

The Women's Liberation Movement



Origins of the Modern Women's Liberation Movement

"The first step in revolution is consciousness." Well, I did the consciousness with *The Feminine Mystique*. But then there had to be organization and there had to be a movement. And I helped organize NOW, the National Organization for Women and the National Women's Political Caucus and NARAL, the abortion rights [organization] in the next few years.

-- Betty Freidan

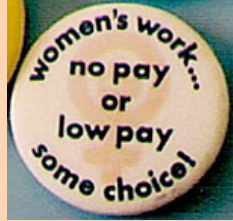


The Women's Movement in the 1960s



- The *civil rights movement* provided the women's movement with inspiration, strategies, and legal tools. Women who worked for civil rights applied the skills they had gained to the women's movement.
- The 1963 Equal Pay Act & the 1964 Civil Rights Act both helped address some of the legal and economic inequalities women faced. What remained unaddressed were continuing social inequalities.

Challenges



- In spite of the various civil rights laws, many employers ignored the law. Few women were able to find jobs other than as teachers, nurses, maids, and secretaries. Those who did earned only .59 cents for every dollar similarly qualified men made at the same job.
 - Female clerical workers earned \$220/wk vs. males who made \$328/wk.
 - Female engineers made \$371/wk vs. men who made \$547/wk
 - Female waiters made \$144/wk vs. men who made \$200/wk
- Politicians did little to change the lack of opportunity for women.
- School history books failed to recognize women's vital role in shaping society.
 - In one 1972 textbook, only 5 of the 283 people mentioned were women.
- Language made women feel invisible – writers only used masculine pronouns (he, his, etc.) for both genders. Society called women Mrs. or Miss., labeling women according to their marital status (unlike Mr..)

Learn a Lesson in Sex Appeal

FROM THIS AMAZING SHAMPOO!

Halo Shampoo brightens your hair with seductive luster because it contains no soap or oil to cause dulling film on hair. Leaves even dry hair silky-soft, manageable. And does not irritate the scalp.



MANY a heart has been won by a thrilling head of hair. For when a man looks at you, remember his eyes start with your head.

Yes, hair can do wonders for a woman provided your shampoo permits the natural radiance of your hair to come forth and add charm to your whole appearance. You see, soap and oil shampoos so often leave an unremovable cloud of film on your hair to actually dull its natural brilliance. That's why women used to need a lemon or vinegar rinse. Why your hair so often looked dull and dead, unmanageable and frizzy.

How lucky for all women that a scientist made this discovery now in Halo Shampoo—a way to make rich, creamy shampoo thicker without the use of either soap or oil.

Here at last is an ideal shampoo for dry, oily or normal hair, even in hardest water. One

shampoo with Halo demonstrates perfectly how it removes all trace of dull, cloudy film left by many soap and oil shampoos. How radiant and full of luster it leaves your hair eliminating any need for special extra rinses. How silky-soft and manageable it leaves your hair. How clean and fragrant your scalp, without irritation. In fact, even loose flaky dandruff is safely removed.

Just think, for only 10¢ you can buy a generous bottle of this thrilling new shampoo, at all drug and ten cent stores. Large sizes available at all toilet article counters. Halo is tested and approved by Good Housekeeping Bureau.

HALO SHAMPOO



REVEALS THE BEAUTY HIDING IN YOUR HAIR

Keep her where she belongs...



Photo: 1972 shoe advertisement

After N.O.W. protested the sexist ad in 1972, the shoe company claimed it was taking a stand for masculinity and against the women's liberation movement.



"If you ever broke 14 fingernails cleaning an oven, you'd know why I want this new self-cleaning one."

**They say the Kenmore self-cleaning oven even puts the corners clean. You just set the dial. It looks great and everything.

And you know what a horrible job it is cleaning under the burners?

No, I guess you don't. Anyway, with this stove you just flip up the top and give it a wipe.

The automatic timer on the oven's great, too. It's cool, clean even if I'm out shopping or something.**

That stove's really put together right. And another good thing, you can save depend on Sears service. Really, you're about to own a new stove.



Sears Kenmore Stove

It's designed for you, but built for your husband.

Both electric and gas self-cleaners available at most Sears, Roebuck and Co. stores under the name Kenmore.

Blow in her face and she'll follow you anywhere.

Hit her with tancy Tipalet Cherry. Or rich, grapey Tipalet Burgundy. Or luscious Tipalet Blueberry. It's Wild! Tipalet. It's new. Different. Delicious in taste and in aroma. A puff in her direction and she'll follow you, anywhere. Oh yes... you get smoking satisfaction without inhaling smoke.

Smokers of America, do yourself a flavor. Make your next cigarette a **Tipalet.**

"TO BUILD A MAN TRAP: FILL PICNIC BASKET WITH UNDERWOOD DEVILED HAM SANDWICHES"

Hoover

Give her a Hoover and you'll get the best

Christmas morning she'll be happier with a Hoover
(and forever after)

P.S. to husbands:
Has come about her house, you know, as if you really care about her... wouldn't it be a great idea to consider a Hoover for Christmas? Prices start at \$99.95. Model 20 (shown here) \$149.95. Low down payment, easy terms. See your Hoover dealer now.

