


Pictures to be cut up and laid on the floor for participants to select

So you let your son play with DOLLS?
Aren't you afraid he'll turn out to be...



A GOOD FATHER?

The image shows a young boy with short brown hair, wearing a grey long-sleeved shirt, holding a doll wrapped in a pink blanket. He is standing in a room with a floral patterned bedspread. The text is overlaid on a black background.



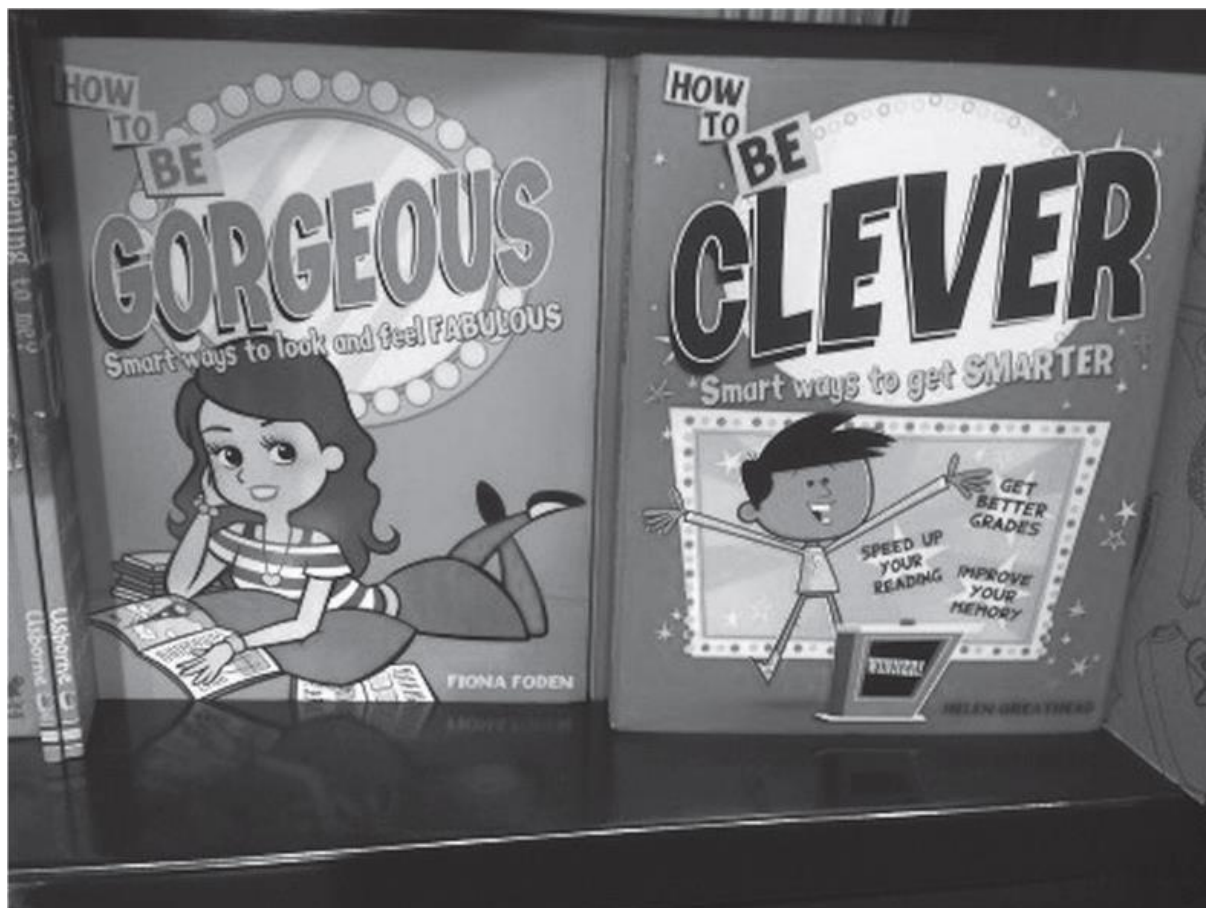
"He said my teeth are so good
I can be his receptionist when I grow up!"

