

Ladies Home Journal My Account

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Louise Brigham and the Early History of Sustainable Furniture Design Hassell Street Press

Practical approach to landscaping, with how-to directions.

The Moral Project of Childhood Univ. Press of Mississippi

As the United States struggled to absorb a massive influx of ethnically diverse immigrants at the turn of the twentieth century, the question of who and what an American is took on urgent intensity. It seemed more critical than ever to establish a definition by which Americanness could be established, transmitted, maintained, and judged. Americans of all stripes sought to articulate and enforce their visions of the nation's past, present, and future; central to these attempts was President Theodore Roosevelt. Roosevelt fully recognized the narrative component of American identity, and he called upon authors of diverse European backgrounds including Israel Zangwill, Jacob Riis, Elizabeth Stern, and Finley Peter Dunne to promote the nation in popular written form. With the swell and shift in immigration, he realized that a more encompassing national literature was needed to "express and guide the soul of the nation." *Rough Writing* examines the surprising place and implications of the immigrant and of ethnic writing in Roosevelt's America and American literature.

Book of Interior Decoration Routledge

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Modern Print Activism in the United States Taylor & Francis

The explosion of print culture that occurred in the United States at the turn of the twentieth century activated the widespread use of print media to promote social and political activism. Exploring this phenomenon, the essays in *Modern Print Activism in the United States* focus on specific groups,

individuals, and causes that relied on print as a vehicle for activism. They also take up the variety of print forms in which calls for activism have appeared, including fiction, editorials, letters to the editor, graphic satire, and non-periodical media such as pamphlets and calendars. As the contributors show, activists have used print media in a range of ways, not only in expected applications such as calls for boycotts and protests, but also for less expected aims such as the creation of networks among readers and to the legitimization of their causes. At a time when the golden age of print appears to be ending, *Modern Print Activism in the United States* argues that print activism should be studied as a specifically modernist phenomenon and poses questions related to the efficacy of print as a vehicle for social and political change.

Selling Mrs. Consumer Inarticulate Longings

This book contributes to our collective understanding of the significance of representations of women and gender in magazines in both their print and online forms. The essays are authored by scholars, writers and cultural producers in fields such as art, film and visual studies, literature, critical race studies, communications, broadcast and print journalism, history, and women and gender studies. Taken as a whole, the volume offers historical breadth and perspectives that are transnational and cross-racial on women in magazines and digital media in a variety of ways. It examines how women are represented, how women have created and produced magazines and how women make meaning of themselves and their world using magazines as key sources of information.

The Brownies Oxford University Press, USA

In the popular stereotype of post-World War II America, women abandoned their wartime jobs and contentedly retreated to the home. This work unveils the diversity of postwar women, showing how far women departed from this one-dimensional image.

Women's Magazines in Print and New Media Springer Nature

Susan Douglas first took on the media's misrepresentation of women in her funny, scathing social commentary *Where the Girls Are*. Now, she and Meredith Michaels, have turned a sardonic (but never jaundiced) eye toward the cult of the new momism: a trend in American culture that is causing women to feel that only through the perfection of motherhood can true contentment be found. This vision of motherhood is highly romanticized and yet its standards for success remain forever out of reach, no matter how hard women may try to "have it all." *The Mommy Myth* takes a provocative tour through the past thirty years of media images about mothers: the superficial achievements of the celebrity mom, the news media's sensational coverage of dangerous day care, the staging of the "mommy wars" between working mothers and stay-at-home moms, and the onslaught of values-based marketing that raises mothering standards to impossible levels, just to name a few. In concert with this messaging, the authors contend, is a conservative backwater of talking heads propagating the myth of the modern mom. This nimble assessment of how motherhood has been shaped by out-of-date mores is not about whether women should have children or not, or about whether once they have kids mothers should work or stay at home. It is about how no matter what they do or how hard they try, women will never achieve the promised nirvana of idealized mothering. Douglas and Michaels skillfully map the distance traveled from the days when *The Feminine Mystique* demanded more for women than the unpaid labor of keeping house and raising children, to today's not-so-subtle pressure to reverse this thirty-year trend. A must-read for every woman.

Rough Writing Temple University Press

A study of how excess has proved to be the intended norm in the work of major women poets

The Ladies' Home Journal Routledge

How are we to comprehend, diagnose, and counter a system of racist subjugation so ordinary it has become utterly asymptomatic? Challenging the prevailing literary critical inclination toward what makes texts exceptional or distinctive, *Genre and White Supremacy in the Postemancipation United States* underscores the urgent importance of genre for tracking conventionality as it enters into, constitutes, and reproduces ordinary life. In the wake of emancipation's failed promise, two developments unfolded: white supremacy amassed new mechanisms and procedures for reproducing racial hierarchy; and black freedom developed new practices for collective expression and experimentation. This new racial ordinary came into being through new literary and cultural genres—including campus novels, the *Ladies' Home Journal*, Civil War elegies, and gospel sermons. Through the postemancipation interplay between aesthetic conventions and social norms, genre became a major influence in how Americans understood their social and political affiliations, their citizenship, and their race. Travis M. Foster traces this thick history through four decades following the Civil War, equipping us to understand ordinary practices of resistance more fully and to resist ordinary procedures of subjugation more effectively. In the process, he provides a model for how the study of popular genre can reinvigorate our methods for historicizing the everyday.

