

Lesson #58 U.S. History

Urban Development

The Growth and Development of Cities:

Cities in the West

Chicago, Denver, Omaha, Salt Lake San Francisco, Los Angeles, and Portland.

Chicago hub of Railroad system Transportation was the primary reason expansion
Elevators and other engineering advances help cities to grow vertically.

Chicago Fire gave the opportunity for new construction methods
Streetcars and bridges allow them to grow horizontally and develop suburbs

Problems of Cities:

1. Traffic
2. Health
3. Pollution
4. Construction
5. Services: Transportation, Water, Lighten, Fire, Police, Safety & sanitation
6. Housing

Life in the cities

Living conditions: Lower Class



Leisure Class Living Conditions



Vanderbilt Mansion in New York



Inside room

Crime, Poverty & Disease



Gangs



Lizzie Borden and "40 whacks"



New York in 1890's had 100,000 horses working in the city. They produce 2.5 million pounds of manure each day that had to be removed.



Fainting Bertha – pickpocket



George H. Ray – manslaughter



Chain Gang



Attractions of the cities: Theaters, Work, play, Carnegie Hall



Central Park



Wanamaker Department Store and Display Windows



Communication

- Trans-Atlantic Cable 1866
- Telephone 1876
- Marconi's wireless



Phonograph



Wireless radio



Telephone

Transportation:



Trolley horsepower



Trolley Electric



Bicycle



Automobile



"Trolley Dodgers" Brooklyn

Power - internal combustion engine 1876

- electrification 1881
- Daimler's automobile 1885

Taylorism – time study at Ford Plant allow Ford to speed up the moving assemble line

Chemicals

- synthetics
- 90% of dyes from Germany
- plastic / fibers
- rayon / resin

Proctor & Gamble Cincinnati October 31, 1837

Soap and candles during Civil War 1,000 cases per day in wooden crates with a Logo of black cross on crates with candles for non-readers. Then in time the cross turned into a star with a circle around it. Later the circle had star added in a cluster and star became a profile of a man's face.

Before the Civil War broke out the company purchase a large supply of rosin for \$1 a barrel to make soap. By the Civil War the price went to \$8 per barrel. P&G had a large supply and provided the Union Army with soap and candles in crates with their markings. The crates were used for sitting and fires. Then at home after the war P&G had buyers.

Evolution of Procter & Gamble's Trademark



A mistake in 1879 in production of soap was made and shipped out to market. The soap floated and wives at home wanted more. Company had to go back and discover the mistake and Ivory Soap came into the market.

Then in 1910 the company created *Crisco* (a hydrogenation process of vegetable oil) The company had to create a market for it. All homes had fats and oils for cooking. Information stations were set up in store to demonstrate the benefits of *Crisco*.



Catalogs mail order – from boots to a home – President Nixon born in Sears home.
Sears and Roebuck
Montgomery Ward