

**THE MAKING OF AMERICAN**

# **Audiences**

**From Stage to Television, 1750–1990**

**RICHARD BUTSCH**



**CAMBRIDGE**  
**UNIVERSITY PRESS**

# Contents

<i>Acknowledgments</i>	page vii
Introduction: Participative Public, Passive Private?	1
<b>1</b> Colonial Theater, Privileged Audiences	20
<b>2</b> Drama in Early Republic Audiences	32
<b>3</b> The B'Hoys in Jacksonian Theaters	44
<b>4</b> Knowledge and the Decline of Audience Sovereignty	57
<b>5</b> Matinee Ladies: Re-gendering Theater Audiences	66
<b>6</b> Blackface, Whiteface	81
<b>7</b> Variety, Liquor, and Lust	95
<b>8</b> Vaudeville, Incorporated	108
<b>9</b> "Legitimate" and "Illegitimate" Theater around the Turn of the Century	121
<b>10</b> The Celluloid Stage: Nickelodeon Audiences	139
<b>11</b> Storefronts to Theaters: Seeking the Middle Class	158
<b>12</b> Voices from the Ether: Early Radio Listening	173
<b>13</b> Radio Cabinets and Network Chains	193
<b>14</b> Rural Radio: "We Are Seldom Lonely Anymore"	208
<b>15</b> Fears and Dreams: Public Discourses about Radio	219
<b>16</b> The Electronic Cyclops: Fifties Television	235
<b>17</b> A TV in Every Home: Television "Effects"	252
<b>18</b> Home Video: Viewer Autonomy?	267
<b>19</b> Conclusion: From Effects to Resistance and Beyond	280

<i>Appendix: Availability, Affordability, Admission Price</i>	295
<i>Notes</i>	303
<i>Selected Bibliography</i>	393
<i>Index</i>	431

Figures follow page 294