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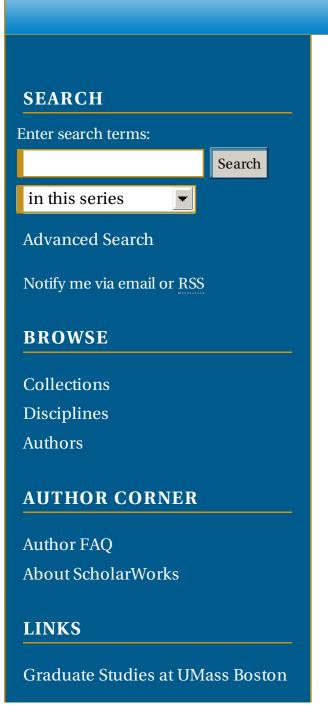
Historic Advertising, Consumer Choice, and Identity in 19th Century Roxbury,

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'Improvement the Order of the A Advertising, Consumer Choice, a 19th Century Roxbury, Massachi

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Abstract

During the mid-to-late 19th century, Roxbury, Massachusetts change from a rural farming area to a vibrant, working-class, immigrant urban community. This new demographic bloome industrial age, a time in which hundreds of new mass-produce consumer markets. This thesis explores the relationship betwe consumption patterns and historic advertising in 19th-century It assesses the significance of advertising within households ar comparing advertisements from the Roxbury Gazette and Soi archaeological material from the Tremont Street and Elmwoo excavated in the late 1970s, to determine the degree of correla sources. Separately, the archaeological and advertising materi facets of daily life for the residents of this neighborhood. Whe these two distinct data sets provide a more holistic snapshot of consumer choice. Specifically, I examine the relationship betw consumers and how tangible goods served as a medium of co social expectations, and individual and group identities.

Ultimately, this study found that there is little direct overlap be from the Southwest Corridor excavations and the historic Royadvertisements. The most prevalent types of advertisements for Gazette sample largely did not overlap with the highest artifact the Southwest Corridor excavations. This disconnect may be to factors, including lack of purchases or extended use lives for confactors for disconnect include archaeological deposition patter which the archaeological and advertising data is categorized for importantly, this study emphasizes that the lives of Tremont Southern consideration of material culture, documentary resources, an information can we begin to understand the experiences these

Comments

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