

## Ladies Home Journal Address Change

National architectural magazine now in its fifteenth year, covering period-inspired design 1700–1950. Commissioned photographs show real homes, inspired by the past but livable. Historical and interpretive rooms are included; new construction, additions, and new kitchens and baths take their place along with restoration work. A feature on furniture appears in every issue. Product coverage is extensive. Experts offer advice for homeowners and designers on finishing, decorating, and furnishing period homes of every era. A garden feature, essays, archival material, events and exhibitions, and book reviews round out the editorial. Many readers claim the beautiful advertising—all of it design-related, no “lifestyle” ads—is as important to them as the articles.

Established in 1911, The Rotarian is the official magazine of Rotary International and is circulated worldwide. Each issue contains feature articles, columns, and departments about, or of interest to, Rotarians. Seventeen Nobel Prize winners and 19 Pulitzer Prize winners – from Mahatma Ghandi to Kurt Vonnegut Jr. – have written for the magazine.

Little Old Ladies don't just happen--they are created by default. The road to little old lady-hood starts early in mid life but if a well thought out plan of prevention is in place, midlife women can keep and improve their current level of youthful attributes for at least another 25 years. One reason most women don't achieve their desired degree of agelessness is because the traditional retirement oriented senior culture does not support growth and productivity. The negative power of the senior culture is something few women are aware of, and nobody talks about it...until now. This aging influence in the lives of older women has finally been "outed" and you must discover what it's all about and how to avoid it in No More Little Old Ladies!

First Published in 2001. Routledge is an imprint of Taylor & Francis, an informa company.

The author focuses on the marketing perspective of the topic and illustrates how women's roles in society have shifted during the past century. Among the key issues explored is a peculiar dichotomy of American advertising that served as a conservative reflection of society and, at the same time, became an underlying force of progressive social change. The study shows how advertisers of housekeeping products perpetuated the Happy Homemaker stereytype while tobacco and cosmetics marketers dismantled women's stereotypes to create an entirely new type of consumer.

This useful two-volume set will provide buyers of subject encyclopedias with a substantial amount of valuable information they can use in making their purchasing decisions. It will also provide all types of librarians and their patrons with a quick, one-stop method for locating the appropriate subject encyclopedias for their needs and for locating articles in the 100 encyclopedias.

Librarians who specialize in bibliographic instruction will also find it to be a useful tool for teaching students how to locate needed information.

From the first edition of The Fannie Farmer Cookbook to the latest works by today's celebrity chefs, cookbooks reflect more than just passing culinary fads. As historical artifacts, they offer a unique perspective on the cultures that produced them. In Manly Meals and Mom's Home Cooking, Jessamyn Neuhaus offers a perceptive and piquant analysis of the tone and content of American cookbooks published between the 1790s and the 1960s, adroitly uncovering the cultural assumptions and anxieties—particularly about women and domesticity—they contain. Neuhaus's in-depth survey of these cookbooks questions the supposedly straightforward lessons about food preparation they imparted. While she finds that cookbooks aimed to make readers—mainly white, middle-class women—into effective, modern-age homemakers who saw joy, not drudgery, in their domestic tasks, she notes that the phenomenal popularity of Peg Bracken's 1960 cookbook, The I Hate to Cook Book, attests to the limitations of this kind of indoctrination. At the same time, she explores the proliferation of bachelor cookbooks aimed at "the man in the kitchen" and the biases they display about male and female abilities, tastes, and responsibilities. Neuhaus also addresses the impact of World War II rationing on homefront cuisine; the introduction of new culinary technologies, gourmet sensibilities, and ethnic foods into American kitchens; and developments in the cookbook industry since the 1960s. More than a history of the cookbook, Manly Meals and Mom's Home Cooking provides an absorbing and enlightening account of gender and food in modern America.

This book tells the story of the daily lives of women industrial workers in World War II shipyards. It focuses on their struggle against the persistence of occupational segregation, the sexual and racial hierarchy of the shipyard work force, and the pervasive emphasis on female sexuality which served as a constant reminder that women were transient and marginal imposters. In addition, Fleeting Opportunities demonstrates that despite the myth that these women yearned to return to their kitchens, in fact many wanted to continue using their wartime skills in the postwar period. However, finding themselves excluded from jobs by union and management, those who continued to work ended up in low-paying, predominantly female occupations.

