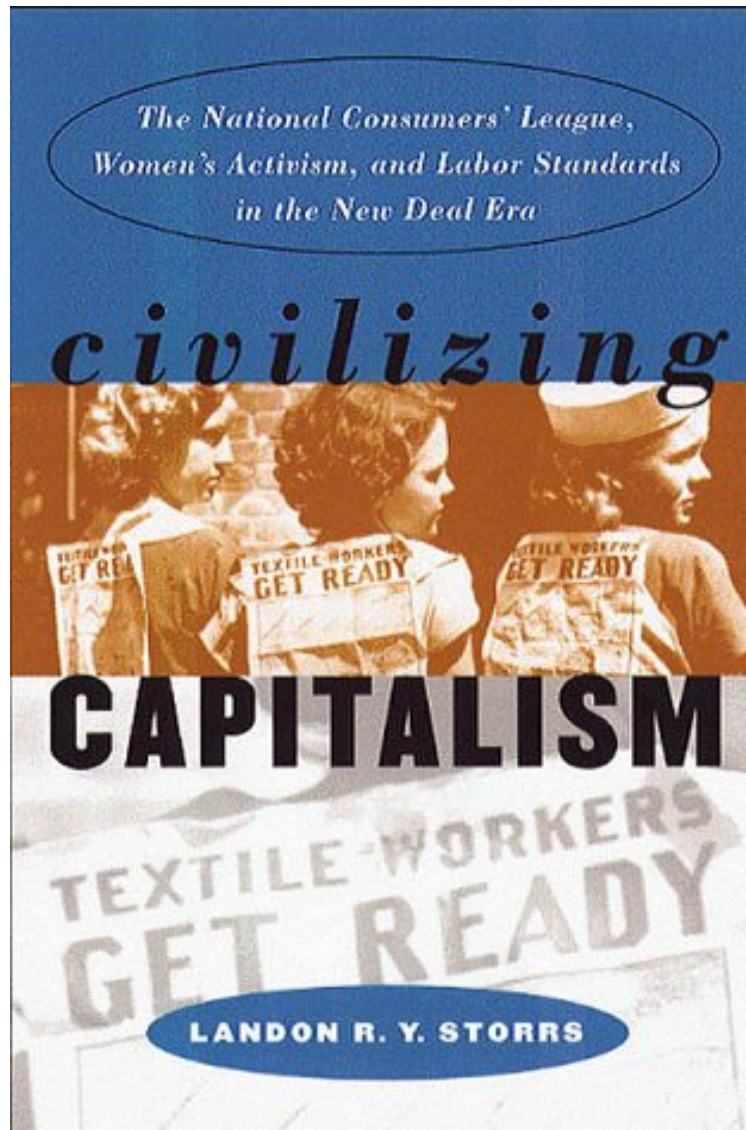


(Online library) *Civilizing Capitalism: The National Consumers' League, Women's Activism, and Labor Standards in the New Deal Era* (Gender and American Culture)

Civilizing Capitalism: The National Consumers' League, Women's Activism, and Labor Standards in the New Deal Era (Gender and American Culture)

Landon R. Y. Storrs

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Landon R. Y. Storrs : Civilizing Capitalism: The National Consumers' League, Women's Activism, and Labor Standards in the New Deal Era (Gender and American Culture) before purchasing it in order to gage whether or not it would be worth my time, and all praised *Civilizing Capitalism: The National Consumers' League, Women's*

Activism, and Labor Standards in the New Deal Era (Gender and American Culture):

Offering fresh insights into the history of labor policy, the New Deal, feminism, and southern politics, Landon Storrs examines the New Deal era of the National Consumers' League, one of the most influential reform organizations of the early twentieth century. Founded in 1899 by affluent women concerned about the exploitation of women wage earners, the National Consumers' League used a strategy of "ethical consumption" to spark a successful movement for state laws to reduce hours and establish minimum wages for women. During the Great Depression, it campaigned to raise labor standards in the unregulated, non-union South, hoping to discourage the relocation of manufacturers to the region because of cheaper labor and to break the downward spiral of labor standards nationwide. Promoting regulation of men's labor as well as women's, the league shaped the National Recovery Administration codes and the Fair Labor Standards Act of 1938 but still battled the National Woman's Party, whose proposed equal rights amendment threatened sex-based labor laws. Using the National Consumers' League as a window on the nation's evolving reform tradition, *Civilizing Capitalism* explores what progressive feminists hoped for from the New Deal and why, despite significant victories, they ultimately were disappointed.

