AMERICA AND BRITAIN

OUR PRIVATE LIVES

BY LELLA SECOR FLORENCE

FOREWORD BY NORA WALN

WITH 16 ISOTYPE CHARTS IN COLOUR AND 32 PHOTOGRAPHS

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LIST OF PICTORIAL CHARTS IN COLOUR

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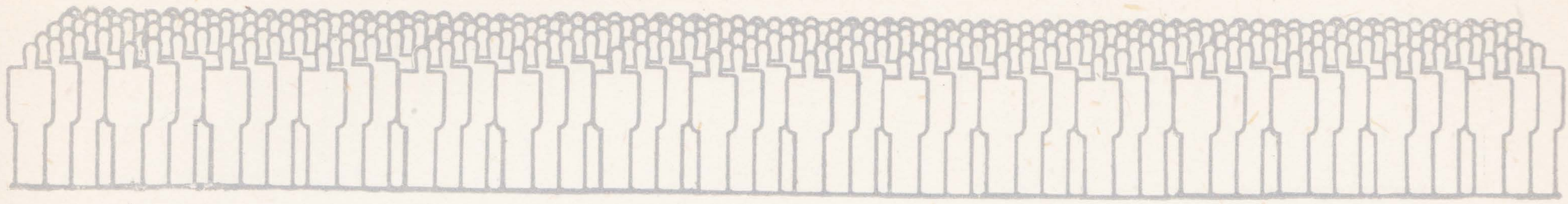
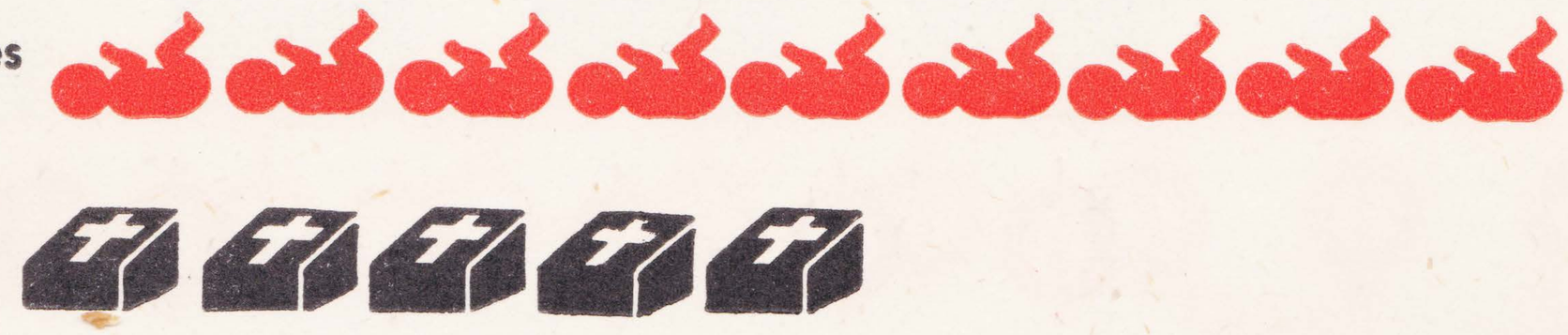
Births and Deaths in 1938

