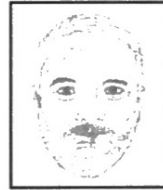


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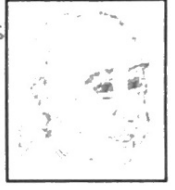
GILDED AGE DINNER PARTY

Directions: After reading about each person, seat all 8 people at the dinner table below so that they are seated next to someone on either side that they have something in common with. Draw their picture in the box and add their last name to the line. In the space between each person, write something they have in common as seen in the example to the right.

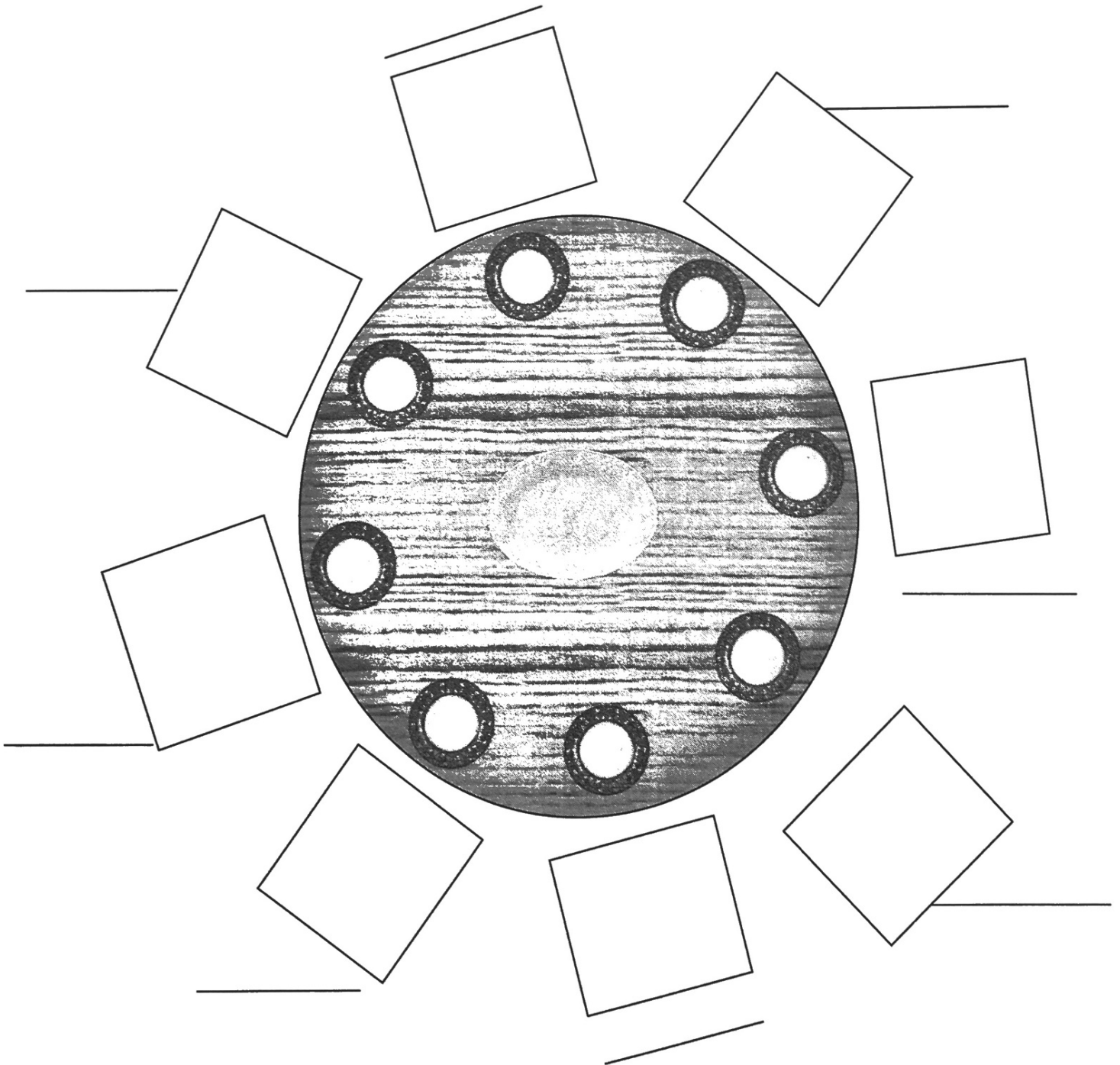


Carnegie

Both were robber barons who used vertical integration to become millionaires.



Vanderbilt



SAMUEL GOMPERS

Samuel Gompers was a cigar maker who became a labor union leader and a key figure in American labor history. Gompers founded the **American Federation of Labor** (AFL), and served as that organization's president from 1886 until his death in 1924. Under his leadership, the AFL became the largest and most influential labor federation in the world. It grew from a marginal association of 50,000 in 1886 to an established organization of nearly 3 million in 1924 that had won a permanent place in American society.

