

The Gilded Age

The Gilded Age

Essential Questions:

Why is the Gilded Age called the Gilded Age?

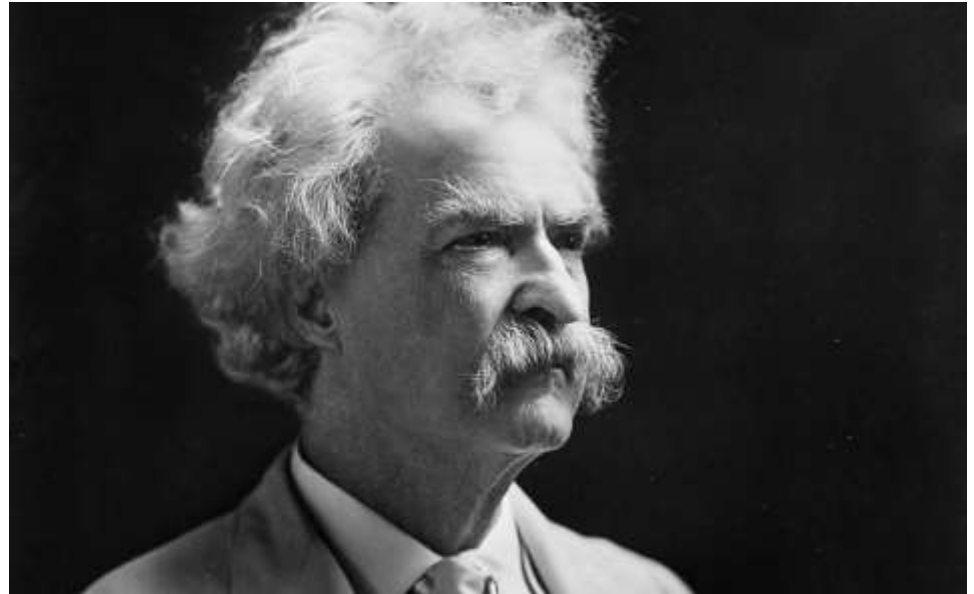
Standard

5.34 Engage in a collaborative discussion to explore the ideas and events of the Gilded Age and determine the significance, including:

- political machines
- major scandals
- economic disparity
- industrial capitalists

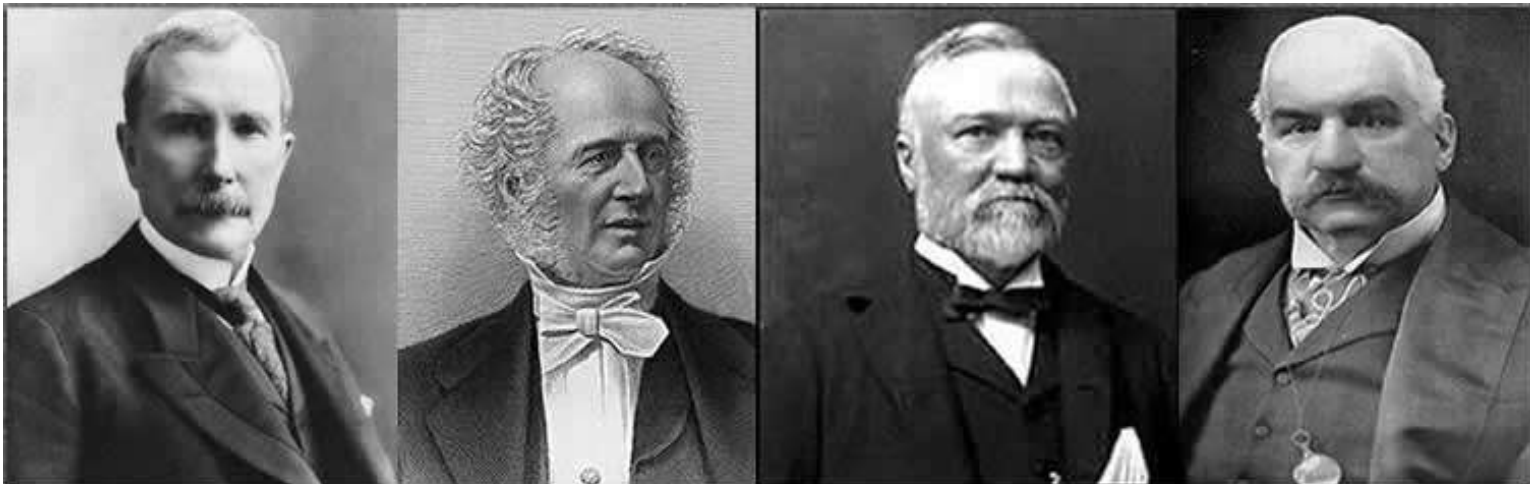
What was the Gilded Age?

