

**LAWRENCE B. GLICKMAN**

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University of South Carolina  
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Chair, Department of History, 2010-present  
Carolina Trustee Professor of History, 2010-present  
Professor of History, 2006-present  
Associate Professor of History, 1998-2006  
Assistant Professor of History, 1992-1998

**EDUCATION**

Ph.D. UC Berkeley, 1992  
M.A. UC Berkeley, 1988  
A.B. Princeton University, 1985, Magna Cum Laude in History

**HONORS**

OAH Distinguished Lecturer, 2011-  
Carolina Trustee Professor in the Humanities, Social Sciences, Business, and  
Law, 2010  
American Philosophical Society, Sabbatical Fellowship, 2007  
Laurance S. Rockefeller Visiting Fellow, Center for Human Values, Princeton  
University, 2006-2007  
USC Michael J. Mungo Graduate Teaching Award, 2005  
USC Russell Research Award for Humanities and Social Sciences, 2001  
National Endowment for the Humanities Fellowship for University Teachers,  
2000-2001  
University of South Carolina College of Liberal Arts Summer Stipend, 2000  
Society for the History of the Gilded Age and Progressive Era (SHGAPE) Best  
Article Award, 1996  
Robert Ochs Award (for contributions to University of South Carolina Graduate  
History Program), 1995  
USC Research and Productive Scholarship Grants, 1993-94, 1995-96  
UC Berkeley, Townsend Center for the Humanities Fellowship, 1991-1992  
Hagley Museum and Library Fellowship, 1991  
UC Berkeley, Allan Sharlin Memorial Fellowship, 1990-1991  
Outstanding Graduate Student Instructor, 1990  
Ph.D. Qualifying Examination passed "with distinction", Spring 1989

**PUBLICATIONS**

Books

Buying Power: A History of Consumer Activism in America (University of Chicago Press, 2009; paperback 2012)

A Living Wage: American Workers and the Making of Consumer Society (Cornell University Press, 1997; paperback 1999)

### Edited Books

(with James Cook and Michael O' Malley), The Cultural Turn in U. S. History: Past, Present and Future (University of Chicago Press, 2008)

Consumer Society in American History: A Reader (Cornell University Press, 1999)

### Articles

"Consumer Activism, Consumer Movements and Consumer Regimes: Thinking about the Politics of Consumption," in *The Oxford Handbook of the History of Consumption*, ed. Frank Trentmann (Oxford: Oxford University Press, 2012), 399-417.

"The Virtue of Consumption: Challenging Thrift in an Age of Transition," in *Thrift and Thriving in America: Capitalism and Moral Order from the Puritans to the Present*, ed. Joshua Yates and James Davidson Hunter (New York: Oxford University Press, 2011), 264-283.

"The Cultural Turn in U.S. History," in *American History Now*, ed. Eric Foner and Lisa McGirr (Philadelphia: Temple University Press, 2011), 221-241.

"Twelve Propositions for a History of U.S. Cultural History," (with James W. Cook) in *The Cultural turn in US History*, 3-57.

"Rethinking Politics in the 1920s: Consumers and the Public Good in the 'Jazz Age'," *OAH Magazine of History* (April 2007), 16-20.

"The Citizen and the Consumer in *Personal Influence*," *Annals* 608 (Nov 2006), 205-212.

"Through the Medium of Their Pockets': Sabbatarianism, Free Produce, Non-Intercourse, and the Significance of 'Early Modern' Consumer Activism," in The Consumer Expert ed. Matthew Hilton, Alain Chatriot, Marie-Emmanuelle Chessel. (Ashgate, 2006), 21-36.

"Make Lisle the Style: Fashion as Politics in the Japanese Silk Boycott, 1937-1940," Journal of Social History, (Spring 2005), 573-608.

"'Acheter Par Amour De L'esclave:' 'L'abolitionisme et les origines du militantisme consumeriste Americain,'" in *Au nom du consommateur*, ed. Alain Chatriot, Marie-Emmanuelle Chessel, Matthew Hilton. (Paris, La Découverte, 2005), 215-230.

