the economic boom of the decade before him, but less than a tear into his presidency, the country fell into the Great Depression.

8. Issei - The name given to Japanese immigrants. The name Nisei, by contrast, refers to people born in the U.S. of Japanese culture. Many Issei and Nisei were successful in creating small businesses in California. This made California create laws that made it more difficult for them to purchase land.

The tensions that emerged with the Issei and white people in California was only the beginning. This tension increased as jobs were scarce during the Great Depression and while America was at war with Japan during World War Two.
9. Ku Klux Klan- A nativist group of white southerners who used intimidation to scare minorities from things. They were praised in the racist film The Birth of a Nation. After World War I the Klan grew greatly in size into northern cities. Many Klan leaders actually were part of respectable parts of society. The Klan still used terror tactics to blacks, Jews, Catholics, and other foreigners. They would attack anyone they saw as going against “traditional” values.

The Ku Klux Klan was a very powerful group who could control people using terror and fear. They eventually fell in membership due to several scandals. The Klan was effectively dead by World War II. Nevertheless, the tactics used by the Klan showed how tensions between different cultural and racial groups put people over the edge.

10. Langston Hughes: (1902-1967) was an American poet, novelist, and playwright whose African-American themes made him a primary contributor to the Harlem Renaissance of the 1920s. He attended Columbia University, but left after one year to travel. He went on to write countless works of poetry, prose and plays, as well as a popular column for the Chicago Defender.

Significance: The poet Langston Hughes captured much of the spirit of the movement in a single sentence: “I am a Negro— and beautiful.” Hughes was part of this movement, in which black artists sought to demonstrate the richness of their own racial heritage and, to a lesser degree, prove to whites that their race was worthy of respect.

11. Lost generation: This term refers to the generation that followed World War I. More specifically, it refers to a group of U.S. writers who came of age during the war and established their literary reputations in the 1920s. The term was coined by Gertrude Stein and popularized by Ernest Hemingway.

Significance: For many young people in the 1920s, disenchantment with the war contributed to a growing disenchantment with the United States. As a result, they came to view their own culture with contempt. At the heart of the Lost Generation’s critique of modern society was a sense of personal alienation. The repudiation of Wilsonian idealism, the return to normalcy, the growing emphasis on materialism and consumerism suggested that the war had been a fraud; that the suffering and the dying had been in vain. This ideology spawned a generation of great American writers, including Ernest Hemingway, F. Scott Fitzgerald, and H.L. Mencken, who were savagely critical of modern society.

12. Margaret Sanger: (1879-1966) was an American birth control activist, sex educator, writer, and nurse. Sanger popularized the term ”birth control”, opened the first birth control clinic in the United States, and established organizations that evolved into the Planned Parenthood Federation of America.

Significance: The pioneer of the American birth-control movement was Margaret Sanger. She began her career promoting the diaphragm and other birth-control devices out of a concern for working-class women, believing that large families were among the major causes of poverty and distress in poor communities (eventually a lack of success led her to target middle-class women). Women, she argued, should be free to enjoy the pleasures of sexual activity without any connection to procreation.
13. National origins act of 1924:
The National Origins Act strengthened the exclusionist provision of the Emergency Immigration Act of 1921. This entirely banned immigration from Asia.

This act was a result of nativism in American societies. It angered the Japanese, who were the primary target, and helped instigate the rebirth of the Ku Klux Klan as a major force in American society.

14. Nisei:
Nisei were the American born children of Japanese immigrants. They took the place of the Chinese in menial jobs, and some managed to open their own small business.

In general, Nisei enjoyed significant economic success. This led California to pass laws in 1913 and 1920 to make it more difficult for Japanese to buy land.

15. Sinclair Lewis - first American to earn a Nobel Prize in Literature. Wrote Main Street, Babbitt, and Arrowsmith. Echoed Mencken's ridicule of everything.

Ridiculed aspects of modern society from small towns and modern cities to doctors and religion. Same movement as F Scott Fitzgerald, author of The Great Gatsby.

16. Teapot Dome - Albert E Fall, New Mexico Senator, transferred naval oil into his administration and sold it to businessmen. Accomplished with the help of Harding.

Fall was convicted of bribery and sentenced to one year in prison. Harding died of heart attacks several months before the scandal came to light.