Macleans White Fluoride for stronger, whiter teeth.

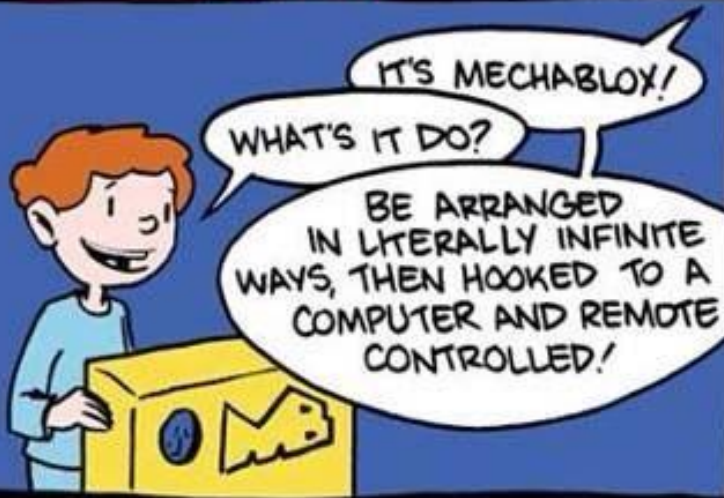
You're sitting there, in the room worrying, when As your dentist will tell you, all Macleans toothpaste makes
regular brushing with Macleans teeth whiter.

The image shows a man with glasses and a young girl with blonde hair, both smiling. The girl is wearing a yellow top. The text is overlaid on a white background.





