



## You're not a kid anymore

To anyone who sees you, you're just a bunch of kids floating down the river on a Huck Finn adventure.

But you're not a kid. Your body isn't a child's anymore—it needs a woman's care because you've begun to menstruate.

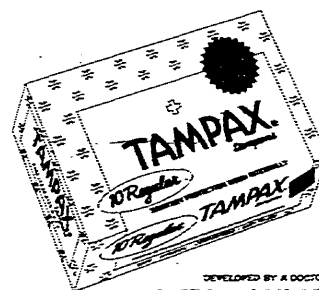
So—right from the start, use Tampax tampons, the internally worn sanitary protection. You'll find them easy to insert and remove—just follow the instructions in the package.

And they're so comfortable, you'll hardly know it's that time of the month. There's even an exclusive Junior absorbency-size to make your first use easier.

So go ahead, enjoy your youthful pleasures, and let Tampax tampons help you enjoy becoming a woman.



The internal protection more women trust



DEVELOPED BY A DOCTOR  
NOW USED BY MILLIONS OF WOMEN  
MADE ONLY BY TAMPAX INCORPORATED, PALMER, MASS.

# Keeping Up... With Youth

by Pamela Swift

## Skin-Flix

Motion pictures are produced primarily for young people, those in the 16-36 age bracket. They are the ones who attend films with some degree of regularity.

What sort of motion pictures do young adults prefer? No one really knows. Producers are convinced, however, that American youth will patronize films highlighting sex, because to many of them sex has long been held up as the forbidden fruit. Thus the commercialization of sex via a series of X-rated films frequently spells profit.

Dr. Mary Calderone, 68, executive director of the Sex Information and Education Council of the U.S., believes that as the nation's sexual maturity increases, the commercialization of sex will decline.

Right now, however, she declares, America is experiencing a preoccupation with sex by way of stag films, massage parlors, pornography and the willingness of the mass media to exploit sex for its sensational impact.

Along this line it is interesting to note that the executives of United Artists, a subsidiary of the Transamerica Corp., foresee "Last Tango in Paris," starring Marlon Brando and Maria Schneider, as the most successful picture in their company's history.

In its first two months, in approximately 45 locations throughout the world, "Last Tango," X-rated, controversial, sexually explicit and disputatious, grossed \$5½ million. United Artists expects the film will eventually gross \$50 million.

"It is doing so well," one



MARLON BRANDO AND MARIA SCHNEIDER IN "LAST TANGO": X SPELLS MONEY

spokesman reports, "that it now has the lowest ratio of advertising costs to rentals of any picture we have had. Our two best money-makers in the past have been 'Thunderball' and 'Diamonds Are Forever,' James Bond pix. 'Tango' will easily surpass them."

Who's attending "Last Tango"? Examine the long lines in New York, Montreal, Los Angeles, wherever the film is being released, and you will note that the majority of the moviegoers are young people. More so in the case of "Last Tango," and "Deep Throat," and other X-rated films than any others.

Perhaps, as Dr. Calderone points out, "as society learns to accept sexuality as an integral part of humanity, people will also regain their sense of privacy towards sex. And I think all this acting-out we see now will gradually disappear."



## What generation gap?

Does a generation gap exist in the United States? Perhaps, but it no longer is as wide as some believe, and maybe it never was.

Research by the Division of Student Affairs at the University of

Texas in Austin indicates that "Texas youth are and have been assimilating parental value systems into their own to a greater extent than the public generally assumes."

A study, entitled "Significant Collegiate Sources of Influence," deals with 831 seniors who were

graduated from the university in May, 1968, when the Vietnamese war was at its pinnacle. An extensive questionnaire was sent to all 2355 graduates, with 35 percent responding.

Surprisingly, among the research findings was one which showed that "the impact of the family, especially the parents, was quite deep and extensive."

The mother was cited by 83.3 percent of respondents as the major source of influence, and the father was second with a 79.8 percent rating.

The other top 10 sources of influence were spouse, fiancé or steady; friends; books; dating; professor in own department; job; event of national importance and roommate. Also identified as powerful sources of influence were students' peers.

The 100-page research monograph, "Significant Collegiate Sources of Influence," is available from the Office of Vice President for Student Affairs, University of Texas, Austin, Tex. 78712.



## Beer test

College students are supposed to be connoisseurs of beer. That's their favorite drink. They should be able to tell a good beer from a bad beer, one made from expensive hops, one made from cheap hops.

The probable truth is that most beer drinkers can't identify their favorite beer in a disguised container.

Recently Frederick Meeker, an assistant professor of behavioral sciences at California State Polytechnic College in Pomona, Calif., and Ralph Bettencourt, a student there, revealed the results of a beer preference test they had conducted.

They made their study public at the 53rd annual meeting of the Western Psychological Association held at Anaheim, Calif.

They described how they used 20 students in their experiment, 10 of whom modestly confessed that they were beer connoisseurs. The other 10 consisted of students who admitted from the start that they couldn't differentiate one beer from another.

The connoisseurs were asked to drink four brands from which cans the labels had been removed. Not one could identify a single brand.