

The Rise of the Home Improvement Industry, 1918-1960: A Historical-Geographical View.

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Geographers are interested in places, and interactions; historians think about periods in time, and the interrelation of past and present. Both emphasize the importance of context. This talk will illustrate the historical-geographical perspective through an illustrated account of the rise of the home improvement industry in the United States and Canada. In 1918, the concept of home improvement and do-it-yourself did not exist; by 1960 it was the subject of an industry. In the context of a particular place and time period, this talk will trace how this change happened, by exploring the shifting interplay between consumers, retailers, manufacturers, and the state.



Tuesday January 17, 2012, 1:30 p.m.
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