



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

By Rachael Alexander

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Alexander's thorough and detailed book is a welcome addition to North American periodical and print culture studies, offering a comparative reading of the *Ladies' Home Journal* and the *Canadian Home Journal* through their divergent histories of production and consumption through the 1920s. Alexander shows that a "woman's" magazine is far from the homogenous item that term implies and that closer study affords a more nuanced reading of the collaborative networks and cultural impulses behind the mass market magazine. Alexander's work is a model of interdisciplinarity, successfully employing literary, consumer, popular, print, feminist and North American studies to re-read the significance and creative contexts of these popular magazines. — Sue Currell, Reader in American Literature, School of English, University of Sussex, UK

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), revealing how they constructed their imagined audience as readers, consumers and citizens.

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About the Author

Rachael Alexander is an early-career researcher, based at the University of Strathclyde, UK, where she teaches English literature. Her research focuses on American, Canadian and British magazines published throughout the twentieth century, considering them as collaborative texts, cultural artefacts and commercial products.

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