CHAPTER 25

TRANSITION TO MODERN AMERICA

SUMMARY
The 1920s were marked by rapid economic and urban growth as well as rapid social change, inspiring tensions as rural America resisted many of these far-reaching changes.

The Second Industrial Revolution
Based on mass production, the moving assembly line, and the marketing of consumer goods, the economy of the 1920s experienced phenomenal growth.

The Automobile Industry
The automobile industry, one of the most important of the 1920s, significantly affected American culture, stimulating other industries like steel, rubber, paint, glass, and oil and changing the nation’s physical landscape. The subtle changes in the industry also illustrate an inherent instability within a consumer goods-driven economy—once people purchase a longer-life item, they no longer need to buy it, which removes them from the market.

Patterns of Economic Growth
Other industries not connected to automobiles also boomed including the electrical industry, radio broadcasting, motion picture production, the development of light metals like aluminum, and the production of synthetic materials like rayon and cellophane. The large corporation run by a professional manager dominated business in the 1920s, and the most distinctive feature of business during the era was an emphasis on marketing and advertising.

Economic Weaknesses
Despite the economic progress of new industries, some elements of the economy fared poorly, including traditional industries like railroads, coal, cotton textiles, and agriculture. While the middle and upper classes experienced prosperity, workers and minorities did not. New technology meant fewer workers were needed to produce certain goods, forcing some into lower-paid service industries. Unions found themselves stalled in achieving better pay or working conditions for their members as employers were able to portray them as radicals. Minorities, who had migrated north during WWI, found work, but only in low paid menial labor. Additionally, they were ghettoized and continued to face hostility and discrimination.

City Life in the Jazz Age
Still another important feature of the 1920s was the rapid rise of the city and the consequent changes in society. Skyscrapers were the most visible feature of the new cities and became a symbol of progress and a new metropolitan way of life.
Women and the Family
Women continued to work outside of the home in increasing numbers, though they were confined to low-paying jobs and excluded, for the most part, from the professions. Families changed as a result of falling birthrates (through easier access to birth control) and rising divorce rates as well as married women continuing to work after marriage. Young men and women, who previously would have joined the workforce as teenagers, discovered adolescence as they attended high school and rebelled against parental authority. Though women had achieved the vote, the feminist movement continued to be active, lobbying for full equality under the law. For many young women, the assertiveness of the feminist movement translated into rebellion against Victorian social mores rather than crusading for social progress.

The Roaring Twenties
The cultural revolution also prompted the rise of organized crime, spectator sports, and a sexual revolution. Much of the rise in crime can be attributed to prohibition as more and more Americans were willing to break the law to acquire alcohol, and rival bootleggers competed with each other for control of the market.

The Flowering of the Arts
Frustrated with the materialism of mass culture, many literary figures wrote scathing criticisms of the new era. Others lived in self-exile in Europe. African-American authors in America, however, found energy and inspiration in the Harlem Renaissance. The Harlem Renaissance also affected art and music, and the underlying message was one of pride in blackness.

The Rural Counterattack
Insecurity in the face of all this social upheaval caused rural and small-town America to reject to the dominance of the city. Anti-immigrant activity increased as did movements aimed at cultural and political conformity and a return to traditional values.

The Fear of Radicalism
Tradition-minded Americans feared the specter of bolshevism and anarchism and tried to eliminate radicalism from American life, abusing civil liberties in the process. Their fear fed on the recent Russian Revolution as well as several violent strikes in the spring and summer of 1919. Public outcry led to government action in the deportation of hundreds of immigrants suspected of communist ties. By 1920 the scare abated as the extremism of the government’s reaction sunk in. Even so, the 1920s continued to be colored by nativism, bigotry, and intolerance.

Prohibition
Many associated alcohol with alien cultures and the new urban ways. The Eighteenth Amendment prohibiting the manufacture, sale, and transportation of alcoholic beverages was ratified in 1918. The Volstead Act, passed in January 1920, implementing prohibition. Enforcement was lax, however, and there was widespread noncompliance with the law, especially among the middle and upper classes.
The Ku Klux Klan
The phenomenal growth of such groups as the Ku Klux Klan was also a reaction to the new urban culture. Such groups tried to preserve what they thought was sacred and pure and to limit the rights of Blacks, aliens, non-protestants, and anyone who refused to conform to their standards. A different Klan from that of the Reconstruction Era, the 1920s Klan found members throughout the nation and were open and active in politics. The Klan fell when some of its more violent activities, misuse of funds, and a sex scandal came to light. Despite the virtual disappearance of the Klan, the hatred and nativism it represented continued.

