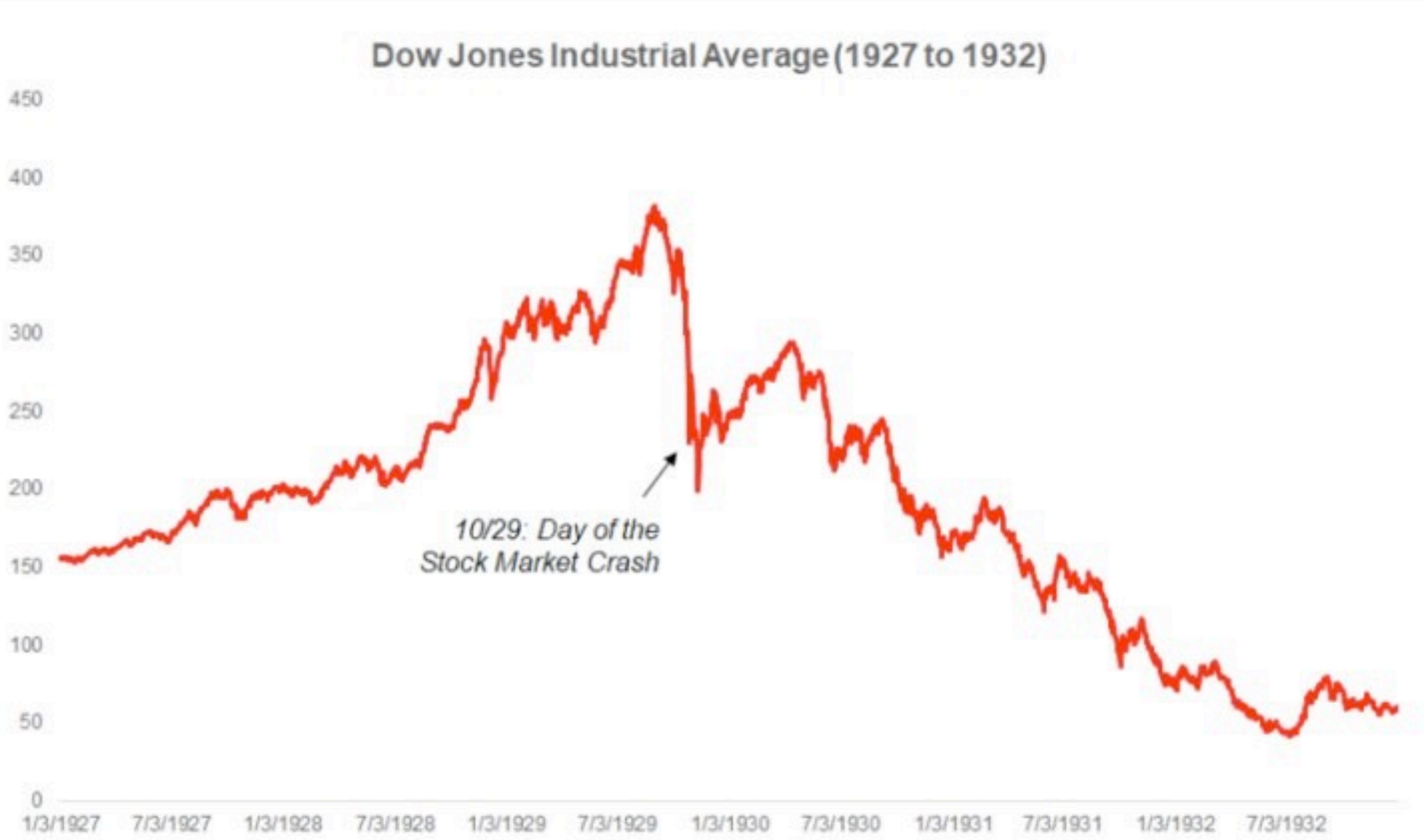
INSTITUTE FOR THE STUDY OF WESTERN CIVILIZATION
THE ROARING TWENTIES
LECTURE 9: THE CRASH

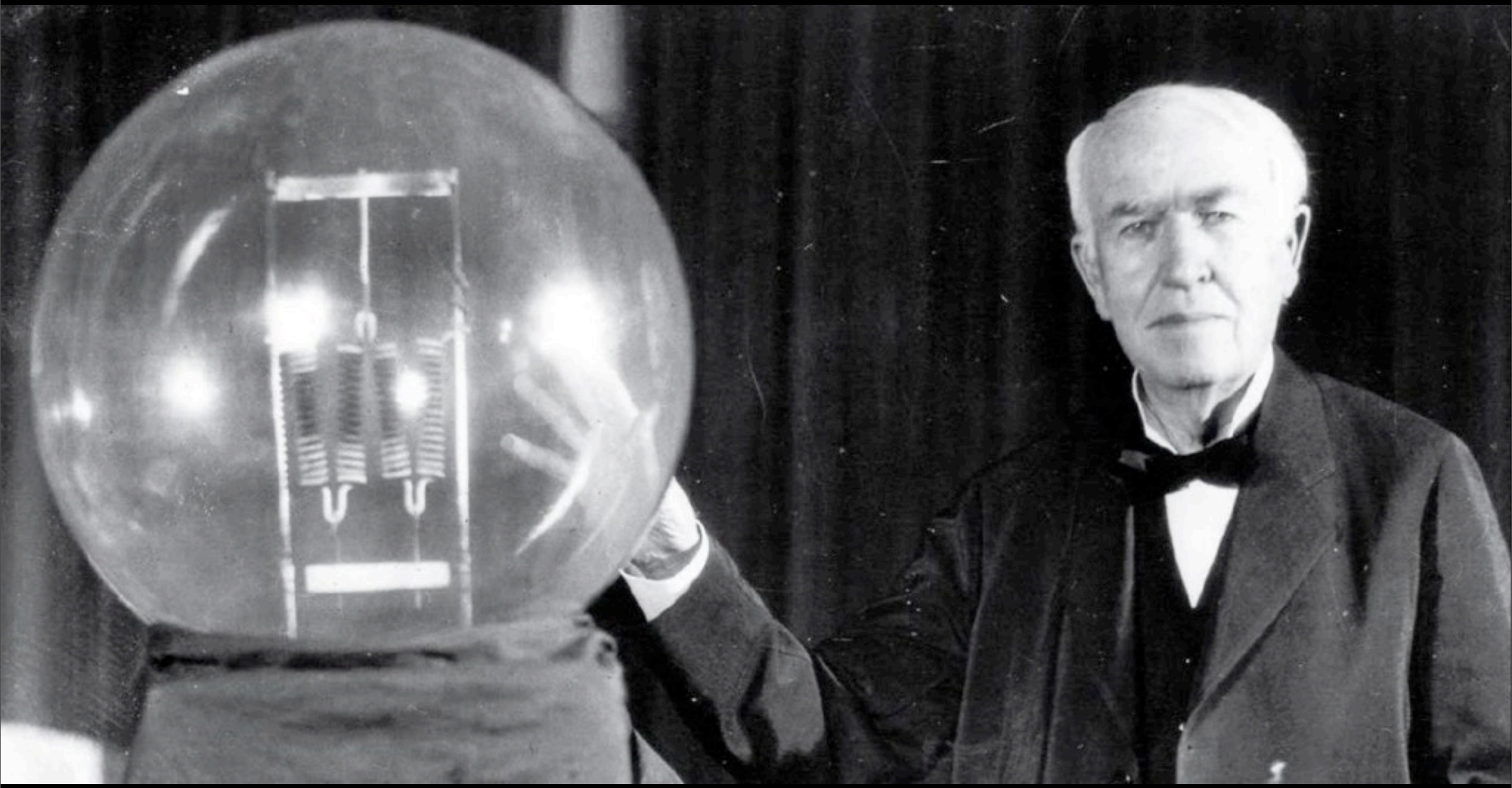

Dow Jones Industrial Average (1927 to 1932)
450
400
350
300
250
200
150
100
50
0
10/29: Day of the
Stock Market Crash
1/3/1927
7/3/1927
1/3/1928
7/3/1928
1/3/1929
7/3/1929
1/3/1930
7/3/1930
1/3/1931
7/3/1931
1/3/1932
7/3/1932

The stock market crash of October 1929 is one of the most familiar events in modern American history, yet there is still no consensus about what caused it. But perhaps that question is less important than a second question: why did the economy, once the crash occurred, fail to rebound? Why did the booming economy and the Great Bull Market of the Roaring Twenties give way to the Great Depression of the 1930s. Evidently, "mistakes were made." But who made them? And what were they?

The Crash

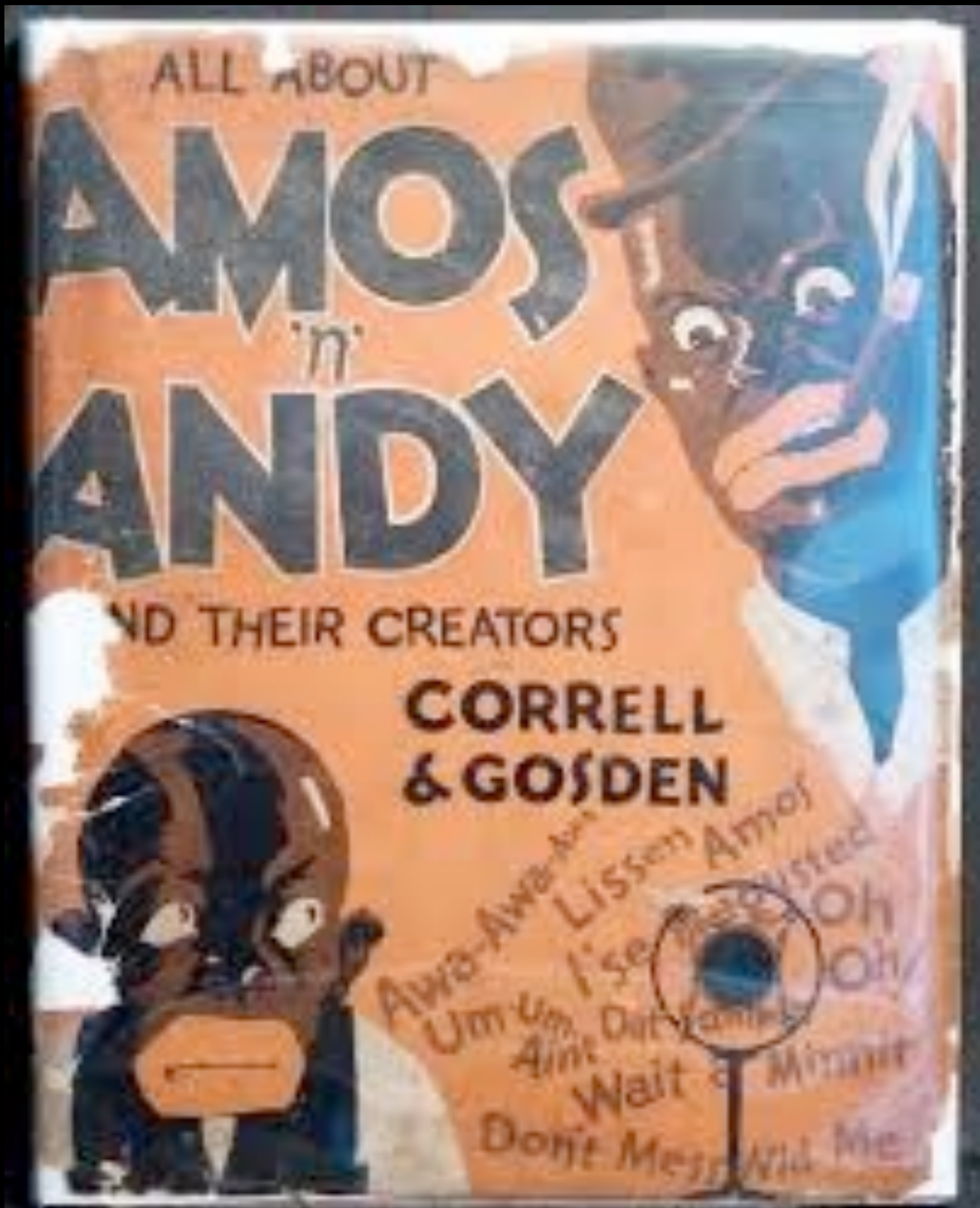
- Market hits its peak on September 3, 1929
  - Prices drop after this
  - Sometimes in small amounts, sometimes in tumbles
- October 29, 1929: Black Tuesday
  - Bear Market – market in which prices decrease steadily
  - By the end of 1929 investors had lost $30 Billion

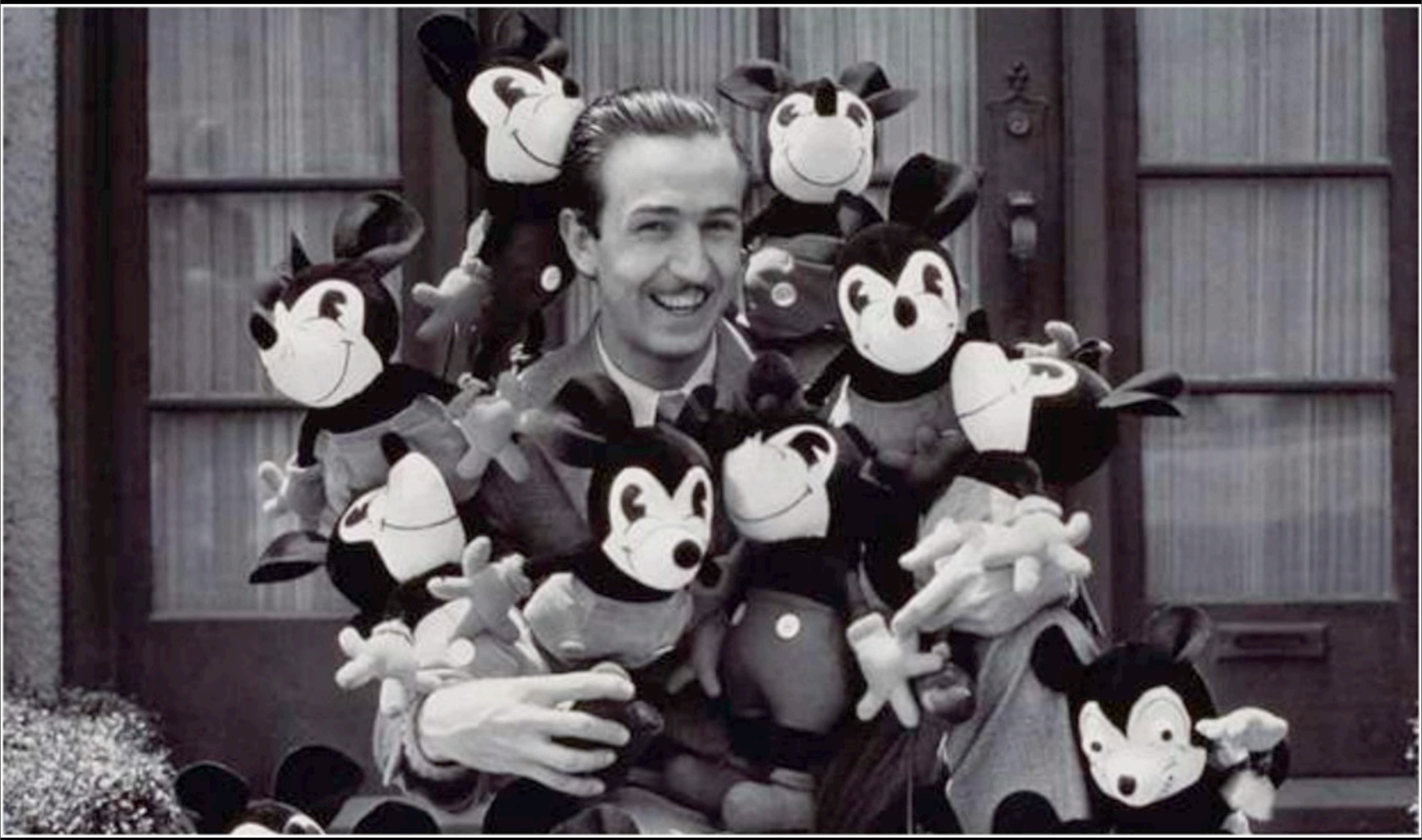
September 3, 1929: Last Veteran of Mexican War dies



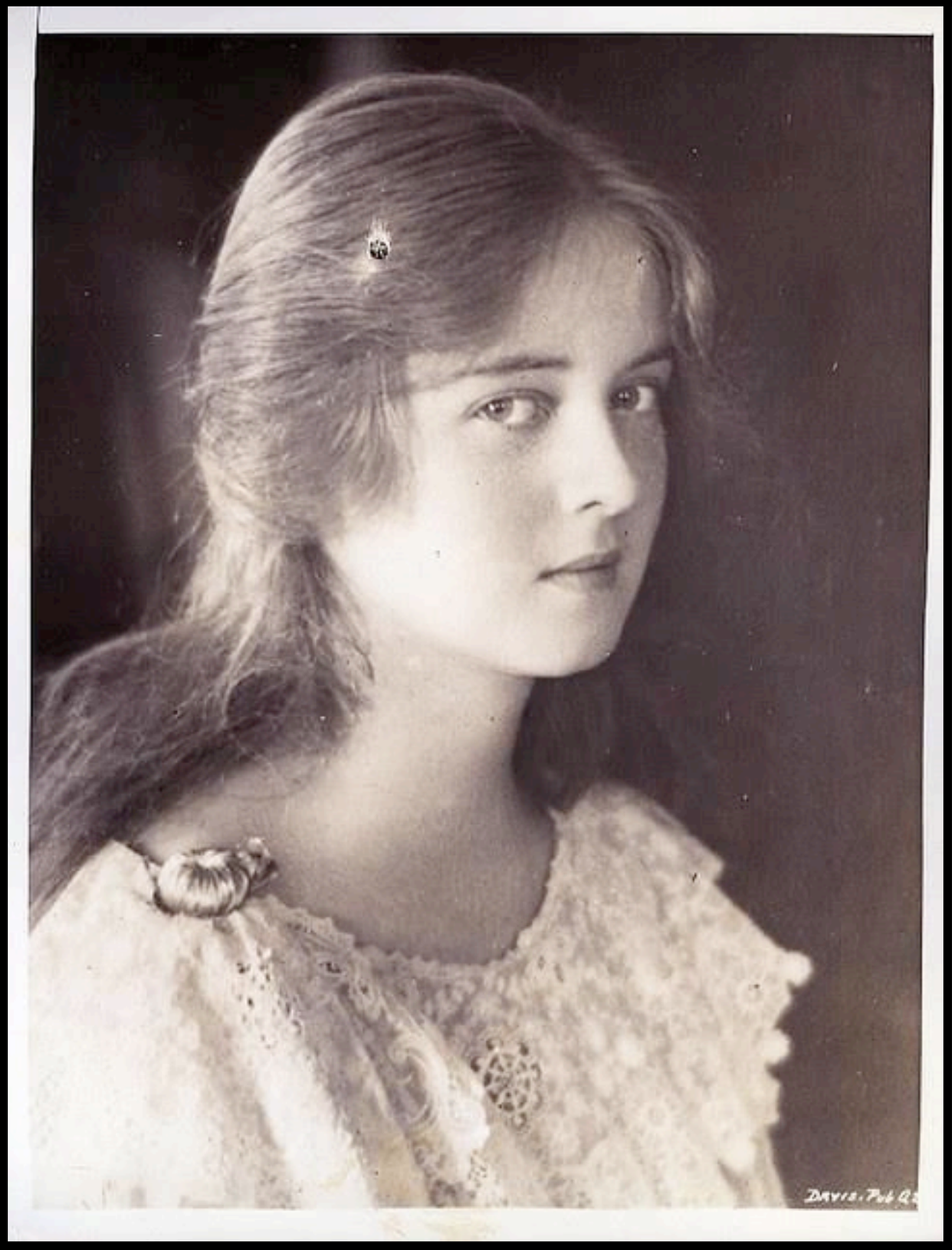
Thomas Alva Edison
1847-1931

William Howard Taft
1857-1930


ALL ABOUT
AMOS 'n' ANDY
ND THEIR CREATORS
CORRELL & GOSDEN
Lissen Amos
Oh
Wait
Don't Mess Wid Me

