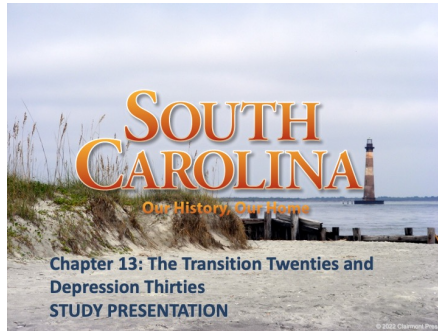


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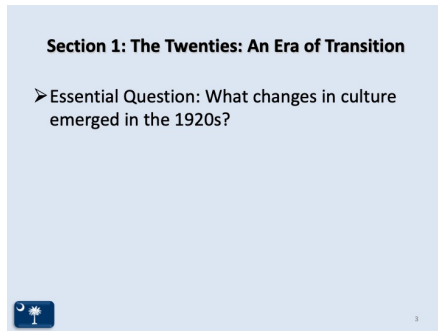
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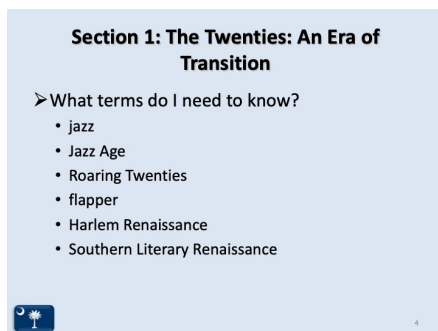
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Introduction & Nationalization of Culture

- Age of consumerism, credit, and materialism - mass production, clever advertising, installment plans
- New urban culture - changing morals, instant celebrity, rural resistance
- Blending of cultures - mass media, jazz



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The Jazz Age or the Roaring Twenties

- New trends
 - Flappers
 - Jazz
 - New dances
 - More automobiles
 - More leisure - reduction of working hours, increase in golf and spectator sports



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A Literary Renaissance & The Harlem Renaissance

- Explosion of literature
 - Disillusioned writers
 - Critics of materialism, conformity, and consumerism
- Harlem Renaissance
 - Increase in African American writers
 - Rise of black intellectuals in Harlem - W. E. B. Du Bois, James Weldon Johnson, Langston Hughes, Zora Neale Hurston




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The Southern Literary Renaissance

- Poetry Society of South Carolina
 - Archibald Rutledge, first poet laureate
 - Julia Mood Peterkin, female Pulitzer prize winner
- Outside of South Carolina
 - William Faulkner, 2 Pulitzer Prizes and Nobel Prize in Literature
 - Margaret Mitchell – Pulitzer Prize
 - Thomas Wolfe
 - Fugitives or Agrarians
 - Defenders of southern traditions
 - Robert Penn Warren
 - Allen Tate



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Defense of Traditional Values

- Widespread in rural areas and South Carolina
 - Viewed cities as evil
 - Wanted enforcement of blue laws and prohibition
 - Insisted men control their families
- Rebirth of the KKK
 - Dedicated to controlling blacks, Jews, Catholics, immigrants, and radicals
 - Tried to enforce their own values
 - Gained political importance in several states
 - Declined after 1925
 - Disillusioned with leadership
 - Rejected nationally due to violence
 - Limited mostly to Upcountry in South Carolina




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The Failure of Prohibition

- Became law in 1919 with 18th Amendment
- Violated widely in all states
- Led to disrespect for law
- Corrupted law enforcement and public officials
- rumrunners, bootleggers, speakeasies
- Repealed in 1933




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Section 2: The Economy: From Hard Times to Desperate Times

- Essential Question: How did scarcity affect South Carolinians in the 1920s and 1930s?




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Section 2: The Economy: From Hard Times to Desperate Times

- What terms do I need to know?
 - boll weevils
 - Great Migration
 - Great Depression




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Not-So-Roaring Twenties

- Agricultural depression
 - Drop in cotton prices
 - Plague of boll weevils
 - Drought wiped out crops being grown
 - Erosion began to occur in the soil on farms
 - There was an abundance of abandonment of farms



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The Great Migration

- Black movement to the north
 - Began during WWI
 - Lured by better jobs and more freedom
 - Ceased to be majority in SC by 1925
- Conditions in the north
 - Discrimination on raises and promotions
 - Crowded living conditions
 - Crime and disease was rampant
 - Political clout
 - Higher wages to workers



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The Textile Industry Triumphs, Then Slumps

- Growth from 1880 to 1920
 - Tax breaks to mills
 - Lax safety and sanitation regulations in mills due to the laissez-faire policy
 - Cheap labor provided by struggling farmers and starving sharecroppers
- Nation's leader by 1920



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Improvements in Mill Village Life & Worsening Conditions inside the Mills

- Positive improvements
 - Reduction in working hours
 - Electricity and running water
 - Increased ownership of luxury items
- Negative conditions
 - Speed-up and stretch-out – management decided to speed up the machines and increase the number of machines that each worker tended
 - Protests and strikes
 - Legislative investigation



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The Great Depression

- Downward economic spiral
 - Overproduction/underconsumption
 - Lay-offs and slowdowns
 - Declining share values
 - Bank closing
 - Rise in unemployment
 - Lack of money to buy food
 - Declining per capita income
- Signs of the times
 - Hoboes
 - Hoovervilles




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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.




