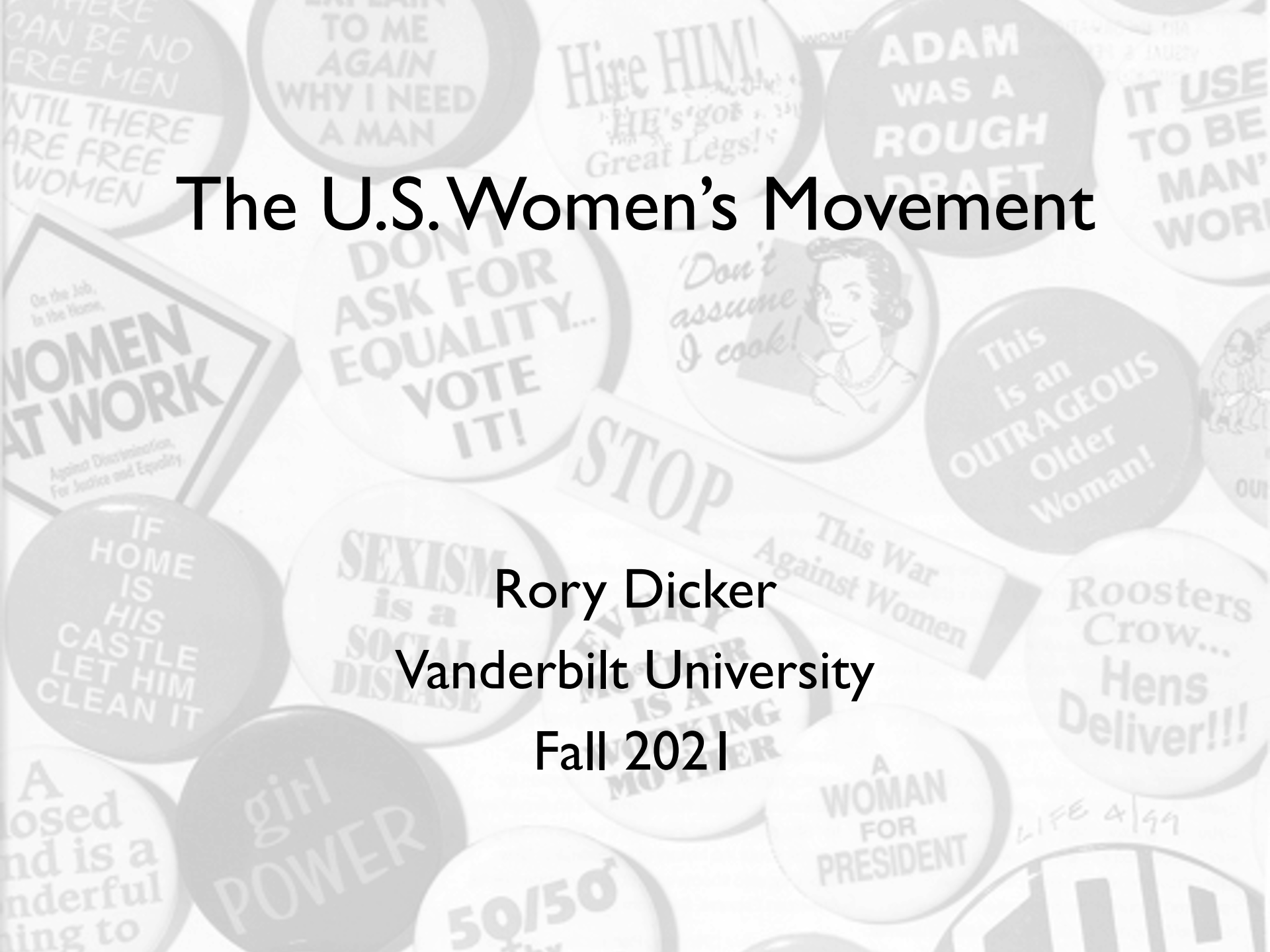


The U.S. Women's Movement

Rory Dicker
Vanderbilt University
Fall 2021





