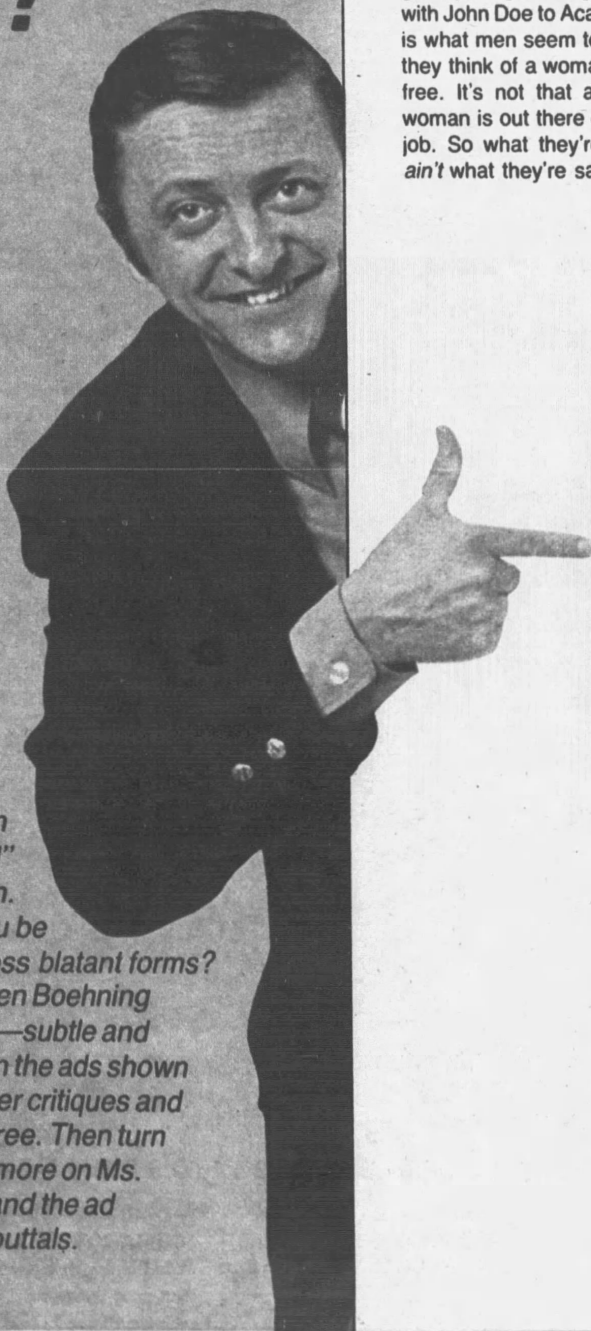


# “How do you like these ads?”



You spotted the male chauvinism in our cover “ad” easily enough. But would you be sensitive to less blatant forms? Feminist Karen Boehning sees sexism—subtle and otherwise—in the ads shown here. Read her critiques and see if you agree. Then turn the page for more on Ms. Boehning—and the ad agencies’ rebuttals.

## Movement Rip-off/ Tiny Lady Syndrome (Virginia Slims)

“Here they go again. ‘Slimmer than the fat cigarettes men smoke.’ If I had the time, I’d be thoroly tempted to go to the Federal Trade Commission and say this is an erroneously advertised product. There is nothing about the size of a rolled cigaret that makes it marketable to one sex or the other. Their whole concept of advertising is to market in a sexist way, aiming at one sex only. Secondly, they’re using the movement to their advantage to sell the product. And they’re trying to portray the ‘new woman’ as the groovy, single swinger who runs off with John Doe to Acapulco. And this is what men seem to think of when they think of a woman who’s totally free. It’s not that at all. The free woman is out there doing a ‘man’s’ job. So what they’re trying to say ain’t what they’re saying.



In 1913, Mary Patrick got on the train in Boston, got the urge to smoke in New York, decided to light up near Trenton, was caught outside of Wilmington, and was put off the train somewhere between Baltimore and Laurel.

You’ve come a long way, baby.

**VIRGINIA SLIMS.**  
Slimmer than the fat cigarettes men smoke.

Warning: The Surgeon General Has Determined That Cigarette Smoking Is Dangerous to Your Health. Paper 10 mg or 11 mg. tar—Mild 10 mg. or 11 mg. tar—no tar, no nicotine, FTC Report: 12



### Introducing Courant. The fragrance capable of expressing what a woman is capable of feeling.

Because you are a complicated being, because your emotions can never be described in simple terms.

Because your feelings about anything, anyone, can change and grow and change again, we created Courant.

Courant responds to your own chemistry. To the way your pulse quickens because someone you love walks into a room.

Or the way your temperature rises, just because someone you love smiles out of a frown.

Courant responds to you just as your body responds to your emotions.

And as your emotions change, Courant changes.

Courant is the fragrance capable of expressing you.

And we think it expresses you beautifully.



New from Helena Rubinstein.

### The Super-emotional Woman Syndrome (Courant Fragrance)

Men wear cologne, too. Here we’re told that this is ‘the fragrance capable of expressing what a woman is capable of feeling,’ and—awww—there’s the woman with a tear. I suppose they think we’re going to get totally orgasmic

over the fact that we’re getting a bottle of this cologne, or that if we wear it, we’re going to be crying and sobbing and emoting all over the stage. Why is it that the traditional emotional response of a woman—whether she’s sad or elated—is supposed to be tears? All women cry. You scare ‘em and they weep. Why couldn’t she be laughing, or standing in the wind having a great high?

