

Source:

Goffman, Erving. *Gender Advertisements*. Cambridge, MA: Harvard University Press, 1979. ISBN: 0674341910.

Page	Photo	Description
<i>Relative Size</i>		
28	4	One grey-haired man in a suit bends over two seated men, collaborating at a table.
<i>The Feminine Touch</i>		
29	14	An elegant pair of woman's hands display a sleek glass perfume bottle.
31	31	A blonde swathed in filmy gauze looks upwards and embraces her neck.
<i>Function Ranking</i>		
33	45	A heterosexual couple with two children build a sand castle. The father is shown patting the top of the mound into place, while the mother is squeezed off the right margin, helping her young son. The daughter is behind the tall mound, barely visible.
35	65	A laughing man bends over to dangle grapes in front of an eager woman, reclining on an inflatable chair.
36	75	A distraught father in a flowered apron holds a wailing infant at arm's length, dabbing at its crotch with a cloth.
<i>The Family</i>		
39	103	A woman in a bathing suit hands something to her son, seated next to her on the beach. The father crouches behind them, looking into the camera.
<i>The Ritualization of Subordination</i>		
42	133	A young woman in a patterned dress lies on her side on a sofa, looking up from her book.
43	144	A man in a pinstripe suit sits at a baroque table with a drink, while his lady companion lounges on the floor next to him, in front of a roaring fireplace.
45	168	Three well-dressed young women watch something off to the left; the middle leans back towards her friend, her right knee bent.
47	181	A young woman in a tunic shirt tilts her head right and gazes downwards.
48	190	In a sunny field, a young man smokes and talks while the woman next to him smiles.
50	209	A thin woman wearing tight breeches, a sleek vest and shirt, and a large floppy hat bends at the waist, sticking one foot out and holding her hands up to her hat.
52	234	A woman in a fur coat grins and tries to shake off the man grabbing her left arm.
55	260	Strolling in a field of wildflowers, a man puts his arm around a woman's shoulders.
<i>Licensed Withdrawal</i>		
59	287	A tan blonde in a V-neck shirt covers her smile daintily as she sits in front of a typewriter.
63	331	A smiling man leans on the shoulder of a woman with windswept hair, who smiles and looks down.
65	352	A serious-faced groom talks to a bride who looks down and to the side, with a small smile on her face.