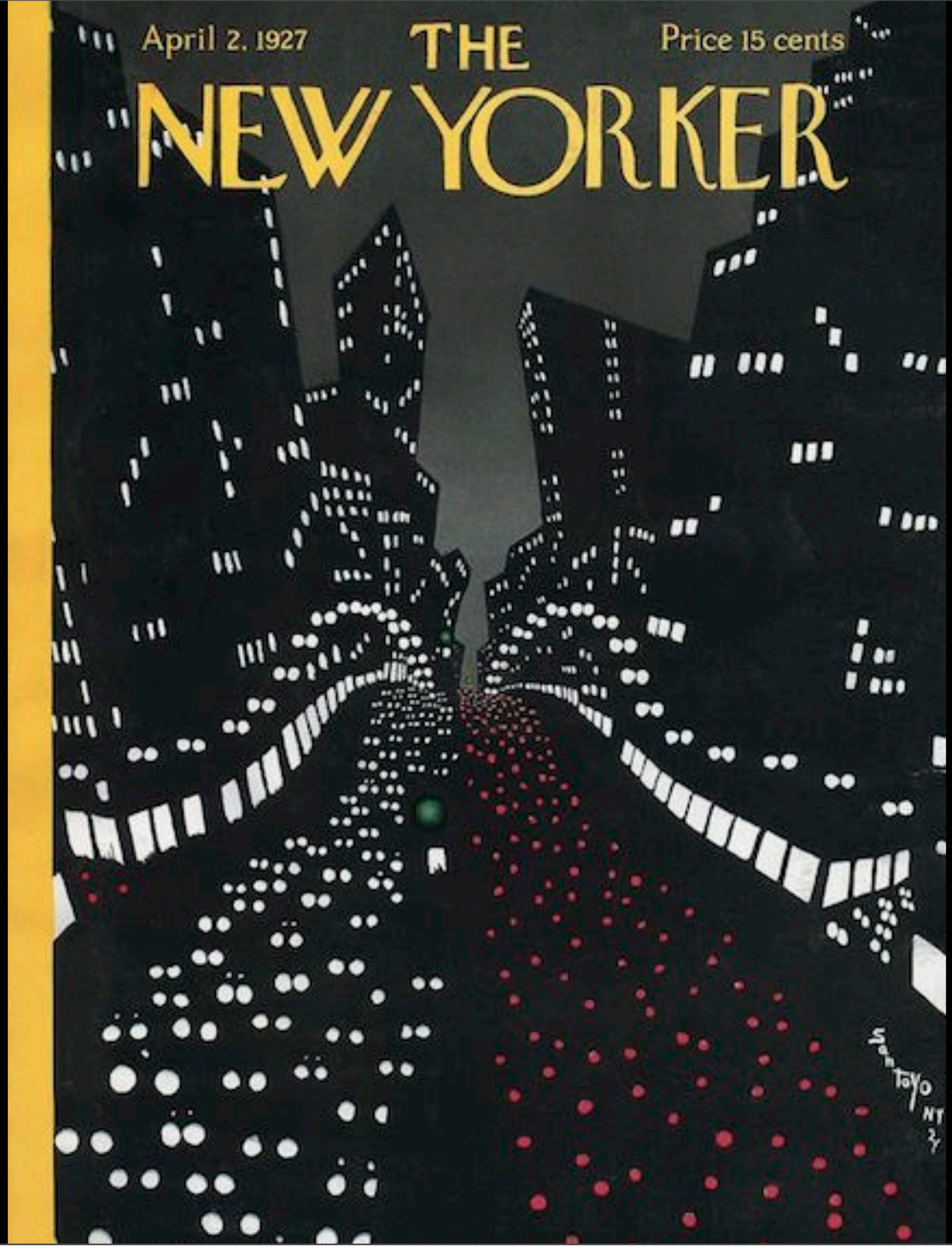


Walt Disney and Mickey Mouse



Ruth Elizabeth Davis
1908-1989

HULTON ARCHIVE/GETTY IMAGES


April 2, 1927
THE
NEW YORKER
Price 15 cents

traffic jam 1929

WORLD'S GREATEST SEDAN VALUES

GREATER BEAUTY ▼ LARGER BODIES

WITH all their many improvements, the new Superior Whippet Four and Six Sedans are still notable for startlingly low prices. They hold their place as the world's leading values in four-door enclosed cars.

Longer bodies, graceful lines, rich distinctive colors, higher radiator and hood, sweeping one-piece full crown fenders and perfection of detail mark the new Superior Whippet as the style authority created by master designers.

As the mechanical triumph of leading engineers, the new Superior Whippet possesses the important advantages of silent timing chain, full force-feed lubrication, aluminum alloy invar-strut pistons, remarkable new "Finger-Tip Control"—and, in the Six, a seven-bearing crankshaft. Long service will prove Whippet's dependability and economy of operation.

"Finger-Tip Control"

—a single button, in center of steering wheel, starts the motor, operates lights and sounds horn.

WILLYS-OVERLAND INC., TOLEDO, OHIO

WHIPPET 4-SEDAN

$595

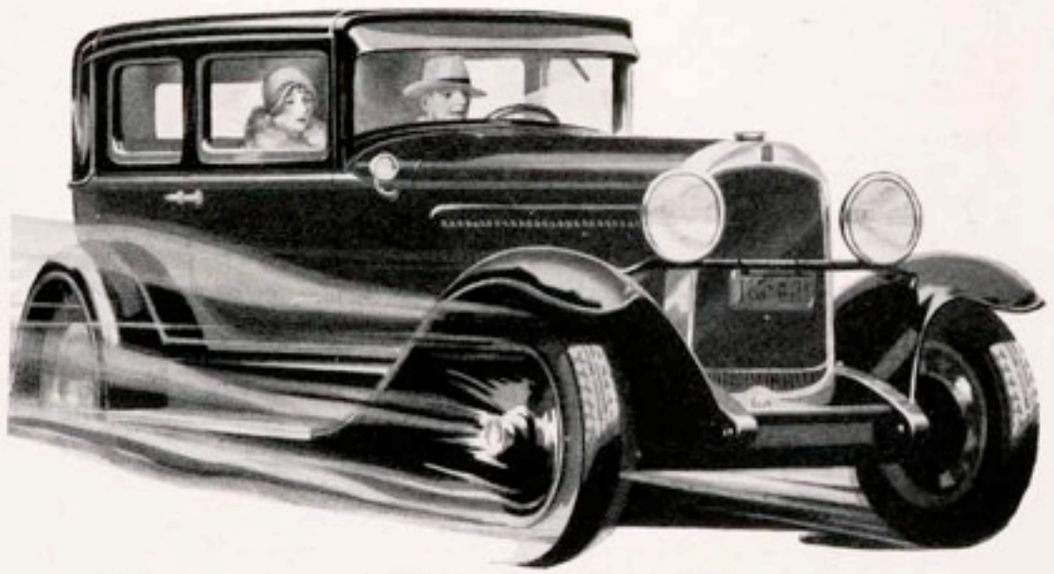
Four-cylinder Coach $535; Coupe $535; Roadster $485; Touring $475; Commercial Chassis $365.

WHIPPET 6-SEDAN

7-Bearing Crankshaft

$760

Six-cylinder Coach $695; Coupe $695; Coupe (with rumble seat) $725; Sport De Luxe Roadster $850 (including rumble seat and extras). All Willys-Overland prices f. o. b. Toledo, Ohio, and specifications subject to change without notice.



NEW SUPERIOR *Whippet* FOURS *and* SIXES

The Flapper Look

- Wore heavy make up
- Clothes: a dress just below the knee, stockings, heels no corset
- The look was influenced by Coco Chanel
- Gender bending—tightly wrap their chest to flatten it
- The “Tube”—Lower hipline and straight from shoulders to hem

SUN-TAN *makes Maybelline more necessary than ever!*

THE Sun tan complexion is deservedly popular, but due to its darkness, it tends to lighten the lashes and brows and to reduce the brilliance of the eyes. Overcome this by furnishing suitable contrast for your eyes, in the form of darker, long-appearing, more luxuriant lashes. Your eyes will then appear vividly brilliant, larger, much more expressive—and, your Sun tan complexion will be lovelier than ever.

But—be sure you darken your lashes with Maybelline, because *genuine* Maybelline produces the *exact*, desired effect *instantly*, harmlessly, and is the easiest-to-use eyelash beautifier. You'll be immensely pleased with *genuine* Maybelline.

SOLID Maybelline as shown in the upper illustration at the right, and Waterproof Liquid Maybelline may be obtained in Black or Brown at all toilet goods counters—75c

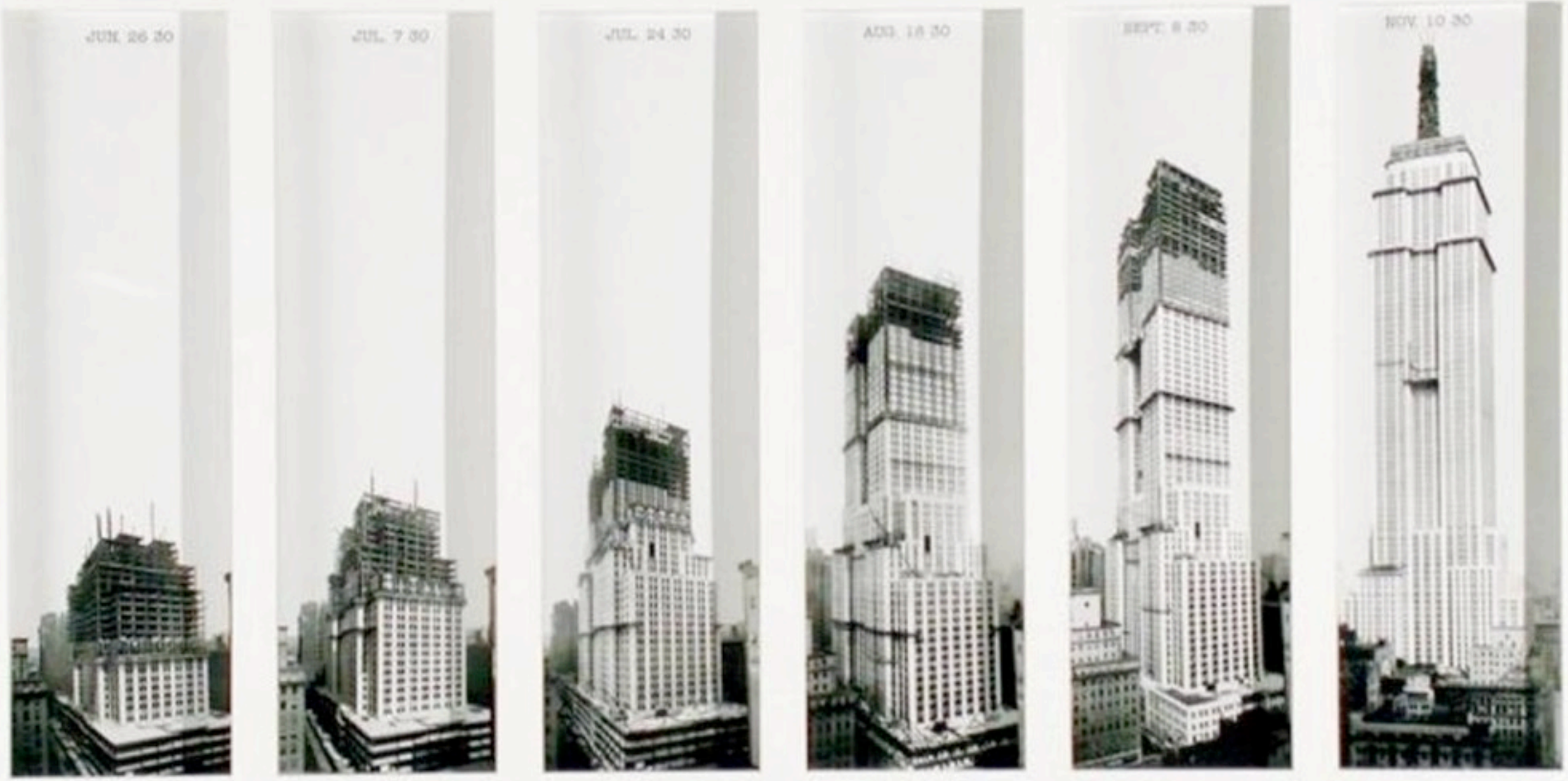
MAYBELLINE CO., CHICAGO

Maybelline
Eyelash Beautifier

witness2fashion.wordpress.com

Advertisement 1929

SHORPY


JUN. 26 30
JUL. 7 30
JUL. 24 30
AUG. 16 30
SEPT. 8 30
NOV. 10 30

THE INTERNATIONAL FOX-TROT TRIUMPH

SINGIN' IN THE RAIN

Lyric by Arthur Freed Music by Nacio Herb Brown

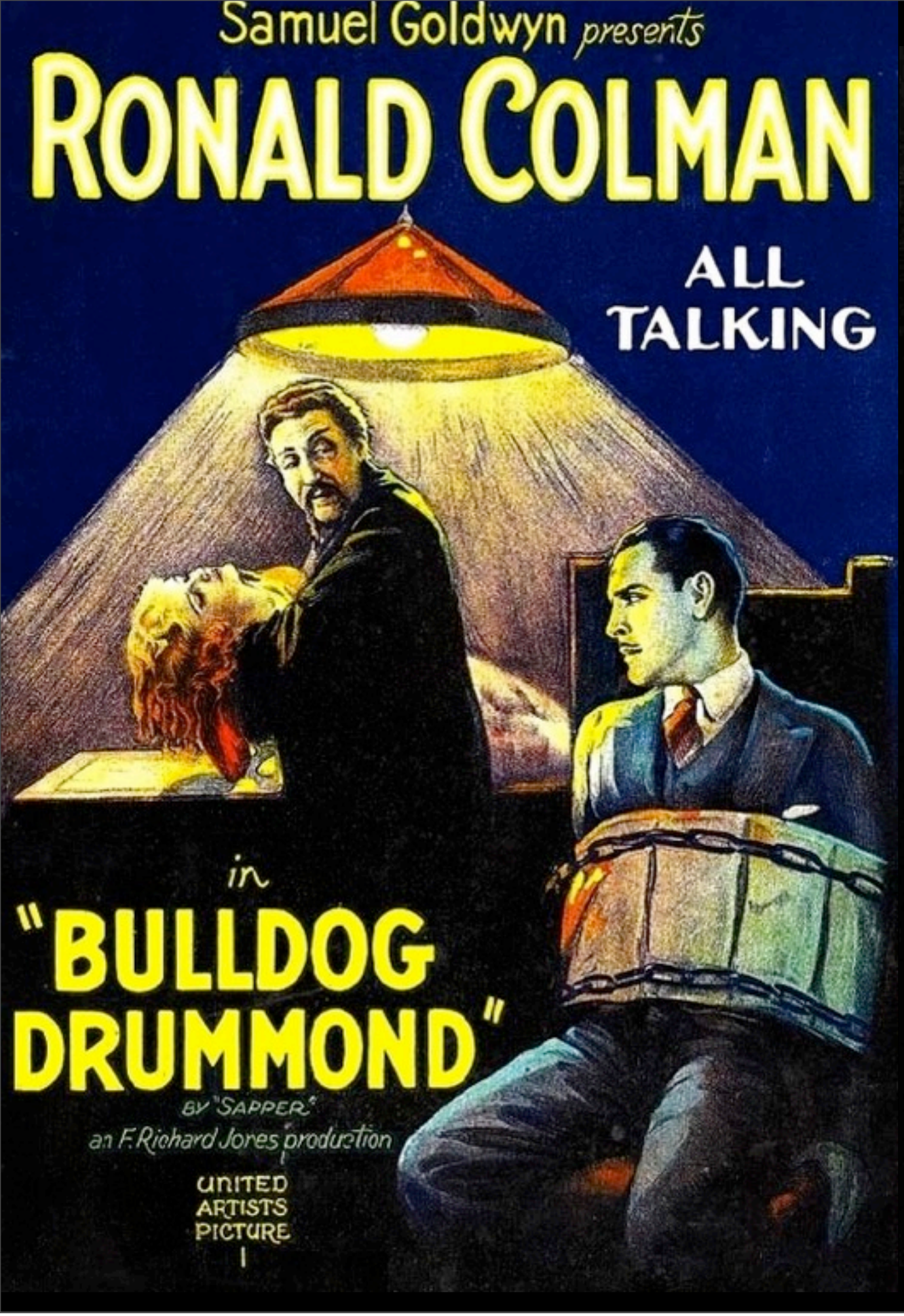
Metro-Goldwyn-Mayer's

HOLLYWOOD REVUE

COLUMBIA RECORD No. 01681 — Ukulele Ike.
BROADWAX " No. 4378 — Ayerbach's Orchestra
H.M.V. " No. EA866 — Johnny Marvin.
H.M.V. " No. EA888 — Jesse Crawford.
MASTERTOUCH ROLLS BROADWAY ROLLS

WARNER BROS. present
AL JOLSON
in
"SAY IT WITH SONGS"
with
DAVEY LEE
Based on story by Darryl Francis Zanuck & Harvey Gates
Screenplay by Joseph Jackson
DIRECTED BY
LLOYD BACON
A WARNER BROS. PRODUCTION

JOAN CRAWFORD
IN
Our Modern Maidens
ROD La ROCQUE
DOUGLAS FAIRBANKS Jr.
ANITA PAGE
and
JOSEPHINE DUNN
A JACK CONWAY PRODUCTION
A Metro-Goldwyn-Mayer PICTURE


Samuel Goldwyn presents
RONALD COLMAN
ALL TALKING
in
"BULLDOG DRUMMOND"
BY "SAPPER"
an F. Richard Jones production
UNITED ARTISTS PICTURE