"'Buy for the Sake of the Slave': Abolitionism and the Origins of American Consumer Activism," American Quarterly 57 (December 2004), 889-912.

"Consommer pour réformer le capitalisme américain: Le citoyen et le consommateur au début du XXe siècle," in *Sciences de la Société* No. 62 (Mai 2004),

17-43.

"The `Strike in the Temple of Consumption: Consumer Activism and Political Culture in the Twentieth-Century United States," Journal of American History 88 (June 2001), 99-128.

"Twentieth-Century Consumer Activism and Political Culture in America and Germany," in Roland Becker, Andreas Franzmann, Axel Jansen, Sascha Liebermann (eds.), Eigeninteresse und Gemeinwohlbindung: Kulturelle Ausformungen in den USA und Deutschland, (Konstanz: Universitätsverlag Konstanz, 2001), 115-36.

"Born to Shop: Consumer History and American History," in Consumer Society in American History, 1-14.

"Workers of the World, Consume: Ira Steward and the Origins of Labor Consumerism," International Labor and Working-Class History 52 (Fall 1997), 72-86.

"Inventing the `American Standard of Living': Gender, Race and Working-Class Identity, 1880-1925," Labor History 34 (Spring-Summer 1993), 221-35.

### Encyclopedia Articles

"The Impact of the Culture Concept on Social History," in *A Companion to American Cultural History* ed. Karen Halttunen (Blackwell, 2008), 396-405.

"American Standard of Living," "Family Wage," "Labor Theory of Value," "Living Wage," in *Encyclopedia of U.S. Labor and Working Class History* ed. Eric Arnesen (Routledge, 2006).

"Working Class Culture," Encyclopedia of the United States in the Nineteenth Century (Scribner, 2001), Vol. 3: 430-32.

"Ira Steward," in American National Biography, ed. John A. Garraty and Mark C. Carnes (Oxford University Press, 1999), Vol. 20: 734-736.

### Essay Reviews

"Consuming Pleasures," *Reviews in American History*, forthcoming

"Response," *Labor: Studies in the Working-Class History of the Americas* 8:1 (Feb 2011), 25-29.

"The Other Side of Consumer Politics," (Victoria De Grazia, *Irresistible Empire*, Harvard University Press, 2005), *Passport* 38 (April 2007), 11-13.

"The `Ism' That Won the Century," (Gary Cross, An All-Consuming Century: Why Commercialism Won in Modern America, Columbia University Press, 2000). The Nation, December 4, 2000, 33-38.

"Toward a History of Consumer Culture, Women, and Politics," (Margaret Finnegan. Selling Suffrage: Consumer Culture and Votes for Women (Columbia University Press, 1999) and Landon R. Y. Storrs. Civilizing Capitalism: The National Consumers' League, Women's Activism, and Labor Standards in the New Deal Era (University of North Carolina Press, 2000). Reviews in American History (December 2000), 584-592.

"Still in Search of Progressivism," (Steven Diner, A Very Different Age: Americans of the Progressive Era Hill and Wang, 1998), Reviews in American History, (December 1998), 731-736.

"The Laboring of History and Culture," (Michael Denning, The Cultural Front Verso, 1997) Labor History 39: 3 (August 1998), 320-324.

"Consumers of the World, Unite," (Dana Frank, Purchasing Power: Consumer Organizing, Gender and the Seattle Labor Movement, 1919-1929 Cambridge University Press, 1994), Reviews in American History (December 1994), 632-638.

"The Religion of Trade Unionism," (Stuart B. Kaufman, ed. The Samuel Gompers Papers Vols. 1-4, University of Illinois Press, 1986-1991), Documentary Editing (December 1994), 94-99.

"I'm All White, Jack," (David Roediger, The Wages of Whiteness: Race and the Making of the American Working Class Verso, 1991), The Nation February 17, 1992, 207-209.

"Wages and the Gendering of Need," (Alice Kessler-Harris, A Woman's Wage University of Kentucky Press, 1990), Socialist Review, 21:2 (April-June, 1991), 185-191.