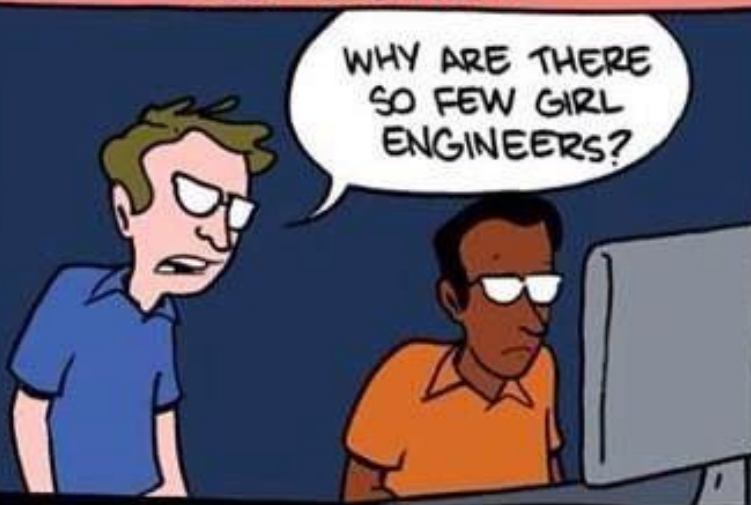
BOY TOYS

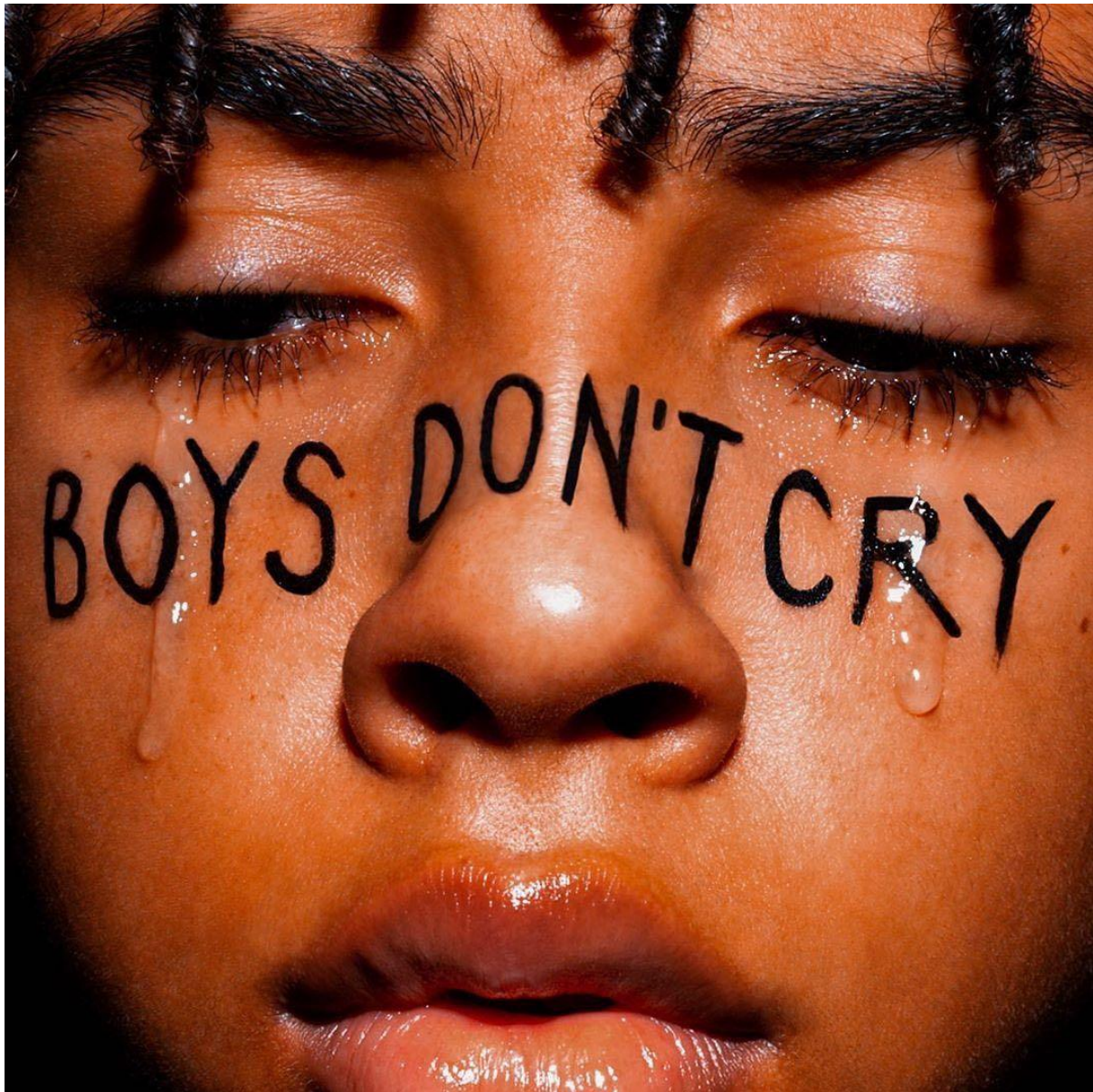


GIRL TOYS



SUBSEQUENTLY...









**I COURTED AN ANGEL
... AND MARRIED A COOK**

What's the Best Kept Secret for Campbell's Soup to Cook for Making the Day?

"There's one I think I could write a book about. I mean, the way they get across a girl for instance, with those smooth words—and all the time you're not just a kid and all the time you love all that food—the way they come of you can eat! That soup. That one, like any, of course. Then you see, and that's why I'm here about Campbell's. They're so good and so comforting, with all their wonderful taste and texture and they go—anyway to be, see. Why, Campbell's soup just seems like 'one of the best', and I'm almost out there already and up and take notice what I had done of it. So here's my, and that's good!"

Campbell's Cream of Soup
Campbell's Vegetable Soup
Campbell's Beef with Noodle Soup

CAN SHE COOK?

A personal question by a company that likes to lend a hand in the kitchen

Just try to recall your favorite of meals—lunch—during those days when you watched around and eyed, looking forward to that trip down the aisle.

