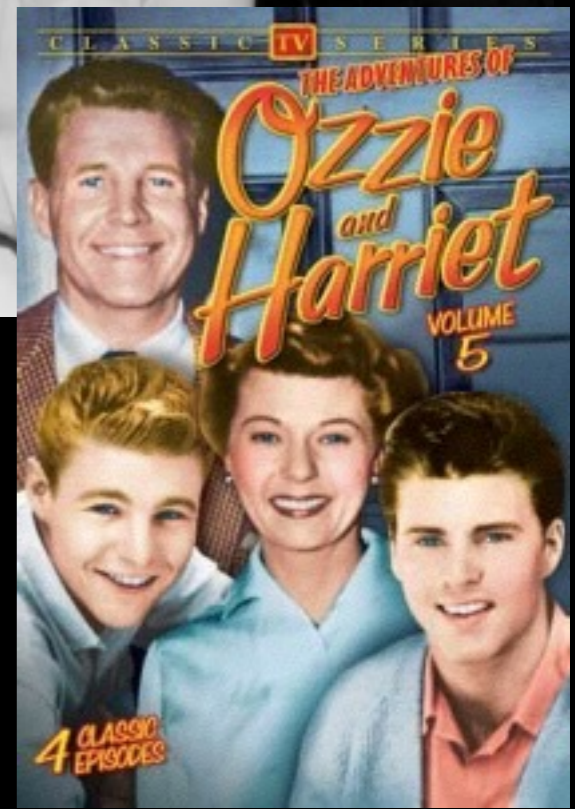
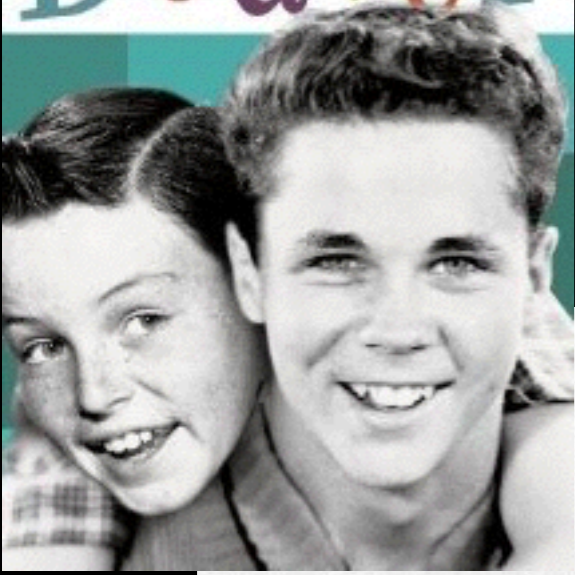


ZUR 589o:
Cultural History of Advertising

Stephanie Coontz, *“Leave It to Beaver and Ozzie and Harriet:
American Families in the 1950s”*

Barbara Ehrenreich, *The Hearts of Men*

Leave It To Beaver








Chez Louis Icelandair Commercial 2015



Wingard Boyles

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<https://www.youtube.com/watch?v=IcjzS-6oolg>



Chez Louis Icelandair Commercial 2015



Wingard Boyles

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<https://www.youtube.com/watch?v=lcjzS-6oolg>

post-war years (1946 - 1960)



They Met Mardi Gras Day! Katherine Caffery Baker and James Corbett Senter, of Louisiana "government" families. For "Kit" and "Jimmy," it was one—two—

three dates to LOVE! Romantic gallery overlooks French Quarter. Kit is gray-eyed, fresh-and-fair skinned. Very Southern belle...very Woodbury-lovely!



Wedding Portrait: Magnificent sweeping veil—a 100-year old family treasure! Radiant bride complexion—a treasure any girl can share! "Simply 'go Woodbury,'" says Kit. "You'll see... skin's softer, smoother!" Naturally!...Woodbury contains a rich beauty-cream ingredient.

During courtship, Kit and Jimmy studied together nightly. Received coveted diplomas same day, at Tulane. Now, Kit has even more precious parchment—her "M.R.S." degree!



Debs Like Kit adore Woodbury Facial Creams. "Such rich, creamy lather! Swirl on, rinse warm and cold. My skin feels so clean... so smooth," says she. Smo-o-oth, cause Woodbury's extra-soft.



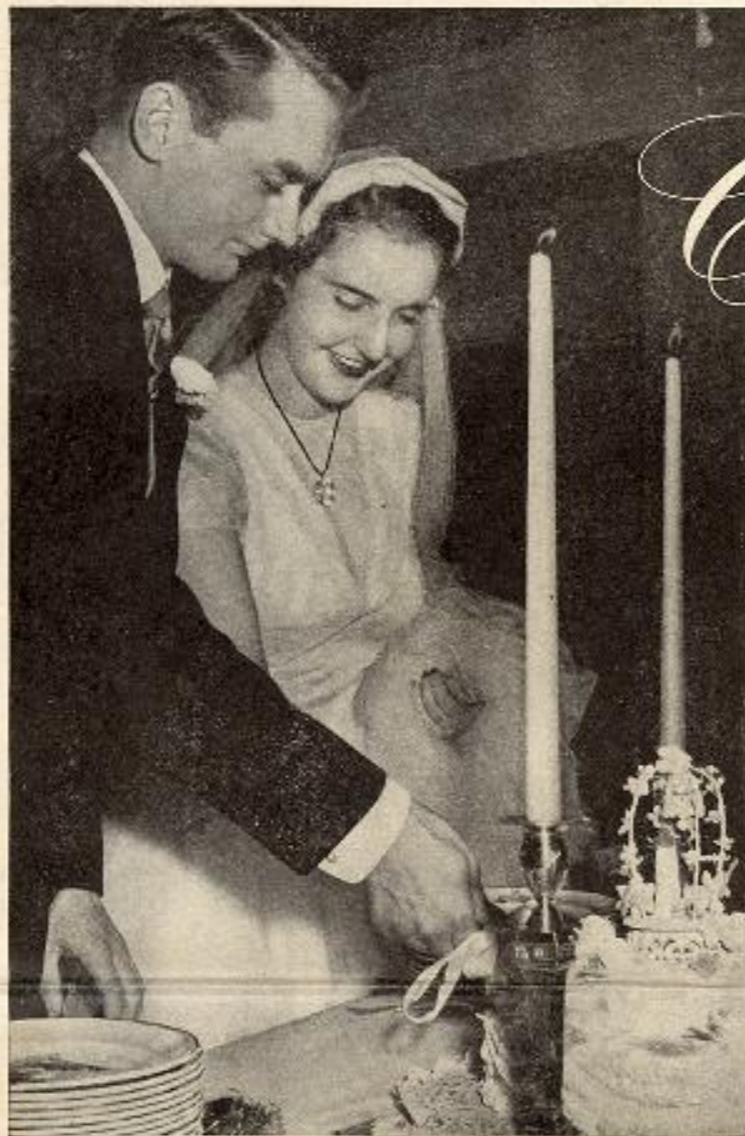
FOR THE SKIN YOU LOVE TO TOUCH

"Beauty Complexion"—all-over... with Woodbury Beauty Baths! Caress all your skin with this *rich* beauty-cream lather. Satin shoulders! Satin arms! Woodbury is bath-perfection—made for skin alone!



Bicycling on River Road, Kit stars at sports—swims mile-wide Mississippi. For beauty care, she stars Woodbury! "Couldn't, wouldn't miss my dally Woodbury glow-treatment. Keeps skin kissable!" And brings a romantic pay-off, girls!

New Orleans Wedding of another Woodbury Deb!



Countess becomes "Mrs." ...and very happy!

It's international wedding news!
Countess Caja Charlotte Palffy, presented to New York Society
at Debutante Cotillion, '46,
marries Samuel Fischer Hays of prominent
New Orleans family.



Definitely "Yes!" Fischer's had the glad wood. At Armando's, social scribe Count Igor Cassini gets engagement news...reminisces Woodbury-deb' Caja as "Beauty Bride of the South."



Dig in, Kids! At Caja's mother's Oyster Bay home. Snow's deep...but deep-in-love Fischer doesn't mind shoveling. *Who is cold*—so close to Woodbury-smooth beauty!

After the vows—reception fun begins. Caja wears a dream-mist of tulle—entrancing as her dream-soft Woodbury complexion! Enormous pendant aquamarine originally belonged to Catherine the Great—was presented to Caja's Boston-born mother for war service in overseas hospitals. Priceless gem sets off Caja's beauty-skin, cherished daily by Woodbury Facial Soap.

She's another Woodbury Marrying Deb



Dream home...on paper! "Blue room," hums Fischer, "heaven-ise-tis room!" Heavenly, too—Caja's angel soft skin, cured for by Woodbury, with beauty-cream ingredient.



"My first day in New York," says Caja. "I discovered Woodbury Facial Cream. So mild!" She swirls on creamy lather...rinses warm, cold. "That soon...my skin is sitting!"



FOR THE SKIN YOU LOVE TO TOUCH

Satin shoulders, too!...with Woodbury beauty baths! Yes, Woodbury's beauty-cream ingredient is a "skin-smoother." Why not this gentle facial soap...for your back soap? Try it!



Kissable face! Peeth looks bewildered by such love-makings. Want to bewilder, bewitch a man? Try Woodbury-lovely skin, girls. Marrying debs know it works!



Two perfect answers to the
\$64 QUESTION

... and they're both **EVERSHARP!**

*D*o you ever see a headmaster pay attention to the \$64 question? Or a writing instrument that he uses for your personal use? The Eversharp Skyliner Set for a superbly smooth 15-hour gold Magic Pen that writes to your writing. Each letter impresses your personality. Your signature

is gold! And it writes so smoothly, it's actually silent.

Moreover, Magic Pen prevents ink bleeding or leaking high in a glass... or at corners or ground level too.

Matching Eversharp Skyliner Set, one price like a teacher you compare!

Look in Pen Sets in "WAYS OF THE WORLD" - 195, Tuesday Nights
 and "WORLD" - 195, Friday Nights

EVERSHARP
Skyliner Set
 Pen - \$10.00 \$18.75
 Skyliner Pen - \$8.75

Write on any surface. No ink bleed-through. No ink on the paper. No ink on the hand. No ink on the desk. No ink on the floor. No ink on the wall. No ink on the ceiling. No ink on the ground. No ink on the sky. No ink on the water. No ink on the earth. No ink on the air. No ink on the fire. No ink on the sun. No ink on the moon. No ink on the stars. No ink on the planets. No ink on the galaxies. No ink on the universe.



Give **EVERSHARP**... and you give the *Finest!*



Things Money Can't Buy

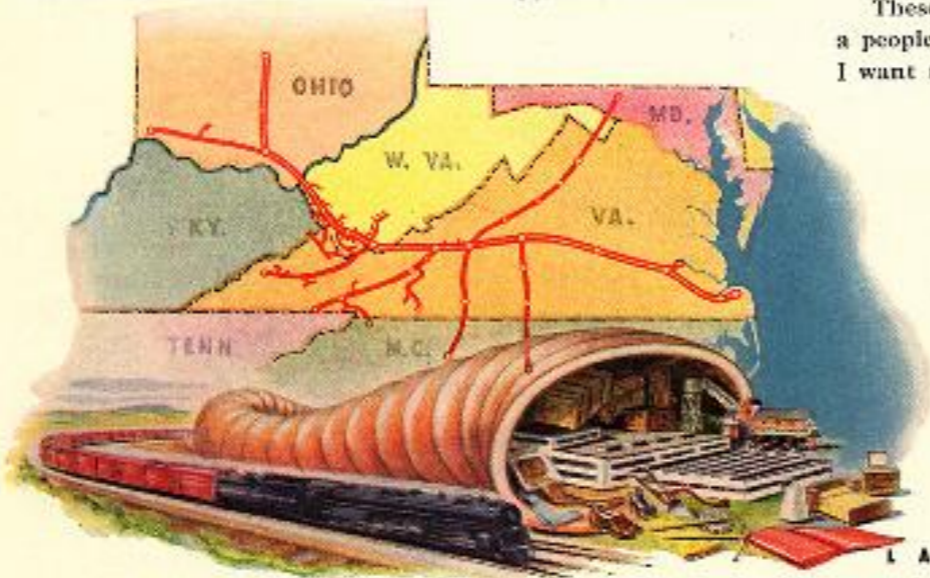
"This is where I want to live."

Of all the advantages offered industry by the Land of Plenty, none is more compelling than its capacity to make a man say these few words . . . "This is where I want to live." This is the capacity which provides for industry the elements of faithfulness and dependability in its worker support.

The Land of Plenty—the six great states served by the Norfolk and Western—is a land of friendly, alert communities

set against a background of modern cities . . . towns and cities where life is good . . . where John Doe, Worker, and John Doe, Executive, alike find things which help make home *permanent*—neighborly communities . . . clean communities . . . prosperous communities . . . government for the people . . . climate and recreational facilities to keep bodies healthy and minds content . . . scenic beauty unsurpassed, in mountains and broad valleys stretching from the mid-West to the Atlantic coast.

These are the things that create stability and *stay*ability in a people . . . the things that make a man say, "This is where I want to live" . . . *things money can't buy.*



Norfolk and Western RAILWAY

Write to the Industrial and Agricultural Department, Drawer A-103, Norfolk and Western Railway, Roanoke, Virginia. This department is staffed by plant location specialists eager to help you find the best site for your plant . . . to supply you in *eriest* confidence with any information you may require about this Land of Plenty.

LAND OF PLENTY

"Holiday from Apron Strings"



Frigidaire Dishwashers

Swirling Water Action scrubs, rinses, sanitizes every dish surface—frees you for other duties, other pleasures!

Imagine, all your dishes done sparkling-bright—much cleaner, much more bacteria-free than you'd ever get them by hand! New Frigidaire automatic Dishwashers do *all* your dishes, and they're so easy to use! Just scrape off excess food and load everything in the big new Roll-To-You Racks (front-loading design makes it easier), add detergent... touch the control knob and—*whoosh!* You're out of the kitchen in minutes! Ask your dealer to show you the dishwashers with Swirling Water Action—Frigidaire. Built-In, Free-Standing, Dishwasher-Sink Combination, Mobile—most in your choice of Frigidaire Kitchen Rainbow Colors plus Satin Chrome and White! Frigidaire Division, General Motors Corporation, Dayton 1, Ohio.

You'll feel like a Queen!



SWIRLING WATER ACTION. Exclusive, water-driven tube spins safely between racks, sprays water—too hot to touch—over every soiled surface. No dish can hide.



FRONT-LOADING ROLL-TO-YOU RACKS glide out all the way. You load even in the back without damage. Hold full day's dishes for four—add a dish any time.



FRIGIDAIRE

Product of General Motors

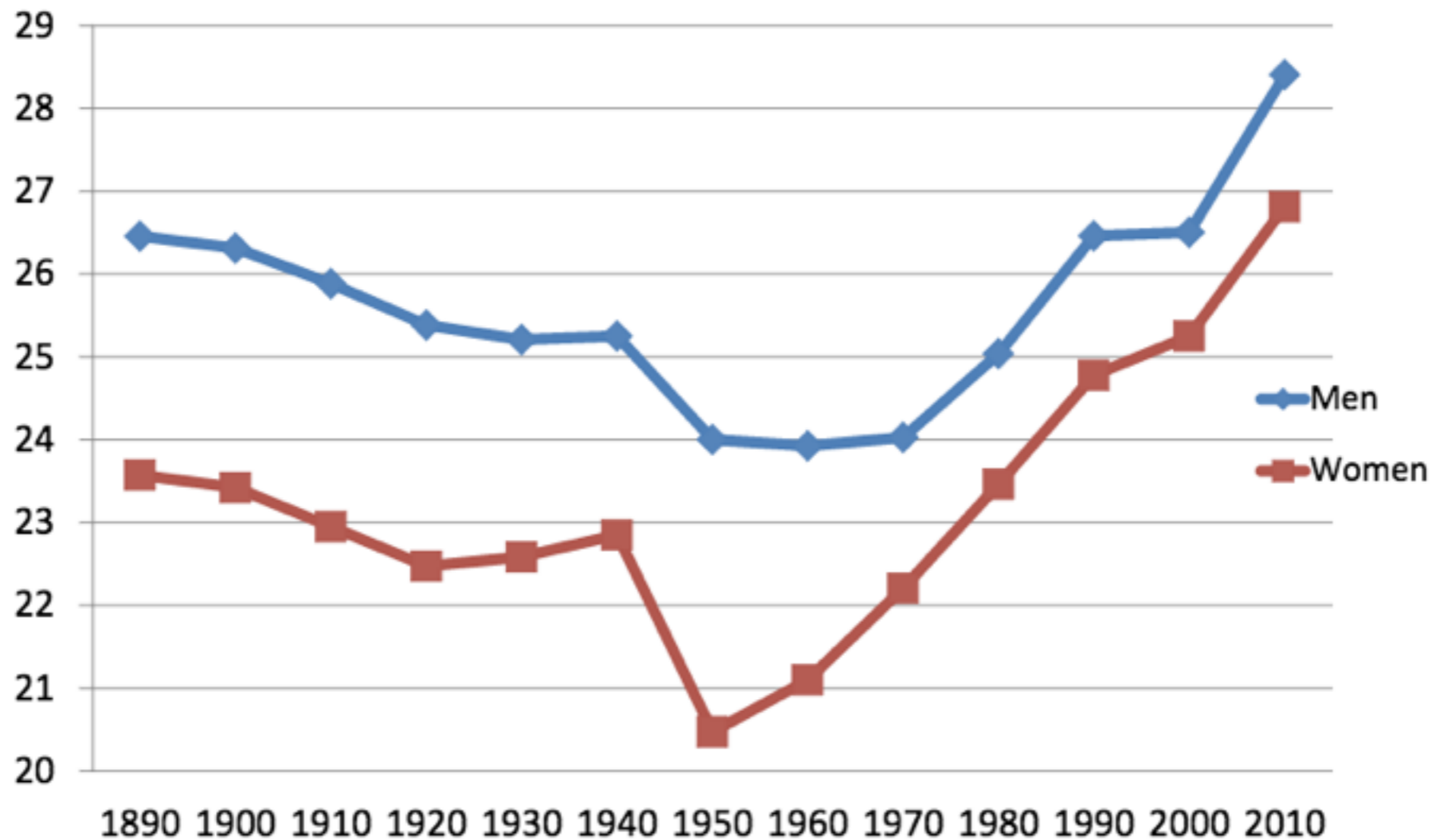
Advanced Appliances designed with you in mind

1950s were not the last stronghold of the traditional family, but a new invention—and a historical fluke.



