

Gender Targeting in U.S. Newspaper Ads: 1940-2000

Enghin Atalay¹ Lisa Kahn

May 21, 2020

¹Research results and conclusions expressed are those of the authors and do not necessarily reflect the views of the Federal Reserve Bank of Philadelphia, the Federal Reserve System, or the Federal Reserve Board of Governors.

Explicit Gender Targeting

Gender pay gap

- ▶ Rapid convergence in the 80s, 90s; no change in the 60s, 70s
- ▶ Changes in human capital accumulation; technological change; home appliances; gender norms have been linked to progress

Do employers overtly discriminate when they are allowed to?

- ▶ 1964 Civil Rights Act: “prohibits employment discrimination based on race, color, religion, sex and national origin.”
- ▶ Equal Opportunity Employment Commission formed in 1965.
- ▶ 1969 lawsuit filed by National Organization of Women for segregating job ads.
 - ▶ Pittsburgh Press v. Pittsburgh County on Human Relations et al. (1973)

How do employers transition from discriminating to not?

- ▶ Do employers substitute towards more subtle targeting?
- ▶ Is any sluggish response correlated with sluggish employment or wage outcomes?

Background: Job Ads in 1958

Help Wanted—Female

TEMPORARY

ARE YOU . . .

Frankly 46—but on this side of 60?
we take them younger, too . . .

A visitor in New York?

A housewife whose children are at school?

**A permanent job seeker — or ap-
pointed, whose duties do not start
immediately?**

**Your FREE TIME is
PROFIT-TIME**

**Put Your Skill to Work
at INTERESTING
TEMPORARY ASSIGNMENTS**

**UPTOWN & DOWNTOWN
MANHATTAN LOCATIONS**

**Work 3 to 5 FULL days or
more in our clients' offices**

NEEDED NOW . . .

STENOGRAHERS

TYPISTS-STAT TYPISTS

TRANSCRIPTION OPERS

COMPTR & CALC OPERS

SWITCHBOARD OPERS

No part days, evenings or Saturdays!
No FEES TO APPLICANTS
Interviews & phone calls 10 AM-4 PM

**TEMPORARY
OFFICE SERVICES**

150 NASSAU ST., N.Y.C.
ROOM 621 WO 4-1352
130 W 42 ST., N.Y.C.
ROOM 2001 LA 4-3410

TEMPORARY

Help Wanted—Female

TYPISTS
(To Age 50)

— EXCELLENT SALARIES —
— REGULAR INCREASES —
Experienced Preferred

- MODERN OFFICES
(AIR-CONDITIONED)
- COFFEE SERVICES
- LUNCHEON FACILITIES
- CONVENIENT LOCATION
(DOWNTOWN MANHATTAN)

THE TRAVELERS
INSURANCE CO.

80 JOHN ST.
MR. MALLORY

DI 4-7000

TYPISTS
EXPERIENCED

We offer a variety of interesting & diversified positions with salaries geared to your abilities. Excellent working conditions and congenial co-workers plus liberal company benefits. 5 DAYS 36½ HOURS

Call Mr. D. Lotufo JU 2-6658

FOSTER WHEELER CORP.
666 5th Ave. NY (52-53 STS) 4th Fl.

TYPISTS

THE NEW YORK TIMES, SUNDAY, JAN. 5, 1958

W 7

Help Wanted—Female	Help Wanted—Female	Help Wanted—Female
TYPISTS	TYPIST	TYPIST
A New Job in Sight FOR YOU IN '58 . . .		COULD YOU TYPE THIS AD IN THREE MINUTES?
IF YOU: .. Have a High School diploma .. Type 40-50 W.P.M. .. Are 17-30.	An experienced typist is needed to do varied work for top engi- neering company.	That's all it takes to qualify for one of an extremely wide variety of jobs we can presently offer. Ex- perience from straight typing to Dic- tionary training from scratch. Dic- tion through multiform and vari-type. These jobs can start as high as \$100 per week. They offer an excel- lent chance for advancement, which include free insurance, medical ser- vices and a profit sharing plan that is second to none.
WE OFFER: Promotional Opportunities IN OUR EXECUTIVE OFFICES	A minimum speed of 40 to 45 wpm is required.	For a job with a future here's a chance to select one from our com- plete list. Research on the spot. Good looks aren't even necessary. Call M. RILL LYNCH PIERCE FENNER BEANE 10 Pine Street, New York 6
.. COMPANY CAFETERIA .. MANY EMPLOYEE BENEFITS	Join our friendly professional staff in modern offices conveniently located nr three subways.	
APPLY IN PERSON 9 AM-2 PM 300 PARK AVE. at 50th St. 8th Floor	CALL MISS A. M. RETTIG BA 7-5906	
TYPISTS	BURNS and ROE, Inc. Engineers & Constructors 160 WEST BWAY, NEW YORK	
Moving Up?	Typists . . . \$60 St	
You'll get them faster with this expanding national company. If you're between 17-30, eager to learn, it'll provide interesting, varied work. New air-conditioned offices, new equipment, low cost cafeteria, free life insurance, 11 paid holidays, company paid pension program, medical facilities.	Electric typewriter. Pleasant air-conditioned office. Engineering firm. VOLT TECHNICAL CORP. 241 Church St., NYC WO 6-0708	
INSURANCE COMPANY OF NORTH AMERICA COMPANIES 770 BROADWAY (9 ST.) 10 FL. Phone BE 3-5010, ext 314	LAB TECHNICIAN	
TYPISTS	BIO-CHEMISTRY RESEARCH Fundamental work on enzymes including isolation. Master's degree or equivalent preferred. Good starting salary. Modern community hospital located 20 miles from Penn Station on LIRR. PERSONNEL DEPARTMENT NORTH SHORE HOSPITAL VALLEY ROAD, MANHASSET, L.I. MANHASSET 7-5000 EXT 212	
EXPD BEGINNERS	TYPIST-CLERKS	
\$60-65 \$56	Interesting positions for young women with 6 mos' to 1 year experience providing promotional opportunities, good salaries and liberal benefits. Modern, offices are conveniently located in various locations.	
TYPISTS		
AGES 20-45 YEARS Many employee benefits	TYPISTS	
Various Locations		
Salary \$52 to \$60 Per Week		

Background: Job Ads in 1978

Help Wanted 2600

PURCHASING ASSISTANT mW1

Increase your professional skills at a major book publisher

An Associate's Degree or equivalent plus 2 years work experience earns you an opportunity to enlarge the scope of your know-how and puts you in position for long range growth with this major book publisher. You'll be involved in invoice processing, accounts receivable, competitive bids. Heavy phone contact with vendors and company requisitioners. Salary \$1600 depending on experience. Excellent fringe benefits, interesting environment. For interview appointment:

Call Janet Tylor

935-3127

An equal opportunity employer M/F
PURCHASING

Join A Winning Team! BUYER

Foster Wheeler, a leading Fortune 500 company serving the energy field has an exciting career opportunity available for a buyer.

