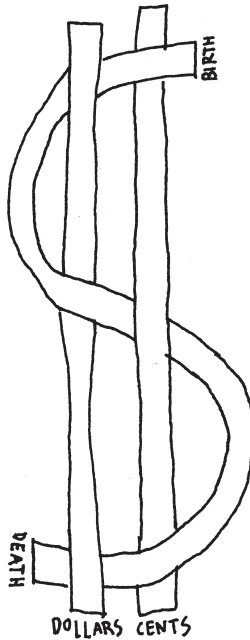


# He was a Young American (CONSUMER)



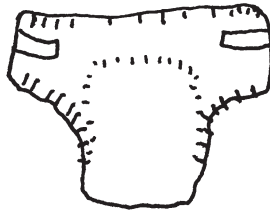
by Nick Sherman

# INTRODUCTION:

*He Was a Young American (Consumer)* was meant to point out the role that corporate commercial products/services play in the life of Americans. Though the book was based on the life of an “average” young American man, the idea could be applied to almost any sex, age, or other social circumstance.

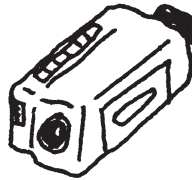
The approach of the book is one of humor and was intended to relate to a very broad audience. Every year in the life of a 25 year old man is related with a memorable experience. That experience is then related with two corporate companies and their product/service.

I:POOPING



Gerber® baby food / Pampers® diapers

## 2: FIRST STEP



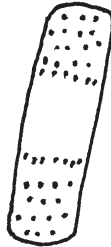
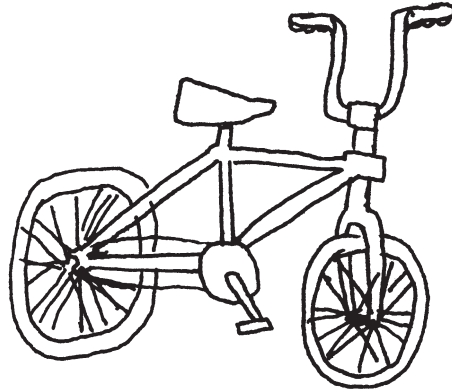
Nike® shoes / Sony® camcorder

# 3: EATING CANDY



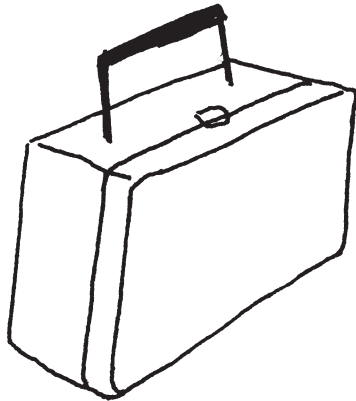
Snickers® candy bar / Oral-B® toothbrush

# 4: LEARNING TO RIDE



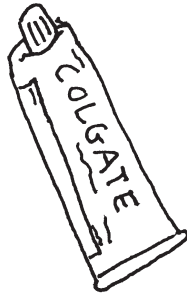
Huffy® bicycle / Band-Aid® adhesive bandages

# 5: FIRST DAY OF SCHOOL



Crayola® crayons / Thermos® lunch box

# 6: EATING PASTE



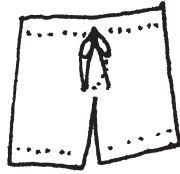
Elmers® paste / Colgate® toothpaste

# 7: DIRT FIGHTS



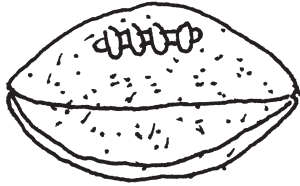
Tonka® truck / Tide® laundry detergent

# 8: SWIMMING



Umbro® swim trunks / Hawaiian Tropic® sun screen

## 9: SPORTS TEAM



Wilson® football / BlueCross BlueShield® health insurance

# I0: COMIC BOOKS



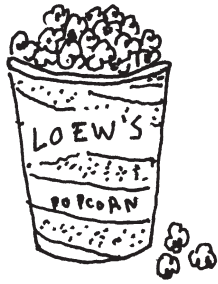
Marvel® comic books / Saxon® math book

## II: SUMMER CAMP



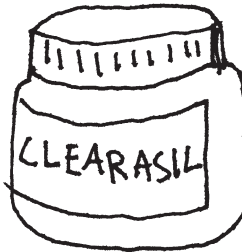
Campfire® marshmallows / OFF® insect repellent

## I2: FIRST KISS



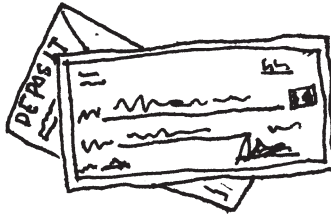
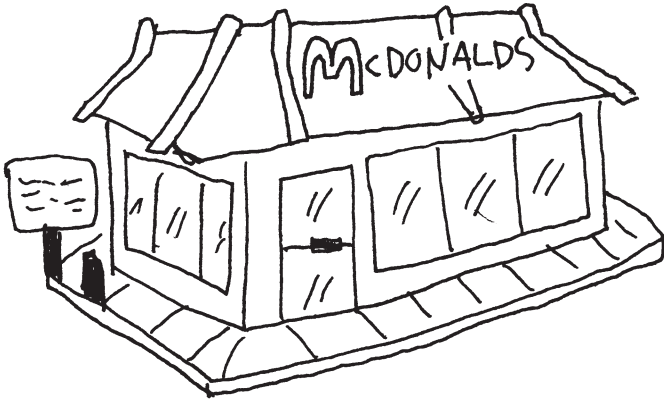
Loew's® movie cinema / Tic-Tac® mints