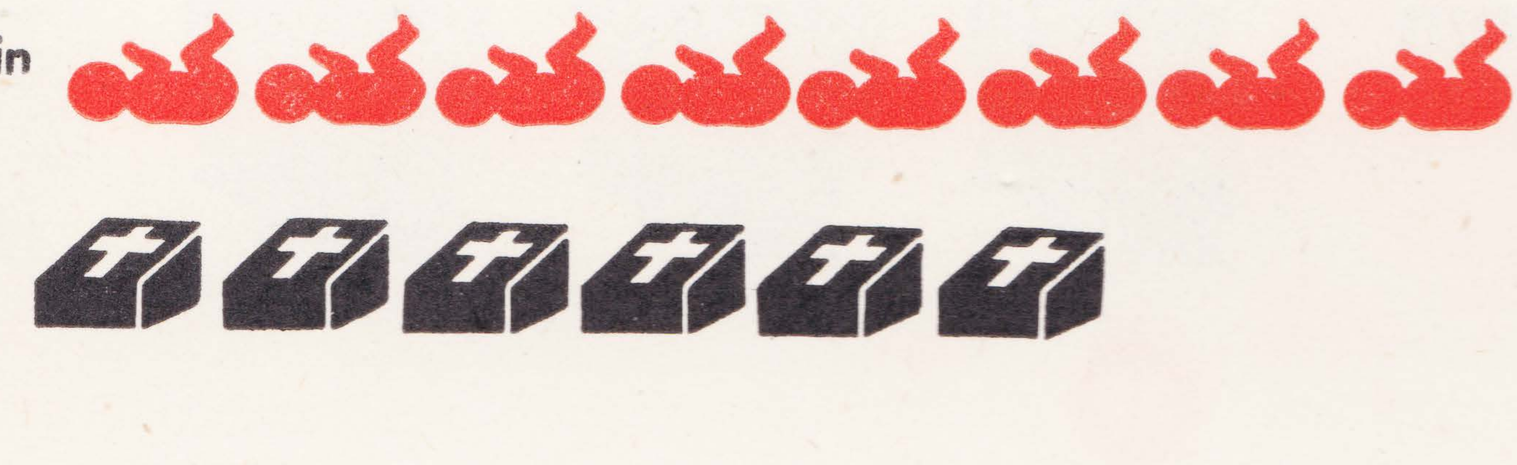


per 500 population

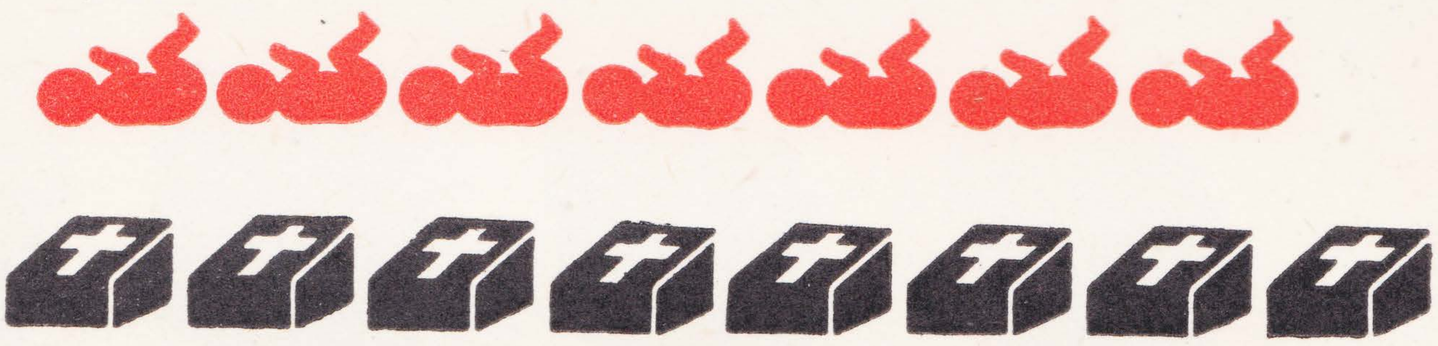
United States



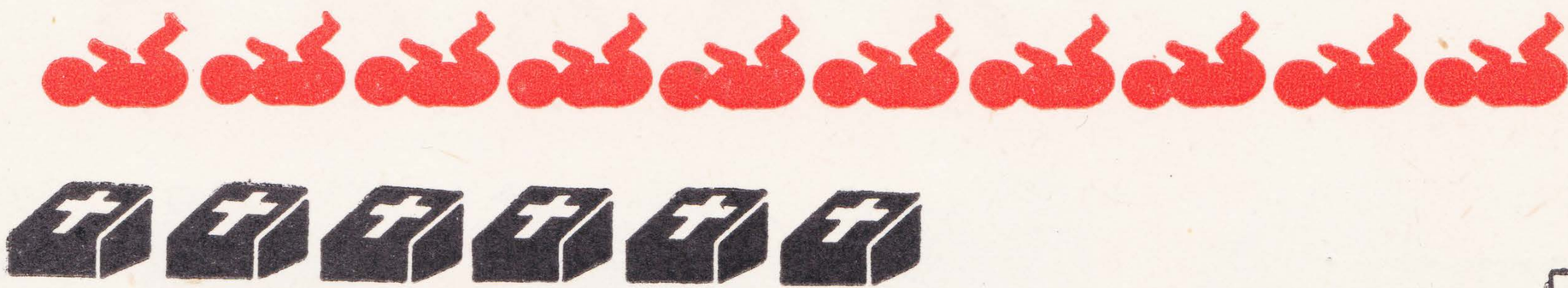
Great Britain



France



Germany



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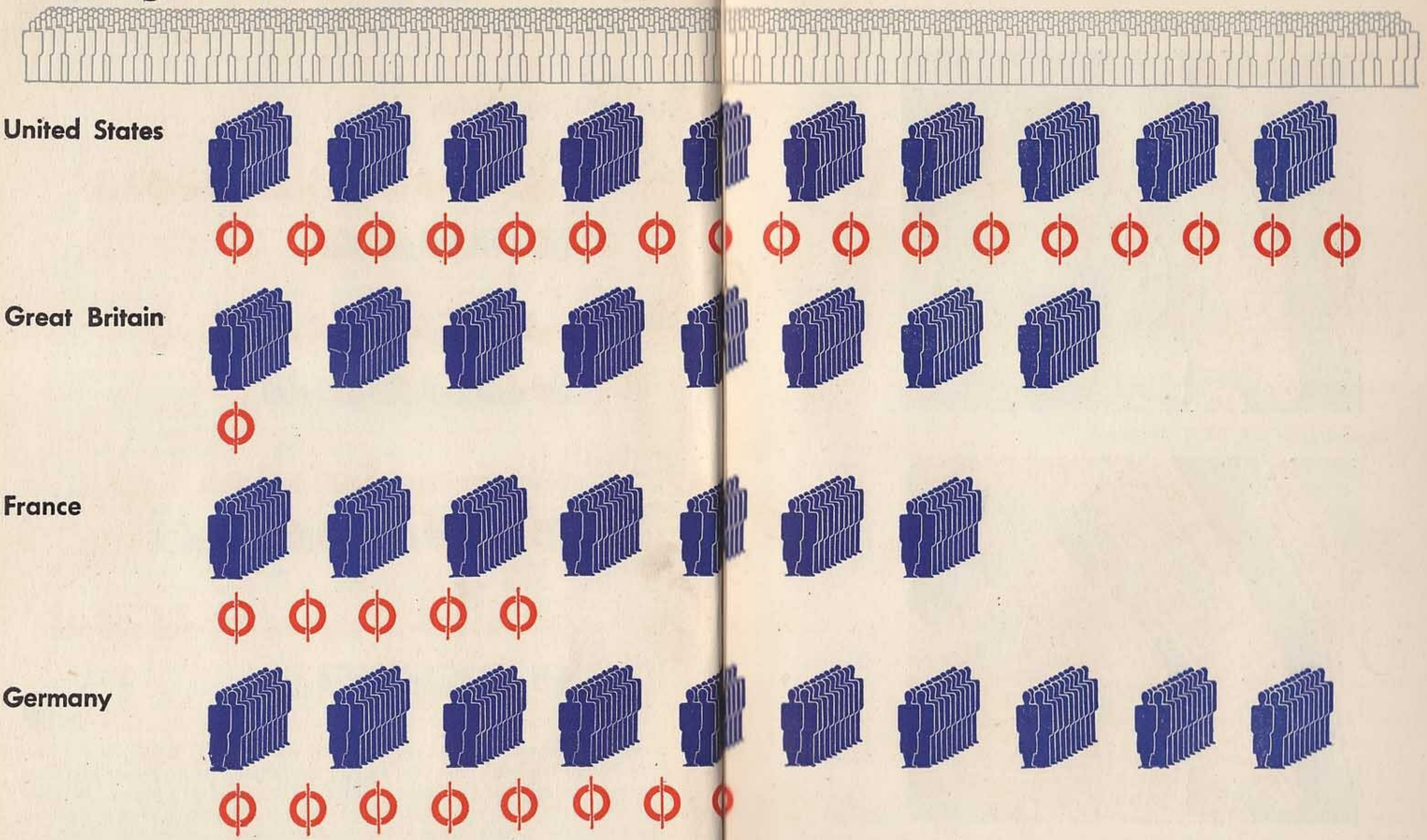
Britain and America come between Germany and France in birth-rates and have comparatively low death-rates. For a simple comparison between private lives these rates are based on general population and take no account of age grouping. But more babies than coffins does not mean that the increase in population is going to continue. That depends on the proportion of women of reproductive age and their fertility.

Marriage and Divorce



Each blue group represents 10 marriages per 10,000 population in 1935

Each broken ring represents 1 divorce per 10,000 population in 1935

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hamo38

New York

Beginning of the 19th Century

Beginning of the 20th Century

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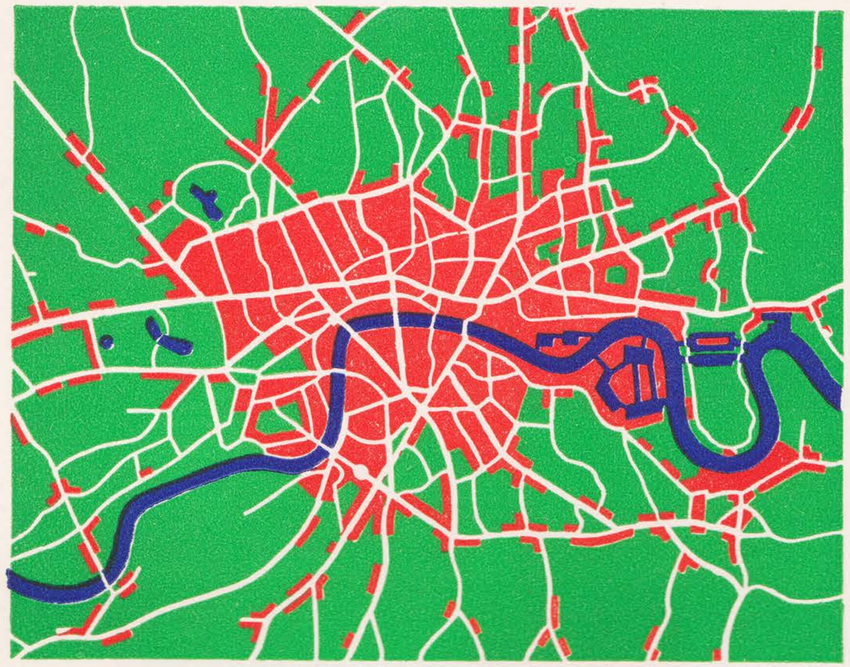
In America and Britain cities have grown rapidly in the last hundred years, but as comparison with chart 22 shows their lay-out is very different.

London

Beginning of the 19th Century



Beginning of the 20th Century

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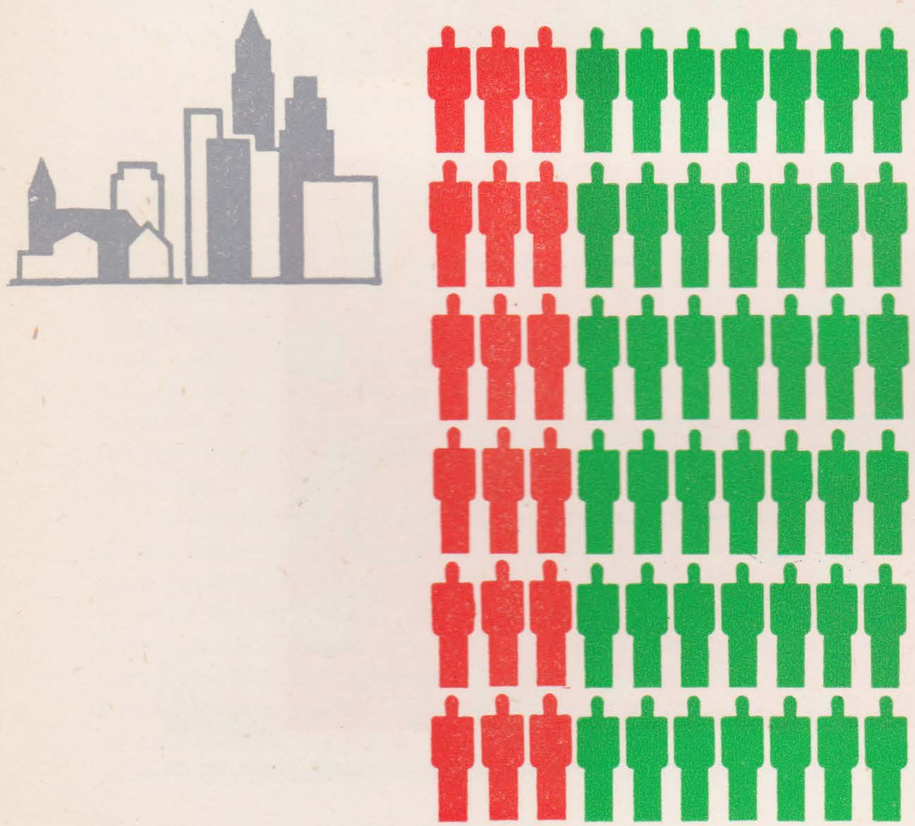
Compared with New York (chart 21), London's lay-out mostly grew up as need arose.

