

ZUR 589o:
Cultural History of Advertising

Erving Goffman, "Gender Commercials"

Part 2:

The Ritualization of Subordination

the ritualization of subordination

- A. lowering oneself physically (prostrate on bed or floor)

Mother's Responsibility

She cannot afford to have anything in the home that does not protect and promote the health and comfort of her children.

ScotTissue has supplanted the harsh, non-absorbent toilet tissue of other days. Mothers everywhere select ScotTissue because of its soothing softness, its whiteness, its quick-absorbency and its unquestioned purity.

ScotTissue is safe for children. It will not harm or irritate the most delicate skin. That's why it is especially sought by women of refinement for their personal hygienic requirements. No conversation. Just say "ScotTissue."



Another Thirty
Fibre Product
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Except in some western
states and Canada

15 cents a roll
Except in some western
states and Canada



show her
it's a man's world



Van Heusen 

man's world

ties

For men only! . . . brand new man-talking, power-packed patterns that tell her it's a man's world . . . and make her so happy it is. And man! . . . how that Van Heusen seamanship makes the fine fabrics hold their shape. And for Christmas . . . here's the Christmas tie that is *really* different. **\$2.00**

Other Van Heusen ties from \$1.00 to \$2.50

Phillips-Jones Corp., N. Y. I. N. Y., Makers of Van Heusen Shirts • Sport Shirts • Ties • Pajamas • Handkerchiefs • Collars.



a man
needs
a choice

**NUNN
BUSH**

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This is no shape
for a girl.

**That's why Warner's makes
the Concentrate girdle
and the Little Fibber bra.**

Girls with too much bottom and too little top, Warner's® can reshape you.

We reshape you on the bottom with the Concentrate girdle. Its all-around panels do more for you than a little girdle (they're lined up to help you where you need help most), yet Concentrate doesn't squish you like a heavy girdle.



We reshape your top with the Little Fibber bra. The super-soft fiberfill lining doesn't make a big production out of you. It rounds out your bosom just enough to go with your trimmed-down hips.

All of a sudden, you've got a proportioned body, and your clothes fit better. Warner's calls this a Body Do.™ You can get fitted for one in any good store.

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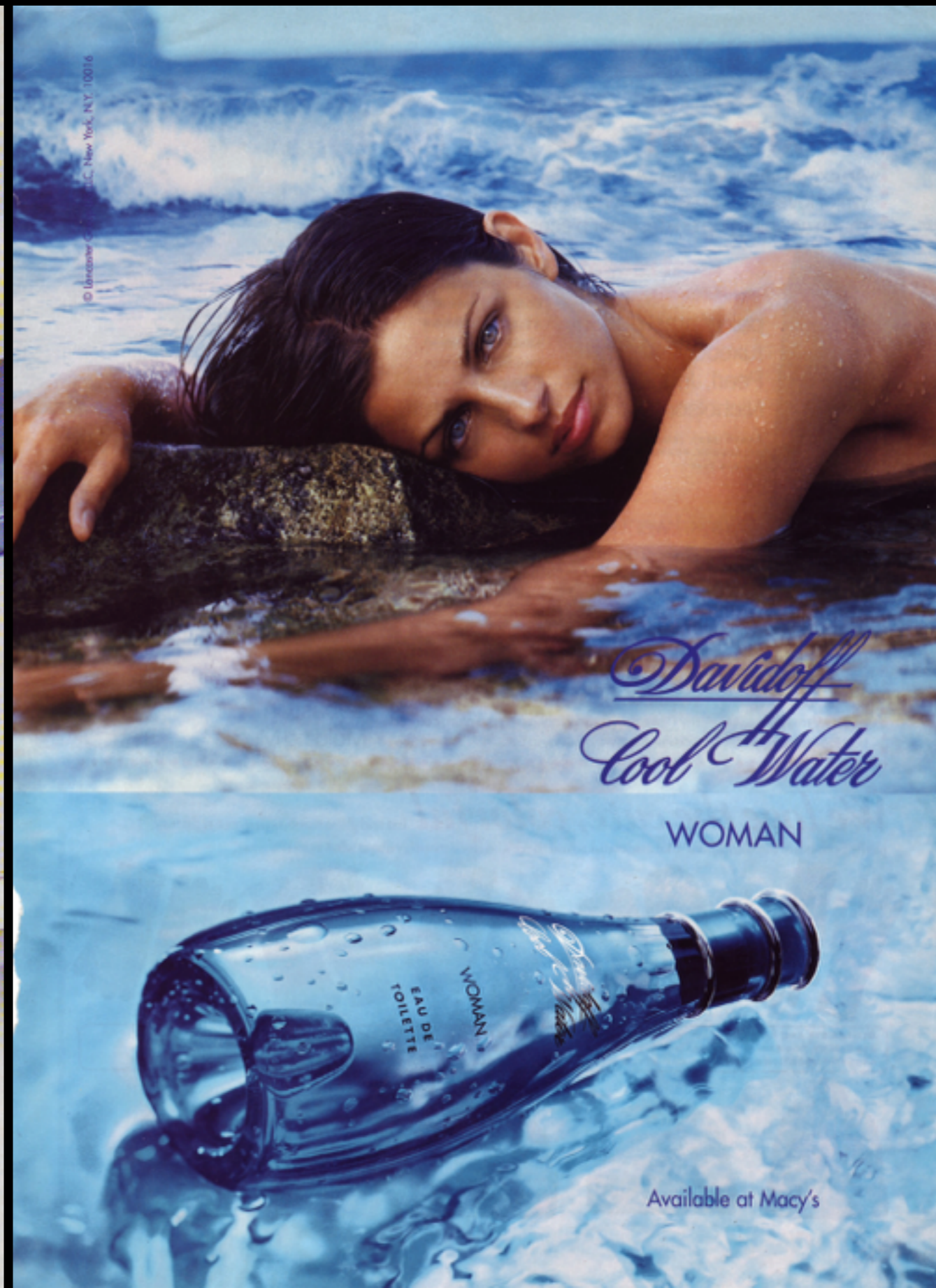
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WOMAN



