



# Chapter 17

# America's Second

# Industrial Revolution

# Chapter 17 Quiz

1. Describe two factors during the last half of the 1800s that caused a dramatic increase in industrial growth of the United States.
2. What is the Bessemer-Kelly process?
3. Explain horizontal integration and give an example.
4. The social theory that humans can progress only if left free to compete with one another, with the finest surviving and the unfit perishing describes what idea?
  - Social Darwinism
  - Social Gospel
  - Gospel of Wealth
  - Socialism

A black and white photograph of a city skyline. In the foreground, a tall, ornate skyscraper with many windows is the central focus. To its right, another tall building is partially visible. In the background, a large domed building, likely a state capitol, is visible. The sky is hazy, and the overall scene depicts a dense urban environment.

# Sources of Industrial Growth

## Essential Question

**Industrialization increased the standard of living and the opportunities of most Americans,**  
*but at what cost?*

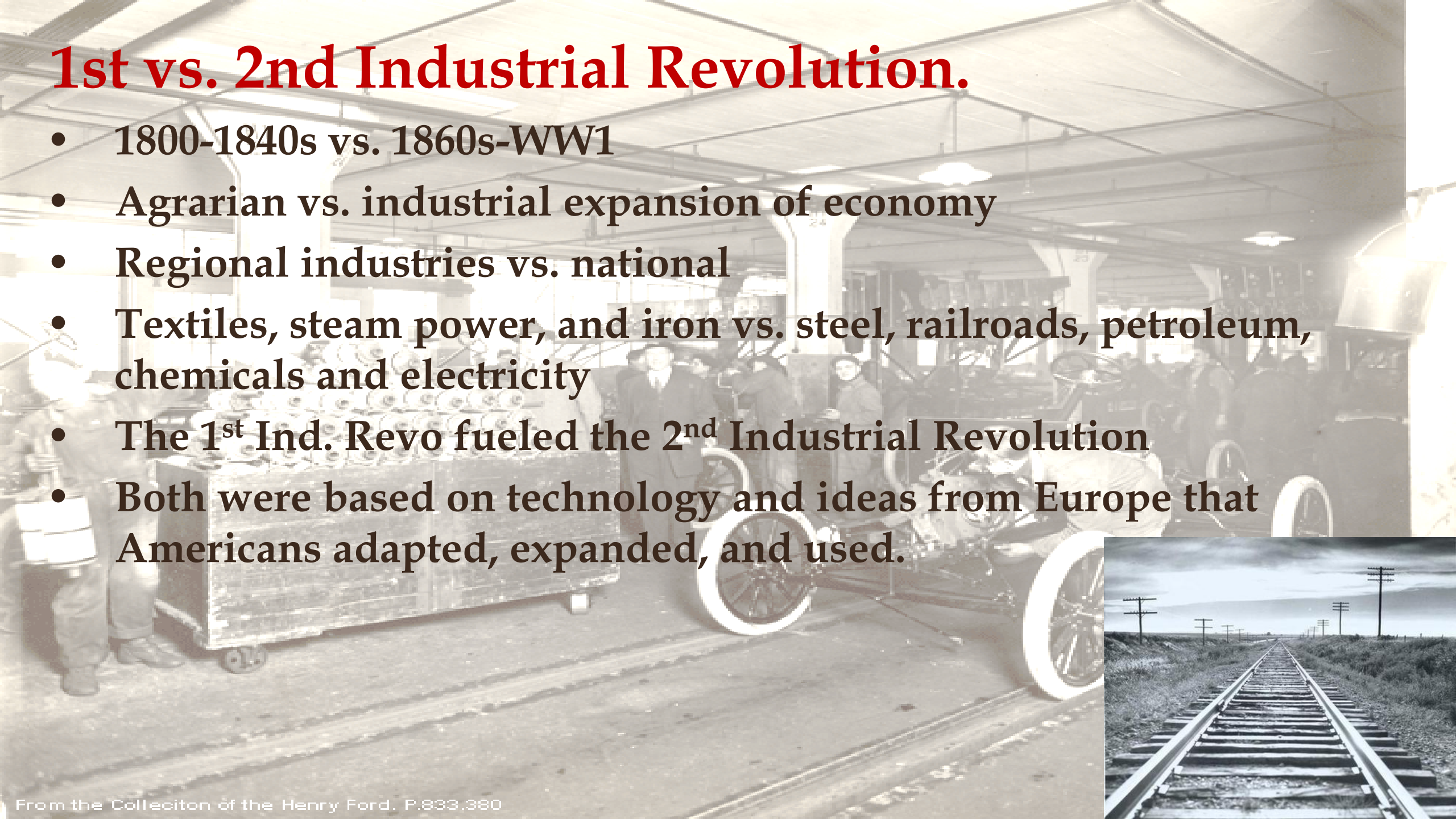
# Why did industrialization happen so quickly during the late 1800s?

1. Abundant unskilled & semi-skilled labor
2. Abundant capital & natural resources
3. New, talented group of businessmen/**entrepreneurs**
4. US population increases -> bigger market
5. Gov't willing to help at all levels to stimulate economy
6. White Americans moved from farms to cities, and took white-collar jobs
7. Immigrants took places in the factory system both as skilled and unskilled labor. Massive immigration = cheap labor
8. By 1900 women made up 25% of the nonfarm labor.
9. American ingenuity played a vital role, as the idea of mass production was being refined and perfected.



# 1st vs. 2nd Industrial Revolution.

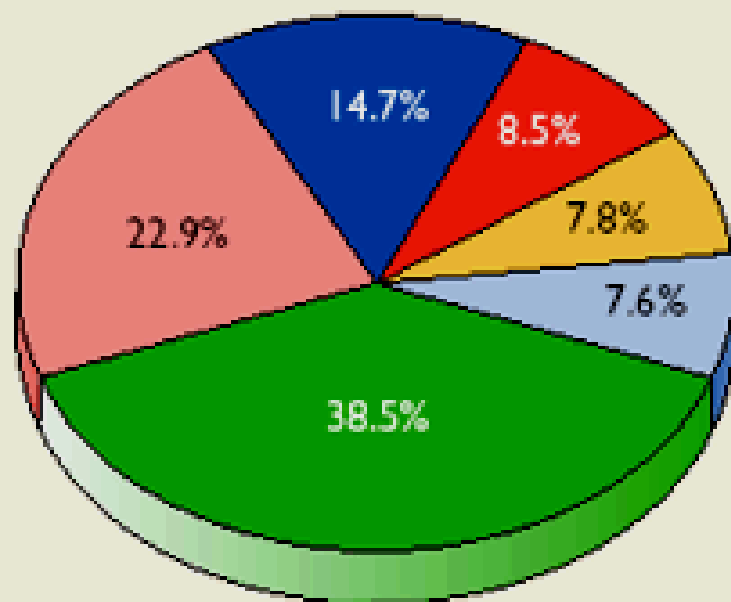
- 1800-1840s vs. 1860s-WW1
- Agrarian vs. industrial expansion of economy
- Regional industries vs. national
- Textiles, steam power, and iron vs. steel, railroads, petroleum, chemicals and electricity
- The 1<sup>st</sup> Ind. Revo fueled the 2<sup>nd</sup> Industrial Revolution
- Both were based on technology and ideas from Europe that Americans adapted, expanded, and used.



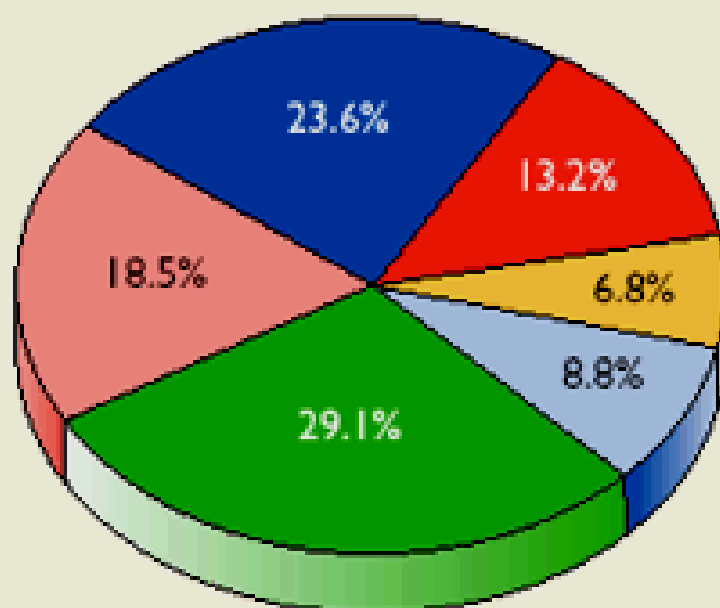


## Relative Shares of World Manufacturing

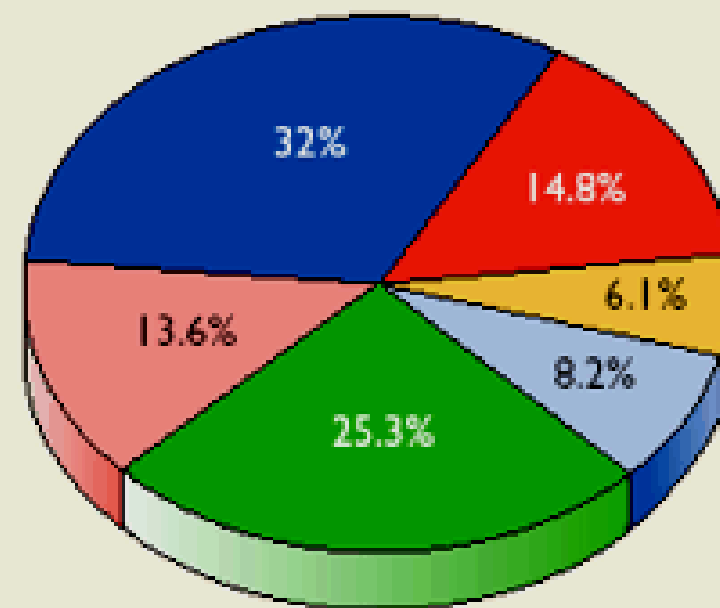
1880



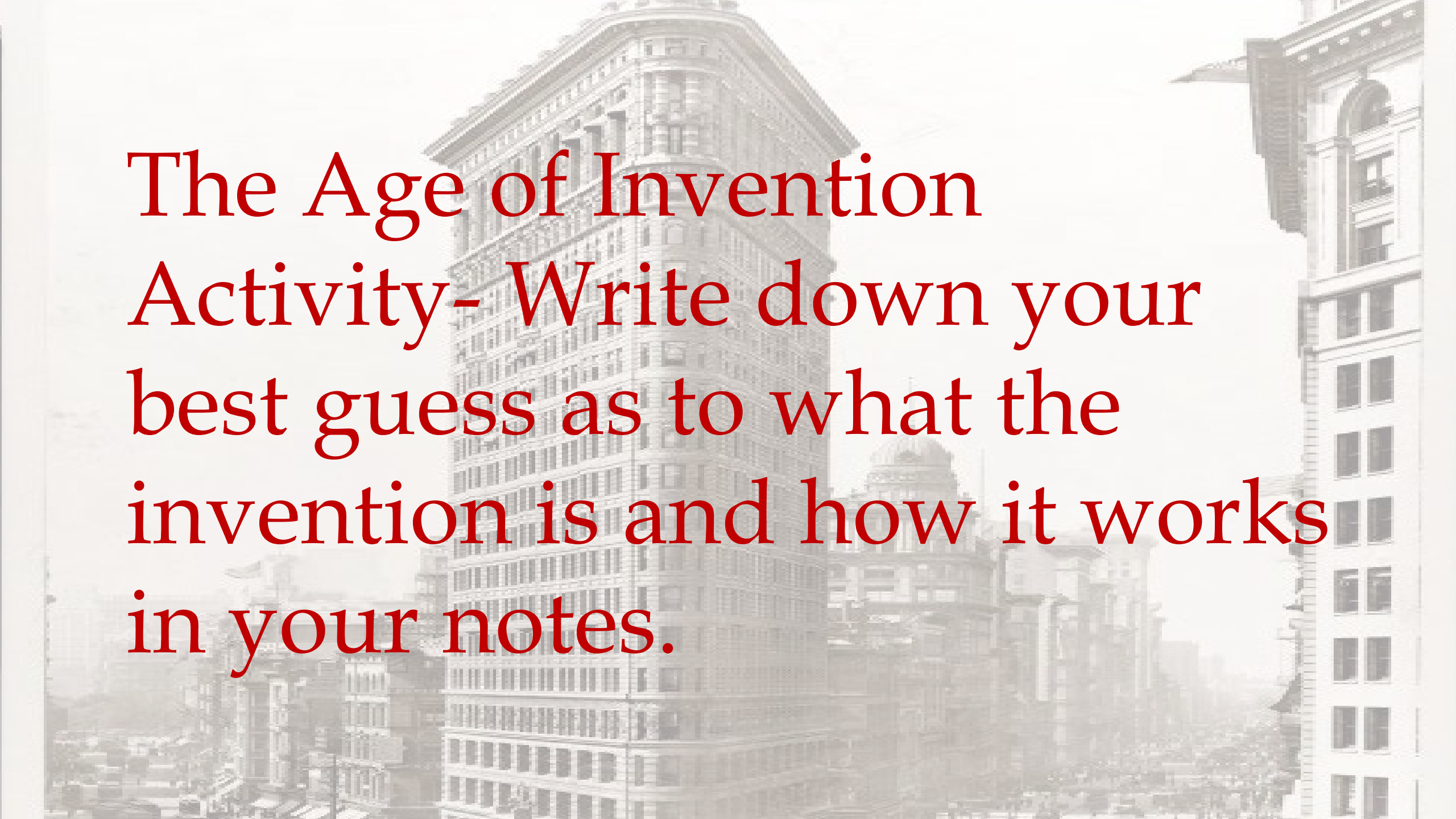
1900



1913



■ Britain   ■ United States   ■ Germany   ■ France   ■ Russia   ■ Other



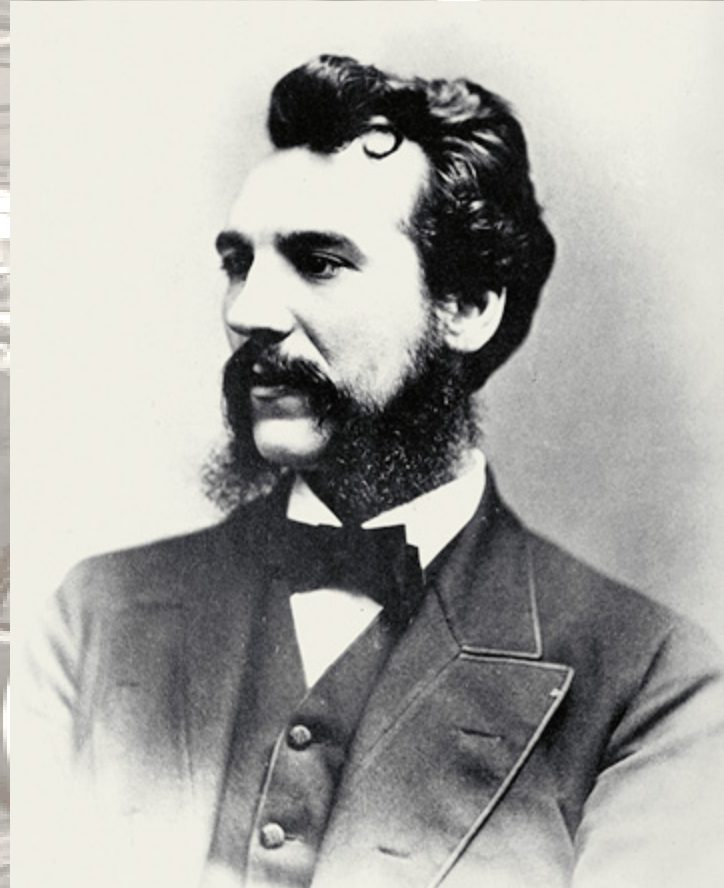
The Age of Invention  
Activity- Write down your  
best guess as to what the  
invention is and how it works  
in your notes.



In 1876, Alexander Graham Bell invented the telephone and a new communications age was launched



Mr. Watson—  
Come here—  
I want to see  
you.

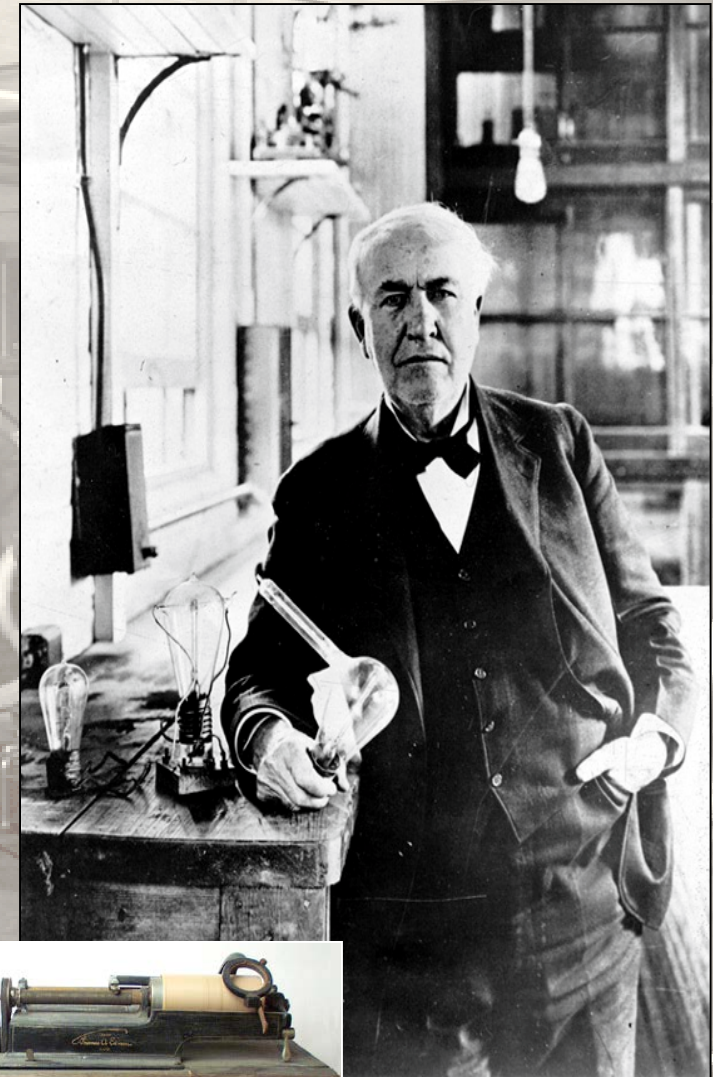


In 1877 Bell and others formed the Bell Telephone Company, later AT&T.



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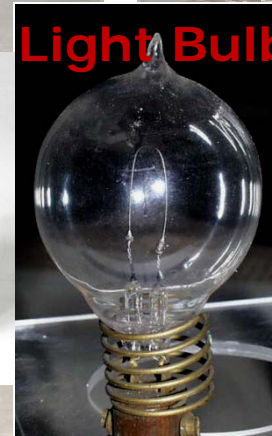
**Thomas Edison, the “Wizard of Menlo Park,”** was the most versatile inventor, who, while best known for his electric light bulb, also cranked out scores of other inventions.