Urbanization of the Population

United States

1850

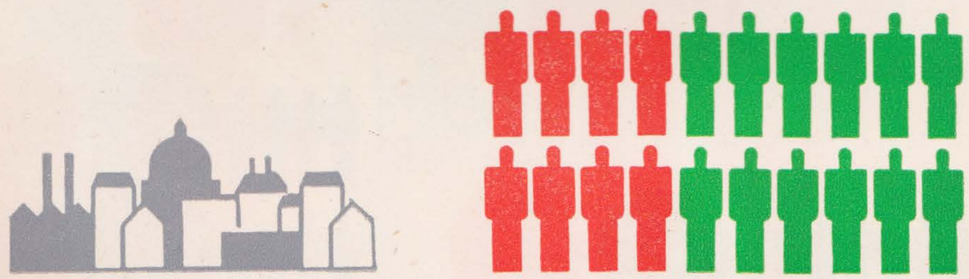
1930



Great Britain

1850

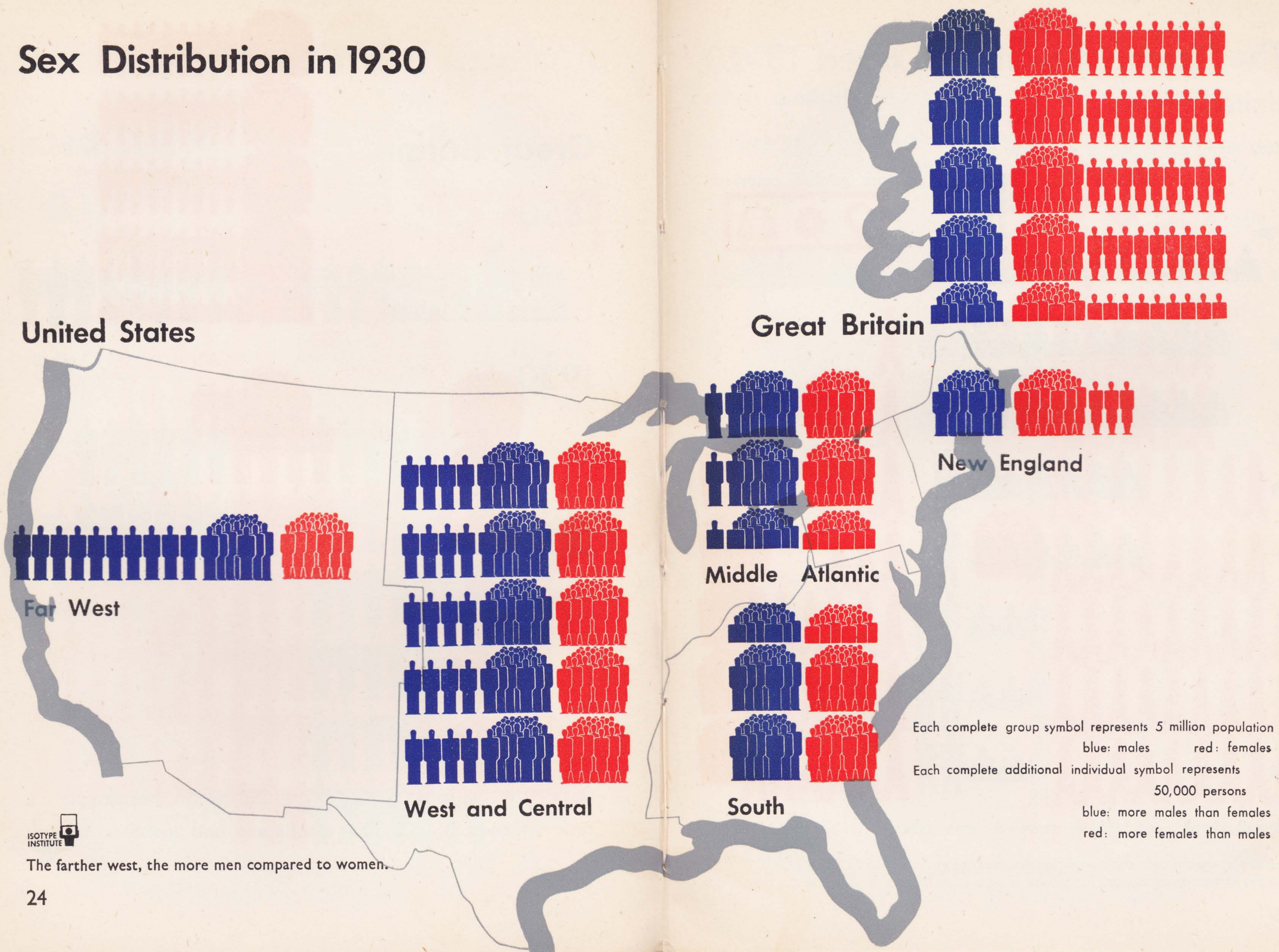
1930



Each row of symbols represents 20 million population

red: in cities of 100,000 inhabitants and more

Sex Distribution in 1930



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The farther west, the more men compared to women.

