

togetherness. In 1914, prodded by advocates of the traditional home (and the florist industry), Congress designated Mother's Day a national holiday.

Divorce was easier and more common than in the past. About four marriages out of every thousand ended in divorce in 1900, but in the ensuing years, the divorce rate increased three times faster than the rate of population growth. There were 56,000 divorces in 1900 and 100,000 in 1914. Slowly, attitudes toward broken marriages changed; divorces no longer brought social disgrace.

A Nation of Consumers

In 1900, 76 million people in the United States owned 21 million horses. Some forecasters said that the automobile would replace the horse, but in 1903, only a little more than 11,000 cars were sold. During the next decade, however, Henry Ford of Dearborn, Michigan, created the Model T. Ford's goal was to use mass production techniques to sell an automobile in large numbers. By 1908, the Model T was ready, priced at about \$850. Sales increased as Ford reduced the car's price. In 1908, 5,986 Model T's were sold; by 1912, the total was 78,611. The mass-produced automobile, which promoted mobility and greater access to places to shop, was a key element in the evolution of the consumer society during the Progressive era.

Standardized food products also gained popular acceptance. Asa Candler's Coca-Cola became more available when the parent company licensed bottling plants throughout the nation. There were 241 bottlers by 1905, 493 by 1910, and 1,095 a decade later. In 1912, Procter & Gamble introduced Crisco, a vegetable shortening, to sell its cottonseed oil. The company used marketing campaigns in popular periodicals, held "Crisco teas" at which clubwomen could try out their own recipes, and created cooking schools to spread awareness. By 1915, its advertising proclaimed that "Crisco is rapidly taking the place of butter and lard for cooking." Other famous brands, such as Kellogg's Corn Flakes, Uneeda Biscuit, and Kodak cameras, relied on mass advertising, billboards, and mail flyers to instill popular desire for these new and convenient consumer goods.

Advertising now permeated American culture. Newspapers and magazines gave lower rates to advertisers that bought entire pages. Billboards appealed to the new motoring public but outraged garden club members when they obscured scenic views. Advertising agencies shaped the content of product information. Men were urged to buy Gillette razors because "You Ought to Shave Every Morning." Toothbrush ads proclaimed that Americans should "keep their teeth and mouths clean." The Kodak camera was an essential part of the Christmas season as "your family historian."

To master these markets, advertisers surveyed potential purchasers. Agencies tracked customers through reports from salespeople, mail surveys, and questionnaires printed in magazines. Coca-Cola, for example, increased its advertising budget annually and in 1913 distributed 5 million metal Coca-Cola signs across the country.

Sears, Roebuck and Company led in consumer marketing. Founded in 1893, the company was the brainchild of Richard Warren Sears, who believed in low prices. Beginning with mail-order watches, Sears expanded to general merchandise that was sold in an annual catalogue. He cut prices for desirable products such as sewing machines and cream separators and soon produced record sales. Sears spent lavishly on advertising—over \$1.5 million in 1902—and promised low prices, guarantees of all products and parts, and the opportunity to order merchandise without prepaying.

MASS-
production
- exactly same
- products
- workers } Film

Triggers other things

Standardizing food
NATIONAL
EXAMPLE

By product/MADE
market
"marketing campaigns"
Advertising

News paper
"mail flyers"
magazines
Bill Boards
Catalogs (next page)

"Surveys/trackers"

low prices (MASS buying)
selective low prices
(loss leaders)
guarantees
NOT prepay