The universal implications of the transmitted *femina* (Ars 3.28) have been regarded as problematic by several Ovid scholars, since it is claimed that the women in the Ars amatoria lack *vittae* and *instita* (Ars 1.31-4; cf. Tr. 2.247-50 and Tr. 2.303, *solis meretricibus*). It has consequently been suggested that *femina* should be replaced, e.g., with *non proba* (‘not respectable’) and the transmitted word is obelized in the standard edition of Ovid’s Ars amatoria Book 3 (Gibson, CUP, 2003, p. 51). This paper defends the transmitted *femina* by comparing Ars 3.15-28, Tr. 5.14.35-42 and Pont. 105-113, which together display a striking pattern involving exemplary *matronae* of myth and Ovid’s and Augustus’ matronal wives. As will be argued, this pattern, which has so far remained understudied in scholarship, supports the inclusive, universal implications of the transmitted *femina* in the line in question.