

Symbols of oppression: The role of Confederate monuments in the Great Migration

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Abstract

Dominant groups around the world have asserted their power by constructing in public spaces monuments that glorify their narrative, vis-à-vis their opponents'. How does the construction of divisive symbols affect the opposing groups? I investigate this issue in the context of the construction of Confederate monuments in the US South during the early 20th century, which was supported by southern Whites and generally opposed by African-Americans. I find that African-Americans, disproportionately left areas with monuments. First, I use a difference-in-differences to show that southern counties with monuments experienced a sharp decline in the share of Black population in the decades after the inauguration. Individual level data confirm this was driven by outmigration. Second, I exploit the presence of a quasi-monopolist producer to construct an instrument for the stock of Confederate monuments, based on the transportation cost and on the relevant production years. The IV analysis confirms that an exogenously higher stock of monuments caused a substantial reduction of the Black share of the population. Finally, I conduct an online experiment, whereby I cross-randomize the presence of Confederate monuments when presenting five hypothetical cities to respondents. I find that monuments reduce respondents' willingness to move to the city, following a job offer. The effect for African-Americans is twice the size as that for Whites in the South.

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1 Introduction

Celebratory monuments shape squares and public spaces around the world. Some of them celebrate uncontroversial topics, such as scientists or inventors; others reflect social or ideological divisions in society. Monuments of the latter category have typically been imposed by dominant groups to assert their power and glorify their narrative vis-à-vis their opponents. These monuments were given extremely high importance in 20th century autocracies and democracies and convey ideas that are, or used to be, highly divisive. Estimates suggest that at least 6,000 sculptures of Lenin were constructed around the world in the 20th century, and there are still at least 200 statues or markers celebrating fascist leaders in Italy. Furthermore, there were hundreds of statues of European colonizers scattered throughout Africa before independence. Even in modern democracies the permanence of these monuments caters extreme political attention. Soviet and fascist memorials in eastern and southern Europe are still places of aggregation for people defending their legacies and the calls for removing such symbols have frequently led to riots between opposing groups. For instance, in the last decade, Confederate monuments in the US became an important target of BLM protests, while their removals were often met by supremacist groups' reactions.

Despite being such a widespread and polarizing phenomenon, we have extremely scarce evidence of how the construction of divisive monuments differentially affects the dominant and the oppressed groups' relocation decisions and political views. Indeed, the scarce information on construction dates and historical outcomes induced the most recent literature to focus on the removal of divisive monuments (Rozenas et al. 2022, Rahnama 2023), finding contrasting effects on groups' reconciliation. However, as monuments' symbolic meanings may change over time, the focus on the moment of construction is of critical importance to understand the intended effects and to study longer-run outcomes, such as migration. Moreover, the complexity of disentangling the direct effect of the monuments' removal from that of the underlying local ideological shocks, which may have induced the removal, made the existing literature silent on the role of monuments in isolation. I leverage the historical production-side difficulties in construction, and a contemporary online experiment, to shed light on that.

This paper investigates whether and how the imposition of divisive monuments by a dominant group - which I interpret as a visible reminder of each group's relative power, increasing the salience of inter-group discrimination - can affect each group's location decisions. To answer this question, I focus on the construction of Confederate monuments in the US South during the early 20th century. Using a diff-in-diff and an IV approach, I find evidence that Confederate monuments induced the oppressed group - African-Americans - to migrate elsewhere, while I only find minor evidence of an effects on Whites' location decision. Moreover, I conduct an online experiment, which reveals that monuments still disproportionately influence African-American migrants' destination choice.

The construction of Confederate monuments in the early 20th century US South is indeed a particularly favorable setting to investigate the role of divisive symbols, for three main reasons. First, the support for slavery by the Confederacy during the Civil War made such monuments highly ethnically divisive with clearly identifiable supporting and opposing groups: southern Whites and African-Americans, respectively. This is not the case in many other contexts where the two groups with opposite views about a divisive symbol can only be identified by their (endogenous and hard to observe) ideology. Moreover, evidence from contemporary newspapers confirms that Confederate monuments were a salient topic during the years of construction and that African-Americans disapproved of them. Second, the fact that a quasi-monopolist firm produced the majority of southern Confederate monuments, combined with the fact that they were very heavy and costly to transport, provides a predetermined source of variation, partly explaining why some counties were more likely to succeed in constructing statues. This allows to isolate the role of monuments from other confounding factors. Third, the lack of viable political counter-actions for early 20th century African-Americans - typically disenfranchised in the South and for which protest was a very dangerous and uncommon option - makes migration the most viable reaction to a more hostile environment, in line with Hirschman (1970). This is especially true in light of the high propensity to migrate during the Great Migration - a phenomenon whereby millions of African-Americans relocated towards the North due to the hostile political and economic

southern environment.

In the first part of the paper, I assess the change in the Black share of the population following the construction of a monument. To do so, I exploit the geographical and temporal variation in the construction of Confederate monuments, as provided by Southern Poverty Law Center’s data, to construct a difference-in-differences. In particular, I first focus on counties whereby the treatment happened in the peak construction years after the 1910 census, namely 1910-1915, and use never treated counties as a control group. This exercise shows a 2 percentage points relative decline in African-American population in treated counties compared to control ones, as a consequence of monument constructions. The progressive effect on the share of the population is driven by an immediate and negative impact of monument constructions on Black population growth. An event study exploiting all possible years of construction, rather than just peak construction years, corroborates these findings. Additionally, the use of inter-census-linked individual-level data confirms that the demographic change is driven by outmigration of African-Americans, rather than by changes in fertility or mortality. These results show that the ideological shock surrounding Confederate monument constructions strongly affected African-Americans’ relocation decisions.

Showing that Black outmigration followed the construction of monuments is however not sufficient to attribute it to monuments themselves, as the effect may be partly driven by other factors, such as short-term spikes in racism or economic activity in certain counties affecting both the construction of such expensive monuments and the migration decision. I address concerns on the monuments’ endogenous location and timing of construction using an IV approach, which relies on the “access” to the quasi-monopolistic producer of Confederate monuments: the McNeel Marble Company in Marietta, GA. More specifically, I instrument the stock of statues with the inverse of each county’s transportation cost to Marietta in 1890 (provided by Donaldson et al. (2016)) interacted with the period in which the firm operated, holding fixed the county’s lagged population and its level of connection to other important destinations (New York City and Richmond, respectively the main destination of migrants and the capital of the Confederacy). In doing so, I leverage the fact that extremely

heavy monuments were very expensive to move in the early 20th century, especially when distant from the railroad system, suggesting that better access to the producer reduced the monuments' costs and increased the chances of construction. Under the assumption that market access to Marietta - conditional on controls - does not affect my outcomes other than through the construction of monuments, this provides me with an exogenous source of variation for the number of existing statues. This allows me to compare two otherwise similar areas, only one of which has a monument because of its predetermined access to Marietta. The IV confirms the direction of the diff-in-diff, but indicates a larger effect, namely a 13 percentage points decrease in the Black share of population. The discrepancy between the two strategies suggests that results are biased in a downward direction by measurement error and by the fact that counties experiencing spikes in economic activity are more likely to afford a monument and to receive migrants.

I proceed by looking at the long-run effects on the economy of such politically-induced outmigration, by assessing changes in the value of farmland and buildings. I find that the construction of a monument induced a reduction in farm values in treated counties, with a 10-year lag. This suggests that the detrimental effect on farmland values caused by the lower population pressure and by the lack of agricultural cheap labor-force out-weighted the southern whites' preferences for an all-white county: consistent with this finding, historical evidence suggests that southern whites were worried by the excessive outmigration of African-Americans during the Great Migration (Feigenbaum et al. 2010, Tolnay et al. 1992, Grossman 1991).

Finally, I conducted an online experiment on Prolific to exogenously vary the presence of a monument and to determine whether the results are limited to the historical context or if monuments may continue to influence behavior. In practice, I cross-randomized the monument's presence among the pictures describing five fictitious cities in the US South. Each city was shown either in a version with a Confederate monument or without. After viewing each city, respondents were asked if they would consider relocating to that city for a job similar to the most recent one, if they would be willing to accept a more tailored job offer there (specifying sector, hours, and wage) and what their reservation wage would

be to convince them to relocate. The results indicate that the presence of a Confederate monument makes African-Americans significantly less inclined to consider accepting the job offers and relocating (between 0.37 and 0.55 standard deviations). It also increases their reservation wage by 17%. Although a significant effect is observed among southern Whites as well, in line with the progressive change in racial attitudes and with the stigmatization of racism, this effect is about half the magnitude observed for African-Americans. These findings provide evidence that monuments continue to actively influence location decisions, with a disproportionately greater impact on African-Americans.

This paper broadly contributes to the literature that uncovers the role of culture and the cultural environment on economic outcomes. More precisely, it speaks to the literature on the importance of divisive political symbols, which mainly focused on their removal. Rozenas et al. (2022) examine the mass demolition of Lenin monuments in Ukraine and votes for Soviet legacy parties, while Villamil et al. (2021) assess the consequences of Franco street name removals in Spain on votes for far-right: both papers find evidence of backlash from groups sustaining the previous regimes. Rahnama (2023) shows that the removal of Confederate symbols decreased anti-Black hate crimes and racial resentment and increased support for affirmative action. Finally, Williams (2021) is also closely related to my paper as it finds that living in an area with many Confederate street names, taken as a proxy of the racism of a place, predicts worse Black-White labor market differentials today.

I contribute to the aforementioned literature in several ways. First, I focus on a new outcome, namely outmigration, showing that in the absence of political counter-actions, hostile symbols can lead to relocation (in line with Tiebout 1956's voting with the feet argument and Hirschman (1970)'s voice or exit framework). Second, I study the moment of construction of these symbols, when they still carried their original ideological messages and their salience was maximized. Third, I look at contemporaneous outcomes to make a pre-post comparison. Finally, and most importantly, I provide compelling causal evidence showing that the monuments, in isolation from the ideological shocks that induced their construction, can affect the oppressed group's behavior. To do so, first I leverage on the

context to construct an IV for monuments and show that monuments had historically a large effect on US migration patterns. This approach cannot be implemented in the context of monument removal, as there are minimal frictions between the local desire to remove the monument and the actual removal. Instead, when focusing on the construction period, the high cost of production or the availability of materials generated a gap between the demand for monuments and the success in erecting one, leaving space for an IV approach. Second, I use an experiment to exogenously varying the presence of a monument in the description of fictitious cities, showing the monuments significantly change respondents' behavior.

My findings are in line with an independent work by Taylor (2023), which looks at Confederate monuments constructed before 1912 and finds that their construction was followed by an increase in Democratic vote share, a decrease in turnout and a reduction in the Black share of the population. While the two papers reach similar conclusions, I differentiate from it in several ways: first, I complement the aggregate historical results with individual-level data, showing that Black outmigration drives the results. Second, I isolate the effect of monuments from possible confounding factors, by introducing an original instrumental variable for the presence of Confederate monuments and by running an contemporary online experiment showing that monuments keep influencing migration. Finally, I show with newspaper data that the inauguration of a monument was a salient local event, but relatively short-termed, suggesting that the mechanism may not pass through a change local narrative, but rather a shock in the salience of discrimination.

This paper is also related to the literature studying the Great Migration, the reduction of African-Americans' political rights and the racial hostility in the early 20th century US South such as Derenoncourt (2022), Calderon et al. (2023), Black et al. (2015), Bazzi et al. (2023), Chay et al. (2013), Ottinger et al. (2022), Boustan (2010), Kuziemko et al. (2018), Cascio et al. (2012), among others. I contribute to this literature by identifying a new push factor, namely, the Confederate monuments that raised the salience of racial discrimination, thereby fostering Black outmigration within and out of the South.

As I will discuss more in detail in Section 6, my results suggest that such a push factor

accounts for 3% to 9% of African-American migration in the South.

2 Conceptual Framework

Divisive monuments can play an independent role on the relocation decision of the oppressed group, extending beyond the short-term ideological shock that led to the demand for monuments in the first place. The construction of divisive monuments, which may succeed or fail based on exogenous factors like construction costs, can provoke a shock in the salience of racial hostility and discrimination among the oppressed group. Furthermore, over the long run, monuments may influence the local narrative.

The placement of a divisive monument in public space, which glorifies the narrative of one group at the expense of another, can independently impact the behavior of each group. The imposition of the monument may significantly heighten the salience of the dominant group's relative power and, consequently, of the level of racial discrimination. The oppressed group may thus perceive differential levels of hostility across locations, with hostility being more salient in counties with a monument. This framework is similar to the one proposed by Rozenas et al. (2022). In the context of Confederate monuments, the successful construction of symbols glorifying the defeated side in the war concretely showed that this side and its ideas were once again in power in the South, visually marking the end of the Civil Rights advancements enabled by the Civil War's outcome. This is also consistent with the memory re-activation mechanism discussed in Ochsner et al. 2017 and Fouka et al. 2013: since the overwhelming majority of African-Americans in the South were slaves before the end of the Civil War, the local glorification of that era, through the construction of commemorative monuments, may locally re-activate the collective memory of slavery, making discrimination even more salient and inducing outmigration. In the longer run, a monument celebrating a bundle of ideologies may also crystallize the accepted narrative of a community, leading it to become relatively more favorable to one group and hostile to another.

The ideal experiment I have in mind involves observing two identical counties, A and B, in

which two groups are competing for power at a specific moment in time. In both counties, the dominant group aims to assert its supremacy in the public arena by constructing a monument that glorifies their views. However, due to purely random factors (such as the exogenously higher cost of the same monument in city B), they only succeed in constructing it in city A. As a result, I aim to investigate whether the mere presence of the monument itself influences the behavior of the competing groups, particularly whether it leads the oppressed group in city A to exhibit higher rates of outmigration in the subsequent years compared to the same group in city B.¹ The IV approach in Section 5.2 goes in this direction by introducing an exogenous shock to the likelihood of a county successfully constructing a monument. Similarly, the online experiment described in Section ?? replicates, as closely as possible, the ideal experiment in a virtual and modern setting.

Drawing from Hirschman (1970), oppressed groups could theoretically respond in two different ways to the increase in the salience of oppression caused by the political symbol. On the one hand, they could *voice* against it through voting or protesting. On the other, especially if the political action is not successful, they could *exit* and relocate away from the monument. In a context whereby no political action is available for the oppressed group - as it was the case of early 20th century US South where Blacks could not vote, and protests were extremely rare and dangerous - then relocation becomes the main viable action.

3 Setting

I investigate the impact of divisive monuments in the context of the early 20th-century US South, a period when the majority of Confederate monuments were constructed

I argue that this is an ideal setting to study how divisive monuments can influence the migration decisions of opposing groups. This is due to three main reasons. First, Confederate monuments were highly divisive on ethnic lines as they were erected by a dominant group

¹As this ideal experiment suggests, for a monument to induce a causal effect on outmigration it is not necessary that each individual deliberately chooses to move just in response to the monument. The concrete presence of the monument may either trigger a stronger perception of the existing discrimination among Blacks, or it could induce a more aggressive behavior in Whites, which in turns induces Blacks to leave (but I do not find evidence for this latter mechanism).

- southern Whites - to glorify their past at the expense of African-Americans. Second, the presence of a quasi-monopolistic producer for Confederate monuments, coupled with their high transportation costs and a narrow time-window in which monuments' demand peaked, made some areas more likely to succeed in erecting a monument than others, arguably in an exogenous manner. Third, this setting was characterized by limitations on voting rights for African-Americans and the Great Migration, which suggests that the primary response available to Blacks in the face of these monuments was relocation.

3.1 Confederate monuments: ethnically-divisive and locally salient

Confederate statues are a typical example of monuments that glorify one group's narrative at the expense of another; in this case, southern Whites and African-Americans, respectively.

The reason why Confederate monuments were so divisive originates from the fact that the maintenance of slavery was an important determinant of the southern states' Secession. Historians widely agree that the desire to maintain slavery played a pivotal role in motivating the secession of these states. In fact, all Confederate states that issued Declarations of Causes justifying their secession explicitly cited the preservation of slavery as a primary reason. The topic of slavery is extensively covered in these historical declarations.²

In light of this, numerous historians have argued that the implicit aim of erecting these monuments was to intimidate African-Americans.³ Indeed, modern surveys show that African-Americans in the South are significantly more likely than Whites to express dislike for Confederate monuments.⁴ Similarly, within the population of Southerners I recruited for the online experiment, 70% of African-Americans stated that they are bothered by the presence of Confederate monuments, compared to 50% of Whites. More importantly, monuments celebrating the Confederacy were associated with slavery by African-Americans also at the time of construction. For example, the Richmond Planet, a prominent Black newspaper in 1890, published a series of articles criticizing the inauguration of the monument to General Lee in

²Read the analysis here.

³See related article here.

⁴See more detailed results in the 2022 PRRI-EPU Religion and Inclusive Public Spaces Survey.

Richmond. The newspaper argued that “the honoring of men who represented that cause... serves to reopen the wound of war” and published quotes from other Black newspapers across the US that opposed such constructions. One of them stated that “Lee was one of the greatest generals of modern times... and gave his magnificent abilities to the infamous task of... perpetuating the system of slavery.”⁵

In contrast, mainstream newspapers extensively portrayed monument inaugurations as positive events.⁶ Figure 1 plots the share of newspaper pages containing the words: *Confederat** and *monument** and (*honor** or *respect**). These plots clearly demonstrate that inaugurations were salient local events, both in comparison with previous years and with counties without a monument. Furthermore, they confirm that newspapers described inaugurations in a positive light during the inauguration year and in the period immediately before, during the fund-raising and the construction phases. Interestingly, discussions about monuments gradually diminished over time, with newspapers in both treated and untreated counties mentioning them similarly within a decade. This suggests that monuments had a limited long-term impact on the local narrative.

3.2 Confederate Monuments: construction and expected location

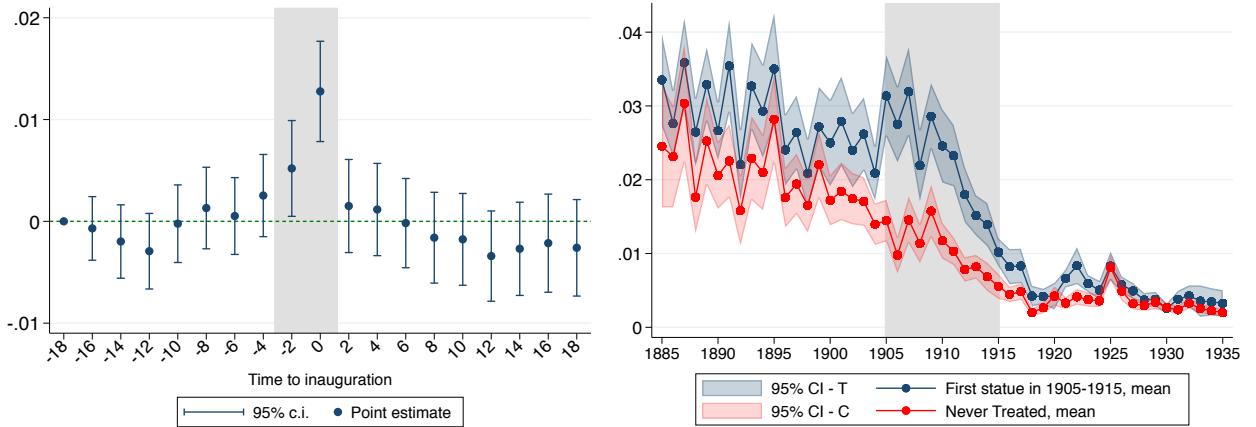
Another factor making the early 20th-century US South an interesting case-study is that the high transportation costs and the highly concentrated market for Confederate monuments made monuments significantly cheaper for counties better connected with the quasi-monopolist firm.

The process of construction of the overwhelming majority of Confederate monuments was managed by white private groups, generally connected by kinship ties to former Confederate soldiers. The most important of these groups were the United Daughters of the Confederacy (UDC) and the United Confederate Veterans, which alone sponsored more than two thirds

⁵See a collection of the Richmond Planet’s articles opposing the construction here. Moreover, Figures A2, A3, A4 show several other contemporaneous articles from Black newspapers across the US, criticizing monuments. These articles were often published by Black newspapers in the North, where the risk of retaliation was lower.

⁶An example of celebratory article is reported in Figure A1.

Figure 1: Share of local newspaper pages about: *confedera** + *monument** + (*honor** or *respect**)



Note. The figure on the left measures newspaper quotes every two years relative to the inauguration of the county's first monument. The figure on the right measures yearly newspaper quotes separately for a treated group of counties with the first monument erected between 1905 and 1915, and for the control group consisting of counties that were never treated. Sample: counties with at least 100 article pages per year from locally headquartered newspapers. The sample ranges from a minimum of 96 counties in 1885 to a maximum of 220 in 1920.

of the existing Confederate monuments. The process typically started with fund-raising campaigns on the UDC's official newspaper: the Confederate Veteran. Statues were then acquired and privately placed in public spaces, generally in front of the courthouse, with the general acceptance of local authorities. The main purpose of the UDC, often expressly stated on the Confederate Veteran, was that of glorifying with monuments the Confederacy promoting the narrative of the Lost Cause.