Photography by John Austad/Tribune

The men who are going places always have time to get there. And when they get to New York, the "air" is a United Club Commuter.

Club Commuters offer the business traveler a choice of destinations: L.A., London, Toronto, Kennedy and New Orleans, Midway. This is a choice of 24 destinations every business day. And a choice of routes on every flight.

As the Travel Agent to the business traveler, we provide the means of transportation. It's another case of reason following nature.

By the friendly skies of United, The Club Commuter is the first.

"Since you're interested in meeting lots of charming, successful men, I suggest we begin your trip with a Club Commuter to New York."

A good club soda is like a good woman. It won't quit on you.

Canada Dry Club Soda is the only one that's been made in the U.S.A. since 1875.

His mother needed a steam shovel. All you need is Birds Eye Combinations.

The vegetables mother never had.

For odors and germs. No job is too thick (or too thin) for Lysol Spray.

The spray that does it all. It's Lysol.

### Scoring: (Just Us Girls Division)

(United Air Lines Club Commuter)

They could not have put one more ounce of sexist attitude into this ad if they tried. This is the idea that women are always chasing men, and so the travel agent tells them they'll find lots of men if they start their vacation with a Commuter Club flight. All women want to do is get a man. And he's got to be a *business* man with money, because after all, women only marry a wallet; they don't marry your heart. Incidentally, those take me along commercials United used to run made me throw up. This is poor compensation.

### Scoring

(Canada Dry Club Soda)

I've got a problem with this one. I'm not sure what to think about it. I suppose a good woman is one who would stick by you. So I guess the headline's okay. But when you get to the copy, it seems to be saying that a woman who feels good or is in a good mood at the end of a party—because she drinks this club soda—will still be a possible score, because she hasn't passed out yet. I hardly even bother with liquor ads anymore. About 80 per cent of them have women in them, and they're either in a totally sexy pose, or hanging over his chair adoringly while he drinks his scotch by the fireplace.

### The Brat-Boy Syndrome

(Birds Eye Combinations)

Their line is, 'Inside every man lives a little boy who didn't like his vegetables.' Kids *period* don't like vegetables. I didn't like vegetables. I would go to great extremes to hide them under the table, under my chair—anywhere. And it's always Mommy who has to please the brat-boy. Daddy cooks, too. This relates to a very basic position we have in the Movement: that men and women should share the traditional responsibilities in the home. We have made this so *clear*. This bothers me particularly because there had been nothing about Birds Eye advertising that bothered me in the past. They had always advertised on the basis of product value. It blows my mind that all of a sudden they've come up with a sexist campaign. Aggh! It's like one step forward and 85 backward.

### Clean Freak Slave

(Lysol Spray Disinfectant)

Here are the boys sitting there watching television and smoking up a storm, and *she's* spraying everything! Even the dog bed! Unbelievable! The picture of the men just makes me angry. It's bad enough that this sort of advertising makes women feel inferior unless their homes are model-sterile. This perpetuates the stereotype which says the man sits and relaxes on Sunday afternoon and makes his wife bustle around getting his beer, his Reuben sandwich, and his newspaper, while he totally ignores his family and plays king. A marriage should be an equal relationship. But *she* doesn't question it, because that's what she does for her keep: she waits on him like a slave. And after the boys have had all their fun, she comes around and sprays the room so that the family won't come down with *houseitosis*, or something.

A woman has as much right to be accurate as a man.

The mini Accutron for women by Bulova.

The Tiny Lady Syndrome

(Accutron Watches)

There seems to be a rise in the use of the movement, and at first glance, this would appear to be great: A woman has as much right to be accurate as a man. We believe in equal time for women... accuracy to everyone regardless of sex. But then they get into this business of the *diminutive* watches for women. I find it very offensive when they start talking about 'mini' products especially for women, when a basically

useful product works equally as well for both sexes. In the same vein, there are so many products priced higher for men. Women's fashions are generally less expensive, supposedly because we're capricious and buy clothes a lot, while the more mature male can make a suit last for three seasons. I have big wrists and I don't want to adorn them with jewelry. The whole fashion industry—and watches, in this case, seem to be a part of it—very cleverly appeals to women's insecurities, on the assumption that she needs to feel chic and up to date.

# Scanning the ads with Karen Boehning

By Robert Cross

**T**HOSE billboards seemed to be all over town in the summer of 1970, and they made Karen Boehning extremely angry. "Every BODY Needs Milk." The signs clawed at her caffein-crazed nerves in the rush hour traffic. They leered at her from the sides of buildings like some kind of inescapable obscene joke. It was the picture that did the trick: a gigantic, voluptuous woman wearing a bikini. Get it? Karen

Karen Boehning at home.



Earl Guster/Tribune

Boehning got it, all right.

Here they were trying to sell a product with sexual innuendo, she reasoned. They were exploiting the female anatomy to gain attention.

The billboards probably didn't alarm most people, because most people, when they encounter billboards, have their mind on something else—like traffic. *Hmmm. Clever. Must remember to pick up . . . uh . . . some . . . bikinis on the way home from—STAY IN YOUR OWN LANE, CHOWDER HEAD!*

Few billboards receive the detailed analysis Karen Boehning is capable of giving them. She had become an active feminist by then—an officer of the National Organization for Women, Chicago chapter; a sensitized, consciousness-raised, ideologically-attuned woman ready for a fight.

