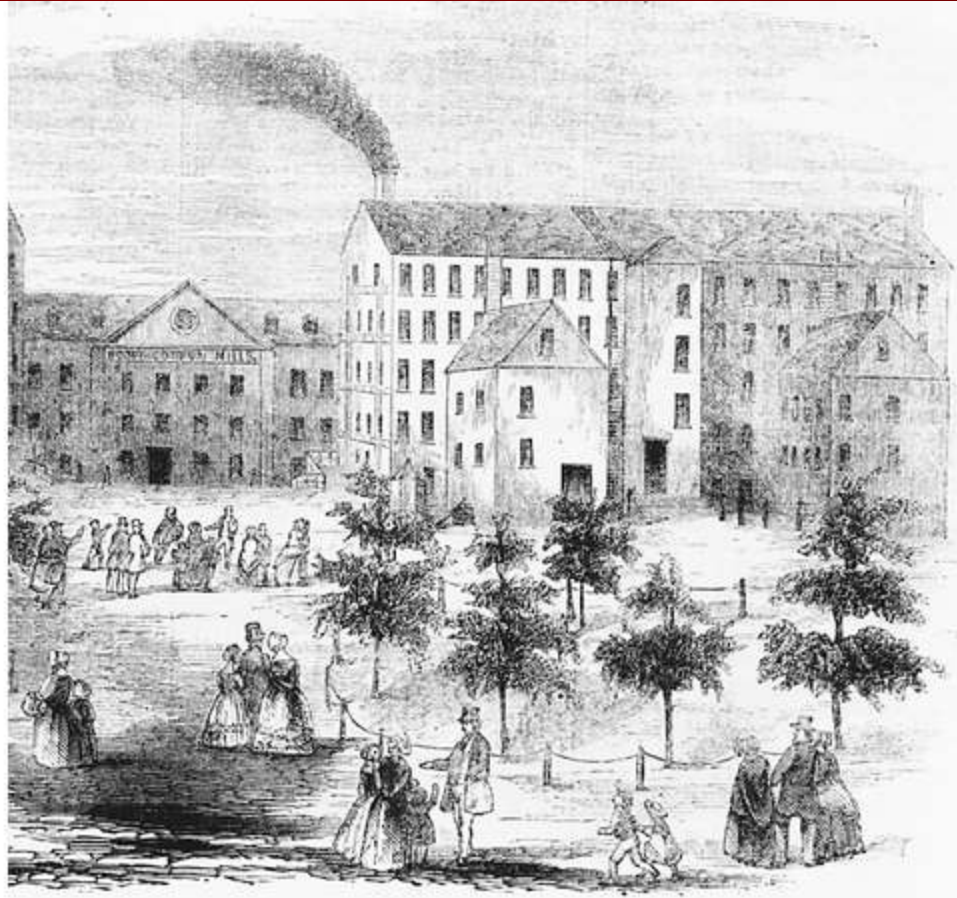
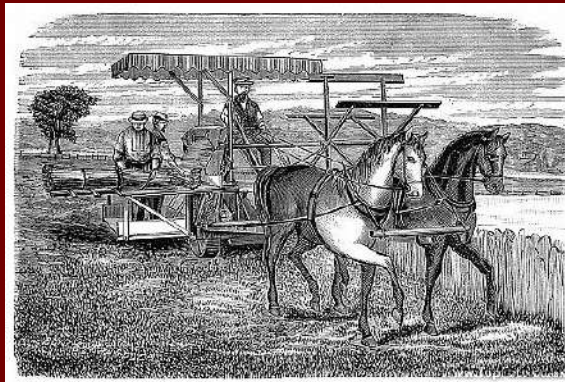
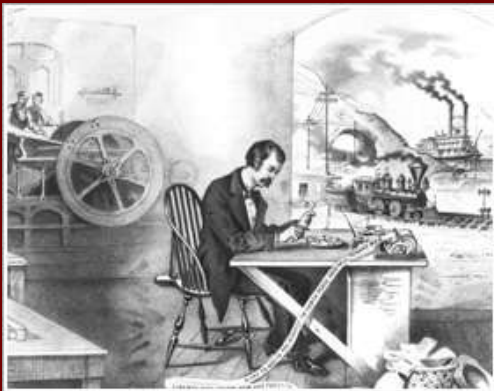


The Market Revolution



Introduction: The Regional Dimension of Market Revolution

- Market revolution: national in scope, but with important regional variations
 - Manufacturing and industrial revolution in New England, northeastern cities
 - Commercialization of farming driven by transportation revolution in northwest
 - Cotton Revolution in south
- Laid groundwork for political sectionalism



What is a Market Revolution?

- Not just more economic activity, but a new market orientation
 - Detaches people from local markets, connects them to distant commercial markets
 - For-profit, cash farming displaces subsistence farming
- A new way of organizing work, new kind of relationship between worker and employer

The Economy before 1815

- Subsistence farming
 - Goal: Production for your own family, selling only the extra
 - People would borrow and barter for goods, not a huge amount of money exchanging hands.



The Northern Economy before 1815

- Pre-industrial manufacturing
 - The workshop system
 - Those who would want to purchase a good would go straight to the factory to be sized up and place an order.



Transportation before 1815

■ Overland travel

- Rough dirt roads and you could only carry what could fit on a carriage

■ River travel

- Challenging as steamboats were available, but expensive and not many rivers were navigable other than travel downriver.
- Factory must be near a river



Transportation Revolution

■ Surge in western population, but limited access to eastern markets

■ Canal boom: the Erie Canal, 1825

- 364 miles long, 40 ft wide, 4 ft deep
- Linked Great Lakes to Albany and NYC
- Transformed the northern economy



Transportation Revolution

- Consequences in old northwest
 - Population explosion
 - Boom in canal-building, commercial farming
 - Mechanization: the McCormick reaper
 - Raised standard of living, increased dependency on credit, distant markets



Impact of Industrialization

- Destroyed artisan class
- Segregation of work from life
 - Preindustrial workshops
 - Masters and workers “like a family”
 - Work and living space the same
 - Social lives integrated
 - Industrial system
 - Masters absent, workers in boarding houses
 - Neighborhoods segregated
 - Socializing segregated: class-based values, conflict surrounding forms of leisure (esp. drinking)



The New Factory and Showroom Complex

