THE FEMININE MYSTIQUE

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THE PROBLEM THAT HAS NO NAME

The problem lay buried, unspoken, for many years in the minds of American women. It was a strange stirring, a sense of dissatisfaction, a yearning that women suffered in the middle of the twentieth century in the United States. Each suburban wife struggled with it alone. As she made the beds, shopped for groceries, matched slipcover material, ate peanut butter sandwiches with her children, chauffeured Cub Scouts and Brownies, lay beside her husband at night—she was afraid to ask even of herself the silent question—"Is this all?"

For over fifteen years there was no word of this yearning in the millions of words written about women, for women, in all the columns, books and articles by experts telling women their role was to seek fulfillment as wives and mothers. Over and over women heard in voices of tradition and of Freudian sophistication that they could desire no greater destiny than to glory in their own femininity. Experts told them how to catch a man and keep him, how to breastfeed children and handle their toilet training, how to cope with sibling rivalry and adolescent rebellion; how to buy a dishwasher, bake bread, cook gourmet snails, and build a swimming pool with their own hands; how to dress, look, and act more feminine and make marriage more exciting; how to keep their husbands from dying young and their sons from growing into delinquents. They were taught to pity
the neurotic, unfeminine, unhappy women who wanted to be poets or physicists or presidents. They learned that truly feminine women do not want careers, higher education, political rights—the independence and the opportunities that the old-fashioned feminists fought for. Some women, in their forties and fifties, still remembered painfully giving up those dreams, but most of the younger women no longer even thought about them. A thousand expert voices applauded their femininity, their adjustment, their new maturity. All they had to do was devote their lives from earliest girlhood to finding a husband and bearing children.

By the end of the nineteen-fifties, the average marriage age of women in America dropped to 20, and was still dropping, into the teens. Fourteen million girls were engaged by 1958. The proportion of women attending college in comparison with men dropped from 47 per cent in 1920 to 35 per cent in 1958. A century earlier, women had fought for higher education; now girls went to college to get a husband. By the mid-fifties, 60 per cent dropped out of college to marry, or because they were afraid too much education would be a marriage bar. Colleges built dormitories for “married students,” but the students were almost always the husbands. A new degree was instituted for the wives—“Ph.T.” (Putting Husband Through).

Then American girls began getting married in high school. And the women's magazines, deploring the unhappy statistics about these young marriages, urged that courses on marriage, and marriage counselors, be installed in the high schools. Girls started going steady at twelve and thirteen, in junior high. Manufacturers put out brassieres with false bosoms of foam rubber for little girls of ten. And an advertisement for a child's dress, sizes 3-6x, in the New York Times in the fall of 1960, said: “She Too Can Join the Man-Trap Set.”

By the end of the fifties, the United States birthrate was overtaking India's. The birth-control movement, renamed Planned Parenthood, was asked to find a method whereby women who had been advised that a third or fourth baby would be born dead or defective might have it anyhow. Statisticians were especially astounded at the fantastic increase in the number of babies among college women. Where once they had two children, now they had four, five, six. Women who had once wanted careers were now making careers out of having babies. So rejoiced Life magazine in a 1956 paean to the movement of American women back to the home.

In a New York hospital, a woman had a nervous breakdown when she found she could not breastfeed her baby. In other hospitals, women dying of cancer refused a drug which research had proved might save their lives: its side effects were said to be unfeminine. "If I have only one life, let me live it as a blonde," a larger-than-life-sized picture of a pretty, vacuous woman proclaimed from newspaper, magazine, and drugstore ads. And across America, three out of every ten women dyed their hair blonde. They ate a chalk called Metrecal, instead of food, to shrink to the size of the thin young models. Department-store buyers reported that American women, since 1939, had become three and four sizes smaller. “Women are out to fit the clothes, instead of vice-versa,” one buyer said.

Interior decorators were designing kitchens with mosaic murals and original paintings, for kitchens were once again the center of women's lives. Home sewing became a million-dollar industry. Many women no longer left their homes, except to shop, chauffeur their children, or attend a social engagement with their husbands. Girls were growing up in America without ever having jobs outside the home. In the late fifties, a sociological phenomenon was suddenly remarked: a third of American women now worked, but most were no longer young and very few were pursuing careers. They were married women who held part-time jobs, selling or secretarial, to put their husbands through school, their sons through college, or to help pay the mortgage. Or they were widows supporting families. Fewer and fewer women were entering professional work. The shortages in the nursing, social work, and teaching professions caused crises in almost every American city. Concerned over the Soviet Union's lead in the space race, scientists noted that America's greatest source of unused brainpower was women. But girls would not study physics: it was "unfeminine." A girl refused a science fellowship at Johns Hopkins
to take a job in a real-estate office. All she wanted, she said, was what every other American girl wanted—to get married, have four children and live in a nice house in a nice suburb.

