

# The Rise of the Home Improvement Industry: 1914-1960

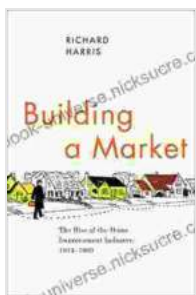
A number of factors contributed to the growth of the home improvement industry during the period from 1914 to 1960. These factors include:

- **The post-World War II economic boom:** The post-World War II economic boom led to a surge in homeownership, as millions of Americans moved into new homes and sought to improve their living conditions. This increase in homeownership created a strong demand for home improvement services.
- **The development of new technologies and materials:** The development of new technologies and materials made it easier and more affordable for homeowners to make improvements to their homes. For example, the invention of the power saw in the early 1900s made it possible for homeowners to complete home improvement projects that would have been impossible or too expensive to do by hand.
- **The rise of the suburbs:** The rise of the suburbs led to an increased demand for home improvement services. Suburban homeowners were more likely to have larger homes and more land, which created a need for more home improvement projects. Suburban homeowners were also more likely to have the disposable income to invest in home improvements.
- **Government policies:** Government policies also played a role in the growth of the home improvement industry. The Federal Housing Administration (FHA), which was created in 1934, provided loans to

homeowners to help them finance home improvements. This helped to make home improvements more affordable for homeowners and contributed to the growth of the industry.

The growth of the home improvement industry had a profound impact on American society. For one, it helped to create a more prosperous and comfortable middle class. Homeowners who invested in home improvements were able to increase the value of their homes, which in turn led to increased wealth and financial security. Second, the home improvement industry helped to create jobs and stimulate the economy. The industry employed millions of workers, from skilled tradespeople to construction laborers, and it generated billions of dollars in revenue.

The home improvement industry also had a cultural impact on American society. The industry helped to create a more consumer-oriented culture, as homeowners sought to improve their living conditions and keep up with the latest trends. The industry also helped to create a more standardized and uniform built environment, as homeowners sought to make their homes look like the homes featured in magazines and on television.



## **Building a Market: The Rise of the Home Improvement Industry, 1914–1960 (Historical Studies of Urban**

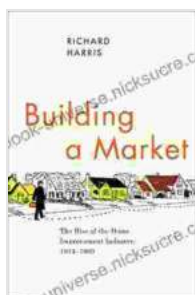
**America)** by Richard Harris

★★★★☆ 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



The home improvement industry has undergone a significant transformation over the past century. The industry has grown from a small, DIY affair to a major economic force. The growth of the industry has had a profound impact on American society, helping to create a more prosperous and comfortable middle class and contributing to the growth of the economy. The industry is expected to continue to grow in the years to come, as homeowners continue to seek ways to improve their homes and increase their value.



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