When you think of her cooking? That, too. Do we mean, it's not that we haven't any success in our work, but it's when those little white heads you like to hold them rolling out the dough that our spirit soars. For we at Procter & Gamble make, among other things, O's.

And O's is a good example of our policy of "progress through constantly trying to please."

It took a lot of research, a new factory and a lot of doing to bring out this first hydrogenated vegetable shortening. But it was worth it. O's was light, digestible, easy to use, delicious, stayed fresh without refrigeration. It pleased people everywhere.

Found value because it made calm and plus that best Plus coming here for dinner.

Found success—made a new market for the all been their certain ends.

Found peace because customers came back for more.

Found us because it helped us earn the money we needed to offer our employees each thing in particular: employment, profit sharing and a pension plan.

That's our idea of progress. To us, progress with O's is when you catch a customer YAKK and please her as enthusiastically as when her pillow is working, color is better, it, too, is made with...Gosh, that's!

PROCTER & GAMBLE
NEW YORK, N.Y. 10017 • CHICAGO, ILL. 60601 • CINCINNATI, OHIO 45202 • PHOENIX, ARIZ. 85001 • ST. LOUIS, MO. 63103 • PITTSBURGH, PA. 15222 • RICHMOND, VA. 23219 • SAN FRANCISCO, CALIF. 94103 • SEATTLE, WASH. 98101 • TAMPA, FLA. 33601 • WASHINGTON, D.C. 20005

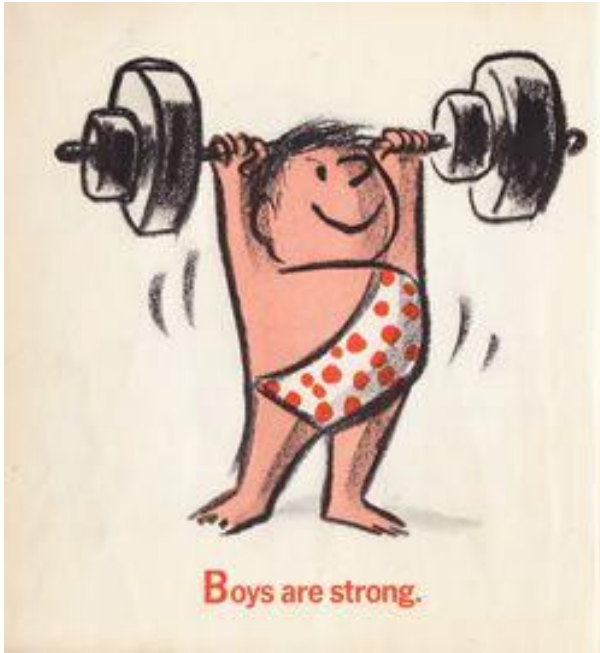
Progress Through Constantly Trying to Please

TEACHER TRAINING CAN HELP OVERCOME EXPLICIT GENDER BIAS



GAD





Boys are strong.



Girls are graceful.





SO THE
HARDER
A WIFE
WORKS,
THE CUTER
SHE LOOKS!

