

Introduction

- Theodore Roosevelt was president for only 4 months when he believed that the light of the highly complex industrial development in the country and the “old laws and customs” being used were quite sufficient to regulate the accumulations and distributing of wealth at one time but were no longer sufficient in the new modern America.
- Roosevelt then asked Congress for new laws and new presidential authority to meet the new situation.
- As a result of his efforts, Roosevelt and the two presidents who followed him came to be known as the progressive president.

The Dawn of Mass Culture

- American Leisure
 - Amusement Parks
 - To meet the needs of recreational needs of city dwellers many major cities (Chicago/New York) set aside precious green space for outdoor enjoyment
 - Many cities built playgrounds and playing fields through their neighborhoods for their citizen’s
 - The roller coaster drew daredevil customers to Coney Island in 1884 and the first Ferris wheel drew enthusiastic crowds to the World’s Columbian Exposition in Chicago in 1893
 - Spectator Sports
 - Americans not only participate in new sports but became avid fans of spectator sports
 - Boxing
 - Baseball
- The Spread of Mass Culture
 - Mass Circulation Newspapers
 - Promoting Fine Arts
 - Popular Fiction
 - Mark Twain
 - *The Adventures of Huckleberry Finn*
- New Ways to Sell Goods
 - Urban Shopping
 - Growing cities made promising targets for enterprising merchants
 - The first shopping center opened in Cleveland Ohio in 1890
 - Retail districts formed where public transportation systems could easily bring shoppers from outlying areas
 - The first department store
 - The Department Store
 - First department store was in Chicago
 - They discovered that paying close attention to women shoppers could bring in more money
 - The Chain Store
 - Advertising
 - Advertising helped to aid the consumerism many Americans were having at the time
 - Catalogs and RFD
 - Catalogs brought merchandise to small towns

Fraser, James. *By The People: A History of the United States*. Pearson, 2015. Print.

- Sears Roebuck
- The turn of the 20th century saw prosperity that caused big changes in the American's daily lives
- At the same time the nation's growing industrial sector faced problems that called for reform

The Revolt of the Intellectuals

- Long before Theodore Roosevelt became president, numerous people in the US were thinking about how best to respond to the extraordinary changes brought about by immigration, urbanization and the rapid industrialization boom the country experienced.
- At the end of 1800s, rapid industrialization and urbanization produced a radically different intellectual climate. New ideas, and those who envisioned them, began to shape the future of industrialized America.
- Social Darwinism
 - For some Darwin's description of biological evolution showed that the fittest of each species survive and thus shape the future. So, many believed the social order, the fittest were rightfully the owners and the dominant class of society. Those less fit are condemned by their natural "un-fitness" to be laborers and employees. Any interference with the system would destabilize the economy and weaken the nation.
 - Not everyone agreed with the idea of Social Darwinism being applied to business but rather saw it more as just an easy but unethical justification for the privileged. Normally, these individuals believed that wise people could and should intervene in the economy to make it more just.
- The Muckraking Journalists
 - Although newspapers had been important in the US since well before the American Revolution, newspapers changed significantly in the late 1800s.
 - The trend toward investigative reporting to expose misconduct of important people or organizations was emerging. Many who wrote stories of these situations became known as muckraking journalists.
 - Muckraking referred to the job of raking through filth
 - Muckraking journalists saw it as their duty to expose the filth of corruption
 - Not everyone liked the new investigative journalism, and those who objected included more than just those being investigated.
 - President Roosevelt thought the journalists described problems but failed to offer solutions. He is the one responsible with coining the term "muckrakers". He said the journalists were just simply raking up the muck from the bottom of society's pond and the name stuck.
 - But for many the term became a term of respect.
 - Examples of Muckraking Journalists:
 - In 1903 Ida Tarbell wrote an article and exposed the unethical business practices of John D. Rockefeller in the book *History of the Standard Oil Company*
 - In 1906 Upton Sinclair took a job at a Chicago slaughterhouse to report, from the inside, on the meatpacking industry.
 - He found a world where workers suffered terrible injury, animals suffered inhumane treatment and unsanitary conditions poisoned the meat consumed by Americans. When Sinclair's expose, *The Jungle* was published in 1906, the public response was immediate. Consumption of meat fell precipitously and within months, Congress passed the Federal Meat Inspection Act and the Pure Food and Drug Act. These acts regulated the meat industry as well as the food and drug industries.

- While Sinclair's main goal had been to draw attention to inhumane working conditions, the primary result of his efforts was sanitary regulation of meatpacking plants.
- The Progressive Challenge to City and State Government
 - Progressive reformers believed that honest people of good will putting their minds to it could fix the country's political and economic system. They had little interest in radical reforms like socialism and little sympathy for the old-line politicians. They were what they said they were, reformers, trying to reform current structures of government.
 - In their campaign for efficient urban management, progressive reformers sometimes came across as cold and heartless to resident who preferred the face-to-face dealings of old-style political bosses. Moreover, in their desire to cut costs, some reformers attacked services that others thought essential.
 - Progressive reform was also seen – sometimes accurately – as an effort by the older Protestant and native-born elite to reclaim power from more recent immigrant groups, especially the Irish who had built up their own political organizations.
 - Nevertheless, candidates committed to cleaning up urban corruption and providing more efficient urban services came to power in a number of cities.
 - Progressive reform cut across the political parties. Republicans and Democrats alike included both reformers and those who resisted reform.
 - Many progressive reformers became convinced that legislation at the state level was essential to limit the power of corporations or corrupt urban machines. Other state reforms became core progressive issues especially proposals for initiative, referendum and recall measures aimed at limiting the power of political elites by giving voters the chance to change government policy.
 - Initiative
 - Procedure by which citizens can introduce a subject for legislation, usually through a petition signed by a specific number of voters
 - Referendum
 - Submission of a law, proposed or already in effect, to a direct popular vote for approval or rejection
 - Recall
 - The process of removing an official from office by popular vote, usually after using petitions to call for such a vote
 - Initiative, referendum and recall were typical progressive measures, based on the same assumption that drove muckraking journalist...that an educated and informed public would do the right thing once the right information was in hand.
 - Governors and legislatures also adopted other reforms in the progressive era. Workers who were injured on the job had been left on their own or blamed for accidents, but progressive passed worker's compensation laws. Some passed limits on the length of the workday, especially for women, and tried to regulate the safety of working conditions.
- Major Progressive Reformers
 - Jane Addams
 - Upton Sinclair
 - Jacob Riis

- Ida Tarbell
 - WEB DuBois
 - Booker T Washington
 - Margaret Sanger
 - Susan B Anthony
- Progressive Presidents
 - Teddy Roosevelt
 - William H Taft
 - Woodrow Wilson

Conclusion

- As American began to change and grow from the Industrial Boom and the corporations of the Gilded Age, the treatment and corruptions had to be stopped. America needed a change. American needed a progressive plan and leader to guide her into the modern age.