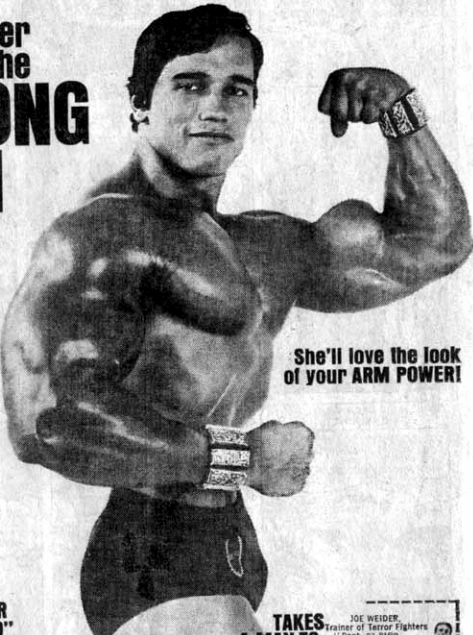


The 1970s Worksheet

Name	Date	Class

Part I: Advertisements

**Joe Weider
Creates the
STRONG
ARM
METHOD!**



**She'll love the look
of your ARM POWER!**

**NEW
"HELL-BENT FOR
LEATHER N' LEAD"
BRACELETS
THEY TURN YOUR ARM POWER ON!**

ARE YOU MAN ENOUGH TO WEAR THEM? Slip on these electrifying New "Hell-Bent for LEATHER N' LEAD" Strong Arm Bracelets—and instantly, in a second, your arms start oozing 100% more power! Your body takes on the appearance of ferocious strength—striking fear and terror into anyone who even thinks of attacking you!

Your method and virility "comes alive" and across swiftly to women—they instantly sense your sexual power and want to be in your arms! And because of expert craftsmanship, these genuine leather and gold-toned lead weights—with the word P.C.W.C.S. spelled out on each of them—are the latest in "MOD" fashions. They go well with all your clothes, turning them into vigorous-looking styles! You "come alive" with muscle and new appeal!

NO EXERCISE—NO SWEAT TO CREATE ARM POWER! Just wear them anytime—anytime—and they turn every arm movement into an instant arm builder! They build gorgeous rugged power for any sport—yes, including KARATE! Go ahead, try them. Tiger! If you don't turn on the power, fast return them for a full refund. Fail? **START NOW TO BECOME MORE OF A MAN!** *****

**TAKES
A MAN TO
WEAR THEM!**

JOE WEIDER
Trainer of Terror Fighters
Dept. 22-8476
501-32nd Street
Union City,
N.J. 07087

Dear Joe: Okay—Send the World—the man enough. I'll slip on your "Hell-Bent for LEATHER N' LEAD" bracelets and if I 100% more power my arms do look like a tiger's. If they do not look like a tiger's, I'll return them for a full refund. I'm enclosing \$_____ for the following order (which you'll send postage paid).

\$7.95 per unit and (title either right or left wrist)
 \$14.95 for 2 (same price)

Name _____
Address _____
City _____ State _____ Zip _____



**Would you be more careful if
it was you that got pregnant?**

**Contraception is one of the facts of life.
Anyone, married or single, can get free advice on contraception from their doctor or family planning clinic.
You can find your local clinic under Family Planning in the telephone directory or Yellow Pages.**

The Family Planning Information Service

Describe the man in the advertisement on the right. What does this image say about masculinity in the '70s?

Describe the man in the advertisement on the left. What does this image say about masculinity?

What different views do these two ads convey?



The 1970s Worksheet

Part I: Advertisements, continued

Presenting The Losers

Pretty good, aren't they? We admit it. And they're probably good enough to get a job practically anywhere they want.

But not as an Eastern Airlines stewardess.

We pass up around 19 girls, before we get one that qualifies. If looks were everything, it wouldn't be so tough. Sure, we want her to be pretty... don't you? That's why we look at her face, her make-up, her complexion, her figure, her weight, her legs, her grooming, her nails and her hair.

But we don't stop there. We talk. And we listen.

We listen to her voice, her speech. We judge her personality, her maturity, her intelligence, her intentions, her enthusiasm, her resiliency and her stamina.

We don't want a stewardess to be impatient with a question you may have, or careless in serving your dinner, or unconcerned about your needs.

So we try to eliminate these problems by taking a lot more time and passing up a lot more girls.

It may make our job a lot harder. But it makes your flying a lot easier.