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THE FRAGRANCE FOR WOMEN
AVAILABLE AT MACY'S



C E L I N E

I never say no to Catto



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They were either too heavy
or too light.
Then I gave Catto a try.
At last!
A just-right Scotch.
Just light enough.
Me say no?
I never say no to Catto.

Catto Gold Label Scotch

Be a neatnick

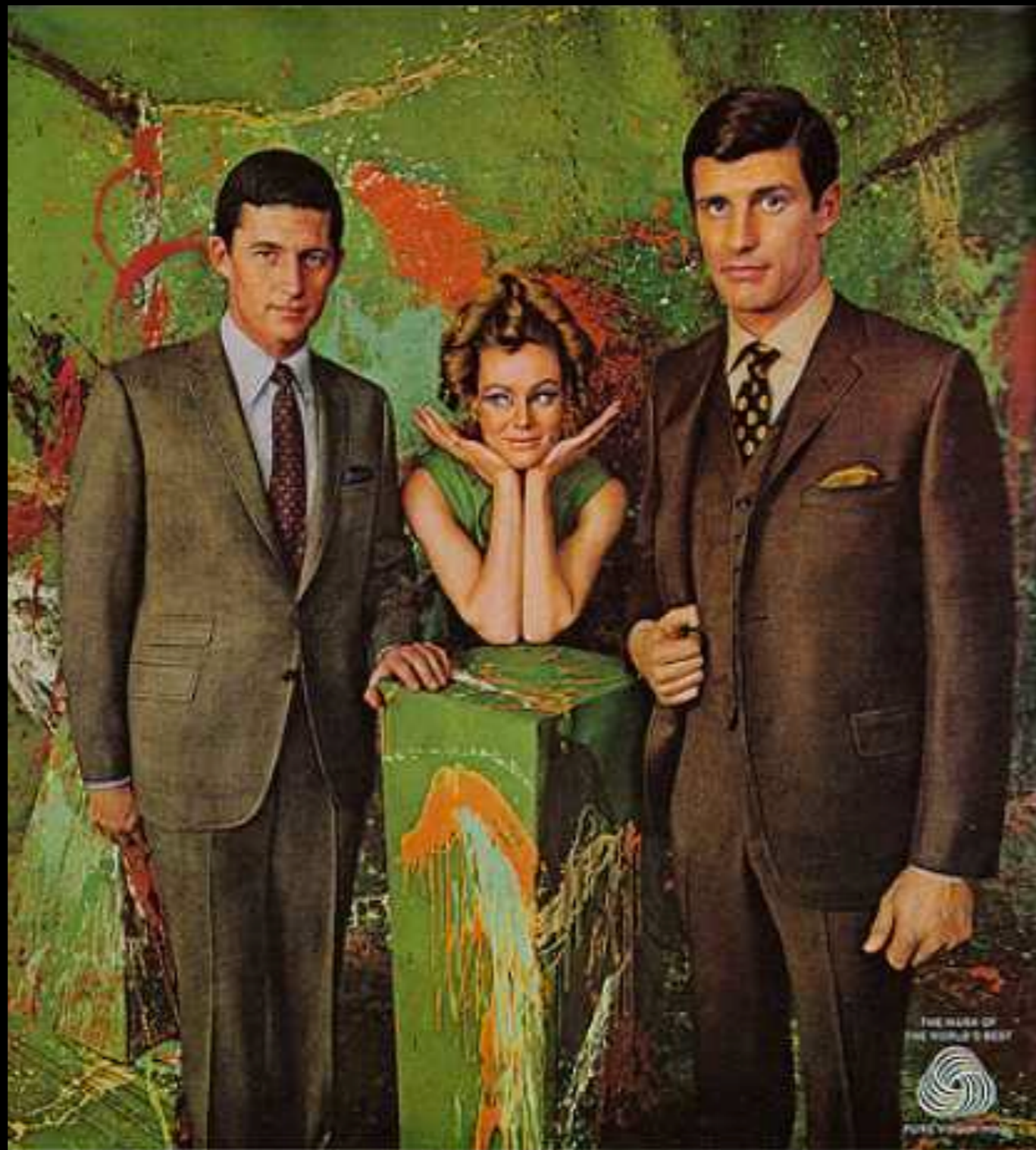


Dress-Up Jeans with a permanent crease down the centre of each tapered leg give you the sleek, slim look you like. And they're Press-Free to stay that way without ever being ironed. No sag, no bag, no droop and never, ever a wrinkle. Authentic Western styling, including low rise, swinging front pockets, patch hip pockets and big belt loops. Oxford cloth at \$6 and wide-wale corduroy at \$7 in a range of colors. Zipped by Talon. For nearby retailers, write to h.i.s., 10 E. 34th St., N.Y. 10016

Press-Free Jeans by **h.i.s.**

the ritualization of subordination

B. men positioned in the foreground or above women



Furnishings coordinated by Botany Products Corp.

