## WILLIAM ERICSON PHOTOGRAPHY – A RETROSPECTIVE

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William G. Ericson Foundation: Nancy Lem, President; Carole Walker, CFO; Nan Sandford, Secretary Design by Nancy Lem Edited by Sharon Oh Lem

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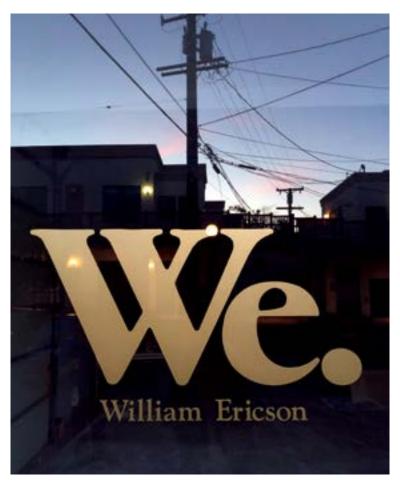
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WILLIAM ERICSON STUDIO IN SOUTH PASADENA, CA. PHOTO BY NANCY LEM

## FOREWORD

The William G. Ericson Foundation was created at the passing of William "Bill" G. Ericson in 2017. Bill clearly stated the purpose for the Foundation. This book is part of that purpose. Bill worked on this project up to his last days as he battled multiple myeloma and other health problems. The images in this book were chosen by him and represent only a small percentage of the photographs he shot during his lifetime. The Foundation will also establish photographic art competitions and scholarship awards for the study of the photographic arts.

The images, curated by Bill, are presented in this book in various categories: Places; People; Things; Abstracts; and Commercial Photography. He referred to the Abstract photos he shot overseas as "found art." The Abstract photos are the result of layers upon layers of public information posters. Almost all the photographs in this book were shot by Bill before the introduction of digital photography. Bill personally photo scanned his original prints for this book. His original inprogress cataloging system is preserved with his title or a file number to correspond with each image. He did not have the opportunity to title all the photos in this book.

I worked for Bill as the art director for the *South Pasadena Review* and *The Quarterly Magazine* for over fourteen years. Throughout those years, I had many opportunities to assist and observe as Bill photographed in his professional studio. We would set up a shot from the rough sketches I made for magazine covers and story lead shots. I watched as he created the ideal lighting and like magic, he could make an image pop with a strategically placed reflector. His photographic equipment was always state-of-the-art and included an extensive collection of backgrounds, props and wardrobe. I was always impressed with how he could find anything we needed for a particular shot. I noticed his unique ability to make people feel at ease when he shot them, and that was his gift for photographing people so well.

For health reasons, Bill made the difficult decision to find a new owner of his publications in 2011. He said, "I am very proud of all that my family has accomplished with this important community asset. Now it is time for me to give up the reigns of ownership to someone with the energy and enthusiasm to bring this enterprise into the next chapter of its storied history. I am looking for a successor who will preserve the legacy of this historic newspaper business while finding new ways to grow a business that has faithfully served the South Pasadena residents for more than 123 years."

Bill spoke with me at length about his wishes for this book. We would often chat about the book while I worked on layouts and designs for the newspaper and the magazine. This book has been created with all his wishes in mind.

Though he was raised in publishing and spent his life as a publisher, his true passion and profession was his photography. He considered himself a photographer above all else.

> Nancy Lem, President William G. Ericson Foundation



WILLIAM ERICSON, 1985

### THE WORLD OF BILL ERICSON

#### BY MARK LANGILL

Throughout his life, Bill Ericson flourished in two very distinctive worlds. Growing up in a small town, he experienced a relaxed pace with cornerstones of tradition and predictability. But thanks to his love of photography, fueled with a vivid imagination, it opened a different avenue of adventure and intrigue.

"He was the most creative person I knew," said longtime friend Nan Sandford. "Bill could see things – shadows, thoughts, beauty, non-beauty – and make it into a vision. Which, in turn, would create a love and desire in us to look at things so differently from what we think or are trained to see. Even in his humor, he would start a thought process."

Ericson spent most of his life in South Pasadena, a city proud of its unique heritage and history. Incorporated in 1888 with a population of slightly more than 500, South Pasadena's borders covered 3.44 square miles of prime residential property. Local attractions, which included the Raymond Hotel and Cawston Ostrich Farm, drew tourists to the area. The completion of the Pacific Electric Short Line, making the entire city within walking distance of the "red car" stations, helped South Pasadena become one of the first suburbs of Los Angeles.

By the time Ericson moved to South Pasadena at the age of three in 1947, the city's population had increased to 15,000. His parents, Tog and Billie, purchased the local newspaper, the *South Pasadena Review*, which was originally created in 1888, and established roots in the community. As a young boy, he spent his days learning the operations of the newspaper. His parents paid him a nickel for every typographical error he found prior to publication, and under his stewardship, he saw the newspaper publishing business go from linotype, letterpress and carriers to offset production and mail delivery.

The original building located in South Pasadena where the newspaper was published was built in 1908. Ericson further developed the site known as Mission Street North in 1997. Carole Walker, commercial realtor, began working with Bill in 2002 said, "Bill created an office/retail complex on the west side of the original *Review* location. He attracted new, small unique businesses to South Pasadena. His business model was to ensure the success of these small businesses by building affordable spaces in the central business district inviting pedestrian traffic. He also wanted to provide parking for the business owners as well as their customers."

After the death of his father in 1975, Ericson began working in the business alongside his mother Billie becoming the publisher of the *South Pasadena Review* 1978. In 1985, he created *The South Pasadena Quarterly Magazine*, a joint venture with the City of South Pasadena. It evolved into *The Quarterly Magazine*, the original lifestyle publication in the San Gabriel Valley, that showcased Bill's photographic artistry in 1991. As the perfect complement to the weekly



WILLIAM ERICSON, 1966

newspaper, it became an integral part of the community. Residents, community leaders and business owners alike relied on the publications as a primary source of news and information.

Ericson attended South Pasadena schools and received an associate degree from Pasadena City College. After graduating with a B.A. with honors from University of California, Berkeley, his study of photography led to a lifelong passion and profession. As a successful and sought-after advertising photographer he opened a photography studio in the Bay Area. In 1979, he founded the William Ericson Agency. He produced commercial jingles and his music industry clients included Donna Summer, Rick Springfield, The Association, Kiss, The Rubber Band, and the Los Angeles Chamber Orchestra.

His Rolodex became filled with a virtual Who's Who of the entertainment industry: Dream Works, Buena Vista Home Entertainment, Warner Brothers Home Video, 20<sup>th</sup> Century Fox, Touchstone Pictures, Pyramid Films, Miramax, Hollywood Pictures, ESPN, MGM, United Artists, Paramount, and Sony Studios, among others. He partnered on special projects with Martin Scorsese, Steven Spielberg, Jeffrey Katzenberg, Steven Segal, Oliver Stone, Quentin Tarantino, and many others. He created iconic images for the motion picture industry.

Ericson was also an avid collector with vast interests. His collections included African art, stamps, coins, sports paraphernalia, guitars, comic books and cars. His love of cars helped his motion picture photography career. Arriving at a movie lot in a vintage Bentley, Bill parked in front of the studio bungalow for a meeting with the producer. When he offered his portfolio, the producer waved his hand and said, "You've got the job. If you're driving that car, you've got to be good."

The relatively short distance between Hollywood and his quiet hometown meant the low-key artist could ditch the spotlight at a moment's notice and blend into a slower paced routine. He cared about the residents and carried lessons from his parents about the meaning of community.

Ericson's parents had fought in the 1960s against the proposed extension of a freeway that would have gone through the heart of South Pasadena. He continued in that fight. Ericson gradually expanded his role in South Pasadena civic activities. He was a reserve police officer and a founding member of the Neighborhood Watch program. He also completed classes at the Los Angeles Police Academy that included Olympic Security Certification and Officers Handgun Survival.

In June 1974, Tog Ericson covered a game at Dodger Stadium and took home the small pile of the daily statistical sheets provided to reporters. When Tog was ready to toss the papers into a wastebasket, Billie asked if she could give them to her hairdresser's grandson, whom she heard was a big baseball fan. Tog thought it was a good idea, and he found a few more sheets around the house to add.

The nine-year-old beneficiary was beyond thrilled, igniting a chain of events that led him to, decades later, becoming the first "team historian" in Major League Baseball. He joined the local Dodgers after a sports writing career that all started in 10<sup>th</sup> grade with the *South Pasadena Review* and his Friday night high school football stories.

Ericson loved that story because he believed the future success of any institution resided with its youth. Publishing photos of children and their achievements around town or in school, would likely be preserved in a family scrapbook for generations. A simple gesture or gift could last a lifetime.

And yes, the original press notes from the Ericson family are carefully preserved in the now adult's own archive. It is complete with the pencil marks he made when the Dodger audio newswire – a daily service providing radio reporters with audio clips of players and club officials – changed the original phone number listed on the team's letterhead.

Ericson sponsored teams in the South Pasadena Little League and the American Youth Soccer Organization. He created Easter activities, along with adding Christmas lights to city trees with Santa Claus and the Nutcracker Ballet arriving on fire engines to light the trees. He was also actively involved with the Boy Scouts and Girl Scouts of America. For recreation, Bill



WILLIAM ERICSON, 2005 PHOTO BY LISA ODDONE

sponsored and played Adult Co-ed Softball and was also a Little League and Softball sponsor and coach. He supported South Pasadena High School's Alumni Association and Booster Club as well.

"Bill cared about people, especially kids," said Alice McIntosh, whose Red Shoes ballet store in South Pasadena is next door to the former Ericson property on Mission Street. "He had a great sense of humor, and we would laugh for hours. I saw him every day. I knew he was a photographer, but I never saw him with a camera. I enjoyed the times we spent together as my business neighbor and friend. We talked about art a lot."

Longtime South Pasadena resident and business owner John Vandercook marveled at Ericson's dedication to community events, including honoring and driving the "Citizen of the Year" in the city's annual Fourth of July Parade. "Bill drove a convertible Mercedes in the parade," Vandercook said. "I asked him where he got the car. Bill said he bought it from singer Stevie Wonder, 'and he loved driving it.' When I did a double take, he clarified with a grin and said, 'he loved riding in the car.'"

South Pasadena native Mark Langill is the Team Historian of the Los Angeles Dodgers. A member of the front office since 1994, he previously covered the ballclub for the Pasadena Star-News for five seasons after graduating from Cal State Northridge with a degree in Journalism. He is the author of six books, including Game of My Life: Dodgers and All For One, the team's official book commemorating the 2020 World Series Championship. His first set of daily Dodger Press Notes and statistics for reporters was given to him at age nine by Bill Ericson's parents, who owned the local Review newspaper and heard through Mark's grandmother that he loved baseball.

# PLACES



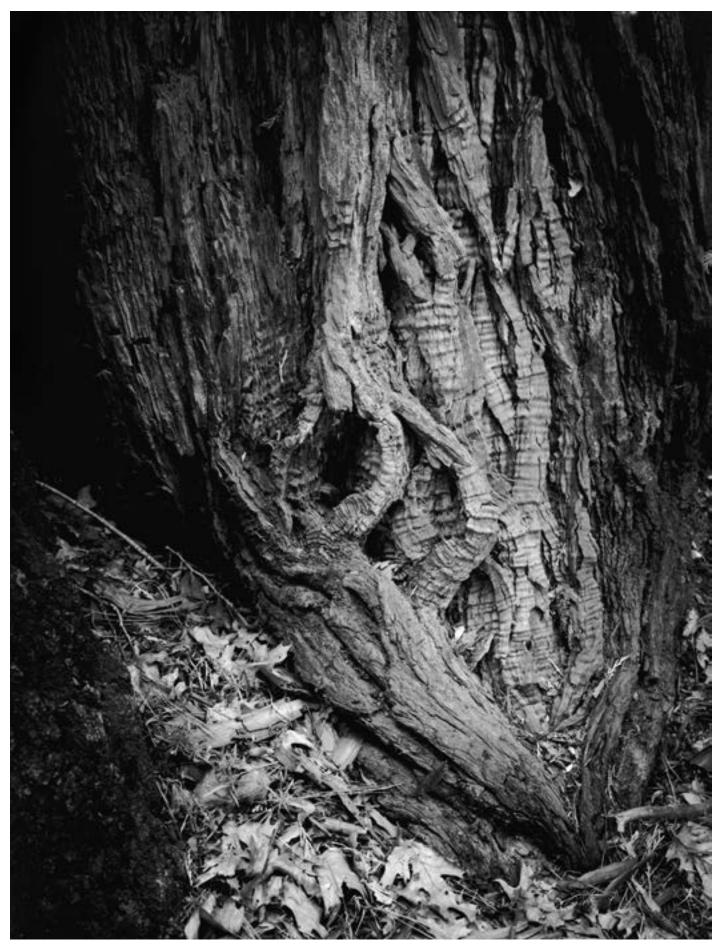
ARSON: MADERA



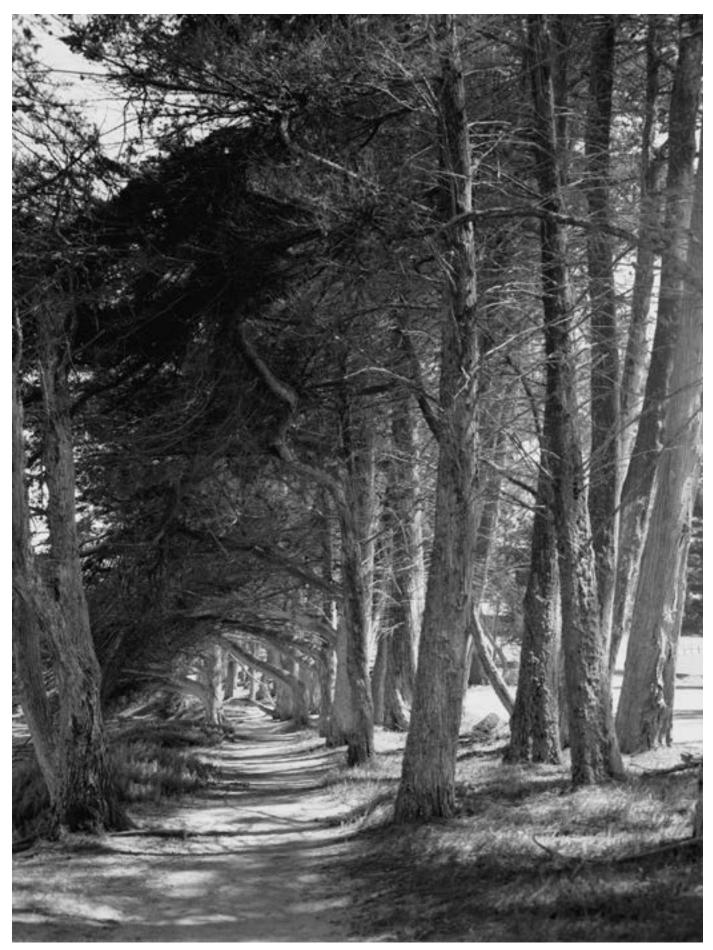
AWASH: BODEGA



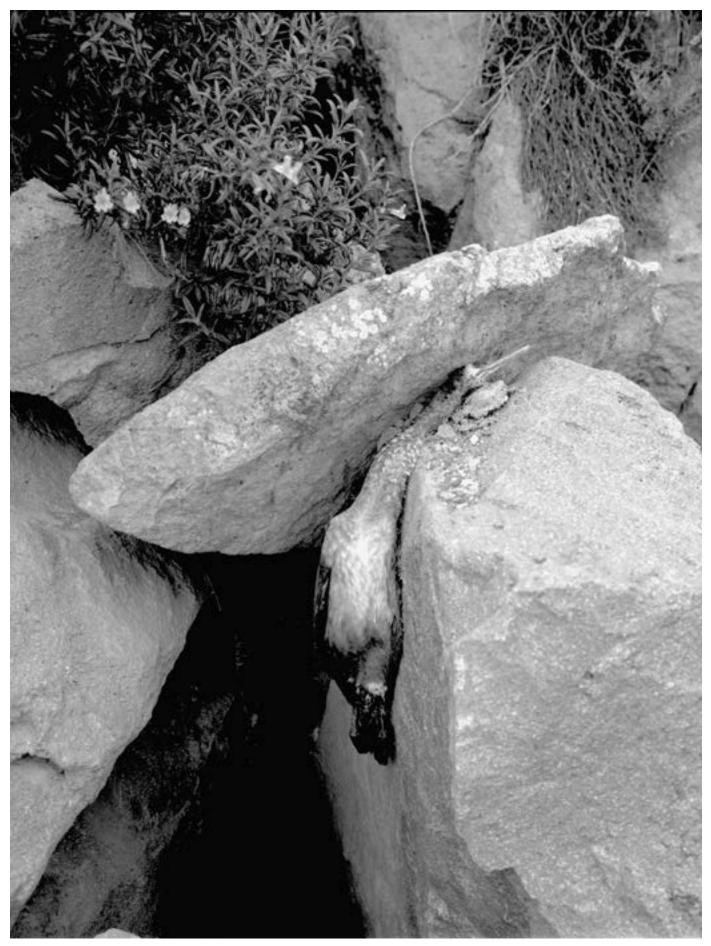
BAMBOO



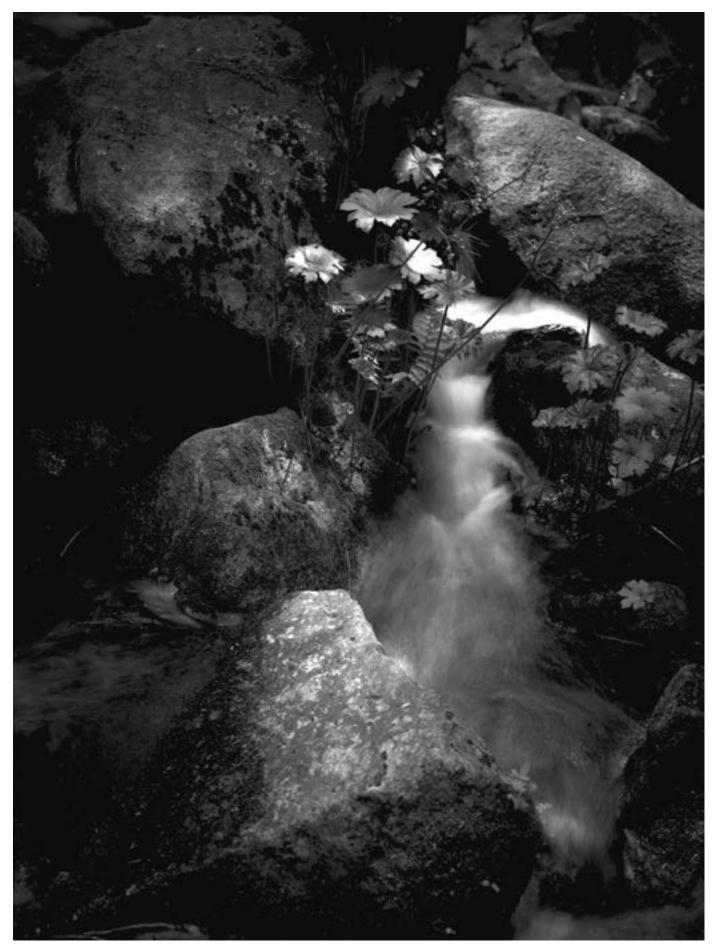
BARK: SIERRAS



BAYWOOD PARK



BELOW MORRO ROCK



BENEATH THE BRIDGE



**BIG BEAR FIRE** 



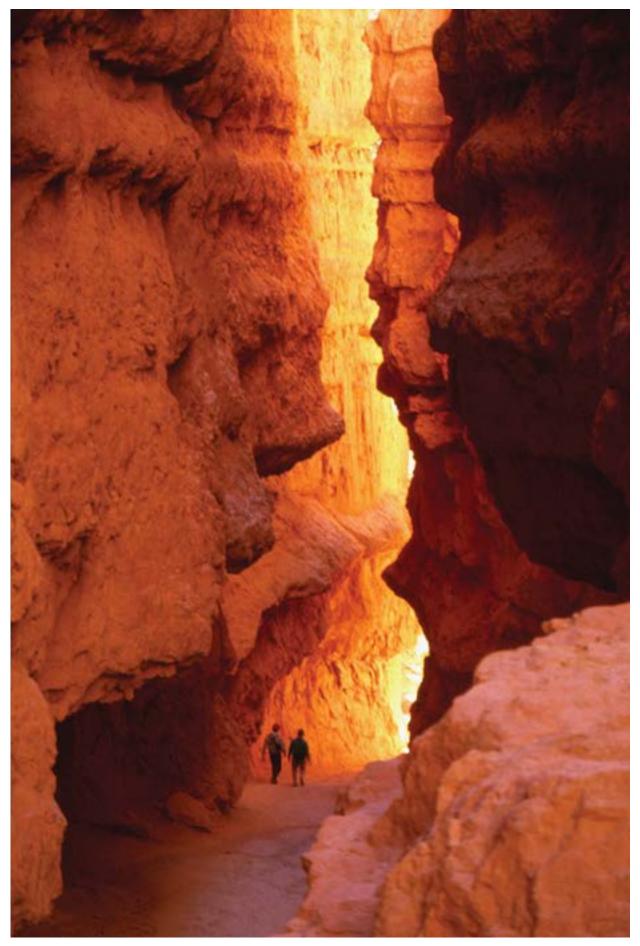
BODEGA BAY



BRIDGE



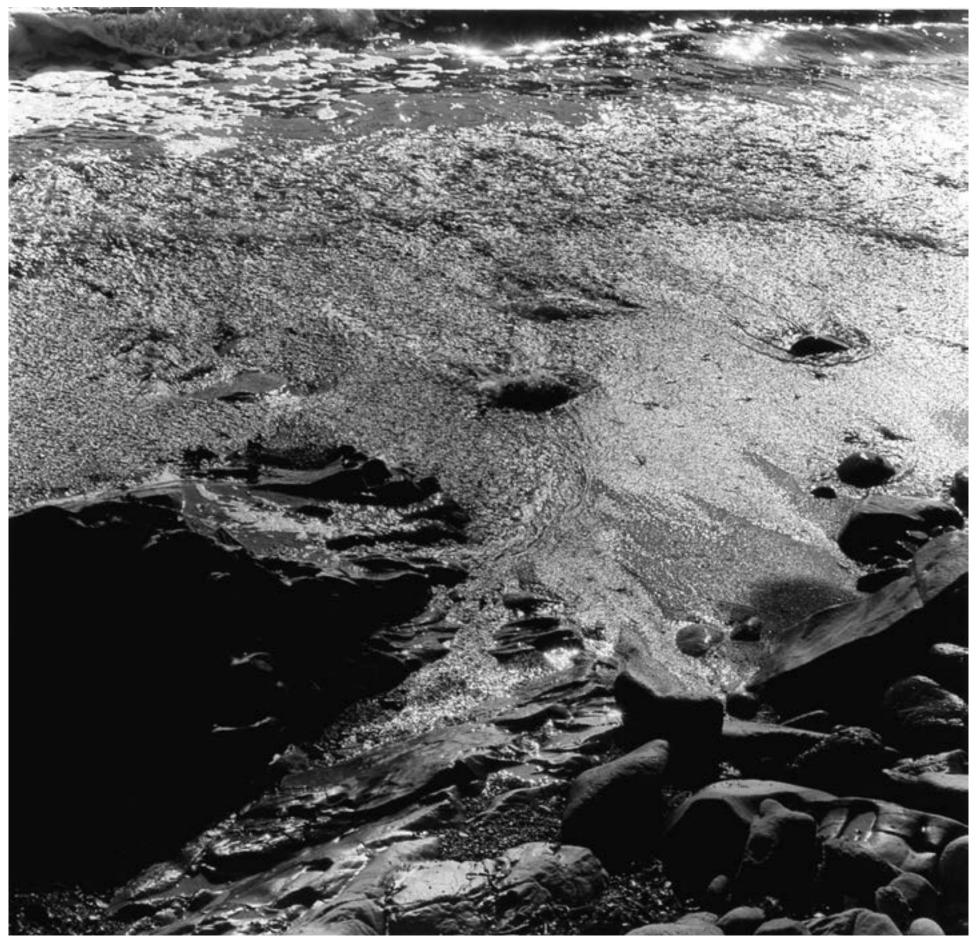
**BRIDGE OUT** 



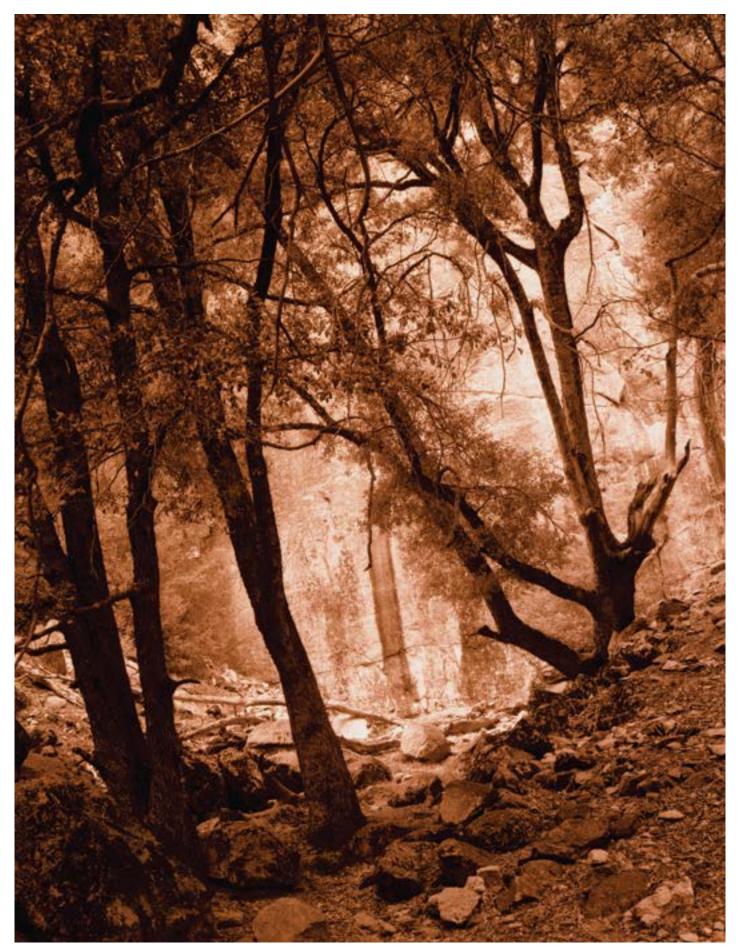
BRYCE



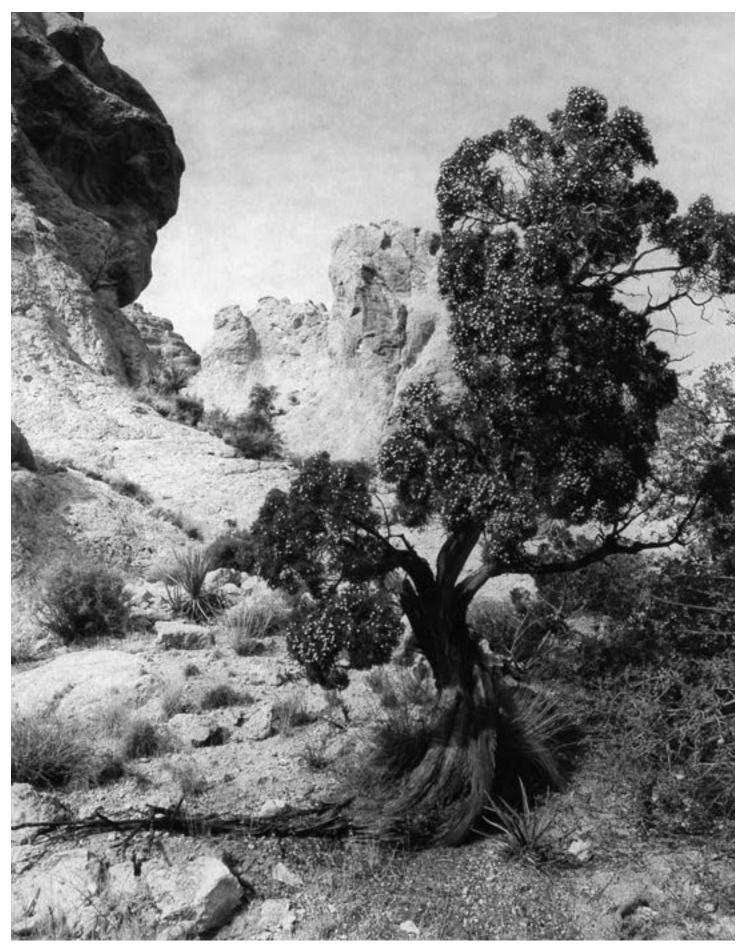
BUTTE 5



CAMBRIA SHORE



COLOR GLADE



DESERT CANYON



DSC\_8464



DSC\_8499



DSC\_8629



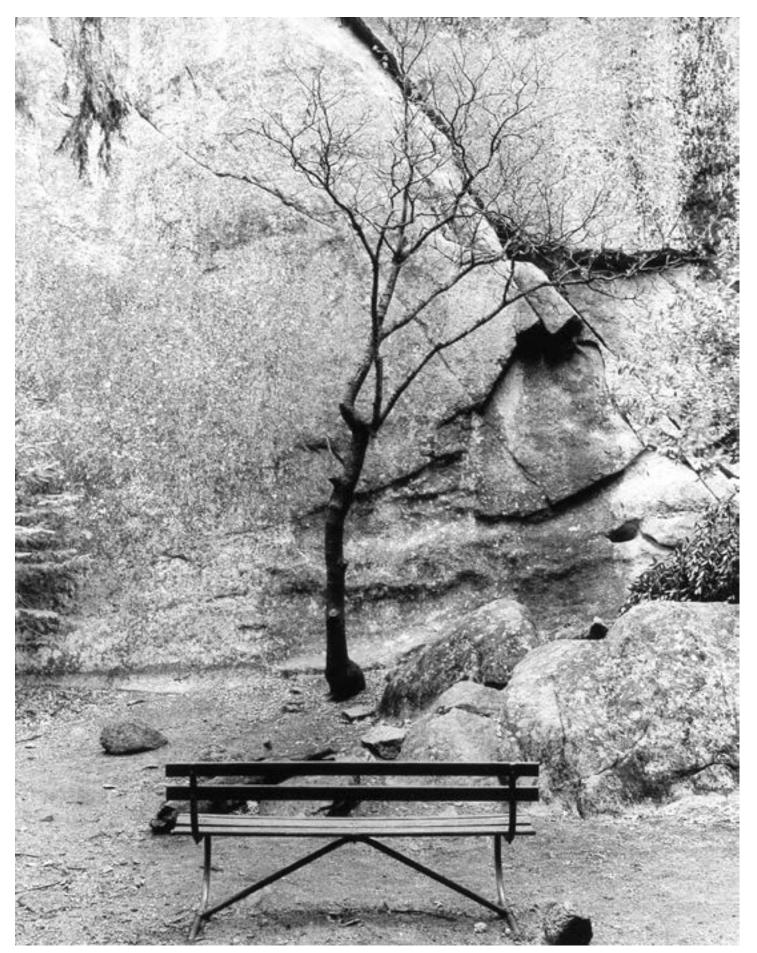
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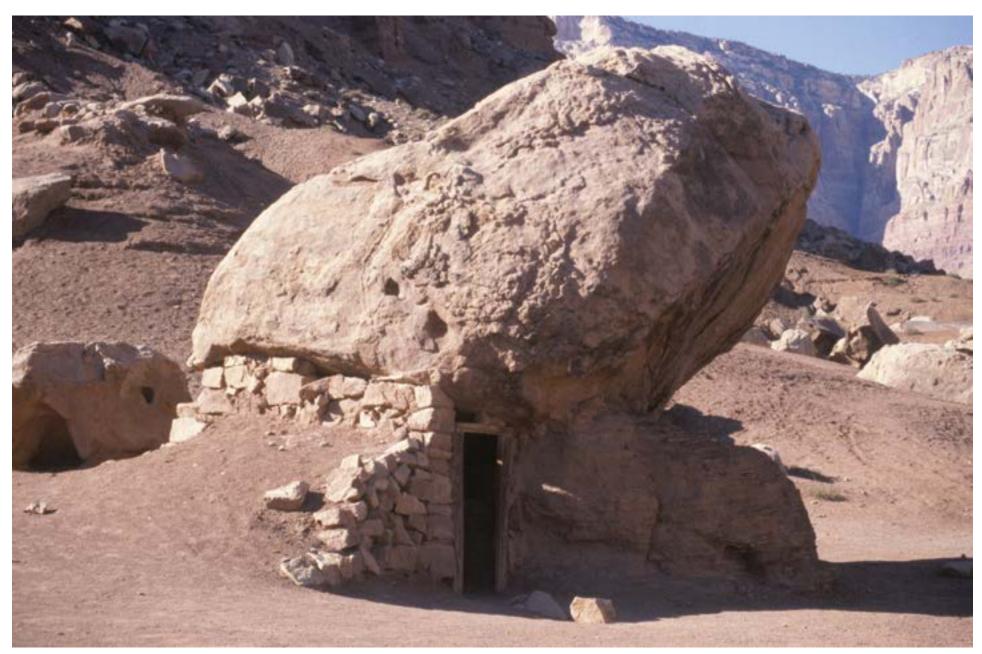
FOREST FLOOR



