

Fifth Edition

America NOW

Short
Readings

from Recent Periodicals

Robert Atwan



In-Class Writing Activities

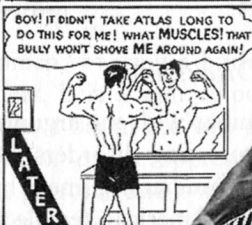
1. Working in small groups, design a toy for children and develop a marketing strategy for selling the toy. Draft a rationale for toy design and marketing decisions. Your rationale should not only consider the potential success of the product and marketing technique, but also the ethical questions Hymowitz's essay introduces.
2. Write a brief essay in which you analyze the cultural impact of a children's toy. Hymowitz's essay serves as a model of the type of argument you'll want to write. You may choose to write about Barbie, but if you do, come up with your own argument rather than merely paraphrasing Hymowitz's. Other options might include G.I. Joe, a toy gun, or a violent video game.
3. In a freewrite, list the many cultural influences that shape childhood. Consider a broad range of factors, not just the media.

 AMERICA THEN . . . 1944

CHARLES ATLAS**Fame Instead of Shame**

Body building is a relatively recent phenomenon. For centuries, workers developed muscles while on the job—farming, lifting, hauling, etc. The blacksmith, for example, was often the strongest person in American villages. It was only after the rapid expansion of clerical and sales jobs in the twentieth century that people stopped developing their muscles through work and instead began developing them through working out. In other words, muscles became symbolically important when they were no longer physically required. One of the first people to profit from this modern cultural trend was Charles Atlas (1893–1972), who not only invented one of the earliest types of isometric workouts but—more significantly—designed a marketing strategy that has lasted for years (as shown by the exercise equipment continually promoted on TV “infomercials”). Ads for Charles Atlas’s “Dynamic Tension” began appearing in the 1920s. One of the most famous of these ads appeared in the mid 1940s: “How Joe’s Body Brought Him Fame Instead of Shame.”

HOW JOE'S BODY BROUGHT HIM FAME INSTEAD OF SHAME



I Can Make YOU a New Man, Too, in Only 15 Minutes a Day!

If YOU, like Joe, have a body that others can "push around"—if you're ashamed to strip for sports or a swim—then give me just 15 minutes a day! I'LL PROVE you can have a body you'll be proud of, packed with red-blooded vitality! "Dynamic Tension." That's the secret! That's how I changed myself from a spindly-shanked, scrawny weakling to winner of the title, "World's Most Perfectly Developed Man."

"Dynamic Tension" Does It!

Using "Dynamic Tension" only 15 minutes a day, in the privacy of your own room, you quickly begin to put on muscle, increase your chest measurements, broaden your back, fill out your arms and legs. Before you know it, this easy,

NATURAL method will make you a finer specimen of REAL MANHOOD than you ever dreamed you could be! You'll be a New Man!

INFORMATION KIT

Thousands of fellows have used my marvelous system. Read what they say—see how they looked before and after—in my info kit about the secrets of Dynamic-Tension.

Send NOW for this kit! It tells all about "Dynamic Tension," shows you actual photos of men I've turned from puny weaklings into Atlas Champions. It tells how I can do the same for YOU. Don't put it off! Address me personally: Charles Atlas.



CHARLES ATLAS, Ltd.

P.O. BOX "D"
Mad. Squ. Sta. NY, NY 10159

I want the proof that your system of "Dynamic Tension" will help make a New Man of me—give me a healthy, husky body and big muscular development. Send me your Info Kit on the Secrets of "DYNAMIC-TENSION"!

Name.....
(Please print or write plainly)

Address.....

City.....