He promoted harmony among the different craft unions that comprised the AFL, trying to minimize jurisdictional battles. He promoted "thorough" organization and collective bargaining to secure shorter hours and higher wages, the first essential steps, he believed, to emancipating labor.

He said the goal of the AFL was to, "improve the standard of life, to uproot ignorance and foster education, to instill character, manhood and independent spirit among our people; to bring about a recognition of the interdependence of man upon his fellow man. We aim to establish a normal work-day, to take the children from the factory and workshop and give them the opportunity of the school and the play-ground. In a word, our unions strive to lighten toil, educate their members, make their homes more cheerful, and in every way contribute an earnest effort toward making life the better worth living."



IDA TARBELL

Ida Tarbell was an teacher, author and journalist. She was known as one of the leading "**muckrakers**" of the progressive era. A muckraker was an investigative journalist who researched crimes of business and reported on them in magazines and newspapers.

Ida Tarbell wrote many notable magazine series and biographies. She is best known for her 1904 book *The History of the Standard Oil Company*, which was listed as No. 5 in a 1999 list by New York University of the top 100 works of 20th-century American journalism. The book exposed the criminal and unethical practices of John D. Rockefeller and his domination of the oil industry. She became the first woman to take on Standard Oil. Her book turned public opinion against Rockefeller and Standard Oil and helped inspire the government to break up the oil monopoly.



BOOKER T. WASHINGTON

Booker T. Washington was an educator, author, and political leader. He was the dominant figure in the African-American community in the United States from 1890 to 1915. Representative of the last generation of black American leaders born in slavery, he spoke on behalf of the large majority of blacks who lived in the South but had lost their ability to vote through disfranchisement by southern legislatures.

Washington was born into slavery in a rural area of southwestern Virginia. After emancipation, his mother moved the family to rejoin her husband in West Virginia; there Washington worked in a variety of manual labor jobs before making his way to Hampton Roads seeking an education. He worked his way through Hampton Normal and Agricultural Institute (now Hampton University) and attended college at Wayland Seminary (now Virginia Union University). After returning to Hampton as a teacher, in 1881 he was named as the first leader of the new **Tuskegee Institute** in Alabama.

Washington believed the way to equality was through vocational education and economic success. Based on his experience at the Hampton Institute, Washington intended to train students at the Tuskegee Institute in skills, morals and religious life. He thought in African-Americans could learn industrial skills and enter the workforce, they would be accepted as equals in society.

Some African-American the leaders of the new NAACP, especially W. E. B. Du Bois, demanded a stronger tone of protest for advancement of civil rights needs. Washington replied that confrontation would lead to disaster for the outnumbered blacks, and that cooperation with supportive whites was the only way to overcome pervasive racism in the long run.

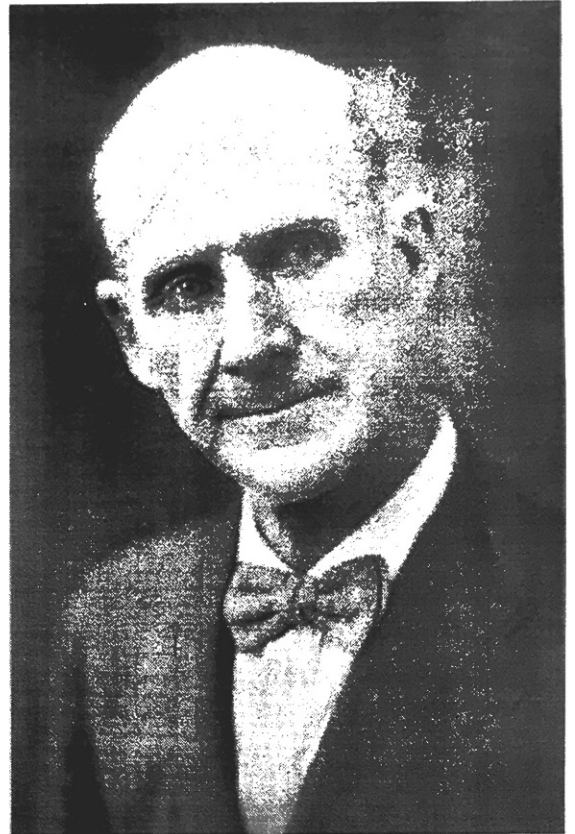


EUGENE V. DEBS

Eugene V. Debs was a union leader, one of the founding members of the International Labor Union and the Industrial Workers of the World (IWW) and **American Railway Union (ARU)**, which was America's first industrial union. He was also the candidate of the Socialist Party of America for President of the United States 5 times.

