

Ladies Home Journal Recipes

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.

That rosy tomato perched on your plate in December is at the end of a great journey—not just over land and sea, but across a vast and varied cultural history. This is the territory charted in *Fresh*. Opening the door of an ordinary refrigerator, it tells the curious story of the quality stored inside: freshness. We want fresh foods to keep us healthy, and to connect us to nature and community. We also want them convenient, pretty, and cheap. *Fresh* traces our paradoxical hunger to its roots in the rise of mass consumption, when freshness seemed both proof of and an antidote to progress. Susanne Freidberg begins with refrigeration, a trend as controversial at the turn of the twentieth century as genetically modified crops are today. Consumers blamed cold storage for high prices and rotten eggs but, ultimately, aggressive marketing, advances in technology, and new ideas about health and hygiene overcame this distrust. Freidberg then takes six common foods from the refrigerator to discover what each has to say about our notions of freshness. Fruit, for instance, shows why beauty trumped taste at a surprisingly early date. In the case of fish, we see how the value of a living, quivering catch has ironically hastened the death of species. And of all supermarket staples, why has milk remained the most stubbornly local? Local livelihoods; global trade; the politics of taste, community, and environmental change: all enter into this lively, surprising, yet sobering tale about the nature and cost of our hunger for freshness.

Newspaper, magazine, and web editors are desperate for new voices and anyone, in any field, can break in. So why not you? Over the last two decades, writing professor Susan Shapiro has taught more than 25,000 students of all ages and backgrounds at NYU, Columbia, Temple, The New School, and Harvard University. Now in *The Byline Bible* she reveals the wildly popular "Instant Gratification Takes Too Long" technique she's perfected, sharing how to land impressive clips to start or re-launch your career. In frank and funny prose, the bestselling author of 12 books walks you through every stage of crafting and selling short nonfiction pieces. She shows you how to spot trendy subjects, where to start, finish and edit, and divulges specific steps to submit work, have it accepted, get paid, and see your byline in your favorite publication in lightning speed. With a foreword by Peter Catapano, long-time editor at the New York Times where many of Shapiro's pupils have first seen print, this book offers everything you need to learn to write and sell your story in five weeks or less, including:

- How to craft a cover letter and subject heading to get read and reviewed quickly
- Who pay for essays, op-eds, regional, humor, or service pieces from unknown writers
- Ways to follow up, build on your success, land a TV or radio spot, become a regular contributor, staff writer, and find a literary agent for your book with one amazing clip

Whether you're just starting out or ready to enhance your professional portfolio, this essential guide will prove that three pages can change your life.

A Constellation of Favorite Recipes from My World Travels

Woman's Home Companion

From Mademoiselle to Ms.

The Byline Bible

Ladies' Home Journal One Hundred Great Pasta Recipes

Get Published in Five Weeks

Who cooks dinner in American homes? It's no surprise that "Mom" remains the overwhelming answer. Cooking and all it entails, from grocery shopping to chopping vegetables to clearing the table, is to this day primarily a woman's responsibility. How this relationship between women and food developed through the twentieth century and why it has endured are the questions Sherrie Inness seeks to answer in *Dinner Roles: American Women and Culinary Culture*. By exploring a wide range of popular media from the first half of the twentieth century, including cookbooks, women's magazines, and advertisements, *Dinner Roles* sheds light on the network of sources that helped perpetuate the notion that cooking is women's work. Cookbooks and advertisements provided valuable information about the ideals that American society upheld. A woman who could prepare the perfect Jell-O mold, whip up a cake with her new electric mixer, and still maintain a spotless kitchen and a sunny disposition was the envy of other housewives across the nation. Inness begins her exploration not with women but with men—those individuals often missing from the kitchen who were taught their own set of culinary values. She continues with the study of juvenile cookbooks, which provided children with their first cooking lessons. Chapters on the rise of electronic appliances, ethnic foods, and the 1950s housewife all add to our greater understanding of women's evolving roles in American culinary culture.

Describes the life and career of the French chef and television personality, from her wealthy childhood in California and married years in France to her successful cooking show in the United States.