THE HOOVER COMPANY

You need only two things to make a picnic a success. An eligible young man and a hamper full of Underwood Deviled Ham 'n egg sandwiches. That delicious whole ham flavor is the surest way to your man's heart. Isn't that reason enough to buy Underwood Deviled Ham? (The sandwiches work just as well in a lunch-box).

SANDWICH SET! Comparable to \$3.75 value, yours for just \$1.50 with Underwood Deviled Ham Wrapper. Send to: Sandwich Set, Underwood Deviled Ham, Box 5437H, St. Paul 4, Minn. Expires Oct. 31, 1963.

HE
wanted a Fiat Spider

SHE
wanted a Fiat "600"

THEY
got them both
(...and saved a garageful of money!)

FIAT

The FIAT 1200 SPIDER is all the car a man could want. A tiger on the road. Showcasing Italian styling by Pinin Farina. Careful Italian craftsmanship in every detail. A humming 1221 cc. engine that delivers plenty of zip and about 27 miles a gallon. Roll-up windows, plenty of legroom, rack away with top and optional hard top too, if you want it. Best of all, a price tag that lets you drive it instead of dream about it—only \$2595*. (And it's the only car also available with the winging new version of a famous 1.5 liter racing engine! WIRACOM!)
The FIAT 600 is everyone's ideal car, perfect for cruising to the supermarket, dropping the kids off at school, or taking the whole family to grandma's for the weekend. It parks in spaces that don't look big enough for a bike. Drives about 60 miles a gallon. Includes about \$300 worth of accessories at no extra charge. And costs only \$1395*—about \$200 less than the leading French and German imports.
SPIDER or 600, a FIAT will keep your family happy. Your budget, too. Try either one tomorrow. Better yet, try both.

The Chef does everything but cook—that's what wives are for!

I'm giving my wife a

Kenwood Chef

Women in the Workplace



FX

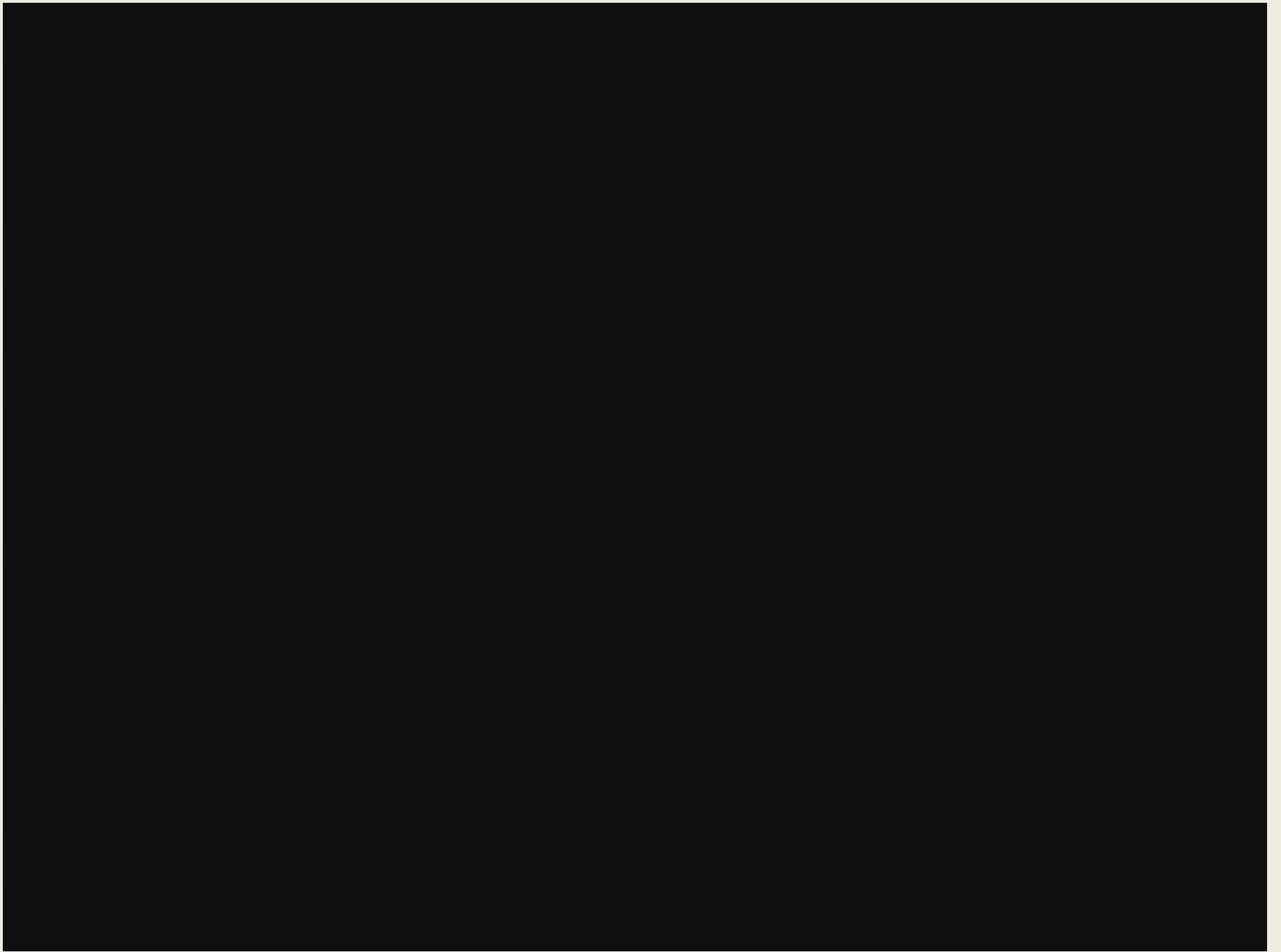
presented by
FX
presents.