### Book Reviews

Joseph J. Corn, User Unfriendly: Consumer Struggles with Personal Technologies, from Clocks and Sewing Machines to Cars and Computers (Baltimore: Johns Hopkins University Press, 2011).

Bryant Simon, Everything But the Coffee: Learning About America Through Starbuicks (Berkeley: University of California Press, 2009). Journal of American History (Dec 2010), 153.

Jeffrey M. Hornstein, A Nation of Realtors: A Cultural History of the Twentieth-Century American Middle Class (Durham: Duke University Press, 2005). Labor: Studies in the Working-Class History of the Americas 4 (2007), 129-131..

Michael Zakim, Ready Made Democracy: A History of Men's Dress in the American Republic, 1760-1860 (Chicago, 2003). Labor: Studies in the Working-Class History of the Americas 2: (Summer 2005), 130-132.

Martin Daunton and Matthew Hilton (eds.), The Politics of Consumption: Material Culture and Citizenship in Europe and America ((Berg, 2001) and Hasia R. Diner, Hungering for America: Italian, Irish and Jewish Foodways in the Age of Migration (Harvard University Press, 2001). Social History, 29 (2): (May 2004), 252-255.

Lizabeth Cohen, A Consumers' Republic: The Politics of Mass Consumption in Postwar America (Knopf, 2003) and Janice Williams Rutherford, Selling Mrs. Consumer: Christine Frederick and the Rise of Household Efficiency (University of Georgia Press, 2003), Enterprise and Society, (March 2004), 157-161.

Peter N. Stearns, Consumerism in World History: The Global Transformation of Desire (Routledge, 2001), Business History Review, (Summer 2003), 359-262.

Nelson Lichtenstein, State of the Union: A Century of American Labor (Princeton University Press, 2001). Journal of American History 90 (June 2003), 278-279.

Howard Zinn, Dana Frank, and Robin D. G. Kelley, Three Strikes: Miners, Musicians, Salesgirls, and the Fighting Spirit of Labor's Last Century (Beacon 2001). Labor History, 43 (November 2002), 565-566.

Regina Lee Blaszczyk, Imagining Consumers: Design and Innovation from Wedgwood to Corning (Johns Hopkins University Press, 2000). Journal of American History (September 2001), 692-93.

Jennifer A. Loehlin, From Rugs to Riches: Housework, Consumption and Modernity in Germany (Berg, 1999). Enterprise and Society (March 2001), 150-52.

Jefferson Cowie, Capital Moves: RCA's Seventy Year Quest for Cheap Labor (Cornell University Press, 1999). American Historical Review (October 2000), 1347-48.

Olivier Zunz, Why the American Century? (University of Chicago Press, 1998). Journal of American History (March 2000), 1828-1829.

Judith Stein, Running Steel, Running America: Race, Economic Policy, and the Decline of Liberalism (University of North Carolina Press, 1998). Labor History (February 2000), 105-106.

Sulevi Riukulehto, The Concepts of Luxury and Waste in American Radicalism, 1880-1929 (Finnish Academy of Science and Letters, 1998). Journal of Interdisciplinary History (Fall 2000), 295-296.

James L. Huston, Securing the Fruits of Labor: The American Concept of Wealth Distribution, 1765-1900 (Baton Rouge: Louisiana State University Press, 1998). Journal of American History (June 1999), 224-225.

Elizabeth Faue, Community of Suffering and Struggle: Men, Women and the Labor Movement in Minneapolis, 1915-1945 (University of North Carolina Press, 1991), Labor History, 34:2-3 (Spring-Summer 1993), 387-389.

### Film Reviews

Henriette Mantel and Steve Skrovan, *An Unreasonable Man* (IFC Films), *Labor: Studies in Working-Class History of the Americas* 5 (Spring 2008), 138-39.

### Opinion Pieces and Blog Posts

"Ryan Revives Old National Fixation on 'Free Enterprise'," Bloomberg News, Aug 17, 2012.