**Dictaphone**



**Battery**

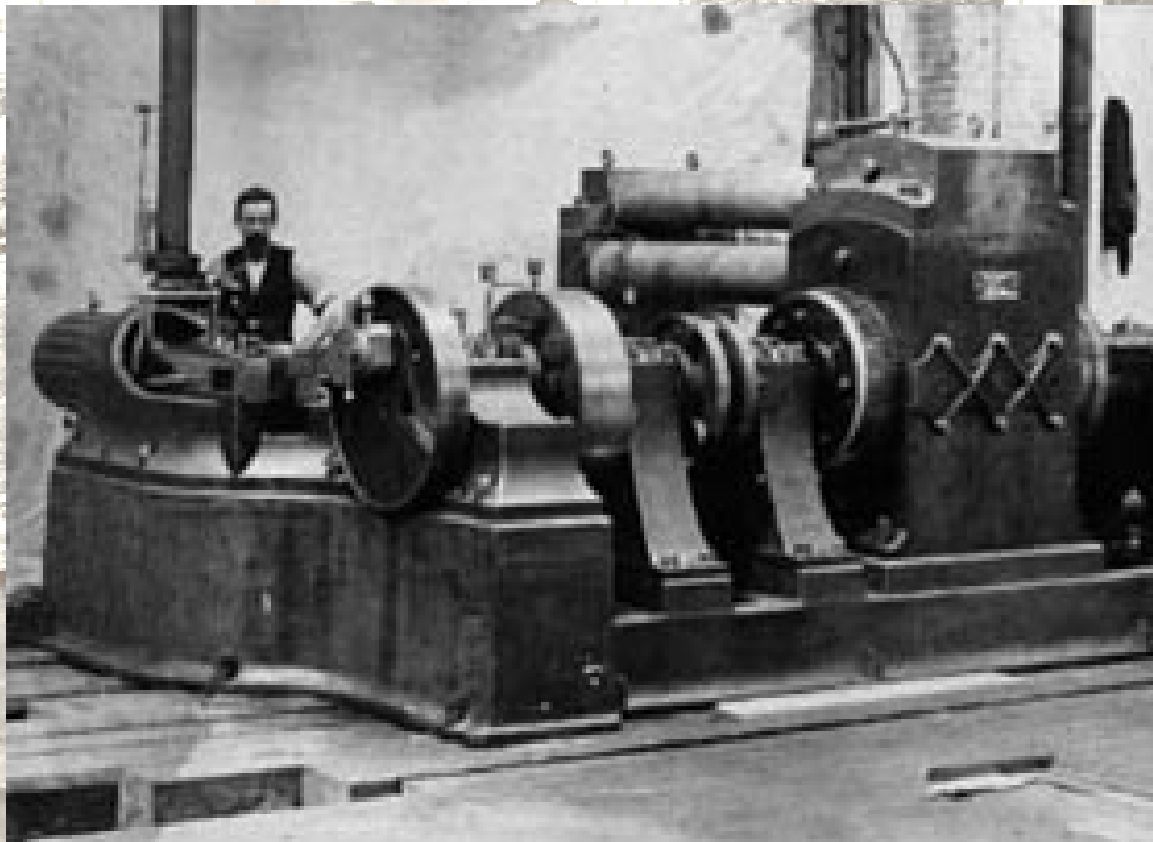


**Light Bulb**



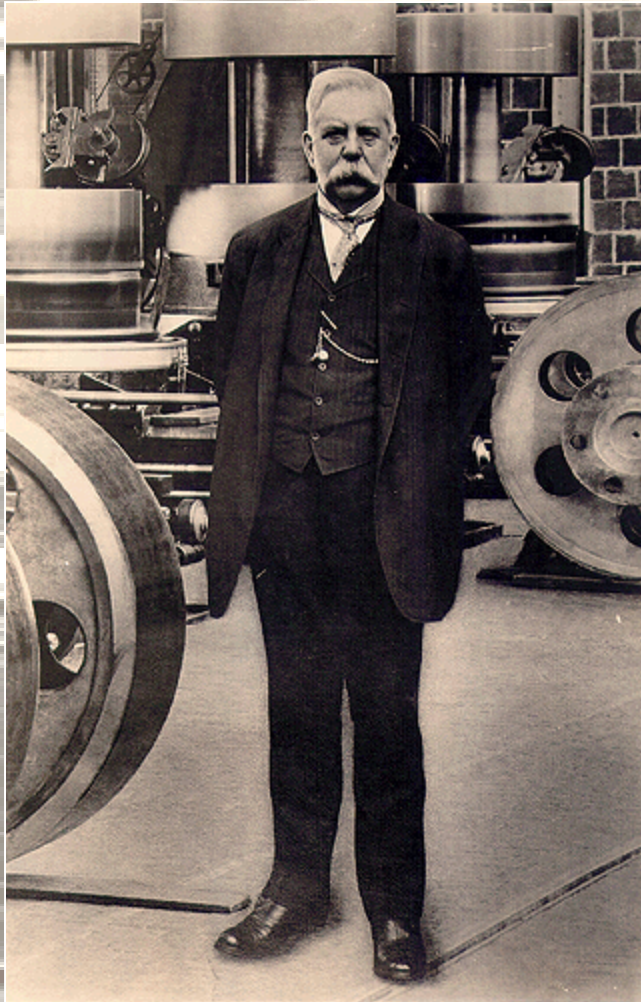
**Phonograph**

1882 Edison Electric Illuminating Company  
supplied electric power to customers in  
NYC.



In 1882 it can power  
800 light bulbs!! By  
1883 it has been  
upgraded and it can  
power over 12,000.

# Alternating Current



**George  
Westinghouse**



Westinghouse pioneered long-distance power transmission and high-voltage transmission.

# Edison's Motion Picture Camera





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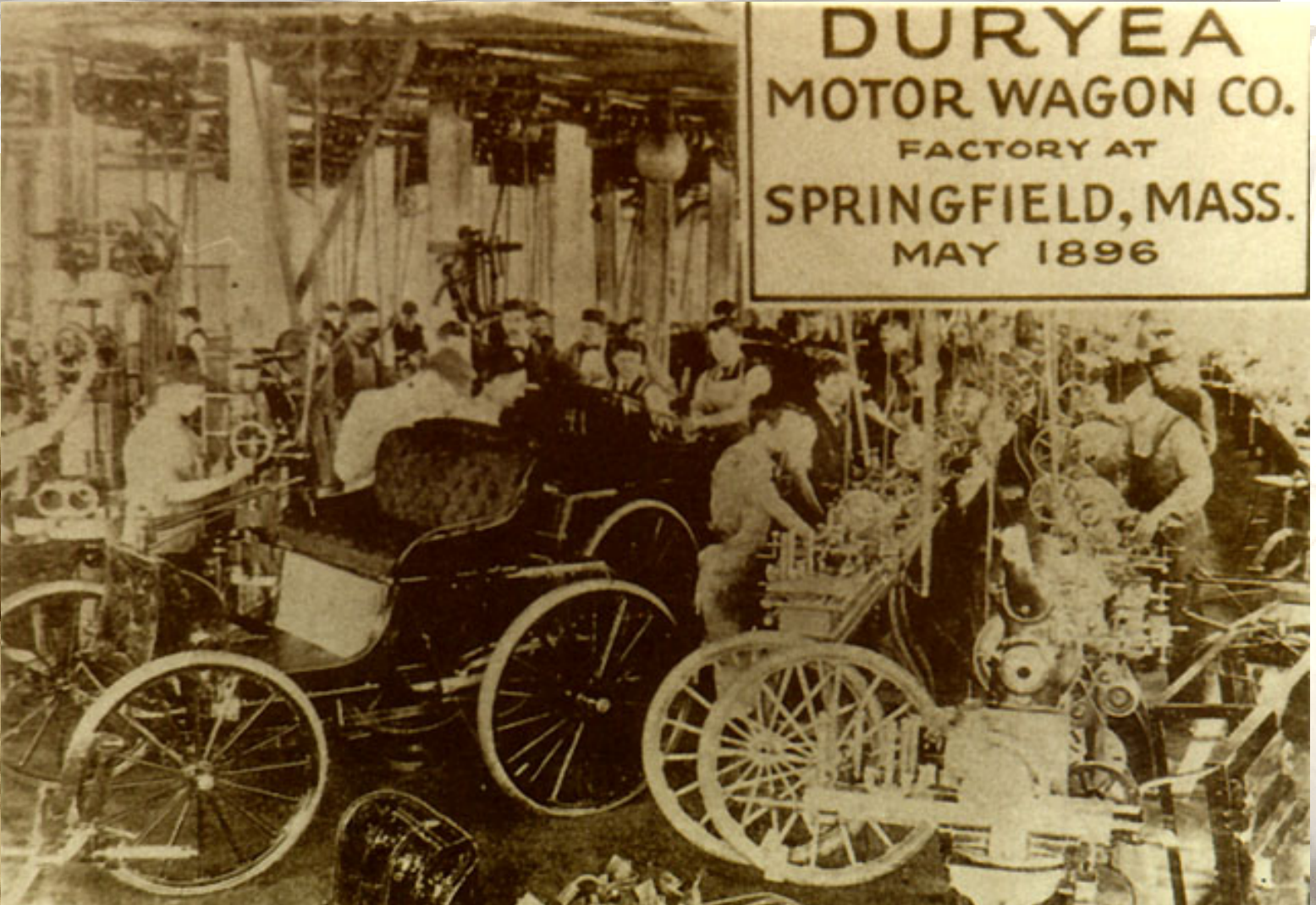
# The Great Train Robbery (1903)

The first film with a plot, characters, and action.



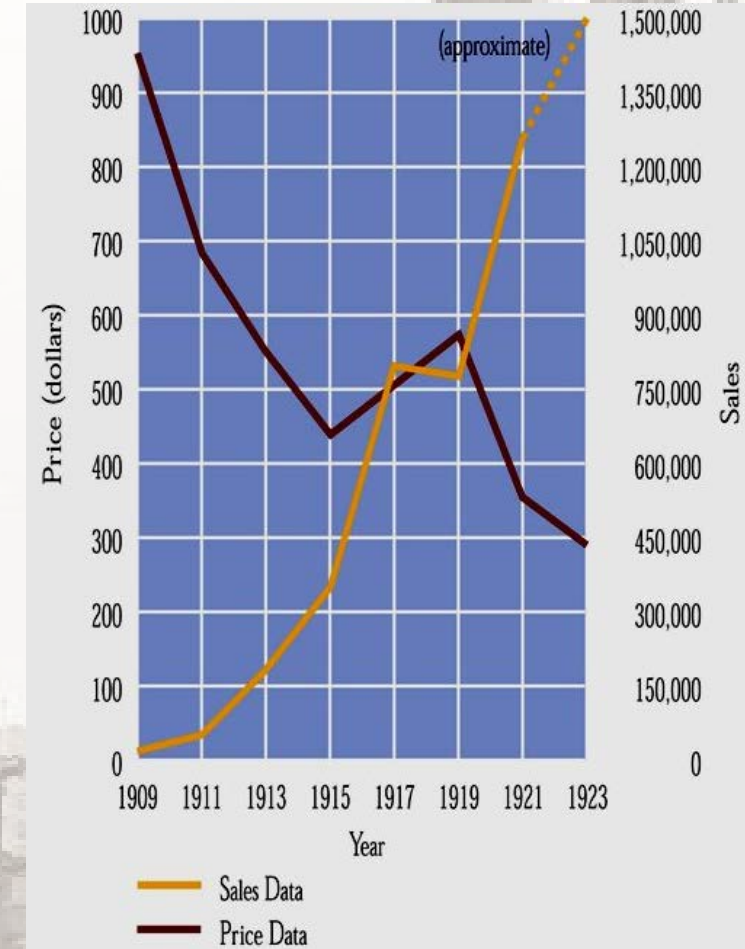
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**The Automobile-** 1893- the Duryeas built the first practical motorcar in the US. The automobile industry grew rapidly in the 1890's.





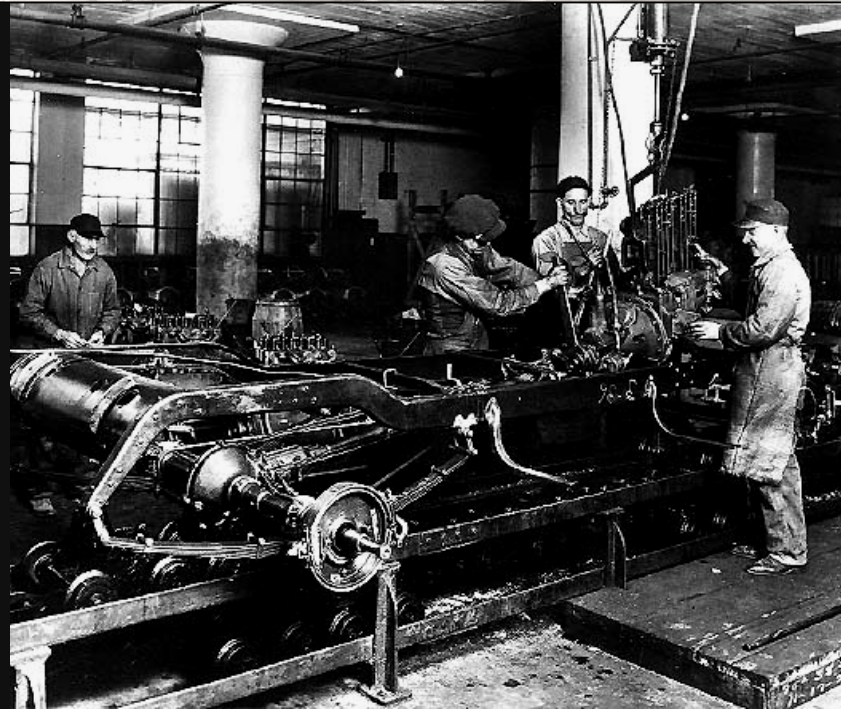
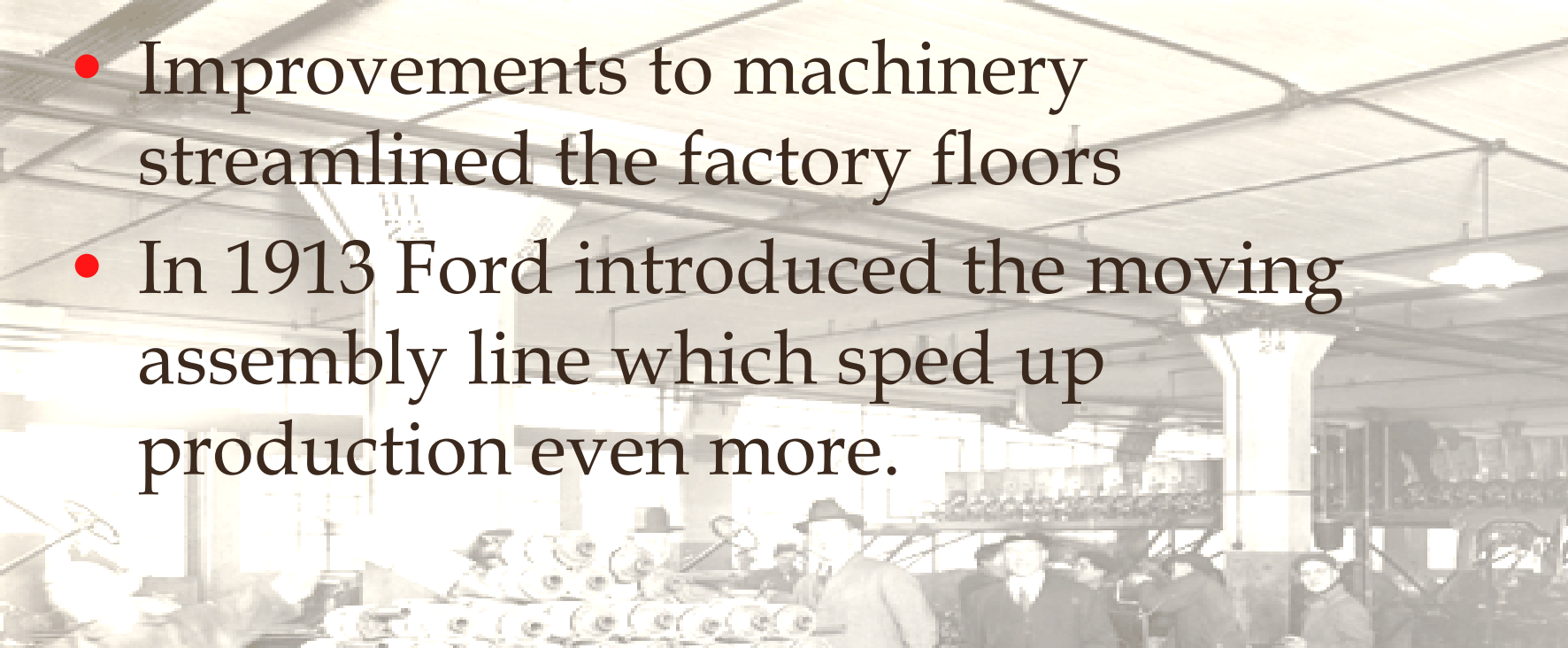
# Model T Automobile



*"I want to pay my workers so that they can afford my product!"*

- \$5 a day
- Almost double the going rate for factory workers

- Improvements to machinery streamlined the factory floors
- In 1913 Ford introduced the moving assembly line which sped up production even more.



# The Ten-Millionth *Ford*

The 10,000,000th Ford car left the Highland Park factories of the Ford Motor Company June 4. This is a production achievement unapproached in automotive history. Tremendous volume has been the outgrowth of dependable, convenient, economical service.

*Ford Motor Company*  
Dearborn, Michigan

December 1907 - 1 June 1927 Total Sales 899,000 Excluding Trucks Buses  
and other - 10,000,000

