



Top: A sharecropper's son mans a plow near Chesnee. Above: DuBose and Dorothy Heyward. Opposite page, above: A 1936 production of *Porgy and Bess*. Opposite page, below: Charleston's Cabbage Row was the real Catfish Row of *Porgy*. **uBose Heyward was a white Charleston businessman in the** early twentieth century, but his real passion was poetry and writing. As a boy, he paid close attention when his mother performed the many Gullah stories she had learned from blacks as a girl. Working on the docks as a teen, DuBose learned more of Gullah life from the black *stevedores* (people who load and unload ships). As a businessman, he started contributing to the arts in Charleston. In 1920, he and two other writers organized the Poetry Society of South Carolina. The Society played an important part in the *renaissance* (rebirth) of southern literature in the next two decades.

At the insistence of his wife Dorothy, a playwright, Heyward made a dramatic leap to full-time writing. He wrote about what he knew, loved, and respected—Gullah culture. In 1925, he published his first novel, *Porgy*. The character Porgy was a disabled black beggar. Heyward wrote realistically about him and the little black community in Charleston's Catfish Row. Though many white Charlestonians were not pleased with his sympathetic treatment of blacks, the book was successful and brought national attention to Heyward and to Gullah culture. Heyward and his wife converted the novel into a successful play, the first Broadway production with a virtually all-black cast.

For several years, Heyward worked with two of New York's most accomplished composers, George and Ira Gershwin, to create the first great American folk opera, *Porgy and Bess*. After its first Broadway production in 1935, it became a standard opera produced all across the world. It was made into a major motion picture in 1959. A Charleston white man performed a great service by producing a beautiful work of art and teaching the nation a great deal about Gullah culture. He changed forever many white people's stereotyped views of black people.

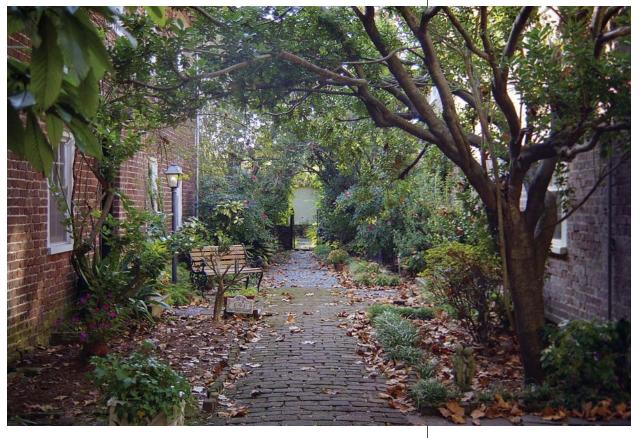




**PEOPLE:** DuBose Heyward, Archibald Rutledge, Julia Mood Peterkin, Herbert Hoover, Franklin D. Roosevelt, John G. Richards Jr., Ellison Durant Smith, Olin D. Johnston, James F. Byrnes

**PLACES:** Catfish Row in Charleston, Harlem in New York City

TERMS: jazz, Jazz Age, Roaring Twenties, flappers, Harlem Renaissance, Southern Literary Renaissance, boll weevils, Great Migration, Great Depression, New Deal, collective bargaining, Social Security Act, Solid South, bond issue, workers' compensation law



# SIGNS of the TIMES

### **EXPLORATION**

King Tut's tomb was discovered in Egypt in 1922 after years of exploration. Charles A. Lindbergh made the first solo airplane flight over the Atlantic Ocean in 1927.

### LITERATURE

Famous American novelists F. Scott Fitzgerald, Ernest Hemingway, and William Faulkner were first published in the 1920s. Among the best-selling books of the 1930s were Margaret Mitchell's *Gone With the Wind* and Marjorie Kinnan Rawlings's *The Yearling*. Archibald Rutledge became South Carolina's first poet laureate. The Harlem Renaissance produced rich contributions to American literature.

### ARCHITECTURE

In 1930, the Chrysler Building in New York City was completed. Rising to 1,047 feet, it surpassed the Eiffel Tower as the tallest manmade structure in the world. A year later, New York's Empire State Building (1,454 feet) became the world's tallest building. One of the major building projects of the Great Depression was Rockefeller Center in New York City. Its construction employed over 40,000 people. The Center officially opened in 1933 but wasn't completed until the 1940s.

### **ENTERTAINMENT**

Commercially licensed radio stations began broadcasting in the U.S. around 1920; South Carolina got its first such station in 1930. Between 1933 and 1944, President Franklin D. Roosevelt broadcast thirty radio addresses that were called "fireside chats." They were more popular with listeners than most other shows during this Golden Age of Radio.

### MOVIES

In 1929, the Academy of Motion Picture Arts and Sciences gave its first awards. They were only later called "Oscars." Some of the most popular movies of the 1930s, such as *The Wizard of Oz, Gone With the Wind*, and Disney's *Snow White and the Seven Dwarfs*, are still enjoyed by today's audiences.

### FASHIONS

During the Roaring Twenties, fashionable young women, called "flappers," began to bob their hair and dress in shorter, looser dresses.

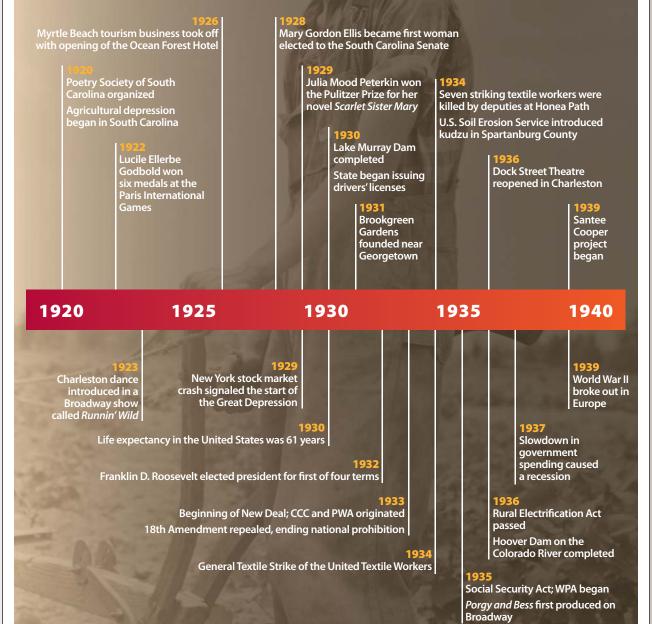
### FOOD

In 1930, Clarence Birdseye patented a frozen food system. Frozen food began to have a major impact on food preparation in the U.S.

### FIGURE 19

### Timeline: 1920 to 1940





## The Twenties: n Era of Transition

Below: These two flappers in Washington, DC, are giving a demonstration of the "Charleston," the most famous dance craze of the Roaring Twenties. Opposite page, below: This 1927 painting captures the look and the spirit of the Jazz Age. The illustration is executed in an absract geometric style called Art Deco. This was the dominant visual style of the twenties and thirties, influencing the visual arts, graphic design, architecture, interior design, fashion, industrial design, and jewelry.