Boehning and some friends from N. O. W. frequently talked about the billboard, morosely assessing its implications. The Women's Movement had a measure of momentum going for it then; there had been some solid achievements. Winds of change were blowing—but not hard enough, apparently, to knock down an outdoor advertising sign. Segments of the ad business seemed to be getting the movement all wrong or ignoring it completely. And advertising, after all, is an important part of the environment. Americans practically *breathe* ad-

vertising. It's the rare city dweller who sees and hears less than a hundred advertising slogans every day. Commercials teach children to talk and sing. Ads indicate to people how they should look, dress, feel, and spend their money. Yet, an astounding percentage of these advertisements, Boehning and her colleagues decided, were putting women down.

Taking the long view, Boehning and her sisters in N. O. W. could see how the commercial exploitation of women (*and men*), the perpetuation of sexist myths, the reinforcement of chauvinistic attitudes all might lead to chaos in the years ahead. The day of true equality for women was at hand, written into ha'd law. Yet advertising—the whole media environment, in fact—was doing hardly anything to get us ready for it.

Someday, women would be walking into personnel offices demanding jobs as \$7-an-hour welders. Would personnel managers be prepared? Just imagine the damage a \$7-an-hour welder might do to an office where the mind-set has been reinforced by a lot of the current advertising and the personnel person blithely tells the welder to apply for that \$3-an-hour secretarial opening!

Will airline passengers sob in despair, pound on the emergency exits, and kneel in prayerful suppli-

cation when that seemingly familiar coffee-tea-or-milk voice gets on the p. a. system and says, "This is your *pilot speaking*"?

Will hapless victims unsuspectingly walk right up to muggers because no one has told them that the hand that rocks the cradle is equally capable of wielding a blackjack? It is happening even now in London, Times Square. . . .

**S**omething had to be done. After a few such conversations in the summer of 1970, Boehning and associates bought some purple spray paint and began attacking the offending BODY billboards. "This Ad Insults Women"—scrawled in purple haze—began turning up on signs all over the Midwest.

But how does one put similar messages into TV commercials and magazines with circulations in the millions? "Getting up on the billboard and painting across the ad was cool to relieve our frustrations," says Boehning, "but what were we *really* going to do about it?"

In August of that year, the National Organization for Women and other feminist groups were preparing a list of demands as part of the women's strike timed to mark the 50th anniversary of female suffrage. The list was a long one, subject to the usual amount of intra-Movement haggling, but Boehning managed to insert one more item, a manifesto calling for an end to "sex-sell" advertising.

Soon Boehning was in charge of N. O. W.'s first "media action" committee (the New York chapter—inspired, says Boehning, by Chicago's—formed its own "image of women" committee six weeks later). Boehning, a hard-headed "cause and effect person," soon realized that advertisers would *not* change their habits simply because of a hastily composed, and rather vague, demand.

"Three months later, we decided, no, it's *not* sex-sell that we're worried about, because sex is fine. But we don't want women sold, exclusively, as sex objects. Sex is fine, it's part of our culture, it's groovy, but how come we don't see *men* in bikinis? If we're going to do that sort of thing, let's do it for everybody!

"Then we realized that *that* wasn't right, either. What we're really after is the method by which stereotypes are created by advertisers. The real problem is the *dollar*. They want you to buy the product; they want to make you look at the ads and think about their product. *So* they're going to appeal to the American's sexual insecurity-

ty. We are traditionally the most sexually insecure country on the face of the earth. Advertisers and marketers know this, and that is exactly what they hit on to sell things. They've been using that method, successfully, since the Huckster' days."

For two years now, Boehning has been casting about for a way to alter what she considers the prevailing attitude of business. By day, she is the mild-mannered, twentyish supervisor of some filing clerks at an insurance company. By night (and during lunch hour, coffee break, and those periods of unemployment usually connected with her feminist preoccupations) Boehning functions as a sort of Counter-Media Freak. So far, the most frequent tactic employed by Chicago's media-action committee and New York's "image of women" panel has involved persuasion. Letters were written to selected offenders. Members met with the "creative people" at advertising agencies. The New Yorkers gave "Positive Image of Women" awards to ads that best furthered the cause, and they tendered "Keep Her in Her Place" or "Old Hat" citations to those campaigns N. O. W. considered especially bad.

"At the meetings we held with ad agencies, the creative people were dynamite," Boehning says. "These are people with beautiful minds. They were saying, 'Yeah, I'm digging it' and they were coming up with new ideas for us, but they were totally discouraged by management in trying anything innovative with the product, so there they sat." At some agencies, N. O. W.'s elaborate slide presentation drew only a handful of agency personnel. And one industry-sponsored "seminar" in which N. O. W. became involved turned into a debate. "They had a guy on the panel from Penthouse magazine, and the question was, 'Does sex sell?' They had already preplanned it so we had to be coming out of the bag that says, no, sex *doesn't* sell, and that *isn't* the bag we wanted to be coming out of."

N. O. W. prefers to come out of the bag that says advertisers have a public responsibility which goes beyond the exigencies of the marketplace. "The agencies have a great line," says Boehning sarcastically. "We don't set trends, we follow the culture.' That's their greatest copout. We've got to keep hassling them so that a product is sold on the basis of its merits and not because it's supposed to appeal to any other human instincts."

