The Roaring Twenties
I. Social Changes in the Roaring 20’s

1. America After WWI
   - Men returning home from Europe and getting back to work
   - Women have a hard time settling back into their old roles that they had filled before the war
   - This leads to changes in social expectations and expression for women

2. Young Women Change Rules
   - Change from the Gibson Girl style to the Flapper:
     - Free-spirited young women who embraced new attitudes, fashion
   - Changes in society:
     - Smoking, drinking
     - Marriage began to be seen by some as a equal partnership
III. The Twenties Man

1. Returning from war and looking for work

2. Work became available with a new Pro-Business Spirit

3. Republican White House:
   - “The chief business of the American people is business.”
   - Harding, Coolidge & Hoover had strong pro-business policies
     - Low taxes = high profits
     - High tariffs on foreign goods
     - Wages, productivity rise

4. American Industry Booms
   - New industries take over
   - Automobile, airplane, advertising, “conveniences”
   - Growing desire for “leisure”
II. The Twenties Woman

1. New Roles at Work and Home

- Women made advances in work during WWI but were eventually replaced when men returned home for war
  - Many turned to “women’s jobs”
    - Teachers, nurses, librarians
  - Big business created new needs
    - Typists, clerks, secretaries, etc.
  - Still paid less for equal work
- The Changing Family
  - Technology eased domestic work
  - Impacted social, family, and working lives of women
III. Changing Ways of Life

• Superficial Prosperity
  – Many Americans began to buy things on credit
  – This led to a big problem

• Rural and Urban Differences
  – Urbanization continued
  • Small-town values came in conflict with the new urban scene
    – “Atlanta Forward” Campaign – a national advertising, started by the Atlanta Chamber of Commerce in 1925, promoted the growth of Atlanta-started by Ivan Allen Sr.
    – William B. Hartsfield – led a movement in Atlanta to invest in an airport – believed if Atlanta was to become a major city it had to have an airport. Later becomes Atlanta’s longest serving mayor.
... If you had been growing up in the 1920s, your family might have been buying a radio for the first time. The radio was a new and exciting invention. It brought news from all over the world as well as music and other entertainment. Many families spent the evening listening to the radio, just as a family today might watch television together. During the 1920s, radio stations began to spring up in cities across the state. One of the first was WGY in Schenectady. . . .

V. The Harlem Renaissance

1. “Black is Beautiful”
   - The Great Migration
   - Different Goals
     - W.E.B. DuBois & the NAACP
       - Protest racial violence, fight for civil rights
     - Marcus Garvey & the UNIA
       - Back-to-Africa movement
       - Promoted economic independence, black pride

2. “Rebirth” Through Expression
   - African-American Writers
     - Claude McKay, novelist
       - Urged Blacks to resist prejudice
     - Langston Hughes, poet
       - Described life, hardships of Black working-class
   - The Jazz Age
     - From New Orleans, then North
     - Free, expressive, and popular
     - Louis Armstrong, jazz trumpet
Louis Armstrong
What A Wonderful World
The Roaring 20’s “The Charleston”

Brother Can You Spare a Dime
BOLL WEEVIL

- For many Georgians, the 1920’s were not a time of abundance.
- The boll weevil beetle hatches in the yellow flower of the cotton plant. As the flower becomes a boll (the place where the cotton fibers are formed), the larvae feeds on the growing white, fluffy cotton, making it useless.
- The boll weevil appeared in southwest Georgia in 1915 and quickly spread across the state, destroying thousands of acres of Georgia’s major agricultural crop. By 1923-75% of Georgia’s cotton crop was destroyed.
DROUGHT

• In 1924, Georgia’s farmers were hit with a major drought.
• The sun-baked fields slowed down the destruction of the boll weevil, but the drought ruined most of Georgia’s other crops.
• Over 375,000 farm workers left Georgia between 1920 and 1925. The number of working farms fell from 310,000 to 249,095.
• When farms failed, banks that had loaned the farmers money took huge losses. Many farm related businesses closed.
• Georgia was in a deep depression long before the rest of the nation.
The Great Depression

