

# Prosperity and thrift the coolidge years and the consumer economy essay

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In the history of the USA, during the 1920's the relationship between the people and the material goods, also called consumer culture underwent developmental changes that modified the economy. This is a period when there emerged a consumer culture. Having followed a period of major economic changes, in and towards the end of the late 19th century, the period of 1920's had no new developments or inventions that had not been made in the previous economic era. Thus, the emergence of a consumer culture in these years is not attributed to any major developments or new inventions or technology.

As stated in the article Characteristics of the Years 1922-1929, the breadth and scale and “tempo” of the developments<sup>1</sup> that happened in this period is the factor which gave them importance. This means that the factor which led to an improved consumer culture in this period of time is the new arrangement of work, the level of expertise, the multiplication of the strength and generally the input of more power into the work. The economic activity during the period also improved significantly with a new attitude and perspective towards the operation of various sectors of the industries.

This article also includes in it that the committee of experts who reviewed this period had noted that there was a development evidenced by the outpouring of energy, emergence of skyscrapers in scores of cities, 20, 000 miles of airways moved each year and waterways more than a billion and a half tons of freight was transported. Also stated is that the airways, waterways, road and railways all became significantly busy. The article

states that over 25 million cars thronged the highways. This shows the major consumer economy change in the period.

It is however clearly stated in the article that some geographical areas and certain groups were busier than other regions, and some prosperous than others. Among the prosperous manufacturers being rayon industry, the silk hosiery industry, the women's shoe trade and the fur business while on the other hand the woolen industry and worsted industry were on the depression. Such changes as these show the change of consumer needs, this is a clear indicator of the change in perspective towards certain goods by the consumers. The busier regions also, depict a greater workforce on the ground; this is a direct indicative factor of the economic difference due to different geographical nature of the regions.

During this period, in spite of the geographical differences and developments in different levels, a noted widespread rise in the living standards which was at the maximum in the history of the country indicates the participation of the people as a whole towards the benefit of the economy.

This period of 1922-1929, characterized with its major economic and developmental changes, gives a clear understanding of the basis of the developments. The new style of work input by the people and an increased power input and supply, notwithstanding the arrangement of work in all major centers and pillars of the economy contributed greatly to the forthcoming. In an overall view, the increase of needs to be satisfied resulted in the existing methods and means of achieving the objectives

being undertaken in a faster and greater way. The people worked harder and put into the work more efforts that what was done before.