Immigration Restriction
Nativists successfully restricted foreign immigration, and Congress passed a series of laws aimed at limiting immigration, especially from southern and eastern Europe and Asia. The restrictive legislation on immigration was the most lasting achievement of the rural counterattack, lasting until the 1960s.

The Fundamentalist Controversy
Some Americans found solace and security in supporting fundamentalist Christianity or in opposing theories of evolution being taught in the public schools. The Scopes Trial was the most notable of the challenges to evolution.

Politics of the 1920s
Though the Republicans appeared to control the decade by winning the Presidency from 1921 to 1933, the rural-urban tensions dominated and shaped the course of politics during the 1920s, and the Democrats gained significant numbers of urban and immigrant voters.

Harding, Coolidge, and Hoover
The Republicans dominated the White House with three popular presidents, Harding, Coolidge, and Hoover.

Republican Policies
In this era, the Republican party returned to traditional Republican policies, passing a program of higher tariffs, lower taxes, and spending cuts. Growing problems as the decade progressed challenged these policies.

The Divided Democrats
The Democrats were divided on rural-urban issues, but they were gaining strength among the new immigrant voters of the big cities. Additionally, they gained strength in Congress throughout the decades.

The Election of 1928
The election of 1928 symbolized the decade, pitting Democrat Al Smith, a Catholic, urban, “wet” son of immigrants, against Republican Herbert Hoover, an old-stock, “dry” Protestant from Iowa. Hoover won easily, but the Democrats won majorities in the nation’s twelve largest cities, indicating the emergence of a new Democratic electorate.
Conclusion: The Old and The New
The 1920s represents the transition of the United States to the modern era. Despite the prosperity and progress of the era, the foundation was unstable.

LEARNING OBJECTIVES

After mastering this chapter, you should be able to:

1. Explain the elements of the economic changes of the 1920s.
2. List the weaknesses of the American economy in the 1920s.
3. Discuss the impact of the rise of the city.
4. Analyze the key elements of the literary movement of the 1920s.
5. Discuss the impact and import of the Harlem Renaissance.
6. Describe the main features of the rural reaction of the 1920s.
7. Outline the personalities and contributions of the key political figures of the 1920s.
8. Explain the failures and successes of the Democrats from 1920-1930.
9. Analyze the election of 1928.
10. Discuss the policies of the Republican party during the 1920s.
11. Describe the changes wrought in the American family in the 1920s.

GLOSSARY

To build your social science vocabulary, familiarize yourself with the following terms:

1. **gross national product** the total market value of all goods and services produced in a country during one year. “The gross national product rose by 40 percent.”

2. **per capita** relating to any statistical measurement in which an aggregate is divided by the total population. “...per-capita income increased by 30 percent...”

3. **oligopoly** market structures in which control is in the hands of a few companies. “The oligopoly in the automobile industry set an example for other areas.”

4. **dialect** a regional version of a language. “...the advent of radio and films which promoted a standard national dialect...”
5. **yellow-dog contract** an employment contract in which an employee disavows union membership. “Many businessmen used . . . 'yellow-dog' contracts . . . [to] deny workers the benefits of collective bargaining.”

6. **metropolis** the principal city of a state or nation. “In the metropolis, life was different.”

7. **tabloids** newspapers that exploit sex and violence for mass appeal. “. . . the new urban tabloids—led by the *New York Daily News*—delighted in telling their readers about love nests and kept women.”

8. **expatriates** those who have left or been forced to leave their country. “Some fled to Europe to live as expatriates. . . .”

9. **paradox** something that seems illogical but is nonetheless true. “. . . there is a striking paradox about the literary flowering of the twenties.”

10. **bigotry** the practice of stubborn attachment to racial hatred. “. . . symbolized the bigotry and intolerance that lasted through the twenties.”

11. **bolshevism** principles of the Russian Communist party. “The heightened nationalism of World War I . . . found a new target in bolshevism.”

12. **nativism** policies and principles of groups in the United States that oppose open immigration, especially of non-Anglo-Saxon Protestants. “. . . the recurring demons of nativism and hatred . . .”