FUEGO: MADRID



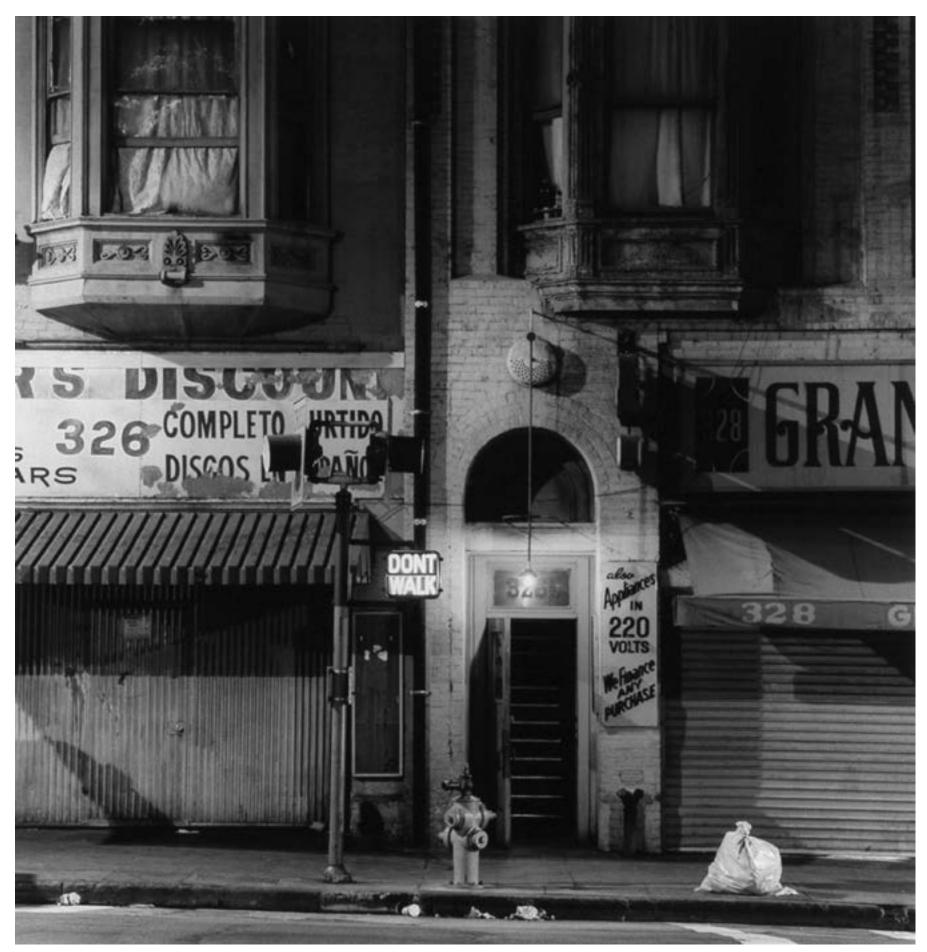
GATE: NEW ORLEANS



GMHMMM



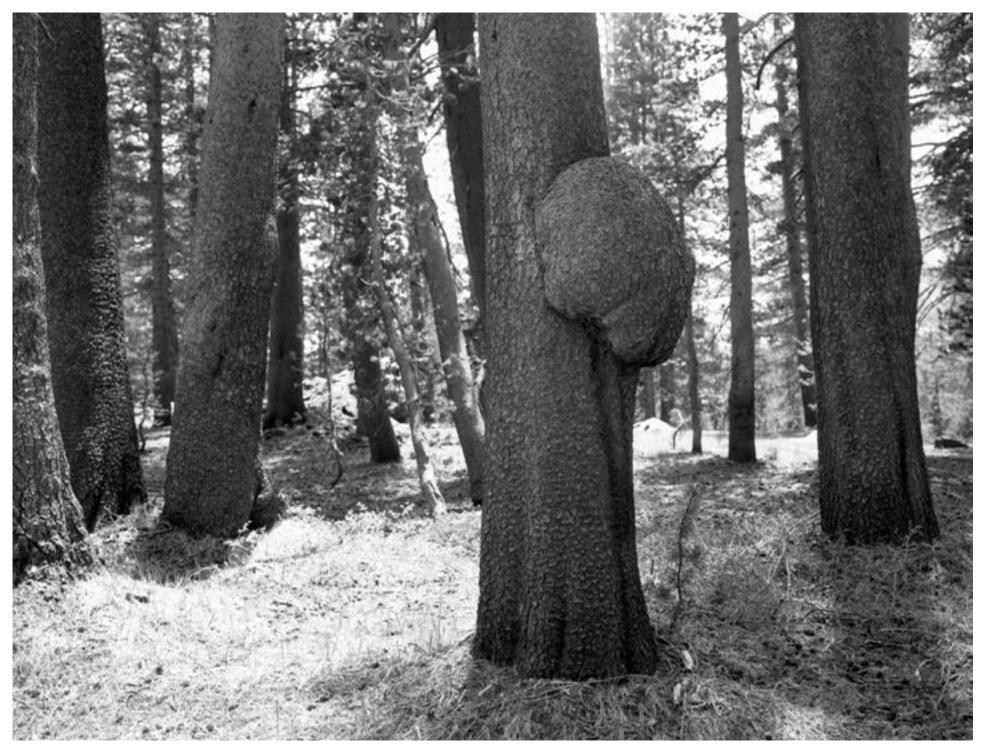
GOLDEN GATE PARK: SF



GRAND AVENUE: LA, CA



GRAVES



GROWTH



IMG045\_10



IMG047\_10



IMG64\_19



IMG64\_23





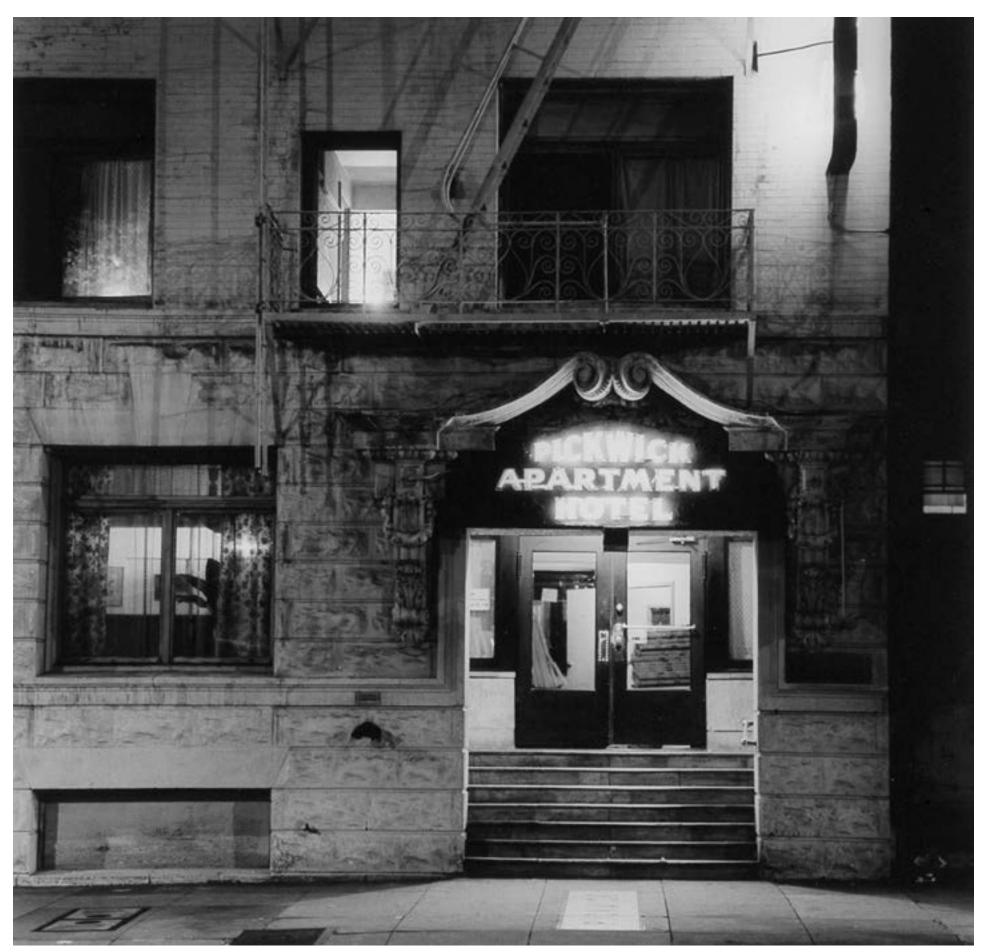
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LALA



