Teacher Answer Key

Case Study

1. In the 1920s and 1930s, candy companies produced individually wrapped chocolates designed for trick-or-treating. Later, advertising in the 1950s promoted store-bought candy as safer than homemade treats, shifting the tradition from homemade to commercial products.

2. While Halloween began as an ancient festival, its modern version is shaped almost entirely by consumer spending. Businesses have transformed it from a local tradition into a multibillion-dollar commercial event.

Multiple Choice

1. A

2. B

3. C

Matching

1-B, 2-A, 3-D, 4-E, 5-C

Fill-in-the-Blank

1) Christmas, 2) Store-bought, 3) Halloween

Short Answer (Sample Responses)

Q1: Halloween creates seasonal demand across multiple industries, supporting profits before the winter holidays.

Q2: Costumes and candy combine cultural tradition with economic opportunity, showing how companies reshape customs.

Q3: Answers may vary: Some argue commercialization broadens participation and creativity, while others believe it overshadows historical meaning.