Young people were marrying at an earlier age...

Figure 1. Median Age at First Marriage by Sex: 1890 to 2010

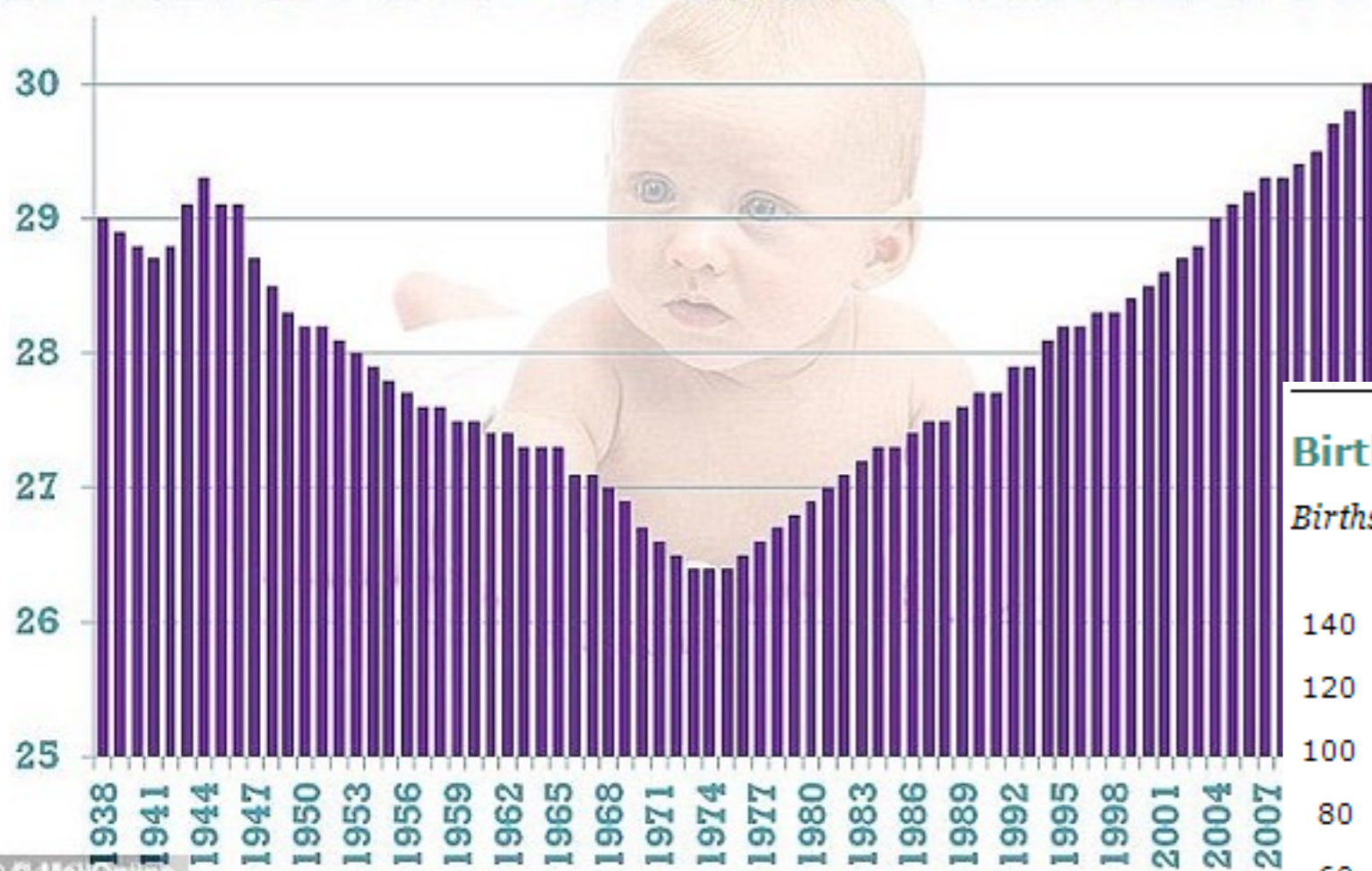


Source: U.S. Decennial Census (1890-2000); American Community Survey (2010). For more information on the ACS, see <http://www.census.gov/acs>



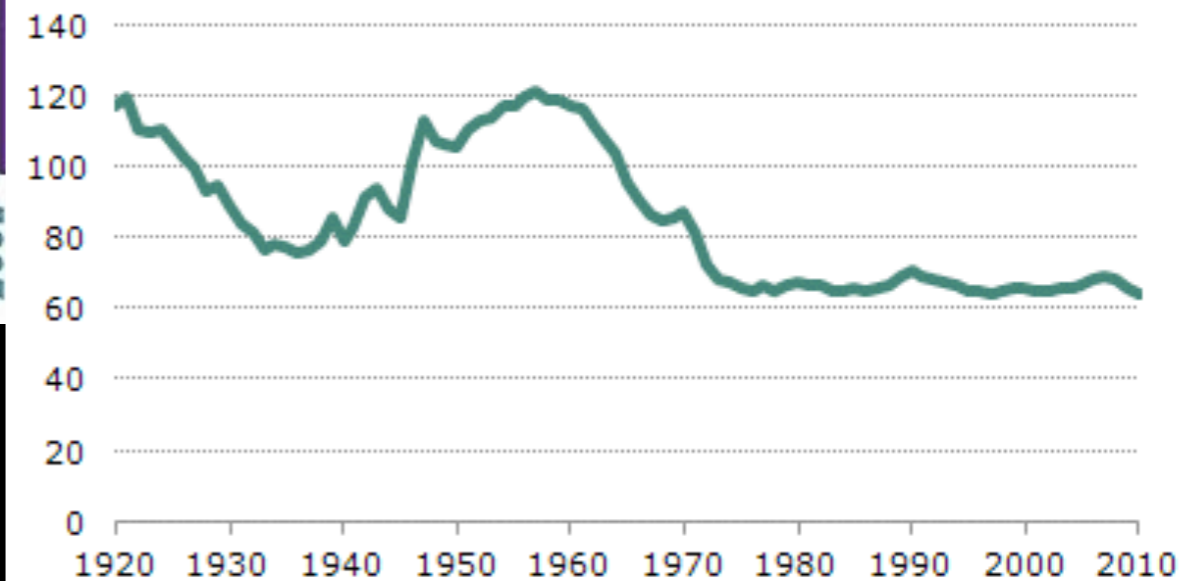
having children at an earlier age (and more children)...

AVERAGE AGE OF MOTHERS HITS 30



Birth Rates, 1920-2010

Births per 1,000 women ages 15-44



Source: Statistics calculated using data obtained from the National Center for Health Statistics and Heuser (1976), available [here](#)

PEW RESEARCH CENTER

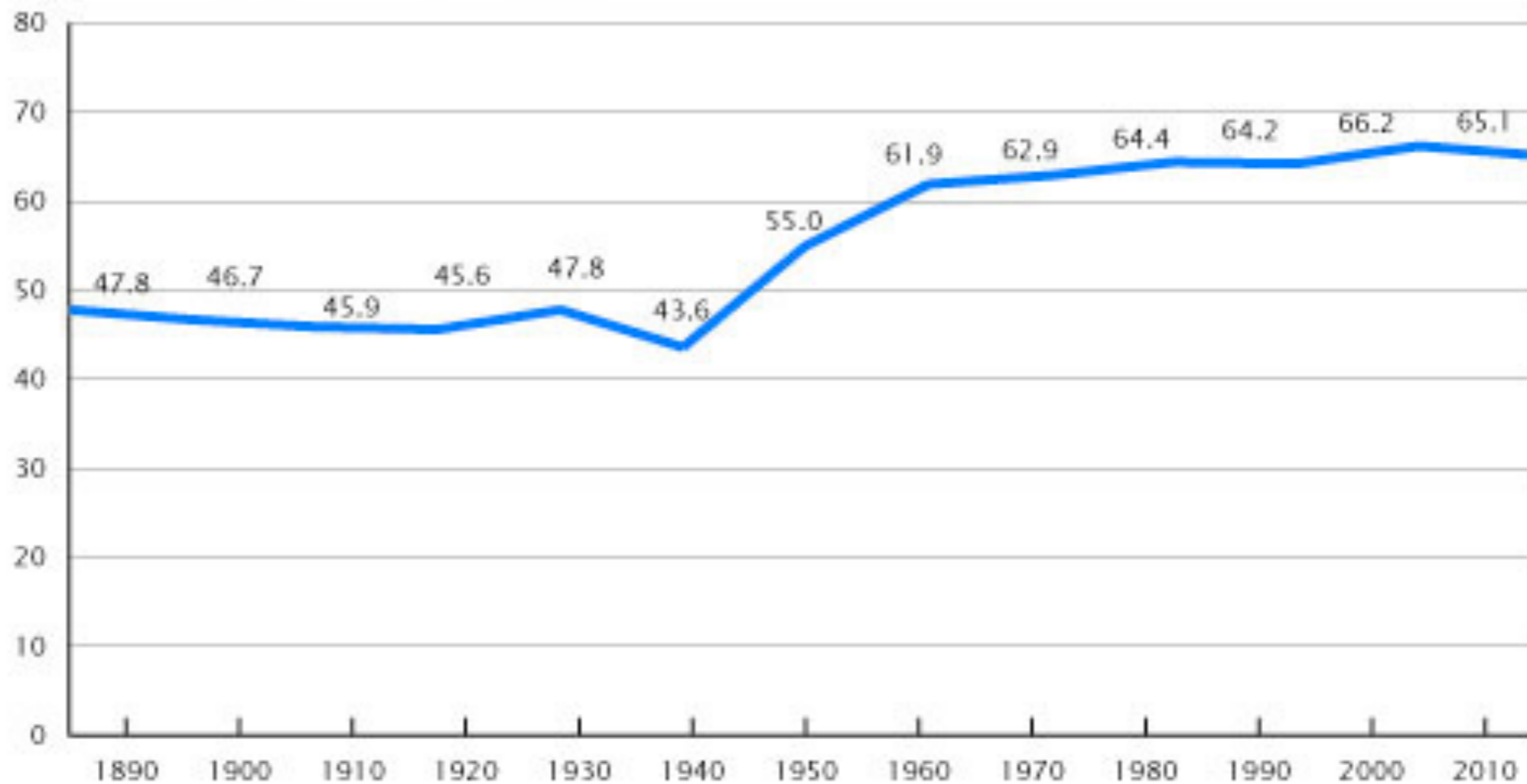
<http://www.pewsocialtrends.org/2012/11/29/u-s-birth-rate-falls-to-a-record-low-decline-is-greatest-among-immigrants/>

and buying a home at an earlier age (in the suburbs).

Figure 5.

Owner-Occupied Units as a Percentage of All Occupied Housing Units: 1890 to 2010

(For information on confidentiality protection, nonsampling error, and definitions, see www.census.gov/prod/cen2010/doc/sf1.pdf)



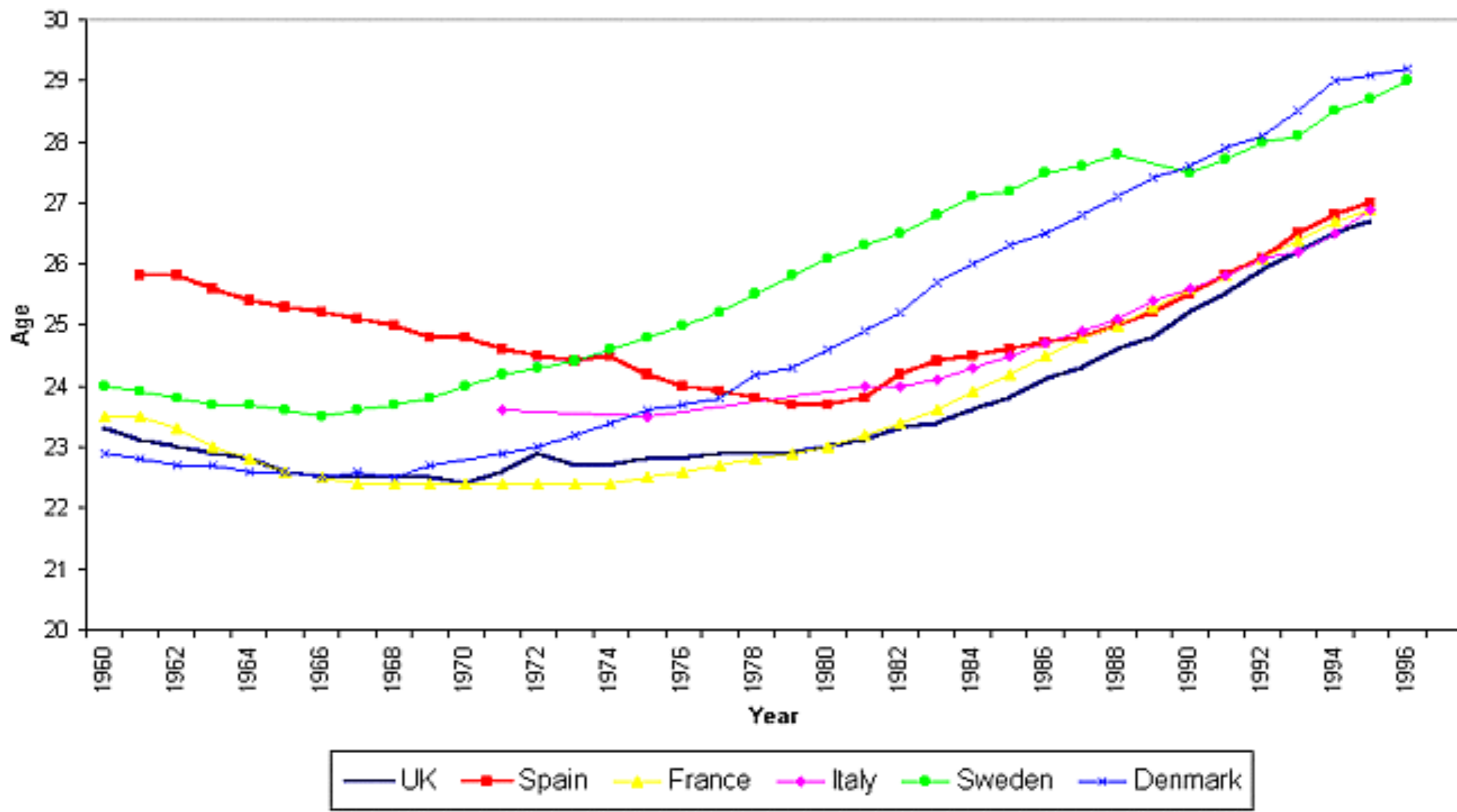
Sources: U.S. Census Bureau, Census of Population and Housing, decennial volumes, and 2010 Census Summary File 1.