GILBERT SELDES

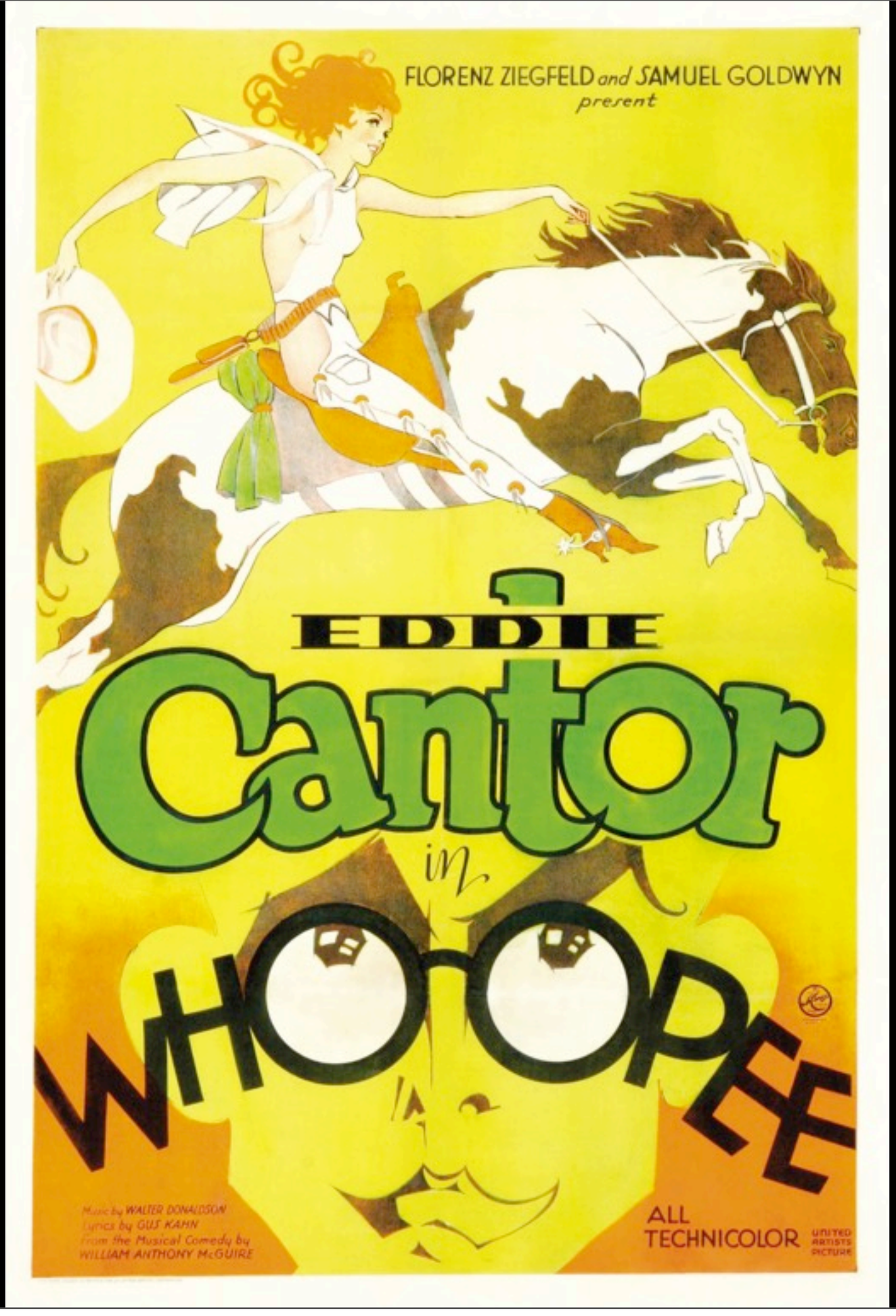
THE 7 LIVELY ARTS

THE CLASSIC APPRAISAL OF THE POPULAR ARTS

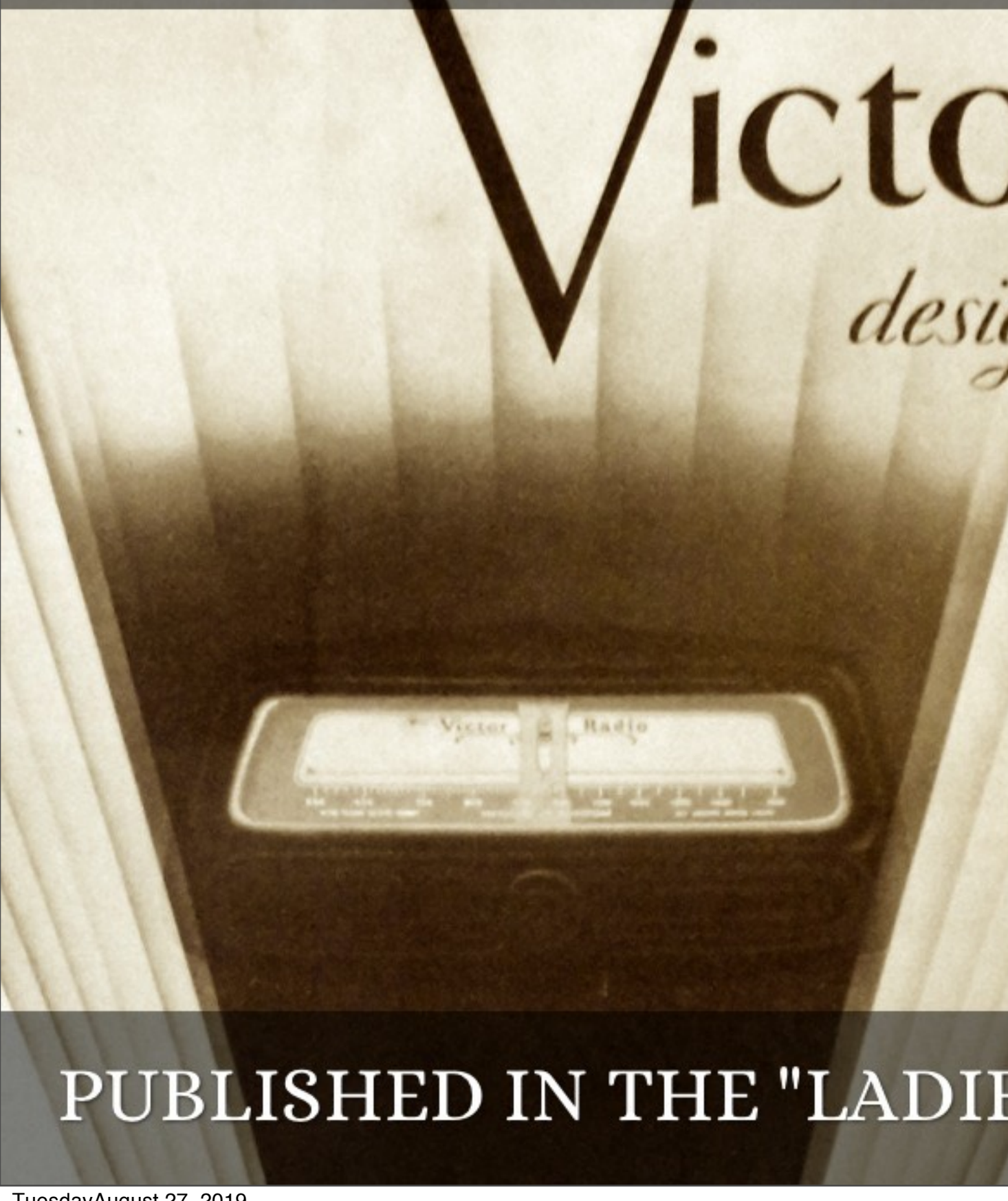
COMIC STRIPS
MOVIES
MUSICAL COMEDY
VAUDEVILLE
RADIO
POPULAR MUSIC
DANCE

WITH A NEW INTRODUCTION BY
MICHAEL KAMMEN

Gilbert Seldes
1893-1970


FLORENZ ZIEGFELD and SAMUEL GOLDWYN
present
EDDIE
Cantor
in
WHOOPEE
Music by WALTER DONALDSON
Lyrics by GUS KAHN
From the Musical Comedy by
WILLIAM ANTHONY McGUIRE
ALL
TECHNICOLOR
UNITED ARTISTS PICTURE

"EVERYONE 'OUGHT TO BE RICH!" - JOHN J. RASKOB



Victor-Radio

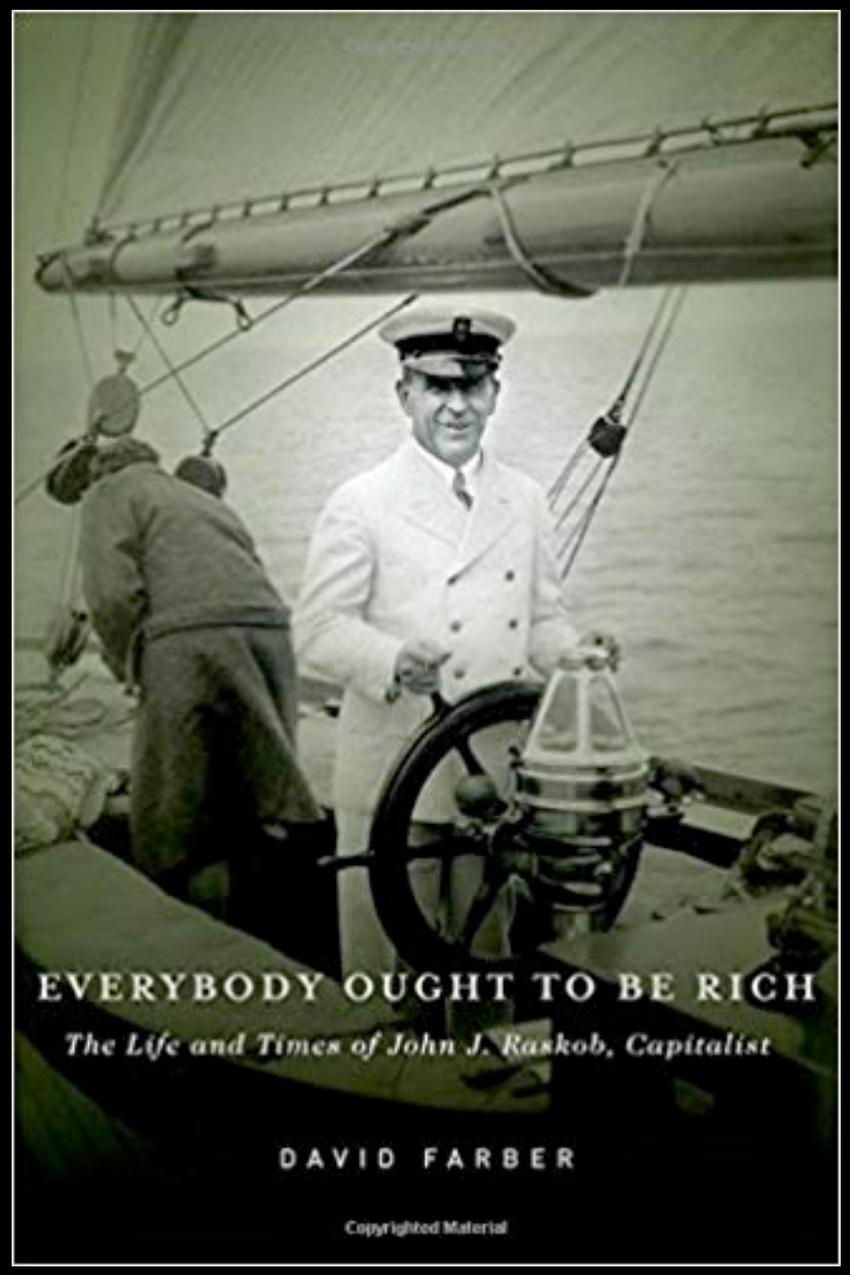
designed by Victor . . .
built by Victor . . .

New in Principle . . .
New in Performance . . .
Sensational in Price . . .

At last . . . Micro-Synchronous Radio . . . a radio by the creator of the Orthophonic Victrola . . . by the producer of the marvelous Orthophonic records . . . that crystallizes in one magnificent instrument—Victor's incomparable craftsmanship and acoustical genius.

has withheld for years—until every detail was tried, tested and approved by the greatest radio engineers

PUBLISHED IN THE "LADIES HOME JOURNAL"



24-1 Everybody Ought to Be Rich (1929)

John J. Raskob

John J. Raskob (1879–1950), associated with Du Pont and General Motors, served as chairman of the Democratic National Committee, the choice of Al Smith. Himself an investor in the stock market, here he provides some investment tips for one of the period's popular magazines, *Ladies' Home Journal* (see text p. 772).

Source: From Samuel Crowther, "Everybody Ought to Be Rich: An Interview with John J. Raskob," *Ladies' Home Journal* (August 1929). Copyright 1929, Meredith Corporation. All rights reserved. Used with permission of *Ladies' Home Journal.*

Being rich is, of course, a comparative status. A man with a million dollars used to be considered rich, but so many people have at least that much in these days, or are earning incomes in excess of a normal return from a million dollars, that a millionaire does not cause any comment.

Fixing a bulk line to define riches is a pointless performance. Let us rather say that a man is rich when he has an income from invested capital which is sufficient to support him and his family in a decent and comfortable manner—to give as much support, let us say, as has ever been given by his earnings. That amount of prosperity ought to be attainable by anyone. A greater share will come to those who have greater ability. . . .

It is quite true that wealth is not so evenly distributed as it ought to be and as it can be. And part of the reason for the unequal distribution is the lack of systematic investment and also the lack of even moderately sensible investment.

One class of investors saves money and puts it into savings banks or other mediums that pay only a fixed interest. Such funds are valuable, but they do not lead to wealth. A second class tries to get rich all at once, and buys any wildcat security that comes along with the promise of immense returns. A third class holds that the return from interest is not enough to justify savings, but at the same time has too much sense to buy fake stocks—and so saves nothing at all. Yet all the while wealth has been here for the asking.

The common stocks of this country have in the past ten years increased enormously in value because the business of the country has increased. Ten thousand dollars invested ten years ago in the common stock of General Motors would now be worth more than a million and a half dollars. And General Motors is only one of many first-class industrial corporations.

It may be said that this is a phenomenal increase and that conditions are going to be different in the next ten years. That prophecy may be true, but it is not founded on experience. In my opinion the wealth of the country is bound to increase at a very rapid rate. The rapidity of the rate will be determined by the increase in consumption, and under wise investment plans the consumption will steadily increase.

WE HAVE SCARCELY STARTED

Now anyone may regret that he or she did not have ten thousand dollars ten years ago and did not put it into General Motors or some other good company—and sigh over a lost opportunity. Anyone who firmly believes that the opportunities are all closed and that from now on the country will get worse instead of better is welcome to the opinion—and to whatever increment it will bring. I think that we have scarcely started, and I have thought so for many years.

In conjunction with others I have been interested in creating and directing at least a dozen trusts for investment in equity securities. This plan of equity investments is no mere theory with me. The first of these trusts was started in 1907 and the others in the years immediately following. Under all of these the plan provided for the saving of fifteen dollars per month for investment in equity securities only. There were no stocks bought on margin, no money borrowed, nor any stocks bought for a quick turn or resale. All stocks with few exceptions have been bought and held as permanent investments. The fifteen dollars was saved every month and the dividends from the stocks purchased were kept in the trust and reinvested. Three of these trusts are now twenty years old. Fifteen dollars per month equals one hundred and eighty dollars a year. In twenty years, therefore, the total savings amounted to thirty-six

"Everybody Ought to be Rich"

- Business success became almost a religion for some.
- 1929 article stated saving $15 a week over 20 years could bring a $400 a month income from investment – John J. Raskob
- "Anyone can be rich, but ought to be rich"

http://www.hagley.lib.de.us/raskob-t.jpg

ALL QUIET ON THE WESTERN FRONT

REMARQUE

LITTLE·BROWN AND COMPANY

The VAGABOND LOVER

From
THE RADIO PICTURE
Starring

RUDY VALLEE

A ROMANCE OF MIRTH & MELODY

Most Sincerely to
Elinor Lipkin
Bing Crosby

Bobby Jones
1902-1971

“The question of whether Jones will win [the National Amateur Gold Championship at Pebble Beach] is in millions of people’s minds all over the country; for golf is in its heyday as the business man’s game. For years, aspiring executives have been drilled in the idea that afternoon plus-fours provide not only enjoyment but useful business contacts, and country clubs have been becoming more palatial, more expensive, and more heavily mortgaged with membership bonds.”

—Frederick Lewis Allen, Since Yesterday

Bill Tilden
1893-1953

TIME

The Weekly Newsmagazine

ALFRED EMANUEL SMITH

East coast, West coast, all around the land.

(See NATIONAL AFFAIRS)

Volume XI Number 18

Al Smith and family on the beach in Southampton

Al Smith and family at the dedication of the Empire State Building

BROOK
BATTE
TUNN
LOCAL

e United States, you will not find recorded in the newspapers a
t whip themselves into frenzies over the usual. None of us is a
y fog. Surely, we imagine, there is higher ground ahead. Yet at

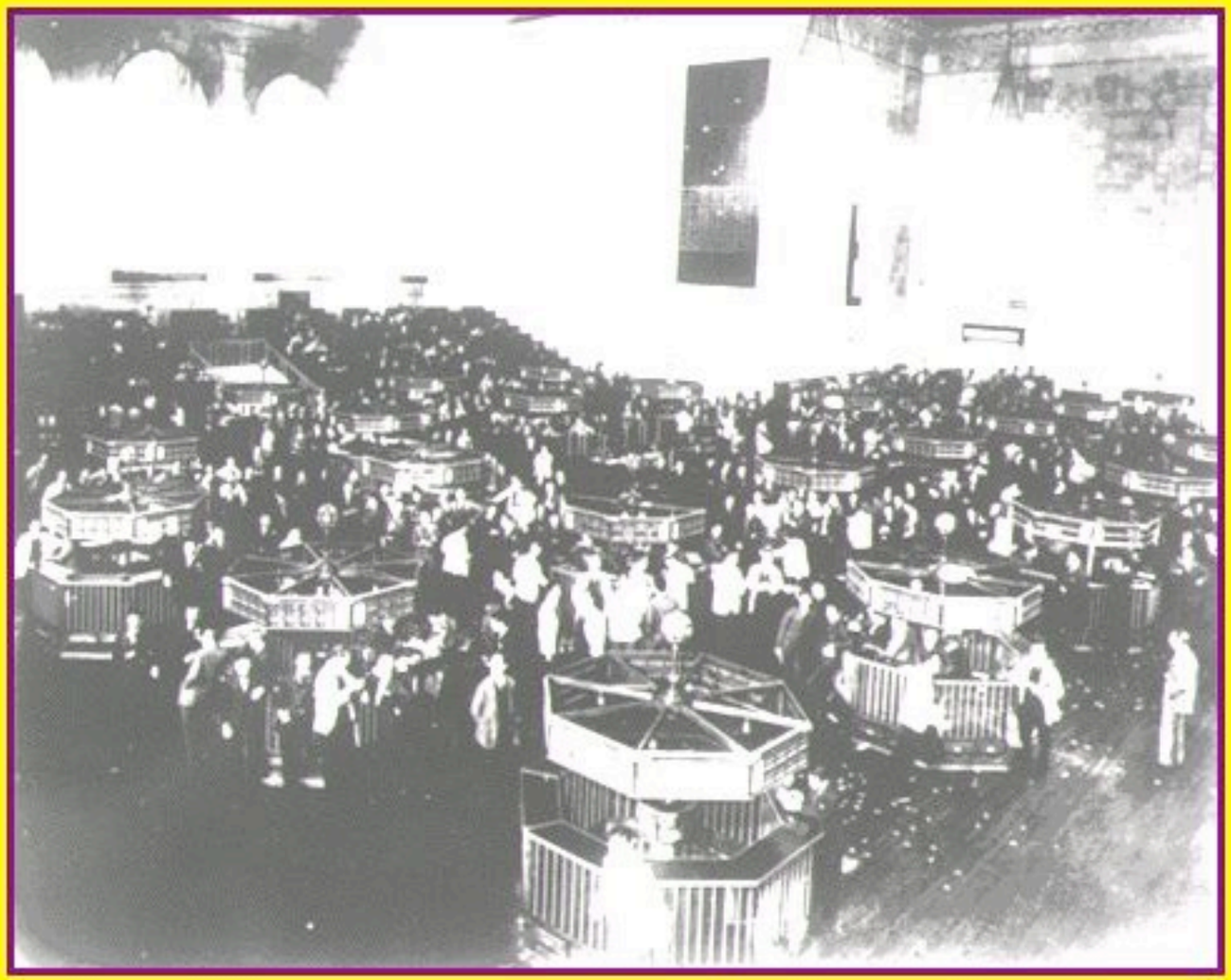
—Frederick Lewis Allen, *Since Yesterday*

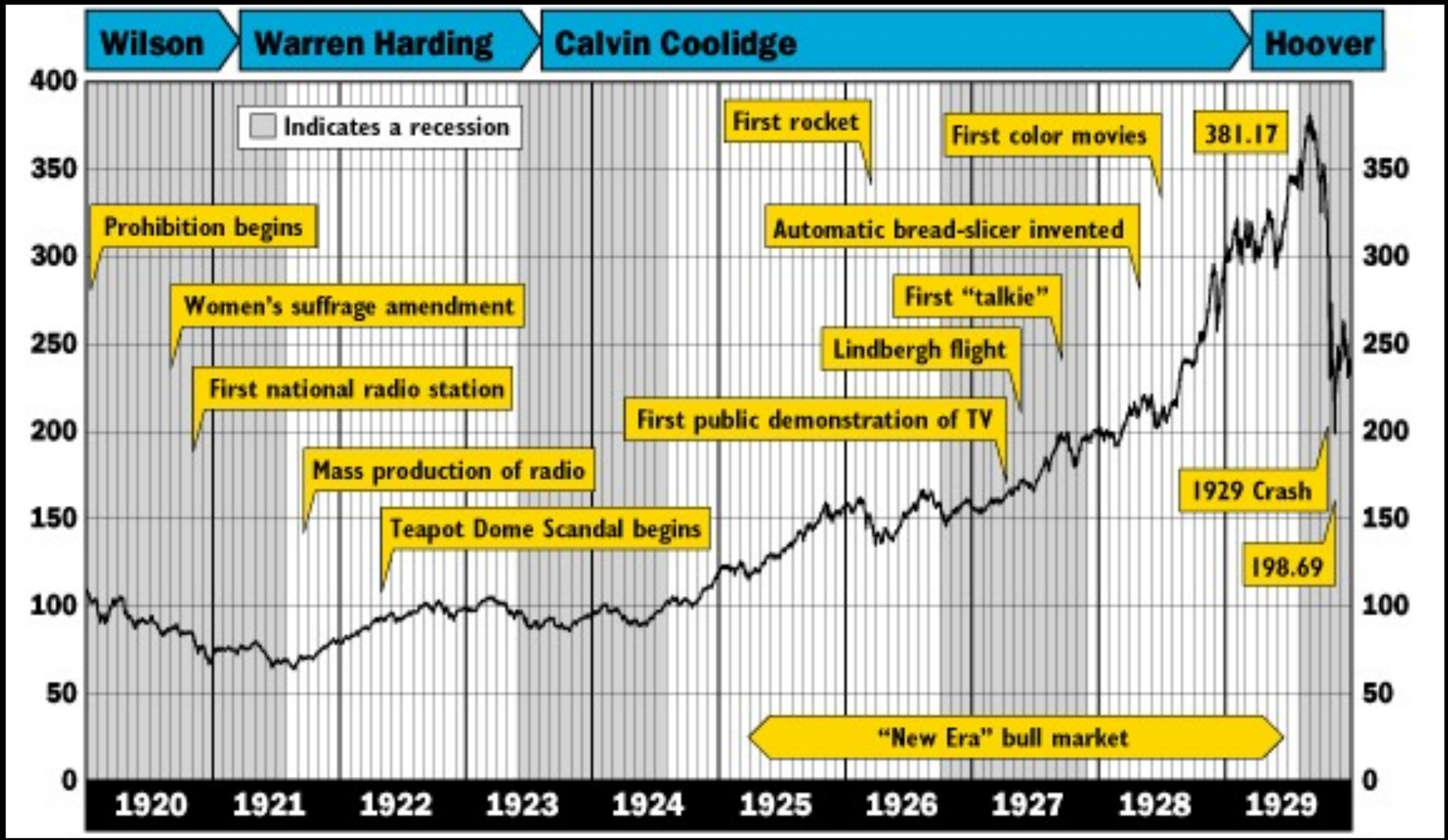
I. The Long Bull Market

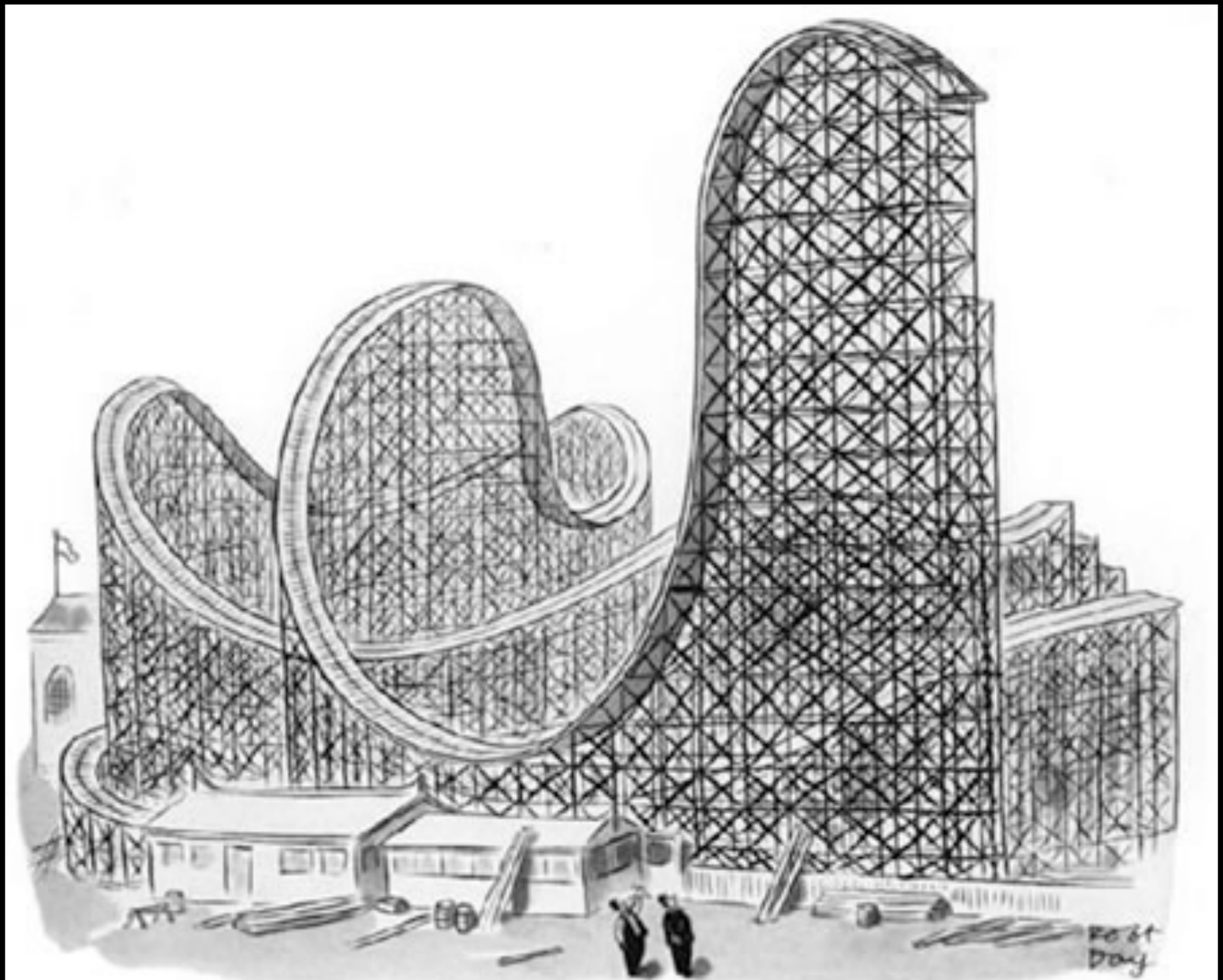
A. In the 1920s, a prolonged bull market convinced many to invest in the stock market

1. Hoping for a quick profit, they engaged in speculation

By the beginning of 1928, speculating in the stock market had become almost a national mania. It was not true that "everybody was in the market," but it just seemed that way. Only about 3 million people had invested in the stock market.