- The era after Reconstruction and 1900 is often referred to as the 'Gilded Age'.
- The term was coined by writer Mark Twain in *The Gilded Age: A Tale of Today*, (1873). The 'Gilded Age' was a sarcastic and derogatory term coined by Mark Twain and Charles Dudley Warner to describe the time when many Industrialists acquired wealth and lavish lifestyles through bribery and corruption.



What was the Gilded Age?

- These people lived a golden existence but it was merely a facade of gold paint (gild) that covered over a multitude of crime, fraud, bribery and corruption during the Urbanization in America. The Gilded Age encompassed the effects of increasing Industrialization and the rise of Big Business and Corporations, headed by the wealthy, ruthless magnates referred to as the Robber Barons.



John D. Rockefeller

Cornelius Vanderbilt

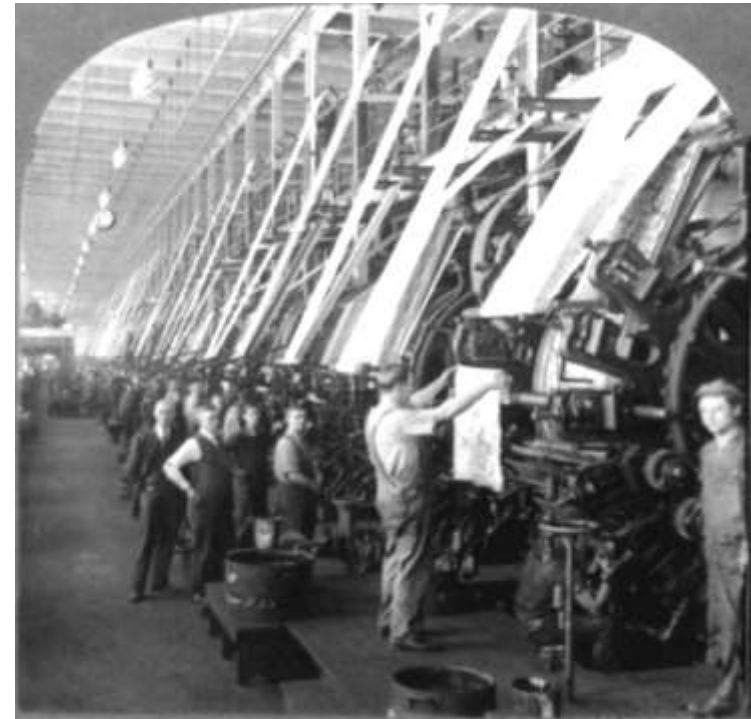
Andrew Carnegie

J. Pierpont Morgan

The "Robber Barons"

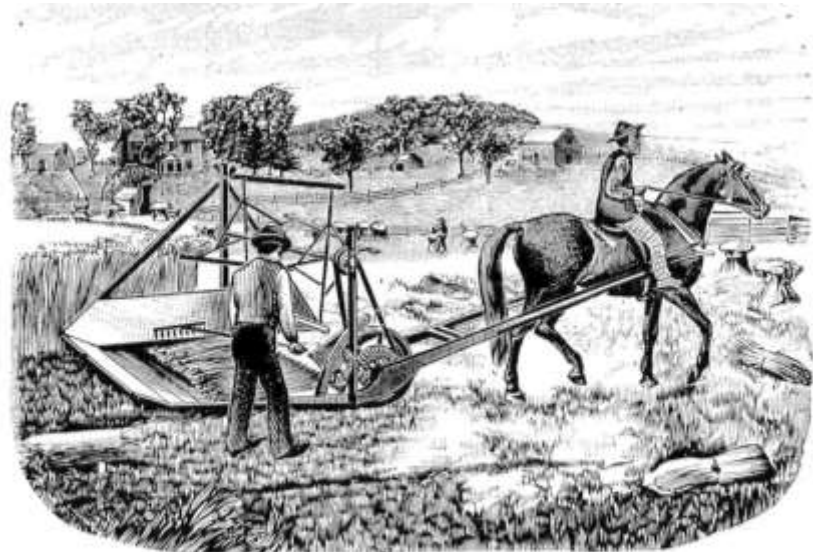
What economic changes occurred during the Gilded Age?