**'BOTANY' 500 STARTS A
FASHION
FLARE-UP**

There's a new crackle of color... new traced, trim, lean, shape... in soft-tailored Natural Gentleman® suits by 'Botany' 500. Traditional lines—but now they make you look younger, feel slimmer. Created with the flair of award-winning 'Botany' 500 designers. Also in two other looks: forward fashion for dash and savvy. Classic for conservative prestige. All tailored for quality with the Daroff Personal Touch. In exclusive 2-ply custom-woven fabrics. Even the values really swing! Suits from \$89.50 to \$99.50. Better yet—'Botany' 500 Custom Royal and Connoisseur suits in superfine worsteds—the ultimate for the man who demands it. From \$105.00 to \$120.00. You have it all with... **'BOTANY' 500** tailored by **DAROFF**

For the name of the nearest 'Botany' 500 dealer and how to place an order, write: H. Daroff & Son, Inc., Philadelphia, Pa. 19101. 50% off Botany 500. Available in Canada, Peru, Australia and Japan. Shirts Tailored! Sewed for Right-Handed.

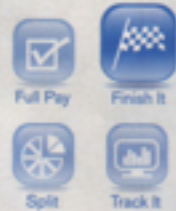


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exceptions prove the rule ...

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C. bashful knee bend



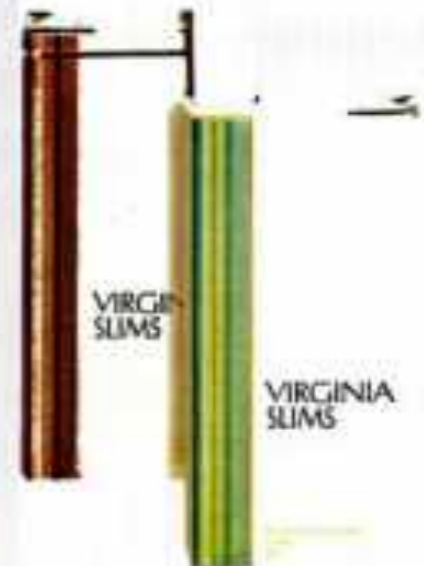
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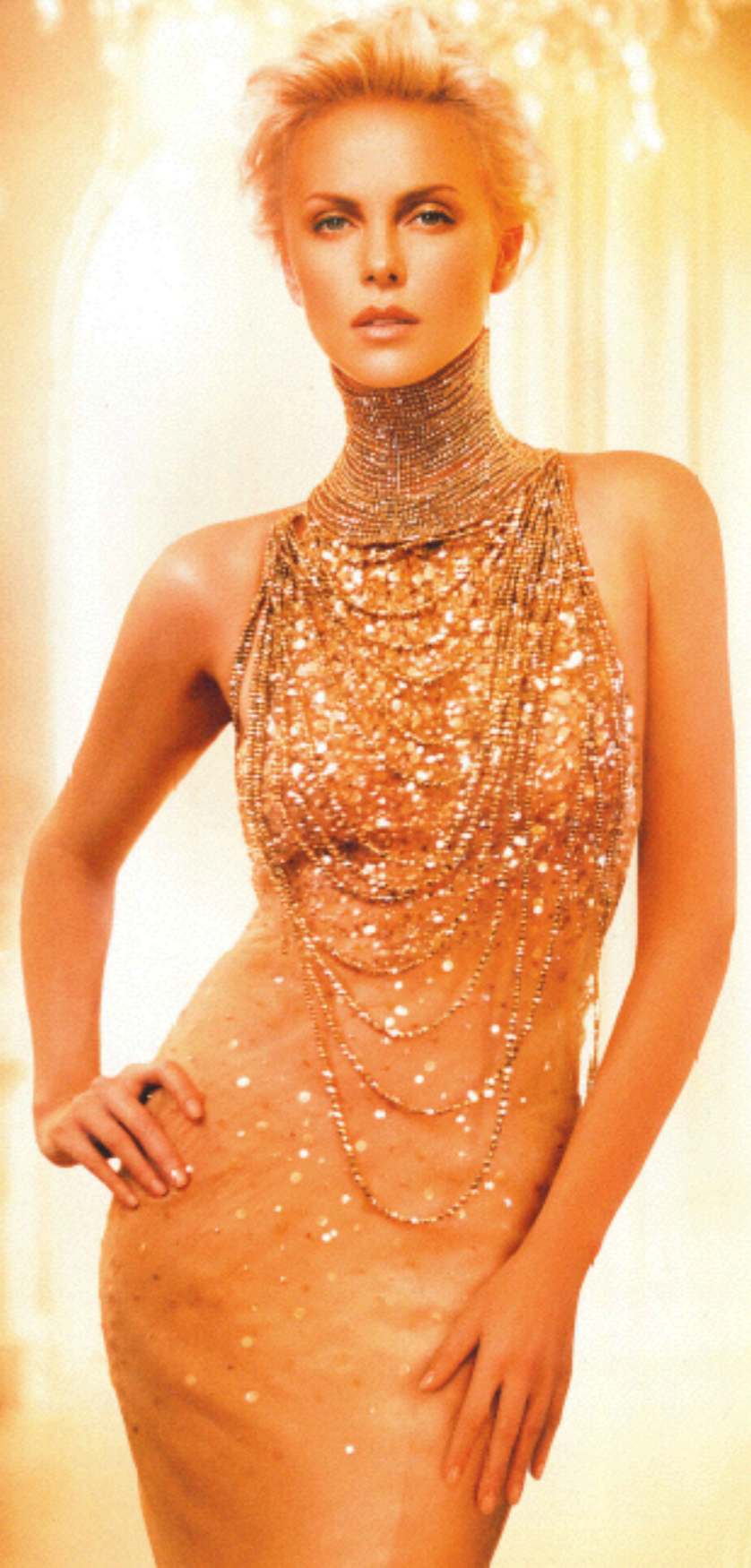
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GET WHAT YOU **REALLY** WANT