The 70's

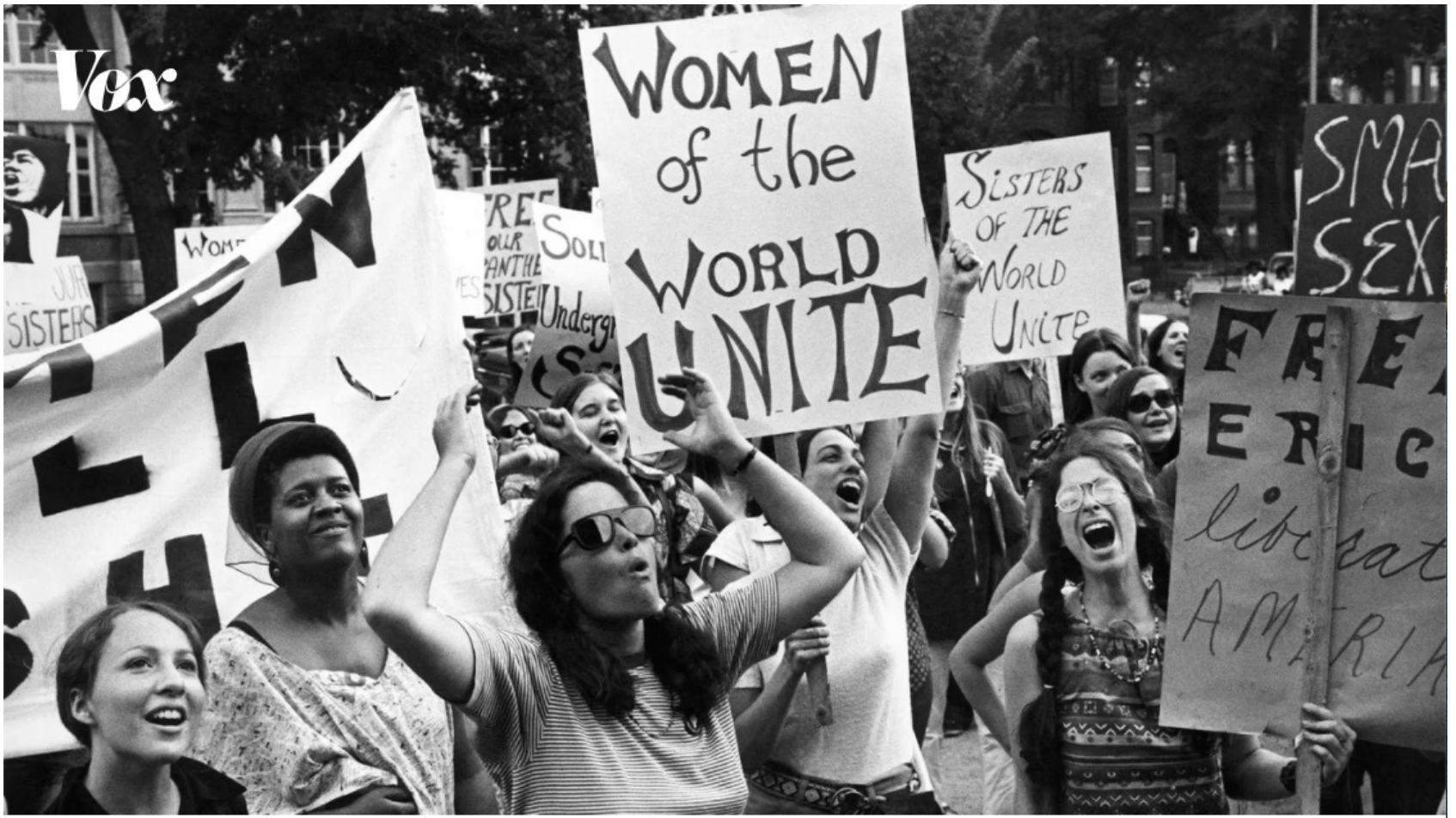


SHAFT





Vox





Week One: Precursors

feminism

feminism (n.)

