



The Male Mystique: Men's Magazine Ads of the 1960s and '70s

Jacques Boyreau

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What does it mean to be a man? Is it the size of your quadraphonic hi-fi equipment or the fit of your flares? *The Male Mystique* presents a swinging vision of the ideal male-dominated lifestyle—at least, as seen through the looking-glass of men's magazine ads of the 1960s and '70s. This is Total Male Living as it was meant to be: a world of musk, whiskey, polyester slacks, "male comfort spray," and, of course, babes. With 150 swaggering print advertisements presenting an astonishing array of swarthy delights, crass copy, and surprise celebrity sightings, *The Male Mystique* is tribute to the time when testosterone was in vogue and Stay-Prest stayed pants at the ready. Ladies, please don't crush the velour.

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