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Section 3: The New Deal

➤ Essential Question: How did the New Deal change the lives of South Carolinians?



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Section 3: The New Deal

➤ What terms do I need to know?

- New Deal
- collective bargaining
- Social Security Act



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Introduction & Relief, Recovery, and Reform

- Herbert Hoover
 - Not the cause of the Depression
 - Ineffective in improving conditions
- Franklin Roosevelt
 - Elected by landslide in 1932
 - Dealt with crisis on the first day
 - Reducing fears
 - Giving hope



Franklin Roosevelt

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The Banking Crisis

- Roosevelt's plan
 - Ordered a bank holiday
 - Closed banks
 - Send in federal inspectors
 - Reopened healthy banks
 - Gave assistance to others
 - Reformed banking system - federal laws, Federal Deposit Insurance Corporation

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Emergency Relief

- Forms of relief
 - Cash to needy families
 - Creation of agencies to create jobs
- Purpose of relief
 - Get money into hands of people
 - Create a demand for goods
 - Prime the pump
 - Prevent starvation and suffering
- Purpose of recovery and reform
 - Growth of private, profitable enterprise
 - Avoidance of another collapse

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Relief and Jobs

- Federal relief grants to South Carolina
 - Built and repaired bridges, sewer lines, schools, and courthouses
 - Hired teachers and funded school lunches
- Problems with grants
 - Favoritism
 - Political connections
- FDR's Fireside Chats
 - Explained programs
 - Built confidence
 - Proved usefulness of radio


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The CCC

- Civilian Conservation Corps
 - Hired young men from needy families
 - Sent money home
 - Provided food, clothing, shelter, and educational opportunities
 - Worked on state parks



The CCC renovating a canal in Washington, D.C.

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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	Set up jobs to work on bridges, roads, buildings, and other public works projects.
Public 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 people working on 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, post offices, write guide books, and to play and record 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)	1938	Provided job training and part-time work for college students.
Fair Labor Standards Act	1938	Established a minimum workweek and minimum wage. Mandated child labor (except agriculture) and set a maximum age for child workers.

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The PWA and WPA

- Public Works Administration
 - Provided immediate employment
 - Built schools, libraries, and courthouses
- Works Progress Administration
 - Built hospitals, highways, bridges, sewer systems, parks, and airports
 - Supported artists, writers, musicians, and teachers
 - Employed more people in the state than any other
 - Provided funding for historic Charleston theatre

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Labor Troubles

- A nationwide General Textile Strike was called by United Textile Workers.
 - Purpose was to force mill owners to honor new federal standards
 - Violence erupted between strikers and strikebreakers, the South Carolina National Guard, law officers, and factory owners at a mill in South Carolina.
 - The Union lost, and some disheartened workers refused to participate in collective bargaining.

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The Santee Cooper Project

- State owned utility company providing electricity to rural areas
 - Known as South Carolina Public Service Authority
 - Biggest New Deal project in state
 - Built Lakes Marion and Moultrie




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Reforms

- The role of the federal government increased in the economy and in individuals' lives.
 - Agricultural legislation - support for crop prices, reduced crop acreage, increased crop prices
 - Labor legislation - right to join labor unions, Fair Labor Standards Act
 - Social Security Act - federal retirement system, payments for disabled persons and children of deceased workers, safety net
 - Housing reforms - insured loans, affordable mortgage rates



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The Legacy of the New Deal

- Positive
 - Survival of the individual
 - Minimal South Carolina bank failure
 - Building projects
 - Labor reforms
 - Renewal of confidence in government
- Negative
 - No full economic recovery
 - WWII spending




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Section 4: Politics of the Twenties and Thirties

- Essential Question: What beliefs affected politics in the 1920s and 1930s?




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Section 4: Politics of the Twenties and Thirties

- What terms do I need to know?
 - Solid South
 - bond issue
 - Workers' compensation law




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Introduction & John G. Richards

- South Carolina part of the Solid South
 - Electoral support for only Democrats
 - All elected officials only Democrats
- Richards as governor
 - Tried to impose his moral values
 - Increased road building with bond issues



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Ellison Durant “Cotton Ed” Smith

- Was a southern progressive Democrat
- Supportive of progressive farm legislation
- Opposed New Deal
- Appalled by black members in Democratic Party



Ellison Durant Smith



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Olin D. Johnston

- Former mill worker
- Graduate of USC law school
- Credible with mill workers
- Supporter of New Deal
- Creator of department of labor
- Promoter of workers' compensation law
- Brought electricity to rural state




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James F. Byrnes

- U. S. Representative and Senator
- U.S. Supreme Court Justice
- Director of WWII Office of War Mobilization
- U. S. Secretary of State
- Governor
- Ally of President Roosevelt
- Promoter of New Deal and Santee Cooper



James F. Byrnes



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