**SEE THE NEAREST AUTHORIZED  
FORD DEALER**

The Touring Car  
**\$295**

1000 cc. Motor  
2100 cc. Motor  
2300 cc. Motor

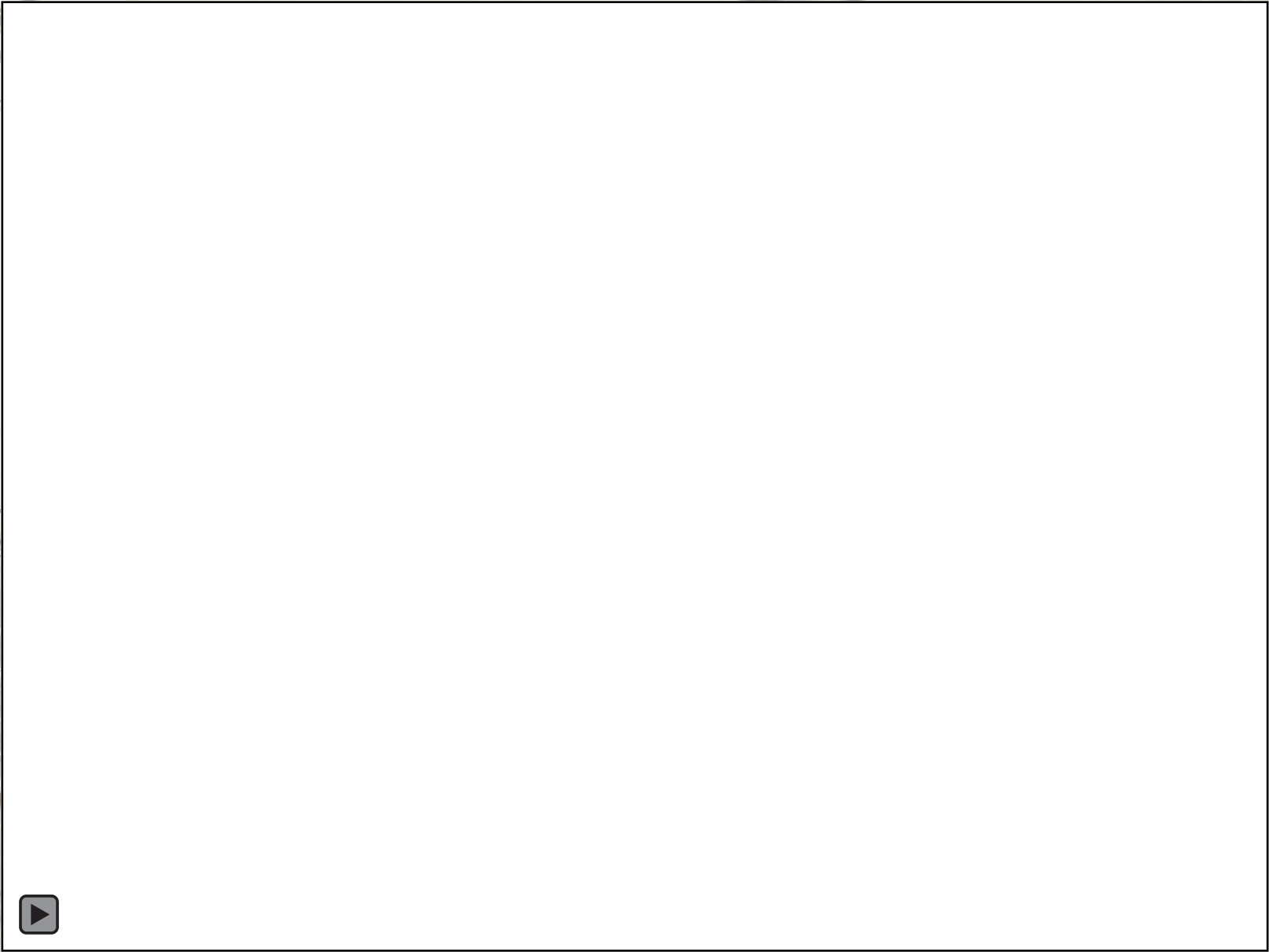


**Airplanes- Wright  
Brothers- 1903- made  
the first powered,  
manned flight in the  
US at Kitty Hawk,  
NC.**

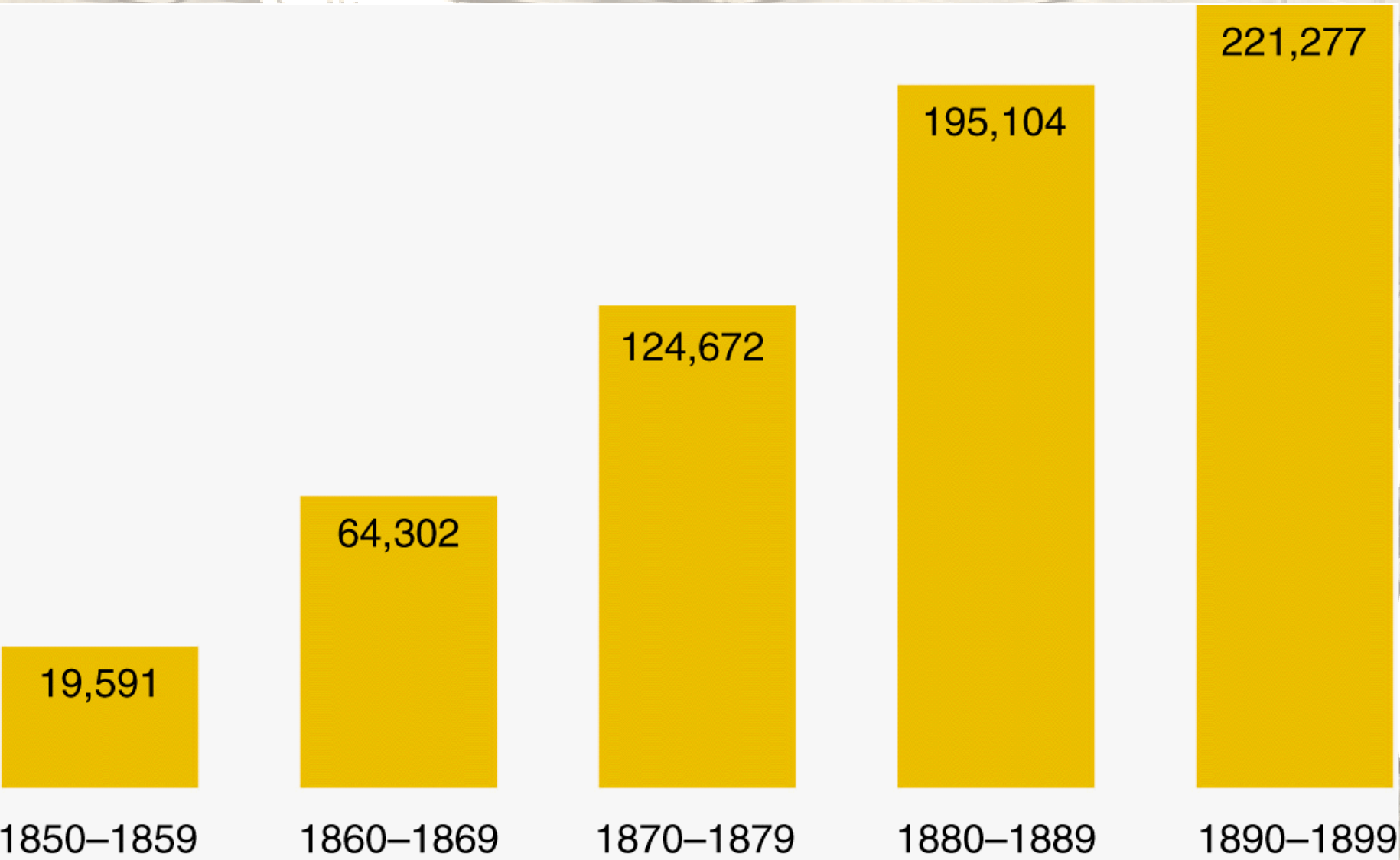
**By 1905 Orville and  
Wilbur Wright had a  
marketable airplane  
and were working on  
their patents.**

**Kitty Hawk, December 17,  
1903, 10:35 AM**





# U.S. Patents Granted



**1790s → 276 patents issued.**

**2005-2015 → 2.5 million patents issued.**

# New Business Culture

*Laissez Faire* → the ideology of the Industrial Age.

- Individuals should compete freely in the marketplace.
- The market was not man-made or invented.
- **No room for government in the market!**



# The Emergence of Big Business

After the Civil War businesses started to consolidate into larger companies (**corporations**)

- The process started with the consolidation of railroads, but will move into most industries.
- The idea of “**limited liability**” made this style of business highly profitable and lower risk.

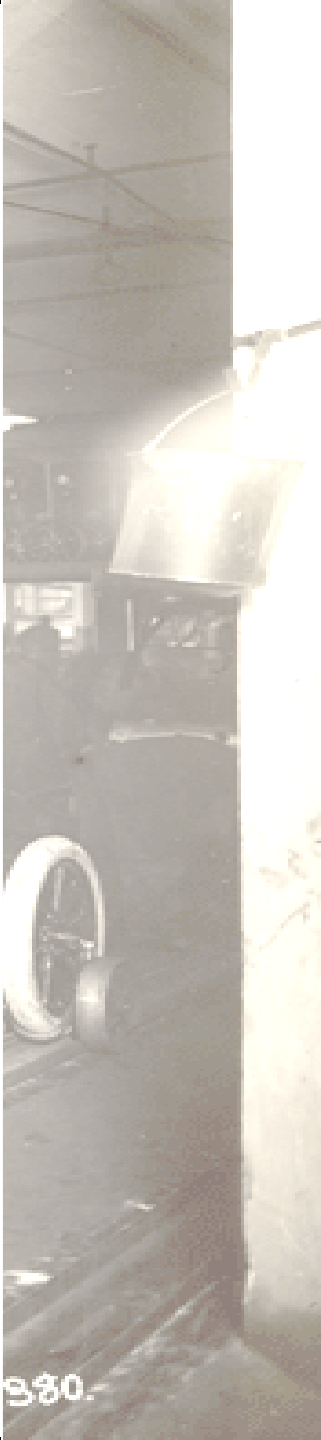
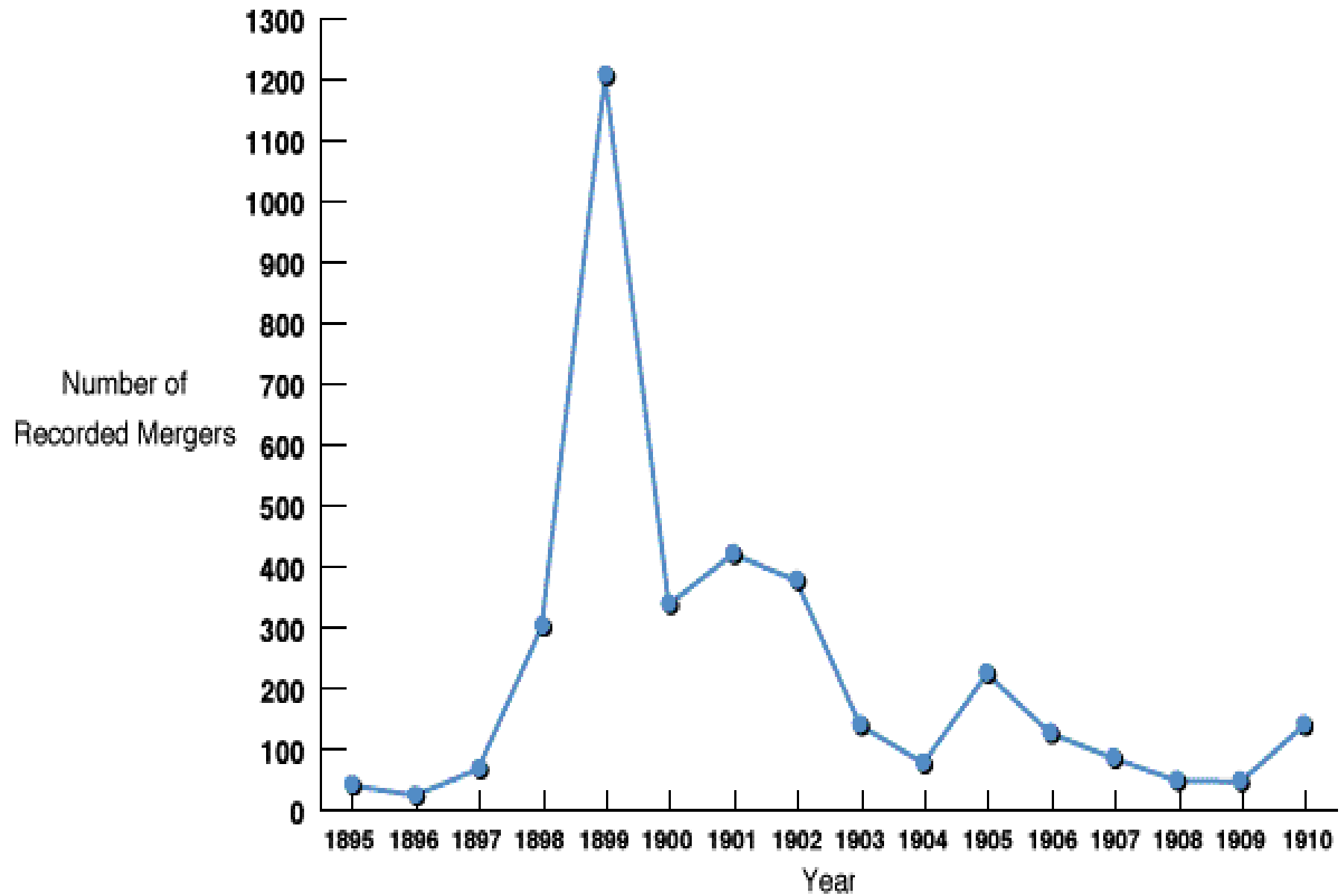


When a single company controls an entire market it is a **monopoly**.

- The government tried to limit the power and control of big businesses by passing laws that outlawed one business from owning another.
- Businesses bypassed these regulations by forming **trust companies** that held the shares in “trust” rather than owning them outright.



# Corporate Mergers, 1895–1910



# Steel

By the 1870's competition had reduced many industries to a few large and highly efficient corporations.

**Andrew Carnegie** used “**vertical integration,**” - one business took over all the different businesses upon which the company relied. So Carnegie bought:

- Mined iron ore
- Limestone quarries (lime)
- Coal mines (to produce coke)
- Steel mills
- Railroads to deliver his finished steel.



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# The Supremacy of Steel

By 1900, Americans produced as much steel as England and Germany combined.

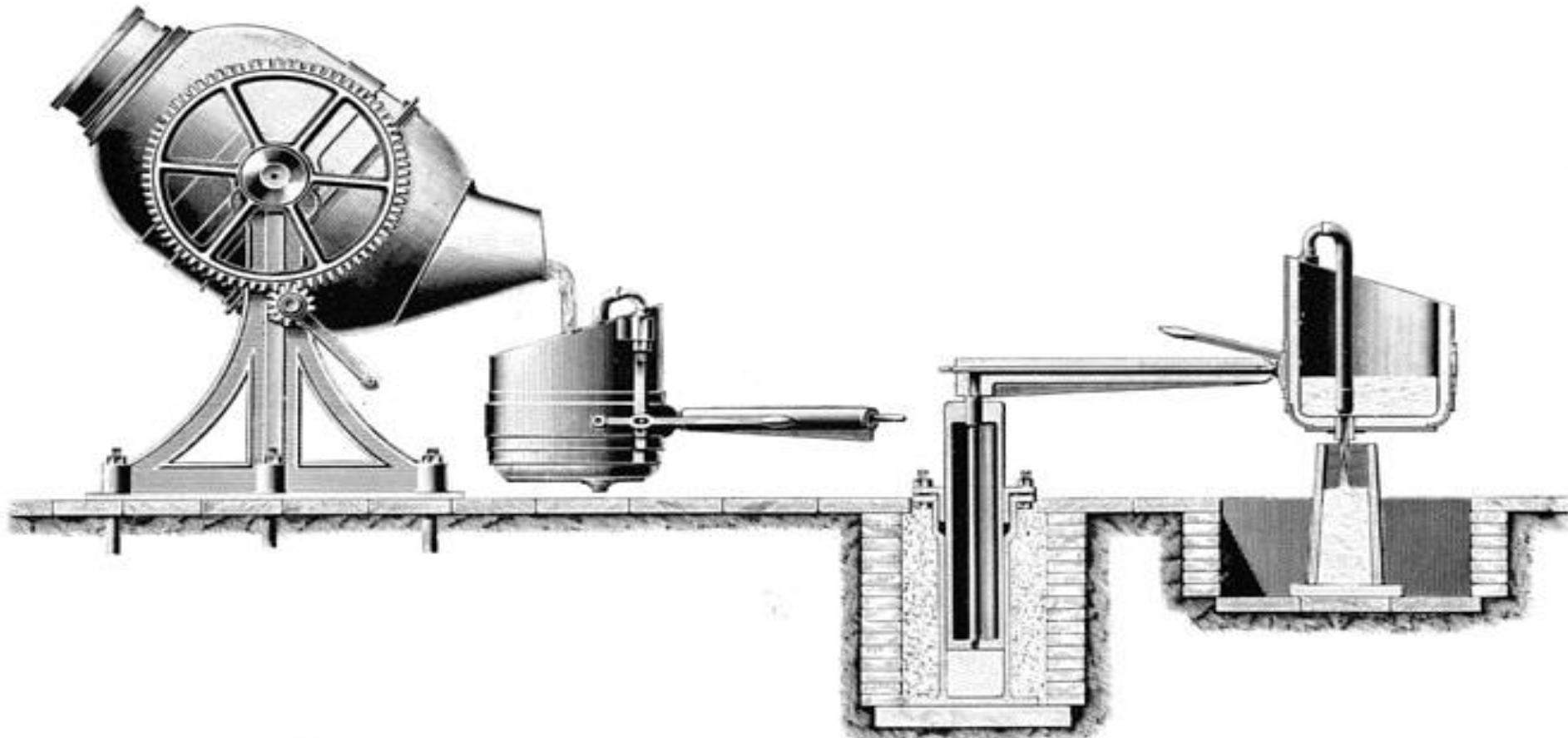



Fig. 41. Early Form of Bessemer Converter. Blast of steam  
**Cold air blown on red-hot iron burned carbon deposits and purified it.**

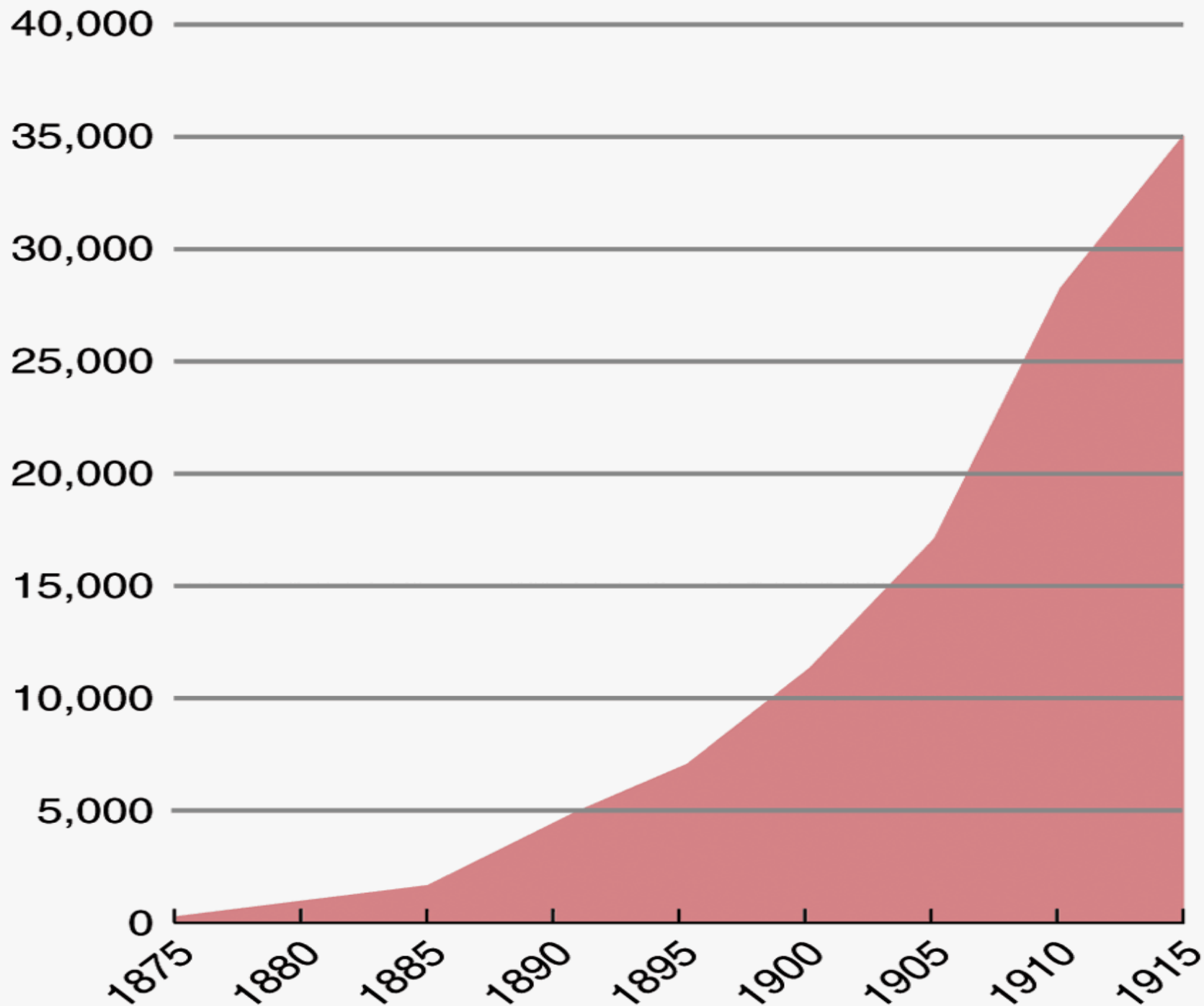


Carnegie had the largest steel mill in the nation in Penn and sold it for \$300 million to JP Morgan who the **United States Steel Corporation** in 1901, a company that became the world's first billion-dollar corporation (it was capitalized at \$1.4 billion).



