Gould invested in railroads. Along with Fisk, he became a director of the Erie Railroad in 1867 and fought with Cornelius Vanderbilt for control. Because of stock manipulation, Gould was eventually thrown out of the Erie Company, but by then, he had amassed a personal fortune of $25 million. Gould and Fisk's manipulation of gold prices and stock market speculations eventually caused a stock market crash in 1869, followed by a depression.

Portrait of Jay Gould, a railroad tycoon in New York City during the late 19th century who was known for his aggressive business practices during an era identified by greed known as the Gilded Age.
A political cartoon by C.J. Taylor entitled "King of the World" depicts John D. Rockefeller and the monopoly held by Standard Oil. A monopoly is a company that is the only firm supplying a product or service to a market. Monopolies have no competitors, allowing them to set prices and terms without any constraints.

John D. Rockefeller controlled the oil industry by marketing aggressively across the nation and horizontally integrating the oil industry. Unlike vertical integration, horizontal integration involved capitalizing on one single component of an industry but doing it with such single-mindedness that other competitors are driven out of business. For example, Rockefeller horizontally integrated oil refining, thus by 1900, he controlled over 80% of the market. After forcing most oil refiners out of business, and effectively monopolizing the market, Rockefeller set and controlled oil prices.

Cronkite observed, "They live (in) Pocantico Hills, 3,500 acres of Westchester, on the Hudson River, north of New York City. A 50-room baronial mansion … just one of the estate's 11 homes … their private golf course … a stable of 25 horses, and 80 miles of trails and carriage roads, six swimming pools…"
1870s- early 1900s

The Good Old Days . . .

- “The mill is close to the golf course, so on a nice day we can look out the window and watch the men at play.”
- Glass factory: “. . . boys traveled a distance of nearly 22 miles in an 8-hour shift at a constant slow run to and from ovens. . . average pay of 72 cents per 8-hour shift. . .”
- Silk Mills: “…girl not 9 years old… cleaned bobbins for 3 cents an hour… must stand at their work. . . 12-hour shifts… by night. . . unceasingly. . . watching the threads. . . before. . . scores of revolving spindles. . . some of them making 25,000 revolutions per minute. . .”
- Garment Factory: “…to reach their quota, girls had to put in an 84-hour week at a wage averaging 5 cents an hour…”
- Soap-Packing Plants: “…girls were exposed to caustic soda that turned their nails yellow and ate away at their fingers…”

. . . They Were Terrible!

- Flower-Making Workshops: “…arsenic, liberally applied to produce vivid colors, wrecked the appearance and health… with sores, swelling of the limbs, nausea… complete debility…”
- Tobacco Stripping: “In their homes, . . . women and children. . . endure the most sickening exhalations as they stripped the leaves. . . tobacco (dust) is everywhere. . . they sleep in it. . . (it) seasons their food and befouls the water they drink…”
- Cannery: “…children as young as six employed as headers and cleaners (of shrimp and fish) . . . stand for shifts of 12 hours and longer in open sheds. . . hands immersed in cold water…”
1870s- early 1900s

1911 - 2 million child laborers

Child laborer in West Virginia coal mine in 1908. This mine driver has been employed for one year, working more than ten hours daily.
1870s- early 1900s

T. Roosevelt Family - White House

Well-dressed children of affluence point curious fingers at poor youngsters seeking warmth from a steam grate in this illustration from 1876. (Library of Congress, Prints and Photographs Division, LC-USZ62-106379)
The term Dust Bowl refers to an environmental disaster during the Great Depression in the United States. As a result of poor land management and severe drought, winds carried off the topsoil of a large area in the southern Great Plains. This photo shows an immense dust cloud threatening a number of houses.
A flapper in 1922. The symbol of the Roaring Twenties, flappers were young women who cast off social conventions by cutting their hair, adopting a comfortable, corset-free clothing style, drinking and smoking in public, and embracing dance crazes and a new spirit of sexual openness.

John Held Jr.'s cover for the February 18, 1926 issue of Life captured the image of the flappers: young women of the 1920s who flouted social norms, bobbing their hair, elevating their hemlines, and dancing the night away.
A group of **newsboys**, all under the age of 11, poses with Mary Graham Jones of the Social Settlement in Hartford, Connecticut in March 1909. Settlement houses sprang up throughout the United States in the late 19th century, providing education and social services for the working class.

Young boys selling newspapers in the 1920s

This photo is from the 1930s, but it sums up the position of Black people in the 1920s - they can SEE the prosperity, but they don't SHARE in it.
Bank patrons line up at teller windows, waiting to withdraw their money, ca. 1935. Several bank runs happened during the Great Depression, destabilizing the economy even further.

