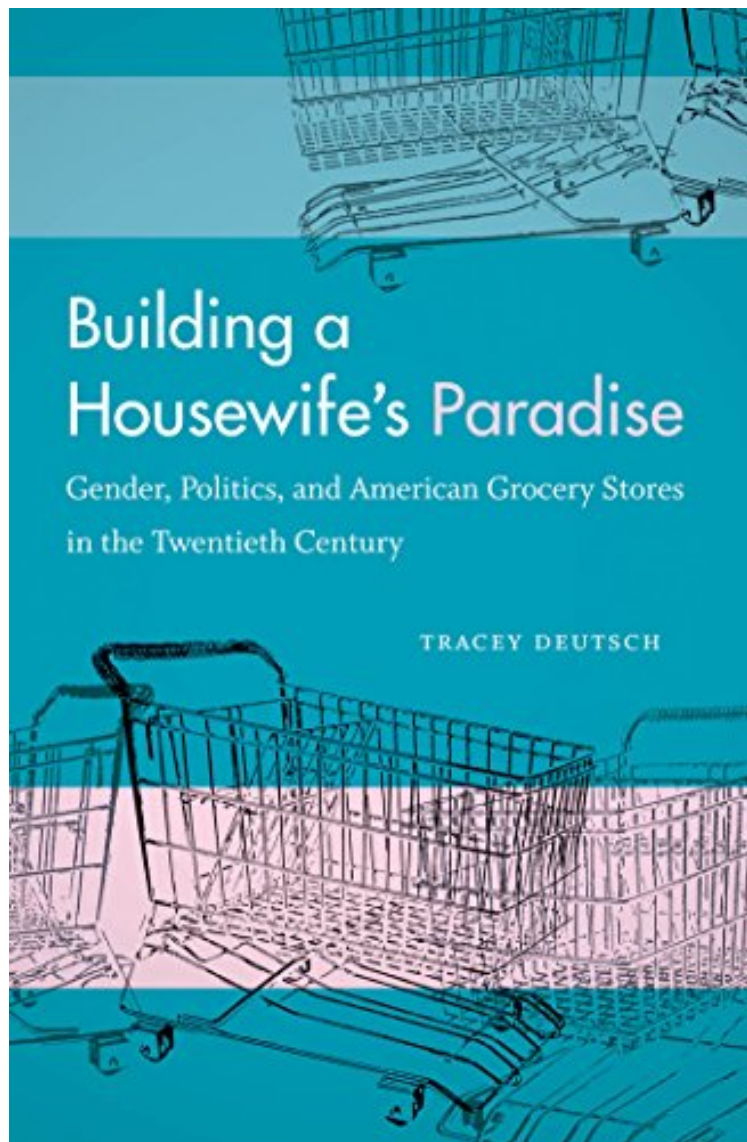


[Free] Building a Housewife's Paradise: Gender, Politics, and American Grocery Stores in the Twentieth Century

Building a Housewife's Paradise: Gender, Politics, and American Grocery Stores in the Twentieth Century

Tracey Deutsch

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Tracey Deutsch : Building a Housewife's Paradise: Gender, Politics, and American Grocery Stores in the Twentieth Century before purchasing it in order to gauge whether or not it would be worth my time, and all praised Building a Housewife's Paradise: Gender, Politics, and American Grocery Stores in the Twentieth Century:

0 of 0 people found the following review helpful. Great Chicago based, feminist minded book By A. L. Wilson Great book. Very interesting. Read it for my women and gender studies course. I never thought I would be so interested in

the history of grocery stores.

Supermarkets are a mundane feature in the landscape, but as Tracey Deutsch reveals, they represent a major transformation in the ways that Americans feed themselves. In her examination of the history of food distribution in the United States, Deutsch demonstrates the important roles that gender, business, class, and the state played in the evolution of American grocery stores. Deutsch's analysis reframes shopping as labor and embeds consumption in the structures of capitalism. The supermarket, that icon of postwar American life, emerged not from straightforward consumer demand for low prices, Deutsch argues, but through government regulations, women customers' demands, and retailers' concerns with financial success and control of the "shop floor." From small neighborhood stores to huge corporate chains of supermarkets, Deutsch traces the charged story of the origins of contemporary food distribution, treating topics as varied as everyday food purchases, the sales tax, postwar celebrations and critiques of mass consumption, and 1960s and 1970s urban insurrections. Demonstrating connections between women's work and the history of capitalism, Deutsch locates the origins of supermarkets in the politics of twentieth-century consumption.