When the ARU went on strike against the Pullman Palace Car Company over pay cuts, President Grover Cleveland used the United States Army to break the strike. As a leader of the ARU, Debs was later imprisoned for failing to obey an injunction against the strike. This was one of the first major strikes in the US that attracted national attention.

Debs educated himself about socialism in prison and emerged to launch his career as the nation's most prominent socialist in the first decades of the 20th century. He ran as the Socialist Party's candidate for the presidency in 1900, 1904, 1908, 1912, and 1920, the last time from his prison cell.



CORNELIUS VANDERBILT

Cornelius Vanderbilt was born in 1794 in New York, the son of a ferryman and farmer. He received little formal schooling. By age 16, he was transporting people and cargo around New York harbor. During the War of 1812, he secured a government contract to deliver supplies to posts throughout the area.

Vanderbilt eventually controlled most of the ferry traffic in New York waters and during the 1830s, Vanderbilt's line became the dominant steamship presence on the Hudson River, due largely to low pricing and comfortable accommodations.

Cornelius Vanderbilt entered the railroad business in 1857 and eventually gained control of the New York and Harlem Railroad. Vanderbilt managed to expand his empire through purchase and consolidation. He gained control of the New York Central in 1869. By 1873, he successfully linked New York to Chicago by rail.

During the Panic of 1873 and the resulting depression, Vanderbilt began construction of Grand Central Terminal in New York City, offering employment to thousands who otherwise would have been unemployed. The New York Central was one of the few railroads that posted profits during the depression. During this time he bought up many other railroad companies, a process known as horizontal integration. His goal was to consolidate like companies and monopolize the railroad industry in the northeast.

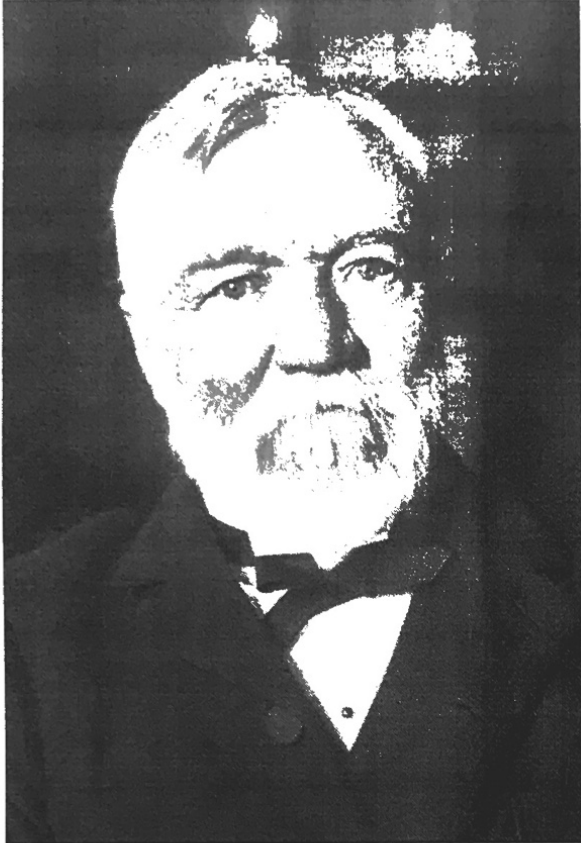
At the time of his death, aged 82, his fortune was estimated at \$100 million. In his will, he left 95% of his \$100 million estate to his son William and to William's four sons



ANDREW CARNEGIE

Andrew Carnegie a Scottish-American industrialist who led the enormous expansion of the American steel industry in the late 19th century. He was also one of the most important philanthropists of his era.

Carnegie was born in Scotland, and emigrated to the United States with his parents when he was 13. His first job was as a factory worker in a bobbin factory. Soon after he became a messenger boy and he eventually he progressed up the ranks of a telegraph company.



In the 1870s, he founded the **Carnegie Steel Company** in Pittsburgh, a step which cemented his name as one of the "Captains of Industry". By the 1890s, the company was the largest and most profitable industrial enterprise in the world. It helped Pittsburgh earn the nickname, "the steel city". Carnegie sold it in 1901 for \$480 million to J.P. Morgan, who created U.S. Steel. Carnegie devoted the remainder of his life to large-scale philanthropy, with special emphasis on local libraries, world peace, education and scientific research. His life has often been referred to as a true "rags to riches" story.