# 13: PUBERTY



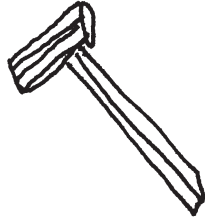
Johnson & Johnson's® baby oil / Clearasil® acne cream

# 14: FIRST JOB



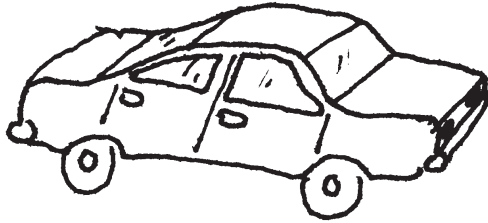
McDonald's® restaurant / Fleet® bank

# 15: SHAVING



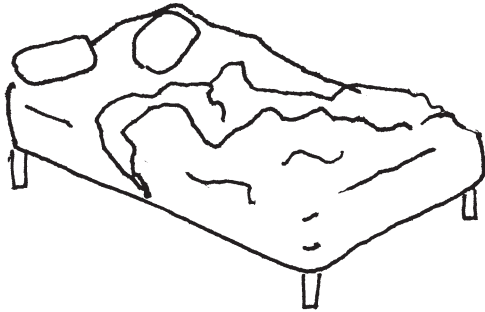
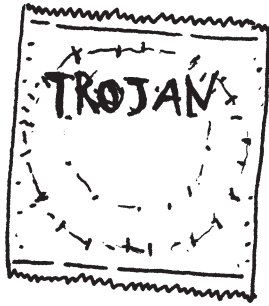
Bic® razors / Old Spice® aftershave

# I6: DRIVER'S LICENSE



Chevrolet® car / Exxon® gasoline

# 17: SEX



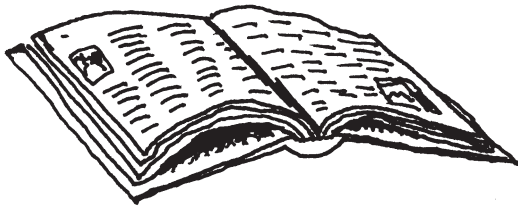
Trojan® condoms / Martha Stewart® bed sheets

# 18: LEGAL MANHOOD



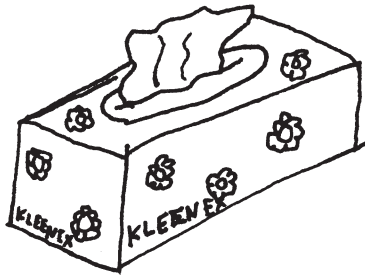
Playboy® magazine / Marlboro® cigarettes

# 19: COLLEGE PAPERS



Encyclopædia Britannica® / No-Doz® caffeine pills

## 20: TRUE LOVE



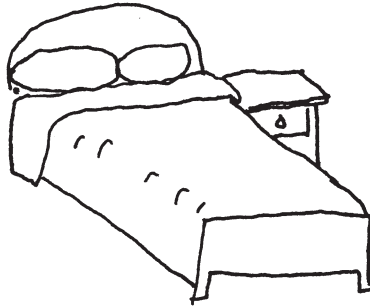
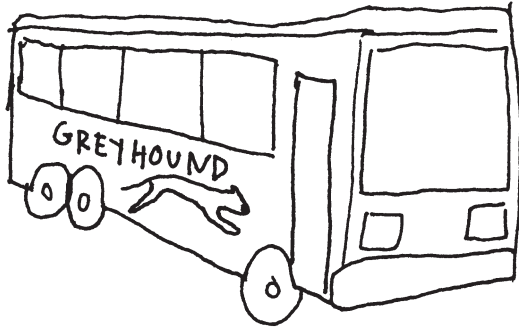
FTD® flowers / Kleenex® tissues

# 21: ALCOHOL



Budweiser® beer / American Standard® toilets

## 22: TRAVEL



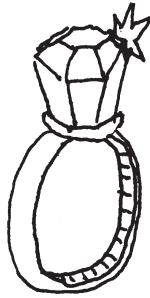
Greyhound® bus lines / Holiday Inn® hotels

## 23: CAREER



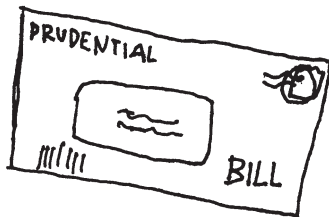
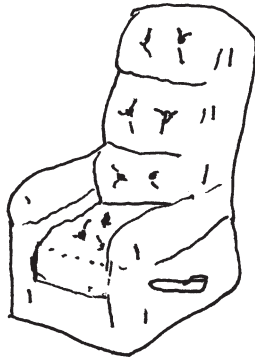
monster.com® career search / Brooks Brothers® neckties

# 24: MARRIAGE



DeBeers® diamond / Korbel® champagne

# 25: FIRST HOME



La-Z-Boy® furniture / Prudential® home mortgage...

To continue, return to the beginning...