# Steel Production

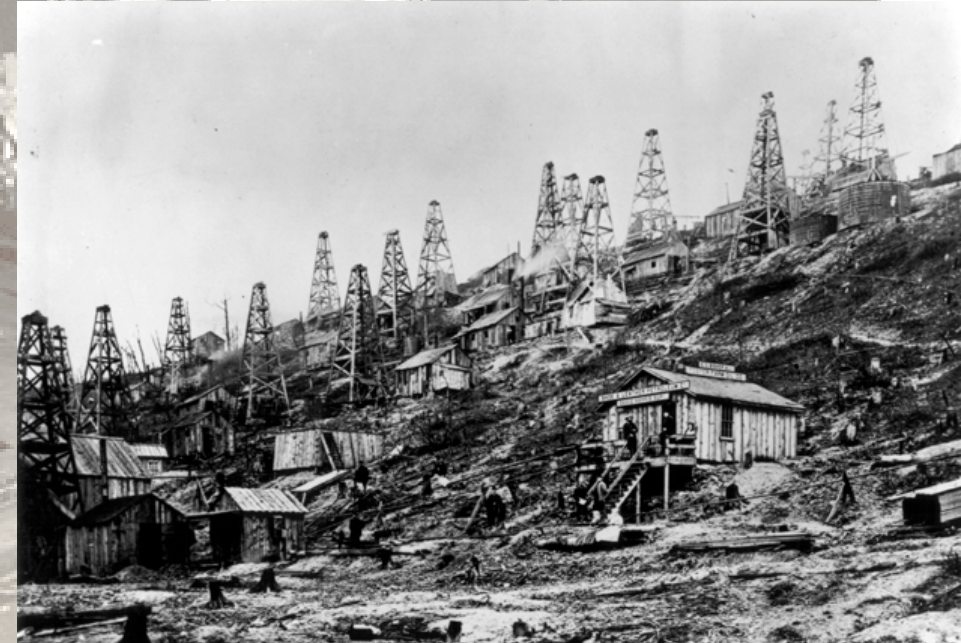
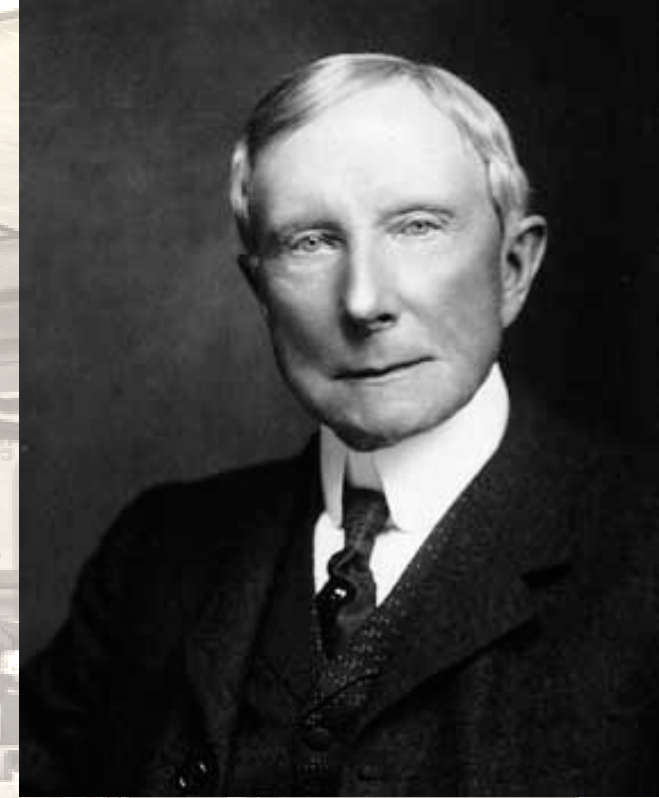
Total raw steel in 1,000 tons



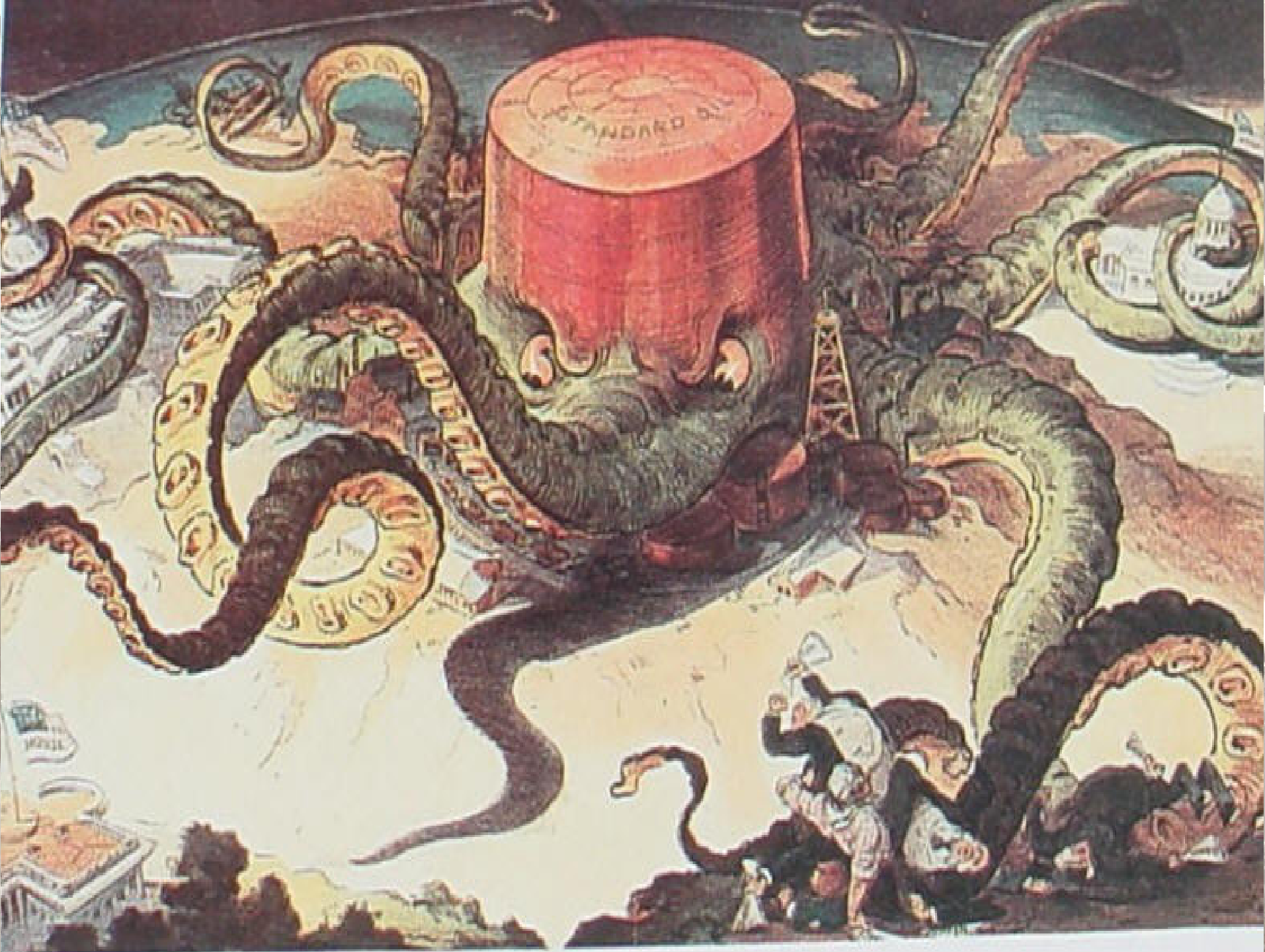
# Oil

John D. Rockefeller, master of “horizontal integration,” simply allied with or bought out competitors to **monopolize** a given market.

- He used this method to form **Standard Oil** and control the oil industry by forcing weaker competitors to go bankrupt through manipulation of railroad shipping prices (rebates)



**The Pioneer Oil Run in Titusville, PA 1865**



From the Collectit

# Finance and the Stock Market

The Banker/Broker who dominated the era was J. Pierpont Morgan- he arranged many of the biggest mergers and deals of the era.





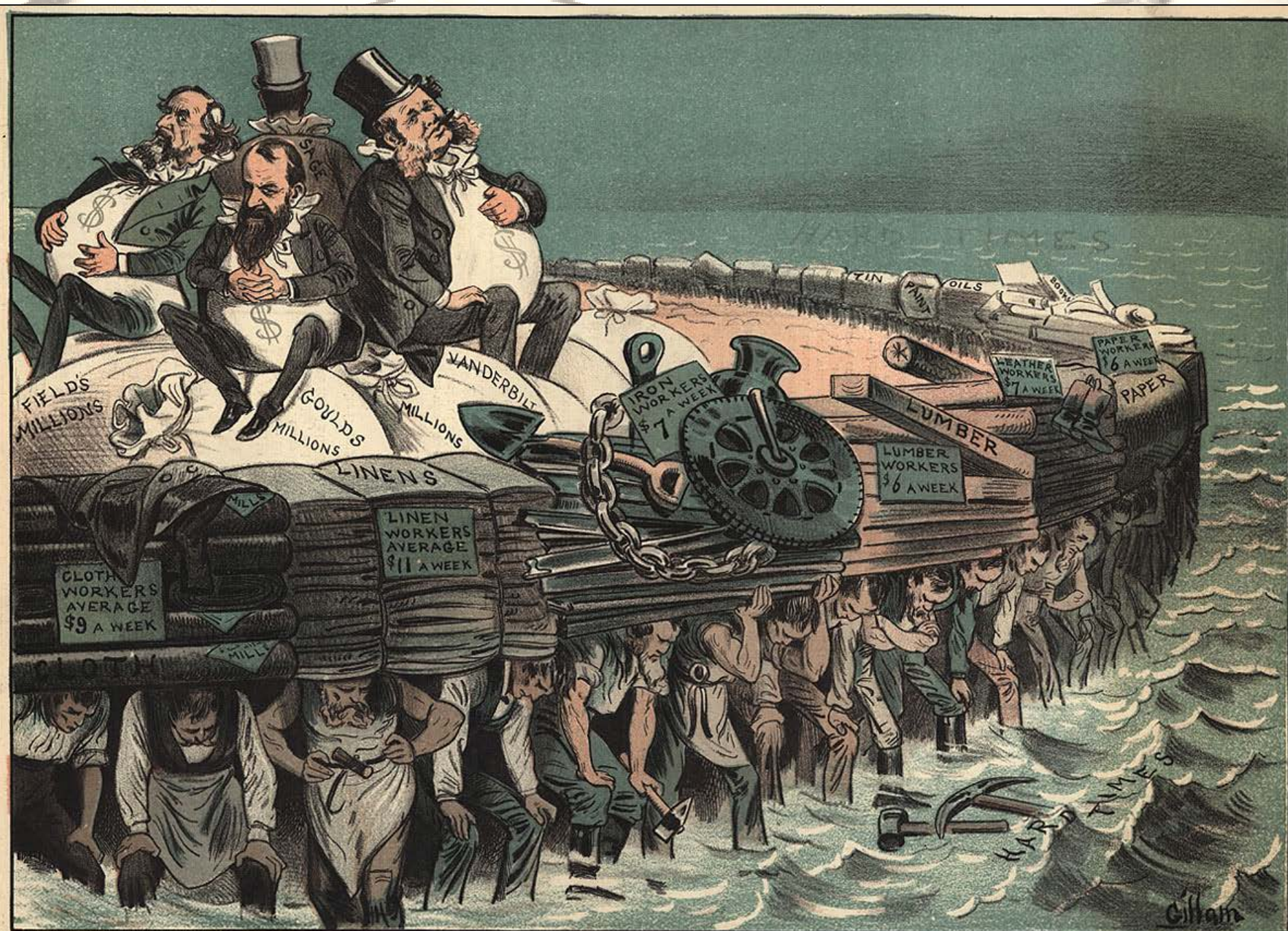
# Wall Street - 1867 & 1900





**A TRUSTWORTHY BEAST.**

The public may regard trusts or combinations with serene confidence."—ANDREW CARNEGIE, in an interview in *N. Y. Times*, Oct. 9.

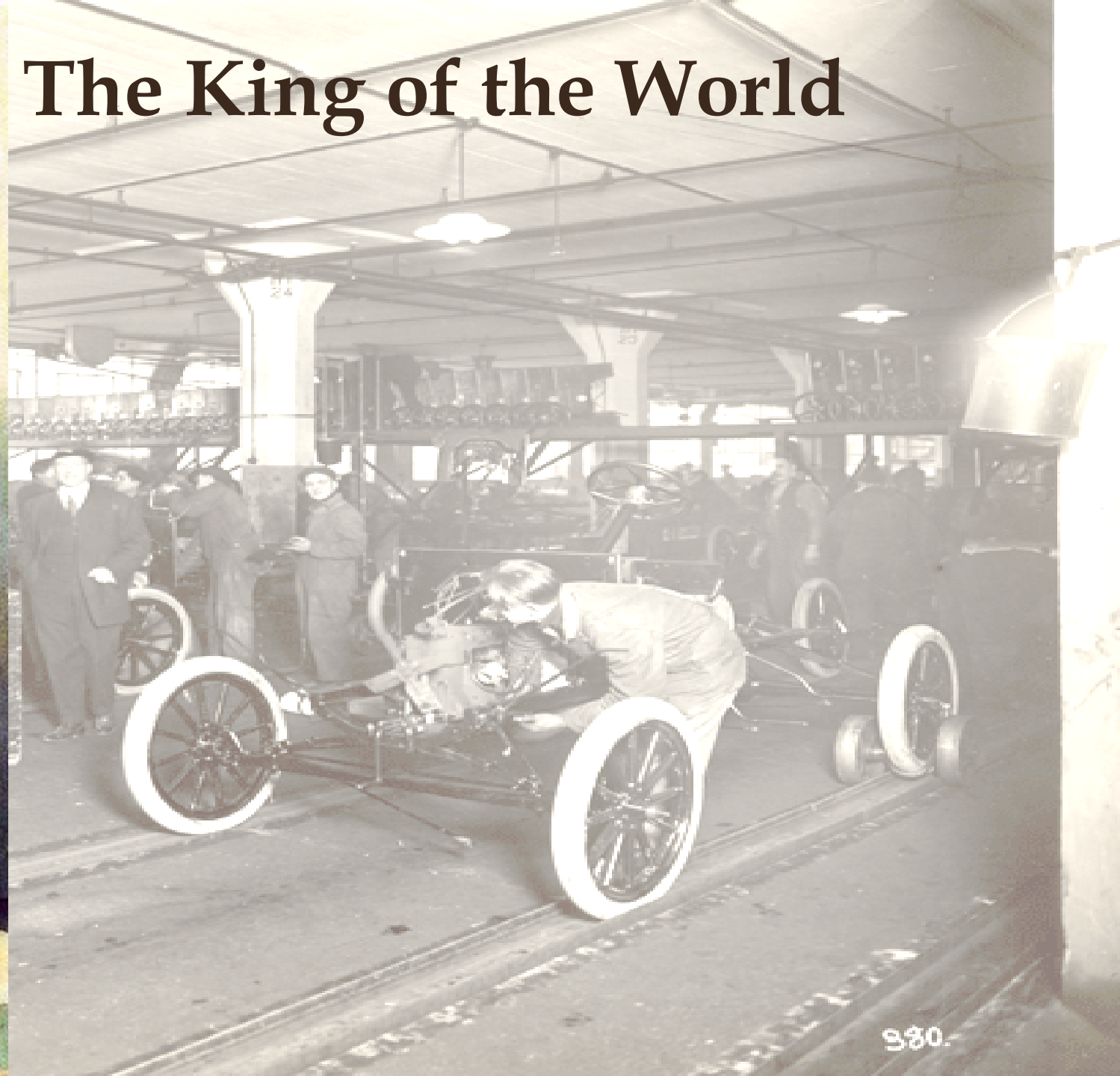


OFFICE OF "PUCK" 23 WARREN ST. NEW YORK.

HAYER, MENKEL & OTTMANN LITH. 23-25 WARREN ST. N.Y.

THE PROTECTORS OF OUR INDUSTRIES.

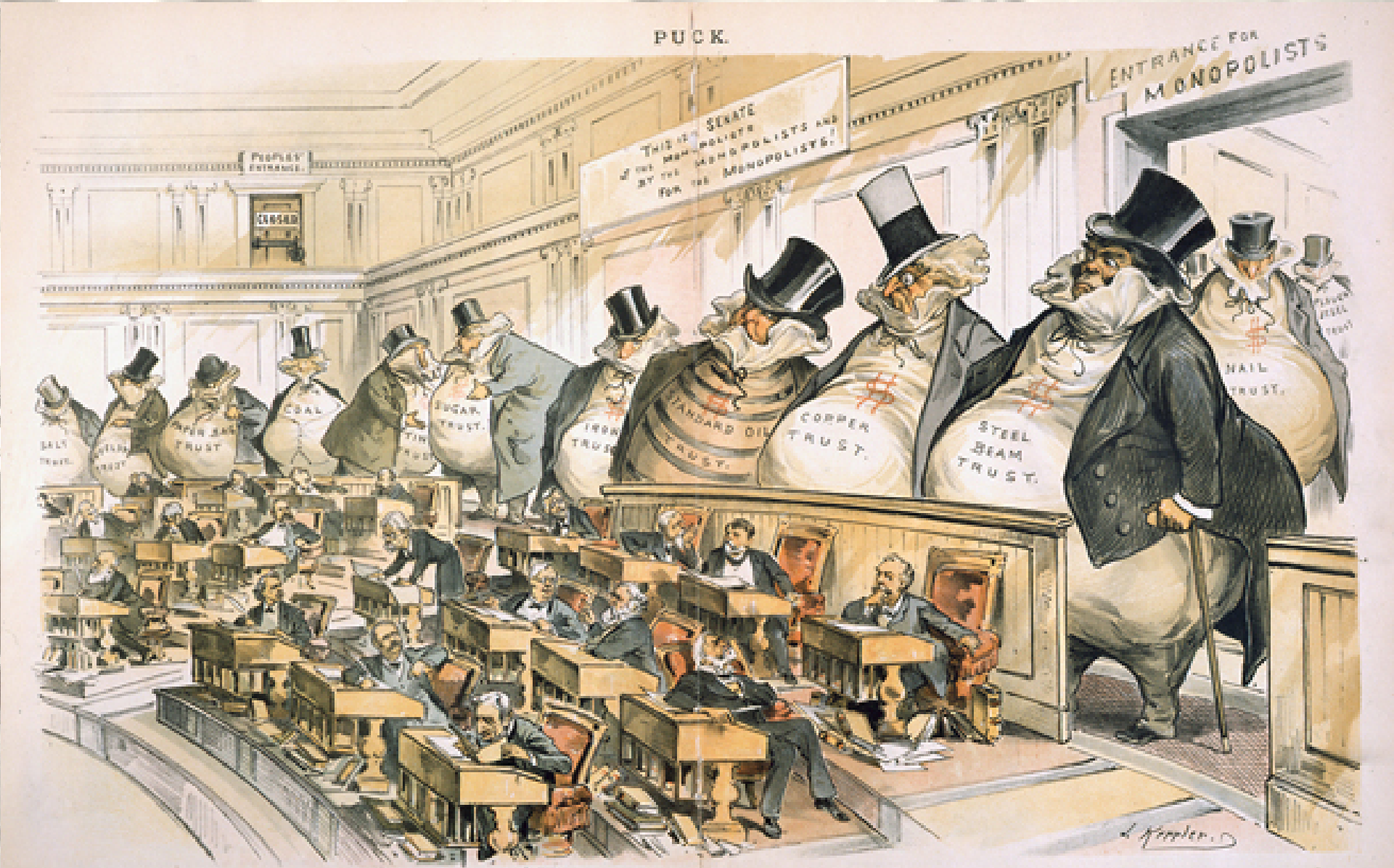
# The King of the World





HOPELESSLY BOUND TO THE STAKE.

# The "Bosses" of the Senate



THE BOSSES OF THE SENATE

# Federal Regulation of Business

- 1887→ Interstate Commerce Act began a shift towards federal rather than state regulation of big business.
  - Interstate Commerce Commission created.
  - Shipping rates had to be "reasonable and just"
  - Rates had to be published→ Secret rebates were outlawed
  - Price discrimination against small markets was made illegal. (Does this remind you of any particular company???)
- 1890 → Sherman Antitrust Act
  - First federal law prohibiting trusts against any "combination in the form of trusts or otherwise, or conspiracy, in restraint of trade."
  - It proved ineffective, however, because it couldn't be enforced.
- 1914→ Clayton Antitrust Act
  - 1914→ Federal Trade Commission formed to enforce the Clayton Antitrust Act

# Regulating the Trusts in the Courts



1877 → *Munn. v. IL*

- States could regulate business within their borders, including railroads.
- It was one of the first cases in the growth of federal government regulation.

