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have had other reasons for picking the field.

If same-sex role models are an important factor in such decisions, then an *increase* in female professors in a department should boost the number of women majoring in the subject. But Canes and Rosen found no evidence that this happened. At Princeton, an increase of 10 percentage points in the proportion of female faculty members in a department resulted in perhaps a half-point rise in the department's percentage of female undergraduates.

Of course, the absence of evidence does not prove that professorial role models are not important. But Canes and Rosen suggest that some skepticism is in order. It may be that in selecting a major (or career), undergraduates mainly take the measure of their own capabilities and situations.

## *Before Time Was Money*

"'Time That Can Be Relied Upon.' The Evolution of Time Consciousness in the Mid-Hudson Valley, 1790-1860" by Martin Bruegel, in *Journal of Social History* (Spring 1995), Carnegie Mellon University, Pittsburgh, Pa. 15213.

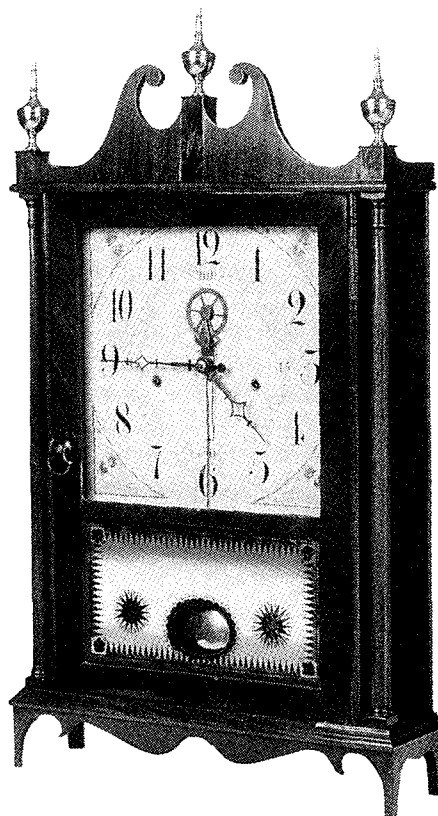
Harvard's David S. Landes, the author of *Revolution in Time* (1983), and other scholars have maintained that it was only when railroads penetrated the countryside that rural Americans in the 19th century became conscious of time as something precisely measured by clocks rather than by the sun and the seasons. Bruegel, a historian at Cornell University, contends that in New York's rural Hudson Valley, the change came before the railroads, with the introduction of clocks.

When the 19th century began, the agricultural economy of the mid-Hudson Valley required little in the way of timing, Bruegel says. "The vast majority of exchanges were confined to the neighborhood, where time was an abundant resource." Occasional trips to the landings on the Hudson River to deliver produce for the New York City market "called for some planning and arrangements, but the coordination of these journeys involved few

people and needed no timetables."

By 1810, the invention of interchangeable parts had ushered in an era of mass-produced clocks. Peddlers on horseback roamed the mid-Hudson Valley, selling the new timepieces. "The Yankee pedlars, with their wooden clocks, are renowned," wrote the English author Harriet Martineau in 1837. These men, in her view, were "great benefactors to society: for, be their clocks what they may, they make the country people as well off as the inhabitants of towns, in the matter of knowing time."

"People owned timepieces before time owned people," Bruegel writes. Initially, the clocks and watches were prized as "objects of refinement," not as tools for what we now call time management, he notes. Athens merchant John Smith's gold watch, valued at \$25 when he died in 1810, reflected his social distinction. A gold watch, observed the author of an 1833



*This 1816 pillar-and-scroll timepiece, made in Connecticut, was one of the first mass-produced clocks.*

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article in the *Rural Repository*, a magazine published in Hudson, "combines embellishment and utility in happy proportions [and] is usually considered a very valuable appendage to the gentleman." What a watch did for an individual, a public clock did for a village or town. A New Yorker who visited Catskill during the 1820s was much impressed when he beheld a church steeple with "an excellent toned bell" and next to it, "a town clock . . . which strikes the hours regularly."

As the prices of clocks and watches fell, their snob appeal diminished. By the 1820s, a majority of rural households in the valley had clocks or watches, and their utility as timepieces was becoming paramount. Comments about the importance of timeliness and punc-

tuality became more and more common in business and agriculture. Time "increasingly became a public preoccupation in mid-Hudson Valley towns," Bruegel says. "[In] an economy whose division of labor was growing more complex, clocks and watches served to organize the processes of production and distribution and to open the community outward."

By midcentury, the valley's inhabitants had acquired "a new sense of time," Bruegel says. It no longer seemed, as it had when the century began, "an abundant resource that suffered squandering." Instead, as novel measures of productivity came into use, time became "a scarce [resource] that required husbanding."

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## PRESS & MEDIA

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### *The End of Editorials?*

"Climbing Down from the Ivory Tower" by Judith Sheppard, in *American Journalism Review* (May 1995), 8701 Adelphi Rd., Adelphi, Md. 20783.

The loss of authority evident in so many American institutions seems finally to have reached that stronghold of certitude, the newspaper editorial page. "Lately there's been a real sense of self-doubt that's crept up on many editorial boards," says Jane Eisner, editorial page editor of the *Philadelphia Inquirer*. "We're questioning whether it's right to take stands and speak in one voice."

At the *Spokane* [Washington] *Spokesman-Review*, editors have ceased questioning: they've muzzled themselves. "We took our space to 'be God' and gave [readers] the space. Less God space, more people space." So says Rebecca Nappi, a former *USA Today* political reporter (who says she hates politics) who is now an editorial board member and an "interactive editor" at the *Spokesman-Review*. Editorials have been cut from 13 a

week to eight, are signed by the writer "for the editorial board," and sometimes are even rebutted, in a feature called "Both Sides." The newspaper's impersonal institutional voice is no longer heard. Syndicated columnists have been cut back. More space is given over to readers' letters and to longer pieces by local people that "are solicited, polished, and sometimes virtually ghost-written" by the "interactive editors," according to Sheppard, a former newspaper reporter who teaches journalism at Auburn University.

Few newspapers have gone as far as Spokane's, but many have moved in that direction. "Today," Jay Bookman, an editor at the *Atlanta Constitution*, has written, "the editorial page (at this and other papers) is more a debating society than a pulpit. . . . Editorials are no longer meant to be the final word on a subject; part of their purpose now is to set the agenda for further debate."

"But will editors who are so acutely attuned to readers remain independent enough to take unpopular editorial stands?" asks Sheppard. "Most great moments in