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THE IMAGES OF WOMEN IN THE ADVERTISING  
OF SIX MAGAZINES FROM 1940 THROUGH 1980

by  
Mary Patricia Kelly  
B.A., St. Mary College, 1976

Presented in partial fulfillment of the requirements  
for the degree of  
Master of Arts  
UNIVERSITY OF MONTANA  
1983

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Kelly, Mary Patricia, M.A., March 1983

Journalism

The Images of Women in the Advertising of Six Magazines from 1940 through 1980 (263 pp.)

Director: Dr. Warren Brier **WB**

This study was done to see if the images of women in magazine advertising: 1) have changed during the forty-year period of the study to reflect how women's lives have changed, 2) are presented differently in magazines that appeal to different types of readers and 3) changed as a result of events -- World War II, Women's Liberation Movement -- during the period.

The magazines (Time, Harper's, Playboy, Esquire, Cosmopolitan and McCall's) were examined in four-year increments starting in 1940. The June issue was randomly picked for the study. (The first June issue of Time, the only weekly, was examined.) Women's roles, ways of relating to others and ways of relating to the product were studied.

Conclusions reached include: 1) the images of women have not changed much in forty years, 2) women were not presented in a variety of ways to different types of readers and 3) events during the period did not have as much impact as was expected.

### ACKNOWLEDGEMENTS

I would like to thank the members of my committee -- Warren Brier, Mary Ellen Campbell and Jerry Holloron -- for their suggestions, encouragement and patience. I would also like to thank the following: my parents, Professor and Mrs. Frank H. Kelly, whose financial and moral support made my education possible; Professor Teresa E. Snyder and certain members of the Montana State University School of Nursing Faculty (Missoula campus) for their ideas; Mary B. Shanahan for reminding me what words were and how to use them; Abbie V. Peterson for being there; the staff and management of Edit-Typit for helping prepare the manuscript; Jina Mariani for showing me eagles and believing I would soar with them; and especially Dominic Kelly for letting me be his "Boss."

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## Chapter I

### INTRODUCTION

Some leading American marketers are still treating women as though they were back in colonial times.<sup>1</sup>

The push to upgrade women's image has made headway<sup>2</sup> faster than many critics envisioned. <sup>progress</sup>

Advertisers are aware of pressure to eliminate stereotypes of women; Woman as drudge, as sex symbol, or even as happy little homemaker.<sup>3</sup> <sup>the 80's</sup>

We women have had it with: The idiot-child women portrayed on TV or in print who carry on as though they've been subjected to a prefrontal lobotomy.

I can't understand how people in the business of talking to women and selling products to them could be so insensitive to their feelings.<sup>5</sup>

Advertisers and their agencies are finally beginning to raise the consciousness of their commercials out of the cupboard and into the real world.<sup>6</sup>

Feminists have a long way to go before they persuade all of Madison Avenue to depict men and women as equals.

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<sup>1</sup>"Young Raps Stereotypes, Sexist Ads," Advertising Age, 13 November 1978, p. 148.

<sup>2</sup>Lynda Hurst, "Modifying Media Imagery," Atlas World Press Review, January 1978, p. 36.

<sup>3</sup>Kenneth Roman and Jane Maas, How to Advertise (New York: St. Martin's Press, 1976), p. 138.

<sup>4</sup>Midge Kovacs, "Women's lib: Do's and Don'ts," Marketing/Communication, January 1971, p. 34.

<sup>5</sup>Hank Seiden, Advertising Pure and Simple (New York: Amacom, 1976), p. 119.

<sup>6</sup>Linda Bird Franke and Lisa Whitman, "Advertising Grows Up," Newsweek, 19 March 1979, p. 59.

<sup>7</sup>Joseph J. Seldin, "'A Long Way to Go, Baby,'" The Nation, 16 April 1977, p. 465.

In the past decade, such comments have spurred studies of the way women have been depicted in advertising. The first, published by Alice Courtney and Sarah Lockeretz in 1971, answered accusations that women were portrayed in limited and negative ways in magazine advertising.<sup>8</sup>

Courtney and Lockeretz examined one issue of eight general-interest magazines: Life, Look, Newsweek, The New Yorker, Saturday Review, Time, Reader's Digest, and U.S. News & World Report.<sup>9</sup>

General-interest magazines were used because the authors thought women were more likely to appear in non-housewife roles. They assumed that women's magazines would portray women primarily as housewives.<sup>10</sup>

In 1970, the year the study was done, 9 percent of the women in the advertisements were shown as workers. (According to the U.S. Department of Labor, 43.3 percent of women were in the labor force in 1970.)<sup>11</sup> Of those, 58

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<sup>8</sup>Alice E. Courtney and Sarah Wernick Lockeretz, "A Woman's Place: An Analysis of the Roles Portrayed by Women in Magazine Advertisements," Journal of Marketing Research 8 (February 1971): 92.

<sup>9</sup>Ibid., p. 93.

<sup>10</sup>Ibid.

<sup>11</sup>U.S. Department of Labor, 1975 Handbook on Women Workers, Employment Standards Administration, Bulletin 297, p. 28.

percent were shown as entertainers or professional athletes.<sup>12</sup>

Of the women portrayed in non-working roles, 70 percent served as "decorations"-- they were not shown using the product.<sup>13</sup>

Courtney and Lockeretz concluded that the following stereotypes were being reflected: 1) a woman's place is in the home; 2) women do not make important decisions or do important things; 3) women are dependent on and need protection from men; and 4) men regard women primarily as sexual objects and are not interested in them as people.<sup>14</sup>

The authors, who noted that women did not approve of those portrayals, concluded that wise advertisers would show women in more varied roles. They suggested further study in more varied magazines over a longer period.<sup>15</sup> (They concluded women were not shown in responsible roles.)

In a 1972 follow-up study, Wagner and Banos found changes in the way women were depicted in advertising. Twenty-one percent were shown in responsible working roles (9 percent in 1970). And a "larger proportion of non-working women in advertisements in general were shown in

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<sup>12</sup>Ibid.

<sup>13</sup>Ibid., p. 94.

<sup>14</sup>Ibid., p. 94-95.

<sup>15</sup>Ibid., p. 95.

a decorative (non-active) role and less often in a family situation."<sup>16</sup>

The latter, according to Wagner and Banos, could be regarded as a mixed blessing by supporters of women's liberation. Although women in advertising were shown more often away from the family, they were not shown doing anything significant.<sup>17</sup>

Wagner and Banos found that the number of advertisements portraying women in working roles had more than doubled between 1970 and 1972. In 1972, more than half of all married women were not working outside the home and many who were considered the homemaker role important.<sup>18</sup> (Thus, more women in 1972 than 1970 were shown in responsible roles.)

A study by Sexton and Haberman examined women in the advertising of Look, TV Guide, Newsweek, Good Housekeeping and Sports Illustrated from July 1950 through June 1951, July 1960 through June 1961, and July 1970 through June 1971.<sup>19</sup>

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<sup>16</sup>Louis C. Wagner and Janis B. Banos, "A Woman's Place: A Follow-up Analysis of the Roles Portrayed by Women in Magazine Advertisements," Journal for Marketing Research 10 (May 1973): 213.

<sup>17</sup>Ibid.

<sup>18</sup>Ibid., p. 213-214.

<sup>19</sup>Donald E. Sexton and Phyllis Haberman, "Women in Magazine Advertisements," Journal of Advertising Research 14 (August 1974): 41.

Sexton and Haberman chose those magazines because they had national circulation and appealed to different interests.<sup>20</sup>

They studied ads for airline travel, automobiles, home appliances, nonalcoholic beverages, office equipment and tobacco.<sup>21</sup> Look had the most ads (625), while TV Guide had the fewest (114). Newsweek had 462, Good Housekeeping 429 and Sports Illustrated 197.<sup>22</sup>

Sexton and Haberman were trying to prove two hypotheses: women were likely to be shown as housewives, mothers or social companions and, over time, women would be portrayed in the roles they actually carry out.<sup>23</sup>

In cigarette ads, Sexton and Haberman concluded that women were shown with other people "more often in recent years than in 1950-51. Rather than being portrayed in diverse role situations, they were more frequently employed in a decorative capacity."<sup>24</sup>

Beverage ads showed a considerable change. Between 1950-51 and 1970-71, the number of women in the housewife/

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<sup>20</sup> Ibid.

<sup>21</sup> Ibid., p. 42.

<sup>22</sup> Ibid.

<sup>23</sup> Ibid., p. 43.

<sup>24</sup> Ibid., p. 44.

mother roles decreased substantially, while the number of women seen as social companions stayed high.<sup>25</sup>

Automobile ads remained consistent in their portrayal of women as social companions. "Generally, for all years and magazines the percentage of ads showing a woman in a non-traditional situation was quite low (0-10 per cent)."<sup>26</sup>

Ads for home appliances showed a trend that did not seem to fit the product: the use of the home as a setting for these ads declined. That was the only change observed in ads for these items.<sup>27</sup>

During all three periods of the study, in 60 percent of the office equipment ads, women were portrayed as employees but not as bosses.<sup>28</sup>

Airline ads showed women out of the home more often than did the other ads. "In sum, the image of women in these ads became less traditional."<sup>29</sup>

Women were presented in non-traditional situations in 16 percent of the ads. The appearance of women who worked increased slightly, but they worked at traditional jobs. Fewer women were portrayed as housewives and mothers in

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<sup>25</sup> Ibid.

<sup>26</sup> Ibid.

<sup>27</sup> Ibid., p. 45.

<sup>28</sup> Ibid.

<sup>29</sup> Ibid.

1970-71 compared with 1950-51.<sup>30</sup> (Thus, the images of women in ads were about the same in the early 1970s as they were in the early 1950s.)

In 1974, Wortzel and Frisbie tried to determine whether a woman's views on liberation influenced what she considered an appropriate ad.<sup>31</sup>

The study gave women the chance to create ads and express their feelings about the liberation movement. According to Wortzel and Frisbie, the women chose ads that they thought were appropriate for the product regardless of what they thought about liberation.<sup>32</sup> (For example, women were shown doing laundry if the ad was for laundry detergent.)

Those who favor a more traditional view of women could argue that this finding supports the stereotypes of women. (In the laundry detergent example, stereotypes such as a woman belongs at home or a woman should be cleaning up after the rest of the family suggest themselves.) However, it would seem that women were simply being logical about a product's use and how that product was represented in an

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<sup>30</sup> Ibid.

<sup>31</sup> Lawrence H. Wortzel and John M. Frisbie, "Women's Role Portrayal Preferences in Advertisements: An Empirical Study," Journal of Marketing 38 (October 1974): 41.

<sup>32</sup> Ibid., p. 46.



ad.<sup>33</sup> (Thus, women regarded ads favorably if they present women logically with the product.)

In 1975, Venkatesan and Losco examined general-interest, women's and men's magazines over 13 years. The general-interest magazines were Reader's Digest, Time, Saturday Review and Life. The women's magazines were Harper's Bazaar, Cosmopolitan, Ladies' Home Journal and Better Homes & Gardens. The men's magazines were Sports Illustrated, Evergreen Review, Argosy and Esquire. The study included three periods: 1959-63 (the period before the Women's Movement); 1964-68 (the period of active participation in the movement); and 1969-71 (the period of increased awareness of women's rights because of the movement.)<sup>34</sup>

Before the movement, women were portrayed more often as housewives. After the movement had begun, they were shown more often being concerned with physical beauty. "Physical beauty" meant women were "concerned with cosmetic products [and] extraneous accessories to enhance physical beauty and looking more youthful, slimmer, more appealing."<sup>35</sup>

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<sup>33</sup>Ibid.

<sup>34</sup>M. Venkatesan and Jean Losco, "Women in Magazine Ads: 1959-71," Journal of Advertising Research 15 (October 1975): 50.

<sup>35</sup>Ibid., p. 52.

At the same time, the portrayal of women as sexual objects decreased. A woman depicted this way had "no relation to the product [and] performs no function, except decorative."<sup>36</sup>

In 1959-63, 10 percent of the ads portrayed women as "sexy." This was defined as "shown in 'come-on' poses (and/or) only partially or not at all clothed." That percentage rose to 17 in 1964-68 and doubled by 1969-71.<sup>37</sup>

Women in men's magazines were portrayed as dependent on men three times more often than in women's magazines. General-interest magazines portrayed twice as many women as dependent on men than did women's magazines.<sup>38</sup>

In general-interest magazines, twice as many women were portrayed as sexual objects as were shown as dependent on men. Women were also portrayed as physically beautiful in 11 percent and sexy in 10 percent.<sup>39</sup>

In all three magazine types, women depicted as sexy almost doubled from 1959-63 to 1964-68 and increased slightly in 1969-71. Twice as many women were portrayed as sexy from the first to the third period.<sup>40</sup>

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<sup>36</sup>Ibid.

<sup>37</sup>Ibid.

<sup>38</sup>Ibid.

<sup>39</sup>Ibid., p. 53.

<sup>40</sup>Ibid.

Although depictions of women in ads had improved, there was still a large difference between what women did and how they were portrayed in ads.<sup>41</sup>

Belkaoui and Belkaoui expanded on the Courtney and Lockeretz and the Wagner and Banos studies.<sup>42</sup> The latter studied women's portrayals in 1970 and 1972. The Belkaoui and Belkaoui study added 1958 data to determine changes over a longer period.<sup>43</sup> The Belkaouis studied the same magazines as the earlier studies.

In 1958, 13 percent of the women in ads were workers. Almost 75 percent of them were shown in secretarial and/or clerical roles.<sup>44</sup>

In 1970, employed women were shown in 9 percent of the ads. Of these women, 58 percent of were shown in entertainment or sports. Women were working less and were moving away from the secretarial role: more than 57 percent fewer women were portrayed as secretaries since 1958.<sup>45</sup>

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<sup>41</sup>Ibid., p. 54.

<sup>42</sup>Ahmed Belkaoui and Janice M. Belkaoui, "A Comparative Analysis of the Roles Portrayed by Women in Print Advertisements: 1958, 1970, 1972," Journal of Marketing Research 13 (May 1976): 168.

<sup>43</sup>Ibid.

<sup>44</sup>Ibid., p. 170.

<sup>45</sup>Ibid.

In 1972, 21 percent of the women in ads were working, an increase of 8 percent since 1958 and 12 percent since 1970. Twice as many women were shown in the secretarial/clerical role in 1958 as were shown that way in 1972.<sup>46</sup>

Women depicted in entertainment/sports slightly more than doubled between 1958 and 1970, while women portrayed in middle-level-business jobs almost tripled. The depiction of women in the professions rose from none to 4 percent in 1972. No women were portrayed as high-level-business persons.<sup>47</sup>

Belkaoui and Belkaoui concluded that there was not as much difference as expected in how women were depicted in more than 13 years. Some of the stereotypes of 1958 existed in 1972; the media had done little to keep up with the changing roles of women.<sup>48</sup>

Courtney and Lockeretz reached the same conclusions as did the Belkaouis. Wagner and Banos stated that women had been more realistically portrayed in 1972 than 1970. Although women's status in ads improved from 1970 to 1972, the stereotypes of 1970 had not changed from 1958.

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<sup>46</sup> Ibid.

<sup>47</sup> Ibid.

<sup>48</sup> Ibid., p. 172.

Belkaoui and Belkaoui argued that the portrayal of women in advertising would not show what women do until women create the ads.<sup>49</sup>

Lundstrom and Sciglimpaglia found that women who were most critical about ads were the ones most likely to demand changes in advertising. As more younger and better educated women enter the job market, their protests will increase until advertisers portray women more fairly. They noted that changes in women's portrayals in advertising are encouraging.<sup>50</sup>

Lundstrom and Sciglimpaglia said the diversity of women's roles is one reason for the change. Attempts to appeal to women on the basis of only one aspect of their lives, such as their ages, were not realistic.

More specific and detailed targeting (e.g., career oriented, working women in their 20s or 30s) will allow for selective marketing strategies, while products which might be purchased by a broad range of women might be advertised using a variety of lifestyle scenarios instead of one which is stereotypically traditional.<sup>51</sup>

The authors said advertisers depicted women non-stereotypically by showing them in dual roles, role switching and role blending. Women portrayed in dual roles

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<sup>49</sup>Ibid.

<sup>50</sup>William J. Lundstrom and Donald Sciglimpaglia, "Sex Role Portrayals in Advertising," Journal of Marketing 41 (July 1977): 78.

<sup>51</sup>Ibid.

are shown in the traditional role and a role outside the home. (For example, a woman could be shown as both a mother and a professional.) Role switching shows a woman doing what is considered masculine or a man doing a woman's job. (A man making the beds or a woman chopping wood are examples.) Role-blending occurs when sex-role does not matter. (For example, a man and a woman doing the family's grocery shopping together.)<sup>52</sup>

The authors found that advertising for male-oriented products such as automobile tires also was being directed to women by including women as an active part of the message.<sup>53</sup>

Lundstrom and Sciglimpaglia said advertising should ~~show how a product would benefit a woman as she assumes new roles.~~ Women will probably be depicted saving time on housework to gain time for themselves. For example, a long-lasting shine would probably be more appealing to women than a brighter shine from an easily applied floor wax.<sup>54</sup>

Duker and Tucker wanted to determine if women with pro-feminist leanings viewed ads differently from those who considered themselves neutral or traditional.<sup>55</sup>

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<sup>52</sup>Ibid.

<sup>53</sup>Ibid.

<sup>54</sup>Ibid.

<sup>55</sup>Jacob M. Duker and Lewis R. Tucker, "'Women's Lib-ers' Versus Independent Women: A Study of Preferences for Women's Roles in Advertisements," Journal of Marketing Research 14 (November 1977): 469.

All the women disliked the "mother" depiction in the ads examined, and liked the "glamour girl" and "housewife" depictions. Neutrals also liked the ads depicting women as sex objects and professionals.<sup>56</sup>

The authors concluded that this "shows that the holding of pro-feminist opinions does not significantly alter the subjects' regard for the role assigned to women in advertisements."<sup>57</sup> Since women seemed motivated by the same things, advertisers would not have to produce separate advertising campaigns for different media or different segments of the same medium. Appealing to only one group of women is a waste of advertisers' money.<sup>58</sup>

In summary, Courtney and Lockeretz (1971) concluded women were not shown in many responsible roles. Wagner and Banos (1973) added 1972 data to the Courtney and Lockeretz study and concluded more women in 1972 were shown in responsible working roles than in 1970. Sexton and Haberman (1974) went back to the 1950s for data and concluded that the images of women in ads in the 1970s were about the same as they were in the 1950s. [Wortzel and Frisbie (1974) asked women what they thought and concluded that women regarded ads favorably if they presented women logically with the

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<sup>56</sup> See Appendix A for a description of the depictions.

<sup>57</sup> Duker and Tucker, p. 474.

<sup>58</sup> Ibid.

product.) Venkatesan and Losco (1975) concluded women's depictions in ads had improved from the late 1950s, but there was still a large difference between how they were depicted and what they really did. Belkaoui and Belkaoui (1976) concluded that some stereotypes of 1958 existed in 1972; little had been done to keep up with the changing roles of women.

The last two studies were reported in 1977. Lundstrom and Sciglimpaglia said that advertisers should appeal to women's varied interests, while Duker and Tucker stated that women are basically the same, and advertisers waste money trying to appeal to different segments of the female market.

Although useful, there were limitations in the scope of the studies cited. They all concluded that there was a need for more study of women's images in advertising. The studies that include data from the 1950s were more pessimistic about women's depictions than those that had data only from the 1970s. This raises a question of relativity: Are women's images staying the same over the long-term and making only minor short-term progress? To examine that idea, the following study will include data from the 1940s up to 1980.

Another question is whether women's images are the same (Duker and Tucker), different (Lundstrom and Sciglimpaglia) or simply logical (Wortzel and Frisbie) in magazines that would appeal to different types of readers.



Thus, questions that will be raised in the following study include: 1) Do images of women in magazine advertising accurately portray women in the roles they have assumed before, during and after the Women's Movement? 2) Are the images of women different in magazines that appeal to different types of readers? 3) Are the many roles now open to women portrayed in advertising, or is one role being repeated?

Advertising was studied in women's, men's and general-interest publications, chosen because of their appeal to diverse groups.

The women's magazines chosen were Cosmopolitan and McCall's. Cosmopolitan readers are "young women, single or married, interested in self-improvement, careers, clothes, beauty, travel, entertainment and the arts -- with special emphasis on the world outside the home."<sup>59</sup>

McCall's appeals to older, married women who have one to three children between six and 18 living at home. Almost 90 percent of its readers are homemakers, with the median age a little over 40. About 80 percent of the readers have finished high school.<sup>60</sup>

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<sup>59</sup>Cosmopolitan Advertising Rate Card Number 50 (New York: The Hearst Corporation, 1981), p. 1.

<sup>60</sup>See Appendix B. (This was sent with the 1981 Rate Card.)

The men's magazines selected were Esquire and Playboy. Esquire appeals to sophisticated, intelligent men. Although it is sometimes considered a general-interest publication, the flag includes "Man At His Best."<sup>61</sup>

Playboy's flag refers to it as "Entertainment For Men." It appeals to "all areas of interest to the urban male."<sup>62</sup> Erotica is one interest frequently associated with the magazine, but is only part of its appeal. Playboy also has articles by prominent authors and features such as the Playboy Advisor.

The general-interest magazines selected were Time and Harper's Magazine. Time appeals to all readers. Harper's is for "well-educated, socially concerned, widely-read men and women and college students who are active in community and political affairs."<sup>63</sup>

The study was done in four-year increments from June 1940 to June 1980. 1940 was chosen as a starting point so any differences before, during and after World War II could be examined.

All the magazines are monthly, except the weekly Time. June was randomly selected as the issue for study. The first June issue of Time was examined. Since Playboy was

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<sup>61</sup>Writer's Market '80, ed. Richard Rosenthal (Cincinnati, Ohio: Writer's Digest Books, 1970) p. 358.

<sup>62</sup>Ibid., p. 360.

<sup>63</sup>Ibid., p. 270.

not published until 1953, the first issue examined was June 1956. The first issue of Cosmopolitan studied was June 1952 because, before April 1952, it was the Cosmopolitan Art Journal and appealed to a different type of reader.

All ads in each magazine were examined, but only those that featured women will be discussed. All ads were classified in each of the following categories: the role women portrayed; women's relation to others in the ad; and women's relation to the product. Those categories were used in earlier studies.

The women were depicted in 23 role types, sometimes more than once in one ad. ~~The role-types included:~~ mother (with children), sex object (seductive-pose); wife (with husband); glamour girl/model (in high fashion); consumer (purchased product); professional (white-collar); employee (wage-earner); social companion (on a date); working mother (with child, working); recipient of a gift (getting a present); other family member (sister, aunt, etc.); ornament (adorns product); shopper (examining goods); bride (in gown); part of a group (one of many); sportswoman (dressed for sports); chauffeur (driving others); cleaner (tidying up); cook/server (preparing/providing food); guest (visitor); student (in school); patient (with doctor or nurse); and entertainer (performer). Some of the roles were

used in other studies, while others were added as they appeared in the advertisements.<sup>64</sup>

The "relation-to-others" category contained eight types: social (interacting personally); business (at work); impersonal (not interacting); family (related); dependent (relying on someone or something); alone (one person); negative influence (complainer); and equal (same treatment as men).<sup>65</sup>

Eleven classifications were used in the "relation-to-product" category: using the product (product in action); posing with the product (pictured near product); speaking for the product (endorsing it); receiving the product (being given product); part of the product (is segment of product); testing the product (examining it); wearing the product (has product on her person); selling the product (attracting buyers for product); comparing the product with another (pointing out features); demonstrating the product (showing how it works); and author/editor of the product (either wrote or prepared material for sale).<sup>66</sup>

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<sup>64</sup>See Appendix C for complete explanation.

<sup>65</sup>See Appendix D for complete explanation.

<sup>66</sup>See Appendix E for complete explanation.

## Chapter II

### DEPICTIONS OF WOMEN IN ESQUIRE MAGAZINE

Esquire is primarily a man's magazine, "slanted for sophisticated, intelligent readers; however, not high-brow in the restrictive sense."<sup>1</sup> Readers of the magazine would probably, therefore, treat women as equally intelligent companions.

Women were shown as social companions more than any other way throughout the study. In 1956, 2 percent were ornaments and 25 percent social companions and, in 1980, 25 percent were employees. The majority of women were shown posing with the product except in 1980 when 37 percent were shown as part of the product.

Women were shown relating to others socially most often with three exceptions: in 1944 and 1948 they were shown impersonally, and in 1980 they were by themselves.

From 1940 to 1976, women were social companions who were posing with the product and socially involved with others in the ad. In 1980, women were employees who were part of the product and were shown by themselves.

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<sup>1</sup>Writer's Market '80, ed. Richard Rosenthal (Cincinnati, Ohio: Writer's Digest Books, 1979), p. 358.

From 1940 to 1968, clothes were most advertised. In 1972, liquor was most advertised; in 1976, automotive items; and in 1980, traveling.

In June 1940 Esquire, of the 47 ads, 14 portrayed women as social companions, 10 as ornaments and seven as wives. Forty-two women were posing with a product. Twenty related to others socially, 14 impersonally and 11 on a family level. They were shown by themselves 11 times.<sup>2</sup>

In subsequent issues, here is how women were portrayed:

June, 1944: of 39 ads, 11 portrayed women as social companions, eight as glamour girls/models and six as ornaments. Twenty-eight were shown using it. Seventeen were relating to others socially, 10 impersonally and seven as family members. Nine were depicted by themselves.

June 1948: of 53 ads, 16 portrayed women as social companions, 13 as ornaments and eight as glamour girls/models. Thirty-five were posing with the product, 10 were using it and six were wearing it. Nineteen were shown relating to others socially, 15 impersonally, 10 on a family level and 15 were by themselves.

June 1952: of 57 ads, 23 portrayed women as social companions, 12 as glamour girls/models and 12 as ornaments. Forty-four were posing with the product and nine were using

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<sup>2</sup>See Appendix F.

it. Twenty-eight were shown relating to others socially, 14 impersonally and 14 were by themselves.

June 1956: of 54 ads depicting women, 18 portrayed women as ornaments, 17 as social companions and seven as glamour girls/models. Thirty-seven were posing with the product and 11 were using it. Twenty-one were shown relating to others impersonally, 19 were socially interacting, 10 were by themselves and six were relating to others on a family level.

June 1960: of 61 ads depicting women, 29 portrayed women as social companions, 17 as glamour girls/models, nine as consumers and seven as ornaments. Thirty-five were posing with the product, 18 were using it and nine were shown as part of it. Thirty were socially interacting, 20 were alone and 11 were interacting with others impersonally.

June 1964: of 31 ads depicting women, 12 portrayed women as social companions, five as wives, four as sex objects and four as glamour girls/models. Sixteen were posing with the product, nine were using it and six were part of it. Seventeen were shown relating to others socially, nine were by themselves and five were interacting on a family level.

June 1968: of 38 ads depicting women, 12 portrayed women as social companions, nine as glamour girls/models and six as consumers. Seventeen were posing with the product, 12 were using it and four were part of it. Twelve reacted

to others socially, 11 were by themselves and 11 were interacting with others impersonally.

June 1972: of 36 ads depicting women, 13 portrayed women as social companions, seven as wives, seven as glamour girls/models and five as consumers. Seventeen were posing with the product, while 11 were using it and six were comparing it with other products. Seventeen were relating to others on a social level; nine were by themselves; and eight were interacting with others on a family level.

June 1976: of 19 ads depicting women, seven portrayed women as social companions and three were shown as employees. Fourteen were posing with the product. Ten were interacting with others socially; four were by themselves; three were interacting with others as family members; and three were equal to men.

June 1980: of six ads depicting women, two portrayed women as employees. There were also a glamour girl/ model, a consumer, a professional, an ornament, a part of a group and a sportswoman. Three were part of the product and two were posing with it. Four were shown by themselves and two were relating to others impersonally.

Of all the years of the study, in 1940 women were most often shown as wives, other family members, sportswomen, students and entertainers. They were portrayed as



spokeswomen for the product, and they related to others most often on a family level.

By 1944, these depictions had changed. Women were also being shown as professionals, but they were no longer as family oriented. They were still portrayed as entertainers.

The difference was World War II. Women were shown on their own more -- the ads no longer placed the woman in the center of family activities. Women were shown as often in both years as entertainers in ads for record albums.

The only ad in which a woman was depicted as a working mother appeared in 1948. They were shown as brides, sportswomen and students. They were spokeswomen, and they bought and sold the product. They were shown in 1948 more than any other year as dependent on men. A familiar theme was being repeated -- men back from the war added up to women reverting to a state of dependence on them, no matter how independent they had been while the men were away.

In 1952, 1956 and 1960, women were seen as professionals, social companions, brides, cleaners, consumers, part of a group, cooks/servers, guests, recipients of gifts, ornaments, glamour girls/models and mothers. Except for the professional role, women were shown as somehow incomplete without others.

During this period, women were also shown posing with the product, as author/editor, selling the product, receiving the product, as part of it and using it. They

were portrayed by themselves or interacting with others socially, impersonally or on a business level. With the possible exception of author/editor, the roles depicted a woman's life as mundane and dull.

Women were depicted as sex objects most often in 1964. They also were shown receiving the product and dependent on men. This was happening in the first year of the Women's Movement.

From 1968 through 1980, women were shown as professionals, employees, recipients of gifts, wives and, for the only time, as chauffeurs. In relation to the product, they were depicted as author/editor, receiving it, comparing it or demonstrating it. In 1976, they were shown as equal to men.