### AS YOU READ, LOOK FOR

- how urbanization and advances in mass media brought changes to society;
- the new music, dances, and behaviors of the Roaring Twenties;
- an explosion of literature in the Harlem Renaissance and the Southern Literary Renaissance;
- how reactions against Jazz Age morality led to a rebirth of the Ku Klux Klan;
- the failure of our nation's experiment with prohibition;
- terms: jazz, Jazz Age, Roaring Twenties, flappers, Harlem Renaissance, Southern Literary Renaissance.



America and South Carolina went through several transitions in the1920s that ushered people into the modern world. The Industrial Revolution went into high gear, a stage some even called a "Second Industrial Revolution." Its main effect was to mass produce consumer goods, such as automobiles, washing machines, electric irons and toasters, vacuum cleaners, radios, and telephones. Clever advertising made everyone want these products. Many of them could be bought on the "installment plan"—pay a little now and a little each week until paid for. America entered an age of consumerism, credit, and *materialism* (love of possessions).

A flood of rural dwellers poured into the cities to take the new jobs in industry. A new urban culture emerged that challenged the traditional standards of rural America. Movies and other mass media—newspapers, radio, recordings—opened people's eyes to other lifestyles. Moral standards were changing. Mass media made possible instant celebrity for movie stars and sports figures, but many of America's new heroes did not live up to the moral expectations of earlier generations. Rural America tended to resist much of the social transition.

### **Nationalization of Culture**

Advancements in mass media in the 1920s brought about a blending of different cultural trends from all over the nation. Urban South Carolinians, by watching movies and listening to radios and recordings, could learn how people in other parts of the country were living. They could hear different speech patterns, dare to try the changing styles in clothes, hear the latest music, and learn the newest dance steps. Blacks in Columbia apparently came up with a new dance themselves, "The Big Apple." They were no longer isolated.

The South had been considered by other Americans to be something of

a cultural desert. The 1920s proved that to be an exaggeration. One of the trends that "went national" during the decade was **jazz** (a type of music that had its roots in African American music—the blues, ragtime, brass band marches, and improvisation). Dixieland jazz burst out of New Orleans, and soon "When the Saints Go Marching In," "Muskrat Ramble," and "Tiger Rag" were known and played all over the country. Jazz, in its many different forms, became America's major original musical contribution to world culture.

### HAVE YOU SEEN...

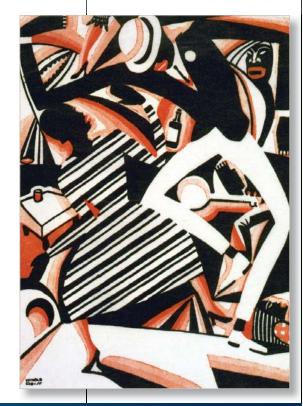
the Big Apple Club in Columbia? It was an African American hot spot where the famous Big Apple dance was invented. The building had once been a synagogue.



### The Jazz Age or the Roaring Twenties

Often, the 1920s are referred to as the Jazz Age or the Roaring Twenties, titles that imply a pursuit of excitement and pleasure. Young women who broke traditions of dress and behavior were called **flappers**. By bobbing their hair and shortening their skirts, flappers demonstrated their new freedom. Jazz was the music of the day, and new dances—like the Charleston, fox-trot, and tango—became fashionable. Automobiles gave youth more independence from their parents.

State laws requiring a reduction of work hours in urban factories and offices meant more leisure time. Golf was very popular. Spectator sports—especially baseball—developed into big business. Babe Ruth became a new type of hero, and corporations paid him dearly to advertise their products. Boxers like Jack Dempsey and Gene Tunney attracted huge crowds to the fights and millions more to the radio audience. Football was the big college sport, and universities began to build stadiums that seated seventy thousand people or more.



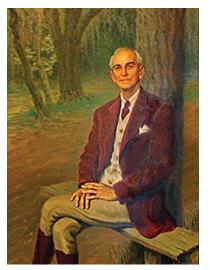




The twenties and thirties experienced an explosion of great literature in America. Most of the writers were critical of the materialism, consumerism, and conformity of American life. The major writers tended to be disillusioned with their country, and some chose to live in Paris, France, led by Ernest Hemingway. Most writers, such as F. Scott Fitzgerald, Sinclair Lewis, and John Dos Passos, spent most of their time in America but were no less critical of its values.

#### **The Harlem Renaissance**

African Americans participated in the literary outpouring with the Harlem Renaissance (a blossoming of African American culture, particularly in the creative arts). The Harlem section of New York City became a magnet for black intellectuals, where African American literature blossomed. W. E. B. Du Bois and James Weldon Johnson were the leaders. Du Bois, a historian and sociologist, edited *The Crisis*, the monthly magazine of the NAACP. Johnson, a poet, wrote the lyrics to "Lift Every Voice and Sing." It was set to music by his brother John. Claude McKay, Zora Neale Hurston, Countee Cullen, and Langston Hughes were major contributors to the Harlem Renaissance.



Top: W. E. B. Du Bois was one of the founders of the NAACP. Above: Archibald Rutledge was South Carolina's first poet laureate.

#### **The Southern Literary Renaissance**

The South also contributed a **Southern Literary Renaissance** (a revitalization of American southern literature that began in the 1920s and 1930s), to the amazement of many northern intellectuals. South Carolina made her mark on the national literary scene. Publications of the Poetry Society of South Carolina brought national attention to a number of the state's poets, novelists, and essayists. Archibald Rutledge wrote nature essays and poems and became South Carolina's first poet laureate in 1934. Julia Mood Peterkin of Fort Motte wrote several novels about African American characters in South Carolina. While not appreciated by many white Carolinians, her novel *Scarlet Sister Mary* won the Pulitzer Prize in 1929.

Much of the Southern Literary Renaissance occurred outside of South Carolina. Some of its best-known writers were Mississippi's William Faulkner, who won two Pulitzer Prizes and the Nobel Prize in Literature; Georgia's Margaret Mitchell, who won the Pulitzer Prize for *Gone With the Wind*; and North Carolina's Thomas Wolfe. A group known as the Fugitives or the Agrarians, centered at Vanderbilt University in Nashville, Tennessee, captured in their writings the rural emphasis on place, order, and stability. They attacked industrialization, urbanization, and modernism. Many northerners tended to write them off as simply defenders of southern traditions, including racism. They were guilty of that, but Allen Tate, Robert Penn Warren, and others in the group still made major contributions to American literature with their poetry and fiction.

### **Defense of Traditional Values**

Rural America and South Carolina were often horrified at the declining moral standards of the Jazz Age and city life. Rural Americans viewed cities as the sources of all evil in modern society—saloons, foreigners, Catholics, atheists, communists, and low moral standards. Conservative ministers preached fervently against these evils. They wanted blue laws and prohibition strictly enforced. They insisted that men control their families to make sure their wives were protected and their daughters remained pure.