MARION: BODEGA



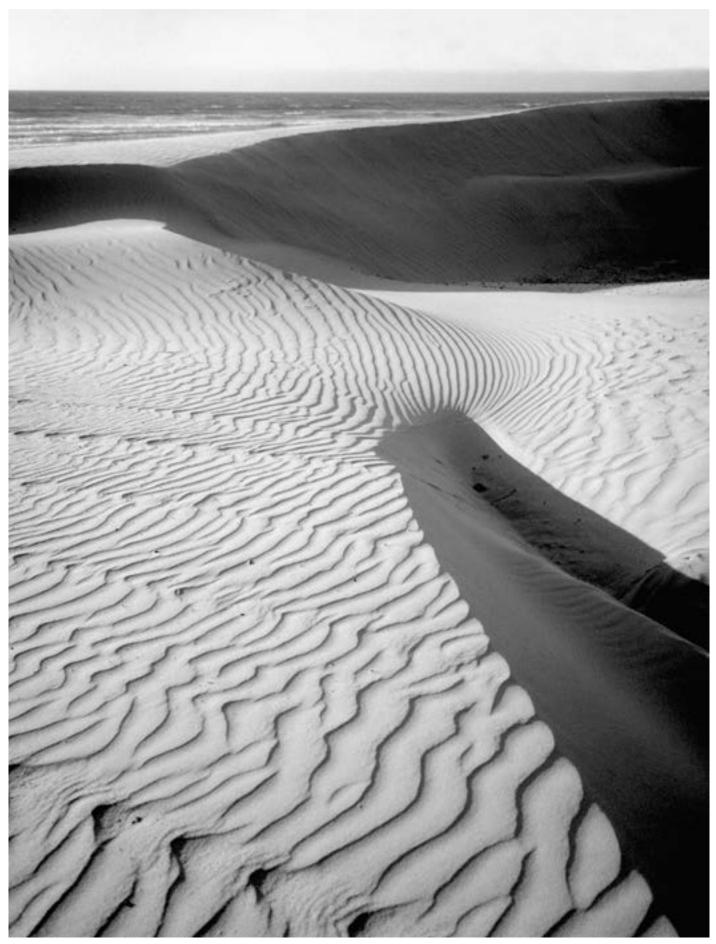
NIGHTHAWKS: PICKWICK



OAKS: PASO ROBLES



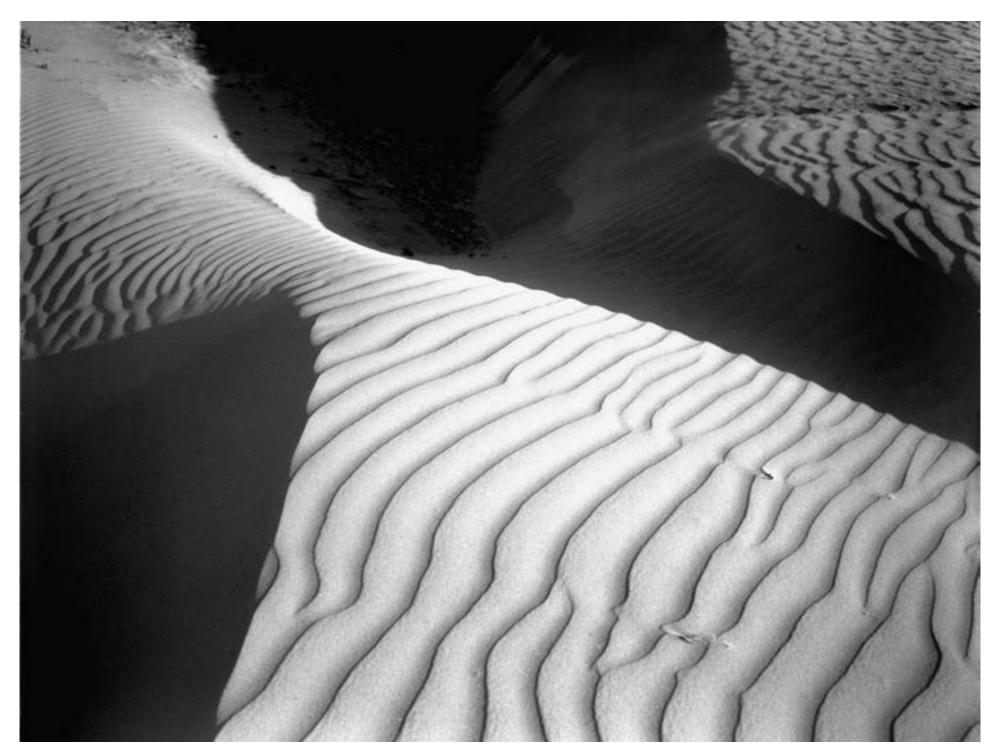
OCEANO



OCEANO 5



OCEANO DUNES



OCEANO DUNES B



OPENING: OAKLAND



SKYLIGHT: OAKLAND



PASO ROBLES 1



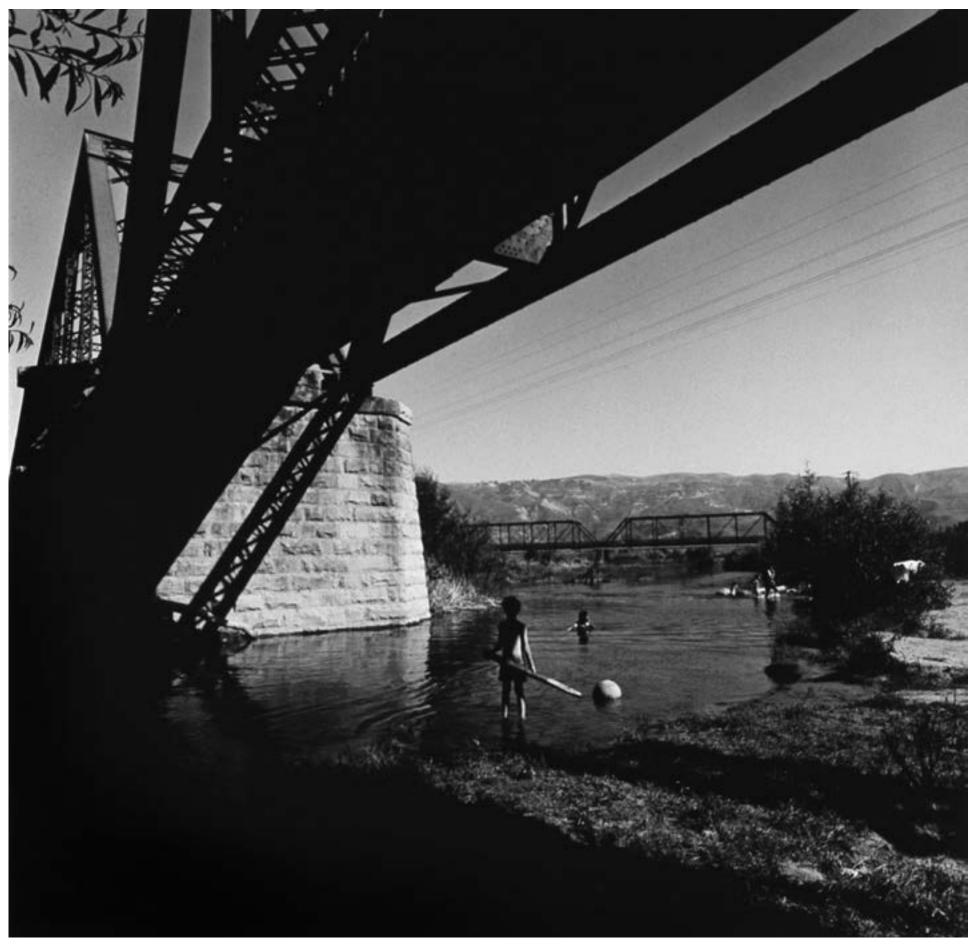
PASO ROBLES 2



PASO ROBLES 3



PINE CONES IN THE STREAM



PIRU BRIDGE



PITTSBURG, CA



RED BLUFF, CA



REFUGIO



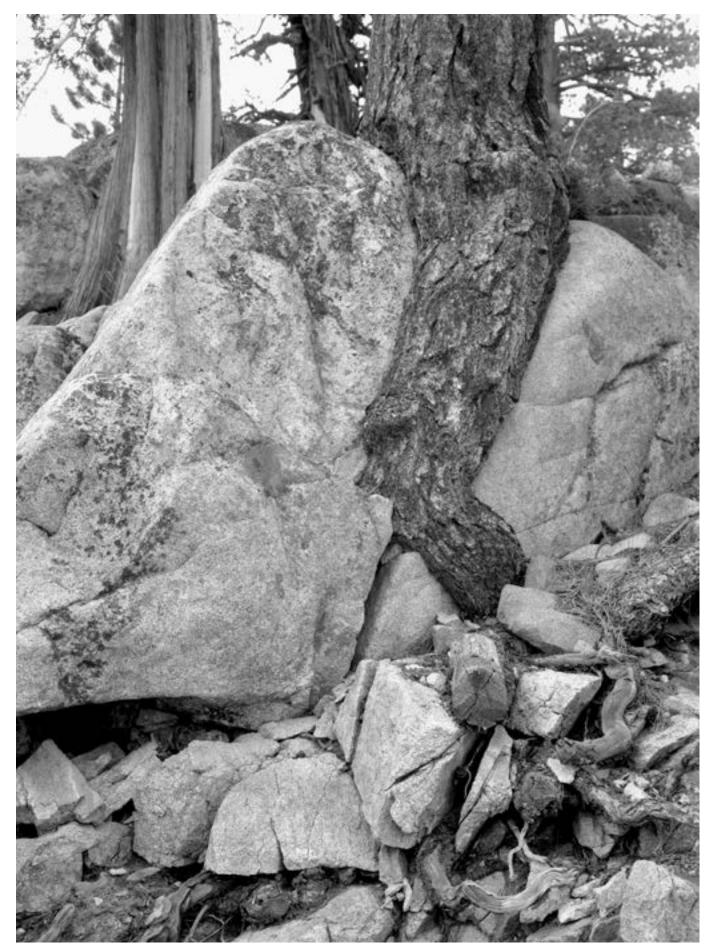
RIVER GLEN



**RIVER GLEN 4** 



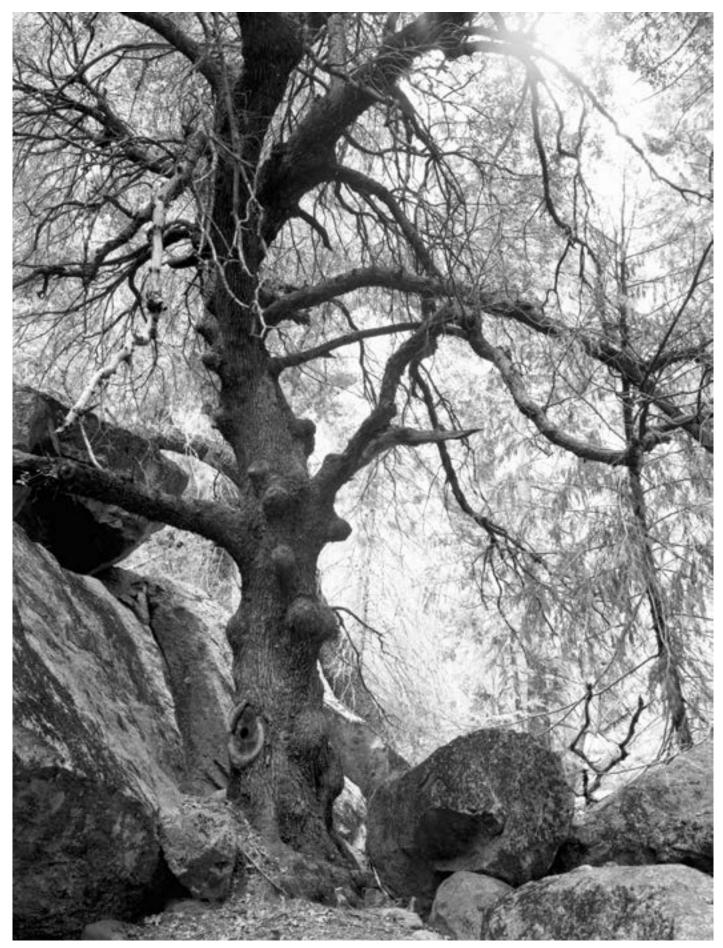
SIERRA SCULPTURE



SIERRA SPLIT



SNOW TREES



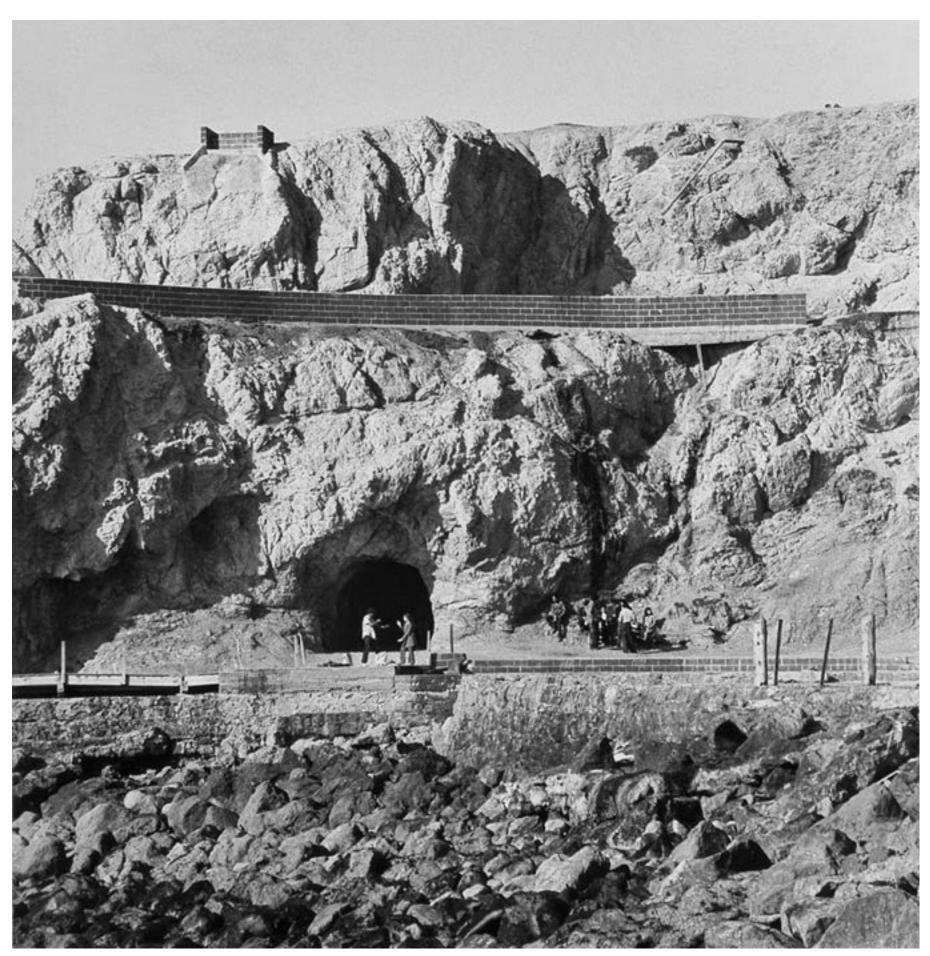
SPIRIT TREE



STREAM BOULDERS



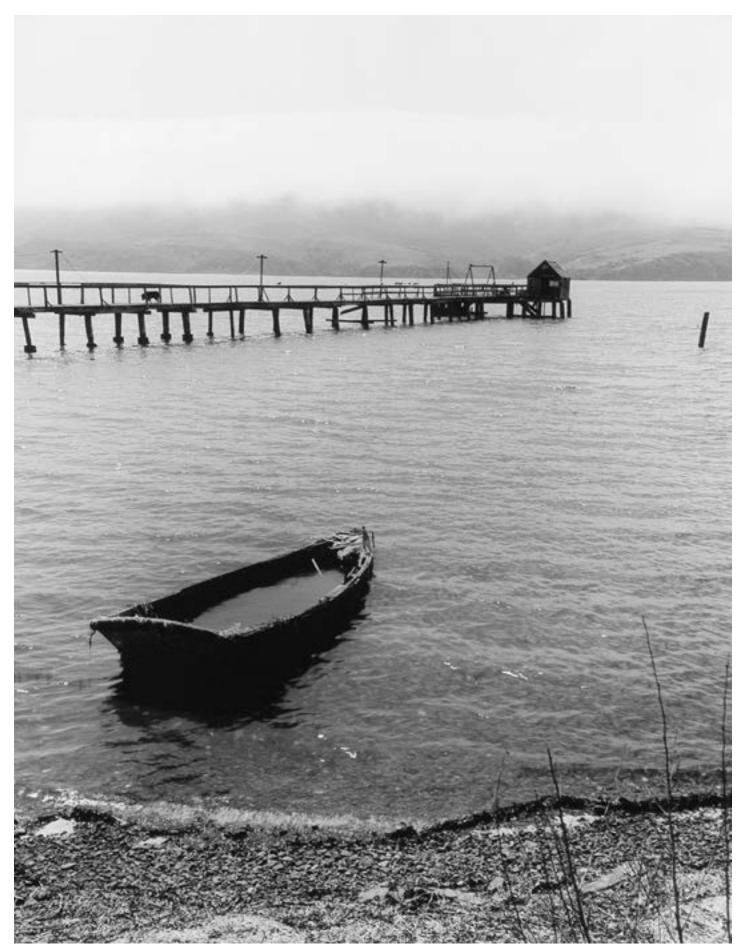
STREAM BOULDERS 4



SUTRO BATHS: SF



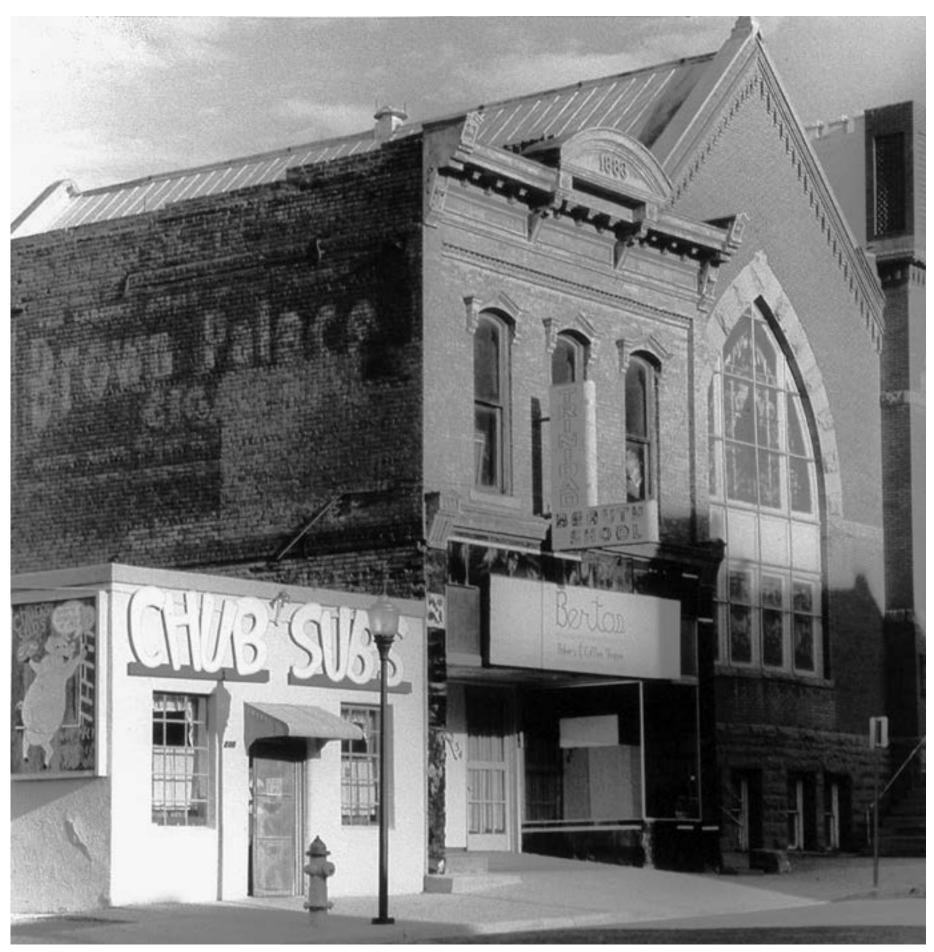
TIDE PLAIN



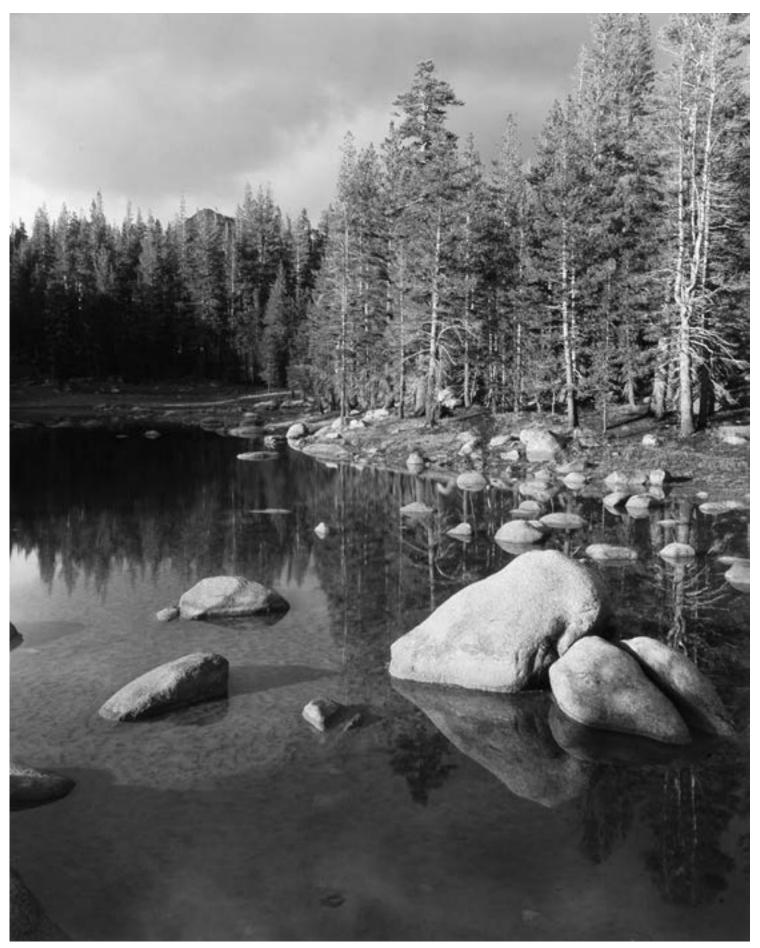
TOMALES BAY: DOG



TOMALES BAY



TRINIDAD, CO: SHOOL



TUOLUMNE SNOW MELT



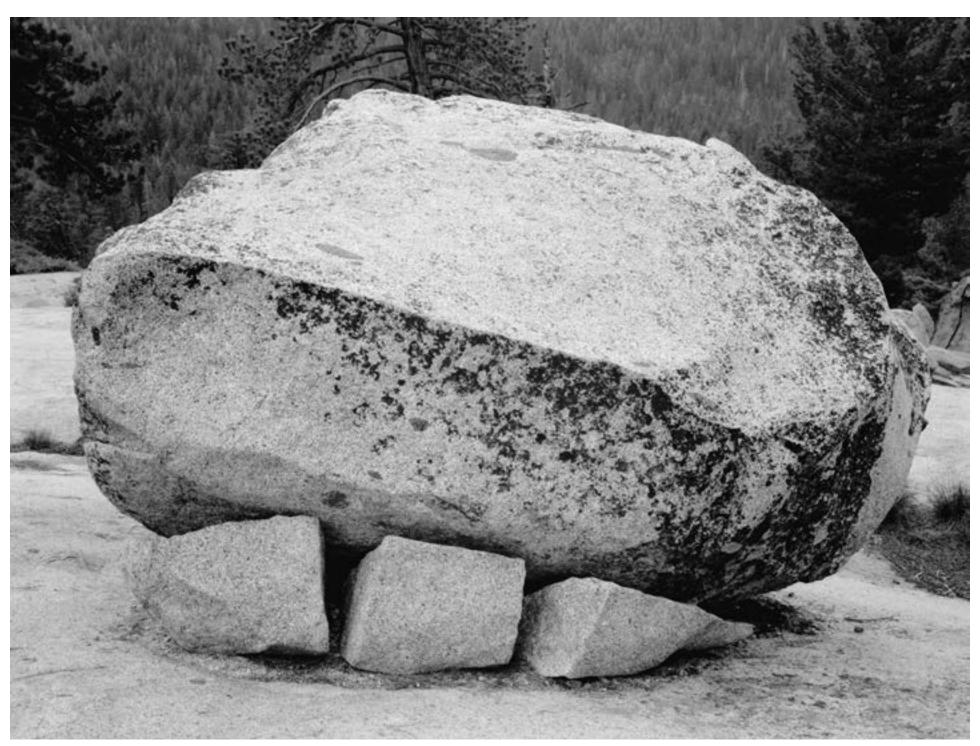
WINTER RIVER 2



YOSEMITE 7



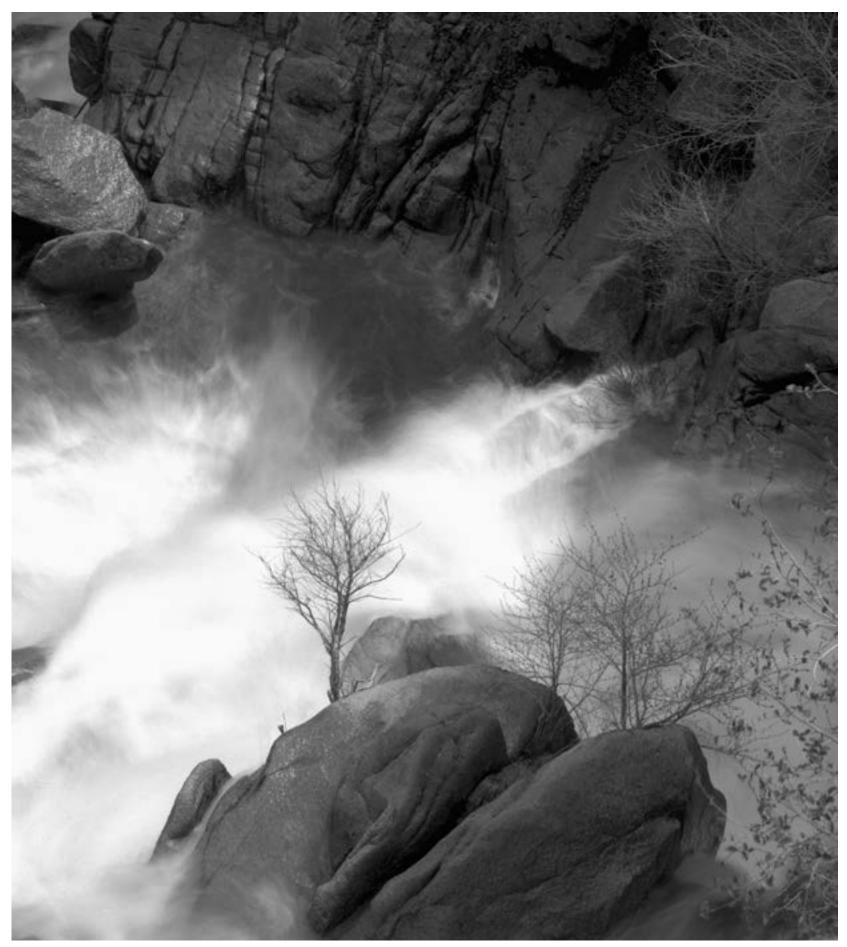
YOSEMITE BOULDERS



YOSEMITE BOULDER 1



YOSEMITE CASCADE 8



YOSEMITE FALLS



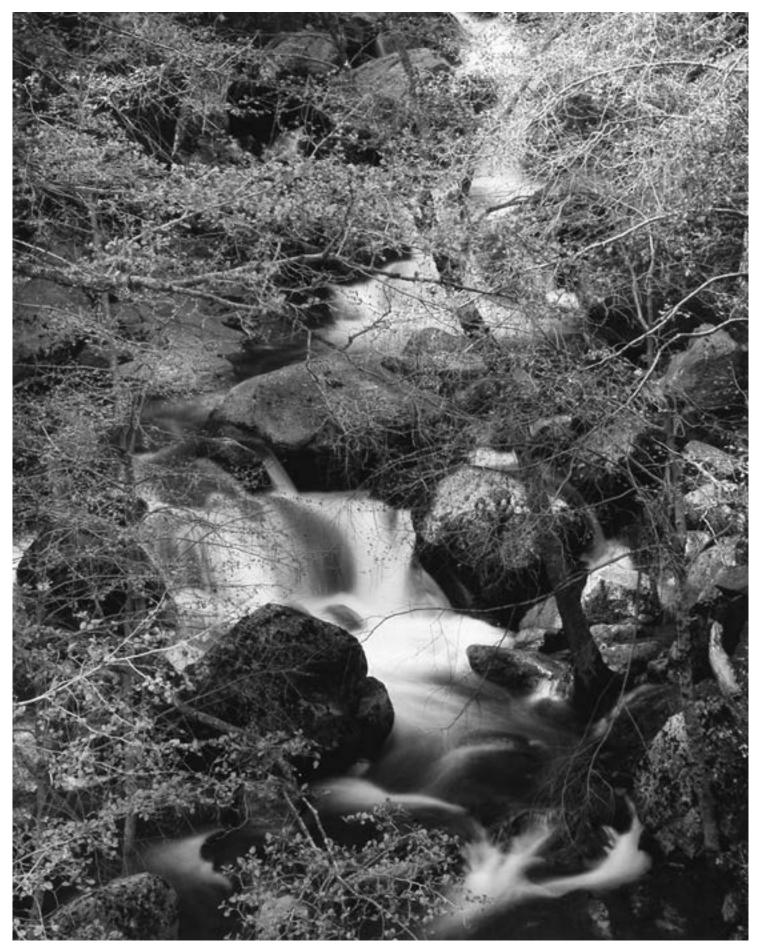
YOSEMITE PATH



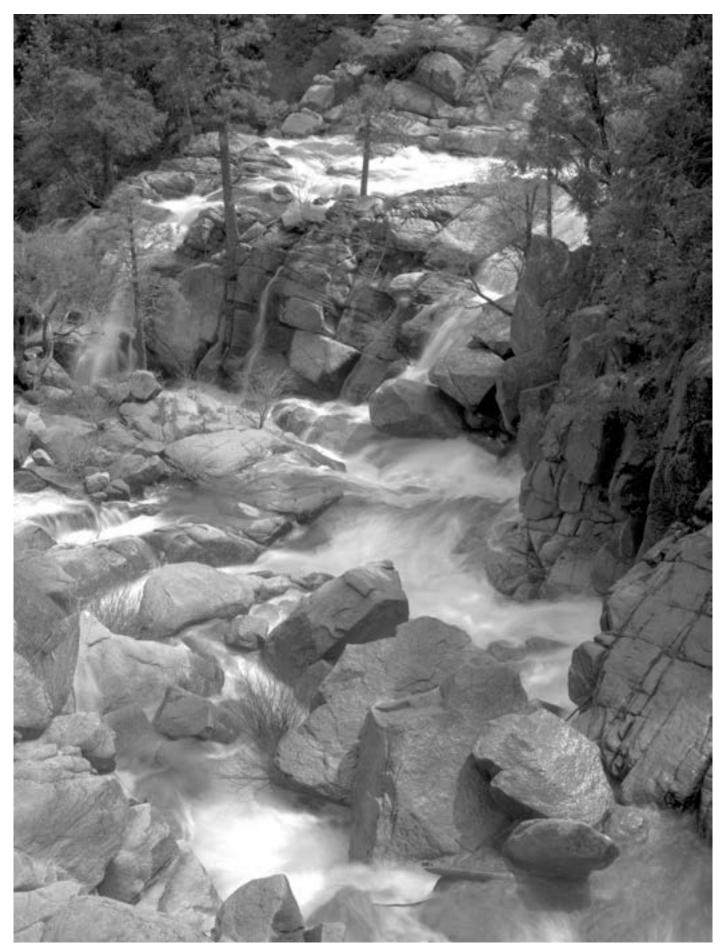
YOSEMITE RIVER



YOSEMITE STREAM B



YOSEMITE STREAM C



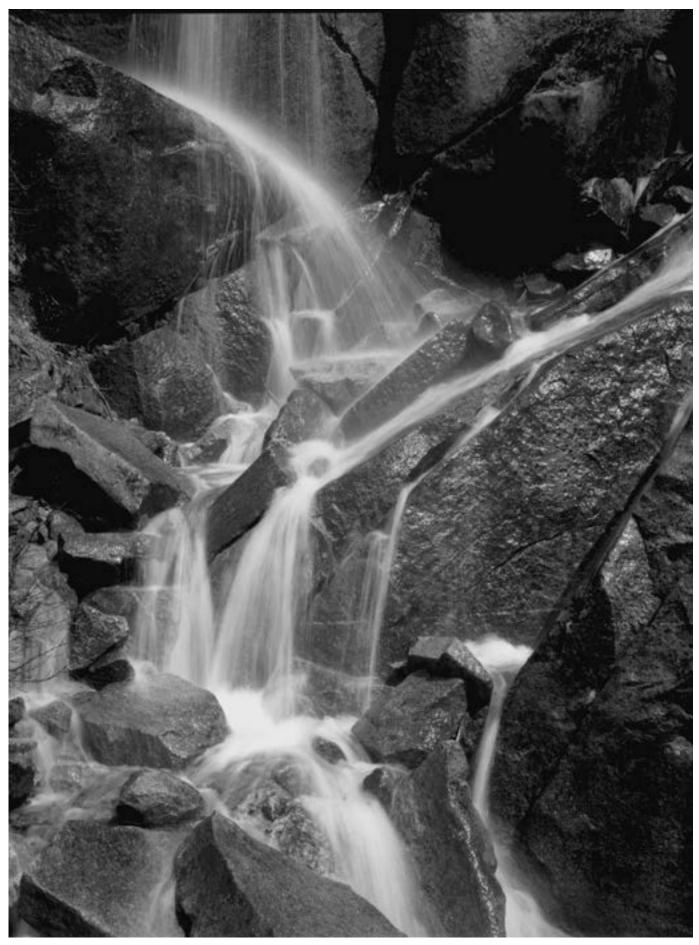
YOSEMITE STREAM 4



YOSEMITE STREAM 7

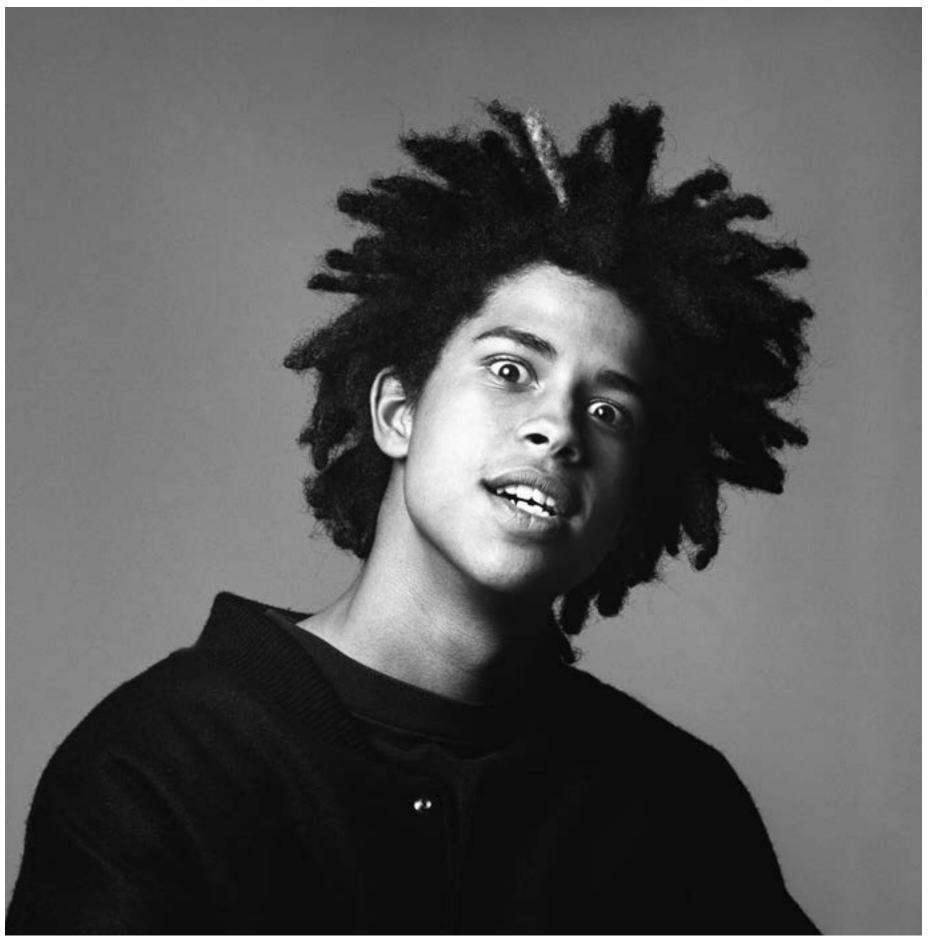


YOSEMITE VALLEY 1



YOSEMITE WATERFALL 7

## PEOPLE



ASH HUDSON



ASHLEY



ASHLEY B





BABBETTE 2



BOURBON STREET

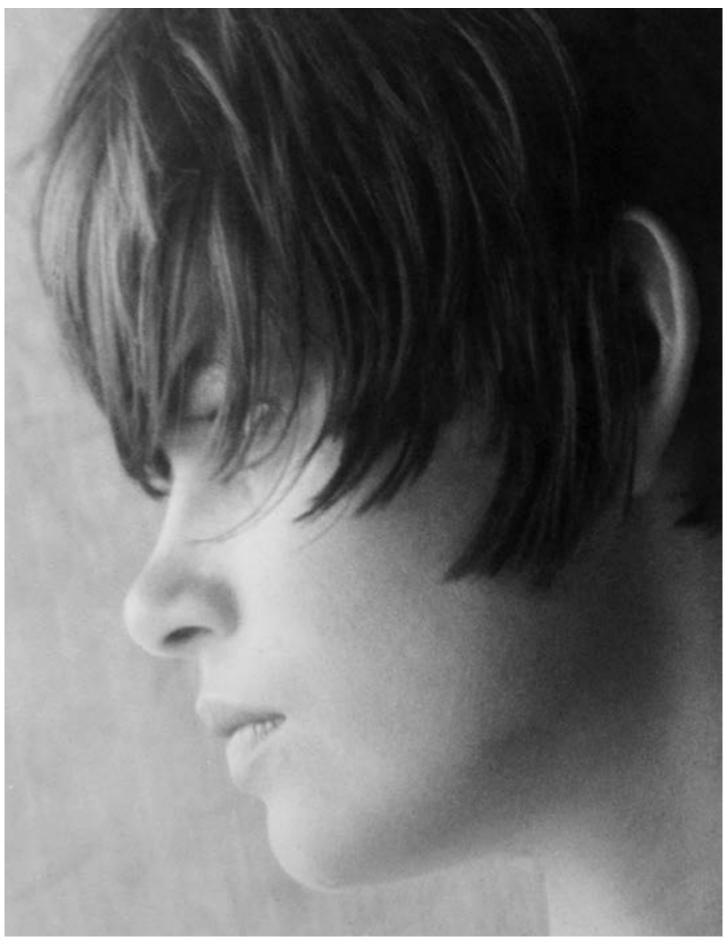


DARA WOODS: RAYETTE



DARA WOODS: RAYETTE 3





DEE: CAMBRIA



DEE: COUREGES



DEE CLAYTON: 8



DINA: PASADENA 5



DSC\_9211



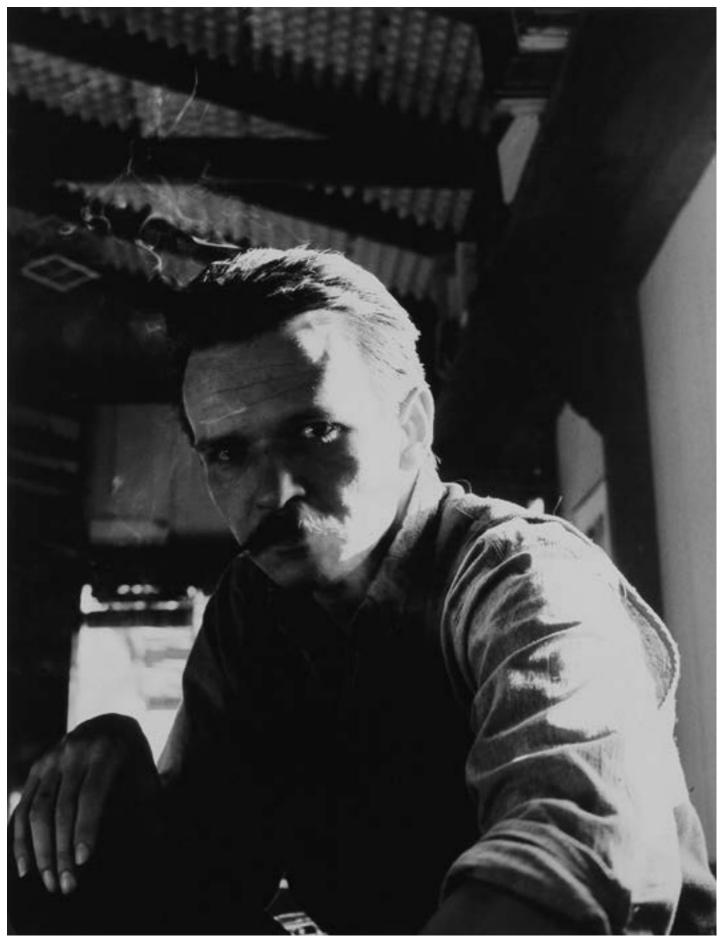
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DSC\_9435



ERICA



EVERETT JENSEN: ARTIST: MORRO



FLAG FLIP



HAMBURG HARBOR



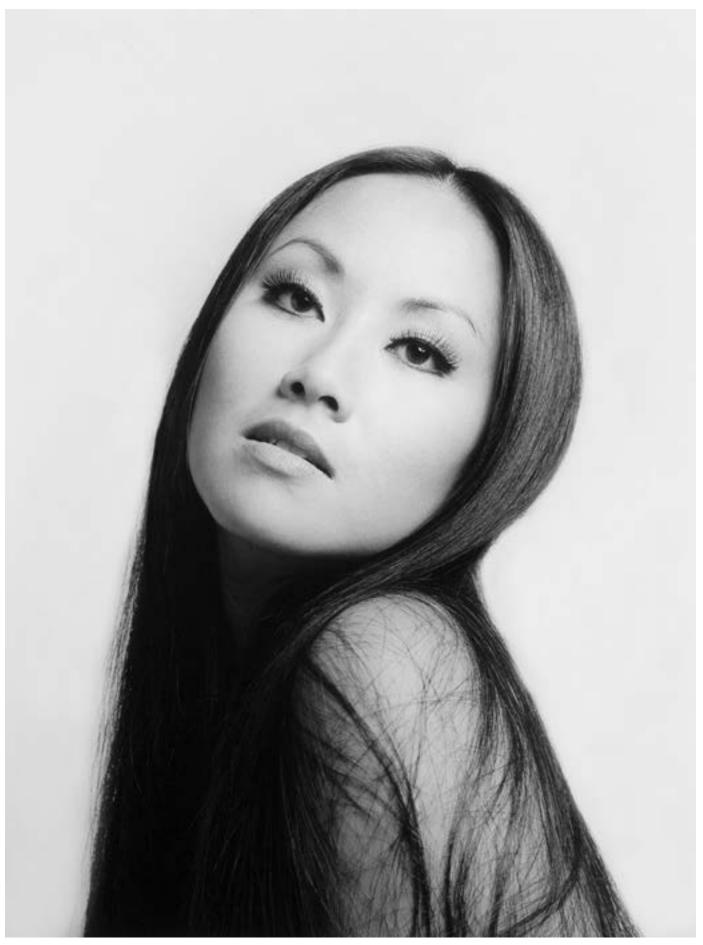
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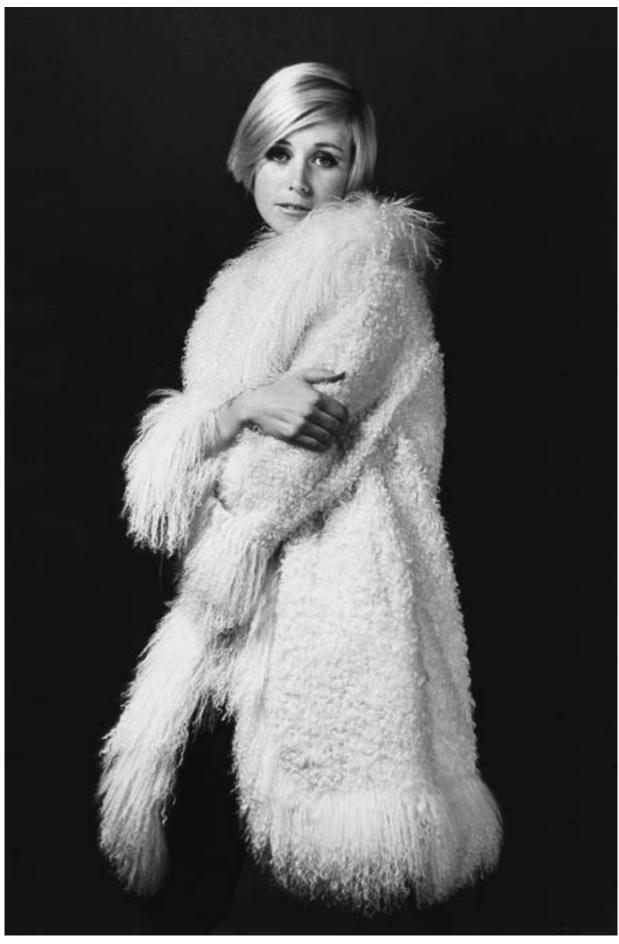
JENNIFER LEE



