

---

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

Unit 1 Lecture 3

~

The Emergence of Urban  
America

---

## Urban America :

---

- 
- 
- 
- Construction, Conflict, Commerce, Concentration, Contradiction
- Opportunity, Excitement, Freedom
- Finance, & Industry
- Cultural and economic dominates surrounding area
  - Wealthier – average urban wealth was 3X rural in 1900
  - 1890 value of all US Farms - \$13B while all else - \$26B
  - 1890 transportation defined “suburbs” of more rigidly delineated segments
- Noticeable growth in cities through-out US:
  - Improved diet, healthcare and public health
  - 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

---

- - - Women outnumber men for service jobs
- Immigration from outside US
  - China / Europe – after 1880, South & East
    - NYC more Irish than Dublin
    - 1880 6.7M foreign born Americans
  - Immigrant movement midwest 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 on ethnic lines

## The City II:

---

- - 
    - - Anglicized names / spelling
      - Americanized religions
      - Second-generation intense assimilation
    - Closest to dominant American model prospered & assimilated
    - Groups working against model, stagnated
      - Color, religion, customs were barriers in education & employment
  - “Nativism” (dislike of foreigners)
    - media lies & exaggeration fostered traditional American prejudices
    - 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.
-

## The City III:

---

- - 
  -
- Technological innovations become necessities for urban life
  - “Luxuries” quickly become “utilities”
  - Rising “Standard of Living” / technological base and ensuing evolutions
  - Many require public action (water, sewage, telephone, natural gas electricity, etc.)
- “Public spaces & facilities” mandated by population growth, social expectations
  - Education ~ “High Schools” by 1880s were common (Tech. skills for middle class life)
  - German style Universities – Johns Hopkins (76)
  - Parks / Museums / Libraries ~ Popular culture
  - Public Safety / Health - Financed through general & commercial taxes
  - Utilities (gas, water, electricity, mail, sewage, transportation, street lighting, etc)
  - Entertainment / Sports / Leisure

## The City IV:

---

- 

- 

- Economic Interests to motivate action and provide economic benefits for action
  - Politicians to provide public will to act and taxation structure to finance actions
  - 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 of systems, facilities and populations
  - Promote “Progress” & a higher quality of life – Urban America promised :

**“Order and Symmetry” from Chaos**

---

# The City V:

---

- - - - Suburbs and communities tied by transport infrastructure
    - Segregated by:
      - Economic status
      - 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:

---

- Tenements by 1876 / Dumbbell Tenements in 1879
  - 1888 NYC had 32K tenements housing over 1M (20K of which lived in cellars)
  - 1890 NYC required a window in every Bedroom (shafts) as a public health reform
- Urban living was transportation technology bound but defined by economic strata
  - 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 VI:

---

- - 
  - 
  - Tenements had death rate 80% higher than national average 20/1K adults & 136/1K children (1890)
  - Cities implemented Public Health Departments
    - 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)

---

- Poverty
  - Deserving Poor - Salvation Army 1879 / YMCA / Church based relief
  - Un-deserving Poor (equals crime & alcohol)
    - Milwaukee 1 bar for every 50 people
    - Prostitution
      - » 185 cities had semi-legal 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:

---

- - 
  - Housing and Standard of living expectations
    - Food and Readymade Meals
    - 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 II:

---

- 

- 

- Department Stores (Marshall Field, Macy's, etc.)
  - Branches to extend the reach
  - Catalogs further extends the reach / 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
- Installment plan from 1876
- Sears and Roebuck bringing urban to rural through Postal Money Order development

## Middle-Class, Urban Lifestyle:

---

- 

- 

- High rate of change, career growth and pressure
- 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 II:

---

- - 
  - Mixes” / commercial canning / artificial ice
  - 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

## The culture of urban leisure:

---

- - 
  - Working hours : 70 in 1860 to 60 in 1900
  - 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)

---

- Mass entertainment / amusement
  - Gender / Economic level differentiation
  - “Good Music” to Musical comedy & Vaudeville
  - Movies from 1880s (replacing theater)
    - 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:

---

- - 
  - 
  - Splits religion on amount of science & interpretation
    - 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 II:

---

- - 
  - Private expands through private endowment
  - Increasingly specialized
    - Ethnic / Gender
    - Technical
    - Medical
      - Laboratory testing
      - Aspirin in 1899
      - Transfusions in surgery 1906