We are seeking an individual with an engineering degree and a strong background in buying castings.

Salary will be commensurate with experience, experience with various contracts and a professional and congenial atmosphere. Please send resume and salary history in confidence to: Roval M. Cowles, Dept NTB 11/12

FOSTER WHEELER ENERGY CORPORATION

110 SOUTH ORANGE AVENUE
LIVINGSTON, NEW JERSEY 07039
Equal Opportunity Employer M/F/H

PURCHASING ASSISTANT BUYER

Due to growth and expansion of our company, we have a position available

Help Wanted 2600

QUALITY CONTROL MANAGER

An interesting opportunity for an experienced Quality Control Manager to join the staff of this rapidly expanding consumer products manufacturer.

The individual we seek will have prior background to further develop, implement, and monitor an organization-wide program in Quality Control. Previous experience in the printing industry is desirable, but not mandatory.

The successful candidate will receive an attractive compensation package as well as outstanding company paid benefits program.

Please send resume, in strict confidence, stating work history and salary requirements, to:

V.P. PERSONNEL RUDCO

INDUSTRIES, INC.
123 Tryon Ave. West
Teaneck, NJ 07666

An equal opportunity employer M/F
QUALITY

SUPERVISION

Excellent opportunity to join tea rated manufacturer electric/mechanical/plastic consumer goods.

Technically oriented person to seek out problem areas and initiate corrective test procedures.

We seek college-trained person with good verbal and written skills capable of accepting responsibility and growth.

- ...PAID Blue Cross
- ...PAID Blue Shield
- ...PAID Major Medical/Life
- ...PAID Dental
- ...PAID Vision
- ...PAID Holidays
- ...PAID Sick Days
- ...PAID Vacation
- ...PAID Tuition Refund

Submit resume or call
Victor Turman: 381-7000

Emerson Quiet Kool

Help Wanted 2600

RADIATION THERAPIST

Full time. Experienced. Licensed. Good benefits.
DEEP DALE GENERAL HOSPITAL
55-100 Ridgefield Avenue
Little Neck, N.Y. 11362
(212) 428-3000; ext 618

RADIOGRAPHER

-Level I or 2-
Perform radiography of power plant pipe welds in accordance with Section 111 ASME code.

Shady Woods, night shift
Shady Woods, good pay & benefits, including profit-sharing. Ridgewood/Massey area.
(212) 386-0700 Ext 356

RADIOLOGY TECHNOLOGIST

Full time plus some call position available for registered ARRT or CRT to work with EMI Body Scanner. Experience preferred but will train and as a staff technologist.

Please join our JCAH expanding to full accreditation. We offer excellent bilingual areas with the beautiful desert, rodeo country, 2 hours east of San Diego, south of Palm Springs and just 30 miles from Mexican border. Excellent benefits. Contact PERSONNEL Dept.

(714) 344-1210 Ext 726
8:30 AM to 5:30 PM
Monday through Friday

PIONEER'S MEMORIAL HOSPITAL

207 W. Legion Rd.
Brawley, CA 92227
Temp. apox 4 mos

RADIO THERAPY TECHNOLOGIST

LICENSE REQU'D. Dues 9-5
Major voluntary teaching Hospital
soc. exp. Radio Therapists Technologists
to work in fast-paced Radiology Dept.
Challenge & good starting salary.
Call Stan Giovannini, 780-1862

LI College Hospital

354 Henry St., Brooklyn, NY 11201
An Equal Opportunity Employer M/F

Help Wanted 2600

REAL ESTATE

OFFICE MGR.
FOR PROMINENT FIRM

Process leases, handle collections
at site office for new government
aided hi-rise bldgs. Supervise
small staff. Typing required.

CALL: 575-1053

REAL ESTATE F/Pd \$75-35K

CORPORATE REP

Our client, a Fortune 500 corporation, is seeking 2 management level individuals to administer a program of acquisitions, sales and marketing of residential properties within their \$200MM+ portfolio. Corporate or institutional exp. must. To apply, call (212) 227-8000 or write LOGO Personnel, 170 Broadway, NYC 10036 (Agency).

RECEIVING CLERK

Elizabeth Arden has an opening in its shipping & receiving area. The responsibilities will include handling and lifting cartons of merchandise associated clerical duties. Experienced applicants preferred.

Please pick up application on the 2nd floor from 10AM to 12 Noon on Monday, November 13th.

ELIZABETH ARDEN

1345 Avenue of the Americas
New York, New York 10019
An Equal Opportunity Employer M/F

RECEPTIONIST

Front desk spot in rapidly growing E.Side corp. for dynamic indiv. Hrs 9-5 Some tyng. To \$175 F/PD
CALL ELSA ABBEY 679-6644

SNELLING & SNELLING

18 E. 41 St (Agency)

RECEPTIONIST

18 E. 41 St
Sales and Marketing Firm Grand Central, 18th floor, approx 45-50 people. Outstanding bnts incl medical + dental + profit sharing. Call Mary Trainer, 780-2040 (Agency)

Sales and Marketing Firm Grand Central, 18th floor, approx 45-50 people. Outstanding bnts incl medical + dental + profit sharing. Call Miss Ralph 935-0749 Between 9-12 Betw Eleve

DONNELLY

505 5th Ave (18Flr)
Receptionist Fee Pd \$200

PUBLISHING

Evening Night editions & newspaper

Help Wanted 2600

RECEPTIONIST

\$190-215

Cosmopolitan

MEET TOP EXECUTIVES

Are you a bright, outgoing, well-qualified indiv? If so, we have the opportunity available for you with one of the most prestigious publications in the world. Cosmopolitan is looking for a low-keyed, non-dressy person to work in a friendly, relaxed atmosphere. Duties include creating a comfortable environment for top executives to feel at home. Must be able to type 50 wpm. Equal opp. re: cl.

Cosmopolitan

THE SOURCE FOR PERMANENT & TEMPORARY POSITIONS

505 5th Ave

15th Fl

996-0500

4th Fl

964-3434

544-5609

Forest Hills

Street Level

Equal Opp/No Fee Agency

RECEPTIONIST

F/PD TO \$175

FASHION

Discount on clothes, plush offices

etc. bnts. Must have jnng & wk

bkgnd. Cd. exp. \$1000. Call

Anne Avon for appt. 679-6644

RECEPTIONIST

F/PD TO \$175

PARK AVENUE

Type 40wpm Work in plush offic

ial bnts package. Call Se

Diwan, 966-5805

400 Park Avenue

41E42St Rm

ME EDITORIAL SECY

F/PD To

BILINGUAL

Fluent Spanish essential for chang

ing position where flexibility &

flexibility to details are essential. Prod

ing, excellent skills, work on cw

newspaper oriented organization.

