

SOWING

How Consumer Culture



THE

Took Root



AMERICAN

in the Rural Midwest

DREAM



D A V I D B L A N K E

Sowing The American Dream How Consumer Culture Took Root In The Rural Midwest

**Susanna Delfino, Michele
Gillespie, Louis M. Kyriakouides**



Sowing The American Dream How Consumer Culture Took Root In The Rural Midwest:

Sowing the American Dream David Blanke, 2000 From 1840 to 1900 midwestern Americans experienced firsthand the profound economic cultural and structural changes that transformed the nation from a premodern agrarian state to one that was urban industrial and economically interdependent Midwestern commercial farmers found themselves at the heart of these changes Their actions and reactions led to the formation of a distinctive and particularly democratic consumer ethos which is still being played out today By focusing on the consumer behavior of midwestern farmers *Sowing the American Dream* provides illustrative examples of how Americans came to terms with the economic and ideological changes that swirled around them From the formation of the Grange to the advent of mail order catalogs the buying patterns of rural midwesterners set the stage for the coming century Carefully documenting the rise and fall of the powerful purchasing cooperatives David Blanke explains the shifting trends in collective consumerism which ultimately resulted in a significant change in the way that midwestern consumers pursued their own regional identity community and independence

Sales & Celebrations Sarah Elvins, 2004 Between the two world wars the retail world experienced tremendous changes New forms of competition expanded networks of communication and transportation and the proliferation of manufactured goods posed challenges to department store and small shopkeeper alike In western New York and in Buffalo and Rochester in particular retailers were a crucial part of urban life acting as cultural brokers and civic leaders They were also cultivators of area pride Even as they adopted the latest merchandising techniques or stocked the newest items merchants emphasized their local roots and their ability to put a local spin on national trends and innovations Regional identity became a powerful selling tool not only during the prosperity of the 1920s but also through the economic crisis of the Great Depression *Sales and Celebrations* explains how local traditions and institutions affected the evolution of American consumer culture It expands our understanding of American consumerism demonstrating that local particularities and loyalties could often coexist with and occasionally challenge the spread of mass consumption In her award winning study Professor Sarah Elvins provides new insight into the relationship between America's largest metropolises and its smaller centers Retailers in Buffalo and Rochester did not simply imitate the practices of their counterparts in Manhattan and Chicago they highlighted their unique ability to serve the wants and needs of their particular markets By drawing attention to this persistent power of the local *Sales and Celebrations* illuminates a neglected aspect of the story of American culture in the interwar period

The Lost Region Jon K. Lauck, 2013-12-01 The American Midwest is an orphan among regions In comparison to the South the far West and New England its history has been sadly neglected To spark more attention to their region midwestern historians will need to explain the Midwest's crucial roles in the development of the entire country it helped spark the American Revolution and stabilized the young American republic by strengthening its economy and endowing it with an agricultural heartland it played a critical role in the Union victory in the Civil War it extended the republican institutions created by the

American founders and then its settler populism made those institutions more democratic it weakened and decentered the cultural dominance of the urban East and its bustling land markets deepened Americans embrace of capitalist institutions and attitudes In addition to outlining the centrality of the Midwest to crucial moments in American history Jon K Lauck resurrects the long forgotten stories of the institutions founded by an earlier generation of midwestern historians from state historical societies to the Mississippi Valley Historical Association Their strong commitment to local and regional communities rooted their work in place and gave it an audience outside the academy He also explores the works of these scholars showing that they researched a broad range of themes and topics often pioneering fields that remain vital today The Lost Region demonstrates the importance of the Midwest the depth of historical work once written about the region the continuing insights that can be gleaned from this body of knowledge and the lessons that can be learned from some of its prominent historians all with the intent of once again finding the forgotten center of the nation and developing a robust historiography of the Midwest

Gender and Generation on the Far Western Frontier Cynthia Culver Prescott, 2022-05-10 As her family traveled the Oregon Trail in 1852 Mary Ellen Todd taught herself to crack the ox whip Though gender roles often blurred on the trail families quickly tried to re establish separate roles for men and women once they had staked their claims For Mary Ellen Todd who found a secret joy in having the power to set things moving this meant trading in the ox whip for the more feminine butter churn In *Gender and Generation on the Far Western Frontier* Cynthia Culver Prescott expertly explores the shifting gender roles and ideologies that countless Anglo American settlers struggled with in Oregon s Willamette Valley between 1845 and 1900 Drawing on traditional social history sources as well as divorce records married women s property records period photographs and material culture Prescott reveals that Oregon settlers pursued a moving target of middle class identity in the second half of the nineteenth century Prescott traces long term ideological changes arguing that favorable farming conditions enabled Oregon families to progress from accepting flexible frontier roles to participating in a national consumer culture in only one generation As settlers children came of age participation in this new culture of consumption and refined leisure became the marker of the middle class Middle class culture shifted from the first generation s emphasis on genteel behavior to a newer genteel consumption This absorbing volume reveals the shifting boundaries of traditional women s spheres the complicated relationships between fathers and sons and the second generation s struggle to balance their parents ideology with a changing national sense of class consciousness

