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**History 1302**  
**U.S. From 1877**

Unit 1 Lecture 3

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The Emergence of Urban  
America

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Urban America :

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- Construction, Conflict, Commerce, Concentration, Contradiction, Opportunity, Excitement, Freedom, Finance, & Industry
- Culturally and economically dominates surrounding area
  - Wealthier – average urban wealth was 3X rural in 1900
  - 1890 all US Farms - \$13B while all else - \$26B
  - 1890 transportation defined "suburbs" of more rigidly delineated segments
- Noticeable growth in cities through-out US:
  - Rural movement back after economic failure
  - Young men & women for opportunity and freedom
  - Young move to city for excitement, variety and opportunity

### Urban America - II

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- China
- Europe – after 1880, from South and East
  - NYC more Irish than Dublin
  - 1880 6.7M foreign born Americans
- Immigrant movement west
  - Moneyed went for farmland
  - Asset-less for industrial / mining jobs
- By 1920 majority of US would live in cities
- Ethnic cities:
  - Largest cities were majority “ethnic” immigrants
    - NYC 42%, Chicago 41%, Minneapolis 37% were foreign born V 14% nationwide
    - Bonds to homeland / language / culture
    - Were mostly rural & illiterate
    - Neighborhoods or “Ghettos” – informally defined
    - Formal & informal self-help, self-protection

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### The City (page 1):

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- Anglicized names / spelling
- “Reformed” Judaism
- Second-generation intense assimilation
- Closest to dominant model prospered
- Groups working against model, stagnated
  - Color, religion, customs were barriers
    - » Education / Employment
- “Nativism” – dislike of foreigners –
  - media lies / fostered traditional American dislike of new foreigners
  - Local restrictions of Catholics / Jews
  - 1879 Chinese Exclusion law
  - Immigration Law of 1882 excludes “paupers and convicts”
- Organized reaction – 1887 American Protective Society – legislative limits on who can enter.

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### The City (page 2):

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- - "Luxuries" quickly become "utilities"
  - Rising "Standard of Living" / Technological base
  - Many require public action (water, electricity, etc.)
- "Public spaces & facilities" mandated by population growth, social expectations and technology
  - Education – "High Schools" by 1880s were general
  - Universities in the German style – Johns Hopkins (76)
  - Parks / Museums / Libraries
  - Public Safety / Health
    - Financed - general & commercial taxes
  - Utilities (gas, water, electricity, mail, sewage, transportation, street lighting, etc)
  - Entertainment / Sports / Leisure

### The City (page 3)

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- - - - » Economic Interests to motivate action and provide economic benefits for action
      - » Politicians to provide public will to act
      - » Engineers & Technicians to configure technology / design functional capabilities
  - Modern city required planning – form and function
    - Trained and certified
  - Business opportunities in congestion solutions
  - Increasing integration and complex inter-relationships
- Promote "Progress" & a higher quality of life –  
**"Order and Symmetry" from Chaos**

The City (page 4):

- Housing:
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  - Employment & education
  - Ethnic / Religious
  - Proximity or ease of access to facilities and living environment - business, shopping, cultural, entertainment
  - Level of utilities and urban services
- Evolution:
  - Apartments starting in 1871 "French flats" (6 rooms and a bath) by 1874 3K NYC families
    - High end had internal telegraph, restaurants, elevators
  - By 1880 most cities had water & gas systems
  - Building technology – steel frames 1889 & Elevators in 1890

The City – Housing (continued)

- - 1888 NYC had 32K tenements housing over 1M (20K of which lived in cellars)
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- - Elevated RR (78)
  - Cable Cars (80) Electric Trolley (88)
  - Asphalt 1898 – brought down the cost of paving
  - Subways (97) 1897 Boston's cost \$4M for 1.75 miles
  - Automobile (05) (Cleaned up cities immeasurably)
- Except for land, construction cheap
  - Eminent Domain developed to quicken progress

### The City (page 5):

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  - Tenements had death rate 80% higher than national average 20/1K adults & 136/1K children (1890)
  - - Public Health Board 1868 in NYC
    - NYC Sewer design by 1875
    - Toilets 1870s (required re-plumbing US cities)
    - Water-works - 600 in 1878 / 3600 by 1898
      - » 1900 only 6% got filtered water / 51% by 1920
    - Sewage Systems – almost all cities by 1910
  - Decrease in Animal use
  - Canned food 1880s / Refrigerated shipping

