Baby Boomers, Generation X and Social Cycles



Book Preview

Baby Boomers, Generation X and Social Cycles

Volume 1: North American Long-waves

by Edward Cheung

Hardcover, 320 pages. Release Date: July 30, 2007

Publisher: Longwave Press

This Book Preview Contains Three Sections.

Section I: Book Summaries

Section II: Chapter 1 and Other Material

Section III: A Few More Highlights

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Section I Book Summaries

Summary 15 Words:

Recurring baby booms in the past 200 years have changed social, political and economic history.

Summary 75 Words:

A compelling demographic analysis of North America that reveals that there were other baby booms in the past 200 years. With each baby boom comes recurring themes such as the 1910's women's movement and Jazz, the 1920's stock market craze, and the 1930's interest in pensions, healthcare and social security. The Boomer parallels are reflected in the 1960's women's movement and Rock music, followed by our current interest in stocks, pensions, healthcare and social security.

Summary 501 Words:

Change happens around us everyday, but understanding change has always been difficult. Why did a generation become infatuated with rock 'n' roll and the civil rights movement? Why did our focus change to an obsession with the stock market and in investing in ever larger homes? What is the future of pensions and healthcare when Baby Boomers retire? The answers to these and many other questions can be found in our understanding of our past.

Baby Boomers, Generation X and Social Cycles, Volume 1: North American Long-waves, begins by examining the population growth rates of the United States and Canada from 1789 to the present and shows that population growth rates have not always been uniform throughout history. The changes in the rates of population growth were caused by changes in birth rates. When birth rates increased, baby booms were created and when birth rates decreased, Generation Xs were born. These changes in population growth have created recurring themes in history.

Each baby boom was followed by a period of increasing activism. When birth rates declined, society entered a period of decreasing activism. In the 1900's and 1910's the women's movement was revitalized to rally for voting rights and the settlement-house

movement was established to help the poor. The young reveled in the new music called Jazz while the establishment frowned upon what it thought was nothing but noise. As a result of the baby boom of the 1940's and 1950's, similar themes re-emerged in the 1960's and 1970's. The women's movement was revitalized for equal rights and the War on Poverty was carried on by governments. The young reveled in the new music called Rock while the establishment went looking for heavy-duty ear-plugs.

In the 1920's there was a great investment boom followed by the collapse of the stock market. Social security, healthcare and pension plans were the themes of the 1930's to the 1950's. Millions of people were given entitlements to these benefits for the first time. From the 1980's onward, we have again entered a period of rising stock markets with a focus on pensions, healthcare and social security.

Baby Boomers, Generation X and Social Cycles examines the history of Education, Popular Music, the Women's Movement, Politics, Heath Care, Retirement, the Economy and many others to show how changes in population growth have affected our social, political and economic life. Approximately 60 long-term statistics are analyzed in their relation to demographics including the Consumption of Alcohol, Diabetes, Investments, Money Supply and Violent Crime. This is the first book to provide compelling historical and statistical evidence to link the long-waves of social change to demographics for the past 200 years in North America. This book not only examines our current demographic situation, but provides an expansive demographic model that is applicable to many countries from antiquities to the present time.

Whether you are interested in creating a better society, investing for retirement, concerned about your pension or the economy, understanding the demographics of social change is vitally important.

Simon Kuznets, Ansley J. Coale, Melvin Zelnik Simon Kuznets, Ansley J. Coale and Melvin Zelnik are all highly regarded in their fields. Kuznets was the second person in the U.S. to be awarded the Nobel Prize in economics. Coale taught demographics at Princeton. They both did research in demographics and yet ended

with seemingly different conclusions about the direction of demographic change in the nineteenth and early twentieth centuries. Why did this happen? *Baby Boomers, Generation X and Social Cycles* brings together the findings of these men and shows how their statistical analysis are shades of the same perspective, separated only by variances in mathematical transformations of statistical data. This data is a reflection of the Kondratieff long-waves.

A History of Population Growth and Decline

In the 1960's and 1970's the population explosion captured the headlines of major newspapers. People and governments became concerned about the rapid population growth and the impact on the environment, the economy and our social well-being. It was a period of escalating inflation accompanied by a shortage of food and various commodities. By the early 2000's, the population explosion was moving towards the background while the appearance of issues concerning population decline was making the newspaper headlines. An ageing population, along with a declining birth rate will have a major impact on our economy and our ability to fund pensions and social security. We were not prepared for the rapid population growth of the past, and only now are we raising awareness about a declining and ageing population that will be our future. Baby Boomers, Generation X and Social Cycles attempts to clarify the issues brought on by the impact of population growth and decline by analyzing several periods in our history when such events actually happened.

The Economic Impact of Population Change

Population growth impacts the size of society's work force and consumption. Society's consumption in turn impacts the level of production. Since consumer spending makes up approximately two thirds of GDP, demographics has a very large impact on the economy. Changes in our interest rates, wages, production, inflation, investments, retirement and pensions are all directly affected by demographic change. Baby Boomers, Generation X and Social Cycles correlates the direct impact of population change to more than a dozen economic statistics over a 200 hundred year period and to the social forces of economic change, such as unions, businesses and regulatory bodies. Even our creativity is affected by demographics, as the number of patents issued is directly related to population change.

