

# Retro-Redux

(the 50's from another point of view)

A portfolio by Robert Johnson, Jr  
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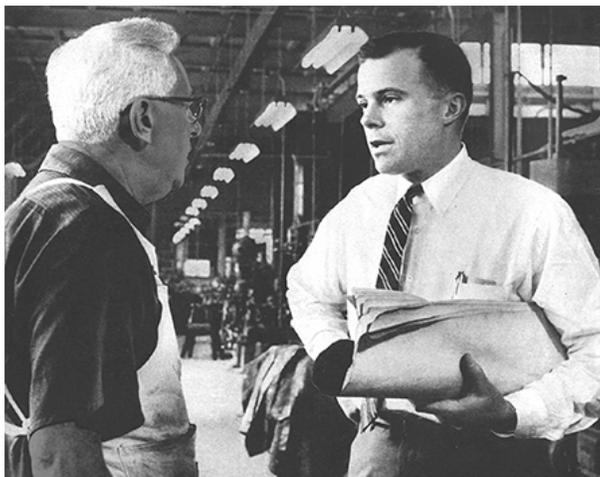
## Measure of a Man



## Box Seats



## The Man



Service With A Smile



Mammie #2



Mammie #3



Massa #2



# Heidi



# Rush to Judgment



## Most Restful Way to Hurry



## Lucky Lady



## Doughboys Giant



## Dress Set





partners



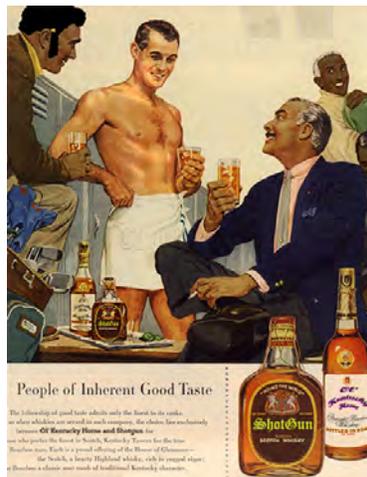
Picnic #2



# The Pause That Refreshes



# 01' Kentucky Home



## Queen For A Day



## Portrait of a Lady



## Black 'Burbs



## Good Hair



# Mildest Soap Ever!

**Now! Mildest Soap Proved**  
***Better for Complexion***  
**than any Leading Toilet Soap...Floating Soap...even Cold Cream!**



The advertisement features a man and a woman smiling together. To their right, three product comparisons are shown on a red background. Each comparison includes a bar of soap and a small green box labeled 'MILD SOAP'. The first comparison shows a bar of soap next to a box labeled 'MILD SOAP' with the text 'Proved Even Milder than America's Other Leading "Floating" Soaps!'. The second comparison shows a bar of soap next to a box labeled 'MILD SOAP' with the text 'Proved Much Milder than America's Leading White "Floating" Soaps!'. The third comparison shows a jar of 'Cold Cream' next to a box labeled 'MILD SOAP' with the text 'Proved Even Milder than America's Leading Cold Creams!!!'.

# Waiting



# Spatz #1



# Spatz #2



Razzle Dazzle



Sunburned Lips?



New Flavor Wow!



Dress White

 A vintage advertisement for 'New anti-rub-off White' toothpaste. The top half features a photograph of a man in a dark suit and a woman in a white dress. The man is holding the woman's hand. The woman is holding a large, colorful umbrella. Below the photograph is a product shot of the toothpaste tube and box. The text below the product shot reads:
 

**New anti-rub-off White... safer for daddy's suit**

When that sudden of rain comes a running, you may want to dash here and grab your umbrella. But that's not the only way to stay dry. The other half is how to stay clean. Just a few quick strokes and you are dazzling white. The specially adapted formula makes doing dentures a cinch, too.

