



Selling Mrs. Consumer: Christine Frederick and the Rise of Household Efficiency

By Janice Williams Rutherford

University of Georgia Press, United States, 2003. Paperback.
Book Condition: New. 232 x 165 mm. Language: English . Brand New Book. 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...



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