Samuelson, Greenspan: Creative Destruction

"Creative destruction" is an idea that was articulated by Harvard economist Joseph Schumpeter in 1942. Like many powerful ideas, his is simple: A market economy will incessantly revitalize itself from within by scrapping old and failing businesses and then reallocating resources to newer, more productive ones. I read Schumpeter in my twenties and always thought he was right, and I've watched the process at work through my entire career.

- Alan Greenspan (*The Age of Turbulence*)

It was Joseph Schumpeter that made Kondratieff's long-waves known to the West in his 1939 book Business Cycles. The "gale of creative destruction" was his explanation for the process in which the long-wave functioned. Even Economist Paul Samuelson, who was not known to be an advocate of the long-wave previously, wrote in 2003:

Now, at the turn of the millennia, when total productivity has remarkably soared in America and abroad, both fools and sages sing Schumpeter's praise. That would have amused and pleased this worldly scholar who in some dark hours of the night used to despair in his German-shorthand diaries of justly deserved praises passing him by. So Keynes was wrong: in the long run not all of us are dead.

A recent study found that social science articles are now twice more likely to cite Schumpeter than Keynes. In the 1980s the opposite was true. Long-wave economics is now mainstream. Baby Boomers, Generation X and Social Cycles provides the latest and most comprehensive findings on Schumpeter's early observations. These latest findings link innovations and economic changes to demographics.

Section II

Baby Boomers, Generation X and Social Cycles Volume 1: North American Long-waves

Baby Boomers, Generation X and Social Cycles

Volume 1

North American Long-Waves

Edward Cheung

Longwave Press

Toronto 2007

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U.S. ISBN: 978-1-896330-00-6

Canada Cataloguing in Publication Data

Cheung, Edward, date-

Baby boomers, Generation X and social cycles / Edward Cheung. -- Expanded ed.

Includes bibligraphical references and index.

Contents: v. 1. North American long-waves.

ISBN 978-1-896330-06-8 (v. 1)

- 1. Population--Social aspects.
- 2. Population--Economic aspects.
- 3. Social change.
- 4. Long waves (Economics)
- 5. Social movements. I. Title.

HB849.44.C54 2007 304.6 C2007-900616-7

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www.longwavepress.com

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$D_{\it efinitions}$

BEA - U.S. Bureau of Economic Analysis

HSTUS - Historical Statistics of the United States: Colonial Times to 1970.

SAUS - Statistical Abstracts of the United States

USCB - U.S. Census Bureau

USDA - U.S. Department of Agriculture

USPTO - U.S. Patent and Trademark Office

BOC - Bank of Canada HSTCA - Historical Statistics of Canada STATSCAN - Statistics Canada

Equation Definitions:

Percent Change per Decade: F(t) = (Y(t) - Y(t-10))*100/Y(t-10)

 $P_{\it reface: Volume 1}$

When I started research on the subject of long-waves and demographics in 1988 the population explosion as an impending crisis was still on the minds of most people. Population growth was seen as a threat to our immediate future. The growing concern now is the low birth rate among the industrialized economies. How consensus has changed over the last several years! The population concerns are now more in line with the conclusions that I have drawn in this book; that slowing or declining population growth would raise a new set of issues about the economy and our social well-being.

Since the publication of the first edition of this book in 1994 it is heartening to find books and articles that have used many of the original concepts introduced here, such as that social movements come in waves in relation to demographics and that the fluctuations in population growth cause shifts in aggregate demand producing long term fluctuations in economic growth.

The study of demographics is sometimes like the folk story of the blind men and the elephant. Having never seen an elephant before, upon touching the elephant's leg, one man exclaims it's a tree. Upon touching the trunk, another man exclaims it's a snake. Yet another exclaims it's a rope after touching the tail. Each man interprets the elephant depending on what he is touching without a complete concept of the whole.

Preface: Volume 1

Without a valid demographic model, claims of demographic relationships are often based on one-off observations or ideology. Thus it is often difficult to resolve what real impact population changes have on our social environment or our economy. The consequence is that studies of population growth and decline often give contradictory results; both population growth and decline can be cited as having either positive or negative impact on our social well-being by different schools of thought. There are few theories, if any, that can relate the many economic, social and political relationships to demographics as well as the long-wave. With over two hundred years of history and statistics, the long-wave establishes historical precedents allowing for the validation of relationships, and precedents for the understanding of future events. The ability to validate relationships is extremely important to any science and extremely rare in the social sciences. For that reason alone the long-wave should rank among the best of the social sciences.

While a few decades ago the world was troubled by the possibility of a population explosion, in the last few years Western governments have turned their attention to the issues related to a shrinking population. This is the new impending crisis. The ageing population of Europe is projected to decline by more than ten percent by 2050. A population almost equivalent to that of Canada is projected to disappear from continental Europe. With it European governments foresee a looming crisis involving shrinking work forces, inadequate pension funding and social security and economic uncertainty. The spectre of an ageing and declining population is becoming a worldwide reality. The solutions to our problems lie in understanding our past. It is time to give Nikolai Kondratieff and other long-wave pioneers their rightful place in history.

Edward Cheung, January 2007.

