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While children's books have made a limited attempt to depict women engaged in activities outside of the home there has been little parallel effort to show men involved in family and home life. I remember when I was little I used to read books from the boys' section of the library because they were more interesting. Boys did the fun stuff and the exciting things. My mother kept hying to get me to read girls' books, but I just couldn't get into them. Why can't stories about girls be full of adventure and bravery? I know when I'm a mother, I want any daughters of mine to understand that excitement isn't just for boys. The portrayal of men and women in U.S. commercials: A recent content analysis and trend over 15 years. *Sex Roles*, 18, 595-609. ADULTS who read widely in children's books cannot escape noticing differences between books published in recent years and those published thirty years ago. This is no less true for realistic fiction than it is for informational books, picture books, or other types of writing for children. Studies which deal with content only incidentally or with books other than trade books will not be included. The majority of the content studies can be grouped into one of three subject areas: studies of human relationships depicted in books studies on values and cultural content incorporated into books, and studies concerned with the portrayal of specific racial and ethnic groups in books. The few studies which do not fit into one of these groups will be described separately.