



## Shaping Our Mothers World: American Women's Magazines (Paperback)

By Nancy A. Walker

Roundhouse Publishing Ltd, United Kingdom, 2013. Paperback. Book Condition: New. New.. 226 x 150 mm. Language: English. Brand New Book \*\*\*\*\* Print on Demand \*\*\*\*\*. How midcentury periodicals that fostered an indelible middle-class ideal for American women also confronted the happy homemaker stereotype. Read by millions of women each month, such mainstream periodicals as *Ladies Home Journal* and *McCall's* delivered powerful messages about women's roles and behavior. In 1963 Betty Friedan's *The Feminine Mystique* accused the genre of helping to create what Friedan termed the problem that has no name -- that is, presenting women as stereotypical happy homemakers with limited interests and abilities. But this ideal of contented, domestic women was far from monolithic in the periodical literature of the time. Nancy A. Walker's analysis of a wide range of magazines, including *Good Housekeeping*, *Vogue*, *Mademoiselle*, *Redbook*, and others, reveals their depiction of a broader, fuller image of womanhood. As she notes a reflection of complex debates about the nature of domestic life in the 1940s and 1950s, she perceives editorial policies that mixed the banalities with urgent actualities. Rather than making isolated decisions about content, editors interacted with advertising agencies, with manufacturers of products, with...

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