

Contents

Introduction, *xiii*

ONE

The Emergence of a New Ideology, 3

TWO

The Golden Age of Domesticity, 35

THREE

Domestic Feminism and the World Outside the Home, 66

FOUR

Toward an Industrialized Home, 92

FIVE

Darwinism and Domesticity: The Impact of
Evolutionary Theory on the Status of the Home, 116

SIX

The Housewife and the Home Economist, 145

SEVEN

Domesticity and the Culture of Consumption, 172

EIGHT

Naming the Problem, 197

Afterword, 223

Notes, 227

Appendix, 263

Index, 269