## Chapter III

### DEPICTIONS OF WOMEN IN McCALL'S ADVERTISING

McCall's is primarily for women whose first priority is the home. Even though over half the readership does work outside the home, almost 90 percent are homemakers. Almost 80 percent finished high school; most own their own homes (70 percent); and 64 percent are married.<sup>1</sup> The magazine's focus is on the home and family to maintain its audience.

With the exceptions of 1940 (ornaments) and 1944 (wives) the most popular role for women was glamour girl/model.

In all the years, most women were posing with the products they advertised. They were also shown by themselves more than any other way.

With the exceptions of 1944 (cleaning agents) and 1976 (beauty), the most advertised products were for health/hygiene items such as toothpaste or aspirin.

Thus, after 1952, women's roles, relation to the product and relation to others in the ads stayed the same. Except for 1976, the products advertised also remained static.

In the June 1940 McCall's, of 122 ads depicting women 30 women were shown as ornaments, 28 as social companions, 29 as cleaners, and 19 as wives. Seventy-seven were shown posing

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<sup>1</sup>See Appendix B.

with the product; 39 were using the product; and 35 were spokeswomen for it. Eighty-one were shown by themselves and 36 were shown socially interacting with others.<sup>2</sup>

In subsequent issues, here is how women were portrayed:

June 1944: of 96 ads depicting women, 23 women were shown as wives, 22 as consumers, 21 as cleaners and 16 as ornaments. Seventy-two were posing with the product, 39 were using it and 26 were shown as spokeswomen. Seventy-two were shown by themselves; 39 were portrayed as family members; and 16 were interacting socially.

The June 1948 McCall's was not available.

June 1952: of 92 ads depicting women, 23 women were portrayed as glamour girls/models, 21 as wives, 14 as mothers and 13 as consumers. Forty-one were posing with the product; 33 were shown using it; and 19 as spokeswomen for it. Fifty-eight were by themselves; 20 were interacting with others as family members; and 18 were interacting socially.

June 1956: of 66 ads depicting women, 20 women were portrayed as glamour girls/models, 12 as mothers, 19 as ornaments and 9 as consumers. Forty-two posing with the product and 22 were using it. Forty-four were by themselves; 13 were family members; and 10 were interacting with others socially.

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<sup>2</sup>See Appendix F.

June 1960: of 69 ads depicting women, 28 women were portrayed as glamour girls/models, 13 as mothers and nine as consumers. Forty-seven were posing with the product; 16 were using it; and eight were wearing it. Forty-three were by themselves; 12 were family members; 19 were interacting with others socially; and eight were interacting with others impersonally.

June 1964: of 62 ads depicting women, 26 women were portrayed as glamour girls/models, 10 as consumers and seven as ornaments. Thirty-seven were shown posing with the product; 11 were using it; and six were wearing it. Forty-six were portrayed by themselves; nine were seen as family members; and six were impersonally relating to others.

June 1968: of 41 ads depicting women, 13 women were portrayed as glamour girls/models; 12 were shown as ornaments and five as wives. Thirty-one were posing with the product and eight were wearing it. Thirty were by themselves and five were shown as family members.

June 1972: of 44 ads depicting women, 15 women were portrayed as glamour girls/models, 10 as ornaments and six as social companions. Twenty-five were posing with the product; 15 were using it; and six were wearing it. Thirty-one were shown by themselves; eight were relating to others socially five impersonally and four as family members.

June 1976: of 62 ads depicting women, 24 women were portrayed as glamour girls/models; 11 were shown as ornaments, nine as consumers and seven as mothers. Forty-one were shown posing with the product and 12 were using it. Forty-one were by themselves; seven were relating to others socially, seven impersonally and seven as family members.

June 1980: of 42 ads depicting women, 12 women were portrayed as glamour girls/models, seven as wives, seven as consumers, five as ornaments and five as cleaners. Twenty-three were posing with the product; seven were spokeswomen; and four were using the product. Twenty-nine were shown by themselves; nine were family members; and five were interacting with others socially.

Women were portrayed in more different roles in 1940 than in any other year studied. Of all the depictions of women as consumers, for example, the most occurred in 1940. The same was true of women as professionals, employees, social companions, family members (other than wife or mother), ornaments, shoppers, brides, cooks/servers and students. They also were shown using the product, posing with it, speaking for it, as part of it and as the author/editor. Women were portrayed by themselves or

relating to others socially, impersonally or as equal to men.

In 1944, women were depicted doing many different things in almost as many different ways. They were portrayed as mother, wife, consumer, professional, recipient of a gift, shopper, cleaner, patient and entertainer. The women were using, comparing or part of the product, and they were relating to others on business or family levels.

It would appear as if there was little difference between the two years. Why were women in advertising doing fewer kinds of things in 1944? The answer, of course, was World War II.

The 1940 results showed women relating to others the way they always did. But, in 1944, women related to others on a business or family level, neither of which was shown in 1940. Women were in business because the men were off fighting the war. The depiction of women on a family level may not seem unusual in a women's magazine. However, why were more women shown that way in 1944? One possible explanation is that women were shown with their families more because, except for work, the family was all they had with the men gone. Another explanation is that the wife-mother-family ideal was being exploited as a dream of how wonderful life would be when the war was over.

Women were shown doing less and less from 1952 to 1980. In 1952, for example, women were seen as sex object, mother

and guest. They were using the product and they were portrayed wearing the product. Women were depicted as dependent on men most often in 1952. A woman's world appeared to have shrunk from eight years earlier.

It would appear, then, that the men's return from the war signaled a return to subservience for women. Women were shown doing fewer kinds of things, and what they were doing was becoming less important. About the only impact that seems to have been made by the Women's Movement on the advertising in McCall's is that after the movement women were shown demonstrating the product.

However, it also could be said that all of the depictions of women in stereotypical roles had been shown in the years before the movement. For example, women were shown as mothers most often in 1944 and 1952. In the later years of the study, women still were being shown in various roles, not in one predominant role.



## Chapter IV

### DEPICTIONS OF WOMEN IN PLAYBOY ADVERTISING

Playboy includes articles on "sports, politics, sociology, business and finance, games" along with the more erotic material. It is "designed to appeal to the educated, well-informed male reader."<sup>1</sup>

In 1956, women were shown primarily as sex objects; in 1960, as glamour girls/models; and, in 1964, as social companions. In 1976, women were shown both as sex objects and social companions. Other than 1976, from 1964 to 1980, women were primarily social companions.

Women were posing with the product in every year but 1956 when they were part of it.

Women were primarily by themselves in 1956, by themselves or interacting socially in 1960 and interacting socially from 1964 to 1980.

The products that were most advertised in the magazines were: entertainment (1956); clothes (1960); Playboy products (1964); beauty (1968); liquor (1972) and 1976); and leisure products (1980).

In the June 1956 Playboy, of five ads depicting women, women were portrayed as sex objects in two; in two as ornaments; and in one as an entertainer. Three were shown

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<sup>1</sup>Writer's Market '80, ed. Richard Rosenthal (Cincinnati, Ohio: Writer's Digest Books, 1979), p. 360.

as part of the product and two were posing with it. Three were by themselves and two were relating to others impersonally.<sup>2</sup>

In subsequent issues, here is how women were portrayed:

June 1960: of 23 ads depicting women, nine women were portrayed as glamour girls/models; nine as social companions; and five as entertainers. Twelve were posing with the product; five were part of the product; four were using it; and four were wearing it. Nine were relating to others socially; nine were by themselves; and six were impersonally relating to others.

June 1964: of 34 ads depicting women, 11 women were portrayed as social companions, eight as sex objects, eight as ornaments and six as glamour girls/models. Twenty-three were posing with the product; seven were using it; and five were wearing it. Sixteen related to others socially; 13 were shown by themselves; and nine were relating to others impersonally.

June 1968: of 41 ads depicting women, 13 women were portrayed as social companions, 10 as sex objects, nine as ornaments and six as glamour girls/models. Thirty-four were posing with the product. Seventeen were relating to others in a social context; 12 were by themselves; and 12 were interacting with others impersonally.

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<sup>2</sup>See Appendix F.

June 1972: of 41 ads depicting women, 20 women were portrayed as social companions, eight as sex objects and six as glamour girls/models. Thirty were posing with the product. Twenty-four were interacting with others socially and 11 were by themselves.

June 1976: of 35 ads depicting women, nine women were portrayed as sex objects; nine were social companions; five were glamour girls/models; and four were consumers. Twenty were posing with the product and 13 were using it. Seventeen were interacting with others socially; 13 were by themselves; and six were relating to others impersonally.

June 1980: of 41 ads depicting women, 17 women were portrayed as social companions; 11 were sex objects; and six were glamour girls/models. Twenty-four were posing with the product and 11 were using it. Twenty-two were socially interacting with others; 13 were by themselves; and five were interacting with others impersonally.

Women were depicted most often in ads as glamour girls/models and entertainers in 1960. They also were portrayed as equal to men -- before the Women's Movement took place.

In 1964, women were shown as employees and as part of a group. They were wearing or comparing the product and were shown by themselves more often than any other year.

Women in 1968 were most often shown as employees, ornaments, shoppers and as part of a group. They were using the product and posing with it, and were relating to others on a business or personal level.

Wives, consumers, employees, sportswomen, cooks/servers and social companions who were part of the product, using the product or spokeswomen for the product were depicted in 1972 and 1976. Women were shown by themselves and relating to others in ads socially, as equals or as family members.

In 1980, women were shown as mothers, sex objects, professionals and part of a group. They were portrayed as the author or editor of a product, and were shown by themselves or as dependent on men.

Playboy's depictions of women in advertising as sex objects occurred more often after the movement than before, when the advertising appeared content with portraying women doing mundane things in typical ways.

## Chapter V

### DEPICTIONS OF WOMEN IN TIME ADVERTISING

Time is a weekly news magazine written more as a synopsis of news than as news itself. As Tebbel said, it is for people who want "a painless way to get the news."<sup>1</sup>

In 1940, women were consumers; 1944, mothers and employees; 1948 and 1952, employees; 1956, social companions; 1960, wives and mothers; 1964, employees and wives; 1968, employees and wives; 1972, social companions; 1976, consumers and social companions; and, 1980, mothers.

In 1940 and 1944, women were posing with the product; in 1948, women were using it; 1952, posing with and using; and from 1956 to 1980, posing with it.

In 1940, women were relating to others on a family level; 1944, on a business level; 1948, socially; 1952, by themselves; 1956, socially; 1960, on a family level; 1964 and 1968, socially; 1972, alone; 1976, socially; and, 1980, on a family level.

The products advertised were: 1940 -- travel; 1944 -- office machines and health/hygiene; 1948 -- travel; 1952, 1956, 1960 -- travel; 1964 -- automotive; 1968 and 1972 -- travel; 1976 -- automotive; and 1980 -- cigarettes.

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<sup>1</sup>John Tebbel, The American Magazine: A Compact History (New York: Hawthorn Books, Inc.), p. 229.

In the June 3, 1940, Time, of 29 ads depicting women: seven portrayed women as consumers, six as mothers, five as social companions, three as wives and three as glamour girls/models. Thirteen were posing with the product and 13 were using it. Nine were relating to others as family members; seven were interacting with others socially; and eight were by themselves.<sup>2</sup>

In subsequent issues, here is how women were portrayed:  
June 5, 1944: of 26 ads depicting women, seven women were portrayed as mothers seven as employees, five as wives and four as consumers. Eighteen were posing with the product and 12 were using it. Eight were relating to others through business, eight impersonally, eight as family members and six were by themselves.

June 7, 1948: of 42 ads depicting women, 12 portrayed women as employees, nine as wives, nine as social companions and six as mothers. Twenty-five were using the product and 24 were posing with it. Fourteen were socially interacting with others; 13 were by themselves; and 13 were relating to others on a business level.

June 2, 1952: of 27 ads depicting women, seven portrayed women as employees, six as wives and five as ornaments. Sixteen were posing with the product and 16 were using the product. Thirteen were by themselves; seven were

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<sup>2</sup>See Appendix F.

family members; and six were interacting on a business level.

June 4, 1956: of 24 ads depicting women, nine women were portrayed as social companions, eight as wives and five as mothers. Sixteen were posing with the product and 14 were using it. Twelve were socially interacting; six were family members; five were impersonally interacting with others; and five were by themselves.

June 6, 1960: of 22 ads depicting women, eight women were portrayed as wives, eight as mothers, five as social companions and three as consumers. Sixteen were posing with the product and four were using it. Four were relating to others socially; four were by themselves; three were relating to others as family members; and two were relating to others on a business level.

June 5, 1964: of 13 ads depicting women, five women were portrayed as employees, four as wives, three as mothers and three as social companions. Eight were posing with the product; five were using it; and two were part of it. Four were interacting with others socially; four were by themselves; and three were family members.

June 7, 1968: of 19 ads depicting women, six women were portrayed as employees, six as wives, five as mothers and four as social companions. Thirteen were posing with the product and eight were using it. Six were socially

interacting; five were family members; and five were by themselves.

June 5, 1972: of 14 ads depicting women, four women were portrayed as social companions; three as mothers and three as consumers. Seven were posing with the product; four were part of it; and four were using it. Four were by themselves; four were family members; three were in a social context; and three were in a business context.

June 7, 1976: of 11 ads depicting women, three women were portrayed as social companions and three as consumers. Seven were posing with the product and three were using it. Four were by themselves; three were relating to others socially; three were relating impersonally; and two were dependent on men.

June 2, 1980: of 12 ads depicting women, four women were portrayed as mothers, three as wives, three as employees and two as consumers. Four were posing with the product; three were using it; and two were spokeswomen for it. Four were family members; three were relating to others impersonally; and two were by themselves.

The image of women as consumers was predominant in 1940, when they also were shown as sportswomen and recipients of gifts. They were receiving the product as a gift and using it most often in this year. Thus, they were portrayed as passive persons.



Sex objects, professionals, family members and sportswomen were portrayed by women in 1944 more than in any other year. They also were testing the product and were shown impersonally. More mothers were shown than in any other year except 1960. Advertisers tried to use maternal instincts to sell products to mother for themselves and to give their sons at war. Because of the war, women were seen as professionals -- mostly nurses tending to "the boys," but some were seen as businesswomen.

In 1948, more women were doing more things in more ways with more people in advertising. Wives, glamour girls/models, social companions, shoppers and brides were seen using, wearing, speaking for and posing with a product. They interacted with others through social, business or dependent ties, and they were shown by themselves. In this post-World War II year, women were depicted many ways because they were doing many things; that is, men had not yet totally regained their head-of-the-house status.

In 1952, 1956 and 1960, however, this had changed. The men definitely had returned and life, in advertising, settled back to pre-World War II images. During these years, women were seen most often as ornaments, brides, social companions, wives and mothers who were comparing, wearing or buying the product. Of all the women shown as wives, 17 percent appeared in 1960.

In 1964, after the Women's Movement had begun, women were shown most often in a negative manner. Advertisers could not seem to handle women asserting themselves; thus, if a woman demanded something, it was depicted (and interpreted) as nagging.

By 1968, it seemed as if the movement had been forgotten for women were depicted as chauffeurs and cleaners. The only time a woman was shown as a working mother, though, was in 1968.

This trend continued until 1976, when women were finally seen as equal to men in ads. Other images through 1980 included spokeswomen who were wearing, selling, comparing or receiving the product as a gift.

## Chapter VI

### DEPICTIONS OF WOMEN IN HARPER'S ADVERTISING

Harper's includes "public affairs, literary, international and local reporting . . . exposes, think pieces and profiles."<sup>1</sup> It is written, therefore, with an educated reader in mind.

Women were shown as consumers (1944); professionals (1948-1956); social companions (1960); wives (1964); employees (1968); professionals (1972); social companions (1976); and professionals (1980).

In 1944, women were using the product. From 1948 to 1956, women were shown as the author or editor. In 1960 and 1964, women were posing with the product. In 1968, women were part of the product, or its author or editor. From 1972 to 1980, women were part of the product.

Women were shown socially (1944); as equal to men (1948); by themselves (1952); as equal to men (1956); socially (1960 and 1964); as equal to men (1968); relating to others on a business level (1972); and by themselves (1976 and 1980).

The products advertised in Harper's were: entertainment (1944); books (1948-1956); liquor (1960);

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<sup>1</sup>Writer's Market '80, ed. Richard Rosenthal (Cincinnati, Ohio: Writer's Digest Books, 1979), p. 270.

travel (1964); books (1968 and 1972); automotive (1976); books (1980).

No ads appeared in the June, 1940 issue of Harper's Magazine. The June, 1944, Harper's contained only five ads, one of which portrayed a woman. The woman in this ad for Meissner-Radio Phonograph was a consumer who was using the product in a social setting.<sup>2</sup>

Of the 18 ads in June 1948 Harper's that depicted women, 14 women were shown as professionals; two were shown as wives; two as mothers and two as consumers. Nine were shown as the author/editor of the product and five were using it. Seven were shown as equal to men; five were by themselves; and four were impersonally relating to others.

In subsequent issues, here is how women were portrayed;

June 1952: of 13 ads depicting women, 10 women were portrayed as professionals and two as sex objects. Five were part of the product; four were the author or editor; three were posing with the product; and three were spokeswomen for it. Seven were by themselves and four were equal to men.

June 1956: of 11 ads depicting women, seven women were portrayed as professionals, three as wives and two as mothers. Four were shown as authors/editors; three were using the product; two were posing with the product; and two

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<sup>2</sup>See Appendix F.

were spokeswomen for it. Four were equal to men; two were shown impersonally; two as family members and two were by themselves.

June 1960: of seven ads depicting women, three women were portrayed as social companions, two as professionals and two as part of a group. Six women were posing with the product. Three were shown socially; two were shown impersonally; two were by themselves; and two were equal to men.

June 1964: of 12 ads depicting women, four women were portrayed as wives, three as social companions and three as employees. Six were posing with the product; four were using it; and three were shown as part of it. Four were shown socially; four were with their families; and three were by themselves.

June 1968: of nine ads depicting women, five women were portrayed as employees, two as professionals and two as ornaments. Three were part of a product and three were the author/editor of the product. Four were by themselves; two were equal to men; and two were relating to others on a business level.

June 1972: of 15 ads depicting women, seven women were portrayed as professionals, two as wives and two as mothers. Six were shown as part of the product; four were using it; two were posing with it; two were spokeswomen; and two were authors/editors. Four were relating to others through

business; three were shown impersonally; and three were equal to men.

June 1976: of 14 ads depicting women, four women were portrayed as social companions, three as wives, three as consumers, three as professionals and three as sportswomen. Seven were posing with the product; four were using it; and three were part of it. Five were shown by themselves; four were relating to others socially; two were dependent on men; two were equal to men; and two were relating to others as family members.

June 1980: of six ads depicting women, five women were portrayed as professionals and one was portrayed as a social companion. Three were part of the product; one was an author/editor; one was a spokeswoman; and one was posing with the product. Two were shown by themselves and two were shown as equal to men.

Women were portrayed as mothers, glamour girls/models or professionals most often in 1948. They were also shown comparing the product, using it or as the author/editor.

In 1952, sex objects were predominant. Women were dependent on men or by themselves. They were also depicted as spokeswomen.

Mothers were shown using the product in 1956, and brides were shown as part of a group in 1960.

Women were being depicted in Harper's advertising the same way they were being treated by society in the postwar pre-movement years.<sup>3</sup>

Because Harper's Monthly had begun to sell books, men and women authors were frequently in its ads.<sup>4</sup> Therefore, it is not unusual to find women authors or editors more often in this magazine than in others.

It is disturbing, though, to have women depicted as sex objects in this magazine, though they were shown this way to sell books. Only four women were portrayed as sex objects in the issues studied. Since there were only 136 ads depicting women in all the years of the study, this meant about 3 percent of the women in Harper's were shown as sex objects.

While Americans may have been pondering the issues raised by the Women's Movement, Harper's seems to have ignored it, at least in its advertising. In 1964, for example, the wife, glamour girl/model and social companion portrayals were at a high. In 1968, Harper's advertising appears to have gone slightly backward -- women were depicted as ornaments and shoppers much more often that year than in any other year.

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<sup>3</sup>Carol Hymowitz and Michael Weismann, A History of Women in America (New York; Bantam Books, 1978), p. 326-333.

<sup>4</sup>John Tebbel, The American Magazine: A Compact History (New York: Hawthorn Books, Inc., 1969), p. 107.

In 1972 and 1976, mothers often were shown, as were glamour girls/models and consumers. In 1972, though, women were shown relating to others more often on a business level than in any other year. By 1976, women were shown relating to others primarily on a social level.

From 1968, women were shown receiving the product as a gift, as part of the product and posing with it. None of these depictions seems highly favorable to women, especially since they appeared after the movement was under way.

Women's depictions in Harper's advertising are confusing. One would expect a magazine that is supposed to appeal to sophisticated readers to be the vanguard for human dignity; yet, the opposite is found. One possible explanation is that editors at Harper's were so above the movement and the commoners involved in it that the movement did not register as something out of the ordinary. Or perhaps those who accepted the sex-object ads assumed that those who read the magazine would not be adversely affected by the ads.

It is important to keep in mind, though, Harper's origin as a place to advertise books. Because of that, women were depicted as authors or editors more often than in any other magazine.



## Chapter VII

### DEPICTIONS OF WOMEN IN COSMOPOLITAN ADVERTISING

Cosmopolitan is "edited to help young women realize the very most of themselves." The reader "looks upon Cosmopolitan as an inspiring self-help guide that tells her how to get what she wants now."<sup>1</sup>

In 1952, women were depicted as ornaments. From 1956 to 1980, women were glamour girls/models.

Women posed with the product every year and were by themselves every year.

The kinds of products advertised were: health/hygiene (1952 and 1956); beauty (1960 to 1976); and health/ hygiene (1980).

In the June 1952, Cosmopolitan, of the 35 advertisements which depicted women, 11 women were portrayed as ornaments, eight as consumers, five as social companions and five as glamour girls/models. Eighteen were shown posing with the product; seven were using the product, and six were spokeswomen for the product. Twenty-one were shown by themselves; nine were interacting impersonally; and six were socially interacting with others.<sup>2</sup>

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<sup>1</sup>Cosmopolitan Advertising Rate Card Number 50 (New York: The Hearst Corporation, 1981), p. 1.

<sup>2</sup>See Appendix F.

In subsequent issues, women were portrayed as follows:

June 1956: of 39 ads depicting women, 18 women were portrayed as glamour girls/models and 10 as consumers. Nineteen were posing with the product and 16 were shown using it. Thirty-seven were by themselves.

June 1960: of 37 ads depicting women, 17 women were portrayed as glamour girls/models, nine as consumers, four as social companions and four as ornaments. Twenty were posing with the product; seven were spokeswomen; six were wearing the product; and four were using it. Twenty-nine were shown by themselves; five were relating to others socially; and four were relating to others impersonally.

The June 1964 issue of Cosmopolitan was not available.

June 1968: of 57 ads depicting women, 27 women were depicted as glamour girls/models, eight as consumers, eight as ornaments and five as social companions. Thirty-three were posing with the product; 10 were wearing it and nine were using it. Forty-two were shown by themselves; five were relating to others socially; four were relating to others impersonally; and four were relating to others as family members.

June 1972: of 110 ads depicting women, 64 women were portrayed as glamour girls/models and 21 as consumers. Sixty-four were posing with the product; 21 were using it; and 18 were wearing it. Eighty were by themselves; 19 were

interacting with others impersonally; and 10 were interacting with others socially.

June 1976: of 126 ads depicting women, 49 women were portrayed as glamour girls/models, 45 as consumers, 12 as social companions and nine as ornaments. Sixty-four were posing with the product; 31 were using the product; and 24 were wearing it. Eighty-nine were by themselves; 20 were relating to others socially; and 20 were relating to others impersonally.

June 1980: of 181 ads depicting women, 106 portrayed women as glamour girls/models, 28 as consumers, 15 as ornaments and 13 as professionals. Ninety-six were posing with the product; 38 were wearing it; and 31 were using it. One hundred twenty-eight were by themselves; 21 were relating to others impersonally; and 20 were relating to others socially.

From 1952 to 1960, women were not shown doing anything out of the ordinary in Cosmopolitan's advertising. In 1964, women were shown not doing anything. During those years, the magazine was considered more a general-interest publication than strictly a women's magazine.

Then came 1965, and with it, Helen Gurley Brown, who changed Cosmopolitan into a magazine that seemed to promote the same values as Playboy while masquerading as a women's magazine.

The advertising, starting in 1968, began to depict women in more ways. Their depiction as employees, for example, occurred most often in 1968 and 1972.

Women were mothers, cleaners and consumers during this period. They used, tested, posed with, sold, wore and swore by products. They interacted with others every way but negatively.

Although Helen Gurley Brown may not have done much to advance women to equality with men, at least advertising in her magazine showed women doing anything they wanted -- almost anything it is possible for women to do. This, too, had been a tenet of the movement -- that women not only could do anything, but also deserved the chance to try.

## Chapter VIII

### WOMEN'S DEPICTIONS IN ADVERTISING -- 1940

In 1940, the

U.S. authorized the sale of surplus war material to Britain, June 3; announced transfer of 50 overaged destroyers, Sept. 3. First peace-time draft approved. Richard Wright published Native Son.<sup>1</sup>

Of 45,381,360 working people, 11,278,920 were women. Of the women, 1,459,940 were classified by the Bureau of the Census as professional and semi-professional; 3,191,160 were clerical, sales, and kindred workers; 2,067,960 were operatives and kindred workers; 1,961,280 were domestic service workers; and 1,254,880 were service workers, except domestic and protective.<sup>2</sup>

Travel, clothes and health/hygiene items were advertised in McCall's, Esquire and Time.

Of 405 depictions of women as social companions, 42 occurred in 1940; of 1,354 depictions of women posing with the product, 132 were in 1940; and, of 1,190 depictions of women by themselves, 100 occurred in 1940.

McCall's, Esquire and Time were the only magazines in the study that depicted women in advertising in 1940. Of 19

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<sup>1</sup>Hana Umlauf Lane, ed., The World Almanac and Book of Facts 1983 (New York: Newspaper Enterprise Association, Inc., 1981), p. 710.

<sup>2</sup>Eastman Irvine, ed., The World Almanac and Book of Facts for 1945 (New York: New York World-Telegram Corporation, 1945), p. 546.

issues of McCall's studied, 20 percent of all the women appeared in 1940. Of 11 issues of Esquire studied, 11 percent of all the women appeared in 1940; of 11 issues of Time studied, 9 percent of all the women appeared in 1940.

All three magazines depicted women as social companions, Esquire most often. Consumers were shown most often in Time, while McCall's depicted most women as ornaments. Women were shown doing more things in McCall's but, except for glamour girl/model, they were doing family-oriented things.

In all the magazines, most of the women were simply posing with the product. In McCall's and Time, women were also using the product, and in McCall's, women were more active with the product than in the other two magazines.

Since women would not use some products advertised in Time or Esquire (shaving lotion, for example), they appeared in ads as decorations or they did not appear.

In all three magazines, women were shown by themselves and relating to others in family and social contexts. They were shown impersonally in McCall's and Esquire.

The ads reflected the content of the magazines. For example, Esquire appealed to a "man-about-town" and showed women in a social context. Or Time, as a weekly news magazine, portrayed women the way they were in 1940 -- as family members. Women by themselves in McCall's indicates how society was then -- their husbands were at work and

their children were at school. Women were alone to do housecleaning, but when they were with others, it was on a social or family level. One imagines clusters of women at bridge parties or tending to their families' needs. They did not seem to have a life of their own; they were sheltered from others by their families.

A typical ad in a 1940 McCall's might show a woman by herself, posing with the product but not using it. Women in Esquire would be shown in a social situation, posing with the product but not using it. (In this case, it would probably be a man's product, such as shaving lotion.) In Time, a woman would be a consumer with her family and posing with the product. Although this may seem contradictory, a woman might have been shown as a consumer of cleaning products, for example, but merely posing with a product such as a car.

## Chapter IX

### WOMEN'S DEPICTIONS IN ADVERTISING -- 1944

In 1944,

U.S. Allied forces invaded Europe at Normandy  
June 6.

G.I. Bill of Rights signed June 22, providing  
veterans benefits.

U.S.<sup>1</sup> forces landed on Leyte, Philippines  
Oct. 20.

Labor figures were not available for 1944.

Time, Esquire, Harper's and McCall's advertised office  
machines, health/hygiene, clothes, cleaning agents and  
books.

Of 237 women depicted as wives, 23 were in 1944; of 325  
depictions of women as consumers, 23 were in 1944; of 1,354  
women depicted posing with the product, 132 were in 1944;  
and, of 1,190 women depicted by themselves, 81 were in 1944.

Four magazines from 1944 were studied: Time, Esquire,  
Harper's and McCall's. Both of the general-interest  
magazines were included (Harper's and Time) with one men's  
magazine (Esquire) and one women's magazine (McCall's).

The woman in the only ad in Harper's in 1944  
represented fewer than 1 percent of all the women in the ads  
in the 10 issues of Harper's studied. Of 11 issues of Time  
studied, 12 percent of the women in ads appeared in 1944; of

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<sup>1</sup>Hana Umlauf Lane, ed., The World Almanac and Books of  
Facts 1983 (New York: Newspaper Enterprise Association,  
Inc., 1981), p. 710.



11 issues of Esquire, 8 percent of the women in ads appeared in 1944; and, of 10 issues of McCall's, 17 percent of the women in ads appeared in 1944.

