Life at the Turn of the 20th Century

New technologies improve urban living, and a modern mass culture emerges. Reforms in public education raise literacy rates. African Americans work to end legal discrimination.
Life at the Turn of the 20th Century

SECTION 1  Science and Urban Life
SECTION 2  Expanding Public Education
SECTION 3  Segregation and Discrimination
SECTION 4  The Dawn of Mass Culture
Science and Urban Life

Advances in science and technology help solve urban problems, including overcrowding.
Science and Urban Life

Technology and City Life

Skyscrapers

- 1890, 58 cities have 50,000 people; 1900, 4 of 10 people in cities
- Invention of elevators, internal steel skeletons lead to skyscrapers
  — Louis Sullivan designs Wainwright Building
- Skyscrapers solve urban problem of limited, expensive space
  — Daniel Burnham designs Flatiron Building
Technology and City Life {continued}

Electric Transit

- Before Civil War, horse-drawn streetcars run on iron rails
- By 1900, electric streetcars (trolleys) run from suburbs to downtown
- Some cities build elevated trains or subways
Technology and City Life {continued}

Engineering and Urban Planning

• Steel-cable suspension bridges link city sections
• Need for open spaces inspires science of urban planning
• Frederick Law Olmstead spearheads movement for planned urban parks
  — 1857, helps design Central Park

City Planning

• Chicago’s population growth results in unregulated expansion
• Daniel Burnham draws plan for city with parks along Lake Michigan
  — designs White City for 1893 World’s Columbian Exposition
New Technologies

A Revolution in Printing

- By 1890, U.S. literacy rate almost 90%
- Growing demand for newspapers, magazines, books
- Mills produce cheap paper that withstands high-speed presses
- Faster production, lower costs make periodicals more affordable
Airplanes

- **Orville, Wilbur Wright** use engines to fly “heavier-than-air” craft
  — first successful flight Dec. 1903
- By 1920, first transcontinental air mail established

Photography Explosion

- Pre-1880s, photography requires heavy equipment, time
- **George Eastman** develops light-weight equipment, studio processing
- 1888, introduces Kodak camera, easy to operate
  — millions use Kodak camera
  — helps create field of photojournalism
Expanding Public Education

Reforms in public education lead to a rise in national literacy and the promotion of public education.
Section-2

**Expanding Public Education**

**Schools for Children**

- 1865–1895, states pass laws requiring school attendance for children
- Kindergartens—originally childcare for working women—become popular
- 1880, 62% white children, 34% black children in elementary school

**The Growth of High Schools**

- Industrial economy demands technical, managerial skills
- 1900, more than half a million students in high school
- Expanding education changes American society
Expanding Public Education (continued)

Racial Discrimination

- Small percentage of black teenagers attend high school
- Most attend private schools that get no government support

Education for Immigrants

- Immigrants encouraged to attend school, be Americanized
- Some resent suppression of their native languages
- Many public school systems have readings from Protestant Bible
  - Catholics have parochial schools
- Adults attend night school, some day programs at work
  - unionists object to employer programs
Expanding Higher Education

Changes in Universities

- By turn of century, 2.3% of youth attend college
- 1880–1920, college enrollment more than quadruples
- Research universities emerge, offer new curriculum
- Professional law, medical schools established
- Many public school systems have readings from Protestant Bible

—some state colleges want high school diploma
Expanding Higher Education \textit{continued}

Higher Education for African Americans

- Not enough black college graduates to meet needs of communities
- \textbf{Booker T. Washington}—racism will end if blacks get labor skills
- Heads \textit{Tuskegee Normal and Industrial Institute}, now a university
- Founds \textbf{Niagara Movement} to encourage liberal arts study—a believes well-educated future leaders needed
African Americans lead the fight against voting restrictions and Jim Crow laws.
Segregation and Discrimination

African Americans Fight Legal Discrimination

**Voting Restrictions**

- For at least 10 years after Reconstruction, Southern blacks can vote.
- By 1900, all Southern states restrict voting, deny equality.
- Some limit vote to those who can read; officials give literacy tests.
- Some have **poll tax** that must be paid annually to vote.
- Some add **grandfather clause** to constitution to let poor whites vote — can vote if self, father, grandfather voted before 1867.
African Americans Fight Legal Discrimination (continued)