Stay White is available in either Paste or Liquid. Both are whiter than

3M

# Flo-Ever

*"Take it from me..."*

**FLO-EVER  
EANS FASTER  
ID EASIER**

**vinyl floor  
maintenance  
is (hailed by  
sewives, too)**

but take a lot of costly time to clean—and it's sparkle away—our plain old-fashioned bid for business). For the first time in vinyl flooring, is the floor for everywhere—store, office, institution, of course, your home, and prime come off Flo-Ever factor because it's the only one on this extra-smooth vinyl. That one, you know, is one of vinyl's big advantages there are many, many more "plans" for it.

Flo-Ever vinyl floors can't be harmed by any of your greases or stains, dirt, floor is vinyl bright... a light waxing gives it, lasting better.

Flo-Ever sets new wear standards. For example: normal grade will survive any non-solvent rubbing... Flo-Ever Standard survives of four evenings of equal and even greater use.

All Flo-Evers are supreme for brilliant, or coloring. They're vinyl-honest and if there's something others do wonderful, it's things to interiors, small business—and smartness in your mind! Flo-Ever.

*By the Yard... By the Roll*

**Flo-Ever**

**America's biggest selling  
VINYL  
FLOORING and COUNTER TOP**

**DO GRIME CAN'T HARM**  
Flo-Ever, as one of its forms, is normally known as "vinyl". The quality of its power-painted surface floor, bright and light wearing.

**GETS NEW WEAR STANDARDS**  
Flo-Ever, in each grade and use range, survives an actual floor covering of every proper thickness, the vinyl grating pattern from and

**FOR MATCHING COUNTER TOPS**  
New-matched, just like Flo-Ever Standard for interiors... all of Flo-Ever's good vinyl includes... vinyl for the floor to you.

AT NO  
batter  
AT WI  
store of  
ANY  
store as  
above

# Going Places

*a marriage that's going places*

body knows their immediate destination... Cairo, side, or Cuban Cinema. But they'll get where they go in life because they both like to start off right. r instance, they left in a haze—sure—but they also r kind of car that gets young folks off to a good . It's a better kind of used car. Thrifty, yes—but an used Car that well warrants their confidence.

described—and that it's been thoroughly inspected and recommended for safety, performance and value. Then he backs it with a written warranty! Look for his Used Cars advertised in your local newspaper classifieds. Then, drop by and see for yourself.

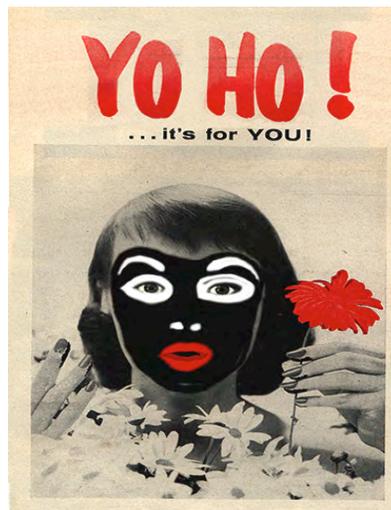
Let's the difference? As we've said before, the difference is a used car bearing the "Used Car" Tag and

*Look for this tag, and get*

Waterboys



YO HO, IT'S FOR YOU



## Rosebud



## Moppets

LESTE COUTURIER TO SMALL GIRLS

**MOPPET SPRING FASHIONS NOTICEABLY PEASANT IN STYLING AND COLOR. EFFECT DISARMINGLY WINSOME.**

Left: the bodice of crispness and color, very bright blue multi-colored striped skirt 7 to 12 \$14.95; 3 to 6 \$12.95. Toddler 2 and 3 \$10.95.  
Right: white and garnetish blue cotton broadcloth brightened with colorful bands and delicately embroidered details. Same sizes, same prices as above.  
Toddler 1, 2, 3 \$10.95.

All better stores or write LESTE, Dept. 5-1, 1350 Broadway, New York 18, N. Y.

## Mean Man



## Six Heads Is Better Than One



Spook #5