Challenges

A Case Study – The Airlines





Desirable, but certainly not necessary for qualifying, are . . .

- higher educational achievements, i.e., college, nursing, teaching, business school or vocational training
- fluency in a foreign language

(A candidate's race, religion or national origin is not considered, and has no *bearing on her* qualifications.)

- participation in activities that reflect maturity, social adjustment and physical health
- public contact job experience

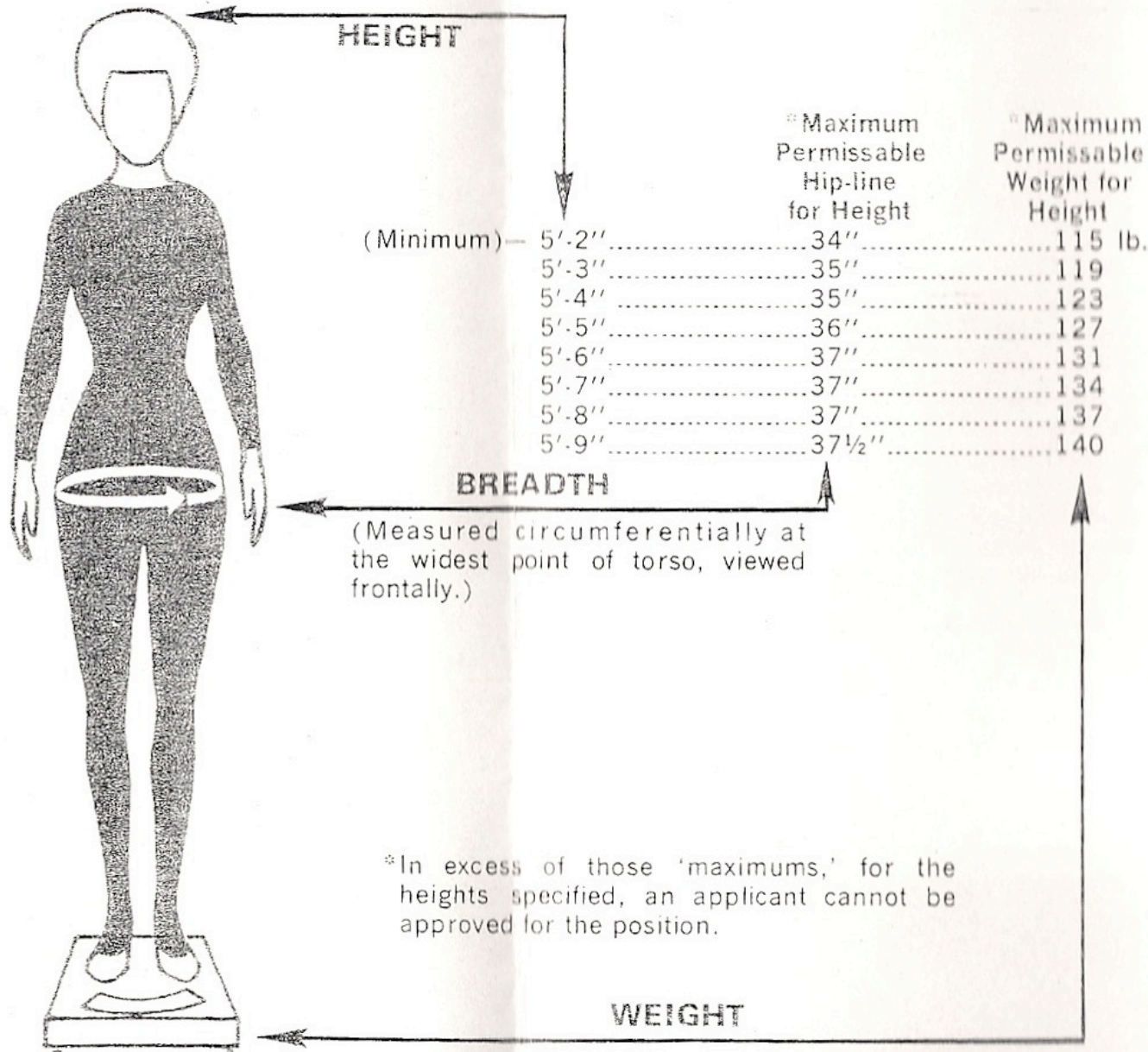
It is only a myth that . . .

