During World War I, the government used motion pictures for propaganda. Movies with titles like The Kaiser: The Beast of Berlin, To Hell With The Kaiser, and Pershing's Crusaders (a reference to General John J. Pershing, head of the American forces in Europe) were shown in American movie theaters. After the war, the European film industry did not recover right away, thus enabling American films to dominate world markets. Hollywood produced some 86 percent of films shown worldwide.

SEE ALSO
Edison, Thomas Alva; Inventions; Leisure; Photography

FURTHER READING

Muckrakers

MUCKRAKERS WERE authors and investigative journalists who agitated for social change America by exposing the misconduct of the powerful and documenting the living and working conditions of the poor. Exercising their greatest influence in the years between 1890 and World War I, muckrakers campaigned for labor law reform, African American rights, nature conservation, the breakup of wealthy trusts and monopolies, and many other progressive causes. Muckraking exposés, published in such national periodicals as American Magazine and McClure's, helped spur public demands for reform.

Prominent muckrakers included Ida B. Wells, who crusaded against lynching; Upton Sinclair, whose 1906 novel The Jungle exposed unsafe conditions in the meat industry; Jacob Riis, whose late 19th-century writings and photographs chronicled the harsh reality of life in New York City's slums; and Ida Tarbell, author of The History of the Standard Oil Company (1904), which detailed corrupt practices in the petroleum business. Lincoln Steffens, an editor at both McClure's and American Magazine, wrote The Shame of the Cities (1904), an investigation of dishonest government officials. Ray Stannard Baker joined Steffens and Tarbell in founding American Magazine in 1906, and in 1908 he wrote Following the Color Line, the first book on American racial divisions by a prominent white journalist. In 1905, Baker's friend Samuel Hopkins Adams published a series of eleven articles in Collier's Weekly attacking the unregulated manufacture of patent medicines. The series, entitled "The Great American Fraud," helped secure the passage of the Pure Food and Drugs Act in 1906.

Lewis Hine photographed immigrants, sweatshop workers, and young children toiling in unregulated factories and mines. Nellie Bly, better known for her spectacular 72-day trip around the world, was an investigative reporter for the New York World who went.
undercover to expose abuses in mental asylums. William T. Stead earned both admiration and resentment for If Christ Came to Chicago (1894), his exposé of Chicago’s political corruption and its gambling and prostitution racketes. Stead died in the sinking of the Titanic after a colorful career as a muckraking journalist in the United States, Australia, and his native England.

Muckraking got its name following the publication of journalist David Graham Phillips’s series, “The Treason of the Senate,” which appeared in Cosmopolitan in 1906. Phillipss articles accused politicians in both parties of accepting bribes from lobbyists. President Theodore Roosevelt responded in a speech complaining that crusading journalists were overly obsessed with squalor and scandal. He compared them to an unappealing character in the 17th-century religious allegory, Pilgrim’s Progress, “the man who could look no way but downward with the muck-rake in his hands.” Although Roosevelt championed many of the reforms backed by the muckraking journals, he took offense at articles criticizing some of his political associates. The journalists themselves felt they were being maligned by Roosevelt’s label, but the name muckraker stuck. The muckrakers’ social reform successes included the passage of the Pure Food and Drugs Act and more than four dozen legislative curbs on big business combinations (trusts) during Roosevelt’s administration alone. The writers of the muckraking era inspired later generations of investigative journalists.

SEE ALSO
Journalism; Literature; Photography; Pure Food and Drugs Act (1906); Regulation; Riis, Jacob; Roosevelt, Theodore; Sinclair, Upton Beall; Wells-Barnett, Ida B.

FURTHER READING

Muir, John
- Born: Apr. 21, 1838, Dunbar, Scotland
- Education: three years at the University of Wisconsin
- Accomplishments: founder, Sierra Club (1892); author, Our National Parks (1901), 12 other books, and more than 300 articles
- Died: Dec. 24, 1914, Los Angeles, Calif.

JOHN MUIR was 11 when his family emigrated from Scotland to a farm near Portage, Wisconsin, where he and his younger brother roamed the countryside, reveling in the beauties of nature. Young Muir’s inventions, including an alarm system that tipped him out of bed in the morning, won prizes at the Wisconsin State Fair. He spent three years at the University of Wisconsin before beginning a life of travel and odd jobs. Nearly blinded in an accident, Muir decided to cherish his eyesight and observe the natural world. His travels took him all over the United States and down into Central America. In California he explored the Sierra Nevada mountain range, making it his spiritual home, and lived in Yosemite as a shepherd.

In the 1870s Muir began to write. His travel books, nature studies, and lyrical articles about the Sierras and Yosemite gained him a national audi-