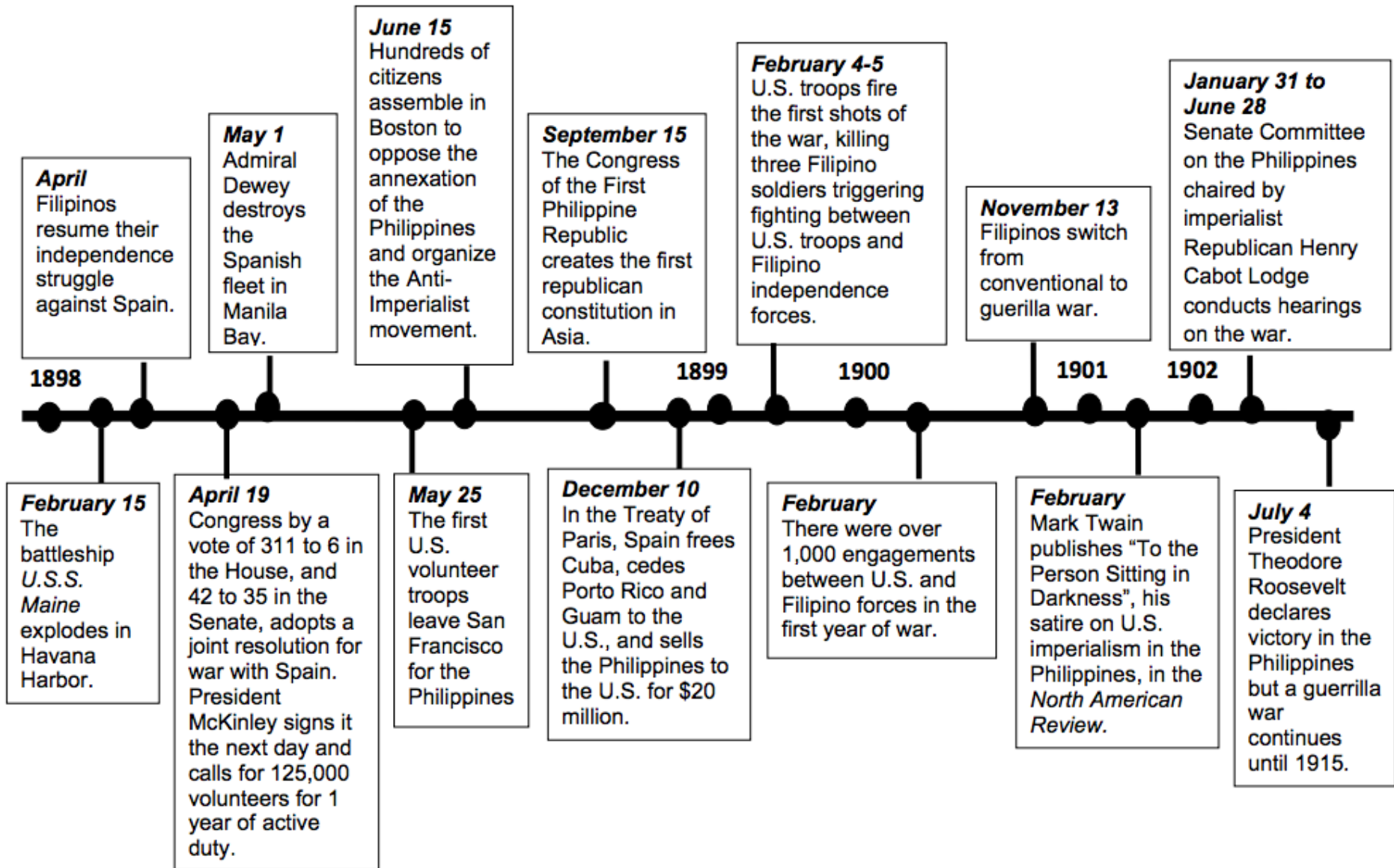


The United States in the Philippines

1898-1915

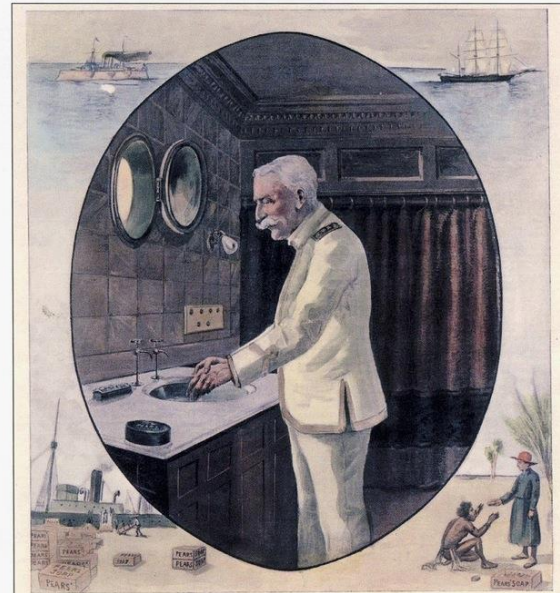


Rudyard Kipling, *The White Man's Burden*, 1899

Take up the White Man's burden--
Send forth the best ye breed--
Go bind your sons to exile
To serve your captives' need;
To wait in heavy harness,
On fluttered folk and wild--
Your new-caught, sullen peoples,
Half-devil and half-child.

