Literacy

• Illiteracy declined from 10.7 percent in 1850 to 6.2 in 1900
• In 1900:
  • Illiteracy rate for native-born whites was 4.6
  • Rate for foreign-born was 12.9
  • Rate for groups other than white 44.5
Market competition factors

- Linotype machines 1885
- Wood-pulp paper
- Bulk-mailing rates 1879
Magazine and Newspaper sales

- 1885 four US magazines had readership of over 100,000
- By 1905 five times as many magazines have over 100,000, with an aggregate circulation of 5,500,000
- By mid-1890s more than 80 percent of magazine purchases are 10 cent magazines
- Pulitzer’s New York World circulation reaches 1 million by 1900
Book production

Between 1880 and 1900 is a three-fold increase in number of books published.

Cheap paperback series after the model of Beadle Brothers.

Major houses begin to issue reprints of their own backlists: nonfiction for 25 cents and fiction for 10 cents.

Donnelly firm’s Lakeside Library

Munro’s Seaside Library

Harper’s Franklin Square Library

Railway stations selling series such as “The Home Library”
Glutted markets

Advertising

Copyright law 1891

Manufacturing Clause
Howells in his Boston library at the time he was writing 'The Rise of Silas Lapham'
W.E.B. DuBois, founder of the NAACP and opponent of imperialism: "In college I replaced my hitherto egocentric world by a world centering and whirling about my race."

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