CHAPTER 18
Trade and Empire, 1700–1800

CHAPTER OUTLINE
I. Economic Recovery
   A. The Expanding Population of Europe
      1. Population grew by more than 50 percent, rising from 95 million in 1700 to 146 million in 1800; growth was greatest in England and France.
      2. The population of Europe expanded because of the disappearance of bubonic plague, a decline in epidemic diseases, improvements in military behavior, better diet and agricultural production, and reduced mortality rates.
      3. Enclosure created more efficient and productive use of farmland, but it came at the social cost of forcing small-scale owners and poor squatters off their plots and curtailing traditional rights to common grazing after harvest.
   B. The World of Work
      1. In patterns of work, there were some innovations, but much of it remained the same, such as peasants using age-old planting and harvesting techniques.
      2. In the putting-out system, merchants delivered raw wool to the household and paid cash for yarn or finished cloth (piecework), causing English linen export volume to jump over fifty times from 1730 to 1760.
      3. Other new types of work were urban based.
         a) Men worked as architects, engineers, bricklayers, stonemasons, street repairers, plumbers, and in services that catered to these professions.
         b) Women worked as dressmakers, seamstresses, linen workers, and clothes washers.
         c) In urban areas, 10 percent of the population were servants, divided between the skilled few (butlers, cooks, and personal attendants) and the mass of the unskilled (footmen, stable boys, or chambermaids and kitchen maids).
         d) Servants got room and board and clothing, but work could be dangerous because women could be seduced or raped by their employer or fellow servants.
   C. Changing Notions of Wealth
      1. The Physiocrats coined the term *laissez-faire* (“leave it alone”), which promoted a government policy of noninterference in the economy; they sought to construct a science of economics.
      2. Adam Smith, author of *Inquiry into the Nature and Causes of the Wealth of Nations* (1776), claimed that selfish economic interests through an “invisible hand” brought prosperity to the whole community and argued that production would grow with the division of labor.
      3. There was a shift in the perception of manual labor from contempt to esteem because of Diderot’s *Encyclopédie*, which promoted the social usefulness of crafts and a surge in consumer demand, in turn resulting in a surge in manufacturing.
   D. The Consumer Revolution
      1. As more goods became available, people bought more, stimulating the production of even more items including wallpaper, paintings, mirrors and clocks, furniture, fine porcelain, cotton clothing, snuffboxes, scarves, and bejeweled walking sticks.
2. A consumer revolution brought a quantitative (not qualitative) increase in conspicuous consumption as the middle and lower economic groups copied the tastes of the rich.
3. This extra clothing and nonessential household items served as a hedge against catastrophic poverty because they could be pawned in pawnshops for cash during hard times and redeemed in better times.
4. Europeans added new foodstuffs to their daily diets: coffee, tea, chocolate, and cane sugar depended on growth in overseas trade and stimulated European manufacturing in complementary goods, such as teapots and teacups.

E. London
1. London recovered from its Great Fire (1666) by 1801, with a population of a million suffering filthy environmental conditions that killed three-quarters of its children. The death rate made the city dependent on immigrants from the countryside who sought employment and excitement.
2. The city was divided between poor working districts in the east and fashionable new districts in the west, where new shops were built with large display windows.
3. One of London’s most popular consumer items was gin; improvements in distilling and lower grain prices made it possible to produce gin at cheap prices.
4. Both rich and poor enjoyed many entertainments, including plays, operas, oratorios, cockfights, wrestling by scantily clad women, sideshow freaks, pleasure gardens, singers, musicians, dining, drinking, fireworks, and the Tower of London with the crown jewels on display.

II. The Atlantic World
A. The Atlantic Economy
1. The Atlantic economy was linked in a triangular trade with Europe, Africa, and the Americas.
2. Europeans brought guns, gunpowder, alcohol, cloth, tobacco, and iron bars to Africa.
3. Slave traders brought 11 million African slaves over the Atlantic in the Middle Passage, mostly to the Caribbean and Brazil.
   a) Ten to 20 percent of the Africans died, along with 20 to 25 percent of ships’ crews.
4. Merchants brought American goods back to Europe, including coffee, chocolate, cocoa, and especially sugar from the tropics, and fish, tobacco, and furs from the north.
B. The Spanish and Portuguese Empires
1. The Spanish and Portuguese Empires’ highly centralized system of the Manila galleon’s once-a-year voyage no longer worked well and went into decline.
2. French and British traders brought needed goods from Europe through smuggling and, after 1713, the asiento, permission for the British to sell slaves in Spanish colonies.
3. The Treaty of Madrid (1750) adjusted the boundary between Spanish and Portuguese America, set by the Treaty of Tordesillas, in Portugal’s favor, although the sugar, gold, and diamonds enriched Brazil more than they did Portugal.
C. The French and British Empires
1. The vast but sparsely populated French New World Empire included Canada; North America, along the Mississippi to Louisiana; the Caribbean, including the rich sugar island of Saint-Domingue; and Asian trading posts such as Pondicherry in India.
2. Britain benefited most from the Atlantic trade, in part, by excluding foreigners from the British colonial trade through the Navigation Acts (1651).
3. The New England colonial shipbuilding, barrel-making, and rum industries played a vital role in the Atlantic molasses-rum-slave trading triangle.
D. World War and Britain Victorious
1. As a result of the British Navigation Acts, by 1700, Dutch power was on the wane and England was the major maritime power.
2. In 1664, the Royal Navy seized New Amsterdam from the Dutch and renamed it New York.
3. The War of the Spanish Succession gave Britain control of Hudson’s Bay, Newfoundland, and Nova Scotia in Canada, which renewed warfare between Britain and France.
4. Britain won the Seven Years’ War (French and Indian War, 1756–1763), gaining Canada, all lands east of the Mississippi River, and Florida.

