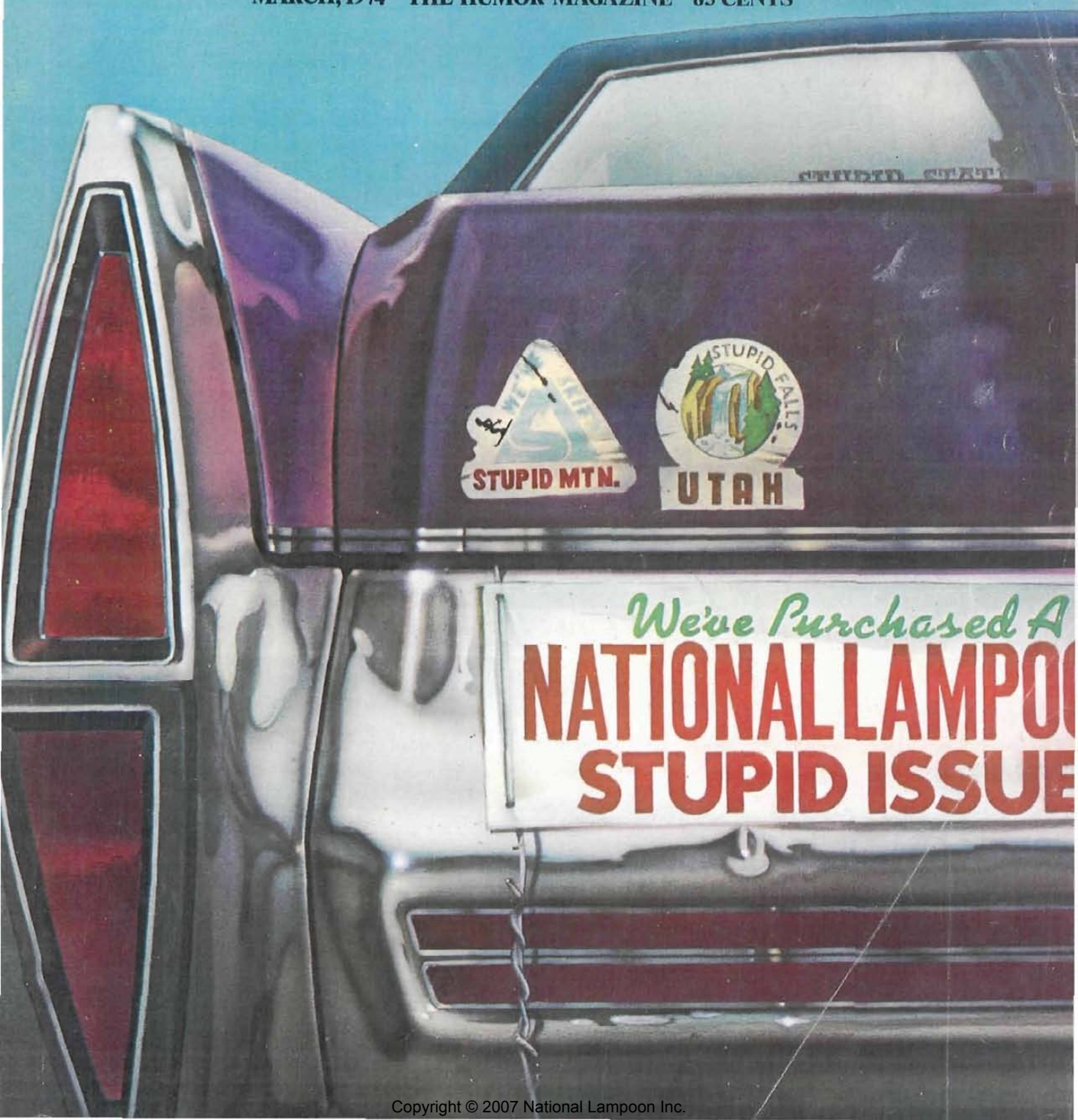


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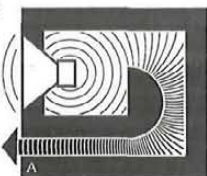
Now BIC VENTURI™ puts to rest some of the fables, fairytales, folklore, hearsay and humbug about speakers.

Fable

Extended bass with low distortion requires a big cabinet.

Some conventional designs are relatively efficient, but are large. Others are small, capable of good bass response, but extremely inefficient. The principle of the BIC VENTURI systems (pat. pend.) transforms air motion velocity within the enclosure to realize

amplified magnitudes of bass energy at the BIC VENTURI coupled duct as much as 140 times that normally derived from a woofer (Fig. A). And the filtering action achieves phenomenally pure signal (Scope photos B & C). Result: pure extended bass from a small enclosure.



B—Shows output of low frequency driver when driven at a freq. of 22 Hz. Sound pressure reading, 90 dB. Note poor waveform.
C—Output of venturi coupled duct, (under the same conditions as Fig. B.) Sound pressure reading 111.5 dB, (140 times more output than Fig. B.) Note sinusoidal (nondistorted) appearance.

Fairytale

It's okay for midrange speakers to cross over to a tweeter at any frequency.

Midrange speakers cover from about 800 Hz to 6000 Hz. However, the ear is most sensitive to midrange frequencies. Distortion created in this range from crossover network action reduces articulation and musical definition. BIC VENTURI BICONEX horn (pat. pend.) was designed to match the high efficiency of the bass section and operates smoothly all the way up to 15,000 Hz, without interruption. A newly designed super tweeter extends response to 23,000 Hz, preserving the original sonic balance and musical timbre of the instruments originating in the lower frequencies.



Folklore

Wide dispersion only in one plane is sufficient.

Conventional horns suffer from musical coloration and are limited to wide-

angle dispersion in one plane. Since speakers can be positioned horizontally or vertically, you can miss those frequencies so necessary for musical accuracy. Metallic coloration is eliminated in the BICONEX horn by making it of a special inert substance. The combination of conical and exponential horn flares with a square diffraction mouth results in measurably wider dispersion, equally in all planes.

Hearsay

A speaker can't achieve high efficiency with high power handling in a small cabinet.

It can't, if its design is governed by such limiting factors as a soft-suspension, limited cone excursion capability, trapped air masses, etc. Freed from these limitations by the unique venturi action, BIC VENTURI speakers use rugged drivers capable of great excursion and equipped with voice coil assemblies that handle high power without "bottoming" or danger of destruction. The combination of increased efficiency and high power handling expands the useful dynamic range of your music system. Loud musical passages are reproduced faithfully, without strain; quieter moments, effortlessly.

Humbug

You can't retain balanced tonal response at all listening levels.

We hear far less of the bass and treble ranges at moderate to low listening levels than at very loud levels. Amplifier "loudness" or "contour" switches are fixed rate devices which in practice are defeated by the differences in speaker efficiency. The solution: Dynamic Tonal Compensation™. This circuit (patents pending) adjusts speaker response as its sound pressure output changes with amplifier volume control settings. You hear aurally "flat" musical reproduction at background, average, or ear-shattering discoteque levels—automatically.



A system for every requirement

FORMULA 2. The most sensitive, highest power handling speaker system of its size (19¾ x 12 x 11½)". Heavy duty 8" woofer, BICONEX mid range, super tweeter. Use with amplifiers rated from 15 watts to as much as 75 watts RMS per channel. Response: 30 Hz to 23,000 Hz. Dispersion: 120° x 120°. \$98 each

FORMULA 4. Extends pure bass to 25 Hz. Has 10" woofer, BICONEX mid-range, super tweeter. Even greater efficiency and will handle amplifiers rated up to 100 watts. Dispersion: 120° x 120°. Size: 25 x 13¼ x 13". \$136 each.

FORMULA 6. Reaches very limits of bass and treble perception (20 to 23,000 Hz). Six elements: 12" woofer complemented by 5" cone for upper bass/lower midrange; pair of BICONEX horns and pair of super tweeter angularly positioned to increase high frequency dispersion (160° x 160°). Size: 26¼ x 15¾ x 14¾". \$239 each.

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Leo Sayer

Silverbird



There was a talent hunt in Brighton, England, which ended the moment Leo Sayer walked in to audition for agent-to-be David Courtney. He was so impressed that he never did become an agent, but formed a songwriting partnership with the singer instead.

They wrote and they made some demonstration tapes for Adam Faith, once a British music popstar, more recently a popular British television actor. Excited by what he heard, Faith decided to manage and produce the blazing talent of Leo Sayer.

The closest good studio, a few miles along the Sussex coast, belonged to Who vocalist Roger Daltry, who overheard parts of the ensuing sessions and asked Leo Sayer and David Courtney to write all the songs for his solo album debut. The result, *Daltry*, was a critical smash which generated a hit single, "Giving It All Away."

After this fortunate interruption, Leo Sayer returned to work on his own album while anticipation mounted through the British music world. It's finished at last, titled *Silverbird*, and has just been released by Warner Bros. Records.

If you're ready for a change, seek out this album by an artist, Leo Sayer, whose beginnings have so changed the people around him.

SILVERBIRD, LEO SAYER'S ALBUM, INCLUDES "THE SHOW MUST GO ON," ALREADY A NUMBER ONE SINGLE IN ENGLAND.



Instead of racking our brains to find rating systems that would yield the highest specs for Sony components, we rack our consciences.

Take our STR-7065 receiver, for example. We rate it at 60 watts per channel—but under the most rigorous and meaningful conditions: continuous power at all frequencies from 20, to 20,000 Hz., both channels driven into 8 ohms.

Which is why *High Fidelity Magazine* says: "The Sony... is comparable in its output capabilities to many amplifier sections regularly advertised at, say, 75 watts per channel or more."

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too: less than 0.2% harmonic or IM distortion.

High Fidelity comments: "Not only does the amplifier stay below its ratings to the frequency extremes (which the amplifier sections in many receivers do not quite do), but intermodulation stays under this figure to beyond 95 watts at 8 ohms, and beyond 125 watts at 4 ohms.

High power, free of distortion are two of the most important requisites of a high quality music system. The STR-7065 excels in both.

Describing the tuner section, *High Fidelity* said: "...Both on paper and in the listening room, FM performance of the receiver is excellent." Some of the circuit features that make it so are newly

developed Sony FET's in the mixer and RF stages (for 2 μ V IHF sensitivity with 90 dB spurious response rejection on strong local signals), and special Sony IC's which give it a 1.0 dB capture ratio and 70 dB selectivity (the easier to pluck stations from a crowded dial). Such power and performance doesn't come cheaply. Yet, when you consider that the specifications you get are better than the specifications you are paying for, the STR-7065 is a remarkable value at \$529.50.

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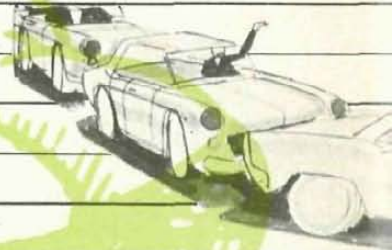
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- | |
|------------------------------|
| 1 New York, N.Y. |
| 2 Boston, Mass. |
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| 9 Colgate U., Hamilton, N.Y. |



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MARCH, 1974

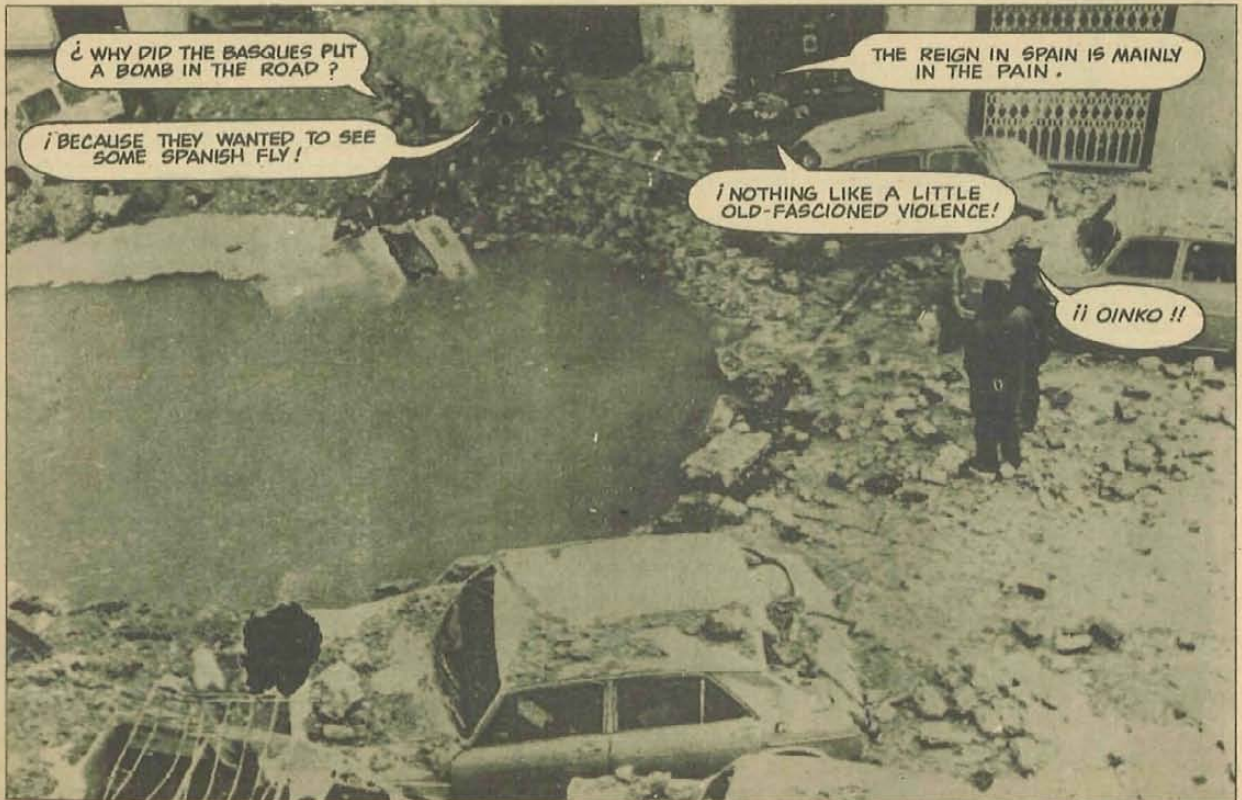
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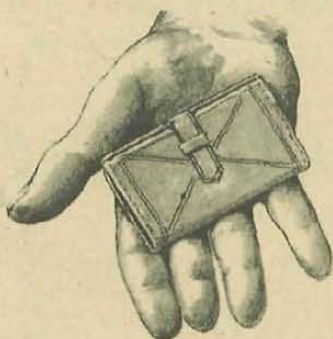
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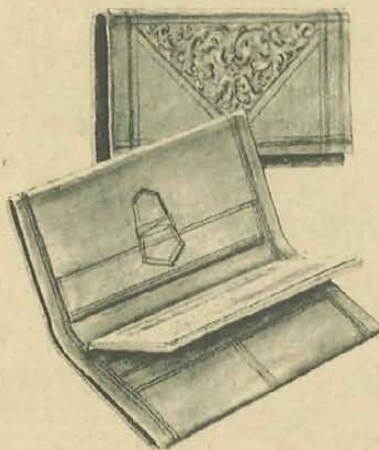
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continued

We have learned that in the event that President Nixon is forced by the threat of imminent impeachment, the specter of eventual criminal prosecution, or pressures from within the Republican Party to resign the Presidency, he will take advantage of the opportunity to use his resignation to solve his ever widening tax problems by giving his body to the U.S. government. By making this unique donation prior to his death, he would be able to claim it as a "constructive gift" for the year 1974 and several subsequent years, and the resulting tax deduction should be more than sufficient to wipe out any back taxes he might end up owing if some or all of his other tax write-offs are ultimately disallowed by the I.R.S. or the Congressional committee investigating his financial affairs. A suitable repository for the "Presidential person" could easily be found—the most likely spot is his estate in San Clemente, which he has already announced as a prospective gift to the government. Although he would probably be expected to make himself available to scholars from time to time, his status as a piece of government property would be hardly likely to prove onerous, and should in any case be considerably more pleasant than a possible alternative form of retirement at government expense in a federal penitentiary if he remains in office long enough for a serious criminal case to be established against him. It also seems unlikely that anyone would argue with what many think would be a very conservative valuation of himself of \$1 million, since as one tax expert noted, his current worth to the nation "is in the zilch area," whereas his resignation would be of great value, surely something in eight or nine figures. And, as a key Presidential aide pointed out, "It's an honorable out. I mean, it's not like he's bugging out. Right now the guy's a walking tax loss. All he has to do is deduct himself."

A recent statement issued by the Soviet government following the publication in Paris of Aleksandr Solzhenitsyn's new book, *The Gulag Archipelago*, termed the novel "frantic, viscous, distorted reporting" of Russian affairs by "one of a handful of self-appointed commentators on Soviet society" who are "out to get communism" and "cut the legs off the Presidium." The statement went on to complain of the "lack of objectivity" of Soviet history in the work, insisting that it deliberately presented an "unbalanced view" by focusing on the tens of millions of Russians who were tortured, falsely imprisoned, or mur-

continued on page 11



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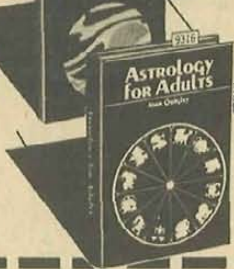
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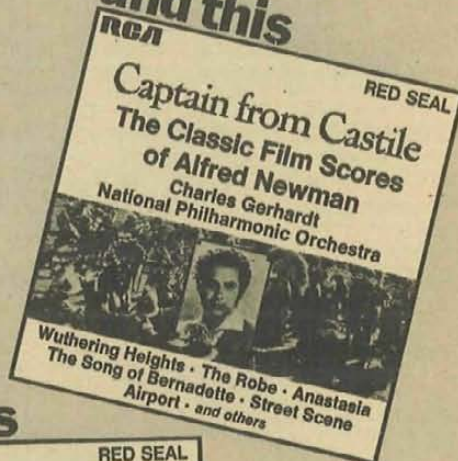
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dered instead of telling the story of the many thousands whose lot had improved under communism. Interestingly, in its conclusion, the statement seemed to imply that no action would be taken against the Nobel Prizewinning author. "One can only be angry at those he respects," it said.

Now that Operation Candor has come to a close with the refusal by the President to comply with subpoenas of documents and tapes issued by the Ervin Committee, Administration strategists are reportedly planning subsequent stages of the Nixon defense. According to a highly placed White House source, the next few months will see following phases of calculated reaction to criticism of the President:

Operation No Really, What I'm Going To Tell You Now is the Whole Truth and Nothing But, So Help Me: A large number of memorandums and recordings will be released to the Senate Committee on Presidential Campaign Activities, Watergate Prosecutor Jaworski, and possibly to the public, but with verbs, adverbs, and adjectives deleted. "It's in your verbs that the real compromises of national security usually turn up," explained a legal aide to the President. "As far as the adjectives and adverbs go, well, that's your personal stuff, your color, your earthy language, that kind of thing, and they're obviously protected by the President's inherent right under executive privilege to the confidential conduct of the affairs of his office."

Operation Hey, Look, All Kidding Aside, This Is It, Straight from the Shoulder, the Pure Unvarnished Truth and/or the Real McCoy: The President will agree to meet with both selected members of the Ervin Committee and Special Prosecutor Jaworski, with Senator Stennis acting as a moderator, but he will respond to questions only through charades. "Direct response to interrogation would constitute a violation of the doctrine of separation of powers," said White House counsel James St. Clair. "Charades are an acceptable compromise to preserve the dignity of the office." As a possible alternative, the President would answer questions directly in an unrecorded session, but would give all his answers through an interpreter who would then translate his remarks into Urdu or some other language totally unfamiliar to the Senators and the Prosecutor. "I think in some ways this would be the ideal arrangement," said St. Clair. "The President wouldn't have to hold back at all as far as national security or executive privilege are concerned. He could give

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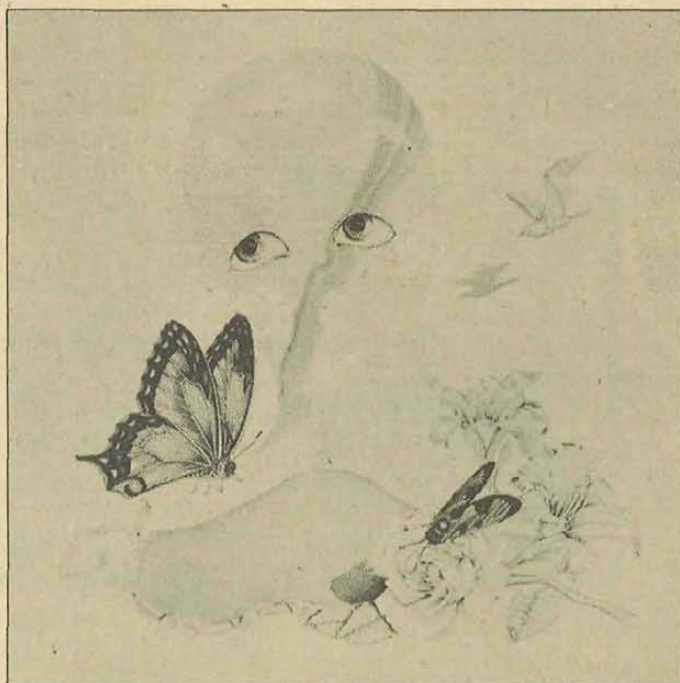
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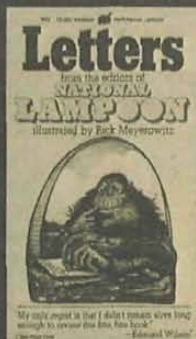
SEALS & CROFTS

ON WARNER BROS. RECORDS AND TAPES

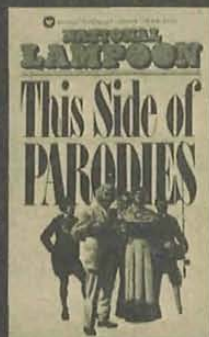
First there was this...



then this...



and now there's...



"... tears and shreds the very carton it's shipped in ... getting at it to put up on the shelf ... in order for it, ah, to be sold to ... ah, to people who would be in the ... ah, market for this sort of thing."



- Shortly before their new headquarters in a modern office building in South Bank, a district of London, were completely finished, *London Weekend Television*, an English television network, began moving in. Every Friday afternoon for several weeks after the move, the network received a telephoned bomb threat and had to evacuate the premises.

The caller, who was eventually arrested, turned out to be an Irish member of the crew putting the finishing touches on the building and who wanted to get away early for the weekend. *The Brighton* (England) *Argus* (via *Private Eye*)

- The annual boat races in Alice Springs, Australia, will not be held this year because there is water in the Todd River. The highly competitive event traditionally consists of a sort of footrace between two-man crews who stand inside bottomless boats, grip the gunwhales, and dash around a course marked out on the normally dry river bed. Unexpectedly heavy rains have flooded the river with three feet of water, dooming the regatta. *Philadelphia Evening Bulletin* (D. Lipkin)

- Dr. George King, an English inventor, who holds the degree of Doctor of Divinity, has invented what he claims is a prayer battery. He has had some two hundred people directing prayers at the device, which is said to resemble a box camera on a tripod. According to Dr. King, the battery will be turned on soon, after a committee decides what to do with its stored spiritual power.

"We may use it to provide rain and relieve famine in Africa," he explained. King is the head of a sect called the Aetherius Society which he founded after receiving messages from the planet Venus. *San Francisco Chronicle* (L. Carnahan)

- Police in Charleston, W. Va., received a call from a distraught

housewife who said that she had heard heavy breathing, a thud, and then silence while talking on the telephone to her husband, a night watchman on duty at a local business.

Police officers dispatched to the scene discovered that the night watchman had fallen asleep while talking to his wife. *New York Daily News* (D. Villadolid)

- A young boy in Stevenage, England, came into a local soda shop and asked the clerk, "How much is a can of Coke?" The clerk told him and obligingly brought out a can and placed it on the counter. The boy then pulled out a gun, let fly with a volley of ping-pong balls, grabbed the can, and sprinted away.

He left his gun and his getaway vehicle—an orange and white tricycle—parked by the curb outside. *Providence Journal* (L. Brown)

- One week after installing a home fire alarm system in their house in Freeport, Illinois, Mr. and Mrs. Robert Chouard and their two young children were awakened by the high-pitched sound the warning device emits when the smoke concentration in any room climbs above two percent or the temperature exceeds 136 degrees. The blaze which the alarm system detected was caused when the warranty for the system, an instruction manual for its operation, and several other papers provided by the manufacturer caught fire.

The alarm also summoned the fire department, which arrived in time to extinguish the conflagration before any significant damage was done.

Mr. Chouard, who had left the papers on what he thought was an inoperative gas space heater, says he's "sold" on the system. "I'm kind of glad it was in," he said. *Freeport Journal Standard* (K. Wolber)

- A jeering crowd in Dania, Florida, shouted to a twenty-seven-year-old woman to jump from a 110 foot tower which she had climbed in an apparent suicide attempt. The crowd pelted police with rocks as they tried to talk her down and booed them when they managed to bring her down.

The police had to use dogs to disperse the crowd. Five policemen received minor injuries before the woman was finally led away to safety. *Arizona Daily Star* (T. Miller)

A one-year subscription or the equivalent value in *National Lampoon* products will be given for items used. Send entries to: True Facts, National Lampoon, 635 Madison Ave., N.Y., N.Y. 10022. □

Carly Simon

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Carly's new album is available now at record stores everywhere

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BANG AMERICARGUE



The Anything Card

N-62



N-61



N-60



N-37



N-29



N-30



N-13



N-12



N-59



N-58



N-57



N-15



N-14



Adolf Hitler (st der Sieg)
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22"x28" \$2.50



HITLER
Y-507 B/W
23"x29" \$2.50

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(BW) and color (C).



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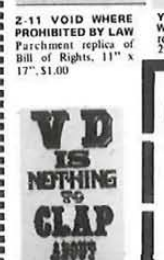
Y-501 Full Color
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Z-11 VOID WHERE
PROHIBITED BY LAW
Farcical replica of
Bill of Rights, 11" x
17", \$1.00



Y-28 This Poster Exploits
Women, Black & White
unretouched photo, 23" x
29" \$2.00



Y-131 FRIENDLY RE-
MINDER, Full color
11" x 17" on heavy
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Y-115 BEEP BEEP YU-
RAS, 23" x 29", day-
glow color. \$1.90



Y261 12th COMMANDMENT,
Red and Black on parchment
15" x 12", \$1.00

MEET MR. YES!

He's wearing our incredible new nostalgia classic—the electric bow tie. Battery operated. Clips on all shirts. Fully guaranteed to light up any party. Worth \$56.75 in laughs—our price just \$3.98. MR. YES is also wearing item #N-51 a DANDY PLASTIC ROSE that just happens to have a small hose attached to it so when your foolish friends try and smell it they get it in the kisser. \$66.25 in laughs—our price just \$1.50. But what about that faucet sticking out of Mr. Yes' head? It can be attached to walls, doors, windows—ANYTHING FLAT LIKE YOUR HEAD! It's so real it fools just about everyone. Item #N-52, only \$2.25. Anyone can operate it.

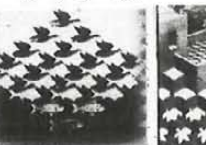
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S.O.B. IN THE VAL-
LEY, Revise of 23rd
Palm, Full color,
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"10" x 10" photo - this poster
will stay young!" Only \$1.50



Y-362 BE PREPARED Girl
Scout classic full color poster
only \$1.98



A-12 HAVE
YOU HAD
YOUR PILL TO-
DAY? 12" x 17"
\$1.00

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CRISIS! Magic light bulb
lights up—without electric
power! Only you have the
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One of the truly great gemics
of all time! Only \$2.49, fully
guaranteed, stick in tin your
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#N-209.

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completely wired for immediate use. \$1.98

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Below are the finest flock posters available—each printed in day-glow color on black velvet. Great with
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Y-321 1973-1977 NIXON COUNT-DOWN CALENDAR The greatest poster ever made! Grid over Nixon's face is numbered with the days left in his term. You "X" out one box each day until his image is gone. Guaranteed satisfaction. 24 x 35. Only \$1.98

Y-322 SAME CALENDAR as above but in a smaller more convenient office size. Buy a number of these for friends. Only 11" x 17" and a water-gate steel at \$1.50 each.

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Helps prevent the most chronic of cases developed as a result of the Watergate scandal. Also great for political rallies and social events. Full 5 ounce aerosol can! Limited supply. Only \$2.00. Unconditionally guaranteed.

TOO MUCH HSEX MAKES YOU SURE



Y-271 EVE GRANT, Y-272 LOVE IS A LOT OF BULL. Day-glow, 10" x 15" \$1.00



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Y-372 GARBO



Y-371 HARLOW



Y-255 MONROE



Y-373 GABLE



Y-320 BOGIE

FROM YES ART Giant B/W Blow-Ups 30"x40" \$1.50 each



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Y-364 STOOGES



Z-14 LAUREL & HARDY



Y-205 W.C. FIELDS



Z-8 CHAPLIN

THE SPIRIT OF 76



Y-308 This is the real thing. No silicone. No retouching. Guaranteed authentic. Giant 23" x 34". Red WHITE BLUE AND BLACK. \$2.50 each.



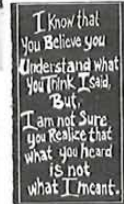
It's better to have a gun and not need it than to need one and not have it.

Y-300. IT IS BETTER TO HAVE A GUN AND NOT NEED IT THAN TO NEED A GUN AND NOT HAVE IT. Send a copy to your legislator! 18" x 12", silver and black. 1.00 each.

Bumper Stickers that really BUMP: Each printed in day-glow 3 1/2"x12", \$1.00 each, any three for \$2.50. N-55 EAT BEANS—AMERICA NEEDS THE GAS; N-56 DON'T BE FUELISH; N-15 IMPEACHMENT WITH HONOR; N-42 IMPEACH THE COXSACKER; N-20 CANCER CURES SMOKING; N-19 FREE THE WATERGATE 500; N-21 HONK TWICE IF YOU THINK HE'S GUILTY; N; 18 NIXON KNEW; N-17 SHOW NIXON THE GATE; N; 23 VD IS NOTHING TO CLAP ABOUT.



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N-12	N-13	N-14	N-15	N-16	N-17
N-18	N-19	N-20	N-21	N-23	N-29
N-30	N-37	N-42	N-48	N-51	N-52
N-54	N-55	N-56	N-57	N-58	N-59
N-60	N-61	N-62	N-203	N-209	Y-15
Y-16	Y-17	Y-18	Y-60	Y-67	Y-72
Y-85	Y-86	Y-100	Y-101	Y-115	Y-119
Y-131	Y-132	Y-133	Y-175	Y-183	Y-188
Y-189	Y-190	Y-205	Y-212	Y-265	Y-261
Y-263	Y-267	Y-271	Y-273	Y-277	Y-300
Y-320	Y-321	Y-322	Y-323	Y-325	Y-328
Y-340	Y-346	Y-350	Y-359	Y-360	Y-361
Y-363	Y-364	Y-367	Y-368	Y-370	Y-371
Y-372	Y-373	Y-374	Y-375	Y-376	Y-377
Y-392	Y-398	Y-426	Y-429	Y-431	Y-433
Y-438	Y-600	Y-601	Y-602	Y-603	Y-606
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Z-27	Z-28				

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EDITORIAL PAGE



Have you ever thought how important your *National Lampoon* is to your stupid way of life? Hard enough, isn't it, facing each dreary day without talent, integrity, or energy, but what if you had to face it without your *National Lampoon*? Well, you just remember that the opportunity to purchase a *National Lampoon* at each and every newsstand from coast to coast is a *privilege*, not a *right*, and can be revoked at any time. Right now, for instance. Or *conditions* can be appended to your subscription contract. To take an example, if you have a *telltale zip code*, one that brands you as a *poor credit risk*, you may be required, in the near future, to place a month's salary in an escrow account at an established Gotham bank. If your face has recently taken on the contours of an eroded lava bed, you may have to submit to surgery before continuing with your subscription. And, if you score under five hundred on your Stupid Aptitude Tests, you may have to spend six months at the *National Lampoon* Tutoring School in your city before being re-enrolled on our rigidly supervised subscription lists. Because, let's face it, we don't want a lot of readers with moss growing on their teeth. We want a wide-awake group of together dudes and chicks who can really get behind where their heads are at. You see, today's *National Lampoon* represents a whole new approach to stupidity that lets the reader actually *participate* in an elaborate and sadistic attempt to reduce American culture to a heap of silt. In this and coming issues, *National Lampoon* staffers like Brian McConnachie and Vladimir Nabokov will be introducing you to

the world of *fine arts*, with articles on "Camembert Sculpture" and "Sonnets from the Sinai." Henry Beard will report on new laws being framed *right now* that will require you to lock yourself up in your own closet for days on end. Science editor P. J. O'Rourke will be writing on "The New Air," an interesting chemical approach to air pollution that will make use of harmful household odors in the fight against respiratory inhalation, now the nation's number one cause of breath. Hard-hitting European editor Tony Hendra will break some ancient taboos (and some middle-aged heads) when he gives the facts about "Six Thousand Four Hundred and Twenty-two Germans Who Have Outlived Churchill." And, inaugurating a new department devoted to the art of living it up, French-speaking editor Sean Kelly will investigate three really appalling brandies you can use in your butane lighter. Articles like this will need a very special sort of readership.

Chances are, after a few adjustments in your budget, you'll be able to continue as a *National Lampoon* subscriber. But just to show you what can happen to people when we take their *National Lampoons* away, we'll include here a couple of personal responses from those who have been struck from our list.

NatLamp editor: Well, Mrs. Murch, we took your *National Lampoon* away one month ago. How have things been going?