Compare and contrast these two advertisements.

What trends of the 1970s can you recognize?

The 1970s Worksheet

Part I: Advertisements, continued



"...and who were you before you were married?"



"As president of the committee on women's liberation..."

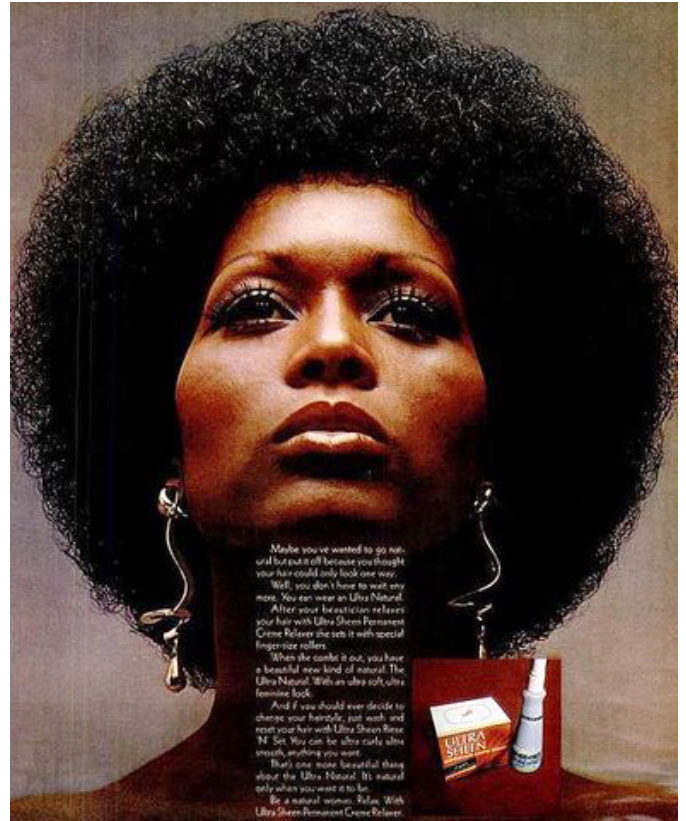
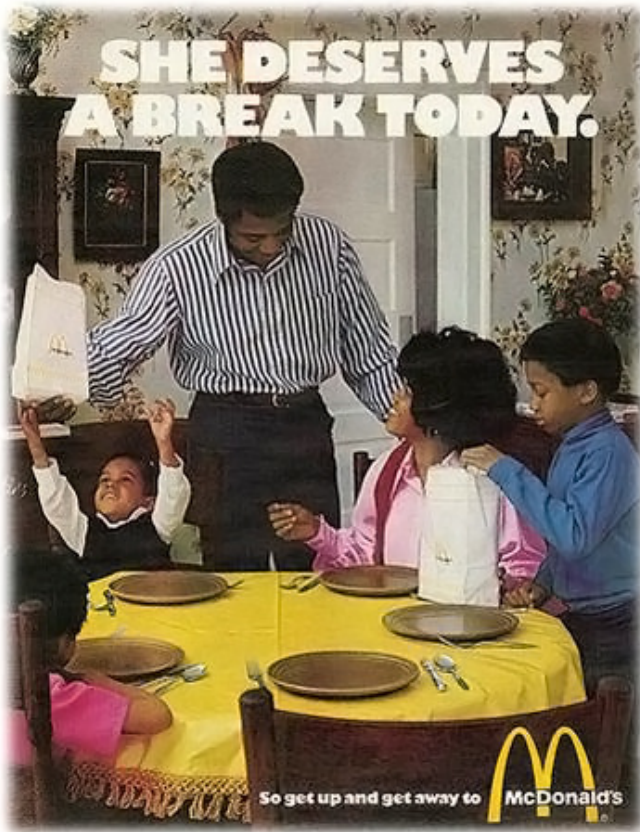
What is the implied meaning in the first cartoon?

What is funny about the second cartoon?

What is different about the way these two cartoons address feminism?

The 1970s Worksheet

Part I: Advertisements, continued



How do these advertisements engage with the issue of race and class in the 1970s?


Which looks back to the 1960s, which toward the 1980s?