E. The American Revolution and Britain Subdued
1. In 1765, the Stamp Act levied the first direct taxes on the American colonies, and protests over taxes and a lack of parliamentary representation led to the American Revolution.
2. In 1783, with the help of the French, the thirteen profitable North American colonies gained their independence from Britain.

III. European Society in the Age of Enlightenment
A. Comfort and Privacy
1. Beginning in the eighteenth century, the traditional emphasis on public display changed in favor of privacy; multipurpose rooms gave way to specialized rooms for sleeping and eating, with hallways to separate the rooms.
2. The growing demand for privacy was accompanied by a demand for comfortable domestic spaces.
3. As a result, families welcomed more open displays of affection and intimacy.
4. These changes resulted from examples given at royal courts, the growing sense of individualism fostered by the Enlightenment, and reformers who preached that Christians should be bound together by love.

B. The Problem of the Poor
1. About 10 percent of Europe’s population lived in permanent conditions of poverty.
2. The British transported the poor to overseas colonies in America and Australia, and the French shipped their poor to Louisiana.
3. Another solution was to put them in workhouses doing unskilled work spinning wool or doing roadwork.
4. In the eighteenth century, more demanded poverty relief as a right, based on the Enlightenment idea that people were naturally good, not sinful.

C. Popular Social Protest
1. In times of economic crisis, popular social protest took the form of food riots.
   a) Rioters did not think of themselves as thieves, maintaining their honor by paying what they could.
   b) Women played a prominent role in food riots, as the family’s food providers.
2. Laborers rioted to obtain higher wages or better working conditions, secretly forming organizations and destroying equipment.
   a) In 1791, the French revolutionary legislature passed Le Chapelier Law, which outlawed labor unions; in 1799, the British Combination Act made unions unlawful conspiracies.
   b) Workers viewed riots and unions as necessary negotiating tactics in a world where they had no legal rights to collective bargaining.
3. In 1780, London experienced violent anti-Catholic rioting called the Gordon Riots.

D. The Social Order
1. In the eighteenth century, the older social order based on hierarchical, distinctive legal privileges of different estates (clergy, nobles, and commoners) had to compete with other ways of thinking about the human community.
2. In Britain, a plutocracy developed in which money and landownership determined people’s social position; an aristocracy of peers and commoners occupied the highest position.

3. French society was legally organized as a society of orders and estates, but money played an increasingly important role in determining social standing.

4. The consumer revolution fostered plutocratic conceptions of society, and the importance of money in determining social standing broke down traditional ideas that birth determined one’s place in society.

E. The Nation
1. The eighteenth-century world wars between Britain and France fed a growing sense of national unity on each side.

2. For the British, their common identity was rooted in the belief that they were a unique “island race” united behind a Protestant monarchy and church.
   a) Defenders of Protestantism, they were fighting the French, who they saw as slaves to a tyrannical monarchy and an oppressive Catholic Church.

3. The French saw themselves as defenders of enlightened civilization.
   a) They saw the British as being addicted to vulgar materialism.

IV. The Beginning of Industrial Production
A. Mechanization and Mass Production
1. Increases in population and trade created a need for innovations that would increase productivity, standardize quality, and lower the cost of products.

2. Mechanization in cotton cloth weaving featured many innovations, including the flying shuttle (1733), James Hargreaves’s spinning jenny (1760s), Richard Arkwright’s water frame (1769), the factory (1771), Samuel Crompton’s spinning mule (1785), Edmund Cartwright’s steam-driven power loom (1785), and Eli Whitney’s cotton gin (1793).

3. Pottery making was at the heart of the Industrial Revolution; in 1759, Josiah Wedgwood transformed British porcelain production by opening a porcelain factory based on mass production: division of labor, uniform products, and competitive prices.

4. The development of steam power was vital to industrialization; Thomas Newcomen invented the steam engine in 1702, and James Watt improved the steam engine to make it efficient and safe enough to use in industry by the 1780s.

B. Why Britain?
1. Six important factors made industrialization in Britain possible.
   a) Britain had high levels of agricultural productivity, which freed up surplus labor to leave agriculture for industry.
   b) Britain’s leading role in the Atlantic economy increased the number of available skilled workers who had mastered the basic processes in the production of goods.
   c) Mass industrial production demanded that raw materials and finished products be transported cheaply; British industry could transport these materials more economically than its continental competitors.
   d) Britain was blessed with a large supply of the natural resource that fueled the early Industrial Revolution: coal.
   e) Political stability allowed Britain to have one unified market.
   f) Britain also had capital for industry, thanks to the economic growth produced by the Atlantic trade and a central national bank, which made British capital more accessible.