Mrs. Murch: Gosh, George, my *National Lampoon* used to keep my bathroom bowl as fresh as a calla lily. Now that you took it away, my

husband, Mr. Murch, says he'd rather do his business at the office, and Junior's diaper pail has been condemned by the county!

NatLamp editor: And how about you, Mrs. Janakovitch. Do you want your *National Lampoon* back?

Mrs. Janakovitch: Sure do, George! You know, my son Barney has a nose the size of a rotisserie and you can imagine what that does to my drapes. Well, ever since you took my *National Lampoon* away, the delicate underlining closest to Barney's chair comes out looking so grey and dingy I cancelled my bridge club!

NatLamp editor: So you both would like to have your *National Lampoon* back?

Mrs. Murch & Mrs. Janakovitch (in unison): Sure would!

NatLamp editor: Well, don't count on it.

Cover: This month's cover is by fabulous Charlie White of the Fluid Drive Studio. That's Fluid Drive Studio. *F* as in flotsam, *l* as in low rent, *u* as in you get the idea. Charlie White is the husband of fabulous Linda White which is how he got his start. Charlie looks like a squeeze toy, sounds like a squeeze toy, paints like fucking Ingres (look it up). Charlie came up with the idea for this cover during a chat with Kenny Kneitel (also of the Fluid Drive Studio) and another young man too modest to mention his name here.

P.S. Thanks and a tip of the Stupid Chapeau to Louise Gikow, who insisted on working night after night on the Stupid Aptitude Test even though many others wanted to pitch in and help! □

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The Allman Brothers Band has a great new sound. Pioneer high fidelity.

More than anything else, the Allman Brothers Band are accomplished musicians. Their success doesn't depend on sequins or serpents, or make-up, or put-on showmanship. Instead, like Pioneer speakers, they stake their fame on performance.

The Allman Brothers Band prefer Pioneer speakers because of their clarity, overall sound quality and performance. The Allman Brothers sound right to the Allman Brothers. It's that simple.

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PROJ. 80	10" 2-way	30 watts	20¾"x11¾"x11"	99.95
PROJ. 60	8" 2-way	20 watts	18½"x10½"x8½"	79.95
CS-63DX	15" 4-way	80 watts	28"x19"x13"	269.95
CS-99A	15" 5-way	100 watts	25"x16"x11"	229.95
CS-A700	12" 3-way	60 watts	26"x15"x12"	189.95
CS-A500	10" 3-way	50 watts	22"x13"x12"	149.95
CS-66	10" 3-way	40 watts	22"x12"x12"	119.95
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Ever hear a *sitar*? Combined with a *tabla* (hand drums) and a *tamboura* (being played by the little lady in the background), it produces music that's weirdly wild and wonderful, loaded with beautiful and exciting harmonics and overtones. It's a real recording challenge to capture all the excitement, unless you're using one of TDK's new total-performance Dynamic-series cassettes.

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E S S E N C E T O E S S E N C E

Sirs:

It seems just about everybody and their grandmother is coming to me lately and saying, "Can it be Victorian? I'm thinking Victorian. We want it Victorian." The enormous forest brown chests, the over-sized salad forks, the celery green door knockers, the lemon yellow boot scrapers—they want it all. And why not? The Victorian look in home decorating is definitely coming back. And it needn't be expensive. You can decorate an entire home with the trappings from this memorable age for about as much as an average family would generally spend on food.

The first thing you must do—and this is where the general expense comes in—is cover all your walls with cloth. Bedspreads, towels, washcloths, old but neat clothing, those nice signed sheets by Vera, bath mats, ironing board covers—anything and everything you have. When decorating, always start with your biggest room so there can be no turning back. We must always finish what we begin.

Do you remember that we always save our burnt-out light bulbs? Good. Here's a perfect place for them. Get them out and attach them to a string at two-foot intervals. Attach the string to the ceiling and form concentric circles. This effect is a very "in" and subtle tribute to the good Prince Albert, who was so fond of light bulbs. No true Victorian decor would be complete without it. Next, look for some school pennants. You can usually find them in the children's room. It hardly matters what they say on them but get as many as you can and thumbtack them to the ceiling. The more pennants you have, the better the effect.

It's beginning to get there.

Now, get some metal garbage can lids, flatten the edges and the handle, paint dragons on them, and nail them to the walls through the fabrics. Push all of the furniture into the center of the room and cover it with rugs and carpets. The fit won't be snug; contour the carpets to the furniture as well as you can. But you don't want the fit to be snug. Now the *pièce de résistance*—you. It's up to you to make the magic of your decorations come alive. You must give it meaning

continued on page 24



MAKE A SONG, SONG MAKER
SING OF LOVE SWEET LOVE
DO NOT MAKE IT A SHAKER
MAKE IT MOVE FROM ABOVE
SING IT STRONG AND GENTLE
SING IT SWEET AND LOW
LET THE WORDS BE SIMPLE
SO THAT ALL MAY KNOW
THE DIGNITY OF MAN

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speaker on the market today. Judge for yourself if you agree with Neil Diamond's selection, and with the critical acclaim the original 90I received from professional music and equipment critics.

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*Original motion picture soundtrack recording available on Columbia records and tapes.

†This research is presented in the article "Sound Recording and Reproduction" published in TECHNOLOGY REVIEW (MIT), Vol.75, No.7, June '73. Reprints are available from BOSE for fifty cents.

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EDITOR'S NOTE:
THIS PARTICULAR
COMIC WORLD
IS TRAVELLING
AWAY FROM THE
EARTH AT
A SPEED OF
10⁵x 1.8241 M.P.H.

HARRY, I'M NOT
SURE WHOSE
BABY IT IS.
WE'LL HAVE
TO WAIT 30
YEARS AND
SEE IF IT
TAKES AFTER
YOU AND DEVELOPS
HAMMER TOES.

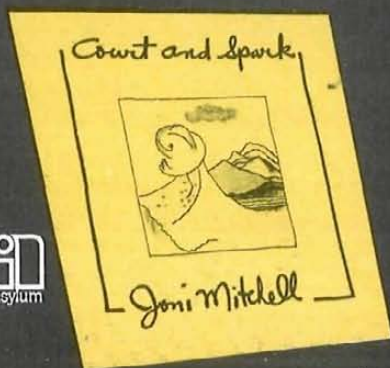
BUT,
JOANNA!
YOU KNOW
THE DOCTOR
ONLY GAVE
ME 2 DAYS
TO LIVE!



THEN THAT
MEANS IT
WAS YOU
WHO DROVE
MY IN-LAWS
OUT OF
BUSINESS,
AND LED TO
THEIR
MULTIPLE
SUICIDE!

THEY WERE
YOUR IN-LAWS
JOANNA!
THEN THAT
MEANS WE
MUST BE--





**Joni Mitchell
has a new album!
It's called
"Court and Spark"
from Asylum
Records and Tapes**



continued from page 21

and you must give it unity. Never walk around your new room—strut. Swing your arms from your shoulders and elbows. Hold your head as high as it will go, purse your lips out. Use words like *nonny* and *biscuit* and *grot*, and you must always “be off with yourself.” And when you do, do it in a confused flurry, wagging ankles and wrists in every which direction.

If you do all these things, you and your new room will be in symphony and everyone will want to come for kippers and a flagon of tea.

Abraham Levitt
Miami Beach, Fla.

Sirs:

Nipples on my buttocks told a tale on me.

Bette Midler
East Mattachine, N.J.

Sirs:

I am Joe's doctor's bill. For a long time now I have been made the object of outrage, complaints, and exaggeration. Without fear of contradiction, I am one of the most misunderstood elements of medical life. But this need not be the case. Simply stated, I am an integral part in the daily life of modern healing.

I have many functions. My jobs keep me very busy. In ideal situa-

tions, when I am paid promptly, I act as a purchasing agent. My doctor's supply list at times seems endless. The hours I put in securing these items could occupy all my days. I must buy disposable tongue depressors, urine cups, pay the Mafia for the linen service, subscribe to dozens of magazines for the outer office, pay the painters, keep the Mark IV in running order, and reorder more personal stationery on which I can be written, just to name a few of my duties.

Though for the most part I remain in the background until it's time to do my job, I am the principal cause in all that the doctor does. Without me, the doctor would become filled with worry and confusion—as sometimes happens if I am neglected. A simple intestinal flu will more often than not be diagnosed as cancer of the prostate or ovarian cysts by doctors who are in this state. And the doctor can hardly be held at fault.

Lately, Joe has been forgetting about me, and he should have known better. The vital warning signs came to his mailbox several weeks ago. If they were recognized and arrested then and there, Joe wouldn't have to be prepped for a hernia operation he'll be undergoing an hour from now. Two Tums would've done the trick.

It might be too late for Joe (my doctor has been filled with a lot of anxiety lately), but it isn't too late for a lot of you. There is more to good health than just paying doctor's bills. You don't just pay doctor's bills; you pay them promptly and in full on the same day you receive them. Or better than that, pay them in cash right after your appointment. Don't risk an appendectomy when all you have is a sprained ankle.

Joe's Doctor's Bill
c/o The Angelo Sotto & No-Face
Seely Collection Agency
Detroit, Mich.

Sirs:

Hot crackers!!! It's still there. I was just thumbing through your stupid magazine and I was afraid it wasn't there. Up until now I've been shy about ordering the *Where and How To Pick Up Girls* books. I keep putting it off but every month I drool over that ad. That's the best offer in the world and I'm always afraid they're going to run out of copies before I get up the nerve to order my copies. No more waiting around for me. I'm as ready as I'll ever be to pick up more girls in a month than most men do in a lifetime. I just can't wait to receive the fifty secret opening lines and learn how to talk dirty to them and find out

continued on page 27

Alive and well in California!

For years, stereo shops swore we didn't exist. They didn't want to admit that the Warehouse Sound Co. offers stereo components and music systems at such remarkable savings. Some stores consider our discounting downright shameful. Write or call and find out what you've been missing...

The Warehouse Sound Co. mail-order catalog: 64 pages of the best music systems, single components and righteous prices on all major brands. Much useful information and deals on receivers, speakers, changers, tape decks, and more.

The Music Machine Almanac, 1974: 180-page full-color book listing audio manufacturers; complete specifications, pictures and prices of over forty different companies. An institutional guide for comparison of today's stereo and quad components.

The Warehouse Sound Co. Professional Products catalog: 60 pages of professional sound equipment for musicians. All major brands of guitar amps, sound reinforcement equipment, mikes, mixing boards, synthesizers and more. Heavy discounts and fast service.

NOTE: These publications are free, but please enclose \$1 for return postage for your choice of any two—mailed via first class the day we receive your letter.

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S7050. "The winner in our evaluation," Music World. (36 watts RMS; 10 + 10 RMS [8 Ohms @ 1 KHz]; 5 μ v FM Sensitivity [IHF]; 40 dB selectivity)

S7200. "Best Buy," a leading consumer testing magazine. (20 + 40 watts RMS [8 Ohms @ 1 KHz]; 1.8 μ v FM Sensitivity [IHF]; 60 dB selectivity)

S7100A. "Best Buy," a leading consumer testing magazine. (22 + 22 watts RMS [8 Ohms @ 1 KHz]; 1.9 μ v Sensitivity [IHF]; 50 dB selectivity)

S7900A (AM/FM) & S8900A (FM only), "Best Buy," a leading consumer testing publication. (60 + 60 RMS [8 Ohms] 20 - 20,000 Hz; 1.7 μ v sensitivity [IHF]; 65 dB selectivity)

There are certain rewards for producing the best receivers in this business.

One of them is critical acclaim.

And we admit, that when a leading consumers' testing magazine picks three of our receivers as "Best Buys" and

another independent publication rates our S-7050 as the best of the low-priced receivers, to us it's like getting an Oscar.

But nothing is more exciting than being discovered by thousands of new consumers who choose Sherwood over the giants of the industry.

And, this year, as never before, the word is getting around. Sherwood Electronic Laboratories 4300 N. California Chicago, Illinois 60618

Sherwood

The word is getting around.

See son... there really is a 4-channel 8-track record/playback deck!

Perhaps that surprises you, son. But it's true. You see, there's been a lot of excitement lately about 4-channel stereo. And, like most people, you probably thought that all 4-channel records are open-reel.

Well, AKAI will change your mind.

You'll discover a whole new world of 4-channel recording when you see—and hear—AKAI's exciting new CR-80D-SS... a remarkably engineered 8-track 4-channel/2-channel compatible record/playback deck.

The CR-80D-SS is compact... easy to operate. And conveniently placed front-panel controls make professional 4-channel discrete recording a breeze.

Which means that you'll be able to make your own 4-channel tapes. And also enjoy the increasing availability of pre-recorded 8-track 4-channel music.

What's more, the CR-80D-SS is equipped with professional features such as Automatic Stop/Continuous Play... Fast Forward... Automatic 4/2-channel Stereo Selector... Illuminated Program Selector... 4 VU Meters... front panel 4-channel headphone outputs... and much more.

So don't assume that all 4-channel recorders are alike. They're not, my son.

See your AKAI dealer. He'll give you a new outlook.



From

AKAITM

The Innovators

AKAI America, Ltd. / Dept. M

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continued from page 24

why they get horny . . . *chocolate puppies!!!* . . . meeting girls who don't wear any underwear, especially the rich, tan, naked ones who sit around their parked yachts talking about their you-know-whats—and all within only five miles of my house. Who would've believed it! Your magazine stinks but that offer is really great. Never lose that account. That's the best account you have.

The ad says that the girls are waiting for me right now, so I have to go . . . *God's cookies!!!*

Johnny Manville
Chicago, Ill.

Sirs:

If the battle of Waterloo was won on the playing fields at Eton, how come they didn't break any windows? Answer me that, Mr. Fancyeducation-upyourass. You know why? I'll tell you why. They weren't shooting at the *buildings*, they were shooting at each other. You people don't know doodle.

Alexander Haig, Ret. U.S. Army
Wash., D.C.

Dear Sirs:

Did you see *The Exorcist*? You should. Everybody should. I used to think Mick Jagger was the devil, but now I know that Mercedes McCambridge is the devil, and I'm scared shitless.

Phil Berrigan
Washington, D.C.

Fellas:

This is what I've turned up so far:

Kinkelstan: Short-lived monarchical dictatorship established in 1938 by schoolteacher Maurice Fanshaw Kinkel (1882-1937) just outside Emporia, Kansas, and comprising twelve acres, three buildings, a dry well, and his sixteen-year-old son, Wallace. A bitter critic of democracy, capitalism, and the American way of life, Kinkel was equally critical of communism and all other forms of government and was, moreover, too poor to flee anywhere. Kinkelstan was his solution. Alas, the King of Kinkelstan was crowned just before his coronation when son Wallace buried a hatchet in his skull to "remove the tyrant and restore freedom to all the Kinkels," as he explained to police, although Wallace was the only other Kinkel, as police explained to him.

I think we can squeeze an issue out of it.

Best,
Bruce McCall

Kohoutek baby,

Look, hey, we had a deal, right, baby? I mean, William Morris doesn't just take on any old astronomical junk that comes along, am I right? I mean, do we represent asteroids and meteor showers and cheap aurora borealis displays? Or do we stick with the heavies like Saturn and total eclipses? And—correct me if I'm wrong, Koho baby—but didn't that little piece of paper we inked have some language in it about "the biggest sky spectacular of the century," "bright as the full moon," "visible in daylight with the naked eye"? Well, my friend, you were visible through a naked fifty-inch telescope, and you

were about as spectacular as a rain cloud. The next time you come around—what was it, 71,974 A.D.?—you can forget Vegas. If you want to do a week in the mountains for food and lodging, give me a ring—otherwise, your career in astro biz is finito, if you catch my drift.

Jay Jacobs
New York, N.Y.

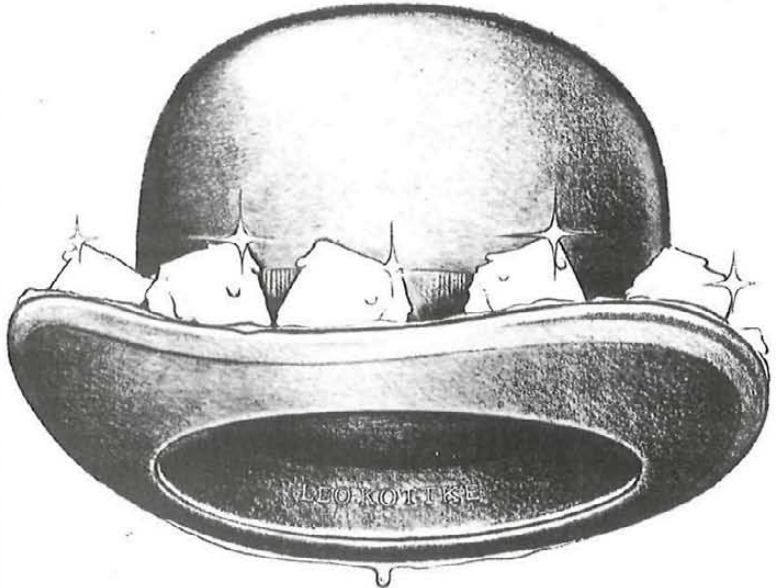
Sirs:

Oh, beware the beast of the high-heeled feet—clickedy, clickedy, clickedy, cleet.

Dean Martin
Las Vegas, Nev.

Ice Water

Leo Kottke's new album on Capitol records and tapes



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- Mar. 9—Cal Poly, San Luis Obispo, California



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Debbie

Dear Debby: I am a twenty-six-year-old mother who is about to come to her wit's end. It's because of our two boys, ages four and six. They are almost unbearable to live with. They won't do a thing I tell them and they are, by degrees, wrecking our house. And our nerves along with it. They pour honey on all of the doorknobs; they steal the food from the icebox and bury it in the backyard; they find animals that have been run over and put their bodies in our bed; when they're in crowds, they pull down their clothes and *mess*. I'm absolutely lost for a solution. I've walloped them until I thought my hand would break. And when their father comes home, he wallops them, but it never does any good.

Last week, as a final resort, my husband and I sat them down and told them that if they didn't behave, we were going to send them to an orphanage in Rangoon. For a while it seemed to work. They minded what they were told. I was so relieved and that's when I made the mistake and let down my guard. I was taking a shower and my mind was empty of all this turmoil. I thought I heard something but I didn't pay it any attention. Then in one instant, through the shower curtain I saw an enormous silhouette of a man. The curtain was pulled back and a huge carving knife was arched over me. I collapsed shrieking into the corner. It was the two boys. One on the other's shoulders. I took out after them, Debby, and I grabbed a breadboard on the way. I beat them with that bread-

board until I dropped from exhaustion.

I just don't know what to do.

Doris Richards
Bluefield, W.V.

How very unpleasant.

Dear Debbie: My parents fight all the time and it makes me very unhappy. I love them both so much. They used to just fight when my daddy would come home from work but now my daddy is home all the time because his boss punched him in the eye. My daddy is very sick and has to take a lot of medicine and it makes him act funny. My mommy must have caught what my daddy has because I see her take a lot of daddy's medicine.

Every night when I say my prayers I pray to God to make my mommy and daddy all better so they will stop fighting. I love them both and it is awful when they fight.

Timmy Nurock
Denver, Colorado

Young man, you spelled my name D-e-b-b-i-e. My name is spelled D-e-b-b-y.

Dear Debby: My married sister, and only relative, was killed in a tragic car accident one month ago. The only thing to be thankful for, it seems, is that she and her husband didn't have any young ones. The funeral was quite an ordeal but my brother-in-law took it bravely, and held up remarkably well. He gave me comfort when I thought it should be the other way around.

continued on page 31

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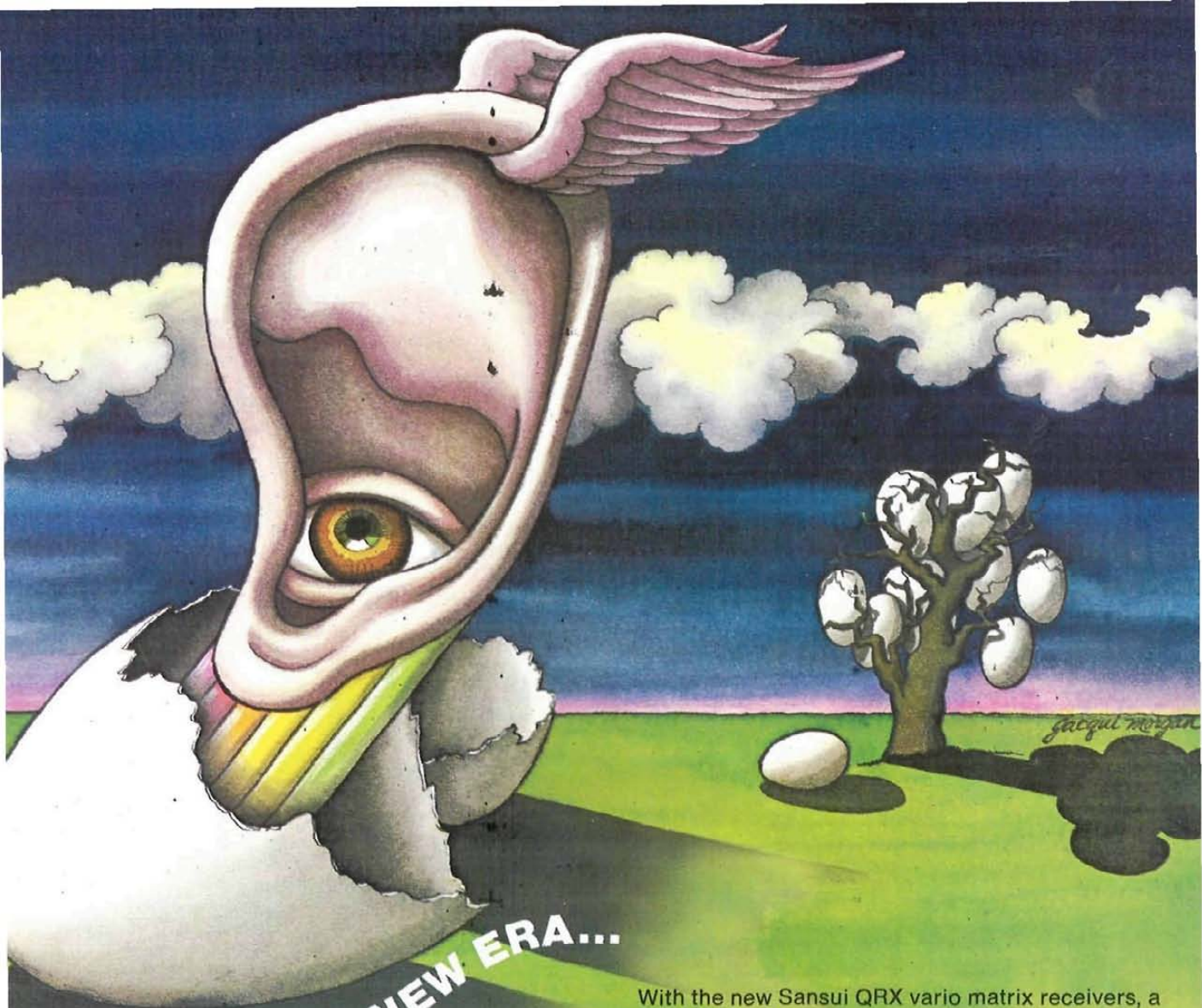
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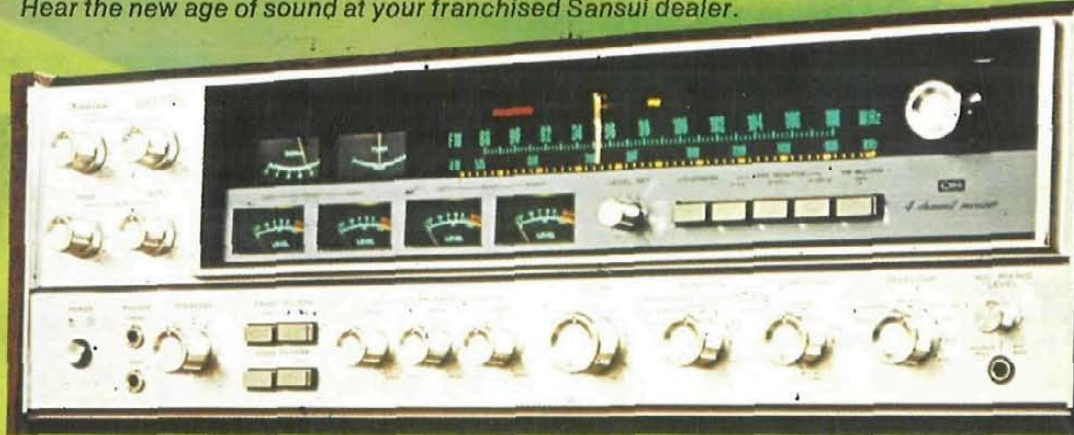
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Phil couldn't afford an expensive guitar.

So he got a great one.



Phil's first guitar was fine—for a beginner. And he loved it until he realized he wasn't a beginner anymore. Phil needed a better guitar to match his ability. So he shopped around and tried a dozen different makes. To compare their different actions and sounds. The guitar Phil liked best wasn't the most expensive.

It was an Epiphone.

And it was special because Epiphones are carefully crafted from selected woods—like rosewood, maple and spruce. Sure, they look more expensive than they are. But, more important, they sound and play as good as they look.

If you're in the market for a guitar, shop around before you buy. Compare. We think you'll agree—Epiphone looks, plays and sounds like \$300 or more. Instead of as little as \$100.

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CMI—A Division of Norlin Music Inc.

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Two weeks after the funeral, I got the shock of my life. My brother-in-law remarried. It was tasteless enough not bothering to wait a respectable amount of time, but compounded to that, he married a woman who could only be described as a ill-tempered slut. I know it's a strong thing to say about somebody, but it's the only word I can find to aptly define her. She walks around the house all day in her underwear, she's put mirrors on all of the ceilings, she's always eating candy, she uses language that would make a sailor cringe, and she's taken all of my late sister's McMullen blouses and cut them up so they can show all of her cleavage. It's disgraceful. I just can't understand my brother-in-law. It makes me sick.

Alice Poster
Southampton, New York
That's quite unfortunate.

Dear Debby: I am a homosexual. I am neither ashamed nor proud. It is simply what I am. I don't foster my preferences on other people and I don't want them to foster theirs on me. I am quite content. I have as many "straight" friends as I do "gay" friends. If you were to meet me, you would see nothing in my speech or manner that would indicate to you that I am a homosexual. And this, I

guess, is where my problem comes in. I have a very good civilian job as an engineer on an Army installation. I enjoy my work and get along well with everyone there. Especially my supervisor. We have become close friends over the past years. He doesn't know that I am a homosexual, and consequently, he and his wife are always trying to "fix" me up with single girls they know. It's not a comfortable situation. I feel obliged, naturally, to follow through by asking the girls out a few times. Then I have to make up some excuse to him about "things not working out." I feel we are good enough friends that I could tell him the truth and that he would understand. But if I do, it might somehow change our relationship.

I have no one I can turn to for advice, so that's why I'm turning to you.

Name Withheld Upon Request
Debby does not withhold names upon request. Your name is David Shapiro and you live at 5645 Richmond Court, Baltimore, Maryland.

Confidential to All Washed Up:
Dame Fortune certainly isn't smiling on you, is she?

Is something troubling you? Then don't hesitate to "Tell Debby" in care of this magazine. □

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Canadian Corner



"In the hustle and bustle of our modern fast-moving world of today, who among us has the leisure for things that take too much time? For example, take reading and thinking, two activities which may have been popular in the olden days of Victorian times, but have no place in the active schedule of the modern person of today."

So begins the prize-winning entry of seventeen-year-old Debbie Anne Porlock of Brockville, Ontario, in the Canadian Government-sponsored essay contest, "What the *Reader's Digest* and *Time Magazine* Mean to Me."

"For people who don't have the opportunity or ability to read, the *Digest* is a valuable tool for information, facts and humour," Debbie Anne continues. "Also, for those too busy to form their own opinions about politics

and the arts, *Time* magazine is essential as well."

To which we can only add, "Well said, Debbie Anne, and congratulations on winning a weekend in fabulous New York City!"

The essay contest was just one of a series of federal government responses to certain frenzied outbursts of ill-advised nationalism (see "Canada's Frenzied Outburst of Ill-advised Nationalism," *Reader's Digest*, Jan. '74), possibly fomented by sinister foreign elements (see "Commie Canuck—Vodka on Ice?" *Time* magazine, Jan. 15, '74). A noisy minority of hotheads has suggested repeal of the legally established laws whereby *Time* and the *Digest* are treated, for taxation and advertising purposes, as if they were Canadian publications. In return, the two periodicals print several pages on matters Canadian every year.

Now, just because Canada has an unwritten constitution, that's no reason to think freedom of the press (except in the event of a national crisis like the Frenchies in Quebec acting up or something) doesn't apply in the country once so aptly dubbed "The Linchpin of Democracy."

So we can rest assured that the influence of common sense Canadian businessmen, who realize that the U.S. of A. is Canada's leading market

for such hard-to-sell products as oil, paper, and wheat, will prevail, and the two above mentioned magazines will retain their rights to tell the Canadian public about their native land from an objective, American point of view.

All we at the *National Lampoon* are asking for is the same fair shake. Henceforward, this column will be a regular feature of our fun-filled periodical, right up in the front of the book where *Time* puts its Canadian section. (But ours will appear in the U.S. edition as well.)

So get out your advertising dollar, Monsier Bombardier Ski-Doo! Labatt, we are here! Export A, we're ready and willing to flog your fabulous fags *a mare usque etcetera!*

Every issue will now contain a bumper crop of Grade A Canadian humour, transported across the longest indefensible border in the world. For example:

A Russian, a Mexican, and a Canadian go into the bar in Halifax. The Russian orders, "Giff me a *wodka!*" The Mexican says, of course, "Geeve me a tequila, por favor." And the Canadian says, "Make mine rye and ginger."

"I'm sorry," says the bartender, "but we've exported all our rye." So the Canadian guy says, "Okay, I'll just have a glass of milk."

And, although the purpose of this column will be to entertain, we wouldn't mind if it served to enlighten our readers about a great nation with which many of them have only a superficial familiarity.

The crass ignorance of some tourists is astounding. It is a commonplace source of embarrassment to see Manitobans driving into North Dakota in January with water skis on the roofs of their cars. Hundreds of loudmouth Canucks visit Louisiana every year without the faintest idea that the natives speak French. Thoughtless seasonal visitors from Quebec have wreaked havoc with the natural beauties of resorts like Old Orchard Beach, New Jersey. And the sight and sound of a camera-toting rube in a vivid plaid Viyella shirt asking a clerk in Tiffany's, "What's that worth in *real* money?" is enough to set one's blood aboil.

So, in the coming months, if we can raise a smile or two, while making the point that, no, Americans are *not* "just like us Canadians, except they don't have a Queen," and if we can snaffle up our share of the tax deductible Canadian tax dollar, why, we'll be as happy as the editorial writer who thought up the slogan for the *Montreal Gazette*: "Canada's oldest newspaper, founded by Benjamin Franklin."

Get my drift?

S.K.