In terms of production, the majority of Confederate monuments in the South were manufactured and installed by a quasi-monopolistic firm. This firm, named McNeel Marble Company (MMC), was founded in 1892 next to the quarries of Marietta, GA, and it produced its first Confederate monument for the UDC in 1905. By 1909 the firm had already produced 55 monuments for UDC chapters, 29 of which were in Georgia, 10 in Alabama and the rest across the South.⁷ A catalog from the time suggests that MMC produced at least 142 Confederate monuments between 1905 and 1924, but this may be an understatement. Indeed, the firm claimed to have constructed 95% of all Confederate monuments erected in 1909 and

⁷From MMC's first advertisement in the Confederate Veteran Magazine in March 1909: link3. Figure A7 shows the location of the early known monuments produced by MMC.

to have populated the South with thousands of memorials.⁸ ⁹

I argue that MMC managed to emerge as a quasi-monopolist thanks to a predetermined combination of factors: the firm's pre-existing advantage in terms of know-how in granite products and its position next to a granite quarry, along with a very time-concentrated demand for monuments. While in the North, monuments celebrating Union soldiers started appearing right after the war, extremely few Confederate monuments were constructed before the turn of the century. The process took off after 1900 and peaked in 1911 for the celebrations of the 50th anniversary of the beginning of the Civil War. Newspapers and advertisements of the time often use the 50th anniversary and or the imminent passing away of the last surviving veterans to promote constructions. As shown in Figure 2 more than half of the existing monuments were erected between 1905 and 1915, then World War I drastically reduced the demand. In terms of location, Figure 3 shows that monuments were primarily concentrated in Virginia around Richmond, the Confederate capital, and then scattered across the South.

The estimated transportation cost from a county to MMC was an important determinant of the success of construction. Monuments were extremely costly, ranging between \$1,600-15,000 in 1909, or about 530%-5000% of the average southern yearly income. The discussions and constant calls for funds on the Confederate Veteran magazine suggest that the cost of such monuments was generally the only obstacle to construction. Indeed there is evidence that some fund-raising lasted for years.¹⁰ The average monument was made of marble or granite, it could weigh between 8 and 15 tons and it would be transported by railroad if possible, or private trucks owned by the McNeil Company, if not. While I cannot obtain the exact transportation cost for the average monument, it is possible to benchmark such cost using estimates for regular freight at the beginning of the last century. Glaeser et al. (2003)

⁸Statement published in 1910 and 1914 advertisements on the Confederate Veteran magazine, see Figures A5 and A6.

⁹Journalists have even suggested the idea that the very same fashion of monument construction was induced by MMC (read a related article here.). In this case, proximity to MMC may not only decrease the cost for a monument but also increase the level of advertisement to which a county may have been exposed (this may be consistent with Figure A20, which shows an increase of the newspaper mentions of MMC after 1905).

¹⁰For instance, the fund-raising for the Arlington Confederate monument lasted between early 1908 and late 1914.

Figure 2: Distribution of all Confederate monuments by construction year

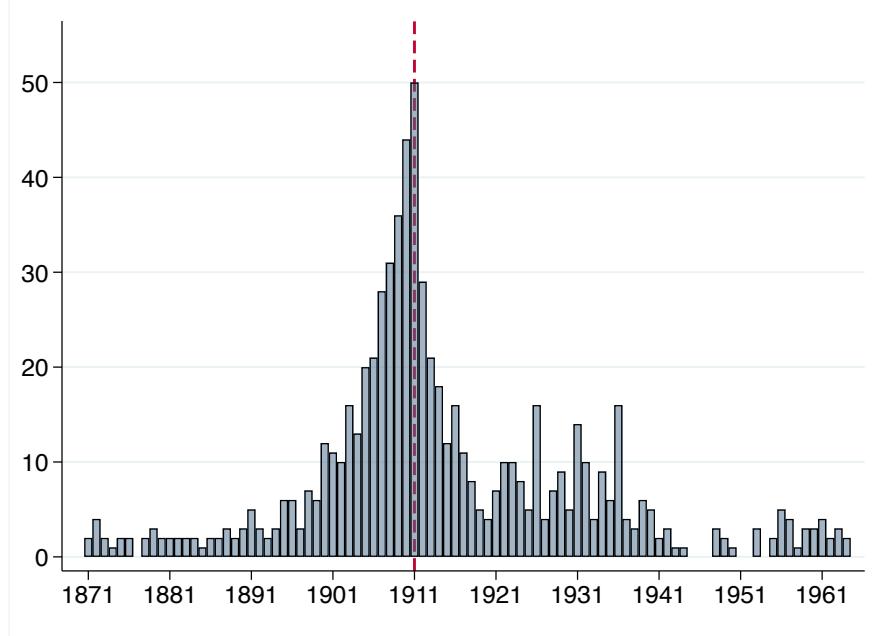
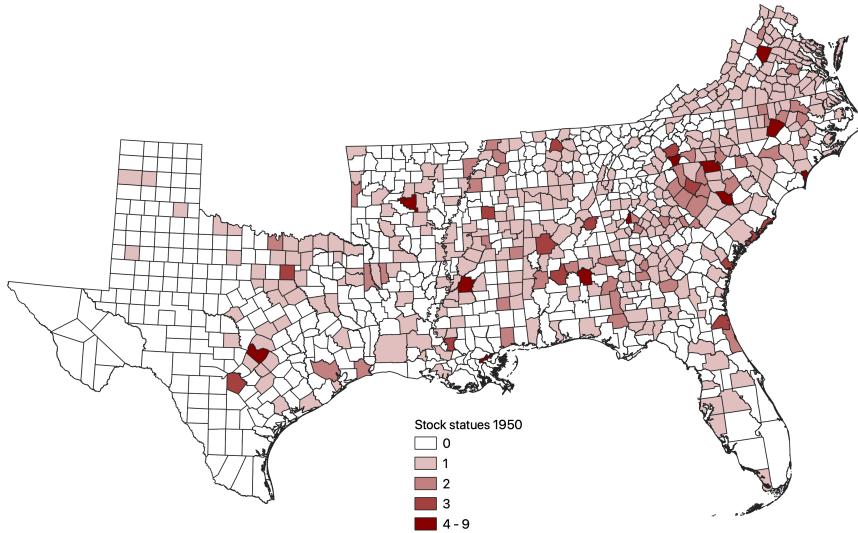


Figure 3: Distribution of all existing Confederate monuments in 1950 by county (509 statues)



estimate an average cost of \$0.185 ton-mile (in 2001 dollars) on railways, corresponding to around \$4 (in 2023 dollars) per mile for an average monument plus high inter-line transfers, while Donaldson et al. (2016) use historical transportation cost by wagon in 1900, which are 37 times higher than the cost by train. This would imply a transportation cost by wagon for an average monument up to 150\$ per mile. Monuments were likely more expensive to move than regular freights, while the price was likely concave in distance. However, these values

suggest that even 100 miles of distance could significantly increase the final price.

The difficulties and cost of transportation, combined with a very concentrated market and a relatively short time-window in which the interest and demand for monuments remained high, suggest that proximity to MMC made it significantly easier for counties to end up with a Confederate monument.¹¹ Consistent with this observation, Figure 9 reveals a significant surge in the stock of statues since 1906-1908 for counties that exhibit stronger connectivity to MMC, as measured by the inverse of transportation cost in 1890. Notably, the significance of access to MMC became pronounced precisely since the year in which MMC commenced its production of Confederate monuments.¹²

3.3 Reactions to monuments: voting and migration

The 20th-century US south is also an ideal setting to investigate the group-specific reaction to the construction of divisive monuments because of the different set of actions available to each group. While white people could express their discontent or appreciation in the ballot, the lack of political rights made migration the only viable option for African-Americans. This latter outcome is especially likely to be affected in this context, given the high propensity to migrate from the South.

At the turn of the century, Southern Blacks had no possibility to react to monument construction by changing their voting behavior as they had long been disenfranchised. At the same time, the threat of lynchings made open protests extremely risky and rare in this period. The retreat of the last northern troops from the former Confederacy in 1877 marked the end of the Reconstruction, a period characterized by a decisive advancement of African-American's civil rights who could vote and managed to elect a significant number of local politicians. This left space to the so-called nadir of American race relations, a term used to identify

¹¹The short time window of high demand for monuments, concentrated between 1905 and 1913, allowed the dominant firm of that period, MMC, to remain relatively unchallenged. Entering a market that required such high fixed costs would have been particularly unprofitable after 1912, when demand started plummeting. Moreover it crystallized the geographic allocation of monuments as of the 1910s. Indeed Table B3 shows less than 15% of treated counties had their first monument erected after 1920.

¹²Even more compellingly, Figure A20 shows that counties with stronger connections to MMC engaged in significantly more newspaper discussions about MMC and the Confederacy, in the years after 1905.

years between 1877-1901 as the period of the most pronounced racism in US history (Logan 1954). During this period, southern Democrats regained full power and actively enforced policies aimed at limiting the African Americans' civil rights. Since 1890 the southern states progressively implemented constitutions specifically aimed at impeding African-Americans's right to vote, which drove the number of African-American registered voters in southern counties close to zero, at the beginning of the 20th century. In many cases these laws remained in place until 1965.

The Civil War had severely impoverished the southern economy and the southern agrarian sector, where a majority of African-Americans were employed, performed extremely poorly at the end of the century.¹³ The combination of an inhospitable economic and political environment in the South, coupled with greater opportunities for labor and relatively more favorable rights in the North, prompted a substantial number of African-Americans to migrate. The wave of migration began in the 1870s, with approximately 70,000 individuals heading towards the North. During the 1890s 185,000 Blacks left the South, and between 1900 and 1950, more than 3.5 million African-Americans migrated to the North (Collins 1997). As shown in Figure A8 about 35% of African-Americans born in the South between 1880 and 1940 had left the South by the end of their life, with peaks up to 45% for those born in 1930-1940. In addition to Northward migration, an even higher proportion of individuals were migrating across counties within the South, particularly towards urbanized areas. As a result, between the years 1880 and 1940, approximately 30% of all Black males changed county of residence between each consecutive census, remaining in the South.¹⁴

4 Data

I utilize data obtained from the Southern Poverty Law Center (SPLC), which provides information on the geographical locations and construction time of all documented Confederate

¹³The main reason for the poor agricultural performance was the spreading of the boll weevil infestation starting from 1892 (see Feigenbaum et al. 2010).

¹⁴This is an estimate using data from the Census Linking Project, which links around 250,000 southern Blacks on exact name and age.

monuments. This data is then combined with decennial information from the US census, which provides the number of inhabitants by ethnicity in each county. I use the latter to infer county-level migration by ethnicity.

My main dataset is composed by county-level decennial census data on the number of inhabitants per county, by ethnicity. I focus on all Southern counties between 1870 and 1950.¹⁵ I augment this dataset with SPLC information on the exact location, year of construction, sponsor and type of all documented Confederate dedications. I focus on the 509 statues constructed in the South before 1950, but rely on naming of buildings and streets to show my instruments for monuments does not explain other dedications. Table B1 compares counties with monuments to counties without, showing that the former are larger and with a higher share of Black population. I then merge information from other sources to study alternative outcomes or controls. I use data from the Census of Agriculture to gather information on the average value of farmland and buildings (farms) per acre. I use data by Clubb et al. (2006) to assess how the voting pattern changed over time. I also use lynching data from Tolnay et al. (1995) to proxy for the hostility of the local environment. Moreover, I use data from Donaldson et al. (2016), who compute county-to-county matrices of cost for grain transportation accounting for the expansion of the railway, to proxy for the cost of transport of freight across the US South. Table B2 reports summary statistics for the main variables of interest.

To corroborate my aggregate findings, I also rely on individual-level census data. In particular, I use full count data exploiting information from the IPUMS and the Census Linking Projects to track individuals from different ethnic groups in their migration patterns across counties and decades, taking their age, gender and migration destination into account.

Finally, I rely on data from *newspapers.com*, to assess how salient the monument construction was among local newspapers and on hand collected data from the Confederate Veteran magazine and the UDC minutes annual meetings for information on the existence of a UDC

¹⁵More specifically I focus on the 11 states that were part of The Confederacy. I also use data from the Atlas of Historical County Boundaries to test the robustness of my results to account for county boundary changes.

chapter and, for a subset of them, whether the chapter purchased a monument from the McNeil Marble Company.

5 The Effect of Monuments on Migration

To isolate the role of monuments on migration decisions, I rely on several identification strategies that can broadly be divided in two groups, based on their relative advantages and on the assumptions they entail.

The first group includes a set of specifications in the form of diff-in-diff or event-study. The advantage of these strategies is that I can precisely check the validity of the parallel trend assumption in the pre-construction period. These strategies are based on the relatively strong assumption that, in the absence of a monument, treated and control counties would have behaved in the same way; thus, it amounts to assume that the time and location of a monument's construction is exogenous to other factors affecting the migration decisions. This assumption may be violated if monuments were in part a symptom of the county's increase in racial discrimination, also affecting migration. In this case, my results on migration would instead measure the migrants' response to localized increases in racism. The second identification strategy relaxes this assumption by relying on an instrumental variable for the number of monuments in a county, namely the (inverse of) cost of transportation to the main producer of Confederate monuments interacted with the time period in which it produced monuments. This strategy allows me to identify the specific effect of monuments on migration as long as the exclusion restriction, conditional on my controls, is not violated. That is, under the assumption that the access to the producer only affects migration through the increased number of monuments.

5.1 Difference in Differences and Event Study

In what follows I present evidence that the construction of monuments induced a reduction in the share of African-Americans in treated counties and that this change was indeed driven

by outmigration.

5.1.1 Identification Strategy

County level My first specification is a difference-in-differences in which never treated counties are used as a control group for counties with their first monument erected in peak construction years, namely 1910-1915. The advantage of focusing on the peak construction years, following the 1910 census measurement, is to rule out the reverse causality concern that monument construction is a consequence of outmigration. Moreover, given the strong push for construction, common to all the South around the celebration of the 50th anniversary of the Civil war, construction in these years are less likely to be driven by endogenous local factors. With the diff-in-diff, I can observe the pre-construction trends in the two groups, making sure they were not diverging before a monument was constructed. My preferred outcome of interest is the Black share of the population, as it symmetrically reflects dynamics of both Blacks and Whites, but I also provide alternative measures in the appendix.

My main specification is thus described by the following equation:

$$Y_{c,t} = \sum_{t=1880}^{1950} \gamma_t Treated_c * Decade_t + \beta X_{c,t} + \chi_c + \gamma_{s,t} + \epsilon_{c,t} \quad (1)$$

Specifically, $Y_{c,t}$ is the Black share of the population in county c , decade t . $Treated_c$ is an indicator for counties with the first monument constructed in 1910-15. χ_c and $\gamma_{s,t}$ are respectively county and state-by-year fixed effects, while $X_{c,t}$ controls for the lagged county population. Standard errors are clustered at the county level. My identifying assumption is that the two groups of counties would follow the same population pattern in absence of treatment: since people could migrate from treated to untreated areas due to monument construction, this effect has to be interpreted as the differential effect across groups.

I corroborate the diff-in-diff estimates with a simple event study whereby my event is the first construction date in each county. This approach allows me to exploit the full

time range of constructions, without restricting to peak construction years.¹⁶ Table B3 reports the distribution of first inaugurations per decade. As a robustness test, I also exclude counties with first construction in peak years, to rely more on the tails of the distribution of monuments' construction years. This approach rules out the possibility that peak construction years were too specific and may have coincided with other economic or political shocks in the treated counties. Finally, I use the staggered diff-in-diff methods by Sun et al. (2021) and Borusyak et al. (2023) to validate the results. The event-study analysis strongly suggests that the construction of monuments sharply changed local migration patterns, regardless of the specific decade in which the construction happened.

Both specifications include county and state-by-year fixed effects, ruling out that time- or county-fixed unobservables, or yearly shocks that separately affect each state, may explain my results. For instance, it excludes that results may be explained by the fact that treated counties were permanently more racist or richer than control ones, or that the state-level introduction of Jim Crow laws may explain both more constructions and more outmigration.

Individual level The aggregate county-level analysis shows changes in the demographic composition of a county, but it cannot rule out that the changes in racial composition are driven by dynamics other than migration, such as fertility or mortality. To make sure migration is indeed driving results, an individual level analysis is needed. I thus replicate Equation 1 at the individual level, using data from the Census Linking Project. In this analysis, my outcome variable is the probability that an individual residing in county A in decade t is found in a different county in decade $t+1$. I thus directly assess whether individuals in treated counties are more likely to out-migrate (or less likely to immigrate) after a monument is constructed, controlling for individual characteristics such as education,

¹⁶The event study is described by the following equation:

$$Y_{c,t} = \sum_{j=-5}^{+5} \gamma_j \mathbb{1}_{DCt=j} + \beta X_{s,c,t} + \chi_c + \gamma_{s,t} + \epsilon_{c,t} \quad (2)$$

where DC_t is decade relative to the inauguration of the county's first monument, all never-treated counties are among the reference group at $j = -1$ and county and state-by-year fixed effects are included.

urban or rural status, occupation and age.¹⁷

5.1.2 Results

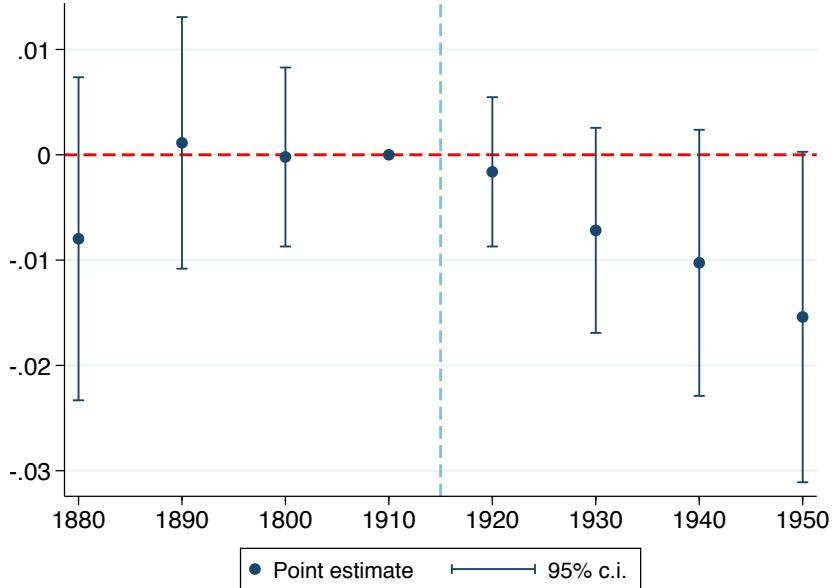
I find a strong impact of monuments' construction on the outflow of African-Americans from treated counties. The direction of the effect is consistent across specifications.

County level The results from the diff-in-diff described in Equation 1 is plotted in Figure 4. The figure shows a perfectly parallel trend between the two groups before statues are constructed, which starts diverging right after construction. Given the choice of focusing on peak construction years, between 1910 and 1915, the change in population (measured as the change between the 1910 and 1920 census) follows in time the inauguration of monuments, ruling out reverse causality concerns (namely that the drop in Black population induced constructions). To better understand the population changes that drive the reduction, Figure A10 replicates the analysis on other outcomes, namely Black population growth and inter-censal absolute change in population; Figure A9 plots the raw mean for the same outcomes. These figures make clear that treated counties, which were substantially larger, were growing more than the control ones but in a parallel way. Population growth dramatically decreased in treated counties after the inauguration, to the point that the control ones started outperforming them. Therefore, all the outcomes point consistently to a sharp change in the growth of Black population after the first inaugurations. The fact that Whites did not follow the same pattern, and if anything moved more towards treated counties (see Figure A11) caused the relative share of Black population to decline. Interestingly, the effect on Black outmigration is visible since the first census following inauguration, and the relative decline in Black population continued for the following decades. This effect is potentially consistent both with a story of long-lasting effect of the monuments or with demographic cumulative causation, so that once migration is triggered from certain areas, migrants become a pull factor driving migration in the following

¹⁷More specifically, my individual level dataset is a repeated cross section containing all male individuals matched with the following census based on exact names and age (with an approximation of two years). When focusing on immigration rather than outmigration, my outcome variable takes value one if the individual residing in the reference county in time t, was located in a different county in census t-1.

years (Massey 1990).

Figure 4: Share of Black population



Note. Coefficients from Equation 1. Controls: lag of population, county and state-by-year FE

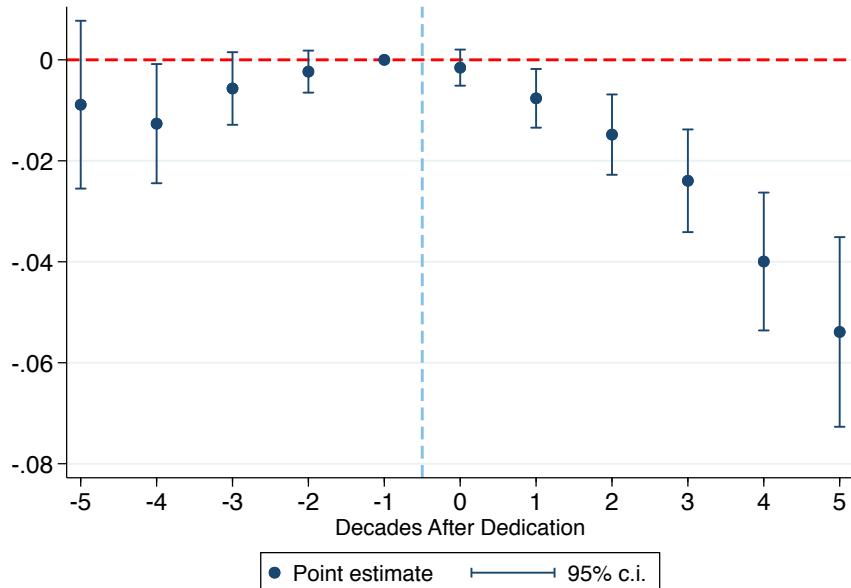
The diff-in-diff specification, although highly suggestive, is based solely on the subset of treated counties where the first monument was constructed within a relatively concentrated time-window. Since the Great Migration kept increasing during the early 20th century, some readers may be concerned that counties constructing statues during the peak years of monument construction also experienced a disproportional upsurge in migration flows around the 1910s due to reasons unrelated to the monuments themselves.