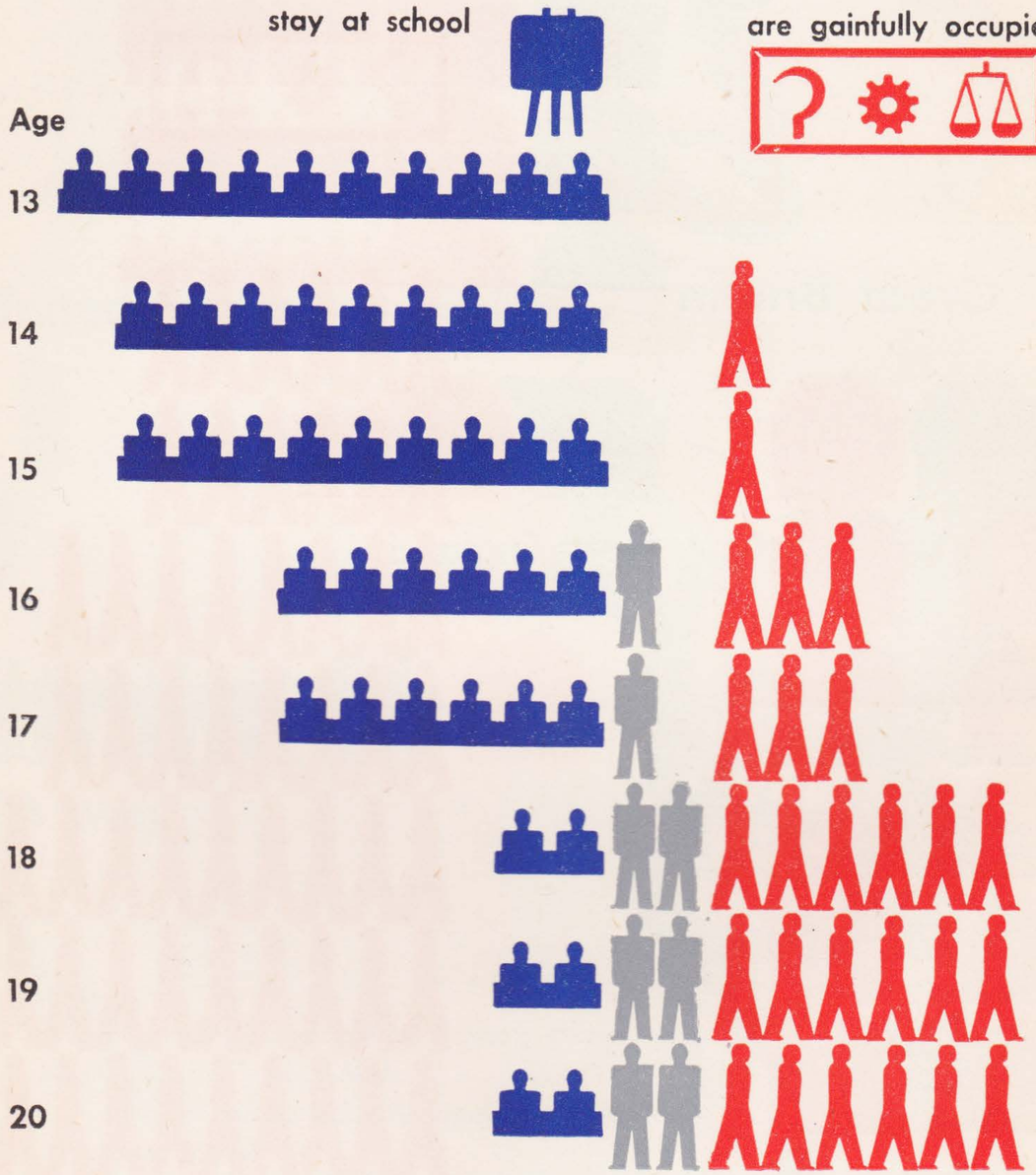
The Young Population aged 13-20

United States

How many out of ten in each age group

stay at school

are gainfully occupied



blue: at school red: gainfully occupied grey: others about 1930

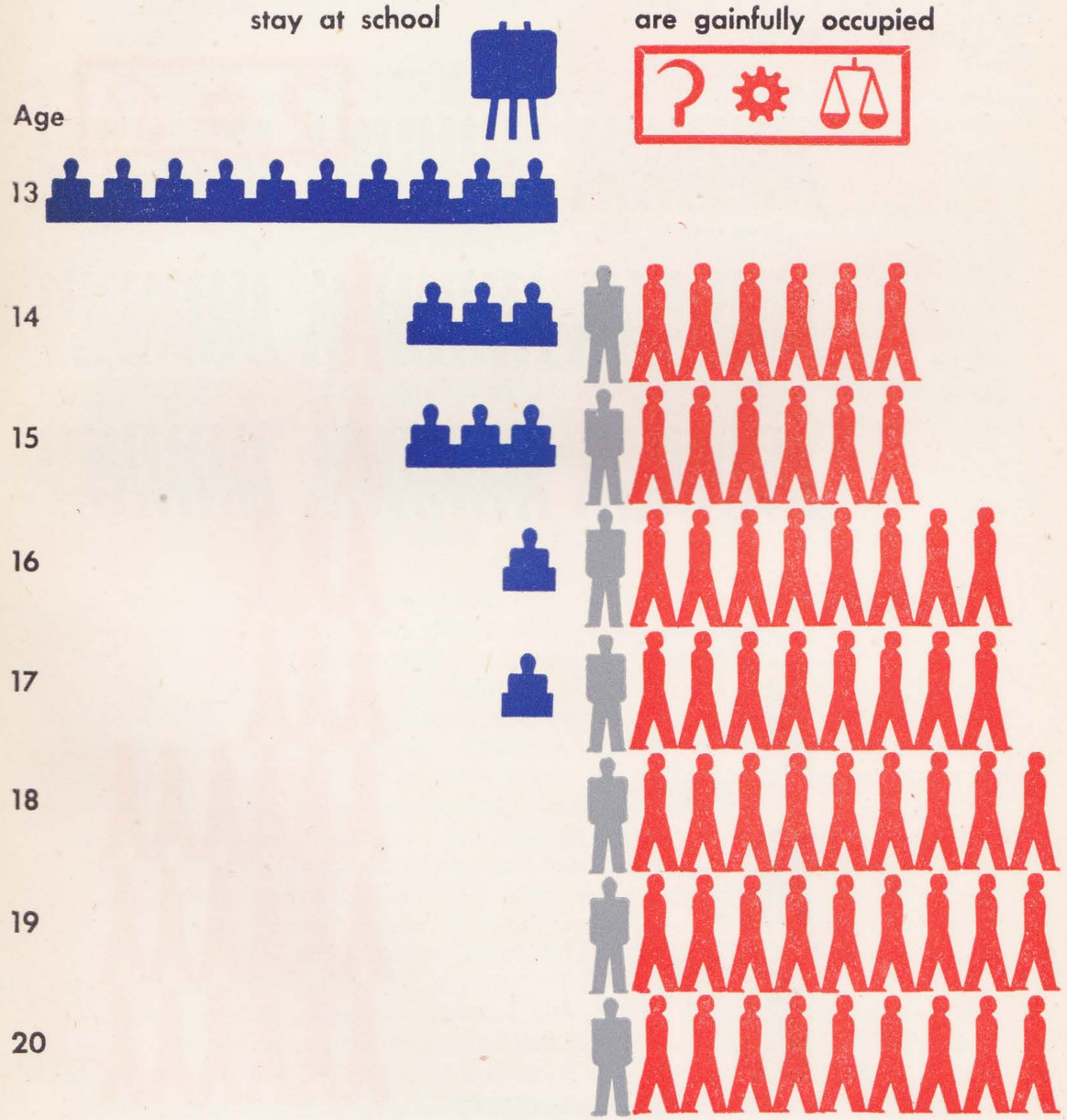
Starting at age thirteen and comparing the next age groups 14 to 15, 16 to 17, and 18 to 20, the proportion going to work for money in both countries steps up, while the proportion

Great Britain

How many out of ten in each age group

stay at school

are gainfully occupied



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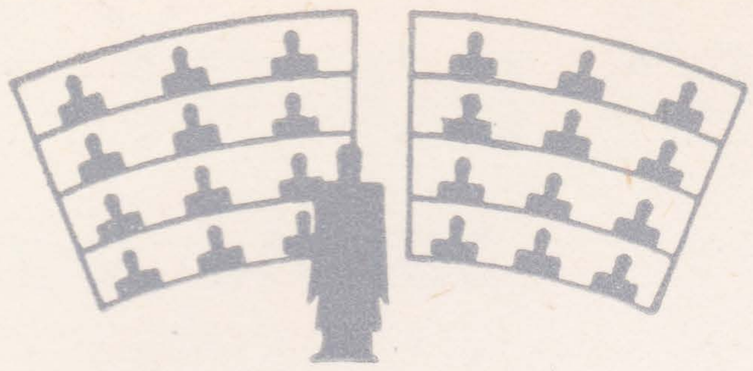
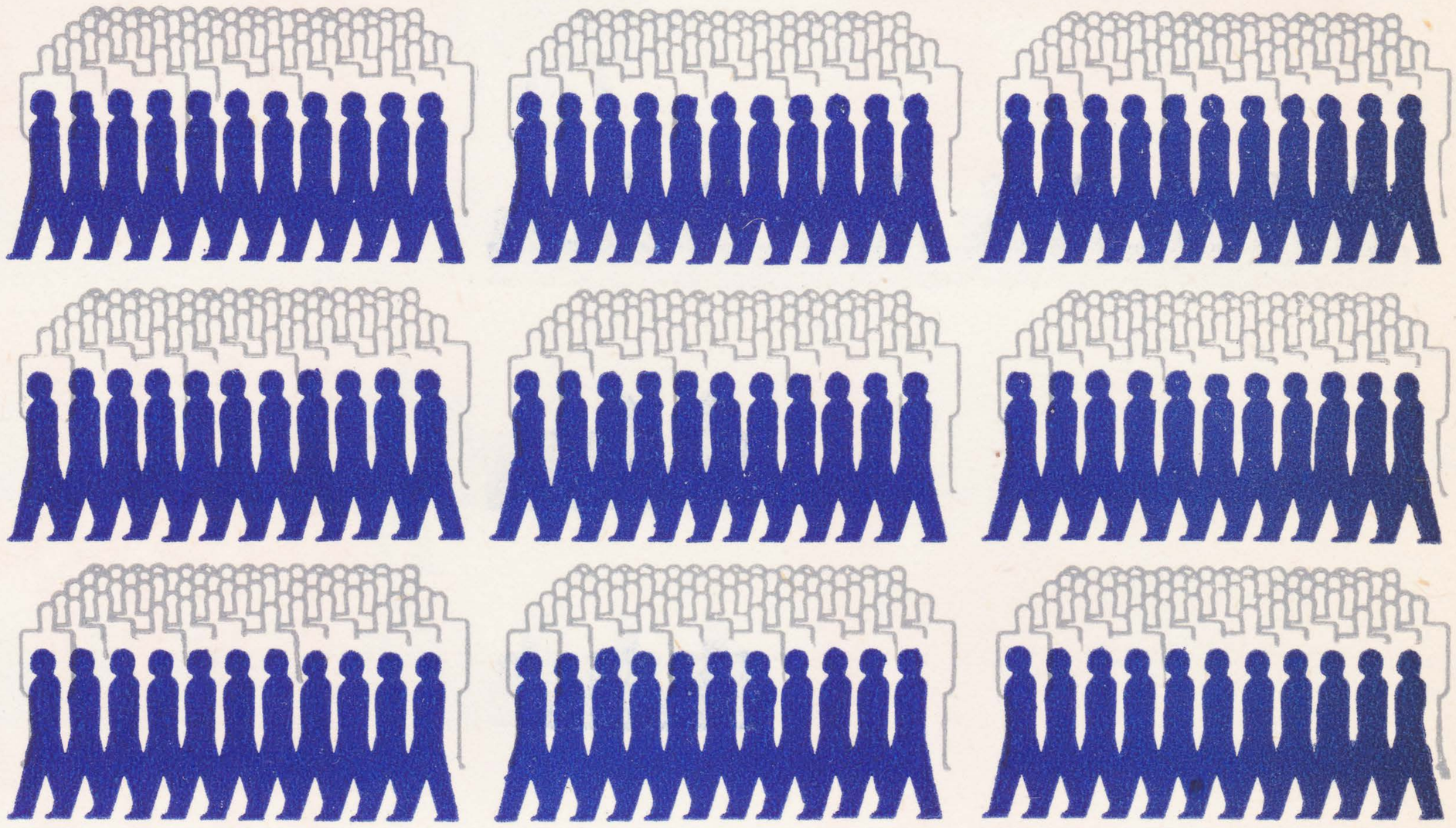
at school or college steps down. But at the age 14 to 15 the stepping is much greater in Britain, and less than 10 per cent. continue education after seventeen.