13. **fundamentalist sect** a Christian denomination that believes in a literal interpretation of the Bible. “. . . aggressive fundamentalist sects . . . grew rapidly.”

14. **ethnic** relating to a group with common culture or customs. “. . . especially among the ethnic groups in the cities. . . .”

15. **bloc** a collection of groups united to further a common cause. “The farm bloc supported the higher tariffs . . .”

**IDENTIFICATION**

Briefly identify the meaning and significance of the following terms:

1. Model T

2. flappers

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3. Harlem Renaissance

4. Al Capone

5. Babe Ruth

6. National Origins Quota Act

7. Sacco and Vanzetti

8. Scopes Trial

9. Teapot Dome Scandal

10. Herbert Hoover
MATCHING

A. Match the following writers with the appropriate description:

_____1. Ezra Pound   a. newspaperman and literary critic who founded the *American Mercury*

_____2. T. S. Eliot   b. popular novelist who satirized small-town America in works such as *Main Street*

_____3. Ernest Hemingway   c. poet who wrote without rhyme or meter

_____4. F. Scott Fitzgerald   d. poet who emphasized the emptiness of modern civilization

_____5. Sinclair Lewis   e. writer who described the emptiness of American cultures in works such as *The Great Gatsby*

f. author who wrote in a clean, direct prose style about his own daring experiences

B. Match the following acts with the appropriate description:

_____1. Eighteenth Amendment   a. gave women the right to vote

_____2. Nineteenth Amendment   b. provided money for maternal and infant health care

_____3. Sheppard-Towner Act   c. proposed to raise tariffs to a highly protectionist level

_____4. Volstead Act   d. prohibited the manufacture and sale of alcoholic beverages

_____5. Fordney-McMcCumber Act   e. implemented prohibition and defined an illegal beverage as any above one percent alcohol by volume

f. limited immigration mainly to people from northwestern Europe
COMPLETION

Answer the question or complete the statement by filling in the blanks with the correct word or words.

1. Henry Ford first used the technique of mass production with a moving assembly line to produce the ________________.

2. The promoter who aggressively controlled many power companies in the 1920s was ________________________________.

3. In 1923, the National Woman’s Party, led by Alice Paul, had the ____________ ___________ introduced into Congress.

4. The man who completed the first solo flight of the Atlantic was ________________________________.

5. An African American intellectual in New York’s Harlem community and editor of *Crisis* was ________________________________.

6. During the 1920s the ________________________________ began to dominate the urban landscape.

7. The attorney general who led an attack on suspected anarchists and Communists in 1919 was ________________________________.

8. The Chicago defense attorney who defended John T. Scopes was ____________ ____________.

9. The corrupt official in the Teapot Dome scandal was Interior Secretary ________________________________.

10. The Democratic candidate in the election of 1928 was ________________________________.

TRUE/FALSE

Mark the following statements either T (True) or F (False):

_____ 1. Mass production was not an important factor in the consumer-goods revolution.

_____ 2. Wage increases easily kept pace with increases in labor productivity.

_____ 3. The economic growth of the 1920s was mostly the result of the work of many small firms.
4. Agriculture did not participate in the prosperity of the 1920s.

5. Some influential women’s groups did not support the Equal Rights Amendment.

6. There was a drop in the birthrate in the 1920s.

7. The Palmer raids were successful because officials were careful to arrest only bona fide Bolsheviks.

8. The tariff policies of the Republicans of the 1920s favored lowering rates on imported goods.

9. Republican policy of the 1920s advocated cutting taxes and government spending.

10. Republican presidents effectively cut the number of government bureaucrats in half during the 1920s.

MULTIPLE CHOICE

Circle the one alternative that best completes the statement or answers the question.

1. Which of the following was not an element of the economic changes of the 1920s?
   a. mass production
   b. moving assembly line
   c. high profits in agriculture
   d. consumer goods revolution

2. The new professional class of corporate managers was
   a. dependent on investment bankers.
   b. dedicated to preserving individual entrepreneurship.
   c. accountable only to other managers.
   d. indifferent to social responsibility.

3. The government passed immigration acts in the 1920s that resulted in
   a. increased Mexican immigration.
   b. reduced northern and western European immigration.
   c. increased southern and eastern European immigration.
   d. increased Asian immigration.