To reduce this concern, I present here results from the event-study strategy described in Equation 2, which relies on the full time-range of each county's first dedication. The result is plotted in Figure 5 and shows an even larger change in the Black share of the population compared to the diff-in-diff, following inaugurations of monuments. The result is virtually unaffected when relying even more on the tails of the distribution of the construction period, by excluding counties with first constructions in 1910-1915, as shown in Figure A12. Similarly, both the magnitude and the absence of pre-trends is confirmed when using alternative estimation methods, such as the staggered diff-in-diff methods by Sun et al. (2021) and

Borusyak et al. (2023), respectively in A13 and A14. This suggests that the construction of a monument changed the migration patterns, regardless of the decade in which it happened. Finally, Figure A15 shows that the effect on the Black share of population is driven by a relative decrease in Black population. Interestingly, the event study does not show any effect for Whites when looking at the average change in units, but it does show a relative increase in White population's growth after a dedication (Figure A16). This discrepancy suggests that whites may have immigrated to, or avoided to leave, relatively small counties with monuments.

I replicate both the event study and the diff-in-diff analysis after redefining fixed effects to account for changes in county borders, as provided by the Atlas of Historical County Boundaries. Reassuringly, the result of this analysis, reported in Figures D32 and D33, confirm my main estimates, showing an even more parallel pre-trend and more significant effects.

Figure 5: Share of Black population



Note. Coefficients from Equation 2. Controls: lag of population, county and state-by-year FE

Individual level The county-level analysis shows very clearly that the construction of a Confederate monument induced a sharp change in the local demographic composition. While

migration is the obvious driver of these changes, the measures I have presented so far do not show this directly. Theoretically, changes in fertility or mortality (Black et al. 2015) could also drive results. I use individual level data to confirm that migration is the main driver of the results. To do so, I use a specification similar to Equation 1, but on a repeated cross section dataset of individuals linked to the following census. More specifically, I take all individuals that can be tracked across censuses, and I use crosswalks to link them to their location in the following decade. I repeat this operation for each census between 1870 and 1940. I can thus look at the share of individuals who left a county, or arrived, and ask whether this share changed after the first monument is constructed (between 1910 and 1915), in comparison to counties with no monuments.¹⁸ Indeed, Figure 6 confirms that after a monument is constructed, Blacks are more likely to leave their county, while the same is not true for Whites. Similarly, Figure 7 shows that Blacks are relatively less likely to have migrated to the county if a monument was constructed.

The results at the individual level thus confirm those at the county level, but comparisons between the two have to be taken with a grain of salt. First, the individual data only contain about 9 million observations, namely males that could be matched with one corresponding name in a following census. Second, each person found in the reference county is only matched once with the following decade. This implies that every year I am conditioning on the set of individuals who are present in census year, who thus chose not to leave in the previous decade. This possibly underestimates the total effect in the long run.

The results presented in this section show very clearly that the construction of a monument in a specific county induced a disproportional outflow of African-Americans from treated counties, which began since the first census after the monuments' inauguration. However, I cannot entirely rule out that the construction of a monument was to some extent induced by some local and relatively short-term economic or ideological shocks, which at the same time

¹⁸The reason why the individual-level analysis only uses Equation 1, that is a diff-in-diff using counties with first construction in 1910-1915, is that individual-level data are not available for the 1890 census. This means that for one decade I cannot assess the probability of migrating within ten years, but only within twenty years (1880-1900), jeopardizing the event study's pre-trend. This issue is minimized in the diff-in-diff, where the twenty-year migration probability is compared to the same time-spanned probability for the control group.

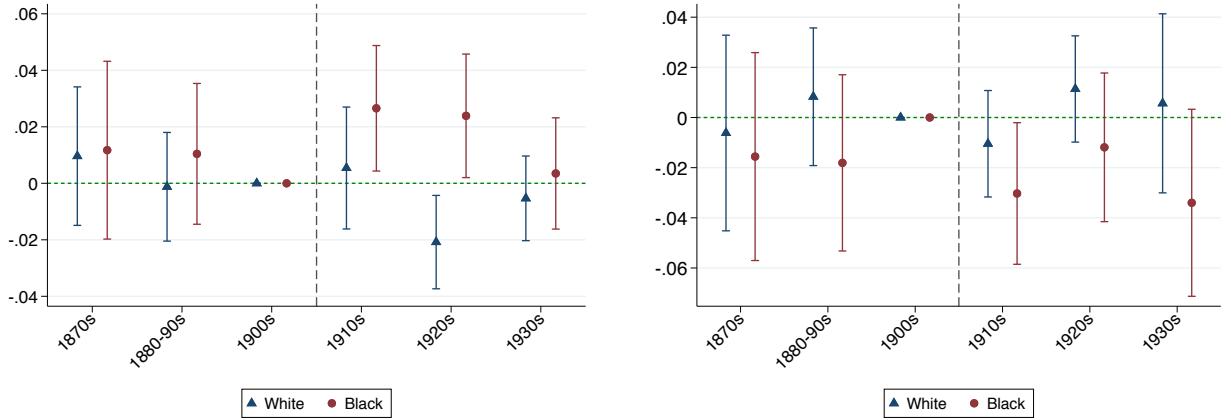


Figure 6: outmigration: probability that person located in county X at census t is found in a different county in census year t+1

Figure 7: Immigration: probability that person located in county X at census t, was found in a different county in census year t-1

may have induced Black outmigration.

5.2 Instrumental Variable Approach

In this section I outline my instrumental variable approach and I show that results confirm an independent role of monuments on migration.

5.2.1 Identification Strategy

The identification strategies described in the previous section show that African-Americans disproportionately left treated counties after monuments were constructed. These strategies, conditional on the set of fixed effects, shows that monuments, or factors tightly connected with their construction, affected migration. However, this is not sufficient to claim that monuments had an independent effect on migration patterns. Indeed, other time- and place-varying factors also affecting migration may explain why monuments were constructed in a given county. For instance, it is possible that during the first decade of the 20th century racial hostility sharply escalated only in some southern counties, which in turn may explain both the construction of monuments and African-Americans' decision to leave.

To take care of the endogeneity problem entangled with statues' construction, I instrument

the number of statues with the inverse of the estimated transportation cost between each county and the quasi-monopolist producer of Confederate monuments: McNeel Marble Company in Marietta, GA (henceforth, access to MMC). The company played a pivotal role in the proliferation of Confederate monuments in the South, not only by constructing a significant portion of these monuments between 1905 and 1960 but also by actively promoting them through extensive advertising campaigns, potentially influencing demand.

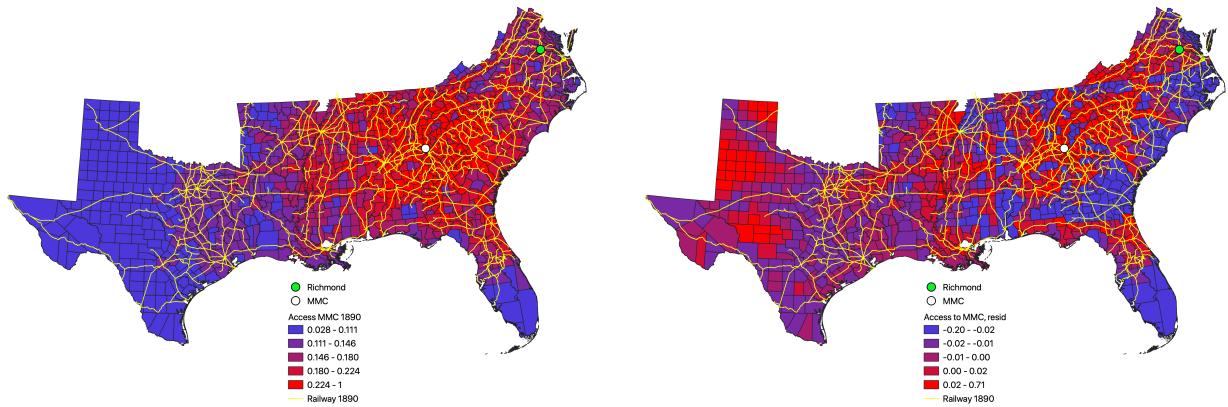
The county's access to MMC reduces transportation costs for statues, thereby increasing the likelihood of successfully erecting them. Under the assumption that the transportation cost from Marietta does not affect migration other than through the construction of statutes, once conditioning on my set of controls, this provides me with a pre-determined source of variation for where statues are constructed, that I can use as an instrument for the stock of statues. This enables me to make a comparison between two otherwise similar areas, where a monument exists only in the one with better access to Marietta.

As a measure of access to MMC, I rely on (the inverse of) Donaldson et al. (2016)'s county-to-county minimum-cost path, which estimates the minimum grain transportation cost from a county centroid to any other county's centroid. This measure assigns a cost per ton-mile to different means of transportation including water, railway and wagon, plus a cost for transfers, when railroads are disconnected. In particular, the cost assigned to wagon transportation is approximately 37 times higher than that of train transportation. I use the value of transport cost in 1890, before MMC started operating, to rule out that the railway may have endogenously expanded following MMC needs. The exact geographical variation of the access to MMC across the South is shown in the first panel of Figure 8. A possible concern here is that even though my instrument is pre-determined, the historical expansion of the railroad was unlikely exogenous, as it would likely connect the most important cities. In particular, Richmond, being the capital of the Confederacy and second largest southern city during the second half of the 19th century, was central in the railway expansion.¹⁹ To

¹⁹ During the Civil War, Union troops made significant efforts to disrupt the southern railroad system, aiming to isolate the Confederate capital of Richmond. However, in the three decades following the war, the southern railways underwent extensive reconstruction and expansion. By 1890, the Richmond and Danville Railroad Company, ultimately connecting Richmond to New Orleans, had emerged as the most developed

reduce such concern, which could eventually lead to a violation of the exclusion restriction, I include a set of controls and rely on the residuals of the access to MMC regressed over access to Richmond, access to Manhattan, lagged county population, stock of experienced lynchings and state fixed effects.

Figure 8: Access to MMC in 1890



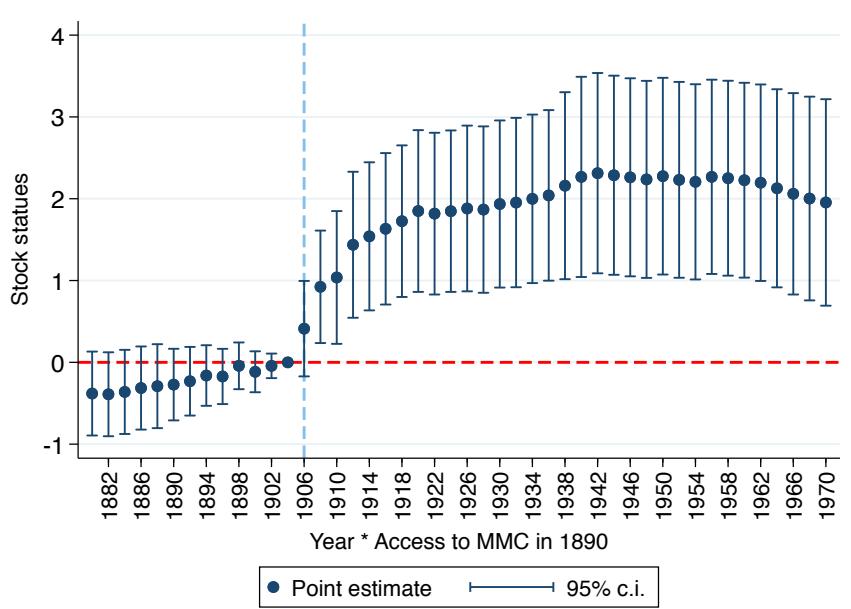
Note. The left figure measures *access to MMC* in 1890; the figure on the right reports the residuals of *access to MMC* regressed on access to NYC, year * access to Richmond in 890, lagged population, state FE

The second panel of Figure 8, shows the geographical variation of such residualized measure. As depicted in the map, the latter variable places less emphasis on the raw distance from MMC and more on the relative access to MMC via railway. Additionally, by controlling for lagged population and access to Richmond and New York, I can keep constant the county's overall distance to the railway and specifically rely on its connection to MMC, through the articulation of the railway network. Much of the variation thus comes from relatively small counties that found themselves in proximity of the railroad connecting the main cities and that had relatively high access to MMC compared to other hubs. The IV results are presented for both scenarios: using access to MMC alone and after accounting for the aforementioned controls.

Importantly, the measure of access to MMC is expected to become relevant only after MMC started operating on Confederate monuments, namely in 1905. Figure 9 confirms that my instrument explains the county stock of statues exactly after 1905, proving the importance of the railway network in the South.

of MMC in the construction of monuments.²⁰ I will therefore exploit the interaction between the geographic access to MMC and the relevant time period as an instrument for the stock of statues. The temporal variation in the instrument allows me to introduce county and state-by-year fixed effects in my IV specification, further controlling for time-fixed unobservables differences among counties that could have violated the exclusion restriction.

Figure 9: Dynamic first stage: stock of monuments and 1890 access to MMC by year.



Note. Stock of monuments regressed on *year * access to MMC in 1890*. Controls: interpolated lagged population, *1890 access to Richmond * post 1905*, access to NYC, "stock" of lynchings, county and state-by-year FE

Therefore, my IV model is described by the following first stage and second stage equations:

$$FS : StockMon_{c,t} = \delta Acc1890_c * Post1905_t + \beta X_{c,t} + \chi_c + \gamma_{s,t} + \epsilon_{c,t} \quad (3)$$

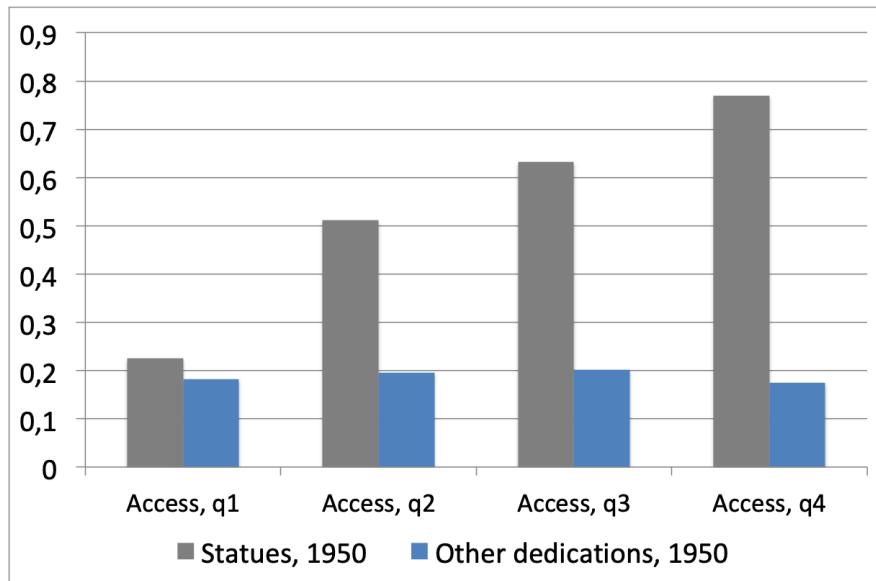
$$SS : Y_{c,t} = \delta \widehat{CuMon}_{c,t} + \beta X_{c,t} + \chi_c + \gamma_{s,t} + \epsilon_{c,t} \quad (4)$$

²⁰ Figure A20 provides additional evidence that the post-1905 surge in the number of statues in counties better connected to MMC is indeed due to the activities of MMC. In this figure, I replicate the findings illustrated in Figure 9, utilizing as the dependent variable the stock of newspaper articles that explicitly reference both MMC and the Confederacy. To do so, I use *newspapers.com*'s data and link a newspaper to the county where it is headquartered. Even though less than a quarter of all counties host a local newspaper, this analysis distinctly reveals that counties with stronger MMC connections engaged in significantly more discussions about MMC and the Confederacy, in the years following 1905.

where $Y_{c,t}$ is the change in Black population share in decade t , county c , state s ; $StockMon_{c,t}$ is the existing stock of monuments; $Acc1890_c$ is the access to MMC in 1890 and $Post1905_t$ is an indicator for years after 1905, when MMC started operating on monuments. In both equations $X_{c,t}$ includes an interaction between the access to Richmond and $Post1905_t$ aimed at mimicking the structure of the instrument and controlling for possible endogeneities in the railway expansion; a yearly changing measure of access to Manhattan, aimed at controlling for the ease of outmigration; the lagged county population and the stock of lynchings. County and state-by-year fixed effects are always included.²¹

Importantly, Figure 10 shows that access to MMC is uncorrelated with attachment to the Confederacy, other than through the ease of erecting the monuments in better connected counties. Indeed, counties that were better connected to MMC have substantially more monuments by 1950, but this correlation is not visible when focusing on other types of dedications to the Confederacy that do not require logistics difficulties and transportation costs, such as naming schools or parks after Confederate leaders.

Figure 10: Confederate statues and other Confederate dedications



Note. Average number of existing statues or other dedications by quartile of access to MMC in 1950

²¹Table B5 uses a slightly different set of controls, to show that they do not affect results.

5.2.2 Results

In what follows I show that monuments had an independent effect on outmigration. In order to isolate the role of monuments from possible confounders, I rely on the instrumental variable strategy outlined in Equation 4, which exploits the existence of a quasi-monopolistic producer of monuments, namely the McNeel Marble Company. The results of this exercise are displayed in Table 1, which reports the first and second stages of my IV specification, respectively in columns 1-2 and columns 3-4. Column (1) shows that the existing stock of statues at the county level is positively and significantly correlated with my instrument, namely the interaction between access to MMC in 1890 and years after 1905, conditional on county and state-by-year fixed effects. An increase of access to MMC from 0 to 1 increases the number of monuments by 2.8. Since access to MMC ranges from .03 to .52, with a standard deviation of .08, then a standard deviation increase in access increases the average number of monuments by .2 unit.

Column (2) of Table 1 shows that the correlation remains positive and significant after I include my set of controls, namely the access to Richmond in 1890 interacted with a post-1905 indicator, yearly access to NYC, the lagged county population and the stock of lynchings. In this case, a standard deviation increase in access to MMC induces a rise in the average number of statues by 0.14. I include the stock of lynchings among controls as it could potentially correlate both with the presence of monuments and induce outmigration, however in Table B4 I show that it does not correlate with my instrument. Similarly, Table B4 shows that the instrument does not correlate with the stock of Confederate dedication other than monuments (naming schools, parks, etc. after Confederate leaders), after including my set of controls. Since these other dedications do not involve a cost, they are way better proxies of the underlying ideological proximity to the Confederate ideals. This suggests that it is really the cost of monuments, rather the ideology, which explains why better connected areas had more monuments.²² The F-stat passes Staiger and Stock's rule of thumb for weak instruments

²²The insignificant coefficient in column (2) of Table B4, as well as the lack of trend for other dedications in Figure 10, also rule out that monuments on the one hand and school/parks/streets-naming on the other may act as substitutes.

both for the regression without and with controls, being respectively 27.7 and 12.9.

Columns 3 and 4 of Table 1 show the second stage results. The presence of statues substantially reduces the African-American share of the population conditional on county and state-by-year fixed characteristics. The result is virtually unaffected by the inclusion of the set of controls described in the previous paragraph. Both specifications show that the presence of a Confederate statue reduces the African-American share of the population by 13 percentage points, compared to counties without statues. Similarly, Table B7 shows the IV result using as outcome the decennial change in Black population, indicating an average effect for treated counties of 143 individuals per year. Figures 9 and A19 show respectively the dynamic equivalent of my first stage and reduced form. The figures show that since 1908 access to MMC starts to significantly explain the stock of statues, and that the Black share of population started decreasing soon after, namely during the 1910s.

Table 1: IV strategy

	(1)	(2)	(3)	(4)	(5)	(6)
	Stock statues, FS	Stock statues, FS	Black share, ols	Black share, ols	Black share, IV	Black share, IV
Access to Marietta 1890*post1905	2.789*** (0.530)	1.850*** (0.519)				
Stock statues			-0.013*** (0.003)	-0.010*** (0.003)	-0.132*** (0.030)	-0.133*** (0.044)
Access to Richmond 1890*post1905		0.435 (0.865)		-0.384*** (0.084)		-0.127 (0.150)
Access to NYC, yearly		-0.790 (0.820)		0.672*** (0.107)		0.454*** (0.151)
Stock of lynching		0.020*** (0.006)		-0.003*** (0.001)		-0.001 (0.001)
Lag population		0.000*** (0.000)		0.000 (0.000)		0.000** (0.000)
Observations	7,989	7,989	7,989	7,989	7,989	7,989
R-squared	0.680	0.713	0.970	0.972	-1.146	-1.041
County FE	Yes	Yes	Yes	Yes	Yes	Yes
State*Year FE	Yes	Yes	Yes	Yes	Yes	Yes
County cluster	Yes	Yes	Yes	Yes	Yes	Yes
F-stat	27.68	12.89				

Dependent variable: existing stock of statues at time t (col. 1,2); share of county population classified as African-American in census (col. 3 to 6). The first stage is reported in columns 1 and 2 and the 2SLS results are presented in columns 5 and 6. *Access to Marietta 1890*post1905* measures the (inverse of) county-to-county 1890 minimum transportation cost to MMC when it became relevant for monuments. *Access to Richmond 1890*post1905* measures the (inverse of) county-to-county 1890 minimum transportation cost to Richmond when it became relevant for monuments. *Access to NYC* is a yearly estimate of the access to NYC. Stock of lynching measures the total number of lynchings in the county up to time t. Lagged population measures population in the previous census. Standard errors clustered at the county level in parentheses. * p<0.10, ** p<0.05, *** p<0.01.

Robustness I run several robustness tests to assess the sensitivity of my IV analysis to different specifications. To begin with, in Table D9 I replicate the analysis after redefining fixed effects to account for changes in counties' borders. In this case the size on the effect captured by the IV analysis reports a significant decrease in the Black share of population by 9 percentage points.

In my main specification in Table 1 I include a yearly measure for access to the main migrating destination, namely New York City, and an interaction between years after 1905 and access in 1890 to the most relevant Confederate city, namely Richmond, which could in part explain where monuments are located. The idea is that with the former I want to control for the most accurate measure of the cost for emigrants to migrate, while with the latter I want to mimic the structure of my instrument for where monuments are located. In Table B5 I redefine such controls, showing that results are unchanged if I use the yearly measure of connection to Richmond or the interaction between access to New York in 1890 and the indicator for years after 1905.

