

Small Categories Series

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How about this one?...Curse Words! I don't think I've ever seen this one on anyone's want list! Fortunately, or unfortunately, this is a really small category, numerically. I suppose that says something about social mores.

One might wonder why a business would want to curse in its advertisements in the first place. My own guess is that with the older covers such usage comprised more of a 'down home', 'just one of the folks' approach--folksy, quaint. I don't think the same argument applies to the newer covers, but that might just be my conservatism showing. On the other hand, this would seem to be backed up by fact that the words in question on the older issues are mild, indeed, whereas it's the newer issues that tend to be much more crass.

Judging by what I've collected thus far, the vast majority of covers to be found in this category are the ones that read "Where in the hell did I get this (or 'these')?"

I've only been putting these aside for a couple of years, but I currently have 41, all 20s and 30s. Haven't seen this category in other sizes.

