

WOMEN'S RIGHTS IN THE 60'S

EQUALITY

COLD WAR

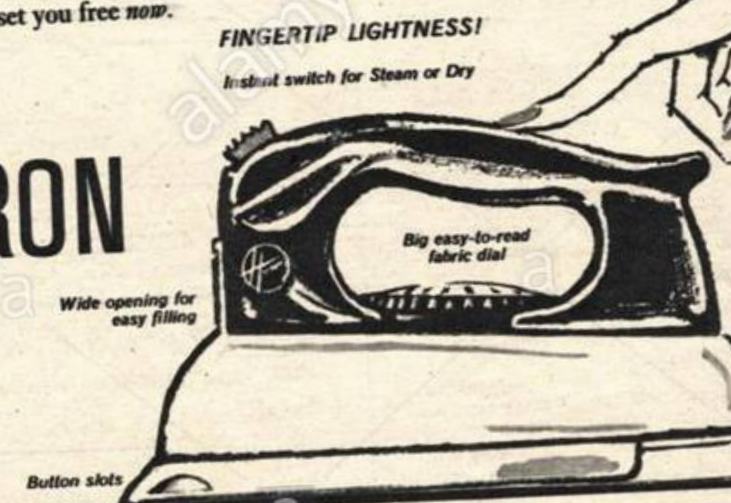


Betty Friedan



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Fastest, easiest ironing you've ever seen—that's the Hoover Steam Iron for you. Break away from that old-fashioned iron and join all the women who've discovered the incredible commonsense simplicity of Hoover. You never need to damp down—even with bone-dry shirts! You never need to iron—just push the Steam or Dry dial. You can tackle anything from your daintiest to the heaviest covers. All on the one Steam setting! Dry ironing?—just push and dial the fabric. It's as easy as that. Steam or Dry instantly, easily, every Hoover set you free now.



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Women in the 60's are related to the public and private sphere because of advertising and the feminine mystique. The cold War had an impact on the public and private sphere because of the mindset influence. In our opinion, women were always caricatured as housewives in the 60's and they were considered inferior to men. Right now the situation has evolved because of the ERA. But there still are inequalities because not every state has accepted the ERA.