McCall's, Time and Esquire showed women as wives in their advertising, while McCall's, Time and Harper's showed them as consumers. Women were depicted in McCall's and Time as mothers and in McCall's and Esquire as ornaments and glamour girls/models. Women were also shown in Esquire as social companions and sportswomen; in McCall's as cleaners and entertainers; and in Time as employees.

Women probably were portrayed as consumers in this war-year because fewer men were available to buy products. Women might have been shown as wives often so advertisers could persuade people (at least those who were home) to think about the years when the war would be over, the men back and the future rosy.

Women shown as mothers had sons in the service or children at home. Women shown as ornaments or glamour girls/models in Esquire is not surprising, but it is discomfoting to see women depicted that way in a women's magazine. Most women's magazines were there to help women with domestic problems. However, McCall's readers might see depictions such as glamour girl as more exciting than caring for a family, thus defeating their purpose.

Only Time depicted women as employees during a year when many women were forced by the war to work outside the home.

Women were portrayed reacting to others as family members and being by themselves in Time, Esquire and McCall's, while Esquire, Harper's and McCall's showed them interacting socially. Time and Esquire depicted women impersonally relating to others, while Time and McCall's showed women reacting on a business level.

McCall's showing women in a family and then by themselves may seem strange, but "wife" was seen as a family depiction. With men at war, it makes sense: women were at home with the children. This was also true in Time and Esquire.

In McCall's, Esquire and Harper's, women interacted socially with others. They were on the arms of servicemen or interacting with other women.

Time and Esquire also showed women interacting with others impersonally. Time and McCall's showed women interacting on a business level.

Women in Esquire relating to others impersonally seemed almost as strange as women in McCall's relating to others on a business level. However, in Esquire women were often ornaments and glamour girls/models, neither of which would necessarily require a personal interaction. Although few women were working, many were shown as consumers.

Women in all the magazines were using the product, but only in McCall's were they spokeswomen for it. In Time, Esquire and McCall's a large proportion of the women portrayed merely posed with the product. Again, it seemed as if women were decorative because of the nature of the products in Time and Esquire (products mostly used by men), while in McCall's, they may be shown just holding a product (cleaner, for example) instead of actually using it.

A composite ad in Time would have shown a mother posing with a product while relating to someone else on a business level.

An Esquire ad would feature at least two people, one a woman. She would be near the product, possibly touching it but not using it.

In McCall's, the woman would be a wife by herself posing with the product.

## Chapter X

### WOMEN'S DEPICTIONS IN ADVERTISING -- 1948

In 1948,

USSR began a land blockade of Berlin's Allied sectors April 1. This blockade and Western counter-blockade were lifted Sept. 30, 1949, after British and U.S. planes had lifted 2,343,315 tons of food and coal into the city.

Organization of American States founded Apr. 30.

Alger Hiss, former State Dept. official, indicted Dec. 15 for perjury, after denying he had passed secret documents to Whittaker Chambers for transmission to a communist spy ring.

Kinsey Report on Sexuality in the Human Male published.<sup>1</sup>

According to the Bureau of Census, of 61,615 (in thousands) persons estimated to be working in the sample month of July 1958, 17,626 were women. Of the women, 1,323 were professional or semi-professional workers; 4,701 were clerical and kindred workers; 1,440 were saleswomen; 3,522 were operatives and kindred workers; 1,688 were domestic service workers; 1,923 were service workers, except domestic; and 1,513 were farm laborers.<sup>2</sup>

Harper's, Time and Esquire advertised travel, clothes and books in 1948.

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<sup>1</sup>Hana Umlauf Lane, ed., The World Almanac and Book of Facts 1983 (New York: Newspaper Enterprise Association, Inc., 1981), p. 710.

<sup>2</sup>The World Almanac and Book of Facts for 1949 (New York: New York World-Telegram Corporation, 1949), p. 756.

Of 405 depictions of women in advertising as social companions, 16 were in 1948; of 1,354 depictions of women in advertising posing with the product, 62 were in 1948; of 559 depictions of women in advertising relating to others socially, 33 were in 1948; and, of 1,190 women in advertising who were depicted by themselves, 33 were in 1948.

In 1948 Harper's, Time and Esquire were studied. McCall's was not available.

Of the women in ads in the 10 issues of Harper's studied, 17 percent were in 1948. Of the women in ads in the 11 issues of Time studied, 17 percent were in 1948. Of the women in ads in the 11 issues of Esquire studied, 12 percent were in 1948.

Harper's and Time both showed women as mothers and wives, and Time and Esquire showed them as social companions.

In Esquire, women were ornaments and glamour girls/models; in Time, employees; and in Harper's, professionals and consumers.

Thus, the general-interest magazines seemed to present a broader view of women in their advertising. Although wives and mothers may seem old-fashioned, these magazines accurately depicted women the way they really were in society. Time, which also showed women as social companions and employees, was more realistic than the others. While Harper's showed women as professionals and consumers, Time

opted for a more conservative, but probably more factual, approach. For example, a professional in Harper's meant a writer or an editor. An employee in Time meant anything from a secretary to a salesclerk -- roles more common for women in 1948.

Esquire presented women as secondary to anything else that might have been depicted in an ad. Showing women as social companions, glamour girls/models and ornaments might have been realistic enough in Esquire to sell products to men.

All three magazines portrayed women by themselves or relating to others in a family. Harper's and Esquire showed women relating to others impersonally, while Time and Esquire portrayed women socially interacting with others. Although women were shown both ways in Esquire, more women were depicted socially than impersonally. Only Harper's portrayed women as equal to men in 1948, and only Time showed them relating to others as businesswomen.

Though the magazines showed women by themselves, they were depicted most often alone (14 of 68) or socially (14 of 65) in Time. They also frequently were shown relating to others through business (13 of 43) and were least often shown relating to others as family members (9 of 66) in Time.

Harper's showed women most often as equal to men. Because it is supposed to be the magazine for the socially

concerned, equality in ad depictions should have been expected. Although this was one of two magazines that showed women interacting with others impersonally, in Harper's women were shown that way less often than women who were shown by themselves. Women relating to their families were depicted the least.

All the magazines showed women merely posing with the product -- Time and Esquire most often. Women also were using the product in Esquire and Time.

Time depicted women most often in two ways in 1948: posing with the product or using it. Women, for example, would appear in ads for men's hats. However, they also were shown using the product in almost the same number of ads -- such as those for office equipment used by secretaries.

Harper's showed most women as the author/editor in 1948. It also showed them posing with the product or using it.

As usual, most women in Esquire were posing with the product. In both Esquire and Time, women were shown using the product less than they were shown posing with it. Of course, fewer women were shown using a product in Esquire than in Time because of the more masculine nature of the products advertised in Esquire. Almost the same number of women were shown using a product as were shown wearing it in Esquire. Men naturally had a more active role in the selling of men's products to men than women did.

If there were a composite of the depictions in Harper's, the woman in question would be a professional author or editor equal to a man. (A person depicted as an author or editor seemed to be the ultimate in Harper's; the sex of the person seemed to be immaterial.)

In Time, a woman would be working, probably as a secretary or clerk. She would be by herself, and she would be posing with the product.

Esquire would show a woman as a social companion who posed with the product.



## Chapter XI

### WOMEN'S DEPICTIONS IN ADVERTISING -- 1952

In 1952,

U.S. seizure of nation's steel mills was ordered by Pres. Truman Apr. 8 to avert a strike. Ruled illegal by Supreme Court June 2.

Peace contract between West Germany, U.S., Great Britain, and France was signed May 26.

The last racial and ethnic barriers to naturalization were removed, June 26-27, with the passage of the Immigration and Naturalization Act of 1952.

First hydrogen device explosion Nov. 1 at Eniwetok Atoll in Pacific."<sup>1</sup>

According to the Bureau of Census, in the sample week of July 6-12, 1952, of 62,234 (in thousands) estimated working persons, 18,758 were women. Of the women, 1,580 were professional, technical and kindred workers; 5,444 were clerical and kindred workers; 1,354 were sales workers; 3,592 were operatives and kindred workers; 1,814 were private household workers; 2,162 were service workers, except private household; and 1,202 were farm laborers.<sup>2</sup>

Cosmopolitan, Harper's, Time, Esquire and McCall's depicted women in advertising for automotive products, clothes, health/hygiene items and books.

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<sup>1</sup>Hana Umlauf Lane, ed., The World Almanac and Book of Facts 1983 (New York: Newspaper Enterprise Association, Inc., 1981), p. 711.

<sup>2</sup>Harry Hansen, ed., The World Almanac and Book of Facts for 1953 (New York: New York World-Telegram Corporation, 1953), p. 394.

Of 607 ads depicting women as glamour girls/models, 35 appeared in 1952; of 1,354 ads depicting women posing with the product, 122 appeared in 1952; and, of 1,190 ads depicting women by themselves, 133 appeared in 1952.

Five of the magazines depicted women in their advertising in 1952: Cosmopolitan, Harper's, Time, Esquire and McCall's.

The women in ads in Cosmopolitan 1952 were 6 percent of all the women in the 7 issues of Cosmopolitan studied. Of the women in the ads in the 10 issues of Harper's studied, 11 percent were in 1952; of the women in ads in the 11 issues of Time studied, 11 percent were in 1952; of the women in ads in the 11 issues of Esquire studied, 12 percent were in 1952; and, of the women in ads in the 10 issues of McCall's studied, 13 percent were in 1952.

Women were depicted in many ways in 1952: as ornaments in Cosmopolitan, Esquire and Time; glamour girls/models in Cosmopolitan, McCall's and Esquire; wives in Time and McCall's; consumers in Cosmopolitan and McCall's; social companions in Cosmopolitan and Esquire; professionals and sex objects in Harper's; employees in Time and mothers in McCall's.

One depiction is not surprising--but the magazine in which it appeared is surprising. Harper's showed women as sex objects in 13 percent of its ads in 1952. Since there were only 13 ads in Harper's, June 1952 which portrayed

women, this represents only two ads. However, a magazine such as Harper's showing two women as sex objects is showing two women too many.

The other depictions of women represent the established patterns for the magazines. Cosmopolitan and Esquire showed women as glamour girls/models and social companions. In Cosmopolitan, however, they also were shown as consumers.

Time and McCall's portrayed women as an employee, wife, consumer or mother going about her daily tasks for the sake of her family. Women also were seen as ornaments in Time (to men's products or cars) and glamour girls/models in McCall's (modeling bras and girdles).

While Harper's used sex to sell books, two-thirds of its portrayals of women were as professionals--writers, editors, critics.

Women in all five magazines in 1952 were portrayed merely posing with a product--the most popular portrayal except for Harper's.

Women were shown using the product in Cosmopolitan, Time, Esquire and McCall's. Spokeswomen were depicted in Cosmopolitan, Harper's and McCall's. Time showed women using a product, and Harper's showed women most often as part of the product.

In Cosmopolitan women posed with, used and spoke for grooming products.

Time showed women posing with machines such as cars and using appliances such as water coolers. They also were portrayed using items such as air conditioners that were commonplace and required no special skills to be able to use correctly.

In Esquire women posed with items ranging from pens to men's suits and used products like bicycles.

McCall's depicted women posing with domestic and cooking products. They used grooming and cooking products and spoke for cooking products. Women, in brief, were shown in their habitat--the home.

Harper's portrayed women posing with books and involved in social programs. Women were also authors, editors and critics. Critics were generally used as spokeswomen.

Women in ads were living their lives according to the dictates of the magazine in which they appeared. For example, although four magazines showed women posing with products, they were with cars in Time and cooking products in McCall's.

All of the magazines except Esquire portrayed women most often by themselves in 1952. Esquire showed most women relating to others socially. Women were shown relating to others impersonally in Cosmopolitan, Time and Esquire and in a family in McCall's and Time. Only Time showed women relating to others on a business level, and only Harper's showed women as both equal to men and dependent on them.

It may seem unusual for women to be depicted by themselves in all of the magazines. However, most women were only posing with a product, and only one person is necessary to do that.

Next, women most often were shown relating to others socially. Esquire showed the most women this way. However, fewer than half as many women were shown socially as were shown by themselves.

McCall's and Time were the only magazines that showed women relating to others as family members. There is almost no difference in the portrayals of family members in the two magazines.

While it may seem odd that Harper's portrayed women as both dependent on and equal to men, twice as many women were shown as equal than as dependent.

In 1952, a composite ad for Cosmopolitan would have shown a woman by herself with the product but not using it. Harper's would portray a professional who was alone and an author or critic. Time's woman, also by herself, would be an employee who was near, but not using, the product. Esquire would have featured a woman as a social companion who was not using the product, but near it. She would, however, be with someone else. In McCall's, a woman would be a glamour girl/model who was by herself posing with the product.

## Chapter XII

### WOMEN'S DEPICTIONS IN ADVERTISING -- 1956

In 1956,

Massive resistance to Supreme Court desegregation rulings was called for Mar. 12 by 101 Southern Congressmen.

Federal-Aid Highway Act signed June 29, inaugurating interstate highway system.

First transatlantic telephone cable went into operation Sept. 25.<sup>1</sup>

According to the Bureau of the Census, of the 66,655 (in thousands) employed persons in the sample week of July 8 to 14, 21,160 were women. Of the employed women, 1,950 were professional, technical and kindred workers; 1,125 were managers, officials and proprietors, except farm; 6,017 were clerical and kindred workers; 1,637 were sales workers; 3,446 were operatives and kindred workers; 2,075 were private household workers; 2,873 were service workers, except private households; and 1,506 were farm laborers.<sup>2</sup>

All six magazines were included in 1956. They showed women in the advertising of automotive items, clothes, health/hygiene products, books and entertainment.

Of 607 depictions of women as glamour girls/models, 45 appeared in 1956; of 1,354 depictions of women posing with

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<sup>1</sup>Hana Umlauf Lane, ed., The World Almanac and Book of Facts 1983 (New York: Newspaper Enterprise Association, Inc., 1981), p. 711.

<sup>2</sup>Harry Hansen, ed., The World Almanac and Book of Facts for 1957 (New York: New York World-Telegram Corporation, 1957), p. 317.

the product, 118 appeared in 1956; and of 1,190 women shown by themselves, 103 were shown in 1956.

All six magazines were included for the first time in 1956.

The women in ads in Playboy 1956 were 2 percent of all the women in ads in the seven issues of Playboy studied. Of the women depicted in ads in the seven issues of Cosmopolitan studied; 6 percent were in 1956; of the women depicted in ads in the 10 issues of Harper's studied, 11 percent were in 1956; of the women depicted in ads in the 11 issues of Time studied, 11 percent were in 1956; of the women depicted in the ads in the 11 issues of Esquire studied, 13 percent were in 1956; and, of the women depicted in ads in the 10 issues of McCall's studied, 9 percent were in 1956.

Women were depicted as ornaments in Playboy, Esquire and McCall's in 1956; as mothers in Time, McCall's and Harper's and as glamour girls/models in Cosmopolitan, Esquire and McCall's. They also were portrayed as consumers in Cosmopolitan and McCall's; as wives in Harper's and Time; and as social companions in Time and Esquire.

Women were most often shown as ornaments in Playboy and Esquire and as glamour girls/models in Cosmopolitan and McCall's. Thus, the men's magazines showed women near a product but not using it, while women's magazines showed women near a product but somehow displaying it. McCall's

showed women as ornaments, while Esquire showed women as glamour girls/models.

The general-interest magazines portrayed women as mothers, as did one women's magazine. However, mother was not the most frequent depiction in any of the magazines. Harper's and Time showed women as wives, but none of the other magazines did.

Only Harper's showed women as professionals and only Playboy showed women as sex objects or entertainers.

Except for the depictions in Harper's and Playboy, women were shown doing mundane things, but rarely were shown in charge of what they were doing.

All of the magazines depicted women posing with the product, and all but Playboy showed women using the product. Cosmopolitan, Time, Esquire and McCall's showed women most often as decorative and next most often using the product.

In Time, Esquire and McCall's, posing with the product and using it were the only ways women were portrayed. Thus, one magazine from each group showed women this way. Cosmopolitan also showed women posing with the product and using it, but it also showed women wearing the product.

Women posed with expensive items (such as cars or insurance) in Time, but also were using recreational items. In Esquire, women posed with men's products, and used items that a man or woman could use, such as radios. In McCall's



and Cosmopolitan, women used and posed with products primarily used by women, such as make-up.

All six magazines showed women by themselves. McCall's, Cosmopolitan and Playboy showed more women by themselves than any other way. Cosmopolitan portrayed more than 90 percent of the women by themselves in 1956.

Most of the women in Esquire were shown relating to others impersonally. Women were shown that way in all the magazines but Cosmopolitan.

Women were interacting with others in a family in McCall's, Esquire, Time and Harper's. They also were shown socially in Time, Esquire and McCall's. Only Harper's showed women as equal to men.

Even in Esquire, which had shown women most often socially every other year, in 1956 portrayed women relating to others impersonally. Only Time showed women most often relating to others socially.

Those relating to others in a family were shown that way half as often as the most prevalent depictions in a given magazine. For example, in McCall's women were shown by themselves in more than half of the ads, but relating to others in a family in fewer than one-fourth of the ads.

If a composite ad were done for Harper's, it would show a professional woman, equal to men, who was an author or editor. Time was beginning to take on characteristics of Esquire: in the former, women would be social companions

posing with a product and relating to others socially. Esquire would depict women impersonally interacting with others. They would, however, be shown posing with the product.

Cosmopolitan and McCall's would show women as glamour girls/models by themselves and posing with the product. A composite Playboy woman would be posing with the product.

## Chapter XIII

### WOMEN'S DEPICTIONS IN ADVERTISING -- 1960

In 1960,

\*A wave of sit-ins began Feb. 1 when four Negro college students in Greensboro, N.C. refused to move from a Woolworth lunch counter when they were denied service. By Sept. 1961, more than 70,000 students, whites and blacks, had participated in sit-ins.

U.S. launched first weather satellite, Tiros I, Apr. 1.

Congress approved a strong voting rights act Apr. 21.

A U-2 reconnaissance plane of the U.S. was shot down in the Soviet Union May 1. The incident led to cancellation of an imminent Paris summit conference.

Mobs attacked U.S. embassy in Panama Sept. 17 in dispute over flying of U.S. and Panamanian flags.

U.S. announced Dec. 15 it backed rightest group in Laos, which took power the next day.<sup>1</sup>

According to the Bureau of Labor Statistics, 68,689 (in thousands) persons were employed in the sample week of July 10 to 16, 1960. Of the work force, 22,672 were women. Of the women, 2,481 were professional, technical and kindred workers; 1,088 were managers, officials and proprietors, except farm; 6,736 were clerical and kindred workers; 1,750 were sales workers; 3,435 were operatives and kindred workers; 2,150 were private household workers; 3,293 were

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<sup>1</sup>Hana Umlauf Lane, ed., The World Almanac and Book of Facts 1983 (New York: Newspaper Enterprise Association, Inc., 1981), p. 711.

service workers, except private households; and 1,311 were farm laborers.<sup>2</sup>

All six magazines depicted women in their ads in 1960.

Advertising included: automotive items, clothes, health/hygiene products, liquor and beauty items.

Of 607 ads depicting women as glamour girls/models, 62 appeared in 1960; of 1,354 ads depicting women posing with the product, 130 appeared in 1960; and, of 1,190 ads depicting women by themselves, 106 appeared in 1960.

The women in ads in Playboy 1960 were 11 percent of all the women in ads in the seven issues of Playboy studied. Of the women depicted in the seven issues of Cosmopolitan studied, 7 percent were in 1960; of the women depicted in the ads in the 10 issues of Harper's studied, 6 percent were in 1960; of the women depicted in ads in the 11 issues of Time studied, 9 percent were in 1960; of the women depicted in ads in the 11 issues of Esquire studied, 13 percent were in 1960; and, of the women depicted in ads in the 10 issues of McCall's studied, 9 percent were in 1960.

Women were not shown in the same way in all the magazines.

Women were glamour girls/models in Playboy, Cosmopolitan, McCall's and Esquire, social companions in

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<sup>2</sup>Harry Hansen, ed., The World Almanac and Book of Facts for 1961 (New York: New York World-Telegram Corporation, 1961), p. 461.

Playboy, Harper's, Time and Esquire, and consumers in Cosmopolitan, Time, Esquire and McCall's.

Women were ornaments in Esquire and Harper's, and mothers in McCall's and Time. Women also were portrayed as wives in Time, as entertainers in Playboy and as professionals, brides and part of a group in Harper's.

Women were shown in more ways in 1960 and in new ways. For example, Harper's was portraying women as brides and ornaments.

However, Playboy, Cosmopolitan and McCall's showed one-third of the women in 1960 as glamour girls/models, while Harper's and Esquire showed about that many as social companions.

As in 1956, women were depicted doing all kinds of things, but none was important. Again, the only magazine that showed women as professionals was Harper's.

The magazines most often showed women posing with the product in 1960. The six magazines also showed women using the product.

Harper's, Time, Esquire and McCall's showed more women posing with the product than using it. In three of the magazines, three times as many women were posing with the product as were using it, and, in Esquire, more than twice as many women were posing.

Women were wearing the product in Playboy, McCall's and Cosmopolitan and part of the product in Esquire, Playboy and

Harper's. They were portrayed as author/editor in Harper's and as spokeswomen in Cosmopolitan.

That so many women were posing reinforces the idea that women did not have much to do in 1960. Indeed, the women who were actually taking action of some kind were using the product.

The women in Cosmopolitan depicted as spokeswomen were another active group, but they were only 17 percent of the women Cosmopolitan showed in ads in 1960. If this were combined with the number of women using the product, the total is still only about half as many as those who were posing with the product.

All the magazines showed women by themselves and relating to others socially in 1960. Cosmopolitan and McCall's portrayed more women by themselves than any other way, while Esquire and Harper's showed the greatest number of women relating to others socially. Playboy showed the same number of women by themselves as it showed relating socially.

Women were depicted relating to others impersonally in Playboy, Harper's, Esquire and McCall's. Time and McCall's showed women as part of a family.

Time also portrayed women interacting with others on a business level, while Harper's showed women relating to men as equals.

Cosmopolitan and McCall's not only showed women by themselves, but also showed them that way almost to the exclusion of any other portrayal. Cosmopolitan portrayed more than two-thirds of the women in its ads by themselves and McCall's showed more than half by themselves.

Playboy showed more than one-third by themselves and another third socially. Harper's depicted one-third socially, while Esquire showed fewer than one half that way.

Playboy, Harper's and Esquire showed women relating to others impersonally and also portrayed them relating socially more than any other way.

Women were relating to others in a family most often in Time, but also were shown that way in McCall's.

Cosmopolitan showed women most often in two ways: by themselves and relating to others socially. McCall's, Harper's and Time each showed women relating to others in four ways. Thus, one of the women's magazines took a limited view of how women could relate to others, while the other women's magazine, a men's magazine and a general-interest publication showed women interrelating in many different ways.

A composite woman in Playboy was posing with the product, either as a glamour girl/model or as a social companion and either by herself or relating to others socially. The woman in Cosmopolitan was about the same,

although without as many choices. She also was posing with the product, a glamour girl/model and by herself.

The woman in Time was a wife and mother, with her family but posing with the product, while the woman in McCall's was by herself, a glamour girl/model posing with the product.

Harper's and Esquire depicted the same woman: a social companion who interacted socially, yet was posing with the product.



## Chapter XIV

### WOMEN'S DEPICTIONS IN ADVERTISING -- 1964

In 1964,

Panama suspended relations with U.S. Jan. 9 after riots. U.S. offered Dec. 18 to negotiate a new canal treaty.

Supreme Court ordered Feb. 17 that congressional districts have equal populations.

U.S. reported May 27 it was sending military planes to Laos.

Omnibus civil rights bill passed June 29 banning discrimination in voting, jobs, public accommodations, etc.

Three civil rights workers were reported missing in Mississippi June 22; found buried Aug. 4; twenty-one white men were arrested. On Oct. 20, 1967, an all-white federal jury convicted seven of conspiracy in the slayings.

U.S. Congress, Aug. 7 passed Tonkin Resolution, authorizing presidential action in Vietnam, after North Vietman boats reportedly attacked two U.S. destroyers Aug. 2.

Congress approved War on Poverty bill Aug. 11.

The Warren Commission released Sept. 27 a report concluding that Lee Harvey Oswald was solely responsible for the Kennedy assassination.<sup>1</sup>

According to the Bureau of Labor Statistics an average of 70,357 (in thousands) were employed in 1964. Of the work force, 24,218 were women. And, of the women, 3,110 were professional, technical and kindred workers; 1,109 were managers, officials and proprietors, except farm; 7,453 were clerical and kindred workers; 1,749 were sales workers; 3,649 were operatives and kindred workers; 2,259 were

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<sup>1</sup>Hana Umlauf Lane, ed., The World Almanac and Book of Facts 1983 (New York: Newspaper Enterprise Association, Inc., 1981), p. 712.

private household workers; and 3,729 were service workers, except private households.<sup>2</sup>

All of the magazines except Cosmopolitan were available. Advertising included: automotive items, clothes, health/hygiene products, travel and Playboy products.

Of 607 women depicted as glamour girls/models, 39 were in 1964; of 1,354 women depicted posing with the product, 91 were in 1964; and, of 1,190 women shown by themselves, 75 were in 1964.

Of the women depicted in ads in the seven issues of Playboy studied 16 percent were shown in 1964; of the women depicted in ads in the 10 issues of Harper's studied, 12 percent were in 1964; of the women depicted in the ads in the 11 issues of Time studied, 6 percent were in 1964; of the women depicted in ads in the 11 issues of Esquire studied, 6 percent were in 1964; and, of the women depicted in ads in the 10 issues of McCall's studied, 7 percent were in 1964.

Women were shown as social companions in Playboy, Harper's, Time and Esquire in 1964. Women were social companions in Playboy and Esquire, while no women were depicted that way in McCall's.

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<sup>2</sup>Luman H. Long, ed., The World Almanac and Book of Facts for 1966 (New York: New York World-Telegram Corporation, 1966), p. 323.

Glamour girls/models were portrayed in McCall's, Esquire and Playboy, with McCall's showing more women in that role than any other. Wives were shown by Harper's, Time and Esquire, while Harper's depicted most women as wives.

Playboy and McCall's showed women as ornaments, Esquire and Playboy as sex objects, and Harper's and Time as employees.

Only Time portrayed women as mothers, and only McCall's showed them as consumers.

In 1964, according to these depictions, the number of women's roles decreased from 1960. The only two roles that could be considered significant in terms of the rest of society -- employee and consumer -- were seen less in three magazines. Social companions were dominating two magazines, and present in two others.

No women had been portrayed as sex objects since 1956, when Playboy depicted women in the role. But in 1964 both men's magazines did.

Harper's, which had been showing women as professionals, portrayed them most often as wives in 1964.

Women in all of the magazines were posing with and using the product.

Harper's, Time and Esquire showed women as part of the product, while Harper's also showed women using the product. Only Playboy showed women wearing the product.

At least twice as many women were posing with the product as were using it. These were the two most popular ways women were portrayed.

Women in Playboy, Time and Esquire related to a product in three different ways. In Time and Esquire, they posed with, used and were part of the product, while in Playboy they posed with, used and wore the product.

In Playboy, the ads that depicted women wearing the product were for "bedroom products," such as robes and pajamas.

Women were shown by themselves in all five magazines. They were shown relating to others socially in all the magazines but McCall's. Playboy was the only magazine that did not show women relating to others in a family.

McCall's showed more women by themselves than any other magazine and five times more often than as a family member, the next most popular depiction. McCall's showed women only two ways: by themselves or as family members. It would appear that women would rather be alone than with anyone else.

Relating to others socially was the predominant depiction in Playboy, Time, Esquire and Harper's. Relating to others as family members was equally important in Harper's. Women were shown as family members in Time and Esquire.

Women were shown relating to others socially or by themselves. In Esquire, almost twice as many women were shown socially as were shown by themselves. Time showed the same number of women socially as by themselves.

Women were shown by themselves in McCall's doing the same kinds of things they always had been doing, such as putting film in a camera.

In a composite Playboy or Esquire ad of 1964, a woman posed with the product and was a social companion.

In Harper's, a woman was married, probably to the person she was shown socially with, and she was posing with the product. In Time the woman would be working instead of married.

In McCall's the woman was posing with the product and by herself. She would probably be a glamour girl/model.

## Chapter XV

### WOMEN'S DEPICTIONS IN ADVERTISING -- 1968

In 1968,

USS Pueblo and 83-man crew seized in Sea of Japan Jan. 23 by North Koreans; 82 men released Dec. 22.

'Tet Offensive': Communist troops attacked Saigon, 30 province capitals Jan. 30, suffer heavy casualties.

Pres. Johnson curbed bombing of North Vietnam Mar. 31. Peace talks begin in Paris May 10. All bombing of North is halted Oct. 31.

Martin Luther King Jr., 39, assassinated Apr. 4 in Memphis, Tenn. James Earl Ray, an escaped convict, pleaded guilty to the slaying, was sentenced to 99 years.

Sen. Robert F. Kennedy (D, N.Y.), 42, shot June 5 in Hotel Ambassador, Los Angeles, after celebrating presidential primary victories. Died June 6; Sirhan Bishara Sirhan, Jordanian, convicted of murder.<sup>1</sup>

According to the Bureau of Labor Statistics an average of 75,920 (in thousands) were employed in 1968. Of the work force, 27,806 were women. And, of the women, 3,877 were professional, technical and kindred workers; 1,241 were managers, officials and proprietors, except farm; 9,393 were clerical and kindred workers; 1,923 were sales workers; 4,268 were operatives and kindred workers; 1,689 were

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<sup>1</sup>Hana Umlauf Lane, ed., The World Almanac and Book of Facts 1983 (New York: Newspaper Enterprise Association, Inc., 1981), p. 712.

private household workers and 4,384 were service workers, except private households.<sup>2</sup>

All the magazines were available in 1968. Their advertising included: travel, clothes, health/hygiene products, books and beauty items.