The suburban housewife—she was the dream image of the young American women and the envy, it was said, of women all over the world. The American housewife—freed by science and labor-saving appliances from the drudgery, the dangers of childbirth and the illnesses of her grandmother. She was healthy, beautiful, educated, concerned only about her husband, her children, her home. She had found true feminine fulfillment. As a housewife and mother she was respected as a full and equal partner to man in his world. She was free to choose automobiles, clothes, appliances, supermarkets; she had everything that women ever dreamed of.

In the fifteen years after World War II, this mystique of feminine fulfillment became the cherished and self-perpetuating core of contemporary American culture. Millions of women lived their lives in the image of those pretty pictures of the American suburban housewife, kissing their husbands goodbye in front of the picture window, depositing their station wagonsful of children at school, and smiling as they ran the new electric washer over the spotless kitchen floor. They baked their own bread, sewed their own and their children’s clothes, kept their new washing machines and dryers running all day. They changed the sheets on the bed twice a week instead of once, took the rug-hooking class in adult education, and pried their poor frustrated mothers, who had dreamed of having a career. Their only dream was to be perfect wives and mothers; their highest ambition to have five children and a beautiful house, their only fight to get and keep their husbands. They had no thought for the unfeminine problems of the world outside the home; they wanted the men to make the major decisions. They gloried in their role as women, and wrote proudly on the census blank. “Occupation: housewife.”

For over fifteen years, the words written for women, and the words women used when they talked to each other, while their husbands sat on the other side of the room and talked shop or politics or septic tanks, were about problems with their children, or how to keep their husbands happy, or improve their children’s school, or cook chicken or make slipovers. Nobody argued whether women were inferior or superior to men; they were simply different. Words like “emancipation” and “career” sounded strange and embarrassing; no one had used them for years. When a Frenchwoman named Simone de Beauvoir wrote a book called The Second Sex, an American critic commented that she obviously “didn’t know what life was all about,” and besides, she was talking about French women. The “woman problem” in America no longer existed.

If a woman had a problem in the 1950’s and 1960’s, she knew that something must be wrong with her marriage, or with herself. Other women were satisfied with their lives, she thought. What kind of a woman was she if she did not feel this mysterious fulfillment waxing the kitchen floor? She was so ashamed to admit her dissatisfaction that she never knew how many other women shared it. If she tried to tell her husband, he didn’t understand what she was talking about. She did not really understand it herself. For over fifteen years women in America found it harder to talk about this problem than about sex. Even the psychoanalysts had no name for it. When a woman went to a psychiatrist for help, as many women did, she would say, “I’m so ashamed,” or “I must be hopelessly neurotic.” “I don’t know what’s wrong with women today,” a suburban psychiatrist said uneasily. “I only know something is wrong because most of my patients happen to be women. And their problem isn’t sexual.”

Most women with this problem did not go to see a psychoanalyst, however. “There’s nothing wrong really,” they kept telling themselves. “There isn’t any problem.”

But on an April morning in 1959, I heard a mother of four, having coffee with four other mothers in a suburban development fifteen miles from New York, say in a tone of quiet desperation, “the problem.” And the others knew, without words, that she was not talking about a problem with her husband, or her children, or her home. Suddenly they realized they all shared the same problem, the problem that has no name. They began, hesitantly, to talk about it. Later, after they had picked up their chil-
children at nursery school and taken them home to nap, two of the women cried, in sheer relief, just to know they were not alone.

Gradually I came to realize that the problem that has no name was shared by countless women in America. As a magazine writer, I often interviewed women about problems with their children, their marriages, or their houses, or their communities. But after a while I began to recognize the telltale signs of this other problem. I saw the same signs in suburban ranch houses and split-levels on Long Island and in New Jersey and Westchester County; in colonial houses in a small Massachusetts town; on patios in Memphis; in suburban and city apartments; in living rooms in the Midwest. Sometimes I sensed the problem, not as a reporter, but as a suburban housewife, for during this time I was also bringing up my own three children in Rockland County, New York. I heard echoes of the problem in college dormitories and semi-private maternity wards, at PTA meetings and luncheons of the League of Women Voters, at suburban cocktail parties, in station wagons waiting for trains, and in snatches of conversation overheard at Scharff’s. The groping words I heard from other women, on quiet evenings when children were at school or at quiet evenings when husbands worked late, I think I understood first as a woman long before I understood their larger social and psychological implications.

