

---

# Contents

<b>Tables</b>	vii
<b>Acknowledgements</b>	viii

## PART I INTRODUCTION 1

<b>1 Good women and failure</b>	3
<b>2 Feminist theory and historical methodology</b>	9
Feminist theory	9
Historical methodology	19
<b>3 Patterns of probability</b>	30
Life and death and the balance of the genders	31
The demographic transition	33
Migration	37
Changed patterns	42

## PART II CONSTRUCTING THE IDEAL OF FEMININITY 45

<b>4 Economy</b>	47
Production: the commanding economy	49
Production: the local economy	55
The downgrading of women's work	58
<i>The family wage</i>	59
<i>Resistance and equal pay</i>	63
Consumption: the domestic-service economy	65
Consumption: the housewife's economy	72
<b>5 Ideology</b>	74
Population ideology	74
<i>Public health</i>	76
<i>Infant welfare</i>	78
<i>Social</i>	

<i>purity</i>	79	<i>Education</i>	82	<i>Child welfare</i>	84
Population ideology and the good woman					86
The ideology of permissive consumerism					89

**6 Management of the gender order** 92

Scientific managers	92			
<i>In the factory</i>	93	<i>In the office</i>	94	
Consumption managers	96			
<i>Marketing</i>	96	<i>Advertising</i>	98	
Managers of personal life	99			
Education and status	103			
The new professionals and femininity				105

**PART III LIVING THE IMPOSSIBILITY OF FEMININITY** 109

**7 Sexuality** 111

Heterosexuality	113		
Monogamy	122		
Legitimacy	131		
Marriage and femininity			142

**8 Work** 148

House work	148			
The home as workplace	158			
<i>Domestic service</i>	159	<i>Boarding</i>	162	<i>Home</i>
<i>business</i>	165	<i>Outwork</i>	167	<i>Unpaid helpers</i>
Work and femininity	170			169

**9 Mothering** 173

The maternal body	175		
The good child	183		
The end of mothering	186		

**10 Conclusion** 198

<b>Appendix:</b> Glenside Hospital casenotes	202
--	-----

<b>Bibliography</b>	207
---------------------	-----

<b>Index</b>	219
--------------	-----