1886 → *Wabash v. IL*

- States cannot regulate interstate trade

1895 → *US v. E. C. Knight Co.*

- Federal gov cannot regulate manufacturing, only distribution, since manufacturing isn't interstate.
- **Reduced the ability of the fed gov to regulate trusts.**



A faded, sepia-toned photograph of a city street scene. The central focus is a tall, ornate skyscraper with many windows and decorative architectural details. In the background, a building with a prominent dome is visible. The overall image has a historical, aged appearance.

# Capitalism and Its Critics

# Philosophies about Wealth

## The Gospel of Wealth

- Wealth no longer looked upon as bad.

Viewed as a sign of God's approval.

Christian duty to accumulate wealth.

Andrew Carnegie wrote an

essay entitled "The Gospel of Wealth"

- The self-made rich have the responsibility of philanthropy.
- Equivalent to the idea of noblesse oblige

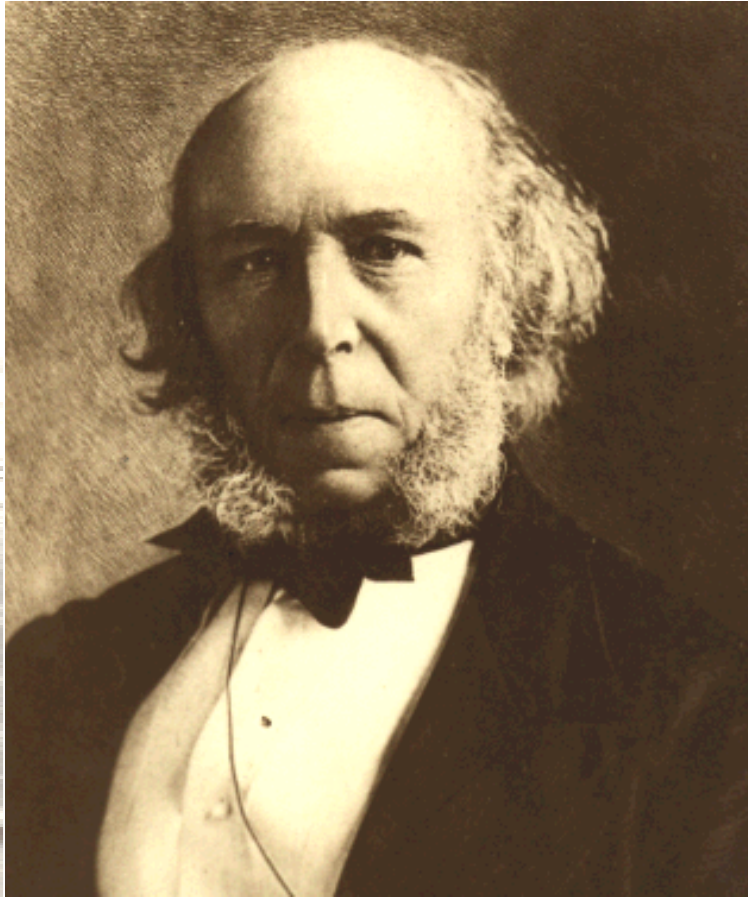


The **Reverend Russell Conwell** became rich delivering his lecture, "Acres of Diamonds" 6,000 times, where he preached that poor people made themselves poor and rich people made themselves rich; everything was because of one's actions only.

"I say that you ought to get rich, and it is your duty to get rich.... The men who get rich may be the most honest men you find in the community. Let me say here clearly ... ninety-eight out of one hundred of the rich men of America are honest. That is why they are rich. That is why they are trusted with money. That is why they carry on great enterprises and find plenty of people to work with them. It is because they are honest men. ... I sympathize with the poor, but the number of poor who are to be sympathized with is very small. To sympathize with a man whom God has punished for his sins ... is to do wrong... let us remember there is not a poor person in the United States who was not made poor by his own shortcomings."



# Social Darwinism



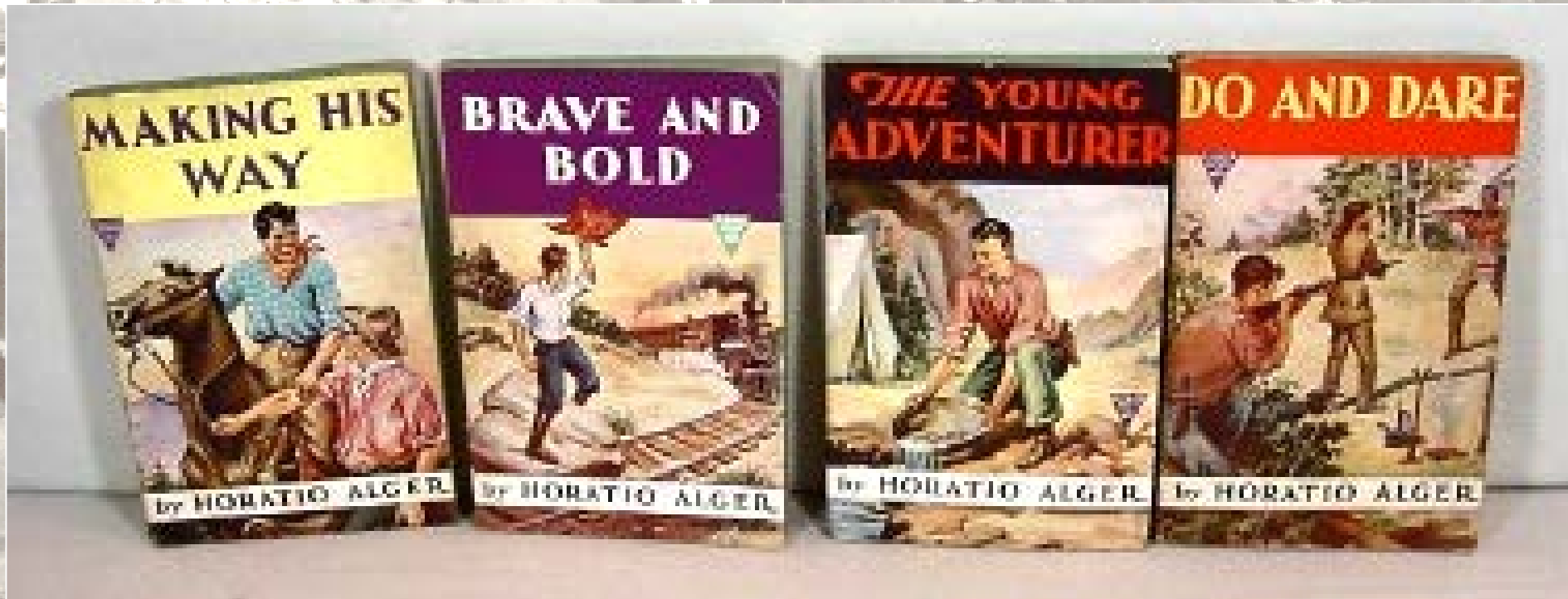
Herbert Spencer

- British economist.
- Advocate of laissez-faire.
- Adapted Darwin's ideas from the "Origin of Species" to humans.
- Notion of "Survival of the Fittest."

# Horatio Alger

Dime novels that promoted the idea of the “self-made” man

- “pulling yourself up by your bootstraps”



# The Impact of the Industrial Revolution

- The standard of living rose
- Factories removed the individuality of workers.
- Workers had to perform highly specific, repetitive tasks and could take little pride in their work.
- The quest for efficiency took its toll on the American worker, demanding longer days and worse working conditions.

## Frederick W. Taylor

*The Principles of Scientific Management (1911)*

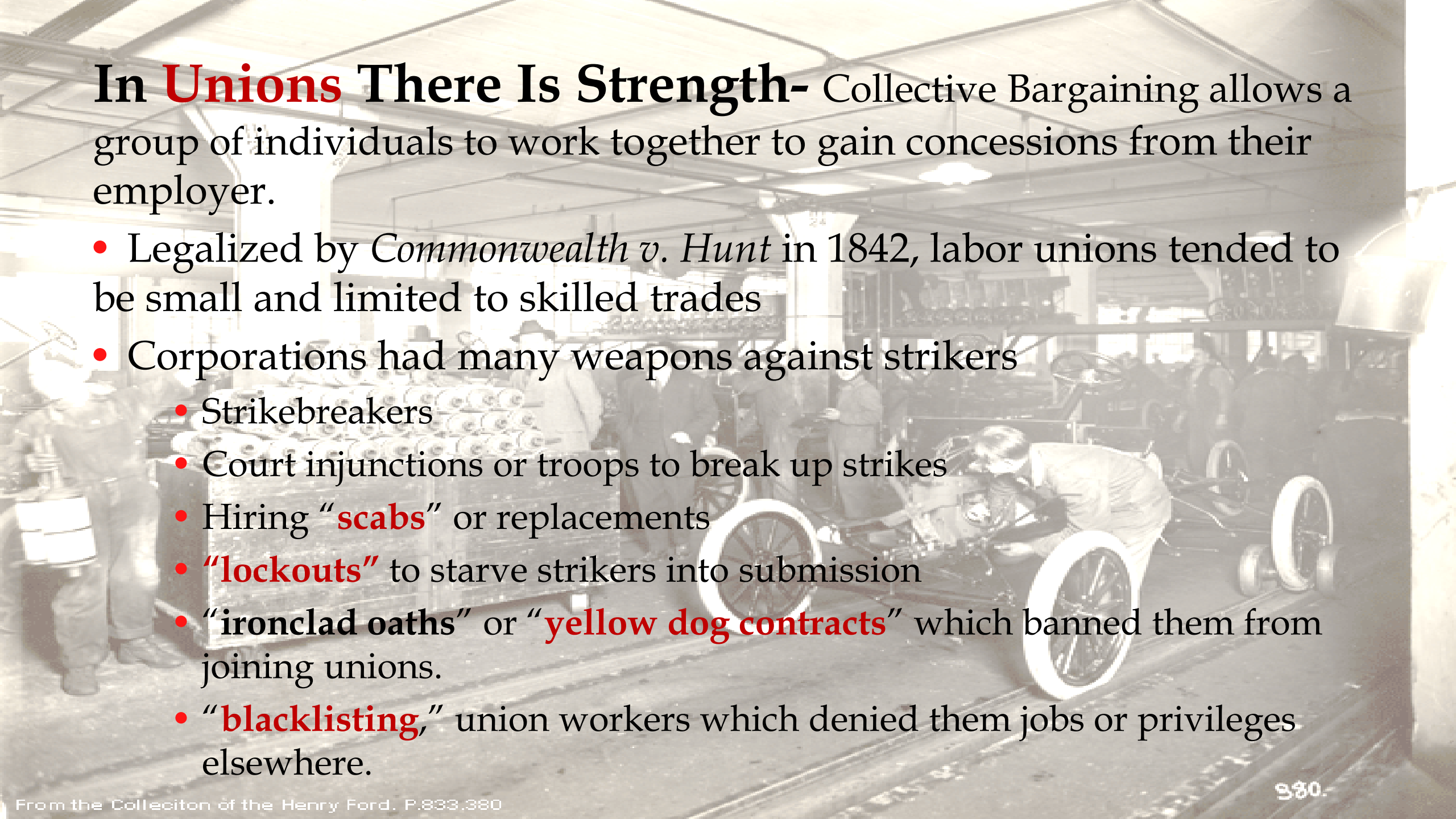
*An inefficient man is like*

*“a bird who can sing but won't sing”*





# Industrial Workers in the New Economy



**In Unions There Is Strength-** Collective Bargaining allows a group of individuals to work together to gain concessions from their employer.

- Legalized by *Commonwealth v. Hunt* in 1842, labor unions tended to be small and limited to skilled trades
- Corporations had many weapons against strikers
  - Strikebreakers
  - Court injunctions or troops to break up strikes
  - Hiring “**scabs**” or replacements
  - “**lockouts**” to starve strikers into submission
  - “**ironclad oaths**” or “**yellow dog contracts**” which banned them from joining unions.
  - “**blacklisting**,” union workers which denied them jobs or privileges elsewhere.





The **Great Railroad Strike of 1877** - The country's first major rail strike

- Wages were cut for the second time in a year by the Baltimore & Ohio Railroad (B&O)
- When militia were used against strikers around the country, strikers responded with violence. Dozens were killed in the riots.
- The strikes and the violence it spawned briefly paralyzed the country's commerce and led governors in ten states to mobilize 60,000 militia members to reopen rail traffic.



**Molly Maguires** – In PA, 10 Irish immigrants were hanged for terrorism and murder in the region's coalfields.

- According to the prosecution, the men were members of a secret organization, the Molly Maguires.
- Although there was some violence the coal mines controlled the police and courts.
- Alarm over the Molly Maguires helped mine operators crush the miners' union, eliminating unions from the coal field for many years.

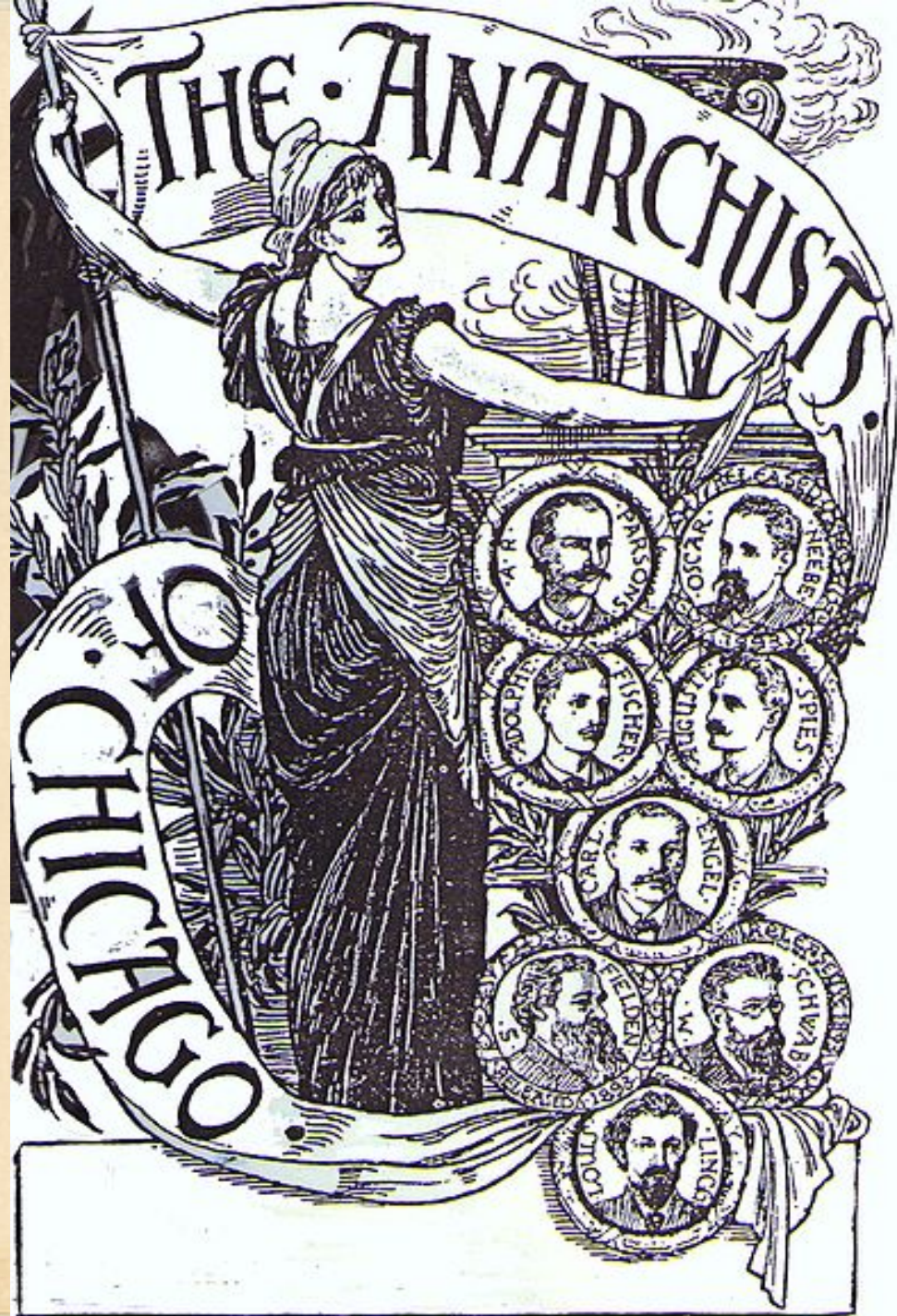


**National Labor Union**, 1866, attracted 600,000 members, but it only lasted six years.

- It excluded Chinese, Blacks and women.
- It won an 8-hour day for gov't workers, but died during the depression of 1873.

**The Knights of Labor**, 1869, sought to create one big union of all workers, skilled and unskilled.

- Opposed to strikes generally.
- Led by Terence V. Powderly, the Knights won a number of strikes for the 8-hour day.
- A successful strike against Jay Gould's Wabash Railroad in 1885 drew a lot more members.



- The **Haymarket Riot** was blamed on the Knights and the K of L became associated with anarchists, so the union died.
- Eight anarchists were rounded up
- No one could prove that they had any association with the bombing
- Five were sentenced to death on a count of conspiracy and gave the other three stiff prison terms.

## American Federation of Labor (AFL)

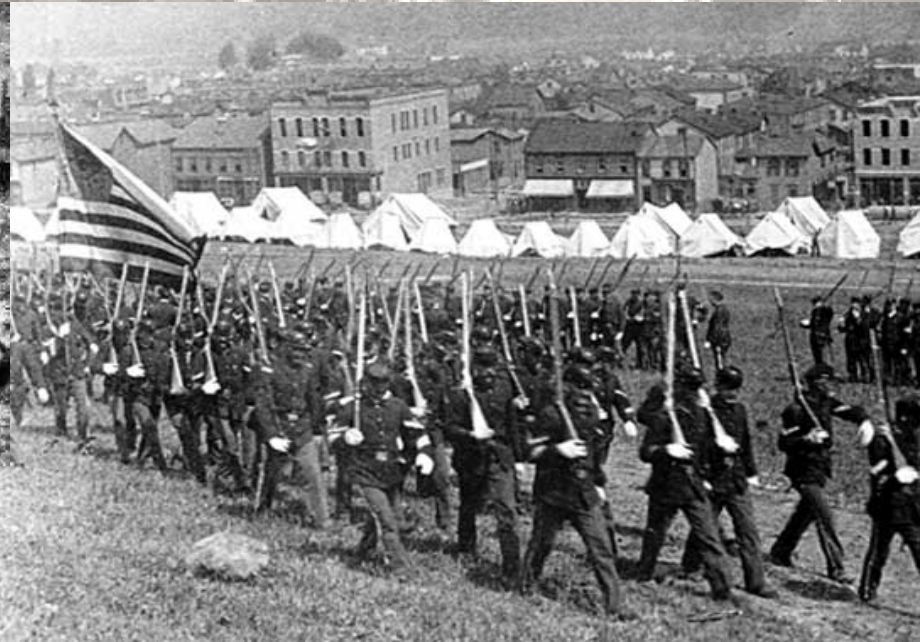
- Founded by Samuel Gompers in 1886
- Consisted of smaller unions, each kept its independence
- Gompers demanded a fairer share for labor.
- Sought better wages, hours, and working conditions.
- Only skilled laborers could join.
- No women, African Americans, or other racial minorities
- Critics called it “the labor trust.”



# Pinkertons



- The **Homestead Strike** in Pennsylvania,
- 1892, resulted in a dozen deaths.
- Iron and steel workers union defeated in a lockout.
- All the strike leaders were blacklisted.
- Carnegie had been seen as a supporter of labor but now pledged to keep unions OUT!



PA state militia called in to guard the mill and the strike breakers or scabs.

