

# LABOR, CAPITAL, AND CONSUMER SOCIETY

## LECTURE 5

### Key Terms:

Taylorism

Fordism

Scientific Management

Progressivism

Pure Food and Drug Act

IWW

Socialist Party

### Concepts:

The emergence of scientific principles in the management of business, labor, and consumerism.

# GILDED AGE DISPARITY



# PROGRESSIVISM

- Response to the chaos of the Gilded Age.
- New focus on regulation of capital, laws to protect consumers, support of labor unions.
- Turn toward experts, academics, science, order.



# DISCRIMINATE AGAINST

INFERIOR  
UNCLEAN  
SWEAT-SHOP  
CLOTHING.

INSIST UPON  
THIS LABEL



ALL TRADES UNIONS  
REFORM SOCIETIES

representative wholesale manufacturers in  
making all grades and styles of clothing.  
General Secretary, Bible House, New York, N.Y.

# SWEATSHOPS

- Jacob Riis, *How the Other Half Lives* (1890)
- Florence Kelley founded National Consumer's League (1899)



Kelley



# EMERGENCE OF SCIENTIFIC MANAGEMENT

- Relying on scientific principles for all types of management: business, politics, law, medicine, engineering...
- Empowerment, training, and reliance on experts and expertise.



# *Principles of Scientific Management* (1911)

**Frederick Winslow Taylor**



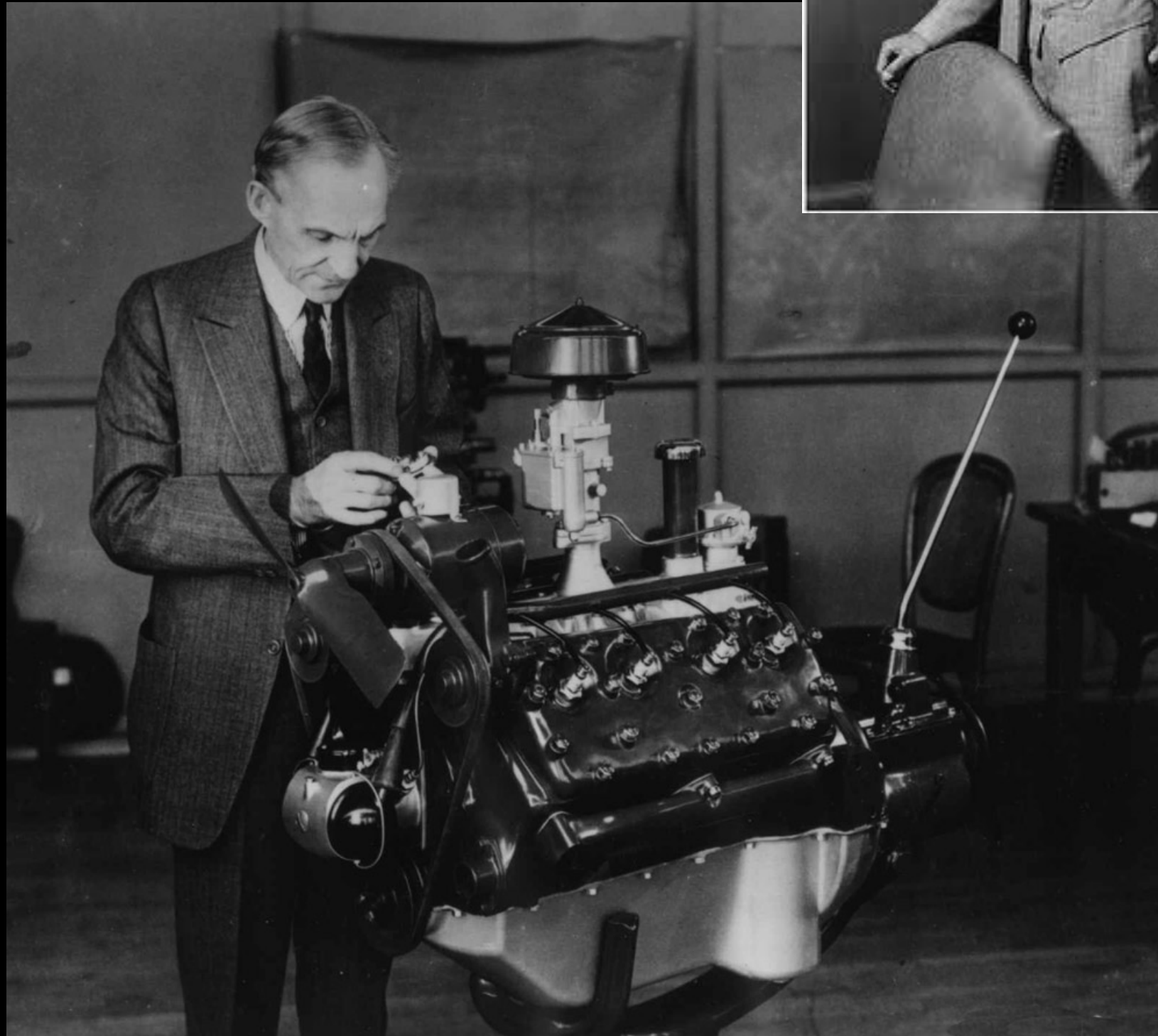