Just what was this problem that has no name? What were the words women used when they tried to express it? Sometimes a woman would say “I feel empty somehow... incomplete.” Or she would say, “I feel as if I don’t exist.” Sometimes she blotted out the feeling with a tranquilizer. Sometimes she thought the problem was with her husband, or her children, or that what she really needed was to redecorate her house, or move to a better neighborhood, or have an affair, or another baby. Sometimes she went to a doctor with symptoms she could hardly describe. “A tired feeling... I get so angry with the children it scares me... I feel like crying without any reason.” (A Cleveland doctor called it “the housewife’s syndrome.”) A number of women told me about great bleeding blisters that break out on their hands and arms. “I call it the housewife’s blight,” said a family doctor in Pennsylvania. “I see it so often lately in these young women with four, five and six children who bury themselves in their dishpans. But it isn’t caused by detergent and it isn’t cured by cortisone.”

Sometimes a woman would tell me that the feeling gets so strong she runs out of the house and walks through the streets. Or she stays inside her house and cries. Or her children tell her a joke, and she doesn’t laugh because she doesn’t hear it. I talked to women who had spent years on the analyst’s couch, working out their “adjustment to the feminine role,” their blocks to “fulfillment as a wife and mother.” But the desperate tone in these women’s voices, and the look in their eyes, was the same as the tone and the look of other women, who were sure they had no problem, even though they did have a strange feeling of desperation.

A mother of four who left college at nineteen to get married told me:

I’ve tried everything women are supposed to do—hobbies, gardening, pickling, canning, being very social with my neighbors, joining committees, running PTA teas. I can do it all, and I like it, but it doesn’t leave you anything to think about—any feeling of who you are. I never had any career ambitions. All I wanted was to get married and have four children. I love the kids and Bob and my home. There’s no problem you can even put a name to. But I’m desperate. I begin to feel I have no personality. I’m a server of food and a putter-on of pants and a bedmaker, somebody who can be called on when you want something. But who am I?

A twenty-three-year-old mother in blue jeans said:

I ask myself why I’m so dissatisfied. I’ve got my health, five children, a lovely new home, enough money. My husband has a real future as an electronics engineer. He doesn’t have any of these feelings. He says maybe I need a vacation, let’s go to New York for a weekend. But that isn’t it. I always had this idea we should do everything together. I can’t sit down and read a book alone. If the children are napping and I have one hour to myself I just walk through the house waiting for them to wake up. I don’t make a move until I know where
the rest of the crowd is going. It’s as if ever since you were a little girl, there’s always been somebody or something that will take care of your life: your parents, or college, or falling in love, or having a child, or moving to a new house. Then you wake up one morning and there’s nothing to look forward to.

A young wife in a Long Island development said:

I seem to sleep so much. I don’t know why I should be so tired. This house isn’t nearly so hard to clean as the cold-water flat we had when I was working. The children are at school all day. It’s not the work. I just don’t feel alive.

In 1960, the problem that has no name burst like a boil through the image of the happy American housewife. In the television commercials the pretty housewives still beamed over their foaming dishpans and Time’s cover story on “The Suburban Wife, a American Phenomenon” protested: “Having too good a time . . . to believe that they should be unhappy.” But the actual unhappiness of the American housewife was suddenly being reported—from the New York Times and Newsweek to Good Housekeeping and CBS Television (“The Trapped Housewife”), although almost everybody who talked about it found some superficial reason to dismiss it. It was attributed to incompetent appliance repairmen (New York Times), or the distances children must be chauffeured in the suburbs (Time), or too much PTA (Redbook). Some said it was the old problem—education: more and more women had education, which naturally made them unhappy in their role as housewives. “The road from Freud to Frigidity from Sophocles to Spock, has turned out to be a bumpy one,” reported the New York Times (June 28, 1960). “Many young women—certainly not all—whose education plunged them into a world of ideas feel stifled in their homes. They find their routine lives out of joint with their training. Like shut-ins, they feel left out. In the last year, the problem of the educated housewife has provided the meat of dozens of speeches made by troubled presidents of women’s colleges who maintain, in the face of complaints that sixteen years of academic training is realistic preparation for wifehood and motherhood.”