HOW TO PICK UP GIRLS!

by Eric Weber



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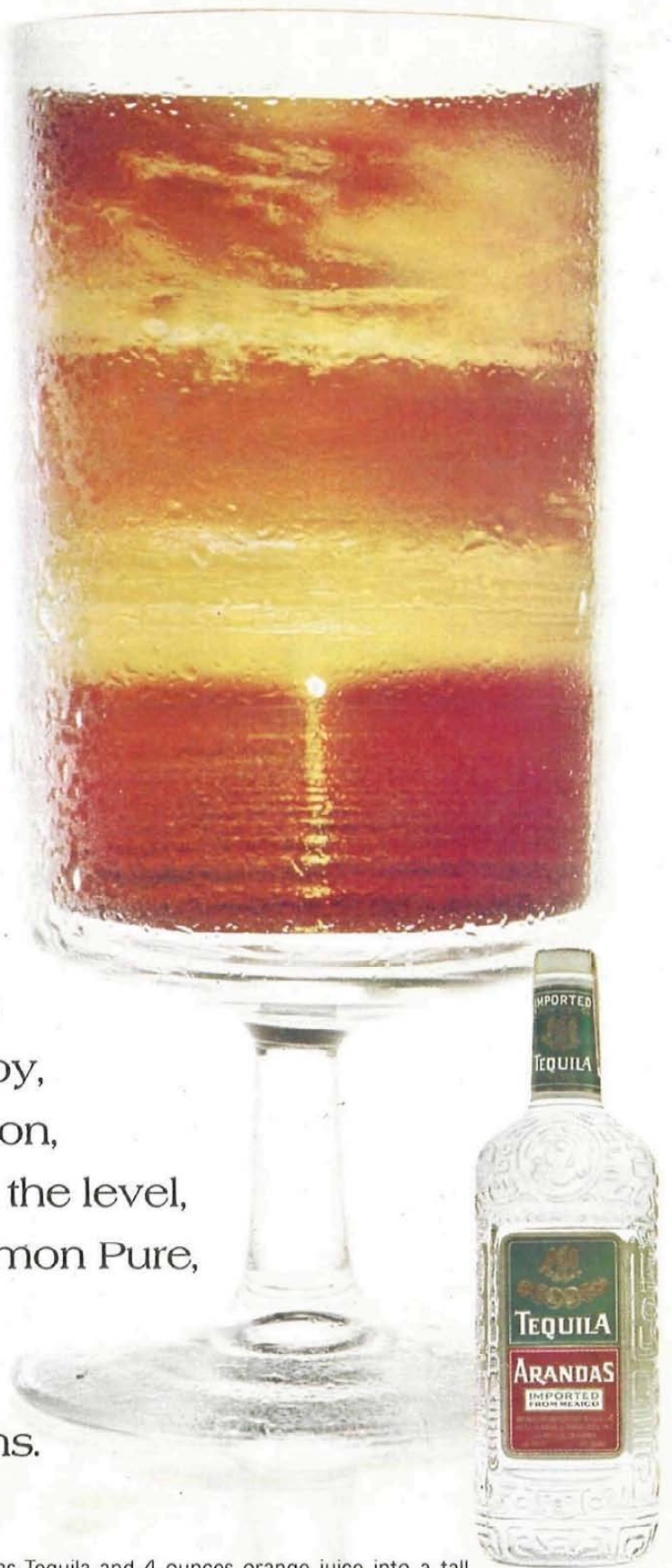
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Buddah Imagination

STEVE MILLER BAND 4861
The Joker Capitol

GRAND FUNK 4754
We're An American Band Capitol

ELTON JOHN 8417
Goodbye Yellow Brick Road MCA
2 LPs & 2 Tapes

MARVIN GAYE 6742
Let's Get It On Tamla

MARIE OSMOND 9429
Paper Roses MGM

DAVID CASSIDY 7617
Dreams Are Nuthin' More Than Wishes Bell

GILBERT O'SULLIVAN 5702
I'm A Writer, Not A Fighter MAM

STEVIE WONDER 6734
Innervisions Tamla

BLACK OAK ARKANSAS 5249
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SMOKEY ROBINSON 6767
Smokey Tamla

STEVIE WONDER 6892
Talking Book Tamla

OSMONDS 9415
The Plan MGM

CURTIS MAYFIELD 5967
Back To The World Curtom

ISAAC HAYES 0653
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RARE EARTH 6783
Ma Rare Earth

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Taylored In Silk Stax

STAPLE SINGERS 6452
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NEW YORK DOLLS 2188
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FOUR TOPS 1552
Main Street People ABC

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Ecstasy Westbound

MELISSA MANCHESTER 7969
Home To Myself Bell

THE BEST OF THE JAMES GANG 1024
ABC

FUNKADELIC 6916
Cosmic Slop Westbound

THE BEST OF SIEGEL SCHWALL* 3145
Vanguard

THE ESSENTIAL ODETTA* 3194
Vanguard
2 LPs

MOODY BLUES 5611
Seventh Sojourn Threshold

MOODY BLUES 5520
Days Of Future Passed Deram

CAT STEVENS 0885
Matthew & Son/ New Masters 2 LPs & 2 Tapes Deram

ROD STEWART 2055
Every Picture Tells A Story Mercury

THE BAND 0109
Rock Of Ages 2 LPs & 2 Tapes Capitol

HELEN REDDY 4689
I Am Woman Capitol

STEELY DAN 1016
Can't Buy A Thrill ABC

2001: A SPACE ODYSSEY 9050
MGM

ROD STEWART 2154
Never A Dull Moment Mercury

FIFTH DIMENSION'S GREATEST HITS ON EARTH 7823
Bell

GODSPELL 7914
Movie Soundtrack Bell

ERIC CLAPTON 0901
At His Best 2 LPs & 2 Tapes Polydor

BEETHOVEN 7252
Symphony No. 9 Yorkshire

AROUND THE WORLD WITH THREE DOG NIGHT 0760
ABC/Dunhill
2 LPs & 2 Tapes

STEPHENWOLF 1214
16 Greatest Hits ABC/Dunhill

THREE DOG NIGHT 1404
Seven Separate Fools ABC/Dunhill

SHA NA NA 0729
Golden Age Of Rock And Roll 2 LPs & 2 Tapes Kama Sutra

URIAH HEEP 2014
Magician's Birthday Mercury

ERIC CLAPTON 5355
Clapton Polydor

GRAND FUNK 4606
Phoenix Capitol

NEWPORT FOLK FESTIVAL 3182
Vanguard

TEMPTATIONS 6619
Masterpieces Gordy

GRASS ROOTS 1198
16 Greatest Hits ABC/Dunhill

*These Selections Not Available In Tape

BURT REYNOLDS 2196
Ask Me What I Am Mercury

DRAMATICS 6478
A Dramatic Experience Volt

DAVID FRYE 6114
Richard Nixon A Fantasy Buddah

BOBBY BLUE BLAND 1594
His California Album ABC

HELEN REDDY 4762
Long Hard Climb Capitol

DIANA ROSS 6759
Touch Me In The Morning Motown

ROD STEWART 2170
Sing It Again Mercury

JIM CROCE 1149
Life And Times ABC

JACKSON FIVE 8775
Get It Together Motown

ISAAC HAYES 0497
Joy Enterprise

JOE WALSH 1511
The Smoker You Drink The Player You Get ABC/Dunhill

AL GREEN 5637
Call Me HI

STORIES 6015
About Us Kama Sutra

STEELY DAN 1529
Countdown To Ecstasy ABC

Z.Z. TOP 5686
Tres Hombres London

DICK CLARK 6023
20 Years Of Rock 'N' Roll 2 LPs & 2 Tapes Buddah

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LIST!

JAMES TAYLOR 3707
The Original Flying Machine Euphoria

URIAH HEEP 2022
Look At Yourself Mercury

CURTIS MAYFIELD 5959
Superfly Curtom

STEVE MILLER BAND 0117
Anthology 2 LPs & 2 Tapes Capitol

BETHOVEN 7047
Three Piano Sonatas Yorkshire

HISTORY OF THE GUESS WHO* 9324
Pride

MANDRILL 5306
Composite Truth Polydor

URIAH HEEP 0208
Live 2 LPs & 2 Tapes Mercury

THE DIONNE WARWICKE STORY 0273
Scepter

ARTHUR FIEDLER & THE BOSTON POPS 5371
Bacharach-David Polydor

RIGHTeous BROTHERS 9373
14 Greatest Hits Verve

CHOPIN 7054
Polonaise In C Sharp Minor Yorkshire

MAMAS & PAPAS 0612
20 Golden Hits 2 LPs & 2 Tapes ABC/Dunhill

ISAAC HAYES 0638
Shaft 2 LPs & 2 Tapes Enterprise

THE VERY BEST OF BILLIE HOLIDAY 9209
MGM

LOBO 7922
Of A Simple Man Big Tree

LOBO 7997
Calumet Bell

FIFTH DIMENSION 7880
Living Together Growing Together Bell

DR. ZHIVAGO 9365
Movie Soundtrack MGM

KRIS KRISTOFFERSON 5801
Jesus Was A Capricorn Monument

KRIS KRISTOFFERSON 5835
Me & Bobby McGee Monument

JOAN BAEZ 0380
Ballad Book 2 LPs & 2 Tapes Vanguard

SAVOY BROWN 5694
Jack The Toad Parrot

JUDY GARLAND & LIZA MINELLI 4788
'Live' At London Palladium Capitol

BUCK OWENS 4796
Ain't It Amazin' Grace Capitol

JULIUS WECHTER & THE BAJA MARIMBA BAND'S BACK 7971
Bell

GLEN CAMPBELL 4804
I Knew Jesus (Before He Was A Star) Capitol

RAY STEVENS 9449
Nashville Barnaby

LET THE GOOD TIMES ROLL 7989
Soundtrack 2 LPs & 2 Tapes Bell

EDDY ARNOLD * 9431
So Many Ways MGM

THE LETTERMEN 4812
Alive Again, Naturally Capitol

JOAN BAEZ 3186
Hits Greatest And Others Vanguard

SERGIO MENDES AND BRASIL 77 7930
Love Music Bell

JOHN DAVIDSON 2162
Well Here I Am Mercury

MOODY BLUES 5946
In Search Of Lost Chord Deram

LIGHTHOUSE 5413
Can You Feel It Polydor

JOHN MAYALL 5421
Ten Years Are Gone 2 LPs & 2 Tapes Polydor

M.O.R. JAMES LAST 5439
Polydor

MGM MUSICALS 9484
Singing In The Rain Easter Parade 2 LPs & 2 Tapes MGM

MELANIE 6122
Please Love Me Buddah

MERLE HAGGARD 4838
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Nelson '74—The Year Of The Windfall. Rick Nelson And The Stone Canyon Band.

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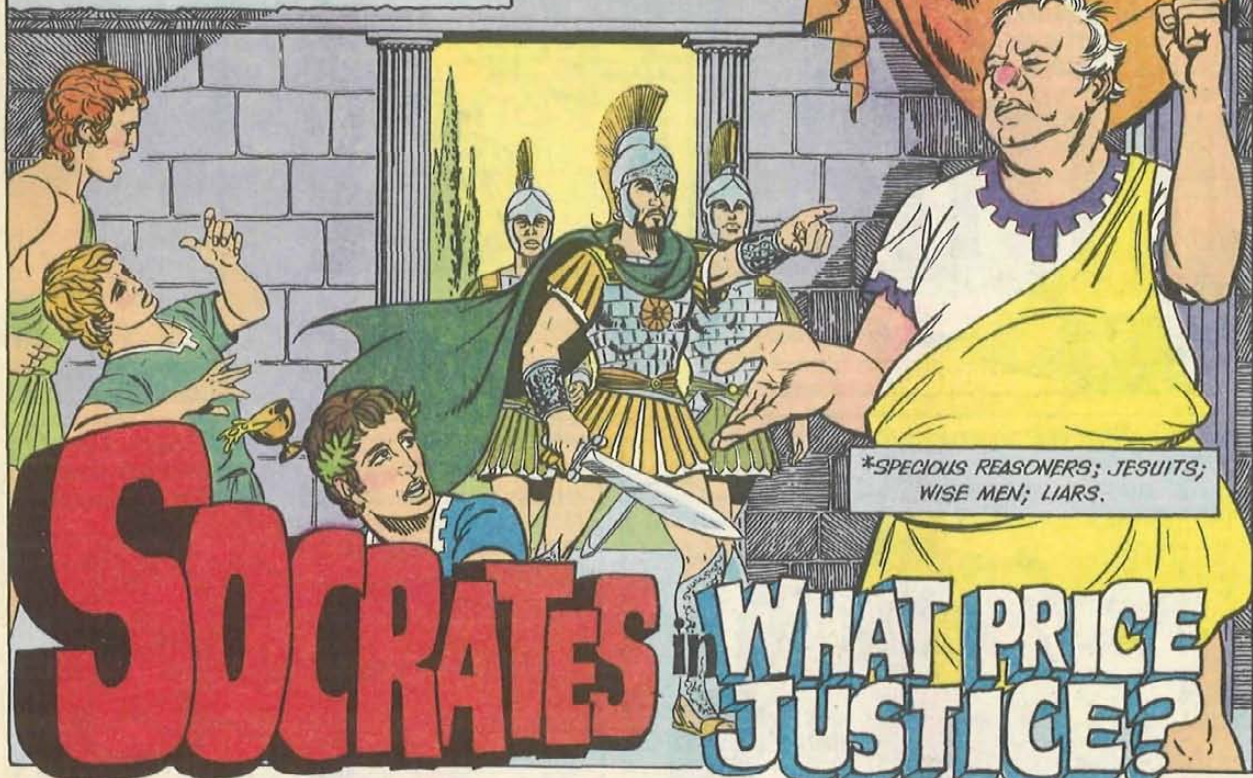
"NO,
BUT I READ
THE COMIC!"

Elective Affinities by Goethe
Moses and Monotheism by Sigmund Freud
Leviathan by Thomas Hobbes
The Compleat Angler by Izaak Walton
The Diaries of Anais Nin
Swann's Way by Marcel Proust
Apologia Pro Vita Sua
by John Henry Newman
Prometheus Unbound
by Percy Bysshe Shelley

The Critique of Pure Reason
by Immanuel Kant
Lord Chesterfield's Letters to his Son
Being and Nothingness by Jean-Paul Sartre
The Golden Bough by James Frazer
Principia Mathematica by Bertrand Russell
The Prelude by William Wordsworth
The Stones of Venice by John Ruskin
Either/Or by Soren Kierkegaard
Astrophel and Stella by Philip Sidney
The Nature and Destiny of Man
by Reinhold Niebuhr
Areopagitica by John Milton
In Memoriam by Alfred Tennyson
Decline of the West by Oswald Spengler
Treatise on the Astrolabe
by Geoffrey Chaucer
Theory of the Leisure Class
by Thorstein Veblen
Aspects of the Novel by E.M. Forster
Euphues: The Anatomy of Wit by John Lyly
Novum Organum by Johannes Kepler
The Intelligent Woman's Guide to Socialism,
Capitalism, Sovietism and Fascism
by G.B. Shaw
Circulation of the Blood by Harvey
Seven Types of Ambiguity
by William Empson
Roget's Thesaurus
Tender Buttons by Gertrude Stein
Nichomachean Ethics by Aristotle
Venetian Life by William Dean Howells
The Autocrat of the Breakfast Table
by Oliver Wendell Holmes
Etruscan Places by D.H. Lawrence
The Glass Bead Game by Herman Hesse
The Cantos by Ezra Pound
Being and Time by Martin Heidegger
The Sense of Beauty by George Santayana
A Vision by William Butler Yeats
The Courage to Be by Paul Tillich

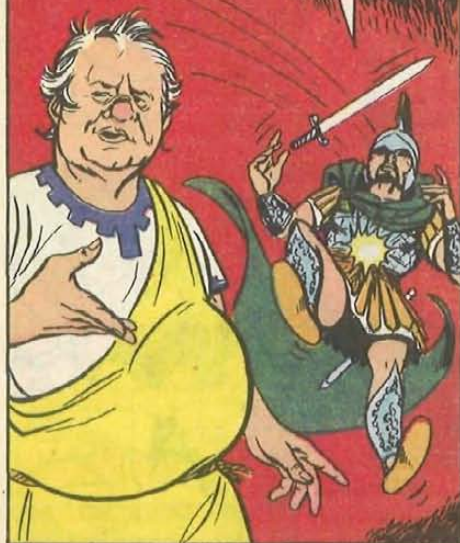


SOCRATES FINDS HIMSELF TRAPPED, SURROUNDED BY HIS SWORN ENEMIES, THE **SOPHISTS**.^{*} IF THE **GADFLY OF GREECE** IS FORCED TO MAKE USE OF HIS TWO-EDGED **DIALECTIC**, THE DEBATE WILL BE FIERCE, AND BRIEF...



SO, CEPHALUS, RIGHT CONDUCT CANNOT BE DEFINED AS TELLING THE TRUTH AND RESTORING EVERYTHING WE HAVE BEEN TRUSTED WITH!

THAT IS A FAIR STATEMENT!



SO IT WAS NOT A WISE SAYING THAT JUSTICE IS GIVING EACH MAN HIS DUE, WAS IT, POLYMARCHUS?

NO MAN OF SENSE WILL DISPUTE THAT.



ON THIS POINT, THEN, I DISAGREE WITH YOU, THRASYMACHUS, THAT RIGHT MEANS WHAT IS TO THE INTEREST OF THE STRONGER!

I CANNOT BUT AGREE WITH YOU!



SUDDENLY, SOCRATES' SIDEKICK, THE LOVELY AND IMPETUOUS GLAUCON, ASKS THE MAN OF IRONY A LEADING RHETORICAL QUESTION ...

BUT, SOCRATES, YOU MUST NOT BE CONTENT MERELY TO PROVE THAT JUSTICE IS SUPERIOR TO INJUSTICE, BUT EXPLAIN HOW ONE IS GOOD, THE OTHER EVIL!



I SUGGEST WE SHOULD BEGIN BY INQUIRING WHAT JUSTICE MEANS IN A STATE.

THAT SEEMS A GOOD PLAN!

I QUITE AGREE!



BY ALL MEANS!

IN EDUCATING THE CITIZENS OF OUR IMAGINARY STATE, A HIGH VALUE MUST BE PLACED ON TRUTHFULNESS, MUST IT NOT?

CERTAINLY!

I AGREE!



NATURALLY!

WE SHALL THEREFORE TELL OUR PEOPLE A FABLE THAT THE GODS WHO FASHIONED THEM MIXED GOLD IN THE COMPOSITION OF THOSE FIT TO RULE, SILVER IN THE GUARDIANS* AND IRON AND BRASS IN THE FARMERS!

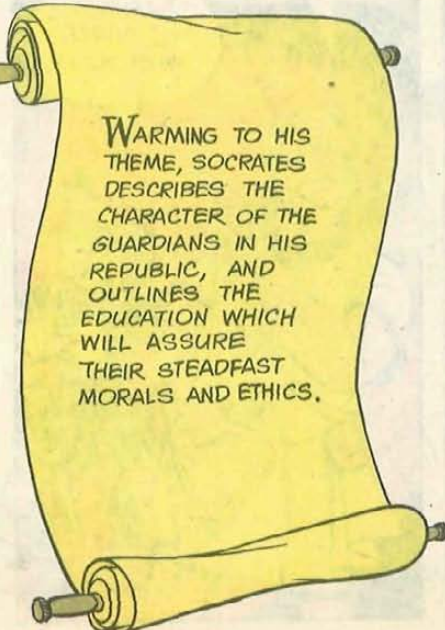
EVIDENTLY!

OBVIOUSLY!

THAT FOLLOWS!

NECESSARILY!

*AUXILIARY FORCE; POLICEMEN; ARMY; "NATIONAL GUARD."



WARMING TO HIS THEME, SOCRATES DESCRIBES THE CHARACTER OF THE GUARDIANS IN HIS REPUBLIC, AND OUTLINES THE EDUCATION WHICH WILL ASSURE THEIR STEADFAST MORALS AND ETHICS.

WE WILL HAVE A LAW TO THE EFFECT THAT A LOVER* MAY SEEK THE COMPANY OF HIS BELOVED, AND, WITH HIS CONSENT, KISS AND EMBRACE HIM.

MOST CERTAINLY!

EXACTLY!



*GOOD FRIEND; SO WE STILL SPEAK OF "PLATONIC RELATIONSHIPS."

NO DOUBT!

QUITE SO!



CLEVERLY, THE BAREFOOT PHILOSOPHER NOW UNLEASHES ONE OF HIS SECRET WEAPONS, AN ALLEGORY.

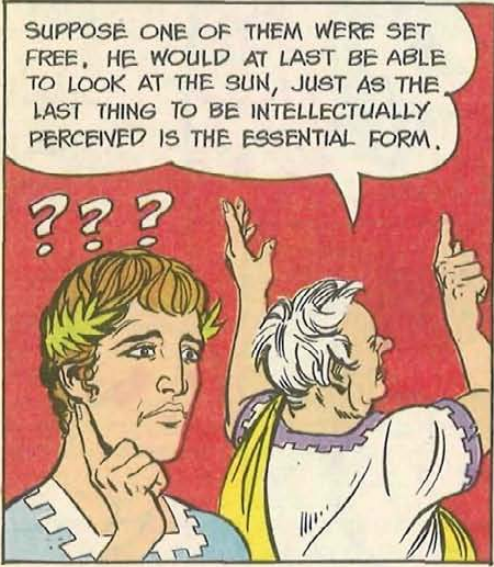
IMAGINE THE CONDITION OF MEN CHAINED IN A CAVE SINCE BIRTH, WATCHING THE SHADOWS CAST BY A FIRE BEHIND THEM, AND LISTENING TO ECHOES.

???

THE SAGE OF ATHENS NOW BEGINS TO DISTINGUISH BETWEEN APPEARANCE AND REALITY, BY OBSERVING THAT THE OBJECTS OF KNOWLEDGE ARE FORMS OR ESSENTIAL NATURES, AND THEREFORE INVISIBLE. ACTUAL THINGS, HE REASONS, ARE UNREAL, AS OPPOSED TO GEOMETRIC SHAPES OR PRINCIPLES WHICH ARE IDEAL, WHICH IS TO SAY, REAL.

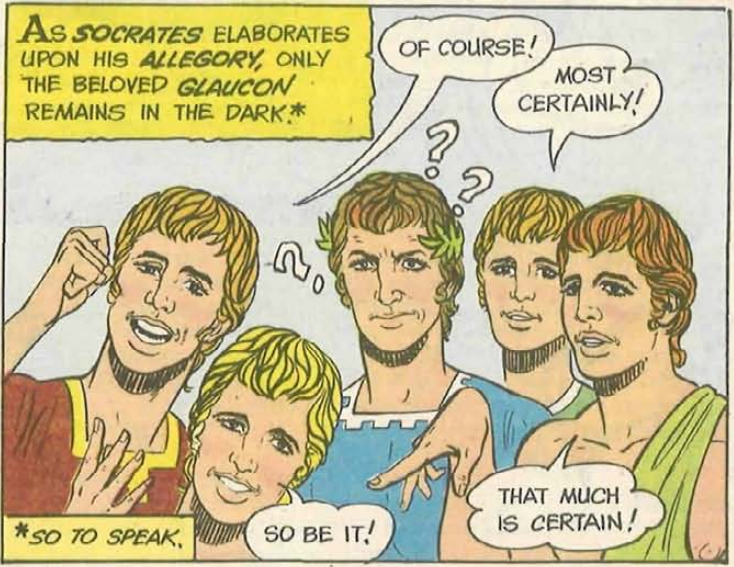
PRECISELY!

IT CANNOT BE OTHERWISE!



SUPPOSE ONE OF THEM WERE SET FREE, HE WOULD AT LAST BE ABLE TO LOOK AT THE SUN, JUST AS THE LAST THING TO BE INTELLECTUALLY PERCEIVED IS THE ESSENTIAL FORM.

???



AS SOCRATES ELABORATES UPON HIS ALLEGORY, ONLY THE BELOVED GLAUCON REMAINS IN THE DARK.*

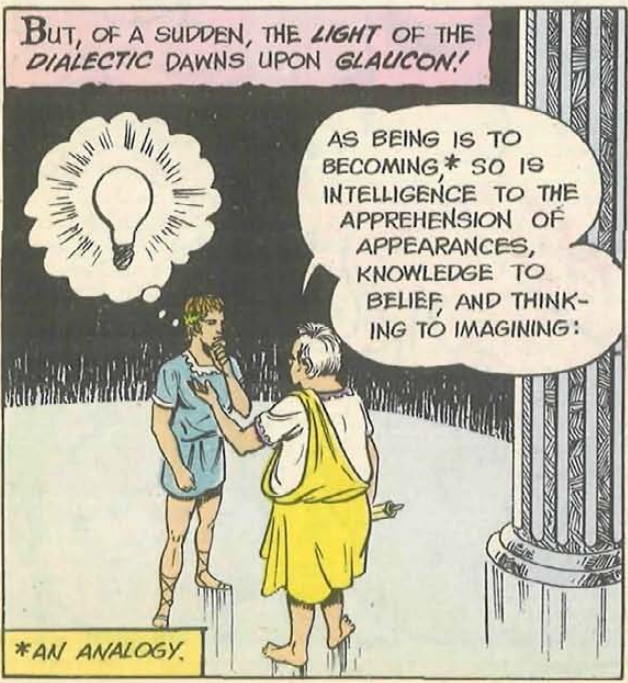
OF COURSE!

MOST CERTAINLY!

*SO TO SPEAK.

SO BE IT!

THAT MUCH IS CERTAIN!

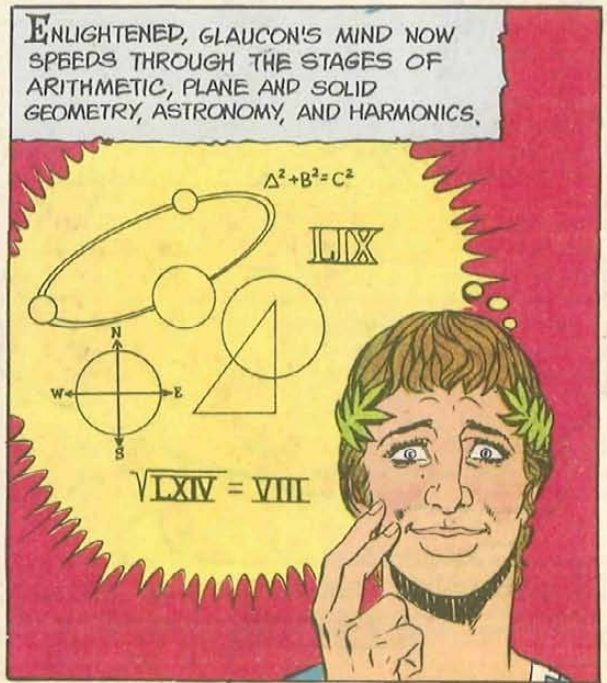


BUT, OF A SUDDEN, THE LIGHT OF THE DIALECTIC DAWNS UPON GLAUCON!



AS BEING IS TO BECOMING,* SO IS INTELLIGENCE TO THE APPREHENSION OF APPEARANCES, KNOWLEDGE TO BELIEF, AND THINKING TO IMAGINING:

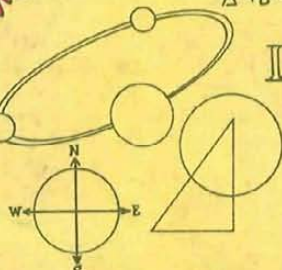
*AN ANALOGY.



ENLIGHTENED, GLAUCON'S MIND NOW SPEEDS THROUGH THE STAGES OF ARITHMETIC, PLANE AND SOLID GEOMETRY, ASTRONOMY, AND HARMONICS.

$$A^2 + B^2 = C^2$$

LIX



$$\sqrt{LXIV} = VIII$$

SOCRATES EXPLAINS HOW THE PURE *INTELLECT*, UNAIDED BY THE SENSES, MAY GRASP THE ESSENTIAL *REALITY* OF THE *FORMS* OR *IDEAS*...

NOT, MY DEAR GLAUCON, MERE SHADOWS OF IMAGES THROWN BY THE FIRE, WHICH WAS ITSELF ONLY AN IMAGE AS COMPARED TO THE SUN...

THAT SEEMS LIKELY!

I AGREE WITH THAT!

I WILL GRANT YOU THAT!

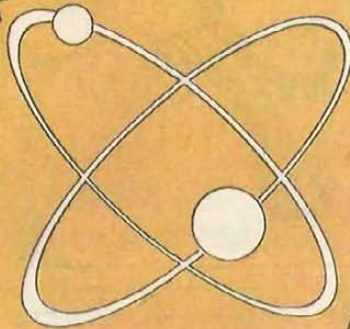
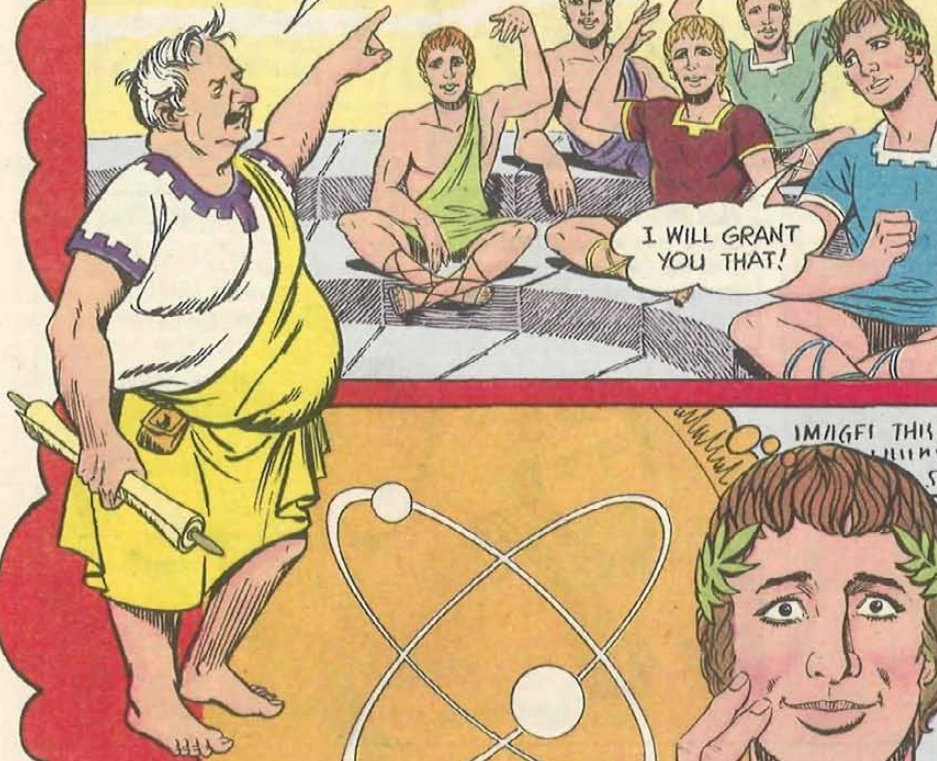


IMAGE THROWN BY THE SUN...



NEXT MONTH: THE PHILOSOPHER KING!

The Long and the Shortage of It

by Gerald Sussman

There will soon be a shortage of almost everything. There may still be enough dry cleaning bags, Velcro, and wood calendars that look like brain-teasing parlor games—but most of the stuff you've always taken for granted will all be gone within six months to a year. Many items have already disappeared. You're getting excuses from merchants like "we're temporarily out of stock" or "our order should be in any day now." Weeks go by and no order. P.S.—the order will never arrive.

The oil crisis has been a lifesaver to the thousands of other industries caught in shortages. They've used the oil publicity to muffle their own problems. But the public can't be fooled forever. Those little stories tucked away in the back pages of the *Wall Street Journal* and the *New York Times* are getting bigger and coming to the front. Oh, there's an obvious reason for the shortages—the population explosion has caused a thousand-fold increase in consumer demands. But we've done our own investigations—analyzing all the available data, talking with many sources close to the top. What we've discovered is not going to sit well with the American public. Things are going to get a lot worse before they get better. You might as well hear the bad news now.

To begin, there are practically no styptic pencils left. You will just have to shave without them, becoming a sitting duck for deep razor cuts. Ironically, while we developed sharper and sharper blades, double-edged and triple-edged and God knows what else, we fell completely behind in styptic pencil technology. It will be easier than ever to cut yourself and harder than ever to stop the bleeding.

Why are there no styptic pencils? Simple. There is an acute shortage of styp. Thanks to our overzealous conservationists, styp mining has been banned in every state in the union. For the past five years we've been completely dependent on Syria for our supply. And that honeymoon is over. Not that Syria is blessed with a mother lode either. High-grade styp ore is now almost inaccessible and becoming terribly expensive to mine.

"It comes from the bowels of the earth," said a bitter spokesman for U.S. Styp, the billion dollar styp empire that is now bankrupt.

Old styptic pencils have already become treasured antiques. Shriveled, brittle pencils are now commanding up to \$900 in nostalgia shops. At a Parke-Bernet auction, a rare, jumbo-size stippled pencil in an isinglass case, made by the Utica Shaving Supply Company, sold for \$2,500.

Trying to make do without styptic pencils will not be as easy as you think. How about the old patches of toilet paper on the cuts trick, you may say. Fine. Waste gobs of your two-ply toilet paper on your face. It just so happens that supplies of two-ply toilet paper are exhausted. In fact, supplies of two-ply everything are exhausted and one-ply has about six months to go. The only ply paper left will be for the military. You better get used to watching yourself bleed until you clot. Hemophilic jokes will make a strong comeback, we're sure.

You might as well say good-bye to one of the great American traditions—the minstrel show. There is very little blackface left. And without blackface, this beloved native art form will soon be just another link to our glorious past that will be broken.

Everyone is feeling the pinch, from local theater clubs, YMCAs, and church groups trying to raise badly needed funds with minstrel shows, to comedians and singers in Las Vegas who do Al Jolson takeoffs. A woman who lives in Mound City, Kansas, summed it up in a letter which she wrote to *Shortage Magazine* (which recently suspended publication due to a lack of paper), in which she complained about the sorry state of the last Oddfellows Lodge minstrel show. "They used black shoe polish," she wrote. "It was vulgar . . . a hollow sham . . . a mockery of my childhood memories as a performer. No one has any feeling for tradition anymore."

How did we allow ourselves to get into this mess? We did it by making the biggest blackface deal in history with the Russians, a deal that made the wheat sale look like a bubble gum card trade.

It turns out that about 90 percent of our blackface is controlled by six giant corporations. Acting with full cooperation from government officials who would do anything to beef up our trade balance, these corporations sold almost all of their 1973 output. They also sold all of their reserves, grossly underestimating the growing blackface demand in the U.S. The huge Russian market—with the world's largest Caucasian population—was too big to ignore. A few insiders who speculated in blackface futures got very rich. The rest of us, who need to put on minstrel shows for so many worthwhile causes, must now do without blackface or pay outrageously high prices on "imported" makeup.

The usual outcries and denunciations are now being heard. Pundits of the Left, Right, and Middle are calling for investigations and resignations. The President has finally appointed a distinguished Blackface Commission* to study alternate possibilities—synthetic substitutes, drilling for offshore deposits, even trying moon rock.

Frozen fish sticks, that popular dinner time treat, will no longer be available. The once plentiful stickfish has disappeared, thanks to the Russians again.

The stickfish looks exactly like a fish stick. It has no head, tail, or bones. Its surface is covered with a bread crumb-like material instead of scales, so it goes directly from ocean to factory as it is, to be deep fried and frozen.

It's an extremely meek and passive fish that gets its nickname, "old stick-in-the-mud," from its habit of burying itself in the ocean floor. To catch them you have to scoop up a lot of floor.

As far as we can determine, the stickfish were so terrified of the new Russian electronic fish catching equipment that they began a mass exodus deep into the floors of the Atlantic to avoid certain fishocide. The few curious ones who went up to have a look around were, of course, zapped

*The President's obvious disdain for the problem is illustrated by the fact that all the members of the Commission are prominent blackface corporation executives. It's a set-up similar to, say, appointing Martin Bormann to head up the Nazi War Crimes Commission.

continued

continued

by the Russian's radar-controlled steam shovels.

A group of concerned fish stick manufacturers, including Mrs. Paul herself, appealed to the Russians. But they treated it as just another fish poaching incident, though they did claim that they tried to talk to the stickfish. "We even offered them caviar," said a Russian spokesman. "But they wouldn't come out."