http://www.census.gov/newsroom/releases/archives/2010_census/cb11-cn188.html

somewhat similar trends in Europe

mean age at first marriage

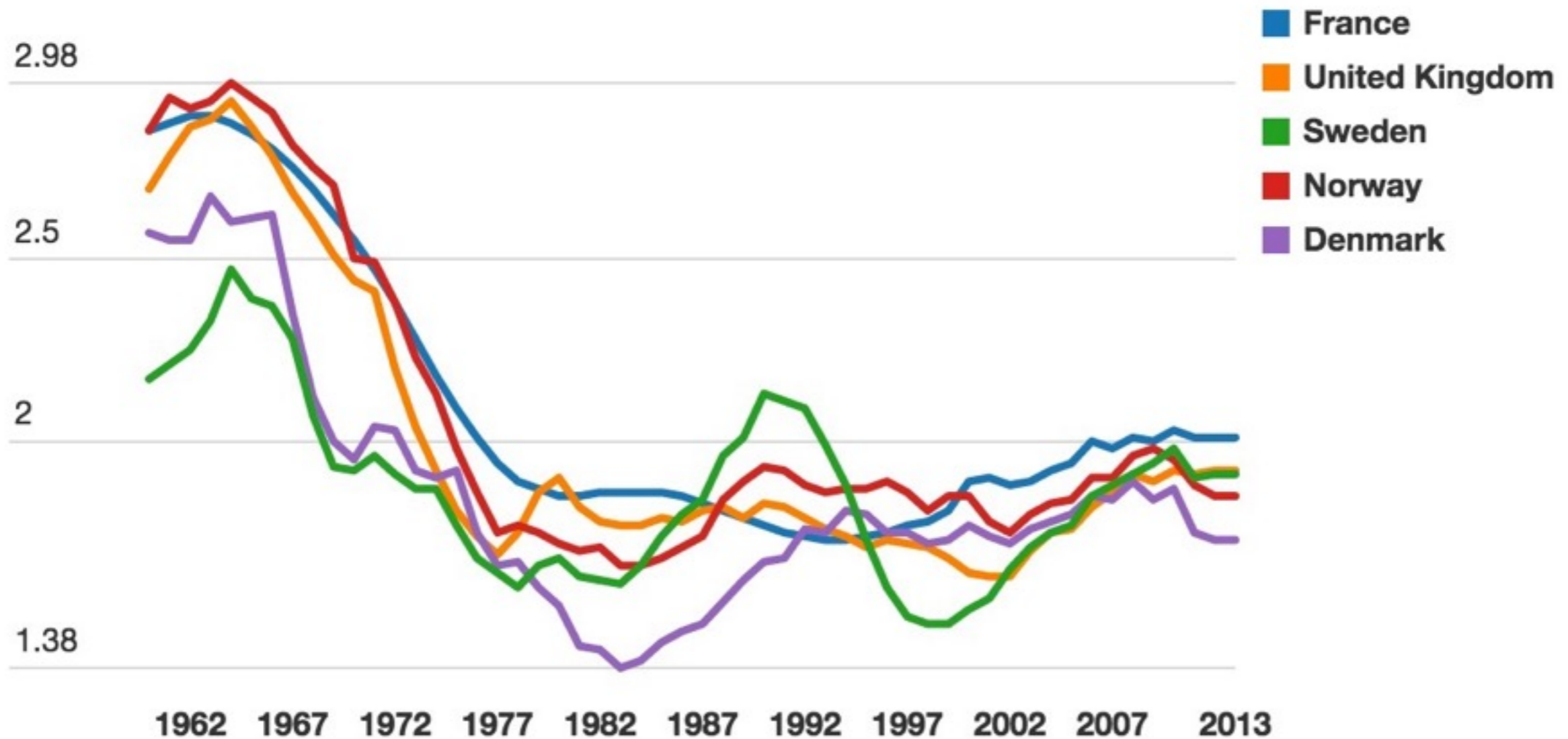
Figure 1b: Mean Age at First Marriage in Selected Western European Countries: 1960-1997



number of children

Fertility rate

Fertility rates in these countries are close to 2, which is the replacement fertility rate for most industrialized countries.

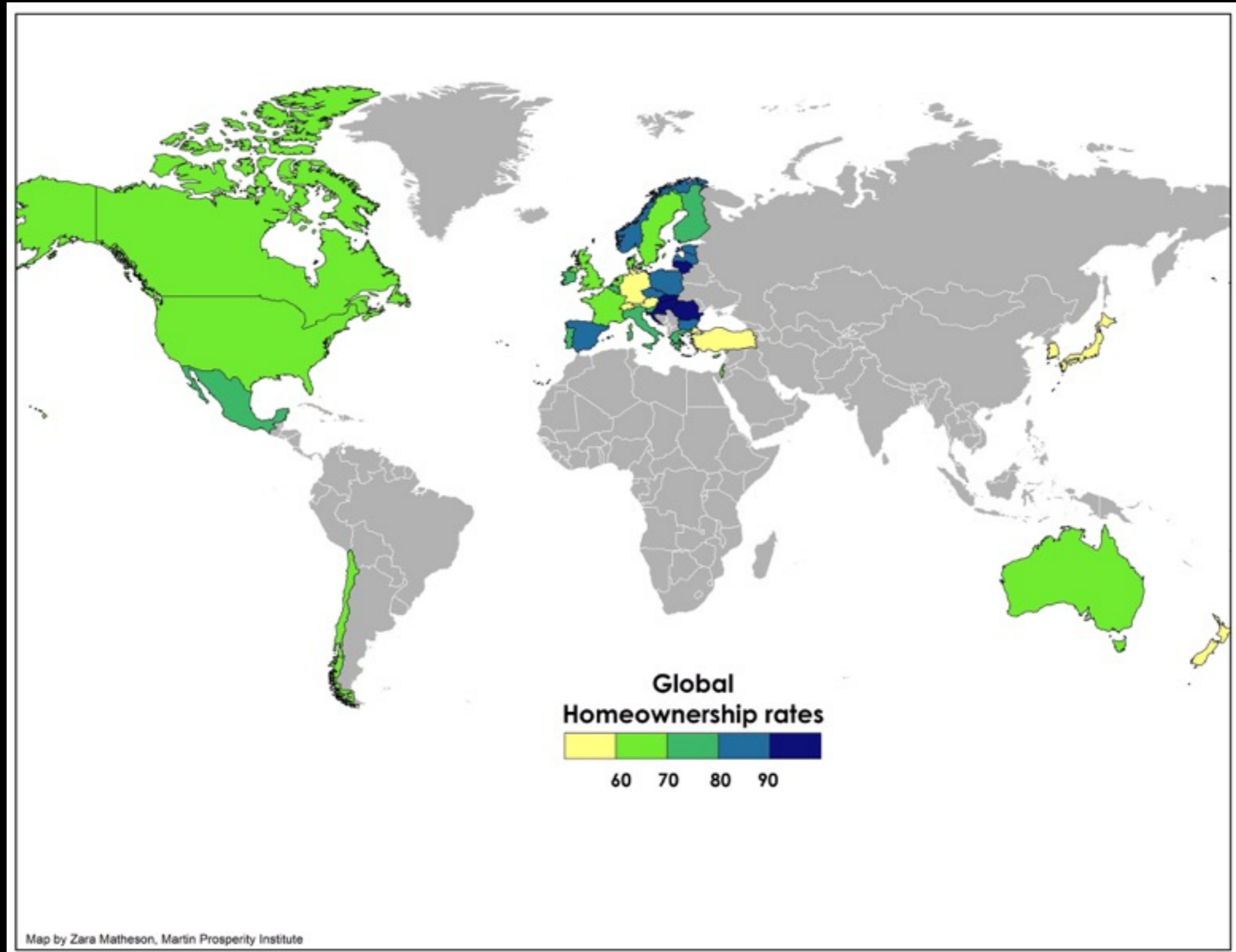


Source: the World Bank [Get the data](#)

Created with [Datawrapper](#)

<http://www.ceemr.uw.edu.pl/vol-3-no-2-december-2014/articles/longer-term-demographic-dynamics-south-east-europe-convergent>

homeownership



The Saturday Evening
POST

June 11, 1955 - 15¢

IN THIS ISSUE

- Headaches of a Little-League Umpire
- The Fantastic Duke of Dallas, Texas
- Solved: Mystery of the Blinded Babies
- How Communists Blackmail Refugees





"Get under the veil, princess . . . I'll hold your Postum"

Wedding preparations bring the whole family closer
to each other . . . and Postum is the drink the
whole family can enjoy together.

You'll like the different flavor . . . grain-rich,
decaffeinated . . . a wonderful change from every-
day hot drinks . . . a treat at any time of the day.

And everybody can drink Postum . . . it's 100%
caffeine-free . . . 100% soft even for your children.
Postum helps you round out your evenings with a
good night's sleep.

For less than a penny a cup, start your family
on the change to this different hot drink today.



A Division of General Foods

Enjoy Postum, the hot drink with a different flavor . . .



To love, honor and...protect

Gods and goddesses, how can you begin your married life as many another couple does—with a General Motors car.

And it is a good beginning. For every GM car has Body by Fisher—and Body by Fisher stands for much.

It means appearance and finish that we strive to make as rich as any bridal coach. It stands for the thought we put into planning for your driving comfort. It means you of such important details as clear safety glass all around, tangible evidence of the responsibility we feel for


doing all we can to insure traveling safety.

Most important of all, perhaps, is the hidden strength that you never see. Here are the sturdy metals, advanced engineering and thoroughgoing smoothness you have a right to expect in the product of the country's most experienced specialist in body building.

Yes, it's a good life that starts off with a General Motors car. Many visits and hours work to help make it so—including those that plan and insure the extra valves, hidden and revealed, that the Body by Fisher makes much for.



DRIVE OR BURN. You drive the first. The good will that you have with you all through all the years through for your protection. Just drive when you see that the door of a General Motors car, and you will not be worried that there is a difference in Body by Fisher.

Body by Fisher  — BETTER THAN EVER!

Only on General Motors cars: CHEVROLET • PONTIAC • OLDSMOBILE • BUICK • CADILLAC



Pepsi-Cola

refreshes
without filling



Here's a recipe for your congratulations. For their taking to a profession which will enjoy more years of life than any other yet known to humankind.

As here that's what health and happiness means to us—giving a generous share of the world to other humans, more wonderful than.

And that's where Pepsi-Cola fits into the picture. Because Pepsi-Cola is one drink that's kept pace with the changing times to lighter foods, lighter beverages.

Take a Pepsi-Cola is light, dry, not too sweet, and not too salty. It's just what you need without filling.

How long have you had a Pepsi-Cola? Try one today—in the familiar moments you share with two people, or in the smaller moments of life. You'll see why Pepsi-Cola is now more popular than ever.



Pepsi-Cola
The Light Refreshment



When you change from "Miss" to "Mrs."
remember the pattern with these



When the lady who comes to you is
like a new name... remember to call
her Mrs. "Miss" or "Mrs." if you
do. (Remember that most ladies say)

It's a dilemma, but when your
partner is not with you, it's all
right to call her by the name of her
husband.

And the lady who says "Mrs."
of course, "Miss" is fine. It's all right
to call her "Mrs." if you know she
is married, and you don't know her
name.

HOLMES & EDWARDS
STERLING INLAID
SILVERPLATE



Next Week

**385,000 More Mouths
To Feed** (NEXT YEAR 30,000,000 MORE)



LION Petro-Chemistry is helping solve one of the world's most urgent problems—how to feed the earth's rapidly growing population from the same amount of crop-producing land

In the years to come, stronger fertilizers will be needed to increase volume output of the productivity of the world's acreage. Unfortunately, the much-needed plant food has been in chronically short supply.

Now, however, Lion Oil Company recycles natural gas, air and water

to produce high-quality, low-cost nitrogen fertilizer materials. Over these materials now they double crop production per acre. Despite steadily increasing production of nitrogen, demand for nitrogen grows.

Through petro-chemistry, Lion is constantly broadening the uses to

which petroleum and natural gas may be put. Today, there are more than 60 Lion products, including such diverse specialties as asphalt polymers and battery fuel, as well as gasoline, oil and lubricants. Together they have made possible the continuing growth of Lion Oil.

Keep Your Eye On **LION OIL COMPANY** El Dorado, Arkansas

A leader in the Refining Petro-Chemical Field ... Best Than All Petroleum and Chemical Products for Transportation, Industry and Agriculture.



4,000,000 babies a year! Big market for new bassinets of CORRUGATED board

Every new-born baby sure ought of costing his parents money. But here's a new bassinet made from corrugated board that's doing a good job of helping keep their costs down.

It costs so little because it's made from corrugated—the familiar material so widely used today in packaging. Only 3 lb. light, it's strong enough to cradle a load of 100 lb. With its high sides, steady foundation, and waterproof foam rubber mattress, it combines all the comfort, safety and durability it's ever likely to need.

Mothers find a corrugated bassinet far more sturdy than the low price deluge. Delivered flat, it can

be assembled in minutes. Then it can be easily taken down for week-end trips to Grandpa's. It's the ideal infant basket for use when baby is brought downstairs. After it's outgrown, it serves admirably for the next baby.

Corrugated construction, of course, has a reputation for carrying all sorts of delicate things safely—and heavy things as well. Wherever you need a

box for packing, displaying, shipping or storing, think first of corrugated. Learn about its strength, lightness and economy from your nearby distributor. He's listed in the Yellow Pages under "Boxes—Corrugated."

Langston doesn't sell corrugated, only the machines that make it. Since 1902, three machines have led the field in efficiency and dependability. See M. Langston Co., Gowanus, N. J.

THINK FIRST OF CORRUGATED



LANGSTON Corrugated Container Machinery



Big Appetites

from little spoonfuls grow!



One baby spoon slightly tipped with cereal. That's the way your baby will start. But the spoonfuls will get bigger quickly if your baby starts on Gerber's new Rice Cereal! Tasty. Easy to digest. Agrees even with many tots inclined to be allergic to other cereals!

Doctors wanted a baby cereal made from rice. And since it's our business to provide foods babies like and need, we added this fourth to Gerber's Barley, Oatmeal and Cereal Food. All precooked. Just add milk or

formula, and serve!

Ask your doctor which of these cereals to start your baby on. Sooner or later he may advise you to rotate all four, for variety. Each has its own pleasant flavor. Each has more iron, calcium and major B-Vitamins than is found in whole grain.

As you follow up with Gerber's Strained Fruits, Vegetables, Meats and Desserts, you'll discover that Gerber's has more of the foods baby likes and needs. It's true—from Starting Cereals through Junior Meats.

Babies are our business...our only business!

Gerber's
BABY FOODS
Fremont, Michigan



*Pure
pleasure!*

Seven-Up is so pure...so wholesome!

For a fact, you can even give this sparkling drink to babies—and without any qualms. Lots of mothers do just that!

Just read the ingredients on the 7-Up bottle and you'll see why. We're proud to let them for your inspection, even though regulations don't require this on soft drinks.

Seven-Up has a special fresh, clean taste that appeals to everyone at your house—be he nine months, nine years or ninety. It's the All-Family Drink!

Watch "Soldiers of Fortune" on TV every week. Exciting 7-Up adventure series.

the pink and white girls like this one, painted for us by Norman Rockwell
 of the endearing things about this world.

and in their own way, the Kellogg's
 Flakes this little miss is eating
 is very nice, too. A lot of
 people have always thought
 of these kinds of people. No
 cereal has ever matched
 the American taste in
 the same way.
 They're dainty, yet hearty;
 but friendly. Thin, crisp,
 and a flakes with a flavor
 that has never been copied and that
 never change. It's still our
 recipe.



All this has been going on for over 50 years
 longer than you can remember, no doubt. Something
 of a record for affection in this fickle world. If somebody



Young lady makes a point. This young lady, painted for us by Norman Rockwell, has only one purpose in life—a beautifully tasty reminder. When you come down the path at your guest's, she'll wave to you from Kellogg's Corn Flakes in her "happy reminder" packages. Go ahead and she'll whisper, "They go fast...better get a spare." A mighty good point!



Norman Rockwell

"Safety-tested" by PROCTER & GAMBLE
for little girls 2 to 12!

New!



party curl

HOME PERMANENT by Lilt

Prettiest curls at the party!

Lovely day after day!

Nearly twice as fast as any leading children's home permanent!



3 REASONS WHY PARTY CURL PLEASES EVERY LITTLE GIRL...

3 REASONS WHY PARTY CURL MAKES A HIT WITH MOTHER...

- 1 So much easier to use than any other children's home permanent. Neutralizes extremely...no pinches.
- 2 Prettiest Hair in the Neighborhood! Party Curl curls have that special natural look—are fun, fun, soft!
- 3 Doesn't have to be set between shampoo! Perfectly formed curls can be brushed into place like naturally curly hair.

- 1 No touch water to give! From start to finish it's nearly twice as fast as any leading children's home permanent.
- 2 A perfectly-groomed little girl! Hair is easy to comb—always has a glossing-smooth, cared-for appearance.
- 3 Looks and lasts! Party Curl keeps hair looking better day after day!

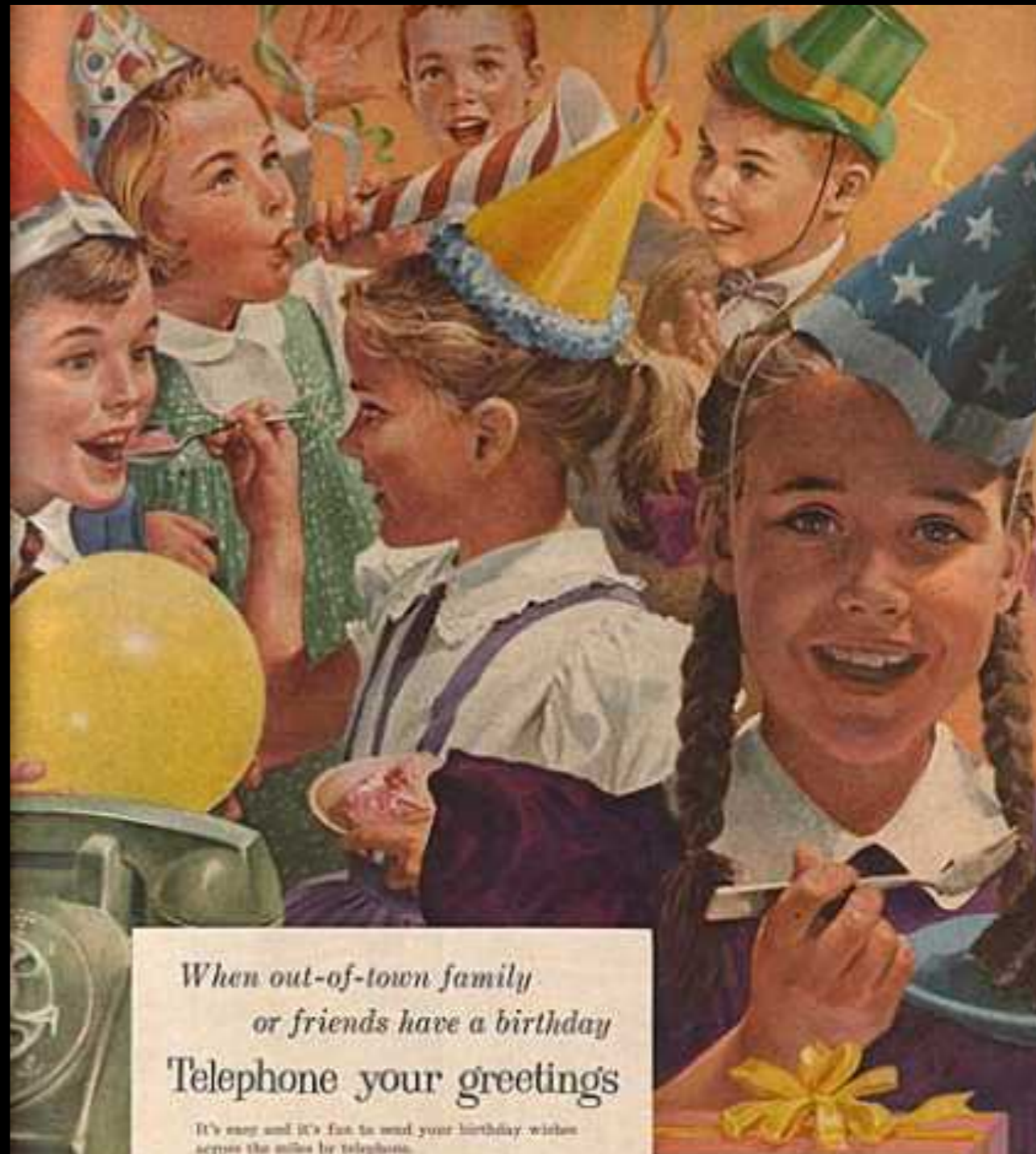
party curl

Children's Home Permanent

by Lilt

NEWEST AND BEST HOME PERMANENT FOR CHILDREN'S HAIR

\$1.39
per oz.



When out-of-town family
or friends have a birthday
Telephone your greetings

It's easy and it's fun to send your birthday wishes across the miles by telephone.

You can share in the thrill and happiness of the day, almost as if you were there in person. And, for the one you call, there's something kind of special about a personal greeting by telephone.

Why not mark your calendar now so that you'll remember the birthday calls you want to make?

BELL TELEPHONE SYSTEM



LONG DISTANCE RATES ARE LOW

Here are some examples:

New York to Philadelphia	40¢
Pittsburgh to Cleveland	40¢
St. Louis to Cincinnati	25¢
Atlanta to Chicago	45¢
Seattle to Washington, D. C.	45¢

These are the Standard-Utility rates for the first three minutes, after which rates apply at all other times. They do not include the city, federal and state taxes.

Call by Number. It's Twice as Fast.

Emphasis on nuclear family understood at the time as a new invention

- reaction to enforced extended family arrangements of the Depression and WW2
- home as the center of emotional happiness, psychic wellbeing, and entertainment
- leads to ideal of self-sufficient nuclear family



A DIXIE CUP Dispenser
in your kitchen
saves all this work...

- No more between-meal dishwashing!
- No more glasses to be dried and put-away!
- No more broken glasses!
- No more silted-up sinks after late-hour snacks, or after-school milk!
- Dixie Dispenser mounts on any wall or cabinet in a jiffy!



Now at a price you can afford for everyday home use!

Favorite breakfast cereal of the 6 fine healthy Wickland children is Quaker Oats, the Giant of the Cereals!



"My children like Quaker Oats best and I think it's best for them,"

says Mrs. Cecelia Wickland
 Mother of Kenneth 13, Bruce 1, Terrol 10, Douglas 8,
 Rodney 6, and Beverly 14
 Route #1, Kawkawila, Mich.



3 reasons why farm families
eat more Quaker Oats than any other cereal

1. BEST FOR GROWING CHILDREN.

Mrs. Wickland, like so many other farm mothers, knows that Quaker Oats helps her children grow strong, healthy bodies. In fact, oatmeal provides far more body-building protein than any other leading cereal!

2. BEST FOR FLAVOR.

The creamy smoothness and rich, delicious flavor of Quaker Oats make it the favorite cereal of farm families all across the land. And that famous Quaker flavor is the result of Quaker's years of know-how in selecting the choicest, largest oats - in steaming and toasting them with expert care.

3. BEST FOR ECONOMY.

What other breakfast dish gives you the all-morning energy and high-protein nourishment of delicious Quaker Oats - at less than a penny a serving?

So take a tip from strong, healthy farm families like the Wicklands. Give your family delicious, high-protein Quaker Oats every morning. Remember - oatmeal is as quick to make as coffee when you use Quick Quaker or Mother's Oats. Simply pour it in boiling water. In only 2 1/2 minutes it's cooked completely - creamy-smooth, delicious, and ready to serve. Get a package today!



Quick and Mother's Oats are the same fine oatmeal!

QUAKER OATS

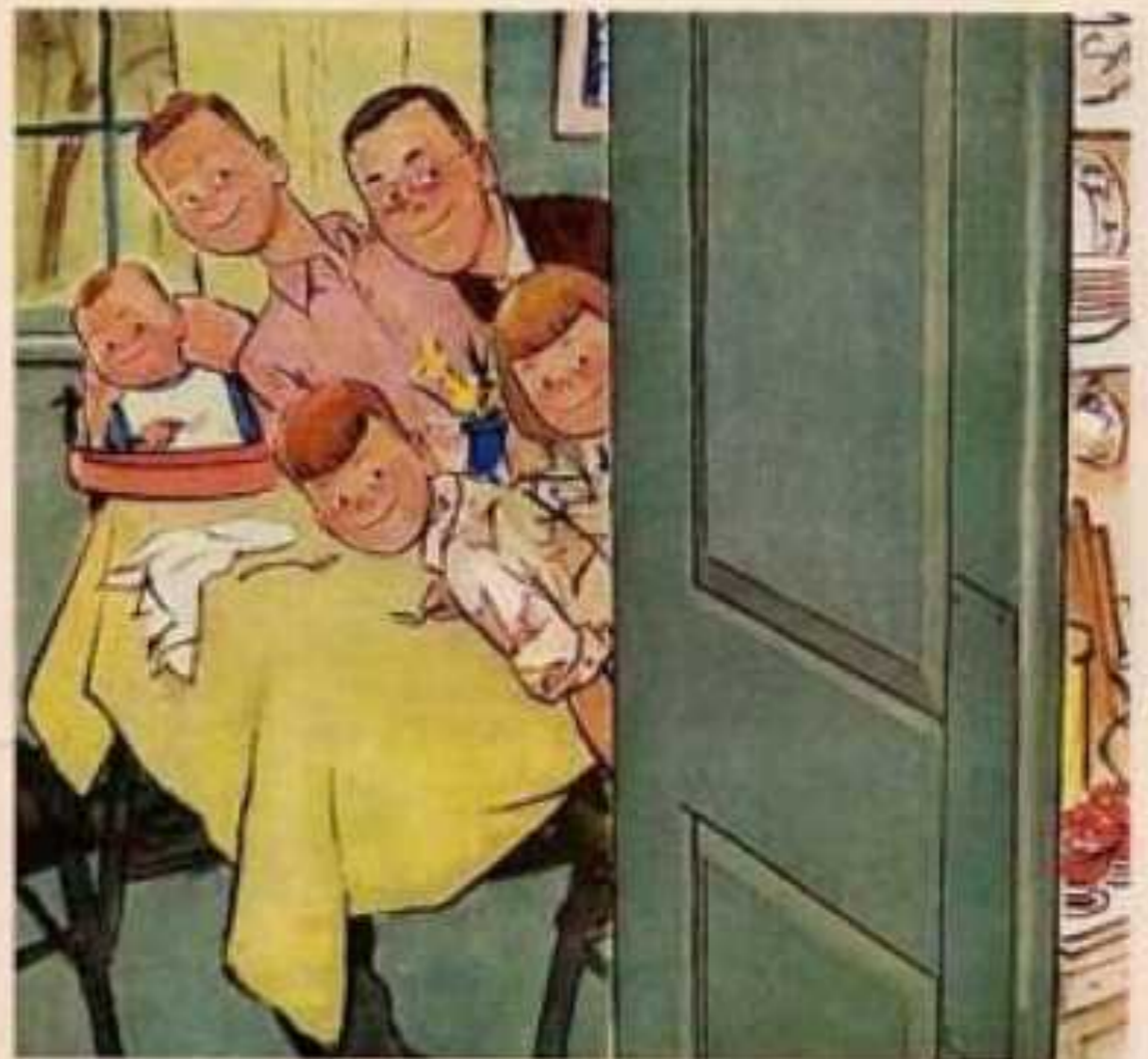
STILL LESS THAN **1¢** A SERVING!



Now's the time for



Cooking? Don't be. It's just time that it takes to stir up an impressive appetizer, you can make your family a bowl of delicious, easy Jell-O® gelatin dessert.



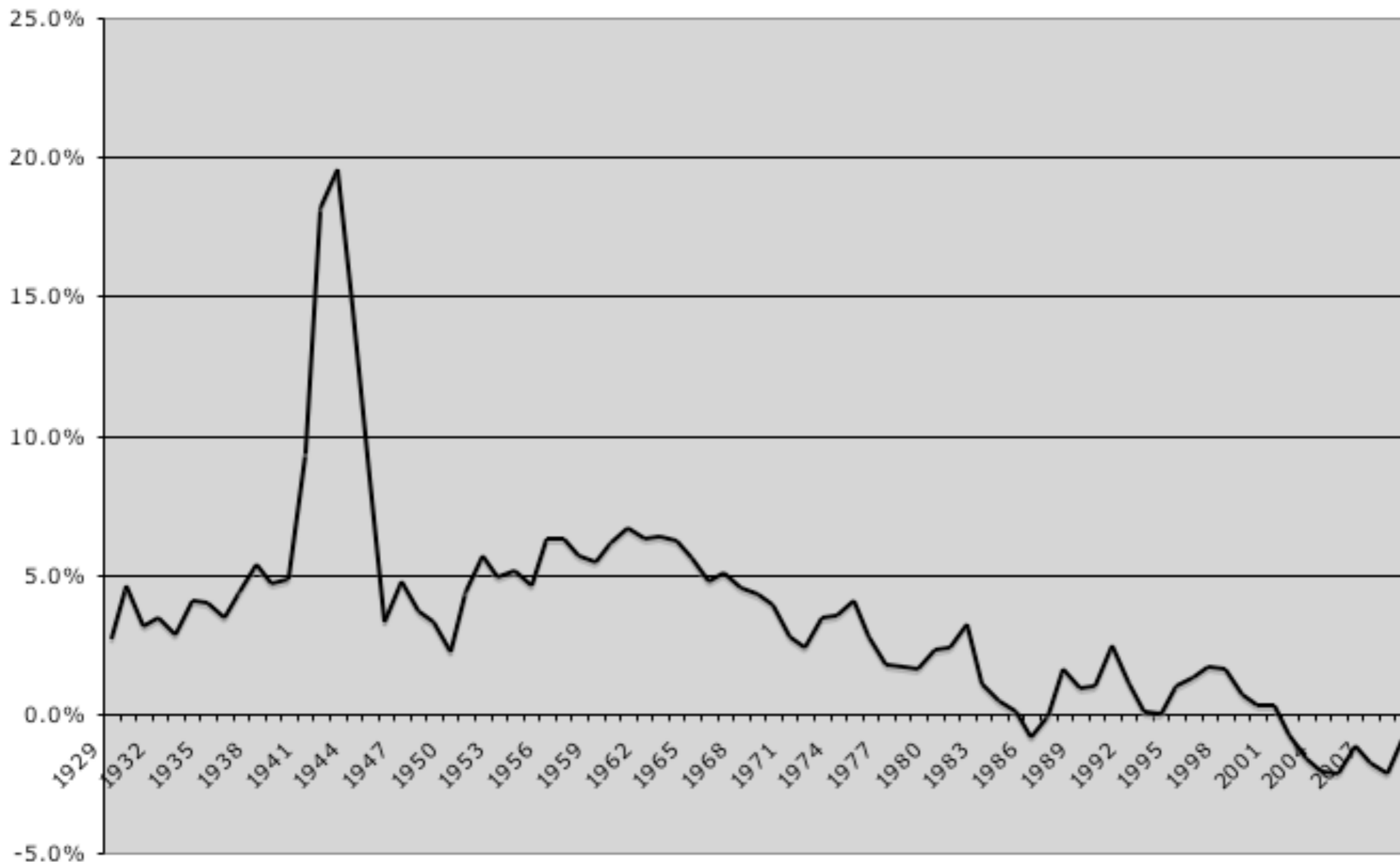
Now's the time for **JELL-O**



Watch those smiles grow even bigger when you bring out the irresistible, shining jewel of JELL-O. Just you'll make us proud, too, 'cause you know how little it costs to serve a really delicious Jell-O dessert... and how easy it was to prepare, too!



Gross Private Saving Rate - Gross Private Investment Rate (1929-2009)



<http://www.drfero.com/books/mandf/ch08.html>

Americans saved more during war years than ever before (or since). Savings spent on durable goods after the war.



Blueprint for your Dream Kitchen

The kitchen of your dream can become a reality... a gleaming, happy scene for working hours... And to complete your dream, there's a whole family of G.E. Appliances... in lightest framework, in long life construction, to save you money. Your neighborhood G.E. dealer will gladly demonstrate them to you.



GENERAL ELECTRIC APPLIANCES

- Automatic Refrigerator**... 17 1/2 cu. ft. capacity Exclusive Service Door. \$219.95
- Electric Kettle**... Fastest way of boiling water in the home. \$14.95
- Range**... Give every cooking hour, more super-speed no steam. \$147 to \$205.
- Steam Cleaner**... Self-cleaning, gives clothes lines always. \$5.95 to \$14.95
- Toaster**... Modern, enclosed and automatic models. \$9.95 to \$14.95
- Table Radio and Clock Radio**... Full rich clear-wood complexion. \$24.95 to \$49.95
- Wash Washer**... More space economically... automatically. From \$129.95
- Wax Finisher**... The simple guide... it does all the work. \$44.95
- Washers**... To E. Automatic gives home washing system. \$249.95 to \$309.95
- Table Photographs**... Goodrich, aluminum and PM... Best record glowing reproduction. \$175.95 to \$211.95
- Wafflemaker Iron**... Weightlessly smooth. Cautioning care needed. \$11.95
- Vacuum Cleaner**... Excellent built-in suction motor with powerful action. From \$79.95 (conventional motor).



CANADIAN GENERAL ELECTRIC COMPANY LIMITED
 Head Office - Toronto - Sales Offices from Coast to Coast



"Am I glad I live here!"



KOHLER THE FINEST FAUCET, all models, chrome, nickel, polished brass, white. The new design, built American, full length, full, built with every special and best grade.

KOHLER faucets and fittings are good to look at and as good as they look! Beauty of line and proportion, fine materials, and unsurpassed workmanship, all are in the Kohler tradition of doing things well.

The Cosmopolitan Bench Bath has a flat rim providing a convenient seat, a flat bottom for safety in standing, a low front for easy access. Its lustrous, glass-hard finish of Kohler enamel is protected from stress and strain because it is built onto a base of nonflexing iron, cast for

rigid strength and rigidity. The Jetmoren vitreous china lavatory has a roomy basin, with generous slab space for mirror articles.

Consult your Kohler dealer concerning bath, room, washroom, kitchen and laundry fixtures. And make it an important point that each Kohler fixture be equipped with Kohler chrom-plated brass fittings to insure matched beauty and maximum efficiency in each working part. Send for illustrated booklet H-11. Kohler Co., Kohler, Wisconsin.

KOHLER OF KOHLER

PLUMBING FIXTURES • HEATING EQUIPMENT • ELECTRIC PLANTS • AIR-COOLED ENGINES





PONTIAC

No more "no comments" during a sales call.
 Come on, he's plain to see!
 "Somebody" never said "Ford" is a look-alike!
 Not so fast, it's always the "type".
 We get business that comes from "head" work, not the road.
 We get the price of a good down-payment. (Dinner at Elmer's!)
 It's back to the good old days!

It's the Belle of the Boulevard! It's the new FORD Victoria!

Come on, the "somebody" coming with you with a new Ford Victoria parked at your door? For the record of all Ford salesmen, he's an expert on one with some business sense. It's long looking, it's fine looking, it's good looking. Good looking means people like it—good looking means people like it. And it will be good looking for you for years and years. Not for the years ahead—because the quality is there! ...Why not see the new Ford Victoria at your Ford Dealer's today? You'll love it!

See you at the good old days!

clear gender roles for
every member of the
family

Now it's
New LUX LIQUID for dishes

Just one can will do over 2,000 dishes — and that's more than seventy boxes of the leading laundry powder can do.

Yes, Lux Liquid's economy is almost as astounding as Lux Liquid's performance in the dishes. Lux Liquid's special formula actually foams grease off plates and glasses as they soak. Never before has doing dishes been such a quick and easy job.

Mild? Of course. It's a Lux product, so naturally it's gentle on the hands.

And Lux Liquid is packed in a can. That means it won't break like a bottle. It has a wonderful new dipless spout too, so there's no messy handling.

Next time you shop, pick up a can of Lux Liquid. See what an improvement it is over anything else you've ever used for dishes.

It's the next best thing to a dishwashing machine.



Just as it's always been
LUX FLAKES
 for
nylons



Lux Flakes care can double the life of your nylons.

Women know nylons are too delicate for harsh washday treatment or now-forged chemical products. But Lux is safe. So safe that 90% of stocking manufacturers recommend Lux Flakes — and they ought to know what's best.

Gentle Lux Flakes care can double the life of your nylons. You might say it's like getting an extra pair with every pair you buy! So why not do what millions of smart women do — get Lux Flakes for your nylons.

Lux presents the stars from Hollywood — every week on Lux Value Shows and Lux Radio Shows.

IF BOTH THESE SEVER BROTHERS PRODUCTS AREN'T EVERYTHING WE SAY THEY ARE, YOUR PURCHASE PRICE WILL BE REFUNDED
 MAY, 1954

* SPARKLING IDEA FOR MOTHER'S DAY!



Rolly, automatic! Washes, rinses, dries, stores for you. Your automatic Mobile Maid's dishes. "Dishwasher" by G-E is called "Mobile Maid." 22 1/2" wide, 24 1/2" deep and 23 1/2" high.



No scrubbing! Through-wrap no-fault sprayer for water and built-in brushes ... free water to heat. Automatically dries your soap into sparkling suds ... dries to last.



No messy handling! Roll-out (Patented) Dish Tray ... conveniently, can remove soap suds trays. Built-in garbage can (Patented) and built-in soap-detergent dispenser.

Roll G-E Mobile Maid® into her home...



Roll dishpan drudgery out of her life!

Smartest Mother's Day gift on wheels! Not just another appliance, but a happy end to one of Mother's dreariest tasks ... a gift of precious hours for fun and relaxation.

And it all begins the very same day Mother gets her new Mobile Maid. For this dishwasher needs no installation.

Mother can easily roll it from table to sink to storage.

To make this a Mother's Day to remember, give her a General Electric Mobile Maid. Built-in undercounter models also available. General Electric Company, Dishwasher and Thermostat Department, Louisville 1, Kentucky.

ENTER 1954 CONSUMER PRODUCT SHOWS & DEMONSTRATIONS FROM 1954-1955



GENERAL ELECTRIC



Not!
 Clatter!
 Scatter!



To get what it takes— eat Grape-Nuts Flakes!

Stop dreaming and start living, travel with these new Grape-Nuts Flakes. They're really got what it takes! Just two ounces after you eat 'em, that famous whole-wheat energy starts working for you! And it's 2 to 1 you & your team, whole wheat never says any other. They're sweeter, better—with the best taste right through Grape-Nuts Flakes are crispier, too, and that special toasted oat helps keep 'em crispier, right down to the bottom of the bowl.

To set your sights on the best, get the goodness—eat Post Grape-Nuts Flakes.



Bless your Daddy's heart—
He's making Coffee!



"Mom! Nothing Smells as Good as Coffee!"
What better way to end a busy day than with the magic promise of coffee's rich aroma? As Mom tucks her tiny forehead off a dreamland, that aroma tells her she'll soon feel like her young self again!

"Mom! Nothing Tastes as Good as Coffee!"
And that taste! So delicious and satisfying! So peppy with the promise of pick-me-up and cheer! That's why Mom—and you—and millions—have made coffee America's best-loved beverage!



**"M-M-M...
Nothing Satisfies Like Coffee!"**

DO NOT SPEND YOUR COFFEE BY BUYING SO-CALLED "STRENGTHENERS"—they are real substitutes, like a Standard Coffee Mixture (a fast increasing popularity) to which is added...

cup (5 ounces) of cool, fresh water. Brew as rapidly as coffee makes and serve soon as possible. Never half or reheat! For attractive plastic Standard Coffee Mixture...

and complete instructions for all approved methods, send 5¢ to: **THE AMERICAN COFFEE DEPT., 1-5, 100 WALL STREET, NEW YORK 5, N.Y.**

AMERICAN COFFEE BUREAU • Brazil • Colombia • Costa Rica • Cuba • Dominican Republic • El Salvador • Guatemala • Honduras • Mexico

any cereal assortment... as long as it's
Post-Tens!"



MOTHER'S BIGGEST LITTLE HELPER is Post-Tens. Let's you choose just the cereal you want—when you want it. Roasted, toasted, popped or puffed... seven delicious cereals, fresh as morning. We say anybody can please everybody—with Post-Tens.



THE POST CEREALS WAGNER TO BE JUST A LITTLE BIT BETTER!

POST-TENS

youth market

THE SCHEDULE-SETTING DRINK

"fresh up" with Seven-Up!

THE ALL-FAMILY DRINK!

Mighty good moments—fun and 7-Up! Here's the lively, clean-tasting drink that goes with good times, anytime. Crystal clear and sparkling—7-Up is as pure, as good, as wholesome that folks of all ages can enjoy it. "Fresh up" with 7-Up... yes, as often as you like!

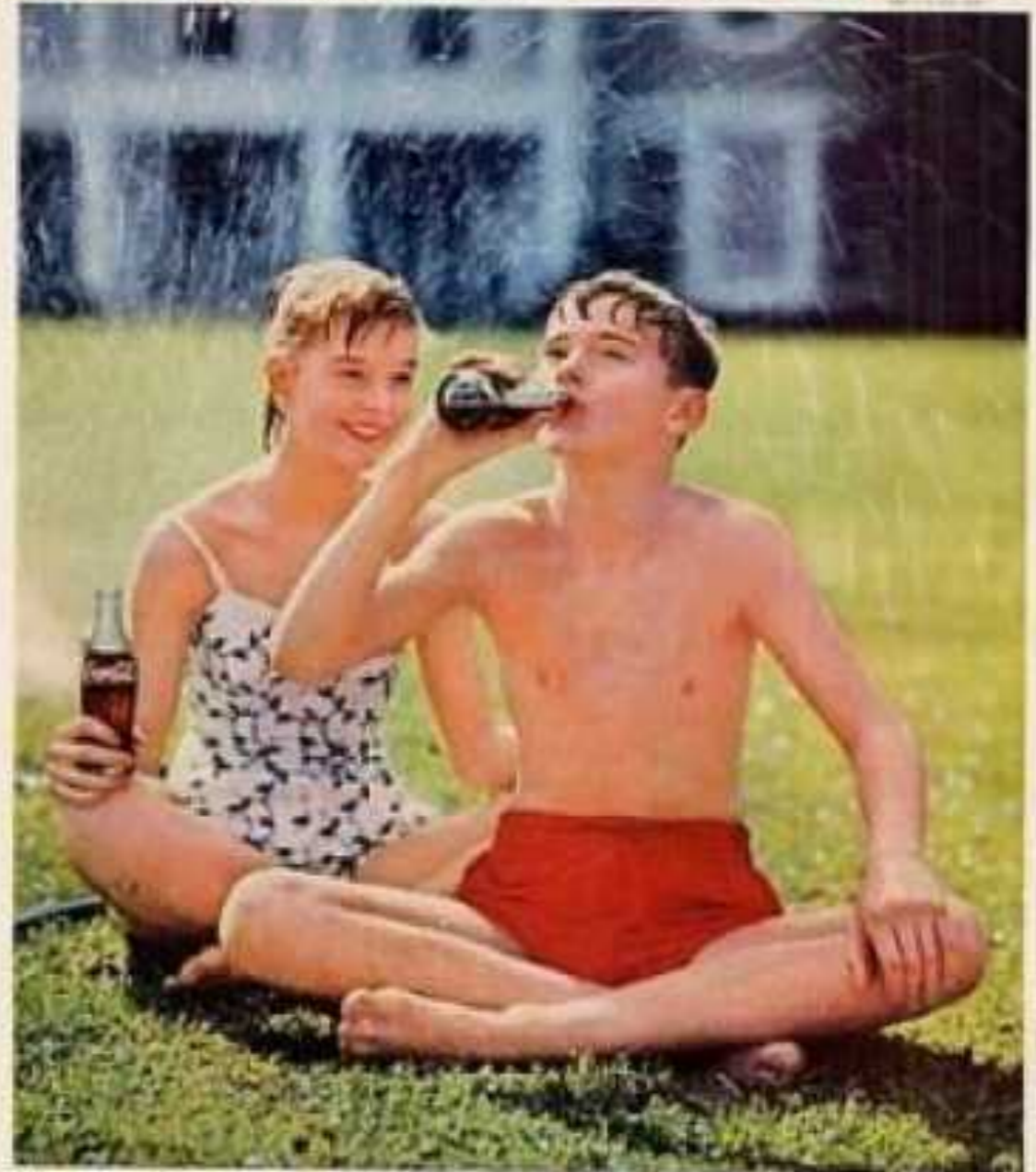


You like it... it likes you!

BUY IT BY THE CASE FOR FAMILY AND GUESTS!



BE REALLY REFRESHED... HAVE A COKE!



Who cares if it's hot? Have a Coca-Cola! Only Coke gives you the cheerful lift that's bright and lively... the cold crisp taste that deeply satisfies! For real refreshment... pass on Coke!

No other drink can do this for you!



THE FLAVOR THAT REFRESHES



ARE YOU GETTING THE MESSAGE? IT'S YOUR

fresh, clean taste!



Nothing does it like Seven-Up

When your throat feels scratchy or an odd tick, just reach for 7-Up! That's all you do. Seven-Up does the rest with its wonderful fresh, clean taste! When you finish the bottle, your mouth feels fresh... your throat feels fresh... and life is a song. Come to think of it—why wait till you need it? Have sparkling 7-Up anyway—just for fun! "FRESH UP" WITH SEVEN-UP

ANOTHER SPECTACULAR VALUE  OCT. 3-24



For young America at play... pure, refreshing Coke

Young folks have a way of making parties click.

They spin a record, cut a caper

... pass now and then

for the delicious charm of Coca-Cola.

Of course, that's the traditional, American way.

*Four generations have planned their fun
and frolic around the sparkling goodness
of ice-cold Coca-Cola.*



women and appearance



Every time you walk into a room
you're on stage!

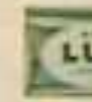
That's true for Cyd Charisse
and every girl. That's why a
soft lovely complexion is a must.
That's why she uses Lux and
that's why you should, too!

Your audience is waiting—and don't you know it!
So you always look wonderful, with a complexion
that's soft and smooth . . . a Lux Complexion. Lux,
with its rich Corsacide buffer, its mild and gentle ways,
can do as much for you as it does for any Hollywood
star. And the Lux fragrances, best-loved soap perfumes
in the world, is sure to please you, too.

Lux Brothers unconditionally guarantee that
you'll think Lux Soap is perfect for you, or you can
have your money back. For a complexion you'll love—
and soft skin, too—use Lux.



Five Lux soaps in 4 lovely
packets, as well as pure white.
Buy now under Lux by the
size of its full wrapper.





JUNE HAVER, WHO CO-STARRED WITH WILLIAM HOPKINS, IN THE HIT, "I'M A LUX GIRL" SAYS: "I'M A LUX GIRL!"

"I'm a Lux Girl"

SAYS JUNE HAVER

You will find June Haver irresistible, too, in her latest exciting role. The camera spotlight has shined brightly on the soft, smooth look of her lovely Lux complexion.

"I'm sure I'm a Lux Girl," says June. "I don't believe this wonder for the world! I never regret my daily beauty ritual with Lux Soap."

Try the gentle fragrances from June Haver's favorite Lux Toilet Soap, and be delighted with the softening and beautiful Lux Toilet Soap gives your skin!




HOLLYWOOD'S FAVORITE LUX SOAP



Bette Davis: "I'm a Lux Girl!"
Joan Crawford: "I'm a Lux Girl!"
Jeanette MacDonald: "I'm a Lux Girl!"

9 out of 10 Screen Stars use Lux Toilet Soap





*She
was losing
him...*

**and she didn't
know why**

SHE HAD ADORED HIM from their first meeting and he seemed no less attracted to her. But, recently, his desire turned to indifference, and tonight there was a suggestion of a sneer on his lips as he wormed out of two dates they had planned later in the week. She was losing him . . . and she knew it. But, for what reason she hadn't the remotest idea.

What she didn't realize was that you may have good looks, nice clothes, a wonderful personality, but

they'll get you nowhere if you're guilty of halitosis (unpleasant breath).

**No tooth paste kills germs
like this . . . instantly**

Listerine Antiseptic does for you what no tooth paste does. Listerine instantly kills germs, by millions—stops bad breath instantly, and usually for hours on end.

Far and away the most common cause of bad breath is germs. You see, germs cause fermentation of proteins, which are always present in the mouth. *And research shows that your breath stays sweeter longer, the more you reduce germs in the mouth.*

Tooth paste with the aid of a tooth brush is an effective method of oral

hygiene. But no tooth paste gives you the proven Listerine Antiseptic method—banishing bad breath with super-efficient germ-killing action.

**Listerine Antiseptic clinically proved
four times better than tooth paste**

Is it any wonder Listerine Antiseptic in recent clinical tests averaged at least four times more effective in stopping bad breath odors than the chlorophyll products or tooth pastes it was tested against? With proof like this, it's easy to see why Listerine belongs in your home. Every morning . . . every night . . . before every date, make it a habit to use Listerine, the most widely used antiseptic in the world.



LISTERINE ANTISEPTIC STOPS BAD BREATH

4 times better than any tooth paste



Serve the modern
the LIGHT
refreshment

It's hard to give a definite name, when the name of food
is new and unusual—people look better than they ever did.
Take's delicious long life and delight by choosing from
Nature's richest foods. That makes sense for the lightest, but
it's long life and delight.
Take's Pepsi-Cola, long life and delight, is the perfect
refreshment. Refresh in color, in taste, in every way.
Pepsi-Cola refreshes without filling.
Have a Pepsi-Cola, modern, light refreshment.

Pepsi-Cola
refreshes

without filling



Refresh
without
filling...



"Any protein cereal helps keep you the same size
 ...as long as it's
Post Grape-Nuts"



Like mother, like daughter—when both keep trim with Grape-Nuts. It's the most highly concentrated protein cereal—30% more protein per spoonful. And what a flavor—so different, so nut-like. You'll like it.



"ALL POST CEREALS HAPPEN TO BE JUST A LITTLE BIT BETTER"

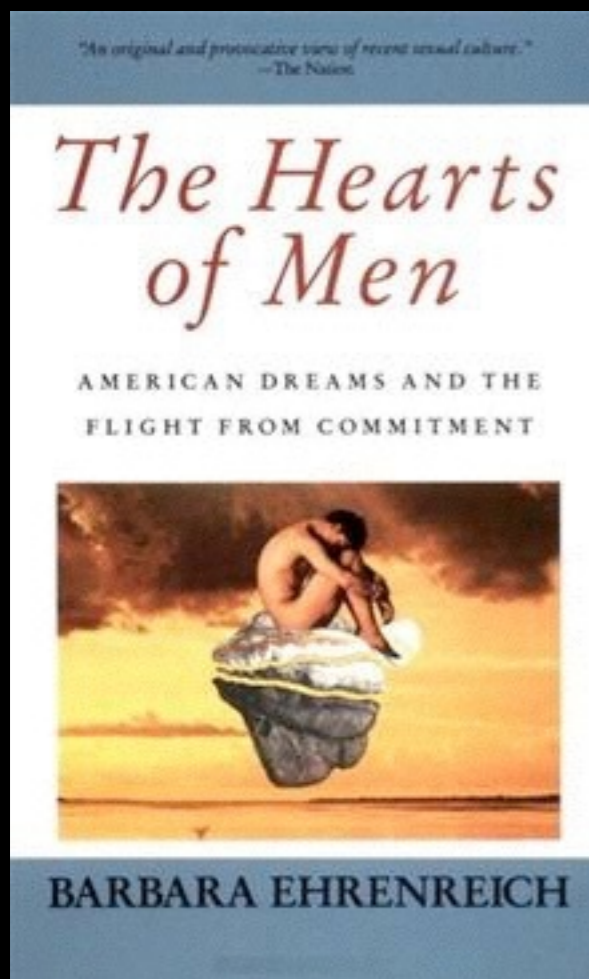
Any way you spell it... **LETTER PERFECT**



It's new Post Alpha-Bits... the nourishing oat cereal so good for the whole family!