First patented in 1856, baking powder sparked a classic American struggle for business supremacy. For nearly a century, brands battled to win loyal consumers for the new leavening miracle, transforming American commerce and advertising even as they touched off a chemical revolution in the world's kitchens. Linda Civitello chronicles the titanic struggle that reshaped America's diet and rewrote its recipes. Presidents and robber barons, bare-knuckle litigation and bold-faced bribery, competing formulas and ruthless pricing—Civitello shows how hundreds of companies sought market control, focusing on the big four of Rumford, Calumet, Clabber Girl, and the once-popular brand Royal. She also tells the war's untold stories, from Royal's claims that its competitors sold poison, to the Ku Klux Klan's campaign against Clabber Girl and its German Catholic owners. Exhaustively researched and rich with detail, *Baking Powder Wars* is the forgotten story of how a dawning industry raised Cain—and cakes, cookies, muffins, pancakes, donuts, and biscuits.

Setting the Table for Julia Child

The Magazine Maker

The Cutthroat Food Fight that Revolutionized Cooking

Extensively Annotated Bibliography and Sourcebook

A Classified Bibliography for Home Economics with Use and Content Annotations

Cookbooks and Gender in Modern America

List of members in 15th-

Gathers recipes for pastries, fruit pies, cream and custard pies, crisps and cobblers, holiday pies and tarts, and main dish pies and tarts

Ladies' Home Journal Ladies' Home Journal One Hundred Great Pie and Pastry Recipes Meredith Books

Hearings ... Ninety-second Congress, Second Session

100 Best Chicken Recipes

Ladies' Home Journal One Hundred Great Pie and Pastry Recipes

Report of the Proceedings of the ... Meeting of the Convention of American Instructors of the Deaf

Guide to Literature of Home and Family Life

Catalog of Copyright Entries

Here are 100 of the very best pasta recipes, tested and approved in the Ladies' Home Journal Test Kitchen. The book presents the preparation and cooking time for each recipe, degree of difficulty, nutritional analysis, and 20 to 25 full-color photos. Hidden spiral binding.

A look at sugar in 19th-century American culture and how it rose in popularity to gain its place in the nation's diet today. American consumers today regard sugar as a mundane and sometimes even troublesome substance linked to hyperactivity in children and other health concerns. Yet two hundred years ago American consumers treasured sugar as a rare commodity and consumed it only in small amounts. In *Refined Tastes: Sugar, Confectionery, and Consumers in Nineteenth-Century America*, Wendy A. Woloson demonstrates how the cultural role of sugar changed from being a precious luxury good to a ubiquitous necessity. Sugar became a social marker that established and reinforced class and gender differences. During the eighteenth and early nineteenth centuries, Woloson explains, the social elite saw expensive sugar and sweet confections as symbols of their wealth. As refined sugar became more affordable and accessible, new confections—children's candy, ice cream, and wedding cakes—made their way into American culture, acquiring a broad array of social meanings. Originally signifying male economic prowess, sugar eventually became associated with femininity and women's consumerism. Woloson's work offers a vivid account of this social transformation—along with the emergence of consumer culture in America. "Elegantly structured and beautifully written . . . As simply an explanation of how Americans became such avid consumers of sugar, this book is superb and can be recommended highly." —Ken Albala, *Winterthur Portfolio* "An enlightening tale about the social identity of sweets, how they contain not just chewy centers but rich meanings about gender, about the natural world, and about consumerism." —Cindy Ott, *Enterprise and Society*

Frustrated with searching for recipes in various books, websites and handwritten or printed notes? Let this blank recipe book become your master recipe collection and simplify your cooking life. Using the book is easy. Simply write out your recipe on the recipe pages and add the name and page number to the index. This book contains 100 blank recipe pages just waiting to be filled in. Makes a perfect gift. Each page includes space for: Ingredients Method Notes Number of servings Calories Cooking Time Prep time Oven temperature Source The journal has been designed to be easily customisable to suit your own style and preferences. Useful weights and measures conversions are included in the front of the book with various US to UK conversions detailed. Measuring 8.5" x 11" it is close to A4 size and allows plenty of space to write. Stop hunting for your favourite recipes and start recording them in your own personal cook book.

American Women and Culinary Culture

Nutrition Education, 1972

The Ladies Home Journal

Agricultural Index

Narratives - Contexts - Traditions

Recipe Journal

The acclaimed author of *Trail of Crumbs* shares recipes and stories from her many culinary adventures in this beautifully illustrated cookbook. From Seoul to New Orleans, Provence, and beyond, Kim Sunee has spent her life exploring the world and its many cuisines. In *A Mouthful of Stars*, she shares her interpretation of some of her favorite recipes and cooking discoveries from her many travels. Recipes range from Tuscan crostini di fegatini to Louisiana dirty rice, traditional North African dishes, and favorites from the years she spent in Provence and Paris. Each one tells a story of discovery and new horizons, of cherished togetherness, or replenishing solitude. *A Mouthful of Stars* is a culinary journey celebrating the author's time in many lands and cooking in many kitchens.