JESSICA



JESSICA: AFRICAN PRINT



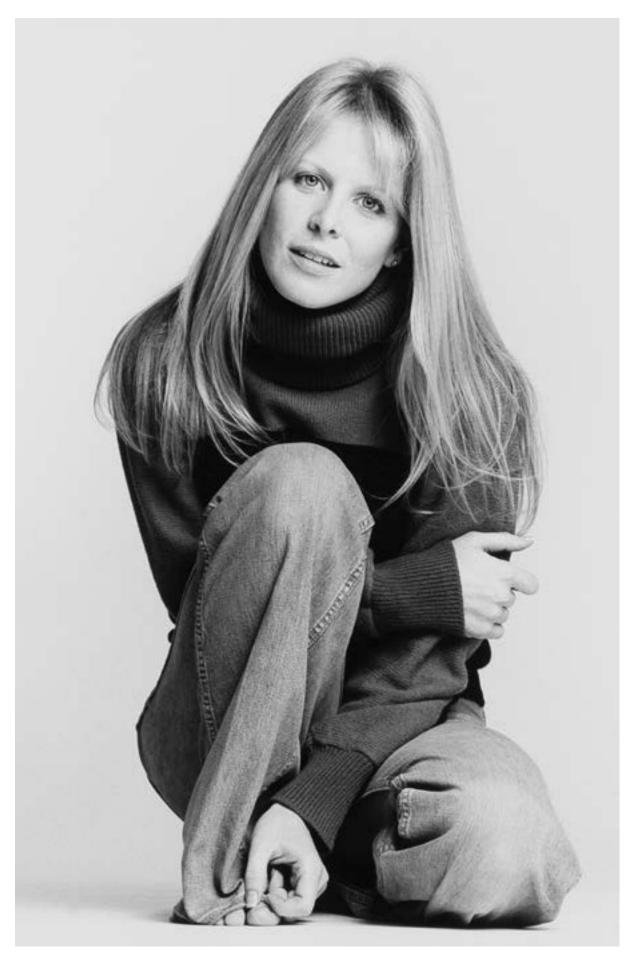
JESSICA: COAT



JESSICA AND PRISCILLA



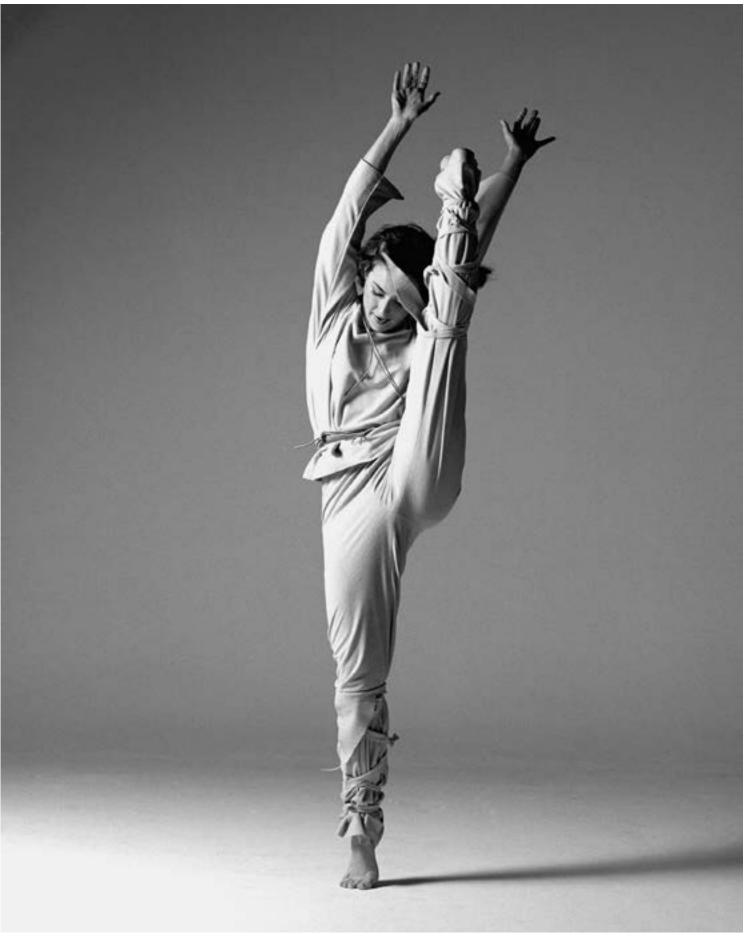
JESSICA RICE



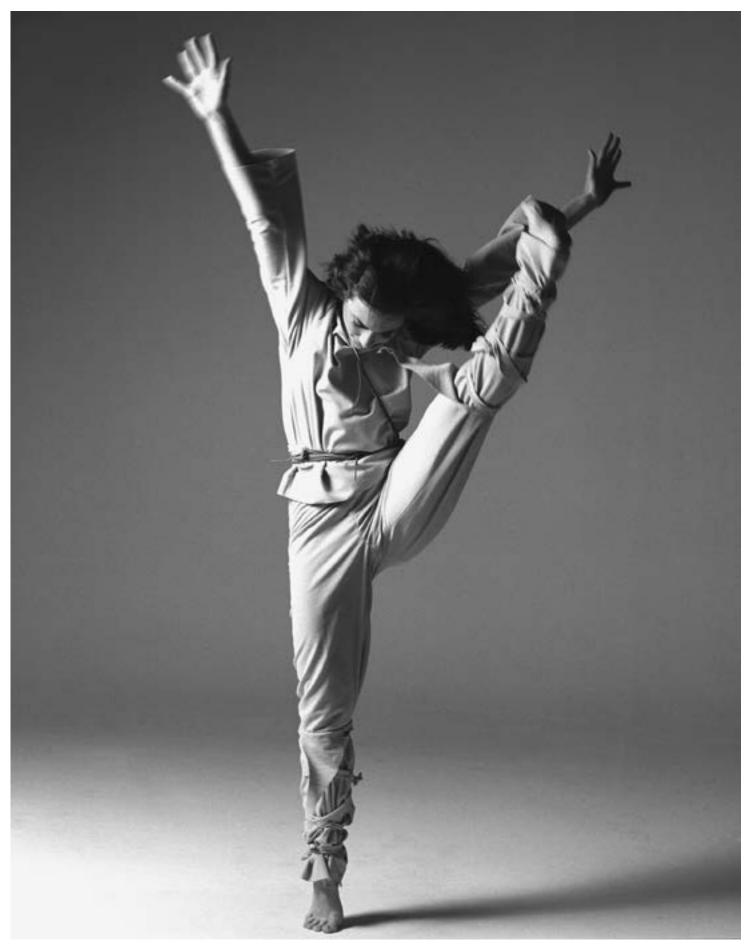
KAREN LAMB



LINDA GOLD



LINDA GOLD: 2



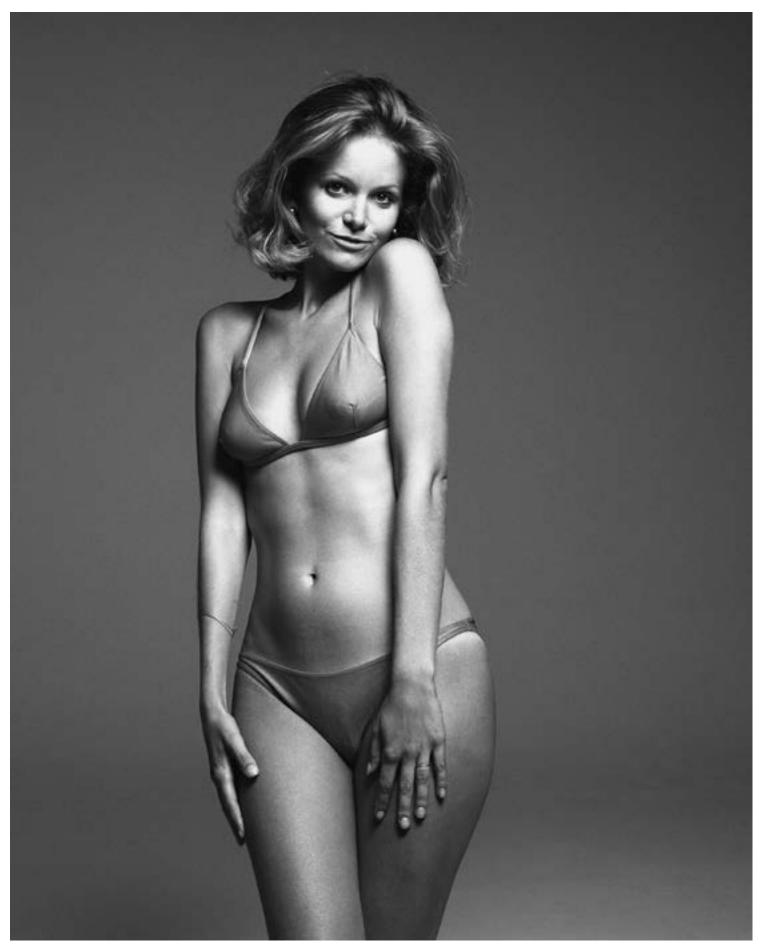
LINDA GOLD: 3



LORI: BERKELEY MUD FLATS



LYNN BARRY



MAGGIE A



MAGGIE B



OLA HUDSON AND SON



OLGA: B





PAM GRIER: 2



PAM GRIER: 3



POPCORN MAN: COPENHAGEN



PRISCILLA ENGLISH



SAN FRANCISCO BEACH



SARA: FLIP 8



SARA: FLIP HAZARD CANYON



SARA KAPP: FLIP HAZARD CANYON



SHARON MAHER: 2



SLIDE



SMOG SMC: AA



SMOG SMC: B



SONDRA CURRIE



SONDRA CURRIE



STREET: LAUGH



TANYA: 6



TATE: 2



TINA: BERKELEY



TOM AND JESSICA



TOM AND JESSICA: SF9



TOM AND JESSICA: 2



VONETTA MCGEE



WITMER STREET KIDS



YVETTE M

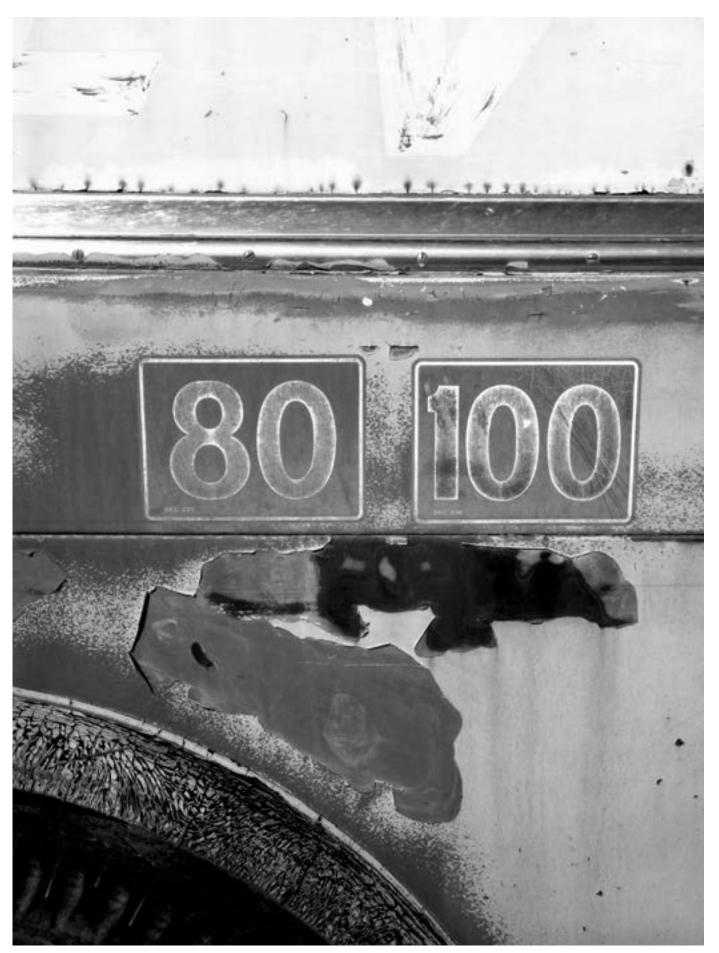


YVETTE MIMIEUX



YVETTE

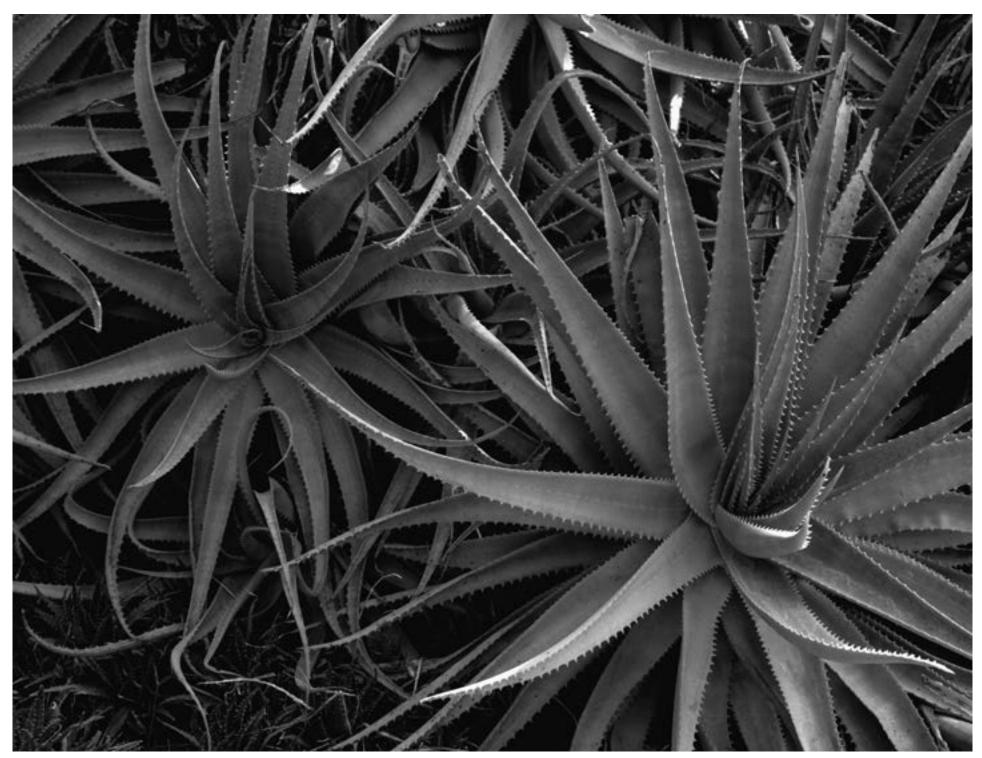
## THINGS



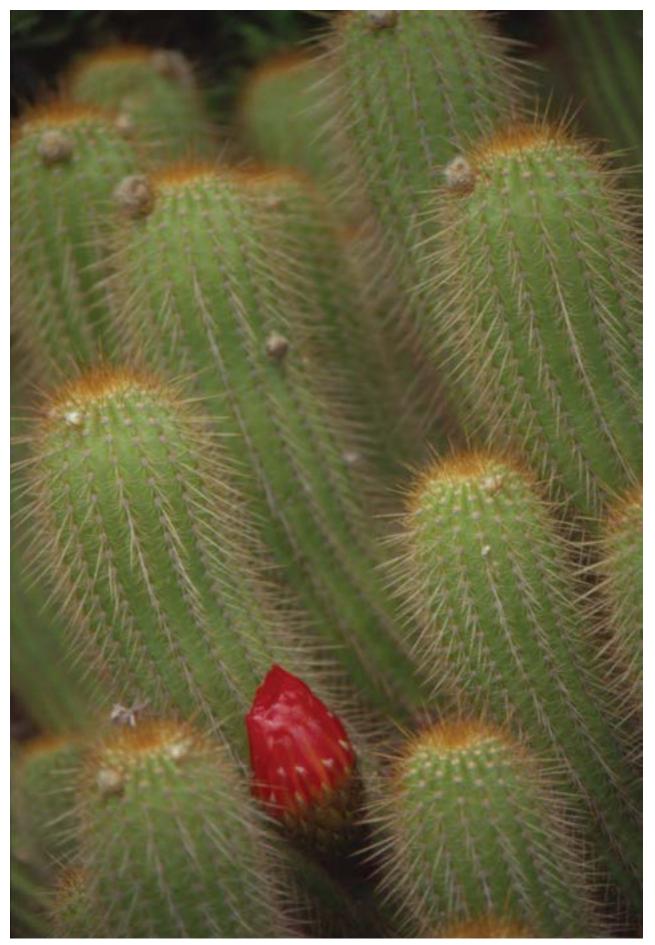




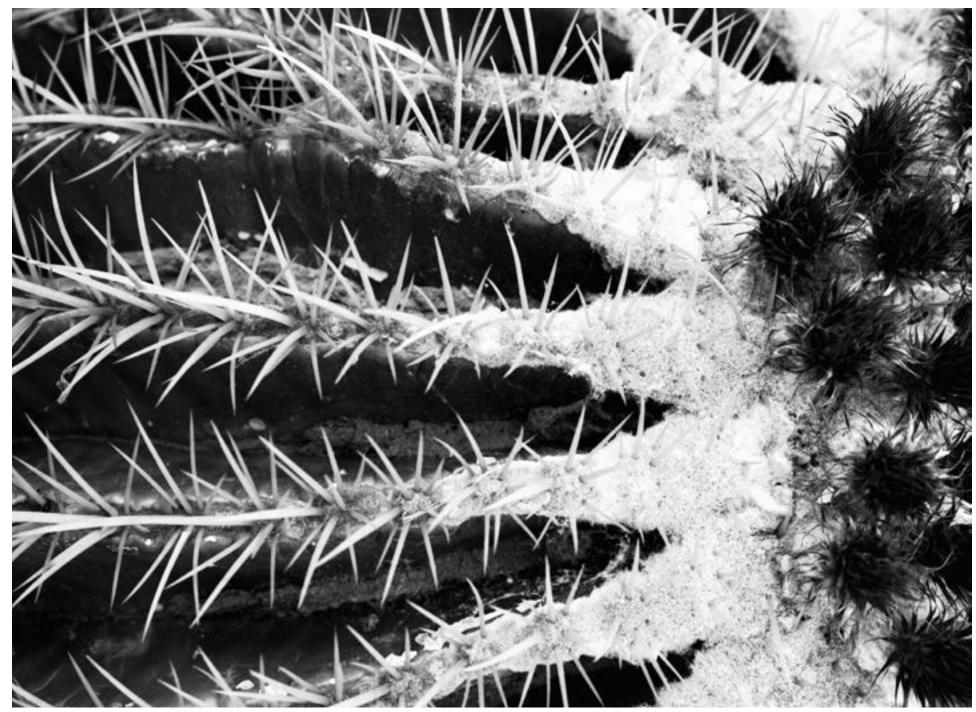
AGROUND: 2



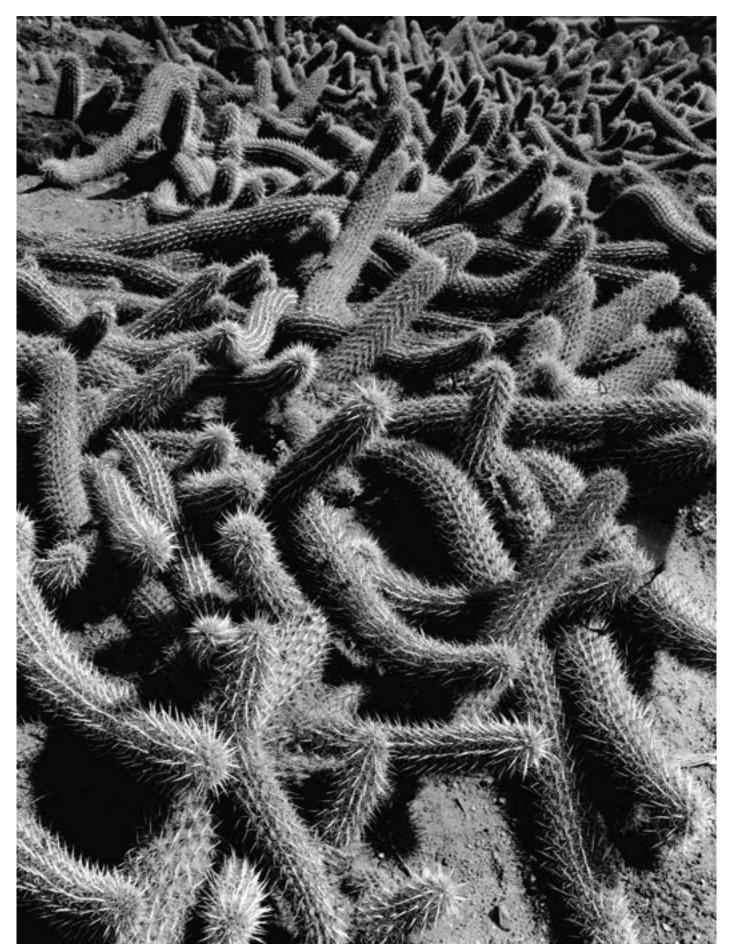
ALOE: 3 LITE



CACTUS FLOWER



CACTUS: 2



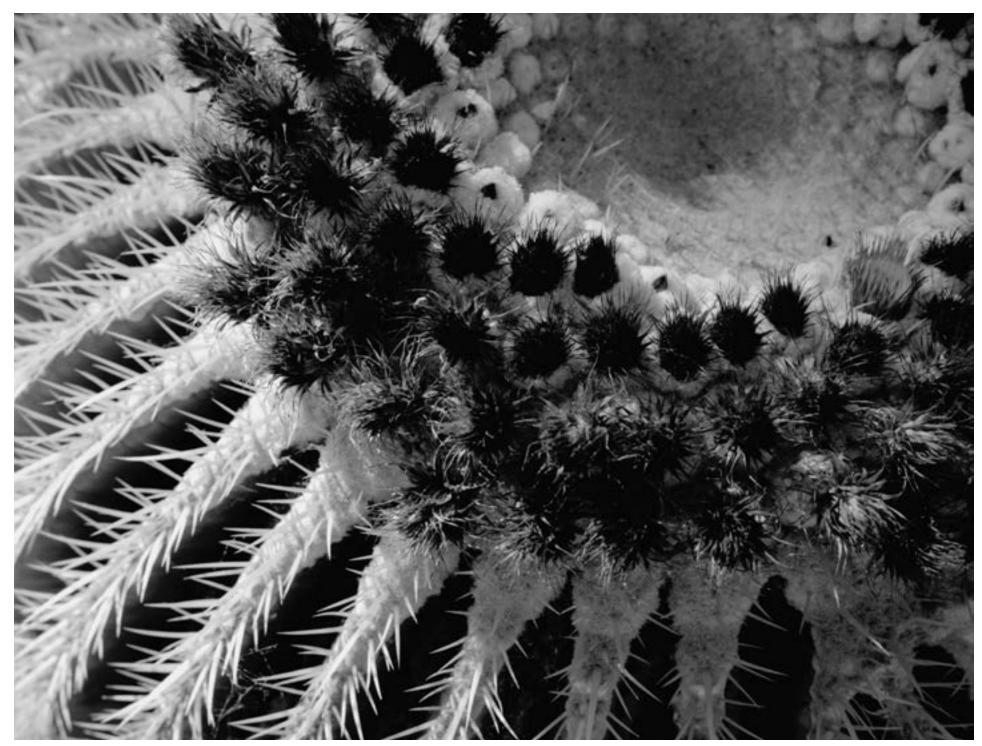
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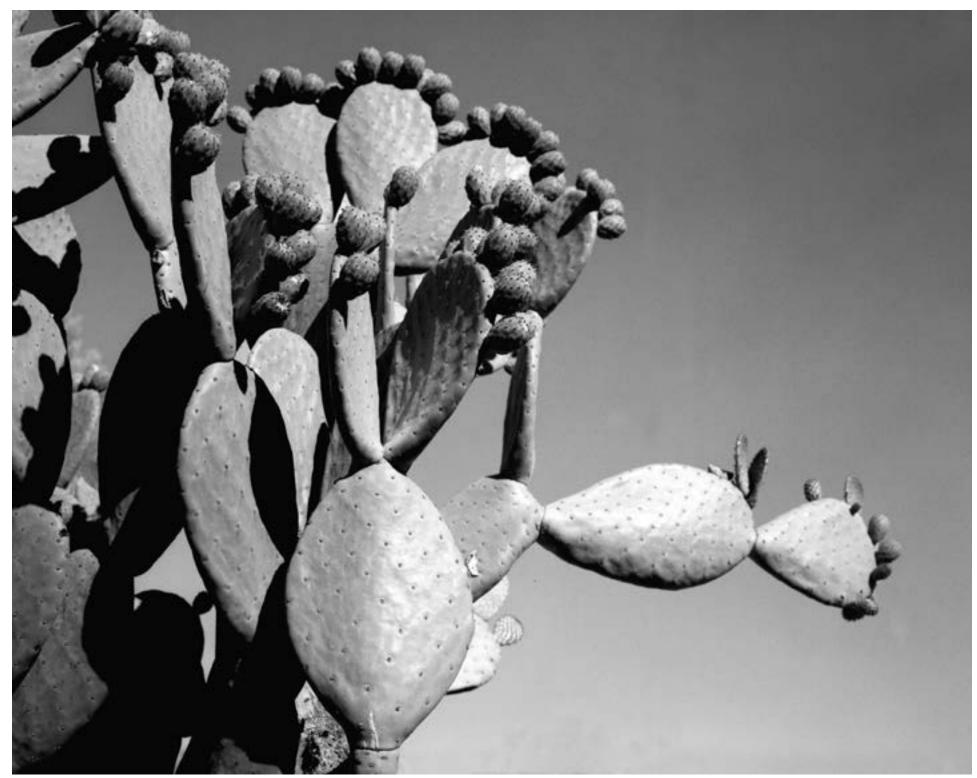
CACTUS: 5



CACTUS: 6



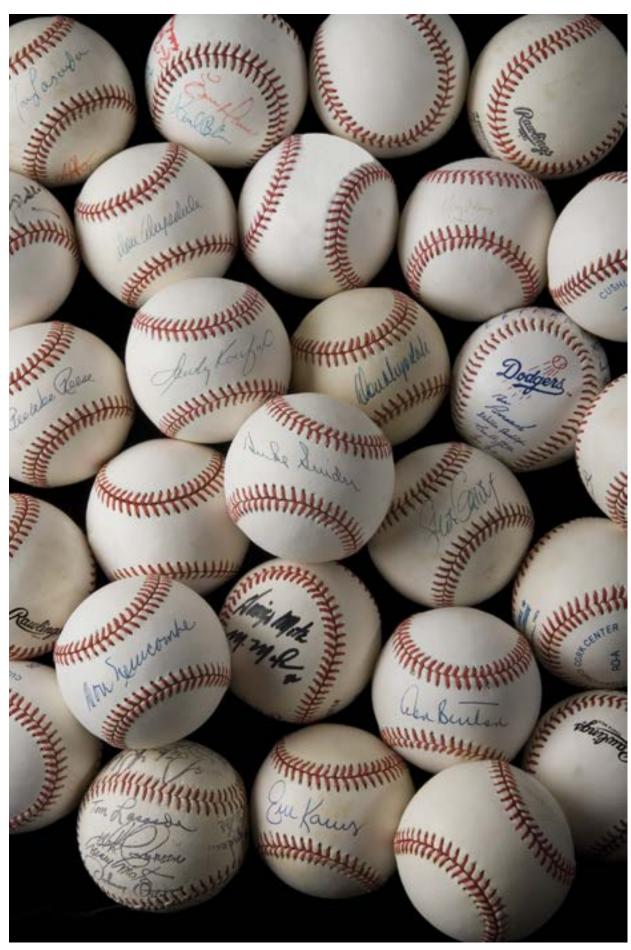
CACTUS: 8



CACTUS: 9



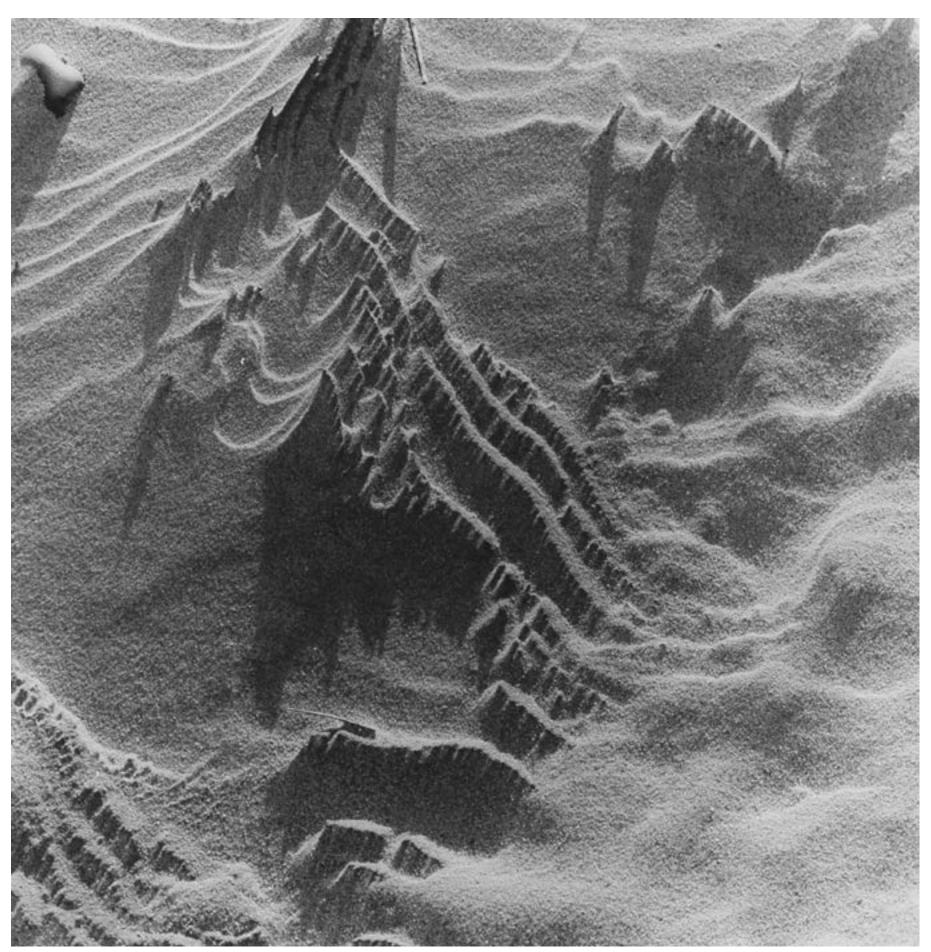
CACTUS: MISSION BAUTISTA



DODGER BASEBALLS

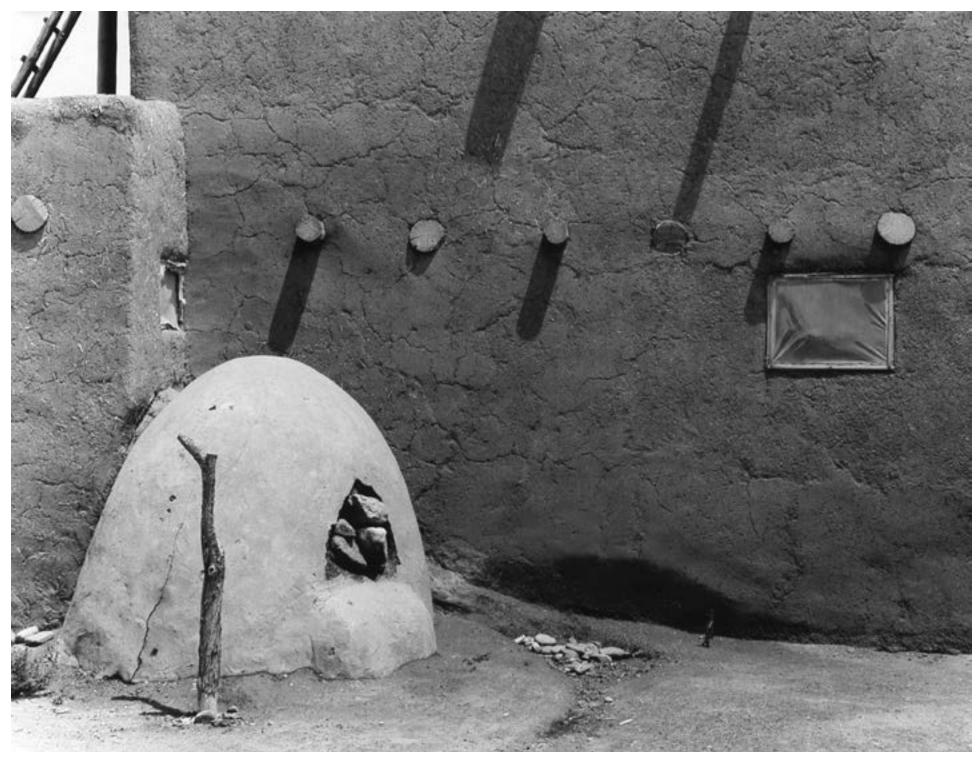


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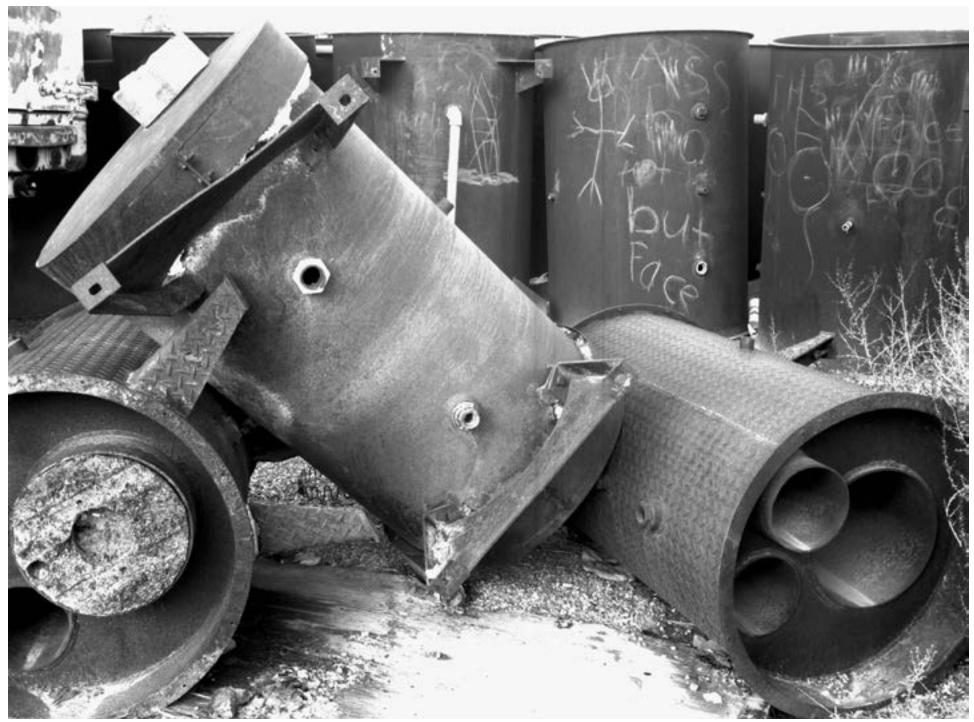
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TAOS



DSC\_9447



DUMP



EWE TURN

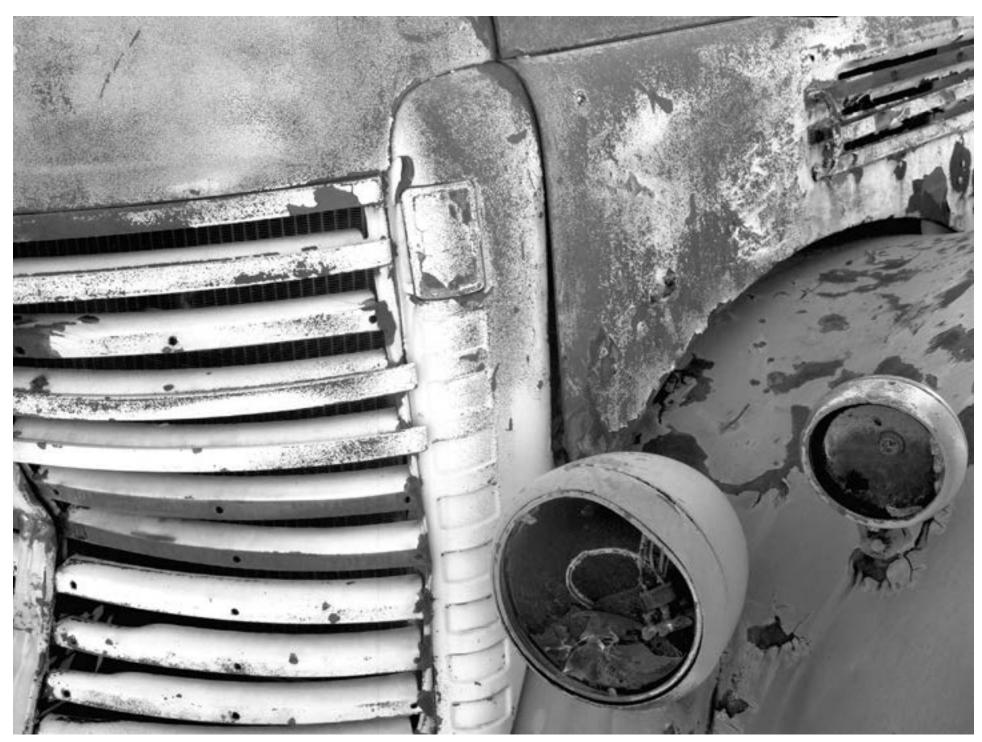




GRILL



HEADLIGHT



HEAP: 3



MUMS



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IMG018\_4



IMG024\_5



IMG64\_22



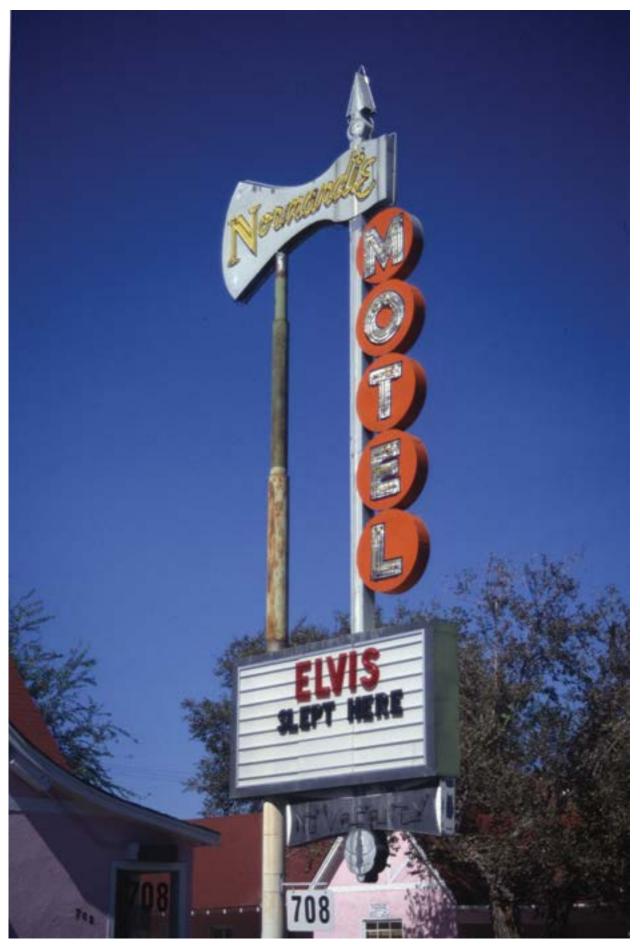
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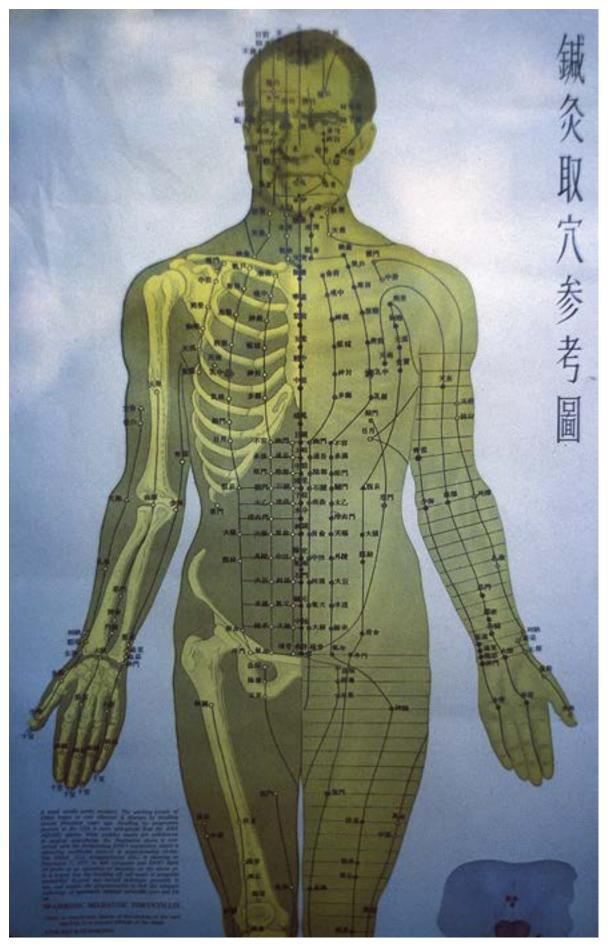
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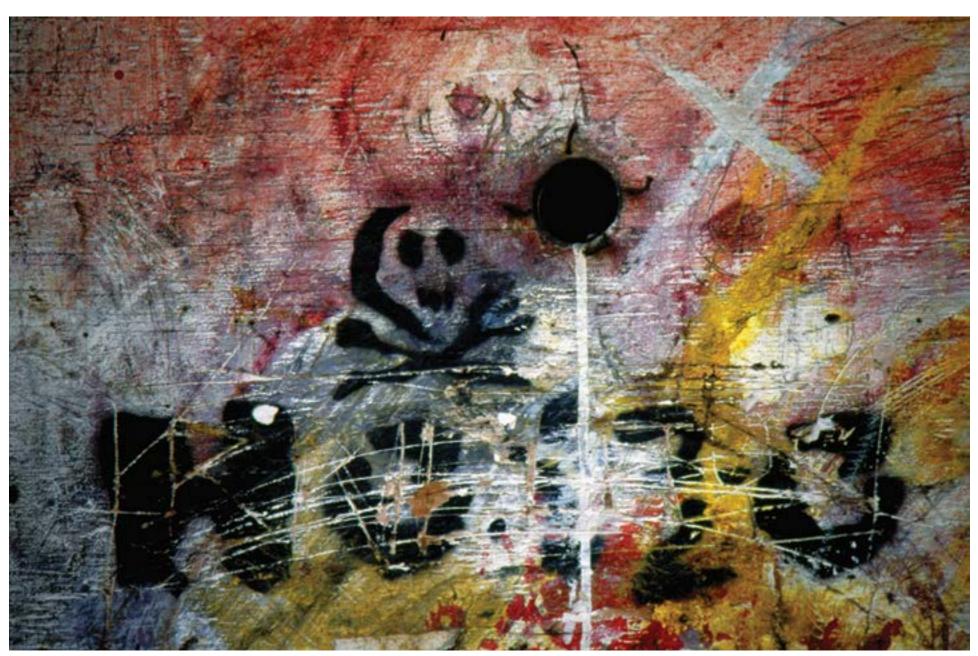
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IMG66\_25