Counting goodness from A to Z—that's new Post Alpha-Bits. They give you high-quality cereal protein everyone needs. And those craggy letters are spiced with just the right amount of sugar to help you get your daily and lasting energy. You can't find a more "letter perfect" breakfast for your family—try it and see.





breadwinners

“This book is about the ideology that shaped the breadwinner ethic and how that ideology collapsed, as a persuasive set of expectations, in just the last 30 years” (Ehrenreich, 1984, 11).

on and off the set with **GREGORY PECK**

starring in David F. Zinn's "DAVID AND BATHSHEBA" a 20th Century-Fox Technicolor Production



EAGLE CLOTHES has the feeling in every man's wardrobe.

Adapted for the Gregory Peck - Academy Award design.

Picture-perfect tailoring, and exclusive "Yorkton" pattern.

Make Eagle Clothes the highlight of style for long and elegant.

See the smart new Eagle "Knox" suit.

including 2000 "grandmaster" grey.

and a 2000 "all occasion" blue.



OSCAR AWARD

For names and more information, write
EAGLE CLOTHES, INC., 2201 Broadway, New York 10

STUDIO  CLASSICS

GREGORY
PECK

JENNIFER
JONES

FREDRIC
MARCH

THE MAN
in the
GRAY FLANNEL SUIT



"A BRILLIANT CAST...EXCELLENT ENTERTAINMENT." - The Hollywood Reporter

The Man in the Gray Flannel Suit

1955 novel by Sloan Wilson
1956 film directed by Nunnally
Johnson





Man In The Gray Flannel Suit, The (1956) Movie Trailer

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ALL AUDIENCES

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<https://www.youtube.com/watch?v=qADM67ZgYxM>

breadwinners

- courtship and marriage as a “battleground”
- “The fact that, in a purely economic sense, women need men more than the other way round, gives marriage an inherent instability” (2-3)



how to
bring your
husband
straight home
at night

Take a look in your morning mirror. See the memory your husband carries with him day after day. Is it a magnet alluring enough to draw him right home night after night?

Try *Beauty in the Morning* tomorrow. Use it faithfully. You soon will notice a flattering change... the face in your mirror will start to look like the girl you *thought* you had left behind you.

Beauty in the Morning, used like a soap, is so much more than a soap. It's a new idea in facial care, created after years of research by a group of beauty experts and chemists working under an international authority. It uniquely combines the costly ingredients they finally chose as the finest safeguard for *your* complexion.

Beauty in the Morning cares for your skin specifically. It helps correct skin dryness that makes three out of four women unhappy. It helps remove the reasons for too-oily skin. It hygienically and thoroughly cleans your skin, leaving it protected by a soothing film — tingling with new aliveness provided by its gentle astringent action.

Get *Beauty in the Morning* from any good store today. Put it to work doing wonderful things for your skin. It's easy — it's so very easy — to bring back the look he loves.



IN A MATTER OF MINUTES YOUR SKIN
MAY LOOK LOVELIER. *Beauty in the Morning*
complexion care takes only a few minutes a day.
For less than 2 cents a day it provides beauty
protection never offered before at any price.
1.00 at fine toilet goods counters.

Beauty IN THE *Morning*

FREE BOOKLET ON SKIN CARE... Every smart package of *Beauty in the Morning* contains one of the most practical, useful booklets of beauty information ever offered worried women. Noted complexion specialists have filled it with specific advice on the care *your* skin needs.

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*Myonker
June 19-1948*

breadwinners

- Charlotte Perkins Gilman
- marriage as a “sexuo-economic relation”: men pay for the services performed by women—in inverse relation to the work performed (quoted in Ehrenreich, 5)

TURKISH KID MOHAIR

IMPORTED Coronado

- air cooled*
- lustrous
- light in weight
- shape retaining

King of Summer Suits*

Loomed in Great Britain of fine Turkish Kid Mohair and gorgeous Australian Wensell . . . CORONADO's top wool, lustrous fabric stays wrinkle-free and crease longer - despite heat and humidity. Flex Tailored*, Flattering American Silhouette models are featured by the new "Black Ice" shades . . . Handsome plaid trousers and smart summer weaves. Truly fit for a King . . . and you!

\$59.50

Fabric imported and tailored exclusively by
J. WINDHEIMAN, Inc., Baltimore 2, Md.
Write to Dept. 8 for name of nearest store.



Get **Dickies** Job-Matched Work Clothes

well-approved
by millions



for better looks



for longer wear



for neater fit



for easier action



BECAUSE the Dickies
work clothes are
fully washable



America's Men of Production

are RIGHT on the Job in



You always get more for your work clothes dollar at your Dickies Dealer.

principle of the family wage

- men (in powerful unions or in professional careers) earn sufficient wages to support a family
 - men earn more than women
 - men use extra earnings to support women/families
- creates gender-based occupational hierarchy
- women squeezed out of higher-paying jobs, often earning wages insufficient to support even themselves

PALM BEACH

gives you the look you like in Springweave¹... year-round comfort and fashion

Here are the men that look wonderful... and wonderful as they wear the all the year. The exclusive Springweave¹ made of 100% Italy Angora mohair and fine single-knot pure blue Springweave¹ material combines the best attributes of wool and silk. It's the reason Springweave is so successful. Light, soft "feel-factor!" It's also the reason you can wear Springweave suits comfortably in warm weather—and with equal

comfort during your winter—and after. Springweave suits are particularly right for men who travel often and leisure. So the classic 1955 Springweave collection of suits becomes more useful. You'll find handsome new color and fabric effects—some meant also for the subtle subtle. All tailored to the "Palm Beach" inherent tradition. Springweave suits are priced at \$1100.



Luster... softer than Moonglow

Think Angora Mohair for soft factor... All Italy blended with Aristocrat. Wooled for luxurious richness... that's "Nor-East"¹ Imported from the looms of Princeton of Great Britain and tailored with impeccable American care and skill, by L. Greif & Bro.,... a "Nor-East"¹ suit added to your wardrobe can mean the difference between weeks of wear and a remarkably cool summer.

Frederick's
IMPORTED

"Nor-East"
THE ARISTOCRAT OF SUMMER SUITS

Patented in America's best interests. For copies of your nearest store, write L. Greif & Bro., Inc., Baltimore 12, Md., Dept. 2.



EXCLUSIVELY BY L. GREIF & BRO., INC., BALTIMORE 12, MARYLAND

ORIGINAL / GREIF

Scoring the Most Hits...



The British-processed blend
of Imported Angora Mohair
and Australian Worsted
\$50.00

"THE ARISTOCRAT"

Priestley's
IMPORTED
"NOR-EAST"

OF SUMMER SUITS"

EXCLUSIVELY BY L. GREF & BRO. INC., BALTIMORE, MARYLAND

Business/Man



When you stop to think about the price you pay
for the things you buy (and who doesn't today?) isn't
it amazing how intrinsic values vary? Some products
give so much more than others—a good suit of clothes
for instance. When you consider the ease of the fine
fibers in a Hart Schaffner & Marx suit, the hours of skilled
craftsmanship that go into its making and the years of
confidence and enjoyment it will give you, then you
realize what a remarkable value it is.

If you are interested in getting most for your money, go to
the store that sells Hart Schaffner & Marx clothes.

You can depend on them for good looks and long wear.

The quality has not been (and never will be)
swayed. The value is always in constant.



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HART SCHAFFNER & MARX



TRY THIS ON FOR SIGHS!

An Arrow Shirt does something for a guy that does something to the gals.

Maybe they figure any man that's so readily groomed would be just to wait around the house. May be that's why things looked like...

Or maybe they're wary any man who trusts on the "Surfboard" label (extra shrinkage less than 1%), anchored buttons, and the color in every Arrow Shirt is sure to be a great provider? Whatever it is, it's wonderful!

The shirt being admired is Per (above), soft, spread collar - regular or French cuffs \$3.45. If you like a few with collar, you pick Dots, \$3.65; Mail (in free breakfast), \$3.95; or Dots (premium breakfast), \$4.50. Dots has medium-short points, low neckband, \$3.65.

Tie Note - These shirts will look even better when with Arrow's luxurious new Royalty Stripe Ties (shown) in popular patterns; put yours \$2.00 each.



ARROW SHIRTS and TIES

SWP

Quart, Fidelity & Co., Inc., Makers of Arrow Shirts, Ties, Sports Shirts, Handkerchiefs, Underwear

March 14, 1946



Can men be as smart as women?

This is a matter which we felt you'd like to know. For instance, unless you wear dark or light or neutral colors, you won't stand light and right, white water with usually to heavy-weight suits. Not thousands of men, but as much as women, wear the outfit of men, light, medium-weight suits - called Empresses by Hart Schaffner & Marx.

But before you make comparisons, you should know that 30 to 35 degrees. Temperatures such as often (or less) regularly, too late. But Temperatures are not perfect for all.

Empresses are not necessarily suited to a suit choice of handsome and light. There's soft, treatment, and of regular construction... throughly considered, thoroughly Empresses. The Kinsey cannot say down here, but an especially "sensible" investment would be with women and as well-known.

Smart styling is important... all size and also been with a lightweight, natural look. Check at the young lady's neck, too. It's also beautifully suited to Hart Schaffner & Marx.

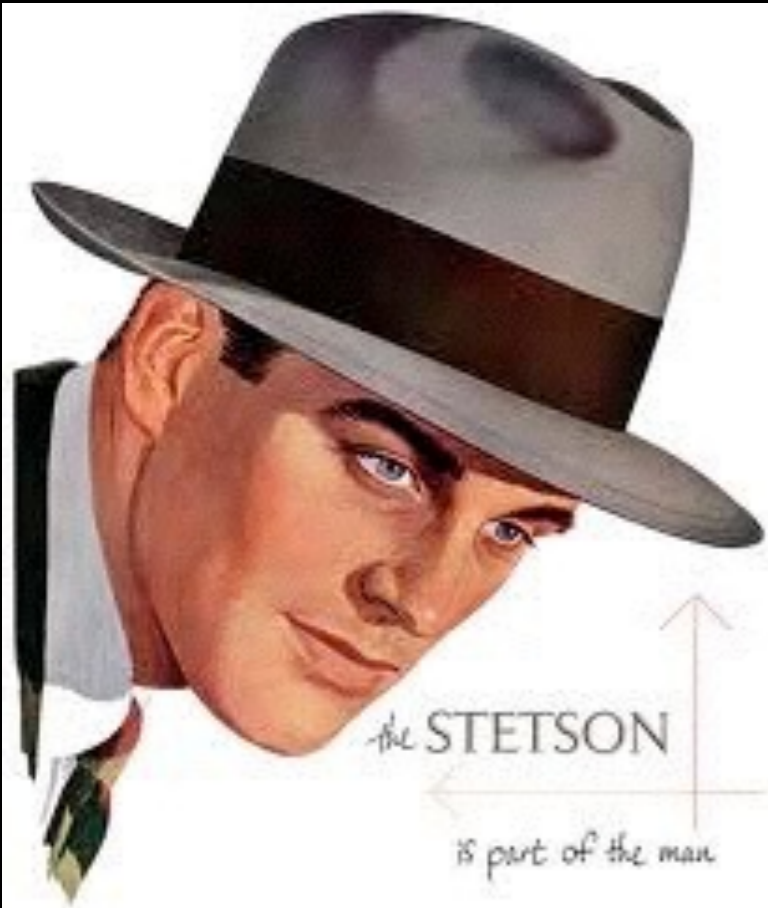
Number of days a year when temperatures are 50° to 75°



Temperatures, the trend toward greater comfort... TREND styling for handsome appearance by

HART SCHAFFNER & MARX





30209

the STETSON
is part of the man

ask for the suede finish Stetson Swagger #15

in Beach Tan  one of the new Stetson "Holiday Hats"

There is no other brand. Stetson Hats are made only by John B. Stetson Company and its affiliated companies throughout the world.

STETSON HATS





*You know he
knows clothes...*

**HIS SHOE
IS THE CLUE**



STYLE 8112
Black smooth Calf
straight medallion tip
brogue. Exact last.
Also available in
Tangerine Calf, 8111.



His taste is sure and knowing. He insists upon materials of handsome quality — impeccably cut . . . faultlessly fitted . . . wonderfully comfortable. Of course, his shoe is Connolly.

*Write now for name of retailer
nearest you*

CONNOLLY SHOE CO.
Stillwater 59, Minnesota

**SUCCESS
STANDS
OUT**

IN
Johnston & Murphy
JOHNSTON & MURPHY

The finest shoes a man can buy!



The new ZERMATT by Johnston & Murphy . . . Best leather of the world . . .
Shoes made with smooth, beautiful Calf, Goat, Kid or Horse Hair . . . New York, Wisconsin & Maine . . . Chicago, Missouri, Kansas, Kentucky, Illinois, The Carolina Shoe, East Wall, John L. Allen, America Club, Wolf Kather, Minneapolis, Maurice L. DeBevoise, Long Island City, New York, and
only Johnston & Murphy, Toronto, N. Y.

*Johnston & Murphy
Shoe Company*



Don't settle for less!

Feel like
a million!

Wear

Jockey

UNDERWEAR

You start the day "mean to go" and stay that way all day ... when you wear Jockey Inseam Underwear. For all the better styles give you real support ... comfort ... ease of wear ... it's important.

But to make sure you get the real thing, the unguessed comfort and beauty of Jockey's famous construction, its engineering and perfected by the House of Cooper—look for the mark "H. COOPER" and the brand name, JOCKEY, on the garment.

See your dealer pronto ... or "Hip-Toped" for perfect fit ... enjoy wearing Jockey Inseam Underwear! Get Jockey Comfort Dicks to match.