In Table B6 I also include access to other destinations as additional controls. In columns 1 and 4 I include a yearly measure of access to Chicago, to better control for the cost to migrate northwards. In the remaining columns, I drop counties containing state capitals from my sample, as these counties are more likely to erect a statue for institutional reasons, regardless of their connection. Finally, I include access to New Orleans in 1890 (the largest city in the South) interacted with the indication for years after 1905, mimicking the structure of my instrument, as well as a yearly measure of access to each county's state capital to control for rural-urban migration. All these exercises confirm a positive impact of my instrument on monuments and a negative impact of monuments on the Black share of the population.

6 Discussion

Magnitudes The coefficient of the IV specification confirms the negative and significant effect of Confederate monuments on the share of African-American population. However, the

magnitude is substantially larger than the one found with the event-study specification in Figure 5.²³ Table D9 shows that, after accounting for changes in borders, the IV estimates indicate a 9 percentage points decrease in the share of Black population, namely an effect about twice as large as the event study. Being relatively large, the magnitude of the coefficient deserves a careful discussion, both in isolation and in comparison with the other identification strategies.

Taken at face value, both the results from the event study and that of the IV would suggest a very large magnitude. Looking for simplicity at Figure A10 (a), which uses absolute numbers, the coefficient would imply that a monument caused on average 50 African-Americans to leave a treated county every year. Around 400 counties had at least a monument constructed between 1880-1940, suggesting a total effect for the all South of 20,000 migrants per year. To give a sense of the magnitude, around 70,000 African-Americans per year left the South between 1900-1950 and around three times as many migrated across counties within the South. This would imply that about 6.5% of southern Black migrants moved because of statues. However, this coefficient is an upper bound. Indeed, all my specifications measure the differential impact of the monuments between treated and control counties. In this sense, the Stable Unit Treatment Value Assumption (SUTVA) is violated because the effect of a monument in a treated county may induce migration towards the control counties. For example, considering two counties with the exact same demographics, the movement from the treated to the control county of a group of 100 Blacks would produce a measured coefficient of 200. This would suggest that, according to the event study, 3.25% of all African-American migrants did so because of monuments (the estimate of the IV would indicate that this number would be around 9.8%). The same logic applies for the *share* of Black population, but in that case the larger the differential in population across treated and control counties, the more the coefficient has to be deflated.

The previous considerations are true for all my identification strategies and yet the IV coefficient is substantially larger than the others. Several reasons could explain this. First, the

²³The coefficient of the diff-in-diff cannot be compared, as it relies on a very different set of treated counties, namely only the ones with first construction during peak years.

IV may be correcting for time-changing omitted variable bias. If the demand for statues was quite uniform among the southern counties, the local economic conditions would be the main obstacle to obtaining one. In this sense, the richer and faster-developing urban areas were both more likely to erect a monument and to receive migrants, which would bias my non-IV estimates downward. Second, the IV measures a local average treatment effect on compliers rather than an ATE: where compliers in this cases are counties who wanted to construct a monuments but only did so if they were "exogenously" well connected to Marietta. Third, the IV may correct for the presence of measurement error in the non-IV specifications. SLPC data do not include about 2600 markers and cemeteries mentioning the Confederacy because they are deemed as purely describing historical events (Gunter et al. 2016); moreover some of the MMC's advertisements mention the creation of thousands of artistic memorials. This suggests that smaller non-mapped markers may be relatively more frequent close to the firm, increasing the size of the first stage coefficient and reducing the one of the second stage. Finally, the fact that the instrument is by construction highly spatially correlated suggests that counties with high access will tend to cluster more than monuments, which are relatively uniformly distributed across the South. The presence of a monument may even reduce the need for a monument in the neighboring one. This would artificially reducing the first stage and thus inflate the Iv estimates. This potential issue can be corrected by choosing units of observation larger than the county, and thus less cursed by spatial correlation. Indeed, Table B8 shows that if I replicate my IV analysis after collapsing neighboring counties with similar access to MMC within a state, the IV coefficient remains highly significant and the size closely matches the diff-in-diff results.²⁴

Mechanisms As discussed in Section 2, monuments may influence migration in several ways. On the one hand, they may increase the salience of racial disparities and discrimination,

²⁴In Table B8 I define the new units of observation as cells defined by the county's centroid longitudinal and latitudinal position (in particular latitudinal and longitudinal quartile within each state) and deciles of access to MMC. I thus obtain up to 16 cells per state which can be further split depending on each county decile of access to MMC. This is done to aggregate similarly connected counties placed next to each other. An alternative approach would simply rely on the position, disregarding market access: such an analysis yields very similar results.

leading the oppressed group to consider relocation in the short run. On the other hand, they may crystallize the local narrative to the time when a statue was erected or even directly impact local ideology. This latter mechanism should affect newspaper rhetoric, local celebrations, the activity of organized groups such as the KKK and the UDC, and voting patterns in the decades following the construction. In Section C, I provide suggestive evidence that the latter mechanisms appear to play a minor role in this context, indicating that the higher salience of discrimination may be the primary driver behind the oppressed group's decision to leave.

As I discuss in more detail in Section C, I do not find differential changes in local newspapers' rhetoric in terms of positive views towards the Confederacy, a more anti-black slant, or more frequent mentions of Confederate celebrations. Similarly, there is no evidence that counties with monuments experienced a stronger activity of the second wave of the KKK, as proxied by newspapers' coverage. However, I do find evidence of a stronger activity of the UDC in treated counties before and in correspondence with the time of the monuments' inauguration. This does not come as a surprise, given the group's central role in sponsoring the Confederacy and its monuments. However, I find that treated counties maintain a significantly higher newspaper coverage of the UDC even a decade after the inauguration, which may suggest a role of the UDC in shaping a less favorable environment for African-Americans. Finally, I only find minor evidence supporting the idea that monuments may have had an impact on voting behavior. The absolute number of votes for the Democratic Party discontinuously increased in treated counties after inauguration, possibly following the relative increase in the white population in a context where Blacks could not vote. However, the Democratic vote *share* kept increasing at a relatively constant rate, without any visible change in the rate after the monuments are constructed.

In Section 8 I further dig into mechanisms. First, I show that the sight of the monument is sufficient to decrease one's willingness to settle in a particular location, abstracting from other confounding events that may have happened at the time of construction (such as the concrete presence of white supremacists, potentially using monuments as meeting points).

Second, I directly surveyed both African-Americans and Whites in the South, asking what they feel when they encounter a Confederate monument. The responses shed light on the enduring association between these monuments and racism, way more pronounced among African-Americans. Both exercises confirm that the signaling power of Confederate monuments is a crucial mechanism in explaining the observed results.

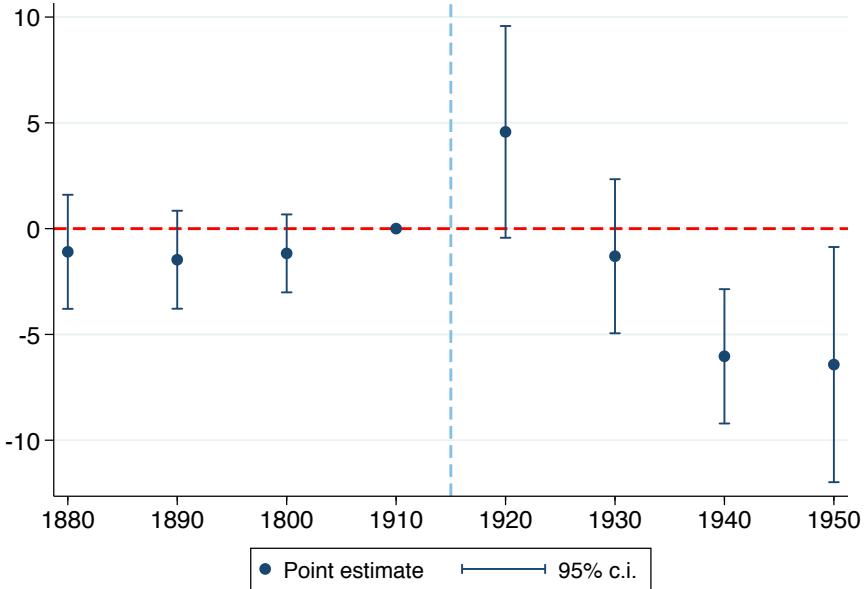
7 Effects on Land Value

The outmigration of African-Americans was only partially compensated by a White immigration towards counties with monuments, as visible in Figures 6, A11, and A16. From the theoretical perspective this may be explained by the fact that migration was the only possible reaction to monuments for Blacks, while Whites had other political actions to lobby for a monument, before having to move. Moreover, it seems natural to conjecture that the repulsion for hostile symbols is stronger in absolute value than the attraction for a kindred one. In practice, the consequence of this was a reduced amount of cheap agricultural labor force and a weaker population pressure for counties with monuments, as shown in Figure A17. In the long run, these dynamics should thus lead to a reduced value of farmland and agricultural buildings in counties that constructed monuments compared to the other ones. Indeed, Figure 11 shows that this is precisely what happened in the South.

The dynamics of land value however differs from the dynamics of the population. After a period of stable prices the value of land and farms first increases following the first constructions and the beginning of the migration. This is consistent with the fact that southern Whites gave value to a whiter county, in the relative short run. Historical anecdotal evidence and empirical studies (Feigenbaum et al. 2010, Tolnay et al. 1992, Grossman 1991) suggest that whites eventually became worried by such excessive Black outmigration as it progressively reduced the amount of cheap labor force sometimes actively trying to reduce outmigration. This pattern is visible in Figure 11.²⁵ Figure A18 replicates this analysis using

²⁵Figure D34 replicates the same analysis with county fixed effects defined at the stable county level to account for any territorial variation.

Figure 11: Average value of farmland and farms (\$ per acre)



Note. Coefficients from Equation 1. Controls: lag of population, county and state-by-year FE

my instrument. In particular, it shows the dynamic reduced form, plotting the coefficients of a regression of land value on the interaction between decade and access to MMC. While the size of the coefficients is larger, since the reduced form needs to be scaled down by the first stage, the figure shows a very similar dynamic.

8 Online Experiment: randomizing monuments

My findings indicate that the historical construction of Confederate monuments led to an increase in African-American migration away from the affected counties. Do monuments still influence people's location decisions, or are my results specific to the historical context? Do people who oppose monuments still face a welfare cost due to their presence? How are monuments perceived and experienced in practice today? To address these inquiries, I conducted an experiment in which I randomly assigned respondents to different versions of the same cities, some featuring Confederate monuments and others without. I then asked participants if they would consider relocating to these cities if offered a job, as well as their

minimum acceptable wage for such a move.

My findings reveal that the presence of Confederate monuments discourages both Whites and African-Americans in the US South from considering relocation to these cities. Furthermore, it causes a significant increase in their reservation wage for relocation. Notably, while the impact is statistically significant for both groups, it is relatively larger for Blacks. This suggests that although attitudes among Southern Whites may have shifted towards a more negative view of the Confederacy and its monuments, the intensity of this aversion still varies by ethnicity. These findings are further supported by respondents' qualitative evaluations of Confederate monuments. Among African-Americans, 68.5% express discomfort with the hypothetical presence of a Confederate monument in their neighborhood, and 65% indicate that such a monument could motivate them to relocate (compared to 51.5% and 55% for Whites, respectively). In open-ended responses, as Figure 12 shows, African-Americans generally link these monuments to concepts such as *racism* and *disgust*, whereas Whites tend to emphasize their connection to *history*.

(a) Southern Blacks



(b) Southern Whites



Figure 12: Most frequent terms in replies to: "How do you feel when you think about or encounter a Confederate monument?"

Due to the distinct context, the experiment cannot perfectly replicate the historical analysis. Firstly, respondents are likely aware of the existence of a monument in their own city or in the main cities; therefore, I present monuments in cities different from where the respondents reside. This approach still aligns well with the historical migration patterns

within the Southern region, as it captures the decision-making process of choosing where to reside, after leaving the original location. Secondly, respondents are also likely aware that monuments is an historical feature of the city, not a new one. However, even in the past the monument in the destination city may have been constructed several years before; moreover, respondents may consider the permanence of the monuments, despite the removal waves in the recent years, in a similar way as the original construction. Lastly, it is important to acknowledge that perspectives on these symbols have likely evolved over time. This seems to be particularly the case among Souther Whites, who do not unanimously support these monuments as in the past. Nevertheless, my analysis still reveals notable racial differences in respondents' answers by race.

8.1 The Online Experiment

The experiment was conducted online through the Prolific platform and involved a ten-minute survey. Respondents were compensated with \$2.2 upon survey completion. The study was advertised as an investigation into the city characteristics that matter to individuals considering relocation. In line with Kessler et al. 2019, participants were informed that the cities mentioned in the study were hypothetical, but they were also assured that the study would match them to real cities (and jobs therein), based on their responses. It was emphasized that providing precise answers in the survey would result in a better match to an actual city and its list of jobs.

The survey consists of three main parts. The first part collects standard demographic information, as well as specific details about respondents' most recent job. The second part contains the experiment, where five hypothetical cities, appearing either with or without monuments, were presented to respondents. After each city, respondents were asked city-specific questions, including their willingness to consider moving there. The final part of the survey includes questions aimed at understanding respondents' views and knowledge regarding Confederate monuments.

Sample My primary sample of interest consists of African-Americans aged between 18 and 50 who currently reside in the southern United States and are actively seeking employment. This sample comprises 120 individuals. The age and occupation criteria were applied to identify categories with a relatively high likelihood of migration, aligning them with the socio-economic status of migrants during the Great Migration. My secondary sample includes 198 White individuals of the same age group, geographical region, and occupational status. Prolific relies on a rigorously screened pool of participants, which enhances data quality but results in a reduced pool of respondents, particularly when the focus is on specific demographics and minority groups. Consequently, I encountered limitations in reaching a high number of African-American respondents via Prolific. To increase the sample of African-Americans I also survey an additional sample of African-Americans residing in the North. The sample is stratified by race and macro-region, due to Prolific policies on pre-screening. Table E10 shows that respondents are relatively similar across races, they are on average 34 years old, their most recent income was around 36,000 dollars and they are disproportionately female. When focusing on the control set of city-respondents, Table E11 shows that participants are more likely to refuse the tailored job offer than the generic one and that the reservation wage is about 75,000 dollars.

Hypothetical Cities I created five hypothetical cities by combining real photos and Google Street View images sourced from various locations throughout the southern United States.²⁶ Each city was introduced to the respondents using a set of five images, with each image requiring four seconds of viewing before proceeding. Two versions of the same city exist: one with a Confederate monument (treatment group) and one with an uninformative picture (control group). More specifically, four of the five images, representing a residential street, a city hall, a public park, and a commercial street, were identical in both versions. The fifth image distinguished the versions, either showcasing the Confederate monument or providing an additional, and thus uninformative, image of the same residential street shown

²⁶More precisely, the pictures are introduced as representing a "typical neighborhood" of each the five southern cities.

earlier. Figure 13 shows the two version for one of the five cities.²⁷ Each respondent only sees one of the two versions of each city.



Figure 13: The two possible versions of the same city. Column (a) shows the version of the city presented to control individuals, while column (b) shows the version with the treatment.

²⁷See the example of a sideshow for another city in AppendixE.

Design To isolate the causal effect of Confederate monuments on migration decisions, I cross-randomized the presence of a monument in the depicted city. Each respondent was exposed to five different cities, but they would only encounter either the version featuring a monument or the one without (similarly to Macchi 2023). I can thus introduce both city- and individual-fixed effects, thus accounting for potential sources of sample imbalance. This is particularly important as the randomization is performed on a relatively small sample size.

Outcomes For each city, following exposure to the images, respondents were presented with three questions, the answers to which serve as my primary outcome variables. The first question measures the extensive-margin willingness to move to the city: *If offered a job similar to your most recent one, would you be open to the possibility of relocating in the depicted city?* This question keeps the participant’s job situation constant in an abstract sense and aims to capture their overall evaluation of the city. The second question presents a more concrete job offer, including details such as the job sector, weekly working hours, and wage, which was determined as a cross-randomized percent increase from the respondent’s most recent wage.²⁸ The final question asks: *What is the minimum annual income that would convince you to accept a job and relocate to the depicted city?* This question aimed to determine respondents’ reservation wage, shedding light on the welfare cost that respondents suffer when they learn that the city has a Confederate monument.

Specification and Results To estimate the impact of having a monument in the city, when considering to relocate there, I estimate the following equation:

$$Y_{i,c} = \beta CM_{i,c} + \chi_i + \gamma_c + \epsilon_{i,c} \quad (5)$$

²⁸The exact question is: *Consider a job with the following characteristics, located in the depicted city. Sector: [sector of respondent’s most recent occupation, from a previously asked question]; hours per week: 40h; pre-tax yearly wage: [most recent respondent’s yearly wage + X%] dollars. Would you accept the job (and move to that city) if it were offered to you?* I cross-randomized high (ranging between 16% and 40%) or low (between 2% and 8%) percent increase of their wage, such that either the high or low offer can appear in each city. In particular, the couples of wage increases may be 2% vs 16%; 3 vs 17%; 5% vs 18%, 7% vs 32%, 8% vs 40%; can appear as

where $Y_{i,c}$ indicates respondent i 's decision regarding city c , namely their willingness to relocate and their reservation wage, and $CM_{i,c}$ is an indicator for whether respondent i was exposed to the monument-version of city c . χ_i and γ_c are respondent- and city-fixed effects, respectively.

Results for each of the three outcomes among Southern African-Americans are reported in Table 2. Column 1 reports the causal effect of the presence of a Confederate monument on the respondent's willingness to relocate to that city, assuming they were offered a job similar to their most recent one. The presence of the monument reduces the willingness to move by 0.55 standard deviations. Column 2 shows that monuments also influence responses to more concrete and tailored job offers, including considerations like wage, sector, and weekly hours. In this case, the monument decreases the willingness to move by 0.37 standard deviations. Lastly, column 4 shows that the treatment increases reservation wages for African-American by 17%, equivalent to an average of \$13,000.

Alongside the presence of the monument, I also introduced randomization in the wage of the tailored job offers, represented as a percentage increase from the respondent's most recent yearly income. Interestingly, while the presence of a higher offer (an average 20% increase in yearly income, or \$6,000) significantly boosts the probability of accepting the offer and relocating, the effect of the monument remains similar for those with both high and low offers, suggesting that relatively small monetary incentives do not diminish the effect of the monument.

The effect of the presence of Confederate monuments on the willingness to migrate is significantly negative for Whites as well. Table E12 reports the estimates of the effect for all of my samples of Southerners pooled together. The coefficient on *Treat* in columns 1-3 represents the treatment effect among Whites. While the direction of the effect is the same as for Southern Blacks, its magnitude is smaller. The coefficient on *Treatment*Black* represents the differential effect for Blacks compared to Whites. Columns 1 to 3, thus, show that the effect significantly differs between the two groups, with the effect for African-Americans being about twice the size as that for Whites.

Table 2: Effect of monument sight on relocation decision and reservation wage

	Southern Blacks			
	(1)	(2)	(3)	(4)
	Move (st. dev.)	Move, tailored (st. dev.)	Move, tailored (st. dev.)	Res. wage, log
Treat	-0.547*** (0.0835)	-0.374*** (0.0774)	-0.353*** (0.0980)	0.172*** (0.0485)
High Offer			0.573*** (0.116)	
Treatment*High Offer			0.0151 (0.147)	
Observations	540	539	539	540
R ²	0.536	0.524	0.585	0.841
Respondent FE	Yes	Yes	Yes	Yes
City FE	Yes	Yes	Yes	Yes

The unit of observation is the city-per-respondent. The outcome captures whether the respondents want to move to the specific city for a job similar to their most recent one (column 1), for the tailored job offer (column 2), and what would be their reservation wage for relocation (column 3). Outcomes in columns 1 and 2 represent a scale 1-3 (corresponding to *No*, *Maybe*, *Yes*) and are expressed in standard deviations. The log of the reservation wage is taken after winsorising the top 2% of reservation wages by race, in order to preserve the intensity of the preference without having outliers jeopardize estimates. *Treat* is an indicator for whether the city is shows to the participant in the version with a monument. *High Offer* is an indicator for whether the tailored offer came in its high-wage or low-wage version. Standard errors clustered at the participant level in parentheses. * p<0.10, ** p<0.05, *** p<0.01.

Discussion The results of the experiment clearly demonstrate that monuments continue to influence location decisions. Aligned with the historical context and reflecting a more pronounced aversion to monuments among African-Americans, the effect remains asymmetric among races to this day. While the pool of participants corresponds to individuals particularly inclined toward migration, and the effect on people who are not currently seeking a job may be attenuated, the experiment vividly confirms that a non-inclusive public space has the potential to influence migration patterns and, ultimately, segregation.

9 Conclusion

In this paper I show that political monuments shaping public spaces can determine location decisions for groups with opposite views on the presence of a divisive symbol. To do so, I focus on the construction of Confederate monuments in the US South during the early 20th century. In this context, the same monuments were supported by southern Whites sharing

the Confederate values and opposed by African-Americans. Given the lack of political rights, African-American most viable response to the presence of a monument was the choice to remain or relocate.

First, I show that the time of construction of a monument marked a breaking point for African-American outmigration pattern. To do so, I rely on a diff-in-diff that compares counties with their first monument inaugurated in peak construction years to those without a monument and find a stark reduction in the Black share of the population following construction. This result shows that the increase in racial hostility surrounding inaugurations played a crucial role in fostering the Great Migration.

Second, I shed light on the independent role of monuments, in isolation from other short-term ideological or economic shocks, by exploiting a instrumental variable for the presence of a statue in a county. I exploit the high transportation cost for extremely heavy monuments and existence of a major producer of monuments in the South - the McNeel Marble Company which started operating on Confederate statues around 1905 - to predict what counties are more likely to erect a monument in peak construction years, based on their transportation cost towards the producer. The IV regression shows a strong first stage for the years in which the firm operated and finds a large effect of the stock of statues on the decline of the African-American population.