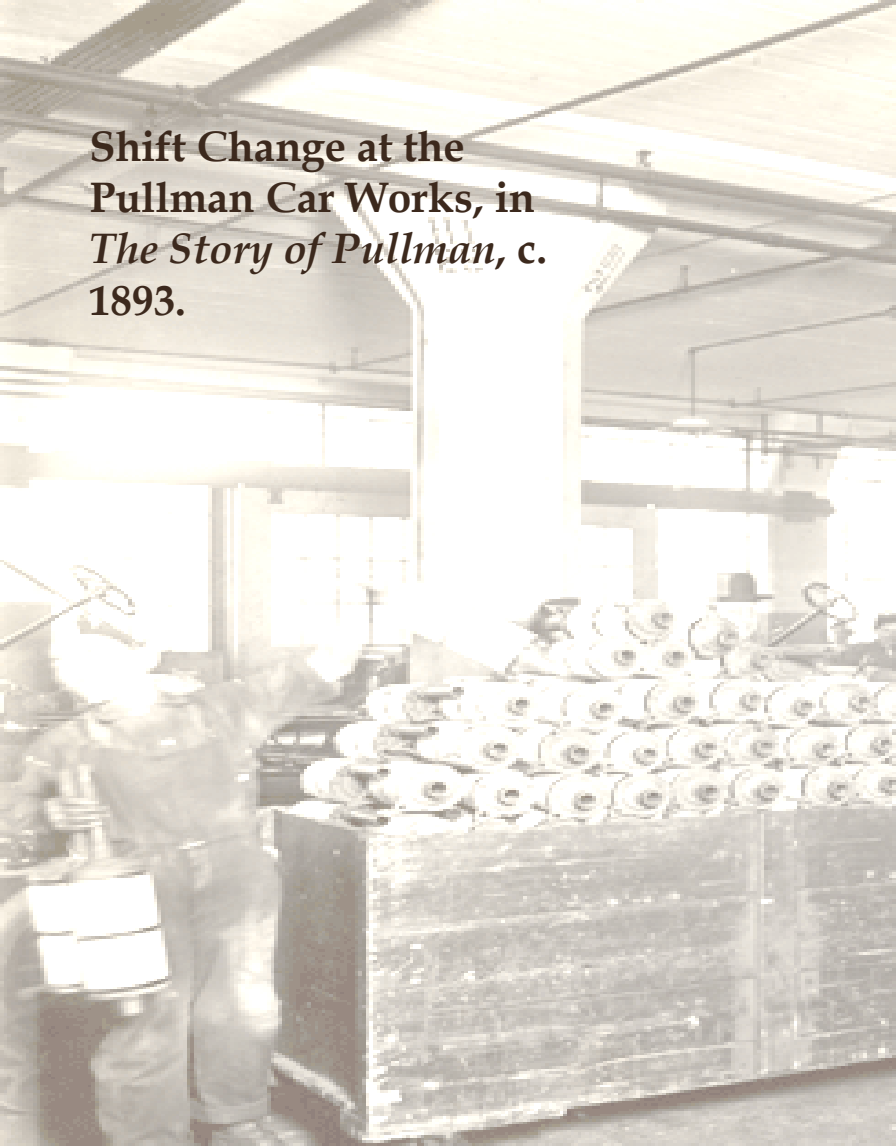
**Pullman Strike, 1894.** The Pullman Palace Car Company cut wages five times – 30 to 70 percent in 1894.

- Pullman owned the entire town, and refused to lower the rents on the workers houses.
- **American Railway Union** went on strike to protest wage cuts. All railroad workers around the country showed solidarity and refused to work on a train that had a Pullman car attached.
- This “interfered” with the delivery of the mail so the fed government used an injunction to have federal troops intervene to stop the strike.
- Pullman reopened with all union leaders fired.
- Debs had a Socialist approach that viewed government and owners as enemies of workers.
- He was arrested and spent 6 months in jail.

**Eugene V. Debs**



Shift Change at the Pullman Car Works, in *The Story of Pullman*, c. 1893.



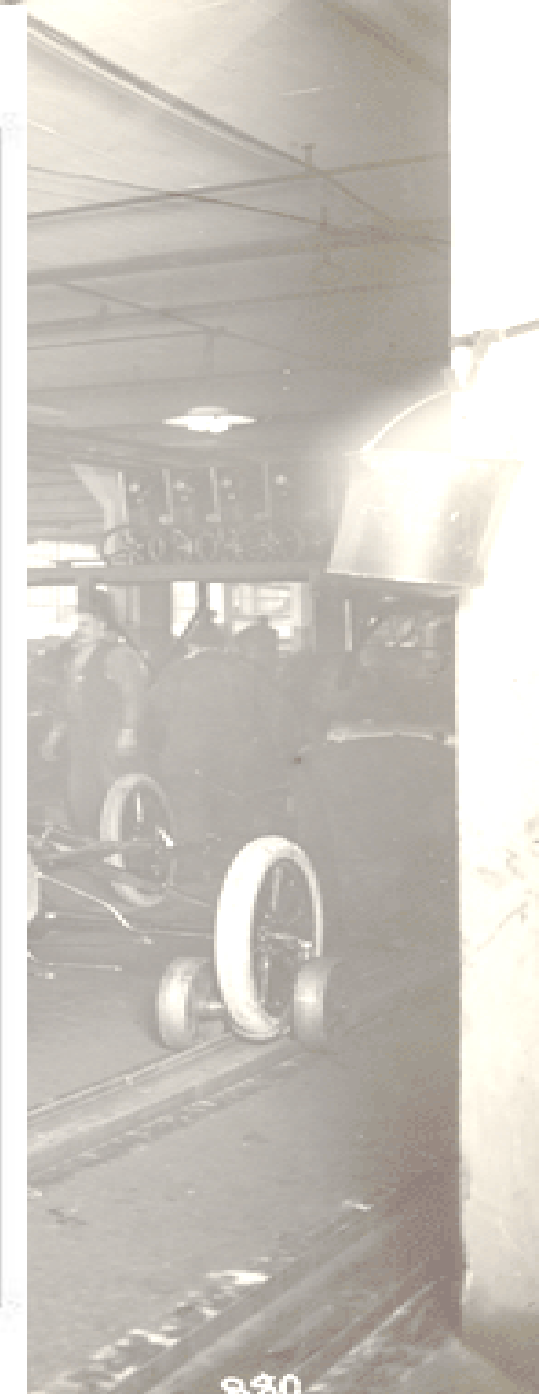
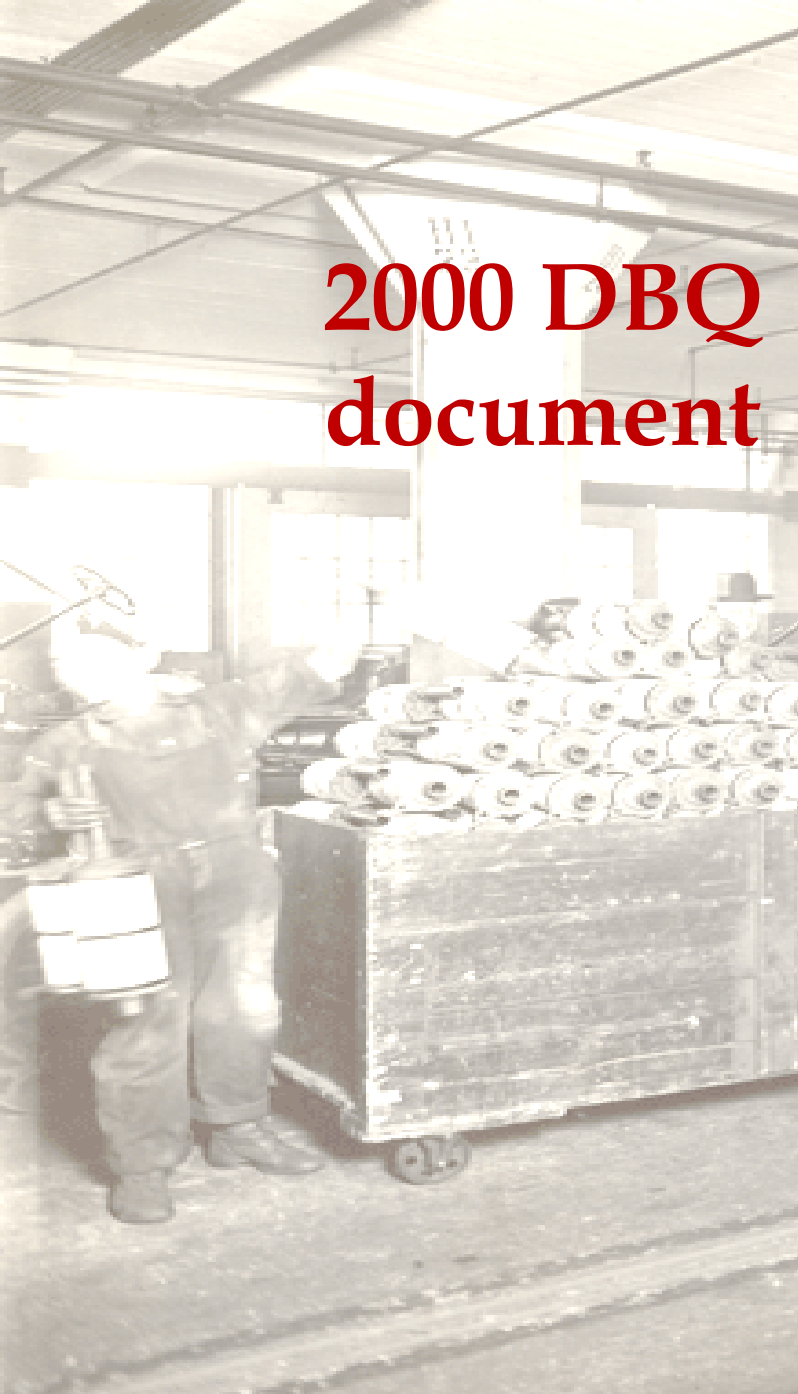
**In the middle of the crisis President Grover Cleveland and Congress created a national holiday, Labor Day, as a conciliatory gesture toward the American labor**



2000 DBQ  
document

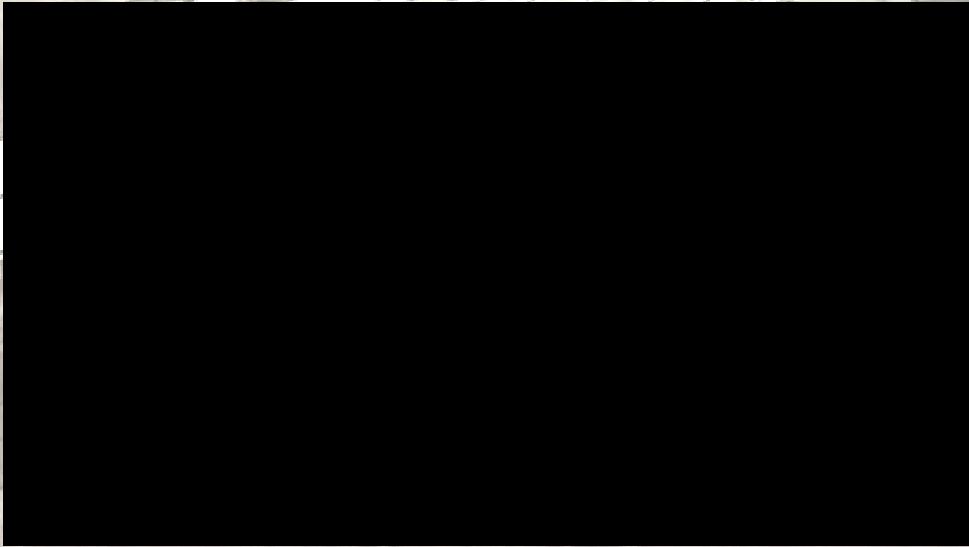


TOO MANY COOKS SPOIL THE BROTH.



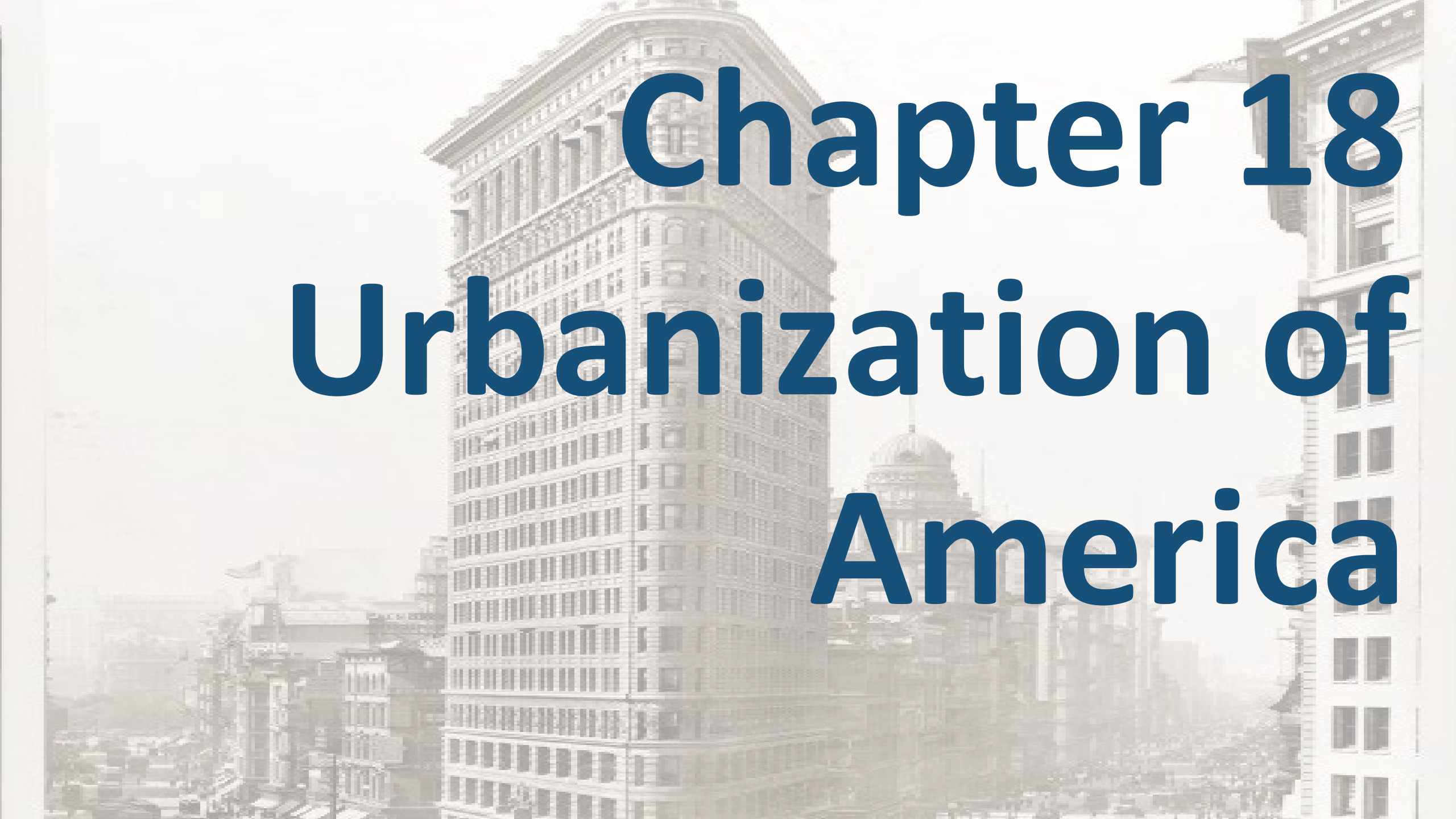
**Poor Working conditions** resulted in 25,000 deaths in industrial accidents per year

- Triangle Shirtwaist Fire (NYC) in 1913 resulted in 146 deaths
- 72,000 railroad workers killed between 1900 and 1917



# The Courts supported Big Business NOT Labor

- In *Lochner v. New York* (1905), Supreme Court ruled that 60-hour workweek limit was unconstitutional
- In *Muller v. Oregon* (1908), Court reversed *Lochner* and limited women's working hours to 10 per day.
- Real labor reform won't happen until the 1930s when federal standards are set for the workplace.

A historical black and white photograph of a cityscape, likely San Francisco, featuring a prominent skyscraper with a rounded corner and a dome in the background. The image is faded and serves as a background for the text.

# Chapter 18

# Urbanization of

# America

# Long Essay Prompt- Immigration

Immigrants from Europe had changing objectives in coming to America from the period 1607-1911. They also had varying levels of success in America during this period.

Discuss changes BOTH in what these immigrants wanted and what they found in America, giving about equal attention to the periods of 1607-1790 and 1820-1911.

# Long Essay Prompt- Urbanization



Analyze the primary causes of the population shift from a rural to an urban environment in the United States between 1875 and 1925.

Please write an intro paragraph for this prompt.

# Urbanization of America

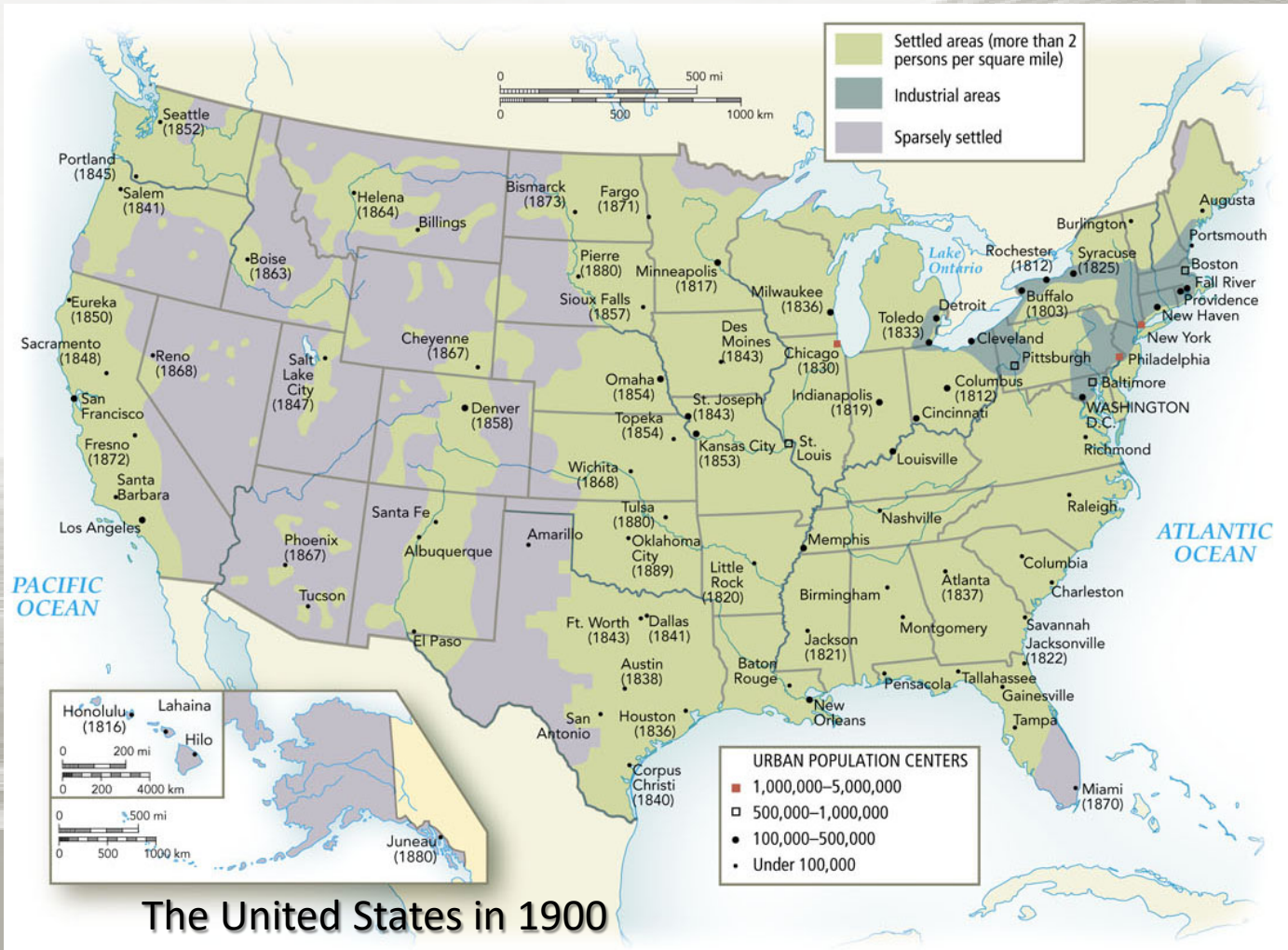
A historical black and white photograph of a large, multi-story urban building complex, likely a tenement or apartment building, with many windows and a prominent corner structure. The text "Urbanization of America" is overlaid in blue.

