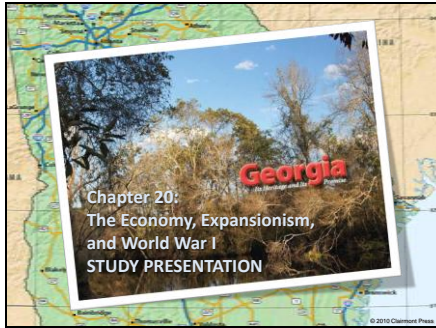


Slide 1




Slide 3

Section 1: The Economy

➤ Essential Question

- How did the “New South” concept change the way Georgians viewed their economy?




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Section 1: The Economy

➤ What terms do I need to know?


- New South
- diversity
- truck farming
- service industry



Slide 5

The Economy

- During and following Reconstruction in Georgia, the number of tenant farmers and sharecroppers continued to rise.
- Most tenant farmers were African Americans, but more and more whites became part of that system.
- Some southern leaders called for a **New South** that would become more economically progressive and prosperous.
- Henry W. Grady, a journalist and editor of the Atlanta Constitution, was a leading spokesman for the New South and a great promoter of Atlanta during the 1880s.
- Grady made speeches and wrote articles encouraging northerners to invest in the southern economy, especially in Atlanta. Some of Atlanta’s industrial growth during the late 19th Century can be attributed to Grady.






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Agriculture


- Cotton remained the major cash crop of Georgia, although peaches and pecans provided income for some Georgians.
- **Truck farming**, or growing vegetables and fruits for market, grew in scale as railroads made it possible to ship goods before they began to rot.
- Proponents of a New South called for farmers to **diversify**, or grow crops of different kinds; they called for "scientific" farming which they believed would strengthen Georgia's economy.



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Industrialization


- "New South" supporter Henry Grady of the *Atlanta Constitution* worked to bring more manufacturing to Georgia and reduce.
- The industries that emerged and grew in Georgia during this pre-World War I period included sawmills that made board from Georgia pine trees and gristmills that ground corn and other grains.
- Georgians also began producing naval stores from pine trees using new techniques to collect the sap.



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Textiles


- Major textile mills were built in the late 1800s in the Augusta and Columbus regions to produce cloth from Georgia cotton.
- The west-central area of Georgia saw textiles as a good economic development.
- National expositions or fairs in the 1880s showcased Georgia's economic recovery, the state's natural resources, and lured investors.
- Most mills built housing, which they rented to workers. Communities grew up around the mills.
- Many children worked long days in the mills, which kept them from attending school.



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New Businesses

- The soft drink companies Coca-Cola and Royal Crown Cola were founded in Georgia during this period.
- In 1886, Atlanta pharmacist John Pemberton invented Coca-Cola as a "health" drink made from the coca leaf and kola nut, mixed with bubbly water. Several families in Georgia towns became wealthy bottling and selling Coca-Cola.
- Columbus pharmacist Claude Hatcher developed Royal Crown Cola in the early 1900s. In the 1920s, the company expanded into the fruit-flavored drinks called Nehi.





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Tourism

- The state's service industries such as tourism grew, especially in the Golden Isles region of Georgia's coast.
- A groups of wealthy northerners built vacation homes on Jekyll Island. These individuals were attracted to the coastal region's beauty and the state's mild climate in the winter.
- Golf retreats became popular in the Augusta area.



The Jekyll Island Club Hotel on Jekyll Island was once a private club for some of the world's wealthiest businessmen.
Image: Public Domain

Link: [Jekyll Island](#)

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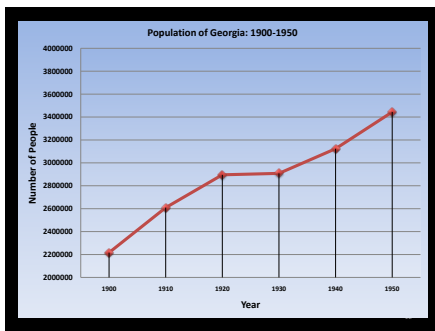
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Urbanization and Business

- Georgia's towns grew around the railroads.
- Working-class Georgians began to afford health and life insurance policies from Georgia-based companies.
- **Alonzo Herndon**, a wealthy African-American businessman, owned many properties and founded the Atlanta Life Insurance Company. Herndon and his wife provided funding for many social service nonprofit organizations and Atlanta University.
- Atlanta's growing population led to more retail stores. Rich's department store became a major attraction in downtown Atlanta.
- Electricity came to Georgia's cities by the early 1900s. It would be many more years before residents in many rural areas enjoyed the benefits of electricity.