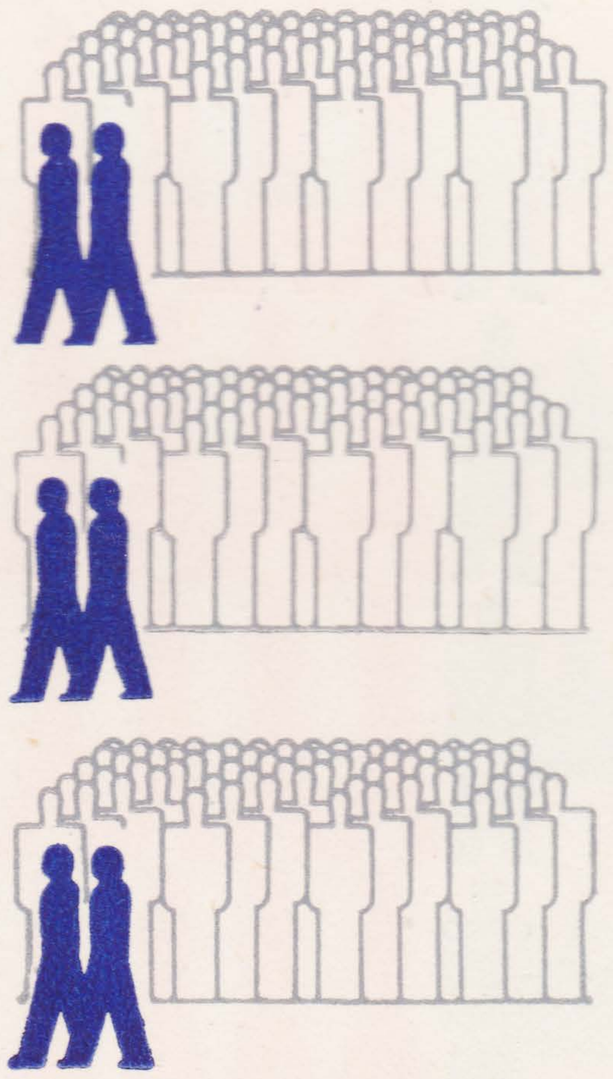


University Students and Population aged 20-23

United States



Great Britain



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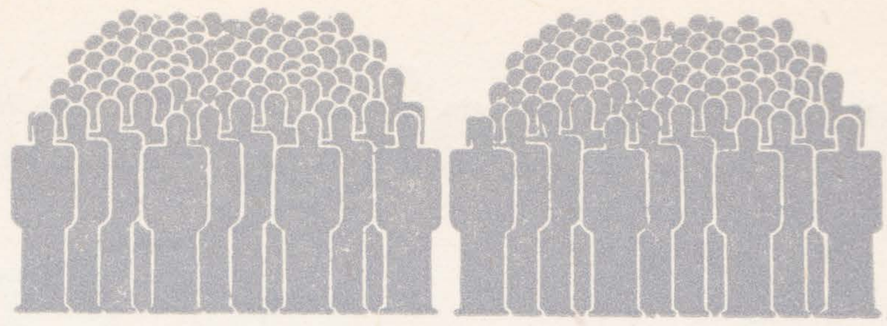
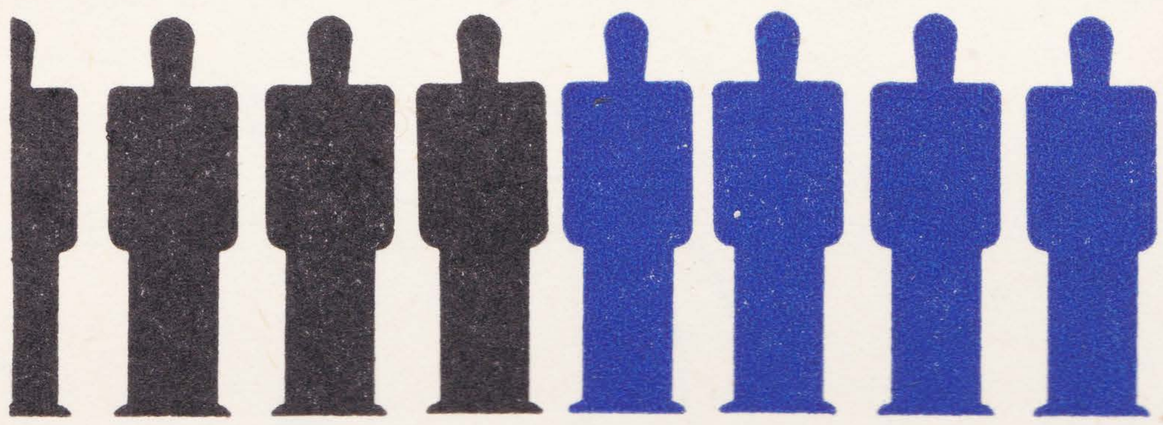
Each blue symbol represents 10,000 university students in 1932

