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## REPUBLICAN RESURGENCE AND DECLINE

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### CHAPTER OBJECTIVES

*After you finish reading and studying this chapter, you should be able to*

1. Assess the effects of the Harding presidency on the nation.
2. Explain the new prosperity of the 1920s.
3. Delineate the features of the economy in the New Era decade.
4. Explain Hoover's policies for the nation and indicate their effects.
5. Account for the stock market crash of 1929.
6. Understand the status of farmers during the 1920s.
7. Describe the status of labor unions during the 1920s.

### CHAPTER OUTLINE

- I. Progressivism in the 1920s
  - A. Dissolution of coalition
    1. Effects of war
    2. Attitudes toward labor
    3. Agricultural prices
    4. Intellectuals' disillusionment
    5. Business civilization
  - B. Survivals of progressivism
    1. Control of Congress
    2. Local and state government
    3. Moral righteousness
- II. Harding administration

- A. Election of 1920
    1. Harding and normalcy
    2. Breakup of Wilson coalition
    3. Election of Harding
  - B. The Harding and Coolidge administrations
    1. The Harding appointments
      - a. Cabinet
      - b. Supreme Court
    2. Harding presidency
    3. Efforts for economy
      - a. Tax cut
      - b. Higher tariff
    4. Decemphasis on regulating agencies
    5. Corruption in the administration
      - a. Veterans' Bureau
      - b. Justice Department
      - c. Teapot Dome
    6. Harding's death and public reaction
    7. Evaluations of Harding
  - C. The Coolidge years
    1. Character of the man
    2. Election of 1924
      - a. Coolidge's control of the Republican party
      - b. Dissension among the Democrats
      - c. Emergence of the Progressive party
      - d. Results of the election
- III. Prosperity and the New Era
  - A. Consumer culture
    1. Consumption as necessity
      - a. Advertising
      - b. Installment buying
    2. Consumer goods industries
      - a. Movies
      - b. Radio
    3. Transportation
      - a. Airplanes
        - i. Charles Lindbergh
        - ii. Amelia Earhart
      - b. Automobile
        - i. Henry Ford
        - ii. Mass production
  - B. Hoover and the economy
    1. Associationalism
    2. Secretary of Commerce
    3. Trade associations

- C. Agriculture
    - 1. Collapse of wartime boom
    - 2. Farms as businesses
    - 3. Organizations
    - 4. Congressional farm bloc
    - 5. McNary-Haugenism
  - D. Organized labor
    - 1. Uneven wage increases
    - 2. Opposition to unions
      - a. Reaction to war
      - b. American Plan
      - c. Yellow-dog contracts
      - d. Welfare capitalism
    - 3. Changes in the AFL
    - 4. Railway Labor Act of 1926
    - 5. Gastonia Strike of 1929
      - a. Textile industry
      - b. Rival unions
      - c. Use of troops and violence
      - d. Effects of strike
  - IV. The Hoover presidency
    - A. Election of 1928
      - 1. Republican position
      - 2. The Democratic choice
      - 3. Issues of the election
      - 4. Results
    - B. The beginning
      - 1. Optimism
      - 2. Hoover as progressive
      - 3. Help for agriculture
        - a. Agricultural Marketing Act
        - b. Hawley-Smoot Tariff
    - C. The speculative mania
      - 1. The Florida real estate bubble
      - 2. Development of the Great Bull Market
      - 3. Efforts to curb the market
    - D. The crash
      - 1. Description of the crash
      - 2. Immediate effects
      - 3. Causes for the crash
        - a. Imbalance between productivity and purchasing power
        - b. Governmental policies
        - c. Gold standard
    - E. Human costs of depression
- 1. Unemployment
  - 2. Hunger
  - 3. Homelessness
- F. Hoover's efforts for recovery
    - 1. Advocates of laissez-faire
    - 2. Hoover's exhortations
    - 3. Public works and credit
    - 4. Democratic victory in 1930
    - 5. Hoover's insistence on voluntarism
    - 6. International complications
  - G. Congressional initiatives
    - 1. The RFC and its role
    - 2. Help for financial institutions
    - 3. Plans for relief
  - H. Plight of the farmers
    - 1. Their problems
    - 2. Means of farmer protest
      - a. Farmers' Holiday Association
      - b. Revolutionary appeals
      - c. The Bonus Expeditionary Force
  - I. Mood of the nation