There was much sympathy for the educated housewife. (“Like a two-headed schizophrenic . . . once she wrote a paper on the Graveyard poets; now she writes notes to the milkman. Once she determined the boiling point of sulphuric acid; now she determines her boiling point with the overdue repairman . . . The housewife often is reduced to screams and tears. . . . No one, it seems, is appreciative, least of all herself, of the kind of person she becomes in the process of turning from poetess into shrew.”)

Home economists suggested more realistic preparation for housewives, such as high-school workshops in home appliances. College educators suggested more discussion groups on home management and the family, to prepare women for the adjustment to domestic life. A spate of articles appeared in the mass magazines offering “Fifty-eight Ways to Make Your Marriage More Exciting.” No month went by without a new book by a psychiatrist or sexologist offering technical advice on finding greater fulfillment through sex.

A male humorist joked in Harper’s Bazaar (July, 1960) that the problem could be solved by taking away a woman’s right to vote. (“In the pre-19th Amendment era, the American woman was placid, sheltered and sure of her role in American society. She left all the political decisions to her husband and he, in turn, left all the family decisions to her. Today a woman has to make both the family and the political decisions, and it’s too much for her.”)

A number of educators suggested seriously that women no longer be admitted to the four-year colleges and universities: in the growing college crisis, the education which girls could not use as housewives was more urgently needed than ever by boys to do the work of the atomic age.

The problem was also dismissed with drastic solutions no one could take seriously. (A woman writer proposed in Harper’s that women be drafted for compulsory service as nurses’ aides and baby-sitters.) And it was smoothed over with the age-old panaceas: “love is their answer,” “the only answer is inner help,” “the secret of completeness—children,” “a private means of intellectual fulfillment,” “to cure this toothache of the spirit—the
simple formula of handing one's self and one's will over to God."

The problem was dismissed by telling the housewife she doesn't realize how lucky she is—her own boss, no time clock, no junior executive gunning for her job. What if she isn't happy—does she think men are happy in this world? Does she really secretly still want to be a man? Doesn't she know yet how lucky she is to be a woman?

The problem was also, and finally, dismissed by shrugging that there are no solutions: this is what being a woman means, and what is wrong with American women that they can't accept their role gracefully? As Newsweek put it (March 7, 1960):

She is dissatisfied with a lot that women of other lands can only dream of. Her discontent is deep, pervasive, and impervious to the superficial remedies which are offered at every hand. . . . An arm of professional explorers have already charted the major sources of trouble. . . . From the beginning of time, the female cycle has defined and confined woman's role. As Freud was credited with saying: "Anatomy is destiny." Though no group of women has ever put these natural restrictions as far as the American wife, it seems that she still cannot accept them with good grace. . . . A young mother with a beautiful family, charm, talent and brains is apt to dismiss her role apologetically. "What do I do?" you hear her say. "Why nothing. I'm just a housewife." A good education, it seems, has given this parage among women an understanding of the value of everything except her own worth . . .

And so she must accept the fact that "American women's unhappiness is merely the most recently won of women's rights," and adjust and say with the happy housewife found by Newsweek: "We ought to salute the wonderful freedom we all have and be proud of our lives today. I have had college and I've worked, but being a housewife is the most rewarding and satisfying role . . . My mother was never included in my father's business affairs . . . she couldn't get out of the house and away from us children. But I am an equal to my husband; I can go along with him on business trips and to social business affairs."

The alternative offered was a choice that few women would contemplate. In the sympathetic words of the New York Times:

"All admit to being deeply frustrated at times by the lack of privacy, the physical burden, the routine of family life, the confinement of it. However, none would give up her home and family if she had the choice to make again." Redbook commented: "Few women would want to thumb their noses at husbands, children and community and go off on their own. Those who do may be talented individuals, but they rarely are successful women."

The year American women's discontent boiled over, it was also reported (Look) that the more than 21,000,000 American women who are single, widowed, or divorced do not cease even after fifty their frenzied, desperate search for a man. And the search begins early—for seventy per cent of all American women now marry before they are twenty-four. A pretty twenty-five-year-old secretary took thirty-five different jobs in six months in the futile hope of finding a husband. Women were moving from one political club to another, taking evening courses in accounting or sailing, learning to play golf or ski, joining a number of churches in succession, going to bars alone, in their ceaseless search for a man.

