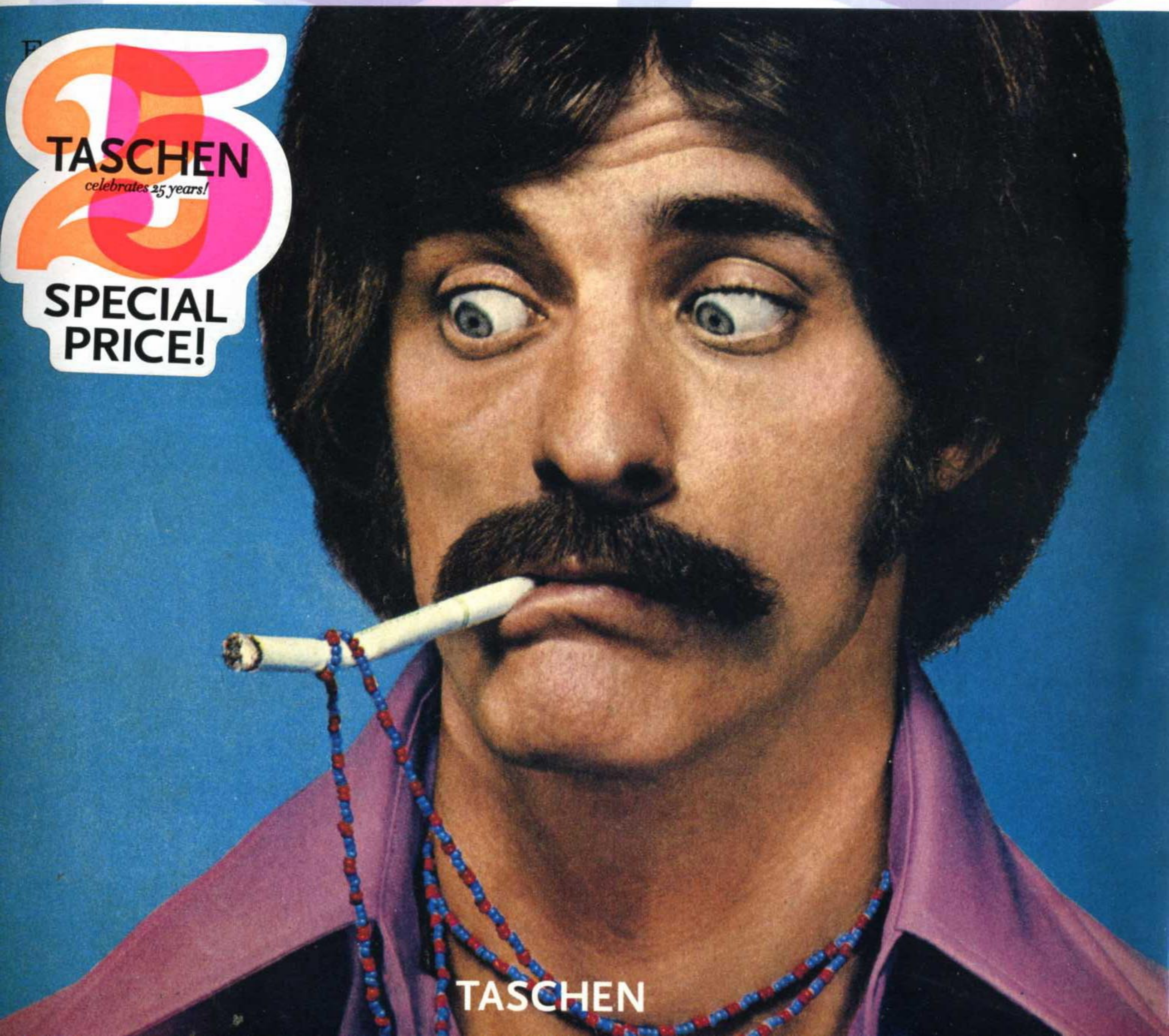
The Golden Age of Advertising – the 70s

25
TASCHEN
celebrates 25 years!
SPECIAL PRICE!



TASCHEN

TASCHEN

25th anniversary!

THE ART OF MAKING BOOKS

TASCHEN's Great Adventure began back in 1980, when eighteen-year-old Benedikt Taschen opened a shop in his native Cologne, Germany, to market his massive comics collection. Within a year he began publishing catalogs promoting his wares, but it wasn't until 1984 that his first art-book breakthrough occurred: he purchased 40,000 remainder copies of a Magritte book printed in English, reselling them for a fraction of their original price. From a young age, Taschen had been interested in art but found that art books were too expensive and hard to obtain, and the success of this daring move proved that Taschen was not alone in thinking that the art-book market should be democratized. Soon he began reprinting books under his own name for budget prices and the next year he published his first original title and the first book in the Basic Art series: *Picasso*. Before long, high-quality-yet-still-inexpensive hardcover books were added to the lineup and in 1989 the landmark double-jumbo *Van Gogh: The Complete Paintings* hit bookstores around the world.

Starting in the late 1980s, TASCHEN established subsidiaries across the globe and continued to cement its reputation as a publisher of excellent-value books while branching out into new areas such as architecture, design, photography, lifestyle and classics. In 2000, TASCHEN surprised the world by breaking the record for the most expensive book published in the 20th century: copy #1 of Helmut Newton's *SUMO*, signed by over 80 celebrities featured in it, fetched over $300,000 at a charity auction. A year later TASCHEN launched its cinema collection with *Billy Wilder's Some Like it Hot*. Then, in 2003, TASCHEN tipped the scales with its massive, legendary Muhammad Ali tribute book, *GOAT*.

Twenty-five years after Benedikt Taschen opened his little comics shop, TASCHEN has grown into one of the most successful and unique publishers in the global market, publishing an eclectic variety of books for people of all tastes and budget ranges, distributed worldwide in over twenty languages. Within the space of the last few years, TASCHEN has opened bookshops in Paris and Los Angeles, with plans to keep expanding to new cities as our Great Adventure continues. For the future of publishing, keep your eye on TASCHEN.

We love to love books.

Edited by Jim Heimann with
an introduction by Steve Heller

The Golden Age of Advertising – the 70s

TASCHEN

KÖLN LONDON LOS ANGELES MADRID PARIS TOKYO

Steven Heller:

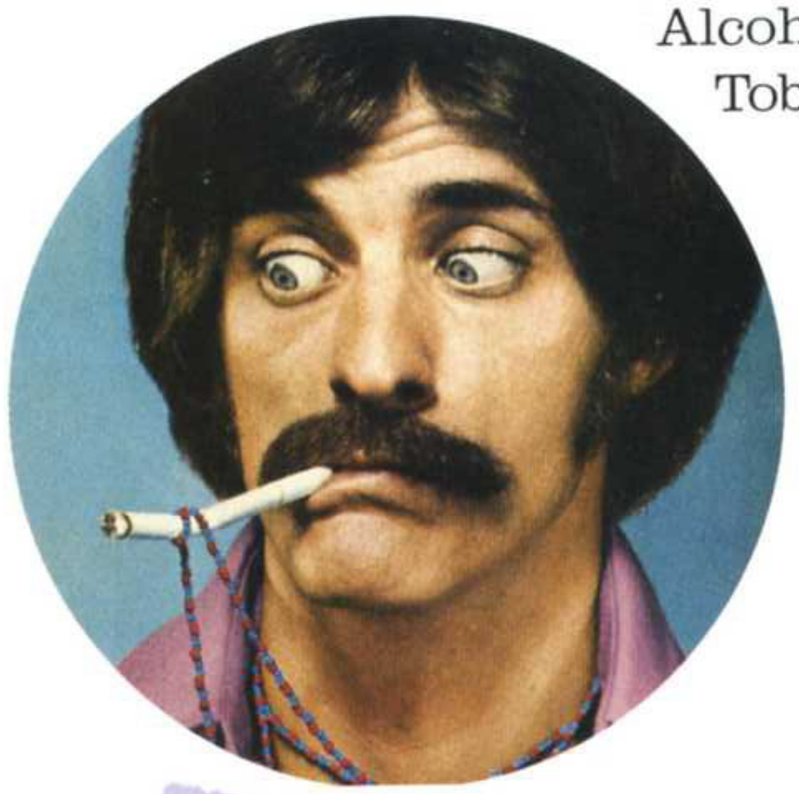
4 The Seventies:
Not Quite the Sixties

7 Die Siebziger:
Fast so gut wie die Sechziger

10 Les années 70:
pas tout à fait les années 60

13 Los años setenta:
nada que ver con los sesenta

350 Index



Alcohol & Tobacco
16

Automobiles
46

Business & Industry
84

Consumer Products
102

Entertainment
168

Fashion &
Beauty
206

Food &
Beverage
266

Travel
324

Interiors
296

The Seventies

Not Quite the Sixties

by Steven Heller

Sixties movies, music, art, and advertising were infinitely more innovative than seventies fare in every way. Such high points as disco, glam rock, The Village People, *Dirty Harry*, *Love Story*, and *The Brady Bunch*® notwithstanding, the seventies were a cultural sinkhole, and this goes triple for print advertising, which reflected at least some of the zeitgeist. The collective American memory may vividly recall a decade of great ad campaigns and slogans, memorable jingles, and cute trade mascots, but television was its medium, not print. There were many great commercials playing on all three U. S. networks—and devoted Americans watched them day and night, night and day.

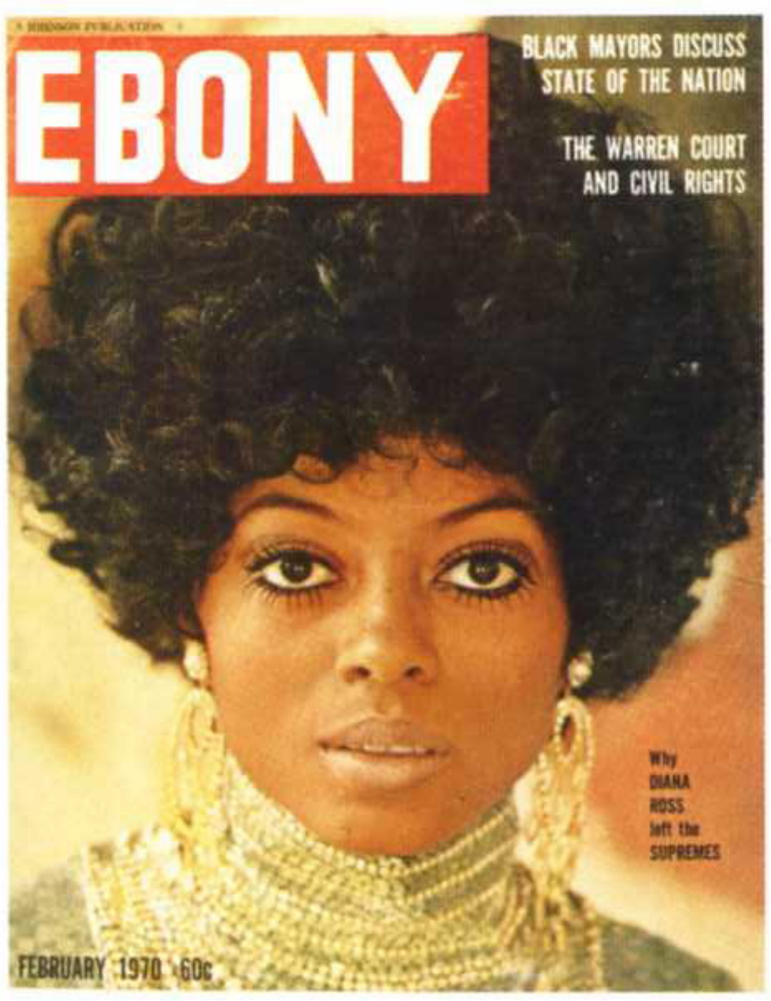
To wit: Budweiser's® omnipresent "This Bud's for you," McDonald's® "You deserve a break today at McDonald's," Burger King's® "Have it your way," Merrill Lynch's® "Merrill Lynch is Bullish on America," and kosher frank manufacturer Hebrew National's® "We answer to a higher authority." These and other brilliant slogans were such potent verbal weapons that media buyers bought huge blocks of time in order to repeat the commercials over and over on each network, forever embedding these pearls into the consumer's malleable mind. Such invasive messages captured the public's consciousness, while the print versions for many of the same products were often uninspired.

Of course, there were exceptions to the rule like "The Jordache® Look", which started the denim revolution when it was launched on TV and continued its fetching foray into semi-nude exhibitionism through magazines and billboards across the nation, circa 1979. For the most part, however, watching real actors and hearing real voice-overs, like the dulcet-toned narrator for BMW's® 1975 "The ultimate driving machine," brought shrewd slogans to life in more seductive ways. Even the most annoying of commercial slogans—"Ladies, please don't squeeze the Charmin®!" (Benton & Bowles' brainchild that launched in 1964, but continued ad nauseam throughout the seventies)—was far more effective when seen on the small screen than in lackluster print equivalents.

During the fifties and sixties, print art directors were the advertising industry's luminaries. These masters of "creative" designed the memorably beautiful ads of the era. Back then, high-circulation national magazines such as *Look*, *Life*, *Collier's*, and *The Saturday Evening Post* were stuffed with multitudinous pages. Advertising art directors competed with editorial designers to see who could make the most conceptually startling and typographically attractive pages, and there was no paucity of "Big Ideas" in the art directors' annuals. Television, however, was another story.

Although TV began to reach large audiences in the late fifties and early sixties, advertising agencies had not yet translated the revolutionary "Big Idea" strategy from the page to the screen. Most commercials had a tentative, even amateurish, tenor until the mid-sixties, when major advertising dollars were pulled from behemoth magazines and diverted to the newer form. General magazines simply carried too much overhead to be cost-effective and, with larger numbers of readers than their ad revenues could efficiently support, most began to fold. Having ceased to be magnets for mass-market national campaigns, *Collier's* and *The Saturday Evening Post* were the first to fail; *Look* followed after an admirable push to modernize; and *Life* ultimately succumbed to the ad drain, initially reducing to a monthly circulation and eventually ceasing altogether. Meanwhile, leading brands massively invested in prime airtime, thus siphoning off the agencies' top ad executives from print to TV. The bar was rapidly raised for one medium and incrementally lowered for the other, which ultimately had a discernible impact on the disparate quality of the talent pool between the two classes of art directors.

A sea change in the late sixties grew into a tidal wave by the early seventies, with certain stylistic mannerisms also being washed away. Initially, print advertising looked toward editorial design as a model. Typographic sophistication was at a high level, but soon print turned into a mélange of editorial and TV sensibilities. Consciously or not, the cathode ray screen rather than the magazine page became the new design paradigm, and the short attention span of its audience became that of the new reader. Where once-generous



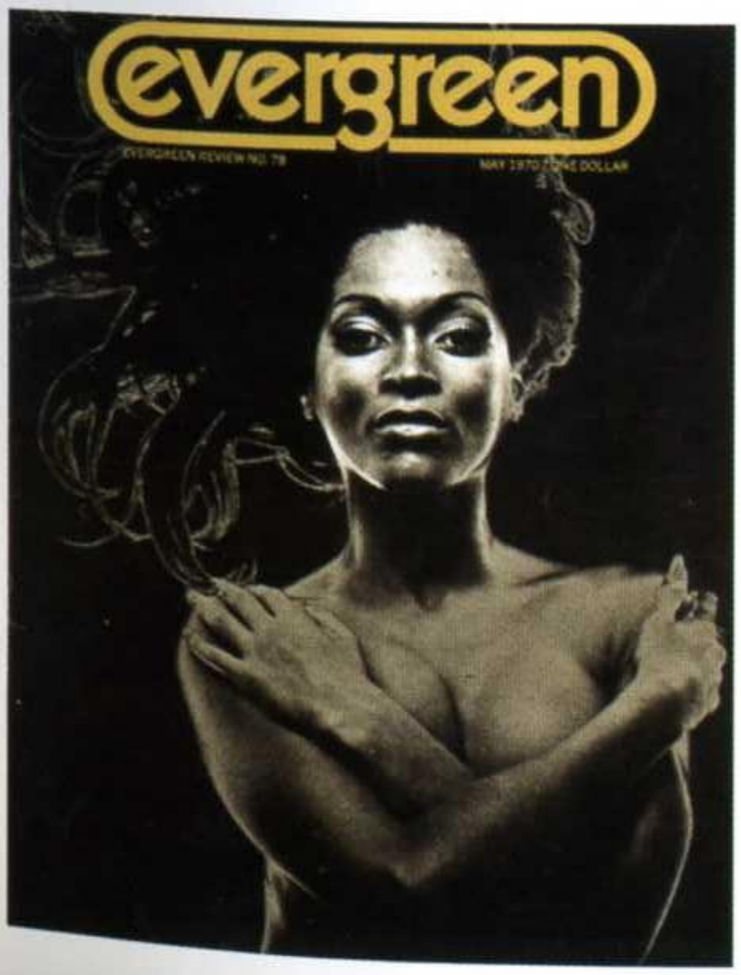
margins of white space framed clever headlines and photographs, in the seventies full-page photographs filled the entire page and headlines were dropped willynilly onto the pictures. Advertisements like "Feel Clean All Over" (p. 308), hawking the benefits of gas heat, used colorful, tightly cropped photographs to hit the viewer between the eyes, just like on TV—which is exactly where that campaign began.

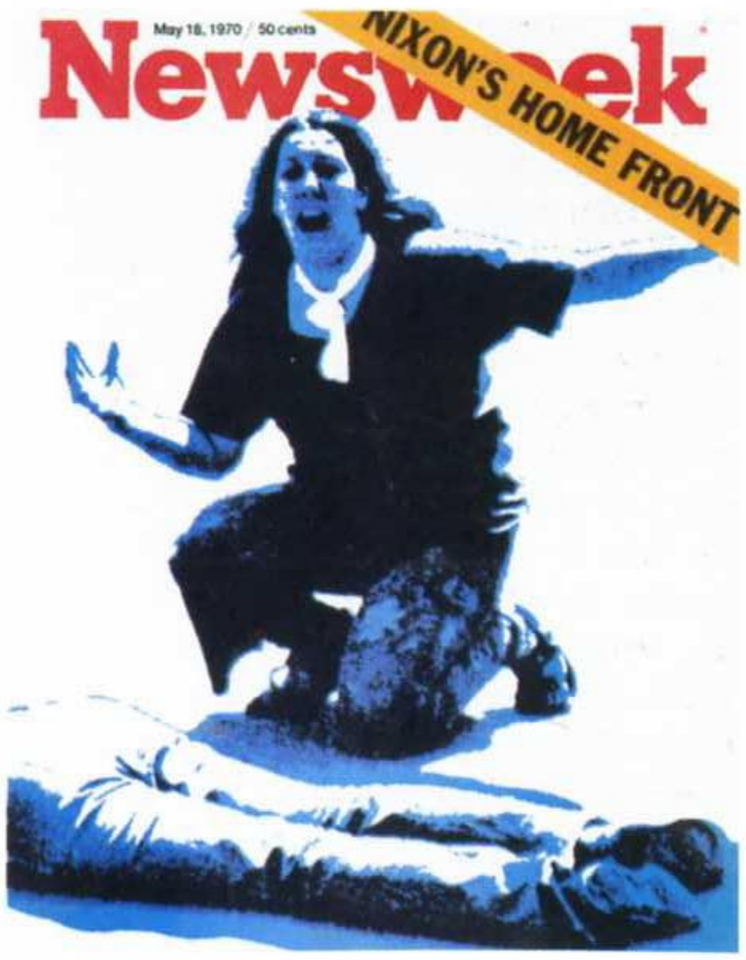
Print had its own requisites, but innovation appeared to be less important than the status quo. An ad for the new, subcompact Honda Civic®—headlined "Women only drive automatic transmissions" (p. 83), an ironic pseudo-feminist concept—recalled the look of the great era of the Doyle Dane Bernbach® (DDB) Volkswagen Beetle® ads. Conversely, the text for VW's own "Volkswagen Does It Again," hawking its new Rabbit®, did not live up to the refined copy of its predecessors. While this late-model VW ad attempted to reprise the same witty tone of the earlier classic campaigns (showing that a seven-foot-one-inch NBA legend, Wilt Chamberlain, could easily fit into the subcompact car), it was a smaller idea than the famous "Lemon" ad that pioneered the use of irony to make VW an acceptable, sought-after, alternative driving machine for gas-guzzling Americans.

During the sixties, inventive (often surreal) photography had eclipsed realistic illustration as the visual red meat of print advertising, an aesthetic that was carried through into the seventies. By this time, however, audiences were becoming conditioned to the flow of images on TV and seemed to have less patience for the static picture. So the photographic nuance and subtlety common to fifties and sixties print ads were overshadowed in their turn by unambiguous studio reality. The photograph of a beautiful AfricanAmerican woman for Kent® cigarettes (p. 35) stares passively but unambiguously at the viewer. While this ad was significant for its employ of a black fashion model, the "I Want You" style was also notable because it was a standard manner of complementing a persuasive TV barrage. Of course, there were also exceptions to the typical photographs: in one of the most arresting ads, Time Inc.'s "As long as the still picture can move... we're in the right business," a dramatic photograph of U. S. Army troops carrying a wounded comrade off the battlefield defiantly shows the power of the frozen moment. This ad made a convincing case, but few other print advertisements were so effective.

Illustration made a minor comeback in the seventies, but the result was often stylized and decorative rather than intellectual and conceptual. The illustration for Clairol's® ad announcing its first foray into herbal essence shampoos was an appropriate use of a light-hearted, fairy-tale style, but did not challenge the perceptions of its audience in the same way as the classic Miss Clairol ("Does She... or Doesn't She?") back in 1959. Likewise, the sprightly-looking ad for Alcoa Aluminum borrows the linear quality, color palette, and radical psychedelic style of the progressive Push Pin Studios, yet reduces the form to cutesy insignificance. When irony is absent, what results is safe... which is not to say that all commercial advertising should be so bold and revolutionary—after all, grabbing attention by whatever means is the ultimate goal, and imparting a positive message outweighs all other purposes. Yet seventies' practice relied on the tried-and-true rather than the challenging and new.

Advertising historians note that the decade marked a period when slavish adherence to market testing and focus groups reigned. Advertising and brand development were becoming too competitively risky to be left to chance. In order to determine the effectiveness of TV and print promotion, the agencies relied on focus groups, which often had a say in altering (or mutilating) campaigns to conform to mass opinion. While certain firms—like DDB; Ammirati Puris; Foote, Cone & Belding; Lord, Geller, Federico, Einstein; and George Lois—retained enough creative influence to overcome the mass dumbing-down with the products they handled, other less-established or more mass-market agencies acceded to the will of the focus experts. And it was easy to spot the lesser lights. Advertisements that packed too much into a page, like "Sisters are different from brothers," for African-American hair products, were doubtless the result of

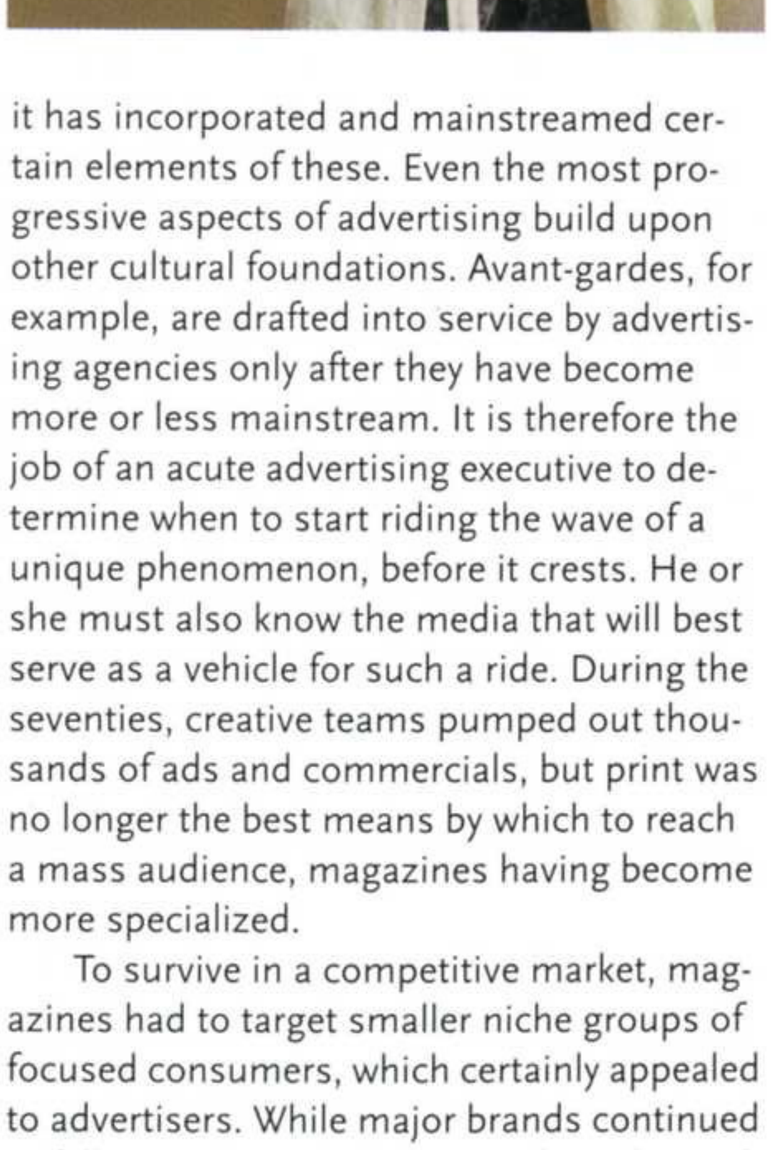




too many focus sessions and committee decisions.

The seventies constituted a wellspring of a different sort, however. It was the decade when natural product lines, including shampoos and foods, were first advertised on a national stage. Racial and ethnic barriers were also falling rapidly. While different groups were targeted with distinct "ethnic" campaigns, African Americans and other "minorities" were participating more in general advertising, which led to more integrated commercials in the eighties. There was a further significant milestone: cigarette TV commercials were banned in the seventies, relegating tobacco advertisements exclusively to print until they, too, were censored in the nineties.

The purpose of advertising is to serve clients in their quest for profit; it was never intended as an engine for culture. It is therefore unrealistic to expect the majority of ads in any period to transcend this basic function. At certain points in history, however, owing to the creative force of brilliantly artistic and driven people, advertising has defined the cultural gestalt every bit as much as music, film, and literature; more frequently,



it has incorporated and mainstreamed certain elements of these. Even the most progressive aspects of advertising build upon other cultural foundations. Avant-gardes, for example, are drafted into service by advertising agencies only after they have become more or less mainstream. It is therefore the job of an acute advertising executive to determine when to start riding the wave of a unique phenomenon, before it crests. He or she must also know the media that will best serve as a vehicle for such a ride. During the seventies, creative teams pumped out thousands of ads and commercials, but print was no longer the best means by which to reach a mass audience, magazines having become more specialized.

To survive in a competitive market, magazines had to target smaller niche groups of focused consumers, which certainly appealed to advertisers. While major brands continued to follow traditional advertising formulas and built campaigns around TV exposure, this new strategy of specialization forced reevaluation. Even in print advertising, the clients demanded more vitality to increase their fortunes. So, despite this essay's lament of the dearth of creativity, print advertising was poised to recoup some of its losses through placement in a host of smaller venues. This, in turn, helped launch a revival of more ambitious and inventive approaches in the eighties and nineties—a time, incidentally, when regulations and taboos about content in advertising were being reevaluated once again.

Steven Heller is art director of the *New York Times* Book Review and co-chair of the MFA/Design program at the School of Visual Arts. He is also the author and editor of over eighty books on graphic design and popular culture, including *The Graphic Design Reader*, *Paul Rand*, *From Merz to Emigre and Beyond: Avant-Garde Magazine Design of the 20th Century*, and *Citizen Design: Perspectives on Design Responsibility*.

Beetle, Rabbit, and Volkswagen are registered trademarks of Volkswagenwerk Aktiengesellschaft.
BMW is a registered trademark of Bayerische Motoren Werke Aktiengesellschaft.
The Brady Bunch is a registered trademark of Paramount Picture Corp.
Budweiser is a registered trademark of Anheuser-Busch, Inc.
Burger King is a registered trademark of Burger King Brands, Inc.
Charmin is a registered trademark of The Procter & Gamble Co.
Clairol is a registered trademark of Clairol Inc.
Doyle Dane Bernbach is a registered trademark of Omnicom International Holdings Inc.
Foote, Cone & Belding is a registered trademark of Interpublic Group of Companies, Inc.
Hebrew National is a registered trademark of ConAgra Brands, Inc.
Honda and Civic are registered trademarks of Honda Motor Co.
Jordache is a registered trademark of Jordache Enterprises, Inc.
Kent is a registered trademark of Lorillard Licensing Co., L.L.C.
McDonald's is a registered trademark of McDonald's Corp.
Merrill Lynch is a registered trademark of Merrill Lynch & Co., Inc.
NBA is a registered trademark of NBA Properties, Inc.

Die Siebziger:
Fast so gut wie die Sechziger

von Steven Heller

In den Sechzigern waren Film, Musik, Kunst und Werbung in jeder Hinsicht innovativer als in den Siebzigern. Trotz Highlights wie Disco, Glamrock, Village People, *Dirty Harry, Love Story* und *The Brady Bunch*® waren die Jahre von 1970 bis 1980 eine kulturelle Talsohle sondergleichen, was doppelt und dreifach für die Printwerbung gilt, wodurch sie aber wenigstens den Zeitgeist widerspiegelt. Das kollektive amerikanische Gedächtnis mag sich lebhaft an ein Jahrzehnt großartiger Werbekampagnen, einprägsamer Slogans und süßer Werbefiguren erinnern – das Medium dieser Dekade war das Fernsehen, nicht das gedruckte Wort. Viele hervorragende Werbespots liefen auf allen drei großen amerikanischen Sendern gleichzeitig und ihre treuen Fans sahen sie sich Tag für Tag an.

Ich denke dabei an den allgegenwärtigen Budweiser®-Slogan „This Bud's for you", McDonald's® „You deserve a break today at McDonald's", die Sprüche von Burger King® „Have it your way" und Merrill Lynch® „Merrill Lynch is Bullish on America" oder an Hebrew National®, den Hersteller koscherer Würstchen, der mit „We answer to a higher authority" warb. Die Werbeabteilungen kauften große Zeitblöcke, um die Spots auf allen Sendern ständig zu wiederholen. So prägten diese allgegenwärtigen Werbespots das Bewusstsein der breiten Öffentlichkeit, während die gedruckten Versionen, die oft für dieselben Produkte warben, von wenig Inspiration zeugten.

Natürlich gab es Ausnahmen von dieser Regel, wie die Kampagne „The Jordache® Look", mit deren Fernsehausstrahlung die Jeansrevolution eingeleitet wurde. Meist wirkten raffinierte Slogans jedoch verführerischer, wenn echte Schauspieler zu sehen und echte Stimmen zu hören waren, wie die sonore Erzählerstimme in der BMW®-Werbung von 1975: „The ultimate driving machine." Selbst nervtötende Werbesprüche wie „Ladies, please don't squeeze the Charmin®!" (diese Toilettenpapierwerbung, Kopfgeburt von Benton & Bowles, kam 1964 heraus, lief aber die gesamten Siebziger hindurch weiter, bis sie niemand mehr hören konnte) wirkten auf der Mattscheibe wesentlich ansprechender als in den langweilig gestalteten Anzeigen.

In den fünfziger und sechziger Jahren waren die Artdirectors aus dem Printbereich die Stars der Werbebranche. Diese Topkreativen entwarfen die schönen und unvergesslichen Anzeigen jener Ära. Damals hatten die großen Zeitschriften *Look, Life, Collier's* und *The Saturday Evening Post* hohe Auflagen und unglaublich viele Seiten. Die Kreativdirektoren aus der Werbeabteilung lagen mit den Leuten vom redaktionellen Layout im Wettstreit, wer die konzeptionell und typografisch attraktivsten Seiten gestalten konnte. Im TV-Bereich sah es jedoch noch ganz anders aus.

In den USA erreichte das Fernsehen ab den späten Fünfzigern ein Massenpublikum, doch die Werbeagenturen hatten es noch nicht geschafft, die revolutionäre Strategie der „Big Idea", der zentralen Werbebotschaft, von der gedruckten Seite auf den Bildschirm zu übertragen. Das Werbefernsehen hatte bis Mitte der sechziger Jahre einen zögerlichen, ja amateurhaften Charakter, doch dann wurde schließlich ein Großteil der Werbedollars aus den monströs dicken Zeitschriften abgezo-

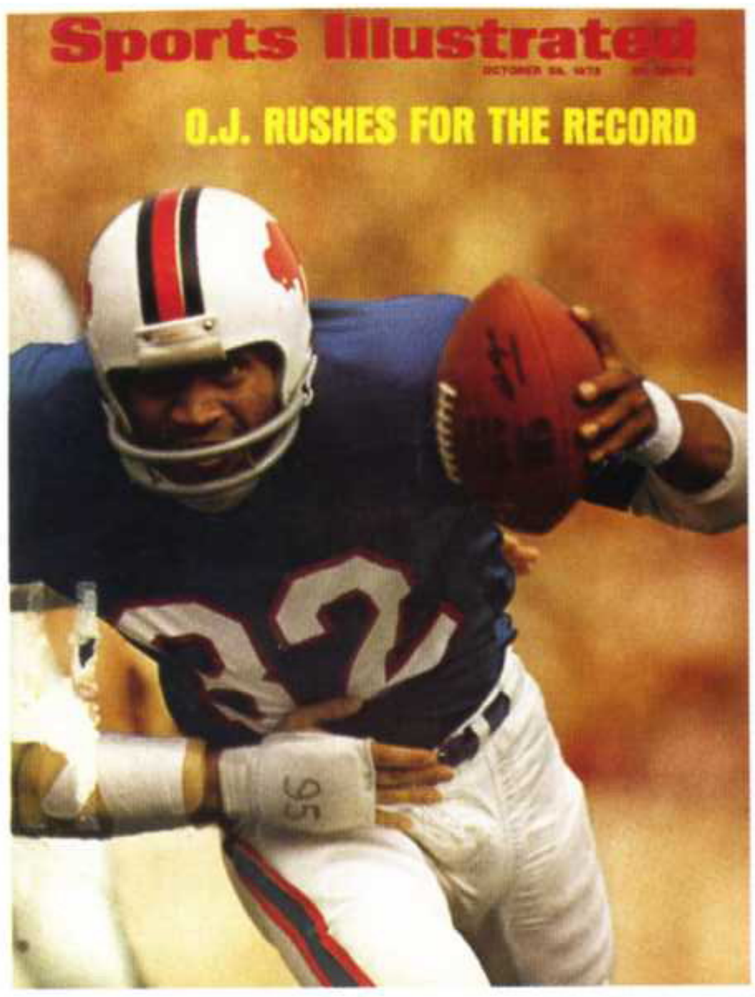
gen und in das neue Medium gesteckt. Viele Zeitschriften hatten zu hohe laufende Kosten, um rentabel zu sein, und die meisten mussten ihr Erscheinen einstellen. *Collier's* und *The Saturday Evening Post* gingen als Erste ein; *Look* folgte nach einem bewundernswerten Versuch der Modernisierung, und *Life* fiel schließlich ebenfalls dem Inseratschwund zum Opfer, nachdem sie zunächst statt wöchentlich nur noch monatlich erschienen war. Währenddessen investierten die führenden Marken in Werbeblöcke zur besten Sendezeit, was zu einer Abwanderung der führenden Köpfe der Werbeagenturen vom Druckbereich zum Fernsehen führte. Die Ansprüche in dem einen Medium stiegen schnell, während sie in dem anderen immer niedriger wurden.

Was Ende der Sechziger noch eine allmähliche Wandlung gewesen war, wuchs Anfang der Siebziger zu einer wahren Flutwelle der Veränderung an, in deren Verlauf auch gewisse stilistische Eigenheiten verloren gingen. Der Standard in der Typografie war hoch, doch bald setzte sich auch in den Druckerzeugnissen eine Mischung aus Ansprüchen des Grafikdesigns und des Fernsehens durch. Die Mattscheibe wurde zum

neuen gestalterischen Paradigma, die Zeitschriftenseite hatte ausgedient und die Aufmerksamkeitsspanne des neuen Lesers wurde so kurz wie die des Fernsehzuschauers. Wo früher großzügige weiße Ränder clevere Überschriften und Fotos umrahmt hatten, füllten in den Siebzigern großformatige Fotos die gesamte Seite, die Schriftzüge wurden einfach irgendwo auf das Bild geklatscht. Werbekampagnen wie „Feel Clean All Over" (S. 308) setzten bunte, knapp beschnittene Fotos ein, die den Betrachter wie ein Faustschlag trafen, genau wie im Fernsehen – wo die Kampagne natürlich auch herkam.

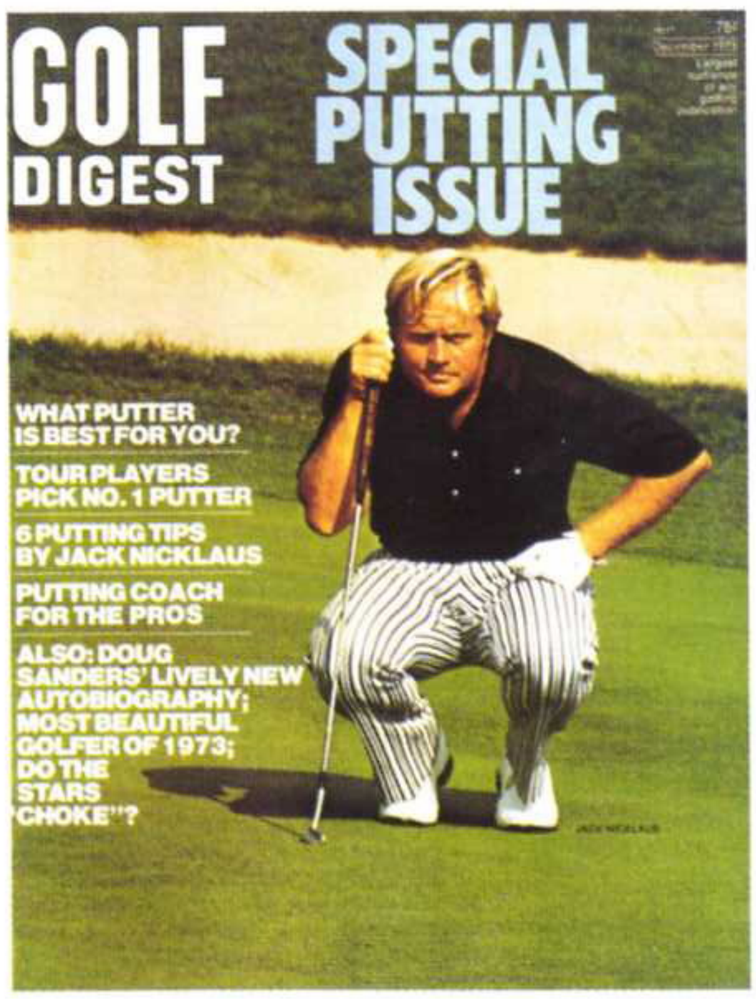
Der Druckbereich hatte seine eigenen Anforderungen, doch Innovation schien dort weniger wichtig zu sein als Aufrechterhaltung des Status quo. Eine Anzeige für den neuen Kleinwagen Honda Civic® mit dem äußerst ironischen, pseudofeministischen Slogan „Women only drive automatic transmissions" (S. 83) erinnerte an die große Ära der Anzeigen von Doyle Dane Bernbach® (DDB) für den VW Käfer®. Der Text, mit dem VW seinen neuen Rabbit® bewarb – „Volkswagen Does It Again" – erreichte nicht das hohe Niveau seiner Vorgänger. Diese Werbung versuchte zwar, den geistreichen Tonfall der legendären früheren Kampagnen zu treffen (hier wurde gezeigt, mit welcher Leichtigkeit die 2,13 Meter große Basketball-Legende Wilt Chamberlain in dem Kleinwagen Platz fand), war von der Idee her jedoch wesentlich blasser als die berühmte „Lemon"-Werbung. In dieser Werbung wurde zum ersten Mal Ironie eingesetzt, um den VW zu einer akzeptablen, ja begehrten Alternative für die Benzin saufenden amerikanischen Straßenkreuzer zu machen.

In den Sechzigern hatten einfallsreiche (oft surreale) Fotos realistische Zeichnungen als visuellen Hauptbestandteil der Printwerbung ersetzt, eine Ästhetik, die auch in den Siebzigern weitergeführt wurde. Zu diesem Zeitpunkt waren die Zuschauer jedoch bereits an den ständigen Wechsel der Bilder im Fernsehen gewöhnt und schienen nur noch wenig Geduld für das statische Foto aufzubringen. Das führte dazu, dass die Subtilität der Werbefotografie in den fünfziger und sechziger Jahren der unzweideutigen Studiorealität weichen musste. In einer Anzeige für Kent®-Zigaretten (S. 35) starrt eine schöne afroamerikanische Frau den Betrachter passiv, aber völlig unzweideutig an. Diese Anzeige war insofern wichtig, als sie ein schwarzes Fotomodell zeigte; der „I Want You"-Stil war die Standardantwort auf das Werbefernseh-Bombardement. Es gab natürlich auch Ausnahmen von den stereotypen Fotos: Eine der bemerkenswertesten Anzeigen, die Time-Inc.-Werbung „As long as the still picture can move ... we're in the right business", zeigt ein dramatisches Foto amerikanischer Soldaten, die einen verwundeten Kameraden vom Schlachtfeld tragen, ein Bild, das trotzig die Überzeugungskraft des eingefrorenen Augenblicks unter Beweis stellt. Diese Anzeige vermittelte eine einprägsame Botschaft.



Illustrationen erlebten in den Siebzigern ein kleines Comeback, waren jedoch oft eher stilisiert und dekorativ als intellektuell oder konzeptionell. Die Zeichnungen in der Clairol®-Werbung, mit der das erste Kräutershampoo eingeführt wurde, setzten den verspielt-märchenhaften Stil zwar angemessen ein, forderten die Intelligenz des Publikums aber nicht in gleicher Weise heraus, wie es die klassische Miss Clairol 1959 noch getan hatte („Does She ... or Doesn't She?"). Die spritzig aussehenden Anzeigen für Alcoa Aluminum liehen sich die grafische Qualität, Farbpalette und den radikal psychedelischen Stil der progressiven Push Pin Studios aus, reduzierten sie jedoch auf niedliche Bedeutungslosigkeit: Fehlt die Ironie, tut das Ergebnis niemandem weh. Was nicht heißen soll, dass alle kommerzielle Werbung mutig und revolutionär sein muss – oberstes Ziel ist es, Aufmerksamkeit zu erregen und eine positive Aussage zu vermitteln, gleichgültig mit welchen Mitteln. In der Praxis setzte man in den Siebzigern jedoch lieber auf Altbewährtes als auf Innovation.

Werbehistoriker wissen, dass in diesem Jahrzehnt ein sklavischer Glaube an Meinungsumfragen und Zielgruppen herrschte. Um die Wirksamkeit von Fernseh- und Printwerbung zu ermitteln, stützten die Werbeagenturen sich auf bestimmte Zielgruppen, die oft ihren Anteil an der Abwandlung (oder Verstümmelung) von Kampagnen hatten, um sie dem Massengeschmack entsprechend anzupassen. Während gewisse Werbefirmen



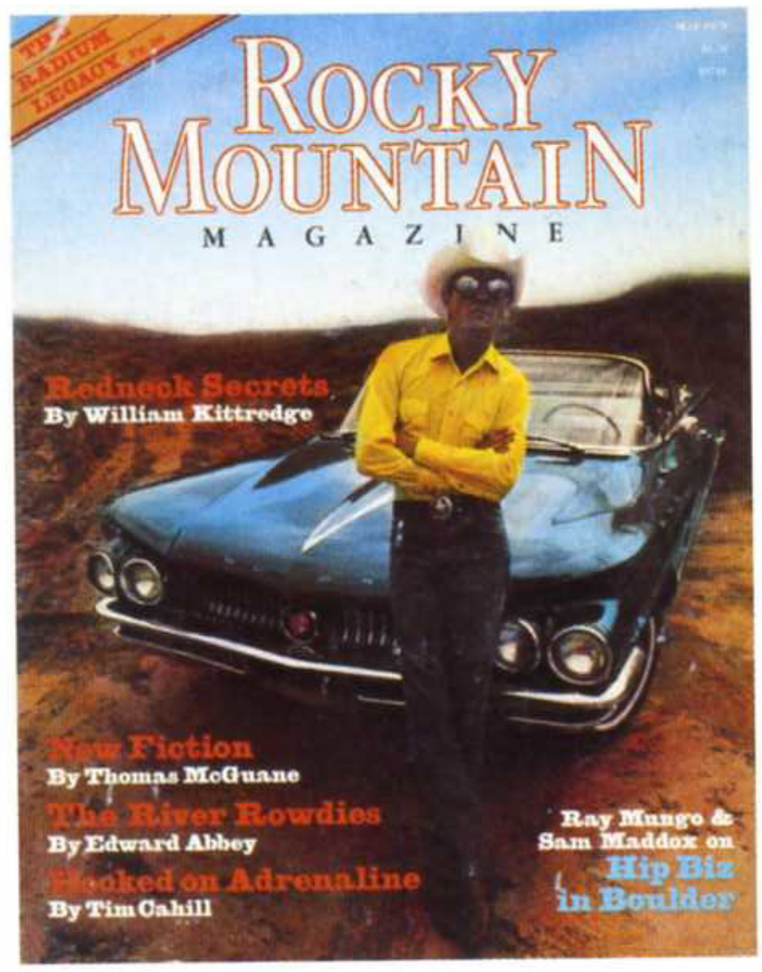
wie DDB, Ammirati Puris, Foote, Cone & Belding, Lord, Geller, Federico, Einstein und George Lois genug kreativen Einfluss behielten, um sich der Verdummung der von ihnen betreuten Produkte zu widersetzen, unterwarfen sich weniger etablierte Agenturen dem Willen der Marktforschung. Die kleineren Lichter sind leicht zu erkennen. Anzeigen, die zu viel auf einer Seite unterzubringen versuchten, wie „Sisters are different from brothers" für afroamerikanische Haarpflegeprodukte waren zweifelsohne das Resultat zu vieler Marktforscherei.

In anderer Hinsicht stellten die Siebziger allerdings einen Jungbrunnen neuer Ideen dar. Es war das Jahrzehnt, in dem Naturprodukte sowie Shampoos und Nahrungsmittel zum ersten Mal USA-weit vermarktet wurden. Auch ethnische Schranken fielen rasch. Während stark eingegrenzte Zielgruppen mit eindeutig „ethnischen" Kampagnen angesprochen wurden, waren Afroamerikaner und andere „Minderheiten" häufiger in der allgemeinen Werbung zu sehen, was zu der ethnisch integrierten Werbung der Achtziger führte. Einen weiteren wichtigen Meilenstein stellte das Verbot der Zigarettenwerbung im Fernsehen dar; der Tabakindustrie blieb nur noch die Printwerbung, bis auch diese in den Neunzigern verboten wurde.

Werbung wird zum Zweck der Gewinnmaximierung gemacht; sie war nie als kulturelle Triebkraft gedacht. Die Erwartung, dass der größere Teil der Werbung über diese Basisfunktion hinausgeht, ist daher zu jeder Zeit unrealistisch. In gewissen Sternstunden beeinflusst die Werbung allerdings Dank der Kreativität brillanter Künstler die Gesamtkultur nicht minder stark als Musik, Film und Literatur. Meistens vereinnahmt die Werbung jedoch gewisse Aspekte der Kultur für sich und schleust sie in den Zeitgeist ein. Selbst in ihren progressivsten Momenten bedient sich die Werbung immer bei anderen kulturellen Erscheinungen. Avantgardebewegungen werden beispielsweise erst dann von Werbeagenturen benutzt, wenn sie mehr oder minder Allgemeingut geworden sind. Aufgabe wacher Werbefachleute ist daher zu entscheiden, wann sie auf der Welle eines bestimmten Phänomens reiten sollen, bevor dieses seinen Höhepunkt überschritten hat. Sie müssen außerdem entscheiden, welches Medium das beste Vehikel für diesen Wellenritt abgeben wird. In den Siebzigern produzierten kreative Teams tausende von Anzeigen und Werbespots, doch Druckerzeugnisse waren nicht mehr die beste Methode, um das Massenpublikum zu erreichen.

Um sich auf einem hart umkämpften Markt behaupten zu können, mussten die Zeitschriften sich auf Spezialinteressen konzentrieren, was allerdings ganz im Sinne der Werbeindustrie war. Während die großen Marken weiterhin bei den altbewährten Rezepten blieben und ihre Kampagnen auf stetiger TV-Präsenz aufbauten, verlangte die Spezialisierung im Zeitschriftenbereich nach ganz neuen Strategien. Insgesamt gelang es der Printwerbung jedoch – trotz des in diesem Essay beklagten Verlusts ihrer Kreativität –, einige ihrer Defizite durch Platzierung in einer Vielzahl kleinerer Publikationen wieder wettzumachen. Das wiederum schuf die Ausgangsbasis für die Wiederbelebung anspruchsvollerer und innovativer Ansätze in den Achtzigern und Neunzigern – eine Zeit, in der sich viele gesetzliche Vorschriften und Tabus in Bezug auf Werbeinhalte änderten.

Steven Heller ist Artdirector der *New York Times Book Review* und Vorsitzender der Fakultät Gestaltung (MFA/Design) an der School of Visual Arts in New York. Er ist außerdem Autor und Herausgeber von mehr als 80 Büchern über Grafikdesign und Populärkultur, u. a. *The Graphic Design Reader, Paul Rand, From Merz to Emigre and Beyond: Avant-Garde Magazine Design of the 20th Century* und *Citizen Design: Perspectives on Design Responsibility.*



Käfer, Rabbit und Volkswagen sind eingetragene Marken der Volkswagenwerk Aktiengesellschaft.
BMW ist eine eingetragene Marke der Bayerischen Motoren Werke Aktiengesellschaft.
The Brady Bunch ist eine eingetragene Marke der Paramount Picture Corp.
Budweiser ist eine eingetragene Marke der Anheuser-Busch, Inc.
Burger King ist eine eingetragene Marke der Burger King Brands, Inc.
Charmin ist eine eingetragene Marke der Procter & Gamble Co.
Clairol ist eine eingetragene Marke der Clairol Inc.
Doyle Dane Bernbach ist eine eingetragene Marke der Omnicom International Holdings Inc.
Foote, Cone & Belding ist eine eingetragene Marke der Interpublic Group of Companies, Inc.
Hebrew National ist eine eingetragene Marke der ConAgra Brands, Inc.
Honda und Civic sind eingetragene Marken der Honda Motor Co.
Jordache ist eine eingetragene Marke der Jordache Enterprises, Inc.
Kent ist eine eingetragene Marke der Lorillard Licensing Co., L.L.C.
McDonald's ist eine eingetragene Marke der McDonald's Corp.
Merrill Lynch ist eine eingetragene Marke der Merrill Lynch & Co., Inc.
NBA ist eine eingetragene Marke der NBA Properties, Inc.

Les années 70 :
pas tout à fait les années 60

de Steven Heller

Le cinéma, la musique, l'art et la publicité des années 60 furent, à tous les égards, plus féconds que ceux des années 70. En dépit de points forts comme le disco, le glam-rock, les Village People, *L'inspecteur Harry*, *Love Story* et *The Brady Bunch*®, les années 70 furent un gouffre culturel, particulièrement dans le domaine de la publicité imprimée, reflet partiel de l'esprit d'une époque. Certes, au cours de cette décennie, de belles campagnes, de bons slogans, des jingles efficaces, de craquantes mascottes de marque ont laissé leur empreinte dans la mémoire collective américaine, mais leur vecteur était la télévision, pas le papier. De nombreuses pubs excellentes passaient sur les trois grandes chaînes nationales, que les fidèles téléspectateurs américains regardaient jour et nuit.

Pour n'en citer que quelques-unes : Budweiser® avec son omniprésent : « Cette Bud est pour toi » ; McDonald® : « Vous avez mérité une pause aujourd'hui chez McDonald » ; Burger King® : « Prenez-le comme vous voudrez » ; Merrill Lynch® : « Merrill Lynch remonte les bretelles de l'Amérique ». Ces slogans brillants et bien d'autres s'avérèrent des armes si puissantes que les acheteurs de média investirent massivement dans des temps d'antenne afin de pouvoir rediffuser inlassablement leurs pubs sur les chaînes nationales, gravant à jamais ces perles dans l'esprit malléable du consommateur. Le grand public retint ces messages envahissants alors que, souvent, les versions imprimées correspondant aux mêmes produits étaient ternes.

Naturellement, il y eut des exceptions à la règle, comme l'alléchant « look Jordache® » qui, lors de son lancement à la télévision vers 1979, déclencha la révolution du jean avant de poursuivre avec succès son incursion dans la semi nudité dans les magazines et sur les panneaux d'affichage de tout le pays. Toutefois, la présence de vrais acteurs et de commentaires en voix off, comme celui du narrateur au timbre suave de la pub de 1975 de BMW® : « La quintessence de la machine à conduire », donnait plus de relief aux messages. Même les slogans les plus agaçants tels que celui pour le papier hygiénique Charmin® : « Mesdames, merci de ne pas froisser le Charmin® » (une idée de l'agence Benton & Bowles de 1964 mais répétée jusqu'à plus soif tout au long des années 70) étaient plus efficaces à la télévision.

Au cours des années 50 et 60, les directeurs artistiques étaient les vraies sommités de la publicité imprimée. Ces maîtres de la « créativité » conçurent les belles et mémorables pubs de cette époque. Les magazines nationaux à grande diffusion tels que *Look*, *Life*, *Collier's et The Saturday Evening Post* étaient truffés d'innombrables annonces. Les directeurs artistiques publicitaires rivalisaient avec les graphistes et les maquettistes de ces revues pour créer les pages les plus saisissantes au niveau du concept et les plus séduisantes au niveau de la typographie. Ils ne manquaient pas alors de « grandes idées », et ce n'était pas le cas à la télévision.

Cette dernière commença à toucher de vastes audiences dès la fin des années 50 et au début des années 60, mais les agences de pub ne surent pas tout de suite transposer leur stratégie révolutionnaire de la « grande idée » de la page à l'écran. La plupart des spots conservèrent un côté hésitant,

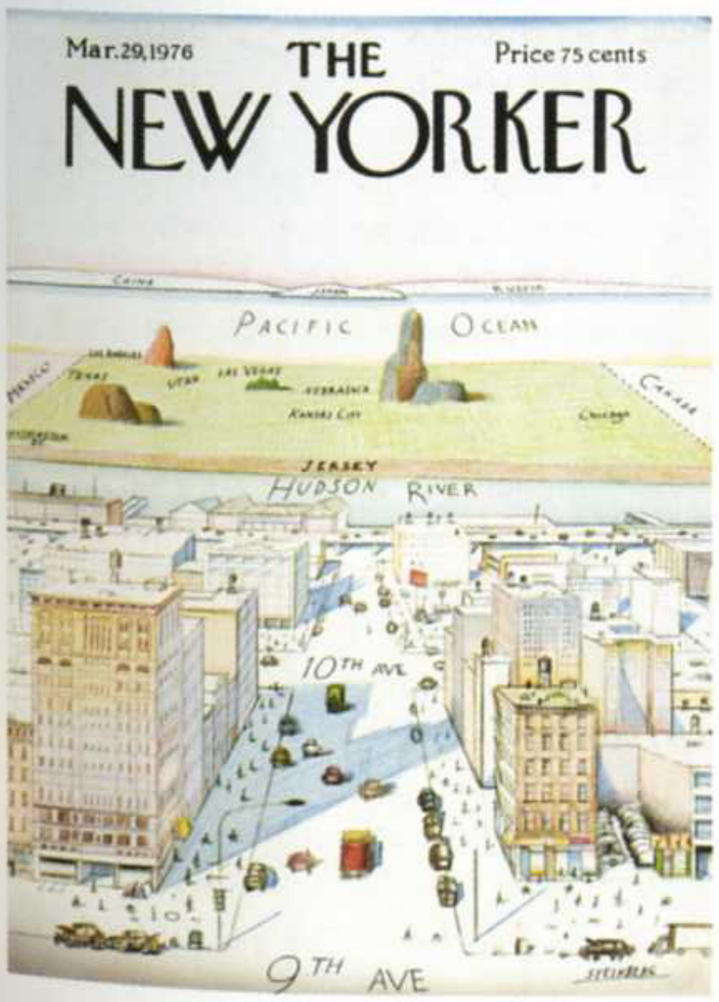
amateur même, jusqu'au milieu des années 60, date à laquelle les gros budgets publicitaires furent détournés des magazines au profit du nouveau média. Les revues non spécialisées, écrasées par leurs frais généraux, n'étaient plus rentables. Ayant cessé d'attirer les campagnes nationales destinées au marché de masse, *Collier's* et *The Saturday Evening Post* furent les premières à disparaître. *Look* suivit, malgré un formidable effort de modernisation. *Life* succomba à son tour, passant d'abord d'hebdomadaire à mensuel puis cessant définitivement de paraître. Entre-temps, les grandes marques avaient investi massivement dans les tranches horaires de grande écoute, débauchant les meilleurs cadres des agences de publicité qui travaillaient autrefois sur le support papier.

Ces premiers remous apparus dans les années 60 se convertirent en raz de marée au début des années 70, balayant au passage certains maniérismes stylistiques. Au début, la publicité imprimée s'inspirait du graphisme éditorial. La sophistication typographique était d'un niveau élevé mais des sensibilités télévisuelles ne tardèrent pas à l'influencer également. Consciemment ou pas, l'écran du poste de télévision supplanta la page comme modèle stylistique et la faible capacité de concentration du téléspectateur devint celle du nouveau lecteur des années 70. Là où, autrefois, de généreuses marges blanches encadraient des photos et des textes intelligents, la page se remplit d'images et de textes lâchés un peu n'importe comment dans la composition. Des pubs comme « Sentez-vous propre de partout » (p. 308), vantant les bienfaits du chauffage au gaz, utilisaient des photos censées frapper le lecteur entre les deux yeux, comme à la télé (où cette campagne avait précisément commencé).

La publicité imprimée avait ses propres exigences, mais le statut quo primait sur l'innovation. Une pub pour la nouvelle petite Honda Civic® proclamait : « Les femmes ne conduisent que des automatiques » (p. 83), un concept pseudo-féministe ironique rappelant le look de la grande époque des pubs

de la Volkswagen Beetle® (la Coccinelle) par l'agence Doyle Dane Bernbach®. Inversement, le texte de la pub VW, « Volkswagen remet ça », vantant sa nouvelle Rabbit®, n'était pas à la hauteur de ceux de ses prédécesseurs. Si cette pub de VW tentait de renouer avec le ton spirituel des campagnes classiques antérieures, l'idée ne valait pas le célèbre « Citron » qui avait inauguré le recours à l'ironie pour faire de VW une automobile acceptable et désirable pour les Américains.

Au cours des années 60, une photographie ingénieuse (souvent surréaliste) avait éclipsé l'illustration réaliste dans la publicité imprimée, créant une esthétique qui perdura tout au long des années 70. Cependant, le public de plus en plus conditionné par le flot des images de la télévision, semblait moins patient devant une représentation statique. Les nuances et les subtilités photographiques qui étaient le propre des pubs imprimées des années 50 et 60 furent donc à leur tour éclipsées par la réalité sans ambiguïté du studio. Dans une pub pour les cigarettes Kent® (p. 35), un beau mannequin afro-américain fixe l'objectif d'une manière passive mais sans équivoque. Si cette pub a son



importance pour son recours à une femme noire, son style « coup de poing » est également intéressant parce qu'il complète le matraquage télévisuel. Naturellement, il y avait des exceptions. L'une des pubs les plus saisissantes, pour Time Inc., illustre le pouvoir d'un moment figé : « Tant qu'une image fixe peut faire bouger ... nous sommes sur la bonne voie », et l'on voit des soldats américains transportant un camarade blessé hors du champ de bataille. Mais si celle-ci est convaincante, peu de pubs imprimées furent aussi efficaces.

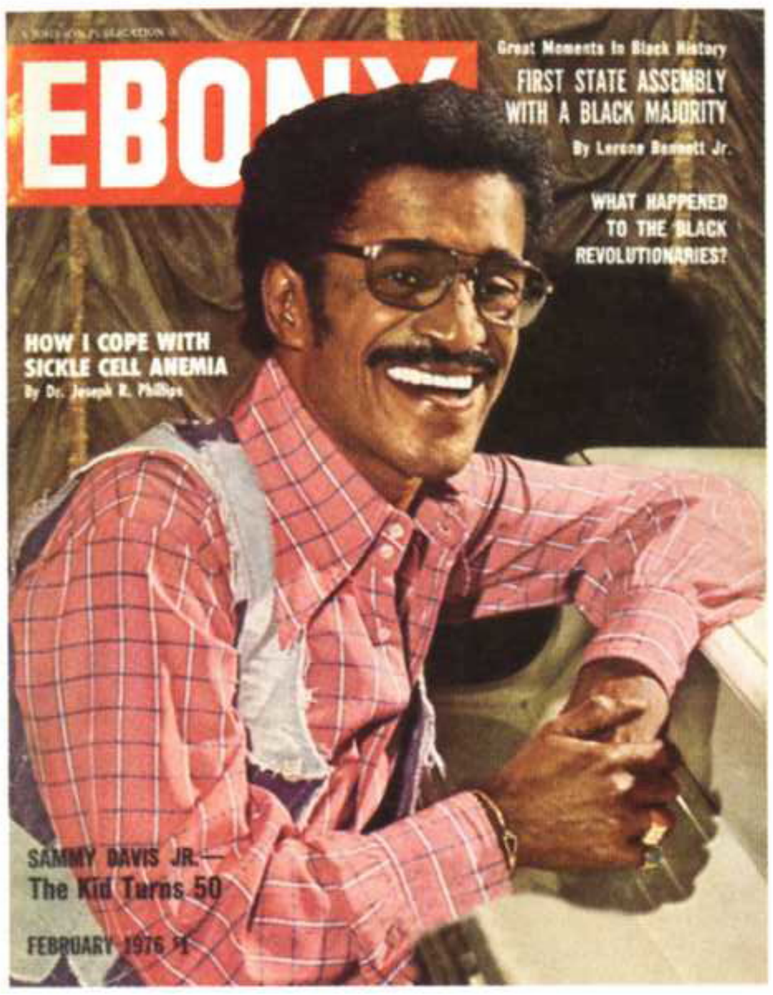
L'illustration fit un vague come-back dans les années 70, mais d'une manière souvent stylisée et décorative. La pub Clairol® annonçant la première incursion de la marque dans les shampoings à essences végétales adoptait un style approprié, léger, féerique, mais sans remettre en question les perceptions du public comme le faisait la pub classique de Miss Clairol de 1959 (« Le fait-elle ... ou ne le fait-elle pas ? ») De même, l'illustration pour Alcoa Aluminium emprunte la qualité linéaire, la palette de couleurs et le style psychédélique radical des studios progressistes Push Pin mais réduit la formule à une insignifiance mièvre. Lorsque l'ironie est absente, le résultat est sans risque. Ce qui ne signifie pas que toutes les publicités devraient être audacieuses et révolutionnaires. Après tout, le but ultime est de retenir l'attention par tous les moyens, et transmettre un message positif l'emporte sur tous les autres objectifs.

Les historiens de la publicité observent que les années 70 furent marquées par une adhérence servile aux études de marché et aux panels de consommateurs. La publicité et le développement des marques devenaient trop compétitifs pour être laissés au hasard. Afin de déterminer l'efficacité d'une campagne à la télévision ou dans les journaux, les agences se reposaient sur des groupes de discussions, qui intervenaient souvent en altérant (ou mutilant) les projets afin de les rendre conformes à l'opinion de masse. Si certaines firmes (comme DDB, Ammirati Puris, Foote, Cone & Belding, Lord, Geller,

Federico, Einstein et George Lois) conservaient assez d'influence créative sur les produits qu'on leur confiait pour surmonter ce nivellement par le bas, d'autres agences moins établies ou plus orientées vers le marché de masse se plièrent à la volonté des experts. Les pubs qui en mettaient trop sur la page, comme « Les sœurs sont différentes des frères », pour des produits capillaires, étaient généralement le produit de trop de réunions et de décisions.

Durant les années 70, les lignes de produits naturels, qu'il s'agisse de shampoings ou d'aliments, firent l'objet de campagnes nationales. Les barrières raciales et ethniques tombaient rapidement. Si les différents groupes continuaient à être ciblés avec des campagnes « ethniques » distinctes, les Afro-américains et d'autres « minorités » furent davantage inclus dans la publicité générale. Il y eut un autre virage important : vanter les mérites des cigarettes fut interdit à la télévision, reléguant les pubs au support papier jusqu'à ce que, là aussi, elles soient interdites dans les années 90.

L'objectif de la publicité est de servir les annonceurs dans leur quête de profits, elle n'a jamais eu pour but d'être un véhicule



culturel. Il n'est donc pas réaliste d'attendre de la majorité des pubs qu'elles transcendent leur fonction de base. Néanmoins, à certaines époques, du fait de la créativité d'artistes inspirés, la publicité a contribué à modeler la culture au même titre que la musique, le cinéma et la littérature. Le plus souvent, elle a incorporé leurs éléments dans la culture de masse. Même dans ses aspects les plus progressistes, elle s'édifie sur d'autres bases culturelles. Les avant-gardes, par exemple, sont mobilisées par les agences publicitaires uniquement après avoir été plus ou moins digérées par le grand public. La mission d'un publicitaire de pointe est donc de déterminer à quel moment surfer sur la vague d'un phénomène unique avant qu'elle ne se brise. Il doit également savoir quel média offrira le véhicule le plus efficace pour un tel exercice. Au cours des années 70, les équipes créatives ont produit des milliers de pubs imprimées et de spots publicitaires, mais le papier n'était plus le meilleur support pour toucher un public de masse, les magazines étant devenus trop spécialisés.

Pour survivre sur un marché compétitif, les revues durent cibler des créneaux plus petits de consommateurs, ce qui n'était pas pour déplaire aux publicistes. Tandis que les grandes marques continuaient d'appliquer les formules publicitaires traditionnelles et construisaient leurs campagnes autour d'une diffusion télévisuelle, cette nouvelle stratégie de spécialisation nécessita une réévaluation. Même dans la publicité imprimée, les annonceurs exigeaient plus de vitalité. Aussi, en dépit de mes lamentations sur la baisse de créativité dans cette introduction, la publicité imprimée était prête à récupérer une partie de ses pertes en réinvestissant dans une légion de projets plus petits. Ceci favorisa un regain d'approches plus ambitieuses et inventives dans les années 80 et 90, une époque où, d'ailleurs, les règles et les tabous sur le contenu en publicité devaient à nouveau être réévalués.

Steven Heller est directeur artistique du *New York Times Book Review* et codirecteur du programme MFA/Design de la School of Visual Arts. Il est également l'auteur et l'éditeur de plus de quatre-vingt livres sur le graphisme et la culture populaire, dont *The Graphic Design Reader, Paul Rand, From Merz to Emigre and Beyond : Avant-Garde Magazine Design of the 20th Century* et *Citizen Design : Perspectives on Design Responsibility.*

Beetle, Rabbit et Volkswagen sont des marques déposées de Volkswagenwerk Aktiengesellschaft.
BMW est une marque déposée de Bayerische Motoren Werke Aktiengesellschaft.
The Brady Bunch est une marque déposée de Paramount Picture Corp.
Budweiser est une marque déposée d'Anheuser-Busch, Inc.
Burger King est une marque déposée de Burger King Brands, Inc.
Charmin est une marque déposée de The Procter & Gamble Co.
Clairol est une marque déposée de Clairol Inc.
Doyle Dane Bernbach est une marque déposée d'Omnicom International Holdings Inc.
Foote, Cone & Belding est une marque déposée d'Interpublic Group of Companies, Inc.
Hebrew National est une marque déposée de ConAgra Brands, Inc.
Honda and Civic sont des marques déposées de Honda Motor Co.
Jordache est une marque déposée de Jordache Enterprises, Inc.
Kent est une marque déposée de Lorillard Licensing Co., L.L.C.
McDonald est une marque déposée de McDonald's Corp.
Merrill Lynch est une marque déposée de Merrill Lynch & Co., Inc.
NBA est une marque déposée de NBA Properties, Inc.

Los años setenta:

nada que ver con los sesenta

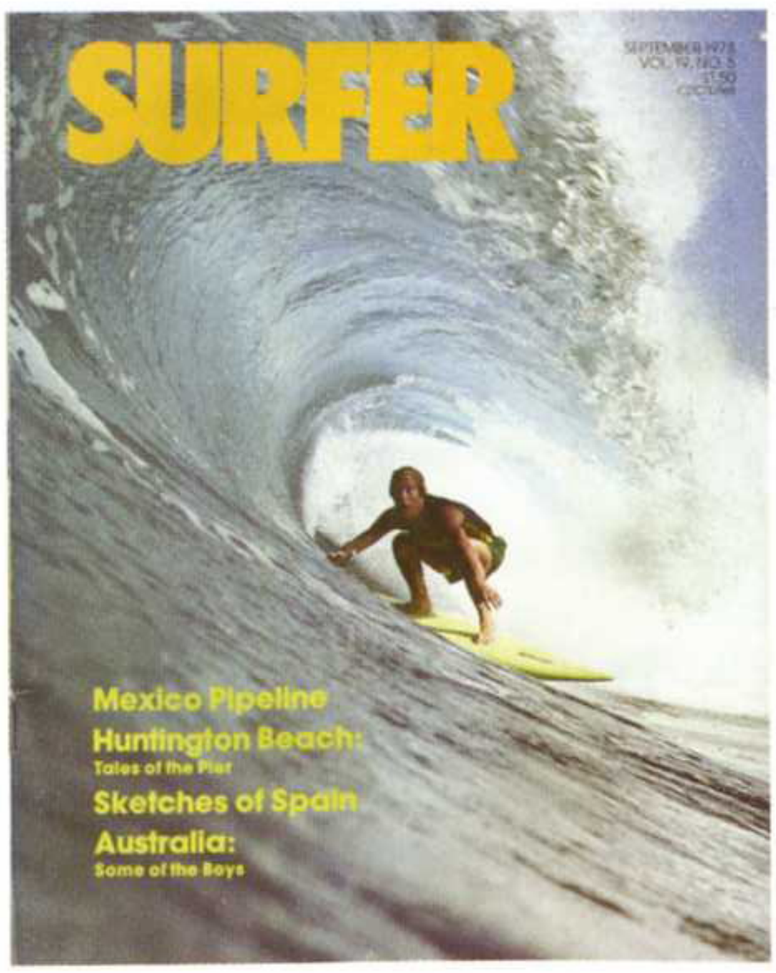
por Steven Heller

El cine, la música, la publicidad y el arte en los años sesenta fueron infinitamente más innovadores que en los setenta. Con las notables excepciones de la música disco, el glam rock, los Village People, *Harry el Sucio, Love Story* y *La tribu de los Brady*®, la década de los setenta fue culturalmente yerma, en especial en cuanto a publicidad impresa se refiere, lo cual refleja en cierto modo el espíritu de los tiempos. Y aunque en la memoria colectiva de los norteamericanos pervive una década de grandes campañas y eslóganes publicitarios, de sintonías memorables y de graciosas mascotas comerciales, lo cierto es que todo eso tuvo lugar en el medio televisivo, no en prensa. Anuncios excelentes inundaban las parrillas de las tres cadenas de televisión de Estados Unidos y los norteamericanos permanecían devotamente frente a la pantalla día y noche, noche y día.

Entre las frases publicitarias más célebres se cuentan la omnipresente «Esta Bud es para ti», de Budweiser®; «Hoy usted se lo merece, venga a McDonald's», de McDonald's®; «A tu manera», de Burger King®; «Merrill Lynch, al alza en América», de la consultora financiera Merrill Lynch®, y «Respondemos a una autoridad superior», del fabricante de productos *kosher* Hebrew National®. Estos y otros eslóganes brillantes constituían armas verbales tan potentes que los anunciantes adquirieron enormes bloques de espacio televisivo para proyectarlos una y otra vez, hasta incrustar para siempre estas joyas en la mente maleable del consumidor. Y mientras que estos mensajes calaban en la conciencia del público, con frecuencia las versiones impresas de muchos de los mismos productos mostraban una carencia absoluta de inspiración.

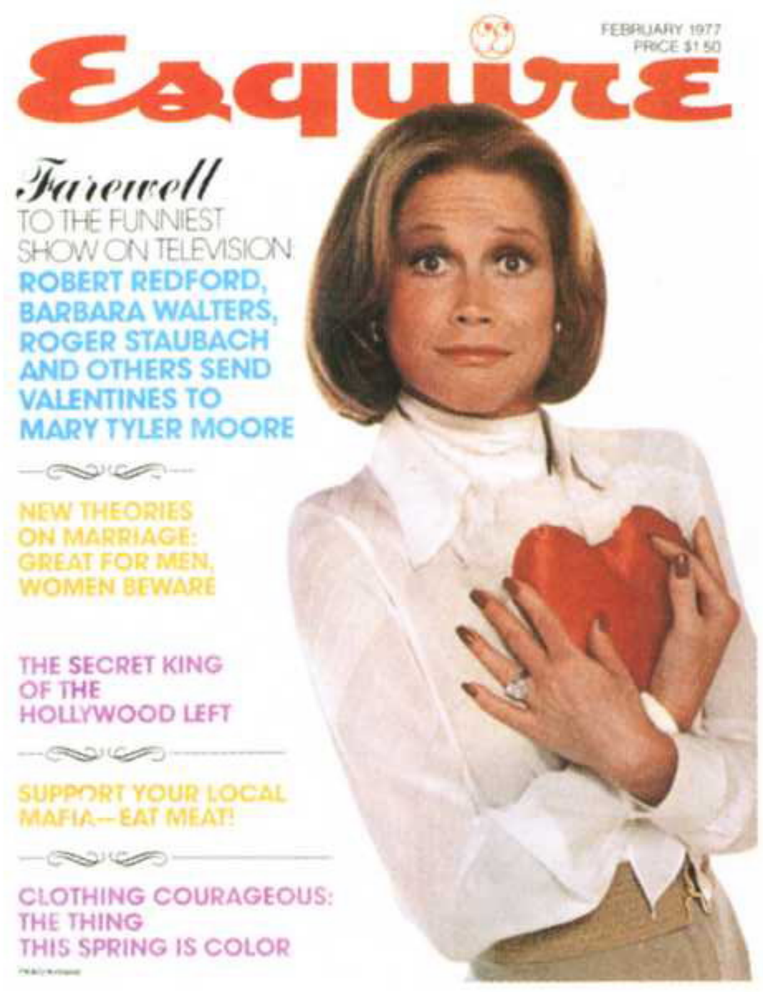
Evidentemente, hubo excepciones, como por ejemplo la campaña de «El look Jordache®», que hacia 1979 inició la revolución de los vaqueros con su lanzamiento en televisión y continuó su seductor coqueteo con el semidesnudo en las páginas de las revistas y en las vallas publicitarias de todo Estados Unidos. Sin embargo, ver a actores de carne y hueso y oír sus voces superpuestas a las imágenes –como la del narrador de la campaña de BMW® que en 1975 incitaba con tono dulce al espectador a disfrutar de «El placer de conducir»– contribuía a que estos audaces eslóganes resultaran mucho más llamativos para el gran público. Incluso la más bochornosa de las frases publicitarias, «Por favor, no aprieten el Charmin®» (eslogan que Benton & Bowles acuñó en 1964 para anunciar su papel higiénico y que continuó explotando ad náuseam a lo largo de la década de los setenta) resultaba infinitamente más eficaz cuando se proyectaba en la pequeña pantalla que cuando aparecía en las deslucidas páginas de las revistas.

Durante los años cincuenta y sesenta, los directores de arte de la prensa se erigieron como las lumbreras de la industria publicitaria. Estos maestros de la «creatividad» diseñaron los memorables anuncios de una era. En aquella época, las revistas de amplia circulación nacional, como *Look, Life, Collier's* y *The Saturday Evening Post*, contaban con infinidad de páginas y los directores de arte publicitarios colaboraban con los diseñadores editoriales para crear las composiciones tipográficamente más atractivas y conceptualmente más sorprendentes. Por entonces, los anuarios de los directores de arte jamás reflejaban una falta de «grandes ideas»; en cambio, la televisión era otra historia.



Cuando la televisión empezó a llegar al gran público a finales de los años cincuenta y principios de los sesenta, las agencias de publicidad aún no habían trasladado la revolucionaria estrategia de la «gran idea» de la página impresa a la pantalla. La mayor parte de los anuncios presentaba un corte vacilante, incluso *amateur*, hasta mediados de la década de los sesenta, cuando el dinero que se invertía en las voluminosas revistas empezó a desviarse al nuevo medio. Los gastos de las publicaciones empezaron a ser mayores que sus beneficios y muchas de ellas cerraron. Habiendo dejado de servir de imán para las campañas comerciales nacionales, las primeras en abdicar fueron *Collier's* y *The Saturday Evening Post*, a las que siguió *Look*, no sin antes realizar un admirable intento por modernizarse; finalmente, *Life* sucumbió a la sequía de publicidad y, tras reducir su circulación a una publicación mensual, acabó por cerrar sus puertas. Entre tanto, las grandes marcas invertían cantidades ingentes en las franjas horarias de máxima audiencia, desviando con ello a los mejores creativos publicitarios de la prensa a la televisión. Pronto, el baremo aumentó en un medio y descendió cada vez más en el otro, lo cual, en última instancia, tuvo un impacto ostensible en la calidad dispar de talento entre ambos tipos de directores de arte.

El cambio de oleaje de finales de los años sesenta se convirtió a principios de los setenta en una agitada marea que se llevó consigo todo rastro de peculiaridad estilística. En un principio, la publicidad impresa buscó en el diseño editorial un modelo a seguir. Y si bien la sofisticación tipográfica se hallaba en un momento álgido, las publicaciones no tardaron en transformarse en una mezcla de sensibilidades editoriales y televisivas. De manera consciente o inconsciente, la pantalla de rayos catódicos fue restando protagonismo a la página impresa como paradigma de diseño y el breve lapso



de atención de su audiencia pasó a sustituir al del lector. Los generosos márgenes blancos que otrora habían enmarcado ingeniosas frases publicitarias y deslumbrantes fotografías fueron reemplazados en los años setenta por imágenes a toda página en las cuales se insertaban los eslóganes de cualquier manera. Anuncios como «El calor limpio» (p. 308), que pregonaba los beneficios de la calefacción de gas, utilizaron fotografías a sangre y a todo color para atraer la mirada del espectador, imitando la técnica de la televisión, medio en el cual, por otro lado, se había iniciado la campaña.

Y aunque la prensa tenía sus propios requisitos, lo cierto es que la innovación parecía ser menos importante que el statu quo. Un anuncio del nuevo utilitario Honda Civic®–cuyo titular rezaba «Las mujeres sólo conducen transmisiones automáticas» (p. 83), un irónico concepto pseudofeminista– retomaba el aspecto de la gran era de los anuncios del Escarabajo® de Volkswagen creados por Doyle Dane Bernbach® (DDB). No obstante, el eslogan «Volkswagen vuelve a hacerlo», con el que se presentaba el nuevo Rabbit®, no tenía ni punto de comparación con sus refinados antecesores. Así, aunque el anuncio del último modelo de la empresa intentaba recrear el tono audaz de sus clásicas campañas (mostrando que una leyenda de la NBA de dos metros quince, Wilt Chamberlain, cabía perfectamente en un automóvil compacto), la idea subyacente era muy inferior a la del célebre anuncio «Limón», que utilizó por primera vez la ironía para convertir un Volkswagen en una alternativa aceptable y deseada a las esponjas de gasolina que eran los automóviles norteamericanos.

Durante los años sesenta, la fotografía artística (con frecuencia surrealista) había eclipsado a la ilustración realista como plato fuerte de la publicidad impresa, tendencia que se perpetuó a lo largo de los setenta. No obstante, el público empezaba a estar condicionado por el flujo de imágenes en televisión y demostraba menos interés por las imágenes estáticas. Así, la sutileza y los matices fotográficos propios de la publicidad en prensa de los años cincuenta y sesenta quedaron ensombrecidos por la realidad aplastante de los estudios. La bella mujer afroamericana cuya imagen se utilizó para vender cigarrillos Kent® (p. 35) miraba de manera pasiva pero inequívoca al lector. Y pese a que este anuncio fue rompedor por utilizar a una modelo negra, el estilo «Te deseo» se hacía palpable como medio estándar de complementar al persuasor bombardeo televisivo. Por descontado, también hubo excepciones a las fotografías típicas. En uno de los anuncios más arrebatadores, el de Time Inc.: «Mientras la imagen estática conmueva... seguiremos en la brecha», una fotografía sensacional de las tropas estadounidenses transportando a un soldado herido fuera del campo de batalla muestra el poder de las instantáneas. Mas, pese a la innegable calidad de este anuncio, muy pocos ejemplos impresos más resultaron tan eficaces.

La ilustración volvió a ponerse ligeramente de moda en la década de los setenta, aunque el resultado solía ser más estilizado y decorativo que intelectual y conceptual. La ilustración del anuncio de Clairol® que presentaba su primera incursión en los champús de esencias vegetales hacía un uso adecuado de un estilo desenfadado y fantasioso, si bien no desafiaba la percepción del público tal y como lo había hecho el clásico Miss Clairol («¿Utiliza... o no?») en 1959. Eso no quiere decir que toda la publicidad comercial debería de ser radical y revolucionaria, ya que, a fin de cuentas, lo importante es atraer la atención del espectador y el objetivo de transmitir un mensaje positivo pesa más que cualquier otro fin. Con todo, en los años setenta se apostó más por las opciones seguras y de eficacia demostrada que por la novedad y los retos.

Los estudiosos de la publicidad señalan que en la década de los setenta reinó la adherencia incondicional y baldía a las pruebas de mercado y a los *targets* de público. La publicidad y la aparición de marcas se estaban convirtiendo en algo demasiado arriesgado y competitivo como para dejar su curso al azar. Para poder determinar la eficacia de la publicidad en televisión y prensa, las agencias se marcaban un público objetivo, que, con frecuencia, podía alterar (o mutilar) campañas para adecuarlas a la opinión general. Mientras que ciertas firmas, como DDB; Ammirati Puris; Foote, Cone & Belding;

Lord, Geller, Federico, Einstein; y George Lois, retuvieron la suficiente influencia creativa para imponerse a los dictámenes del mercado, otras agencias menos establecidas y de corte más general se sometieron a los deseos de los expertos en técnicas de público objetivo. Y no resulta difícil distinguir sus frutos. Los anuncios que condensaban demasiado en una página, como «Las hermanas son diferentes de los hermanos», de productos para el cabello dirigidos a afroamericanos, eran sin duda el resultado de demasiadas sesiones con público objetivo.

Por otro lado, los años setenta fueron testigo del surgimiento de una nueva publicidad. En esa época se empezaron a anunciar líneas de productos naturales, champús y alimentos inclusive, a escala nacional. Las barreras raciales y étnicas caían rápidamente. Se dirigían campañas «étnicas» diferentes a grupos distintos y los afroamericanos y otras «minorías» participaban cada vez más en la publicidad general. Además, se registró un nuevo hito: en la década de los setenta se prohibió la publicidad de tabaco en televisión y se relegó exclusivamente a la prensa, de donde se suprimió también en los años noventa.

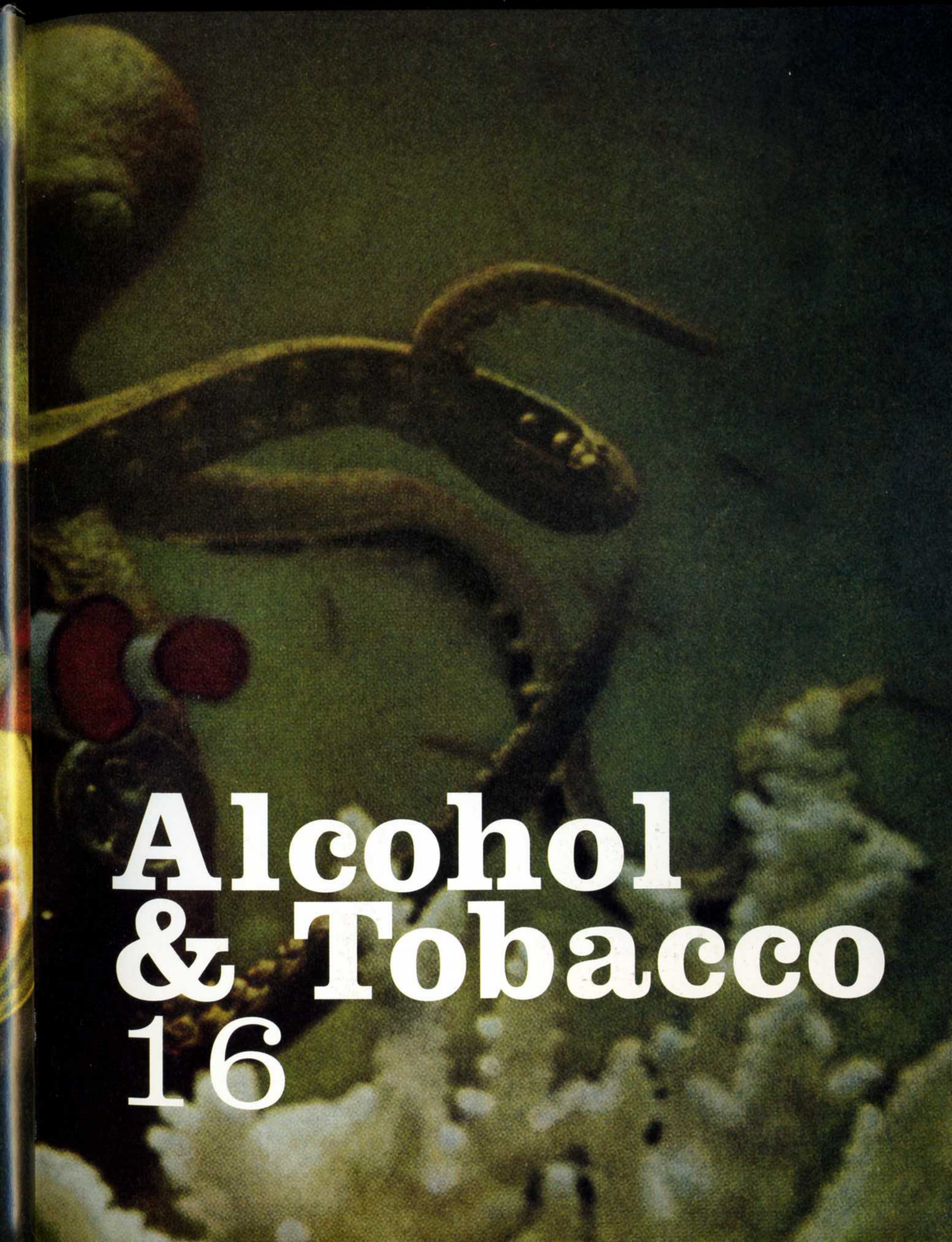
El objetivo de la publicidad es ayudar a los clientes a obtener beneficios. La publicidad nunca se ha concebido como un motor cultural, por lo que no tiene sentido esperar que el conjunto de anuncios de cualquier período trascienda su función básica. En cambio, en algunos momentos de la historia, debido a la fuerza creativa de personas con una sensibilidad artística excepcional, la publicidad ha definido la cultura tanto como la música, el cine y la literatura. A menudo, además, ha incorporado y difundido ciertos elementos de esas otras disciplinas. Incluso los aspectos más progresistas de la publicidad se construyen sobre otros fundamentos culturales. Por ejemplo, los publicistas únicamente utilizan las vanguardias cuando ya se han popularizado. Así, la labor de un creativo publicitario con vista consiste en determinar cuándo agitar la marea de un fenómeno único antes de que se coloque en la cresta de la ola. El creativo debe, asimismo, saber qué medio resultará más adecuado para canalizar dicha sacudida.

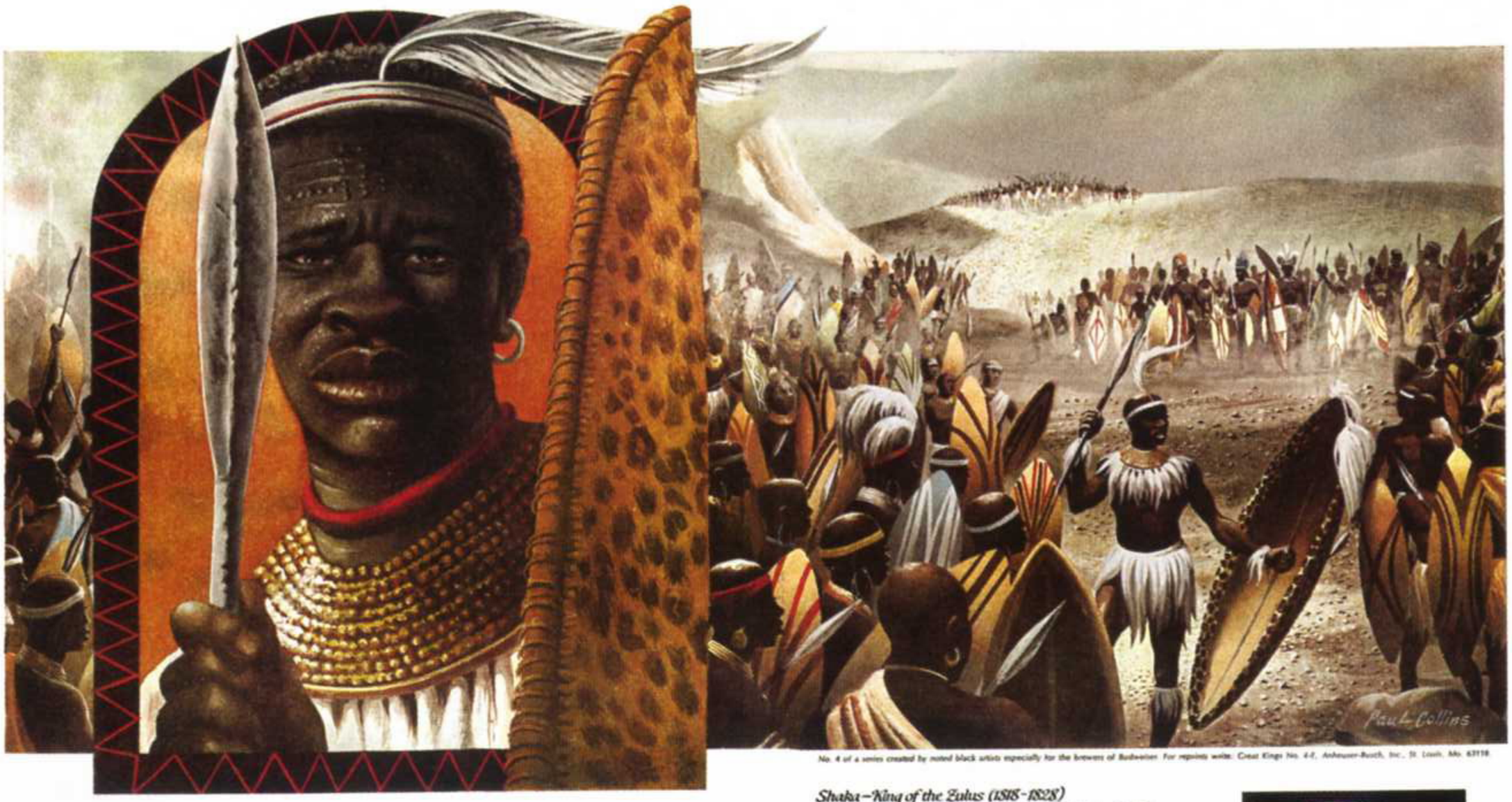
Para sobrevivir en un mercado competitivo, las revistas se dirigieron a un público cada vez más restringido, lo cual resultaba atractivo para los anunciantes. Mientras que las grandes marcas continuaron aplicando las fórmulas tradicionales de la publicidad y crearon campañas para la televisión, la nueva estrategia de la especialización hizo necesario un replanteamiento global. Incluso en la publicidad impresa, los clientes demandaban una mayor vitalidad para aumentar sus fortunas. Y pese a que aquí se lamente la escasez de creatividad, lo cierto es que en la década de los setenta la publicidad impresa se propuso recuperar parte de sus pérdidas restringiendo su aparición a espacios más reducidos. Eso contribuyó a la aparición de enfoques más ambiciosos e imaginativos en los años ochenta y noventa, épocas en las que, por cierto, las regulaciones y los tabúes referentes al contenido en publicidad volvieron a someterse a examen una vez más.

Steven Heller es director de arte del suplemento «Book Review» del *New York Times* y codirector del programa de máster en Bellas Artes y Diseño de la School of Visual Arts. Es también autor y editor de más de ochenta libros sobre diseño gráfico y cultura popular, entre los que se cuentan: *The Graphic Design Reader, Paul Rand, From Merz to Emigre and Beyond: Avant-Garde Magazine Design of the 20th Century* y *Citizen Design: Perspectives on Design Responsibility.*

Beetle, Rabbit y Volkswagen son marcas registradas de Volkswagenwerk Aktiengesellschaft.
BMW es una marca registrada de Bayerische Motoren Werke Aktiengesellschaft.
The Brady Bunch es una marca registrada de Paramount Picture Corp.
Budweiser es una marca registrada de Anheuser-Busch, Inc.
Burger King es una marca registrada de Burger King Brands, Inc.
Charmin es una marca registrada de The Procter & Gamble Co.
Clairol es una marca registrada de Clairol Inc.
Doyle Dane Bernbach es una marca registrada de Omnicom International Holdings Inc.
Foote, Cone & Belding es una marca registrada de Interpublic Group of Companies, Inc.
Hebrew National es una marca registrada de ConAgra Brands, Inc.
Honda y Civic son marcas registradas de Honda Motor Co.
Jordache es una marca registrada de Jordache Enterprises, Inc.
Kent es una marca registrada de Lorillard Licensing Co., L. L.C.
McDonald's es una marca registrada de McDonald's Corp.
Merrill Lynch es una marca registrada de Merrill Lynch & Co., Inc.
INBA es una marca registrada de NBA Properties, Inc.

THE CLUB
MARGARITA


Alcohol
& Tobacco
16



No. 4 of a series created by noted black artists especially for the brewers of Budweiser. For reprints write: Great Kings No. 4-F, Anheuser-Busch, Inc., St. Louis, Mo. 63118

Budweiser Beer, 1976

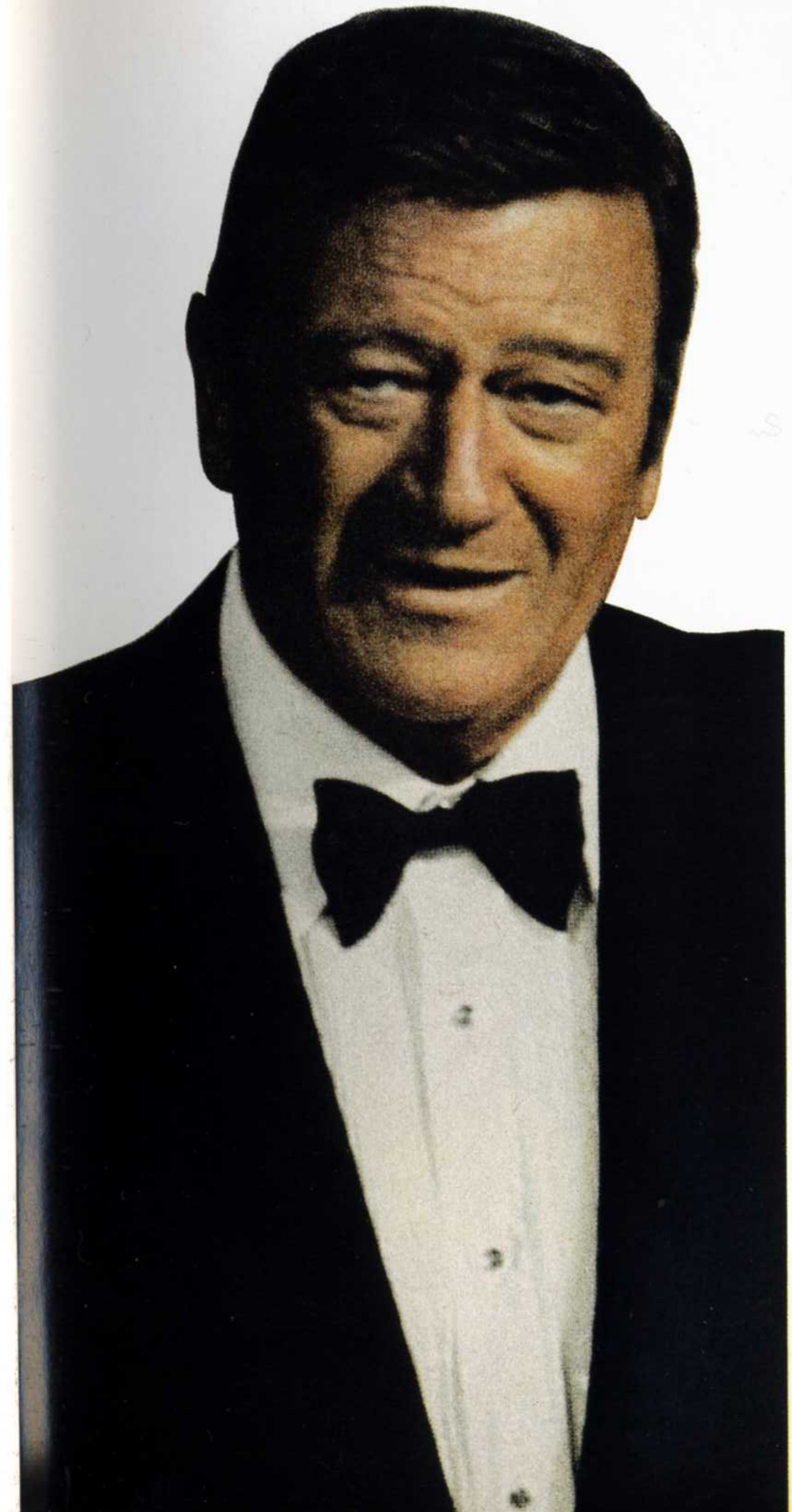
The Club Premixed Cocktails, 1975 ◄ Budweiser Beer, 1976

► Budweiser Beer, 1976 ►► Almadén Wines, 1977

BUDWEISER®

presents

JOHN WAYNE



Duke does his first TV special for the King of Beers.... and that is special!

Ice up some Bud® and watch "Swing Out Sweet Land." It's an entertaining, easygoing, 90-minute look on the bright side of America.

★ ALL-STAR CAST ★

(Listed alphabetically)

ANN-MARGRET
LUCILLE BALL
JACK BENNY
DAN BLOCKER
ROSCOE LEE BROWNE
GEORGE BURNS
JOHNNY CASH
ROY CLARK
BING CROSBY
PHYLLIS DILLER
DOODLETOWN PIPERS
LORNE GREENE
CELESTE HOLM
BOB HOPE
DOUG KERSHAW
MICHAEL LANDON
DEAN MARTIN
ROSS MARTIN
ED McMAHON
GREG MORRIS
DAVID NELSON
RICKY NELSON
HUGH O'BRIAN
ROWAN & MARTIN
WILLIAM SHATNER
RED SKELTON
TOMMY SMOTHERS
LISA TODD
LESLIE UGGAMS
DENNIS WEAVER

Sunday, Nov. 29
8:30-10 P.M. EST
NBC-TV
(Check for local time and station)

Grapes, like children, mature at different times.

Some we gather at an early age, while the glow of summer is still on the vine. With others we sit patiently by 'til the hues of autumn manifest themselves.
A sensitive and painstaking art, this parenting of grapes.
Yet well worth our labor of love to produce a wine the calibre of our Johannisberg Riesling.
Careful harvesting has yielded a Riesling of remarkable bouquet and truly distinguished class.
Yes, we are very proud parents.

Almadén Vineyards, Los Gatos and Paicines, California

Almadén

THE FRENCH MARTINI.

A couple of drops of cognac on top, and the perfect martini gin, Seagram's Extra Dry.

Seagram's Extra Dry.
The Perfect Martini Gin.

Seagram's Gin, 1974 ◄ *Wolfschmidt Vodka, 1971* ► *Ronrico Rum, 1970*

Ron Rico. Didn't he pioneer the topless bathing suit?

Take it from the top.
Ronrico's a rum. Altogether smooth, light and very versatile. Untopped at parties for 112 years. Anyone with eyes knows.

©1970 General Wine & Spirits Co., NYC. 80 proof.

Ronrico. A rum to remember.

OLMECA.
THE HEAD TEQUILA.

In the tradition of the ancient Olmecs.

AVAILABLE IN SILVER & GOLD

Product of Mexico • 80 Proof • Olmeca Tequila Co., Los Angeles, Calif.