Causes of the Great Depression - Economic Factors

1. Too much credit - Americans borrowing money from banks and getting into debt
   - Banks invested & lost customers’ deposits in the market
   - Fear caused Banks to go bankrupt (America the Story of Us - Bust: the Beginning)
   - Businesses could not get credit

2. Over production: Farmers and businesses made too many products that did not get sold
   - As economic signs worsened, people of all classes bought less
     • Led to failed businesses, lay-offs
   - Laissez Faire - Government is “hands off” and thought the economy would work itself out

3. Bad Farming Conditions
   - Farm foreclosures, food shortages
   - Dust Bowl in the West
   - Boll Weevil Invasion in the South

4. Stock Market Crash of 1929
   - 2 months after Black Tuesday, investors had lost over $40 bil.
     • Only 3% of Americans had stocks
BASICALLY—PEOPLE HAD BORROWED MORE MONEY THAN THEY COULD AFFORD TO REPAY—which hurt banks that had loaned the money and the businesses waiting for their payments which in turn caused businesses to lay off workers.
The Crash of 1929

1. All of these things began to hurt the nation’s economy

2. The final blow that broke the economy happened in the stock market

- **Stock Market**: place where people buy a share of the stock in a company that they believed would become more valuable in the future

- **The New York Stock Exchange** is one of the main places that people buy and sell these stocks

- During the 1920’s, most people bought stock and paid only a portion of the cost of the stock at the time of purchase.

- Even though the stock was not completely paid for, the investor had the right to sell it.

- If the stock price had gone up, the investor sold the stock and made enough to finish paying for the stock. This practice forced the price of stocks to go up, making them higher than they were really worth.

- Eventually the bottom fell out and the stock market crashed.
The Crash of 1929

1. Signs of Concern
   - During the summer of 1929, indicators showed economy was slowing
     - Normally market would dip
     - Instead, continued to climb

2. The Bottom Falls Out
   1. Prices for stock begin to fall rapidly and people get scared
     - Over 16 million stocks were traded as people panicked and sold their stocks causing huge losses
     - **Oct 24\(^{th}\), 1929: “Black Thursday”**
     - **Oct 29th, 1929: “Black Tuesday”** - Worst day in the New York Stock Exchange
     - Mid Nov.: investors lost $30bil
     - Many companies and banks go broke
Mr. Bett's: Stock Market Crash of 1929
The Great Depression

**Effects of the Great Depression**

1. **Decrease in Employment**
   - Many people unemployed or under-employed for years
   - Especially women, minorities

2. **Farming Problems**
   - Drought & overproduction led to Dust Bowl (*America the Story of Us-Bust 19:45*); low yields and prices forced many farmers to lose farms.

3. **Problems with Housing**
   - Many unemployed people could not pay home mortgages & lost their homes—some lived in shantytowns.
   - **Shantytowns:** makeshift homes made out of cardboard or discarded wood—more commonly known as “Hoovervilles.”

4. **Heated Race Relations**
   - Intense competition for jobs led to increased racial tension & violence

5. **Pressure on Family Life**
   - Some family ties strengthened under pressures, some families fell apart
The Power of Pictures
The Power of Dorothea Lange's Pictures

- Dorothea Lange's most famous photograph is commonly known as the "Migrant Mother."
- In 1936, Lange photographed a woman from Oklahoma who worked in the pea fields of Nipomo, California, near Santa Barbara. The woman was a widow with seven children, who survived by eating frozen peas from the fields and birds her children caught. This image became a symbol for the suffering caused by the Depression. It was published in the San Francisco News and led to relief for the camp where the woman lived.

“"I did not ask her name or her history. She told me her age, that she was thirty-two. She said that they had been living on frozen vegetables from the surrounding fields, and birds that the children killed. She had just sold the tires from her car to buy food. There she sat in that lean-to tent with her children huddled around her, and seemed to know that my pictures might help her, and so she helped me. There was a sort of equality about it."”