100 Most Important Women of the 20th Century Franklin Classics

Examines the Protestant origins of motherhood and the child consumer. Throughout history, the responsibility for children's moral well-being has fallen into the laps of mothers. In *The Moral Project of Childhood*, the noted childhood studies scholar Daniel Thomas Cook illustrates how mothers in the nineteenth-century United States meticulously managed their children's needs and wants, pleasures and pains, through the material world so as to produce the "child" as a moral project. Drawing on a century of religiously-oriented child care advice in women's periodicals, he examines how children ultimately came to be understood by mothers—and later, by commercial actors—as consumers. From concerns about taste, to forms of discipline and punishment, to play and toys, Cook delves into the social politics of motherhood, historical anxieties about childhood, and early children's consumer culture. An engaging read, *The Moral Project of Childhood* provides a rich cultural history of childhood.

Cover and Inside Article of The Ladies' Home Journal Seal Press

The origins and ever-changing story of America's favorite holiday *Make Room for Daddy* Univ of North Carolina Press

Examines the women's magazine business, wonders how it is thriving amid the failing print journalism industry, and asks if the unrealistic body image it portrays is intentional or not.

The Editor UPNE

Additional Editors Richard Pratt, Margaret Davidson, Gladys Taber. Designer Contributor H. T. Williams.

Airbrushed Nation Courier Corporation

Using fathers' first-hand accounts from letters, journals, and personal interviews along with hospital records and medical literature, Judith Walzer Leavitt offers a new perspective on the changing role of expectant fathers from the 1940s to the 1980s. She shows how, as men moved first from the hospital waiting room to the labor room in the 1960s, and then on to the delivery and birthing rooms in the 1970s and 1980s, they became progressively more involved in the birth experience and their influence over events expanded. With careful attention to power and privilege, Leavitt charts not only the increasing involvement of fathers, but also medical inequalities, the impact of race and class, and the evolution of hospital policies. Illustrated with more than seventy images from TV, films, and magazines, this book provides important new insights into childbirth in modern America, even as it reminds readers of their own experiences.

Ladies' Home Journal Book of Landscaping and Outdoor Living

Meredith Books

This first book-length treatment of the life and work of Christine Frederick (1883-1970) reveals an important dilemma that faced educated women of the early twentieth century. Contrary to her professional role as home efficiency expert, advertising consultant, and

consumer advocate, Christine Frederick espoused the nineteenth-century ideal of preserving the virtuous home—and a woman's place in it. In an effort to reconcile her desire to succeed in the public sphere of modernization and consumerism with the knowledge that most middle-class Americans still held traditional beliefs about gender roles, Frederick fashioned a career for herself that encouraged other women to remain at home. With the rise of home economics and scientific management, Frederick—college-educated but confined to the drudgery of housework—devised a plan for bringing the public sphere into the domestic. Her home would become her factory. She learned how to standardize tasks by observing labor-saving devices in industry and then applied this knowledge to housework. She standardized dishwashing, for example, by breaking the job into three separate operations: scraping and stacking, washing, and drying and putting away. Determined to train women to become proficient homemakers and efficient managers, Frederick secured a job writing articles for the *Ladies' Home Journal*. A professional career as home efficiency expert later expanded to include advertising consultant and consumer advocate. Frederick assured male advertisers that she knew women well and promised to help them sell to "Mrs. Consumer." While Frederick sought the power and influence available only to men, she promoted a division of labor by gender and therefore served the fall of the early-twentieth-century wave of feminism. Rutherford's engaging account of Christine Frederick's life reflects a dilemma that continues to affect women today—whether to seek professional gratification or adhere to traditional family values.

Thanksgiving New York : Century Company

How a person who was "sightless but seen, deaf but heard" spoke out publicly for years about her "vision for a better tomorrow."

Romance, the Loveliest Thing Simon and Schuster

Inarticulate Longings explores the contradictions of a social agenda for women that promoted both traditional roles and the promises of a growing consumer culture by examining the advertising industry in the early 20th century.

Imagining Gender, Nation and Consumerism in Magazines of the 1920s Anthem Press

Inarticulate Longings Routledge

All this is Heaven Too NYU Press

For the last 150 years, advertising has created a consumer culture in the United States, shaping every facet of American life—from what we eat and drink to the clothes we wear and the cars we drive. • Includes original essays by noted cultural and advertising historians, commentators, and journalists • Provides analysis from experts in advertising and popular culture that places American advertising in historical and cultural context • Supplies a comprehensive examination of advertising history and its consequences across modern America • Presents an extensive analysis of the role of new media and the Internet • Documents why advertising is necessary, not only for companies, but in determining what being "an American" constitutes

Gender and the Poetics of Excess Macmillan

Description: Back and front covers feature illustrations of women, with a bird cage on the front cover, and advertising James Pyles Pearline washing compound on the back cover.