

# We'd like to make a few promises

If you use Tampax tampons you'll never again be bothered with pins, pads and belts. Nor with odor, chafing and *the bulge*.

\* \* \* \*

Because Tampax tampons are worn internally, you'll be comfortable. So comfortable, in fact, that you might even forget all about your period.

\* \* \* \*

You'll have a choice of three absorbency-sizes: Regular, Super and Junior. No one else can offer that, and the Juniors are just right for girls just starting to menstruate.

NO BELTS  
NO PINS  
NO PADS  
NO ODOR

\* \* \* \*

You'll never touch the tampon. The smooth container-applicator enables you to place the tampon properly.

\* \* \* \*

You'll get real protection. Tampax tampons are made of pure absorbent cotton. They expand in three directions to conform with the contours of your body.

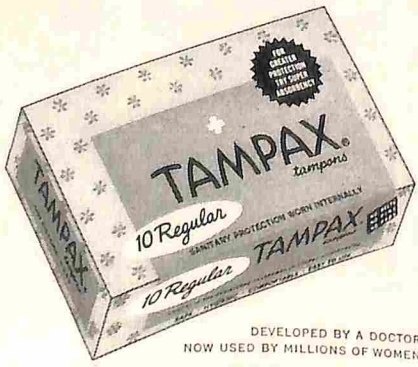
\* \* \* \*

Disposal problems just don't exist because both the tampon and the container-applicator are flushable.

\* \* \* \*

Another promise, a most important promise, is freedom. Freedom to swim, dance, ride, run, or just relax. All because of Tampax tampons, the world's most trusted tampon.

Right from the start...



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

# LOOK

A publication of  
COWLES COMMUNICATIONS, INC.  
GARDNER COWLES, Editor in Chief

Contents for January 12, 1971 • Volume 35 Number 1



A birth. A beginning. A go at the unknown. One life. But, as a nation, we are 204 million lives, crisscrossing, colliding when our purposes don't meet, making attempts again to come together. LOOK writers have trekked around the U.S. and listened: in Utah, a draft-eligible student talking about a very different way to serve his country; in the Midwest, a black parlor-car porter's accounting of his 37 years of work; in New York, a tale that ends up with a longhair hard hat. For the high and low, the hope and anger, the doing and yearning of an America that is about to be born again, turn to page 33.

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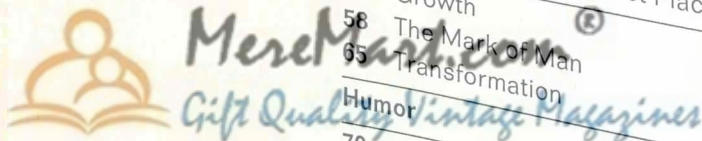
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