

Ladies Home Journal My Account

The origins and ever-changing story of America's favorite holiday

"Betty Boyd Caroli's *First Ladies* observes the role as it has shifted and evolved from ceremonial backdrop to substantive world figure ... This [is a] expanded and updated fifth edition ... covering all forty-three women from Martha Washington to Melania and Ivanka Trump and including the daughters, daughters-in-law, and sisters of presidents who sometimes served as First Ladies. Caroli explores each woman's background, marriage, and accomplishments and failures in office. *First Ladies* is a portrait of how each First Lady changed the role and how the role changed in response to American culture. These women left remarkably complete records, and their stories offer us a window through which to view not only this particular sorority of women, but also the role of American women in general."--Provided by publisher.

Winner of the National Jewish Book Award of 1979, this classic novel of love and war is now available in ebook format for the first time! Violence shattered her golden world, and Leah's journey began... It swept her from the burning villages of old Russia to the tenements of New York, from the glittering showrooms of Paris to the settlements of war-torn Israel. It brought her marriage to a man who yearned for her sweet, denied love - and passion for a man who yearned only for danger. It gave her a son born of shame, and a daughter born to destiny. It tested her love in the shadow of the Depression and the hell of the Nazi fury... And then Leah's journey brought her home.

The Story of the Queen's Childhood by Her Nanny, Marion Crawford

We Are What We Sell: How Advertising Shapes American Life. . . And Always Has [3 volumes]

Inarticulate Longings

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My Home Budget Journal

The Ever Changing Role, from Martha Washington to Melania Trump

Selling Mrs. Consumer

The Author's Book Journal is a must have for anyone writing a book or a novel. It easily lets you keep track of events and characters in your chapters. There are dedicated pages for 100 chapters, plus main character profiles, secondary characters profiles and also pages to note reference research sources, acknowledgements, quotes, notes, prologue, epilogue, back cover blurb, beta readers, ARC reviews, publishing details, author details. You also have some extra pages at the back for making notes on ideas for your next book. Keep all your book information in one handy place. Journal size 7x10 inches.

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.

The argument posed in this analysis is that the poetic excesses of several major female poets, excesses that have been typically regarded as flaws in their work, are strategies for escaping the inhibiting and sometimes inimical conventions too often imposed on women writers. The forms of excess vary with each poet, but by conceiving of poetic excess in relation to literary decorum, this study establishes a shared motivation for such a strategy.

Literary decorum is one instrument a culture employs to constrain its writers. Perhaps it is the most effective because it is the least definable. The excesses discussed here, like the criteria of decorum against which they are perceived, cannot be itemized as an immutable set of traits. Though decorum and excess shift over time and in different cultures, their relationship to one another remains strikingly stable. Thus, nineteenth-century standards for women's writing and late twentieth-century standards bear

almost no relation. Emily Dickinson's do not anticipate Gertrude Stein's or Sylvia Plath's or Ntozake Shange's. Yet the charges of indecorousness leveled at these women poets repeat a fixed set of abstract grievances. Dickinson, Stein, Plath, Jayne Cortez, and Shange all engage in a poetics of excess as a means of rejecting the limitations and conventions of "female writing" that the larger culture imposes on them. In resisting conventions for feminine writing, these poets developed radical new poetics, yet their work was typically criticized or dismissed as excessive. Thus Dickinson's form is classified as hysterical and her figures tortured. Stein's works are called repetitive and nonsensical. Plath's tone is accused of being at once virulent and confessional, Cortez's poems violent and vulgar, Shange's work vengeful and self-righteous. The publishing history of these poets demonstrates both the opposition to such an aesthetic and the necessity for it. Karen Jackson Ford is a professor in the English department at the University of Oregon.

The Great Man

The Homescaper's Guide to Good Looks and Good Living on His Grounds

Motherhood, Material Life, and Early Children's Consumer Culture

The Journal of Information for Literary Workers

The American Girl, as Seen and Portrayed by Howard Chandler Christy

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, 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, Cook 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 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.

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

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

First Ladies

Not June Cleaver

All this is Heaven Too

Ethnic Authorship in Theodore Roosevelt's America

Women's Ways of Earning Money

The Ladies' Home Magazine

The author, seeking to show women how they can earn money, advises them to do so in "womanly ways," such as domestic services, teaching, writing, and nursing.

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.

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

The Biography of an American Holiday

Leah's Journey

Ladies' Home Journal Book of Interior Decoration

The Idealization of Motherhood and How It Has Undermined Women

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Sightless But Seen, Deaf But Heard

The World Book Encyclopedia

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.

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 •

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Documents why advertising is necessary, not only for companies, but in determining what being "an American" constitutes

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

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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.

American Notes

The Lure and Loathing of Women's Magazines

Leadership

Moments of Brocade

Writing for the Quality Market

How Advertising Shapes American Life. . . and Always Has
An account of the childhoods and early adulthoods of Queen Elizabeth and Princess Margaret, as told by one of their primary caregivers, offers insight into early twentieth-century British royal life.

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,

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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

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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.

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

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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.

