

## Ladies Home Journal Submission Guidelines

**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.

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.

**Catalog of Copyright Entries**

**Life, Saturday Evening Post, Look, Ladies' Home Journal, This Week  
The Enchanted April**

**Hearing Before the Committee on the Judiciary, House of  
Representatives, Sixty-eighth Congress, First Session**

**A Poster Book**

**Women and Gender in Postwar America, 1945-1960**

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

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 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.

**LADIES' HOME JOURNAL NOV 2007**

**How Advertising Shapes American Life. . . and Always Has  
Angel Unaware**

**Ladies' Home Journal Easy as 1-2-3 Cookbook Library**

**Where Opportunity is Great for the Sale of Merchandise, There the Circulation of the Ladies'  
Home Journal is Large**

**Cover and Inside Article of The Ladies' Home Journal**

**Travel is sacred. Travel is a quest. Travel is an escape. Travel is a passion! It is**

enlightening, a distraction, a novelty, a dream fulfilled. It may inspire joy, terror, longing – often, all three. Women explorers and travelers are a special breed. Some were also great writers, recording their cross-cultural impressions with stunning vividness, blending history, myth, technology, and poetic imagination. The 22 courageous women profiled in this book encircled the globe. Together, they form a grand tradition and speak to us today as never before – - Lady Hester Stanhope (1776-1839) left the comfort of England to wander through the Near East – never to return home, so deeply did she treasure her freedom - Fanny Lewald (1811-89) traveled through Europe and especially Italy to record its Risorgimento - Pandita Ramabai (1858-1922) traveled from India and lived through Western experiences that revamped her ideas - Daisy Bates (1859-1951), Irish to the roots, immersed herself in Australian Aboriginals - Gertrude Bell (1868-1926), dubbed Queen of the Desert, was the most powerful woman in Edwardian England - the Danish Isak Dinesen (1885-1962) made her mark in Africa - Anaïs Nin (1903-77) may be thought of as a mental traveler - Freya Stark (1893-1993) – knighted by Queen Elizabeth for her contribution to travel literature – lived among the Druze of Syria and in shades of our own time researched the deadly terrorist group of ancient Persian Assassins - Oriana Fallaci (1930- ) has literally covered the world - Valentina Vladimirovna Tereshkova (1937- ), has surely traveled the farthest as the first woman in space A dozen other women who boldly crossed international barriers often to encounter the most patriarchal cultures of their time are focused on in this delightful book – a significant contribution to travel literature as well as to women's studies.

Selected by a team of top women historians from across the nation & the editors of Ladies' Home Journal, Ó the women in this book helped bring about a major transformation in the role of women in the 20th century. Narrowing the choice down to just 100 names was a daunting task. But some names practically suggested themselves: Eleanor Roosevelt, Rachel Carson, Betty Friedan, Margaret Sanger, Mary McLeon Bethune, & Gloria Steinem. Not everyone will agree with every choice made for this book, but these women will influence our lives for untold years to come. They are listed in 7 categories: activists & politicians, writers & journalists, doctors & scientists, entrepreneurs, artists & entertainers, athletes, & pioneers & adventurers. Photos.

An Intimate History of American Girls

Proposed Modification of the Prohibition Law to Permit the Manufacture, Sale and Use of 2.75 Per Cent Beverages

Third series

Reducing Bodies

100 Most Important Women of the 20th Century

*The biographical story of Dale Evans' Down's Syndrome daughter- Ladies' Home Journal Easy as 1-2-3 Cookbook LibraryWriting for the*

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

*Book of Interior Decoration*

*Ladies' Home Journal, January 2006*

*Writing for the Quality Market*

*Ladies' Home Journal*

*Lettie Lane Paper Dolls*

*Where Trade Opportunity is Small, There the Circulation of the Ladies' Home Journal is Accordingly Less*

*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.

Practical approach to landscaping, with how-to directions.

