

American woman becomes the new traditionalist

By ETHEL SIMONS

The revolution is over, the evolution has begun and no longer do traditional or liberated lilies apply to a woman's lifestyle. Instead, according to Mary E. Powers, a new woman has emerged who is "trying to save the best of both worlds."

Ms Powers heads the reader reaction bureau at the Ladies Home Journal. The bureau surveys women's lives to interpret them, especially to male editors and advertisers.

She spoke in Troy last week at the Michigan State Medical Society Auxiliary's 10th convention held in the Troy Hilton.

"We at the magazine are thinking of women as the new traditionalists" she said in an interview before her talk to the doctors' wives.

"NEVER UNDERESTIMATE the Power of a Woman," was her topic, and she explained that the familiar saying is the slogan of the Ladies Home Journal, which created it. Though the Journal is close to a 100th anniversary, the slogan has never had more meaning than it has today.

"We've been watching women's lives changing," she said. "No one is going to dictate to me." They are resisting the dictate not only of men but of other women." Ms Powers said

shift in value systems, emphasizing people, rather than things and personal interests, rather than bank accounts.

"Young people collect countries. That's their status symbol," she said.

There has been a reaction against mass production, and women want things to be personalized, from handcrafts to marriage. "The number one problem in marriage today is not sex or money but a lack of communication," she stressed.

CHANGES in attitudes toward working wives have occurred on the part of husbands. Their eyes are no longer brooded, and they are proud of wives who have jobs.

Women are moving into "exclusive" male areas, such as financial, and no-body-meaning society—dictates any more.

The Journal's survey has also found a shift within a marriage. Ms Powers said: "It's the quality of a relationship, not just a ring on the finger.

Also changed are attitudes towards women's liberation. Women are now raising issues, not the conduct of the leaders.

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ing women want to find out. They aren't starstruck, and they're not interested in celebrities' comings and goings.

"They want to read about people in the limelight, but they want to know more of what the celebrities think."

Ms Powers said Ladies Home Journal has been asked why the name isn't changed. "There has been some objection to the word 'ladies,' implying ladies with little white gloves removed from life."

"But the lady of today is smarter, better educated and more involved. We'll get over the fear of calling women 'ladies'."

MR. POWERS, originally based the old Curtis Publishing Co in Philadelphia, which owned the Journal, and worked on all the Curtis publications. "But as the only woman on the staff in research, I did the research on the Ladies Home Journal," she said.

She moved to New York with Dorne Publishing, Inc., when it bought the Journal in 1952. Now she is a senior editor and vice-president of the parent company.

Ms Powers said the status of women has changed from when she first worked at Curtis when "After a meeting, the men all went to lunch together. The men were afraid of allowing women full membership."



Lay reader team

Gerry and Millie Bennett of Farmington form one of the few husband-and-wife lay reader teams in the Episcopal Church's Michigan diocese, serving in that capacity in St. Andrew Church of Livonia. Both are educators. Mrs Bennett a Farmington elementary principal and her husband a high school counselor, and both have authority to administer the chalice. They are shown here with the Rev. Kenneth G. Davis, St. Andrew rector.

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MS. POWERS said changes in consumerism spell an end to a belligerent attitude. Women went from wanting to get their money back to wanting to get the company. Now they are questioning the government tests: How can the products be so bad if the kids look so healthy?

Women are more sophisticated and critical. They are spending more years in the classroom, and the shift has turned them into critics. With increased knowledge of science and art, they expect a higher level.

Changes in housekeeping have resulted in less interest in "good housekeeping." Cooking is a hobby; entertaining at home is emphasized, and more women are doing their own decorating.

In fashion, the tyranny of the hemline no longer exists. Changes in personal involvement include a feeling by women that they can change the way the world is going.

The turning point was when Denver women picketed high prices at the grocery store. Women are responsible for truth in labeling, truth in advertising, truth in lending, truth in unit pricing, and environment protection legislation.

WOMEN TODAY are to be considered as individuals, talked to directly, not talked down to. "Women want to feel young and creative, with a sense of purpose."

THERE IS AN interest in having minority life styles shown in advertisements. Some women are turned off by TV commercials showing a couple, children and a dog—the nuclear family.

"Some families have a single parent now, and the women object to showing only the so-called happy family."

Asked about changes in the Journal through the years, Ms Powers said, "We have recognized working women with a column including quick recipes, for example. We are trying to reflect some of the new problems women are facing. The current issue has an article about children living together."

The Journal woman is the new traditionalist, she said, adding "We have to feel where she's going next."

SHE CONTRASTED the Journal to other women's magazines that cover traditional interests such as food, shelter and clothing and ones that are experimental (Viva, Ms.). The latter are "not a major interest on women's part," she said.

Does the Journal reader still want to read what Jackie Kennedy or Elizabeth Taylor is doing? "There has been a shift in the type of celebrity and the kind of

Merchant Marine rep. named

Gilbert F. Connell has been appointed Kings Point Information Representative for the Metropolitan Detroit area by U.S. Merchant Marine Academy Superintendent, Radm. Arthur B. Engel, USCG (Ret.).

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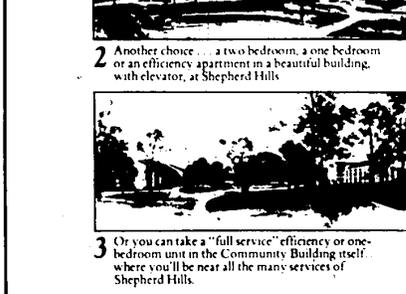
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