In this quest to enforce a certain code of conduct, the churches had the assistance, whether they wanted it or not, of the new Ku Klux Klan. The original KKK of the Reconstruction era had disbanded in the 1870s, but its terror did not go away. Its rebirth on Stone Mountain in Georgia in 1915 was related to the appearance of an epic movie, *The Birth of a Nation*, in which the original Klan was portrayed in a favorable light. The new Klan was dedicated to controlling not just blacks, but also Jews, Catholics, and immigrants. Another target was radicals—socialists, communists, and labor union organizers. (The 1917 Communist Revolution in Russia had caused a great wave of fear that there might be communists or "reds" in America.) Klan members tried to enforce their own values. Jews, Catholics, and



Above: Julia Mood Peterkin of Fort Motte won a Pulitzer Prize for her novel *Scarlet Sister Mary*. Below: The Ku Klux Klan had already reached the peak of its influence when it staged a march in Washington, DC, in 1926.

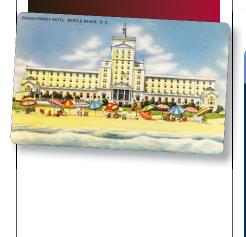


Below: Though well intentioned, prohibition was ultimately a failure, giving rise to large criminal enterprises and a lack of respect for the rule of law.



### **DID YOU KNOW?**

Industrialist John T. Woodside built the Ocean Forest Hotel in Myrtle Beach in 1926. This was the real beginning of the tourism business that was to become so important to the town and the state.



immigrants must conform to "American" ways of life. Women must not follow the new standards of morality. Bootleggers and moonshiners would be punished by the Klan.

The Klan grew rapidly from about 1919 to 1925 and became politically important in several southern states. It was also strong in the Midwest, with headquarters in Indiana. After 1925, the Klan declined even faster than it had arisen. The nation rejected the violence and its burning of Jewish synagogues

> and Catholic churches. And its own members were disillusioned by moral and financial scandals among its leadership. By 1930, the Klan was no longer effective.

Most of the Klan activity in South Carolina was in the Upcountry. Some politicians joined the group, and police forces seemed to have cooperated with it. But the new Klan never developed in this state the level of power and influence it had wielded during Reconstruction.

### **The Failure of Prohibition**

The Eighteenth Amendment to the Constitution, ratified in 1919, prohibited alcoholic beverages within the United States. The law was widely violated in all

states—including South Carolina. Though drinking declined a bit, the social price of prohibition was very high. Disrespect for law was the result. Those who trafficked in liquor often corrupted law enforcers and public officials.

Many people made a living in the illegal liquor trade. Rumrunners smuggled in foreign brands. Moonshiners produced homemade liquor, and bootleggers sold it. In South Carolina, it is estimated that well over 25,000 people earned a living making or selling alcohol. Every city had its *speakeasies* (private saloons with guards), where it was fashionable for middle and upper classes to drink. Poorer classes found it difficult to afford even the "rotgut" offered by some bootleggers. Charleston was never deprived of its liquor during the fourteen-year experiment of national prohibition. In 1933, the Eighteenth Amendment was repealed and the experiment ended.

### DO YOU REMEMBER?

- 1. Define in sentence form: jazz, flappers, Harlem Renaissance.
- 2. When and where was the Ku Klux Klan reborn, and what was the new Klan's purpose?
- 3. What were some reasons for the failure of prohibition?

# Of SPECIAL INTEREST

### The Charleston Renaissance

n the 1920s and 1930s, the South experienced a literary renaissance that contributed mightily to American literature. At the same time, Charleston

created a much broader renaissance that included lit-

erature, art, music, architecture, and the city's sense of its own history.

Poets, novelists, painters, musicians, and people who wanted to preserve Charleston's historical heritage all joined forces to celebrate the city and revive it. Central to the movement were the painters. Elizabeth O'Neill Verner recognized the beauty of the city and learned how to portray the old distinguished buildings, the flowers, the flower vendors (sellers), and other street scenes. She depicted them accurately, but also gave them a sort of romantic haze that softened the scenes and made them even more appealing.

pictures were mostly painted from memory. They were not intended to show the scenes exactly as they were. She wanted to show them through the filter of her memory. In addition to her artwork, Smith wrote about Charleston's history and its buildings. She was one of the most energetic and important contributors to the Charleston Renaissance.

All these and many lesser-known artists painted Charleston scenes in abundance, made prints, and

> sold them to tourists. Those pictures, traveling with the tourists to other parts of the country, attracted other tourists. Charleston was becoming a much greater destination for travelers.

> The reputation of Charleston as a tourist attraction was spreading, but the city's houses and public buildings were falling apart. Would Charleston lose the very buildings, walls, and monuments that gave the city its character and charm? One positive factor was that the crumbling buildings had not been torn down to make way for new structures because people had little money. It was said that

Charlestonians were "too poor to paint, too proud to whitewash." So, much of the city's grand architecture remained, but needed careful preservation.

The artists were essential in helping other residents recognize the charm and beauty of their city and led in the efforts to preserve the city's historic buildings. They organized the Preservation Society of Charleston and, in 1928, opened the first of many historic house museums. In 1931, Charleston passed a zoning law restricting changes or destruction of buildings in the historic district of the city. Charleston's preservation movement was the first of many similar efforts across the country.

Alfred Hutty and Anna Heyward Taylor were not born in Charleston but were attracted to the charm of the city and chose to live there. Hutty visited the city and wrote to his wife up north: "Come quickly. Have found heaven." He painted Charleston scenes in oils and watercolors and learned the art of *etching* (making images by action of acid). Taylor was from Columbia, but had traveled much of the world learning her painting and printing. She adopted Charleston as her home in 1929 and, like Hutty, contributed to the artistic outburst that revived the city.

Alice Ravenel Huger Smith (*The Rector's Kitchen*, above) usually painted in watercolors. Her Lowcountry

# The Economy: From Hard Times to Desperate Times

### **DID YOU KNOW?**

In 1919, boll weevils wiped out the long-staple cotton crop on the Sea Islands. That special type of cotton never recovered from that blow and ceased to be a factor in the state's economy.



### AS YOU READ, LOOK FOR

- multiple sources of a new agricultural depression in South Carolina;
- how the Great Migration brought new opportunities, but new challenges, for African Americans;
- reasons for the growth, then slump, of the state's textile industry;
- the devastating effects of the Great Depression on the nation and the state;
- terms: boll weevils, Great Migration, Great Depression.

**The decade of the 1920s brought rising prosperity for most of the** United States, but not for South Carolina. The state had experienced some improvement in the early twentieth century, and World War I increased prosperity. But very soon, hard times were back again.

### **Not-So-Roaring Twenties**

An agricultural depression began in 1920 following a sharp drop in cotton, tobacco, and grain prices. Cotton prices of 40 cents a pound during the war had inspired farmers to go into debt to buy new equipment and more land. But by 1920 European demand for cotton decreased, so the price fell to 13.5 cents and stayed down for two decades. Poverty, bankruptcy, and hardship resulted.

Then came the plague of **boll weevils** (tiny insects that ate the immature cotton bolls). Some years the weevils demolished half of South Carolina's cotton crop. In 1918, Bamburg County produced 35,000 bales. After the boll weevils struck, the county produced 4,000 bales, selling at about 13 cents per pound.

The third plague to hit the farmers of South Carolina was drought. With little rainfall and many boll weevils, the state's cotton crop in 1922 fell to only one-third of the 1920 crop. The value of all South Carolina crops fell from \$446 million in 1918 to \$156 million in 1929 to \$63 million in 1932.