the ritualization of subordination

D. canting positions

I. head cant

You: Sun-parched, Roughened Skin

Let this much-praised care bring it back to smooth, youthful suppleness

HOW you adored them—those long delicious weeks of out-door freedom! Motoring, canoeing, swimming, golfing, camping, mountain-climbing!

How proud you were of your sunburn, then, your weathered tan—But now that you're back in town again, your tan is faded and sallow, your skin rough, peeling, dry, coarsened, and years older.

Take heart, however! You can bring back that youthful suppleness—with just Two Creams which are magic in the promptness with which they rejuvenate your skin!

Pond's Cold Cream cleanses and softens the parched, roughened surfaces of your skin. Its pure oils quench the thirst of dry pores. Every night before retiring and every time during the day that you need to cleanse your skin, pat this Cream lavishly over it. Wipe it off and repeat.

Finish with a dash of cold water or a rub with ice. After the nightly cleansing, pat on more of Pond's Cold Cream and leave it on until morning.

Pond's Vanishing Cream gives the skin a lovely smooth finish and protects it. It levels off all the little rough places that come with sunburn and puts a smooth



surface in their place. Your powder goes on evenly and clings beautifully.

And Pond's Vanishing Cream gives your skin protection from further roughening, in wind and sun. After every cleansing with Pond's Cold Cream, smooth a light film of Pond's Vanishing Cream over your skin. And do this with particular care when you're expecting to go out-of-doors.

Ask for the new, generous-sized jar of the Cold Cream. Both creams come in two sizes of smaller jars and tubes. The Pond's Extract Company, 431 Hudson Street, New York City.

THESE Two Creams have received the praise of beautiful women of distinguished position:—

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- MARIE, QUEEN OF ROUMANIA
- THE VICOMTESSE DE FRISE
- THE LADY DIANA MANNERS
- MRS. WILLIAM E. BORAH
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- MRS. LIVINGSTON FAIRBANK
- MRS. GLORIA GOULD BISHOP
- MRS. MARSHALL FIELD, SR.
- THE DUCHESS DE RICHELIEU



Every skin needs these two creams

Amer. Weekly Oct. 1, 1925



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N°5



the ritualization of subordination

D. canting positions

2. body cant

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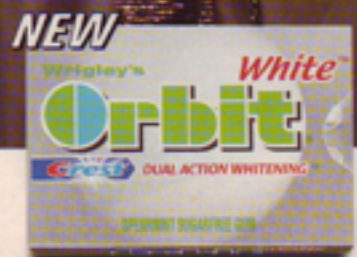
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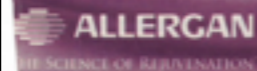
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F. “puckish styling”