Take up the White Man's burden--
And reap his old reward:
The blame of those ye better,
The hate of those ye guard--
The cry of hosts ye humour
(Ah, slowly!) toward the light:--
"Why brought he us from bondage,
Our loved Egyptian night?"

Take up the White Man's burden--
Ye dare not stoop to less--
Nor call too loud on Freedom
To cloak your weariness;
By all ye cry or whisper,
By all ye leave or do,
The silent, sullen peoples
Shall weigh your gods and you...



The first step towards lightening

The White Man's Burden

is through teaching the virtues of cleanliness.

Pears' Soap

is a potent factor in brightening the dark corners of the earth as civilization advances, while amongst the cultured of all nations it holds the highest place—it is the ideal toilet soap.

**Take up the White Man's burden;
Send forth your sturdy sons,
And load them down with whisky
And Testaments and guns ...**

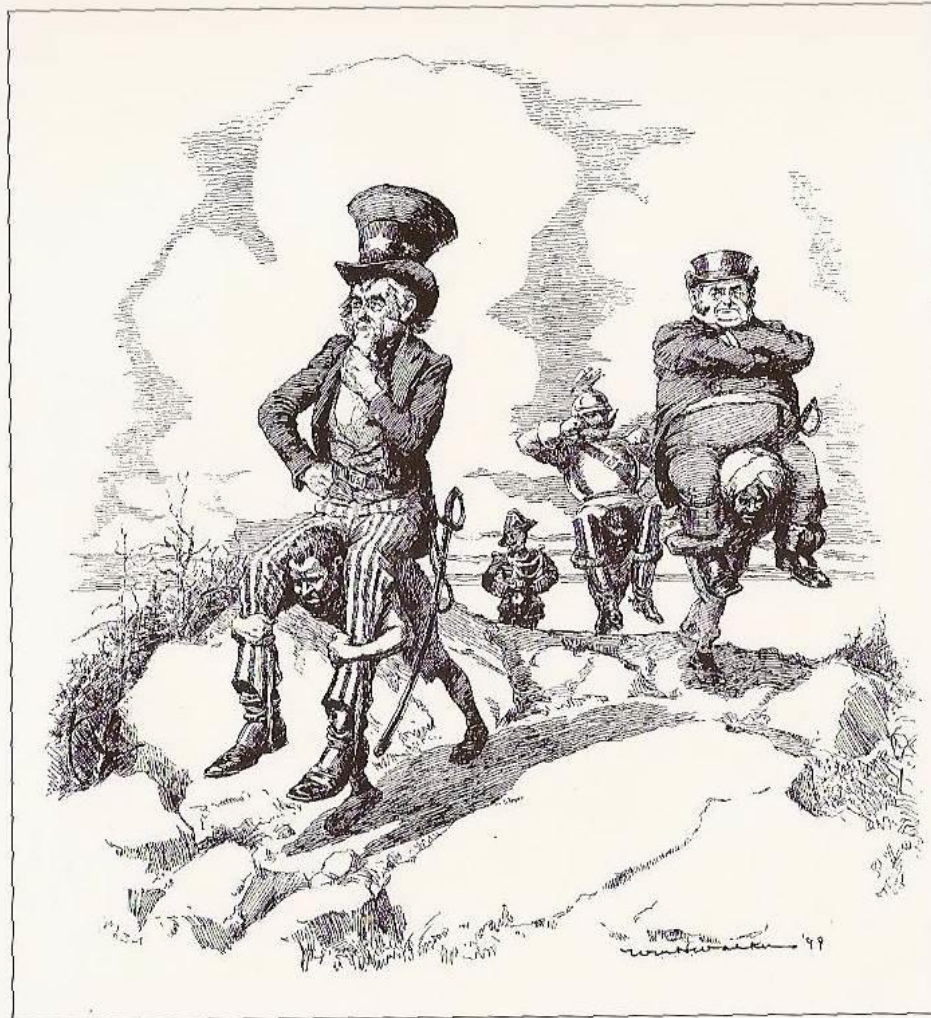
**And don't forget the factories.
On those benighted shores
They have no cheerful iron-mills
Nor eke department stores.
They never work twelve hours a day,
And live in strange content,
Altho they never have to pay
A single cent of rent.**

**Take up the White Man's burden,
And teach the Philippines
What interest and taxes are
And what a mortgage means.
Give them electrocution chairs,
And prisons, too, galore,
And if they seem inclined to kick,
Then spill their heathen gore....**

