

MASS CULTURE OF THE GILDED AGE



PHOTO GALLERY ACTIVITY



DIRECTIONS

STEP 1: Read the background paragraph on the changes to American culture during the Gilded Age

STEP 2: Move along the photo gallery station to station in numerical order analyzing the photographs from the Gilded Age **(5 mins max)**

STEP 3: As you go, answer the questions provided for each photograph



BACKGROUND

Within the span of a single lifetime, from the end of the Civil War to the Crash of the Stock Market in 1929, American culture as we know it today sprang into being. Dubbed “The Gilded Age” by Mark Twain in 1873, it was a time of unparalleled growth in technology, wealth, innovation, transportation, labor, productivity, and opportunity. Virtually everything we take for granted in our daily lives comes from an invention and/or convention of this fascinating time in America's history. Considering the magnitude of change they effected and witnessed around them, Americans believed that anything was not only possible, but probable.

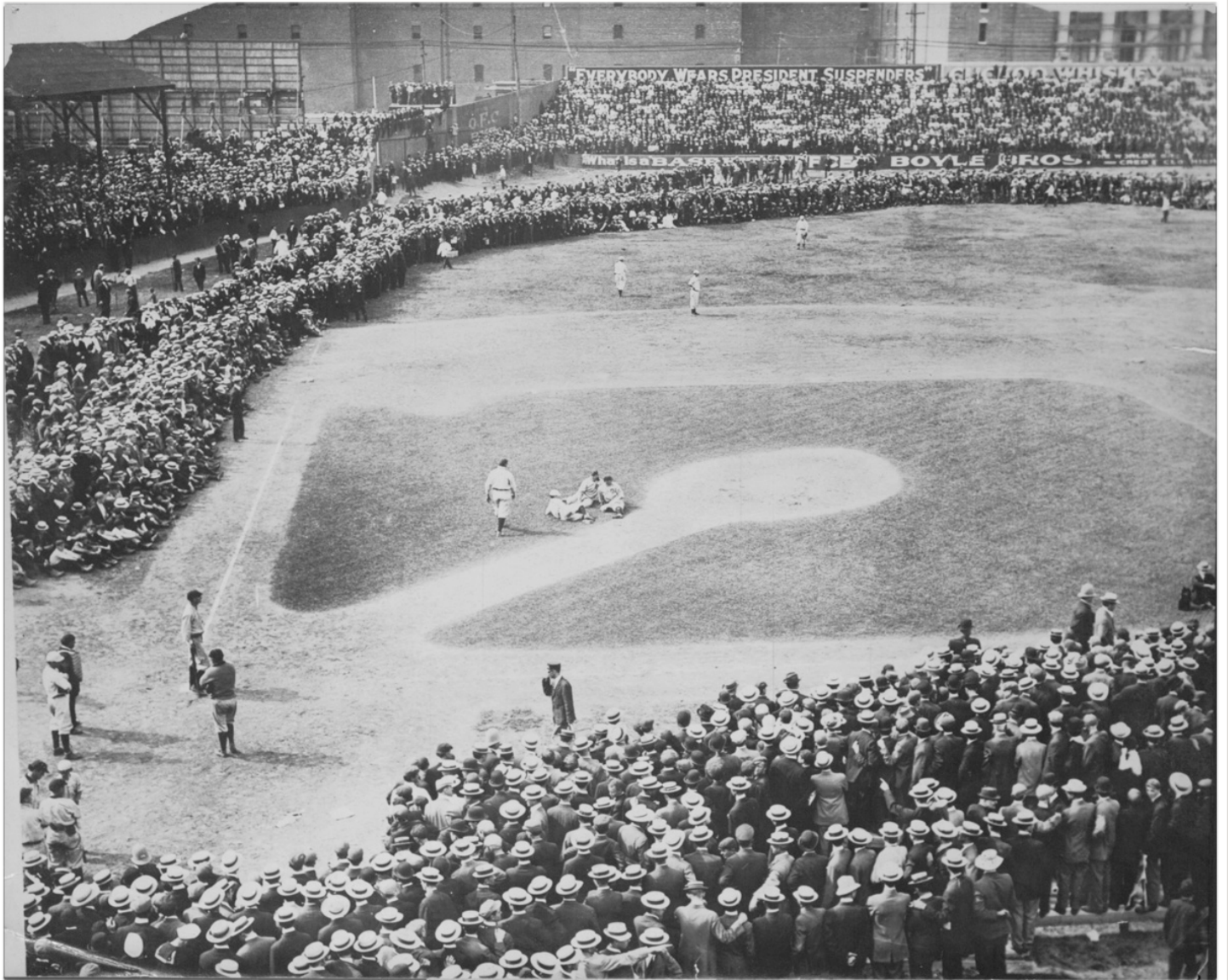
With this overwhelming optimism in the future, the new and exciting possibilities Americans faced seemed endless. Technology made life easier and begot leisure time, which Americans filled with outdoor/hands-on activities. Magic was everywhere, beamed directly to American eyes with the motion picture and the electric light bulb. Women broke down the wall of educational access, attitudes towards social norms morphed, taboos were smashed, and anything Americans desired was at the fingertips. A long, straight road to a golden horizon of prosperity lay at America's feet...

DIRECTIONS

AS A RESULT OF THE WORK OF PHOTOJOURNALISTS, THERE IS A LARGE PHOTOGRAPHY COLLECTION THAT SHOWS VARIOUS CHANGES IN AMERICAN CULTURE AND SOCIETY DURING THE GILDED AGE. YOUR JOB IS TO VISIT EACH OF THE STATIONS LISTED BELOW AND EXAMINE ALL OF THE PHOTOGRAPHS AND ANSWER THE CORRESPONDING QUESTIONS. BE PREPARED TO DISCUSS YOUR FINDINGS WITH THE CLASS.

