



# The Phyllis Schlafly Report



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BOX 618, ALTON, ILLINOIS 62002

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## Pro-ERA Propaganda in Women's Magazines

In July 1976, 35 women's magazines published articles on the Equal Rights Amendment. This was not a coincidence. It was the result of an idea and a plan advanced last winter by Sey Chassler, editor of **Redbook**, as a means of promoting ratification of the Equal Rights Amendment. He persuaded the other magazines to join him in this effort. This was the first time that such a large consortium of women's magazines had been joined together for any purpose. The total circulation of the 35 magazines is 60 million.

This consortium included magazines which have had a respectable reputation right along with the women's lib magazines such as **Ms.**, those which feature the "true confession" type of sensationalism, and the pornographic magazines.

Most of the articles were so blatantly pro-ERA that their bias shocked even those who have become accustomed to the refusal of the pro-ERAs to give equal rights to those opposed to ERA. Most of the magazines made no pretense whatsoever of giving both sides of the issue. The articles sounded like publicity handouts right out of pro-ERA headquarters.

Although these magazines received thousands of letters prior to July asking for fair treatment of the issue, these letters had practically no effect. Most editors arrogantly used their freedom of the press to present only the pro-ERA side, and to distort, ridicule, or falsify the Stop ERA side. Only two magazines (**Mademoiselle** and **Ladies' Home Journal**) published statements by ERA opponents.

### A Woman's Self-Esteem?

**Parents' Magazine** summarized the basic assumption that runs through most pro-ERA presentations: If you have a baby girl, "she is also all too likely to be limited in her sense of self-worth, and handicapped in her capacity to take the full pride and pleasure she should in being female."

After reading the 35 women's magazines, we come to the conclusion that any American woman who is "limited in her sense of self-worth" or "handicapped in her capacity to take the full pride and pleasure she should in being female" must have gotten herself in that condition by reading women's magazines. Those 35 magazines are the biggest put-down of women we have ever read!

Anyone who spends much time reading those magazines could not help but lose her sense of self-worth as a woman! They are often an insult to women's

intelligence, morality, sense of decency and decorum, and normal family relations.

Most of the magazines create problems instead of solve them. Many assume that women have neither intellectual nor emotional fulfillment in their personal lives, and therefore must escape vicariously into an unreal world of abnormal creatures. In addition to a pro-ERA article in July, many of the magazines carried other women's lib articles such as **Cosmopolitan's** "The Myth of Maternal Instinct."

### Redbook: Leader of the 35

**Redbook**, the magazine that instigated the 35-magazine propaganda blast, published not one but several pro-ERA articles in its July issue. Much can be learned about ERA by the type of women **Redbook** chose to write those articles.

The first was written by Maureen Reagan, a young woman who had divorced two husbands by the time she was 25, and now tells reporters: "I'm looking for the person I'd most like to divorce."

The second **Redbook** article was written by Cathleen Douglas, who admits in the article that she "was raised in an Irish-Catholic family." Ms. Douglas abandoned her faith to become the fourth wife of three-times-divorced U.S. Supreme Court Justice William O. Douglas.

The third article was written by Mrs. Betty Ford, who has made a calculated attack on the moral values of the majority of Americans by expressing a willingness to tolerate fornication and pot smoking by her own children. She also said that the Supreme Court decision to legalize abortion was "the best thing in the world ... a great, great decision."

Among the erroneous statements in the **Redbook** articles are these:

Ms. Reagan states: "The ERA ensures only that if a woman chooses to work outside her home and finds a job, her pay will be equal to that of a man holding a similar job." *That is false.* ERA states: "Equality of rights under the law shall not be denied or abridged by the United States or by any state on account of sex." ERA does *not* say that equality of rights may not be denied by private employers. ERA addresses itself *only* to the law, and will give women absolutely nothing in the area of private employment. This is admitted by all ERA lawyers in legislative hearings.

