

... a corporate slap

her work so she is free to do other things, corporations in the woman market bind her even more by creating new household problems and then new products to "solve" those problems.

All people desire creative forms of self-expression, and business knows housewives can be convinced that their home-making tasks are creative.

As a motivational research expert put it:

"In a free enterprise economy, we have to develop a need for new products.

"And to do that we have to liberate women to desire new products. We help them rediscover that homemaking is more creative than to compete with men. This can be manipulated. We sell them what they ought to want, speed up the unconscious, move it along."

Men like this motivational manipulator understand that there is a gap to be filled in the housewife's life — not by helping create conditions and institutions that would give her life more meaning, but by selling her things to replace that meaning.

So housewives are told, of course, that their work is meaningful and important. Why, mother is important to the family. She is the protector — she protects her family from germs by using Lysol spray disinfectant and by cleaning the toilet bowl regularly with Sani-Flush. Of course, her life has meaning. She keeps her family healthy by feeding them "Wonder Bread to make the most of their wonder years."

Although most advertising is aimed at the white, middle-to-upper-middle income woman, industry will sell to anyone, rich or poor, black or white, as long as she pays the price.

So we have scenes like the one we observed on a New York subway: a poor Puerto Rican woman, with children squirming around her, reading the latest issue of Vogue magazine.

We have worked with young girls from poor families, often of racial or ethnic minorities, who read Cosmopolitan and Glamour. They learn that the way a woman makes it is by looking like the models in the ads. And they spend large parts of their salaries on clothes, cosmetics (which they apply too generously) and synthetic hair pieces that fool no one.

Or if a woman simply can't afford all the regalia of success — the beauty products, the clothes, the household appliances — she may see herself as a failure as a woman, as inferior to the glamorous magazine creatures who swish around in long scarves, go on, high protein diets or decorate their living rooms in Italian provincial.

Industry doesn't even pretend to meet the needs of these women. Beauty and feminine success is a white thing, a thing that requires money.

But this doesn't mean that poor or non-white women should struggle to fit the image created by business and advertising. If a woman can afford the image financially, she cannot afford it in terms of her humanity. We just want to point out the class and racial nature of the woman market.

An excerpt from Forbes Magazine, April 15, 1968, puts the whole crass process on the line: "one Harvard grad recalls his on-campus interview with a recruiter several years back. 'We sell products that aren't much different from anyone else's,' the recruiter told him. 'We sell them because someone will buy them, not because they are so-

Kayser is marvelous in bed.

When in bed, do as the Romans do. Drape yourself in the statuesque elegance of the Toga. There's a devastating effect to a fall of



voluptuous fabric from the shoulders and the counterpoint of lace. Is it any wonder Rome burned? The Toga, in an ultra-feminine nylon tricot that knows how to take care of itself. (It's made our way out of Enka's Crepeset yarn.) P.S.M. about \$9.

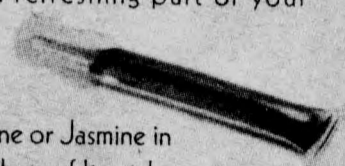


Relax.

And enjoy the revolution.

Douching used to be just douching. Plain, good feminine hygiene. Now, it's more.

The delicate fragrances of Cupid's Quiver transform a cleansing and deodorizing necessity into a refreshing part of your beauty ritual.



Orange Blossom, Raspberry, Champagne or Jasmine in 12 pre-measured sachets of liquid concentrate.

It's gentle, convenient, effective, medically approved. But enough of that. It's feminine. Contemporary. You.

A revolutionary idea? Yes. But think about it honestly. Nice, isn't it? In fact, too nice to take for granted.



Manufactured exclusively by JOSEPH LABORATORIES, INC., Los Angeles, California

cially good. If we could put shit in a box and the customer would buy it, we'd sell it."

And, an ad for the Magazine Publishers Association run in Advertising Age, April 21, 1969, helps clarify the intent of advertising:

"'But Mother (says a Beautiful Blonde modeling a "nude look" fashion)'" Underwear would hide my fashion accessories.

"It wasn't long ago that all exposure was indecent. Today it's vogue. Admittedly spunky. But not spurned even in the safe suburbs.

"How did it happen?"

"Magazines."

"Magazines turned legs into a rainbow. Magazines convinced a gal she needed a flutter of fur where plain little eyelashes used to wink.

Magazines have the power to make a girl forget her waist exists. And the very next year, make her buy a belt for every dress she owns . . .

"Magazines help distressed damsels remake their wardrobes, faces, hair, body. And sometimes their whole way of being.

"And the ladies love it. And beg for more.

"When she gets involved with herself and fashion, in any magazine, she's a captive cover to cover. . ."

When you're a "captive cover to cover," all the talk about "breakaway girls," and happy homemakers with more free time, more money and the powers of femininity sounds pretty irrelevant.

And the "ladies" don't really "love" being captives; they are afraid not to play the game. The roles a woman can hold in society are so limited that to relinquish her function as consumer (and all that involves) would be very threatening.

So as captives, women continue to carry a heavy social and economic burden that allows corporations to expand markets and increase profits.

It is ironic that as little as a woman may think of herself, business brains think she's great, in somewhat the same way that Standard Oil of New Jersey, which holds heavy interests in Latin America, thinks the Venezuelan workers are great.

It is useless and absurd to ask corporations to think of

women as human beings. Corporations cannot possibly do this.

In fact, as long as there are markets, prices, buying and selling and profits, technology cannot be used in human ways. As long as technology is controlled by men pursuing profit and corporate expansion, human beings, especially women, cannot participate except as investments and markets.

Alice Embree clarifies the transformation of woman as human being to woman as object:

"A woman is supposed to be a body, not a person — a decorated body. If she can successfully manage that transformation, then she can market herself for a man. The commercial creates commercialized people in its own image; and the marketed commodities create people who think of themselves as marketable commodities."

Think about these things the next time you pick up one of your favorite women's magazines. Perhaps your human (and naturally beautiful) face will tingle from a corporate slap.

HOW TO FOOL A 32-YEAR OLD LEGMAN AT 22 PACES



The Legman doesn't fool easily. Like the wine connoisseur, the stamp collector and the curator, he knows when he's in the presence of greatness.

After all, beautiful legs are a work of art.

And the Legman is an artist. That's the trouble with most support stockings. They ruin the aesthetic experience. Something like framing a Botticelli in aluminum. Or playing Wagner on a ukulele. The experienced Legman is left cold. Except for VYsheer. . .the support hosiery with the fashion look. VYsheer is, first of all, very sheer. And it comes in pantyhose, too. At 22 paces the most experienced Legman probably wouldn't know you were wearing stockings.

Unless you happen to be wearing one of VYsheer's eight fashion colors. Then he'll know you're wearing hosiery. But he'll never guess it's support hosiery. Even at ten paces.

Let the Legman get even closer and there's something else he won't notice. Wrinkles. VYsheer comes in your exact size. So there aren't any wrinkles even if you've been on the run all day.

All the things he doesn't see is what fools the Legman. But there's no fooling about what he does see. You.

Be deceptive with **VYsheer** BY ROMAX STRIPE