17. Parity- In the early 20th century, farm technology expanded significantly, leading to overproduction and a drop in prices, decreasing many farmer's wages, forcing many to go bankrupt. Parity was one ideology thought to raise prices once again. It is a complex formula to price goods produced by farms. This would prevent farmers incomes from being based on the economy, rather, there would be a steady price.

Significance: This would have been instituted in the McNary-Haugen Bill, passed twice by congress. However, president Coolidge vetoed the bill twice.

18. Scopes "monkey trial"- At this time, there was a rift in Protestants between the modernists and the fundamentalists. In 1925, the fundamentalists passed a law banning the teaching of evolution in public schools. The ACLU got involve, saying that they would support any who didn't obey the law. In Dayton, John t. Scopes did this and was assigned the lawyer, Clarence Darrow. He fought against William Jennings Bryan and the fundamentalists in this crazy trial.

Significance: Eventually Darrow was able to make Bryan look foolish, called to the stand as an expert on the bible. He admitted that the bible could possibly be interpreted differently. This ultimately ended the political power of the fundamentalists.

19. Jazz Singer- The first motion picture to include sound. It starred Al Jolson and created nationwide excitement. The first feature-length "talkie".
20. Welfare Capitalism- Paternalistic techniques that were adopted by employers to avoid disruptive labor unrest and the growth of independent trade unions. For example, Henry Ford shortened the workweek, raised wages, and instituted paid vacations. It gave many workers important economic benefits, but did not help them gain real control.

**Questions**

1. Describe the economic boom of the 1920s and its causes. What impact did the spectacular growth of the automobile industry have on related business activities?

   The economic boom of the 1920s made the U.S. leading industrial power in the world, and it was caused by the weakness of European manufacturing that was weakened by the war and would have otherwise competed with America. The growth of the automobile industry led to the growth of related industries such as oil, rubber, and glass as well as a massive growth in paved roads for cars to travel on.

2. Describe the technological evolution of radio. How widely had it spread by the end of the 1920s?

   The radio was developed for public use when Reginald Fessenden discovered the theory of modulation, which allowed for better quality signals. Radio became used for public broadcasting of news, shows, and music and was so widespread that nearly every family owned a radio of their own.

3. What developments in the "New Era" laid the groundwork for future technological advances in aviation, computers, and genetics?

   In the New Era, aviation became the new form of delivering the mail which laid the groundwork for the eventual use of airplanes for commercial transportation. Vannevar Bush created a machine capable of doing complex tasks, and thus the first analog computer, beginning the field of computer science. Also, the discoveries of Gregor Mendel and Thomas Hunt Morgan led to a new understanding of genetic hybridization and DNA, which would begin the study of genetics.

4. What was the trend in business organization? What sorts of firms were less likely to consolidate?

   Consolidation became a very popular way to organize a business as the technology and prosperity of the country continued to advance. Industries such as the textile industry did not consolidate. They resisted consolidation because they were less reliant on technology and they were less susceptible to economies of great scale.

5. What were the elements of "welfare capitalism"? How much did the average worker truly benefit from welfare capitalism and the general prosperity of the decade?

   Welfare Capitalism was a paternalistic style of work that was implemented to try and quell the unrest of the labor unions. The average worker did benefit slightly from certain things like paid vacations, shorter work weeks and even the better hours presented to them. It however did not
help them control their own fates because they were not provided with strong means to voice their concerns. They did not truly benefit from many of the changes though.

6. To what extent was the lag in union membership due to the unions themselves? What were the other casual factors?

The Unions such as the AFL that only accepted the skilled workers did not allow the great number of unskilled workers to join. They prevented a large amount of the new Americans and minorities from joining and alienated many of them. Other casual factors included the fact that many of these skilled unions did not approve of the strikes that other unions held and that dissuaded many from joining.

7. How did the women and minorities fare with most labor unions?

Women generally worked in “Pink collar” jobs, which were low paying service occupations. These jobs were not industrial jobs so most labor organizations like the AFL were uninterested in them. African Americans, especially those who had traveled north during the Great Migration, also saw few opportunities to join labor unions. Most African Americans worked jobs where unions took no interest in, like service jobs. The exception was the Brotherhood of Sleeping Car Porters, which was led by Philip Randolph, an African American. In the West and Southwest Hispanics and Asians were usually excluded from Unions as well.