EXAMPLE 1: *Judge*, 1899



EXAMPLE 2: *Life*, 1899

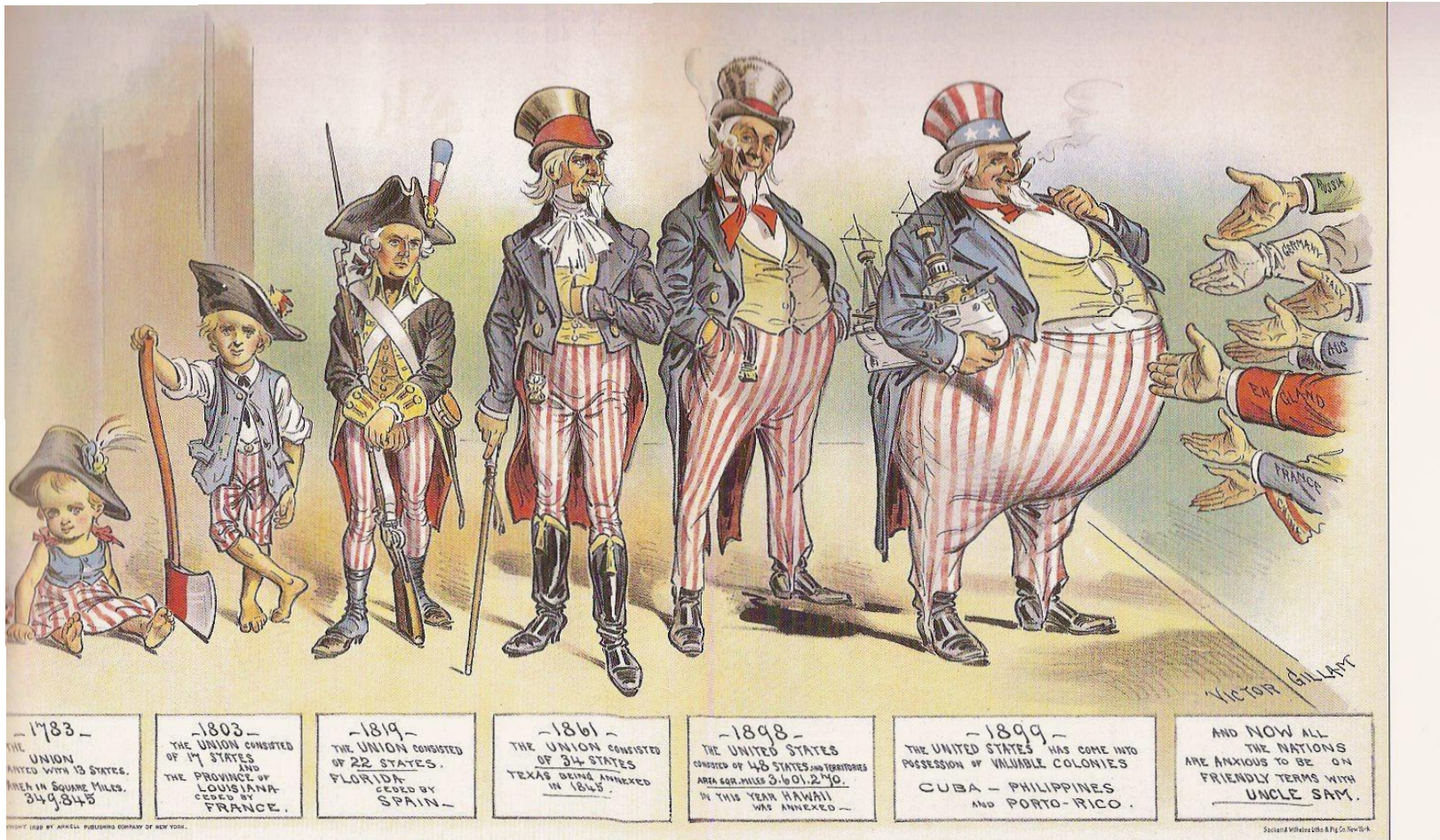


“THE WHITE (?) MAN’S BURDEN.”

Life, Life Publishing Company, New York, March 16, 1899 [artist: William H. Walker]

SET A : Cartoon 1

Judge, 1899



"A LESSON FOR ANTI-EXPANSIONISTS."
"Showing how Uncle Sam has been an expansionist first, last, and all the time."

Judge, Arkell Publishing Company, New York, 1899 [artist: Victor Gillam]