Ms. Douglas's article contains a lot of nonsense

about a wife's being "considered the 'chattel,' or property, of her husband, with the same legal rights as a goat, a hog or a piece of land." I feel sorry for the wives who read these falsehoods and believe them. This is the way the women's lib movement deliberately degrades the homemaker and hacks away at her "sense of self-worth" and "pride and pleasure in being female." The best cure for women who are limited in their "sense of self-worth" is to stop reading women's magazines!

Ms. Douglas goes on to say: "Because a housewife's work is unpaid, hence unvalued under law, she has no Social Security benefits." *This is false.* The homemaker who has been in the home as wife and mother all her life, and has never held a paid job at all, can still draw Social Security benefits based on her husband's earnings! This is the high value that our American society places on the role of homemaker. And this is what ERA will take away -- because it is *not* equal. Men don't get Social Security benefits unless they pay Social Security taxes; but homemakers do. ERA will take this valuable superior right away from the homemaker.

Ms. Douglas further states that a wife "was not a person under the law." *This is false.* Back in 1875 in the case of *Minor v. Happersett*, the U.S. Supreme Court officially declared that women are "persons" and "citizens," and entitled to all constitutional rights and guarantees except the right to vote. And we won the vote with the women's suffrage amendment.

It's no wonder that women get an inferiority complex and lose their self-esteem if they spend much time reading women's magazines telling them that women are not "persons." The fact is that women *are* persons, and the U.S. Supreme Court officially declared that fact more than a century ago.

## How the Articles Were Slanted

Many magazines directed their readers for more information *ONLY* to pro-ERA sources, and did not give any clue as to where they could get information opposed to ERA. These magazines included: **Parents' Magazine**, **Good Housekeeping**, **Modern Bride**, **Viva**, and **True Experience**.

A good example of the unscholarly evasion of the real issues is the way these various magazines handled the fact that ERA will cause our young women to be drafted just like men the next time we have a war, and also require them to be put in combat just like men. Most of the magazines revealed their contempt for the intelligence of their readers by the way they dragged red herrings across this issue in order to avoid coming to grips with the inevitability of our young girls' being sent into combat the next time we have a Vietnam or a Korea.

**Family Circle** said that "the prospect of infantry women is highly unlikely." *The fact is*, that, under ERA, the prospect of infantry women would be highly certain.

**Women's Day** stated that "mothers of young children would undoubtedly be exempted, as fathers have been in the past." *The fact is* that, under ERA, if fathers are drafted, mothers would have to be drafted, too. Mothers could *not* be exempted unless fathers are likewise exempted. Whether fathers are drafted depends on the national emergency. During World War II, fathers up through age 35 were drafted and put in combat.

**McCall's** stated: "It's unlikely, for a variety of reasons, that very many women would see front-line action. ... Anyone with emotional reservations about killing would tend to be screened out of a combat platoon." *The fact is* that millions of American men have served in "front-line action" and at least 99 percent of them had "emotional reservations about killing" before they were drafted. That didn't keep them out of combat. They were trained to kill in defense of our country, and they did. That is what combat means.

**Cosmopolitan** stated: "Our military service is, right now, a volunteer one, so it is inconceivable that, at present at least, any women except those who wanted to join the military would do so." What a sleazy way to sidestep the issue! A constitutional amendment is *NOT* just for the present, but for years and years into the future, including all the future wars that our country will fight.

The writers of all the pro-ERA articles would do well to study the majority report of the House Judiciary Committee (No. 92-359) which stated: "Not only would women, including mothers, be subject to the draft, but the military would be compelled to place them in combat units alongside of men." This prediction *cannot* be disputed by any responsible person and, as a matter of fact, has not been disputed in *any* state legislative hearing. The present laws which exempt women from combat duty are clearly "sexist" laws that give a right to women that is not given to men. Such exemptions would clearly be invalid under ERA.

## The Big Smear

Several of the magazines indulged in the usual smearmongering tactics of ERA proponents by hurling epithets such as "conspiracy" and "Communist" at those opposed to ERA. For example, the obscene magazine **Playgirl** entitled its pro-ERA article "The Conspiracy to Kill the ERA." To read this long and rambling article, which makes a variety of personal and hysterical attacks on Stop ERA leaders, you must pass by many obscene color photographs and a nude male centerfold.