THE LONG-WAVES OF SOCIAL CHANGE

The demographics of many nations were changed dramatically after World War II by what is known as the "Baby Boom." The Baby Boom generation or Gen-B brought us rock & roll and made Woodstock a landmark in time. In their activism they mobilized the civil rights movement, the women's movement and the urban reform movements. They brought in the liberal governments of the 1960's but with time switched to the conservative governments of the 1980's. In the 1960's Gen-B moved away from a traditional education to bring back a progressive education as a new teaching philosophy, only to revert back to a traditional education again by the 1990's. The rock & roll generation, hippies, yuppies (young urban professionals), dinks (double income no kids), the MBAs who took credit for corporate profits in the 1980's and financial advisors who took credit

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for mutual fund and investment returns during the stock market boom of the 1990's; these are a few of the cultural icons that represent the changing times in the lives of the Baby Boom generation. Each represents a phase of the Baby Boomers progressing from youth to maturity, emerging from being young rebels to being guardians of the establishment.

History was made and is still being made by Gen-B. As Gen-B ages, health care, social security, retirement pensions and the uncertainty about whether there are enough funds for these programs when Gen-B retires, have been growing concerns. That the world has been changed by the Baby Boom generation is without question. Society has had to change to accommodate Gen-B. Gen-B, because of the large numbers, has changed the social, political and economic systems of society.

And where is Generation X in all this, those born after the baby boom? Compared with Gen-B, there are few cultural icons that can be as strongly identified with Gen-X. Neither would the Gen-X cultural icons be representative of the spirit of the times. If the media had not caught on to the term *Generation X* from the book of the same title, the collective impact of this generation could have been overlooked altogether.¹

Baby Boomers were born at a time when the birth rate was increasing. Generation X was born at a time when the birth rate was decreasing. Gen-X was too young to be involved in any of the activist movements of the 1960's and 1970's and when Gen-X came of age, the movements were drawing to a close. The world was becoming a different place in the 1980's. The conservative governments of Ronald Reagan and George Bush were elected in the U.S., the conservative government of Brian Mulroney was elected in Canada and the conservative government of Margaret Thatcher was elected in Britain. Societies around the world were becoming more conservative.

Economically the 1980's and 1990's were difficult decades for everyone, but in particular Gen-X bore the brunt of the burden of fiscal restraint. While the average real wage gain for the decade of the 1950's was 43 percent and for the 1960's, 37 percent, the highest wage gains in a century, the early 1980's were hit by a recession that was the worst since the Great Depression of the 1930's. The unemployment rate in the 1980's

went over 10 percent. While the average wage held steady throughout the 1980's, on closer examination, for Gen-X joining the work force, that is those between 18 and 24, there was a real wage decrease of over 25 percent. This meant that those with longer employment histories continued to enjoy real wage gains.²

The permanent layoff rate for men aged 15 to 24 was 11.8 percent compared to 7.1 percent for men 55 to 64. Ten years later, in the recession from 1990 to 1992, those that moved into the age group of 25 to 34 again had the highest permanent layoff rate, 10.5 percent compared to 7.9 percent for those aged 45 to 54. Those aged 18 to 25 had the second highest layoff rate of 10.2 percent.³

The recession of 1990 to 1992 eliminated many permanent positions which were replaced with temporary positions and contract work; work for which younger workers could not qualify for lack of experience. From the mid 1980's to the mid 1990's the hiring rate for those between 25 and 34 fell 15 percent but for those between 45 and 54 the hiring rate increased by 10 percent.

While those born between 1932 and 1971 had a 70 percent chance of leaving home by the age of 24, those that left home in the 1980's faced a period of high unemployment. The probability of leaving home by the age of 24 for those born after 1977 had dropped to only 54 percent.⁴ The social and economic environments through which Gen-B and Gen-X have grown up are significantly different. These have shaped the attitudes and outlooks of each generation.

Social history can be divided into periods of activity and inactivity. The cultural predominance of Baby Boomers overshadows all that which is Gen-X. When Baby Boomers were growing up, society entered a period of high activity and now that Baby Boomers are growing old, society is entering a period of low activity.

The early 1900's to the 1920's was another period of high activity known as the Progressive Era; an era that reflected a baby boom that has long been forgotten and relinquished to the archives of history. Activists were out in full force during this era, in their idealism, to stop drunkenness, to further the egalitarian rights of women, and to alleviate the condi-

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tions of the poor. The movement to prohibit the consumption of alcohol culminated in the passage of laws banning the manufacture, distribution and consumption of alcohol nationwide. The women's movement rallied and won the right to vote by 1920. The settlement-house movement began when youths moved into the poor districts of cities to provide assistance to those living in poverty, establishing a "settlement" in their midst. These activities marked the beginnings of social work. Progressive education was in full swing in all the public schools. The new music of this era was called Jazz. After the 1920's many of these movements came to an end. The conservative administrations of presidents Harding, Coolidge and Hoover in the U.S. marked the end of the Progressive Era. The conservative government of Richard Bennett was elected in Canada.

In the 1920's the stock market began to soar. There were mergers and acquisitions taking place across the country. Investment trusts came into existence and became extremely popular with investors, as popular as mutual funds were in the 1990's. In 1929 the stock market crashed marking the beginning of the Great Depression. During the depression all the issues of an ageing and retiring population came to the surface. Social security, retirement pensions and hospital insurance were made available to many people for the first time.

