

## Ladies Home Journal Recipes

Chop suey. Sushi. Curry. Adobo. Kimchi. The deep associations Asians in the United States have with food have become ingrained in the American popular imagination. So much so that contentious notions of ethnic authenticity and authority are marked by and argued around images and ideas of food. *Eating Asian America: A Food Studies Reader* collects burgeoning new scholarship in Asian American Studies that centers the study of foodways and culinary practices in our understanding of the racialized underpinnings of Asian Americanness. It does so by bringing together twenty scholars from across the disciplinary spectrum to inaugurate a new turn in food studies: the refusal to yield to a superficial multiculturalism that naively celebrates difference and reconciliation through the pleasures of food and eating. By focusing on multi-sited struggles across various spaces and times, the contributors to this anthology bring into focus the potent forces of class, racial, ethnic, sexual and gender inequalities that pervade and persist in the production of Asian American culinary and alimentary practices, ideas, and images. This is the first collection to consider the fraught itineraries of Asian American immigrant histories and how they are inscribed in the production and dissemination of ideas about Asian American foodways.

*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.

Julia Child became a household name when she entered the lives of millions of Americans through our hearts and kitchens. Yet few know the richly varied private life that lies behind this icon, whose statuesque height and warmly enthused warble have become synonymous with the art of cooking. In this biography we meet the earthy and outrageous Julia, who, at age eighty-five, remains a complex role model. Fitch, who had access to all of Julia's private letters and diaries, takes us through her life, from her exuberant youth as a high-spirited California girl to her years at Smith College, where she was at the center of every prank and party. When most of her girlfriends married, Julia volunteered with the OSS in India and China during World War II, and was an integral part of this elite corps. There she met her future husband, the cosmopolitan Paul Child, who introduced her to the glories of art, fine French cuisine, and love. Theirs was a deeply passionate romance and a modern marriage of equals. Julia began her culinary training only at the age of thirty-seven at the Cordon Bleu. Later she roamed the food markets of Marseilles, Bonn, and Oslo. She invested ten years of learning and experimentation in what would become her first bestselling classic, *Mastering the Art of French Cooking*. Now, her career is legend, spanning nearly forty years and still going strong. Generations love the humor and trademark aplomb that have made Julia a household name. Resisting fads and narrow, fanatical conventions of health-consciousness, Julia is the quintessential teacher. The perfect gift for food lovers and a romantic biography of a woman modern before her time, this is a truly American life.

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.

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.

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.

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. 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.

Korinek shows that rather than promoting domestic perfection, Chatelaine did not cling to the stereotypes of the era, but instead forged ahead, providing women with a variety of images, ideas, and critiques of women's role in society.

Annie Redding a successful bridal designer is married to a former pilot, who owns a car dealership in Chicago, when catastrophe strikes. What happens next? Bad news hunts her down and Annie must decide how to fight chaos to save the well being of her family. Stressed and perplexed the intense appealing, black-haired Annie finds an essential guide to understanding who she is and what she can become through help from memories of her ancestors she reflects on her heritage and like her invincible immigrant grandparents, Annie is strong. The characters in this story bring drama and history to life from 1872, through the turbulent war years, the great depression, prohibition, stunt-flying, horse racing, social change, to an eye-opening revelation.

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.

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Examines American cultural life and its influences during the nineteen twenties, covering youth culture, entertainment, food, fashion, advertising, architecture, leisure activities, and the arts.

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.

Includes Part 1, Number 2: Books and Pamphlets, Including Serials and Contributions to Periodicals (July - December)

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

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.

Interpreting American Jewish History at Museums and Historic Sites begins with a broad overview of American Jewish history in the context of a religious culture than extends back more than 3,000 years and which manifests itself in a variety of distinctive American forms. Five chapters examine key themes in American Jewish history: movement, home life, community, prejudice, and culture. Each thematic chapter is followed by a series of case studies that describe and analyze a variety of projects by historical organizations to interpret American Jewish life and culture for general public audiences. The last two chapters of the book are a history of Jewish collections and Jewish museums in North America and a look at "next practice," intended to promote continuous innovation, new thinking, and programming that is responsive to ever-changing circumstances.

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.

Twelve-year-old Chili Sue Mahoney has never been outside of her small Appalachian town. Momma says Mercy Hill, Kentucky, is her "true home," but Chili longs to see the world—to have the freedom to leave and to explore. So when Miss Matlock is brought in as the 7th grade substitute teacher, Chili and her classmate Willie Bright are thrilled. Everyone knows Miss Matlock has traveled around the globe. Why she's come back to her childhood home after all this time is a mystery, but Chili and Willie are eager to befriend her despite the rumors. As the three spend

time together, Chili learns about the jungles and deserts and cities of the world. But she also discovers that there's more to Mercy Hill than she thought: beauty, in the people and places she's known all her life, and secrets, sometimes where they're least expected. Told in vignettes and set in 1970s Appalachia, *To Come and Go Like Magic* is a heartwarming and hopeful debut novel about family, friendship, and the meaning of home.

*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.

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.

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.

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*

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.

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