- a candidate's hair must be completely at its natural color, or styled in a particular way
- even the most minimal scars, birthmarks or moles—or freckles—are disqualifying

- prior flight experience is necessary
- ultra sophistication or glamour is sought
- dental bridgework or dentures are not permissible (they cannot be readily discernible)

To Be A Flight Hostess—Be Trim!

A physically trim appearance is one of the prime requirements for qualifying. The TWA standard for gauging a candidate's height/weight (and breadth) "stack up" is—





I'm Cheryl. Fly me.



You don't even realize you're hot!
 Cheryl Ladd, the most beautiful woman in America, is a flight attendant for the nation's largest airline. She's got it all: beauty, brains, and a job that's as exciting as any you could ever have. And she's got a secret: she's a former Miss America. Cheryl Ladd is the most beautiful woman in America. She's got it all: beauty, brains, and a job that's as exciting as any you could ever have. And she's got a secret: she's a former Miss America.

Fly Cheryl. Fly National.

system timetable

WINTER 1971/2





I'm Laura.
I've got daily 747's
from Miami to
Europe.

Fly me.



Starting May 25th I'll have more going for you to Europe than anyone else. With daily 747's to London, and great connections on to the great places in Europe.
I've got the nice convenience of 747's every day to London. And the added convenience of the Miami gateway, avoiding the congested northern airports.
I've got the beautiful luxury of the great 747 with more cabin room than any airplane in the sky today.
And I've got the 747 extras on route first-class movies, made-to-order meals, extra entertainment, and our international gourmet cuisine.
Give it a go, won't you? Fly me to London.
Telephone National direct, or ring up your travel agent. Tell him Laura sent you.

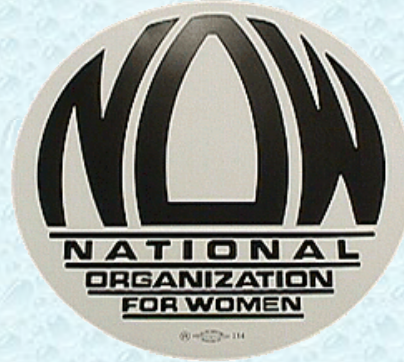


Fly Laura. Fly National.



In the mid to late 1960s, women began forming consciousness-raising groups dedicated to increasing awareness of women's situation in society.

National Organization for Women (NOW)



- In 1966, a group of 28 professional women, including Betty Friedan (who became the organization's first president), formed the National Organization for Women (NOW).
- “The purpose of NOW is to take action to bring women into full participation in the mainstream of American society now, exercising all the privileges and responsibilities thereof in truly equal partnership with men.”
 - NOW advocated women's issues such as fair pay, equal job opportunities, a more realistic portrayal of women in the media, and a more even balance of responsibilities in marriage.
- Lobbied government, filed lawsuits, staged rallies and marches

Women's Strike for Equality

- Organized by NOW
- Goal: the ERA was being discussed in Congress, and the protesting women warned politicians to pay attention or risk losing their seats in the next election.
- Called for women to stop working for a day to draw attention to the problem of unequal pay for women's work.
 - The protest used “Don't Iron While the Strike is Hot!”
 - Tens of thousands of demonstrators gathered at a march on August 26, 1970 in New York City to celebrate the 50th anniversary of women's suffrage.
 - Women went on “strike” in cities across the United States.
 - It was described by *Time* magazine as “the first big demonstration of the Women's Liberation Movement.”

Equal Rights Amendment (ERA)

- Promised equal treatment for men and women in all spheres, not just employment.



- In 1972, Congress approved passage of the Equal Rights Amendment (ERA) to the Constitution. This amendment would make discrimination based on a person's sex illegal.
 - Although the ERA was at first highly supported, it failed to gain ratification by the necessary number of states and was, therefore, not added to the Constitution.



VIDTRONICS INC.

SEXCIETRA...THE NEWS
ACCORDING TO PLAYBOY

SHOW# 21

(1420-721)

EDITED MASTER

SHOW# 21 1st AIR DATE: 10/21/84

PLAYBOY PROGRAMS, INC.