On the heels of Gen-B of the early 1900's was a group similar to that of Gen-X of today. This group came of age in the 1920's, paralleling Gen-X of the 1980's. But the 1920's generation was not as fortunate because many lives were put on hold during the Great Depression. History rotates around the two alternating generations of Gen-B and Gen-X, but Gen-X will never eclipse the profound effects of Gen-B on the social, political and economic structures of society.

This book is about change; change in the social, political and economic systems of society brought about by the changes in the composition of the population. Mostly, this change has been brought about by a cycle of baby booms, which has emerged every 50 to 60 years, followed by the lack of change, when Gen-X arrives.

When we map the periods of inflation with social history, we find that periods of high activity occur at periods of high inflation and periods of low activity occur at periods of low inflation or even deflation. These periods of high inflation and high activity were preceded by baby booms, and the periods of low activity and low inflation were preceded by periods of declining birth rates.

To understand the relationships between population growth, the economy and social change, we begin with the work of a Russian economist by the name of Nikolai Kondratieff. In the 1920's Kondratieff started to evaluate the nature of capitalist economies. As he analyzed the data on commodity prices, wages and other economic statistics, he discovered that developed economies fluctuated in cycles of 50 to 60 years in what he called "long-waves."

Figure 1.00 shows three and a half long-waves since 1789. Each wave has been labelled I, II, III, and IV. The straight lines indicate the major price trend of each section of each wave. The convoluted line is the U.S. wholesale price index, the statistical variable of this graph and an indicator of inflation. The waves of the statistical variable, some of which have a tendency to shift with time, are labelled usD, usE, usF and usG to help us keep track. For Canada these will be referred to as caD, caE, caF and caG. For our purposes, the long-wave is viewed as consisting of five major sections: the rising slope, the peak, the primary decline, the secondary decline and the trough. In 1814, 1864, 1920 and 1974, similar inflationary pressures peaked followed by a sharp decline in prices and a recession. A period of recovery then followed. A sense of economic security and prosperity is dominant at this time. Historically, prices have continued in a declining trend producing a deflationary environment. As Kondratieff noted, there were more years of prosperity on the rising side of the long-wave than on the declining side. The first two long-waves of our analyses reached bottom in 1843 and 1897 in the midst of a depression. Commodity prices of the third long-wave declined into 1932 in the midst of the Great Depression but began an early upswing with the advent of World War II and the rebuilding of Europe thereafter. Without the enormous spending of WWII and the rebuilding afterwards, the downswing may have lasted until the 1950's. Kondratieff's work had anticipated the Great Depression by about a decade.

There were others who wrote about economic cycles before Kondratieff, but Kondratieff did the most work on the subject up to and during his time and the Harvard economist Josef Schumpeter made the lasting association between Kondratieff and the long-wave, now also known as the Kondratieff wave. Many theories have been developed about the long-wave since the 1920's. This is the first book to relate the Kondratieff long-wave to demographics.

There is one additional time period that we must keep track of in addition to the long-waves. This is a mildly inflationary period on the downswing of the first long-wave labelled us δ (us delta), that can be found in figure 1.00, from which came the rise of Jacksonian Democracy. We give it a rough date of between 1825 and 1840. This period was preceded by an increase in birth rate that was not large enough, in relative terms, to generate a complete long-wave of its own. Although the events in this era, which led to the presidency of Andrew Jackson, may seem relatively minor with respect to the long-wave, as we do our correlations, we will find that some events are significant enough that, without giving them proper attention, this study would not be nearly as complete. Similar sentiments culminated in the Rebellion of 1837 in Canada, led by William Lyon Mackenzie. For Canada this period will be referred to as ca δ (ca delta). What is important to this study is the understanding of the cyclical relations that emerge and not the cyclical periodicity.

Historians tend to place usδ at either the end of the first long-wave or at the beginning of the second long-wave depending on how one views the continuity of history. We will follow this treatment of history in our historical analysis; however in the statistical data in figure 1.00 usδ shows up as an entity of its own, being at the end of the first long-wave.

With the turning points of the long-wave and us δ , we can begin to evaluate how the composition of the population affects the interests and pursuits of society. We use these sections and turning points of history, not so that we can attempt to fit all our data into a mold, but so that we can observe and understand relationships. If the data fits these points well, then there must be strong relationships. If the data does not fit these points well, then there may be other influences to consider, or that the relation-

ships may be weak, or there may be no relationship at all. Evidence suggests that the long-wave and the conditions of us δ all occurred when they did largely because of a dynamically changing population. As we examine the long-waves of the last two hundred years, we will find that a similar set of activities tends to repeat for each upswing and another similar set tends to repeat for each downswing.

Long-Wave	Long-wave Phase	Years
Wave I	Upswing	1789 - 1814
	Downswing	1814 - 1843
	usδ upswing	1825 - 1840
Wave II	Upswing	1843 - 1864
	Downswing	1864 - 1897
Wave III	Upswing	1897 - 1920
	Downswing	1920 - 1932
Wave IV	Upswing	1932 - 1974
	Downswing	1974 - 20??