Storrs's evaluations of historiographical arguments . . . are extremely valuable, particularly to the non-specialist. *Journal of Women's History* *Civilizing Capitalism* convincingly shows the complex, frustrating, and ultimately inadequate development of federal labor regulation during the 1930s. *Journal of American History* [Provides] fruitful and original analyses of the relations among women's political movements and consumption. s in *American History* [An] expertly researched and richly woven history. *American Historical [A]* clearly written and deeply researched book. *Enterprise Society* This study is particularly timely in light of current controversies over the minimum wage and labor standards in Third World countries and the resurgence of consumer activism.--Choice *Civilizing Capitalism* provides a truly revisionary understanding of American liberalism and the emergence of the modern welfare state. Previous studies of the National Consumers' League have truncated its history by concentrating exclusively on the Progressive Era. Taking a longer view, Landon Storrs provides a new understanding of the impact of women reformers and so-called 'maternalist' politics on the New Deal. She makes race, women, and the South central to a story that has focused for too long on economics, men, and the Northeast. In so doing, she not only alters the history of reform thought. She also draws critical lessons from the present. Both *Civilizing Capitalism* and the social democratic feminism it chronicles offer 'a prescription for good citizenship that has not lost its potency with time.'--Jacquelyn Dowd Hall, University of North Carolina at Chapel Hill [An] expertly researched and richly woven history.--*American Historical A* fascinating account. . . . [The] description of the fight for labor rights in the Southern states is an especially rich rendering. . . . Storrs is skillful in [her] creation of a balanced portrait of the strengths and shortcomings of 'equality' versus 'difference' feminism, as the concepts played out with respect to the workplace of the twenties and thirties.--*Journal of Economic History* Storrs probes a heretofore neglected period in NCL activity. . . . Her attentiveness to the nuances of political context and to the give-and-take required to maneuver within them constitutes a triumph of the historian's craft. Similarly, Storrs's evaluations of historiographical arguments . . . are extremely valuable, particularly to the non-specialist.--*Journal of Women's History* In this clearly written and briskly argued book, Landon Storrs makes a valuable contribution to our understanding of struggles over the government's authority to regulate business, a core issue in American liberalism. . . . Her in-depth historical analysis of fair labor standards . . . should be required reading for those who study labor, public policy, and women's history, and for contemporary anti-sweatshop activists.--*North Carolina Historical Historians* have long appreciated the reform vision of the National Consumers' League, but they will appreciate the NCL even more after reading Landon Storrs's persuasive and compelling account of its role in the formulation and implementation of fair labor standards in the 1920s, 1930s, and beyond.--Susan Ware, Radcliffe College A valuable history of an organization that is often too readily dismissed in the years following the Progressive Era. . . . Storrs is at her best when she tackles the minute detail of the policies, ideologies, and strategies behind the creation of labor regulation during the depression. . . . *Civilizing Capitalism* convincingly shows the complex, frustrating, and ultimately inadequate development of federal labor regulation during the 1930s.--*Journal of American History* [A] clearly written and deeply researched book. . . . [that] deserve[s] wide attention and recognition.--*Enterprise Society* [A] rich and well-searched book . . . with detailed narrative and strong analysis. . . . [Provides] fruitful and original analyses of the relations among women's political movements and consumption.-- s in *American History* From the Inside Flap Landon Storrs examines the New Deal era of the National Consumers' League, one of the most influential reform organizations of the early twentieth century. Her book offers fresh insights into the history of labor policy, the New Deal, feminism, and southern politics.