Land of Necessity Alexis McCrossen, 2009-06-19 Historians and anthropologists unravel the interplay of the national and transnational and of scarcity and abundance in the U S Mexico borderlands

Pure and Modern Milk Kendra Smith-Howard, 2013-10-08 A close look at milk and its history as a pure and modern consumer product in American culture

Consuming Nature Gregory Summers, 2006 Takes readers to Wisconsin s Fox River Valley more than fifty years ago to recount how technological and economic progress contributed to residents growing opposition to the industrial pollution of

the river American Holiday Postcards, 1905-1915 Daniel Gifford,2013-09-05 In the early 20th century postcards were one of the most important and popular expressions of holiday sentiment in American culture Millions of such postcards circulated among networks of community and kin as part of a larger American postcard craze However their uses and meanings were far from universal This book argues that holiday postcards circulated primarily among rural and small town Northern white women with Anglo Saxon and Germanic heritages Through analysis of a broad range of sources Daniel Gifford recreates the history of postcards to account for these specific audiences and reconsiders the postcard phenomenon as an image based conversation among exclusive groups of Americans A variety of narratives are thus revealed the debates generated by the Country Life Movement the empowering manifestations of the New Woman the civic privileges of whiteness and the role of emerging technologies From Santa Claus to Easter bunnies flag waving turkeys to gun toting cupids holiday postcards at first seem to be amusing expressions of a halcyon past Yet with knowledge of audience and historical conflicts this book demonstrates how the postcard images reveal deep divides at the height of the Progressive Era **Whither the Early Republic** John Lauritz Larson,Michael A. Morrison,2012-02-22 Penned by leading historians the specially commissioned essays of Whither the Early Republic represent the most stimulating and innovative work being done on imperialism environmental history slavery economic history politics and culture in the early Republic The past fifteen years have seen a dramatic expansion in the scope of scholarship on the history of the early American republic Whither the Early Republic consists of innovative essays on all aspects of the culture and society of this period including Indians and empire the economy and the environment slavery and culture and gender and urban life Penned by leading historians the essays are arranged thematically to reflect areas of change and growth in the field Throughout the book preeminent scholars act as guides for students to their areas of expertise Contributors include Pulitzer Prize winner Alan Taylor Bancroft Prize winner James Brooks Christopher Clark Ted Steinberg Walter Johnson Patricia Cline Cohen David Waldstreicher and more These essays all originally commissioned to appear in a special issue of the Journal of the Early Republic explore a diverse array of subjects the struggles for control of North America the economic culture of the early Republic the interactions of humans with plants climate animals and germs the commodification of people and the complex intersections of politics and culture Whither the Early Republic offers a wealth of tools for introducing a new generation of historians to the nature of the field and also to the wide array of possibilities that lie in the future for scholars of this fascinating period **"Women and the Material Culture of Needlework and Textiles, 1750-1950 "** MaureenDaly Goggin,2017-07-05 Rejecting traditional notions of what constitutes art this book brings together essays on a variety of fiber arts to recoup women s artistic practices by redefining what counts as art Although scholars over the last twenty years have turned their attention to fiber arts redefining the conditions practices and products as art there is still much work to be done to deconstruct the stubborn patriarchal art craft binary With essays on a range of fiber art practices including embroidery knitting crocheting machine stitching rug making

weaving and quilting this collection contributes to the ongoing scholarly redefinition of women's relationship to creative activity. Focusing on women as producers of cultural products and creators of social value, the contributors treat women as active subjects and problematize their material practices and artifacts in the complex world of textiles. Each essay also examines the ways in which needlework both performs gender and in turn constructs gender. Moreover, in concentrating on and theorizing material practices of textiles, these essays reorient the study of fiber arts towards a focus on process, the making of the object, including the conditions under which it was made, by whom, and for what purpose, as a way to rethink the fiber arts as social praxis.

