

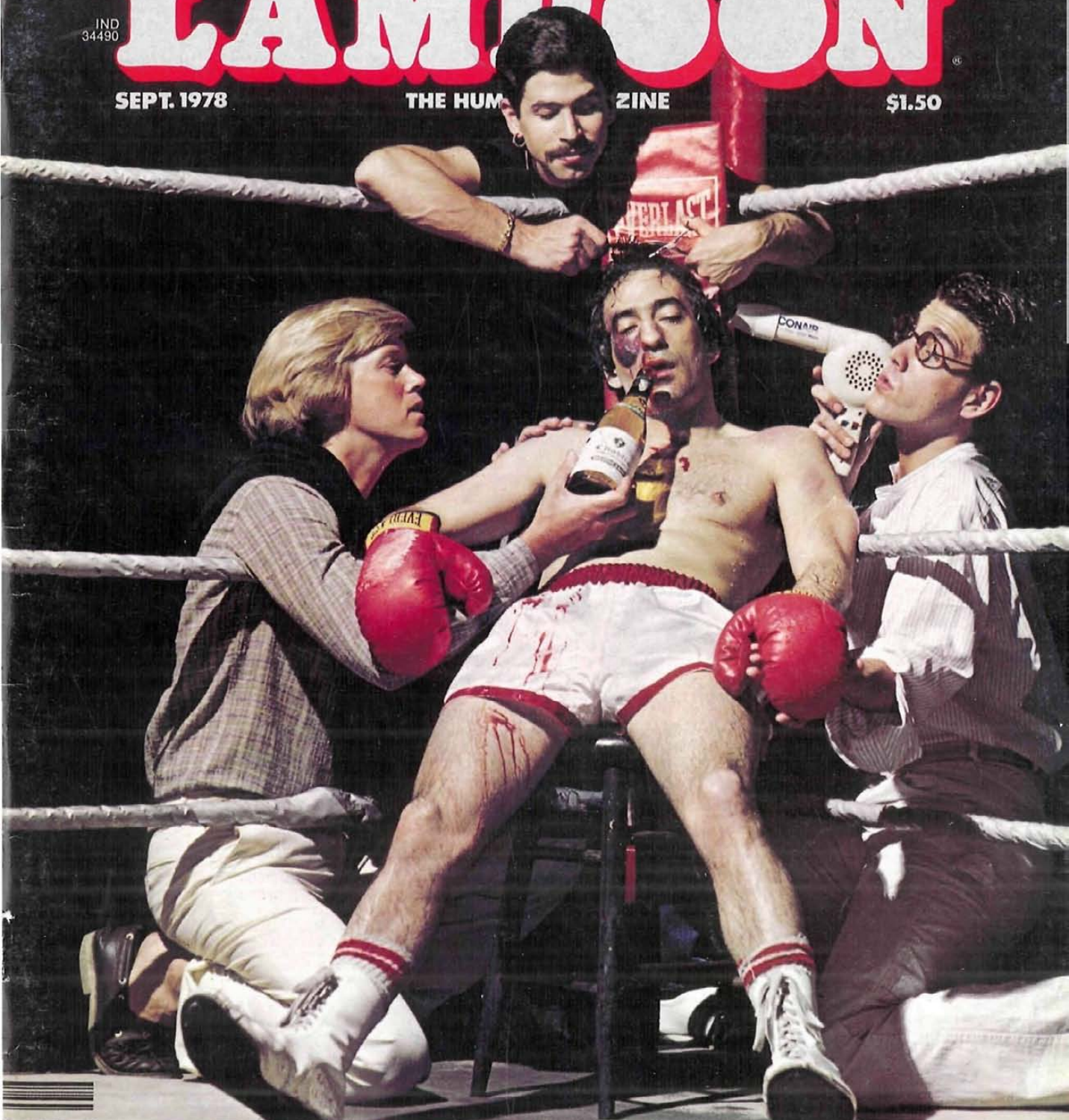
# STYLE NATIONAL LAMPDOON

IND  
34490

SEPT. 1978

THE HUMAN ZINE

\$1.50



THE 1979 HOMO FASHION PREDICTIONS  
IF HETEROSEXUAL MEN  
CONTROLLED THE WOMEN'S FASHION INDUSTRY  
NEW AFO-AMERICAN HAIRSTYLES  
PLUS CANAL

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Extra coolness  
gives KOOL  
the most refreshing taste  
you can get in any cigarette.



