

# Generations, races and other groups differ on feminist issues

American women support efforts to improve their status but disapprove of premarital sex and permissive childrearing. However, the way in which women view these and other questions important to them often varies according to their age, education, race, income and geographic location.

The diverse attitudes of women to key issues of their roles as parents, wives, citizens and providers are disclosed by the Virginia Slims American Women's Opinion Poll, Volume III, which was just released. The Poll was conducted by The Roper Organization, Inc. among a national sample of 3,000 women and 1,000 men.

According to Thomas Keim, Virginia Slims manager, the third Poll was undertaken to extend the scope of Virginia Slims' in-depth study of the American Woman. "This latest Poll," notes Mr. Keim, "brings to light the feelings and changing attitudes towards women's roles — feelings and changes which suggest a profound effect on the shape of marriage and the American family in the future."

**The Generations**

Disagreements between women in the 18 to 29 year old group and women over 50 are pronounced and frequent. Women between 18 and 29 favor efforts to strengthen or change women's status by a 70% to 16% margin while women over 50 agree with such efforts by a much smaller 47% to 30%.

The younger prefer a marriage in which husband and wife share responsibility, by 61% to 33%, but by an opposite 61% to 35% margin, women over 50 advocate the traditional marriage in which the husband provides and the wife runs the house and looks after the children.

Women between 18 and 29 consider a couple's having similar backgrounds and children much less important to a good marriage than do women over 50.

A 61% to 34% majority of young women would accept a daughter's marriage to a man of another race; a 46% to 45% plurality of women over 50 would not.

Women over 50 approve more of large families and religious training for children than do women between 18 and 29. Women over 50 also believe that marriage is of greater importance for a son or daughter than an interesting career or financial success.

The young are much more likely to regard falling out of love with one another, or falling in love with someone else, as grounds for divorce. Women over 50 tend more to regard sexual infidelity or excessive drinking problems as reason to end a marriage.

The greatest differences between the generations occur on issues of "the new morality," more specifically, pre-marital sex. Nearly one-fourth of the young (23%) but only one in 20 women who is 50 or older (5%) believes that sexual freedom before marriage is a change for the better. Three-fifths (59%) of older women but only a quarter (26%) of young women consider sexual freedom a change for the worse. One-half of young women (49%) and less than one-third of women in the 50-plus group (29%) have mixed feelings about it.

The youngest and oldest groups (women between 18 and 29 and over 50) are less likely than women between 30 and 49 to agree that young people are now less concerned about social status and financial success than young people used to be.

**Education**

As a rule, women with college educations hold the same opinions as young women, while those with only grade school educations agree with older women.

Like the young, college graduates strongly favor efforts to improve the status of women, by 67% to 20%, while support among the grade school educated is a

thinner 43% to 28%. College-educated women are more likely to assign household chores such as mending clothes and mowing lawns to children of either sex.

And the well-educated place greater emphasis on personal rapport as a reason for marrying. Two-thirds of college-educated women (65%) but only half of the high school (48%) and one-third of the grade school educated (33%) think that liking and wanting to be with a particular man is an important reason for marrying. College women are also more likely to believe that "having little in common" or "different views on how to raise children" are reasons for divorce.

Fifty-seven percent of college-educated women, but only 34% of grade school women believe the ideal family contains no more than two children. College women tend much more than other women to regard world over-population as a good reason to have only one or two children. In raising children, grade school women believe much more in discipline and religion; college graduates in moral and ethical example.

College women respect Golda Meir more than any other woman and rate Henry Kissinger highest among men. Grade school women agree with the overall consensus of women and have greatest respect for Mamie Eisenhower and Walter Cronkite.

**Racial Differences**

Black women are stronger advocates of discipline, religion, alimony and traditional male-female roles in child raising than are white women, but are less bothered than white women by sexual freedom, and marriages in which women and men share responsibility.

Black and white women sometimes admire different traits in people. Intelligence and self-control are more important to Blacks, humor and sensitivity to the feelings of others less important.

Black women admire leadership ability in a man much more than white women do.

Black and white women respect different men and women. Congresswoman Shirley Chisholm is the most admired woman among Black women, followed by actress Cicely Tyson. The white woman Black women respect most is Ladybird Johnson. Senator Edward Kennedy is, overwhelmingly, the most respected man, followed by civil rights leader Jesse Jackson and then, Walter Cronkite, among Blacks.

**Income and Region**

Variations by income are similar to those by education, with women in the \$15,000-plus annual income group tending to agree with one another, as did grade school graduates with women in the under \$5,000 group.

Regionally, women in the South are the most cautious about change, women who live in the West the least. Southern women, for example, favor traditional marriage by 55% to 40%, while Western women prefer the sharing marriage by 52% to 44%. Women in the East and Midwest divide evenly on the question.

