

FLORIDA STATE UNIVERSITY  
COLLEGE OF ARTS AND SCIENCES

AGE IS JUST A NUMBER:  
GENDER, GENRE, AND THE MARKETING OF THE MATURE WOMAN  
IN 1950S HOLLYWOOD

By  
FARRAH M. HERSH

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The members of the supervisory committee were:

Leigh Edwards  
Professor Directing Dissertation

Jennifer Proffitt  
University Representative

Alisha Gaines  
Committee Member

John Ribó  
Committee Member

The Graduate School has verified and approved the above-named committee members, and certifies that the dissertation has been approved in accordance with university requirements.