Finally, I demonstrate that monuments continue to influence migration patterns to this day. To do so, I conducted an online experiment in which I presented images of five cities to respondents and inquired about their willingness to relocate for a job offer and their reservation wage. I cross-randomized the presence of images of Confederate monuments in the sideshow describing each city to them. The results reveal that the sight of the monument significantly reduces the propensity to migrate and raises the reservation wage for African-Americans. I also find a significant effect for Southern Whites, but the effect size is roughly half that observed for African-Americans.

In terms of mechanisms, the findings align with theories proposing that public symbols serve as signals amplifying the salience of otherwise complex-to-measure aspects of a location,

such as the level of discrimination. Consistently, I find no evidence indicating that the historical construction of monuments significantly altered newspapers' rhetoric, the prevalence of Confederate celebrations, or the activities of the KKK in the affected counties. Conversely, the results of the experiment suggest that monuments exert a short-term impact on migration decisions, aligning more closely with a signaling mechanism.

These results provide essential political recommendations for contexts marked by significant outmigration, particularly when it is concentrated within specific demographic groups. Local governments interested in attracting migrants or decreasing outmigration flows from their region should pay close attention to the symbols that shape their public spaces. Groups more inclined to migrate are likely to seriously consider these features when deciding where to settle.

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Appendix

A Appendix Figures

Figure A1: Example of newspaper celebrating monuments. Columbus Daily Enquirer, May 1892



Figure A2: Example of Black newspapers' articles criticizing monuments. Images kindly provided by Olivia Haynie, Donovan Schaefer and Justin Seward. Reproduced with permission of the copyright owner. Further reproduction prohibited without permission.

The Appeal. [volume] (Saint Paul, Minn. ;) 1889-19??, April 11, 1914,
Image 2

Image provided by Minnesota Historical Society; Saint Paul, MN

Persistent link: <https://chroniclingamerica.loc.gov/lccn/sn83016810/1914-04-11/ed-1/seq-2/>

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Even ten years ago who would have dreamed that in 1914 there would be an agitation for the formation of a ghetto for Afro-American, but it is a fact.

If there has been any growth of idealism in this country the Afro-American has been left out of the equation. The "idealism" of the great mass of the Caucasians seems to be: What can be done to retard the real progress of my brother of darker hue? How can we humiliate and degrade the race by discriminating laws? How can we prevent him from exercising the rights of a free man? How can we use the Christian religion to degrade the race?

True idealism, true morality would abolish Kentucky's infamous color line laws, Jim Crow cars and gatetons.

If the Caucasians of Kentucky are doing anything to abolish the color line we have not heard of it.

SPREAD OF MOHAMMEDANISM.

Every true Christian should be glad to learn of the remarkable growth of Mohammedanism. Among the colored peoples of the world it is outstripping Christianity.

This may seem a queer statement but it is true. Christianity is so decadent in America today that there are few real Christians except Afro-Americans.

The souls of American Caucasians have been so warped by the infamous color prejudice rampant in this country that in the majority of cases they are not true followers of the Nazarene.

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"CHRIST IS RISEN!"—A JOYOUS EASTER MESSAGE.

Easter is the queen of festivals. It is the commemoration of a supreme historic fact, the revelation of a supreme religious truth, the expression of an supreme spiritual consolation, the force of a supreme moral motive. On Christ's resurrection morning the early disciples were witnesses. Here upon the cross had filled them with anguish and despair. But when the news on that first bright Easter morn reached them they leaped up to life. "The Lord hath risen indeed, and appeared unto Peter," then was their sorrow turned into joy. The church still rings with multinous notes of that great Easter choral have rolled through all ages since that day.

MONUMENTS OR JUSTICE--WHICH?
The Chicago Defender (Big Weekend Edition) (1905-1966); May 30, 1914; Black Studies Center pg. 8

MONUMENTS OR JUSTICE—WHICH?

CONFEDERATE VETERANS AT THEIR REUNION at Jacksonville, Fla., recently passed a resolution urging that monuments be erected in the capital of each slave-holding state to commemorate the fidelity to their masters by the slaves during the war. It is argued that had the slaves been hostile, the soldiers of the South could not have fought at all. Says the Times-Union: "The men of the South went out with confidence, leaving the defenseless ones they loved under the protection of their loyal slaves, and during the four years of strife and over the whole extent of the confederacy not one Negro was unfaithful to his trust. One who thinks of this wonderful record, must see in it reason for pride for both races. Good will is never one-sided." This, of course, is one side of it. It is well enough to praise the slaves for that fine quality of loyalty which they showed, but it is not well to use that loyalty in these days, as a half-way implication that slavery was a just and pleasant institution. The very loyalty of the slaves seems pathetic. Their eyes were not open to see the vision of freedom. Slavery had hemmed them in and kept them down intellectually and spiritually. They did not know enough to strike for themselves the blow that lay in their refusal to raise food for the masters who were fighting against their cause. Is it to be wondered

Figure A3: Example of Black newspaper's article criticizing monuments: *The New Journal and Guide* (VA). Images kindly provided by Olivia Haynie, Donovan Schaefer and Justin Seward. Reproduced with permission of the copyright owner. Further reproduction prohibited without permission.

UP-TO-DATE
Terrell, Mary
New Journal and Guide (1916-); Dec 24, 1927; Black Studies Center
pg. 14

UP-TO-DATE

By MARY CHURCH TERRELL

Vice President Of Confederacy Lauded

If you had happened to be passing through Statuary Hall of the Capitol the other day, you would have heard the "Rebel Yell" shouted with a right good will. You would also have heard the Vice President of the United States lauding to the skies the Vice President of the Confederacy, Alexander Stephens, as he accepted for the Federal Government, if you please, the statue of the man who did everything he could to destroy it. The State of Georgia has given the statue of Stephens to represent her in the Nation's Hall of Fame.

Vice President Dawes praised Alexander Stephens's "force of character which irresistibly held him to his high convictions." He declared this man who was a traitor to his country "possessed commanding intellect and was born with instinctive sympathy for the poor, the weak and the suffering." Mr. Dawes could not have eulogized Abraham Lincoln any more forcibly and more heartily than he did this leader of the Confederacy. Our Vice President evidently forgot all about the "poor, weak and suffering" slaves whom Alexander Stephens was working hard forever to hold in this cruel deplorable state.

In no other country in the wide world would such a scene be possible as was witnessed in the Capitol a few days ago, when the statue of a man who had tried to destroy his government was received with gratitude and praise by one of its highest representatives! If this attitude toward a traitor teaches any lesson to the youth of this country at all, it is that the effort to wreck and ruin the government under which one lives, so far from being criminal may be actually commendable. The only difference between Benedict Arnold, the traitor, and Alexander Stephens of Georgia is that the former betrayed his country to a foreign foe, while the latter tried to destroy it in a civil war. If some one claims that since Georgia has come back into the Union, she has just as much right to present the statue of a man who was a leader of the Confederacy as Maine who has to give the statue of an officer in the Union Army. I reply that if it was disloyal and wrong for Alexander Stephens to plot against his government for any reason whatsoever, it was establishing a bad precedent and was unwise for the Vice President of the United States to eulogize him to the skies, when a State which seceded from the Union added insult to injury, so to speak, by giving to the Nation's Hall of Fame the statue of a man who helped her try to cut the country in two.

If the old soldiers who fought in the Union Army and saved the country from ruin could have heard that Rebel Yell in the Nation's Capitol, they would have had reason to wonder who really won the war after all.

Figure A4: Example of Black newspaper's article criticizing monuments. Images kindly provided by Olivia Haynie, Donovan Schaefer and Justin Seward. Reproduced with permission of the copyright owner. Further reproduction prohibited without permission.

DETERMINED TO WIN.

Philadelphia Tribune (1912-); Feb 10, 1912; Black Studies Center
pg. 4

DETERMINED TO WIN.

Some time ago the Southern democrat started a movement to have a bust of Jeff Davis placed in the Hall of Fame in Washington. This proposition created such a storm of objections that it was abandoned.

Not to be outdone, the Southern Schemers have brought another proposition forward. This time the proposal comes from the legislature of Kentucky which has under consideration a bill providing that the blue grass commonwealth place in the Hall of Fame at Washington the statues of Lincoln and Jefferson Davis.

It is pointed out by the promoters that inasmuch as Kentucky was the birthplace of the two leaders of the Civil War, it could, with propriety, place statutes of both in the Hall of Fame. The authors of the proposition say that they are anxious to again test the sentiment of the nation on this subject.

By some it is declared that the bitterness and rancor growing out of the Civil War has disappeared. This, of course, would be symbolized more than any other thing the disappearance of old "war spirit."

But the promoters of this scheme should remember that the South is doing all in its power to keep alive the "old war" spirit. The obstinacy of the South in not allowing colored citizens to enjoy the Right of Franchise. Its determination to do all in its power to make null and void all the Amendments to the Constitution furnishes people with ample proof that the "old war" spirit is very much alive in the South.

Let him who is without sin cast the first stone.

The Schutinizer

The Chicago Defender (Big Weekend Edition) (1905-1966); Oct 14, 1916
pg. 2

MURDERERS!

The Originator of the Notorious Ku Klux Klan to Be Honored by a Statue at Shelby, N.C.

By the Schutinizer

Shelby, N. C., Sept. 13.—The notorious leader of murderers, "Col." McAfee, who gained fame as a spiller of human blood during the days of the reconstruction, is to be "honored" by the "whites" of this God-forsaken burg with an equestrian statue. It is a settled fact that the statue will be erected, the only drawback at this time being the question as to whether the fiend will be dressed in the trademark of his murderous klan or in the uniform of the Confederate army. While one of these rotten uniforms is as bad as the other, the one being the insignia of a gang of cold blooded murderers, rape and fire fiends, the other the uniform of the traitors of '61-'65, it is hard for the Crackers of these parts to choose between them. The entire proposition was a luke warm one until the Times of New York, which represents nothing, took the stand of justifying the organization of the Klux and advises that the "Col." be depicted in the regalia of that notorious gang. To show that there is a skittish feeling in reference to the statue, the Charlotte, N. C., Observer says, that if the Klan draperies are used it would "impose upon the people of this and succeeding generations the duty of perpetual explanations and defense, a duty that might become irksome with the passing of the years, and that might, in the end, be repudiated." The Observer wants the "Col." garbed in a Confederate uniform.

The New York Times expresses the opinion that the Ku Klux Klan was an organization that the lynch-billies of the South should not be ashamed of, and tries to saddle the blame for the crimes and outrages it committed, upon the shoulders of the mobs operating under the name of the Klan after the "Col." had let go of it. It goes further. It loadies to the would-be disruptors of the Union in the South. Look at the fol-

Figure A5: McNeel marble advertisement in the Confederate Veteran magazine

The image shows a page from the 'Confederate Veteran' magazine, Vol. XVIII, February 1910. The left side features an advertisement for 'The McNeel Marble Company'. The ad has a red border and includes the title 'Phenomenal Record OF THE McNeel Marble Company' in large red letters, followed by a subtitle 'LARGEST MONUMENTAL DEALERS IN THE SOUTH'. Below this is a detailed paragraph about the company's achievements in 1909, mentioning the United Daughters of the Confederacy and the Mason and Dixon line. It also discusses orders from Chapters across the South and the execution of over 95% of all orders for Confederate Monuments. The text continues to describe the company's plans and success in 1909. At the bottom of the ad, it says 'Why not begin the new year with a letter to'. To the right of the ad, the magazine's masthead 'Confederate Veteran' is visible in large, stylized letters. Below the masthead, the volume and issue information 'Vol. XVIII. FEBRUARY, 1910.' are printed. A small illustration of a person on horseback standing on a pedestal is shown next to the date.

Figure A6: McNeel marble advertisement in the Confederate Veteran magazine

The advertisement features a large, bold title "SUPREMACY" at the top. Below it is a block of text about the company's history and achievements. Further down, there are two more paragraphs of text, followed by a signature or date stamp, and finally the company's name and location.

SUPREMACY

The thousands of artistic memorials dotting all sections from Maryland to the Mexican line represent the effort of an organization of twenty-three years under one management. These, with the kindly and deeply appreciated indorsements of our patrons, have made for us the name Premier Builders of artistic memorials.

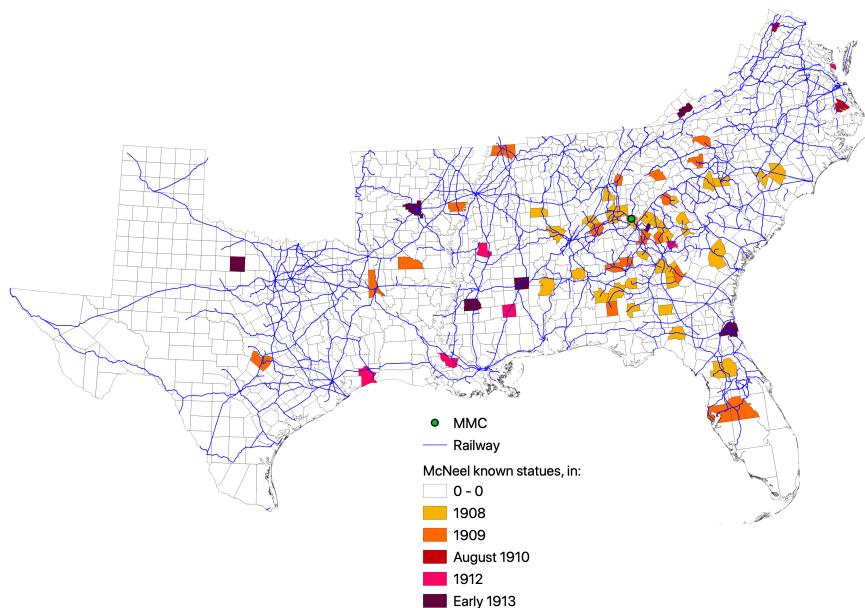
We wish to thank our patrons for all the kind words said, the result of which has been the building of the South's largest factory.

Our policy shall continue to be such as we hope will merit the same confidence and result in the same satisfactory relations that we have enjoyed so much.

[Col V. Y. Cook Dec 1914]

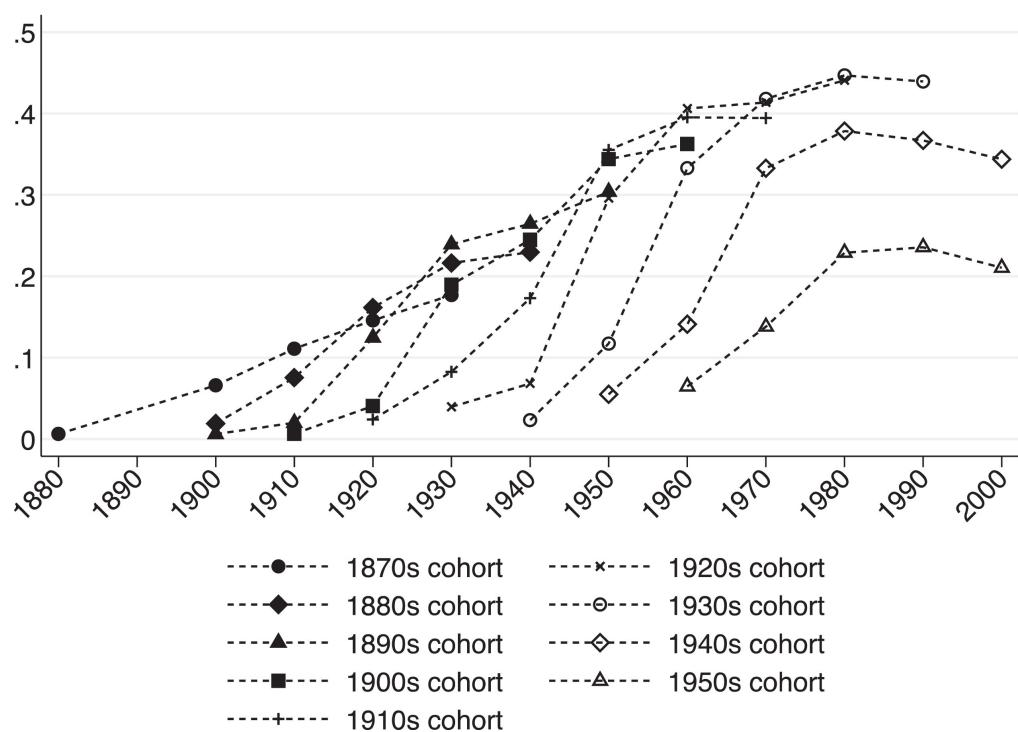
The McNeel Marble Company
THE SOUTH'S LARGEST PLANT
Marietta, Georgia

Figure A7: McNeel's first Confederate monuments

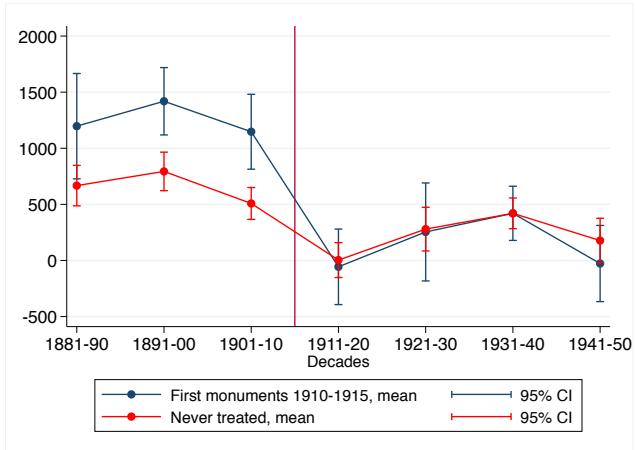


Note. First 61 statues produced by McNeel Marble (1905-1909). Plus all statues produced in august 1910, 1912 and the first month of 1913. MMC erected at least other 35 statues in 1910 and many others until 1960, a full account of which is however non-available.

Figure A8: % of southern-born African-Americans residing outside the South, by birth cohort. Collins (2021)



(a) Decennial change in Black population, units



(b) Decennial growth in Black population

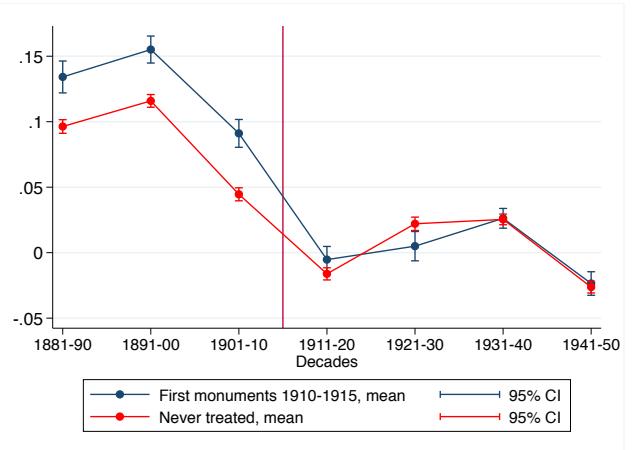
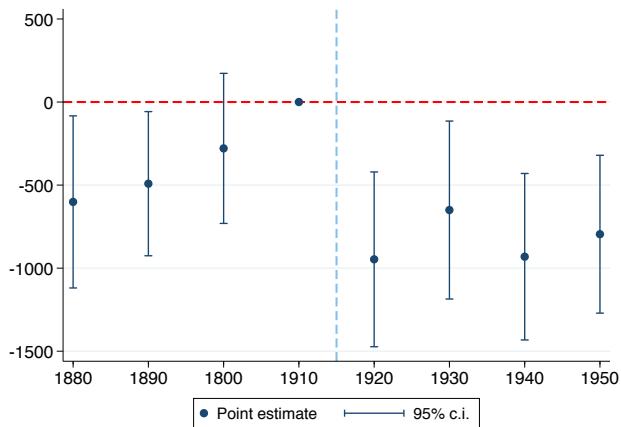


Figure A9: Diff-in-diff specification of Equation 1 using Black population change and growth as outcomes. Population growth is 5% winsorized.

