

Businessmen Discover New Ways to Sell Their Products

Before the Civil War Americans shopped for cloth, hardware items, groceries, and whatever else they needed at the "general store." In the late 1800's, however, general stores were replaced by new kinds of retail centers:

- (a) The specialty store sold one type of product, such as shoes or groceries.
- (b) Department stores sold a variety of goods. The store was divided into product areas or "departments," such as the jewelry, housewares, clothing, and toy departments.
- (c) Chain stores were stores of the same name found in many cities and towns. The Great Atlantic and Pacific Tea Company (A&P) and F. W. Woolworth Company were among the earliest chain stores in the United States.
- (d) Mail-order houses sent out catalogs and sold merchandise through the mail. The first of these companies were Montgomery Ward and Sears Roebuck.

Give the name of one specialty store, one department store, one chain store, and one mail-order house found in the community where you live or in a nearby city or town.

specialty store: _____

chain store: _____

department store: _____

mail-order house: _____

Manufacturing Centers

Cities in the Northeast and Midwest became the centers of American industry, and remain so today. Manufacturing has gradually expanded into parts of the South and West.

On the chart below, list 10 items found around the house which are manufactured products. Only list items which include information telling where the product was made. This information is usually found on the product itself or on the container in which the product was packaged.

Name of Product	Company	Where Manufactured
Example: Bufferin	Bristol-Myers Company	New York, New York
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____

How many of these products were manufactured in the: _____ Northeast and Midwest?
_____ South and West?
_____ foreign countries?