Jim Crow Laws

- 1870s, 1880s, Supreme Court allows poll tax, grandfather clause
- Racial segregation laws separate races in private, public places
- Segregation laws called Jim Crow laws after old minstrel song

Plessy v. Ferguson

- 1896 Plessy v. Ferguson—segregation legal in public places
- Allows “separate but equal” doctrine if provide equal service
Section-3

Turn-of-the-Century Race Relations

Opposing Discrimination

- Racial etiquette—informal rules for black-white relations
  — enforce second-class status for blacks
- Moderate reformers, like Booker T. Washington, get white support
- W. E. B. Du Bois, Ida B. Wells think problems too urgent to postpone
- Born a slave, Ida B. Wells becomes teacher, newspaper editor
  — campaigns for racial justice
Turn-of-the-Century Race Relations

Violence
• African Americans who do not follow etiquette are punished, lynched — more than 1,400 killed 1882–1892

Discrimination in the North
• Many blacks migrate North for better paying jobs, social equality
• Are forced into segregated neighborhoods
• Rejected by labor unions; hired last, fired first by employers
• Competition between blacks, working-class whites sometimes violent
Section-3

**Discrimination in the West**

**Mexican Workers**
- More Mexicans build railroads in Southwest than other ethnic groups
  - forced to work for less than other groups
- Mexicans major force in Southwest agricultural industries
- Some Southwest Mexicans, African Americans forced into **debt peonage**:
  - system of slavery to work off debt to employer
  - 1911, Supreme Court declares unconstitutional

**Excluding the Chinese**
- Whites fear job competition, push Chinese to separate areas, schools
- Opposition to Chinese immigration leads to Chinese Exclusion Act
The Dawn of Mass Culture

As Americans have more time for leisure activities, a modern mass culture emerges.
Chapter 8

Section-4

The Dawn of Mass Culture

American Leisure

Amusement Parks

- Cities begin setting aside green space for recreation
- Amusement parks built on outskirts with picnic grounds, rides

Bicycling and Tennis

- Early bicycles dangerous; at first, bicycling is male-only sport
- Safety bicycle increases popularity of sport; women ride too
- Tennis imported from Britain; becomes popular

Continued...
American Leisure \textit{continued}

\textbf{Spectator Sports}

- Americans become avid fans of spectator sports
- By turn of century, boxing, baseball become profitable businesses

\textbf{Baseball}

- 1845, Alexander J. Cartwright organizes club, sets down rules
- National League forms 1876; American League forms 1900
- Discrimination leads to Negro National, Negro American Leagues
The Spread of Mass Culture

Mass Circulation Newspapers

- Newspapers use sensational headlines, stories to capture readers
- **Joseph Pulitzer** buys *New York World*, pioneers popular innovations
- **William Randolph Hearst**—NY, San Francisco papers exaggerate stories

Promoting Fine Arts

- Artists like Thomas Eakins promote realism—portray life as it is
- **Ashcan School** paints urban life, working people
- European abstract art introduced; many find difficult to understand
The Spread of Mass Culture \textit{continued}

**Popular Fiction**

- By 1900, thousands of free circulating libraries in country
- Most people like dime novels—glorified adventure tales of the West
- Some want more serious, realistic portrayal of ordinary people, life
- Novelist, humorist Samuel Langhorne Clemens, or \textbf{Mark Twain}:
  
  — rejects high culture yet writes American classics
- Galleries, libraries try to raise cultural standards
New Ways to Sell Goods

Urban Shopping

• 1890, first shopping center opens in Cleveland—glass-topped arcade
• Retail shopping districts form near public transportation

The Department Store

• 1865, Marshall Field opens first U.S. department store in Chicago
  — stresses personal service
  — pioneers bargain basement

Continued…
New Ways to Sell Goods {continued}

The Chain Store

- Chain stores offer same merchandise under same owners for less
  - buy in quantity, limit personal service

Advertising

- Advertising explosion: $10 million spent 1865, $95 million 1900
- Advertising in periodicals, billboards, sides of buildings

Catalogs and RFD

- Montgomery Ward, Sears Roebuck catalogs bring goods to small towns
- **Rural free delivery (RFD)**—post office delivers direct to every home
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