"We could use some of the new psychological techniques to coax them out," admitted Mrs. Paul. "Then we'd have to give them shock treatments at the factory to erase their traumatic experiences. I'm not sure if it's worth all the extra expense. You see, we can't freeze them in their traumatic state. A frightened stickfish tastes like rice pudding, which is not what the public wants in a fish stick."

Brace yourself for the fact that those beautiful gift boxes that hold pen and pencil sets, watches, and jewelry will soon be gone forever. Gift giving will never be the same. Can you imagine giving someone a Benrus Citation calendar watch in a paper bag? (And while you're at it, forget paper bags. They're not going to be available much longer either.) You'll just have to keep the watch in your pocket and slip it to your loved one

as if it were a hot item you bought from a street corner sharpie.

The thought of no gift boxes for Cross sterling silver or gold matching pen and pencil sets or the Christian Dior watch collection from Bulova is actually quite frightening. It symbolizes so much of what this world is coming to—another civilized touch snatched from us as we march mindlessly on the road to barbarity. We always took it for granted that our good taste in watches and pen and pencil sets would be reflected by a tasteful gift box. It was one of the little amenities—the extra touch that showed we *cared*. And now it's all over.

How did it happen? Why are we confronted with a crisis like this with hardly any advance warning? It's the same old problem—the decline of old world craftsmanship.

If you examine a gift box carefully you'll note that it's made of leatherette, a simulation of leather that is so painstakingly done that you can't tell it from the real thing. The familiar maroon leatherette gift box with gold gilt trim has long been the exclusive work of proud, highly skilled leatheretters from Vienna. Most of these men are dying off or have retired, and of course, their sons are not interested in taking their places. "They don't have the pride to work on something that will someday hold a beautiful watch or a fountain pen," said one of the leatheretters. "The little ones don't care about such things. An empty box does not inspire them. They will take the gift, but they throw the box away. They would rather go to Germany and work in a record store."

We were privileged to watch one of these great craftsmen doing one of his last gift box runs, or *laufs*, as they are called. We discovered that leatherette is just a convenient name for this incredible leather-like material. "Leatherette" is actually made of tomatoes, so artfully processed that you couldn't detect its vegetable ancestry in a million years. Amazing. And amazing, too, is the productivity of this handful of old-world craftsmen. Despite all the care these men lavish on a gift box, they can still turn out over five hundred boxes an hour!

To put the nail in the coffin of the gift box, there is now also a growing shortage of gift box lining material—that silky, smooth fabric with the look of fine rayon, but a little stiffer and more crinkly to the touch. This material is a rayon by-product called *flog*. With the critical rayon shortage, you're obviously not going to get much flog for processing into gift box linings.

The rayon shortage is also responsible for the impending label shortage.

If you're buying a pair of Bill Blass lounging pajamas or an Yves St. Laurent ensemble, you'll have to find a way to drop the names casually rather than letting the labels show. A lot of people are going to be more upset about the label shortage than the gift box shortage.

One of the most alarming problems we are going to face is the shortage of nondairy dairy products. We're down to our last reserves, and then there's nothing. Luckily for us, the big Reddi-Wip deal with the Chinese fell through at the last minute, or we would have been without dessert topping months ago. But it won't be long before Reddi-Wip, Cool Whip, Coffee-Mate, Cremora—all the whips and mates and low calory nondairy cheeses—even margarines—will be gone.

The facts are simple. Nondairy dairy products are made from vegetable oils and artificial flavorings (let's skip the chemicals, which needn't concern us here). Contrary to popular belief, we import all of our vegetable oil. And it all comes from the Middle East. Despite frequent warnings from experts that the Arabs might restrict our vegetable oil imports, the President did not act to find substitutes. Call it colossal bungling or monumental arrogance or overconfidence, but the President and his closest advisers thought that vegetable oils would always be available from somewhere. And you can use any kind of oil to make nondairy dairy products.

But the big vegetable oil pipelines were almost dry. Jute, flax, and hemp supplies were no better. India had her own problems with a copra crisis, and Nigeria and the other Third World African nations sided with the Arabs and refused to send us palm or rapeseed oil. And so the Americans were never really alerted to this impending crisis (a crisis that also means the end of salad dressings, shortening for breads and cakes, snack foods, soaps, gravies, and many other products we are not allowed to name for fear of a law suit).

Sources close to the President say that he will make a television appearance within the next thirty days to discuss the problem. He will not plead for a cutback (you can't cut 15 percent of nothing), but rather outline a broad World War II-style austerity program called "Operation Old-fashioned, Simple American Way of Life." To set the proper example, he will eat a bowl of strawberry Jello *without his usual nondairy dairy-style dessert topping*.

Meanwhile, back at the labs, we're coming to the conclusion that we'll

continued on page 59

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Chairman, The Stupid Group

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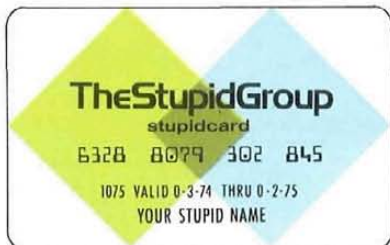
W. Hawley Smoot, Chairman, The Stupid Group.

Who are we?

Who are we?

We're the anytime spend-lure!

We're **Stupidcard**—the revolutionary new *total credit system* that lets you spend money you'll never have—right now! An intriguing cyclical charge feature allows us to charge you over and over again—even if you never made the purchase to begin with! A "limited liability" feature insures that, should your Stupidcard fall into the wrong hands, you'll be charged for every single penny the malefactor runs up! Right now! In advance! And you can use your Stupidcard in so many ways! If, for instance, you are forced into receivership, or if (when we take you to court), you face a stiff fine, just shout, "Charge it!" We'll be happy to bill you right now! Stupidcard stands behind you. And we stand behind Stupidcard.



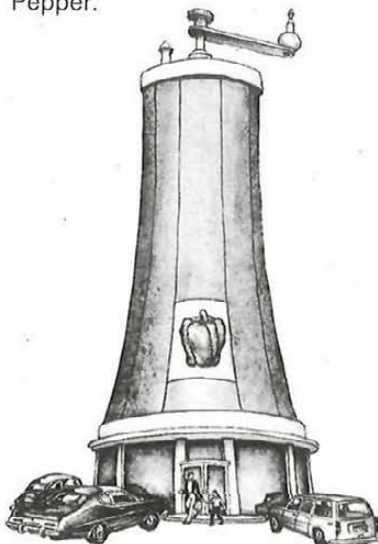
Who are we?

We're a step-out meal-lure!

We're **Tower of Pepper**, the country's fastest-growing slow-food franchise chain. You've seen them—on trashy highways and in blighted urban areas—the tall, distinctive, papier-mâché pepper mills where irresponsible families just like yours queue up for our famous pepper treats. Black, white, or costly cayenne, it makes no difference what you order, because the secret is in the incredibly slow service! You'd think, considering how long it takes, that we'd be serving high-quality, fresh-ground pepper, but the joke's on you! It's low-cost flavored silt!

Tower of Pepper stands behind you.

And we stand behind Tower of Pepper.



Who are we?

We're a whole new way to keep medicine out of the hands of your children.

We're **No AdmitTins**, the safety-time pill tin. No AdmitTins has developed a sturdy, dependable lucite container *without a top* so that potentially harmful medicine stays inside, where it belongs, away from precious baby. No AdmitTins comes in five striking colors to match the decor of any layette and costs just as much as accessible medicine.

No AdmitTins stands behind you. And we stand behind No AdmitTins.



Who are we?

We're an artificial leg-lure.

We're **P'eggs**, the exciting pantyhose designed for the gal with "problem" legs. How do our P'eggs fit your pegs? Exactly! P'eggs stand behind you. And we stand behind P'eggs.



Who are we?

We're a leisure-time fun-lure.

Our Bureaucrackers division makes **Ennuitos**, the nasty little snack treat that bites you back. . . . A unique blend of fibrous fillers woven into crunchy morsels the size of an airmail stamp, Ennuitos have the famous "morning after" aftertaste that makes them the only crackers especially designed for boring cocktail parties. Ennuitos stand behind you. Bureaucrackers stands behind Ennuitos. And we stand behind Bureaucrackers.



Who are we?

We're a treat-time sweet-lure!

We're **Dumbwhip**, the loathsome dessert topping you can use to inflate your tires. Dumbwhip takes the "dairy" out of nondairy dessert treats. There is nothing in Dumbwhip that even faintly resembles anything occurring (organically or inorganically) in nature. Isn't that reassuring? And while every harmful nutrient has been scientifically removed from Dumbwhip, it's loaded with the artificial fatteners you crave! And expensive! Dumbwhip costs two or three times as much as cream!

Dumbwhip stands behind you. And we stand behind Dumbwhip.



Who are we?

We're a travel-time trip-lure.

We're **Lug-A-Round bulky luggage**, the weighted luggage with the patented "pop-open!" lock (guaranteed to make even the smallest thief giggle with contempt), and the famous "give-way" handle—the handle scientifically patterned after a test-pilot's ejection seat. Lug-A-Round luggage features "non-retentive memory" construction so that when you dent the sides of a piece of Lug-A-Round luggage, it stays dented. And, of course, our famous weight makes Lug-A-Round the luggage that makes you want to stay home. Lug-A-Round weighted luggage stands behind you.

And we stand behind Lug-A-Round.



Who are we?

We're a party-time dress-up!

We're **Jejeuna®** and **Blandon®**, the lemon-flavored fabrics from Saturn that make you glad to be here on Earth! Jejeuna®—with the subtle texture of linoleum, but none of the upkeep—gives your hostess gown all the sparkle of a spanking new bathroom floor! More and more, you'll find Jejeuna® in everything you wear—and everything you wear out, too, because Jejeuna® has the life-span of a mayfly! And don't forget Blandon®, the rubbery substance that's perfect as a house-paint or a raincoat. Blandon® pops up everywhere—from pot roasts to golf mittens—because its uniquely unstable molecular structure keeps on changing its mind! Jejeuna® and Blandon® stand behind you.

And we stand behind Jejeuna® and Blandon®.



Who are we?

There's so much more!

We're a highway rest-lure! We're **Crasscourts**, the coast-to-coast chain of appalling motels. . . . We're a death-time tomb-lure. We're **Crasscourts Gardens**—the cemetery franchise chain with a motel-like atmosphere. . . . We're **media**—we're **Stupid News and World Report**, we're **Stupid Hairdo Magazine**, we're **Stupidités** (the most beautiful stupid magazine in the world), we're **Stupid Homes and Gardens**, we're **Stupid Stories**, **Stupid Screen**, **Stupid Detective**. We're **Stupidity Today**. We're **Stupid Digest** and **Selections del Stupid Digest**.

And that's not all. We're **Daft** brand comfort tissue. We're sugar-slathered **Corn-Duds**, the nutritionless

breakfast sensation. We're **Imbecil**, the semi-suppressant cough-remedy-like medicine. And we're the exclusive importers of **Kakka**, the Greek olive liqueur, **Repulznaya**, the fabled vodka of the Polish Corridor, and **Aneurin Bevin Old Backbench** scotch whiskey.

We're new gray **Tepid**, the gritty, sudsless detergent that gives your clothes a once-over wishy-wash in penny-saving lukewarm water. . . . We're **Shop Steward—Labor Union in a Drum** household products—thirty-six separate cleansers in individual containers. A specially formulated cleaning compound for every cleaning chore around your house, from bathroom bowl to messy dog dish. Each one does the clean-up job it's meant for! And nothing else!

For the man of the house, we're the Merv Griffin wardrobe, featuring wash-and-weary **Perma wrinkle** suits made of quintuple-knit **Banalon**, and **Hackney** slacks. We're also **Twit** brand men's toiletries, and **Old Stilton**, the aftershave with a fresh hint of cheese.

For milady, we're **Plain Janes**, the fabulous collection of custom-mass-produced clothes designed by Walter Gropius, and **Andy Granatelli** signature scarves. We're also **Nondescriptique** cosmetics, **Drab Lash** eye makeup, and **Furtiv** feminine hygiene spray, with a fresh hint of cheese.

We're **Cloyettes**, the purse and pocket-sized breath freshener that looks like a poker chip, tastes like a mothball.

We're **Ashtré** sachets, the closet and drawer odorizer with just a whiff of old cigarette smoke.

We're **Jeez**, the industrial strength cheese dip, and **R.S.V.P.** reusable crackers.

For the kitchen, we're **Dip 'n' Flip**, the gravy-like caulking mixture that turns roasts into conversation pieces, and the whole host of handy **Cook 'n' Eat** canned goods. We're **Deadpan**, the greaseless, silicone-based cooking substance. And we're **Atomrange Gammaray** ovens—the frankly terrifying stove that cooks foods in just seconds and gives them a festive party glow.

TheStupidGroup

Where stupidity gets down to business.



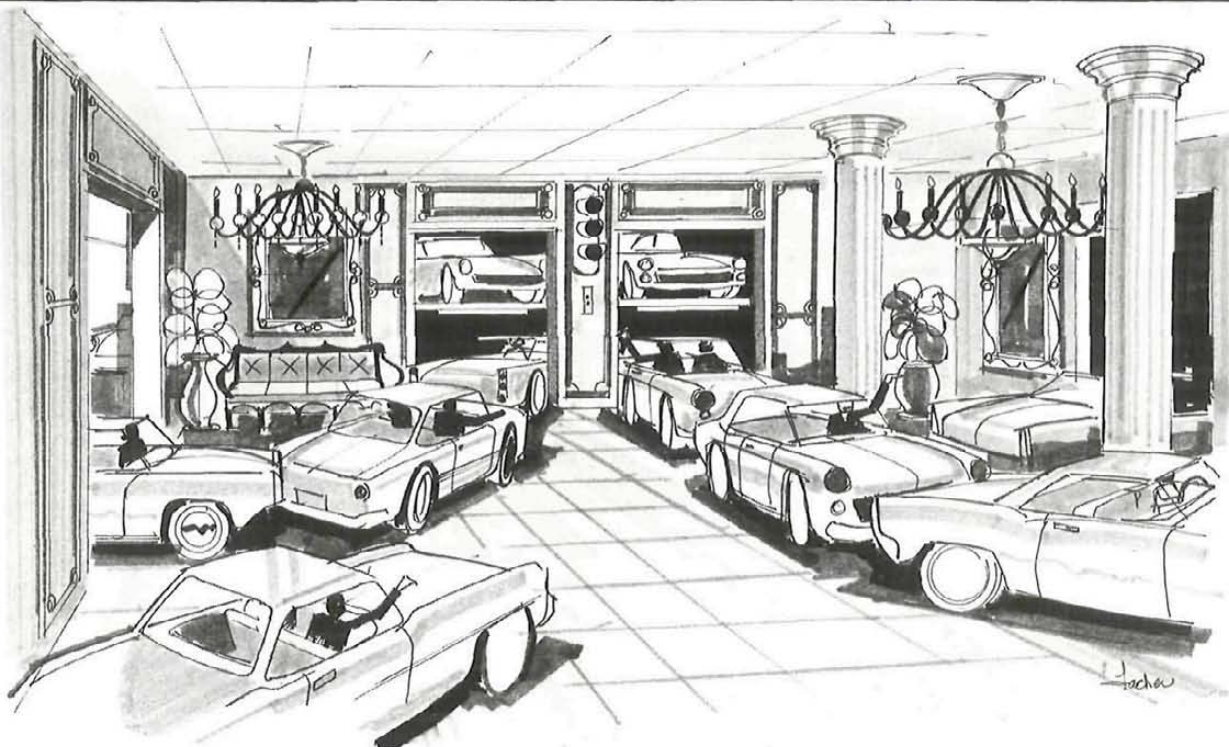
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La Garage A totally new concept in stupid living....

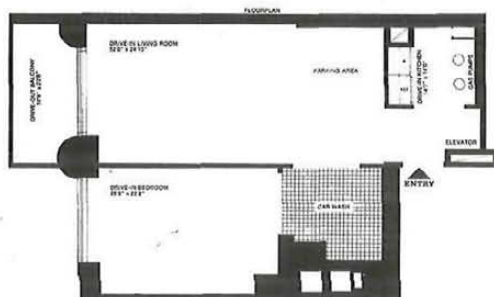
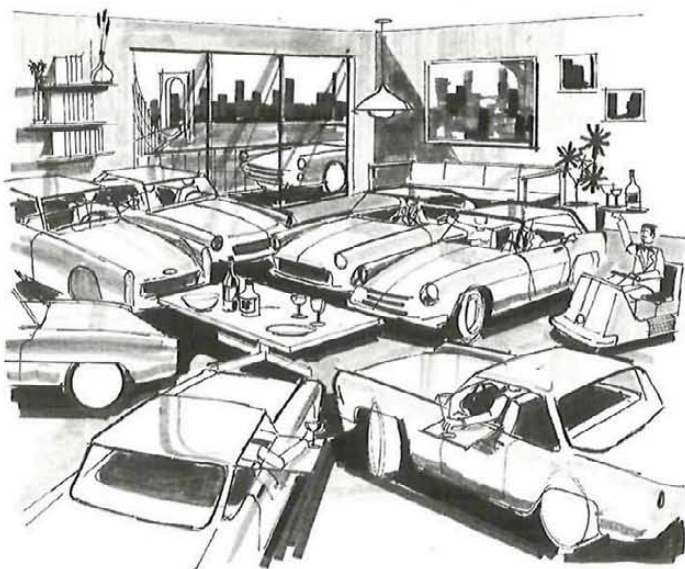
What you've always been looking for--a place to "park" in the city....

From the moment you drive through the excitingly decorated lobby and into one of the three exclusive, oversized, vertical conveyances, you know that this is more than just another apartment building—it's a unique domiciliary edifice. Built expressly for those whose motive in seeking a residence is *auto-motive*, La Garage offers a distinguished location for you and your motorcar amid surroundings of unparalleled luxury, charm, and elegance. No longer need the truly discerning city-dweller who desires the considerable advantages of an urban setting sacrifice the comfort, convenience, and security of his private automobile—or undertake the expense of maintaining a second town residence for the sole use of his vehicle.

The Stupid Group



La Garage—the very name, coming as it does from “ga-rand house of the rajahs”—suggests matchless regal quality, and above all, the extraordinary effortlessness of this unusual residential structure. Whether it’s a short drive to the refrigerator for a snack, or a late night sojourn to ride the dog around the block, or a longer trip downtown to the cultural and entertainment riches that lie a mere parcel post zone away, the owner of a La Garage Condominium can join his acquaintances in congratulating himself on his discrimination and sophistication in selecting a mode of living that combines the old world style of a prince’s palace with the modern efficiency of a parking lot.



Consider these stupid features. . . .

Elegant all-glass windows through which you can look and manually position in any one of many comfort apertures for the individual climate characteristic of your choice. . . . Flush, soundless doors which you can open or close with a feather-light turn of the special command knob . . . lock and unlock with a custom-cut control key made expressly for you. . . . Every apartment is fully equipped with four walls to insure privacy

a sumptuous ceiling for added security . . . a fabulous form-fitted floor for carefree walking, standing, or sitting. . . . Outlets for your own personal long-distance communication device. . . . Individualized light control modules which allow you at the flick of a finger to select luxurious light—or romantic darkness. . . . Deluxe water temperature and volume regulator dials on all sinks, showers, and baths. . . . Cable electricity in every room. . . . For your total breathing pleasure, posh oxygen and charming nitrogen fill every part of your residence. . . . Powerful, handy gravity in each apartment to keep furniture in place. . . . Outside—unique streets along which you will ride towards your exclusive address registered with the United States Post Office—an address you'll share with only a few other individuals whose taste and discrimination matches your own. . . . Inside—a striking, centrally located front door which you can use to enter—and exit—at your slightest whim.

Who are we?

We're **Stupidflair Customchex**—a new way to participate in the total banking experience, an individual expression of your creative drive—as personal as your social security number! Choose from five Stupidflair checks in the "Banking Perspectives" series, then mix and match with a personal customized checkbook in sleek, hurricane-tested Blandon® for a triumphant exaltation of self as satisfying as a hand-woven rug!

At a time when so many of our traditional American values have gone down the tubes, aren't you glad we have Stupidflair Customchex?

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6328 8079 302 845

No. _____
19 _____ \$ _____
 $\frac{1-30}{210}$
DOLLARS

YOUR STUPID NAME _____
PAY TO THE ORDER OF _____
Your Stupid Bank & Trust Co.
"Applying for a Loan"
FOR _____
6328 8079 302 845

No. _____
19 _____ \$ _____
 $\frac{1-30}{210}$
DOLLARS

YOUR STUPID NAME _____
PAY TO THE ORDER OF _____
Your Stupid Bank & Trust Co.
"Dumb Gifts"
Free with a new deposit of \$5,000 or more.
FOR _____
6328 8079 302 845

No. _____
19 _____ \$ _____
 $\frac{1-30}{210}$
DOLLARS

YOUR STUPID NAME _____
PAY TO THE ORDER OF _____
Your Stupid Bank & Trust Co.
"Next Teller, Please"
FOR _____
6328 8079 302 845

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You will be given two hours to work this test, which is divided into three sections measuring your VERBAL and MATH ability. The supervisor will tell you when to begin. Should you finish a section before the time is called, you may check your work, **but you are NOT to work on any other section.** If you do, go directly to BELOIT COLLEGE and DO NOT collect prestige diploma.

SECTION I: VERBAL ABILITY

Time—40 minutes

35 Questions

Part A—Antonyms

DIRECTIONS: For each of the questions in this section, choose the best answer and blacken the corresponding box in the answer sheet not provided.

Each question below consists of a word printed in capital letters, followed by five choices lettered A through E. Choose the lettered word whose meaning is most nearly opposite the meaning of the capitalized word. Ready. Get set. Go.

EXAMPLE:

UP

(A) somewhere (B) anywhere
 (C) underwear (D) meat loaf
 (E) down

A	B	C	D	E
:	:	:	:	:
:	:	:	:	:

1. ANTONYM
 (A) antitank (B) anteater
 (C) homonym (D) Houyhnhnm
 (E) hominid
2. TABLE
 (A) bird (B) ocean
 (C) tree (D) bridge
 (E) boat
3. EUPHEMISM
 (A) colostomy (B) obscenity
 (C) inoperative (D) plump
 (E) number two
4. CUTE
 (A) morganic (B) draconian
 (C) anapestic (D) not so cute
 (E) blow job
5. POLE
 (A) frog (B) check
 (C) lap (D) fin
 (E) human
6. BIFURCATE
 (A) corruscate (B) blanch
 (C) astringe (D) misprise
 (E) fructify
7. VIRGIN
 (A) coward (B) repressed
 (C) intact (D) prude
 (E) popular
8. CREPUSCULAR
 (A) intransitive (B) picaresque
 (C) tergiversant (D) mum
 (E) febrile
9. FRANKFURTER
 (A) Frankfurt (B) bun
 (C) Felix (D) furburger
 (E) BLT

10. DIGREND
 (A) fandlify (B) closs
 (C) pascritize (D) tander
 (E) retasselate
11. ATROPHY
 (A) atropine (B) bullock
 (C) entropy (D) buttock
 (E) anhonorabemention
12. MEDIOCRITY
 (A) fat (B) ugly
 (C) slobbering (D) unwanted
 (E) talent
13. INTELLIGENCE
 (A) drool (B) moron
 (C) imbecile (D) vegetable
 (E) hebetude
14. FLANDRULE
 (A) asservet (B) gliss
 (C) drog (D) hialype
 (E) wormunt
15. FAIL
 (A) death (B) despair
 (C) disease (D) dishonor
 (E) pass
16. ILLITERATES
 (A) gravitate (B) toward
 (C) mediocre (D) tax-supported
 (E) universities
17. ZEN
 (A) dozen (B) moot
 (C) zuddenly (D) poot
 (E) dave
18. GENIUS
 (A) money (B) health
 (C) happiness (D) possessions
 (E) clod
19. HUMDRUM
 (A) bonbon (B) tom-tom
 (C) ho hum (D) tum tum
 (E) wee wee

GO ON TO NEXT PAGE

Part B—Analogies

DIRECTIONS: In each question, a related pair of words is followed by five lettered pairs of words. Select the lettered pair which best expresses a relationship similar to the original pair. Then, squat on your special pencil.

EXAMPLE:
 PUPPY : DOG ::
 (A) kitten : cat
 (B) porpoise : ashtray
 (C) apples : oranges
 (D) horizontal : dead
 (E) fur : steel

A	B	C	D	E
1	:	:	:	:

- 20. SHIP : HARBOR ::
 (A) snip : barber
 (B) tuba : mayonnaise
 (C) lint : sprocket
 (D) vesco : guatemala
 (E) tuna : malaise
- 21. MAGNET : IRON ::
 (A) television : imbeciles
 (B) sterno : wino
 (C) kohlrabi : appetite
 (D) stereo : junkie
 (E) you : cancer
- 22. KINESIS : ENTROPY ::
 (A) volition : exigency
 (B) topiary : mesomorph
 (C) crescent : silage
 (D) portent : imbroglia
 (E) torsion : fulcrum
- 23. PANSY : GARLAND ::
 (A) fish : water
 (B) bird : air
 (C) regular : prune juice
 (D) cheeseburger : yum
 (E) politician : massage parlor
- 24. BRANDISH : CONCEAL ::
 (A) fiveish : cocktails
 (B) brand X : duz
 (C) sevenish : din din
 (D) jewish : arabish
 (E) relish : frankfurter
- 25. PAT : BOON ::
 (A) don : hoe
 (B) awl : green
 (C) burnt : baccarat
 (D) thelonious : monk
 (E) ikon : teeter-totter
- 26. TRUNCATED : FEBRILE ::
 (A) peca-dillo : termagant
 (B) porphyry : divot
 (C) bismuth : secant
 (D) vermifuge : etiolation
 (E) gopher : revenge

- 27. POLICE : PSYCHOTICS ::
 (A) cheek : jowl
 (B) roach : silverfish
 (C) penis : cannonball
 (D) six : half dozen
 (E) dick : bb
- 28. PLETHORA : ACUMEN ::
 (A) gelid : ductile
 (B) blather : funk
 (C) shirred : hasp
 (D) factious : nether
 (E) ormulu : mange
- 29. PRESIDENT : REPUBLICANS ::
 (A) boil : neck
 (B) albatross : neck
 (C) heat rash : neck
 (D) noose : neck
 (E) turd : swimming pool
- 30. CLASMY : VENGE ::
 (A) ferlon : bast
 (B) sergil : pentor
 (C) hanted : parge
 (D) bilated : thresk
 (E) grell : slurm
- 31. NECKING : GENOCIDE ::
 (A) idolatry : support hose
 (B) napalm : hickey
 (C) photon : lymph
 (D) samba : lamumba
 (E) ecology : pocket pool
- 32. ANEROID : EXCULPATORY ::
 (A) forensic : conical
 (B) arcane : cursory
 (C) vulgate : brazen
 (D) lambent : vapid
 (E) spasmodic : jejune
- 33. GOD : DOG ::
 (A) straw : warts
 (B) goneril : doggerel
 (C) serutan : natures
 (D) xal-xe : ex-lax
 (E) Mr. Mxyzptlk : Mr. Kltptyxm
- 34. TEMPLATE : SYZYGY ::
 (A) rapprochement : cloture
 (B) fodder : mesh
 (C) tenet : paradigm
 (D) synechdote : conduit
 (E) fustian : tonsure
- 35. WORD : NOUN ::
 (A) verb : blurb
 (B) worm : ground
 (C) pronoun : walloon
 (D) pronounced : lisp
 (E) amusing : limp

STOP!

If you finish before time is up, go over your work for this section only. Do not turn to any other section of the test.

SECTION II: MATH ABILITY

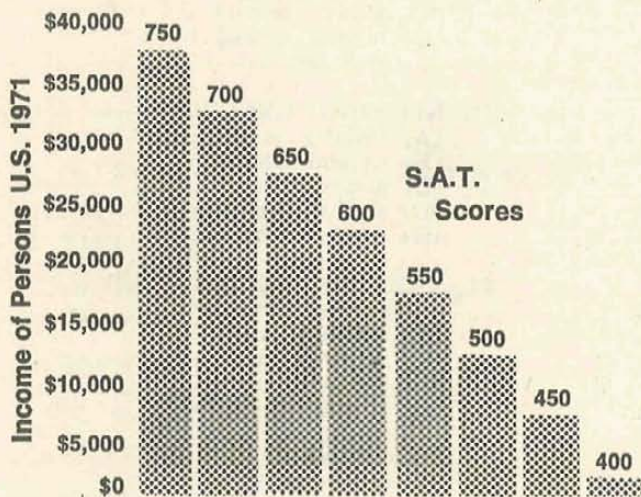
Time—40 minutes

16 Questions

DIRECTIONS: Solve each problem in this section and then mark your answer sheet under the corresponding letter with the *one* correct answer. You may use any available space on the pages in this section for scratch-work.

You may wish to refer to some of the information given below in solving some of the problems in this test.

1 chain = 66 feet
 1 fathom = 6 feet
 1 ell = 39.37 inches
 1 rod = 16.5 feet
 1 hectare = 10,000 square ells
 1 hogshead = 63 gallons
 1 peck = 8 quarts
 1 gill = 4 fluid ounces



Annual Income According to S.A.T. Test Scores

- What was the approximate ratio in 1971 of the income of the highest-scoring group to that of the lowest-scoring group?
 - 2:1
 - 3:1
 - 5:1
 - 10:1
 - 7:1
- If the same salaries remained constant for 10 years, by 1981, how much more money would the highest-scoring group have earned than the lowest-scoring group?
 - \$100,000
 - \$240,000
 - \$400,000
 - \$375,000
 - \$520,000
- According to the graph, approximately how much is a single point of S.A.T. test score worth every year?
 - \$45.00
 - \$75.00
 - \$30.00
 - \$135.00
 - \$50.00
- The star Epsilon Eridani is 174 light years from Earth. A spaceship leaves Earth and reaches Epsilon Eridani in 98.4 years. What is the speed of the spaceship in furlongs per fortnight?
 - 100,000,000
 - 450,000,000
 - 54,000,000,000
 - 7,800,000,000
 - 66,000,000
- If $p^x = t^y$ and $x^p + y^t = xy^{pt}$, how does p change in relation to t if the value of x is quintupled in relation to the value of y ?
 - p is multiplied by $\sqrt{11}$
 - p becomes equal to v
 - p becomes equal to $(a^2 \cdot b^v)$
 - p does not change
 - p is dropped
- A farmer traded 40 bushels of wheat for a boat, then put his remaining bushels in the boat and took them 14.5 miles downstream. The current in the river was 2.6 mph. When he arrived he sold the boat for \$54.67 and his remaining wheat for \$1.39 a bushel, and he then calculated that he had sold his original 40 bushels for 14¢ more than what he sold the rest of his wheat for, considering the sale price of the boat. Just to amuse himself, the rural Lobachevsky decided to calculate how much per hour he had made while he was in the boat. What was his answer?
 - 45¢
 - 78¢
 - \$1.09
 - 88¢
 - \$3.44
- Alice weighs nearly forty pounds more than Henry. If Henry eats twenty pounds of lard a day, he can gain three pounds a week. If Alice gives her portion of lard to Henry and eats safflower oil instead, she will lose one pound a week. In assessing the relative weight of Henry and Alice, what exactly did we mean by the phrase "nearly forty pounds"?
 - 41 pounds
 - 39 pounds
 - 3 stone
 - 38 pounds, 11 ounces
 - 619 ounces
- Every time Bill scratches his fingernails down a blackboard, he takes off $1/128$ " of fingernail. Bill's fingernails grow at the rate of $1/40$ " per week. Remembering that Bill is only in the school where the blackboard he scratches his fingernails down is located 5 days out of the week, what is the maximum number of times each day Bill can scratch his fingernails down a blackboard without reducing the total length of his nails in any given week?
 - 7
 - 5
 - 2
 - 9
 - 11

9. Which of the following statements is (are) true for all real values of x and y ?
- I. $x: "x + y" = y: "x?"$
 - II. $x: "x!X!" = y: "x \dots b?"$
 - III. $x: "@\%#\@+\phi**!" = y: "69!"$
- (A) I only
 - (B) II only
 - (C) I and II only
 - (D) I, II, and III
 - (E) III only

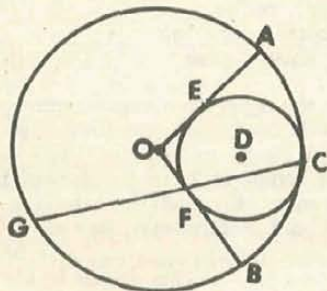
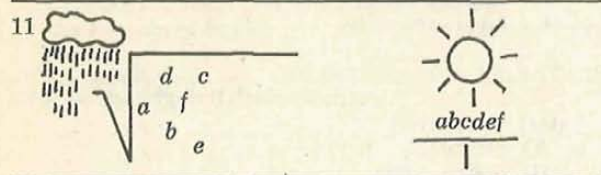
Each of the questions in this section has two statements, labeled (1) and (2), in which specific data are given. DO NOT compute an answer; instead, determine if the given data are sufficient to find a solution. Fill in space

- (A) if statement (1) ALONE is sufficient, but statement (2) ALONE is not sufficient to answer the question
- (B) if statement (2) ALONE is sufficient, but statement (1) ALONE is not sufficient to answer the question
- (C) if BOTH statements (1) and (2) TOGETHER are sufficient to answer the question, but NEITHER statement ALONE is sufficient
- (D) if EACH statement ALONE is sufficient to answer the question
- (E) if statements (1) and (2) TOGETHER are NOT sufficient to answer the question

The problems in this section are followed by four alternative answers labeled A through D. In each of the questions, you are asked to compare two quantities—the one in Column A with the one in Column B. Through observation or computation, you are to determine the relationship between the two quantities and choose

- (A) if the quantity in Column A is greater than that in Column B
- (B) if the quantity in Column B is greater than that in Column A
- (C) if the quantities in the two columns are equal
- (D) if the comparison cannot be determined from the information given

10. $p^2m(p-t) \not\sim rsvu$ $pv \triangle (p^3+3pq+q^4)$



12. Length of arc AB Length of segment FG

13. Three men walk from Cowtown to Mootown. (Note funny names; as testers, we are stern, but wry.) Man A walks at 3 mph, man B at 4 mph, and man C at 6 mph.
- (1) Man A arrives 13 minutes before man C
 - (2) Mootown is a dump
14. How many students in Ruth's class received over 80 on the math test?
- (1) The sum of the marks of all those taking the test was 4500
 - (2) Ten children who have been classified as legally stupid spent the day filling in potholes on the state highway instead of taking the test
15. George, Doug, and Henry wrote 4,000 words together. How much did Doug write?
- (1) George and Henry together wrote 100 times as much as Doug
 - (2) The sum of what George and Henry wrote minus what Doug wrote is less than half of what George wrote
16. A certain number, k , is a member of the set $[4, 9, 16, 25, 36]$. If the set were complete, it would be worth \$1,000 in any antique shop in town, but k is broken, and the set is now worth only \$250. What is k ?
- (1) A good 16 in mint condition would bring around \$75
 - (2) The 25 has a hairline crack and a little chip on the top of the 2

STOP!