- Dorothea Lange
The Great Depression

1. **President Herbert Hoover** struggles to fix the Depression—did nothing.
   - **Strategy #1: Business as Usual**
     - He believed the natural cycle of boom & bust in the economy would recover “naturally”
     - Government’s role: foster cooperation
       - Asked business leaders not to cut wages/jobs, labor leaders not to strike
       - Opposed to direct relief, “hand-outs”
     - Result: Economy continued to shrink
       - Hoover seen as cold, heartless
   - **Strategy #2: Take Action**
     - Backing Cooperatives
       - Hoover set up an agency that negotiated agreements between private sector businesses and the public to provide jobs
       - Ex.: Hoover Dam, Nat’l Credit Corp
     - Some Direct Intervention
       - Hoover signed laws that lowered interest rates to keep people in their homes, finance $ for banks to loan
       - By end of his term, Hoover was able to accomplish little to help economy rebound.
America-The Story of Us:
Bust: 6:30

Hoover Dam

Food Lines

Hoovervilles
N.Y.
November 8, 1930:
Following the Wall Street collapse and subsequent bank failures, businesses across the USA started laying off workers. Unemployed people took to the streets in New York, wearing banners stating their professions, and offering to work for a dollar a week. By 1933, 25% of American workers were unemployed.
I know 3 trades
I speak 3 languages
Fought for 3 years
Have 3 children
And no work for 3 months
But I only want one job
GEORGIA’S PROBLEM

WALLWISHER: GEORGIA'S PROBLEM
The Great Depression

1. Eventually the American people desired more direct help

2. In the **election of 1932** Franklin D. Roosevelt (FDR) was elected
   - He had a new approach called **The New Deal**
     - Focus: relief for the needy, economic recovery, & financial reform
     - **1933 - The Hundred Days**: Beginning of FDR’s term, intense legislative action known as the three “R’s”
       - **Relief** for jobless and homeless people
       - **Recovery** for agriculture and industry
       - **Reforms** to change how the economy worked

New Deal Very popular, but did not end Depression & not w/o criticism
- **Deficit Spending**
- New Deal expansion of Fed gov’t unconstitutional?
FDR’s Take on Fear During the Great Depression

First Inaugural Address
Delivered 4 March 1933

• During the presidential campaign in 1932, Franklin D. Roosevelt said very little about what he would do if elected.

• When it came to making the first major speech on his inauguration, the Great Depression was just starting to rub along the bottom of the economy.
  – That’s when FDR said, “...the only thing we have to fear is fear itself - nameless, unreasoning, unjustified terror which paralyzes needed efforts to convert retreat into advance.” One of the main causes of a recession is a loss of consumer confidence. That’s when ordinary folk like you and I stop spending our money. Just think about it for a moment. If we all stop buying “stuff”, there are no jobs for those who manufacture, distribute and sell it. Take away demand and you don’t need supply.”
“The only thing we have to fear is fear itself.”

- Franklin D. Roosevelt

• Write about a time when your fear of something was worse than the actual thing, person, or event that you were afraid of.

• Remember to be very detailed in how you felt and how it turned out for you.
The Great Depression and The New Deal in Georgia

- FDR had a special place in his heart for Georgia
- He traveled to Warm Springs, GA to bathe in the natural springs in order to get relief from his crippled aching legs from polio
- He was unable to walk, but the spring water helped make his legs feel better
- Eventually he built a house near the springs and called it The “Little White House”
  - You can still go visit his house today in Warm Springs
- Because of this FDR really cared about helping Georgia through the New Deal
The Great Depression and The New Deal in Georgia

• Because Ga. had already been in a slight depression after World War I, most Georgians did not really see much of a change during the Great Depression

• In 1932 Eugene Talmadge was elected as Georgia’s governor
  – He did not support FDR’s New Deal programs
EUGENE TALMADGE

- State government changed greatly when Eugene Talmadge became governor in 1933. Talmadge was a dramatic politician. You may have heard the expression that politicians "stumped the state" giving speeches to voters. Talmadge actually took a stump with him, a sawed off section of an oak that was two feet high and three feet in diameter. He put it in the middle of the crowd, stood on it, and delivered fiery speeches. He often told rural Georgia voters that they had three friends—Sears Roebuck, God Almighty, and Eugene Herman Talmadge.