A Scientific Analysis of Eight Quality Magazines Showing Requirements, Policy and Slanting. Includes the Saturday Evening Post, Collier's, Liberty, Woman's Home Companion, Red Book Magazine, Pictorial Review, Ladies Home Journal [and] the American Magazine

Ladies' Home Journal Book of Landscaping and Outdoor Living

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The Mommy Myth

Helen Keller, Public Speaker

Airbrushed Nation

Thanksgiving

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

An encyclopedia designed especially to meet the needs of elementary, junior high, and senior high school students.

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,

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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.

The Journey from Waiting Room to Birthing Room

Romance, the Loveliest Thing

Book of Interior Decoration

The Little Princesses

Make Room for Daddy

The Author's Book Journal

Practical approach to landscaping, with how-to directions.

Inarticulate Longings
The Ladies' Home Journal, Gender and the Promise of Consumer Culture
Routledge

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.

Good Stories from the Ladies' Home Journal

The Ladies' Home Journal, Gender and the Promise of Consumer Culture

Blue Water Edition

Christine Frederick and the Rise of Household Efficiency

Modern Print Activism in the United States

The Ladies' Home Journal

The My Home Budget Journal is different than many other types of budget books. This budget planner focuses on budgeting from a weekly perspective. Budget your bills, savings and other goals based on your upcoming paycheck or projected paychecks. You can budget one week at a time if you paycheck changes often, or plan several weeks ahead. Use pencil if you suspect things will change or create a general budget and make adjustments needed. The journal is set up to help you focus on week-by-week budgeting for 4-6 weeks at a time. The main worksheet in the book has a top section for weekly income. List your income, your spouse's income and any additional income you have coming in. There is an income total so you know exactly what is projected to come in each week. If you have more than five streams of weekly income, we recommend adding all of these incomes together and then listing the total for all of these in the "Other Income" section. The template also has up to 15 sections for you to fill in your expenses on a weekly basis. Include everything from groceries, to gas and other bills that you plan on paying only on that particular week and date when the money comes in. Many people will have several blank sections and this is great because that means you don't have as many weekly bills as you think. Some weeks might be more packed with bills and expenses than others. Each page of the bill worksheet has a place for notes and reminders as well. Write down reminders such as: Finish your taxes, buy Girl Scout cookies from Bethany's friend or time to buy clothes this week. This worksheet is fully customizable so feel free to fully utilize it so that you can stop on top of your bills and expenses. As you progress through the book you'll also find sections for financial

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goals and additional pages for journaling. This book is designed to encourage you to progress on your financial journey and reach new milestones such as buying a home, buying a car, investing, saving for vacations and more. Studies have shown that writing down goals and journaling helps us to take action and truly manifest what we want in life. You can start out having just a few goals and then add more as progress through the journal. New goal worksheets and journal pages are found after a series of 6 weekly budget worksheets. Additional goal worksheets and lined pages are also found at the end of the journal. We like to use this section at the back for more long term financial goals. We hope this book meets your needs. This book does NOT have pockets or tabs like some bill organizers and planners. Please click on the "Look Inside" feature to make sure this weekly budget journal is right for you. :) ***We also make this book with several different cover styles. Check out our other books to find a cover that meets your personal style preferences. Have a great day!

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process, and thank you for being an important part of keeping this knowledge alive and relevant.

National Bestseller and Winner of the PEN/Faulkner Award for Fiction Oscar Feldman, the renowned figurative painter, has passed away. As his obituary notes, Oscar is survived by his wife, Abigail, their son, Ethan, and his sister, the well-known abstract painter Maxine Feldman. What the obituary does not note, however, is that Oscar is also survived by his longtime mistress, Teddy St. Cloud, and their daughters. As two biographers interview the women in an attempt to set the record straight, the open secret of his affair reaches a boiling point and a devastating skeleton threatens to come to light. From the acclaimed author of *The Epicure's Lament*, a scintillating novel of secrets, love, and legacy in the New York art world. "Mischievous...funny, astute...As unexpectedly generous as it is entertaining.... Christensen is a witty observer of the art universe." —The New York Times

Women's Magazines in Print and New Media

Genre and White Supremacy in the Postemancipation United States

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

Women and Gender in Postwar America, 1945-1960

Rough Writing

Gender and the Poetics of Excess

Offering the first comparative study of 1920s' US and Canadian print cultures, 'Imagining Gender, Nation and Consumerism in Magazines of the 1920s' comparatively examines the highly influential 'Ladies' Home Journal' (1883–2014) and the often-overlooked 'Canadian Home

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Journal' (1905–1958). Firmly grounded in the latest advances in periodical studies, the book provides a timely contribution to the field in its presentation of a transferrable transnational approach to the study of magazines. While Canadian magazines have often been viewed, unflatteringly and inaccurately, as merely derivative of their American counterparts, Rachel Alexander asserts the value of an even-handed consideration of both. Such an approach acknowledges the complexity of these magazines as collaborative texts, cultural artefacts and commercial products, revealing that while these magazines shared certain commonalities, they functioned in differing – at times unexpected – ways. During the 1920s, both magazines were changing rapidly in response to technological modernity, altering gender economies and the burgeoning of consumer culture. 'Imagining Gender, Nation, and Consumerism in Magazines of the 1920s' explores the influences, tensions and interests that informed the magazines' construction of their audience of middle-class women as readers, consumers and citizens.

The Greatest Ladies Home Journal Ever Published

The Moral Project of Childhood

The Journal of Home Economics

Ladies' Home Journal

The Editor