See Broke Luckhurst, 786-1907

ACCURATE agency 41E42St Rm

RECEPTIONIST

18 E. 41 St

F/PD

\$170

FORTUNE 500

Plush Park Ave corp need polished,

friendly, outgoing, energetic

chairs, etc. bnts incl medical + den

tal + profit sharing. Call Mary Traylor

780-2040 (Agency)

SALES PERSONALITY

18 E. 41 St

(Agency)

DONNELLY

505 5th Ave (18Flr)

Receptionist

Fee Pd \$200

PUBLISHING

Evening Night editions & newspaper

switchboard a must. To greet the

distin gentlmen. Prefer c

grad. No typng, some clerical

To solar. Age 20-30

DUNHILL TAILORS

65 East 51 St., N.Y.C.

RECEPTIONIST

18 E. 41 St

(Agency)

This Paper

Use digitized newspaper text from the *Boston Globe, New York Times, and Wall Street Journal* ads from 1940-2000.

What were the trajectories of explicit gender targeting pre and post-legislation?

Did employers substitute in their language after passage of the Civil Rights Act and the formation of the EEOC?

Did substitution towards implicit targeting impede convergence in labor market outcomes?

This Paper

Use digitized newspaper text from the *Boston Globe, New York Times, and Wall Street Journal* ads from 1940-2000.

What were the trajectories of explicit gender targeting pre and post-legislation?

- ▶ Common before mid-1960s, equally so for male and female applicants, concentrated in low-skill occupations
- ▶ Declines throughout the 60s, but still prevalent in the early 70s.

Did employers substitute in their language after passage of the Civil Rights Act and the formation of the EEOC?

- ▶ Occupations (or employers) who previously mentioned an explicit gender preference when it was legal use more "gendered" adjectives later on.
- ▶ These differences abate slowly.

Did substitution towards implicit targeting impede convergence in labor market outcomes?

Previous Literature

- ▶ Prevalence of explicit gender targeting / policies
 - ▶ Darity Jr. and Mason (1998): Comb through newspaper ads from 1960
 - ▶ Goldin (1990, 2006): Employer surveys asking about gender roles.
 - ▶ Kuhn and Shen (2013), Hellester, Kuhn, and Shen (2017): Online ads in Mexico and China
 - ▶ Targeting in low-skill jobs, equally likely to be male or female
 - ▶ Age twist (target young females, old males)
- ▶ Impacts of legislation on discrimination
 - ▶ Donohue III and Heckman (1991), Kurtulus (2012, 2016), Miller (2017)
 - ▶ Unintended consequences: Chan and Eyster (2003), Autor and Scarborough (2008), Yagan (2016)
- ▶ Gender gap
 - ▶ Importance of occupation segregation
 - ▶ Heterogeneity in convergence

Outline

1. Data Sources
2. Explicit Gender Targeting
3. Substitution to Implicit Gender Targeting?
4. Gender Wage Gaps and Occupational Segregation

Processing newspaper text files

ProQuest processes images of newspaper pages into text files (OCR)

- ▶ Job ads from *New York Times* (1940-2000), *Wall Street Journal* (1940-1998), and *Boston Globe* (1960-1983)

Steps to construct the data set (steps 1-3 are from earlier work)

1. Distinguish vacancy postings from other advertisements
2. Find the boundaries between vacancy postings
3. Identify the ad's job title ⇒ SOC code
4. Identify the party posting the ad; salary; personal adjectives; page on which ad appears
5. Explicit gender targeting:
 - ▶ Men: "young man," "young boy," "young men," (or old, mature, experienced), "guy friday," "male position,"...
 - ▶ Women: "young woman," "young girl," "young women," (or old, mature, experienced), "gal friday," "female position,"...

Example

From the February 20, 1966 *New York Times*

ENTERTAINMENT WEEKLY (ISSN 1065-2399) is published weekly by Entertainment Weekly Inc., 1000 Peachtree Street, N.E., Atlanta, Georgia 30367. Copyright © 1990 by Entertainment Weekly Inc. All rights reserved. Postage paid at Atlanta, Georgia, and at additional mailing offices. Second-class postage paid at New York, New York, and at additional mailing offices. Postmaster: Please address all correspondence to 1000 Peachtree Street, N.E., Atlanta, Georgia 30367.

WHO WAS WHO—FEBRUARY

CONF'D FROM PREVIOUS PAGE

RECEPTIONIST
TYPIST

Very active personnel office receives lots with copy service and client back-up. Excellent opportunity.

Reed Smith
1000 Peachtree Street
Atlanta, Georgia 30367

APPLY: STEPHEN BROTHERS
1000 Peachtree Street
Atlanta, Georgia 30367

Receptionists \$70-95

Airline

NO EXCLUSIVENESS —
TRAVEL AGENTS, INC.

DIAL Agency, 20 West 42 St
DIAL Agency, 135 Bway
(near Wall Street)

RECEPTIONIST-EXCECS

SEE AD IN THIS SECTION
ADDITIONAL INFO &
PROMOTIONAL MATERIAL
FOR THE POSITION
OF RECEPTIONIST
OR SECRETARIAL STAFF
OR SIMILAR POSITION

\$50,100-\$100,000 FEE NEGOTIATED

FRONT DESK AGENCY
"PERSONAL CONTACT SPECIALISTS"

RECEPTIONISTS/GAL FRIDAY

WE OFFER AN ATTRACTIVE PAY RATE
FOR PERSONNEL WITH
A DEDICATED ATTITUDE.
WE ARE A SMALL, INDEPENDENT
COMPANY LOCATED IN NEW YORK CITY.
MR. GENEVIEVE WILSON,
FOUNDER AND PRESIDENT, WILL TALK
WITH INDIVIDUAL APPLICANTS. CALL
1-800-222-1000 OR 212-537-4411.

RECEPTIONISTS

WE OFFER PERSONNEL
POSITIONS IN THE
THEATRICAL FIELD.
WE ARE A SMALL, INDEPENDENT
COMPANY LOCATED IN NEW YORK CITY.
MR. GENEVIEVE WILSON,
FOUNDER AND PRESIDENT, WILL TALK
WITH INDIVIDUAL APPLICANTS. CALL
1-800-222-1000 OR 212-537-4411.