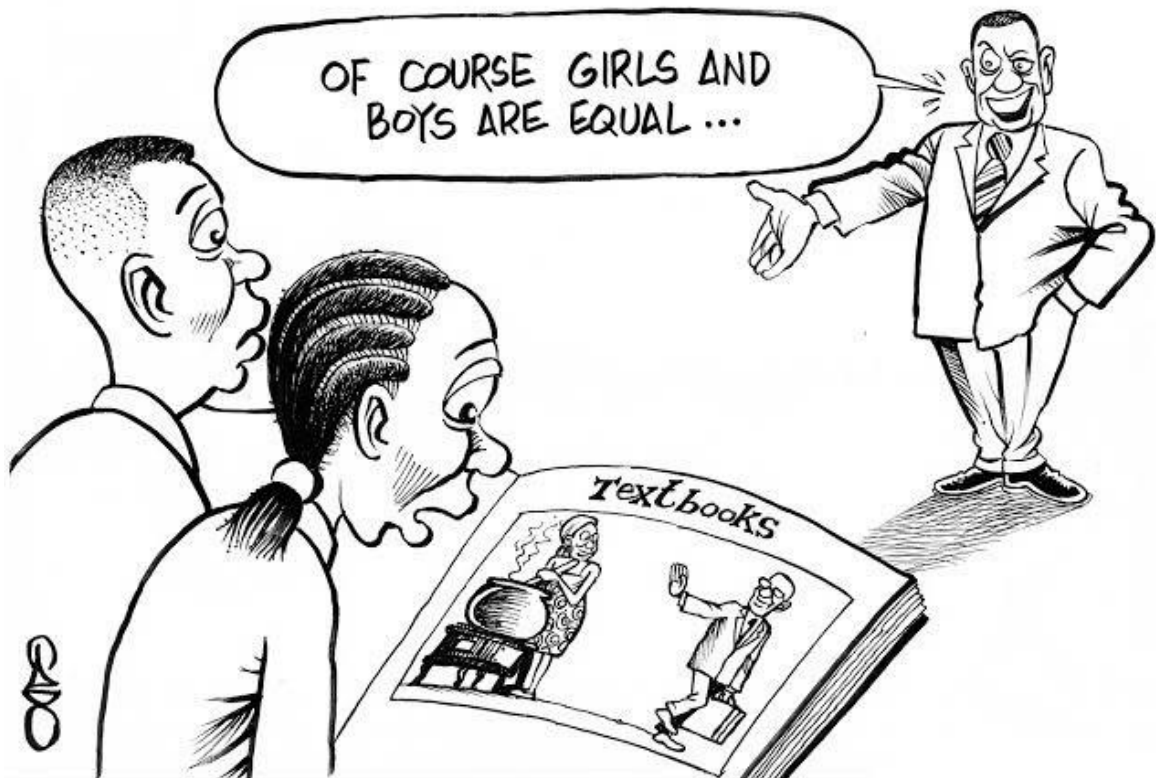


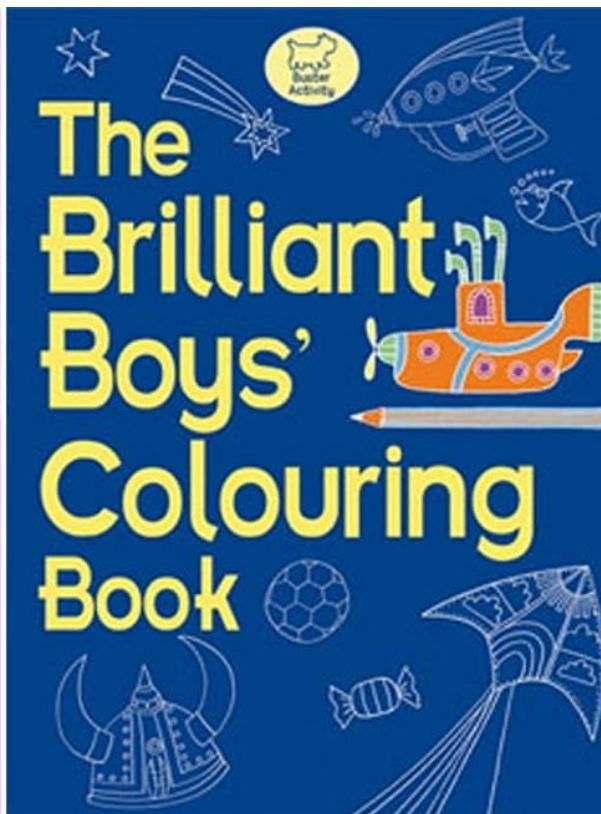
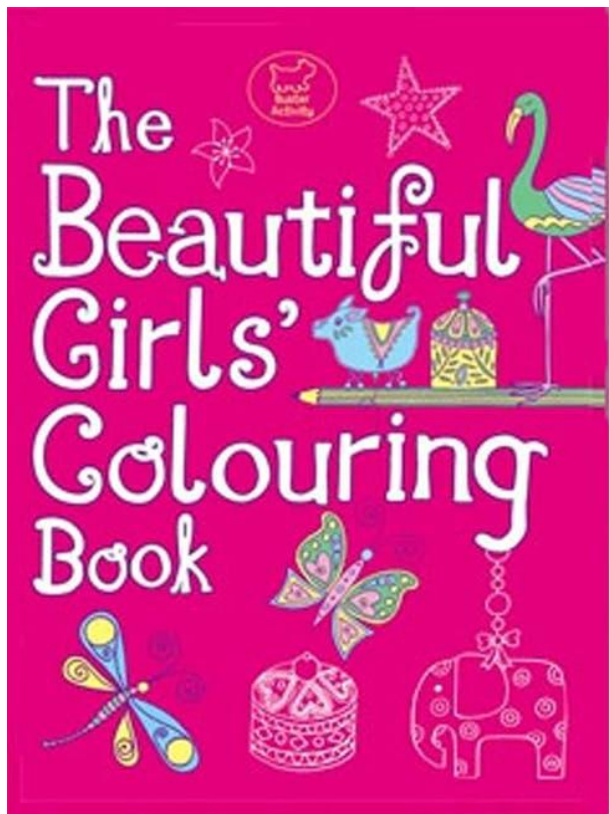
Vitamins for pep! PEP for vitamins!*