<http://www.bloomberg.com/news/2012-08-17/ryan-revives-old-national-fixation-on-free-enterprise-.html>

"Chick-fil-A Day a Reminder That Boycotts Often Backfire," Bloomberg News, Aug 3, 2012.

<http://www.bloomberg.com/news/2012-08-03/chick-fil-a-day-a-reminder-that-boycotts-of-ten-backfire.html>

"The Government Did Have Something to Do With It," Baseline Scenario, Oct 6, 2010. <http://baselinescenario.com/2010/10/06/government-cheney-halliburton-glickman/>

"Truth in Labeling," *American Prospect*, Nov 25, 2009. [http://www.prospect.org/cs/articles?article=truth\\_in\\_labeling](http://www.prospect.org/cs/articles?article=truth_in_labeling)

"Positive and Negative Consumption," <http://roomfordebate.blogs.nytimes.com/2009/09/24/saving-the-world-without-us-consumers/?scp=1&sq=lawrence%20glickman&st=cse#lawrence>

"What is Consumer Freedom?," *Baseline Scenario*, Oct 9, 2009. <http://baselinescenario.com/2009/10/09/what-is-consumer-freedom/>

"Consumer Protection Redux: The Lessons of History," *Baseline Scenario*, Sep 8, 2009. <http://baselinescenario.com/2009/09/07/consumer-protection-redux/> and *The*

*Huffington Post*,  
[http://www.huffingtonpost.com/lawrence-b-glickman/consumer-protection-redux\\_b\\_278958.html](http://www.huffingtonpost.com/lawrence-b-glickman/consumer-protection-redux_b_278958.html)

"The Politics of Boycotts," *Washington Post Bookworld Blog*, Sep 2, 2009

"Lawrence Glickman's Buying Power," The Page 99 Test,  
<http://page99test.blogspot.com/2009/08/lawrence-glickmans-buying-power.html>

"Boycotts: A Quick History,"  
[http://andrewsullivan.theatlantic.com/the\\_daily\\_dish/2009/08/boycotts-a-quick-history-lesson.html](http://andrewsullivan.theatlantic.com/the_daily_dish/2009/08/boycotts-a-quick-history-lesson.html)

"How's the Recession Affecting Consumers: An Interview with Lawrence Glickman," History News Network, <http://hnn.us/articles/87439.html>

"Buying Less, By Choice," *New York Times*, Mar 9, 2009 at  
<http://roomfordebate.blogs.nytimes.com/2009/03/09/the-new-frugality-no-passing-fad/>

"Misremembering the New Deal, Misunderstanding Recovery," *State*, Jan 28, 2009, A9.

"Boycott Mania: As Business Ethics Fall, Consumer Activism Rises," *Boston Globe*, July 31, 2005, D12.

"It's Clear Rebel Soldiers Fought to Preserve Slavery," *The State*, August 23, 1999, A8.

"Civility is Fine, but it has Limits," *The State* January 29, 1997, A7.

"Bring Back the Living Wage for American Workers-Again," *The State*, May 1, 1996, A11.

## **INVITED TALKS and CONFERENCE PAPERS**

"The Politics of the Springmaid Ad Campaign," Winthrop University, October 2012.

"The Public Spending Debate in the Post-War United States," Rothermere American Institute, Oxford University, May 2012.

"Bernard Baruch and American Liberalism," University of South Carolina Alumni Weekend Keynote Address, Hobcaw Barony, Georgetown, SC, June 2011.

"Public Spending: An Idea in Need of Revival," University of California, Santa Barbara Center for Work, Labor, and Democracy, January 15, 2011.

"Consumer Activism, Consumer Movements, and Consumer Regimes: Thinking about Consumer Politics in US History," Organization of American Historians, April 2010.

"Saturday Symposium: Consumers—The Unknown Social Movement, Debating Lawrence Glickman's, *Buying Power: A History of Consumer Activism in America*," Newberry Library, November 14, 2009.

"Bernard Baruch and the Transformation of American Liberalism," Jewish Historical Society of South Carolina, Georgetown, SC, May 3, 2009.