RECEPTIONISTS

WE OFFER PERSONNEL
POSITIONS IN THE
THEATRICAL FIELD.
WE ARE A SMALL, INDEPENDENT
COMPANY LOCATED IN NEW YORK CITY.
MR. GENEVIEVE WILSON,
FOUNDER AND PRESIDENT, WILL TALK
WITH INDIVIDUAL APPLICANTS. CALL
1-800-222-1000 OR 212-537-4411.

TAFT
(ONE WASHINGTON'S BIGGEST
THEATRICAL COMPANIES)
RECEPTIONISTS \$50-90
RECEPTIONISTS \$50-90
RECEPTIONISTS \$50-90

Personal Trainer

No one, particularly ladies with a
desire to look good, can afford to
INVESTIGATE FEES

APPEAL Agency, 300 42 St
"PERSONAL CONTACT SPECIALISTS"

RECEPTIONIST
\$50-\$100

JOHN GRAHAM-CWHITE
PO Box 1000, Johnnycards, N.Y. 10010, 212-537-4411

Example

receptionist i typist very active . office requires cal with good and clerical back- , . must en) oy working with people . excellent benefits fiver week liberal benefits apply stern brothers 6th floor personnel 41 west 42 st . new York cit v i

receptionist airline no experience co trains NYC interesting dial agency , 20 east 42 st dial agency , 135 b way near wall street reception . iist execs nice appearing . well spoken girls with a flair for tact are needed for the e xx flog of this too cg . i a minimum of one year i e xv or some college freq . 90-100 fee negot front desk agency public contact specialists 15 e 40th (off mad av) rm 206

receptionist gal friday we operate an executive personnel . the position is for our staff . we require an alert . brie . reliable person with a rood phone voice . no skills -no exp . required . 365-75 start . many benefits . no fee , of course **[Robert Half Agency]**

receptionist a new Madison avenue agency designed for those interested in extra-ordinary and unique public con- tact positions . tee negotiable typing trainees or exp . Madison avenue agency

corner mad th lobby receipt typist 9 b divers i fiend work in plush aft . co pays fee 585 Taft open Washington s birthday 150 Broadway agency di 90330 one east 42 st mu p640 receipt no skills fee pd to theatrical Joyce 11 w 42 , 1 rm 700 () receipt ty pi ts **\$ 80-90** personnel trainees np exp , company trains gals with 40 wpm in the personnel department of a rep steel company . interesting-fee paid appeal agency , 20 e 42 st near wall street **[Appeal Agency]**

receptionist \$ 80 this plush cg seeks gal with typing and that clean scrubbed look to meet 8 greet clients . any exp ok benefits bonus co pays fee graham-white vj e also interview eve s . call for apple 1 dl ag d i 9-1280 reception desk to 90 fee paid large park ave coy teach and reservations ; type ; attar and poised **[Graham White Agency]**

record clerk r tv \$ 90-95 ad figure apt . 2-3 vars exp in banking r-insurance . hunt 8 peck , fee reimbursed emerita a en v 2 4 in for full time position in media- cal research of medical ' school) r or intensive care experience . call , fy 2-600d , ext 177

Example

receptionist i typist [439022] very active . office requires cal with good and clerical back- , . must en) oy working with people . excellent benefits fiver week liberal benefits apply stern brothers 6th floor personnel 41 west 42 st . new York cit v i

receptionist [434171] airline no experience co trains NYC interesting dial agency , 20 east 42 st dial agency , 135 b way near wall street reception . iist execs nice appearing . well spoken girls with a flair for tact are needed for the e xx flog of this too cg . i a minimum of one year i e xv or some college freq . 90-100 fee negot front desk agency public contact specialists 15 e 40th (off mad av) rm 206

receptionist gal friday [434171] we operate an executive personnel . the position is for our staff . we require an alert . brie . reliable person with a rood phone voice . no skills -no exp . required . 365-75 start . many benefits . no fee , of course [**Robert Half Agency**]

receptionist [434171] a new Madison avenue agency designed for those interested in extraordinary and unique public con- tact positions . tee negotiable typing trainees or exp . Madison avenue agency

corner mad th lobby receipt typist [436014] 9 b divers i fiend work in plush aft . co pays fee 585 Taft open Washington s birthday 150 Broadway agency di 90330 one east 42 st mu p640 receipt no skills fee pd to theatrical Joyce 11 w 42 , 1 rm 700 () receipt ty pi ts **\$ 80-90** personnel trainees np exp , company trains gals with 40 wpm in the personnel department of a rep steel company . interesting-fee paid appeal agency , 20 e 42 st near wall street [**Appeal Agency**]

receptionist [434171]. \$ 80 this plush cg seeks gal with typing and that clean scrubbed look to meet 8 greet clients . any exp ok benefits bonus co pays fee graham-white vj e also interview eve s . call for apple 1 dl ag d i 9-1280 reception desk to 90 fee paid large park ave coy teach and reservations ; type ; attar and poised [**Graham White Agency**]

record clerk r [434071] tv \$ 90-95 ad figure apt . 2-3 vars exp in banking r-insurance . hunt 8 peck , fee reimbursed emerita a en v 2 4 in for full time position in media- cal research of medical ' school) r or intensive care experience . call . fy 2-600d , ext 177

Example

receptionist i typist [439022] very active . office requires cal with good and clerical back- , . must en) oy working with people . excellent benefits fiver week liberal benefits apply stern brothers 6th floor personnel 41 west 42 st . new York cit v i

receptionist [434171] airline no experience co trains NYC interesting dial agency , 20 east 42 st dial agency , 135 b way near wall street reception . iist execs nice appearing . well spoken girls with a flair for tact are needed for the e xx flog of this too cg . i a minimum of one year i e xv or some college freq . 90-100 fee negot front desk agency public contact specialists 15 e 40th (off mad av) rm 206

receptionist gal friday [434171] we operate an executive personnel . the position is for our staff . we require an alert . brie . reliable person with a rood phone voice . no skills -no exp . required . 365-75 start . many benefits . no fee , of course **[Robert Half Agency]**

receptionist [434171] a new Madison avenue agency designed for those interested in extra-ordinary and unique public con- tact positions . tee negotiable typing trainees or exp . Madison avenue agency

corner mad th lobby receipt typist [436014] 9 b divers i fiend work in plush aft . co pays fee 585 Taft open Washington s birthday 150 Broadway agency di 90330 one east 42 st mu p640 receipt no skills fee pd to theatrical Joyce 11 w 42 , 1 rm 700 () receipt ty pi ts **\$ 80-90** personnel trainees np exp , company trains gals with 40 wpm in the personnel department of a rep steel company . interesting-fee paid appeal agency , 20 e 42 st near wall street **[Appeal Agency]**

receptionist [434171]. \$ 80 this plush cg seeks gal with typing and that clean scrubbed look to meet 8 greet clients . any exp ok benefits bonus co pays fee graham-white vj e also interview eve s . call for apple 1 dl ag d i 9-1280 reception desk to 90 fee paid large park ave coy teach and reservations ; type ; attar and poised **[Graham White Agency]**

record clerk r [434071] tv \$ 90-95 ad figure apt . 2-3 vars exp in banking r-insurance . hunt 8 peck , fee reimbursed emerita a en v 2 4 in for full time position in media- cal research of medical ' school) r or intensive care experience . call . fy 2-600d , ext 177

