**CHAPTER 24 VOCAB SIGNIFICANCE**

1. Welfare capitalism: Led to a decrease in union membership; helped to increase productivity in Ford auto plants
2. American Plan: Led to a decrease in union membership through fear and intimidation.
3. Open Shop: helped factory owners fight against unions
4. Bruce Barton: his ideas promoted the consumer culture of the 1920s as well as the social ideas of young people.
5. Gibson Girls (look on internet): provided the contrasting ideal to the flapper.
6. Flappers: became the stereotype for the rebelliousness of young women in the 20s
7. Margaret Sanger: brought the idea of birth control and a woman’s power over her own body into the mainstream.
8. Sheppard-Towner Act: its failure was more important than its passing. Showed how little influence women truly had over political issues.
9. The Lost Generation: gave voice to those who opposed the materialism of the 1920s and what they saw as the degradation of society. Railed against the growing value of possessions as a measure of personal fulfillment.
10. *The Birth of a Nation:* Led to resurgence of white-supremicist attitudes, but would focus on wide view, evidenced the nativist feelings of the era and promoted the rebirth of the KKK, although in an altered form from the Reconstruction era idea.
11. Harlem Renaissance: Gave voice and popularity to African American artists and writers. Promoted a pride in the black race.
12. Langston Hughes: brought the plight of African Americans into public light
13. Zora Neale Hurston: same as Hughes, but add in the female aspect.
14. Al Capone: became the face of organized crime, which became a major reason for the failure of Prohibition.
15. National Origins Act of 1924: Showed nativist feelings in America and the fact those feelings could be made into government policy.
16. Fundamentalism: served as a counter-balance to the evolution of morality in society and basically was a 20s version of the Great Awakenings.
17. John Scopes/Scopes Monkey Trial: Showed the battle in society between religion and progressive thinking.
18. Andrew Mellon: His program balanced the nation’s budget and returned the country to more conservative (Republican) economic footing.