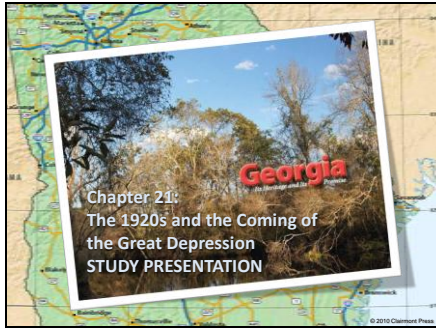


Slide 1




Slide 3

Section 1: Modernization and Change

➤ Essential Question

- How did Georgians respond to changes in culture and transportation during the 1920s?




Slide 4

Section 1: Modernization and Change

➤ What terms do I need to know?


- assembly line
- installment plan




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Modernization and Change

- The impact of new technology was felt in growing towns and cities. Middle class homes acquired time-saving items such as washing machines and electric irons.
- Electric fans helped cool southerners in this period before air conditioning.
- Farm families in the countryside lived more like their ancestors. Electricity had not yet reached most rural areas in Georgia.
- Young people became exposed to jazz, new dances, and silent movies. New theories and science discoveries seemed to question long-held beliefs. Not everyone welcomed the changes that came with modernization.

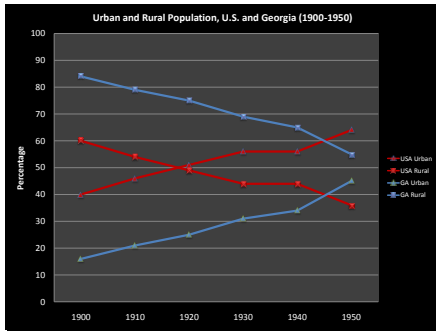


Charlie Chaplin was one of the most popular stars of silent movies in the world.
Image: Public Domain






Slide 7



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Urbanization


- The Forward Atlanta campaign of 1925 to 1929 attracted more than 700 companies to Atlanta. Thousands of jobs were created.
- The milder climate of Georgia attracted many families from southern and eastern Europe. Many of these new families opened small businesses such as restaurants and retail establishments.
- Atlanta established itself as the center of transportation (railroads and trucking) in the South.



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Transportation

- By World War I, Henry Ford made cars cheaper by mass producing automobiles on a moving **assembly line** of workers and machines.
- General Motors and Ford offered customers **instalment plans** for their purchase. These plans allowed consumers to make regular payments for cars over a period of time.
- At the beginning of the 1930s, more and more Georgians owned cars, but many of the state's roads remained dirt.
- Unpaved roads made it harder to transport goods and crops, which slowed Georgia's economy as the Great Depression began.



Advertisement for a 1908 Ford Model T.
Image: Public Domain

William Hartsfield, an elected city councilman, helped establish an airfield in Atlanta in the 1920s.




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Women and African Americans

- During the 1920s, more young women could support themselves and many moved to cities to live on their own before marrying. These independent women became known as flappers.
- Popular careers for women included teacher, nurse, and librarian.
- Many African Americans left Georgia and the South for better access to jobs, better education, and a chance for civil rights.




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Cultural Changes

- Radio in Georgia began with WSB in Atlanta, which first aired in 1922. Other stations soon followed.
- Georgians with access to electricity could hear the news by radio broadcasts. Radio supported itself primarily through advertising household products that interested consumers.
- Cars allowed young people to date without chaperones.
- Jazz music and the blues of the African American community grew in popularity.




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Political Change

- Americans were ready for a period of stability, or normalcy, as some called it. The 1920s were a time of political conservatism.
- Richard B. Russell of Winder entered Georgia politics and in 1930 was elected governor. He reorganized the state government and saved money.
- Eugene Talmadge also began his political career in the mid-1920s and became popular with Georgia farmers.
- The general feeling during the 1920s among voters and the politicians was that change was not welcome.




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Resistance to Change

- During the 1920s, the Ku Klux Klan expanded beyond the South into all 48 states.
- The KKK sought to control society through fear and intimidation.
- By 1930, KKK membership had diminished on both the state and national levels.
- Julian Harris, editor of the *Columbus Inquirer*, became the first Georgian to win a Pulitzer Prize for his stories exposing Klan violence and membership.




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Section 2: The 1920s Economy and the Causes of the Great Depression

- Essential Question
 - Which causes of the Great Depression were most damaging to Georgia?



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Section 2: The 1920s Economy and the Causes of the Great Depression

- What terms do I need to know?
 - boll weevil
 - stock market
 - Great Depression
 - purchasing power
 - surplus



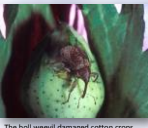
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Agriculture

- The **boll weevil**, a small beetle that migrated from Texas and arrived in Georgia in the mid-1910s, ate the cotton buds (or bolls) of cotton where the fibers are formed. By 1923, the beetles had reduced Georgia's cotton production by nearly two-thirds.
- Poisons and field burnings did not eradicate the boll weevil, so Georgia farmers eventually had to plant other crops.
- The Drought of 1925-27 dried up Georgia's fields. Effective irrigation was unavailable.
- Thousands of Georgians left farming and moved to towns and cities. Many rural counties lost population they never regained.



The boll weevil damaged cotton crops across Georgia in the early part of the 20th century.
Image: US Department of Agriculture



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Industry

- White farmers who moved to towns and cities often tried to work in factories, especially textile mills.
- As machinery improved, less human labor was required. Fabrics such as rayon became popular in the mid 1920s, which lessened the demand for cotton.
- Industries that grew included tar and turpentine (for naval use), cottonseed oil, food processing, and Georgia marble and granite.
- Atlanta's Coca-Cola expanded worldwide. Nehi fruit-flavored soda (Columbus) and Tom Huston's packaged roasted peanuts (Columbus) were popular Georgia-based products.

Georgia competed with Florida for tourism. Golfer Bobby Jones created the Augusta National Golf Club.




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The Beginnings of the Great Depression

- The **stock market** is the place where shares of ownership in corporations are bought and sold.
- On October 29, 1929, the stock market "crashed," which dramatically lowered the value of shares of companies that investors owned. This began a long period of economic decline in America known as the **Great Depression**.
- Farmers and factory workers had little **purchasing power**.
- Farms and factories produced more than goods and services than people could buy, creating a **surplus**.
- People lost jobs as fewer workers were needed.
- Banks closed as depositors sought to withdraw their money and the banks lost their cash reserves.
- Drought conditions across parts of the country further damaged the economy.



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Additional Notes:

