

Working
Woman

MAGAZINE

600 Madison Avenue • New York, N.Y. 10022

An Introductory Subscription Invitation
from the first service magazine for
America's bright, busy, beautiful working
woman...

A realistic magazine about life as you
actually lead it today -- and the prob-
lems you face combining a full-time job
with full-time family, home, social and
community commitments...

A useful magazine of household shortcuts,
hurry-up recipes, instant parties, quick
beauty pick-ups, sound job and financial
advice, reassurance, support and friend-
ship -- written for you by other women
who work and understand...

A happy magazine that makes you glad to
be yourself! WORKING WOMAN is yours at
the Special Introductory Subscription
Offer with our compliments for having the
courage to take on two jobs and succeed
at both!

Dear Reader:

After work today, I have to pick up the cleaning,
walk the dog, set the table, stick the casserole in the
oven, do the salad and dessert, write a report for to-
morrow's meeting, change my clothes, fix my face and
greet eight dinner guests, with the unflustered poise of
a woman who has all the time in the world.

Hah!

Like you, I'm a working woman. Like you, if there
is one thing I don't have, it's time. And like you, I
need all the help I can get!

Help is here in the form of a new "how to" magazine
by women who work, about women who work, for women who

work. It's called WORKING WOMAN and it's got four main purposes in life:

1. To bring you expert advice on every phase of your job and career, from that scary first interview to the day you retire (rich, we hope!)
2. To show you how other working women cope with dual commitments to a job and the traditional duties and pleasures of womanhood.
3. To give you new confidence in money matters -- so you make more money, save more money, invest and spend your money more wisely.
4. To save you time at home and at work -- so you have more free time to create a warmer, prettier, more stimulating, more satisfying life for yourself and the people you love.

What WORKING WOMAN is not

WORKING WOMAN is not a militant publication, nor does it take sides against men. In fact, in our pages you'll gain new understanding of men. All ages, all sizes, all shapes.

Bosses. Husbands. Co-workers. Sons. Bankers. Fathers. Insurance salesmen. Lovers. TV repairmen. Teachers. Hairdressers. Painters. Plumbers. Tennis partners. Brokers. Butchers. Boyfriends. Friend-friends. Lawyers. Lechers. Traffic Cops. Tradesmen. Men who enjoy working for and with women. Men who absolutely detest it.

WORKING WOMAN isn't Ms. And it's not your usual women's service magazine, either. We'll never tempt you into making a dress that takes three hours to iron. Or tout a recipe that takes three days to make. Or deceive you with a do-it-yourself project that takes three endless months to finish.

At WORKING WOMAN, time is really of the essence. We recognize the tremendous time demands on working women like you, who also want to have a satisfying love life, run a good home, raise children, build friendships, enjoy hobbies, entertain, be entertained -- and get a lot of laughs out of life.

We know how busy you are because we're working women

ourselves. We know how much every minute counts -- so we make every word, every sentence, every paragraph, every photograph in WORKING WOMAN count.

What WORKING WOMAN is

WORKING WOMAN is as stylish as Vogue, as sensible as Good Housekeeping, as revealing as People, as businesslike as Fortune, as timely as Time itself. It's the kind of magazine that keeps disappearing from doctors' offices.

The photography in WORKING WOMAN is something else that's extra-special. When we show you clothes, we don't show them on razzle-dazzle fashion models in razzle-dazzle places you'll never go yourself. We show them on working women like you -- in the offices and factories, suburban homes and city apartments and shopping centers, backyards and sports clubs where you'll wear them.

WORKING WOMAN comes to you every month with articles, features, conversations and interviews on the subjects that matter to you most. To show you the range of our interests and the sizzle of our style, here are some of the articles you might find in an issue:

WORKING WOMAN and your job

How to Ask for a Raise. A corporate consultant talks about the attitudes that still make it hard for most women to ask for money. She tells you how to present your arguments most effectively -- and what to avoid doing when you're asking.

Sexy vs. Sexist. What do sexy and sexist mean to you...and men? Are you afraid to wear dresses to work? A look at the fine line between sexy and sexist.

New Horizons in Paraprofessional Jobs. If you can't be a doctor, lawyer, or teacher, consider a semi-professional job in the field of your interest. You'd be able to work at something you like -- and the pay is good.

Competition. A best-selling author talks about

women and competition. Why women fear competition more than men. Why women compete harder against women than against men. Why competitiveness is good and necessary.