STATIONS

1. *Leisure Time & Baseball*
2. *Education*
3. *The Motion Picture*
4. *Manned Flight*
5. *The Consumer Catalog*
6. *Outdoor Sport*
7. *The Amusement Park*
8. *New Products*



STATION 1: LEISURE TIME & BASEBALL

An exhibition baseball game in Boston, Massachusetts. Circa 1900.



STATION 2: EDUCATION

A polling place for a student election on the campus of the University of California, Los Angeles (UCLA) in the mid 1920s. All those in line are students enrolled at the university full time.



STATION 3: THE MOTION PICTURE

Thomas Alva Edison and colleague George Eastman, the founder of Kodak and inventor of roll film, circa 1910. Edison operates a motion picture camera while Eastman examines the roll film captured by the camera.

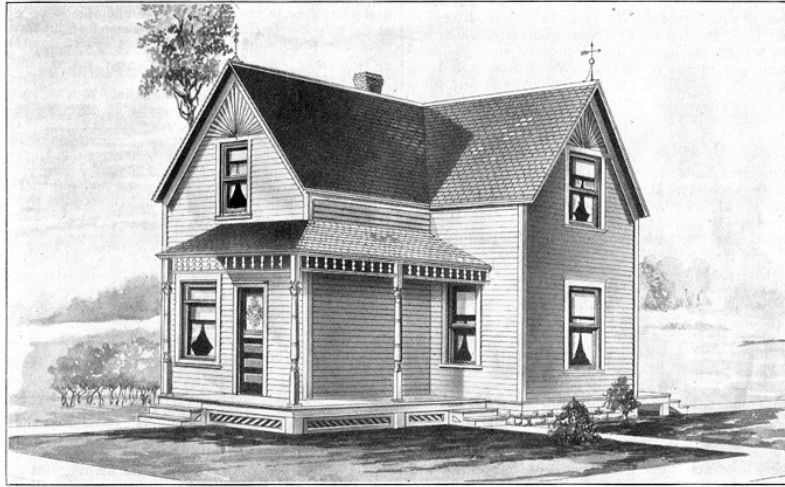


STATION 4: MANNED FLIGHT

The Wright brothers fly their Wright Flyer III airplane over Huffman Prairie, Ohio in 1904. The Wright brother's first plane was a glider, while the Flyer II and Flyer III were motor-powered. The Flyer III flew for 40 seconds and made 4 full circles in the sky above the crowd on the ground.

\$725⁰⁰ and Our FREE BUILDING PLANS
WILL BUILD, PAINT AND COMPLETE, READY FOR OCCUPANCY,
THIS INVITING \$1,100.00 SIX-ROOM COTTAGE.

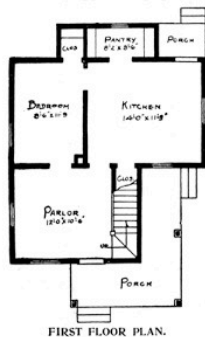
We tell you on page 2 how we furnish, free, the plans for this house, or any of the many houses shown in this book.



MODERN HOME No. 115

With Wood Foundation, Not Excavated.

On the opposite page we illustrate a few of the materials we specify on this, our \$725.00 house.



FIRST FLOOR PLAN.

The arrangement of this house is as follows:

FIRST FLOOR.

- Parlor - - - 12 feet by 10 feet 6 inches
- Bedroom - - - 8 feet 6 inches by 11 feet 9 inches
- Kitchen - - - 14 feet by 11 feet 9 inches
- Pantry - - - 8 feet 2 inches by 3 feet 6 inches

SECOND FLOOR.

- Front Bedroom, 8 feet 3 inches by 10 feet 6 inches
 - Rear Bedroom, 8 feet 6 inches by 11 feet 9 inches
 - Large Attic - - - 14 feet by 11 feet 9 inches
- All bedrooms have roomy closets.

Size: Width, 24 feet; length, 28 feet, exclusive of porch



SECOND FLOOR PLAN.

GOOD MATERIALS MAKE GOOD HOUSES

When planning our houses it is a question of how good, not how cheap. This statement is easily proven by referring to some of the materials we illustrate and describe on opposite page. In using our plans, you take no risk of getting poor materials, such as might occur if the work were done by some unscrupulous contractor. The mill work specified is the best in each grade. You take no risk when building from our plans, as we positively guarantee every piece of material we furnish, and if each piece is not entirely satisfactory, it may be returned and your money will be refunded, together with all transportation charges.

STATION 5: THE CONSUMER CATALOG

A page from a Sears Roebuck catalog of modern homes, circa 1900. Sears Roebuck began by selling pocket watches via catalog, but after raving success, soon moved on to selling clothes, furniture, appliances, and as seen here, ready to build home kits.



STATION 6: OUTDOOR SPORT

The finish of a competitive bicycle race, circa 1890.



STATION 7: THE AMUSEMENT PARK

An attraction called "The Teaser" at Coney Island. Coney Island was a boardwalk by the ocean filled with rides, attractions, games, and restaurants.



STATION 8: NEW PRODUCTS

An advertisement featuring a “Gibson Girl” model. The “Gibson Girl” was commonly used to sell products as a symbol of the age. In fact, she is used on Main Street at Disneyland at the Gibson Girl Ice Cream Parlor because Main Street is a recreation of a typical street in any town in America during the Gilded Age.