4. The consumer-oriented economy stressed
   a. marketing.
   b. chain stores.
   c. buying on time.
   d. all of the above
5. Organized labor  
   a. lost many members in the 1920s.  
   b. had aggressive leadership.  
   c. had the strong support of the courts.  
   d. all of the above

6. The American family in the 1920s experienced  
   a. declining divorce rates.  
   b. increasing birthrates.  
   c. declining birthrates.  
   d. a declining rate of working wives.

7. The election of Warren G. Harding in 1920 meant that  
   a. business would have no power in Washington.  
   b. morality would be paramount in the actions of the new president.  
   c. reform was not as popular as it had been.  
   d. there would be an increase in social and political reform.

8. The end of the Red Scare came about as a result of  
   a. the acquittal of Sacco and Vanzetti.  
   b. its own extremism, as well as courageous public officials.  
   c. the passage of the Nineteenth Amendment.  
   d. the work of evangelist Billy Sunday.

9. The National Origins Quota Act of 1924 was  
   a. a reaction to the increase of Nordic immigration.  
   b. a response by some to a general rise in rates of immigration.  
   c. an attempt by some to establish racial purity as an immigration policy.  
   d. an effort to increase immigration from southeastern Europe.

10. The Scopes Trial indicated that  
    a. traditional rural religious beliefs were stronger than ever.  
    b. fundamentalism died with the victory of Clarence Darrow.  
    c. Darwin's theory was proved wrong.  
    d. none of the above

11. The Democratic party in the 1920s  
    a. won only one presidential election.  
    b. gained many new voters among the cities’ ethnic groups.  
    c. gained converts in rural areas.  
    d. was unified in its policies and campaigns.
12. During his presidency, Warren G. Harding
   a. allowed some friends to abuse their power.
   b. exposed and tried to clean up the Teapot Dome scandal.
   c. was deeply involved in corruption and bribes.
   d. was not well liked, but was an effective president.

13. As president, Calvin Coolidge
   a. was friendly to American business interests.
   b. was as corrupt as Harding.
   c. worked hard and long at being a good president.
   d. ran for another term as president and barely won.

14. Republican policies of the 1920s favored
   a. low tariffs, low taxes, and cuts in government spending.
   b. high tariffs, high taxes, and cuts in government spending.
   c. high tariffs, low taxes, and cuts in government spending.
   d. low tariffs, high taxes, and increases in government spending.

15. In the 1920s, American agricultural lobbies succeeded in
   a. solving the problems of overproduction.
   b. dumping surpluses overseas at a low price.
   c. passing higher tariffs for some crops.
   d. overcoming a serious wartime recession.

THOUGHT QUESTIONS

To check your understanding of the key issues of this period, solve the following problems:

1. How was the economic revolution of the 1920s different from the changes of the latter nineteenth century?

2. List the elements of American life that were changed by the automobile.

3. What groups did not share in the prosperity of the 1920s?

4. Compare the women’s movement of the 1920s with other similar movements in American history.

5. Speculate on why the literary movement of the 1920s was so critical of contemporary American life.

6. Hoover called prohibition a “noble experiment.” What were the results of that experiment? Were they noble or ignoble?
7. Summarize the policies of the Republican presidents of the 1920s. What were the results of these policies?

CRITICAL THINKING EXERCISE

After reading Comprehensive Immigration Law (1924), Bartolomeo Vanzetti, Court Statement (1927), and Advertisements (1925, 1927), answer the following questions:

**Comprehensive Immigration Law (1924)**

By the President of the United States of America

A Proclamation

Whereas it is provided in the act of Congress approved May 26, 1924, entitled "An act to limit the immigration of aliens into the United States, and for other purposes" that "The annual quota of any nationality shall be two per centum of the number of foreign-born individuals of such nationality resident in continental United States as determined by the United States Census of 1890, but the minimum quota of any nationality shall be 100 (Sec. 11 a). . . .

"The Secretary of State, the Secretary of Commerce, and the Secretary of Labor, jointly, shall, as soon as feasible after the enactment of this act, prepare a statement showing the number of individuals of the various nationalities resident in continental United States as determined by the United States Census of 1890, which statement shall be the population basis for the purposes of subdivision (a) of section 11 (Sec. 12 b).

"Such officials shall, jointly, report annually to the President the quota of each nationality under subdivision (a) of section 11, together with the statements, estimates, and revisions provided for in this section. The President shall proclaim and make known the quotas so reported". (Sec.12 e).

