*Essence*

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1. Cigarette advertising, trying to increase sales profit with more vulnerable minority
2. Accentuated features of female face conforming to Western beauty standards. “Muted, irresistible appeal,” appearing lighter and more white.
3. Black woman following behind white woman, being led along by her. Both women are literally inside a box, no mention of women as people but only as bodies.
4. Perfume, Chantilly, is for the woman but really for the woman to please the man
6. Sensual black woman in picture is wearing little, revealing her body. Black men and women are placed on a much more equal socioeconomic level than white men and women (in the article about computer science as an employable industry). The pictures have nothing to do with the article, and are completely designed as a distraction.