



## The Big Vote: Gender, Consumer Culture, and the Politics of Exclusion, 1890s-1920s

By Liette Gidlow

Johns Hopkins University Press. Paperback. Book Condition: new. BRAND NEW, The Big Vote: Gender, Consumer Culture, and the Politics of Exclusion, 1890s-1920s, Liette Gidlow, Low voter turnout is a serious problem in American politics today, but it is not a new one. Its roots lay in the 1920s when, for the first time in nearly a century, a majority of eligible Americans did not bother to cast ballots in a presidential election. Stunned by this civic failure so soon after a world war to "make the world safe for democracy," reforming women and business men launched massive campaigns to "Get Out the Vote." By 1928, they had enlisted the enthusiastic support of more than a thousand groups in Forty-six states. In The Big Vote, historian Liette Gidlow shows that the Get-Out-the-Vote campaigns-overlooked by historians until now-were in fact part of an important transformation of political culture in the early twentieth century. Weakened political parties, ascendant consumer culture, labor unrest, Jim Crow, widespread anti-immigration sentiment, and the new woman suffrage all raised serious questions about the meanings of good citizenship. Gidlow recasts our understandings of the significance of the woman suffrage amendment and shows that it was important not only because...

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