Advocacy of equality of the sexes and the establishment of the political, social, and economic rights of the female sex; the movement associated with this.



second wave feminism

first wave feminism

Suffragists



Women's Suffrage Parade, New York City, 1912



Ceremony ratifying the 19th Amendment, Tennessee, 1920



Flappers



Back the Attack!



Are you a girl with a
Star-Spangled heart?



JOIN THE WAC NOW!

**THOUSANDS OF ARMY
JOBS NEED FILLING!**

**Women's Army Corps
United States Army**

“Rosie the Riveter,” 1942



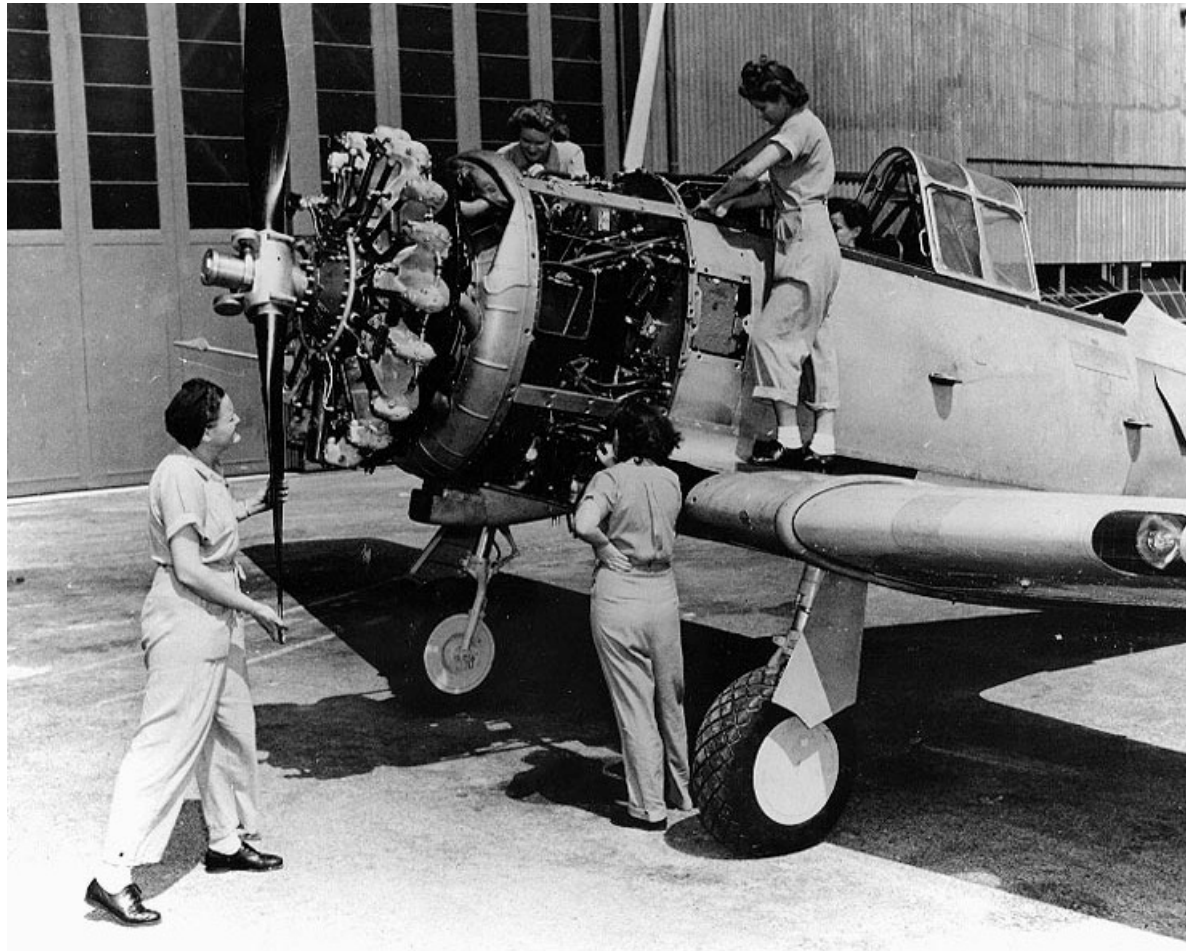
“WOW” Poster, 1943



Wartime Work



Wartime Work



Wartime Work



EXTRA

Oregon Journal

EXTRA

Portland, Oregon, Saturday, September 2, 1945 - 4 Pages

Price 2 Cents

VICTORY

Nazis Surrender To Allies

F. R. Calls Cabinet Meet; Hull Assails Tokyo's Falsehoods

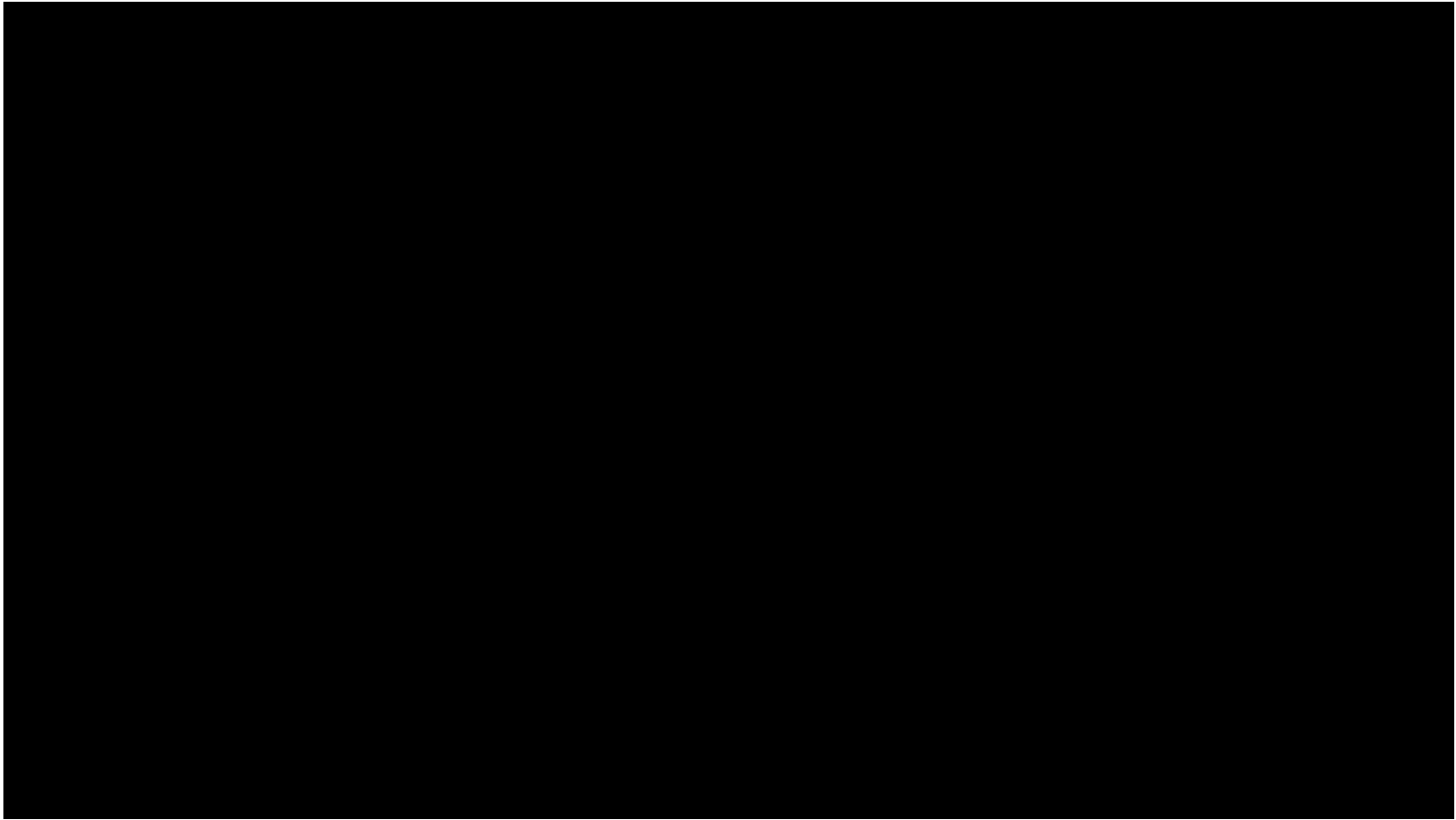
Red Ball Shines



Nipponese Planes Attack Pearl Harbor
Philippine Bases; Army, Navy Orders
... Prepared Orders

The Domestic Ideal





Domestic Service



Black Women and Work





Division of Labor



1950s housewife



1950s Housewife



1950s Housewife



1950s Housewife



Folger's advertisement



The Honeymooners



