* Chapter 14
* Immigration and Urbanization
* 1865-1914
* Following the Industrial Revolution, America experienced many changes in all aspects of life.
* We will discuss three…
* 1. Immigration
* Beginning in the 1870s, America experienced “new” immigrants from southern and eastern Europe.
* Unlike the “old” immigrants, many of the new immigrants were often poor, uneducated, unskilled, Catholic or Jewish and likely to settle in the cities rather than farms.
* Several factors caused these immigrants to want to leave their home countries:
	+ Land reform and low prices forced many farmers off their land
	+ Wars and political revolutions (China and eastern Europe)
	+ Religious persecution (Russian and western European Jews)
* Several factors pulled immigrants to the U.S.:
	+ Plentiful land and employment
	+ “Chain immigrants” joined family or friends who had already settled in America
* Immigration (cont.)
* Coming to America was a big decision. Deciding to leave family behind, face a hard and costly journey with an uncertain end, and face the difficulties of living in a new land with a different language and culture.
* Travelers needed money for the passage and to make a new start, even though some only had enough for a ticket. They could only bring along what they could carry. Then they made their way to a port, hoping a ship would be leaving soon.
* Most immigrants traveled in steerage, which were the worst accommodations on the ship. Located on the lower decks with no private cabins, it was crowded and dirty. Illnesses spread quickly and bad weather could cause seasickness in tight spaces.
* The first stop in America for immigrants was a processing station where immigration officials decided who could stay in the U.S. The most famous station for European immigrants was **Ellis Island** in New York Harbor.
* Immigration (cont)
* To enter, immigrants needed to be in good health and show that they had money, a skill or a sponsor to provide for them.
* Chinese and other Asian immigrants crossed the Pacific Ocean, arriving in San Francisco Bay and being processed at **Angel Island**.
	+ Angel Island seemed to be designed to filter out Chinese immigrants. After 1882, Chinese immigrants were turned away unless they could prove they were U.S. citizens or had family in the U.S.
* Once they passed inspections and were allowed into the U.S., immigrants faced many more challenges such as where to settle and how to find work.
* In many cities, volunteer institutions known as *settlement houses* ran **Americanization** programs, helping newcomers learn English and adopt American dress and diet.
* Immigrants also stuck together to keep from being taken advantage of or ripped off.
* The idea of America as a “melting pot” of *white* cultures was established here.
* 2. Cities Expand and Change
* In the late 19th century, America experienced a period of **urbanization** in which a number of cities and people living in them increased dramatically.
* America’s major cities were manufacturing and transportation centers clustered in the Northeast, on the Pacific Coast and along the waterways of the Midwest. They were connected by railroads and became magnets for immigrants and rural Americans (farmers) because of the abundance of jobs. Even though life in the cities was hard, it offered variety, promise and excitement.
* Technology played a large role in the changing of cities:
	+ **Mass-transit** (Electric trolleys and subways could carry large numbers of people fairly inexpensively. This also allowed people who could afford transit fares to move to suburbs, which was the quieter perimeter on the outside of cities.)
	+ **Skyscrapers** (These 10-story or taller buildings provided more space when there was none left on the ground…couldn’t be possible without the elevator)
	+ **City Planning** (This massive growth led city planners to create public spaces such as libraries, government buildings. They also created city parks.)
* 3. Social and Cultural Trends
* Historians refer to the last 3 decades of the 19th century as the “**Gilded Age**” based on Mark Twain’s 1873 novel where he depicted American society as having a rotten core covered in golden paint.
* This new, modern America offered many new luxuries such as sports, shopping, and popular culture.
* Workers worked for wages and even farmers made more cash as machinery helped them produce and sell more crops. At the same time, more products were available than ever before at lower prices.
* This led to a culture of **conspicuous consumerism**, in which people wanted and bought the many new products on the market. People were able to do and buy more than they would have in the past. *Americans became consumers.*
	+ The first department store was opened (Macy’s) in New York City and it became the largest single store in America. It was the first to use the sale method of widespread advertising—a variety of goods organized into departments.
	+ Shopping became more about the consumer. Money-back guarantees were introduced at this time.
	+ Original logos and trademarks were also introduced at this time. Americans began to notice and buy name-brand goods.
* Social and Cultural Trends (cont)
* These consumption patterns led to a higher standard of living for Americans.
* Americans began to measure success by how much they could buy.
* Equating purchasing power with a higher standard of living, people rushed to modernize their homes and clothing styles.
* The end of the 19th century is sometimes called the Victorian Era because the rich were richer than ever and the middle-class was able to imitate their lifestyle.
* New luxuries such as indoor plumbing also became common.
* Social and Cultural Trends (cont)
* One of the effects of the spread of transportation, communication and advertising was that Americans all across the country became more and more alike in their consumption patterns. Rich and poor could wear the same clothing styles (although quality would differ) and household gadgets, toys and food preferences were often the same from house to house. This phenomenon is known as **mass culture**.
* Newspapers of the Gilded Age both reflected and helped created mass culture. The number of newspapers in circulation increased dramatically.
	+ **Joseph Pulitzer** created an early, very successful newspaper called *World* in New York. Pulitzer believed the job of a newspaper was to inform people and to stir up controversy. His newspapers were sensationalistic. They were designed to get the widest possible readership, not just report the news.
	+ **William Randolph Hearst**, publisher of *Morning Journal*, employed the same tactics and sensationalistic journalism was born.
* Social and Cultural Trends (cont)
* Newspapers and literature (Mark Twain and others) flourished during this time because more Americans could read. Public education had expanded greatly, more high schools and kindergartens were established. As a result, the literacy rate grew to 90% by 1900.
* John Dewey was an education reformer who sought to enhance student learning by introducing new teaching methods. (He argued for more student-centered learning.)
* Social and Cultural Trends (cont)
* New types of entertainment also emerged during the Gilded Age:
	+ **Amusement parks**-in 1884, Lamarcus Thompson opened the world’s first roller coaster. It opened at Coney Island, now the world’s most famous amusement park in New York City.
	+ **Outdoor events**-in 1883, “Buffalo Bill” Cody began offering prizes for competitions in riding, roping and shooting at his ranch in Nebraska. So many people attended that Buffalo Bill took his show on the road. Buffalo Bill’s Wild West Show toured America and Europe, shaping the world’s romantic notion of the American West. The show included markswoman Annie Oakley and the Sioux leader Sitting Bull.
	+ **City entertainment**-musical theater called “*vaudeville shows*” were a medley of musical dramas, songs and comedy for all ages. Movie theaters called “*nickelodeons*” soon introduced motion pictures, charging a nickel for admission. *Music halls* also became popular at this time. Many large cities hosted *exhibitions of new technology*.
	+ **Sports**-Baseball became America’s national sport and the National League organized it into a business in 1876. It soon became a public show. Major cities built huge stadiums. Baseball players such as Cy Young (and a little later, Babe Ruth) became famous.