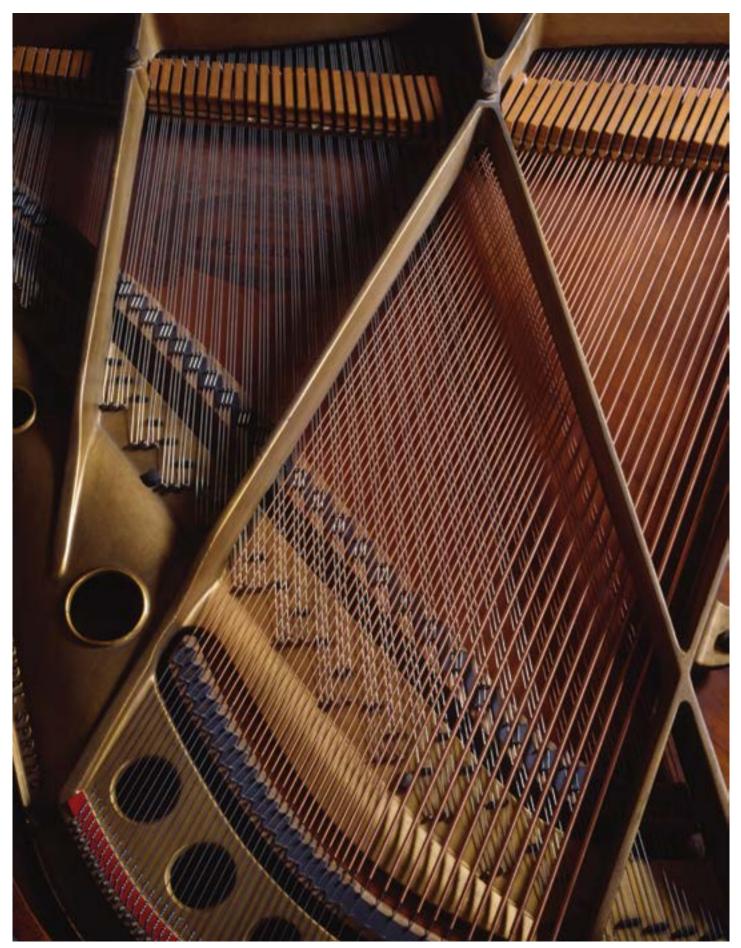
NIXON: 2



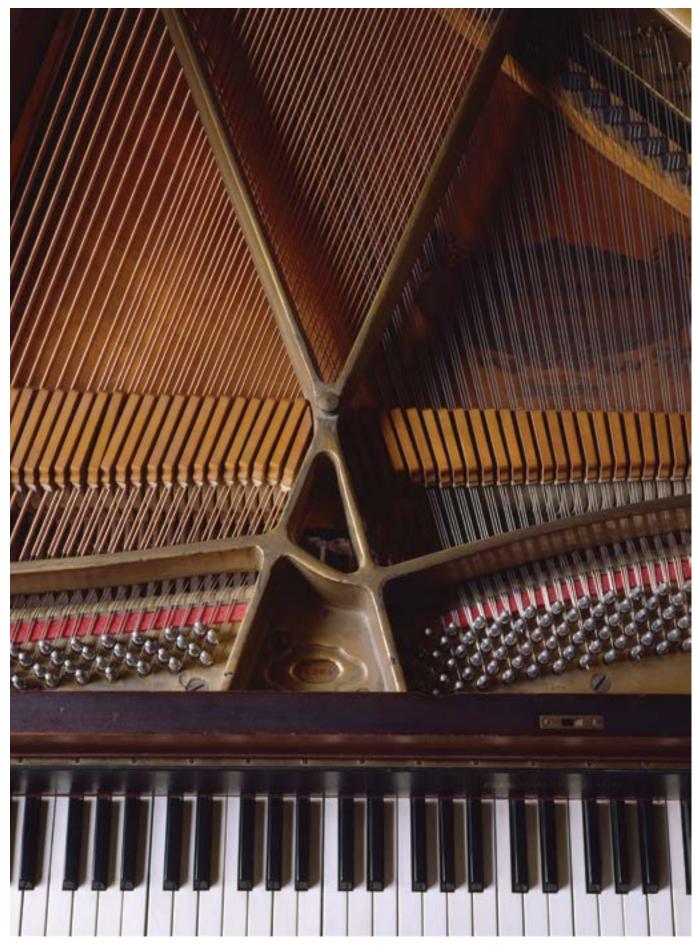
NO



PIANO: 1



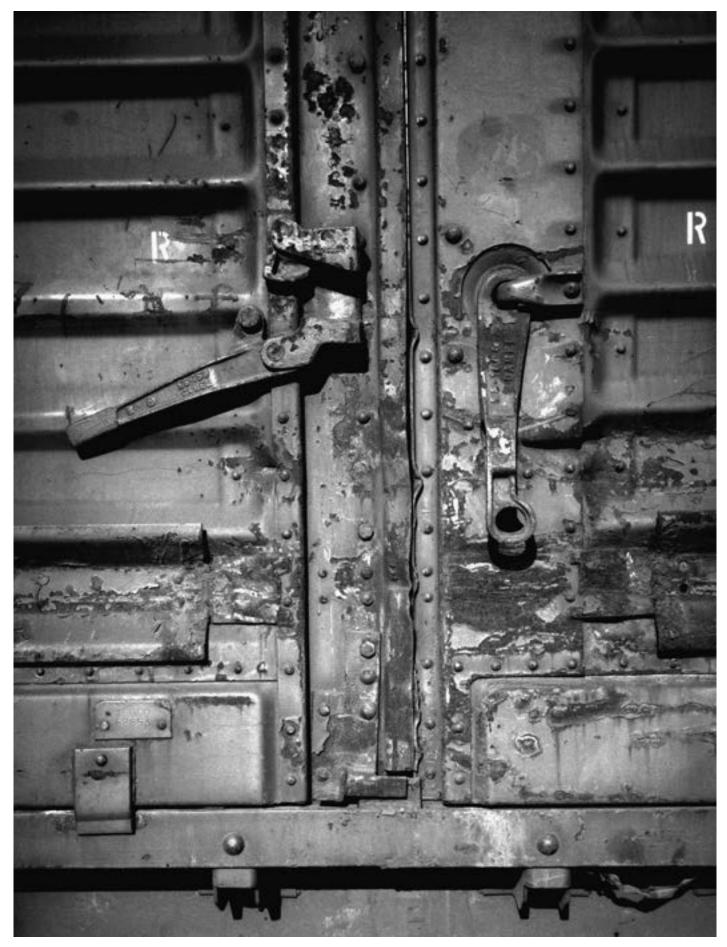
PIANO: 2



PIANO: 3



PREDATOR

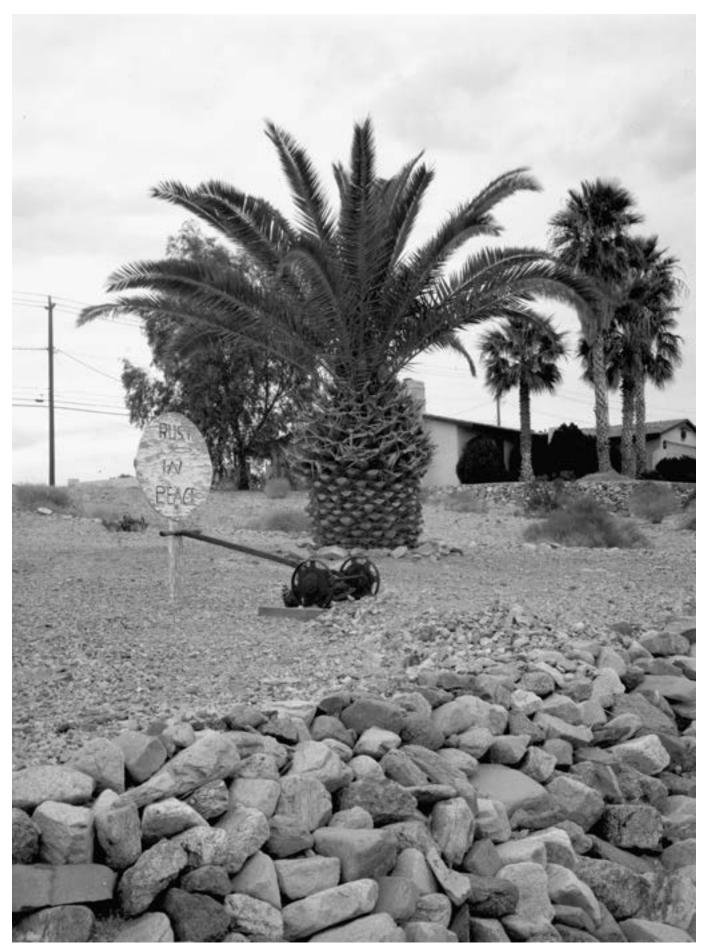




REFLECT



RENAULT: PARIS



RUST IN PEACE



SANTA SPIRIT



SEAGULL



TIES THAT BIND



TRUCK CAB



TRUCK DOOR



UMBRELLAS

## ABSTRACTS

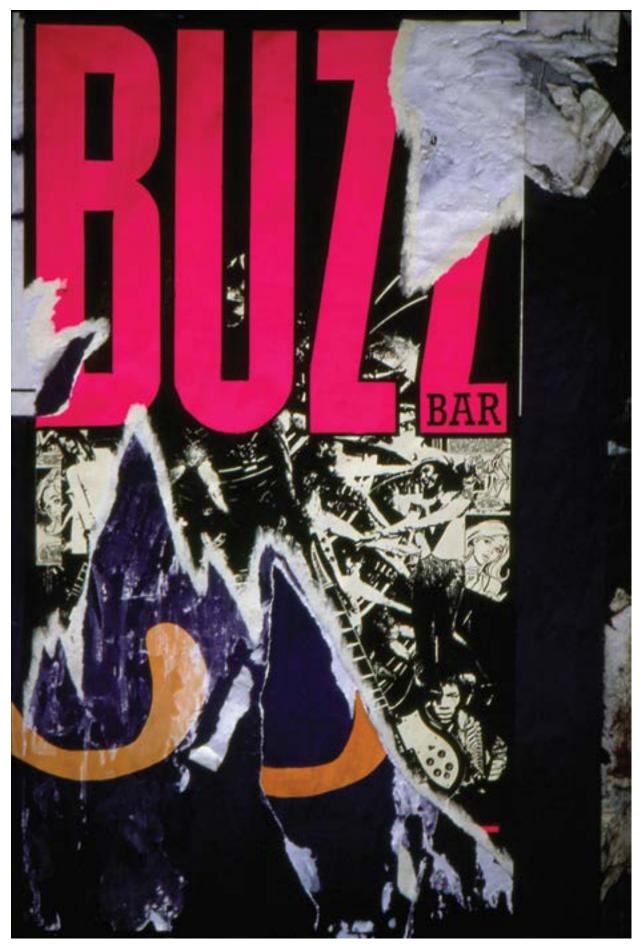


1881: YUGOSLAVIA

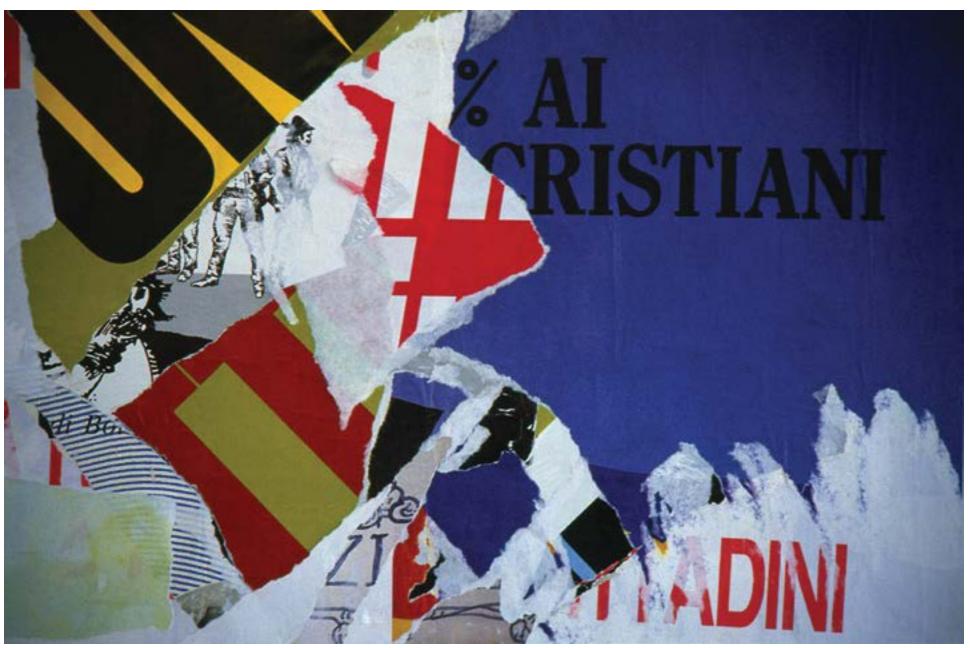


AFFALD





BUZZ BAR



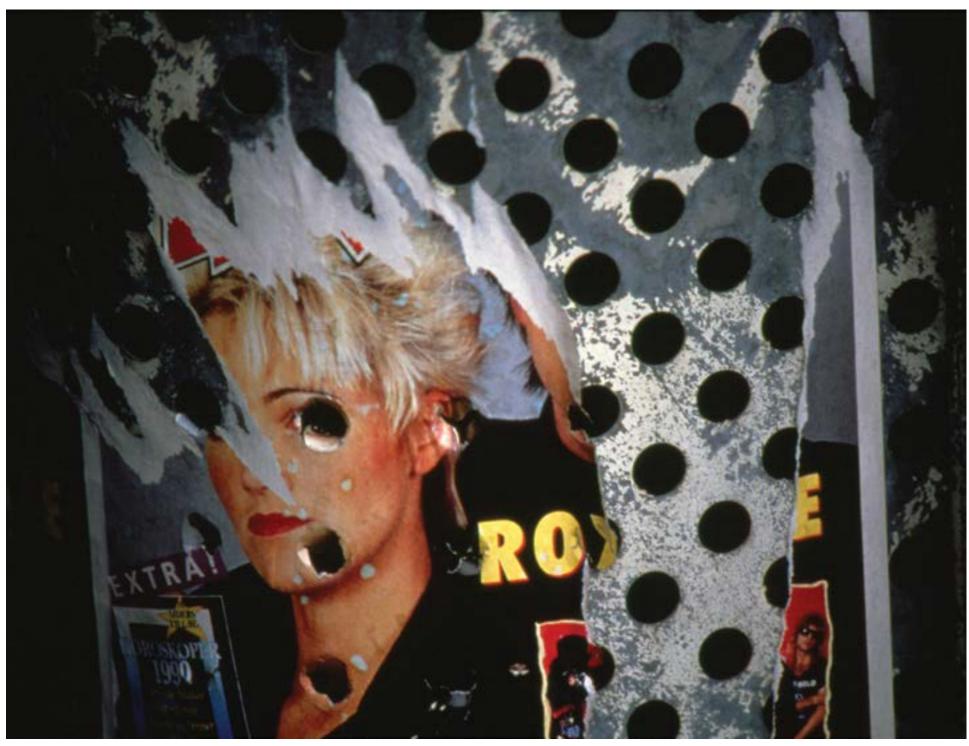
CHRISTIANI



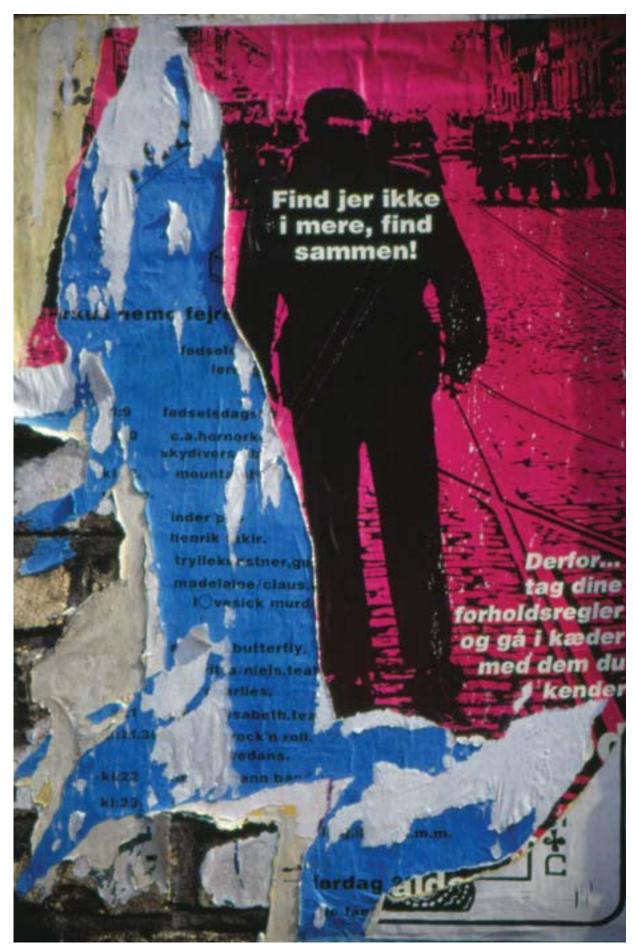
DIKT



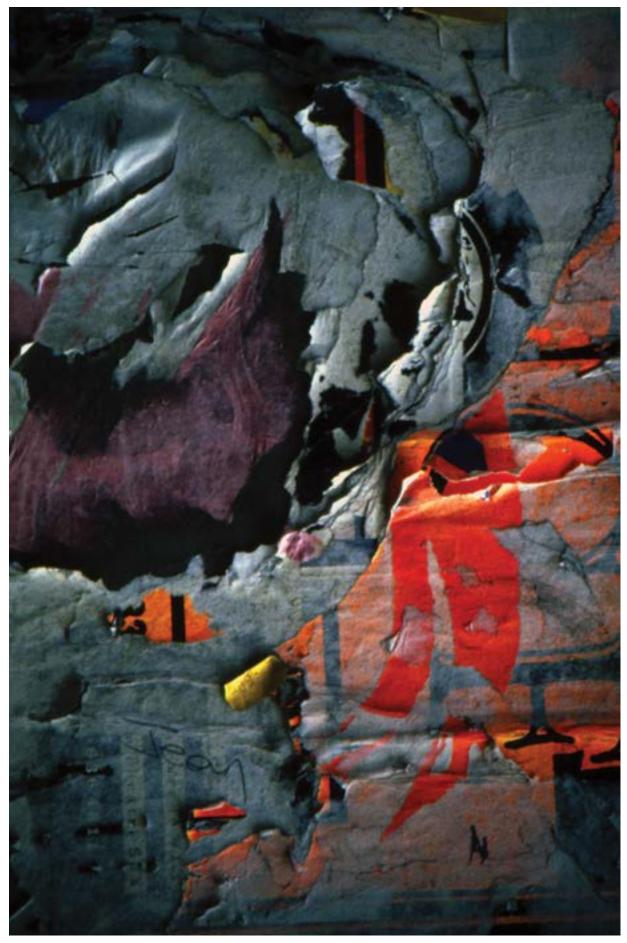
EFACED



EXTRA



FIND JER IKKE



JEAN



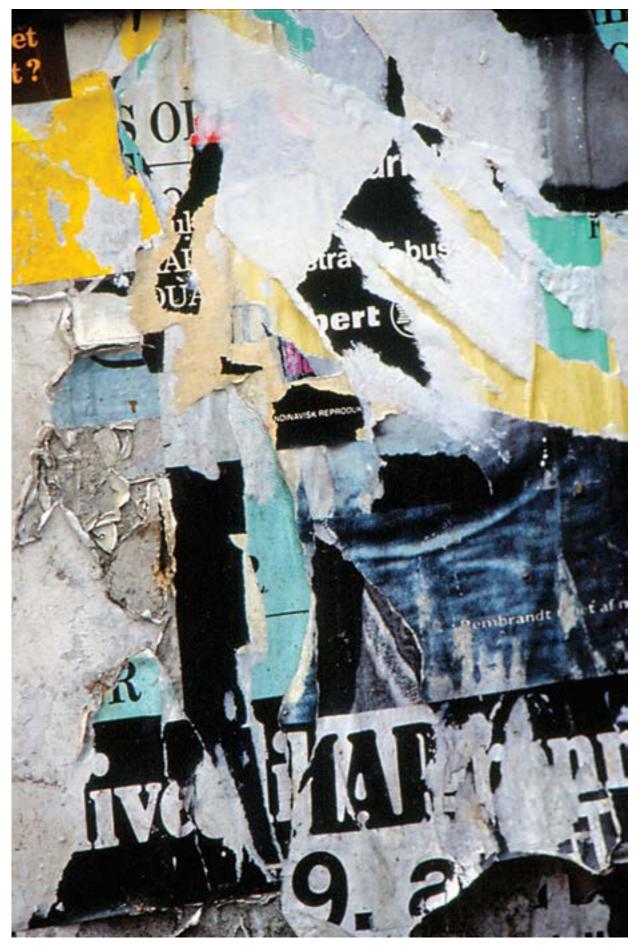
K: 10



ORANGE HAND



POSTER



REMBRANDT



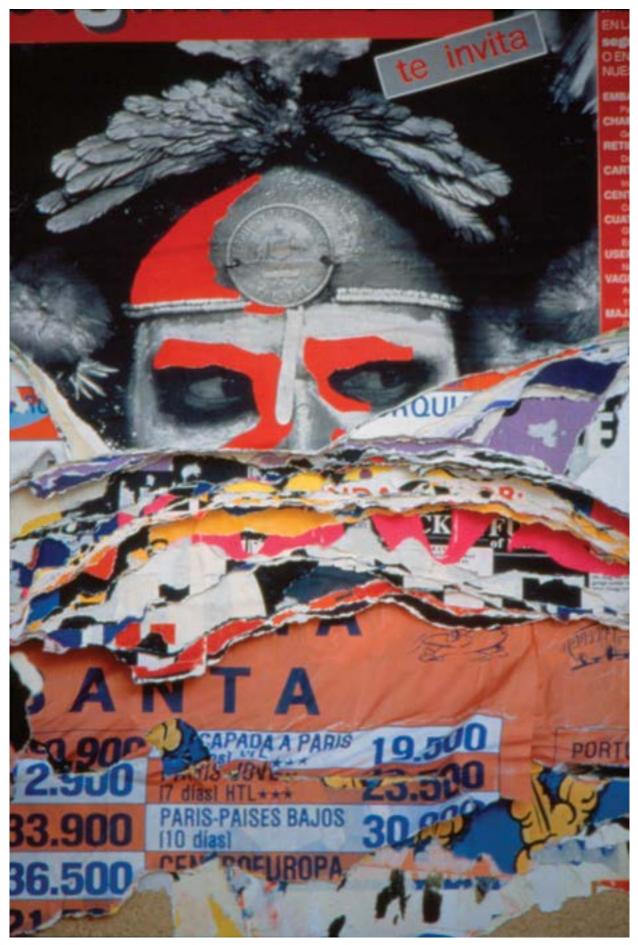
RUN LIVE DIE



STOM



TATTOO



TE INVITA

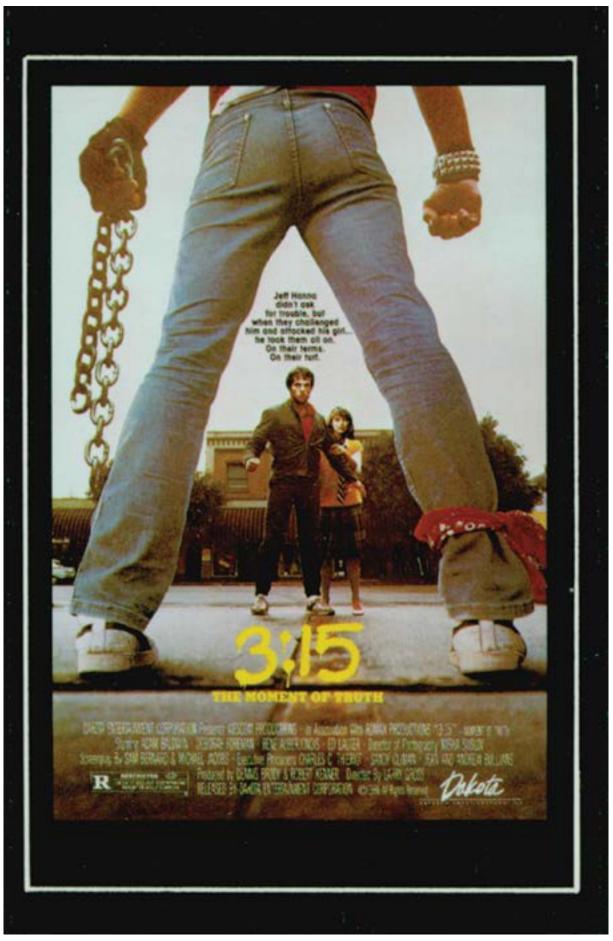


with madness



YATES

## COMMERCIAL PHOTOGRAPHY



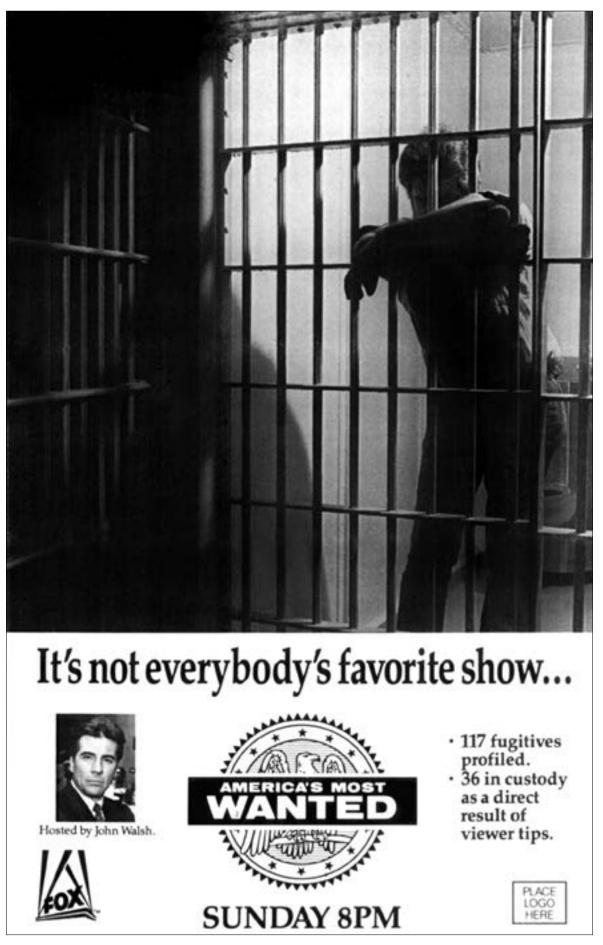
315: THE MOMENT OF TRUTH



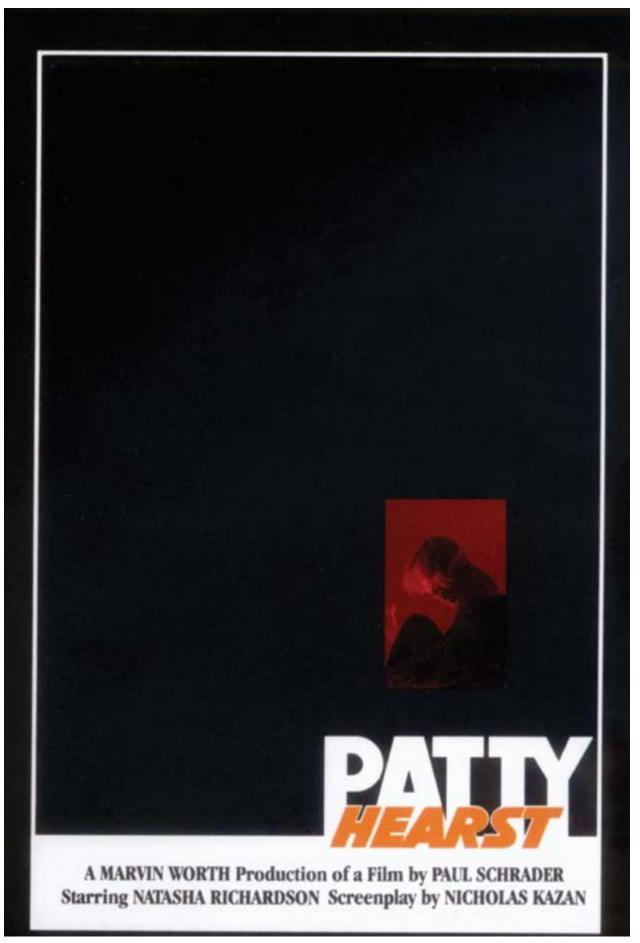
AIR WEST LEGROOM



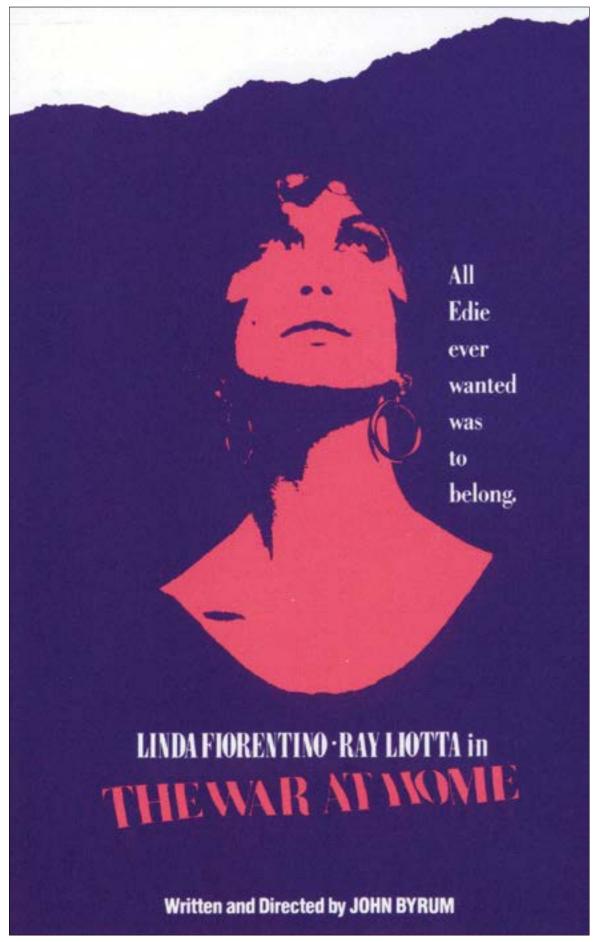
ALL THE PRESIDENT'S MEN



AMERICA'S MOST WANTED



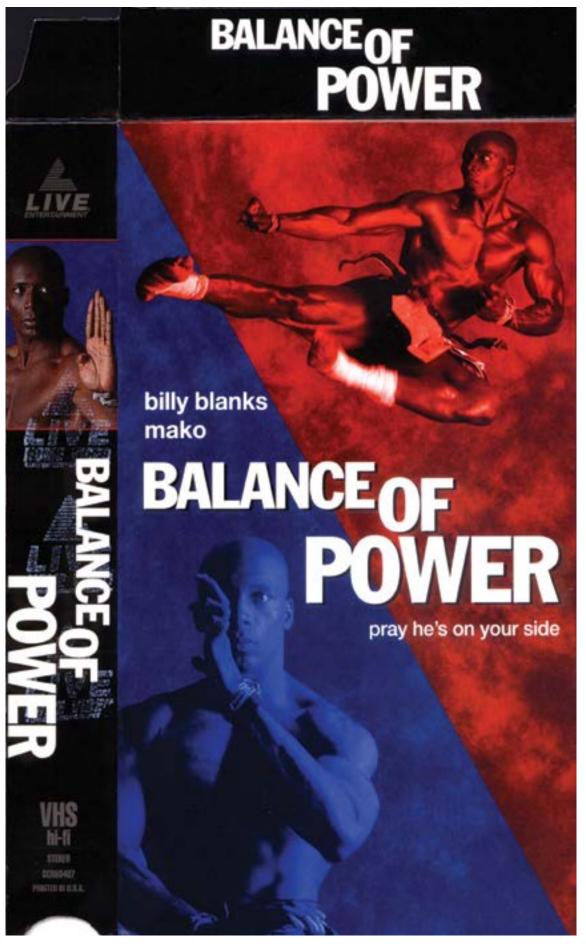
ATLANTIC: PATTY HEARST



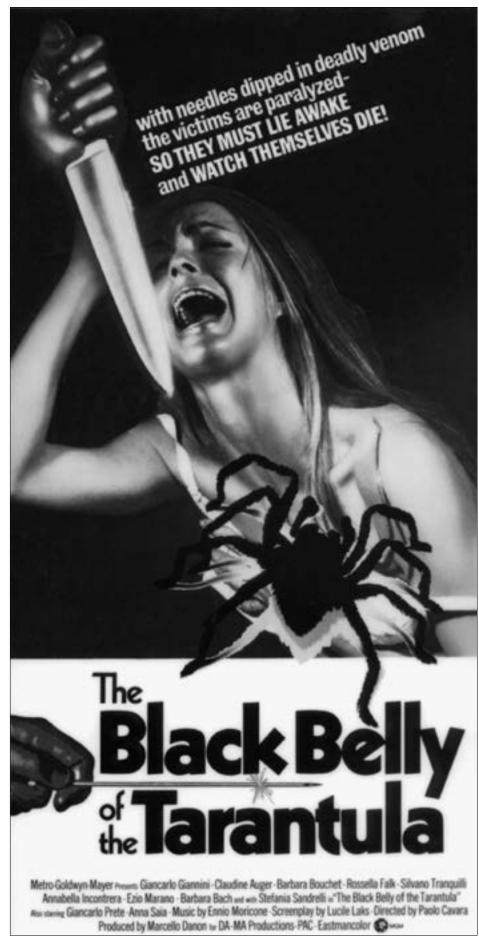
ATLANTIC: THE WAR AT HOME



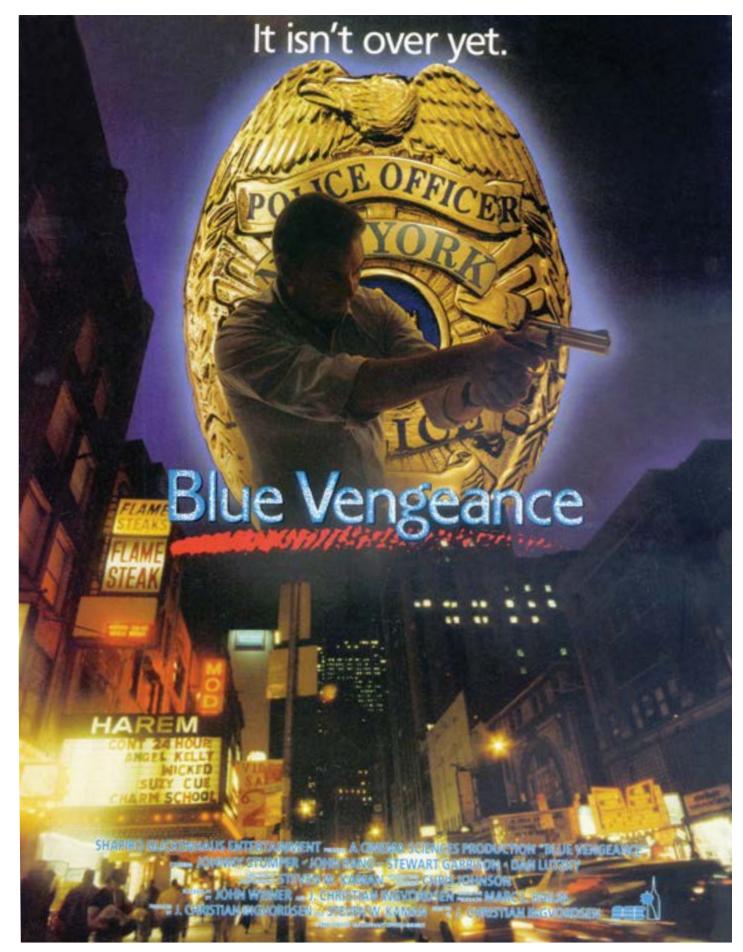
**BIG MAMA THORNTON** 



**BILLY BLANKS** 



**BLACK BELLY TARANTULA** 



**BLUE VENGEANCE** 



MAT NO. 201 T



MAT NO. 202 T



MAT NO. 203 T

MAT NO. 206 T

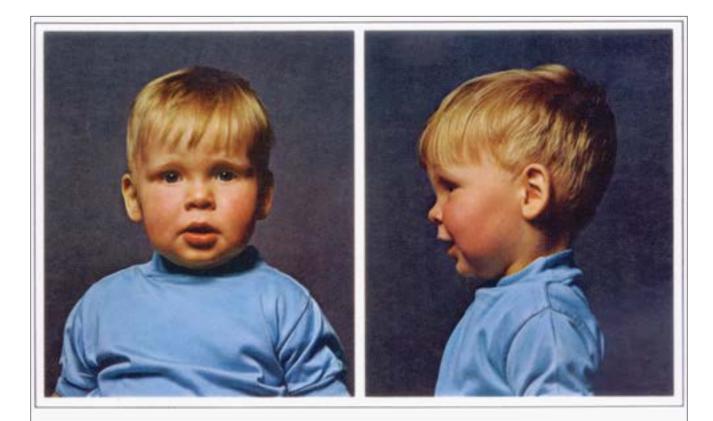


MAT NO. 204 T



MAT NO. 205 T

BOLT



#### This kid had a bum wrap pinned on him.

A bum diaper. Unsanitized diapers should be against the law. Unfortunately for him, they're not. New improved Borateem will take the case. Borateem protects your

EXHIBIT.

baby by sanitizing diapers and preventing the growth of ammonia-causing bacte-

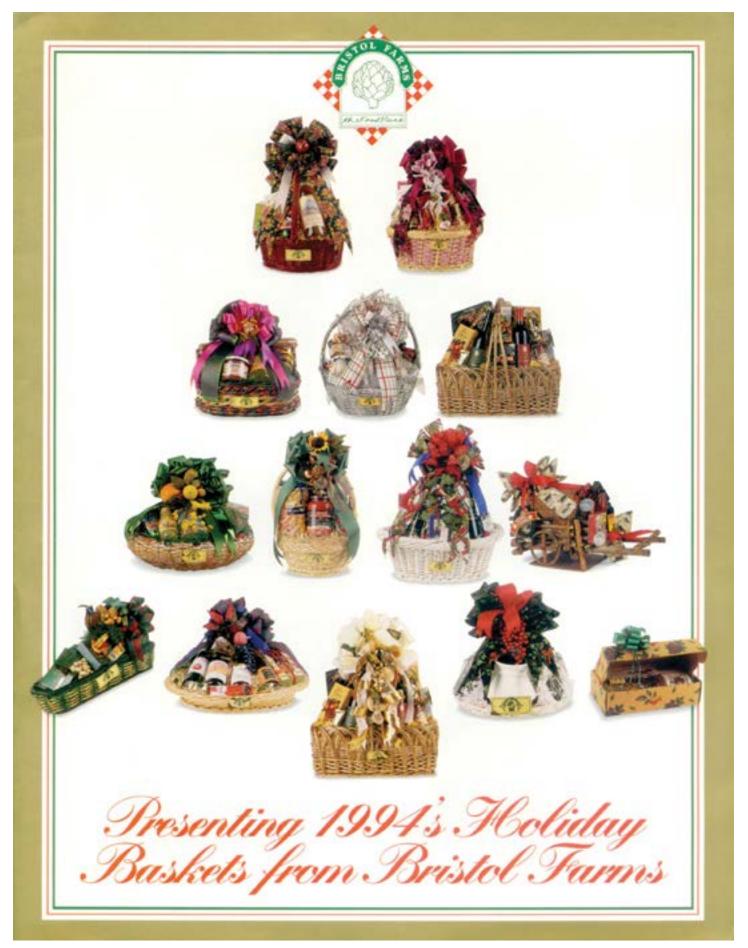
ria. New Borateem puts the fresh and sweet back into diapers. It soaks out stubborn stains and gets baby's laundry cleaner, whiter, softer, deodorized and more absorbent.

Your baby, his diapers and the pail have never had it so sweet.

So next time you pin something on him, make sure it's Borateem fresh.