SET A : Cartoon 2

Life, 1900

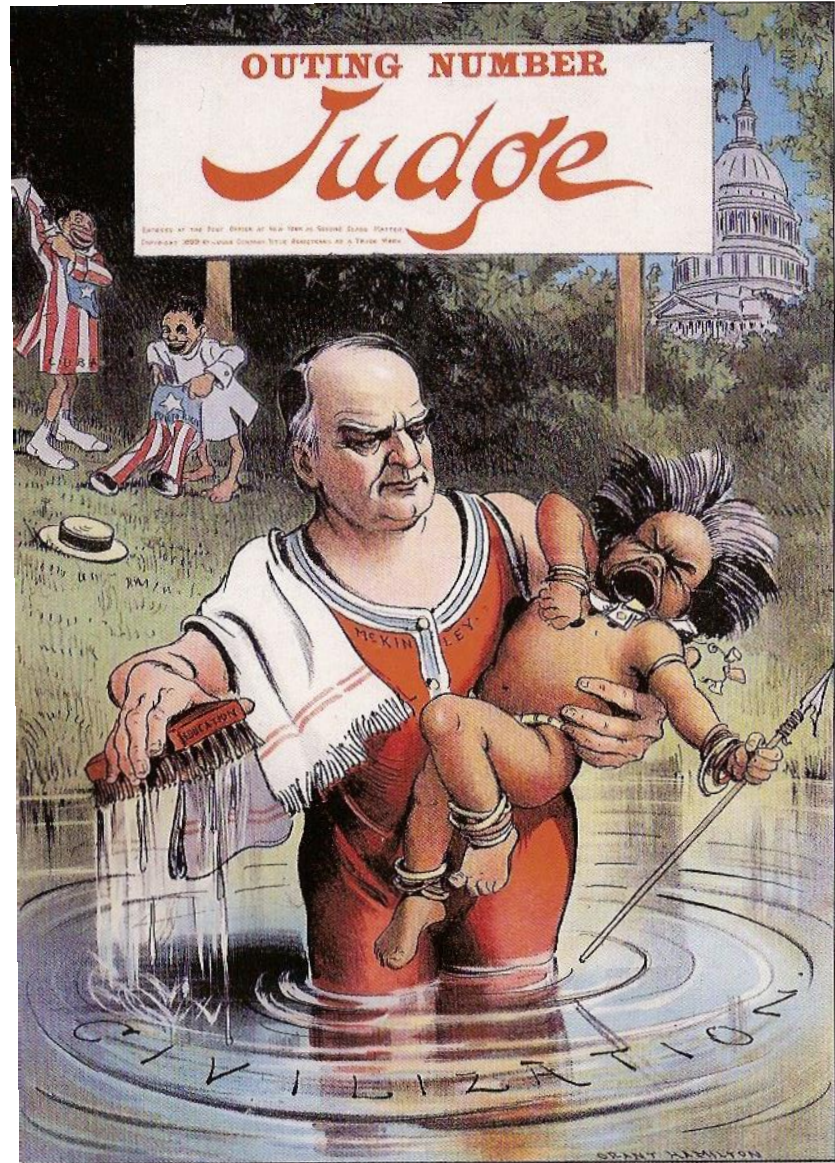


"FUN FOR THE BOYS." 1

Life, Life Publishing Company, New York, August 23, 1900
{artist: William Bengough}

SET B : Cartoon 1

Judge, 1899



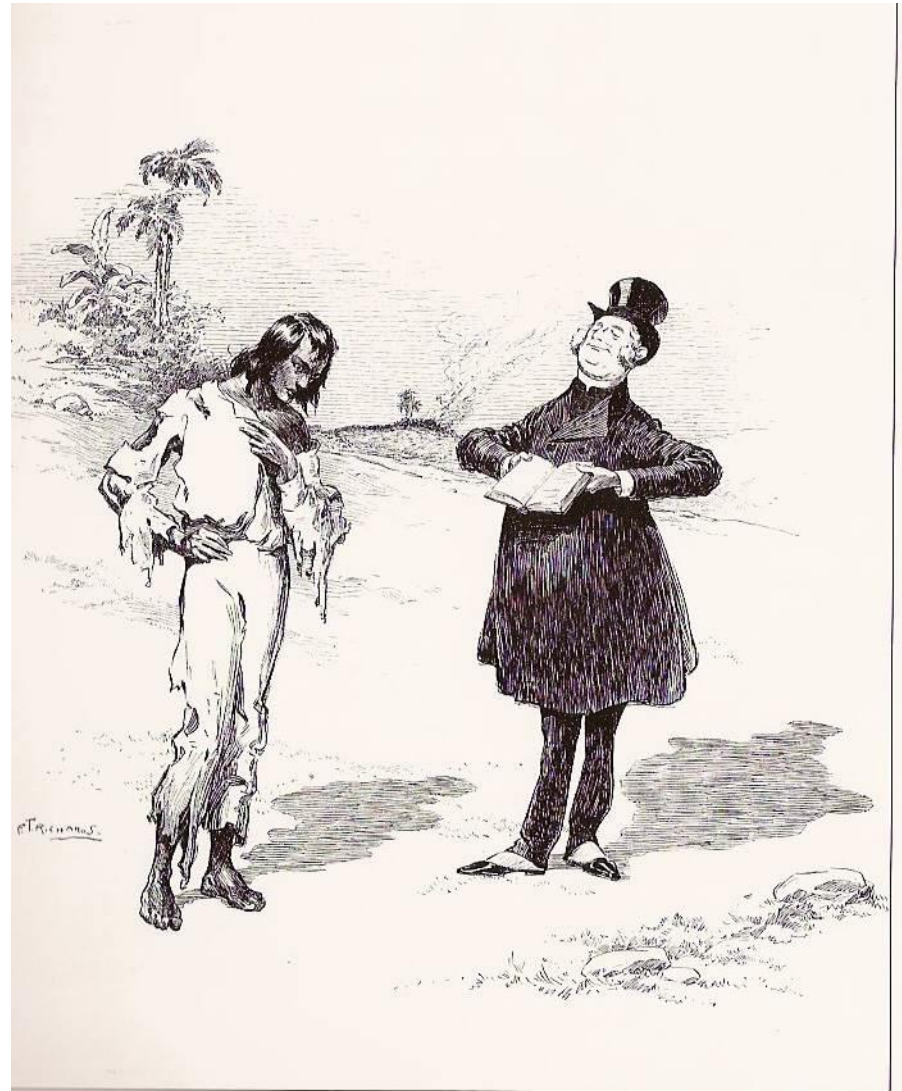
"THE FILIPINO'S FIRST BATH."