Of the growing thousands of women currently getting private psychiatric help in the United States, the married ones were reported dissatisfied with their marriages, the unmarried ones suffering from anxiety and, finally, depression. Strangely, a number of psychiatrists stated that, in their experience, unmarried women patients were happier than married ones. So the door of all those pretty suburban houses opened a crack to permit a glimpse of uncounted thousands of American housewife who suffered alone from a problem that suddenly everyone was talking about, and beginning to take for granted, as one of those unreal problems in American life that can never be solved—like the hydrogen bomb. By 1962 the plight of the trapped American housewife had become a national parlor game. Whole issues of magazines, newspaper columns, books learned and frivolous, educational conferences and television panels were devoted to the problem.

Even so, most men, and some women, still did not know tha
this problem was real. But those who had faced it honestly knew

with men have made American women unfeminine. I have heard

that all the superficial remedies, the sympathetic advice, the sal-

ing words and the cheering words were somehow drowning them-

selves because it does not fit the pretty picture of femininity the

problem in unreality. A bitter laugh was beginning to be heard

experts have given them. I think, in fact, that this is the first clue

from American women. They were admired, envied, pitied, too the mystery: the problem cannot be understood in the gen-

ized over until they were sick of it, offered drastic solutions of terms by which scientists have studied women,

or silly choices that no one could take seriously. They got

doctors but have advised them, and
drastic advice from the growing armies of marriage and child-

counselor, psychotherapists, and armchair psychologists

in whom this voice is stirring, have lived their whole lives

on how to adjust to their role as housewives. No other road

fulfillment was offered to American women in the middle of the
twentieth century. Most adjusted to their role and suffered, or

ignored the problem that has no name. It can be less painful, to

a woman, not to bear the strange, dissatisfied voice stirring in her.

It is no longer possible to ignore that voice, to dismiss the de-

peration of so many American women. This is not what being

a woman means, no matter what the experts say. For human suf-

fering there is a reason; perhaps the reason has not been found

because the right questions have not been asked, or pressed far

enough. I do not accept the answer that there is no problem be-

cause American women have luxuries that women in other times

and lands never dreamed of; part of the strange newness of the

problem is that it cannot be understood in terms of the age-

of material problems of man: poverty, sickness, hunger, cold. The

women who suffer this problem have a hunger that food cannot

fill. It persists in women whose husbands are struggling intensely

and law clerks, or prosperous doctors and lawyers; in wives

and workers and executives who make $5,000 a year or $50,000.

It is not caused by lack of material advantages; it may not even be

felt by women preoccupied with desperate problems of hunger

poverty or illness. And women who think it will be solved by

more money, a bigger house, a second car, moving to a better

suburb, often discover it gets worse.

It is no longer possible today to blame the problem on loss of

femininity: to say that education and independence and equali-


ty.
watches TV while I do the dishes. After I get the children to bed, I set my hair and then I go to bed.

The problem is always being the children's mommy or the minister's wife and never being myself.

A film made of any typical morning in my house would look like an old Marx Brothers' comedy. I wash the dishes, rush the older child off to school, dash out in the yard to cultivate the chrysanthemums, run back in to make a phone call about a committee meeting, help the youngest child build a blockhouse, spend fifteen minutes skimming the newspapers so I can be well-informed, then scampers down to the washing machines where my three-weekly laundry includes enough clothes to keep a primitive village going for an entire year. By now I'm ready for a padded cell. Very little of what I've done has been really necessary or important. Outside pressures dash me through the day. Yet I look upon myself as one of the more relaxed housewives in the neighborhood. Many of my friends are even more frantic. In the past sixty years we have come full circle and the American housewife is once again trapped in a squirrel cage. If the cage is now a modern plate-glass-and-broadloom ranch house or a convenient modern apartment, the situation is no less painful than when her grandmother sat over an embroidery hoop in her gilt-and-plush parlor and muttered angrily about women's rights.

The first two women never went to college. They live in developments in Levittown, New Jersey, and Tacoma, Washington, and were interviewed by a team of sociologists studying workingmen's wives. The third, a minister's wife, wrote on the fifteenth reunion questionnaire of her college that she never had any career ambitions, but wishes now she had. The fourth, who has a Ph.D. in anthropology, is today a Nebraska housewife with three children. Their words seem to indicate that housewives of all educational levels suffer the same feeling of desperation.