Over half of Southern women, but less than two-fifths of women who live in the West, or East, think premarital sex is a change for the worse. And, as a group, Western women are much less disturbed at the thought of a daughter's "living with someone outside marriage."

**Men**

The third Virginia Slims Poll documents the degree to which men agree with the opinions and objectives of women. As in the previous Polls, a greater percentage of men than women support feminist policies. And, even more than women, men believe the double standard should be eliminated and that a husband should consider relocating to another locality if his wife is offered a good job there.

The joy of sending someone just the right Christmas gift is a very special feeling. It's also nice to know you've wrapped it well for mailing.

The U.S. Postal Service has put out a booklet to help you send your packages on a safe journey. It includes tips on boxing, taping and how to pack especially fragile items including picture frames. Single copies of **Packaging for Mailing** are available free from Consumer Information, Pueblo, Colorado 81009.

Corrugated cardboard boxes are recommended as the best general containers for mailing parcels. They can be cut to fit the size of the gift. And if you don't have a box with a top, two boxes fitted one over the other make a very strong package.

To hold the package together, one of the safest and strongest tapes available is self-sticking tape with fibers running along the length. Cloth, pressure sensitive tape is also good. Gummed paper tape reinforced with fibers is excellent, but probably not too easy to obtain for home use. No matter what tape you use, make sure you put enough on to hold the box from opening under pressure. Be

particularly careful of the ends and corners.

To be really sure, use strong cord and make one or two loops around both the length and width of the box with knots at each intersection.

It's o.k. to use envelopes as containers for stationery and publications up to a pound in weight and one inch in thickness. But don't put that special pen or humorous bottle cap in an envelope because it could burst out.

And if you're packing several items in one box, you need to protect them from each other. Heavy items shouldn't be packed with fragile things unless you separate them well from each other with cushioning materials such as shredded newspaper, foamed plastic or corrugated fiberboard.

Finally, on one side of the package clearly print the name and address of the recipient including his zip code, and your name and return address. Be sure to put these addresses on the inside of the package too, so it will get there even if the outside address is damaged.

**Packaging for Mailing** (free) is one of the 250 selected Federal publications listed in the current edition

of the **Consumer Information Index**. Published quarterly by the Consumer Information Center of the General Services Administration, the Index is available free from Consumer Information, Pueblo, Colorado 81009 and at Federal Information Centers throughout the country.

## Grant applications sought

The Metropolitan Arts Commission, an agency of Multnomah County and the City of Portland, is now accepting project grant applications for fiscal year 1975-76. The postmark deadline for applications is December 2nd, 1974. The Metropolitan Arts Commission has limited funds available to fund projects that are community oriented and is inviting organizations and individuals to submit their project ideas.


For further information, please contact Emily Carpenter at the Metropolitan Arts Commission office, 522 S.W. Fifth, Room 1221, Portland, Oregon 97204.

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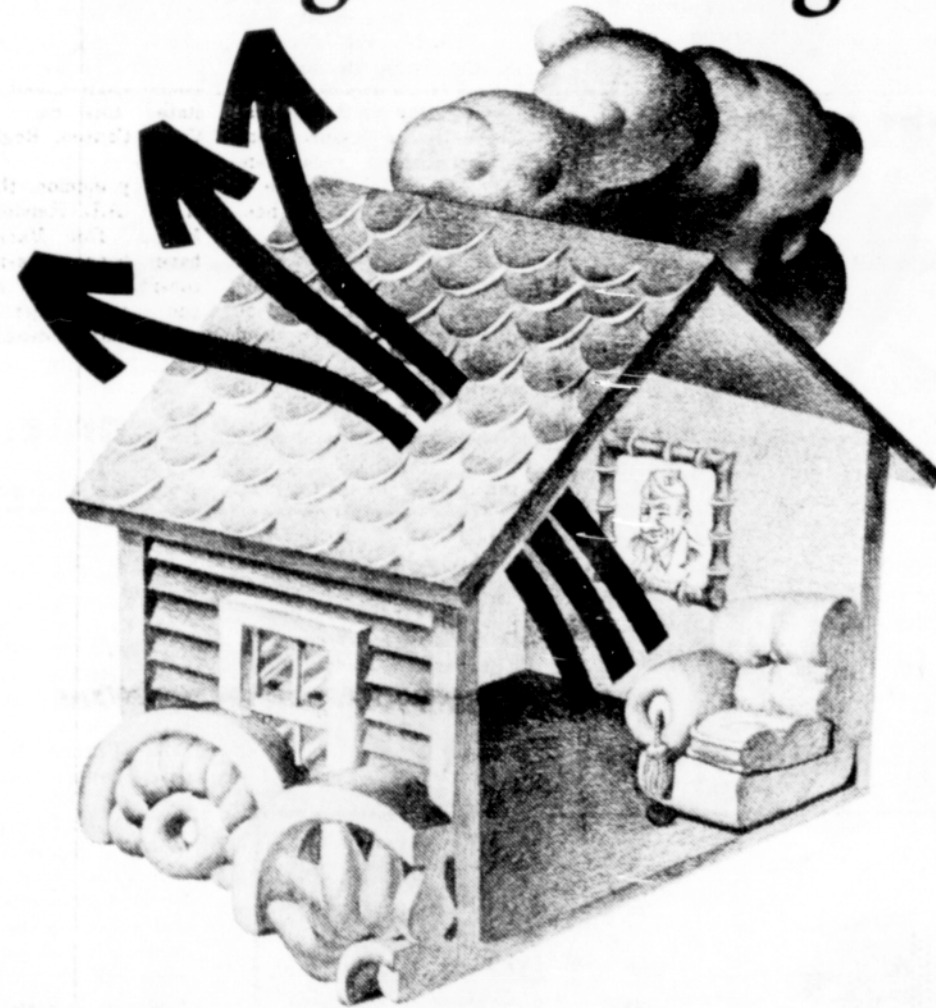


