

Life at the Turn of the 20th Century, 1877–1917

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.



🔍 Flatiron building under construction in New York City (finished in 1902).

Iron
Under
Iron



Section 1

Science and Urban Life

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

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

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

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 *[Visual]*

The Chicago Exposition at turn of the century



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

New Technologies

Airplanes

- **Orville, Wilbur Wright** use engines to fly “heavier-than-air” craft
 - first successful flight December 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 *[Visual]*
 - helps create field of photojournalism



Section 2

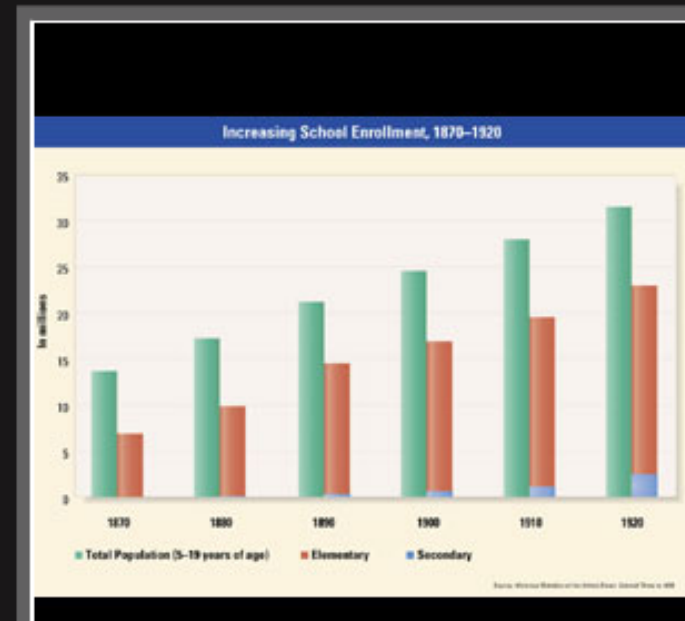
Expanding Public Education

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

Expanding Public Education

Schools for Children *[Visual]*

- 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



Expanding Public Education

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 *[Visual]*

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

Expanding Higher Education

Changes in Universities

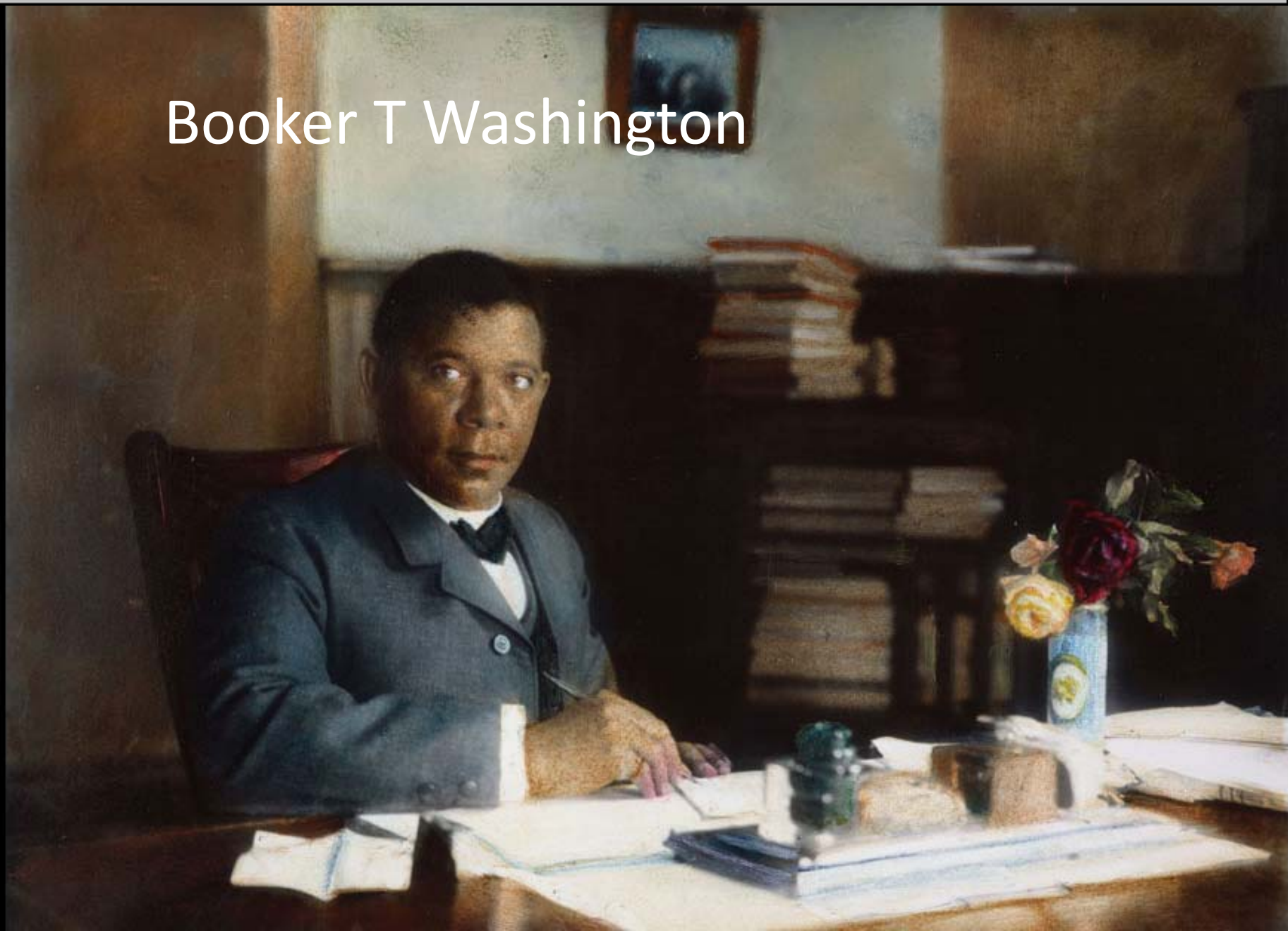
- By turn of century, 2.3% of youth attend college
- 1880–1920, college enrollment more than quadruples
- Research universities emerge, offer new curriculum
- Professional law, medical schools established
- Private universities have entrance exams
 - some state colleges want high school diploma

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 *[Visual]*
- 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

Booker T Washington



Section 3

Segregation and Discrimination