The fact is that no one today is uttering angrily about "women's rights," even though more and more women have gone to college. In a recent study of all the classes that have graduated from Barnard College, a significant minority of earlier graduates blamed their education for making them want "rights," later classes blamed their education for giving them career dreams, but recent graduates blamed the college for making them feel it was not enough simply to be a housewife and mother; they did not want to feel guilty if they did not read books or take part in community activities. But if education is not the cause of the problem, the fact that education somehow festerers in these women may be a clue.

If the secret of feminine fulfillment is having children, never have so many women, with the freedom to choose, had so many children, in so few years, so willingly. If the answer is love, never have women searched for love with such determination. And yet there is a growing suspicion that the problem may not be sexual, though it must somehow be related to sex. I have heard from many doctors evidence of new sexual problems between man and wife—sexual hunger in wives so great their husbands cannot satisfy it. "We have made woman a sex creature," said a psychiatrist at the Margaret Sanger marriage counseling clinic. "She has no identity except as a wife and mother. She does not know who she is herself. She waits all day for her husband to come home at night to make her feel alive. And now it is the husband who is not interested. It is terrible for the women, to lie there, night after night, waiting for her husband to make her feel alive."

Why is there such a market for books and articles offering sexual advice? The kind of sexual orgasm which Kinsey found in statistical plenitude in the recent generations of American women does not seem to make this problem go away.

On the contrary, new neuroses are being seen among women—and problems as yet unnamed as neuroses—which Freud and his followers did not predict, with physical symptoms, anxieties, and defense mechanisms equal to those caused by sexual repression. And strange new problems are being reported in the growing generations of children whose mothers were always there, driving them around, helping them with their homework—an inability to endure pain or discipline or pursue any self-sustained goal of any sort, a devastating boredom with life. Educators are increasingly uneasy about the dependence, the lack of self-reliance, of the boys and girls who are entering college today. "We fight
THE PROBLEM THAT HAS NO NAME

A White House conference was held on the physical and mental deterioration of American children: were they being overnourished? Sociologists noted the astounding organization of suburban children’s lives: the lessons, parties, entertainments, pools, and study groups organized for them. A suburban housewife, Portland, Oregon, wondered why the children “need” Brownies and Boy Scouts out here. “This is not the slums. The kids here have the great outdoors. I think people are so bored, the kids organize the children, and then try to hook everyone else on. And the poor kids have no time left just to lie on their beds and dream.”

Can the problem that has no name be somehow related to the domestic routine of the housewife? When a woman tries to put the problem into words, she often merely describes the daily hell she leads. What is there in this recital of comfortable domestic detail that could possibly cause such a feeling of despair? She is trapped simply by the enormous demands of her role as modern housewife: wife, mistress, mother, nurse, consumer, chauffeur; expert on interior decoration, child care, appliance repair, furniture refinishing, nutrition, and education? Her day is fragmented as she rushes from dishwasher to washing machine to telephone to dryer to station wagon to supermarket, and delivers Johnny to the Little League field, takes Janey to dance class, gets the lawnmower fixed and meets the 6:45. She can never spend more than 15 minutes on any one thing; she has no time to read books, only magazines; even if she had time, she has lost the power to concentrate. At the end of the day, she is so terribly tired that sometimes her husband has to take over and put the children to bed.

This terrible tiredness took so many women to doctors in the 1950’s that one decided to investigate it. He found, surprisingly, that his patients suffering from “housewife’s fatigue” slept more than an adult needed to sleep—as much as ten hours a day—so that the actual energy they expended on housework did not meet their capacity. The real problem must be something else, he de-
tion explosion; the recent movement to natural childbirth; breastfeeding; suburban conformity, and the new neuroses, character pathologies and sexual problems being reported by the doctors. I began to see new dimensions to old problems that had long been taken for granted among women: menstrual difficulties, sexual frigidity, promiscuity, pregnancy fears, childbirth depression, the high incidence of emotional breakdown and suicide among women in their twenties and thirties, the menopause crisis, the so-called passivity and immaturity of American men, the discrepancy between women's tested intellectual abilities in childhood and their adult achievement, the changing incidence of adult sexual orgasm in American women, and persistent problems of psychotherapy and in women's education.

If I am right, the problem that has no name stirring in the minds of so many American women today is not a matter of loss of femininity or too much education, or the demands of domesticity. It is far more important than anyone recognizes. It is the key to these other new and old problems which have been torturing women and their husbands and children, and puzzling their doctors and educators for years. It may well be the key to our future as a nation and a culture. We can no longer ignore that voice within women that says: "I want something more than my husband and my children and my home."