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## Insulation keeps heat from escaping from your home.

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The reason is lack of insulation. If your ceiling has four inches of insulation or less, you're losing more heat than

you should for comfort.

That's when you should consider bringing your home up to the PGE ceiling insulation standard. We call it R-19.\*

If your home is heated electrically, and you know the insulation in your home is inadequate, call your nearest PGE office. Just say that you want to talk to someone about insulation. We can help you! Between us we can figure out where additional insulation should go, give you an estimate of what it will cost, and tell you how much you should save a year in heating costs.

One more thing. If your single family dwelling is heated electrically and served by Portland General Electric, we can help you finance your insulation project through the insulation contractor of

your choice.

The beauty of insulation is its year long savings. You'll not only cut your heating bill in winter, but you'll lower your cooling costs in summer.

Your first step is this: Either write PGE at 621 SW Alder Street, Portland, OR 97205, or phone any PGE office for your free copy of our brochure, "Insulate Your Home." We'll mail it to you.

Or if you want to talk to someone about the insulation situation in your home, call PGE and we'll make the necessary arrangements.

\*Oregon State Insulation Code for new construction, single family dwelling.



## PCC meets veteran's educational needs

With a current enrollment of 2,729 veterans and dependents of veterans, Portland Community College has the largest responsibility in Oregon for veterans' education. The effort made to meet the obligations of that responsibility is equally large.

PCC's Office of Veterans Assistance, staffed by seven full-time employees and six work-study students (themselves veterans), encourages veterans to return to school and processes the paperwork involved with veteran enrollment. The group also functions in several ways to insure that students receive maximum benefit from the facilities offered by the school and the monies expended by the government for their education.

One of these functions, basic to many others, is the tabulation of grades of each student. This tabulation enables the Veterans Office to know immediately if a student falls below minimum performance in his studies.

If he does and his difficulty is caused by some problem, whether it is scholastic, domestic, financial, or physical, counselors work with him to solve it.

If a student has failed to attend classes, the Veterans Office arranges for him to repay the government for funds expended on the course, as well as related compensation.

If it appears that he is trying to carry too heavy a load, he is encouraged to take fewer courses.

If he needs tutoring or basic education, he gets it in programs set up specifically for veterans.

Other services provide analytical testing, academic and career counseling, and serve as an information resource concerning financial aid, part-time jobs, reserve and military matters, and veterans benefits in general. A monthly "Veterans Newsletter" is mailed to each attending veteran, and a "Veterans Newsboard" is located outside the Sylvania Veterans Office, in addition to pamphlets, advertisements, and television and news "spots" aimed at letting the veteran know of the possibilities open to him.

The cost of these operations, while originally borne entirely by the college, is now supported in part by VCOI (Veterans Cost of Instruction Program) funds

allotted to PCC through the Department of Health, Education, and Welfare. The college receives the largest allocation of these funds in the state. Assistance is also received from Project Return, a City of Portland-Multnomah County funded

agency. The quality of the functions performed is indicated by the fact that 6,591 veterans (and dependents) have benefited from PCC's programs through its Office of Veterans Assistance in the last three years.



ARCHIE A. LYKE

## United selects Lyke

Archie A. Lyke has been named director of performance systems for United Airlines. He will be based at the company's headquarters near Chicago.

Lyke became United's first Black director. He joined United in 1968 as a systems analyst. Since that time he has held positions as controller of the computer services division and manager of computer applications

financial systems. Prior to his directorship, Lyke was on special assignment to the financial task force as project manager.

A native of Chicago, Lyke graduated from Chicago's De Paul University in 1972 with a bachelor of arts degree in philosophy and mathematics. He resides in Elk Grove, Illinois, with his wife and two daughters.

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