If you finish before time is up, go over your work for this section only. Do not turn to any other section of the test.

SECTION III: VERBAL ABILITY

Time—40 minutes

27 Questions

Part C—Sentence Completion

DIRECTIONS: In each of the following sentences, one or two words have been omitted. You are to choose the word or words that *best* fit the meaning of the sentence as a whole. *Banzai*.

EXAMPLE:

An example of a proverb is the saying, "Never change horses in _____."

- (A) mid-stream
(B) Germany
(C) bed
(D) rainstorms
(E) France

A	B	C	D	E
I	:	:	:	:
:	:	:	:	:

- Hitler's _____ acts eventually inflamed the _____ of almost everyone in the civilized world.
 - first . . critics
 - circus . . curiosity
 - sexual . . organs
 - magic . . oo's and ah's
 - whimsical . . funny bone
- Although it is morally _____ to commit suicide, still one can sympathize with the poor wretch who through his own _____ has suffered a dismal failure too bitter to live with.
 - incorrect . . foolishness
 - stupid . . stupidity
 - weak . . puniness
 - pathetic . . clumsiness
 - wrong . . idiocy
- Few politicians have the _____ to be _____, preferring instead to make the popular gesture.
 - wardrobe . . transvestites
 - intelligence . . pimps
 - horsepower . . dump trucks
 - carapaces . . crustaceans
 - tits . . starlets
- Not only does the poor student _____ the deep shame of his lack of accomplishment, but he also must _____ the agony of his friends' contempt and derision.
 - suffer . . die
 - undergo . . humiliate
 - torture . . subject
 - accept . . destroy
 - horrify . . loathe
- Upon incarceration in the state penitentiary, the young conscientious objector spent much of his time _____.
 - foolishly
 - snooping
 - prostrated
 - all in one place
 - dead
- Just as a man who is not color-blind cannot conceive of a world without _____, so too the able individual cannot imagine the mental _____ in which the slow-witted are doomed to eke out their joyless days.
 - beauty . . wasteland
 - color . . swamp
 - fun . . quagmire
 - life . . morass
 - light . . desert
- Despite the collapse of the Empire and an interminable period marked by continual _____, a few _____ miraculously escaped destruction.
 - hailstorms . . film clips
 - sniffles . . hankies
 - bickering . . dishes
 - bummers . . lids
 - self-abuse . . rotarians
- It is not quite correct to _____ a person of little academic skill an invalid, for he can move his arms and legs, but on the other hand, is not his brain a _____?
 - stigmatize . . cripple
 - identify . . basket case
 - term . . sack
 - brand . . sewer
 - label . . casualty
- The old man operated his _____ on _____ grounds, which brought him a great deal of notoriety.
 - campaign . . moral
 - dodge . . fair
 - flivver . . coffee
 - sex bomb . . proving
 - peep show . . play
- Thanks to the rapid development of electronic educational aids, and the commitment of substantial government funds to our new state schools, the student of today finds many choices before him. True, he may still wish to attend a "prestige" Eastern school, but he may just as well choose a _____ or a _____ or he may even choose to _____ his degree in his own living room!
 - factory job . . nervous breakdown . . yearn for
 - unemployment line . . early marriage . . dream of
 - untreated illness . . cold beer . . think wistfully about
 - early grave . . life worse than death . . cry bitter tears over
 - unfurnished apartment . . painless form of suicide . . utterly useless prayers for
- The still-smoldering mass of twisted metal bore mute testimony that the _____ had been _____.
 - brakeman . . Polish
 - final cataclysm . . something of a disappointment
 - pilot . . tripping
 - vibrated . . defective
 - dodge 'em . . suicidal

Part D—Reading Comprehension

12. The _____ individual complains about tests for the same reason that the dishonest merchant _____ an accurate yardstick or a properly functioning set of scales.
- (A) insecure . . . abhors
(B) inferior . . . resents
(C) useless . . . detests
(D) unpromising . . . vilifies
(E) substandard . . . hates
13. Since ability, talent, and ambition can be found on all social levels, it is necessary for the privileged classes to _____ their hold on educational institutions so that society as a whole can prosper.
- (A) maintain with an iron will
(B) defend to the death
(C) guard fiercely
(D) tighten
(E) preserve with every ounce of energy
14. If your farm's resources are limited, it will not pay to raise _____ that require (s) _____.
- (A) vegetables . . . psychotherapy
(B) funds . . . accounting
(C) slaves . . . meals
(D) hackles . . . soothing
(E) Cain . . . prostitutes
15. Only a very _____ person believes in _____.
- (A) stupid . . . Catholicism
16. Since the race is not always to the "swift," even superior students find it necessary to _____ their teachers in order to achieve the success they want.
- (A) suck up to
(B) suck up to
(C) suck up to
(D) suck up to
(E) suck up to
17. Upon being harnessed to the cart, the _____ was usually _____ to trot.
- (A) thoroughbred . . . eager
(B) nun . . . hot
(C) collaborator . . . persuaded
(D) paraplegic . . . unable
(E) messiah . . . too spaced out
18. _____ men often fail to recognize in their _____ precisely those qualities which distinguish great men from _____.
- (A) inferior . . . better . . . the herd
(B) loathsome . . . sleep . . . England
(C) telephone . . . booths . . . the home office
(D) dirty . . . wardrobe . . . mediocrities
(E) impotent . . . dorks . . . cows
19. As the _____ Age wore on, millions of hapless _____ were driven before its relentless march.
- (A) Ice . . . surfers
(B) Jazz . . . organ grinders
(C) Iron . . . wrinkles
(D) Bronze . . . sunburns
(E) Stone . . . alcoholics

DIRECTIONS: Each passage is followed by questions based on its content. After reading the passage, choose the *best* answer, whether stated, implied, or negated. Go.

One of the most exciting innovations in the field of education is the New English. As significant as the New Math, which revolutionized the teaching of geometry and mathematics in the early '60s, the New English promises to simplify greatly the task of teaching students a simple but workable version of the language. The New English can be used to improve reading scores and spelling ability, and may well provide future generations with a more efficient method of communication than the cumbersome, old-fashioned "chatter" we are now used to.

New English works in much the same way as New Math. The individual elements of a sentence—the verbal "formula" which conveys information to the listener or reader—are organized into "sets" and spoken or written in a way which clearly illustrates the "geometry" of what we are trying to say. For example, instead of saying, "I am very happy with my new car. It is green, which is my favorite color, and it is very fast. And I got a good deal on it," in the New English, we would say, "I (degree of liking = high) my car (new + $\frac{\text{green}}{\text{favorite color}}$ + fast + degree of reasonableness of price = good)." Because the concepts are sensibly organized, and the mode of transmission is chosen for the maximum input of discrete informational sub-elements, the recipient of the communication "bundle" can derive an instant increment of knowledge.

The potential uses for New English are limited only by human ingenuity. To cite just a single instance, poetry, which is so often too vague or wordy to achieve a measurable emotional response quotient, can be "cleaned up" and "ordered." Thus, "Shall I compare thee to a summer's day? Thou art more lovely and more temperate" becomes "Thee are to a given day (summer's) in interrogatory comparison more (lovely + temperate)."

We can expect some resistance from stick-in-the-mud academic individuals, but the day isn't far off when everyone English (new + good + useful) $\frac{\text{speak}}{\text{future}}!$

20. According to the author, who is most likely to oppose the introduction of New English?
- (A) homosexuals
(B) leftists
(C) fools
(D) academic individuals
(E) homosexual leftist fools
21. Why is poetry better when written in the New English?
- (A) less confusing rhymes
(B) fewer frills
(C) appeals less to homosexuals
(D) more orderly
(E) more manly

GO ON TO NEXT PAGE HUP HUP

22. A good title for this paragraph would be:
- (A) The Dawning of a New Age
 - (B) Talking Sense
 - (C) Words for the Wise
 - (D) Speaking of Progress
 - (E) The Language of Tomorrow

Now that growing numbers of high school seniors are competing for a decreasing number of college openings, "aptitude testing" has proved a useful tool for weeding out unqualified applicants to our colleges and universities. So reliable are modern testing methods that high scores on Stupid Aptitude Tests (SAT) now virtually spell the difference between a prestige Ivy League "sheepskin" and a tacky certificate from a pathetic, fourth-rate "diploma mill."

Yet, the proper techniques of test taking—as a study compiled by eminent social scientists at Beloit College confirms—are surprisingly simple and can assure success.

The first, and most important element in successful test-taking, the Beloit group found, was *speed*. Many doomed seniors, for example, are mistakenly wasting precious time reading this pointless, uninformative sentence *word for word*. Afraid to "skim" paragraphs, Billy wallows in useless verbiage, hopelessly bogged down by unilluminating redundancies, repetitions, tautologies, pleonasm, and duplicate words expressing the same stupid thought over and over again in superfluous variety. Helplessly, poor Billy slogs through "extraneous material" written by cynical pedants who sadistically "pad out" paragraphs with bland "filler" designed only to "use up" priceless seconds, possibly going so far as to, slow, down: "reading" with, useless (& annoying) . . . punctuation! Whenever possible, the study revealed, Billy should *skip over* material like this. (Go ahead, Billy, do it right now . . . go into the next paragraph before it's too late.) The *first* or "topic" sentence usually contains the "meat" of an essay. The remaining verbiage is unlikely to contain "hard" information. One will rarely find, deep in a paragraph, reference to the fact that the diet-linked appearance of lipid plates in the blood vessels of forage-deprived elephants is usually indicative of arteriosclerosis, or to the fact that Opokopuk Islanders practice ritual warfare based on mumblety-peg and have developed a rigid caste system based on the warrior's remaining fingers and toes. Moreover, who could be expected to know that coral reefs are composed largely of

calcium carbonate and magnesium carbonate? Harvard class of '78, that's who.

If he approaches the test correctly, Billy is sure to "rack up" big point totals on the SAT scoreboard of verbal ability/life, never forgetting that all reading tests must be quickly read, digested and carefully that so will not be "trapped" Billy by unclear reading fuzzy poor low score literally life or "living death."

23. The best title for this selection is:
- (A) Beloit College: Harvard of America's Dairyland
 - (B) Stupid Aptitude Tests: Gateway to Self-Respect
 - (C) Presidente Muñoz Marin: George Washington of the Philippines
 - (D) Stupid Aptitude Tests: Middle Class Meal Ticket
 - (E) Eeny, Meeny, Miny, Matriculate!
24. In the selection above, the phrase "living death" refers to:
- (A) arteriosclerosis
 - (B) the Aetna Insurance Building
 - (C) Beloit, Wisconsin
 - (D) eminent social scientists
 - (E) your parents
25. The capital of Luxembourg is:
- (A) Luxor
 - (B) Tureen
 - (C) Arlon
 - (D) Orlon
 - (E) Dover
26. Each of the following is "worth big points on the scoreboard of life" *except*:
- (A) calcium carbonate
 - (B) an annual income of \$25,000+
 - (C) proper drug abuse
 - (D) correct nubble hygiene
 - (E) twenty fingers and toes
27. The author's attitude in this selection may be best described as:
- (A) brain damaged
 - (B) smug
 - (C) cruel
 - (D) realistic
 - (E) Harvard '68

STOP!

If you are finished before time is up, review your work in this section.

continued on page 44

have to devise nondairy dairy products without oils. Somehow we're going to have to go directly to flavored solids. At the moment, our most promising solid is iron. In its crude form, iron can be artificially flavored and bleached quite easily, and has no spoilage problems. The only stumbling blocks are its weight, its lack of chewiness, and its tendency to rust. Imagine selling it as a low calory cream cheese substitute!

This is just the beginning. In every area of your life, things will get scarce and then disappear. Economists and politicians and TV anchormen can give you reasons for their disappearance, but sometimes the answers defy logic, or have a topsy-turvy logic of their own. For instance, how can you explain the growing shortage of garnishes? It won't be long before parsley and watercress, our two most popular garnishes, will be just a happy mem-

ory. Every time you had a hamburger, a grilled cheese and bacon sandwich, or Lobster Thermidor, when it came with "garni," it was a little more festive. And was it your imagination, or did that sandwich or lobster taste just a little better?

Flourides for your toothpaste will be missing by the end of the year. Flouride is a by-product of bleached flour, and the wheat shortage has caused the supply to dwindle alarm-

continued from page 64

photos by David Kaestle, title by Michael Dorset, graphics by Alan Rose, tinting by Dolores Deluxe

UNDERWEAR for the DEAF

BY MICHAEL O'DONOGHUE

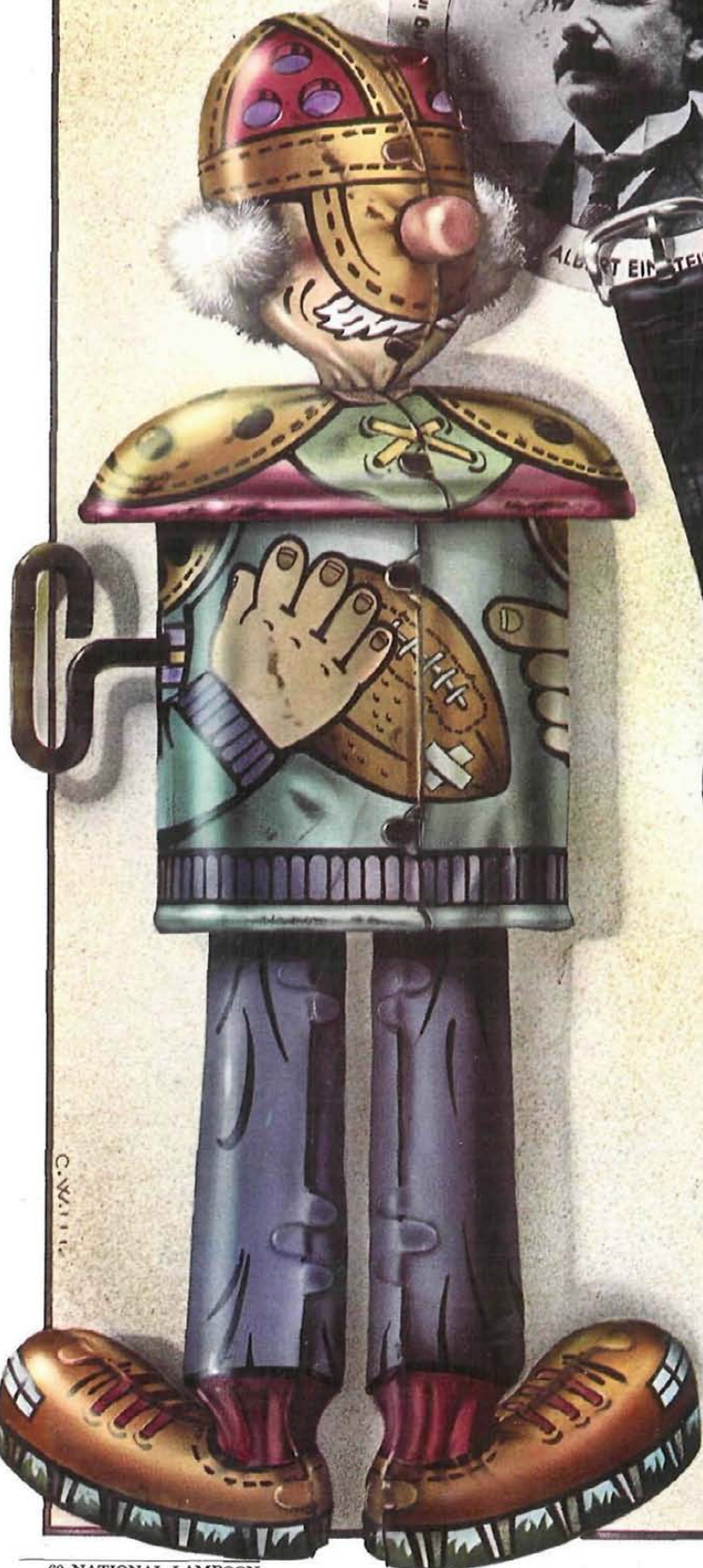
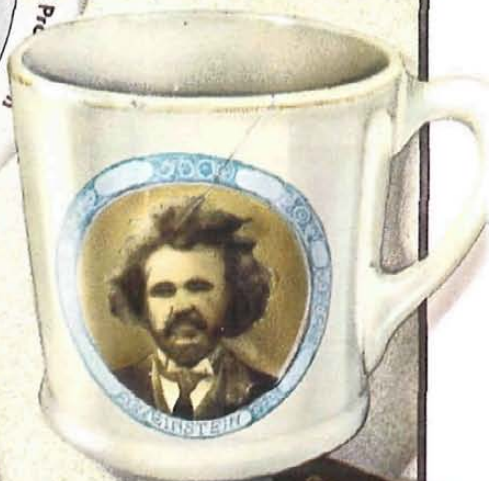
Large department stores are required by law to stock your special underwear.



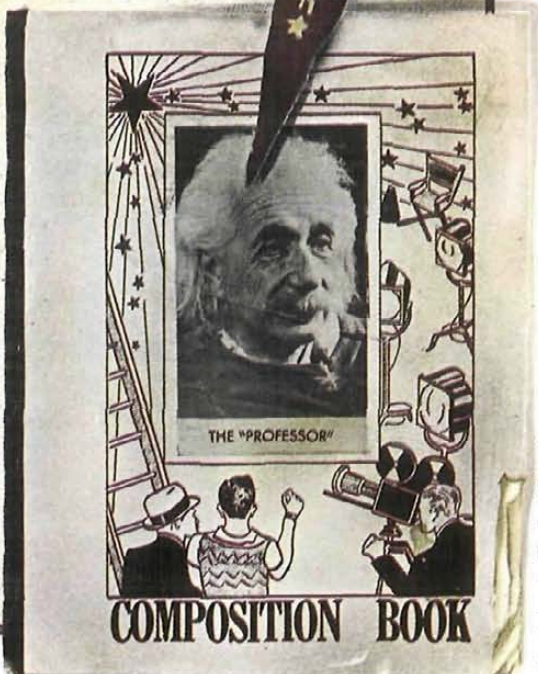
"THE GENIUS"



A Flüssig-Fahrt Pro...



C. WHITE



Stupidworld

by Ed Subitzky

The sun, which should have set hours ago, was just getting down to the horizon. As usual, I took the wrong route home and, when I finally put the right key in the lock, I realized the door had gotten too big for the frame again. I smashed against it with my shoulder and finally it gave; I tumbled into the foyer and wet flakes fell off my jacket and dotted the carpet.

"Damn summer snow," I muttered.

"Is that you?" Alice shouted from the kitchen.

"What?"

"Never mind. I forgot what I was going to say."

I wanted to sit down on my favorite chair, but I couldn't remember which one it was.

Alice came in, stirring an empty bowl, and almost kissed me on the cheek.

"I remember now," she said.

"Okay," I said. "What is it?"

"What's what?" she said.

After we ate, I lit a cigarette and took a long, lingering look at my wife. Like me, she was beginning to show the wear and tear of middle age, and her lipstick was in the wrong place as usual.

"TV?" I asked.

"What what?"

"Never mind." I got up and turned on the set. It was showing three programs at once, and I was trying to figure out how to turn it off when the phone rang.

I picked up the receiver and my blood jumped.

"Damn it!" I whispered. "Didn't I tell you never to call me here?"

"Did you?" As always, I found it hard to be angry at Joanne; her soft, sexy voice seemed to make everything all right.

"I think I did," I said.

"Well," she said, "you might have."

"What are you calling for?"

"What am I what?"

"What . . ." We were disconnected.

"Who was that?" my wife asked.

"Harry," I said.

"We don't know any Harrys."

"Are you sure?"

"No. I'm not sure."

Praying that Alice wouldn't notice the tremor in my hands, I sat down again. I hoped the worry wasn't showing on my face. Sooner or later, I knew, Joanne was bound to remember my number again.

Every once in a while, I could remember the day Joanne and I had met at the office. Our effect on each other had been electric: I took one look into her large brown (small blue?) eyes (eye?), she took one look into mine, and that was it, I think.

Alice, of course, never suspected a thing. With everyone always leaving work at the wrong hours and the trains always getting lost, it wasn't easy for a woman to keep tabs on her husband's time.

Sometimes, I could even remember the night Joanne and I had first made love. It was a charming, old-fashioned hotel that was usually near my office. The desk clerk had given us the once-over, then winked and handed me a mounted butterfly.

"The key," I said. "You're supposed to hand me the key."

"Sorry."

"Think nothing of it."

"Do what of what?"

Room 902! A fourteen-dollar heaven on earth for lovers!

Joanne and I couldn't figure out how to open the drapes, but we knew that, just beyond them, the whole city would be spread out before us—a magnificent smorgasbord of lights blinking on and off like stars as the people at the electric company kept pressing the wrong switches.

"A penny for your thoughts," Joanne said.

As usual, I wasn't having any, so I said, "No deal." Then we fell into each other's arms.

"Wait a minute," Joanne said. "We're supposed to take our clothes off first."

"Are you sure?"

"I think so."

I began to tug at my shirt.

"Here," Joanne said, "I think it has something to do with these small little round things stuck in these tiny little holes up and down the front. Maybe if we tried to push the round things out of the holes . . ."

"What about you?"

"I think it has something to do with this long silver thing down my back."

Finally, we managed to get most of our clothes off and Joanne's hot, heaving body was pressed firmly beneath mine.

"No," Joanne said, "not there."

"Where?"

"Here."

"You sure?"

"I think so."

"What is it we're trying to do?"

"Let me think a minute."

"What?"

"I forgot what I was going to say."

That had been the beginning. And tonight, I was sure, was going to be the end. The only question in my mind was: how horrible is it going to be?

"Mommy?"

My train of thought—and it was one of the longest trains of thought I'd had in months—was interrupted.

"I'm your daddy, sweetheart."

Grimacing, I swung Amanda around and sat her on my lap. "Isn't it past your bedtime, young lady?" I was becoming obsessed now; I couldn't get my eyes off that phone.

"I don't know. All the clocks read different."

I felt my knees beginning to sag. Amanda was only six years old, but already she weighed 124 pounds and had the full-busted, curvaceous body of a woman.

"Honey?"

"Yes?" Alice was in the kitchen, ironing the dishes.

"How many children do we have?"

"Seven, I think. Does that sound right?"

Seven children, I thought. Seven children and a nice house in the suburbs and a good job. And, thanks to me, every last little bit of it has been plunked into Joanne's pretty little hands.

I stared at the phone, as if somehow the power of my gaze could stop it from ringing.

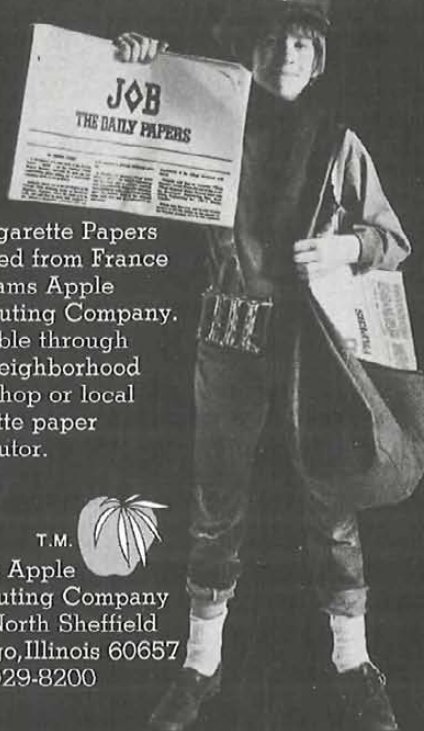
Clink. Clink. Buzz. Gong. Clink. Buzz.

No good.

Like a puppet, I jumped.

continued

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Job Cigarette Papers imported from France by Adams Apple Distributing Company. Available through your neighborhood head shop or local cigarette paper distributor.

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Discover our remarkable condoms for yourself... by ordering one of our sampler packs today. We'll also include our brochure free with your order. Or send 25¢ for the brochure alone. All orders are shipped the same day received, and sent in a plain package to insure your privacy. Satisfaction is guaranteed, or simply return the unused portion of your order for a full refund.

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Address _____

City _____

State _____ Zip _____

I enclose payment in full under your money-back guarantee.

continued

"Joanne, didn't I tell you—"
"I'm sorry, darling. It's an emergency."
"A what?"
"What's a what?"
"What are you calling for?"
"I'm calling because I'm..." We were disconnected again.

I figured it would take Joanne at least half an hour to remember the number again. I thought, *This could be the last half hour of my marriage.*

I noticed that ice was forming on the sofa. I went to the closet and put on my heaviest coat.

Alice came back into the living room. "What's wrong?"

"Damn air-conditioning again."
"Silly," Alice said. "You always get it wrong. It's *clothes on, colder, clothes off, warmer.* Or is it the other way around?"

I began to fumble with my shirt. "How does this damn thing work?"

"I think it has something to do with these little tiny holes and these little pieces of round plastic on the front."

Alice and I put the kids to sleep. Then we just sat together in the living room and didn't say very much. It was funny, but sitting there next to Alice and looking at her, I began to feel guilty as hell.

Alice was trying to knit something, and I watched as the absurd, knotted shape extruded from her knitting needles. Every few seconds, she jabbed herself and winced.

I began to wonder whether I'd done the right thing with Joanne.

"Know what, honey?" Alice said.

"What?"
"I'm glad I married you."

"Are you?"
"Very glad." She went across the room and kissed the mirror.

"I'm over here," I said.

"Oh," she said. "Well, anyway, I love you."

I glanced at the phone.

"Honey?" Alice said.

"What?"
"I forgot what I was going to say."

"Did you just say something?"
"No. I don't think so. Why?"

"Why what?"
"I can't remember."

I felt comfortable talking to Alice. It was like the old days, before Joanne. *This could be one of the last real conversations I ever have with my wife, I thought with remorse.*

I got up and tried to put on a record, but the hole was in the wrong place, so instead I sat down with the newspaper. The headline read, *VGHG-GSTYIUJH KJHSVTEYRHNSH SHSLAKAIAUSTGH.*

continued on page 73



AMPEX Tape Worm's SUPER INTRODUCTORY Tape Offer



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\$1.99 (suggested retail \$4.95)

BEST OF SOUL . . . 11 big artists on one 8-track tape including: Chi-Lites/Stoned Out of My Mind; Pointer Sisters/Yes We Can Can; Gladys Knight and the Pips/Where Peaceful Waters Flow; Afrique/Soul Makossa; Curtis Mayfield/Future Shock; Bill Withers/Lean On Me; and more.

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City _____	_____	_____	<input type="checkbox"/>	<input type="checkbox"/>
State _____	_____	_____	<input type="checkbox"/>	<input type="checkbox"/>
Type of Charge Card & Number _____				
Signature _____				
No. of Super Tapes \$3.95 each _____			<input type="checkbox"/>	<input type="checkbox"/>
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Enclose cash, check or money order. (Over \$20, money order only) Ohio residents add 4% sales tax. Canadian residents add 10%. Make check payable to ROACH STUDIOS. Add 25¢ per shirt for postage and handling.

continued from page 59

ingly. Be assured that the Crest, Gleem, and Colgate people are working day and night to develop a flouride substitute, perhaps from millet or kasha—but it's years away. It won't be long before the youngsters rush in to tell mom and dad that they "only have fourteen cavities."

Safari lovers will have to do without pith helmets. Pompons that normally grace the top of wool caps may no longer be with us. Nineteen seventy-four will be the last year you will see lapels. There's an acute shortage of skilled lapel workers. Everything will be cardigan-style and you'll have to learn how to grab sleeves and shoulders instead.

Fake beauty marks are almost gone (if you're a girl with acne, you won't miss them). Also mourning veils, arch supports, self-sealing envelopes, pen-size flashlights, sharpened pencils, and tickets. Because of the paper shortage, ticket printers have very little material left. We're going to have to figure out another way of admitting people to the movies, theater, concerts, sporting events—to trains, planes, and steamships. Hat and coat checking in restaurants won't be the speedy, efficient operation it once was.

The fine, crinkly, colored cellophane strips that decorated the toothpicks that went into your triple-decker sandwiches is hardly seen anymore. Slim Jim pepperoni sticks will soon disappear from your grocer's shelves. Say good-bye to blazer crests, to snail holders and those tiny forks you need to dig them out. Strangely enough, we have a world bumper crop of snails this year—and no holders. Snails will probably replace beans and rice as the staple food for the lower classes. Yes, bean and rice supplies are dwindling. We don't know much about preparing snails, but we imagine that you throw them in a big pot and cook them in water, the same as beans and rice.

Postcards from restaurants are gone, along with those giant pepper mills you used to love. Fringes for scarves are missing. The lucky charm rabbit's foot is no longer with us. Also Ovaltine, mohair suits, the sweep second hand on watches (it's a special material, not the same stuff as the hour and minute hand). The CO2 wine opener is scarce, as well as braid for military uniforms and pull tabs (the little "pull to open" tabs—you'll have to rip open cereal packages in a crude, haphazard manner).

We hate to say it, but battery operated socks, swizzle sticks, pomade, unsuffable birthday candles, individual take-out packets of jelly and marmalade, and house keys will be very hard to get. And by 1975 there will be a dangerous shortage of Japanese. Air pollution is rapidly destroy-

ing our most productive, hardest-working people. It's still hush-hush as far as most of the world is concerned, but the true, unpublished mortality rates of this country are shocking. Of course, the Japanese are staying mum, for fear of causing a world panic. But our impeccable sources have assured us the problem is real and cannot be solved.

Fortunately, there is some hope that we can divert the raw materials we still produce in abundance and adapt them to meet our shortages. We mentioned snails. We also have a tremendous surplus of asparagus this year. A good part of it is now being converted to imitation chocolate (we ran out of real chocolate years ago). We have a large supply of see-through meat packages, a product that has a multitude of uses in home and industry. We overproduced on fishing lures to the tune of ten million dollars. Most of the metal and plastic, especially the hooks, can be melted and converted to badly needed items such as metallized baby shoes.

But our most important resource, perhaps our savior, will be silt. We are blessed in this country with the largest silt deposits in the world, enough to fill the Pacific Ocean one thousand times over and still have enough for the Atlantic and Indian! And that's not counting all the silt that's buried underneath our great historical landmark houses and museums (don't worry—we'll probably never have to use it).

Many large corporations are already replacing their original raw materials with silt. Italian ices are now composed largely of silt. Many of our precision-engineered jet plane parts are made of silt. Artificially flavored silt may be the answer to our food shortages. At this point it makes up a good portion of our hamburger, bread, pastry, and other starches and proteins. But it's very possible that silt can be converted into highly desirable fruits and vegetables to combat the growing shortages in this area. The Department of Agriculture is experimenting with turnips and rutabaga made of silt and silt by-products. The Sunkist people claim to have grown a tangerine from silt.

We do not want to put all our eggs in the silt basket. It's not a panacea. But we feel that our future may depend a good deal on how quickly and efficiently we can harness its great powers. We've done it before. We've transformed countless substances into a host of useful products. And, as long as we never run out of good old American know-how, we can do it again. Next month: Good Old American Know-how—Where Did It Go? □



'The Second Album' by Puzzle. Putting the music together.

- | | |
|---------------------|---------------------------|
| February 6-9 | Philadelphia, Towne House |
| February 13-16 | Atlanta, Richard's |
| February 18-21 | Miami, Marco Polo |
| February 28-March 3 | New York, Bottom Line |
| March 7-10 | Boston, Paul's Mall |
| March 14-17 | Buffalo, Mother Tucker's |
| March 21-24 | Cleveland, Smiling Dog |
| March 28-31 | Chicago, Ruggles |
| April 4-7 | Denver |
| April 11-14 | San Francisco |



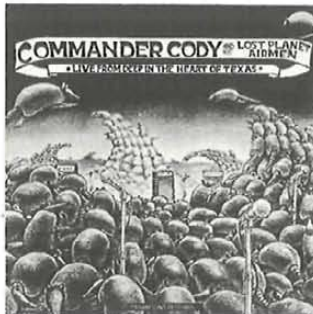
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Goody Live



Direct from Armadillo World Headquarters in Austin, Texas—Commander Cody and His Lost Planet Airmen with their new live album, appropriately entitled, “Live From Deep In The Heart of Texas.” Two amazing sides of country rock, Texas swing, rock rock, country country, and general good times. This is Cody’s first



live album, which is why it’s Cody’s best album. (Anyone can tell you that live Cody is the best Cody). Give this album a few careful listens, and you’re bound to hear hundreds of happy armadillos, stompin’ their tiny feet in time with the Commander’s music.

