



Just in case it matters to you:

- 'TELECOMMUTING' COULD GROW BY 400% OVER THE NEXT FEW YEARS, as fiber-optic bandwidth is approaching the terabit level – one trillion bits per second – which “vastly expands the full capabilities of the internet, particularly live, streaming video services.” Whether the impacts on socialization are completely beneficial is arguable, but benefits to the environment are unquestionably positive: “on average, those who telecommute save an hour of time daily...contributing to a 5% reduction in gasoline use, a 4% reduction in carbon dioxide emissions, \$5B in lower road expenditures and 1.5 billion commute hours recaptured.” While, globally, America is still way behind the Asian countries in this area – U.S. median broadband speed is in the realm of 5 MBPS (megabits per second) versus download speeds above 49 MBPS in Korea and 63 MBPS in Japan – the recent \$7B ‘Stimulus Bill’ allocation for broadband capabilities may help close this gap. However, research does not address the good news/ bad news dimension that “any potential negative effects of a larger, faster, more-capable internet in terms of further job loss and industry disruption.” An example of soon to come: “location-based technology that can predict not only when someone in your network is close by, but also where and when you might like to meet up with that certain someone;” under application at MIT (code name: Serendipity) is an iPhone application with profile and GPS which may, when applicable, recommend you introduce yourself to a nearby stranger, based on common profiles. [THE FUTURIST – July/Aug 09]
- PAINTING EVERY ROOF IN THE WORLD WHITE COULD REVERSE GLOBAL WARMING, according to researchers at Lawrence Berkeley Nat'l Laboratory, by reflecting “enormous amounts of sunlight off the earth's surface...since dark-colored surfaces absorb heat.” This strategy, says the U.S. Energy Secretary, would be “equivalent to turning off every car on earth for decade,” as well as cutting air-conditioner energy consumption. [THE WEEK – June 12, 09]
- THOUGHT FOR THE WEEK FROM JUST A FEW DECADES AGO:

Housekeeping Monthly 13 May 1955



Advertising Archives

The good wife's guide

- Have dinner ready. Plan ahead, even the night before, to have a delicious meal ready, on time for his return. This is a way of letting him know that you have been thinking about him and are concerned about his needs. Most men are hungry when they come home and the prospect of a good meal (especially his favourite dish) is part of the warm welcome needed.
- Prepare yourself. Take 15 minutes to rest so you'll be refreshed when he arrives. Touch up your make-up, put a ribbon in your hair and be fresh-looking. He has just been with a lot of work-weary people!
- Be a little gay and a little more interesting for him. His boring day may need a lift and one of your duties is to provide it.
- Clear away the clutter. Make one last trip through the main part of the house just before your husband arrives.

Housekeeping Monthly 13 May 1955

- Gather up schoolbooks, toys, paper etc and then run a dustcloth over the tables.
- Over the cooler months of the year you should prepare and light a fire for him to unwind by. Your husband will feel he has reached a haven of rest and order, and it will give you a lift too. After all, catering for his comfort will provide you with immense personal satisfaction.
- Prepare the children. Take a few minutes to wash the children's hands and faces (if they are small), comb their hair and, if necessary, change their clothes. They are little treasures and he would like to see them playing the part. Minimise all noise. At the time of his arrival, eliminate all noise of the washer, dryer or vacuum. Try to encourage the children to be quiet.
- Be happy to see him.
- Greet him with a warm smile and show sincerity in your desire to please him.
- Listen to him. You may have a dozen important things to tell him, but the moment of his arrival is not the time. Let him talk first – remember, his topics of conversation are more important than yours.
- Make the evening his. Never complain if he comes home late or goes out to dinner, or other places of entertainment without you. Instead, try to understand his world of strain and pressure and his very real need to be at home and relax.
- Your goal: Try to make sure your home is a place of peace, order and tranquillity where your husband can renew himself in body and spirit.
- Don't greet him with complaints and problems.
- Don't complain if he's late home for dinner or even if he stays out all night. Count this as minor compared to what he might have gone through that day.
- Make him comfortable. Have him lean back in a comfortable chair or have him lie down in the bedroom. Have a cool or warm drink ready for him.
- Arrange his pillow and offer to take off his shoes. Speak in a low, soothing and pleasant voice.
- Don't ask him questions about his actions or question his judgment or integrity. Remember, he is the master of the house and as such will always exercise his will with fairness and truthfulness. You have no right to question him.
- A good wife always knows her place.