- Talmadge was a conservative white supremacist who did not like federal government intervention or government debts. He especially disliked relief efforts, public welfare, and federal assistance programs. After becoming governor, he tried to rid the state of New Deal programs. He used federal funds to build highways more often than to help the unemployed. He reduced property taxes, utility rates, and some license fees.

- Talmadge was elected to a second term in 1934 by a landslide. Officials who disagreed with Talmadge were fired and replaced with his supporters. When Talmadge refused to follow federal New Deal regulations, the federal government took over New Deal programs in Georgia. In 1934, during the state's worst textile strike, the governor declared martial law and used the National Guard to arrest strikers.

- However, Talmadge's political power plays did not change the fact that Georgia law would not allow him to serve more than two consecutive terms. Because he could not run for governor, Talmadge ran for the U.S. Senate in 1936 against Richard Russell and was soundly defeated.
In 1940, Eugene Talmadge ran for governor again and was elected. Talmadge had softened his anti-Roosevelt stand and began using modified versions of New Deal legislation. The state's economy grew. Then, a series of events angered the voters and put Georgia in a bad light.

A Talmadge supporter at the University of Georgia told the governor that one of the deans at the university and the president of the Teachers College in Statesboro (now known as Georgia Southern University) had plans to integrate the school (open it to members of all races and ethnic groups). Talmadge convinced the board of regents to fire the two individuals. He also got rid of several members of the board of regents who publicly opposed his interference in the university system.

There was a great deal of national publicity, strongly against the governor's stand. The situation so offended the Southern Association of Colleges and Schools that they voted to take away the Accreditation of white Georgia colleges.
Almost 75% of Ga. textile workers went on strike
230,000 mill workers joined the United Textile Workers of America
Gov. Talmadge ordered the national guard to arrest thousands of strikers and their leaders – the strike ended
By 1936 Georgians were beginning to realize they needed more help.

1936 Election: Eurith Rivers elected governor of Georgia after Talmadge.
- Georgians wanted the same help the rest of the country was getting.
- Rivers supported Federal New Deal Programs and even started some state programs called the “Little New Deal”.
FDR’s Hundred Days
New Deal Programs

- Called “Alphabet Soup Programs” because they are known by their initials

- SOME of the more popular programs:
  1. FERA (Federal Emergency Relief Administration)
  2. PWA (Public Works Administration)
  3. AAA (Agricultural Adjustment Administration)
  4. TVA (Tennessee Valley Authority)
  5. CCC (Civilian Conservation Corps)
  6. FDIC (Federal Deposit Insurance Corporation)
  7. NRA (National Recovery Administration)
1. **FERA**: Federal Emergency Relief Administration
   - Provided federal (government) money for relief projects to the roughly 13 million unemployed

2. **PWA**: Public Works Administration
   - Created jobs by having people build highways, bridges, and other public works
3. **AAA**: Agricultural Adjustment Administration
   - Cash payments to farmers who reduced the number of acres they planted or the size of their herds
   - 1933 – almost 10 million acres of cotton destroyed
   - This reduced the supply and increased the price – but it also reduced the need for workers and put many tenant farmers out of work.
   - The AAA was eventually declared unconstitutional by the US Supreme Court because it was not voluntary.

4. **TVA**: Tennessee Valley Authority
   - Built almost 20 dams in the Tennessee River Valley to generate electricity
   - Brought electricity to rural areas in 7 states – including Ga.
5. **CCC: Civilian Conservation Corps**
   - Ga. had over 100 camps – 15 for black Americans.
   - Workers planted trees, restocked lakes and rivers, drained swamps, built roads, stop erosion, built national parks

   - There was a CCC camp right here in Jackson County.