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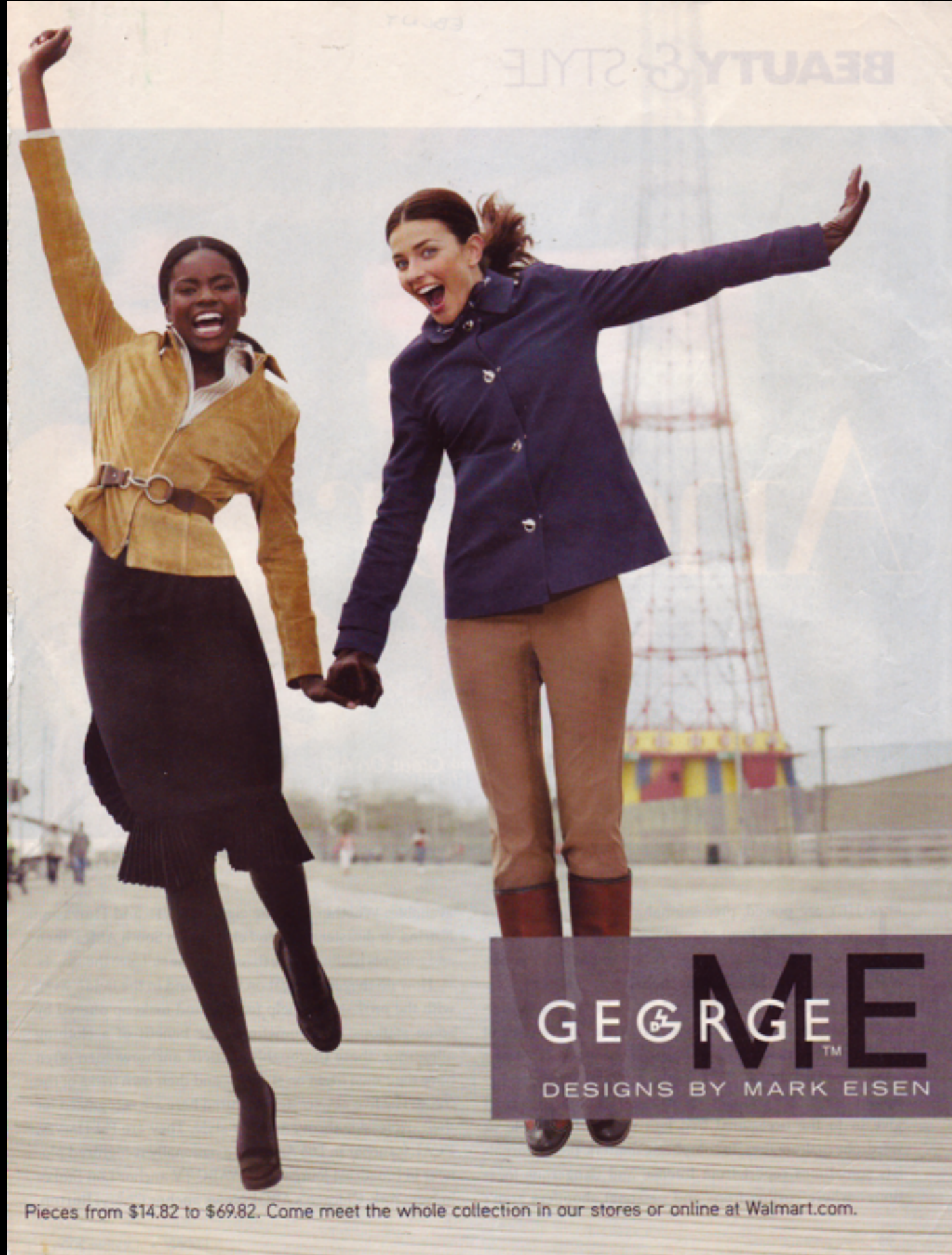
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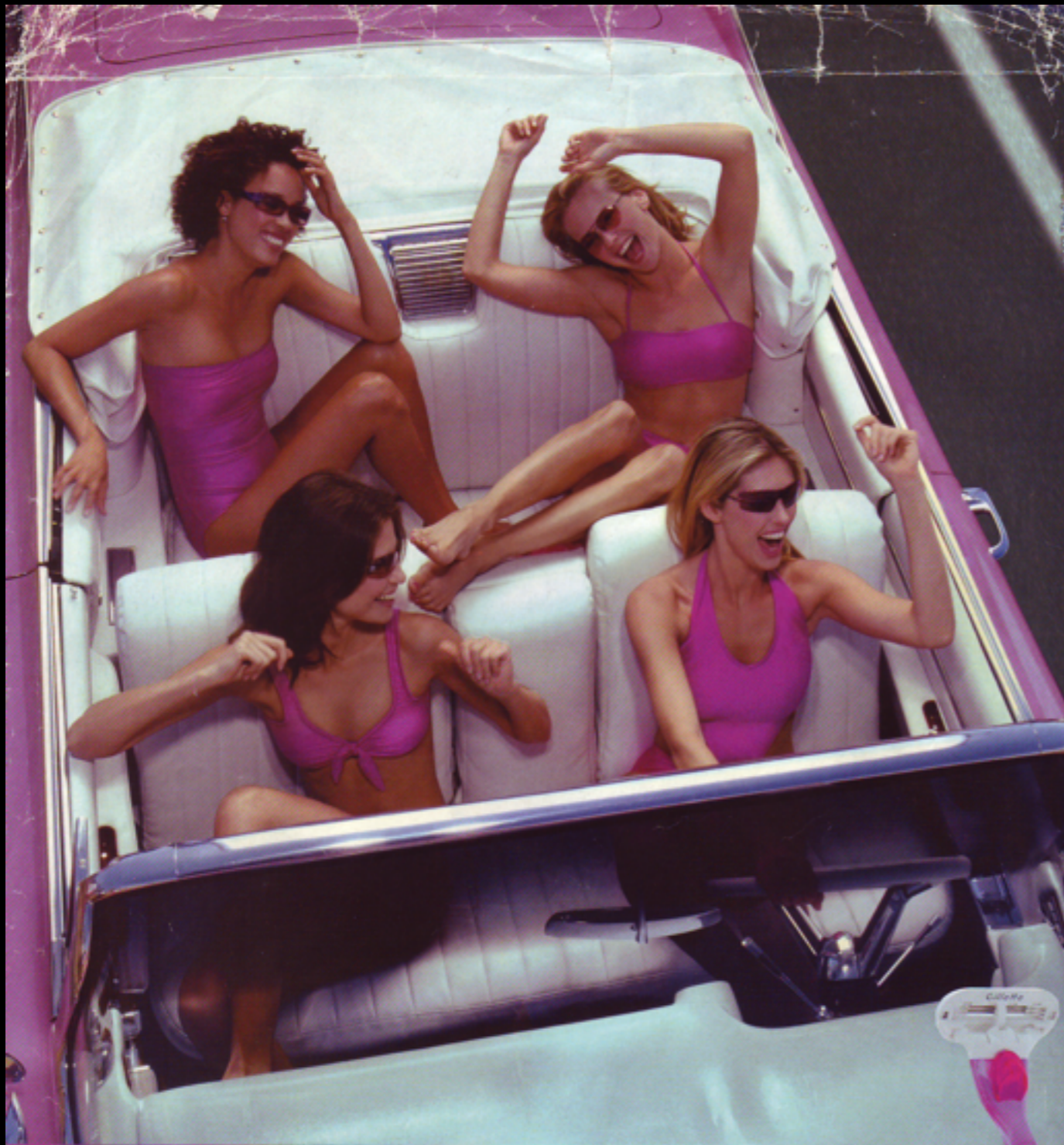
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Sittin' in the back seat
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Which seat can I take?