BORATEEM



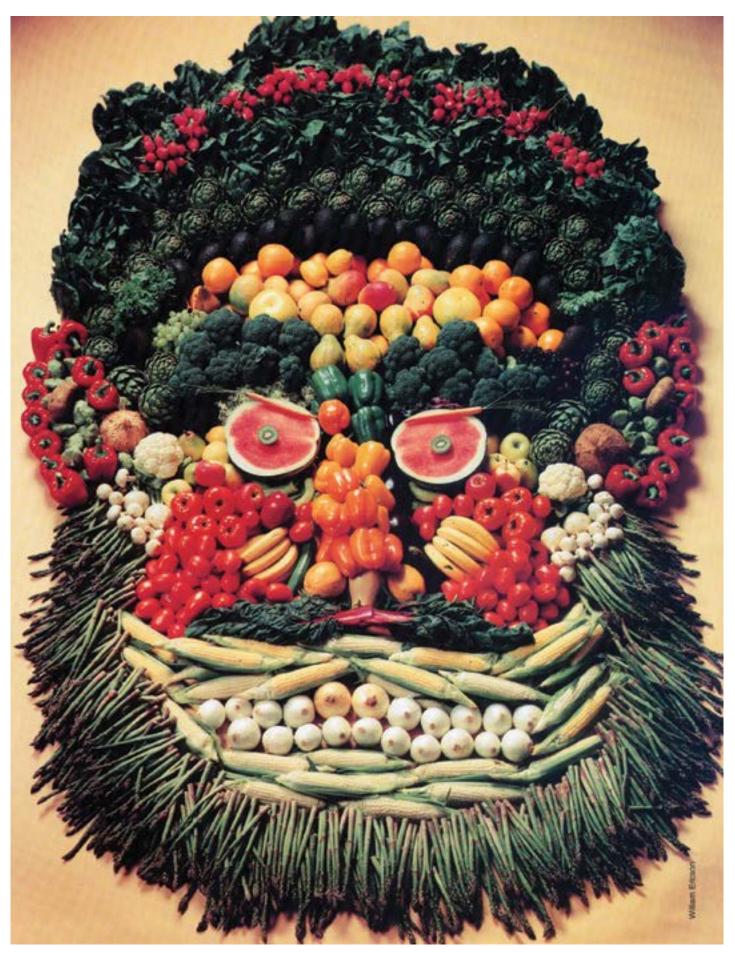
BRISTOL FARMS: HOLIDAY BASKETS



BRISTOL FARMS: GIFT BASKETS



BRISTOL FARMS: GIFTS



BRISTOL FARMS: FACE



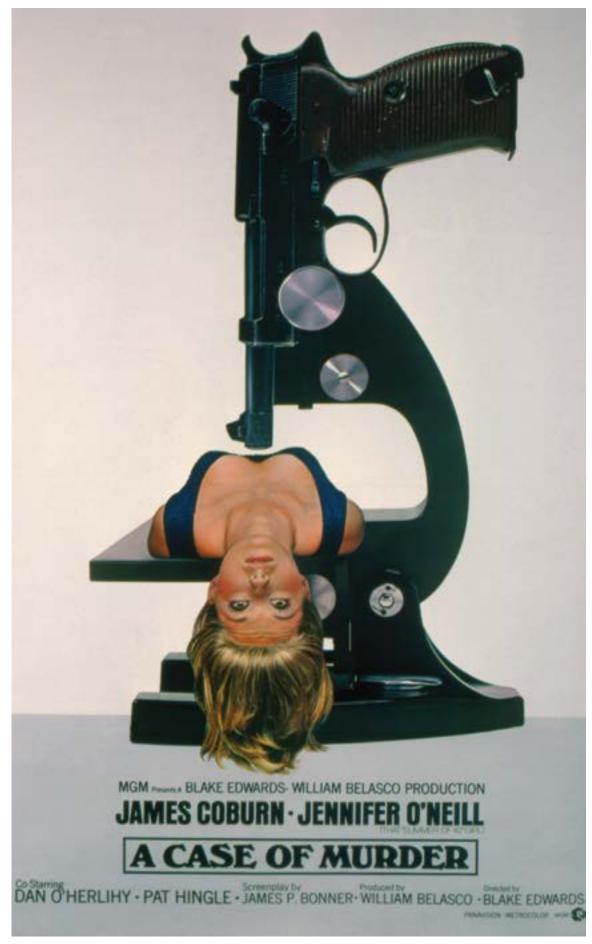
BUENA VISTA: HOME VIDEO



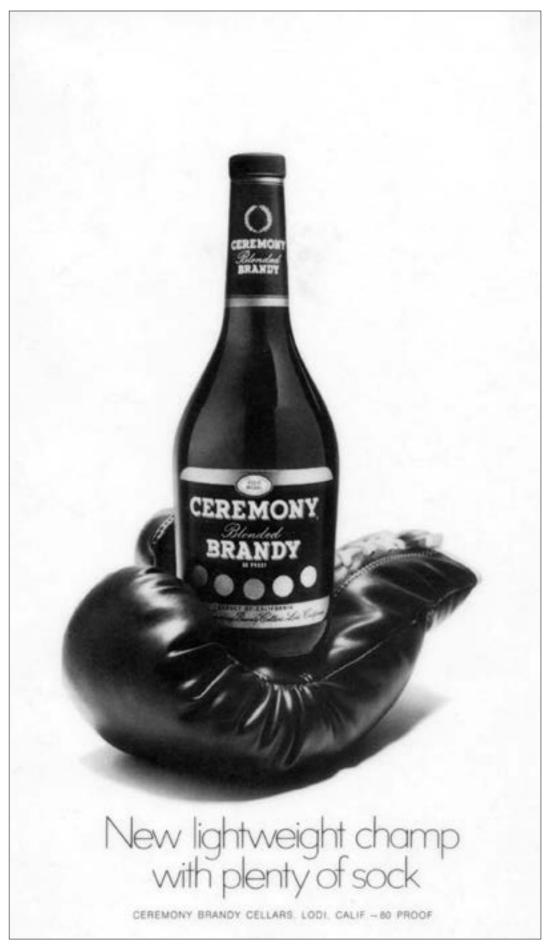
BUNUEL: THAT OBSCURE OBJECT OF DESIRE



CAHILL



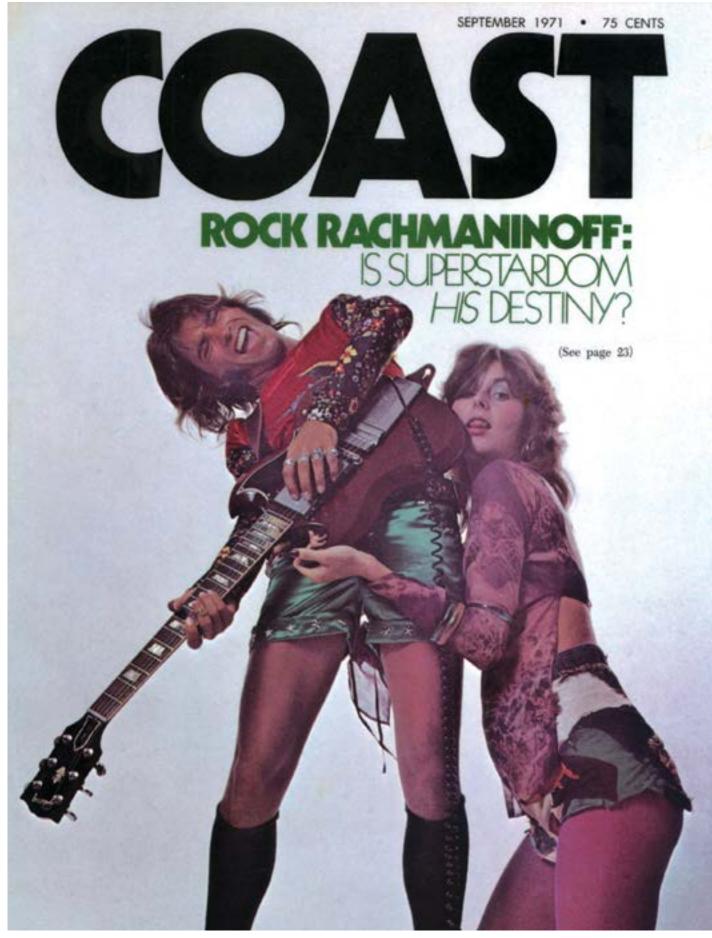
A CASE OF MURDER



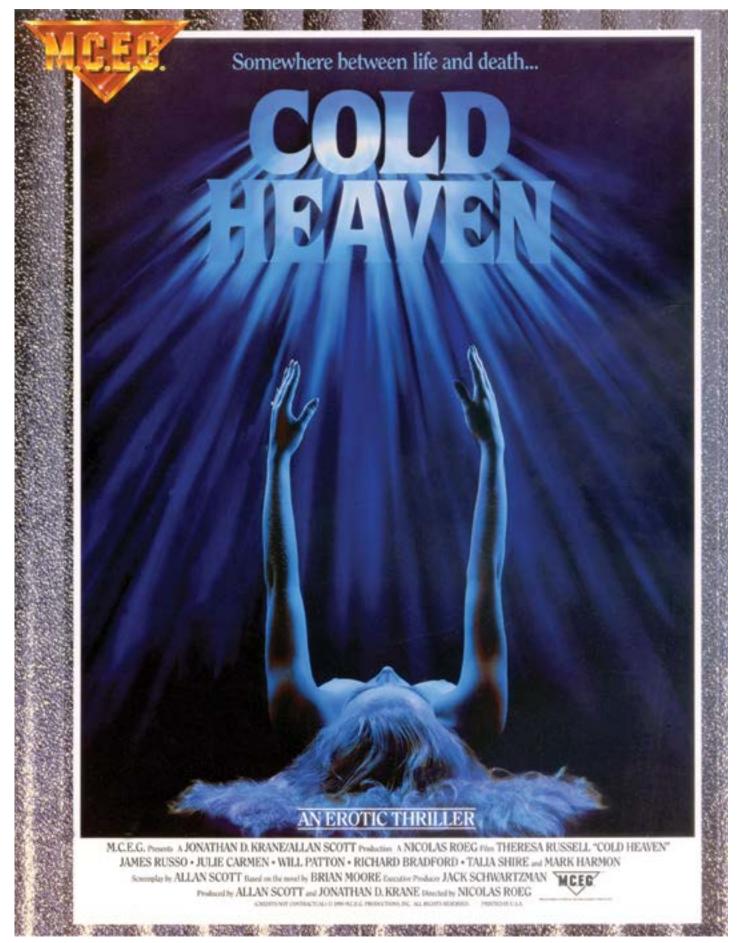
CEREMONY BRANDY



CHRYSLER-PLYMOUTH: SERVICE



COAST MAGAZINE



COLD HEAVEN

#### We don't mind playing 2nd fiddle... to God. That's what makes us

I hat's what makes us so successful. We understand that deep down the lovely young things who buy our swimwear would rather wear only God's. And we've put that understanding into every one of our styles. That's why next to God's suit, Daffy's the hottest thing on the beach.

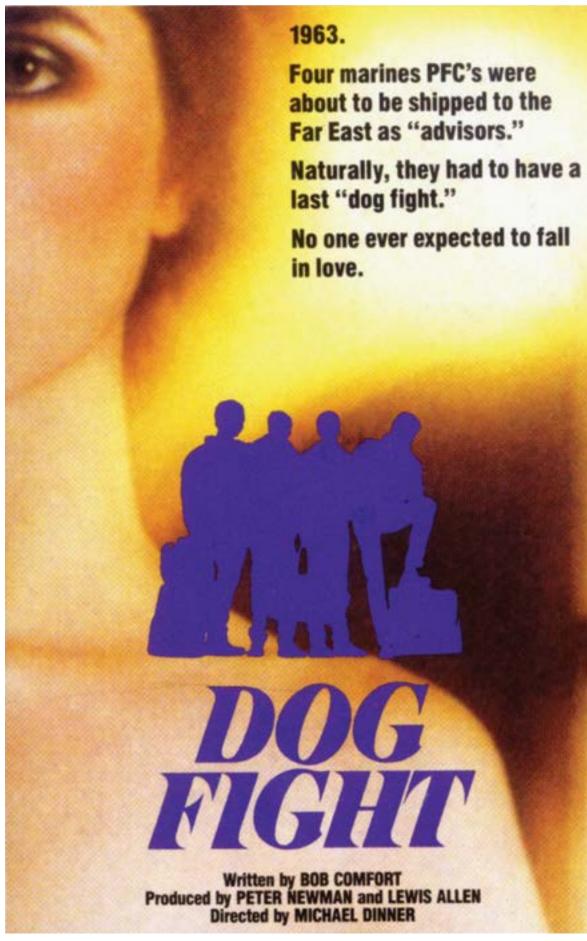
The only contemporary Jr swimwear and sportswear different enough to be



DAFFY SWIMWEAR



DEVIL'S RAIN



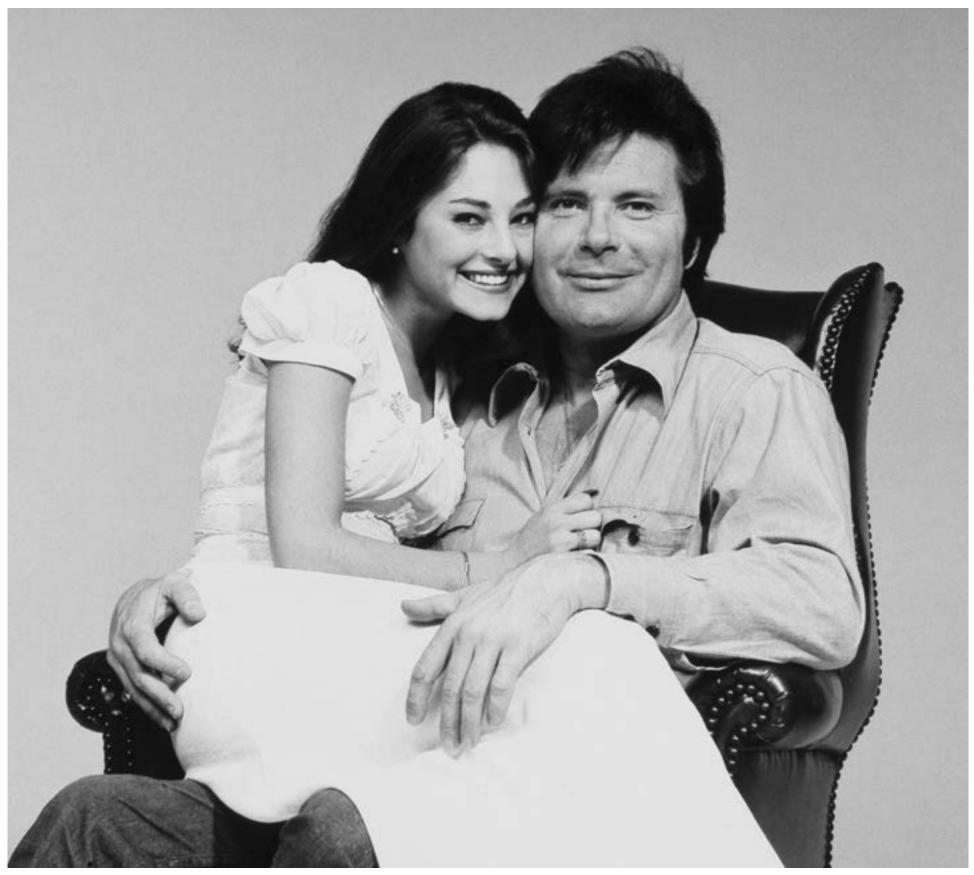
DOG FIGHT



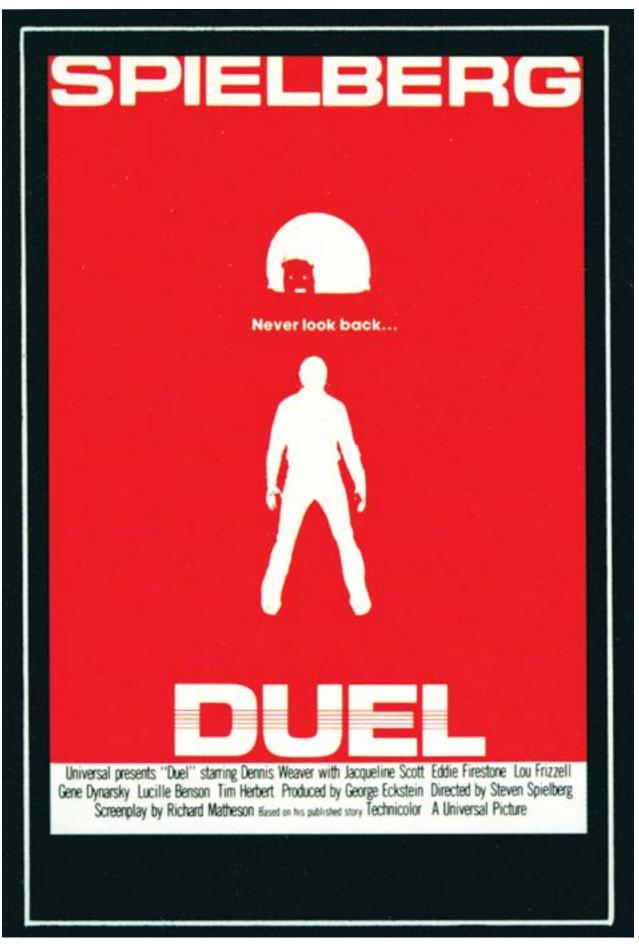
DSC\_9279



DSC\_9282



MAX BAER JR.



DUEL



EIGER SANCTION



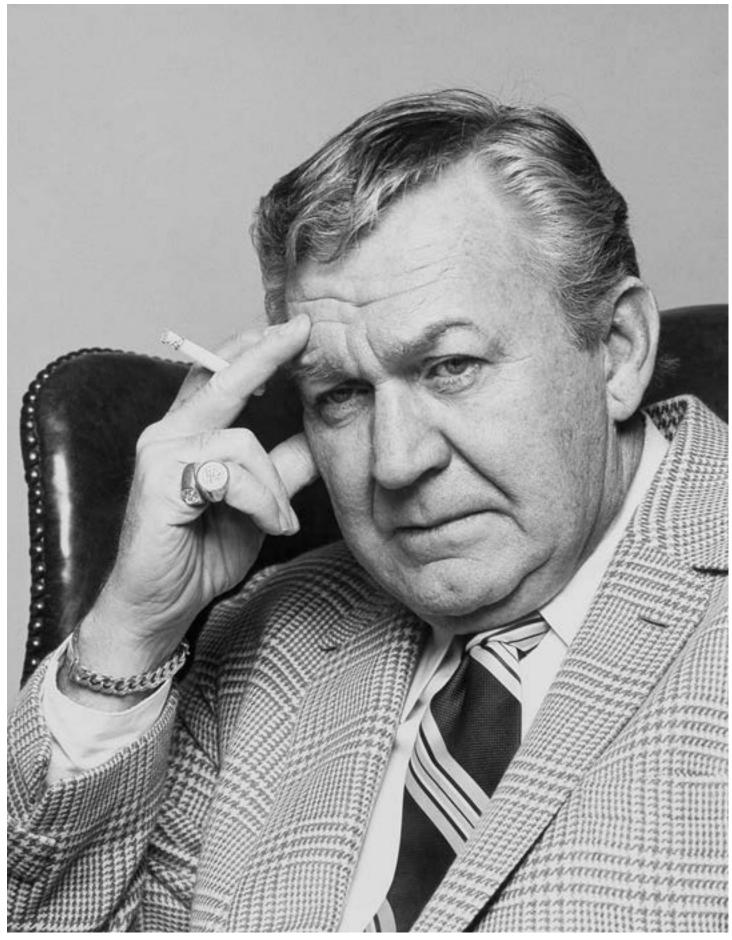
FITNESS GEAR A



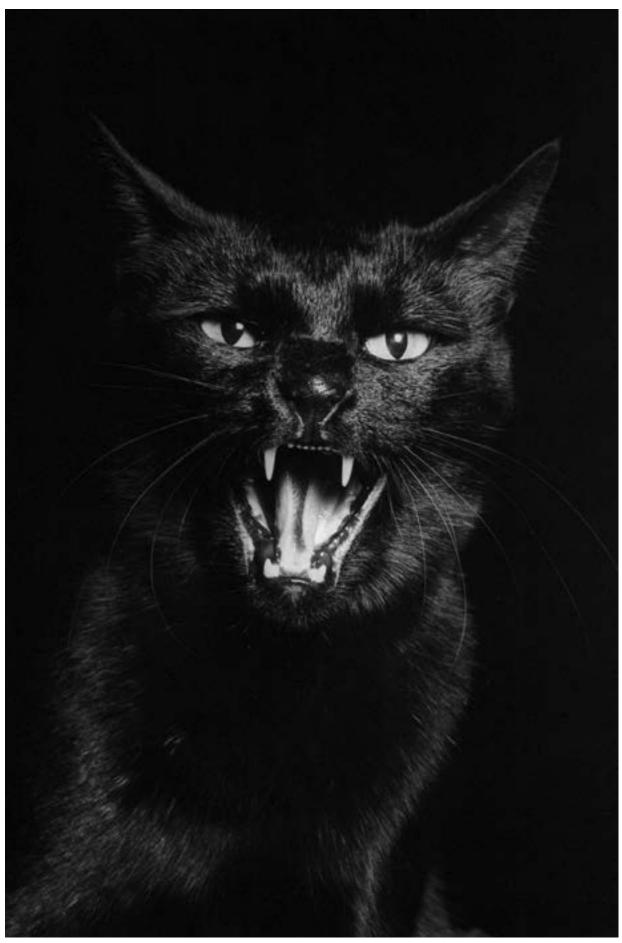
FITNESS GEAR B



FORREST TUCKER



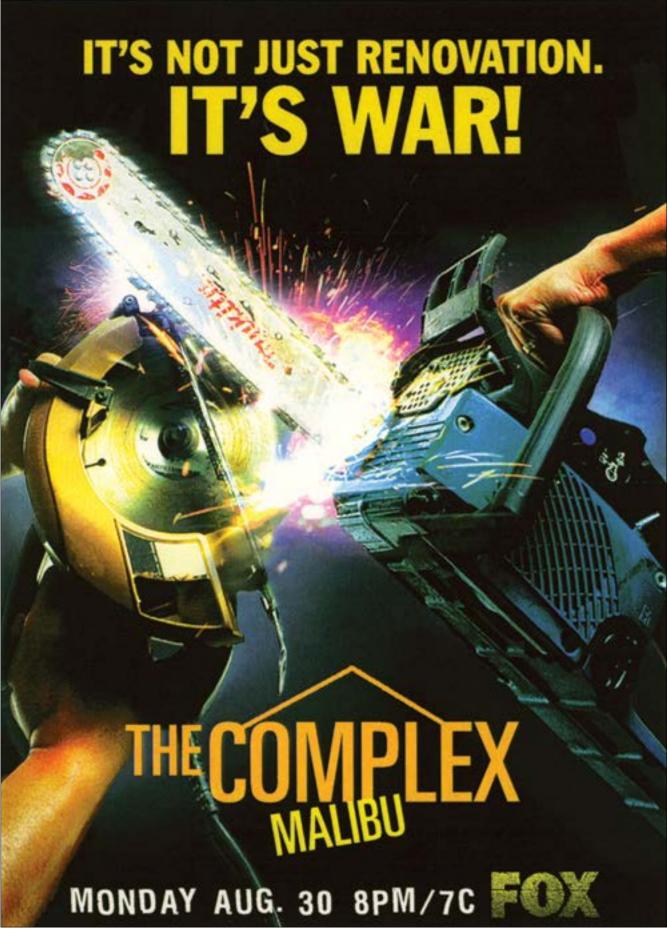
FORREST TUCKER



FOX: CATS



FOX: CHINA SYNDROME



FOX: COMPLEX MALIBU

The incredibly true story of the rise and fall of New York's Bonnano crime family and the bloody trail they left behind as part of a "dying" tradition.



### Honor Thy Father

METROMEDIA PRODUCERS CORPORATION Presents "HONOR THY FATHER" Starring JOSEPH BOLOGNA - BRENDA VACCARO - Special Guest Star RAF VALLONE And RICHARD S. CASTELLANO as Frank Labruzzo Directed by PAUL WENDKOS - Executive Producer CHARLES FRIES Produced by HAROLD D. COHEN - Screenplay by LEWIS JOHN CARLINO Based on the book by GAY TALESE - COLOR PRINTS BY DE LUXE"

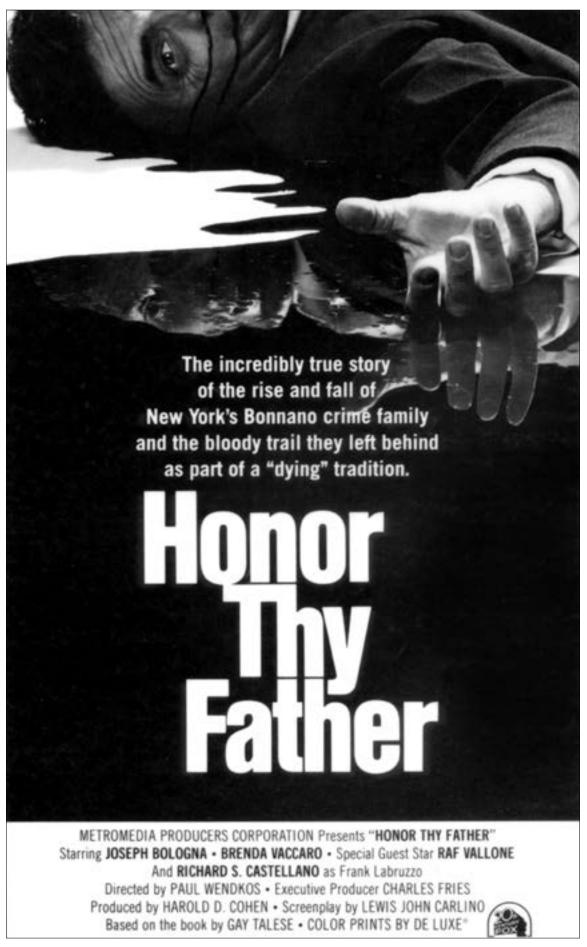
THEATRE



FOX: HONOR THY FATHER



FOX: HONOR THY FATHER 5



FOX: HONOR THY FATHER BW

## "Bullitt" "The French Connection" and now "THE SEVEN-UPS"... the dirty-tricks squad that even the regular cops are afraid of!

"The Seven-Ups" was produced and directed by Philip D'Antoni, the man who brought you "Bullitt" and "The French Connection." The star of "The Seven-Ups" is Roy Scheider who, you may remember, played Gene Hackman's partner in

"The French Connection".

This tells his story, based on Detective Sonny Grosso's real-life exploits.



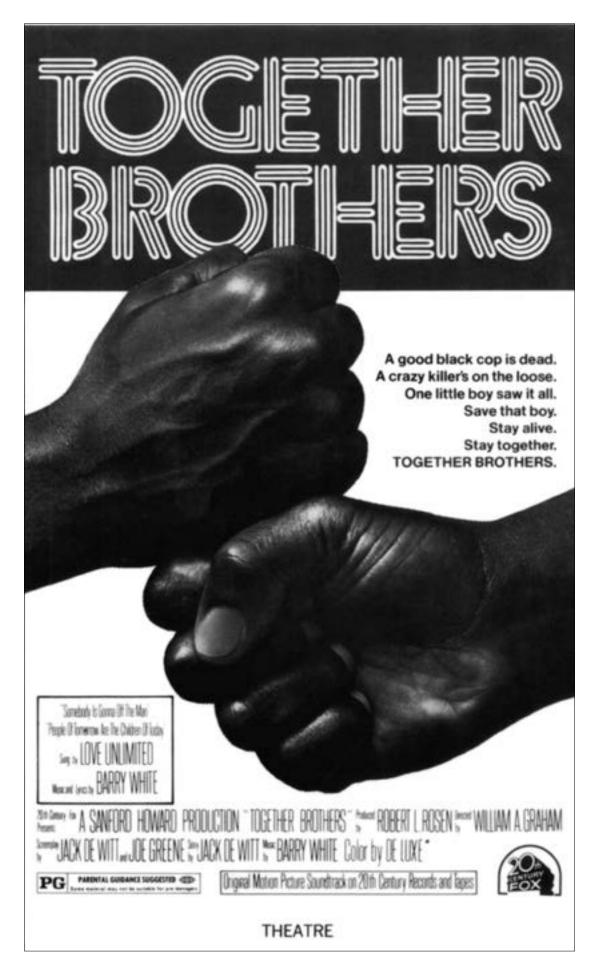
Remember how "Bullitt" and "The French Connection" literally slammed you into the front seat of the car and drove you headlong into a new kind of excitement? Well wait until you see what D'Antoni is up to this time. The same, and more as you roar through city streets at terrifying speeds in what we predict will be hailed as the most electrifying chase in screen entertainment.

You've <u>NEVER</u> experienced anything like it on the screen before. But then again, there's never been anything on the screen before like"The Seven-Ups."

20th Century-Fox presents "THE SEVEN-UPS" A Philip D'Antoni Production - Starring Roy Scheider Tony Lo Bianco - Co-starring Larry Haines - Produced and Directed by Philip D'Antoni - Screenplay by Albert Ruben and Alexander Jacobs - Story by Sonny Grosso - Music by Johnny Mandel - COLOR BY DELUXE® R ......



FOX: THE SEVEN-UPS



FOX: TOGETHER BROTHERS

# A killer surfaces.

What's lying at the bottom of our waterways that could threaten your health?

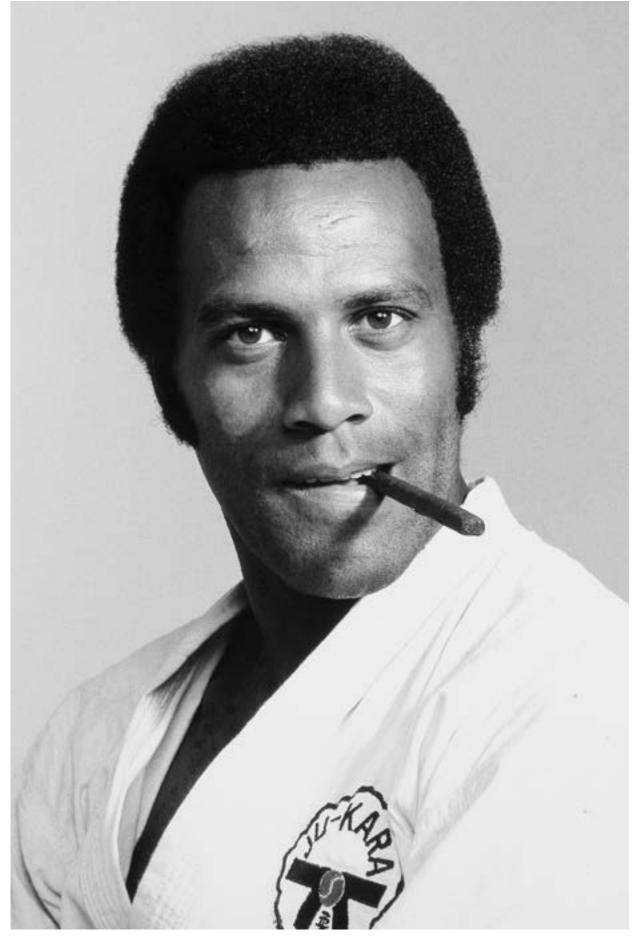
Join a unique team of television journalists as they bring this hazard to the surface.

# **ECRUSADERS**

Now there's someone on your side.

TIME & STATION ID

FOX: CRUSADERS



FRED "THE HAMMER" WILLIAMSON



## opening 7:00 manifestation at 8:16, mar. 11 attendance required hansen gallery 228 grant ave. san francisco

HANSEN GALLERY: HAROLD PERSICO PARIS



HAROLD PARIS



HELL NIGHT



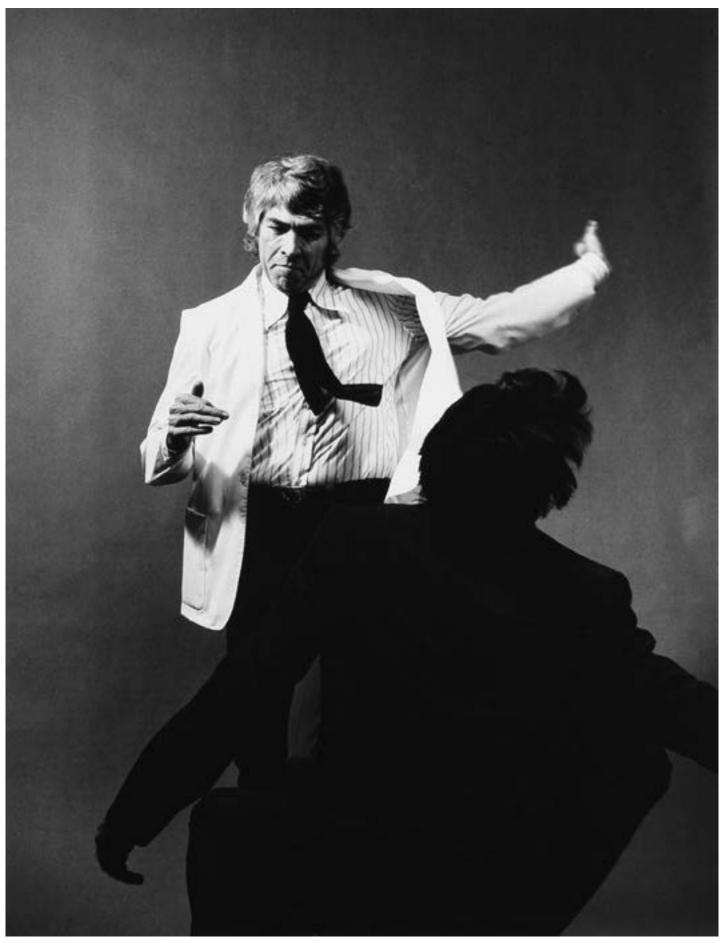
HELL NIGHT: LINDA BLAIR



HUGHES ELECTRONICS



IF THE SHOE FITS



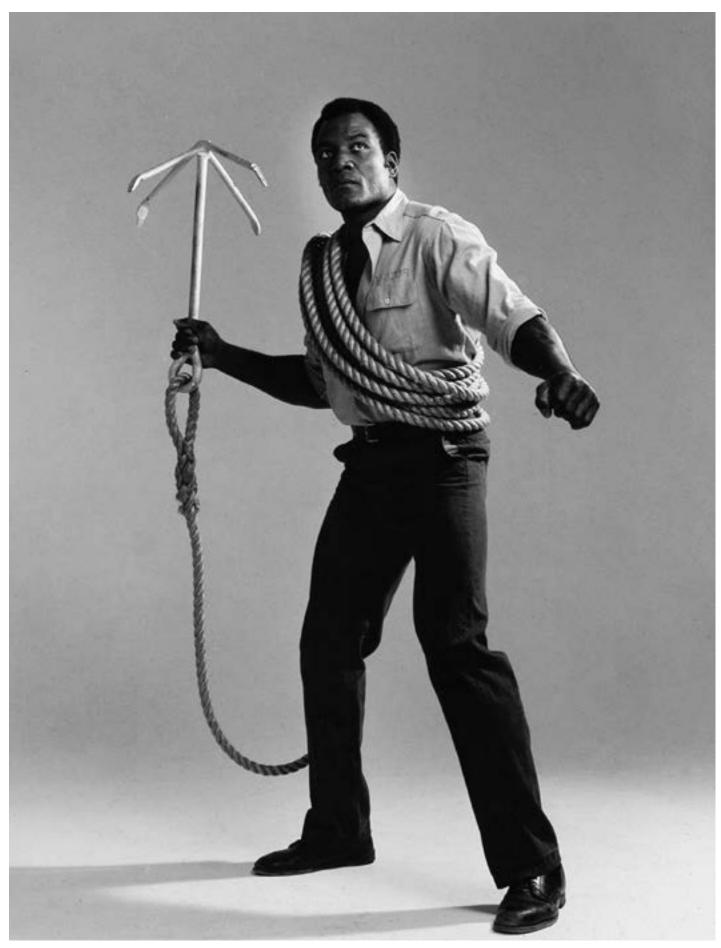
JAMES COBURN: THE CAREY TREATMENT

## Jantzen's ''Topicals''merit close-ups with Sanforized® in the picture.

Vivid "Love Me" print on cotton canvas. #3M513. From a group of topical print pants and trunks. Sizes 28-38.



