

Simplex Sewing Machine Manuals

This first book-length treatment of the life and work of Christine Frederick (1883-1970) reveals an important dilemma that faced educated women of the early twentieth century. Contrary to her professional role as home efficiency expert, advertising consultant, and consumer advocate, Christine Frederick espoused the nineteenth-century ideal of preserving the virtuous home--and a woman's place in it. In an effort to reconcile her desire to succeed in the public sphere of modernization and consumerism with the knowledge that most middle-class Americans still held traditional beliefs about gender roles, Frederick fashioned a career for herself that encouraged other women to remain at home. With the rise of home economics and scientific management, Frederick--college-educated but confined to the drudgery of housework--devised a plan for bringing the public sphere into the domestic. Her home would become her factory. She learned how to standardize tasks by observing labor-saving devices in industry and then applied this knowledge to housework. She standardized dishwashing, for example, by breaking the job into three separate operations: scraping and stacking, washing, and drying and putting away. Determined to train women to become proficient homemakers and efficient managers, Frederick secured a

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job writing articles for the Ladies' Home Journal. A professional career as home efficiency expert later expanded to include advertising consultant and consumer advocate. Frederick assured male advertisers that she knew women well and promised to help them sell to "Mrs. Consumer." While Frederick sought the power and influence available only to men, she promoted a division of labor by gender and therefore served the fall of the early-twentieth-century wave of feminism. Rutherford's engaging account of Christine Frederick's life reflects a dilemma that continues to affect women today--whether to seek professional gratification or adhere to traditional family values.

Commercial Prints and Labels

Electrical Record

1949

Electrical Record and Buyer's Reference

A Classified Bibliography for Home Economics with Use and Content Annotations

Popular Mechanics inspires, instructs and influences readers to help them master the modern world. Whether it's practical DIY home-improvement tips, gadgets and digital technology, information on the newest cars or the latest breakthroughs in science -- PM is the ultimate guide to our high-tech lifestyle.

Moody's Industrial Manual

Catalog of Copyright Entries. Fourth Series

English Mechanics and the World of Science
Selling Mrs. Consumer

Electric Cooking, Heating and Cleaning

Before the Computer fully explores the data processing industry in the United States from its nineteenth-century inception down to the period when the computer became its primary tool. As James Cortada describes what was once called the "office appliance industry," he challenges our view of the digital computer as a revolutionary technology.

Cortada interprets reliance on computers as a development within an important segment of the American economy that was earlier represented largely by such instruments as typewriters, tabulating machines, adding machines, and calculators. He also describes how many of the practices of the office appliance industry evolved into those of the computer world. Drawing on previously unavailable industry archives, the author adds to our understanding of IBM's early history and offers short corporate histories of firms that include NCR, Burroughs, and Remington Rand. Focusing on the United States but also including comparative material on Europe and Asia, Before the Computer will be a unique source of knowledge about the companies that built office equipment and their enormous impact on economic life.

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