# Characteristics of Urbanization During the Gilded Age

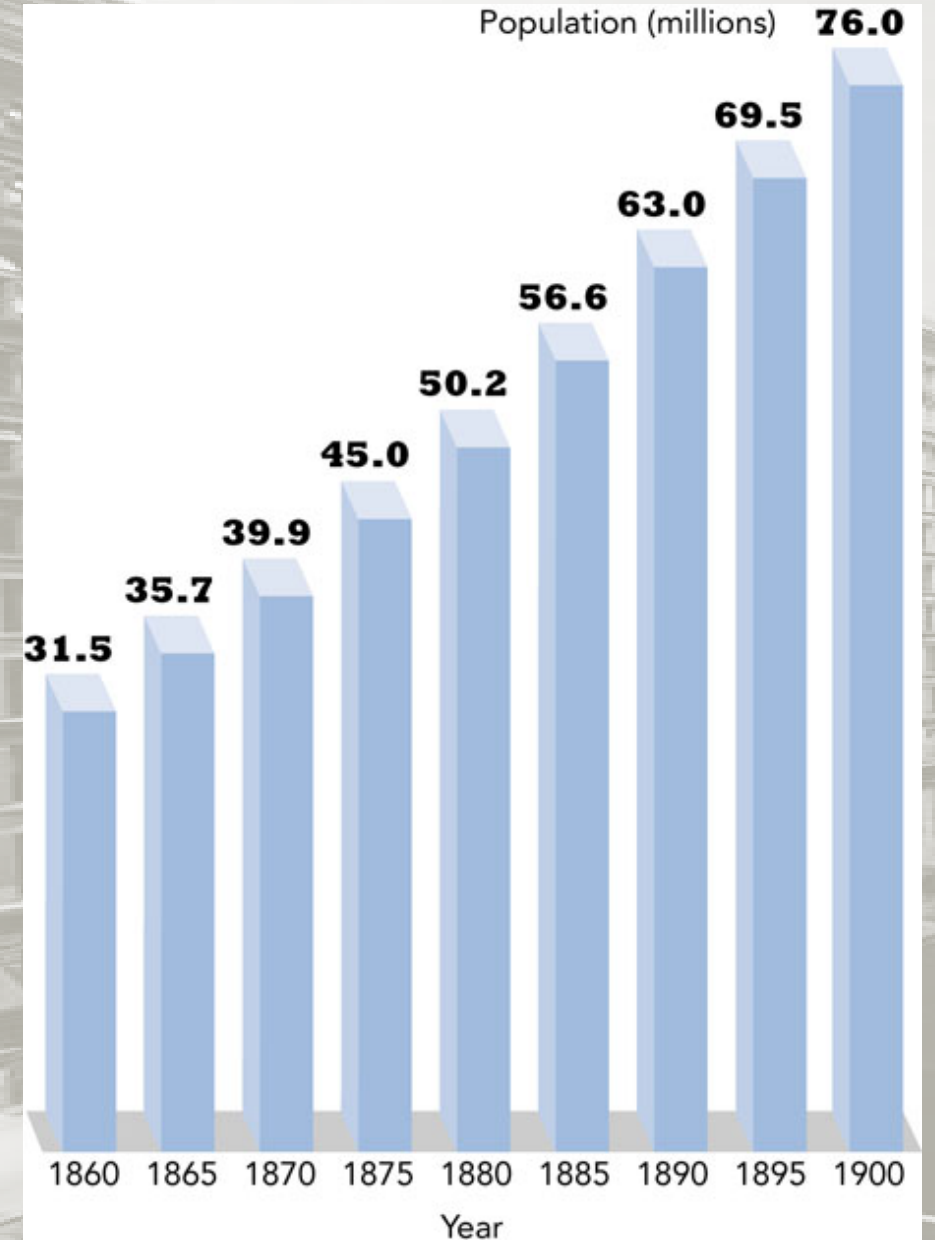
- 1. Rapid growth of cities on coasts and in Great Lakes region.**
- 2. Changes in transportation and mass transit.**
- 3. Magnet for economic and social opportunities.**
- 4. New opportunities for women.**
- 5. Squalid living conditions for many.**
- 6. Political machines controlled the cities**
- 7. Ethnic neighborhoods.**



# The Urbanization of America



The United States in 1900



Population Growth, 1860-1900

# Middle Class Suburbs

To escape, the wealthy city-dwellers fled to suburbs on the new commuter trains.



# Life in the Cities

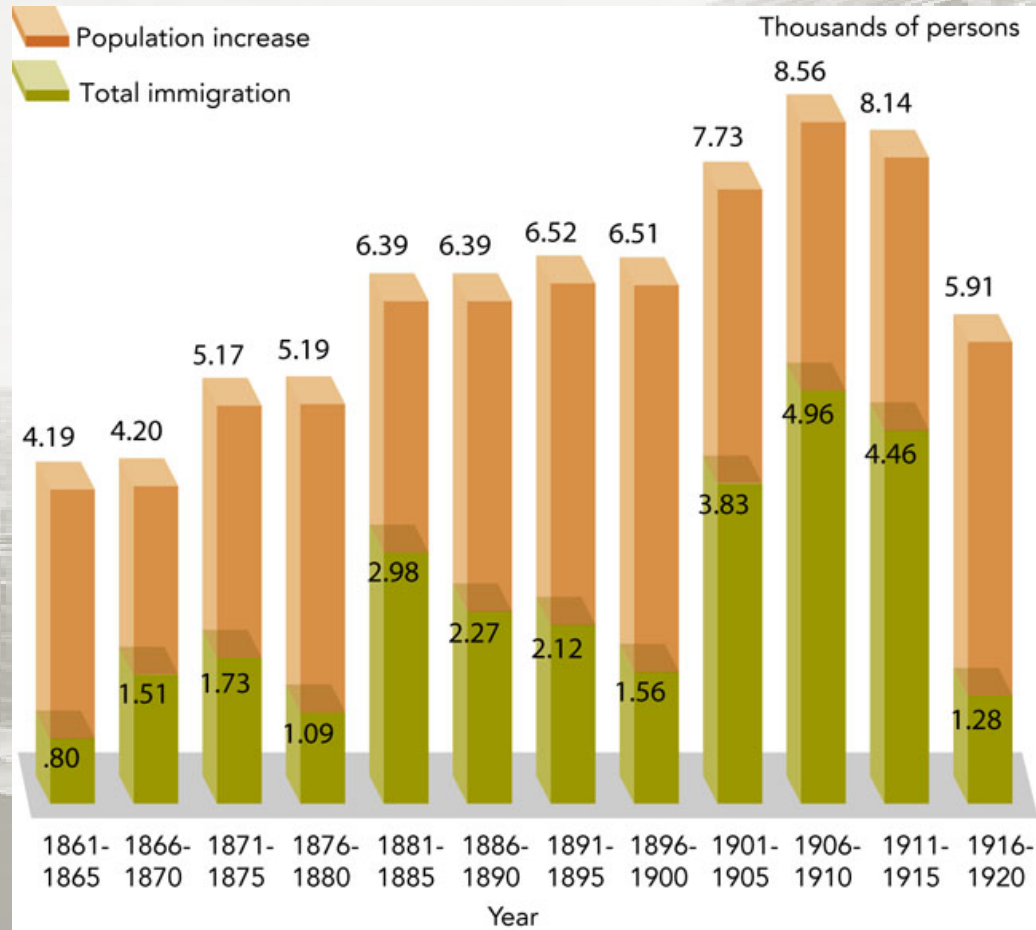
The city grew to metropolises that required commuting by electric trolleys.

Electricity, indoor plumbing, and telephones made city life more alluring.

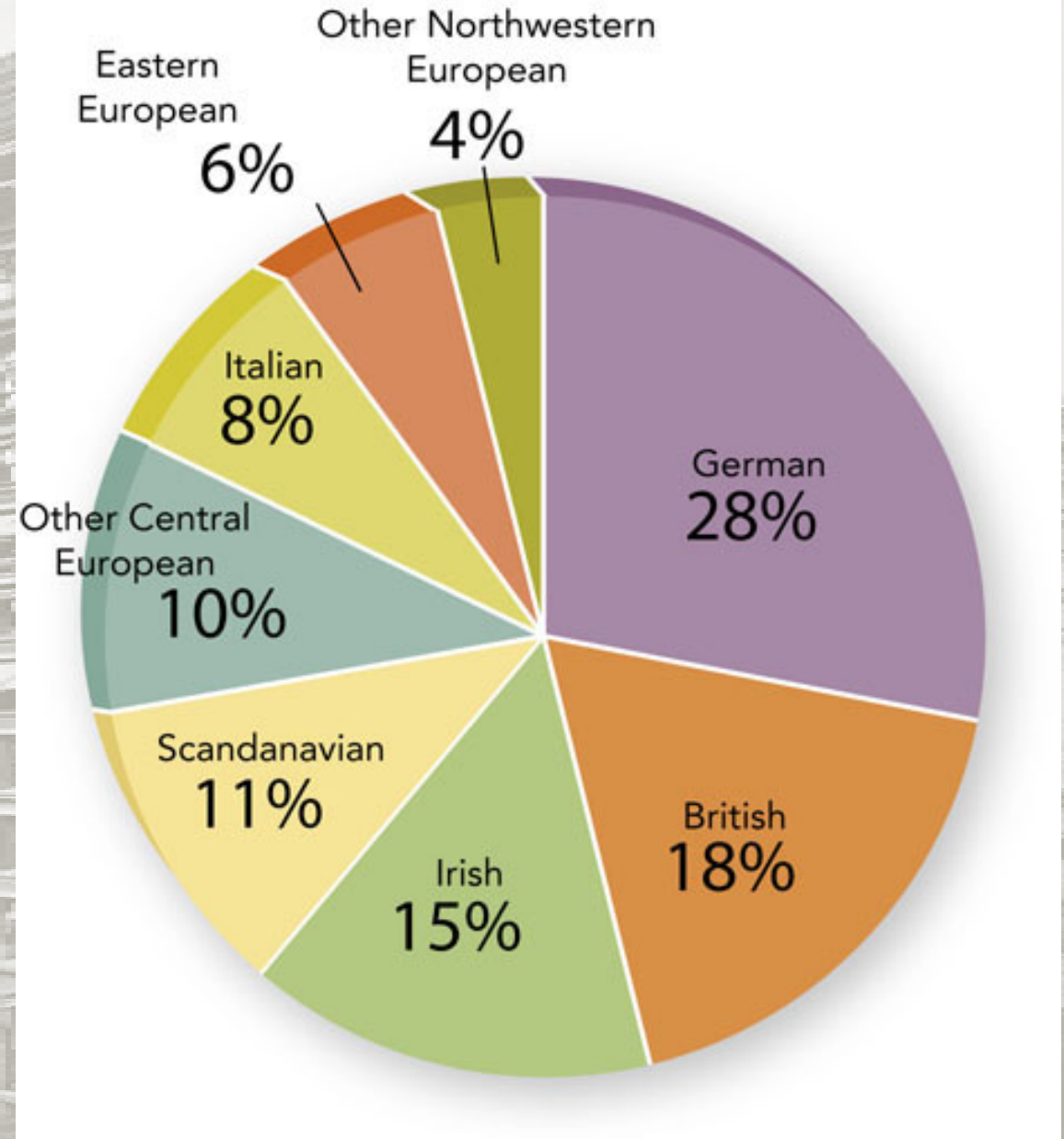
**Boston had the first subway system in 1897.**  
Park Street Station, Boston, Massachusetts, USA, circa 1898.



# Immigration into America



Immigration's Contribution to Population Growth, 1860-1920



Sources of Immigration from Europe, 1860-1900

# Push Factors

- No opportunity for land in Europe.
- Employment- industrialization had eliminated many jobs.
- Religious pogroms in Russia against Jews.
- Political turmoil and Revolutions



# Pull Factors

- Economic opportunity-
- “Streets paved with gold”  
(Profit-seeking Americans exaggerated the benefits of America so that they could get cheap labor.)
- Religious Freedom
- Education
- Hope for a new life
- Family in the new country



# Old Immigration

- Before the Civil War most of the immigrants had come from the British Isles and Western Europe (Germany and Scandinavia), were literate, and accustomed to some type of representative government.
- Between 1800-1880, 10 million immigrants came to America,



# “New Immigration”

- Between 1891-1910, 12 million immigrants came to America.
- Many of these new immigrants were Catholic, Greek Orthodox, or Jewish, this would cause conflict with the predominantly Protestant “native” Americans.
- While the southeastern Europeans accounted for only 19% of immigrants to the U.S. in 1880, by the early 1900s, they were over 60%!





Under the Imperial Russian coat of arms, traditionally dressed Russian Jews, packs in hand, line Europe's shore as they gaze across the ocean. Waiting for them under an American eagle holding a banner with the legend "Shelter me in the shadow of your wings" (Psalms 17:8), are their Americanized relatives, whose outstretched arms simultaneously beckon and welcome them to their new home.

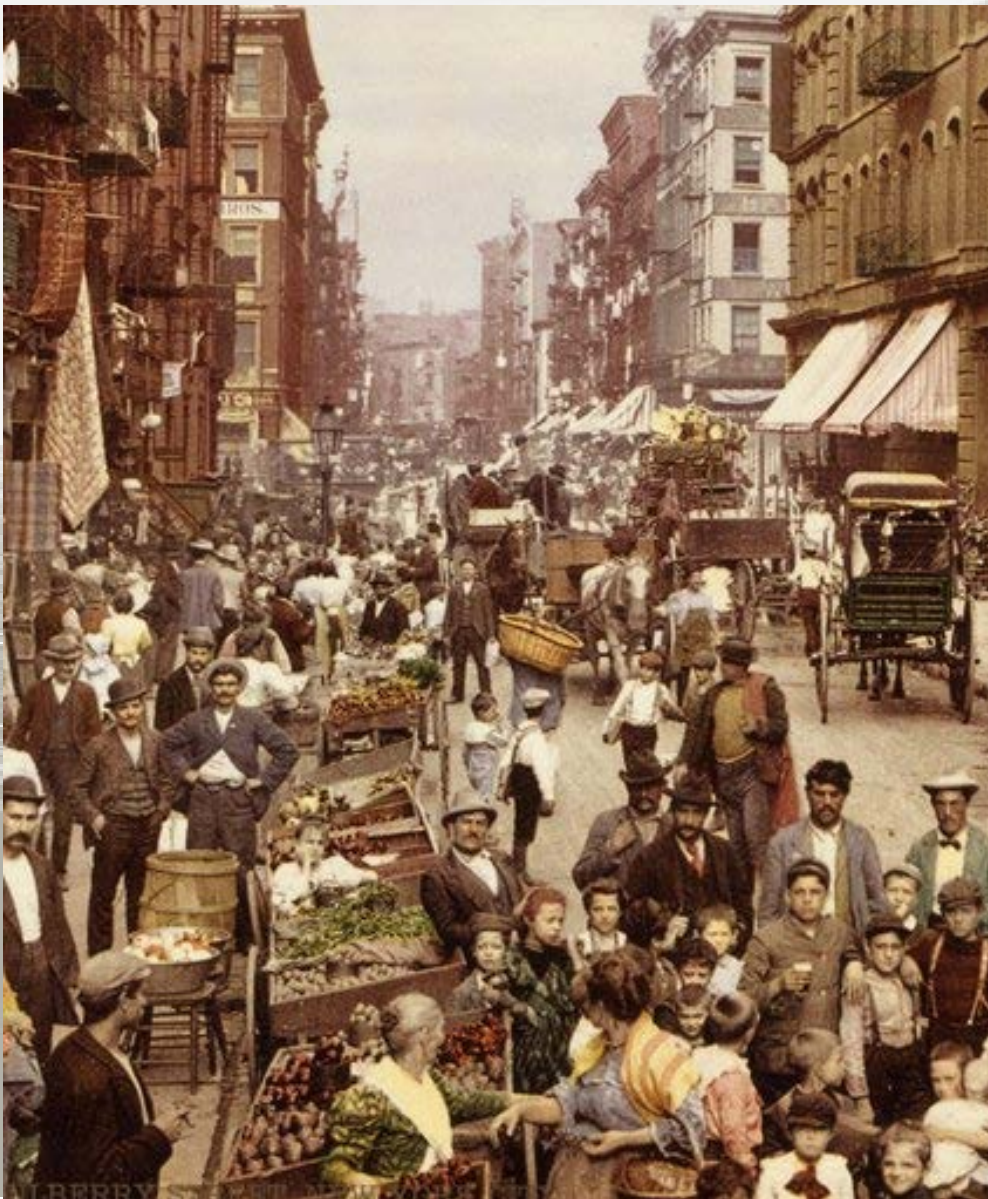


# Struggling Immigrant Families



- Women and their children did piecework in their homes to bring in extra money.

# Mulberry Street – “Little Italy”



# Pell St. – Chinatown, NYC



# Hester Street – Jewish Section

# Reactions to the New Immigration

- The federal government did little to help immigrants assimilate into American society.
- Immigrants were often controlled by powerful “bosses” (such as New York’s Boss Tweed) who provided jobs and shelter in return for political support at the polls.
- New immigrants had some resources to help them acclimate to life in America.
- Church communities helped them maintain their sense of identity and culture.
- Benevolent Societies were aid societies to help immigrants who became ill, had legal problems, or ran into any problems.

# Assimilation and Integration of Children First

*Free classes in  
English!*

*Learn to Speak,  
Read & Write the  
Language of our  
Children.*

פרייע קלאסען איז ענגליש!

לערנט לעזען, שרייבען און רעדען  
די שפראך פון אייערע קינדער.

פארבערייטונג צו  
ווערען א בירגער.  
אלע סקול געגען-  
שטענדע. ספעציעלע  
קלאסען פאר געבילד-  
דעטע אויסלענדער.

FREE CLASSES  
IN ENGLISH!

LEARN TO SPEAK, READ  
& WRITE THE LANGUAGE  
OF YOUR CHILDREN.  
NATURALIZATION PREP-  
ARATION. ALL SCHOOL  
SUBJECTS. SPECIAL  
CLASSES FOR EDUCAT-  
ED FOREIGN BORN.

אינפארמאציע וועגען די קלאס-  
ען קענט איהר קריגען איין..

INFORMATION  
& CLASSES AT.

WPA ADULT EDUCATION PROGRAM BOARD OF EDUCATION CITY OF NY.

- **Settlement Houses**--literacy classes, crafts classes, job training
- **Jane Addams**- Chicago's **Hull House** in 1889
- Florence Kelley in New York



# Narrowing the Welcome Mat



The “Nativism” and anti-foreignism of the 1840s and 1850s came back in the 1880s.

- The “native” Americans blamed immigrants for the degradation of the urban government.
- Trade unionists disliked immigrants for their willingness to work for lower wages and for bringing in “dangerous” doctrines like socialism and communism into the U.S.

Immigration under  
attack, 1903

(New York Public Library;  
Astor, Lenox and Tilden  
Foundations)








## "The American River Ganges - The Priests and the children," 1871.

Citation: *Library of Congress Prints and Photographs Division, Washington, DC 20540. LC-USZ6-790. Thomas Nast cartoon. Harper's Weekly, Sept. 30, 1871.*



Citation: J. Keppler cartoon. Puck Magazine, January 11, 1893

- 
- **American Protective Association (APA)** – a short-lived anti-Catholic political group- it achieved virtually nothing.
  - In 1882, Congress passed **1882 Immigration Act**, the first restrictive law against immigration, which banned paupers, criminals, convicts, lunatics, etc. from coming here. [the Chinese Exclusion Act was part of this legislation]
  - In 1885, the **Alien Contract Labor Law** was passed banning the importation of foreign workers under usually substandard contracts.

- Literacy tests for immigrants were proposed, but were partially adopted in 1906 with the **Naturalization Act**.
- Ironically in this anti-immigrant climate, the **Statue of Liberty** arrived from France—a gift from the French to America in 1886.





