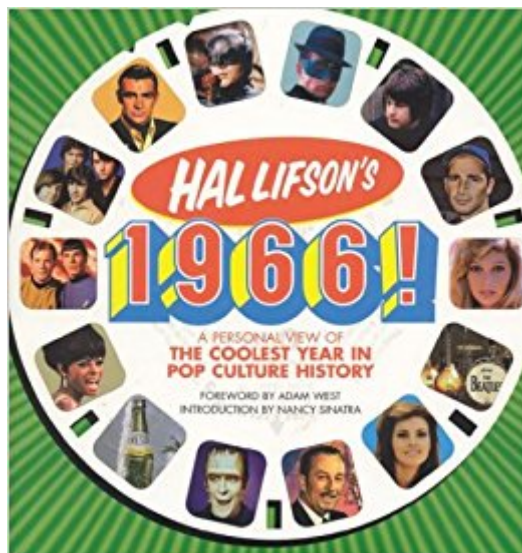


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## Hal Lifson's 1966!



## Synopsis

An awesome collection of memorabilia from 1966. Beautifully photographed with commentary.

## Book Information

Paperback: 190 pages

Publisher: Taylor Trade Publishing (November 17, 2003)

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## Customer Reviews

"An undeniably lively tour of the not-so-long-ago." -- Hartford (CT) Courant  
"In an awesome collection of memorabilia, Hal Lifson....remains a virtual encyclopedia of '60s trivia." -- Publishers Weekly Online, December 30, 2002  
"Lifson packed his book with pictures and graphics, and kept the writing short and sweet." -- The Citizen-Times (Asheville, NC), January 17, 2003  
"[Hal Lifson] identifies not only a definitive phenomenon but tracks it across all entertainment fields." -- Daily Breeze (Orange County, CA), December 20, 2002  
"A 'mind-boggling collection of visual trivia, from Sno Cones and Goofy Grape drink packets to Sting-Ray bikes and Gumby flexes." -- Billboard magazine, February 5, 2003  
"An awesome collection of memorabilia... brings to life the sights, sounds, fads and fun of that memorable year." -- Publisher's Weekly, December 30, 2002

Hal Lifson was born at the very beginning of his favorite decade; July 16, 1960; and was raised in the Los Angeles suburb of Encino. By 1966, he had already developed an earnest love for the popular culture of the time. Years later, when Hal attended the University of California at Berkeley, his senior thesis explored how the television programs of the '60s mirrored the events of the era. After graduating in 1983, Hal translated his passion for the '60s into a professional career. He has spent nearly two decades in the fields of entertainment and advertising as a creative director and writer, and as publicist/personal manager for some of the biggest

&#x92;60s stars, including Raquel Welch, Adam West, and Nancy Sinatra. He was the man behind Nancy&#x92;s amazing 1995 comeback. In 1999, Hal started the first "all &#x92;60s" radio show, Radio A Go-Go!, which aired for two years on KRLA-AM in Los Angeles. Hal would feature many rare &#x92;60s records that had not been played on the radio in decades, and provide off-the-cuff commentary on both the music and the culture of the decade. His show won many fans and critical raves. Today, Hal remains ensconced near his childhood home in the San Fernando Valley, where he still rides his lime green Schwinn Sting-Ray around the block every now and then.

Yes...there's tons of great graphics in this book; a fabulous example of the pop-culture "scrapbook" approach...short on real facts but overflowing with fun color images. However, as I read, I got a bit creeped out by Hal's consistent ravings about the flood of 60's babes and his personal reaction to them AT AGE 6!! My goodness, at that age, I had absolutely no connection with or awareness of the mystique and allure of the opposite sex. Little Hal, according to his own commentary, was practically drooling over Catwoman (both actresses), Jill St John, Nancy Sinatra, the James Bond babes, Raquel Welch, Ann Margaret, etc etc, and apparently attended silly sex-pics such as "Dr Goldfoot and the Bikini Machine" (or whatever it's called) when they were shown at the local movie theater. I frankly got tired of reading about his juvenile jitters, and found it rather off-putting. If he were reporting on the sexed-up culture from the perspective of an adult, that would be one thing...but apparently Hal was experiencing some sort of tiny-tot testosterone overdrive back in his Nirvana year of '66. He was even allowed to wear the ultra-hip Hai Karate after-shave to school in '66-- when he was in FIRST GRADE, for Pete's sake! California in the Swingin' 60's, I guess. But proceed with caution.LR

