



**Great Depression and the Middle Class: Experts,  
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(Studies in American Popular History and  
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*Mary C. McComb*

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*Great Depression and the Middle Class: Experts, Collegiate Youth and Business Ideology, 1929-1941*

explores how middle-class college students navigated the rocky terrain of Depression-era culture, job market, dating marketplace, prospective marriage prospects, and college campuses by using expert-penned advice and business ideology to make sense of their situation.

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