It's Friday, Friday
Gotta get down on Friday
Everybody's lookin' forward to the weekend,
weekend
Friday, Friday
Gettin' down on Friday
Everybody's lookin' forward to the weekend

Rebecca Black, "It's Friday"

the ritualization of subordination

G. mock assault games



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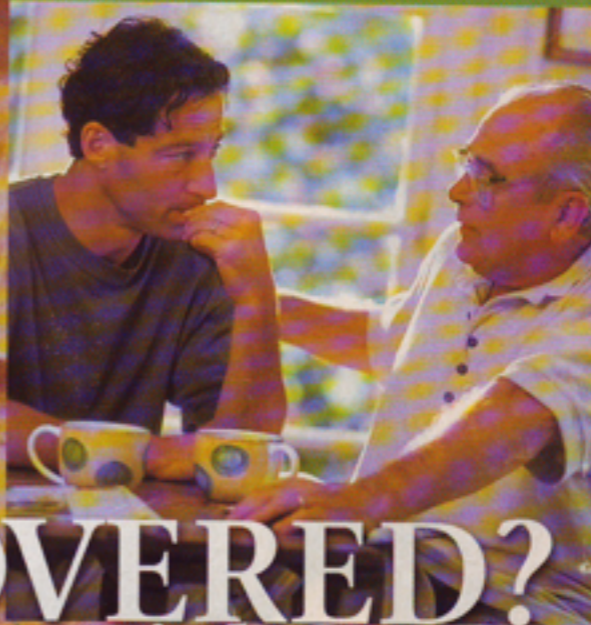
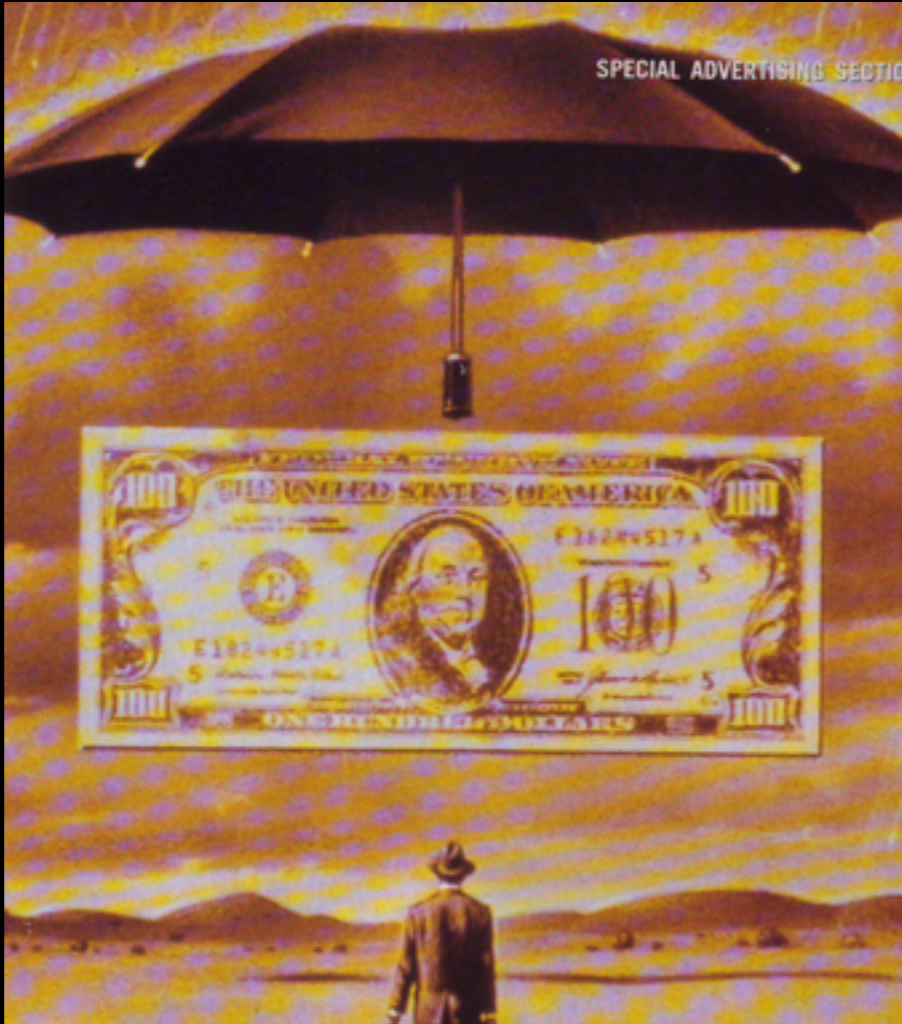
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Texture lustrée et définition