A scholarly work examining the continuing evolution of the magazine—part of the popular *Handbooks in Media and Communication* series *The Handbook of Magazine Studies* is a wide-ranging study of the ways in which the political economy of magazines has dramatically shifted in recent years—and continues to do so at a rapid pace. Essays from emerging and established scholars explore the cultural function of magazine media in light of significant changes in content delivery, format, and audience. This volume integrates academic examination with pragmatic discussion to explore contemporary organizational practices, content, and cultural impact. Offering original research and fresh insights, thirty-six chapters provide a truly global perspective on the conceptual and historical foundations of magazines, their organizational cultures and narrative strategies, and their influences on society, identities, and lifestyle. The text addresses topics such as the role of advocacy in shaping and changing magazine identities, magazines and advertising in the digital age, gender and sexuality in magazines, and global magazine markets. Useful to scholars and educators alike, this book: Discusses media theory, academic research, and real-world organizational dynamics Presents essays from both emerging and established scholars in disciplines such as art, geography, and women's studies Features in-depth case studies of magazines in international, national, and regional contexts Explores issues surrounding race, ethnicity, activism, and resistance Whether used as a reference, a supplementary text, or as a catalyst to spark new research, *The Handbook of Magazine Studies* is a valuable resource for students, educators, and scholars in fields of mass media, communication, and journalism.

Cookies, A sweet cake, typically round flat and crisp and one of the fastest and easiest things to make and every one just love to have a bite of it. A collection of popular cookie recipes, chocolate chip cookies, sugar cookies, peanut butter cookies and all the other favorites from around the world in one book.

The Oxford Encyclopedia of Food and Drink in America

Dinner Roles

Gourmet Dining in America, 1934–1961

The Oxford Companion to American Food and Drink

100 Best Pasta Recipes

Inarticulate Longings

A study of what American cookbooks from the 1790s to the 1960s can show us about gender roles, food, and culture of their time. 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.

“An engaging analysis . . . Neuhaus provides a rich and well-researched cultural history of American gender roles through her clever use of cookbooks.” —Sarah Eppler Janda, *History: Reviews of New Books* “With sound scholarship and a focus on prescriptive food literature, *Manly Meals* makes an original and useful contribution to our understanding of how gender roles are institutionalized and perpetuated.” —Warren Belasco, senior editor of *The Oxford Encyclopedia of American Food and Drink* “An excellent addition to the history of women's roles in America, as well as to the history of cookbooks.” —Choice

The movement may have introduced affluent Americans to the pleasure of French cuisine years before Julia Child, but it was Julia's lessons that expanded the audience for gourmet dining and turned lovers of French cuisine into cooks.

Food Discourse explores a fascinating, yet virtually unexplored research area: the language of food used on television cooking shows. It shows how the discourse of television cooking shows on the American television channel Food Network conveys a pseudo-relationship between the celebrity chef host and viewers. Excerpts are drawn from a variety of cooking show genres (how-to, travel, reality, talk, competition), providing the data for this qualitative investigation. Richly interdisciplinary, the study draws upon discourse analysis, narrative, social semiotics, and media communication in order to analyze four key linguistic features – recipe telling, storytelling, evaluations, and humor – in connection with the themes of performance, authenticity, and expertise, essential components in the making of celebrity chefs. Given its scope, the book will be of interest to scholars of linguistics, media communication, and American popular culture. Further, in light of the international reach and influence of American television and celebrity chefs, it has a global appeal.