OK- It's a cool book - brought back many memories, but enough with Nance Sinatra - a little bias here due to his working for her I presume. I am sure she would not have been so prominent in this book had he not been involved with her. But my greatest complaint is this. View-Master was and is the greatest toy EVER - nothing even comes close - and Mr. Lifson must have understood this to make the View-Master so prominent on the cover - but he makes NO mention of it at all in his book - what gives????

OK, pop culture aficionados -- if you've read Populuxe by Thomas Hine, you've got the background for Hal Lifson's 1966!. Whereas Hine's treatment of pop culture in the years leading up to the mid-sixties is more educational, Lifson chooses to present a photo album of sorts, with

hundreds of pictures from the TV shows, movies, toys, games, comics, snacks, places and cultural bric-a-brac that were part of the background of life in 1966. Lifson annotates many of these images with personal remembrances and anecdotes that help to put them in some cultural context, and there are interesting bits of trivia sprinkled throughout. But don't expect much deep information here -- most of the text is in the vein of "here's what I remember about this." As a result, some things that you might recall as personally significant get short shrift. But hey, it's not meant to be a comprehensive essay. Still, this wonderful visual record will strike a chord with anyone who is old enough to have memories going back that far. You're sure to recognize something that defined the mid-sixties for you, as well as spot fun stuff that will make you say, "Oh yeah...I forgot all about that!" Close your eyes and breathe in -- you can almost smell the Gumby rubber. Sometimes a good nostalgia book works by just evoking those memories.

Hal Lifson's 1966! is essential reading (and viewing) for anyone interested in 1960s U.S. Pop culture. The book is well written and the illustrations comprise a great and thoughtful selection of pop "icons" from 1966: From images of tv's Batman to advertisements for toys, comics, music albums, films and other mass-marketed products, the book provides an excellent travelogue through a sometimes overlooked facet of a unique and explosive period in U.S. cultural history. The book is great fun (and that's enough) - but it also provides some keen insights into the visual context that gave rise to the work of Andy Warhol and many of the pop visual and media styles that still resonate today. The introductory writings by Adam West and Nancy Sinatra are great "bonus material" that add to the book's thoughtful approach to its subjects.

After hearing about this both the book and the CD, both by Hal Lifson, I just had to get these. I could not put this book down. I called my mother about it and thanked her for letting me born in such a cool year! I have always been a fanatic for that type of pop culture in the '60's. My sister once told me that I was born twenty years too late! After reading this book, I couldn't agree with her more! If you know someone who was born in 1966, and looking for a birthday gift for them, look no further than this book. This book rocks, and so does Hal Lifson!

"Hal Lifson's 1966!" is FABULOUS! Having been 12 in 1966, I well remember that incredible year. "Star Trek." "Batman." "The Green Hornet." "The Time Tunnel." I remember them all, and so much more, captured beautifully in this book. The bright color period images that fill this dazzling book to overflowing literally jump off the pages, conveying and bringing back the incredible vibrancy and

optimism of the pivotal year of 1966 unlike anything else I've ever seen or read. Indeed, I consider this book a printed "Time Tunnel" of vivid memories and images of a time long-vanished, but a time, a year, that was bigger than life -- far more exciting and memorable than the sadly pessimistic and grim and bleak 21st century. In my mind the only thing that could top this magnificent book would be for the TV Batmobile to pull into my driveway, sporting the sign "1966 Or Bust!" Thank you from the bottom of my heart, Mr. Lifson, for your wonderful window into a much better time. I give "Hal Lifson's 1966!" an enthusiastic Five Stars!

Pop culture books have always been my favorite, but this one is by far the best I've ever seen! You see things you missed every time you go through it! Great sharp, color, crystal clear photos of things you thought you would never see again! And a little helpful text refreshing your memory about everything you've seen, watched, listened to, went to, wore, ate, played with, read, drank, drove, in 1966! A lot of heart and soul was put into making this book, meant to touch yours ... and it does!

What a great book. Took me back to my childhood

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