A fourth factor in the farmers' woes in the twenties was less dramatic but more basic than low prices, boll weevils, and drought. South Carolina's farms were wearing out. Topsoil was eroding at an alarming rate, and farmers had to use more fertilizer to keep up production. They couldn't compete with the new farms opening up in California, where cotton growing began to flourish. In the 1920s, about 30,000 of South Carolina's 188,000 farms were abandoned. Farm property lost half its value by 1930. It was clear that agricultural depression came to South Carolina in the twenties and only got deeper when the depression of the thirties hit.

### **The Great Migration**

One of the responses to the economic agony on the farms was to give up and get out. Many farmers did just that. Actually, a **Great Migration** (a massive movement of African Americans from the state and the South to the North) had begun during World War I, with the promise of better jobs and more freedoms. In the twenties, farmers were pushed out of the state by wretched conditions and lured to the North by the promise of better conditions. In one eight-month period in 1922-1923, at least fifty thousand blacks left the farms and moved north. By 1925, blacks were no

longer a majority in South Carolina for the first time in over a century.

Blacks who moved north did not find utopia (a perfect place). W. E. B. Du Bois warned that the trip north was the beginning of a new struggle, not the end of struggle. Most did find better-paying jobs, but still faced discrimination on raises and promotions. Ghettoes, which were segregated by choice or by racial hostility, meant crowded conditions that bred crime and disease. But blacks were free to vote, and the concentration allowed them to develop political clout that their southern relatives would not experience for several more decades. HAVE YOU SEEN...

the Old Marine Hospital? Located at 20 Franklin Street, Charleston, it was designed and built by architect Robert Mills in1833. The building housed the Jenkins **Orphanage for African** American children from 1895 to 1937. The Jenkins **Orphanage Band traveled** the United States and Europe, raising money for the institution. The band produced several noted jazz musicians.



The Great Migration took place primarily from 1915 to 1930, but it did not stop after 1930. It continued until the 1970s, when conditions for blacks in South Carolina changed. Since the 1980s, more blacks have moved into the state than have moved out.

### The Textile Industry Triumphs, Then Slumps

The textile industry in South Carolina grew by leaps and bounds from the 1880s to the 1920s. Two important causes were the state's special tax breaks to the mills and state government's *laissez-faire* policy, which allowed



Above: These houses were once part of the Olympia mill village in **Columbia.** Conditions in mill villages improved somewhat in the 1920s, with many houses getting electricity and indoor plumbing. Opposite page, above: Herbert Hoover, who had won national acclaim directing disaster relief in Europe after World War I and during the Great Mississippi Flood of 1927, easily won the presidential election of 1928. Only eight months into his term, the stock market crashed, and Hoover's attempts at economic recovery proved ineffective.

mills to operate without many safety and sanitation regulations. The *most* important cause was cheap labor. Struggling farmers and starving sharecroppers were willing to take low wages to have at least a little bit of income. The mill owners found it easy to prevent labor unions from getting a foothold in this environment of too few jobs and *laissez-faire* attitudes.

By the 1920s, South Carolina was *the* cotton mill state in the country. Massachusetts, the former leader, could not compete with the cheap labor, low taxes, and lack of regulation. After 1920, one-fourth of the nation's cotton cloth was made in South Carolina. Textile mills were concentrated mainly in Spartanburg, Greenville, and Anderson Counties, but there were many others scattered across the state.

#### Improvements in Mill Village Life

Life improved a bit in the mill villages. State government lowered the maximum hours of work per week from sixty to fifty-five. Most of the workers' houses were wired for electricity, and many had running water and flushing toilets. Interviews at one mill village at Spartanburg in 1926 indicated that most families subscribed to a daily newspaper. Many owned phonographs and a few owned pianos and even automobiles.

#### Worsening Conditions inside the Mills

Life outside the mills might have improved, but work within the mills did not get better. Many factories began losing money before the end of the decade. Management responded with the "speed-up" and the "stretchout"—speeding up the machines and increasing the number of machines each worker tended. This led to worker protests, strikes, and a legislative investigation, which concluded that too much work was expected of the employees. More troubles were ahead for textile mills, laborers, and for all Americans.

### **The Great Depression**

The depression of the 1930s surprised most Americans. They had become accustomed to the prosperity of the 1920s. South Carolinians should not have been surprised. Their farmers had been in a ditch for a decade. Some industrial workers were being laid off their jobs, and the others were expected to work harder. Farmers and some factories could not pay their debts, so many small banks that had loaned them money began to fail. Nearly half were gone before the twenties ended. When a bank failed, usually customers lost whatever money they had deposited. All this happened in the twenties. After October 1929, things got worse for South Carolina, and Americans began to feel the pain Carolinians had known for several years.

The crash of the New York stock market in October 1929 is usually considered the beginning of the **Great Depression** (a severe economic downturn that began with the stock market crash of 1929 and continued until World War II). The crash was not the cause of the depression. The



### FIGURE 🚄

### **Causes of the Great Depression**

Most key events in history have multiple origins. The major causes of the Great Depression were these:

- Europe was in economic turmoil during the 1920s because of enormous debts from World War I;
- Farm income decreased in the United States;
- A severely uneven distribution of wealth meant most of the population could not afford the plentiful goods being produced, causing overproduction (or underconsumption), layoffs, and further loss of purchasing power;
- Wealthy people used excess money to speculate in the stock market, driving prices of shares far higher than the value of the companies—until the bubble burst and the stock market crashed;
- American exports and international trade declined.



fundamental cause had more to do with the fact that most Americans' incomes were not high enough to buy all the goods they were producing. This led to overproduction (or underconsumption), layoffs of workers, and slowdown of production. Declining value of shares in corporations triggered a loss of confidence. Businesses laid off workers. Unemployed persons bought less. Then more people became unemployed, thus buying fewer goods, and so the spiral

Above: The shanty towns of the dispossessed were mockingly named "Hoovervilles." Below: The sons of a sharecropper prepare to leave their farm near Spartanburg. Thousands of farms were abandoned during the Depression. continued downward from 1930 to 1933. Nearly eleven thousand banks closed across the country, wiping out people's savings.

At the depth of the Great Depression in 1933, about one-fourth of the workers in America and in South Carolina were unemployed. Many homeless people built shacks of scrap tin and cardboard for shelter. Clusters of shacks under bridges or on any little piece of unused land were called "Hoovervilles," a bitter reference to President Herbert Hoover.





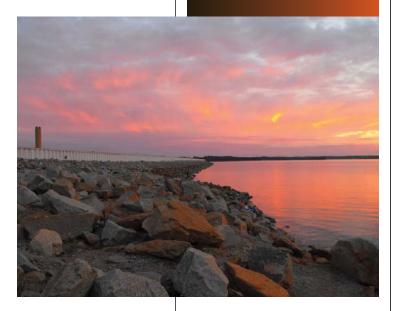
No one had a clear vision of what should be done or how the government could help. Local governments, charities, and churches tried to assist those in need, but their resources were quickly overwhelmed. Columbia charitable organizations provided 700,000 free meals to hungry citizens in 1931—but their efforts were never enough. *Hoboes* (men who hopped on

freight trains looking for work) showed up at back doors, begging for any available scrap of food. A few people in South Carolina actually starved to death.

