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# DAWN

## MAY 1990

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# Editor's Message

Once upon a time — as all good fairy tales begin — there prevailed a myth that the male master of the household was always the one who arranged for, and handled major purchases for the household.

Indeed, it is a fairy story, for automobile manufacturers have discovered that women are responsible for an appreciable number of cars on the road today. This includes the entire gamut from economy subcompacts to the dream machines of the jetsetters.

This month, Dawn Magazine examines the automobile buying habits of the general public, with close attention to the woman car owner.

All those seductive "get away to the islands" ads which pop up on regular basis are true. So says Washington's Denise Yourse, who spent a relaxing, no-stress visit to Montego Bay and Negril in Jamaica.

It was her first visit, and she goes into intimate detail on the whats and hows of spa experiences, and how it affects lifestyles. There's even a hint on getting "that" man into the proper mood to propose.

We receive many inquiries into freelance writing opportunities with DAWN MAGAZINE and we appreciate every thoughtful query and suggestion. In order to allow the necessary lead time for submissions, we are including a tentative calendar for issues through December 1990. We do however reserve the right to alter the schedule as necessary without notice.

#### MONTH

#### THEME

JUNE/JULY, 1990 "GO AUGUST/SEPTEMBER, 1990 OCTOBER, 1990 NOVEMBER, 1990 DECEMBER, 1990

"Good Times"/Vacation/Family Reunion
Back to School/Hair Care
Automotive
Leisure/Home Entertainment
Holiday Gift Guide

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Moure Invited to a Ford Thunderbird

Have you driven a Ford, lately?