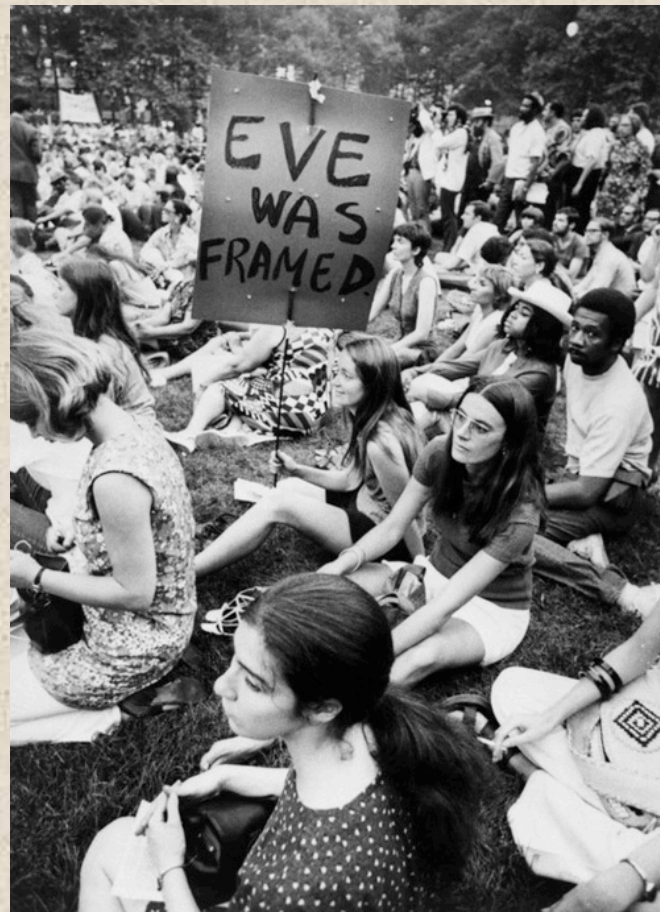
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VIDTRONICS, INC.

A Compact Video

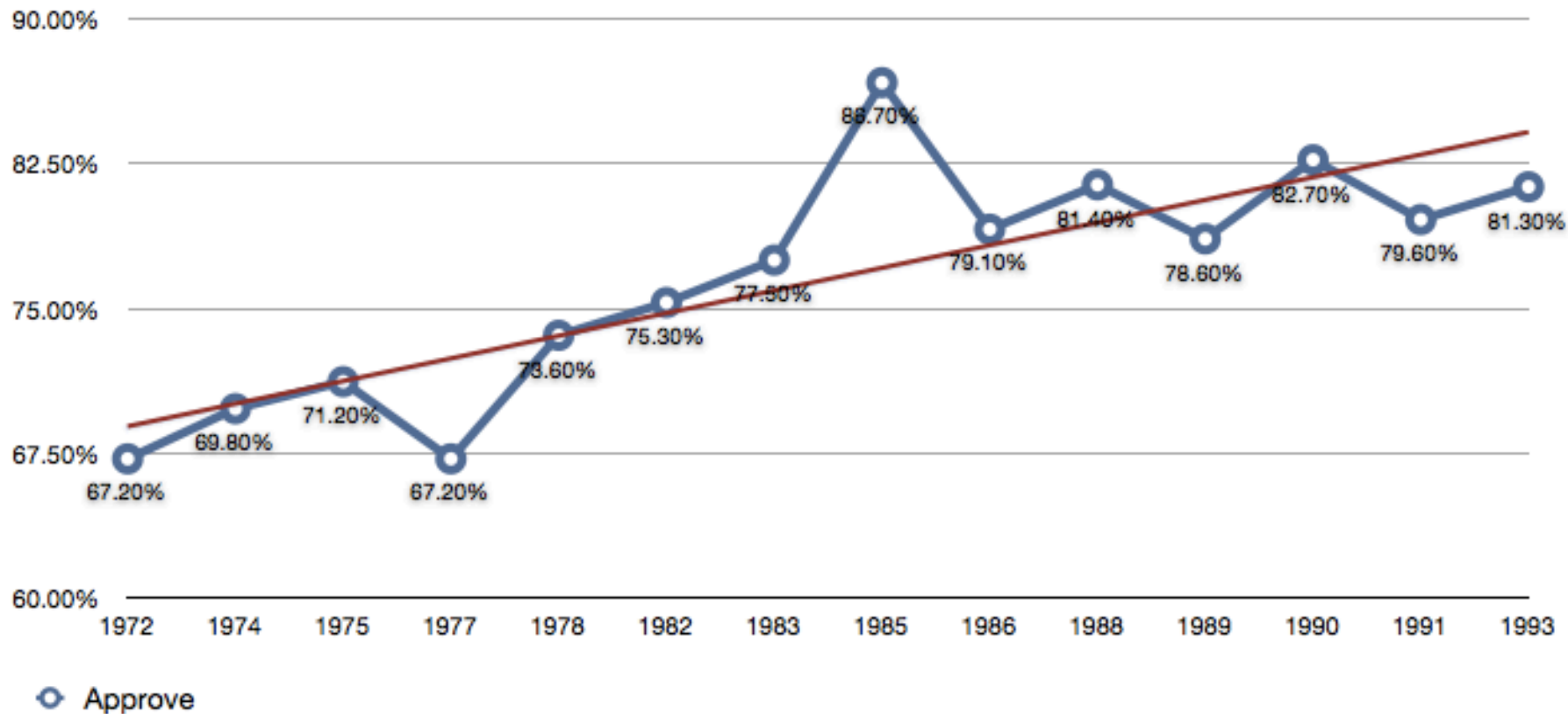
Strike for Equality - Nationwide Demonstrations