Each grey group represents 1 million population aged 20-23 years

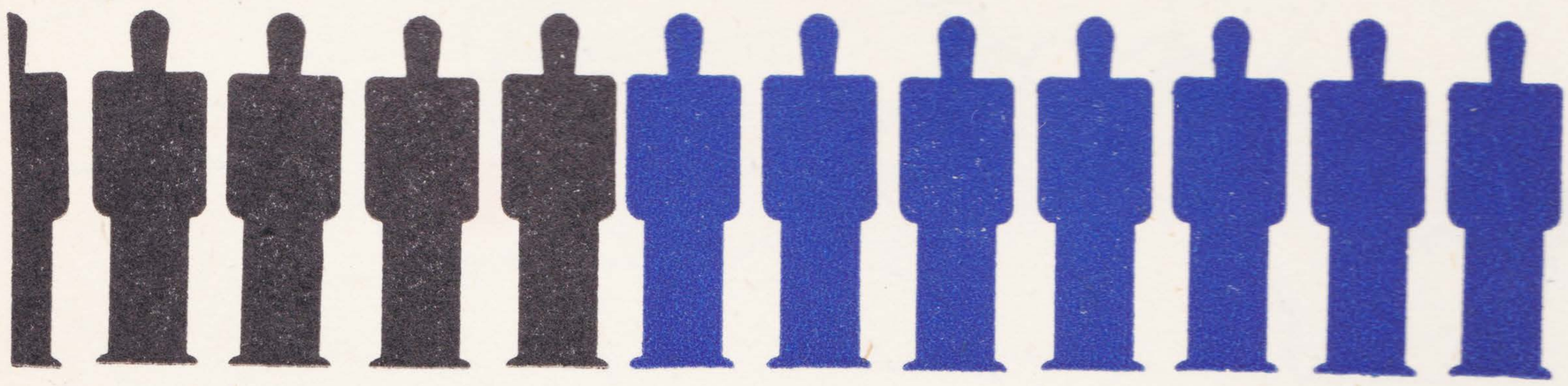
Personal Services per 200 Population



UNITED STATES



GREAT BRITAIN



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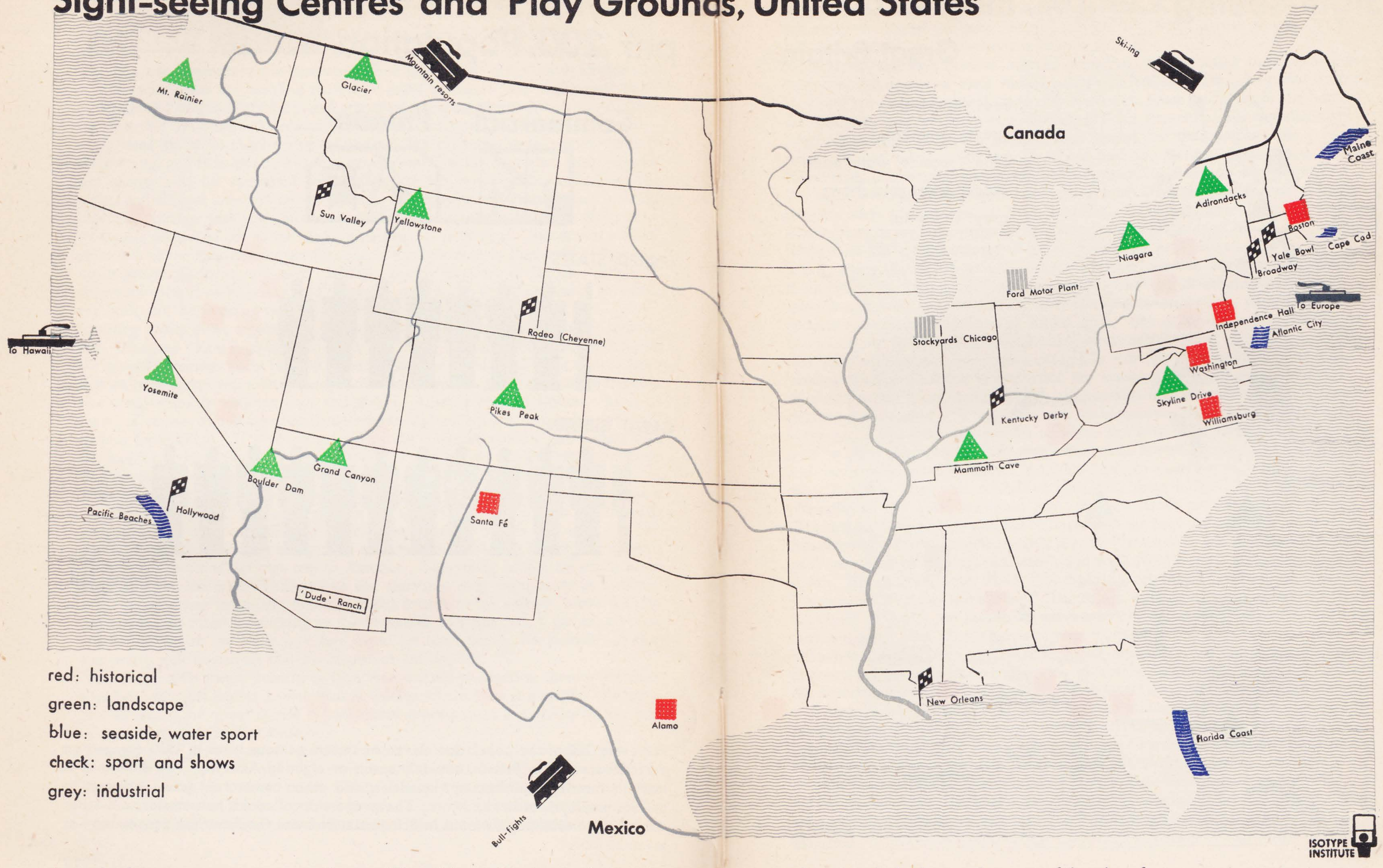
For every 200 of the population eleven or twelve persons were in 1930 engaged on personal services in Britain, but only seven or eight in America. The difference is least in catering, hairdressing, laundries, and other commercial jobs; greatest in private employment in the home. The proportion of cooks, housemaids, and other domestics to total population is in Britain almost twice the American proportion—as seven to four.

Sight-seeing Centres and Play Grounds, United States



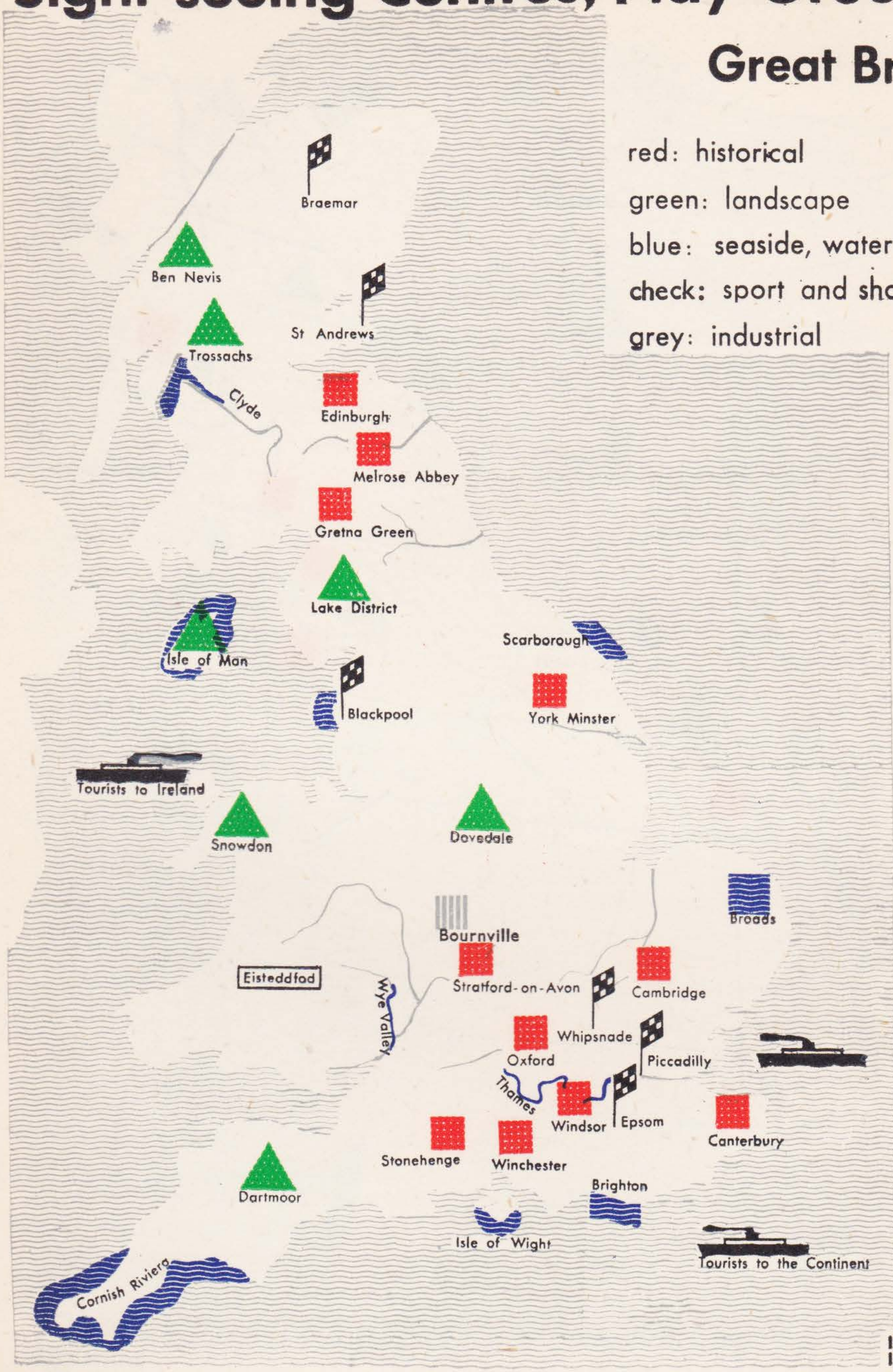
red: historical
green: landscape
blue: seaside, water sport
check: sport and shows
grey: industrial

A sample of the more popular resorts. Britons (Chart 29) are offered more choice by history and seascape, Americans by landscape—but some of them have far to go.

Sight-seeing Centres, Play Grounds

Great Britain

red: historical
green: landscape
blue: seaside, water sport
check: sport and shows
grey: industrial



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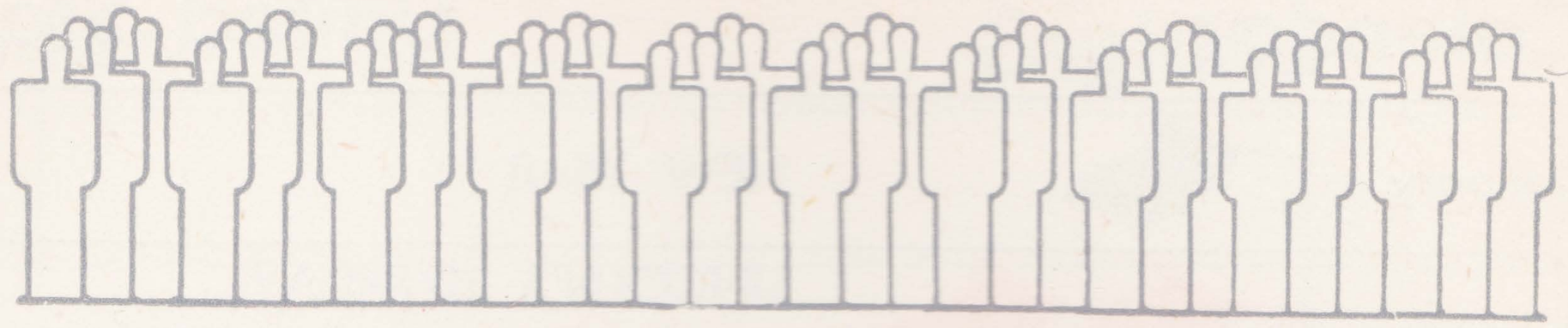
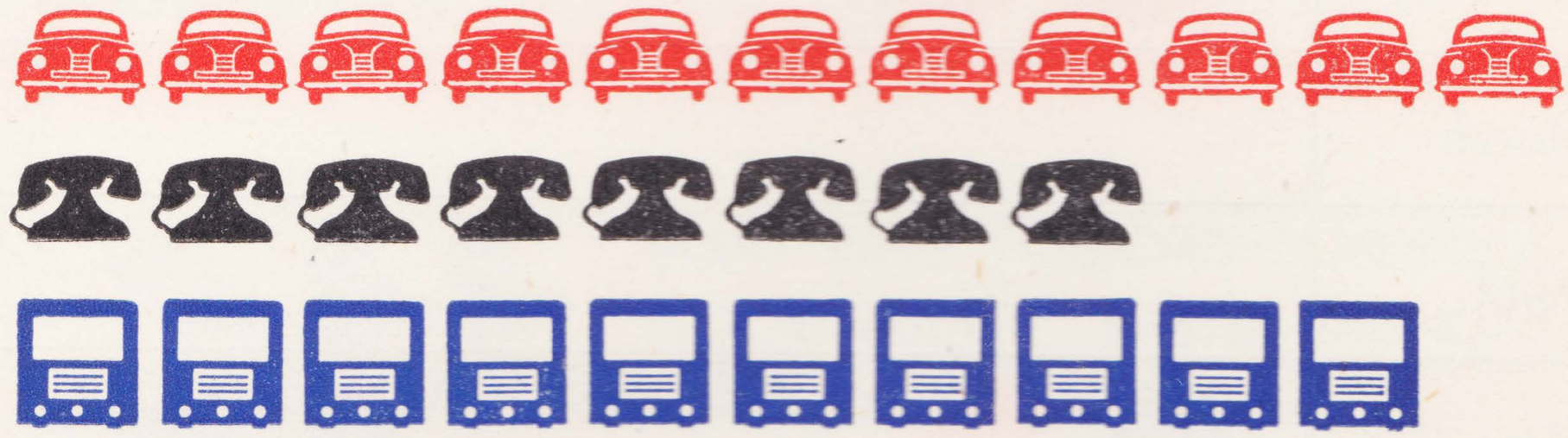
Motor Cars, Telephones, Radio Sets 1937

