

History 9701A
Consumerism and Consumption in the North
Atlantic Triangle: Exploration of the Literature

Contact information:

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Meeting time: Mon 11:30-1:30

Location: Lawson Hall 1218

This workshop is intended to allow the exploration of the rapidly burgeoning historical literature relating to the last two centuries and more of consumerism and consumption. The literature exploration will emphasize Britain, Canada, and the United States. The consumption of services, time, and material goods, and careless or careful display of these elements, will be explored. The primary responsibility for making this seminar work will lie with students; they will have the opportunity to frame much of the discussion and questions. Students who take this course will likely wish to take the second-term Research Workshop in Consumerism and Consumption, for which this reading and discussion course will provide a satisfactory base. There will be no text for this course; a base bibliography will be provided.

Grades:

Participation: 30%

Presentations: 30%

Historiographical essay: 40%

Monday Sept 12

Introduction. Course requirements.

Monday September 19

Debating consumption; questioning assumptions

Stearns, Peter, *Consumerism in world history : the global transformation of desire*, New York : Routledge, 2006, Ch. 12

Veblen, Thorstein, *The Theory of the Leisure Class*, New York : New American Library, 1953. Ch. 6, 7

Galbraith, J.K., *The affluent society* Boston : Houghton Mifflin, 1976 , Ch. 10

Potter, David, *People of Plenty*, Chicago: Uof C Press, 1954, Ch. 5

Monday Sept 26

Production and consumption: the case of Britain at the opening of the Industrial Revolution

N. McKendrick, The Consumer Revolution of Eighteenth-Century England, in N. McKendrick, J. Brewer and R. Porter (eds.), *The Birth of a Consumer Society* (London, 1982), Ch. 1, 2, & 6 .

Vickery, Amanda, "Women and the world of goods: a Lancashire consumer and her possessions, 1751-81," in John Brewer and Roy Porter, eds., *Consumption and the World of Goods* (London: Routledge, 1993) pp. 274-301

Monday October 3

Retailing during the Industrial Revolution

C. Walsh, 'The Advertising and Marketing of Consumer Goods in Eighteenth-Century London', in C. Wischermann and E. Shore (eds.), *Advertising and the European City: Historical Perspectives* (Aldershot, 2000), pp. 79-95.

Miles Lambert, "'Cast-off Waring Apparell': The consumption and distribution of second-hand clothing in northern England during the long eighteenth century," *Textile History*, vol. 35, 2004, pp. 1-26

Catherine Hall, "The Butcher, the Baker, the Candlestick Maker: The Shop and the Family in the Industrial Revolution," in Elizabeth Whitelegg et al., *The Changing Experience of Women*, Oxford, 1982, pp. 2-16.

Stobart, Jon, and Andrew Hann, "Retailing Revolution in the Eighteenth Century? Evidence from North-West England," *Business History*, Vol. 46, 2004, 171-194.

October 10
Thanksgiving

Monday October 17

Class, Gender, and Consumption in the 18th to 20th centuries

Neil McKendrick, "Home Demand and Economic Growth: A New View of the Role of Women and Children in the Industrial Revolution," in Neil McKendrick, ed., *Historical Perspectives: Studies in English Thought and Society in Honor of J.H. Plumb* (London: Europa, 1974), pp. 152-210

David Monod, *Store Wars: Shopkeepers and the Culture of Mass Marketing, 1890-1939*, Chapter 3.

Michael Katz, "The People of a Canadian City, 1851-52" *Canadian Historical Review*, vo.53, 1972, pp. 402-426.

Terry Copp, "The Condition of the Working Class in Montreal, 1897-1920," Canadian Historical Association, *Historical Papers*, 1972, pp. 159-179

October 24

The path from manufacturer to consumer

Glenn Porter and Harold Livesay, *Merchants and Manufacturers: Studies in the Changing Structure of 19th Century Marketing* (1971), Chapters 1, 9, 10, 14

Taylor, George Rogers, *The transportation revolution, 1815-1860*, New York : Harper Torchbooks, 1968, 1951.

November 1

Retailing: The Department Store

William Leach, *Land of Desire* (1993)

Rudi Laermans, "Learning to Consume: Early Department Stores and the Shaping of the Modern Consumer Culture (1860-1914), *Theory, Culture and Society*, vol. 0, 1993, pp. 79-102

Miller, Michael Barry, *The Bon Marché : bourgeois culture and the department store 1869-1920* Princeton, N.J. : Princeton University Press, c1981.

November 7

Female Consumption

John Styles and Amanda Vickery, eds. *Gender, Taste, and Material Culture in Britain and North America 1700-1830*. New Haven: Yale. DBW stack - DA485.G45 2006 Due Sept 30, 2010

Vickery, Amada, *Behind closed doors : at home in Georgian England*, New Haven : Yale

University Press, c2009., DBW stack - HQ615.V53 2009

Auslander, Leora, *Taste and power: furnishing modern France*, Berkeley: University of California Press, 1996. DBW stack- DC33.A87 1996

November 14

The male in a world of gendered consumption

Weger, Martin, "A Man's Toy Store? Marketing to men and Women at Canadian Tire" Ch. 4, Ph.D. Thesis, York University.

Swiencicki, Mark, "Consuming Brotherhood: Men's Culture, Style and Recreation as Consumer Culture, 1880-1930," *Journal of Social History*; 1998, Vol. 31, p.773 ff

Pendergast, Tom, *Creating the modern man : American magazines and consumer culture, 1900-1950* HQ1090.3.P45 2000

November 21

Domestic Goods, Domestic gods: Houses and Furniture

Clark, Clifford Edward Jr., *The American Family Home 1800-1960*, Ch. 2

Ennals, Peter, and Deryck w. Holdsworth, *Homeplace: The Making of the Canadian Dwelling over Three Centuries*, Toronto UTP, Ch. 6

Edwards, Clive, *Turning houses into homes : a history of the retailing and consumption of domestic furnishings*, Aldershot, UK : Ashgate, 2005. BUS stack - HD9773.A2E38 2004

Auslander, Leora, *Taste and power: furnishing modern France*, Berkeley: University of California Press, 1996. DBW stack- DC33.A87 1996

Porter, John, ed., *Living in Style: Fine Furniture in Victorian Quebec*, Montreal: Museum of Fine Arts, 1993, Ch.2

November 28

Advertising

Scanlon, J., *Inarticulate longings : The ladies' home journal, gender, and the promises of consumer culture*, New York : Routledge, 1995, Ch. 7

HC110.C6S27 1995

Johnston, Russell, *Selling Themselves: The Emergence of Canadian Advertising*, Toronto UTP, 2000, Ch. 1

Norris, J.D., *Advertising and the Transformation of American Society, 1865-1920*, New York: Greenwood Press, 1990, Ch. 5

Marchand, Roland, *Advertising the American Dream: Making Way for Modernity, 1920-1940*, Berkeley : University of California Press, 1985, Ch. 4