Migrant farmworkers from Vermont are shown in their squatter's camp in Nipomo, California on February 24, 1935. During the Great Depression, many unemployed Americans traveled cross-country to California after hearing that farmwork was readily available in the state. The men earned $7.00 for six-weeks work picking peas.

Hungry people line up in New York City to receive government-provided bread in 1932 during the Great Depression, a global economic crisis that started in 1929 and devastated the economies of many nations.

The photograph that has become known as "Migrant Mother" is one of a series of photographs that Dorothea Lange made in February or March of 1936 in Nipomo, California. Lange was concluding a month's trip photographing migratory farm labor around the state for what was then the Resettlement Administration. The woman, Florence Thompson, was 32 years old and the mother of seven children.
While many of the richest people in America lost money when the stock market crashed, the upper classes as a whole still retained much of the wealth which they had held before the Depression and in most cases did not suffer from unemployment.

Perhaps as a way of displaying their continued prosperity in the face of nationwide suffering (or of trying to show up their social equals who may have been hit harder by the crash) many among the upper classes began to flaunt their wealth more than ever.
Our modern image of the middle class comes from the post–World War II era. The 1944 GI Bill provided returning veterans with money for college, businesses and home mortgages.

Lincoln Zephyr, ca. 1946. By the 1940s, automobiles had become a part of everyday life for many Americans.

The Brooklyn Dodgers play the Cincinnati Reds during a night game at Ebbets Field during the 1940s. Night games began in Major League Baseball in 1935.
Money and Inflation 1940's

To provide an estimate of inflation we have given a guide to the value of $100 US Dollars for the first year in the decade to the equivalent in today's money. If you have $100 converted from 1940 to 2005 it would be equivalent to $1433.77 today.

In 1940 a new house cost $3,920.00 and by 1949 was $7,450.00.

In 1940 the average income per year was $1,725.00 and by 1949 was $2,950.00.

In 1940 a gallon of gas was 11 cents and by 1949 was 17 cents.

In 1940 the average cost of a new car was $850.00 and by 1949 was $1,420.00.

A few more prices from the 40's and how much things cost:

- 100 aspirin 76 cents
- Mens Suits from $24.50
- Philco Refrigerator $239.00
- Portable electric heater $42.50
- Pork Loin Roast per pound 45 cents
- Ford Super Deluxe Sedan Coupe $1395
- Nylon Hose 20 cents
- Sealey Mattress $38.00
- New Emerson Bedroom Radio 1938 $19.65
From the end of the Civil War until the mid-1950s, Jim Crow laws, the system of de jure racial segregation in the South, separated blacks from whites in all aspects of public life, from drinking fountains to schools. Here, African American men march in the 1940s with a casket symbolizing the imminent dismantling and "death" of Jim Crow laws.

Poll taxes were instituted by Southern politicians in an attempt to keep blacks and poor whites from voting. This monkey was placed in a cage during the National Association for the Advancement of Colored People's "Parade for Victory" in the 1940s to demonstrate how poll taxes restricted African American citizens from voting.

An African American man uses the ""colored entrance"" to a segregated cinema during the 1940s. The doctrine of segregation established by the Supreme Court case Plessy v. Ferguson (1896) determined the social landscape of separate facilities that persisted even after the landmark desegregation case of Brown v. Board of Education (1954).
A U.S. serviceman views television with his family at their home in Maine on July 1, 1954. Since the 1950s, the medium has become a cultural phenomenon. Present in nearly every household in the United States, and on for an average of seven hours per day, television plays a large role in the nation's communications network, culture, and economy.

**Levitt's Homes**

A look at the two types of homes Levitt built in the Levittown area.

**The 1947 Cape Cod**

The Levitt Cape Cod offered 4½ rooms on a 25-by-30-foot slab, with an unfinished expandable area, one bedroom full of appliances (but not including a Bendix washer). The kitchen was in front — at the fire — a novel approach — and two bedrooms were in the rear. It rented for $30-$35 per month, depending on the lot, and was offered for sale a year later at $7,500. Homes were landscaped with shrubs, trees, and shade plant.

Cape Cods were built in 1947 and 1948 only, all with the same interior floor plan.