The Right Way and the Wrong Way to Manage People Who Work for You. How to be authoritative without being bossy. How to be firm, not tentative. How to give directions clearly instead of confusing people. How to be sympathetic but not a softy.

Every month in WORKING WOMAN, you'll get to know women who have faced -- and solved -- the same problems that confront you practically every day of your working life:

What to do if your boss doesn't like you. What to do about office tattle-tales. How to budget your time. How to get out of a rut. How to cope with depression. How to get promoted. When not to mix business and social life. What to do when a man in the same job is getting more than you are. How to handle an employee who doesn't like working for women. Why using sex can work against you. How to interpret what your boss really means. How to go dutch for lunch with a male co-worker. How to cope when your job demands that you travel. How to decide when it's wise to make a major career switch. Why it's sometimes dangerous "to be yourself." What happens when you start making more money than he does.

WORKING WOMAN and your family

When push comes to pull, which wins? Job or family? WORKING WOMAN shows you how family/job conflicts can be settled -- and happily -- with topics like these:

- How to handle your husband's hidden resentment
- How to get the whole family to pitch in and help with the housework
- What to do when a last-minute business meeting conflicts with a long-since scheduled parent-teacher conference at school
- How to keep your family off the telephone during the day

- When to pool your earnings and when to have separate accounts
- What to do when emotional problems at home affect the quality of your work
- How to decide who stays home when you both have an office crisis and you both have a sick child
- How to throw a party after a hard day at the office
- How to turn a deaf ear when the older generation tells you what a lousy mother you are
- How to prevent your own guilt feelings from harming your youngsters
- How to feel irresistibly sexy after a 17-hour day
- What to do if you must finally decide whose career is most important

WORKING WOMAN and your money

If you're like most women (and most men, too!), your brain boggles at the very idea of choosing a new insurance policy, selecting a mutual fund or -- gasp! -- planning your estate.

No more! WORKING WOMAN has commissioned some of the top financial experts in the United States to explain money matters to you in words you can understand. In the issues to come, we'll cover subjects such as:

The ABCs of investing...Taking all the tax deductions to which you're entitled...Insurance for today's women...Financial planning for the single woman...What you and your husband should know about pensions...Three ways affirmative action plans can help you financially...Short- and long-range planning for parents without partners...Estate planning made easy, almost.

WORKING WOMAN, your health and beauty

According to a recent study, America's 41,000,000 working women spend about 80 hours a week on the job, commuting and taking care of the family. But a lot of other surveys show we somehow find time to shop. We buy more cosmetics, more grooming products, more clothes. We're concerned about our looks. We're concerned about our health. And so is WORKING WOMAN, the one magazine that brings you health, beauty, and fashion articles with both your budget and your tight time schedule in mind. For instance...

How to eat to feel more energetic...The high cost

of dentistry and how to avoid it...The season's "in" accessories and how to get them cheaper than wholesale...Coping with stress in the office... The fastest make-up in town...The diet you bring to work...How to make your clothes work as hard as you do...Exercises you can do at your desk... Wash 'n Wear hairdos...AM/PM dressing...The facts about menstrual tension, the menopause and your job...How to hide your head when you've missed another hair appointment...Should you tell the truth about having to have a hysterectomy?

WORKING WOMAN and the fun of life

WORKING WOMAN tells you all about meals that cook themselves, beds that make themselves, plants that water themselves, holidays that plan themselves. We want to save you time so you can get more enjoyment out of life. And we want to save you money, beginning with this HALF-PRICE Offer:

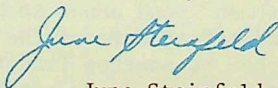
Special HALF-PRICE Offer: 50 percent savings!

Give me a "yes" on the enclosed Reservation Card and mail it in the postpaid envelope today -- and I'll see to it you receive the following valuable benefits:

- A. Introductory Savings of 50 percent off the single copy price. You pay just \$7.50 for 12 monthly issues. That's HALF what you'd pay if you bought the same number of copies on the newsstand.
- B. A Money-Back Guarantee for New Subscribers. By acting now, you reserve the right to cancel at any time during the Subscription Year for a full refund on any unmailed issues.

Good deal! Great magazine! So mail the card today and get your name on our special list of new subscribers entitled to present and future savings.

Cordially,



June Steinfeld
Circulation Director

JS/lw

P.S. Mail the card today; then call your accountant. We think he or she will tell you, as a working woman, that your subscription to WORKING WOMAN is tax deductible.