Chapters 19 and 20:
Population and Migration/
The Birth of the Consumer Society

People
Edouard Manet: French Impressionist painter commenting on women in industrial society.
Baron Georges Eugene Haussman: his massive project to modernize the centre of Paris became the model for European urban development.
Frederick Winslow Taylor: an American management consultant and efficiency expert.
Elisha Otis: his improvement of passenger elevators made skyscrapers practical and feasible.
Upton Sinclair: American novelist and Socialist who wrote about immigrant meat packers.
George Eastman: he invented the Kodak camera and roll film, and used new advertising emphasis.
Filippo Tommaso Marinetti: an Italian who loved the city life and helped found “Futurist” movement.
Albert G. Spalding: former successful player who initiated the National League and made professional baseball respectable.
Thomas Edison: an American whose inventions included the kinetoscope to show moving pictures.
Henry Ford: applied the moving assembly line to production of automobiles for Model-T.

Terms
balance of payments: difference between what a country owes (debt) and is owed (credit).
steerage: a ship’s crowded below-deck compartment where poor passengers stayed.
sojourners: temporary immigrants to the Americas, intending to return home after working.
padroni: an established Italian immigrant helping newer ones find jobs and housing.
limited liability: the owner is only responsible for debt to amount of original investment.
skyscraper: tall buildings made feasible by elevators and invention of light steel.
Bon Marché: new department store in Paris, so enormous it was the largest in the world.
Reserve Clause: an employment contract item which bound players to their team for life.
Nickleodeons: specialized movie theatres with inexpensive entrance fees.
Model-T: the automobile made cheaply enough that cars became accessible to many people.
1. The demographic transition was a change in population growth that occurred in the West in the late nineteenth century, characterized by a significant decline in birth rates and a more rapid decline in mortality rates. Reasons for this include:
   - Decline in mortality (improved agricultural productivity with better tools/machines).
   - More varied diet (increase in meat)
   - Changes in disease patterns (fewer epidemics).
   - Medicine unchanged, but smallpox vaccine found.
   - Decline in infant mortality (public health measures helped, esp. with water, sewage and milk).

2. 
   - birth rate down in all countries
   - death rate down in all but France (Note: England’s growth rate should be 12.0 per cent)
   - thus population growing ever faster
   - dramatic increase in life expectancy
   - birth rate lowest in France, highest in Russia
   - death rate lowest in Sweden, highest in Russia

3. Three Forms of Movement:
   - from the countryside to the cities
   - across European national borders
   - across the Atlantic to the Americas

4. 
   - more countries were involved, especially from southern and eastern Europe.
   - changing attitudes in government:
     - Emigration no longer illegal.
     - Safety valve removed social problems.
     - Emigrants sent money back to the nation.
   - demand for labour in Americas:
     - New, fertile land being farmed.
     - Slavery ended.
     - Industrial growth required workers.
   - technical and organizational developments:
     - Railroads and steamboats improved travel.
     - Businesses found profits by supporting emigration.
5. 
- Goals: to earn lots of money to take to home country; to buy land, a house, a small business once they returned home.
- Groups:
  - 30–40 percent of Portuguese, Croats, Serbs, Hungarians, Poles.
  - 40–50 percent of Italians.
  - also many French-Canadians, Mexicans, Chinese.
  - but not Jewish or Irish people.

6. 
- Cities were pressured to expand to provide housing.
- Industries were located on periphery of cities, workers followed.
- Middle class began to live in suburbs but work in city centre, which was possible due to railroads, subways.

7. 
- Scientific Management Principles
  - managers gather information about production processes and reduce it to laws, rules, formulae.
  - transfer “brain work” from the shop to the planning department and separated planners from workers.
  - workers were to do what they were told, without question, and were paid by piece work.
- What Changed:
  - skills were separated, less-skilled workers, less training, worker on machine doing a single job, new white-collar workers, workers entered management levels according to education level rather than working up through the ranks from the production line, women got new clerical jobs.

8. 
- Emergence of department stores encouraged consumption.
- Mail order technique opened up new possibilities for marketing.
- With new printing technology, ads changed from brief newspaper announcements to full/half page promotions with illustrations and even colour.
- Advertising became a specialized, respectable industry.
- Direct advertising began; focus on brand name.
- Began to use celebrities to promote products.
9. New Leisure Activities:
   - Vaudeville shows
   - Dance Halls
   - Amusement parks
   - World’s fairs
   - Professional sports
   - Movies
   - Wax museums

10. Seen as a herald of the future.
    Its production was based on the moving assembly line.
    Showed that the United States was ahead of Europe.
    Superior to the old ways.
    Considered a social benefit.