Hearings

Biological & Agricultural Index

United States Congressional Serial Set

The Ladies' Home Journal

How Business Changed the Look of What You Eat

Sun-Maid Herald

Offering a panoramic view of the history and culture of food and drink in America with fascinating entries on everything from the smell of asparagus to the history of White Castle, and the origin of Bloody Marys to jambalaya, the *Oxford Companion to American Food and Drink* provides a concise, authoritative, and exuberant look at this modern American obsession. Ideal for the food scholar and food enthusiast alike, it is equally appetizing for anyone fascinated by Americana, capturing our culture and history through what we love most--food! Building on the highly praised and deliciously browseable two-volume compendium the *Oxford Encyclopedia of Food and Drink in America*, this new work serves up everything you could ever want to know about American consumables and their impact on popular culture and the culinary world. Within its pages for example, we learn that Lifesavers candy owes its success to the canny marketing idea of placing the original flavor, mint, next to cash registers at bars. Patrons who bought them to mask the smell of alcohol on their breath before heading home soon found they were just as tasty sober and the company began producing other flavors. Edited by Andrew Smith, a writer and lecturer on culinary history, the *Companion* serves up more than just trivia however, including hundreds of entries on fast food, celebrity chefs, fish, sandwiches, regional and ethnic cuisine, food science, and historical food traditions. It also dispels a few commonly held myths. Veganism, isn't simply the practice of a few "hippies," but is in fact widespread among elite athletic circles. Many of the top competitors in the Ironman and Ultramarathon events go even further, avoiding all animal products by following a strictly vegan diet. Anyone hungering to know what our nation has been cooking and eating for the last three centuries should own the *Oxford Companion to American Food and Drink*. Ai Hisano exposes how corporations, the American government, and consumers shaped the colors of what we eat and even the colors of what we consider "natural," "fresh," and "wholesome." The yellow of margarine, the red of meat, the bright orange of "natural" oranges--we live in the modern world of the senses created by business. Ai Hisano reveals how the food industry capitalized on color, and how the creation of a new visual vocabulary has shaped what we think of the food we eat. Constructing standards for the colors of food and the meanings we associate with them--wholesome, fresh, uniform--has been a business practice since the late nineteenth century, though one invisible to consumers. Under the growing influences of corporate profit and consumer expectations, firms have sought to control our sensory experiences ever since. *Visualizing Taste* explores how our perceptions of what food should look like have changed over the course of more than a century. By examining the development of color-controlling technology, government regulation, and consumer expectations, Hisano demonstrates that scientists, farmers, food processors, dye manufacturers, government officials, and intermediate suppliers have created a version of "natural" that is, in fact, highly engineered. Retailers and marketers have used scientific data about color to stimulate and influence consumers'--and especially female consumers'--sensory desires, triggering our appetites and cravings. Grasping this pivotal transformation in how we see, and how we consume, is critical to understanding the business of food.

The second edition of the Oxford Encyclopedia of Food and Drink in America, originally published in September 2004, covers the significant events, inventions, and social movements that have shaped the way Americans view, prepare, and consume food and drink. Entries range across historical periods and the trends that characterize them. The thoroughly updated new edition captures the shifting American perspective on food and is the most authoritative and the most current reference work on American cuisine.

Famous Cooks' Recipes for Raisin Cookery

Cookie Recipe Scrapbook

Baking Powder Wars

Ladies' Home Journal and Practical Housekeeper

A Mouthful of Stars

A study of the more than fifty US and International glossy publications for women. This analysis focuses on the strategies by which the commercial structure shapes the cultural content, the magazines' repetitive attempts to secure a consensus about the feminine that is grounded in consumerism, and the contradictory semiotic structures at work within and between purchased ads, covert ads, and editorial features.

The world's most comprehensive, well documented and well illustrated book on this subject. With extensive subject and geographical index. 363 photographs and illustrations - many in color. Free of charge in digital PDF format.

Over the last decade there has been an intense and widespread interest in the writing and publishing of cookery books; yet there remains surprisingly little contextualized analysis of the recipe as a generic form. This essay collection asserts that the recipe in all its cultural and textual contexts - from the quintessential embodiment of lifestyle choices to the reflection of artistic aspiration - is a complex, distinct and important form of cultural expression. In this volume, contributors address questions raised by the recipe, its context, its cultural moment and mode of expression. Examples are drawn from such diverse areas as: nineteenth and twentieth-century private publications, official government documents, campaigning literature, magazines, and fictions as well as cookery writers themselves, cookbooks and TV cookery. In subjecting the recipe to close critical analysis, The Recipe Reader serves to move the study of this cultural form forward. It will interest scholars of literature, popular culture, social history and women's studies as well as food historians and professional food writers. Written in an accessible style, this collection of essays expands the range of writers under consideration, and brings new perspectives, contexts and arguments into the existing field of debate about cookery writing.

Visualizing Taste

Decoding Women's Magazines

History of Miso and Its Near Relatives

Appetite for Life

Refined Tastes

The Biography of Julia Child