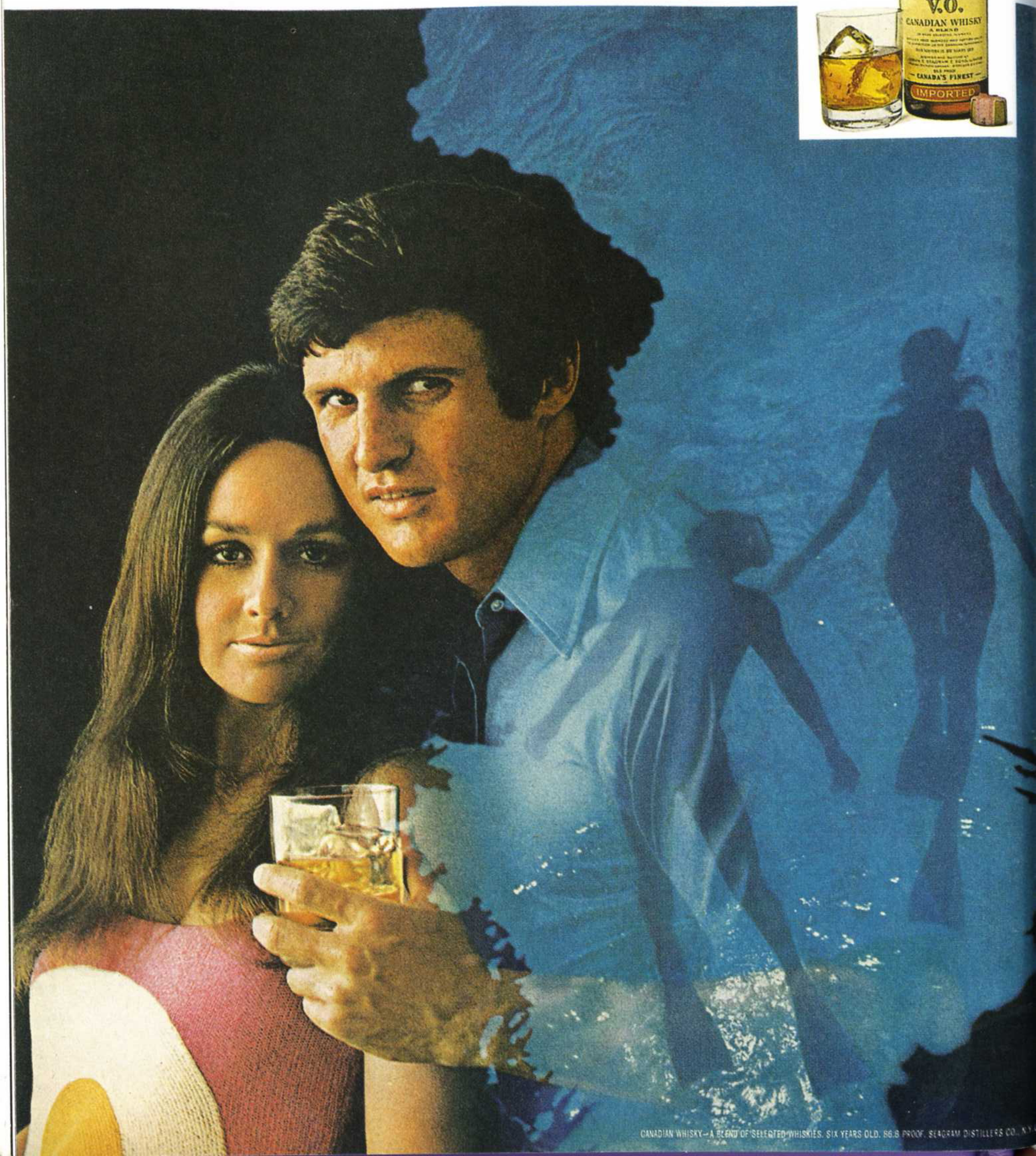
Olmeca Tequila, 1977 ◄

Kahlúa Liqueur, 1979

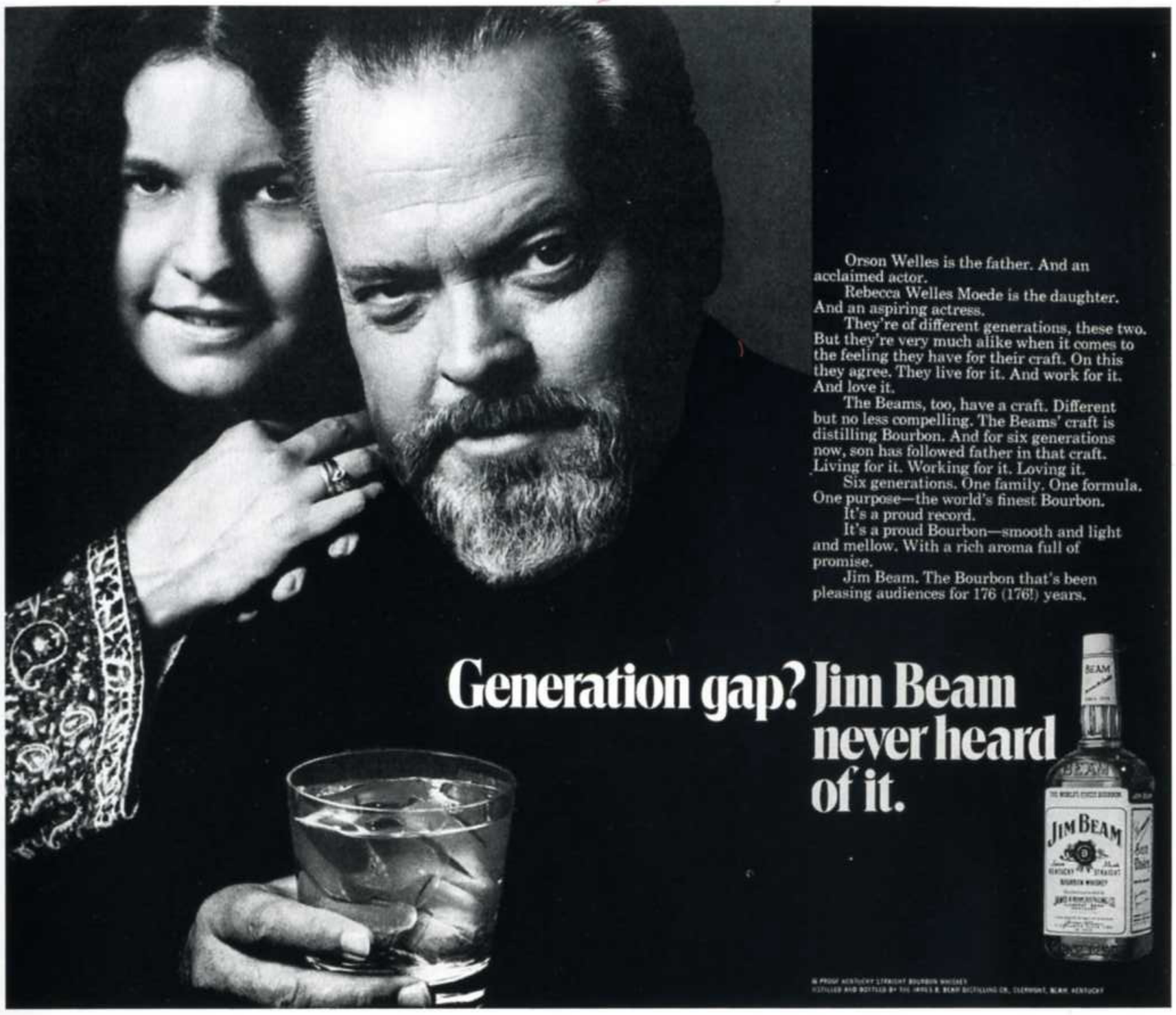
Seagram's V.O.
For people who squeeze all they can out of life.

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. Very right. Known by the company it keeps.

Seagram's VO Canadian

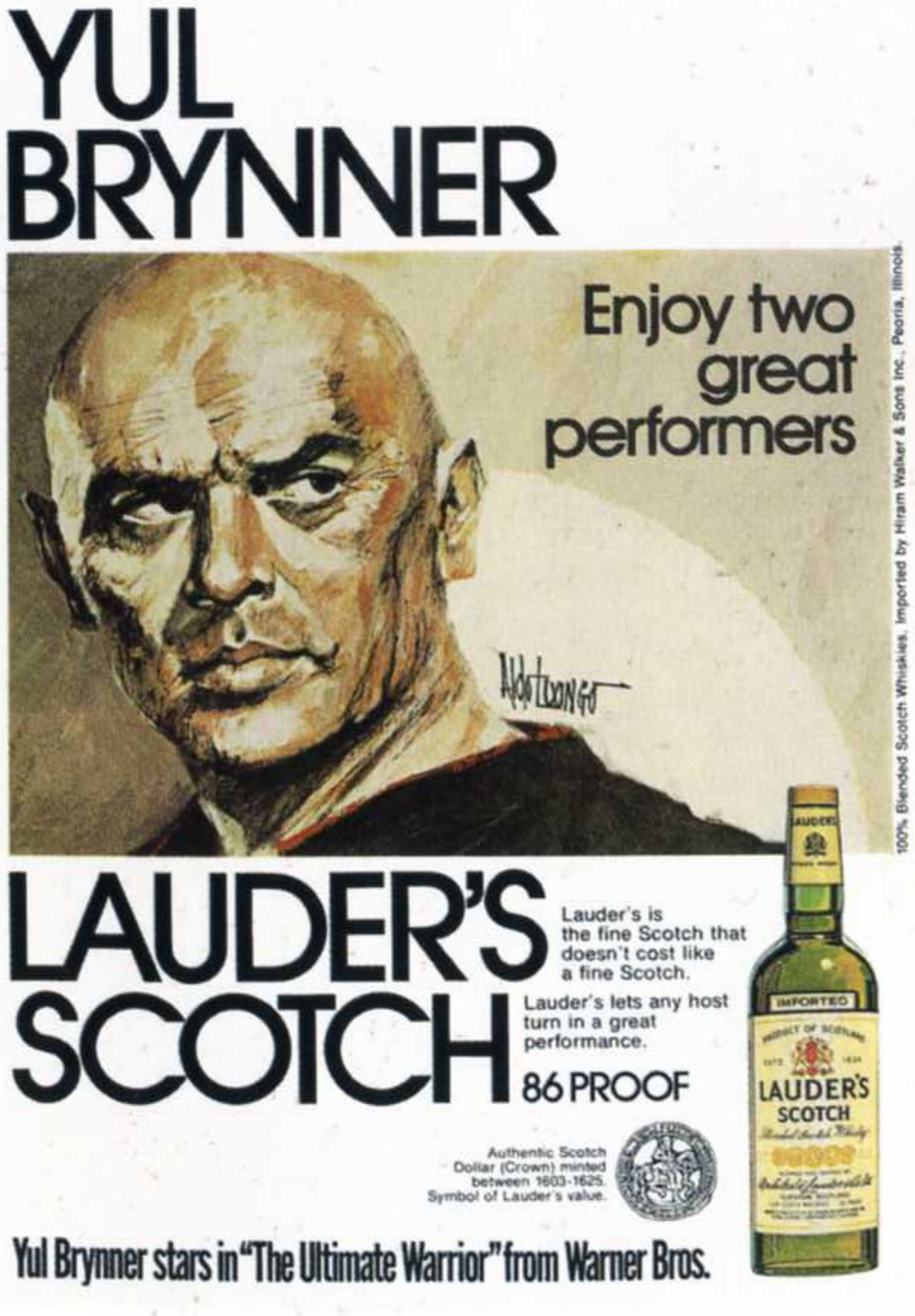


CANADIAN WHISKY—A BLEND OF SELECTED WHISKIES. SIX YEARS OLD. 86.8 PROOF. SEAGRAM DISTILLERS CO., N.Y.



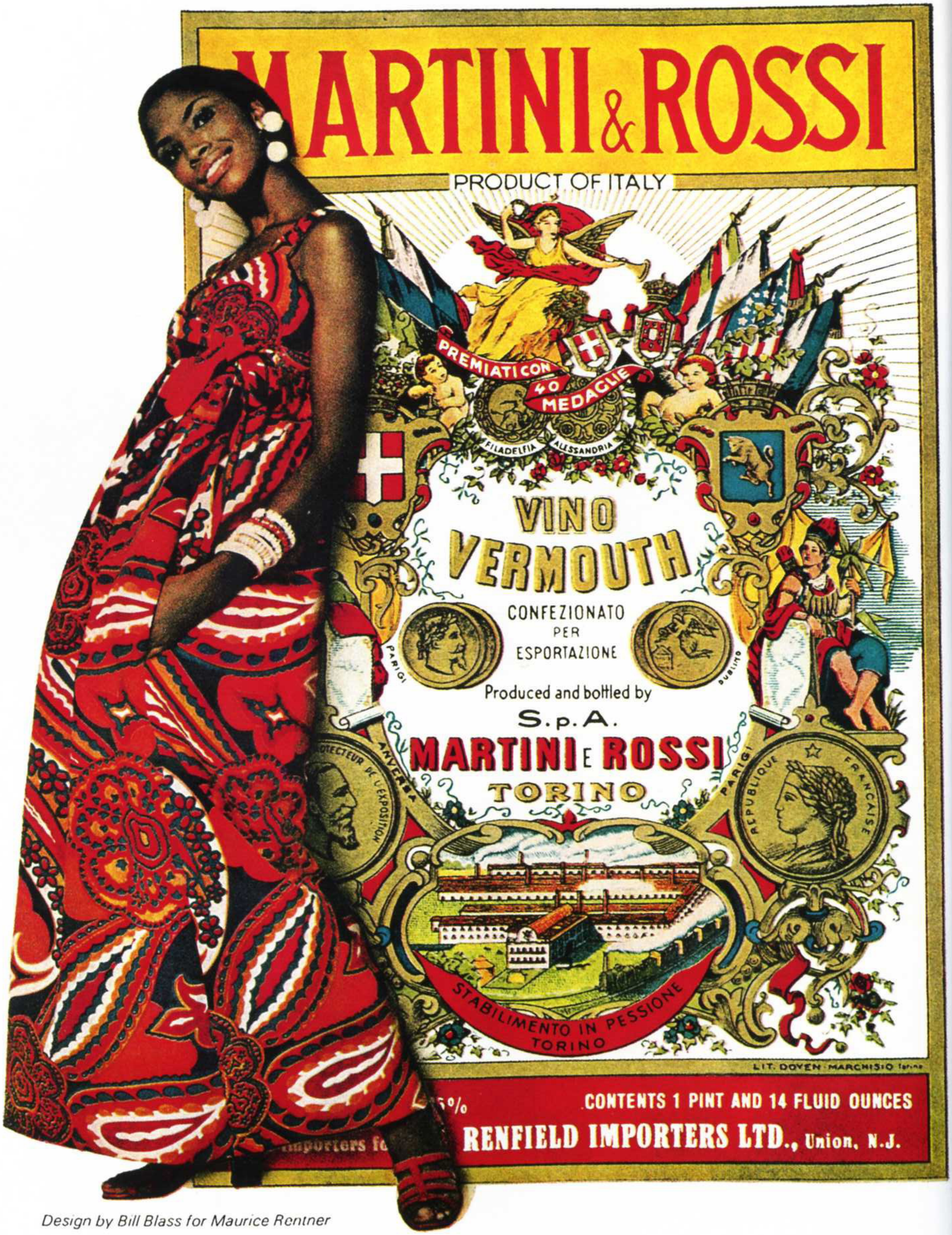
Jim Beam Bourbon, 1971

Seagram's V.O. Whisky, 1971 ◄



Black & White Scotch, 1972

Lauder's Scotch, 1975



Design by Bill Blass for Maurice Rentner

The nation's favorite vermouth...sweet or extra dry.

Scotch and the single girl.

Martini & Rossi Vermouth, 1970 ◄ *J&B Scotch, 1971* ► *Heublein Cocktails, 1979* ►► *Galaxy Whiskey, 1972*

What paradise tastes like.

Ahh...Exotic Cocktails. Tropical temptations. The essence of wild cherries. Zingy apricots. Juicy guavas. Nature's flavors. Already mixed with brandy. Gin. And secret blends of rum. This is what paradise really tastes like.

A Singapore Sling. A Zombie. Dr. Funk. And Navy Grog. All tropical dreams blended to send shivers through your taste buds. They're marked with mystery and postmarked paradise. So prepare yourself. Few experiences will be as exotic.

Exotic Cocktails. New from Heublein.

The age of Galaxy is here.

Discover a whole new world of pure whiskey enjoyment. Mellow-aged. In the timeless tradition of the world's great whiskies. Yet light years ahead in taste and character.

You're probably thinking: *"I've heard whiskey promises before. Can Galaxy really be better than what I'm drinking now?"*

Could be. But then, you'll never know until you put it to your taste, will you?

Look for Galaxy . . . it's out there.

TASTE THE MELLOW GLOW OF TIME IN GALAXY WHISKEY.

Galaxy Light Whiskey. Eighty Proof. Hunter Wilson Distillers Co., A Division of Joseph E. Seagram & Sons, Inc., N.Y.C.

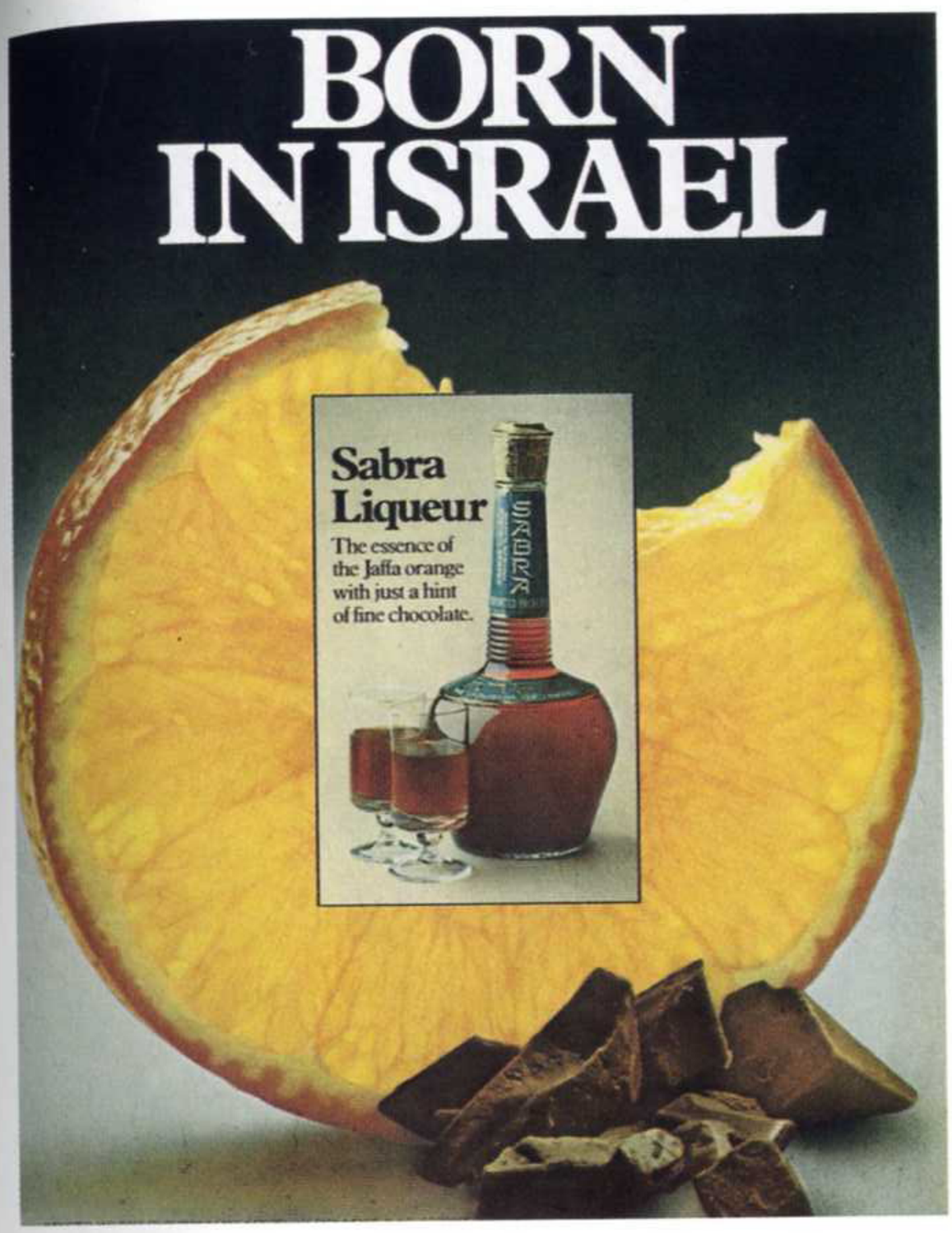
DARE YOU BE DIFFERENT

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!

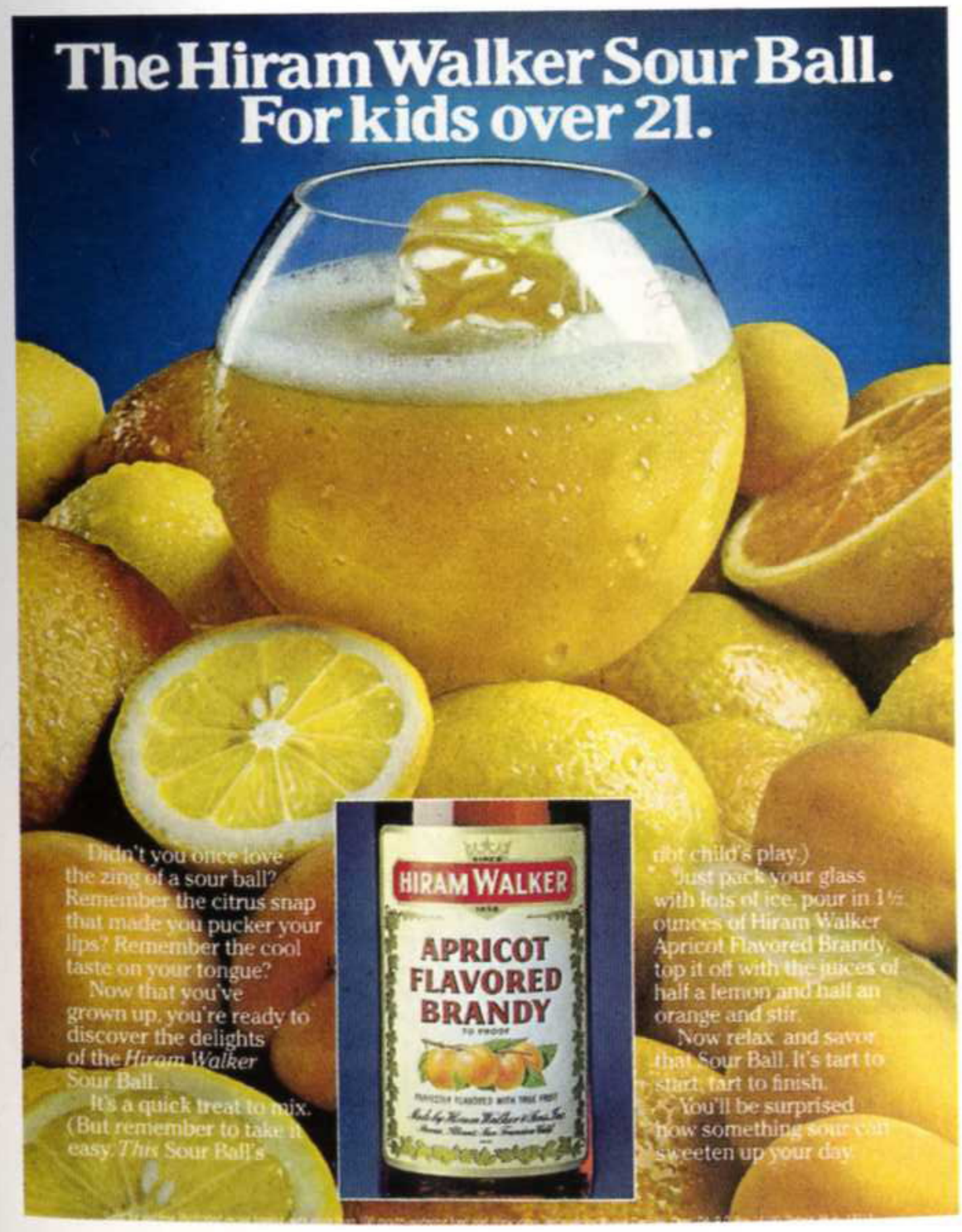
For years, incredibly smooth Suntory has been the best selling whisky in Japan. Now, this supreme whisky is a soaring success in the United States. Straight, on-the-rocks, or mixed, serving Suntory is an entertaining idea! Suntory, the classic whisky from Japan.

SUNTORY ROYAL WHISKY

86.8 PROOF. A BLEND OF RARE, SELECTED WHISKIES DISTILLED AND BOTTLED NEAR KYOTO, JAPAN. SUNTORY INTL., LOS ANGELES, CALIF.



Sabra Liqueur, 1977



Suntory Royal Whisky, 1971 ◄

Hiram Walker Brandy, 1978

DuBouchett Brandy, 1970

He's the brains behind the next heavyweight champ.
He'd never smoke a boring cigarette.

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

Viceroy. Where excitement is now a taste.

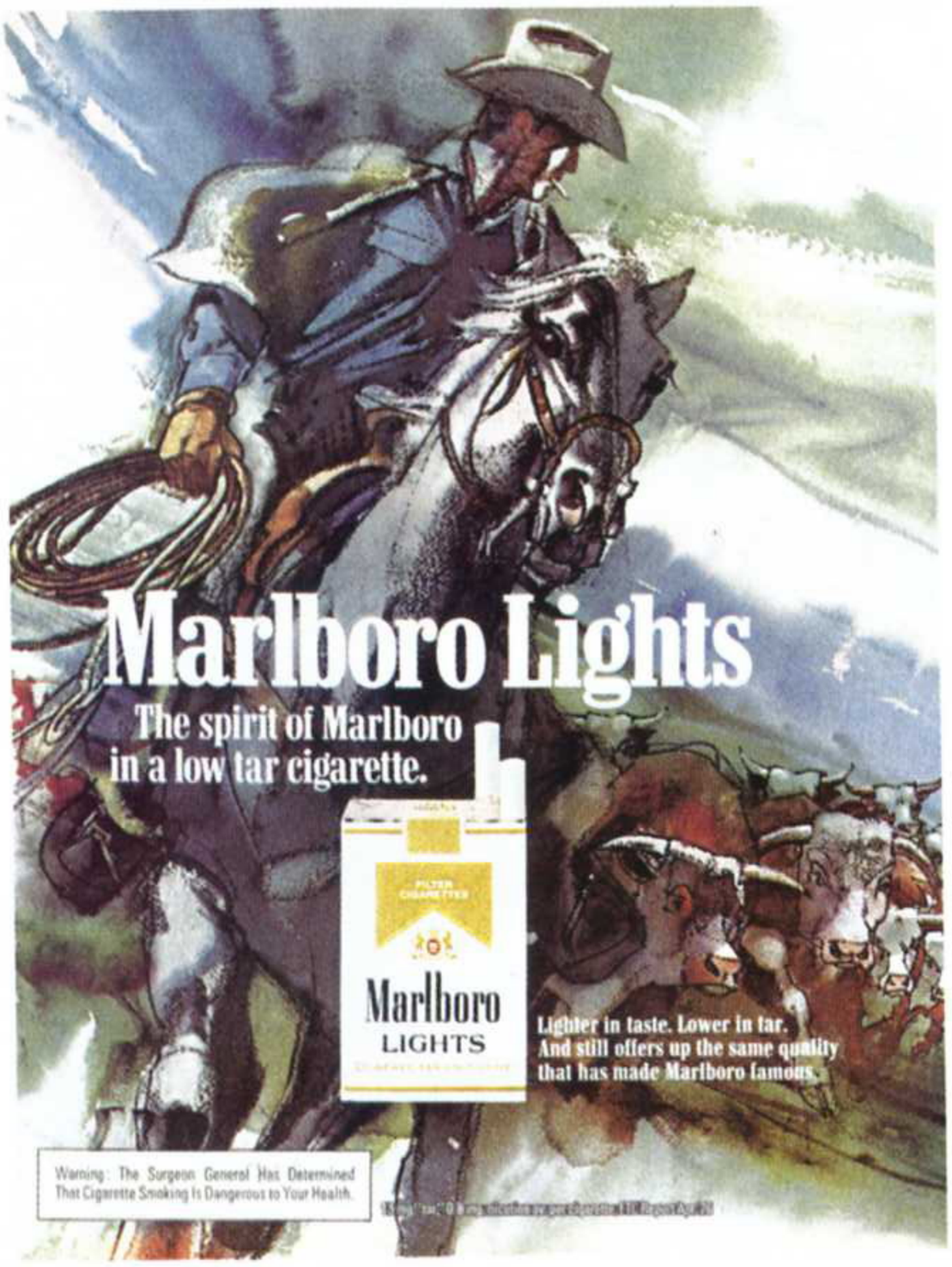
Enjoy Viceroy flavor–now in a bold new pack.

16 mg. "tar," 1.0 mg. nicotine, av. per cigarette, FTC Report Nov. '75

Viceroy Cigarettes, 1976

► *Kent Cigarettes, 1970*

20
KENT
CIGARETTES
THE WORLD'S FINEST CIGARETTE
KING SIZE
Kent smokes...
and that's
where it's
at.



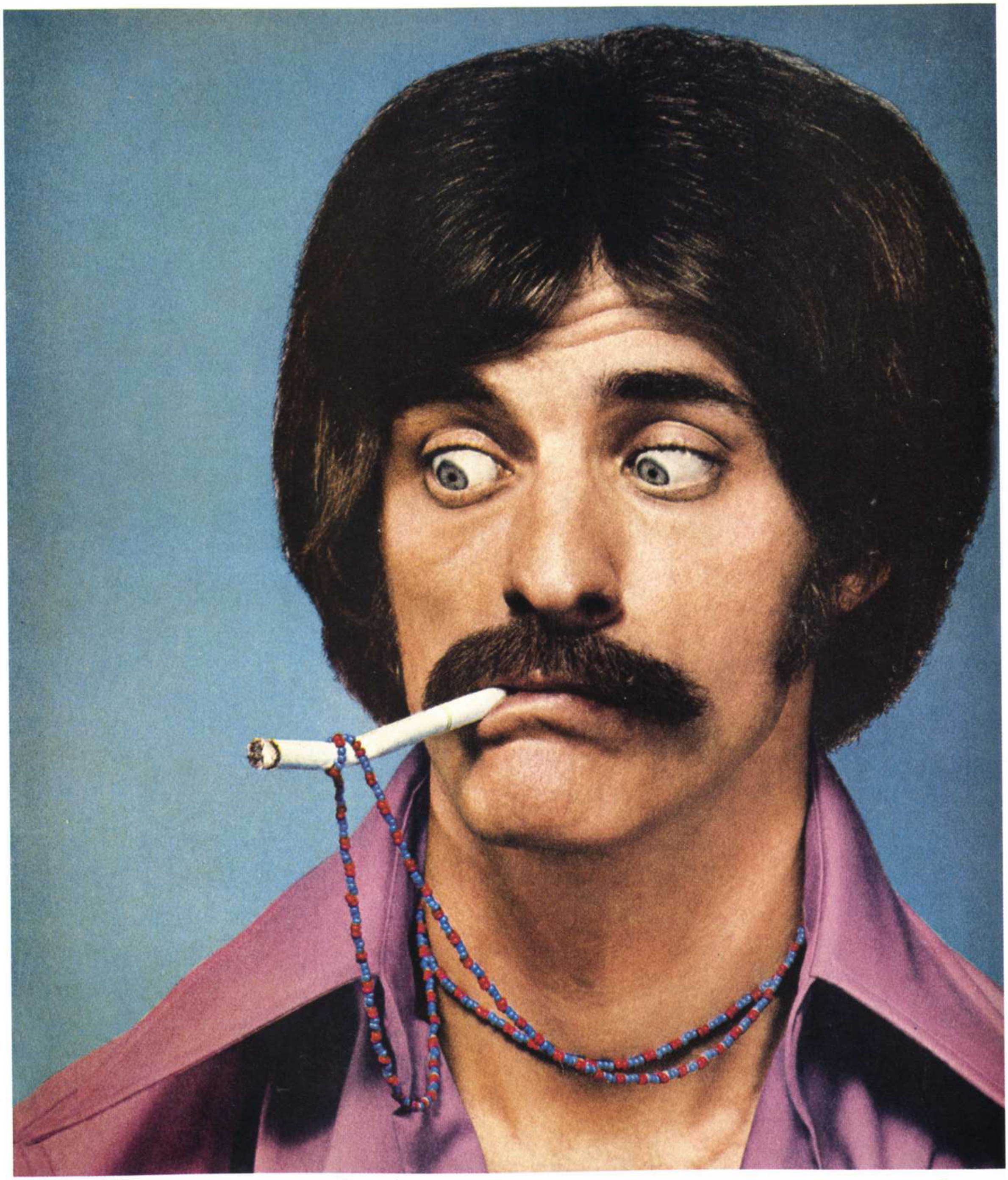
Marlboro Cigarettes, 1977

Marlboro Cigarettes, 1972

Marlboro Cigarettes, 1972

► *Marlboro Cigarettes, 1973*

Warning: The Surgeon General Has Determined



America's favorite cigarette break.

Benson & Hedges 100's *Regular or Menthol*

Benson & Hedges Cigarettes, 1971

Winston may not say it right, but they sure know how to make it right with specially processed FILTER BLEND™ tobaccos

Winston Cigarettes, 1971

► *Tareyton Cigarettes, 1973* ►► *Benson & Hedges Cigarettes, 1971*

Us Tareyton smokers would rather fight than switch!

Tareyton is better/Charcoal is why

Tareyton's activated charcoal delivers a better taste.
A taste no plain white filter can match.

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

King Size: 19 mg. "tar", 1.3 mg. nicotine; 100 mm: 20 mg. "tar", 1.4 mg. nicotine; av. per cigarette, FTC Report Feb. '73

America's Favorite Cigarette Break!

Benson & Hedges 100's.

Regular: 20 mg. "tar," 1.4 mg. nicotine; Menthol: 21 mg. "tar," 1.4 mg. nicotine
av. per cigarette, FTC R

Bold Cold Newport.

Light on it.

Newport
100's

Newport

20 FILTER
CIGARETTES
MENTHOL 100's

Cool ain't Cold. Newport is.

THE GREAT WINSTON PUT-ON

How Good it is, livin' it up in your own WINSTON FANCY PANTS™

JUST $2.95
and 2 Winston end flaps.

Hip-huggin', flare-bottomed, all-season fun-wear for guys and gals. Wear 'em outdoors, wear 'em indoors, wear 'em just for kicks. Yours for only $2.95 a pair and the end flaps from two Winston packs. Order a pair today!

MAIL TO: Winston Fancy Pants™ Offer
P.O. Box 9444
St. Paul, Minnesota 55194

Please send me_____pair(s) of Fancy Pants.
For each pair I enclose $2.95 and 2 end flaps from any size Winston Cigarettes. (No stamps please.)
The size(s) ordered are checked below:

Male ____Small (28-30 waist)
____Medium (32-34)
____Large (36-38)

Female ____Small (5-7)
(Jr.Sizes) ____Medium (9-11)
____Large (13-15)

IMPORTANT: Send check or money order and end flaps by first class mail. Make payable to: Winston Fancy Pants Offer.
I certify that I am 21 years of age or older.

NAME_____
(PLEASE PRINT PLAINLY)
ADDRESS_____TEL._____
CITY_____STATE_____ZIP*_____
*U.S. Postal Regulations require use of zip code. Please include. Allow 6 weeks for delivery. This offer expires Dec. 31, 1972 and is limited to the U.S.A. Not valid for shipment into states where prohibited or regulated.

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

© 1972 R. J. REYNOLDS TOBACCO COMPANY, WINSTON-SALEM, N.C.

20 mg. "tar", 1.4 mg. nicotine av. per cigarette, FTC Report APR. '72.

Newport Cigarettes, 1970 ◄

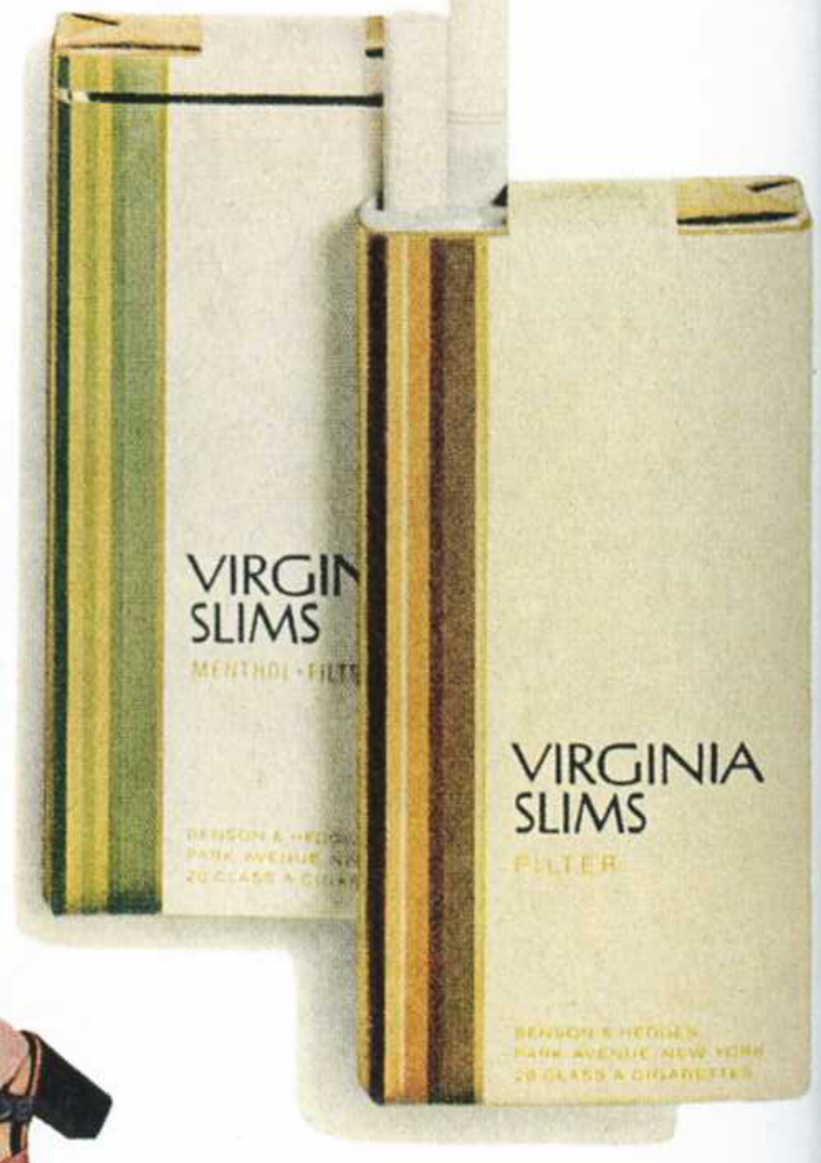
Winston Cigarettes, 1972

In 1913, [1] Mary Patrick got on the train in Boston, got the urge to smoke in New York, [2] decided to light up near Trenton, [3] was caught outside of Wilmington, [4] and was put off the train somewhere between Baltimore and Laurel.

You've come a long way, baby.

VIRGINIA SLIMS.

Slimmer than the fat cigarettes men smoke.



Fashions from Beene Bazaar

arning: The Surgeon General Has Determined
at Cigarette Smoking Is Dangerous to Your Health.

Regular: 18 mg.''tar','1.2 mg. nicotine—Menthol: 18 mg.''tar,''1.3 mg. nicotine av. per cigarette, FTC Report Apr.'72

This is L&M–super bad

That show was out-of-sight.
You can still feel every note.
They played hot and hard.
They gave you the truth.
And now
you're both ripe for L&M.

Ah, the taste of an L&M menthol cigarette–super bad.

L&M Menthol.
19 mg. "tar," 1.2 mg. nicotine
av. per cigarette by FTC method.

Virgina Slims Cigarettes, 1972 ◂

L&M Cigarettes, 1971

Auto-mobiles 46

SKI
TOYOTA

STADIUM
Country Squire

Toyota Celica, 1974 ◄◄ *Ford Wagons, 1970* ◄ *Pontiac, 1971* ► *Chrysler, 1970* ►► *Chevrolet Impala, 1972*

$3,986.65.*

CHEVROLET

FOR 1970: A NEW FLIGHT OF BIRDS

Soaring into the '70's far ahead of the rest... 1970 Thunderbird. With dramatic new front-end styling, shaped to slice the wind. Longer, lower and wider for '70. Yet, still uniquely Thunderbird. With its impressive list of standard luxury features you'd pay extra for in other cars. Options other cars don't even offer. And standards of quality most others only aspire to. Choose from three distinctive models. The New Flight of Birds is ready for take-off.

Above: Pan Am's® Boeing 747 Jet and the 1970 Thunderbird 2-Door Landau with Special Brougham interior.

THUNDERBIRD Ford

The new Opera Window, a modern classic.

Individually adjustable seats with armrests.

Convenient control panel for optional power windows, seats and outside rear view mirror.

The handsome instrument panel for 1973.

The automobile that is known for ride and luxury has even more to offer this year.

Thunderbird's remarkable suspension system has been refined and tuned to its steel-belted radial ply tires. Result: an extraordinarily smooth ride.

Here are a few of the other special contributions to luxury that are standard with Thunderbird: luxuriously cushioned front seats with twin center armrests, the comfortable efficiency of Thunderbird's power brakes and power steering. And the smooth power of Thunderbird's 429 C.I.D. engine.

There is really only one way to completely experience this new Thunderbird. In person. At your Ford Dealer.

A unique luxury automobile
THUNDERBIRD
FORD DIVISION Ford

The 1973 Thunderbird.

In appearance,
in appointments, it's a luxury car.

In ride and handling,
it's distinctly Thunderbird.

Ford Thunderbird, 1973

Mercury's ride rated better than two of the world's most expensive luxury cars.

Official results of blindfold tests show 57 people picked Mercury to 33 for a $16,000 limousine. 59 favored Mercury to 31 for a $26,000 European touring car.

The tests were made Jan. 23-29, 1971. 100 people rated Mercury against a $16,000 limousine. Another 100 compared it to a $26,000 European touring car.

The people rating the cars included a cross section of businessmen, teachers, attorneys, engineers, artists, physicians—most of them fine-car owners.

The blindfolds insured objectivity. Cars were not identified. Ratings were based solely on smoothness, steadiness, quietness and overall ride.

The chauffeurs were all professionals. Participants had the same driver in both cars. The courses were identical. Speeds were as close as possible.

The route covered approximately 2.9 miles of typical roads and traffic in Bel Air, California. Included curves, bumps, hills, traffic noises and signal lights.

The results were eye opening. A majority picked Mercury's ride. In addition, 20 of the 200 people rated the cars "about even." An impressive showing.

Write for Official Test Report
The complete document detailing test procedures, names of participants and results is available. Write: Nationwide Consumer Testing Institute, P.O. Box 34235, Washington, D.C. 20034.

1. Mercury Marquis starts with a ride that's superior to some of the world's most prestigious cars. That's not just a claim. It's now part of the official record. Tests conducted and certified accurate by the Nationwide Consumer Testing Institute.

2. Then adds the best styling ideas from the luxury class. The elegantly textured grille set off by concealed headlamps. The imposing power dome hood. The long unbroken sweep afforded by fender skirts. And the Brougham's chrome-edged vinyl roof.

3. Result: a better medium-priced car. The Marquis Brougham (shown above) has many features: 429 cu. in. V-8, automatic transmission, power steering, power brakes, power windows. All standard. Mercury makes better cars to buy, rent or lease.

Better ideas make better cars.
MERCURY
LINCOLN-MERCURY DIVISION Ford

A better idea for safety: Buckle up!

Ford Thunderbird, 1970 ◂

Mercury, 1971

"Forward Motion"

© Peter Max Enterprises, Inc.

New Datsun 1200 Sport Coupe. An original portrait by Peter Max.

The new Datsun 1200 is today's kind of car. It's an economical package of motion and fun that's nice for you... and for the world around you. So when we commissioned its portrait, we went to today's kind of artist—Peter Max—probably the best known artist of his generation, a creative genius who made colorful visions an exciting part of everyday life.

The new Datsun 1200 Sport Coupe gave him a subject that's exciting on several levels. For the ecology minded, it's a car that doesn't cost much money, doesn't take up much space and gets around 30 miles out of every gallon of gasoline. At the same time it has quick handling and spirited performance. Finally, it comes with all the niceties you could want—fully reclining bucket seats, safety front disc brakes, flow-through ventilation—and a few you didn't expect—a fold-down rear seat storage area, whitewalls and tinted glass, for instance. Peter Max has captured the spirit of our 1200, a Datsun Original. Capture it for yourself in real, everyday terms at your Datsun dealer. Drive a Datsun... then decide.

Own a Datsun Original.

From Nissan with Pride

The AMC Gremlin. More fun than a barrel of gas bills.

The Gremlin is an economical* small car with the room, ride and comfort of a bigger car. It's economical because it has an efficient 4-cylinder engine and 4-speed gear box, which manage to be very thrifty and very peppy at the same time.

The Gremlin also comes with a lot of things that make it more fun to drive. 4 on the floor, wide-track handling and easy maneuverability, give the Gremlin quite a sporty feel. And casual Levi® seats, racing stripes and slot style wheels give the Gremlin X quite a sporty look to go with it.

You also get AMC's exclusive BUYER PROTECTION PLAN,® with the only full 12 month/12,000 mile warranty. That means AMC will fix, or replace free any part, except tires, for 12 months or 12,000 miles whether the part is defective, or just plain wears out under normal use and service.

Discover how much fun, and how economical, driving can be with a perky, practical Gremlin.

*Based on EPA estimated ratings, 35 highway, 22 city, 27 combined for the optional 4-cylinder engine with 4-speed manual transmission. Your actual mileage may vary depending on your car's condition, optional equipment, and how and where you drive. California figures lower.

AMC Gremlin

The fun Americans want. The size America needs.

®BUYER PROTECTION PLAN is reg. U.S. Pat. and Tm. Off.

Datsun 1200, 1973 ◄ *American Motors Gremlin, 1977*

► *Ford Mustang, 1972* ►► *Volvo, 1974*

Control and balance make it a beautiful experience.

You don't sail a boat just to get across the water.

The fun is in the doing.

The pleasure of motion under control.

Mustang drivers understand that. If all they wanted was to get from here to there, they'd be driving something else. Not a Ford Mustang.

With independent front suspension and an anti-sway bar to give you good control, good road handling.

With bucket seats to position you comfortably behind the wheel.

With a cockpit design and floor mounted shift that give you a beautiful feeling the instant you're inside.

There are five sporty Mustang models: Hardtop, SportsRoof, Convertible, Mach 1, Grandé. And a selection of five engines, three transmissions. What it takes to make driving a beautiful experience is what Ford puts into Mustang.

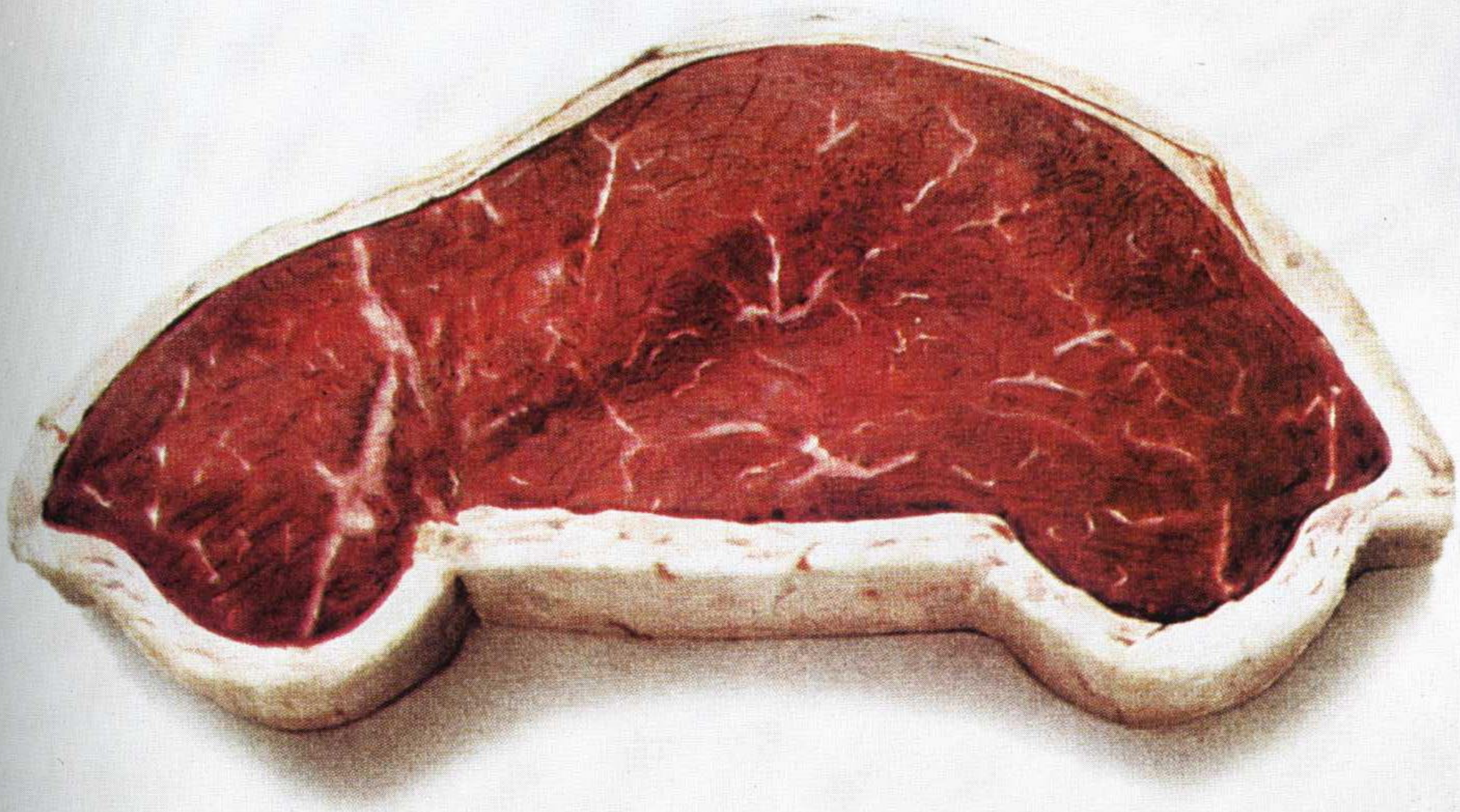
1972 Mustang Mach 1

FORD MUSTANG

FORD DIVISION Ford

NO GAS
I'M SORRIER
THAN YOU ARE
RT-2585

BEAT THE SYSTEM. BUY A VOLVO.



©VOLKSWAGEN OF AMERICA, INC.

Can you still get prime quality for $1.26 a pound?

A pound of Volkswagen isn't cheap compared to other cars. But what you pay for is the quality. Prime quality.

Just look at what you get for your money:

13 pounds of paint, some of it in places you can't even see. (So you can leave a Volkswagen out overnight and it won't spoil.)

A watertight, airtight, sealed steel bottom that protects against rocks, rain, rust and rot.

Over 1,000 inspections per one Beetle.

1,014 inspectors who are so finicky that they reject parts you could easily ride around with and not even detect there was anything wrong.

Electronic Diagnosis that tells you what's right and wrong with important parts of your car.

A 1600 cc aluminum-magnesium engine that gets 25* miles to a gallon of regular gasoline.

Volkswagen's traditionally high resale value.

Over 22,000 changes and improvements on a car that was well built to begin with.

What with all the care we take in building every single Volkswagen, we'd like to call it a filet mignon of a car. Only one problem. It's too tough.

Action is having an electronic fuel-injected 2.0-liter engine take you from 0 to 60 in 11.0 seconds.

Action is stopping on radial tires with 4-wheel disc brakes.

Action is taking a corner with rack-and-pinion steering in a mid-engine car and feeling closer to the road than the white line.

Action

The Action is a 5-speed gearbox.

Action is a light, fiberglass roof you can take off in less than a minute.

Action is sporting a built-in roll bar.

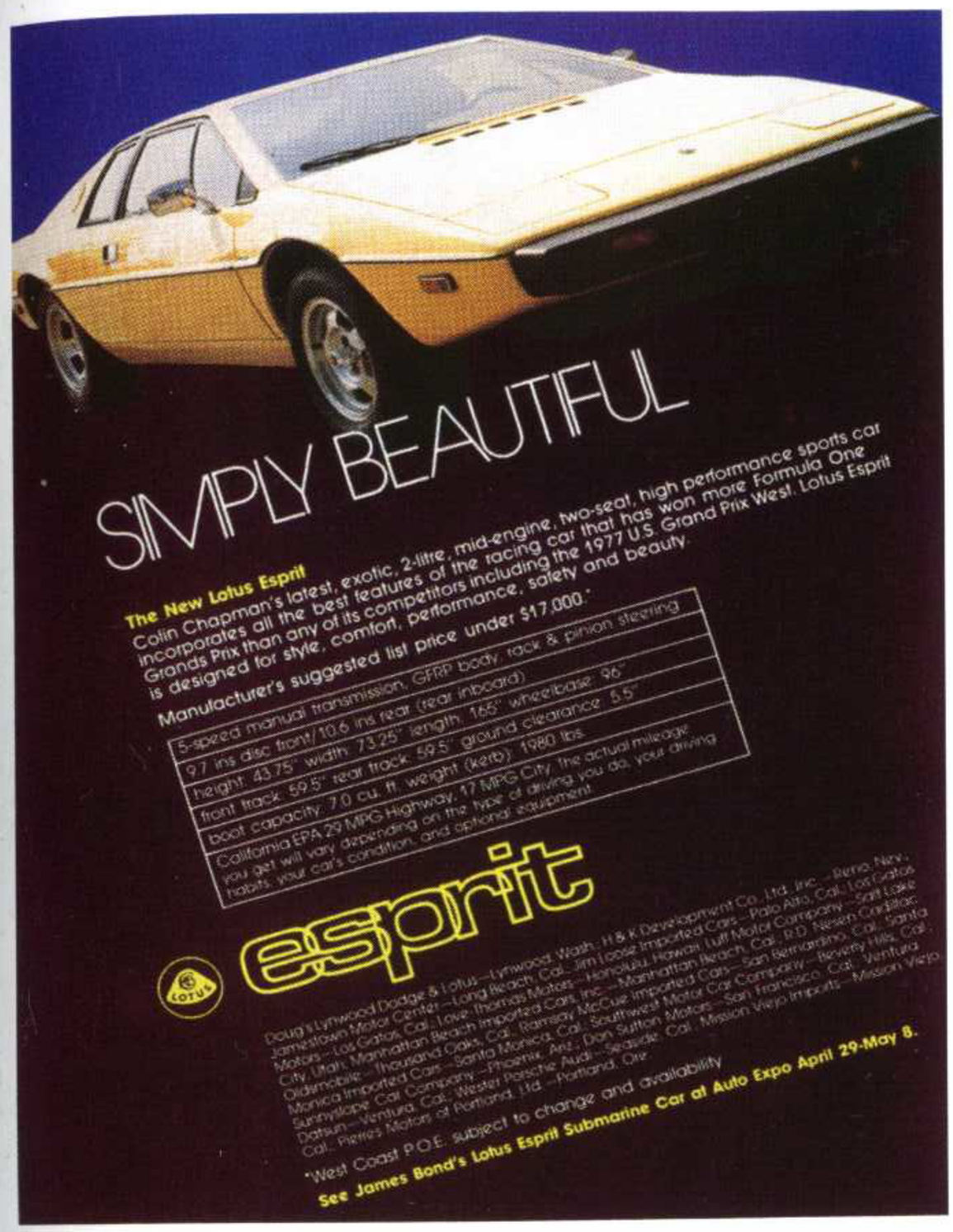
Action is 13 of the wildest colors you've ever seen. From Zambezi Green to Signal Orange.

Action is 29 miles to the gallon and a cruising range of more than 400 miles on one tank of gas.

Action is finally stopping for gas and having all the station attendants wanting to wait on you.

Action is what you get every time you step into a mid-engine Porsche 914.

Porsche



Lotus Esprit, 1977

Porsche 924, 1979

"That's IT"

Just as a great painting is more than canvas and paints, there are some things that go beyond the sum of their parts. The Porsche Targa is such an object.

It is a piece of machinery whose purpose far exceeds transporting you from one point to another. The Targa's goal is to afford the ultimate driving experience. In performance, in engineering, in comfort.

The Targa has come amazingly close to that goal; each year, with subtle improvements, a bit more.

First, consider its superbly thought-out features. It has a built-in roll bar, and a huge fixed rear window. To give the car the practicality of a hardtop coupe. And you the exhilarating experience of a roadster.

It has an aerodynamic shape, to protect you from wind blast. And a rear-engine design that has been steadily improved upon for 25 years.

All controls are meticulously engineered to be functional and logically accessible.

Yet it is the total effect of these innovations that impresses.

With the removable top stored in the trunk, cushioned in luxurious bucket seats, you ride in "Belle Epoque" comfort.

But the grandest feature of the Targa is the experience of driving it.

The handling is quick, correct, precise, because of Porsche's legendary engineering. Putting the driver and car in perfect collaboration. It is almost as if you just "think" where you want the car to go.

The Targa is available in all three 911 models: 911T, 911E, and 911S.

But be warned.

It is very difficult to be humble about owning any Porsche. And if it's a Targa, that's IT.

Volvo, 1971 ◂◂◂ Volkswagen, 1973 ◂◂ Porsche 914, 1973 ◂

Porsche Targa, 1973

There's a Firebird for every purpose. Except standing still.

Esprit offers luxury that doesn't get in the way of sport. Individually-cushioned buckets of supple vinyl. A rosewood-vinyl accented dash. Plush cut-pile carpet underfoot. Plus an available "Sky Bird" Package with sky blue paint, matching wheels and special trim throughout.

Formula Firebird is for people who are driven by a love of driving. Who are forever inspired by dual simulated air scoops atop a 5.0 litre V-8. Who can appreciate stabilizer bars and steel-belted radials.

Trans Am is the ultimate Firebird. Built to go all the way. An eye-catching, head-turning, heart-wrenching, awe-inspiring legend.

A lot of it has to do with the ominous air extractors, deflectors and air dam. The shrieking bird available for the hood. And the 6.6 litre V-8 underneath.

Even the base Firebird has a purpose. To deliver Firebird's fire at an appealing price.

Firebirds are equipped with GM-built engines produced by various divisions. Your dealer has details. He also has a Firebird for whatever you like to do.

Unless you like standing still.

Pontiac The Mark of Great Cars

1978 Pontiac's best year yet!

GM

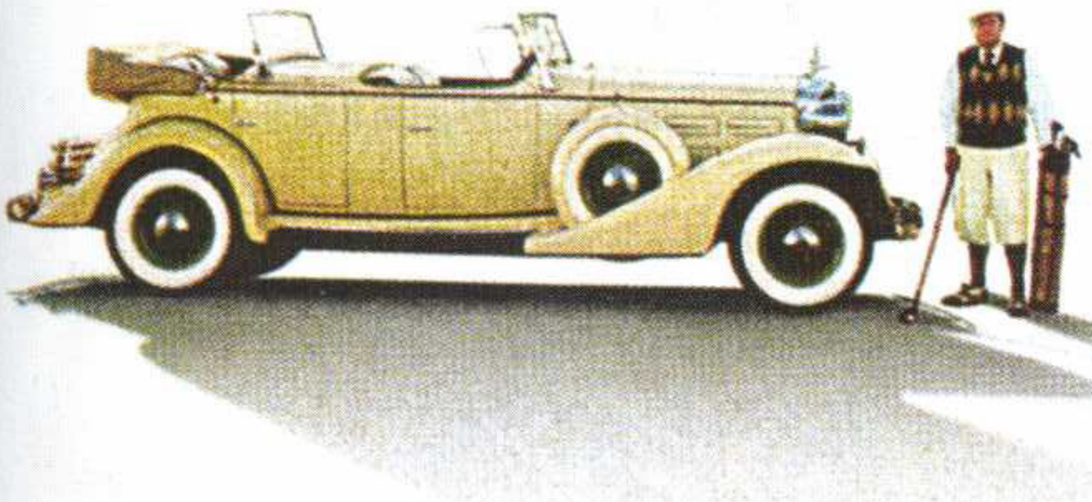
Pontiac Firebird, 1978

► *Cadillac, 1975*

Determination has its rewards.

A tradition of building great cars like the 1933 Cadillac 355 Phaeton has its advantages—and rewards—for today's luxury car buyer. First, we stubbornly maintain that a luxury car should be a thing of beauty. This is reflected in all nine Cadillacs—including Eldorado, the only American-built luxury convertible. Then, there's Total Cadillac Value. Because of it, Cadillac resale is traditionally the highest of any U.S. luxury car make...and its repeat ownership the greatest of any U.S. car make. Cadillac. **Then and Now...an American Standard for the World.**

Cadillac '75



GM
MARK OF EXCELLENCE

Cadillac Motor Car Division

MG Midget, 1977

► *Porsche 924, 1979*

LEASE A LEGEND. THE PORSCHE 924.

Why lease an ordinary car when you can lease a new 1979 Porsche?

The Porsche 924.

It's designed to carry on the Porsche tradition of winning. A tradition that spans 31 years and includes over 400 major racing victories.

It's also designed for the practicality of today. Its unique rear transaxle provides virtually perfect 50-50 weight distribution between front and rear—for balanced road holding and braking.

Its aerodynamic design is aesthetically pleasing—and practical. In wind tunnel tests, it registers an amazingly low drag co-efficient of only 0.36.

Best of all, even with options, leasing a 924 is surprisingly affordable.

So visit your Porsche + Audi dealer and test drive a living legend.

PORSCHE + AUDI
NOTHING EVEN COMES CLOSE

Introducing the Jeep CJ/5 in "Jeans"

Look what the well dressed Jeep CJ/5 is wearing! New Levi's® styled seats with matching fold-down top. Made of rugged, easy to care for vinyl fabric in absolutely authentic styling—right down to the copper rivets. Built to take plenty of rough treatment and most anything the weather can dish out.

Choose Levi's® blue or Levi's® tan—to complement vehicle color.

The Levi's® interior is standard on the Jeep Renegade (shown above) and optional on the standard Jeep CJ/5.

Levi's® and Jeep Corporation—two names at home in the great outdoors—waiting for you! Jeep wrote the book on 4-wheel drive.

Jeep® CJ/5

From a Subsidiary of
American Motors Corporation

Jeep CJ/5, 1974

Cordoba

The Small Chrysler

This is Cordoba. The small Chrysler. An automobile in which you will enjoy not only great comfort . . . but great confidence. It is confidence you can see, the confidence of knowing your automobile possesses a look of great dignity. It is confidence you can *feel*, in thickly cushioned contour-seats available in rich crushed velour or soft Corinthian leather. It is confidence you experience when you are in control of a truly road worthy automobile. This is the confidence you will find in a most surprisingly affordable small Chrysler. Cordoba.

Chrysler Cordoba, 1975

► *Plymouth Sapporo, 1978*

Standard dual power assisted sport mirrors.

Concealed adjustable headrests.

Standard sport wheel

Standard inside deck release.

Standard adjustable lumbar supports

cushion

Standard tachometer, oil and amp gauges and trip odometer.
Standard tilt steering column.
Standard forced air ventilation.
Optional air conditioning.
Optional AM-FM radi with cassette.
Standard 5-speed transmission (Automatic shown, optional).
Optional power windows.

Le City Car

One of the reasons Le Car has caused so much excitement in this country is because of what it can do in the city. There isn't a car in town that can match Le Car for parking, maneuverability, ease of handling and smooth ride.

Le Car fits in a smaller parking space than any other car in its class.

Even though Le Car has a longer wheelbase than Honda Civic or VW Rabbit, it has a shorter overall length. So Le Car will fit in a space that the others have to pass by. Add to this Le Car's short 32-foot turning circle and you can see why the parking problems of the city are no problem for Le Car.

A highly responsive car that handles with ease.

Parking is not the only difficulty you'll encounter in the city. Driving is another. Le Car is equipped with front-wheel drive, rack and pinion steering, four-wheel independent suspension and Michelin steel-belted radials, all standard. (Honda, Rabbit, Chevette and Fiesta don't offer this combination of standard features.) The result is that Le Car can zip in and out of, around and through traffic.

And Le Car's ride is so remarkably smooth that Car & Driver reported, "The rough-road ride in Le Car is a new standard for small cars. It waltzed across the worst roads we could find – the cratered surfaces of Manhattan – as though it was fresh pavement."

Although Le Car is small on the outside you could never tell from its roomy inside. Le Car is designed to give you the most interior room while using the least exterior space.

A world of satisfied Le Car owners.

In Europe, nearly two million people drive Le Car with a passion. That's more than Fiesta and Rabbit combined. Here in America, Le Car sales more than doubled in 1977. What's more, in an independent study, Le Car owner satisfaction was rated an amazingly high 95%. The price for all this? A very satisfying $3495.*

Obviously, a lot of people are doing a lot more than just driving Le Car in the city. So if you really want to see how much fun Le Car can be, flip open the giant sun roof (optional) and take Le City Car for a drive in the country. For more information call 800-631-1616 for your nearest dealer. In New Jersey call collect 201-461-6000.

*P.O.E. East Coast: Price excludes transportation, dealer preparation and taxes. Stripe, Mag wheels, Sun roof and Rear wiper/washer optional at extra cost. Prices higher in the West. Renault USA, Inc. ©1978.

Le Car by Renault

Renault Le Car, 1978

► *Volkswagen Rabbit, 1979*

GOOD NEWS FOR PEOPLE 7'2" AND UNDER.

If you've always thought a little car meant a lot of crowding, you've obviously never looked into a Volkswagen Rabbit.

There happens to be so much room in a Rabbit that all 7'2" of Wilt Chamberlain can fit comfortably into the driver's seat.

With space left over.

Because the Rabbit has even more headroom than a Rolls-Royce.

As well as more room for people and things than practically every other imported car in its class.

Including every Datsun. Every Toyota. Every Honda, Mazda, and Renault.

Not to mention every small Ford and Chevy.

And, of course, what's all the more impressive about the room you get in a Rabbit is that it comes surrounded by the Rabbit itself. The car that, according to Car and Driver Magazine, "... does more useful and rewarding things than any other small car in the world..."

So how can you go wrong?

With the Rabbit you not only get the comfort of driving the most copied car in America.

You also get the comfort of driving a very comfortable car.

Because it may look like a Rabbit on the outside.

But it's a Rabbit on the inside.

VOLKSWAGEN DOES IT AGAIN

©VOLKSWAGEN OF AMERICA, INC.

Ford Cruising Van, 1977

Harley-Davidson, 1977

► *Cragar Custom Wheels, 1978*

ON THE STREET.

Bright chrome is in. So is Cragar with a trio that really shines. The popular spoked S/S has always been the custom wheel king. Now, it has a pair of regal companions in the solid SS/T and Slick Dish with Wire Basket. A royal selection of applications and sizes in all three. Cragar does it – on the street.

CRAGAR®

A Wynn's International Company

where applicable

Easy Rider

When the easy rider left the highways and took to the trails, the riding wasn't so easy any more.

Then came the Arctic Cat Bikes.

With the easy ride of shock absorber suspension at both ends.

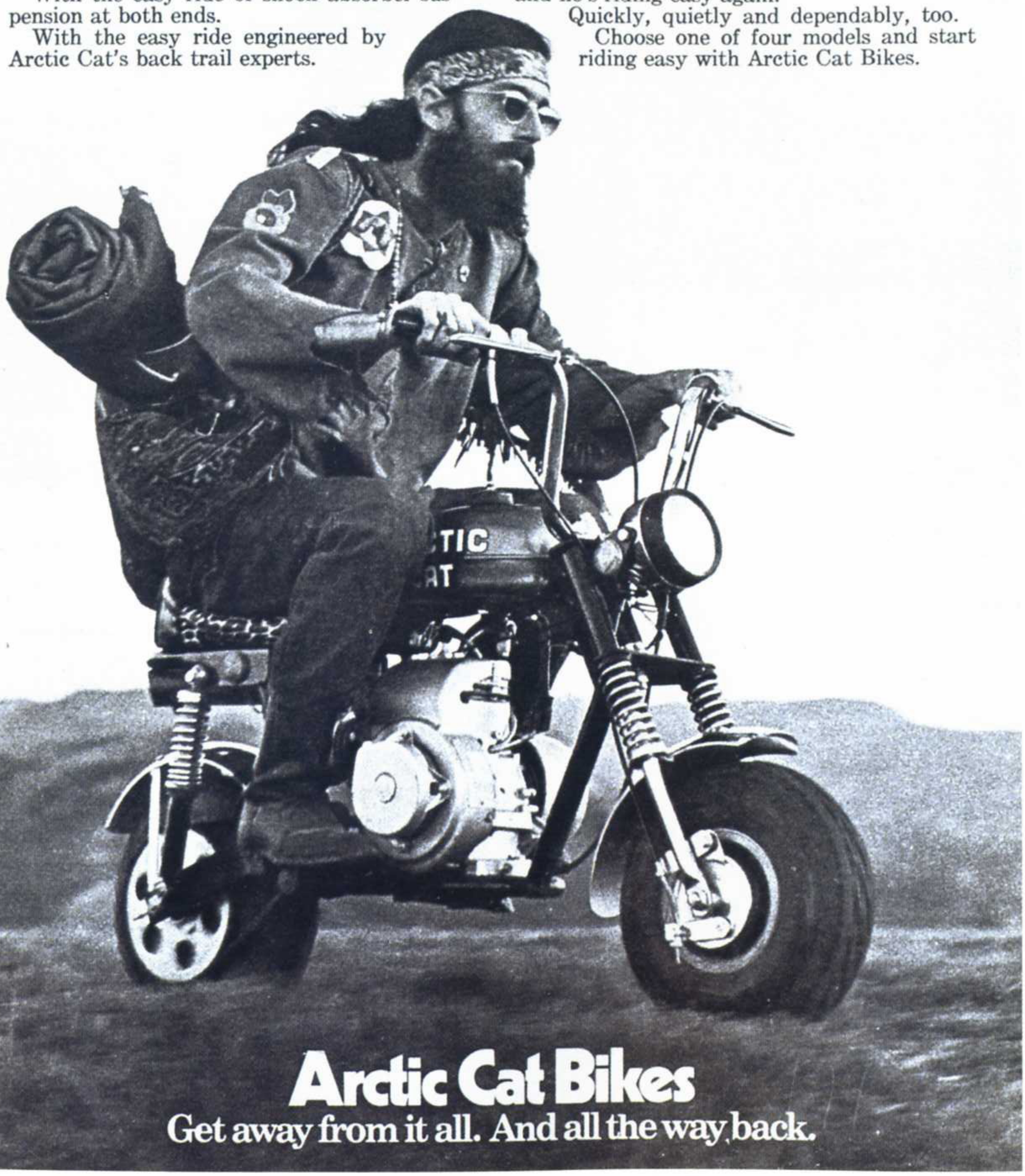
With the easy ride engineered by Arctic Cat's back trail experts.

With the shiftless luxury of automatic transmission.

So now the easy rider is still off the highways, and he's riding easy again.

Quickly, quietly and dependably, too.

Choose one of four models and start riding easy with Arctic Cat Bikes.



Arctic Cat Bikes, 1971

► *Appliance Industries Wheels, 1972*

Look for Appliance.

Four years in the making, here's WIRE MAG™, the revolutionary new wheel from Appliance. Our own one piece, high strength alloy design*, with mirror polished finish. WIRE MAG is available in all popular sizes, easy to install, guaranteed tubeless and of course, fits disc brakes. WIRE MAG is the latest in a wide range of custom wheels from Appliance. Every one — whether Chrome, Spoke Mag, Dish Mag or the all new WIRE MAG is built to the same highest standards of style and quality, at a price you can afford. Ask your dealer, he knows. Look for Appliance, you'll like what you see.

*Patent Pending

APPLIANCE INDUSTRIES

Electra Glide.
On the road it stands alone.

1200cc Electra Glide. Big-twin performance that keeps you hanging in on any tour. Dependable power and comfort on the open highway or heavy country. Cast and polished covers. Trouble-free Bendix carburetor for quick, all weather starts, smooth throttle response. High-output alternator, push-button starter. Timeless elegance of the world's finest motorcycle. Electra Glide. Road riders' choice. From Harley-Davidson. Number one where it counts . . . on the road and in the records. AMF | HARLEY-DAVIDSON, Milwaukee, Wisconsin 53201.

HARLEY-DAVIDSON

the Harley-Davidson outperformers

GuzziMatic Motorcycle, 1977

Honda Motorcycle, 1977

Harley-Davidson, 1971 ◄

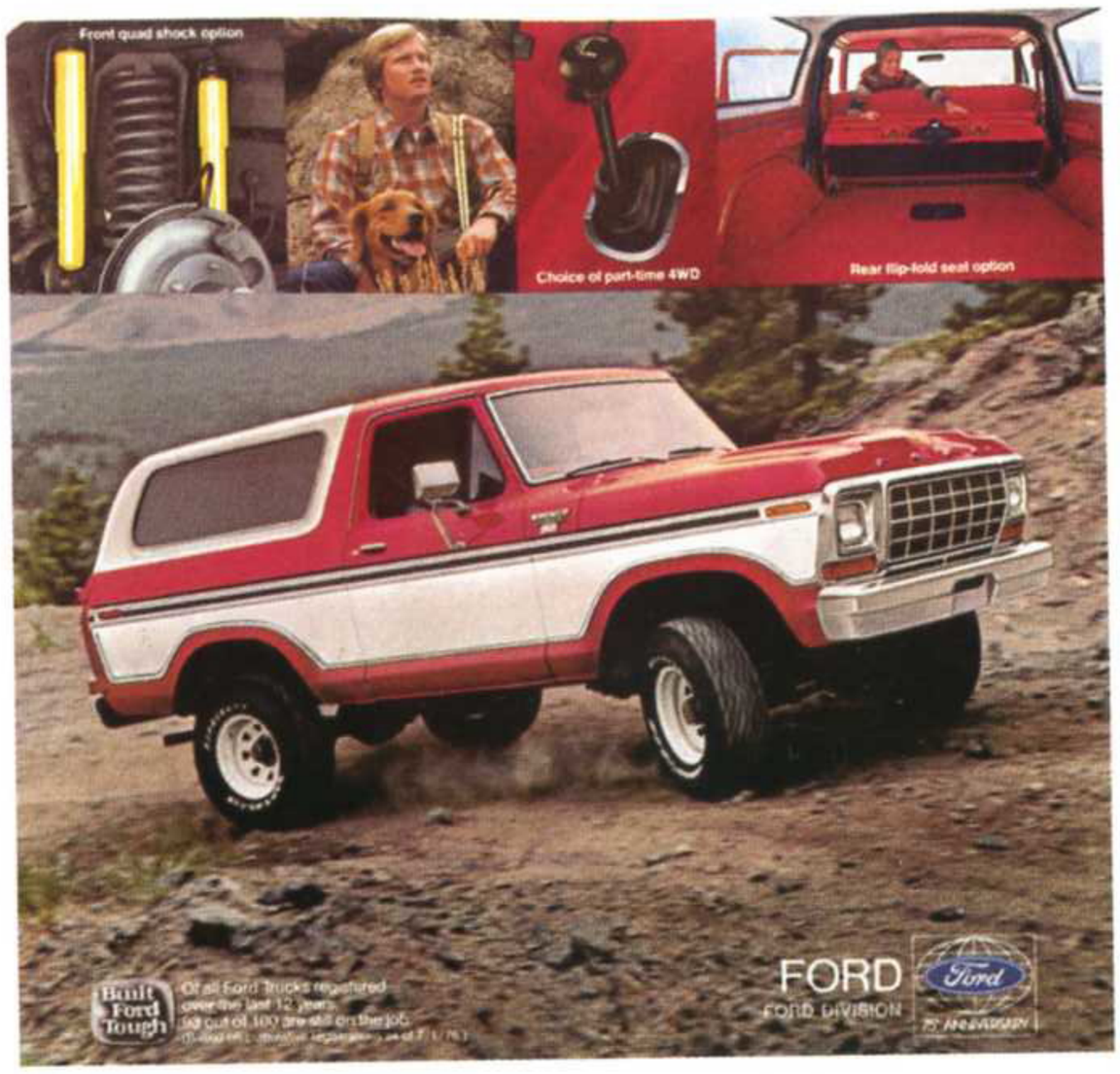
Bonneville Motorcycle, 1977

Yamaha Motorcycle, 1979

THE '78 FORD BRONCO.

COMPARE IT TO ANY 4-WHEELER, ANYWHERE.

The first 4-wheeler that puts it all together. Introducing Ford's all-new Bronco with... 1. Big cube 5.8L (351) V-8 standard... 2. Choice of part-time 4 WD with optional automatic... 3. Rear foot-well for seating comfort... 4. Rear flip-fold seat option for usable cargo space... 5. Four-speed transmission... 6. Front quad shock option... 7. Free Wheeling package option... 8. Off-road handling package option... 9. Privacy* Glass option... 10. Choice of bucket or optional front bench seats... 11. Front stabilizer bar. Bronco: Winner of the Four Wheeler Of The Year award from Four Wheeler magazine, October 1977.



Ford Bronco, 1978

New Ford Ranchero... Right on!

AM/FM Stereo Radio—with space-age microcircuitry, surrounds you in faithful stereo sound.

Hood Scoop Standard on GT Model—functional with Ram-Air induction on 351 (4V) and 429 V-8 engines.

Super Wide G-70s—really grab the road when you want to hang in there.

High-back Bucket Seats—for individual comfort; high-back bench seat is standard.

Deluxe Three-spoke Steering Wheel. Rim-blow feature gives fingertip horn control.

Performance Cluster—includes tachometer, odometer, clock, ammeter, water temperature and oil pressure gauges.

Four-on-the-floor—fully synchronized 4-speed transmission with quick-shift Hurst® mechanism.

Magnum 500 Chrome Wheels—the ultimate in "mag"-type wheels. Available on all models.

No question of who you are in a Ranchero, because your Ranchero can be a one-of-a-kind pickup, designed by you from a string of with-it options you wouldn't believe. Some are shown above. And Ranchero's all new for '72. New size, new style, new engineering, new satisfaction. And the pickup box is both wider and longer. Visit your Ford Dealer and check the specs. Then roll your own!

A better idea for safety: Buckle up.

FORD RANCHERO Ford

Ford Ranchero, 1972

SCOUT® II BEATS BLAZER. COMING AND GOING.

The 4-wheel drive Scout is trim where it counts, and more maneuverable than a Chevy Blazer. Scout's designed from the ground up to be a better performing off-road machine. It's 9½ inches narrower to get you through those tight spots Blazer can't handle. Five inches lower in overall height. But with the same ground clearance as Blazer.

Scout gives you a better approach angle than Blazer. Scout's 44° approach angle at its lowest point means you're far less likely to dig in and hang up your front end in those tough uphill conditions.

Scout is shorter with a tighter turning circle than Blazer. A full 3 feet 8 inches tighter. That's one heck of a difference when your turning around on a dead-end trail.

Scout carries more payload than Blazer. Scout's built tough to take it. And engineered to carry more 35% more payload. That's an extra 643 pounds more than Blazer. Hundreds of pounds more gear, passengers, and camping equipment.

Scout has a longer cargo bed than Blazer. With rear seats up, Scout gives you nearly half a foot more cargo bed length than Blazer.

With Scout's rear seat folded forward and Blazer's stationary rear seat left bolted in place, Scout gives you 29 inches more usable cargo bed length than Blazer. For a total cargo bed length of almost 5 feet.

Scout conveniently gives you maximum cargo length by simply folding up the rear seat. But for maximum cargo length in a Blazer, you have to unbolt and leave your rear seat behind.

Find out for yourself what rugged design is all about. Test drive the incredible Scout II at your International Harvester dealer today.

Yes, I'm interested in more detailed information on Scout's design specs and off-road features. Please send me the brochures I've checked below. Enclosed is 50¢ for postage and handling. 706LBAM

- ☐ Scout® II
- ☐ Scout Traveler®
- ☐ Scout Terra™ Pickup
- ☐ Scout® Diesels
- ☐ Scout® Towing/RV Applications

Name _____ Please print

Phone _____

Address _____

City _____ State _____ Zip _____

Mail to: Scout Brochure
International Harvester
P.O. Box 1909, Mossville, Ill. 61552

INTERNATIONAL HARVESTER

SCOUT THE AMERICA OTHERS PASS BY.

International Harvester Scout, 1977

Introducing Ranchero/77.

For the man in charge.

1977 Ford Ranchero—made for the man in charge.

Outside, the Ranchero has been completely redesigned. Call it rakish, proud, daring, whatever. With its new GT-like appearance, vertically stacked headlamps, choice of 6 new exterior colors, and swooping shape... its new looks are bound to get looks.

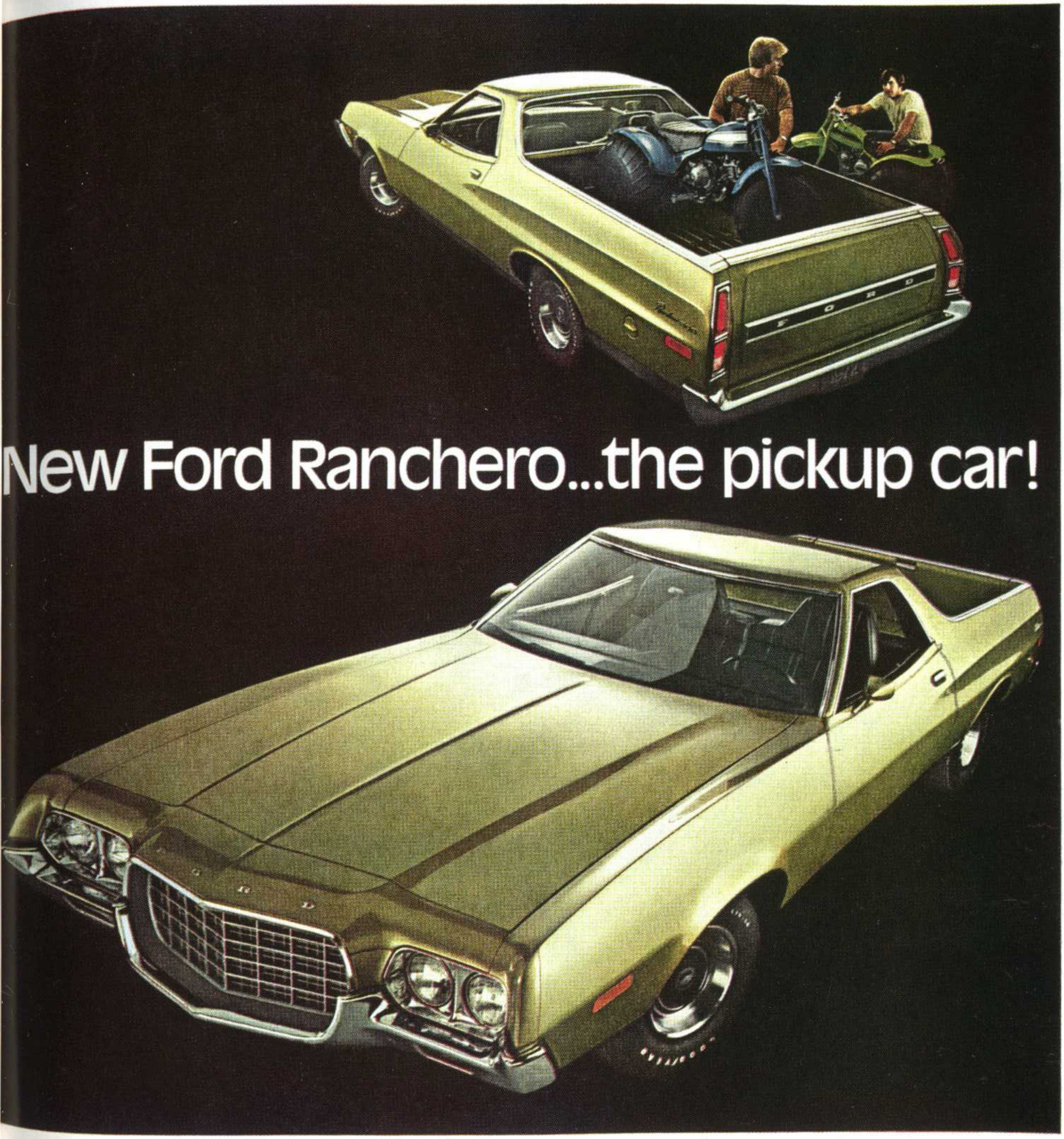
Inside, Ranchero lets you settle back into a world of performance options, new seat fabrics and optional leather-wrapped steering wheel or day/date analog clock. Most of all, Ranchero gives you the solid feeling of a well-built driving machine.

The new redesigned Ford Ranchero. For the man who takes command of his life.

Built Ford Tough. 93 out of 100 of all Ford Trucks registered over the last 12 years are still on the job.

Ford Ranchero, 1977

▸ *Ford Ranchero, 1972*



New Ford Ranchero...the pickup car!

If you've an idea Ford's all-new Ranchero is a high-spirited sports car, you're right. If you think Ranchero is a handy, hard-working pickup, right again. For Ranchero is a beautiful blending of both. It offers a ride that's both smoother and quieter with a wheelbase that's four inches longer than last year. New strength and durability with a solid big-car frame. And clean responsive handling with a new link coil rear suspension. Front disc brakes are standard, and you can choose any of six spirited engines up to a 429 V8. Big new loadspace, too, with a new box that's longer at the rail and wider at the floor. 4-foot panels easily slide between wheelhousings. And campers or boaters will welcome a new towing capacity of up to 6,000 pounds. See a Ranchero 500, GT or Squire at your Ford Dealer's soon. With so much that's so right, you can't go wrong.

A better idea for safety: Buckle up.

All-new FORD RANCHERO

Ford

Bob Hope says, *"Cancel My Reservation,* I'll take my Apollo."

Bob Hope, star of Naho Enterprises Productions' "Cancel My Reservation," from Warner Bros., always uses his Apollo Motor Home for motion picture locations, mobile office, golf vacations, and cruising enjoyment. Bob says, "Apollo is the only way to go for safety and luxurious accommodations — it gives me all that privacy and Ring-Of-Steel construction."

You need no reservation to see your Apollo dealer for a new experience in first class living on-the-go. He will be delighted to show you Apollo's exciting, new 1973 line of 22, 25, and 30 foot models in a variety of floor plans and beautiful decorator-coordinated interiors. Features include a bath with sunken tub/shower, sparkling kitchen, and livingroom comfort all contained in a weatherproof, reinforced fiberglass body. Like Bob Hope, drive your Apollo today. For complete information and dealer nearest you, write Apollo Motor Homes, Inc., 9250 Washburn Road, Downey, Calif. 90242.

RING OF STEEL CONSTRUCTION MEANS RING OF SAFETY

APOLLO
MOTOR HOMES
a subsidiary of Kalvex Inc.

Select Dealerships available

Watch Bob Hope Specials on NBC-TV

"Women only drive automatic transmissions."

Some car manufacturers actually believe women buy cars for different reasons than men do.

So they build "a woman's car." Oversized, hopelessly automatic and dull.

At Honda we designed just one thing. A lean, spunky economy car with so much pizzazz it handles like a sports car.

If you're bored with cars designed only to get you from point A to point B, without responding to you the driver, maybe you ought to take the Honda Civic for a spin.

We've got a stick shift with an astonishing amount of zip. Enough to surprise you. We promise.

Or, if you prefer, Hondamatic.™ It's a semi-automatic transmission that gives you convenience, but doesn't rob you of involvement.

Neither one is a woman's car.

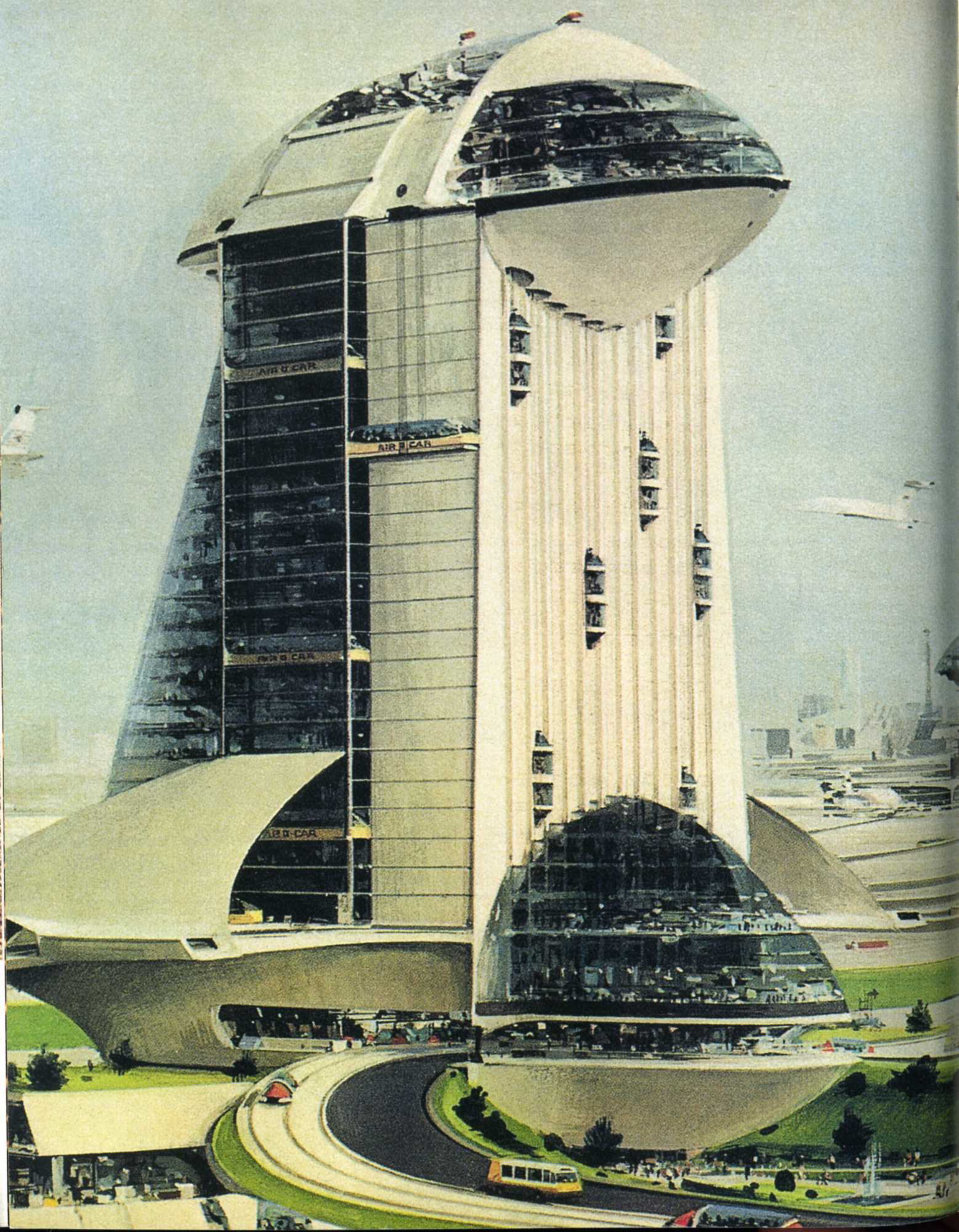
Honda Civic.

We don't make "a woman's car."

Apollo Motor Homes, 1972 ◄

Honda Civic, 1974

Business & Industry 84


AIR CAR
AIR CAR
AIR CAR
AIR CAR

Our future is a vertical marketplace

FEB 7 6

It's a high-rise shopping center with the excitement of an old world bazaar and the convenience of true one-stop shopping. It's also a cultural center with drama, art and music. It's vertical because that's the best way to use our dwindling supply of urban land.

And because Otis has more than 60 years' experience in safely moving people, automatically, we know how to predict traffic patterns, handle load requirements and plan for the vertical and horizontal transportation requirements for such a marketplace.

When it's built, we'll combine conventional elevators and escalators with self-propelled horizontal elevators to speed you from floor-to-floor and shop-to-shop. Even move you quickly by automated transit from urban transportation and parking facilities into the shopping area.

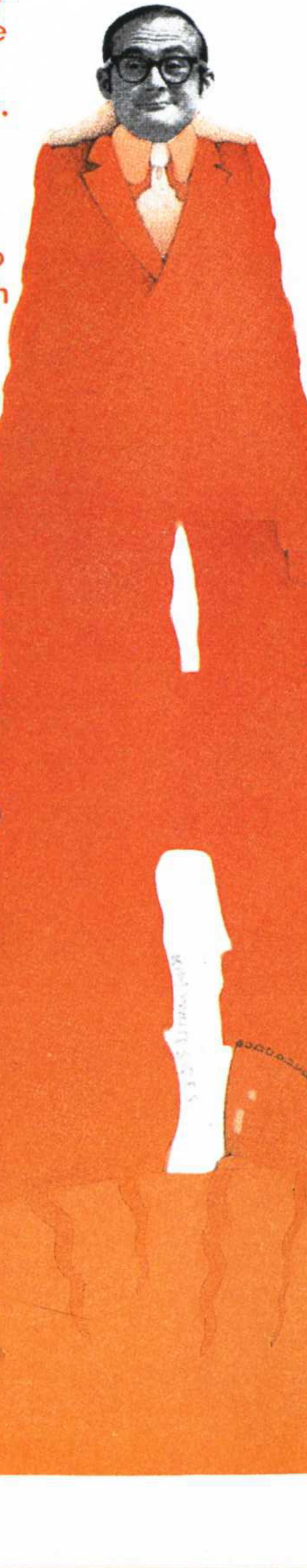
Because we believe in the future growth of the world's cities, Otis research is working now on ideas to better move people and goods tomorrow.

Otis, a company in motion.

Master Charge Card, 1970 ◄◄ *Otis Elevator Co., 1974* ◄ *Otis Elevator Co., 1976*

How to branch way out
without pulling up your roots

Cover ground by phone.
Specifically, by a new money-
saving Long Distance service
called WATS—Wide Area
Telecommunications Service.
With WATS, you pay a flat
monthly charge regardless
of the number or length of
your calls. It's not unusual to
get more than twice as much
calling time for your Long
Distance dollars. And you
can buy WATS nationally
or regionally. Ask one
of our Communications
Consultants what WATS
can do for your business.



AT&T

This isn't the generation gap we're worried about.

For one thing, we've got too much faith in today's young people. They seem to be more concerned and less hypocritical than any generation in history. And for another, this kind of gap has been a natural part of things since the early Egyptians.

But there is a gap that does bother us. The ever widening gap between technical progress and the generation of social advancement. All of man's age-old social problems are still with us. Poverty. Crime. Prejudice. Injustice. Plus a few new ones, like pollution.

You've probably asked yourself: "Why can't a people that can put man on the moon and produce the highest standard of living in history solve these problems?"

We can. And technology can help. But, you know as well as we do, that the big change has to take place within people themselves. And that takes good will—enough to think beyond self. Dedication—enough to pay the price in time and money. And desire—enough to get involved.

All of us are fond of saying: "Why don't *they* do something?"

You and we are *they*. The Bendix Corporation, Bendix Center, Southfield, Michigan 48075.

Bendix

They're trying to tell us something.

We're foolish not to listen.

The Arab nations have indicated their intention to control oil production in order to keep prices up.

They're just not going to let the world use their limited resource as a cheap fuel.

For them it may be the right thing to do. For us it's a chilling signal and we should take warning.

What they're trying to tell us is we'd better stop depending on oil for so many uses. Oil should be used only when there is no practical alternative.

Unlike many nations, we're fortunate. We have a superabundance of coal that can be used instead of precious oil for many of our energy needs.

We're sitting on half the world's known supply of coal—enough for over 500 years.

It may well be impossible for us to become totally independent. But certainly we can reduce our dependence on foreign fuel.

We as a nation must make a commitment to coal. Face and solve any problems that exist.

And ask not if coal has a place in America's future, for coal is America's future. But ask only what needs to be done, by reasonable men, to use this vast and valuable asset.

Let's end this senseless delay. Let's pull our foot off the brake and get America going. Now!

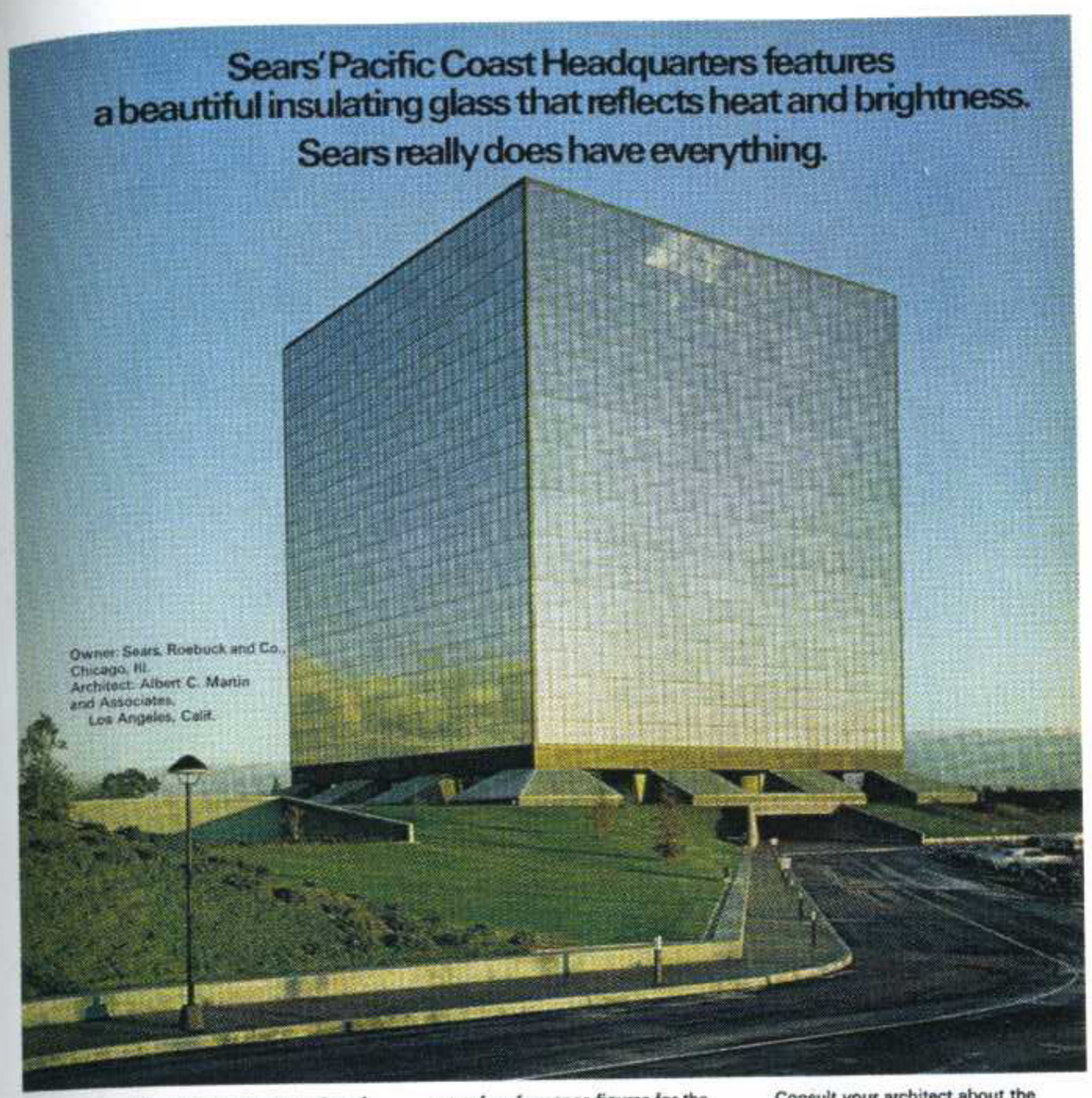
American Electric Power Company, Inc.

Subsidiaries:

Appalachian Power Co., Indiana & Michigan Electric Co., Kentucky Power Co., Kingsport Power Co., Michigan Power Co., Ohio Power Co., Wheeling Electric Co.

AT&T Long Distance, 1970 ◄◄ *Bendix Corporation, 1970* ◄

American Electric Power Company, 1974



PPG Industries Glass, 1973

PPG Industries Glass, 1970

PPG GLASS: A SPECTACULAR MATERIAL THAT MANAGES ENERGY.

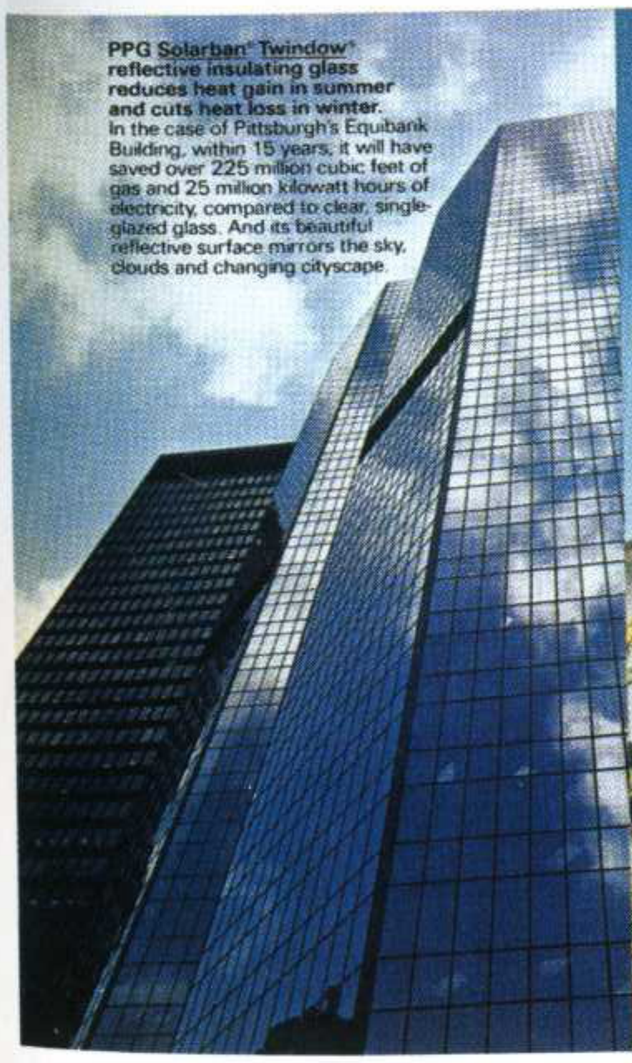
Once, glass was simply a transparent material to separate you from the weather.

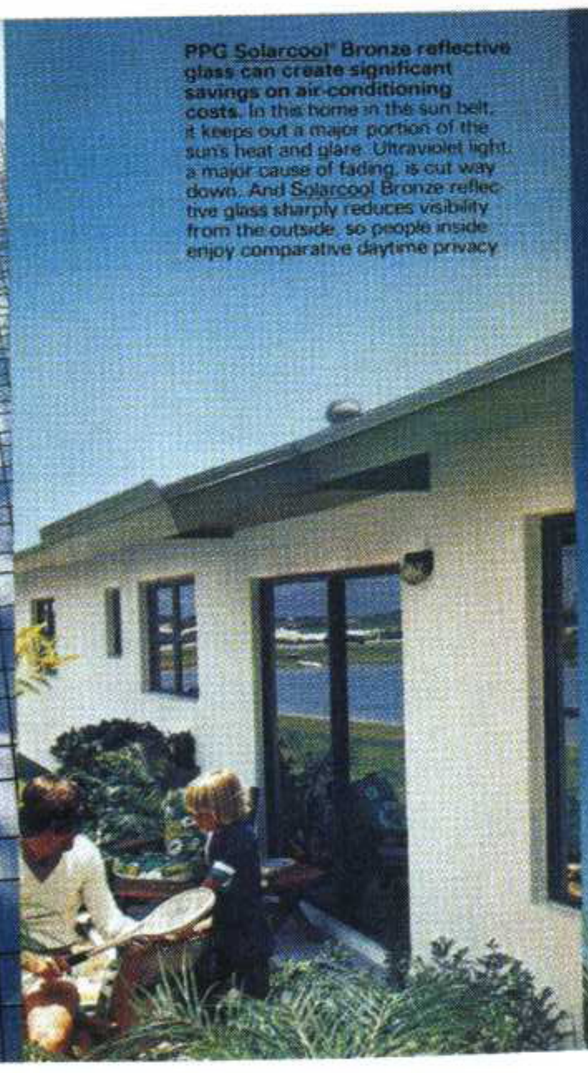
But that innocent role has changed. Today, PPG glass is a building material that manages energy and the environment in commercial and residential buildings.

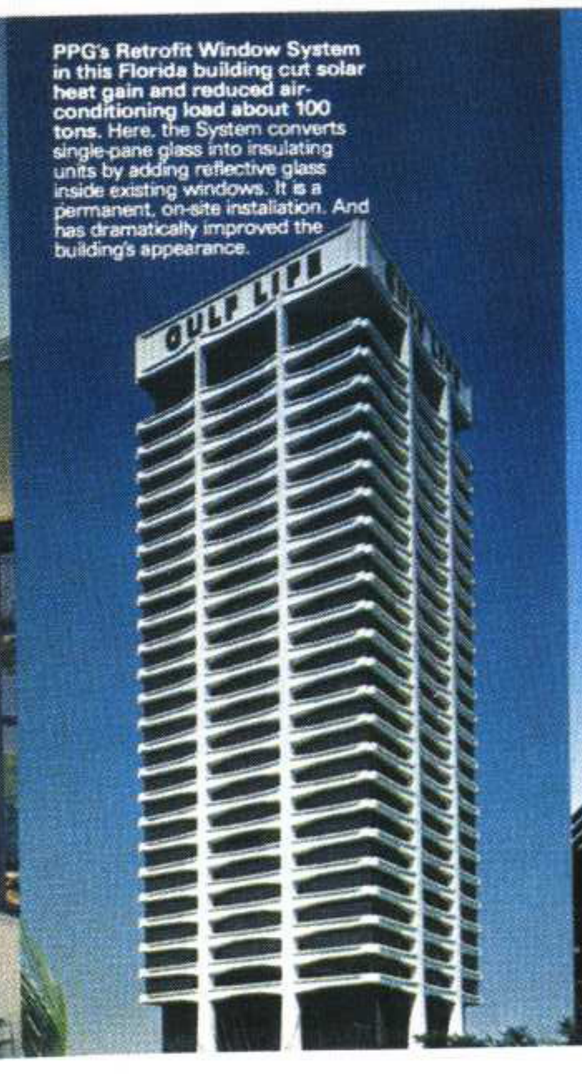
To arrive at this point, PPG pioneered in special coatings and fabrication technology, and we now produce glasses with widely varying characteristics to meet differing building needs with efficient, practical and graceful applications. PPG glass can insulate, reduce solar heat gain, conserve energy, and beautifully reflect the landscape, sky and clouds.

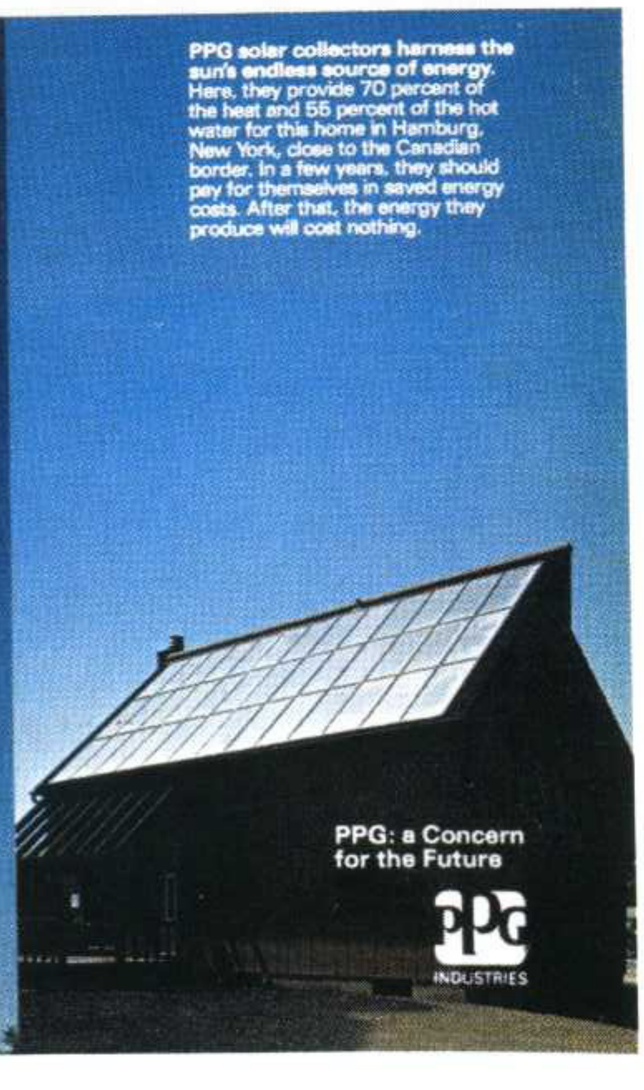
What PPG has been doing is researching, developing and marketing dependable, high-performance energy-management glasses to enhance the quality of our lives. Exactly what you would expect from the world leader in flat glass.

So when you need to manage energy, contact: PPG Industries, Inc., One Gateway Center, Pittsburgh, Pa. 15222.









PPG Industries Glass, 1978

How LIFE deals with all those silly things that interest younger people...

Seriously.

LIFE didn't think last summer's Woodstock Festival was so silly. We sent our reporters and photographers to the Woodstock hills . . . and ended up with an entire issue devoted to the biggest rock concert in history.

And we don't see anything silly about college students speaking their minds. We take what they say . . . about the war, about our cities, about our country . . . and print it. Because a lot of it makes sense.

Which is the same conscientious way we handle all our stories. Whether they're about the girl friends of Prince Charles, the boom in astrology, or offbeat ideas in art.

There's nothing very silly about LIFE's low price either. 25 weeks of straight thinking and thorough reporting for just $2.95. Which is less than 12¢ an issue.

We'll even bill you later. After you've seen for yourself some serious coverage of the things that interest you.

Just send in the attached order card today while this bargain price is still in effect. Have your own copy of LIFE sent to you every week, and stay right on top of things.

Right where you should be.

LIFE

What has Mr. Nixon ever really done for you?

Unless you want to see the civil rights gains of the 60's sabotaged further—or even wiped out—vote November 7 for George McGovern.

Richard Nixon is the one who went on nationwide television to arouse anti-busing prejudice. Richard Nixon has talked about the undesirability of "forced integration of the suburbs," as if the right of every American to a home of his choice is somehow a bad thing.

During the Nixon Administration black unemployment has almost doubled – up to 9.7%. Among Black and minority youth in poverty areas, unemployment is up to 40%. And after introducing with great fanfare his "Philadelphia Plan" for requiring government building contractors to hire more minority workers, Nixon backed away from enforcing it.

Mr. Nixon recently vetoed a Health, Education and Welfare Bill that included $15 million for the treatment and prevention of Sickle Cell Anemia.

George McGovern, on the other hand, has always been one of the most steadfast friends of human rights.

- McGovern has co-sponsored every major civil rights bill during his ten years in the Senate.
- McGovern has been for years the leader in the fight to end U.S. involvement in Vietnam—a war that has killed and maimed a disproportionate number of Black Americans.
- McGovern is the only Senator who has fully supported the substance of the Black Caucus Congressional Black Bill of Rights.
- McGovern was the only member of Congress besides Rep. John Conyers to join in the March Against Fear in Atlanta in May, 1970... accepting the personal invitation of Mrs. Martin Luther King.
- McGovern is the principal sponsor in the Senate of the bill to make Rev. Martin Luther King's birthday a national holiday.

If he has done all these things as a Senator, imagine what McGovern will do as President?

- McGovern is committed to the vigorous enforcement of civil rights laws to wipe out discrimination in jobs, schools, housing and voting rights.
- McGovern has pledged full participation of Blacks, Browns, women and young people on all levels of his administration.
- McGovern would urge enactment of a National Health Security Program to guarantee the best possible medical care for every American.
- McGovern has revealed a plan that will guarantee a decent job to every able-bodied person who wants to work... and a decent income for those who are unable to work, including the aged, children, dependent mothers, and the disabled.
- McGovern wants to make quality education available to all Americans. He has proposed an additional $15 billion in new aid to local school systems—to greatly improve education and reduce property taxes at the same time.

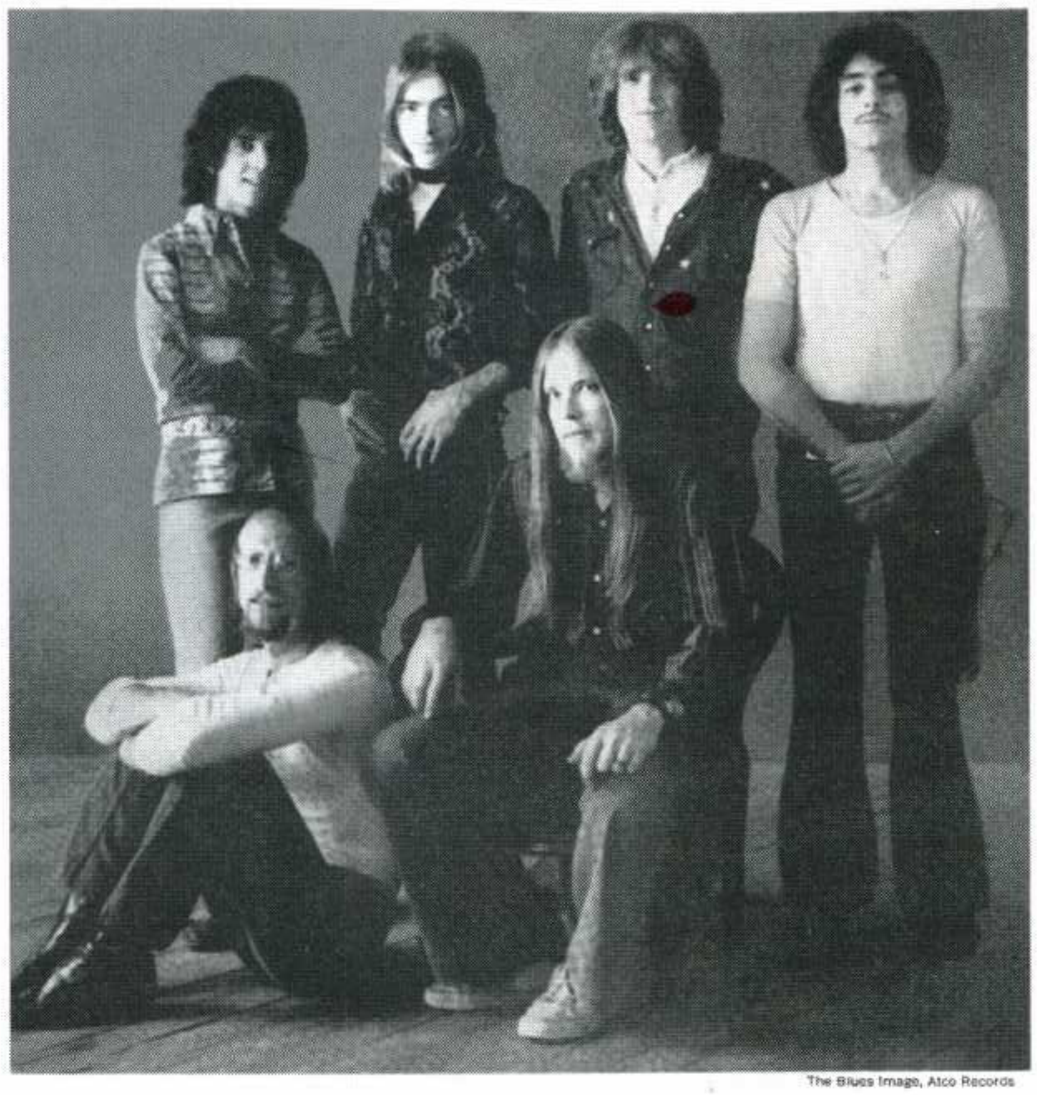
Is it any wonder that George McGovern is the choice of Mrs. Coretta King, Rep. Julian Bond, Rev. Ralph Abernathy, Rep. Walter E. Fauntroy, Mayor Richard G. Hatcher, Mayor Ken Gibson, Louis Stokes and William Clay.

All Americans have a big stake in this election.
Vote Nov.7 for George McGovern and Sargent Shriver.

Authorized and paid for by McGovern-Shriver Campaign Committee • 1910 K Street, N.W., Washington, D.C. 20006 • Marian Pearlman, Treasurer

29

George McGovern, 1974



The Blues Image, Atco Records

Look who reads the Bible.

It can make things work for you.
It's that kind of book.
Read your Bible. You'll see.
If you don't have a Bible of your own,
we'll send you one for a dollar.
Hard cover and everything.
Just one should do it.
The Bible lasts a long time.

National Bible Week Committee
P.O. Box 1170, Ansonia Station
New York, New York 10023
Good. I'm sending you one dollar.
Please send me one Bible.
NAME _____
ADDRESS _____
CITY _____ STATE _____ ZIP _____

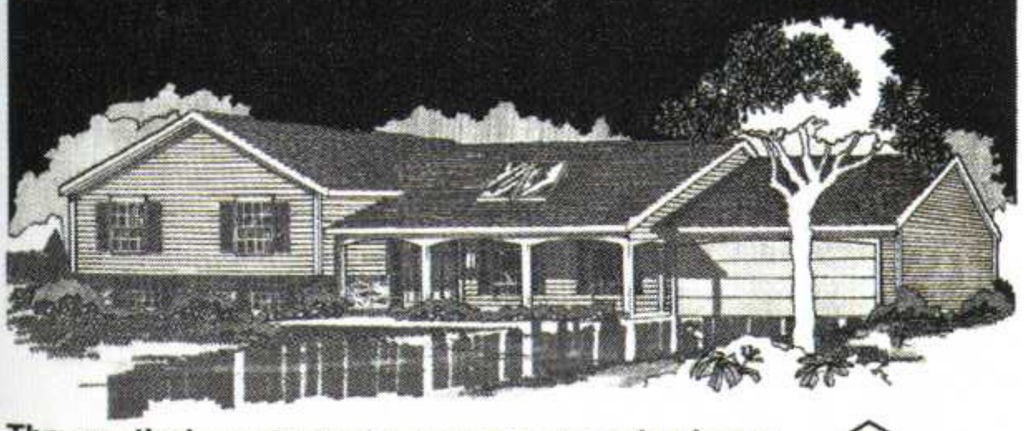
30th Annual National Bible Week, November 22-29, 1970. An interfaith effort.

National Bible Week Committee, 1970

You'd expect it from National.

The Affordable *Solar-Assisted* Homes.

They can cut your energy costs for space and water heating and cooling up to 60%*
compared to an all-electric home.



The practical way to own a new energy-saving home that starts saving you money from the very first day.

Here. Today... is a truly sensible answer to tomorrow's higher fuel costs. Homes that combine the economies of the sun with advanced energy-saving heating and cooling and insulation methods.

The result is a unique system: Revere's Sun Pride™ Water Heating System—the complete system for heating domestic water with solar energy; General Electric's Weathertron® Heat Pump with Climatuff™ Compressor—an electric system that cools without water, heats without burning fuel; STYROFOAM TG insulation sheathing—the unique insulation from The Dow Chemical Company covering every square foot of wall (except door and window openings); National's own exclusive Thermo-Shield insulation system.

The energy-savings system is available in hundreds of floor plans in ranches, split-levels and two-story homes.

The energy savings can be significant. It's easy to prove it to yourself. Visit your National Homes Builder today.

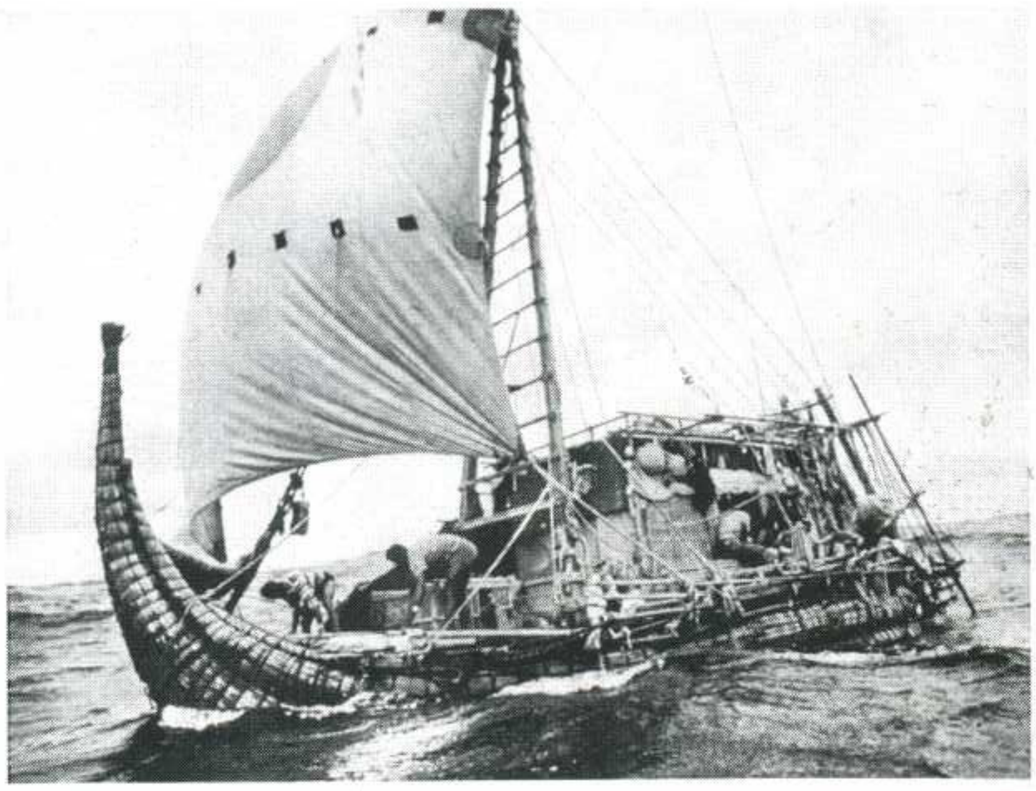
*Based on an October, 1977 independent study of 42 cities using ASHRAE calculations comparing an 1561 sq. ft. ranch model on a crawlspace built to FHA Minimum Property Standards using electric resistance space and water heating and electric cooling with an identical house containing the Affordable Solar-Assisted Home package. Data available upon request. Savings will vary depending on climate, home size, type, location and orientation, fuel rates and family size.

CALL TOLL FREE
for the name of your nearest National Homes Builder
800/621-8318
(In Illinois phone 800/972-8308)
Corporate Offices, Lafayette, IN 47902

National HOMES
MORE FAMILIES LIVE IN NATIONAL HOMES THAN ANY OTHER HOMES IN THE WORLD

GENERAL ELECTRIC · THERMO-SHIELD · REVERE · STYROFOAM® ®Trademark of The Dow Chemical Company

Life Magazine, 1970 ◄



"Sailing across the Atlantic we observed oil pollution on 43 out of 57 days"

Thor Heyerdahl, Ra Voyage, 1970

"When I was sailing across the Atlantic on a reed boat I had my nose literally in the water. I saw things no one can see who travels by fast boat.

"Fifty miles off the bulge of Africa we found we could not brush our teeth in the seawater—it was covered with oil. We sailed through this mess for two days, and a week later ran into more.

Oil pollutes the fish we eat

"On a second raft trip we sailed through water filled with lumps of oil *for 43 out of 57 days*.

Great whales and many fish which swim with their mouths open, filtering their food, are swallowing this pollution. Some of those fish we shall eat.

The seas will suffocate

"There are people who tell you that oil does not matter, that the sea can absorb and recycle all this pollution. I call them the Sandmen—they want to put you to sleep with calming words. *Don't listen!*

"Unless you and I—all of us—act now to stop the seas being overloaded with poisonous refuse, they will suffocate and die."

That was 1970, but it goes on today—Nantucket, Cape Cod and Delaware Bay—and you don't see it, except in the press.

That is why World Wildlife Fund is campaigning to save the life and resources of the seas—for our own sakes and those of our children.

You can help

Send for our free information kit or send your tax-deductible contribution to: World Wildlife Fund, Department U-1 1319 18th Street, Northwest, Washington, D.C. 20036.

THE SEAS MUST LIVE

World Wildlife Fund

National Homes, 1978 *World Wildlife Fund, 1978*

This is the tag you should look for even before you check the price tag.

The Herculon II tag tells you what no price tag can.*

That the manufacturer is no Johnny-come-lately. He's long been a trendsetter. A perennial fashion innovator. And proud of the reputation he's built.

The Herculon II tag tells you he doesn't mind working a little harder to maintain that reputation. Putting in the extra effort it may take to meet Herculon II standards. So his dresses or shirts or sweaters don't come out looking like anybody else's.

TUA MARKETING, INC.

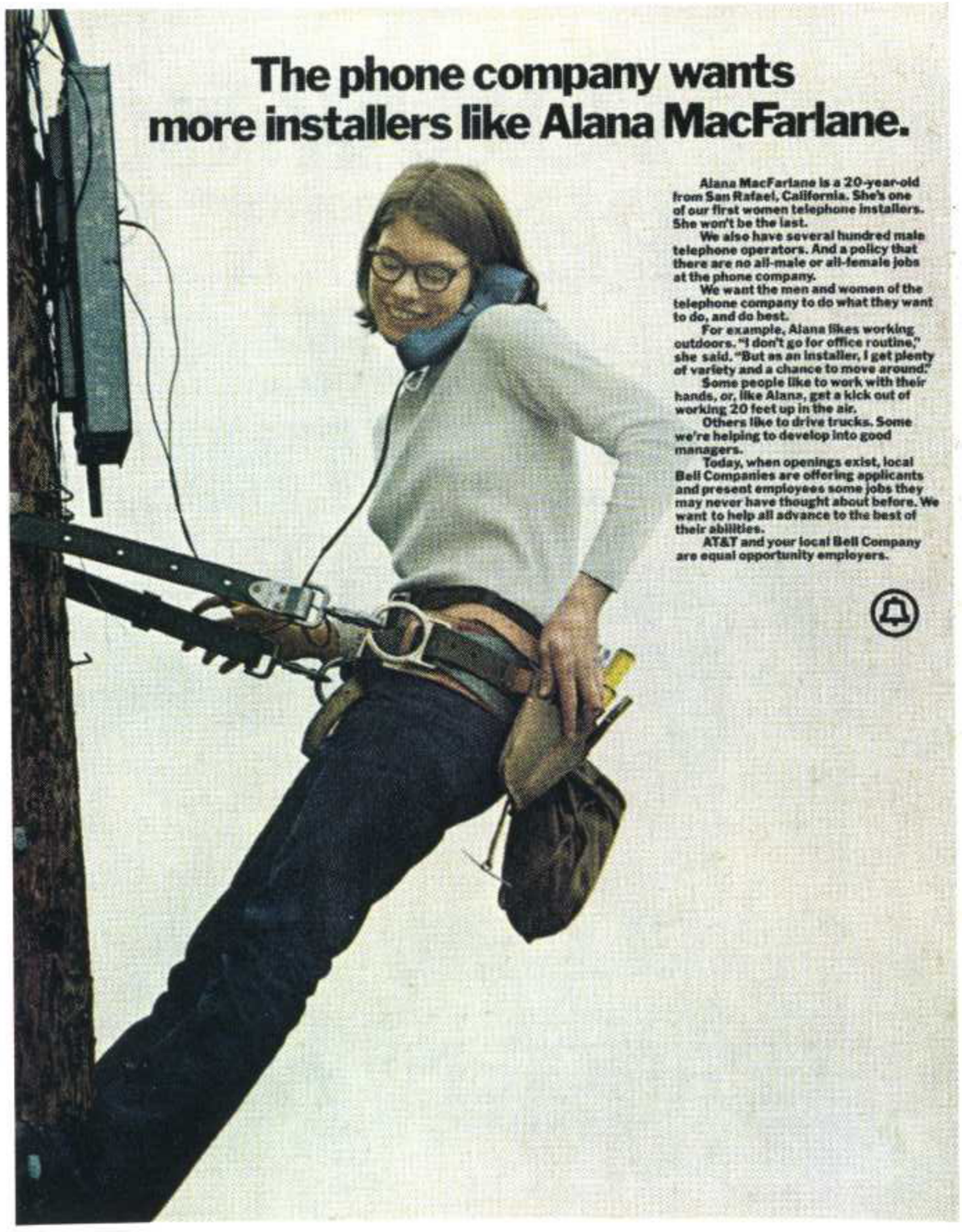
1345 Avenue of the Americas, New York, New York 10019

RCA Electronics, 1975

Urban Systems Inc., 1971

TUA Marketing, 1972 ◄

Textron, 1975



AT&T Telephone Services, 1972

How come there's no Moscow Mercantile Exchange?

Millions of tons of potatoes, cabbage and other commodities change hands in the U.S.S.R. every year, but not a ruble's worth is traded on any futures market. In a regulated economy, the price of a head of cabbage is exactly what the government says it is—no more, no less. Does their system work? Apparently. Does it work as well as ours? You've got to be kidding.

CHICAGO MERCANTILE EXCHANGE
444 West Jackson Blvd., Chicago, Illinois 60606

Chicago Mercantile Exchange, 1974

► *U.S. Army National Guard, 1976*

The most important part-time job in America.

The New Minutemen of the Army Guard share a unique American heritage with William H. Carney. A Sergeant in the 54th Massachusetts Colored Infantry Regiment during the Civil War, Carney received the Medal of Honor for heroic devotion to duty during fierce fighting at Fort Wagner, S.C. on July 18, 1863.

Outstanding black Americans still protect our country and our communities in today's Army Guard, of course. One weekend a month thousands of these modern day citizen-soldiers come together all across the nation to train and sharpen their skills. And you can join them.

More than 400 career specialties are open to you. You'll earn good pay for learning one of them, too. About $45 for just one weekend a month to start.

And with every promotion there's a pay raise. Another thing, we're close to home.

Be one of The New Minutemen. Contact your local Army Guard Recruiter, complete and mail the attached coupon, or call toll free 800-638-7600 (except in Alaska, Hawaii, Puerto Rico, and the Virgin Islands). In Maryland call 301-728-3388.

ARMY NATIONAL GUARD

The Guard belongs.

When the World War II Vets came home there were bands, kisses, jobs and education for the asking.

Last year their sons came home from a war which was in many ways far worse. And they're getting cold shoulders, slammed doors, few jobs and less money for education, subsistence or anything else.

It's the basic things that hurt . . . the lack of money for rent or education or even food. But it's the little things that finally break you . . . like the late check that the VA says is due to some computer foul-up or the lack of transportation money to get to job interviews. And you don't want a public dole.

Our forgotten men can't wait. They cannot wait until it gets straightened out in Washington. That's why we've set up the Veteran's Emergency Fund. We won't be around next year asking for your money. We're just what we're called: an Emergency Fund. Set up right now to provide emergency subsistence to the Vietnam Vet while he gets on his own two feet again. Funding will be disbursed in the form of outright grants or short-term no-interest loans and will be administered by the non-profit Kharma Foundation.

OVER THERE THEY GOT A HELPING HAND

OVER HERE THEY'RE GETTING THE FINGER

Send them a message. A dollar or two or maybe five from you could be just the message one of these guys needs at this crucial moment: somebody out there still cares!

Whether you were a hawk or a dove on the war . . . you can't turn your back on the guys that went over there and fought it!

Send whatever you can today. For the returned Vet, the Vietnam emergency is not over.

To: Vietnam Veterans' Emergency Fund
Kharma Foundation
1414 Avenue of the Americas
New York, N.Y. 10019

I'm enclosing a check made payable to the Kharma Foundation — as a donation to the Vietnam Veterans' Emergency Fund. Please put me on the mailing list of your quarterly Vietnam Vet Newsletter—The Voice of the Veteran.

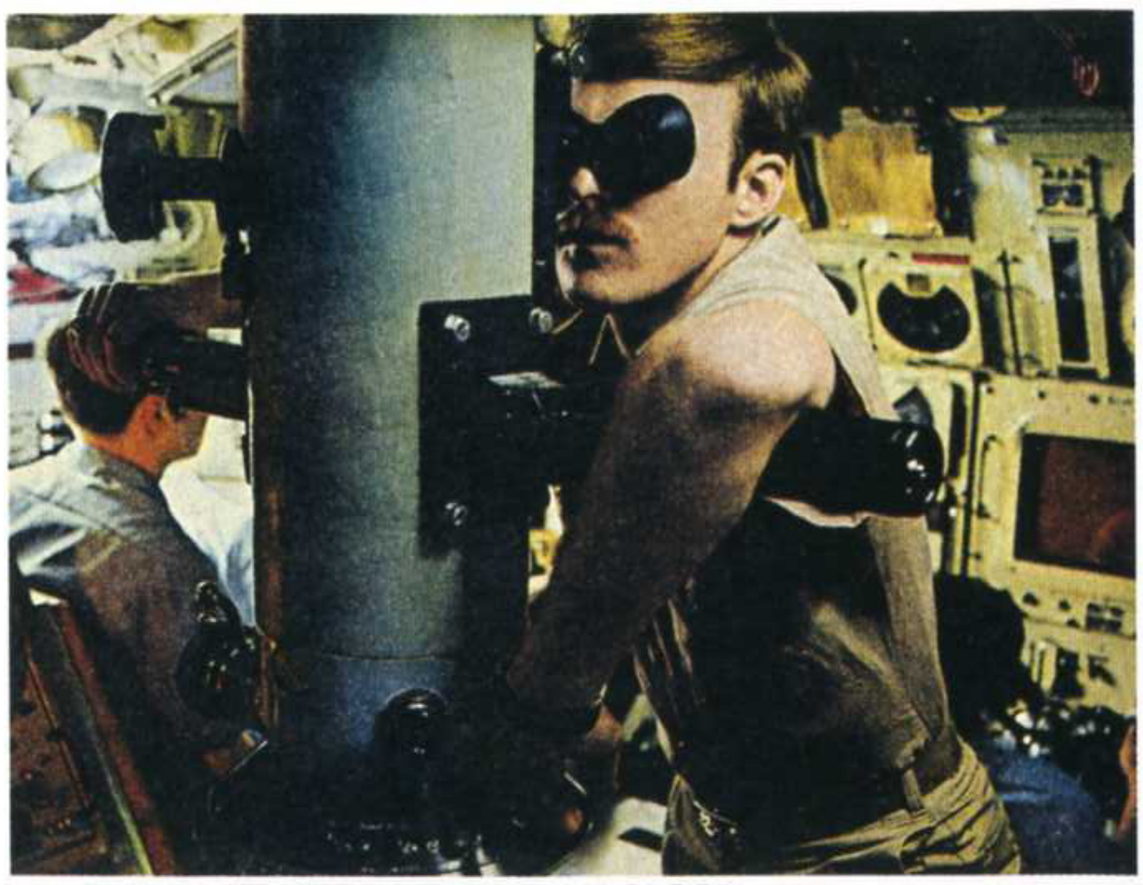
Name

Address

City State Zip 974

A Penthouse Social Service Ad

Vietnam Veteran's Emergency Fund, 1974



NAVY NUCLEAR PROPULSION. THE FASTEST WAY UP IN NUCLEAR ENGINEERING.

If you want to get into nuclear engineering, start by getting into the Nuclear Navy.

The Navy operates more than half the reactors in America. So our nuclear training is the most comprehensive you can get. You start by earning your commission as a Navy Officer. Then we give you a year of advanced nuclear technology, training that would cost you thousands if you could get it in graduate school. During your career, you'll get practical, hands-on experience with our nuclear powered fleet. Maybe you'll work on a nuclear submarine, maybe a nuclear cruiser. But wherever you work, you'll really get to prove your worth—as a young Nuclear Propulsion Officer entrusted with the most advanced technical equipment known to man.

If that sounds like the kind of responsibility you're looking for, speak to your Navy recruiter. He can tell you if you qualify as a Nuclear Propulsion Officer Candidate. Or call toll free **800-841-8000.** (In Georgia, 800-342-5855.)

Navy Nuclear Propulsion Officer. Some men wait for the future. He lives it now.

NAVY OFFICER. IT'S NOT JUST A JOB, IT'S AN ADVENTURE.

U.S. Navy, 1977

Is this your last summer for a summer job?

Summer jobs between high school years are good-time jobs. A little work, a lot of laughs, and a few extra bucks when you head back to school in September.

But the summer job after graduation is your last summer job. And if you're not going on to college this fall, consider a job in today's Army.

A job that teaches you a skill and pays you as you learn. You start at $288 a month. With free meals, housing, medical and dental care, and 30 days paid vacation each year.

It's a job that lets you live away from home and afford it. Not only in the States, but in places like Europe, Hawaii, Panama, and Alaska.

Finally, if after your 3-year enlistment you're interested in college, there's 36 months of financial assistance at the college of your choice.

If you'd like to know more about this unique combination of job-training, pay and benefits, see your Army Representative. Or send us the coupon.

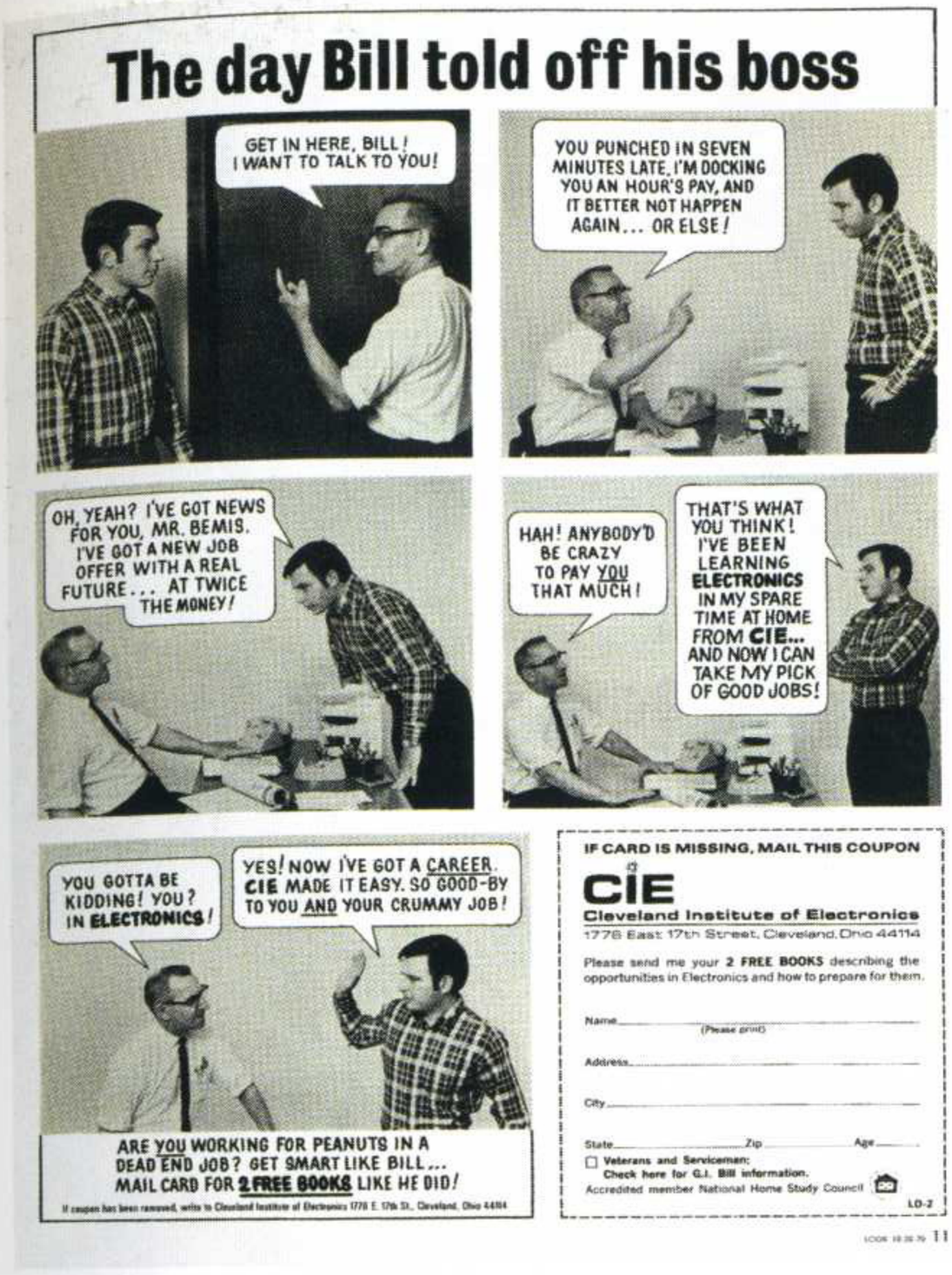
Today's Army wants to join you.

Army Opportunities
Dept. 200 Hampton, Va. 23369

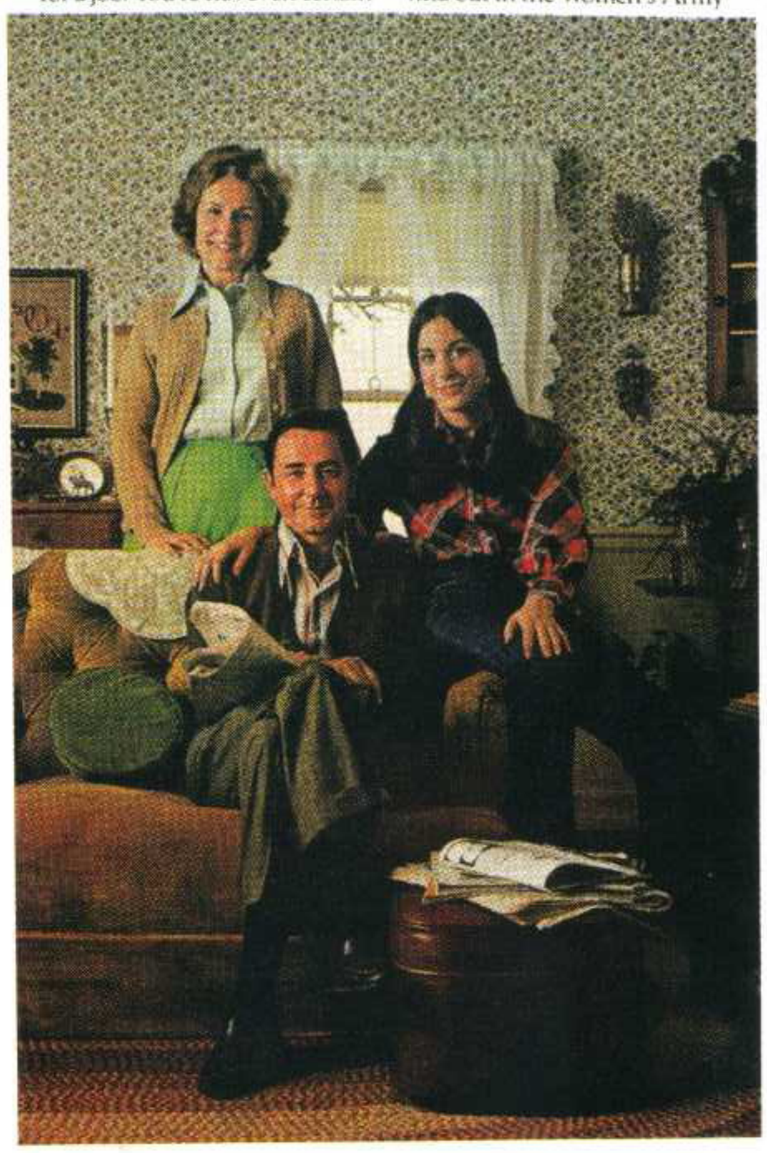
I'd like to know more about the job-training and promotion opportunities in today's Army.

Name _____ Date of birth _____
Address _____
City _____ County _____
State _____ Zip _____ Phone _____
Education _____

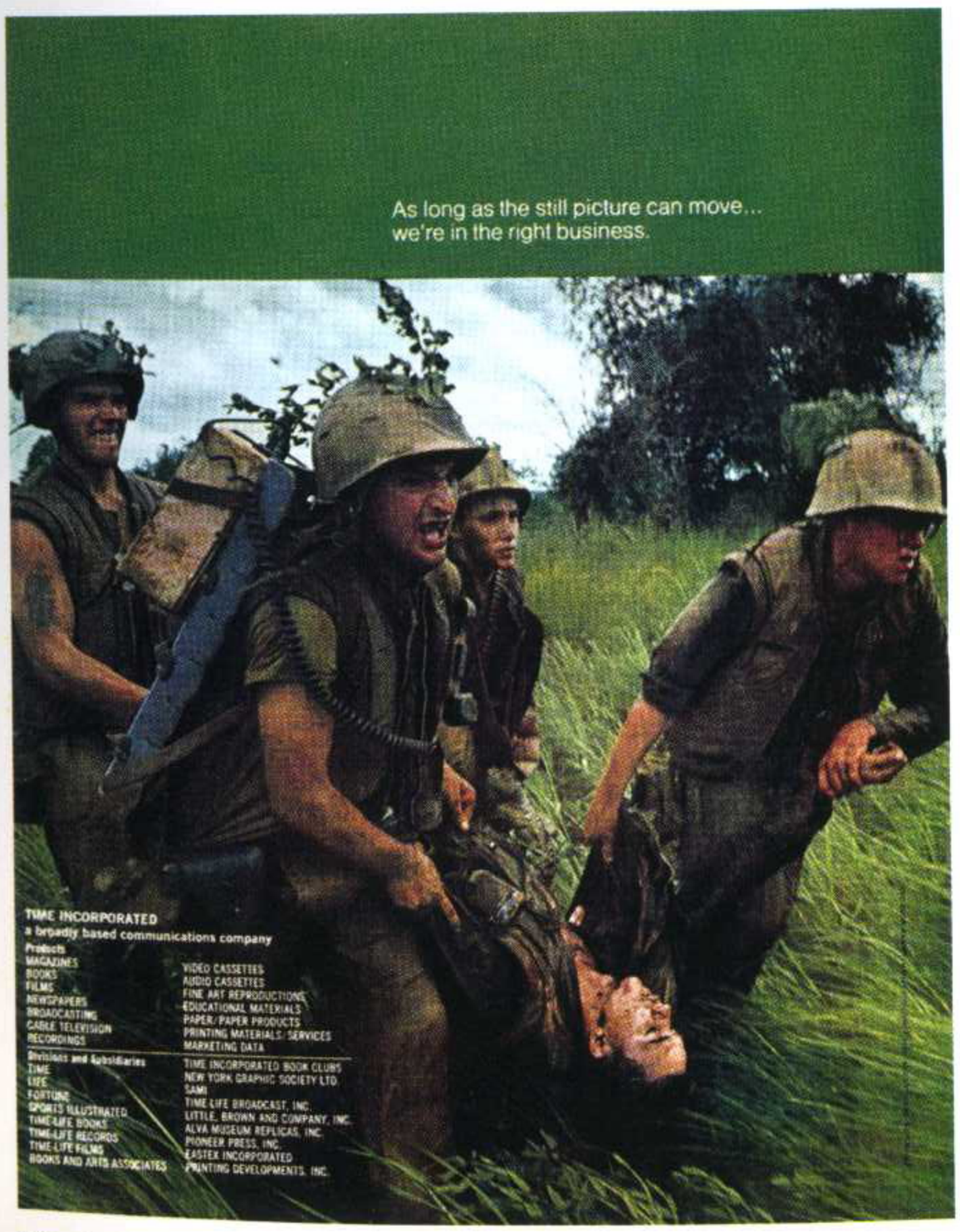
U.S. Army, 1972



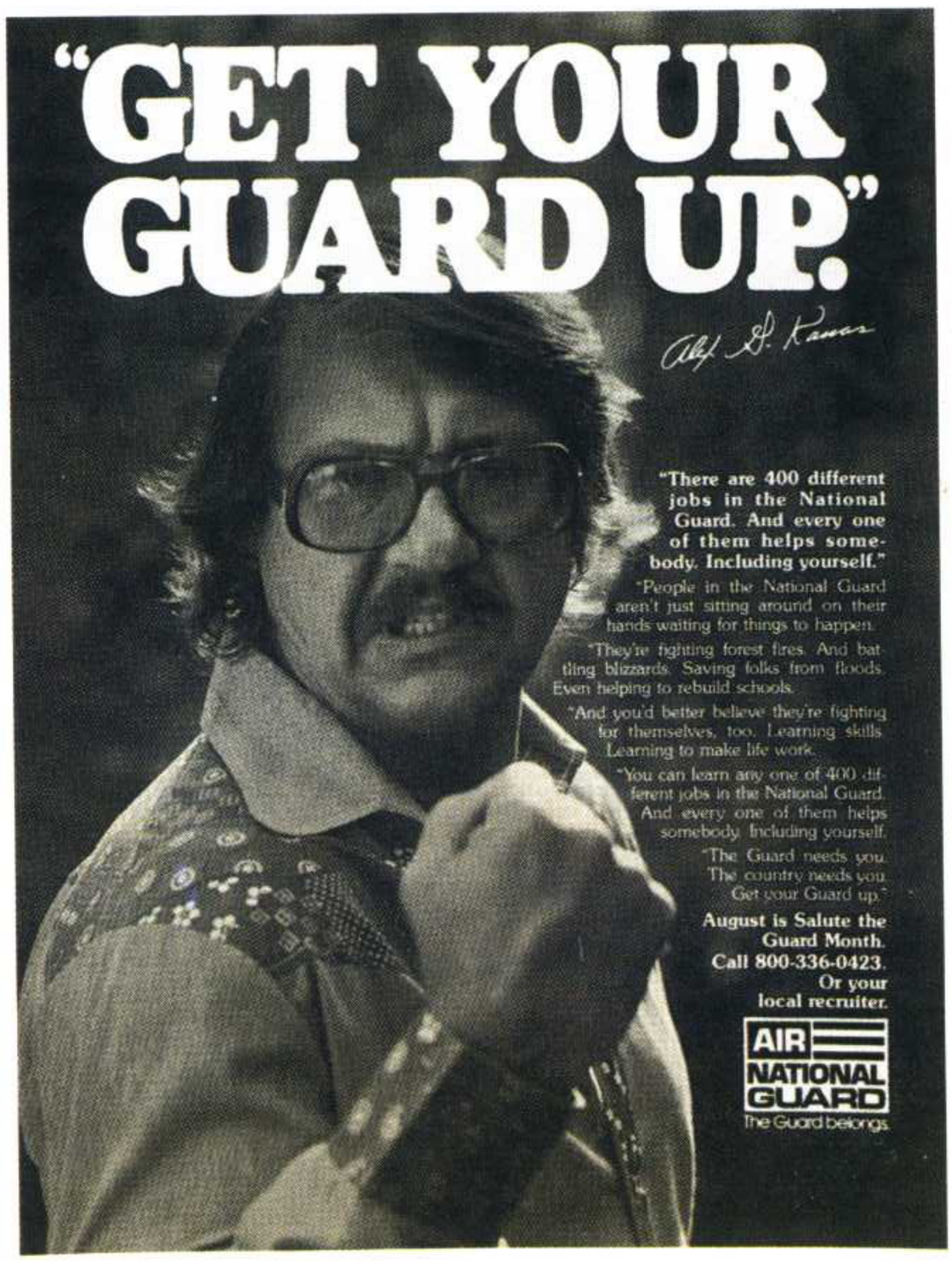
Cleveland Institute of Electronics, 1970



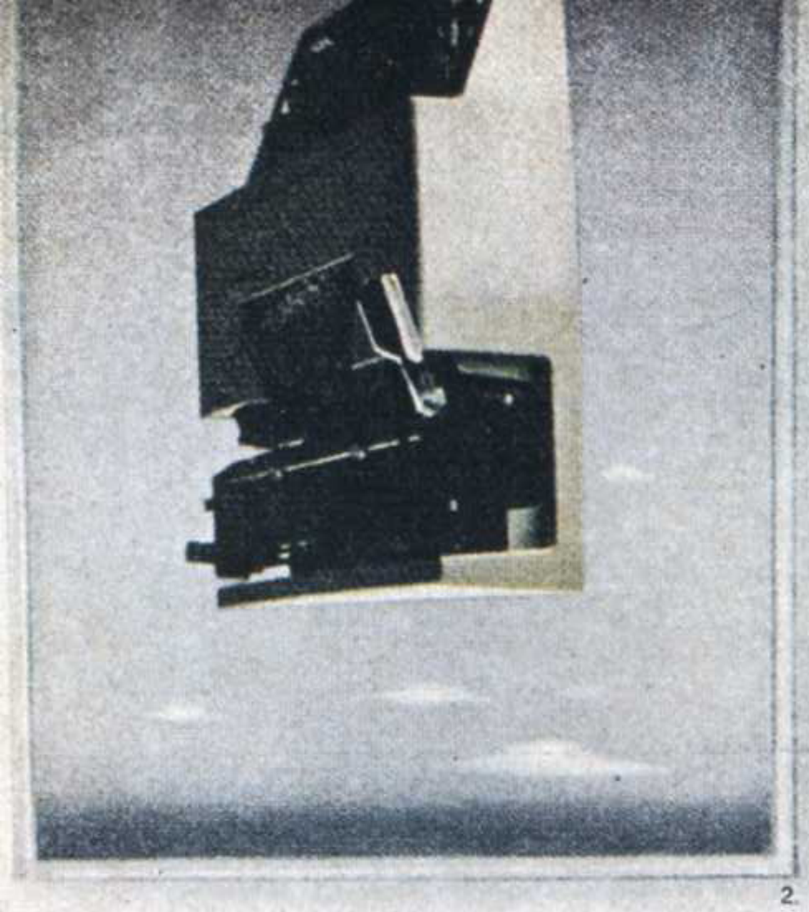
U.S. Army, 1972



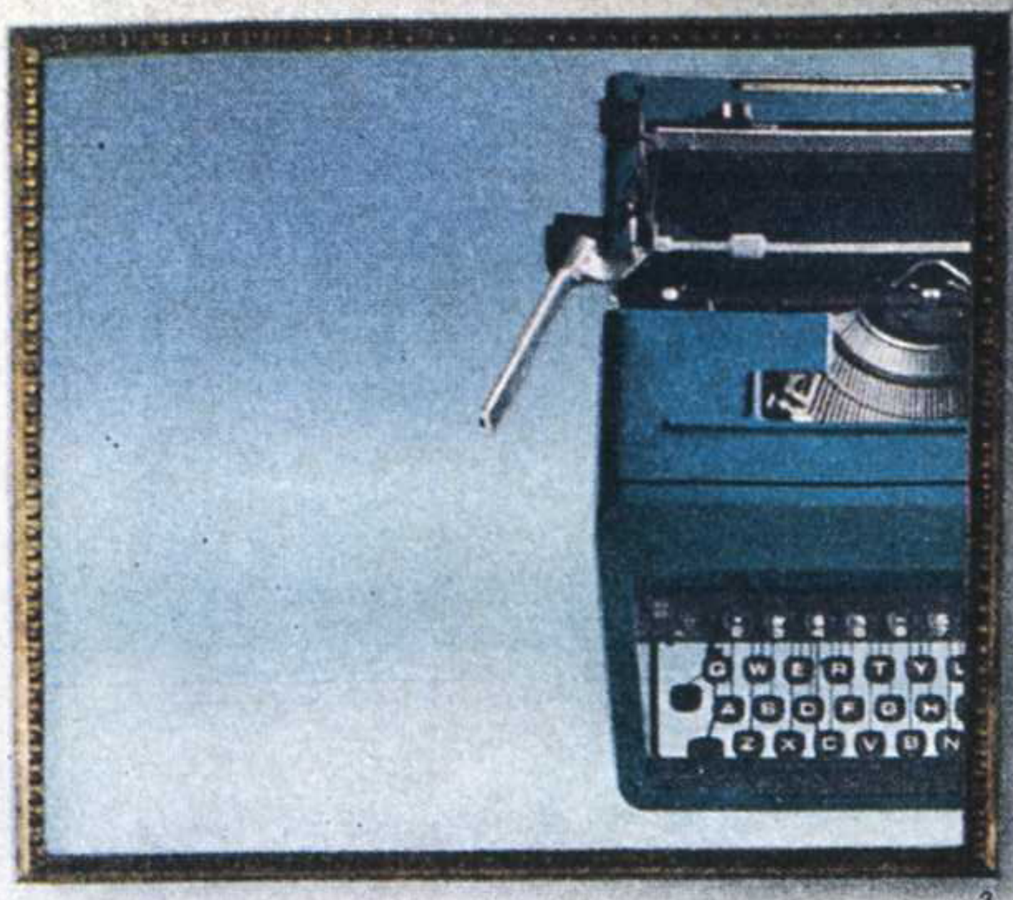
Time Incorporated, 1972



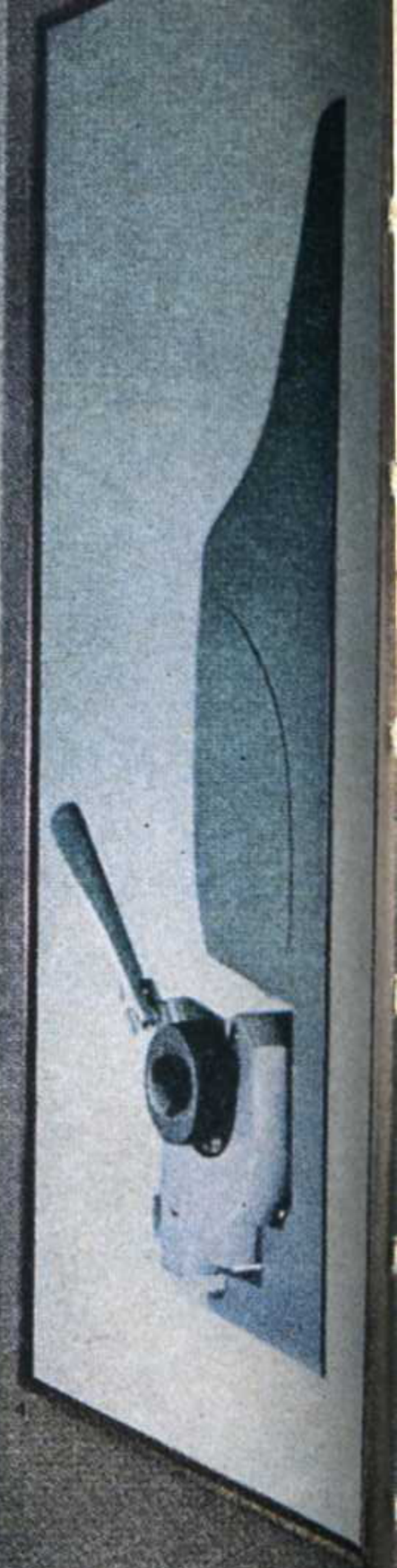
U.S. Airforce National Guard, 1977



2.

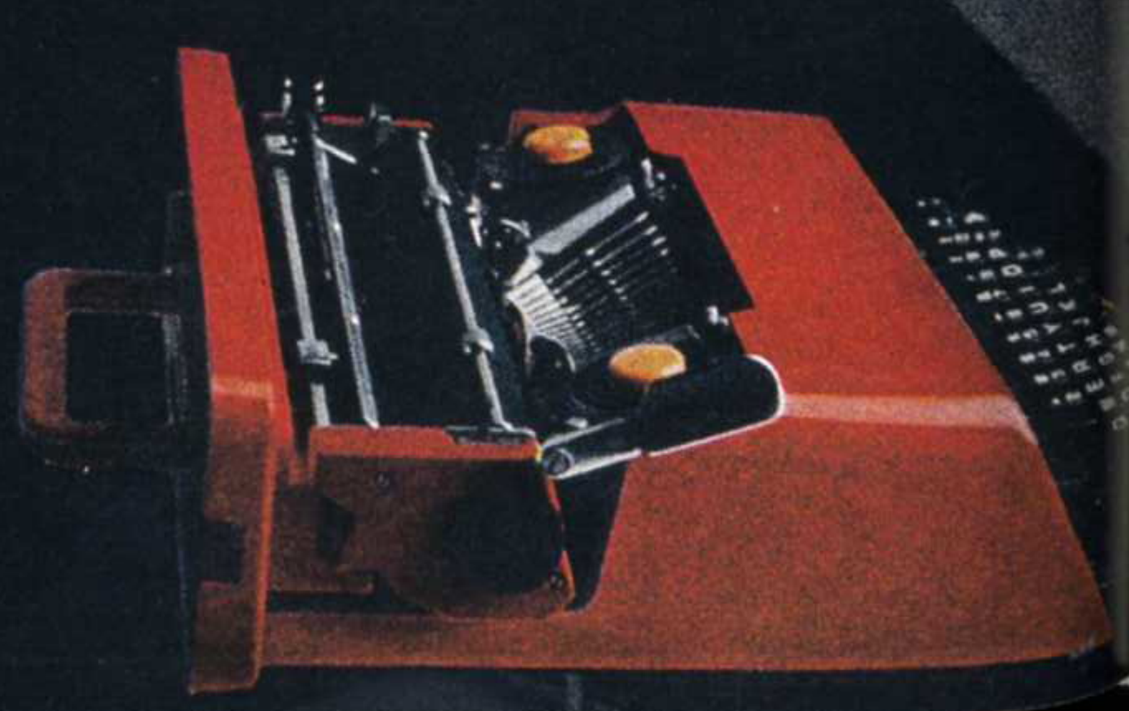


3



4

1.



Radioactivity.
It's been in the family for generations.

In fact, scientists can tell us just how old our remote ancestors are by measuring the radioactivity still in the bones of prehistoric cave dwellers.

Radioactivity dating is possible because virtually everything on earth—food, air, water, man himself—is radioactive and always has been.

Obviously, radiation is nothing new. Using nuclear power plants to generate electricity isn't exactly new either.

We've been doing it for 15 years.

And experience has shown that a person living next door to a nuclear power plant for a year would be exposed to less additional radiation than by making one round-trip coast-to-coast flight.

Understanding that nuclear power plants are safe, clean places to make electricity is important, because the demand for electric energy continues to grow. And nuclear power is one of the best ways we have for meeting it.

Our country's ability to do the work that needs to be done will depend on an adequate supply of electricity. There's no time to waste. New generating facilities must be built, and built in a way compatible with our environment.

We'll continue working to do this. But we need your understanding today to meet tomorrow's needs.

The people at your Investor-Owned Electric Light and Power Companies:

*For names of sponsoring companies, write to Power Companies, 1345 Avenue of the Americas, New York, New York 10019.

Olivetti Typewriters, 1970 ◄

Investor-Owned Electric Light & Power Companies, 1972

BASF 90

Consumer Products 102

Andy Warhol's unfinished symphony.

We asked Andy Warhol to paint a picture of a Pioneer high fidelity receiver. He can't seem to finish. He says he gets so wrapped up in the beautiful sound of the subject that he can't concentrate on the way it looks.

Andy is a great artist, film-maker and journalist. And he's a man who appreciates great music. He knows you can't have great music unless you have great equipment.

That's why he owns Pioneer.

As far as the portrait goes, he has our unfinished sympathy.

U.S. Pioneer Electronics Corp., 75 Oxford Drive, Moonachie, New Jersey 07074.
West: 13300 S. Estrella, Los Angeles 90248 / Midwest: 1500 Greenleaf, Elk Grove Village, Illinois 60007
Canada: S. H. Parker Co.

PIONEER®
when you want something better

Akai Stereo Equipment, 1974 ◄ *Pioneer Electronics, 1975* ► *General Electric Televisions, 1979*

INTRODUCING A REVOLUTIONARY BIG PICTURE COLOR TELEVISION.

CABINET:
SOLID VENEERED WOOD

GE "Command Performance"
VHS video cassette recorder optional.

You're looking at the new General Electric Widescreen 1000. A super size color TV with a picture three times the size of a 25" diagonal console. A picture that makes you feel like you're at the movies. A set with the advanced performance features you expect from General Electric.

Like VIR. The Emmy award-winning color system that gives you realistic flesh tones, blue skies, green grass. Automatically adjusted by the broadcaster's signal on many programs. GE won the Emmy in 1977 for being the first to use VIR.

And electronic tuning. With the chairside convenience of random access remote control. So you can go from channel 2 to 83 instantly.

See this and other examples of General Electric leadership in television at your GE TV dealer.

THIS IS GE PERFORMANCE TELEVISION.

GENERAL ELECTRIC

We are dedicated to the philosophy
of putting beautiful sound within
everyone's reach. We have achieved this
goal by creating and designing a
spectrum of Audio Systems that are the
ultimate in sophistication but simple
to operate. Functionally designed yet
exquisitely beautiful. A complete
collection of Audio Systems that gives
people the opportunity to enrich
their lives with magnificent sound.
This is why we're number one in stereo
and Quadraphonic equipment in America."

hairman and President
Morse Electro Products Corp.

Electrophonic

Electrophonic presents: True compatible Quadraphonic 400 Watt I.P.P. Audio System plays Discrete, SQ-Matrix and Stereo with built-in 4 channel and 8-track tape, magnetic Garrard changer, Super Sphere air suspension speaker system. This week only, Model MAG 487XP, special introductory offer only $400 at leading department stores and Electrophonic dealers listed at right. After sale $480.

"My $3000 lifesize VideoBeam® television has almost paid for itself in the beer my friends have brought me."

T. Barton Carter, Boston, Mass.
Advent VideoBeam owner since Feb. 1977

"I tell my friends they can come and watch basketball, hockey, football, whatever, anytime . . . as long as I don't run out of beer."

We taped a conversation with Barton Carter, teacher of communications law and sports freak, and this is what he said about his VideoBeam television, his friends, and what goes on at his place.

It's like being there.

"I'll have eight or ten people over for a basketball game. What with the immediacy and the way the VideoBeam picture sort of wraps around you and involves you, and all these people together . . . it gets pretty crazy. It's like being at the game.

"Actually what with the different camera perspectives you see more than you would at the game. It shows best in the stuff that goes on underneath the basket. You really see the elbows, people banging around. Anyone who says basketball isn't a contact sport hasn't seen it on VideoBeam. For instance you can see when Cowens gets really mad. All of a sudden there's an extra two feet around him. Nobody wants to get near him, not even his teammates. You wouldn't see that on the little tube. No way.

Better feel for the strategy.

"You can see what people are trying to do, not only what they're accomplishing. You can see when somebody is trying to get the ball around to the weak side, but they can't because somebody has cut off the passing lane. You get a better feel for the strategy of the coaches. You see who they're working on, you know, if they're trying to get somebody down low, post a tall guard on a short one . . .

You "Feel" the contact.

"Of course, football more than any other sport shows the contact . . . in fact you feel the contact. You see one of these big guys come steaming down the field at full speed and he gets his legs cut out from under him, does a twist and falls, um, you can just feel it. You get that sometimes under the boards in basketball. You can just feel them hitting each other. It's more than just seeing it.

"And if you've got eight or ten people watching it's magnified. And if they're rooting for different teams . . . oh boy . . . I'm thinking of hiring a bouncer for the next game."

To: Advent Corporation, 195 Albany St., Cambridge, Mass. 02139

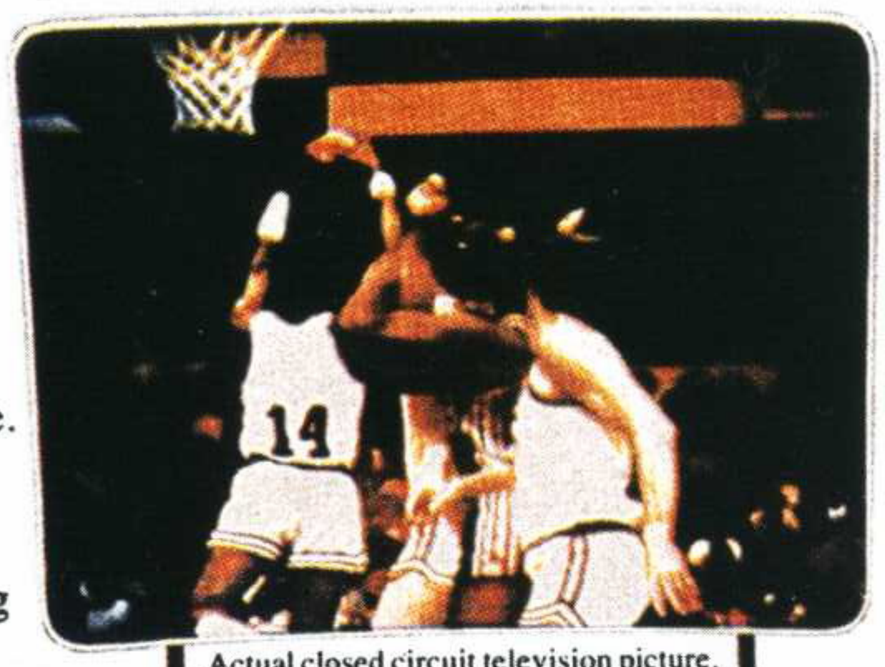
Please send me brochures on VideoBeam® television and the name and address of the nearest dealer where I can see a demonstration.

Name

Address

Town

State Zip



Actual closed circuit television picture.

VideoBeam television projects brilliant color TV pictures from regular broadcasts and from video cassette recorders on to a six-foot diagonal screen. If you would like to know more and see a demonstration return the coupon, or call toll free 800-225-1035 (in Massachusetts call Customer Relations at (617) 661-9500) for brochures and the name and address of your nearest dealer.

Advent's VideoBeam® Television

It's beyond TV.

Advent Corporation, 195 Albany Street, Cambridge, Mass. 02139 (617) 661-9500

Electrophonic Audio Systems, 1973 ◄

Advent VideoBeam Television, 1977

No two people ever really enjoy all the same things. What turns one on may very well turn the other off. (Which is what happens to your stereo system during Marcus Welby.)

But with Koss Stereophones, you can live and let live. Because both can be turned on at the same time. As loud as you want, without disturbing the other.

And that should be music to any man's ears.

Fact is, nothing else quite matches the sound you hear with Koss Stereophones.

It extends the bass, treble and mid-range of your favorite music farther than the most expensive speaker system.

So you hear more of your music and none of the late show.

If you'd like to see more, write for our free full-color catalog, c/o Virginia Lamm, Dept. ES-O.

And if you'd like to hear the Sound of Koss, try a set at your favorite Stereo Dealer or Department Store . . . from $19.95 to $150. It's a small price to pay for a little peace.

KOSS STEREOPHONES

Koss Corporation, 4129 N. Port Washington Ave., Milwaukee, Wis. 53212
Koss International Ltd. Via Valtorta, 21 20127, Milan, Italy

Live and let live

Koss Stereophones, 1971

► *JVC Videosphere Televisions, 1972*

We made the Videosphere look the way it does because when your TV's off you still have to look at it.

The Videosphere by JVC is a new way of looking at television. As part of the total environment of a room.

You don't watch TV all the time. And your television should be just as much a part of the room when it's off as it is when it's on.

But don't get the idea that styling is the only thing futuristic about the Videosphere. Because it isn't.

An advanced Electronic Expander Circuit makes sure you get a clear picture, no matter where you are. And this is important. Because the Videosphere, besides looking great anywhere, can also go anywhere. It's portable. And we do mean portable. It weighs less than 12 pounds. And it's as much at home outdoors as it is indoors.

As a matter of fact, the Videosphere is also available in another model with a clock. So you can wake up to the same thing you're going to sleep with now. Television.

The Videosphere by JVC. It looks better off than most TV's look when they're on.

JVC

Electrophonic Stereos, 1974

► *RCA Electronics, 1971* ►► *Panasonic Electronics, 1973*

SOUNDS OF SPRING

RCA's exciting styles for spring gift giving.

Just in time for Mother's Day, Father's Day, a June bride or the graduate.
Whatever the occasion this spring, we'll have you covered with
a radio, phonograph or tape instrument.
Look for the Sounds of Spring at your RCA dealer.
He's all abloom with gift ideas.

Model RZG-354. Portable AM radio with compass and flashlight, $39.95.*

Model VPP-48. Portable phonograph with speakers that separate to 20 feet, $79.95.*

Model RZD-311. Decorator AM clock radio, $29.95.*

Model YZB-386. AC/DC tape recorder/player and FM-AM radio combination, $89.95.*

Model RZS-335. FM/AM radio with clock and calendar, $50.00.*

Model RZS-476. FM/AM cube with digital clock, lighted dial and wakeup features, $49.95.*

New vibrations from an old master.

RCA

*Optional with dealer.

The Crazy Co
They even

Crazy is how they look. Fun-crazy. But when you listen to them, you discover that the Crazy Color Portables are very down to earth. Even though the music they make is out of this world.

And so are the shapes. Like an AM shape that twists and turns and closes around your little wrist. The Toot-A-Loop,™ Model R-72. Or another AM shape that turns, swings and dangles from your little finger. The Ball 'n Chain,™ Model R-70.

You can drink in melodies from the Music Mug,™ Model R-63. Or truck to funky fifties golden oldies on our hip square, the Musicube,™ Model R-47A. Or you might prefer to roll in FM and AM. With the Rolling Tone,™ Model RF-93.

If they're too eccentric for you, you can get Crazy Color Portable radios in a variety of half-crazy, mildly

R-72 original design by J. M. Wilmin

lor Portables. play music.

neurotic and completely straight shapes.

And if you want to make your own kind of music, there's Take 'n Tape™ Model RQ-711S. The portable cassette recorder that looks like something out of 2001.

And for your records, there are Funnygraphs™ Yuk, yuk. That look like space-age waffle irons.

Model SG-200A plays 33 and 45 rpm waffles. While Model SG-400A also cooks up delicious AM.

What's more, you can start hearing things, as well as seeing them, immediately. Because all the Crazy Color Portables come with Panasonic batteries.

The Panasonic Crazy Color Portables. They were made to be seen. And heard.

Gifts for all seasons.

Panasonic.
just slightly ahead of our time.

Superscope Stereos, 1977

► *Kodak Movie Cameras, 1973*

KODAK
PRESENTS

SOUND MOVIES
YOU MAKE
YOURSELF.

THE TALKIES

STARRING:

I choose my friends very carefully.

If necessary, hearing aid adapters are available for your [illegible] © Walt Disney Productions. Housing by American Telecommunications Corp.

Very often, a phone is indeed like a friend. And now you can make it even more so.

There are all sorts of shapes and colors and styles of Bell telephones to choose from, together with all kinds of customized services.

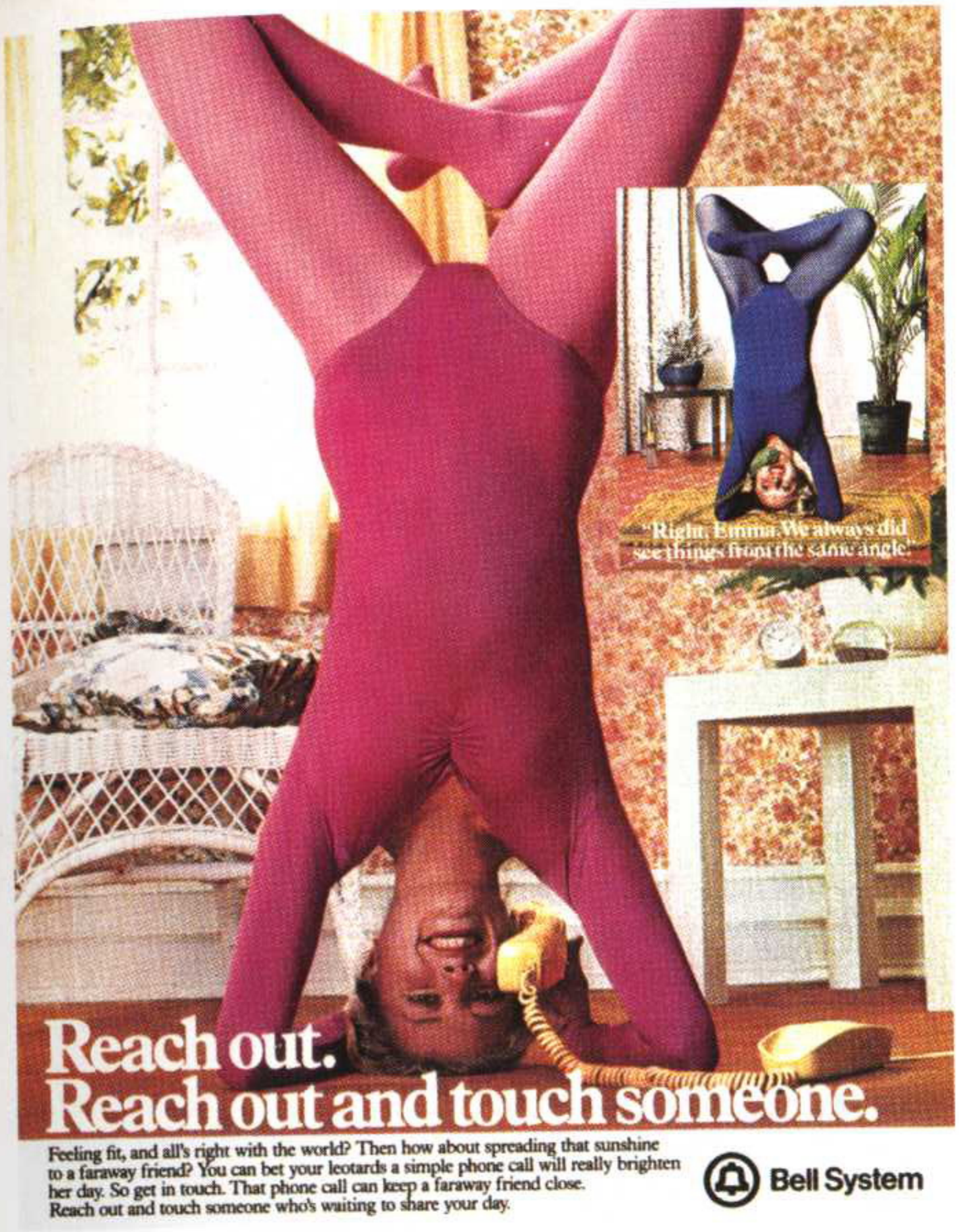
So you can choose a phone you find amusing. Or one that's dashing.

Or one you can just feel comfortable with. In short, you can choose a phone that's genuinely you, and still get a phone that's genuine Bell.

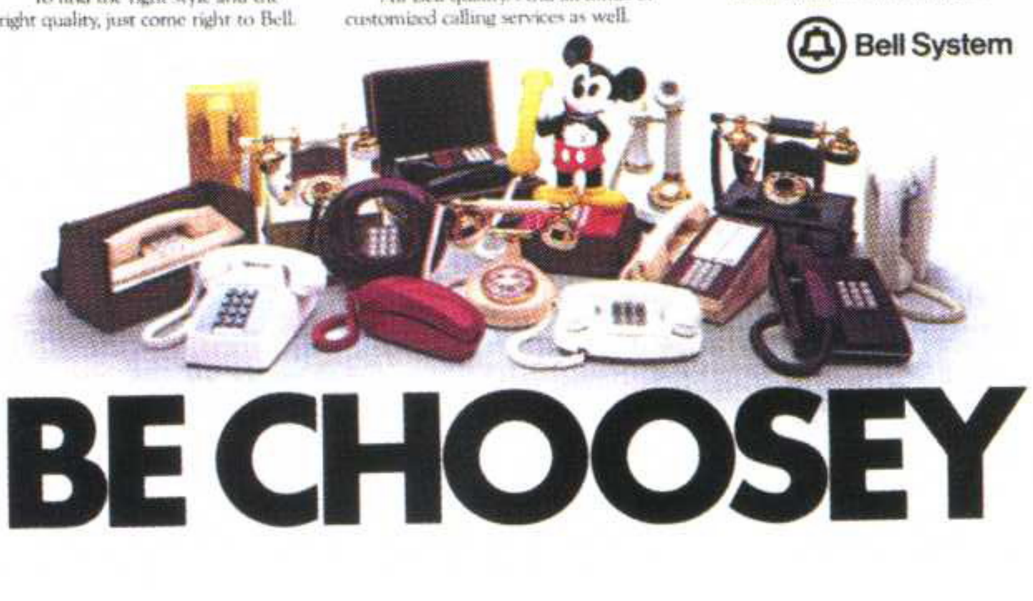
A friend you can like, and a friend you can trust.

Bell System

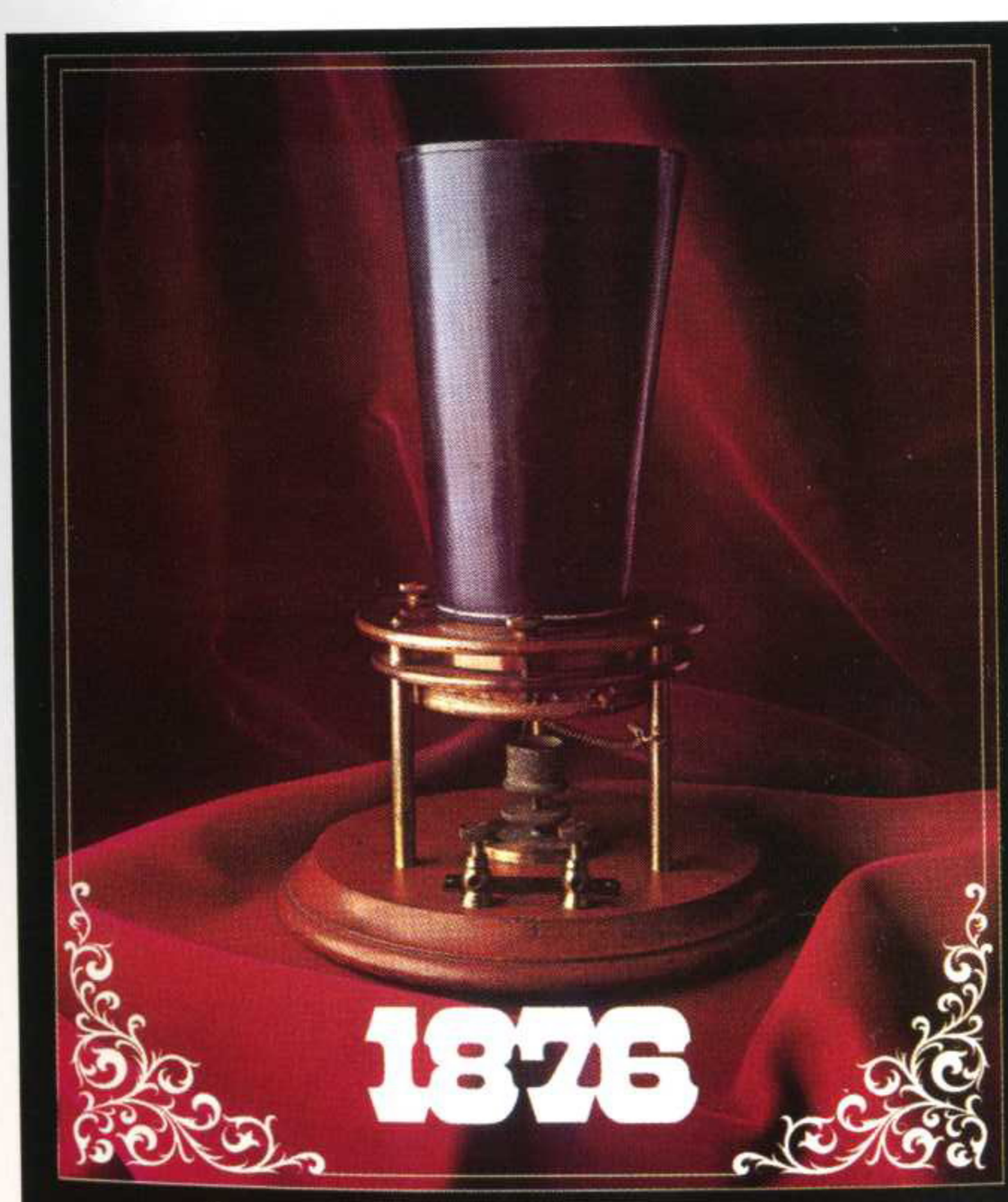
BE CHOOSEY

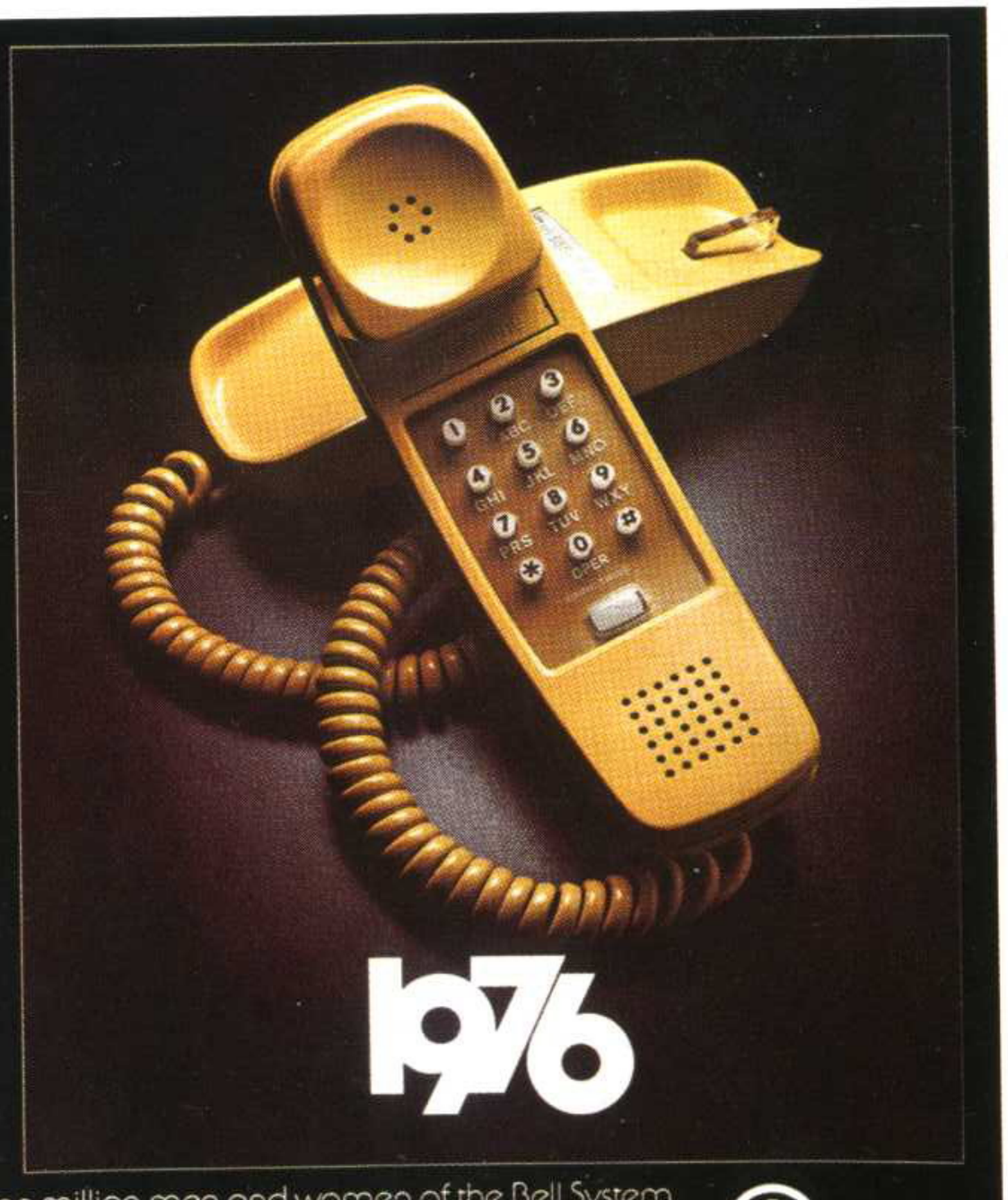


Bell System Telephones, 1979



Bell System Telephones, 1978





As we celebrate the nation's 200th anniversary, the one million men and women of the Bell System take pride in the telephone's contribution to America's progress over the past 100 years. We intend to continue working–to keep America's phone system the best in the world.

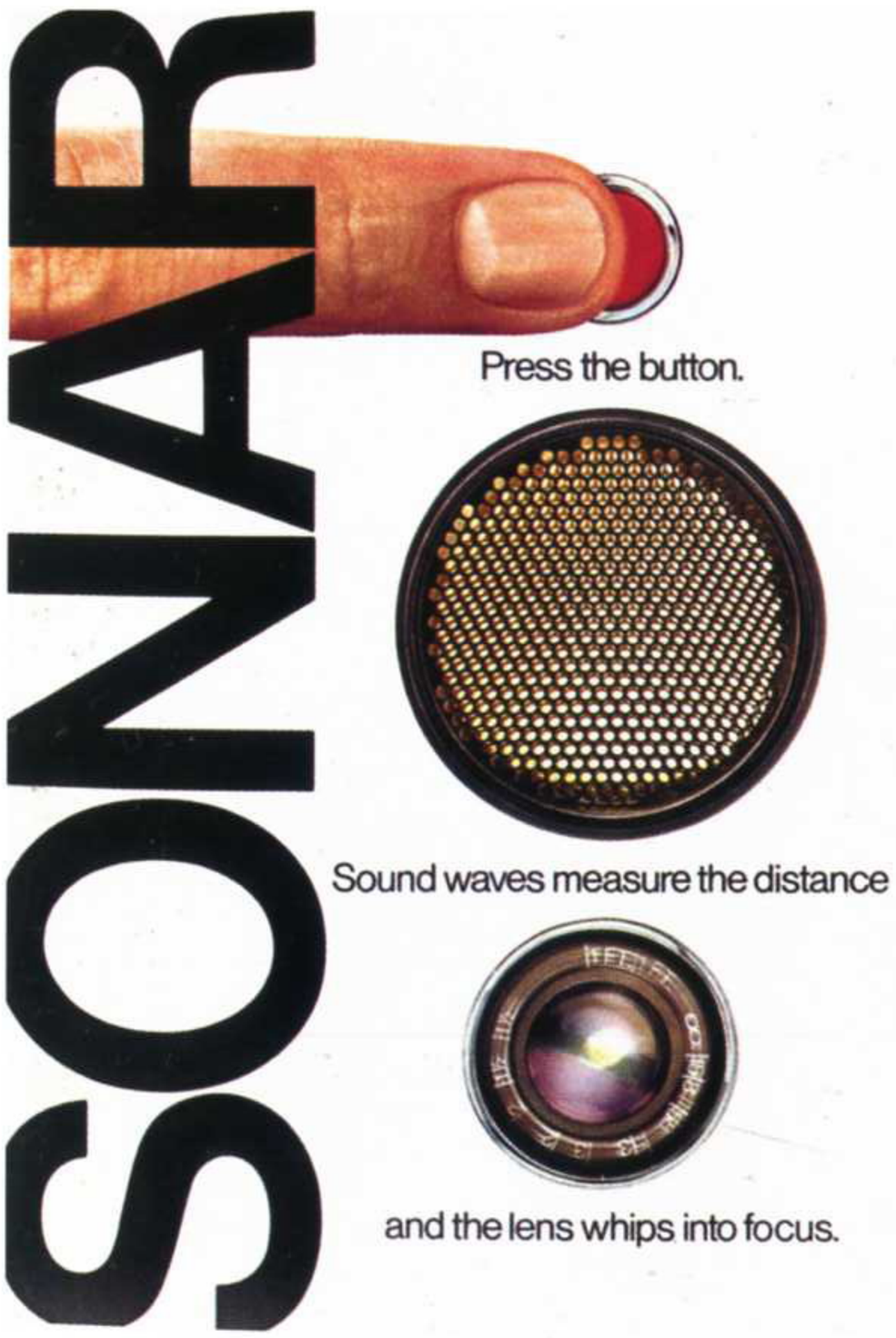
Bell System

Bell System Telephones, 1978 ◄

Bell System Telephones, 1976

Rollei Cameras, 1977

Kodak Ektralite Camera, 1979



Polaroid Sonar Camera, 1978

Polaroid Sonar Camera, 1978

NO DOUBT ABOUT IT.

No flash batteries to worry about. Just pop on a self-powered magicube.

If you try to use a used-up magicube, the camera gives you an automatic no-no.

No threading. Just drop in the film cartridge.

No settings. Just aim and shoot.

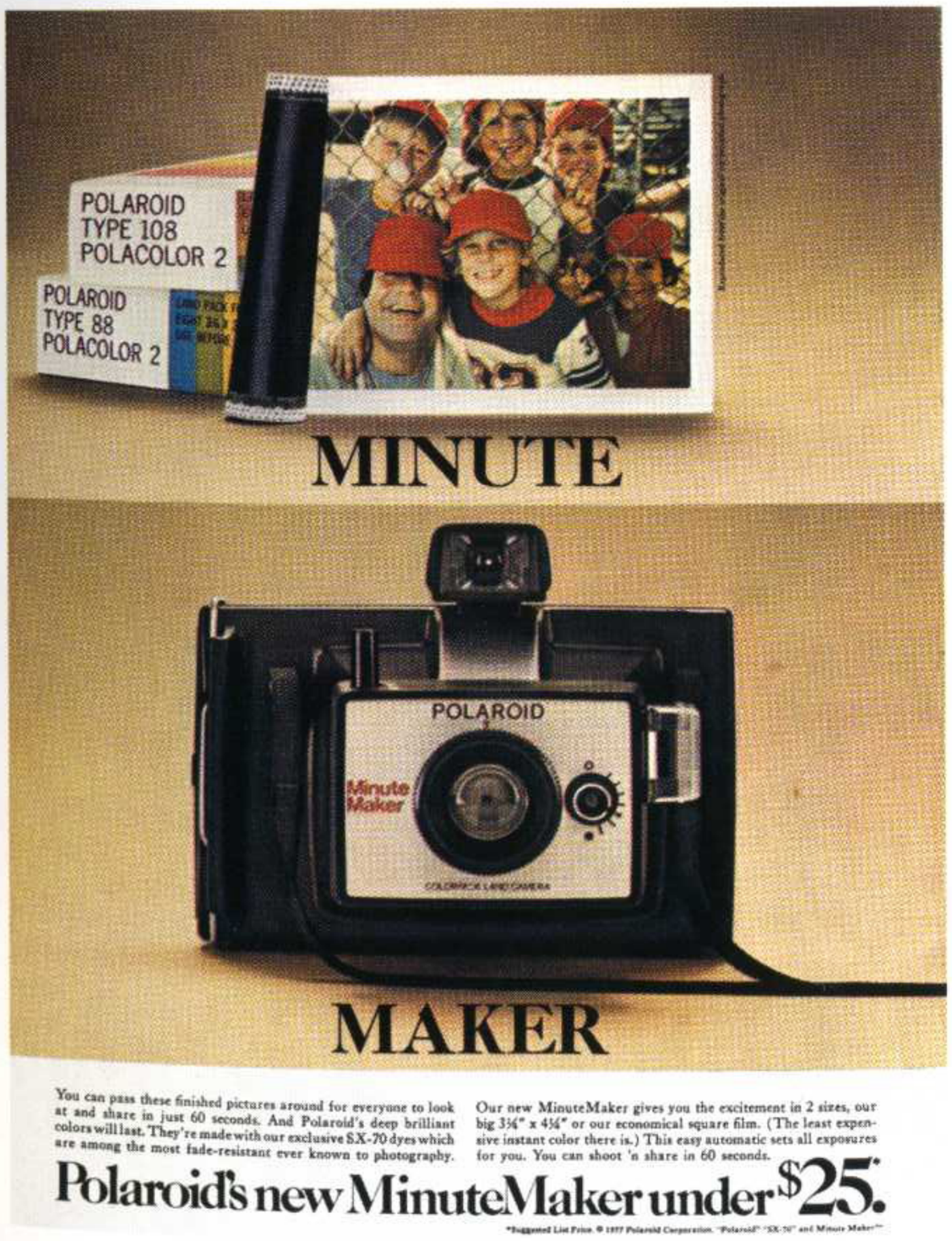
No doubt about it. The trim, slim Kodak Instamatic® X-15 camera is a joy to use.

Ask about the X-15 in the extra-value Kodak Smile Saver kit, less than $25. Limited time only.

KODAK MAKES YOUR PICTURES COUNT

Kodak

Kodak Instamatic Camera, 1971



Polaroid MinuteMaker Camera, 1977

Polaroid SX-70 Alpha Camera, 1971

▸ Depraz-Faure Watches, 1971

19.95 • Water and shock-resistant
Anti-magnetic • Guaranteed • Mod Band Extra
Other models available • See your local dealer

DEPRAZ-FAURE AMERICA CORP. 666 South Lafayette Park Place • Los Angeles, Calif. 90057 • (213) 385 7482

Some people know how to live.

They always seem to have a better time. Whether it's in New York or Marrakesh, Beirut or Paris. They entertain the same way they live. With a feeling for what's best in life. A desire for perfection and the ultimate in quality. Their tables show it. Warm with the glow of the world's finest china—Lenox. Alive with the sparkle of hand-blown Lenox Crystal. It's a world where second best just won't do.

LENOX
CHINA · CRYSTAL

For free pattern booklet write Lenox Inc., Trenton, N.J. 08605. 5-piece place setting of Lenox China; $24.95 to $85.00. 3-piece place setting

Your first microwave oven should be a Magic Chef.

Here's why: Every day, every meal, you'll save time with your Magic Chef microwave oven. With conveniences like the Magitrol Defroster that lets you dial the amount of microwave energy you need. So your frozen breakfast rolls taste the way the baker intended them to. So your hamburger isn't frozen in the center and burnt on the outside.

Colorful. Magic Chef has microwave ovens in popular kitchen appliance colors. So you can match your other appliances.

Clean. Cool microwave cooking means easier cleanups. And most of our ovens have stainless steel walls and a sealed-in ceramic shelf that wipes clean with just a sponge.

Budget-saving. Because you can reheat leftovers in minutes. Without drying them out. And because most families can do a full year's microwave cooking for less than $7.

American-Made. By Magic Chef. Makers of famous gas and electric ranges. One more reason that our complete selection of microwave ovens is a food lover's dream. Magic Chef, Cleveland, Tennessee.

MC-50 MC-35 MC-25 MC-20

Magic Chef®

Cooking experts since 1924

Model MC50 shown

You've got a lifestyle. The Beauty-Makers can help you live it.

You work. You keep house. You go to school. Maybe you're into yoga. That's okay. Because that's your lifestyle. And you want to look great every minute. We want you to. We being the people who make the Beauty-Makers. General Electric.

An hour to meet him, and your hair's a wreck. GE's Speedsetter to the rescue. With 20 tangle-free rollers that make setting panic free. Sets hair dry, with mist or with a conditioner.

Lifestyle. We're with yours.

GENERAL ELECTRIC

He's coming for dinner, and you've just washed your hair. Under GE's Speed Dryer you go. Besides being fast, GE's Speed Dryer has Touch 'n Tilt. Touch, it tilts so you can do other things. Like type with two hands.

You're a travel nut. Meet GE's soft-bonnet dryer. Comes in its own carrying case like good, lightweight luggage. With two styling combs and a brush attachment.

You like your hair the way it is ,"natural." GE's new styling dryer will dry curly or straight hair, style it the way you want. High-powered. Handy (ours has a special easy-to-hold handle) so you can do other things. Like type with two fingers.

The Beauty-Makers

Lenox Tablewares, 1971 ◄◄ *Magic Chef Microwave Oven, 1974* ◄ *General Electric Hair Styling Products, 1972*

My generation's got a charm of its own.

Monet®©

Master Jeweler

Charms and bracelets in the golden manner of Monet. Charms, $3 to $7.50. Bracelets, $3 to $15. At all fine stores.

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 nine 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

Louise $15.00

Gaitor Baitor $12.50

Conquistador $25.00

BUXTON

© 1970 Buxton Inc., Springfield, Mass.
Available in Canada.

Monet Jewelers, 1973 ◄ *Buxton Jewelry Boxes, 1970*

► *Mattel Hug 'N Talk Dolls, 1978*

HUG ME
HUG ME

More Major League players wear Rawlings gloves than any other kind. Players like Brooks Robinson, Johnny Bench and Billy Williams. A few want minor customizing. But all wear, basically, the same Rawlings gloves you can buy in the store.

Rawlings gloves are available at sporting goods stores and departments everywhere, at prices that fit every budget.

Johnny Bench, Brooks Robinson and Billy Williams are members of Rawlings Pro Advisory Staff.
Rawlings Sporting Goods Company • Division of A-T-O Inc. • 9300 Delmar Blvd. • St. Louis, Mo. 63100

"THE MARK OF A PRO"

Rawlings Gloves, 1971

Every good cook has to start somewhere.

For her, there's no thrill quite like when she bakes that first Betty Crocker chocolate cake in her Easy-Bake Oven.

More than all the fun she'll have, Easy-Bake is a great way for her to create love in warm little bites.

Easy-Bake has built-in safety features, is U. L. approved and bakes with two ordinary light bulbs. And comes with real Betty Crocker mixes.

Easy-Bake. Because she'll love it.

Betty Crocker Easy-Bake® Oven from Kenner

© General Mills Fun Group, Inc

Easy-Bake Oven, 1973

NERF Toys

NERFOOP™

A sporty version that lets you shoot baskets indoors without damaging anything. Hoop and net included.

NERF® BALL

All kids love the world's first indoor ball, made of incredibly soft foam. In 2 sizes, Regular and Super.

NERF® FOOTBALL

Made of heavier foam, with a tough, protective skin for outdoors. You can really grip into it and make fantastic catches!

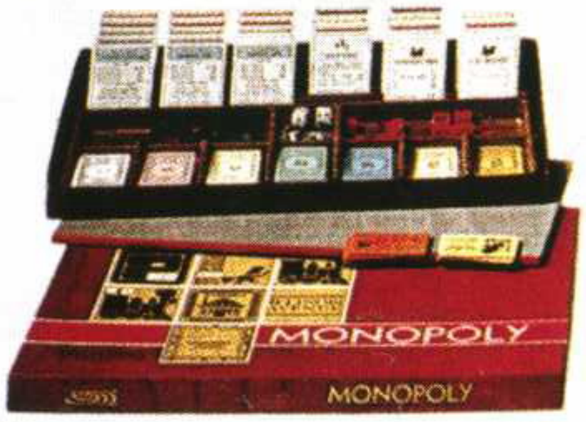
NERF-MOBILE™

Soft new toy cars, so cuddly that little children can take them to bed! Well-built, to roll like crazy, even over carpeting. Can't make noise or hurt furniture. Made of colorful, nontoxic Nerf foam with extra-strong wheels. Four snappy classics: Old Timer, Racer, Bug, and Sedan. Great fun for ages 3 to 6.

8

MONOPOLY® (Standard)

Kids and grown-ups love to buy, sell, swap real estate, build houses and hotels, collect rents, and merrily bankrupt each other in the world's most popular board game. Ages 8 to adult, 2 to 8 players.



MONOPOLY® (Better Edition)

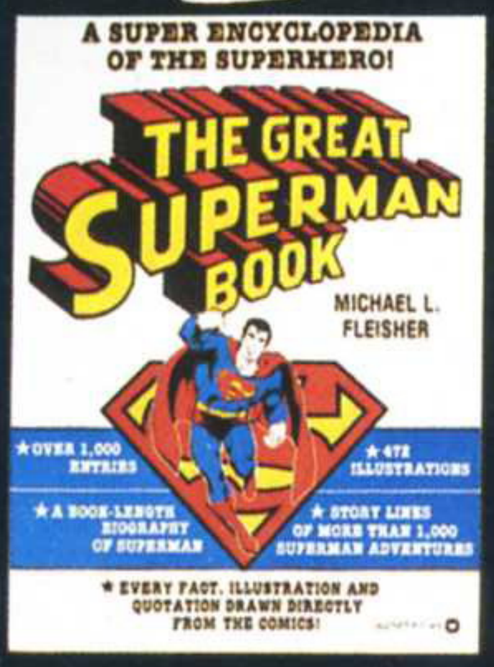
Contains heavier board, extra equipment, plus special molded Banker's Tray which holds the money, houses, hotels and title cards neatly and conveniently. Ages 8 to adult, 2 to 10 players.

Nerf Toys and Monopoly Game, 1973

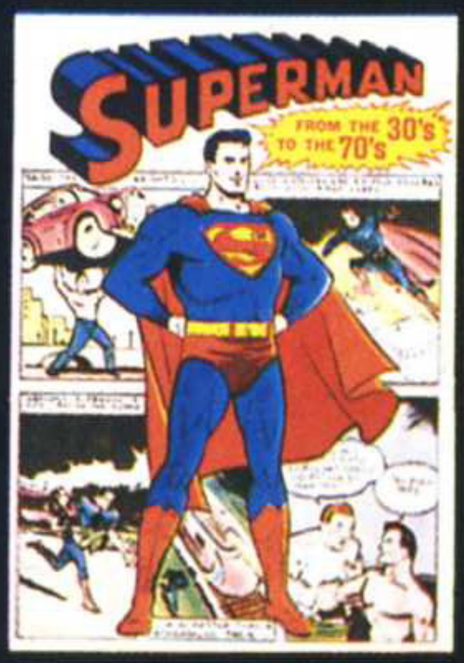
Playmobil Toys, 1978 ◄◄ Chatham Blankets, 1976 ◄

SUPERMAN®

A Collection of Records & Books

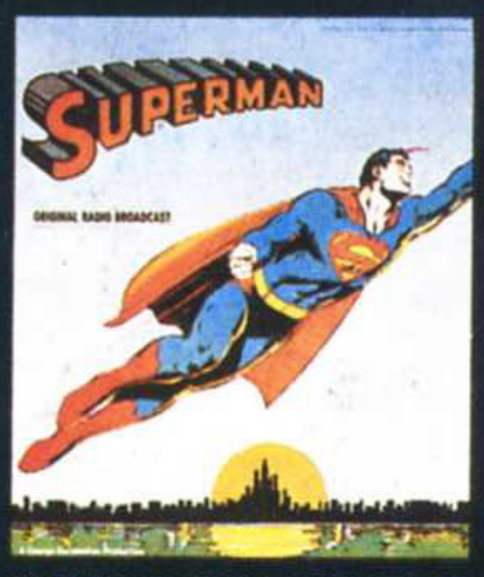


THE GREAT SUPERMAN BOOK A super encyclopedia of the greatest super hero in American mythology. From A-Z, you will find everything that you ever wanted to know about Krypton's child. 1000 entries, a full length biography, over 472 illustrations, and over 1000 story lines. Never before has the Superman story been so thoroughly researched, catalogued and compiled. It stands as a monument to both fun and scholarship. Softcover format! #21343/$8.95

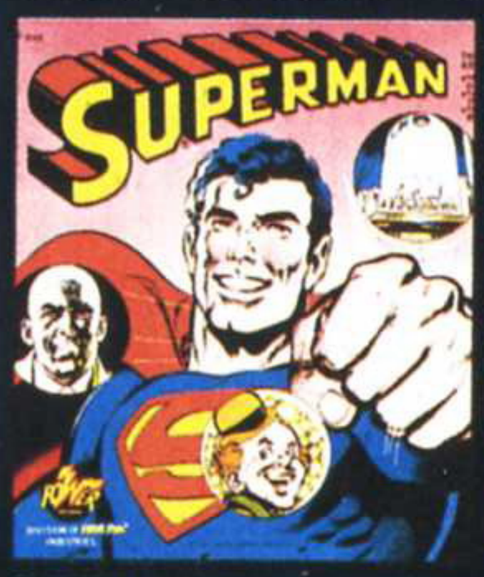


SUPERMAN 1930-1970 386 p. hardcover of Superman's adventures from origins to present! 3 color sections! #2145/$8.95

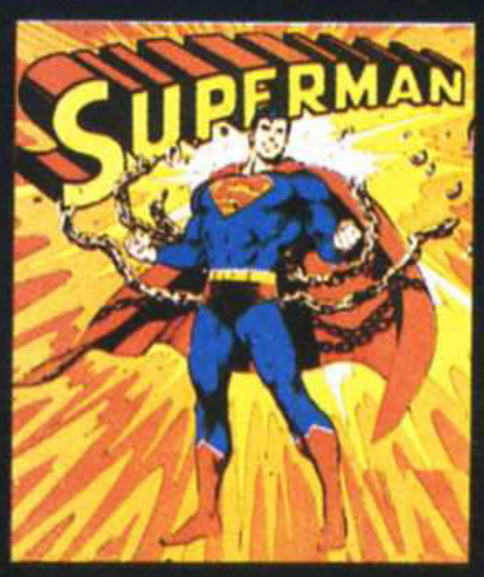
SUPERMAN'S FIRST EDITION Full color reproduction of the famous first edition! A 13"x10" softcover only . . . #21351/$2.00



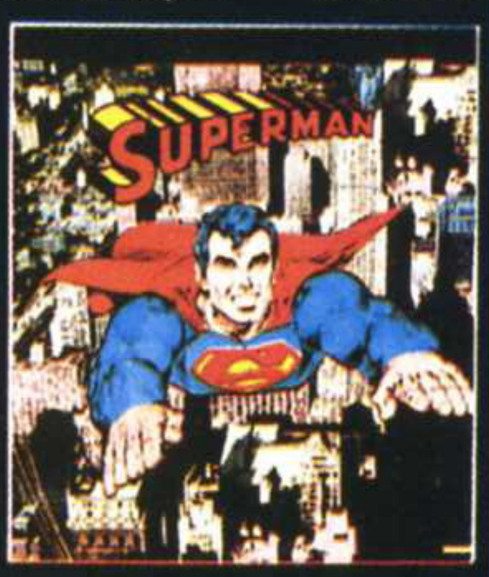
SUPERMAN RADIO BROADCAST The original Superman radio broadcast from the golden age of radio! 12", 33 1/3 L.P. #2328/$6.95



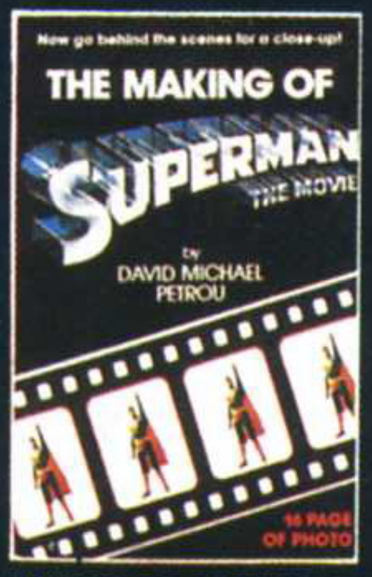
SUPERMAN ADVENTURE RECORD 3 Superman action adventures on one stupendous 12", 33 1/3 L.P. Full color cover! #2397/$2.98



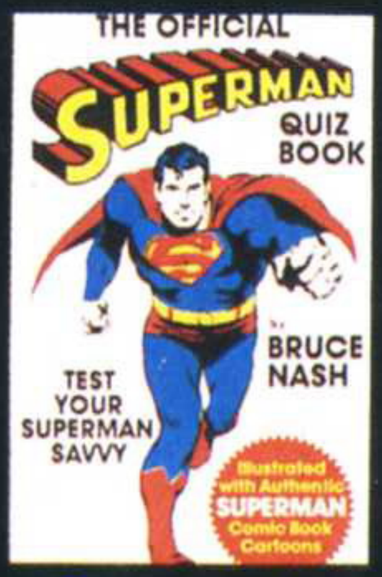
SUPERMAN ADVENTURE RECORD 4 super action packed Superman adventures on this 12", 33 1/3 L.P. Full color cover! #2396/$2.98



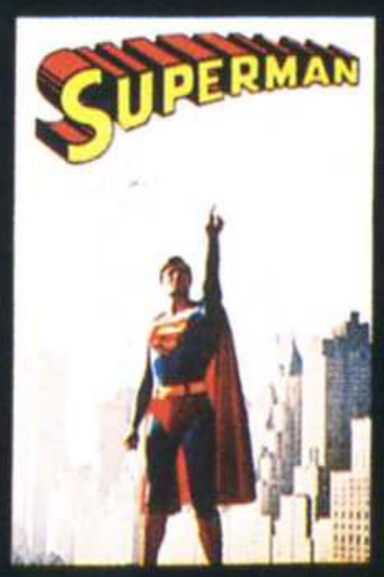
SUPERMAN RECORD & BOOK SET Full color illustrated book and a 12", 33 1/3 L.P. sound track to go with the book! #2398/$3.98



MAKING OF SUPERMAN How the film was made with the most awesome technology ever! #21341/$2.25

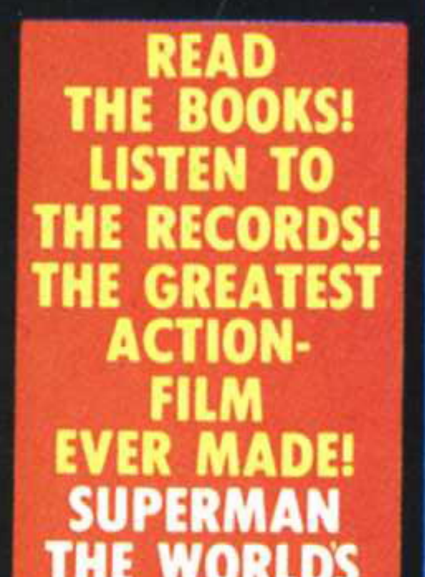


SUPERMAN QUIZ BOOK The official quiz book of all Superman facts and legends! #21340/$1.95



SUPERMAN: LAST SON OF KRYPTON Superman's story in novel form & 16 pages of photos! #21352/$2.50

AMAZING WORLD OF SUPERMAN Oversize softback with special bonus map of Krypton! #21154/$2.98



© DC Comics Inc. 1978

To order any of these items, please see last page of this magazine for convenient RUSH ORDER FORM.

Superman Products, 1979

► *Star Wars Fan Club, 1978*

STAR WARS

NEW NEW NEW NEW STAR WARS PRODUCTS

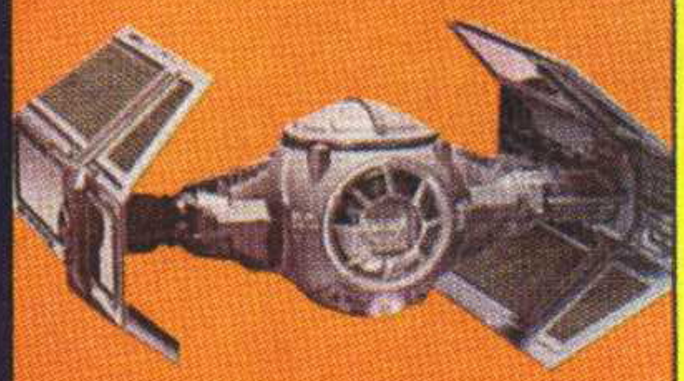
STAR WARS LASER PISTOL

STAR WARS LASER PISTOL Han Solo's Laser Pistol replica which he used to fight off the Stormtroopers. Secret trigger activates a high or low speed laser sound! 2 "C" batteries not included! #26114/$9.75

STAR WARS LASER RIFLE

STAR WARS LASER RIFLE Laser replica with 3 position stock for different appearances! Secret button energizes sound & real laser look. Batteries not included! #26115/$15.25

DARTH VADER TIE FIGHTER



DARTH VADER TIE FIGHTER Large size model holds the 12 action figures. TIE fighter comes with pop-off solar panels, light up laser canon & laser sound! Batteries not included! #24224/$17.95

STAR WARS POSTER ART SET

STAR WARS POSTER ART SET Two dramatic new posters of scenes of Star Wars' best moments. Set comes with six coloring pens and helpful coloring hints. Let your mind go wild as you color all the famous Star Wars events from the Cantina to interstellar dog fights! Star Wars lives on in these super large size posters. 17½"x 22". #26122/$4.75

DARTH VADER FIGURE

DARTH VADER FIGURE Darth Vader stalks menacingly in this easy to assemble model kit. Darth's figure is 11½" tall and a movable arm grips a nasty 8¾" light saber that glows in the dark! This kit is highly detailed and molded in a shiny black plastic. The authentic Star Wars model kit. This is guaranteed to bring you hours of pleasure! #24225/$5.95

DARTH VADER ACTION KIT

DARTH VADER ACTION KIT Large 10¾" kit molded in color is easy to assemble. It has actual breathing sound, is illuminating and is highly realistic. No paint needed. Batteries required! #24212/ $11.95

DARTH VADER VAN KIT

#24213/ $2.25

STAR WARS SNAP TOGETHER VANS

STAR WARS SNAP TOGETHER VANS Now you can have one of the hottest and most exclusive Star Wars products anywhere! These easy to assemble Star Wars vans are completely molded in full color, so not a single drop of paint or glue is required! Just snap together! And, for the first time anywhere, they come with glow in the dark decals for exciting ghostly images of your favorite characters as they move in the dark! Darth Vader, Luke Skywalker and Artoo Detoo!

ARTOO-DETOO VAN KIT

#24215/ $2.25

LUKE SKYWALKER VAN KIT

#24214/ $2.25

The Raleigh forecast for Spring sees something good for everyone. Read on and see which Raleigh the stars have in store for you. It could be the blazing Raleigh Chopper® 3-speed, 5-speed, or the really spaced out new 10-speed rig with dual stick shift. On the other hand it could be one of the Raleigh 10-speed lightweights. But your future looks bright on a Raleigh.

RALEIGH FUNSCOPE

ARIES (March 21-April 19)—You are apt to be too serious. This is a good time to get out of yourself and head for good times on a Raleigh Chopper.

TAURUS (April 20-May 20)—You dig the country. A Raleigh Chopper with its short-thrust Split T-Bar power control is a great way to get around.

GEMINI (May 21-June 21)—You'd prefer more than one of everything. The new 10-speed Raleigh Chopper with dual stick shift could make you very happy.

CANCER (June 22-July 23)—You are tradition bound with a keen imagination. The old-world craftsmanship and the performance of a 10-speed lightweight fits your nature.

LEO (July 24-August 23)—You tend to drift from person to person. A Raleigh 10-speed lightweight would be a great way to get from one to another.

VIRGO (August 24-September 23)—You stand for purity and perfection. Sit on a Raleigh 10-speed Chopper with double stick shift and third shift to "lock in" on any speed.

LIBRA (September 24-October 23)—You are a lover of harmony. Chopper's L-bucket Dragster Saddle will keep you in tune with the road.

SCORPIO (October 24-November 22)—At heart you are an adventurer. A Raleigh 10-speed lightweight should get you in and out in a hurry.

SAGITTARIUS (November 23-December 22)—You shun the conventional. Raleigh Chopper with racer-height vinyl-padded roll bar is as original as you are.

CAPRICORN (December 23-January 20)—You have both feet on the ground. Try putting them on a Raleigh Chopper and really letting go.

AQUARIUS (January 21-February 19)—You are usually ahead of others. So you probably already have a Raleigh Chopper. Well, you could try the lightweight model.

PISCES (February 20-March 20)—Your sensitive nature makes you cringe over low quality. Raleighs are made to the highest standards.

By now you've probably made up your mind to go see a dealer and test drive a Raleigh. If not send 25¢ for our new catalog to: Raleigh Industries of America, BL 71, 1168 Commonwealth Ave., Boston, Mass. 02134.

RALEIGH

NOTHING BETTER CAN BE SAID OF A BICYCLE

Made in England...serviced throughout America...guaranteed around the world.

Raleigh Bikes, 1971

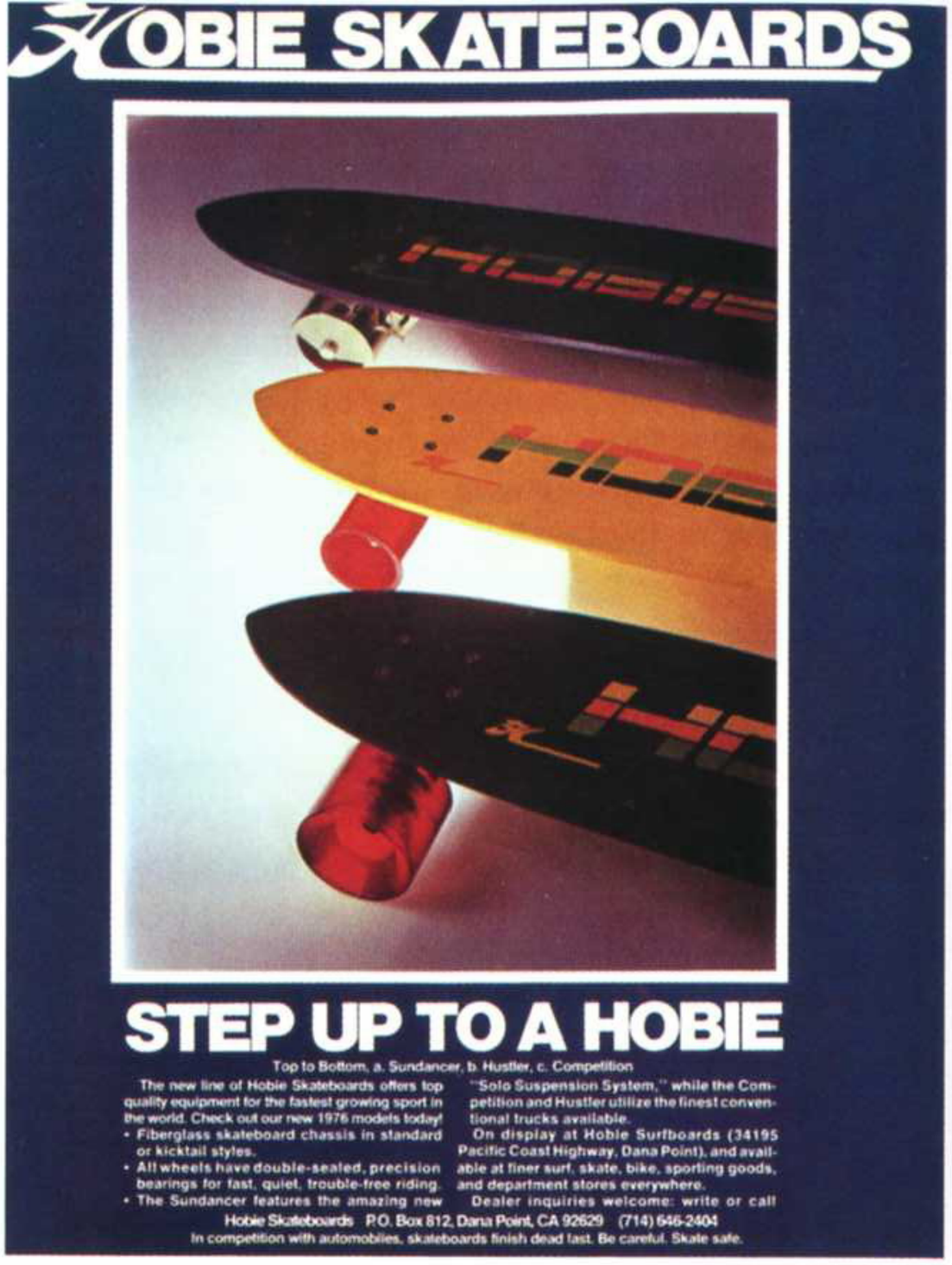
Fuji Bikes, 1976

Murray Bikes, 1971

Schwinn Bikes, 1971

Schwinn Bikes, 1974

Cadillac Skateboard Wheels, 1974



Hobie Skateboards, 1976

Joseph T. Walker Skateboards, 1976

Squirt Boogie Boards, 1978

► *National Lampoon Magazine, 1970*

. . . wouldn't you agree? All across the nation, the Forces of Formica and the Demagogues of Doublethink are determined to overthrow your sanity and your lunch.

Why not insulate yourself from this rather off-putting generation with a protective barricade of *National Lampoons?* Each month, you can hole up in your trendy chateau, put your feet up on an accommodating serf and quietly giggle at the entire mess with the help of our remarkable publication. Every issue of the *National Lampoon* slugs it out with a particular aspect of this annoying century, everything from politics to puberty. Designed to foil the Fascists and clot those bleeding hearts, the *National Lampoon* gives you a little perspective on these chicken-in-a-basket-case times.

Sound like fun? Well, you're wrong, it will be.

Just send Louise the Computer the very interesting coupon on this page along with $5.95 of your boring old money and we'll replace them with a full year of brand new chuckles 'n' boffs. Coming issues include Bad Taste, Paranoia, Show Biz, Politics and The Future!

Just $5.95 (the price of a single tie clip!) brings you monthly protection from those maddening maniacs determined to drive you out of your mind and into a straightjacket.

A Twenty First Century Communications Publication

Fill out and mail

The National Lampoon, D-142
635 Madison Ave., New York, N.Y. 10022

Yes, I want a charter subscription to the *National Lampoon*.
I enclose my check ☐ money order ☐

☐ 1-year subscription (12 issues)—$5.95 (you save $3.05)
☐ 2-year subscription (24 issues)—$10.50 (you save $7.50)
☐ 3-year subscription (36 issues)—$14.50 (you save $12.50)

Name _____

(please print)

Address _____

City _____ State _____ Zip _____

Please be sure to include your correct zip code number.

COME OUT OF THE CLOSET WITH

GAY BOB®

THE WORLD'S FIRST GAY DOLL FOR EVERYONE

GAY BOB is a life-like 12-inch moveable plastic doll with hair, earring, and *private parts* —dressed in cowboy shirt, blue jeans and custom cowboy boots. Pictured are his closet and fully illustrated fashion catalogue.

HOW TO ENJOY ME

- Take me to parties, I am great fun.
- Take me to the office, your boss will love me.
- Take me home to meet your folks, your Mom will love me.
- Talk to me, I am very understanding.
- Give me to anyone you know who has come out of their closet.
- Be the first on your block with GAY BOB.

OUT OF THE CLOSET, INC.
P.O. Box 461—New York, N.Y. 10024

I would like to be the first on my block to have GAY BOB. Enclosed is my check/money order (no C.O.D.) for $14.95 plus $1.50 for postage and handling. (N.Y. residents add applicable sales tax). Allow 4 weeks delivery.

NAME.....
ADDRESS.....
STATE.....ZIP.....

2 DEALER INQUIRIES INVITED

Gay Bob Doll, 1978

Growers Choice Marijuana Fertilizer, 1978

Camouflage Smoking Gear, 1977

THE HELL'S ANGELS

are raising legal fees for appealing Sonny Barger's unjust prison conviction, as well as building a legal fund to defend other Hell's Angels also in need of legal assistance. To do this we are selling various shirts with "Free Sonny" designs on them.

We are also selling bumper stickers. One in red, white and blue states "Free Sonny Barger." Another is printed red and white and says "Support Your Local Hell's Angels."

Our newest bumper sticker is our own U.S. flag declaring "Keep America Free — Support Your Local Hell's Angels."

We also offer the 2x3 black and white poster you see pictured at the top of the page.

There may be some of you who will want to aid us in our effort but already have the above items. Contributions are gladly accepted. Your support has been helping a great deal, and we'd like to thank you very much.

Photography by John Farrell; location courtesy CBGB's, N.Y.C.

T-SHIRTS SWEATSHIRTS TANKTOPS

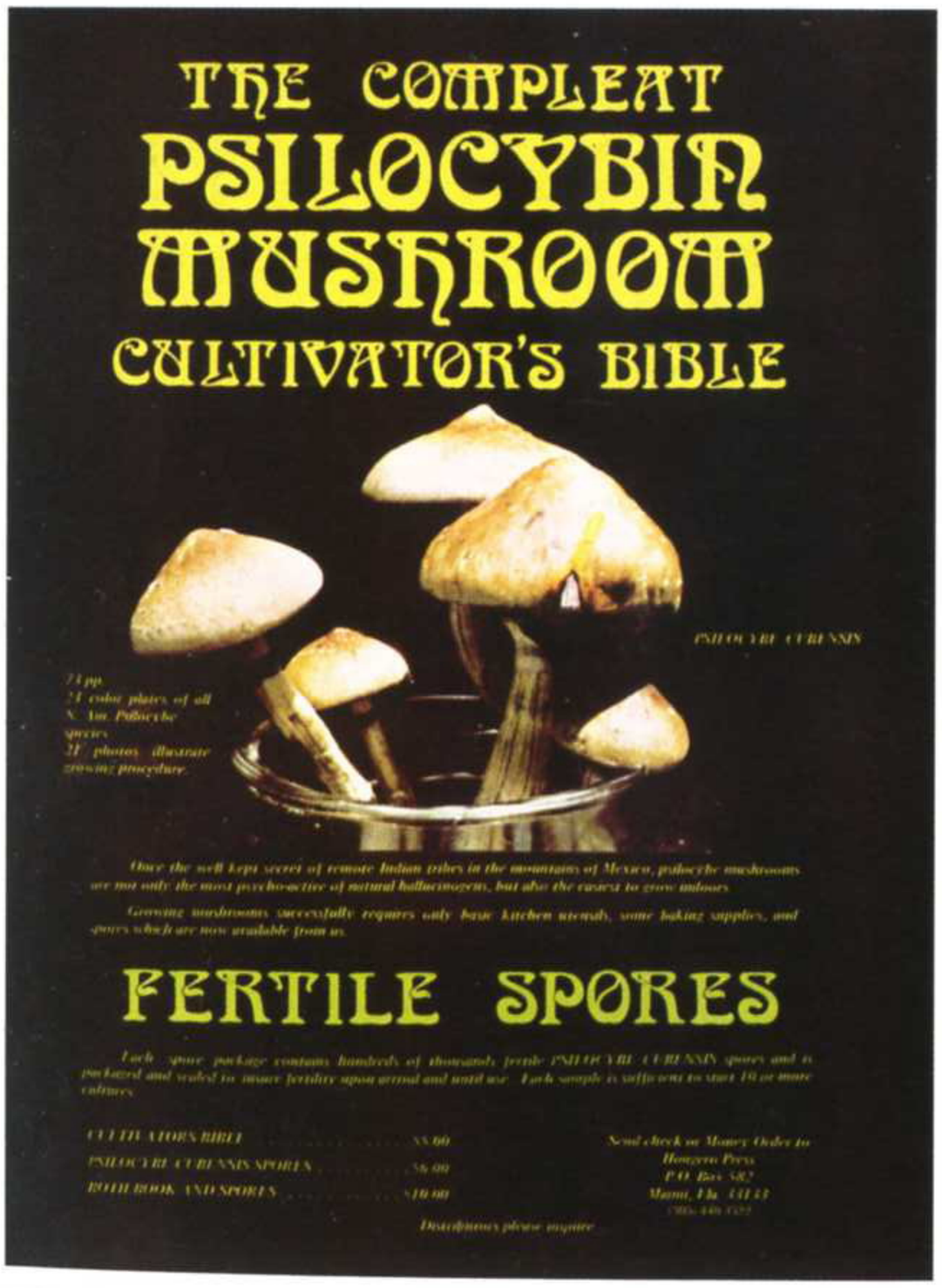
YOU CAN HAVE ANY OF THESE DESIGNS ON YOUR CHOICE OF SHIRT. SPECIFY DESIGN AND SHIRT TYPE.

Complete form and mail to:
Free Sonny Barger; P.O. Box 5295; Oakland, Calif. 94605

T-Shirts @ $5.00 ea. _____ Size _____ Design No. _____
Kids' T-Shirts @ $3.00 ea. _____ Size _____ Design No. 4
Halter Tops @ $5.00 ea. _____ Size _____ Design No. 4
Sweatshirts @ $6.50 ea. _____ Size _____ Design No. _____
Tank Tops @ $5.00 ea. _____ Size _____ Design No. _____
Posters @ $3.50 ea (incl. postage) _____
Bumper Stickers @ $1.00 ea
"Free Sonny Barger" _____
"Support Your Local Hell's Angels" _____
"Keep America Free" Stickers _____
Total amount enclosed _____ Calif. residents add 6%.
Name _____ City _____
Address _____ State _____ Zip _____

For faster service, send money order or cashier's check.
Be sure to state size: sm., med., lge., x-lge.
Allow three weeks for personal checks to clear before your order can be shipped.

Hell's Angels Apparel, 1977



Psilocybin Mushroom Cultivator's Bible, 1977

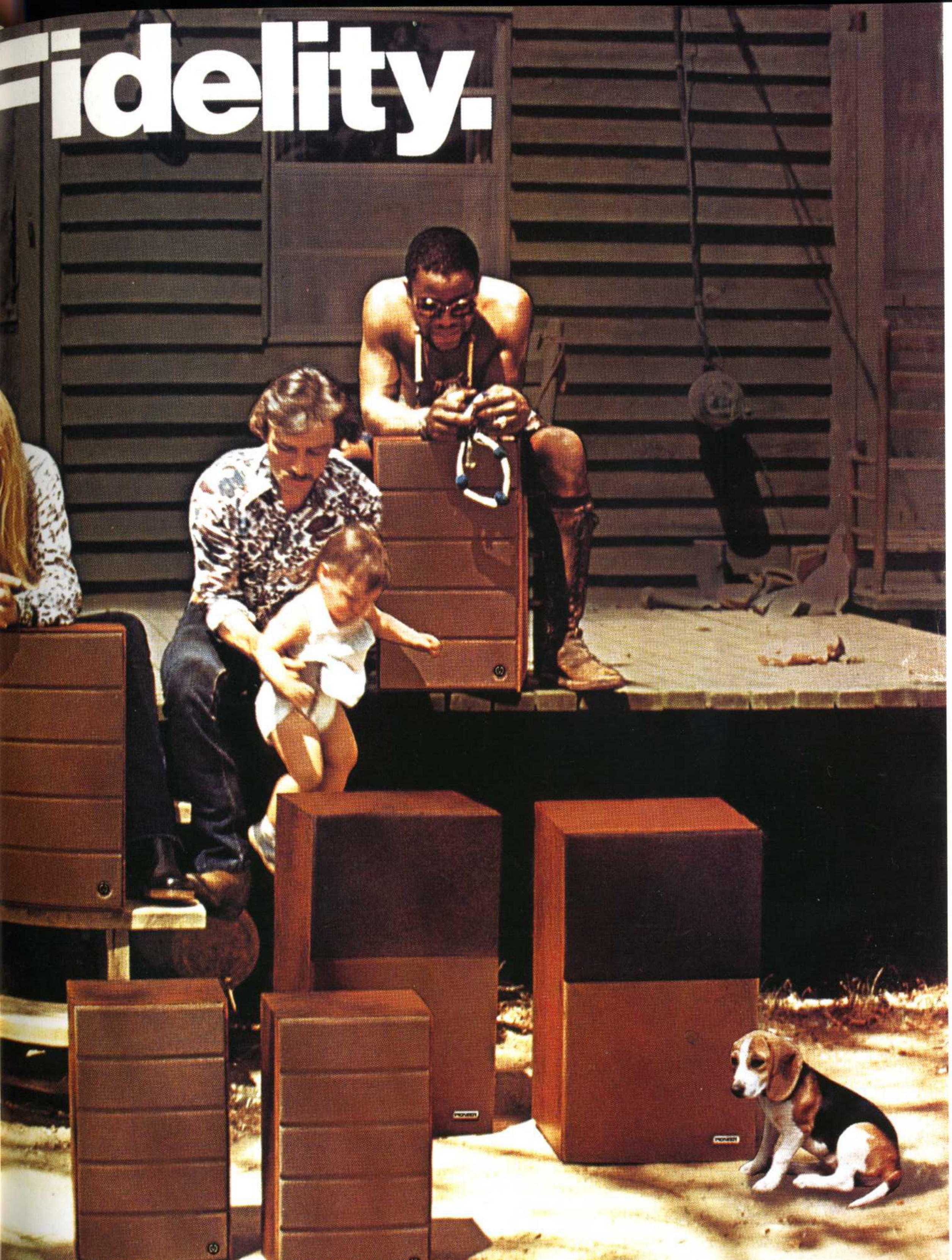
Mail-Order Smoking Gear, 1977

U.S. Bongs, 1977

► *Pioneer Speakers, 1974*

Pioneer High

idelity.



Loud

and

Clear.

Send 75¢ for a full color catalog on all our fine pickups.

DiMarzio

Musical Instrument Pickups, Inc.

1388 Richmond Terrace
Staten Island, N.Y. 10310
(212) 981-9280

Gene, Ace, and Paul all use DiMarzio Pickups

"I am *precisely* three inches high," said the Caterpillar, "though I frequently become much higher."

"With that magic mushroom?" Alice asked eagerly.

"With music!" retorted the Caterpillar, conjuring visions of Fender® guitars and matching amplifiers. "I play inhumanly hot licks on my Stratocaster® and back myself with everything else."

"But *I* have only *two* arms," sighed Alice. "If I am to reach new heights on a Strat, I shall need your backing on electric bass."

"On a *Fender!*" smiled the Caterpillar. "Or two or three. I should much rather get *my* hands on what TV concert bassmen play."

"And of course," Alice sang out . . .
*"9 out of 10 pick a Fender bass!"**

For a full-color poster of this ad, send $1 to: Fender, Box 3410, Dept. 175, Fullerton, CA 92634.

**Source: National Marketing Research of California, 1974.*

Fender®
CBS Musical Instruments
A Division of CBS Inc.

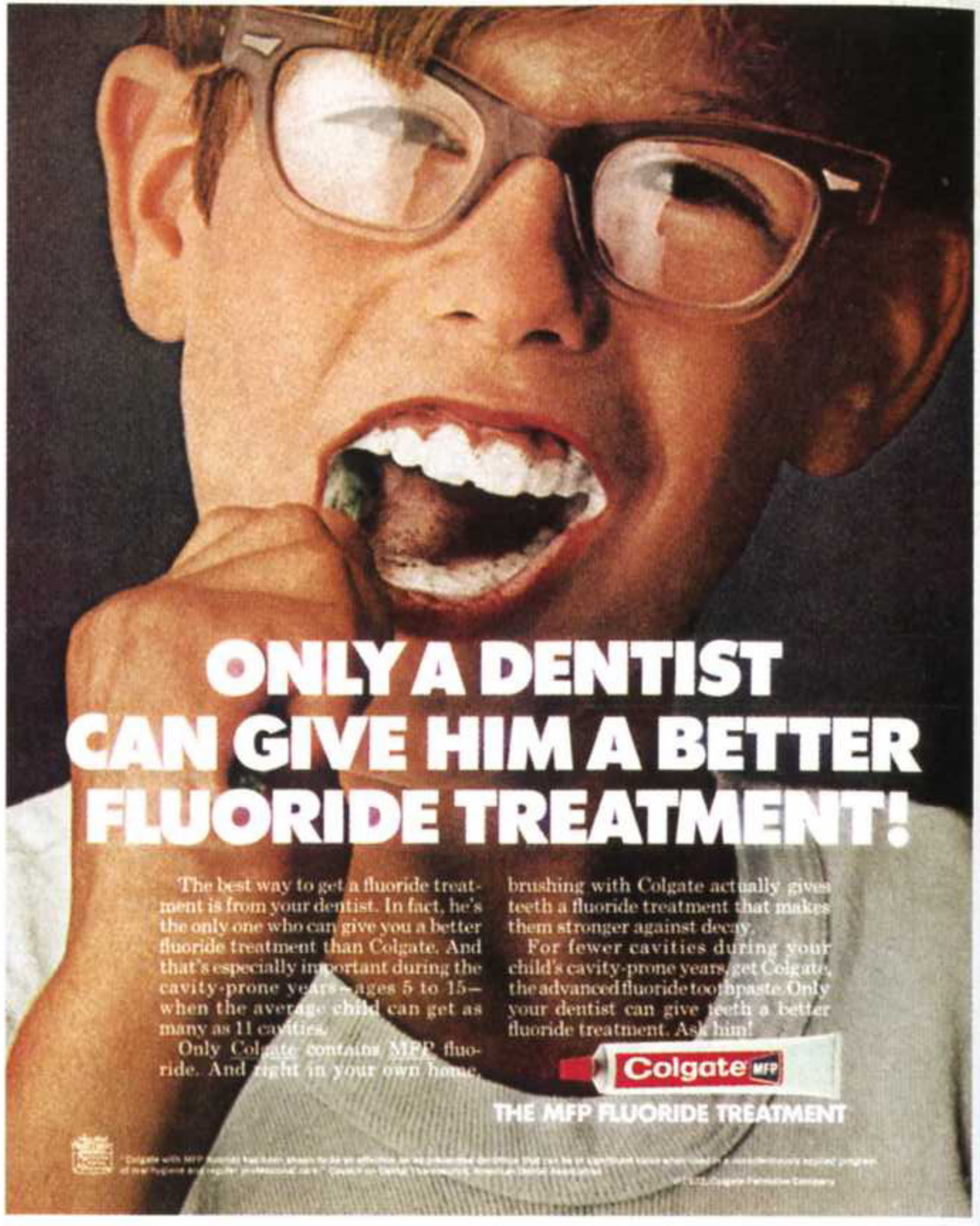
DiMarzio Musical Instrument Pickups, 1979 ◄ *Fender Guitars, 1975*

► *Coleman Camping Trailers, 1978*

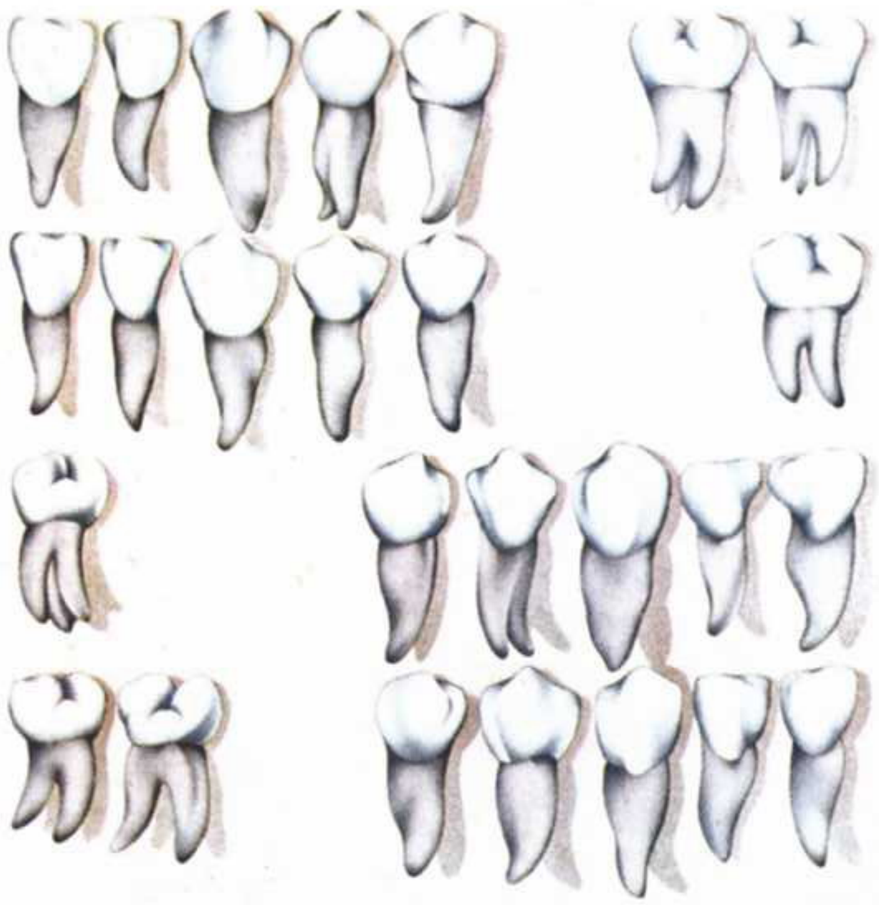
Coleman

Coleman

Crest Toothpaste, 1971



Colgate Toothpaste, 1972



Nature gave you 32 teeth. Cavities can take away six.

That sounds hard to believe.
But here's what we learned from a study of dental statistics: The average American loses between 6 and 9 teeth to cavities in a lifetime.
That doesn't mean it has to happen to you. Millions of cavities that happen don't have to.

Here's Crest's plan for fighting cavities: Go easy on between-meal snacks, mostly sweets.
See your dentist regularly and get fluoride applications.
Brush after meals with Crest. The fluoride in Crest strengthens your tooth enamel to make it more cavity-resistant.
And when you think about it, it's just as easy to brush 32 teeth as 26.
It doesn't even take any more toothpaste.

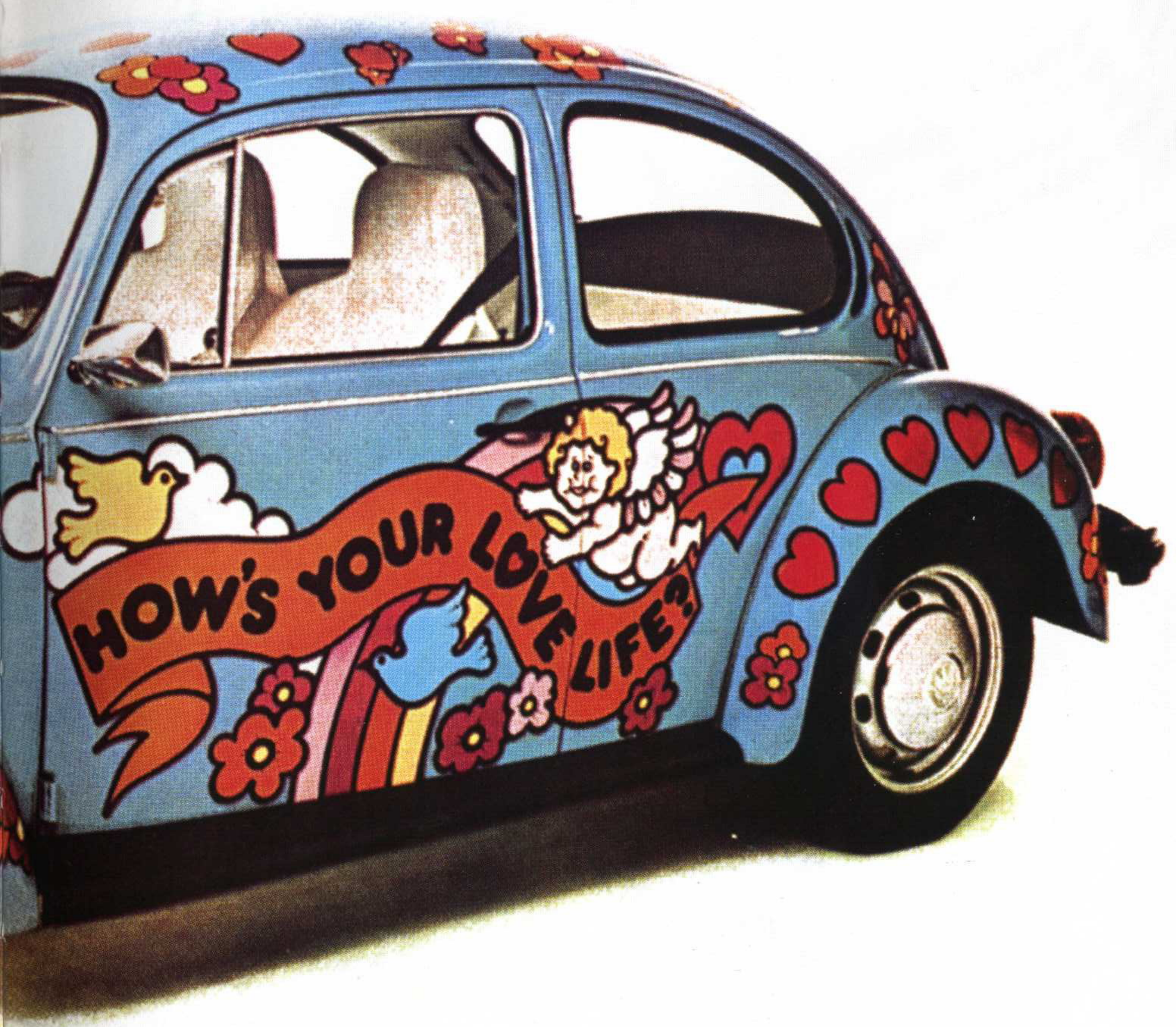
Fighting cavities is the whole idea behind Crest.

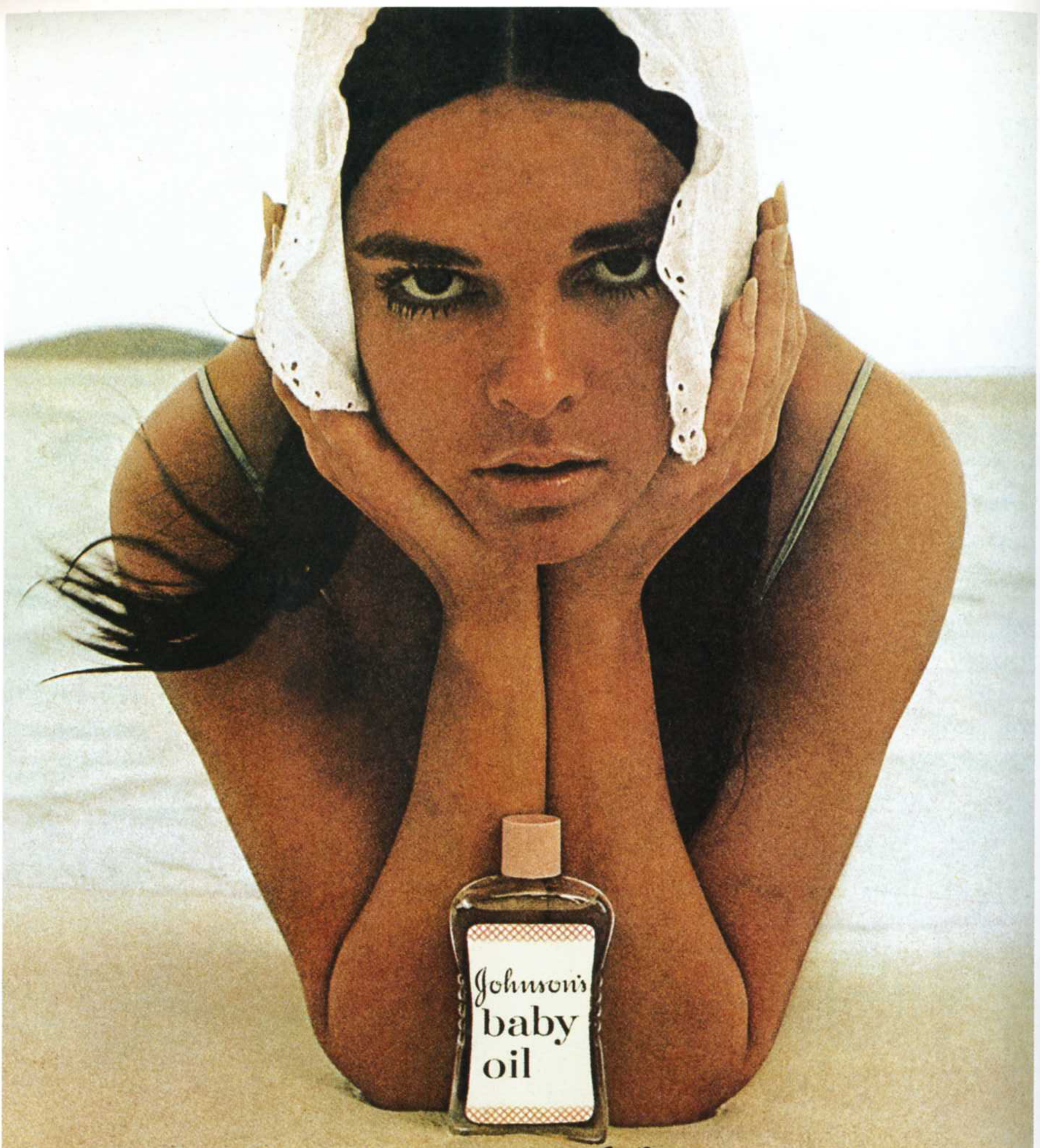
Crest Toothpaste, 1972

Palmolive Dishwashing Liquid, 1971

► *Monster Vitamins, 1975*

MONSTER
PLUS IRON
MONSTER
PLUS IRON
Scare-umptious
MONSTER SHAPES
NATURALLY SWEETENED
MONSTER
MONSTER
Scare-umptious
MONSTER SHAPES
NATURALLY SWEETENED


HOW'S YOUR LOVE LIFE?



Turn on a tan with Johnson's.

It's summer baby.

The pale, romantic heroine is out. The tan, romantic heroine is in. Be one, a bronze and beautiful one, by turning on a tan with Johnson's Baby Oil. It makes those long summer rays tan deep. And the deeper the tan, the longer it'll last after summer is gone. What's more, after sun bathing, bathing yourself in baby oil keeps your skin moist and supple.

It's the same pure oil your mother used to keep your skin soft and smooth when you were a baby. Just smooth it on and let the sun do its thing. But don't overdo it. (Remember, baby oil has no sunscreens, so you should take a little less sun than with cover-up lotions and creams.) Turn on a tan, baby. And you'll turn on your hero.

Ultra Brite Toothpaste, 1975 ◂

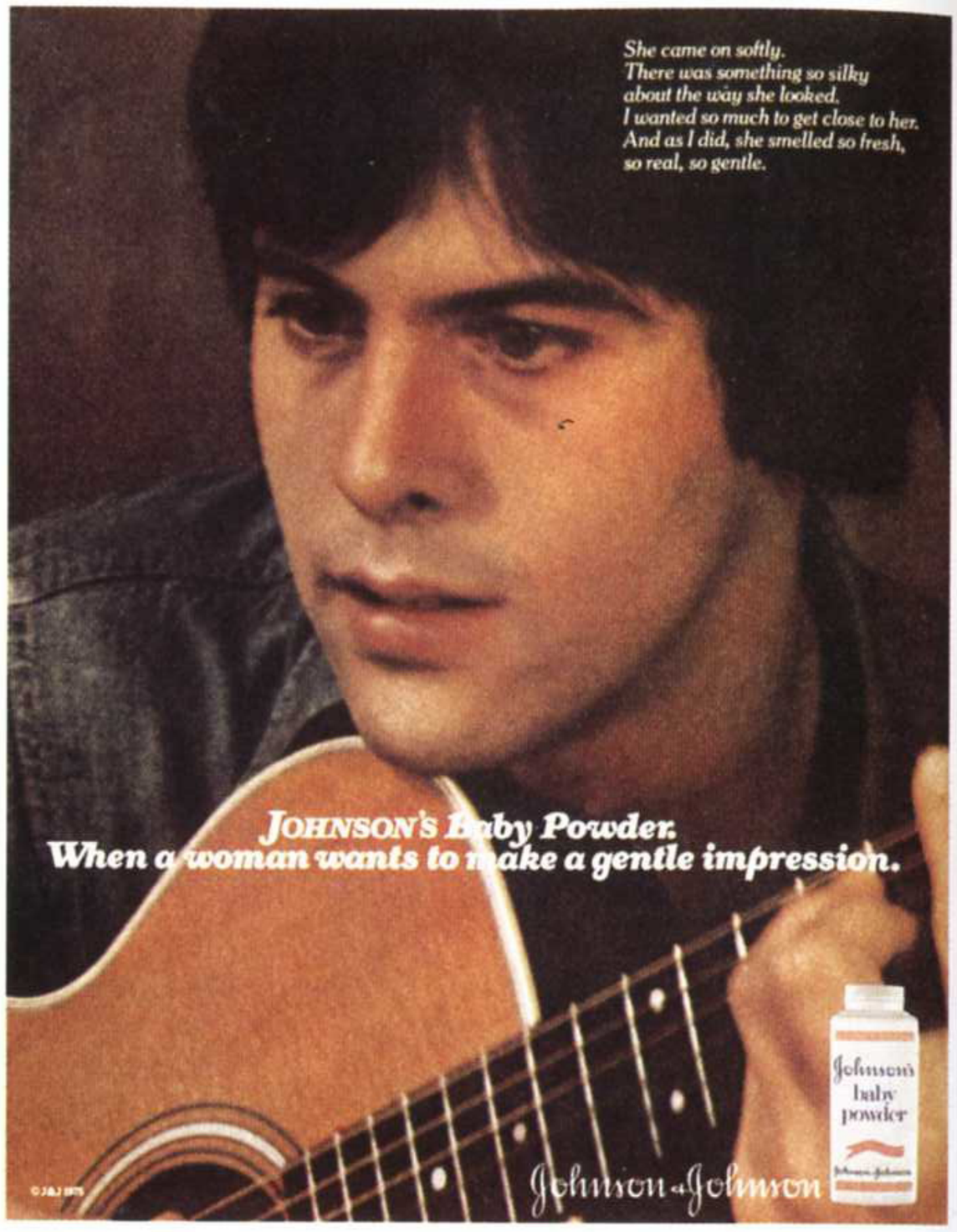
Johnson's Baby Oil, 1971

Jergens Lotion, 1970

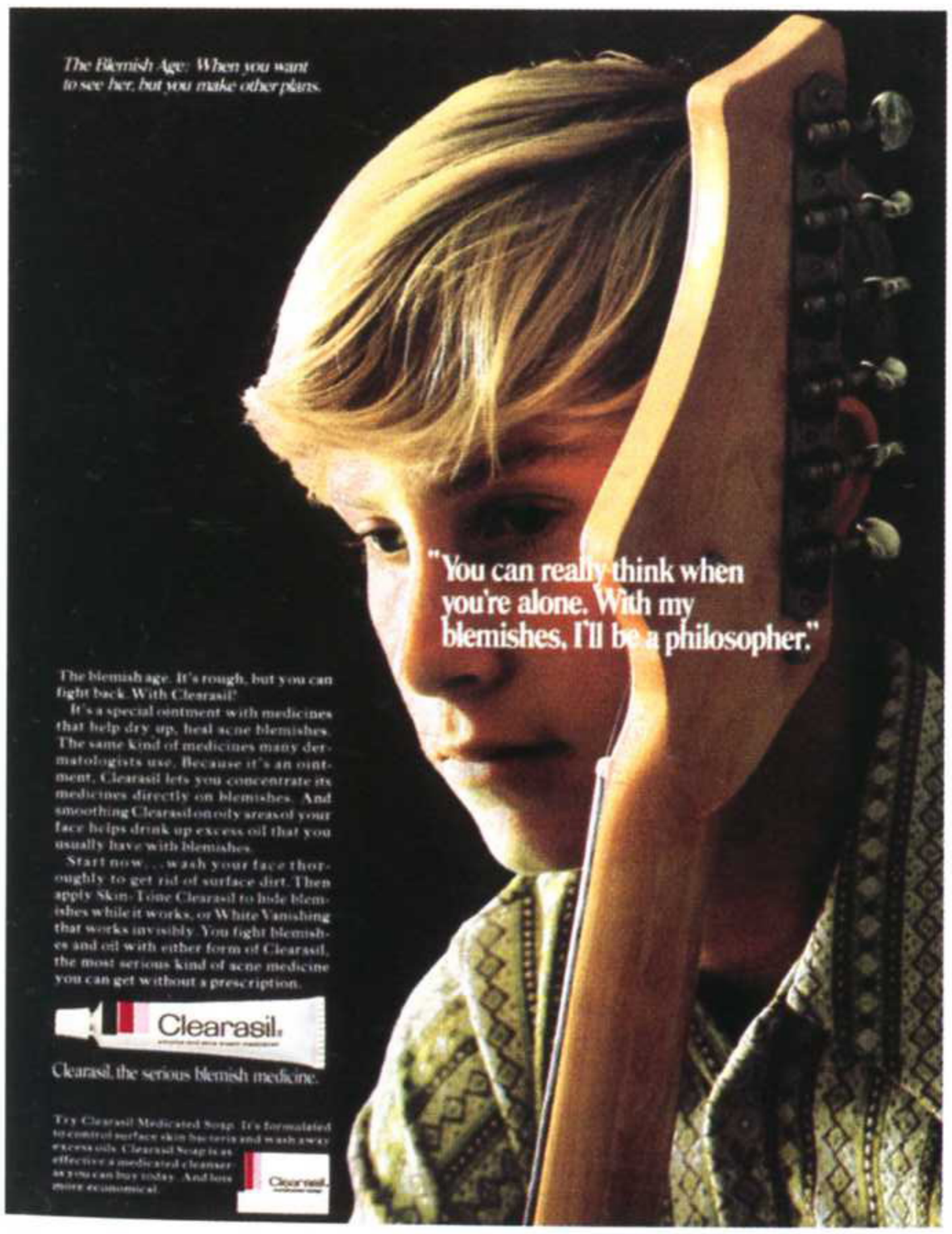
Ivory Soap, 1970

Fabergé Great Skin Lotion, 1976

Listerine Antiseptic, 1971



Johnson's Baby Powder, 1974



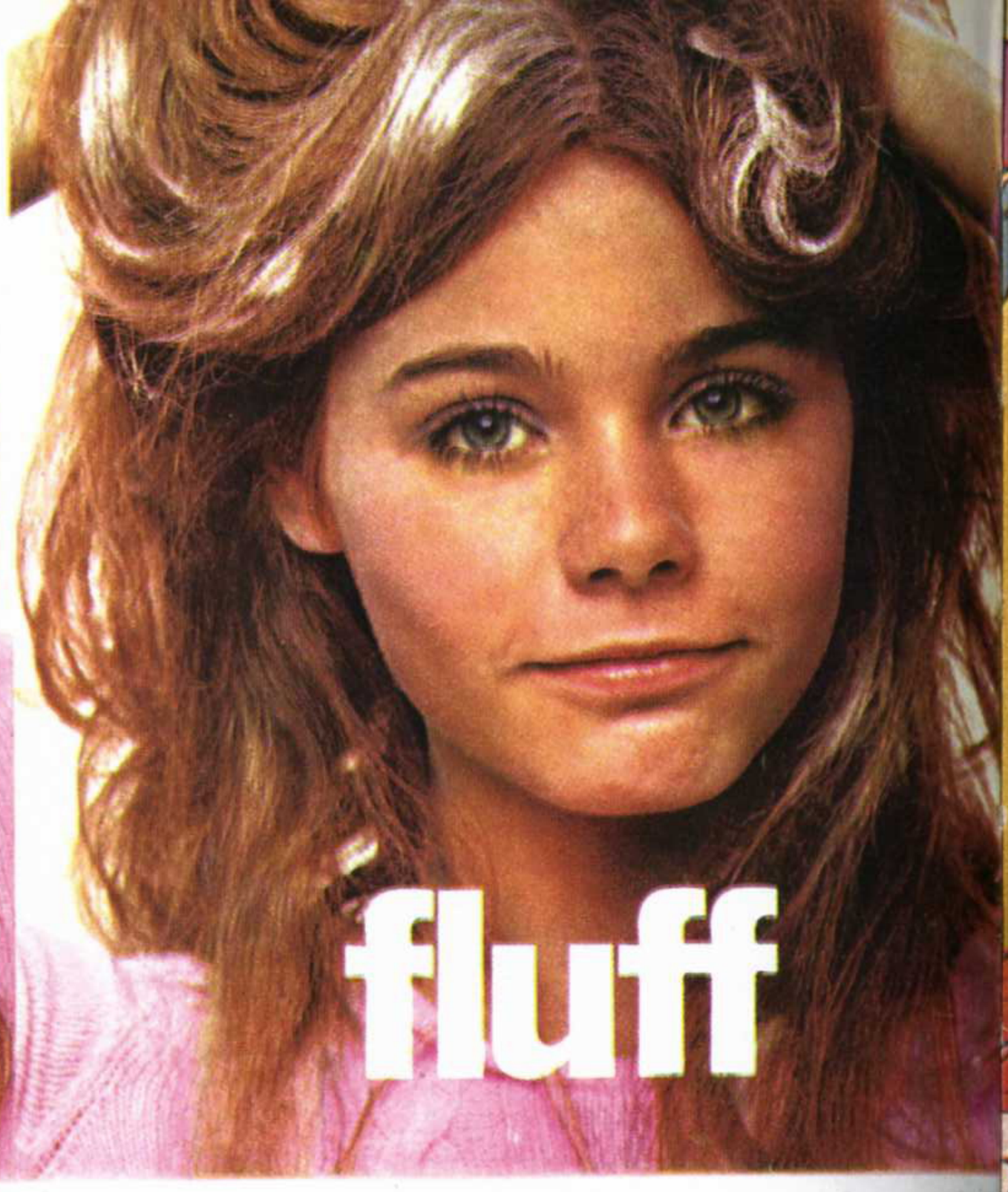
Clearasil Blemish Medicine, 1971

Clearasil Blemish Medicine, 1970

Johnson's Baby Oil, 1976

► *Pssssst Instant Shampoo, 1973* ►► *Kotex Sanitary Pads, 1970*

spray



fluff

brush

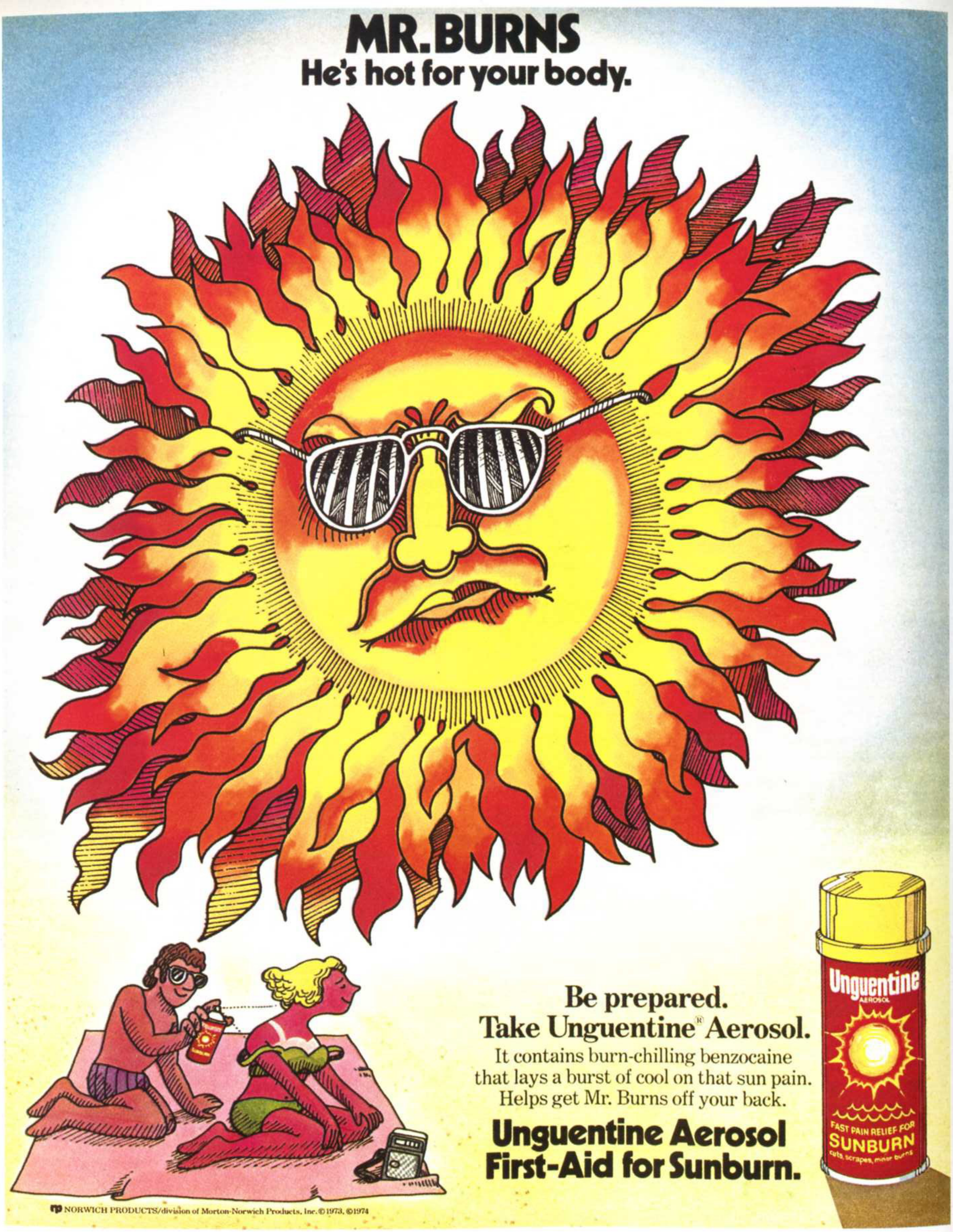
go!

Dear Mother Nature:

Drop dead!

Go on and say it. Then look at the brighter side. We're here. Kotex® napkins with deep, downy Soft Impressions. The softer, more absorbent kind that makes things easier for you. *Surer*. And make darned sure you and Mother Nature hit it off. From the start! Next time you start to get mad, remember us.

All for the gentle sex from Kimberly-Cla



Unguentine Sunburn Spray, 1974

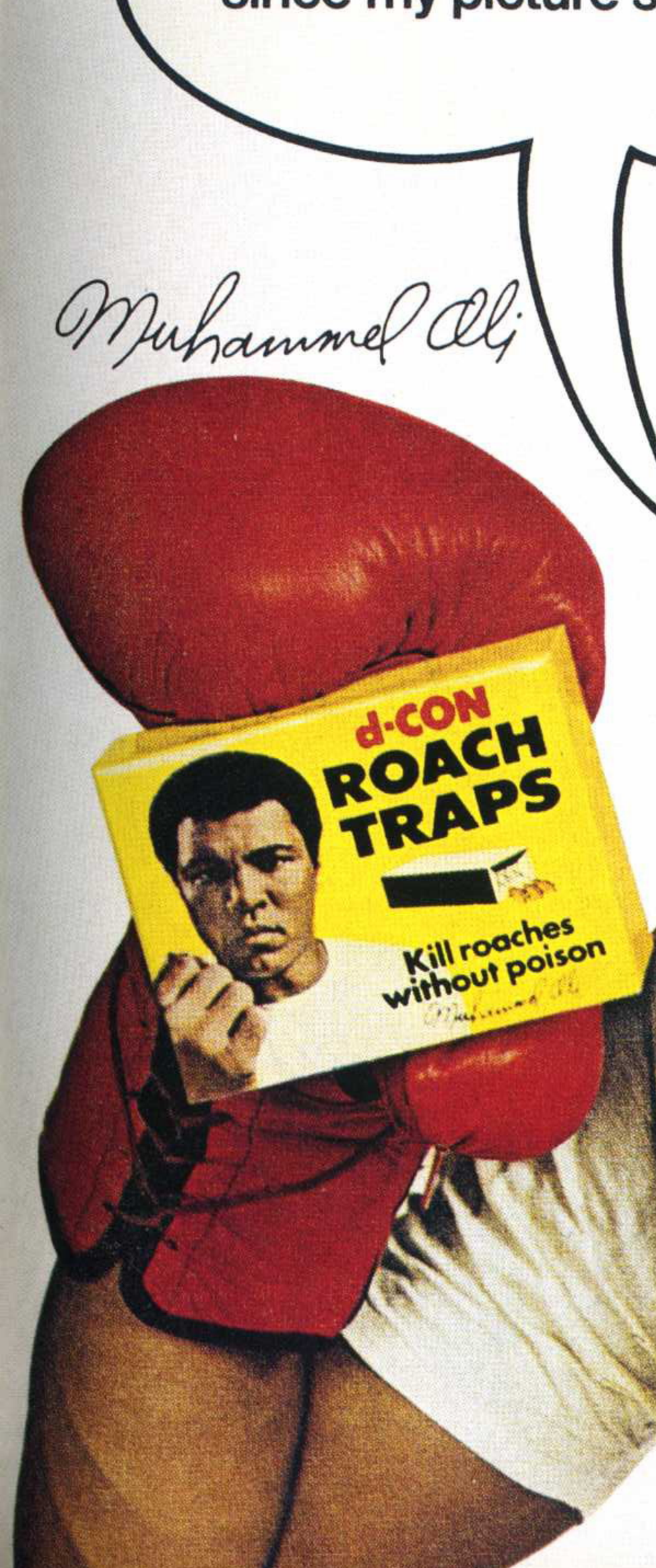
▸ *d-CON Roach Traps, 1979*

d-CON® ROACH TRAPS

KILL ROACHES WITHOUT POISON.

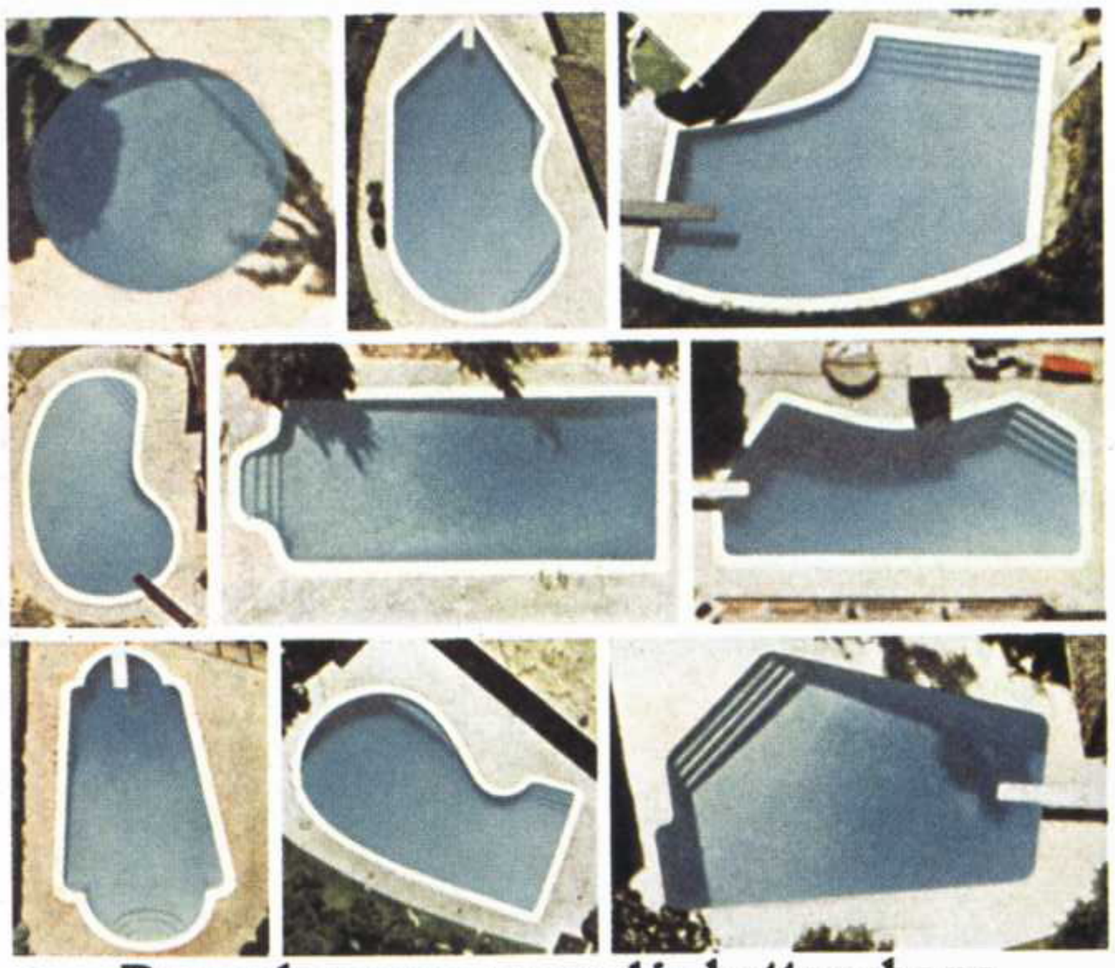
Use them where you don't want to spray... like around food and dishes. I think they're beautiful. 'Specially since my picture's on the box.

Muhammad Ali

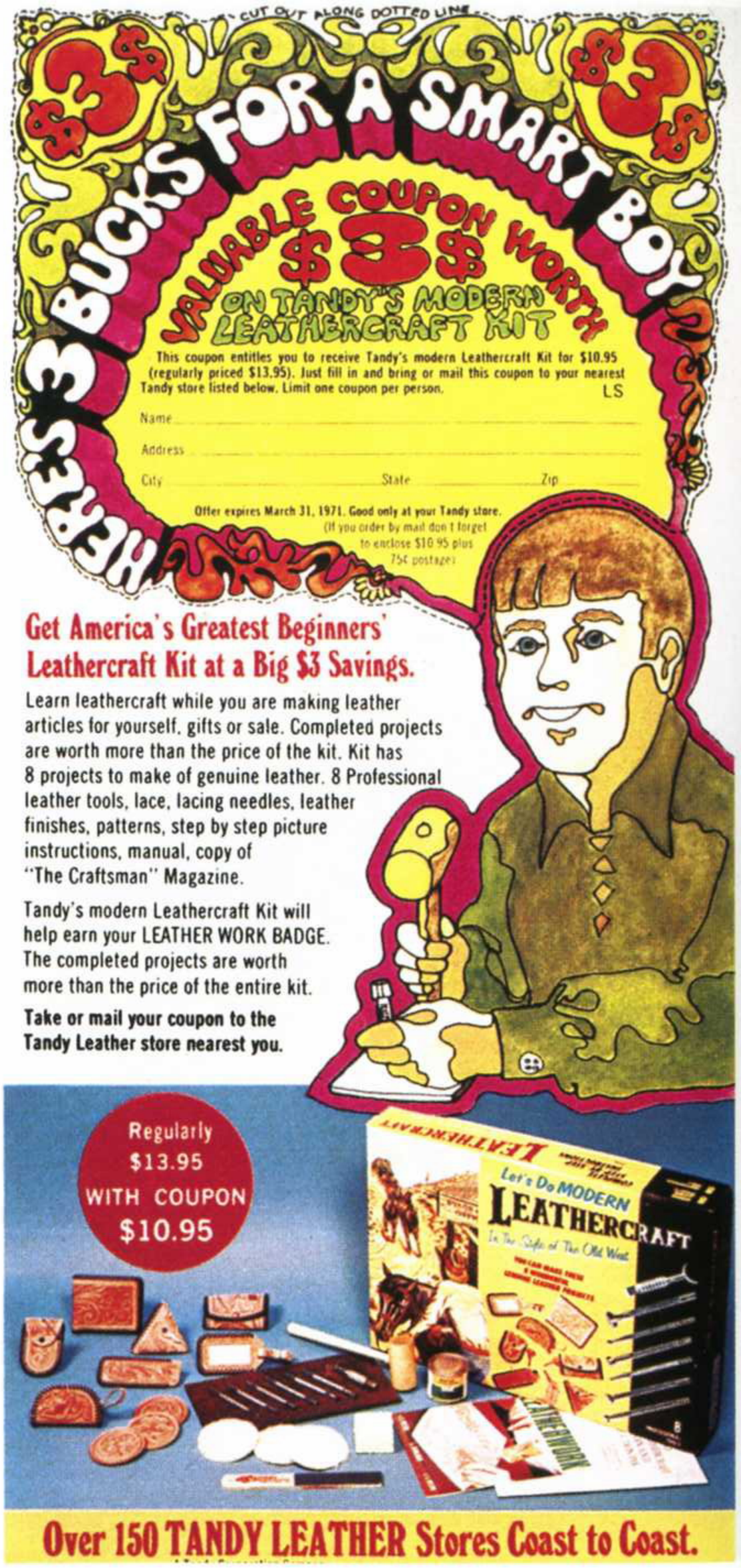


d-CON POWER

Flame Gun, 1970s



Purex Pool Supplies, 1973



Tandy's Leathercraft Kit, 1970

Solarcaine Sunburn Relief Products, 1974 ◄

Kohler Enclosure Habitat, 1979 ►

You can't live in a perfect climate. But that doesn't mean you can't own one.

Habitat,™ by Kohler.

Habitat is a remarkable addition to the series of Kohler environmental enclosures. It's designed to let you experience the soothing elements of warm Sun, refreshing Rain, and cleansing Steam, a delightful option. All within a single unit.

Habitat also gives you two conditioning elements, Ambience and Warm Breeze, to enhance the atmosphere. And warm the enclosure.

This is how it works. Select any element to begin your *Habitat* experience. When you're ready for a change, select another element . . . or let *Habitat* sequence automatically every 20 minutes. You can also add conditioning elements as you wish. Add Warm Breeze to Sun, and you have a desert afternoon, buffed by light wind. Ambience and Rain create a bright summer shower.

The combinations seem endless. And so do the pleasures.

Habitat's suggested list price is about $5000, plus freight, installation, and options. For all its uniqueness, *Habitat* is water and energy efficient. A one-hour sequence costs just about 25¢.

Learn more about *Habitat*. In the U.S. or Canada, look for your Kohler dealer in the Yellow Pages. Or send 50¢ to Kohler Co., Box AA, Kohler, WI 53044.

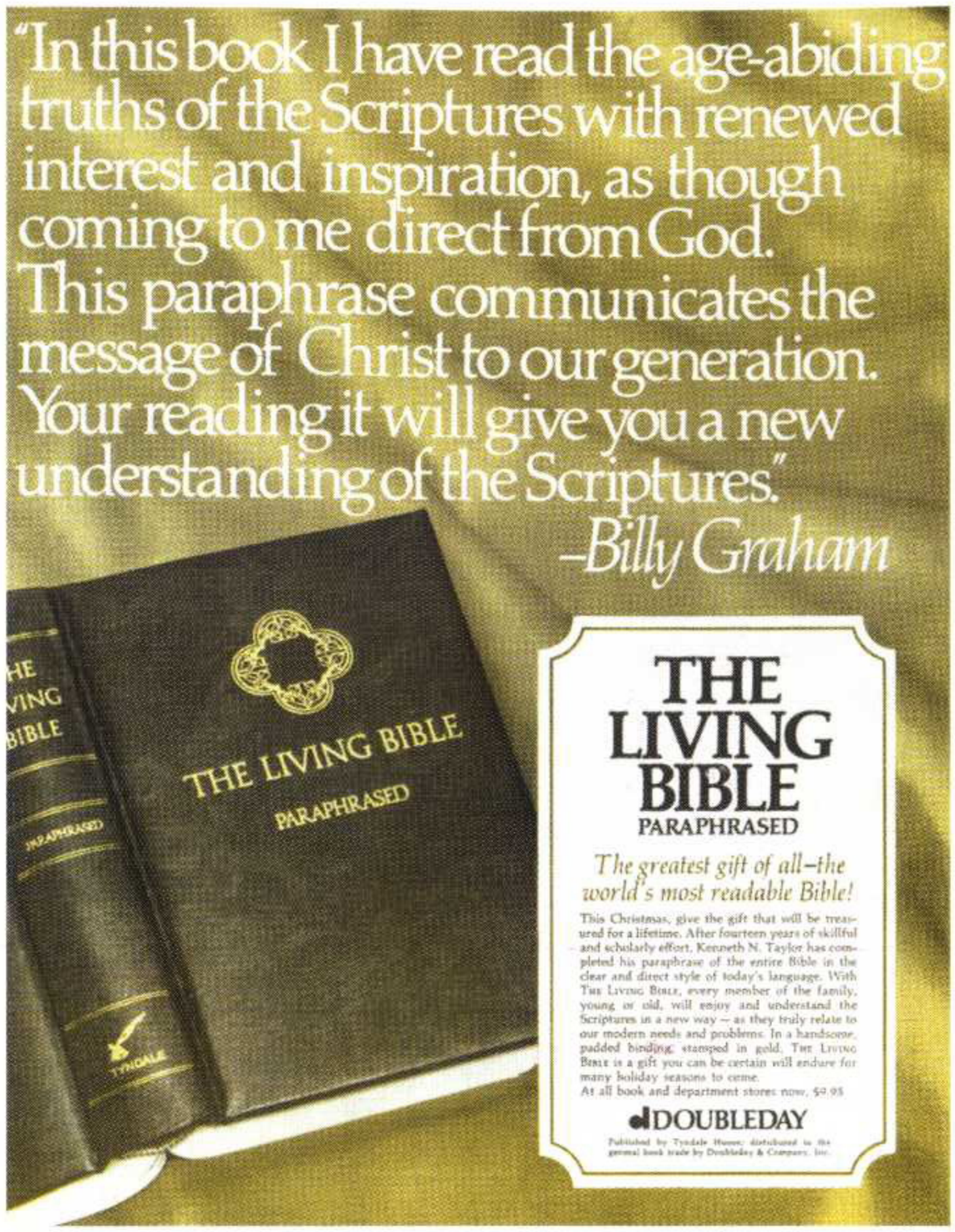
Habitat, by Kohler. A climate you can own.

THE BOLD LOOK OF KOHLER

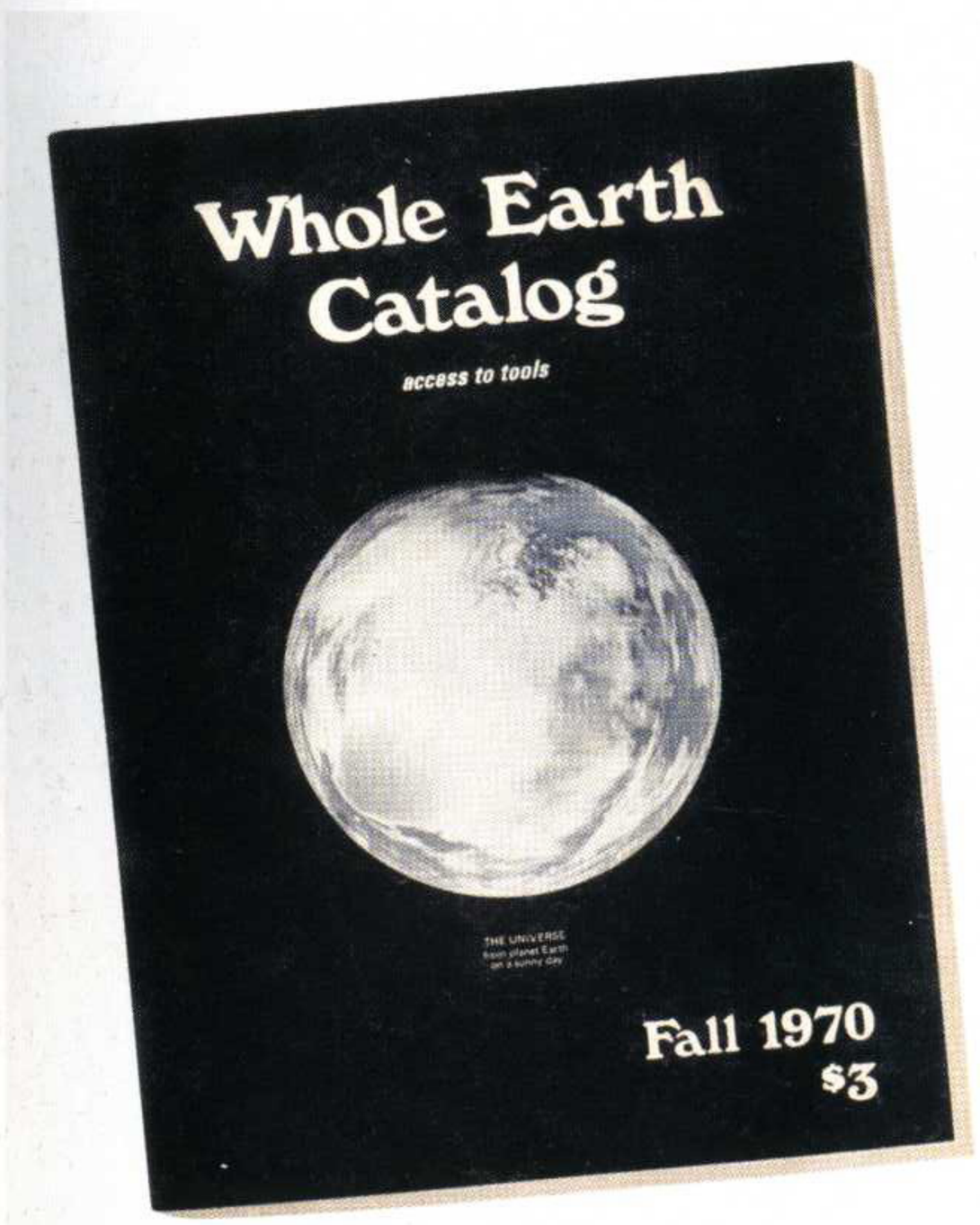
Land Of Enchantment

SYNDICATE
FANTA

Occult Arts Society, 1974

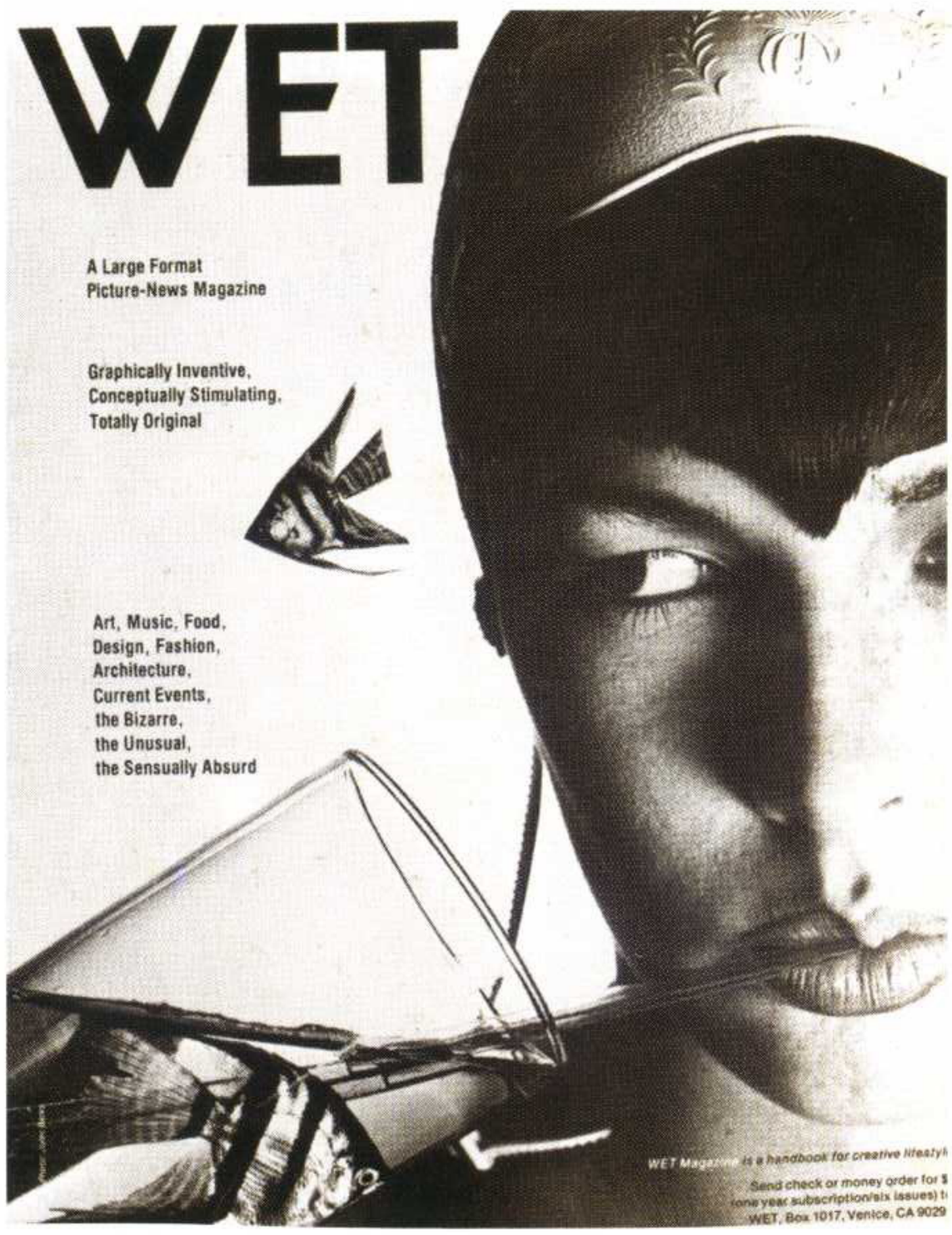


The Living Bible, 1971



Apartment Life Posters, 1975 ◄

Whole Earth Catalog, 1970



WET Magazine, 1979

► *Poker Playing Dogs Posters, 1973*

COOLIDGE'S FAMOUS SET OF POKER PLAYING DOGS

Our first time exclusive—Limited Edition in Color!

"A waterloo"

"Poker Sympathy"

"His Station & Four Aces"

"Pinched with Four Aces"

Hurry! Poker buffs will snatch them up fast! Dog lovers will clean us out. Each picture a delight—so great is the artist's skill you can study it over and over and still discover new humor—additional detail.

The authentic original set of "Poker playing Dogs" by C. M. Coolidge—now in exclusive lithographs in full color. Each print is a large 12"x16", ready to frame—and our amazing buy enables us to sell them—not at $3 each—but at only $3 for the complete set of four—plus "A Friend in Need" (Publisher's list price $3) as a bonus, absolutely FREE of extra charge.

If you ever held 4 aces and still lost to a straight flush—if you ever played train poker and reached your station just as you got the hand of the year—you'll delight in "Poker Playing Dogs." Rush your $3 plus 25¢ postage and handling now to avoid disappointment. Or send only $5 for 2 sets and 2 FREE reprints of "A Friend in Need."

"A Friend in Need"

FREE!

Come in or Mail No Risk Coupon

AMERICAN CONSUMER, INC. Dept. PO-29
741 Main Street
Stamford, Connecticut 06904

Please rush me the exclusive Limited Edition of Coolidge's Poker Playing Dogs, plus "A Friend in Need" as a free bonus.

I enclose $_____ for

1 set—$3 plus postage and handling
2 sets—only $5 plus postage and handling

Amount enclosed $_____

Check or money order, no C.O.D.'s please. Please include 25¢ to partially cover postage and handling.

Name _____

Street _____ Apt. _____

City _____

State _____ Zip _____

(Connecticut residents add sales tax)

IF YOU DON'T CARE, SUBSCRIBE TO VIVA. VIVA'S NOT AFRAID OF ANYTHING AND NEITHER ARE YOU. FILL OUT THE FORM BELOW.

12 ISSUES $12
A SAVINGS OF $3.00 ON NEWSSTAND PRICES.

VIVA SUBSCRIPTION DEPT.
VV275
155 ALLEN BLVD.,
FARMINGDALE, N.Y. 11735
SEND IT! I ENCLOSE MY CHECK/MONEY ORDER FOR $12.

NAME

ADDRESS

CITY

STATE ZIP

WHAT WOULD YOUR MOTHER SAY?

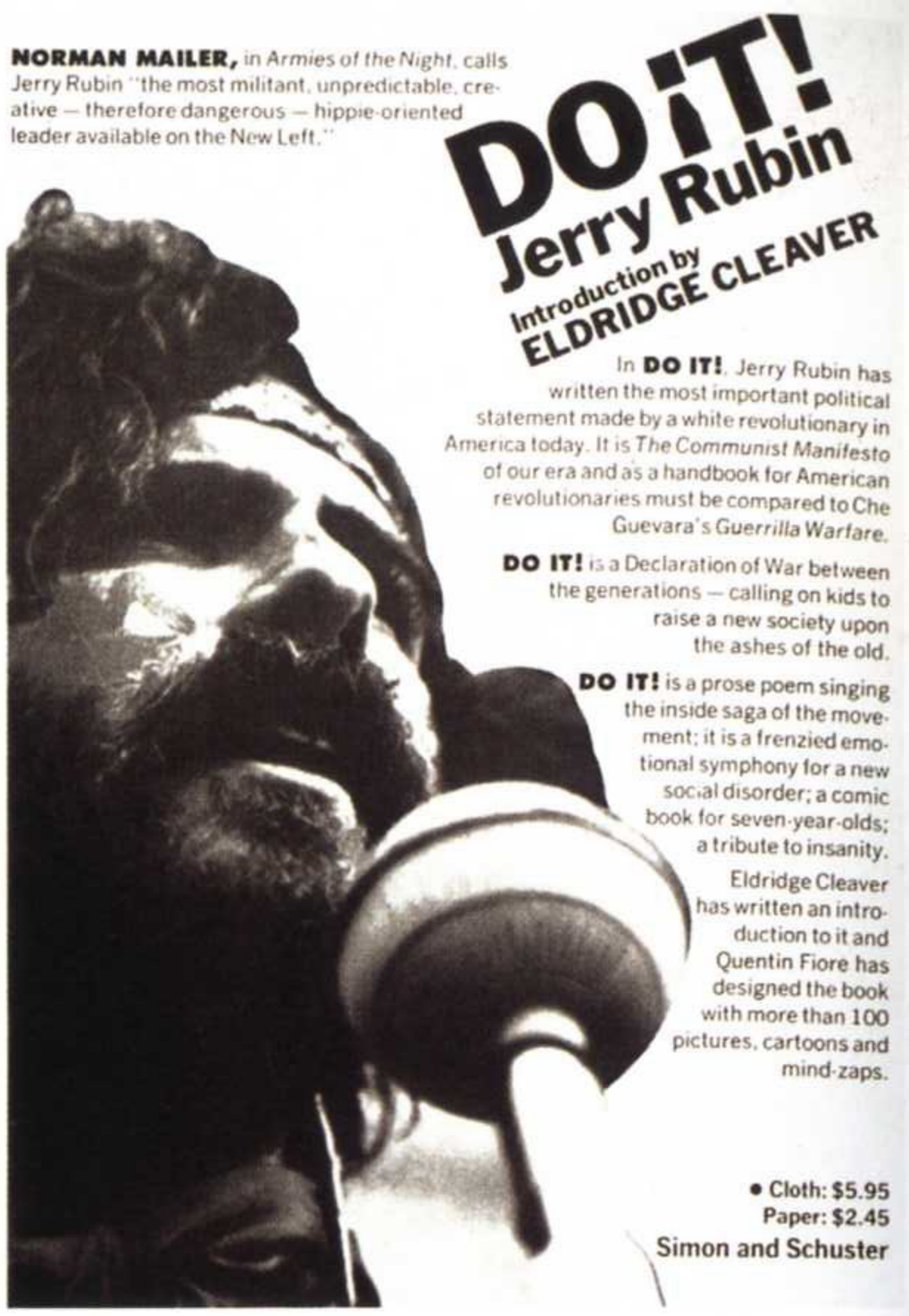
Penthouse—the challenger—the magazine that ended the monopoly in the American male reading market by telling it like it is instead of was. The international magazine for men that exposes physical beauty and political corruption—blends fantasy and fact—the surreal with the real. Progressive publishing month in month out. Is it any wonder it's so often a newsstand sell out? Send your name, address and check or money order for $10 (1 year subscription) to Penthouse Subscription Department, 155 Allen Boulevard, Farmingdale, New York 11735. You won't miss an issue.

A point to ponder?

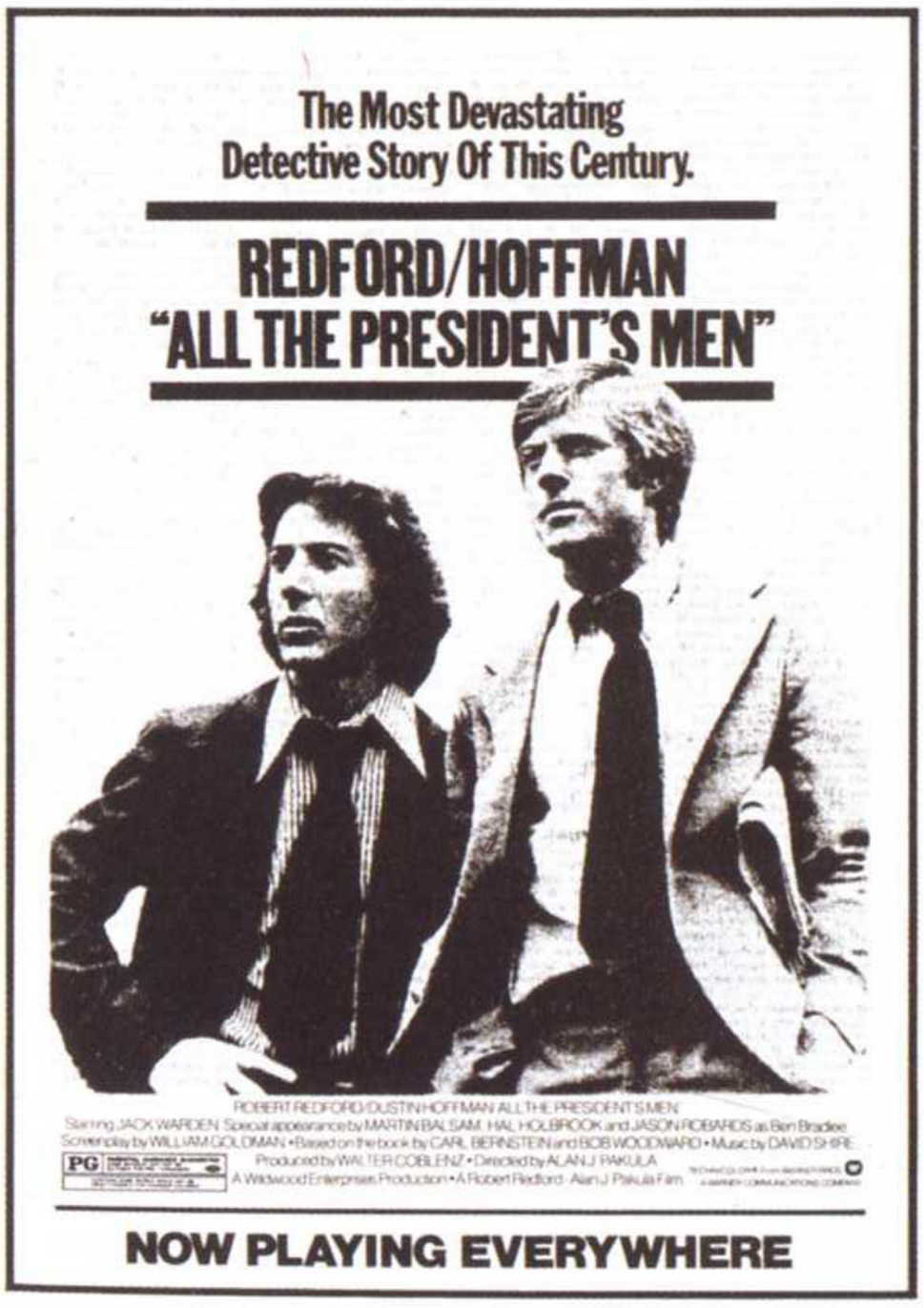
Viva Magazine, 1975 ◄◄ *Penthouse Magazine, 1974* ◄ *Swank Magazine Banana Warmer, 1975*

Enter-tainment 168

Putney Swope, 1970



Do It!, 1970



All the President's Men, 1976

Magnum Force, 1973

Saturday Night Fever, 1977 ◄

► *Woodstock, 1970*

woodstock the movie

(with a little help from our friends)

starring joan baez • joe cocker • country joe & the fish • crosby, stills, nash & young • arlo guthrie • richie havens • jimi hendrix
santana • john sebastian • sha-na-na • sly & the family stone • ten years after • the who • and 400,000 other beautiful people.

a film by michael wadleigh • produced by bob maurice

a wadleigh-maurice, ltd. production • technicolor® from warner bros.

soundtrack album on cotillion records and tapes

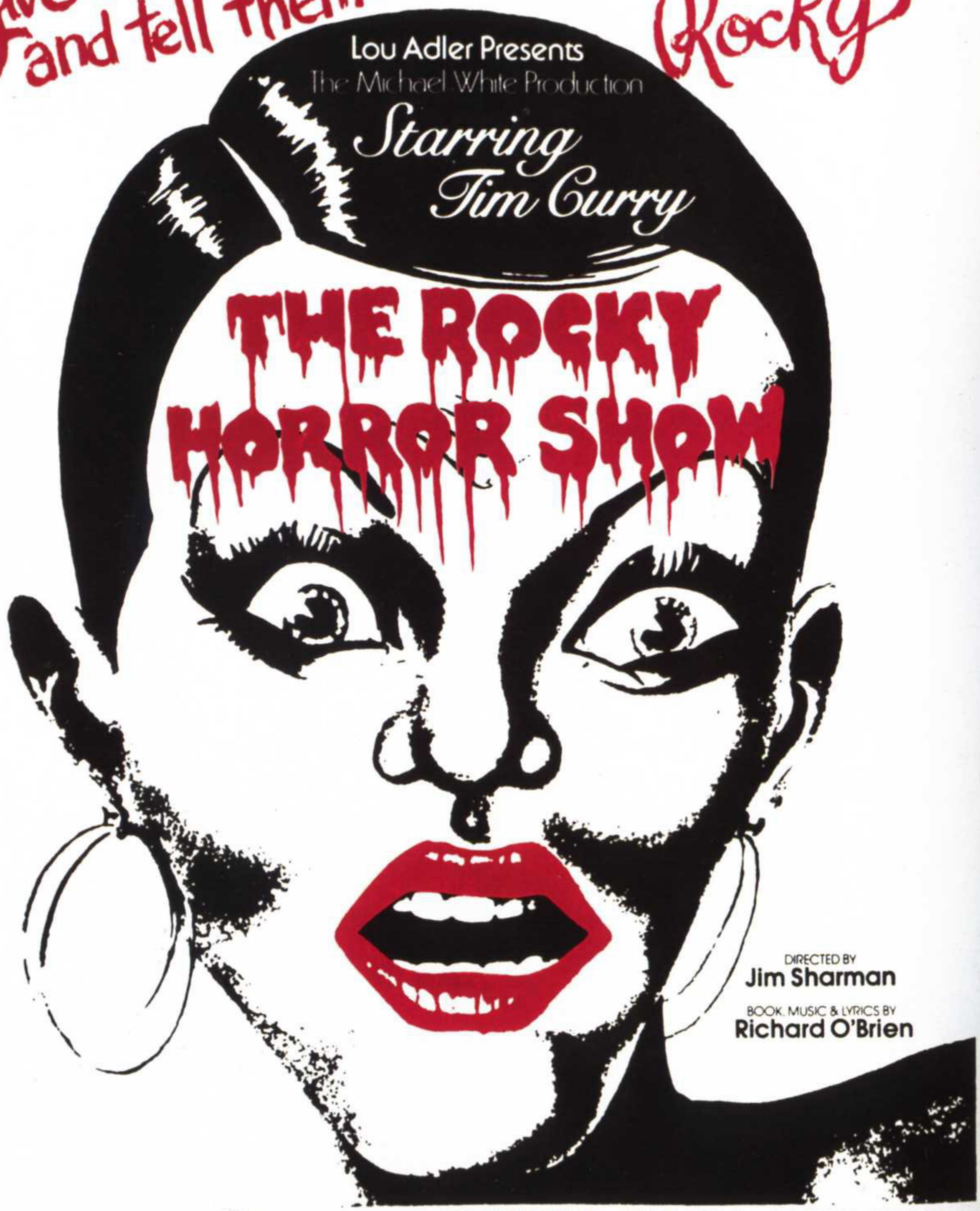
see it soon at a theatre near you

Give our regards to Broadway
and tell them we're on our way!

Rocky

Lou Adler Presents
The Michael White Production
Starring
Tim Curry

THE ROCKY HORROR SHOW



DIRECTED BY
Jim Sharman

BOOK, MUSIC & LYRICS BY
Richard O'Brien

NEW YORK GRAND PREMIERE SUNDAY EVENING, MARCH 9 • SEATS NOW!

FRIDAY EVENING, MARCH 7 (Sold Out) 20TH CENTURY FOX PREVIEW—A SALUTE TO "ROCKY"

PUBLIC PREVIEW SATURDAY EVENING, MARCH 8 at 8 PM (Seats Available) $7.50, $6.50

REGULAR PRICES: Tues., Wed., Thurs. & Sun.—Orch. $11; Mezz. $8, 7, 6. Fri., Sat. & Opening Night—Orch. $13; Mezz. $10, 9, 8.
Please enclose stamped self-addressed envelope with check or money order and list alternate dates. **AMERICAN EXPRESS ACCEPTED.**

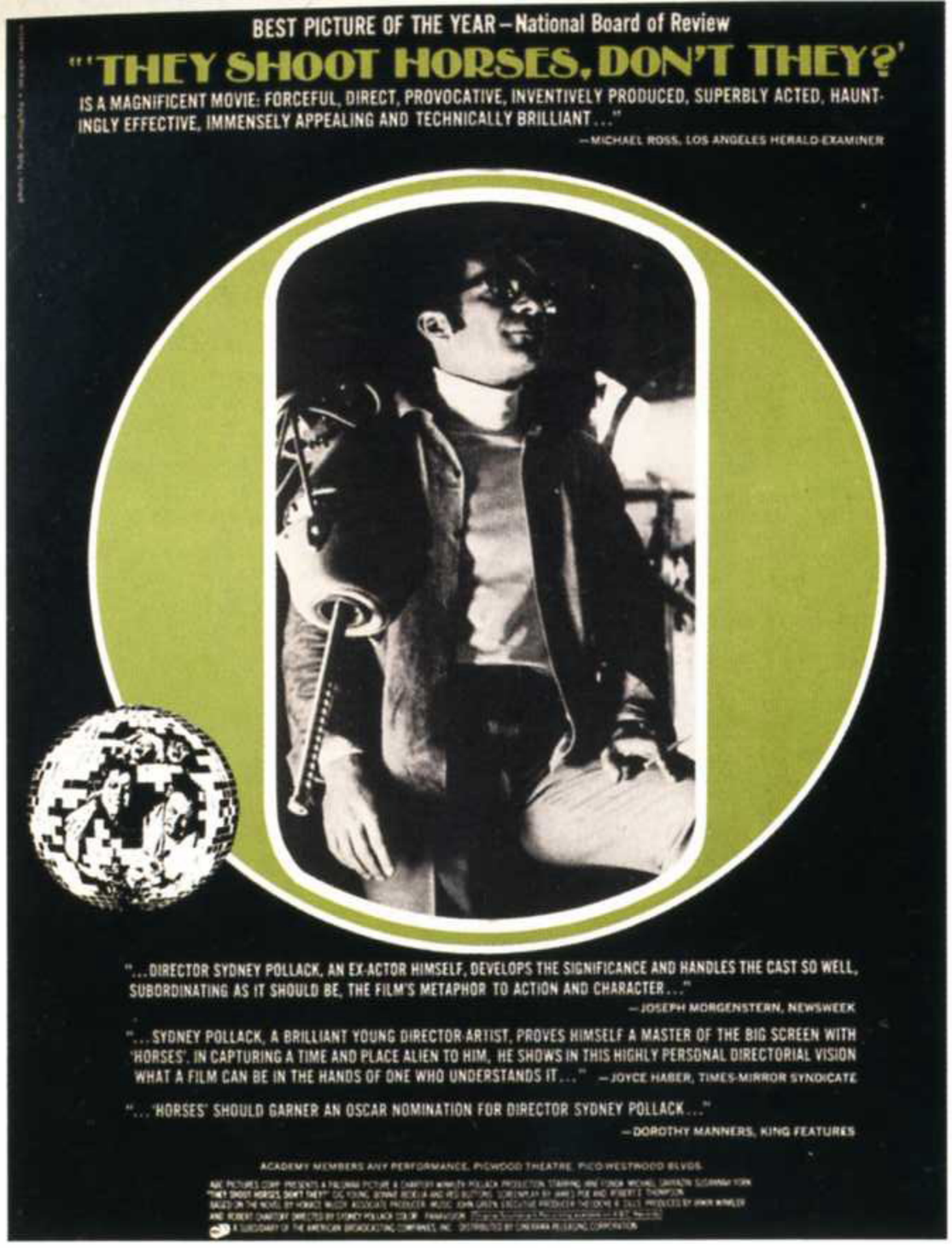
REGULAR PERFORMANCE SCHEDULE: Tues., Wed. & Thurs. at 8 PM; 2 Perfs. Fri. & Sat. at 7:30 & 10:30 PM; Mat. Sun. at 3 PM.

THE BELASCO

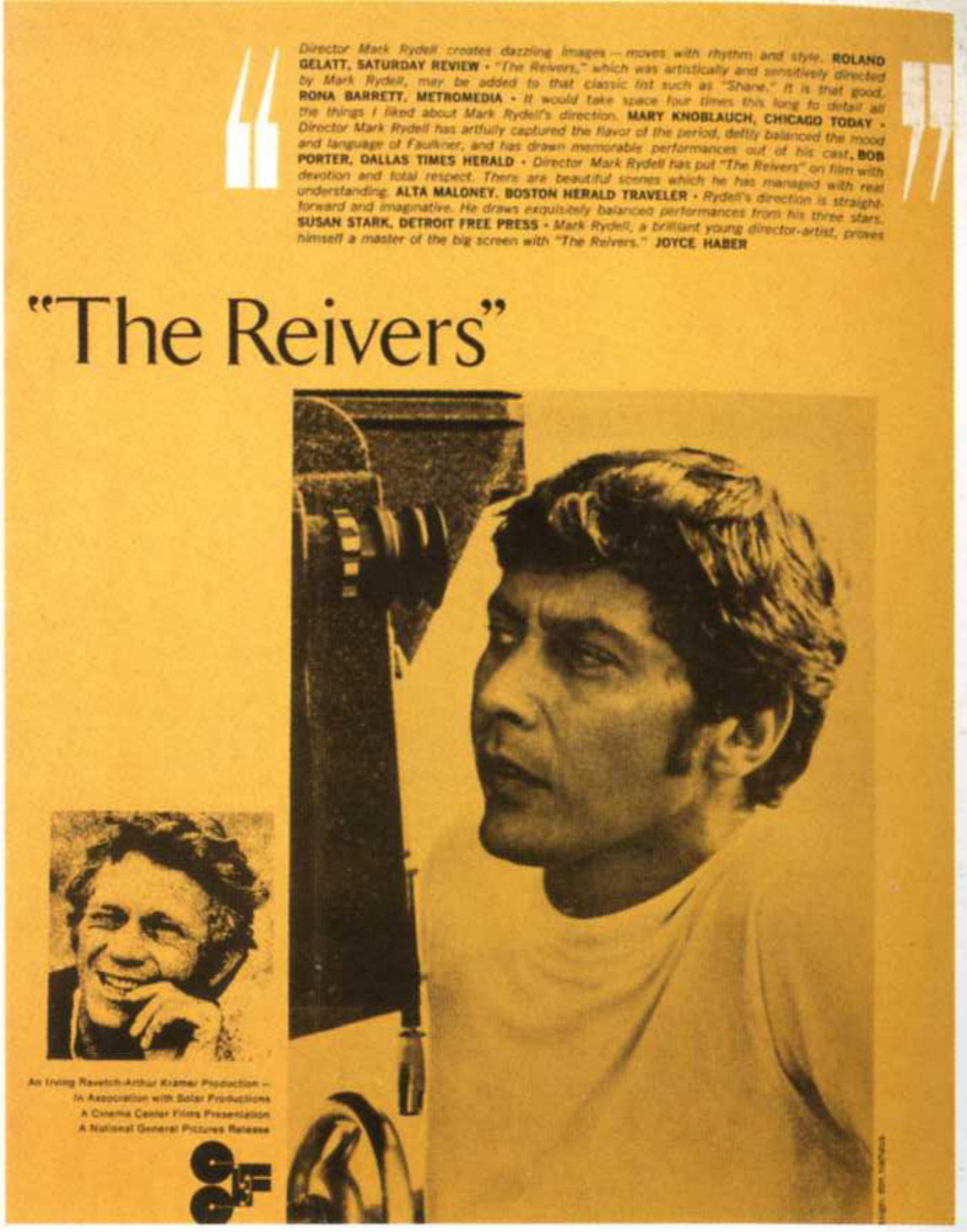
44th St. East of B'way/JU 6-7950

The Rocky Horror Show, 1975 ◂

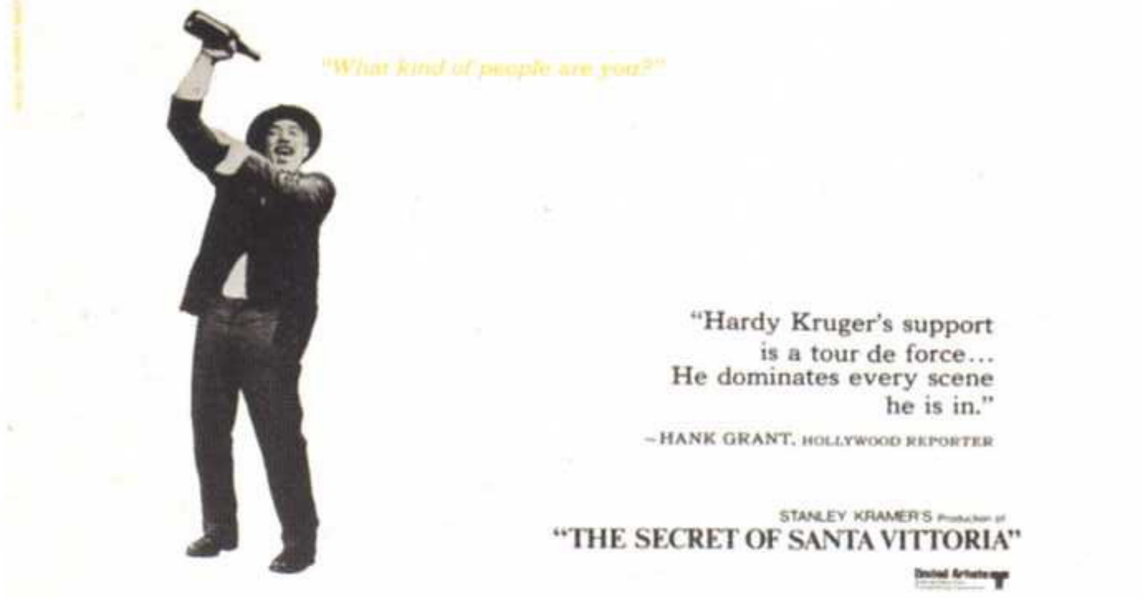
The Devil and Mr. Jones, 1975

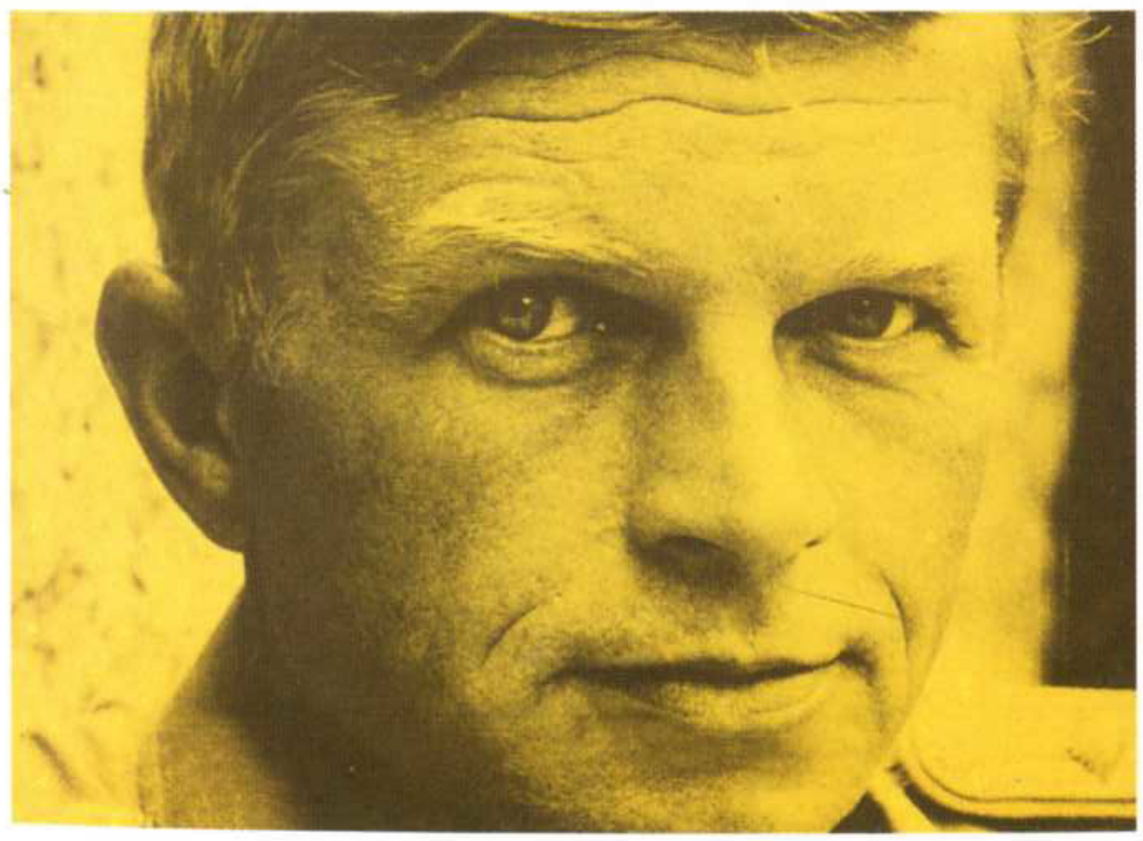


They Shoot Horses, Don't They?, 1970

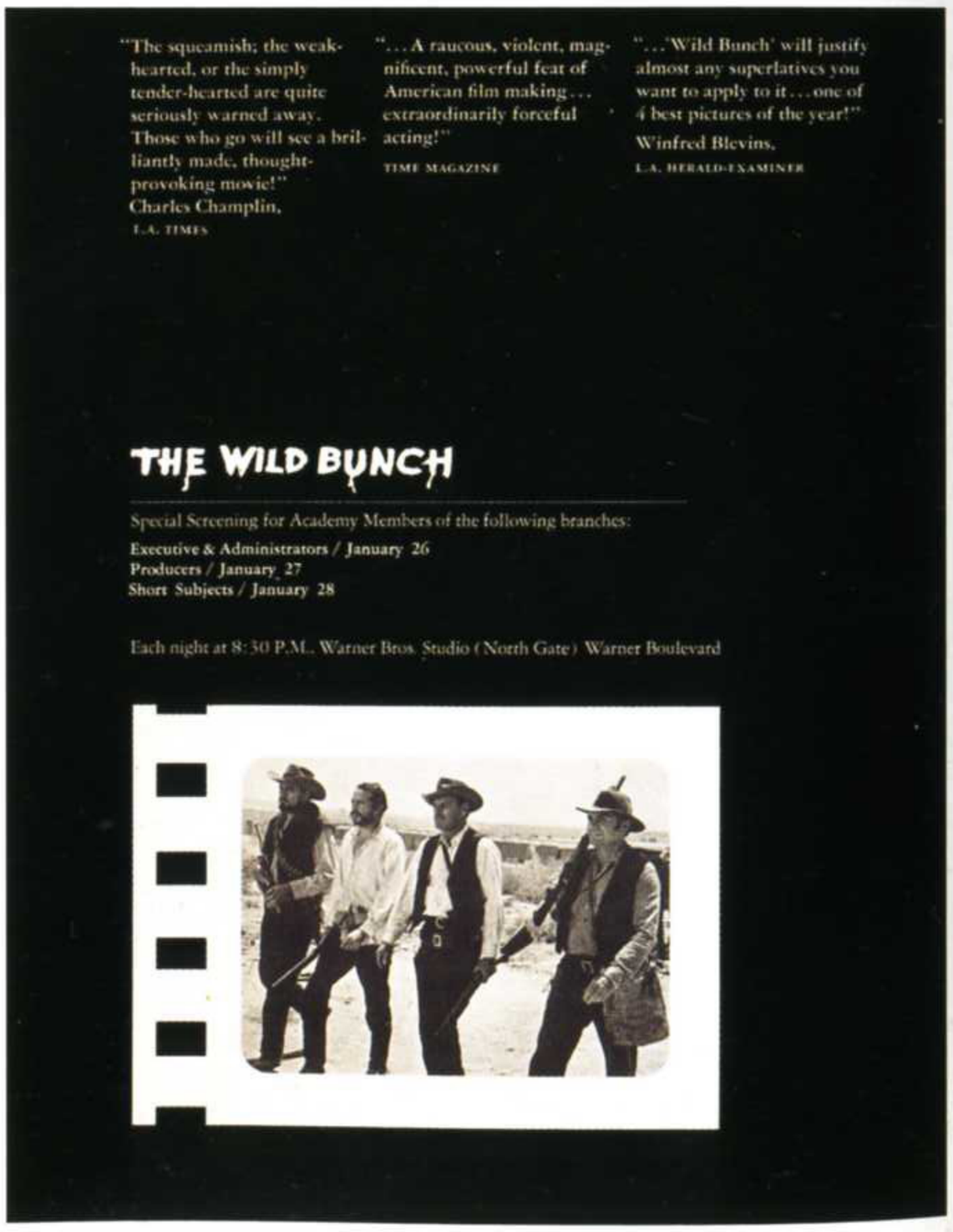


The Reivers, 1970





The Secret of Santa Vittoria, 1970



The Wild Bunch, 1970

▸ *Midnight Cowboy, 1970*

"Dustin Hoffman gives one of the screen's more incredible and powerful performances." – FORT WORTH STAR-TELEGRAM

"MIDNIGHT COWBOY" A JEROME HELLMAN-JOHN SCHLESINGER PRODUCTION

United Artists
Entertainment from Transamerica Corporation

The Rose, 1979

Liquid Space, 1974

Metro Goldwyn Mayer presents

THAT'S ENTERTAINMENT

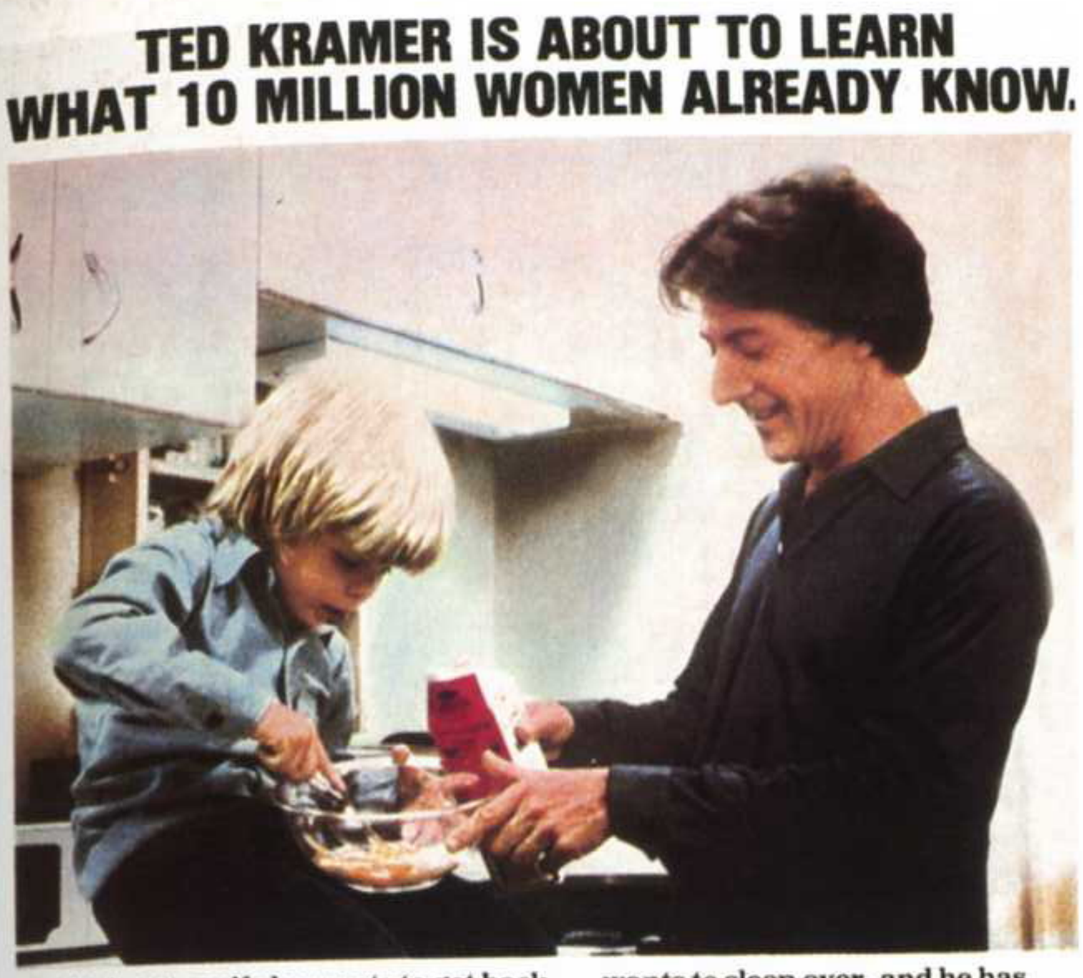
More than a movie. It's a celebration.

June Allyson
Leon Ames
Eddie Anderson
Kay Armen
Edward Arnold
Fred Astaire
Ethel Barrymore
Lionel Barrymore
Scotty Beckett
Wallace Beery
Ray Bolger
Lucille Bremer
Joe E. Brown
Jack Buchanan
Leslie Caron
Carlton Carpenter
Gower Champion
Marge Champion
Cyd Charisse
Maurice Chevalier
Charles Coburn
Joan Crawford
Bing Crosby
Xavier Cugat
Arlene Dahl
Vic Damone
Gloria DeHaven
Fifi D'Orsay
Melvyn Douglas
Tom Drake
Jimmy Durante
Deanna Durbin
Buddy Ebsen
Nelson Eddy
Cliff Edwards
Nanette Fabray
Douglas Fairbanks
Errol Flynn
Clark Gable
Greta Garbo
Ava Gardner
Judy Garland
Betty Garrett
Greer Garson
Virginia Gibson
Hermione Gingold
Cary Grant
Kathryn Grayson
Jack Haley
Ann Harding
Jean Harlow
William S. Hart
Van Heflin
Katharine Hepburn
Lena Horne
Walter Huston
Butch Jenkins
Van Johnson
Allan Jones
Jennifer Jones
Louis Jourdan
Buster Keaton
Howard Keel
Gene Kelly
Grace Kelly
Deborah Kerr
Guy Kibbee
Charles King

Bert Lahr
Fernando Lamas
Angela Lansbury
Mario Lanza
Lassie
Peter Lawford
Ruta Lee
Janet Leigh
Vivien Leigh
Oscar Levant
Jeanette MacDonald
Marjorie Main
Tony Martin
Sharon McManus
Donald Meek
Ann Miller
Liza Minnelli
Carmen Miranda
Ricardo Montalban
Robert Montgomery
Dennis Morgan
Frank Morgan
Jules Munshin
George Murphy
Conrad Nagel
J. Carrol Naish
Julie Newmar
David Niven
Margaret O'Brien
Donald O'Connor
Walter Pidgeon
Eleanor Powell
Jane Powell
Tommy Rall
Debbie Reynolds
Ginger Rogers
Mickey Rooney
Randolph Scott
Norma Shearer
Frank Sinatra
Red Skelton
Alexis Smith
Robert Stack
James Stewart
Russ Tamblyn
Elizabeth Taylor
Robert Taylor
Sidney Toler
Tom & Jerry
Audrey Totter
Spencer Tracy
Lana Turner
Vera-Ellen
William Warfield
Ethel Waters
Virginia Weidler
Esther Williams
Keenan Wynn
& Robert Young

Written, Produced &
Directed by
Jack Haley Jr.
Executive Producer
Daniel Melnick
Additional Music
Adapted by
Henry Mancini

Boy.
Do we need it now.



Kramer vs. Kramer, 1979

Serpico, 1974

That's Entertainment, 1974 ◄

A Star Is Born, 1976

Nashville, 1975

NATIONAL LAMPOON'S

ANIMAL HOUSE

A comedy from Universal Pictures that will escape sometime this summer.

Starring: John Belushi, Tim Matheson, John Vernon, Verna Bloom, Thomas Hulce,
and Donald Sutherland as "Jennings"
Plus a cast of 4,623 other very funny people.

Produced by Matty Simmons and Ivan Reitman
Directed by John Landis
Written by Harold Ramis, Doug Kenney, and Chris Miller

National Lampoon's Animal House, 1978

Apocalypse Now, 1979 ▸

FRANCIS FORD COPPOLA

PRESENTS

Apocalypse Now

MARLON BRANDO ROBERT DUVALL MARTIN SHEEN in APOCALYPSE NOW
FREDERIC FORREST ALBERT HALL SAM BOTTOMS LARRY FISHBURNE and DENNIS HOPPER

Produced and Directed by FRANCIS COPPOLA

Written by JOHN MILIUS and FRANCIS COPPOLA

Co Produced by FRED ROOS, GRAY FREDERICKSON and TOM STERNBERG

Director of Photography VITTORIO STORARO Production Designer DEAN TAVOULARIS Editor RICHARD MARKS

Sound Design by WALTER MURCH Music by CARMINE COPPOLA and FRANCIS COPPOLA

AN OMNI ZOETROPE PRODUCTION

R RESTRICTED UNDER 17 REQUIRES ACCOMPANYING PARENT OR ADULT GUARDIAN

† DOLBY STEREO™

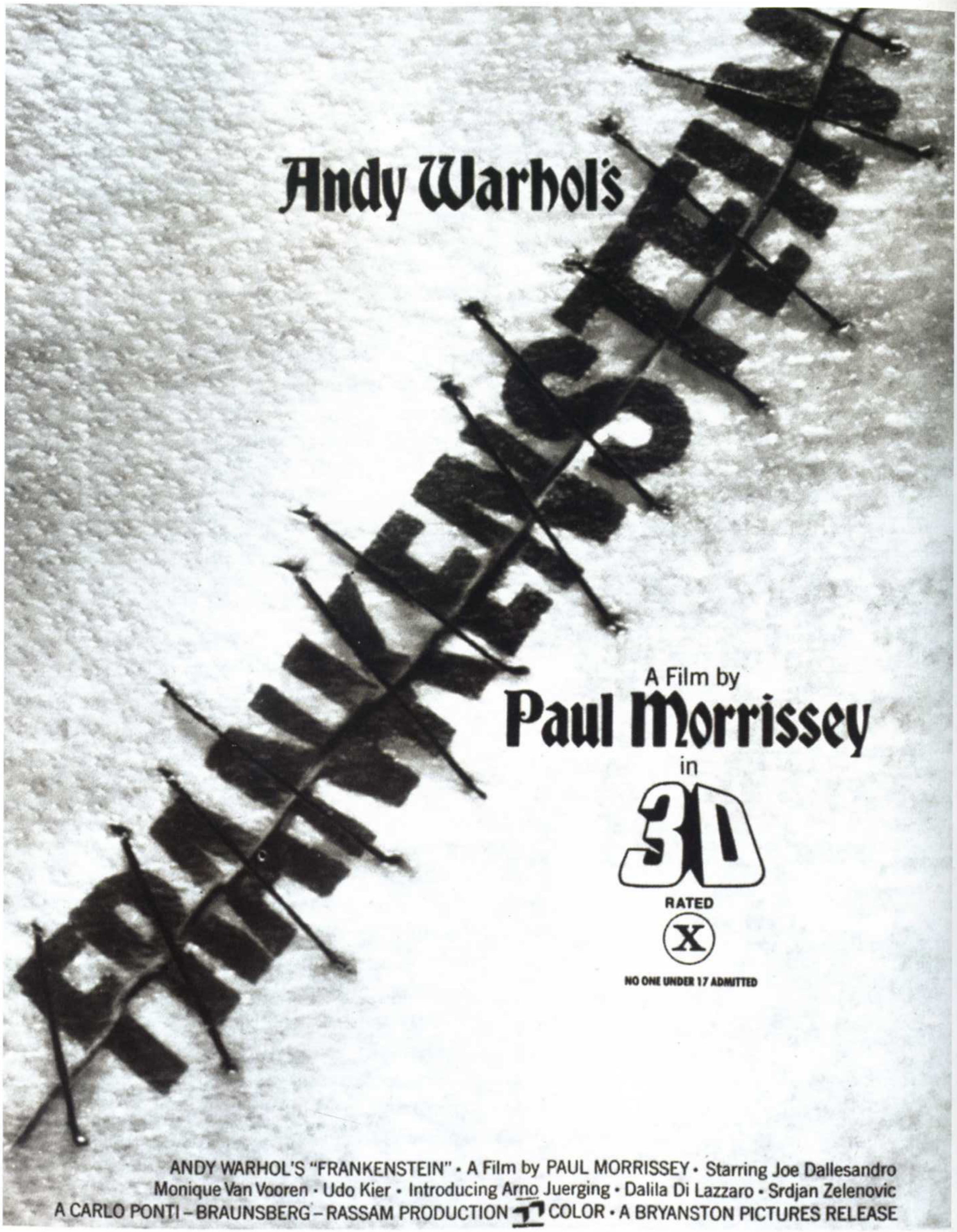
United Artists
A Transamerica Company

Original Soundtrack Album will be available on Elektra Records and Tapes

Copyright © 1979 Omni Zoetrope All rights reserved

† 70mm Six-Track DOLBY STEREO™

WORLD PREMIERE AUGUST 15th AT THE CINERAMA DOME THEATRE



Andy Warhol's Frankenstein, 1974

► *Revenge of the Pink Panther, 1978*

PETER SELLERS in
BLAKE EDWARDS'

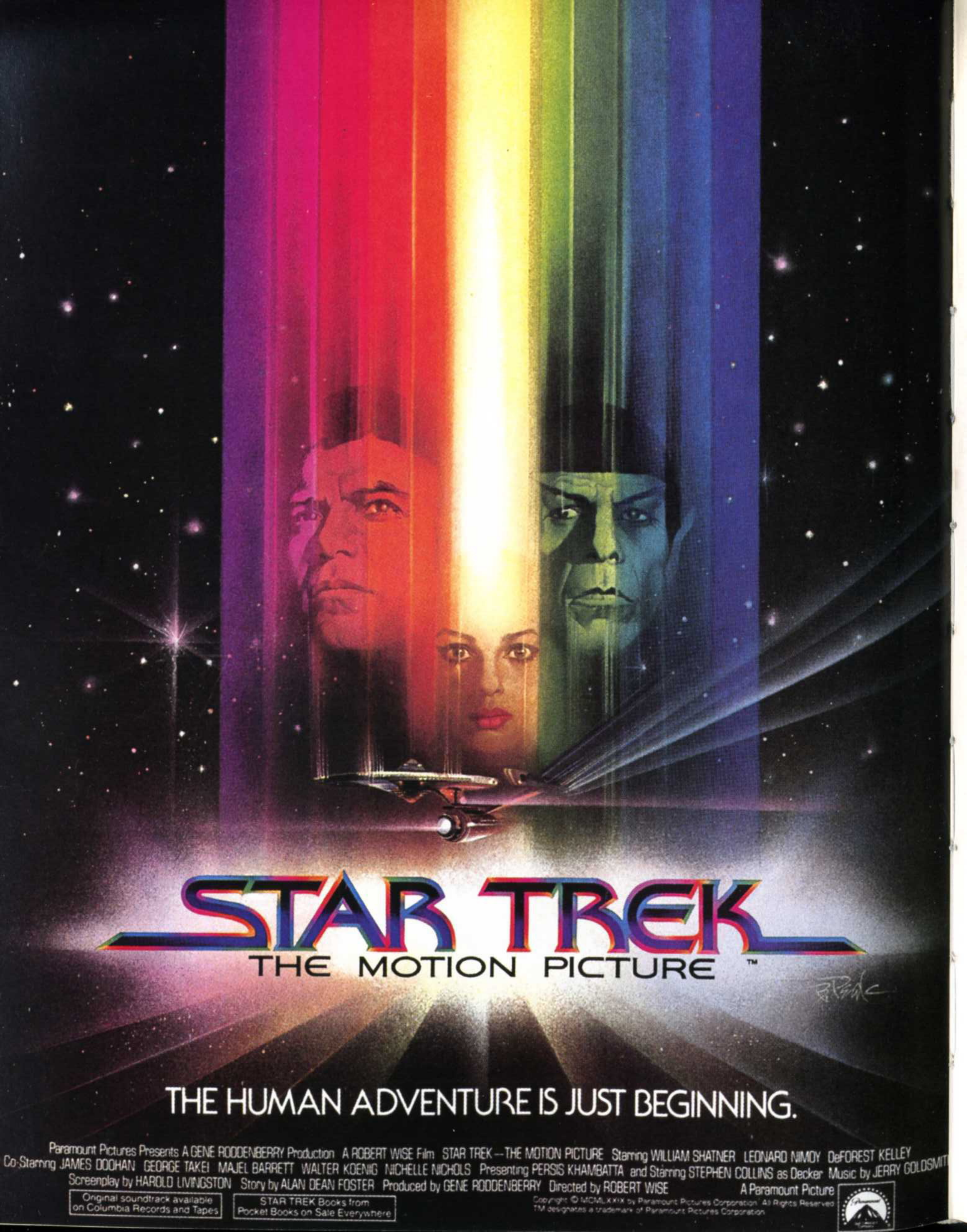
REVENGE OF THE PINK PANTHER

© UAC- 1978

Starring HERBERT LOM • ROBERT WEBBER
with DYAN CANNON
Music HENRY MANCINI • Executive Producer TONY ADAMS
Screen Play by FRANK WALDMAN • RON CLARK • BLAKE EDWARDS
Animation DePATIE • FRELENG
Story by BLAKE EDWARDS • Produced and Directed by BLAKE EDWARDS

ORIGINAL MOTION PICTURE SOUNDTRACK ALBUM AND TAPE AVAILABLE ON UNITED ARTISTS RECORDS

United Artists
A Transamerica Company



Paramount Pictures Presents A GENE RODDENBERRY Production A ROBERT WISE Film STAR TREK—THE MOTION PICTURE Starring WILLIAM SHATNER LEONARD NIMOY DeFOREST KELLEY
Co-Starring JAMES DOOHAN GEORGE TAKEI MAJEL BARRETT WALTER KOENIG NICHELLE NICHOLS Presenting PERSIS KHAMBATTA and Starring STEPHEN COLLINS as Decker Music by JERRY GOLDSMITH
Screenplay by HAROLD LIVINGSTON Story by ALAN DEAN FOSTER Produced by GENE RODDENBERRY Directed by ROBERT WISE A Paramount Picture

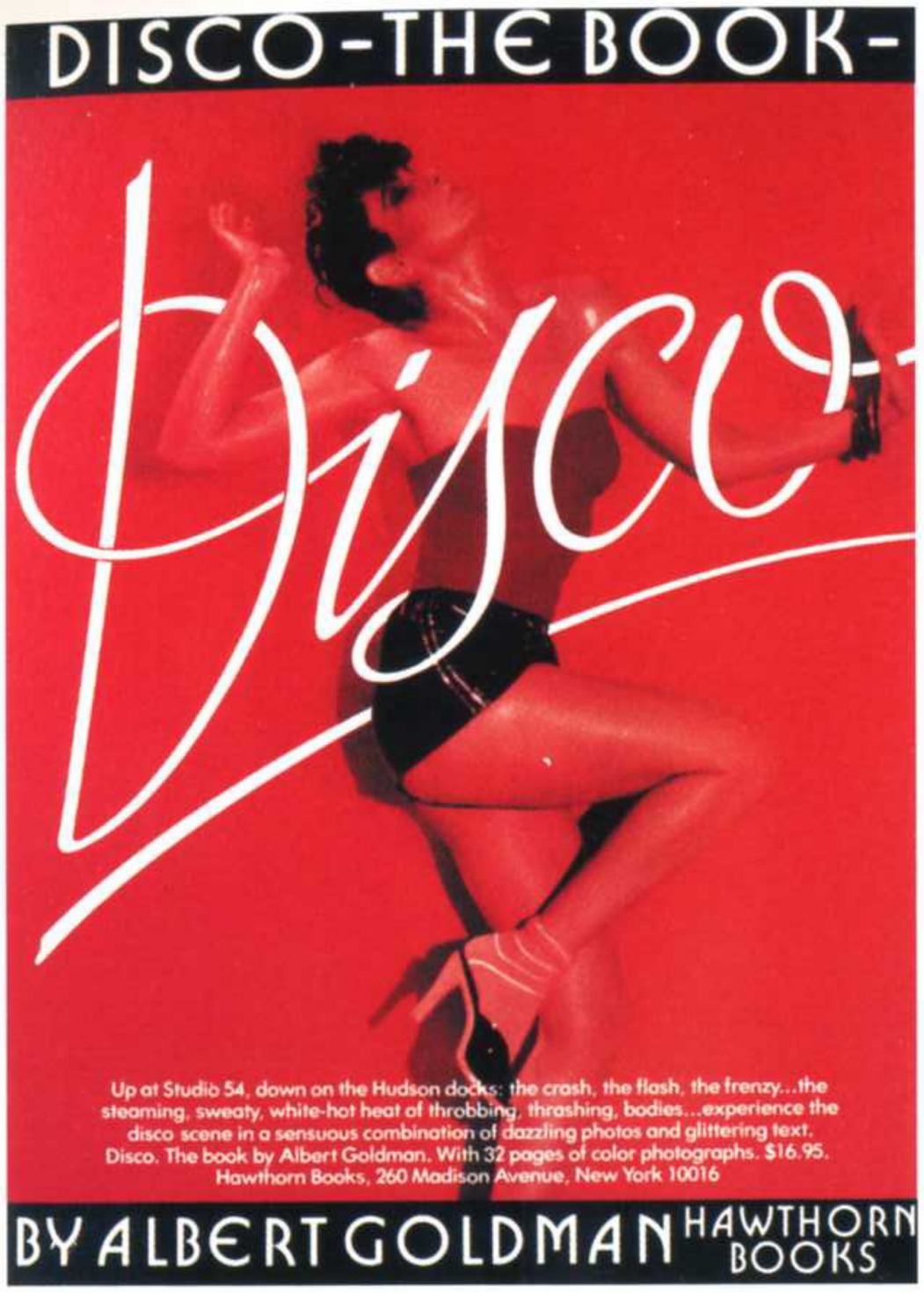
Original soundtrack available on Columbia Records and Tapes

STAR TREK Books from Pocket Books on Sale Everywhere

Copyright © MCMLXXIX by Paramount Pictures Corporation All Rights Reserved
TM designates a trademark of Paramount Pictures Corporation

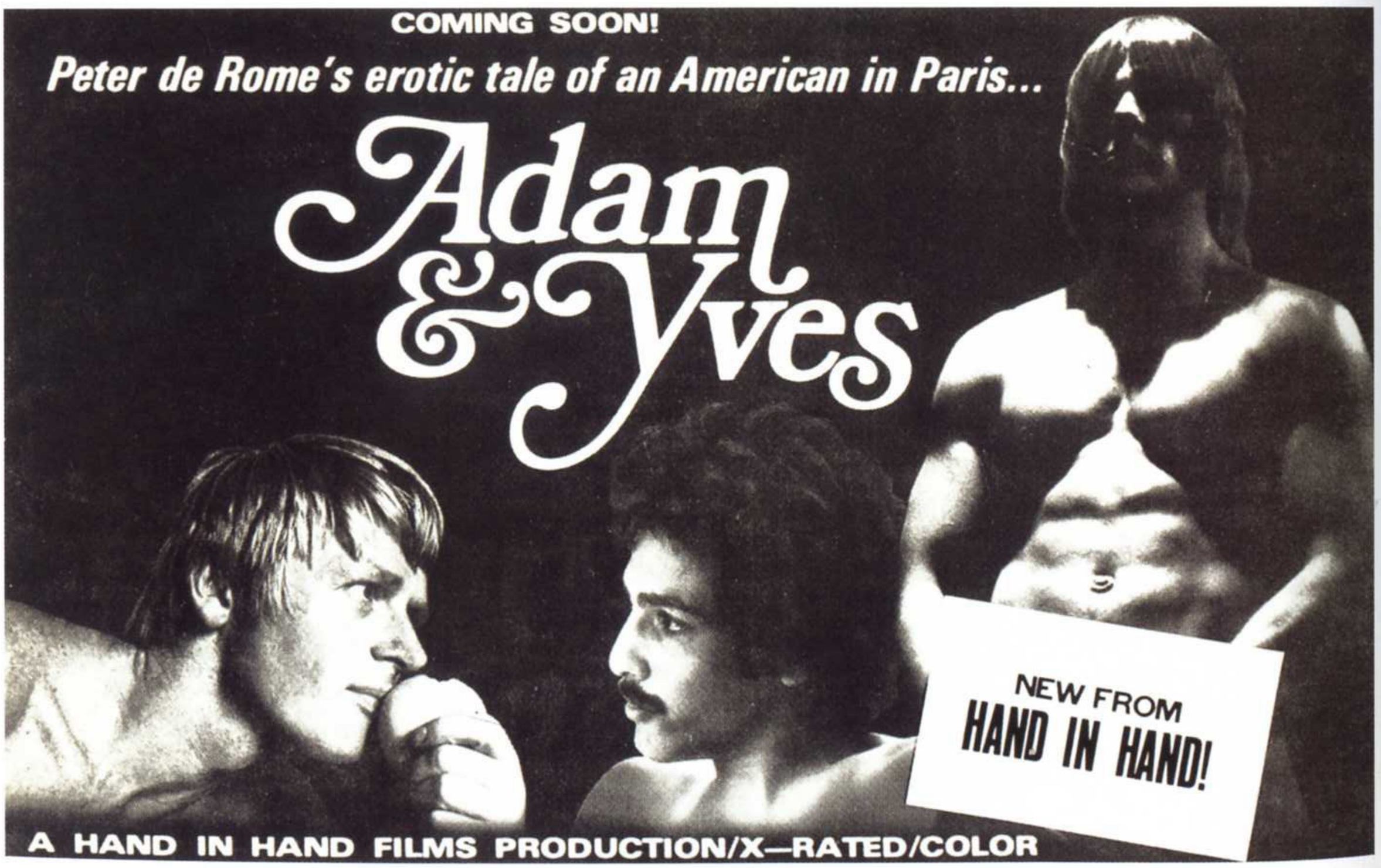
Star Trek: The Motion Picture, 1979 ◂

Invasion of the Body Snatchers, 1979



Disco, 1979

Thank God It's Friday, 1978



Adam & Yves, 1972

► *Swept Away..., 1975* ►► *Fillmore, 1972*

"Swept Away..."

A film by Lina Wertmuller

Clay Theatre

AN OUTRAGEOUS MOVIE!

20th Century-Fox Presents
A Medior Production

FILLMORE

Starring

SANTANA
The GRATEFUL DEAD
and
HOT TUNA
QUICKSILVER

IT'S A BEAUTIFUL DAY
COLD BLOOD
BOZ SCAGGS
ELVIN BISHOP GROUP
NEW RIDERS of The PURPLE SAGE
LAMB
and

BILL GRAHAM

His Friends...
And His Enemies

Executive Producer
CLAUDE JARMAN

Associate Director
ELI BLEICH

Produced By
HERBERT DECHER

Concieved & Directed
By RICHARD HEFFRON

Presented in Stereophonic Sound

Music From The Film On Fillmore Records and Tape.

Color By TECHNICOLOR®

R RESTRICTED

SEE IT AT A THEATRE NEAR YOU!

PARAMOUNT PICTURES PRESENTS

The Godfather PART II

Michael's family album

Original motion picture soundtrack recording.

abc Records

THE YEAR

JAN

FEB

31

?

DAYS

OF

SUMMER

OR

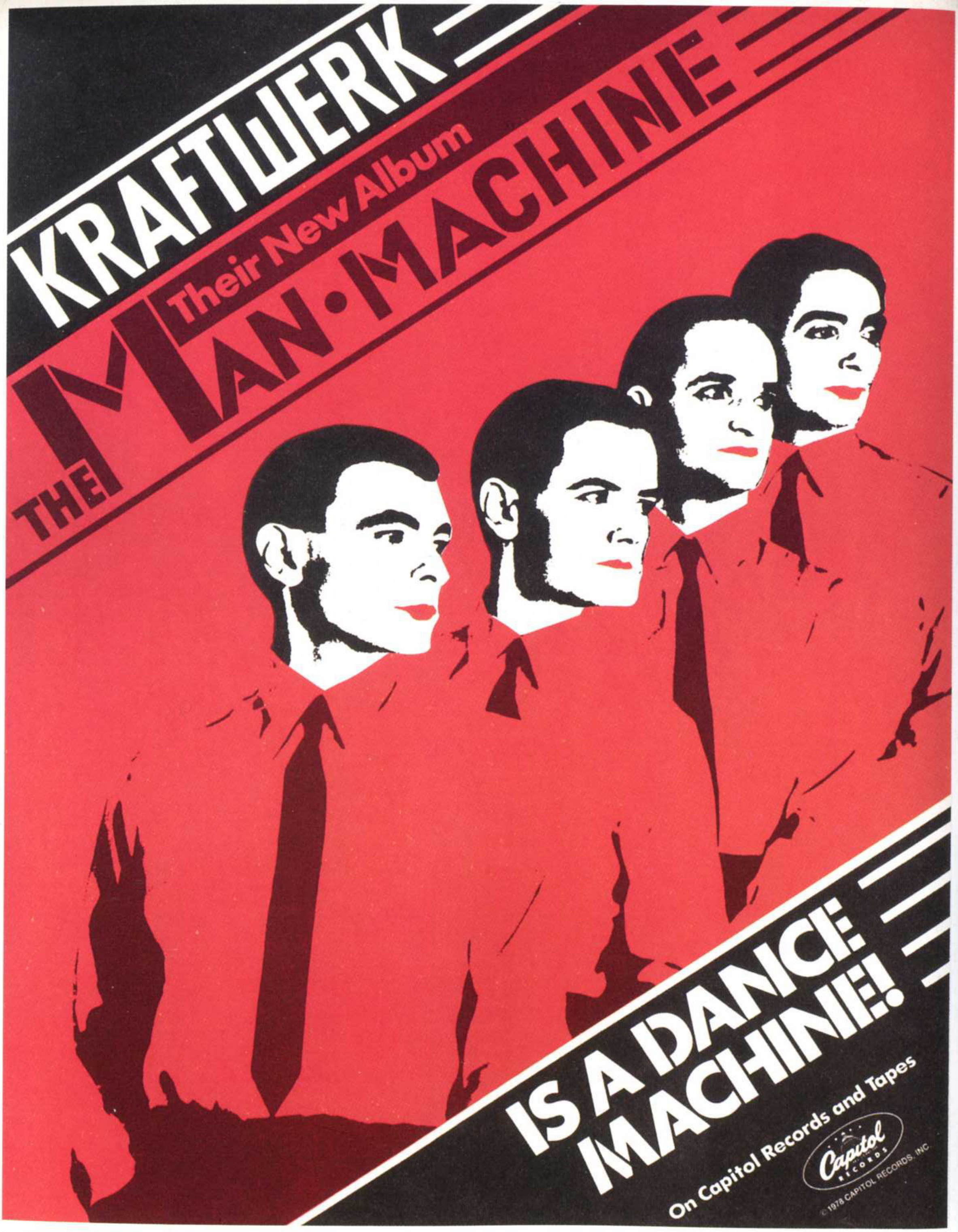
NOON TO MIDNIGHT

FM

95

KELLEY – MOUSE

The Godfather: Part II Soundtrack, 1975 ◄◄ *KSAN Radio Station, 1976* ◄ *KSAN Radio Station, 1975*

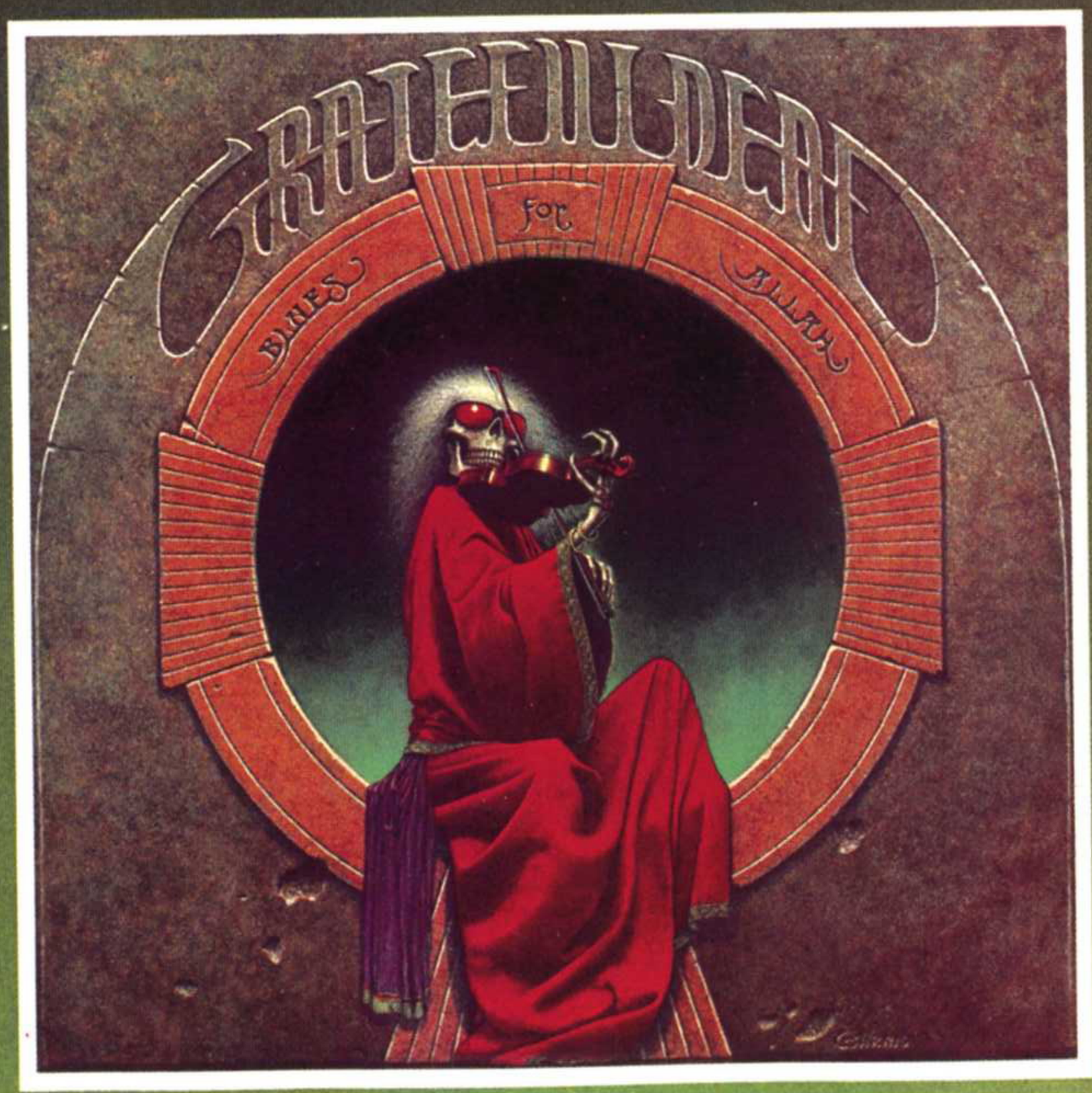


Kraftwerk, The Man-Machine, 1978

► *Grateful Dead, Blues for Allah, 1975*

►► *The Edgar Winter Group, They Only Come Out at Night, 1973*

United Artists Records
and Grateful Dead Records
proudly present
"Blues For Allah."
A brilliant musical achievement
from the legendary
Grateful Dead.



On Grateful Dead Records
Distributed by United Artists Records

©MCMLXXV United Artists Music and Records Group, Inc.

They Only Come Out At Night

The
Edgar Winter
Group

Produced by
Rick Derringer

Epic

Listen To This Ad.

John Lennon

Walls and Bridges

SW-3416

apple records

How Can You Refuse?
When **Cher** Says...
Take Me Home

Includes the hit single
"TAKE ME HOME"
Produced by Bob Esty

Cher's Debut Album "TAKE ME HOME" On Casablanca Record and FilmWorks
Produced By Bob Esty
And Additional Songs Produced By Ron Dante

John Lennon, Walls and Bridges, 1974 ◄◄ *Cher, Take Me Home, 1979* ◄ *Lou Reed, Sally Can't Dance, 1974* ► *The Village People, Cruisin', 1978*

If You Think "Macho Man" Is Hot, Wait Till You Start

Cruisin'

The Hot New LP From The Dynamic

VILLAGE PEOPLE

on Casablanca Record and FilmWorks

Composed and Produced by JACQUES MORALI for CAN'T STOP PRODUCTIONS, INC Executive Producer: HENRI BELOLO

MARLEY

"BOB MARLEY AND THE WAILERS BAND OF THE YEAR 1975" .... Rolling Stone Music Awards

"BOB MARLEY AND THE WAILERS . . . Reggae at it's sinuously, sexily, rocking best" ....
—John Rockwell, New York Times

"BOB MARLEY represents the artistic and sociological heart of Reggae . . . a music that is the most compelling and exciting to arrive here in years"
—Robert Hilburn, Los Angeles Times

"MARLEY IS FANTASTIC, INCREDIBLE, HIS LYRICS SHOULD BE PRINTED ON THE FRONT PAGE OF EVERY NEWSPAPER" .... —Dr. John

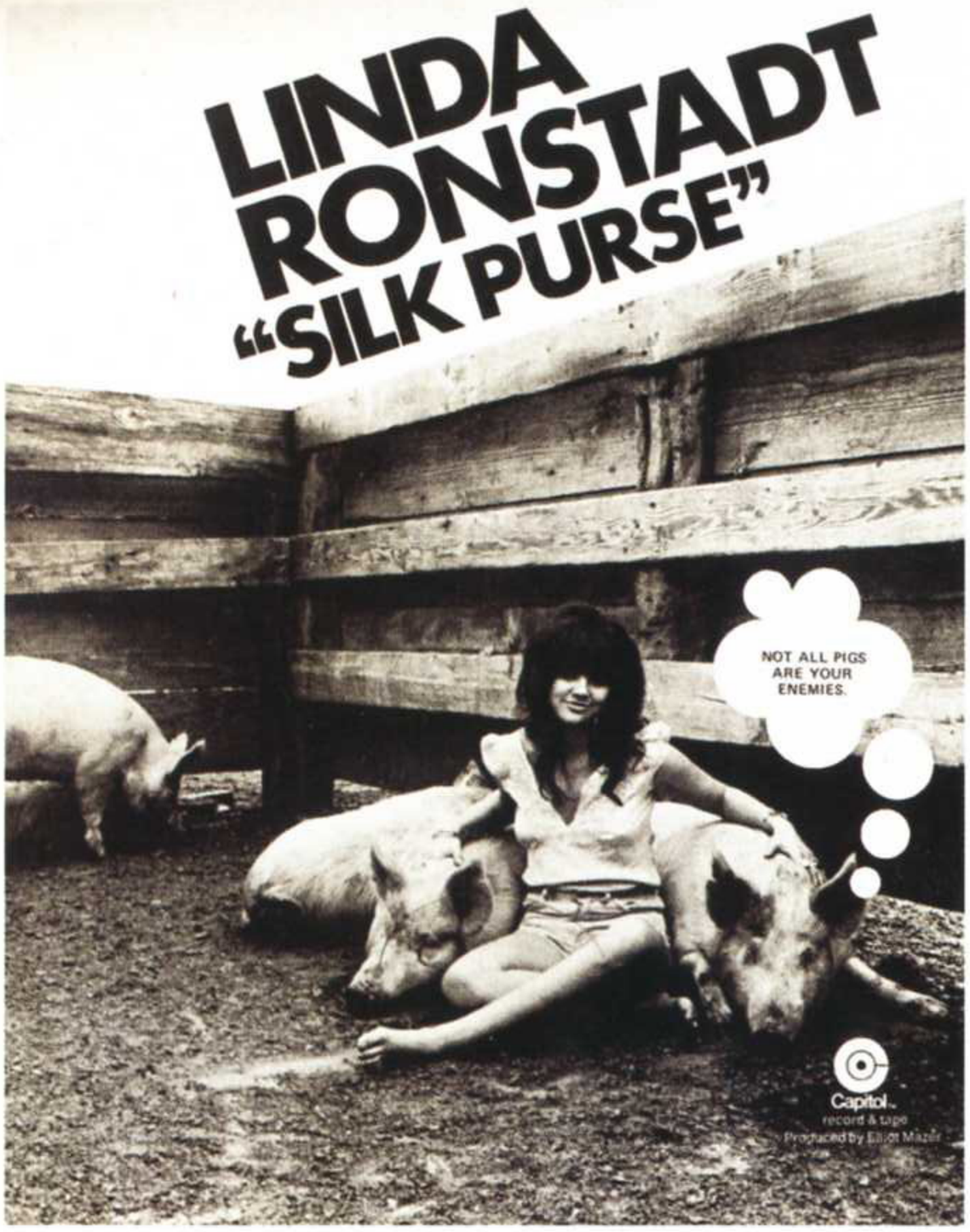
"BEST THING I HAVE SEEN IN TEN YEARS . . . I COULD WATCH THE WAILERS ALL NIGHT" .... —George Harrison

A Brand New Album by the Most Talked About Star in Music.

Produced By Bob Marley

Also available on 8 Track and Cassettes

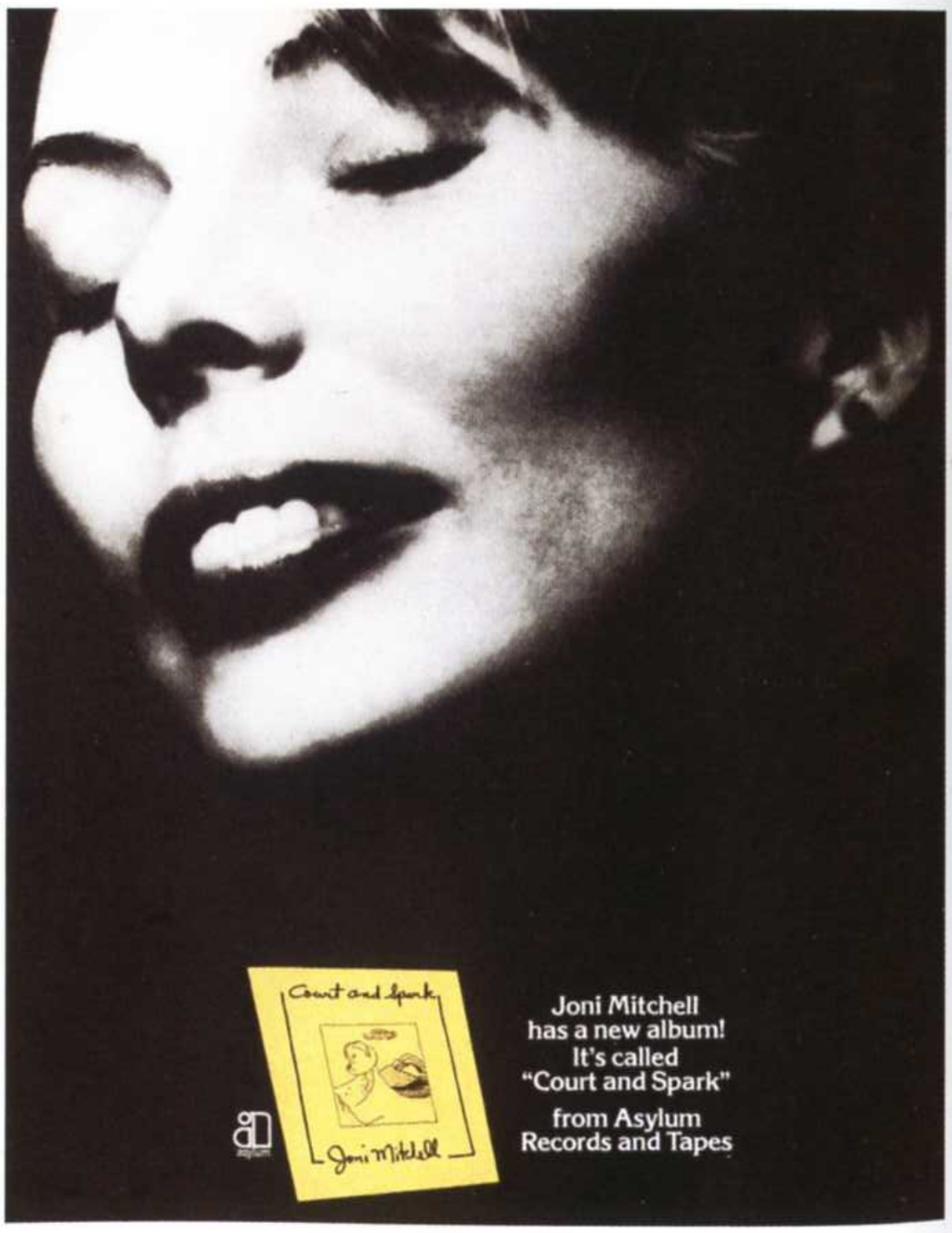
island records



Linda Ronstadt, Silk Purse, 1970

Bette Midler, The Divine Miss M, 1973

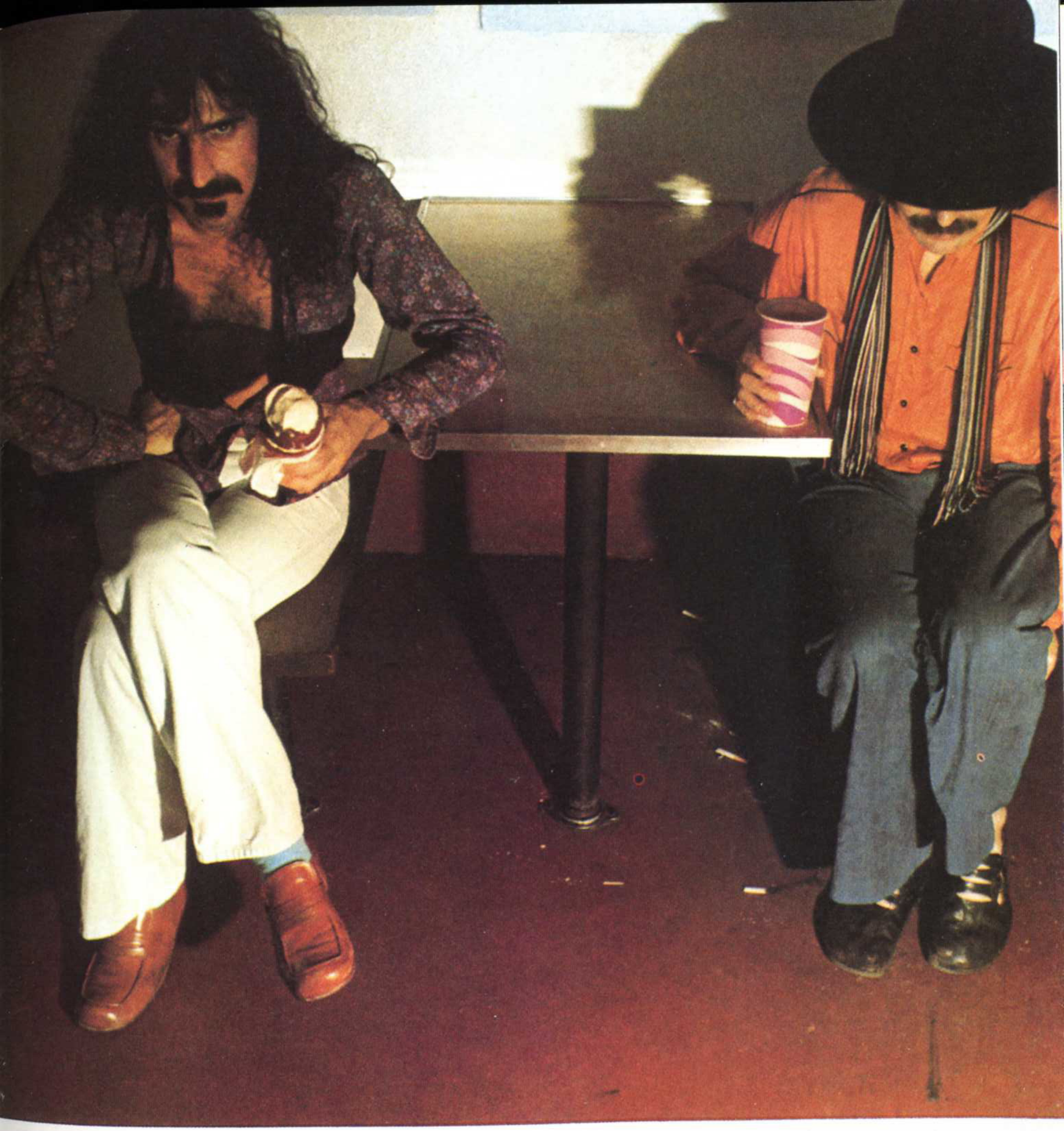
Rita Coolidge, The Lady's Not For Sale, 1973



Joni Mitchell, Court and Spark, 1974

Bob Marley & The Wailers, 1976 ◂

▸ *Bongo Fury, 1975*



ZAPPA / BEEFHEART

MOTHERS

BONGO FURY

LIVE IN CONCERT AT ARMADILLO WORLD HEADQUARTERS
AUSTIN, TEXAS
May 20th & 21st, 1975

Neil Young, On the Beach, 1974

► *Cat Stevens, Foreigner, 1973*

CAT STEVENS

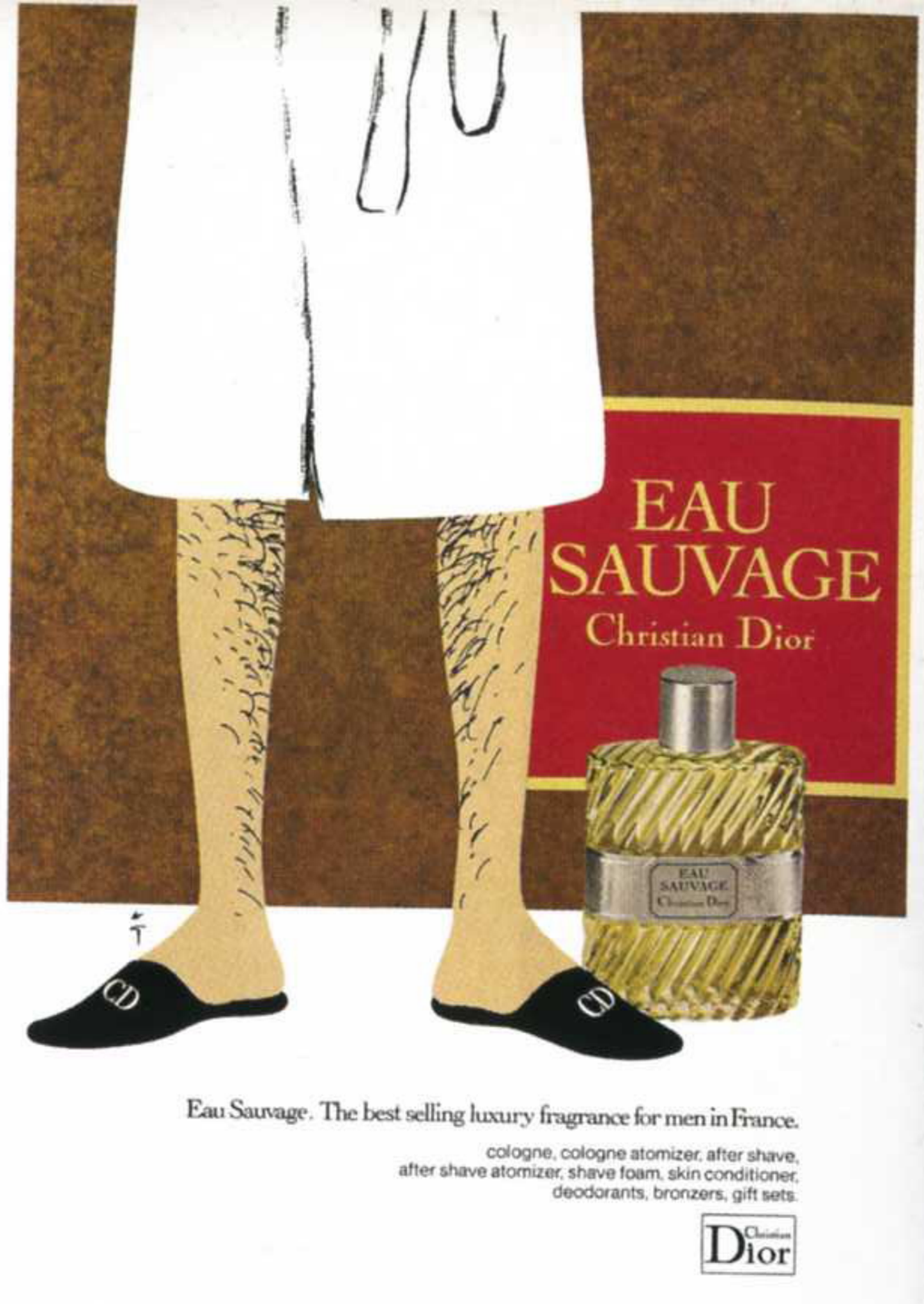
FOREIGNER

Supertramp, Breakfast is Served, 1979

Playgirl Club, 1974

Fashion & Beauty 206

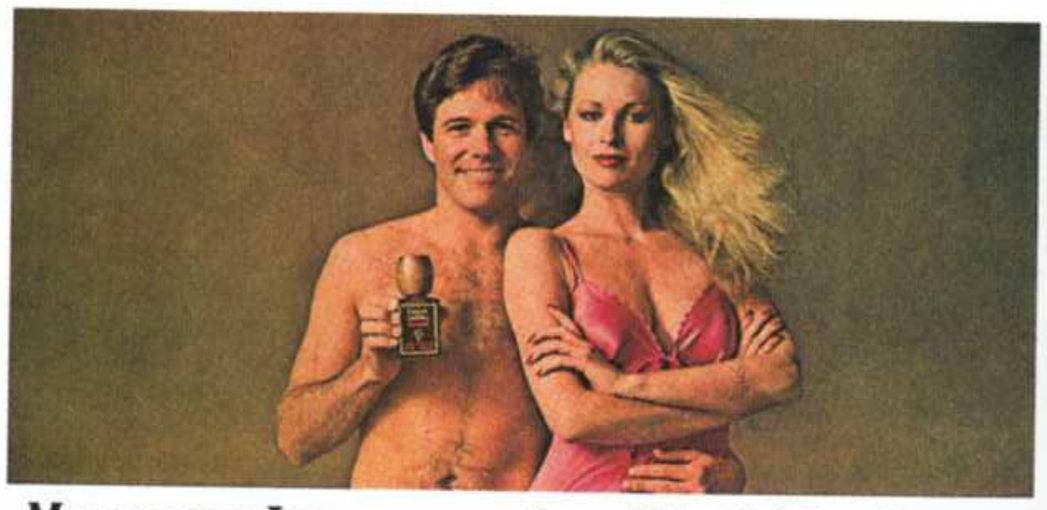
Macho Cologne, 1976



Eau Sauvage Cologne, 1977

After Six Accessories, 1972 ◄

Ginseng Cologne, 1976



English Leather Cologne, 1979

► *Jovan Sex Appeal After Shave, 1978*

Now that you have acquired the "power" my son, you must swear to me by the sacred sword of Jovan, that you will use the power only for good... never for evil.

Jovan Sex Appeal™ Aftershave/Cologne for Men.

At fine stores everywhere.
Jovan, Inc., 875 N. Michigan Ave., Chicago, Illinois 60611

© 1979 Revlon Inc

CHAZ

The fragrance that's almost as interesting as the men who wear it.

CHAZ for men by Revlon. Cologne, After Shave, Soap and Talc.

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."

Chaz Cologne, 1979 ◄

Brylcreem Men's Hair Product, 1974

Kama mama, kama binti

(Like mother, like daughter)

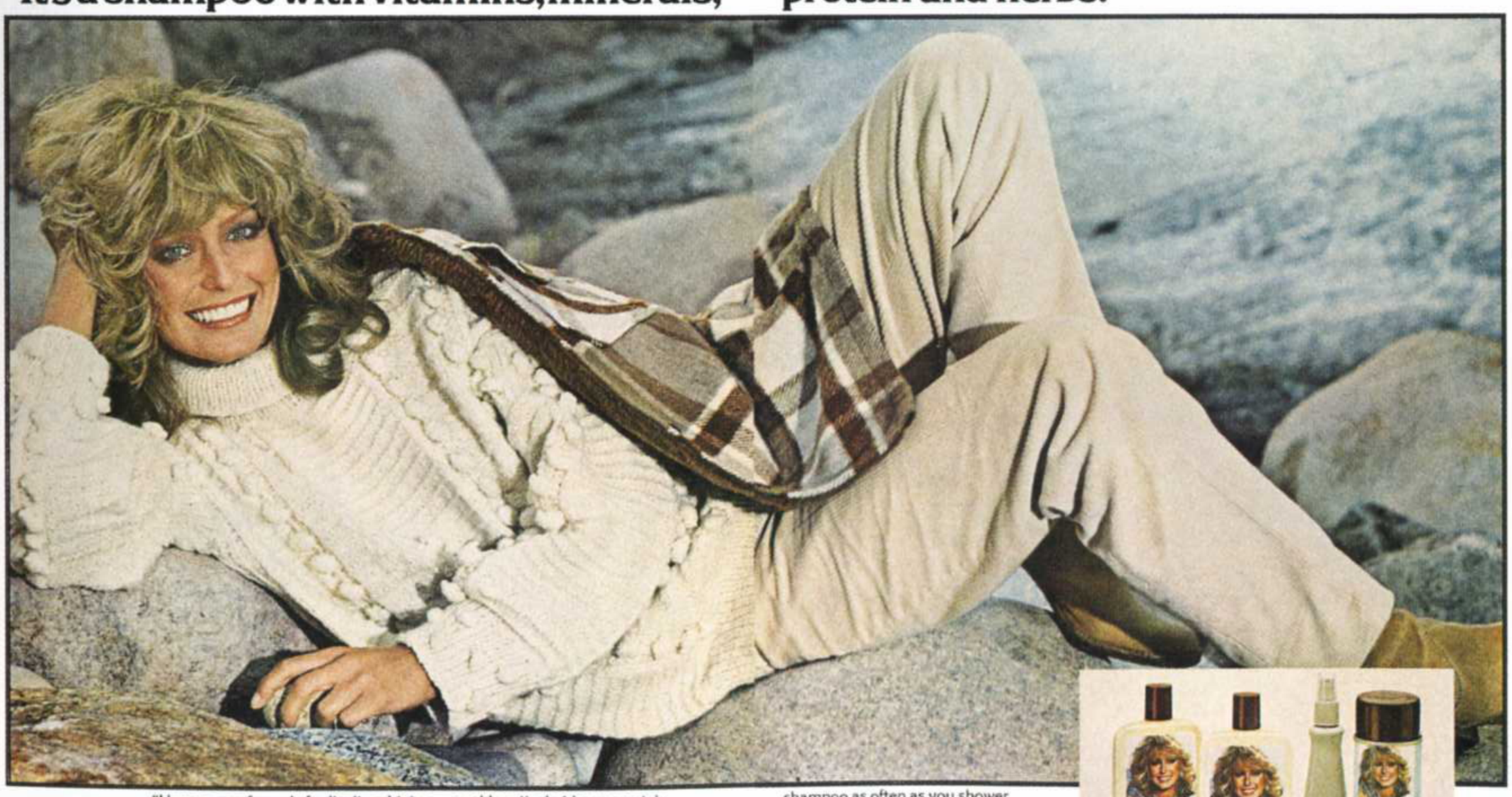
Kama mama, kama binti is poetry in Swahili. And your little girl's natural is proud poetry in velvety rings and curls.
Such beauty deserves the same loving care as your own crowning glory. Naturally, we mean Afro Sheen® concentrated shampoo and Afro Sheen® conditioner & hair dress. The best for both of you.

wantu wazuri use afro sheen®

JOHNSON PRODUCTS CO., INC., CHICAGO, ILLINOIS 60620

Ultra Sheen Relaxer, 1970

Clairol Loving Care Hair Color, 1970



Afro Sheen Hair Products, 1971 ◄ *Farrah Fawcett Hair Care, 1978*

► *"Gee, Your Hair Smells Terrific" Shampoo, 1975*

Gee, your hair smells terrific! Like no other fragrance around. Slightly flowery. Slightly spicy. Deliciously nice to be near.

It looks terrific, too. Clean. Soft. Full of bounce and sunshine.

New, "Gee, Your Hair Smells Terrific." Fragrance shampoo that's gentle as a whisper. And same-fragrance, rich- rich conditioner. Try them both.

"GEE, YOUR HAIR SMELLS TERRIFIC."

Shampoo & conditioner with fragrance that goes to your head. And to his!

©1972 Clairol, Inc.

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 Gentian. 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 pleasure from the garden of earthly delights. The beautiful new Clairol herbal essence creme rinse.

Posner Custom Blends Cosmetics, 1974

"Gee, Your Hair Smells Terrific" Shampoo, 1979

Clairol Herbal Essence Creme Rinse, 1973 ◄ *Revlon Lipstick, 1972* ► *Royal Shield Hair Products, 1972*

POSNER PUTS YOUR FACE IN LIGHTS

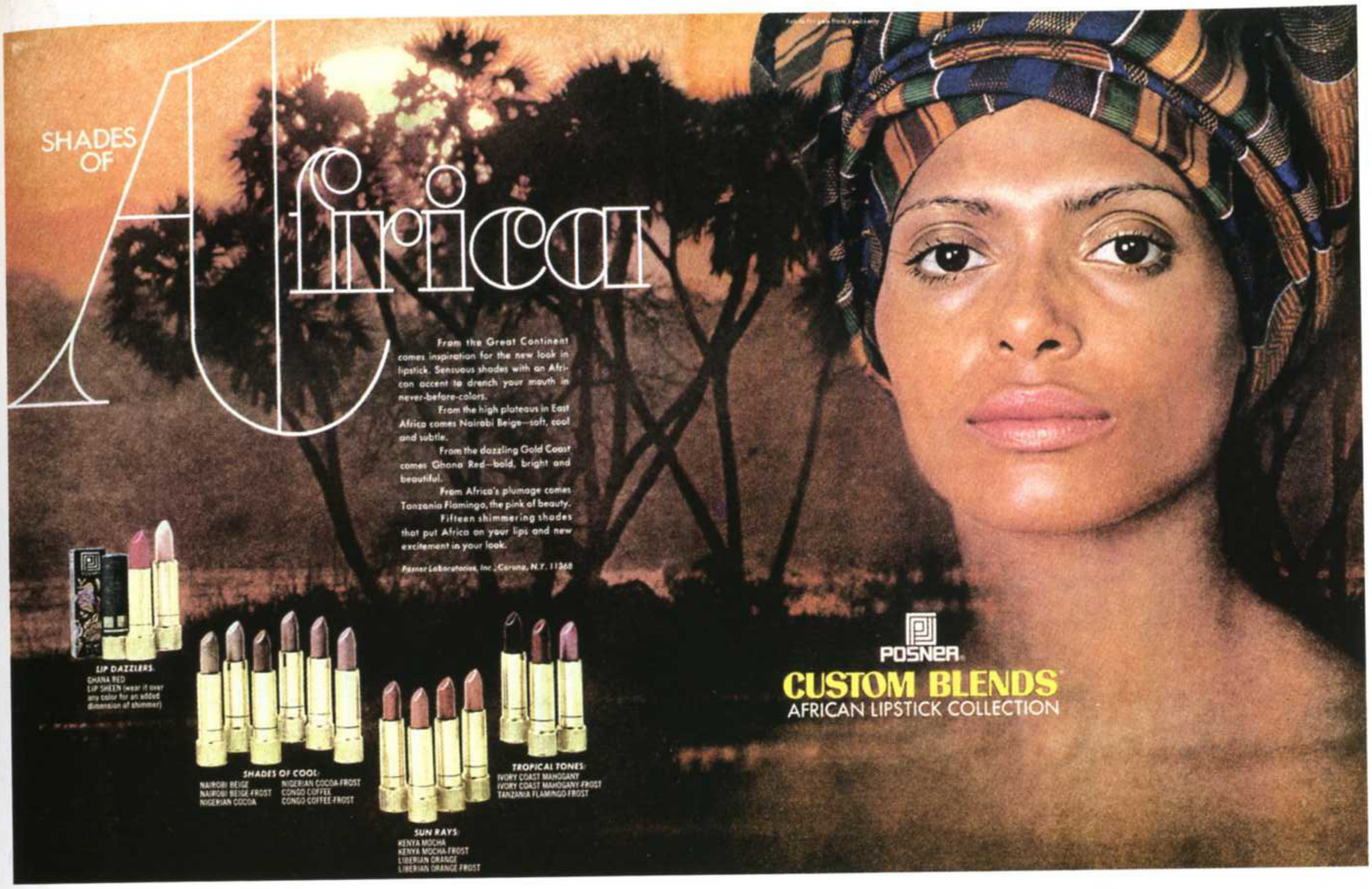
SLICK ON GLOW

Custom Blends Slick-On Glow by Posner, the first face glistener for black complexions. Sheer "see-through" radiance. Puts a black woman's face in a beautiful new light. Bronze Glow. Rose Glow. Peach Glow. Naked Glow. From the makeup collection created for black complexions . . .

POSNER

CUSTOM BLENDS® COSMETICS

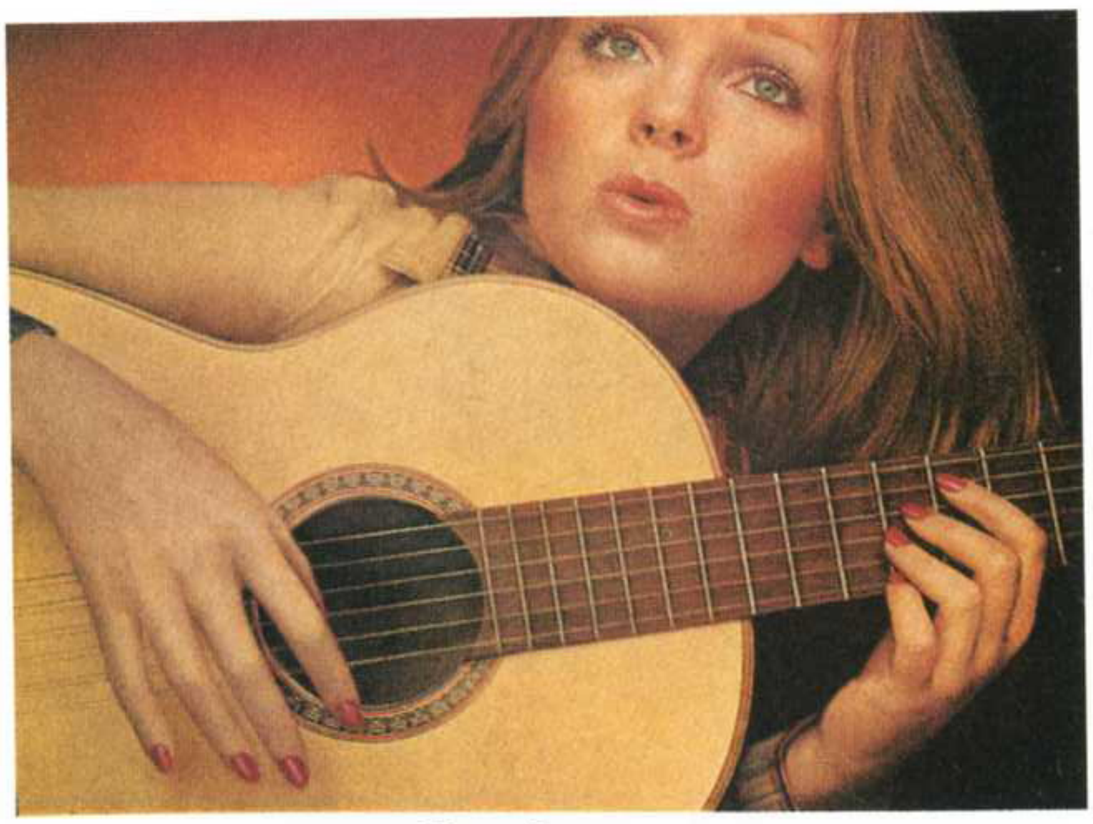
Posner is beauty power



Posner Custom Blends Cosmetics, 1971

Posner Custom Blends Cosmetics, 1972 ◄

CornSilk Cosmetics, 1974



Fabergé Cosmetics, 1974

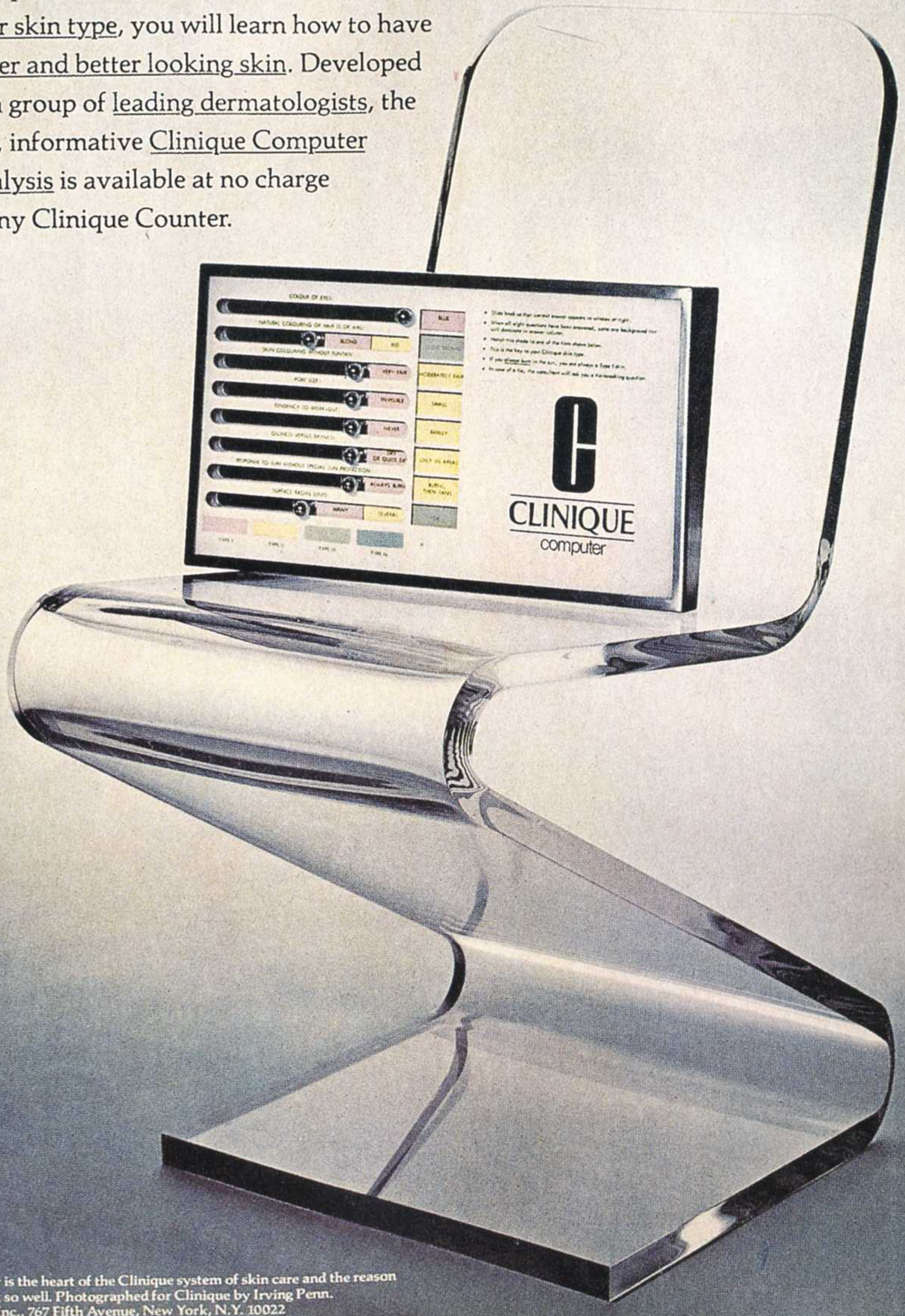
► *Chanel No. 5 Perfume, 1977*

N°5
CHANEL
PERFUME

The Clinique Computer will see you now.

It will be a revelation.

In a quick 30-second consultation, you will learn your skin type, you will learn how to have better and better looking skin. Developed by a group of leading dermatologists, the fast, informative Clinique Computer Analysis is available at no charge at any Clinique Counter.



The Clinique Computer is the heart of the Clinique system of skin care and the reason Clinique products work so well. Photographed for Clinique by Irving Penn.

Clinique Laboratories, Inc., 767 Fifth Avenue, New York, N.Y. 10022
© 1977 Clinique Laboratories, Inc.

NOW FROM BIOPHYSICAL RESEARCH & DEVELOPMENT CORP. COMES THE ULTIMATE SLENDERIZER

The Incredible New *SAUNA BELT*™

HOT PANTS™

THE *ONE DAY* SLENDERIZER WITH *'INSTANT'* HEAT

GUARANTEED TO REDUCE YOUR WAIST, ABDOMEN, HIPS AND THIGHS A TOTAL OF 6 TO 10 INCHES *IN JUST ONE DAY* OR YOUR MONEY REFUNDED

THE NEW SAUNA BELT HOT PANTS REDUCERS...CARRY THE MOST SENSATIONAL MONEY BACK GUARANTEE IN SLENDERIZING HISTORY.

There has never been an inches-off guarantee like this before. No longer is it necessary to wait months, weeks, or even days to lose excess inches from your body... **It is now possible to be 6 to 10 inches slimmer within just ONE HOUR of taking your Sauna Belt Hot Pants reducers out of their box.**

USER'S RESULTS FROM THIS FABULOUS ONE DAY SLENDERIZER

NIKKI McNICHOL: *"I went through the Sauna Belt Hot Pants program, and just one hour later was 12¼" slimmer! I actually lost 2½" from my waist, 2" from my tummy, 3¼" from my hips and 2½" from each thigh and the inches have stayed off!"*

TED PAMPLIN: *"I actually lost 4" from my waistline from just one session of using the Sauna Belt Hot Pants! At the same time I lost 2" from my abdomen—2" from my hips—and 2" from each thigh for an over all loss of 12". Until I tried this new Hot Pants program, I didn't believe it possible to reduce so much in just one day—and without dieting."*

JOAN TURNER: *"I never dreamed anything could give such incredible results as the Sauna Belt Hot Pants. I used them just one day and lost 14 excess inches! My inch losses were: 3½" from my tummy—3¼" from my waist—2" from my hips—2½" from each thigh—it's just fabulous—14" in total and I didn't even have to diet."*

This man and this woman shown here each spent one brief period one day using the Hot Pants reducers. Their "after" photos show the startling results now possible with this incredible new program. Jennifer Mendonsa, on the left, lost 2½ inches from her waist, 2 inches from her tummy, 3 inches from her hips and 4 inches from her thighs for a total loss of 11½ inches. Peter Richter lost 3½ inches from his waist, 2½ inches from his abdomen, 3 inches from his hips and 1½ inches from each thigh for a total loss of 12 inches. All of these amazing inch losses from just one use of the incredible Hot Pants reducers . . . and all without dieting.

© Biophysical Research & Development Corp. 1971, P. O. Box 3984, San Francisco, CA 94130 / Patented

HERE IS HOW THEY WORK: The real heart of the Sauna Belt Hot Pants program is the special thermal pack unit developed by a scientist from California Polytechnic. These thermal pack units are designed for your Hot Pants reducers to fit directly over the areas where you most desire to take off excess inches . . . your waist, your hips, your thighs or ALL three areas as you may choose. Once the thermal packs are in place and the Hot Pants reducers are inflated, you will then do a brief exercise program pre-selected by you from the instruction booklet provided. Super effective, these thermal packs instantly amplify and augment the heat produced by the pants themselves and, together with the program, speed up the process of melting away inches. At the conclusion of your program you will relax for a short period of time—and you can tell By the surprising, but decidedly pleasant, glow of warmth all around the areas you want to reduce that these super new Hot Pants reducers are working their particular wonders for you even while you relax. **and a marvelous thing to remember is that any time you should happen to put on excess inches, any time you want to trim off inches for a special occasion or to wear a special outfit, your Hot Pants reducers are ready and waiting to work their special reducing magic any time you need it.**

TRULY PHENOMENAL RESULTS ARE BEING ACHIEVED BY USERS. The new Hot Pants reducers have hit the world of slenderizing like a time bomb that explodes all existing time barriers in slenderizing. Users are losing a total of 10, 12, and even 14 inches in just one day with the super Sauna Belt Hot Pants program. There may be variations of speed and/or degree of results due to individual differences in metabolism and body response, therefore 10 special non-reuseable thermal packs are included with each order. And remember this—these super Sauna Belt Hot Pants reducers are a true wonder and no matter what your metabolism, no matter what your body type, **if you do not lose a total of 6 to 10 inches from your waist, abdomen, hips and thighs in just ONE DAY without dieting, you may within 10 days return your Hot Pants reducers and the entire purchase price will be refunded.**

SAUNA BELT HOT PANTS—THE WORLD'S MOST INCREDIBLE ONE DAY SLENDERIZER . . . and the price is only $14.95 . . . This one price includes everything you need for the world's fastest, most exciting slenderizing program. You will receive your super Sauna Belt Hot Pants reducers; you will receive a supply of the wonder working thermal pack units; you will receive complete instructions and the special programs designed to be used with your Hot Pants reducers; and most important to you, you will receive an unconditional Money Back Guarantee that you must lose a total of 6 to 10 inches from your waist, abdomen, hips and thighs in just ONE DAY—without dieting—or your money back.

So if you want to be suddenly slimmer, suddenly trimmer, order your new Hot Pants reducers today and discover what a difference a day makes. Just think, if you had your Hot Pants reducers today you could be 6 to 10 inches slimmer when you put on your swim suit tomorrow . . . or your money back.

BIO RESEARCH, P.O. Box 3984, Dept. L-31, San Francisco, CA 94130

Please send me... Hot Pants reducers along with complete easy to use instructions and program. I understand that if I am not totally delighted in just ONE DAY I can return the Hot Pants to Biophysical Research and Develop. for each Hot Pants reducer and receive my money back.

Check ☐ Money Order ☐ Charge ☐ If you desire Air Mail, add $1.00 for each Hot Pants reducer.

Waist: Waist size ____ Hips size ____

Man: Waist size ____ Thigh size ____

Name ____ Address ____ City ____ State ____ Zip ____

Hot Pants Slenderizer, 1971

AN AMAZINGLY RAPID AND EFFECTIVE NEW **WAISTLINE** REDUCER

The Incredible New...

SAUNA BELT

GUARANTEED TO TAKE FROM 1 TO 3 INCHES OFF YOUR WAISTLINE IN JUST 3 DAYS OR YOUR MONEY REFUNDED

SAUNA BELT—the first really new idea in slenderizing in years produces sensationally rapid results in reducing the waistline—for men or women—and without the need for dieting. Unbelievable results like these:

MR. VAUGHN GREGORY: *"I used the Sauna Belt three days in a row, twenty minutes each day and lost 3 inches on my waistline and 2 inches on my abdomen."*

MRS. C. M. SORENSEN: *"Using the Sauna Belt for just a few minutes a day for one week produced a 3 inch loss on my waistline."*

MR. V. BELASCO: *"All of my trousers had become too tight around the waist. I used the Sauna Belt for about an hour one evening and lost almost 2 inches from my waist. The inches have stayed off and my clothes fit perfectly now."*

MRS. L. PEREZ: *"I used the Sauna Belt for about 30 minutes one afternoon and lost 2 inches from my waistline and 1½ inches on my tummy. It is truly amazing."*

WHAT IS THIS SENSATIONAL NEW "SAUNA BELT"? The Sauna Belt is made of a special non-porous plastic material. It is completely different from any other belt on the market that makes waist reducing claims. The Sauna Belt is placed around your waist, directly against the body, and then, by use of the special tube provided, the belt is inflated—just like blowing up a balloon. As the belt is inflated it will tighten itself around your waist and you will notice a snug, comfortable feeling of warmth and support throughout your waistline and lower back. After the belt is in place and inflated, you will then perform the two magic waistline reducing exercises, specifically designed for use with this remarkable belt. This will take just a few minutes and then you will relax, while leaving the belt in place on your waist, for another 20 minutes or so. That is all there is to it. This inflated belt is specifically designed to provide resistance to the movements and to provide heat and massage to every area of your waist—back, front and sides—**and when you remove the belt—voila!—a tighter, firmer waistline from which the excess inches are already beginning to disappear.**

1. Slip the belt around your waist—inflate—and you are ready to go over two magic waist reducing exercises: 5 to 10 minutes.

2. After your exercises, you simply relax for about 20 minutes while keeping the belt around your waist.

3. Then remove the Sauna Belt. Your waist will already feel tighter and trimmer. Many persons have lost an inch or more the very first day.

HOW LONG MUST I USE THE SAUNA BELT? That depends on your goals—how many inches you want to lose from your waistline and at the rate at which your body responds. Each person's body makeup is different, therefore the degree of loss will vary with individuals. It is recommended that you use the belt for a few minutes each day for 3 days in a row when you first get the belt and then about 2 or 3 times a week until you have lost as many inches as you desire. After that you can keep your waistline where you want it by using the belt about twice a month. **Many, many people lose an inch or more the very first day they use the belt. There are those who have lost as much as 3 inches on their waistlines from just one session with this magic belt.** The results from the Sauna Belt have been dramatic, to say the least, but whatever speed of inch loss your particular metabolism allows you with this belt, remember this: **You must lose from 1 to 3 inches from your waistline in just 3 days or you may return the belt and your entire purchase price will be immediately refunded.**

NOTHING ELSE LIKE IT . . . THE PRICE IS ONLY $9.95. We have run tests on thousands of individuals using this belt and nothing else that we know of can give the sensational results in rapidly reducing the waistline as does the incredible new Sauna Belt. There are many heat belts on the market, but none that can begin to provide the resistance and the complete waistline control that means so much to your rapid results, made possible by the inflatable feature of the Sauna Belt. There is no need to wear a weighted belt around your waist for hours every day. Our tests showed that the Sauna Belt gave results many times faster in just a few minutes a day and is a marvel of ease and comfort. Neither did our tests reveal any electronic device, many costing hundreds of dollars, that gave you even a fraction of the results as the fabulous Sauna Belt for only $9.95.

MONEY BACK GUARANTEE: We are so convinced that the Sauna Belt is the fastest, surest, most convenient, most comfortable, most sensationally effective waistline reducer ever discovered that we offer this unconditional Money Back Guarantee: **Man or woman, if your waistline is cut 1 to 3 inches smaller after using the Sauna Belt for only 3 days, you may simply return the belt to us and your money will be refunded promptly and without question.** So if you want a trimmer, slimmer, firmer, tighter waistline, and you want it now—send for your Sauna Belt today and discover what a remarkable difference it can make in the way you look and the way you feel. It will be the best investment in your appearance you will ever make.

SAUNA BELT, INC., P. O. Box 3984, Dept. L-31, San Francisco, California 94130

Please send me... Sauna Belts at $9.95 each. I understand that if I am not totally delighted with my Sauna Belt I may return it within 10 days for my money back.

Check ☐ Money Order ☐ Charge ☐ Cash ☐ If you desire Air Mail, add $1.00 for each Sauna Belt.

Man: Waist size ____ Woman: Waist size ____

Name ____ Address ____ City ____ State ____ Zip ____

© Sauna Belt Inc. 1969

Sauna Belt Waistline Reducer, 1970

Stretch your Imagination in Exercising with a

SLIM-GYM™

It Works & Feels Good Too!

This is the "Slim Gym." The world's easiest method of active exercise, AND IT WORKS! MEN CAN LOSE A BELT NOTCH IN JUST TWO WEEKS. LADIES, TRY THE SLIM GYM . . . SEE WHAT IT WILL DO FOR YOU IN JUST TWO WEEKS OF RELAXING EXERCISE. AND THE BEST PART IS, it only takes a few minutes a day, not just for men or women, but EVERY BODY.

YOU TOO CAN:
Trim inches . . . Improve Breathing . . . Improve Circulation . . . Improve Posture

Look Better-Feel Better!

Upper Arms, Shoulders, Chest and Pectorals. Sit on side of unit as bending legs straight out off the floor. Place hands on side of cot and push your arms until they are straight. Then relax your arms letting your body come to the original position. Continue this exercise until you can do it for three minutes each day.

Ankles, Arches, Calves and Arms. Assume the basic lying-on-back position, placing feet against bottom bar, grasping top bar, and then, as you begin flexing action, apply a pushing pressure against end bars, applying as much force as desired. As in all exercises, develop a rhythmic breathing pattern, inhaling as you extend your body and exhaling when returning to the starting position.

Waist, Outer Thighs, Hips. Turn on right side, extend right arm and grasp top bar, place feet indian file against bottom bar, gently begin flexing action, inhaling and exhaling as before. Vary exercise by raising left leg at height of arch. After several flexions, repeat exercise on the left side. Inhale and exhale with each flexing action.

Arms, Shoulders, Chest, Pectorals. In face down position, grasp mounts if a man (or side bars if a woman, at a place roughly under the shoulders.) Begin flexing action and extend arms to a "push-up" position as you arch. Repeat several times, inhaling as you arch, exhaling as you release. Carefully avoid quick movements.

KEN WALLER
MR. U.S.A. 1969–1970
"I have worked with exercise equipment most of my life . . . I feel the "SLIM GYM" is the finest home exercise device for both men and women."

The "Slim Gym" is sold **ONLY** in the privacy of your own home, by appointment. Call the distributor in your area (see list on adjoining page), or just send coupon.

RELAXAWAY/SLIM GYM ©1970
2340 Sawtelle Boulevard
W. Los Angeles, California 90064

Name: _____

Address: _____

City: _____ State: _____

Check One
☐ I would like a demonstration of Slim Gym
☐ Please send me the name of my nearest Slim Gym Dealer.
☐ Tell me the money I can make as a Slim Gym dealer

Slim-Gym Exerciser, 1970

THESE MEN ARE REDUCING THEIR WAISTS, ABDOMENS, HIPS AND THIGHS

with the Fabulous New *SAUNA BELT*™

TRIM-JEANS

"I got my physique into excellent shape . . . tighter, firmer and 10½ inches trimmer with these great trim-jeans. It took just a few minutes a day over the 3 day period during which I lost 3¼ inches from my waist, 3¼ inches from my abdomen, 1½ inches from my hips and a total of 2½ inches off my thighs. Terrific results . . . a terrific product!" GARY COOPER

"These trim-jeans are without doubt the fastest method of trimming excess inches off one's physique that I have ever seen. I used them for just 3 short sessions during which I reduced my waist by 3 inches, my abdomen by 4 inches, my hips and thighs by several inches for an overall reduction of more than 11 inches. While using the trim-jeans I didn't change my normal living habits or follow any special diet. For the amazingly small amount of time and trouble involved, the results from this product are incredibly rewarding." HARVEY WARD

GUARANTEED TO REDUCE YOUR WAIST, ABDOMEN, HIPS AND THIGHS A TOTAL OF FROM 6 TO 9 INCHES IN JUST 3 DAYS OR YOUR MONEY REFUNDED

THIS SUPER PRODUCT IS PRODUCING SUPER NEW SLENDERIZING FOR A HOST OF MEN. HERE ARE JUST A FEW:

David Medoros: *"Just 3 days on the trim-jeans program and I trimmed off 13 excess inches, 5 inches from my waist, 4¾ inches from my abdomen, 1 inch from my hips and 3¼ inches from my thighs. By doing—and my appearance has improved 100%."*

Richard Martin: *"I trimmed a total of 10¾ inches off my midsection, hips and thighs in 3 days with trim-jeans—actually lost 7¾ inches in one 30 minute period the first time I used them. During the 3 days my waist came down from 36 inches to 33½ inches and my abdomen from 41 inches to 36½ inches."*

Merlin Dunn: *"It was an extremely satisfying experience to spend 3 rather brief periods using the trim-jeans and to discover that my waist, hip and thigh measurements had decreased by a total of more than 10 inches. I find that my entire physique has assumed a much trimmer, more athletic appearance."*

Here is how it works:

Harvey Ward, after putting on his trim-jeans, is indicating them with the handy pump provided. He is now ready to perform his "Magic Torso" movements. An exercise program designed specially for trim-jeans.

After a few pleasant moments—about 10 minutes or so—doing his "Magic Torso" movements, Harvey is now relaxing around the house for an additional 20 minutes while keeping his trim-jeans on. That is all there is to it.

Harvey now removes his trim-jeans and finds his results incredibly rewarding. **Harvey lost 3" from his waist, 4" from abdomen and a total of 4½" from his hips and thighs—for a total measurement loss of 11½" in just 3 days.**

up to 13 or more inches from 3 sessions. This principle produces really fantastic results. There may be variations of speed and/or degree of results due to individual differences in metabolism and body response. Not everyone may lose 7 inches in just 1 session and 13 or more inches in 3 days but remember this: No matter what your metabolism, no matter what your body type, **if you do not lose a total of from 6 to 9 inches from your waist, abdomen, hips and thighs in just 3 days, you may return the trim-jeans and the entire purchase price will be immediately refunded.**

TRIM-JEANS—THE SPACE AGE SLENDERIZER WITH RESULTS THAT ARE OUT OF THIS WORLD. The trim-jeans are a marvel of ease, comfort and efficiency. Once you have slipped them on, you are ready for the most astounding experience in rapid slenderizing you have ever known. **Only trim-jeans has the unique features of design, including the exclusive super sauna-lock that permits the constant snug fit and solid support in all 4 areas—waist, abdomen, hips and thighs—without which truly sensational results are not possible.** We recommend that the trim-jeans be used a few minutes each day for 3 days in a row when you first receive them and then several times a week until you have achieved you maximum potential inch loss. After that, for maintenance you can use the trim-jeans about twice a month or as often as you feel the need.

THE MOST REVOLUTIONARY GUARANTEE IN SLENDERIZING HISTORY. So many users of the trim-jeans obtain 'instant reducing'—are inches slimmer, inches trimmer in from just 1 to 3 sessions with this super slenderizer—**are actually losing as much as a total of 7 or more inches from their waists, abdomens, hips and thighs in just 1 session and**

© Sauna Belt Inc. 1971, P. O. Box 3984, San Francisco, CA 94119 / Pats. Pend.

THE AMAZING TRIM-JEANS TAKE OFF INCHES WHERE THEY NEED TO COME OFF. Your trim-jeans are designed to give you just the reducing effect you need where you need it . . . and the price of the trim-jeans is just $13.95 and each pair carries a FULL MONEY BACK GUARANTEE. Here is the slenderizer supreme—trim-jeans—which we sincerely believe to be the easiest, fastest, most convenient, most sensationally effective waist, abdomen, hip and thigh reducer ever discovered—with the most revolutionary guarantee in slenderizing history. So if you want trimmer, slimmer, sleeker measurements and you want them now, send for your trim-jeans today.

TRIM-JEANS, P.O. Box 3984, Dept. ES-16, San Francisco, CA 94119

Please send me... Trim-Jeans along with complete easy to use instructions, including the Magic Torso Exercise Plan. I understand that if I am not totally delighted with my TRIM-JEANS and receive my money back. For each pair of Trim-Jeans I desire $13.95.

Check ☐ Money Order ☐ Charge ☐ Cash ☐ If you desire FIRST CLASS MAIL add $1.00 for each trim-jeans.

Man: Waist size ____ Thigh size ____

Woman: Waist size ____ Hip size ____

Name ____ Address ____ City ____ State ____ Zip ____

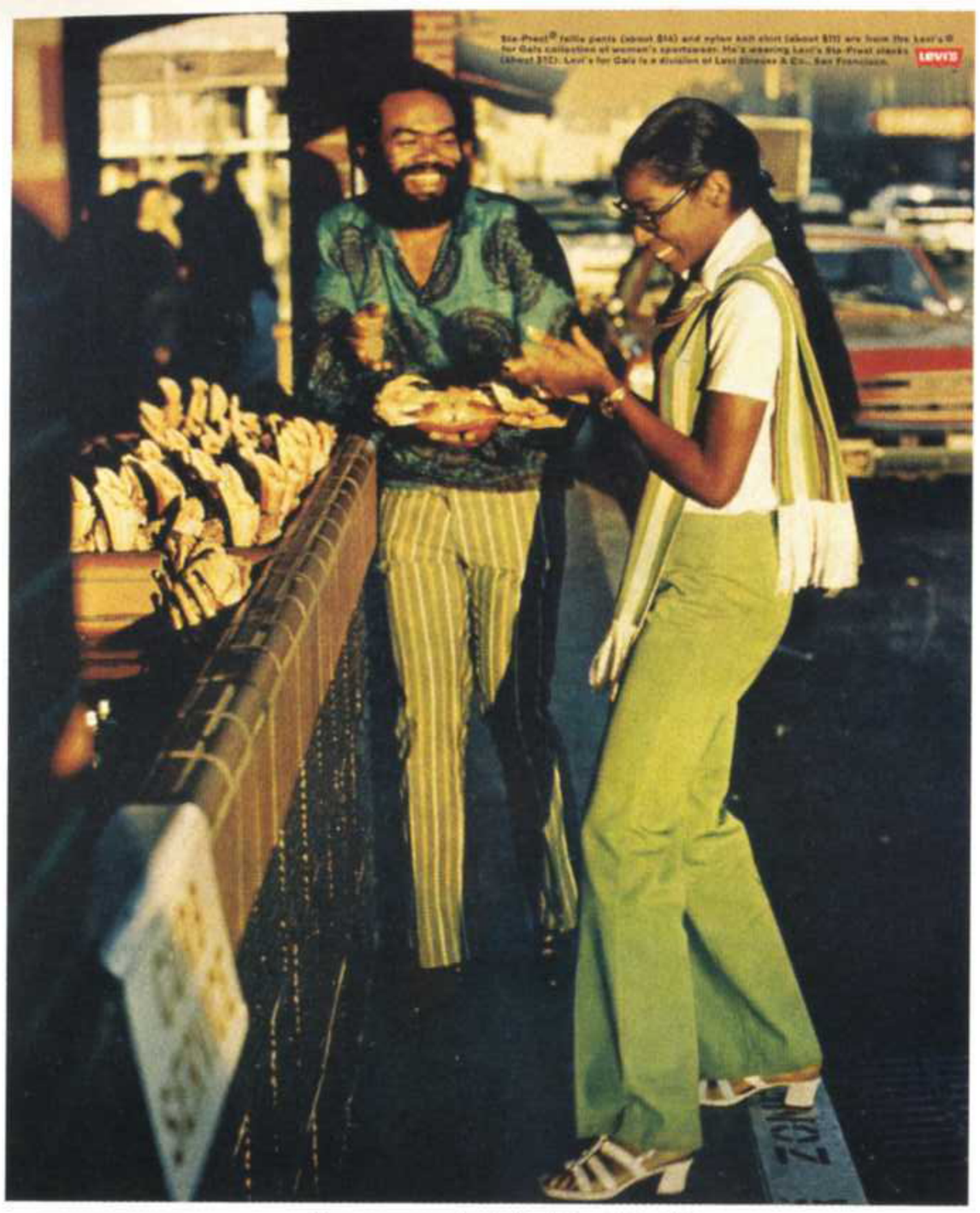
ESQUIRE: MAY 37

Trim-Jeans Slenderizer, 1971

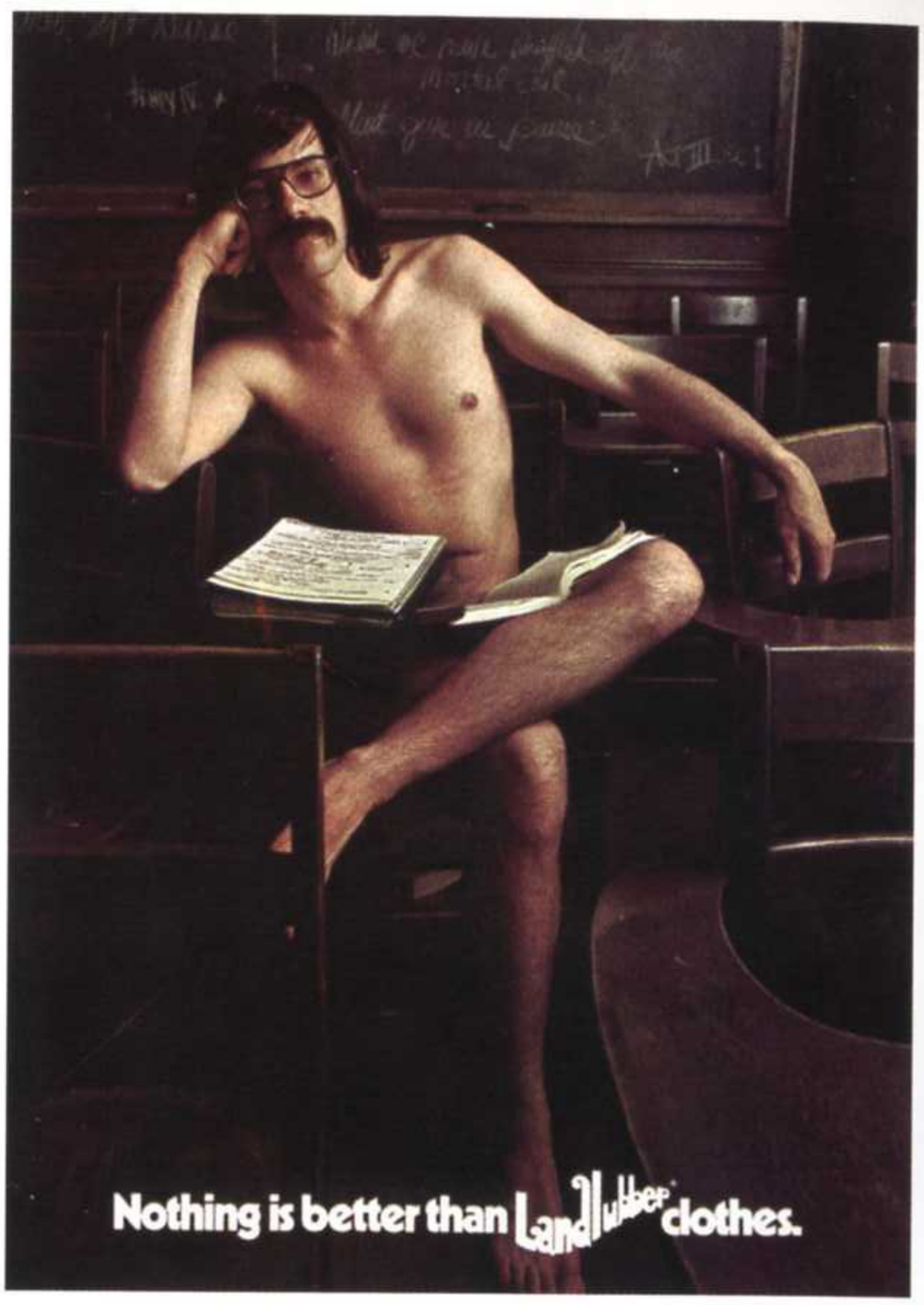
Clinique Cosmetics, 1977 ◄

► *Levi's, 1971*

Levi's® for Gals low rise flared jeans, about $11. He's wearing Levi's Sta-Prest® flared sl
about $14. Levi's for Gals is a division of Levi Strauss & Co., San Francisco.
The words "Levi's" and "Sta-Prest" are registered trademarks LEVI'S

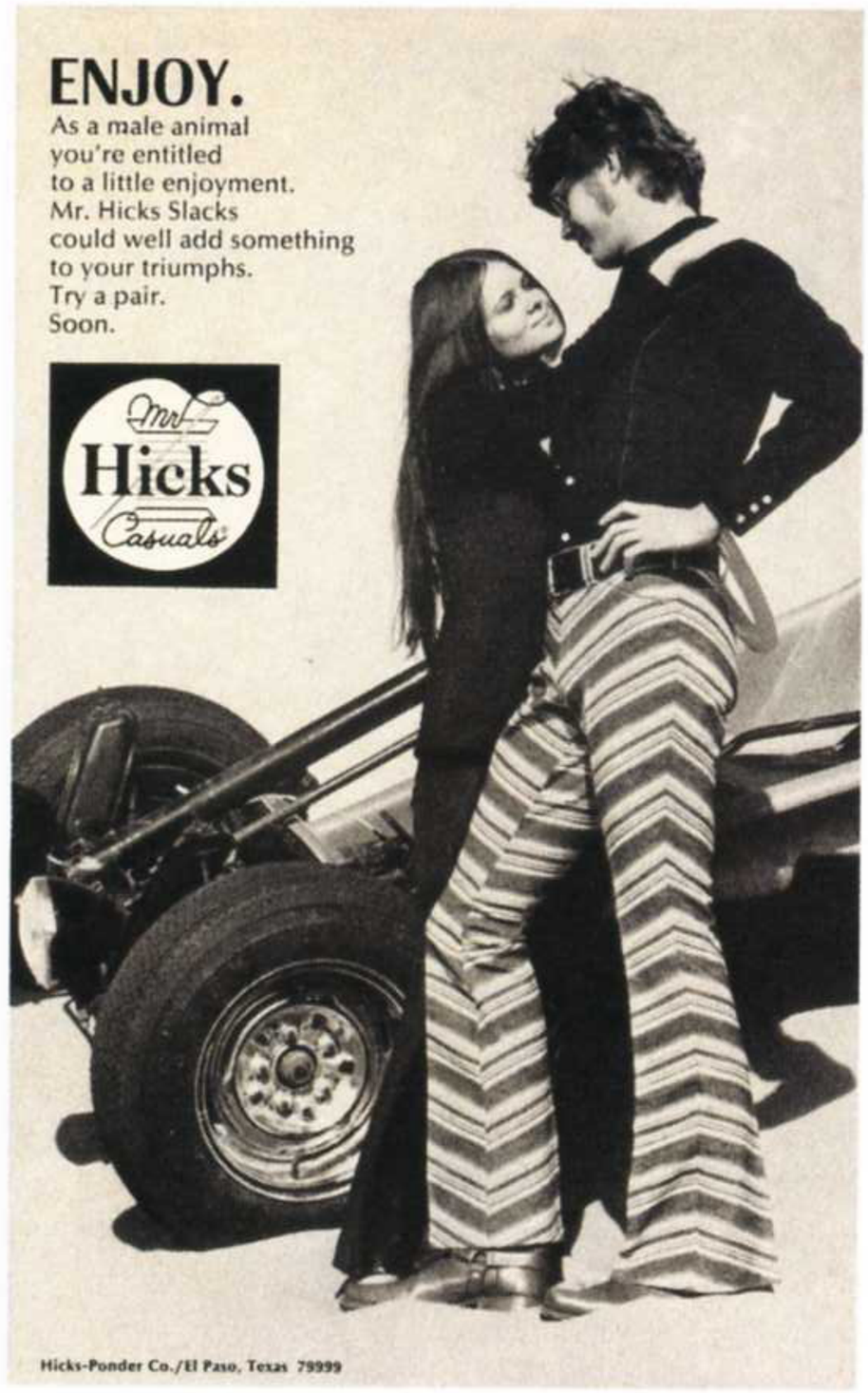


Levi's, 1970



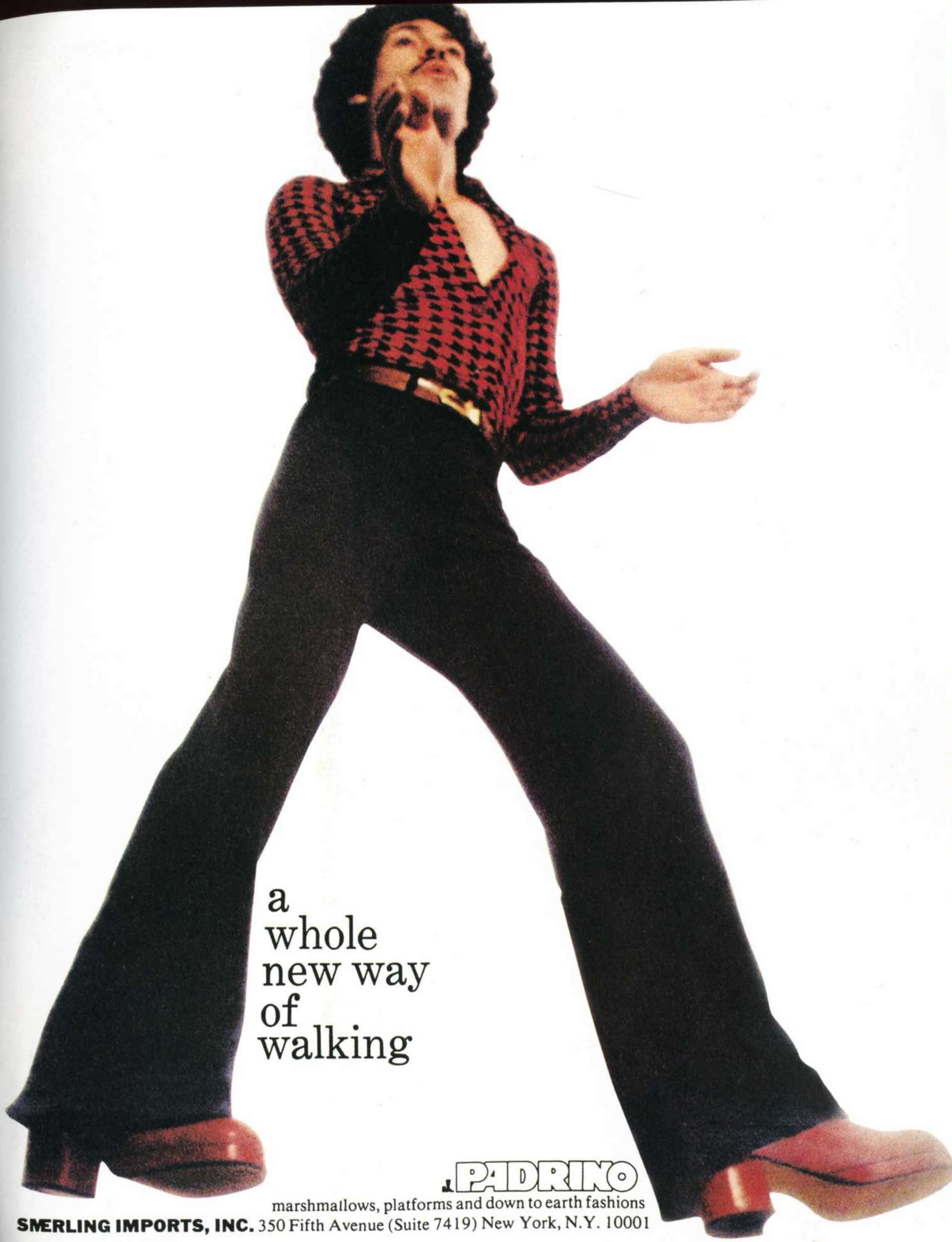
Landlubber Clothes, 1971

Enka, 1974



Mr. Hicks Casuals, 1971

► *Padrino Fashions, 1974*



a
whole
new way
of
walking

PADRINO

marshmallows, platforms and down to earth fashions

SMERLING IMPORTS, INC. 350 Fifth Avenue (Suite 7419) New York, N.Y. 10001

This is the tag you should look for even before you check the price tag.

You'll find it on this body suit by Diplomat.

The Herculon II* tag. It tells you what no price tag can.

That Diplomat is no Johnny-come-lately. They've long been a pace setter. A perennial fashion innovator.
And proud of the reputation they've built.

The Herculon II tag tells you Diplomat doesn't mind working a little harder to maintain that reputation. Putting in the extra effort it may take to meet Herculon II standards. So this body suit at about $15.00 doesn't come out looking like anybody else's body suit. At any price.

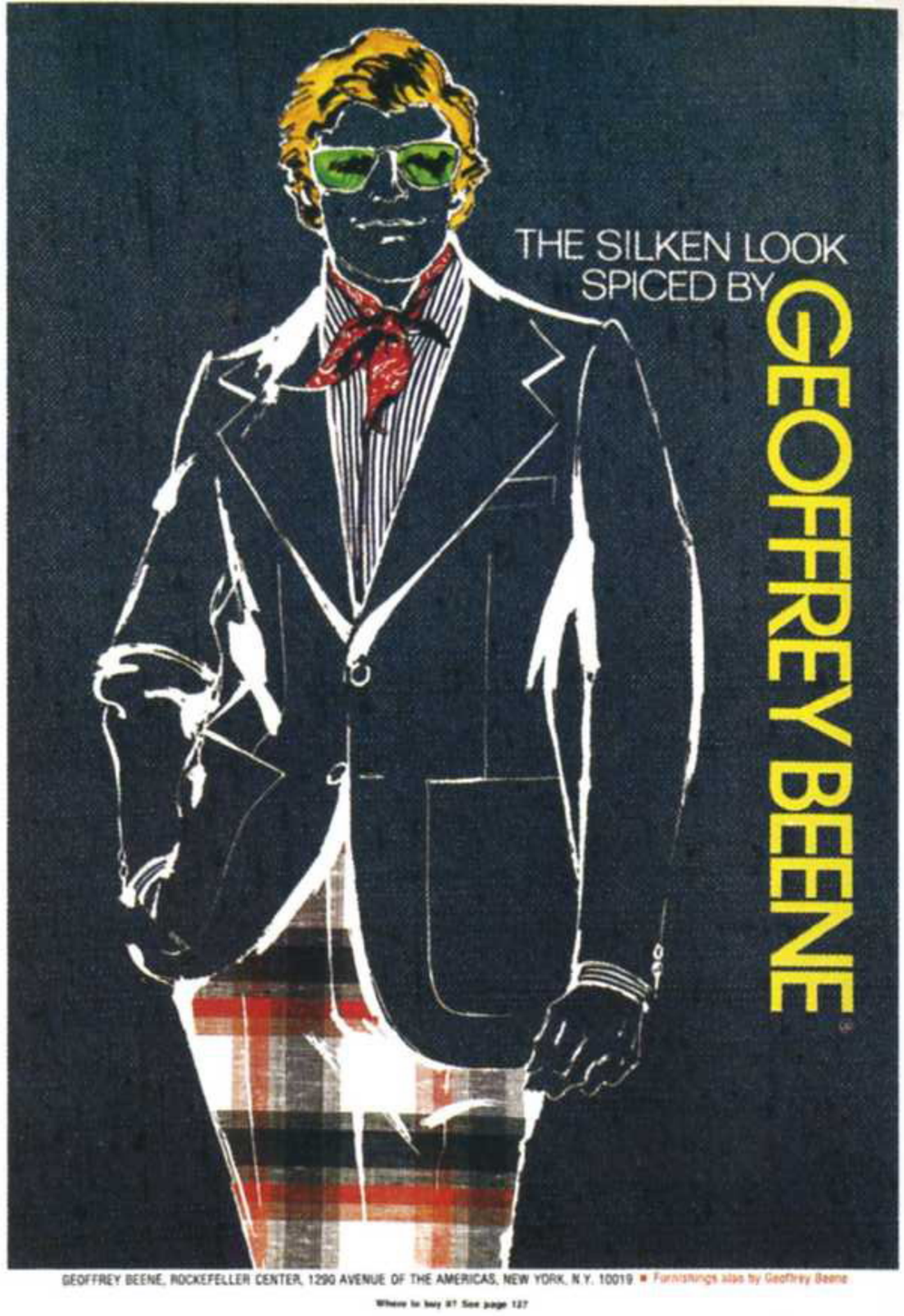
TUA MARKETING, INC.
1345 Avenue of the Americas, New York, New York 10019

*Trademark of Hercules Incorporated

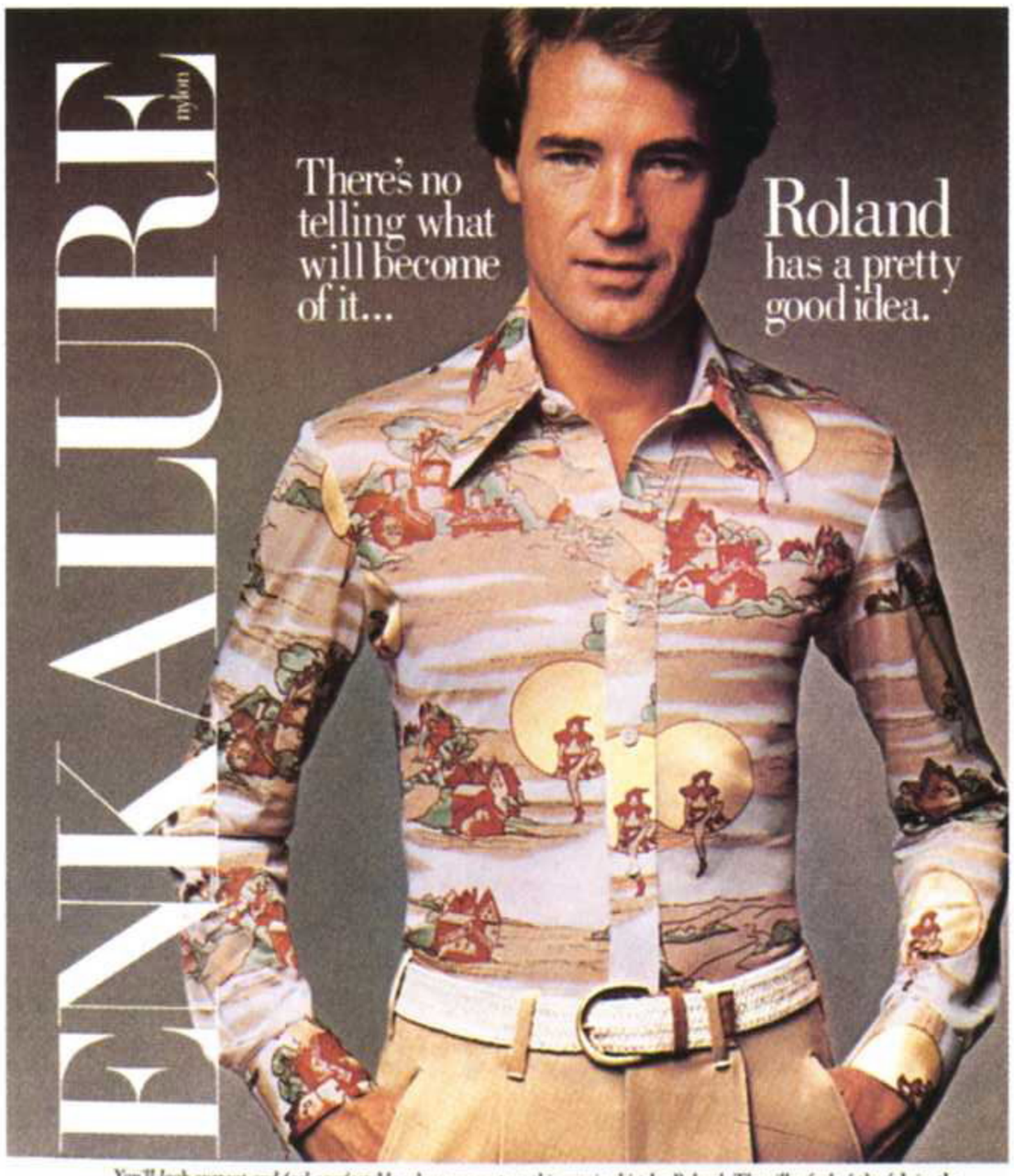
Herculon II, 1973 ◂

Phoenix Clothes, 1974

Encron Strialine Polyester, 1976



Geoffrey Beene Men's Wear, 1974



Enkalure Nylon, 1975

London Fog Trench Coats, 1972

► Rainfair Trench Coats, 1975

The Acapulco

Traveling people select this single breasted trench coat of 100% Dacron® polyester for its traditional styling features and soft pile zip-out liner. A fashion winner from our Winners Circle collection of rain-topcoats. Dupont ZEPEL® protected against rain or stain. About $87.50. Slacks by Smartair.

WINNERS CIRCLE
by
Rainfair

A Koracorp Company

Rainfair

DUPONT ZEPEL

flagg Bros.

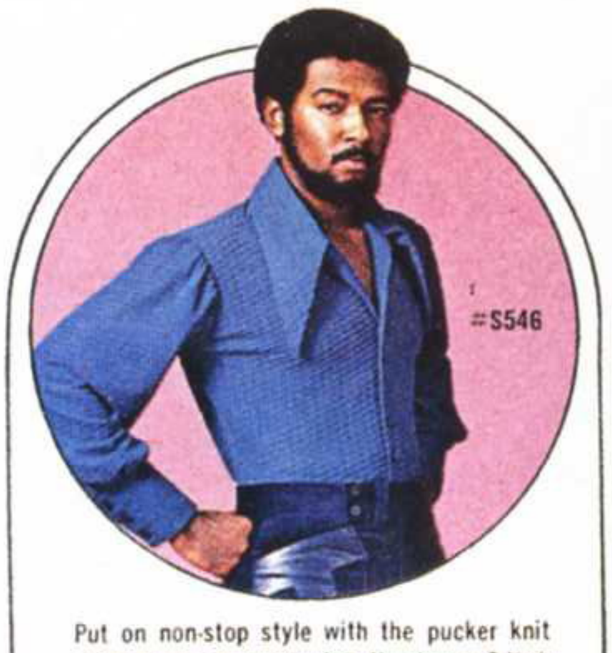
Men's Fashions By Mail

#6018

#6104

Walk proud in the MELLOW MOVER. A smooth black and burgundy leather lace-up. Newest tap sole and all-leather maxi heel. Biscuit toe. Curving leather accents around eyelets and toe. Style #6018. Only $17.99 by mail.

Be a cool stepper in the SOUL STRUTTER. A bold tan and black leather wingtip lace-up. Covered platform sole. Flared maxi heel. Style #6104. Only $16.99 by mail.



#S546

Put on non-stop style with the pucker knit shirt of acetate and nylon. Handsome 8-inch long point collar and cool balloon sleeves. Black #S540, Wine #S541, Royal Blue #S546. Only $12.99 by mail.

#S587

Get it on in this soulful shirt of luxurious Dacron and Rayon. Crocheted edging accents the 7-inch long point collar and front closing. Black #S580, Brown #S585, Yellow #S587. Only $15.99 by mail.

Walk tall in these 30-inch flare bottom slacks. Styled with 2 button extension waistband, western front and back flap pockets. Black #P140, Burgundy #P141, Gray #P142, Gold #P147. Waist sizes 27-34, 36, 38. Only $17.99 by mail.

#P140

#1778

The only way to go is up with the RILL THING. A smooth red and black leather lace-up. Bold red leather piping, platform sole and covered maxi-heel. Style #1778. Only $17.99 by mail.

#A811

Be your own kind of man in the DO-THE-DO toga suit. Coat and slacks are styled from luxurious acetate and nylon. Tunic is trimmed in imitation Persian lamb. Slacks feature 22-inch flare bottoms and extended waistband. Black #A810, Beige #A814, Burgundy #811. Coat Sizes S, M, L, XL. Waist sizes 28, 30, 32, 34, 36, 38. Only $42.99 by mail.

Cut along dotted line.

send for all new free catalog

Check here for FREE CATALOG ☐

NAME _____ (please print) ADDRESS _____ street

CITY _____ STATE _____ ZIP _____

If you are ordering any item from this page, fill in the following form.

Shoes in D widths only. Order slacks by waist size. Slacks shipped with unfinished bottoms. Shirt sizes S (14-14½) M (15-15½) L (16-16½) XL (17-17½)

STYLE # _____ SIZE _____ STYLE # _____ SIZE _____

STYLE # _____ SIZE _____ STYLE # _____ SIZE _____

(If money order, add $1.25 uniform postage fees and insurance. For C.O.D., add $1 deposit. No C.O.D.'s can be delivered to A.P.O. or F.P.O., or any foreign country. Orders to these addresses must be paid in advance. Tennessee residents, add 5% sales tax.)

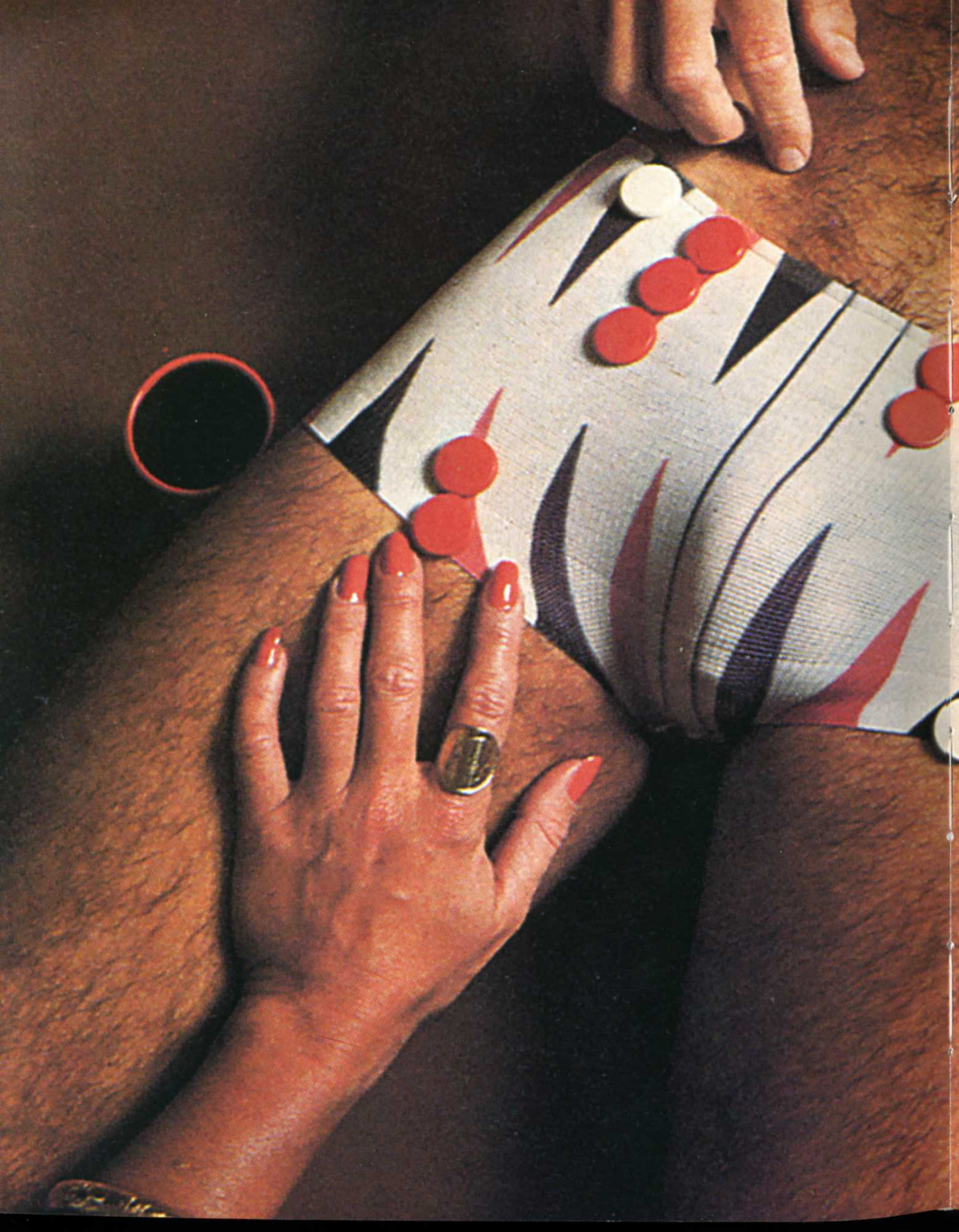
☐ Money Order ☐ C.O.D.

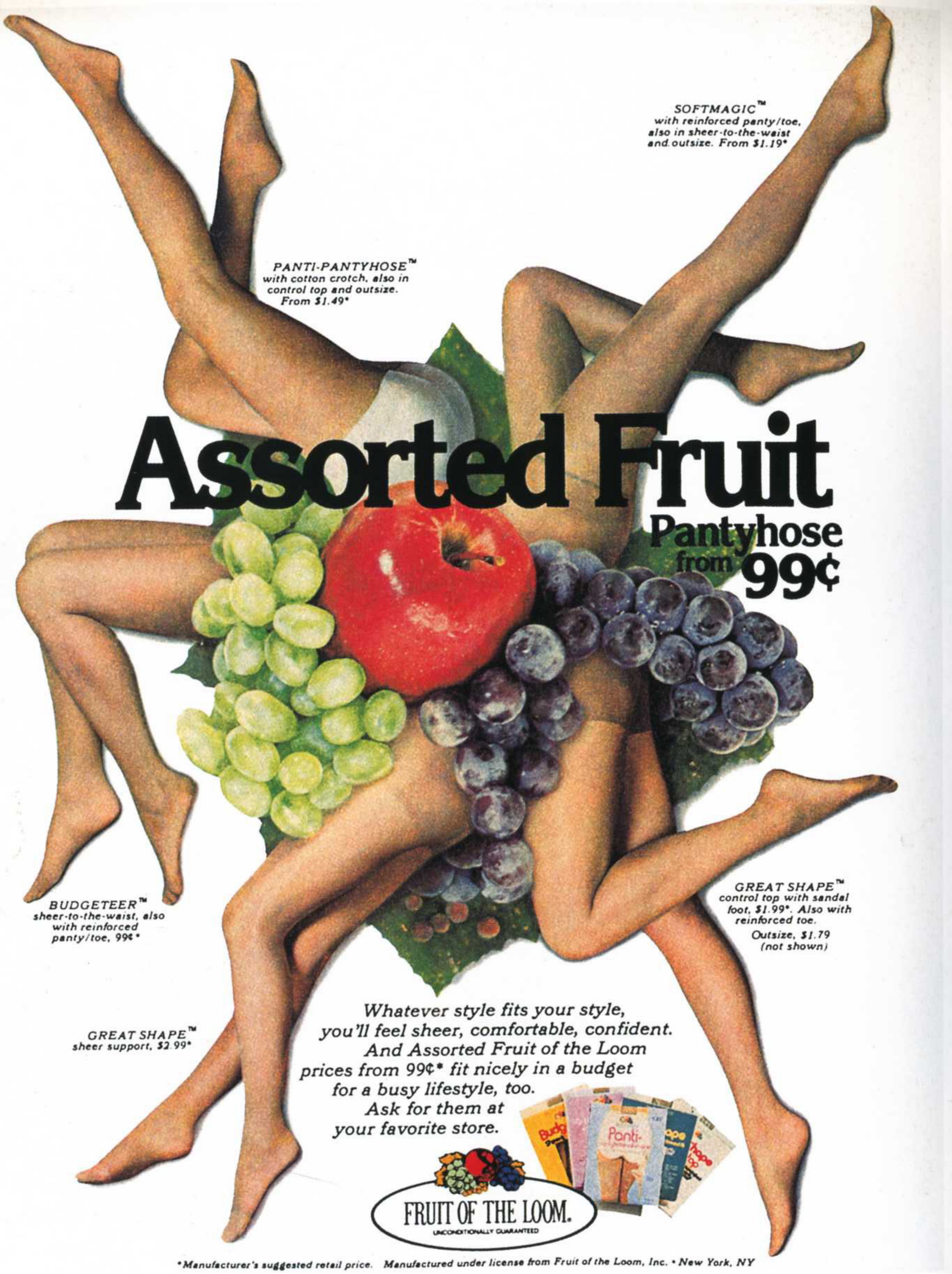
Send to: **flagg Bros.** Dept. E-11 492 Craighead St., Nashville, Tennessee 37204

Flagg Bros. has these and many other man-making styles in their FREE full color catalog.

Johnny Carson Apparel, 1974 ◄ *Flagg Bros. Men's Fashions, 1974*

► *Adam Briefs, 1976*





Fruit of the Loom Panty Hose, 1978

▸ *Interwoven Socks, 1972*

You're looking at a revolution.

The most influential men in America are breaking out of their socks—out of their old, blah, boring, one-color, no-style socks.

At Interwoven/Esquire Socks, we saw it coming all the way. That's why we make the great fashion socks that are making it happen.

In lots of great colors and lengths. All in the first Ban-Lon® pattern socks ever made. They feel softer and fit better than any sock you've ever worn.

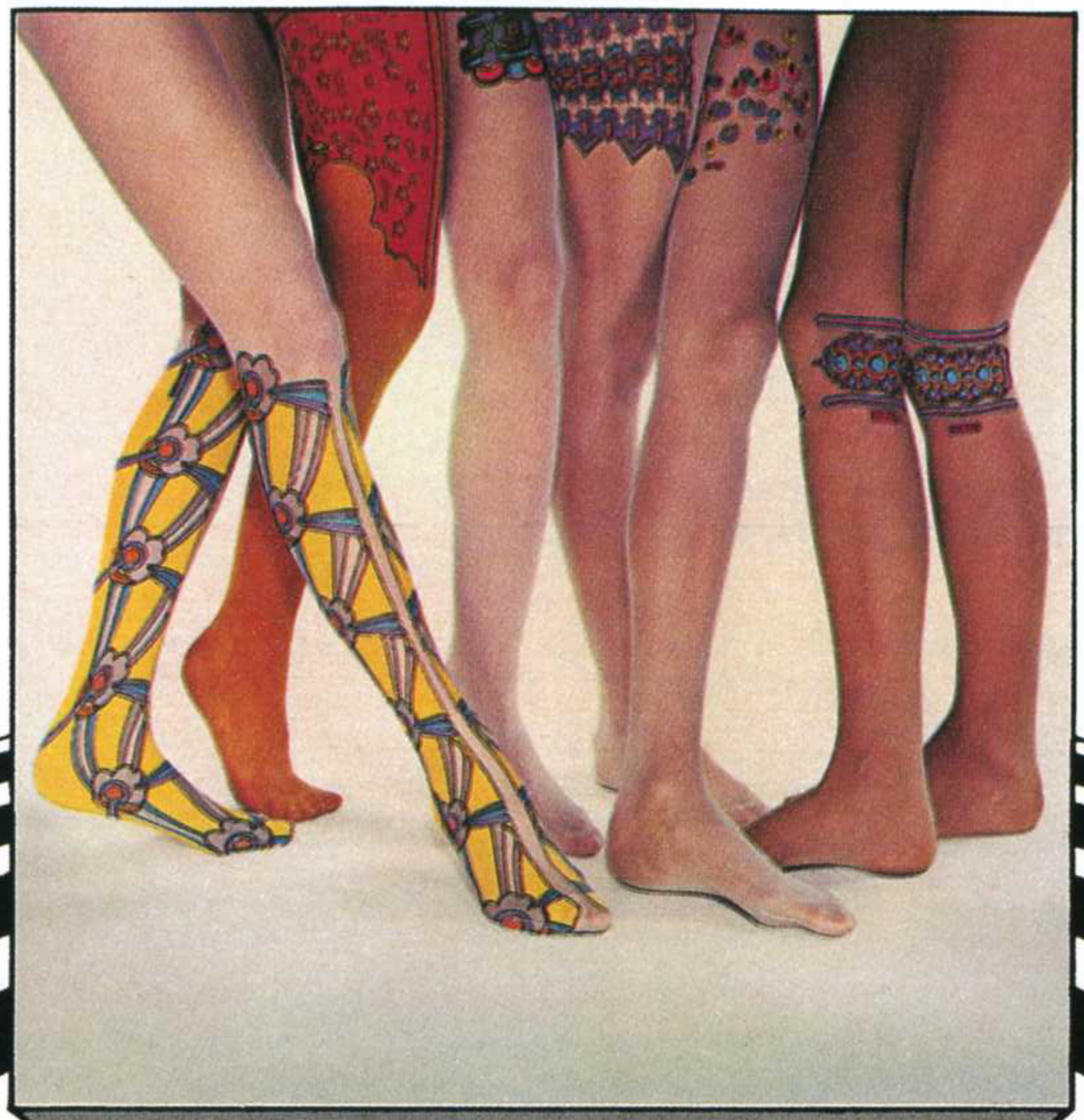
That's why we dress the best-dressed men in America. Or anywhere.

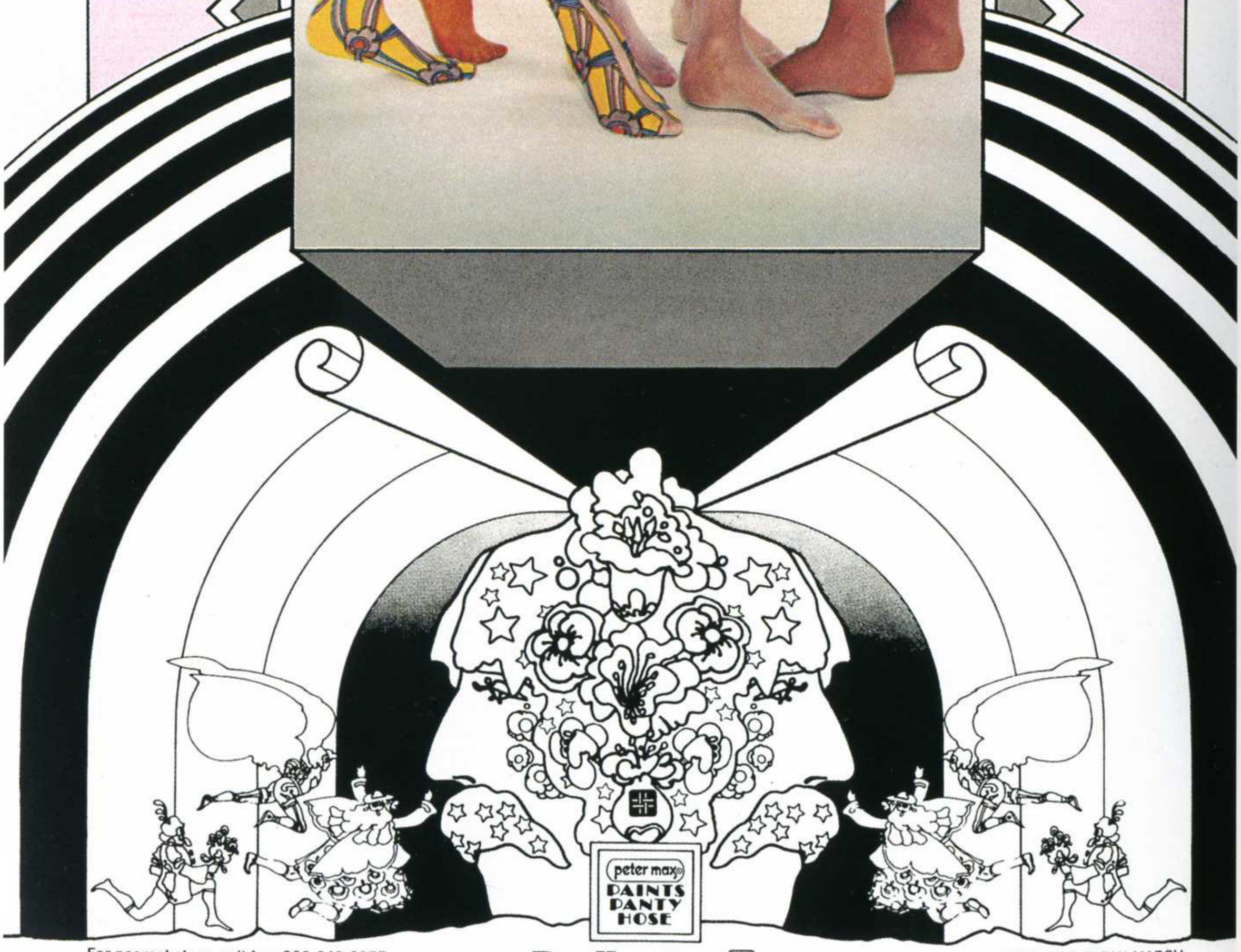
Interwoven®
ESQUIRE SOCKS®

BAN-LON® Quality

Peter Max paints panty hose for Burlington-Cameo.

they come in three proportioned-to-fit sizes, $8.00 each. body stockings, too. one size only, in 2 peter max original designs [not shown]. cost $10.00 each. buy the panty hose or body stockings and you get a coupon for a peter max poster. [it's a copy of this page blown up to poster size 24"x36".] send us the coupon you'll find in the package and one dollar to cover handling and postage. we'll send you the poster. who knows, your room might even look as good as your legs.





For nearest store, call free 800-243-0355.
In Conn. call 853-3600 collect.

Burlington cameo

AVAILABLE EARLY MARCH.

©1970 Burlington Ind., Inc.

Burlington Panty Hose, 1972

Big Mama,

you're beautiful.

(You're even guaranteed for 30-days-wear-or-a-new-pair.)

Beautifully fitting and sheer, from top to toe, be you Large or Extra Large* Big Mama pantyhose—thanks to your new Captiva® nylon yarn's super stretch, strength and wearability.

Beautifully long-wearing, as evidenced by your guarantee of 30 days wear or a new pair, no matter what.

Beautifully practical with your exclusive reusable panty.

Beautifully comfortable, with not a single lump, bump, bulge, seam, or wrinkle to be seen or felt.

Beautifully beautiful in your fifteen luscious sheer shades.

And beautifully economical*, at Ardens Shops, Gemco, Memco, Wonderworld and other fine chain, drug and variety stores everywhere. Or, write: Sheffield Hosiery Mills, 1190 N.W. 159th Drive, Miami, Florida 33169. A division of Sheffield Industries, Inc.

Captiva® nylon. They last.

®TRADE MARK ALLIED CHEMICAL CORPORATION Allied Chemical

***Large: 5'-5'9", 165-230 lbs. Extra Large: 5'-5'9", 230-260 lbs. Sunlight, beige-tone, tantone, taupetone, cinnamon, twilite, coffee, navy, off-white, off-black, white in all styles. Plus plum, red onion, rust and grey in Large Big Mama only. Large, Extra Large Big Mama pantyhose, $2.49; also in sheer stretch Lycra® Spandex support pantyhose, $3.49: suggested retail prices.**

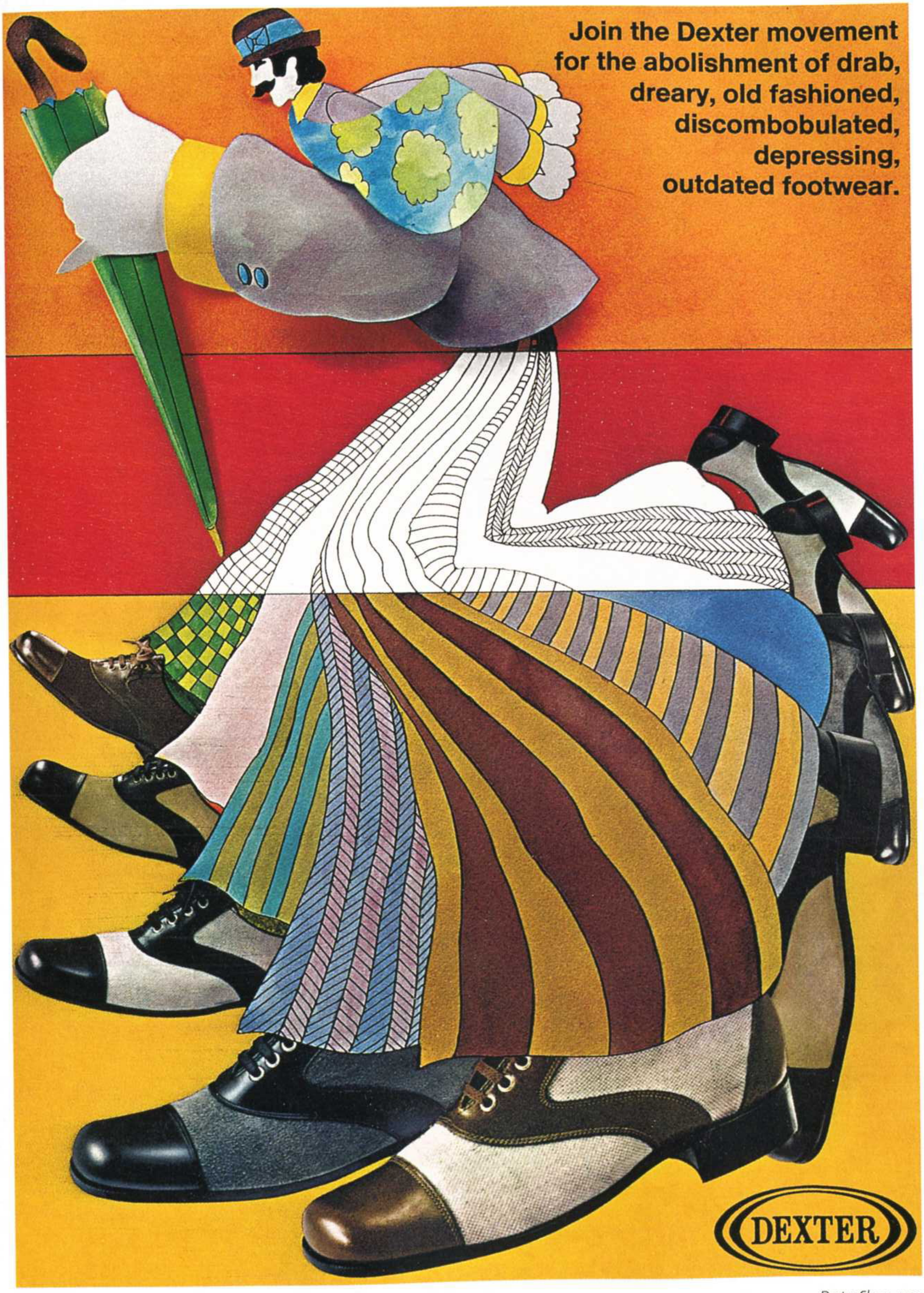
R

Captiva Panty Hose, 1972

Hanes Socks, 1977

Sheer Energy Panty Hose, 1977

Join the Dexter fashion movement.



Dexter Shoes, 1971 ◄

Dexter Shoes, 1971

amite Underwear, 1973

► *Dingo Boots, 1977*

O.J. DINGO

The man's all legs and knows everything about feet. Listen:

"Boots have to look great—but they also have to be made for whatever you're going to be doing in them. That's why, when you say boots, you gotta say Dingo®."

Like O.J. Simpson, we mean what we say, and what we say is: Nobody Puts Leather Together Like Dingo.

dingo®

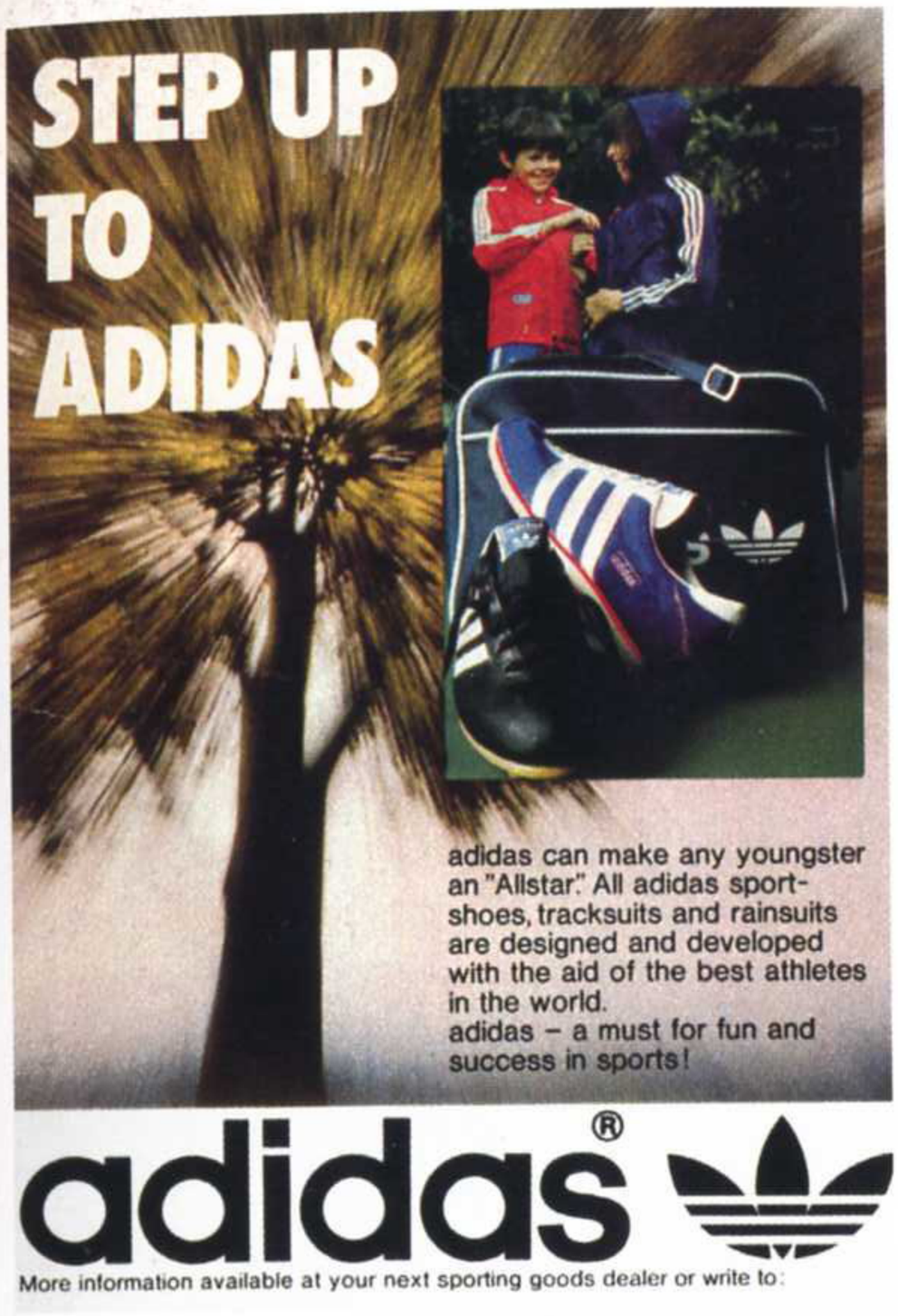
Nobody Puts Leather Together Like Dingo.

Hard drivin' and fast livin' can
leave a man plumb wore out. But his
Levi's for Feet boots will
keep goin' strong.

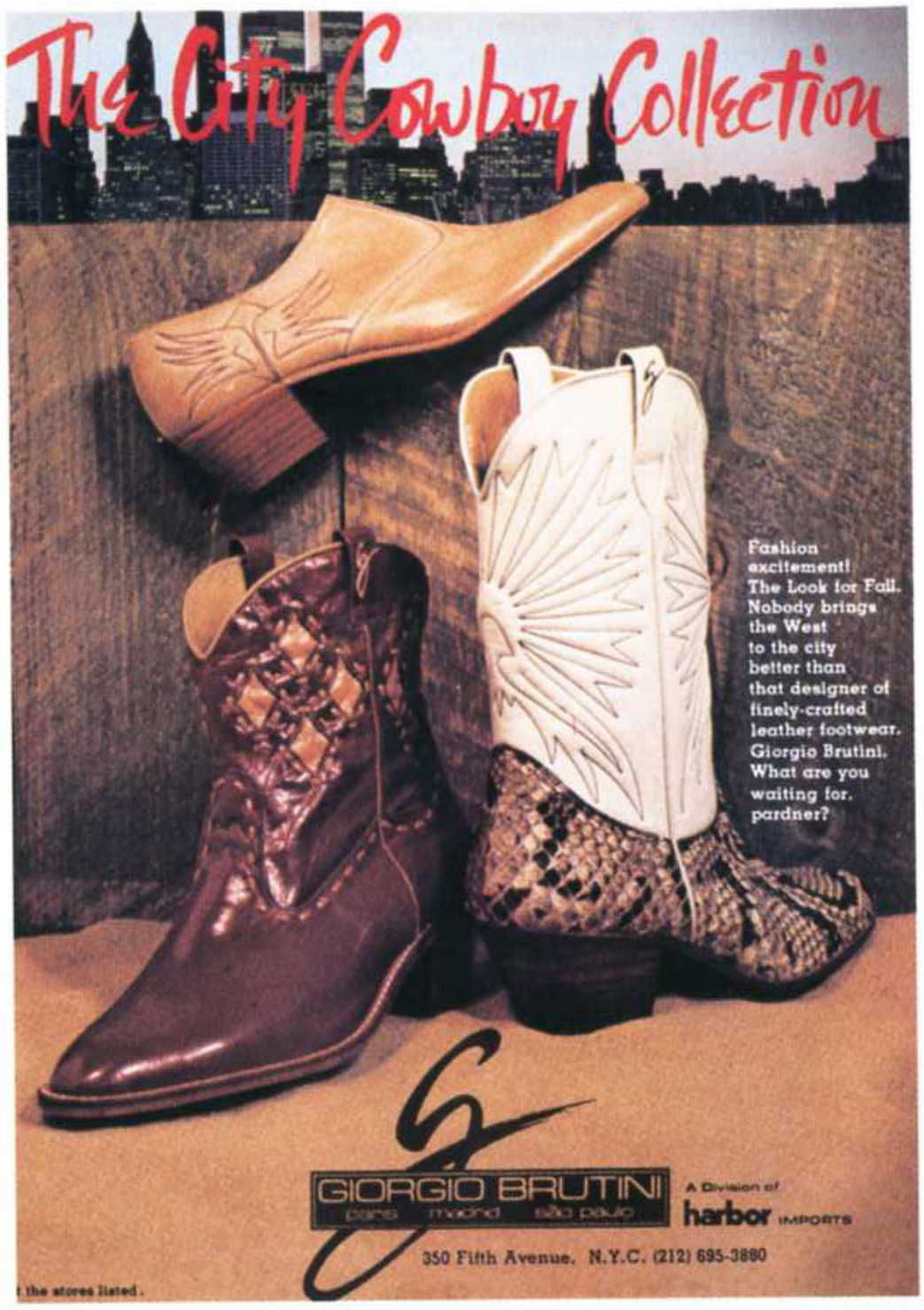
Levi's for feet®

Available in fine stores everywhere

LEVI'S®



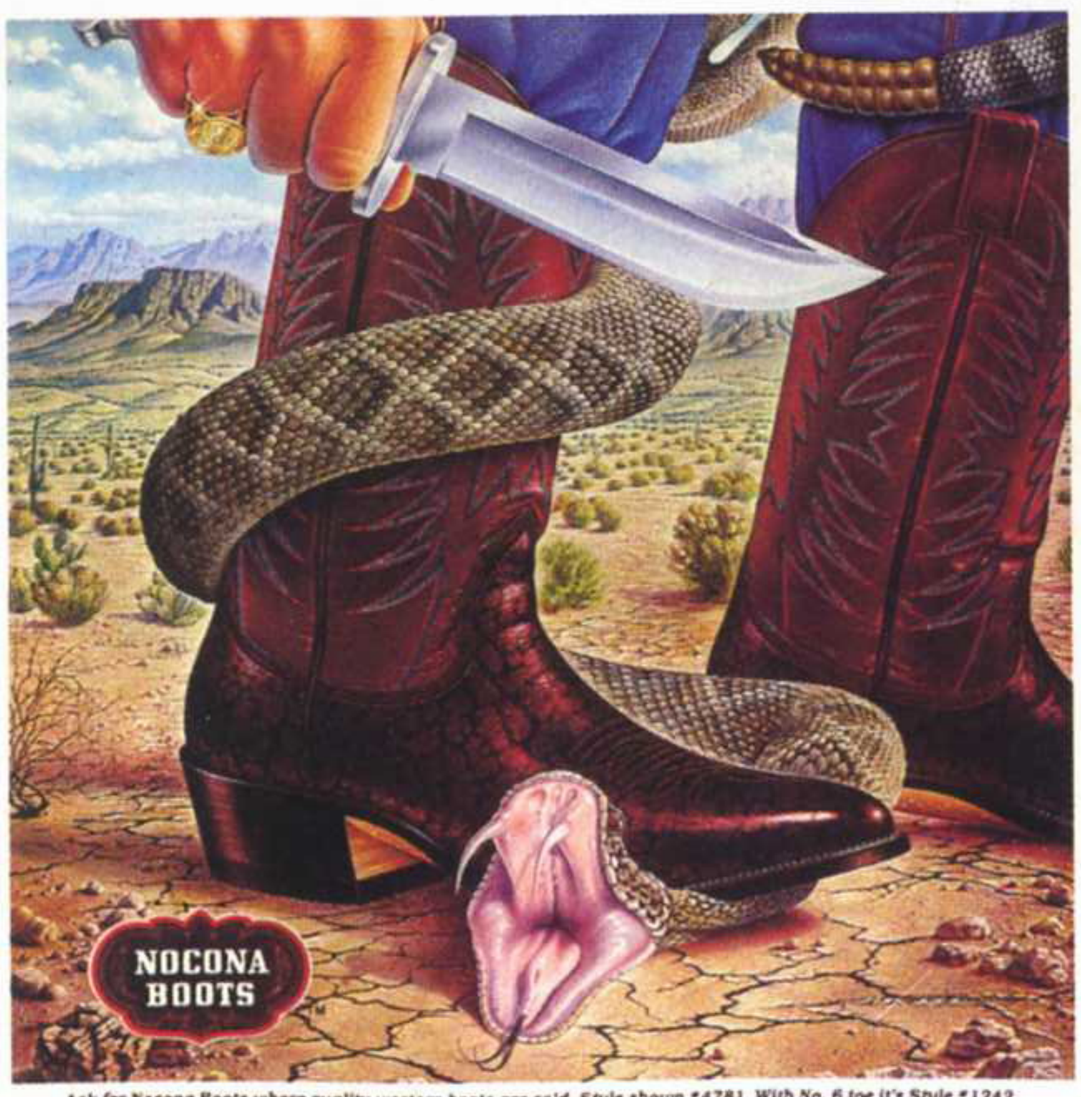
Adidas Athletic Shoes, 1975



Giorgio Brutini Boots, 1979

Levi's Boots, 1979 ◄

Adidas Athletic Shoes, 1973



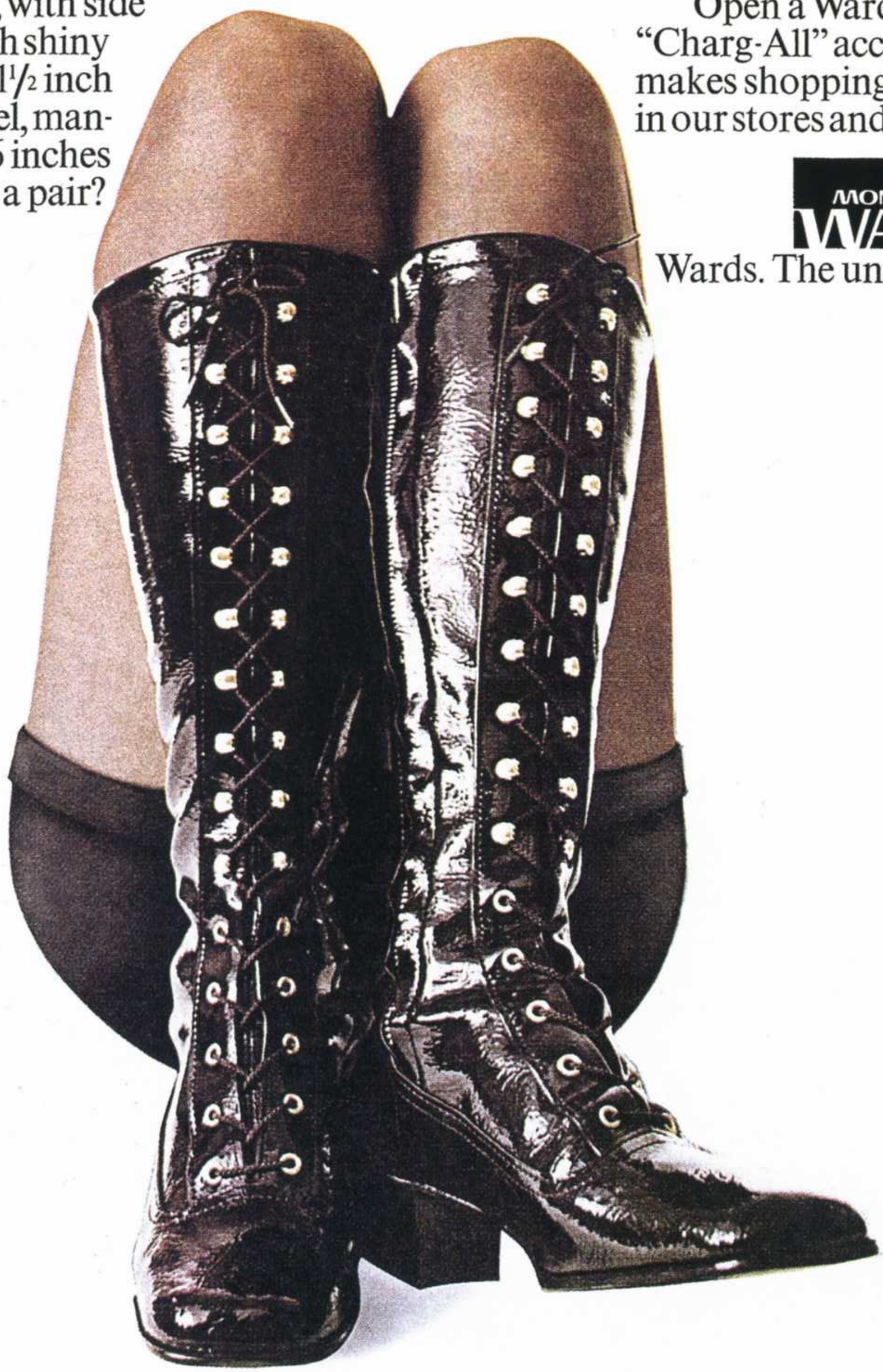
Nocona Boots, 1979

You'll get a boot out of this.
$5.88 a pair.

Where can you possibly find hook and eyelet lace-up boots, with side zippers, stretch shiny vinyl uppers, 1½ inch man-made heel, man-made soles, 16 inches high for $5.88 a pair?

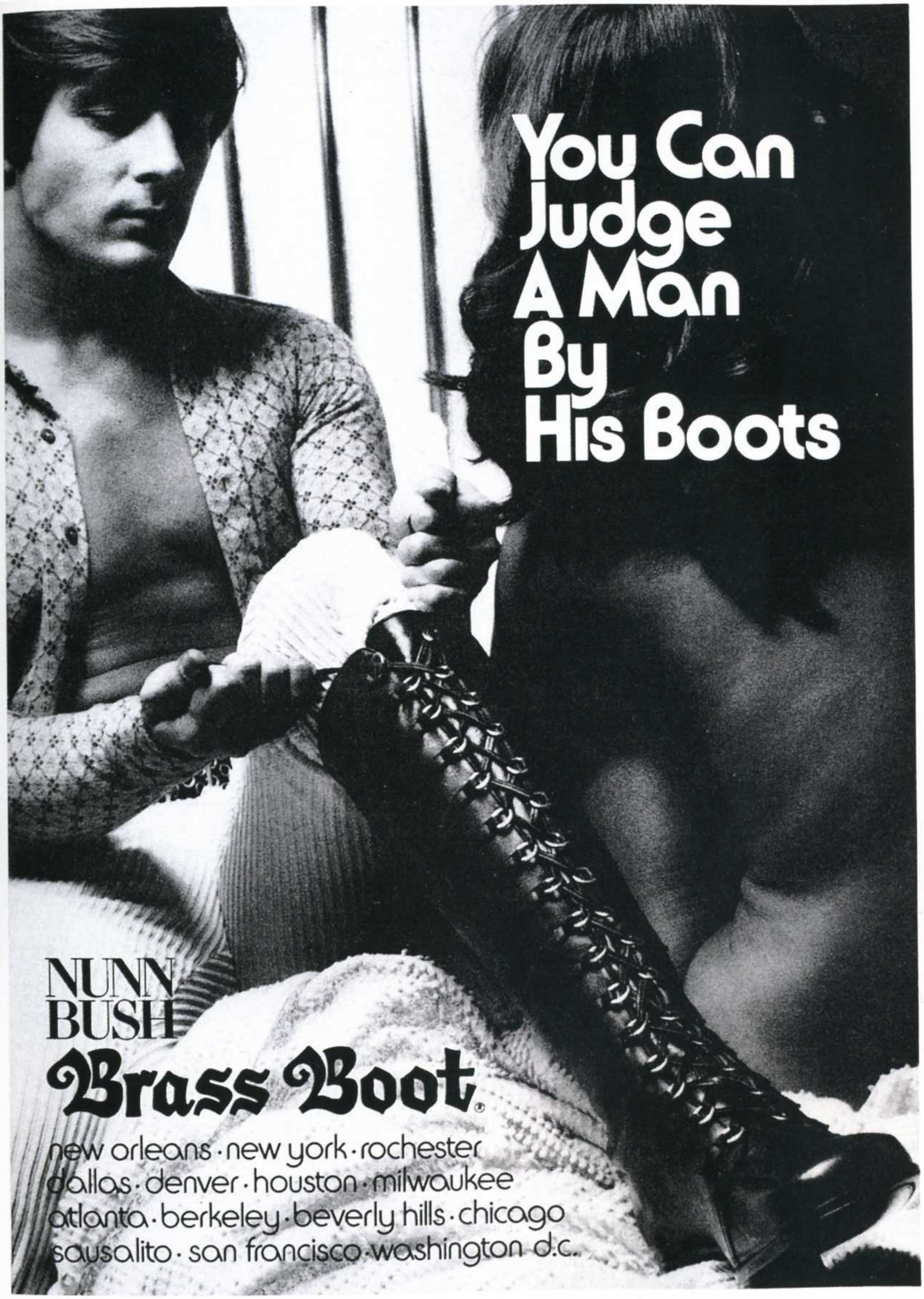
At Wards. If you're ready for a boot, we're ready for you. In brown, black and white.

Open a Wards "Charg-All" account. It makes shopping simpler in our stores and catalogs.



MONTGOMERY WARD

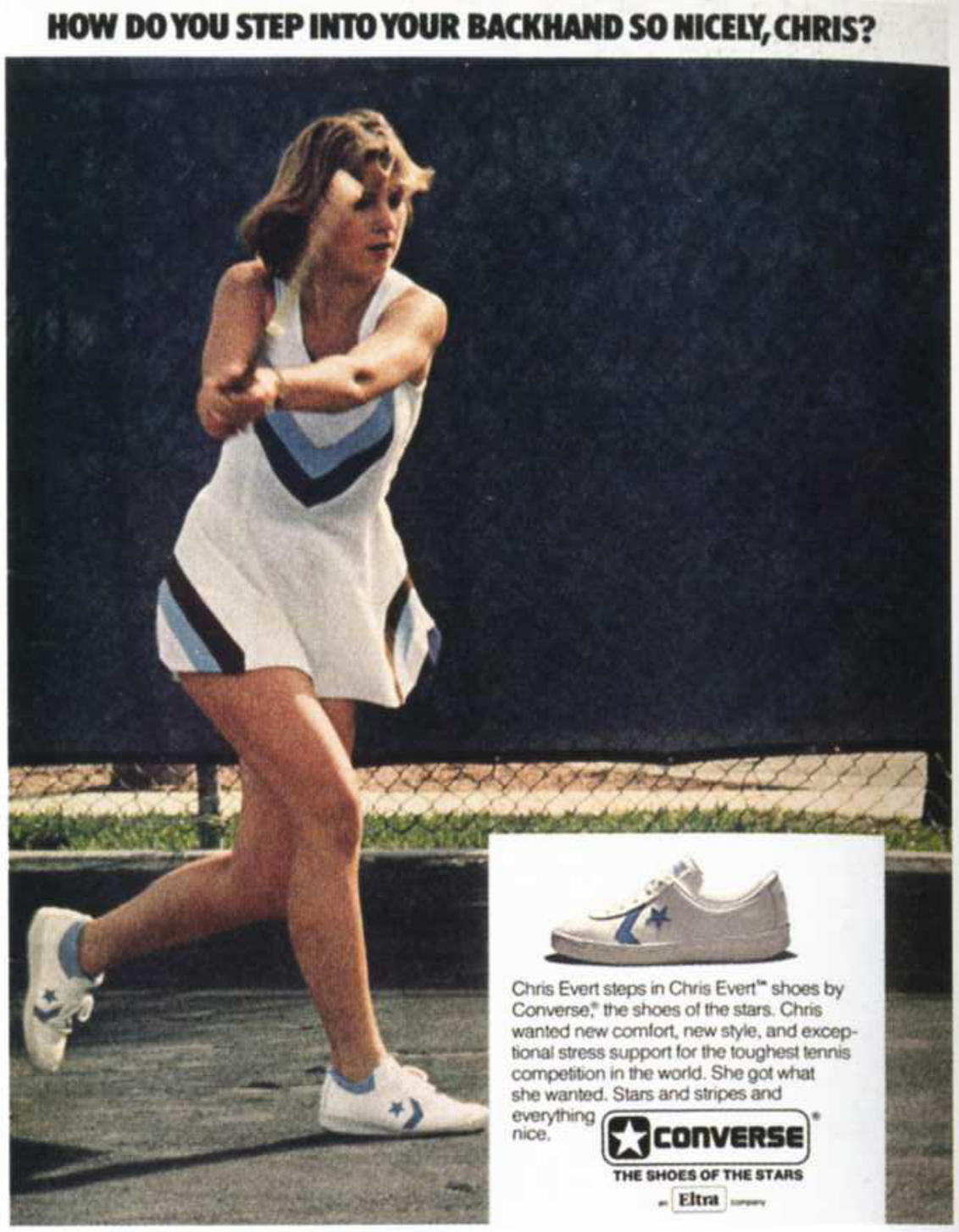
Wards. The unexpected.



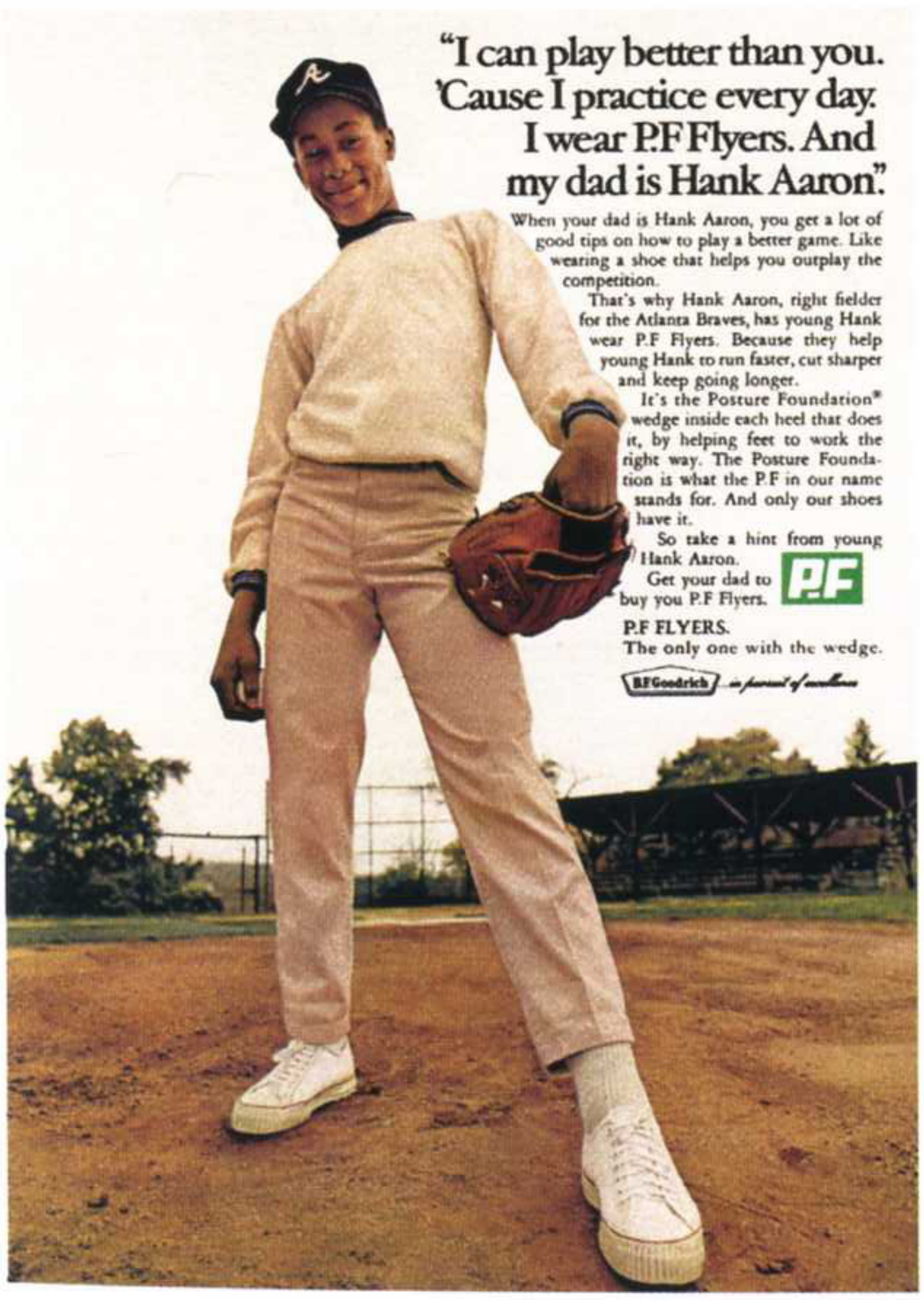
Montgomery Ward Department Store, 1971 ◂

Nunn Bush Boots, 1971

Converse Athletic Shoes, 1971



Converse Athletic Shoes, 1977



P. F. Flyers Athletic Shoes, 1971

Adidas Athletic Shoes, 1979

Jack Purcell Shoes, 1972

Converse Athletic Shoes/Wigwam Socks, 1974

Adidas Athletic Shoes, 1976

Five women who can easily afford any fur coat in the world tell why they're proudly wearing fakes.

DORIS DAY: *"Killing an animal to make a coat is a sin. It wasn't meant to be, and we have no right to do it.*

"At one time, before I was aware of the situation, I did buy fur coats. Today when I look at them hanging in the closet I could cry.

"It's so wrong for a man to think that the biggest thing he can do for his wife is buy her a fur coat at Christmas. It's the most evil thing he can do. Buy her a fake fur. They're so beautiful, so lovely, so warm, so pretty to look at.

"A woman gains status when she refuses to see anything killed to be put on her back. Then she's truly beautiful..."

AMANDA BLAKE: *"The wearing of any kind of skins — even the kind that are supposedly raised for fur, like mink or sable — is something I just don't believe in. Killing animals for vanity I think is a shame.*

"I feel very guilty about having worn fur coats. As for the women who know about our vanishing wildlife and continue to buy fur coats — I wonder how they'd like to be skinned?

"I have noticed that the reaction to real fur coats is becoming nausea on the observer's part. If a woman wants to wear something that looks like an animal, fake fur is the only way to go.

"People are putting the whole real fur thing down and I thank God... thank God."

JAYNE MEADOWS: *"I don't see how you can wear a fur coat without feeling, literally, like a murderer. It is, I believe, against God's law. Against His whole plan for the universe.*

"I feel very sad for women who continue to purchase real fur coats. They are lacking in a woman's most important requisites, heart and sensitivity.

"Bravo for the women who are wearing fake fur. It's the only way to go. It's warmer and everything else. And you are happy with it because you don't feel guilty in it. You don't feel like a murderer."

ANGIE DICKINSON: *"Although I don't feel I have the right to tell other people what to do, my respect for an animal's right to live doesn't let me approve of the killing of animals for coats.*

"If a woman can help an animal or a child, that's the most important thing."

MARY TYLER MOORE: *"The killing of an animal for the sake of the appearance of luxury doesn't achieve anything. I have seen so many coats so much more attractive than fur — some fake fur, some fabric. It's in the design, not necessarily the fabric.*

"I am aware that there are specific ecological problems, but for me all animals have a right to humane treatment.

"Someday, soon I hope, the killing of an animal for fur will hold for us the same revulsion we feel, say, when we hear those horrible stories about parts of the world where they open the top of a live monkey's skull and pour hot lead in because it's supposed to improve the flavor of the meat."

E. F. Timme & Son is one of the world's leading suppliers of plush and flat fabrics for home, industry and transportation.

Although Timme-Tation® fake fur represents only a small part of our output and income, it is the subject of virtually all our advertising.

For two reasons:

1. We believe that the slaughter of wildlife in the name of fashion is cruel and, eventually, suicidal. We want to do something about it. As we gain acceptance for fake fur through advertising, the demand for the real thing goes down. So fewer animals die.

And that's the big thing.

2. As more and more people start turning to fake fur, we want them to know that E. F. Timme & Son makes the best fake fur money can buy. 45 different kinds. With heavy emphasis, we don't mind adding, on the Endangered Species.

Incidentally, we only make the fabric. It's the many fine manufacturers and designers who buy from us who make the coats. Miss Day's "Lynx," Miss Blake's "Hair Seal," Miss Meadows' "Leopard," Miss Dickinson's "Jaguar," Miss Moore's "Tiger" were designed and executed by Lupu in Timme-Tation Lynx, Silver Frost, Congo, Jagra and Bengal.

TIMME·TATION
FAKE FUR
E.F. TIMME & SON, INC.
200 MADISON AVENUE, NEW YORK CITY
CLEAN BY FUR COAT METHOD ONLY

Fur coats shouldn't be made of fur.

These ladies have received no payment for their appearance in this ad. At their request a contribution has been made by the E. F. Timme Co. to Cleveland Amory's Fund For Animals. These ladies are all on the national board of that organization. For information on how you can join, write Fund For Animals, Inc., Box 444, Wall Street Station, N.Y.C.

Timme-Tation Fake Fur, 1971

It doesn't cost a million to feel like a million.

How you feel depends on some self-appraisal.
Which one is you?

1. The Norwegian Blue Fox jacket with leather trim. $525.
2. The Red Fox paw with the Gray Fox collar. $950.
3. The dark Ranch Mink cape. $4500.
4. The pale beige Mink poncho. $3500.
5. The natural Stone Marten coat. $4000.
6. The natural Muskrat with Canadian Lynx. $695.
7. The multi-colored Chinese Rabbit. $125.
8. The pale Mink safari jacket. $3500.
9. The green-dyed Fox. $2500.
10. The bleached white Mink. $5000.
11. The coat of Stone Marten heads. $2200.
12. The Natural Russian Sable. $25,000.
13. The multi-colored Mink tail poncho, trimmed with Racoon. $350.
14. The chubby of natural Red Fox ovals. $250.
15. The beige Mink paw with Canadian Lynx. $1100.
16. The chestnut Mink coat. $3500.
17. The hooded Lynx Cat topper. $1095.
18. The Russian White Fitch Coat. $3250.
19. The dark Ranch Mink. $3000.
20. The brown Persian Lamb with Blue Fox. $650.

What does it take to make you feel like a million?
All it takes is Fur. Real Fur.

Fur.

ALL PRICES QUOTED ARE SUGGESTED RETAIL. PRICES AND MAY VARY WITH LOCATION. ALL FURS LABELED AS TO COUNTRY OF ORIGIN

AT FINE RETAILERS EVERYWHERE. FOR THE NAME OF THE STORE NEAREST YOU WRITE: THE AMERICAN FUR INDUSTRY, 767 FIFTH AVENUE, NEW YORK, N.Y. 10022

American Fur Industry, 1972

▸ Blackglama Furs, 1973

What becomes a Legend most?

Blackglama

MINK, SPED ONLY IN AMERICA BY THE GREAT LAKES MINK MEN

HOW THE WEST WAS WON

Out of the West comes a look that is changing the way America dresses. It's bright, bold, sassy and sweet. And, the Gap's got it. Straight leg denims, bright knits, earth tone vests in burlap or suede, and the new look in overalls. Discover the fashion look of the West at The Gap. You'll be glad you did.

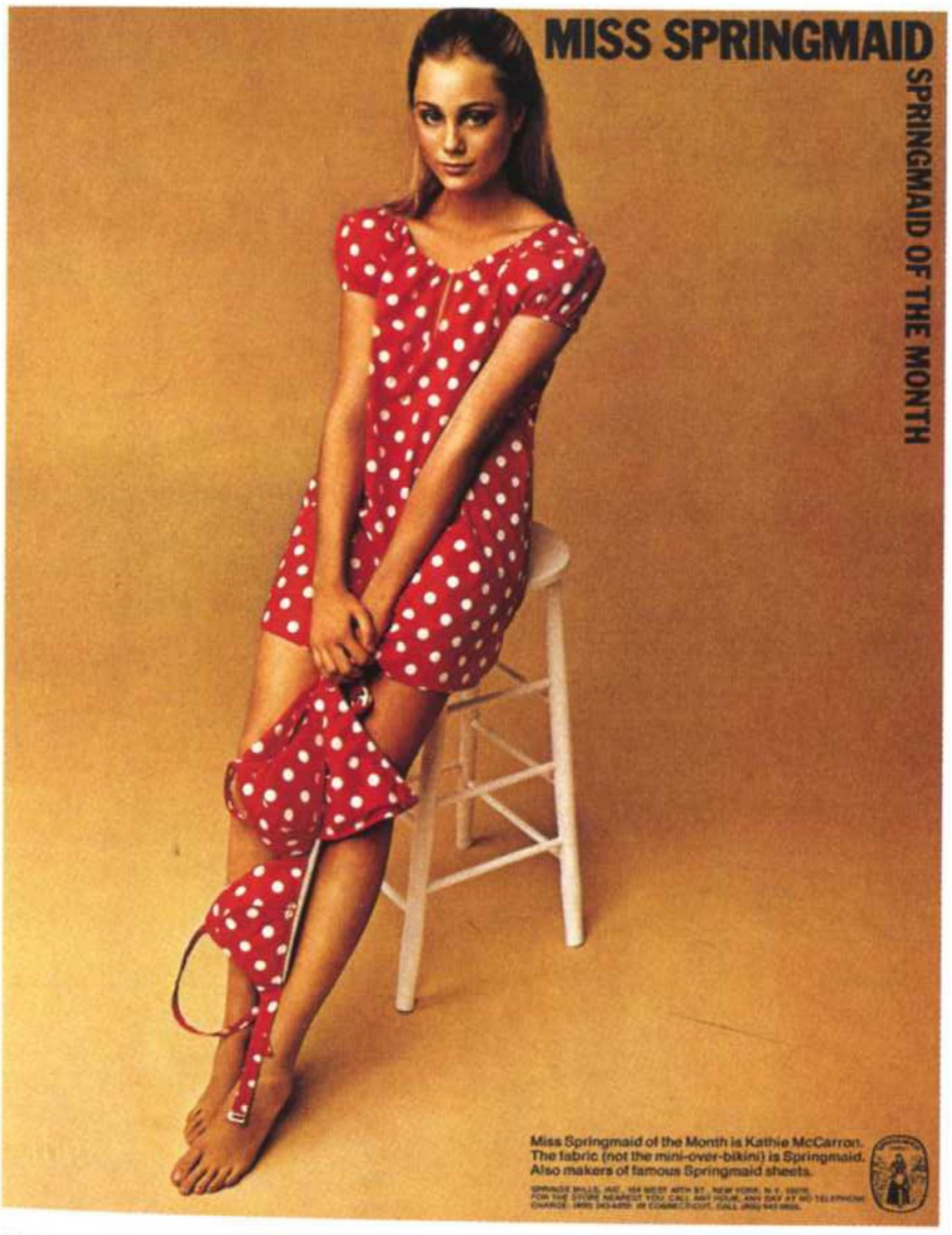
the gap®

Levi's, 1976

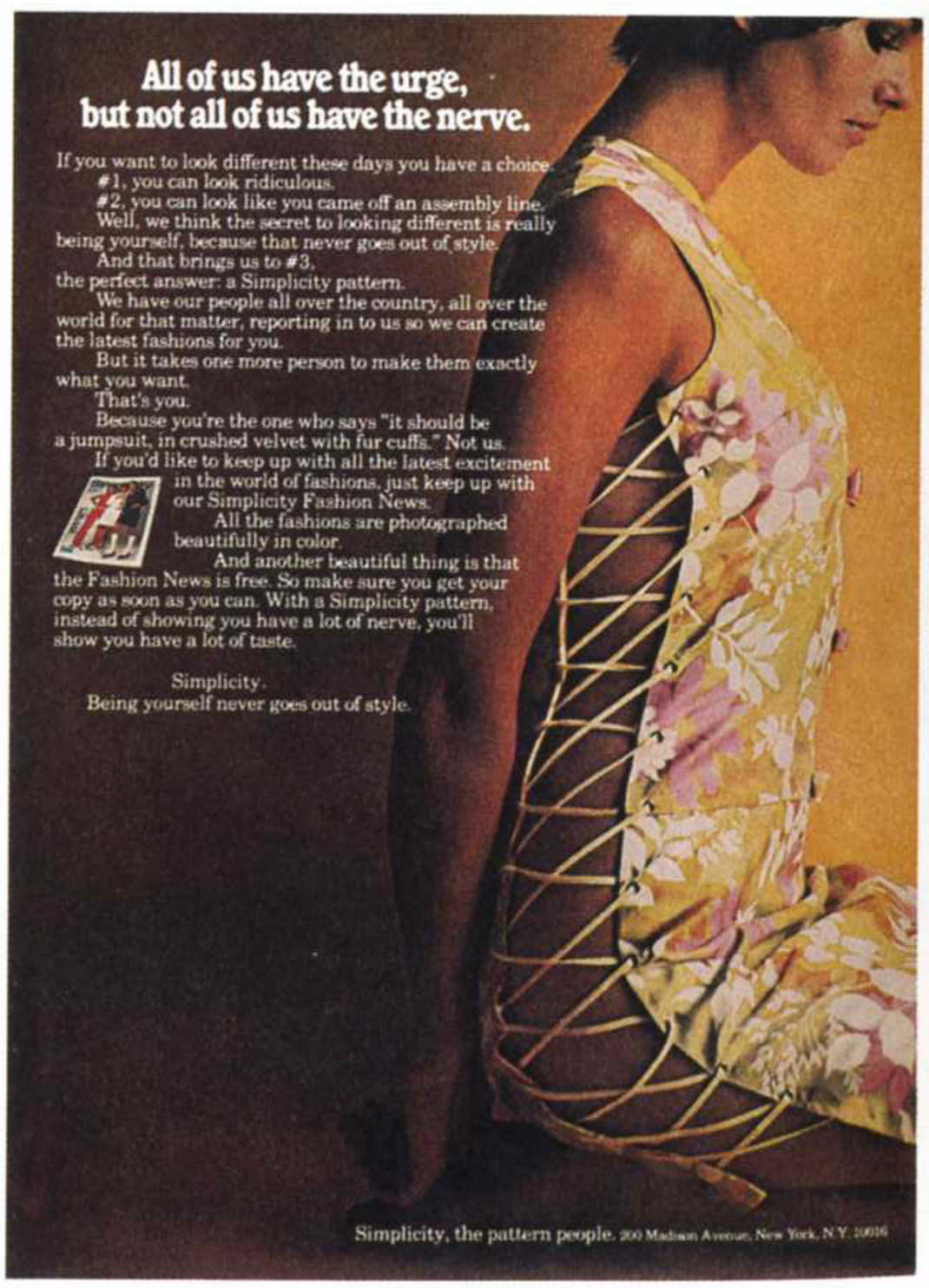
The Gap Stores, 1978 ◂

Pandora Women's Wear, 1970

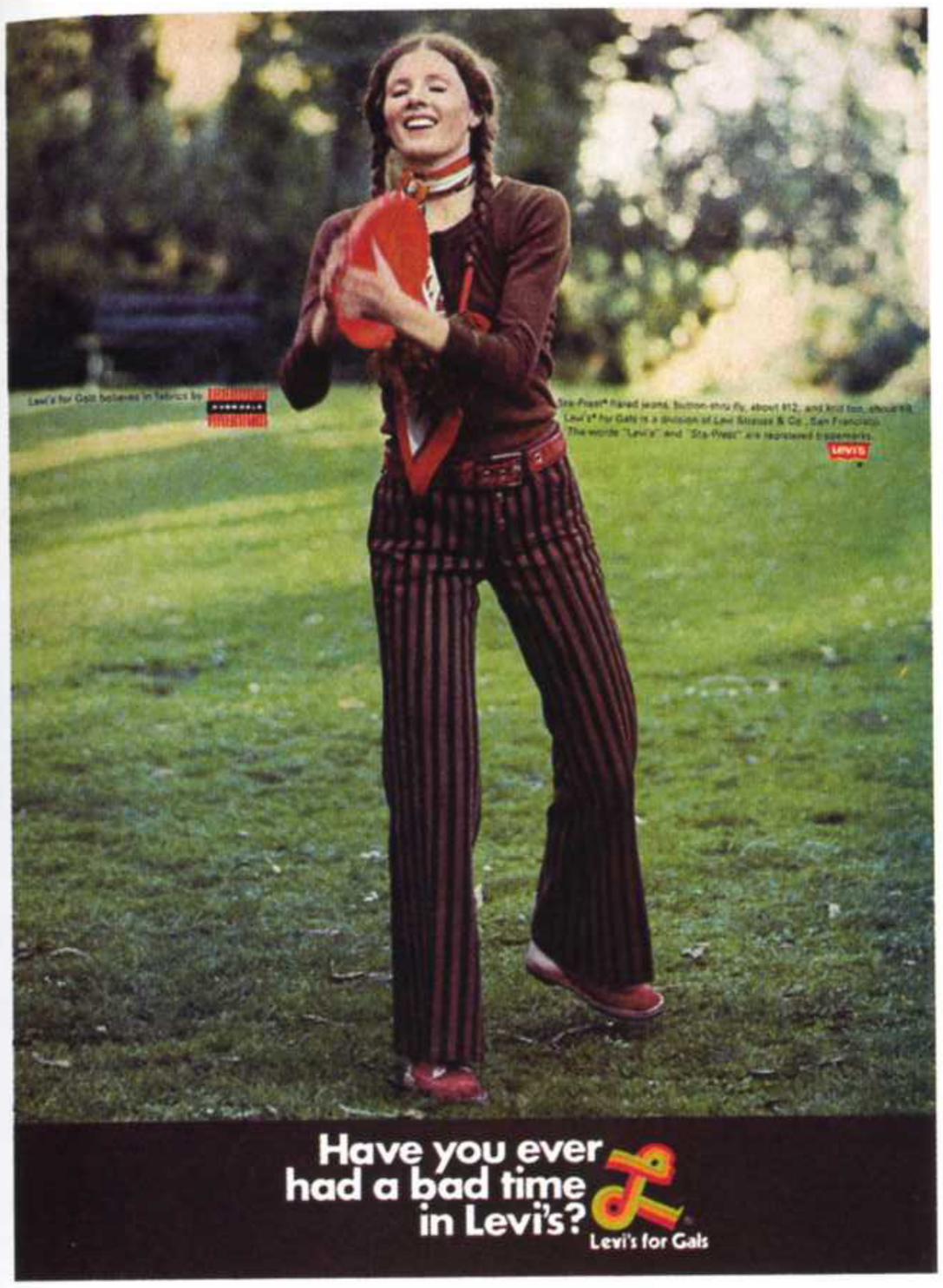
Coats & Clark Wool, 1972



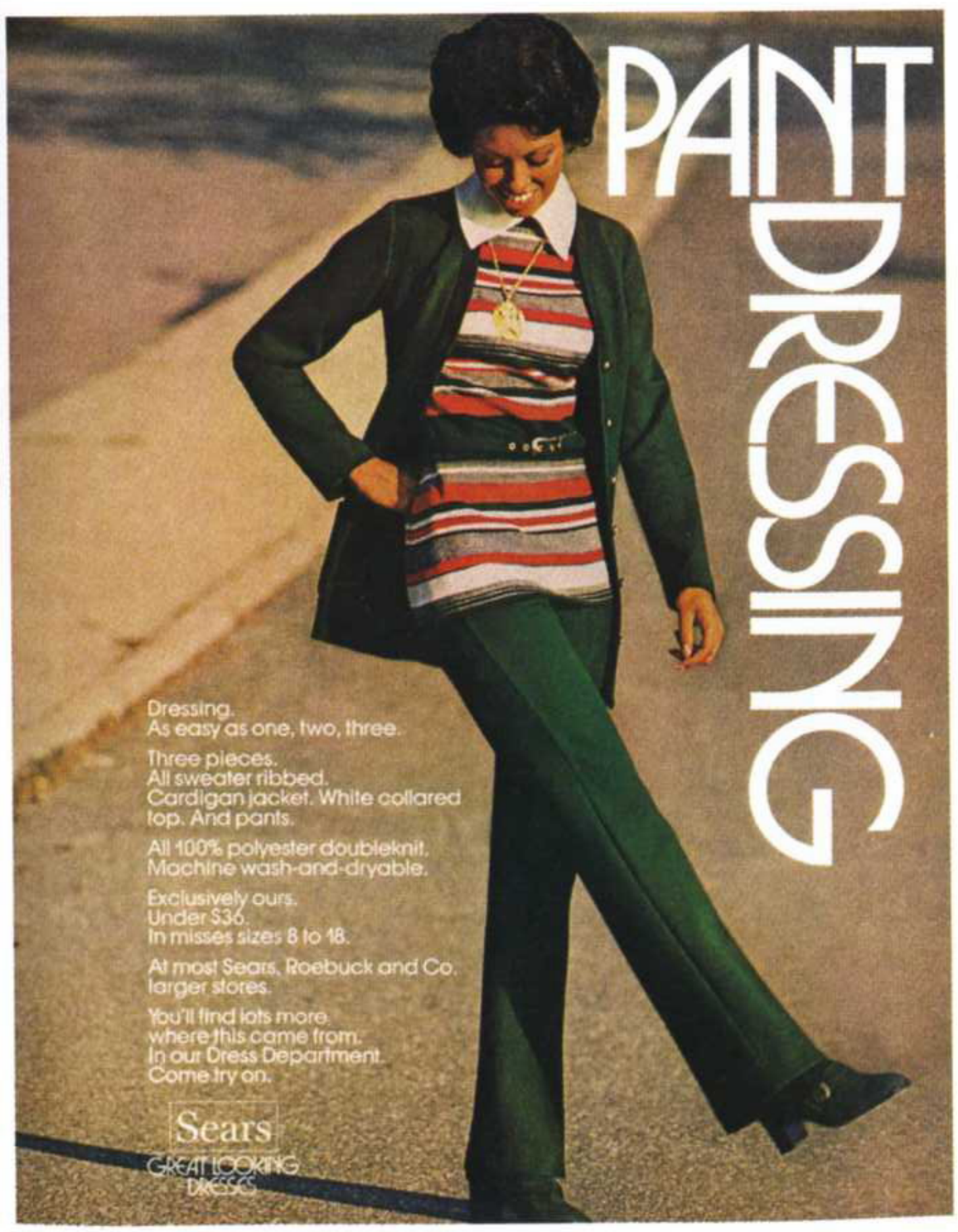
Springmaid Fabric, 1970



Simplicity Patterns, 1970

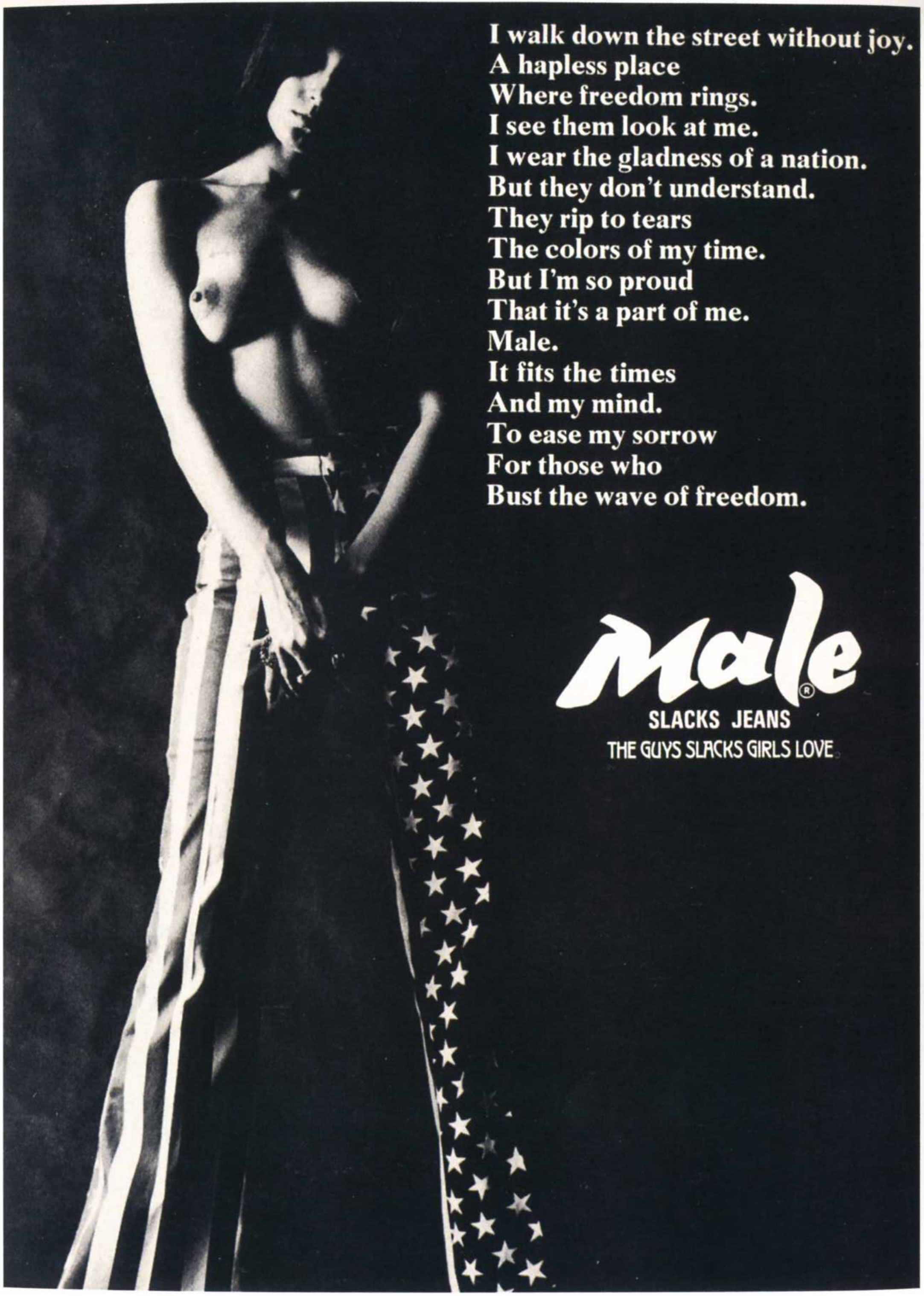


Levi's, 1971



Sears Department Store, 1973

R & K Originals Dresses, 1970



Male Slacks, 1971

London Britches Stores, 1970

ENTERTAINERS.

You and Funky in Silesta® textured polyester by Roselon. For the store nearest you, call (800) 421-2062.* In California, call (213) 746-0606 — and entertain him with style.

*Except Alaska & Hawaii

FUNKY® Silesta®

Look for Turtle Bax. You'll find easy-living clothes that say spring is in the air. Cool crop tops for all the freedom under the sun. .denim with playful lace...and super skirts just for the fun of it all. Yes Turtle Bax are still priced like ordinary clothes.

Left, Petticoat Junction. Jeans about $13, top about $8.50. Right, Mood Indigo. Skirt about $12, top about $8.

You'll find these and all the other exciting Turtle Bax looks for spring at stores everywhere that sell fun fashions.

turtle bax

A product of Washington Manufacturing Co.
Nashville, Tennessee

Turtle Bax

Priced like ordinary clothes.

Funky Fashions, 1978 ◄

Turtle Bax Clothing, 1975

Are you the right kind of woman for it?

Can you brew bathtub gin?

Can you light his fire swiveling to a calypso beat while slugging champagne from a bottle and wearing nothing but one Edwardian rose behind your ear?

Find something to talk about when the TV set goes on the blink?

Do you *have* to have your carrot juiced every morning?

Own at least one pair of strategically cut-out bikini panties?

Have you a perceptive eye, a mind like a calculator, a bent for men who dig bikini panties, a passion for Fibber McGee, a cool head for business and an obsession for snakeskin backgammon boards?

Will you say "Yes" to a summer at sea even though you get seasick taking a bath?

Promise to love, honor and seduce him with caviar, rum swizzles and suckling pig on your anniversary that *he* forgot?

Be first on the block with an ocelot?

Do a striptease without giggling?

See a psychiatrist if he does?

Did you say you knew the male silkworm moth *(Bombyx mori)* can detect the female's scent from 6.8 miles upwind?

You did?

Congratulations.

You get the idea.

Why not get in touch with the Mistress Collection: call toll-free 800-421-2062.*

Tell the operator you're ready for Funky's new Alfresco Group in sensual nylon jersey. She'll tell you where to go.

In California call: 213-749-1481.

*Except Alaska & Hawaii

The Mistress Collection by Funky.

Funky. Executive Offices: 1053 South Main Street, Los Angeles, California 90015

Funky Fashions, 1974

► *Christian Dior Swimwear, 1977*

CHRIS VON WANGENHEIM

Electrifying is Your Dior.

Newsworthy Christian Dior swimwear from Roxanne, New York.

Frederick's of Hollywood, 1975

Frederick's of Hollywood, 1978

Frederick's of Hollywood, 1974

Eiderlon Panties, 1978

"Peace in '70" for $2.75

Show how you feel.
Get your "Peace in '70" Sweatshirts.
A top quality, shrink-proof Sweatshirt.
In dove white and love red.
Long and short sleeves available in S,M,L,XL.
From the man who bottles Coca-Cola to you for only $2.75.
Wear it in peace. And while you're at it,
have an ice-cold Coca-Cola. It's the real thing.

Peace in 1970

Send $2.75 for each Sweatshirt together with one proof-of-purchase seal from any carton of Coke in cans or no-deposit no-return bottles.

Send to SWEATSHIRT:
Box 779
Darien, Connecticut 06820

Please send me ☐ Sweatshirt(s): Long sleeve ☐ Short sleeve ☐
Small ☐ Medium ☐ Large ☐ X Large ☐

Name _____
Street _____
City _____ State _____ Zip _____

©Copyright© 1970 The Coca-Cola Company. "Coca-Cola" and "Coke" are registered trade-marks which identify the same product of The Coca-Cola Company

Cool-Ray Sunglasses, 1970

Riviera Eyewear, 1974

Peace In '70 Sweatshirt, 1970 ◄

Pierre Cardin Eyewear, 1976

Polo Lifestyle Eyewear, 1977

A direct hit from the **Christian Dior** sunglass collection.

CHRIS VON WANGENHEIM

Explosive is Your Dior.

INTRODUCING THE World's first cologne exclusively for gay men.

...our Christmas gift to you. With every purchase we'll include the custom designed Reo Pendant with your order. (Expires Dec. 31)

24 Kt., Plate

REO PRODUCTS, INC. P.O. Box 2766, Orlando, Fla. 32802

Enclosed please find $ _____ (check or money order), for _____ bottles at $12 each. Florida residents please add 4% sales tax. Foreign orders, add $1.50.

