Note: These data exclude ads that didn’t have framing.

All data were obtained through a search of *The New York Times, The Los Angeles Times,* and the *Chicago Daily Tribune* through the ProQuest Historical News Databases from 1900 to 1930.

Guide to Coding:

**1.** An ad was coded as **electrotherapeutic** if it includedwords like *physician, doctor, medicine,* or *treatment* and/or if it included claims to treat diseases such as *rheumatism, sciatica,* or *deafness*.

**2.** An ad was coded as a **home appliance** if it lacked medical claims and includedwords like *beautifier, massage, wrinkles* and claims to make women beautiful and enhance cosmetic appearance.

**3.** An ad was coded as **both** if it contained both types of claims**.**

**4.** An ad was **not coded** and not included in the data if it did not have any clear coding. Example: A drugstore ad listing products for sale that says “Vibrator … $5.00.”

Sexual Themes: An ad was listed as having sexual themes if it described the vibrator as being useful for massaging breasts or genitals, and/or if it include sexualized men or women in the ads. Nearly half the ads that contained illustrations had sexual themes.

*Chicago (Daily) Tribune:*  31 ads contained illustrations of people, and more than half of these ads (16, 51.6%) contained arguably sexual content.

*Los Angeles Times:* 13 ads contained illustrations of people, and more than half of these ads (7) contained arguably sexual content.

*The New York Times:* 18 ads contained illustrations and 39% of these (7) contained arguably sexual content.

Total ads featuring illustrations that contained sexual content: 30/62 = 48%.