- During the 1800s, the United States shifted from being an agricultural society to being an industrial society. Many farmers were no longer needed, as the labor could now be done by machines.



What economic changes occurred during the Gilded Age?

- This process was helped along by new inventions in farming. For example, Cyrus McCormick invented a mechanical reaper. This machine was able to harvest more grain than five men could harvest using other methods. The reaper eventually caused a decline in the need for farm labor workers.



THE FIRST PRACTICAL REAPER.

Invented and built by Cyrus H. McCormick in 1831.

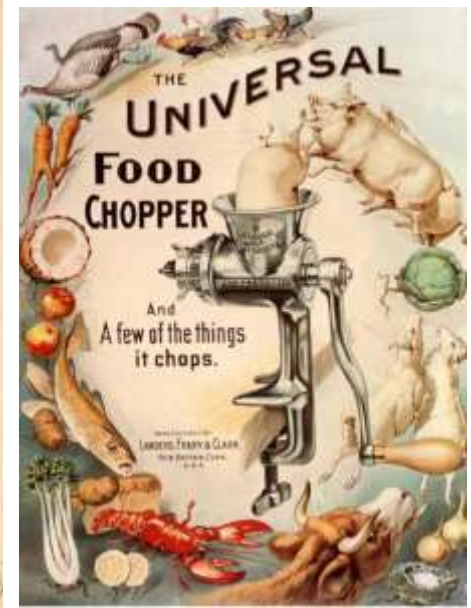
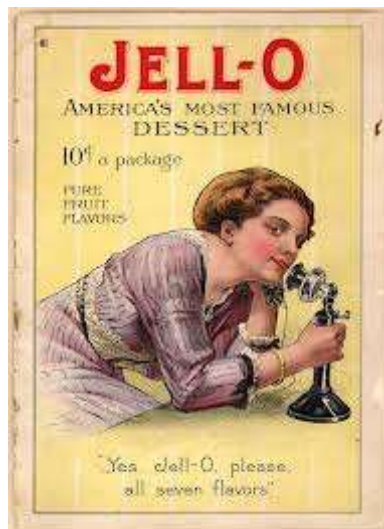
What economic changes occurred during the Gilded Age?

- Many inventions during the years of industrialization made mass production easier and cheaper. This meant that goods could be produced more cheaply, and the cost at which people bought these goods would go down. During the late 1800s, consumers were buying many more goods than they were in the past. This was a direct result of goods being produced more cheaply.



What economic changes occurred during the Gilded Age?

- Mass marketing was a tool that helped economic growth during industrialization. By the year 1900, companies were spending large amounts of money on advertising. Millions of dollars were spent on space in newspapers and magazines urging consumers to use brand-name products. The pictures below is a good example of what an advertisement from this time would have looked like.



Golden Age of Marketing Exhibit- San Diego, CA 2014



Huyler's Pure Delicious Chocolate, 1874-1925

Huyler Chocolate was the largest and most prominent chocolate maker in the U.S, leading the way with inventive and effective marketing and packaging design. It was the first confectioner in the US to employ mass –marketing techniques to its products. The company's owner, John S. Huyler spread his company's reputation through trade cards, beautiful containers, and magazine advertising.

Golden Age of Marketing Exhibit- San Diego, CA 2014



What social changes occurred during the Gilded Age?

- As fewer people were needed to farm, many went into the cities looking for industrial work. This caused the population of the cities to increase greatly. This trend of people moving from the country to the city is known as urbanization.