Of 607 depictions of women as glamour/models, 59 were in 1968; of 1,354 depictions of women posing with a product, 128 were in 1968; of 1,190 depictions of women by themselves, 104 were in 1968.

Of the ads depicting women in the seven issues of Playboy studied, 19 percent were in 1968; of the ads depicting women in the seven issues of Cosmopolitan studied, 9 percent were in 1968; of the ads depicting women in the 10 issues of Harper's studied, 9 percent were in 1968; of the ads depicting women in the 11 issues of Time studied, 9 percent were in 1968; of the ads depicting women in the 11 issues of Esquire studied, 8 percent were in 1968; and, of the ads depicting women in 10 issues of McCall's studied, 5 percent were in 1968.

Women were portrayed as glamour girls/models in McCall's, Cosmopolitan, Playboy and Esquire in 1968. They were shown as ornaments in McCall's, Cosmopolitan, Playboy

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<sup>2</sup>Lumen H. Long, ed., The World Almanac and Book of Facts for 1970 (New York: Newspaper Enterprise Association, 1970), p. 98.

and Harper's. McCall's and Cosmopolitan portrayed women as glamour girls/models more often than any other way.

Women were most often depicted as social companions in Playboy, Time and Esquire.

Cosmopolitan, Time and Esquire showed women as consumers. Only Harper's portrayed women as employees or professionals--most often as employees.

Women also were shown as mothers in Time, wives in McCall's, and sex objects in Playboy.

Though women were depicted in nine different roles, only two -- professional and employee -- could be considered on a par with what men were shown doing. Both were in Harper's.

The roles shown the most were ornament and social companion. Most of the things women did were still trivial.

Women were shown as mothers in a general-interest magazine. This could have been Time's way of showing an idea prevalent in society at the time -- motherhood was all women were really good at.

Women were shown most often posing with the product in five of the six magazines. Only Harper's did not show women as decorative -- it showed them as part of the product instead.



Women used the product in Cosmopolitan, Harper's, Time and Esquire. Time, Esquire and Harper's all showed women as part of the product.

McCall's depicted women wearing the product, while Harper's showed women receiving the product as a gift, or as its author/editor.

Women were shown relating to the product in seven ways. Harper's showed women relating to the product in five ways, most often as the author or editor. One-third of the Harper's ads showed women as part of the product, while another third showed them as author or editor. Playboy showed about three-fourths of the women posing with the product.

Five of the magazines showed women most often posing with the product. Some of the products women posed with were for men only in the men's magazines. More than two-thirds of the women were posing in McCall's and more than half were posing in Cosmopolitan. Most of the products in the women's magazines that women posed with were cosmetics, perfumes or similar toilet items that women could have been shown using.

Women were shown by themselves in all six magazines--most often in Cosmopolitan, Harper's and McCall's.

Playboy, Time and Esquire most often showed women relating to others socially. Women were depicted

impersonally in Playboy, Harper's and Esquire, while they were part of a family in Harper's, Time and McCall's.

Women were shown relating to others as businesswomen in Harper's and Time. They also related to others as equals in Harper's.

Again, the number of women shown by themselves is large. The Harper's ads that showed women alone covered a wide range of products, while those in Cosmopolitan and McCall's were mostly for women's products.

Time ads that showed women relating to others socially were for a wide range of products that would interest many kinds of people. Esquire and Playboy showed women interacting with others socially in ads for men's products.

Thus, women in women's magazines were shown selling women's products; men's magazines showed women around men and men's products, and general-interest magazines showed women selling many different things. However, it seemed as if advertisers thought women would be more likely to buy a product advertised by one woman; general-interest readers apparently could go either way. Women were shown alone in women's magazines while men were depicted with women socially.

In a composite ad, Playboy, Time and Esquire would show women as social companions posing with the product and socializing with others.

Cosmopolitan and McCall's would show women as glamour girls/models by themselves, but posing with the product, not using it.

Harper's would depict a woman employee by herself who is part of the product.

## Chapter XVI

### WOMEN'S DEPICTIONS IN ADVERTISING -- 1972

In 1972,

Pres. Nixon arrived in Peking Feb. 21 for an 8-day visit to China, which he called a 'journey for peace.' The unprecedented visit ended with a joint communique pledging that both powers would work for 'a normalization of relations.'

By a vote of 84 to 8, the Senate approved Mar. 22 a Constitutional Amendment banning discrimination against women because of their sex and sent the measure to the states for ratification.

North Vietnamese forces launched the biggest attacks in four years across the demilitarized zone Mar. 30. The U.S. responded Apr. 15 by resumption of bombing of Hanoi and Haiphong after a four-year lull.

Nixon announced May 8 the mining of North Vietnam ports.

Last U.S. troops left Aug. 11.

Alabama Gov. George C. Wallace, campaigning at a Laurel, Md. shopping center May 15 was shot and seriously wounded as he greeted a large crowd. Arthur H. Bremer, 21, was sentenced Aug. 4 to 63 years for shooting Wallace and three bystanders. In the first visit of a U.S. president to Moscow, Nixon arrived May 22 for a week of summit talks with Kremlin leaders which culminated in a landmark strategic arms pact.

Five men were arrested June 17 for breaking into the offices of the Democratic National Committee in the Watergate office complex in Washington, D.C.

The White House announced July 8 that the U.S. would sell to the USSR at least \$750 million of American wheat, corn and other grain over a period of three years. But the USSR bought most of it in first year.<sup>2</sup>

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<sup>1</sup>Hana Umlauf Lane, ed., The World Almanac and Book of Facts 1983 (New York: Newspaper Enterprise Association, Inc., 1981), p. 713.

According to the Bureau of Labor Statistics, an average of 81,702 (in thousands) were employed in 1972, an average of 31,072 were women. Of the women, 4,502 were professional and technical workers; 1,410 were managers and administrators, except farm; 2,226 were sales workers; 19,777 were clerical workers; 3,989 were operatives, except transport; 1,403 were private household workers; and 5,435 were other service workers.<sup>2</sup>

All magazines were available in 1972. Their advertising included: travel, liquor, health/hygiene items, books, and beauty products.

Of 607 women depicted in ads as glamour girls/models, 86 appeared in 1972; of 1,354 women posing with the product, 145 appeared in 1972; of 1,190 women appearing by themselves, 137 appeared in 1972.

Of the ads depicting women in the seven issues of Playboy studied, 17 percent were depicted in 1972. Of the ads depicting women in the seven issues of Cosmopolitan studied, 18 percent were in 1972; of the ads depicting women in the 10 issues of Harper's studied, 13 percent were in 1972; of the ads depicting women in the 11 issues of Time studied, 7 percent were in 1972; of the ads depicting women

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<sup>2</sup>George E. Delury. ed., The World Almanac and Book of Facts for 1974 (New York: Newspaper Enterprise Association, 1974), p. 97.

in the 11 issues of Esquire studied, 8 percent were in 1972; of the ads depicting women in the 10 issues of McCall's studied, 6 percent were in 1972.

Most women were social companions in Playboy, Time and Esquire, although McCall's also showed women that way. McCall's and Cosmopolitan showed women most often as glamour girls/models. Playboy and Esquire also depicted women that way, but less than the women's magazines did.

Cosmopolitan and Time showed women as consumers; Harper's and Esquire as wives. Sex objects were portrayed in Playboy, and ornaments were shown in McCall's. Harper's was the only magazine to show women as professionals, and it presented them that way 7 times in 1972.

No women were portrayed as employees in 1972. The women's magazines still showed women most often as glamour girls/models, while the men's magazines and Time showed more social companions. Harper's, which had shown women as employees, did not portray them that way in 1972.

Women were depicted as ornaments in 1972 only in McCall's while in other years they were shown that way in more than one magazine.

Because women were not depicted as employees in 1972, they were shown in fewer roles. There was only one role that presented women on a par with men's roles -- professional -- which is how Harper's showed most women.

Women posed with the product in all six magazines.

They posed most often in Playboy, Cosmopolitan, Time, Esquire and McCall's. (Harper's also showed women posing with the product, but it showed them most often as part of the product.) Women used the product in every magazine but Playboy. They were part of the product in Playboy and Time. The women's magazines showed women wearing the product.

Only Harper's showed women as spokeswomen or as the author/editor. Women compared products only in Esquire.

In the women's magazines and Esquire, women were shown posing with the product and using it. Again, women were shown about twice as often posing with the product. (In Cosmopolitan, three times as many women were posing with the product as were using it.)

Women were shown by themselves in all the magazines. Cosmopolitan, Time and McCall's showed more women this way than any other way. Women were shown interacting with others socially in all the magazines but Cosmopolitan. They were portrayed socially most often in Playboy and Esquire.

Women were depicted relating to others impersonally in the women's magazines and the men's magazines, but not in either of the general-interest publications. They were, however, shown with a family in Time, Harper's, Esquire and McCall's. They were even portrayed most in a family context in Time.

Only Time and Harper's showed women relating to others as businesswomen and only Harper's showed women as equal to men.

Women were portrayed four times as often by themselves as the next most popular portrayal in women's magazines. In Time, women were shown equally by themselves and relating to others in a family context. In Playboy and Esquire, women were shown about twice as often socially as by themselves.

The general-interest magazines showed women relating to others more often as part of a family than McCall's did. McCall's is, after all, a women's magazine and one would expect to see women in its ads primarily interested in their families.

In a composite ad, the men's magazines would show women both as social companions posing with the product and interacting with others socially.

The women's magazines would depict women as glamour girls/models by themselves and posing with the product.

Time would portray a woman as a social companion by herself or with her family and posing with the product.

A woman in Harper's would be part of the product. She would be a professional businesswomen.



## Chapter XVII

### WOMEN'S DEPICTIONS IN ADVERTISING -- 1976

In 1976,

Payments abroad of \$22 million in bribes by Lockheed Aircraft Corp. to sell its planes were revealed Feb. 4 by a Senate subcommittee. Lockheed admitted payments in Japan, Turkey, Italy and Holland.

The U.S. celebrated its Bicentennial July 4, marking the 200th anniversary of its independence with festivals, parades, and N.Y. City's Operation Sail, a gathering of tall ships from around the world viewed by 6 million persons.

A mystery ailment 'legionnaire's disease' killed 29 persons who attended an American Legion convention July 21-24 in Philadelphia. The cause was found to be a bacterium, it was reported June 18, 1977.

The Viking II lander set down on Mars' Utopia Plains Sept. 3, following the successful landing by Viking I July 20.<sup>1</sup>

According to the Bureau of Labor Statistics, U.S. Labor Department, the average number of persons working in 1976 was 87,485 (in thousands). Of the labor force, 35,095 were women. Of the women, 5,603 were professional and technical; 1,942 were managers and administrators, except farm; 2,357 were sales workers; 12,245 were clinical workers; 3,949 were operatives, except transport; 1,095 were private household workers; and 6,289 were other service workers.<sup>2</sup>

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<sup>1</sup>Hana Umlauf Lane, ed., The World Almanac and Book of Facts 1983 (New York: Newspaper Enterprise Association, Inc., 1981), p. 714.

<sup>2</sup>George E. Delury, ed., The World Almanac and Book of Facts for 1978 (New York: Newspaper Enterprise Association, 1978), p. 88.

All six magazines were available in 1976. Advertising which depicted women included: automotive, beauty and liquor.

Of the 607 women depicted in advertising as glamour girl/models, 78 were shown in 1976; of 1,354 women who were posing with the product, 153 were shown in 1976; and, of 1,190 women shown by themselves, 156 were shown in 1976.

Of the ads depicting women in the seven issues of Playboy studied, 16 percent were in 1976; of the ads depicting women in the seven issues of Cosmopolitan studied, 21 percent were in 1976; of the ads depicting women in the 10 issues of Harper's studied, 15 percent were in 1976; of the ads depicting women in the 11 issues of Time studied, 4 percent were in 1976; of the ads depicting women in the 11 issues of Esquire studied, 4 percent were in 1976; and, of the ads depicting women in the 10 issues of McCall's studied, 7 percent were in 1976.

Women were consumers in Time, Playboy, Cosmopolitan, Harper's and McCall's. Time showed most of the women in its ads as consumers. Social companions were depicted most often in Playboy, Harper's, Time and Esquire. (Consumers and social companions were shown equally in Time.)

Glamour girls/models were portrayed in Cosmopolitan, Playboy, McCall's and Time. The women's magazines showed

women that way most often. Women appeared as mothers in Harper's and McCall's.

Playboy depicted women most often as sex objects. Harper's showed women as wives, professionals and sportswomen; Time as part of a group; Esquire as employees; and McCall's as ornaments.

Women were depicted in 11 different roles in 1976. However, six of the depictions were in one magazine -- Harper's, which showed women as sportswomen, wives, professionals, social companions, consumers and mothers.

Most women, though, were portrayed in traditional ways. Women's magazines showed most of them as glamour girls/models, while men's and general-interest magazines showed them most as social companions. They also were depicted in the traditional roles of mothers, wives and ornaments.

More women were seen posing with a product than any other way in all the magazines. In every magazine but Playboy, they were shown that way twice as often as the next depiction.

The second most popular portrayal was using the product, except for Harper's in which using it ranked third.

Half of the magazines showed women posing with and using the product, but not relating to it in other ways.

Women also were shown wearing the product (Cosmopolitan) and as part of the product (Harper's). As usual, Harper's showed women relating to the product in more ways than did the other magazines.

Women related to the product in five ways, with the majority posing with and using it. Women were posing with the product far more than they were using it. Women wore and used the product only in Harper's and Cosmopolitan.

Women were portrayed by themselves most often in 1976. All of the magazines showed them alone. Cosmopolitan, Harper's, Time and McCall's showed women by themselves more often than any other way. The men's magazines showed women relating to others socially most often. McCall's showed six times as many women alone as relating socially: Cosmopolitan showed more than four times as many alone.

Women related to others impersonally in Playboy, Cosmopolitan, Time and McCall's. Harper's, Esquire and McCall's showed women relating to others in a family. They were dependent on men in Harper's and Time and equal to men in Harper's and Esquire.

McCall's and Cosmopolitan showed women relating to others socially and impersonally. McCall's also showed women relating to others as family members.

Harper's was the only magazine to show women relating to others both as equal to men and dependent on them.

Harper's also depicted women more ways than did any other magazine.

In a composite ad, a woman in Cosmopolitan or McCall's would be a glamour girl/model by herself not using the product.

Esquire and Playboy would show almost identical ads: women relating to someone socially, posing with the product and as social companions. However, the chances of a woman appearing in a Playboy ad as a sex object instead of as a social companion were about even.

Time and Harper's also would show women in a similar manner. In a composite ad, a woman would be by herself, posing with the product and a social companion. In Time, a woman might be shown as a consumer instead of a social companion.

## Chapter XVIII

### WOMEN'S DEPICTIONS IN ADVERTISING -- 1980

In 1980,

Citing 'an extremely serious threat to peace,' Pres. Carter announced, Jan. 4, a series of punitive measures against the USSR, most notably an embargo on the sale of grain and high technology, in retaliation for the Soviet invasion of Afghanistan.

Eight Americans were killed and five wounded, Apr. 24, in an ill-fated attempt to rescue the hostages held by Iranian militants at the U.S. Embassy in Teheran.

Wreaking death and general devastation on southwestern Washington and northern Oregon, Mt. St. Helens erupted, May 18, in a violent blast estimated to be 500 times as powerful as the Hiroshima atomic bomb. The blast, followed by others on May 25 and June 12, left 25 confirmed dead, at least 40 missing, and economic losses estimated at nearly \$3 billion.

In protest of the Soviet Union's invasion of Afghanistan, the U.S. Olympic Committee voted, Apr. 12, not to attend the Moscow Summer Olympics. In a sweeping victory, Nov. 4, Ronald Wilson Reagan was elected 40th President of the United States, defeating incumbent Jimmy Carter. The stunning GOP victory extended to the U.S. Congress where Republicans gained control of the Senate and wrested 33 House seats from the Democrats.

Former Beatle John Lennon was shot and killed, Dec. 8, outside his apartment building on New York City's Upper West Side. Charged in the slaying was Mark David Chapman, a professed Beatle fan and former psychiatric patient.<sup>1</sup>

According to the Bureau of Labor Statistics, U.S. Labor Department, there were 100,397 (in thousands) employed persons in 1981. (This information was revised to show 1980 census population controls.)

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<sup>1</sup>Hana Umlauf Lane, ed., The World Almanac and Book of Facts 1983 (New York: Newspaper Enterprise Association, Inc., 1981), p. 714-715.

Of the labor force, 43,999 were women, of whom 7,319 were professional and technical; 3,168 were managers and administrators, except farm; 2,916 sales workers; 14,938 clerical workers; 4,190 operatives, except transport; 1,010 private household workers; and 7,332 other service workers.<sup>2</sup>

All six magazines were available for 1980. Depictions of women were in advertising for cigarettes, travel, health/hygiene items, books and leisure products.

Of 607 women shown as glamour girls/models, 124 were depicted in 1980; of 1,354 women shown posing with a product, 150 were shown posing in 1980; of 1,190 women shown by themselves, 178 were alone in 1980.

The ads depicting women in Playboy 1980 were 18 percent of all the women in ads in the seven issues of Playboy studied. Of all the women depicted in ads in Cosmopolitan (seven issues studied), 31 percent were in 1980; of all the women depicted in ads in Harper's (10 issues studied), 4 percent were in 1980; of all the women depicted in ads in Time (11 issues studied), 4 percent were in 1980; of all the women depicted in ads in Esquire (11 issues studied), 1 percent was in 1980; of all the women depicted in ads in McCall's (10 issues studied), 6 percent were in 1980.

Women appeared as glamour girls/models in McCall's, Cosmopolitan, Playboy and Esquire. They were shown that way

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<sup>2</sup>Ibid., p. 128.

most often in McCall's and Cosmopolitan. They were consumers in Cosmopolitan, Time, Esquire and McCall's. Women also were shown as social companions in Playboy and Harper's; as wives in Time and McCall's; as employees in Time and Esquire; and as professionals in Harper's and Esquire.

They were shown most often as social companions in Playboy; as employees in Esquire; and as professionals in Harper's.

Women also were portrayed as sex objects in Playboy, mothers in Time and as ornaments, part of a group and sportswomen in Esquire. Women were shown most often in Time as mothers.

Esquire showed women in seven roles. Cosmopolitan and Harper's each showed women in two. Five of the roles were shown in three magazines and none of the others. For example, women were shown as sportswomen only in Esquire. Though women were doing many different things, it was basically only the Esquire readers who saw them. Even the traditional roles were depicted by few magazine -- mothers were shown in Time, but not in any other magazine.

The Esquire ads were only a small percentage of all the ads depicting women in that magazine. Thus, women were shown doing different things in 1980, but mostly in one magazine, and it did not show women in varied roles often.



Women posed with the product in all the magazines. They were shown that way most often in Playboy, Cosmopolitan, Time and McCall's. Women were using the product in all the magazines but Harper's. They were spokeswomen in Harper's, Time, Esquire and McCall's.

Women were part of the product in Harper's and Esquire, and wearing the product in Cosmopolitan and Esquire. The Harper's and Esquire ads that featured women showed them most often as part of the product. Women were seen only in Harper's as the author or editor.

Only Playboy, Time and McCall's depicted women most often posing with the product and next as using it. Playboy was the only magazine that depicted twice as many women posing with the product as using it. Again, women posed with men's products. However, they also were posing in ads for vehicles or liquor -- products that could be purchased by men or women.

Esquire also showed twice as many women posing with the product as using it. However, Esquire showed most women as part of the product first, posing second, and using it third. In Esquire, women were shown wearing one product -- sportswear. However, a man's version of the same tennis outfit was being sold to men by having it worn by a man.

Women were shown most often by themselves in 1980 ads. Cosmopolitan, Harper's, Esquire and McCall's all showed more

women by themselves than any other way. Time and Playboy also showed women by themselves.

Women were portrayed relating to others socially in Playboy, Cosmopolitan, Harper's and McCall's. They were shown most often socially in Playboy. The ads in Playboy, Cosmopolitan, Time and Esquire also depicted women relating to others impersonally.

Women were shown relating to others in a family in Time, Harper's and McCall's. Time showed women most often this way in its ads. Women in business were shown in Esquire, and women were shown as equal most often in Harper's.

Cosmopolitan showed six times as many women by themselves as were shown the next most popular way. In McCall's, it was three times as many. Esquire showed twice as many, while Harper's showed women as both equal to men and by themselves most often. In Harper's, the top portrayals also were seen twice as often as the next portrayal.

Both Cosmopolitan and Esquire showed women most often by themselves and next relating to others impersonally. To look at only these magazines, one would assume women were lonely in 1980. However, Time showed women most often relating to others as family members--twice as often as it showed women by themselves. And Playboy showed them almost twice as often relating to others socially as by themselves.

Only Harper's and Esquire showed women relating to others in important ways: Harper's showed women as equal to men, and Esquire showed them as businesswomen. Harper's showed the same number of women by themselves and as equal to men.

A composite woman in Playboy would be posing with or using the product, and would be seen socially with a companion. A woman in Cosmopolitan or McCall's would be posing with the product, by herself and a glamour girl/model. The Harper's woman would be by herself or equal to others, part of the product and a professional. In Time, the woman would be a mother relating to family members while posing with the product. A woman employee by herself, who is also part of the product, would be the woman in an Esquire ad.

## Chapter XIX

### WOMEN'S DEPICTIONS IN ADVERTISING

#### BY MAGAZINE TYPE AND PERIOD

In all of the magazines, the most popular roles were: social companion, glamour girl/model, consumer, wife, employee, mother, professional, sex object and cleaner.

The most popular roles in 1940 were: social companion, ornament, consumer, mother and wife. In 1944, the most popular roles were: wife, consumer, social companion, mother, employee, glamour girl/model, ornament, and cleaner. From 1948 through 1960, the roles were: social companion, glamour girl/model, professional, ornament, wife and consumer. From 1964 through 1980, the roles were: social companion, glamour girl/model, employee, sex object, wife, consumer and ornament.

The most popular role in the men's magazines was social companion. Women were social companions more than twice as often as ornaments, the next most frequent depiction. They were also glamour girls/models, sex objects and wives. In the general-interest magazines, women were most often shown as employees, consumers, mothers, wives, social companions and professionals. Women's magazines showed women as consumers, glamour girls/models, wives, ornaments, social companions and cleaners.

The men's magazines showed women as social companions most often in every year. The general-interest and women's

magazines, however, were more varied: women were employees most often in 1944 and 1964-80 in general-interest magazines, and were glamour girls/models most often in 1948-60 and 1964-80 in women's magazines. Thus, general-interest and women's magazines showed women doing more kinds of things.

The only variations in the men's magazines pattern of social companion, ornament and glamour girl/model occurred in 1940 (women were also shown as wives) and 1964-80 (women were also shown as sex objects). Thus, they presented a limited number of roles for women.

The general-interest magazines had six predominant roles, as did the women's magazines. However, the portrayals in the women's magazines were more home-oriented, while the general-interest portrayals concerned both the home and the outside world.

This concern was most evident in 1944, when more women were engaged in something besides tending to the family. Women were most often portrayed as glamour girls/models and ornaments in men's magazines during World War II and from 1948-60. Women's magazines portrayed women in these roles most often from 1964-80. After the initial thrust of the Women's Movement, women's magazines, it seems, should have made more of an effort to portray women doing responsible things.

In all the magazines, more women were shown posing with the product than any other way. The next most popular portrayals of women in relation to the product were using it, wearing it, or as spokeswomen for it.

In men's magazines, almost twice as many women posed with the product as used it. In general-interest magazines, one-third more women were posing than using, and in women's magazines, one-fourth more were posing than using.

In 1940 and 1944, women were posing with the product, using it, wearing it, or speaking for it. From 1948-60, women were posing with the product and using it most often. They also were shown as part of the product, author/editor of it, or a spokeswoman for it. In the last period of the study, women posed with the product, used it, and were shown wearing it and as part of it. Thus, there were no major differences from period to period or from magazine type to magazine type: women posed with the product or used it more often than anything else.

Most women in the study were portrayed by themselves. They were also shown relating to others socially, as family members, impersonally and as businesswomen.

In men's magazines, women related to others most often as social companions. They also were shown impersonally relating to others and by themselves. Twice as many were shown as social companions as were shown either impersonally or by themselves.

In general-interest magazines, twice as many women were shown by themselves as were shown relating to others socially, the next most popular portrayal. They also were shown relating to others as family members or impersonally.

From 1940 through 1980, men's magazines showed women most often socially. They also were shown impersonally or by themselves. Women also were shown as family members in men's magazines but only in 1940.

In 1940, 1948-60 and 1964-80, women related to others as family members, socially, or they were shown by themselves in general-interest magazines. In 1944, women were shown relating to others through business, impersonally or as family members. Women were most often family members in the first two periods of the study, and were by themselves most often in the last two periods.

Women's magazines showed women most often by themselves throughout the study. They were also relating to others socially or as family members in every period but the last. In that period, women were not shown as family members, but were shown relating to others impersonally.

In all the magazines, in 1940 women were by themselves or relating to others socially, as family members or impersonally. In 1944, women related to others impersonally, as family members or socially. They also were by themselves, or relating to others as businesswomen. From 1948-60, women were by themselves or relating to others

socially, as family members or impersonally. From 1964-80, women were by themselves or relating to others socially, impersonally or as family members.

Over all, women were shown most by themselves in women's and general-interest magazines. In women's magazines, they were shown by themselves almost four times as often as they were shown socially, the next most popular portrayal. In men's magazines, almost twice as many women were shown socially as were shown by themselves.

Thus, while the historical events that took place from 1940 through 1980 influenced the roles women portrayed in advertising, the events themselves were not as influential as was expected.

Advertising also did not present women doing the things they were doing. For example, there were only two women portrayed as working mothers: one in Time, 1968 and the other in Esquire, 1948. The working mother in Time represented 3 percent of Time's advertising for 1968. The working mother in Esquire represented 1 percent. In reality in 1968, 41 percent of all women were working, while 39 percent of them were mothers. In 1948, the respective figures were 31 percent and 20 percent.<sup>1</sup>

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<sup>1</sup>U.S. Department of Labor, 1975 Handbook on Women Workers, Employment Standards Administration, Bulletin 297, p. 28.



In 1940, 8.6 percent of mothers were working, while 28.2 percent of all women were working. By 1972, 42.9 percent of mothers worked, while 43.9 percent of all women were working.<sup>2</sup>

Thus, advertising created its own world, one in which just enough reality is depicted to persuade the public how much it needs a particular product. As Pease put it: "The public should not be led to expect truth from advertising . . . the problem in advertising . . . was not truth but credibility."<sup>3</sup>

From a liberation standpoint, Time was the least offensive while appealing to the largest readership. (This refers to potential readers, not circulation figures.) Neither Harper's nor Esquire was particularly offensive. However, they were primarily for the socially aware and the male reader respectively, both of which would be smaller groups than Time's potential readers. Considering its editorial nature, Playboy's advertising was not as offensive as might be expected.

The advertising in the women's magazines was alike. Considering the readership of each, though, this is disturbing. The advertising implies that no matter what

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<sup>2</sup>Ibid.

<sup>3</sup>Otis Pease, The Responsibilities of American Advertising (New Haven, Connecticut: Yale University Press, 1958), p. 149.

women do -- Cosmopolitan's younger career-girl or McCall's older housewife -- they are basically the same. As Weibel stated: "Women have always shared a responsibility for home life, regardless of social class or other job responsibilities."<sup>4</sup>

Because women were alone so much in women's and general-interest magazines, it almost looked as if they were in a vacuum. As showing only part of a woman could be construed as the insult of dismemberment, so could showing them by themselves suggest dismemberment from society. There could also be a separate-but-unequal theme running through the ads. Women were most often social companions in men's magazine -- it seemed women were given definition by men.

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<sup>4</sup>Kathryn Weibel, Mirror Mirror Images of Women Reflected in Popular Culture (Garden City, New York: Anchor, Press/Doubleday, 1977), p. 148.

## Chapter XX

### CONCLUSIONS

In conclusion, the images of women in advertising in the magazines studied have not changed as much as women's roles and responsibilities have changed from 1940 to 1980. It is apparent that the nature of the magazine or the products advertised (for male, female or general audiences) had little bearing on the case; women were alone in Playboy, just as they were alone in Time.

In all of the magazines, women were chiefly depicted in one role: glamour girl/model (607 times). The next most popular roles were: social companion (405) and consumer (325). Women were social companions most often in 1940 and 1948. In 1944, the same number were shown as consumers and wives. From 1952 to 1980, glamour girl/model was the most popular role.

In all of the magazines, women were shown posing with the product. Women posed with a product 1,354 times, and used a product (the next most popular depiction) 497 times.

In all of the magazines, women were shown by themselves more than any other way. They were alone in 1,190 ads; the next most popular depiction -- seeing others socially -- was portrayed in 559 ads. In 1948, 33 women were shown by themselves and 33 were shown relating to others socially. In every other year, women were predominantly alone.

