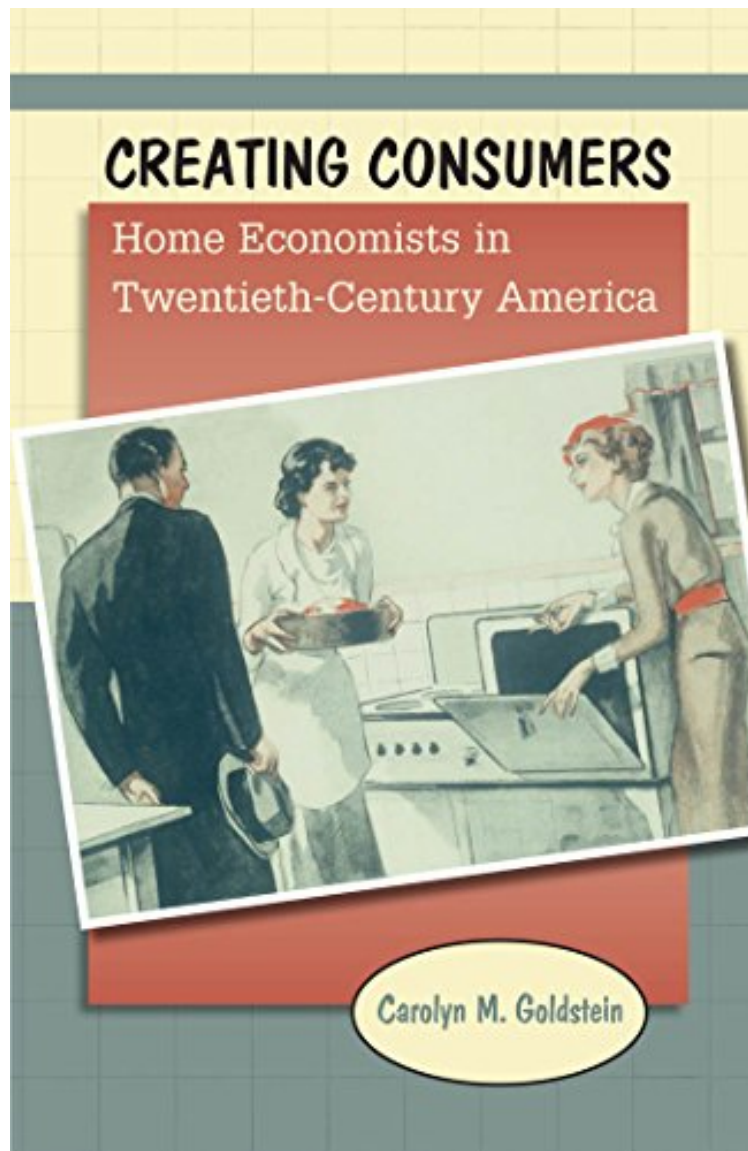


(Read and download) Creating Consumers: Home Economists in Twentieth-Century America

# Creating Consumers: Home Economists in Twentieth-Century America

*Carolyn M. Goldstein*

*DOC | \*audiobook | ebooks | Download PDF | ePub*



[Download](#)

[Read Online](#)

#2008485 in eBooks 2012-05-28 2012-05-28 File Name: B00851ZJFK | File size: 76.Mb

**Carolyn M. Goldstein : Creating Consumers: Home Economists in Twentieth-Century America** before purchasing it in order to gage whether or not it would be worth my time, and all praised Creating Consumers: Home Economists in Twentieth-Century America:

Home economics emerged at the turn of the twentieth century as a movement to train women to be more efficient household managers. At the same moment, American families began to consume many more goods and services than they produced. To guide women in this transition, professional home economists had two major goals: to teach women to assume their new roles as modern consumers and to communicate homemakers' needs to manufacturers and political leaders. Carolyn M. Goldstein charts the development of the profession from its origins as an educational movement to its identity as a source of consumer expertise in the interwar period to its virtual disappearance by the 1970s. Working for both business and government, home economists walked a fine line between educating and representing consumers while they shaped cultural expectations about consumer goods as well as the goods themselves. Goldstein looks beyond 1970s feminist scholarship that dismissed home economics for its emphasis on domesticity to reveal the movement's complexities, including the extent of its public impact and debates about home economists' relationship to the commercial marketplace.

Goldstein offers a rich contribution to the fields of business, political, consumer, and women's history (especially women and science). In this well-written chronicle, she simultaneously broadens and deepens our understanding of the intersection of home economics and women's consumerism.--American Historical General readers and researchers will appreciate Goldstein's attention to detail and ability to clearly communicate this complex subject. Highly recommended. Upper-division undergraduates through researchers/faculty; general readers.--ChoiceA major contribution to women's studies and the histories of consumer culture, business, and the twentieth-century state.--Journal of Social HistoryIn uncovering the pivotal role of home economists in the creation of our consumer economy, [Goldstein] adroitly draws out the philosophies that shaped the field and the goals of the leaders who envisioned a new role for women in the twentieth century.--Technology and CultureGoldstein argues that home economics, and the professionals who practiced it, had a profound impact on American culture. . . . Arranged chronologically, and parallel within time periods, the book details the careers of women in this burgeoning field.--The Annals of Iowa Creating Consumers brings fresh perspectives and insight to the history of American consumer culture. Calling on a wide range of archival sources, Carolyn Goldstein offers an eye-opening analysis of a diverse movement with ambitious goals as reformers in business, government, and education.--Susan Strasser, author of *Never Done: A History of American Housework and Satisfaction Guaranteed: The Making of the American Mass Market*. In her insightful new book, Goldstein has done an excellent job of researching and reinterpreting the roles that home economists played in building the modern American consumer economy. Brought to life through a wealth of interesting sources, Goldstein's home economists are complex historical actors. Nothing comparable is in print.--Nancy Tomes, Stony Brook UniversityThis timely book challenges the literature on consumer culture to think in more nuanced terms about the meaning of 'consumer' and 'housewife.' Goldstein combines analyses of the role of the state, corporate product development, the history of food, and gender to create a full history of the shaping of public as well as private market policy.--Susan Levine, University of Illinois at ChicagoAbout the AuthorCarolyn M. Goldstein is Public History and Community Archives Program Manager at the University of Massachusetts, Boston. She is also the author of *Do It Yourself: Home Improvement in Twentieth-Century America*.