Come up to KOOL.  
America's #1 menthol.

Warning: The Surgeon General Has Determined  
That Cigarette Smoking Is Dangerous to Your Health.

Kings, 17 mg. "tar", 1.3 mg. nicotine; Longs, 18 mg. "tar",  
1.3 mg. nicotine av. per cigarette, FTC Report Aug. '77

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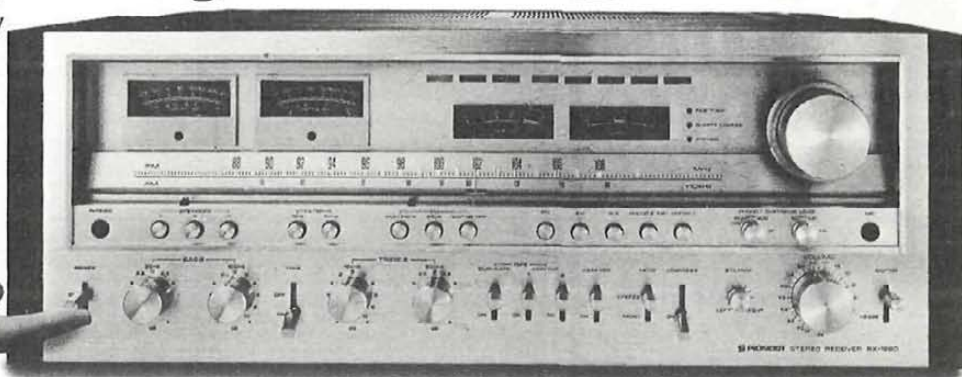


# We wouldn't have called it the SX1980 if it wasn't years ahead of everything else.

All hi fi companies claim to build incredibly advanced receivers.

At Pioneer, the undeniable proof exists right inside our new SX1980.

In terms of power, for example, there's never



been anything quite as awesome as the SX1980 before.

It pumps out 270 watts per channel, from 20 to 20,000 hertz with less than 0.03% total harmonic distortion.

Which means that at high volumes, your ears will distort before our receiver does.

But the SX1980 also has the brains to control this brawn.

Perfect FM tuning is achieved by "locking" your station onto a quartz crystal that generates the exact frequencies of every FM station in the United States and Canada; it's enhanced by a five gang variable tuning capacitor that helps pull in weak stations.

Richer, more accurate bass is provided by using the same kind of separate DC power configuration for each channel that you'd normally find on only the most expensive separate amps.

And instead of pushing conventional power transistors to their limits, (the way some manufacturers do) we've actually invented new high powered transistors that last longer and eliminate the need for fans that can cause electrical interference.

As a quick perusal of the SX1980's control panel will tell you, these are only a few of the remarkable features the SX1980 has to offer. And we've barely begun to mention things like our power meters that actually let you see what you're hearing, or our impedance switches that let you "tune" the receiver to get the most out of your cartridge.

You can catch up on the rest of the SX1980's virtues at your nearest Pioneer dealer.

But before you go listen be forewarned: it'll spoil you for anything ordinary.

High Fidelity Components  
**PIONEER**  
We bring it back alive.

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# NATIONAL LAMPPOON



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## BLUTO'S COMING TO YOUR HOUSE.

Now...or very soon...to movie houses in your neighborhood or in your city or in your state or in your country or in some country readily accessible by Concorde, in:

## NATIONAL LAMPPOON'S ANIMAL HOUSE

starring John Belushi • Tim Matheson • John Vernon • Verna Bloom • and with Donald Sutherland as Jennings

Produced by Matty Simmons and Ivan Reitman

Music by Elmer Bernstein

Written by Harold Ramis,

Douglas Kenney & Chris Miller

A comedy from Universal





# Le Police Car

In LaConner, Washington, the Bad Guys are still being chased by the Good Guys and that's not news. But it is news when the car the Good Guys are doing the chasing in is Le Car.

After testing a number of cars for suitability, the police force of LaConner, a town of 600 people, chose Le Car over all the others.