This study raises the need for more study. However, the 1974 Sexton and Haberman study, the 1975 Venkatesan and Losco study, and the 1976 Belkaoui and Belkaoui study went from the 1970s to the 1950s only to conclude what small changes had been made. What would the 1920s or 1930s reveal? Perhaps the above studies and this one did not go back far enough to find evidence of real change in the later years.

The 1974 Wortzel and Frisbie conclusions, and those of Lundstrom and Sciglimpaglia (1977) and Duker and Tucker (1977), all point to women being shown the same way in advertising. As far as those conclusions, the finding presented here agree. Perhaps the question is not one of how women are depicted in advertising, but how they perceive that depiction. Again, further study in the nature of that done by Wortzel and Frisbie is indicated: are women content being portrayed logically with a product, even if such a portrayal could be thought of as a stereotype, or would only total role equality with men be satisfactory?

Although this study focused on the images of women, ads were seen where men and women both appeared. In a much more casual sense, then, it can be said that while women were perhaps not portrayed as they ideally should have been, men's depictions were not positive either. Again, further study is indicated to determine whether advertisers see men and women as equally gullible.

As seen in Appendix G, circulation either stayed the same or progressed steadily in one direction. About the only things that really changed dramatically were the total number of ads in a magazine and the percent that depicted women. In Esquire, the highest number of ads was in 1960 (27), the lowest was in 1980 (47); in Time the highest number of ads was in 1948 (107), the lowest was in 1980 (39); in McCall's the highest number of ads was in 1940 (164), the lowest was in 1972 (93); in Harper's, highest numbers of ads was in 1964 (69); the lowest in 1940 (0); in Cosmopolitan, the highest number of ads was in 1980 (262); the lowest in 1956 (62); and, in Playboy, the highest number of ads was in 1980 (161), the lowest in 1956.

The percent of ads that depicted women in Esquire varied from 19 (1944) to 37 (1964); in Time from 39 (1940 and 1948) to 23 (1972 and 1976); in Harper's from 17 (1960, 1964 and 1968) to 43 (1948); in McCall's from 43 (1980) to 74 (1940); in Cosmopolitan from 54 (1952) to 72 (1968); and, in Playboy from 37 (1964 and 1968) to 19 (1956).

The reasons for these changes may or may not be valuable, just as they may or may not be interesting. However, further study is indicated to try and determine what the reasons might be.

## Chapter XXI

### FUTURE TRENDS

Several trends have been predicted for the image women will have in advertising. As Roman and Maas indicated, though advertising is not directly involved in the Women's Movement, advertisers will try to show women more realistically--~~doing things they will now be doing because the movement gave them the opportunity.~~<sup>1</sup> For example, Fred W. Heckel, vice-president of advertising promotion for United Air Lines, sees female executives as a fast-growing market for advertising as women's management roles become more important.<sup>2</sup>

but still  
-> selling  
products

Although steps have been taken to portray men and women equally in job descriptions, "the income gap between men and women continues to widen"<sup>3</sup> as women are mostly in lower-income jobs. However, this does not mean that a woman's meager income is being ignored. Despite her low status, "48 percent of women are working and the implications of this on current values are more important than the status of their occupations."<sup>4</sup>

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<sup>1</sup>Roman and Maas, p. 139.

<sup>2</sup>"Female Executives Become A Target for Ads," Business Week, no. 2497, 1977, p. 66.

<sup>3</sup>Seldin, p. 465.

<sup>4</sup>Margaret Le Roux, "Exec Claims Most Ads to Women Miss the Mark", Advertising Age, 21 May 1979, p. 24.

Kerin, Lundstrom and Sciglimpaglia in 1979 concluded that in ads "the modern woman is not, and will not, accept a thrusting into traditional roles and expects to be found in an expanding number of positions replacing her male counterpart."<sup>5</sup>

They also felt that while women ~~will still be shown~~ as sexual types, it will be to sell items such as lingerie or personal-care products to women.<sup>6</sup> Thus, there will be more explicit intimate appeals to women.<sup>7</sup>

Women will also be shown in ads as real women--they will be allowed to be older and more intelligent as advertisers no longer will present "an illusion on a pedestal."<sup>8</sup>

As The Nation said in 1977<sup>9</sup> and Rena Bartos, senior vice-president of communications development at J. Walter

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<sup>5</sup>Roger A. Kerin, William J. Lundstrom and Donald Sciglimpaglia, "Women in Advertisements: Retrospect and Prospect," Journal of Advertising 8 (Summer 1979): 41.

<sup>6</sup>Ibid.

<sup>7</sup>Ibid.

<sup>8</sup>Francke and Whitman, p. 59.

<sup>9</sup>Seldin, p. 465.

Thompson confirmed in 1980<sup>10</sup> women will not put up with ads they find insulting. They will show their displeasure where it hurts -- by not buying products advertised in a demeaning way.

How will an advertiser know when an ad is insulting to women before it is too late? Roman and Maas suggest the following should be answered by advertisers: "How would you feel if your daughter grew up to act like the woman in your advertisement?"<sup>11</sup>

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<sup>10</sup>Bernice Kanner, "Bartos Takes Aim at Demeaning Women's Ads, "Advertising Age, 23 June 1980, p. 42.

<sup>11</sup>Roman and Maas, p. 140.



## APPENDIX A

Duker and Tucker chose the following advertisements:

1. Mother feeding baby with a new disposable bottle (mother).
2. Beautiful female with a line of cosmetics explicitly emphasizing 'sexiness' (sex object).
3. Beautiful female being featured as a center of attention because of her 'beautiful hair,' the result of using a well-known creme rinse (glamour girl).
4. Several housewives taking part in a testimonial for a new pressure-type drain opener (housewife).
5. A cereal ad featuring a mother with a young daughter discussing the importance of pursuing a career while being able to look out for the welfare of the family (working mother).
6. Beautiful female positioned in a hair coloring ad as an independent individual free to pursue anything without worry (modern woman).
7. Biographical profile of a female orchestra conductor indicating the brand of Scotch whiskey she preferred (professional).

APPENDIX B

McCALL'S AVERAGE ISSUE AUDIENCE

<u>Female Readers</u>	<u>Audience (000)</u>	<u>% Comp.</u>	<u>Index</u>	<u>CFM</u>	
				<u>Four Color</u>	<u>Black &amp; White</u>
<b>Age: 18+</b>	15,127	100.0	100	\$ 3.73	\$ 3.03
18-24	3,179	21.0	121	17.74	14.43
18-34	6,298	41.6	106	8.96	7.28
18-49	9,756	64.5	104	5.78	4.70
25-49	6,577	43.5	97	8.58	6.97
25-54	7,858	51.9	99	7.18	5.84
Household Income \$15,000+	9,369	65.4	124	6.02	4.89
Household Income \$20,000+	7,245	47.8	120	7.78	6.33
Household Income \$25,000+	5,196	34.3	123	10.85	8.83
<b>Employed</b>	7,937	52.5	109	7.11	5.78
Graduated High School or Better	11,819	78.1	113	4.77	3.88
Attended/Graduated College	5,273	33.4	121	10.70	8.70
Household Size 3+	8,807	58.2	107	6.40	5.21
Household Size 5+	2,932	19.4	111	19.24	15.64
Any Children Under 18	7,070	46.7	106	7.98	6.49
Any Children Under 6	3,191	21.1	108	17.67	14.37
<b>Total Metro Areas</b>	10,929	72.3	99	5.16	4.20
Metro Suburbs	6,184	40.9	98	9.12	7.42
Central Cities	4,745	31.4	99	11.89	9.56
A & B Counties	10,164	67.2	100	5.55	4.51
<b>Married</b>	9,686	64.0	106	5.82	4.73
Single, Widowed, Divorced, Separated	5,441	36.0	91	10.37	8.43
Single, Never Married	2,655	17.6	105	21.24	17.27
<b>Own Home</b>	10,591	70.0	104	5.33	4.33
Homemakers	13,559	89.6	99	4.16	3.38
Median Age		40.1			
Median Household Income		\$19,250			
Page Rates: 4-Color - \$56,400					
B & W - \$45,860					

Source: 1980 Simmons  
Rates - Latest announced Effective 4/81

12/17/80

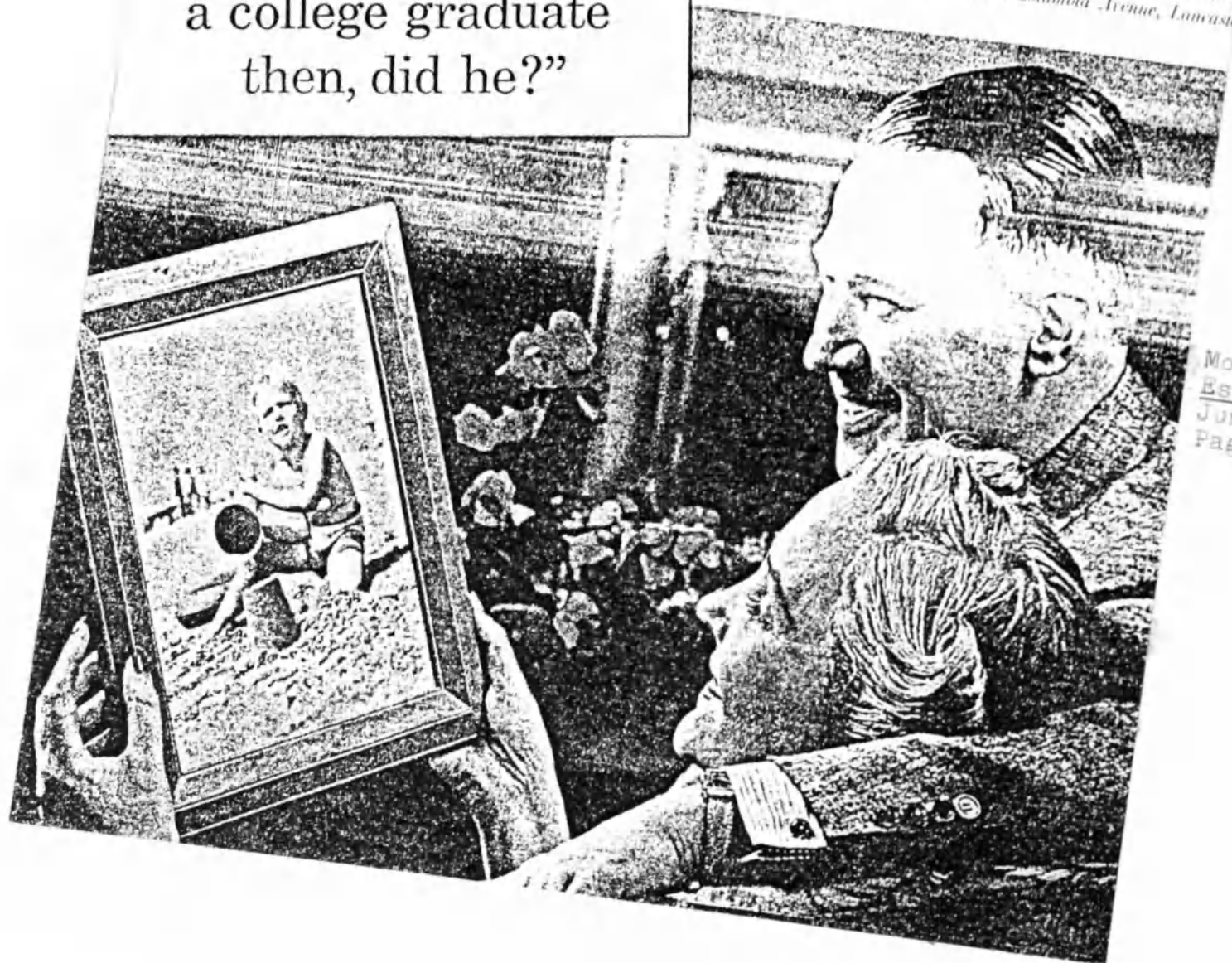
APPENDIX C

- Mother.....Woman shown with children.
- ✕ Sex Object.....Woman shown in obviously seductive pose.
- ✕ Wife.....Woman shown with husband, or referred to as wife in copy.
- ✕ Glamour Girl/Model.....Woman in high-fashion or wearing a lot of make-up.
- ✕ Consumer.....Woman shown as person who has purchased product.
- ✕ Professional.....Woman shown in white-collar position, salaried.
- ✕ Employee.....Woman shown as obviously working for someone else, wage earner.
- ✕ Social Companion.....Woman shown on a date, either with a man or another woman or women.
- Working Mother.....Woman referred to as mother or shown with child/children, working.
- Recipient of Gift.....Woman shown receiving present.
- Other Family Member.....Woman shown as a member of a family, but not as wife or mother; shown as sister, aunt.
- ✕ Ornament.....Woman shown adds only luster to surroundings.
- Shopper.....Woman shown is examining goods before purchase.
- Bride.....Woman shown is in bridal gown, or referred to as bride in copy.
- Part of a Group.....Woman/women shown do not stand apart from crowd scene.

<u>Sportswoman</u> .....	Woman shown participating in sports event or wearing clothes that would suggest such participation.
<u>Chauffeur</u> .....	Woman shown in vehicle, driving others.
* <u>Cleaner</u> .....	Woman shown tidying up.
<u>Cook/Server</u> .....	Woman shown preparing/providing food.
<u>Guest</u> .....	Woman shown at leisure, or referred to as guest in copy.
<u>Student</u> .....	Woman shown in school situation where she is obviously not the teacher.
<u>Patient</u> .....	Woman shown in reference to doctor or nurse, or referred to as patient in copy.
<u>Entertainer</u> .....	Woman shown as singer, dancer, actress.

‘Didn’t look much like  
a college graduate  
then, did he?’

Give your daughter or son the most beautiful watch. Hamilton makes only high-grade watches to \$3,000. See the new models at your jeweler's, or write Hamilton Watch Company, 463 Columbia Avenue, Lancaster



Mother  
Esquire  
June 1940  
Page 111



Sex Object  
Time June 5, 1972  
Page 7



*Mother's + Dad's Anniversary*

Wife  
Esquire  
June 1940  
Page 7



Glamour Girl/Model  
Time, June 5 1972  
Page 63



HAVE YOU TRIED



# VICEROY

THE TIP IS A FILTER

- ★ No tobacco crumbs in mouth.
- ★ Throat irritants checked.
- ★ The true tobacco flavor is brought out.
- ★ Cork tips save your lips.

*... and no bits of tobacco can stain your teeth. Your smoke comes clean!*



UNION MADE



**FREE!**  
COUPONS GOOD

COUPONS ALSO IN  
RALEIGH & KOOL  
CIGARETTES

IN U. S. A. FOR LUXURY PREMIUMS

Consumer  
*Esquire*, June 1940  
Page 165

**Gail Egan was one of  
the best veterinarians  
in town  
(Portales, N.M.-pop. 10,529).**

**Now she's one of the  
best veterinarians  
in the country  
(Kenya-pop. 10,506,000).**

Ever since Gail Egan was old enough to ride a horse, she knew she wanted to work with animals. When she graduated from Colorado State University as a Doctor of Veterinary Medicine, a well-paid career as a veterinarian was open to her.

But Gail Egan wanted more than that. She wanted to aid people who really needed help with their animals. People, for example, whose very lives were dependent on their cattle. So she became a Peace Corps Volunteer.

Today Gail is living in the Great Rift Valley of Kenya, one mile from the Equator. She works with a staff of 35 people, striving to control hoof and mouth disease among cows, training laboratory assistants to read blood slides, supervising cattle breeding.

"The people here want someone who can help them with their herds," says Gail. "They know that since I am here, some of their cattle are doing better."

The Peace Corps today is open to every American of ability who wants to share that ability with people who need it. Among the thousands of Peace Corps Volunteers now serving in 60 countries are girls of 22 and grandmothers of 55; recent college graduates and self-taught master mechanics; single people and people with families; blacks and whites.

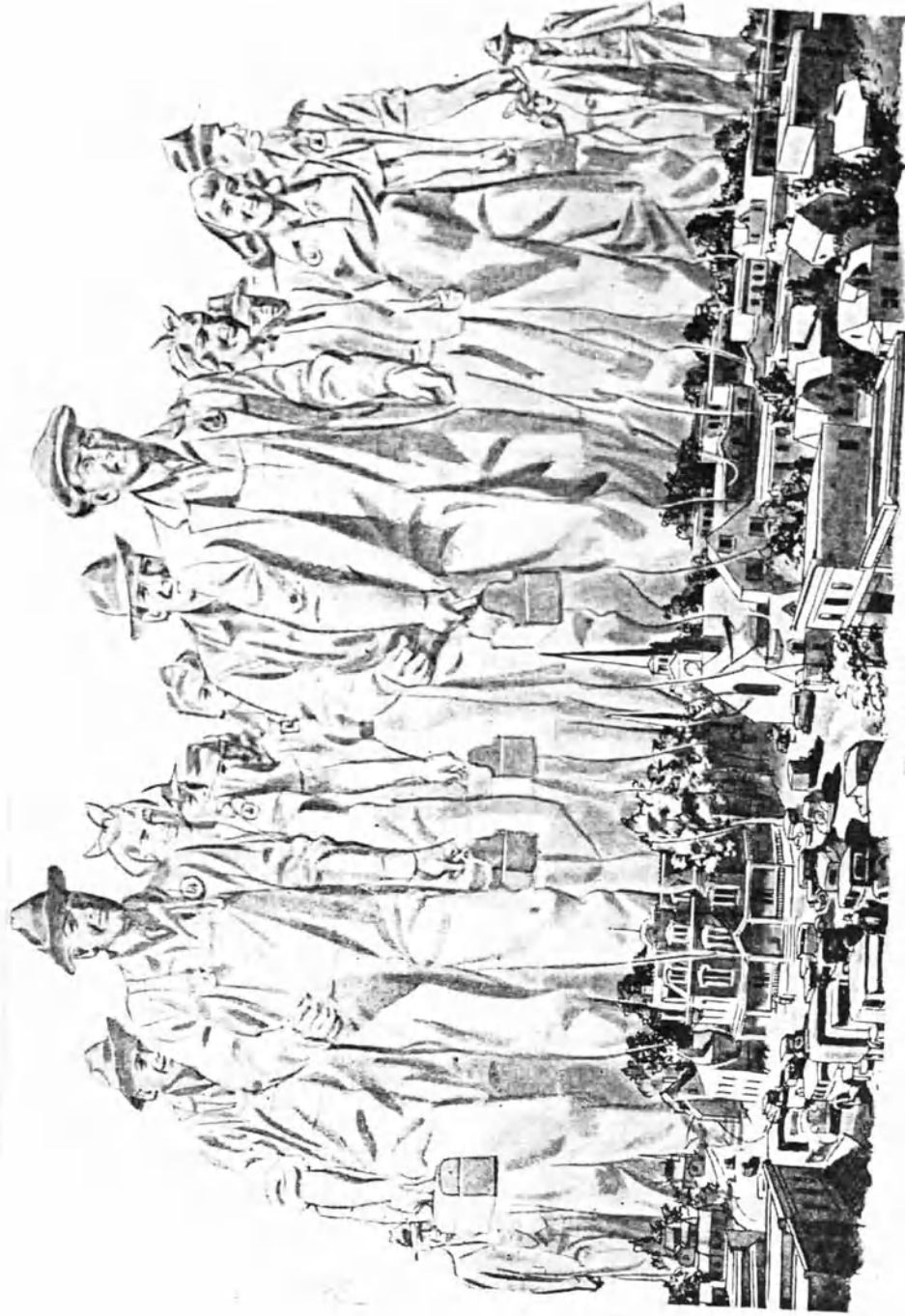
Like to know more?

Write to: Peace Corps, Washington, D.C. 20525.



Professional  
Time  
June 5, 1972  
Page 4

**The Peace Corps**  
You can be proud of it. You can be part of it.



Employee  
Time, June 5 1944  
Page 39



Captain Auke de Jong of the S.S. Nieuw Amsterdam greets several passengers.

Social Companion  
Harper's, June 1964  
Page 31

Working Mother  
Time, June 7 1968  
Page 15

# WHY THE WRIGHTS RENT A PITNEY-BOWES POSTAGE METER TO MAIL JUST 5 LETTERS A DAY.

133



If you walk through the long, low building that houses the Wright Improvement Company in Liberty, Kentucky, you're bound to run into a Wright. Either John Wright, the owner; his wife, Linnie; Russell, his son; or daughter-in-law, Mabel. (That's Mabel and Russell in the picture.) Together, they've made a nice family business of selling farming, tobacco and highway machinery to customers in their rolling, rural part of the state.

About a year and a half ago, the Wrights took a non-family worker into the business: a Pitney-Bowes desk model postage meter,

to help with the work in the office.

Since then, the meter's been adopted by every Wright who's used it.


The meter prints the postage right on the envelope. So to Linnie, who "dreaded the thought of having to lick all those stamps," the meter has meant a more pleasant job. To Mabel, it's the way the meter and its flap sealer "cut the time we spend getting the statements out."

Because she can have the meter set to hold up to \$99.99 in postage in just one trip to the Post Office, Mabel can spend more time at her job. Something quite impor-

tant since Linnie has her own work to do and there's no one else to replace her. As Mabel put it, "It's unhandy for us to go uptown for stamps."

Even Russell and John, who prefer the repair bays to the office, like the meter because it can print a little ad on the envelope at the same time it prints the postage. The ad they chose reads, "It's Service After The Sale That Counts."

If you've a business where every person and minute counts, you should adopt our meter, too.

 **Pitney-Bowes**

Recipient of a Gift  
Time, June 6 1960  
Page 66







Other Family Member  
 Time, June 3 1940  
 Page 4



**As if Dad  
 can't guess!**

It's a thoughtful daughter—son—or wife—who knows what the head of the house likes best for Father's Day. If he's a man of taste for the better things, you can be sure he'll appreciate Webster cigars. What's more, Webster is of such *exquisite bouquet*

that the whole family will enjoy its being smoked about the house. Dad can really "go to it." For this superb combination of 100% long Havana filler and choice light-claro wrapper gives Websters a fragrant mildness not surpassed even in costly imported Cuban cigars. Boxes of 25 or 50 for Father's Day.

**WEBSTER**

CUSTOM-MADE CIGARS

FANCY TALES 15¢  
 (after-dinner size)

- Queens ..... 2 for 25c
- Golden Wedding.. ..... 10c
- Perfecto Chico ..... 10c

*First in the Social Register*



Ornament  
Esquire, June 1940  
Page 135



Four Famous Bostonians. On upper deck: *Hiboy*, new tan and white sport moccasin and *Rivoli*, smart wing-tip buckskin. On lower deck: *Balance*, all-white buckskin with red rubber sole, and *Clayton*, wing-tip in white buck and tan Congo calf.

Shoe of the Season is Kendal—handsome wing-tip, at right. Imported white buck trimmed with rich tan calf.

● That's all feet ask of you—shoes that "give them a break"; shoes that rest your weary soles—put them . . . "at ease."

Ordinary shoes won't . . . can't! To feel right, shoes must *fit* right—must cushion your feet *in action!* That's why Bostonians are *Walk-Fitted*. Their Foot-Form inner-soles match the form of active feet—support where they should, give where they should—*fit* from heel to toe.

Get *your* feet set to go places this summer in *Walk-Fitted* Bostonians. Sitting, standing or walking—you'll be "at ease", from the ground up, in Bostonians.

*Bostonians . . . Whitman, Mass.*

\$7.85 to \$11.00



Line-up for Licking Summer (above) are three of the smartest sport shoes we've ever seen: *Rivoli*, *Hiboy* and *Balance*.

**Carrier**

AIR CONDITIONING • REFRIGERATION

For 50 years—the people who know air conditioning best

***Look ahead when you buy air conditioning***

- Look at the new Carrier Weathermaker for stores, offices, restaurants—the Weathermaker that lasts longer, adapts better to the changing needs of any business.

Shopper  
Time, June 2 1952  
Page 99



*Bob + Mary - Mr. + Mrs.*

Bride  
Esquire, June 1940  
Page 7



Part of a Group  
*Esquire*, June 1940  
 Page 161

*Sat:* A few of the crowd were in and we enjoyed the latest hit tunes on Victor Records. *Sun:* Played over nearly all the numbers in our grand Victor Album, "A John Charles Thomas Program"—his voice so beautifully reproduced, he might have been here in person, singing to us. *Mon:* Alone—and in the mood for *my* music—Debussy's *La Mer*—the magnificent recording for Victor by Koussevitzky and the Boston Symphony. *Tues:* Tommy home from school, chirping about his high grade in history. We listened to Ballads of the American Revolution and War of 1812—from the Victor Folk Song Series. Tommy's enthusiasm and spritely comments delighted me...

Enjoy the music you want, when you want it—on Victor Red Seal and Victor Black Label Records. Hear the greatest artists, the most

famous entertainers, whenever you wish. To enjoy these superb records to the utmost, you need a *genuine* 1940 RCA Victrola. Shown above is Model U-43, combining record and radio entertainment. A few of its features: Gentle Action Automatic Record Changer  
 Superb realism at low or high volume due to powerful Push-Pull Audio System... Radio with Push-Button Tuning American and Foreign reception. Plug-in for Television Attachment... Built-in Magic Loop Antenna . . . \*125\*

Trade-marks "Victor," "Victrola" Reg. U. S. Pat. Off. by RCA Manufacturing Co., Inc. You can buy RCA Victrolas on C.I.F. easy payment plan. \*Price C.O.D. Camden, N. J. subject to change without notice. For finer radio performance—RCA Victor Radio Tubes.

Get the new RCA Victor Long Life Needle with precious metal tip. Saves records and brings out finest tone. \$1.00



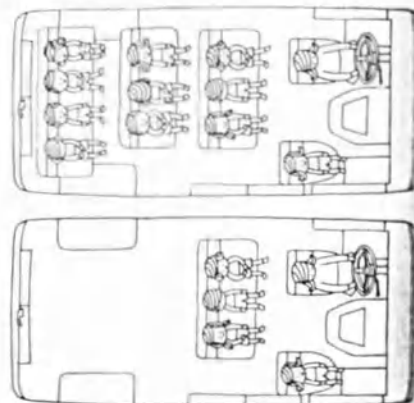
**It lets you do things you  
couldn't do before.**



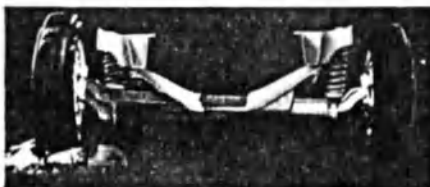
Sportswoman  
Esquire  
June 1980  
Page 46

Chauffeur  
Time, June 5 1968  
Page 38

# Try cramming 12 campers into a standard wagon and you'll see where Ford Motor Comp<sup>143</sup> got the idea for the new Ford Club Wagon.



Too many people? Too little space? Ford Motor Company engineers have a better idea. Club Wagons that practically let you custom design the seating. For five, eight, or twelve passengers. Or nine passengers and one table. Cargo? Our new Club Wagons give you much more space than any others. Because of



exclusive Twin-I-Beam suspension they ride smooth and quiet as a car. Which isn't the only Club Wagon exclusive. There's outside servicing for gas, oil and water. And interiors that look like they belong in much less practical surroundings. You get more value in a Ford Club Wagon. Not to mention 12 campers.



# Ford

...has a better idea



Cleaner  
Time, June 5 1972  
Page 72



Make sure "The Shield of Shelter" is standard equipment on your car. MFA Automobile Insurance is not only shelter from financial loss, it's also shelter from worry about the unexpected.

**MFA Insurance**  
**the Shield of Shelter**



For your life,  
health, home, car

CALL YOUR MFA INSURANCE AGENT... SEE THE YELLOW PAGES

## a bear for wear

That's Consoweld  
in *any* length. It's moisture and alcohol proof, burn  
resistant, and practically indestructible  
through ordinary wear.



## adds colorful beauty everywhere!

That's Consoweld—available in a wide range of smart colors  
and patterns to complement every color scheme. Write for  
the name of your nearest distributor. He'll be glad to show you  
samples of the wonder surfacing chosen for thousands of beautiful uses



# CONSOWELD

Cook/Server  
Time, June 2 1952  
Page 70



# “I switched from clay litter to Litter Green®..

## when some friends asked if I kept my cat's litter box under the sofa

“They were joking (but not really). I took a sniff and you *could* smell a sour odor... even out in our living room. I'd just changed the clay litter the day before so I decided then and there to try Litter Green. I'd heard on television that Litter Green ingredients could stop odors better than clay. Well, it's true — Litter Green makes my home much more pleasant, both to me and to my guests. Every cat owner should definitely try Litter Green!”