"The Consumer Movement, Conservatism and Liberalism in the 1970s," Department of History, University of Minnesota, March 2008.

"The Anti-Consumerist Origins of the New Right," History Department, University of Colorado, Boulder, April 2007.

"The Rise and Fall of the Consumer Protection Agency: The Origins of American

Anti-Liberalism, 1959-1978,” Princeton University Center for Human Values, March 2007.

“Rebel Consumerism,” Organization of American Historians, March 2007.

“Boycotts in Trans-National Context,” American Studies Association, Oct 2006.

“The Southern Commercial ‘Non Intercourse’ Movement as Consumer Activism,” University of Michigan, March 2006.

“Consumption and Communication: Placing *Personal Influence* in Historical Context,” *Personal Influence* Conference, Columbia University, October 2005.

“The Virtue of Consumption: Challenging Thrift in an Age of Transition,” Thrift and American Culture Conference, Portland Maine, October 2005.

“The State of Cultural History,” Introductory Remarks, “The State of Cultural History: A Conference in Honor of Lawrence W. Levine, George Mason University, September 2005.

“The Pre-Twentieth Century Roots of Modern Consumer Politics,” In the Name of the Consumer, an International Conference at the Centre de Recherches Historiques at the Ecoles des Hautes Etudes en Science Sociales.

“What Happened to the Consumer Movement in the 1940s?,” Organization of American Historians, March 2004.

“The Free Produce Movement: Abolitionism and the Origins of Consumer Activism in the Anglo-American World,” Department of History, Northwestern University, May 2003.

“The Politics of Pleasure: An Agenda for Consumer History,” on a panel on the “State of the Art” in Consumer History, Organization of American Historians, April 2002.

“The Politics of Fashion,” Department of History, UC Berkeley, March 2002.

“Seminar on *A Living Wage*, Institute for Working Families, UC Berkeley, March 2002.

“Make Lisle the Style: The Politics of Consumption on the Eve of World War II,” International Seminar on Political Consumerism, Stockholm University, June 2001.

“Making the ‘Great Society’ Good: The Politics of Consumption in Progressive America,” Organization of American History, April 2001.

“How Do We Remember?,” College of Liberal Arts Symposium for the USC Bicentennial, April 2001. “History and the Art of Memory,” USC Bicentennial Forum, April 2001.

“The Living Wage: Reflections on History and Policy,” Invited Lecture, University of Notre Dame, February 2001.

“The Consumer and Polity in the Twentieth Century,” Balancing private interest and community orientation: Cultural patterns in the United States and Germany, J. W. Goethe-Universität, Frankfurt, Germany, June 2000.

“Consumption as Social Practice: A Conversation,” Hagley Museum and Library, May 2000

“Debating Consumerism in the Depression Decade,” American Studies Association, October 1999

“Use Your Buying Power for Justice: The Political Culture of Consumer Activism in Twentieth Century America,” Charles Warren Center, Harvard University, May 1999

“The Political Culture of Consumer Activism in Twentieth Century America,”

Invited lecture, University of California, Davis, February 1999

"Use Your Buying Power for Justice: The Political Culture of Consumer Activism in Twentieth Century America," Invited Lecture, Department of American Studies, Boston University, February 1999.

"The Science of Working People: Political Economy, Social Economy, and Moral Economy in the American Labor Movement," North American Labor History Conference, Detroit, October 1998

"Workers of the World, Consume: Ira Steward and the Intellectual Origins of Labor Consumerism," American Studies Association, Kansas City, October 1996 "Born to Shop? The Problem of Consumption in American History," Organization of American Historians, March 1996.

