

CONTENTS

LIST OF ILLUSTRATIONS ix

ACKNOWLEDGMENTS xi

INTRODUCTION 1

1

AMERICAN MASS CULTURE TAKES FORM

14

2

HARBINGERS OF MASS CULTURE:
WORLD'S FAIRS

47

3

THE EXPANDING FRONTIERS OF AMERICAN
MASS CULTURE

73

4

"THE AMERICANIZATION OF THE WORLD?"

97

5

THE TRIUMPH OF AMERICAN MASS CULTURE

120

CONCLUSION 170

BIBLIOGRAPHICAL ESSAY 175

NOTES 189

INDEX 205

ILLUSTRATIONS

INTRO.-1	"The Last Rail is Laid!..."	7
INTRO.-2	Completion of the trans-Atlantic cable	9
INTRO.-3	<i>Review of Reviews</i> , July 15, 1902	10
INTRO.-4	New York Building, Amsterdam	11
1-1	Astor Place Riot	18
1-2	Barnum & Bailey circus poster	19
1-3	Barnum's American Museum	21
1-4	Vaudeville poster	24
1-5	Wild West Congress of Rough Riders poster	33
1-6	Wanamaker's department store	44
1-7	Sears shoe factory	45
2-1	Reconstruction	48
2-2	Philadelphia Centennial Exhibition	51
2-3	"Salute to the Flag"	61
2-4	Schoolchildren performing the Pledge of Allegiance	62
2-5	The White City	63
2-6	Midway, San Francisco	70
2-7	Filipino exhibit, St. Louis	71
3-1	Bathing Pavilion postcard	75
3-2	Coney Island stereograph	76
3-3	"Yellow Kid"	86
3-4	Hearst v. Pulitzer cartoon	87
3-5	Sol Bloom	90
3-6	"After the Ball"	92
4-1	The 1851 Crystal Palace Exhibition	99
4-2	Otis escalator	102
4-3	"Enthusiastic Frenchman Saluting the American Flag"	105
4-4	Buffalo Bill in the Vatican	107

4-5	Buffalo Bill and Napoleon	110
4-6	Winnetou monument	117
5-1	Charlie Chaplin film poster	121
5-2	Theda Bara film poster	122
5-3	<i>Birth of a Nation</i> poster	129
5-4	Creel Committee poster	136
6-1	W. T. Stead portrait	150
6-2	Matthew Arnold portrait	152
6-3 AND 6-4	Two portraits of Johann Huizinga	156
6-5	Menno ter Braak portrait	161
CONC.-1	Anne Frank's "star collection"	171