**Midvale Steel Co. (1880s)**



# Taylorism c.1910

1. Replace informal methods with standardized methods, movements, conditions
2. Regularize employee training based upon standards
3. Regular evaluations of workers' performance, incentives (piecework)
4. Division of labor between “manual” and “mental” work, labor and management

# Henry Ford





# Ford Assembly Line



Fordism c.  
1914



Fordism c. 1914:

“the \$5.00/ 8-hour work day”♪

(\$117.00/day today [2014])

- Mass production = mass consumption
- Belief in a new modern, democratic society –  
ideal producers (workers) and ideal  
consumers
- Worker-powered, corporate controlled

# CRITIQUE OF CONSUMER SOCIETY

- Thorstein Veblen, *The Theory of the Leisure Class* (1899)
- "conspicuous consumption"





CONSUMERISM & WORKING CONDITIONS

# TRIANGLE SHIRTWAIST FACTORY (NYC)





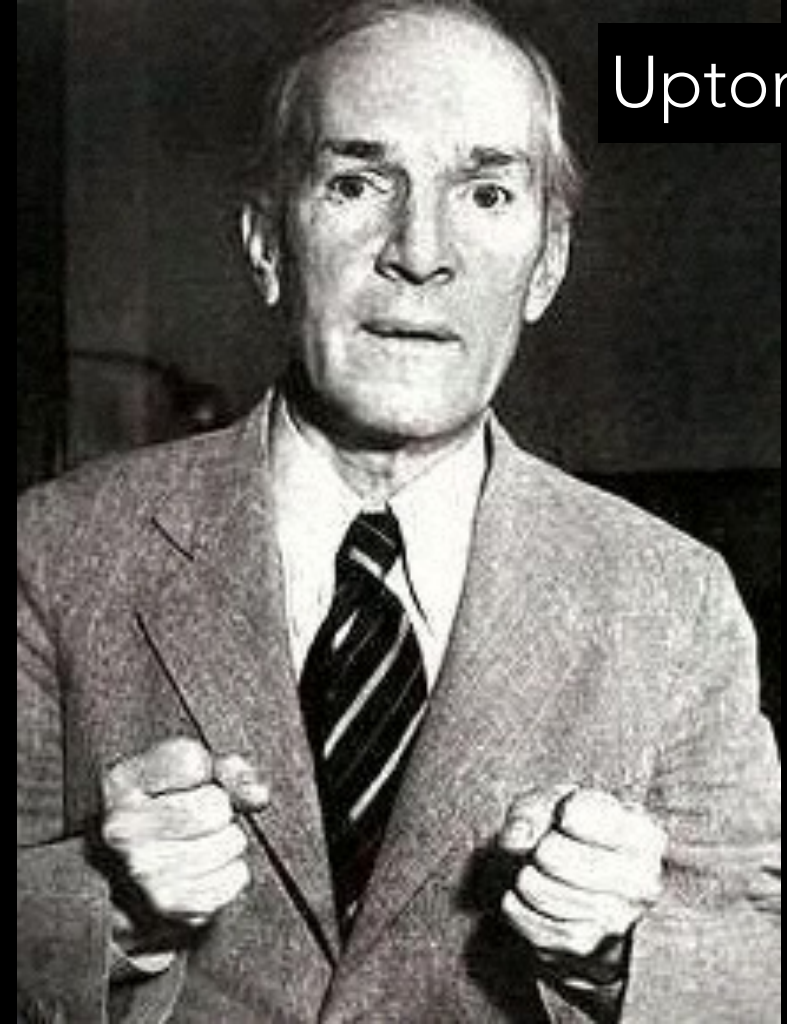
146 GARMENT WORKERS KILLED

# TRIANGLE SHIRTWAIST FACTORY FIRE 1911



# PROGRESSIVISM

- Consumer Protection/ Distrust of Industry
- Food and Drug Act and Meat Inspection Act (1906)
  - Upton Sinclair & *The Jungle* (1906)
- Federal Trade Commission Act (1914)
  - Ida Tarbell & *The History of the Standard Oil Company* (1904)