Wilson
Warren Harding
Calvin Coolidge
Hoover
400
350
300
250
200
150
100
50
0
Indicates a recession
Prohibition begins
Women's suffrage amendment
First national radio station
Mass production of radio
Teapot Dome Scandal begins
First rocket
First color movies
381.17
Automatic bread-slicer invented
First "talkie"
Lindbergh flight
First public demonstration of TV
1929 Crash
198.69
"New Era" bull market
1920
1921
1922
1923
1924
1925
1926
1927
1928
1929

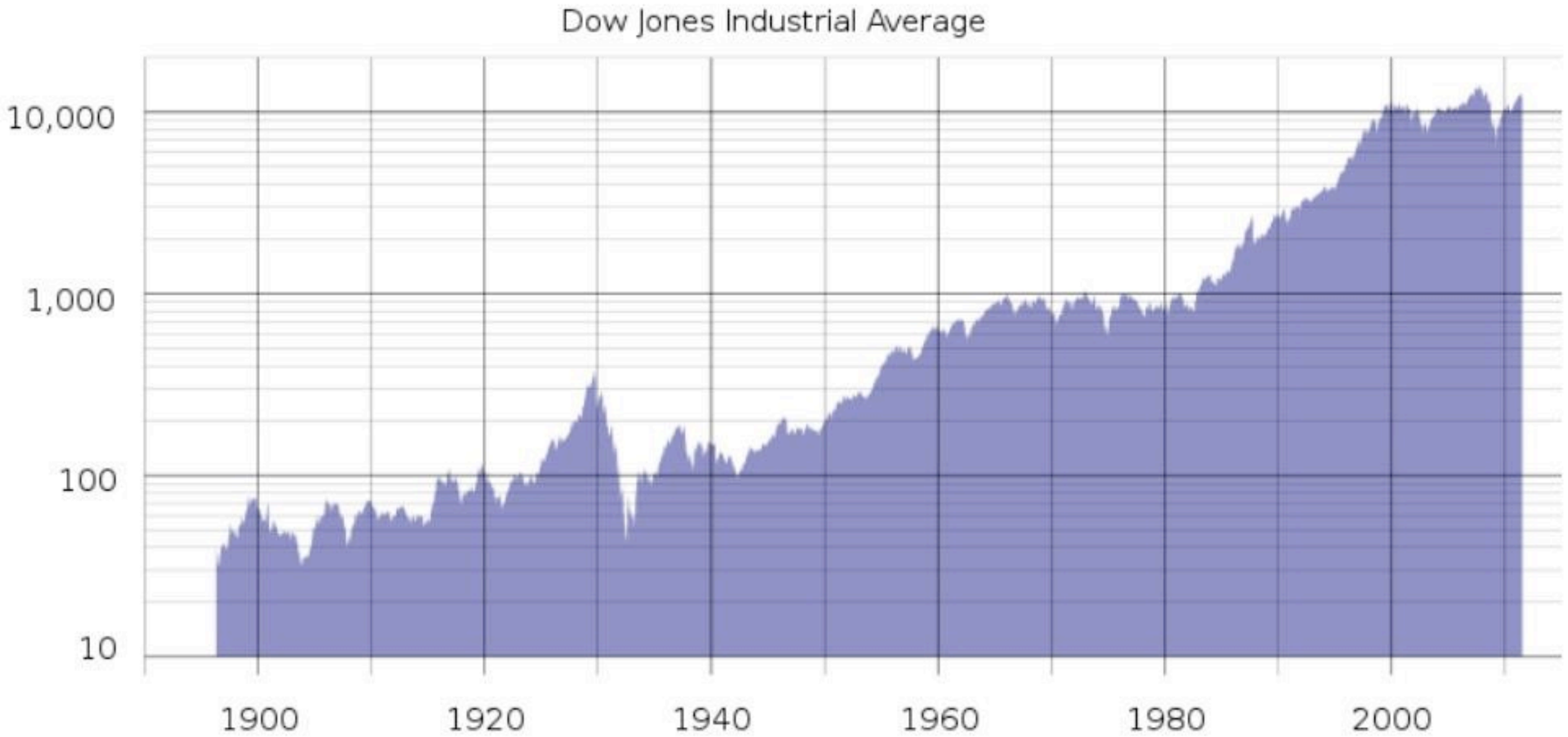


STOCK MARKET, THE RIDE

“If you wished to be set down as the craziest of prophets by any of the men and women whom you have watched going about their affairs in the glaring sunlight of September 3, 1929, you would only have to tell them the within two months they are to witness the greatest financial panic in American history, and that it will usher in a prolonged and desperate economic crisis.”

—Frederick Lewis Allen, *Since Yesterday*

The **Bull Market** and the "**Strong Economy**" of the 1920s



* What is the **Dow Jones Industrial Average**? (the average value of 30 large, industrial stocks) – indicator of the stock market!

* If the **DJIA** is going up, then the stock market is doing well; if the **DJIA** is going down, then the stock market is not doing well *

“The stock market frenzy began in March, 1928.... How much longer could you hold out when your neighbor who bought General Motors at 99 in 1925 sold it at 212 in 1928?
—William Leuchtenburg

The Great Bull Market

taking orders

San Francisco Chronicle
CRASH
Market Collapses in Tel. & Tel. and Steel
6,410,030 Share Day Among Heaviest Losers
Divorce Trial

"Thou who art the hope of good men, and the fear of all bad men, and both of whom it is well, is it not?" —Book of Jonah.

The Milwaukee Leader

"Unawed by Influence and Unbribed by Gain"

HOME EDITION

Vol. 18—No. 175. MONDAY EVENING, OCTOBER 28, 1929. PRICE THREE CENTS

BILLIONS LOST IN NEW STOCK CRASH

PRINCIPALS IN COAST CASE

TRUNK PLANT FIRE DAMAGE IS $75,000

Thirtieth St. Industrial Area Menaced for Hours.

May Punish Senator for Aiding Tariff Lobbyists

FIRE MENACES INDUSTRIAL AREA

BINGHAM SAYS IT'S FRAME-UP, IS CRITICISED

North Planning to Offer Resolution in Senate.

BANKERS' AID FAILS TO END SELLING WAVE

United States Steel Leads List in Plunge.

Fleshey Badge of Alcohol, Pays $1 Fine

PANTAGES IS

Newsies Call

Fair, slightly cooler tonight. Friday fair. Fresh southwest to west winds.

BROOKLYN DAILY EAGLE

And Complete Long Island News

LATE NEWS
WALL STREET 1:15 PRICES ★★

89th YEAR—No. 295. ★ NEW YORK CITY, THURSDAY, OCTOBER 24, 1929. ★ REISSUE 32 PAGES THREE CENTS

WALL ST. IN PANIC AS STOCKS CRASH

Attempt Made to Kill Italy's Crown Prince

ASSASSIN CAUGHT IN BRUSSELS MOB; PRINCE UNHURT

Royal Suitor Was About to Lay Wreath on Unknown Soldiers' Tomb.

Princess, Deeply Moved, Falls Into Fiance's Arms and Kisses Him

Brussels, Oct. 24 (AP)—Crown Prince Humbert, after his return from the Unknown Soldier's Tomb where he escaped assassination, was receiving members of the Italian colony when his fiancee, Princess Marie Jose arrived. She hurriedly ran to him and fell in his arms, kissing him passionately. The pale complexion of the Princess indicated how deeply moved she was by the attempt on her fiance's life. The Prince said: "All's well that ends well and I have myself informed my mother that nothing happened to her son."

Brussels, Oct. 24 (AP)—A shot was fired at Crown Prince Humbert of Italy at 9:45 a.m. today as he was about to lay a wreath upon the tomb of Belgium's Unknown Soldier. The Prince arrived here yesterday to celebrate the centennial of Princess Marie Jose

Hollywood Fire Destroys Films Worth Millions

ATTEMPT MADE ON LIFE

Crown Prince Humbert.

Consolidated Studios Are Swept by Flames Fatal to One—Master Pictures Burned Include Many New Talkie Productions.

Hollywood, Oct. 24 (AP)—One man was killed and motion picture films, the value of which probably will run into millions of dollars, were lost in an explosion and fire which destroyed the laboratory of the Consolidated Film Industries here early today.

Fifty persons working in the building at the time of the blast ran to safety after the first explosion. Five minutes later there was a second detonation which shot flames through windows and doors, the laboratory workers escaping by the narrowest of margins.

The body of Albert Lund was removed from th wreckag by firmen. He died on the way to a hospital.

Due to the fact that the master

Please Turn to Page 15

FEAR 52 PERISHED IN LAKE MICHIGAN; FERRY IS MISSING

Wreckage Picked Up Indicates Craft Went Down With All Aboard.

Milwaukee, Wis., Oct. 24 (AP)—Hope that the car ferry Milwaukee of the Grand Trunk fleet, with 52 aboard, had weathered the 48-hour storm on Lake Michigan faded today with a report that wreckage from a boat had been picked up 30 miles off Wind Point, which is about 4 miles nor th of Racine.

Capt. C. N. Bedell of the steamer Colonel told Grand Trunk officials here that he sighted empty lifeboats, mattresses and the upper parts of a white cabin, boating in the lake off Wind Point. The upper part of the Milwaukee was painted white.

Some of the wreckage was picked up by the Colonel, but not of it carried any markings to make identification certain, Captain Bedell said.

Freighter Donaldson Safe.

Superior, Wis., Oct. 24 (AP)—The freighter Donaldson, overdue here since Tuesday night, arrived this mornig from Apostle Islands, where it had put in to await abatement of the storm which swept the Great Lakes. The Donaldson was loaded with coal.

21 Rescued on Lake Huron.

Sault Ste. Marie, Mich., Oct. 24 (AP)—Twenty-three seamen and officers of the stranded steamer Maple Court of the Canada Steamship Lines were rescued by a Coast Guard

PIECE OF PLANE LIKE DITEMAN'S IS FOUND AT SEA

Black and Orange Wreckage Indicates Daring Flier Went to Death.

St. John's, N. F., Oct. 24 (by the Canadian Press)—The report from Harbor Grace that the S.S. Kyle had picked up a message from an unidentified ship concerning the finding of airplane wreckage was stated by the Newfoundland management to be without foundation. the management has had no message from the Kyle.

Harbor Grace, N. F., Oct. 24 (AP)—A radio message from "Operator Serrick" of the S. S. Kyle today advised that he had picked up a Marconi message from the S. S. Scythia that another ship, name unknown, had discovered a piece of airplane wreckage at 2 p.m. yesterday. The wreckage was black and orange. The message did not give the ship's position.

The S.S. Kyle is presumably the Newfoundland Government ship of that name.

[The little plane in which Urban F. Diteman essayed to cross the Atlantic from Harbor Grace to London had a black fuselage and its wings were painted orange.]

No Diteman Gas in Greenland.

Copenhagen, Oct. 24 (AP)—Daugaard Jensen, Governor of Greenland, today informed the Associated

High Duty Group Gave $700,000 to Coolidge Drive

Grundy Agrees Rates Went Up Due to His Activities as Propagandist. Favors More Lobbying to 'Carry Out Voters' Wish.'

Eagle Bureau, Capitol Bld.
By HENRY SUYDAM.

Washington, Oct. 24—Joseph R. Grundy, Bristol, Pa., manufacturer who admittedly has been lobbying in the capital for several decades in the interest of a protective tariff, testified before the Senate Lobby Committee today that he raised $700,000 for President Coolidge's campaign in 1924 and that most of the money came from interests seeking higher tariffs.

He intimated that he was in favor of more lobbying for higher du-

Please Turn to Page 2.

FOR MORE LOBBYISTS

STOCKS CRASH IN RUSH TO SELL; BILLIONS LOST

Morgan, Mitchell Buying Stocks in Effort to Check Rush to Unload.

Wall Street was in a panic today, with no one to guide it out. Sstocks crashed 10 to 50 points to outrageous levels. Wheat broke 10 cents a bushel in Chicago on distress selling. Bankers were offering some support, but admitted the situation had gotten beyond them.

Charles E. Mitchell, chairman of the National City Bank, was conferring in the office of J. P. Morgan & Co., it was understood, and other leading bankers were there.

It was also understood the Morgan partners had been talking by telephone with J. P. Morgan in London all morning.

By noonday the best information was that they had been buying stocks, but that the situation had gotten beyond them.

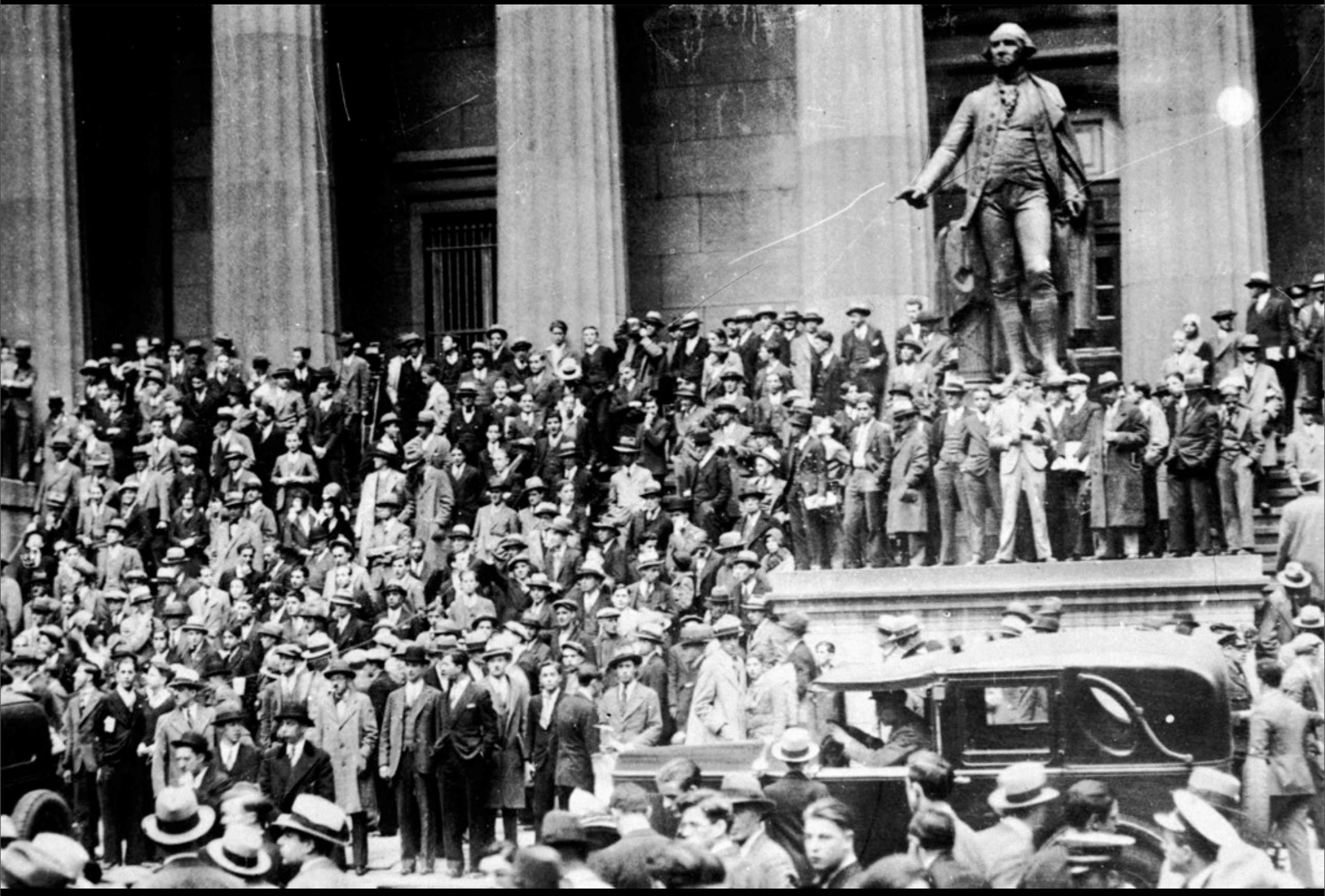
Panic reigned on the Stock Exchange today. Stocks broke terrifically, without any support whatever. Declines of 10 and 20 points were widespread. Selling was at a