(a) Change in Black population since last census



(b) Growth in Black population since last census

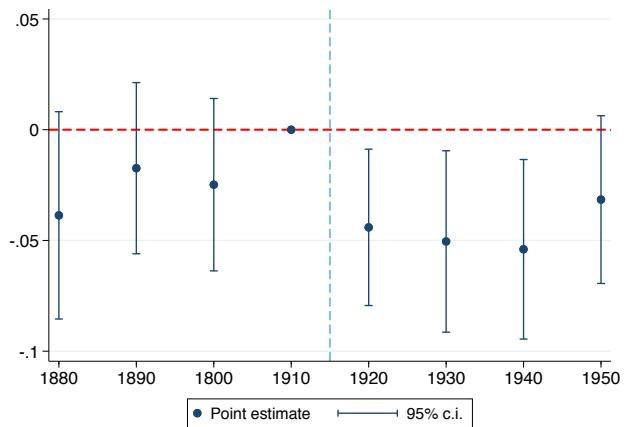
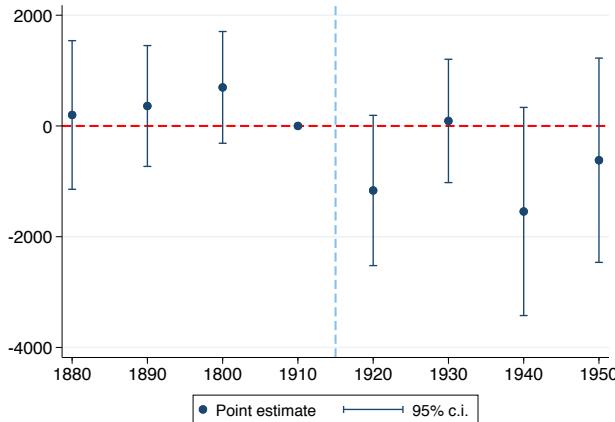


Figure A10: Diff-in-diff specification of Equation 1 using Black population change and growth as outcomes. Population growth is 15% winsorized. Controls: lag of population, state-by-year and county FE. Cluster level: county

(a) Change in white population since last census



(b) Growth in white population since last census

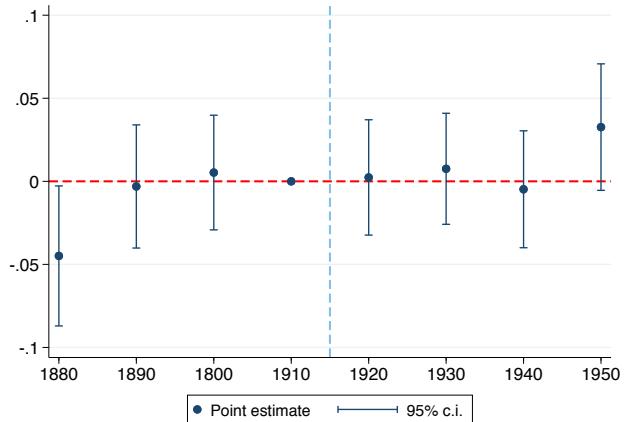
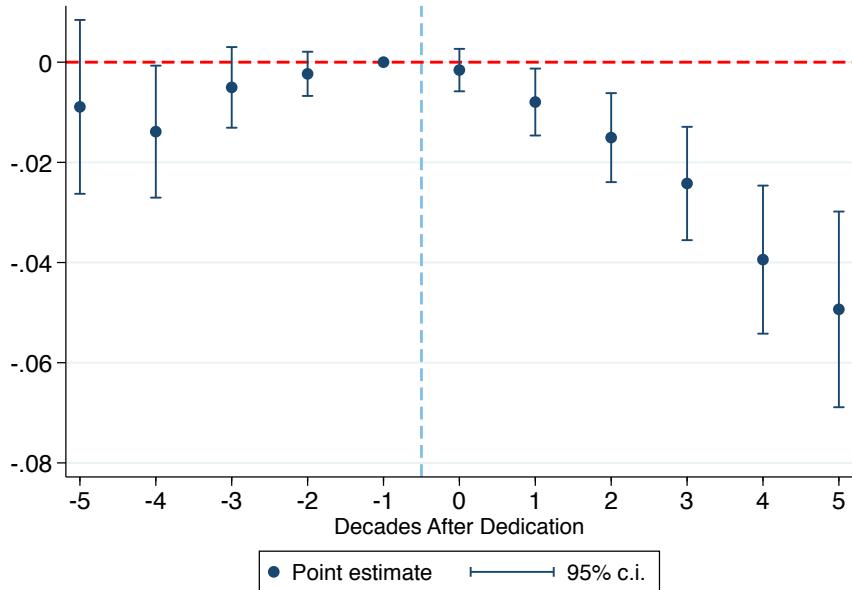
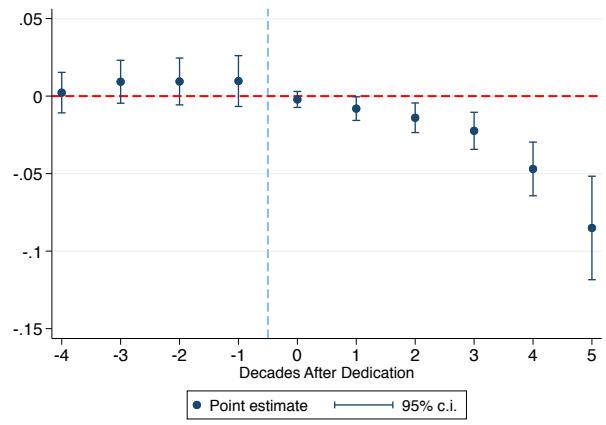
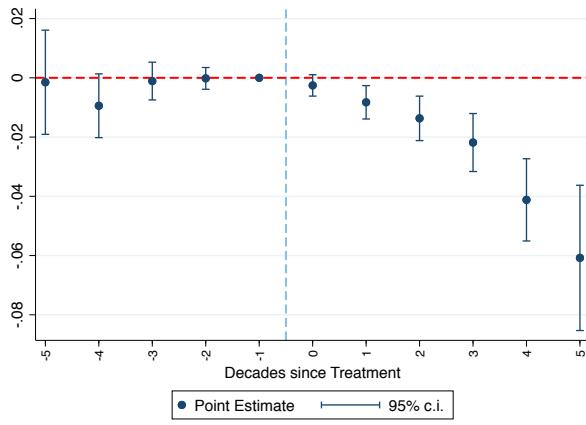


Figure A11: Diff-in-diff specification of Equation 1 using white population change and growth as outcomes. Population growth is 15% winsorized. Controls: lag of population, state-by-year and county FE. Cluster level: county

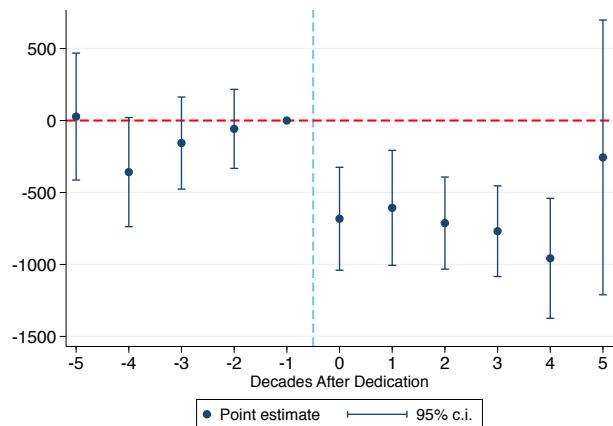
Figure A12: Share of Black population



Note. Coefficients from Equation 2. Controls: lag of population, county FE, state-by-year FE. Cluster level: county. Dropping counties with first dedications in peak construction years.



(a) Change in Black population since last census, units



(b) Growth in Black population since last census

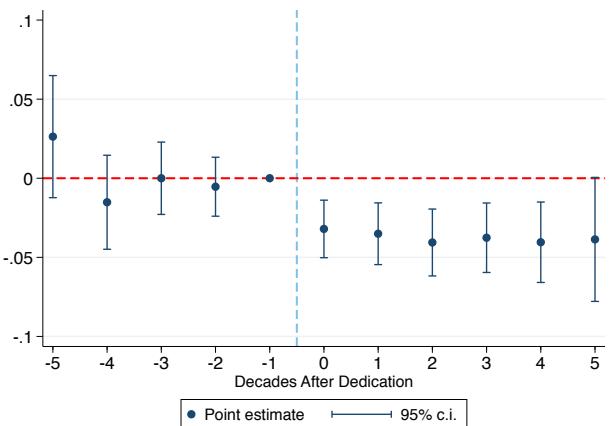
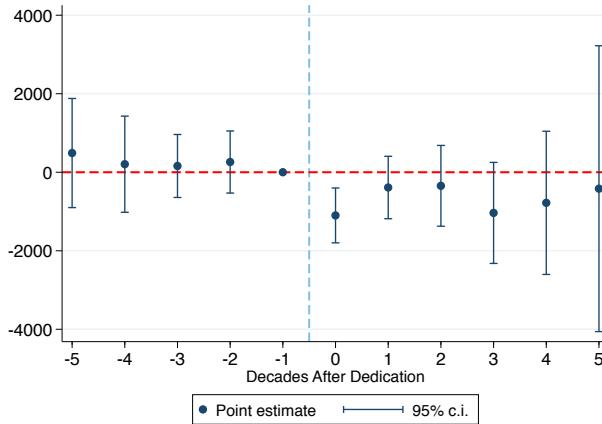


Figure A15: Event-study specification of Equation 2 using Black population change and growth as outcomes.. Population growth is 15% winsorized.

(a) Change in white population since last census



(b) Growth in white population since last census

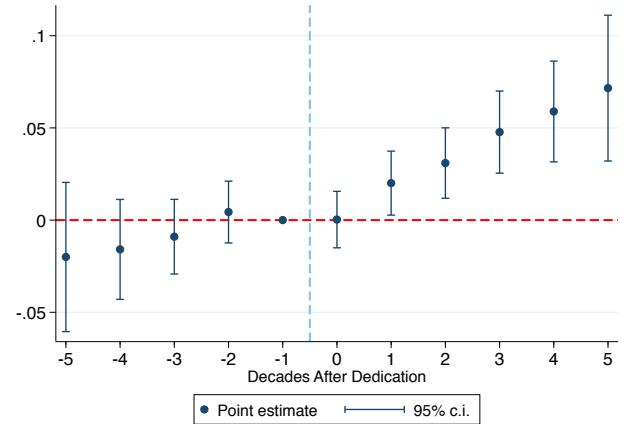
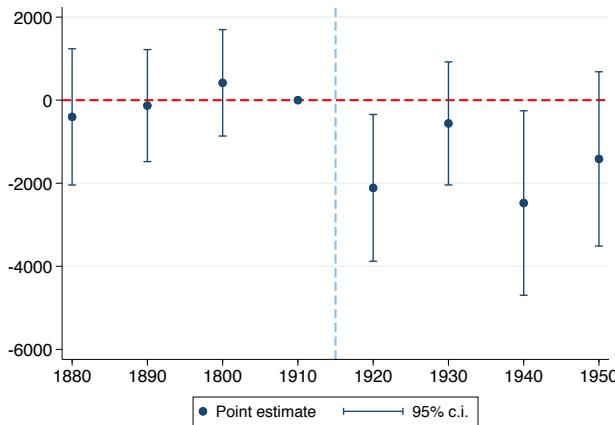


Figure A16: ES specification of Equation 2 using white population change and growth as outcomes. Population growth is 15% winsorized. Controls: lag of population, state-by-year and county FE. Cluster level: county

(a) Diff-in-Diff: change in population



(b) Event-study: change in population

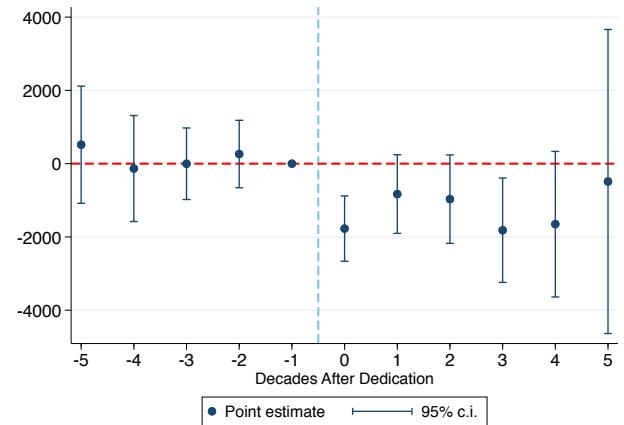
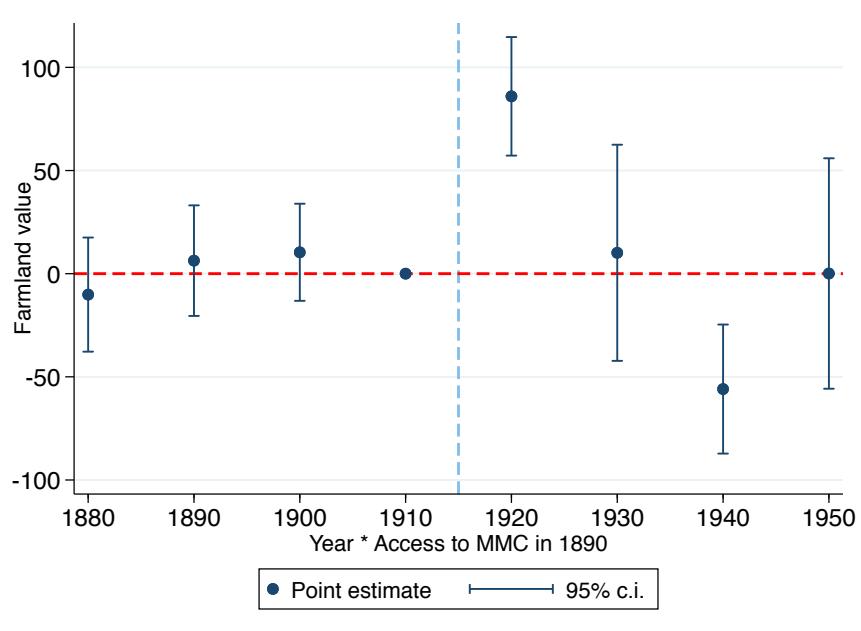


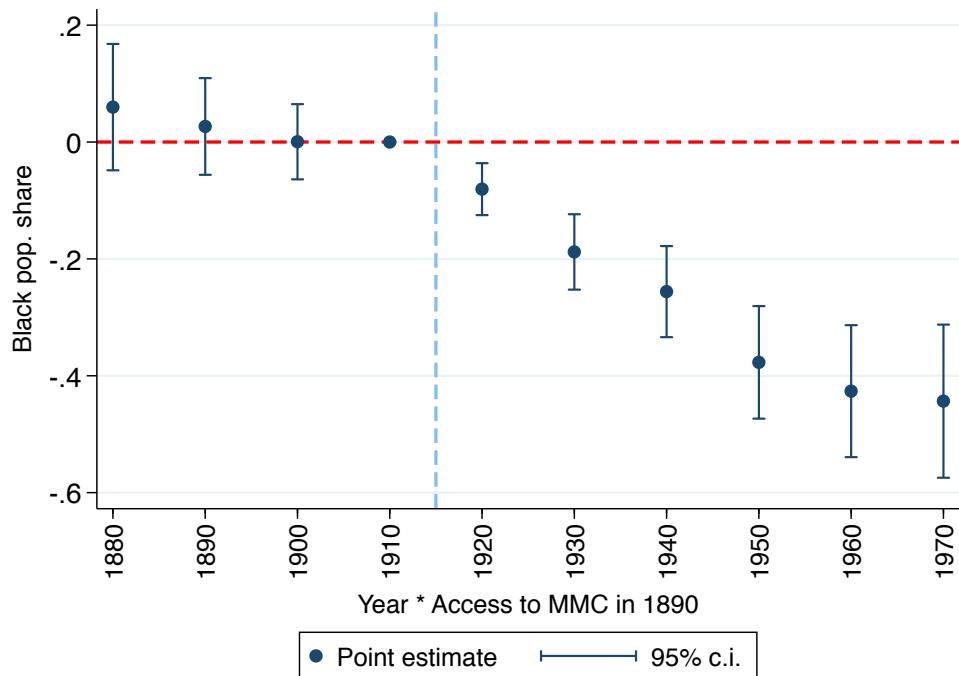
Figure A17: Decennial change in total population, units. Diff-in-diff specification of Equation 1 and Event-study specification of Equation 2

Figure A18: IV dynamic reduced form: value of the land



Note. Outcome: value of the land. Coefficients of the regression on the interaction between access to MMC in 1890 and decade dummies. Same controls as in Table 1

Figure A19: Dynamic reduced form



Note. Coefficients of the regression of the interaction between access to MMC and decade dummies on Black share of the population. Same controls as in Table 1.

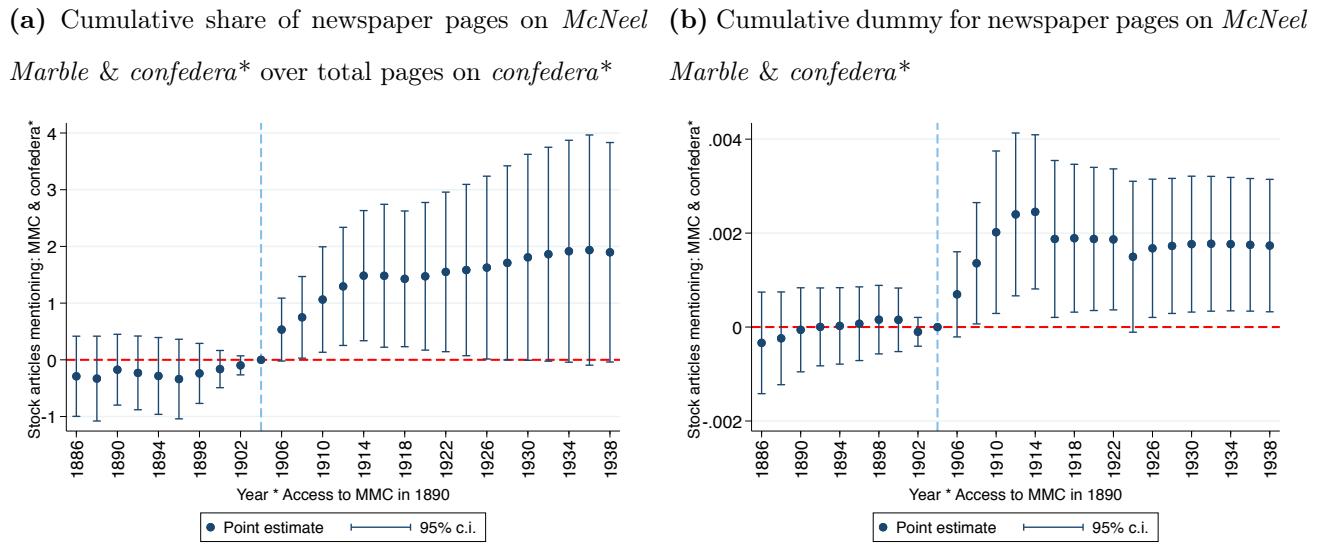


Figure A20: Note. Stock of mentions to the McNeel Marble Co. (and Confederacy) on newspapers regressed on *year * access to MMC in 1890*. Controls: interpolated lagged population, *1890 access to Richmond * post 1905*, access to NYC, "stock" of lynchings, county and state-by-year FE.

B Appendix Tables

Table B1: Summary statistics, demographics

		C: Counties without Confederate monuments by 1950							
		1890				1950			
	Obs	Mean	Std. dev.	Min	Max	Mean	Std. dev.	Min	Max
Total population	602	11112.37	8562.44	3	77038	21987.86	31747.78	227	495084
Black population	602	3751.87	5447.82	0	47739	4393.37	6485.90	0	64947
Black share	602	.257	.248	0	.940	.197	.203	0	.830
		T: Counties with Confederate monuments before 1950							
		1890				1950			
	Obs	Mean	Std. dev.	Min	Max	Mean	Std. dev.	Min	Max
Total population	417	21566.75	17864.61	21	242039	49651.78	82024.25	1672	806701
Black population	417	9245.16	8674.85	0	64491	13693.98	22064.71	1	208459
Black Share	417	.413	.222	0	.934	.313	.195	.000	.843
		T2: Counties with first monuments built in 1910-1915							
		1890				1950			
	Obs	Mean	Std. dev.	Min	Max	Mean	Std. dev.	Min	Max
Total population	119	17232.15	9613.64	3835	59557	38873.29	42784.86	3452	249894
Black population	119	7189.41	5853.54	52	29908	10659	9876.86	2	49923
Black share	119	.403	.217	.008	.878	.316	.194	.000	.709

Table B2: Summary statistics, others

Variable	Obs	Mean	Std. dev.	Min	Max
Stock of statues, 1950	1019	0.540	0.880	0	9
Stock of other dedications, 1950	1019	0.190	0.789	0	14
Stock of lynchings, 1950	1019	2.649	4.002	0	33
Access to MMC, 1890	1019	0.172	0.074	0.032	0.520
Access to Richmond, 1890	1019	0.113	0.049	0.028	0.360
Access to NYC, 1950	1019	0.128	0.050	0.041	0.376
Value of farmland, 1950	1003	65.351	42.633	4	381

Table B3: Number of first county's dedications by decade

First Construction Year	Freq.	Percent	Cum.
1870- 1880	19	4.56	4.56
1881- 1890	17	4.08	8.63
1891- 1900	38	9.11	17.75
1901- 1910	169	40.53	58.27
1911- 1920	112	26.86	85.13
1921- 1930	36	8.63	93.76
1931- 1940	25	6.00	99.76
1941-1950	1	0.24	100.00
Total	417	100.00	

Table B4: Ideological placebos for access to MMC

	(1) Stock place names	(2) Stock place names	(3) Stock lynchings	(4) Stock lynchings
Access to Marietta 1890*post1905	0.533** (0.268)	-1.221 (0.900)	1.870 (1.545)	-0.314 (1.575)
Access to Richmond 1890*post1905		4.847 (3.332)		2.761* (1.566)
Access to NYC, yearly		0.181 (0.995)		-3.043 (3.186)
Stock of lynching		-0.003 (0.005)		
Lagged population		0.000*** (0.000)		0.000*** (0.000)
Observations	7,989	7,989	7,989	7,989
R-squared	0.678	0.712	0.826	0.829
County FE	Yes	Yes	Yes	Yes
State*Year FE	Yes	Yes	Yes	Yes
County cluster	Yes	Yes	Yes	Yes

Dependent variable: existing stock Confederate-named places (schools, parks, buildings, etc.) at time t (col 1,2); cumulative number of lynchings in the county until year t (col 3,4). *Access to Marietta 1890*post1905* measures the county to county 1890 minimum transportation cost when it became relevant for monuments. *Access to Richmond 1890*post1905* measures the county to county 1890 minimum transportation cost to Richmond when it became relevant for monuments. *Connection to (NYC)* is a yearly estimate of the access to NYC. Standard errors clustered at the county level in parentheses. * p<0.10, ** p<0.05, *** p<0.01.