   - Actually, there was one right here in Commerce.

   - AND.....you don’t have to go far to find out where.
WHERE?

• It was right here where you are sitting!
6. **FDIC:** Federal Deposit Insurance Corporation

After the “bank holiday”
FDR created the FDIC
The federal government
insured money deposited
in banks up to $5,000
Helped people feel safe
about using banks again
FDR’s Alphabet Soup Programs

7. NRA: National Recovery Administration
   • Regulated industry and raised wages and prices
All of these from FDR’s New Deal:

1. AAA
2. CCC
3. FDIC
4. TVA

5. **NIRA:** National Industrial Recovery Act
   - Gave workers the right to form unions
   - Set a minimum wage/maximum hours for a work week
   - Mill owners forced workers to get more work done and paid wages that they could not live on
   - Led to the **Uprising of ’34:** Textile workers go on strike across the South
FDR’s Second New Deal

1. A Second Term & Second 100 Days
   - FDR is re-elected despite the Depression
     - Unemployment still staggering
     - 1935 the Supreme Court declared some of the New Deal programs and legislation unconstitutional
     - FDR and his advisors went to work to replace the cancelled programs
     - Led to the Second New Deal and The Second Hundred Days
       - Focused on:
         - Boosting farms
         - Creating jobs
         - Expanding and regulation utilities (light, electricity, water, etc.)
         - Expanding the power of the federal government
     - The Second New Deal created 5 new changes and programs
REA: Rural Electrification Administration

• Rural electrification was an important New Deal program. In the 1920s, power companies mainly ran lines to towns and cities. Because the rural population was spread out, power lines were expensive to build and maintain.

• The Rural Electrification Authority (REA) reportedly was a result of President Roosevelt's first night at Warm Springs, Georgia. He was sitting on the porch of his small cottage, trying to catch a breeze on a hot, sultry summer night. He noticed that no lights were showing from neighboring farms. When he received his electrical bill at the end of the month, he saw that it was many times higher than what he paid at his mansion in Hyde Park, New York.

• Roosevelt never forgot that night, and on May 11, 1935, he signed into law the act creating the REA.

• The REA loaned over $300 million to farmers' cooperatives to help them extend their own power lines and buy power wholesale. This program was one of the most important and far-reaching of the New Deal programs. By 1940, a significant percentage of farmers in Georgia and other parts of the nation had electricity. Electric water pumps, lights, milking machines, and appliances made farm life much easier.
Georgia Programs for the “Little New Deal”

TVA Dams and Power Plants Built by REA
Five Main Programs and Legislation:

1. **WPA (Works Progress Administration):**
   - Created federal Writers projects and public art projects
   - Collected the history of each state in the country
   - Built Techwood Homes (for whites) and University Homes (for blacks) in Atlanta to improve living conditions

2. **NYA (National Youth Administration):**
   - Helped young people get jobs and go to school

3. **Wagner Act:** Protected the rights of laborers
SOCIAL SECURITY

• New Deal relief efforts, however, could not reach those people who could not work--children, the blind, widows with small children, and the elderly.
• In addition, workers needed some protection against unemployment. In 1935, Congress passed the Social Security Act.
• The federal government would provide retirement and unemployment insurance from taxes paid by both workers and their employers.
• Farm workers, however, were not covered by the new program. As President Roosevelt stated at the signing of the legislation into law,
  "We can never insure one hundred percent of the population against one hundred percent of the hazards and vicissitudes of life, but we have tried to frame a law which will give some measure of protection to the average citizen and to his family against the loss of a job and against poverty-ridden old age."
The Black American Experience

- Many black Americans did not benefit as much as whites from New Deal programs
- Whites wanted blacks fired from jobs so those jobs could be given to whites
- Eventually many black Americans supported the New Deal and FDR and became Democrats