CARNEGIE CHARGE OF PAID ATHLETES ROUSES COLLEGES

HOOVER'S TRAIN HALTED BY AUTO PLACED ON RAILS

WARDER SOUGHT TO KEEP SEA TRIP

SOMERS NAMED AS HEAD OF NEW

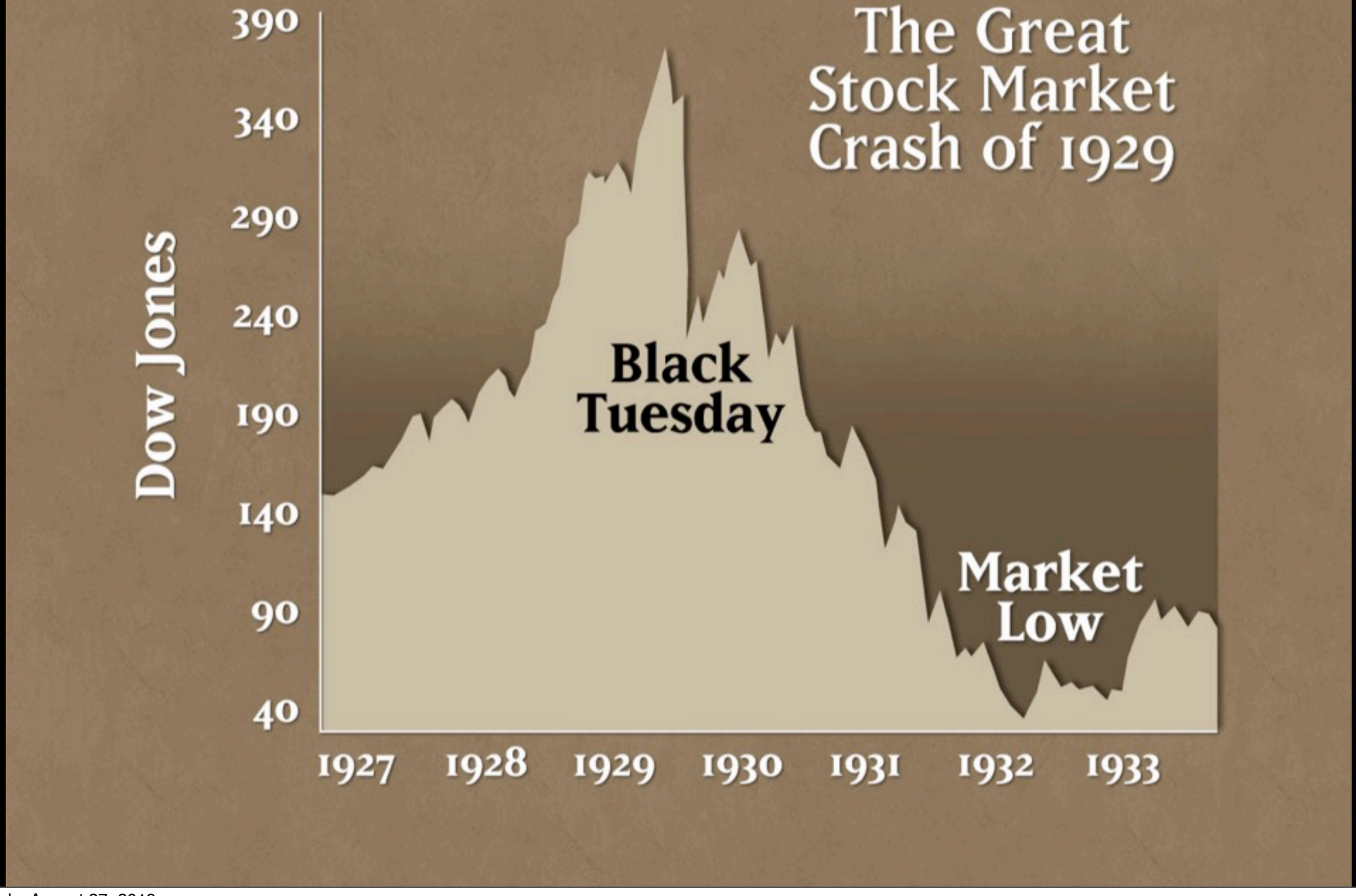


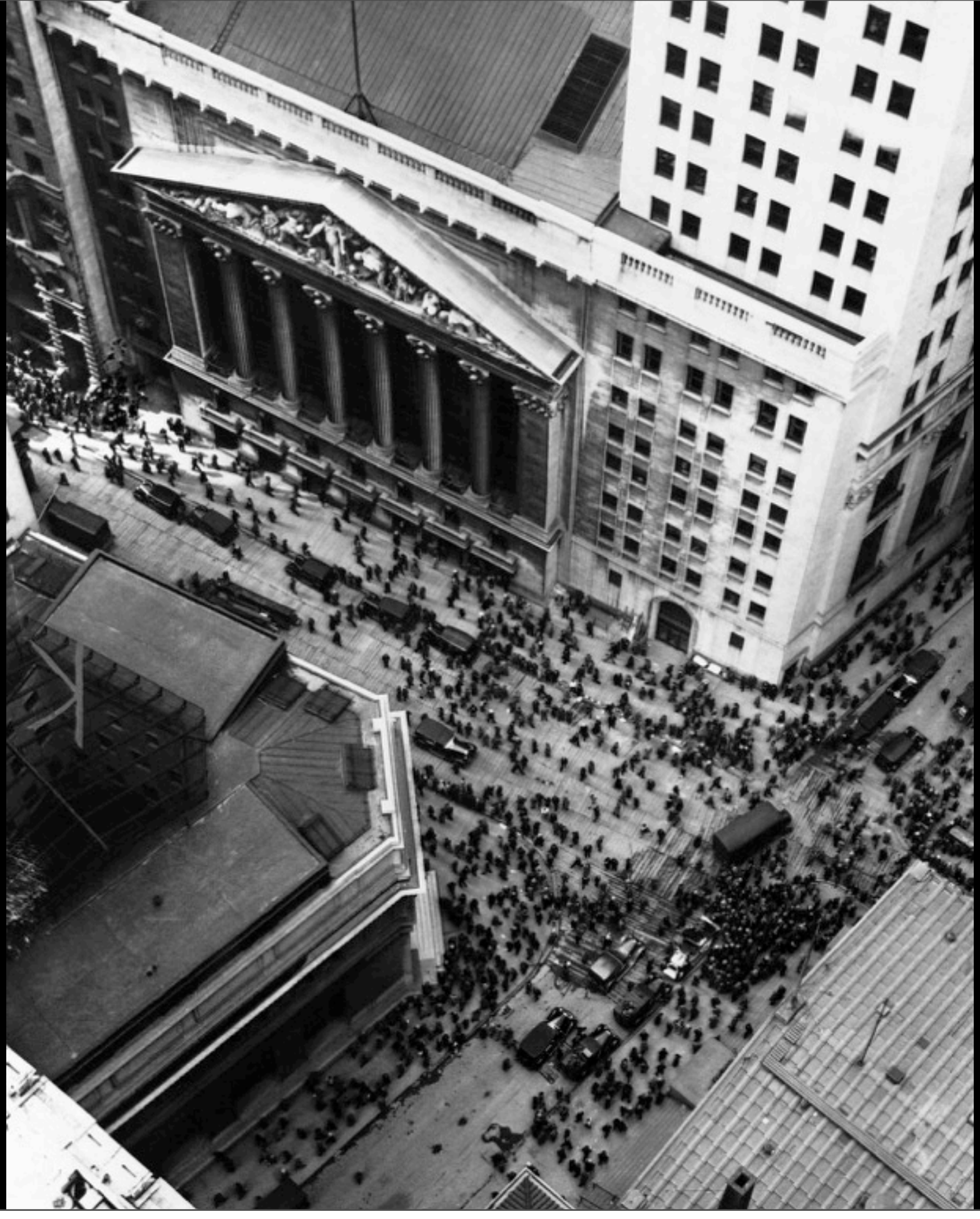
CAUTION

On Margin.

3 Col Saturday Cartoon

Stock Market before and after Black Tuesday

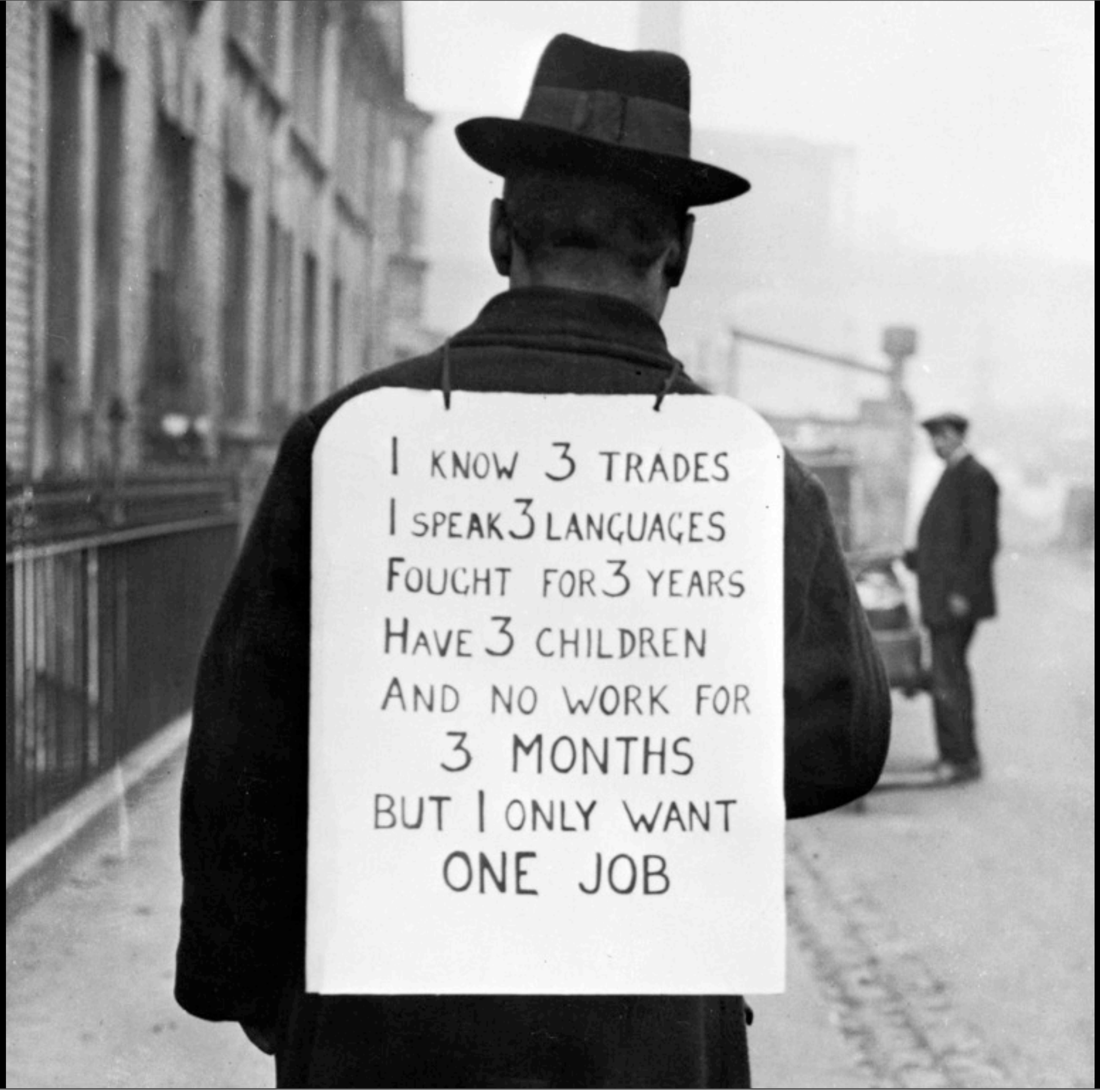


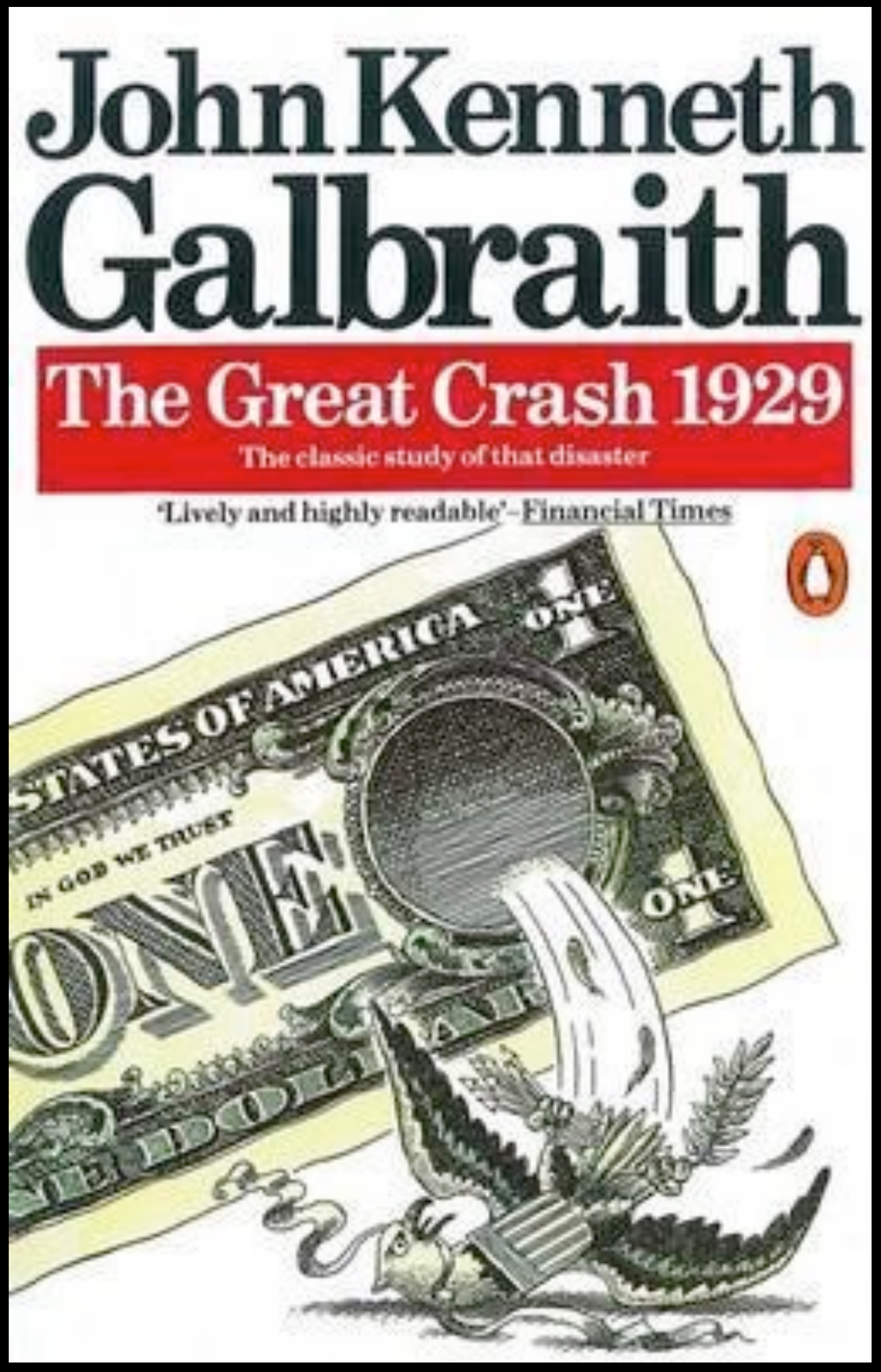


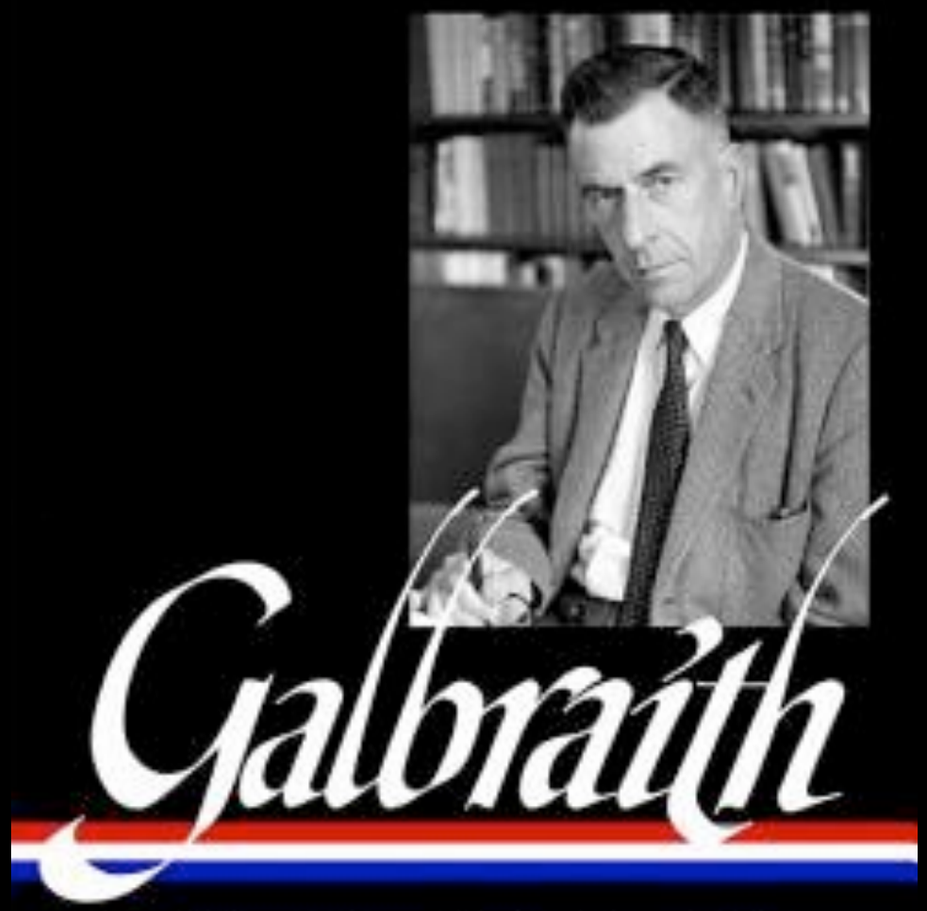
nties—the over-expansion of major industries, the maldistribu
he rubber-tire business—were badly overbuilt. Since there was
ite direction), it was inevitable that as investment fell off and t
William Leuchtenburg, *The Perils of Prosperity*

THE UNEMPLOYED
DOUGHNUTS
FREE SOUP
&
ALBERT J.
HORAN
BAILIFF
PARKING

"Scuse me, Buddy, is this the bread-line or a run on a bank?"


I KNOW 3 TRADES
I SPEAK 3 LANGUAGES
FOUGHT FOR 3 YEARS
HAVE 3 CHILDREN
AND NO WORK FOR
3 MONTHS
BUT I ONLY WANT
ONE JOB


John Kenneth
Galbraith
The Great Crash 1929
The classic study of that disaster
'Lively and highly readable'–Financial Times
STATES OF AMERICA
ONE
IN GOD WE TRUST
ONE


Galbraith
The Affluent Society & Other Writings
1952–1967
American Capitalism
The Great Crash, 1929
The Affluent Society
The New Industrial State

FIFTEEN CENTS

TIME

The Weekly News-Magazine

CHANCELLOR OF THE EXCHEQUER
At the annual Armageddon
(See Page 7)

VOL. V, No. 19 MAY 11, 1925

“Churchill presided over the most dramatically disastrous error by a government in modern economic.”
—John Kenneth Galbraith, *The Age of Anxiety*

The General Strike of 1926

TIME

The Weekly Newsmagazine

MONTAGU COLLETT NORMAN, P. C., D. S. O.

His love is a lady of 175.

(See Foreign News)