Textura limpia y definición

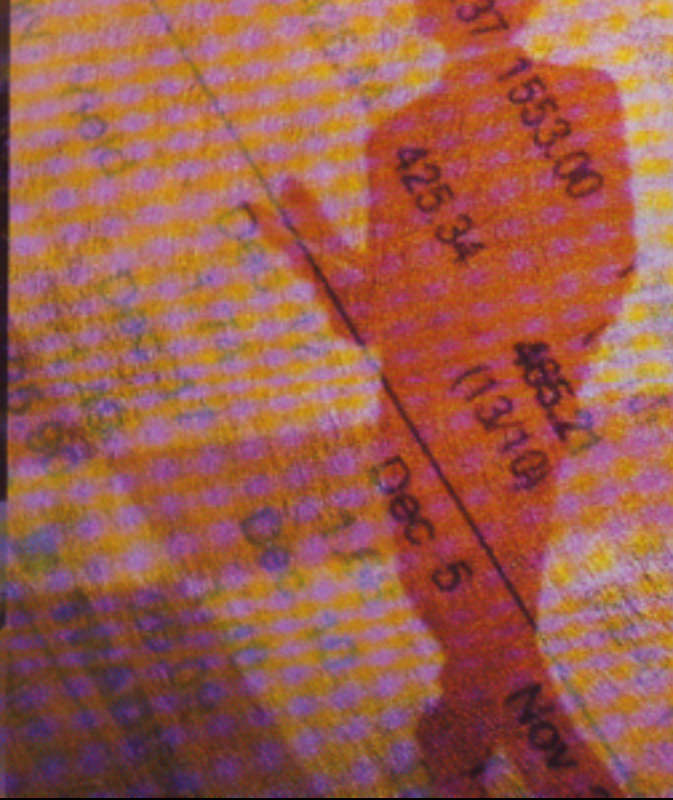
Where's my wax?