Bettye Naomi Goldstein, Smith College, Class of 1942



Betty Friedan, c. 1965



The New York Times Book Review, 1963

This full page advertisement appeared in The New York Times Book Review June 30, 1963

America's controversial best seller!

MARYA MANNES: "A damning indictment of the social, educational and commercial pressures which have caused a harmful discrepancy between what women really are and what they are told they should be."—Page-one review, *N. Y. Herald Tribune Book Review*

CUF Magazine: "Mrs. Friedan swings a cool and sharp-edged axe at the dolls' houses that all too many of her countrywomen have been consoled into occupying almost a century after Beowulf's Nora slammed the door on hers. . . . In its candor and wit, Mrs. Friedan's book is immensely refreshing; in its suggestions for improving the situation, it is hopeful and inspiring."

FRED HECHINGER, N. Y. Times: "Confirms and drives home with editorial passion many dangers that educators themselves often warn against privately."

WASHINGTON POST: "Deserves cheers for daring women to take a more intelligent approach to life and work."

PHILADELPHIA BULLETIN: "Mrs. Friedan will have fur flying, hackles rising—quite possibly more women's than men's; the book may well win more enemies than friends, but it will be read—and it deserves to be."

PROFESSOR WILLIAM A. OWENS, Columbia University: "Written about women, for women, but should be required reading for men. Directly or indirectly, it touches on the contributions of American men to the problems of American women."

MILICENT G. McINTOSH: "Its implications are terrifying—a 'must' for all who are concerned with marriage and family life, or who care about the future of our society."

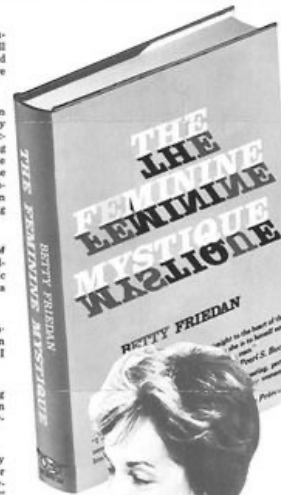
LONDON OBSERVER: "Betty Friedan shows how the mystique of femininity has failed to deliver the goods in practice; she also kicks some penetrating holes in the theory. . . . It is not the drive to independence that has done harm to American women but the increasing compulsion to concentrate on getting a man rather than on becoming a human being."

ESTHER PETERSON, Asst. Secretary of Labor, Women's Bureau: "Mrs. Friedan's intelligent and sympathetic approach is refreshing. She has made a real contribution."

VIRGILIA PETERSON: "Absorbingly interesting, pertinent, relevant to my own problems and those of every woman I know."