## ***The New Colossus***

***by Emma Lazarus***

***Not like the brazen giant of Greek fame,  
With conquering limbs astride from land to land;  
Here at our sea-washed, sunset gates shall stand  
A mighty woman with a torch, whose flame  
Is the imprisoned lightning, and her name  
Mother of Exiles. From her beacon-hand  
Glow's world-wide welcome; her mild eyes  
command***

***The air-bridged harbor that twin cities frame.  
"Keep, ancient lands, your storied pomp!" cries  
she***

***With silent lips. "Give me your tired, your poor,  
Your huddled masses yearning to breathe free,  
The wretched refuse of your teeming shore.  
Send these, the homeless, tempest-tost to me,  
I lift my lamp beside the golden door!"***

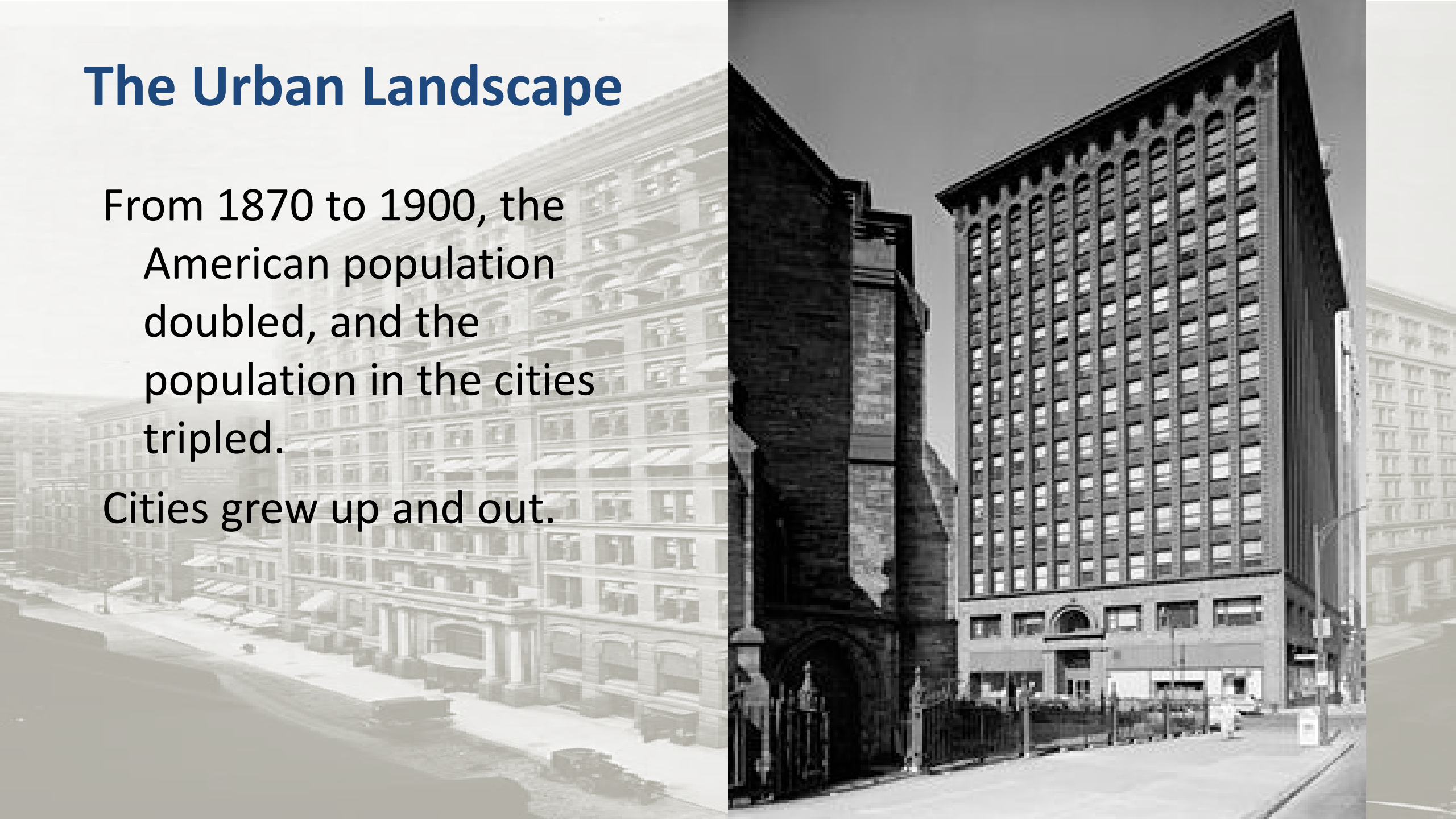
An aerial, sepia-toned photograph of a dense urban landscape. The central focus is a large, multi-story building with a prominent corner and a grid of windows. The building has a classical architectural style with decorative elements. To the left and right, other multi-story buildings are visible, creating a sense of a tightly packed city. The foreground shows a street with a sidewalk and a small number '1' on the ground. The overall atmosphere is historical and urban.

# Urban Landscape

# The Urban Landscape

From 1870 to 1900, the American population doubled, and the population in the cities tripled.

Cities grew up and out.



Architects as **Louis Sullivan** worked on skyscrapers (first appearing in Chicago in 1885).

- **The Chicago School of Architecture**
- *Form follows function!*

The first skyscraper was 1885's Home Insurance Building in Chicago. It was 10 stories tall.

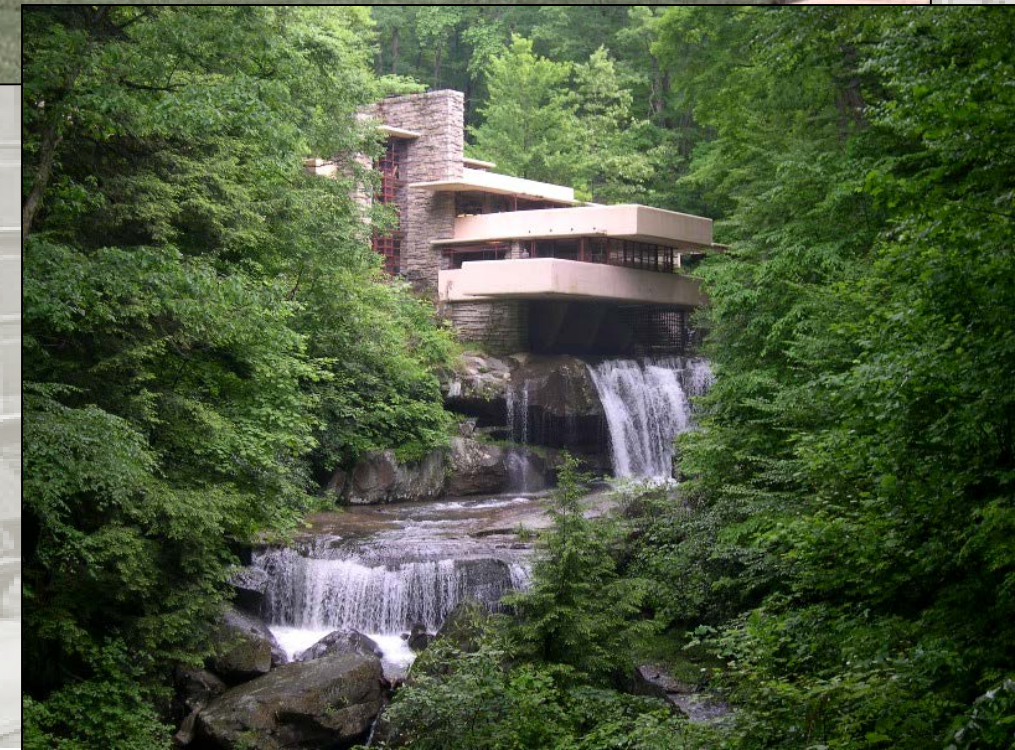
By 1913 New York's Woolworth Building rose 55 stories.





# Frank Lloyd Wright

- “Prairie House”  
School of  
Architecture
- “Organic  
Architecture”
- *Function follows form!*



“Falling Waters”, 1936

# Frank Law Olmstead

The City Beautiful Movement inspired cities and towns to redraw streets, create grand spaces, like Central Park, and build ornate public buildings.

The Mall in Central Park, 1902



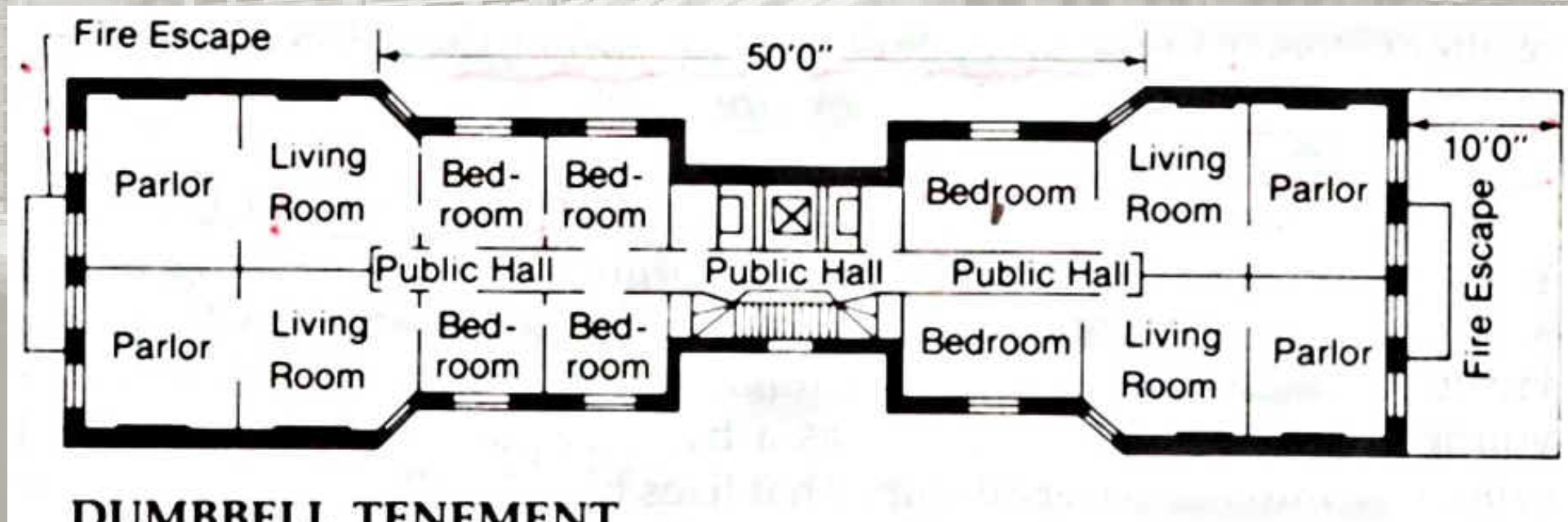
# John A. Roebling: The Brooklyn Bridge, 1883



# Urban Problems

These growing cities faced major sanitation problems like:

- Crime, Impure water, and Uncollected garbage
- Slums, which were crammed with people.
  - The so-called “**dumbbell tenements**” (which gave a bit of fresh air down their airshaft) were the worst since they were dark, cramped, and had little sanitation or ventilation.



# Lower East Side, NYC



In New York, officials investigate a squalid tenement, 1900.



It cost a  
dollar a  
month to  
sleep in  
these  
sheds.



Tenement living, Chicago



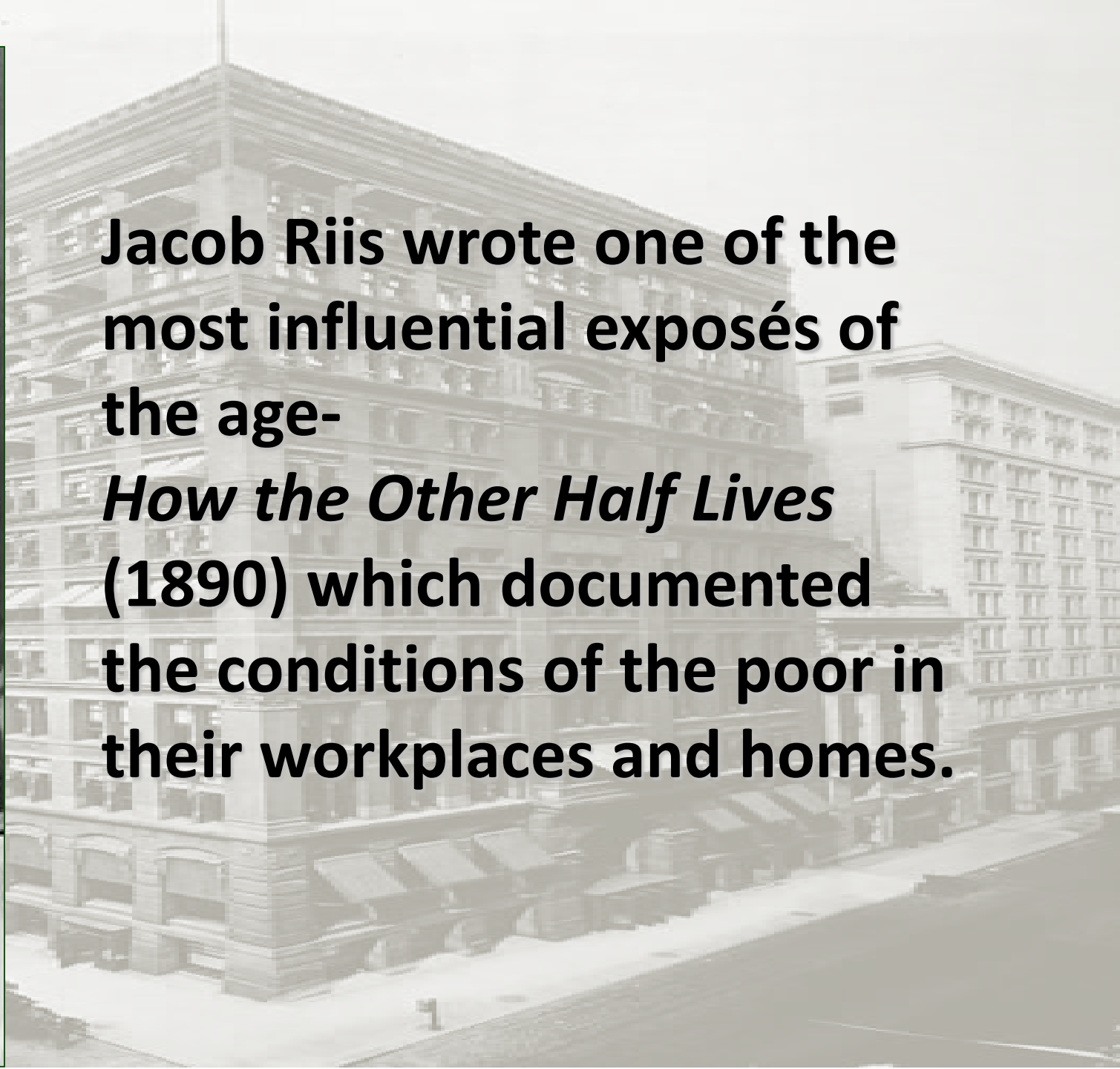


"Room in a Tenement Flat," Jessie Tarbox Beals, 1910





**Jacob Riis wrote one of the most influential exposés of the age-  
*How the Other Half Lives* (1890) which documented the conditions of the poor in their workplaces and homes.**





# Strains of Urban Life

# Fixing the problems of the Cities

**Social Gospel-** sought to apply teachings of Jesus to the problems of urban society. Blame for problems did not rest with the poor, but with society.

Walter Rauschenbusch and Washington Gladden began preaching the “**Social Gospel,**”



The **Salvation Army** church tried to help the poor and unfortunate.



A Salvation Army lodging house in Fourteenth Street, New York City. Before 1899.



**YMCA's** and **YWCA's** (Young Men's/Women's Christian Association) also provided recreation and education for men and women in cities.



# The Tweed Ring in NYC



"THAT'S WHAT'S THE MATTER."

BOSS TWEED. "As long as I count the Votes, what are you going to do about it? say?"

## William Tweed

(notorious head of **Tammany Hall's political machine**) The artist Thomas Nast → gains fame as a crusading cartoonist/reporter

# Who Stole the People's Money?



WHO STOLE THE PEOPLE'S MONEY? — DO TELL .N.Y.TIMES.

'T WAS HIM.



# The New Morality

- Anthony Comstock waged a lifelong war on the “immoral.”
  - Laws known as “**Comstock laws**” sought to close down gambling, pornography, prostitution, contraceptives (and literature about contraceptives) and Sunday liquor sales.



# Rise of Mass Consumption



# New forms of marketing and retailing

Department stores like Macy's (in New York) and Marshall Field's (in Chicago) provided urban working-class jobs and also attracted urban middle-class shoppers.

Mail-order stores like Sears and Montgomery Ward made goods readily available to people in cities and especially small towns.



## Our \$3.45 Mandolinetto.

No. 12R912 The body is 10 inches long,  $7\frac{1}{4}$  inches wide, made of maple, finished in imitation rosewood, light colored spruce top, with celluloid bound top edge, figured wood inlaying around sound hole, gutta percha guard plate, imitation mahogany neck, with rosewood finish and pearl position dots, brass screw patent head, nickel plated tailpiece and sleeve protector. We include, without extra charge, one genuine tortoise shell mandolin pick, and one complete mandolin instruction book. Regular price, \$10.00.



No. 12R912 Our special price..... \$3.45  
Shipping weight, about 7 pounds.

No. 12R914 Same style as No. 12R912, only made of solid rosewood, with selected Eastern spruce top, celluloid bound edges, top and back, inlaying around sound hole, gutta percha guard plate, mahogany neck, solid ebony fingerboard, position dots of pearl, best quality American patent head, nickel plated tailpiece and sleeve protector combined. We include free of charge a genuine tortoise shell pick and complete instruction book.

No. 12R914 Our special price..... \$6.25

An aerial, sepia-toned photograph of a large, multi-story building complex. The building features a prominent grid-like facade with many windows and a central corner tower. The surrounding area includes other buildings, streets, and a body of water in the foreground. The overall scene depicts a dense urban environment.

# Leisure in the Consumer Society

# The Business of Amusement

- In entertainment, **Phineas T. Barnum** (who quipped, “There’s a sucker born every minute,” and “People love to be humbugged.”) and **James A. Bailey** teamed up in 1881 to stage the “Greatest Show on Earth”



The **Columbian Exposition** in 1893, in Chicago, displayed the newest technology and cultural exhibits.



# Leisure in the Consumer Society

## Spectator Sports

Major League Baseball

Growth of College Football

Gambling and  
Sports



Woman with a royal flush



# High Culture



# Art and Literature reflected the urban life as well.

## Art in the Age of the City

- The **Ashcan School** of Art depicts streets scenes and more **realism** than before.
- George Bellows “Cliff Dwellers” 1913
- John Singer Sargent
- James Whistler
- Mary Cassatt



# The Literature of Urban America

## Social Realism

- **Theodore Dreiser's** *Sister Carrie* told of a woman's escapades in the big city and made cities appear dazzling and attractive.
- **Henry George**, wrote *Progress and Poverty*, it is a book about economic inequality and possible remedies.
  - It was he who proposed the idea of the **graduated income tax**—the more you make, the greater percent you pay in taxes.
- **Edward Bellamy** published *Looking Backward* in 1888. He criticized social injustices and pictured a utopian government that had nationalized big business serving the public good.

# Growing Education Movement

- More public schools were built and free textbooks were funded by taxpayers.
  - By 1900, there were 6,000 high schools in America; kindergartens also multiplied.
- To help adults who couldn't go to school, the **Chautauqua movement**, (a successor to the **lyceums**) was launched in 1874.
  - Included public lectures by famous writers and at-home studies.
- Americans see education as a solution to poverty.



# Universal Schooling

## Toward Universal Schooling

Spread of Public Education was to counteract the atrocities of child labor in the factories.

“Land-Grant” Institutions are established across the Midwest and West especially

## Education for Women

Women’s Colleges were established, since most colleges were not yet co-ed

University of Minnesota, c. 1900  
(Library of Congress)





"A Prospect of Over-Education....\$68,000,000 were given for colleges last year; if the mania for college education continues we may soon expect the above state of affairs." c. 1900.