

1 | Reading notes

- Why did the revolution happen when it did?
 - "Consumer revolution"
- Marketplace of Revolution: Consumers were able to identify with each other through shared experience of consuming goods (Thesis)
 - No other protest revolved around boycotting imports
- American mobilization happened, but was not expected
 - Pownall: American mental horizons were too narrow for them ever to cooperate with those who happened to live in other provinces
 - But it happened anyways
- America used to be fairly fractured
 - Boston people didn't want/expect aid from outside Mass.
- However stamp act induced people to protest, which brought them together (?)
- Colonists linked consumer goods to politics
 - "Tale of the Hospitable Consumer" anthology
 - * America => bad England relations?
 - * American buying habits => imperial crisis?
 - Caused by facetitious wealth caused by 7yw
- Shift from consumer to farmer? p13
- more historiography
- Consumer protest
 - Non-importation to oppose Stamp Act
 - Townshend acts opposition
 - * Lost momentum after repeal
 - Tea Act
 - * Largest protest
 - Boycott central to American Revolution
 - "boycotts worked so effectively because they linked two separate eighteenth-century revolutions, one economic and the other political"
 - mid 18th century - reliance on British goods as shared sense of identity
 - late 18th century - Americans politicized common consumer goods and invested items with new symbolic meaning
- Social stuff and forcing boycotts yadda yadda yadda
 - forged political identities?
 - villified non-protestors?
- Franklin in House of Commons
 - Franklin shifts on British, ties politics to imported goods

- Franklin fashion passage
 - * Americans don't care about English fashion and clothing anymore bc politics
- Even before franklin imported goods were political
- Depression in 1764 - impact
 - Post-war trade stagnation
 - Threatened loss of improvements in standard of living by ancestors
 - Didn't immediately translate into organized protest but drew attention to consumer spending decisions
 - Saving money => condemning self-indulgence -> patriotism

2 | Summary so far

- We should look at individual consumer choices as a driver of the revolution
 - Boycotting British goods => Political leverage
 - This was done through societal forces/factors