LILLIAN SMITH: "Filled with startling and significant facts about modern women and the homes they are destroying through no fault of their own."

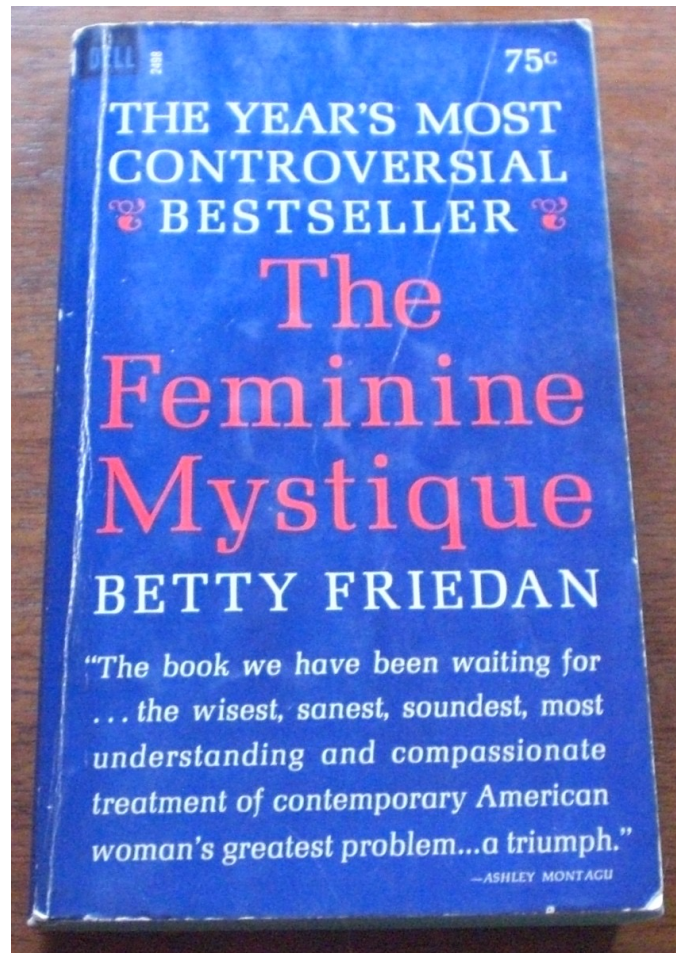
LIFE Magazine: "An angry, thoroughly documented book that in one way or another is going to provoke the day-lights out of everyone who reads it."