"McKinley—'Oh, you dirty boy!'"

Judge, Judge Company, New York, June 10, 1899 [artist: Grant Hamilton]

SET B : Cartoon 2

Life, 1900



"A RED-LETTER DAY."

THE STRANGER: How long have you been civilized? THE NATIVE: Ever since my home was burned to the ground and my wife and children shot."

Life, Life Publishing Company, New York, October 18, 1900

[artist: Frederick Thompson Richards]

SET C : Cartoon 2

Life, 1898



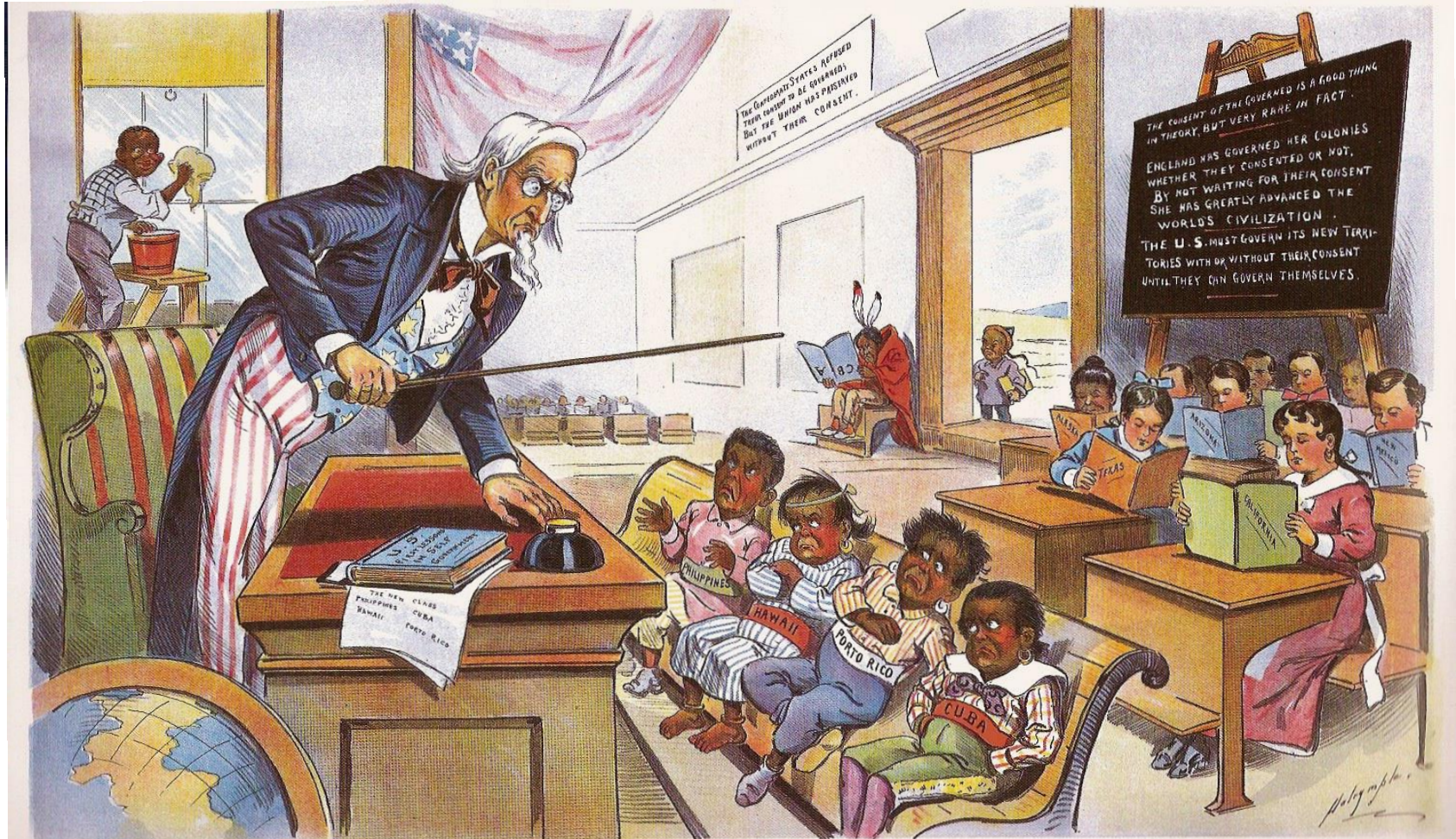
"COLUMBIA IS BY NO MEANS ENTHUSIASTIC BY THIS TRANSACTION."