The problem was not lack of food, but people's lack of money to buy food. Cotton was less than \$0.05 a pound. The value of farm products in South Carolina plunged from \$150 million in 1929 to \$71 million in 1931. And most Carolinians' livelihood depended on farm products. Income *per capita* (per person) in the state fell from \$261 in 1929 to \$151 in 1932. South Carolina and the nation had reached a new low. Hope for the future focused on the election of 1932. Left: No single group suffered the hardships of the Great Depression more keenly than African American sharecroppers and tenant farmers.

### HAVE YOU SEEN ....

Lake Murray Dam on the Saluda River? Built to generate electric power, it was the largest earthen dam in the world when completed in 1930. Lake Murray covers about fifty thousand acres and has about five hundred miles of jagged shoreline.



#### DO YOU REMEMBER?

- **1.** Define in sentence form: boll weevils, Great Migration, Great Depression.
- 2. What were some ways in which mill village life improved in the 1920s?
- 3. What were "Hoovervilles"?

## **The New Deal**

### AS YOU READ, LOOK FOR

- how President Roosevelt's New Deal was designed to save banks, put people to work, relieve poverty, and permanently reform the economy;
- the objectives of the FDIC, CCC, PWA, and WPA;
- lasting effects of the General Textile Strike;
- successes and failures of the New Deal;
- terms: New Deal, collective bargaining, Social Security Act.

Below: Franklin D. Roosevelt, seen here campaigning in Georgia, won the presidential election of 1932 with the promise of a "new deal" for America.

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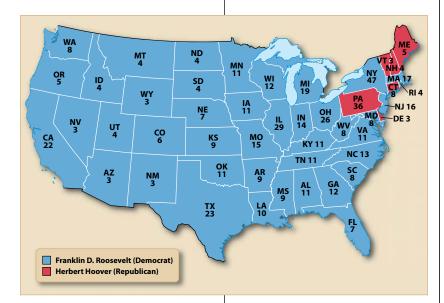
Herbert Hoover, the Republican president, had not caused the Great Depression. He had tried to fight the economic downturn, but nothing was improving the desperate conditions. Hoover and the Republicans got most of the blame. In 1932, Democrat Franklin D. Roosevelt (a distant cousin of President Theodore Roosevelt) was elected by a landslide. Roosevelt prom-



ised the American people a **New Deal** (programs intended to bring about economic recovery, relieve unemployment, reform banking and credit, and improve society). South Carolina gave him 98 percent of its popular vote, the highest percentage of any state.

### Relief, Recovery, and Reform

President Roosevelt swung into action on the first day of his administration, to reduce fears and give hope. The first hundred days were a whirl of feverish activity to deal with the crisis.



### **The Banking Crisis**

Roosevelt dealt with the banking crisis by ordering a bank holiday. He closed the banks, sent in federal inspectors, immediately reopened those that were healthy, and gave

assistance to the others to ride out the storm. This action gave people new confidence. He then got Congress to pass laws to reform the banking system. One law created the Federal Deposit Insurance Corporation (FDIC), which guarantees that bank deposits are safe.

### **Emergency Relief**

Relieving desperate financial need and putting people to work was the New Deal's highest priority. Some emergency relief (aid to people in need) was simply in the form of cash payments to needy families. But recognizing that people wanted to work and earn money, the government set up several agencies to create jobs.

The idea was to get money into the hands of poor people, who would spend the money immediately. That demand for goods would put other people to work and those workers would spend money, creating more demand. Thus the spiral would start going upward and recovery would occur. This was called "priming the pump." The government had to put some money into the system to get the money flowing again—just like old-fashioned hand pumps had to be primed with a little water to get the flow started.

*Relief* was the highest priority to prevent starvation and extreme suffering. *Recovery* would grow out of the relief and jobs programs. Government spending would enable private enterprisers to produce again, hire more workers, and make profits. *Reform* was a longer-range goal to make sure this type of collapse did not happen again.

### MAP 39 The Presidential Election of 1932

Map Skill: How many electoral votes did Herbert Hoover win? Below: The Civilian Conservation Corps was run along military lines. Here, CCC director Robert Fechner inspects a new uniform. Bottom: Some of the most durable CCC projects are the state parks that were built across the country. Many CCC structures are still in use today, like this bathhouse at Paris Mountain State Park.



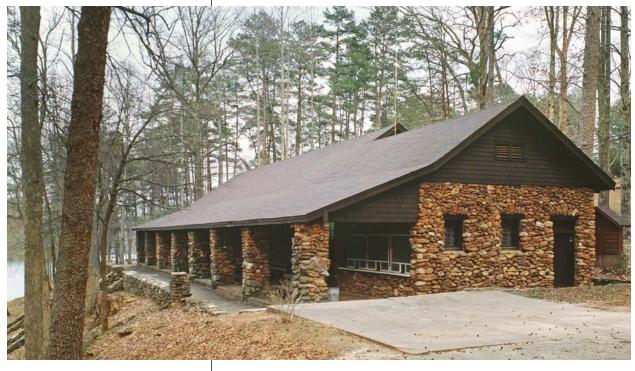
### **Relief and Jobs**

Federal relief and job agencies began distributing grants of money to states to spend on relief. In South Carolina, nearly one-fourth of the population was eligible for relief, compared to about one-tenth nationwide. Soon the federal agencies were spending over \$1 million every week in South Carolina. They hired workers at \$0.40 to \$1.00 an hour to build and repair highways, bridges, sewer lines, school buildings, and courthouses. Emergency federal funds were spent to hire teachers, start free school lunch programs in some rural areas, and even pay a relief orchestra in Richland County, in addition to doling out money to needy families.

> Complaints began to come in about favoritism, political connections, and unfairness, but Carolinians started to feel that help had finally arrived. Roosevelt's buoyant optimism was starting to rub off on Americans. FDR, as everyone called him, talked to the people informally by radio in occasional "fireside chats," to explain programs and build confidence. His radio talks proved the usefulness of this new technology.