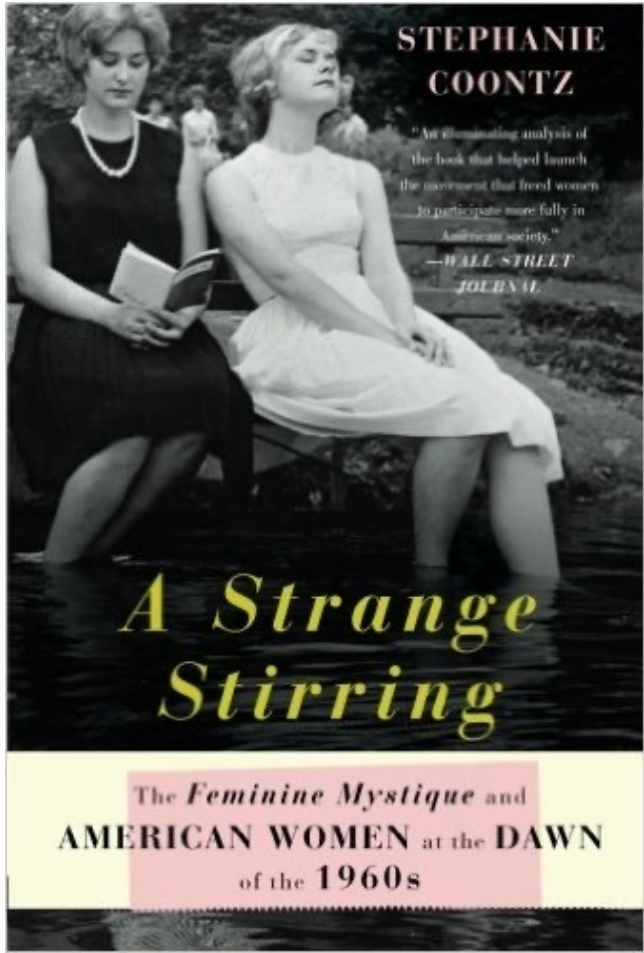


The Feminine Mystique By BETTY FRIEDAN

7th BIG PRINTING • \$5.95 at all bookstores • W. W. NORTON & COMPANY, INC.

The Feminine Mystique, 1963





**STEPHANIE
COONTZ**

"An illuminating analysis of
the book that helped launch
the movement that freed women
to participate more fully in
American society."

—WALL STREET
JOURNAL

A Strange Stirring

The Feminine Mystique and
AMERICAN WOMEN at the **DAWN**
of the **1960s**

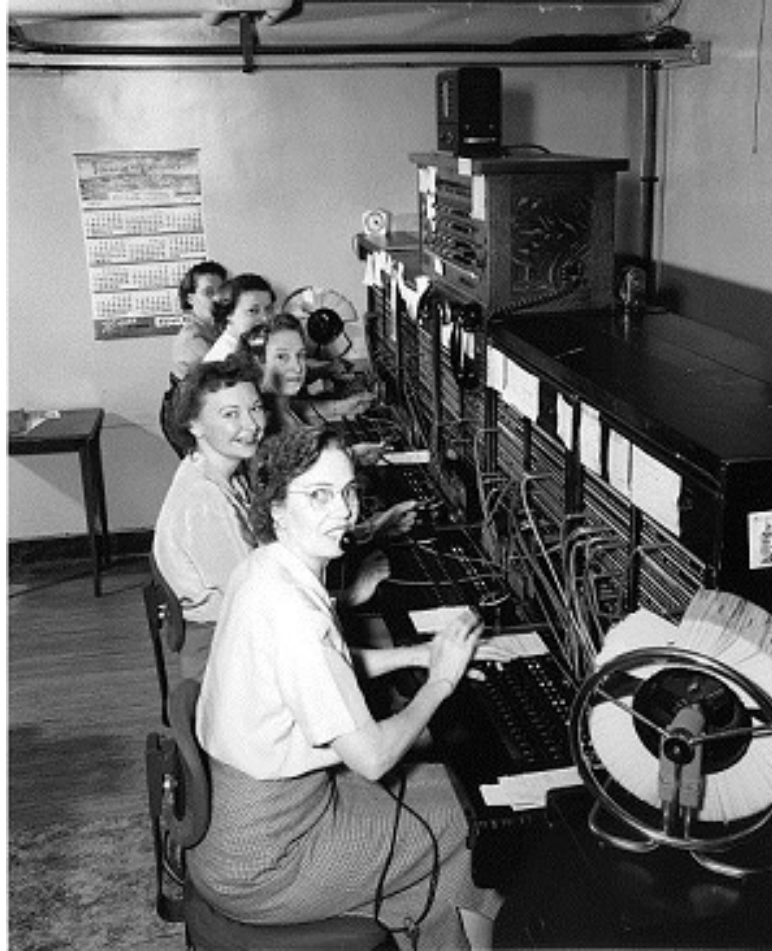
Stephanie Coontz



Key Punch Operators



Telephone Operators



Nursing



Secretarial Work



Clerical Work



Teaching



Segregated Want Ads

WANTED—MALE HELP.

Bookkeepers and Clerks.

WANTED—A YOUNG MAN WHO IS A THOROUGH bookkeeper and competent correspondent; one living with his parents preferred; must come well recommended. Address, giving references, experience, and salary expected, R 130, Tribune office.

