

Life at the Turn of the 20th Century

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 & 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
- 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



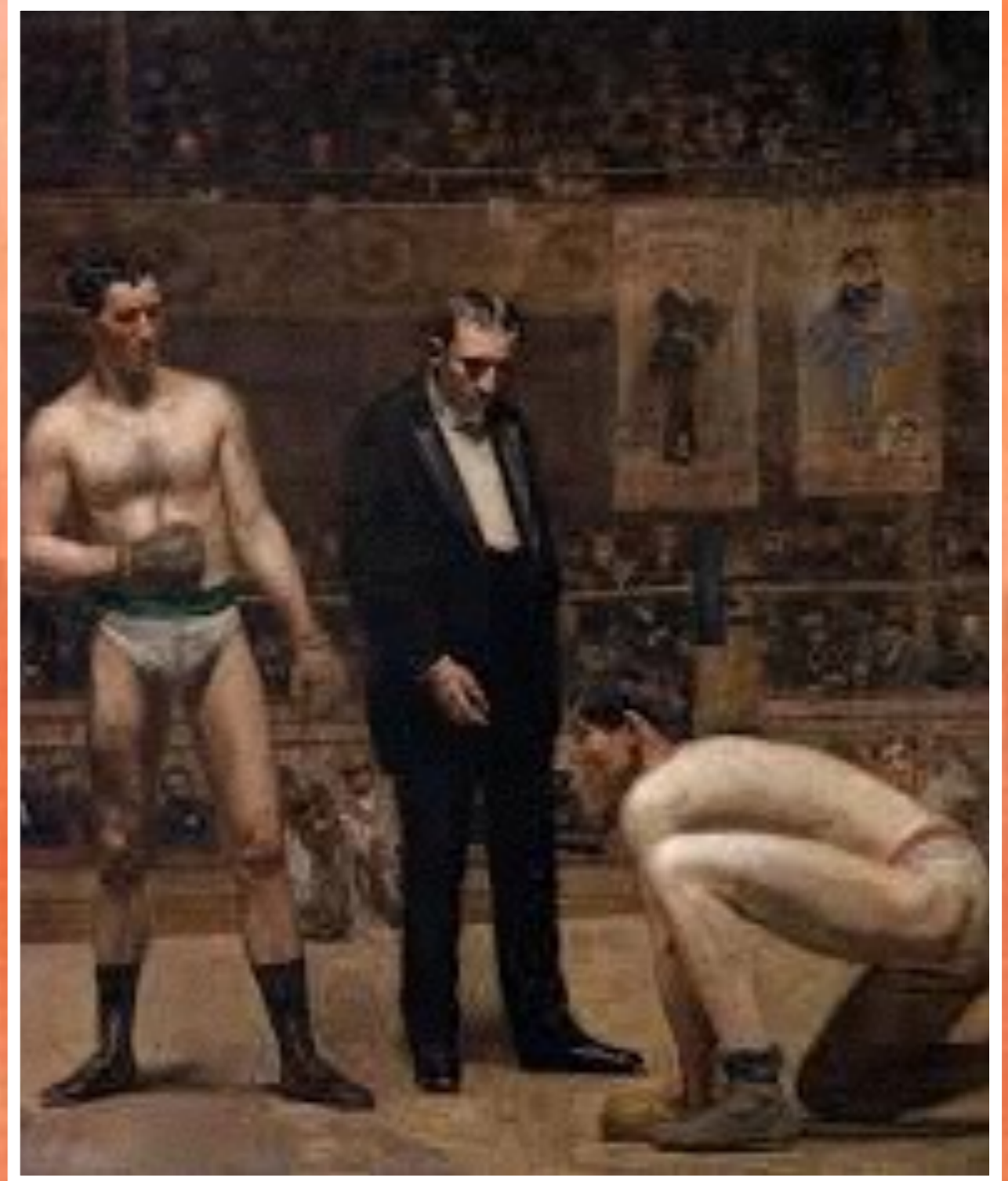
Mass Circulation of Newspapers

- 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



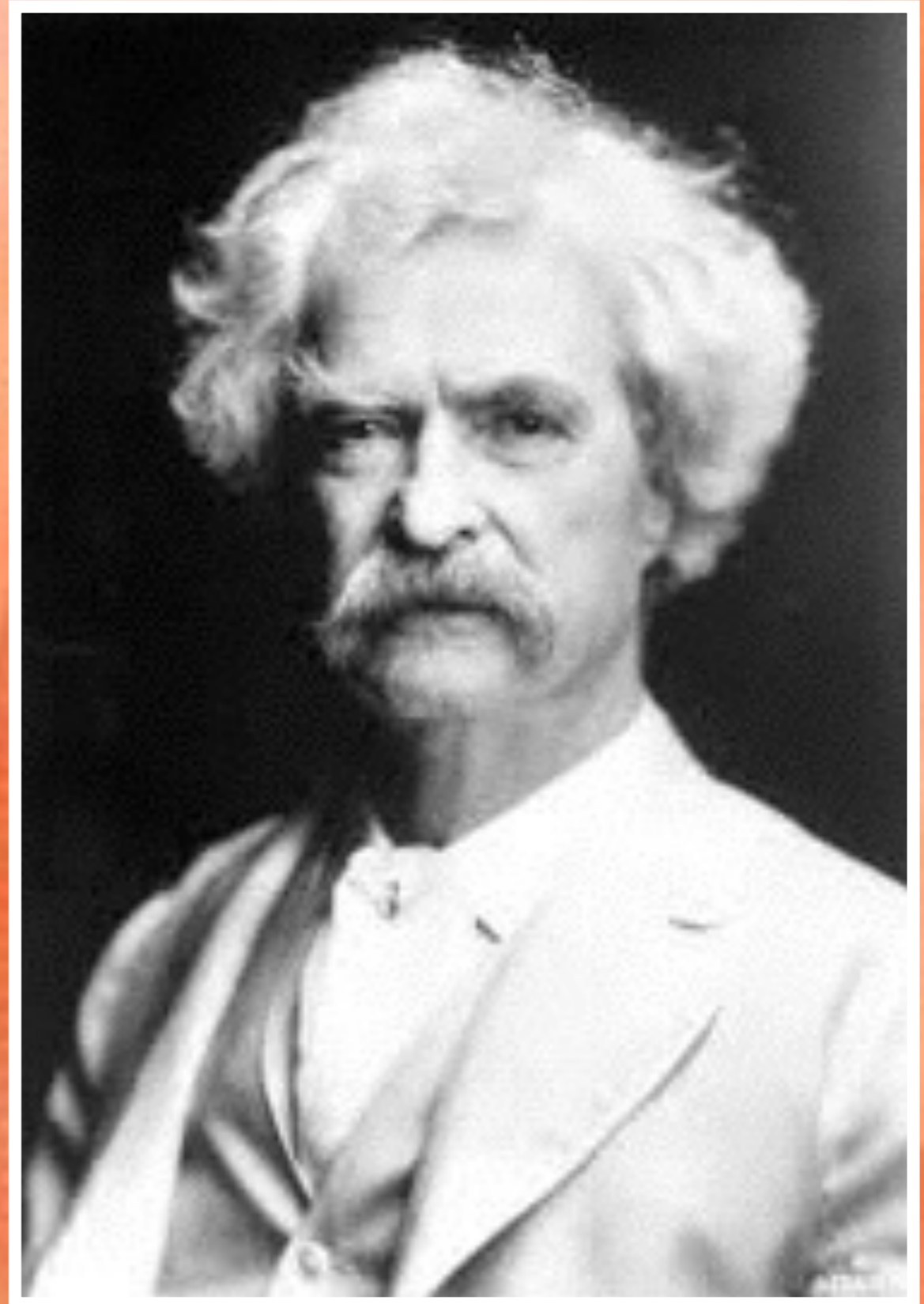
Promoting Fine Arts

- 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 Mark Twain:
 - rejects high culture yet writes American classics
- Galleries, libraries try to raise cultural standards



Vaudeville Theatre

- Most popular throughout the 1880s-1930s
- Like a play, but the show is broken up into several different “acts” or “sketches”
- A series of skits and songs (aren’t necessarily related to each other)
- Dancing, singing, stand-up comedy, acting, stunts, acrobatics etc.