Traces the development of American suburbs, suggests reasons for their growth, compares American residential patterns with those of Europe and Japan, and looks at future trends Literature cited in AGRICOLA, Dissertations abstracts international, ERIC, ABI/INFORM, MEDLARS, NTIS, Psychological abstracts, and Sociological abstracts. Selection focuses on education, legal aspects, career aspects, sex differences, lifestyle, and health. Common format (bibliographical information, descriptors, and abstracts) and ERIC subject terms used throughout. Contains order information. Subject, author indexes.

Contains primary source material.

There they competed for grades and honor directly against male classmates. Before and after school they joined a public world beyond adult supervision - strolling city streets, flagging down male friends, visiting soda foundations." "Over the long term, their school experiences as "girls" foreshadowed both the turn-of-the-century emergence of the independent "New Women" and the birth of adolescence itself."--BOOK JACKET.

Seven years ago Cindy Dagnan and her husband made the decision for her to leave a teaching position and stay home with their girls. To this day, she is thankful for the sacrifice they made and is filled with advice and encouragement to help other moms handle the identity transition from career mother to at-home mom streamline meals and at-home projects and enjoy the saved time connect with others to create a vital network of friends This gathering of inspiration and practical steps will lead at-home moms--and those considering the decision--to transcend the daily grind and draw closer to the One who shaped the concept of home in their hearts.

By the early twentieth century, Chinese residents of the northern treaty-port city of Tianjin were dwelling in the world. Divided by nine foreign concessions, Tianjin was one of the world's most colonized and

cosmopolitan cities. Residents could circle the globe in an afternoon, strolling from a Chinese courtyard house through a Japanese garden past a French Beaux-Arts bank to dine at a German café and fall asleep in a British garden city-style semi-attached brick house. Dwelling in the World considers family, house, and home in Tianjin to explore how tempos and structures of everyday life changed with the fall of the Qing Empire and the rise of a colonized city. Elizabeth LaCouture argues that the intimate ideas and practices of the modern home were more important in shaping the gender and status identities of Tianjin's urban elites than the new public ideology of the nation. Placing the Chinese home in a global context, she challenges Euro-American historical notions that the private sphere emerged from industrialization. She argues that concepts of individual property rights that emerged during the Republican era became foundational to state-society relations in early Communist housing reforms and in today's middle-class real estate boom. Drawing on diverse sources from municipal archives, women's magazines, and architectural field work to social surveys and colonial records, Dwelling in the World recasts Chinese social and cultural history, offering new perspectives on gender and class, colonialism and empire, visual and material culture, and technology and everyday life.

During the 1920s and 1930s, Edward Steichen was the most successful photographer in the advertising industry. His commercial work appeared regularly in VANITY FAIR, VOGUE, LADIES HOME JOURNAL, and other popular magazines. Patricia Johnston uses Steichen's work as a case study of the history of advertising and the American economy between the wars. 13 color and 120 b&w photos. Inviting Understanding provides a comprehensive, coherent portrait of invitational rhetoric in a way that allows readers to understand the theory, to explore possible extensions, to see the practices of invitational rhetoric at work, and to access a comprehensive bibliography of works on the subject. --Stacey Sowards, University of Texas at Austin

The nineteenth century is central to contemporary discussions of visual culture. This reader brings together key writings on the period, exploring such topics as photographs, exhibitions and advertising. Housewives constitute a large section of the population, yet they have received very little attention, let alone respect. Glenna Matthews, who herself spent many years as "just a housewife" before becoming a scholar of American history, sets out to redress this imbalance. While the male world of work has always received the most respect, Matthews maintains that widespread reverence for the home prevailed in the nineteenth century. The early stages of industrialization made possible a strong tradition of cooking, baking, and sewing that gave women great satisfaction and a place in the world. Viewed as the center of republican virtue, the home also played an important religious role. Examining novels, letters, popular magazines, and cookbooks, Matthews seeks to depict what women had and what they have lost in modern times. She argues that the culture of professionalism in the late nineteenth century and the culture of consumption that came to fruition in the 1920s combined to kill off the "cult of domesticity." This important, challenging book sheds new light on a central aspect of human experience: the essential task of providing a society's nurture and daily maintenance.

