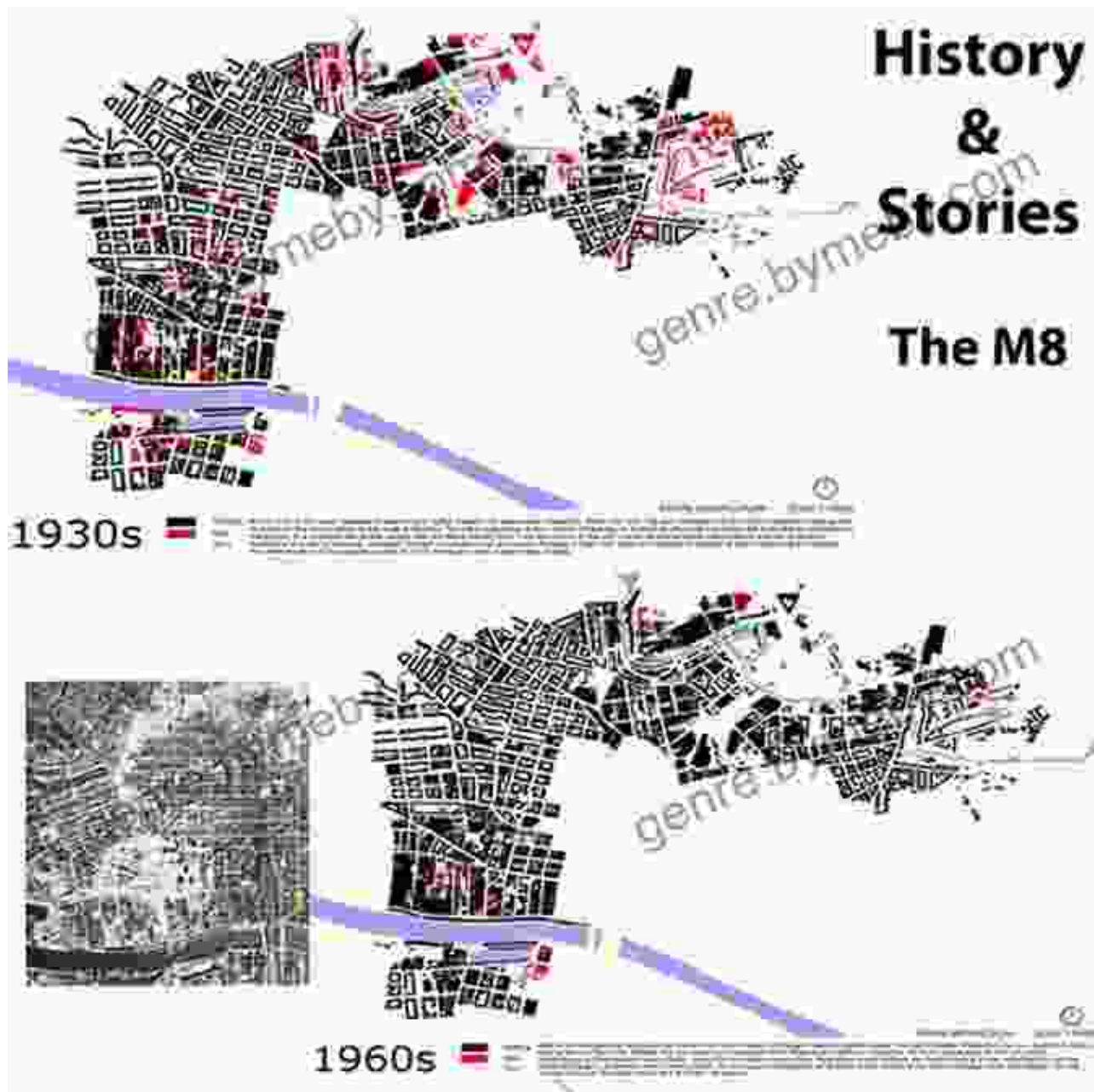
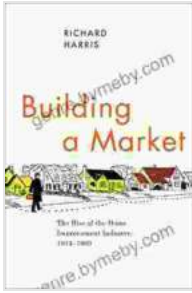


The Rise Of The Home Improvement Industry 1914 1960: Historical Studies Of Urban



Building a Market: The Rise of the Home Improvement Industry, 1914–1960 (Historical Studies of Urban America) by Richard Harris

★★★★★ 4.6 out of 5



Language	: English
File size	: 10128 KB
Text-to-Speech	: Enabled
Screen Reader	: Supported
Enhanced typesetting	: Enabled
Word Wise	: Enabled
Print length	: 446 pages
Lending	: Enabled



This book explores the history of the home improvement industry in the United States from 1914 to 1960. It examines the factors that led to the rise of the industry, including the growth of the suburbs, the increasing popularity of home ownership, and the development of new technologies and materials. The book also discusses the impact of the industry on the American economy and society.

The Growth Of The Suburbs

The growth of the suburbs was a major factor in the rise of the home improvement industry. In the early 20th century, many Americans began to move out of the cities and into the suburbs. This was due in part to the increasing availability of affordable automobiles, which made it possible for people to commute to work from further away. The suburbs offered a number of advantages over the city, including more space, lower crime rates, and better schools. As the suburbs grew, so too did the demand for home improvement products and services.

The Increasing Popularity Of Home Ownership

The increasing popularity of home ownership was another factor that contributed to the rise of the home improvement industry. In the early 20th century, more and more Americans were able to afford to buy their own homes. This was due in part to the rising wages and the increasing availability of mortgages. Home ownership was seen as a way to achieve the American Dream, and it was a major source of pride for many families. As more and more people became homeowners, the demand for home improvement products and services increased.

The Development Of New Technologies And Materials

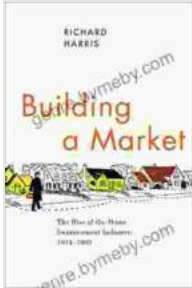
The development of new technologies and materials also played a role in the rise of the home improvement industry. In the early 20th century, a number of new technologies were developed that made it easier and more affordable to improve homes. These technologies included power tools, new building materials, and new finishing materials. The development of new materials also made it possible to create new and innovative home improvement products.

The Impact Of The Industry On The American Economy And Society

The home improvement industry had a significant impact on the American economy and society. The industry created jobs, stimulated economic growth, and helped to improve the quality of life for many Americans. The industry also helped to create a more suburbanized society, as more and more people moved to the suburbs in Free Download to take advantage of the home improvement products and services that were available.

The home improvement industry has played a major role in the history of the United States. The industry has helped to create jobs, stimulate economic growth, and improve the quality of life for many Americans. The

industry has also helped to create a more suburbanized society. This book provides a comprehensive overview of the history of the home improvement industry in the United States from 1914 to 1960.



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