

1. The System Builders
  1. Radical and conservative inventions  
**radical inventions**  
**conservative inventions.**
2. The electric system
  1. Light
  2. Corporate organizations  
**General Electric**  
**Consolidated Edison**
  3. Household Electricity
3. Case Study: Refrigeration  
**monitor top**
  1. Building through mass production
  2. Marketing through mass media
4. Household Labor and the new gender balance
  1. Fields in which labor out moved of the home
    1. Food
      1. Campbell's soup ads
    2. Clothing  
**Gibson girl**
  2. Continuing household labor
    1. Water
    2. Laundry
5. Preview of tomorrow: Radio  
**Guglielmo Marconi**  
**Radio Corporation of America**
  1. Listening Assignment