New Ways to Sell Goods

Urban Shopping

- 1890, first shopping center opens in Cleveland
- Retail shopping districts form near public transportation

The Department Store

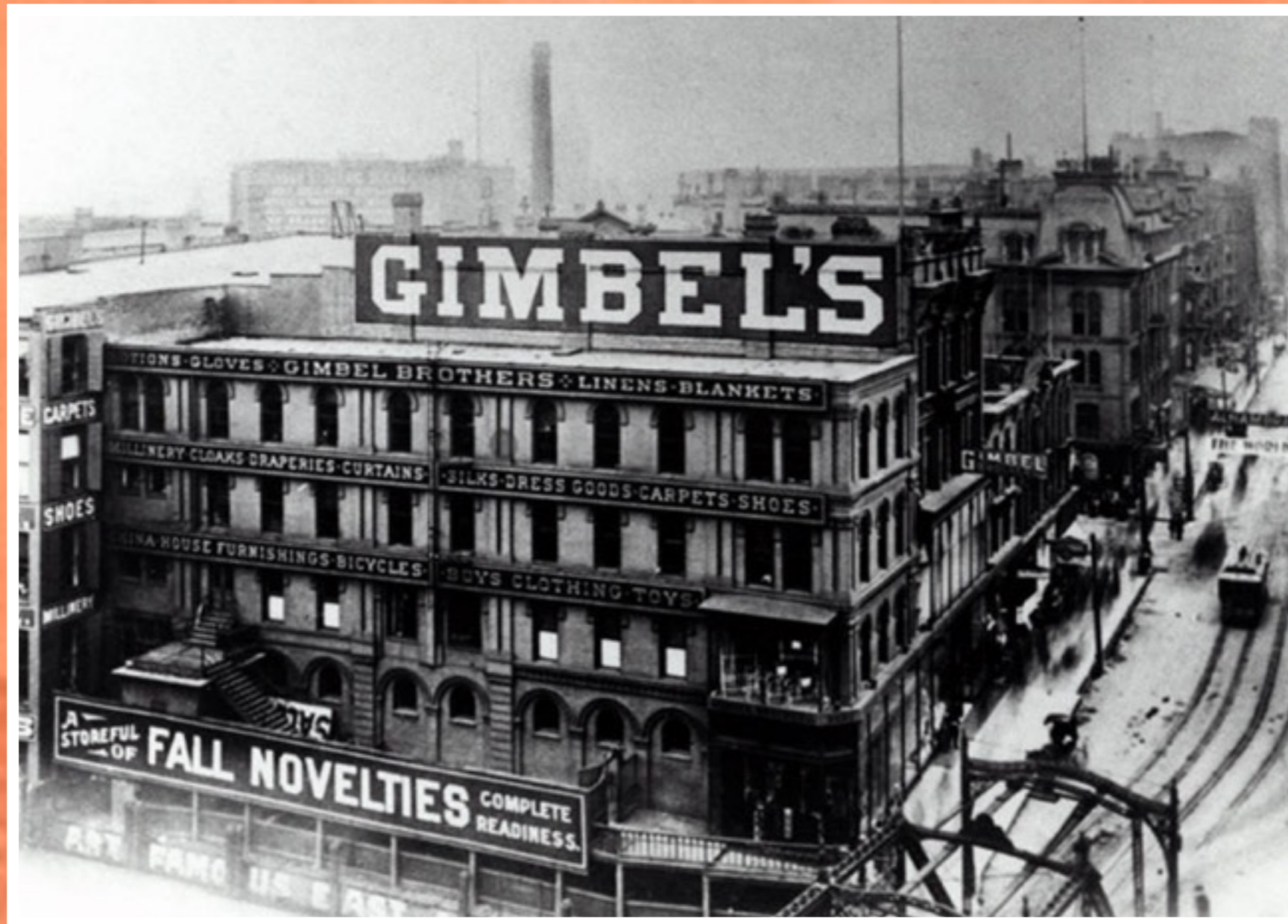
- 1865, Marshall Field opens first U.S. department store in Chicago
 - stresses personal service
 - pioneers bargain basement



MARSHALL FIELD'S BUILDING, ANNEX TO RETAIL STORE, WABASH AVENUE AND WASHINGTON STREET.