Boehning discussed tactics of the future one evening with a male guest who had dropped by for dinner and some conversation. While Boehning chatted with the visitor, roommate Judy Lonnquist—a labor lawyer and N. O. W. activist—did the cooking.

The man, predictably, had some difficulty at first in grasping the subtleties of Boehning's reactions to certain ads. She flipped thru a dozen magazines fresh from the newsstand, ignored the ads she considered obviously sexist, and analyzed those ads that seemed to carry a more implicit, but nonetheless offensive, put-her-in-her-place point of view. All that letter-writing, all those calls to advertising executives, all those meetings—and still Boehning could scan the magazines and easily select, at random, ads that offended her (see box). To a person of her sensibilities, it was a highly unappetizing pre-dinner conversation topic.

"I know, that it isn't ever going to happen in my lifetime," she said, "but we've got to start changing the images portrayed so people will become comfortable with the fact that—regardless of sex—there are multiple ways in which you can decide to live your life, and multiple roles that you can play."

It was a case, tho certainly not the only one, of pragmatic women butting their heads against the intransigence of sound economic principle and business tradition. A "creative person" at one Chicago agency summed up the situation neatly not long ago, when he told a woman friend: "The agency that's dealing with a \$3 million to \$10 million conservative client knows that if it gets too far off the track of what the client wants, some other agency will be very happy to do things just like the client says. The giant agencies didn't get big because they kept arguing with what their clients wanted."

Boehning has heard variations on this theme time and again, and her frustration sometimes hardened her voice and her militance as she sat on the sofa that night, browsing thru magazines with the male guest. Lonnquist, listening from the kitchen, tried to lighten the conversation with an arch comment or two whenever Boehning began to lapse into the strident tones of Movement rhetoric. When the subject turned to the Virginia Slims slogan, "You've come a long way, baby," Lonnquist said, "The proper response to that is, 'Thank you, massah.'" When Boehning got to talking about her distaste for *femme fatale* characters, such as the heroines of novels

by Victoria Holt, Lonnquist interrupted.

"Waaaaait a minute," she yelled from the kitchen. "I like Victoria Holt."

"You're wrong," Boehning shouted back.

Boehning then changed the subject again and explained that the Movement was ready to "zero in" on a single product and demonstrate how 15,000 activists and their sympathizers could really hurt a company that used what they consider flagrantly offensive ads.

"The only way we're really going to get them to change," she said, "is to pick a product that is clearly identifiable as sexist in its advertising approach—in other words, one that's advertised in such a way that you won't have to be a heavy Movement person to find the sexism."

"It would have to be a product that is purchased for many homes, not something like a fancy brand of scotch that's only purchased by particular kinds of people with particular lifestyles.

"It would preferably be an advertiser who portrays multiple stereotypes—not only women, but men and women acting in a stereotyped way.

"It would have to be a product sold in supermarkets, because the key to the whole thing is to affect one month's sales figures, so that we can show in dollars and cents how we have decreased purchases of the product.

"Then you tell a major grocery chain that you're going to be boycotting the product. Now, what they will do is call back their order from the manufacturer so they won't have an overstock in the stores. That's how the chains prepare for a boycott. The sales figures at the manufacturer's end are not taken from the purchases you make at the cash register but from the bulk orders. You've got to show them the hard facts: We do have buying power, and we can engineer a boycott."

Boehning's guest asked her if the media-action committee had selected a target. "There is a product," she said, "and it meets all the requirements I've just outlined. But if I told you what product it is and the word got out, it would be too much of a lead for them."

Lonnquist came into the room just then, catching the tail end of the conversation. She smiled impishly and purred, "Do you like coffee with your dinner?"

After dinner and coffee (which tasted so good, according to the

guest, that he hated to put it down), Boehning returned to her magazines and her sample ads and attempted to raise the consciousness of her male visitor. She pointed out that none of the ads she had selected for discussion contained patently offensive copy, headlines, or illustrations. Nothing, for example, where women are depicted as virtual love slaves because their men used a certain brand of shoes or after-shave. These she labels Scoring advertisements. Ads that promise Scoring imply with varying degrees of innuendo that the buyer will find the product or service helpful in sexual conquests.

One deodorant ad, for example, seemed to be telling Penthouse



readers that it would make them more potent. Another ad, for United Air Lines' Club Commuter routes (see box), depicts a travel agent who advises a couple of young women that they should begin their vacation by taking a Club Commuter flight if they're interested in meeting "charming, successful men." An ad for men's suits urged its audience to write the manufacturer "and we'll tell you the store that will help your score." "Wow," said Boehning, "they're not even subtle about it."

"This ad was in Penthouse," she continued. "I've noticed that a lot of the ads in Penthouse and Playboy seem to revolve around women but appeal to men. In magazines for women, the reverse is true: It's how to please your man. So women get it no matter which market the advertiser's after. If it's an all-male market, the women get stereotyped, and if it's an all-women's market, women still get stereotyped." Lonnquist excused herself to watch a television show "starring my favorite male sex symbol, George C. Scott."

Another approach Boehning de- tests is what she calls the Brat Boy Syndrome. Numerous examples 24 ▶

## Ad agencies cite the amount of research that goes into each product, and the reception by housewives.

can be found (see box), but most of them, she pointed out, depict boys as lovable rascals who get their clothes dirty a lot, track up the kitchen floor, and require enormous amounts of nourishing food and Tender Loving Care. From Mom.