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Section 2: World War I

➤ Essential Question

- What were ways in which Georgians contributed to the World War I effort?


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Section 2: World War I

➤ What terms do I need to know?

- isolationism
- World War I
- armistice
- pandemic



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World War I

➤ In the 1880s and 1890s, the United States entered a period of expansion, acquiring territory in other places. The U.S. needed overseas markets, raw materials, and naval bases.

➤ The establishment of military bases in Georgia during the 1898 Spanish-American War set the stage for the role Georgia played in World War I. Those bases provided a boost to Georgia's economy.

➤ The U.S. entered World War I in 1917, after remaining neutral for three years. Georgia's bases would prove to be important to the war effort.



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Causes of World War I

➤ As the United States expanded its trade and territory, its policy of **isolationism** changed.

➤ The 1898 Spanish-American War brought military bases to Georgia, providing an economic boost.


➤ Complex alliances brought several European countries into conflict following the assassination of the heir to the Austro-Hungarian throne, Archduke Ferdinand.

➤ Great Britain, France, and Russia (the Allies) joined against Germany and the Austrian Empire (the Central Powers).

➤ The United States preferred to remain neutral, but effective shipping blockades by Great Britain violated U.S. trade rights.

➤ German submarines (U-boats) made it dangerous for American merchant ships to reach European waters.

➤ U.S. President Woodrow Wilson, of Augusta, attempted to be a peacemaker as long as possible. As a boy, Wilson had seen the horrors of war as wounded Confederate soldiers were brought to Augusta.



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The United States Enters the War

➤ A German U-Boat sank a British passenger ship, the *Lusitania*, in 1915, which resulted in 128 American deaths; Germans sank a French ship, the *Sussex*, in 1916, which had Americans on board.

➤ The war resulted in millions of deaths, but until 1917 the U.S. stayed out of the conflict.

➤ In March 1917, German U-Boats sank several American ships and the U.S. also learned that Germany tried to recruit Mexico to its side.

➤ On April 4, 1917, the United States declared war on Germany, despite continued opposition by many Americans. Wilson told Congress he hoped it would be a "war to end all wars."






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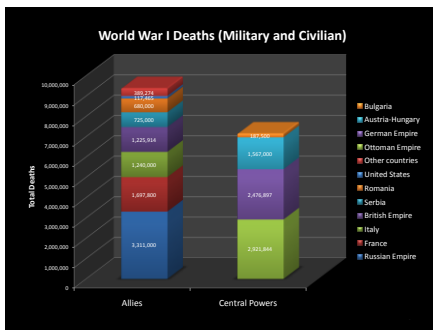
Georgia and World War I

- Georgia benefitted from several military training camps in the state.
- Camps across the state trained National Guard units, medical personnel, transportation units, engineers, biplane pilots, and infantry troops.
- Fort McPherson, south of Atlanta, was a permanent post. During the war it housed prisoners and treated thousands of soldiers in its hospitals.
- Demand was high for Georgia's processed and canned foods. Cotton prices went up.
- Georgia's textile mills made cloth for uniforms and bandages. The state's railroads carried arms, ammunitions, and soldiers to ships at port.
- Many Georgia citizens bought Liberty bonds to help finance the war.



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The End of the War

- In 1918, Wilson proposed a League of Nations in which the world's nations could discuss and resolve issues. It was formed after the war, but the U.S. did not participate.
- The Allies and Central Powers signed an **armistice** in November 1918.
- The Treaty of Versailles weakened Germany and created resentment in Germany that later brought on World War II.
- In 1918, the Spanish flu spread across the world and into Georgia. This **pandemic** killed more than 40 million people.
- Georgians returned from foreign lands to resume their work in farms, factories, towns, and cities. Georgians built monuments to honor their dead.
- Segregation continued after the war, to the disappointment of African Americans who had served in Europe.



Additional Notes: