

ZUR 589o: Cultural History of Advertising

Edward P. Morgan, “The Sixties Experience”

Bruce Shulman, “‘This Ain’t No Foolin’ Around’:
Rebellion and Authority in Seventies Popular Culture”

decades in review

- 1950s: conformity (strict gender roles; family-oriented pursuit of the “American dream”)
- 1960s: rebellion and social change (pursuit of democracy and justice)
- 1970s: the ‘me’ decade (narcissism and a focus on the individual)

but “decades” don’t break in perfect 10-year intervals and exceptions exist within every time period

“exceptions” to 1950s conformity

Playboys

- in early 1950s Playboy introduced a radical revision/redefinition of acceptable male heterosexual behavior
 - self-indulgence
 - hedonism
 - masculine attention to and desire for material goods as a source of pleasure



382 x 512 - pinterest.com



504 x 668 - justforsneaks...



Playboys

Playboy promotes male rebellion:

- a critique of marriage
- a strategy for liberation (reclaiming the indoors for male pleasure)
- a utopian vision (defined by the possession of commodity goods)

"The real message of Playboy was not eroticism, but escape--literal escape from the bondage of breadwinning" (Ehrenreich 51)

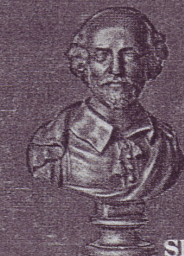
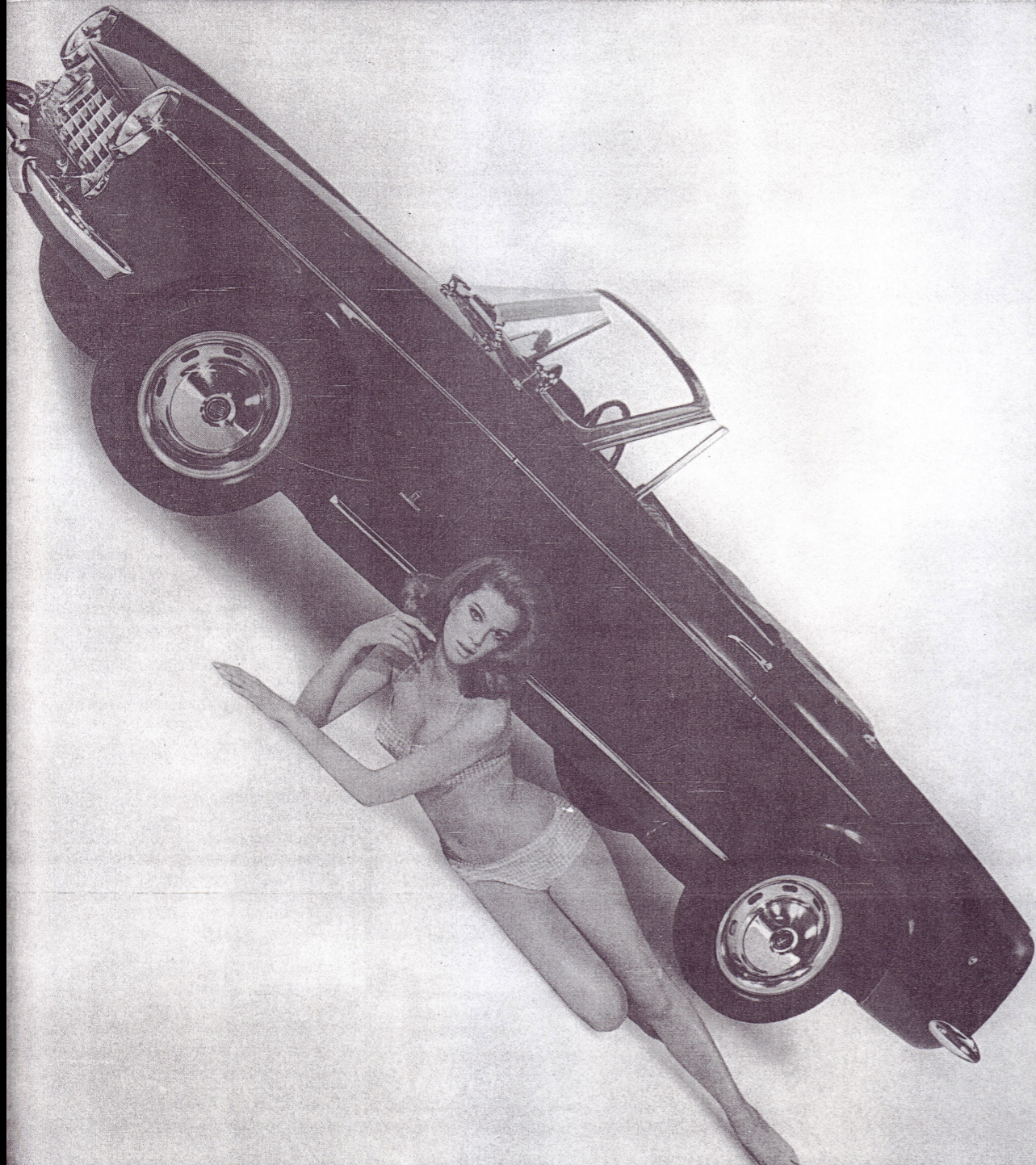
"The breasts and bottoms were necessary not just to sell the magazine, but to protect it" (51).

"In every issue, every month, there was a playmate to prove that a playboy didn't have to be a husband to be a man" (51).

The Second Best Shape in Italy

at the coolest little figure in its class—\$2585.* That's all the money you part with for all this car, the Fiat 1500 Spider. Styled by Pininfarina, the romantic web it spins is captivating America. It's dynamic outside and a dynamo inside—a perfect expression of Italy's fabled creative energy and inspired art. Lean into a curve with Fiat's curves and know what it's like to drive this five forward-speed sportsman's dream. And to help you keep it humming, there are 425 parts-and-service centers in the U.S.A. This new five-speed Spider **FIAT** is waiting for you at your Fiat dealer. So what are you waiting for? *Always have at least one* **FIAT**

*Suggested price p.o.e. New York reflects reduced U.S. excise tax. See the Yellow Pages for your nearest Fiat Dealer. Fiat Motor Co., Inc., 500 Fifth Avenue, N.Y., N.Y. 10036.



Shakespeare's Works,
the Mini-dress and Gordon's Gin.
Ah, the great things England
has given us all.
Think that over, as you
sip a martini made with
glorious Gordon's dry gin.
Created by Alexander Gordon
in England, 1769.



Gordon's Gin
Biggest selling gin in England, America, the world.

What will the English think of next?

PRODUCT OF U.S.A. 100% NEUTRAL SPIRITS DISTILLED FROM GRAIN. 50 PROOF. GORDON'S DRY GIN CO. LTD., LONDON, ENGLAND.



GET WITH THE ACTION



And watch the action come to you.

Get with Action Stripes™ by Esquire Socks. Comfort-blended of 84% soft combed cotton, 16% Expando® nylon, this is easy action. It's fashion action, too, with three different width stripes and eleven different colors.

All this action starts for \$1-a pair. (Also available in boys' sizes.)

ESQUIRE SOCKS®

ANOTHER FINE PRODUCT OF KAYSER-ROTH

Girls do



ever
pressed
slacks
don't
(pucker up, that is)



Kissin's nice—and so are slacks that never wrinkle. EVERPRESSED slacks, by Wright. They keep a knife-edge press, forever. And never need ironing; through any number of washings. That's a money-back guarantee! Exceptionally well tailored of 65% Dacron* polyester, 35% combed cotton, with Scotchgard® Brand Stain-repeller for that spotless look. Variety of slim styles (walk shorts, too) at stores everywhere. Or write Wright. from **\$5.98**

wright
MANUFACTURING CO. TOCCOA, GEORGIA



JUSTERINI
 Founded 1749
 BROOKS
 86 Proof Blended Scotch Whisky © 1971 Paddington Corp., N.Y. 10020

Whatever you've got going...
 keep it going with J&B.



J&B RARE
 The Pleasure Principle.

THE GOOD STUFF



Kentucky Straight Bourbon Whiskies, 86 Proof & 100 Proof Bottled in Bond, Old Grand-Dad Distillery Co., Frankfort, Ky. 40601.

Unfortunately, all good things come to an end.

Old Grand-Dad
 Head of the Bourbon Family

You don't have to be a man to enjoy Country Club Malt Liquor, but it helps.



PEARL BREWING COMPANY, SAN ANTONIO, TEXAS • ST. JOSEPH, MISSOURI

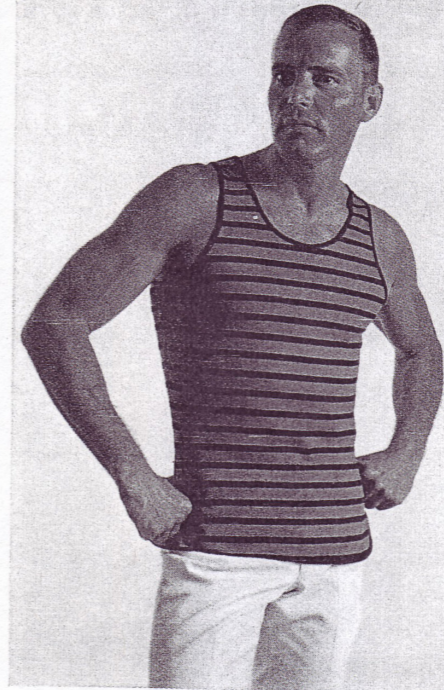
h.i.s stripe types

(Which type are you?)

Boat Neck. You're modest about your muscles so you cover most of them.



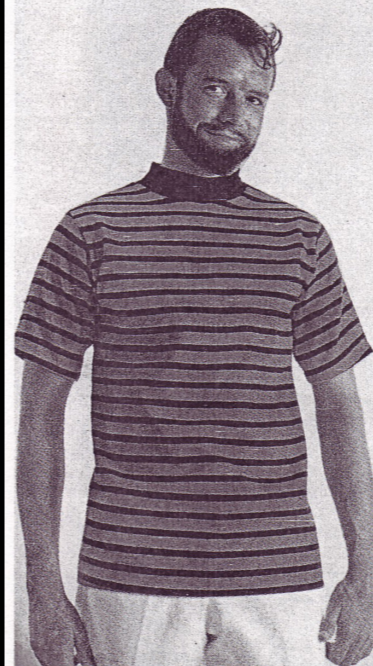
Tank Top. You're proud of your muscles so you show 'em.



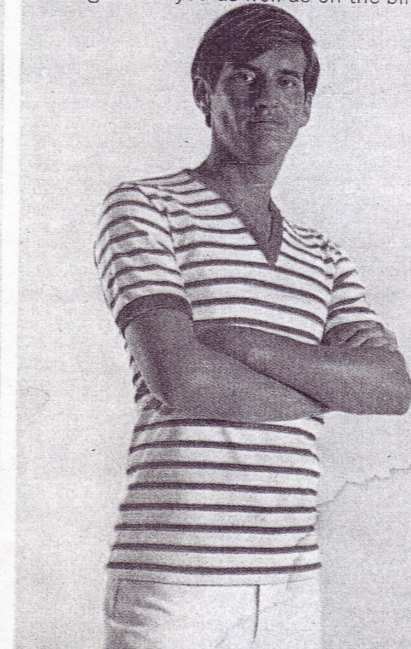
Muscle Shirt. You think you have muscles



Crew Neck. You just like stripes.



V-Neck. You think plunging necklines look good on you as well as on the birds.



Stripe of a different type. This one you don't wear. You watch. And she'll return the glances, whichever model you wear. They're cotton knits, each in 8 colors. \$4 and \$5. h.i.s., 16 E. 34th St., N.Y. 10016

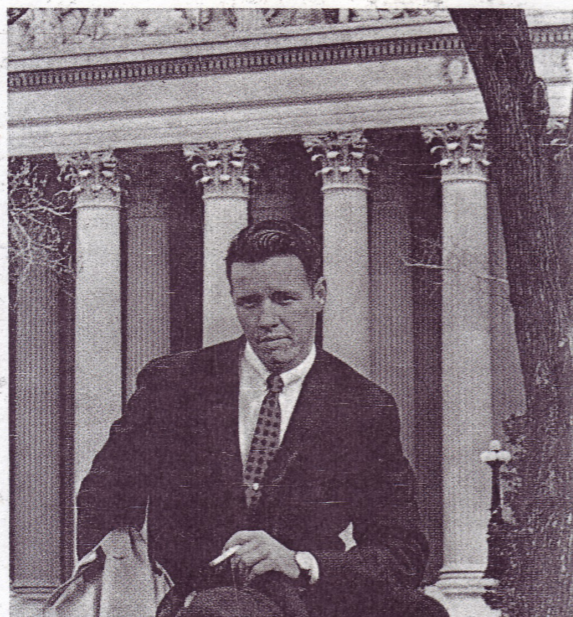


Chesterfield People:

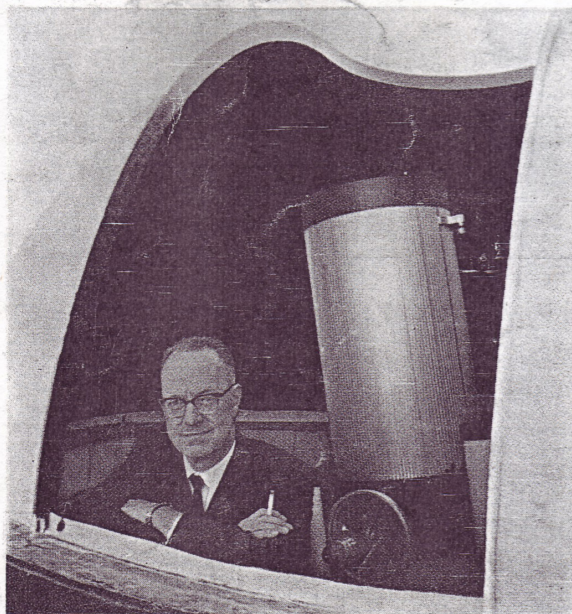
They like a mild smoke, but just don't like filters. (How about you?)



Sidney Milan, stockbroker, New York



Robert E. Peay, criminal investigator, Maryland



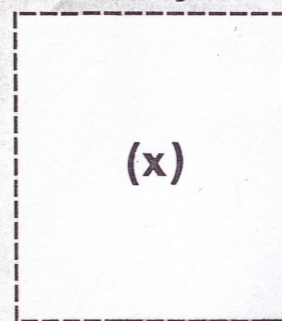
James S. Thompson, optical physicist, California



If you like a mild smoke, but don't like filters—try today's Chesterfield King. Vintage tobaccos—grown mild, aged mild, blended mild. Made to taste even milder through longer length. They satisfy!

CHESTERFIELD KING tastes great...tastes mild!

Put a picture of yourself here.



See how good you look in **h.i.s. Shetland Jacket.**

Do it when nobody's around. There. The h.i.s Imperial Shetland does make the most of you. It's smooth-looking for all its bulky-knit 50% wool/50% Orlon acrylic ruggedness. Genuine suede leather trims it, leather buttons fasten it and a rich quilting lines it. Sandwiched between the outside and the inside is a layer of light-weight foam that seals cold out and warmth in. Two roomy slash pockets. Handsome roll collar. Pick the color that's best for you: grey, sandstone, pewter, or brown. Now put your picture away and get one for just \$19.95. h.i.s, 16 East 34th Street, New York, N.Y. 10016

beats

- rejected both job and marriage
- first all-out critique of American consumer culture
- remain a small, marginalized minority



EXPLODING FROM ALLEYWAYS AND IVORY TOWERS...



The Beatniks

LIVING BY THEIR CODE OF REBELLION and MUTINY!



starring

TONY TRAVIS KAREN KADLER

co-starring

PETER BRECK and JOYCE TERRY

Written and Directed by
PAUL FREES

Production Supervision
KEN HERTS

From an original story by
JOYCE TERRY and KEN HERTS

A Barjul International Pictures Release



man, Like UTICA's Way Out

IN FRONT

The **BEATNIKS**

Guitars Only!



1950s viewed by some as a period of retreat

- cultural dislocation of the 1920s exacerbated vs. “cured”
- JF Kennedy’s call to “ask not what your country can do for you...” “hit on the posture of sacrifice, which was what young people wanted to hear, something to give meaning to an affluent society” (Paul Goodman, p. 16).

1960s:

competing views of the decade

competing views of the 1960s:

Liberal View: social movements of 1960s paved the way for political reform; sweeping social programs instituted.

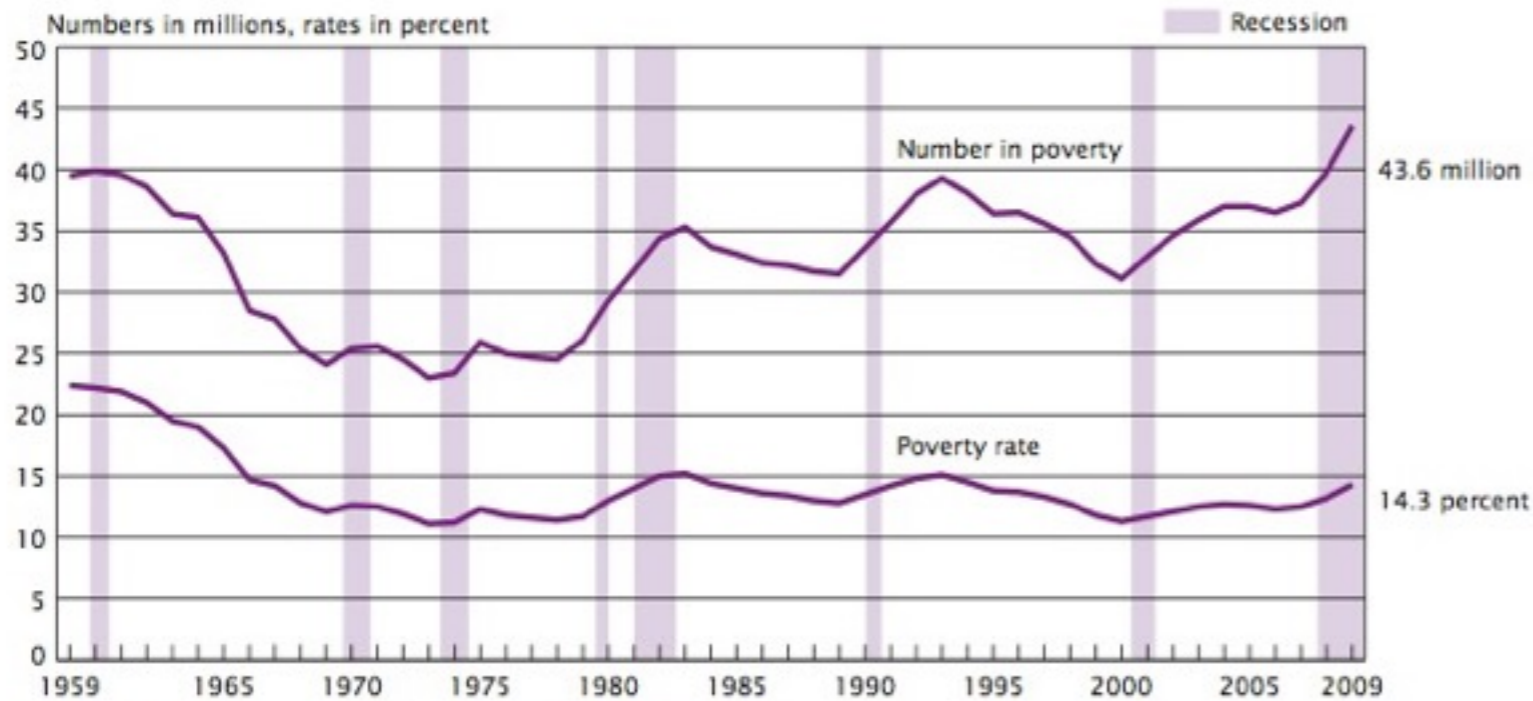


America:

a society that “demands an end to poverty and racial injustice.”

Lyndon Baines Johnson, U. of Michigan, 1964

Figure 4.
Number in Poverty and Poverty Rate: 1959 to 2009



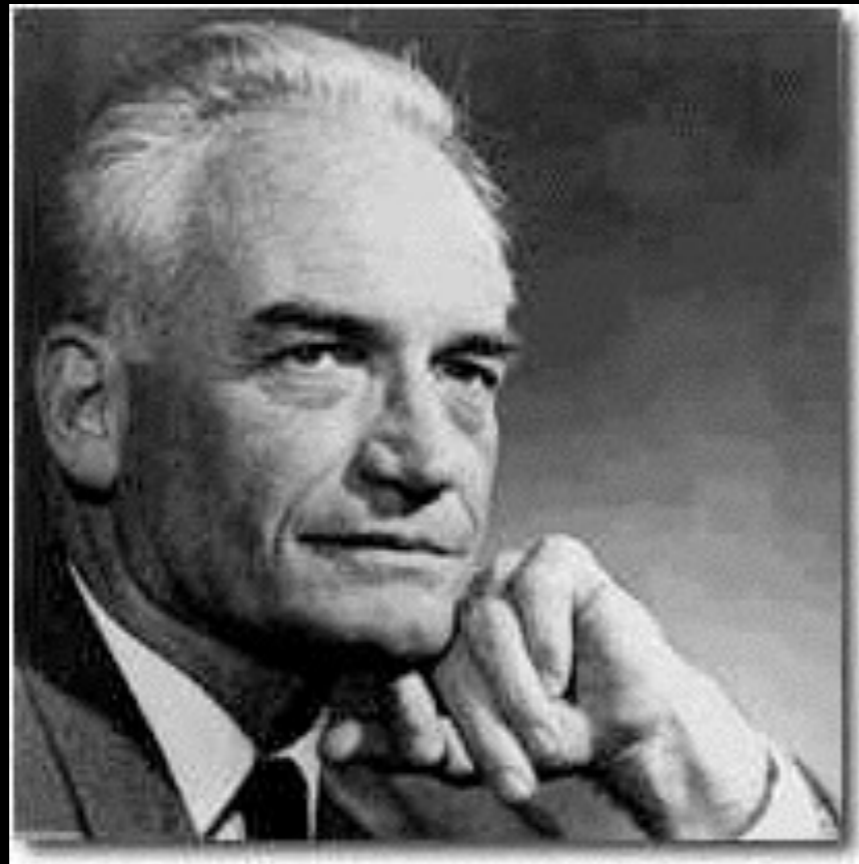
Note: The data points are placed at the midpoints of the respective years.

Source: U.S. Census Bureau, Current Population Survey, 1960 to 2010 Annual Social and Economic Supplements.



competing views of the 1960s:

Conservative View: social movements taken to an excess, resulting in political policies that went too far.



A political poster for Barry Goldwater's 1964 campaign. At the top, it reads "LBJ's CIVIL RIGHTS BILL AND YOU" in large, bold letters. Below this, the poster is divided into two sections. On the left, under the heading "EMPLOYEES READ THIS:", there is a small block of text and a portrait of a Black man with a "HIRED" sign. On the right, under the heading "EMPLOYERS READ THIS:", there is a portrait of a white man with a "FIRED" sign. At the bottom, the poster says "VOTE FOR BARRY GOLDWATER" in large, bold letters, followed by the slogan "IN YOUR HEART, YOU KNOW HE'S RIGHT".

Article Preview

REAGAN BLAMES 'GREAT SOCIETY' FOR ECONOMIC WOES


By STEVEN R. WEISMAN, Special to the New York Times (The New York Times); National Desk


May 10, 1983, Tuesday

Late City Final Edition, Section A, Page 19, Column 1, 893 words

[DISPLAYING ABSTRACT]

President Reagan said tonight that food stamps, the minimum wage, Federal urban renewal and the entire array of Great Society programs enacted in the 1960's had destroyed the economy and made Americans poorer than they were 15 years ago. He also likened the rise of government programs in the last 50 years to the "abuse of power" by King George III that brought on the Revolution. Mr. Reagan delivered one of his broadest philosophical attacks on modern government since taking office at the John M. Ashbrook Memorial Dinner in this small community in north central Ohio. Mr. Ashbrook, a conservative who represented this area in Congress for 22 years, died a year ago. The President said "the central political error of our time" was the Democrats' view that "government and bureaucracy" was "the primary vehicle for social change."

 SIGN IN TO E-MAIL

 PERMISSIONS



the 1960s

Some themes carried over from 1950s in early part of the decade

- self-sufficient nuclear family
- suburban setting
- distinct gender roles
- focus on individualization in child-rearing

1960s: seeds of change

- the sixties (youth culture) begins early in the decade with the civil rights, peace/anti-war, women's, and environmental movements
- comes to full fruition in late 60s
 - spurred by sharp personal awareness of social ills
 - feeling of confidence that something could be done

- sixties movements began within the system and ended up struggling against that system
- activists worked both with and against government in the early 1960s

Berkeley in the Sixties





<https://www.youtube.com/watch?v=WHhUuzBodQc>



California Newsreel

 **Subscribe** 2,761

22,560

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 44  2

1960s democratic vision

1. **equality**, or the full inclusion of society's disposed
2. **personal empowerment**, or the liberation of each person from psychological constraints as well as social oppression—a shift from masculine “power over” to the feminist “power to”
3. a **moral politics** grounded on the belief in individual growth, compassion for one's fellow human beings—indeed for all life—and intolerance of injustice
4. the central importance of **community** as a locus for meaningful engagement in life and politics.

1968

- it all came apart
 - Tet Offensive
 - ML King Jr. and Robert F. Kennedy assassinated

Prague Spring crushed

1968 January - Alexander Dubcek succeeds Novotny as CPCz leader, embarks on programme of liberalizing reforms known as Prague Spring with the aim of ushering in "socialism with a human face".

1968 August - Soviet-led Warsaw Pact troops invade. Dubcek taken to Moscow and forced to make concessions before returning to Prague to make an emotional plea for cooperation in ending the reforms.

1969 January - Student Jan Palach burns himself to death in protest at occupation by Warsaw Pact armies.

1969 April - Gustav Husak replaces Dubcek as CPCz leader.

1975 - Husak becomes president.

1977 - A group of dissidents including playwright Vaclav Havel publish Charter 77 calling for restoration of civil and political rights.

1987 - Milos Jakes replaces Husak as party leader.



Alexander Dubcek, architect of Prague Spring



Soviet tanks crush Prague Spring

Velvet Revolution

1988 August - Mass demonstrations mark the anniversary of the 1968 invasion.

1989 - Police disperse numerous mass protests against human and civil rights violations.

1989 November - Peaceful mass protests and strikes gain momentum. The Civic Forum, a broad antigovernment coalition, formed. CPCz leadership resigns. Federal Assembly abolishes Communists' constitutional hold on power.

1989 December - Marian Calfa becomes prime minister in a government in which the majority of members are non-Communists. Husak resigns as president. Dubcek elected chairman of Federal Assembly. Vaclav Havel elected president, completing the "velvet revolution".

1990 - Country renamed Czech and Slovak Federative Republic. First free elections since 1946 lead to establishment of coalition government involving all major parties with the exception of the CPCz. Havel re-elected president.

1991 February - Civic Forum disbanded. Members form two new parties, the conservative Civic Democratic Party (CDP) and the liberal Civic Movement. Legislation allowing privatization of state-owned enterprises approved.

1991 June - Soviet forces complete withdrawal.



Dissident Havel, spearhead of revolution



Mass protests bring down Communists

"All Power to the Imagination": Paris, May 1968: The Student Revolt



Reveal

Subscribe 26,010

8,432

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59 2

<https://www.youtube.com/watch?v=YCtcD9CfMOI>

advertisers “co-opt” the message of



Furnishings coordinated by Botany Products Corp.

**'BOTANY' 500 STARTS A
FASHION
FLARE-UP**

There's a new crackle of color... new traced, trim, lean, shape... in soft-tailored Natural Gentleman® suits by 'Botany' 500. Traditional lines—but now they make you look younger, feel slimmer. Created with the flair of award-winning 'Botany' 500 designers. Also in two other looks: Forward fashion for dash and savvy. Classic for conservative prestige. All tailored for quality with the Daroff Personal Touch. In exclusive 2-ply custom-woven fabrics. Even the values really swing! Suits from \$89.50 to \$99.50. Better yet—'Botany' 500 Custom Royal and Connoisseur suits in superfine worsteds—the ultimate for the man who demands it. From \$105.00 to \$120.00. You have it all with... **'BOTANY' 500 tailored by DAROFF**

For the name of the nearest 'Botany' 500 dealer and how 'Botany' 500 is made, write: H. Daroff & Sons, Inc., Philadelphia, Pa. 19101
© 1968, H. Daroff & Sons, Inc. Available in Canada, Peru, Australia and Japan. All rights reserved. No part of this advertisement may be reproduced without the written permission of H. Daroff & Sons, Inc.

A woman with long, wavy red hair stands on a rocky, purple-hued ground. She is wearing a vibrant purple, long-sleeved, form-fitting dress with a cutout at the waist and matching purple strappy high-heeled shoes. The background is a dramatic, textured mix of red and purple, suggesting a sunset or a stylized landscape. The overall mood is bold and artistic.

Revlon invents
action-now skincare



Somebody had to break the rules

The woman who wore the first geometric haircut broke the rules.
Columbus broke the rules.
Florence Nightingale broke the rules.
And Dash broke the rules.

To make a breakthrough detergent for automatic washers, somebody had to break the rules. Dash did.

Dash cleans cleaner than any powder made for all automatics... because

Dash broke the rules to give you a cleaner wash.

The Rules —and how Dash broke them.

1) Measure 1 1/2 cups per workload.	Dash needed powder for power. You can only 1/4 cup of Dash where washing detergents recommend 1 1/4 cups. Concentrated fury. We call Dash "The Little Giant."
2) Make lovely suds.	Dash swapped excess suds (they can clog your wash) for clear, clean rinsing.
3) Be all things to all women.	a) Dash is for laundry and only laundry.
a) Clean dishes, woodwork, tiles and trim, as well as clothes.	b) Dash is for automatics and only automatics.
b) Wash in a wringer and tub as well as machines.	

Non-Conformist
Lip Colors... The
1960 Look by
Alexandra de Markoff



PHARMATIC RED OR PHARMATIC PINK TOPPED WITH MINT, LEMON, BERRY OR FRAGRANCE...
SONWIT TELLER • FREDERICK & WILSON • JULIUS GARDENCKEL & CO. • L. MAHNEY & CO. • TIBBETTS & BROWN CO.
and other leading department and specialty stores

Advertisement Services
Creative & Design

Since 1926, women have
changed their hairdos, their eyelashes,
their lipsticks, their noses, their hats,
their dresses, their shoes, their
shapes, their shopping habits, their
husbands and their
ideas about life in general.
But not their perfume.



Shalimar by Guerlain (1926—)

I dreamed
I went
to work
in my
maidenform bra

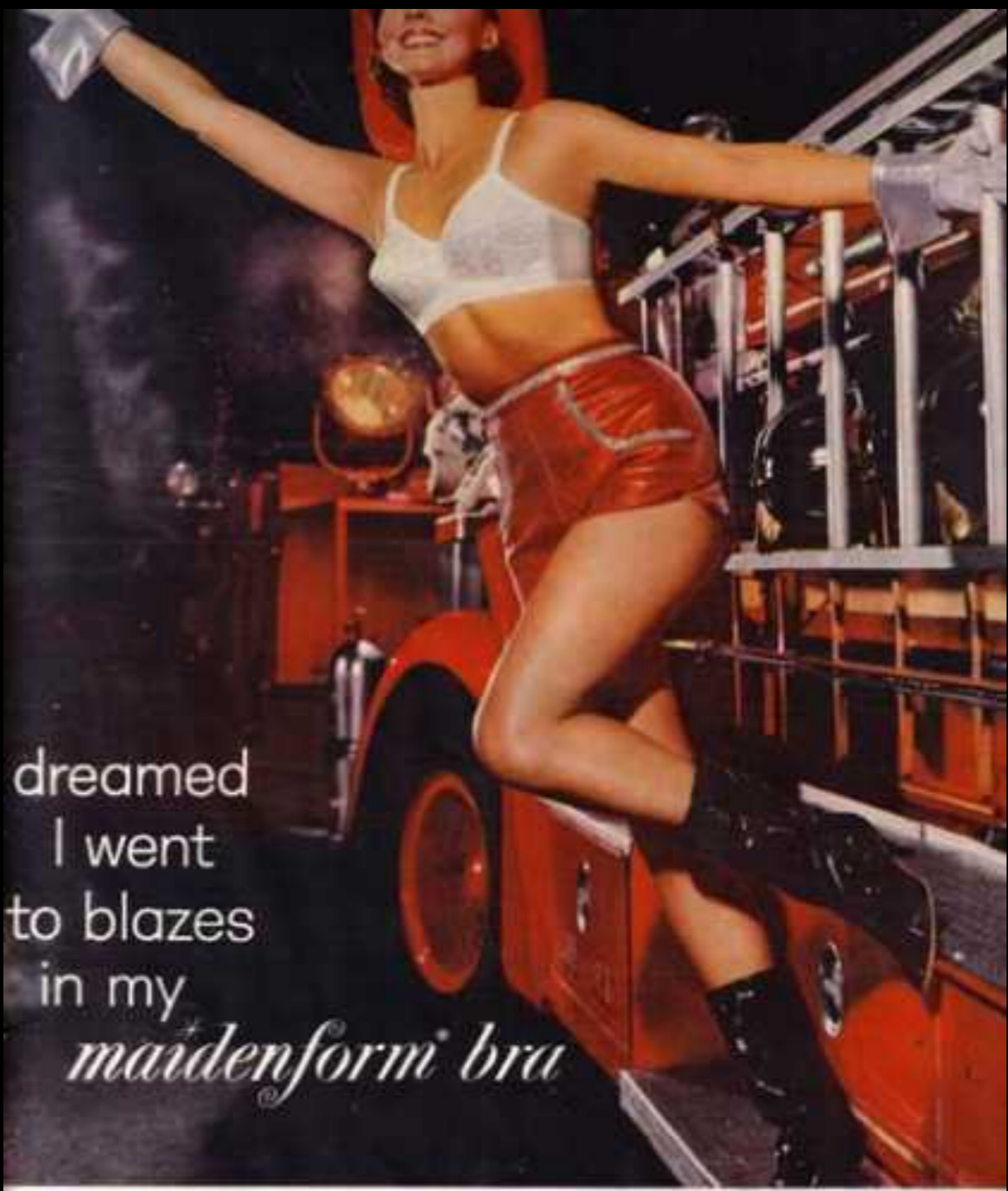


ANSONETTE* with famous 'circular-spoke' stitching

Two patterns of stitching on the cups of this bra? Circles that uplift and support, spokes that emphasize your curves. This fine detailing shapes your figure naturally—keeps



2.00



I dreamed
I went
to blazes
in my
maidenform bra

Scroll*—new bra with 'hug-and-hold' band...

...or keeps it from riding up! You'll feel this bra 'breathe' with you thanks to elastic insets under the cups. Bend, twist or stretch; these unique features keep Scroll snugly in place. Circular-stitched cups over-stitched with scroll designs, give you firm, shapely support. White, A,B,C cups. 2.50
...or available with elastic back and reinforced under cups, 3.95.



2.50



I dreamed I bowled them over
in my *maidenform bra*

ET MUSIC*...dreamy new Maidenform bra...spoke-stitched cups for gently rounded curves—newest yet
to look. Laminated undercups for never-let-you-down uplift 2.80. Also Sweet Music Full Length. From

the sexual revolution



**you get the idea our Firebirds are in a class by themselves,
you get the idea.**

But just another sports car isn't really all that hard. They're crawling with inspiration.

That's not the Pontiac way. The search for something more than the driving force in Wide-Track country.

It is why Pontiac's engineers refused to stop with merely the sleekest looking cars ever to sweep the macadam. Add wide oval eyes. Add a manual collapsible space. Add

But even that wasn't enough. So they designed five Firebirds—for every kind of driving. From the standard Firebird that puts out 165 hp from its regular-gas, Overhead Cam Six, to the vaunted 325-hp Firebird 400.

Naturally, all Firebirds share the same exciting interiors, and GM's standard safety package. So all you have to do is choose which one of our fabulous Firebirds is for you. (Some things

Get what you've always wanted



**the great grooming action
of a hair cream from a liquid.**



If you haven't been getting all you want from a liquid hair groom, get new Score Liquid. Gives you the great grooming action of a cream. That's because new clear Score Liquid is made by the men who make clear Score Hair Cream. So you get great grooming action. And you also get Score's famous greaseless look, Score's famous masculine scent.

Score Liquid Hair Groom



Score—Three Ways™ Hair Cream, Spray Deodorant, Liquid Hair Groom.



Wild! is the word for the uninhibited jungle heat of Tigress
Parfume Extraordinaire...made in France by *Fabergé*



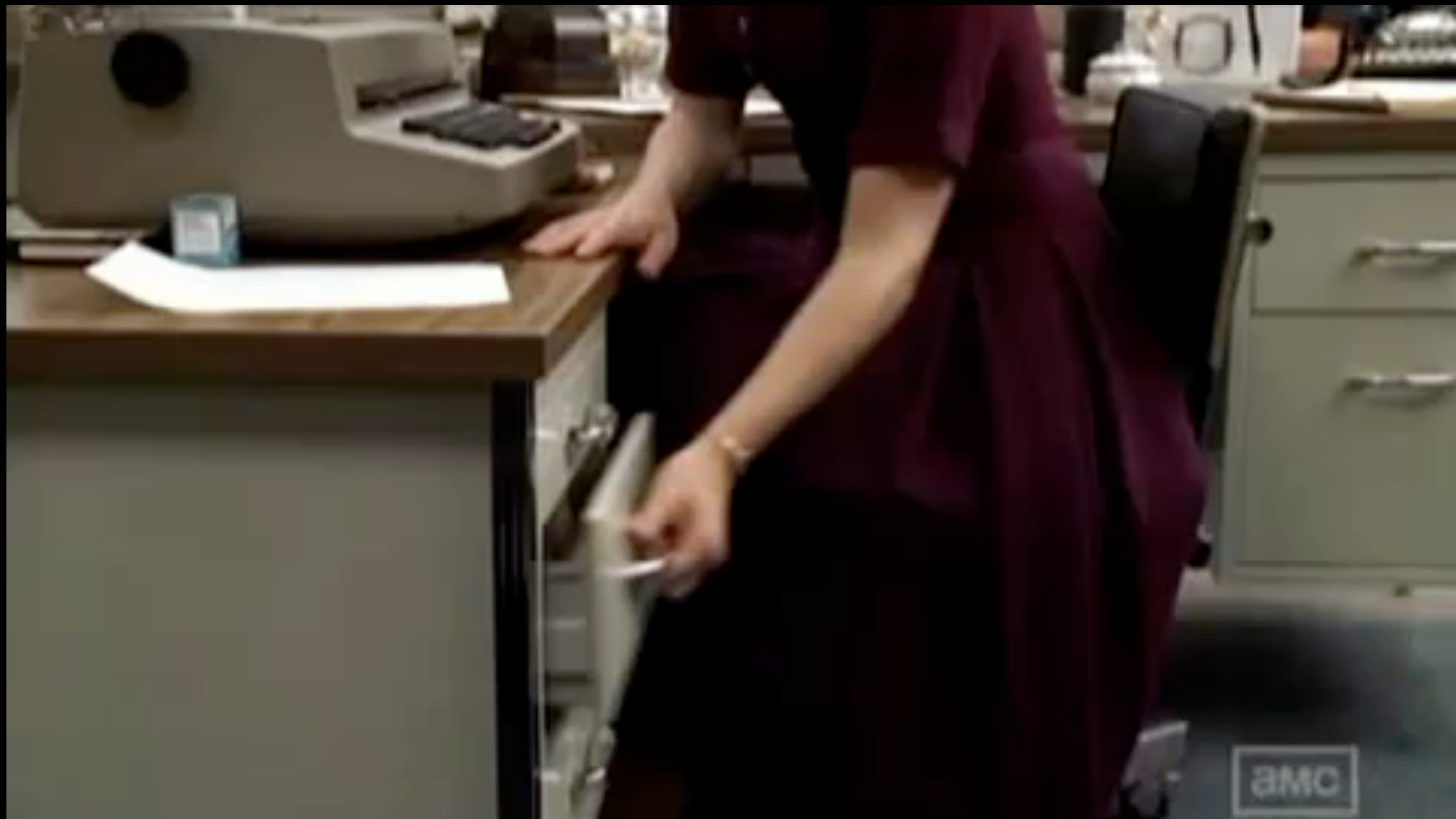
I never say no to Catto



I often said no to other Scotches.
They were either too heavy
or too light.
Then I gave Catto a try.
At last!
A just-right Scotch.
Just light enough.
Me say no?
I never say no to Catto.

Catto Gold Label Scotch





MAD MEN - "You're the dessert!" 1.02



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Mad Men "Smoking Pitch"



nikkibaby1801 · 8 videos



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308 views



1



0



Think small.

Our little car isn't so much of a novelty any more.

A couple of dozen college kids don't try to squeeze inside it.

The guy at the gas station doesn't ask where the gas goes.

Nobody even stores at our shop.

In fact, some people who drive our little

firver don't even think 32 miles to the gallon is going any great guns.

Or using five pints of oil instead of five quarts.

Or never needing anti-freeze.

Or racking up 40,000 miles on a set of tires.

That's because once you get used to

some of our economies, you don't even think about them any more.

Except when you squeeze into a small parking spot. Or renew your small insurance. Or pay a small repair bill.

Or trade in your old VW for a new one.

Think it over.



Lemon.

This Volkswagen missed the boot.

The chrome strip on the glove compartment is blenished and must be replaced. Chances are you wouldn't have noticed it; Inspector Kurt Kroner did.

There are 3,389 men at our Wolfsburg factory with only one job: to inspect Volkswagens at each stage of production. (3000 Volkswagens are produced daily; there are more inspectors

than cars.)

Every shock absorber is tested (spot checking won't do), every windshield is scanned. VWs have been rejected for surface scratches barely visible to the eye.

Final inspection is really something! VW inspectors run each car off the line onto the Funktionsprüfstand (car test stand), tote up 189 check points, gun ahead to the automatic

brake stand, and say "no" to one VW out of fifty.

This preoccupation with detail means the VW lasts longer and requires less maintenance, by and large, than other cars. (It also means a used VW depreciates less than any other car.)

We pluck the lemons; you get the plums.





Lemon.

This Volkswagen missed the boat.

The chrome strip on the glove compartment is blemished and must be replaced. Chances are you wouldn't have noticed it; Inspector Kurt Kröner did.

There are 3,389 men at our Wolfsburg factory with only one job: to inspect Volkswagens at each stage of production. 3,000 Volkswagens are produced daily; there are more inspectors

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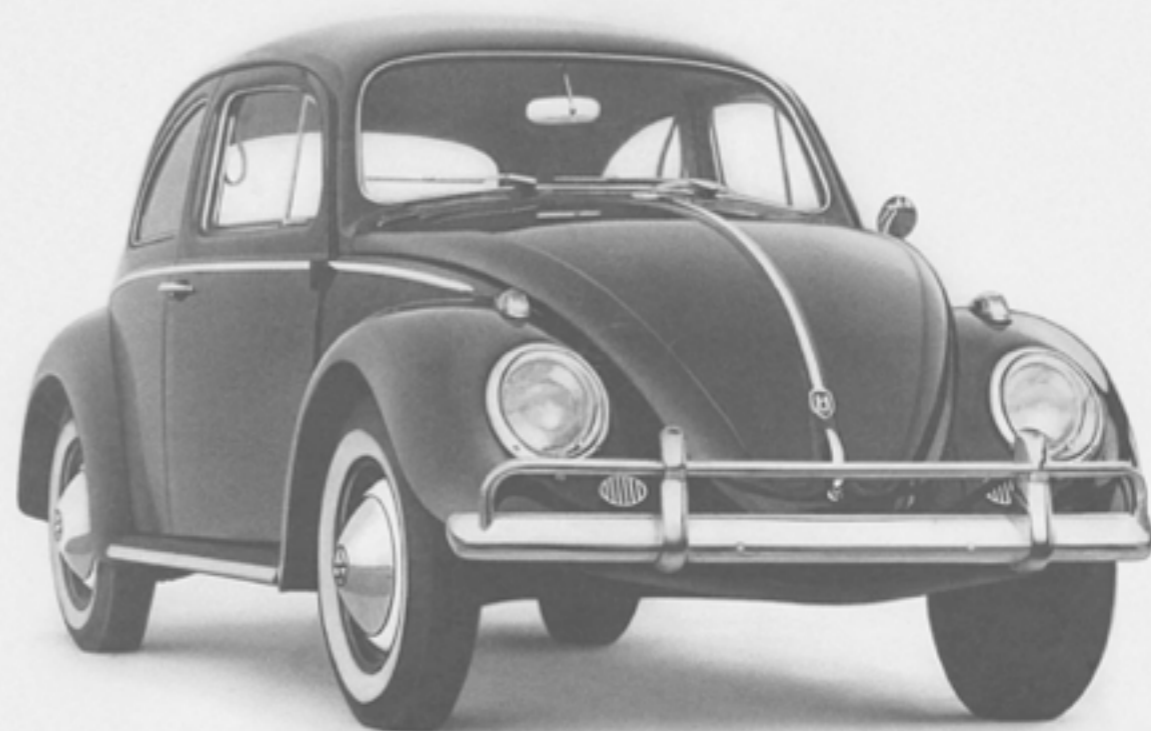
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We pluck the lemons; you get the plums.



This ad was not a lemon.

Although this ad originally ran in the 60s, it's still considered to be one of the world's most successful newspaper advertisements.

It was one of the many famous print ads that helped VW build their brand.

And VW still use newspaper advertising today to effectively support their brand strategy, proving that newspapers are still the most reliable of vehicles.

But this medium doesn't just build brands over the long term. Independent research shows that newspaper advertising makes an immediate sales impact and delivers lasting sales uplift. Particularly when used in conjunction with TV.

In fact this combination way outperforms other media combinations.

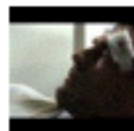
So, like the lovable Beetle, newspaper advertising

is your simple, hard-working, utilitarian medium.

And with 37 million weekly readers spending an average of 40 minutes per paper, when it comes to selling your brand, newspapers are a peach. Not a lemon. www.nmauk.co.uk/iconicads

NMA NEWSPAPER MARKETING AGENCY
NEWSPAPERS DELIVER

mad men, volkswagen ad



inmediarescurator · 36 videos



Subscribe

11

34,745

35 0

race/ethnicity

LIGHTER,
LOVELIER
SKIN
BEAUTY
FOR YOU...

THE ARTRA PROMISE

Artra promises—a complexion fresh and bright as springtime. Soft and glowing as moonlight! Artra, with miracle-magic Hydroquinone, acts gently, but with deep-down thoroughness—to lighten and brighten your skin. To crown your skin in luxurious softness, too. And without oiliness—because Artra vanishes! Try Artra today. That famous Artra Look can't belong to you!



Distributed By Artra Cosmetics, Fairbairn, New Jersey

1 OZ. 65¢ - 3 OZ. \$1.50 Post. Inc.



**"He used to duck me, now he dates me
...and it all started when I started using Nadinola"**

NADINOLA often spells the difference between going out on the town or out of the rooming. Because NADINOLA Bleaching Cream can bring you a lovelier complexion. And a lovelier complexion can attract men like a flower attracts bees. This is mostly because of A-M NADINOLA's special medicinal ingredient.

A-M turns the trick! This special medicinal ingredient is the secret of NADINOLA's success. Each application of NADINOLA puts wonderful working A-M to work. It lightens and brightens your complexion. Helps to overcome embarrassing big pores, blackheads and other surface blemishes. Gives your skin

becomes smoother and softer to feel, lovelier and clearer to look at.

Choose from two equally effective types of NADINOLA. One is for oily skin, one for dry skin. Each gives the same dramatic results. And each is guaranteed to bring out a lighter, brighter you—or your money back! Pick up NADINOLA at your store... then watch romance pick up in your life. NADINOLA, Chattanooga 8, Tennessee.

NADINOLA®
BLEACHING CREAM



SEE ONLY SKIN!
Nadinola Bleaching Cream is a true skin purveyor. Brightens skin, restores white of the face from 75¢ to \$1.50.

We ask Simca 1000 owners:

What makes Simca 1000 a great women's car, too?



Mrs. Margaret Swenson, Garden Grove, Calif.: "I thought I was in love with my other import, but I won't even look at it now! Plenty of room and four doors makes my Simca 1000 ideal."

Mrs. Rosemary J. Schell, Colorado Springs, Colo.: "It's a pleasure to drive. On my first state trip, I was still raring to go, even after 300 miles."

Mrs. Charles J. McCullough, Wellesley, Mass.: "It has much more zip than another import we owned. It's a 'fun car' to drive."

Mrs. Lewis H. Abrams, Fairfax, Va.: "I am nothing less than ecstatic about this grand little car! What I like most are the economy, room, and styling. It's cute!"

Mrs. Albert L. Tapp, Columbus, Ohio: "I like the easy parking and general convenience. So many people question me about it that I give lectures at traffic lights, parking lots, drive-ins, everywhere. I just love it!"



SIMCA DIVISION



CHRYSLER
MOTORS CORPORATION

**Chrysler's 1965 economy car for every member of the family.
Simca 1000—with the 5-year/50,000-mile warranty*—\$1595****

***So well built it carries this 5-year/50,000-mile warranty!** Chrysler Motors Corporation warrants for 5 years or 50,000 miles, whichever comes first, against defects in material and workmanship and will replace or repair at a Simca Dealer's place of business the engine block, head and internal parts, water pump, intake manifold, Trans-Axle parts and rear wheel bearings of the Simca 1000. Provided the owner changes engine oil and re-adjusts cylinder head at first 500 miles and thereafter changes engine oil every three months or every 3,000 miles, whichever comes first, checks oil separator every six months (spring and fall), checks valve-train on other every 6 months and replaces it every 2 years; checks the automatic ventricular valve oil filter cap and changes Trans-Axle lubricants every 6 months or 6,000 miles, whichever comes first, and every 6 months lubricates, examines all the service to a Simca Dealer or other Chrysler Motors Corporation Dealer and asks him to certify receipt of such maintenance and his car's mileage.

Chrysler's Lowest-Priced Car! 1965's suggested retail price: 4-door 1595, 2-door 1545, 4-door 4-door 1595, 2-door 1545, 4-door 1595, 2-door 1545. *Warranty's optional. **MSRP.

Long sleeves and baby feet
describe with cotton pants and
billy tee ensemble (below, \$1 by
Della Ross for A&P). With a rasta
Della Ross's show just show that
the year also give through \$99.

THE HAREM LOOK





With 34 wives, even a king has to cut a few corners.

It's not surprising you have always been a people's car. But a king who has 34 wives actually doesn't have very much space to spare.

Or very much money. (Things have been tight all over lately in the King's court.) Which makes the VW Beetle an ideal car for a Volkswagen family like yours.

The price of a brand new 1967 VW Beetle is \$1,999.

That's not a lot of money for the price of a week's entertainment. And a VW Beetle has a lot of room to spare.

It's not just the price of a week's entertainment. It's the price of a week's entertainment.

A Volkswagen will come with you everywhere. It's not just the price of a week's entertainment. It's the price of a week's entertainment.

It's not just the price of a week's entertainment.

But when it's not being taken apart, a VW Beetle together with you, is a car that's not just a car. It's a car that's not just a car.

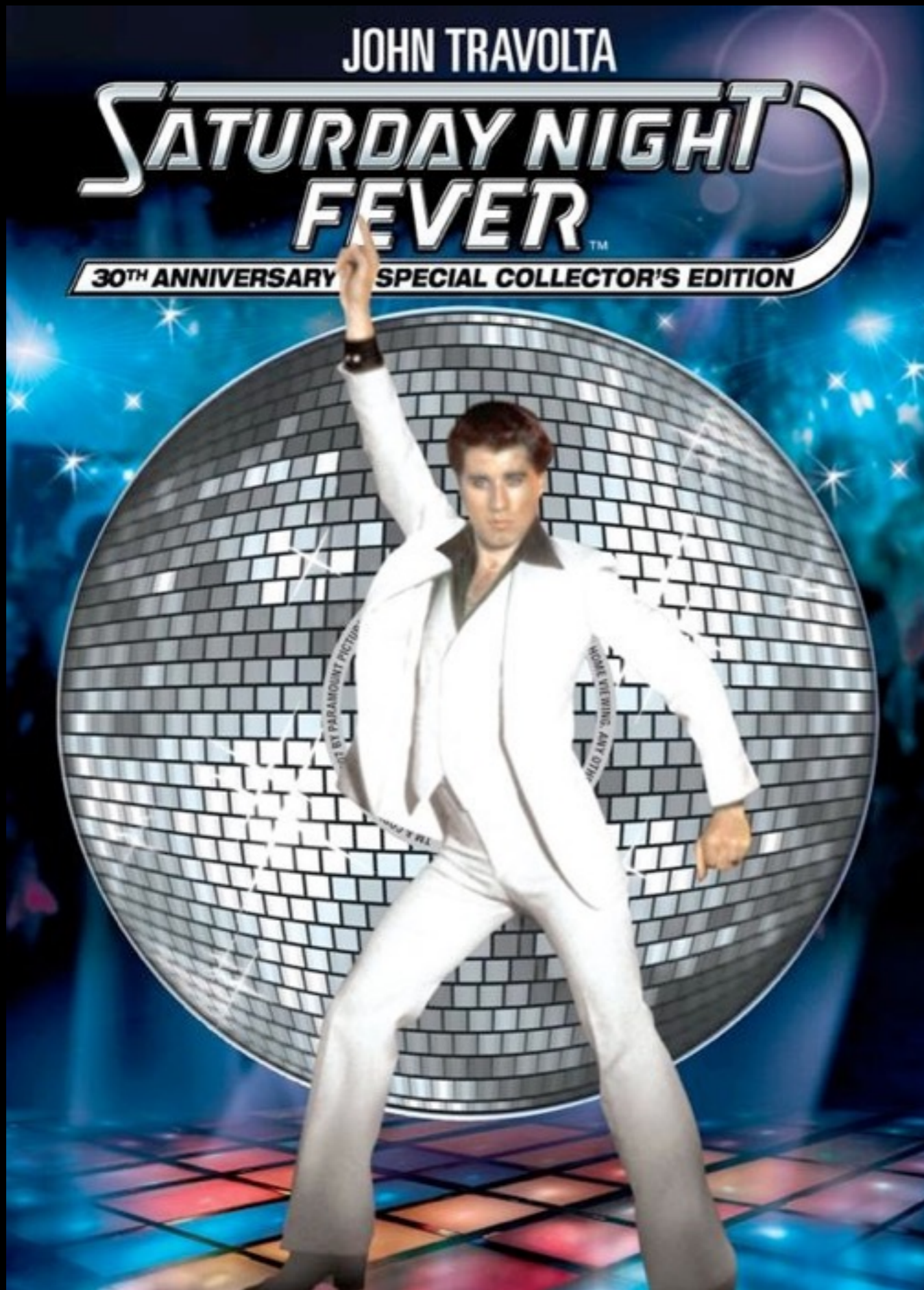
It's not just the price of a week's entertainment. It's the price of a week's entertainment.



1970s:
the “me decade”

1970s: the “me decade”

- characterized by
 - narcissism
 - selfishness
 - personal rather than political awareness
(Shulman, p. 145)



Video:

Saturday Night Fever
(1977)

How to say 'I love me.'

It's not cool to be cool anymore.

Now it's right to tell the world just how you feel.
About ideas. About emotions. About you.

And the way to do it is by letting the world see you the way you want to be seen.

In fur.

Fur tells everyone you feel warm, womanly and worth a lot. Not only outside. But inside, too. Because when you know you look wonderful, it shows.

So show off. In your own way.

If mink makes you feel secure on Saturday night and sexy at the supermarket, wrap yourself in mink.

If you want to spend a bundle on something to bundle up in, stone marten's for you.

Your feelings touch the sky but your bank balance isn't astronomical? O.K. How about yards and yards of fox or lynx?

This winter say "I love me." Out loud. And outside. With fur.

Furs shown left to right: Mink, marten, fox, Stone marten, Silver fox and Shearling. Beautiful fashions. Prices range from \$700 to \$1000.



You'll love yourself in fur.

Not licensed by The American Fur Industry (AFFI) to the endorsement of goods and all are labeled as to country of origin. Available at fur stores or write: The American Fur Industry, 150 W. 57th St., New York, N.Y. 10019.

"Nobody ever returned a diamond for being a size too large." Lauren Bacall

As you might suspect, Lauren Bacall's gift list is a bit larger than most. Which is one reason she can't be bothered remembering things like sizes.

The solution, of course, is a set of monogrammed gold cufflinks instead of a monogrammed shirt. A quartz watch instead of silk pajamas.

And, maybe an opal and gold ring instead of gloves.

And since you can select all your gifts from row upon row of diamonds and precious gems, aisles of gold jewelry, tiers of watches, walls of silverware and pewter and centuries of antiques, you might even find a little something for yourself.

A. 14 karat gold bracelet with a buckle of 85 diamonds totaling over 4.5 carats. \$6000.

B. Emeralds and diamonds set in an 18 karat gold ring. \$2500.

C. A heart of 20 marquise-shaped diamonds, totaling over 2 carats, set in a 14 karat gold pendant/pin. \$2900.



601 FIFTH AVENUE at 54th STREET: Monday-Friday 10AM to 6:30PM, Thursday to 8:30PM, Saturday to 5:30PM, Sunday from Noon to 5PM. Call (212) 758-6000. Out of New York State call toll-free (800) 223-2326. Also in WESTBURY, N.Y. on Old Country Road and PARAMUS, N.J. at Paramus Park Mall. We have the American Fur Industry's Security Guard Service.

Fortunoff, the source, on fifth.

NEW YORK WESTBURY, L.I. PARAMUS, N.J.



All of a sudden jewelry boxes don't seem so stupid.

All of a sudden jewelry isn't just a ring or two, a bracelet, and maybe a pair of earrings. It's a ring or two or ten, bracelets up to here, and earrings, earrings, earrings. Enter Buxton. With more than thirty different kinds of jewelry boxes in almost every color you can think of. From \$3.50



Misty \$8.00



Lavender \$15.00



Golden Bazaar \$12.50



Conquistador \$21.00

BUXTON

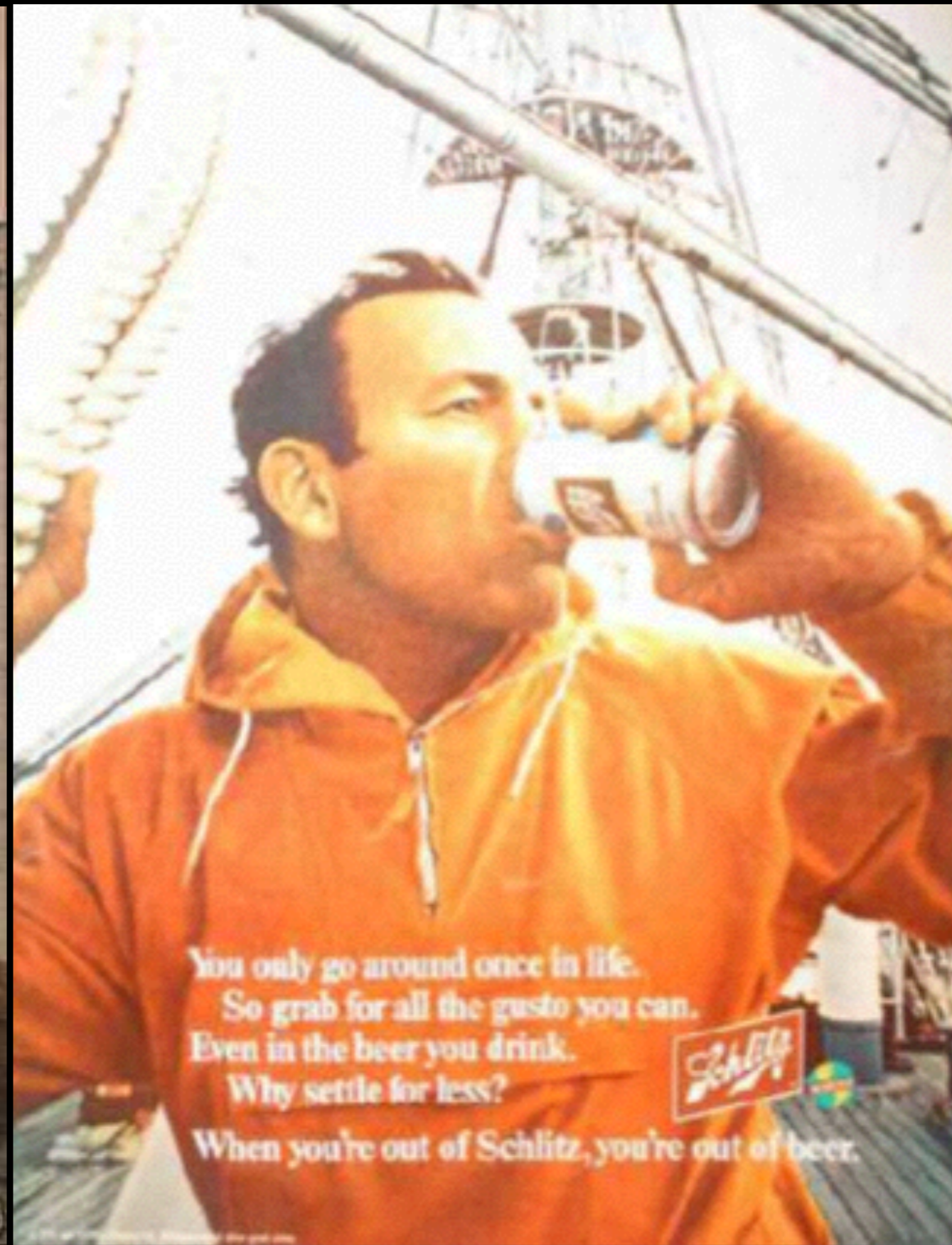
Seagram's V.O.
For people who get the most out of life.

They seem to do everything. And they do it right. Even when it comes to having a drink. It has to be Seagram's V.O. Very special. Very Canadian. Known by the company it keeps.

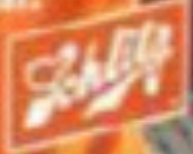
Seagram's **V.O.** Canadian



SEAGRAM'S V.O. IS A REGISTERED TRADEMARK OF SEAGRAM'S VERY SPECIAL VERY CANADIAN LIMITED, NEW YORK, N.Y.



You only go around once in life.
So grab for all the gusto you can.
Even in the beer you drink.
Why settle for less?
When you're out of Schlitz, you're out of beer.





Step out

of the crowd

Be a fashion leader in Fortune shoes



Fortune

with Nylon Lining \$19

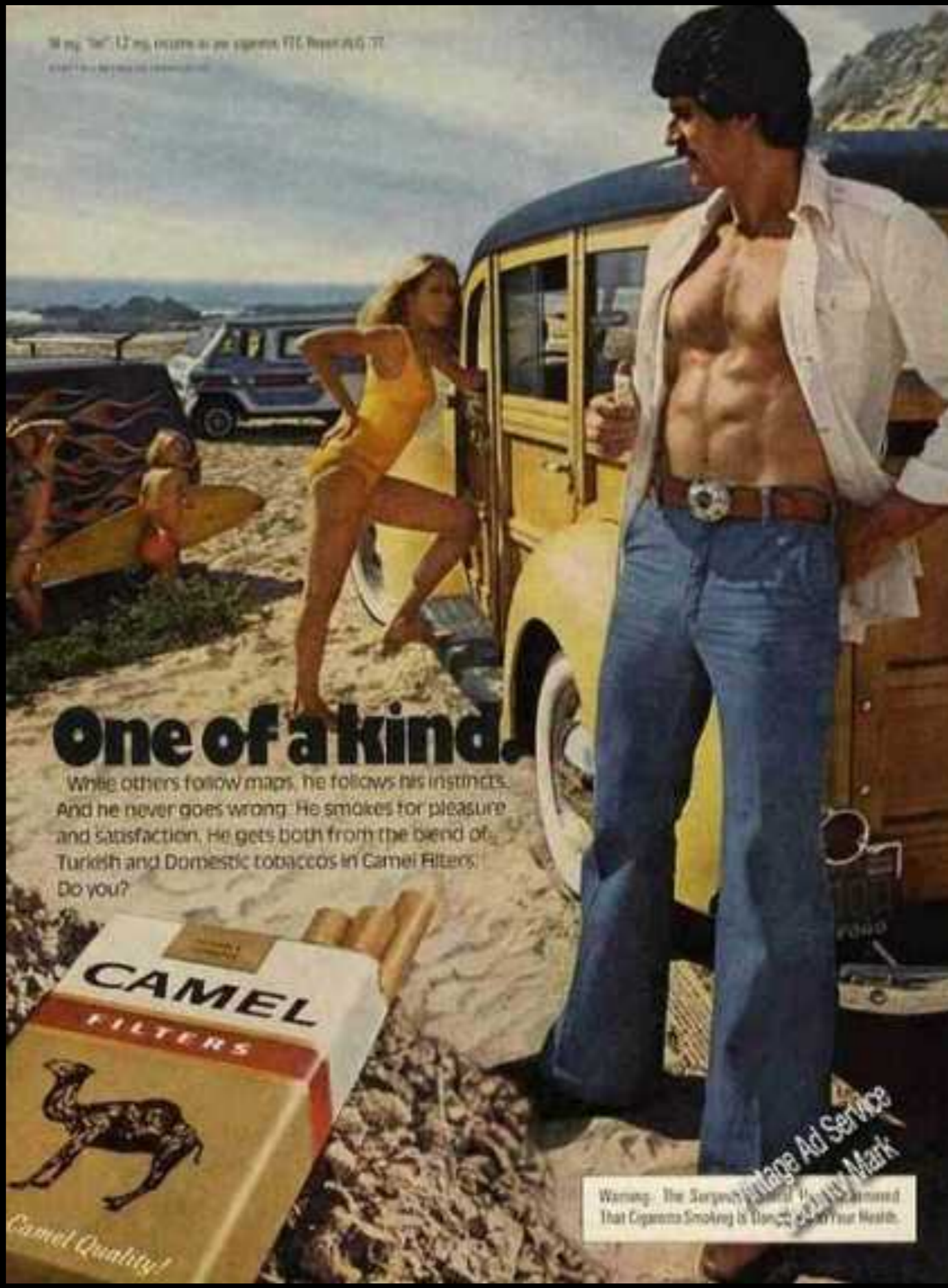
ENJOY.

As a male animal you're entitled to a little enjoyment. Mr. Hicks Slacks could well add something to your triumphs. Try a pair. Soon.



18 mg. "tar", 1.2 mg. nicotine av. per cigarette. FTC Report 10/10/77.

© 1977 Philip Morris Inc.



One of a kind.

While others follow maps, he follows his instincts. And he never goes wrong. He smokes for pleasure and satisfaction. He gets both from the blend of Turkish and Domestic tobaccos in Camel Filters. Do you?



Warning: The Surgeon General Has Determined That Cigarette Smoking is Very有害 to Your Health.

Camel Filters
Camel Quality
Camel Mark

JOIN THE DEXTER
fashion movement.



“The ‘70s was the decade in which people put an emphasis on skin, on the surface, rather than on the root of things. It was the decade in which the image became preeminent because nothing deeper was going on.”

(Norman Mailer, qtd. in Shulman, 145)



Extroverted Shirts. If you're fat and forty, forget it.

All of a sudden, it's Spring. And along comes Arrow with flowers in every color except Striking Violet. Shirts that can stop—as well as start—any conversation. High-hand, 4½ inch collars, rounded

double- and triple-button cuffs, in a taper that's unmanicured, unmanicured, not pointed, buttoned, buttoned. These shirts are not really for every-
one. Or at least, not for every body. **-Arrow-**

Mach II by Arrow



BRYLCREEM SAYS DON'T MEASURE YOUR SEX APPEAL BY THE LENGTH OF YOUR HAIR.



← NOT SEXY

SEXY →

A. Sideburns too long and too wide. End result: not too terrific. We said goodbye to sideburns and let his hair grow 1½ inches all over. Then gave it a layered cut.

Also recommended: frequent shampooing with Brylcreem Once A Day Shampoo to condition the hair while washing away excess oil, dirt and loose dandruff.



B. This guy was fighting natural curl with a cut that was too closely cropped on sides and back. We let it grow for two months and shaped it.

Because curly hair is porous and tends to dry out quickly, we used a dab of Brylcreem to condition while helping to keep the hair neat and manageable all day.



C. Too much hair, too little face. We took off 5 inches. Gave him a scissor cut, parted on the side to add more width and fullness to the top.

When hair goes through this change from very long to short, it needs about a week to lay right. Help it along with Brylcreem Power Hold, a specially formulated control hair spray that provides real holding power all day.



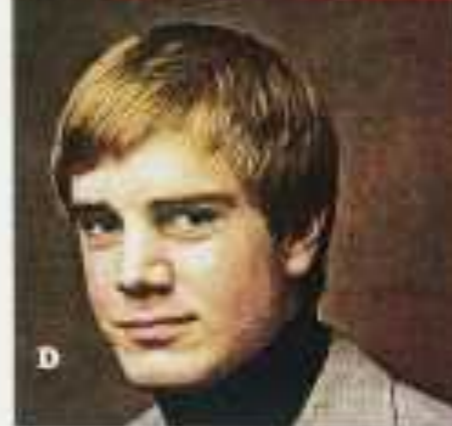
D. This guy's hair was all wrong for the shape of his face. Too long in back and too much of one length.

We cut off 2½ inches in front, 3 inches in back. We layered it on top for more body and gave him a geometric cut along the edges for the New Short look.

Brylcreem believes that sexy is as sexy does. And when your hair really does something for you, then you've got sex appeal.

The Brylcreem group.

We've come a long way since "a little dab'll do ya."



I don't judge my cigarette by its length.

There's only one reason to smoke: taste.
Not length. Not looks. Winston Super King gives me
the real Winston taste I like and the extra
length I want. So I get as much taste per millimeter as
any cigarette can give. For me, Winston is for real.

Warning: The Surgeon General Has Determined
That Cigarette Smoking Is Dangerous to Your Health.

Ehrenreich, *Hearts of Men*

- popular psychology of the 1950s to 1970s
 - people's impulses are basically good
 - potential for creativity is vast
 - spontaneity is preferable to stagnation
 - life is an 'adventure,' not a tragedy (p. 89)

self-actualization (Maslow)

- all trajectories are possible
- old end-point of “maturity” replaced by emphasis on individual, unique growth and self-expression (Ehrenreich 91-92)

FORGET WHAT MAMA LIKED.



First, Marquise was a little on the defiant side. Now it's a contemporary classic. Very subtle and sophisticated. Very clean and crisp. Architectural in its simplicity and reality. And totally unpretentious. It's on display today in most unstuffy furniture stores.

... THE SAME OLD THINGS BORE ME. HERE'S \$5 FOR YOUR COLOR BROCHURE "THE BEAUTIFUL ONES." ...

Name _____ Address _____
City _____ State _____ Zip _____

Experience in Interiors by Mohasco

CHROMCRAFT

CHROMCRAFT CORPORATION, DECATUR, MISSISSIPPI 39228

SL4

The Jaguar sedan.
A commitment to excellence.
A challenge to conformity.



Jaguars are, and always have been, strikingly individual cars. This is the result, not of any special competition to be different, but of a dedication to excellence that extends to every part of the car.

It is not enough, for instance, that Jaguar's engines be strong and powerful. They must also be smooth, responsive and very reliable.

It is not enough that the Jaguar sedan handles like a sports car, with all-independent suspension, four-wheel power disc brakes and rack and pinion steering. The car must also be accurately stable in motion, even at the extremes of high performance driving.

Not is conventional luxury sufficient to meet Jaguar's standard. The Jaguar dash is covered with real heated walnut, the seats are faced in top-grain hides and the level of quality throughout is remarkably complete. Even the thermally-ventilated self-cleaning air conditioning system and the AM-FM radio, 8-track tape deck and stereo-phonc speakers are standard equipment.

Even the Jaguar warranty is an uncommon

commitment. For 12 months, regardless of mileage, Jaguar will replace or repair any part of the car that is defective or that simply wears out, provided only that the car is properly maintained. The only exceptions are the tires, which are warranted by the tire manufacturer, and spark plugs and filters, which are routine replacement items. Thus, if they are defective, Jaguar will pay to replace them.

You may order the incomparable Jaguar XJ sedan powered by either the electronically fuel-injected, short-stroke V-12, or by the history-making double-overhead cam Jaguar Six, both with automatic transmission standard.

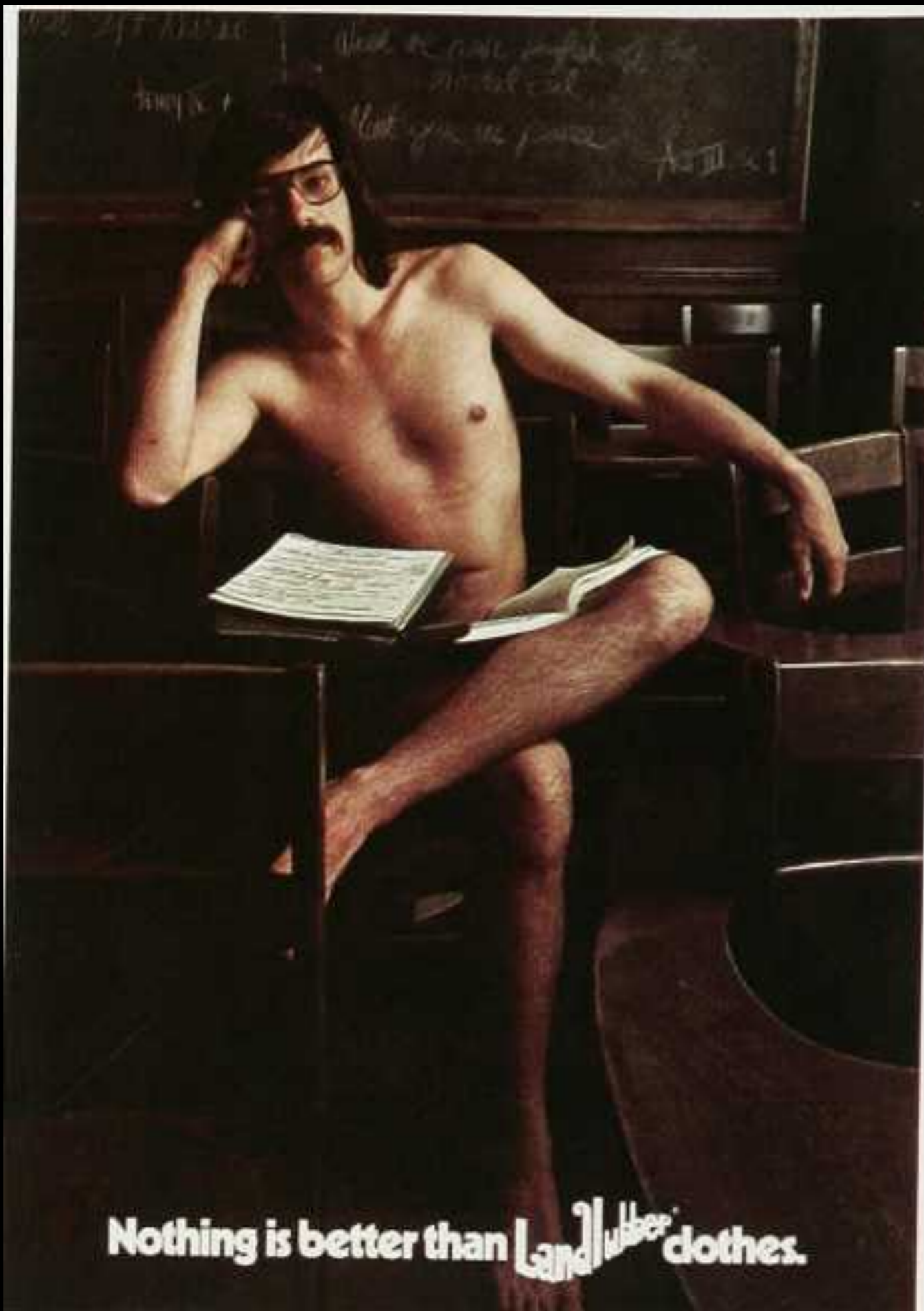
In either case, you will be in command of one of the world's few luxury high-performance cars built without compromise to the highest standards of performance, handling and security.

For the name of the Jaguar dealer nearest you, call these numbers toll-free: (800) 447-4700 or in Illinois, (800) 522-4400. British Leyland Motors, Inc., Lincoln, New Jersey 07036.



Jaguar





Nothing is better than Land Rubber clothes.

countercurrents

FILM

- American film reveals darker side of pop culture
- established sources of authority are assailed, mocked, undercut, and exposed

countercurrents

MUSIC

- popular music illustrates the tension between iconoclasm and authority
- rock music becomes “an ordinary social fact” and then corporatized
- rise of punk music

irony

- quotation marks around everything
- nothing taken at face value; nothing is serious
- implies a knowingness, an ability to see things for what they were, without romantic illusions (Shulman)

Beat the straight-laced shoe habit!

We did!

Sure they're different. Just like you. Because that's what boots are all about. Being your own man. Kick, rugged boots.

Boldly buckled and zipped. Cut handsomely high and higher. At most larger Sears, Roebuck and Co. stores. Some or similar styles in the catalog.

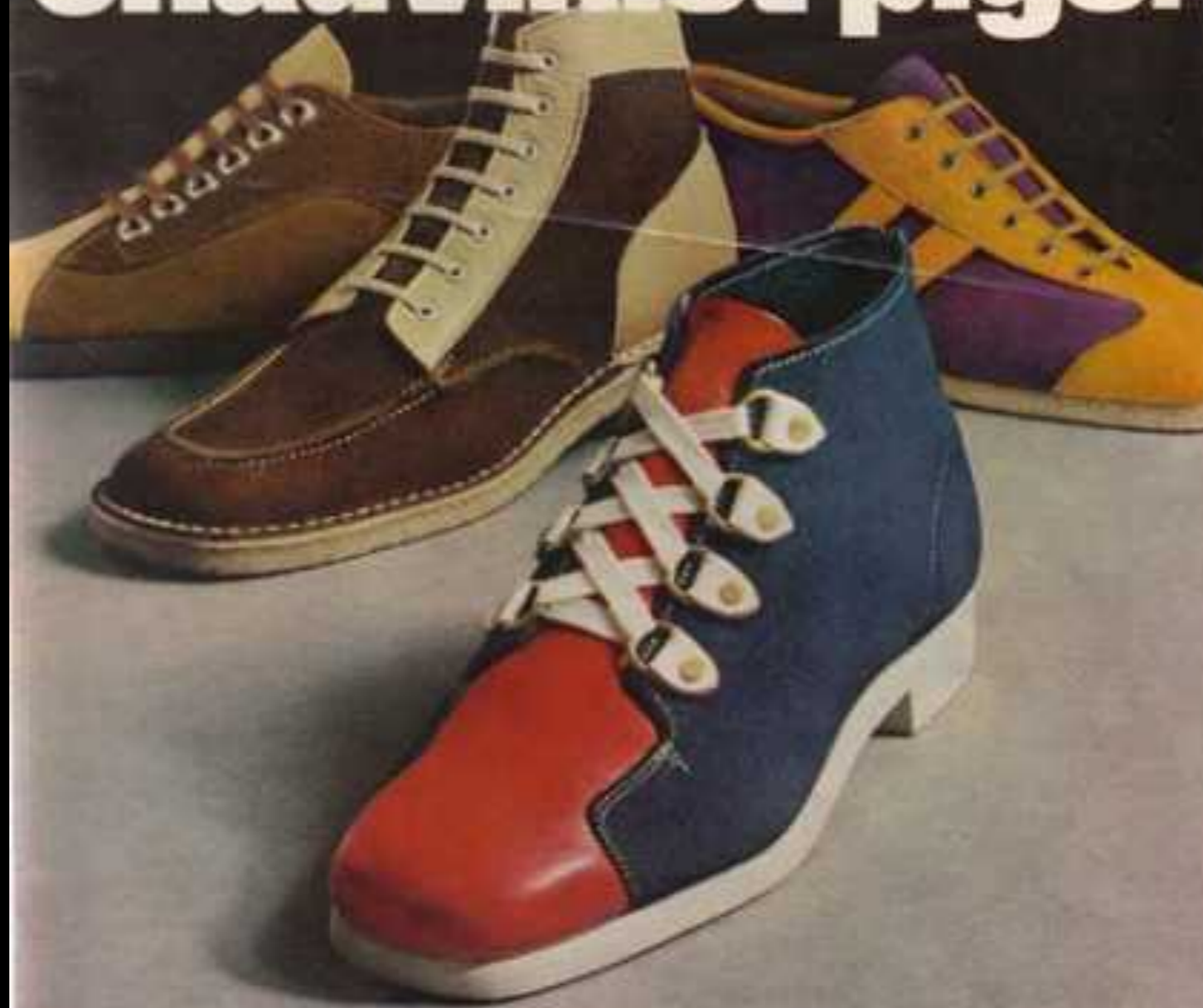
The Shoe Place at

Sears

The Men's Store



Attention male chauvinist pigs.



Salon. When the "USA" call us again for that it really means they think we're rugged, masculine, safe,
like these new Hush Puppies. Cool styling. Great color.
Plus comfort that just won't quit. Try a pair. From \$35. Call us about where to find them. Free.
Call 1-800-800-8000 (11:00am - 1:00pm EST)

They're more than shoes. They're



Hush Puppies®

Smug. And for good reason.



If you had a coat like this and you'd paid only ninety dollars for it, you'd be smug, too.
A Smug coat makes you look terrific. And it makes sense. It's an all-weather friend, because it's made of long-wearing, textured woven DACHOW® polyester Cavalry Twill, SCOTCHGARD® treated to repel stain and rain. So you can look smug whether the sun is shining or the rain is raining.

Gimbels

New York and Rock Island

Shown here in 18. Jacket, Top, Skirt, Bag, Hat and Scarf, \$99.99. Other coordinated coat/skirt/bag/hat sets. Sizes slightly larger than the Macys. Smug is a division of Gimbels Retailers, 130 Broadway Street, Boston, Mass. 02101. Copyright, 1977 by Gimbels Retailers. *Scotchgard registered TM 1968-69.

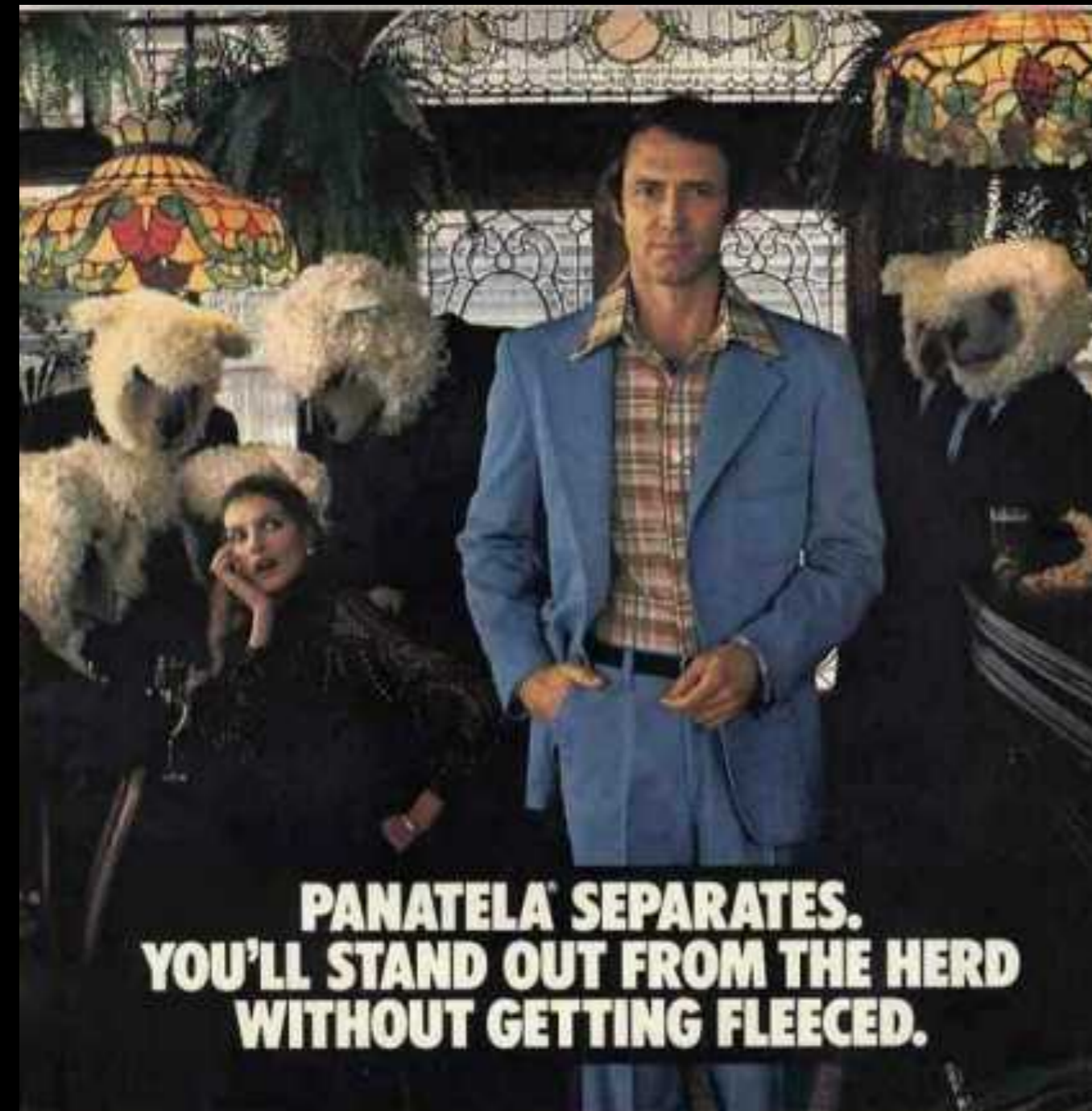
smug
e

THE NEW YORK STORE MANAGEMENT

WINDUP ALL DAY'S
SQUALLY PART



As you're fighting your way to the top
it helps to have a taste of what's up there.



**PANATELA SEPARATES.
YOU'LL STAND OUT FROM THE HERD
WITHOUT GETTING FLEECEED.**

Contemporary styling? Individual flair? They're just not in the herd's game plan. But they can be in yours.

At a price you can easily afford. For instance, the trashed twill slacks and jacket shown cost far less than many people spend on a sportjacket alone.

And, of course, all our slacks and sportjackets are made from wrinkle-resistant fabrics. And specially constructed to keep their "fresh-from-the-store" appearance. Panatela Separates. When going your own way is more important than going the way of the herd.



QUALITY NEVER GOES OUT OF STYLE.

*Managerial Services
Security Plans*



**PANATELA SEPARATES.
YOU'LL STAND OUT FROM THE HERD
WITHOUT GETTING FLEECEED.**

A man in sheep's clothing? Panatela wouldn't bear of it. Which is why the Panatela tradition of sound construction and exquisite styling is combined with prices just about any man can easily afford. For instance, the entire Royal Wareset (a remarkable new fabric with a soft, luxurious wool "feel") outfit

shown above costs less than many people spend on a sportjacket alone. And of course, all our slacks and sportjackets are made from wrinkle-resistant fabrics. In addition, they're specially constructed to keep their "fresh-from-the-store" appearance. Panatela Separates. When you don't want to follow the flock.



QUALITY NEVER GOES OUT OF STYLE.

Seventies sensibility creates a double identity;
works are both a parody (biting satire) and the
thing itself.

(Shulman, p. 157)

Help keep America beautiful.



© 2003 Revlon, Inc.

REVLON

Vintage All Services
Security Plans

Maddux the Magnificent | BY TOM VERDUCCI

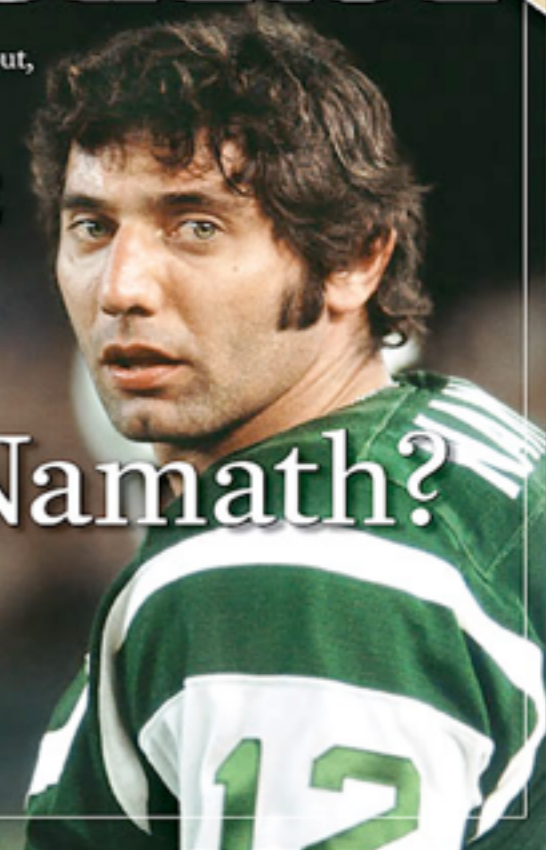
Sports Illustrated

EXCLUSIVE
COUNTDOWN TO THE
KOBE TRIAL
HOW MANY MORE SURPRISES?

There was, it turned out,
life after football...
A heartbreak of a life

WHERE HAVE YOU GONE, Joe Namath?

BY MARK KRIEDEL



SEPTEMBER 2014 www.si.com
\$6.99 (US) \$7.99 (CAN/UK)

The kind of guy who uses it doesn't need it.



Pub Cologne.

After Shave, After Shave Foam, Deodorant Spray, etc.

Under his Ralph Lauren jacket,
his Calvin Klein sweater,
his Bill Blass shirt,
Richard Todd wears Brut.



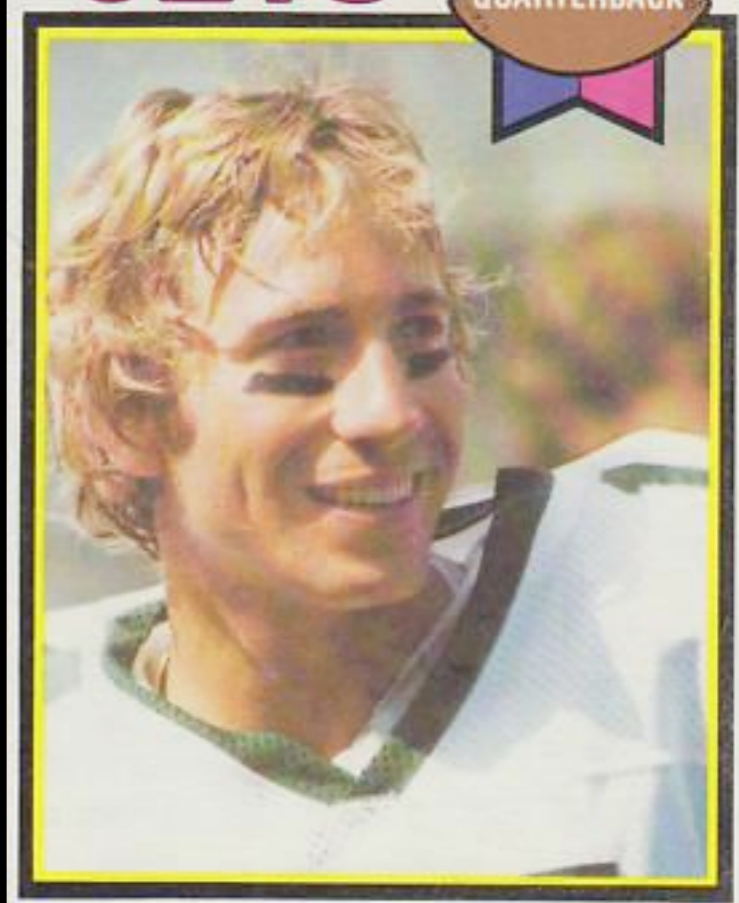
Here's how the New York Jets' star
quarterback puts it: "I like wearing clothes
by famous designers. After all, these
guys are fashion experts. But underneath
it all, I wear Brut by Fabergé. Because

they're the fragrance experts. Maybe in a
few years I'll be wearing different clothes by
different designers. But I'm going to
stay with Brut. Some things just never go
out of style."

Brut by Fabergé. The fragrance designer.

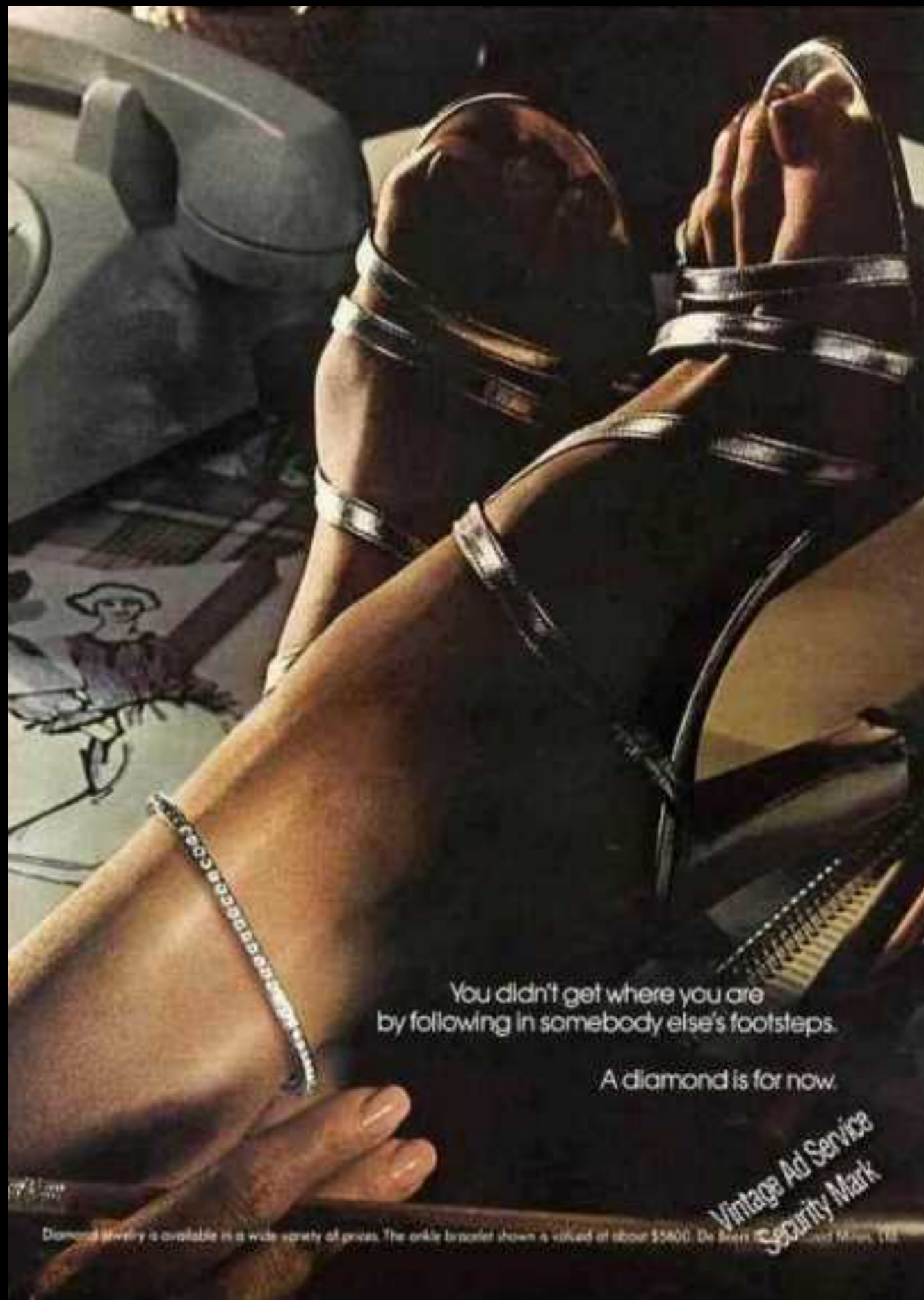


RICHARD TODD
JETS



Don't I look super, man?

Diamonds are suddenly more affordable.



You didn't get where you are
by following in somebody else's footsteps.

A diamond is for now.

Vintage Ad Service
Security Mark

Diamond jewelry is available in a wide variety of prices. The ankle bracelet shown is valued at about \$5400. De Beers is a registered trademark of De Beers Group of Companies. © 1999 De Beers Group of Companies.

two contradictory readings of the 1970s

- I. the world in disarray; a betrayal of sixties
passion and idealism; the culture passionless
and clichéd; a trashy postscript to the sixties

For whom the bells toll.



Ask not. They're for you. Our swinging bells have an ultra-slim fit, low rise and come in a ring-a-ding assortment of colors and fabrics. They're definitely becoming a novel American great. Talon zipper, \$6 to \$12. Apache shirts from \$6. Shoes from \$12. Higher in West. For retailers, write h.i.s., 16 E. 34 Street, N.Y. 10016. Available in Canada. Boys' sizes, too.

h.i.s.

“Every guy should be lucky enough to have a wife get his clothes clean at the utility company’s expense.”



**Cold Power cleaning in cold water.
The only thing that shrinks and fades is your utility bill.**

Every man should have an Imp he can call his own.

The one we suggest is
Imperial.

It's the one and only Imp
because it's sort of — well,
impish.

It may also be the
smoothest thing since
skin. So smooth it mixes
with everything.

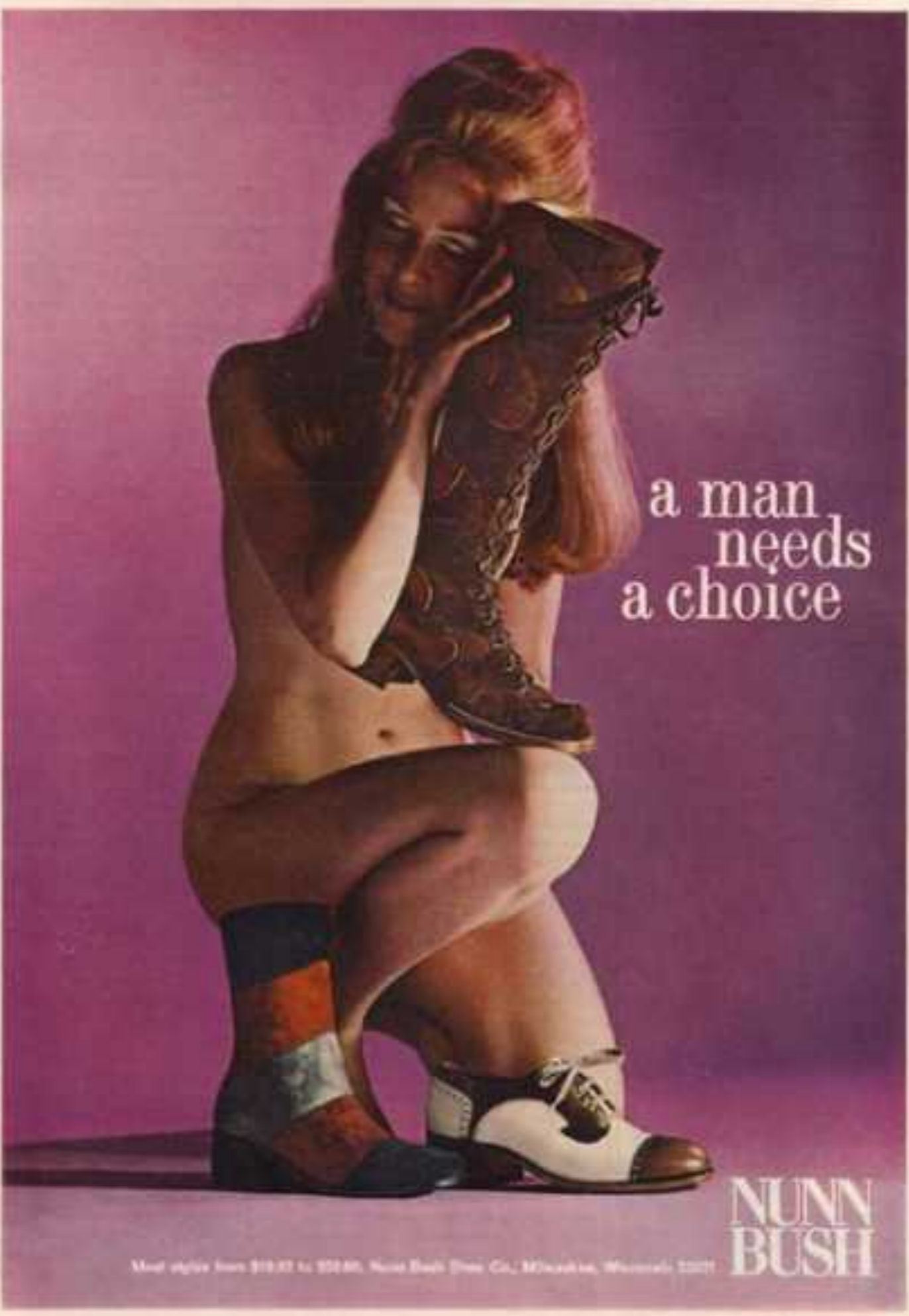
But at the same time,
Imperial does what you'd
expect an Imp to do.

It brings out the Imp in
all of us.



© 1975 - HARGREAVES & GARDNER, INC. BOSTON, MA
IMPERIAL WHISKEY - 40% ALC/VOL - 80 PROOF

*Vintage Ad Service
Security Mark*



a man
needs
a choice

NUNN
BUSH

Most styles from \$19.92 to \$24.99. Nunn Bush Shoe Co., Milwaukee, Wisconsin 53201

SOFTMAGIC™
with reinforced panty toe,
also in sheer-to-the-way
and colors. From \$1.29*

PANTI-PANTYHOSE™
with elastic grotch, also in
colored-toe and colors.
From \$1.49*

Assorted Fruit

Pantyhose
from 99¢

BUDGETER™
sheer-to-the-way, also
with reinforced
panty-toe. 99¢*

GREAT SHAPE™
control-top, with sandal
heel. \$1.99*. Also with
reinforced toe.
Colors. \$1.79
(not shown)

GREAT SHAPE™
sheer-to-the-way. \$1.99*

*Whatever style fits your style,
you'll feel sheer, comfortable, confident.
And Assorted Fruit of the Loom
prices from 99¢* fit nicely in a budget
for a busy lifestyle, too.
Ask for them at
your favorite store.*



*Manufacturer's suggested retail price. Manufactured under license from Fruit of the Loom, Inc., New York, NY



I want a girl,
 Just like the girl
 That married Dear Old Dad
 She'll wash the floors,
 Polish up the doors,
 And never make me mad.
 She won't smoke
 Or be a suffragette,
 She will always be my loving pet.

I want a girl,
 Just like the girl
 That married Dear Old Dad.



You've come
 a long way, baby.

Virginia Slims.

Smaller than the fat cigarettes men smoke.
 With soft Virginia flavor women like.



In 1917, Lola Haynes defiantly lit up a cigarette in the dry goods section of Donnelly's Department Store. Her moment of defiance, however, was cut short.

You've come
 a long way, baby.

Virginia Slims.



We make Virginia Slims especially for women because they are biologically superior to men.

That's right, superior. Women are more resistant to starvation, fatigue, exposure, shock, and illness than men are.

Women have two "X" chromosomes in their sex cells, while men have only one "X" chromosome and a "Y" chromosome... which some experts consider to be the inferior chromosome.

They are also less inclined than men to congenital baldness, Albinism of the eyes, improperly developed sweat glands, color blindness of

the red-green type, day blindness, defective hair follicles, defective iris, defective tooth enamel, double eyelashes, skin cysts,

shortsightedness, night-blindness, nonadism, retinal detachment, and white occipital locks of hair.

In view of these and other facts, the makers of Virginia Slims feel it highly inappropriate that women continue to use the fat, stubby cigarettes designed for mere men.



Virginia Slims.

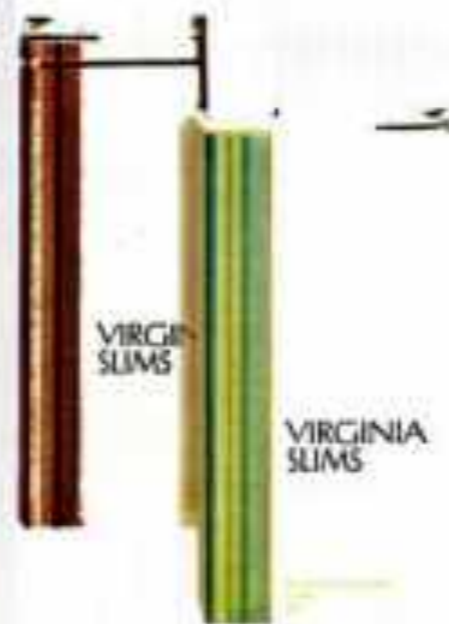
Slimmer than the fat cigarettes men smoke.
With rich Virginia flavor women like.

You've come a long way, baby.



You've come
a long way, baby.
**VIRGINIA
SLIMS.**

Slimmer than the fat cigarettes you smoke.



Warning: The Surgeon General Has Determined
That Cigarette Smoking is Dangerous to Your Health.

© 1985 B&W T Co. All rights reserved.

two contradictory readings of the 1970s

2. The seventies as an antidote to the melodrama of the sixties

“Those who came of age in the 70s were less idealistic, more realistic; less wild and less authentic and less sincere, but also less melodramatic and less violent. Less courageous, but also less foolish. Less moralistic, but more ethical. They were a sweeter, sadder, sexier, funnier bunch than the kids of the sixties” (Shulman 158).



In your wallet, you'll know it's right.



NEW **Pinto 3-door Runabout.** The rear seat folds forward to give you a carpeted cargo area that's five feet long. Bubbly seat covers. Camp gear. Luggage. This new Pinto comes there for what you want.

\$1919

Pinto 2-door suggested retail price. Car shown is equipped with white sidewall tires \$27, and ground effect \$95. Destination charges, dealer preparation charges \$7 and state and local taxes are extra.

It's the kind of value that'll give you a nice, satisfied smile. The 2-door Pinto. Or new 3-door Pinto Runabout (left). Both priced low like the small imports. And they averaged 30 mpg in simulated city/suburban driving. But from there on in, they're a lot more like a little car than the imports. Pinto is a do-it-yourself car.

There are almost 40 jobs you can easily handle. Things like changing the transmission fluid or changing the oil and oil filter. You can do a simple tune up—adjust the carburetor or replace the plugs, condenser and distributor points if necessary.

You can pick up a do-it-yourself manual and tool kit when you pick up your Pinto. And get ready to save right away.

Pinto calls for far less scheduled maintenance than VW. One-half as many oil changes. One-sixth as many lube jobs. The brakes are self-adjusting. So, here again you save.

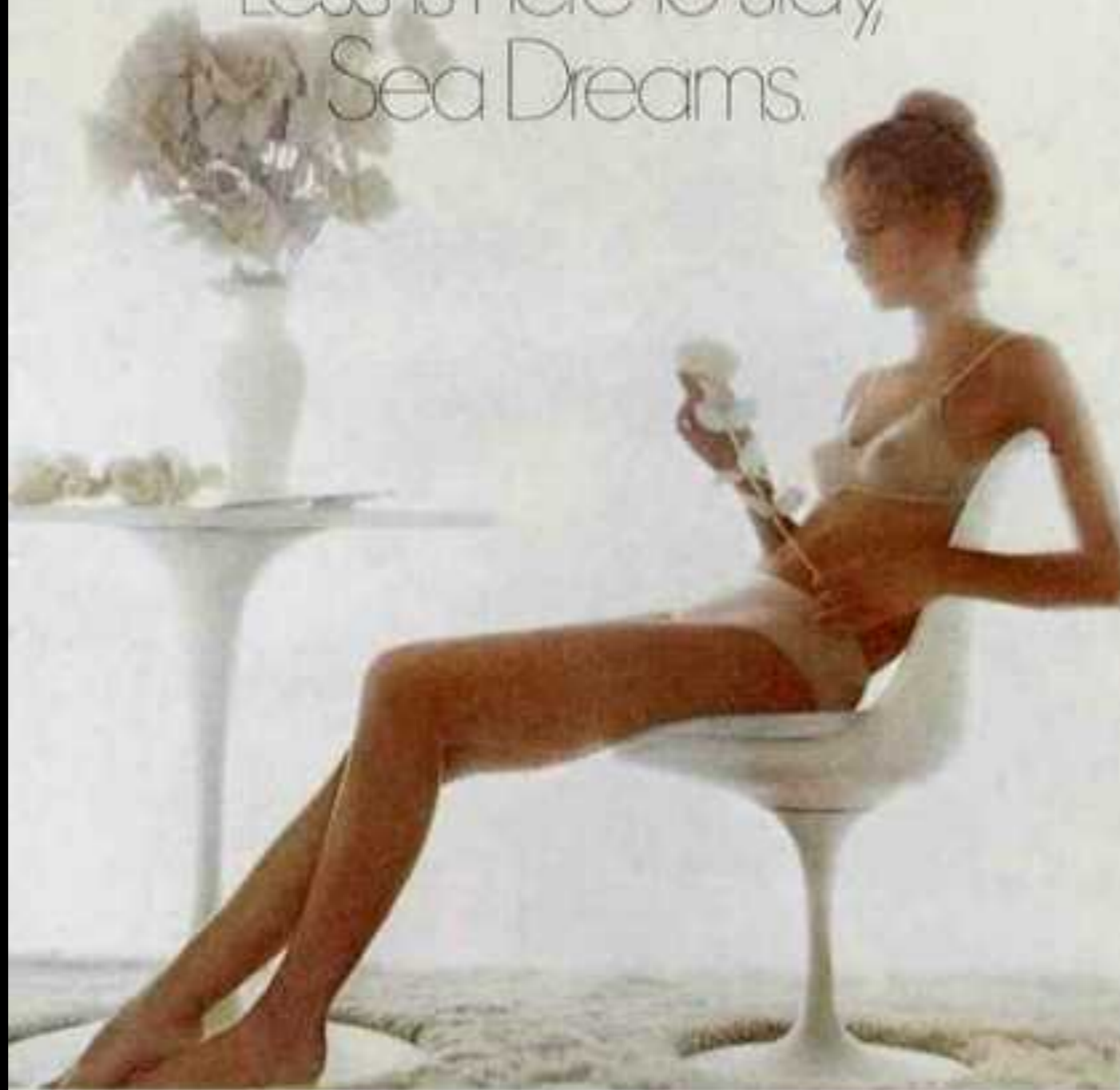
Overall, Pinto is designed to last longer. It has strong, beefy parts like rustproof steel-alloy brake lines. And five main engine bearings—the leading import has only four.

Where do you go from here? To your Ford Dealer's and a test drive. Five minutes behind the wheel will tell you. Pinto's right.

Pinto
Dealer idea for safety. Buckle up.

PINTO 

Less is here to stay,
Sea Dreams.



Misty Me® stretch knit and lycra®. In new, sleek Shimmer Shine® of Anmond and lycra®. Bra with smooth, no-clip, pop-in back, \$4. Fillesfil contour, \$5. Bikini, \$1. Bra, \$3.00. Fashion colors and white.

The Sea Dreams Collection by maidenform

Philips
Security Head

1" Astor® nylon, "Seam" lycra®. Features of decoration. Price slightly higher in Canada.

*Reg. U.S. Pat. Off. © 1971 by Maidenform, Inc., makers of bras, girdles, leggings and swimwear. ® is Best Registered Trademark.



**DARE
YOU BE
DIFFERENT**

No villain can match the youthful Kabuki character with his great sword and chilling cry - Shibaraku! One of the eighteen favorite Kabuki plays, Shibaraku never fails to please audiences. Another sure crowd pleaser is Suntory Royal Whisky. It's light as a great Scotch, mellow as a distinctive Bourbon, yet different!

For years, incredibly smooth Suntory has been the best selling whisky in Japan. Now, this supreme whisky is a soaring success in the United States. Straight, on-the-rocks, or mixed, serving Suntory is an entertaining idea! Suntory, the classic whisky from Japan.

**SUNTORY
ROYAL
WHISKY**





Now there's a velvet creme rinse to follow the beautiful Clairol® herbal essence shampoo experience. It makes your hair so fresh and tame and luscious, you'll think you're handling flower petals.

Introducing Clairol® herbal essence Creme Rinse.

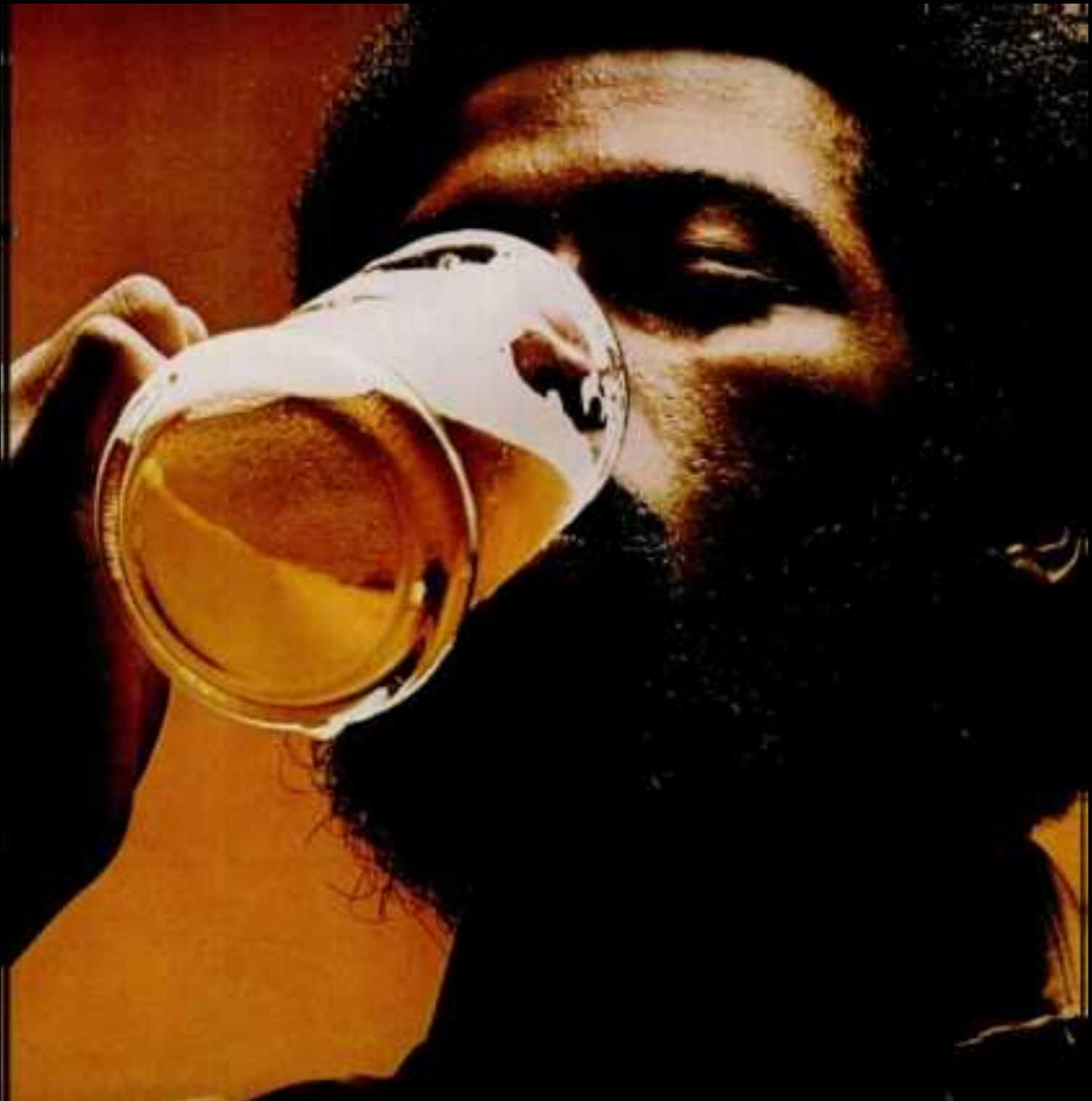


Inside Clairol's beautiful new creme rinse is the breathtakingly fresh essence of mysterious green herbs and enchanted flowers. Like Melissa, Mountain Geranium, Juniper, and birch leaves. The same beautiful combination of earthy pleasures that makes the famous Clairol herbal essence shampoo such a beautiful experience.

Besides the wildly fresh way new Clairol herbal essence creme rinse makes your hair smell, it also gives your hair the velvety soft texture of the inside of a rose petal. And helps it to comb like silk right down to the ends. Treat your hair to the newest pleasures from the garden of earthy delights. The beautiful new Clairol herbal essence creme rinse.



**Kent smokes...
and that's
where it's
at.**



**Come around.
Taste the gusto of Schlitz.**

You only go around once in life.
Why settle for less?
When you're out of Schlitz, you're out of beer.



©1992 J&J Schlitz Brewing Co. Milwaukee and the world.

“The wince gave way to a smirk, a
sense of malaise.”

(Shulman 158)



My generation's got a charm of its own.

Monet
Watches - Jewelry

Charms and bracelets in the photograph are of Monet. Charms, \$3 to \$7.99. Bracelets, \$3 to \$15. At all fine jewelry stores.



not for everybody.

**NUNN
BUSH**

Nunn Bush Shoe Co., Milwaukee, Wisconsin 53201