**Parents' Magazine** is one of several magazines which try to pin the Communist label on anyone opposed to ERA. **Parents' Magazine** purports to list the organizations which are for and against ERA. The *only* organizations listed as opposed to ERA are: "Communist Party, U.S.A., John Birch Society, Humanitarian Opposes the Degrading Our Girls (Hot Dog), Ku Klux Klan."

There is no evidence that the Communist Party is working against ERA. In fact, there was a banner with the Communist hammer and sickle carried in the pro-ERA parade and demonstration at the State Capitol in Springfield, Illinois on May 16, 1976.

Among the large organizations opposed to ERA that **Parents' Magazine** failed to mention are the Veterans of Foreign Wars, the American Legion of New York State, the Farm Bureau in many states, the National Council of Catholic Women, the Catholic Daughters of America, the Knights of Columbus in many states, the Lutheran Church, Missouri Synod (Commission on Theology & Church Relations), the General Association of Regular Baptist Churches, the Mormon Church, dozens of congregations of the Church of Christ, the Union of Orthodox Jewish Congregations, the Union of Orthodox Rabbis, the PTA in many states, the Federation of Women's Clubs in many

states, and many other organizations too numerous to mention.

Several magazines, including **McCall's** and **Woman's Day**, echoed the usual pro-ERA claim that "every President since Eisenhower has endorsed ERA." *The fact is* that, when Presidents Eisenhower, Kennedy, and Johnson endorsed ERA, it had attached to it the Hayden Clause which stated: "The provisions of this article shall not be construed to impair any rights, benefits or exemptions conferred by law upon persons of the female sex."

So long as that clause was in ERA, it was acceptable. But when that clause, and similar clauses introduced by Senator Sam Ervin in the Senate and Congressman Wiggins in the House, were struck out of ERA, the legislative history proves that ERA will deprive wives of the *right* to be supported by their husbands, the *benefits* women receive under protective labor legislation, and the *exemptions* women now have from the draft and combat duty.

Several magazines, including **Good Housekeeping**, echoed a favorite pro-ERA fallacy that "15 states have added equal rights amendments to their own state constitutions." *The fact is* that only five states have state ERAs, and women in those states are already starting to lose rights. The other ten states do *NOT* use the same language as the proposed Federal ERA -- so, obviously, a law which does not have the same words cannot have the same effect. Some (like Illinois) use the language of the 14th Amendment, which is clearly different from ERA, and some have modifying clauses which limit the effect in various areas such as family support, the military, and privacy in public accommodations.

## What Happened to Section 2?

Not a single one of the 35 magazines discussed the effect of Section 2 of ERA! They all acted as though Section 2 did not exist! It is a sham and a fraud to pretend to discuss ERA, but refer only to Section 1.

*Section 2 states:* "The Congress shall have the power to enforce, by appropriate legislation, the provisions of this article."

This is a grab for power at the Federal level. This is the section that would transfer everything pertaining to women and everything which involves any difference between the sexes into a Federal question to be administered by the Federal bureaus and decided in the Federal courts. Section 2 would give the Federal Government the last remaining area of legislation that the Washington politicians haven't yet got their meddling fingers into, including marriage, marriage property law, divorce, child custody, prison regulations, protective labor legislation, and insurance rates.

No wonder the 35 magazines didn't discuss Section 2! The ERA proponents know very well that the American people do *NOT* want to Federalize all women's issues and put them into the hands of HEW and the Federal courts. So the magazine articles -- which purported to give a full discussion of ERA -- actually censored out all discussion of what many people think is the most important part of the entire amendment.

Space limitations prevent us from listing and refuting all the many other false and misleading statements in the 35 magazines. Many of them, for example, used the so-called "potty" issue as a means to ridicule ERA opponents -- but without ever coming to grips with the absolute ramifications of requiring men and women to be treated exactly the same in every facility that is

touched by Federal, state, or local government funding.