"Scrutinizing depictions of the masculine woman in literature and the popular press, Laura L. Behling explicates the literary, artistic, and rhetorical strategies used to eliminate the "sexually inverted" woman: punishing her by imprisonment or death; "rescuing" her into heterosexuality; subverting her through parody; or removing her from society to some remote or mystical place. Behling also shows how fictional same-sex relationships in the writings of Henry James, Charlotte Perkins Gilman, Gertrude Stein, and others conformed to and ultimately reaffirmed heterosexual models."

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.

When Alfred Kinsey's massive studies Sexual Behavior in the Human Male and Sexual Behavior in the Human Female appeared in 1948 and 1953, their detailed data spurred an unprecedented public discussion of the nation's sexual practices and ideologies. As they debated what behaviors were normal or average, abnormal or deviant, Cold War Americans also celebrated and scrutinized the state of their nation, relating apparent changes in sexuality to shifts in its political structure, economy, and people. American Sexual Character employs the studies and the myriad responses they evoked to examine national debates about sexuality, gender, and Americanness after World War II. Focusing on the mutual construction of postwar ideas about national identity and sexual life, this wide-ranging, shrewd, and lively analysis explores the many uses to which these sex surveys were put at a time of extreme anxiety about sexual behavior and its effects on the nation. Looking at real and perceived changes in masculinity, female sexuality, marriage, and homosexuality, Miriam G. Reumann develops the notion of "American sexual character," sexual patterns and attitudes that were understood to be uniquely American and to reflect contemporary transformations in politics, social life, gender roles, and culture. She considers how apparent shifts in sexual behavior shaped the nation's workplaces, homes, and families, and how these might be linked to racial and class differences.

Argues that the two popular women's magazines were pivotal in the combining of gender and commercialism at the turn of the century, and that publishers and advertisers conspired to create both a gendered commercial discourse and a commercial gender discourse for both men and women. Annotation copyright by Book News, Inc., Portland, OR

American eating changed dramatically in the early twentieth century. As food production became more industrialized, nutritionists, home economists, and so-called racial scientists were all pointing Americans toward a newly scientific approach to diet. Food faddists were rewriting the most basic rules surrounding eating, while reformers were working to reshape the diets of immigrants and the poor. And by the time of World War I, the country's first international aid program was bringing moral advice about food conservation into kitchens around the country. In Modern Food, Moral Food, Helen Zoe Veit argues that the twentieth-century food revolution was fueled by a powerful conviction that Americans had a moral obligation to use self-discipline and reason, rather than taste and tradition, in choosing what to eat. Veit weaves together cultural history and the history of science to bring readers into the strange and complex world of the American Progressive Era. The era's emphasis on science and self-control left a profound mark on American eating, one that remains today in everything from the ubiquity of science-based dietary advice to the tenacious idealization of thinness.

Many people today know that the 1964 murder in Mississippi of two Jewish men--Mickey Schwerner and Andrew Goodman--and their Black colleague, James Chaney, marked one of the most wrenching episodes of the civil rights movement. Yet very few realize that Andrew Goodman had been in Mississippi for one day when he was killed; Rita Schwerner, Mickey's wife, had been organizing in Mississippi for six difficult months. Organized around a rich blend of oral histories, Going South follows a group of Jewish women--come of age in the shadow of the Holocaust and deeply committed to social justice--who put their bodies and lives on the line to fight racism. Actively rejecting the post-war idyll of suburban, Jewish, middle-class life, these women were deeply influenced by Jewish notions of morality and social justice. Many thus perceived the call of the movement as positively irresistible. Representing a link between the sensibilities of the early civil rights era and contemporary efforts to move beyond the limits of identity politics, the book provides a resource for all who are interested in anti-racism, the civil rights movement, social justice, Jewish activism and radical women's traditions.

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