This photograph depicts black sharecroppers forced off of farms by landlords eager to receive federal crop reduction subsidies as they gathered along Highway 60 in New Madrid County, Missouri, in January 1939.
Mr. Betts: The New Deal
CHEAPER WAYS OF ENTERTAINMENT AND FUN DURING THE GREAT DEPRESSION!!
Entertainment

• **Cheap entertainment** became a way for people to escape the troubles of everyday life during the Great Depression
  – going to the movies became a favorite way to pass time
  – cheaper entertainment included: playing cards, window shopping, fishing, playing neighborhood sports
  – Monopoly became a favorite board game
  – Dec. 15, 1939 – *Gone With the Wind* movie premier in Georgia
    » 2,000 people paid $10 each to see the movie
    » Thousands stood outside the Loew’s theater to try and see the stars
SPORTS IN THE 30’S

• **Baseball**
  National Baseball Hall of Fame starts with the first players to be chosen Ty Cobb, Honus Wagner, Walter Johnson, Christy Mathewson and Babe Ruth. Joe DiMaggio starts his career at the New York Yankees taking the crown over from Babe Ruth who retires. To help with falling attendance due to the depression, night games are started. Live Radio broadcasts of baseball games begin to encourage fans to help sell tickets.

• **Basketball**
  National Collegiate Athletic Association NCAA holds first championship tourney in 1939 which Oregon won.

• **American Football**
  In the NFL, goalposts were moved from the back of the end zone to the front of the end zone. They were not moved back to the back of the end zone until 1974. NFL Championship game Introduced Between Eastern and Western divisions The NFL Draft Introduced

• **Boxing**
  Joe Louis- America the Story of Us: Bust 35:47
Song of the South

SONG OF THE SOUTH
Mr Betts: The Great Depression
FDR’S Legacy

FDR is remembered as the president who:

- Was the champion of the common man
- Made a way of opportunity for all
- Made government responsible for the well-being of its citizens
- Increased the Federal Deficit

Though New Deal brought aid to many Americans and reforms to business, it was the tremendous deficit spending during WWII that brought the US out of the Great Depression.

“The only thing we have to fear is fear itself”
The Role of The First Lady

Eleanor Roosevelt, FDR’s wife played a very important role during the Great Depression

– She was a huge supporter of rights for Black Americans and women

• Because FDR had polio and couldn’t walk, Eleanor acted as his “eyes and ears” by traveling the country and visiting many places to make sure the New Deal programs were working

• She would then report back to the president

• She even held special press conferences only for women reporters
The First Lady

Eleanor Roosevelt

“No one can make you feel inferior without your consent.”
How the Depression Affected Children

• What was it like growing up during the Great Depression?
• For many people, life was a daily struggle. At the peak of the Depression, 25% of the nation's workers -- one out of four -- were unemployed. No job meant no money to pay the mortgage or buy food and clothes for the family.
• Times were hard whether you lived in a city or on a farm, whether you were an adult or a child.
• Families unable to pay the mortgage lost their homes and farms.
• As a result, about 250,000 young people were homeless in the early years of the Depression. Many became nomads, traveling the highways and railways.

Homeless Family
During the depression
Letters to Mrs. Roosevelt

• Read the letters

• Decide which letter you think is the most heartfelt and be prepared to tell why.
Group Question 1:

• Some say that the emotional strain of poverty wasn’t very great because everyone was poor and everyone was “in the same boat.”

1. Do the letters support this idea or was it harder for some than for others? Explain your answer.
Group Question 2:

• Discuss in the circle the top two reasons why your letter is the most urgent plea for help.

2. Also, did you or anyone in your group relate to or identify with any of the letters? Why?
Group Question 3 and 4:

3. What could Mrs. Roosevelt have done to help these children?

4. Would it have been in everyone’s best interest for her to pick certain individuals to help?
Group Question 5 and 6:

5. Do you think writing to a powerful person, like these kids did, is the best way to get help when you’re in need?

6. Have you ever written a letter to a powerful person or leader? If not, why not?
FINAL THOUGHTS.

• Discuss ways of gaining help that might have worked better for these children. Be prepared to share your group’s answers with the class.