

## **E. A Woman's Place on the Post-War Long Island**

Hempstead Sentinel, June 20, 1946

### **Here comes the bride!**

June has swung around again, and this month brides by the thousands will start housekeeping--if they can find a house to keep.

In days soon to come, light housekeeping will be even lighter with electrical servants ready to wash and iron, clean and cook at the flip of a switch. And some day there will be many new electric aids--air conditioners, food freezers, electric blankets, television sets, and all the wonders of the era of electric living which lies ahead.

The electric service which powers these time-and-labor-saving appliances will continue to be inexpensive, friendly, dependable--ready around the clock and calendar--just as in the past.

Maybe 1946 brides will take the advantage of electricity for granted, just as you do. We hope they will. We're glad you just naturally count on the high efficiency and low cost of electric service. The men and women in this company worked hard to make electricity cheap and dependable. They'll work even harder to keep it that way.

Hempstead Sentinel, February 7, 1946

### **You'll Save Steps . . . Glow With Pride In Your New Freedom Gas Kitchen**

You'll be the envy of every woman you know--in a beautiful New Freedom GAS Kitchen like this. You'll save hundreds of steps a day . . . be cooler . . . more comfortable. Yes! It's that kind of kitchen because it uses clean, economical GAS . . . and because it's built around three coordinated work centers!

1. Refrigeration and Food Preparation Center features a wonderfully roomy, silent GAS refrigerator plus a handy work counter for sorting groceries as soon as they come in the door.
2. Cooking Center . . . just a few steps away . . . stars that marvel of modern design -- a new GAS range. Built to CP standards, it's so completely automatic you'll cook faster, easier, better than ever before!
3. Clean-Up Center . . . with plenty of counter space to avoid crowding. And all the hot water you can possibly need -- thanks to the 24-hour-a-day efficiency of an automatic GAS water heater.

#### Questions:

1. Why is the first advertisement directed toward "brides"?
2. How is technology changing the way people live?
3. What vision of the future is shown in these advertisements?
4. Do you think women who worked in the factories during the war will be satisfied with this vision? Why?