Life, Life Publishing Company, New York, December 8, 1898

[artist: Francis Gilbert Attwood]

SET D : Cartoon 1

Puck, 1899

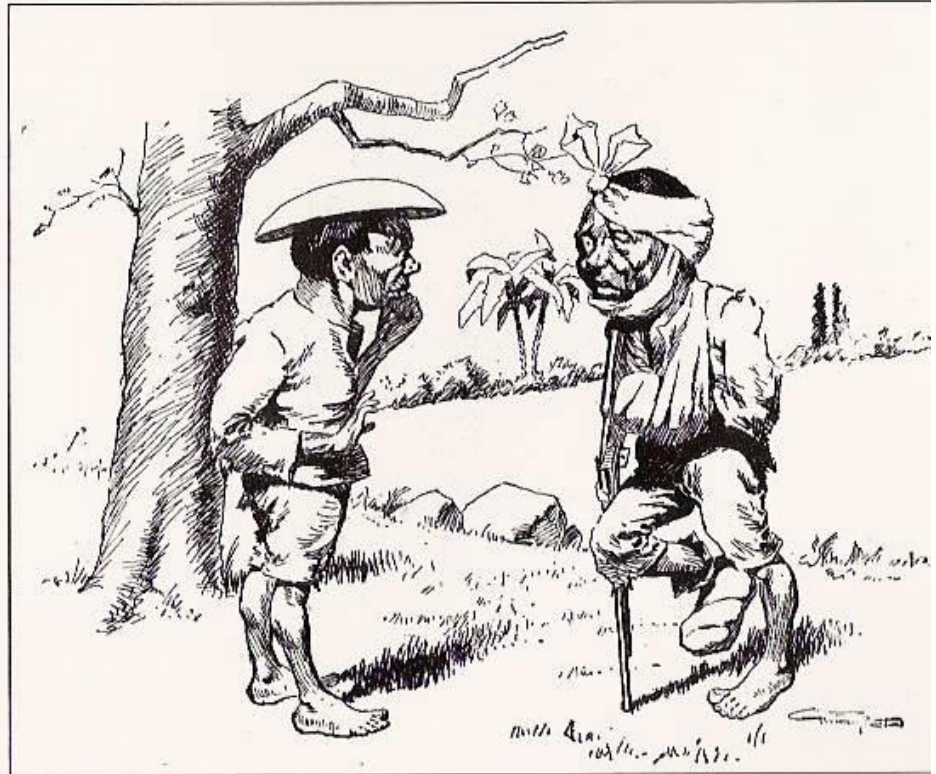


“SCHOOL BEGINS.”

“Uncle Sam (to his new class in Civilization)—Now, children, you’ve got to learn these lessons whether you want to or not! But just take a look at the class ahead of you, and remember that, in a little while, you will feel glad to be here as they are!”

SET D : Cartoon 2

Life, 1899



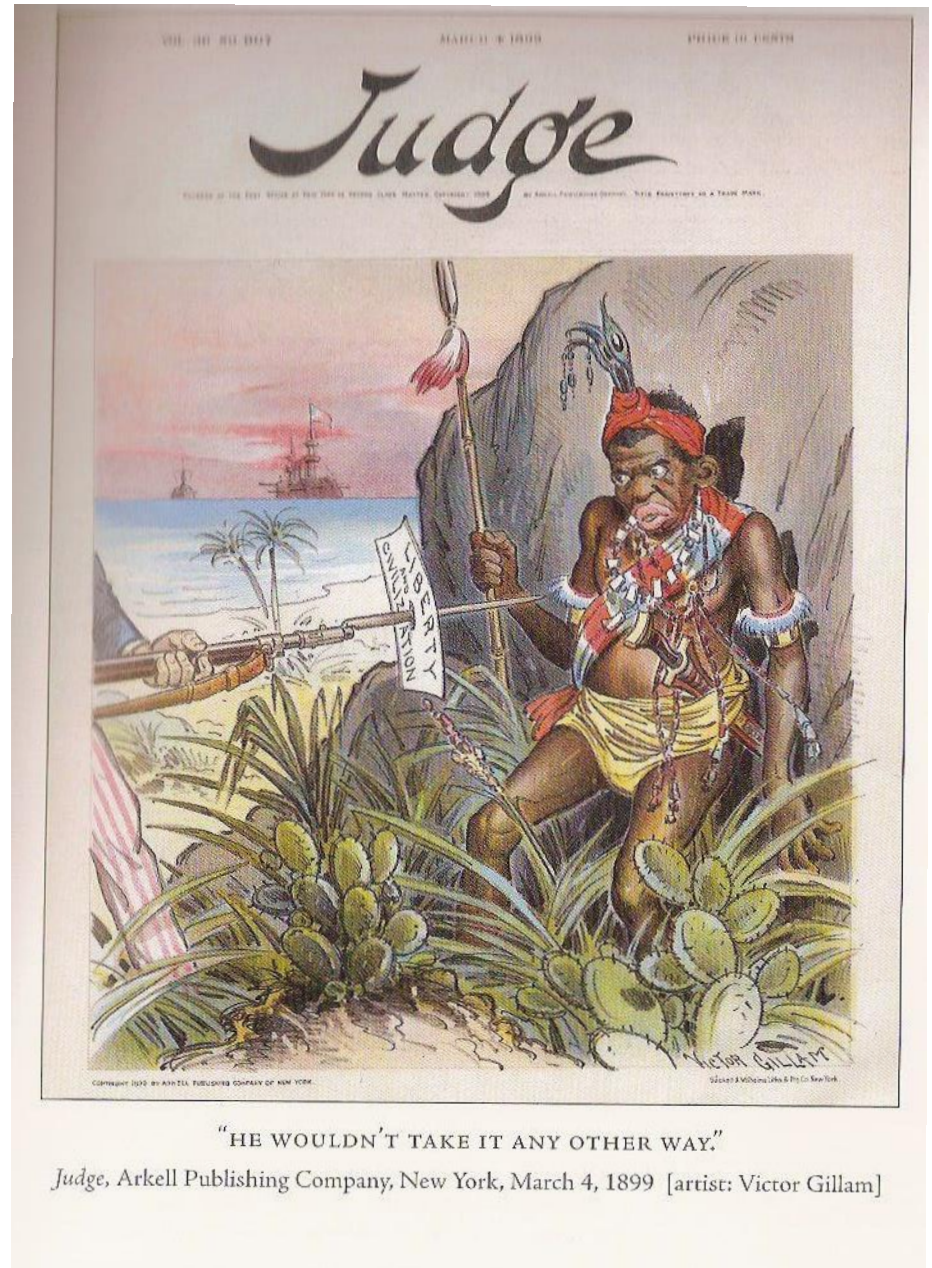
"FIRST FILIPINO: What's the matter? SECOND FILIPINO: Been takin' another of those blamed lessons in the progress of civilization."