## The Law ordered it.

Le Car was selected because it best fits the needs of the LaConner police force. They needed an eco-



nomical car that would help cut down on their expenses. So they replaced their *two* standard-size police cars with *three* Le Cars. Now that's economy.

Police Chief Russ Anderson had no doubts about his decision. "More and more departments are being faced with this budget crunch" he said. "Gas is killing us. With Le Car we were able to decrease our budget and increase our mobility."

## Le Car obeys commands.

Another thing the police officers can appreciate is Le Car's snappy performance. Le Car is equipped with front-wheel drive, rack and pinion steering, four-wheel independent suspension and Michelin steel-belted radials, all standard (Honda, Rabbit, Chevette and Fiesta don't offer this combination of standard features). The result is a highly responsive car that handles with ease. A car that zips in and out of, around and through traffic.

And Le Car's ride is so remarkably smooth that Car & Driver reported, "The rough-road ride is a new standard for small cars." And that's something that can be appreciated

whether you're pursuing someone down a bumpy road or just seeking a thoroughly enjoyable ride.

Le Car's overall length is only 142 inches (Honda Civic is 150, VW Rabbit is 155) but you could never tell from its roomy interior. Le Car will seat four adults (or two perpetrators and two officers) very comfortably. And Le Car has a longer wheelbase for added comfort.

In Europe nearly two million people drive Le Car with a passion. That's more than Fiesta and Rabbit combined. Here in America, Le Car sales more than doubled in 1977.

What's more, in three different studies, Le Car owner satisfaction was rated an amazingly high 95%.

Which means that when it comes to giving the police in LaConner (or anyone else) everything they are looking for in an automobile, Le Car won't cop out.

Le Car prices start at \$3630\* For more information call 800-631-1616 for your nearest dealer. In New Jersey call collect 201-461-6000.

\* Price excludes transportation, dealer preparation and taxes. Stripe, optional at extra cost. Renault USA, Inc. ©1978.

# Le Car by Renault

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# Cont

Man's dress shirt with Polish cuffs.



## Frontispiece, 29

Illustrated by Larry Elmore

## If Heterosexual Men Ran the Women's Fashion Industry, 30

By P.J. O'Rourke, photographed by Phil Koenig

## In His Image, 33

By Gahan Wilson

## Regular Guy Quarterly, 37

By Tod Carroll and John Hughes, with additional material by Ted Mann, designed by Ruthanne Hamill, photographed by Joey Green, Phil Koenig, and Peter Kleinman, illustrated by Tim Belair

## Dress for Successfulness, 41

By Danny Abelson and Ellis Weiner, illustrated by Tim Belair

## Neat, Clean, and Well-Dressed, 45

By Sam Gross

## Full Dress Court-Martial: Judging Men by Their Clothes, 48

By John Hughes, with special lace-curtain-Irish consultant P.J. O'Rourke

## Life Cycle of a Nylon Baseball Jacket, 52

By Brian Shein and P.J. O'Rourke, illustrated by Randy Jones

## That Crazy-Old-Lady-with-Nowhere-to-Live Look!, 53

By Chris Cluess, Stu Kreisman, and Peter Kleinman, photographed by Chris Callis

## 1979 Homo Fashion Predictions, 56

By John Hughes, illustrated by Andrew George

## What You Might Have Seen If You Had Peeked Up Girls' Dresses by Looking at the Toes of Their Patent Leather Shoes, 59

By P.J. O'Rourke, illustrated by Greg King

## Punk Generation, 61

By Joe Schenkman

## Afro Sheek, 65

By John Weidman, photographed by Chris Callis

## Endpiece, 68

Illustrated by Bob Larkin

## Cover

By Peter Kleinman

# Filler

## Editorial, 6

By Jeff Greenfield

## Letters from the Editors, 10

Edited by John Hughes

## Tips and Tales from Bernie X, 12

As told to Gerald Sussman

## Canadian Corner, 14

By Brian Shein and Ted Mann

## News on the March, 17

Edited by Danny Abelson and Ellis Weiner

## Photorama Picture News, 24

By Gerald Sussman

## Foto Funny, 32

Featuring

Bob Hegel and Gail Lorber

## Foto Funny, 70

## Funny Pages, 73

## True Section, 89

Edited by Tod Carroll



# Give your drinks every advantage.

Make a Mist with Seagram's 7 and give it the advantage of great taste and consistent quality. Just pour 2 oz. over crushed ice, garnish with a twist of lemon and enjoy our quality in moderation.