While Boehning doesn't quarrel with the accuracy of such ads, she feels that *girls* also are perfectly capable of slovenly behavior, hunger, and the craving for affection. And why is it *mother* who must always worry about the family's cleanliness and nutrition?

Speaking of domestic responsibility, Boehning finds Clean Freak Slave ads particularly annoying. "Soaps and detergents should be advertised solely on the basis of product value," she said as she ripped an offender (see box) from the Saturday Evening Post. "Just



say that the product gets your clothes cleaner, or makes your house smell good, or whatever. Why make it a status race among housewives? But my main objection to this kind of advertising is that it tries to make women believe they're not worthy housekeepers unless everything is ultra-clean. I'm sure there have been a number of women who were driven *insane* by the desire to have everything spotless."

Now, another thing. Boehning is a big person. She wears unisexual, aviator-style glasses. Her shirts, sweaters, slacks, and accessories

are the sort that men could wear without provoking ridicule. People exactly her size drive trucks, build skyscrapers, tend bar, write orders, and engage in every other form of human activity, altho none of them would qualify as jockeys. Therefore, Boehning resents what might be called the Tiny Lady Syndrome that crops up in advertising quite a bit. This includes ads for products which, in their basic form, could be used by men and women: watches, pens, cigarets, clothes, and certain toiletries, to name a few.

Obviously, a backless, floor-length ball gown is intended for sale exclusively to women. That's fine, says Boehning, but it's still clothing, and so advertisers should watch their copy. She found among her magazines just such an ad. The copy said, "Femininity is back in fashion," and Boehning replied, "Romantic clothes may be back in fashion, but *femininity* does not mean sex appeal in the traditional sense of sex appeal. They're talking in this ad about a romantic style of dress from a romantic era. That does *not* mean femininity. *Mencan* dress in the same vein of fashion—velvet jackets, ruffled shirts—that's a *style* of dress." The male visitor was beginning to understand how subtle these distinctions can get.

Then, of course, there are advertisements that defy precise labeling, usually because they cross several categorical lines at once. Boehning is content to define these as Multiple Bull—

The classic example, now a well-publicized controversy of 17 months' standing, is the campaign for (and against) Virginia Slims (see box). According to Boehning, they are Tiny Lady in their approach because, as the ads say, *these* cigarets are "slimmer than the fat cigarets men smoke." Also, the Virginia Slims ads constitute Movement Rip-off, Boehning said, because they allude humorously to women's rights and carry what Boehning considers a patronizing slogan—"You've come a long way, baby."

"Using the growth and importance of the women's rights movement to sell a product really aggravates me more than any other thing," Boehning said. She was scanning a Virginia Slims ad that told the story of "Mary Patrick," who, in 1913, was kicked off a train for trying to light up a cigaret. Another part of the ad showed a model wearing a Beene Bazaar pink pants suit and fearlessly holding a smoldering Virginia Slim.



Boehning would like to put *her* on the 5:15 to Larchmont.

"Look," she asked her guest, "is this supposed to mean, 'You've come a long way' just so you can be a groovy chick standing around in the latest fashions? Why isn't she sitting in a stock brokerage house, smoking while she's getting the quotations from the Big Board? Why don't they show her out running for office, or working as a bacteriologist, or just sharing a marriage with a person—sharing the raising of children, sharing a life together? I could dig it if they got rid of the 'slimmer than' line, cut off the 'baby' and showed the modern woman smoking in some previously traditional male stronghold." The guest could not come up with an answer, and anyway, he wasn't sure if one was required.

Jim Oates also had difficulty framing a reply. He sighs when he hears charges such as those made by Boehning—and as the account executive who supervises the Virginia Slims campaign at Leo Burnett, Oates does hear them occasionally.

"I can't believe we're sexist," he said while pulling on a fat cigaret in his Prudential Building office. "I cannot believe we're sexist."

Oates believed it might be instructive to explain how Virginia Slims were started in the first place. In 1968, he said, client Philip Morris asked the agency how it would advertise small-caliber cigarets like Silva Thins, a competitors' brand that had recently hit the market. So the agency people bought a few cartons of Silva Thins and began to free-associate.

"We found out," Oates said, "that when you *feel* the cigaret, it *feels* thinner. I guess the guys who developed the brand associated thinness with 'fashion' and 'feminine.' It has the *length* of a feminine cigaret, too: More women smoke 100-millimeter cigarets than any other size." Even so, the agency did not hit upon a "women only" theme immediately. They first tried a "low-tar story," Oates said, and brainstormed potential names like Pace, Fact, Today, and

Minimum. But the tobacco industry had found that health stories hadn't been selling cigarets very well, and there was even more compelling market research coming to their attention.

"A study by Pierre Martineau told us that cigarets are masculine or feminine," Oates said, "but they're never successfully neuter." The names came forth again. Trend . . . St. Moritz . . . Virginia. Virginia who?

"We knew by this time that we were working with a primarily feminine brand," Oates explained.

"So we came up with the idea of the first cigaret for women only. We had been kicking that around for many years and this was the product form that seemed to fit the idea."