The Famous Brand of Fair
Support Underwear

Made Only by

Coopers

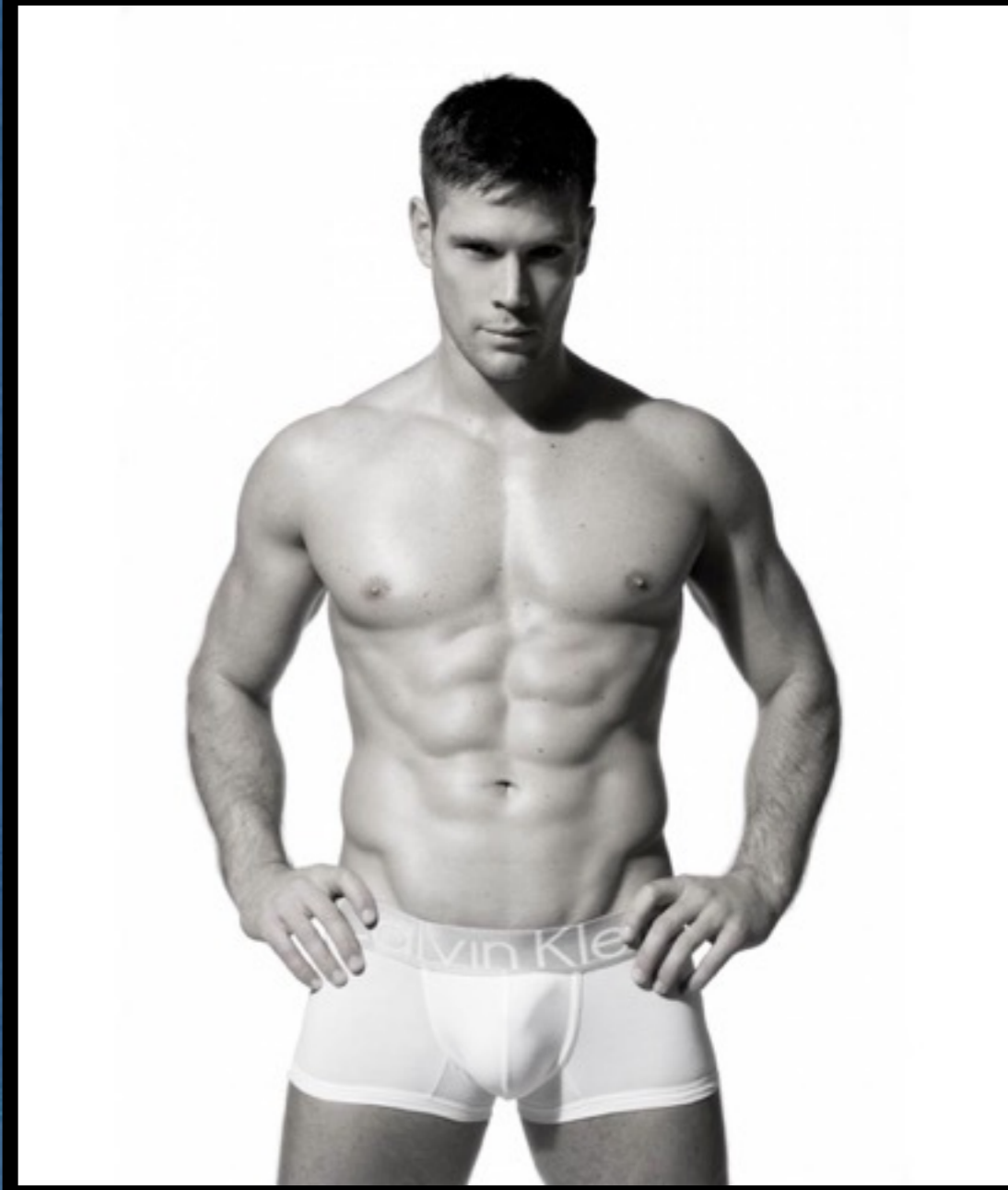
Jockey Styles for Men and Children



Briefs, Inseam, Briefs, Briefs, Briefs

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Jockey
Briefs
for active
men

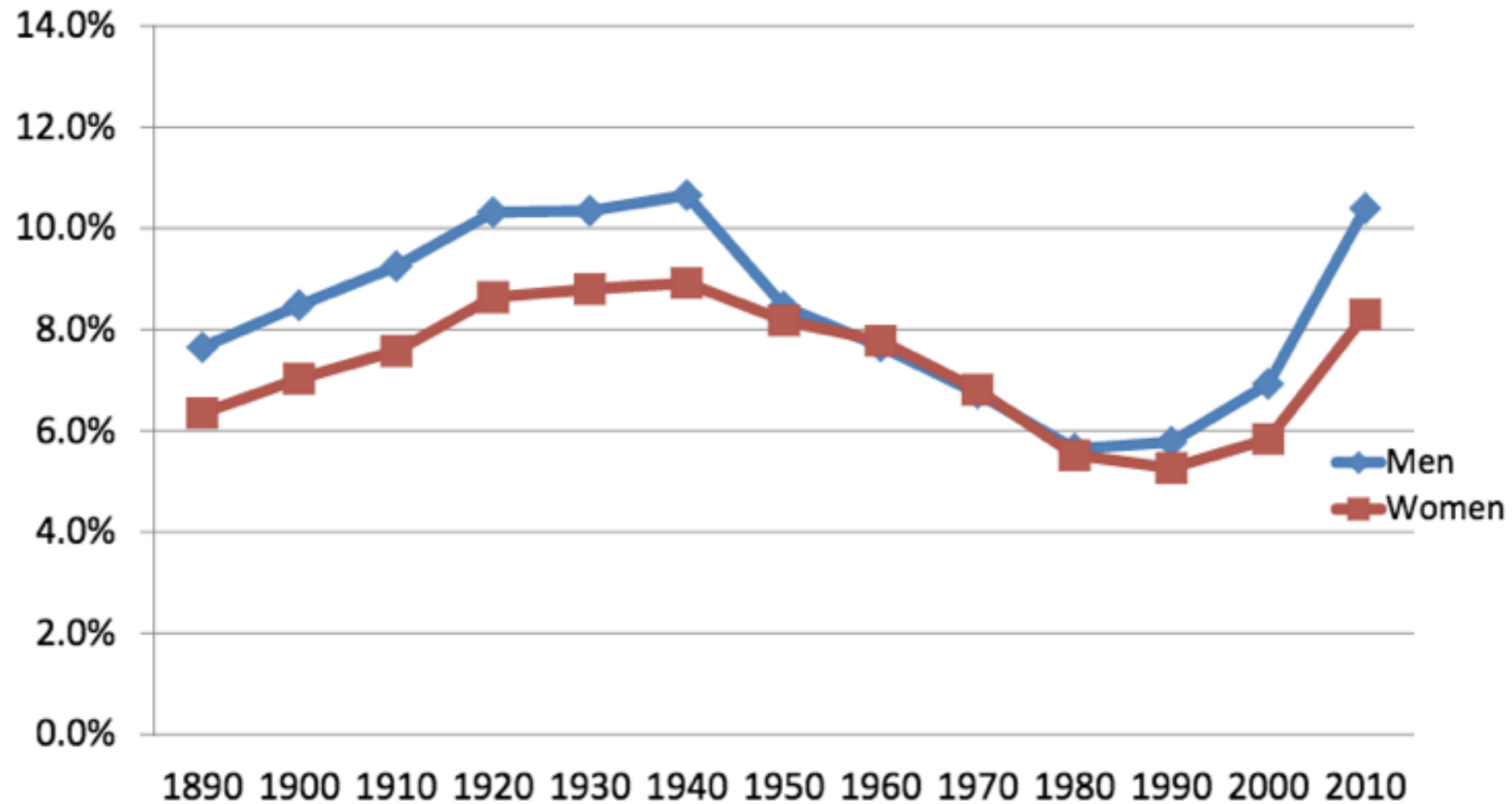




breadwinner ethic

- men must grow up, marry, support their wives
- 1950s and early 1960s: deviation from the norm met with censure
 - “less than a man”

**Figure 3. Percent Never Married among Those Aged 45 and Older by Sex:
1890 to 2010**



Source: U.S. Decennial Census (1890-2000); American Community Survey (2010). For more information on the ACS, see <http://www.census.gov/acs>





...every day is Father's Day

with **FRUIT OF THE LOOM**

DRESS SHIRTS
SPORT SHIRTS
PAJAMAS
NIGHT SHIRTS
TEE SHIRTS
BOYER SHORTS
BRIEFS
UNION SUITS



Guaranteed... to make him look and feel his best every day of the year. That's what the Fruit of the Loom label means on your Dad's gift!

Guaranteed... to win Dad's smile of approval... for color, comfort, styling, wear and washability. For the happiest Father's Day ever, choose Fruit of the Loom... for products of guaranteed quality... always sensibly priced.

FRUIT OF THE LOOM

A Family of American Products for the American Family
148 Broadway, New York 38, N.Y.

GUARANTEE

If this Fruit of the Loom product does not give you satisfaction in use, return it to us and you will receive a new one or a refund of the purchase price.

FRUIT OF THE LOOM
PROVIDENCE, R.I.



Almost everyone appreciates the best...

A hot sun, a big thirst — and nothing will do but a Coke. Lively, ever-fresh, so-called Coke. Just nothing like its lighter little till — nothing like its leaviny sparkle — its bring-you-back-and-quit. You know: here's the perfect refreshment... (it's called Coca-Cola)



Fifty million times a day . . . at home, at work or on the way *"There's nothing like a Coke!"*



Spring Forecast: Changeable

Springtime is an in-between time. It's a brisk and unpredictable season... too cool for tropical suits, too balmy for winter weights, too much of a what-to-wear problem at times. But here, at last, is the solution... Temperature suits by Hart Schaffner & Marx, tailored handsomely from fabrics of a new lighter weight, sensibly midway between tropical and regular. They're right and light for spring and fall, and for all 80° to 75° days. Your Hart Schaffner & Marx dealer can show you Temperature suits right now. For the address of the dealer most convenient to you, write Hart Schaffner & Marx, Dept. 11, 26 S. Franklin Street, Chicago 6, Ill.



WHIPPED WOOL... and hair. Temperature suit with deep-ventilating flaps.



EMBROIDERED FLANNEL... and of flannel. Temperature suit with flannel front and back.

The Temperature suit shows in the accompanying picture. DEPENDABLE. Because you can wear it all year in the fall, and through winter.



HART SCHAFFNER & MARX

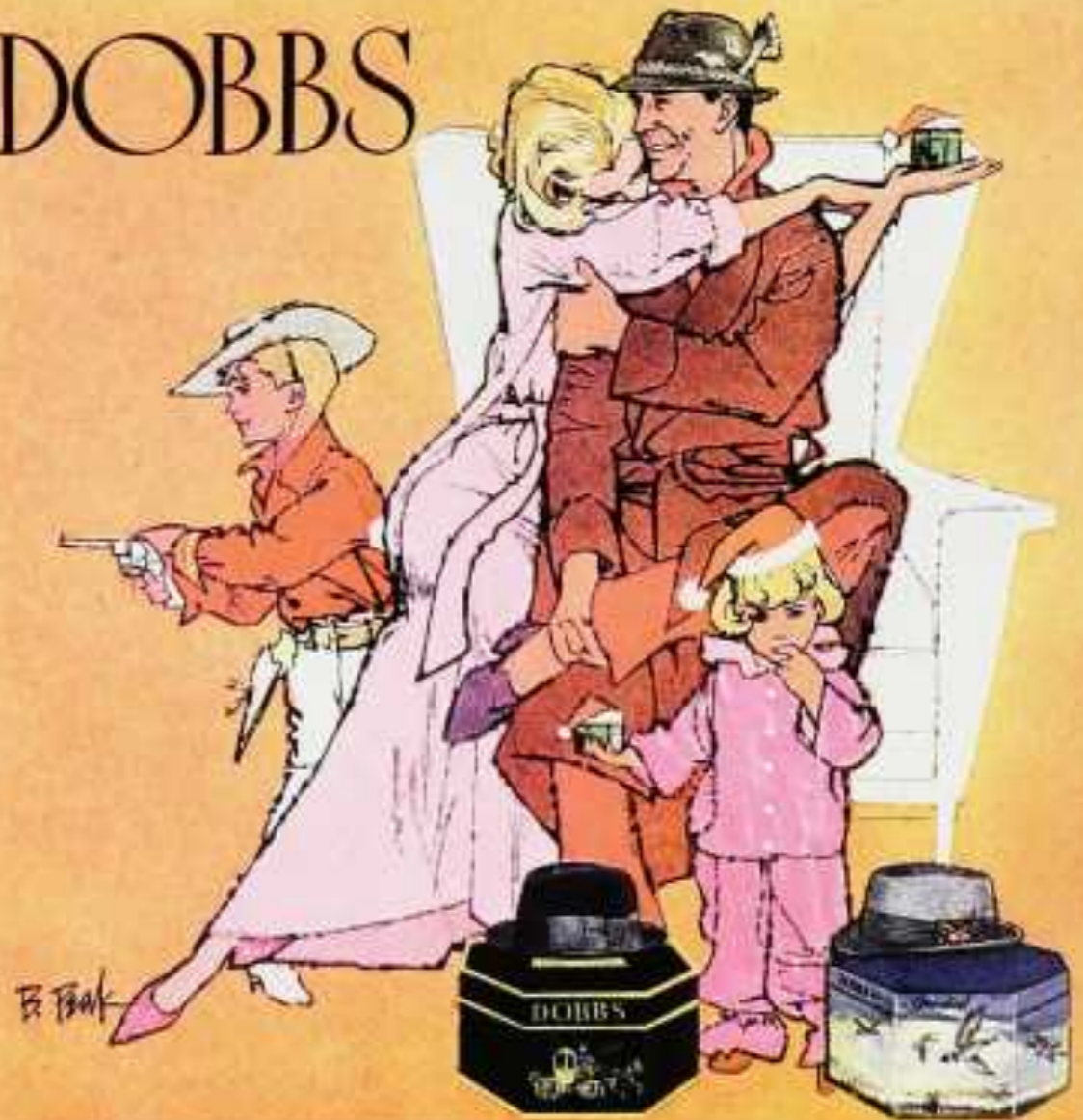
Christmas just isn't Christmas without a family... of Dobbs hats.

Family man, sportsman, businessman. For all his interests there's the perfect Dobbs hat. One many-sided man, below, is wearing a Dobbs colour Tyrolean, \$20. (Ornaments extra.) There's the new Dobbs Two-Tone* Gambard. Unique for town and country. \$15. For evenings, the sophisticated Dobbs Black Hamburg, \$13.50 to \$20. This year make his Christmas a Dobbs Christmas. Dobbs hats available at fine stores throughout the United States. Also Canada. \$10.00 to \$40.00. Dobbs, Park Ave. at 60th St., N.Y. N.Y. Pat. # 2,101,621 and other patents pending.



Dobbs is the best to give when you give from a Dobbs... he wants. Dobbs gift certificates come with 25% certificate. List lists show the style and color... need with unusual selection Santa Claus can

DOBBS





TORO

AMERICA'S MOST COMPLETE LINE OF POWER MOWERS...

Presented by Toro Distributors and Dealers



If you like beer, you'll love Schlitz!

No harsh bitterness —

It's brewed to perfection
with just the kiss of the hops.
Perfectly aged
... perfectly wonderful!



The Beer that Made Milwaukee Famous



Look for the gold label

Time Out for a
Golden Moment with



In the heat of the sun... Easy on the golf course...

...No sweat... No hangover... No yelling

Hammi's Beer

The Gold Standard of all fine beer



gray-flannel dissidents

- frustration and anger over “gray-flannel conformity” directed at women
- home as a forbidding territory
- corporation as men’s “haven in a heartless world” (Ehrenreich 38)

IF
Manhattan[®]
Docoma[™]
could cook...
he'd marry it.

Manhattan Docoma is the well-treating shirt—a superior blend of 100% Dacron[®] and 10% low long-staple cotton—that does just about everything.

For instance, it wrings easily, dries dry to a wick and rarely needs the touch of an iron. Falls like a dream for traveling—folds readily—remains fully soft—unlike so many shirts. It can be worn indoors or out, all year 'round because it has extraordinary thermal qualities. Manhattan values Docoma with its famous Golden Needle[®] tailoring details.

The man who buys Docoma will live happily ever after with it. The woman who gives her man Docoma will live happily ever after with him. Illustrated here: Docoma with Wyeke collar, \$135. Other Docoma shirts and sport shirts from \$45 to \$125.

Manhattan is a registered trademark of J.P. Morgan & Co.



Wyeke Collar, \$135



Wyeke Collar, \$135



Wyeke Collar, \$135

Manhattan

THE MANHATTAN GROUP, INC. 100 WALL STREET, NEW YORK, N.Y. 10038

underscore
your fashion
leadership...

FORMAL WEAR in
PARFAIT COLORS

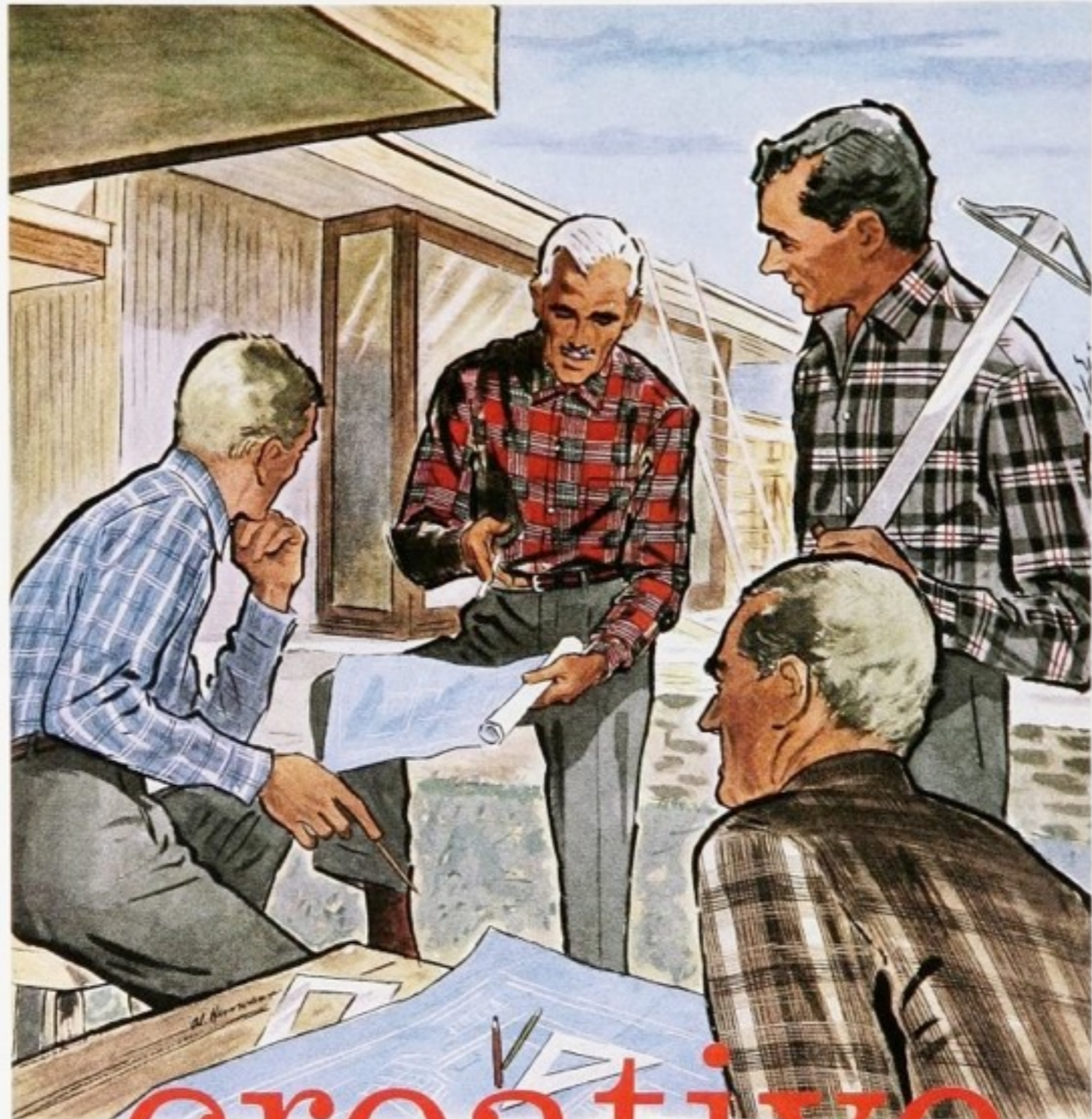


BLUBERRY (Blue)
STRAWBERRY (Pink)
GRAPE (Mint)
BANANA (Mauve)
FRENCH VANILLA
(Frosty White)
BLACK WALNUT
(Charcoal)

Hark, ye urbane souls who already know many of life's pleasures — there's something new under the moon! ... It's Parfait Colors, a fresh and delightful fashion in formal wear. Six ever-so-subtle gentlemen's hues: discreet, dignified. They blend the luxury of Dacron and rayon. (The charcoal is a blend of Silk Shantung and Orlon.) And they are tailored with the fashion authority of "AFTER SIX", world's leading designer and largest maker of formal wear. Priced about \$75.00 (slightly higher West of the Rockies and Texas).