African Americans lead the fight against voting restrictions and Jim Crow laws.

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

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

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

Section 4

The Dawn of Mass Culture

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

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 *[Visual]*
- Safety bicycle increases popularity of sport; women ride too
- Tennis imported from Britain; becomes popular



 Columbia Bicycles poster from 1886.

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 *[Visual]*
- Discrimination leads to Negro National, Negro American Leagues



🔍 First game of the 1886 National League season between the New York Giants and the Boston Beaneaters.

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**—New York, 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 *[Visual]*
- European abstract art introduced; many find difficult to understand

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

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

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 *[Visual]*
- **Rural free delivery (RFD)**—post office delivers direct to every home

CHAPTER 8-4

SEARS, ROEBUCK & CO., Cheapest Supply House on Earth, Chicago.

CATALOGUE No. III.

Our \$25.00 Foot Power Lathes.



No. 35R510 This lathe is a very compact and powerful machine. It is especially adapted for turning small work. The bed is made of cast iron and is 24 inches long. The headstock is 12 inches high and 12 inches wide. The tailstock is 12 inches high and 12 inches wide. The carriage is 12 inches high and 12 inches wide. The tool rest is 12 inches high and 12 inches wide. The lathe is mounted on a cast iron base. The price is \$25.00.

Hand or Speed Lathes.