8. Describe the successes and challenges faced by Asian immigrants. Where were they concentrated?

Asians, as well as many other minorities, were excluded from most white dominated unions. Japanese immigrants were able to take the place of the Chinese of working menial jobs in California during the Chinese exclusion act. They worked mostly unskilled jobs such as railroads or farms. A few Japanese formed their own small businesses and enjoyed success. Many Issei, or Japanese immigrants, and Nisei, the children of Japanese immigrants, were so successful that California passed laws to make it more difficult for them to buy land. Filipinos also joined the American workforce causing tensions with white populations. This caused riots and restrictions on Filipino immigration.

9. Why was Mexican immigration to the Southwest mostly welcomed despite the discrimination that the migrants faced?

Although Mexicans did face hostility that hurt other migrant groups like Asian immigrants, there were minimal efforts to exclude them. Many Mexicans in the region lived in barrios with other Mexicans, which reduced hostilities over housing. These barrios were poorly constructed and often lacked basic services such as plumbing. The main reason that Mexicans were not excluded and instead was welcomed (to a degree) was the population of viable workers. Employers in the underpopulated West couldn't find enough people of other races, even white, who were willing to work hard jobs for low wages.
10. Describe the technological and scientific advances in agriculture in the New Era. What effect did these changes have on production and prices?

Agricultural advances were made in this era to accompany the industrial advances. Combustion engine powered equipment was being put into use to replace the less efficient steam powered equipment. These machines helped to open more land to farmers and to allow less farmers to produce more crops. The development of hybrid corn and pesticides were seen at this time (although they wouldn't be widely used until the 1930-1940s). These inventions helped to increase productivity on the farms and bring about a more modern agricultural system.

11. Explain how the concept of "parity" was designed to solve the farm problem. What happened to parity legislation?

The new technologies created in this era had greatly improved production, but did nothing to raise demand. The results were substantial surpluses, disastrous decline in food prices, and a severe drop in farmers' income beginning early in the 1920s. In response, some farmers began to demand relief in the form of government price supports. The price-raising scheme that dominated these demands was that of “parity”. Parity was a complicated formula for setting an adequate price for farm goods and ensuring that farmers would earn back at least their production costs no matter how the national or world agricultural market might fluctuate. It's supporters urged high tariffs and government buying of surpluses at parity to sell abroad. The McNary-Haugen Bill presented parity to Congress and, although it passed through Congress twice, President Coolidge vetoed it both times.

12. Describe the new urban consumer society of the 1920s. How did advertising help shape it?

Among the many changes industrialization produced in the United States was the creation of a mass consumer culture. Americans could now not only afford the bare minimum, but a considerable measure of additional goods and services. For example, middle-class families could now afford to buy electrical refrigerators, vacuum cleaners, and other appliances. Above all, Americans bought automobiles. No group was more aware of the emergence of consumerism than the advertising industry. Advertisers sought to identify products with a particular lifestyle, to invest them with glamour and prestige, and to persuade potential consumers that purchasing a commodity could be a personally fulfilling and enriching experience. Advertising was also very effective due to the emergence of new vehicles of mass communication.

13. How did newspaper chains, mass-circulation magazines, movies, and radio serve as unifying and nationalizing forces in America?

These attracted broad national audiences, with movies bringing in over 100 million viewers. This provided the means to inform and communicate with the public on a large scale.

14. How did the image of the "new professional woman" compare with reality for most working women?

The image of the “new professional woman” was that women were making their presence felt in many professional fields. However, professional opportunities for women remained limited by
prevailing assumptions about what were suitable female occupations. During the 1920's, most middle class married women did not work outside the home.

15. What new attitudes toward motherhood, sex, and leisure developed in the 1920s, especially among middle-class women?

Motherhood became less emotionally fulfilling and relied on the assistance of experts and professionals, such as doctors, nurses, and educators. The rise of birth control led to sex being seen as more than a means of procreation, but also as a pleasurable experience in its own right.

16. What social forces combined to disenchant many intellectuals? What did these people attack? Who were the main attackers?