JANTZEN SANFORIZED

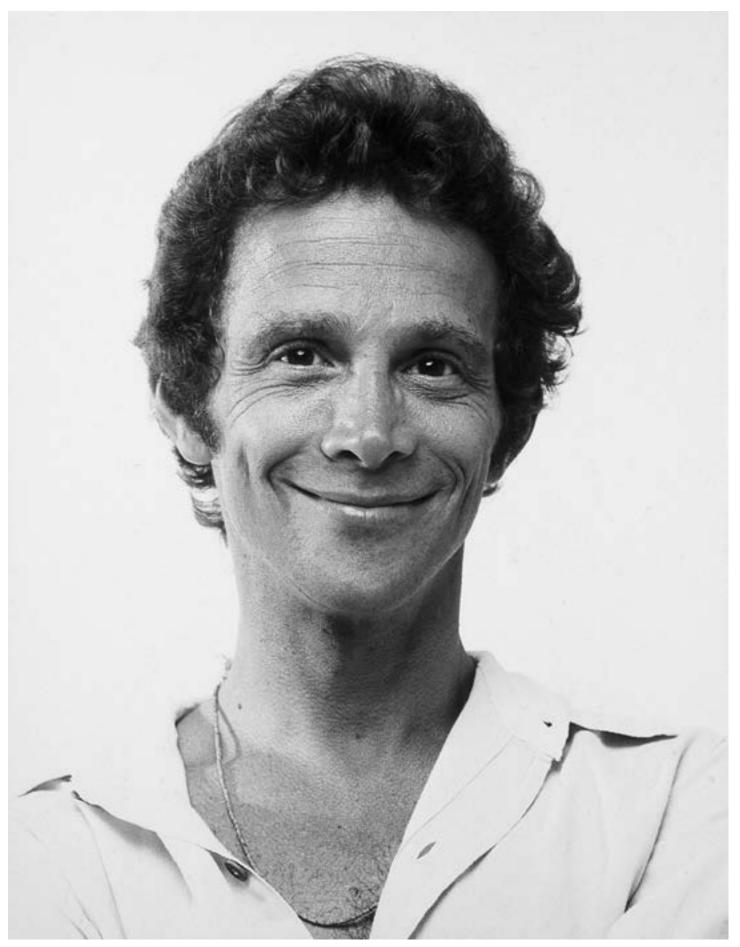


JIM BROWN





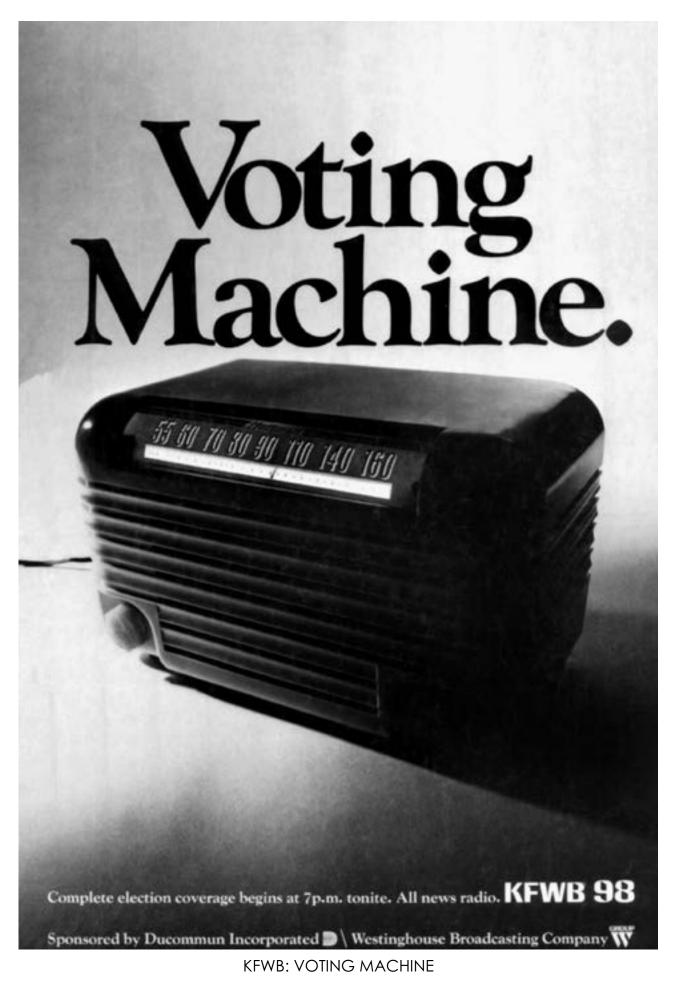
JOEL GREY 3

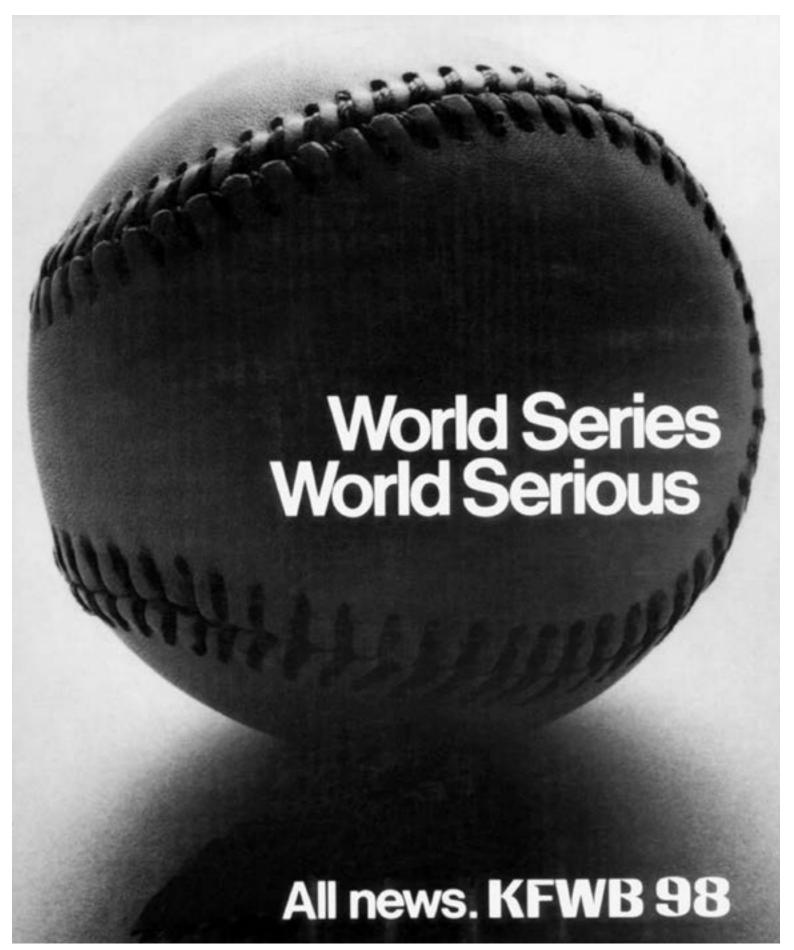


JOEL GREY 4



JOSEPH FURS: CAROL

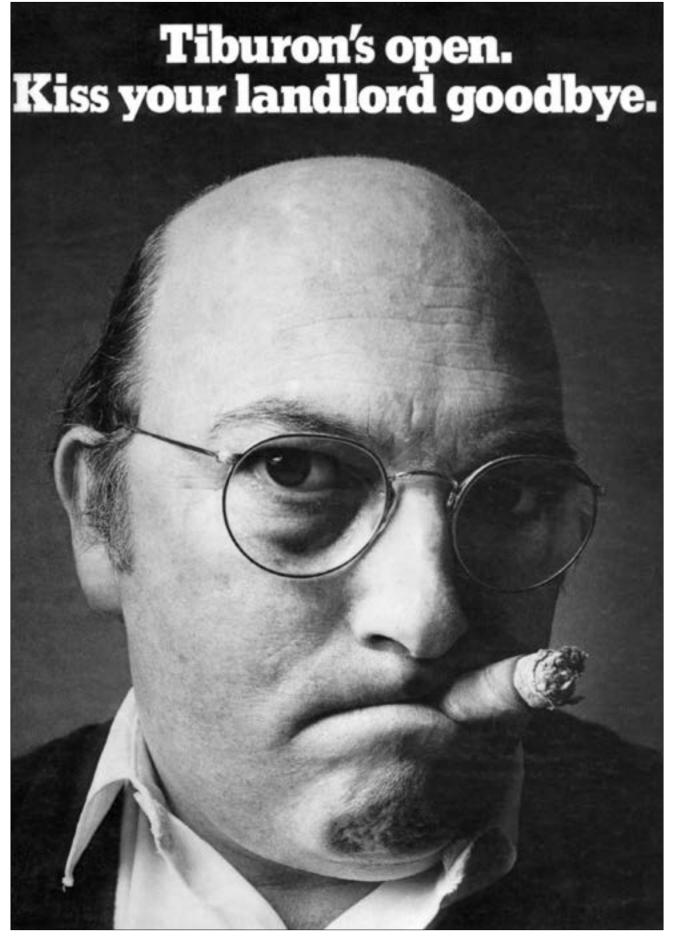




KFWB: WORLD SERIES



KILL YOUR TV



LARWIN TIBURON ESTATES



LAST CALL

## You Always Kill the One You Love By Gary Diedrichs

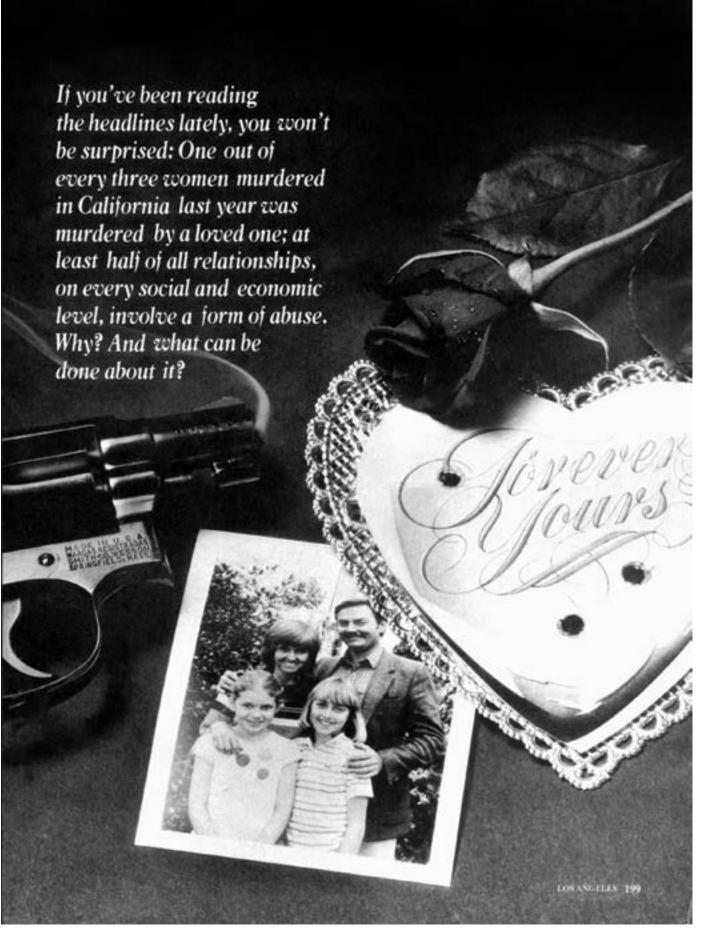
hey met at a party in Beverly Hills. It was around Halloween. They were both exciting, interesting people whose careers were sparking like the tails of comets. She was the younger, only 21, and a lovely miniature weighing no more than 100 pounds; she had liquid eyes and thick, luxuriant hair. The niece of a successful author and screenwriter and an actress herself, she had recently completed her first movie role, as the oldest of the ghost-hounded Freeling children, in Poltergeist. He was one of the fastest-rising chefs in town, a compact, muscular 25-year-old from a workingclass town in eastern Pennsylvania who moved with purpose and was, by turns, funny, sweet, gentle. For the past several years, he had apprenticed at Ma Maison, becoming adept at a wide range of the culinary arts, and now that Wolfgang Puck was leaving that famed kitchen to start Spago, it appeared that he was to be Ma Maison's next "star."

His name was John Sweeney. Hers was Dominique Dunne. They soon fell in love. An unpretentious bungalow on Rangely Avenue in West Hollywood became their nest, and who was to say

PHOTO ELECTRATION IN WILLIAM PRICENC

198 LOS ANGELES

## LOS ANGELES MAGAZINE: VALENTINE A



LOS ANGELES MAGAZINE: VALENTINE B



LEISURE



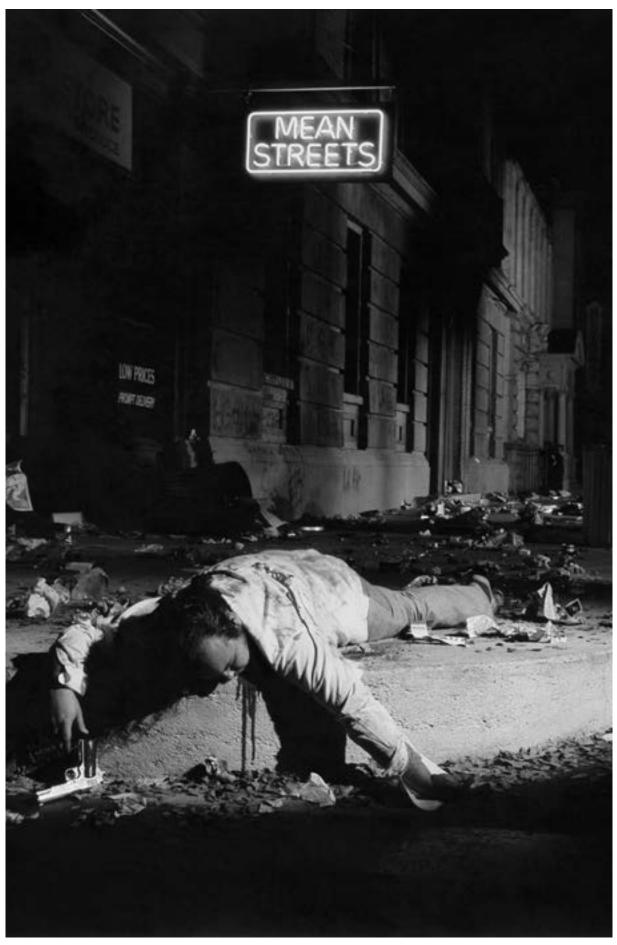
LYNN REDGRAVE



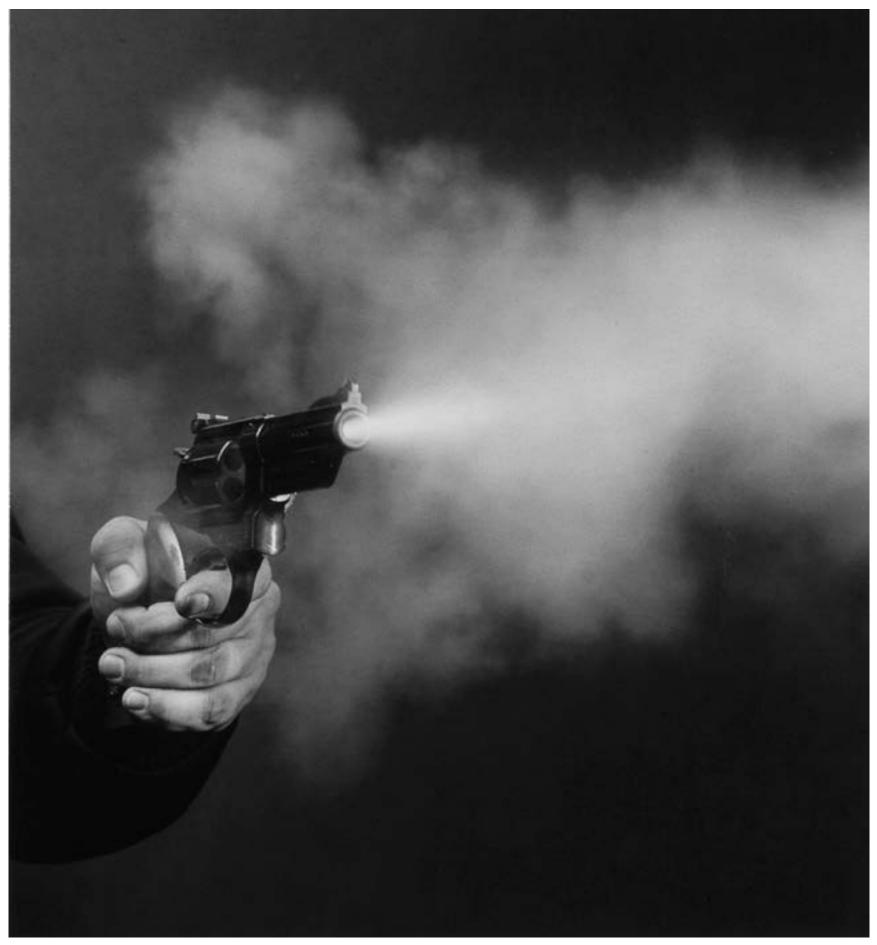
MEAN STREETS NEWSPAPER



MEAN STREETS 2



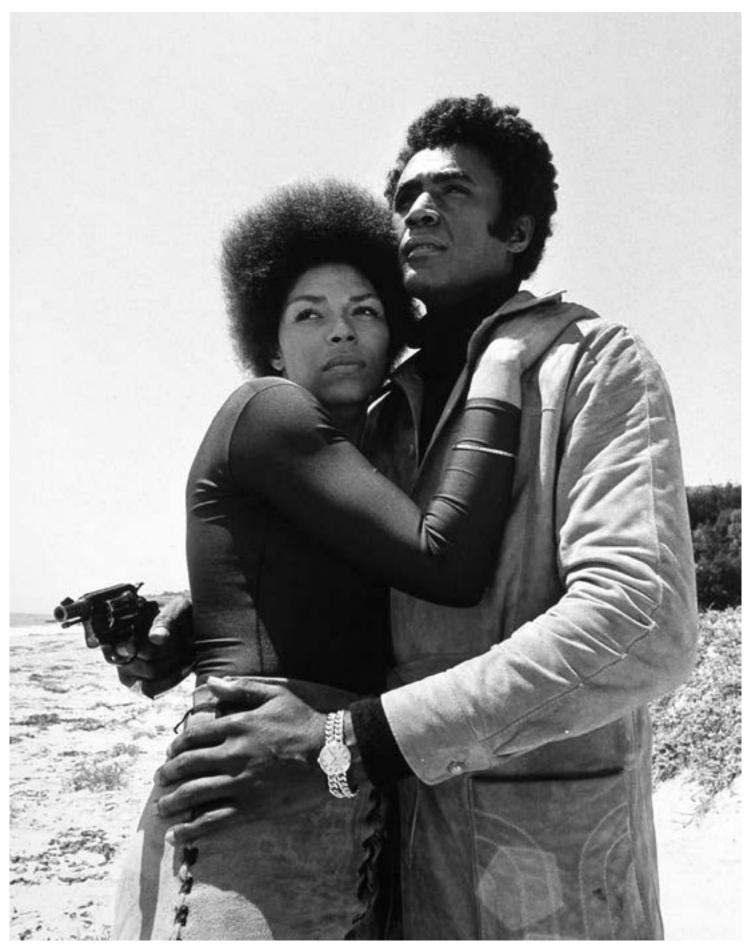
MEAN STREETS



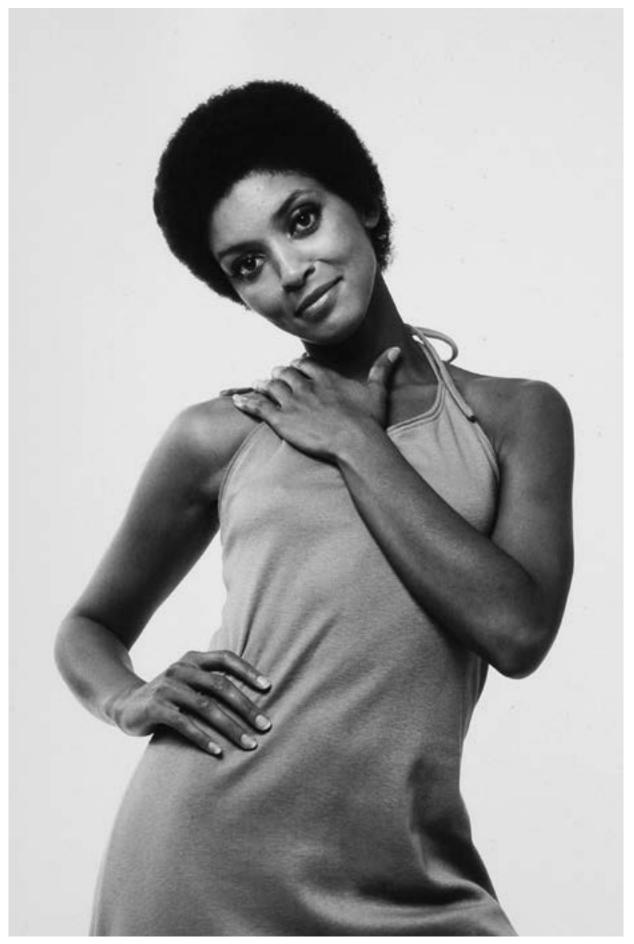
MGM: APPARENT MOTIVE



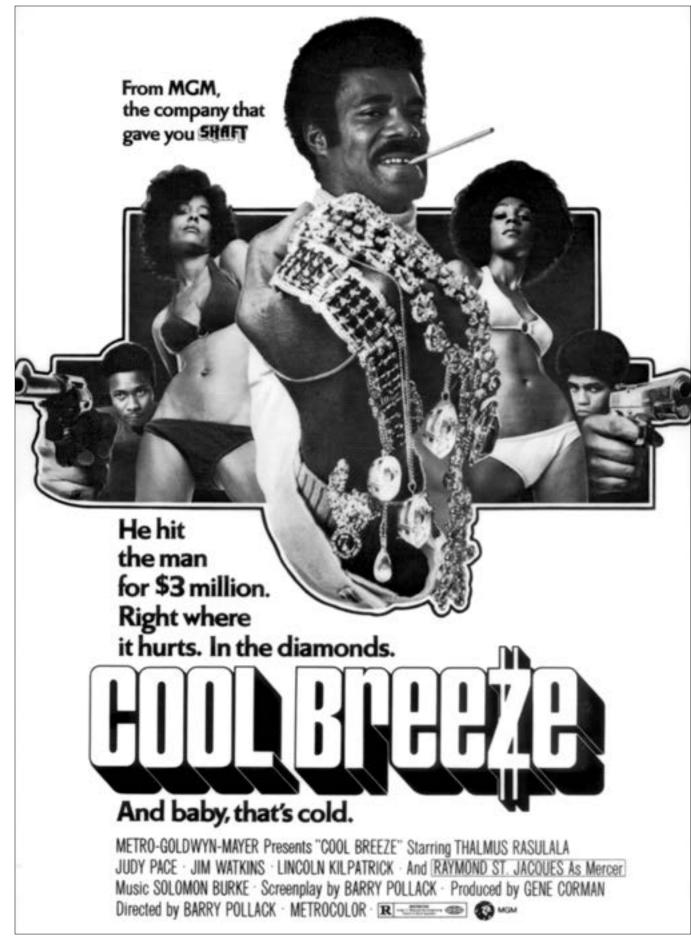
MGM: JUDY PACE



MGM: MELINDA



MGM: VONETTA



MGM: COOL BREEZE



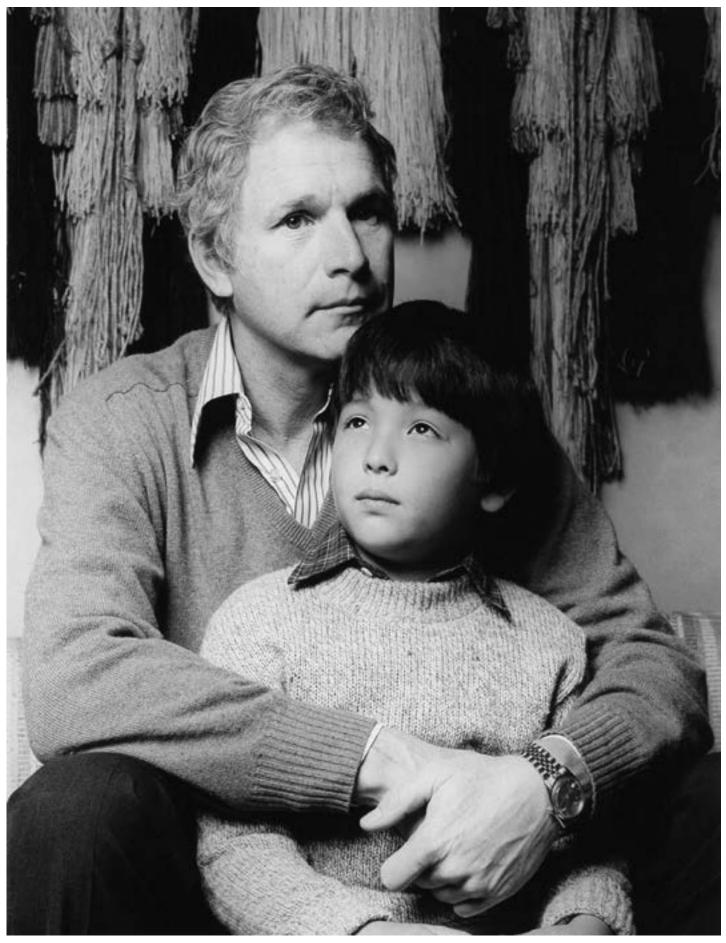
MGM: DEADLY HONEYMOON



MGM: DEADLY HONEYMOON 1



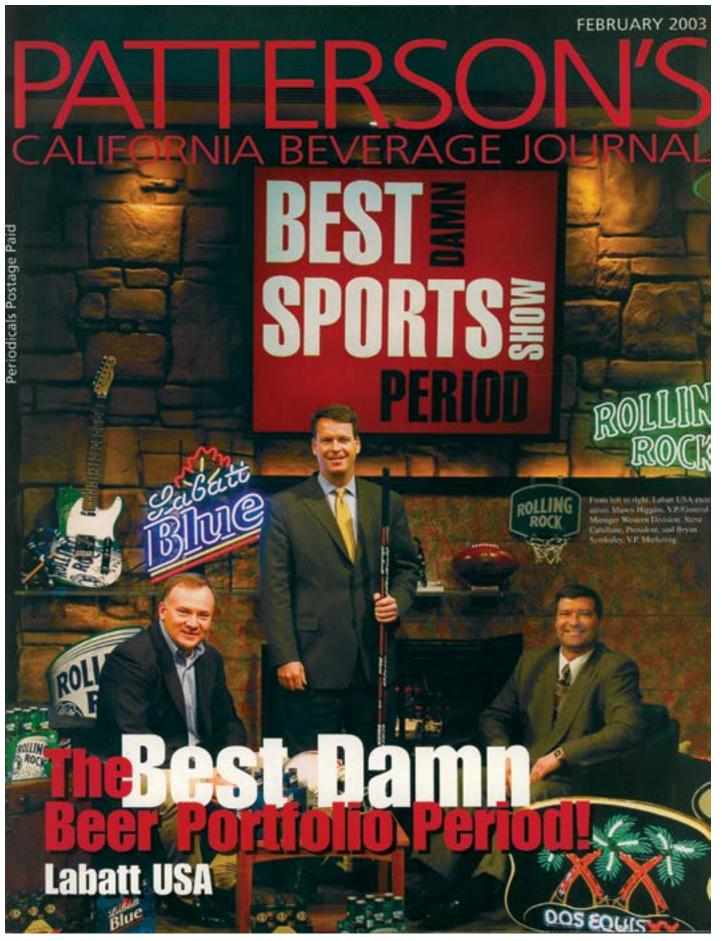
NATIONAL GUITARS



NBC: WAYNE ROGERS



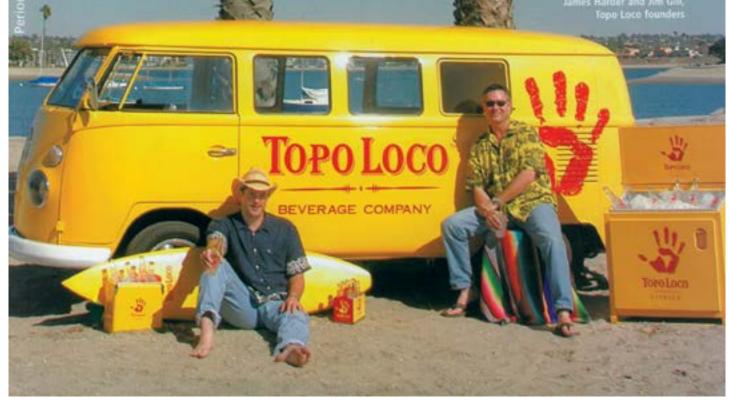
NIGHT OF THE COBRA WOMAN 1



PATTERSON'S: LABATT

## PATTERSONS CALIFORNIA BEVERAGE JOURNAL

### Ricling The Wave Topo Loco's Message In A Bottle Is Pure Refreshment



PATTERSON'S: TOPO LOCO

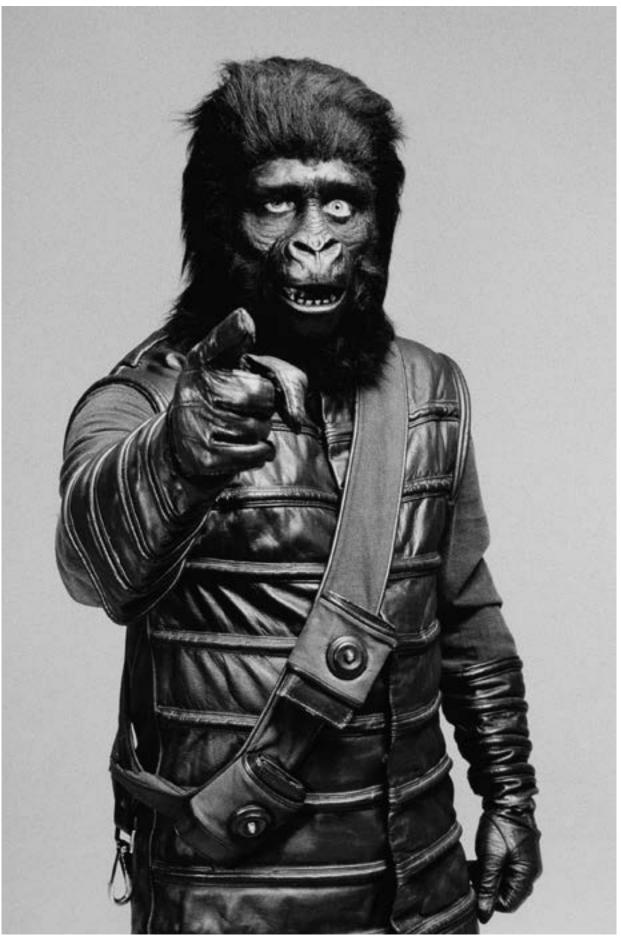


Vogue Pattern Book International (U.S. Edition) August/September, 1971.

PENDLETON: SEW



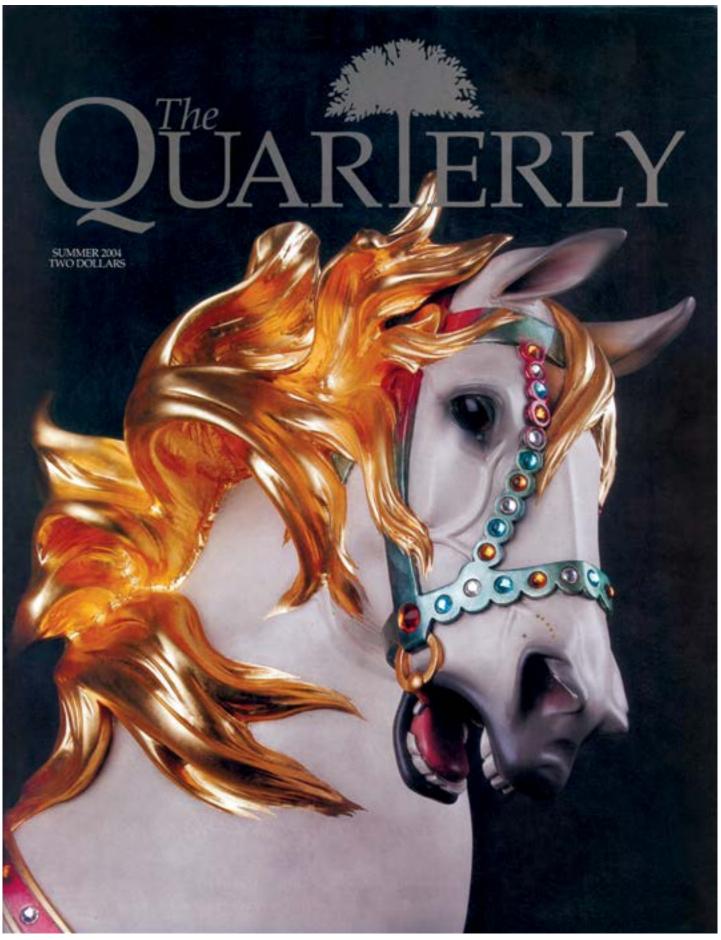
PENDLETON: SEW 2



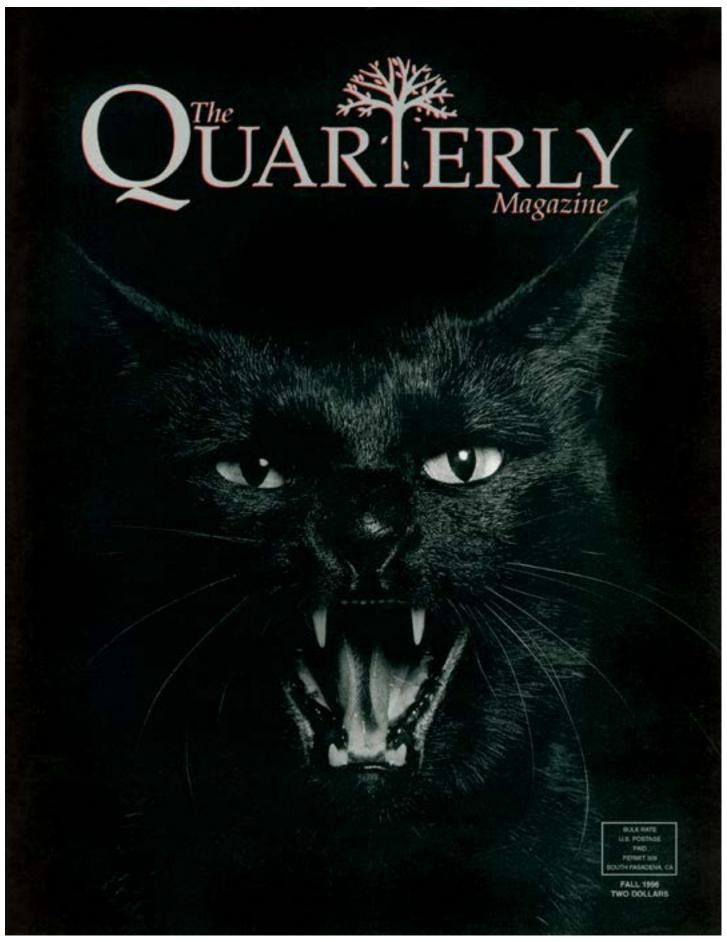
PLANET OF THE APES WANTS YOU



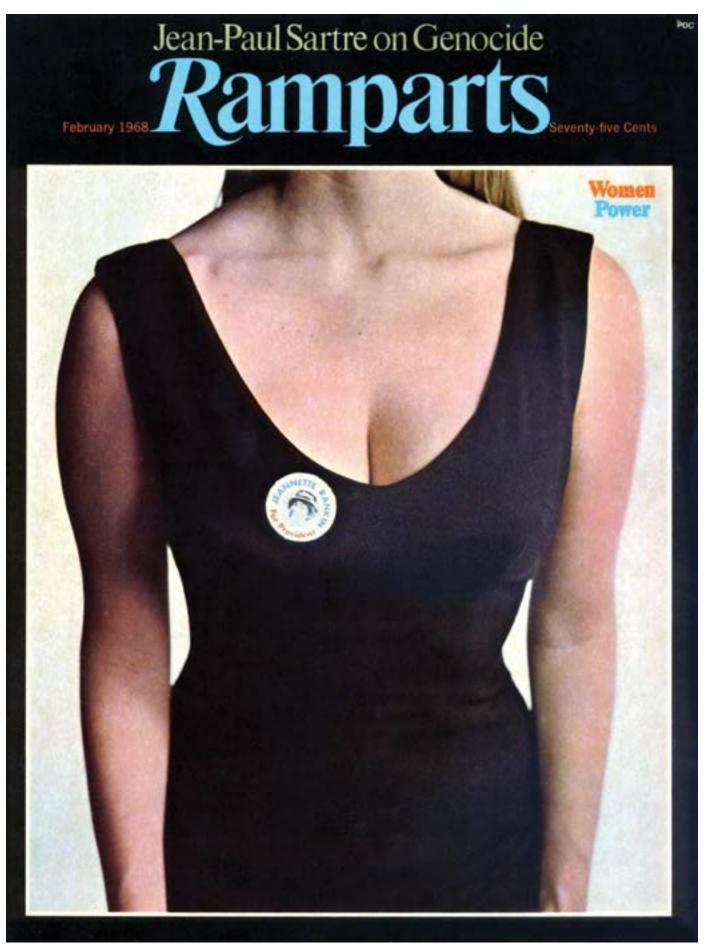
PRIVATE PARTS



THE QUARTERLY MAGAZINE: CAROUSEL



THE QUARTERLY MAGAZINE: CAT



RAMPARTS: COVER

#### Turn your great idea into a great mold.

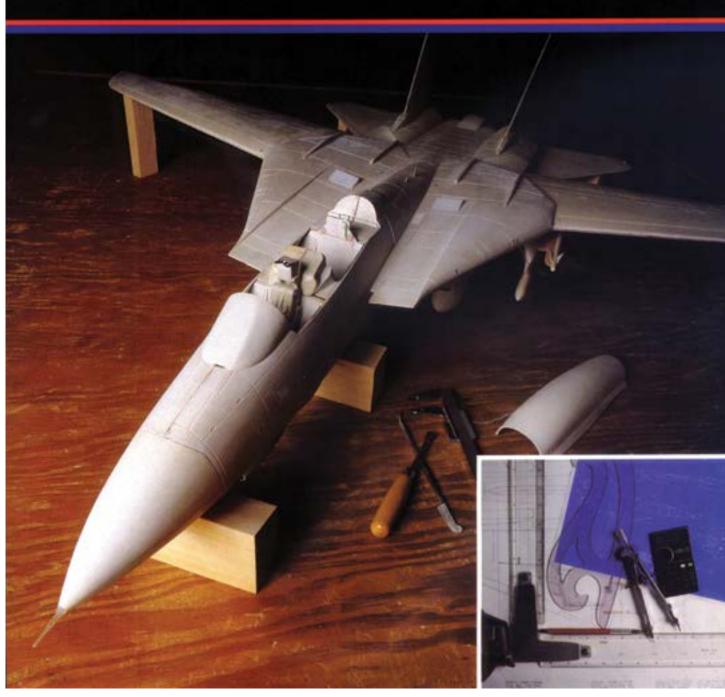
Revell Engineering, Ltd. offers a highly qualified staff of experts who will guide your tooling effort from inception to completion. Years of experience enables development of your tooling requirements to the exacting demands of today's technology.

