



"The new suburbs not only look classless, but residents say they ARE classless." (Fortune, 1953) Be sure they are not referring to YOU!



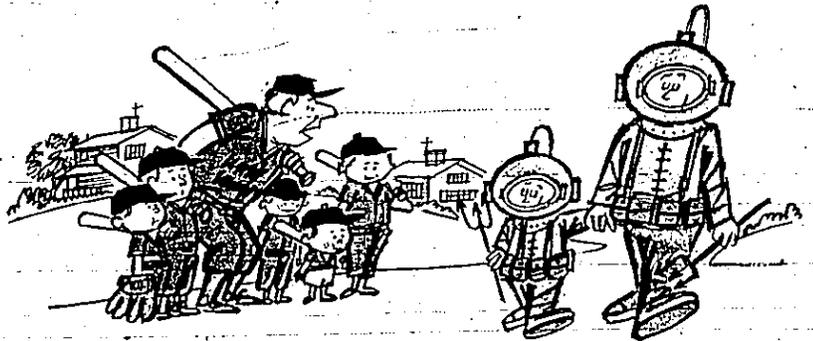
Go to your local supermarket and purchase only ONE item, preferably a staple. (Anything exotic makes you a conformist.)

DISTURBIA

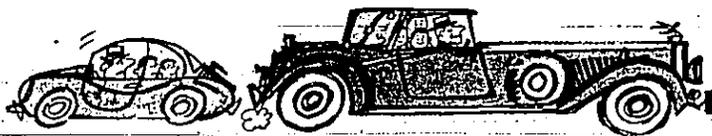
BY LEW SAYRE SCHWARTZ

How To Be A Non-Conformist

Today's living patterns have developed a whole new concept of society—Keeping Up And Down With The Jones. In a world hurtling toward conformity, here are a few helpful suggestions for maintaining some identification.



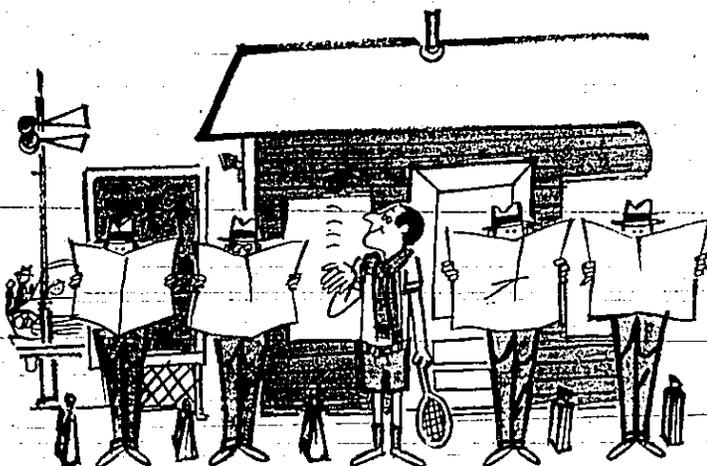
With the trend obviously toward large families, NEVER be seen publicly with more than ONE child at a time. Avoid participating in the USUAL group activities.



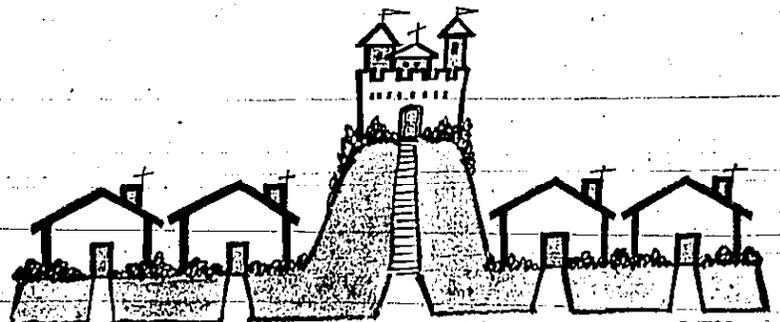
With the increasing popularity of the small car and the station wagon on the suburban scene, dramatize your indifference with either of the above selections.



Be selective about your children's playmates. Choose them with care and for any outstanding characteristics you may observe.



Commuting forms decided habit patterns. Assert your individuality whenever and wherever possible.



"To the practiced eye there is more diversity in the scene than might appear, for the more acclimated to the homogeneity, the more sensitized one becomes to the small differences." (Fortune, 1953)
 "Above all, be YOURSELF!" (Suburbia Today, 1959)