Table 1.00 - Long-wave Phases

Each upswing of the long-wave is preceded by a baby boom. Following each baby boom is a baby bust. In the 1990's, this generation was called "Generation X." Gen-X was still in school when the great social movements were coming to an end and when most political upheavals were just about settled. When Gen-X came of age and entered the work force, there was a recession looming over the horizon. In sharp contrast, the baby boom generation was an idealist generation. Gen-B was a great constructor of change. It was in the early years of this generation that the women's movement and the civil rights movement took root. Gen-B could afford to be idealists. The large numbers were the reason for the great

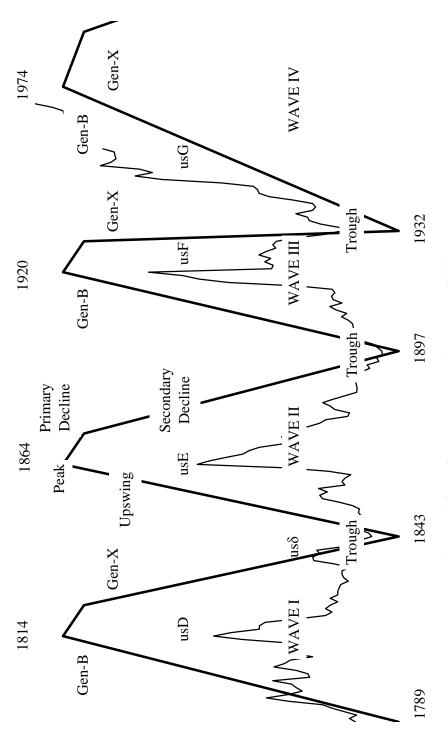


Figure 1.00 - U.S. Wholesale Price Index - 3 1/2 Long-waves

prosperity that developed. As Gen-B made its way into the social movements and into the corporate boardrooms, the camaraderie that developed was one that was never fully experienced by Gen-X. And as Gen-B ages, an economic decline follows many years later.

The generally accepted length for the term "generation" is between twenty and thirty years. There is no agreed upon scientific definition for the term and its usage has always been arbitrary. There may be other groupings of generations, but these two groupings of Gen-B and Gen-X are sufficient for the purposes of this study.

Unlike more populous countries such as the larger countries of Europe, or the United States where the population was originally concentrated along the eastern seaboard, Canada's population was scattered thinly along the Canada-U.S. border with an equally thin line of communications. Canadian population reached 25 million 130 years after the U.S. and about 200 years after France. Canada began as a colony and even after Confederation, remained under the governance of Britain for an extended period of time. For these and other reasons Canadian history is not as eventful as that of the U.S. or the larger countries of Europe. This study will concentrate largely on the events of the United States, the world's largest economy, and that of Canada. The demographic principles developed here, however, are relevant to other countries as well.

Since Baby Boomers are born before each bout of inflation, near the trough of the long-wave, by the time the next trough is reached 50 to 60 years later, the Baby Boomers will have aged considerably and are ready for retirement. Thus the long-wave is a reflection of this alternation between a generally young society and a generally old society.

The young and the old have different needs, different abilities and different perspectives. As the composition of society changes from proportionately young to proportionately old, the activities that society undertakes reflect this change. When society is young, it is full of energy and vitality. It looks upon the world as a place to explore and experience. It is full of idealism as to how the world should be, or could be, and it has the energy to make its demands known. When society is old, the energy greatly diminishes. The old have had their fill of experiences. Few things

can excite the old as they can the young. Peace and stability are valued. The old are practical and cautious. These and many other differences between the young and the old determine the outcome of social movements, political elections and economic growth. The clustering of different activities at each phase of the long-wave reflects the changing needs and perspectives of a society growing from youth to age.

Co-incident with the youthful upswing of the long-wave and its ageing decline is the rise and decline of institutions. When the population is young, the institutions are proportionately populated by the young on the upswing of the long-wave. By the downswing, that which was once proportionately young has become proportionately old and is ready to be replaced by a younger generation. Thus the long-wave, being 50 to 60 years in length, is the lifecycle of those born during the baby boom years, which we have labelled as Gen-B, reflecting their movement through the social structures of society. The long-wave is in effect the change of leadership, followers and institutions. By examining the many aspects of social life such as the reform movements, popular music and the economy according to the divisions of the long-wave, the effects of a changing population will become apparent. These changes are reflected in almost all aspects of life.

$B_{\it ibliography}$

The books contained in this short bibliographical note are not necessarily the best books in the field, but for those who are interested in a more detail history of what was covered here, the following are what the author has found to be most compatible with long-wave chronology. I have depended enormously on many of the books mentioned in the following paragraphs.

Many books on music concentrate on the history of the singers or writers without going into detail about the environment in which the music was performed. *Blacking Up* by Robert Toll, *Ragtime* by Edward Berlin, *Jazz and the White Americans* by Neil Leonard and a pro-rock book entitled *Anti-Rock* by Linda Martin and Kerry Segrave work well together in following the long-wave changes.

On social movements, Herbert Asbury's *The Great Illusion* and Jack Blocker's *American Temperance Movements* describe the rise, fall and changing character of the prohibition movement. Their descriptions synchronize well with the long-wave. Eleanor Flexnor's *Century of Struggle* and William O'Neill's *Feminism in America: A History* are standard works in the field and together show the rise and trailing off of the women's movement.