WANTED—AT ONCE, A COMPETENT JOB clerk in jewelry factory; state experience and give references. Address R 166, Tribune office.

WANTED—A FIRST-CLASS BILL CLERK WHO is accurate and rapid and has had experience in billing in wholesale drug line. Address O 47, Tribune office.

WANTED—A COMPETENT INVOICE CLERK; quick and accurate; state experience, references, and salary. Address T 44, Tribune office.

WANTED—YOUNG MAN WITH COMMON sense to learn new business evenings; people are now earning \$15 to \$35 at this line of office work; taught by expert employed during day. Address P 162, Tribune office.

Trades.

WANTED—FOREMAN IN MACHINE SHOP (40 hands), must be expert and well up in latest practice in manufacture of the steam engine, and energetic and pushing; address, with full particulars as to experience, age, expectations, etc., S 85, Tribune office.

WANTED—200 CAR BUILDERS. APPLY TO Madison Car Company, Madison, Ill.

WANTED—A MAN WHO UNDERSTANDS THE ornamental papier mache business. Address O 23, Tribune office.

WANTED—BAKER—MAN ON BREAD AND cakes. 6820 Wentworth-av., Englewood.

WANTED—PRINTER TO TAKE CHARGE OF A small office in connection with a general insurance agency; steady employment to right party. Address, stating wages expected, T 114, Tribune office.

Salesmen.

WANTED—A MAN TO SELL A SPECIALTY; one who has experience in the wholesale grocery line preferred. Address T 110, Tribune office.

WANTED—A FIRST-CLASS CITY CIGAR SALESMAN; a good opening for the right man. Address T 101, Tribune office.

WANTED—EXPERIENCED COFFEE AND SPICE salesmen in Wisconsin, Indiana, Illinois, Michigan, and Ohio. Address, with full particulars, T 104, Tribune office.

WANTED—FEMALE HELP.

Bookkeepers and Clerks.

WANTED—A YOUNG LADY WHO IS A thorough and expert bookkeeper and accountant; no attention paid to answers that do not give full particulars and salary expected. Address O 68, Tribune office.

WANTED—BRIGHT, INTELLIGENT YOUNG lady who writes well and rapidly; work is mostly copying; state age and salary expected. Address T 17, Tribune office.

WANTED—IN MACHINE STORE, A BRIGHT young Swedish or German girl. 5629 Wentworth-av.

WANTED—AN EXPERIENCED LADY BOOK-keeper; permanent position; small salary; state experience and salary required. P 90, Tribune.

WANTED—LADY (D. E.) BOOKKEEPER AND stenographer; must be competent and willing to work for low salary to start; answer in own handwriting. Address S 164, Tribune office.

Stenographers.

WANTED—A COMPETENT LADY STENOGRAPHER of good business capacity for position in lumber office in pleasantly located lumber manufacturing town in Missouri; one who can and is willing to help in bookkeeping and general office work; must be a dignified, moral, quiet, and sensible lady, always able to do a day's work, and who can give references; brains and business tact prized above great speed as stenographer; steady position and good salary to right party. Address, giving age, experience, and salary expected, D C 27, Tribune office.

WANTED—LADY REMINGTON OPERATOR; give age, experience, full particulars, and lowest salary acceptable at start. P 150, Tribune.

WANTED—THREE GOOD LADY STENOGRAPHERS; Remington, Caligraph; \$12, \$15, 72, 143 La Salle-st.

WANTED—LADY STENOGRAPHER IN AN insurance office; state references and salary. Address R 103, Tribune office.

WANTED—LADY STENOGRAPHER AND TYPE-writer part of each day; must be neat and bright. Address S 163, Tribune office.

WANTED—BY WHOLESALE HOUSE AN EXPERT lady stenographer, Remington, and must be a fine penman. Address, stating salary, etc., R 154, Tribune office.

WANTED—YOUNG LADY STENOGRAPHER; experience not so important a consideration as education and ability. Apply after 9 o'clock Monday

sex segregation