

With nudity becoming almost commonplace in movies and magazines, a number of actors began to use in in different ways in their personal publicity campaigns. Above, Al Able and Joey Hutton demonstrate the comic and sensuous approaches to nudity in entertainment trade paper ads. On the next page, a highly erotic nude photo of David Cassidy by Rolling Stone photographer Annie Leibovitz was featured in an article about the actor/rock star. Cassidy was trying desperately to shed the teeny-bopper image that was haunting him, and thought "going sexy" might be a good way to do it. Unfortunately it didn't seem to work.