Earl Ole Benberg Linings
(Customized and its sets, too, in patterns and Parfait Colors!)

At fine stores everywhere. Write for free color chart to: RUDO SUMRWEAR, INC., PHILADELPHIA 3, PA.



creative

... LIKE THE MEN WHO WEAR THEM

GALEY AND LORD EXCLUSIVES BY TRUVAL! Men of imagination... blue-printing a dream. And creative in their own right are these Galey and Lord plaids, designed especially for Truval and meticulously tailored. All are completely washable. Left: bold pattern, contrasting satin weave. Next: forceful plaid with woven ombre corners. Then: muted weave with satin stripe. Lower right: self-colored ombre, flowing from soft to deep. Choose your colors! Each 4.95. At fine stores or write: Truval Shirt Company, Empire State Bldg., New York, N.Y.

shirts • sportshirts • pajamas
Truval

Playboys

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



382 x 512 - pinterest.com



504 x 668 - justforsneaks...



Playboys

Playboy promotes male rebellion:

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

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

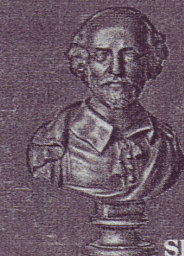
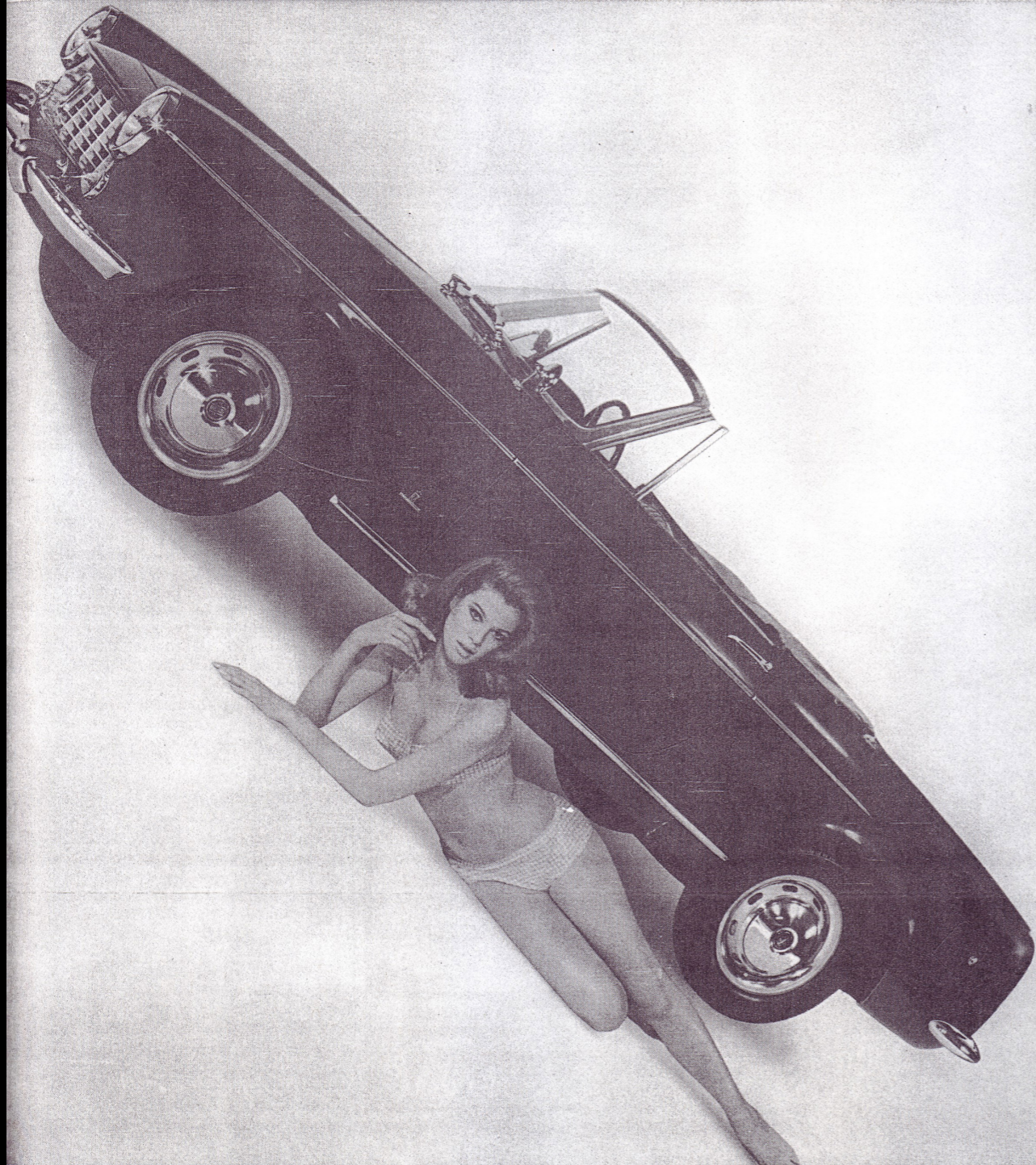
"The breasts and bottoms were necessary not just to sell the magazine, but to protect it" (51).

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

The Second Best Shape in Italy

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

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



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



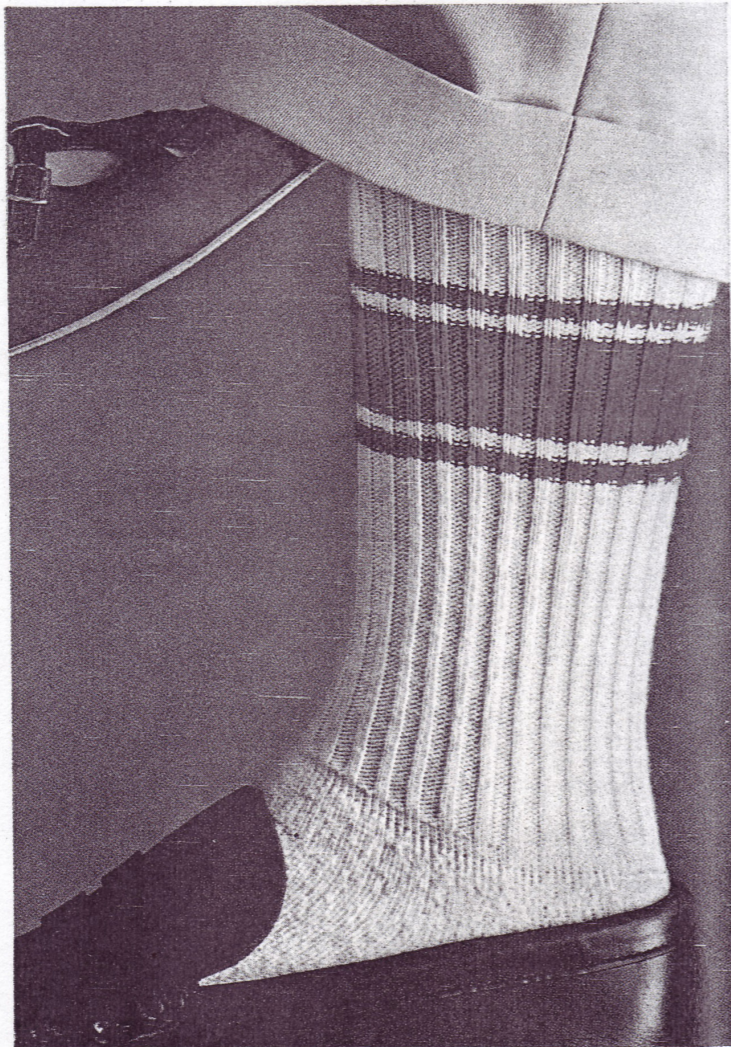
Gordon's Gin
Biggest selling gin in England, America, the world.

What will the English think of next?

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



GET WITH THE ACTION



And watch the action come to you.

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

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

ESQUIRE SOCKS®

ANOTHER FINE PRODUCT OF KAYSER-ROTH

Girls do



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



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

wright
MANUFACTURING CO. TOCCOA, GEORGIA



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

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



J&B RARE
 The Pleasure Principle.

THE GOOD STUFF



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

Unfortunately, all good things come to an end.

Old Grand-Dad
 Head of the Bourbon Family

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



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

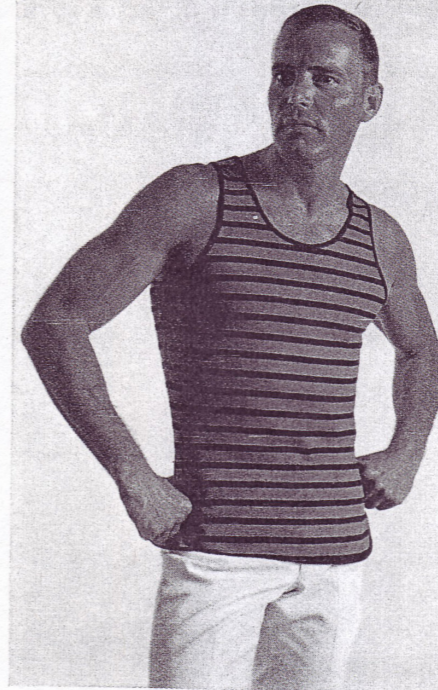
h.i.s stripe types

(Which type are you?)

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



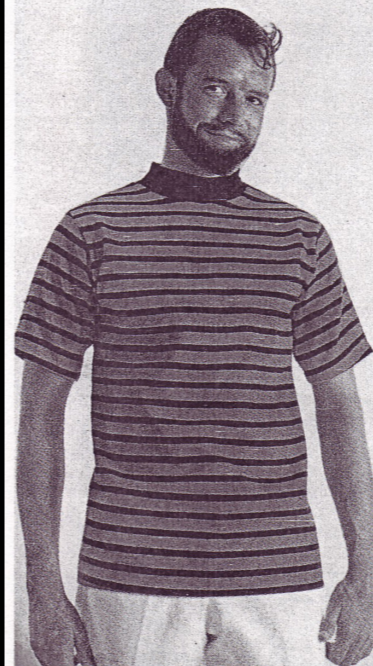
Tank Top. You're proud of your muscles so you show 'em.



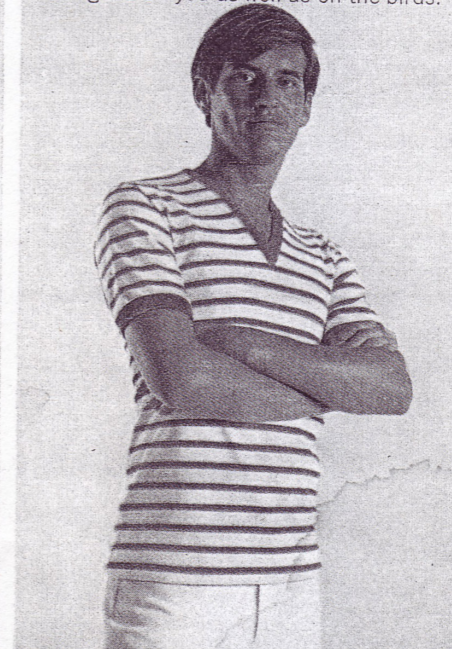
Muscle Shirt. You think you have muscles



Crew Neck. You just like stripes.



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

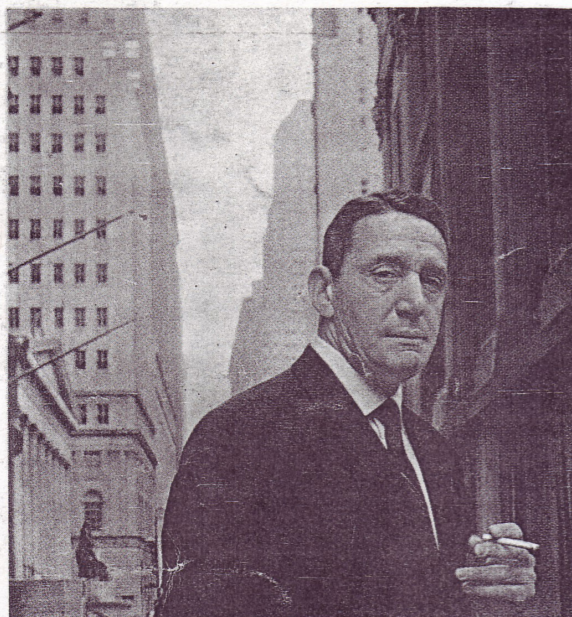


Stripe of a different type. This one you don't wear. You watch. And she'll return the glances, whichever model you wear. They're cotton knits, each in 8 colors. \$4 and \$5. h.i.s., 16 E. 34th St., N.Y. 10016



Chesterfield People:

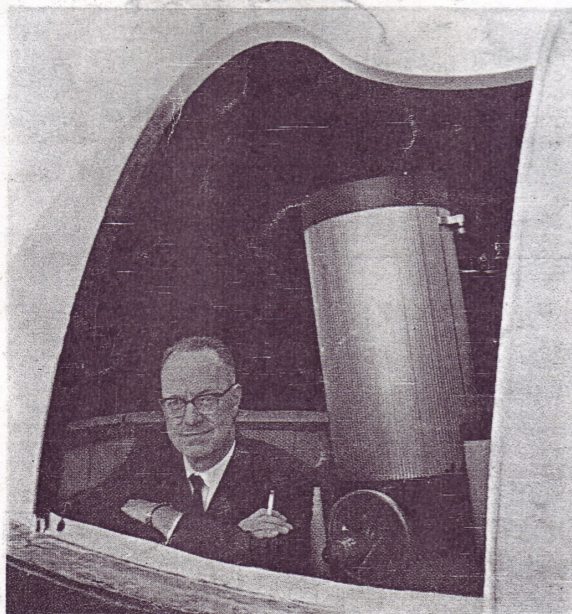
They like a mild smoke, but just don't like filters. (How about you?)



Sidney Milan, stockbroker, New York



Robert E. Peay, criminal investigator, Maryland



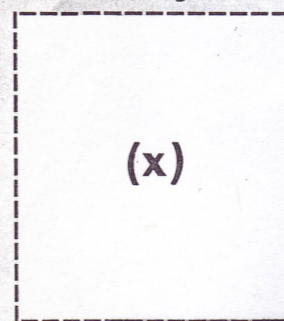
James S. Thompson, optical physicist, California



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

CHESTERFIELD KING tastes great...tastes mild!

Put a picture of yourself here.



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

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

beats

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



EXPLODING FROM ALLEYWAYS AND IVORY TOWERS...



The Beatniks

LIVING BY THEIR CODE OF REBELLION and MUTINY!



starring

TONY TRAVIS KAREN KADLER

co-starring

PETER BRECK and JOYCE TERRY

Written and Directed by
PAUL FREES

Production Supervision
KEN HERTS

From an original story by
JOYCE TERRY and KEN HERTS

A Barjul International Pictures Release



man, Like UTICA's Way Out

IN FRONT

The **BEATNIKS**

Guitars Only!

