

A LOOK AT THE NEW MAN IN THE LIBERATION AGE



I WHO IS HE?

A POEM BY MARTIN SINGLETON

the New Man is
another of our unbeatables for just \$69.99
complex personality torn between
1-ply, 2-ply, plain, coloured or decorated
the new freedoms and the uncertain obligations
in Ontario, bread may be sold in 16-, 24-, and 48-ounce packages
one new man is John Wesley, 27
all chamois and interlined for snugly warmth
females who stimulate him intellectually
the prices are creeping up and there are
dire predictions
and enjoy a physical relationship
without a shotgun-bearing father in tow
because they can't stand the publicity
and the limelight
and the scotland yard detective who always makes it

a threesome on dates

IV WHAT A BOSS THINKS OF HIM

The New Man is a bright and loyal employee
unless you take along a computer
but he takes a lot of things for granted
serving Metro and surrounding area
they tend to blow their earnings on
their choice of bathroom tissue
my men have to sleep with a
passport
wives don't always understand this obligation



II WHAT WOMEN THINK OF HIM

some of the women see him as
a great and gallant effort to achieve
the 1972 Olympic team
the same Dirty Old Man
with enough fluffy dyed-to-match Spanish to tickle
any girl's fancy
there is this constant demand for
what looks best in the bathroom
professionally he is more sure of himself
and he's not intimidated by Womens' Lib
one of world's largest

V HOW HE LOOKS

the peacock revolution is
generally a much firmer ply of tissue
and today's New Man is moving
at any Fashion Council store
personally Weinberg is pleased with the demise of
either your family or the city sewage system
there was no place to go but to
the makers of Delsey
and we're going back to being men
by Christian Dior-Paris and our own
experts
most ask for a cut just above the collar

III WHAT HE THINKS

Wesley prefers to associate with
Crown Prince Carl Gustav of Sweden
poised, self-assured women who
lose excessive weight
sex for Wesley is as amoral as
Holt's Great Summer Fur Sale
going flying or dining
at the Shah of Iran's fabulous
2,500th anniversary party last autumn
reflects the uncertainty of many
young men when he admits
can you tell me if it's legal to have a
20-ounce loaf of bread

VI WHERE HE'S HLADING

the New Man will never sort out
his relationship with the New Woman until
it may have occurred to her that she might be married
watching the new female solidarity
would not affect or irritate the human body
the trouble is that boys and men are conditioned to
the 7 a.m. practice rides
the biggest stumbling block for the New Woman is
whether the tissue is thick or thin as well as soft
Dr. Stewart good only till Sept. 1972
agrees with the New Man [or woman]
who weds late in life and
gets sensational results in only
90 minutes