New Ways to Sell Goods

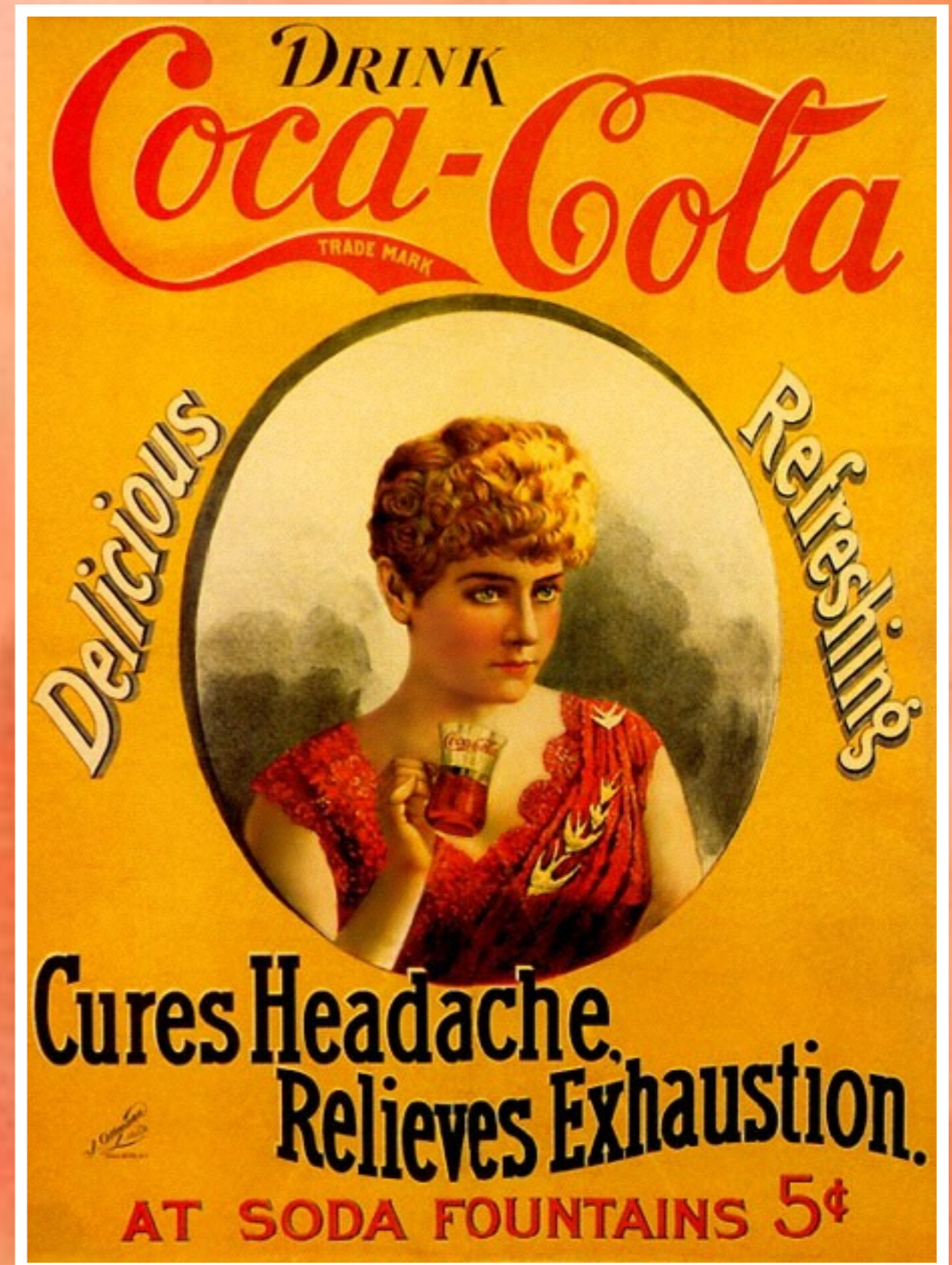
- The Chain Store**
- Chain stores offer same merchandise under same owners for less
 - buy in quantity, limit personal service



New Ways to Sell Goods

Advertising

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



New Ways to Sell Goods

Catalogs and RFD

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