### KEY ITEMS OF CHRONOLOGY

|  |           |
|--|-----------|
| Ford Motor Company founded                     | 1903      |
| First movie house opened in Philadelphia       | 1905      |
| First Model T Ford                             | 1908      |
| <i>Birth of a Nation</i>                       | 1915      |
| Warren Harding elected                         | 1920      |
| First regular radio programs over KDKA         | 1920      |
| American Farm Bureau Federation formed         | 1920      |
| Budget and Accounting Act                      | 1921      |
| American Plan first proposed                   | 1921      |
| Fordney-McCumber Tariff                        | 1922      |
| Herbert Hoover's <i>American Individualism</i> | 1922      |
| First radio commercial                         | 1922      |
| Harding died and Coolidge became president     | 1923      |
| Coolidge elected president                     | 1924      |
| First McNary-Haugen bill                       | 1924      |
| Florida real estate boom                       | 1925-1926 |
| Air Commerce Act                               | 1926      |
| Railway Labor Act                              | 1926      |
| Federal Radio Commission created               | 1927      |

*The Jazz Singer*

|  |              |
|--|--------------|
| Lindbergh flew New York to Paris nonstop       | 1927         |
| Herbert Hoover elected president               | 1927         |
| Gastonia Strike                                | 1928         |
| Stock market crash                             | 1929         |
| Hawley-Smoot Tariff                            | October 1929 |
| Reconstruction Finance Corporation established | 1930         |
| Glass-Steagall Act                             | 1932         |
| Federal Home Loan Bank Act                     | 1932         |
| Emergency Relief and Construction Act          | 1932         |
| Bonus Expeditionary Force marched              | 1932         |

**TERMS TO MASTER**

Listed below are some important people or terms with which you should be familiar after your study of this chapter. Identify each name or term.

- Warren G. Harding
- normalcy
- Franklin D. Roosevelt
- Andrew Mellon
- bloviate
- Ohio Gang
- Budget and Accounting Act of 1921
- Revenue Act of 1926
- Teapot Dome
- Albert B. Fall
- Calvin Coolidge
- Robert M. La Follette
- Air Commerce Act
- Charles A. Lindbergh
- Amelia Earhart
- Herbert Hoover
- associationalism
- American Farm Bureau Federation
- farm bloc
- McNary-Haugenism
- American Plan
- yellow-dog contract
- industrial democracy
- welfare capitalism
- Railway Labor Act
- Gastonia Strike
- stretch-out
- United Textile Workers
- Alfred E. Smith
- Hawley-Smoot Tariff
- margin
- Hoover blankets
- Hoovervilles
- Reconstruction Finance Corporation
- Glass-Steagall Act
- Federal Home Loan Bank Act
- Emergency Relief and Construction Act
- Bonus Expeditionary Force
- Farmers' Holiday Association

**VOCABULARY BUILDING**

Listed below are some words or phrases used in this chapter. Look in the dictionary for the meaning of each term you do not know.

disaffected  
nostrum  
equipoise  
regimen  
austere  
hack (n.)  
augment  
crony  
implicate  
incriminate  
pathetic  
intone  
vindication  
barnstorm  
catapult

trifling  
disseminate  
languish  
bloc  
exempt  
panacea  
onerous  
affability  
portentous  
milestone  
debacle  
derisive  
exhort  
melee  
abide

**EXERCISES FOR UNDERSTANDING**

When you have finished reading the chapter, answer each of the following questions. If you have difficulty, go back and reread the section of the chapter related to the question.

**Multiple-Choice Questions**

Select the letter of the choice which best completes the statement.

- In the 1920s, progressivism
  - disappeared.
  - remained strong in Congress.
  - reached its peak in the Coolidge administration.
  - held on to the White House.
- The Harding administration tried to overturn progressive reforms by
  - appointing conservatives to the Supreme Court.
  - following pro-business policies.
  - reducing income taxes and raising tariffs.
  - all of the above
- The chief justice of the Supreme Court appointed by President Harding was
  - Andrew Mellon.
  - Charles Evans Hughes.
  - William Howard Taft.
  - James Cox.
- One example of the effects of progressivism was the
  - Budget and Accounting Act of 1921.