Now, therefore I, Calvin Coolidge, President of the United States of America acting under and by virtue of the power in me vested by the aforesaid act of Congress, do hereby proclaim and make known that on and after July 1, 1924, and throughout the fiscal year 1924-1925, the quota of each nationality provided in said act shall be as follows:

**COUNTRY OR AREA OF BIRTH QUOTA 1924-1925**

<table>
<thead>
<tr>
<th>Country or Area of Birth</th>
<th>Quota 1924-1925</th>
</tr>
</thead>
<tbody>
<tr>
<td>Afghanistan</td>
<td>100</td>
</tr>
<tr>
<td>Albania</td>
<td>100</td>
</tr>
<tr>
<td>Andorra</td>
<td>100</td>
</tr>
<tr>
<td>Arabian peninsula (1, 2)</td>
<td>100</td>
</tr>
<tr>
<td>Armenia</td>
<td>124</td>
</tr>
<tr>
<td>Australia, including Papua, Tasmania, and all islands appertaining to Australia (3, 4)</td>
<td>121</td>
</tr>
<tr>
<td>Austria</td>
<td>785</td>
</tr>
<tr>
<td>Belgium (5)</td>
<td>512</td>
</tr>
<tr>
<td>Bhutan</td>
<td>100</td>
</tr>
<tr>
<td>Bulgaria</td>
<td>100</td>
</tr>
<tr>
<td>Cameroon (proposed British mandate)</td>
<td>100</td>
</tr>
<tr>
<td>Cameroon (French mandate)</td>
<td>100</td>
</tr>
<tr>
<td>China</td>
<td>100</td>
</tr>
<tr>
<td>Czechoslovakia</td>
<td>3,073</td>
</tr>
<tr>
<td>Danzig, Free City</td>
<td>228</td>
</tr>
<tr>
<td>Denmark (5, 6)</td>
<td>2,789</td>
</tr>
<tr>
<td>Egypt</td>
<td>100</td>
</tr>
<tr>
<td>Estonia</td>
<td>124</td>
</tr>
<tr>
<td>Ethiopia (Abyssinia)</td>
<td>100</td>
</tr>
<tr>
<td>Finland</td>
<td>170</td>
</tr>
<tr>
<td>France (1, 5, 6)</td>
<td>3,954</td>
</tr>
<tr>
<td>Germany</td>
<td>51,227</td>
</tr>
<tr>
<td>Great Britain and Northern Ireland (1, 3, 5, 6)</td>
<td>34,007</td>
</tr>
<tr>
<td>Country</td>
<td>Immigration Quota</td>
</tr>
<tr>
<td>--------------------------------------</td>
<td>-------------------</td>
</tr>
<tr>
<td>Greece</td>
<td>100</td>
</tr>
<tr>
<td>Hungary</td>
<td>473</td>
</tr>
<tr>
<td>Iceland</td>
<td>100</td>
</tr>
<tr>
<td>India (3)</td>
<td>100</td>
</tr>
<tr>
<td>Iraq (Mesopotamia)</td>
<td>100</td>
</tr>
<tr>
<td>Irish Free State (3)</td>
<td>28,567</td>
</tr>
<tr>
<td>Italy, including Rhodes, Dodecanesia, and Castellorizzo (5)</td>
<td>3,845</td>
</tr>
<tr>
<td>Japan</td>
<td>100</td>
</tr>
<tr>
<td>Latvia</td>
<td>142</td>
</tr>
<tr>
<td>Liberia</td>
<td>100</td>
</tr>
<tr>
<td>Liechtenstein</td>
<td>100</td>
</tr>
<tr>
<td>Lithuania</td>
<td>344</td>
</tr>
<tr>
<td>Luxemburg</td>
<td>100</td>
</tr>
<tr>
<td>Monaco</td>
<td>100</td>
</tr>
<tr>
<td>Morocco (French and Spanish Zones and Tangier)</td>
<td>100</td>
</tr>
<tr>
<td>Muscat (Oman)</td>
<td>100</td>
</tr>
<tr>
<td>Nauru (proposed British mandate)</td>
<td>100</td>
</tr>
<tr>
<td>Nepal</td>
<td>100</td>
</tr>
<tr>
<td>Netherlands (1, 5, 6)</td>
<td>1648</td>
</tr>
<tr>
<td>New Zealand (including appertaining islands (3, 4)</td>
<td>100</td>
</tr>
<tr>
<td>Norway (5)</td>
<td>6,453</td>
</tr>
<tr>
<td>New Guinea, and other Pacific Islands under proposed Australian mandate (4)</td>
<td>100</td>
</tr>
<tr>
<td>Palestine (with Trans-Jordan, proposed British mandate)</td>
<td>100</td>
</tr>
<tr>
<td>Persia (1)</td>
<td>100</td>
</tr>
<tr>
<td>Poland</td>
<td>5,982</td>
</tr>
<tr>
<td>Portugal (1, 5)</td>
<td>503</td>
</tr>
<tr>
<td>Ruanda and Urundi (Belgium mandate)</td>
<td>100</td>
</tr>
<tr>
<td>Rumania</td>
<td>603</td>
</tr>
<tr>
<td>Russia, European and Asiatic (1)</td>
<td>2,248</td>
</tr>
<tr>
<td>Samoa, Western (4) (proposed mandate of New Zealand)</td>
<td>100</td>
</tr>
<tr>
<td>San Marino</td>
<td>100</td>
</tr>
<tr>
<td>Siam</td>
<td>100</td>
</tr>
<tr>
<td>South Africa, Union of (3)</td>
<td>100</td>
</tr>
<tr>
<td>South West Africa (proposed mandate of Union of South Africa)</td>
<td>100</td>
</tr>
<tr>
<td>Spain (5)</td>
<td>131</td>
</tr>
<tr>
<td>Sweden</td>
<td>9,561</td>
</tr>
<tr>
<td>Switzerland</td>
<td>2,081</td>
</tr>
<tr>
<td>Syria and the Lebanon (French mandate)</td>
<td>100</td>
</tr>
<tr>
<td>Tanganyika (proposed British mandate)</td>
<td>100</td>
</tr>
<tr>
<td>Togoland (proposed British mandate)</td>
<td>100</td>
</tr>
<tr>
<td>Togoland (French mandate)</td>
<td>100</td>
</tr>
<tr>
<td>Turkey</td>
<td>100</td>
</tr>
<tr>
<td>Yap and other Pacific islands (under Japanese mandate)</td>
<td>100</td>
</tr>
<tr>
<td>Yugoslavia</td>
<td>671</td>
</tr>
</tbody>
</table>