Spinnaker Records
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**Commander Cody and His Lost Planet Airmen
“Live From Deep In the Heart of Texas”**

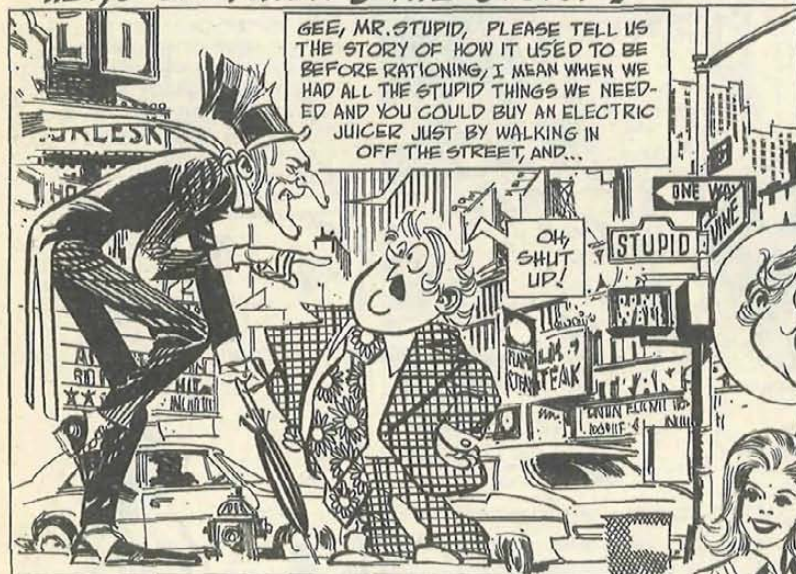


WANT TO KNOW WHY YOUR PHONE BILL IS HIGHER?
 WHY YOU CAN'T GET PARTS FOR YOUR ELECTRIC COMB?
 WHY YOUR AUNT IS COMING TO LIVE WITH YOU?
 WELL, MR. STUPID AND MR. SHORTAGE ARE HERE TO TELL YOU

HOW IT HAPPENED!

BY GEORGE W.S. TROW

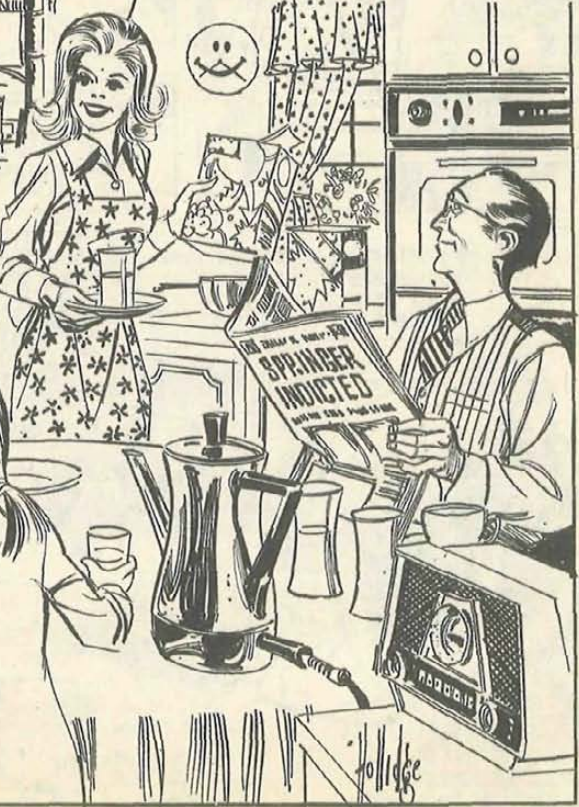
HEY, STUPID, WHAT'S THE STORY?



THERE WAS LEMON IN YOUR HAIR SRRAY,
 IN YOUR BLENDER AND YOUR KNIFE.
 THERE WAS CHEEZ CRACKERS
 AND BLANDON ON YOUR WIFE.

© THE STUPID GROUP.

O.K.! LET'S GO BACK TO YESTERDAY MORNING AND WATCH AS THE FAMILY OF MR. AND MRS. CORPORATE TWIT (NOT THEIR REAL NAME), GO THROUGH THEIR STUPID DAY. AT THE TWIT HOME, BREAKFAST IS A MEAL WHERE BALANCED NUTRITION IS THE WATCHWORD.





AFTER BREAKFAST, THE TWIT CHILDREN, JUNIOR AND MISSY, GO OFF TO SCHOOL, WHERE THEY LEARN TO RESPECT RELIABLE BRAND NAMES...

NOW, MISSY, WOULD YOU SELECT THIS UNKNOWN PAIN RELIEVER IN THE SOILED, BROWN WRAPPER, OR WOULD YOU HAVE THE SENSE TO CHOOSE ASPICGLUM, THE ANALGESIC IN JELLO FORM THAT COMES TO YOU IN A FRIENDLY PURPLE AND GOLD BREAD BOX?

Tupper
Plastiflakes



...AND TO PROTECT THEIR STUPID WAY OF LIFE FROM THE ENEMIES OF AMERICA.

...TO STEER CLEAR OF THOSE LESS FORTUNATE THAN THEMSELVES...

THE COUNTRY I PICKED TO STUDY WAS PERU. PERU HAS MANY HIGH MOUNTAINS BUT VERY FEW TELEPHONES. THERE ARE MORE TELEPHONES IN WEST-CHESTER COUNTY THAN THERE ARE IN PERU. IT WAS INTERESTING TO STUDY PERU, BUT I WOULDN'T LIVE THERE ON A BET!

GEE, MISS VAPIDO, IN CAPTIVE EASTERN EUROPE, WHERE PEDIGREES ARE CAUSE FOR IMPRISONMENT, DOGS OFTEN GO FOR MONTHS WITHOUT A SINGLE CHEESE-FLAVORED TREAT. ONLY HERE IN AMERICA, WHERE OUR CONSTITUTION PROTECTS OUR FREEDOM OF PURCHASE IN WRITING, CAN WE BE ASSURED OF THE CONTINUOUS FLOW OF INANE PRODUCTS WE HAVE COME TO REQUIRE!

WHO CAN TELL THE CLASS HOW MANY BRANDS OF CHEESE-FLAVORED DOGGIE TREATS THEY HAVE IN BULGARIA? JUNIOR?



MEANWHILE, AT WORK, MR. TWIT DISCUSSES MARKET-BROADENING STRATEGIES WITH HIS SUPERIORS.

HERE'S THE CAMPAIGN. WE HIT THE SCHOOL BOARD WITH THE IDEA THAT IT'S MEDICALLY UNSOUND FOR CHILDREN TO SHARE ERASERS. ONE CHILD, ONE ERASER. THAT'S THE MESSAGE.

JUST MAKE SURE IT'S READY FOR THE POLIO SEASON, TWIT!

CHILDREN CEASE TO RECOGNIZE RELIABLE BRANDS. THE MARKET IS FLOODED WITH INFERIOR MERCHANDISE FROM CAPTIVE NATIONS AND PEOPLE PAY LESS ATTENTION TO THE CORPORATE EXECUTIVES WHO KNOW BEST. BALANCED NUTRITION IS NEGLECTED...

SO FAR, SO GOOD. BUT LATER IN THE DAY, PEOPLE BEGAN TO FORGET THAT THE CONSUMPTION OF STUPID THINGS IS A PRIVILEGE, NOT A RIGHT.

WHERE'S MY GODDAMN SUPPER?

SHUT UP AND HAND ME THE VIBRATOR!

IS THIS WHERE I COME IN, MR. STUPID?

WAIT YOUR TURN, YOU SON OF A BITCH!



BECAUSE AMERICANS HAVE COME TO NEGLECT THE THREE CORNERSTONES OF OUR STUPID SOCIETY—BALANCED MEALS, RELIABLE BRANDS, AND, UH, WELL I'LL REMEMBER THE OTHER ONE IN A MINUTE—THINGS GO FROM BAD TO WORSE. THERE IS A DISQUIETING ANNOUNCEMENT ON THE EVENING NEWS.

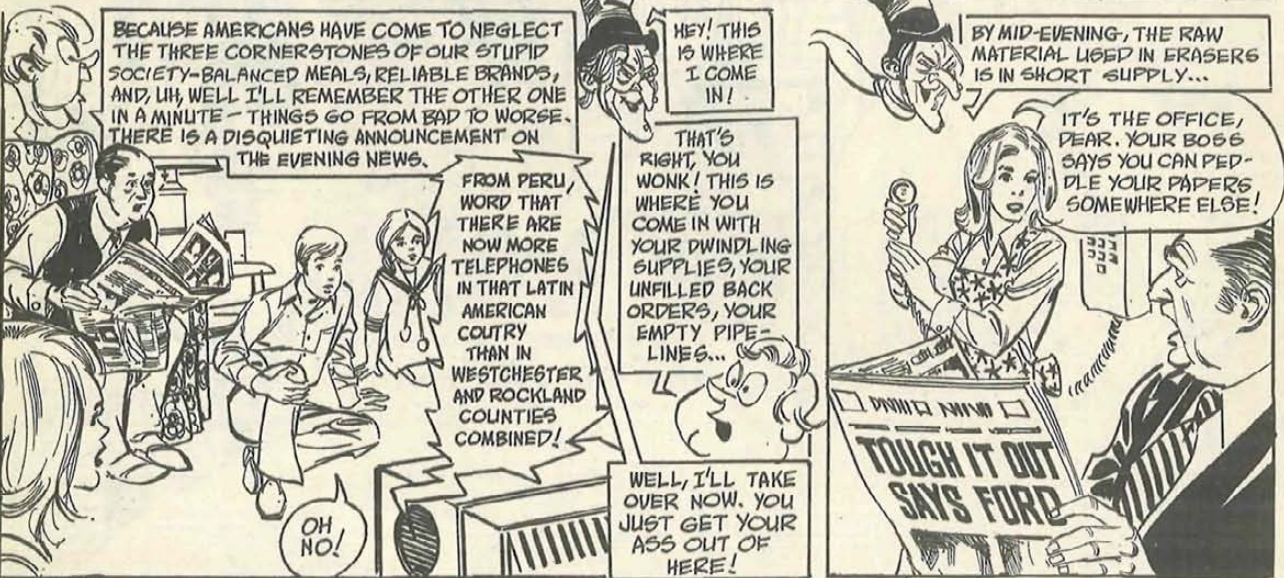
HEY! THIS IS WHERE I COME IN!

BY MID-EVENING, THE RAW MATERIAL USED IN ERASERS IS IN SHORT SUPPLY...

FROM PERU, WORD THAT THERE ARE NOW MORE TELEPHONES IN THAT LATIN AMERICAN COUNTRY THAN IN WESTCHESTER AND ROCKLAND COUNTIES COMBINED!

THAT'S RIGHT, YOU WONK! THIS IS WHERE YOU COME IN WITH YOUR DWINDLING SUPPLIES, YOUR UNFILLED BACK ORDERS, YOUR EMPTY PIPE-LINES...

IT'S THE OFFICE, DEAR. YOUR BOSS SAYS YOU CAN PEDdle YOUR PAPERS SOMEWHERE ELSE!



WELL, I'LL TAKE OVER NOW. YOU JUST GET YOUR ASS OUT OF HERE!

OH NO!

WHICH LEADS TO A TOUGH TIME AT THIS MORNING'S BREAKFAST.

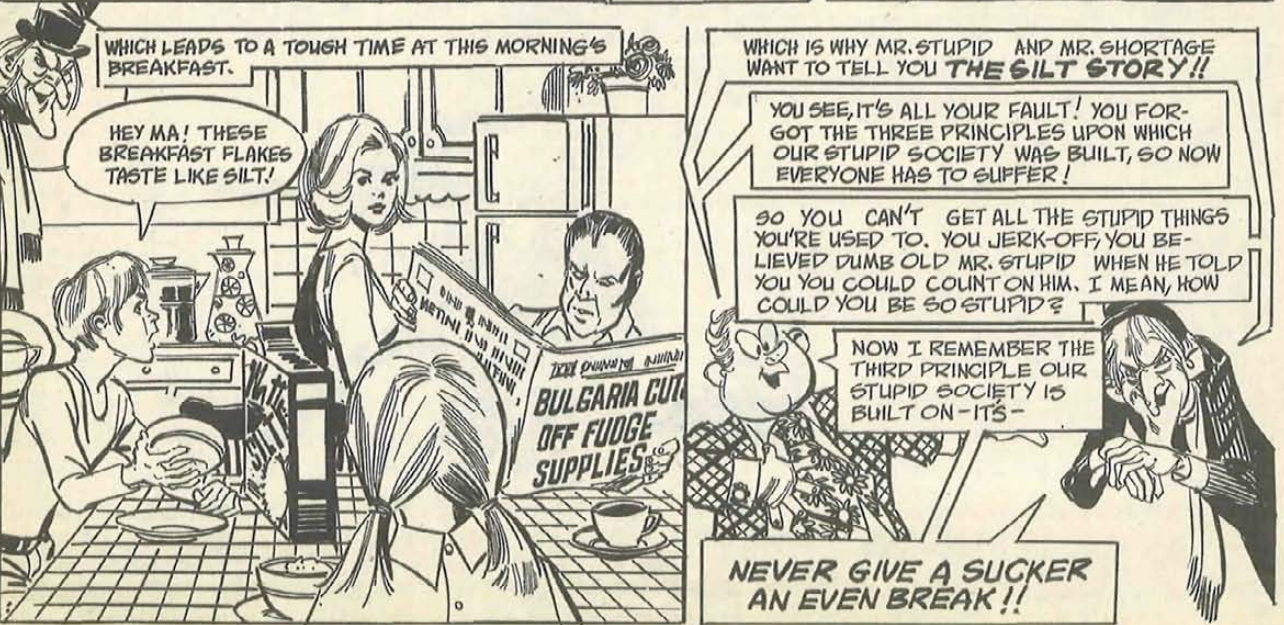
HEY MA! THESE BREAKFAST FLAKES TASTE LIKE SILT!

WHICH IS WHY MR. STUPID AND MR. SHORTAGE WANT TO TELL YOU THE SILT STORY!!

YOU SEE, IT'S ALL YOUR FAULT! YOU FORGOT THE THREE PRINCIPLES UPON WHICH OUR STUPID SOCIETY WAS BUILT, SO NOW EVERYONE HAS TO SUFFER!

SO YOU CAN'T GET ALL THE STUPID THINGS YOU'RE USED TO. YOU JERK-OFF, YOU BELIEVED DUMB OLD MR. STUPID WHEN HE TOLD YOU YOU COULD COUNT ON HIM. I MEAN, HOW COULD YOU BE SO STUPID?

NOW I REMEMBER THE THIRD PRINCIPLE OUR STUPID SOCIETY IS BUILT ON—IT'S—



NEVER GIVE A SUCKER AN EVEN BREAK!!

BUT COME, MR. SHORTAGE, LET'S GIVE THEM ONE MORE CHANCE!

WELL, ALL RIGHT, BUT WILL THEY BE STUPID ENOUGH TO BELIEVE US?

OH, OF COURSE, MR. SHORTAGE!

BUT IF THEY'RE STUPID ENOUGH TO BELIEVE US, THEN THEY DON'T DESERVE TO GET ANOTHER CHANCE, DON'T YOU THINK?

YOU SURE DO HAVE A WAY WITH WORDS, MR. SHORTAGE. BUT BE A SPORT.

YOU SEE, THERE IS A WAY OUT!

RIGHT NOW, THE RESEARCH AND DEVELOPMENT DIVISIONS OF AMERICA'S STUPID INDUSTRIES ARE WORKING ON A WHOLE NEW GENERATION OF STUPID PRODUCTS...

...MADE OUT OF FABULOUS, DURABLE SILT!!

YES, SILT STOCKINGS, SILT AND PEPPER SHAKERS, SILT 'N SATIN HAND LOTION, HUNDREDS OF "FIRST GENERATION" SILT PRODUCTS WILL SOON BE AVAILABLE!

Yes! WE HAVE THE NEW SILT Stockings!

THAT'S THE MESSAGE, AMERICA: GET THE SILT HABIT!

BUT IT ALL DEPENDS ON YOU. THAT'S RIGHT. SURELY WE CAN DO IT. THE NATION THAT SWUNG THE GAPDEN PURCHASE, THE NATION THAT BUILT THE ST. LAWRENCE GEAWAY - SURELY THAT BRAVE PEOPLE CAN LEARN TO LOVE SILT. IF WE STAND TOGETHER NOW AGAINST THE RADICALS AND MALCONTENTS WHO ARE EVEN NOW CONSPIRING TO PUT TOGETHER A "SENSIBLE SOCIETY" IN WHICH EVERY SINGLE VESTIGE OF STUPIDITY WILL BE IN DANGER, WE CAN PRESERVE OUR PRECIOUS STUPID HERITAGE FOR OUR CHILDREN AND NEPHEWS. BUT IT MEANS ACTING NOW! IT MEANS SUPPORTING OUR STUPID INDUSTRIES IN THEIR FIGHT FOR A SILT DEPLETION ALLOWANCE - IT MEANS GIVING THE TOOLS TO THOSE WHOSE JOB IT IS TO EXTRACT SILT FROM OUR NATION'S LANDMARKS. AND MOST OF ALL IT MEANS LEARNING TO LOVE SILT! SILT BURGERS, FOR INSTANCE. THEY MAY SEEM A LITTLE SLOPPY TO YOU AT FIRST, A LITTLE - LOOSE. JUST THINK OF THEM AS "SLOPPY JOES," AND THEIR DISTINCTIVE ODOR MAY BE A PROBLEM FOR A TIME. BUT ALTHOUGH WE CAN'T DO ANYTHING ABOUT THAT SMELL JUST YET, YOU'LL BE HAPPY TO KNOW THAT SILT IS AMENABLE TO CERTAIN FLAVORINGS - AND THAT RIGHT NOW, OUR STUPID INDUSTRIES ARE DEVELOPING AN ARTIFICIAL LICORICE-LIKE ADDITIVE WHICH MANY WILL FIND HABIT FORMING.

THERE IS SILT TO MAKE YOU HAPPY IN YOUR BROOCHE'S AND YOUR BED, IN YOUR HAIR SPRAY AND YOUR UNDIES! AND THE GOODIES YOU ARE FED, IT STUFFS YOU WHEN YOU TIRE, AND RESTORES YOU WHEN YOU WILT, FOR WHAT YOUR HEARTS DESIRE THERE'S A PRODUCT MADE OF SILT!

GEE, MR. STUPID, I COULDN'T HAVE PUT IT BETTER, MYSELF!

YOU CAN USE IT AS CONCRETE OR BEDSPREAD OR JAM, AND IT'S GREAT AS A SAUCE WHEN YOU SPREAD IT ON HAM, AS A FACIAL FOR MOMMY, IT'S AS NEAT AS CAN BE, I'M GLAD THERE IS SILT FOR THE WHOLE FAMILY!

Hollidge

©1974 NATIONAL SILT COUNCIL

When you hear "Taps" on your door, open wide because it's

Kancer Kare Calling

Your Kancer Kare consultant is eager to show you the complete line of Institute-approved Kancer Kare Cosmetics in the privacy and comfort of your own home, ward, or semi-private room! Thousands of smart cancer-conscious moderns avoid the expense and bother of so-called "medical treatments" by using these up-to-the-minute cover-ups. Devised by a cancer-conscious psychologist for her own parents, the Kancer Kare Cosmetic plan avoids embarrassing biopsies and nerve-frazzling medical "gimmicks." Most important, every Kancer Kare product is certified benign by the American Institute of Similarity and the New York State Council on Similarity. According to a recent statement in the American Journal of Similarity, Kancer Kare Cosmetics were found to be a "proven means of implausible relief in metaphoric cases where similarity is a factor." We couldn't say it if it weren't true.

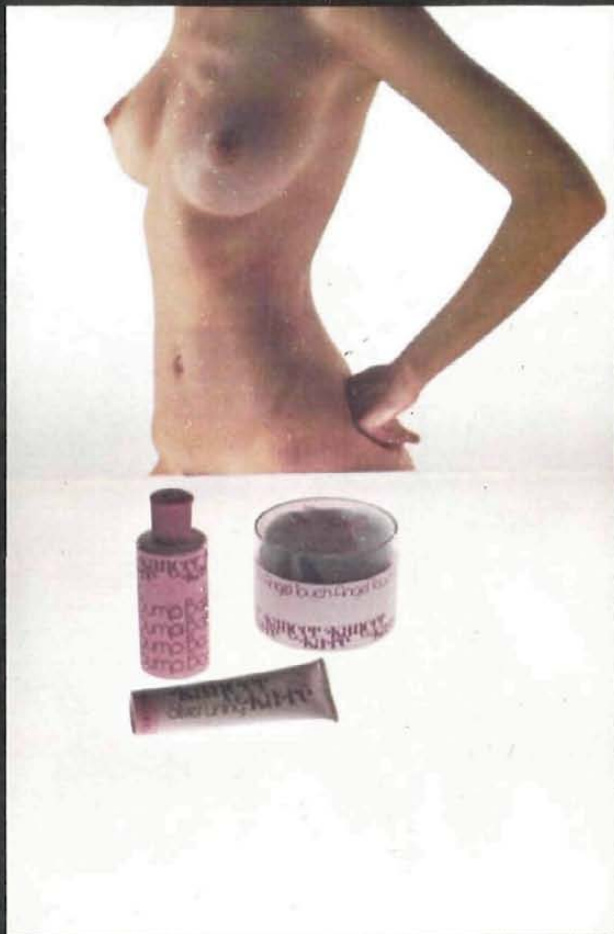
Dr. George W.S. Trow
Dr. Anthony C. Hendra



photos by Ronald G. Harris

Kancer Kare Classics — for the cancer-conscious woman who wants to put a good face on it. *Eye, Ear, Nose, and Throat Shadow*, for the cancer-conscious eye, ear, nose, or throat. *Terminée* — a slightly stronger scent than usual. *Kiss Kiss Breath Freshener*. Fight back at cancer of the breath with *Kiss Kiss Apocalips* — put your money where your mouth was with this trend-setting oral beautification plan. Choose from literally dozens of dreamy creaming pastels.

Plus—*Unexplained Bump Base*—the ultimate in foundation makeup. Feather it into the surrounding area, if there is a surrounding area. *Angel Touch* for bumps that *have* been explained. In the few moments you have remaining to you, live life to the fullest with this enchanting preparation. *Angel Touch* will help you think of those little strangers on your body as alluring new curves—and will win you plenty of comments from *him*. *Silver Lining*—a revolutionary brush on overlay program that makes those annoying little places that won't "come to heal" disappear in seconds. Available in three flesh tones: Mon Scab, Mon Scar and Mon Clot.



For That Final Touch—*Eau de Colon*. The perfect solution to those tricky problems of the tummy and below. Worry no more about embarrassing "accidents" at specially tender moments—*Eau de Colon's* unique blend of industrial deodorant and Lourdes water provides the ultimate in alluring cover-up for *the nether you*. *Original Skin Moisturizer*—creates a metaphoric dermis-like effect for hours.



Introducing

Cobalt 70—Kancer Kare quality for the Man in Your Life. Cobalt 70—we took the smell of the Maine woods and added a dollop of conjugated cobalt, a cobalt simile certified by the American Institute of Similarity.

Cobalt 70 Cologne, Cobalt 70 Skin Eraser, Cobalt 70 Underarm Supplement, Cobalt 70 Soap on a Roap,

and
The Cobalt 70 Lung Sauna.

Kancer Kare

Kancer Kare Bonus

Free with lifetime purchase—complete Cosmetician applicator remover set in semi silver plate. Guaranteed stainless and dishwashable.

Minimum six months.

The doorbell rang.
 "I'll get it," Alice said, trying to stand up, and tangling her head in the knitting wool.

"Sit tight," I said, "I'll get it."

"Think there's anyone there?"

"I doubt it. But it's worth a chance."

"What's worth a chance?"

"Try turning the knob in the other direction." I thought I recognized the voice on the other side of the door. I hoped I was wrong.

The door swung open and a *whoosh* of rain poured into the foyer, even though the sky was perfectly clear.

Joanne shook herself off. "I can't remember when I've seen a worse—"

I grabbed her by the shoulders and tried to push her back. "Are you crazy?" I whispered. "My wife is inside!"

"Who is it, dear?" Alice shouted.

"What?" I shouted back.

"Never mind."

"Never what?"

"I forgot what I was going to say."

"Listen," I pleaded to Joanne, "whatever it is, you can't do this to me. My whole life—"

Then I realized that Alice wasn't inside any longer. She was standing right beside us.

"Hello," she said to Joanne, her voice muffled by the colored threads wrapped tightly around her throat. "Who are you?"

"She's my long-lost cousin," I said.

"Your what-what what?"

"Forget it." I looked at Joanne with a final pleading desperation in my eyes.

"Shall we all go inside?" Alice suggested sweetly.

Joanne and I followed her. On the way, we bumped into a floating ash-tray and vase; gravity levels had been cut by 15 percent again.

As soon as we reached the living room, the phone rang.

I picked it up. At first, it was bringing in a radio station; but then I heard a woman's voice.

"Who is this?" I asked.

"It's Joanne."

"You can't be Joanne."

"Why not?"

"Joanne is over here."

"Over where?"

"In my living room."

"That's impossible."

"It's not impossible."

"What's not what?"

We were disconnected.

"Who was that?" my wife asked.

"No one," I said.

"Are you sure?" Joanne asked.

"No," I said.

Suddenly, the floor beneath us be-

gan to tremble; we found ourselves smashing violently against the walls, then lying together in a heap. "Earthquake!" I shouted. Finally, the furniture stopped rattling. Through the window, I could see that the sun was three times its normal size. We'd gone out of orbit again.

Part of the roof caved in. Somehow, we all managed to roll away in time; only Joanne was hurt, with an ugly gash on her arm. Alice found a Band Aid, but she couldn't figure out how to get the paper off.

"Try the little red string," I suggested.

"It works!" Jubilantly, Alice removed the Band Aid and taped it tightly on Joanne's arm in the wrong place.

"I'd better check on the kids," she said.

Alice went to the foot of the stairway, then paused.

"Where am I going?"

"To check on the kids."

"To what on the what?"

"What?"

"I forgot what I was going to say."

With Alice upstairs, Joanne and I were alone—perhaps the last precious moment we would ever have together. Quickly, fiercely, I tried to kiss her, but I missed.

"Joanne, whatever made you come here like this?"

Now there was a deep, coarse desperation in Joanne's voice. "It's an emergency. A real emergency."

"It's a what? A what what?"

Before she could answer, the phone rang again.

I picked it up. "Who is this?" I demanded.

"It's Joanne."

The phone felt strangely warm in my hand and I realized the room was beginning to melt. "You know I told you never to call me here!" Through the window, I could see the sun looming even larger, bloated and fierce and yellow. Halley's Comet was beside it, even though it wasn't due for another century.

"Listen to me," the voice on the phone pleaded. "It's the operation. It wasn't a success. My organs were all in the wrong parts of my body and I'm going to have to have the baby anyway!"

"Baby? What baby?" Then, all at once, the horrible, awful truth came crashing back to me. I did a ballet-step aside, as the television and hi-fi melted past me down the carpet. Tiny beads of sweat peppered my forehead, mixing and getting big enough to drip. "I wish I knew how to get this damn shirt off," I muttered.

"I think it has something to do with those little plastic circles and those

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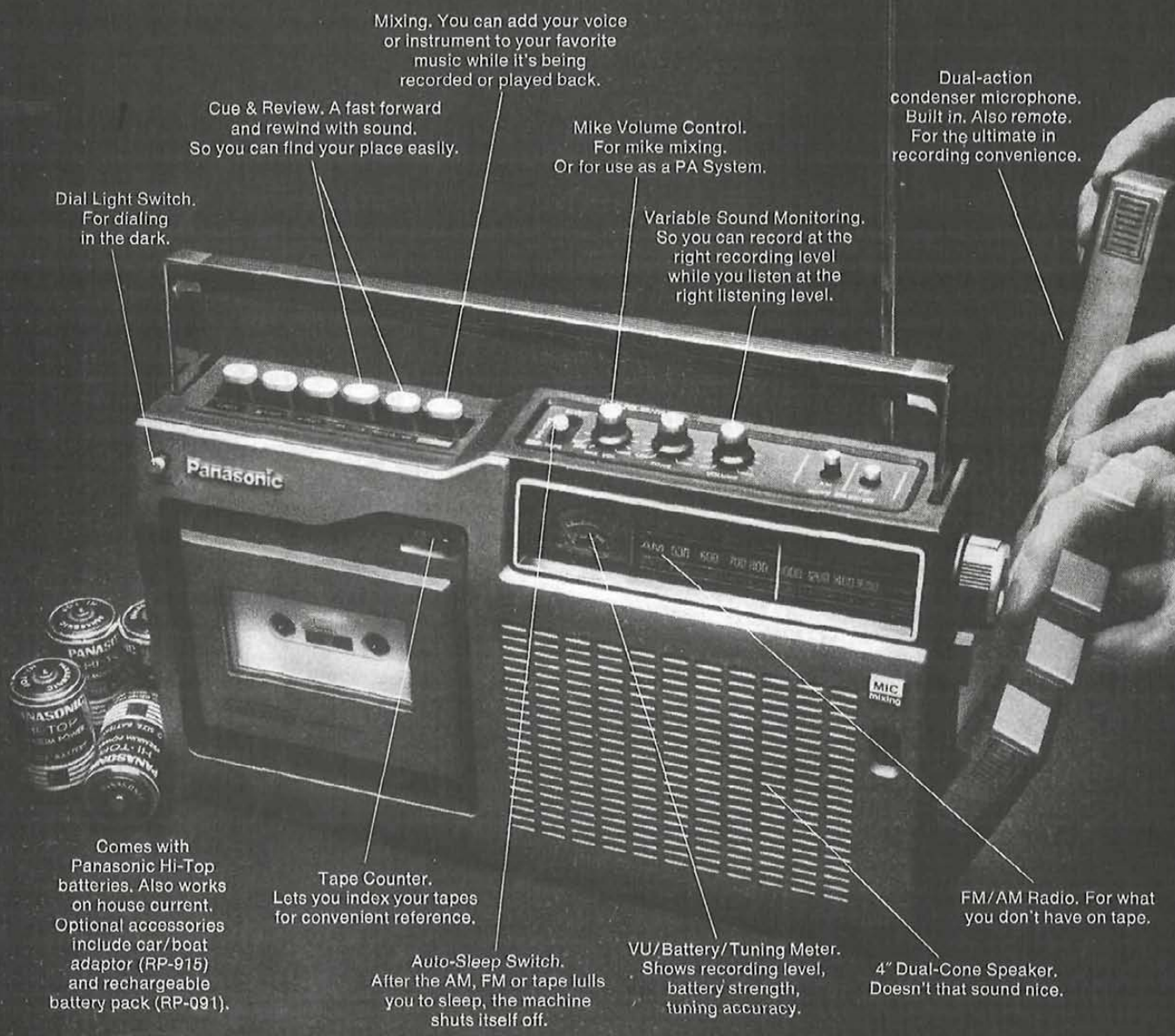
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MARCH 31, 1974

STUPIDITY IN CRISIS



**UPTURNING SHORTFALL
DOWNTRENDS—WHERE FROM HERE?**

**DOWNTURNING SHORTTREND
FALLUPS—ANY HOPE?**

**UPTRENDING SHORTTURN
DOWNFALLS—MORE TO COME?**

**TURNSHORT FALLTRENDING
UPDOWNS—IS THE END IN SIGHT?**


**UPSHORT TURNTRENDING
FALLDOWNS—CAN IT GO ON?**

A MEMO TO OUR READERS

Welcome aboard! Good to see you again this week. It's been a busy one for business—and as I always say, you can't spell business without *busy*, just drop the *i* and don't ask *y!* So let's cut the small talk and get down to cases.

Here it is in a nutshell. Dollar up. Sales level. Investment solid. President holding firm. Precipitation—above normal. The big money is going into felt. Question of the week—why the heavy bidding on talc futures?

O.K. How we see it: hopes high. Chins up. Lips sealed. Time for some hard charging. American ends with "I C-A-N." It's all here in black and white. No color, no fancy features, no damn book reviews or fuzzy-thinking leftist smart-aleck prose. Read it and weep. Shape up or ship out. There's no room in this magazine for nervous Nellies, and this means you. See you next week if you've got what it takes.



Publisher

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Capitol Crassfire

[Items appearing on this page are being talked about by someone in Washington or some other place at fancy dinner parties we couldn't get into with a crowbar]

Whatever Happened to Zinc? . . . Goldwater to Nixon: "You've Been Putting on Some Weight Lately" . . . The Great Lakes: Are They Still "Great"?

According to Senator Roman Hruska, chairman of the Senate Committee on Mediocrity and Banal Affairs, 75 million Americans are below the intellectual poverty line, and 1 out of every 6 people in the U.S. is classified as legally bland. Says Hruska: "This should lay to rest fears that we're turning into a nation of double-domed, flag and/or bra burning egg and/or pot heads cruising the streets in bookmobiles looking for handouts and knocking over the neat little pyramids of cannonballs in our town squares. Why, Christ, where I come from we have to weld them together."

★ ★ ★

Action is expected in the House later this month to make Velveeta the national cheese of the U.S. A last-ditch effort to substitute Wispride by six Wisconsin rep-

resentatives was defeated in committee last week. The President is said to be eager to sign the bill into law as America is the only major industrial nation without a symbolic cheese, causing embarrassment to the U.S. overseas where communist countries have been reaping a propaganda harvest with phony World Peace Through Cheese movements.

★ ★ ★

Alarmed Senators on the Armed Services Committee are "looking closely" at a plan to drastically expand the U.S.'s tiny and antiquated canal system. The reason: the Russians, who have patiently built nearly 10,000 miles of canals, inland waterways, and other navigable water transport systems right under America's nose, now have the capability of launching an attack-proof fleet of missile fire barges,

flatboats, and scows to take advantage of a big loophole in the SALT Arms Limitation agreement which sets a limit on land and sea based ICBMs, but says nothing about rivers, ponds, etc.