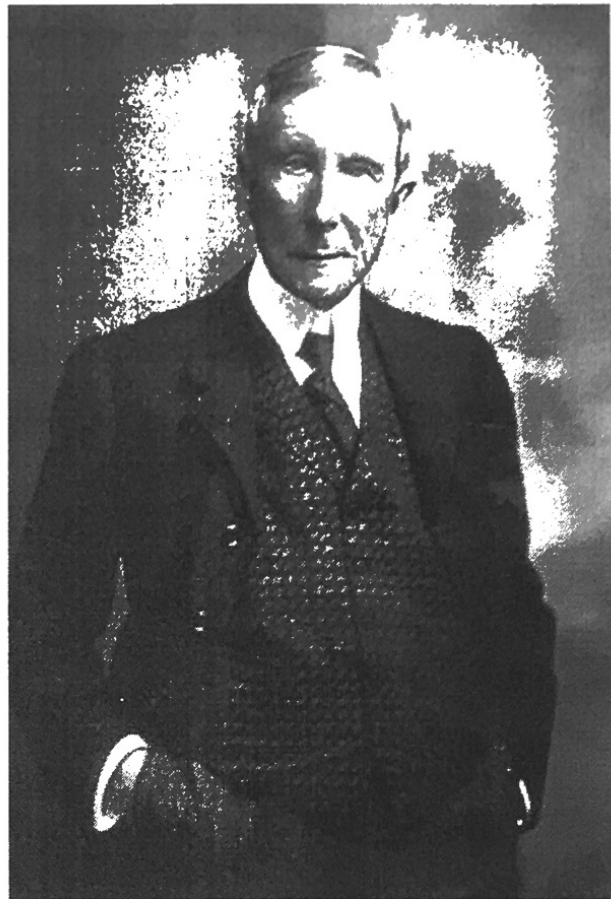
With the fortune he made from business among others he built Carnegie Hall, later he turned to philanthropy and interests in education, founding the Carnegie Corporation of New York, Carnegie Endowment for International Peace, Carnegie Institution of Washington, Carnegie Mellon University and the Carnegie Museums of Pittsburgh.

He is often regarded as the second-richest man in history after John D. Rockefeller.

JOHN D. ROCKEFELLER

John Rockefeller was an oil industrialist, investor, and philanthropist. He was the founder of the Standard Oil Company, which dominated the oil industry and was the first great U.S. business trust. Rockefeller revolutionized the petroleum industry. In 1870, he founded the **Standard Oil Company** and aggressively ran it until he officially retired in 1897. Standard Oil began as an Ohio partnership formed by Rockefeller, his brother William, and several others.

Rockefeller abhorred waste and devoted considerable energy to increasing the efficiency of his refining business. He believed that the secret of success was attention to detail -- to wringing little efficiencies out of every aspect of his business. He made his own barrels for the oil. He bought tracts of white-oak timber for making the barrels. Instead of transporting the freshly cut green timber directly to the shop, he had kilns built on the timber tracts to dry the wood on site, to reduce the shipping weight of the lumber. He bought his own wagons and horses to transport the wood to the shop in Cleveland. He later bought his own railroads to transport his oil barrels. This practice is known as “**vertical integration**” – buying up every aspect needed for your business so you don’t have to rely on any outside companies.



As kerosene and gasoline grew in importance during the industrial age, Rockefeller's wealth soared, and he became the world's richest man and first American worth more than a billion dollars. Adjusting for inflation, he is often regarded as the richest person in history.

Rockefeller spent the last 40 years of his life in retirement. His fortune was mainly used to create the modern systematic approach of targeted philanthropy with foundations that had a major effect on medicine, education, and scientific research.

He is also the founder of both the University of Chicago and Rockefeller University. He was a devoted Northern Baptist and supported many church-based institutions throughout his life.

J.P. MORGAN

JP Morgan was a financier and banker who dominated corporate finance and industrial consolidation during his time. The son of a banker, Morgan went into the family business and became one of the most famous financiers in the history of business. After working for his father, he started his own private banking company in 1871, which later became known as J. P. Morgan & Co. His company became one of the leading financial firms in the country. It was so powerful that even the U.S. government looked to the firm for help with the depression of 1895. The company also assisted in thwarting the 1907 financial crisis.

He was criticized for creating monopolies and making it difficult for any business to compete against his. Morgan dominated two industries in particular—he helped consolidate railroad industry in the East and formed the United States Steel Corporation in 1901. A crucial material in the extensive growth of the nation, U.S. Steel became the world's largest steel manufacturer. The government, concerned about Morgan had created a monopoly, filed suit against the company in 1911.

At the height of Morgan's career during the early 1900s, he and his partners had financial investments in many large corporations and were accused by critics of controlling the nation's high finance.

Morgan died in Rome, Italy, in his sleep in 1913 at the age of 75, leaving his fortune and business to his son, John Pierpont "Jack" Morgan, Jr., and bequeathing his mansion and large book collections to The Morgan Library & Museum in New York. At the time of his death, he only held an estate worth \$68.3 million (\$1.39 billion in today's dollars), of which about \$30 million represented his share in the New York and Philadelphia banks. The value of his art collection was estimated at \$50 million.