**GENERAL NOTE.** - The immigration quotas assigned to the various countries and quota-areas should not be regarded as having any political significance whatever, or as involving recognition of new governments, or of new boundaries, or of transfers of territory except as the United States Government has already made such recognition in a formal and official manner. . . . Calvin Coolidge.

**Bartolomeo Vanzetti, Court Statement (1927)**

Now, I should say that I am not only innocent of all these things, not only have I never committed a real crime in my life—though some sins but not crimes—not only have I struggled all my life to eliminate crimes, the crimes that the officials and the official moral condemns, but also the crime that the official moral and the official law sanctions and sanctifies—the exploitation and the oppression of the man by the man, and if there is a reason why I am here as a guilty man, if there is a reason why you in a few minutes can doom me, it is this reason and none else . . .

We were tried during a time that has now passed into history. I mean by that, a time when there was a hysteria of resentment and hate against the people of our principles, against the foreigner, against slackers. . . .
Well, I have already said that I not only am not guilty . . . but I never commit a crime in my life-I have never stole and I never killed and I have never spilt blood, and I have fought against crime and I have fought and have sacrificed myself even to eliminate the crimes the law and the church legitimate and sanctify.

This is what I say: I would not wish to a dog or to a snake, to the most low and misfortunate creature of the earth-I would not wish to any of them what I have had to suffer for things that I am not guilty of. But my conviction is that I have suffered for things I am guilty of. I am suffering because I am a radical and indeed I am a radical; I have suffered because I was an Italian, and indeed I am an Italian; I have suffered more for my family and for my beloved than for myself; but I am so convinced to be right that if you could execute me two times, and if I could be reborn two other times, I would live again to do what I have done already.

I have finished. Thank you.

Advertisements (1925, 1927)

Advertisement for Berkey & Gay Furniture Company (1925)

Do they know Your son at MALUCIO's?

There's a hole in the door at Malucio's. Ring the bell and a pair of eyes will look coldly out at you. If you are known you will get in. Malucio has to be careful.

There have been riotous nights at Malucio's. Tragic nights, too. But somehow the fat little man has managed to avoid the law.

