



## Guided Reading Activity 12-3

**DIRECTIONS: Using Headings and Subheadings** Locate each heading below in your textbook. Then use the information under the correct subheading to help you write each answer.

### I. The Rise of Big Business

A. Why did the number of American corporations begin to increase in the 1830s? \_\_\_\_\_

\_\_\_\_\_

B. How were corporations able to achieve economies of scale? \_\_\_\_\_

\_\_\_\_\_

C. Why were large corporations able to continue operating during times of economic recession? \_\_\_\_\_

\_\_\_\_\_

### II. Consolidating Industry

A. What did some companies do in order to keep prices from falling? \_\_\_\_\_

\_\_\_\_\_

B. Why were American courts and legislatures suspicious of pools? \_\_\_\_\_

\_\_\_\_\_

C. What are the benefits of having a vertically integrated company? \_\_\_\_\_

\_\_\_\_\_

D. Why did some people fear monopolies, while others supported them? \_\_\_\_\_

\_\_\_\_\_

E. What were two ways to avoid allegations of being a monopoly? \_\_\_\_\_

\_\_\_\_\_

F. How did department stores change the shopping experience? \_\_\_\_\_

\_\_\_\_\_

G. What are the characteristics of chain stores? \_\_\_\_\_

\_\_\_\_\_

H. How did some retailers reach millions of people in rural areas in the late 1800s? \_\_\_\_\_

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