"The Future of Labor History," Social Science History Association, November 1995

"Visions of Wage Labor in Nineteenth Century America," Seminar on Comparative History of Labor, Industry, and Society, February 1995

"Wage Slavery and American Labor, 1865-1910," Organization of American Historians, April 1994

"Deconstructing Production/Consumption in Labor History," Social Science History Association, November 1993

"The Gendered and Racial Meanings of Wage Ideology: From 'Living' to 'Minimum' Wage," Organization of American Historians, April 1993

"Producers as Consumers: The Consumerist Turn in American Labor Ideology, 1880-1925," Invited paper, Rutgers Center for Historical Analysis, December 1992

"Idle Men and Fallen Women: Gender and Organized Labor's Critique of the Wage System," Social Science History Association, November 1992

"Inventing the 'American Standard of Living': Race, Gender, and Working-Class Identity, 1880-1925," North American Labor History Conference, October 1991.

"Inventing the 'American Standard of Living': Race, Gender, and Working-Class Identity, 1880-1925," Bay Area Labor History Workshop, September 1991.

"From 'Wage Slavery' to the 'Living Wage'," Hagley Library Brownbag Seminar, January, 1991.

"Gender and the Living Wage," USC Interdisciplinary Conference on Class and Gender, September 1990.

"The Modern Moral Economy: The Living Wage in Working-Class Culture," American Historical Association, Pacific Coast Branch, August 1990.

Comments on Conference Panels:

"Purchasing Power Politics and Consumer Activism in North America from the Depression to the Cold War," Organization of Historians Annual Meeting, San Francisco, April 2013.

"Out of Bounds: Expanding the Modes and Means of American Consumption, 1900-1965," Organization of American Historians Annual Meeting, Houston, March 2011.

"Banned Business and Contested Consumption in the Twentieth-Century United States," Organization of American Historians, New York, March 2008.



"Challenging Categories in Urban/Labor History," North American Labor History Conference, Detroit, October 1997

"Citizen Consumers: Labor Unions and the Politics of Consumption," North American Labor History Conference, Detroit, October 1993

### **PROFESSIONAL EXPERIENCE**

University of South Carolina, Professor, 2006- ; Associate Professor, 1998-2006; Assistant Professor, 1992-1998

Lecture Courses: "America Since 1865," "The Rise of Industrial America, 1877-1917," "The United States Since 1945" "American Consumer Society"

Seminars: "Working People in American History," "Consumer Society in Modern America," "Work and Leisure in America Since the Civil War," "American Culture Since World War I" "Politics and Culture in the Depression Decade," "From the New Deal to the Age of Reagan."

Graduate Courses: "Theories of Cultural History," "Main Themes in U.S. History Since 1876," "Consumer Society in Comparative Perspective"

UC Berkeley, Graduate Student Instructor, 1987-1991

### **SERVICE AND PROFESSIONAL ACTIVITIES**

SEC Academic Leadership Development Program, 2012-2014.  
Chair, History Department, Aug 2010-  
Chair, Russell Research Award, 2009-2010  
Chair, History Department Executive Committee, 2009-2010  
University Tenure and Promotion Committee, Fall 2008  
Academic Planning Committee, College of Arts and Sciences, 2005-2006  
Chair, US History Search Committee, 2003-2004  
Editorial Board, *Labor History*, 2001-present  
Russell Research Award Selection Committee, 2001-2004, 2007-2010  
USC Graduate Council, 2001-2003  
Petitions and Appeals Committee, 2002-2004  
Director of Graduate Studies, Department of History, 2001-2004, 2008-2009  
Vice Provost's Committee on Research, 2000-2001  
Search Committee for Modern Chinese Historian, 1999-2000  
Nominating Committee and Organizing Committee, Labor and Working-Class History Association, 1998-2000  
Prize Committee, Society for the History of the Gilded Age and Progressive Era Best Article Award, 1998-2000  
Ad-Hoc Committee to Develop USC Departmental Program in Culture, Identity, and Economic Development, 1996-97  
USC Undergraduate Committee, 1996-97, 1999-2000  
Search Committee for USC History Department Chair, 1996-97

Co-chair of the Labor Network for the 1995 Social Science History Association,  
1994-1995  
USC History Department Executive Committee, 1993-95  
Chair, USC Colloquium Committee, 1994-1995

### **Memberships**

Labor and Working-Class History Association  
American Historical Association  
Organization of American Historians  
American Studies Association