Example

receptionist i typist [439022] very active office requires cal with good and clerical back- , . must en) oy working with people . excellent benefits fiver week liberal benefits apply stern brothers 6th floor personnel 41 west 42 st . new York cit v i

receptionist [434171] airline no experience co trains NYC interesting dial agency , 20 east 42 st dial agency , 135 b way near wall street reception . iist execs nice appearing . well spoken girls with a flair for tact are needed for the e xx flog of this too cg . i a minimum of one year i e xv or some college freq . 90-100 fee negot front desk agency public contact specialists 15 e 40th (off mad av) rm 206

receptionist gal friday [434171] we operate an executive personnel . the position is for our staff . we require an alert brie . reliable person with a rood phone voice . no skills -no exp . required . 365-75 start . many benefits . no fee , of course [Robert Half Agency]

receptionist [434171] a new Madison avenue agency designed for those interested in extra-ordinary and unique public con- tact positions . tee negotiable typing trainees or exp . Madison avenue agency

corner mad th lobby receipt typist [436014] 9 b divers i fiend work in plush aft . co pays fee 585 Taft open Washington s birthday 150 Broadway agency di 90330 one east 42 st mu p640 receipt no skills fee pd to theatrical Joyce 11 w 42 , 1 rm 700 () receipt ty pi ts \$ 80-90 personnel trainees np exp , company trains gals with 40 wpm in the personnel department of a rep steel company . interesting-fee paid appeal agency , 20 e 42 st near wall street [Appeal Agency]

receptionist [434171]. \$ 80 this plush cg seeks gal with typing and that clean scrubbed look to meet 8 greet clients . any exp ok benefits bonus co pays fee graham-white vj e also interview eve s . call for apple 1 dl ag d i 9-1280 reception desk to 90 fee paid large park ave coy teach and reservations ; type ; attar and poised [Graham White Agency]

record clerk r [434071] tv \$ 90-95 ad figure apt . 2-3 vars exp in banking r-insurance . hunt 8 peck , fee reimbursed emerita a en v 2 4 in for full time position in media- cal research of medical ' school) r or intensive care experience . call . fy 2-600d , ext 177

Summary Statistics

	1940-63	1964-70	1971-2000	1940-2000
Explicit Male	0.036	0.013	0.002	0.017
Explicit Female	0.036	0.022	0.002	0.018
Male Page	0.292	0.206	0.006	0.150
Female Page	0.239	0.133	0.003	0.115
Male+Female Page	0.000	0.171	0.031	0.048
Ads (million)	3.3	1.8	3.9	9.1
with firm info	0.38	0.43	0.53	1.33
with salary info	0.11	0.09	0.20	0.39

Summary Statistics

	Explicit Targeting			Gendered Pages		
	Male	None	Female	Male	None	Female
Male Page	0.440	0.262	0.101	1	0	0
Non-gendered Page	0.459	0.542	0.454	0	1	0
Female Page	0.110	0.197	0.454	0	0	1
Prefer Male	1	0	0	0.046	0.025	0.011
No explicit preference	0	1	0	0.945	0.947	0.919
Prefer Female	0	0	1	0.010	0.027	0.069
Percent of Ads	2.6	94.4	3.0	24.6	56.7	18.6

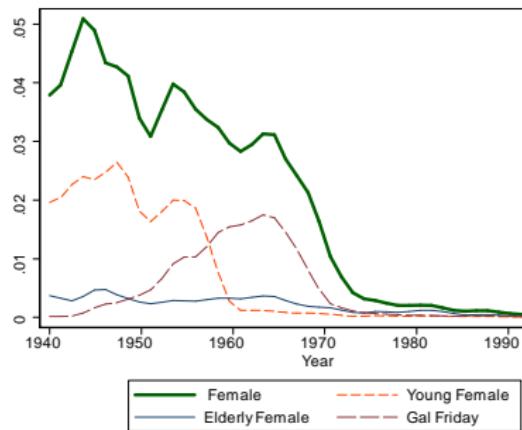
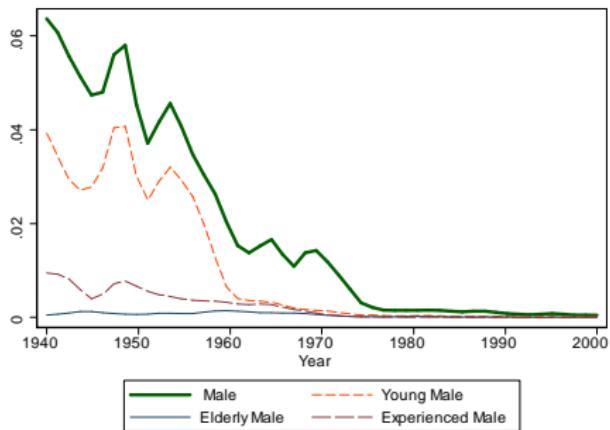
Summary Statistics

	Explicit Targeting			Gendered Pages		
	Male	None	Female	Male	None	Female
Male Page	0.440	0.262	0.101	1	0	0
Non-gendered Page	0.459	0.542	0.454	0	1	0
Female Page	0.110	0.197	0.454	0	0	1
Prefer Male	1	0	0	0.046	0.025	0.011
No explicit preference	0	1	0	0.945	0.947	0.919
Prefer Female	0	0	1	0.010	0.027	0.069
Log Salary (Resid.)	0.018	0.001	-0.061	0.032	-0.092	-0.022
Regular schedule	0.163	0.146	0.359	0.086	0.133	0.305
Irregular schedule	0.018	0.006	0.009	0.010	0.006	0.005
Percent of Ads	2.6	94.4	3.0	24.6	56.7	18.6