Ship to

Name _____

Address _____

City _____

State/Zip _____

Gift Purchases A

We'll ship to above address with card stating "Greetings from..." Print your name, clearly, below

_____

Christian Dior Sunglasses, 1977 ◄

REO Cologne, 1978

Food & Beverage 266

International Coffee, 1978

Max-Pax Coffee, 1975

Folger's Coffee, 1978

Taster's Choice Coffee, 1974

Burger King, 1972 ◄

brought to your teacup by our unique herb tea blends.

CELESTIAL SEASONINGS®

available in health and natural food stores, and most grocery stores in the bay area.

Celestial Seasonings Herbal Tea, 1975

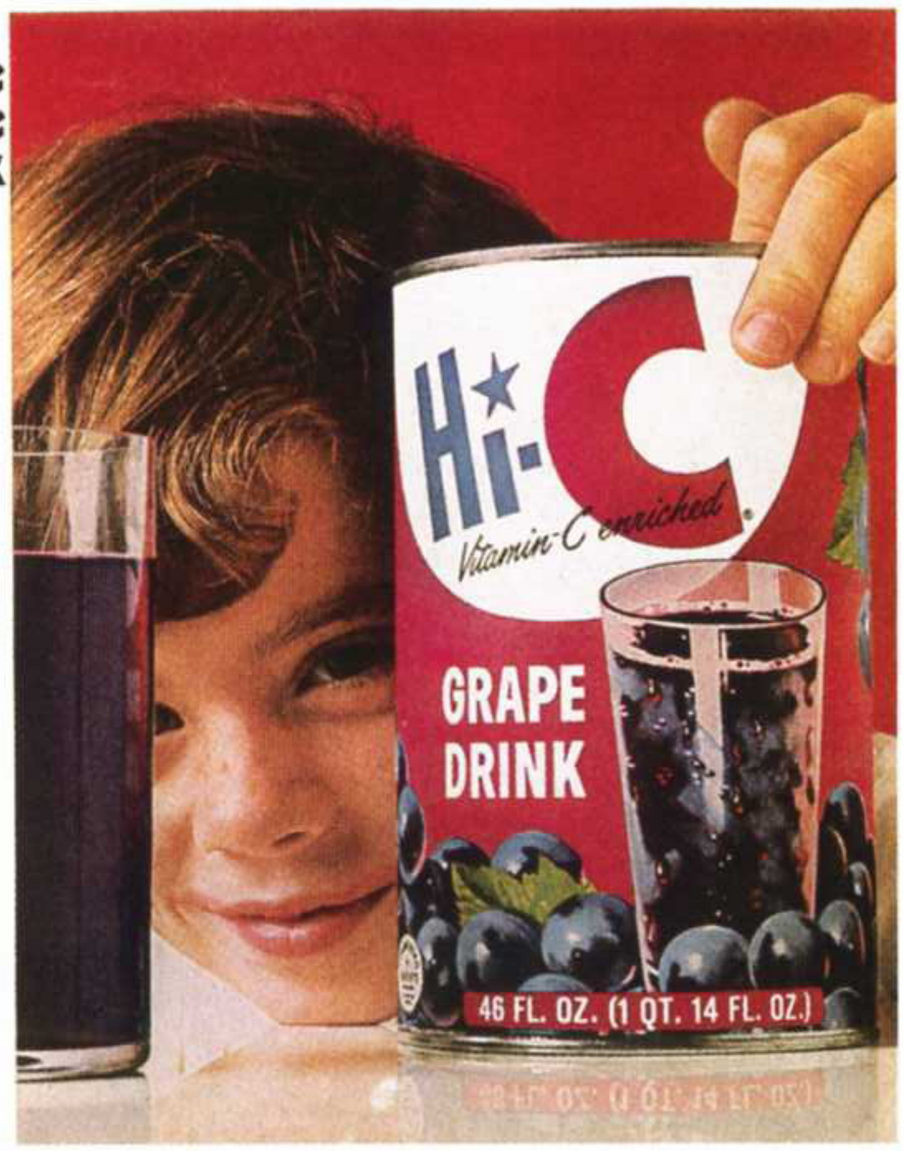
► *Sanka Instant Coffee, 1972*

GROUND ROAST
COFFEE
FR
INSTANT

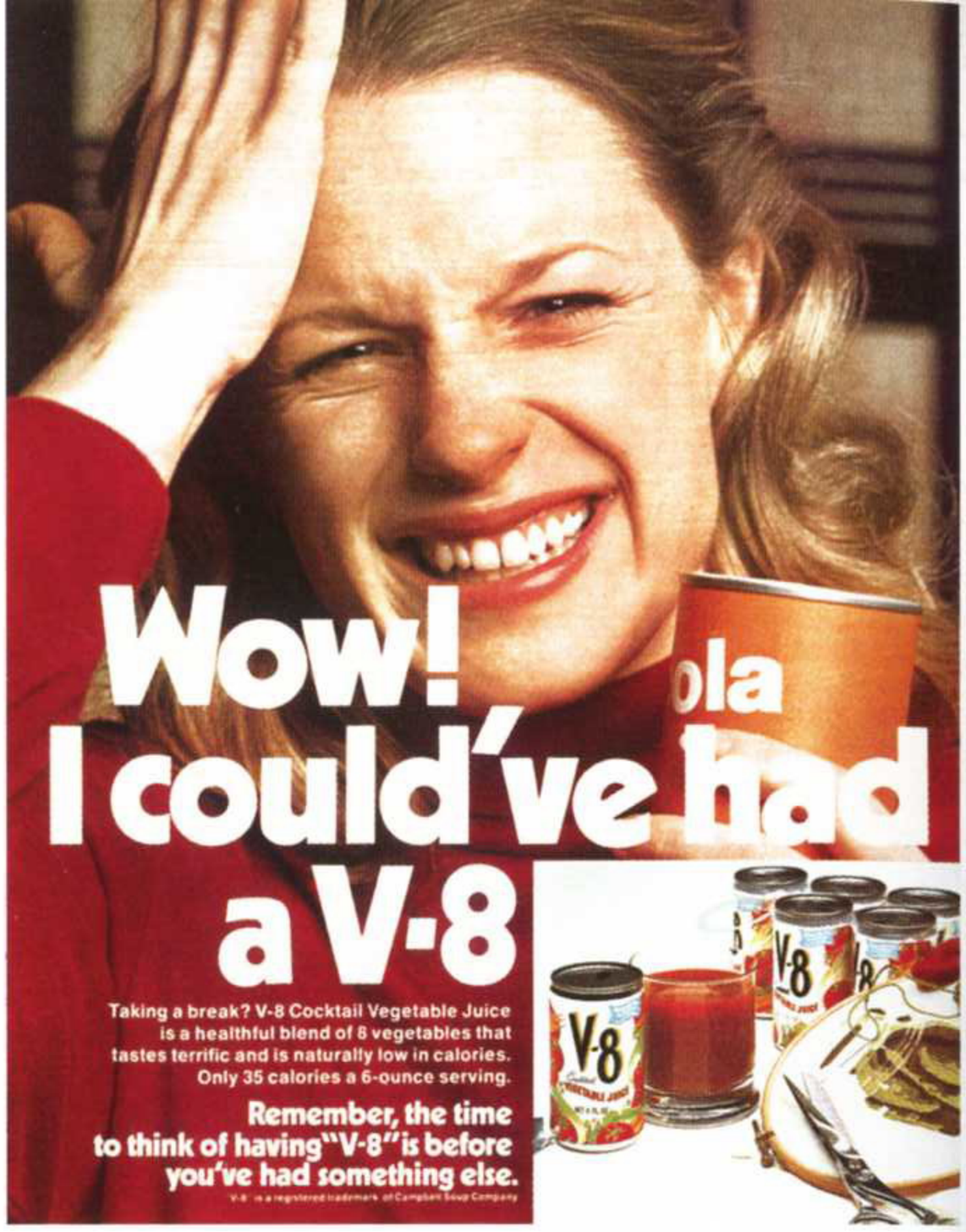
EZE-DRIED
anka®
BRAND
% CAFFEIN FREE
COFFEE
GROUND

What makes Hi-C the sensible drink?
The fresh fruit it's made from?
The fact that it's naturally sweetened?
Or is it all that vitamin C?
It's all this. And more. Hi-C is loved by the whole family.
No wonder Hi-C is the sensible drink...
it makes sense for everyone.

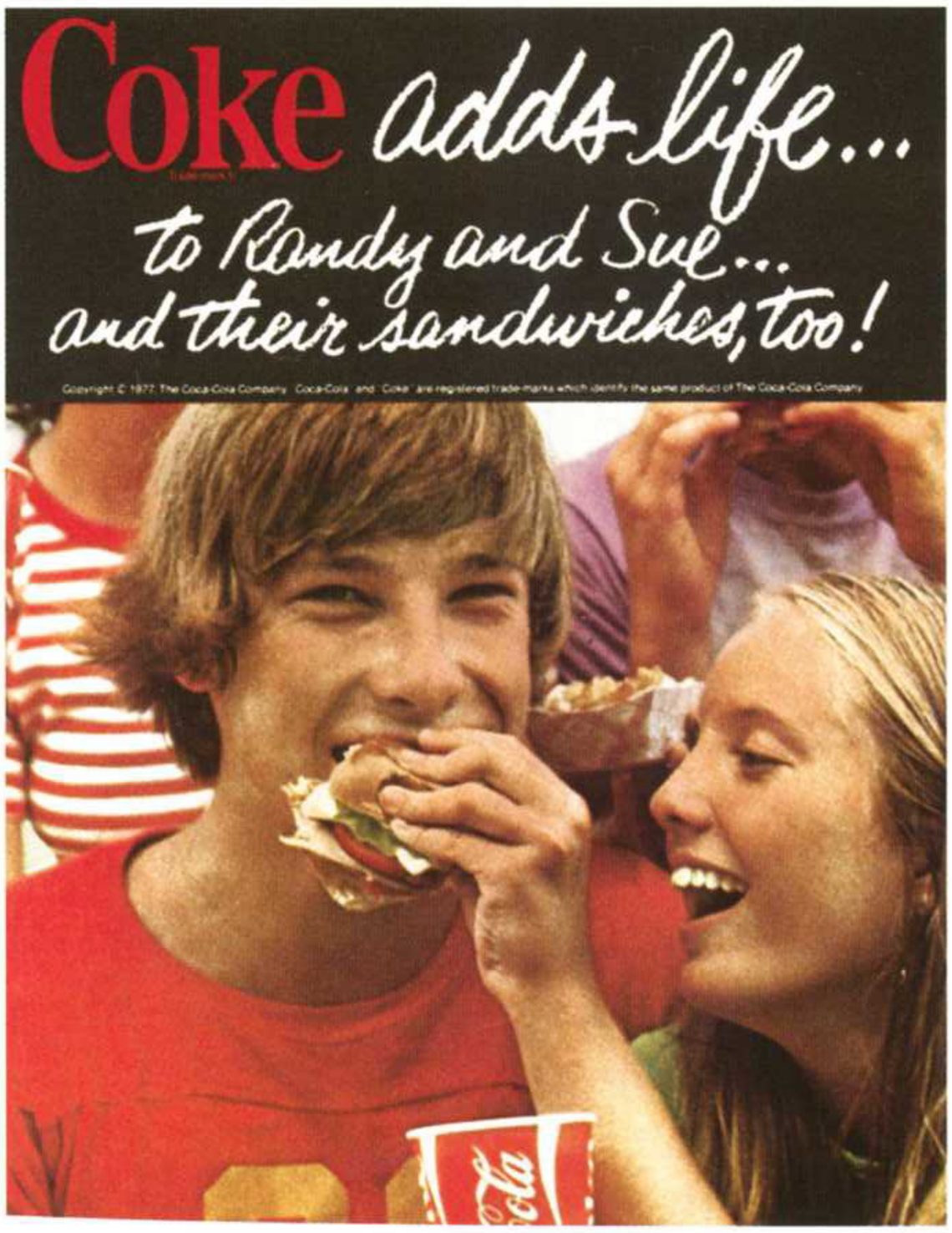
The Sensible drink



Hi-C Grape Drink, 1970



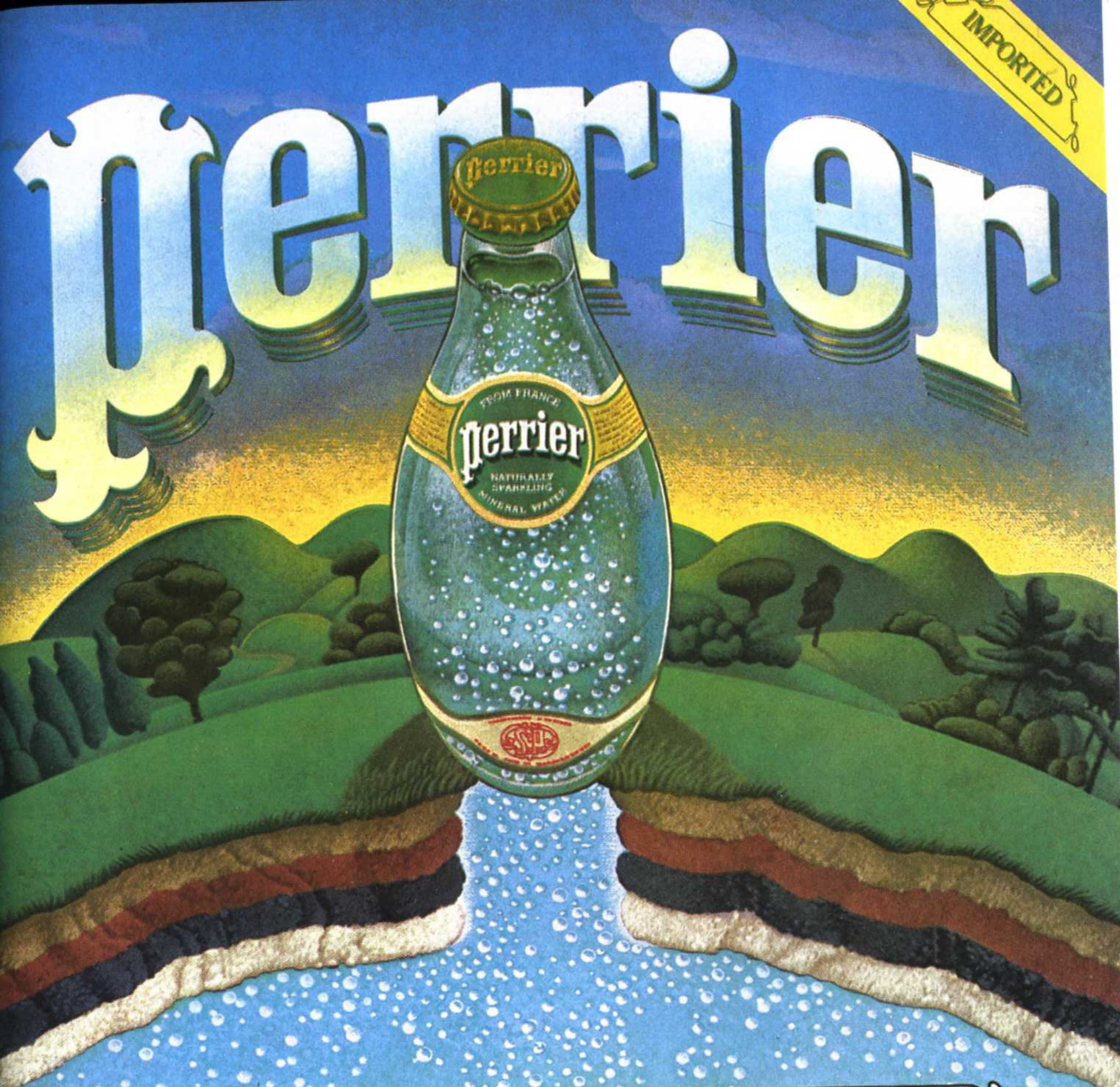
V-8 Vegetable Juice, 1978



Coca-Cola, 1977

Coca-Cola, 1978

► Perrier Sparkling Water, 1977



Naturally sparkling from the center of the earth.

Today, Man artificially carbonates his drinks and mixers.

But *not* Perrier.

The miracle of Perrier is *natural carbonation:*

Lighter, more refreshing and more delicate than any made by Man.

That "miracle" takes place deep below the surface of the earth in Southern France near Vergeze.

There, delicate gasses – trapped over 140 million years ago in the volcanic eruptions of the Cretaceous Era – are released and rise through porous limestone and cracked marls to add natural life and sparkle to the icy waters of a single spring: *Source Perrier.*

The result is Perrier.

Bottled directly from Nature. With no chemicals, preservatives, flavorings or additives of any type.

And no calories.

100% natural Perrier.

Pure refreshment served chilled with a slice of fresh lemon or a wedge of lime. So versatile it adds "the sparkle of champagne" to fine wines. And, with imported spirits, is the mixer *par excellence.*

Imported Perrier.

It is the product of Nature and the love of France.

Enjoy it in good health.

"Everything is in this new buttermilk pancake mix—even egg and shortening. All you add is water to bake up golden fluffy pancakes or crisp hearty waffles." Betty Crocker

The Product 19 Story.

As America has become more nutrition-conscious, more people than ever are discovering Product 19.®

It is one of the country's leading high nutrition cereals.

Much of the story is on the front of the box.

The rest of the story is in the taste.

Product 19 is a delicious blend of four grains—corn, rice, wheat and oats.

The firm texture and pleasing taste have won thousands of new friends of all ages.

Kellogg invites you to join the growing number of people who are discovering how good tasting a high nutrition cereal can be.

You get 100% of the officially established minimum daily adult requirements for VITAMINS and IRON in one serving (1 oz.) of Product 19.

Kellogg's PRODUCT 19

A tasty blend of corn, rice, wheat, and oats with defatted wheat germ added

You get 100% of the officially established minim daily adult requirements f VITAMINS and IRO in one serving (1 oz.) of Product 19. (See Side Panel)

® Kellogg Company © 1971 by Kellogg Company

Betty Crocker Pancake Mix, 1970 ◄ *Kellogg's Product 19 Cereal, 1971*

► *Carnation Instant Breakfast, 1970* ►► *Hungry Jack Biscuits, 1975*

CAROLYN BRAND OFF TO SCHOOL 8 A.M. LOS ANGELES, CALIFORNIA

It gets you where you want to be, feeling beautiful. Carnation Instant Breakfast. Mixed with milk, as much protein, vitamins, and minerals as a poached egg on toast, 2 slices of bacon, and a glass of orange juice. You couldn't ask for anything more.

a Body Couldn't Ask for Anything More

Carnation Instant Breakfast

Carnation® Instant Breakfast, Carnation Company, Los Angeles, California

Hungry Jack® Flaky Biscuits are

BIG TASTIN' BISCUITS

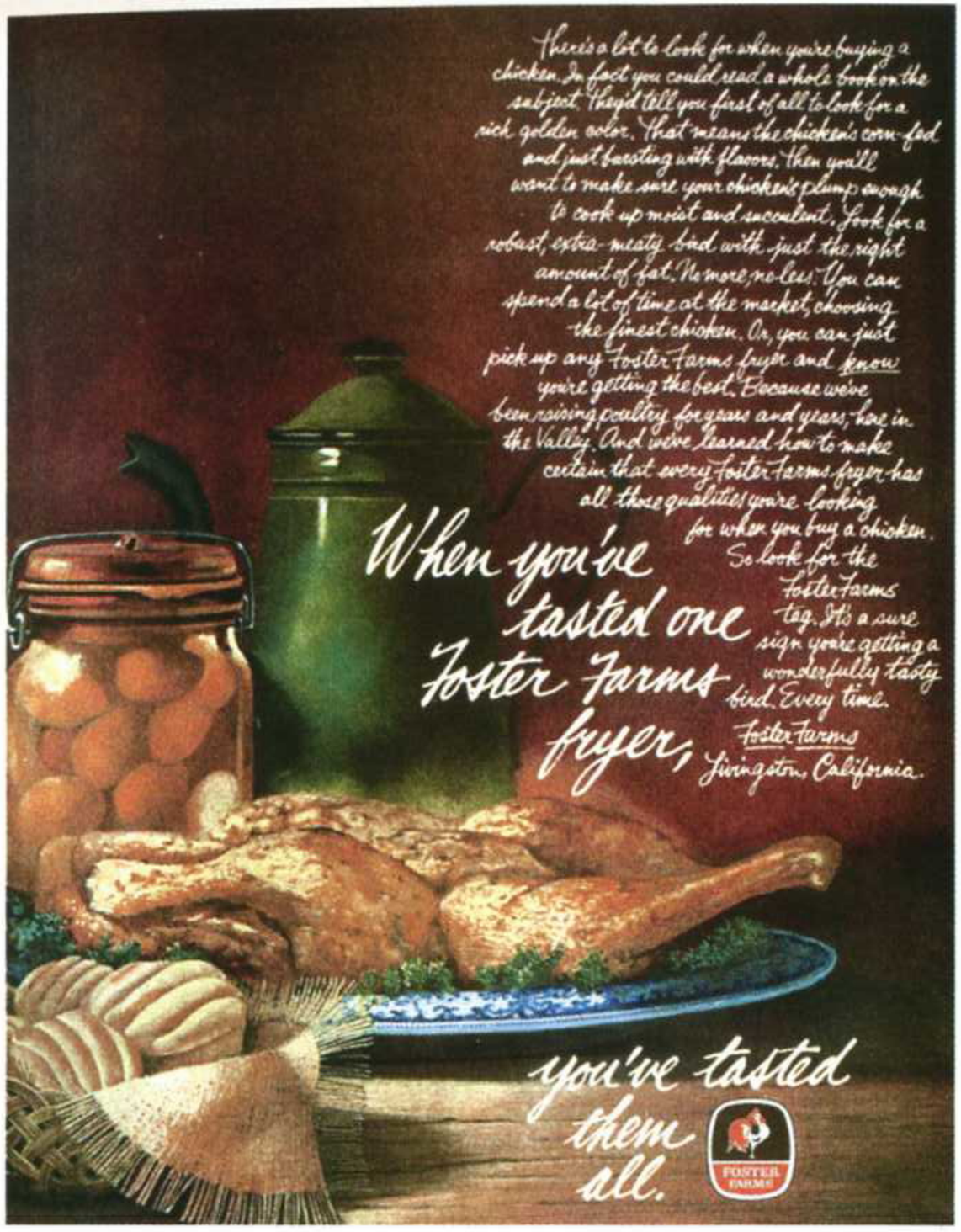
Hungry Jack® flaky biscuits
are what Big Taste is all about

Just bite into a Hungry Jack® Biscuit
and let the big, flaky goodness take over.
Go ahead, have another Big Tastin' Biscuit.
Big Tastin' every time!

Hungry Jack®

FLAKY BISCUITS FROM Pillsbury

©Copyright The Pillsbury Co. 1975



Foster Farms Chicken, 1970

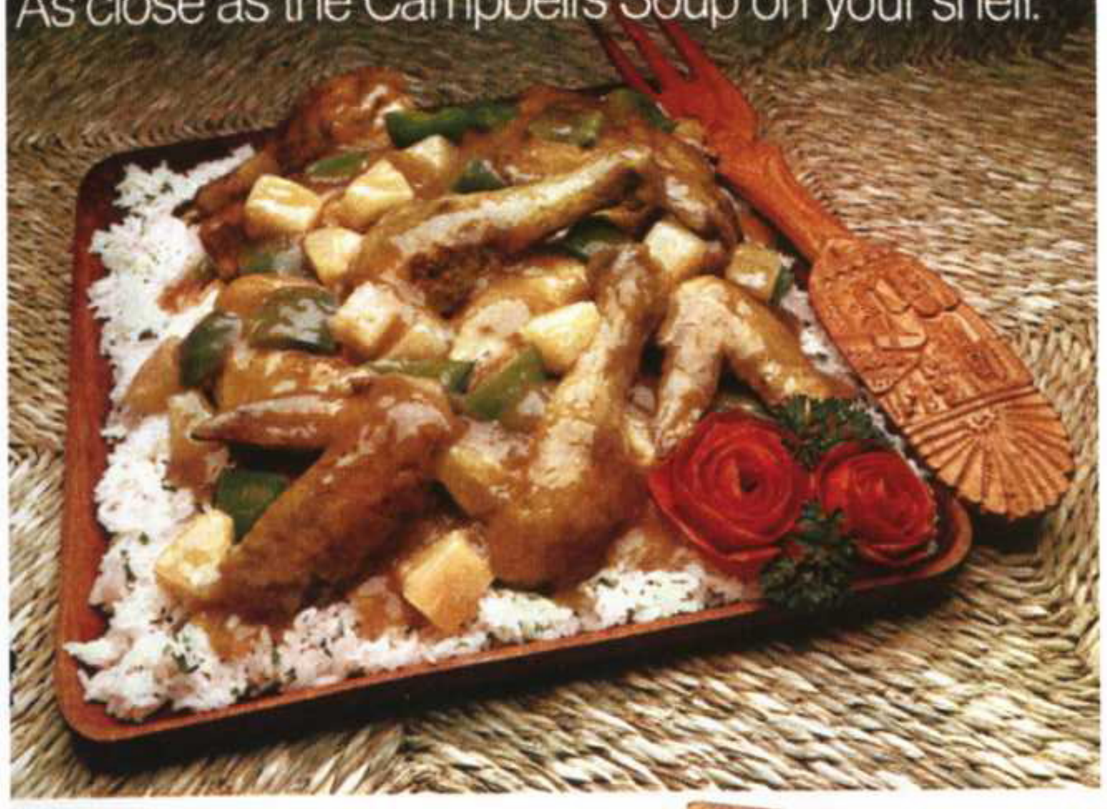
Campbell's Pork & Beans, 1970

Chef Boy-ar-dee Pizza Mix, 1973

Stove Top Stuffing Mix, 1978

HAWAII

As close as the Campbell's Soup on your shelf.



Island-Style Chicken

1 can (about 8 ounces) pineapple chunks in heavy syrup
2 pounds chicken parts
2 tablespoons shortening
1 can Campbell's Chicken Broth
¼ cup vinegar
2 tablespoons brown sugar
2 teaspoons soy sauce
1 large clove garlic, minced
1 medium green pepper, cut in squares
3 tablespoons cornstarch
¼ cup water

Drain pineapple chunks, reserving syrup. In skillet, brown chicken in shortening; pour off fat. Add reserved syrup, broth, vinegar, sugar, soy, and garlic. Cover; cook over low heat 40 minutes. Add green pepper and pineapple chunks; cook 5 minutes more or until done. Stir occasionally. Combine cornstarch and water; gradually stir into sauce. Cook, stirring until thickened. Serve with cooked parsleyed rice. Makes 4 servings.

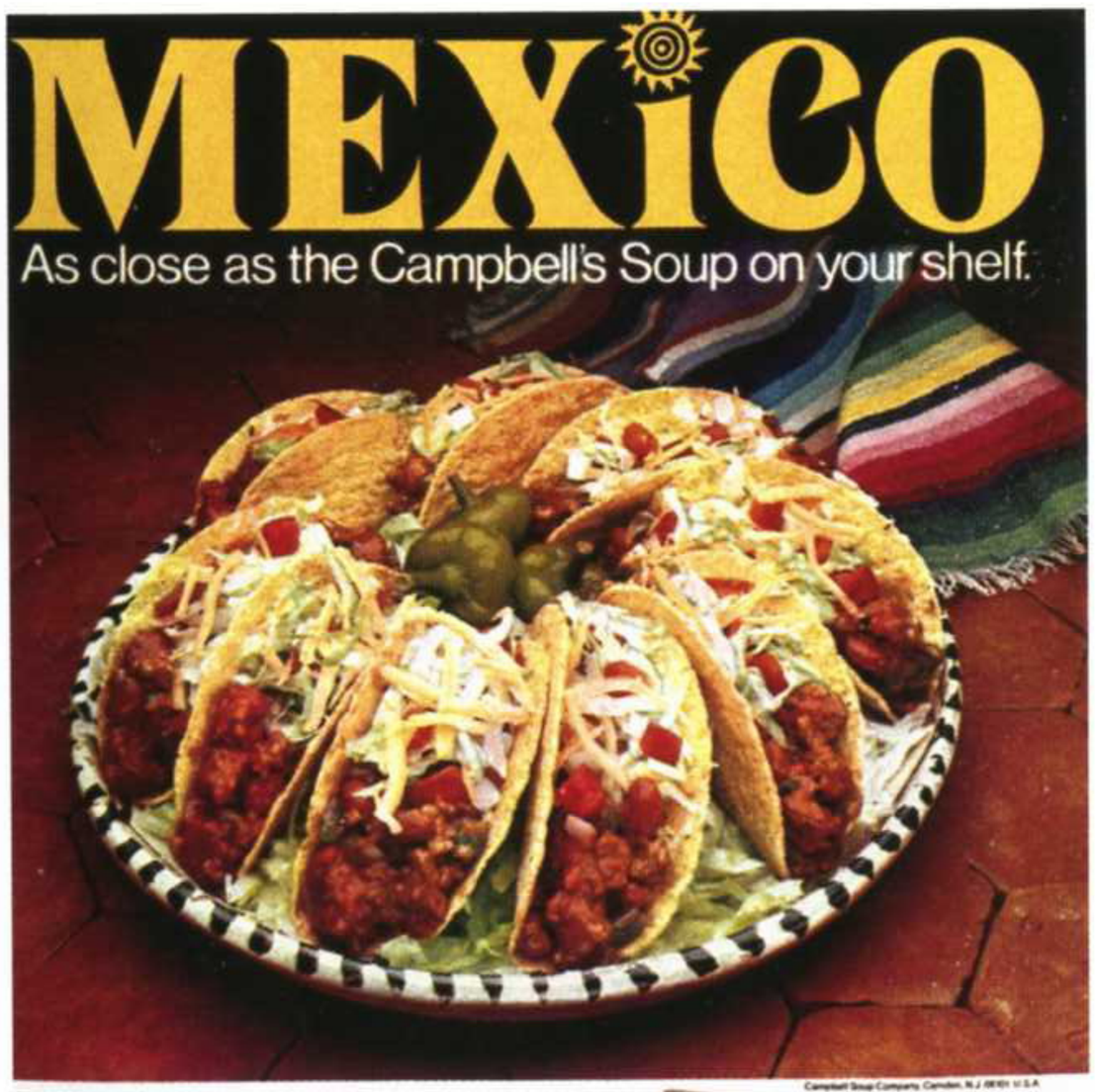
Cookbook offer: There's a world of good cooking waiting for you in Campbell's "Cooking with Soup" cookbook. Over 600 recipes fill this beautiful 200-page, hard-covered book. Just send $1.50 and two Campbell's Soup labels with your name, address, and zip code to: COOKBOOK, Box 1981C, Maple Plain, Minn. 55348. Offer good only in U.S.A. Allow 6 weeks for delivery.

A world of good cooking brought home with Campbell's.

Campbell's Soup, 1978

MEXICO

As close as the Campbell's Soup on your shelf.



Mexicanos Tacos

2 lb. ground beef
½ cup chopped green pepper
1 can Campbell's Chili Beef Soup
1 can Campbell's Tomato Soup
1 to 2 tbsp. finely chopped cherry peppers
24 tacos shells
Shredded Cheddar or Monterey Jack cheese
Shredded lettuce
Chopped onion
Diced tomato

In skillet, brown beef and cook green pepper until tender; stir to separate meat. Add soups and cherry peppers. Cook over low heat 5 minutes; stir occasionally. Fill each taco shell with 3 to 4 tablespoons meat mixture; top each with remaining ingredients. Makes 24 tacos.

Cookbook offer: For a hard-covered copy of Campbell's "Cooking with Soup" cookbook with over 600 recipes in it, send $1.50 and 2 Campbell's Soup labels with your name, address and zip code to: COOKBOOK, Box 1981J, Maple Plain, Minn. 55348. Wisconsin residents send $1.50 and label facsimiles only. Offer good only in U.S.A. Allow 6 weeks for delivery.

A world of good cooking brought home with Campbell's.

Campbell's Soup, 1978

La Choy® makes Chop Suey Vegetables "Swing American" in

Linda's Tuna Bake

2 tablespoons butter
¼ cup chopped green pepper
1 tablespoon flour
1 teaspoon salt
⅛ teaspoon pepper
½ cup milk
1 egg, slightly beaten
¼ cup dairy sour cream
½ cup mayonnaise
1½ cups (one 16 oz. can) La Choy Chop Suey Vegetables, rinsed, drained
1 can (6½ to 7 ounces) tuna, drained, flaked
2 medium tomatoes, cut in wedges
2 tablespoons butter
½ cup crushed La Choy Chow Mein Noodles

Melt 2 tablespoons butter in saucepan; add green pepper and cook 2 minutes. Blend in flour, salt and pepper. Gradually add milk; cook, stirring until slightly thickened. Blend together egg, sour cream and mayonnaise; stir into sauce. Add vegetables and tuna. Turn into buttered 1-quart baking dish. Arrange tomato wedges on top. Bake at 375° for 25 minutes. Melt 2 tablespoons butter in skillet; add Chow Mein Noodles and heat until lightly browned. Sprinkle over top of Tuna Bake.

4 TO 5 SERVINGS.

Another "Swing American" Idea:

La Choy Frozen Egg Rolls are great as appetizers or snacks anytime.

© La Choy Food Products

La Choy Chop Suey Vegetables, 1978

▸ *Chicken of the Sea Tuna, 1971*

Do you believe in mermaids? A lot of people do.

Just ask any mermaid
you happen to see
What's the best tuna?
"It's Chicken of the Sea."

© RALSTON PURINA COMPANY, 1970

Look for Chicken of the Sea Frozen Shrimp, too!

Ralston Purina

Porkfest with pork chops ...it's a Natural!

FRUIT GLAZED BUTTERFLY CHOPS

- 6 pork butterfly chops, cut 1 inch thick
- 1 package (11 ounces) mixed dried fruit
- 1½ cups white catawba grape juice
- 2 tablespoons golden raisins
- ½ cup cream sherry
- ½ teaspoon dry mustard
- ½ teaspoon ground ginger
- 1 tablespoon cornstarch
- 2 tablespoons cold water

In medium saucepan, combine dried fruit, grape juice, raisins, sherry, mustard, and ginger. Bring to boiling. Cover, reduce heat and simmer till fruit is plump and tender, about 25 to 30 minutes. Meanwhile, place butterfly chops on rack in broiler pan. Broil at moderate temperature 3 to 4 inches from heat till done, about 25 minutes, turning once. In small bowl, combine cornstarch and cold water. Stir into fruit mixture. Cook, stirring constantly, over moderate heat till mixture is thickened and bubbly. Cook 1 minute longer. Serve fruit sauce with chops. Makes 6 servings.

When it comes to giving you a choice, pork's just the thing. Chops alone come in a variety of cuts including rib, loin, butterfly, boneless, as well as smoked, just to mention a few. Mmmm . . . delicious. And pork offers plenty of protein, iron, and B vitamins, too.

FREE For a free 32-page recipe book "Pork for Two" (it has recipes for more than two, too), send a self-addressed, stamped, business envelope to: National Pork Producers Council, P.O. Box 10351, Des Moines, Iowa 50306. You'll discover pork's a natural for breakfast, brunch and lunch time, dinner time, snack time, any time.

Offer good in U.S.A. only

National Pork Producers Council, 1978

Ortega Products, 1971 ◄

American Dairy Association, 1978

Spam Canned Meat, 1978

Chef Boy-ar-dee Pizza Mix, 1973

► *McDonald's, 1973* ►► *McDonald's, 1979*

Carver Day Camp Gettin' Down.

Field trips are always a lot of fun.
Especially if you stop by McDonald's on your way home.
Because when it comes to good eatin',
McDonald's is one place that will satisfy everybody.
On the real side, kids can really dig
gettin' down at McDonald's.

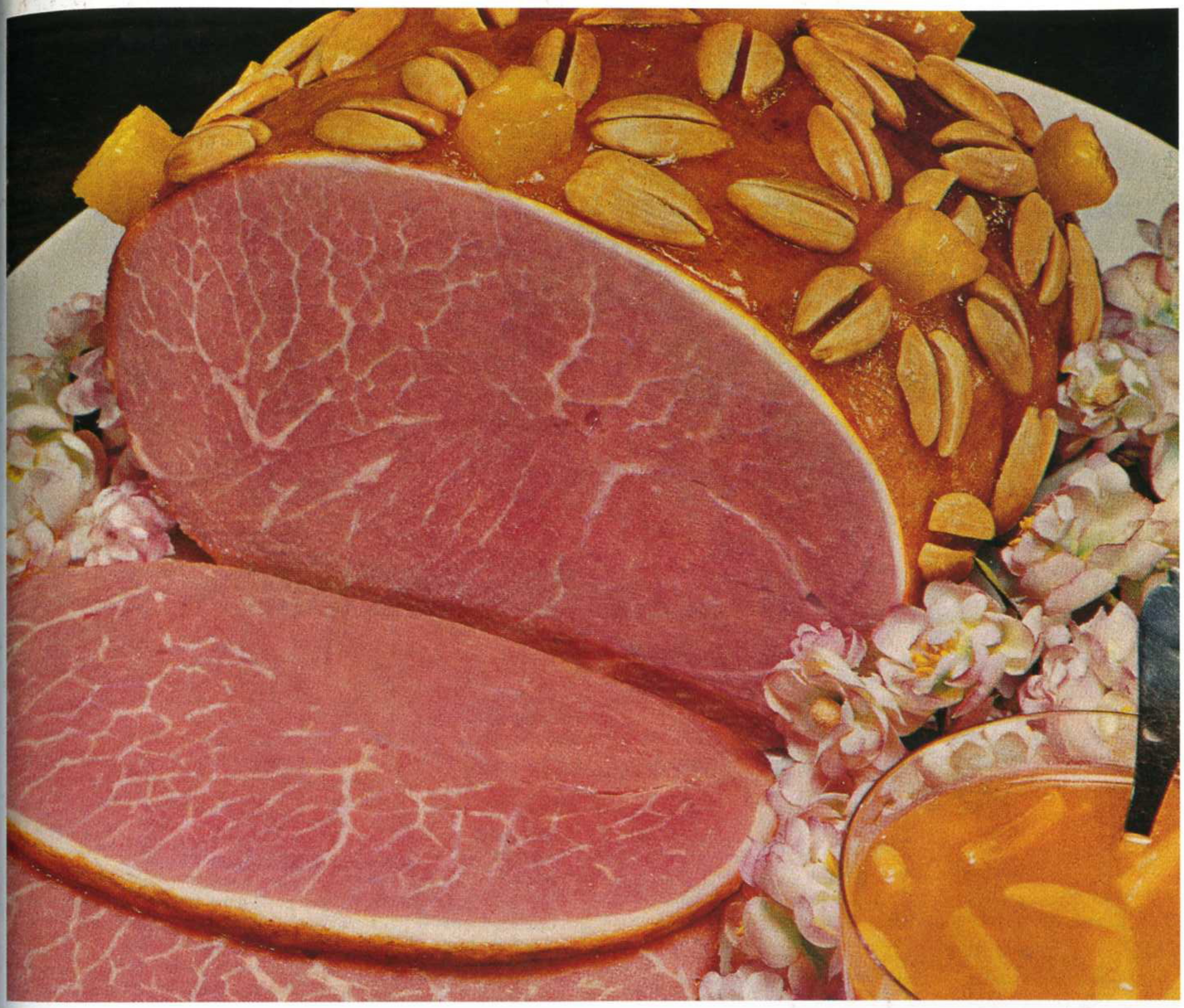
McDonald's®

©1973 McDonald's Corporation

Surprise your big eaters with something serious. Bring home a Whopper from Burger King.® Regular or Double Beef Whopper. Either way, it's got lots of juicy, real broiled beef. Have it with all the trimmings or fixed just the way you like it. For a change of taste, let us whip some cheese on it. Have mercy!! When the appetite's big, get a Whopper at Burger King. Regular or Double Beef. And Have It Your Way.® It's the only way.

...make it a Whopper.®

©1976 Burger King Corporation



Almond Blossom Ham

Simple and simply delicious with Hormel Cure|81® Ham and Blue Diamond® Almonds.

BLUE DIAMOND

APRICOT ALMOND GLAZE

1 can (8 oz.) pineapple tidbits in unsweetened juice
1 can (17 oz.) apricot halves in heavy syrup
1 tsp. lemon juice
1 Tbsp. cornstarch
12 cloves
10 allspice
2 cinnamon sticks
½ cup Blue Diamond® Blanched Slivered Almonds, toasted

While your dependable Cure / 81® ham bakes, drain pineapple and reserve juice. Combine juice with apricots and syrup in blender and whirl until pureed. In medium saucepan, thoroughly blend puree, lemon juice and cornstarch. Drop spices in saucepan. Bring to a boil over medium heat, stirring constantly until thickened. Remove from heat, strain out spices. Brush hot onto ham during last half hour of baking. Cut pineapple tidbits in half and arrange with almonds as shown. Reheat remaining glaze, add almonds and serve as a sauce.

Hormel

Burger King, 1976 ◂ *Hormel Ham/Blue Diamond Almonds, 1978* ▸ *Jell-O Gelatin, 1971*

SPRINKLE JELL-O® INSTEAD OF

BRAND GELATIN

Instead of fruit sauce on ice cream or you-know-what on strawberries or "jimmies" on cup cakes. Sprinkle Jell-O Brand Gelatin right out of the box. It tastes fruity and sweet at the same time.

Sprinkle Jell-O in 15 fruity flavors. Sprinkle Orange Jell-O on strawberries or Strawberry Jell-O on ice cream or Lime Jell-O on cup cakes. Then keep what's left in your covered sugar bowl or baby food jar.

Tomorrow. Be different and have fun. Sprinkle Jell-O Gelatin out of the box on the things you already like. And you may find you can even like them better. Sprinkle. Sprinkle. Sprinkle.

Jell-O is a registered trademark of the General Foods Corporation.

It takes two to top the Waldorf.

Nothing tops it better than these two from Kraft . . . Miracle Whip Salad Dressing and Kraft Miniature Marshmallows. A great combination! The lively fresh flavor of Miracle Whip and smooth blending Miniature Marshmallows add a special taste

Waldorf Crown Salad

2 3 oz. pkgs. strawberry flavored gelatin
2 c. boiling water
1½ c. cold water
1 c. cubed apples
½ c. thinly sliced celery
¼ c. chopped walnuts

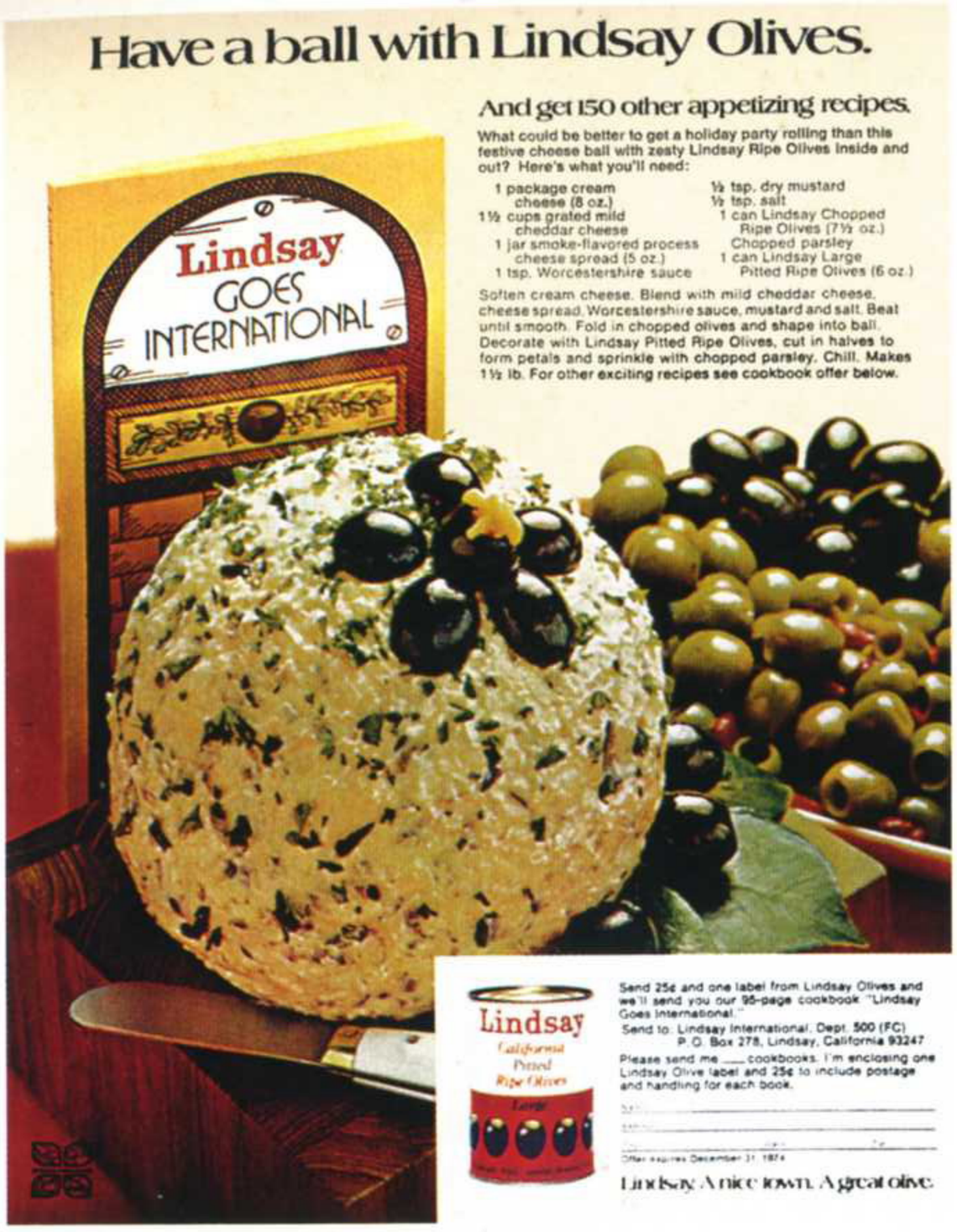
Dissolve gelatin in boiling water; stir in cold water. Chill until thickened; fold in remaining ingredients. Pour into 5-cup ring mold. Chill until firm. Unmold, surround with lettuce. Fill

Regal Dressing

1½ c. Kraft Miniature Marshmallows
1 c. dairy sour cream
½ c. Miracle Whip Salad Dressing

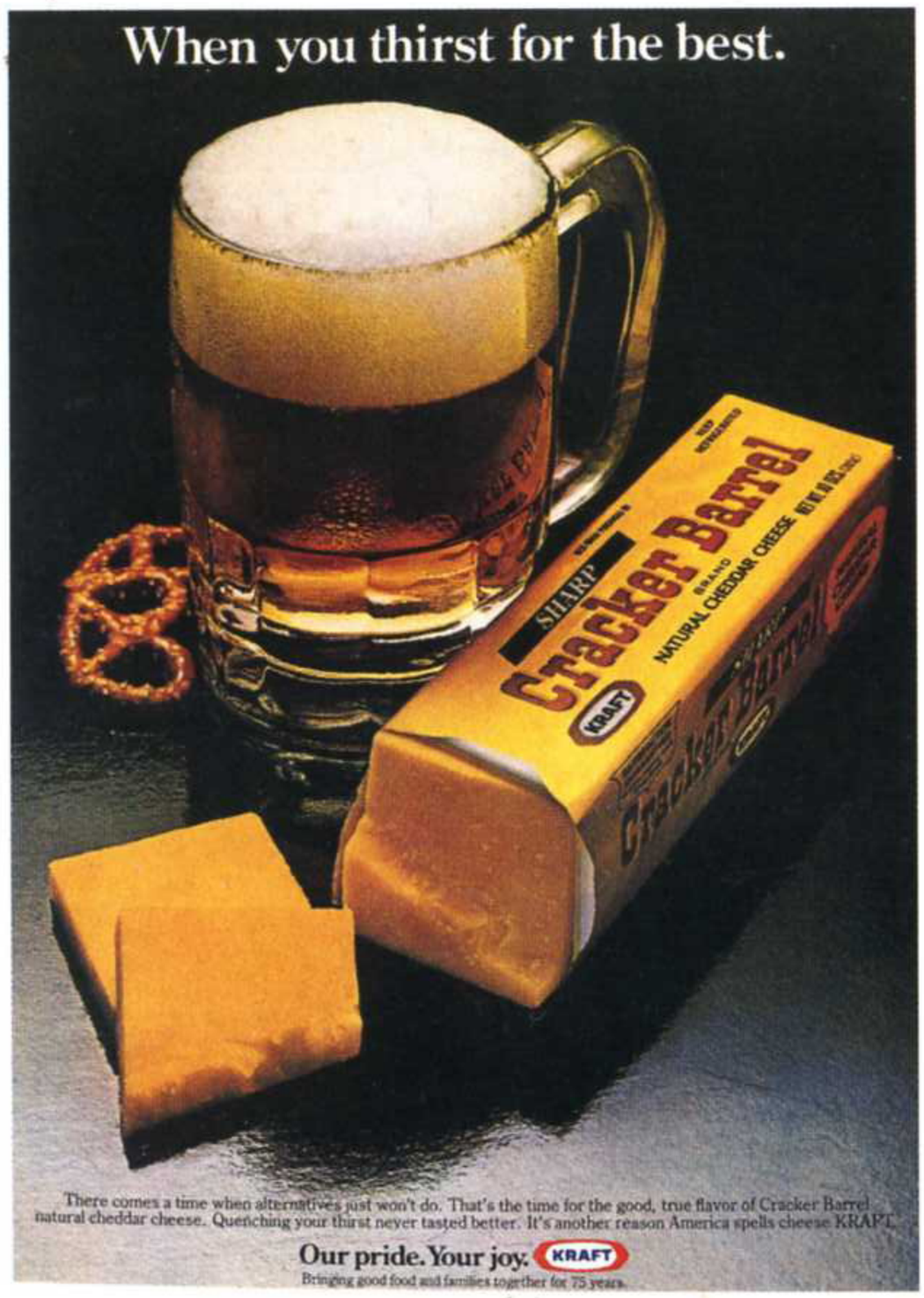
Combine ingredients: mix well. 6 to 8 servings.

KRAFT



Lindsay Olives, 1973

Squeez-A-Snak Cheese Spread, 1974



Kraft Miracle Whip/Marshmallows, 1973 ◄ *Cracker Barrel Cheese, 1978*

Premium Crackers, 1970 ► *Bell Potato Chips, 1972*

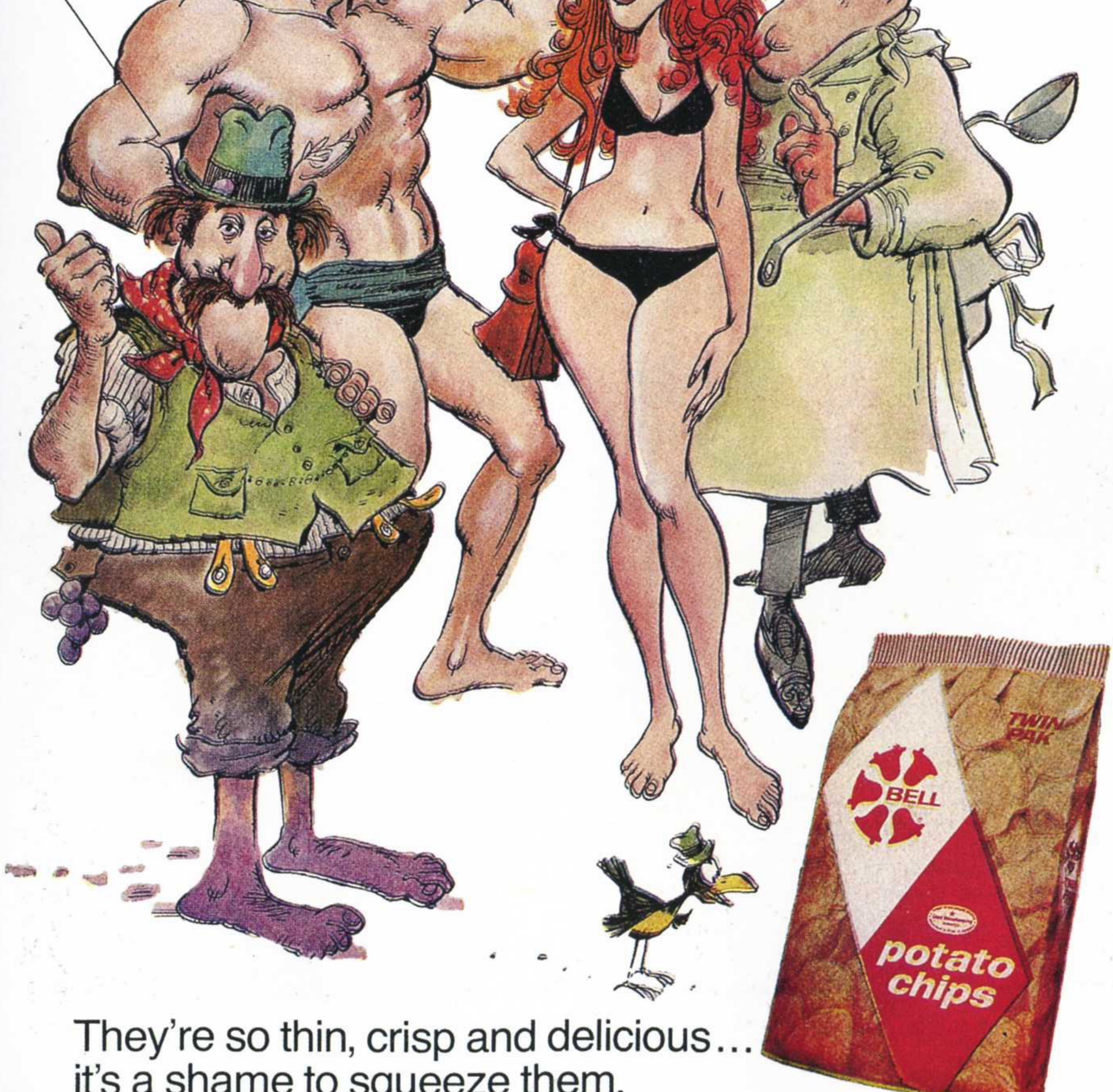
Please don't squeeze a bag of BELL.

"I squeeze real steel beer cans... but I never squeeze Bell Variety Paks."

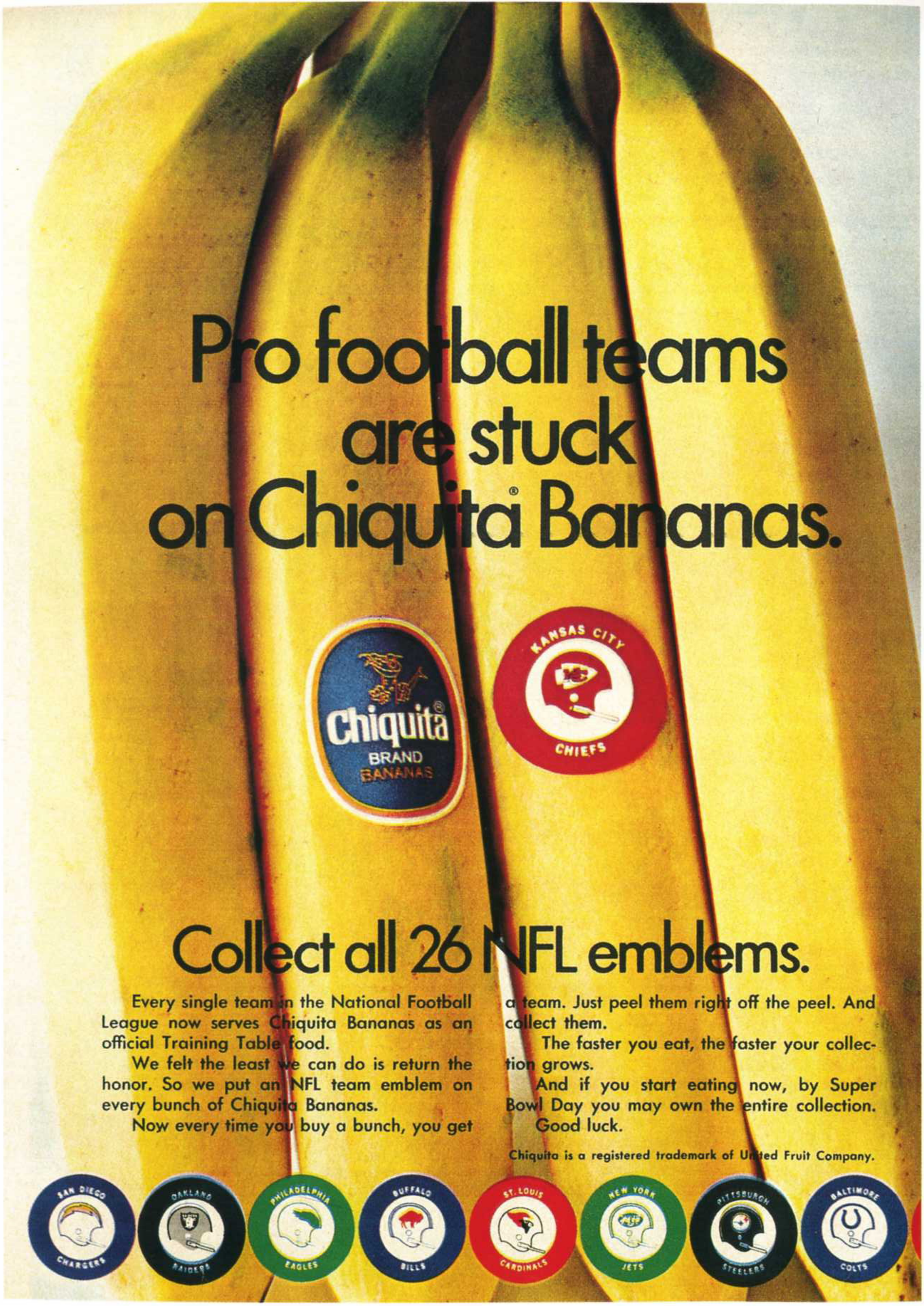
"Dahling! *Some* things just don't get squeezed. Like Bell Corn Chips of course!"

"Impossibilité! Putting my special guacamole dip on a crushed Bell Tortilla Chip."

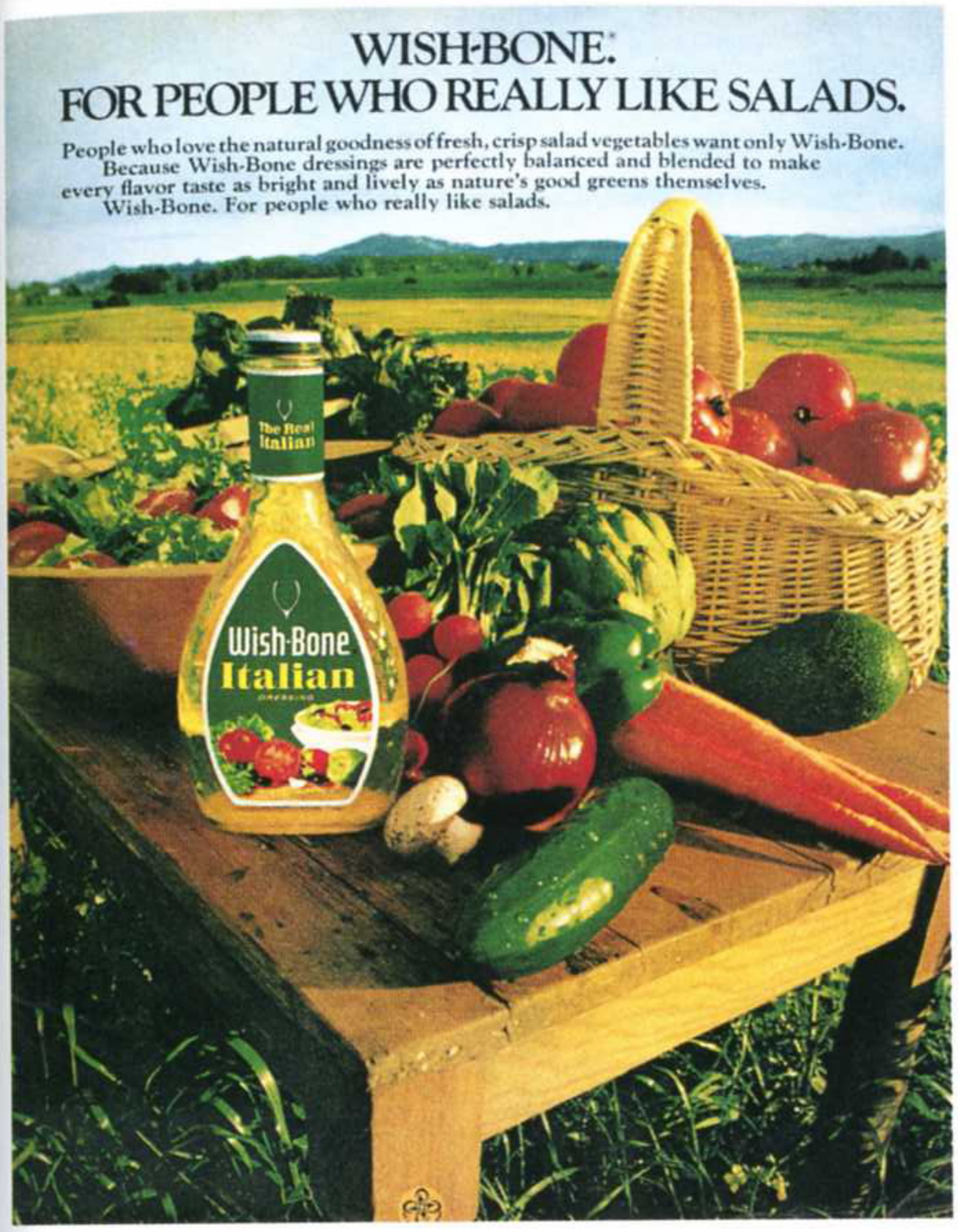
"Look! Squeeze da grape... but *no* squeeze da Bell Potato Chips."



They're so thin, crisp and delicious... it's a shame to squeeze them.



Chiquita Bananas, 1970



Wish-Bone Italian Dressing, 1973

Kraft Cucumber Dressing, 1978

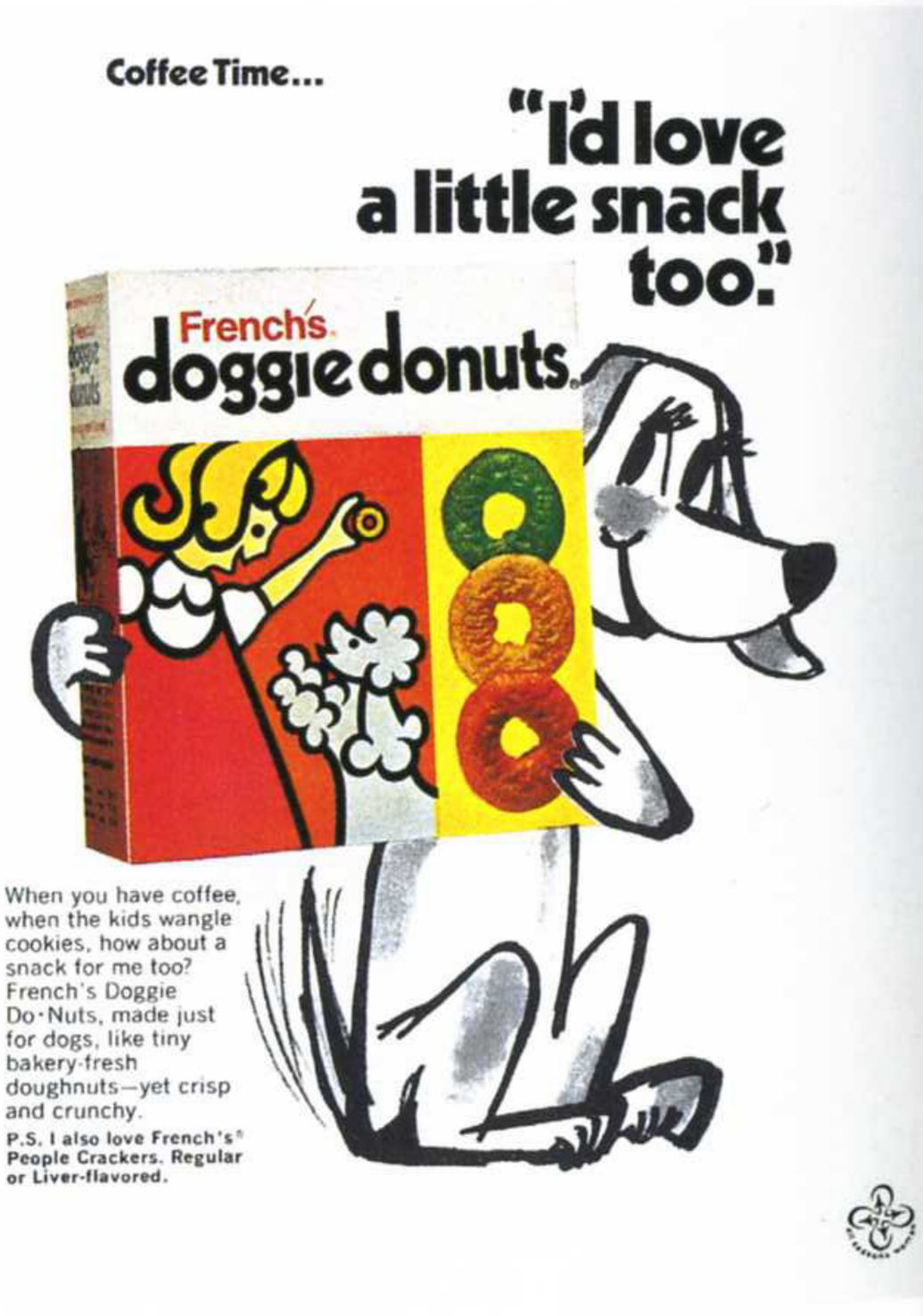
Bac-Os Imitation Bacon, 1978

Hidden Valley Ranch Dressing, 1979

Ken-L Ration Dog Food, 1971

Ken-L Ration Dog Food, 1978

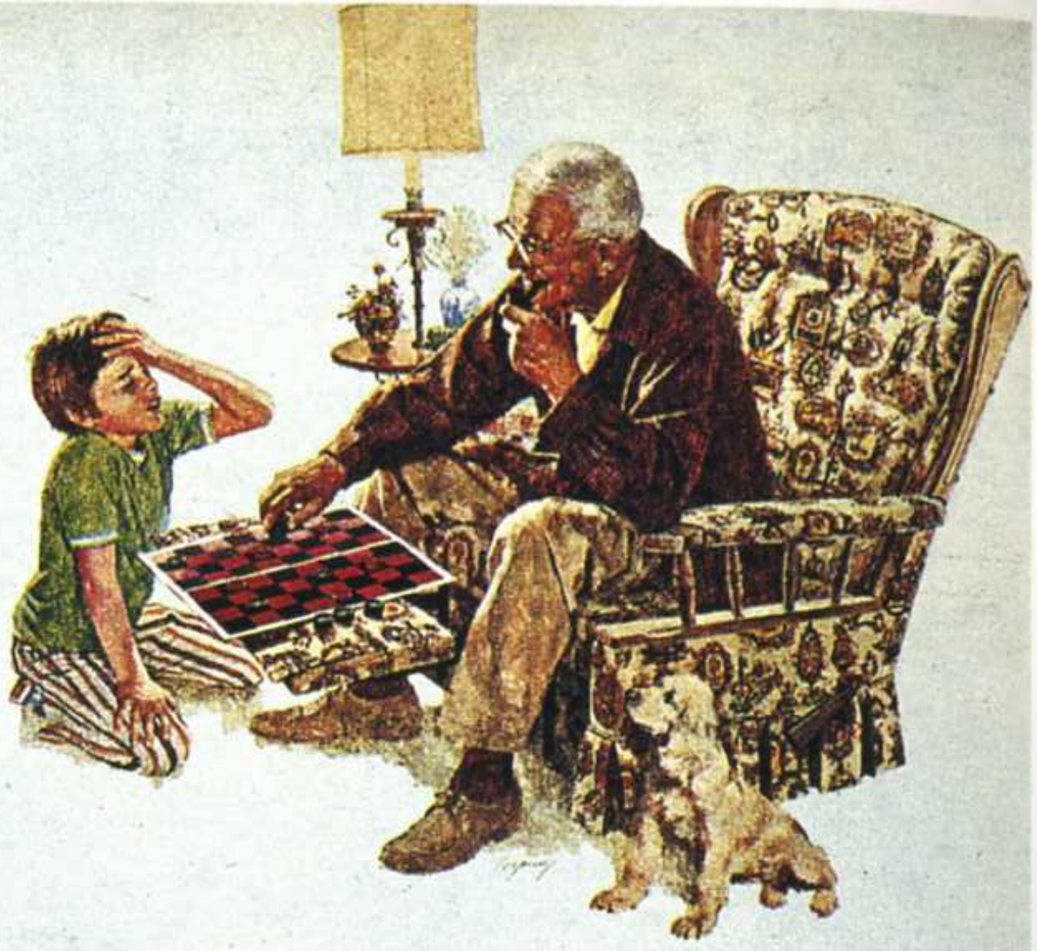
French's People Crackers for Dogs, 1972



French's Doggie Donuts, 1973

Ken-L Ration Dog Food, 1978

Interiors 296



LA-Z-BOY®

Relaxes All Kinds Of Dads!

for FATHER'S DAY

Because you love Dad, you want him to have the very best. No matter what kind of Dad he is — sportsman — TV buff — checker enthusiast or what, he will be pleased and happy in his La-Z-Boy reclining chair because it will give him the kind of comfort he has always wanted! And that includes real lay-back, stretch-out comfort.

Best news yet, Mom, **La-Z-Boy reclining chairs are available in long-wearing, stain-resistant Herculon® Olefin Fibers, which are on sale now for Father's Day.** No matter what the decor of the room — your La-Z-Boy dealer has the style for you.

Happy Father's Day, Dad!

On Sale Now At La-Z-Boy Dealers Everywhere!

Armstrong Floors, 1973 ◄ *La-Z-Boy Chairs, 1972*

► *Stroheim & Romann Fabrics, 1972*

Casa Bella Furnishings, 1979

► *Pace Furniture, 1979*

310 LOUNGE CHAIR/DESIGN LEON ROSEN

pace®

NEW YORK: 321 EAST 62 STREET / LOS ANGELES: 8936 BEVERLY BOULEVARD
CHICAGO: 1248 MERCHANDISE MART / MIAMI: 47 NORTHEAST 36 STREET
BOSTON · DALLAS · HOUSTON · SAN FRANCISCO · SEATTLE

Riviera Convertibles, 1974

Kroehler Furniture, 1974

Simmons Hide-A-Bed Sofa, 1973

Chatham Furniture, 1976

▸ *Selig Furniture, 1974*

when it's contemporary...

ARGOS ©ORIGINAL EDWARD FIELDS DESIGN

when it's traditional...

SHIRAZ ©ORIGINAL EDWARD FIELDS DESIGN

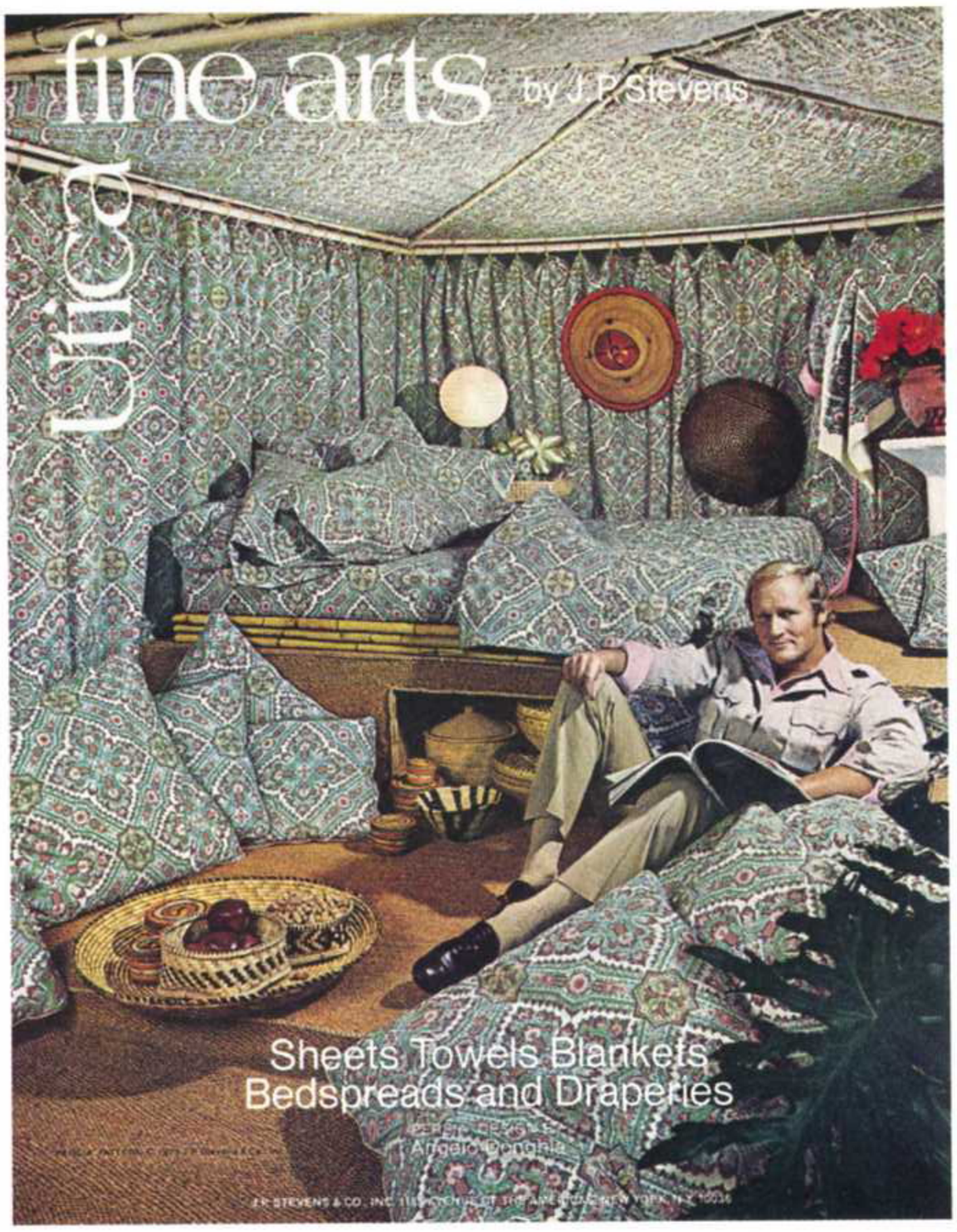
MARK OF THE WORLD'S BEST

PURE WOOL PILE

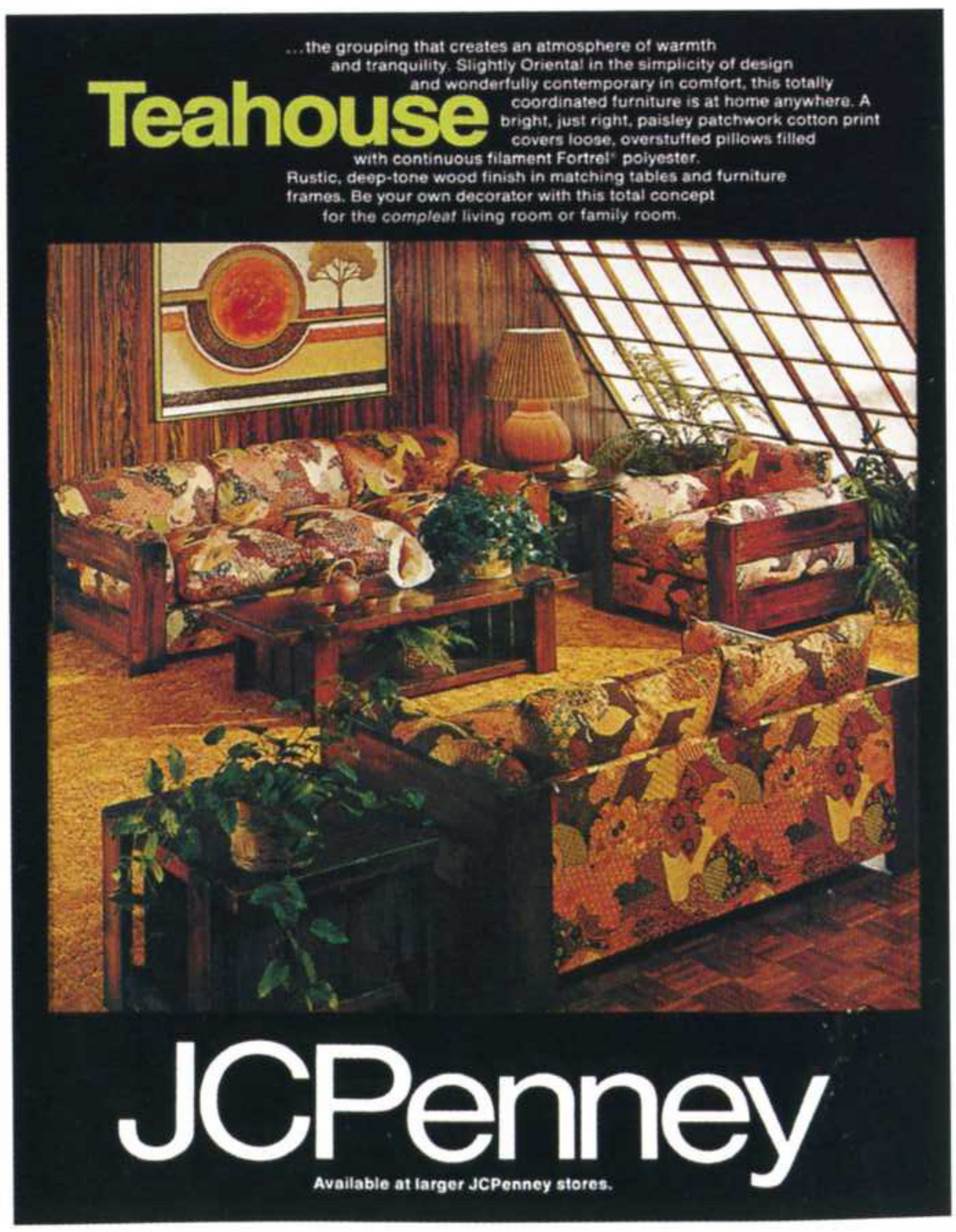
NO LIMIT TO CARPET DESIGN AT / EDWARD FIELDS

NEW YORK 232 EAST 59TH ST. / *LOS ANGELES* 8950 BEVERLY BLVD.
BOSTON 420 BOYLSTON STREET / *CHICAGO* MERCHANDISE MART

Van Luit & Co. Wallcoverings, 1972

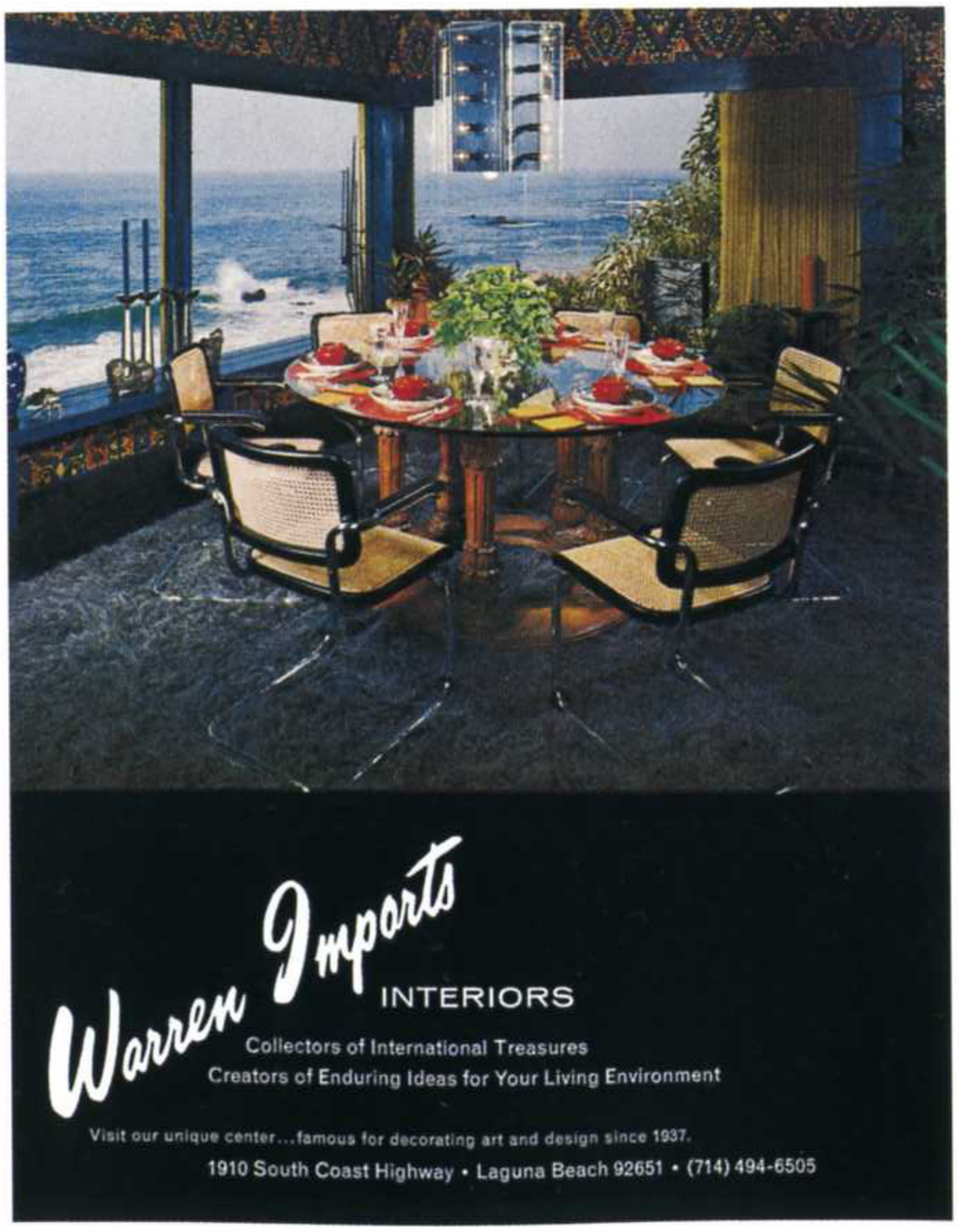


Utica Fabrics, 1975



Edward Fields Rugs, 1972 ◄

J. C. Penney Department Store, 1979



Warren Imports, 1972

Kroehler believes your furniture should be as generous and interesting as you are.

There's a welcome quality—a mood—to this Citation by Kroehler sofa that fits perfectly with the way you feel about people. It's a comfortable, sheltered nook for a very private conversation. And it loves to have a party!

Hotline: For your nearest Citation by Kroehler dealer, call 800-447-4700 toll free. (In Illinois: 800-322-4400.) For more decorating ideas, send for our 26-page full-color shopping guide: "Lively Living with Kroehler Furniture." Send 50¢ to: Kroehler Mfg. Co., Dept. I, 222 E. Fifth Street, Naperville, IL 60540.

79" Shelter Sofa (height of back: 39") with 2 Ottomans (each 38" long) in 100% Vectra® Olefin fibers: all 3 pieces under $900. Also available as a Sleep-or-Lounge with luxurious queen-size (60 x 72") mattress. Sleep-or-Lounge with 2 Ottomans: under $1000. Manufacturer's suggested retail prices may vary by geographic area, and for fabrics other than shown. Upholstered pieces also available in other fashion fabrics protected with DuPont Zepel® stain repellent.

Citation by KROEHLER.

Stanley Furniture, 1979

Lane Furniture, 1979

Kroehler Furniture, 1975 ◄

Burlington Furniture, 1979

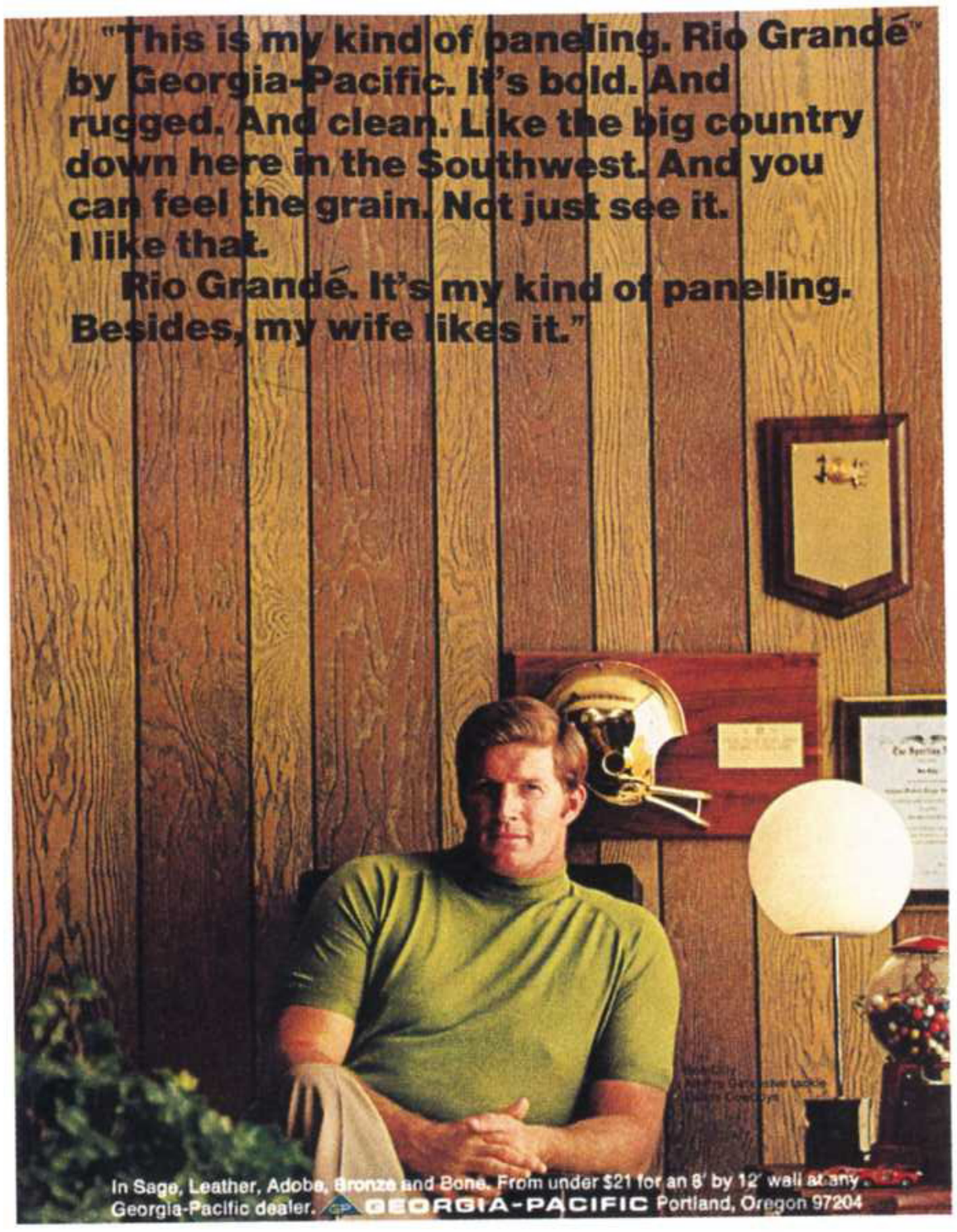
Feel clean all over

It's a grand feeling when everything's clean. Rugs, walls, table tops, everything. And one of your best helpers is gas heat. There's no heat cleaner than gas. No heat more comfortable or dependable. And do you know how thrifty gas heat is? Check into it—with your gas company or heating contractor.

Gas heat gives you a better deal.

AMERICAN GAS ASSOCIATION, INC.

Chromcraft Furniture, 1974



Georgia-Pacific Paneling, 1970

American Gas Association, 1971 ◄ *Panasonic Audio Egg, 1972*

► *Philadelphia Carpets, 1974*

SIGNATURES IN ACRIVUE

THE SWEDLOW GROUP

Gary Gutterman
creates for The Swedlow Group:

THE LORNA CONSOLE	20"x104"x32" High
THE PLEXA CHAIR	30"x31"x26" High
THE TILLIE TABLE	26"x26"x18" High
THE RHODES TABLE	45"x36"x16" High

LOS ANGELES: 137 Pacific Design Center
8687 Melrose Avenue (213) 659-9898

ATLANTA: Ainsworth-Noah and Associates
BOSTON: Ostrer House
CHICAGO: ROZMALLIN
COSTA MESA: Gerridy's
DALLAS: Eliot & Associates
DENVER: Kneedler-Fauchère
HONOLULU: Paul Rasmussen, Inc.
MIAMI: Casa Bella
NEW YORK: Axius
NEW YORK: Casa Bella
PALM SPRINGS: Gary Jon
PHILADELPHIA: J W Showroom, Inc.
PHOENIX: Ondine
PORTLAND: Kneedler-Fauchère
SAN FRANCISCO: Kneedler-Fauchère
SEATTLE: Kneedler-Fauchère
TOKYO: Asahi Art Co., Ltd.
TORONTO: Exandra
WASHINGTON, D.C.: J W Showroom, Inc.

Catalog Available: Twenty-five Dollars

ACRIVUE the gem-like acrylic highly prized for its flawless clarity, is a registered trademark of Swedlow, Inc.
THE SWEDLOW GROUP, A Division of Swedlow, Inc.

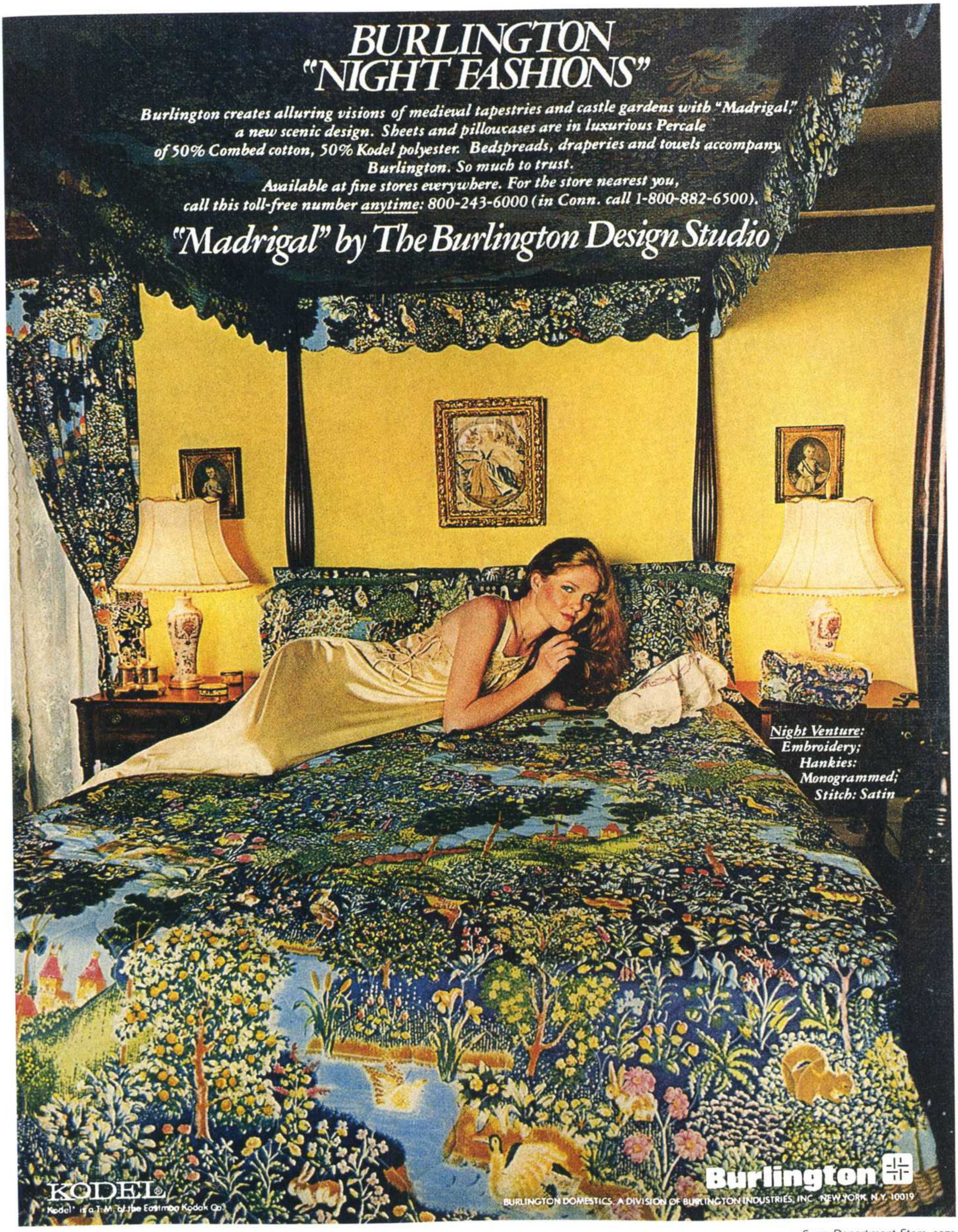
Celanese House, 1977

Wamsutta, 1977

The Swedlow Group Furniture, 1979 ◄

Bloomcraft, 1979

Martex Sheets, 1979



Burlington Fabrics, 1977

▸ *Sears Department Store, 1973*

What puts the life in the World Trade Center?

Its size.
Its international scope.
Its view of the world.
Its wool-covered floors, partitions, chairs, even cabinet doors.

Never has a greater architectural project been undertaken—and never has wool been called upon to do so big a job. The World Trade Center rises 110 stories. Each of its twin towers is 1,350 feet high. It will have 9,000,000 square feet of office space upon completion. Each tower floor is an acre in size. And the carpeting is wool, of course.

The idea of a World Trade Center was born in 1960 when the business community of lower Manhattan recognized the need for such a business complex. In 1962, the Port Authority of New York and New Jersey was authorized by both States to develop the idea. Minoru Yamasaki and Associates and Emery Roth and Sons were commissioned architects. In 1966, ground was broken and on April 4, 1973, the formal dedication ceremony was held. One of the biggest architectural projects in the world is taking shape—a complex which includes the twin towers, the Customs House, the two Plaza buildings, and a proposed hotel.

Of course, tenants haven't waited for completion, and neither have their interior designers and carpet suppliers.

More than twenty-five of the World Trade Center's acres have been covered in wool, but far more wool acreage is projected.

The use of wool in the Trade Center might be described as three-faceted, with three classifications of areas to be covered. First, public areas including entrance lobbies, hallways, elevators and "skylobbies" or changeover points from local and express elevators on the forty-fourth and seventy-eighth floors. Second, the twenty-two Port Authority floors including executive offices, dining rooms and cafeterias, the World Trade Institute's language school and seminar rooms, the library, etc. Third, tenant areas.

This means that almost everywhere in the World Trade Center, wool warms concrete, cuts sun glare at windows, softens the sound of hundreds of thousands of phones, voices, footsteps. It adds flowing elegance, color, warmth, helping create a more human scale and ambience in these larger-than-life towers of concrete, steel and glass.

However, there was no need to review all these virtues when the time came to make a decision on carpet fiber. The decision was automatic. Fire Department regulations practically specified it.

Wool Bureau, 1974

SIMMONS.
10-month, turnkey package.
O'Hare International Tower Hotel.

Interior design: Norman de Haan, A.I.D., Norman de Haan Associates, Inc.
Architect: C. F. Murphy Associates

Only Simmons could put together a package deal like this one—from conception to installation in just 10 months.

In April of 1972, Norman de Haan Associates, Inc., were brought in by Madison Square Garden Corporation to create the interiors of the new O'Hare International Tower Hotel. When plans were finished, in an incredibly short 8 weeks, all guestroom furnishings had been custom designed.

Simmons made them all. Delivered them on time. And worked out a tight installation timetable that allowed the hotel to open in February of 1973, just 10 months from project start.

The Tower presented unusual problems that demanded unusual custom solutions. Noise level was a big one. Simmons helped to solve it with sound-absorbent draperies from Bloomcraft. Carpeting has thick padding as part of the sound-control measures. And all furnishings meet the new flammability standards.

The 981 guestrooms have five carpet colors and six alternate Bloomcraft bedspread and drapery schemes, a tricky record-keeping challenge that Simmons handled without a hitch.

The unusual shape of the building, plus the need for a given number of rooms, made each room relatively small. Headboards with attached lights from Raynor/Richards, Morgenthau that also serve as bedside tables maximize the floorspace. Beds are on easily maintained plinth bases that conserve space. And all bedding is Beautyrest by Simmons.

Thonet created the sleek guestroom case goods. The handsome chairs are by Simmons Living Room Division. Both custom-designed by Norman de Haan, A.I.D. Much of the seating in public areas is from Selig and Thonet.

The lobby is rather long and narrow with glass walls on two sides. Mr. de Haan visually stretched the area with low profile Thonet fiberglass chairs and a Simmons geometric carpet spread throughout the entire area.

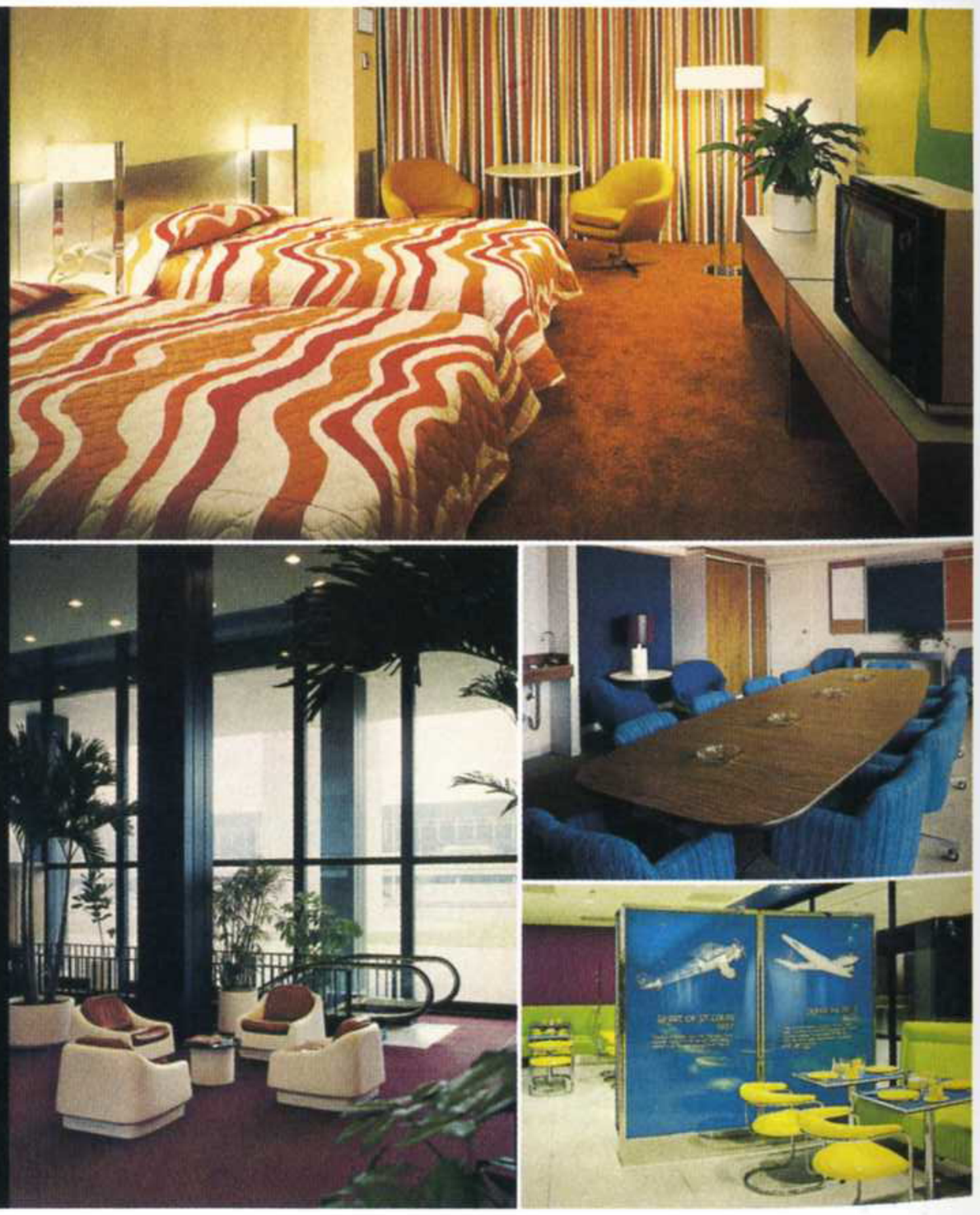
In addition there are 63 conference rooms, 18 meeting/banquet rooms, a mezzanine and seven restaurants. Furnished and accessorized for the most part with Simmons products.

The entire interior installation was coordinated by Simmons. It was done in vertical thirds as each section of the hotel was completed, making warehousing, delivery and scheduling of installation operations critical.

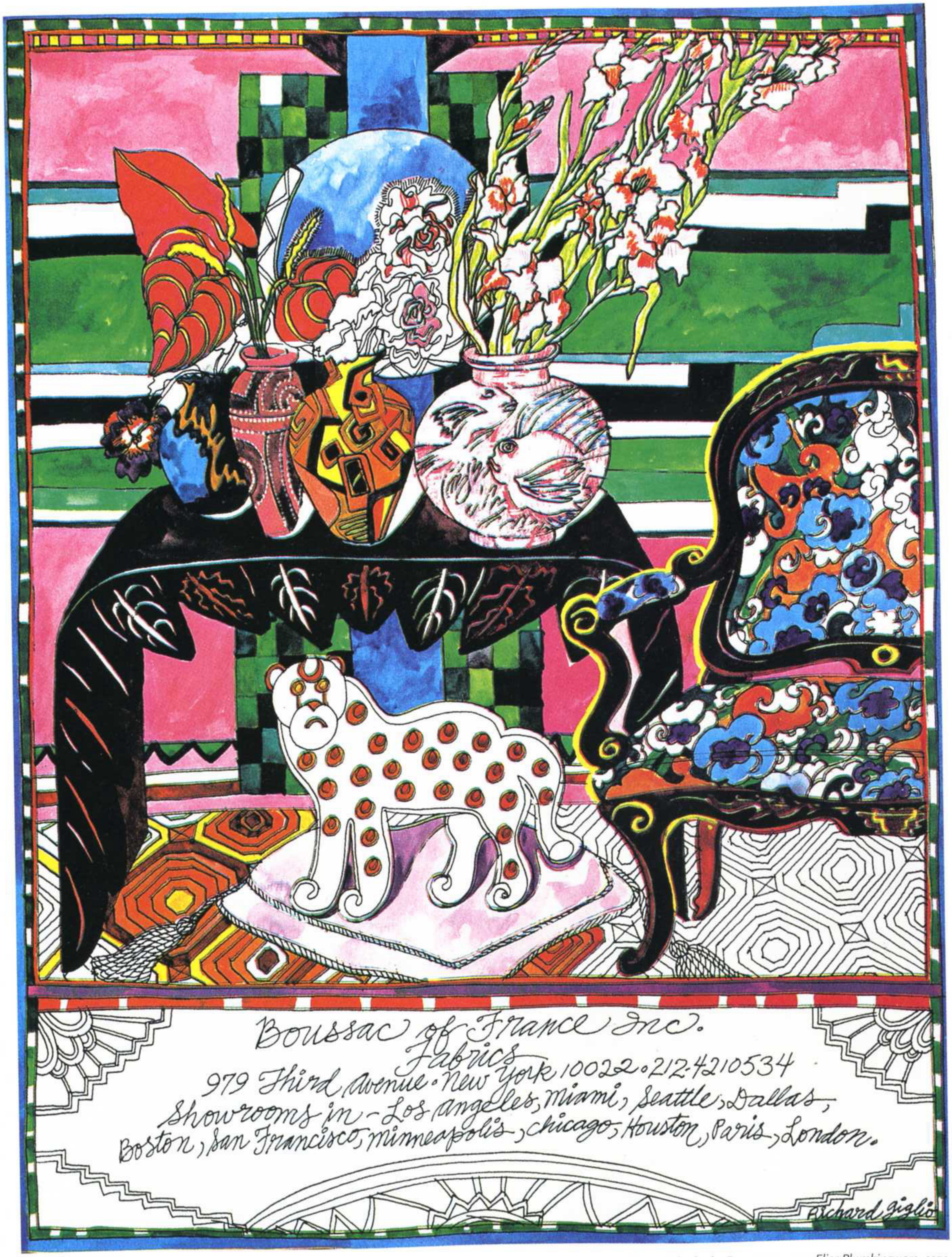
Remarkably, it all came together on time. And, Simmons can tailor a complete turnkey package for you.

With all the Simmons resources at your command, you save time as well as make pricing, coordination and installation immensely simpler.

Call Bob Costello, General Manager, Simmons Contract. (312) 644-4060. For a package plan par excellence.



Simmons Furniture, 1974



Boussac of France Fabrics, 1974

▸ *Roman Shades by Ray, 1972* ▸▸ *Eljer Plumbingware, 1972*

The Pine Line. A lounge group with nothing between you and the honesty of its natural wood. Elemental. Adaptable. And most comfortable. The random width pine planks enclose plump urethane cubes. Chair, two and three seaters in your choice of fabrics. Complementary tables also available. See it at the Thonet Center of Design. New York. Chicago. Los Angeles. Dallas. Or write Thonet Industries Inc., 491 East Princess Street, York, Pa. 17405. Telephone (717) 845-6666.

Modern Master Tapestries, 1972 ◄

Thonet Furniture, 1973

Travel 324

Picking an airline for its food is like picking a restaurant for its flying ability.

We don't know of a single restaurant that advertises itself as a great airline. Which is understandable.

However we do know of several airlines that advertise themselves as great restaurants. Which is absurd.

For no matter what an airline does (and none do more than we do) the closest it can come to great cuisine is good cuisine. The limitations of serving food at 30,000 feet see to that.

But that isn't the point. The point is, you don't get on an airplane to eat in the first place. No matter how good the food is. You get on an airplane to go somewhere.

And if that somewhere happens to be over 3,000 miles of ocean to a place you've never been, you need more than a pleasant plane ride.

You need help and advice before you leave.

If you've traveled a lot you know that planning things out thoroughly, before you leave, can mean the difference between a so-so vacation and a great vacation.

Over 7,000 Pan Am. travel agents, all across the country, have the knowledge and experience to make sure yours is the latter. From a complete Pan Am tour (having invented the air tour, we offer a wider selection to more countries than anyone) to simply making air and hotel reservations for you wherever you're going.

In addition, there are more than 50 Pan Am offices in the U.S. alone, staffed with people willing and able to help you with everything from what to pack to where to stay. Or where not to.

You may need help and advice once you're there.

There's one thing you can always expect when you travel. The unexpected.

You run a little short of cash. You don't receive your mail from home. You want to change plans. If you're a Pan Am ticket holder you can walk into any of our offices throughout the world and get help with the unexpected.

You can cash a personal check in an emergency, arrange to pick up your mail through our special "Postal Service," change hotel or flight reservations and get assistance on other problems that may come up.

And you don't pay us anything extra for any of these services. The pre-trip planning or the help you get once you're there. Further, your air fare on Pan Am is no more than it is on any other scheduled airline.

There's one other thing you don't pay extra for at Pan Am.

Our experience.

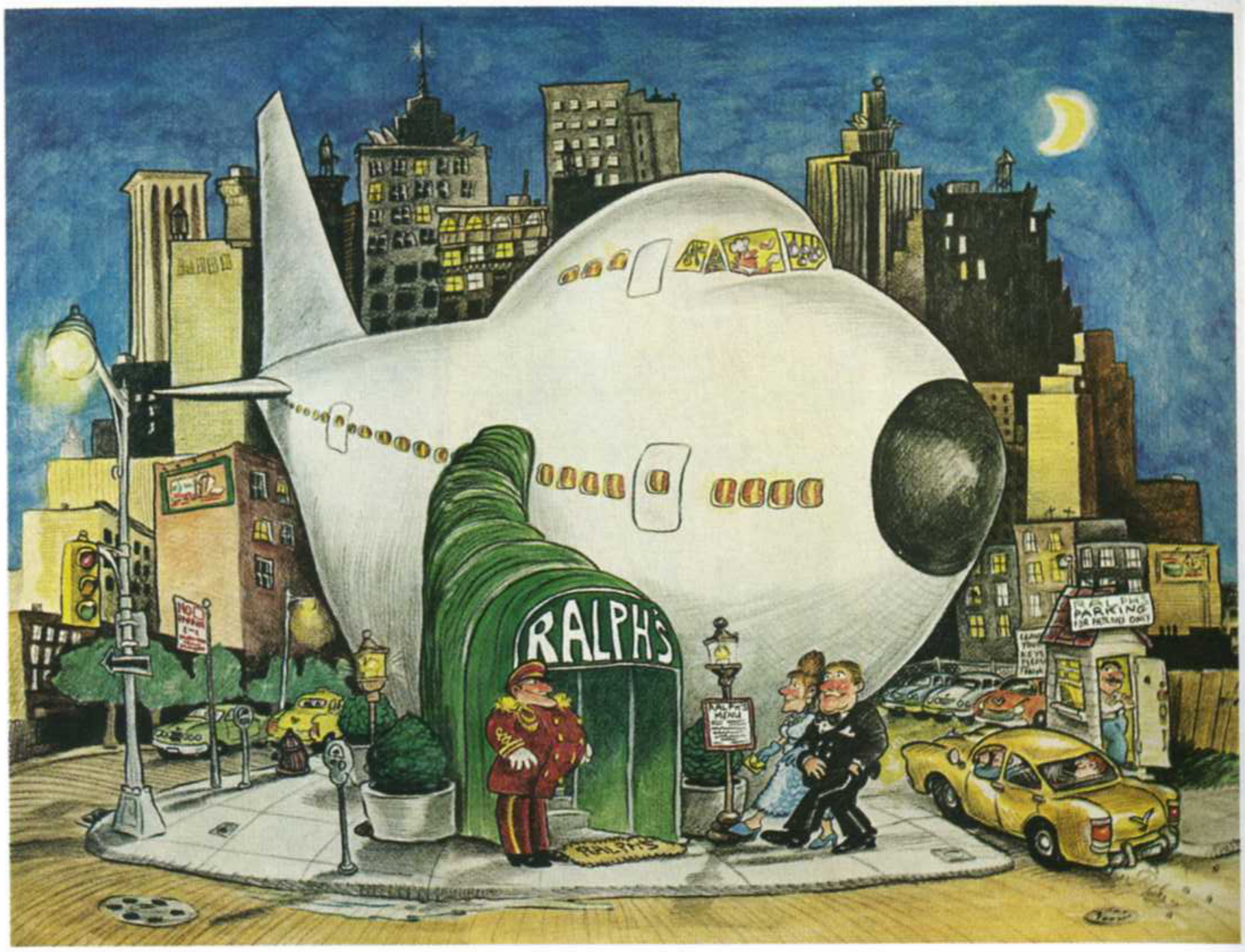
We've opened more of the world to air travel than all other airlines combined.

We've introduced (and helped design) virtually every major commercial aircraft of the last 40 years. Including the 747.

Our experience and knowledge is so vast, in fact, that last year alone, 17 of the world's airlines sent their pilots and crews to us for advanced training.

Come to think of it, 7 airlines had us prepare a good share of the meals they served aboard.

Pan Am
The world's most experienced airline.



Pan Am Airlines, 1972

American Airlines New 747 LuxuryLiner. The plane with no competition.

Coach Lounge.

No matter where you've been in the world, you've never gone in comfort like this. From our spacious new Coach Lounge, with its stand-up bar, all through the plane and up the stairs, to our totally redesigned first class lounge. It's a new standard in flying comfort. The American Airlines 747 LuxuryLiner. First of all, in coach, there's a lounge bigger than most living rooms.

It's a place where you can mingle, make new friends, have a snack, have some fun. Enjoy being sociable, or just enjoy the space. No other airline has anything like it. And back down the aisle at your seat, we've rearranged the rows. So besides getting **more leg room and sitting room,** you'll have more getting up room when you try out the lounge. If you're flying first class, why not call ahead

American Airlines, 1971 ◄

First Class Lounge.

and **reserve a table for four.** You can wine and dine with friends, do a little business, or maybe play some bridge. And a floor above is our beautiful new first class lounge. A plush, intimate spot where you can socialize over after-dinner liqueurs or champagne. And for everybody on transcontinental flights,

there's an added service. Flagship Service. Featuring Polynesian food. Special warming wagons to keep your food piping hot. And pretty new outfits for our stewardesses. So if you like going places to see things, this new airplane is something to see. Every one of our 747s is now a LuxuryLiner. And all of the extra comforts won't cost you an extra cent. For reservations call us or your Travel Agent.

American Airlines 747 LuxuryLiner

American Airlines, 1971

► *Pan Am Airlines, 1972*

Walt Frazier and Jerry Lucas of the New York Knickerbockers.

When the men of the National Basketball Association go out of town on business they expect to have a rough time.

But on the way to and from, they want things made easy.

United understands.

Maybe that's why all 17 NBA teams fly United to away games. And, in fact, why we fly more pro and college sports teams than any other airline.

Because we don't play games with them.

These guys are travel pros, too. They want convenience, attention, service, without asking. And in the friendly skies, they've got it.

United knows that business people come in all shapes and styles. So we take them one at a time. And make things easy for all of them. Each in his own way.

The next time you're going out of town, call your Travel Agent, or United.

And say you're a tough customer. We'll take you on, too.

The friendly skies of your land

United Air Lines

Partners in Travel with Western International Hotels.

United Airlines, 1973

NOW, A WHOLE NEW WAY TO FLY ACROSS THE UNITED STATES. TWA's NEW AMBASSADOR SERVICE.

If you've suffered through a five hour flight, eating dull food, watching a movie you've already seen, we've got news for you.

TWA's new Ambassador Service.

Everything starts at the front of the terminal.

The Skycap takes your bags. You head straight for the gate.

Where you find our new Ground Ambassador. If you have any problem, that's why he's there.

On board, you'll find new colors, new carpet, new seats, more room, better everything.

Especially in coach. Where we ripped the old seats out of our 707's. And put in our new Twin Seats.

You'll find a choice of 3 International meals in coach, 5 in first class. With champagnes, wines and liqueurs from around the world.[1]

After dinner, sit back, and we bring on the entertainment. Eight channels of stereo music, humor and news. And on every movie flight, a choice of two movies.[1]

When you land, you may find your bags waiting for you for a change. We've put in a whole new, faster baggage system.

Next time you're flying across the United States, take a TWA 707 or 747 Ambassador Flight.

It's a whole new way to fly.

TWA Airlines, 1970

WHAT TWA DID FOR COACH... TWA NOW DOES FOR 1ST CLASS.

Last Fall TWA introduced Ambassador Service, a whole new way to fly for the coach passenger.

There's the new Twin Seat. If the plane's not crowded, it can be three across, two across or even a couch.

You'll find a choice of three international meals. With wines, champagnes and liqueurs from around the world.[1]

You'll find a choice of two movies on every movie flight.[1] One for general audiences, one for mature.

You'll find new carpets, new colors, new fabrics, new hostess uniforms, new everything.

The only problem was, first class started to look dull by comparison, so...

...we took out those old overstuffed first class seats.

And put in all new overstuffed first class seats.

We put in a choice of five meals, the best you'll find on any airline, anywhere.

After dinner, settle back, and we present a choice of two movies on every movie flight. One for general audiences, one for mature.

And on top of this (and below it and all around it) you'll find new colors, new carpets, new fabrics, new everything.

Next time you're flying to Boston, Hartford, New York, Newark, Philadelphia, Baltimore, Washington, Columbus, Cincinnati or Chicago take a TWA 707 or 747 Ambassador Flight.

Coach or first class, nobody else gives you anything like it.

TWA's NEW AMBASSADOR SERVICE.

1. Movies and alcoholic beverages available at nominal cost in coach. Movies by Inflight Motion Pictures, Inc.

TWA's NEW AMBASSADOR SERVICE.

Ambassador Service is a service mark owned exclusively by TWA

TWA Airlines, 1971

► *Northstar Ski Resort, 1972* ►► *Western Airlines, 1970*

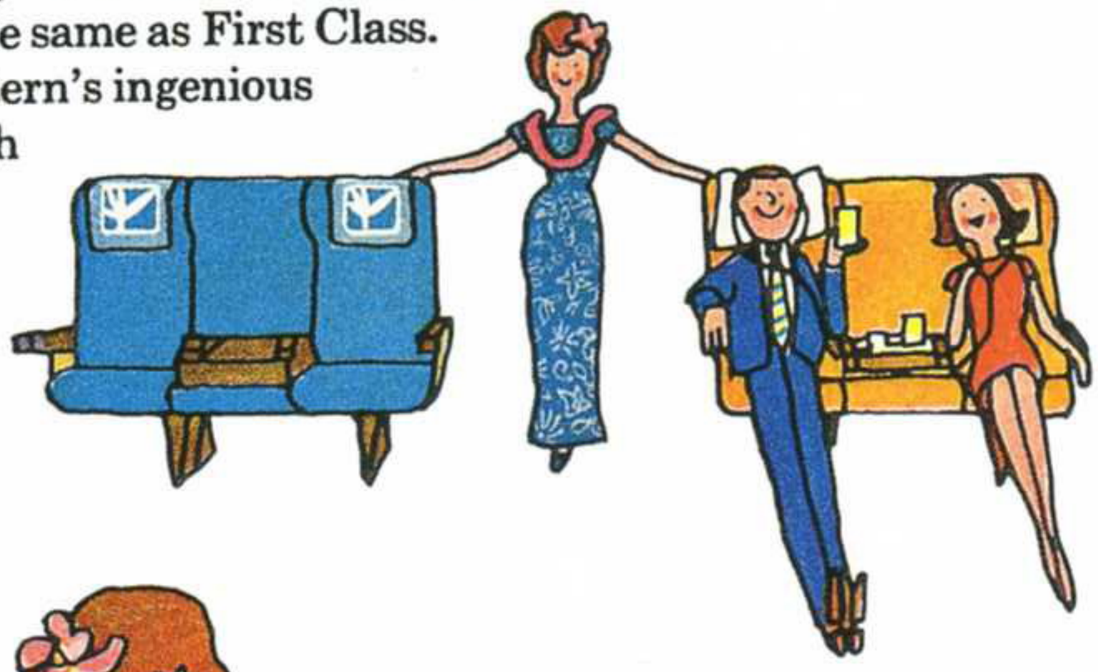
Pluto Lives!

SKI
NORTHSTAR

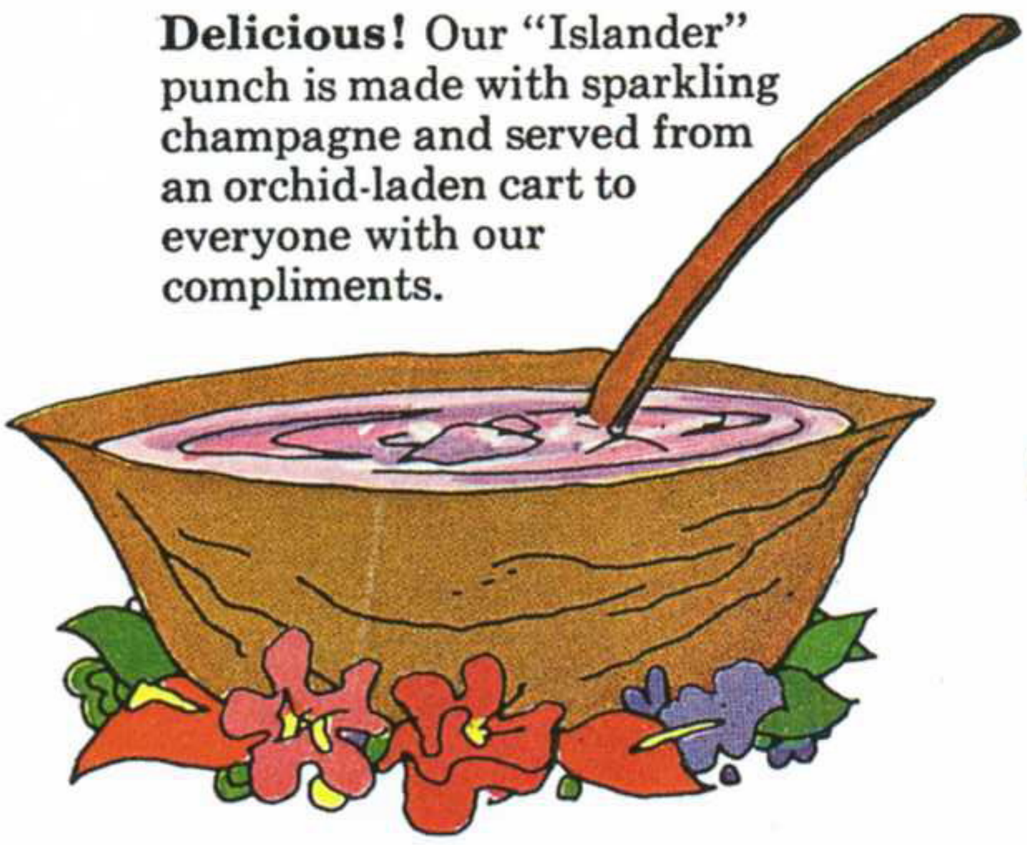
Legroom enough for six footers at every seat on every flight...

just part of Western's service to Hawaii

Welcome aboard the "Islander," where you'll enjoy First Class comfort at Coach fares. It's our "Deluxe Coach" with plenty of stretch-out legroom, because all seats in Coach and Economy are spaced exactly the same as First Class. And when the number of passengers permits, Western's ingenious "Aloha Table" gives you Two + Two seating–with First Class width, too. If you think "Deluxe Coach" sounds great, wait 'til you see how we pamper you in First Class!

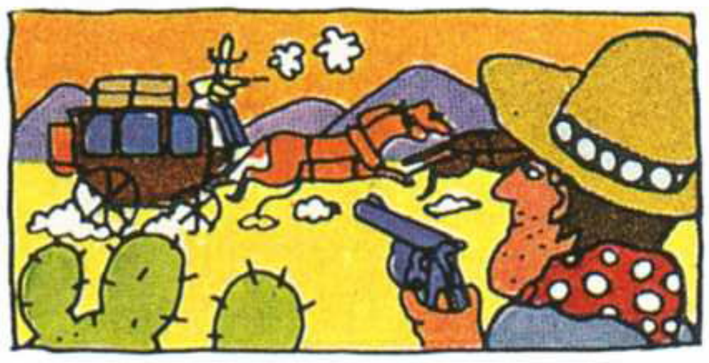


Delicious! Our "Islander" punch is made with sparkling champagne and served from an orchid-laden cart to everyone with our compliments.



Feast "Islander" style. With your choice of gourmet entrees in both Coach and First Class. And special Economy meal service at minimal cost. It's all served up by stewardesses in the latest Hawaiian fashion– the mini-muumuu. Plus an Executive Hostess– your inflight expert.

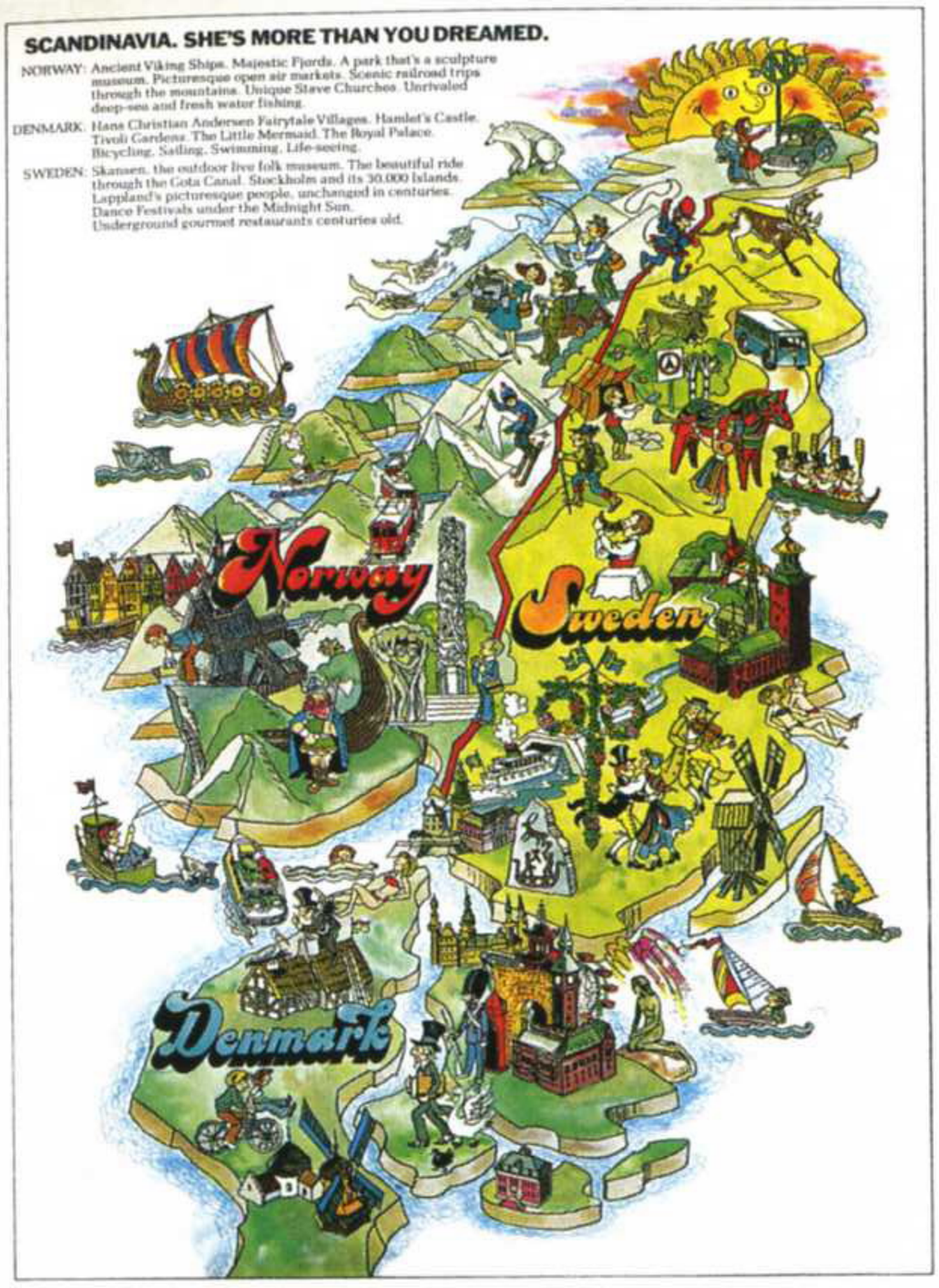
Featuring: wide screen movies and a choice of six stereo channels for your pleasure.



Be a winner! You may win a prize that will remind you of Hawaii and your "Islander" flight in our Inflight Sweepstakes.

WESTERN TO HAWAII
the only way to fly

For reservations and information on low-cost tours, just ask your Travel Agent—he knows!



Scandinavian Tourist Board, 1974

italy

where hospitality is an art

The art of welcoming you in the universal language of her culture: masterpiece cities to be admired stone by stone, music, folklore, fine handicraft work.
The art of making you fall in love with her sunsets, her sparkling sea, her exquisite cuisine.
The art of making you feel at ease with the efficient services of a modern country: excellent air, rail and sea connections, 2,800 miles of super highways, 35% discount on gasoline and free road service offered by ENIT and the Automobile Club, special railroad tourist rates, admission passes to all national museums, impeccable hotel organization.
The art of making you smile with the warmth, the joy of living, that is so typically Italian.

ENIT
For information
ITALIAN GOVERNMENT TRAVEL OFFICE
(E.N.I.T.)
500 North Michigan Avenue - Chicago, Illinois 60611
630 Fifth Avenue - New York, N.Y. 10020
St. Francis Hotel, Post Street, San Francisco 94119,Cal.
3, Place Ville Marie, Suite 22 - Montreal 113 (Canada)
and all travel Agencies.

Information request coupon
For free illustrative material on Italy, please send this coupon to the nearest ENIT office.
Name
Address
City State
Specify the city or region in which you are particularly interested
US-1

Italian Government Travel Office, 1972

Or enjoy 2 extra days in Paris. You can, with the money you save seeing Europe by train on Eurailpass—instead of driving.

Eurailpass is one rail ticket good for unlimited First Class travel in 15 countries. On fast, frequent, often luxurious trains.

Sleep on a train, gain extra daylight hours for sight-seeing. Stop off if you like, at some intriguing spot, and go on later. Also get free or discount rides on many boats, ferries and buses.

All this at an unbeatable bargain. Unlimited First Class rail travel for 15 days, $190. 21 days, $230. One month, $280. Two months, $390. Three months, $460. And a Eurail Youthpass—for those under 26—2 months of Economy travel for $260.

One roundtrip can get you your money's worth. Paris to Vienna, say, is $601 on a typical 2-week car rental, $229 by regular First Class train, only $190 with a 15-day Eurailpass. For full details send for our booklet. **Note:** you can't buy Eurailpass in Europe. Buy it here from your Travel Agent.

EURAILPASS 322A-210
Box Q
Staten Island, NY 10305
Please send me all the information I need to see Eurailpass' Europe.
Name
Address
City State Zip

EURAILPASS
See Europe for Less.

EURAILPASS EUROPE: Austria, Belgium, Denmark, Finland, France, Germany, Greece, Italy, Luxembourg, Netherlands, Norway, Portugal, Spain, Sweden, Switzerland.

Eurailpass, 1979

HOW TO GET MORE MILEAGE OUT OF YOUR MONEY IN BRITAIN.

Take the train. Any way you figure it, the train is the best way to travel in Britain. And the more you travel,

the more you save. For example, a BritRail Pass bought here in the U.S. gives you unlimited Economy train travel for two weeks for $105. And there are lots more specials, from a money saving tour of Ireland to the SeaPass that saves on Channel crossings. But money isn't the only reason.

THE TRAIN TAKES YOU DIRECT TO THE HEART AND SOUL OF BRITAIN.

You're not getting the most out of your travels if you only see the country. It adds so much to meet the people. (After all, you didn't come all the way to Britain to meet Americans!)

Nothing beats the train for meeting the British. It's their favorite mode of travel. As the miles go clicking away, you'll find them relaxed and ready for chatting away. (There really are lovely people hiding behind those British newspapers!)

THE TRAIN TAKES YOU IN HIGH STYLE FOR A LOW PRICE.

You'll ride comfortably, dine deliciously and ride high at low cost.

THE TRAIN MAKES TRACKS ALL OVER BRITAIN.

You can save money on every mile, anywhere you go. From the Lake District to the Cotswolds and everything in between. And all within hours of London. You'll travel on crack inter-city express trains with first-class dining cars (wine served, of course!) or lively locals that wind

through picturesque villages. (We even have a wonderful narrow-gauge steam train in Wales!) Plus cross-Channel boat service to Ireland and Continental Europe.

THE TRAIN BOOKLET—FOR MORE MILEAGE.

We have a most informative full-color brochure called "Easy Guide to BritRail." It tells you more about train travel than we could do justice to in this limited

space. Mail the coupon for your free copy. For more information, call your Travel Agent or BritRail Travel. You'll find out why, when you come to Britain, it would be a shame to miss the train.

BritRail Travel
THE BEST WAY TO THE HEART OF BRITAIN
CIRCLE ● 13 ON READER SERVICE PAGE.

BRITRAIL TRAVEL INTERNATIONAL
Box S, Dept. 172-725
Staten Island, NY 10305
Please send me my free copy of "Easy Guide to BritRail."
Name
Address
City
State Zip

BritRail Travel, 1979

▸ *Airstream Trailers, 1979*

Imagine this:
It's summer. You take off for two glorious, expense-paid weeks in Europe. You land in a fabulous continental city. And you're escorted to a first class home-away-from-home. With air conditioning, thick soft beds, a complete kitchen and bath—plus one very special feature.
Your home can travel wherever you do. Because it's an Airstream travel trailer! Off you'll go through land-marked streets and charming country roads. Seeing Europe the way very few do.
It all begins with your local Airstream dealer.

WIN THE ULTIMATE FLY/DRIVE VACATION

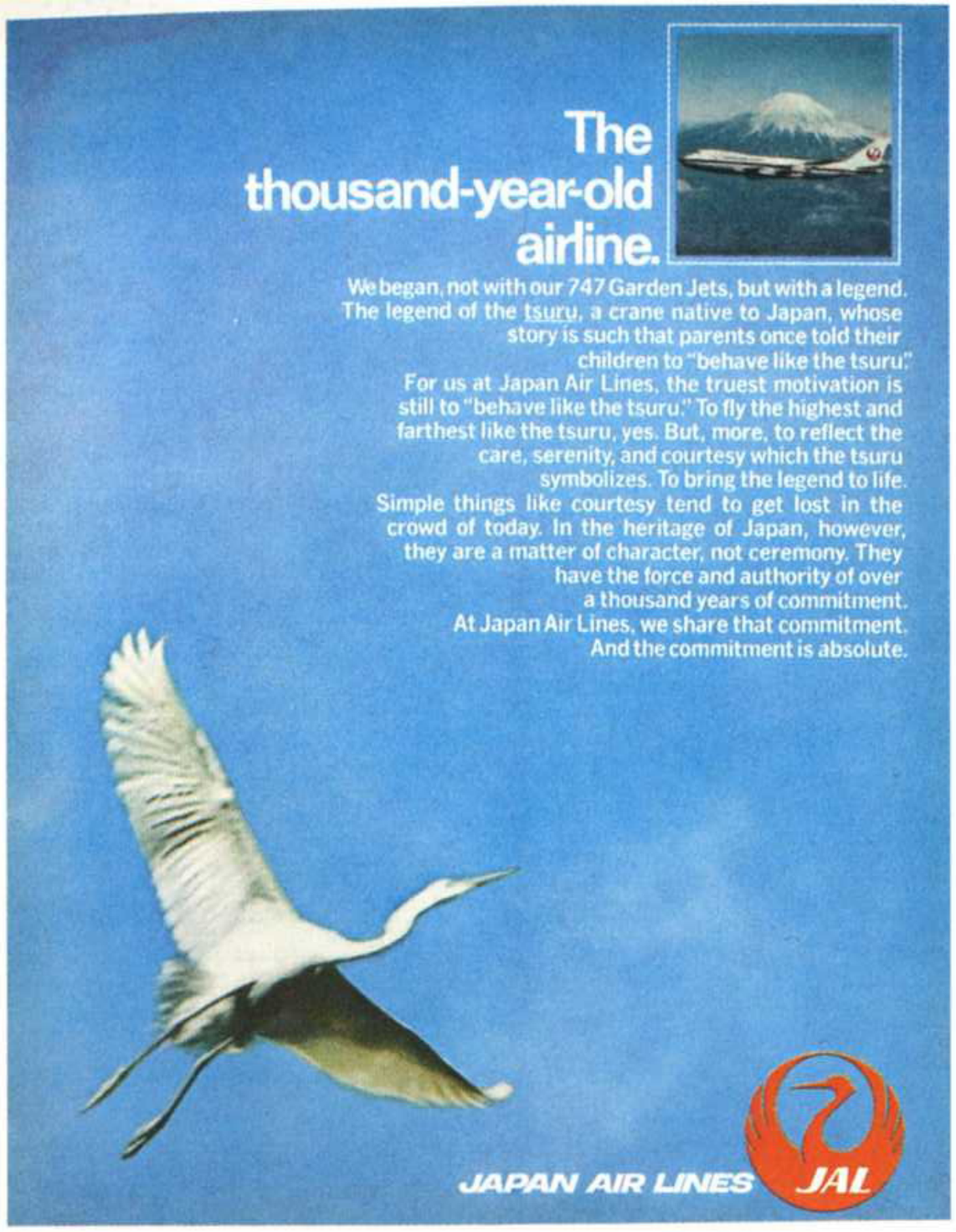
He can tell you how to enter the Airstream Caravan Sweepstakes. And give you a free booklet on "How to Buy A Travel Trailer." You might be one of 9 lucky couples who will wind up in Europe, Canada or Mexico. You might even discover that the Airstream way of life is the life for you.

FLY TO EUROPE AND JOIN THE CARAVAN

AIRSTREAM

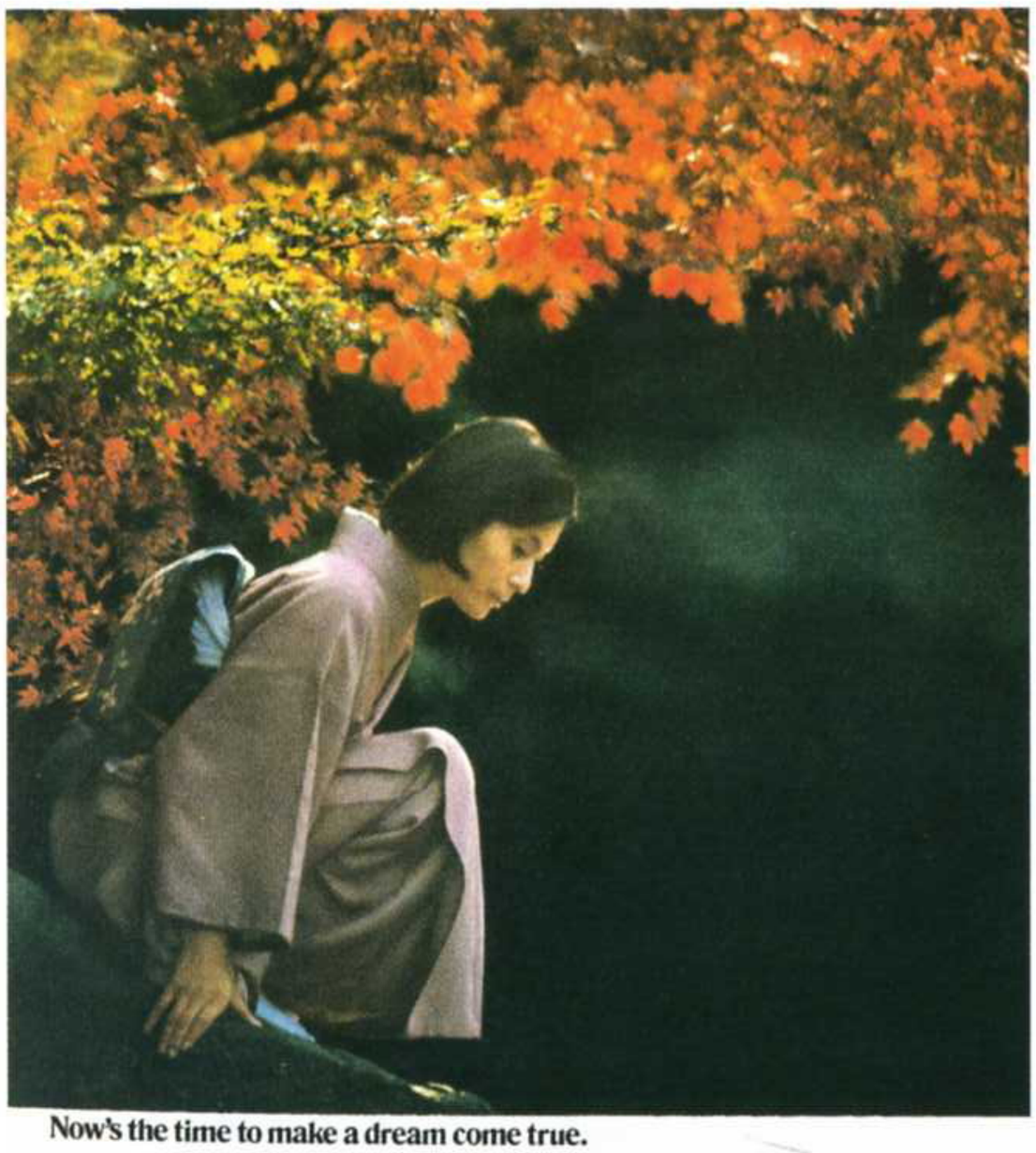
All entries must be submitted by June 30, 1979. Any licensed driver can enter. No purchase necessary. Void where prohibited by law.

CIRCLE #1 ON READER SERVICE PAGE.



Japan Air Lines, 1971

Japan Air Lines, 1978

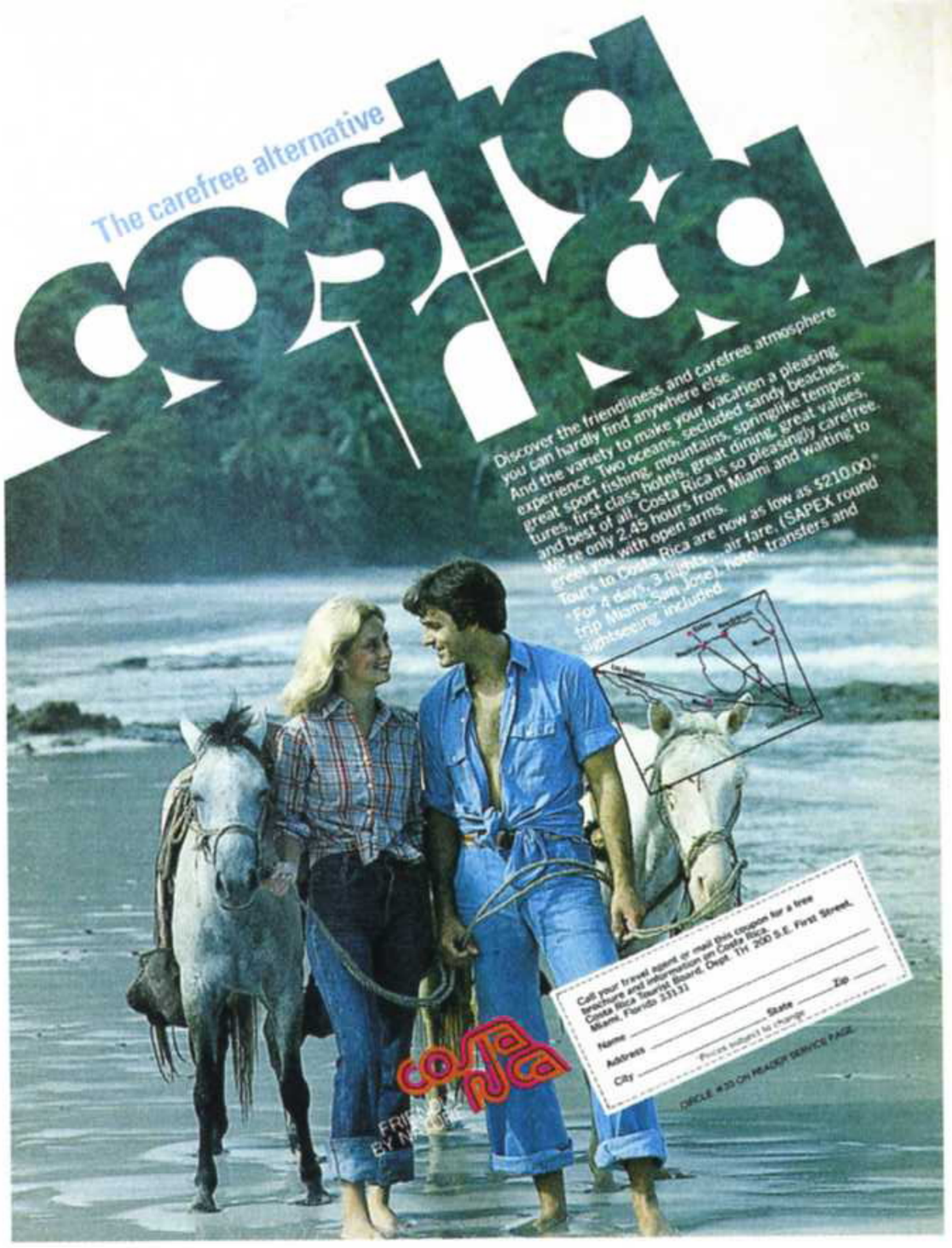


Japan Air Lines, 1979

Japan Air Lines, 1974

▸ *Japan Air Lines, 1970*

Costa Rica Tourist Board, 1978



Costa Rica Tourist Board, 1979

Mexican Government Tourist Office, 1979

Mexican Government Department of Tourism, 1972

▸ *Mexicana Airlines, 1972*

Mexico & Mexicana. We're the best things going.

When you're going to Mexico, we'll give you the best thing going. Our luxurious Golden Aztec service. From 8 U.S. cities to all 20 of the best places going. So see your travel agent. Send this coupon. Or call us toll-free at 800-421-8301, (From California, 800-252-0251, toll-free. From L.A. 213-687-6950). And get going yourself.

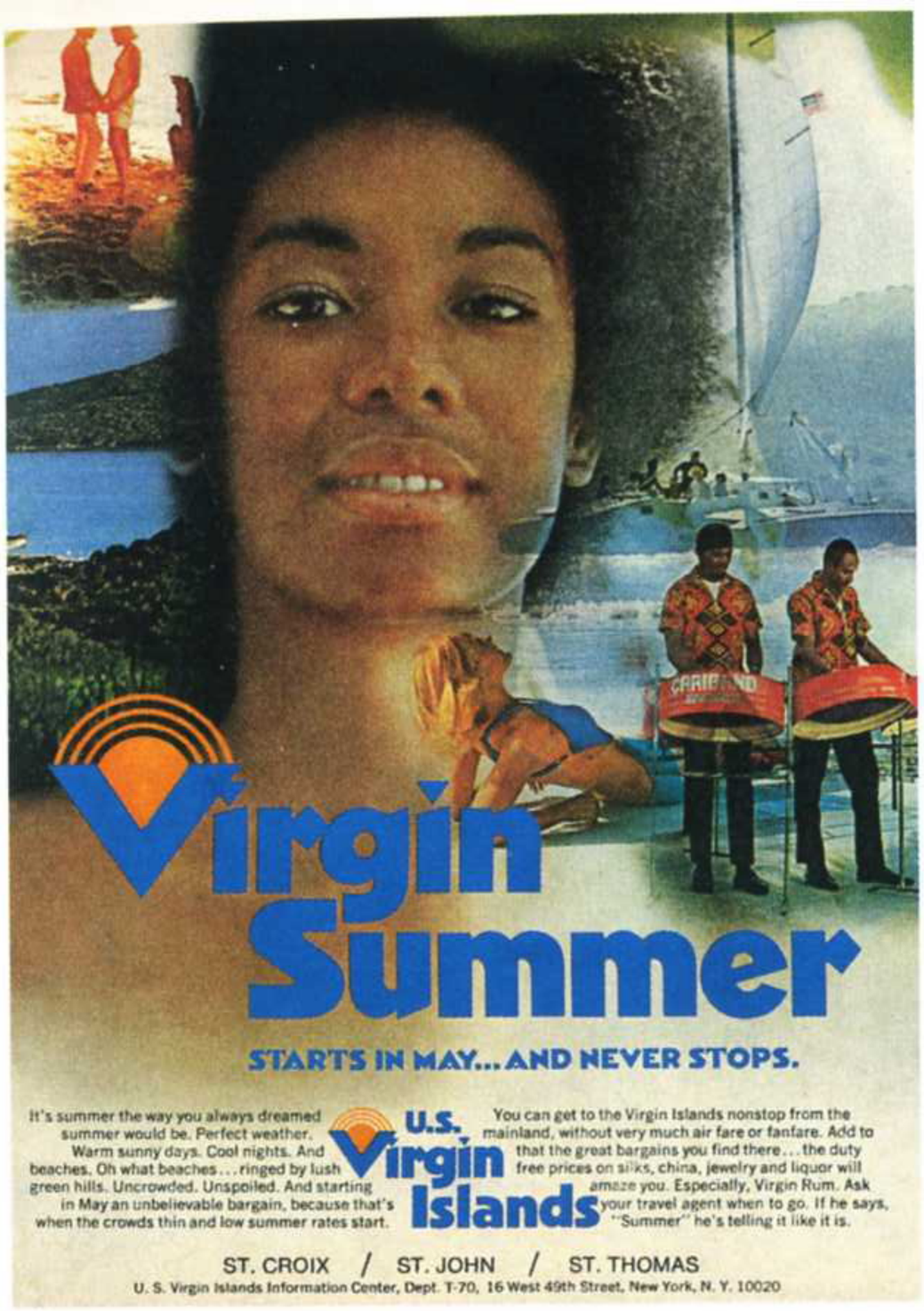
Mexicana Airlines, P.O. Box 4249, Burlingame, CA 94010. I'd like to get going myself. Send me more information about your tours to:
☐ Cancun ☐ Cozumel ☐ Mexico City ☐ Puerto Vallarta ☐ Guadalajara ☐ Mazatlan ☐ Acapulco ☐ Other _____

Name _____ Address _____ City _____

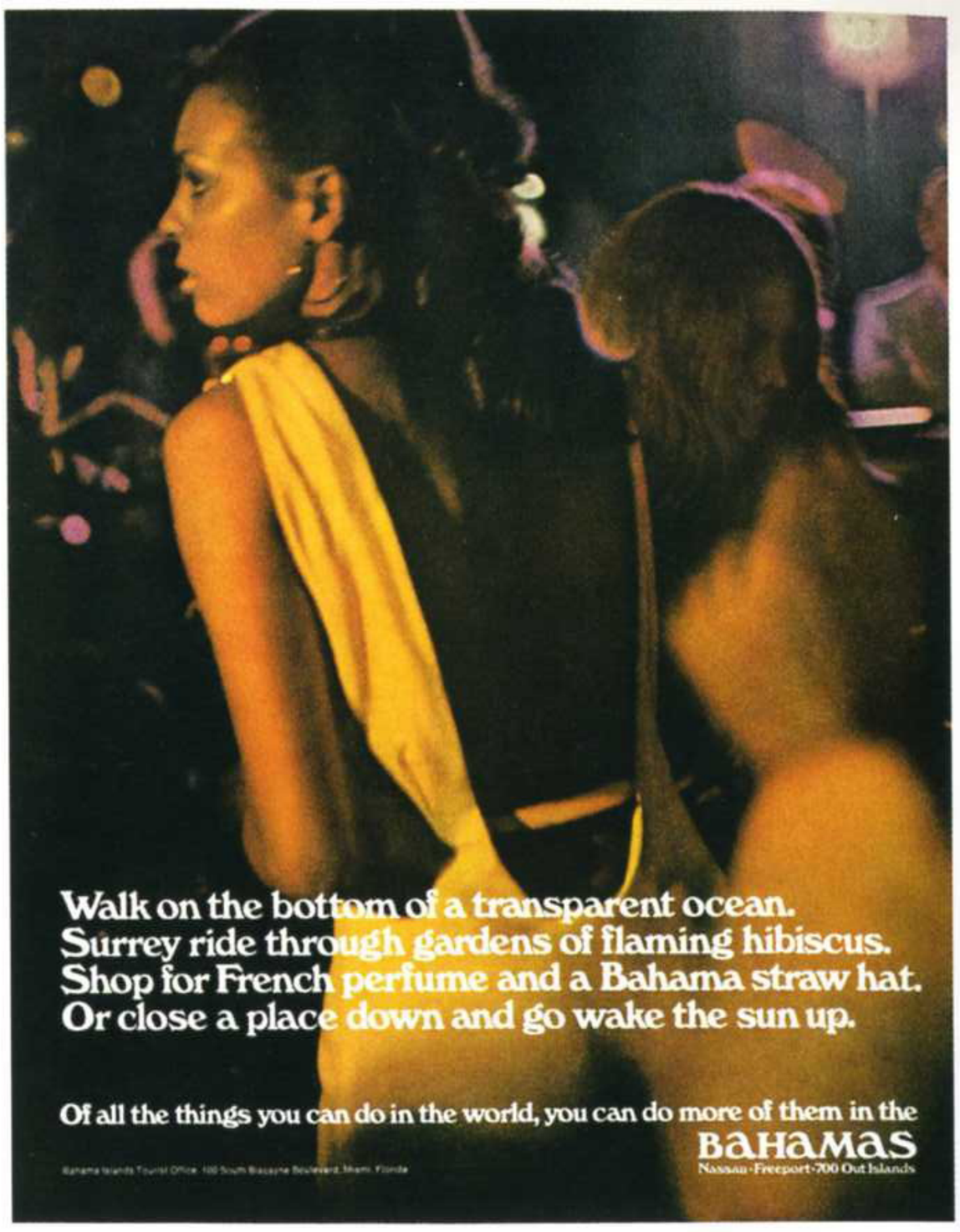
State/Zip _____ My travel agent is _____

*NWSC18

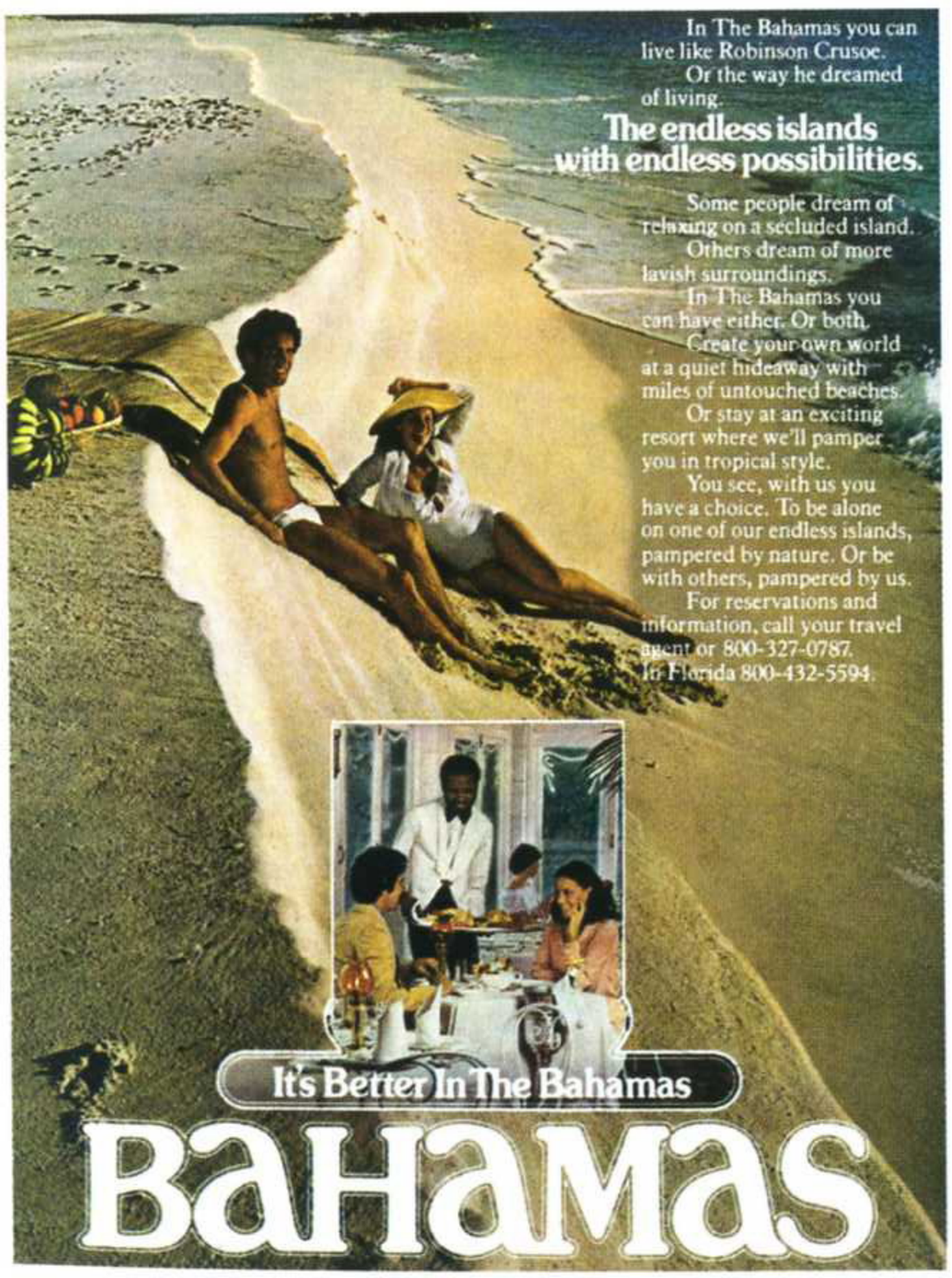
mexicana
The airline most people fly to Mexico.



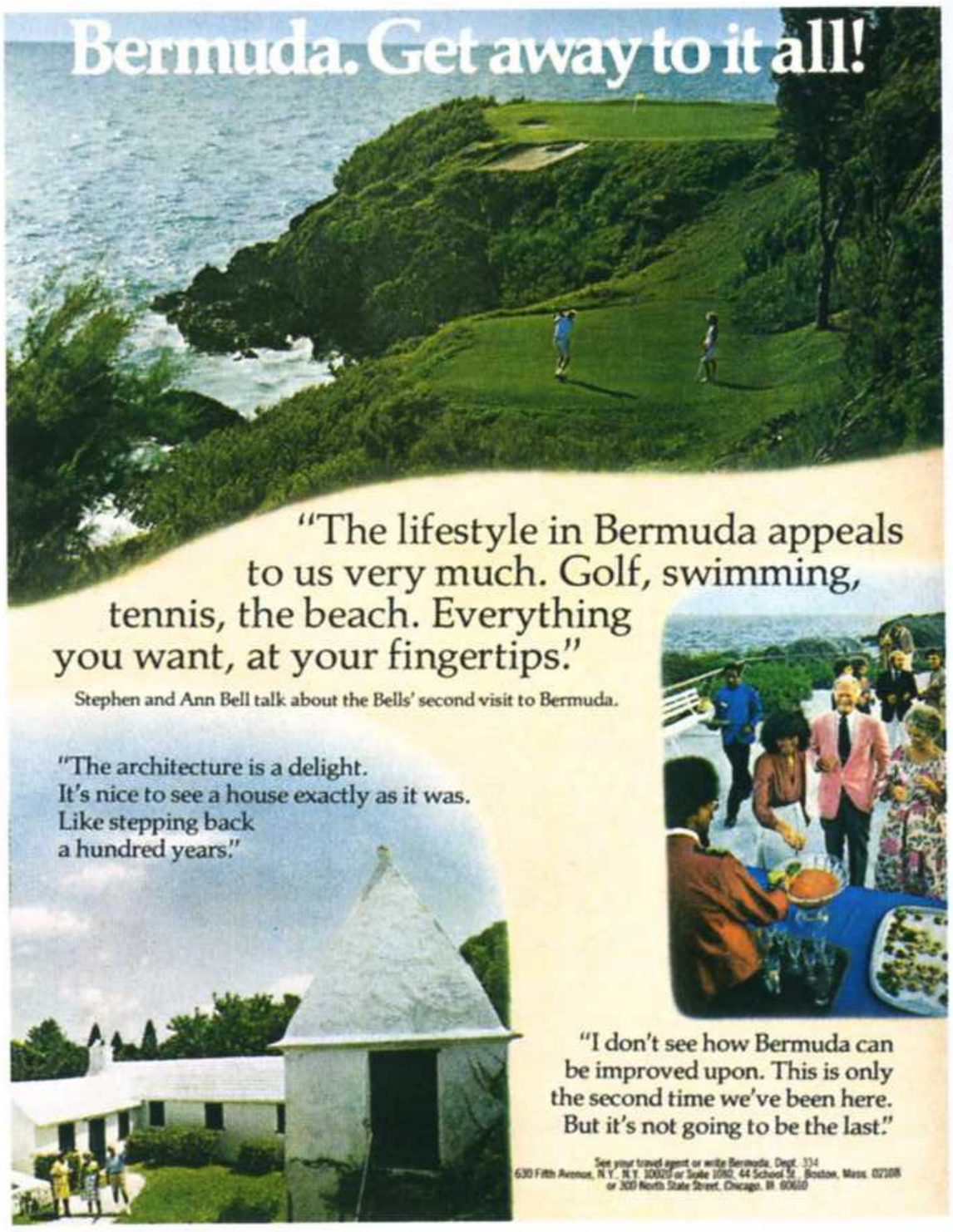
U.S. Virgin Islands Information Center, 1970



Bahamas Islands Tourist Office, 1970



Bahamas Islands Tourist Office, 1979



Bermuda, 1979

Mexico Secretary of Tourism, 1977

► *Great Western Cities, 1970* ►► *Memphis Chamber of Commerce, 1971*

Enter the
GREAT WESTERN CITIES

HAWAII SWEEPSTAKES

Travel to Hawaii on one of CONTINENTAL AIRLINES' luxurious Golden Hawaiian Flights

WIN one of our FREE HAWAIIAN VACATIONS for two!

(Three all-expense paid vacations for two via Continental Airlines.)

Or one of the 10,000 FREE vacations in beautiful California City in sunny Southern California. (Food and transportation not included.) FREE lodging, entertainment and unlimited use of recreation facilities.

Please enter my name in the Great Western Cities Inc. Sweepstakes. I assume no obligation by entering this contest.

NAME (Please Print)_____

ADDRESS_____

CITY_____ STATE_____ ZIP_____

AGE_____ OCCUPATION_____ W 1-4

This Sweepstakes is for people who like to travel and do exciting things . . . We want you to know about California City . . . the fabulous *new* vacationland city of the future in Antelope Valley.

OFFICIAL RULES:

1. This entire coupon must be cut out on dotted line or a reasonable facsimile in approximately the same size must be hand drawn and mailed.
2. Complete the entry coupon and mail to: Great Western Cities Incorporated, 6363 Sunset Boulevard, Los Angeles, California 90028.
3. Entries must be postmarked no later than January 31, 1970.
4. Sweepstakes limited to persons 21 years or older.
5. Winners will be determined by random drawings. Drawings will be conducted by an independent judging organization on March 31, 1970. Winners will be notified by mail. One prize per family.
6. Employees and their families of Great Western Cities Inc., their advertising and contest agencies are not eligible. No purchase required. Void where prohibited by law for any reason. All federal, state, and local regulations apply.

Memphis is ready for take-off. Come soar with us. You'll like our style, because we're looking for the same thing you are: expansion. What's more, the very assets that make us look good are the ones that will mean profit and growth for your company in Memphis.

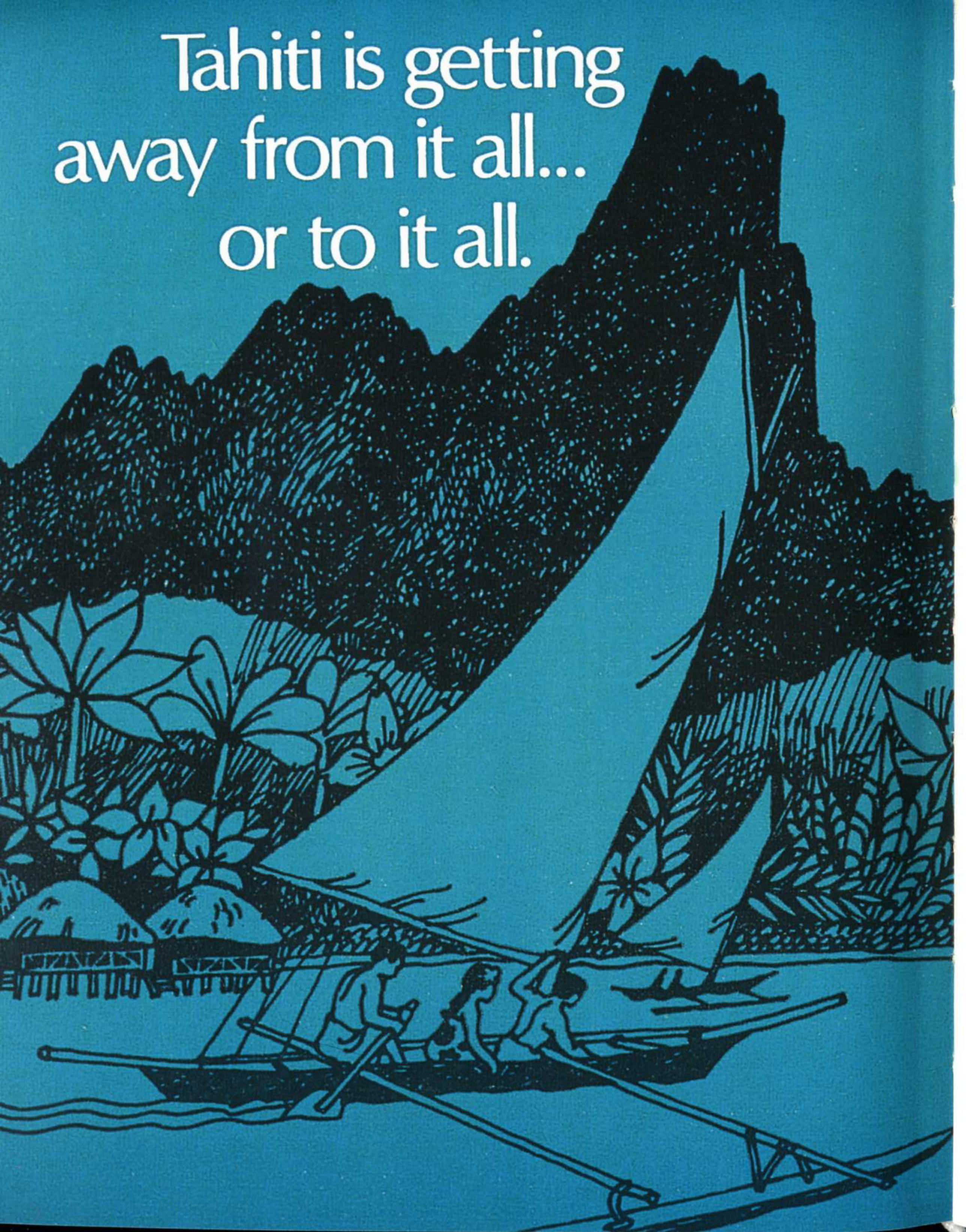
Memphis has big-city production capabilities: manpower, land, low utility rates, location, and fine transportation facilities. Big-city office space, too. And we offer all this without big-city problems. As Memphis grows bigger, it grows better —carefully maintaining a friendly, relaxed way of life.

If you'd like the best of two worlds for your people, write on your company letterhead to **Dan Dale,** Director of Industrial Development, Memphis Light, Gas and Water, Box 388C, or **Ralph U. Thomas,** Mgr., Economic Development Dept., Memphis Area Chamber of Commerce, Box 224R, Memphis, Tennessee 38101.

MEMPHIS

CITY OF MANAGEABLE SIZE

Tahiti is getting away from it all... or to it all.



Peace On Earth

We grew up in a world of blue skies and lazy afternoons.

Look out almost any window and you'll see flowering plumeria, hibiscus and orchids, growing wild in the yard. The way dandelions might grow in yours.

This is our South Pacific. And we'd like to take you there.

We'll show you the magical places that Michener and Maugham wrote about. The colors that Gauguin spent half a lifetime trying to capture.

We'll take you to Tahiti, where the first language is smiles and the second is French.

You'll picnic on deserted coves by a crystal clear ocean. And scuba dive where fish aren't fish at all, but underwater peacocks.

If you can get away from telephones and time clocks for just 10 days, we'll help you escape to Tahiti for as little as $745.*

Or we'll whisk you away to Fiji, the friendliest of all the islands. Or Rarotonga, the most unspoiled paradise of all.

Our luxurious DC-10s fly to the wonders of the South Pacific from Los Angeles.

Call your travel agent. Those Tahitian sunsets are waiting.

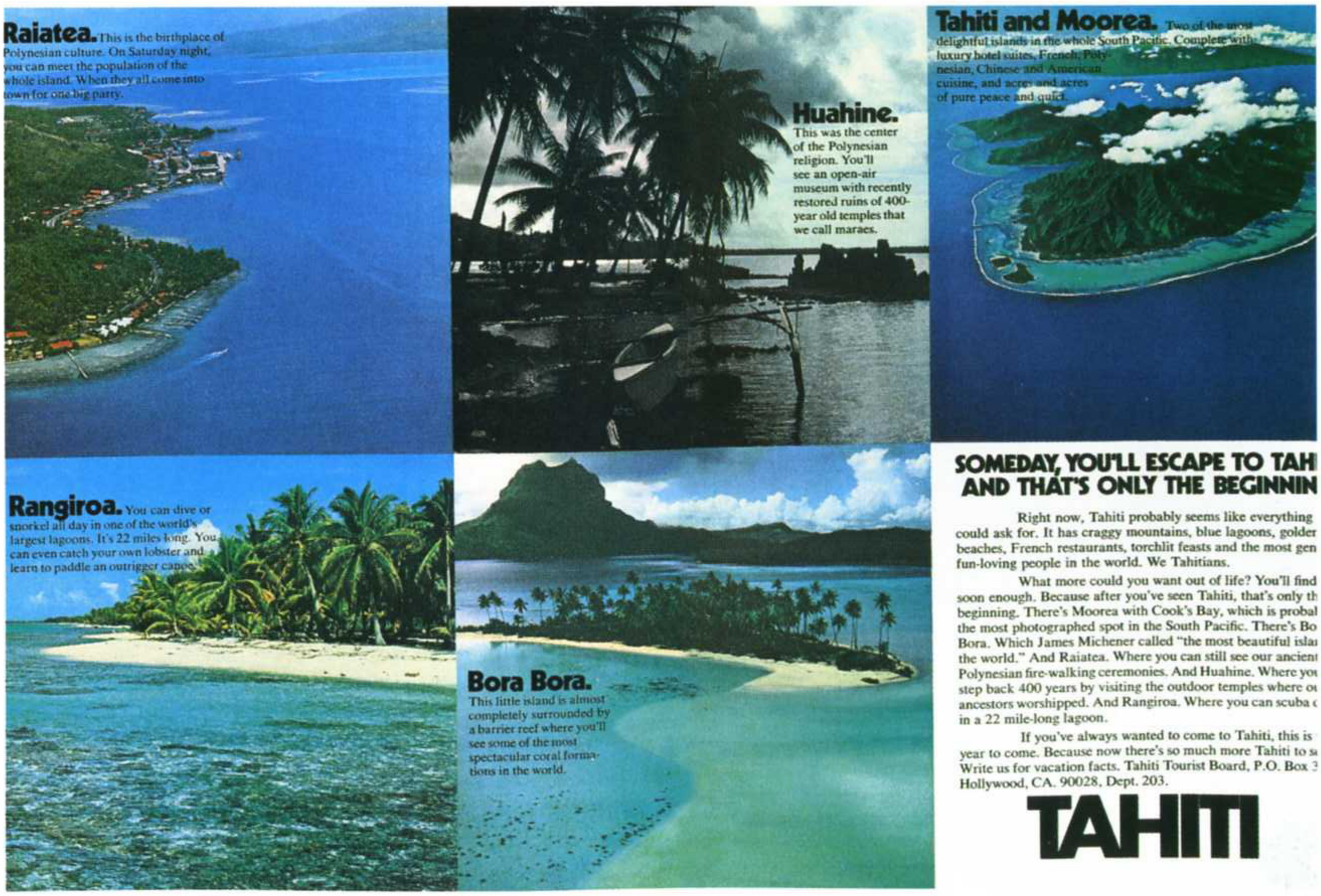
*GIT airfare, per person double occupancy.

Air New Zealand
P.O. Box 9000, North Hollywood, CA 91609
I'm ready to wiggle my toes in Tahitian sand on an ☐ Escorted or ☐ Independent Tour.
Name
Address
City State Zip
My Travel Agent is

air new zealand

CIRCLE #7 ON READER SERVICE PAGE.

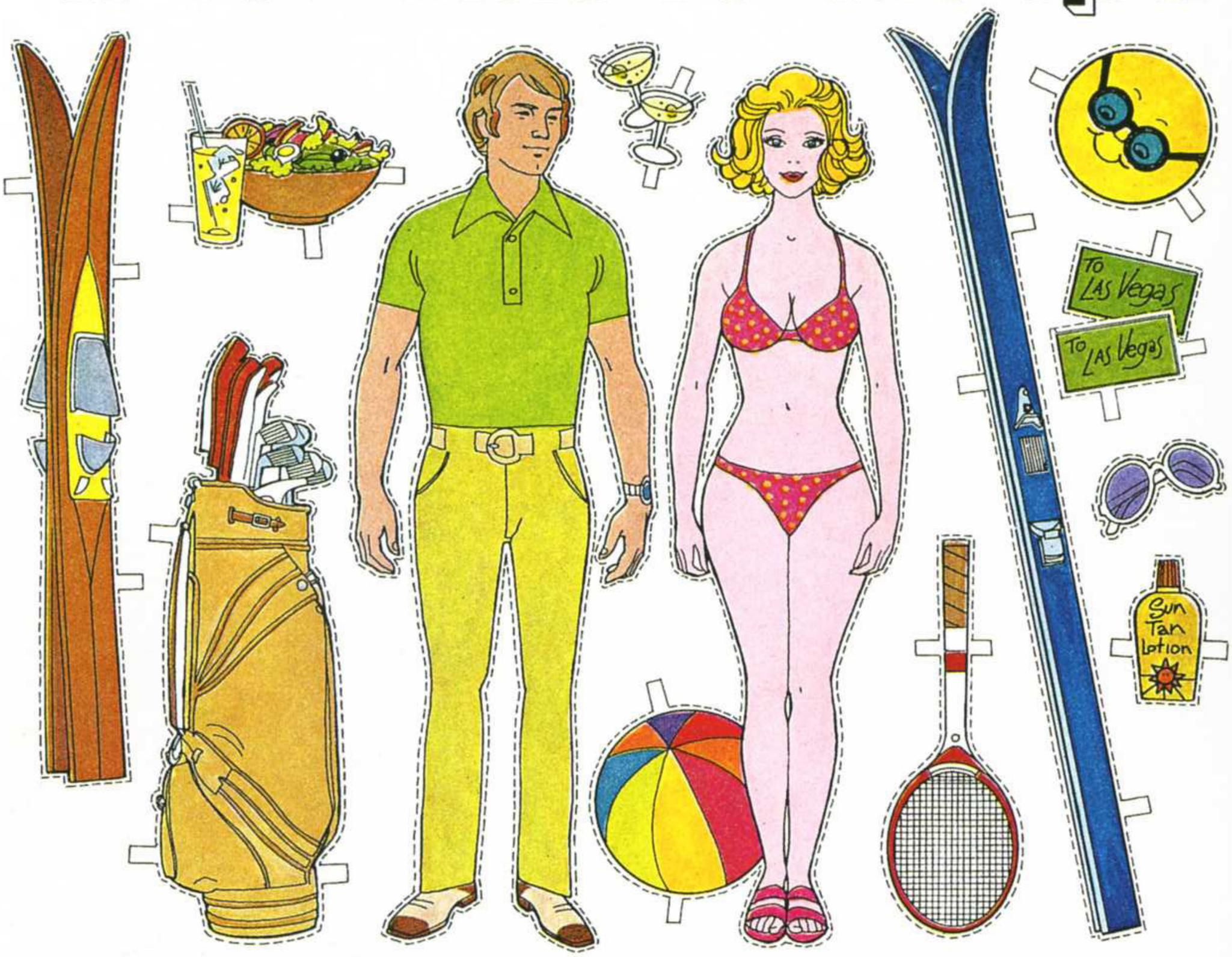
Air New Zealand, 1978



Tahiti Tourist Board, 1970 ◂

Tahiti Tourist Board, 1974

If You Like To Cut Up!



Visit Las Vegas
call your travel agent!
A Las Vegas Convention Authority Advertisement.

Las Vegas Convention Authority, 1973

► *Las Vegas Convention Authority, 1973*

LAS VEGAS

Waiting just over the horizon is a dream vacation of top entertainment, delicious dining, excellent hotel and motel accommodations, all at a moderate cost. Las Vegas is a 24 hour town of sophisticated indoor fun and offers 12 full months of outdoor recreation, ranging from frosty ski slopes at 12,000 foot Mt. Charleston to sunny shores on sparkling Lake Mead. Tennis, golf, fishing, water skiing, horseback riding and swimming complete the Las Vegas sports picture. Downtown Las Vegas, the most photographed street in the world, is a million volt valley of light, brightening the midnight sky, and the famous "Strip" sparkles like a silver ribbon through the moonlit Nevada desert. See Las Vegas, the entertainment capitol of the world... your travel agent can get you in the act. Call him today!

Cerromar Beach Hotel, 1978

You're going too far to settle for less.

Waikiki Beach is the center of Hawaiian fun and excitement. And Sheraton has four luxury resort hotels right on Waikiki Beach. A fifth Sheraton is a half block away.

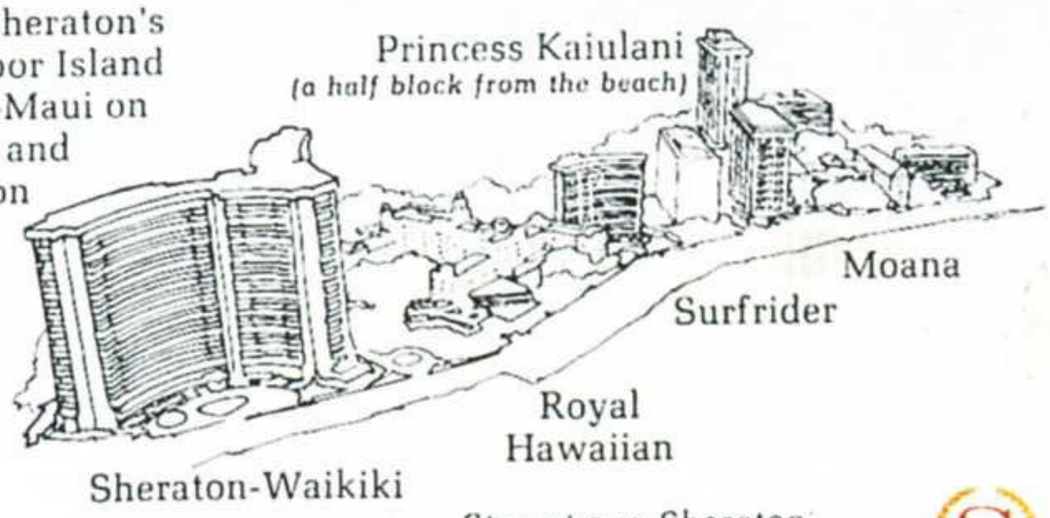
Sheraton offers a wide range of accommodations to suit your budget — from beautiful mountain-view rooms at the Princess Kaiulani for just $20.00* double occupancy, to sumptuous oceanfront Tower rooms at the Royal Hawaiian for $52.00.*

For reservations and complete information see your travel agent or call Sheraton at this toll-fre

800-325-3535

And don't miss Sheraton's delightful Neighbor Island hotels: Sheraton-Maui on Kaanapali Beach and Sheraton-Kauai on Poipu Beach.

* $23.00 to $57.00 February-March

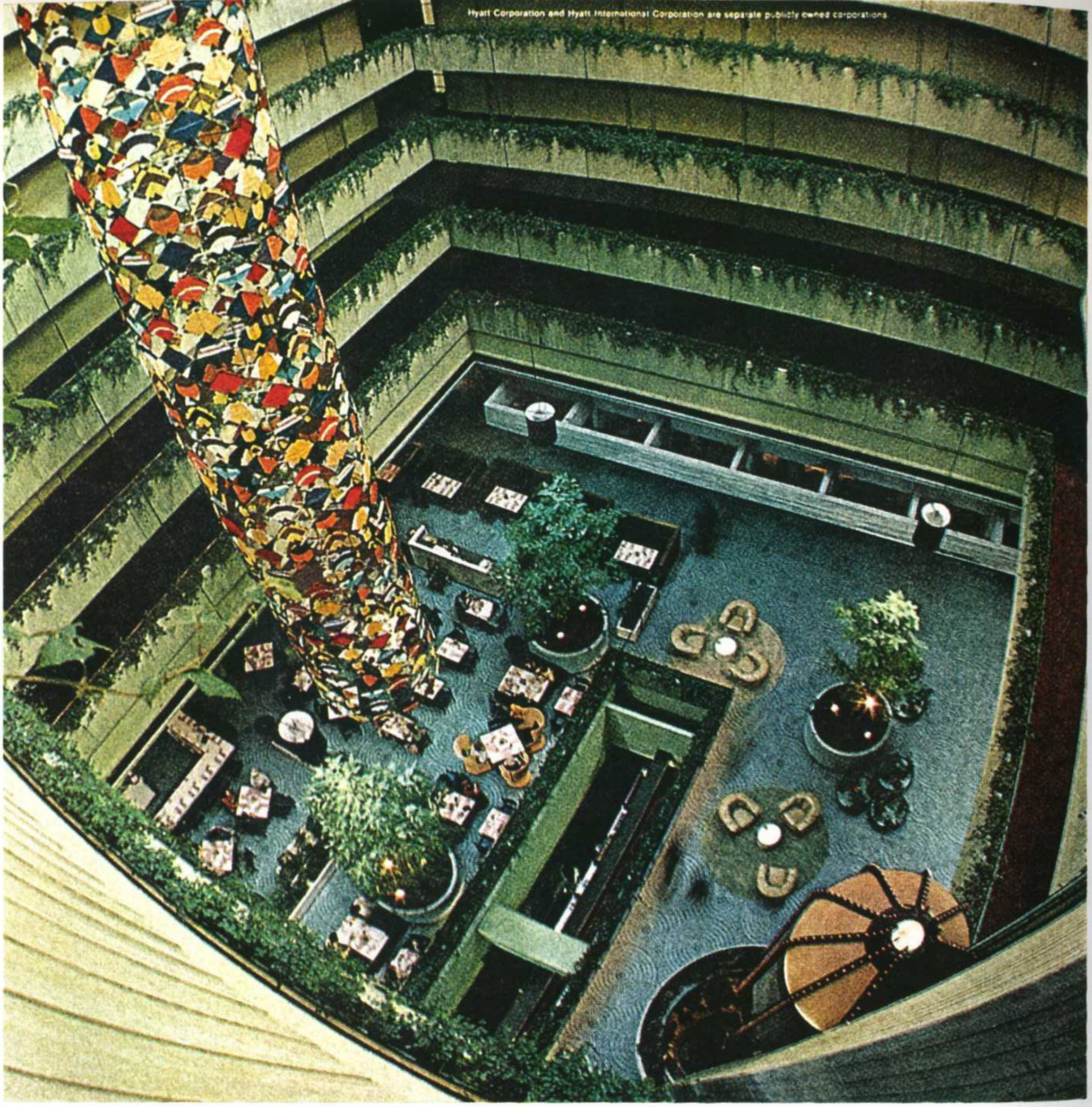


Stay at one Sheraton, play and charge at all five.

Sheraton Hotels in Hawaii

SHERATON HOTELS & MOTOR INNS, WORLDWIDE
P.O. BOX 8559, HONOLULU, HAWAII 96815 808/922-4422

Sheraton Hotels, 1974



Hyatt Corporation and Hyatt International Corporation are separate publicly owned corporations.

In Chicago, Hyatt's a 700-foot column of Oriental kites rising through spanning bridges and hanging gardens. In Atlanta, Hyatt's glass bubble elevators glide through a park 24 stories tall.

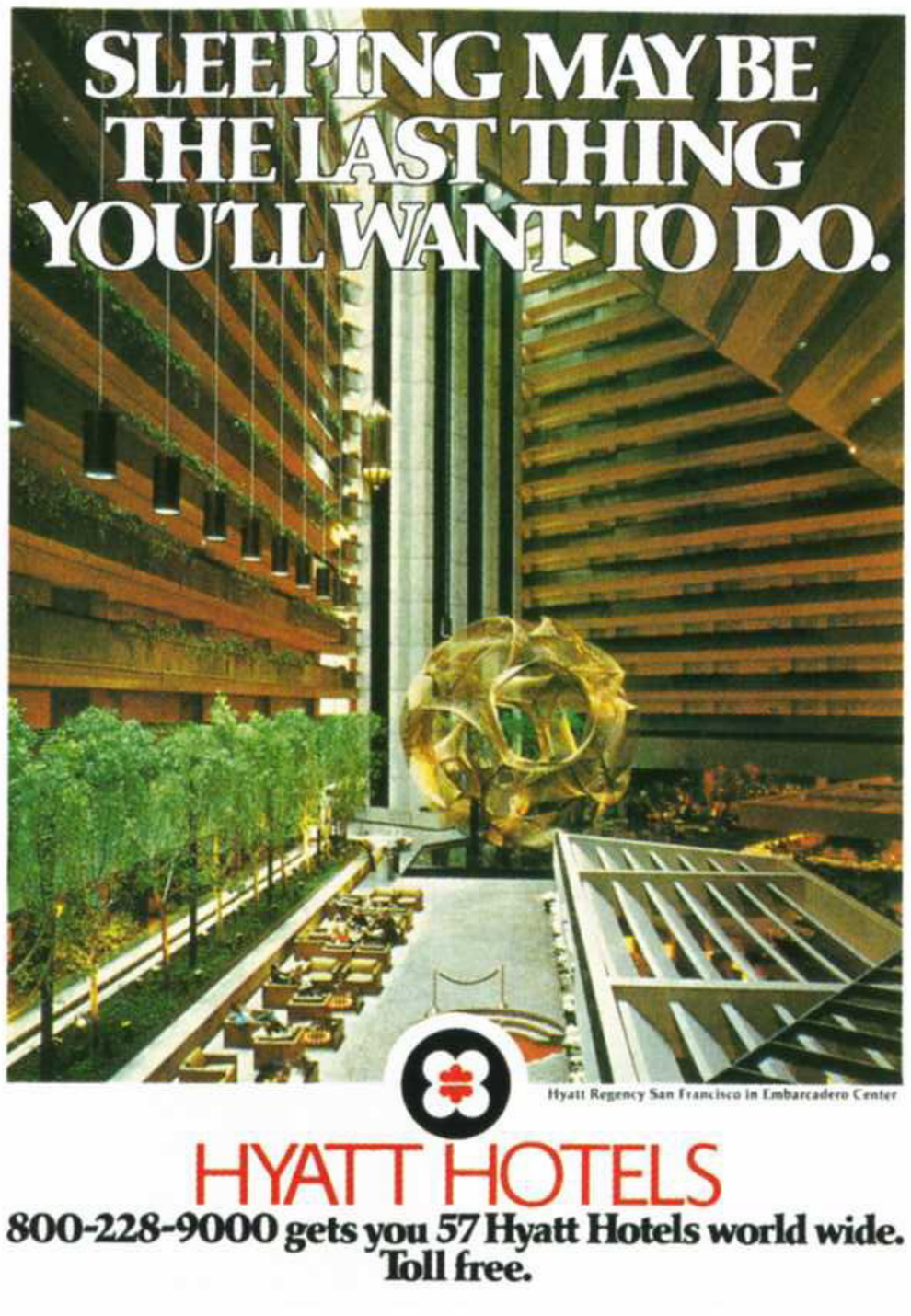
In Knoxville, Hyatt's an Aztec pyramid. In Toronto, a tower of shimmering glass.

Hyatt's got butler service in San Francisco. A lounge that orbits Houston. The largest swimming pool in Acapulco.

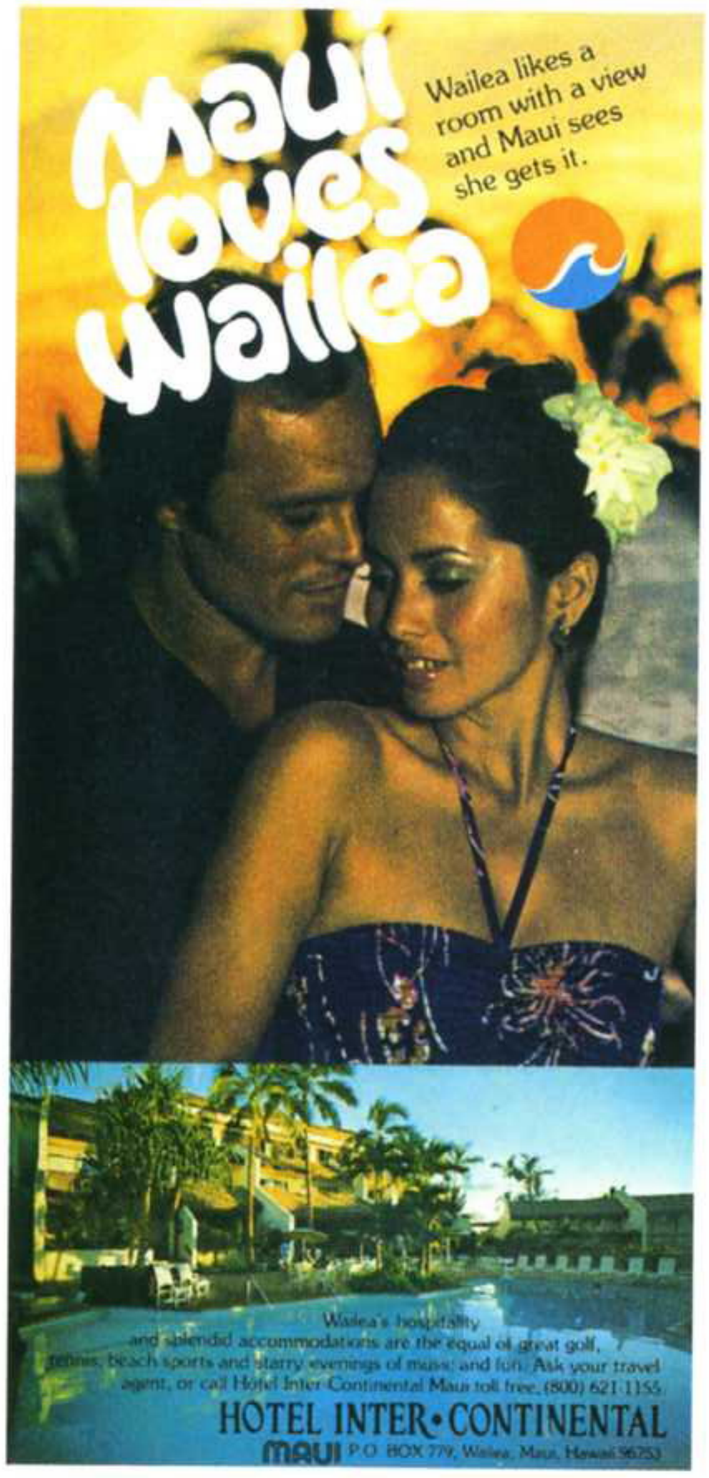
And the toll free number gets you information and reservations at any Hyatt Hotel. Call your Travel Agent. Or Hyatt. And get it all.

HYATT HOTELS

800-228-9000 Gets You Hyatt



Hyatt Hotels, 1975



Hotel Inter-Continental, 1978

Hyatt Hotels, 1972 ◂

Desert Inn, 1978

Index

A

A Star Is Born, 179
Adam & Yves, 186
Adam Briefs, 232–233
Adidas Athletic Shoes, 243, 246, 247
Advent VideoBeam Television, 107
Afro Sheen Hair Products, 212
After Six Accessories, 206–207
Air New Zealand, 343
Airstream Trailers, 333
Akai Stereo Equipment, 102–103
All the President's Men, 170
Almadén Wines, 20
American Airlines, 324–325, 326
American Dairy Association, 282
American Electric Power Company, 90
American Fur Industry, 248
American Gas Association, 308
American Motors Gremlin, 57
Andy Warhol's Frankenstein, 182
Apartment Life Posters, 162
Apocalypse Now, 181
Apollo Motor Homes, 82
Appliance Industries Wheels, 77
Arctic Cat Bikes, 76
Armstrong Floors, 296–297
AT&T Long Distance, 88
AT&T Telephone Services, 95

B

Bac-Os Imitation Bacon, 293
Bahamas Islands Tourist Office, 338
Bell Potato Chips, 291
Bell System Telephones, 116, 117
Bendix Corporation, 89
Benson & Hedges Cigarettes, 38, 41
Bermuda, 338
Bette Midler, *The Divine Miss M*, 200
Betty Crocker Pancake Mix, 274
Black & White Scotch, 27
Blackglama Furs, 249
Bloomcraft, 312
Blue Diamond Almonds, 287
Bob Marley & The Wailers, 199
Bongo Fury, 201
Bonneville Motorcycle, 79
Boussac of France Fabrics, 317
BritRail Travel, 332
Brylcreem Men's Hair Product, 211
Budweiser Beer, 18, 19
Burger King, 266–267, 286
Burlington Fabrics, 313
Burlington Furniture, 307
Burlington Panty Hose, 236
Buxton Jewelry Boxes, 125

C

Cadillac, 65
Cadillac Skateboard Wheels, 134
Camouflage Smoking Gear, 138
Campbell's Pork & Beans, 278
Campbell's Soup, 279
Captiva Panty Hose, 237
Carnation Instant Breakfast, 276
Casa Bella Furnishings, 300
Cat Stevens, *Foreigner*, 203
Celanese House, 312
Celestial Seasonings Herbal Tea, 269
Cerromar Beach Hotel, 346
Chanel No. 5 Perfume, 220
Chatham Blankets, 128
Chatham Furniture, 302
Chaz Cologne, 210
Chef Boy-ar-dee Pizza Mix, 278, 283
Cher, *Take Me Home*, 196
Chevrolet Impala, 52–53
Chicago Mercantile Exchange, 96
Chicken of the Sea Tuna, 280
Chiquita Bananas, 292
Christian Dior Sunglasses, 264
Christian Dior Swimwear, 259
Chromcraft Furniture, 309
Chrysler, 51
Chrysler Cordoba, 69
Clairol Herbal Essence Creme Rinse, 215
Clairol Loving Care Hair Color, 213
Clearasil Blemish Medicine, 152
Cleveland Institute of Electronics, 99
Clinique Cosmetics, 221
Coats & Clark Wool, 252
Coca-Cola, 272
Coleman Camping Trailers, 144–145
Colgate Toothpaste, 146
Converse Athletic Shoes, 246, 247
Cool-Ray Sunglasses, 263
CornSilk Cosmetics, 219
Costa Rica Tourist Board, 336
Cracker Barrel Cheese, 290
Cragar Custom Wheels, 75
Crest Toothpaste, 146

D

Datsun 1200, 56
d-CON Roach Traps, 157
Depraz-Faure Watches, 120
Desert Inn, 349
Dexter Shoes, 238, 239
DiMarzio Musical Instrument Pickups, 142
Dingo Boots, 241
Disco, 186
Do It!, 170
DuBouchett Brandy, 33
Dynamite Underwear, 240

E

Easy-Bake Oven, 129
Eau Sauvage Cologne, 208
Edward Fields Rugs, 304
Eiderlon Panties, 261
Electrophonic Audio Systems, 106
Electrophonic Stereos, 110
Eljer Plumbingware, 320–321
Encron Strialine Polyester, 228
English Leather Cologne, 208
Enka, 224
Enkalure Nylon, 228
Eurailpass, 332

F

Fabergé Cosmetics, 219
Fabergé Great Skin Lotion, 151
Farrah Fawcett Hair Care, 213
Fender Guitars, 143
Fillmore, 188
Flagg Bros. Men's Fashions, 231
Flame Gun, 160
Folger's Coffee, 268
Ford Bronco, 80
Ford Cruising Van, 74
Ford Mustang, 58
Ford Ranchero, 80, 81
Ford Thunderbird, 54, 55
Ford Wagons, 48–49
Foster Farms Chicken, 278
Frederick's of Hollywood, 260
French's Doggie Donuts, 294
French's People Crackers for Dogs, 294
Fruit of the Loom Panty Hose, 234
Fuji Bikes, 133
Funky Fashions, 256, 258

G

Galaxy Whiskey, 31
Gay Bob Doll, 136
"Gee, Your Hair Smells Terrific" Shampoo, 214, 216
General Electric Hair Styling Products, 123
General Electric Televisions, 105
Geoffrey Beene Men's Wear, 228
George McGovern, 93
Georgia-Pacific Paneling, 309
Ginseng Cologne, 208
Giorgio Brutini Boots, 243
Grateful Dead, *Blues for Allah*, 193
Great Western Cities, 340
Growers Choice Marijuana Fertilizer, 137
GuzziMatic Motorcycle, 79

H

Hanes Socks, 237
Harley-Davidson, 74, 78
Hell's Angels Apparel, 138
Herculon II, 226
Heublein Cocktails, 30
Hi-C Grape Drink, 272
Hidden Valley Ranch Dressing, 293
Hiram Walker Brandy, 33
Hobie Skateboards, 134
Honda Civic, 83
Honda Motorcycle, 79
Hormel Ham, 287
Hot Pants Slenderizer, 222
Hotel Inter-Continental, 349
Hungry Jack Biscuits, 277
Hyatt Hotels, 348, 349

I

International Coffee, 268
International Harvester Scout, 80
Interwoven Socks, 235
Invasion of the Body Snatchers, 185
Investor-Owned Electric Light & Power Companies, 101
Italian Government Travel Office, 332
Ivory Soap, 151

J

J&B Scotch, 29
J.C. Penney Department Store, 305
Jack Purcell Shoes, 247
Japan Air Lines, 334, 335
Jeep CJ/5, 68
Jell-O Gelatin, 288
Jergens Lotion, 151
Jim Beam Bourbon, 27
John Lennon, *Walls and Bridges*, 195
Johnny Carson Apparel, 230
Johnson's Baby Oil, 150, 153
Johnson's Baby Powder, 152
Joni Mitchell, *Court and Spark*, 200
Joseph T. Walker Skateboards, 134
Jovan Sex Appeal After Shave, 209
JVC Videosphere Televisions, 109

K

Kahlúa Liqueur, 25
Kellogg's Product 19 Cereal, 275
Ken-L Ration Dog Food, 294, 295
Kent Cigarettes, 35
Kodak Ektralite Camera, 118
Kodak Instamatic Camera, 119
Kodak Movie Cameras, 115
Kohler Enclosure Habitat, 161
Koss Stereophones, 108
Kotex Sanitary Pads, 155
Kraft Cucumber Dressing, 293
Kraft Marshmallows, 289
Kraft Miracle Whip, 289
Kraftwerk, *The Man-Machine*, 192
Kramer vs. Kramer, 179
Kroehler Furniture, 302, 306
KSAN Radio Station, 190, 191

L

L&M Cigarettes, 45
La Choy Chop Suey Vegetables, 279
Landlubber Clothes, 224
Lane Furniture, 307

Las Vegas Convention Authority, 344, 345
Lauder's Scotch, 27
La-Z-Boy Chairs, 298
Lenox Tablewares, 121
Levi's, 223, 224, 251, 253
Levi's Boots, 242
Life Magazine, 92
Linda Ronstadt, *Silk Purse*, 200
Lindsay Olives, 290
Liquid Space, 177
Listerine Antiseptic, 152
London Britches Stores, 255
London Fog Trench Coats, 228
Lotus Esprit, 63
Lou Reed, *Sally Can't Dance*, 197

M

Macho Cologne, 208
Magic Chef Microwave Oven, 122
Magnum Force, 170
Mail-Order Smoking Gear, 138
Male Slacks, 254
Marlboro Cigarettes, 36, 37
Martex Sheets, 312
Martini & Rossi Vermouth, 28
Master Charge Card, 84–85
Mattel Hug 'N Talk Dolls, 126
Max-Pax Coffee, 268
McDonald's, 284, 285
Memphis Chamber of Commerce, 341
Mercury, 55
Mexican Government Department of Tourism, 336
Mexican Government Tourist Office, 336
Mexicana Airlines, 337
Mexico Secretary of Tourism, 339
MG Midget, 66
Midnight Cowboy, 175
Modern Master Tapestries, 322
Monet Jewelers, 124
Monster Vitamins, 147
Montgomery Ward Department Store, 244
Mr. Hicks Casuals, 224
Murray Bikes, 133

N

Nashville, 179
National Bible Week Committee, 93
National Homes, 93
National Lampoon Magazine, 135
National Lampoon's Animal House, 180
National Pork Producers Council, 282
Neil Young, *On the Beach*, 202
Nerf Toys and Monopoly Game, 129
Newport Cigarettes, 42
Nocona Boots, 243
Northstar Ski Resort, 330
Nunn Bush Boots, 245

O

Occult Arts Society, 163
Olivetti Typewriters, 100
Olmeca Tequila, 24
Ortega Products, 281
Otis Elevator Co., 86, 87

P

P.F. Flyers Athletic Shoes, 246
Pace Furniture, 301
Padrino Fashions, 225
Palmolive Dishwashing Liquid, 146
Pan Am Airlines, 326, 327
Panasonic Audio Egg, 309
Panasonic Electronics, 112–113
Pandora Women's Wear, 252
Peace In '70 Sweatshirt, 262
Penthouse Magazine, 166
Perrier Sparkling Water, 273
Philadelphia Carpets, 310
Phoenix Clothes, 227
Pierre Cardin Eyewear, 263
Pioneer Electronics, 104
Pioneer Speakers, 140–141
Playgirl Club, 205
Playmobil Toys, 127
Plymouth Sapporo, 70–71
Poker Playing Dogs Posters, 164
Polaroid MinuteMaker Camera, 119
Polaroid Sonar Camera, 118
Polaroid SX-70 Alpha Camera, 119
Polo Lifestyle Eyewear, 263
Pontiac, 50
Pontiac Firebird, 64
Porsche 914, 62
Porsche 924, 63, 67
Porsche Targa, 63
Posner Custom Blends Cosmetics, 216, 218, 219
PPG Industries Glass, 91
Premium Crackers, 290
Psilocybin Mushroom Cultivator's Bible, 138
Psssssst Instant Shampoo, 154
Purex Pool Supplies, 160
Putney Swope, 170

R

R & K Originals Dresses, 253
Rainfair Trench Coats, 229
Raleigh Bikes, 132
Rawlings Gloves, 129
RCA Electronics, 95, 111
Renault Le Car, 72
REO Cologne, 265
Revenge of the Pink Panther, 183
Revlon Lipstick, 216
Rita Coolidge, *The Lady's Not For Sale*, 200
Riviera Convertibles, 302
Riviera Eyewear, 263
Rollei Cameras, 118
Roman Shades by Ray, 318–319
Ronrico Rum, 23
Royal Shield Hair Products, 217

S

Sabra Liqueur, 33
Sanka Instant Coffee, 270–271
Saturday Night Fever, 168–169
Sauna Belt Waistline Reducer, 222
Scandinavian Tourist Board, 332
Schwinn Bikes, 133
Seagram's Gin, 21
Seagram's V.O. Whisky, 26
Sears Department Store, 253, 314–315
Selig Furniture, 303
Serpico, 179
Sheer Energy Panty Hose, 237
Sheraton Hotels, 347
Simmons Furniture, 316
Simmons Hide-A-Bed Sofa, 302
Simplicity Patterns, 252
Slim-Gym Exerciser, 222
Solarcaine Sunburn Relief Products, 158–159
Spam Canned Meat, 282
Springmaid Fabric, 252
Squeez-A-Snak Cheese Spread, 290
Squirt Boogie Boards, 134
Stanley Furniture, 307
Star Trek: The Motion Picture, 184
Star Wars Fan Club, 131
Stove Top Stuffing Mix, 278
Stroheim & Romann Fabrics, 299
Suntory Royal Whisky, 32
Superman Products, 130
Superscope Stereos, 114
Supertramp, *Breakfast is Served*, 204
Swank Magazine Banana Warmer, 167
Swept Away..., 187

T

Tahiti Tourist Board, 342, 343
Tandy's Leathercraft Kit, 160
Tareyton Cigarettes, 40
Taster's Choice Coffee, 268
Textron, 95
Thank God It's Friday, 186
That's Entertainment, 178
The Club Premixed Cocktails, 16–17
The Devil and Mr. Jones, 173
The Edgar Winter Group, *They Only Come Out at Night*, 194
The Gap Stores, 250
The Godfather: Part II Soundtrack, 189
The Living Bible, 163
The Reivers, 174
The Rocky Horror Show, 172
The Rose, 176
The Secret of Santa Vittoria, 174
The Swedlow Group Furniture, 311
The Village People, *Cruisin'*, 198
The Wild Bunch, 174
They Shoot Horses, Don't They?, 174
Thonet Furniture, 323
Time Incorporated, 99
Timme-Tation Fake Fur, 248
Toyota Celica, 46–47
Trim-Jeans Slenderizer, 222
TUA Marketing, 94
Turtle Bax Clothing, 257
TWA Airlines, 329

U

U.S. Airforce National Guard, 99
U.S. Army, 98, 99
U.S. Army National Guard, 97
U.S. Bongs, 139
U.S. Navy, 98
U.S. Virgin Islands Information Center, 338
Ultra Brite Toothpaste, 148–149
Ultra Sheen Relaxer, 213
Unguentine Sunburn Spray, 156
United Airlines, 328
Urban Systems Inc., 95
Utica Fabrics, 305

V

V-8 Vegetable Juice, 272
Van Luit & Co. Wallcoverings, 305
Viceroy Cigarettes, 34
Vietnam Veteran's Emergency Fund, 98
Virgina Slims Cigarettes, 44
Viva Magazine, 165
Volkswagen, 61
Volkswagen Rabbit, 73
Volvo, 59, 60

W

Wamsutta, 312
Warren Imports, 305
Western Airlines, 331
WET Magazine, 163
Whole Earth Catalog, 163
Wigwam Socks, 247
Winston Cigarettes, 39, 43
Wish-Bone Italian Dressing, 293
Wolfschmidt Vodka, 22
Woodstock, 171
Wool Bureau, 316
World Wildlife Fund, 93

Y

Yamaha Motorcycle, 79

Imprint

To stay informed about upcoming TASCHEN titles, please request our magazine at www.taschen.com/magazine or write to TASCHEN, Hohenzollernring 53, D–50672 Cologne, Germany, contact@taschen.com, Fax: +49–221–254919. We will be happy to send you a free copy of our magazine which is filled with information about all of our books.

© 2006 TASCHEN GmbH
Hohenzollernring 53, D–50672 Köln
www.taschen.com

Original edition: © 2004 TASCHEN GmbH

Art direction & design: Jim Heimann, L.A.
Digital composition & design: Cindy Vance, Modern Art & Design, L.A.
Cover design: Sense/Net, Andy Disl and Birgit Reber, Cologne
Production: Tina Ciborowius, Cologne
Project management: Sonja Altmeppen, Cologne
German translation: Anke Caroline Burger, Berlin
French translation: Philippe Safavi, Paris
Spanish translation: Gemma Deza Guil for LocTeam, S.L., Barcelona

Printed in China
ISBN 3–8228–5081–0

"This edition provides a wonderful selection of the kitsch and the bizarre."

—*Creative Review*, London

ISBN 3-8228-5081-0

"The most exquisite books on the planet."

—*Wallpaper**, London

The editor: **Jim Heimann** is a resident of Los Angeles, a graphic designer, writer, historian, and instructor at Art Center College of Design in Pasadena, California. He is the author of numerous books on architecture, popular culture, and Hollywood history, and serves as a consultant to the entertainment industry.

TASCHEN's 25th anniversary special editions:

40 Architects around 40
Alchemy & Mysticism
Architectural Theory
Bauhaus
Best Movies of the 70s
Dalí
Decorative Art – 1960s
Decorative Art – 1970s
Encyclopaedia Anatomica
The Golden Age of Advertising – the 70s
Hopper
Impressionism
Industrial Design A–Z
Japanese Graphics Now!
Klimt
Matisse
Monet
Picasso
Piranesi
Auguste Racinet – The Complete Costume History
Robots – Spaceships & other Tin Toys
Sculpture – From Antiquity to the Present Day
Symbolism
Van Gogh

Front cover: Benson & Hedges Cigarettes, 1971
Back cover: Levi's, 1971

www.taschen.com