



MASS MARKET AMERICA

PROSPERITY BECAME THE NORM OF THE
1920S FOR MANY. NOT JUST FOR
INDIVIDUALS, BUT ALSO FOR BUSINESS. IT
WAS AN ERA OF MAKING MONEY!









A BOOMING ECONOMY

After the war in Europe, the American economy took a positive turn. The new boom came as a result of post-war activity, but it also stayed strong due to the Republican politics and the support of Big Business by the presidents of the time. Harding, Coolidge, and Hoover made it known that they would no longer address the progressive reforms as the presidents before them had, and they made it clear that American business and prosperity was their primary concern.

CHANGING BUSINESS

Warren Harding campaigned that he wanted a “return to Normalcy” for the American people. This normalcy included economic success and prosperity. Calvin Coolidge continued the Republican plan to support big business and to encourage international involvement for America, if it brought financial gain to the nation. Business became glorified in American culture, and industry changed to support the new ideas of what America and American industry should be. With the building of new commercial downtowns, and the creation of road systems to support the distribution of the new American products, there was great success for the money-makers of the country.



NEW INDUSTRIES



Everywhere you looked, there were new businesses opening up all across America. With Thomas Edison's new uses of electricity, new products for the home and personal care came into the stores for consumers to buy. Big ticket items became more common, and with the use of credit, more average Americans were buying more and more to support the growth of the big businesses. Traveling salesmen also hit the roads, bringing vacuum cleaners, sewing machines, and more right to your doorstep for you to purchase.

The food he eats
is the man he'll be !

Ground fish food by safe refrigeration—keep it below 50° always. • • •

A 1994 National Longitudinal Survey of the Youth (NLSY) study, 15% of respondents reported that they changed their life plans after the 9/11 terrorist attacks. The study found that the most common reason for changing life plans was the loss of a loved one, followed by the loss of a job or the loss of a home. The study also found that the majority of respondents who changed their life plans did so within the first year after the attacks.

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Building on the 2004 study, researchers estimated that the top 100 U.S. universities need nearly \$1 billion more per year to keep their libraries growing. The study also suggests that the top 100 universities need to raise \$1 billion more per year to keep their libraries growing. The study also suggests that the top 100 universities need to raise \$1 billion more per year to keep their libraries growing.

**The Cherry-Lindemuth Bookstore
has been an art institution**



**Consistent data reveal key place
people live in refrigerator**

ADVERTISING & MASS MARKETING

Big business, new college-educated management, and new products were not the only changes in American consumerism. To help consumers make their spending and buying decisions, mass market advertising popped up everywhere. From billboards to magazine advertisements, product promises were all around. Stores even reorganized to appeal to the mass market, making all of their displays appealing and familiar for customers across the country. Chain stores opened across the nation, making the shopping experience comfortable for consumers, just one more step toward the America we have today.