The most concise book that I have encountered on the complete history of awakenings is William McLoughlin's *Revivals*, *Awakenings and Reform*, but one must be careful with his dating scheme since it includes both philosophical and theological changes that may or may not be relevant to the long-wave.

The textbook by Robert Russel entitled, A History of the American Economic System, is a good starting point when looking into economics.

Kenneth Davidson's Megamergers is a good history of regulation and antitrust. Robert Hendrickson's The Grand Emporiums delineates the different phases of development in the history of retail establishments. Each phase begins on the downswing of a long-wave.

Traditional/Progressive swings in education in both the U.S. and Ontario are well documented by education historians. Robert Stamp's The Schools of Ontario, sponsored by the Government of Ontario, is a standard work in this area. John D. Pulliam notes these swings in U.S. education and as such his History of Education in America reflects long-wave swings better than most books.

The historical observations of James Cassedy's Medicine in America and Paul Starr's The Social Transformation of American Medicine work well for the early part of the long-wave. The historical documentation on alternative medicine is clear for our purposes and Norman Gevitz's Other Healers and James Whorton's *Nature Cures* provide a good history.

The works of Waldemar Nielsen on philanthropy match the longwave changes well. Inside American Philanthropy presents the three successive generations of philanthropists. Harry Weitz's The Pension Promise takes the history of pensions back to the first long-wave. Robert Habenstein's search for the history of early funeral services in The History of American Funeral Directing is documented with dates that cluster around the first and second long-wave downswings.

For the Canadian social movements, Carol Lee Bacchi's Liberation Deferred? and Catherine Cleverdon's The Woman Suffrage Movement in Canada are essential. Jan Noel's Canada Dry: Temperance Crusades before Confederation provides a traditional view of the history of prohibition while Heron Craig's Booze: A Distilled History provides an alternative perspective.

Prior to the publication of The Longwave of Social Mood and the Dynamics of Social Change ©1992, Population, Politics, Social Movements and the Economy ©1994, and Baby-Boomers Generation-X and Social Cycles ©1995, Kondratieff long-waves had little to do with demographics. Starting with Nikolai Kondratieff, the major schools of thought were capital investment, capitalist crisis, innovations and war. The impact of innovations on economics is widely talked about today, although little reference is made as to the origin of these ideas. There are many people who have written about the long-wave over the last eighty years and it would be difficult to compile any complete list of names. Some may have written important papers but have not written books on the subject, others may have been relatively obscure and yet others may have supported one school or another or variations of schools. Still others may be relatively new converts. With that in mind, this list of writers of different schools of thought is meant to be only a starting point in the history of long-wave development.

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Section III

A Few More Highlights

from

Baby Boomers, Generation X and Social Cycles
Volume 1

Figure 4.08

Population growth rates in Canada have not been uniform throughout history. Each period of population increase was produced by a baby boom. Both population growth in Canada and the United States have created the long-wave.

Figures 4.09, 5.03, A.04

The population growth rates in the United States have not been uniform throughout history. Growth in church membership, thirteen years of age and over, is a reflection of population growth. This is reflected years later, as young people enter the work force, in the growth in work force. There are five baby booms of differing durations and magnitudes in these graphs.

Figure 2.00, 5.14

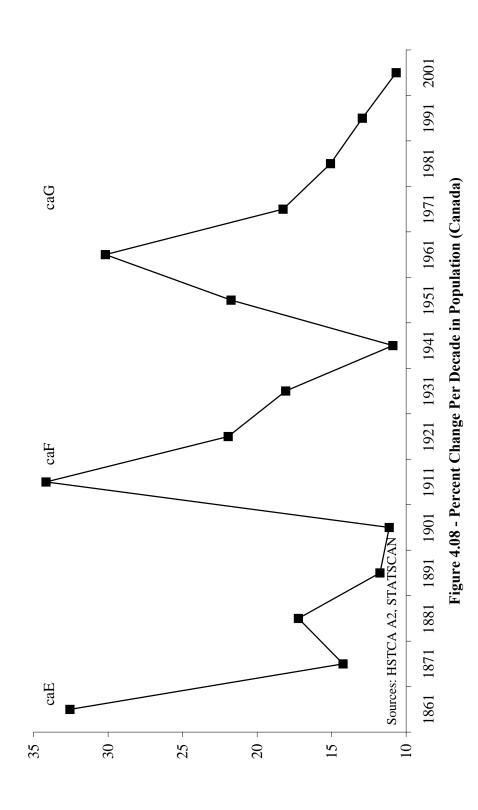
Each cycle of Baby Boomers and Generation X has brought with it a similar set of activities.

Figures 5.08, 5.09

When the population is young and growing, there is inflation and a shortage of food and basic commodities. High interest rates are a one of the results. When productive capacity grows sufficiently to meet demand, and when population growth stabilizes and is ageing, interest rates decline as a reflection of the economic and demographic changes. Interest rates are currently at decades low.

Figures 6.06, 6.07

On the upswing of the long-wave there is more violent crime. On the downswing of the long-wave there is less violent crime. Crime rates are currently at decades low.