Life, Life Publishing Company, New York, April 20, 1899

[artist: name illegible]

SET E :Cartoon 1

Judge, 1899



SET E : Cartoon 2

The World, 1898

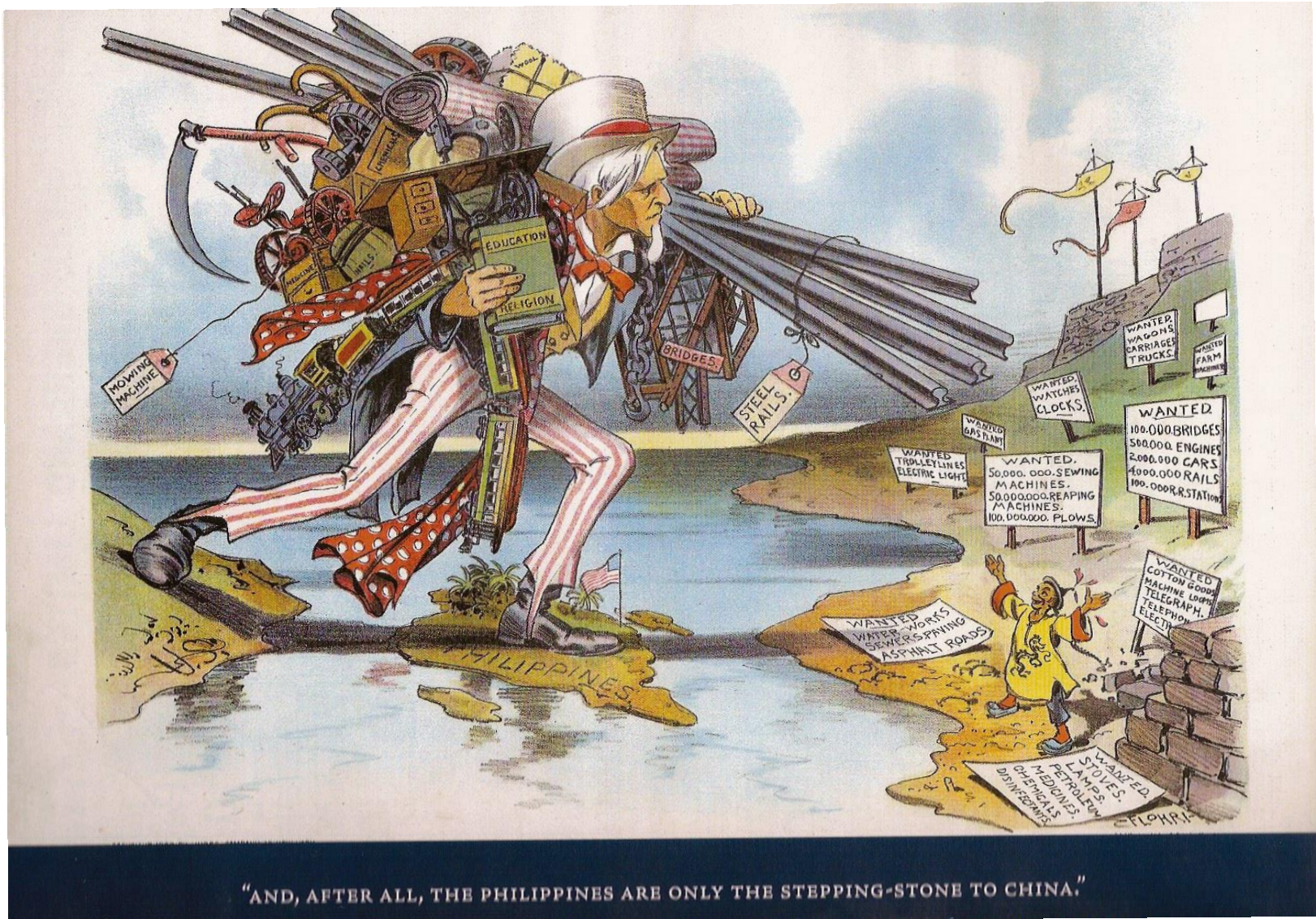


"CIVILIZATION BEGINS AT HOME."