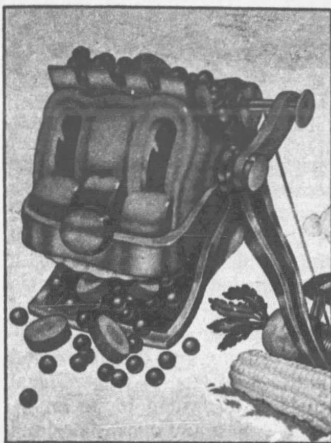
The rest, of course, is history. Early test markets in San Francisco proved receptive. The brand soon commanded a respectable 2 per cent of U. S. cigaret sales. And "You've come a long way, baby" was a familiar idiom nation-wide.

"There have always been complaints about the slogan," Oates conceded, "and one of the things we feel may be a problem is the word *baby*." Yet we *have* researched it, and we've found that most women—tho not necessarily those in women's *groups*—take that word as an endearment. It's like 'honey.' We meant to spoof the antiquated attitudes toward women and remind women that considerable progress has, in fact, been made. It was not intended to suggest that women have arrived."

Naturally, Oates does not believe Virginia Slims represents a callous "Movement Rip-off" either. "I've always had a feeling—and it may be just my *own* opinion—that Virginia Slims may have *helped* the women's movement," he said. "We've put a lot of dollars behind this one theme. It promotes awareness of women in particular. It is a woman's product. And the ads did portray the suffragette movement."

The modern, fashionable woman depicted in the ads is deliberately doing nothing, he said. She is poised for action, ready for anything—traditionally male-dominated or not. "We try to get across an *attitude*. The girl could operate in any situation. She isn't necessarily a stockbroker. She could be a banker, the president of a corporation. . . . She is a totally modern woman."

At General Foods, the Birds Eye Combinations people have decided to drop the current ad campaign  
Chicago Tribune Magazine



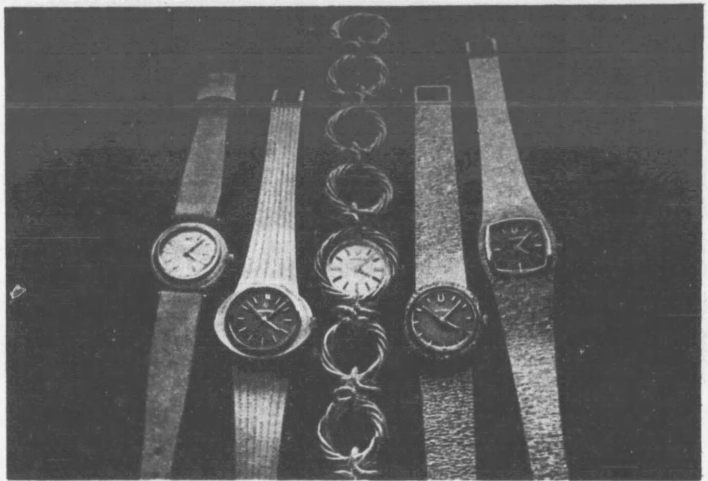
(see box), but not because of the half-dozen complaints they received from women upset by the Brat Boy Syndrome. The story about the boy who wouldn't eat his vegetables unless Mom made up fairy tales about them was just too complicated, said Richard Sharoff, associate product manager for the Combinations brand.

"Our research shows that the housewife wants you to tell her your message and then shut up." The message—that Combinations are inherently interesting—will still be aimed at housewives, however, because General Foods is certain that housewives comprise 90 per cent of its customers. Most of them

buy "interesting" vegetables in an attempt to please their families, Sharoff said, so the new ads will tout "vegetables for a husband who would rather wait for dessert."

At Lehn & Fink Products, manufacturers of Lysol Spray Disinfectant, product manager Len Suskin was reluctant to discuss the genesis or motivation behind an ad that Boehning believes was meant for Clean Air Freaks (see box). "She felt the boys ought to clean up their own smoke?" Suskin said. "Well, who is to say that that portion of the ad was not directed at men? Who is to say that the purpose wasn't to entice men into using Lysol spray?" Suskin, however, did not reveal, after some questioning, whether that was the advertisement's original intent or not.

When Bulova recently discovered a way to reduce the size of its Accutron movement, the ad that resulted (see box) was not intended to patronize the Tiny Lady, said Simon Kornblit, the Bulova account supervisor at Doyle Dane Bernbach. "The fact is that standard-size Accutrons had been on the market for 10 years," he said. "And



in that period, of the millions of Accutrons sold, probably no more than a couple of hundred were bought by women for their own use.

"Let's face it," Kornblit said, "whether Ms. Boehning likes it or not, women's wrists are generally smaller than men's wrists. And when a woman spends from \$135 to \$1,000 for a timepiece, she wants it to be more than an accurate watch—she wants it to be a beautiful piece of jewelry."

Altho the advertising industry in general does seem genuinely concerned about the charges leveled at it by feminist groups (a few

exceptions in the business deliberately take the abrasive approach because it draws attention), agencies and clients usually sound bewildered when they talk about the problem. Besides, the standards of the N. O. W.-Chicago media-action committee are not always the same as those set by N. O. W. in New York, a situation which confuses advertisers even more.

Last summer an advertisement for Pampers won the N. O. W. New York "Positive Image of Women" award because it showed a picture of a diapered baby girl

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# An AIROOM First!

