

Ch 16 Section 4 The Dawn of Mass Culture

American Leisure

Amusement Parks

- Cities begin setting aside green space for recreation
- Amusement parks built on outskirts with picnic grounds, rides

Bicycling and Tennis

- Early bicycles dangerous; at first, bicycling is male-only sport
- Safety bicycle increases popularity of sport; women ride too
- Tennis imported from Britain; becomes popular

Spectator Sports

- Americans become avid fans of spectator sports
- By turn of century, boxing, baseball become profitable businesses

Baseball

- 1845, Alexander J. Cartwright organizes club, sets down rules
- National League forms 1876; American League forms 1900
- Discrimination leads to Negro National, Negro American Leagues

The Spread of Mass Culture

Mass Circulation Newspapers

- Newspapers use sensational headlines, stories to capture readers
- **Joseph Pulitzer** buys *New York World*, pioneers popular innovations
- **William Randolph Hearst**—NY, San Francisco papers exaggerate stories

Promoting Fine Arts

- Artists like Thomas Eakins promote realism—portray life as it is
- **Ashcan School** paints urban life, working people
- European abstract art introduced; many find difficult to understand

Popular Fiction

- By 1900, thousands of free circulating libraries in country
- Most people like dime novels—glorified adventure tales of the West
- Some want more serious, realistic portrayal of ordinary people, life
- Novelist, humorist Samuel Langhorne Clemens, or **Mark Twain**:
 - rejects high culture yet writes American classics
- Galleries, libraries try to raise cultural standards

New Ways to Sell Goods

Urban Shopping

- 1890, first shopping center opens in Cleveland— glass-topped arcade
- Retail shopping districts form near public transportation

The Department Store

- 1865, Marshall Field opens first U.S. department store in Chicago
 - stresses personal service
 - pioneers bargain basement

The Chain Store

- Chain stores offer same merchandise under same owners for less
 - buy in quantity, limit personal service

Advertising

- Advertising explosion: \$10 million spent 1865, \$95 million 1900
- Advertising in periodicals, billboards, sides of buildings

Catalogs and RFD

- Montgomery Ward, Sears Roebuck catalogs bring goods to small towns
- **Rural free delivery (RFD)**—post office delivers direct to every home