Ladies' Home Journal Book of Landscaping and Outdoor Living

Leadership

The Body Project

The Ladies' Home Journal

The Role of Women as Portrayed in the Ladies' Home Journal, 1936-1939 and 1946-1950, and the Degree of Change

A Study of Duplication

**This work has been selected by scholars as being culturally important and is part of the knowledge base of civilization as we know it. This work is in the public domain in the United States of America, and possibly other nations. Within the United States, you may freely copy and distribute this work, as no entity (individual or corporate) has a copyright on the body of the work. Scholars believe, and we concur, that this work is important enough to be preserved, reproduced, and made generally available to the public. To ensure a quality reading experience, this work has been proofread and republished using a format that seamlessly blends the original graphical elements with text in an easy-to-read typeface. We appreciate your support of the preservation process, and thank you for being an important part of keeping this knowledge alive and relevant. Driven to action by the dreariness of their lives in London, two not-quite friends, in the hopes of finding renewal, plan to rent a medieval Italian castle for a month. They are joined by two other women, a socialite and a dowager, each also seeking a remedy for their dissatisfactions. As the quartet eventually (though not necessarily gracefully) settles in together, they share the beauty and joy of their springtime palace, and each becomes reacquainted with the self they had forgotten. Whether or not the enchantment can carry into their lives and loves in the "real" world is the question. The basis for the film, of the same name, this is a classic to**

cherish.

**Romance, the Loveliest Thing**

**Not June Cleaver**

**Ladies' Home Journal Book of Interior Decoration**

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

**We Are What We Sell: How Advertising Shapes American Life. . . And**

**Always Has [3 volumes]**

**Ladies' Home Journal and Practical Housekeeper**

Books for All Kinds of Readers Read HowYouWant offers the widest selection of on-demand, accessible format editions on the market today. Our 7 different sizes of EasyRead are optimized by increasing the font size and spacing between the words and the letters. We partner with leading publishers around the globe. Our goal is to have accessible editions simultaneously released with publishers' new books so that all readers can have access to the books they want to read. To find more books in your format visit [www.readhowyouwant.com](http://www.readhowyouwant.com)

Reducing Bodies: Mass Culture and the Female Figure in Postwar America explores the ways in which women in the years following World War II refashioned their bodies—through reducing diets, exercise, and plastic surgery—and asks what insights these changing beauty standards can offer into gender dynamics in postwar America. Drawing on novel and untapped sources, including insurance industry records, this engaging study considers questions of gender, health, and race and provides historical context for the emergence of fat studies and contemporary conversations of the "obesity epidemic."

Ladies' Home Journal Vintage Covers

Inarticulate Longings

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

Gas Industry

Great Women Travel Writers

Good Stories from the Ladies' Home Journal

**Additional Editors Richard Pratt, Margaret Davidson, Gladys Taber. Designer**

**Contributor H. T. Williams.**

**A hundred years ago, women were lacing themselves into corsets and teaching their daughters to do the same. The ideal of the day, however, was inner beauty: a focus on good deeds and a pure heart. Today American women have more social choices and personal freedom than ever before. But fifty-three percent of our girls are dissatisfied with their bodies by the age of thirteen, and many begin a pattern of weight obsession and dieting as early as eight or nine. Why? In *The Body Project*, historian Joan Jacobs Brumberg answers this question, drawing on diary excerpts and media images from 1830 to the present. Tracing girls' attitudes toward topics ranging from breast size and menstruation to hair, clothing, and cosmetics, she exposes the shift from the Victorian concern with character to our modern focus on outward appearance—in particular, the desire to be model-thin and sexy. Compassionate, insightful, and gracefully written, *The Body Project* explores the gains and losses adolescent girls have inherited since they shed the corset and the ideal of virginity for a new world of sexual freedom and consumerism—a world in which the body is their primary project.**

**The Greatest Ladies Home Journal Ever Published**

**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**

**Incidents in the Life of a Slave Girl (EasyRead Super Large 20pt Edition)**

**1976: January-June: Index**

**Catalog of Copyright Entries. Third Series**

**Mass Culture and the Female Figure in Postwar America**

Genteel turn-of-the-century family very popular then and now. 24 paper dolls, 16 plates in full color.

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

House of Commons Debates, Official Report

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

Ladies Home Journal

A Short History of Ladies Home Journal

From 1750 to the Present