per 50 population

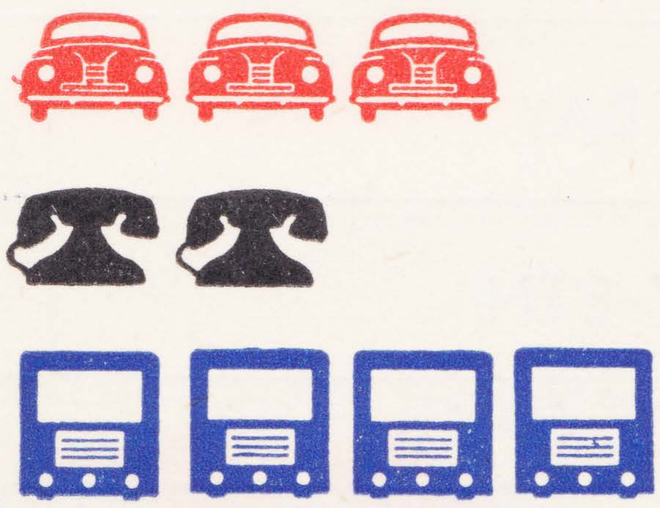


United States

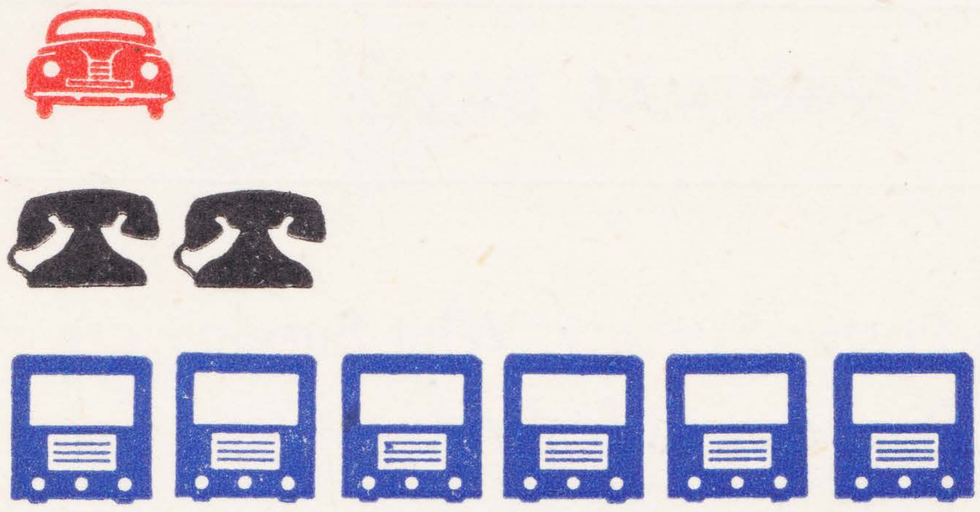


Great Britain

France



Germany



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Britain is close to America in radio sets per head, but in motor cars and telephones European countries lag far behind American standards.

Popular Festivals

Calendar	United States
January	NEW YEAR
February	LINCOLN'S BIRTHDAY WASHINGTON'S BIRTHDAY
March	
April	
May	MOTHERS' DAY MEMORIAL DAY
June	
July	INDEPENDENCE DAY
August	
September	LABOUR DAY
October	HALLOW-E'EN
November	ARMISTICE DAY THANKSGIVING DAY
December	CHRISTMAS DAY

Festivals falling on a Sunday, as Easter Sunday, Whit Sunday, are not included
Blue: church festivals and days after church festivals
Red: commemoration of historical events
Grey: national sporting event
Green: custom or legally appointed

Calendar	England
January	
February	
March	
April	BOAT RACE (OXFORD-CAMBRIDGE) GOOD FRIDAY EASTER MONDAY
May	DERBY DAY WHIT MONDAY
June	
July	
August	BANK HOLIDAY
September	
October	
November	GUY FAWKES ARMISTICE DAY
December	CHRISTMAS DAY BOXING DAY

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Both countries celebrate on about as many days throughout the year, but American festivals depend more on historical occurrences and English more on movable Church feasts and sporting events which may, in some years, be in a neighbouring month to that charted. Scots, like Americans, celebrate the New Year and do not follow English Bank Holidays or sporting fixtures. Guy Fawkes Day and Hallow-e'en appeal particularly to the young.

Tea Consumption

United States

Great Britain

Switzerland

Italy

Coffee Consumption

Each symbol represents one pound

Each row of symbols represents the average annual consumption per head 1930 - 1934