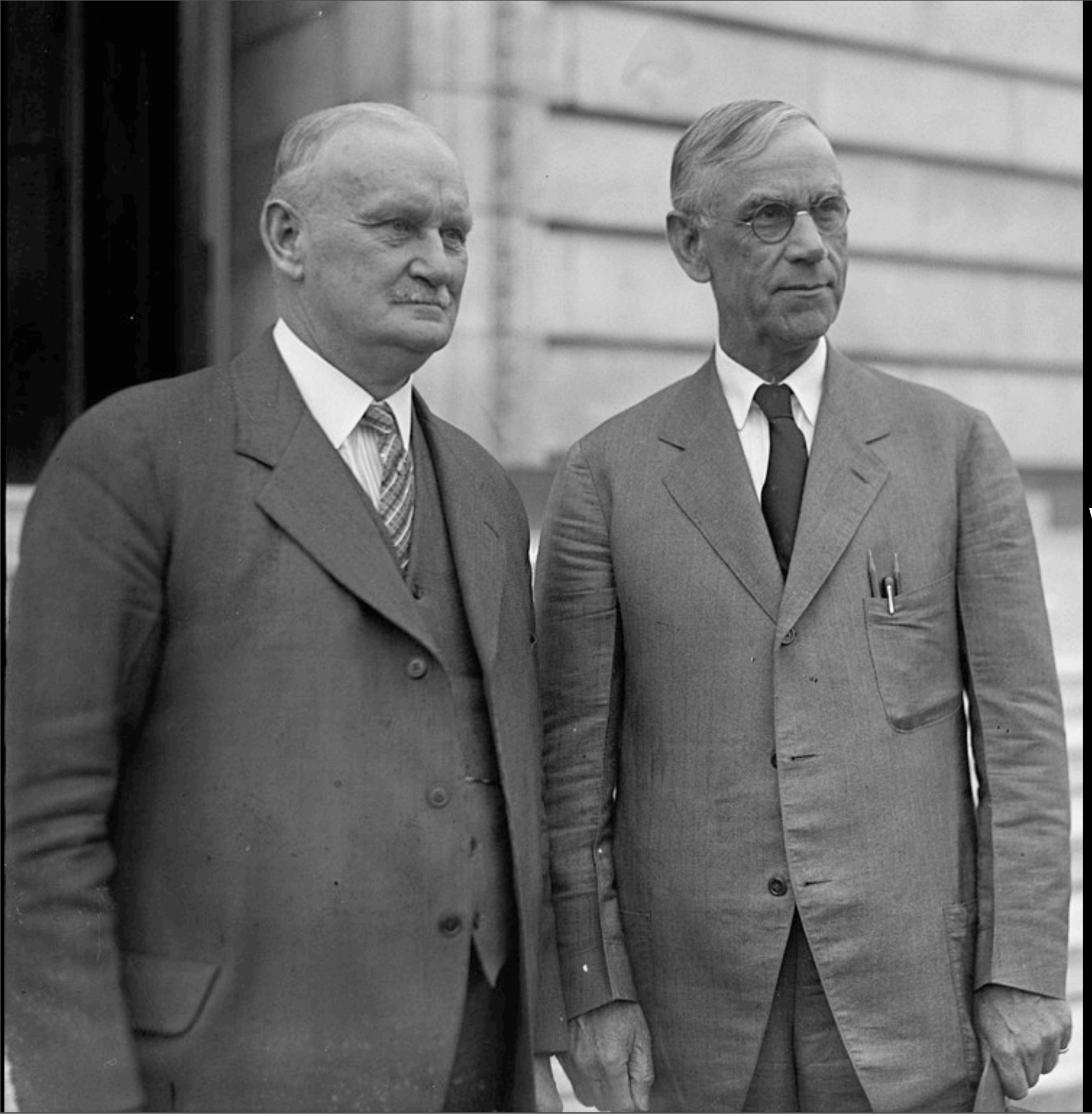
Volume XIV — Number 8

Benjamin Strong

Montagu Norman

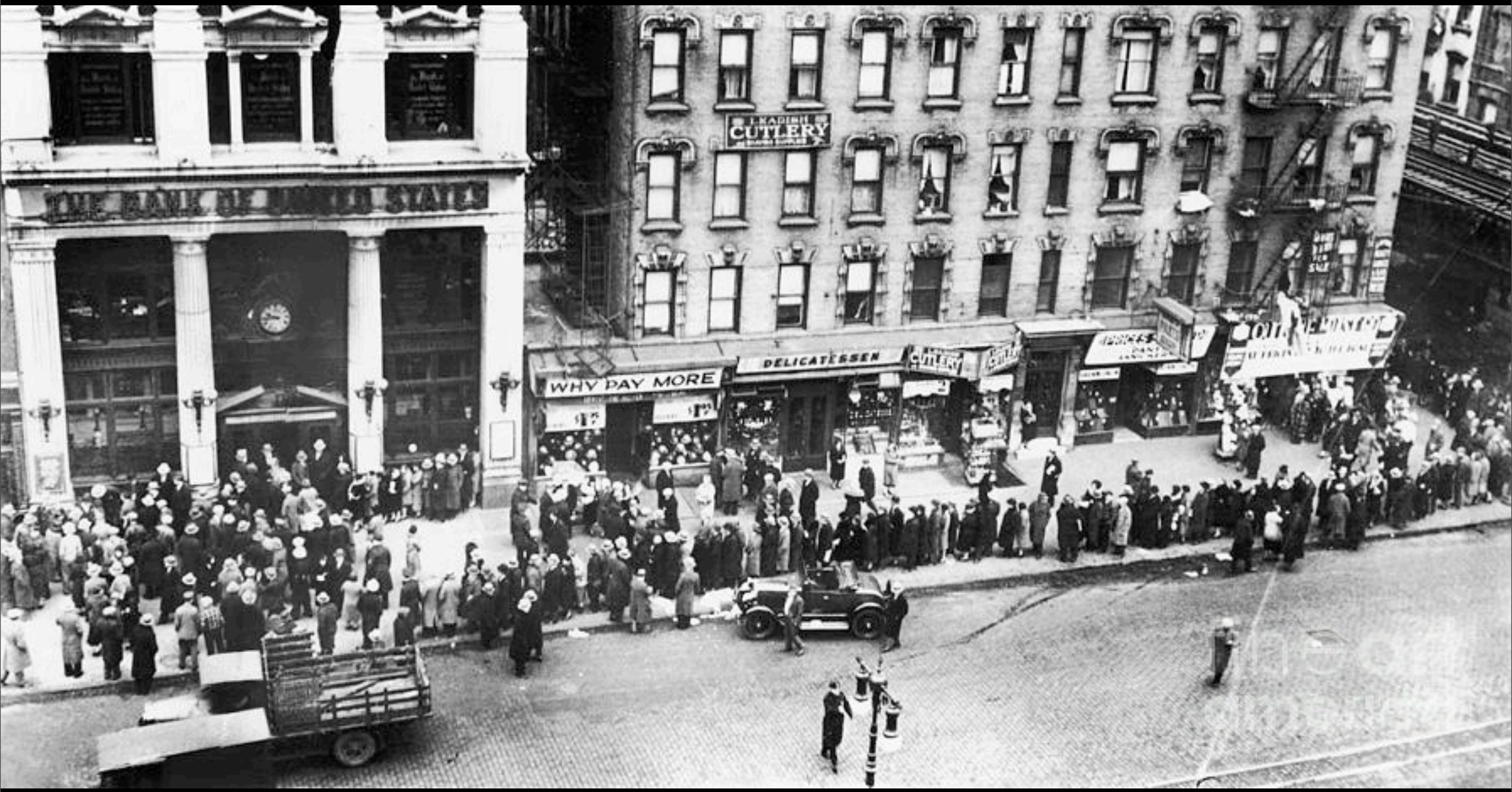
Hjalmar Schacht

Émile Moreau



Representative Willis C. Hawley and Senator Reed Smoot

"WAIT, I FORGET—ARE WE FOR OR AGAINST THIS TARIFF?"



“Nothing did more to turn the stock market crash of 1929 into a prolonged depression than the destruction of business and public morale by the collapse of the banks.”
—William Leuchtenburg, *The Perils of Prosperity*

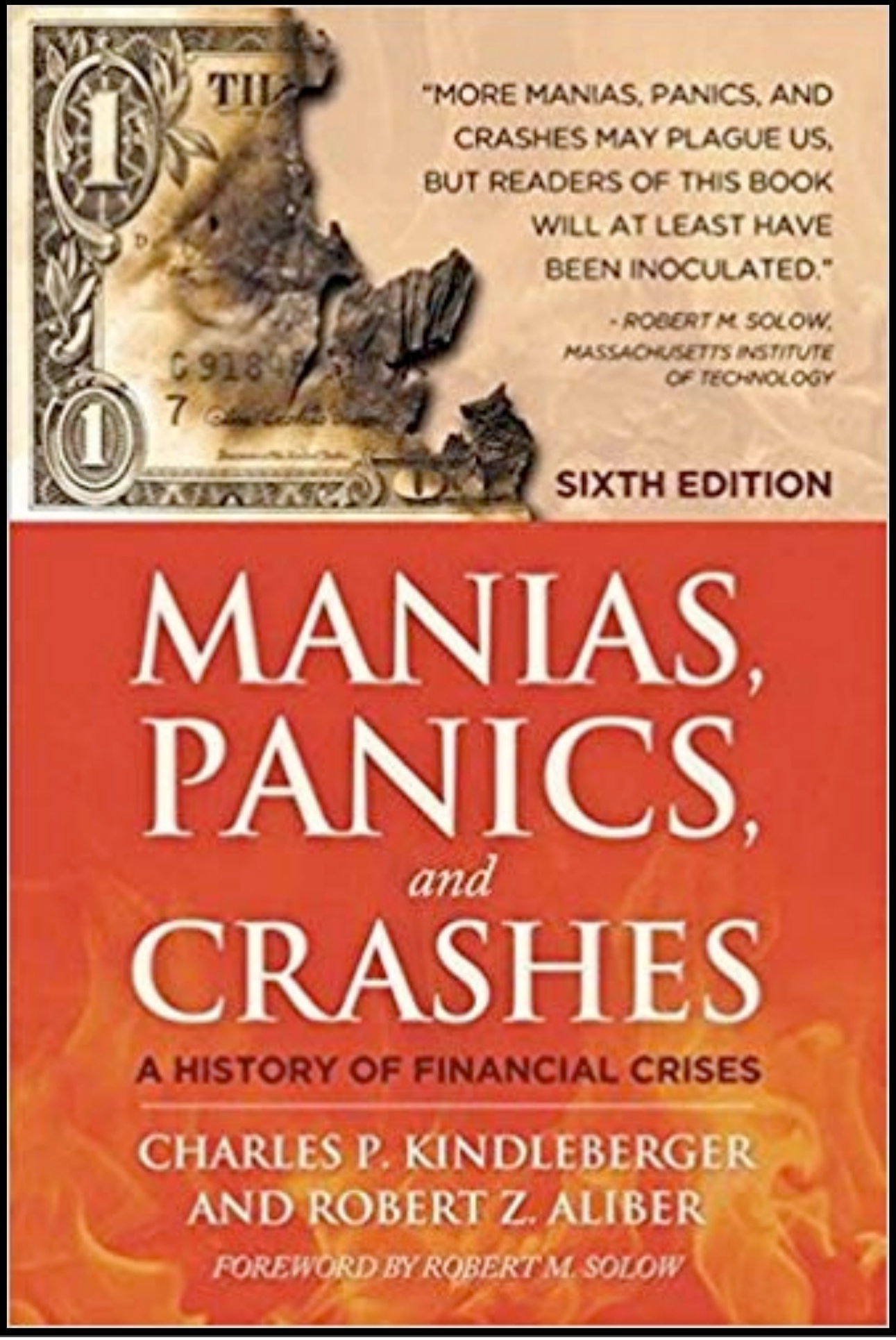
#4 U.S. political cartoon about failure of Banks and the loss of life savings, published ca. 1929

Background: One of the results of the Stock Market Crash was the failure of multiple banks and the total loss of peoples life savings.

TAX
PAY
WE DEMAND

© 1999 J.N. "Ding" Darling Foundation
THAT'S JUST WHAT HE TOLD ME
STOCK MARKET
FLORIDA LAND BOOM
GET RICH QUICK OIL STOCK
WAR PRICE SPECULATION
NEVER AGAIN!
THE SMALL SPECULATOR

ember 11, 1930 it struck close to the central nervous system o
ned and operated by Jews and held the deposits of thousands
ll Street financial houses, especially the militantly gentile Hou
David Kennedy, *Freedom from Fear*

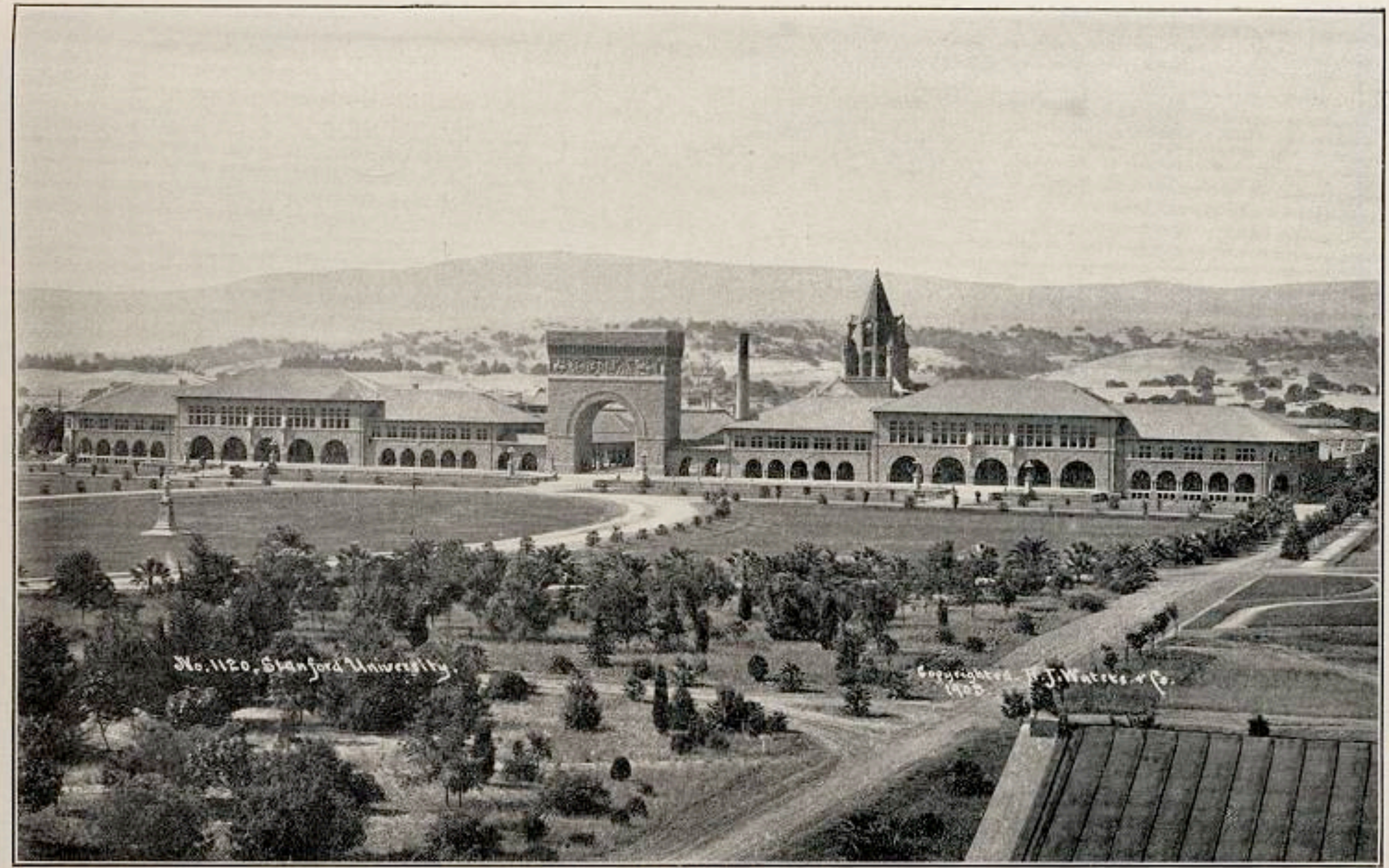

"MORE MANIAS, PANICS, AND CRASHES MAY PLAGUE US, BUT READERS OF THIS BOOK WILL AT LEAST HAVE BEEN INOCULATED."
- ROBERT M. SOLOW, MASSACHUSETTS INSTITUTE OF TECHNOLOGY
SIXTH EDITION
MANIAS, PANICS, and CRASHES
A HISTORY OF FINANCIAL CRISES
CHARLES P. KINDLEBERGER AND ROBERT Z. ALIBER
FOREWORD BY ROBERT M. SOLOW

“The 1929 depression was so wide, so deep and so long because the international economic system was rendered unstable… When every country turned to protect is national private interest, the world’s public interest went down the drain, and with it the private interests of all.”

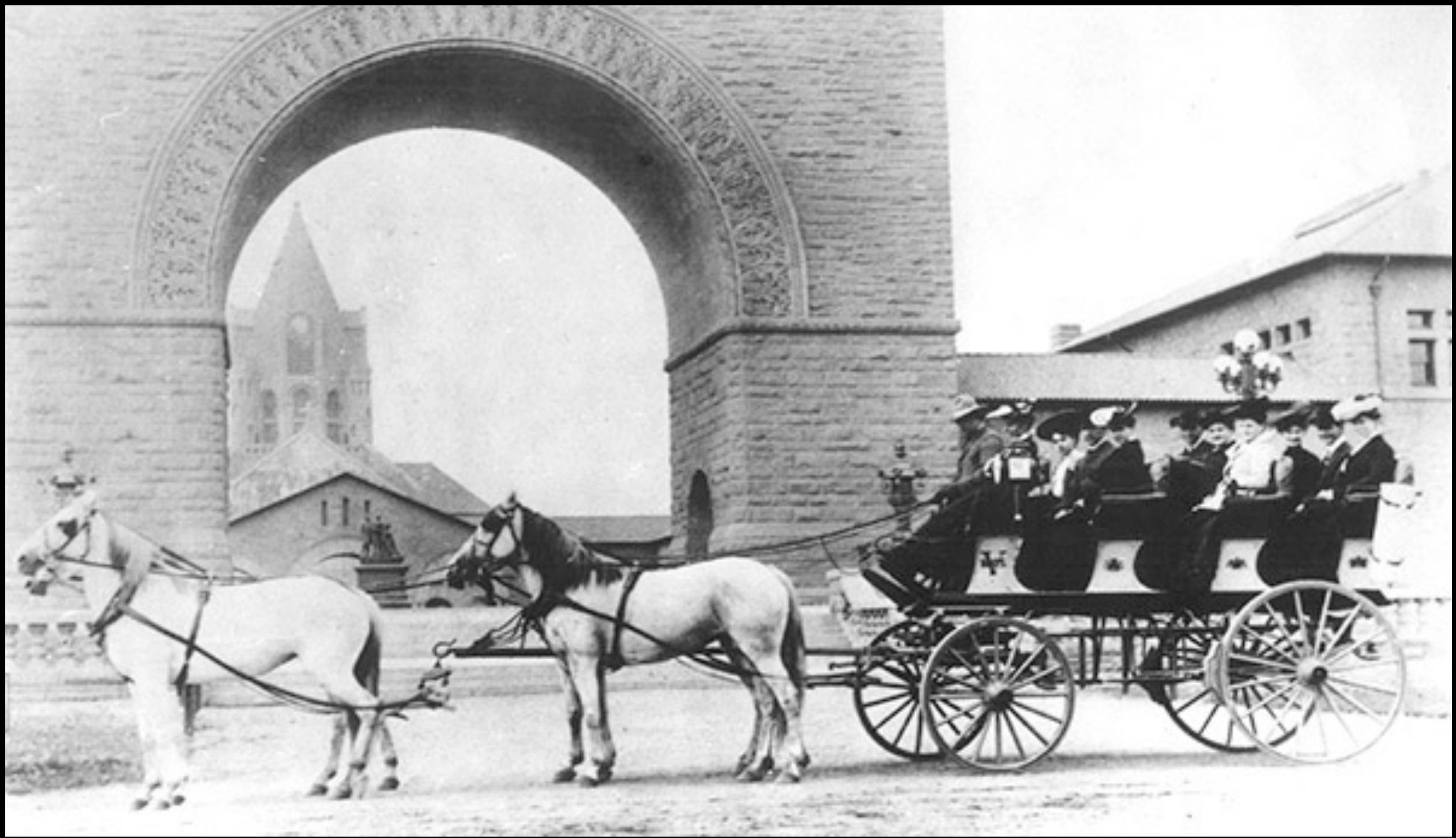
—Charles Kindleberger

31.

PHOTO: AP IMAGES



ILL. No. 66. GENERAL VIEW OF QUADRANGLE BUILDINGS, STANFORD UNIVERSITY, CONSTRUCTED OF SANDSTONE FROM GRAYSTONE QUARRIES.



JUNIOR QUAD APPEARS.

LOU HENRY HOOVER HOUSE

THIS 1919 RESIDENCE OF A DEVELOPING INTERNATIONAL STYLE OF ARCHITECTURE EMBODIED MRS. HERBERT HOOVER'S INNOVATIVE ARCHITECTURAL CONCEPTS. IT WAS EXECUTED BY ARCHITECTS ARTHUR B. CLARK, CHARLES DAVIS AND BIRGE CLARK, AND WAS MAINTAINED AS THE HOOVER'S FAMILY HOME. HERE IN 1928 HOOVER RECEIVED NEWS OF HIS ELECTION AS PRESIDENT OF THE UNITED STATES. UPON MRS. HOOVER'S DEATH THE HOUSE WAS GIVEN TO STANFORD UNIVERSITY.

