

"Send No Money" was the Sears slogan. Volume sales at low prices built a market for Sears; the company sent out more than 1.5 million catalogues in 1902. For rural Americans, the Sears catalogue became their link to the expanding world of consumer products.

A British visitor said that the standard of American life had reached a height "hitherto unrealized in a civilized society." National income stood at \$17 billion; the average American's annual per capita income of \$227 was the highest in the world. Innovations promised further abundance to a prosperous population.

Despite these positive trends, citizens worried about the nation's future. The growth of big business, the spread of labor organizations, the corruption in politics, the decline of the individual in a bureaucratic society—all these trends prompted fear that older values and attitudes were under assault. For white Americans, however, the persistent issue of race and the treatment of minorities did not attract much attention during this period of reform.

Rural - one culture  
(But resistant)  
- Radio } - they love  
- Catalog }  
Annual per capita  
227

FYI  
lower class  
middle class  
had more than  
they used to