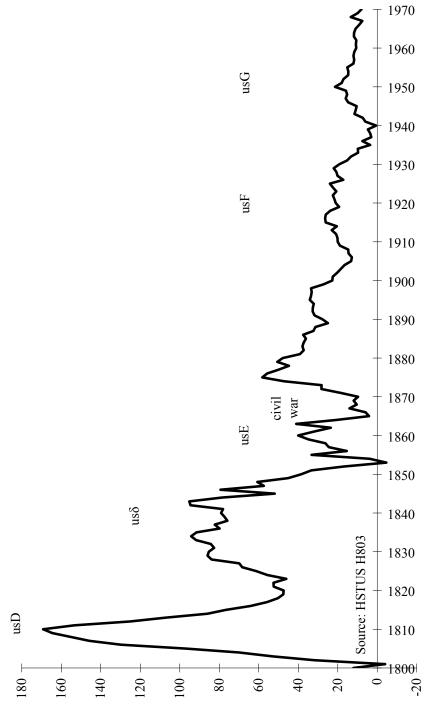


Figure 4.09 - Percent Change Per Decade in Church Membership (Methodist, U.S.)

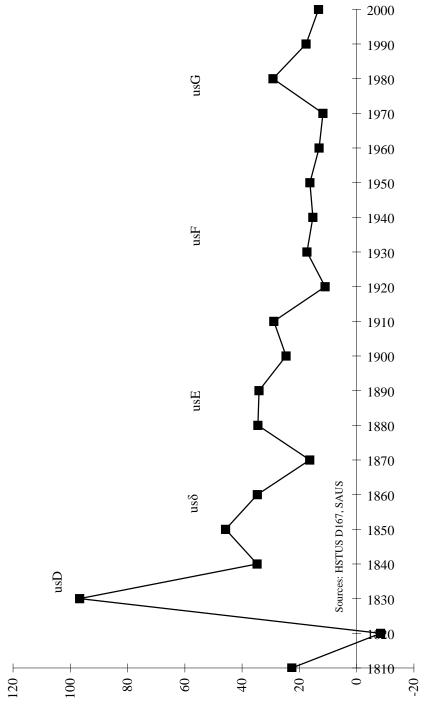


Figure 5.03 - Percent Change Per Decade in Work Force (U.S.)

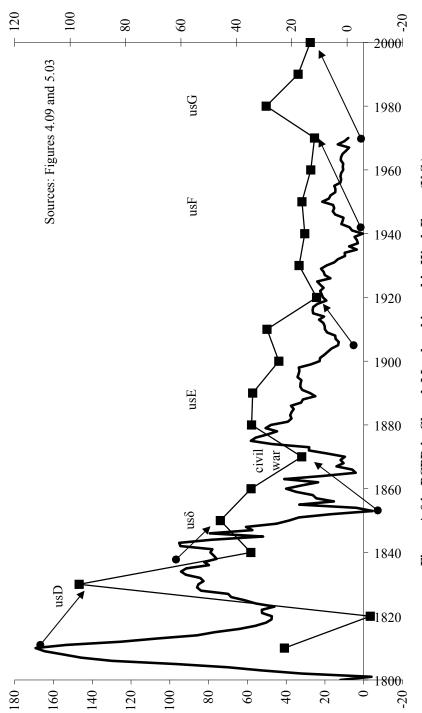


Figure A.04 - PCPD in Church Membership and in Work Force (U.S.)

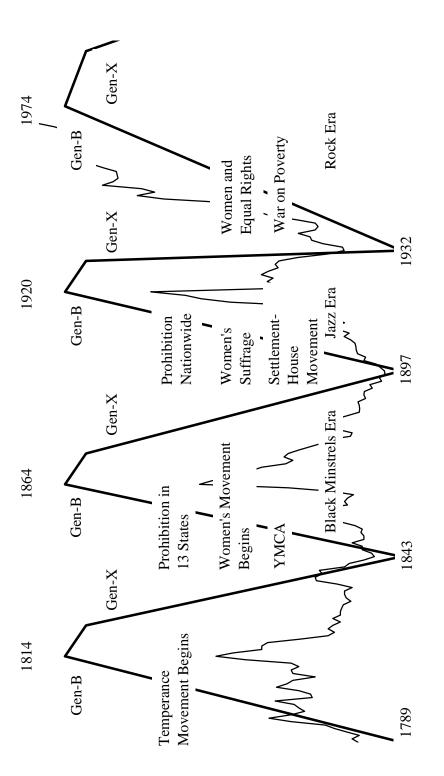


Figure 2.00 - Social Movements (U.S.)