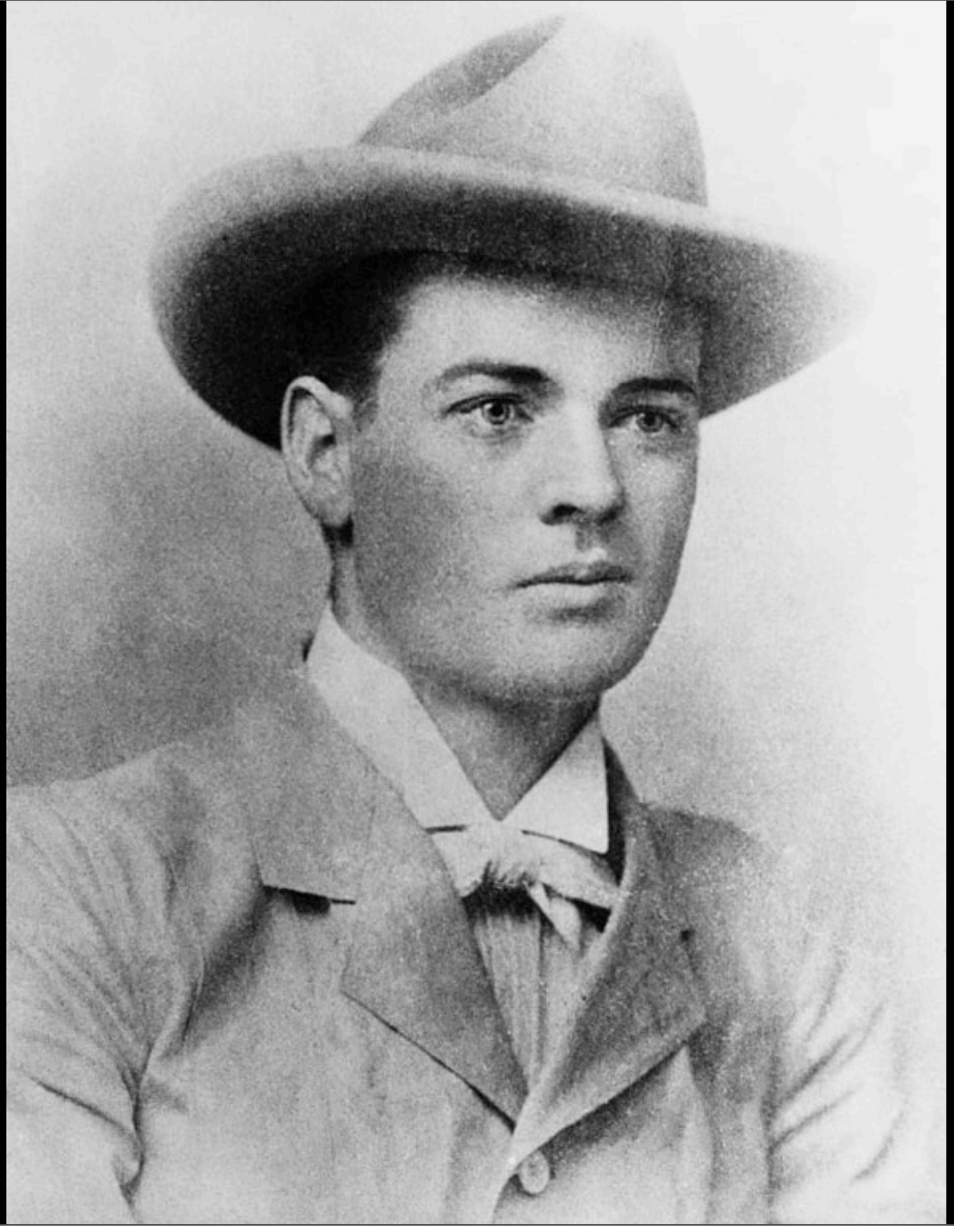
CALIFORNIA REGISTERED HISTORICAL LANDMARK NO. 913

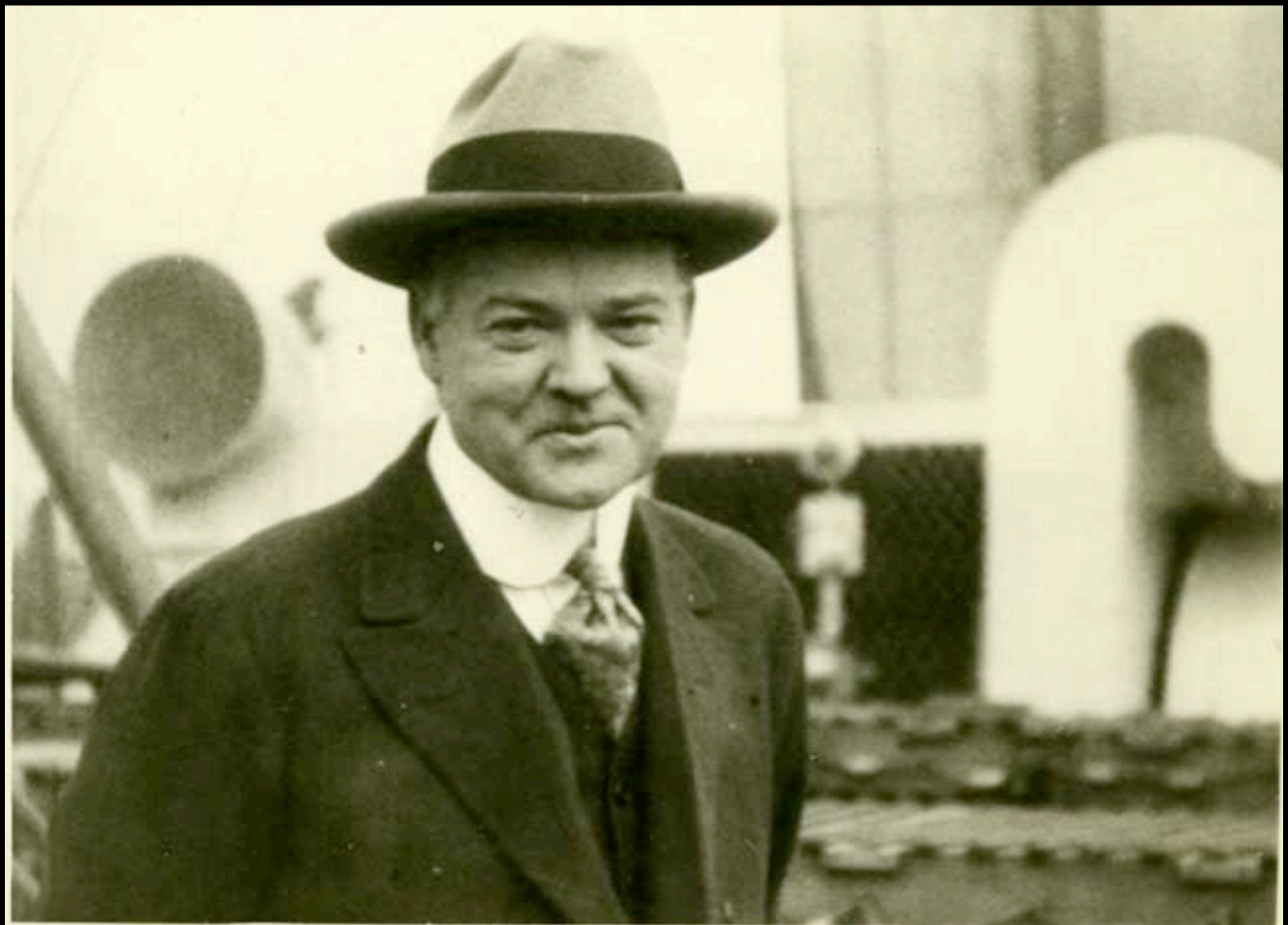
PLAQUE PLACED BY THE STATE DEPARTMENT OF PARKS AND RECREATION IN COOPERATION WITH THE STANFORD HISTORICAL SOCIETY AND STANFORD UNIVERSITY.
MAY 18, 1978

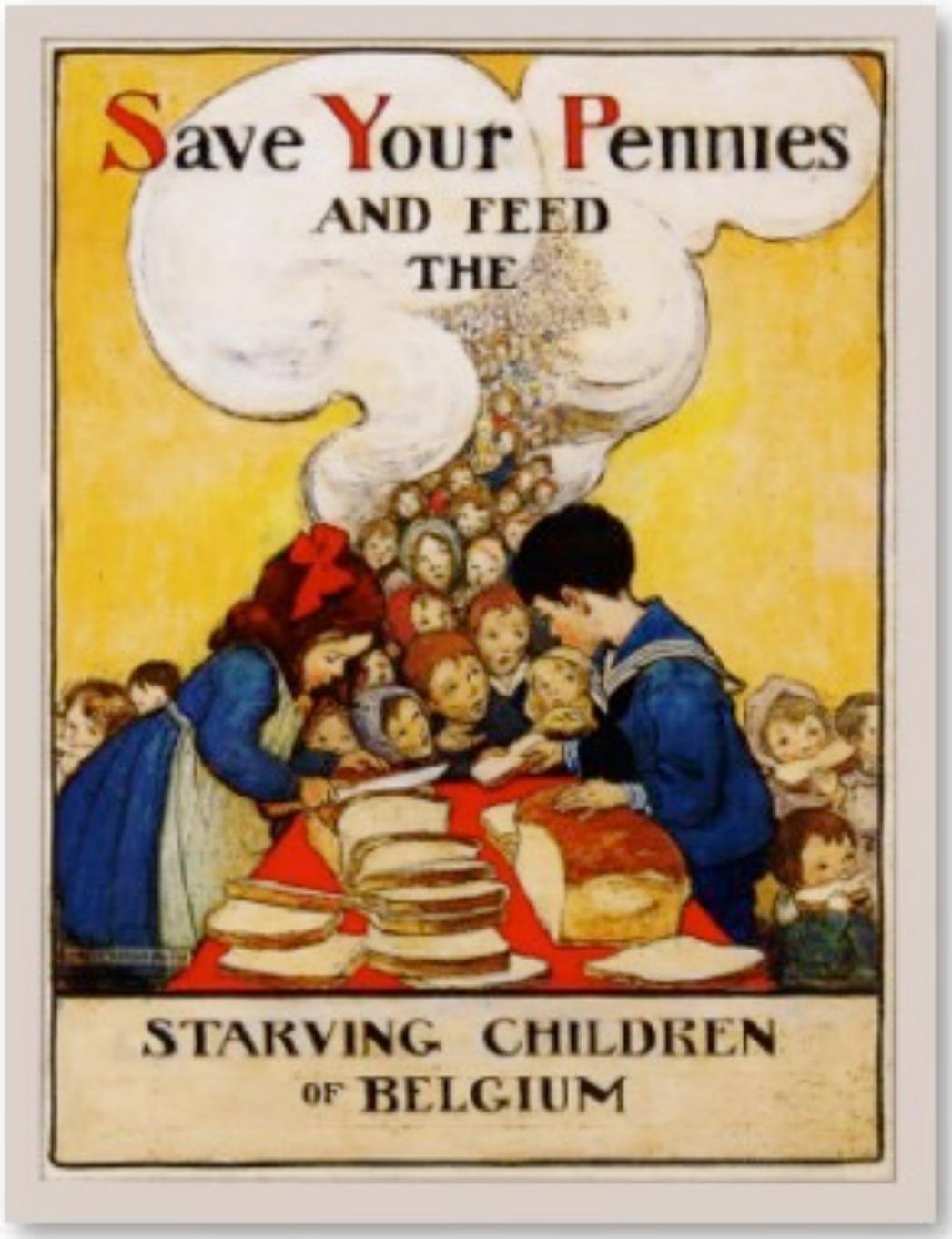
Principles of Mining Valuation, Organization and Administration

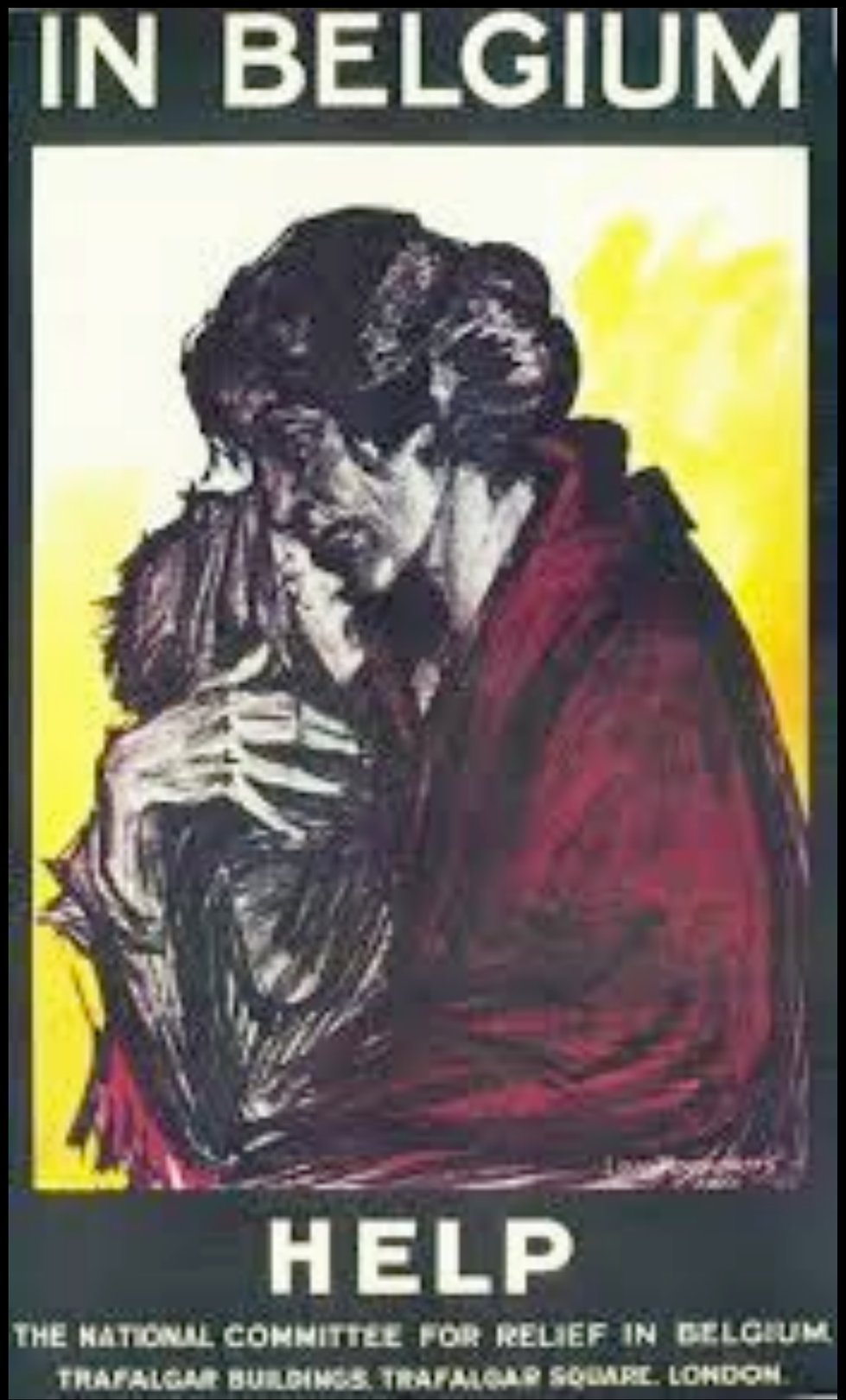
HERBERT HOOVER

A
PUBLIC DOMAIN
BOOK






Save Your Pennies
AND FEED
THE
STARVING CHILDREN
OF BELGIUM


IN BELGIUM
HELP
THE NATIONAL COMMITTEE FOR RELIEF IN BELGIUM
TRAFALGAR BUILDINGS, TRAFALGAR SQUARE, LONDON.

EUROPEAN
RELIEF

TÉ NATIONAL de SECOURS & d'ALIMENTATION
COMMISSION FOR RELIEF in BELGIUM
DIVISION du VÊTEMENT

Die einzige Aktion an der ICH mich persönlich beteilige.
HERBERT C. HOOVER
UNITED STATES FOOD ADMINISTRATION
PLEASE HANG THIS CARD IN YOUR FRONT WINDOW
Der Verbrauch von GEFLÜGEL & WILDPRET wird dringend empfohlen
AUSTERN, FISCHE, HUMMER
MAHLZEITEN