Outline

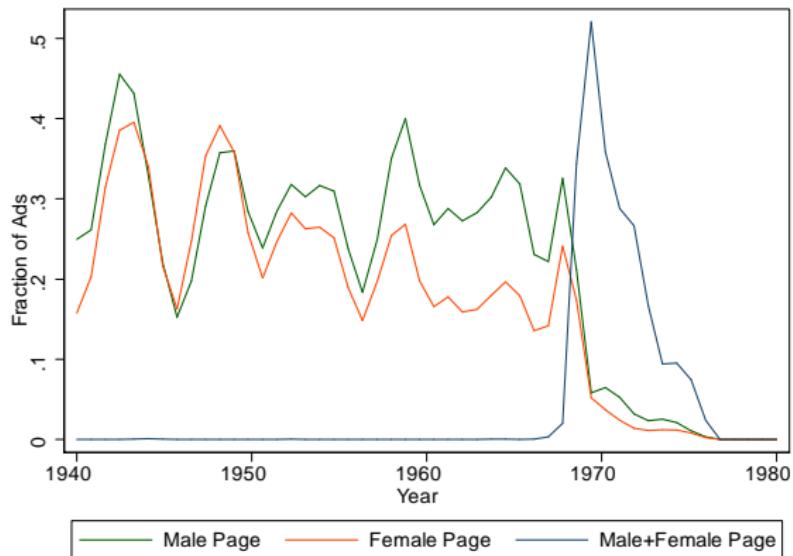
1. Data Sources
2. **Explicit Gender Targeting**
3. Substitution to Implicit Gender Targeting?
4. Gender Wage Gaps and Occupational Segregation

Trends in Explicit Gender Targeting

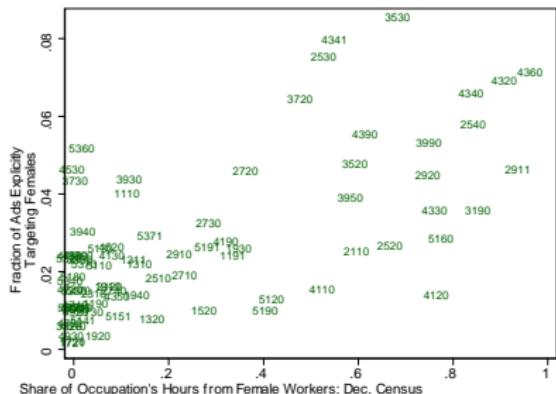
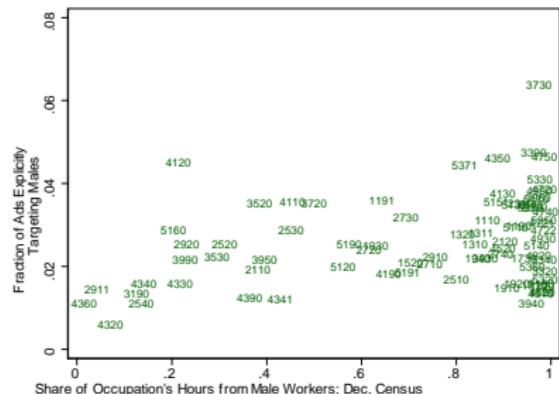


- ▶ 4.5 (1.4) percent of ads in the early 60s (70s) have an explicit mention of applicants for a gender.

Trends in Gender-Specific Pages of Ads



Overt Targeting by Occupation



Outline

1. Data Sources
2. Explicit Gender Targeting
3. **Substitution to Implicit Gender Targeting?**
4. Gender Wage Gaps and Occupational Segregation

Gendered Adjectives

In the period in which targeting is legal (1946-63), regress targeting against a list of (500) personal adjectives $\in \{\text{abrupt, accessible, ... , worrying, youthful}\}$

- ▶ Penalized regression, control for ad length, year fixed effects, and occupation fixed effects

Gendered Adjectives

In the period in which targeting is legal (1946-63), regress targeting against a list of (500) personal adjectives $\in \{\text{abrupt, accessible, ... , worrying, youthful}\}$

- ▶ Penalized regression, control for ad length, year fixed effects, and occupation fixed effects
- ▶ Top words relating to explicit male targeting: ambitious; aggressive; driving; energetic; adaptable; sober; progressive; mechanical; steady; industrious; strong; thorough; active; strict; dry

Gendered Adjectives

In the period in which targeting is legal (1946-63), regress targeting against a list of (500) personal adjectives $\in \{\text{abrupt, accessible, ... , worrying, youthful}\}$

- ▶ Penalized regression, control for ad length, year fixed effects, and occupation fixed effects
- ▶ Top words relating to explicit male targeting: ambitious; aggressive; driving; energetic; adaptable; sober; progressive; mechanical; steady; industrious; strong; thorough; active; strict; dry
- ▶ Top words relating to explicit female targeting: cultured; poised; cheerful; attractive; quitting; pleasant; exciting; charming; busy; friendly; efficient; elegant; quiet; intelligent; alert

Gendered Adjectives

In the period in which targeting is legal (1946-63), regress targeting against a list of (500) personal adjectives $\in \{\text{abrupt, accessible, ... , worrying, youthful}\}$

- ▶ Penalized regression, control for ad length, year fixed effects, and occupation fixed effects
- ▶ Top words relating to explicit male targeting: ambitious; aggressive; driving; energetic; adaptable; sober; progressive; mechanical; steady; industrious; strong; thorough; active; strict; dry
- ▶ Top words relating to explicit female targeting: cultured; poised; cheerful; attractive; quitting; pleasant; exciting; charming; busy; friendly; efficient; elegant; quiet; intelligent; alert
- ▶ Call w_a^{male} and w_a^{female} the number of mentions of the "male-predicting" or "female-predicting" personal adjectives in ad a

Regression Specification

In the pre-period, compute

- ▶ the frequency of explicit targeting $\Rightarrow \bar{d}_o^{\text{female}}$ or \bar{d}_o^{male} .
- ▶ the average of "male" or "female" gendered adjectives $\Rightarrow \bar{w}_o^{\text{female}}, \bar{w}_o^{\text{male}}$
- ▶ o indexes either occupations (4-digit) or firm \times occupation (2-digit) cells

Regression Specification

In the pre-period, compute $\bar{d}_o^{\text{female}}$, \bar{d}_o^{male} , $\bar{w}_o^{\text{female}}$, \bar{w}_o^{male}

After gendered targeting is prohibited, compute w_{ot}^{female} and w_{ot}^{male} by $o \times t$ pair

Regression Specification

In the pre-period, compute $\bar{d}_o^{\text{female}}$, \bar{d}_o^{male} , $\bar{w}_o^{\text{female}}$, \bar{w}_o^{male}

After gendered targeting is prohibited, compute w_{ot}^{female} and w_{ot}^{male} by $o \times t$ pair

