Early Twentieth Century Women’s Magazine collection
4 linear feet; 2 oversize boxes
1888-1949, bulk 1906-1930

Edward H. Nabb Research Center for Delmarva History and Culture, Salisbury University,
Salisbury, Maryland

Finding aid written by Hallie Kroll, April 2015.

Accession Number: 2015.041
Creator: Various authors and publishers
Acquisition: The Early Twentieth Century Women’s Magazine collection was donated to the Nabb Research Center by Diane Langeler and George and Phyllis White, January- March, 2015.
Language: Material entirely in English.
Use: Records are open for research. Copyright, including literary rights, belongs to the author(s) or their legal heirs.
Citation Style: “Item, Early Twentieth Century Women’s Magazine collection, Box [#], Folder [#], Edward H. Nabb Research Center for Delmarva History and Culture, Salisbury University, Salisbury, Maryland.”
Related Materials: Bayley Family papers, 2009.316
Bessie Holloway collection, 1988.001
Administrative History: Ladies' Home Journal is an American magazine published by the Meredith Corporation. It first appeared on February 16, 1883, and eventually became one of the leading women's magazines of the 20th century in the United States. It was the first American magazine to reach 1 million subscribers in 1903. Good Housekeeping is a women's magazine owned by the Hearst Corporation, featuring articles about women's interests, product testing by The Good Housekeeping Institute, recipes, and health, as well as literary articles. It is well known for the "Good Housekeeping Seal," popularly known as the "Good Housekeeping Seal of Approval." The magazine was founded May 2, 1885. The magazine achieved a circulation of 300,000 by 1911, at which time it was bought by the Hearst Corporation. It topped one million in the mid-1920s, and continued to rise, even during the Great Depression and its aftermath. In 1938, a year in which the magazine advertising dropped 22 percent, Good Housekeeping showed an operating profit of $2,583,202, more than three times the profit of Hearst's other eight magazines combined, and probably the most profitable monthly of its time.


Scope and Content Note: The Early Twentieth Century Women's Magazine collection document the social and home economic aspects of women's lives from 1905-1949. Documenting materials include differing volumes of magazines including Good Housekeeping, Ladies’ Home Journal, McCall’s, Better Homes & Gardens, and Woman's Home Companion.
**Arrangement Statement:** Folders are listed by their location in each box; any given subject may be dispersed throughout the entirety of the collection.

**Subject Terms:**

**General Terms**
- Advertisements
- Fashion
- Ladies Magazines
- Magazines

**Corporate Names**
- Better Homes and Gardens
- The Delineator
- Good Housekeeping
- Harper’s Bazaar
- Ladies’ Home Journal
- Ladies’ Home Journal Patterns
- McCall's
- Store and Home
- The Farmer’s Wife
- The Ladies’ World
- The Literary Digest
- The Modern Priscilla
- Woman's Home Companion
Box 1

1. Better Homes & Gardens, 1933 July
2. The Delineator, Vol. 85, 1914 October
3. The Delineator, Vol. 86, 1915 January
4. Good Housekeeping, Vol. 91, 1930 July
5. Good Housekeeping, Vol. 91, 1930 August
6. Good Housekeeping, Vol. 91, 1930 September
7. Good Housekeeping, Vol. 91, 1930 November
8. Good Housekeeping, Vol. 93, 1931 November
10. Ladies’ Home Journal, Vol. 8, 1891 August
11. Ladies’ Home Journal, Vol. 8, 1891 September
21. Ladies’ Home Journal: Patterns, circa 1905
22. The Literary Digest, Vol. 72, 1922 March 18
24. Store and Home, Vol. 8, 1917 Spring

Box 2

1. Woman’s Home Companion, 1911 June
2. Woman’s Home Companion, 1911 July
3. Woman’s Home Companion, 1911 December
4. McCall’s, 1927 December
5. McCall’s, 1928 February
6. McCall’s, 1928 March
7. McCall’s, 1928 July
8. McCall’s, 1935 February
9. Hearth and Home, 1924 April
10. The Farmer’s Wife, 1931 February
11. The Farmer’s Wife, 1931 September
12. The Farmer’s Wife, 1937 July