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

NEXT

Section 1

Science and Urban Life

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

SECTION

1 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

Continued . . .

SECTION

1

continued **Technology and City Life**

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

Continued . . .

continued **Technology and City Life**

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

NEXT

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

continued **New Technologies**

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

Section 2

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**

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

Continued . . .

continued **Expanding Public Education**

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

NEXT

SECTION

2

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
- Private universities have entrance exams
  - some state colleges want high school diploma

continued **Expanding Higher Education**

Higher Education for African Americans

- Not enough black college graduates to meet needs of communities
- **Booker T. Washington**—racism will end if blacks get labor skills
- Heads **Tuskegee Normal and Industrial Institute**, now a university
- **W. E. B. Du Bois**, first African American to get Harvard doctorate
  - disagrees with Washington
- Founds **Niagara Movement** to encourage liberal arts study
  - believes well-educated future leaders needed

NEXT

Section 3

Segregation and Discrimination

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

Continued . . .

NEXT

continued **African Americans Fight Legal Discrimination**

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

NEXT

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

continued **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

NEXT

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

Section 4

The Dawn of Mass Culture

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

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**

Spectator Sports

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

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

SECTION

4

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

continued **The Spread of Mass Culture**

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 **Mark Twain**:
  - rejects high culture yet writes American classics
- Galleries, libraries try to raise cultural standards

NEXT

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**

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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Three Worlds Meet

SECTION 1	Peopling the Americas
SECTION 2	North American Societies Around 1492
SECTION 3	West African Societies Around 1492
SECTION 4	European Societies Around 1492
SECTION 5	Transatlantic Encounters

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