As one final example of the low intellectual level of the pro-ERA articles in most of the women's magazines, take this statement from the pro-ERA article in **Glamour**: "ERA isn't going to destroy femininity or Fourth-of-July country fairs or the family. It's just going to put the sexes on more flexible footing; 50:50-ism is so limitlessly workable. Say, next Independence Day your husband bakes the corn pudding because he really likes to cook and you take the kids out fishing."

So there! If you want your husband to bake the corn pudding, vote for ERA!

## What Can We Do?

Since the magazines have already demonstrated that they have closed minds on the subject of ERA, our only recourse is to write the advertisers. Our members are substantial customers of the products advertised in those magazines, and we should let them know how we feel about the grossly biased treatment of ERA. Those 35 magazines are financially sustained -- not by their subscribers -- but by their advertisers who pour millions of dollars into full-page ads every year.

The 35 magazines had their freedom of press to print their pro-ERA propaganda. We have our freedom of speech to register our complaints to the advertisers, who in turn can complain to the magazines.

On the last page of this newsletter, we have listed the major advertisers in women's magazines, with their addresses, and information as to which magazines carried their ads in July 1976. Every one of these companies had at least one full-page ad in the magazines listed. Many had two, three, or even six full-page ads in the July issue of *each* magazine!

Address the president of each company and write -- in your own words and from your own experience -- along the following lines:

Dear Mr. Smith: I have been a customer of your products \_\_\_\_\_ and \_\_\_\_\_ for many years. I note that you had full-page ads for your products \_\_\_\_\_ and \_\_\_\_\_ in the July 1976 issue of A, B, C, and D magazines.

I wonder if you know that those four magazines joined together in July 1976 to publish articles urging ratification of the Equal Rights Amendment, but refused to give fair treatment to the arguments against ERA.

The majority of women oppose ERA because it is an attack on the rights of the homemaker. It will take away the right of a wife to be supported by her husband, to get credit in her husband's name, and to draw Social Security benefits based on her husband's earnings. It will make our young women subject to the draft the next time we have a war. Through Section 2, it will Federalize all women's issues and put them in the hands of the Federal bureaus and the Federal courts, instead of state law.

ERA was not ratified in a single state in 1976. In 1975, it was narrowly ratified in only one state, but defeated in 17 state legislatures, as well as overwhelmingly defeated by the voters in referendums in New York and New Jersey in November 1975.

By your full-page ads in magazines that express *only* the women's lib pro-ERA view and censor out the anti-ERA arguments, you have given significant financial assistance to the ratification of this women's lib amendment. I know that you, as a businessman, have full freedom to place your ads wherever you choose. And when I see that you choose to place your ads in magazines which have joined together to push the Number One political goal of the women's lib movement, I am tempted to use my freedom of choice to select another product.

I am not now urging my friends to avoid your products because I realize it is possible that you did not know that the women's magazines had joined together to ram ERA down our throats even though American women don't want it.

But now you do know. It does no good merely to disclaim responsibility for what happened in the past. To compensate for the financial support you gave to ERA, I am asking you to give comparable financial backing to a project to present the arguments against ERA in the national media in which your company advertises. Will you now use your financial resources to give equal treatment to homemakers and others opposed to ERA?