The 1928 Campaign

Election of 1928

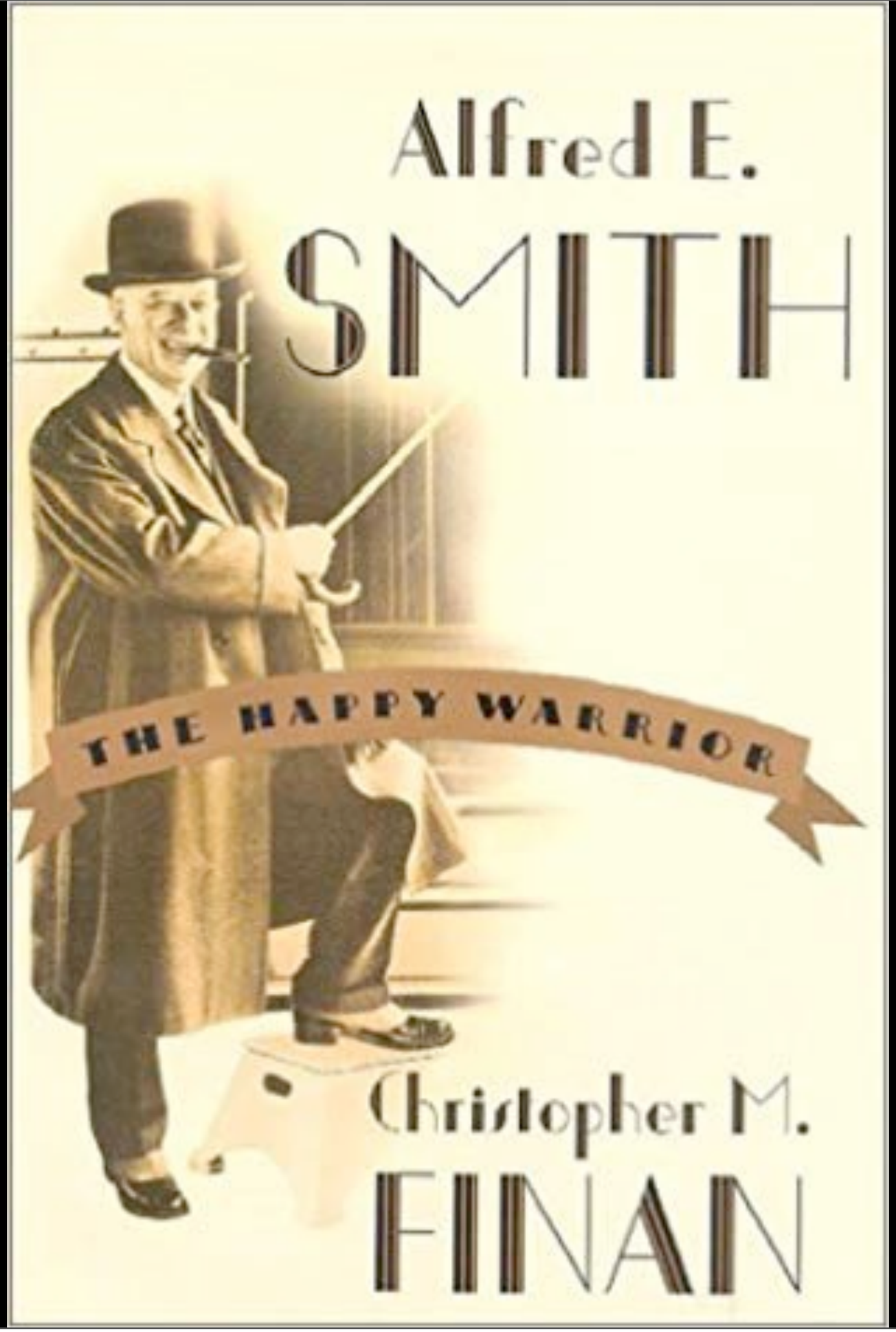
Herbert Hoover
Republican

Al Smith
Democratic

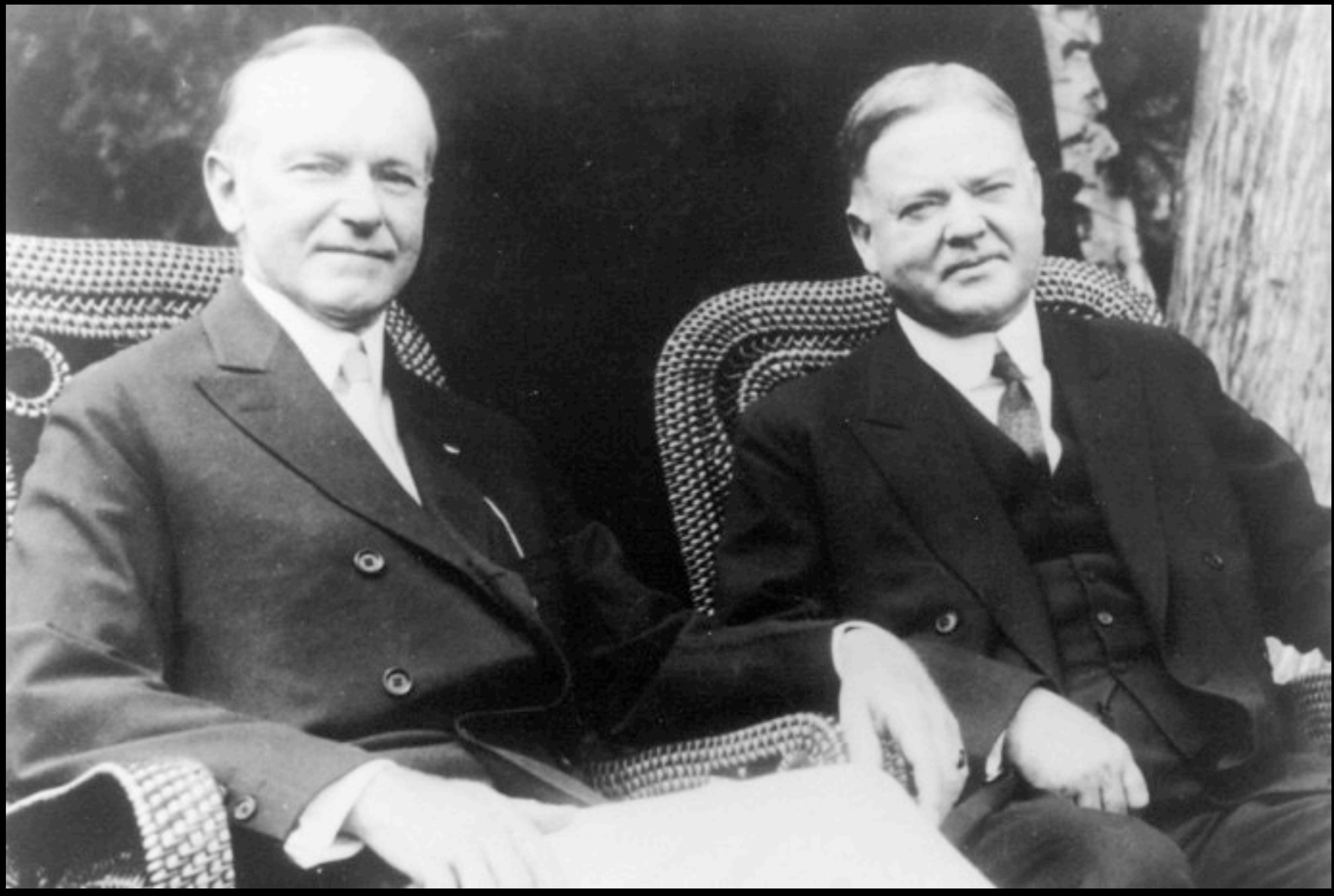
Electoral votes

444 87

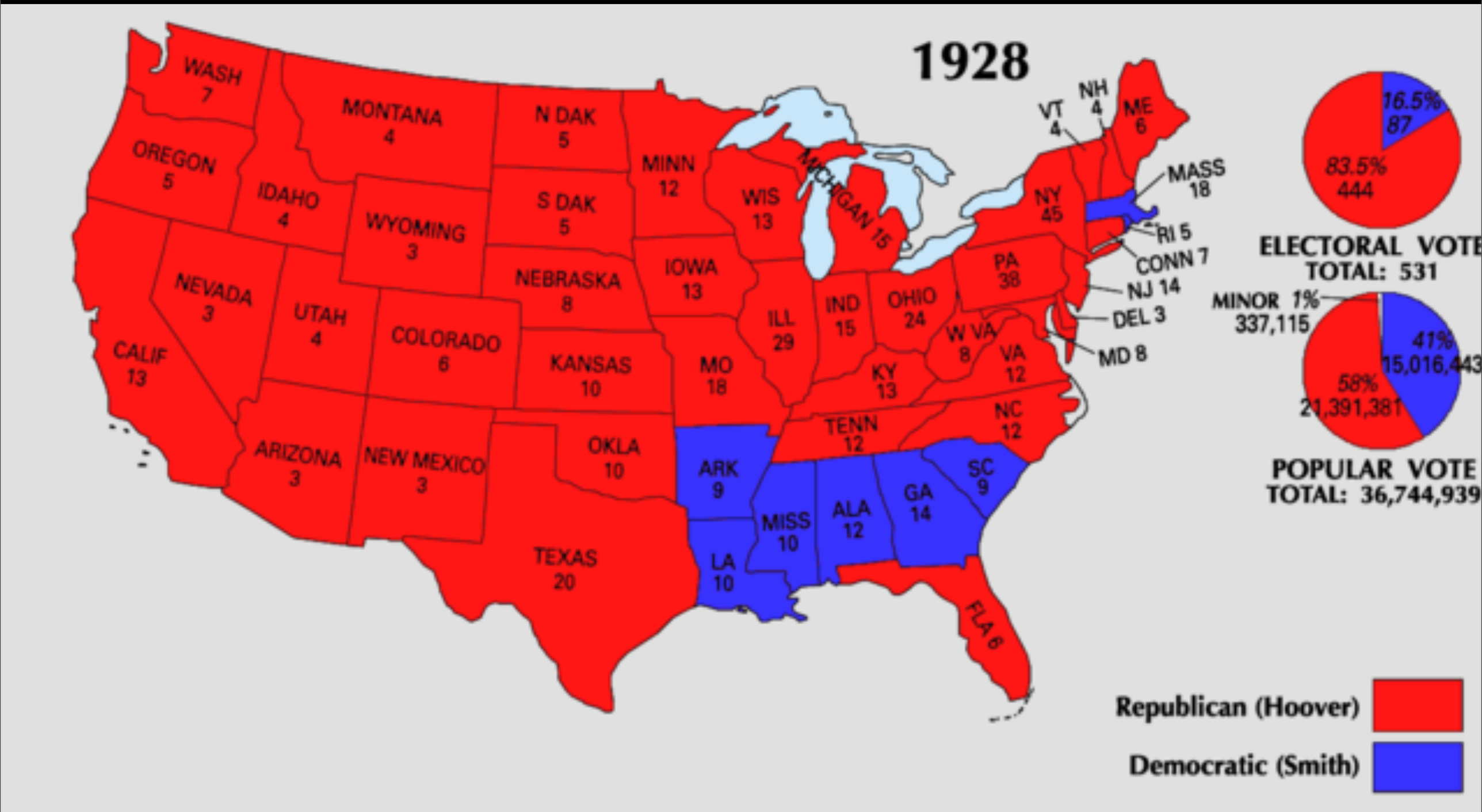
“The Happy Warrior”

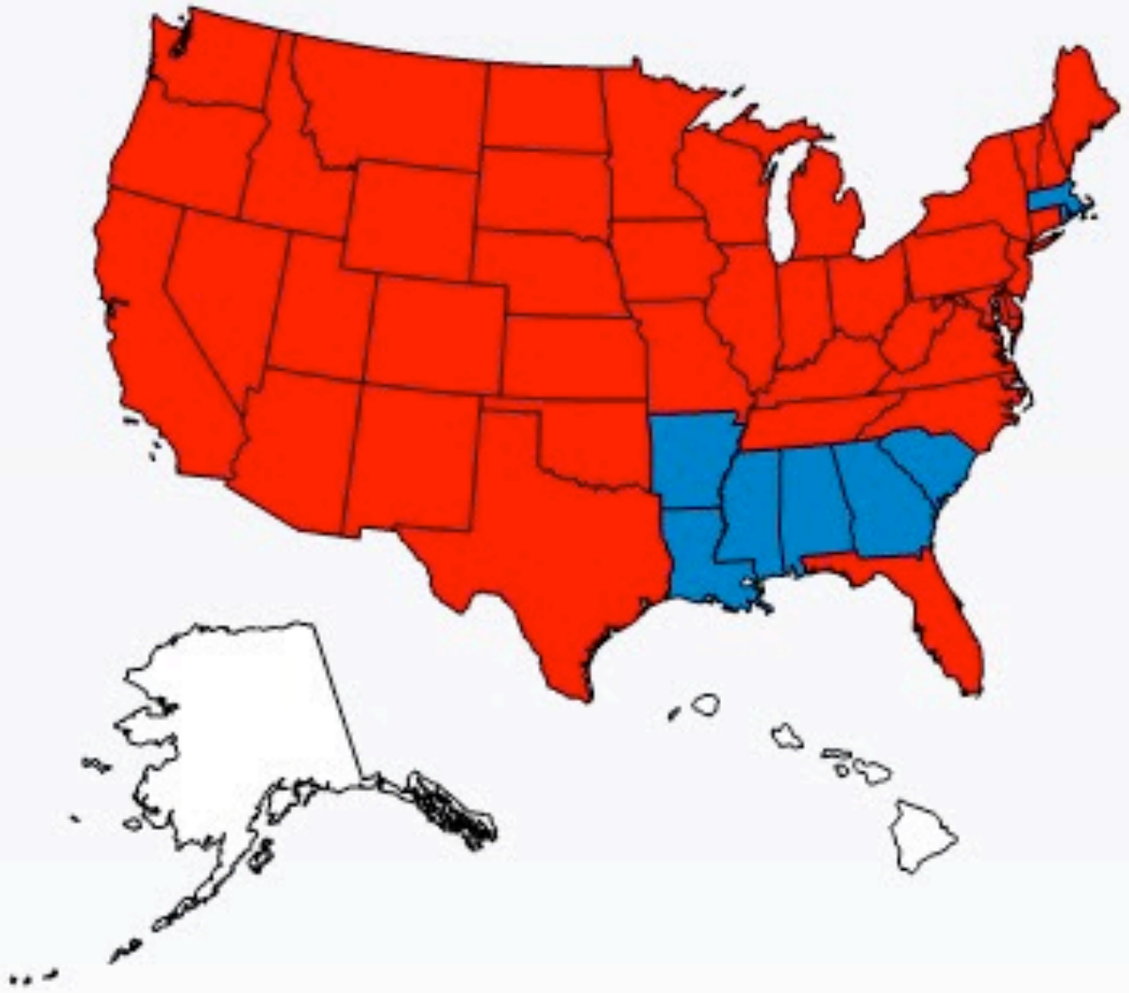

Alfred E.
SMITH
THE HAPPY WARRIOR
Christopher M.
FINAN

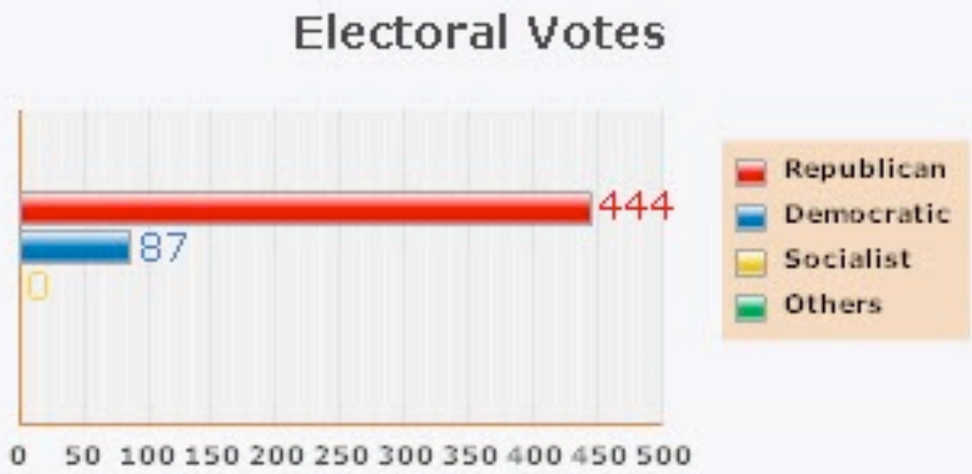
1928
ANSWER THE QUESTIONS PROMPTLY!
U.S. PRIMER
UNITED STATES

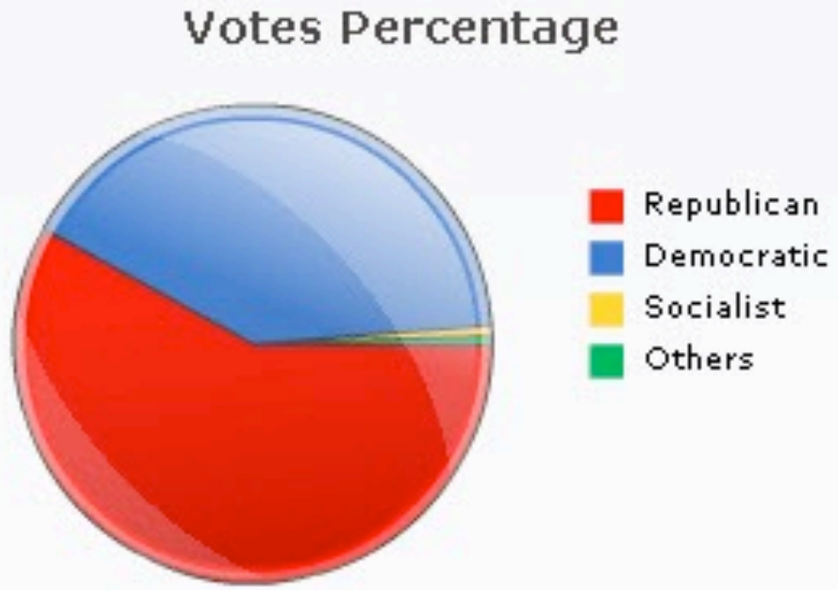


Coolidge on Hoover: “That man has offered me unsolicited advice for six years—all of it bad.”


1928
WASH 7
OREGON 5
CALIF 13
IDAHO 4
NEVADA 3
MONTANA 4
WYOMING 3
UTAH 4
ARIZONA 3
COLORADO 6
NEW MEXICO 3
N DAK 5
S DAK 5
NEBRASKA 8
KANSAS 10
OKLA 10
TEXAS 20
MINN 12
IOWA 13
MO 18
ARK 9
LA 10
WIS 13
ILL 29
MICHIGAN 15
IND 15
OHIO 24
KY 13
TENN 12
MISS 10
ALA 12
GA 14
FLA 6
W VA 8
VA 12
NC 12
SC 9
PA 38
NY 45
VT 4
NH 4
ME 6
MASS 18
RI 5
CONN 7
NJ 14
DEL 3
MD 8
16.5%
87
83.5%
444
ELECTORAL VOTE
TOTAL: 531
MINOR 1%
337,115
41%
15,016,443
58%
21,391,381
POPULAR VOTE
TOTAL: 36,744,939
Republican (Hoover)
Democratic (Smith)







Party	President Candidate	Vice President Candidate	Votes	Electoral Vote
Republican	*Herbert Hoover*	*Charles curtis*	*21392190*	*444*
Democratic	*Al Smith*	*Joseph Taylor Robinson*	*15016443*	*87*
Socialist	*Norman Thomas*	*James H Maurer*	*267420*	*0*
Others			*203361*	

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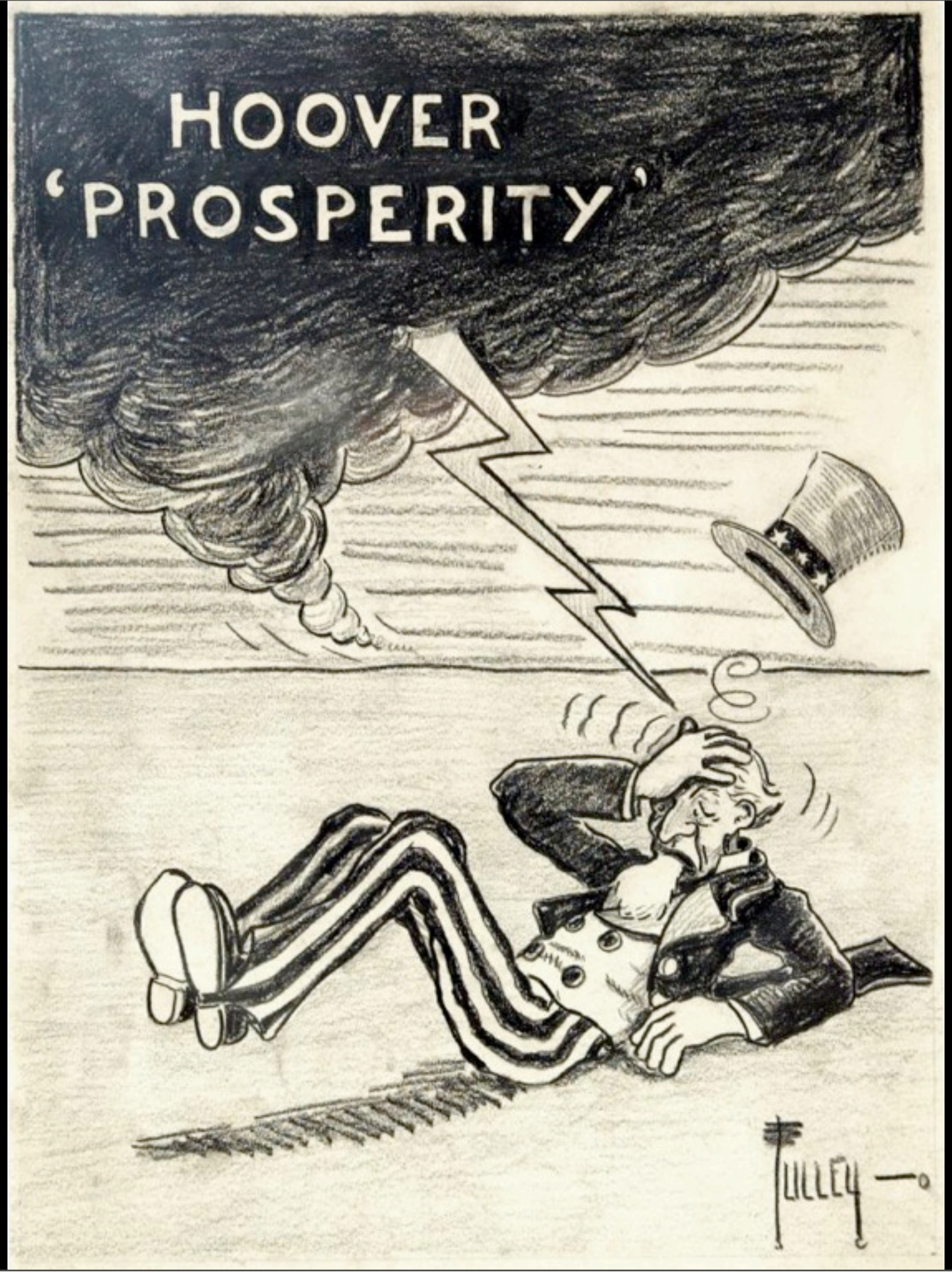
AN ORPHAN AT 10
PRESIDENT OF THE UNITED STATES AT 54
HOOVER

E PLURIBUS
UNUM

alamy stock photo
KWD997
www.alamy.com


HOOVER
'PROSPERITY'
TULLEY

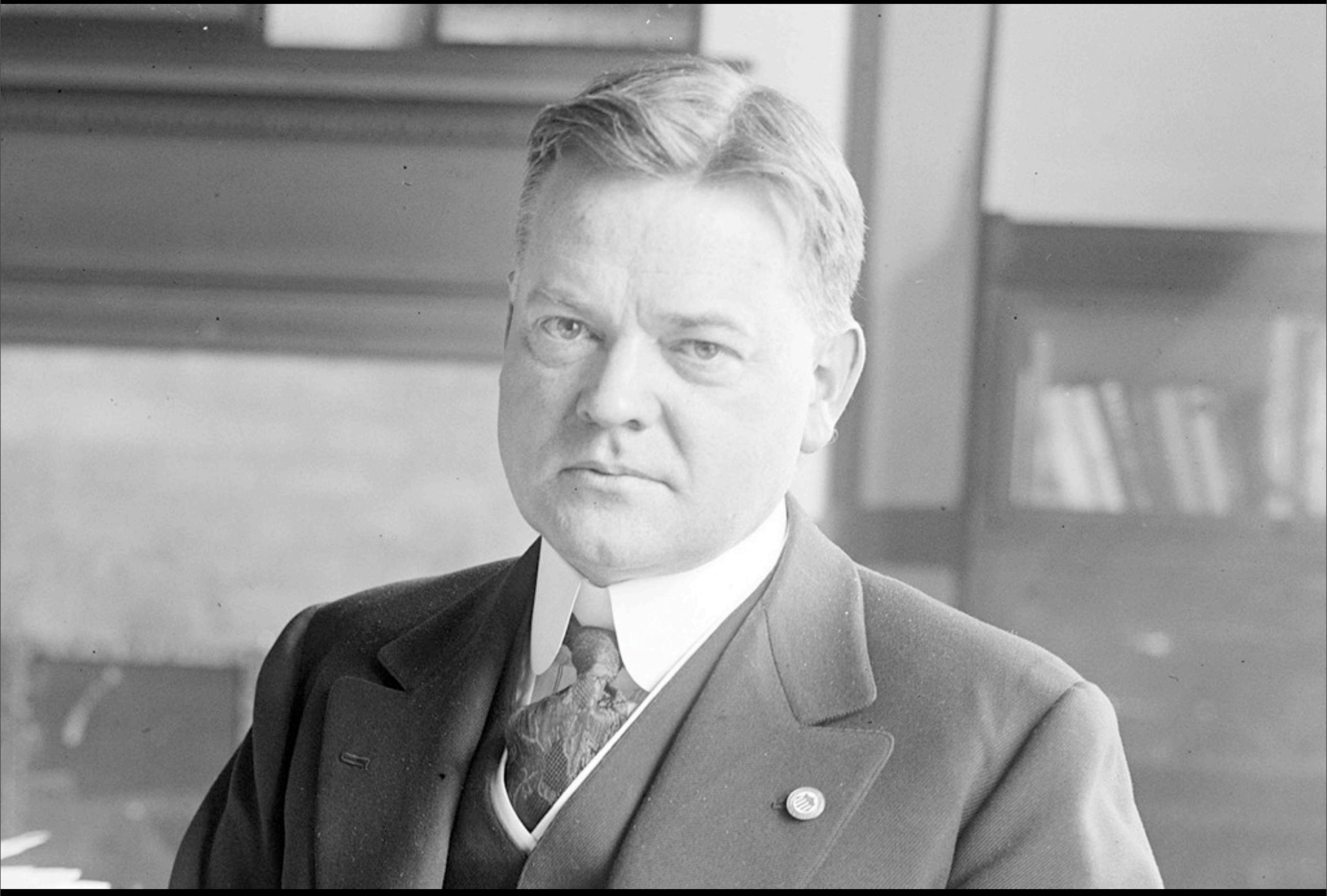
MR. HOOVER LIKES JIG-SAW PUZZLES

By Bishop, in the St. Louis *Star*

IT MAY NOT BE PERFECT BUT I'M SURE IT'LL HELP QUITE A BIT
H.H.
FARM RELIEF
HARD TIMES
Berryman

SORRY, I CAN'T SHAKE HANDS JUST NOW.
THE NATIONS NEEDS
SAUCE
CITIZEN

AWFUL JOB TO QUIET ANYTHING AROUND HERE!
TARIFF
H.H.
DEM. NATIONAL COMMITTEE
ALL THE OLD FAMILIAR SONGS HERE!
NOBODY KNOWS HOW DRY I AM!
TAINT GONNA RAIN NO MO'!
THE GOOD OLD TIMES AINT WHAT THEY USED TO BE
DROUGHT DAMAGE
BUSINESS DEPRESSION
0060447



Finis.