- The Women's Strike for Equality took place in more than 90 cities across the U.S.
- Here are a few examples:
 - New York had the largest protest. Tens of thousands marched down Fifth Avenue; others demonstrated at the Statue of Liberty and stopped the stock ticker on Wall Street.
 - In Washington D.C., women marched with a banner that read “We Demand Equality” and lobbied for the Equal Rights Amendment.
 - Detroit women who worked at the *Detroit Free Press* kicked men out of one of their restrooms, protesting the fact that men had two bathrooms while women had one.
 - Women who worked for a New Orleans newspaper ran pictures of the grooms instead of the brides in engagement announcements.
 - International solidarity: French women marched in Paris, and Dutch women marched at the U.S. embassy in Amsterdam.



- Some people called the demonstrators anti-feminine or even Communist.
- The Women's Strike made the front page of national newspapers such as *The New York Times*. It was also covered by ABC, CBS, and NBC, which was the pinnacle of extensive television news coverage in 1970.
- The next year, Congress passed a resolution declaring August 26 Women's Equality Day.

Do you approve or disapprove of a married woman earning money in business or industry if she has a husband capable of supporting her?





The 80s Working "Girl"

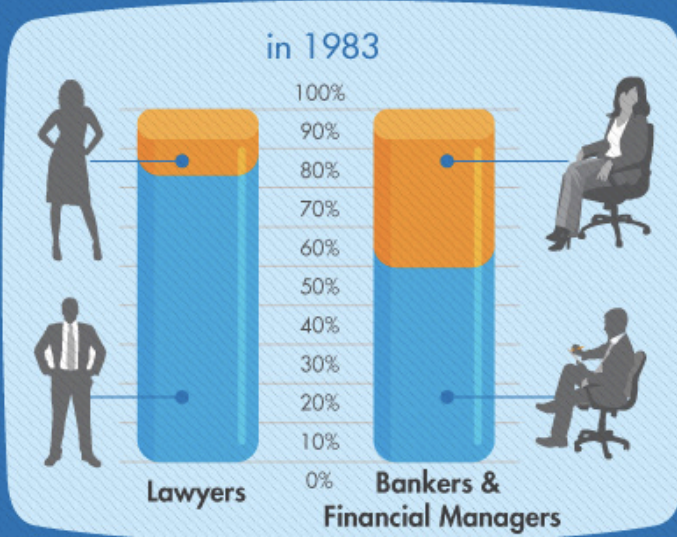
Her salary was 62% of a man's for the same job (1982).

♂ Men's Median Wage: **\$36,224**

♀ Women's Median Wage: **\$22,367**

Her Annual Loss: **\$13,857**

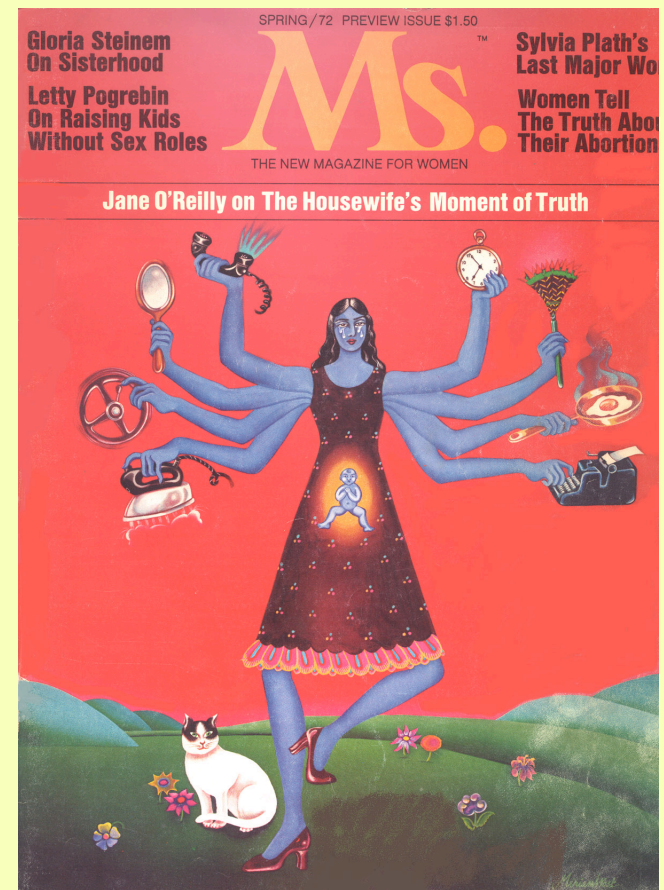
At the end of her 40-year career: **\$554,280 loss**



WOMEN
ON BUSINESS

www.womenonbusiness.com
@womenonbusiness

Ms. Magazine (1972)



- More and more women began identifying themselves as feminists.
- *Ms.* magazine, first published in 1972 by Gloria Steinem, became enormously popular.
 - Launched in 1972, *Ms.* became a famous part of the feminist movement. It was a publication edited by women that spoke to women's issues (gender bias in language, sexual harassment, feminist protest of pornography, and political candidates' stances on women's issues.)