## Chicagoland Homeowners' Award Winning Room Additions

SINCE 1958



We Build Within 50 Miles

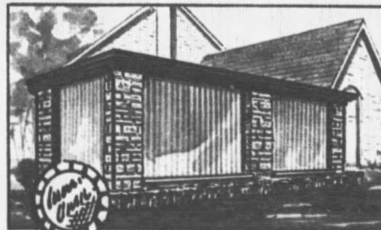
VISIT OUR 9,000 SQ. FT. INDOOR SHOWROOM TODAY. See 15 full-size completely furnished room additions. Ask for your FREE IDEA KIT.

FOR A FREE ESTIMATE CALL 267-0500  
Call Collect! (No Obligation)

6825 N. LINCOLN AVE.

(at Pratt and Crawford Aves.)

Ask About Our Shell Room Addition Plan  
LONG TERM FINANCING  
ARRANGED TO SUIT YOUR NEEDS



(home #2)  
A paneled family room now perfect for the growing family

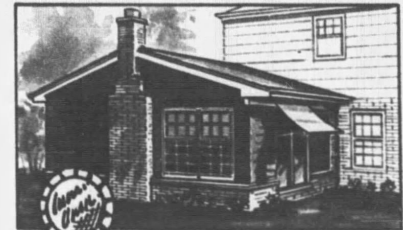
Come in. See the 4 most wanted custom-built ROOM ADDITIONS in the Chicagoland area!

Award winners all! The 4 exceptional room additions which were so enthusiastically received and purchased by our customers. With good reason. These prize winning room additions are examples of excellent planning by our architectural staff, maximum use of materials and space plus expert workmanship. See these great values!

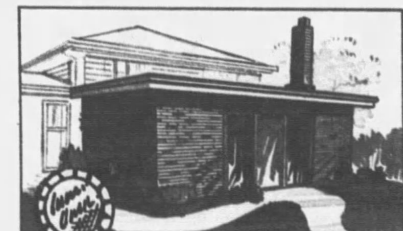
OPEN TODAY—SUNDAY—11 A.M. TO 5 P.M.  
—MONDAY THROUGH FRIDAY—9 A.M. TO 9 P.M.  
SATURDAY—9 A.M. TO 4 P.M.



(home #1)  
An achievement in a spacious bedroom with bath



(home #3)  
A magnificent cathedral-ceiling living room with fireplace



(home #4)  
A TV rec room for the total pleasure of kids and adults



## turn your back yard into a private resort

Be a gracious host to your family and friends. Let them enjoy the good life with you. Invite them to parties around your gorgeous new swimming pool.

This beautiful Liberty swimming pool is so advanced in design, it becomes a conversation piece and offers these unusual advantages:

- Your choice of a full 20, 24, or 32 foot lengths plus a generous sun deck.
- Luxury without tremendous cost of excavating and plumbing that goes with an in-ground pool.
- Constructed above ground. Solidly built to last. 15 year warranty on entire pool.
- Exclusive automatic "Golden Sand" advanced filtration system takes all the work out of pool ownership. Clear, clean, filtered water with no skimming.
- Saves money. Your property is made more desirable, more valuable . . . without the extra tax burden of an in-ground pool.

**ORDER NOW . . . and get our EARLY BIRD price.**  
We will make you a lower, pre-season deal you won't be able to get later.

Make Spring get here sooner! Call us today.

**(312) 647-7200**  
**LIBERTY POOLS**  
Division of Liberty Builders  
7400 North Waukegan Road, Niles

LIBERTY POOLS  
Div. of Liberty Builders  
7400 N. Waukegan Rd.  
Niles, Ill. 60648

Please have your pool representative call. I understand there is no obligation.

Name . . . . .  
Address . . . . .  
City . . . . . State . . . . .  
Zip . . . . . Phone . . . . .

under a headline that said, "The future President of the United States deserves a drier bottom." The people at the Pampers ad agency, Benton & Bowles, were "delighted, of course, and flattered," said a B & B spokesman, "but the women's liberation movement really didn't enter into it when we created the ad. That's not the market we're looking for. We sell Pampers to mothers and housewives."

Boehning hadn't agreed with her sisters in New York, anyway, because she interpreted the Pampers ad as another Movement Rip-off. "I really resent anybody taking advantage of a serious social movement and being flip about it."

Almost as much as they dislike alienating large segments of the buying public, advertisers constantly live with the fear that they'll put people to sleep. The ultimate nonsexist ad might be one that shows the merchandise and simply says, "Our product is good. Please buy it," but of course most advertisers try for added impact. "The women's movement tends to take a very, very serious approach," says Jim Oates of Virginia Slims. "We try to have a little fun with what we do."

Similarly, United Air Lines tries to paint its own portrait with a broad, funny brush. United has been criticized by feminists for its men-only Club Commuter flights (long since integrated), its "take me along" commercials (in which women pleaded with their men to include them on their next business trip), and the current TV campaign (featuring a high-kicking chorus line). "We don't intend anything derogatory by it," said John Zeeman, United's advertising director. "The whole Club Commuter

series (see box) is a caricature, and because of the style in which it's presented, I think most people will realize it. We want to make sure that people realize we are not a bland airline. As soon as you do that, I suppose, you take the risk of offending somebody."

