

STEVE MCQUEEN, SAN FRANCISCO AND THE 2005 FORD MUSTANG



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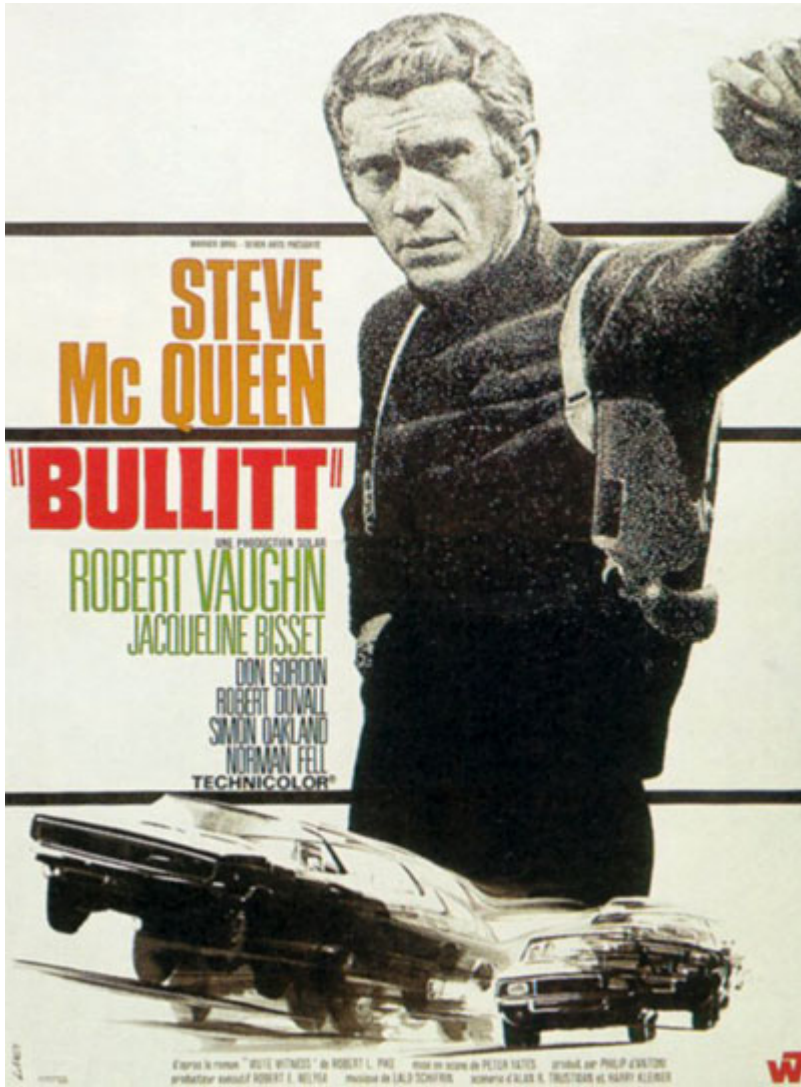
Chris (Witmore) put me onto this item in Yahoo! News – Mustang Ads Feature Late Steve McQueen. Ford is to resurrect Steve McQueen in its promotional campaign for the new 2005 Mustang.





They did this in the UK a few years back – clever cuts of footage from Bullitt – the very stylish 1968 movie set in San Francisco, and in which McQueen drove a Mustang.





As Chris says, the switching is a [chiasmus](#) – as present and past exchange places. We find this structure more and more. It is profoundly archaeological.