Women on Television

Charlie's Angels
(1976-1981)





Wonder Woman (1975-1979)



Murphy Brown
(1988-1998)

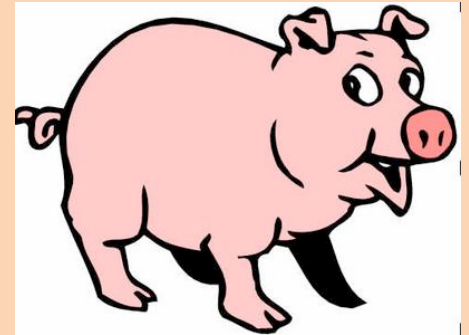


Battle of the Sexes

- Early 1970s was golden age for tennis. Women still received lower pay than men, and sexism rampant.
- Billie Jean King
 - 1967 Woman Athlete of the Year.
 - In 1971, she won second U.S. Open, earned highest annual fees of any female tennis player.
 - In 1972, she won the U.S. Open, French Open, and Wimbledon.
 - *Sports Illustrated* Sportsperson of the Year in 1972.



- 1973, former tennis champ Bobby Riggs challenged King to a tennis match that the media called the “Battle of the Sexes.”
 - *Fortune* Magazine called Riggs a “55-year-old tennis hustler who wore his chauvinism on his sleeve.”
 - Riggs believed he could beat the reigning female champ simply because he was male. Male athletes were superior, he claimed, “even those of
- Arranged to compete in a winner-take-all purse of \$100,000.
- Media circus leading up to the match
 - Before the first game at the Houston Astrodome in TX on Sept. 20, 1973, King gave Riggs a live pig to symbolize her view that Riggs was a male chauvinist pig.



- King crushed Riggs in 3 straight sets.
- King was thrilled with the win and the statement that it made on behalf of women athletes.
 - “This is the culmination of 19 years of work. Since the time [professional tennis] wouldn’t let me in a picture because I didn’t have on a tennis skirt, I’ve wanted to change the game around. Now it’s here.”
- “I thought it would set us back 50 years if I didn't win,” said King.
- After the match, King helped est. the Women’s Tennis Association and Women’s Sports Foundation.



Title IX



"No person in the United States shall, on the basis of sex, be excluded from participation in, be denied the benefits of, or be subjected to discrimination under any education program or activity receiving federal financial assistance."

(20 U.S.C. § 1681(a).)

Title IX

- In the years before Title IX was passed, females were drastically underrepresented in athletics, and funding for females in sports was inadequate compared to that of males.
- Part of the Education Amendment of 1972, Title IX forced all federally funded institutions, namely high schools, universities and colleges, to have equal funding spent on males and females both in the classroom and on the playing field.
- Title IX was passed in the hopes that it would end sex discrimination, especially in athletic programs, and also increase the amount of opportunities and participation for females in athletics.



In 1971-72, the first year of first year of Title IX, 294,015 girls participated in high school sports nation-wide, just 7% of the total. By 2003-04, girls' participation was up to 2,865,299, or 41.5% of the total.

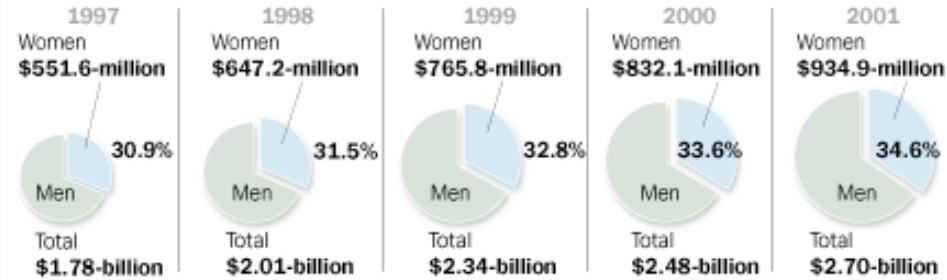
Figure 7.— Intercollegiate Athletics Participation in NCAA Member Institutions, by Sex: 1971 and 1994



SOURCE: U.S. General Accounting Office, *Intercollegiate Athletics: Status of Efforts to Promote Gender Equity*, October 25, 1996; *Federal Register*, December 11, 1979.

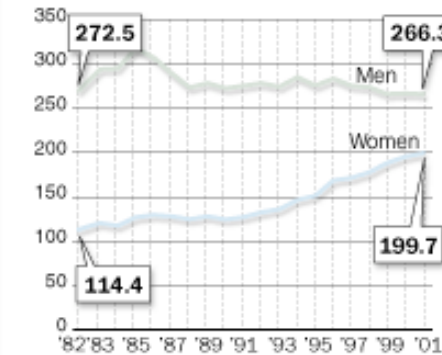
Female Athletes' Growing Presence on Campuses

Women's share of growing athletics budgets in Division I has increased over the past few years ...