Jan Smith and Brandi  
Belmont, California



**Litter Green®**  
with chlorophyll and natural alfalfa deodorizers.  
**Stops odors  
clay can't control.**

© 1976 The Clorox Company

Guest  
McCall's, June 1976  
Page 94

147

*Everywhere  
you look*

# RODDIS

*does wonderful things with wood*



Student  
Time  
June 6 1960  
Page 43



Patient  
McCall's  
June 1976  
Page 111

**In a major hospital study, Excedrin  
relieved pain better than regular aspirin.**



The Lovely

# Hildegard

International Chanteuse

AFTER THE THEATRE in the  
Cafe Lounge and Snack Bar

**EMILE  
PETTI**

and his  
Orchestra



**THE COCKTAIL HOUR**

DANCING Daily and Sunday and after the Theatre  
SNACK BAR Luncheon and Dinner Daily and Sunday

**SAVOY-PLAZA**

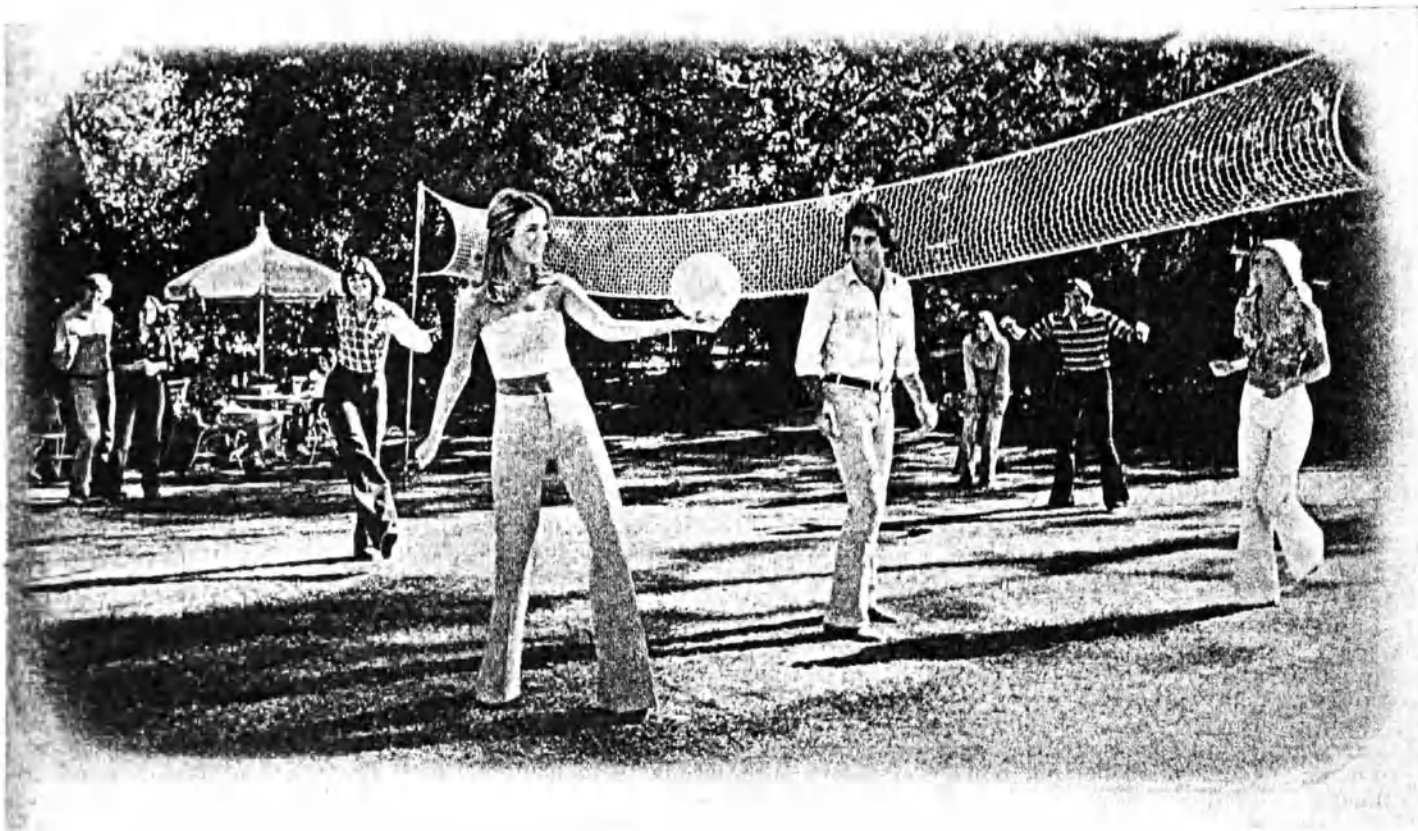
FIFTH AVENUE, 58th to 59th Street, NEW YORK

Entertainer  
Esquire, June 1940  
Page 20

APPENDIX D

<u>Social</u> .....	Woman shown interacting with others on a personal level.
<u>Business</u> .....	Woman shown interacting with others in the course of her job.
<u>Impersonal</u> .....	Woman shown with others, but not interacting with them.
<u>Family</u> .....	Woman shown is related to others.
<u>Dependent</u> .....	Woman shown relying on someone else.
<u>Alone</u> .....	Woman shown is only person in ad.
<u>Negative Influence</u> .....	Woman shown does nothing but complain.
<u>Equal</u> .....	Woman shown has the same rights, duties, privileges as males in the ad.





Social  
McCall's, June 1976  
Page 109



*"If he's that way again today I'm Going to Quit!"*

Business  
Time, June 2 1952  
Page 8



*Gambol in the sun, but-*  
**Don't gamble with your eyes!**

Look ahead to happy days!  
To joyous fun in the sun—  
but when at play. **PLAY SAFE!**  
Wear "OPTIKS"—the Sun Glass  
with the **SCIENTIFICALLY GROUND  
AND POLISHED LENS** that  
shields your eyes from the sun,  
**YET WILL NOT DISTORT THE VISION!**  
"OPTIKS" are sturdily made  
to see you clear through  
many a summer, and smartly  
designed to fit perfectly. Frames  
in white, clear crystal, or  
simulated shell. **\$1.00**  
including case



Sportster with  
side shield as  
shown, or  
with double  
hinge temple.

Aristocrat with  
streamlined  
temple as shown,  
or with side  
shield.



**"Optiks"**  
Ground & Polished  
**SUN GLASSES**

Other "OPTIKS" models on sale  
at leading stores, or write to:

(In Canada: Lapin Products Ltd.,  
Canadian Lapin Products Ltd.,  
587 Fleet St., W. Toronto, Can.)

**LAPIN PRODUCTS INC. • 200 VARICK STREET • NEW YORK, N. Y.**



### **At the World's Fair!**

All three advantages. Here, too, you'll find National City Travelers Checks easy to buy...speedily accepted...fully refundable. When you "Come to the Fair" carry them—relax and enjoy the fun!

Family  
Harper's, June 1964  
Page 10



## "HERE, MOM, LET RAND M'NALLY SETTLE IT!"

Dad's 'most always right! And this time he's right again—in taking Rand M'Nally's advice on how to get there. After all, no one but a map-maker could keep up with *all* the changes in the highways and byways!

Imagine—each year, on the average state map, there are about 250 major alterations that require as many as 5,000 minor changes with new route colors, new route numbers, new distance figures.

To keep you posted wherever you drive, Rand M'Nally keeps constant watch through some 200 research men

located in all state capitals and major cities. All highway projects are reported to map headquarters promptly and in accurate detail. Only in this way is it possible to produce the authoritative maps that have a right to the name of Rand M'Nally.

On your vacation trails this year, you'll see many Rand M'Nally Road Maps—furnished through the courtesy of the nation's oil companies. Your bookstore, too, carries the complete Rand M'Nally Master Highway Guide which covers the United States, Canada, and Mexico. When you want to know where it is, how far it is, how to get there, and where to stop for food and lodging, do as millions of travel-wise Americans do . . . let Rand M'Nally show you.

Road Maps - Travel Folders - Maps - Atlases  
Globes - School Books - School Maps - Tickets  
Coupon Books - Children's Books - Child Life  
Magazines - Bankers Monthly  
Bankers Directory

### RAND M'NALLY & COMPANY

Dependent  
Time  
June 3 1940  
Page 80



Alone  
Harper's  
June 1964  
Page 15

for the woman who  
dares to be different...

**EMERAUDE**

parfum de **COTY**





Negative Influence  
Esquire, June 1944  
Page 8

Time, Equal  
June 5 1944  
Page 5





*Sp...  
how...*

**A WOMAN'S PLACE** in wartime is where she can be of greatest service to her country! So reasoned Elsa Gardner of Buffalo, who had been a merchandising stylist before the war. With the courage of her convictions, plus an Oldsmobile for transportation, she enlisted for war work way back in the days when women war workers still were a novelty. She drove her car 40 miles a day in order to attend Bell Aircraft Corporation's training course for Airacobra mechanics. She was the first woman to qualify as an Airacobra service instructor. Today, Miss Gardner teaches Army Air Force mechanics at Camp Bell. Her car is her daily transportation—she couldn't carry on for Victory without it!



**MISS GARDNER TEACHES** pre-flight inspections, servicing, and maintenance of Airacobra fighter planes at Camp Bell. This Army Air Force school is operated by Bell Aircraft Corporation.



**THIS WAR-WORKING CAR** also takes the Gardner family to church, often carries donors to the Blood Bank.



**ANOTHER WAR BOND** for mother! Miss Gardner buys Bonds regularly. Her parents are active in salvage campaigns.



**THERE IS NO DIRECT BUS SERVICE** to Camp Bell at the hours Miss Gardner goes to work. Like millions of other essential workers, she must depend on an automobile for transportation.



**THIS 9-YEAR OLD CAR** gets authorized Oldsmobile service regularly. It has never failed to deliver Miss Gardner to her vital job, on time.

## APPENDIX E

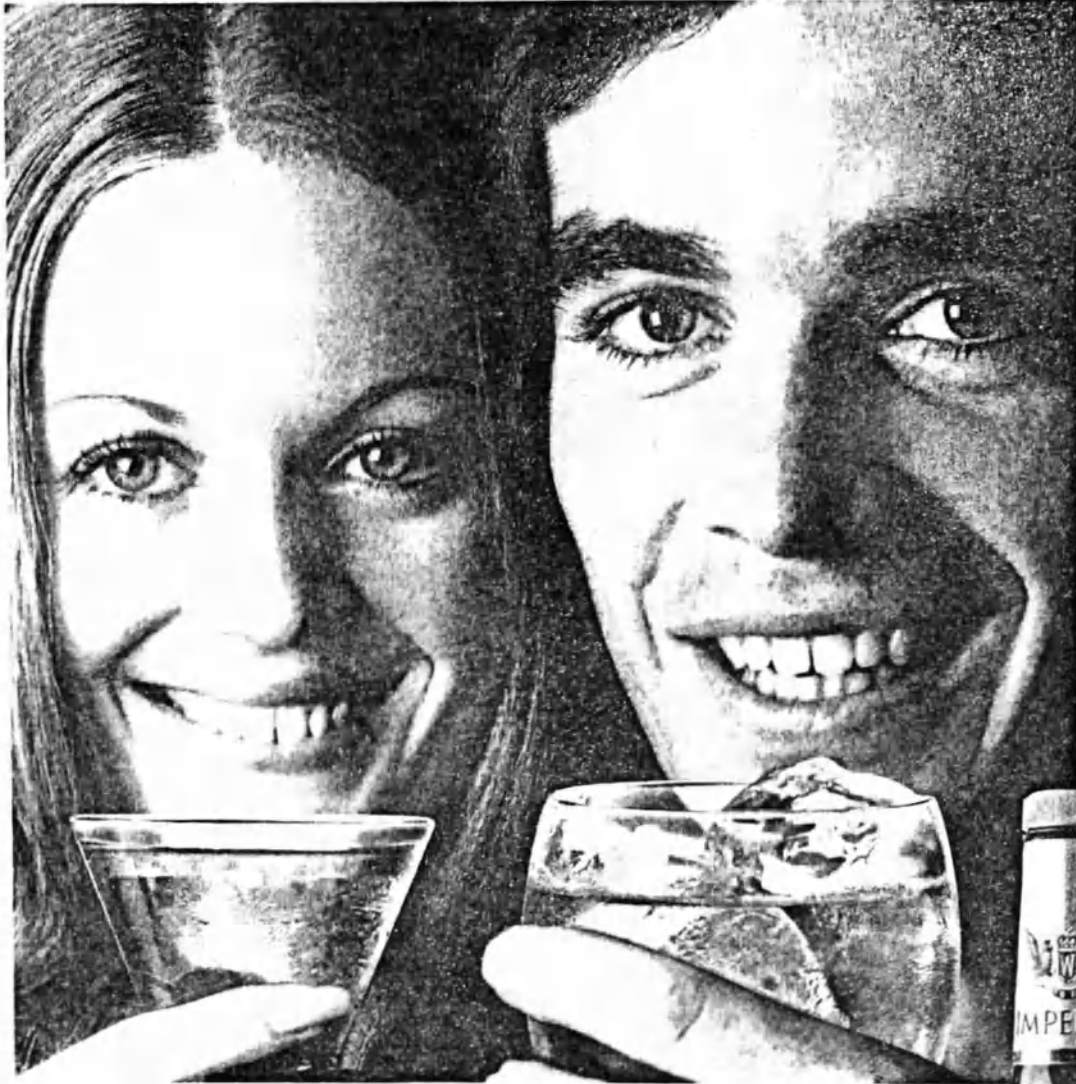
- Using the Product.....Woman shown has the product in action.
- Posing With the Product.....Woman is not using the product, but is pictured near it.
- Speaking For the Product.....Woman is endorsing the product.
- Receiving the Product.....Woman is being given the product.
- Part of the Product.....Woman is shown as a segment of the product (for example: airline ads tended to show stewardesses this way).
- Testing the Product.....Woman shown examining the product.
- Wearing the Product.....Woman shown with the product on her person (refers to clothing and make-up).
- Selling the Product.....Woman shown promoting the sale of the product.
- Comparing the Product.....Woman shown pointing out features of one product more favorably than features of another product.
- Demonstrating the Product.....Woman showing how product works.
- Author/Editor of the Product..Woman referred to in ad either wrote or prepared a book or article or magazine for sale.

Using  
Time, June 5 1972  
Page 23

# IMPERIAL

163

## THE GOOD-NATURED WHISKEY



### IT MIXES WELL

Good whiskey starts with good grain. But Imperial gives nature a big helping hand. We take the time to gentle the taste, to make our whiskey a sip smoother than the rest.

That's why Imperial is so popular. Its rich taste comes on light and goes down easy. In any kind of drink. So mix it up with Imperial. Even the price is good-natured.



Posing  
Harper's, June 1964  
Page 82

CRÈME DE MENTHE, GREEN OR WHITE, 60 PROOF. BLACKBERRY FLAVORED BRANDY, 70 PROOF. CRÈME DE CACAO, 54 PROOF. NATIONAL DISTILLERS PRODUCTS CO. 185

# de kuyper

The  
best  
Crème  
de  
Menthe  
in  
the  
World

CORDIALS



DE KUYPER

ANNO 1695

CREME de MENTHE

NATIONAL DISTILLERS PRODUCTS CO. CINCINNATI, OHIO - DISTRIBUTED BY NATIONAL DISTILLERS

**“Why do I love Wella Kolestral?  
Because it makes my hair  
strong and sexy.”**—*Marjorie Wallace*



Spokeswoman  
Cosmopolitan, June 1980  
Page 134

Receiving  
Time, June 3 1940  
Page 10



# Tell her so!



Mindful little attentions count big in a woman's day. A cheerful word at the right time, a compliment when due, or some little gift or remembrance that, because it is unexpected, is doubly welcome. Such occasions are not set by the calendar - they are entirely up to you!

There's a rich full flavor to Whitman's Chocolates, different from all others. Special care with every ingredient is one of the reasons why. The choice markets of the United States and other ~~lands~~ are constantly searched for their finest fruits, nuts, flavorings and essences. To this premium-quality Whitman's add the famous chocolate coating, smooth and luscious—known for distinctive flavor throughout the world. These are reasons why Whitman's taste so good, *always!*

A WOMAN NEVER FORGETS  
THE MAN WHO REMEMBERS



The SAMPLER, \$1.50, 17-oz.

World-famous box of favorite confections - 100 enticing pieces, 35 different kinds. Also 2, 3 and 5-lb. Samplers.

The FAIRHILL, \$1.00 lb.

Outstanding box of candy at its price. Delightful variety. Also 2, 3 and 5-lb. Fairhills.

GIVE *Whitman's*

CHOCOLATES

IT'S THE THOUGHTFUL THING TO

# SHOKO

Before her training as a Japan Air Lines hostess Shoko Yamamoto learned her perfect manners in the world's oldest "finishing school"—the Japanese household. Now, in traditional kimono, she welcomes you aboard a DC-8 Jet Courier as graciously as to her own home. She serves you with such personal warmth and charm you feel you are already "in Japan." Your flight ends all too soon as you relax amid the pine bough brocades, classic murals, and raked sand carpeting of your Jet Courier cabin.

Add the unique pleasure of flying Japan Air Lines on your next journey to Japan, the Orient, or on around the world to Europe. You may stop over in Hawaii at no extra fare—another "plus" to enjoy when you fly Japan Air Lines, *the calm beauty of Japan at almost the speed of sound.*



**JAPAN AIR LINES**

Choose from daily DC-8 Jet flights to



OFFICIAL PHOTO U. S. ARMY AIR FORCES

**LABORATORY TESTS...**In the Materials Lab all the parts of a tire are tested, the findings tabulated, compiled and reported to the tire makers. C. J. Cleary, Asst. Chief, Materials Lab says, "Give us a material that has no weight and no mass and having infinite strength — and we will have reached our ultimate goal."



**SERVICE TESTS...**Under the supervision of Captain L. V. Coursen of the Materials Lab, shown at the landing test wheel, service tests on airplane tires of all types are constantly being conducted. With the data from these tests, "U.S." and other airplane tire makers are kept up-to-date on product performance.



OFFICIAL PHOTO U. S. ARMY AIR FORCES

**COMBAT TESTS...**Although "U.S." maintains one of the largest scientific staffs in the rubber industry, there are many things that only the AAF can find out about airplane tires. Reports from combat areas help keep our Army bombers and fighters equipped with stronger, lighter, safer tires.

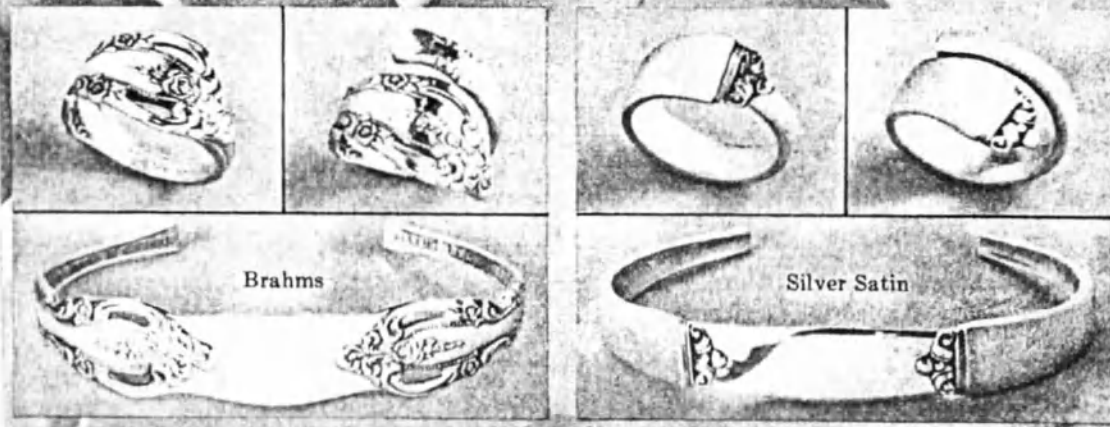
*Listen to the Philharmonic-Symphony program over the CBS network Sunday afternoon, 3:00 to 4:30 E.W.T. Carl Van Doren and a guest star present an interlude of historical significance*

# UNITED STATES RUBBER COMPANY

1230 SIXTH AVENUE - ROCKEFELLER CENTER - NEW YORK 20, N. Y. - In Canada: DOMINION RUBBER CO. LTD.

Testing  
Time, June 5 1944  
Page 41

# Special Gift Offer



Wearing  
McCall's June 1976  
Page 9

# AVON.

## A BEAUTIFUL WAY TO WO 172



Products, Inc., N.Y., N.Y.

"What do I like best about selling Avon? I'd say it's the money I earn. To me, nothing beats being able to buy something we want without feeling the least bit guilty."

Deborah Hart  
Avon Representative  
Largo, Florida



"Today everyone's concerned about prices. It's great to know my customers can depend on Avon and me for really good value."

Selling  
McCall's  
June 1980  
Page 39



# Did they fool you?



173

(For part I of this guessing game, see page 103.)

Mrs. Altamirano, is on the left, her daughter is on the right, but their hands gave you no clue, even though her daughter's are years younger. Does Mrs. Altamirano get compliments on her young looking hands? "Well I do," she admits.

Shouldn't you try her kind of hand care—and use mild Ivory Liquid for dishes?



**Mild Ivory Liquid helps hands stay young looking.**

Comparing  
McCall's  
June 1976  
Page 18



SUDDEN  
BEAUTY.  
Country  
Air  
Mask  
COUNTRY AIR MASK  
in just 5 minutes!



**SUDDEN BEAUTY** Country Air Mask

Gives your skin the natural glow of fresh country air in just 5 minutes!  
COUNTRY AIR MASK sloughs off dead skin, removes oily build-up

# Three ways better!

That's the "Triple-Feature" OASIS!



Demonstrating  
Time  
June 2 1952  
Page 67

No other water cooler gives you so much for your money! Why? Because Oasis gives you *squirt-free* drinks . . . *extra* drinks per operating dollar . . . trouble-free, *silent* operation. That's because Oasis is the cooler with these **THREE FEATURES:**



## 1. NO SQUIRT!

The patented Oasis "Fountain" delivers a smooth-flowing, level drink, regardless of varying water pressures. No unexpected "eye-wash"!



## 2. DOUBLE CAPACITY!

The Oasis "Pre-Kooler" assures plenty of cold water, even on the hottest days. It nearly doubles the volume of cooled water served in a given time!



## 3. QUIET OPERATION!

The fanless Oasis condensing unit not only means fewer moving parts and less upkeep, but also completely eliminates all fan and fan motor noise!


Famous Oasis coolers are made in 3 to 20 gallons-per-hour capacities, in hand or foot-operated models. Ask your Oasis Distributor about the right Oasis water cooler for *your* needs. Look for his name in the yellow pages of your telephone directory. Ask him, too, about the Oasis Air Drier that stops moisture damage.



**Oasis** 

Author/ Editor  
Cosmopolitan, June 1980  
Page 56





Her world told her  
their love was  
wrong.  
Her heart  
told her  
there was  
no other  
choice.

176

A wild and restless beauty flees her icy Puritan marriage for the passionate embrace of a charismatic man, part English nobleman, part Indian, whose love could save her from the harsh laws of an unforgiving society — or condemn her to certain death!

# SWEET ABANDON

WENDY LOZANO

AVON PAPERBACK \$2.25

APPENDIX F

ROLES: ESQUIRE\*

	1940	1944	1948	1952	1956	1960	1964	1968	1972	1976	1980
Mother	3	1	4	2	6	2	1	2	2	1	
Sex Object	2	1	3		2		4	2		1	
Wife	7	4	4	3	5	2	5	2	7	2	
Glamour girl/ Model	3	8	8	12	7	17	4	9	7	1	1
Consumer	3	2	4	1	3	9	1	6	5	2	1
Professional		1		1	1	1		1	1	1	1
Employee			1	1	1		1	3	2	3	2
Social Companion	14	11	16	23	17	20	12	12	14	7	
Working Mother			1								
Recipient of a Gift						1			1		
Other Family Member	2	1			1						
Ornament	10	6	13	12	18	7	3	2	2		1
Shopper											
Bride	2	2	3	3	1					1	
Part of a Group	2			1	1	5	2	2	1		1
Sportswoman	3	3	3	2	1	1			1	2	1
Chauffeur										1	
Cleaner				1		1					
Cook/Server					2						
Guest					1						
Student	2		2								
Patient											
Entertainer	3	3	1	2	1	4	1				

\*Number of women shown in this role in year indicated.

ROLES: ESQUIRE\*

	1940	1944	1948	1952	1956	1960	1964	1968	1972	1976	1980
Mother	5	2	6	3	9	3	3	5	4	4	
Sex Object	3	2	5		3		11	5		4	
Wife	12	9	6	4	7	3	14	5	16	9	
Glamour girl/ Model	5	18	12	19	10	24	11	22	16	4	12
Consumer	5	4	6	1	4	13	3	14	11	9	12
Professional		2		1	1	1		2	2	4	12
Employee			1	1	1		3	7	4	13	25
Social Companion	25	25	25	36	25	28	35	29	32	32	
Working Mother			1								
Recipient of a Gift						1			2		
Other Family Member	3	2			1						
Ornament	18	14	21	19	26	10	9	5	4		12
Shopper											
Bride	3	5	5	4	1					4	
Part of a Group	3			1	1	7	6	5	2		12
Sportswoman	5	7	5	3	1	1			2	9	12
Chauffeur										4	
Cleaner				1		1					
Cook/Server					3						
Guest					1						
Student	3		3								
Patient											
Entertainer	5	7	1	3	1	6	3				

\*Percent of women shown in this role in a particular year.

ROLES: ESQUIRE\*

	1940	1944	1948	1952	1956	1960	1964	1968	1972	1976	1980
Mother	12	4	16	8	25	8	4	8	8	4	
Sex Object	13	6	20		13		26	13		6	
Wife	17	10	10	7	12	5	12	5	17	5	
Glamour girl/ Model	4	10	10	15	9	22	5	11	9	1	1
Consumer	8	5	11	3	8	24	3	16	13	5	3
Professional		12		12	12	12		12	12	12	12
Employee			7	7	7		7	21	14	21	14
Social Companion	9	7	11	15	11	13	8	8	9	5	
Working Mother			100								
Recipient of a Gift						50			50		
Other Family Member	50	25			25						
Ornament	13	8	17	16	24	9	4	3	3		1
Shopper											
Bride	16	16	25	25	8					8	
Part of a Group	13			6	6	33	13	13	6		6
Sportswoman	17	17	17	12	6	6			6	12	6
Chauffeur										100	
Cleaner				50		50					
Cook/Server					100						
Guest					100						
Student	50		50								
Patient											
Entertainer	20	20	6	13	6	26	6				

\*Percent of women shown in this role in all the years of the study.

ROLES: MC CALL'S\*

	1940	1944	1948	1952	1956	1960	1964	1968	1972	1976	1980
Mother	13	14		14	12	13	6	3	4	7	2
Sex Object				4							
Wife	19	23		21	7	8	6	5	3	3	7
Glamour girl/ Model	10	11		23	20	28	26	14	15	24	12
Consumer	22	22		13	9	9	10	3	5	9	7
Professional	7	7		5	3			1		1	2
Employee	3	2		1	1	1	2	1	1	1	1
Social Companion	28	10		9	4	6	3	4	6	5	3
Working Mother											
Recipient of a Gift		1									
Other Family Member	3									1	
Ornament	30	16		7	10	4	7	12	10	11	5
Shopper	2	2		1		2			1	1	
Bride	6	4		4	3	1					
Part of a Group	1					2			4		1
Sportswoman	1			1			2	1		2	2
Chauffeur											
Cleaner	20	21		7	5	3	2	1	1	2	5
Cook/Server	10	6		6	2	5	3		3		3
Guest				1	1						
Student	2	1							1		
Patient	1	3					1				1
Entertainer	5	11		3	4		1	2			1

\*Number of women shown in this role in year indicated.

ROLES: MC CALL'S\*

	1940	1944	1948	1952	1956	1960	1964	1968	1972	1976	1980
Mother	7	9		11	15	16	8	6	7	10	4
Sex Object				3							
Wife	10	15		17	9	9	8	10	5	4	13
Glamour girl/ Model	5	7		19	24	34	37	30	28	36	22
Consumer	12	14		11	11	11	14	6	9	13	13
Professional	4	4		4	4			2		1	4
Employee	1	1		-	1	1	3	2	2	1	2
Social Companion	15	6		7	5	7	4	8	11	7	5
Working Mother											
Recipient of a Gift		-									
Other Family Member	1									1	
Ornament	16	10		6	12	5	10	25	18	16	9
Shopper	1	1		-		2			2	1	
Bride	3	2		3	3	1					
Part of a Group	-					2			7		2
Sportswoman	-			-			3	2		3	4
Chauffeur											
Cleaner	11	13		6	6	3	3	2	2	3	9
Cook/Server	5	4		5	2	6	4		5		5
Guest				-	1						
Student	1	-							2		
Patient	-	2					1				2
Entertainer	3	7		2	5		1	4			2

\*Percent of women shown in this role in a particular year.  
-Less than 1 percent.

ROLES: MC CALL'S\*

	1940	1944	1948	1952	1956	1960	1964	1968	1972	1976	1980
Mother	15	16		16	13	15	7	3	4	8	2
Sex Object				100							
Wife	18	22		20	7	8	6	5	3	3	7
Glamour girl/ Model	5	6		12	11	15	14	7	8	13	6
Consumer	20	20		12	8	8	9	3	4	8	6
Professional	27	27		19	11			4		4	7
Employee	21	14		7	7	7	14	7	7	7	7
Social Companion	36	13		11	5	7	4	5	7	6	4
Working Mother											
Recipient of a Gift		100									
Other Family Member	75									25	
Ornament	27	14		6	9	3	6	10	9	10	4
Shopper	22	22		11		22			11	11	
Bride	33	22		22	16	5					
Part of a Group	12					25			50		12
Sportswoman	11			11			22	11		22	22
Chauffeur											
Cleaner	30	31		10	7	4	3	1	1	3	7
Cook/Server	26	15		15	5	13	8		8		8
Guest				50	50						
Student	50	25							25		
Patient	16	50					16				16
Entertainer	18	40		11	15		3	7			3

\*Percent of women shown in this role in all the years of the study.