2

THE HAPPY HOUSEWIFE HEROINE

Why have so many American wives suffered this nameless aching dissatisfaction for so many years, each one thinking she was alone? "I've got tears in my eyes with sheer relief that my own inner turmoil is shared with other women," a young Connecticut mother wrote me when I first began to put this problem into words. A woman from a town in Ohio wrote: "The times when I felt that the only answer was to consult a psychiatrist, times of anger, bitterness and general frustration too numerous to even mention, I had no idea that hundreds of other women were feeling the same way. I felt so completely alone." A Houston, Texas, housewife wrote: "It has been the feeling of being almost alone with my problem that has made it so hard. I thank God for my family, home and the chance to care for them, but my life couldn't stop there. It is an awakening to know that I'm not an oddity and can stop being ashamed of wanting something more."

That painful guilty silence, and that tremendous relief when a feeling is finally out in the open, are familiar psychological signs. What need, what part of themselves, could so many women today be repressing? In this age after Freud, sex is immediately suspect. But this new stirring in women does not seem to be sex; it is, in fact, much harder for women to talk about than sex. Could there be another need, a part of themselves they have buried as deeply as the Victorian women buried sex?
THE FEMININE MYSTIQUE

If there is, a woman might not know what it was, any more than the Victorian woman knew she had sexual needs. The image of a good woman by which Victorian ladies lived simply left out sex. Does the image by which modern American women live leave something out, the proud and public image of the high school girl going steady, the college girl in love, the suburban housewife with an up-and-coming husband and a station wagon full of children? This image—created by the women's magazines, by advertisements, television, movies, novels, columns and books by experts on marriage and the family, child psychology, sex adjustment and by the popularizers of sociology and psychoanalysis—shapes women's lives today and mirrors their dreams. It may give a clue to the problem that has no name, as a dream gives a clue to a wish unnamed by the dreamer. In the mind's ear, a geiger counter clicks when the image shows too sharp a discrepancy from reality. A geiger counter clicked in my own inner ear when I could not fit the quiet desperation of so many women into the picture of the modern American housewife that I myself was helping to create, writing for the women's magazines. What is missing from the image which shapes the American woman in pursuit of fulfillment as a wife and mother? What is missing from the image that mirrors and creates the identity of women in America today?

In the early 1960's McCall's has been the fastest growing of the women's magazines. Its contents are a fairly accurate representation of the image of the American woman presented, and in part created, by the large-circulation magazines. Here are the complete editorial contents of a typical issue of McCall's (July, 1966):

1. A lead article on "increasing baldness in women," caused by too much brushing and dyeing.
2. A long poem in primer-size type about a child, called "A Ball Is A Boy."
3. A short story about a teenager who doesn't go to college, gets a man away from a bright college girl.
4. A short story about the minute sensations of a baby through his bottle out of the crib.
5. The first of a two-part intimate "up-to-date" account by the Duke of Windsor on "How the Duchess and I now live and spend our time. The influence of clothes on me and vice versa."
6. A short story about a nineteen-year-old girl sent to a charm school to learn how to bat her eyelashes and lose at tennis. ("You're nineteen, and by normal American standards, I now am entitled to have you taken off my hands, legally and financially, by some beardless youth who will spirit you away to a one-and-a-half-room apartment in the Village while he learns the chicanery of selling bonds. And no beardless youth is going to do that as long as you volley to his backhand.")
7. The story of a honeymoon couple commuting between separate bedrooms after an argument over gambling at Las Vegas.
8. An article on "how to overcome an inferiority complex."
9. A story called "Wedding Day."
10. The story of a teenager's mother who learns how to dance rock-and-roll.
12. Four glamorous pages on "reduce the way the models do."
13. An article on airline delays.
14. Patterns for home sewing.
15. Patterns with which to make "Folding Screens—Bewitching Magic."
17. A "barbecue bonanza," dedicated to the Great American Mister who stands, chef's cap on head, fork in hand, on terrace or back porch, in patio or backyard anywhere in the land, watching his roast turning on the spit. And to his wife, without whom (sometimes) the barbecue could never be the smashing summer success it undoubtedly is . . ."

There were also the regular front-of-the-book "service" columns on new drug and medicine developments, child-care facts,