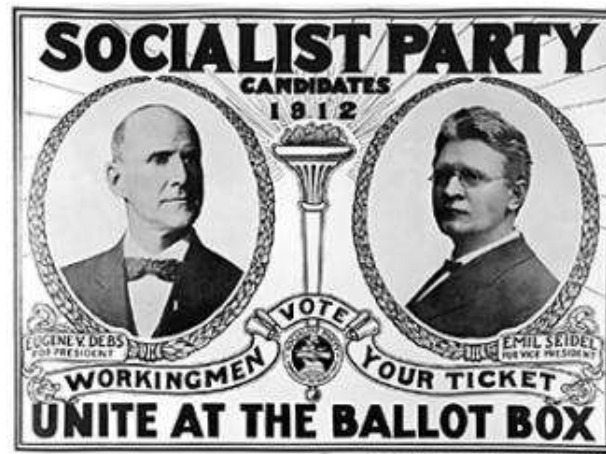
What social changes occurred during the Gilded Age?

- One major issue during industrialization was the clash between capitalism and socialism.
- Capitalism is a system in which most economic activity is done by privately owned businesses or individuals. Under capitalism, the government has very little say in what businesses do.



What social changes occurred during the Gilded Age?

- People who agreed with socialism, on the other hand, believed that the government should control all economic activity.
- Unsafe working conditions, low pay, and pollution led many people to agree with the socialists. Reformers believed that government-owned businesses would perhaps treat their workers better.



What social changes occurred during the Gilded Age?

- The workers who were treated unfairly worked very long hours for very little pay. This was happening while their bosses made millions of dollars. As a result, there was a wide range in incomes, which led to a economic disparity. This can be explained as a wide range in incomes among the poor and the wealthy. In many cases, the poor were very poor while the rich was very rich.

What social changes occurred during the Gilded Age?

- Urbanization resulted in many changes in politics. During this time, political machines developed. A political machine was an organization led by a political boss.



What social changes occurred during the Gilded Age?

- Political machines maintained power by being involved in elections and by controlling various government officials. They did this by bribing important political leaders such as mayors and city council members. Political machines were very dishonest. They did whatever they had to do to get what they wanted in politics.



Essential Questions:

- What was child labor?
- What were working conditions like for children?

Standard:

- 5.35 Describe child labor and working conditions in factories.

What was child labor?

- By the late 1800s, working conditions were very poor. Children from poor families skipped school to work in dangerous factories for very little money.



Nannie Coleson, looper who said she was 11 years old, and has been working in the Crescent Hosiery Mill for some months. Makes about \$3 a week. Has been through the 5th grade in school. She is bright, but unsophisticated. Told investigator, "There are other little girls in the mill too. One of them, says she's 13, but she doesn't look any older than me." Location: Scotland Neck, North Carolina.

What were working conditions like for children?

- Factories did not have safety requirements, and many injuries occurred on the job. Those who were injured had to pay their medical bills without help from the company.



The youngest boys at the company would be hired as "trappers," sent to open up the trap doors to allow the drivers through with their coal loads. This boy lost his leg when he was only eleven when, working as a trapper, he got stuck between two cars. The company determined it was his fault and refused to offer him any compensation. Even after the accident, his father continued to work at the mine.

What were working conditions like for children?

- Because of the terrible conditions that existed for workers in factories, many factories were considered to be sweatshops.



Essential Question:

- Who was Samuel Gompers and the American Federation of Labor?

Standard:

- 5.36 Analyze the role of Samuel Gompers and the American Federation of Labor in changing standards for working conditions.

Who was Samuel Gompers and the American Federation of Labor?

- Samuel Gompers was one of the most important union leaders and organizers in America. He was born in London, England and grew up, as a young boy, rolling cigars with his father in their home. When he was 13, his family moved to New York City.



Who was Samuel Gompers and the American Federation of Labor?

- Gompers saw the need for unions and worked with various ones. He realized that the smaller unions would be more effective if they joined together! He met with the leaders of various unions and they organized into the American Federation of Labor. He became the first president of the AFL.



Who was Samuel Gompers and the American Federation of Labor?

- Just after 10 years, the AFL membership grew to over one million. In 1955, the AFL joined with another large group of unions - the CIO - Congress of Industrial Organizations. Today that group is known as the AFL-CIO



- Essential Questions:
 - How did business leaders, inventors, and entrepreneurs impact American society during the Gilded Age?
- Standard
 - 5.37 Use a graphic organizer to provide information about important business leaders, inventors, and entrepreneurs and the impact they had on American society, including: Thomas Edison, Alexander Graham Bell, Henry Ford, George Eastman, George Washington Carver, Henry Bessemer, Swift and Armour, and Cornelius Vanderbilt

Project

