



# Housework and Housewives in American Advertising: Married to the Mop

*Neuhaus*

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## **Housework and Housewives in American Advertising: Married to the Mop** Neuhaus

An analysis of how since the end of the 19th-century advertising agencies and their housework product clients utilized a remarkably consistent depiction of housewives and housework, illustrating that that although Second Wave feminism successfully called into question the housewife stereotype, homemaking has remained an American feminine ideal.

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