### The City – Problems of City Life (cont)

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- - Milwaukee 1 bar for every 50 people
  - 185 cities had semi-legal prostitution
  - Prostitution
    - » Chicago 1880 2K brothels + 2K street walkers
    - » Suicide rates of 1 of 11 & Venereal disease of 66%
  - Urban Police Forces grew
- Political apparatus – public functions, public funds, public welfare: (?)
  - Political Machines – In office, stay in office
    - Money and power in return for operations, order, safety and support
    - NYC Tammany Hall 1860s – 70s “Boss Tweed”
    - “Piece of the Action” & “Money for Action”

### Centers of mass consumption:

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  - - Household technology / personal clothing & items / Telephones / Automobiles
    - Luxuries –Artificial ice available in Chicago in 1876
  - Products for a wide spectrum of economic levels
  - Women become Consumer Experts
    - National Consumers League 1890s
    - Domestic Science 1880s for all HS women
- Ready-made clothing:
  - Expansion of “style” to “personal” (class/gender)

### Centers of mass consumption: (page 2)

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  - - Branches to extend the reach
    - Catalogs further extends the experience
    - Chain Stores (Great Atlantic & Pacific Tea Co.) “Bringing the big city to small towns”
      - 500 ready-made food stores by 1900 (self-service)
    - F.W. Woolworth – “5¢ & 10¢” stores
  - “Marketing” and advertising of National Brands
    - Magazines and newspapers
    - J. Walter Thompson’s “Fulfilling Brands”
      - 1880s through magazines and image
    - Trademarks (Prudential, Heinz, )
    - Professional Copywriters (Kodak, Pillsbury, etc.)
  - Installment plan from 1876
  - Sears and Roebuck bringing urban to rural through Postal Money Order development

### Middle-Class, Urban Lifestyle:

- - - Homes to be comfortable, efficient, healthful and democratic (without servants) as refuge from outside
      - Technology spiral (Telephone, appliances, furnishings)
  - Female roles changing:
    - Women's clubs (social, political, civic organizations)
    - School Board Suffrage – (1898 all but Confederacy)
    - Marriage age 17 (Men is 23)
    - Female originated divorce grows 100% 1878 – 1898
    - Birth Control – ave. Middle-class family in 1890 4 children / 1900 - 3

### Middle Class Urban Lifestyle (page 2)

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  - Cookbooks become popular
- Increasingly "Child-centered" lifestyles:
  - Decrease in corporal punishment
  - Manners Slump / "Faster" or Looser Society
  - Summer Camps from 1881
- Increasing emphasis on Education:
  - Specialty schools – cooking 1874
  - High Schools 1878 – 500 by 1898 – 5,500
  - Newspapers – Daily 1878 – 500 by 1900 – 2,226
  - Johns Hopkins University establishes European level Graduate School 1876

The culture of urban leisure:

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  - Positive versus sign of sin or sloth
  - Differentiation of work-life from private-life
- Spectator sports and “fans” (lifestyle attachment)
  - Sports Section in newspaper by 1895
  - Baseball – Nat Assoc in 1867 / Cincinnati Prof. in 1869 / National League 1876
  - Football 1870s considered “high brow” from college
  - Basketball – urban 1891 Springfield MA YMCA
  - Olympic Sport – 9 of 14 gold Track & Field in 1896
  - YMCA & gyms for “German Model” of urban fitness

The Culture of Urban Leisure (page 2)

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  - Peep machines to theaters by 1900
  - Transformed experience – Mass perceptions
- Amusement parks – “Luna Park” Coney Island
- Publishing expansion
  - Cheaper books / Dime novels
  - Magazines – economic level / gender / interest
  - Newspapers News Services (1870 – 1910 9X)

Cultural Changes:

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- Liberal (urban) Protestant faiths versus
  - Fundamentalist (rural) Protestant faiths
- Pragmatism (Benthamite) & Sociology
  - Sociology practicality of using science to address human problems
  - “What works” rather than “Right or Wrong”
  - Lester Frank Ward – Humans achieve progress through the collective use of intelligence.
  - Literary and Social “Naturalism” was pitted against traditional religious thought and morality

Cultural Changes: (page 2)

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  - Increasingly specialized
    - Ethnic / Gender
    - Technical
    - Medical
      - Laboratory testing
      - Aspirin in 1899
      - Transfusions in surgery 1906