**Seagram's 7 Crown**  
Where quality drinks begin.

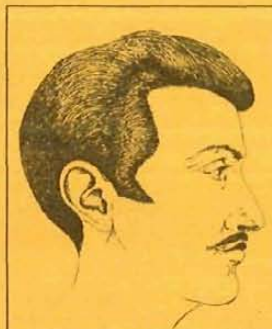
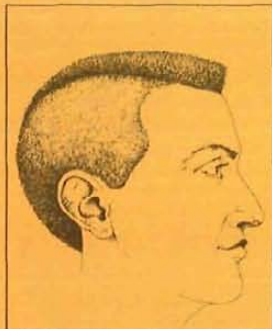


SEAGRAM DISTILLERS CO., N.Y. C. AMERICAN WHISKEY—A BLEND, 80 PROOF.

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# Editorial



Archeologist's reconstruction of what early man may have looked like, before blow-dryers.

*Editors' Note: In place of our usual editorial essay, we would like, this month, to present a short story by Mr. Greenfield.*

## TURNCOATS by Jeff Greenfield

The first time it happened, on a fall day in 1977, Willis was sure it was an accident. When it happened again, three minutes later, Willis labeled it a coincidence, although a small voice in the back of his cerebrum raised a cautionary question.

But when it happened twice more in the space of ten minutes, Willis knew he was in the middle of a life-long fantasy-nightmare come true. He was There When the Fad Began.

Willis had been strolling down Madison Avenue in the east sixties, idly admiring the women in their clinging silk jersey pants, when a man came by. There was nothing particularly exceptional about the man; he was in his thirties or forties, fashionably gaunt, eyes vacuous, lips pursed in a potential sneer—except that the back of his jacket collar was flipped up, revealing an unsightly patch of felt.

Boy, does he look like a jerk, Willis thought to himself. All that trendiness gone to waste. A block and half later, Willis passed another angular young man, with slick-backed hair, deeply tanned face, what appeared to be a four-day growth of beard—and a sports jacket with the back of the collar flipped over the neck.

You don't see that kind of screw-up twice in three minutes, Willis mused, while that small voice murmured uneasily. Then, a block later, as Willis turned his head to follow the walk of a young woman wearing skin-tight running shorts, his eye was caught by a sports jacket in the window of Pierre Balmain, a fashionable Madison Avenue boutique. Willis had noticed the jacket half a block away, and had made a mental note to stop and admire it. Now, as he looked at it after his momentary callipygian observation, he noticed...that the back of the collar had been flipped up over the neck. And a figure was scurrying away out of the back of the window display.

He looked at the store window again. There were six jackets in the window. Four of them had the backs of their collars flipped up. It was then that Willis almost fainted from the mixture of excitement and fear. He had by accident stumbled upon the First Day—the Day They Began the Fad.

All of his life, Willis had been a fad or two behind. The day his mother bought him his Roy Rogers cowboy suit, every other kid showed up at recess with a Tom Corbett space cadet helmet. When Willis bought his first pair of chinos with the little belt in the back, the other kids showed up at school in wheat jeans, chortling about the "nerds" who wore belted chinos. For seven months, Willis watched as the movers and shakers in his high school wore green shirts each and every Thursday to school. The first

time he did it, his homeroom erupted in giggles and a friend whispered to him, "Hey, Willis! Don't you know who wears green on Thursdays? Homos, Willis! All the homos!"

It had been like this all his life. His hair was short when the hair on people who got the front tables at Elaine's was long; and when the first locks curled over the nape of his neck, the tables at Studio 54—which he stared at through the glass window of the clearly barred door—revealed men who could have passed for Marine drill sergeants. He was unvested when the world wore vests; polyestered when the right crowd was naturalized.

But this time, Willis had beaten them. He knew, with absolute moral certainty, that not a single jacket collar had been flipped yesterday. Clearly, then. It had begun today. But how? Where? Who?

