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New South

New South, **New South Democracy** or **New South Creed** is a slogan in the history of the American South after 1877. Reformers use it to call for a modernization of society and attitudes, to integrate more fully with the United States, and reject the economy and traditions of the Old South and the slavery-based plantation system of the antebellum period. The term was coined by its leading spokesman and *Atlanta* editor Henry W. Grady.^[1]



Houston, Texas skyline

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The original use of the term "New South" was an attempt to prescribe an attractive future based on a growing economy. The industrial revolution of the North was the model. The antebellum South was heavily agrarian. After the American Civil War, the South was impoverished and still rural; it was heavily reliant on cotton and a few other crops with low market prices. It seemed to be in great need of urbanization and industrialization. Slavery was abolished, and African Americans played a different role in the New South. Henry W. Grady made this term popular in his articles and speeches as editor of the *Atlanta Constitution*. Richard Hathaway Edmonds of the Baltimore *Manufacturers' Record* was another staunch advocate of New South industrialization. *The Manufacturers' Record* was one of the most widely read and powerful publications among turn of the 20th century industrialists. Historian Paul Gaston coined the specific term "New South Creed" to describe the promises of visionaries like Grady who said industrialization would bring prosperity to the region.^[2]



New Orleans, Louisiana skyline



San Antonio, Texas skyline