Sincerely yours, Mary Customer

# Major Advertisers in Women's Magazines

**Bristol-Myers Co.**, 345 Park Ave., New York, N.Y. 10022.

Clairol, Excedrin, Drano. (*Family Circle, Woman's Day, Cosmopolitan, McCall's, Redbook, Good Housekeeping*) Ammens Powder, Ban, Bromo Quinine, Bufferin, Citrisun, Congesperin, Dry Ban, Feminique, Fitch Shampoo, Four-Way Tabs-Spray, Moisturelle, Monster Vitamins, Multi Scrub, Mum, No-Doz, Sal Hepatica, Score, Silence Is Golden, Softique, Ultra Ban, Vitalis, Vote Toothpaste; *Clairol, Inc.*: Body On Top, Born Blonde, Carmen Enlightened Mirror, Crazy Curl Steam Setter, Easy Comb Easy Set, Final Net, Great Body, Great Day, Hair So New, Happiness, Kindness, Lady Clairol, Lemon Go Lightly, Long & Silky, Loving Care, Midnight Sun, Miss Clairol, Nice 'n Easy, Skin Machine, Sudden Summer, Summer Blonde; *Drackett Co.*: Behold, Cooking Magic Bags, Delete, Endust, Metrecal, Nutrament, O Cedar, Oven-Gard, Plunge, Prolong, Renuzit, Scrubbee, Shape, Twinkle, Vanish, Whistle, Windex; *Luzier, Inc.*: perfume, *Mead Johnson & Co.*; *Pal Vitamins*; *Tanya Hawaii Co.*: sun tan lotion.

**Procter & Gamble**, P. O. Box 599, Cincinnati, Ohio 45201.

Ivory, Cascade, Joy, Crest, Pampers, Downy. (*Family Circle, Woman's Day, McCall's, Redbook, Good Housekeeping, Parents'*) *Cleaning products*: Biz, Bold, Bonus, Camay, Cheer, Cinch, Comet, Dash, Dreft, Duz, Gain, Lava, Mr. Clean, Oxydol Plus, P&G, Safeguard, Salvo, Spic & Span, Thrill, Tide, Top Job, Zest; *toilet goods*: Glean, Head & Shoulders, Hidden Magic, Lilt, Prell, Scope, Secret, Sure; *food products*: Big Top & Jif peanut butter, Crisco, Fluffo, Duncan Hines mixes, Pringle's Newfangled potato chips; *Charmin Paper Products Co.*: Bounty, Charmin, Puffs, White Cloud Tissue; *Folgers Coffee*.

**Kimberly-Clark Corp.**, North Lake St., Neenah, Wis. 54946.

Kotex, Kimbies. (*Family Circle, Woman's Day, Cosmopolitan, McCall's, Redbook, Good Housekeeping, Parents'*) Chex cereals; Fems, Kimlon, Kleenex, Kotique, New Freedom, Teri paper products, Delsey toilet bowl cleaner.

**Ralston-Purina Co.**, Checkerboard Square, St. Louis, Mo. 63188.

Purina Chows. (*Family Circle, Woman's Day, Cosmopolitan, McCall's Redbook, Good Housekeeping, Parents'*) Chex cereals: rice, corn, wheat, and sugar frosted; Chicken of the Sea tuna, Ry Krisp; Checkerboard Foods: *Picadilly Circles* English Muffins, Frozen foods; *Continental Restaurant Systems*: Boar's Head, Boat House, The Dock, Hungry Hunter, The Jolly Ox, Stag & Hound, Tortilla Flats; *Foodmaker, Inc.*: Jack-in-the-Box restaurants; *Purina Chows*: Choice Morsels, Chuck Wagon, Flavor Plus, Special Dinners, Tender Vittles pet foods; *Steam-Mate Corp.*: mushrooms; *Van Camp Sea Food*.

**Plough Corp.**, 60 Orange St., Bloomfield, N.J. 07003.

Coppertone, Solarcaine. (*Family Circle, Cosmopolitan, McCall's, Redbook, Good Housekeeping, Parents'*) *Pharmaceuticals*: A & D Ointment, Aspergum, Chooz, Clean 'n Treat, Coricidin, Correctol, Cushion Grip, Di-gel, Feen-a-mint, Mexana, Mistol, Moroline, Musterole, Nujol, St. Joseph Aspirin, Saraka, Tinactin, Zemo; *Toiletries*: Artra Cosmetics, 8-Line Hair Care, Maybelline, Q.T. Quick-Tanning, Sardo, Sudden Tan, Velvet Fluff; *Household products*: Creolin, DAP, DeRusto, Duratite, Ever-Ready Lighter Fluid, Incolac, Indo, Mitee, Paas.

