The goal of career and family for college women is a relatively new one historically. The lecture will summarize the past 100 years of career and family among college graduate women. Only with cohorts born since around 1950 and graduating college in the early 1970s could many college graduate women have even considered having a career and family. Some professions today offer greater work flexibility and women have disproportionately entered them. Others, however, do not, and women often exit from them. The lecture will address the relationship between demands in the labor market for workplace flexibility and the response by occupations, firms, and institutions.