Table B5: IV strategy, reorganizing controls

	(1) Stock statues (FS)	(2) Black share (2sls)	(3) Stock statues (FS)	(4) Black share (2sls)
Access to Marietta 1890*post1905	1.822*** (0.536)		1.919*** (0.442)	
Stock statues		-0.148*** (0.052)		-0.149*** (0.041)
Access to Richmond 1890*post1905	-0.286 (1.380)	-0.177 (0.213)		
Access to NYC 1890*post1905	1.104 (1.445)	-0.046 (0.289)		
Access to Richmond, yearly			-6.295 (6.092)	-0.996 (1.184)
Access to NYC, yearly			4.977 (5.659)	1.428 (1.088)
Stock of lynching	0.020*** (0.006)	-0.001 (0.002)	0.020*** (0.006)	-0.001 (0.001)
Lagged population	0.000*** (0.000)	0.000** (0.000)	0.000*** (0.000)	0.000*** (0.000)
Observations	7,989	7,989	7,989	7,989
R-squared	0.713	-1.312	0.713	-1.337
County FE	Yes	Yes	Yes	Yes
State*Year FE	Yes	Yes	Yes	Yes
County cluster	Yes	Yes	Yes	Yes
F-stat	13.01		12.68	

Dependent variable: existing stock of statues in time t (col 1,2); share of county population classified as African-American in census (col 3,4). *Access to Marietta 1890*post1905* measures the county to county 1890 minimum transportation cost when it became relevant for monuments. *Access to Richmond 1890*post1905* measures the county to county 1890 minimum transportation cost to Richmond when it became relevant for monuments. *Access to (NYC, Richmond)* is a yearly estimate of the access to NYC or Richmond. Standard errors clustered at the county level in parentheses. * p<0.10, ** p<0.05, *** p<0.01.

Table B6: IV, access to other cities and state capitals

	(1)	(2)	(3)	(4)	(5)	(6)
	Stock statues (FS)	Stock statues (FS)	Stock statues (FS)	Black share (2sls)	Black share (2sls)	Black share (2sls)
Access to Marietta 1890*post1905	1.831*** (0.518)	1.591*** (0.497)	1.622*** (0.592)			
Stock statues				-0.134*** (0.045)	-0.144*** (0.053)	-0.082* (0.047)
Access to New Orleans 1890*post1905			-0.104 (0.440)			-0.205** (0.083)
Access to Richmond 1890*post1905	0.326 (0.863)	0.267 (0.891)	0.208 (0.907)	-0.135 (0.148)	-0.173 (0.157)	-0.161 (0.117)
Access to NYC, yearly	1.307 (1.423)	-0.698 (0.788)	0.592 (1.402)	0.635** (0.260)	0.451*** (0.155)	0.608*** (0.216)
Access to Chicago, yearly	-2.222* (1.219)		-1.327 (1.414)	-0.193 (0.235)		-0.132 (0.188)
Access to state capital			-0.015 (0.485)			-0.018 (0.075)
Stock of lynching	0.020*** (0.006)	0.020*** (0.005)	0.022*** (0.005)	-0.001 (0.001)	-0.001 (0.002)	-0.001 (0.001)
Lagged population	0.000*** (0.000)	0.000*** (0.000)	0.000*** (0.000)	0.000** (0.000)	0.000** (0.000)	0.000 (0.000)
Observations	7,988	7,900	7,892	7,988	7,900	7,892
R-squared	0.713	0.713	0.710	-1.055	-1.002	-0.235
County FE	Yes	Yes	Yes	Yes	Yes	Yes
State*Year FE	Yes	Yes	Yes	Yes	Yes	Yes
County cluster	Yes	Yes	Yes	Yes	Yes	Yes
F-stat	11.49	13.38	9.90			

Dependent variable: existing stock of statues at time t (col. 1-3); share of county population classified as African-American in census (col. 4-6). The first stage is reported in columns 1 to 3 and the second stage is presented in columns 4 to 6. State capitals are dropped in columns 2,3,5,6. *Access to Marietta 1890*post1905* measures the (inverse of) county-to-county 1890 minimum transportation cost to MMC when it became relevant for monuments. *Access to Richmond/New Orleans 1890*post1905* measures the (inverse of) county-to-county 1890 minimum transportation cost to Richmond/New Orleans when it became relevant for monuments. *Access to state capital* measures the (inverse of) county-to-county minimum transportation cost to the own state capital. *Access to NYC/Chicago* is a yearly estimate of the access to Manhattan/Chicago. Stock of lynching measures the total number of lynchings in the county up to time t. Lagged population measures population in the previous census. Standard errors clustered at the county level in parentheses. * p<0.10, ** p<0.05, *** p<0.01.

Table B7: Black population change, IV approach

	(1) Stock statues (FS)	(2) Black share (ols)	(3) Black share (2sls)
Connection to Marietta 1890*post1905	1.850*** (0.519)		
Stock statues		-162.484 (112.205)	-1,431.304* (805.668)
Access to Richmond 1890*post1905	0.435 (0.865)	1,380.855 (2,064.764)	4,015.452 (2,457.453)
Access to NYC, yearly	-0.790 (0.820)	11,172.989*** (2,568.990)	8,938.277*** (3,139.525)
Stock of lynching	0.020*** (0.006)	-128.638*** (30.099)	-103.671*** (30.330)
Lagged population	0.000*** (0.000)	0.034*** (0.009)	0.045*** (0.012)
Observations	7,989	7,989	7,989
R-squared	0.713	0.557	0.009
County FE	Yes	Yes	Yes
State*Year FE	Yes	Yes	Yes
County cluster	Yes	Yes	Yes
F-stat	12.89		

Dependent variable: existing stock of statues in time t (col 1); change in African-American in census (col 2, 3). *Access to Marietta 1890*post1905* and *Access to Richmond 1890*post1905* measure average minimum transportation cost to MMC or Richmond in 1890 when it became relevant for monuments. *Access to NYC* is a yearly estimate of the access to NYC. Standard errors clustered at subregion level in parentheses. * p<0.10, ** p<0.05, *** p<0.01.

Table B8: IV strategy, spatial correlation: collapsing at larger unit than county

	(1) Stock statues, FS	(2) Stock statues, FS	(3) Black share, ols	(4) Black share, ols	(5) Black share, IV	(6) Black share, IV
Stock statues			-0.007** (0.003)	-0.005* (0.003)	-0.037*** (0.010)	-0.043** (0.018)
Access to Marietta 1890*post1905	6.920*** (1.156)	4.646*** (1.201)				
Access to Richmond 1890*post1905		0.534 (2.082)		-0.154 (0.099)		-0.002 (0.156)
Access to NYC, yearly		-1.707 (1.234)		0.359*** (0.137)		0.253* (0.147)
Stock of lynching		0.032*** (0.011)		-0.002** (0.001)		-0.001 (0.001)
Lagged population		0.000*** (0.000)		0.000 (0.000)		0.000* (0.000)
Observations	3,575	3,575	3,575	3,575	3,575	3,575
R-squared	0.904	0.924	0.985	0.986	-0.196	-0.203
Subregion FE	Yes	Yes	Yes	Yes	Yes	Yes
State*Year FE	Yes	Yes	Yes	Yes	Yes	Yes
Subregion cluster	Yes	Yes	Yes	Yes	Yes	Yes
F-stat	35.87	22.16				

Dependent variable: existing stock of statues in time t (col 1,2); share of subregion population classified as African-American in census (col. 3 to 6). The unit of observation is a state subregion constructed as follows: define 10 equal groups by value of access to MMC; define for each state 4 equal groups by county centroid's longitudinal value of distance to MMC and 4 equal groups by latitudinal value of distance to MMC. This generates 16 spatial cells for each state with up to 10 levels of access. Collapse together units within a cell-access level: I refer to them as "subregions". *Access to Marietta 1890*post1905* measures average subregion to MMC 1890 minimum transportation cost when it became relevant for monuments. *Access to (NYC, Richmond)* is a yearly estimate of the access to NYC or Richmond. Standard errors clustered at subregion level in parentheses. * p<0.10, ** p<0.05, *** p<0.01.

C Discussion of Mechanisms

In Figures C21 to C24, I compare the local rhetoric regarding the Confederacy by comparing counties which never erected a monument to the ones who erected their first one between 1905 to 1915.²⁹ In particular I look at the share of local news mentioning the Confederacy with positive adjectives and the share mentioning Confederate celebrations. All figures consistently show a higher share of articles mentioning the confederacy and positively speaking about it around the construction period. However, the rhetoric tends to converge soon after the peak construction years. At the same time, the two groups behave very similarly in terms of Confederate ceremonies and celebrations. These results suggest that while monuments made the Confederate rhetoric salient around their construction date and the years shortly after, they did not modify the long-run trajectory of the local narrative.

²⁹The reason for changing the reference period with respect to the usual 1910-1915 is because my outcomes are now yearly and unrelated to the decennial census measurement, which allows me to use years before 1910 without the threat of reverse causality. Moreover, only a small number of counties was issuing local newspapers, making the original number of treated units very small with the usual time period.

Similarly, I conducted an analysis to examine whether newspapers' treatment of the black population changed over time. To do this, I replicated Ottinger et al. (2022)'s analysis, which finds that anti-black rhetoric, particularly accusations of African-Americans committing rape, tended to increase during election periods. I use their same search to investigate if counties that constructed Confederate monuments would exhibit increases in anti-black sentiment. Figures C25 and C26 show that this was generally not the case. Treated counties tended to maintain a slightly more pronounced anti-black bias throughout the entire period, both normalizing over total article pages or total pages mentioning African-Americans. Only a small and generally insignificant divergence is visible towards the end of the considered period.

A second possible channel concerns the role played by organized white groups, directly or indirectly linked to white supremacy. I first compare counties with monuments constructed between 1905 and 1915 to never treated counties in terms of the number of newspaper articles mentioning the KKK, which I take as a proxy for the KKK activity. As depicted in Figure C27, there was limited and similar mention of the KKK in both treated and control counties prior to the construction of Confederate monuments. This trend remains virtually unchanged until the 1920s, when the so-called second wave of the KKK dramatically increased the number of newspaper articles mentioning the Klan. However, even in this period we do not see a significant divergence between treated and control counties. Another critical organization, extensively discussed throughout this paper, is the United Daughters of the Confederacy (UDC). This group played a significant role in sponsoring the construction of most Confederate monuments and actively promoted the Lost Cause ideals. Figure C28 illustrates the frequency of newspaper mentions of the terms UDC or "United Daughters". As expected, the treated and control counties behave very differently in this dimension. After a period of similar increase, many more newspaper articles mentioned the UDC in the treated counties compared to counties without monuments. The divergence begins before the monuments' inauguration, consistent with the anecdotal evidence that the UDC would actively campaign on local newspapers for several years before raising enough funds to erect the monuments. For instance, Figure C29 provides anecdotal evidence of this in the form of

newspaper articles advertising funding requests by the UDC to erect a Confederate monument in the city of Kosciusko. While the monument in Kosciusko was inaugurated in 1911, fundraising efforts began as early as 1905. Importantly, even after the inauguration, the UDC remained significantly more active in counties with monuments, hinting at a potential role they may have played in shaping a less favorable local environment to African-Americans. The trend illustrated in the left panel of Figure C28 is corroborated by the right panel, where I run an event study studying how the number of pages mentioning the UDC changes relative to the time of inauguration. The relatively stable pre-trend ends eight to six years prior to the inauguration, likely corresponding to the begin of the fundraising campaign. The event study confirms that the increased activity of the UDC remains significant for ten to twelve years after the inauguration.³⁰

I also look at how the voting pattern changed over time. Given the segregationist views of the southern Democratic Party, and its consistent participation in national elections, votes to that party is the natural outcome to study. The evidence here is mixed. Figure C21 plots the raw number of votes, with county and state-by-year fixed effects showing evidence of an increase in the total votes for the democrats right after the monuments are placed, however this evidence fades when looking at the vote share which seem to simply continue a pre-existing trend. It is not easy to interpret the results on voting, especially the total number of votes, because the composition of the enfranchised people changed dramatically over time with women voting for the first time in 1920 and most African-Americans losing their vote towards the end of the 19th century. All in all, the evidence on vote offers at best mild evidence of an increase in votes for the segregationist parties.

³⁰The UDC was founded in 1894, thus the event study is a more compelling evidence to show the flat pre-trend as it also relies on counties whose first monument was constructed in the 1930s.

C.1 Newspaper rhetoric

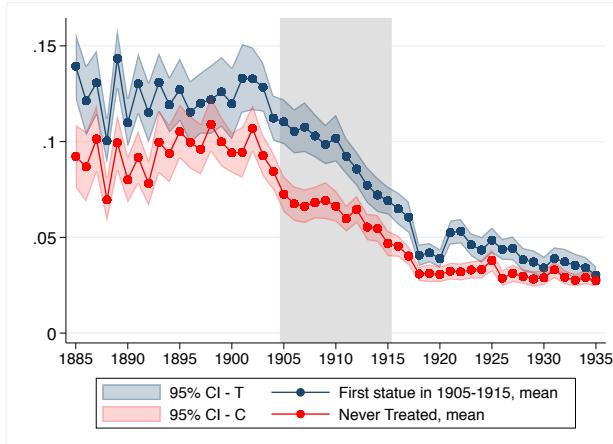


Figure C21: Share articles with: Confederacy and (honor* or respect*). Treated group: counties with first monument in 1905-1915; control counties: never treated. Sample: counties with at least 100 article pages per year. The sample includes a minimum of 96 counties in 1885 to a maximum of 220 in 1920.

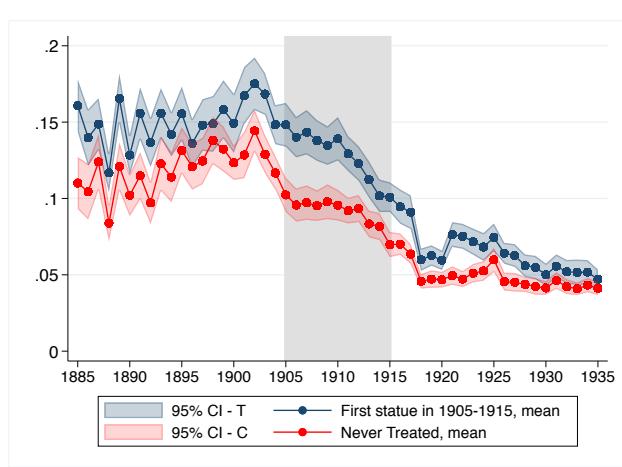


Figure C22: Share articles with: Confederacy*. Treated group: counties with first monument in 1905-1915; control counties: never treated. Sample: counties with at least 100 article pages per year. The sample includes a minimum of 96 counties in 1885 to a maximum of 220 in 1920.

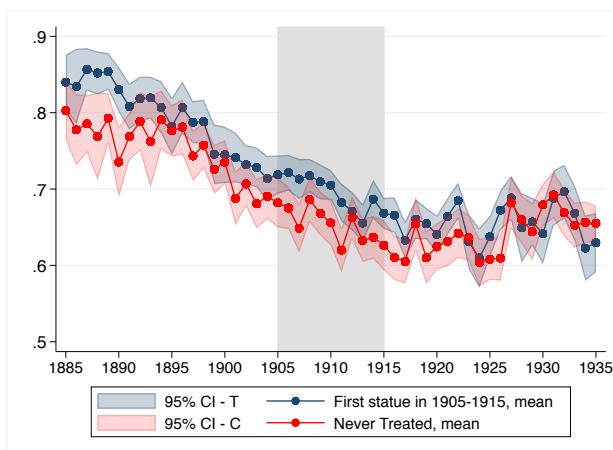


Figure C23: Share articles with: Confederacy and (honor* or respect*) over Confederacy*. Treated group: counties with first monument in 1905-1915; control counties: never treated. Sample: counties with at least 100 article pages per year. The sample includes a minimum of 96 counties in 1885 to a maximum of 220 in 1920.

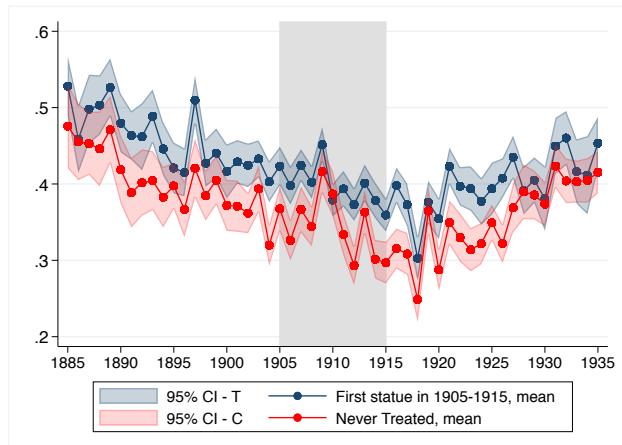


Figure C24: Share articles with: Confederacy* and (parade* or ceremon* or celebrat*) over Confederacy*. Treated group: counties with first monument in 1905-1915; control counties: never treated. Sample: counties with at least 100 article pages per year. The sample includes a minimum of 96 counties in 1885 to a maximum of 220 in 1920.

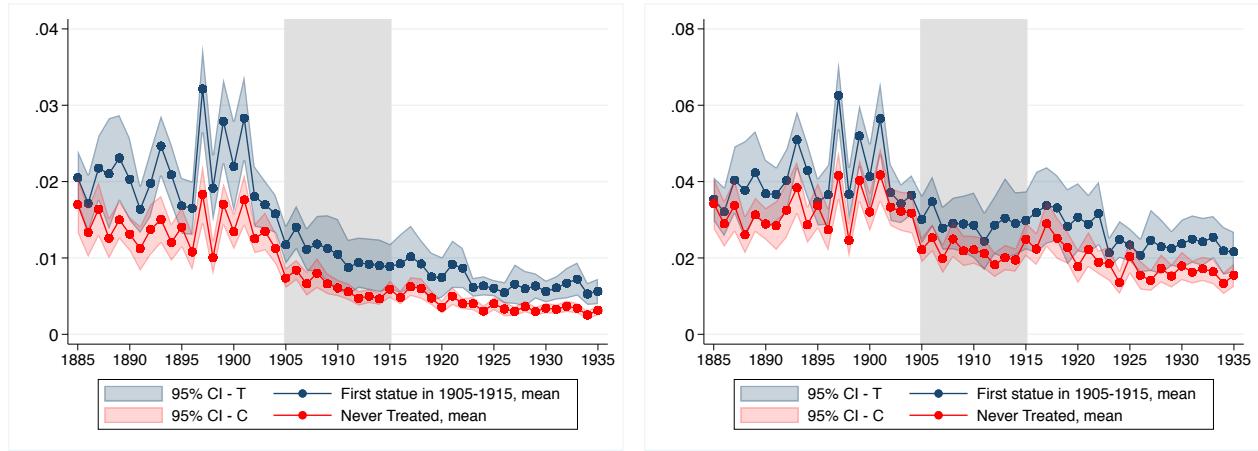


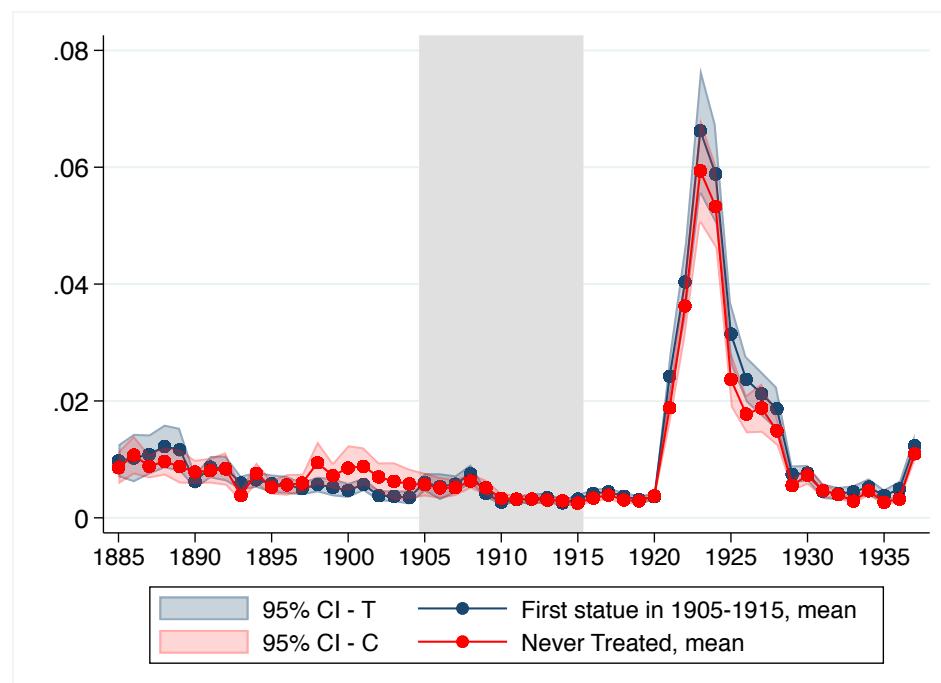
Figure C25: Share articles with: (colored or negro*) and (rape* or rapist*) over total number of articles (as in Ottinger et al. (2022)). Treated group: counties with first monument in 1905-1915; control counties: never treated. Sample: counties with at least 100 article pages per year.

Figure C26: Share articles with: (colored or negro*) and (rape* or rapist*) over total number of articles with (colored or negro*). Treated group: counties with first monument in 1905-1915; control counties: never treated. Sample: counties with at least 100 article pages per year.

C.2 Role of organizations: UDC and KKK

KKK

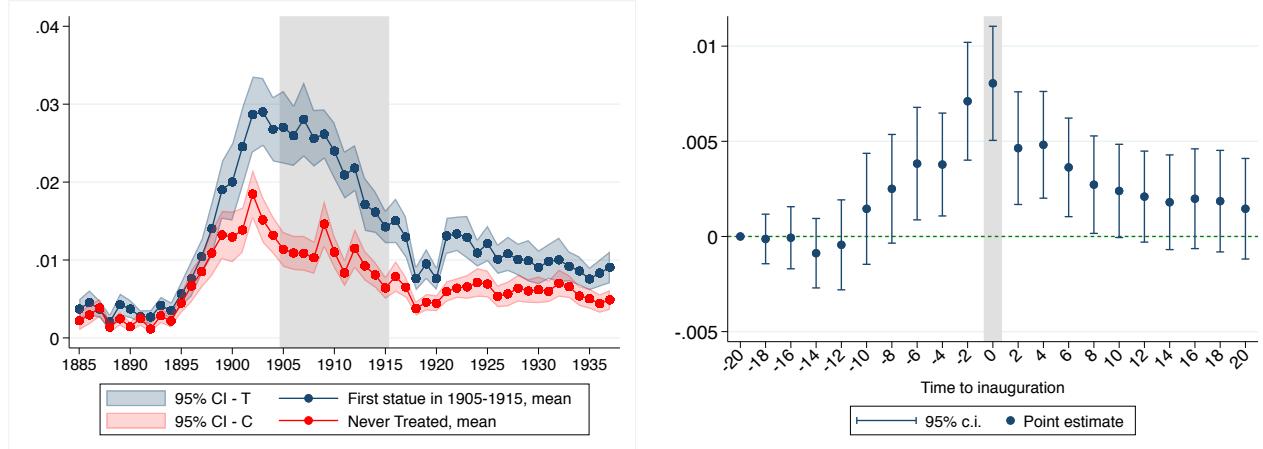
Figure C27: Share articles with: (KKK or "Ku Klux" or Klan) over total number of articles.