The Widows' Might Vivian Bruce Conger, 2009-03-01 In early American society, one's identity was determined in large part by gender. The ways in which men and women engaged with their communities were generally not equal: married women fell under the legal control of their husbands, who handled all negotiations with the outside world, as well as many domestic interactions. The death of a husband enabled women to transcend this strict gender divide. Yet as a widow, a woman occupied a third, liminal gender in early America, performing an unusual mix of male and female roles in both public and private life. With shrewd analysis of widows' wills, as well as prescriptive literature, court appearances, newspaper advertisements, and letters, *The Widows' Might* explores how widows were portrayed in early American culture and how widows themselves responded to their unique role. Using a comparative approach, Vivian Bruce Conger deftly analyzes how widows in colonial Massachusetts, South Carolina, and Maryland navigated their domestic, legal, economic, and community roles in early American society.

American Pop Bob Batchelor, 2008-12-30 Pop culture is the heart and soul of America, a unifying bridge across time, bringing together generations of diverse backgrounds. Whether looking at the bright lights of the Jazz Age in the 1920s, the sexual and the rock n' roll revolution of the 1960s, or the thriving social networking websites of today, each period in America's cultural history develops its own unique take on the qualities that define our lives. *American Pop: Popular Culture Decade by Decade* is the most comprehensive reference on American popular culture by decade ever assembled, beginning with the 1900s up through today. The four-volume set examines the fascinating trends across decades and eras by shedding light on the experiences of Americans, young and old, rich and poor, along with the influences of arts, entertainment, sports, and other cultural forces. Whether a pop culture aficionado or a student new to the topic, *American Pop* provides readers with an engaging look at American culture, broken down into discrete segments, as well as analysis that gives insight into societal movements, trends, fads, and events that propelled the era and the nation. In-depth chapters trace the evolution of pop culture in 11 key categories: Key Events in American Life, Advertising, Architecture, Books, Newspapers, Magazines, and Comics, Entertainment, Fashion, Food, Music, Sports, and Leisure Activities, Travel, and Visual Arts. Coverage includes How Others See Us, Controversies and Scandals, Social and Cultural Movements, Trends and Fads, Key Icons, and Classroom Resources. Designed to meet the high demand for resources that help students study American history and culture by the decade, this one-stop reference provides readers with a broad and interdisciplinary overview of the numerous aspects

of popular culture in our country Thoughtful examination of our rich and often tumultuous popular history illustrated with hundreds of historical and contemporary photos makes this the ideal source to turn to for ready reference or research

Next Year Country H. Craig Miner, 2006 A richly textured history of the resilience and adaptability of western Kansans to survive two major depressions and the epic Dust Bowl years separated only by a brief golden age of war related prosperity Miner known as the dean of Kansas history vividly relates the people s negotiation with the high plains environment which happens to teach harsh lessons of mutability and perseverance better than most places

Born in the Country David B. Danbom, 2017-10-01 Updated edition A balanced economic social political and technological history of rural America A splendid book rich with detail Agricultural History Review Through most of its history America has been a rural nation largely made up of farmers David B Danbom s Born in the Country was the first and is still the only general history of rural America Ranging from pre Columbian times to the enormous changes of the twentieth century the book masterfully integrates agricultural technological and economic themes with new questions about the American experience Danbom employs the stories of particular farm families to illustrate the experiences of rural people This substantially revised and updated third edition expands and deepens its coverage of the late twentieth and early twenty first centuries focuses on the changes in agriculture and rural life in the progressive and New Deal eras as well as the massive shifts that have taken place since 1945 adds new information about African American and Native American agricultural experiences discusses the decline of agriculture as a productive enterprise and its impact on farm families and communities explores rural culture gender issues agriculture and the environment traces the relationship among farmers agribusiness and consumers In a new and provocative concluding chapter Danbom reflects on increasing consumer disenchantment with and resistance to modern agriculture as well as the transformation of rural America into a place where farmers are a shrinking minority Ultimately he asks whether a distinctive style of rural life exists any longer in the United States A delightful story tracing the social history of U S farmers The book details the attitudes and social life of farm people how they looked at themselves and how the rest of society saw them Forum

Big Business in America Thomas J. Dorich, 2021-02-03 This study analyzes the influence of big business on the economic political and social structure of twentieth century America The author examines the development of a mass production and consumption economy and argues that the corporation became a key institutional force in the United States

Car Country Christopher W. Wells, 2013-05-15 For most people in the United States going almost anywhere begins with reaching for the car keys This is true Christopher Wells argues because the United States is Car Country a nation dominated by landscapes that are difficult inconvenient and often unsafe to navigate by those who are not sitting behind the wheel of a car The prevalence of car dependent landscapes seems perfectly natural to us today but it is in fact a relatively new historical development In Car Country Wells rejects the idea that the nation s automotive status quo can be explained as a simple byproduct of an ardent love affair with the automobile Instead he takes readers on a tour of the

evolving American landscape charting the ways that transportation policies and land use practices have combined to reshape nearly every element of the built environment around the easy movement of automobiles Wells untangles the complicated relationships between automobiles and the environment allowing readers to see the everyday world in a completely new way The result is a history that is essential for understanding American transportation and land use issues today Watch the book trailer <http://www.youtube.com/watch?v=48LTKOxxrXQ>