**The 1945 Ranch**

The Levitt Ranch, also 4½ rooms, was first offered in 1949. It was 5½ square feet larger than the Cape Cod and rotated the cape's floor plan, keeping the kitchen in the rear, but pushed the living room to the front and bedrooms to the side. The attic was unfinished. There was a two-way hearth between the fully equipped kitchen and the living room. It sold for $87,900, with a monthly mortgage payment of $50. The 1953 and 1951 models had the same basic floor plan as the earlier model.

**SUBURBS**

The two 1953 ranch models, while differing in exterior features, all had the same floor plan and each came with a 10-foot-2-inch kitchen and a 10-foot picture window in the rear of the house.
Understanding Poverty in the 1960s

When government undertook to wage war on poverty in the prosperous United States of the 1960s, poverty was defined largely in terms of income. Poor people were perceived as differing from the rest of society primarily in their lack of money, and the apparent solution was to correct the income shortfall in a simple, efficient, and standardized manner. But decades of research and experience with antipoverty programs have made it clear that poverty involves very complex, interrelated and sometimes intractable socioeconomic, family, and individual issues.

The War on Poverty is the name for legislation first introduced by United States President Lyndon B. Johnson during his State of the Union address on January 8, 1964. This legislation was proposed by Johnson in response to a national poverty rate of around nineteen percent. The speech led the United States Congress to pass the Economic Opportunity Act, which established the Office of Economic Opportunity (OEO) to administer the local application of federal funds targeted against poverty. As a part of the Great Society, Johnson’s belief in expanding the government’s role in social welfare programs from education to healthcare.

Number in Poverty and Poverty Rate: 1959 to 2005

- Number in poverty: 37.0 million
- Poverty rate: 12.6 percent
Jackie Kennedy Onassis with husband Ari Onassis on June 5, 1969, at New York's Kennedy Airport
Cadillac Ranch, 2006. The art collective Ant Farm advocated and experimented with new art forms and created one of the iconic works of the 1970s: a public art installation of ten Cadillacs partially buried along Route 66 near Amarillo, Texas, symbolizing the limits of progress.

Bob Dylan was a central figure in the urban folk movement of the 1960s and 1970s. Although Dylan was originally known for his protest songs, he also influenced the rock music to come in the 1980s and 1990s.

On May 9, 1979, the first day of odd-even gas rationing in California, dozens of cars line up at a station. The oil embargo imposed by Arab nations in response to Middle East politics in the 1970s created difficulties for nations like the United States, where the resulting "energy crisis" produced long lines at gas stations and high fuel prices.
The event was a showcase of hippie culture: long hair, bohemian clothing, open drug use, rock and roll, antiwar posturing, free love, and communal ideals.

Elaine Brown is a political activist who during the 1970s became the leader of the militant group known as the Black Panther Party.

A militant communist and fervent civil rights activist, Angela Davis is most recognized for causing a nationwide uproar in the 1970s when she was charged with several crimes in connection with a gunfight at a California courthouse.
Of those 18 to 29 years old, 55% felt that "people have gotten so used to seeing the homeless that they don't feel upset by them." In other words, people who came of age in the 1980s were considerably more likely to accept the existence of homelessness as a normal part of the social landscape than those who reached adulthood in preceding decades.

In the 1980s, the homeless became a familiar presence in many communities across the United States.

In the 1980s, under conservative Republican administrations, official federal studies estimated the total homeless population at between 250,000 and 600,000.

Although women have always embodied a larger percentage of the poor than men, the feminization of poverty is a recent development noticed by social scientists during the early 1980s.
Disney made further inroads into network television, and its live-action film company Touchstone Pictures, started in the 1980s, has enjoyed dozens of successful releases. In the late 1980s, its animated films began a revival with the help of producer Jeffrey Katzenberg. The video company Walt Disney Home Video is another Disney-owned enterprise that has enjoyed enormous success.

Dr. Dre, one of the pioneers of gangsta rap, performs at the MTV Movie Awards, ca. 1998. The lyrics of the rap songs popularized during the 1980s and 1990s gave voice to the frustration, danger, and unfulfillment experienced by America's inner-city youth.

Donald Trump talks to the crowd during the Anthony Robbins Results 2000 Motivational seminar at the Kiel Center in St. Louis, Missouri on February 8, 2000. With his lavish style and heavily mortgaged deals, Donald Trump personified life in the flashy, materialistic 1980s, when he built an empire of apartment buildings, hotels, and casinos.