**General Foods Corp.**, 250 North St., White Plains, N.Y. 10625.

Gaines, Maxwell House, Tang. (*Family Circle, Woman's Day, McCall's, Redbook, Good Housekeeping, Parents'*) *Birds Eye Division*: Birds Eye, Cool Whip, Great Shakes, Iccelw Slush, Onion Rings, Orange Plus, Stove Top Stuffing, Thick & Frosty; *Burger Chef* restaurants; *Burpee, W. Atlee Co.*; Burpee seeds; *Jell-o Division*; Baker's, Calumet, Certo, D-Zerta, DeLuxe Dream Whip, Minute Rice, Sure-Jell; *Kohner Bros. toys*: Busy Box, Busy Driver, Pop Cheks game, Side Track, Trouble Bubble; *Kool-Aid Division*: Batter 'n Bake, Good Seasons, Instant Replay, Kool-Aid, Kool Pops, LaFrance, Open Pit, Shake 'n Bake, Swans Down, Toast'em, Twist; *Maxwell House Division*: Brim, Max-Pax, Maxim, Sanka, Yuban coffee; *Post Cereals*: Alpha-Bits, Crispy Critters, Honeycomb, Pebbles, Post Toasties, Postum, Raisin Bran, Rice Krinkles, Log Cabin, Tang; *Pet Foods*: Gaines-Burgers, Gravy Train, Prime, Top Choice.

**Cannon Mills Co.**, Kannapolis, N. Car. 28081.

Cannon sheets and towels (*Family Circle, Woman's Day, McCall's, Good Housekeeping*) International Fashions, Monticello, Royal Family towels, sheets, spreads; *Maiden Knitting Mills*: Terryflex ter-cloth fabrics.

**Kraftco Corp.**, Kraftco Court, Glenview, Ill. 60025.

Kraft cheeses, Miracle Whip. (*Family Circle, Woman's Day, McCall's, Redbook, Good Housekeeping*) *Breakstone Sugar Creek Foods*: Stay'n Shape dairy products, Sugar Creek Foods, Temp-Tee dairy products; *Hunko Products*: vegetable oil; *Kraft Foods*: American Cheese, Butter Mints, Cheez Whiz, Chefs Surprise, Cracker Barrel Cheese, Golden Caesar dressing, Great Beginnings dressings, Koogle peanut butter, Kraft barbecue sauce, cake mix, mayonnaise,

packaged dinners, salad dressings, Manor House coffee, Miracle margarine, Parkay margarine, Philadelphia Cream Cheese, Roka salad dressing, Squeeze-a-Snack, Toffee candy, Velveeta cheese; *Metro Glass Co.*: containers; *Sealtest Foods*: Autocrat Ice Cream, Breyers Ice Cream, Checkerboard Ice Cream, Dip, Light n' Lively, Ready to Eat puddings, Twin Pop.

**Tampax, Inc.**, Palmer, Mass. 01069.

Tampax. (*Family Circle, Woman's Day, McCall's, Redbook, Good Housekeeping*).

**Lehn & Fink Products Co.**, 90 Park Ave., New York, N.Y. 10016.

Lysol, Wet Ones. (*Family Circle, Woman's Day, McCall's, Good Housekeeping, Parents'*) Beacon Wax, Body All, Dr. Caldwell's laxative, Down-the-Drain, Glis, Glisade, Jato, Medi-Quik, Mop & Glo, N-L Concentrate.

**Purex Corp.**, 5101 Clark Ave., Lakewood, Cal. 90712.

Purex, Brillo. (*Family Circle, Woman's Day, Good Housekeeping*) *Campana Corp.*: Bantron, Italian Balm, Puresettes; *Foster-Milburn Co.*: Doan's Pills; *Purex*: Anjou perfumes, Ayds, Beads O'Bleach, Blue White, Bo-Peep, Brion, Bubble Club, Fun Bath, CHD Filters, Cameo cleaners, Chlor-Float, Coolies, Cuticura, Dobie, Dutch Cleanser, East Side pumps, Fabmagic, Fels, Fels-Naptha, Fleecy White, Four Season, Gay Bouquet, Gelatin Plus, Guardex.