- B. Fordney-McCumber Tariff.
  - C. Revenue Act of 1926.
  - D. all of the above
5. "The chief business of the American people is business," said
    - A. Andrew Mellon.
    - B. Calvin Coolidge.
    - C. Warren Harding.
    - D. Henry Ford.
  6. The commercial radio industry
    - A. received a major boost from Al Jolson's *The Jazz Singer*.
    - B. started in 1920.
    - C. really grew when Ford put radios in automobiles.
    - D. got its start during World War I.
  7. The best example of mass production was the
    - A. movie industry.
    - B. radio industry.
    - C. oil industry.
    - D. automobile industry.
  8. As secretary of commerce, Herbert Hoover promoted
    - A. keen competition among corporations.
    - B. standardization of products (tires, bricks, etc.).
    - C. a vigorous trust-busting campaign.
    - D. federal ownership of the radio and airline industries.
  9. Secretary of Commerce Hoover promoted
    - A. export markets for American products.
    - B. standardization of products.
    - C. orderly development of the radio industry.
    - D. all of the above
  10. McNary-Haugenism sought to solve the problems of agriculture by
    - A. dumping surpluses on the world market.
    - B. restricting production.
    - C. tighter federal regulation of farming.
    - D. making direct grants to poor farmers.
  11. Organized labor in the 1920s was weakened by
    - A. the Red Scare.
    - B. "yellow dog" contracts.
    - C. welfare capitalism.
    - D. all of the above
  12. The Gastonia Strike occurred in the
    - A. textile industry.
  - B. new automobile industry.
  - C. Midwest among members of the Farm Bureau.
  - D. aftermath of Lindbergh's flight among aviation workers.
13. Alfred E. Smith's candidacy was important because it
    - A. appealed to farmers.
    - B. brought Catholics into the Republican party.
    - C. made Democrats of many people in big cities.
    - D. proved Democrats did not have to carry the South.
  14. A precursor of the stock market crash occurred in the speculative mania of the mid-1920s in
    - A. Hollywood.
    - B. Teapot Dome, Wyoming.
    - C. Florida.
    - D. Highland Park, Michigan.
  15. Hoover's approach to recovery placed an emphasis on
    - A. government construction of housing.
    - B. voluntary efforts of the people.
    - C. assistance to European trade.
    - D. government aid to the unemployed.

### True-False Questions

Indicate whether each statement is true or false.

1. Harding filled his cabinet with mediocre appointments.
2. The Fordney-McCumber Tariff of 1922 lowered rates on agricultural products.
3. Harding was a strong advocate of women's rights.
4. Teapot Dome was an oil deposit.
5. Coolidge became president when Harding resigned in the midst of the Teapot Dome scandal.
6. The ideology of populism continued in the 1920s with the Farm Bureau.
7. The first movie with sound was *Birth of a Nation* in 1915.
8. In 1931 Amelia Earhart became the first woman to fly solo across the Atlantic.
9. Union membership in the 1920s remained steady.
10. Real wages of labor *increased* in the decade of the 1920s.
11. The Catholic, "wet" candidate for president in 1928 was Alfred E. Smith, a Democrat.
12. Buying stocks on margin helped restrain speculation in the stock market.

13. Excessively high wages for labor in the 1920s helped cause the stock market crash in 1929.
14. Herbert Hoover's philosophy was "industrial democracy."
15. The Reconstruction Finance Corporation loaned money to banks, railroads, and life insurance companies but not directly to individuals in need.

### Essay Questions

1. What reform efforts continued into the 1920s from the Progressive Era and what new reforms appeared in the decade after World War I?
2. Why was consumption so necessary in the 1920s? Explain its connection to labor, production, farmers, and government policies.
3. How were Harding, Coolidge, and Hoover friendly to and supportive of American business in the 1920s?
4. What were the key ingredients in the new consumer culture of the 1920s?
5. Which of the three Republican presidents in the 1920s was the most successful in achieving his goals and which was the least effective? Explain.
6. Describe the health of U.S. agriculture in the 1920s and evaluate the efforts to help farmers.
7. What factors contributed to the collapse of the U.S. economy at the end of the 1920s?
8. How did Hoover's ideas of "rugged individualism" and "associationalism" affect his policies to deal with the collapse of the economy?

### ANSWERS TO MULTIPLE-CHOICE AND TRUE-FALSE QUESTIONS

#### Multiple-Choice Questions

1-B, 2-D, 3-C, 4-A, 5-B, 6-B, 7-D, 8-B, 9-D, 10-A, 11-D, 12-A, 13-C, 14-C, 15-B

#### True-False Questions

1-E, 2-E, 3-T, 4-T, 5-F, 6-E, 7-E, 8-T, 9-F, 10-T, 11-T, 12-F, 13-F, 14-E, 15-T

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## NEW DEAL AMERICA

### CHAPTER OBJECTIVES

*After you finish reading and studying this chapter, you should be able to*

1. Depict the character and appeal of FDR.
2. Characterize the sources for New Deal legislation.
3. Explain the New Deal approaches to the problems of recovery in industry and agriculture.
4. Delineate the criticisms made of the New Deal by the left and the right.
5. Describe New Deal efforts to deal with unemployment and welfare.
6. Assess the changes in the United States wrought by the New Deal.
7. Appreciate the cultural changes of the thirties.

### CHAPTER OUTLINE

- I. Election of 1932
  - A. Country's plight in 1932–1933
  - B. Republicans renominated Hoover
  - C. Democrats nominated Roosevelt
    1. Calls for New Deal
    2. FDR's background
  - D. Campaign
    1. FDR's proposals
    2. FDR-Hoover contrasts
  - E. Results