Upton Sinclair



Ida Tarbell



# UNIONS: THE AFL

- Samuel Gompers and the American Federation of Labor
- “Skilled” laborers
- Anti-Asian, whites





## UNIONS: THE IWW

- Industrial Workers of the World
- Big Bill Haywood - "The Most Dangerous Man in America"





# PROGRESSIVE WOMEN

- Emma Goldman
  - Socialism, women's rights, race equality, anarchism...
- Charlotte Perkins Gilman

*"There is no female brain.  
Might as well speak of a  
female liver."*



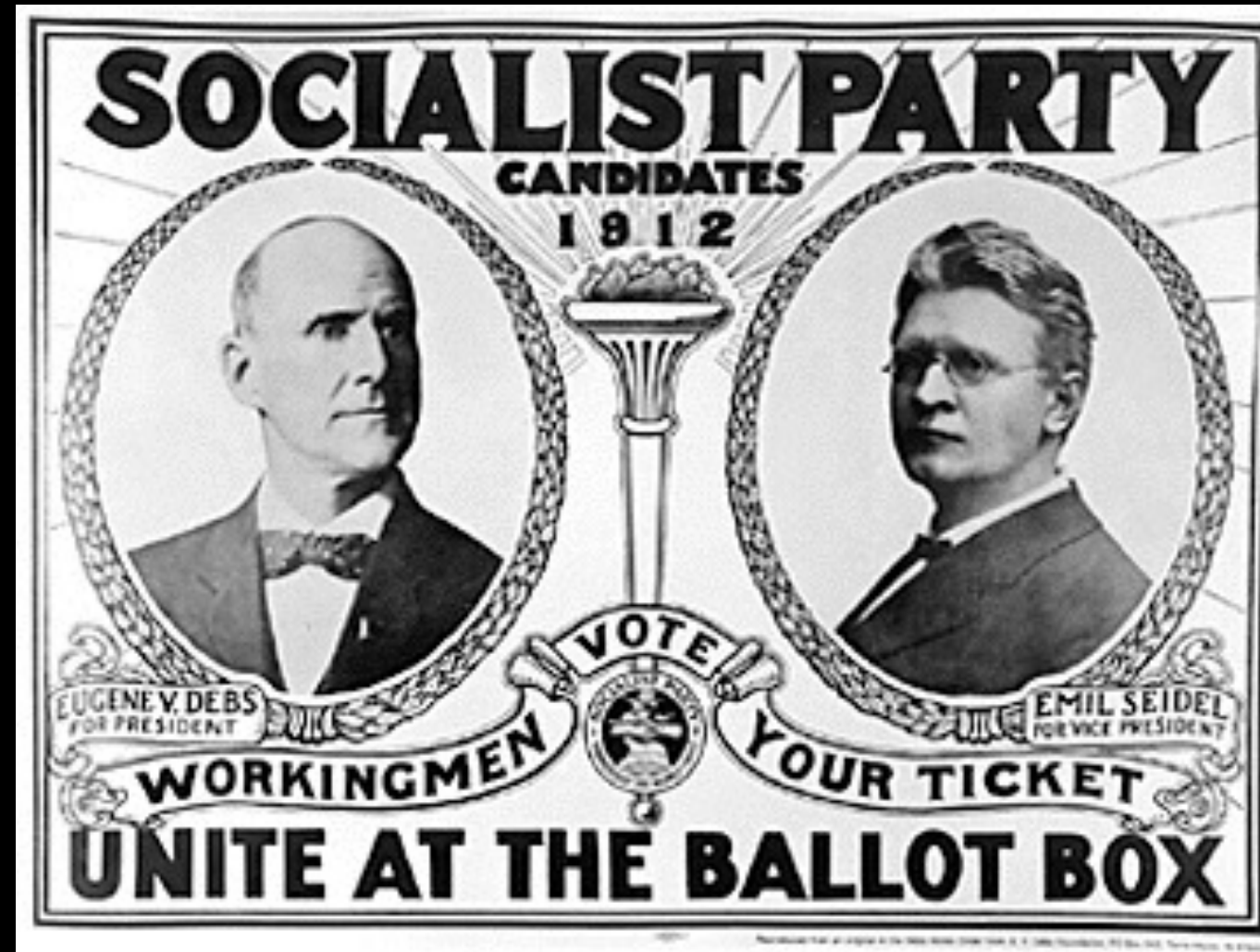


# SOCIALISM

- Support for the working class
- Pro-Unions
- Using the power of the government against the power of capital

# AMERICAN SOCIALIST PARTY

- 1912 Election, 6% of the vote
- Eugene V. Debs



# SUM UP

- Progressivism was about smoothing the chaos of the Gilded Age.
- It included support of workers, consumers, women, and others lacking power.