★ ★ ★

U.S. economists are optimistic that South Vietnam will be able to "go it alone" economically within two years, ending massive American development aid. Although South Vietnam's two major resources, craters and shrapnel, have little immediate value in the international marketplace, economic analysts are predicting a big jump in the sale of Saigon's plentiful supply of charred remains, ashy residue, and unrecognizable rubble as cheap substitutes for the many industrially important bulking agents that used to be made from petroleum.

Stupidgrams

U.N.-sponsored International Experiment in Stupid Living may be a big step towards international stupid understanding. This year, 51 participating nations are sending Exchange Stupids to their neighbors overseas. India is shipping herd of sacred cattle to wander in the streets of Los Angeles. Israel has sent its complete Bar-Lev line to tiny Antigua. British navy is visiting Bolivia. Brazil's renowned Mardi Gras on its way to Yemen. Vatican City's famous Swiss Guard, headed for Switzerland, and U.S. exchange choice, entire Hartford Insurance Group, is presently in transit to the Malagasy Republic.

Stupid life in outer space? Evidence seems to be growing. Soviet Russian scientists at radio telescope installation in Kamchatka Peninsula have detected ultra-high-frequency signal pulsations from Ursa Major. They say binomial transmission patterns bear striking resemblance to computerized shipping invoices from axle factories in Omsk.

Stupid East Asian Treaty Organization (SEATO) members are boycotting International Conference of Unintelligent Nations. Holdouts Brunei, Portuguese Timor, Papua, Bhutan, and the Andaman Islands are refusing to issue statements and conference delegates, assembled in Atakpame, Togo, have not replied.

Many people in the business community now feel that President Nixon right now is a liability. Most voice optimism that he can turn the corner by the first quarter of '74, but agree that if he doesn't, he should be dissolved and sold at cost. Analysts predict brisk bidding for his collection of incriminating documents and tapes, but no takers for baggy suits, office furniture, and American flag lapel pins.

On the whole, the outlook is still bright. The rich are getting richer, the poor are getting poorer. The Bible says the meek will inherit the earth, but if they do, the will is going to be in probate for about one million years. Too, many theologians agree that the famous saying--it's easier for a camel to pass through the eye of a needle than for a rich man to enter into heaven--was mistranslated. The verdict: it should read thread, not camel. If you've ever tried to thread a needle, or seen the maid doing it, you know it's difficult, but not impossible.

Japanese businessmen have been racking up impressive successes in markets formerly dominated by U.S. There's nothing wrong with a little competition, but if they're smart, they won't push us too far.

The last time the little yellow you-know-whats gave us some backchat, we turned a couple of their wood-and-paper burgers into radioactive Rice Krispies. A word to the wise, Johnny Nip: lay off. You're cruising for a bruising.

Desperate U.S. goatmen are buying back U.S. goats from Russians at prices four to five times higher than those paid them by Reds in last summer's \$2 billion goat-deal. Reason: Russian grip on world goat market lets them force goat prices sky-high, will contribute to massive shortages of cheese, kid gloves, angora, chamois.

STUPIDITY IN CRISIS

From Penobscot to Pasadena, the country faces the worst stupidity shortfall in its history. Is it real? What can be done? How? Why? When? Who to? "SN&WR" examines some carefully selected facts.

- A large Midwest discount chain is forced to limit sales of antique finish to 10 cans a customer.
- A running gun-battle erupts over a Miami store's last remaining beer cooler.
- Lack of raw menthol shuts down a Montgomery, Ala., dog food plant.
- A group of Boise, Idaho, housewives club together to form a blender pool.
- An enraged Flint, Mich., snowmobiler, unable to trade in his '73 machine for one of the sold-out '74s, runs amok and sets fire to his dealer.

What does it all add up to? Shortage. Chronic shortage. For the first time since the stupidity boom began in the '50s, supply has fallen behind demand. Demand has outstripped supply. Supply is swamped by demand. Demand continues to soar. Stupid retail outlets have empty shelves, can't get deliveries. Stupid manufacturers vie furiously for dwindling raw materials, jack still further the skyward march of prices. Where is it headed? No one knows. Everywhere stupid consumers clamor for answers. Are there answers? Good question.

The grim story. Background: since skyward uptrend in stupidity began under Eisenhower, overall demand has burgeoned at more than 60 percent increase

annually, breaking down into a whopping 57 percent average increase for useless products and even higher 64 percent for pointless products.

Chief reason: any given stupid item needs at least two more to fuel it, neutralize it, repair it, or scrap it.

More background: early in boom, corporations made heavy capital investment in basic stupidities but later channeled capital towards higher short-term-profit stupid-intensive software such as flavorings, additives.

Justification: stupid products have short lead-time, but require above-average initial outlays, e.g., political campaign contributions, cash-on-the-line to fight restrictive legislation, standards.

Still more background: emergence in late '60s of sensible action groups blew minor side-effects of stupid industry way out of proportion, cut still deeper into vital capital outlay. While easily throttling pint-size sensible industry at birth, corporations were hog-tied by barrage of new "public-interest" laws drummed up by sensible loudmouths and allies in Congress, media.

General agreement: '70-'72 recession caught manufacturers with their pants down. Faced with no slackening of demand, desperately short of basics, they were unable to finance new sources of crassware. What else?

Runaway inflation and uncertainty over clean up climate climate in D.C. meshed

to force higher and higher prices for vanishing inventories.

Big question: is there a real shortage or are stupid conglomerates hoarding to hike prices sky-high? Answer: no one knows.

Not so gloomy tune. Stupidity-watchers see brighter days in the months ahead—

- Continued stupid shortfalls plus long-awaited removal of controls will allow retailers to take up slack in sizable price jumps.

- Huge new foreign markets with more money than sense will siphon off a large percentage of stupid output, reflected for domestic consumers in large across-the-counter price increases.

- Wage demands will escalate in all sectors to bring earnings into line with increased stupid revenue, pushing prices to new peaks.

- Profit margins crushed between rising costs and empty warehouses will have to be maintained through massive price hikes.

- Skyrocketing recessionary interest rates will be passed along to consumers in the form of spectacularly huge price boosts.

- Corporate losses from inflation, strikes, foreign competition, pollution

STUPIDITY'S HISTORIC UPTREND—FLASHBACK

After centuries of down-grade lowprofile, the payoff—a skyward upswing.

DAWN OF HISTORY—1069

- | | |
|-------------|--|
| 10,000 B.C. | Discovery of wheel maintenance |
| 4844 B.C. | Foundation of Judaism |
| 313 A.D. | Constantine declares Christianity official |
| 545 A.D. | First cheese produced |
| 1069 A.D. | First whale harpooned |

1069-1560

- | | |
|------|---|
| 1157 | Pope Adrian IV gives Ireland to England |
| 1170 | Arabs invent algebra |
| 1260 | Buonsignori brothers of Siena start first commercial bank |
| 1295 | Marco Polo returns from China with secret of noodles |
| 1297 | Fra Serenio returns from China with secret of tomato |
| 1300 | Dante Alighieri invents Italian |
| 1308 | Buonsignori brothers' bank goes broke |
| 1420 | Wimple and snood declared fashionable |
| 1515 | Luther nails 95 theses to church door |
| 1529 | Margaret de Navarre invents the novel |
| 1541 | Calvin founds capitalism |
| 1542 | Cabrillo discovers California |
| 1560 | Cabeza de Vaca discovers Florida |

WHAT'S GOING ON HERE?

controls, R&D, pilferage, fire, sabotage, shoplifting, bad investment, bad weather, bad management, shoddy workmanship, recalls, malingering, bribes, damage suits, acts of God, and bad luck, will be absorbed by squeezing the consumer for every dime he can beg, steal, or borrow.

Upshot: higher prices.

Will it work? Wild card is the stupid consumer. Will he go for fewer and fewer lower and lower quality products at higher and higher prices? Yes, he will. Historically—e.g., in the late '20s—sociologically—e.g., in the ghetto—indications are that tightening of stupidity belt poses no threat to stupid way of life. Everything is sacrificed before stupid essentials.

Possible stumbling block: lag before new stupid expansion programs can again fill retail outlets with worthless junk. Over-long interval could present dangers:

(a) Information. Leakage from sensible opponents could chip away at purchase motivation (e.g., his children go to bed in flash paper, his mouthwash doubles as a defoliant).

(b) Habit. Buy-use-discard cycle of stupid consumption can be broken affecting pur-

chase potential (e.g., he can eat off reusable plates, brush his teeth manually).

Needed: speed, rechanneling of funds from low-priority sensible programs, more speed.

Anything in the woodpile? Bad news: pockets of sensible resistance re-emerging in business sector. Early in battle for an inflatable economy, problem elements—craftsmen, independents, self-sufficient farmers, people with “enough”—were forced out. Ironically, at time when nation is directed towards easing critical stupid shortages, many parasitic elements now reappear, providing consumer at community level with sensible alternatives. Stupid industries may face short-term opposition in marketplace.

Good news: vast inequities in law, control of employment, links to legislature give stupid industry firm advantage over puny opponents. Ownership of production facilities, distribution, retailing, media, law enforcement give corporations clout to

[Continued on page 81]

1909–NOW

- 1917 Balfour Declaration
- 1917 Lenin transported to Finland Station
- 1919 Poland partitioned
- 1920 Female suffrage
- 1921 Discovery of sodium benzoate
- 1922 First tires rotated
- 1923 First bed sheet fitted
- 1925 Wool first shagged
- 1926 Air first conditioned
- 1927 First deductible deducted
- 1929 Buckminster Fuller decides against suicide
- 1930 First oil saturated
- 1930 First rubber vulcanized
- 1931 First credit card honored
- 1932 First flatware matched
- 1933 First oil unsaturated
- 1933 New Deal
- 1934 First pet cremated
- 1937 First double-entry books kept
- 1938 Air first freshened
- 1939 Germany smashes Poland (Sept. 1)
- 1939 First oil polyunsaturated (Sept. 13)
- 1939 Russia smashes Poland (Sept. 17)
- 1940 Poland partitioned (August)
- 1945 Yalta conference
- 1946 First in flight meal-service
- 1947 Marshall Plan
- 1947 Russia smashes Poland
- 1948 First solid emulsified
- 1949 Fair Deal
- 1953 First no-deposit bottle not returned
- 1954 First gasoline leaded
- 1955 Calcium first propionated
- 1956 Russia smashes Poland
- 1957 First garage door automated
- 1958 First toilet paper scented
- 1959 First down payment not needed
- 1960 First MagicFingers installed
- 1961 New Frontier
- 1962 New Jersey paved over
- 1962 Vatican II
- 1962 Macnamara discovers cost-effectiveness
- 1964 First indoor-outdoor carpeting
- 1964 First circuit printed
- 1965 First batteries not included
- 1965 Great Society
- 1967 First blade injected
- 1967 Indiana paved over
- 1968 First pickle section serrated
- 1969 First full-length portrait in acrylic
- 1969 First total electric home awarded medallion
- 1969 First F-3 completed
- 1969 First F-3 crashes
- 1969 Air first humidified
- 1970 First shaving cream heated
- 1970 First coffee freeze-dried
- 1971 California paved over
- 1972 First fake organic food sold
- 1973 Sydney Opera House completed
- 1973 First quadrasonic album

1795–1909

- 1815 Macadam builds first hard-top road
- 1830 Faraday discovers electromagnetic induction
- 1830 Poland smashed by Russia
- 1832 Bentham invents suffix -ize on deathbed
- 1854 Thoreau publishes *Walden*
- 1854 Otis patents elevator
- 1854 Perry opens up Japan
- 1863 Poland again smashed by Russia
- 1870 Pope Pio Nono declares himself infallible
- 1874 Melvil Dewey invents Dewey Decimal System
- 1884 Julius Maggi perfects first packaged soup
- 1885 Pasteur discovers germs
- 1885 Carl Benz drives first car through Mannheim, Germany
- 1888 Eastman invents roll film and Kodak camera
- 1889 Daimler discovers gasoline
- 1893 Hamburger first sold at World's Columbian Exposition in Chicago
- 1898 Henry Luce born
- 1898 Sir John Dewar invents thermos flask
- 1905 Alfred Binet gives first I.Q. test
- 1906 First bowtie clipped on
- 1907 Loeffler discovers foot and mouth virus
- 1908 First zipper
- 1909 First house under 1500 lbs. constructed in Los Angeles
- 1909 Baekeland invents bakelite

1560–1795

- 1637 Descartes invents the graph
- 1649 Charles I beheaded by Parliament
- 1660 Charles II restored by Parliament
- 1661 Poland partitioned
- 1681 First cheese smoked
- 1739 War of Jenkins Ear
- 1765 James Hargreaves invents spinning jenny
- 1772 Poland partitioned
- 1793 Poland partitioned
- 1795 Poland eliminated

CHILE SCORES COUP D'ETAT IN ANNUAL AWARDS

Tyrants relaxing at annual confab agree: 1973, a banner year for quick coups, brought the world closer to permanent oppression.

Sunny Sahara resort town Waw Al Jaghub, birthplace of Lybian kingpin Col. Muammar el-Qaddafi, was this year's site for the annual Judging of Unusual National Transfers of Authority—better known as the JUNTA Awards. Representatives from military dictatorships, ideological autocracies, tyrannic oligarchies, oppressive aristocracies, despotic monarchies, and totalitarian puppet regimes all over the world gathered to vote on 1973's outstanding alterations in government "not involving legal, traditional, constitutional, democratic, or internationally mandated means of change, perpetuation, or reform."

As always, it was a festive occasion, with dinners, dances, and daily exhibitions by delegations performing the folk oppressions of their native lands. Ukranian Pogroms, Soviet Purges, Ugandian Thief Clubbings, Burundian Genocide, and a fabulous display of Fear from Haiti highlighted the entertainment.

But, international as the flavor was, when the awards were dished out, the entrée was Chile. A fast-paced overthrow of President Salvador Allende Gossens by General Augusto Pinochet Ugarte, General Gustavo Leigh Guzmán, Admiral José Toribio Merino Castro, and National Police Chief César Mendoza Frank, topped off by a brilliantly staged Executive Sui-



Juan D. Peron

"The emotional high point."

cide, won this narrow Latin American nation five of the coveted *plastique* Draco of Athens statuettes—the best showing since Communist China's 1947 seven JUNTA sweep. The Chilean military won *Putsch of the Year*, beating the Greek's Papadopoulos oust and a royal heave-ho in Afghanistan by Mohammad Daud Kahn. *Best Violent Revolution* also went to the Chilean team, who racked up an easy victory over Thai student uprising and random slayings by Philippine honcho Ferdinand E. Marcos. Other Chilean laurels included *Best Siege of Presidential Palace* (won in competition against the Thai collegiate assault on strongman Thanom Kittikachorn), and special awards given to the U.S.-owned domestic copper industry for *Best Subversion by Foreign Power* and to the country's entire middle class for *Best Supporting Reactionaries*.

Generals César Mendoza and Augusto Pinochet

"The entrée was Chile."



Only other nation to win multiple JUNTA's was Greece, with two. In a tough battle, the birthplace of demagoguery won *Best Bloodless Coup*, with the low-key work of Brig. General Dimitrios Ioannidis and new premier Adamantios Androutsopoulos narrowly squeezing past the legislative pyrotechnics of Presidents-for-Life Marcos in the Philippines and Park Chung Hee of South Korea. (Running far behind was the abolition of electoral government by Uruguay's Juan María Bordaberry.) The other Greek JUNTA was no snap either, but the feisty Colonels, against fiery competition, managed to snare *Best Suppression of International News Coverage* by jailing 105 major foreign correspondents, including 20 from Eastern Block nations, 71 from the Free World, and a full 14 from fellow military dictatorships.

But the emotional high point of the awards ceremony was reserved for the presentation of *Best Dictator* award to Juan D. Peron for his spectacular comeback in rigged Argentinian elections. There was hardly a dry eye in the heavily guarded fortifications when Spain's Francisco Franco, accepting for the ailing Peron, said, "Juan has made an enduring contribution to the whole idea of dictatorship."

In other awards, India got *Best Action of Overt Colonialism* for its takeover in Sikkim, China made its perennial claim (seventh win since 1965) on *Best Continuing Revolution in a Dramatic Series*; and a surprise dark horse, Acting Governor Ian Kinnear, was given *Best Suspension of a Constitutional Government* for his declaration of a state of emergency in British Bermuda.

All in all it was the most amiable and noncontroversial JUNTA Awards ceremony in recent memory. Only incident to mar the proceedings was a short-lived protest by several members of the Organization for African Unity, who charged racial bias in JUNTA voting. Spokesman Col. Ignatius Kutu Acheampong of Ghana claimed that in 1973, Black Africa was witness to 15 military takeovers, 12 violent revolutions, 31 bloodless coups, and countless insurrections and incidents of major unrest—more than the rest of the world combined—and yet had not one single JUNTA award. Acheampong's own delegation then walked out, but were joined by only Dahomey and Malawi. Most African states seemed to agree with common sentiment that 1973 had been an off year for African discord. [END]

STUPIDITY IN CRISIS

[Continued from 79]

leave consumer with no option but stupid products. If pushed to wall by sensible groups and/or consumer resistance, they can fall back on essentials, force consumption of stupid food, stupid housing, stupid transportation, by drying up all other sources.

Better news: most sensible groups have been discredited by current crisis, left with labels such as "nit pickers," "cranks."

Best news yet: right now average stupid consumer's concern is not with bread-and-butter issues of quality/value/survival, but where his next stupid item is coming from.

Readout: sensible competition, no problem. For foreseeable future, sales are safe.

Rosy future? Stupid consensus sees five major steps imperative to ease crisis. (1) Credit. The Fed fires billions into economy putting non-existent money at crippling rates of interest into consumer's pocket, providing stupid industry with cheap capital to produce something to spend it on.

(2) Subsidies. Public money umbrella for crucial capital investment, underwrites all stages of stupid production from exploration of new resources to post-purchase revenue drains (damage suits, class actions). (3) Anti-sensible legislation. Stupid lobbies begin all-out assault on sensible legislation steamrollered by sensible fringe and clean-up bandwagon, by ramming legal disputes through to sympathetic High Court and pressuring irresponsible legislators to reverse sensible measures or strengthen existing stupid ones. Specific legislation authorizes stupid industry to regulate itself, establish employee-exchange programs with federal agencies, set its own health, safety, quality, environmental standards.

(4) Foreign resources. All efforts are made to regularize foreign supplies, including, but not limited to, counterinsurgency, blackmail, assassination, genocide, coups d'etat, military aid, and conventional or tactical nuclear warfare. Consolidation with powerful stupid interests abroad moves towards goal of making world prices standard, not competitive.

(5) Priorities. Massive media campaign, funded by appropriate stupid foundations, stresses critical importance of maintaining stupid priorities at home. Global priorities other than major stupid ones (ubiquitous entertainment, poisoned food, fast, lethal transportation), are dumped.

Overview: sheer muscle of stupidity can avert long-range threats. Short-term moves include massive expansion of pointless production, massive R&D into useless new technologies, massive exploitation of consumer to acclimatize him to revised cost of worthless products.

All in all? Prospect good.

[END]

DUMB DOS AND DON'TS

WHAT YOU AS A BUSINESSMAN CAN AND CANNOT DO

as a result of recent stupid court and administrative decisions

YOU CANNOT shoot workers who go out on strike or hire thugs to beat up union organizers. Both National Labor Relation Board orders and federal law prohibit murder, arson, assault, or physical harassment directed against your workers. Employers who have violated these statutes in the past have often incurred sizable legal expenses and, in some cases, even been forced to pay damages and fines.

YOU CAN hire illegal immigrants for agricultural labor and certain categories of domestic jobs provided you comply with the minimum financial requirements of local immigration officials and health inspectors. Contact the officials in your area before you accept a consignment of aliens; agreements worked out in advance give you better bargaining power and prevent your being pressured to accept exorbitant demands.

YOU CAN market harmful or injurious substances and products that are inflammable, poisonous, or easily transformed into dangerous objects, regardless of whether they are for internal use, human consumption, or infants, as long as you print on the package or container a vague, misleading, and easily misunderstood warning in type large enough to be read without effort under a 10x microscope.

YOU CAN, as an officer of a corporation in substantial violation of pollution regulations, sit on the Air and Water Quality Control Boards in most states: have your lawyer look into the laws in your state for loopholes. Direct cash payments to individual board members are generally prohibited, but you can finance studies by the board of water pollution conditions in Hawaii, air quality in Paris, etc.

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THE AMERICAN LEMON COUNCIL

COLLECTOR'S ITEMS



MARCH, 1971/CULTURE: With Michael O'Donoghue's *How to Write Good, da Vinci's Undiscovered Notebook*, *Captain Bringdown*, *The Dolts*, and Gracie Slick's etiquette handbook.

APRIL, 1971/ADVENTURE: With *Derby Dames on Parade*, *Tarzan of the Cows*, *Real Balls magazine*, *The Philosopher Detective*, *Spoilers*, *Mexico on 5 Toilets a Day*, and the *Corn Flakes* parody.

MAY, 1971/FUTURE: With *The NASA Sutra: A Zero Gravity Sex Manual*, *Toilets of the Extraterrestrials*, *Printout*, the computer magazine, and *The 1906 National Lampoon*.

JUNE, 1971/RELIGION: With *The Polaroid Print of Dorian Gray*, *Big Blessings Bulletin*, *Gahan Wilson's Holyland*, *O.D. Heaven*, *Magic Made E-Z*, and a parody of *The Prophet*.

AUGUST, 1971/BUMMER ISSUE: With *Defeat Comics*, the *Canadian Supplement*, *Would You Buy a Used War from This Man?*, *As the Monk Burns*, *Welfare Monopoly*, and the *CIA* newsletter.

SEPTEMBER, 1971/KIDS: With *Eloise at the Hotel Dixo*, *The Hardy Boys*, *Children's Letters to the Gestapo*, *The Toilet Papers*, *Death Is and How to Cook Your Daughter*, and *My Weekly Reader*.

OCTOBER, 1971/BACK TO SCHOOL: With the *Mad* parody, *Rodrigues' Hire the Handicapped*, *Magical Misery Tour*, *The Campus War Game*, *School of Hard Sell*, and *125th Street*.

NOVEMBER, 1971/HORROR: With *Dracula*, *The Phantom of the Rock Opera*, *Sick Jokes of the '70s*, *Gahan Wilson's Science Fiction Movie Computer*, and *The Incredible Shrinking Magazine*.

DECEMBER, 1971/CHRISTMAS: With *Jessica Christ*, *Blind-Date Comics*, *This Is Your Life . . . Francis Gary Powers*, *The Russian Gift Catalogue*, and *Editorial Fantasies*.

JANUARY, 1972/IS NOTHING SACRED? With *Son-o'-God Comics*, *The Vietnamese Baby Book*, and *The Last Really, No Shit Really*, *The Last Supplement to the Whole Earth Catalog*.

FEBRUARY, 1972/CRIME! With *Groin Larceny*, *Ralph Nader*, *Public Eye*, *Angela and Rocky Take You on a Tour of the Big House*, *Dick Tracy* on the take, and an *Edward Gorey* whodunnit.

MARCH, 1972/ESCAPE! With *Hitler in Paradise*, the *California Supplement*, *celebrity suicide notes*, the *Papillon* parody, *Swan Song of the Open Road*, and doing it with dolphins.

APRIL, 1972/25TH ANNIVERSARY: With the '58 *Bulgemobiles*, *The Playboy Fallout Shelter*, *Commie Plot Comics*, *Frontline Dentists*, *Third Base*, the *Dating Newspaper*, and *Amos 'n' Andy*.

MAY, 1972/MEN! With *How to Score with Chicks*, *The Men's Pages*, *Germaine Spillaine*, *Stacked Like Me*, *Norman the Barbarian*, and *The Zircon As Big As the Taft*.

JUNE, 1972/SCIENCE FICTION: With *UFO*, *The Flying Saucer Magazine*, a *Theodore Sturgeon* sci-fi story, *Sextraterrestrials*, *The Last TV Show*, *Dodosaurus*, and *Gahan Wilson's Kilk*.

JULY, 1972/SURPRISE! With *Third World Comics*, the *Refugee Pages*, the *Little Black Book of Chairman Mao*, *How to Be a He-Man*, *Sermonette*, and *Col. Jingo's Book of Big Ships*.

AUGUST, 1972/THE MIRACLE OF DEMOCRACY: With *True Politics* magazine, *The Coronation of King Dick*, *Gahan Wilson's Miracle of Seniority*, and *Tales of the South comics*.

SEPTEMBER, 1972/BOREDOM: With *The Wide World of Meat*, *Our White Heritage*, *Bland Hotel*, the *I Chink*, *National Geographic* parody, and the *President's Brother* comic.

OCTOBER, 1972/REMEMBER THOSE FABULOUS SIXTIES? With *Bob Dylan* and *Joan Baez* in *Zimmerman* comics, *Tom Wolfe* in *Watts*, and a long-suppressed *Rolling Stones* album.

NOVEMBER, 1972/DECADENCE: With *Sgt. Shriver's Bleeding Hearts Club Band*, *Defeat Day*, the *Meat Chess Set*, the *Fetish Supplement*, and *Adlai Stevenson* in *Remnants-of-Dignity* comics.

DECEMBER, 1972/EASTER: With *Son-o'-God* comics #2, *Chris Miller's Gift of the Map*, *Great Moments in Chess*, *Diplomatic Etiquette*, and the *Special Irish Supplement*.

JANUARY, 1973/DEATH: With *The Adventures of Deadman*, *Playdead* magazine, *Children's Suicide Letters to Santa*, the *Last-Aid Kit*, plus *Bobbie Fisher Shows You How to Beat Death*.

FEBRUARY, 1973/SEXUAL FRUSTRATION: With *Piddle*, the *Catholic Sex*

Manual, *Porno for Women*, the *Palma Sutra*, and *Playmat—Try a Little Tenderloin*.

MARCH, 1973/SWEETNESS AND LIGHT: With the *National Inspirer*, the *Young Adorables*, *My Own Stamp Album*, *Pharmacopoeia*, and *Nice Things About Nixon*.

APRIL, 1973/PREJUDICE: With *Anti-Dutch Hate Literature*, *All in de Family*, *The Shame of the North*, *Profiles in Chopped Liver*, *Surprise Poster #4*, and *Ivory* magazine.

MAY, 1973/FRAUD: With the *Miracle Monopoly Cheating Kit*, *Borrow This Book*, *The Privileged Individual Income Tax Return*, and *Gahan Wilson's Curse of the Mandarin*.

JUNE, 1973/VIOLENCE: With the seven *Secret Japanese Techniques of Self Defense*, *Kit 'n Kaboodle Comics*, *Gun Lust Magazine*, and *Rodrigues' Hemophunnies*.

JULY, 1973/SCIENCE AND TECHNOLOGY: With *Popular Workbench*, *Techno-Tactics*, *Non-Polluting Power Sources*, *National Science Fair Projects*, and the *Jersey City Exposition of Progress, Industry & Freedom*.

AUGUST, 1973/STRANGE BELIEFS: With *Psychology Today* parody, *Son-o'-God Comics* #3, *Gahan Wilson's Strange Beliefs of Children*, and *Rubington's Fuzz Against Bunk*.

SEPTEMBER, 1973/POSTWAR: With *Life* parody, *Nazi Regalia* for *Gracious Living*, *Whitedove* comics, *Vichy Supplement*, *Guerra Magazine*, and *Military Trading Cards*.

OCTOBER, 1973/BANANA ISSUE. WHAT?: With *Saga of the Frozen North*, *G. Gordon Liddy—Agent of C.R.E.E.P.*, *Amtrak Model Train Catalog*, *Tales of Nozzlin High School*, *The Don Juan School of Sorcery*, and *B. Kilban's Turk*.

NOVEMBER, 1973/SPORTS: With *Sports Illustrated* parody, *Character Building Comics*, *Doc Feeney's Scrapbook of Sports Oddities*, *Specialty Sports Magazines*, *1976 Olympic Preview*, *Al "Tantrum" O'Neil's Temper Tips*, and *Bat Day*.

DECEMBER, 1973/SELF-INDULGENCE: With the *National Lampoon Building*, *Our Sunday Comics*, *Me Magazine*, *An Anglo-Saxon Christmas*, *Practical Jokes for the Very Rich*, *How Ed Subitzky Spent His Summer*, and *Poonbeat*.

JANUARY, 1974/ANIMALS: With *Pothouse*, *Popular Evolution*, *The Attack of the Sizeable Beasts*, *Law of the Jungle*, and *Songs of the Humpback Whale*.

FEBRUARY 1974/STRANGE SEX: With *National Lampoon*, *First Lay Comics*, *Marilyn Monroe Calendar*, *Split Beaver Section*, *Sex Pornographicum*, *Terry Southern* and *William Burroughs*.

THE NATIONAL LAMPLOON

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EARL D. PORKER & SOCIAL WORKER

"SATURDAY MORNING" BY MARY KAY BROWN



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The gimbal, for example.

A case in point is the tonearm suspension. Dual was the first manufacturer of automatics to offer a true twin-ring gimbal suspension. More importantly, every Dual gimbal is hand assembled and individually tested with precision instruments especially developed by Dual. The vertical bearing friction of this gimbal is specified at 0.007 gram, and quality control procedures assure that every unit will meet this specification. Only by maintaining this kind of tolerance can tonearm calibrations for stylus pressure and anti-skating be set with perfect accuracy.

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If you'd like to read what several independent testing laboratories have said about Dual turntables, we'll be pleased to send you reprints of their impartial reports. To appreciate Dual performance first hand, we suggest you visit your franchised United Audio dealer.

But your full appreciation of Dual precision won't really begin until a Dual is in your system and you hear the difference it will make on your own records. Play after play. Year after year.



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funny little holes," the Joanne next to me said.

"I think it has something to do with those little plastic circles and those funny little holes," the Joanne on the phone said.

"Are you absolutely *certain* you're Joanne?" I asked into the phone.

"No." By now, the whole room was an ocean of molten wet. "Sometimes I think I might be her best friend, Millie."

I turned to the Joanne next to me. "Do you have a best friend, Millie?"

"I think so."
"Did you tell her about us?"

She struggled to keep her head above the bubbling lava. "I don't know. Maybe."

I checked the window again. Now the sun was getting further away. I could see Mars, then Venus, then Jupiter roll by. Quickly, the melt began to solidify around us. The sky flickered rapidly from day to night; the Earth was spinning too fast, and I ducked as the centrifugal force sent frozen objects flying around the room.

My wife fell down the stairs.
"Turn the thermostat up!" I shout-

ed. Icicles were forming on my nose.

"What the what what?"

"Never mind."

"Never what?"

"How are the kids?"

"I couldn't find them."

Alice came over and stood directly between Joanne and myself. "You needn't pretend any longer," she said. "I've known all about you two for years."

I could feel my lips beginning to chunk. "How did you find out?"

"Find out what?"

Suddenly, another thought flashed through my mind. In a panic, I tried to look at my watch. At first, I looked at the wrong hand, but then I found it.

"Damn," I whistled, "I'm going to be late for work!"

I picked up what was left of my attaché case.

"Wait a minute," Alice said, grabbing the case and almost pulling it out of my hands. "These initials!"

"These what?"

"Are these your initials?"

"Are they my what?"

"You're not Oscar!"

"You mean I've come to the wrong

house again?"

"How long has it been since you've come to the right house?" Joanne asked.

"I don't know," I said. "Years, I guess."

"Do I know you?" Joanne asked.

"I'm not sure."

"Do you work for McAddams-Landsbury?"

"That doesn't seem familiar."

"Then you're not the man I was having an affair with?"

"I guess not."

"I'm wrong again!"

"How many times have you been wrong?" I asked.

"I don't know," she said. She stepped back away from me.

The woman who thought she had been my wife was heading for the door. "Damn," she muttered. "I should have known I don't live here. I live a few blocks down!"

The room was beginning to warm up again.

Joanne followed her. "Want to share a cab?" she asked.

"Okay, until it breaks down."

The phone began to ring again, but I couldn't take time to answer it. The only thought in my mind was, *Mustn't get fired. Got to keep supporting whoever it is I'm married to—if I'm married.*

I stepped outside. I was glad to see that it was morning and that this particular morning was autumn. Oak leaves were falling from maple trees, but they still looked nice, all brown and crinkly and crisp. As I felt them rustle beneath my feet, a strangely peaceful feeling came over me, and I tried to collect what I could of my thoughts. First things first, I told myself, and I tried to remember where I worked. I took the wrong route downtown and, after a few false tries, I found a building that looked vaguely familiar. Inside, I found an empty desk that seemed to ring a bell, and I sat down and began to press the wrong keys on the typewriter.

The floor rattled a bit. I looked out the window and saw that the sky was dark and full of unfamiliar constellations.

Cghhgahhstfllgh, I wrote, *kajaha-54ahax9aj8. Hghhgaggag6524)(kajajhajajji.*

A grl ghume overt add sad bsdie me. I hng hhad awifeee ad kidds andd shoouldn't doanything, butt shhe was lookinnng att mee with bigg, brrown—II meahn bleu—eiyes.

"What'ss ytr najjem?" I asked.

"Jaonnnnnne," she said. "Iggm yoorrh noew seccerttry."

"Mnahgahgatghgsksjkskjj jshn ksjjtywvxcm," jhatrdfg hagsgehehegdfegh. □



"Hey! We eat on that table!"

TheStupidGroup

Where stupidity gets down to business.

The Party's Over

That's right. We told you at the time that if you acted up you'd have to go home. But you didn't pay any attention so now everybody has to suffer. You were greedy, weren't you? You acted like a little piggy, didn't you? Are you ashamed of yourself? I certainly hope so.



W. Hawley Smoot
Chairman, The Stupid Group



Luckily for us, useless Sequoias like the above are rich in lint and silt, crucial ingredients in the "new generation" of stupid products. Dedicated chemists working for The Stupid Group are now at work developing technology which will allow us to extract "hard to reach" silt and lint in such places as Lower Manhattan and Big Sur.