**Helena Rubenstein, Inc.**, 767 Fifth Ave., New York, N.Y. 10022

Cosmetics. (*Cosmopolitan, McCall's, Redbook*) Courant, Heaven Sent, Minute Lashes, Nudit, Shadowmatic, Silk Sheen, Skin Dew.

**Avon Products, Inc.**, 9 West 57th St., New York, N.Y. 10019

Cosmetics. (*Family Circle, McCall's, Parents'*)

**General Electric Co.**, 570 Lexington Ave., New York, N.Y. 10022.

Appliances. (*Woman's Day, Cosmopolitan, Good Housekeeping*) G.E. and Hotpoint air conditioners, appliances, stoves, refrigerators, Elect-Trak garden tractor, Touch n' Curl, Toast-R-Oven.

**Borden, Inc.**, 277 Park Ave., New York, N.Y. 10017.

Borden's foods, Real Lemon. (*Family Circle, McCall's, Good Housekeeping*) Aunt Jane's Foods, Borden Burgers, Bremil, Calo pet foods, Comstock Foods, Cracker Jack, Eagle Brand condensed milk, Kava coffee, Melba Toast, None Such mince meat, RealLime, Snow Foods, Vera-Sharp cheese spread; *Dairy Products*: Charlotte Freeze, Elsie, Golden Crest, Lady Borden, Skim-Line.

**Armstrong Cork Co.**, Liberty St., Lancaster, Pa. 17604.

Armstrong flooring. (*Family Circle, Woman's Day, McCall's*) Flooring, carpets, ceilings, furniture.

**Scholl, Inc.**, 211 West Schiller St., Chicago, Ill. 60610.

Dr. Scholl's foot pads. (*Cosmopolitan, McCall's, Good Housekeeping*) Dr. Scholl's food aids, shoes, Arno Adhesives.

**R. J. Reynolds Industries, Inc.**, Winston-Salem, N. Car. 27102.

Winston, Salem, and Now cigarettes, Hawaiian Punch. (*Family Circle, Woman's Day, Cosmopolitan, McCall's, Redbook*) Camels, Doral, Tempo, Vantage, cigarettes; Brer Rabbit syrups; *Filler's Snacks*: Bakon Krisp, Cheez-Trix, Fill-Mix, Tor-Tees; Vermont Maid.

**Philip Morris, Inc.**, 100 Park Ave., New York, N.Y. 10017.

Philip Morris, Benson & Hedges, Virginia Slims cigarettes. (*Family Circle, Woman's Day, Cosmopolitan, McCall's, Redbook*) Alpine, English Ovals, Galaxy, Marlboro, Parliament cigarettes; *American Safety Razor Co.*: FaceGuard blades, Flicker ladies safety shaver, Gem blades, Personna blades; *Burma-Vita Co.*: Burma Shave; *Clark Gum Co.*: Cinnamint, Diet, Fruit Punch, Peppermint, Teaberry gum; *Miller Brewing Co.*: Miller High Life beer.

**American Brands, Inc.**, 245 Park Ave., New York, N.Y. 10017.

Carlton, Tareytown, Silva Thins cigarettes, Jergens Lotion. (*Family Circle, Woman's Day, Cosmopolitan, McCall's*) Bull Durham, Half and Half, Lucky Strike, Maryland Menthol, Montclair, Pall Mall cigarettes; *Andrew Jergens Co.*: Dryad, Woodbury soap; *Master Lock Co.*: security padlocks; *Sunshine Biscuits*: Cheez-it, Chip-A-Roos, Fig Bars, Gordon's Chips, Graham Crackers, Hi-Ho Crackers, Hydrox Cookies, Krispy Crackers, Shredded Wheat cereal; *Taylor Food Products*: Mr. & Mrs. "T" Bloody Mary mix.

**NOTE:** The products listed immediately after the addresses are those for which full-page ads appeared in the July 1976 issues of the magazines listed in parentheses. After the magazines is the list of other products manufactured by the same company and its subsidiaries.

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