Willis rushed into the Andre Oliver boutique and confronted a salesperson in a shirt with a banded neckline, a wristwatch worn on his cuff...and whose unlined raw silk blazer had its collar flipped in the back.

"Why are you wearing your jacket that way?" Willis demanded.

The salesman remained immobile, but a sudden flicker in his eyes told Willis he had struck a nerve.

"I—I am sure I don't know what you mean, sir."

"The jacket collar," Willis demanded. "Your goddamn jacket collar! Who told you to flip it like that? And why today? It is today, isn't it?"

*continued on page 85*





# Chomp Chomp, Sip Sip Plop Plop, Fizz Fizz.



Read and follow label directions.

If there's one thing you always look forward to, it's a weekend party. You munch on chips and dip. You chug-a-lug your beer. You bugaloo till two.

But sometimes you overdo it. You wake up feeling less than your best. When you do, reach for Alka-Seltzer®. The moment you drink it, those tiny bubbles start to speed relief through your system. With specially buffered aspirin to soothe your throbbing head. And antacids to calm your upset stomach.

You'll be thankful you have Alka-Seltzer on hand. Because when morning comes, the only sound your aching head can bear to hear is a gentle plop plop, fizz fizz.

## Alka-Seltzer® Oh, what a relief it is!

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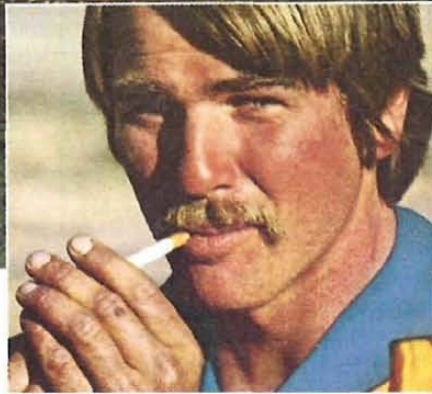
9 mg. "tar", 0.8 mg. nicotine av. per cigarette by FTC method.



***The strong***



Warning: The Surgeon General Has Determined That Cigarette Smoking Is Dangerous to Your Health.



***“Real tastes strong.  
More like a high tar.”***

I earned this smoke. When you finally know you're going to make Yuma in one piece you want rich strong taste. Taste that satisfies. And Real's got it. Yet it's low tar. Must be their special blend. All that good natural stuff. You want a smoke that's really got it?

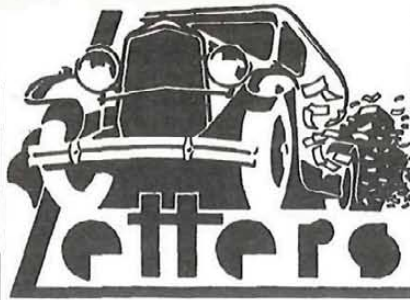
Grab a pack of Real.



***Only  
9 mg. tar.***

***tasting low tar.***





Sirs:

I would like to extend my deepest gratitude to P.J. O'Rourke, John Hughes, and the *National Lampoon* for allowing us to feature them and the *National Lampoon Sunday Newspaper Parody* in our magazine. It's helped push us into the number one spot worldwide, boosted profits, and given us the kind of prestige we've been searching for for years.

Edward Kosner  
Editor, *Newsweek Magazine*  
New York, N.Y.

Sirs:

From a corporate point of view, this business about our hamburgers causing cancer is a setback and very serious, but I'm thanking the Lord that nobody looked into the shakes—whew, they are *really* dangerous. And

the hot apple pies? S.O.S.-city, man.

Ray Crock  
McBurgerland, California

Sirs:

If I knew how, I'd make myself even deader than I am now.

Sylvia Plath  
P.O. Box 112112  
Heaven

Sirs:

What could be worse than a secretary of health, education, and welfare who gave up smoking? Huh? Well, how about a secretary of health, education, and welfare who just gave up fucking his wife?

Joseph Califano  
Washington, D.C.

Sirs:

There's no such thing as Elvis Costello. It's just me in a funny suit, dopey glasses, and a bad mood.

Bruce Springsteen  
E Street, N.J.