#### **Description of Services**

- The following is a list of quality services available at our modern facility If you desire a cohesive design and implementation, you will probably use all these services. But, If your needs are less involved, we will gladly offer any combination of the following:
- Complete product design and engineering drawings.
   Development of fully detailed scale model.
- Pattern completion.
  Mold layout and design.
  Production of injection or
- die cast molds. On-site tool testing with 300-ton molding machine.
- Final tune-up of mold.

#### Development Process

The talents of the entire staff at Revell, Ltd. work together to provide you with a strong, organized product development plan. First, experienced Revell engineers take your concept and prepare a complete en-

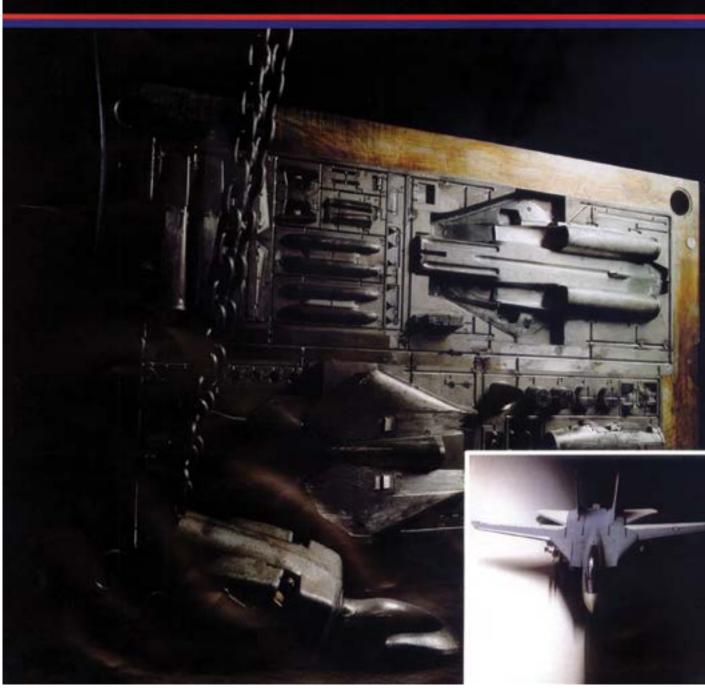


**REVELL: BROCHURE B** 

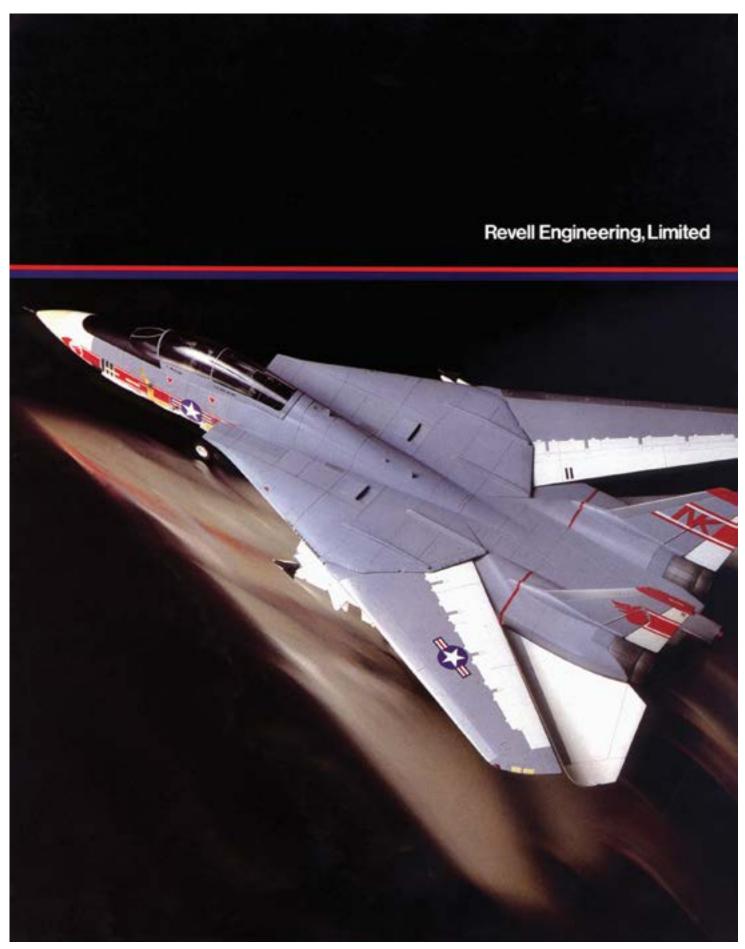
gineering design package ready for your approval. After approval, we develop a detailed master model, again obtain your approval, and then create the pattern in conjunction with the mold layout. Next, we actually "cut" the tooling. Finally, test shots are taken, your input is evaluated, and any necessary tune-up and/or corrections are completed. After such thorough planning and development, the completed tool will ensure an efficient cycle rate and the highest possible quality for your final product.

#### **Revell's Advantages**

Heading the list of reasons you will want to use Revell, Ltd. is a significant price advantage. And with today's inflation, that translates to an important advantage. Also, a strong senior management team directing the forty-person staff guarantees a superior development function plus ontime deliveries. And because of the equipment we use, exceptional detail can be provided to meet your exacting demands. Also, you will enjoy the backing, support, and security of Reveil, Inc., the world's largest manufacturer of plastic model kits.



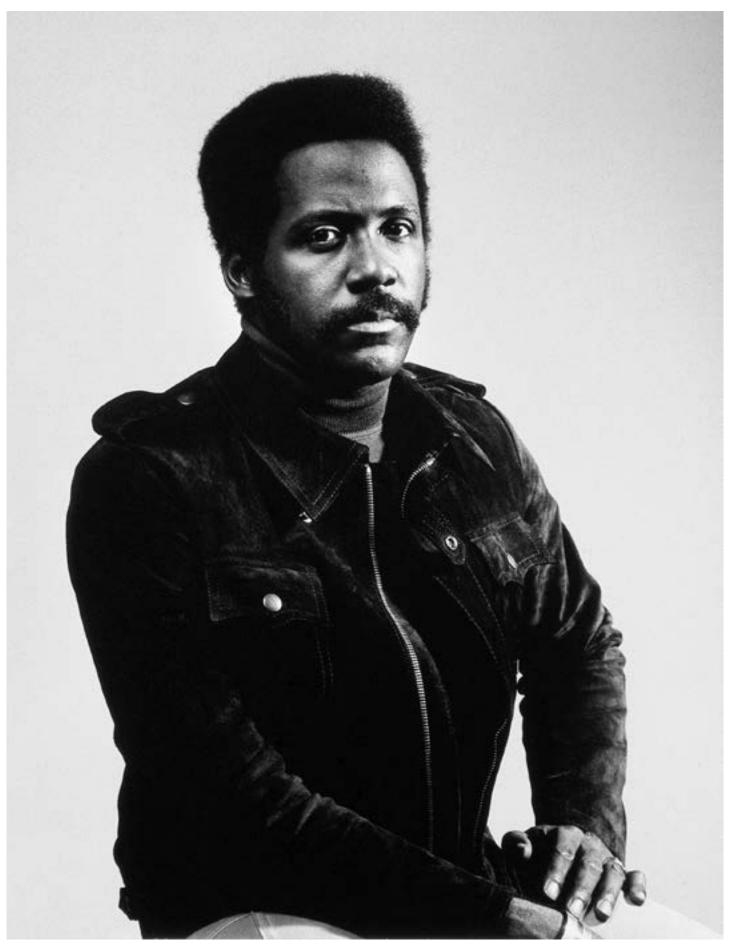
REVELL: BROCHURE C



REVELL: ENGINEERING



REVELL: SHUTTLE 747



RICHARD ROUNDTREE

### Sometimes an angry mob hurls more than insults.



When you're facing an angry mob, you can expect to be hit with anything they can get their hands on. Bricks, bottles, rocks. Anything.

But what about the things you can't predict? Like snipers.

How do you protect your men against bottles and bullets without loading them down with a ton of equipment? The answer is the Sacramento Veste. And here's how it works.

Protection against bullets, protection against bottles.

The Sacramento Vest is a sleeveless garment reinforced with ballistic nylon felt, a completely new material developed by the U.S. Army. This felt acts as a

shock absorber when hit by rocks and bottles. And will stop a 38 caliber bullet.

For ballistic protection, the Vest contains a chest panel of Grade 25 Rolls-Royce body armour which will stop a 357 Magnum (4 inch barrel) at muzzle velocity. <u>The armour</u> <u>panel is easily removable, so heavier grades can be substituted to meet greater threats.</u> And for even more protection, there's a pouch on the back of the vest so a back panel can be added.

#### Heavyweight protection in a lightweight vest.

You'd expect a vest that offers this much protection to be very heavy. Yet the Sacramento Vest with armour weighs only about 10 pounds.

The Vest covers all vital areas. There's a protective collar to guard against dangerous neck and spinal injuries. And the groin is reinforced to stop a 45 caliber bullet.

Despite this full body coverage, the Sacramento Vest is very comfortable. It gives more than enough mobility to fire a handgun or rifle from any position.

Consider what might happen if a riot broke out in your town tomorrow. Then consider the Sacramento Vest.

Because you never know what they're going to hit you with next.

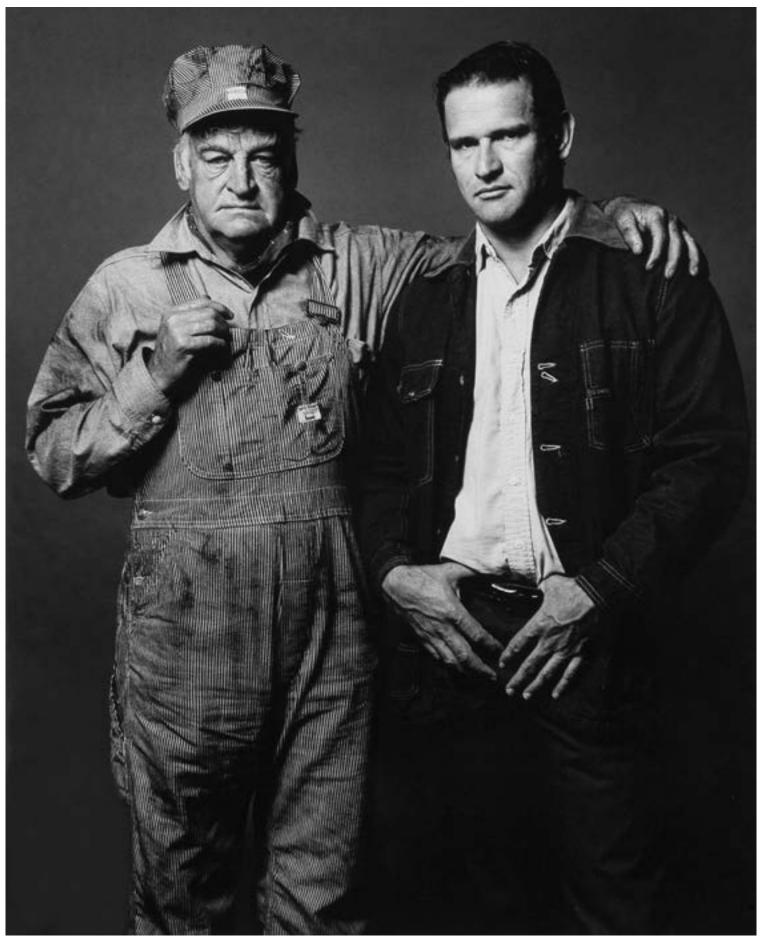


RF Armour of America is exclusive North American Distributor for Rolls-Royce (Composite Materials) Limited. Bristol. England. Due to the highly selective market for body armour, we will reply only to inquiries made by administrative personnel on an official law enforcement agency lefterhead.

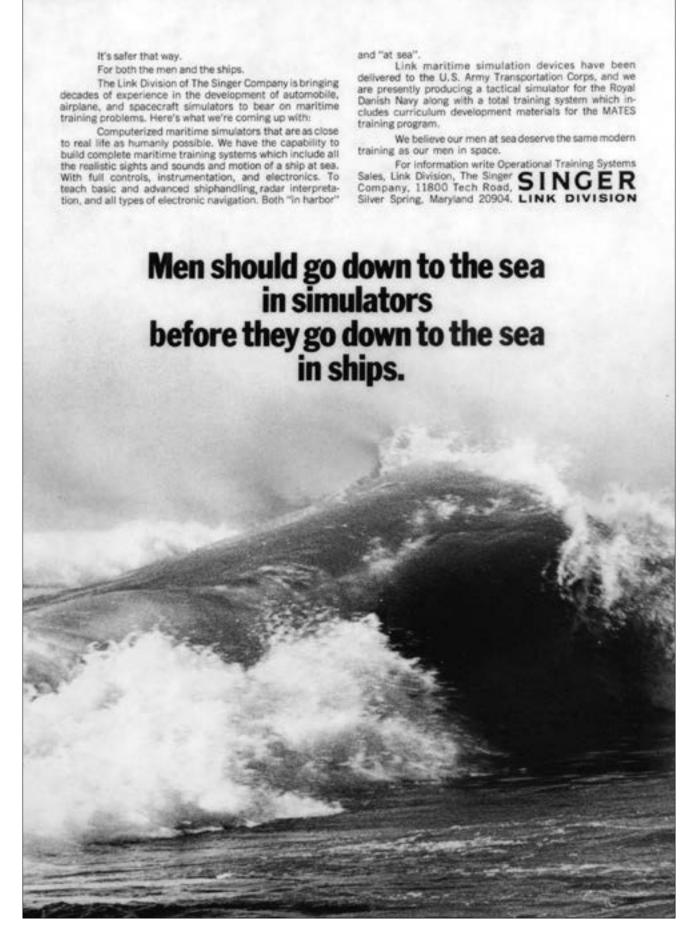
#### ROLLS-ROYCE: ARMOUR



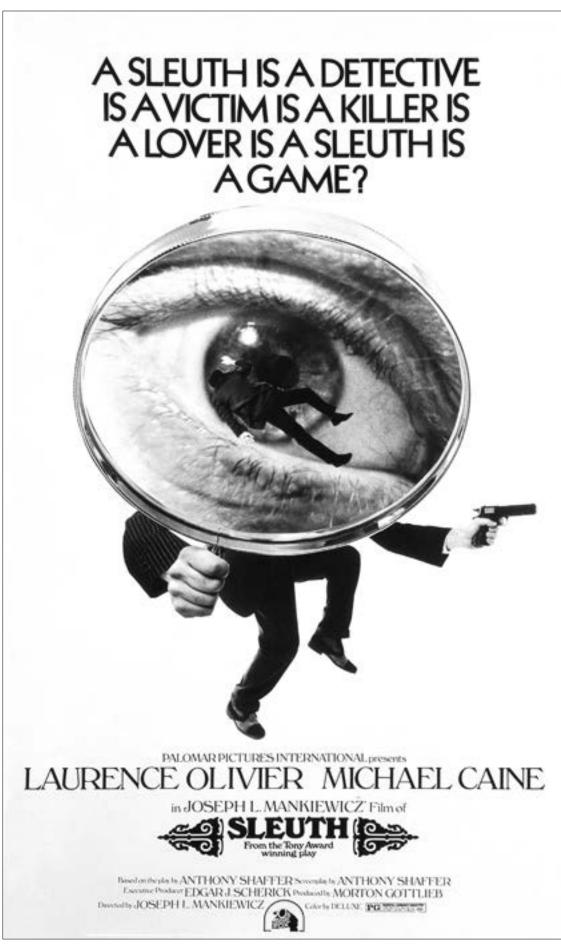
SHARI TROUT: CD COVER

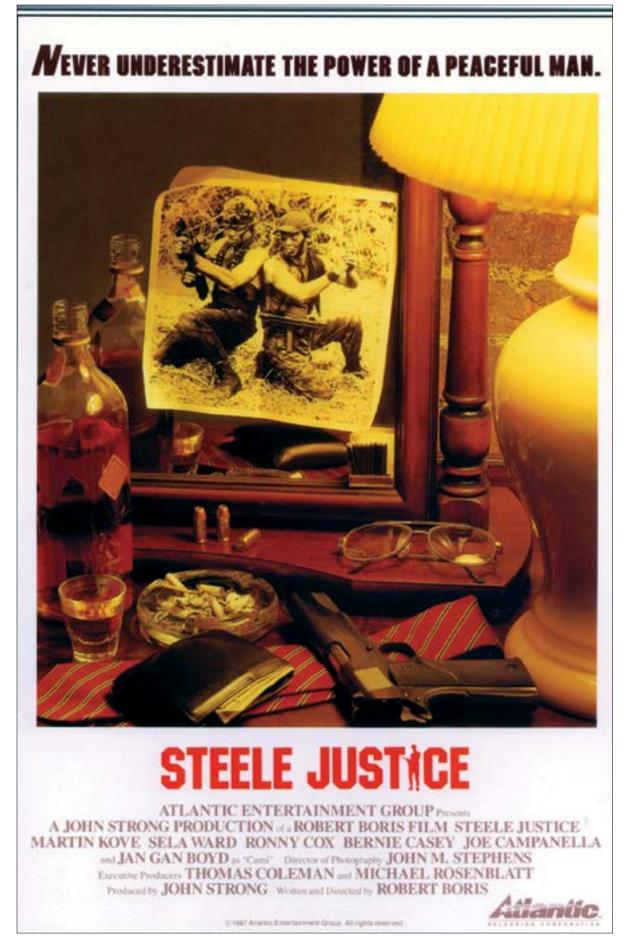


SINGER LINK DIVISION: RAILROADS

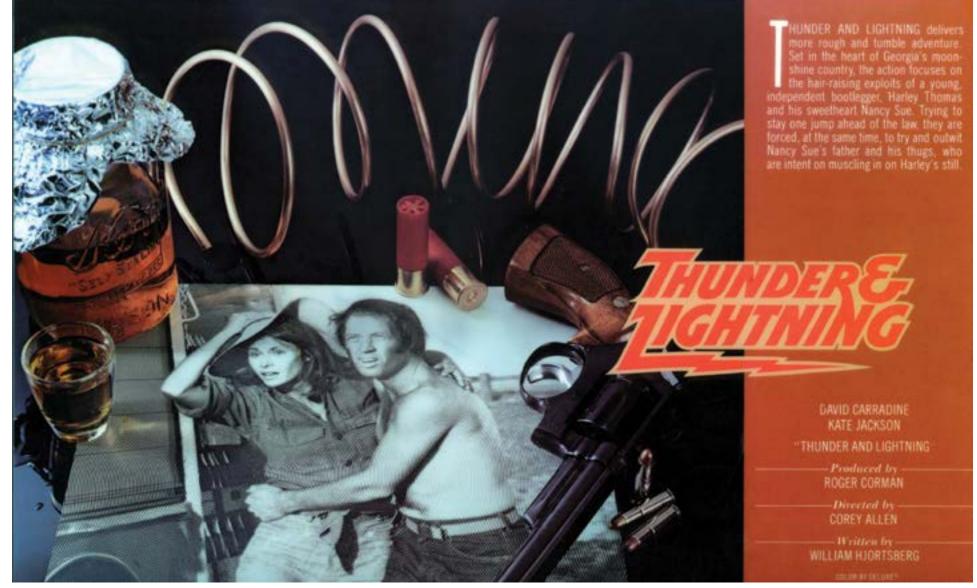


SINGER LINK DIVISION: SIMULATOR





STEELE JUSTICE



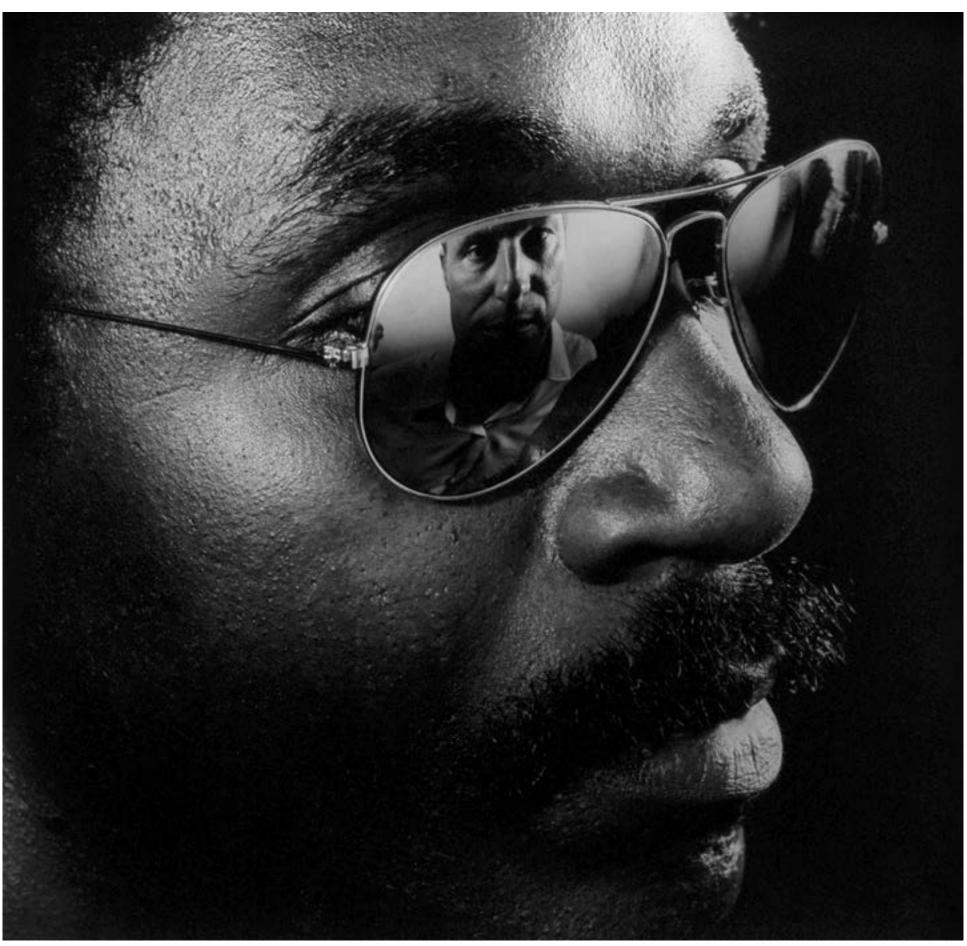
THUNDER & LIGHTNING



TIGER AIR: TERMINAL NIGHT



TIME MAGAZINE: INDIAN FAMILY



TIME LIFE: POV

# A killer surfaces.

What's lying at the bottom of our waterways that could threaten your health?

Join a unique team of television journalists as they bring this hazard to the surface.

ECRUSADERS

Now there's someone on your side.





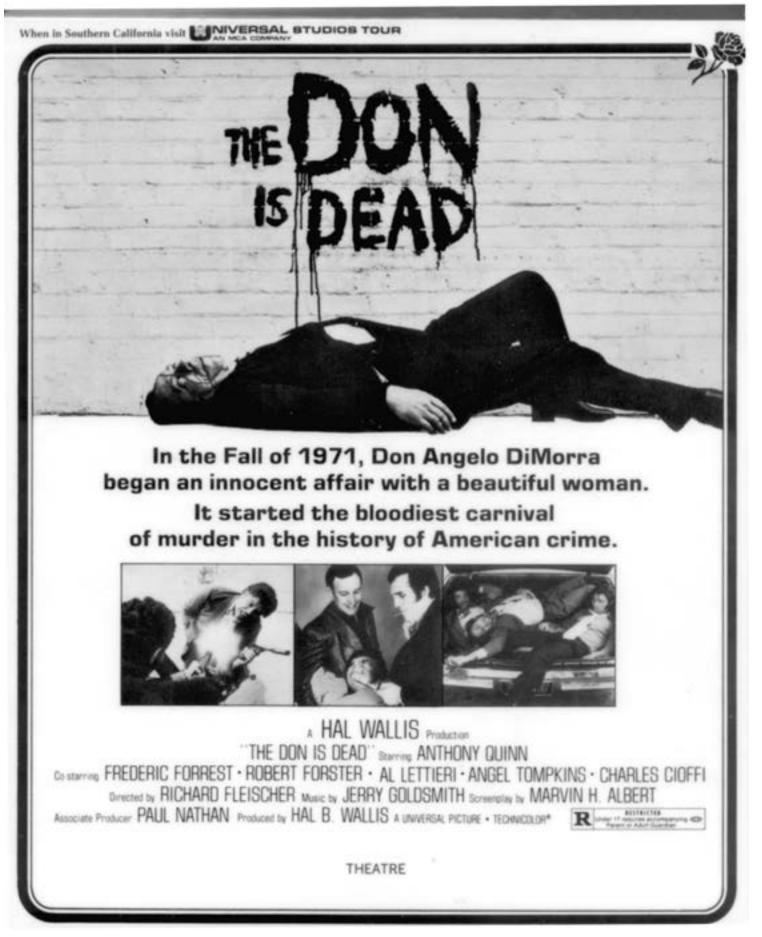
TV GUIDE: CRUSADERS



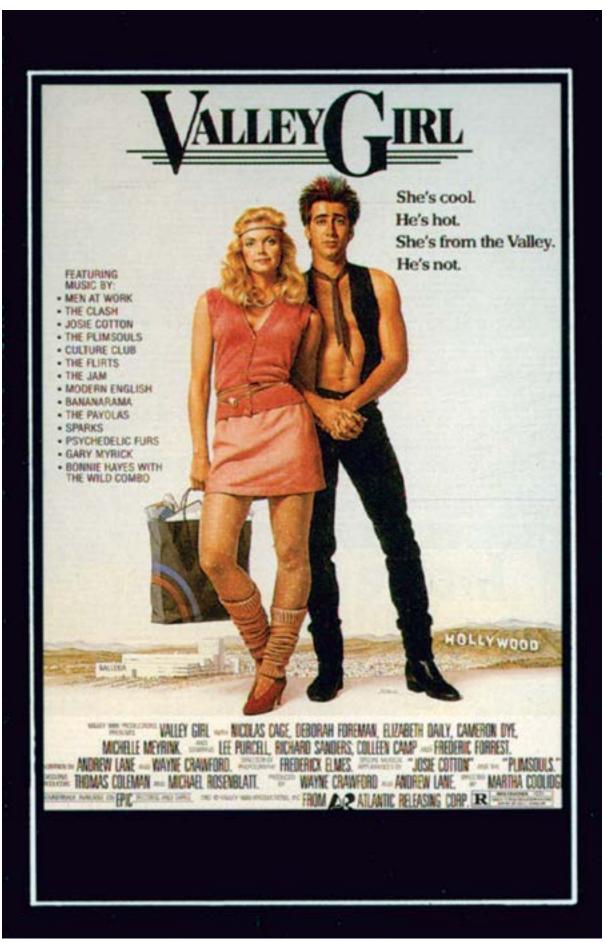
UNIVERSAL: PSYCHO HOUSE



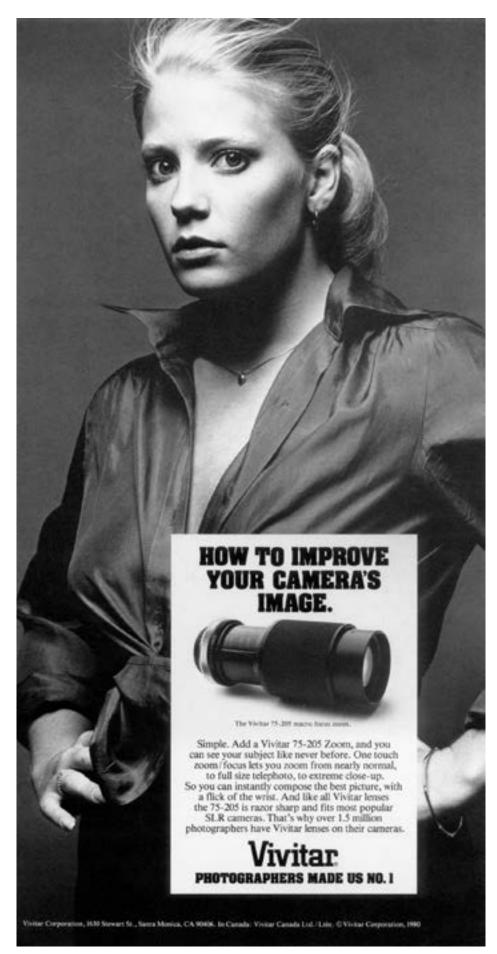
UNIVERSAL: THE DON IS DEAD FOX



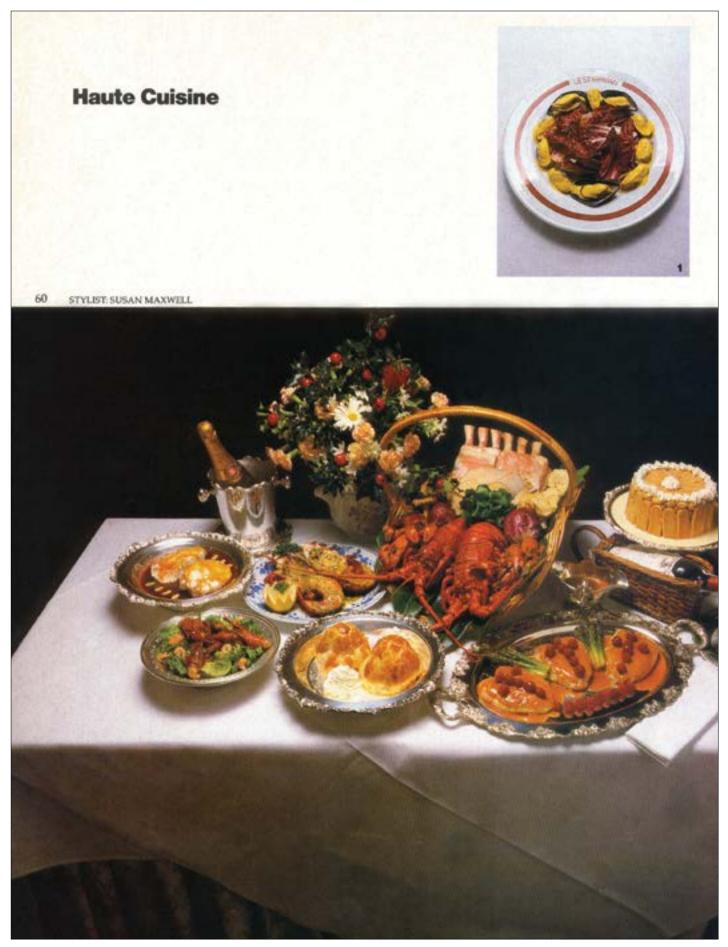
UNIVERSAL: THE DON IS DEAD



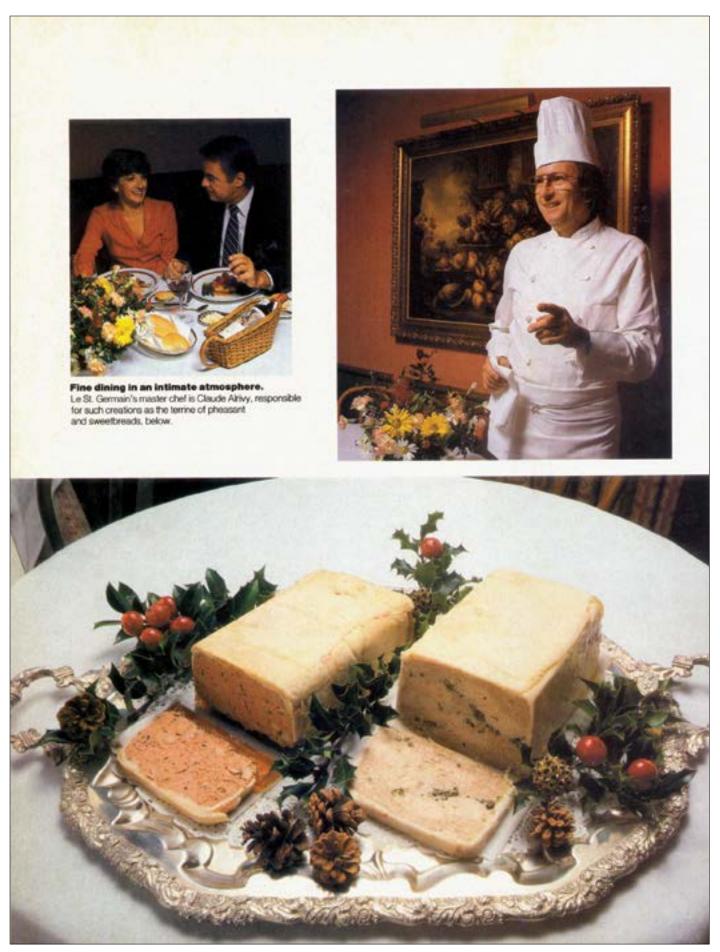
VALLEY GIRL



VIVITAR: ERICA



WESTWAYS: LE ST. GERMAIN A



WESTWAYS: LE ST. GERMAIN B



WITHOUT APPARENT MOTIVE



FENCE: MARIN COVER PHOTO: YOSEMITE WATERFALL 7