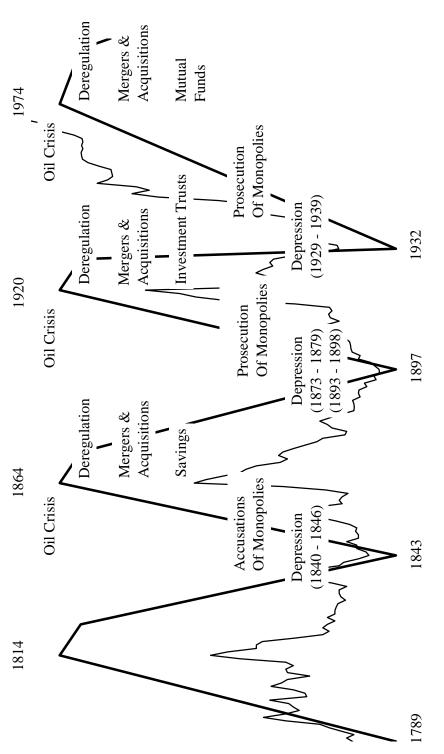
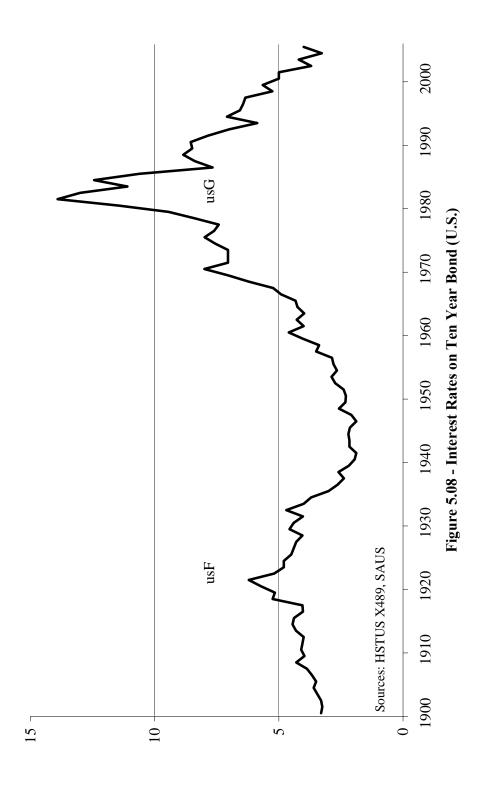


Figure 5.14 - Economics



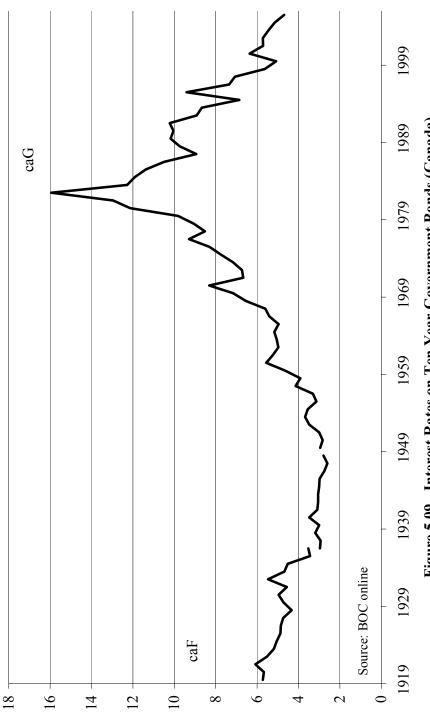


Figure 5.09 - Interest Rates on Ten Year Government Bonds (Canada)

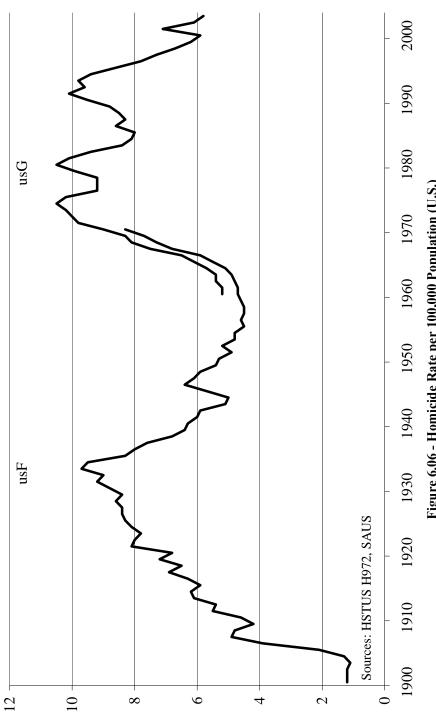
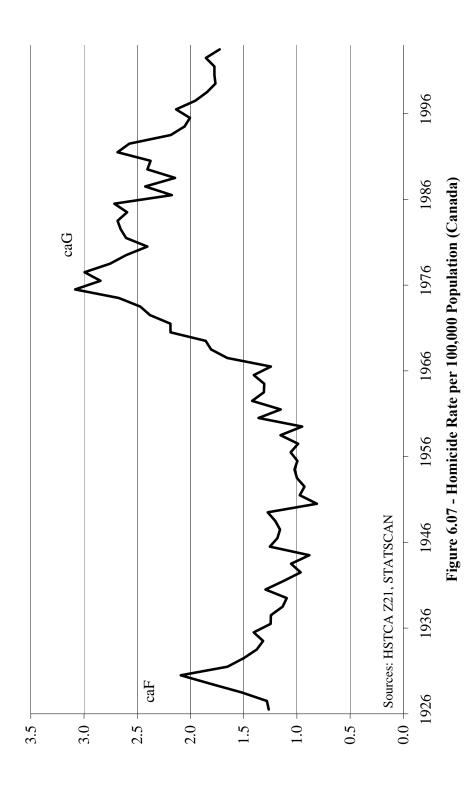


Figure 6.06 - Homicide Rate per 100,000 Population (U.S.)



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