Almost every town has its Malucio's. Some, brightly disguised as cabarets-others, mere back street filling stations for pocket flasks.

But every Malucio will tell you the same thing. His best customers are not the ne'er-do-wells of other years. They are the young people-frequently, the best young people of the town.

Malucio has put one over on the American home. Ultimately he will be driven out. Until then THE HOME MUST BID MORE INTELLIGENTLY FOR MALUCIO'S BUSINESS.

There are many reasons why it is profitable and wise to furnish the home attractively, but one of these, and not the least, is Malucio's.

The younger generation is sensitive to beauty, princely proud, and will not entertain in homes of which it is secretly ashamed.

But make your rooms attractive, appeal to the vaulting pride of youth, and you may worry that much less about Malucio's and the other modern frivolities that his name symbolizes.

A guest room smartly and tastefully furnished-a refined and attractive dining room-will more than hold their own against the tinsel cheapness of Malucio's.

Nor is good furniture any longer a luxury for the favored few. THE PRESCOTT suite shown above, for instance, is a moderately priced pattern, conforming in every detail to the finest Berkey & Gay standards.

In style, in the selection of rare and beautiful woods, and in the rich texture of the finish and hand decorating, it reveals the skill of craftsmen long expert in the art of quality furniture making.

The PRESCOTT is typical of values now on display at the store of your local Berkey & Gay dealer. Depend on his showing you furniture in which you may take deep pride-beautiful, well built, luxuriously finished, and moderately priced.

There is a Berkey & Gay pattern suited to every home-an infinite variety of styles at prices ranging all the way from $350 to $6,000.

Advertisement for Eveready Flashlight and Battery (1927)

The Song that STOPPED!
A child of five skipped down the garden path and laughed because the sky was blue. "Jane," called her mother from the kitchen window, "come here and help me bake your birthday cake." Little feet sped. "Don't fall," her mother warned.

Jane stood in the kitchen door and wrinkled her nose in joy. Her gingham dress was luminous against the sun. What a child! Dr. and Mrs. Wentworth cherished Jane.

"Go down to the cellar and get mother some preserves . . . the kind you like."

"The preserves are in the cellar," she chanted, making a progress twice around the kitchen. "Heigh-ho a-derry-o, the preserves are . . ." her voice grew fainter as she danced off. " . . . in the . . ."

The thread of song snapped. A soft thud-thud. Fear fluttered Mrs. Wentworth's heart. She rushed to the cellar door.

"Mother!" . . . a child screaming in pain. Mrs. Wentworth saw a little morsel of girlhood lying in a heap of gingham and yellow hair at the bottom of the dark stairs.

The sky is still blue. But there will be no birthday party tomorrow. An ambulance clanged up to Dr. Wentworth's house today. Jane's leg is broken.

If a flashlight had been hanging on a hook at the head of the cellar stairs, this little tragedy would have been averted. If Jane had been taught to use a flashlight as carefully as her father, Dr. Wentworth, had taught her to use a tooth-brush, a life need not have been endangered.

An Eveready Flashlight is always a convenience and often a life-saver. Keep one about the house, in the car; and take one with you wherever you go. Keep it supplied with fresh Eveready Batteries—the longest-lasting flashlight batteries made. Eveready Flashlights, $1.00 up.

NATIONAL CARBON CO., INC. EVEREADY FLASHLIGHTS & BATTERIES

A THOUSAND THINGS MAY HAPPEN IN THE DARK

1. Why was 1890 chosen as a base year for the immigration quotas? What parts of the world received the most immigrant allowances? Why?

2. Compare the Comprehensive Immigration Law of 1924 and the comments of Vanzetti at his trial. Could there have been prejudice against him?

3. Were Sacco and Vanzetti presumed innocent until proven guilty?

4. Compare the appeal of the furniture advertisement and the Comprehensive Immigration Law of 1924. What are the key similarities?

5. To what human emotion does the flashlight and battery advertisement appeal?

6. What other contradiction is explored in Baker’s article “The Treatment of German Americans”? What did the treatment of the non-English-speaking Pole reveal about the status of nativism in America?
7. What is your reaction to the fact that sometimes German prisoners of war were treated better than black American soldiers who fought for their country? What is Grimke’s suggestion to these veterans?

8. Using examples from all three readings, write an essay on the subject of “World War I was fought to make the world safe for democracy.”