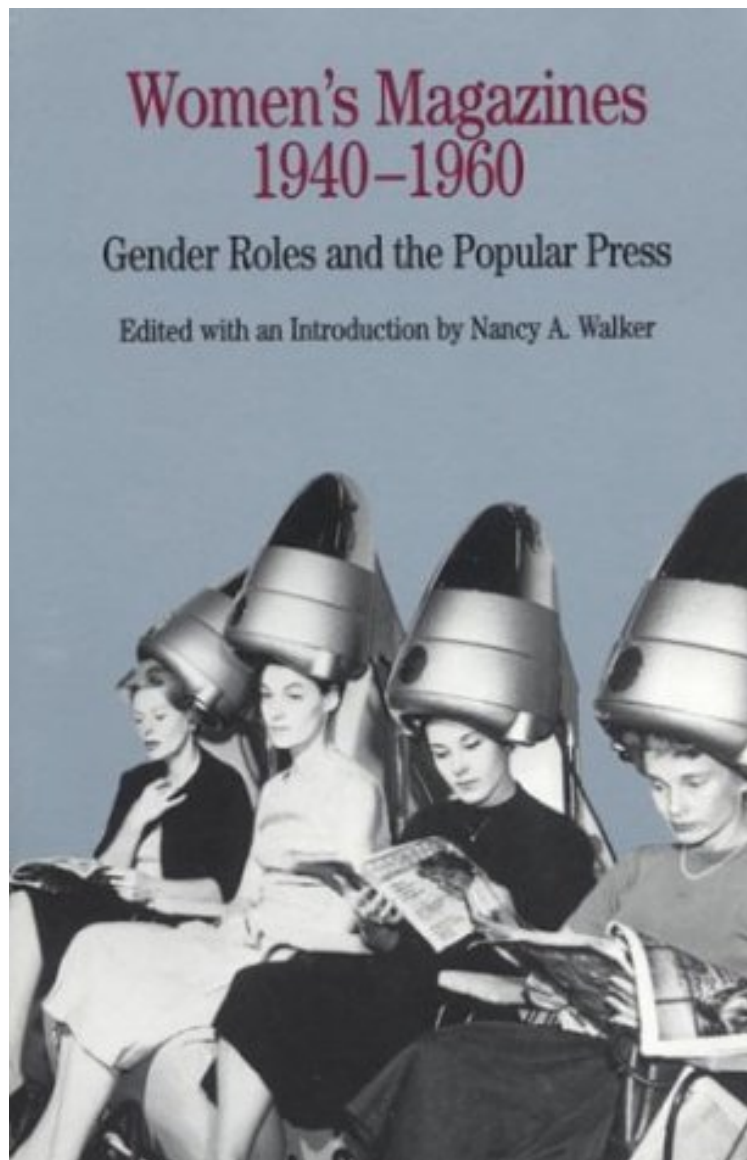


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Women's Magazines, 1940-1960: Gender Roles and the Popular Press (Bedford Series in History Culture)

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During and following World War II, women's magazines served as advice manuals, fashion guides, marriage counselors, and catalogs. This thematically arranged collection of selections from Ladies' Home Journal, Woman's Home Companion, McCall's, Redbook, and others provides a resource for understanding how the popular press perceived and attempted to influence women's values, goals, and behavior in the postwar era.

About the AuthorNancy A. Walker is a professor of English and former director of the women's studies program at Vanderbilt University. Previously she has taught at Stephens College, where she served as chair of the department of languages and literature from 1984 to 1989. A specialist in American women writers, she has published *A Very Serious Thing: Women's Humor and American Culture* (1988); *Feminist Alternatives: Irony and Fantasy in the Contemporary Novel by Women* (1990); and *The Disobedient Writer: Women and Narrative Tradition* (1995). She is editor of *Redressing the Balance: American Women's Humor from the Colonies to the 1980s* (1988); *Communication: The Autobiography of Rachel Maddux* (1991); and *Kate Chopin's The Awakening: A Case Study in Contemporary Criticism* (Bedford Books, 1993).