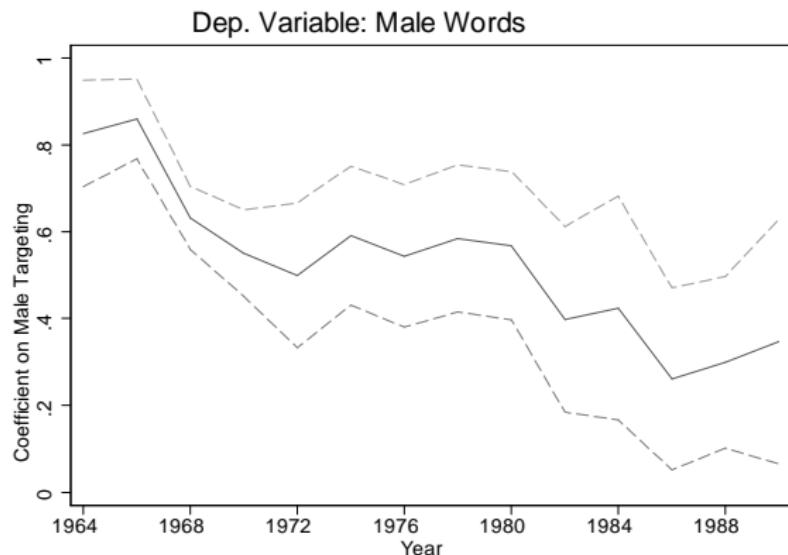
Regression:

$$\begin{aligned} w_{ot}^{\text{male}} = & \beta_t + \mu_t \cdot \bar{d}_o^{\text{male}} + \nu_t \cdot \bar{w}_o^{\text{male}} \\ & + \phi_t \cdot \bar{d}_o^{\text{female}} + \gamma_t \cdot \bar{w}_o^{\text{female}} + \epsilon_{ot} \end{aligned}$$

(with a corresponding regression with w_{ot}^{female} as dependant variable)

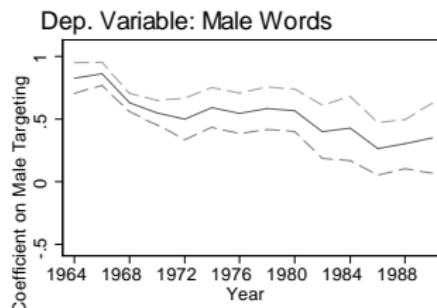
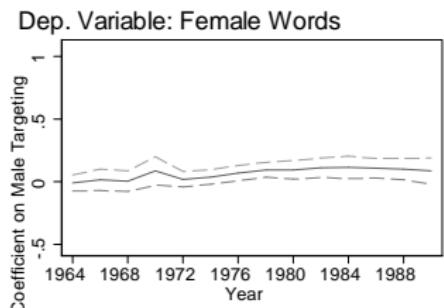
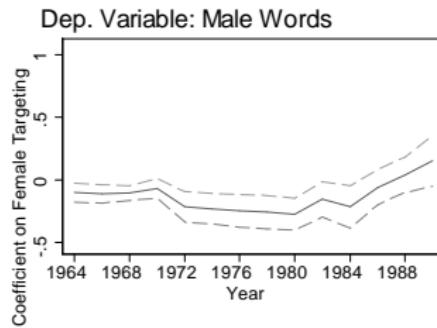
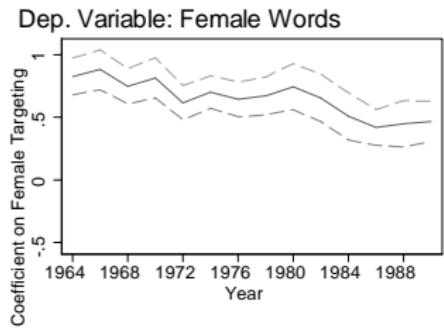
- ▶ Coefficients of interest: μ_t and ϕ_t : relationship between past explicit targeting and current use of gendered adjectives.

Results: SOC

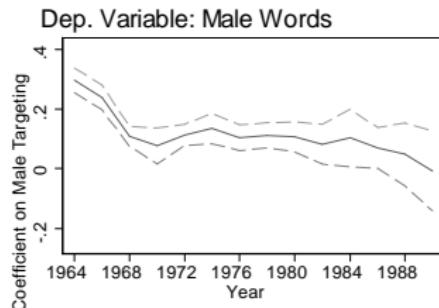
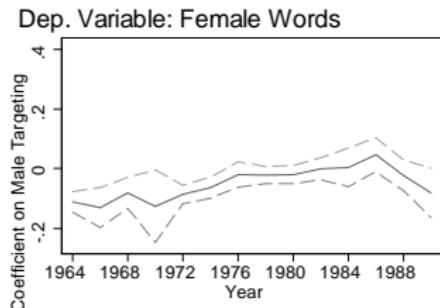
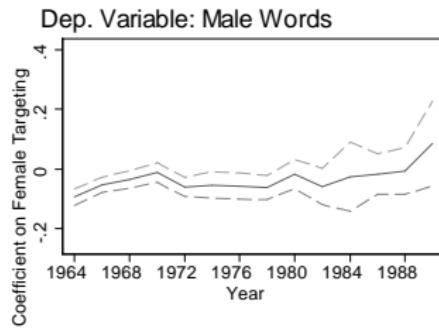
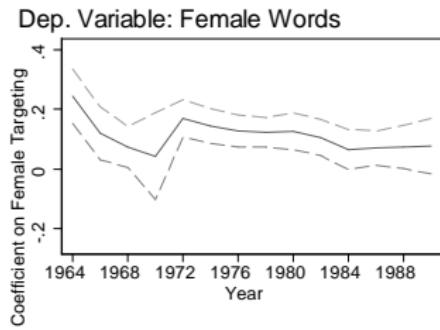


- ▶ Occupations with 1 extra mention of explicit targeting for males had 0.5 more mentions of male-specific gendered adjectives in the 1970s

Results: SOC



Results: Firm-by-SOC



Outline

1. Data Sources
2. Explicit Gender Targeting
3. Substitution to Implicit Gender Targeting?
4. **Gender Wage Gaps and Occupational Segregation**

Correlation between gendered language and labor market outcomes

In the pre-period, compute $\bar{d}_o^{\text{female}}$, \bar{d}_o^{male} , $\bar{w}_o^{\text{female}}$, \bar{w}_o^{male}