[Deutsch's] work makes a significant contribution to the growing historiography of consumer politics. . . . Deutsch demonstrates the central role that gender played in the rise of supermarkets.--Journal of American History[A] vivid social history--Enterprise SocietyA tremendous contribution to several bodies of literature.-- s in American HistoryPaints a picture of stores alive with social interactions and struggles that often contradict the standardized model supermarkets are known for.--University of Chicago MagazineTracey Deutsch's well-written and impeccably researched book is a major contribution to studies of mass retailing and the politics of mass consumption [Her] richly detailed and rigorously analyzed study will find an appreciative audience among historians of gender, business, labor, and consumer culture.--American Historical Deutsch convincingly shows how the creation of the supermarket was a highly contingent, negotiated, social and political process; not inevitable and not easily explained as a result of consumer demand or consumer satisfaction.--American Studies[This] book causes readers to look more closely at one of the most important consumer experiences of the twentieth century.--The HistorianA meticulously researched study that delivers vast quantities of data. . . . Deutsch argues forcefully that retail history warrants close attention. . . . Recommended.--Choice Taking women's food procurement seriously as labor, Tracey Deutsch combines fresh research with subtle and sophisticated analysis in this vital contribution to the scholarship on mass consumption. By exposing the policy decisions that structured distribution and the on-the-ground ideological assumptions that informed them, she illuminates the twentieth-century struggle to depoliticize the act of consumption--a crucial counterpart to the battles over production of the same decades. Building a Housewife's Paradise exposes the historical amnesia involved in reading market outcomes as a straightforward expression of consumer demand.--Bethany Moreton, author of To Serve God and Wal-Mart: The Making of Christian Free EnterprisePutting the state back into the study of consumption, Tracey Deutsch traces the rise of the supermarket as the essential form of food procurement. She highlights the embeddedness of gender within the development of modern retailing, expanding feminist understanding of unpaid labor, women's work, and political activism. You'll never be able to think about shopping in the same way after reading this compelling book!--Eileen Boris, Hull Professor and Chair, Department of Feminist Studies, University of California, Santa BarbaraThis is a politically charged chronicle of an everyday institution. Deutsch is at the leading edge of one of the most dynamic and innovative fields of historical scholarship today. In her exceptionally sophisticated treatment, daily food shopping becomes an act of public engagement, struggle, even resistance. This is a big story dealing with the very heart of consumer culture.--Warren Belasco, author of Meals to Come: A History of the Future of FoodDeutsch demonstrates that the history of food retailing in mid-twentieth-century America was deeply political in ways that have been underappreciated. With comprehensive research and effective presentation, Building a Housewife's Paradise makes a significant contribution to gender studies and business history.--Glenna Matthews, author of Just a Housewife: The Rise and Fall of Domesticity in AmericaIt seems amazing that no one had yet written about this ubiquitous feature of American physical and economic landscapes. Deutsch's argument about the rise of supermarkets is important because it avoids the sense of inevitability that sometimes surrounds contemporary public debates about corporate concentration and urban sprawl in the era of Wal-Mart. The narrative she presents is not a triumphant one, nor one in which smaller groceries are necessarily victims of corporate power and a 'bigger is better' mentality. Rather, she shows a) the contests over, and even failings of, smaller stores as a driver for supermarkets, rather than a result of them; b) the historical specificity of the time (and places) in which they emerged; and c) the negotiations between historical agents, ranging from the federal government to individual shoppers, who were involved in supermarket planning. This is still a story about power, economic, politics, and of course food procurement, but it is a nuanced and sensitive story, told in a measured way.--Marina Moskowitz, University of GlasgowFrom the Inside FlapIn an examination of the history of food distribution in the United States, Deutsch demonstrates the important roles that gender, business, class, and the state played in the evolution of American grocery stores. She argues that the supermarket, that icon of postwar American life, emerged not from straightforward consumer desire for low prices and convenience, but through government regulations, women customers' demands,

and retailers' concerns with financial success and control of the "shop floor."