Hello. I'm W. Hawley Smoot, Chairman of The Stupid Group of companies, and I'm taking this valuable time out of my busy day to tell you as much as I think you should know about the stupidity crisis. Hold up that flow chart. No, not the profit chart. Get that profit chart out of here. There. Now, where was I. Oh yes. The flow chart. This colorful flow chart I have here shows how dramatically the demand for stupid products has risen over the last thirty years. As you can see (or as you *could* see if I invited you to my office which I might do but don't count on it), in 1940 there was a negligible demand for stupid products. A few nylon snoods, the odd bumper ornament, but nothing much. You know what got stupidity off the ground? I'll tell you what got stupidity off the ground. But first I'm going to have a drink. I have a drink any time I want to. Right here in my office. Scotch and soda. Imported scotch, imported soda. Crystal decanter. I know how to live. There. Now, where was I. Oh yes, off the ground. The big C. Chlorophyll. That's what got stupidity off the ground.

I mean, try to understand the *majesty* of it. Some guy, some half-assed defrocked chemist, is sitting around the old laboratory wondering where his next Schlitz is coming from and he gets this brilliant fucking idea that is so totally stupid that

it curls your collar. This guy decides to take this green stuff that's been around for about a billion years and no one has made a buck on it yet, and he decides to put it in toothpaste. *Green toothpaste*. This has got to be the stupidest idea in the history of the world. I mean the guy's got to be a genius. Green toothpaste. Green mouthwash, green everything! And is green or is green not the stupidest color in the rainbow? I ask you. Hey, I take my hat off to this guy, he opened the door for the rest of us. So now he's starving somewhere, because, I mean, who uses the stuff, but man, the whole lemon-scented thing, the whole *cheese* thing—man, this is



Every day, the average man, woman, and child (pictured above) uses twenty pounds of luggage, feminine hygiene spray, customs checks, pantyhose, etc. In addition, he consumes, indirectly, twenty lemons, four bunches of mints, and three wheels of cheese. He has come to take it for granted that his nasal spray will be lemon-freshened and his dog food cheese-flavored, without stopping to think that his consumption of these essential ingredients is forty times the world average.

all a derivation from the *genius* of this great unknown hero of our industry. Hey, what da ya say we freshen up the drinkee a little, huh? So through the genius of chlorophyll, a whole new era is opened. I mean right away you get lanolin, and then like you get this fabulous *acceptance*—you know what I mean—for putting *funny stuff* in products. Like plastics. But more important, *margarine*. Will you get that goddamn profit chart out of here! So margarine gets accepted, man, and the whole goddamn thing explodes. I mean butter is left at the station, man. I mean butter can't get arrested. So what does that lead to? I'll tell you what. It leads you to nondairy dessert topping, nondairy creamer, nondairy everything. I mean by the sixties, stupid stuff is so big a cow can't get arrested. So then, man, when you've got the basic acceptance, you go at it with the packaging. And *fuck around*. I mean I'm letting you in on some shit here. Let's just have a little refill. O.K. So like I say. Screw around with the stuff. If it's solid make it a liquid. If it's liquid make it a spray. If it's a spray make it a foam, and no matter what it is, man, *add something*. Lemon-freshen it, man. Mentholate it. Give it the old hint of mint. I mean I'm telling you the real stuff, man. If it's big make it portable. If it's small make it family size, if it's family size make it jumbo, if it's jumbo make it individual portions. I mean fuck with it!

But I want to be serious for a



The caribou and not the dog may prove to be our "best friend" in the long run. Powdered caribou horn is an important source of silt.

Two birds with one wrecking ball. Tired old "landmark" buildings, whose presence in our urban areas has long been a source of concern to planners, can be recycled into useful silt.

minute. Dead serious. Because there's a fly in the ointment here. You see, people started to take all these fabulous stupid things for granted. That's right. They lost all sense of gratitude. They forgot that all these stupid things were the result of patient hard work on the part of the stupid industry. They began to think they were *entitled*. They forgot that there are *limits*. Now, one thing is clear. Here, give me that Alka-Selzer. We are not running out of potential sources of stupidity. Stupid ideas and stupid resources occur abundantly in nature; they are all around us. But demand for stupid things has increased at such a rate that we will face shortages in many areas for some time to come. The United States is now the largest stupid-consuming country in the world by far. Production simply cannot keep pace with demand. Even Middle East supplies of extractable stupidity are not limitless, so we must be prepared to alter our way of thinking. I want to make five points.

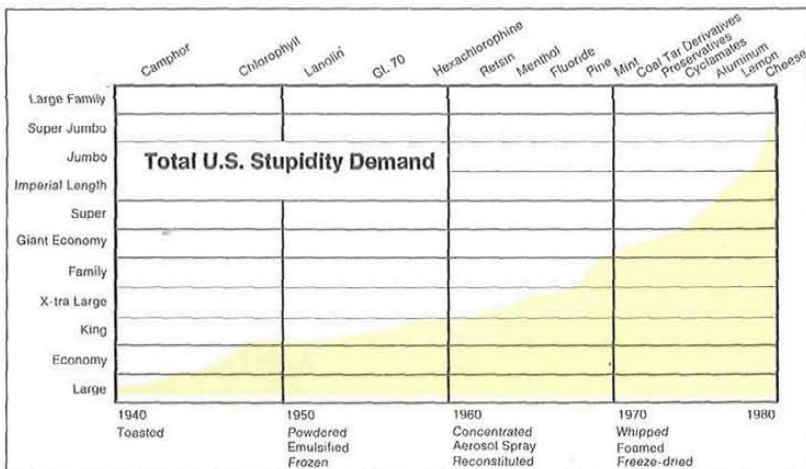
1. First of all. Let's get it straight. Things have changed. From now on, lemon-freshening will be very *expensive*.
2. We Americans will have to evolve imaginative alternatives to the stupid things we use. Silt, for instance, is one alternative additive The Stupid Group is working on now. We have large quantities of silt in

this country ready to go to work for us. Products with "a hint of lint" can take up a lot of the slack. But developing these alternatives is laborious, expensive work. Private industry can't be expected to bear the cost alone! As a minimum first step, the government must enact legislation immediately creating a silt depreciation allowance.

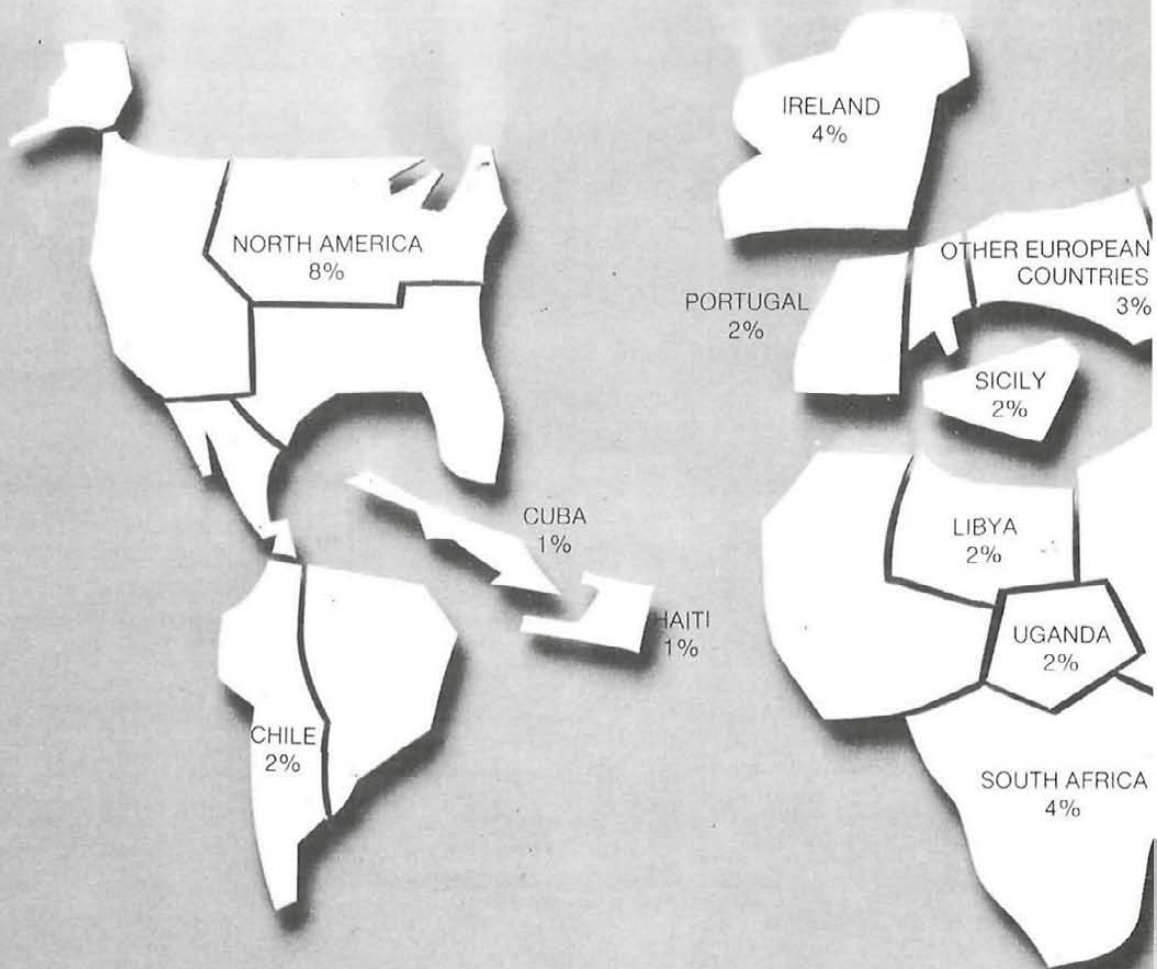
3. The present unfair balance between so-called "ecological" considerations and the legitimate aspirations of the stupid industry must be adjusted. If we are to hold our own, we must not be squeemish in extracting our vital resources where we find them. The best silt, for instance, comes from ground up landmark buildings, pulverized

statuary, and atomized caribou antlers: the so-called "common silt" from undredged harbors is nearly useless. Likewise, the best lint comes from shredded oil paintings, books, and old lace. We are especially lucky in the United States to have many fine stands of Sequoia trees, which are, as it happens, excellent, efficient sources of both silt and lint when reduced to powder form.

4. Get that profit chart out of here!
5. Even if we completely reorder our priorities and make good use of our silt and lint, rationing of many stupid products will be necessary. The stupid industry regrets the inconvenience, but after all, it's your own fault.



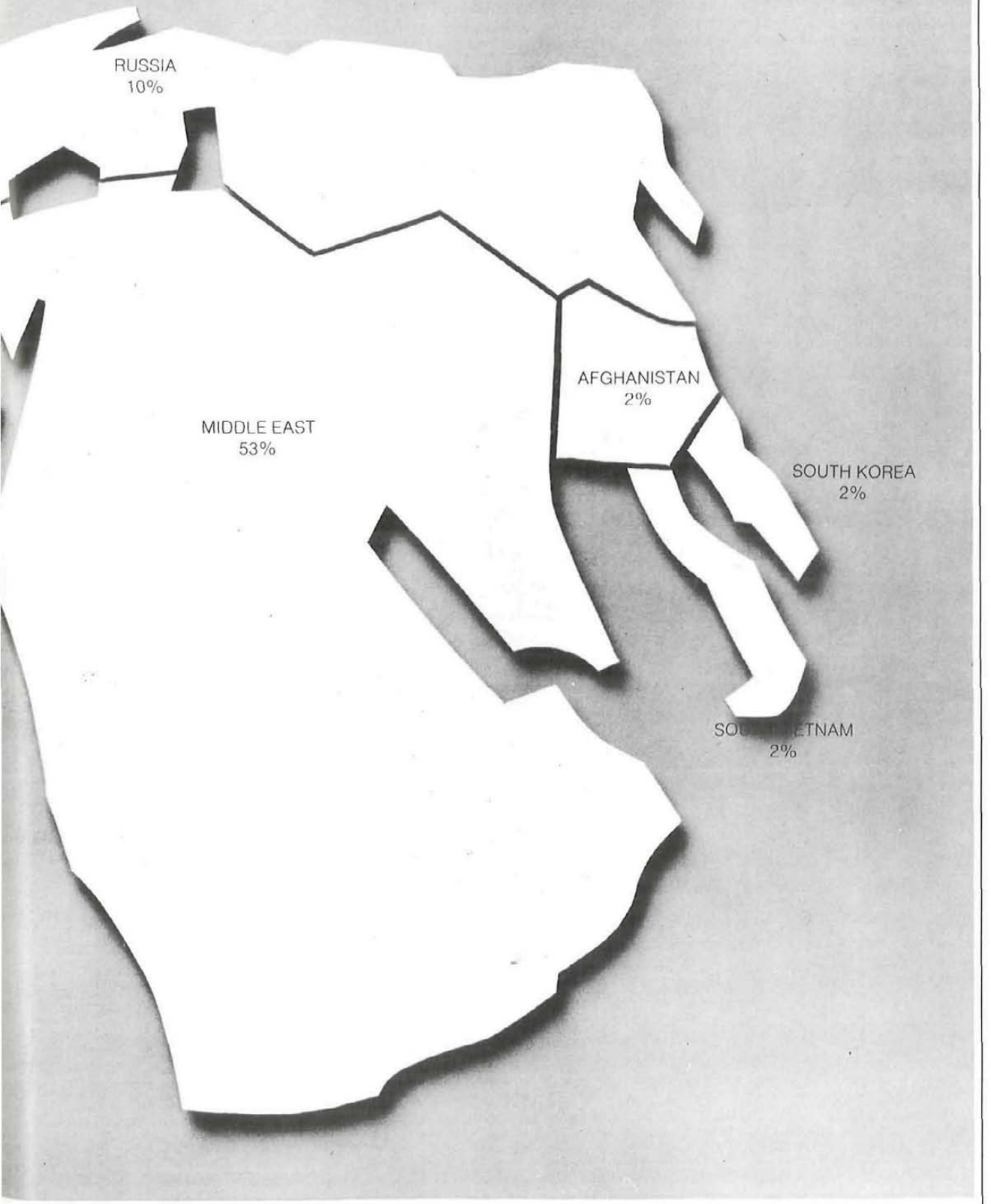
Demand for stupid products with increasingly stupid additives in increasingly stupid sizes has been growing steadily. At present rates demand will double in the next fifteen years.



The world of known stupidity reserves.

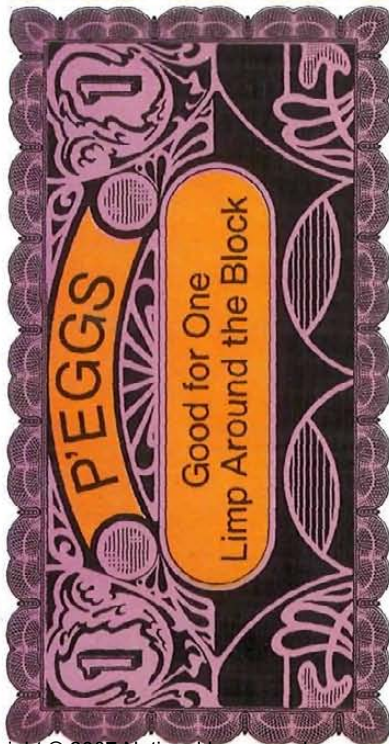
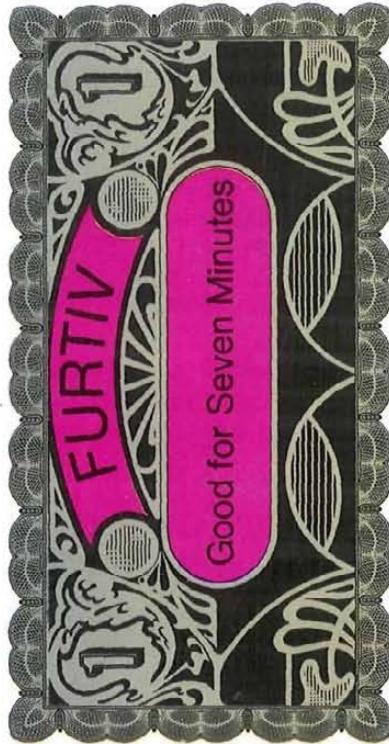
Percentages are shares of the world's known, extractable stupidity reserves in each area.

TheStupidGroup



TheStupidGroup

Now available. **Stupidflair Customchits**, the chits that won't stand for backchat! Stupidflair Customchits are one part of our whole new approach to scarcity. Our whole new thing. We call it "irrationing." Here's how it works. Take a piece of paper and a pencil. Now, on one side of the page, write your family's income. If the figure you have written is a *four digit number*, rip up the sheet and go back to watching television. If the figure is a *healthy five figure number*, write *just under it* the names of any prominent political figures you know personally. Now you're ready to compute your "need to buy" quotient. *Divide* total family income by distance (measured in air miles) you live from Hobe Sound, Florida. Now *add* number of buttons on your cardigan plus number of buttons (not counting "hold") on your phone. Add fifty if every pair of pants you own has a gripping mechanism that *precludes the use of a belt*. Take your bottom line figure, write a brief essay on "cream rinse", and go to your Stupid Bank, where you will be issued Stupidflair Customchits for the stupid things you need!





FUNNY PAGES

SNUTS

REMEMBER HOW FAR APART PLACES USED TO BE? AND HOW DIFFERENT FROM EACH OTHER? THE GARAGES AND THE PEOPLE AND THE FOOD? AND HOW MOTEL COLA WASN'T LIKE HOW IT WAS AT HOME?

JESUS—THIS PLACE IS EXPENSIVE! DID YOU SEE THE RATES?

WE'RE LUCKY WE GOT ANYTHING, HARRY. I TOLD YOU TO MAKE A RESERVATION WHEN THE CAR BROKE DOWN!

OK. IF I GO FOR A WALK?

TAKE WALDO.

BOY, THIS IS SOME BIG PLACE! MUST BE ALMOST A HUNDRED OR MORE ROOMS! I WONDER IF THOSE PEOPLE ARE MARRIED. PLEASE!

A-10K MOTEL

MMPH!

SAY, SHE'S REALLY PRETTY, AND I BET SHE SINGS GOOD, TOO!

A-10K

NOW APPEARING AT OUR CHIC YE OLDE RIB ROOM

ENJOY

HA, HA, HA, HA

SO THEN SHE

HA, HA, HA, HA

WAITER! WAITER!

RAP

SOUNDS LIKE THEY'RE HAVING FUN!

FOR THE MONEY YOU PAY YOU'D THINK IT'D BE A DECENT BED!

I CAN HARDLY WAIT TO BE A GROWN-UP!

OH, QUIET, HARRY.

A-10K

Cham Wilson



IDYL



©JONES 1974



NOW YOU LISTEN, CAT.



I'M A MENTAL CRIPPLE.



YOU'VE GOT TO FIGURE THINGS OUT.



YOU HAVE GOT TO EXAMINE AND ADMIT WHEN YOU'RE WRONG.



LIKE, I USED TO THINK THAT WHEN IT GOT DARK THEY CAME AND TOOK EVERYTHING AWAY.



SO LAST NIGHT I WENT OUT AND FELT AROUND.



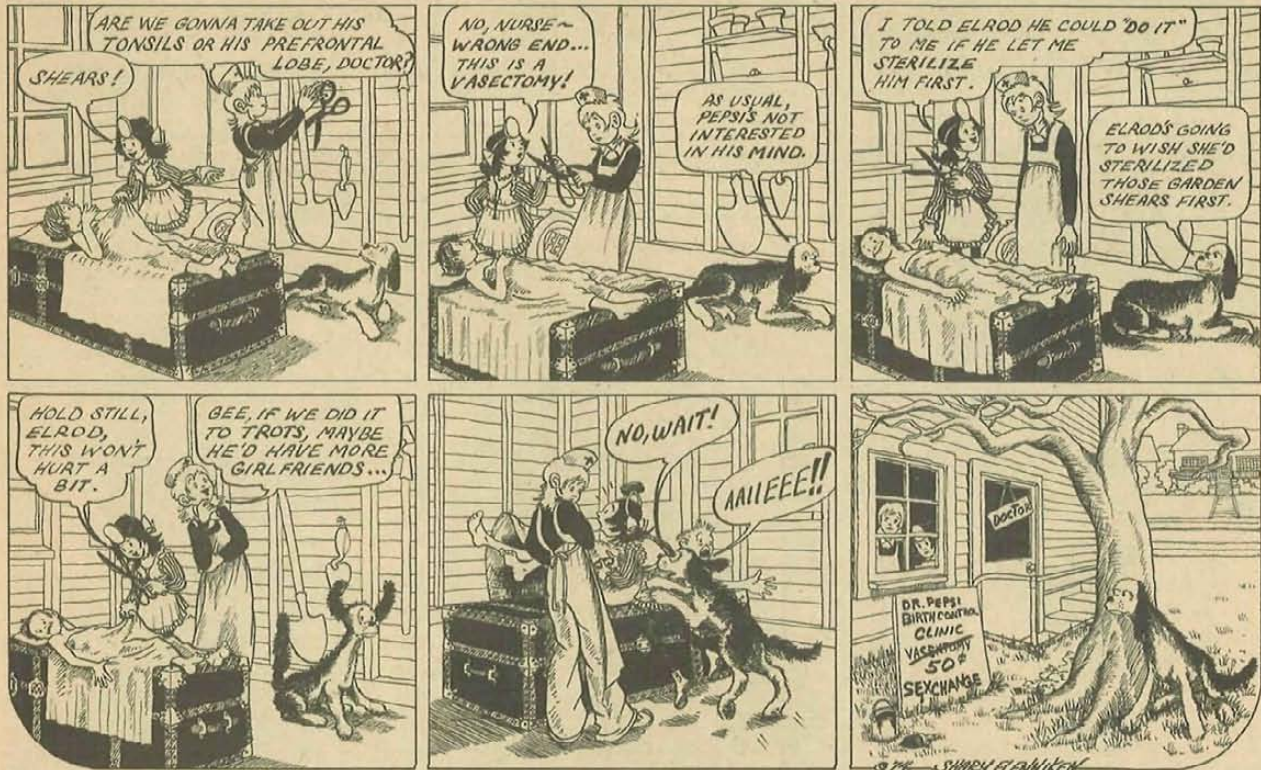
THEY DIDN'T TAKE EVERYTHING AWAY AT ALL.



THEY JUST REPLACED IT ALL WITH VERY CLEVER LUMPS.



Trots and Bennie



On Sale Now!



If you are not completely satisfied... snarl and mumble under your breath, knead your fist into the palm of your hand, gulp down your food, curse and blaspheme at the slightest annoyance, tug at your hair, whine, grunt, and let saliva run out the corner of your mouth and down your chin.

BODÉ SCARF OON BERT

CHEEKY WIZARD

GETS PNEUMONIA

by VAUGHN BODÉ ©

YOU HIRE GOOK BROTHER TO ASSASSINATE HAT, BUT YOU NEVER PAY UP YEN, AN BROTHER NOT TO BE FOUND! YOU ARE NOT A HONORABLE PERSON. GIVE ME ALL BACK YEN OR I WILL STOMP ASS, CHOP CHOP.

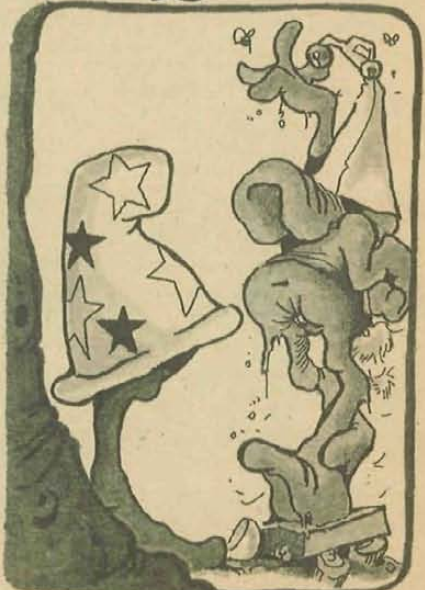
SO YOU NO SPEAK, YOU MOCK DIS ONE BY YOUR BITING SILENCE! FOOL, YOU THINK I BLUFFY, MONKEY BALLS? I BEGIN BY SMOOSHING FIAP IN DISHONORING FASHION...



NO NOW, CIAZY BASTARD, SEE ME SPRING ABOUT LIKE QUICK TIGER. YOU NOT SO FAST ENOUGH TO AVOID UPCOMING GOOK DEVASTATION.

I BEEN DOWN DEEPIN DA WILEWOOD FASTIN AN MEDITATING ON WHY I SO PERFECT. I SUSPECT IT MY CHILD-LIKE INNOCENCE. AN PURITY. I IS DA' ALL-HEART HAT... SHIT, WHERE DID I LEAVE DAT FUKIN' DEAD, EX-APPRENTICE OF MINE?

GOOD LORD! YOU RIGORED TURD, YOU HAS BEEN TO A ORGY WIFOUT ME!



© MICHAEL OPPS

ONE YEAR AFFAIR

IT'S A FAMILY AFFAIR! WEDDING BELLS ARE RINGING AND MOTHERS ARE CRYING, BUT NOT FOR STEVE AND JILL...



Reese-Preiso

WELL, HAROLD'S FATHER USED TO BE WITH THE CIRCUS...



QUICK! TAKE THIS!

MAZEL TOV! MAGILA CATERER! HOORAY!



OH JILL...

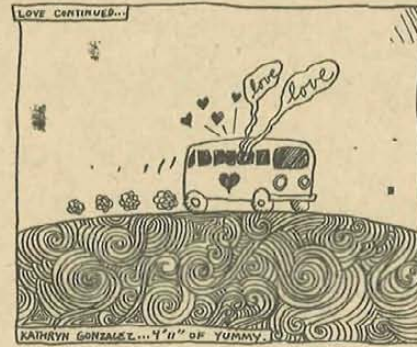
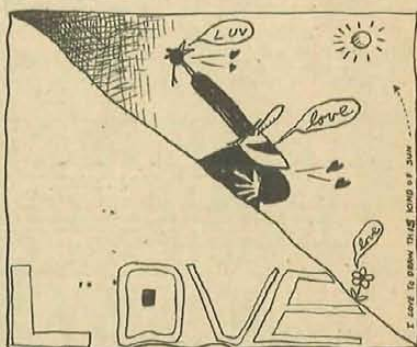
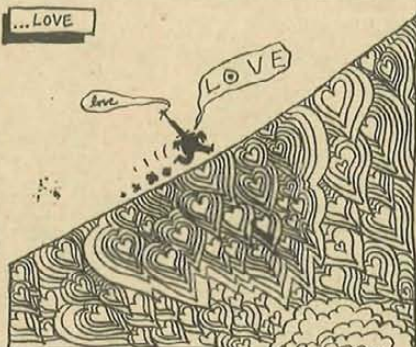
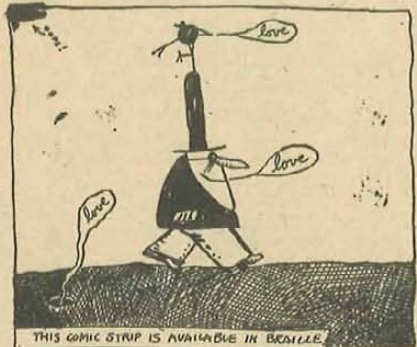


YOU KNOW WHAT THAT MEANS, DON'T YOU ... ?



NEXT: BILLY AND THE BOYFRIEND

... GET READY TO LAFF, FOLKS...
 (THE TITLE "CHICKEN GUTZ" USUALLY SEEN IN THIS PANEL IS ON VACATION THIS MONTH BUT WILL RETURN AGAIN NEXT MONTH.)
 If God had wanted birds to fly, he would have given 'em wings!
 by E N O S



ONE YEAR AFFAIR

AH! SATURDAY NIGHT! A TIME TO HAVE FUN, TO SEE A MOVIE, TO DANCE, TO GO TO A ...

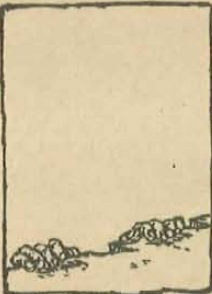


Reese-Preiso



NEXT: RICE IS NICE, BUT BALLS ARE BETTER.





WHAT THE...

NO! IT CAN'T BE!



YES, IT'S HIM!

DOCTOR COLON'S MONSTER

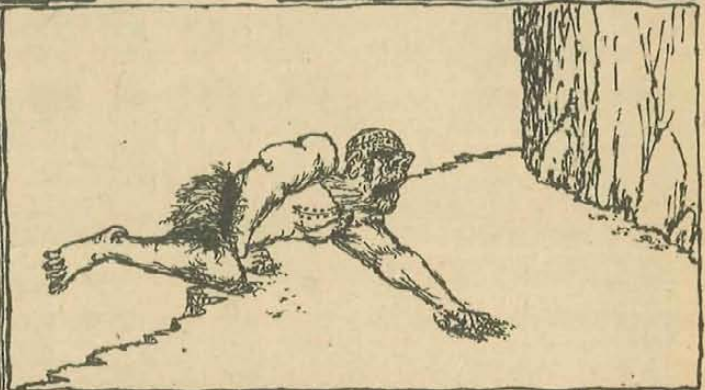
INCREDIBLE!!!

YOU WILL RECALL THAT OVER 18 MONTHS AGO THE MONSTER, ALONG WITH DR. COLON, HIS WIFE ROSALINDA, AND SMEGMA, HURLED OFF A MOUNTAIN ROAD PLUNGING 3234 FEET INTO A CANYON IN A MOTOR-CAR ACCIDENT. YET THE MONSTER SURVIVES! A TRIBUTE TO THE MEDICAL GENIUS OF THE LATE DR. COLON.

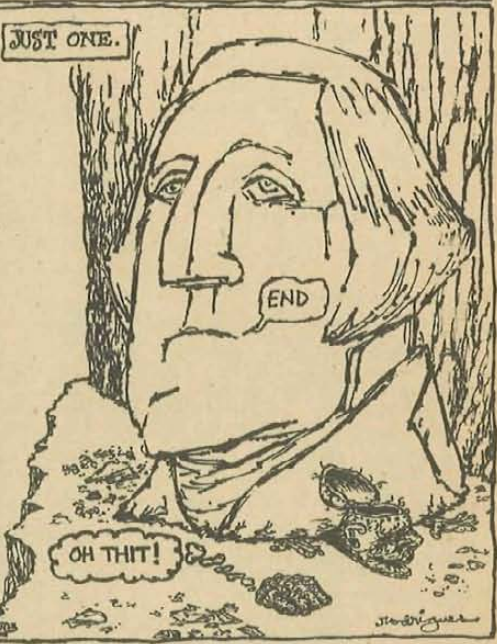
KEEP YOUR MOUTH SHUT!
DON'T TALK TO ANYONE!
DON'T TALK TO ANYONE!
DON'T TALK TO ANYONE!

INCREDIBLE!!!

YOU WILL RECALL THAT OVER 18 MONTHS AGO THE MONSTER, ALONG WITH DR. COLON, HIS WIFE ROSALINDA, AND SMEGMA, HURLED OFF A MOUNTAIN ROAD PLUNGING 3234 FEET INTO A CANYON IN A MOTOR-CAR ACCIDENT. YET THE MONSTER SURVIVES! A TRIBUTE TO THE MEDICAL GENIUS OF THE LATE DR. COLON.



THE BODY OF AN ATHLETE. THE FACE OF A CRETIN. THE BRAIN OF A QUEER. WHAT FANTASTIC ADVENTURE LAY AHEAD FOR THIS WONDROUS CREATURE?



ONE YEAR AFFAIR

WOW! 22 WEEKS ALREADY PAST - AND WITH RALPH GONE, STEVE HAS A NEW WORRY...

I WONDER HOW I'D FEEL IF JILL WENT OUT WITH SOME-BODY ELSE?

WE'RE NOT MARRIED... I DON'T OWN HER.

HOW JEALOUS AM I SUPPOSED TO BE?

NOT JEALOUS AT ALL!

I SHOULD TAKE IT AS IT COMES... BE CALM - BE MYSELF...

Reese's Trains '74

CRAASH!

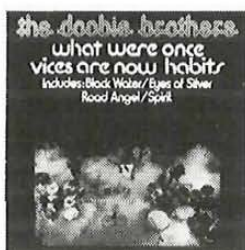
RECURRINGLY UPTIGHT.

NEXT: HOOPS OR HOOPLA?

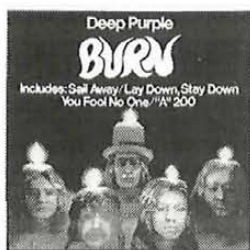
©1974 BRVP

THE MUST ALBUMS

(NEW ONES FROM BURBANK)



Doobies



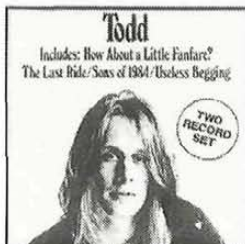
Purple



Seals & Crofts



Badfinger



Todd



Tower



Slade



Van

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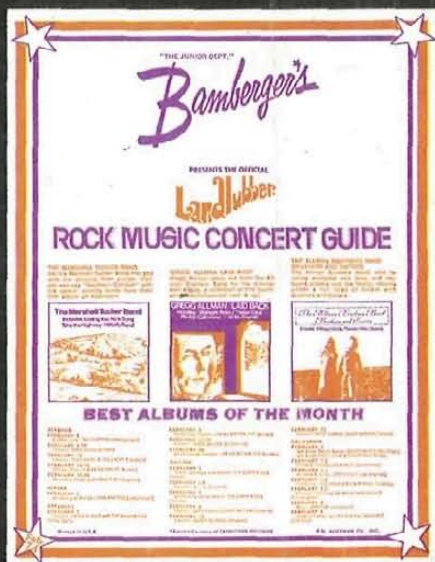
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