### The CCC

The Civilian Conservation Corps (CCC) was created shortly after Roosevelt's inauguration. This popular and well-run New Deal program allowed young men from families on relief to sign on for six months of conservation work for \$30 per month. The CCC sent \$22 of their earnings home to their families, but it provided the men with three hearty meals a day, cloth-



### FIGURE 21

### **New Deal Programs and Legislation**

Program/Legislation	Date	Purpose
Tennessee Valley Authority (TVA)	1933	Built dams on the Tennessee River to control flooding and generate electricity.
Public Works Administration (PWA)	1933	Put people to work building roads, buildings, and other public works projects.
Federal Deposit Insurance Corporation (FDIC)	1933	Insured individual savings accounts so that people did not lose their money if banks failed or closed their doors.
Federal Emergency Relief Administration (FERA)	1933	Provided federal funds for state and community relief efforts.
Civil Works Administration (CWA)	1933	Provided temporary federal jobs for the unemployed
Civilian Conservation Corps (CCC )	1933	Provided jobs for young single men building forest trails and roads, planting trees to reforest the land and control flooding, and building parks.
Federal Housing Administration (FHA)	1934	Insured home loans for low-income families.
Securities and Exchange Commission (SEC)	1934	Regulated stocks and gave stock information.
Social Security Administration (SSA)	1935	Created a system for retirement and unemployment insurance.
Works Progress Administration (WPA)	1935	Employed out-of-work Americans to repair roads, build or repair bridges, paint murals, write guide- books, put on plays and musical performances, and create statues in parks.
National Labor Relations Act	1935	Guaranteed the right of employees to organize and to bargain collectively with their employers. Created the National Labor Relations Board to hear unfair labor practices.
National Youth Administration (NYA)	1935	Provided job training and part-time work for college students.
Fair Labor Standards Act	1938	Established a maximum workweek and minimum wage, prohibited child labor in certain industries, and set a minimum age for child workers.



### ing, and tents or barracks to live in. The camps, run by military officers, had recreation buildings and libraries. They offered after-hours classes in literacy, business, and technical skills.

The CCC men cleared thousands of miles of firebreaks in national forests, planted trees, thinned trees to prevent forest fires, and worked on soil conservation projects. Their most visible contribution was work on state parks. South Carolina had no state parks at the

### **DID YOU KNOW?**

The federal government chose some land in Lee County to resettle people without homes and jobs from around the country. The Ashwood Community (above, enjoying a May Day picnic) was an experiment in communal living. Each family was given ten acres of land and a mule, a cow, and some hogs.

**Right:** The city of Abbeville used Public Works Administration funds to build the Abbeville hydroelectric plant and dam, completed in 1940. The plant is still in operation today. beginning of the New Deal. The CCC constructed Hunting Island, Poinsett, Paris Mountain, and Myrtle Beach State Parks to get the system going.

### **The PWA and WPA**

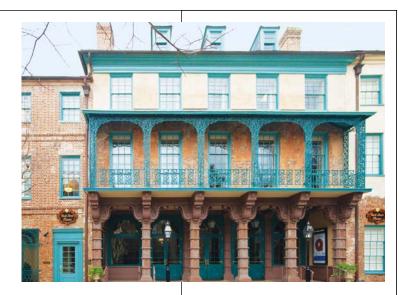
The federal Public Works Administration (PWA) was important in South Carolina for providing immediate employment and income for desperate people, as well as for building schools, libraries, courthouses, and other community improvements across the state. Another agency, the Works Progress Administration (WPA), also built lasting structures such as hospitals, highways, bridges, sewer systems, parks, and airports. In addition, the WPA supported artists, writers, musicians, and teachers. For several years, the federal WPA was the largest employer in the state. These government agencies lifted both incomes and spirits.



The WPA provided much of the funding to rebuild the old Dock Street Theatre in Charleston. It reopened in 1936 with a performance of *The Recruiting Officer*, which was the same play the original theater opened with two hundred years before.

### **Labor Troubles**

South Carolina textile workers had been angered by the speed-up and stretch-out techniques of the late twenties. Many had joined unions for protection. The New Deal programs set new rules and standards for labor that were more advantageous to



workers. In 1934, the United Textile Workers called a nationwide General Textile Strike to force mill owners to live up to the new standards. Strikers closed down most of the mills in South Carolina. Tensions rose and violence threatened. At Honea Path in Anderson County, violence broke out between strikers on one side and strikebreakers, factory officials, the South Carolina National Guard, and law officers on the other. Six strikers were killed and twelve wounded, most shot in the back.

The union lost the strike. Textile workers had to go back to their jobs or lose their income and face an overwhelming armed force. Many workers Above: The WPA funded the restoration of Charleston's twohundred-year-old Dock Street Theatre. **Below:** Members of the United Textile Workers of America march in Gastonia, North Carolina, protesting against mill working conditions, during the General Textile Strike of 1934.





### WHAT DO YOU THINK?

If you had lived and owned land in the river bottoms to be flooded by the Santee Cooper dams in the 1930s, you would have been required to sell your land to the state at the fair market price and move out. Do you think you would have favored building the dams and the hydroelectric power plants? in South Carolina were not rehired unless they signed an agreement not to join a union. The General Textile Strike disillusioned and disheartened workers so thoroughly that most were reluctant to try to organize for collective bargaining. In **collective bargaining**, all workers bargain as a group with their employers on wages and working conditions, giving them much more strength than when each worker bargains only for himself. Despite New Deal laws protecting the right of laborers to join unions, South Carolina has remained one of the states with the fewest labor union members.

### **The Santee Cooper Project**

The South Carolina Public Service Authority, better known as Santee Cooper, is a state-owned utility company that today provides electrical power to rural areas of all counties in the state. Although delayed until 1939, the project hired 15,000 workers with federal PWA money, cleared 160,000 acres of timberland, relocated cemeteries, built dams to create two lakes, and erected a power plant. It was the biggest New Deal project in the state. The federal Rural Electrification Administration built distribution lines. Lakes Marion and Moultrie, built by the project, have become favorite recreation areas with lakefront homes, state parks, marinas, and championship fishing. Santee Cooper and the lakes are great economic assets to the state.

### Reforms

Most of the reforms of the New Deal greatly magnified the federal government's role in the economy and in individual lives. Reforms in agriculture included government support for crop prices and requirements to reduce crop acreage. Both were designed to increase crop prices, and they worked. That helped landowners, but with fewer acres being tilled, many sharecroppers and tenants lost their jobs and had to move off the land.

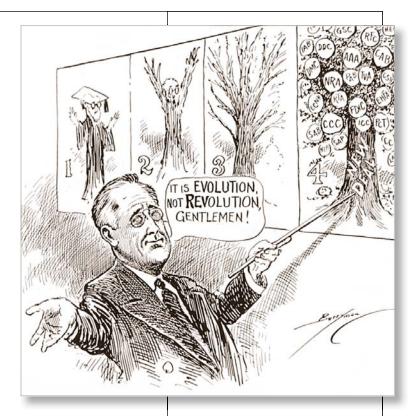
New Deal labor legislation was designed to strengthen the position of workers in negotiations with management. Legislation protected laborers' right to join labor unions. The Fair Labor Standards Act established a fortyhour workweek and set the minimum wage. The initial minimum of forty cents per hour has been increased many times over the decades.

One of the most important reforms of the New Deal was the **Social Security Act**, which set up the federal retirement system that is in place today. Both laborer and employer pay into a pension program. Around age sixty-five, the retiree begins to receive monthly checks. This insurance system also provides payments for disabled persons and for children of deceased workers. It provides a sort of "safety net" to keep people who cannot work from falling to the desperate levels many Americans experienced in the 1930s.

Housing reforms saved many homeowners in South Carolina from losing their homes by mortgage foreclosure. The government bought mortgages from banks and allowed homeowners affordable rates. The government aided banks and homebuyers by insuring the loans. These measures encouraged people to become homeowners. All these reforms caused the federal government to have a much greater presence in the lives of citizens than ever before.

