

"The Republican party . . . restored the Government to its position as an umpire instead of a player in the economic game. For these reasons the American people have gone forward in progress while the rest of the world has halted, and some countries have even gone backwards."

—Herbert Hoover, "Rugged Individualism" speech (October 22, 1928)

"Surely no one will consider us lacking in reverence if we say that every one of the 'principles of modern salesmanship' on which businessmen so much pride themselves, are brilliantly exemplified in Jesus' talk and work. The first of these and perhaps the most important is the necessity for 'putting yourself in step with your prospect.'"⁸

—Bruce Barton, advertising executive and Republican politician

"The business of government is to keep the government out of business—that is, unless business needs government aid."⁹

—Will Rogers (1927)

Part B. Mark each of the following statements A if it is consistent with the philosophy expressed in the quotes above and B if it inconsistent with this philosophy.

- _____ 1. The government should place a high tariff on imported goods.
- _____ 2. The government should prosecute corporations vigorously for violations of antitrust laws.
- _____ 3. The administration should push for lower taxes on corporations and wealthy individuals.
- _____ 4. The government should lease its oil fields to private individuals.
- _____ 5. The government should increase its spending on health, welfare, and public works.
- _____ 6. The government should protect the right of workers to organize and bargain collectively.
- _____ 7. The government should encourage certain businesses with subsidies and/or lower taxes.
- _____ 8. The government should expand its regulation of business for the protection of consumers.
- _____ 9. Government should not place businessmen on agencies designed to regulate business practices.
- _____ 10. Government spending should be kept at a minimum.
- _____ 11. If left alone, business can insure prosperity for all Americans.
- _____ 12. Government should assume an active role in regulating the economy and promoting full employment.

⁸Bruce Barton, *The Man Nobody Knows: A Discovery of the Real Jesus* (Indianapolis, IN: The Bobbs-Merrill Company, 1925), 104.

⁹Jackman, *The Macmillan Book of Business and Economic Quotations*, 97.

“The Business of America” in the 1920s

Part A. Read the following statements illustrating the philosophy of presidents and others during the 1920s. Write the essence of each quote in the margin.

“Let Wall Street have a nightmare and the whole country has to help get them back in bed again.”¹

—Will Rogers, humorist and political commentator (1920)

“Not heroism but healing, not nostrums but normalcy, not revolution but restoration, not agitation but adjustment, not surgery but serenity, not the dramatic but the dispassionate, not experiment but equipoise, not submergence in internationality but sustainment in triumphant nationality.”²

—Warren G. Harding (1920)

“I have said to the people we mean to have less Government in business as well as more business in Government.”³

—Warren G. Harding (1921)

“There is no right to strike against the public safety by anybody, any time, anywhere!”⁴
—Calvin Coolidge, Governor of Massachusetts, telegram to Samuel Gompers, president of the American Federation of Labor, on the occasion of the Boston Police strike (September 14, 1919)

“It does not at all follow that because abuses exist, it is the concern of the federal government to attempt their reform.”⁵

—Calvin Coolidge, Message to Congress (1925)

“This is a business country . . . and it wants a business government. I do not mean a government by business nor a government for business, but I do mean a government that will understand business.”⁶

—Calvin Coolidge (1925)

“We in America today are nearer to the final triumph over poverty than ever before in the history of any land. . . . We shall soon, with the help of God, be in sight of the day when poverty will be banished from this nation.”⁷

—Herbert Hoover, acceptance speech for the Republican nomination for President (August 11, 1928)

¹Michael Jackman, ed., *The Macmillan Book of Business and Economic Quotations* (New York: The Macmillan Company, 1984), 185.

²Harvey Wish, *Contemporary America: The National Scene Since 1900*, 3rd ed. (New York: Harper and Row, 1961), 263.

³Jackman, *The Macmillan Book of Business and Economic Quotations*, 96.

⁴William Allen White, *A Puritan in Babylon: The Story of Calvin Coolidge* (New York: The Macmillan Company, 1938), 166.

⁵Wish, *Contemporary America*, 362.

⁶Jackman, *The Macmillan Book of Business and Economic Quotations*, 96–97.

⁷Wish, *Contemporary America*, 372.