ROLES: PLAYBOY\*

	1940	1944	1948	1952	1956	1960	1964	1968	1972	1976	1980
Mother								1			2
Sex Object					2	1	8	10	8	9	11
Wife						1	2	1	4	3	
Glamour girl/ Model						9	6	6	6	5	6
Consumer								1	1	4	3
Professional									1		2
Employee							1	1		1	
Social Companion						9	11	14	20	9	17
Working Mother											
Recipient of a Gift											
Other Family Member											
Ornament					2	2	8	9	2	3	1
Shopper								1			
Bride											
Part of a Group							1	1			1
Sportswoman							1	1		2	1
Chauffeur											
Cleaner											
Cook/Server						1				2	
Guest											
Student											
Patient											
Entertainer					1	5	1	2	1	1	1

\*Number of women shown in this role in year indicated.

ROLES: PLAYBOY\*

	1940	1944	1948	1952	1956	1960	1964	1968	1972	1976	1980
Mother								2			4
Sex Object					40	3	20	20	18	23	24
Wife						3	5	2	9	7	
Glamour girl/ Model						32	15	12	14	13	13
Consumer								2	2	10	6
Professional Employee							2	2	2	2	4
Social Companion						32	28	29	46	23	37
Working Mother Recipient of a Gift											
Other Family Member											
Ornament					40	7	20	19	4	7	2
Shopper								2			
Bride											
Part of a Group							2	2			2
Sportswoman							2	2		5	2
Chauffeur											
Cleaner											
Cook/Server						3				5	
Guest											
Student											
Patient											
Entertainer					20	18	2	4	2	2	2

\*Percent of women shown in this role in a particular year.

ROLES: PLAYBOY\*

	1940	1944	1948	1952	1956	1960	1964	1968	1972	1976	1980
Mother								33			66
Sex Object					4	2	16	20	16	18	22
Wife						9	18	9	36	27	
Glamour girl/ Model						23	16	16	16	13	16
Consumer								11	11	44	33
Professional Employee							33	33	33	33	66
Social Companion						11	13	17	25	11	21
Working Mother Recipient of a Gift											
Other Family Member											
Ornament					7	7	29	33	7	11	3
Shopper								100			
Bride											
Part of a Group							33	33			33
Sportswoman							20	20		40	20
Chauffeur											
Cleaner											
Cook/Server						33				66	
Guest											
Student											
Patient											
Entertainer					8	41	8	16	8	8	8

\*Percent of women shown in this role in all the years of the study.

ROLES: TIME\*

	1940	1944	1948	1952	1956	1960	1964	1968	1972	1976	1980
Mother	6	7	6	3	5	8	3	5	3	1	4
Sex Object	1	3	1	2	1				2	1	
Wife	3	5	9	6	8	8	4	6	2	1	3
Glamour girl/ Model	3		4	3	3		2	1	2	2	
Consumer	7	4	4	3	2	3	1	1	3	3	2
Professional	1	3	2			1			1		1
Employee	2	7	12	7	2	2	5	6	2	1	3
Social Companion	5	2	9	3	9	5	3	4	4	3	
Working Mother								1			
Recipient of a Gift	1								1		
Other Family Member		2							1		
Ornament	1	2	3	5	1			1	1		
Shopper		1	2	1				1			
Bride			1	1		1					
Part of a Group		1	3	1	3	1	1	1		2	1
Sportswoman	1	1			1						1
Chauffeur								1			
Cleaner			1					1			
Cook/Server											
Guest											
Student											
Patient											
Entertainer											

\*Number of women shown in this role in year indicated.

ROLES: TIME\*

	1940	1944	1948	1952	1956	1960	1964	1968	1972	1976	1980
Mother	19	18	10	8	14	27	16	17	14	7	26
Sex Object	3	7	2	6	3				9	7	
Wife	9	13	16	17	23	27	21	21	9	7	20
Glamour girl/ Model	9		7	8	8		10	3	9	14	
Consumer	22	10	7	8	6	10	5	3	14	21	13
Professional	3	7	3			3			4		6
Employee	6	18	21	20	6	7	26	21	9	7	20
Social Companion	16	5	16	8	26	17	16	14	18	21	
Working Mother								3			
Recipient of a Gift	3								4		
Other Family Member		5							4		
Ornament	3	5	5	14	3			3	4		
Shopper		2	3	3				3			
Bride			2	3		3					
Part of a Group		2	5	3	8	3	5	3		14	6
Sportswoman	3	2			3						6
Chauffeur								3			
Cleaner			2					3			
Cook/Server											
Guest											
Student											
Patient											
Entertainer											

\*Percent of women shown in this role in a particular year.

ROLES: TIME\*

	1940	1944	1948	1952	1956	1960	1964	1968	1972	1976	1980
Mother	12	14	12	6	10	16	6	10	6	2	8
Sex Object	9	27	9	18	9				18	9	
Wife	6	10	19	12	16	17	8	12	4	2	6
Glamour girl/ Model	15		20	15	15		10	5	10	10	
Consumer	21	12	12	9	6	9	3	3	9	9	6
Professional	11	33	22			11			11		11
Employee	4	14	24	14	4	4	10	12	4	2	6
Social Companion	10	4	19	6	19	10	6	8	8	6	
Working Mother								100			
Recipient of a Gift	50								50		
Other Family Member		66							33		
Ornament	7	14	21	35	7			7	7		
Shopper		20	40	20				20			
Bride			33	33		33					
Part of a Group		7	21	7	21	7	7	7		14	7
Sportswoman	25	25			25						25
Chauffeur								100			
Cleaner			50					50			
Cook/Server											
Guest											
Student											
Patient											
Entertainer											

\*Percent of women shown in this role in all the years of the study.

ROLES: HARPER'S\*

	1940	1944	1948	1952	1956	1960	1964	1968	1972	1976	1980
Mother			2	1	2		1	1	2	2	
Sex Object				2	1				1		
Wife			2		3		4	1	2	3	
Glamour girl/ Model			1				1			1	
Consumer		1	2				1		1	3	
Professional			14	10	7	2	1	2	7	3	5
Employee			1				3	5	1	1	
Social Companion					1	3	3		1	4	1
Working Mother											
Recipient of a Gift											
Other Family Member											
Ornament				1		1	1	2	1		
Shopper								1			
Bride						1					
Part of a Group			1	1	1	2	1		1		
Sportswoman			1							3	
Chauffeur											
Cleaner											
Cook/Server											
Guest											
Student											
Patient											
Entertainer											

\*Number of women shown in this role in year indicated.

ROLES: HARPER'S\*

	1940	1944	1948	1952	1956	1960	1964	1968	1972	1976	1980
Mother			8	6	13		6	8	11	10	
Sex Object				13	6				5		
Wife			8		20		25	8	11	15	
Glamour girl/ Model			4				6			5	
Consumer		100	8				6		5	15	
Professional			58	66	46	22	6	16	38	15	83
Employee			4				19	41	5	5	
Social Companion					6	33	19		5	20	16
Working Mother											
Recipient of a Gift											
Other Family Member											
Ornament				6		11	6	16	5		
Shopper								8			
Bride						11					
Part of a Group			4	6	6	22	6		5		
Sportswoman			4							15	
Chauffeur											
Cleaner											
Cook/Server											
Guest											
Student											
Patient											
Entertainer											

\*Percent of women shown in this role in a particular year.



ROLES: HARPER'S\*

	1940	1944	1948	1952	1956	1960	1964	1968	1972	1976	1980
Mother			18	9	18		9	9	18	18	
Sex Object				50	25				25		
Wife			13		20		26	6	13	20	
Glamour girl/ Model			33				33			33	
Consumer		12	25				12		12	37	
Professional			27	19	14	4	2	4	14	6	10
Employee			9				27	45	9	9	
Social Companion					7	23	23		7	31	7
Working Mother											
Recipient of a Gift											
Other Family Member											
Ornament				16		16	16	33	16		
Shopper								100			
Bride						100					
Part of a Group			14	14	14	28	14		14		
Sportswoman			25							75	
Chauffeur											
Cleaner											
Cook/Server											
Guest											
Student											
Patient											
Entertainer											

\*Percent of women shown in this role in all the years of the study.

ROLES: COSMOPOLITAN\*

	1940	1944	1948	1952	1956	1960	1964	1968	1972	1976	1980
Mother						1		1			3
Sex Object				1					3	3	
Wife					3	3		3	2	2	7
Glamour girl/ Model				5	18	17		27	64	49	106
Consumer				8	10	9		8	21	45	28
Professional					1			2	1	5	13
Employee					1	1		3	3		
Social Companion				5		4		5	6	12	9
Working Mother											
Recipient of a Gift											
Other Family Member				1							
Ornament				11	3	4		8	8	9	15
Shopper									1		
Bride						1					1
Part of a Group									1	1	1
Sportswoman								1	1	5	5
Chauffeur											
Cleaner				1	1				2		
Cook/Server				1							1
Guest											
Student				1	3	2				1	
Patient											
Entertainer				3		2		1	3	1	4

\*Number of women shown in this role in year indicated.

ROLES: COSMOPOLITAN\*

	1940	1944	1948	1952	1956	1960	1964	1968	1972	1976	1980
Mother						2		1			1
Sex Object				3					2	2	
Wife					7	7		5	2	-	3
Glamour girl/ Model				13	45	38		45	55	37	54
Consumer				21	25	20		13	18	34	14
Professional					2			3	1	4	7
Employee					2	2		5	2		
Social											
Companion				13		9		8	5	9	4
Working Mother											
Recipient of a Gift											
Other Family Member				3							
Ornament				30	7	9		13	7	7	8
Shopper									1		
Bride						2					-
Part of a Group									1	-	-
Sportswoman								2	1	4	2
Chauffeur											
Cleaner				3	2				2		
Cook/Server				3							-
Guest											
Student				3	7	4				-	
Patient											
Entertainer				8		4		2	2	-	2

\*Percent of women shown in this role in a particular year.  
-Less than 1 percent.

ROLES: COSMOPOLITAN\*

	1940	1944	1948	1952	1956	1960	1964	1968	1972	1976	1980
Mother						20		20			60
Sex Object				14					43	43	
Wife					15	15		15	10	10	35
Glamour girl/ Model				2	6	6		9	22	17	37
Consumer				6	7	7		6	16	35	21
Professional Employee .					4			9	4	22	59
Social Companion				12		9		12	14	29	21
Working Mother											
Recipient of a Gift											
Other Family Member				100							
Ornament				19	5	7		13	13	15	26
Shopper									100		
Bride						50					50
Part of a Group									33	33	33
Sportswoman								8	8	41	41
Chauffeur											
Cleaner				25	25				50		
Cook/Server				50							50
Guest											
Student				14	43	28				14	
Patient											
Entertainer				21		14		7	21	7	28

\*Percent of women shown in this role in all the years of the study.

ROLES: WOMEN'S MAGAZINES\*

	1940	1944	1948	1952	1956	1960	1964	1968	1972	1976	1980
Mother	13	14		14	12	14	6	4	4	7	5
Sex Object				5					3	3	
Wife	19	23		21	10	11	6	8	5	5	14
Glamour girl/ Model	10	11		28	38	45	26	41	79	73	118
Consumer	22	22		21	19	18	10	11	26	54	35
Professional	7	7		5	4			3	1	6	15
Employee	3	2		1	2	2	2	4	4	1	1
Social Companion	28	10		14	4	10	3	9	12	17	12
Working Mother											
Recipient of a Gift		1									
Other Family Member	3			1						1	
Ornament	30	16		18	13	8	7	20	18	20	20
Shopper	2	2		1		2			2	1	
Bride	6	4		4	3	2					1
Part of a Group	1					2			5	1	2
Sportswoman	1			1			2	2	1	7	7
Chauffeur											
Cleaner	20	21		8	6	3	2	1	3	2	5
Cook/Server	10	6		7	2	5	3		3		4
Guest				1	1						
Student	2	1		1	3	2			1	1	
Patient	1	3					1				1
Entertainer	5	11		6	4	2	1	3	3	1	5

\*Number of women shown this way in year indicated.

ROLES: MEN'S MAGAZINES\*

	1940	1944	1948	1952	1956	1960	1964	1968	1972	1976	1980
Mother	3	1	4	2	6	2	1	3	2	1	2
Sex Object	2	1	3		4	1	12	12	8	10	11
Wife	7	4	4	3	5	3	7	3	11	5	
Glamour girl/ Model	3	8	8	12	7	26	10	15	13	6	7
Consumer	3	2	4	1	3	9	1	7	6	6	4
Professional		1		1	1	1		1	2	1	3
Employee			1	1	1		2	4	2	4	2
Social Companion	14	11	16	23	17	29	23	26	34	16	17
Working Mother			1								
Recipient of a Gift						1			1		
Other Family Member	2	1			1						
Ornament	10	6	13	12	20	9	10	11	4	3	2
Shopper								1			
Bride	2	2	3	3	1					1	
Part of a Group	2			1	1	5	3	3	1		2
Sportswoman	3	3	3	2	1	1	1	1	1	4	2
Chauffeur										1	
Cleaner				1		1					
Cook/Server					2	1				2	
Guest					1						
Student	2		2								
Patient											
Entertainer	3	3	1	2	2	9	2	2	1	1	1

\*Number of women shown this way in year indicated.

ROLES: GENERAL INTEREST MAGAZINES\*

	1940	1944	1948	1952	1956	1960	1964	1968	1972	1976	1980
Mother	6	7	8	4	7	6	4	6	5	3	4
Sex Object	1	3	1	4	2	9			3	1	
Wife	3	5	11	6	11	1	8	7	4	4	3
Glamour girl/ Model	3		5	3	3		3	1	2	3	
Consumer	7	5	6	3	2	3	2	1	4	6	2
Professional	1	3	16	10	7	3	1	2	8	3	6
Employee	2	7	13	7	2	2	8	11	3	2	3
Social Companion	5	2	9	3	10	8	6	4	5	7	1
Working Mother								1			
Recipient of a Gift	1								1		
Other Family Member			2						1		
Ornament	1	2	3	6	1	1	1	3	2		
Shopper		1	2	1				2			
Bride			1	1		2					
Part of a Group		1	4	2	4	3	2	1	1	2	1
Sportswoman	1	1	1		1					3	1
Chauffeur								1			
Cleaner			1					1			
Cook/Server											
Guest											
Student											
Patient											
Entertainer											

\*Number of women shown this way in year indicated.

## ROLES: WOMEN'S MAGAZINES

	1940 <sup>a</sup>	1944 <sup>b</sup>	1952 - 1960 <sup>c</sup>	1964 - 1980 <sup>d</sup>
Mother	13	14	40 ( 13.30)	26 ( 5.20)
Sex Object			5 ( 1.60)	6 ( 1.20)
Wife	19	23	42 ( 14.00)	28 ( 7.60)
Glamour girl/ Model	10	11	111 ( 37.00)	337 ( 67.40)
Consumer	22	22	58 ( 19.30)	136 ( 27.20)
Professional	7	7	9 ( 3.00)	25 ( 5.00)
Employee	2	3	5 ( 1.60)	12 ( 2.40)
Social Companion	28	10	28 ( 9.30)	53 ( 10.60)
Working Mother Recipient of a Gift		1		
Other Family Member	3		1 ( .33)	1 ( .20)
Ornament	30	16	29 ( 9.60)	93 ( 18.60)
Shopper	2	2	3 ( 1.00)	3 ( .60)
Bride	6	4	9 ( 3.00)	1 ( .20)
Part of a Group	1		2 ( .66)	8 ( 1.60)
Sportswoman Chauffeur	1		1 ( .33)	19 ( 3.80)
Cleaner	20	21	17 ( 5.60)	13 ( 2.60)
Cook/Server	10	6	14 ( 4.60)	10 ( 2.00)
Guest		1	2 ( .66)	
Student	2	3	6 ( 2.00)	2 ( .40)
Patient	1	11		2 ( .40)
Entertainer	5	1	12 ( 4.00)	13 ( 2.60)

<sup>a</sup>Pre-World War II.

<sup>b</sup>During World War II.

<sup>c</sup>Post-World War II, Pre-Movement.

<sup>d</sup>Post-Movement.

( ) Average number of women shown this way.



## ROLES: MEN'S MAGAZINES

	1940 <sup>a</sup>	1944 <sup>b</sup>	1948 - 1960 <sup>c</sup>	1964 - 1980 <sup>d</sup>
Mother	3	1	14 ( 3.50)	9 ( 1.80)
Sex Object	2	1	8 ( 2.00)	53 ( 10.60)
Wife	7	4	15 ( 3.75)	26 ( 5.20)
Glamour girl/ Model	3	8	53 ( 13.25)	51 ( 10.20)
Consumer	3	2	17 ( 4.25)	24 ( 4.80)
Professional		1	3 ( .75)	7 ( 1.40)
Employee			3 ( .75)	14 ( 2.80)
Social				
Companion	14	11	85 ( 21.25)	116 ( 23.20)
Working Mother			1 ( .25)	
Recipient of a Gift			1 ( .25)	1 ( .20)
Other Family Member	2	1	1 ( .25)	
Ornament	10	6	54 ( 13.50)	30 ( 6.00)
Shopper				1 ( .20)
Bride	2	2	7 ( 1.75)	1 ( .20)
Part of a Group	2		7 ( 1.75)	9 ( 1.80)
Sportswoman	3	3	7 ( 1.75)	9 ( 1.80)
Chauffeur				1 ( .20)
Cleaner			2 ( .50)	
Cook/Server			3 ( .75)	2 ( .40)
Guest			1 ( .25)	
Student	2		2 ( .50)	
Patient				
Entertainer	3	3	14 ( 3.50)	7 ( 1.40)

<sup>a</sup>Pre-World War II.

<sup>b</sup>During World War II.

<sup>c</sup>Post-World War II, Pre-Movement.

<sup>d</sup>Post-Movement.

( ) Average number of women shown this way.

## ROLES: GENERAL INTEREST MAGAZINES

	1940 <sup>a</sup>	1944 <sup>b</sup>	1948 - 1960 <sup>c</sup>	1964 - 1980 <sup>d</sup>
Mother	6	7	25 ( 6.25)	22 ( 4.40)
Sex Object	1	3	16 ( 4.00)	4 ( .80)
Wife	3	5	29 ( 7.25)	26 ( 5.20)
Glamour girl/ Model	3		11 ( 2.75)	9 ( 1.80)
Consumer	7	5	14 ( 3.50)	15 ( 3.00)
Professional	1	3	36 ( 9.00)	20 ( 4.00)
Employee	2	7	24 ( 6.00)	27 ( 5.40)
Social Companion	5	2	30 ( 7.50)	23 ( 4.60)
Working Mother				1 ( .20)
Recipient of a Gift	1			1 ( .20)
Other Family Member			2 ( .50)	1 ( .20)
Ornament	1	2	11 ( 2.75)	6 ( 1.20)
Shopper		1	3 ( .75)	2 ( .40)
Bride			4 ( 1.00)	
Part of a Group		1	13 ( 3.25)	7 ( 1.40)
Sportswoman	1	1	2 ( .50)	4 ( .80)
Chauffeur				1 ( .20)
Cleaner			1 ( .25)	1 ( .20)
Cook/Server				
Guest				
Student				
Patient				
Entertainer		1		

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<sup>a</sup>Pre-World War II.

<sup>b</sup>During World War II.

<sup>c</sup>Post-World War II, Pre-Movement.

<sup>d</sup>Post-Movement.

( ) Average number of women shown this way.

## ROLES: ALL MAGAZINES

	1940 <sup>a</sup>	1944 <sup>b</sup>	1948 - 1960 <sup>c</sup>	1964 - 1980 <sup>d</sup>
Mother	22	22	81 ( 20.25)	51 ( 10.20)
Sex Object	3	4	25 ( 6.25)	68 ( 13.60)
Wife	29	32	75 ( 18.75)	98 ( 19.60)
Glamour girl/ Model	16	19	175 ( 43.75)	488 ( 97.60)
Consumer	3	30	89 ( 22.25)	175 ( 35.00)
Professional	8	11	47 ( 11.75)	52 ( 10.40)
Employee	5	9	32 ( 8.00)	53 ( 10.60)
Social Companion	47	23	143 ( 35.75)	189 ( 37.80)
Working Mother			1 ( .25)	1 ( .20)
Recipient of a Gift	1	1	1 ( .25)	2 ( .40)
Other Family Member	5	3	2 ( .50)	2 ( .40)
Ornament	41	24	104 ( 26.00)	122 ( 24.40)
Shopper	2	3	6 ( 1.50)	6 ( 1.20)
Bride	8	6	20 ( 5.00)	2 ( .40)
Part of a Group	3	1	22 ( 5.50)	24 ( 4.80)
Sportswoman	5	4	11 ( 2.75)	32 ( 6.40)
Chauffeur				2 ( .40)
Cleaner	20	21	20 ( 5.00)	14 ( 2.80)
Cook/Server	10	6	16 ( 4.00)	12 ( 2.40)
Guest			3 ( .75)	
Student	4	1	8 ( 2.00)	2 ( .40)
Patient	1			2 ( .40)
Entertainer	8	14	26 ( 6.50)	20 ( 4.00)

<sup>a</sup>Pre-World War II.

<sup>b</sup>During World War II.

<sup>c</sup>Post-World War II, Pre-Movement.

<sup>d</sup>Post-Movement.

( ) Average number of women shown this way.

RELATION TO OTHERS: ESQUIRE\*

	1940	1944	1948	1952	1956	1960	1964	1968	1972	1976	1980
Social	20	17	19	28	19	30	17	12	17	10	
Business				1		2		2		1	1
Impersonal	14	10	15	14	21	11	3	11	5		2
Family	11	7	10	3	6	3	5	2	8	3	
Dependent			1				1	1			
Alone	11	9	14	14	10	20	9	11	9	4	4
Negative Influence											
Equal	1			2	1	2			1	3	

\* Number of women shown this way in year indicated.

RELATION TO OTHERS: ESQUIRE\*

	1940	1944	1948	1952	1956	1960	1964	1968	1972	1976	1980
Social	35	39	32	45	33	44	48	30	42	47	
Business				1		3		5		4	14
Impersonal	24	23	25	22	37	16	8	28	12		28
Family	19	16	17	5	10	4	14	5	20	14	
Dependent			1				3	2			
Alone	19	21	24	22	17	29	25	28	22	19	57
Negative Influence											
Equal	1			3	1	3			2	14	

\* Percent of women shown this way in a particular year.

RELATION TO OTHERS: ESQUIRE\*

	1940	1944	1948	1952	1956	1960	1964	1968	1972	1976	1980
Social	10	9	10	15	10	16	9	6	9	5	
Business				14		28		28		14	14
Impersonal	13	9	14	13	20	10	3	10	4		2
Family	19	12	17	5	10	5	8	3	13	5	
Dependent			33				33	33			
Alone	9	8	12	12	8	17	8	9	8	3	3
Negative Influence											
Equal	10			20	10	20			10	30	

\* Percent of women shown this way in all the years of the study.

RELATION TO OTHERS: MC CALL'S\*

	1940	1944	1948	1952	1956	1960	1964	1968	1972	1976	1980
Social	36	16		18	10	10	3	4	8	7	5
Business	6	12		1	4	2	1	3	2	3	4
Impersonal	16	10		3	8	8	6	2	5	7	4
Family	29	30		20	13	12	9	5	4	7	9
Dependent				2							
Alone	81	72		58	44	43	46	30	31	41	29
Negative Influence											
Equal	2	1		1						1	

\* Number of women shown this way in year indicated.

RELATION TO OTHERS: MC CALL'S\*

	1940	1944	1948	1952	1956	1960	1964	1968	1972	1976	1980
Social	23	11		17	12	13	4	9	16	10	10
Business	3	8		1	5	2	1	7	6	4	8
Impersonal	9	7		3	10	10	9	4	14	10	8
Family	17	21		19	16	16	14	11	14	10	17
Dependent				2							
Alone	47	51		56	55	57	71	68	62	62	57
Negative Influence											
Equal	1	1		1						1	

\* Percent of women shown this way in a particular year.



RELATION TO OTHERS: MC CALL'S\*

	1940	1944	1948	1952	1956	1960	1964	1968	1972	1976	1980
Social	31	13		15	8	8	2	3	7	6	4
Business	15	31		2	10	5	2	8	5	8	10
Impersonal	23	14		4	11	11	8	3	7	10	6
Family	21	22		15	9	8	6	3	13	5	6
Dependent				100							
Alone	17	15		12	9	9	9	6	6	8	6
Negative Influence											
Equal	40	20		20						20	

\* Percent of women shown this way in all the years of the study.

RELATION TO OTHERS: PLAYBOY\*

	1940	1944	1948	1952	1956	1960	1964	1968	1972	1976	1980
Social						9	16	17	24	17	22
Business								3	1	1	
Impersonal					2	6	9	12	4	6	5
Family							2	1	2	4	3
Dependent						1	2	1			3
Alone					3	9	13	12	11	13	13
Negative Influence											
Equal						1			1		

\* Number of women shown this way in year indicated.

RELATION TO OTHERS: PLAYBOY\*

	1940	1944	1948	1952	1956	1960	1964	1968	1972	1976	1980
Social						34	38	37	56	41	48
Business								6	2	2	
Impersonal					40	23	21	26	9	14	11
Family							4	2	4	9	6
Dependent						4	4	2			6
Alone					60	34	31	26	25	31	28
Negative Influence											
Equal						4			2		

\* Percent of women shown this way in a particular year.

RELATION TO OTHERS: PLAYBOY\*

	1940	1944	1948	1952	1956	1960	1964	1968	1972	1976	1980
Social						8	15	16	23	16	21
Business								60	20	20	
Impersonal					4	13	20	27	9	13	11
Family							16	8	16	33	25
Dependent						14	28	14			42
Alone					4	12	17	16	15	17	17
Negative Influence											
Equal						50			50		

\* Percent of women shown this way in all the years of the study.

RELATION TO OTHERS: TIME\*

	1940	1944	1948	1952	1956	1960	1964	1968	1972	1976	1980
Social	7	3	14	6	12	6	4	6	3	3	1
Business	2	8	13	5	3	3	2	4	3		
Impersonal	1	8	5	4	5	1	1	2	1	3	3
Family	9	8	9	7	6	10	3	5	4	1	4
Dependent	2	2	4	2	2		1	2		2	1
Alone	8	6	14	13	5	3	4	5	4	4	2
Negative Influence		1					1				
Equal										1	1

\* Number of women shown this way in year indicated.

RELATION TO OTHERS: TIME\*

	1940	1944	1948	1952	1956	1960	1964	1968	1972	1976	1980
Social	24	8	24	16	36	26	25	25	20	21	8
Business	7	22	22	13	9	13	12	16	20		
Impersonal	3	22	8	11	15	4	6	8	6	21	25
Family	31	22	15	19	18	43	19	20	26	7	33
Dependent	7	5	7	5	6		6	8		14	8
Alone	27	16	24	35	15	13	25	20	26	28	16
Negative Influence		3					6				
Equal										7	8

\* Percent of women shown this way in a particular year.

RELATION TO OTHERS: TIME\*

	1940	1944	1948	1952	1956	1960	1964	1968	1972	1976	1980
Social	11	4	21	9	18	9	6	9	4	4	1
Business	4	18	30	11	7	7	4	9	7		
Impersonal	3	23	14	12	14	3	3	6	3	9	9
Family	13	12	13	10	9	15	4	7	6	1	6
Dependent	11	11	22	11	11		5	11		11	5
Alone	11	9	20	19	7	4	6	7	6	6	3
Negative Influence		50					50				
Equal										50	50

\* Percent of women shown this way in all the years of the study.

RELATION TO OTHERS: HARPER'S\*

	1940	1944	1948	1952	1956	1960	1964	1968	1972	1976	1980
Social		1	1		1	3	4		2	4	1
Business			2				2	2	4	1	
Impersonal			4	1	2	2	2	1	3	1	
Family			3	1	2		4	1	2	2	1
Dependent				2	1				1	2	
Alone			5	7	2	2	3	4	2	5	2
Negative Influence											
Equal			7	4	4	2	2	2	3	2	2

\* Number of women shown this way in year indicated.



RELATION TO OTHERS: HARPER'S\*

	1940	1944	1948	1952	1956	1960	1964	1968	1972	1976	1980
Social		100	4		8	33	23		12	23	16
Business			9				12	20	23	6	
Impersonal			18	6	16	22	12	10	17	6	
Family			13	6	16		23	10	12	12	16
Dependent				13	8				6	12	
Alone			23	46	16	22	17	40	12	29	33
Negative Influence											
Equal			32	26	33	22	12	20	17	12	33

\* Percent of women shown this way in a particular year.

RELATION TO OTHERS: HARPERS\*

	1940	1944	1948	1952	1956	1960	1964	1968	1972	1976	1980
Social		6	6		6	17	23		12	23	6
Business			18				18	18	36	9	
Impersonal			25	6	12	12	12	6	19	6	
Family			19	6	12		25	6	12	12	6
Dependent				33	16				16	33	
Alone			15	22	6	6	9	12	6	15	6
Negative Influence											
Equal			25	14	14	7	7	7	11	7	7

\* Percent of women shown this way in all the years of the study.

RELATION TO OTHERS: COSMOPOLITAN\*

	1940	1944	1948	1952	1956	1960	1964	1968	1972	1976	1980
Social				6		5		5	10	20	20
Business				2		3		3	2	1	4
Impersonal				9	2	4		4	19	20	21
Family						1		4	1	1	5
Dependent					1			1			4
Alone				21	37	29		42	80	89	128
Negative Influence											
Equal						1		1	1	4	6

\* Number of women shown this way in year indicated.