### The Legacy of the New Deal

The New Deal in South Carolina had many successes and some failures. The intervention of the federal government in the state's economy helped many people to survive who would not have without assistance. After the reforms in banking, only two banks failed in the state by the end of the decade. The state gained many water and sewer systems, bridges, thousands of miles of highways, hydroelectric plants, state parks, and hundreds of schools and other public buildings. Laborers got a better deal—shorter hours, higher wages, and the guaranteed right to join unions.



A major failure of the New Deal in the entire country was that it never brought the economy back to full recovery. Real progress was being made, it seemed. Then in 1937, Roosevelt was persuaded to slow down government spending, which caused a recession (a reduction of economic activity that is less severe than a depression). World War II, with its massive government spending, pulled the nation out of the economic doldrums and set it on a path of prosperity that lasted several decades.

Finally, on a positive note, both South Carolina and the nation experienced a renewal of confidence in their democracy, in the free enterprise system (as modified by the New Deal), and in the possibility of progress. Americans learned that their government could provide them with a degree of economic security without taking away their liberties, as was happening in some other countries damaged by depression.

### DO YOU REMEMBER?

- **1.** Define in sentence form: New Deal, collective bargaining, Social Security Act.
- 2. What were some of the projects of the Civilian Conservation Corps (CCC)?
- 3. What lasting effect did the General Textile Strike have on workers in South Carolina?

Above: This cartoon pokes fun at the ever-increasing number of federal agencies that were part of the New Deal. Opposite page: After Rural Free Delivery, the agency that did the most to change the lives of those living on farms was the Rural Electrification Administration, which brought electricity to unserved areas.

## Politics of the Twenties and Thirties

### AS YOU READ, LOOK FOR

- how the state Democratic Party assured that all their candidates would win the general election;
- the accomplishments of South Carolina's important political figures of the 1920s and 1930s;
- terms: Solid South, bond issue, workers' compensation law.



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Above: Governor John G. Richards Jr. increased the pace of road building in South Carolina with a \$65 million bond issue. **The fundamental fact about South Carolina politics in the** first half of the twentieth century is that the state was a part of the **Solid South** (electoral support in the southern U.S. for only Democratic candidates). This meant that every person elected governor, senator, representative, sheriff, or any other government official would be a Democrat. All the political battles were between factions within the Democratic Party, and those primary fights could be ferocious.

### John G. Richards Jr.

Several political figures of the twenties and thirties stand out as particularly interesting or important. John G. Richards Jr. was interesting. He was a follower of Ben Tillman, and then shifted his allegiance to Coleman Blease. Elected governor in 1926, Richards tried to impose his moral values on the people. He insisted that people should live by the Ten Commandments. Blue laws were strictly enforced, including arresting men for playing golf on Sunday.

Richards's lasting contribution was in road building. The state had been financing roads on a pay-as-you-go basis. It spent on roads in a year the amount of taxes raised for roads in that year. Road building was going too slowly. Richards got the legislature to approve a \$65 million **bond issue** (an opportunity for citizens and banks to lend money to a government for specific improvements or public works). This borrowed money allowed the state to build the roads and use them for many years while it was paying off the loan.

### **Ellison Durant "Cotton Ed" Smith**

Ellison Durant Smith was elected to the United States Senate in 1908 and remained there for thirty-six years. A colorful figure, he campaigned from the back of a cotton wagon with a cotton boll in his lapel. "Cotton Ed" came into the Senate as a southern progressive Democrat and supported progressive farm legislation during Woodrow Wilson's presidency. He was also a strong advocate of states' rights.

He opposed most New Deal programs because they increased the power and size of the federal government. When northern blacks began to pour into the Democratic Party because of the Roosevelt programs, he was appalled. He walked out of the 1936 Democratic National Convention.

### **Olin D. Johnston**

Born near a mill village in Honea Path, Olin D. Johnston went to work in the mill at age eleven and continued to work the night shift while in high school and college. He joined the army in 1917 and served in the war in Europe. Returning home, he continued to work in the mills while finishing a degree from Wofford and a law degree from USC. This experience in the mills gave him credibility with the mill workers that lasted throughout his political career.

Johnston became an avid supporter of the New Deal. He saw Roosevelt's programs as good for mill workers and for laborers in general. He won election to a four-year term as governor in 1934, defeating Coleman Blease, once his hero. As governor, he promoted workers' interests, created a department of labor, and got a **workers' compensation law** (a law that provided payments for workers injured on the job). He worked with the federal government to bring electricity to the rural areas of the state.

### **James F. Byrnes**

James F. Byrnes is probably the most significant and influential South Carolinian in national political affairs since John C. Calhoun. He served in an amazing variety of political offices,

including as U.S. representative and senator, U.S. Supreme Court justice, director of the Office of War Mobilization in World War II, U.S. secretary of state, and governor. He was a U.S. representative during World War I and became friends with Franklin Roosevelt, the assistant secretary of the navy. As senator in the 1930s, Jimmy Byrnes worked very closely with President Roosevelt on New Deal legislation. He helped write some of the laws and was a reliable ally in getting many of them passed.

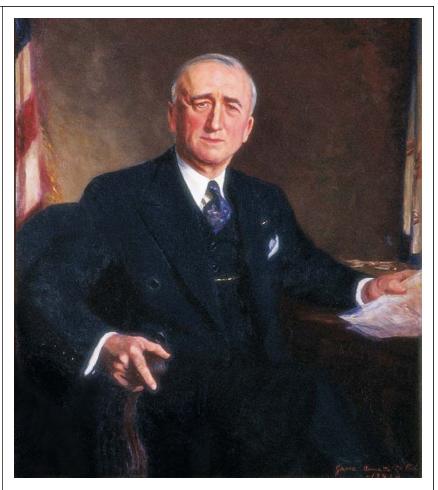




**Top:** Senator Ellison "Cotton Ed" Smith was a firm opponent of the New Deal. **Above:** Governor Olin D. Johnston, a former mill worker and World War I veteran, supported the New Deal and improved working conditions in factories.



Above: As a U.S. representative during World War I, James Byrnes became friendly with Franklin Roosevelt, who was assistant secretary of the navy at the time. Above right: As a senator, Byrnes was one of President Roosevelt's closest allies, and one of the most influential men in the nation.



While in Washington, Byrnes also strongly influenced state affairs. He was very active in promoting Santee Cooper and in getting federal funds for its construction. He was the type of senator who could "bring home the bacon." In his campaign for reelection in 1936, he pointed out that, for every dollar Carolinians paid in federal taxes, the state got twenty-four dollars back. The money could be spent to pay teachers, fight hunger, build roads and bridges, and sponsor other useful projects. Senator Byrnes's strong support of the New Deal was in stark contrast to Senator Smith's equally strong attacks.

### DO YOU REMEMBER?

- Define in sentence form: Solid South, bond issue, workers' compensation law.
- 2. What was the most lasting accomplishment of Governor John G. Richards Jr., and how did he accomplish it?
- **3.** What positions did James F. Byrnes hold that made him such an influential politician?

# OF SPECIAL INTEREST

### Two Extraordinary Women

wo South Carolina women had a major impact on education in the first half of the twentieth century. One worked mostly within the state; the other followed her mission outside the state and on the national stage.