Data Sovereignty Anupam Chander, Haochen Sun, 2023 The internet was supposed to end sovereignty Governments of the Industrial World you weary giants of flesh and steel you have no sovereignty where we gather John Perry Barlow famously declared Sovereignty would prove impossible over a world of bits with the internet simply routing around futile controls But reports of the death of sovereignty over the internet proved premature Consider recent events

Southern Society and Its Transformations, 1790-1860 Susanna Delfino, Michele Gillespie, Louis M. Kyriakoudes, 2011-07-29 In *Southern Society and Its Transformations* a new set of scholars challenge conventional perceptions of the antebellum South as an economically static region compared to the North Showing that the pre Civil War South was much more complex than once thought the essays in this volume examine the economic lives and social realities of three overlooked but important groups of southerners the working poor non slaveholding whites and middling property holders such as small planters professionals and entrepreneurs The nine essays that comprise *Southern Society and Its Transformations* explore new territory in the study of the slave era South conveying how modernization took shape across the region and exploring the social processes involved in its economic developments The book is divided into four parts each analyzing a different facet of white southern life The first outlines the legal dimensions of race relations exploring the effects of lynching and the significance of Georgia's vagrancy laws Part II presents the advent of the market economy and its effect on agriculture in the South including the beginning of frontier capitalism The third section details the rise of a professional middle class in the slave era and the conflicts provoked The book's last section deals with the financial aspects of the transformation in the South including the credit and debt relationships at play and the presence of corporate entrepreneurship Between the dawn of the nation and the Civil War constant change was afoot in the American South Scholarship has only begun to explore these progressions in the past few decades and has given too little consideration to the economic developments with respect to the working class experience These essays show that a new generation of scholars is asking fresh questions about the social aspects of the South's economic transformation *Southern Society and Its Transformations* is a complex look at how whole groups of traditionally ignored white southerners in the slave era embraced modernizing economic ideas and actions while accepting a place in their race based world This volume will be of interest to students of Southern and U S economic and social history

Growing Resistance Emily Eaton, 2013-05-15 In 2004 Canadian farmers led an international coalition to a major victory for the anti GM movement by defeating the introduction of Monsanto's genetically modified wheat Canadian farmers' strong opposition to GM wheat marked a stark contrast to previous producer

acceptance of other genetically modified crops By 2005 for example GM canola accounted for 78 percent of all canola grown nationally So why did farmers stand up for wheat In *Growing Resistance* Emily Eaton reveals the motivating factors behind farmer opposition to GM wheat She illustrates wheat's cultural historical and political significance on the Canadian prairies as well as its role in crop rotation seed saving practices and the economic livelihoods of prairie farmers Through interviews with producers industry organizations and biochemical companies Eaton demonstrates how the inclusion of producer interests was integral to the coalition's success in voicing concerns about environmental implications international market opposition to GMOs and the lack of transparency and democracy in Canadian biotech policy and regulation *Growing Resistance* is a fascinating study of successful coalition building of the need to balance local and global concerns in activist movements and of the powerful forces vying for control of food production

A History of Small Business in America Mansel G. Blackford, 2003-11-20 From the colonial era to the present day small businesses have been an integral part of American life First published in 1991 and now thoroughly revised and updated *A History of Small Business in America* explores the central but ever changing role played by small enterprises in the nation's economic political and cultural development Examining small businesses in manufacturing sales services and farming Mansel Blackford argues that while small firms have always been important to the nation's development their significance has varied considerably in different time periods and in different segments of our economy Throughout he relates small business development to changes in America's overall business and economic systems and offers comparisons between the growth of small business in the United States to its development in other countries He places special emphasis on the importance of small business development for women and minorities Unique in its breadth this book provides the only comprehensive overview of these significant topics

Sowing The American Dream How Consumer Culture Took Root In The Rural Midwest Book Review: Unveiling the Power of Words

In some sort of driven by information and connectivity, the energy of words has become more evident than ever. They have the capacity to inspire, provoke, and ignite change. Such may be the essence of the book **Sowing The American Dream How Consumer Culture Took Root In The Rural Midwest**, a literary masterpiece that delves deep into the significance of words and their affect our lives. Written by a renowned author, this captivating work takes readers on a transformative journey, unraveling the secrets and potential behind every word. In this review, we will explore the book is key themes, examine its writing style, and analyze its overall affect readers.

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