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Milk Consumption

United States

Great Britain

Switzerland

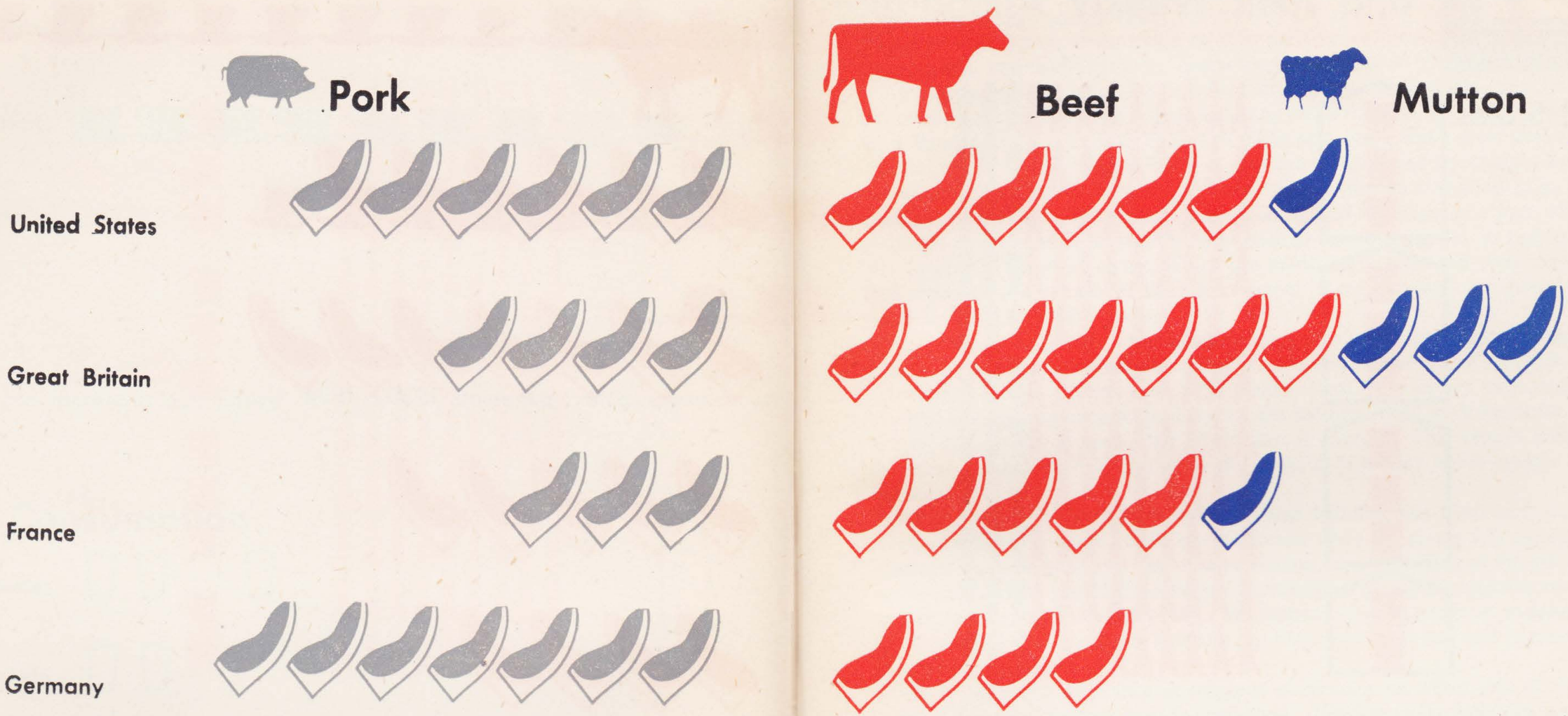
Italy

Each blue symbol represents 10 gallons

Each row of symbols represents the average annual consumption per head 1930-1934

Here duly charted is a major difference in the private lives of Britons and Americans. Cups represent pounds of tea or of coffee, and since a pound of tea goes farther Britons probably drink more tea than Americans do coffee. As for gallons of milk, Switzerland sets a target for all.

Meat Consumed per Head



Each symbol represents 10 lbs.

Each row of symbols represents the average annual consumption per head, 1933-1937

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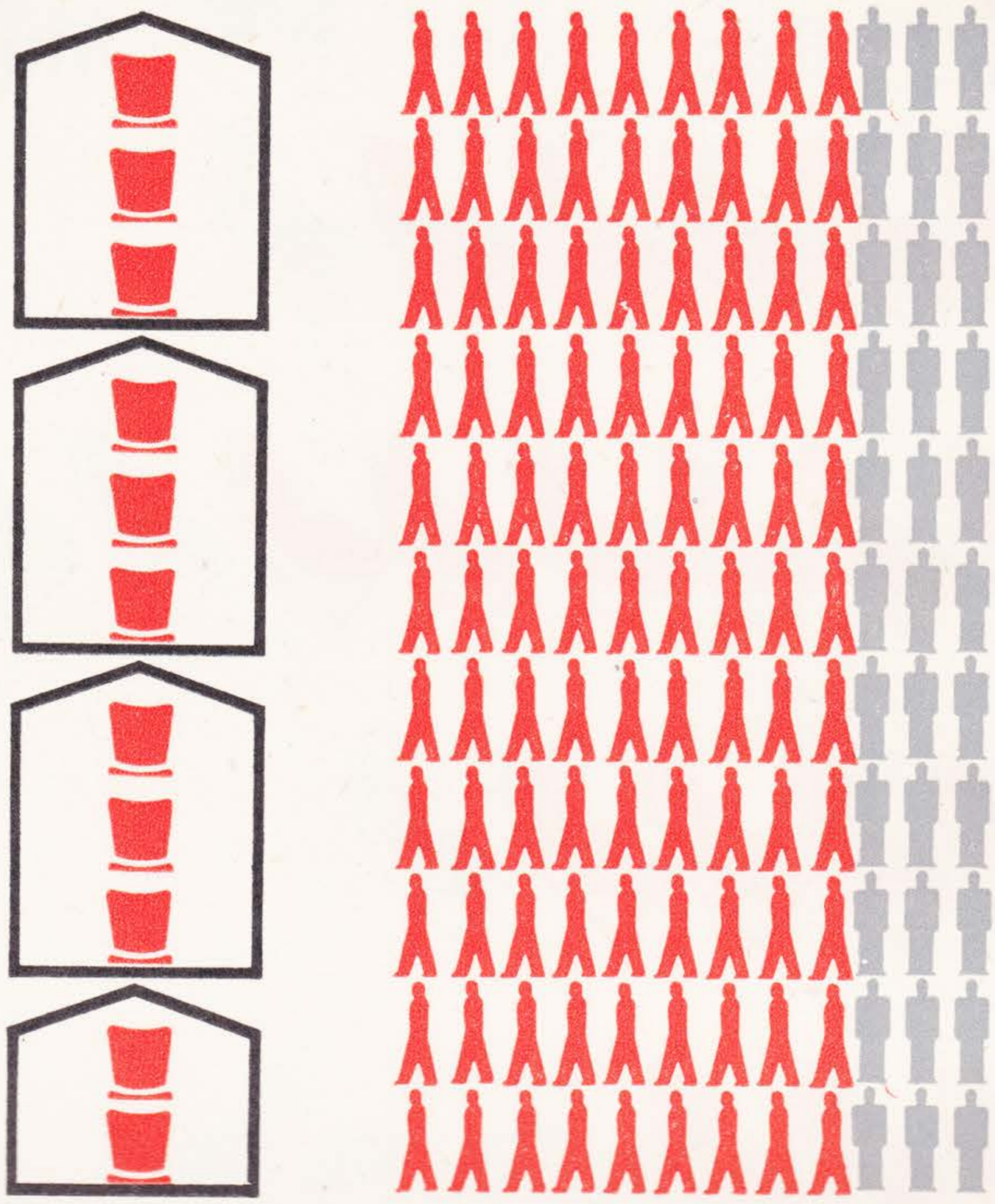
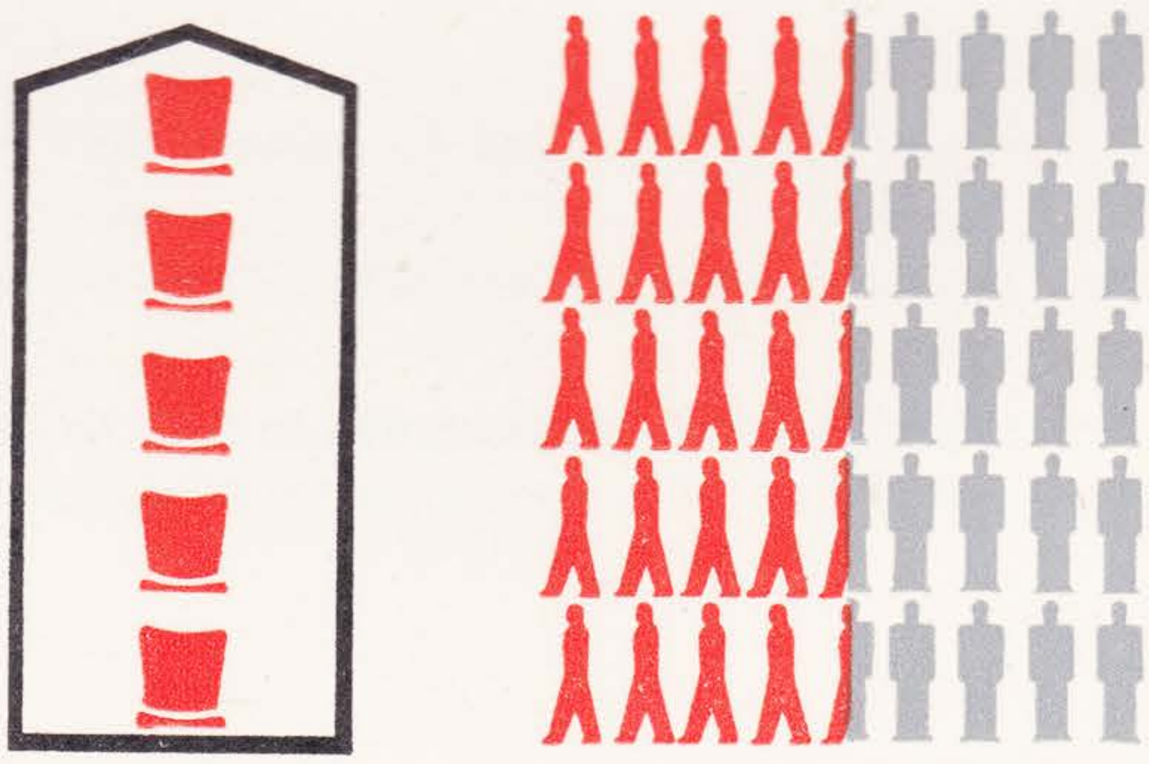
An average Briton eats more meat than an American, a German, or a Frenchman, particularly beef and mutton; but the American comes in a close second. The Anglo-American consumes on a scale well above the Continental European.

The Cinemas and Their Weekly Attendance

United States



Great Britain



Each house represents 5000 cinemas (of various average sizes)
Each red symbol within the houses represents 1 million seats

Each man symbol represents 1 million population
Each red man symbol represents 1 million visitors per week among the population

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There are four cinemas in America to every one in Britain, and a larger proportion of Americans are present. But Britain has more seats per cinema and per population.