

# Half the brainpower of the world is out of service.



It is perhaps the oldest human disorder.

Yet even today...even at this late point in the twentieth century, the condition hasn't really cleared up.

Who can deny it? In obvious ways or in subtle ways the advancement of women continues to be blocked just about everywhere.

The barricades can be visible. Or invisible. They can be thrown up in a woman's early years. Or in her later years. But there are always barricades.

Never mind how immoral that is. Think how wasteful it is.

Half the minds on *earth* belong to women. Who knows the penalties of holding back their development? Who knows what product of human thought will never see the light of day?

It could be anything. A precedent-shattering technique for creating more food. A brilliant new symphony. A breakthrough in the fight against disease.

Human brainpower is the most precious resource of them all.

Waste it and it isn't only women that are being robbed.

It is humanity that is being robbed.



The UN has officially proclaimed 1975 as International Women's Year.

Help break down the barricades. Mail \$1 to UN WE BELIEVE, 33 East 43rd Street, New York, New York 10017. In return, we'll send you information on International Women's Year and a pin like the one shown here.

**UN WE BELIEVE**

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**& THOMAS PATRICK MELADY, THOMAS J. SPINNER, JR., JAMES FINN,  
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