The 1970s Worksheet

Part I: Advertisements, continued

**You are bright,
resourceful, alert, cool,
collected, sociable,
reliable, bubbly,
confident and pretty.**
That gives you
**1 chance in 25
of becoming a
Delta Air Lines
stewardess.**
**Like Kris
Conrad.**



**Delta is ready
when you are.**

**THIS ISN'T THE TIME TO
BUY A BIG CAR.
THIS ISN'T THE TIME TO
BUY A SMALL CAR.
NOW IS THE TIME TO BUY
A CAR THAT'S BOTH.**

Lots of people have raced to trade their big cars in for small ones due to the energy crisis. Others, speculating that the crisis is over, are buying big ones. But those who have really analyzed the situation, have made a more logical investment. They've bought Volvos.

A Volvo 144 has a relatively small appetite for fuel. It can get about 70% better mileage than most popular big cars.* Yet it can swallow an enormous quantity of people and things. In front, it has ample room for two people well over six feet; in back, room for three adults. And its deep trunk holds more than a Gremlin's and a Mustang II's, combined.

In addition, every Volvo comes with an expansive list of standard equipment. There's tinted glass, a rear window defroster, infinitely-adjustable bucket seats, fuel injection, 4-wheel power disc brakes and white-wall radial tires.

But with all these features squeezed in, a Volvo is extremely agile. It doesn't go overboard on overhang. And it turns a tighter circle than a Volkswagen Beetle.

So why choose between the disadvantages of a big car and the disadvantages of a small one? Insist on neither. Choose a Volvo.



VOLVO

*Based on the average EPA city and highway mileage for 1974 models.

Found in Mom's Basement

What is the implied message in the first ad? In other words, what is it trying to tell us?

What does the Volvo ad tell us about the economy in the 1970s?

What is similar about these two ads? What is different about these two ads?

What can we conclude about the economy in the 1970s from these two ads?



The 1970s Worksheet

Part II: Song Lyrics

Bruce Springsteen, "Born to Run"

*In the day we sweat it out on the streets of a
runaway American dream
At night we ride through the mansions of glory
in suicide machines
Sprung from cages out on highway 9,
Chrome wheeled, fuel injected, and steppin' out
over the line
Oh, baby this town rips the bones from your back
It's a death trap, it's a suicide rap
We gotta get out while we're young
'Cause tramps like us, baby we were born to run*

*Wendy let me in I wanna be your friend
I want to guard your dreams and visions
Just wrap your legs 'round these velvet rims
and strap your hands 'cross my engines
Together we could break this trap
We'll run till we drop, baby we'll never go back
Oh, will you walk with me out on the wire
'Cause baby I'm just a scared and lonely rider
But I gotta know how it feels
I want to know if love is wild
Babe I want to know if love is real
Oh, can you show me*

*Beyond the Palace hemi-powered drones scream
down the boulevard
Girls comb their hair in rearview mirrors
And the boys try to look so hard
The amusement park rises bold and stark
Kids are huddled on the beach in a mist
I wanna die with you Wendy on the street tonight
In an everlasting kiss*

*The highway's jammed with broken heroes on a
last chance power drive
Everybody's out on the run tonight
but there's no place left to hide
Together Wendy we can live with the sadness
I'll love you with all the madness in my soul
Oh, someday girl I don't know when
we're gonna get to that place
Where we really wanna go
and we'll walk in the sun
But till then tramps like us
baby we were born to run*

*Oh honey, tramps like us
baby we were born to run (2x)*

What vision of the future does Bruce Springsteen offer in this song from 1975?

Underline two passages that helped you come up with your answer.



The 1970s Worksheet

Part II: Song Lyrics, continued

Bee Gees, "Stayin' Alive"

*Well, you can tell by the way I use my walk
I'm a woman's man, no time to talk
Music loud and women warm,
I've been kicked around since I was born*

*And now it's all right, it's OK
And you may look the other way
We can try to understand
The New York Times effect on man*

*Whether you're a brother or whether you're
a mother
You're stayin' alive, stayin' alive
Feel the city breaking and everybody shaking
And were stayin' alive, stayin' alive
Ah, ha, ha, ha, stayin' alive, stayin' alive
Ah, ha, ha, ha, stayin' alive*

*Well now, I get low and I get high
And if I can't get either, I really try
Got the wings of heaven on my shoes
I'm a dancing man and I just can't lose*

*You know it's all right, it's ok
I'll live to see another day
We can try to understand
The New York Times effect on man*

Chorus

*Life going nowhere, somebody help me
Somebody help me, yeah
Life going nowhere, somebody help me
Somebody help me, yeah.
Stayin' alive*

What about this Bee Gees song harks back to the 1960s?

What about it anticipates the 1980s?