The World (New York), also published in *The Literary Digest*, Vol. XXVII, No. 22, November 26, 1898 [artist: Charles Green Bush]

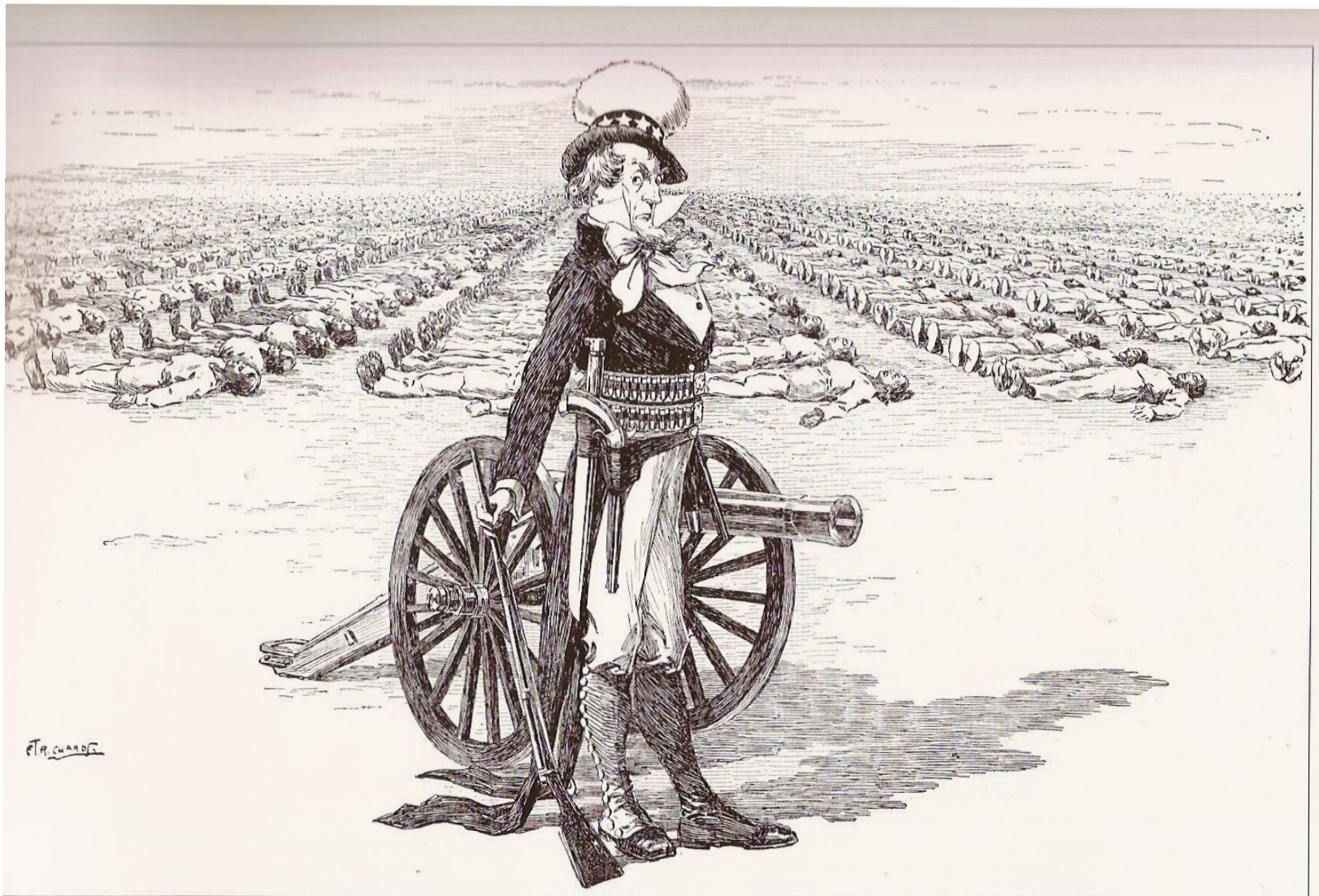
SET F : Cartoon 1

Judge, 1900



SET F : Cartoon 2

Life, 1899



"THE HARVEST IN THE PHILIPPINES."

Life, Life Publishing Company, New York, July 6, 1899 [artist: Frederick Thompson Richards]

How is America depicted differently by advocates and critics of American expansion?

- What do these cartoons tell you about America in the 1890s?
- Do you see images like this today? Why or why not?

Did America make the right decision in annexing the Philippines?

PUCK.



A TRIFLE EMBARRASSED.

UNCLE SAM. — Gosh! I wish they wouldn't come quite so many in a bunch; but, if I've got to take them, I guess I can do as well by them as I've done by the others!

Uncle Sam Gosh! I wish they wouldn't come quite so many in a bunch; but, if I've got to take them, I guess I can do as well by them as I've done by the others!

Puck, 1901

PUCK



IT'S "UP TO" THEM.

UNCLE SAM (to FILIPINOS).—You can take your choice;—I have plenty of both!

JOHN L. SMITH