### Mary McLeod Bethune

Mary McLeod was born in 1876 and helped her family scratch out a living on a farm near Mayesville in Sumter County. But she was also able to attend both a nearby Presbyterian school and the Scotia

Seminary for Negro Girls in North Carolina.

Mary and her husband, Albertus Bethune from Wedgefield, ended up in Florida where, in 1904, she started a mission school in Daytona Beach for Negro girls. With help from the Methodist Episcopal Church, she added a junior college. In 1929, her school merged with Cookman Institute and became Bethune-Cookman College, with Bethune as president.

Bethune served as president of the National Association of Colored Women and later as founder and president of the National Association of Negro Women. She was an adviser to Herbert Hoover on matters of housing and home ownership. She also advised President Franklin D. Roosevelt and served as director of the Office of Negro Affairs in the National Youth Administration from 1936 until 1944. In 1945, Bethune served as a consultant in drafting the United Nations Charter.



### **Wil Lou Gray**

Wil Lou Gray was born in 1883 into a prosperous Laurens family and could have enjoyed a life of leisure. Instead she graduated from Columbia College and taught in a one-room rural school in Greenwood County. There she

began her lifelong attack on illiteracy.

In graduate study at Columbia University in New York City, Gray absorbed the latest progressive educational philosophies, which included learning through experience and using education to promote democracy.

As supervisor of schools in Laurens County, she established successful night schools for adults. When America began drafting soldiers in World War I, it became evident that South Carolina had the nation's highest illiteracy rate. A new state commission on illiteracy hired Wil Lou Gray to battle the problem.

Using all her talent, training, and persistence, she organized classes in country stores, churches, school buildings, and tobacco barns all over the state. She trained teachers and convinced mill owners to hire instructors to teach their workers. Gray also opened four-week "Opportunity Schools" in the summer. She had to have separate schools for men and women, blacks and whites.

After World War II, Gray was able to set up a permanent Opportunity School campus at the Columbia Air Base, which the government was closing. There the school still flourishes under its motto, "Why Stop Learning?" At least 275,000 adults learned to read and write—and a whole lot more—in her programs. The illiteracy rate in South Carolina dropped from 25.7 percent in 1910 to 5.3 percent in 1950. Wil Lou Gray deserves much of the credit for that accomplishment.



### **Chapter Summary**

After World War I ended, the United States soon entered a new decade that has been called the "Jazz Age" and the "Roaring Twenties." Those terms characterize what some Americans felt as they enjoyed prosperity and some isolation from the rest of the world. However, there were Americans who did not feel the prosperity that others enjoyed. South Carolinians were among those who seemed to be left out.

All was not great in the 1920s as shown by the reemergence of the Ku Klux Klan, which added religious groups and immigrants to its target list of groups to terrorize. African Americans moved in great numbers to the North hoping to experience some of the country's prosperity.

Because of many factors, the prosperous 1920s would end with the stock market crash of 1929. Soon after the crash, a depression would begin in the United States and in the rest of the world. Americans would find themselves in long lines hoping to get some food, or they might be turned away from the bank that had run out of money—their money! The dire condition of most Americans demanded immediate action by the U.S. government. When Franklin D. Roosevelt was elected president in 1932, he presented his "New Deal" to the American people. It took nearly a decade to come out of the Great Depression, but it finally ended as the world was becoming embroiled in another world war.

### **Activities for Learning**

#### **Reviewing People, Places, and Things**

Indicate whether the following statement is TRUE or FALSE. If it is FALSE, change the underlined word(s) to make it true.

- 1. A nickname given to the decade of the 1920s is the <u>Jazz Age</u>.
- 2. The New Deal was <u>Theodore Roosevelt's</u> plan to help the American people get through the Great Depression.
- One of the methods workers used to strengthen their position when trying to improve their working conditions was <u>collective bargaining</u>.
- 4. The <u>Public Works Administration</u> set up a federal retirement system for Americans.
- <u>Archibald Rutledge</u> became South Carolina's first poet laureate in 1934.
- <u>W. E. B. Du Bois</u> was an African American who edited *The Crisis*, a publication of the NAACP.

### **Understanding the Facts**

- **1.** How did young women "flappers" express their sense of freedom in the 1920s?
- 2. How was the new Ku Klux Klan different from the original KKK of the early years of Reconstruction?
- 3. How did Americans react to the Eighteenth Amendment, which outlawed the manufacture, sale, and consumption of alcohol?
- 4. What four factors affected prosperity for South Carolinians in the 1920s?
- 5. Why did many African Americans migrate from the South to the North in the 1920s?
- 6. What were the positives and the negatives of the "Great Migration" of the 1920s?
- 7. What was the main reason for South Carolina's growth in the textile industry?

- 8. Why was getting money in the hands of poor people a good way to "prime the pump" of our economy?
- 9. What were the three "Rs" of the New Deal of President Franklin Roosevelt?
- **10.** Why was relief the highest priority of the New Deal?

### **Developing Critical Thinking Skills**

- Give at least two examples of the behavior of American youth that adults have criticized in the last twenty years that could be compared to the behavior of the flappers of the 1920s.
- 2. What has the U.S. government done since the 1930s to assure the American people that their money deposited in banks is safe?
- 3. Have you heard your parents talk about how their grandparents wouldn't throw anything away or about how their grandparents talked about the good old days when people helped each other get through tough times? Why do you think your great-grandparents would have said or done these things?

### Writing across the Curriculum

Write a description of what a Civilian Conservation Corps camp was like.

### **Exploring Technology**

- Do a search online for books and movies that depict life during the Great Depression in the United States. Select five of the resources that you think best describe or show what life was really like during that time. Explain why you selected those particular ones.
- 2. Using the Internet, find information that shows a connection between prohibition and the rise of organized crime. Write a brief summary of how the two were connected.

### **Applying Your Skills**

What are five effective questions that you would ask someone if you needed to learn what life was like during the Great Depression?

### Building Skills: Distinguishing Fact from Opinion

You read or hear information daily that you must evaluate as either fact or opinion. A fact is something that has actually occurred or is actually the case. Verifiability is usually the test for a statement of fact. That simply means showing that what has been stated or written can be proven. An opinion is one's personal view or belief about something. For example, "President Franklin Roosevelt addressed a joint session of Congress on December 8, 1941, and asked for a declaration of war against Japan." is a fact. There is a transcript of the address in the National Archives. An example of an opinion is, "I think all Japanese people living on the West Coast are enemies of the United States and should be imprisoned immediately!" That statement cannot be proven.

### **Try This!**

Read the following statements and decide which are fact and which are opinion.

- 1. The armistice that ended World War I was signed on November 11, 1918.
- 2. The United States should have declared war on Germany as soon as the ocean liner *Lusitania* was torpedoed by a German submarine.
- 3. Most Americans were happy over the passage of the Eighteenth Amendment to the U.S. Constitution.
- 4. Women received the right to vote with the passage of the Nineteenth Amendment to the U.S. Constitution.
- 5. The stock market crashed on October 29, 1929.
- 6. Adolf Hitler was the most evil leader in all of history.