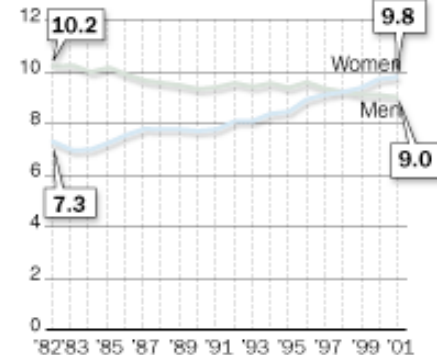
... the average number of female athletes has increased significantly, as the number of male athletes has leveled off ...

Average number of athletes per institution



... and the average number of women's sports teams now surpasses that of men's

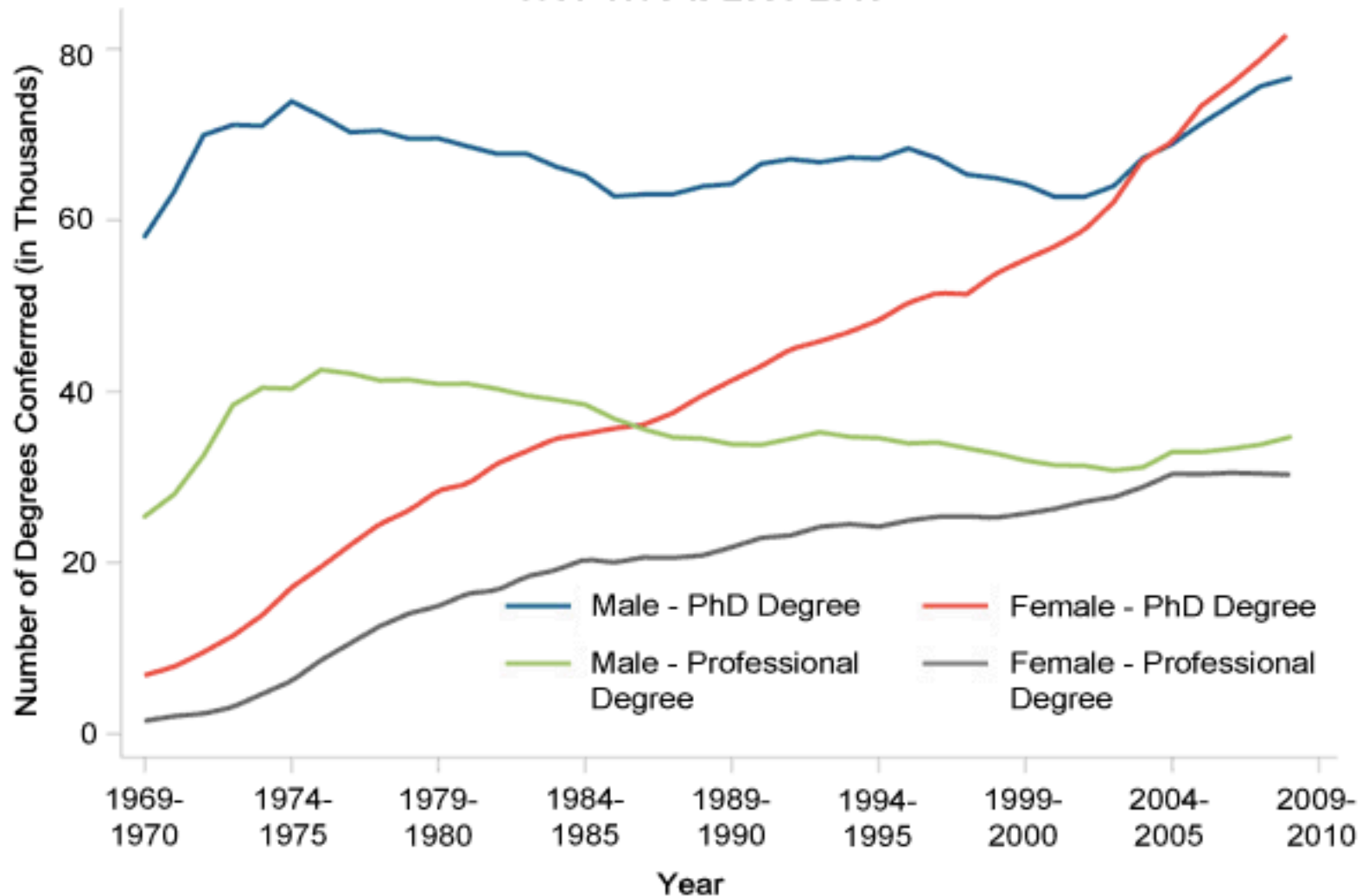
Average number of sports teams per institution



Source: Chronicle reporting, NCAA

Even today, not all federally funded institutions comply with Title IX; however, the increase of opportunities and participation for females in athletics is astounding.

Number of Doctoral and Professional Degrees Conferred by Gender, 1969-1970 to 2009-2010



Source: Authors' compilation based on Snyder and Dillow (2012).



RUSSELL SAGE FOUNDATION