There was a whole young generation who had lived through the Great War. This experience led many to the movement of 'Disenchantment'. They saw the war as an unnecessary loss of life and turned this spite on society and its vulgar consumerism. Many showed their disgust through isolation instead of attempts for reform. Some intellectuals did use literature to convey contempt; for example, Ernest Hemingway wrote A Farewell to Arms, F. Scott Fitzgerald- The Great Gatsby, and H. L. Mencken- a series of magazines.

17. What more basic conflict in society did the controversy over the "noble experiment" of prohibition come to symbolize? What were the results of prohibition?

From its beginning in January 1920, the Prohibition was not a very effective policy. It essentially devolved into a battle between the middle class which viewed itself as progressive, and the corrupt rich who worked around the law. The government hadn't delegated enough agents to enforcing the 18th amendment, thus organized crime figures were able to build empires with little competition. Eventually, they gained power and were able to repeal the amendment in 1933.

18. Explain the changes in immigration laws brought about by the National Origins Act and subsequent legislation. What ethnic groups were favored?

In 1921, Congress passed an emergency immigration act after sentiment had rise in the end of the war. This said that only emigrants equal to 3% of an ethnicity's population in 1910 could enter the country. However, nativists pushed harder and the National Origins Act was passed. This outlawed East Asian immigrants, decreased the quota percentage to 2%, and based the quota off of the 1890 census. This favored the "Nordic" and "Teutonic" groups.

19). What helped resurrect the Ku Klux Klan? In addition to African Americans, at whom did the Klan target its rage? How influential was it?

The emergence of nativism helped to fuel white superiority sentiment in the South. As a result of this, the Ke Klux Klan began to reform. The Klan after World War 1 shifted its prejudice towards Catholics, Jews, and foreigners, which caused the group's numbers to grow exponentially. It's influence had even spread to schools, where the Klan pushed for Bible reading, and society, where they enforced prohibition.
20). Compare and contrast the views of the religious modernists and fundamentalists. How did Darwinism and the Scopes trial symbolize the conflict between the two? How has the conflict persisted?

Fundamentalism was an evangelical movement that worked to spread their doctrine to new groups, especially in the South and West. Modernists were protestants who attempted to apply religious doctrine to their own society and advances in science. The Scopes Monkey Trial, which argued against teachings of creationism, represented both sides: Tennessee law as the Fundamentalists, and Scopes as the Modernists. While today the Modernists have all but won over, Fundamentalist ideals live on in Creationists.

21). How were the cultural tensions of the 1920s reflected in the Democratic Party?

Up until Woodrow Wilson, the African American vote had historically gone to the Republicans, who had freed their races in Lincoln's era. Wilson, however, saw the African American masses and realized that appealing to them was in the parties best interest. He worked with Minorities to gain their vote. However, the Democrats also appealed to Southern racists and nativists, which caused issues within the party.

22). What features of President Warren G. Harding's personal background led to his political repudiation? What was the biggest of the various Harding-era scandals?

Harding's career as a senator in Ohio had been very unfruitful. In fact, the only reason he was in that position was because of a political agreement within his party. As a result, Harding's presidency was extremely unadventurous, and often corrupt. The largest of the scandals he was involved in was the Teapot Dome Scandal, involving a New Mexico senator by the name of Fall.

23. Contrast the personal lives of Harding and Calvin Coolidge. Did their politics and policies differ as much as their personalities?

A: Where Harding was genial, garrulous, and debauched, Coolidge was dour, silent, even puritanical. While Harding was tolerant of corruption, and maybe even corrupt himself, Coolidge was honest. Both took passive approaches in office. Coolidge appeared less active than Harding for his belief that the government should interfere as little as possible.

24. What approach did the Harding and Coolidge administrations take toward taxes and the federal budget?

A: Through the efforts of Secretary of Treasury Andrew Mellon, who worked for substantial reductions in taxes on corporate profits, personal incomes, and inheritances, Congress cut all taxes by more than half. He also worked with Coolidge to trim the federal budget through a series of measures. The WW1 debt was also cut in half.
25. What role did Herbert Hoover play before his presidency? What concept did he champion most vigorously?

A: Hoover was the Commerce Secretary who encouraged voluntarism in the private sector. Hoover championed business "associationalism" which was creating national organizations of business to stabilize their industries and create efficiency in marketing and production.