WOMAN AT WORK







**YOU DON'T
NEED TO CALL
TO BE HEARD**

WHATSAPP 'BRAVE'
TO 0800 150 150
TO START A SILENT
CONVERSATION.

~~#NO EXCUSE~~
FOR WOMEN ABUSE



**REACH OUT
BEFORE YOU
LASH OUT**

WHATSAPP 'BRAVE'
TO 0800 150 150
TO START A SILENT
CONVERSATION.

~~#NO EXCUSE~~
FOR WOMEN ABUSE

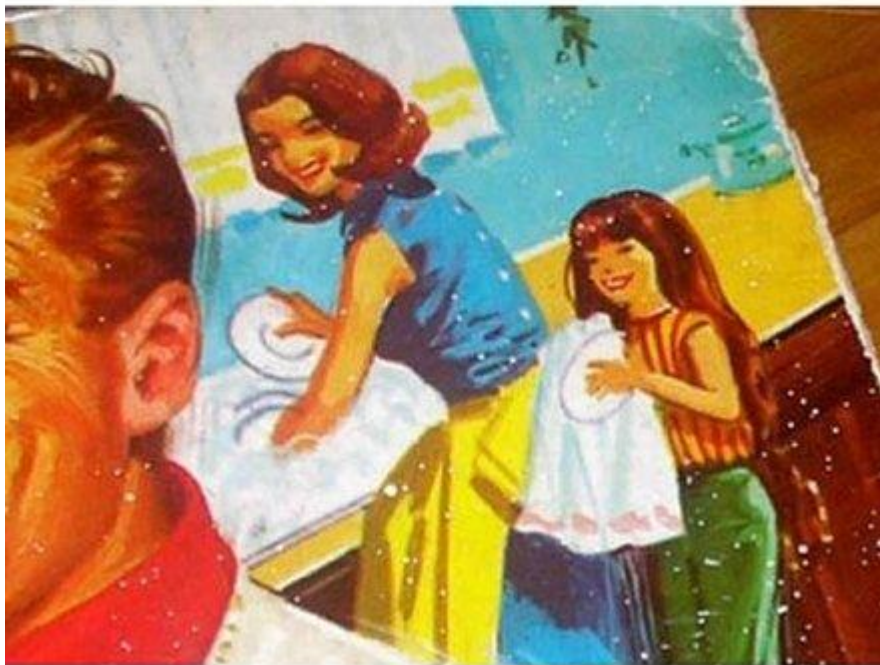








Seems like a typical 50's gaming night...
But what's that in the background?



If you guessed "ridiculous sexist stereotypes", you win!