The attempts to dramatize and entertain do lead to unintentional offenses, according to Boehning, because so many punch lines and scenarios depend on the public having a conventional view of the world. Despite the movement's rapid growth, it still sometimes takes a while for eager new activists to erase stereotypes from their own minds, so, inevitably, even the most sympathetic advertisers will take much longer to come around. Even now, after a full decade of talk about the black experience and black pride, some of the advertising aimed at blacks continues to promulgate "white" standards of beauty and social conduct. Despite widespread attempts by hyphenated Americans of various national origins to make known their human dignity and to protect themselves from defamation, members of ethnic groups are still portrayed from time to time as funny-sounding people who fall victim to their own childish behavior and odd customs.

The makers of Courant Fragrance by Helena Rubenstein were trying to sell their cologne (see box), but Boehning believes the ad went too far by implying that women are hyper-emotional. "This is a woman's fragrance," countered Jeanine Cullen, the Courant account executive at Kenyon & Eckhardt. "In our visual, we were trying to get a tear and a Mona Lisa smile—to show that there is a range of emotions that everybody has. But we are selling a woman's fragrance. It's not a musk base; it's too



flowery for men. We realize that all people have ranges of emotion."

In her encounters with the advertising business, Boehning has found that she cannot often get a direct response. Arguments tend to become circular, and the answers she receives almost always are based on the premise that advertisers have no business pushing the public with ideas not directly related to the product. Virginia Slims' suffragettes used to get involved with political action, but now the ads show suffragette types, punished because they dare to light a cigaret. "More recently," said Oates, "we have been staying with old-time smoking situations, because that's what we sell." For the most part, advertisers are sympathetic but unwilling to change campaigns that already do the main job—sell the product. Why should Virginia Slims alter its ads when they sell several billion cigarets a year and when the mail is overwhelmingly favorable?

During her evening with the magazines and her curious male guest, Boehning wasn't concerned

with demonstrating to him how callous some of the advertising can be. She was seeking out subtleties, borderline cases, and so it seemed useless to pause at the many liquor ads employing sexy women and dominant males. But Boehning did happen upon what might be considered a borderline case—an ad for Canada Dry Club Soda (see box).

In it, a beautiful woman with a soulful expression in her eyes raised a glass to her lips. "A good

### Most advertisers are unwilling to alter ads that do a selling job.

club soda is like a good woman: It won't quit on you," said the headline. "The only thing better than a club soda that's full of life at the end of a party (the ad continued) is a girl who's full of life at the end of a party." The copy went



on to claim that a bottle of Canada Dry might retain its carbonation for as much as 48 hours, even with the cap off. "It may not do wonders for your love life. But it can do wonders for your drink."

It was not a liquor ad, tho it seemed to follow the genre. ("Liquor ads can be very chauvinistic," concedes a man close to the distilling industry, "and that's because they definitely are aiming at men. They'll show a woman half undressed sometimes. Men usually have control of the bar at home and dictate the brand, even if the woman makes the actual purchase.") Were mixers now taking the same approach?

Bill Mattes, Grey Advertising's account executive for the Canada Dry brand, denied that they were reaching for the "male" market. "As far as our marketing strategy is concerned, our story is long-lasting carbonation—and that's all," Mattes said. "We didn't intend to be offensive to women." Enough club soda is bought by women to make advertisers wary about alienating them, he said, but research did show that mixers, like liquor itself, "have a definite male skew."

And that makes Boehning curious. If men and their sexual hangups are apparently so important to the beverage industry, she wonders, then why do statistics also show that fully half of the 500,000 alcoholics in Illinois alone are . . . women? She thinks about that while monitoring a frustrating array of magazine advertisements, television commercials, and billboards, and begins to get the feeling that perhaps the high rate of alcoholism among females isn't so hard to understand after all. At that point, she is ready to conclude that women know a few things that advertisers don't. ■

# Your macaroni dishes taste better with Mrs. Grass Golden Egg Noodles.

## 2½ eggs better.



We use the high-color, golden yolks of 2½ eggs to make every pound of Mrs. Grass enriched egg noodles. You don't get any eggs in a package of macaroni. And that's an important difference.

Our golden egg noodles make your favorite macaroni dishes taste richer. And the protein makes them more nutritious.

Don't let habit stop you from enjoying something better. Next time you make your favorite macaroni dish—like macaroni with cheese, or with chili

sauce, or tuna casserole—just substitute the same amount of Mrs. Grass enriched golden egg noodles in place of the macaroni.

It's that easy. And your family will love the difference.

**STORE COUPON**

**7¢ It'll pay you to try it. 7¢**

**7¢ off**

This coupon good for 7¢ off on any 1-lb. or two 8-oz. packages of Mrs. Grass Egg Noodles or 12-oz. Mrs. Grass Kluski Egg Noodles.

TO GROCER: I. J. Grass Noodle Company will redeem this coupon for 7¢ toward the purchase of any 1-lb. package, two 8-oz. packages of Mrs. Grass Egg Noodles or 12-oz. package of Mrs. Grass Kluski Egg Noodles. Plus 3¢ handling, provided (1) it is taken in payment only as specified, and (2) it is surrendered to salesman or mailed to I. J. Grass Noodle Company, Inc., 725 S. 25th Ave., Bellwood, Ill. 60104, within 30 days. Void

when presented by outside agency or when abused, prohibited, taxed or otherwise restricted. Coupon good only on brand specified and non-transferable. Invoices proving purchase of sufficient stock to cover coupons presented for redemption must be shown upon request. Customer must pay sales tax. Cash redemption 1/20 of 1 cent.

Coupon Expires October 1, 1973—CT 373