RELATION TO OTHERS: COSMOPOLITAN\*

	1940	1944	1948	1952	1956	1960	1964	1968	1972	1976	1980
Social				15		11		8	9	15	10
Business				5		7		5	6	-	2
Impersonal				23	5	9		6	17	15	11
Family						2		6	8	-	2
Dependent					2			1			2
Alone				55	92	67		70	70	66	68
Negative Influence											
Equal						2		1	1	3	3

\* Percent of women shown this way in a particular year.

- Less than 1 percent.

RELATION TO OTHERS: COSMOPOLITAN\*

	1940	1944	1948	1952	1956	1960	1964	1968	1972	1976	1980
Social				9		7		7	15	30	30
Business				13		20		20	15	6	26
Impersonal				11	2	5		5	24	25	26
Family						8		33	8	8	41
Dependent					16			16			66
Alone				5	8	7		10	18	21	30
Negative Influence											
Equal						7		7	7	30	46

\* Percent of women shown this way in all the years of the study.

RELATION TO OTHERS: WOMEN'S MAGAZINES\*

	1940	1944	1948	1952	1956	1960	1964	1968	1972	1976	1980
Social	36	16		24	10	15	3	9	18	27	25
Business	6	12		3	4	5	1	6	4	4	8
Impersonal	16	10		12	10	12	6	6	24	27	25
Family	29	30		20	13	13	9	9	5	8	14
Dependent				2	1			1			
Alone	81	72		79	81	72	46	72	111	130	157
Negative Influence											
Equal	2	1		1		1		1	1	5	6

\* Number of women shown this way in year indicated.

RELATION TO OTHERS: MEN'S MAGAZINES\*

	1940	1944	1948	1952	1956	1960	1964	1968	1972	1976	1980
Social	20	17	19	28	19	69	33	29	41	27	22
Business				1		2		5	1	2	1
Impersonal	14	10	15	14	23	17	12	23	9	6	7
Family	11	7	10	3	6	3	7	3	10	7	3
Dependent			1			1	3	2			3
Alone	11	9	14	14	13	29	22	23	20	17	17
Negative Influence											
Equal	1			2	1	3			2	3	

\* Number of women shown this way in year indicated.

RELATION TO OTHERS: GENERAL INTEREST MAGAZINES\*

	1940	1944	1948	1952	1956	1960	1964	1968	1972	1976	1980
Social	7	4	15	6	13	9	8	6	5	7	2
Business	2	8	15	5	3	3	4	6	7	1	
Impersonal	1	8	9	5	7	3	3	3	4	4	3
Family	9	8	12	8	8	10	7	6	6	3	5
Dependent	2	2	4	4	3		1	2	1	4	1
Alone	8	6	19	20	7	5	7	9	6	9	4
Negative Influence		1					1				
Equal			7	4	4	2	2	2	3	3	3

\* Number of women shown this way in year indicated.



## RELATION TO OTHERS: WOMEN'S MAGAZINE

	1940 <sup>a</sup>	1944 <sup>b</sup>	1952 - 1960 <sup>c</sup>	1964 - 1980 <sup>d</sup>
Social	36	16	49 (16.30)	82 ( 16.40)
Business	6	12	12 ( 4.00)	23 ( 4.60)
Impersonal	16	10	34 (11.30)	88 ( 17.60)
Family	29	30	46 (15.30)	45 ( 9.00)
Dependent			3 ( 1.00)	5 ( 1.00)
Alone	81	72	232 (77.30)	516 (103.20)
Negative Influence				
Equal	2	1	2 ( .66)	13 ( 2.60)

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<sup>a</sup>Pre-World War II.

<sup>b</sup>During World War II.

<sup>c</sup>Post-World War II, Pre-Movement.

<sup>d</sup>Post-Movement.

( ) Average number of women shown this way.

## RELATION TO OTHERS: MEN'S MAGAZINES

	1940 <sup>a</sup>	1944 <sup>b</sup>	1952 - 1960 <sup>c</sup>	1964 - 1980 <sup>d</sup>
Social	20	17	135 ( 33.75)	152 ( 30.40)
Business			3 ( .75)	9 ( 1.80)
Impersonal	14	10	69 ( 17.25)	57 ( 11.40)
Family	11	7	22 ( 5.50)	30 ( 6.00)
Dependent			2 ( .50)	8 ( 1.60)
Alone	11	9	70 ( 17.50)	99 ( 19.80)
Negative Influence				
Equal	1		6 ( 1.50)	5 ( 1.00)

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<sup>a</sup>Pre-World War II.

<sup>b</sup>During World War II.

<sup>c</sup>Post-World War II, Pre-Movement.

<sup>d</sup>Post-Movement.

( ) Average number of women shown this way.

## RELATION TO OTHERS: GENERAL INTEREST MAGAZINES

	1940 <sup>a</sup>	1944 <sup>b</sup>	1952 - 1960 <sup>c</sup>	1964 - 1980 <sup>d</sup>
Social	7	4	43 ( 10.75)	28 ( 5.60)
Business	2	8	26 ( 6.50)	18 ( 3.60)
Impersonal	1	8	24 ( 6.00)	17 ( 3.40)
Family	9	8	38 ( 9.50)	27 ( 5.40)
Dependent	2	2	11 ( 2.75)	9 ( 1.80)
Alone	8	6	51 ( 12.75)	35 ( 7.00)
Negative				
Influence		1		1 ( .20)
Equal			17 ( 4.25)	13 ( 2.60)

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<sup>a</sup>Pre-World War II.

<sup>b</sup>During World War II.

<sup>c</sup>Post-World War II, Pre-Movement.

<sup>d</sup>Post-Movement.

( ) Average number of women shown this way.

## RELATION TO OTHERS: ALL MAGAZINES

	1940 <sup>a</sup>	1944 <sup>b</sup>	1952 - 1960 <sup>c</sup>	1964 - 1980 <sup>d</sup>
Social	63	37	197 ( 49.25)	262 ( 52.40)
Business	8	20	41 ( 10.25)	50 ( 10.00)
Impersonal	31	28	127 ( 31.75)	162 ( 32.40)
Family	49	45	106 ( 26.50)	95 ( 19.00)
Dependent	2	2	16 ( 4.00)	22 ( 4.40)
Alone	100	87	353 ( 88.25)	650 (130.00)
Negative				
Influence		1		
Equal	3	1	10 ( 2.50)	31 ( 6.20)

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<sup>a</sup>Pre-World War II.

<sup>b</sup>During World War II.

<sup>c</sup>Post-World War II, Pre-Movement.

<sup>d</sup>Post-Movement.

( ) Average number of women shown this way.

RELATION TO PRODUCT: ESQUIRE\*

	1940	1944	1948	1952	1956	1960	1964	1968	1972	1976	1980
Using	6	3	10	9	11	18	9	12	11	3	1
Posing with	42	28	35	44	37	35	16	17	17	14	2
Spokewoman	2	1	2	1	1					1	1
Receiving			1			1	1		1		
Part of	1	1	2	3	1	9	6	4	2	2	3
Testing		1									
Wearing	3	5	6	4	5	3		3	1	1	1
Selling			1		1						
Comparing							1	1	6		
Demonstrating					1	1		2	1		
Author/Editor				1					1		

\* Number of women shown this way in year indicated.

RELATION TO PRODUCT: ESQUIRE\*

	1940	1944	1948	1952	1956	1960	1964	1968	1972	1976	1980
Using	11	8	17	14	19	27	27	31	27	14	12
Posing with	77	71	61	71	65	52	48	43	42	66	25
Spokewoman	3	2	3	1	1					5	12
Receiving			1			1	3		2		
Part of	2	2	3	5	1	13	18	10	5	9	37
Testing		2									
Wearing	5	13	10	6	9	4		7	2	5	12
Selling			1		1						
Comparing							3	2	15		
Demonstrating					3	1		5	2		
Author/Editor				1					2		

\* Percent of women shown in this way in a particular year.

RELATION TO PRODUCT: ESQUIRE\*

	1940	1944	1948	1952	1956	1960	1964	1968	1972	1976	1980
Using	6	3	11	10	12	19	10	13	12	4	1
Posing with	14	10	12	15	13	12	5	6	6	5	-
Spokewoman	22	11	22	11	11					11	11
Receiving			25			25	25		25		
Part of	3	3	6	9	3	26	17	11	6	6	9
Testing		100									
Wearing	9	15	18	12	15	9		9	3	3	3
Selling			50		50						
Comparing							12	12	75		
Demonstrating					20	20		40	20		
Author/Editor				50					50		

\* Percent of women shown in this way in all the years of the study.

RELATION TO PRODUCT: MC CALL'S\*

	1940	1944	1948	1952	1956	1960	1964	1968	1972	1976	1980
Using	39	39		33	22	16	11	4	15	12	4
Posing with	77	72		41	42	47	37	31	25	41	23
Spokewoman	35	26		19	6	2	4	1	5	5	7
Receiving		1		1	1		2	1			
Part of	2	2			1	1	1			1	1
Testing						1	1				
Wearing	8	1		9	6	8	6	8	6	6	3
Selling					1	1	2		2		1
Comparing	2	3		2	1					1	
Demonstrating							2				
Author/Editor	1										

\* Number of women shown this way in year indicated.



RELATION TO PRODUCT: MC CALL'S\*

	1940	1944	1948	1952	1956	1960	1964	1968	1972	1976	1980
Using	24	27		31	27	21	16	9	27	18	28
Posing with	47	50		39	52	62	56	68	46	63	47
Spokewoman	21	18		18	7	2	6	2	9	8	14
Receiving		-		1	1		3	2			
Part of	1	1			1	1	1			1	2
Testing						1	1				
Wearing	5	-		8	7	10	9	17	11	9	6
Selling					1	1	3		4		2
Comparing	1	2		2	1				2		
Demonstrating							3				
Author/Editor											

\* Percent of women shown in this way in a particular year.

- Less than 1 percent.

RELATION TO PRODUCT: MC CALL'S\*

	1940	1944	1948	1952	1956	1960	1964	1968	1972	1976	1980
Using	19	19		16	11	8	5	2	7	6	7
Posing with	17	16		9	9	10	8	7	6	9	5
Spokewoman	32	23		17	5	2	3	-	4	4	6
Receiving		16		16	16		33	16			
Part of	22	22			11	11	11			11	11
Testing						50	50				
Wearing	13	1		14	10	13	10	13	10	10	5
Selling					14	14	28		28		14
Comparing	22	33		22	11				11		
Demonstrating							100				
Author/Editor	100										

\* Percent of women shown this way in all the years of the study.

- Less than 1 percent.

RELATION TO PRODUCT: PLAYBOY\*

	1940	1944	1948	1952	1956	1960	1964	1968	1972	1976	1980
Using						4	7	5	4	13	11
Posing with					2	12	23	34	30	20	24
Spokewoman						1	1		1	3	1
Receiving											
Part of					3	5	3	4	7	2	4
Testing											
Wearing						4	5	3	1	2	4
Selling											
Comparing							1				
Demonstrating											
Author/Editor											1

\* Number of women shown this way in year indicated.

RELATION TO PRODUCT: PLAYBOY\*

	1940	1944	1948	1952	1956	1960	1964	1968	1972	1976	1980
Using						15	17	11	9	32	24
Posing with Spokewoman					40	46	57	74	69	50	53
Receiving Part of						4	2		2	7	2
Testing					60	19	7	8	16	5	8
Wearing						15	12	6	2	5	8
Selling							2				
Comparing											
Demonstrating											
Author/Editor											2

\* Percent of women shown this way in a particular year.

RELATION TO PRODUCT: PLAYBOY\*

	1940	1944	1948	1952	1956	1960	1964	1968	1972	1976	1980
Using						9	16	11	9	29	25
Posing with					1	8	16	23	20	13	16
Spokewoman						14	14		14	43	14
Receiving											
Part of					10	18	10	14	25	7	14
Testing											
Wearing						21	26	15	5	10	21
Selling											
Comparing							100				
Demonstrating											
Author/Editor											100

\* Percent of women shown this way in all the years of the study.

RELATION TO PRODUCT: TIME\*

	1940	1944	1948	1952	1956	1960	1964	1968	1972	1976	1980
Using	13	12	25	16	14	4	5	8	4	3	3
Posing with	13	18	24	16	16	16	8	13	7	7	4
Spokewoman	1		2			1		2			2
Receiving	1					1					
Part of	1	1	2		1	1	2	3	4		1
Testing		1									
Wearing			1		1					1	
Selling										1	1
Comparing				1							1
Demonstrating											
Author/Editor											

\* Number of women shown this way in year indicated.

RELATION TO PRODUCT: TIME\*

	1940	1944	1948	1952	1956	1960	1964	1968	1972	1976	1980
Using	45	37	46	48	44	17	33	31	26	25	25
Posing with	45	56	44	48	50	69	53	50	46	58	33
Spokewoman	3		4			4		7			16
Receiving	3					4					
Part of	3	3	4		3	4	13	11	26		8
Testing		3									
Wearing			2		3					8	
Selling										8	8
Comparing				3							8
Demonstrating											
Author/Editor											

\* Percent of women shown in this way in a particular year.

RELATION TO PRODUCT: TIME\*

	1940	1944	1948	1952	1956	1960	1964	1968	1972	1976	1980
Using	12	11	23	15	13	4	5	7	4	3	3
Posing with	9	12	17	11	11	11	5	9	5	5	3
Spokewoman	12		25			12		25			25
Receiving	50					50					
Part of	6	6	12		6	6	12	19	25		6
Testing		100									
Wearing			33		33					33	
Selling										50	50
Comparing				50							50
Demonstrating											
Author/Editor											

\* Percent of women shown this way in all the years of the study.



RELATION TO PRODUCT: HARPER'S\*

	1940	1944	1948	1952	1956	1960	1964	1968	1972	1976	1980
Using		1	5	1	3	1	4	2	4	4	
Posing with			3	3	2	6	6		2	7	1
Spokewoman			1	3	2				2		1
Receiving							1	1			
Part of			3	5	1	1	3	3	6	3	3
Testing										1	
Wearing											
Selling									1	1	
Comparing			1								
Demonstrating											
Author/Editor			9	4	4	1	1	3	2		1

\* Number of women shown this way in year indicated.

RELATION TO PRODUCT: HARPER'S\*

	1940	1944	1948	1952	1956	1960	1964	1968	1972	1976	1980
Using		100	22	6	25	11	26	22	23	25	
Posing with Spokewoman			13	19	16	66	40		11	43	16
Receiving Part of			4	19	16		6	11	11		16
Testing			13	31	8	11	20	33	35	18	50
Wearing										6	
Selling									6	6	
Comparing			4								
Demonstrating Author/Editor			41	25	33	11	6	33	11		16

\* Percent of women shown in this way in a particular year.

RELATION TO PRODUCT: HARPER'S\*

	1940	1944	1948	1952	1956	1960	1964	1968	1972	1976	1980
Using		4	20	4	12	4	16	8	16	16	
Posing with			10	10	6	20	20		6	23	3
Spokewoman			11	33	22				22		11
Receiving							50	50			
Part of			11	18	3	3	11	11	21	11	11
Testing										100	
Wearing											
Selling									50	50	
Comparing			100								
Demonstrating											
Author/Editor			36	16	16	4	4	12	8		4

\* Percent of women shown this way in all the years of the study.

RELATION TO PRODUCT: COSMOPOLITAN\*

	1940	1944	1948	1952	1956	1960	1964	1968	1972	1976	1980
Using				7	16	4		9	21	31	31
Posing with				18	19	20		33	64	64	96
Spokewoman				6	1	7		4	3	10	14
Receiving				1		2					
Part of				1		2		3	6	3	3
Testing										1	
Wearing				3	4	6		10	18	24	38
Selling										1	
Comparing				2					1	1	
Demonstrating				1							
Author/Editor								1		3	5

\* Number of women shown this way in year indicated.

RELATION TO PRODUCT: COSMOPOLITAN\*

	1940	1944	1948	1952	1956	1960	1964	1968	1972	1976	1980
Using				18	40	10		15	18	22	16
Posing with				46	47	49		55	56	46	51
Spokewoman				15	2	17		6	2	7	7
Receiving				2		5					
Part of				2		5		5	5	2	1
Testing										1	
Wearing				7	10	14		16	16	17	20
Selling										1	
Comparing				5					1	1	
Demonstrating				2							
Author/Editor								2		2	2

\* Percent of women shown in this way in a particular year.

RELATION TO PRODUCT: COSMOPOLITAN\*

	1940	1944	1948	1952	1956	1960	1964	1968	1972	1976	1980
Using				6	13	3		7	17	26	26
Posing with				6	6	6		10	20	20	30
Spokewoman				13	2	15		8	6	22	31
Receiving				33		66					
Part of				5		11		16	33	16	16
Testing										100	
Wearing				3	4	6		10	17	23	37
Selling										100	
Comparing				50					25	25	
Demonstrating				100							
Author/Editor								11		33	55

\* Percent of women shown this way in all the years of the study.

RELATION TO PRODUCT: WOMEN'S MAGAZINES\*

	1940	1944	1948	1952	1956	1960	1964	1968	1972	1976	1980
Using	39	39		40	38	20	11	13	36	43	45
Posing with	77	72		59	61	67	37	64	89	105	119
Spokewoman	35	26		25	7	9	4	5	8	15	21
Receiving		1		2	1	2	2	1			
Part of	2	2		1	1	3	1	3	6	4	4
Testing						1	1			1	
Wearing	8	1		12	10	14	6	18	24	30	41
Selling					1	1	2		2	1	1
Comparing	2	3		4	1				2	1	
Demonstrating				1			2				
Author/Editor	1							1		3	5

\* Number of women shown this way in year indicated.

RELATION TO PRODUCT: MEN'S MAGAZINES\*

	1940	1944	1948	1952	1956	1960	1964	1968	1972	1976	1980
Using	6	3	10	9	11	22	16	17	15	16	12
Posing with	42	28	35	44	39	47	39	51	47	34	26
Spokewoman	2	1	2	1	1	1	1	1	1	4	2
Receiving			1			1	1		1		
Part of	1	1	2	3	4	14	9	8	9	4	7
Testing		1									
Wearing	3	5	6	4	5	7	5	6	2	3	5
Selling			1		1						
Comparing							2	1	6		
Demonstrating					1	1		2	1		
Author/Editor				1					1		1

\* Number of women shown this way in year indicated.



RELATION TO PRODUCT: GENERAL INTEREST MAGAZINES\*

	1940	1944	1948	1952	1956	1960	1964	1968	1972	1976	1980
Using	13	13	30	17	17	5	9	10	8	7	3
Posing with	13	18	27	19	18	22	14	13	9	14	5
Spokewoman	1		3	3	2	1		2	2		3
Receiving	1					1	1	1			
Part of	1	1	5	5	2	2	5	6	10	3	4
Testing		1								1	
Wearing			1		1					1	
Selling									1	2	1
Comparing			1	1							1
Demonstrating											
Author/Editor			9	4	4	1	1	3	2		1

\* Number of women shown this way in year indicated.

## RELATION TO PRODUCT: WOMEN'S MAGAZINES

	1940 <sup>a</sup>	1944 <sup>b</sup>	1952 - 1960 <sup>c</sup>	1964 - 1980 <sup>d</sup>
Using	39	39	98 ( 32.60)	148 ( 29.60)
Posing with	77	72	187 ( 62.30)	414 ( 82.80)
Spokewoman	35	26	41 ( 13.60)	53 ( 10.60)
Receiving		1	5 ( 1.60)	3 ( .60)
Part of	2	2	5 ( 1.60)	18 ( 3.60)
Testing			1 ( .33)	2 ( .40)
Wearing	8	1	36 ( 12.00)	119 ( 23.80)
Selling			2 ( .66)	6 ( 1.20)
Comparing	2	3	5 ( 1.60)	3 ( .60)
Demonstrating			1 ( .33)	2 ( .40)
Author/Editor	1			9 ( 1.80)

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<sup>a</sup>Pre-World War II.

<sup>b</sup>During World War II.

<sup>c</sup>Post-World War II, Pre-Movement.

<sup>d</sup>Post-Movement.

( ) Average number of women shown this way.

## RELATION TO PRODUCT: MEN'S MAGAZINES

	1940 <sup>a</sup>	1944 <sup>b</sup>	1948 - 1960 <sup>c</sup>	1964 - 1980 <sup>d</sup>
Using	6	3	52 ( 13.00)	76 ( 15.20)
Posing with	42	28	165 ( 41.25)	197 ( 39.40)
Spokewoman	2	1	5 ( 1.25)	8 ( 1.60)
Receiving		1	2 ( .50)	2 ( .40)
Part of	1		23 ( 5.75)	37 ( 7.40)
Testing		1		
Wearing	3	5	21 ( 5.25)	21 ( 4.20)
Selling			2 ( .50)	
Comparing				9 ( 1.80)
Demonstrating			2 ( .50)	3 ( .60)
Author/Editor			1 ( .25)	1 ( .20)

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<sup>a</sup>Pre-World War II.

<sup>b</sup>During World War II.

<sup>c</sup>Post-World War II, Pre-Movement.

<sup>d</sup>Post-Movement.

( ) Average number of women shown this way.

## RELATION TO PRODUCT: GENERAL INTEREST MAGAZINES

	1940 <sup>a</sup>	1944 <sup>b</sup>	1948 - 1960 <sup>c</sup>	1964 - 1980 <sup>d</sup>
Using	13	13	59 ( 14.75)	37 ( 7.40)
Posing with	13	18	86 ( 21.50)	55 ( 11.00)
Spokewoman	1		9 ( 2.25)	7 ( 1.40)
Receiving	1		1 ( .25)	2 ( .40)
Part of	1	1	14 ( 3.50)	28 ( 5.60)
Testing		1		1 ( .20)
Wearing			2 ( .50)	1 ( .20)
Selling				4 ( .80)
Comparing			2 ( .50)	1 ( .20)
Demonstrating				
Author/Editor			18 ( 4.50)	7 ( 1.40)

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<sup>a</sup>Pre-World War II.

<sup>b</sup>During World War II.

<sup>c</sup>Post-World War II, Pre-Movement.

<sup>d</sup>Post-Movement.

( ) Average number of women shown this way.

## RELATION TO PRODUCT: ALL MAGAZINES

	1940 <sup>a</sup>	1944 <sup>b</sup>	1948 - 1960 <sup>c</sup>	1964 - 1980 <sup>d</sup>
Using	58	55	219 ( 54.75)	261 ( 52.20)
Posing with	132	118	438 (109.50)	666 (133.20)
Spokewoman	38	27	55 ( 13.75)	68 ( 13.60)
Receiving	1	1	8 ( 2.00)	7 ( 1.40)
Part of	4	3	42 ( 10.50)	83 ( 16.60)
Testing		2	1 ( .25)	3 ( .60)
Wearing	11	6	60 ( 15.00)	133 ( 26.60)
Selling			4 ( 1.00)	10 ( 2.00)
Comparing	2	3	7 ( 1.75)	12 ( 2.40)
Demonstrating			3 ( .75)	5 ( 1.00)
Author/Editor	1		19 ( 4.75)	18 ( 3.60)

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<sup>a</sup>Pre-World War II.

<sup>b</sup>During World War II.

<sup>c</sup>Post-World War II, Pre-Movement.

<sup>d</sup>Post-Movement.

( ) Average number of women shown this way.

APPENDIX G

## CIRCULATION

<u>1940</u>		<u>1964<sup>e</sup></u>	
Esquire	*	McCall's	8,376,944
Time	*	Time	3,042,902
McCall's	*	Playboy	2,606,268
		Esquire	903,433
<u>1944</u>		Cosmopolitan	775,782
Esquire	*	Harper's	< 348,540
Time	*		
Harper's	*	<u>1968<sup>f</sup></u>	
McCall's	*	McCall's	8,532,497
		Playboy	5,379,003
<u>1948<sup>a</sup></u>		Time	3,904,462
Time	1,588,245	Esquire	1,121,812
Harper's	<1,184,544	Cosmopolitan	1,073,211
Esquire	<1,184,544	Harper's	411,455
<u>1952<sup>b</sup></u>		<u>1972<sup>g</sup></u>	
McCall's	4,446,146	McCall's	7,521,194
Cosmopolitan	1,880,917	Playboy	6,977,966
Time	1,713,109	Time	4,341,978
Esquire	798,296	Cosmopolitan	1,714,491
Harper's	< 705,177	Esquire	1,273,932
		Harper's	<1,151,428
<u>1956<sup>c</sup></u>		<u>1976<sup>h</sup></u>	
McCall's	4,641,018	McCall's	6,524,126
Time	1,951,039	Playboy	5,541,004
Cosmopolitan	871,611	Time	4,262,638
Esquire	762,908	Cosmopolitan	2,465,145
Harper's	< 221,408	Esquire	1,013,044
		Harper's	< 701,124
<u>1960<sup>d</sup></u>		<u>1980<sup>i</sup></u>	
McCall's	5,726,103	McCall's	6,218,169
Time	2,397,509	Playboy	5,011,099
Playboy	993,215	Time	4,358,911
Cosmopolitan	895,613	Cosmopolitan	2,837,325
Esquire	845,923	Esquire	652,220
Harper's	232,523	Harper's <sup>j</sup>	325,000

\* Not available.

&lt; Less than.

Footnotes to Appendix G -- Circulation

- a The World Almanac and Book of Facts for 1949 (New York: New York World-Telegram Corporation, 1949), p. 403.
- b Harry Hanson, ed., The World Alamanac and Books of Facts for 1954 (New York: New York World-Telegram Corporation, 1954), p. 482.
- c Harry Hanson, ed., The World Almanac and Book of Facts for 1957 (New York: New York World-Telegram Corporation, 1957), p. 542.
- d Harry Hanson, ed. The World Almanac and Book of Facts for 1961 (New York: New York World-Telegram Corporation, 1961), p. 510.
- e Luman H. Long, ed., The World Almanac and Book of Facts for 1966 (New York: New York World-Telegram Corporation, 1966), p. 734.
- f Luman H. Long, ed., The World Almanac and Book of Facts for 1970 (New York: New York World-Telegram Corporation, 1969), p. 350.
- g Reader's Digest 1974 Almanac and Yearbook (New York:WW Norton & Company, Inc., 1974), p. 686.
- h Reader's Digest 1978 Almanac and Yearbook (Pleasantville, New York: Reader's Digest Association, 1978), p. 684.
- i Hana Umlauf Lane, ed., The World Almanac and Book of Facts for 1982 (New York: Newspaper Enterprise Association, Inc.), p. 428.
- j Literary Market Place (New York: R.R. Bowker Company,) , p. 583.

APPENDIX H

PERCENT OF ADVERTISING IN PARTICULAR YEAR DEPICTING WOMEN  
OUT OF TOTAL NUMBER OF ADS

	1940	1944	1948	1952	1956	1960	1964	1968	1972	1976	1980
<u>Esquire</u>	26	19	21	24	24	22	37	22	21	28	13
<u>Time</u>	39	28	39	28	26	30	25	24	23	23	31
<u>Harper's</u>		20	43	27	21	17	17	17	31	28	21
<u>McCall's</u>	74	63		66	60	51	49	41	47	39	43
<u>Cosmopolitan</u>				54	63	58		72	70	63	69
<u>Playboy</u>					19	30	37	37	35	32	25



APPENDIX INUMBER OF ADS FOR MOST ADVERTISED PRODUCT  
DEPICTING WOMEN IN GIVEN YEAR AND MAGAZINE

	<u>TIME</u>	<u>ESQUIRE</u>	<u>MC CALL'S</u>
1940:	Travel (8)	Clothes (12)	Health/Hygiene (23)
1944:	Office Machines (3)	Clothes (11)	Cleaning Products (24)
	Health/Hygiene (3)		
1948:	Travel (7)	Clothes (14)	
1952:	Automotive (4)	Clothes (17)	Health/Hygiene (27)
1956:	Automotive (5)	Clothes (16)	Health/Hygiene (18)
1960:	Automotive (4)	Clothes (13)	Health/Hygiene (20)
1964:	Automotive (6)	Clothes (9)	Health/Hygiene (15)
1968:	Travel (3)	Clothes (9)	Health/Hygiene (14)
1972:	Travel (3)	Liquor (7)	Health/Hygiene (14)
1976:	Automotive (4)	Automotive (3)	Beauty (17)
		Clothes (3)	
1980:	Cigarettes (2)	Travel (3)	Health/Hygiene (10)
	<u>HARPER'S</u>	<u>COSMOPOLITAN</u>	<u>PLAYBOY</u>
1940:			
1944:	Entertainment (1)		
1948:	Books (10)		
1952:	Books (9)	Health/Hygiene (17)	
1956:	Books (6)	Health/Hygiene (12)	Entertainment (2)
1960:	Liquor (3)	Beauty (11)	Clothes (8)
1964:	Travel (4)		<u>Playboy</u> Products (8)
1968:	Books (3)	Beauty (23)	Beauty (7)
1972:	Books (4)	Beauty (41)	Liquor (7)
1976:	Automotive (2)	Beauty (38)	Liquor (8)
1980:	Books (2)	Health/Hygiene (52)	Leisure (6)

APPENDIX J

NUMBER OF ADS DEPICTING WOMEN IN YEAR AND MAGAZINE INDICATED

	1940	1944	1948	1952	1956	1960	1964	1968	1972	1976	1980
<u>Esquire</u>	183	205	249	239	222	271	83	70	172	68	47
<u>Time</u>	74	92	107	96	93	72	52	80	55	47	39
<u>McCall's</u>	164	152		139	110	135	125	99	93	157	98
<u>Harper's</u>		5	42	48	53	60	69	51	48	49	28
<u>Cosmopolitan</u>				62	62	64		79	157	198	263
<u>Playboy</u>					26	76	91	111	116	108	161

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