Note. Treated group: counties with first monument in 1905-1915; control counties: never treated. Sample: counties with at least 100 article pages per year.

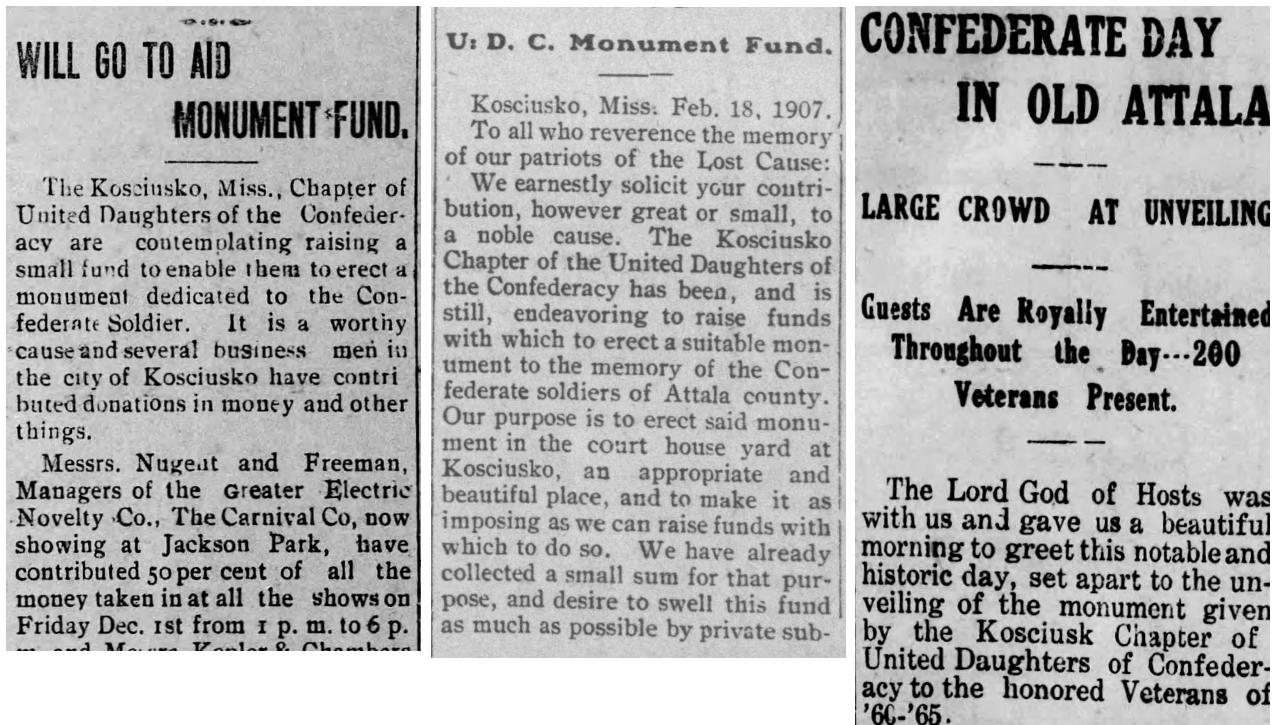
UDC

Figure C28: Share of local newspaper pages about: *UDC or "United Daughters"* over total number of articles



Note. The figure on the left measures yearly newspaper quotes separately for a treated group of counties with the first monument erected between 1905 and 1915, and for the control group consisting of counties that were never treated. The figure on the right measures newspaper quotes every two years relative to the inauguration of the county's first monument. Sample: counties with at least 100 article pages per year from locally headquartered newspapers.

Figure C29: Example of newspapers' articles advertising UDC's fund-raising for monuments. The articles are respectively from the The Star Herald (Dec 1st, 1905); The Star Ledger (Feb 22nd, 1907) and The Star Ledger (Dec 15th, 1911) and they all concern the confederate monument eventually inaugurated in December 1911.



C.3 Democratic vote

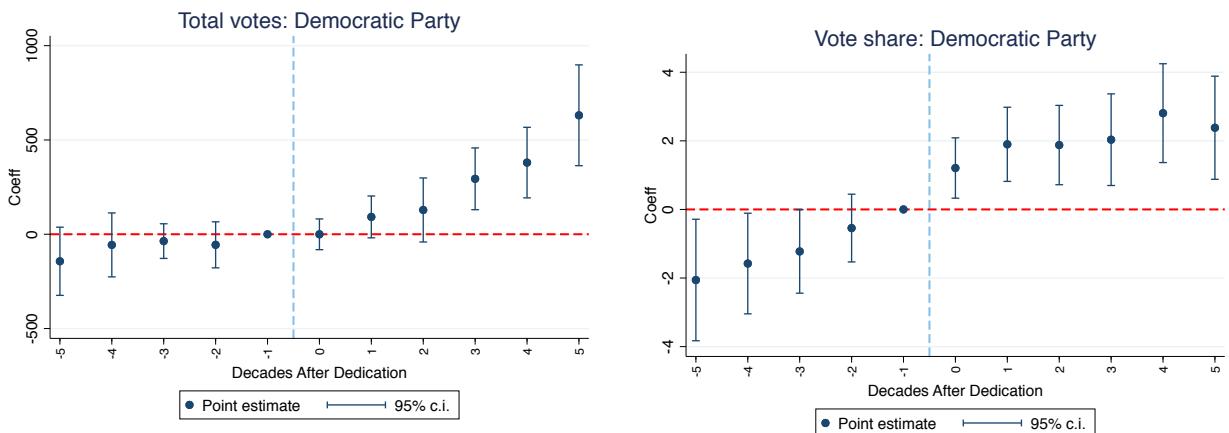


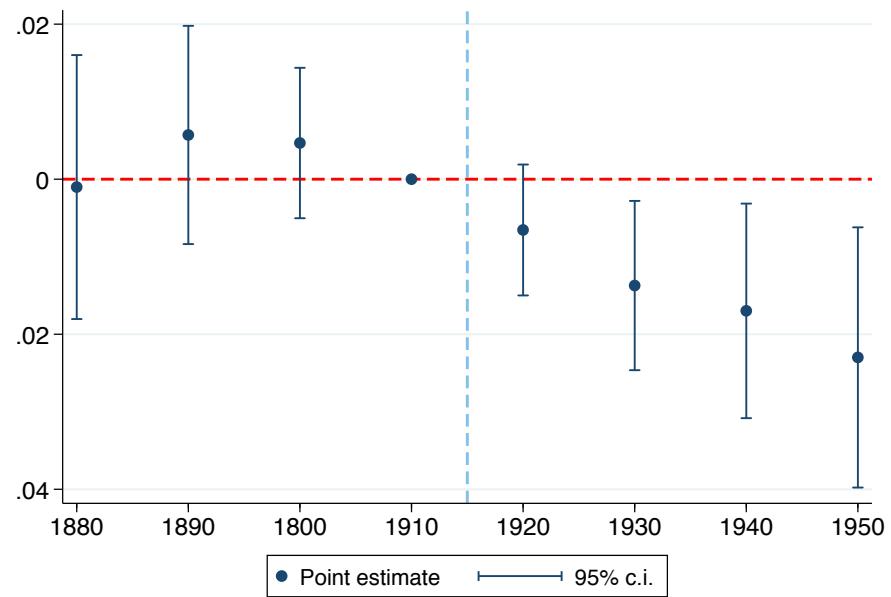
Figure C30: Absolute number of votes for the Democratic Party. County and state-by-year FE. Clustering level: county

Figure C31: Democrats' vote share. County and state-by-year FE. Clustering level: county

D Fixed effects defined at the stable county level

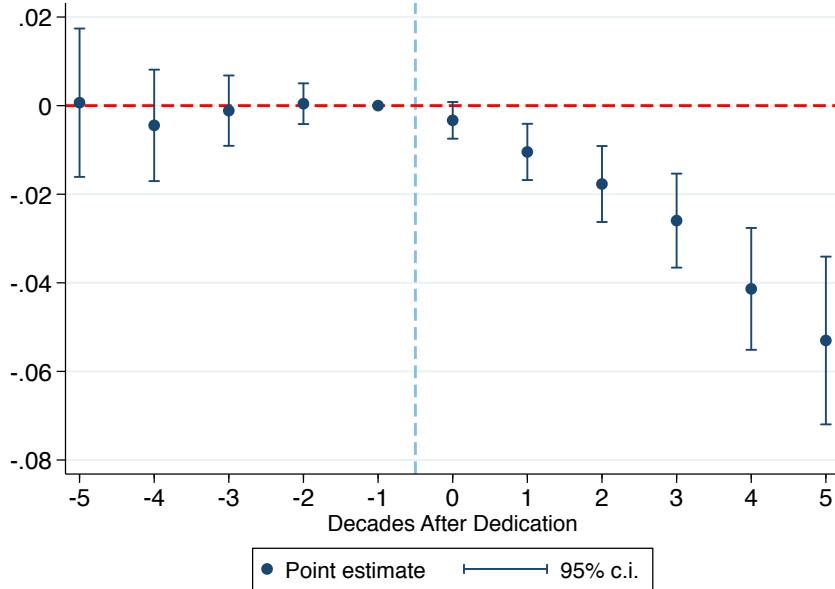
In what follows I replicate my main tables and figures after redefining fixed effects to account for changes in county borders, as provided by the Atlas of Historical County Boundaries.

Figure D32: Share of Black population



Note. Coefficients from Equation 1. Controls: lag of population, county FE, state-by-year FE

Figure D33: Share of Black population



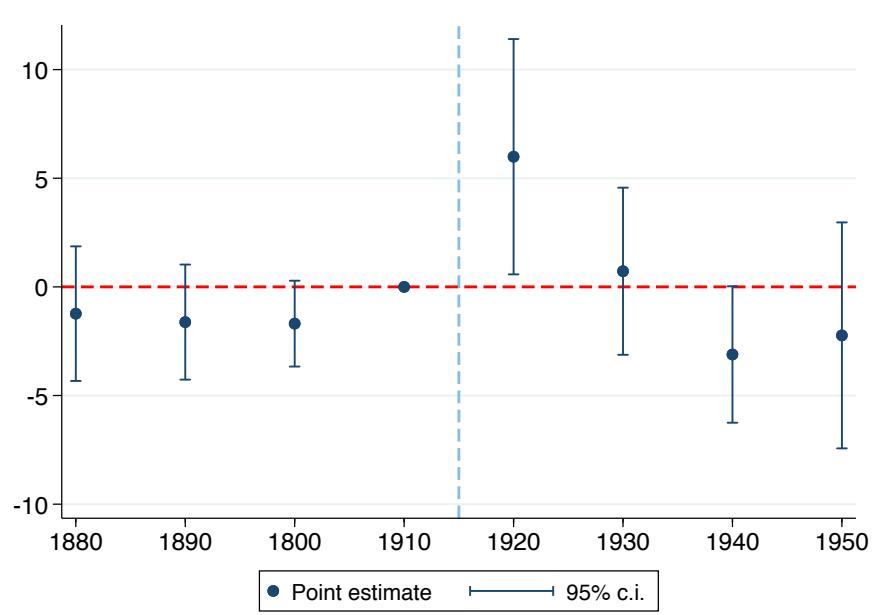
Note. Coefficients from Equation 2. Controls: lag of population, county FE, state-by-year FE

Table D9: IV strategy, change in county borders

	(1)	(2)	(3)	(4)	(5)	(6)
	Stock statues (FS)	Stock statues (FS)	Black share (ols)	Black share (ols)	Black share (2sls)	Black share (2sls)
Access to Marietta 1890*post1905	2.637*** (0.511)	1.955*** (0.530)				
Stock statues			-0.012*** (0.004)	-0.009*** (0.003)	-0.106*** (0.027)	-0.091*** (0.034)
Access to Richmond 1890*post1905		0.261 (0.828)		-0.241*** (0.068)		-0.101 (0.094)
Access to NYC, yearly		-0.053 (0.771)		0.497*** (0.100)		0.421*** (0.112)
Stock of lynching		0.016*** (0.006)		-0.004*** (0.001)		-0.003*** (0.001)
Lagged population		0.000*** (0.000)		0.000 (0.000)		0.000* (0.000)
Observations	7,607	7,607	7,607	7,607	7,606	7,606
R-squared	0.789	0.808	0.978	0.979	-0.643	-0.393
Stable County FE	Yes	Yes	Yes	Yes	Yes	Yes
State*Year FE	Yes	Yes	Yes	Yes	Yes	Yes
Stable County cluster	Yes	Yes	Yes	Yes	Yes	Yes
F-stat	26.61	13.05	Yes	Yes	Yes	Yes

Dependent variable: existing stock of statues in time t (col 1,2); share of county population classified as African-American in census (col 3-6). *Access to Marietta 1890*post1905* measures the county to county 1890 minimum transportation cost when it became relevant for monuments. *Access to Richmond 1890*post1905* measures the county to county 1890 minimum transportation cost to Richmond when it became relevant for monuments. *Access to (NYC, Richmond)* is a yearly estimate of the access to NYC or Richmond. Standard errors clustered at the county level in parentheses. Stable county FE assign a fixed effects to a county defined as a stable unit across time, if the boundary changes, the county is assigned a different fixed effect. Standard errors clustered at the stable county level in parentheses. * p<0.10, ** p<0.05, *** p<0.01.

Figure D34: Value of farmland



Note. Coefficients from Equation 1. Controls: lag of population, county FE, state-by-year FE

E Online Experiment

Typical neighborhood of a city Figures E35 and 13 show examples of the how the two possible version in which each city may be presented to the experiment participants.

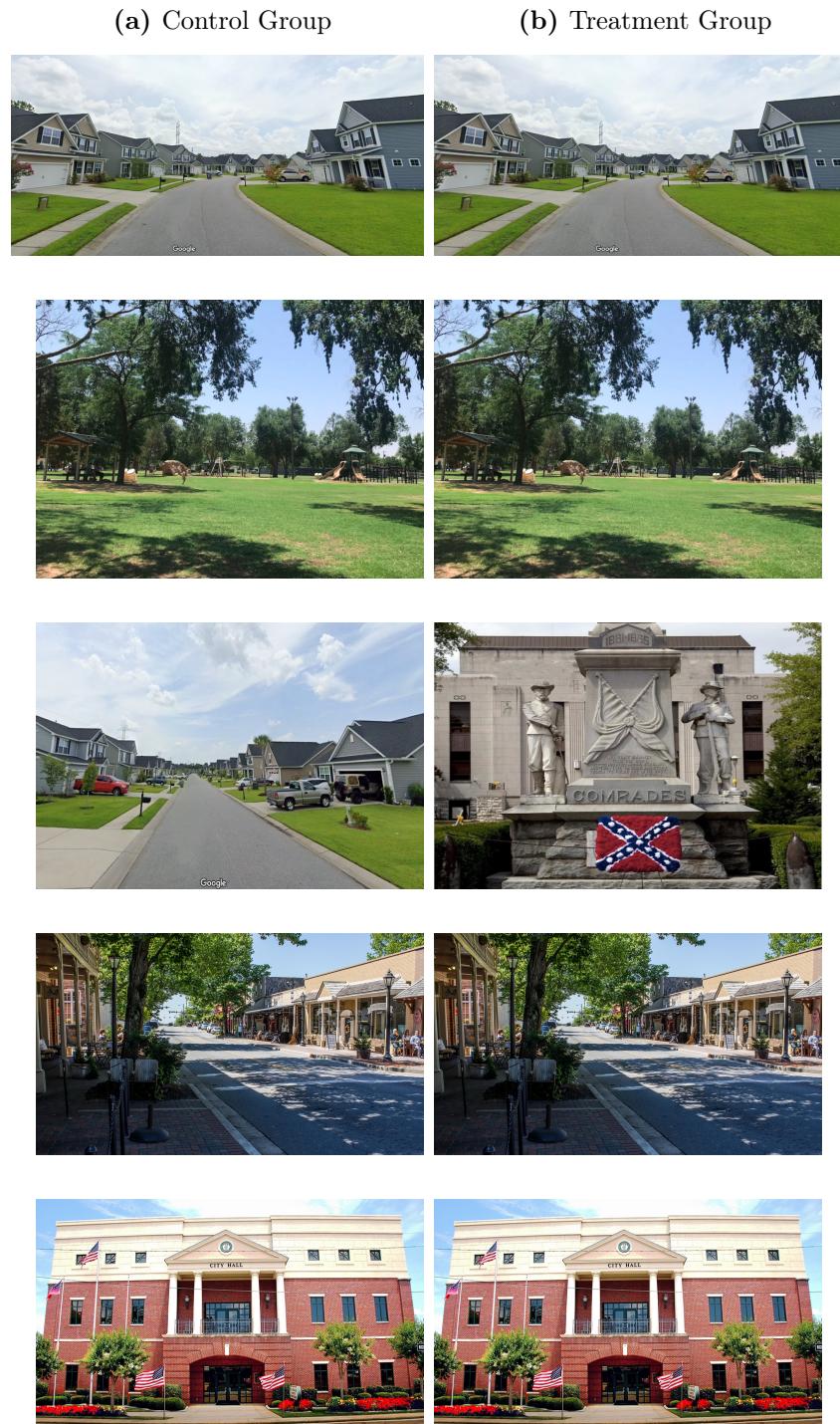


Figure E35: The two versions of city A. Column (a) shows the version of the city presented to control individuals while column (b) shows the version with the treatment.

Summary Statistics Table E10 reports basic information about the participants to the online experiment. Table E11 reports the the main outcome variables for non-treatment city-participants, separately for African-Americans and Whites in the South.

Table E10: Summary statistics: basic respondents' demographics

	Southern Whites			Southern Blacks			Diff
	n	mean	sd	n	mean	sd	
Female	198	0.55	0.50	112	0.64	0.48	0.097*
Age	198	33.96	8.70	112	34.15	9.52	0.192
Years of Education	194	14.34	2.14	112	14.38	2.18	0.035
Democrat	198	0.41	0.49	112	0.47	0.50	0.059
Annual Income (wins. 2%)	195	35384.62	28037.36	110	36945.45	30374.98	1,560.84
Bothered by monuments	198	0.52	0.50	112	0.69	0.47	0.172***
New monument motivates leaving	198	0.55	0.50	112	0.64	0.48	0.092

Observations are at the participant level. Annual income is winsorized by race. Standard errors in parentheses. * p<0.10, ** p<0.05, *** p<0.01.

Table E11: Summary statistics: main outcomes among participant-cities in the control group

	Southern Whites: non-treated			Southern Blacks: non-treated			Diff
	n	mean	sd	n	mean	sd	
Would move: No	509	0.29	0.45	284	0.27	0.44	-0.019
Tailored offer: No	509	0.47	0.50	284	0.41	0.49	-0.057
Reservation Wage (wins. 2%)	509	74851.32	75416.14	284	76787.57	87504.12	1,936.25

Observations are at the city-participant level. Reservation wage is winsorized by race. Standard errors in parentheses. * p<0.10, ** p<0.05, *** p<0.01.

Results Table E12 confirms that the sight of a Confederate monuments reduces the willingness to relocate and increases the reservation wage for both African-Americans and Whites in the South. As shown in columns 1 to 3, the effect, however is significantly larger for African-Americans, consistent with the historical results. Reassuringly for the credibility of the experiment, columns 4 to 6 confirm that the effect is concentrated among those respondents that openly state at the end of the survey that they oppose Confederate monuments.

Table E12: Experiment result

	All Southerners			All Southerners		
	(1) Move (st. dev.)	(2) Move, tailored (st. dev.)	(3) Res. wage, log	(4) Move (st. dev.)	(5) Move, tailored (st. dev.)	(6) Res. wage, log
Treat	-0.306*** (0.0562)	-0.180*** (0.0540)	0.0875*** (0.0191)	-0.0936 (0.0627)	-0.0452 (0.0677)	0.0125 (0.0150)
Treatment*Black	-0.240** (0.101)	-0.195** (0.0948)	0.0864* (0.0522)			
Treatment* Against Monument				-0.516*** (0.0888)	-0.354*** (0.0886)	0.183*** (0.0371)
Observations	1505	1504	1505	1505	1504	1505
R ²	0.590	0.583	0.884	0.600	0.587	0.886
Respondent FE	Yes	Yes	Yes	Yes	Yes	Yes
City FE	Yes	Yes	Yes	Yes	Yes	Yes

The unit of observation is the city-per-respondent. The outcome captures whether the respondents want to move to the specific city for a job similar to their most recent one (column 1 and 4), for the tailored job offer (column 2 and 5), and what would be their reservation wage for relocation (column 3 and 6). Outcomes in columns 1 and 2 represent a scale 1-3 (corresponding to *No*, *Maybe*, *Yes*) and are expressed in standard deviations. *Treat* is an indicator for whether the city is shows to the participant in the version with a monument. *Treat* is an indicator for whether the respondents openly state at the end of the survey that they dislike Confederate monuments. Standard errors clustered at the participant level in parentheses. * p<0.10, ** p<0.05, *** p<0.01.