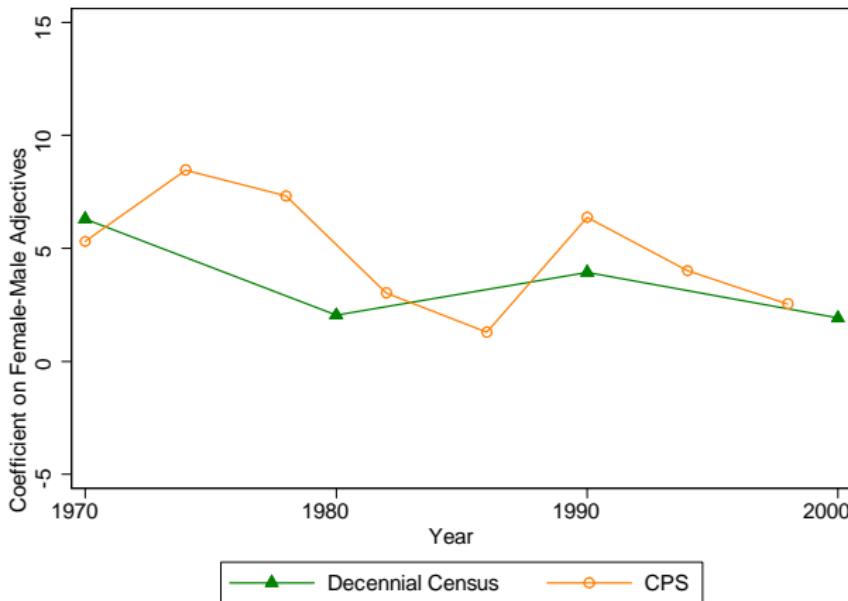
After gendered targeting is prohibited, compute w_{ot}^{female} and w_{ot}^{male} by $o \times t$ pair

Regression:

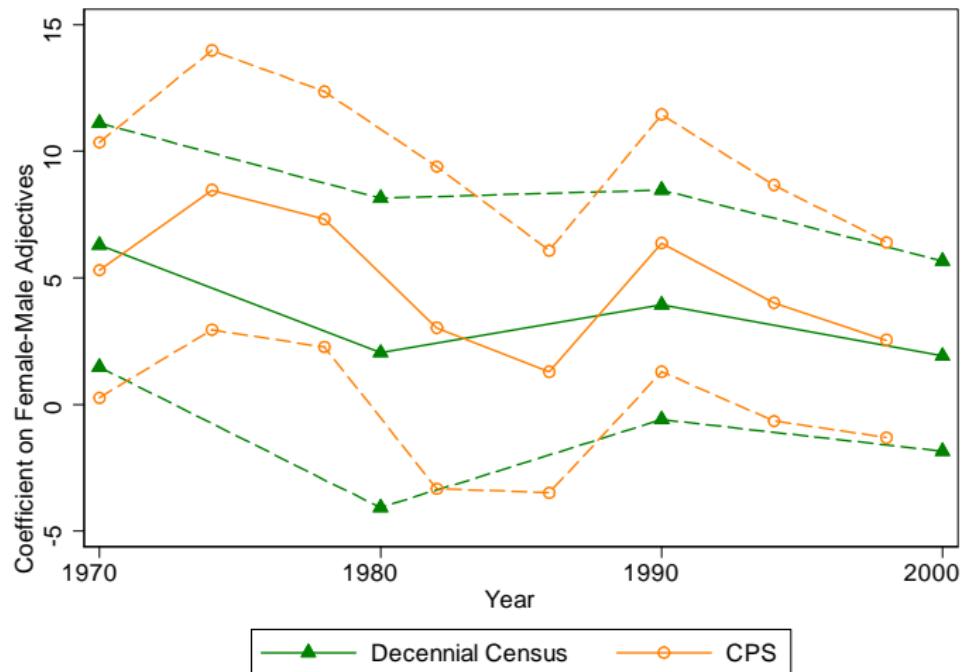
$$y_{ot} = \beta_t + \delta_t \cdot (w_{ot}^{\text{male}} - w_{ot}^{\text{female}}) + \mu_t \cdot \bar{d}_o^{\text{male}} + \phi_t \cdot \bar{d}_o^{\text{female}} \\ + \nu_t \cdot (\bar{w}_o^{\text{male}} - \bar{w}_o^{\text{female}}) + \theta \cdot \bar{y}_o + \epsilon_{ot}$$

- ▶ y_{ot} : labor market variable:
 {share of female workers, log average wage} from CPS ASEC or Decennial Census

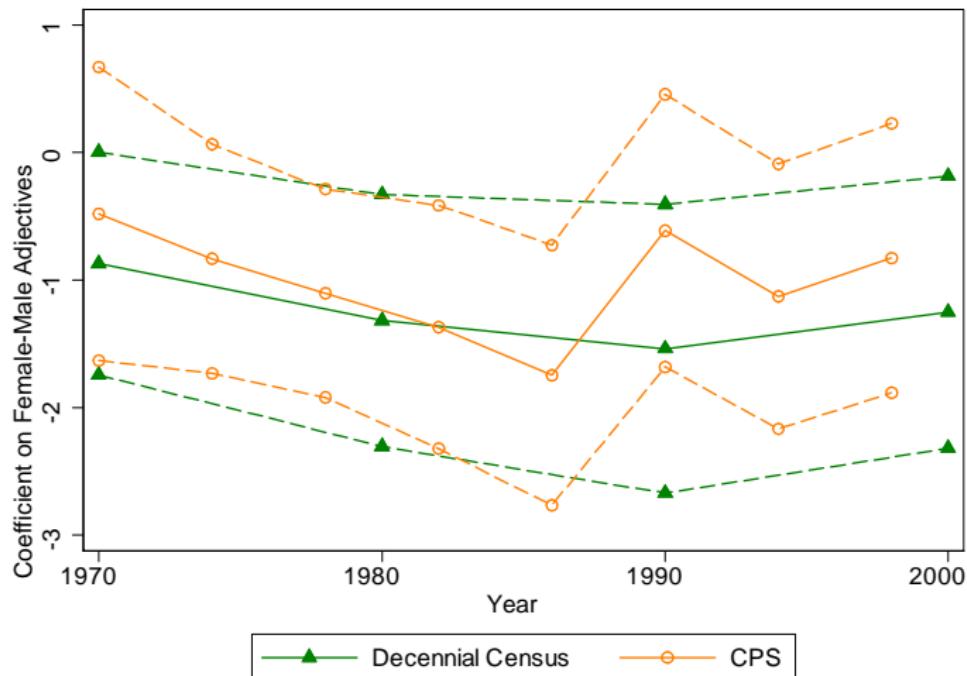
Female Labor Share



Substitution to Female Words, Away from Male Words Correlated with Higher Female Labor Share



Substitution to Female Words, Away from Male Words Correlated with Lower Wages



Recap

- ▶ Study firm gender targeting between 1940s to 90s (primarily 50s to 70s)
- ▶ Explicit gender targeting was common up to early 1970s
- ▶ Occupations (firms) with more explicit gender targeting before mid 1960s use more gendered adjectives after
- ▶ Gendered adjectives post 1970 correlate with labor outcomes: female share of workers, average wages, female-male wage gap.