The Hand or Speed Lathe is a very compact and powerful machine. It is especially adapted for turning small work. The bed is made of cast iron and is 24 inches long. The headstock is 12 inches high and 12 inches wide. The tailstock is 12 inches high and 12 inches wide. The carriage is 12 inches high and 12 inches wide. The tool rest is 12 inches high and 12 inches wide. The lathe is mounted on a cast iron base. The price is \$25.00.

Special Tools to Fit Either 8 or 10-inch Lathes.



Special Tools to Fit Either 8 or 10-inch Lathes. These tools are made of high quality steel and are designed for use on lathes. The tools include: 1. Turners' Tools, 2. Chasers, 3. Gouges, 4. Bore Cutters, 5. Reamers, 6. Drills, 7. Taps, 8. Dies, 9. Files, 10. Scrapers, 11. Parting Tools, 12. Grooving Tools, 13. Chamfering Tools, 14. Knives, 15. Scrapers, 16. Parting Tools, 17. Grooving Tools, 18. Chamfering Tools, 19. Knives, 20. Scrapers. The price for the set is \$10.00.

Lathes and Saws.



Lathes and Saws. We have a large stock of lathes and saws. The lathes are made of cast iron and are 24 inches long. The saws are made of high quality steel and are 24 inches long. The price for the lathes is \$25.00 and for the saws is \$10.00.

Lathe Tools for Metal Turning.




Lathe Tools for Metal Turning. These tools are made of high quality steel and are designed for use on lathes. The tools include: 1. Turners' Tools, 2. Chasers, 3. Gouges, 4. Bore Cutters, 5. Reamers, 6. Drills, 7. Taps, 8. Dies, 9. Files, 10. Scrapers, 11. Parting Tools, 12. Grooving Tools, 13. Chamfering Tools, 14. Knives, 15. Scrapers, 16. Parting Tools, 17. Grooving Tools, 18. Chamfering Tools, 19. Knives, 20. Scrapers. The price for the set is \$10.00.

Lathe Arbors.



Lathe Arbors. These arbors are made of high quality steel and are designed for use on lathes. The arbors are 12 inches long and 12 inches wide. The price for the set is \$10.00.

Combined Foot and Power 20-inch Band Saws.



Combined Foot and Power 20-inch Band Saws. These saws are made of high quality steel and are designed for use on lathes. The saws are 20 inches long and 20 inches wide. The price for the set is \$25.00.

Nine-inch Screw Cutting Lathes.



Nine-inch Screw Cutting Lathes. These lathes are made of high quality steel and are designed for use on lathes. The lathes are 9 inches long and 9 inches wide. The price for the set is \$25.00.

Wood Turning Tools.



Wood Turning Tools. These tools are made of high quality steel and are designed for use on lathes. The tools include: 1. Turners' Tools, 2. Chasers, 3. Gouges, 4. Bore Cutters, 5. Reamers, 6. Drills, 7. Taps, 8. Dies, 9. Files, 10. Scrapers, 11. Parting Tools, 12. Grooving Tools, 13. Chamfering Tools, 14. Knives, 15. Scrapers, 16. Parting Tools, 17. Grooving Tools, 18. Chamfering Tools, 19. Knives, 20. Scrapers. The price for the set is \$10.00.

Twenty-inch Band Saw for Power.



Twenty-inch Band Saw for Power. This saw is made of high quality steel and is designed for use on lathes. The saw is 20 inches long and 20 inches wide. The price for the set is \$25.00.

Swings over bed.



Swings over bed. These lathes are made of high quality steel and are designed for use on lathes. The lathes are 24 inches long and 24 inches wide. The price for the set is \$25.00.

Lathe Arbors.



Lathe Arbors. These arbors are made of high quality steel and are designed for use on lathes. The arbors are 12 inches long and 12 inches wide. The price for the set is \$10.00.

Saw Blades.



Saw Blades. These blades are made of high quality steel and are designed for use on lathes. The blades are 24 inches long and 24 inches wide. The price for the set is \$10.00.