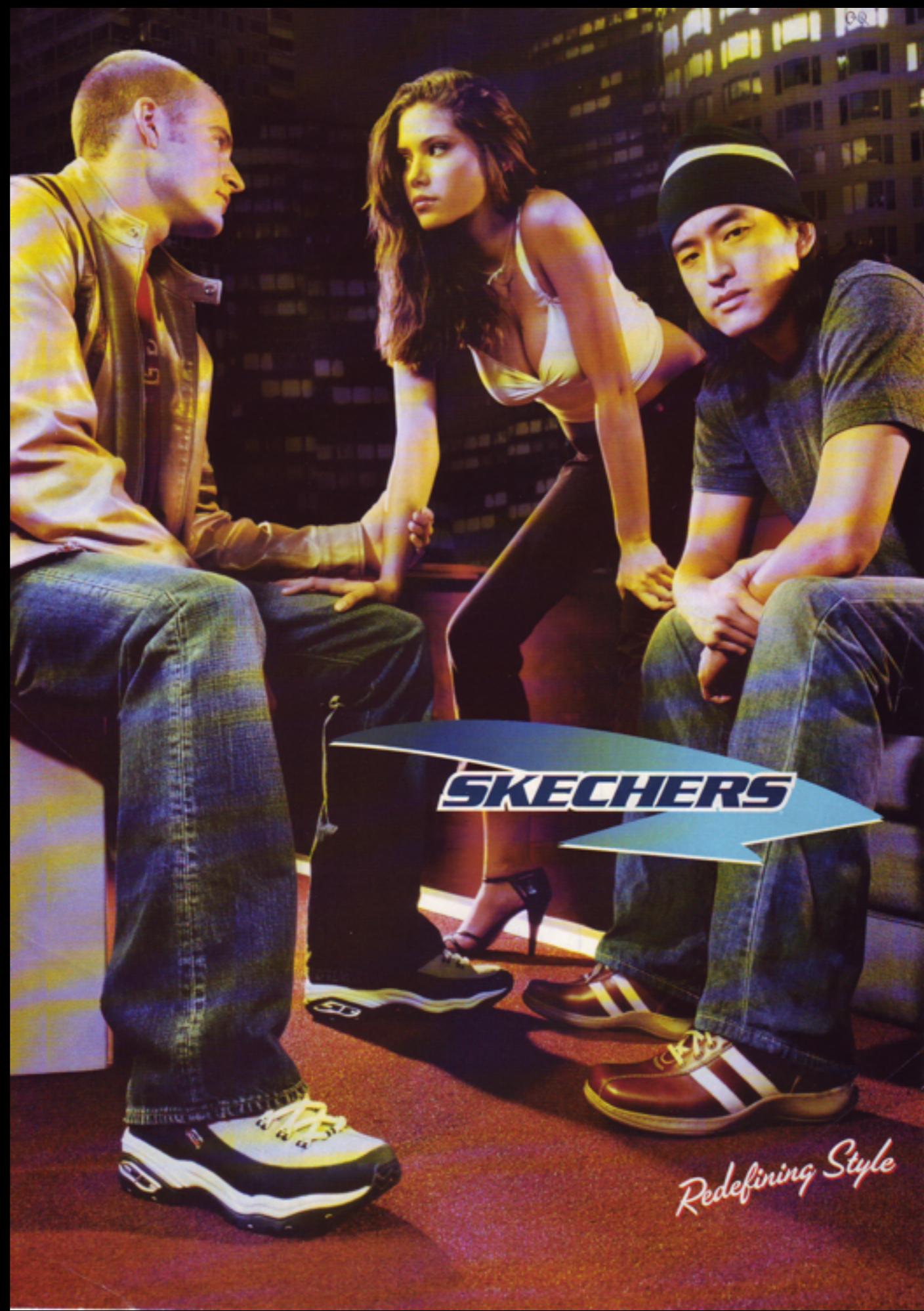
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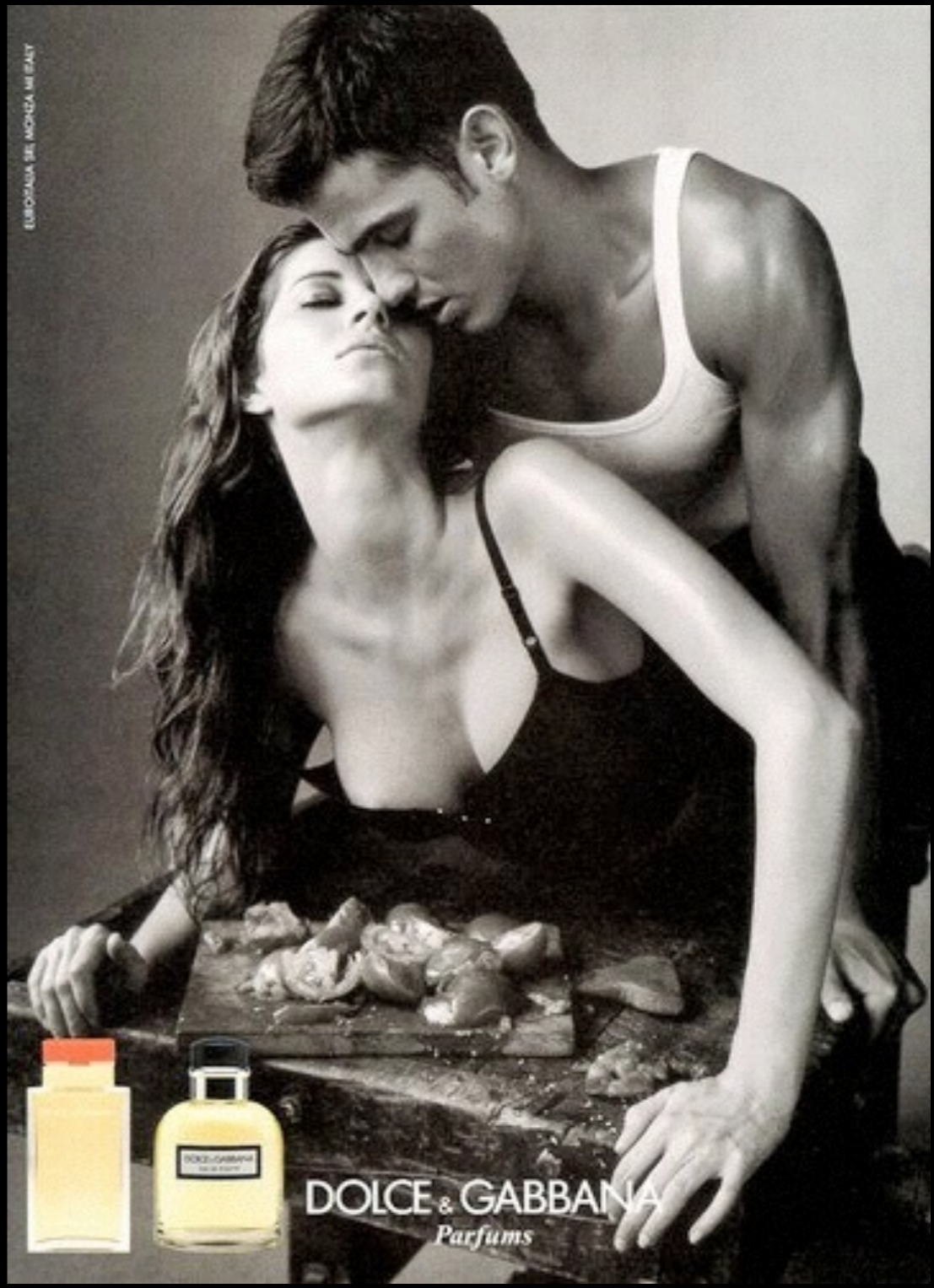




SKECHERS

Redefining Style





the ritualization of subordination

H. physical pairings:

arm lock, shoulder hold, hand-holding



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of the crowd

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05-4199

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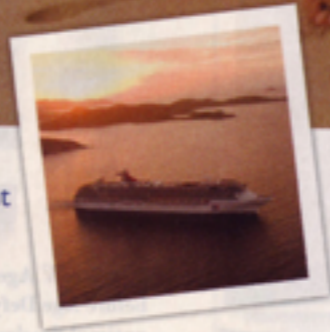
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(relative size)
big smile

head cant
arm lock/shoulder hold