Nike's famous "Swoosh" logo helped establish the brand. Because Nikes were made for serious athletes, the company promoted them with Olympians and professional athletes. Profits soared as the company dominated the U.S. market and expanded to Asian and South American markets. In the 1980s, Nike started to push into Europe, where the huge soccer-shoe market was dominated by Adidas and Puma.
Home to more than 20 million people, Appalachia is a sociocultural region of the eastern United States lying along the central and southern ranges of the Appalachian Mountains. While the region has indeed been one of the country’s poorest, such negative stereotypes are based on prejudice and lack of cultural understanding. Outsiders have often branded speakers of the Appalachian dialect as unintelligent, when the dialect is actually quite similar to that spoken by the early American colonists.

As the U.S. economy boomed in the 1990s, so, too, did nonmetro population growth—over 10 percent during the 1990s, compared with 3 percent in the 1980s.

A distressing trend developing over the last 20 years of the 20th century, the feminization of poverty describes an increase in the number of poor families headed by women as a result of higher divorce rates, more illegitimate births, and the lack of support from male partners. That trend particularly affects minority women trapped by inadequate housing, low-paid work, and widespread violence.
1990s

**Metro-nonmetro differences are largest in the South and West**
*Poverty rates by region and residence, 2001*

Percent poor

<table>
<thead>
<tr>
<th>Region</th>
<th>Nonmetro</th>
<th>Metro</th>
</tr>
</thead>
<tbody>
<tr>
<td>Northeast</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Midwest</td>
<td></td>
<td></td>
</tr>
<tr>
<td>South</td>
<td></td>
<td></td>
</tr>
<tr>
<td>West</td>
<td></td>
<td></td>
</tr>
<tr>
<td>All regions</td>
<td></td>
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</tbody>
</table>


**Nonmetro poverty has been higher than metro poverty for the last 40 years**
*Poverty rates by residence, 1959-2001*

Percent poor

<table>
<thead>
<tr>
<th>Year</th>
<th>Nonmetro</th>
<th>Metro</th>
</tr>
</thead>
<tbody>
<tr>
<td>1959</td>
<td></td>
<td></td>
</tr>
<tr>
<td>1964</td>
<td></td>
<td></td>
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<tr>
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<td></td>
<td></td>
</tr>
<tr>
<td>1999</td>
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</tbody>
</table>

Soaring stock prices in the 1990s were based, in part, on the hope that the tech revolution would turn the economy into a perpetual growth machine, with GDP expanding at a whopping 5 percent per year forever without creating unemployment or inflation, all of which would drive corporate profits into the stratosphere.

Television was one of the most important inventions of the 20th century. The apex of communicative and broadcast technology until the advent of the Internet in the 1990s, television revolutionized the way Americans see themselves and the world around them.
2000s

Mansions

Los Angeles
<table>
<thead>
<tr>
<th>Rank</th>
<th>Gang</th>
<th>Official Poverty</th>
<th>Poverty 150%</th>
<th>City</th>
<th>Race</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Grape Street Crips</td>
<td>83.6</td>
<td>91.6</td>
<td>Los Angeles – Watts</td>
<td>Black</td>
</tr>
<tr>
<td>2</td>
<td>Brick Blocc Mafia</td>
<td>58.4</td>
<td>88.2</td>
<td>Long Beach</td>
<td>Black</td>
</tr>
<tr>
<td>3</td>
<td>Primera Flats</td>
<td>57.6</td>
<td>77.5</td>
<td>Los Angeles – Boyle Heights</td>
<td>Hispanic</td>
</tr>
<tr>
<td>4</td>
<td>52 Pueblos</td>
<td>52.3</td>
<td>76.1</td>
<td>Los Angeles- South</td>
<td>Black</td>
</tr>
<tr>
<td>5</td>
<td>Crazy Riders</td>
<td>47.6</td>
<td>75.1</td>
<td>Los Angeles – Pico Union</td>
<td>Hispanic</td>
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<tr>
<td>6</td>
<td>PJ Watts Crips</td>
<td>59.2</td>
<td>74.3</td>
<td>Los Angeles – Watts</td>
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<td>7</td>
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<td>Black</td>
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<td>48.1</td>
<td>73.1</td>
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</tr>
<tr>
<td>10</td>
<td>83 Hoovers</td>
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<td>70.3</td>
<td>Los Angeles – South</td>
<td>Black</td>
</tr>
</tbody>
</table>

Pastor Mike Cummings, left, a former gang member turned community activist, keeps in touch with other Safe Passage monitors as students leave David Starr Jordan High School in the Watts district of Los Angeles, April 19. Safely navigating the turf of the West Side Varrios, the Grape Street Crips and several smaller factions is a matter of street smarts, luck and, for some, guidance from Cummings, widely known as "Big Mike."