Swings over bed.



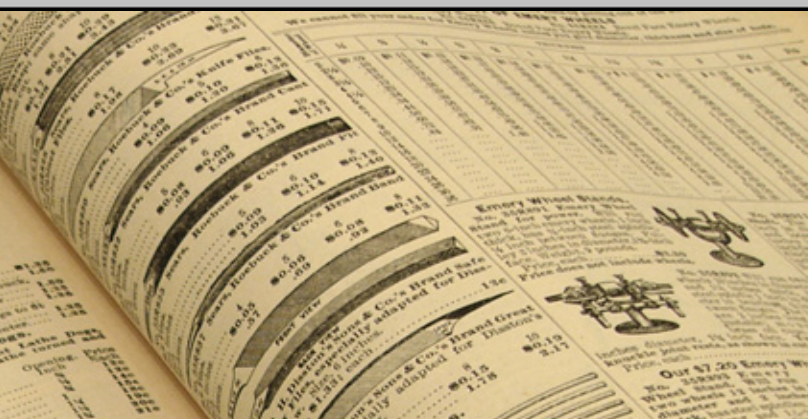
Swings over bed. These lathes are made of high quality steel and are designed for use on lathes. The lathes are 24 inches long and 24 inches wide. The price for the set is \$25.00.

Lathe Arbors.



Lathe Arbors. These arbors are made of high quality steel and are designed for use on lathes. The arbors are 12 inches long and 12 inches wide. The price for the set is \$10.00.

Needle Files.



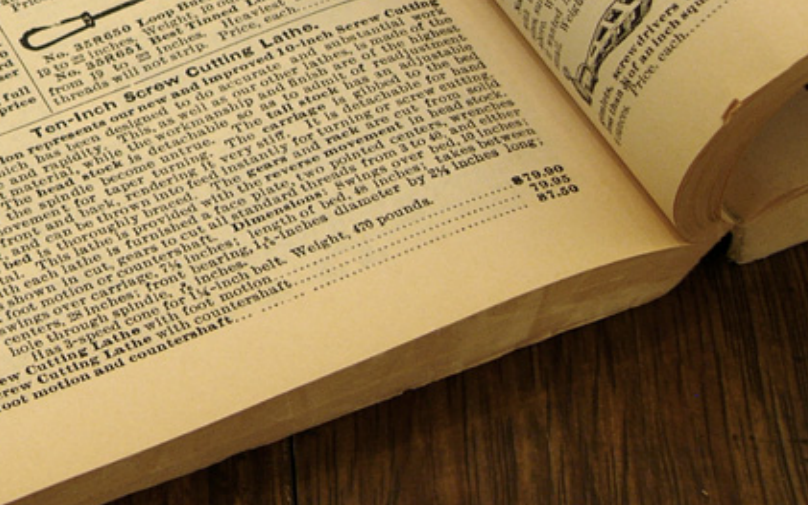
Needle Files. These files are made of high quality steel and are designed for use on lathes. The files are 12 inches long and 12 inches wide. The price for the set is \$10.00.

File Brushes.



File Brushes. These brushes are made of high quality steel and are designed for use on lathes. The brushes are 12 inches long and 12 inches wide. The price for the set is \$10.00.

Ten-inch Screw Cutting Lathes.



Ten-inch Screw Cutting Lathes. These lathes are made of high quality steel and are designed for use on lathes. The lathes are 10 inches long and 10 inches wide. The price for the set is \$25.00.

Lathe Arbors.



Lathe Arbors. These arbors are made of high quality steel and are designed for use on lathes. The arbors are 12 inches long and 12 inches wide. The price for the set is \$10.00.



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San Diego's Exposition 1915

CHAPTER 8



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San Diego and Coronado Baseball teams, perhaps 1873, on baseball lot bounded by 6th, 7th, C and D Streets [cropped]

CHAPTER 8



Pickwick's baseball team, 1887

CHAPTER 8



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