

LIFESTYLE

LIFESTYLE

flash

Helping consumers maintain privacy, marketers promote home AIDS tests. Consumers draw their own blood and then send it away to be tested confidentially.

Advancing technology means more options on telephones, including Caller ID, which becomes more common than ever in 1996. The display unit allows people to see the name and number of their caller before even answering the phone.

Authors Ellen Fein and Sherrie Schneider release *The Rules*, a controversial manual teaching women strategies for getting a man to propose marriage. While the book draws criticism from both sexes, it is a best-seller.

The U.S. Postal Service issues stamps commemorating Hanukkah, the first non-Christian religious holiday ever featured on a stamp.

Casual Fridays become more and more widespread in American work culture. Businesses allow employees who normally dress in professional clothing at work to wear more comfortable, casual clothing on Fridays.

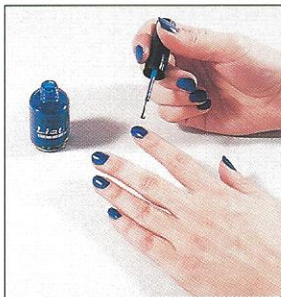


A "Sesame Street" stuffed toy causes panic among holiday shoppers. Tickle Me Elmo sells out in stores nationwide, and has shoppers fighting over scarce inventory and paying hundreds of times the toy's value.

My Twinn Doll Company



The My Twinn Doll Company offers individually crafted dolls that replicate, from a photo, the eye color, hair and facial features of a living girl. Each doll comes with two matching outfits, one for the doll and one for the owner.



Nail polish colors get darker and funkier: Deep browns and blues are popular forms of expression and style.



The ongoing dance craze is the "Macarena," a Latin line dance. People of all ages participate in the dance, including Olympians, delegates and workers of the Democratic National Convention (above) and the New York Yankees grounds crew.



The minimum wage is raised to \$4.75 in October, and will increase again to \$5.15, effective September 1, 1997.



The beverage industry introduces a new concept—bottled water with caffeine! One bottle of the uncarbonated water contains as much caffeine as one cup of coffee.

Disney's 101

Dalmatians inspires an avalanche of promotional merchandise, filling stores with spotted toys, backpacks, games and other odds and ends.



WORLD BOOK
ENCYCLOPEDIA, INC.
A SCOTT FETZER COMPANY

JOSTENS®