Sirs:

There has been a good deal of criticism of the effectiveness of our European forces and our ability to repulse a Soviet bloc attack. I would not agree

with that criticism. I'd sure as hell hate to face 100,000 uneducated, underpaid, pissed-off, and heavily armed niggers. Especially at night.

Alexander Haig  
Chief of Staff  
NATO Forces, Germany

Sirs:

How come everybody's so surprised about me lying and stealing and everything? I thought that was the way black people were expected to act. I mean, I don't know, I've never met any black people personally, but that's what I'd always heard. You know, "Those colored people lie and steal all the time," you hear lots of people say stuff like that and, well, you know, I thought maybe that was what I was *supposed* to do.

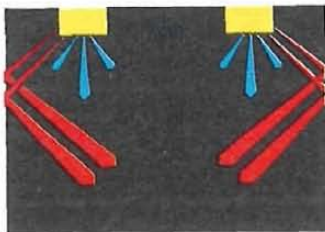
The Hon. Senator Edward Brooke  
Washington, D.C.

Sirs:

What's there to show after you've shown it all? I'll tell you what *we're* going to do—microphotography of clit cells splitting in two. Does that put a lump in your shorts?

Bob Guccione  
The Penthouse

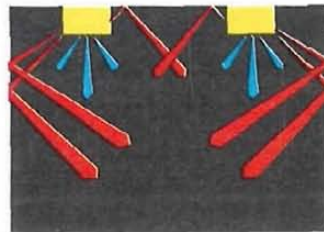
## Like.



The Model 301. A true bookshelf speaker that fills an entire library with music. Its size is small, its sound is big. Like all Bose speakers, the Model 301 directs sound off your walls for an open, spacious sound. The Direct Energy Control shapes the sound to suit your music, and your room. You get large, life-like sound you don't expect from a speaker of its size and price.



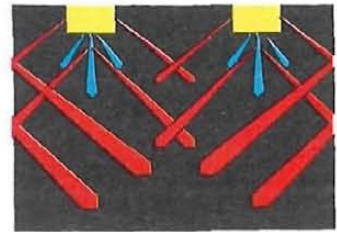
## More Like.



For sound that's even more like live, try the Model 501. A floor-standing speaker that delivers wall-shaking bass through a 10-inch, high-performance woofer. Each speaker is "asymmetrical." The left speaker works with the right to create full, rich, balanced stereo. Throughout your entire room. And you can use the Direct Energy Control to shape the sound to fit your room.



## Most Like.



Still closer to the sound of live is the high-performance Model 601. Six drivers in each enclosure are precisely positioned to fill the room with clean, accurate music. This configuration produces the exceptional spatial realism of the Model 601. A Symmetry Control lets you adjust the spatial characteristics to fit your living room. The Model 601 delivers life-like sound better than any other speaker. Except one.





Sirs:

It's okay to come back now. No more rebels. We looked everywhere and they are all gone. Then we put up a great big fence and lots of streetlights and we bought a tank and some bullets for it. So it's perfectly safe for white people now. Okay? See you soon.

Zaire  
Africa

Sirs:

Do you know what causes pussy farts? Mackerel and Cheese Supper does it for me!

Morris the Cat  
Sheraton Feline  
Cat Heaven

Sirs:

Boy, are my parents proud of me!

Iggy Pop  
David Bowie's Bidet  
St. Tropez

Sirs:

Every morning, over fifty million fetuses are clubbed to death by cruel short-order cooks and housewives all over America. You can help stop this senseless and horrible slaughter with

your tax-deductible donation.

Save the Eggs Foundation  
P.O. Box HB  
Washington, D.C.

Sirs:

Over here, we don't do our rebel death counts by head, we do it by the pound. It's a good bit easier. Although it's going to be a pain in the bum when we go metric.

General R. F. White  
Rhodesian Neighborhood Patrol  
Salisbury, Rhodesia

Sirs:

In response to the many unfavorable comments about the roles of women on television, we have begun development of a midseason program that will feature women doctors, lawyers, engineers, police, etc. They'll be dressed in T-shirts, sprayed with water, and will jump up and down as they discuss the achievement of success in the male world.

Fred Silverman  
NBC Television  
New York, N.Y.

Sirs:

A couple of days ago, I caught my parents doing "it." Dad was sniffing Mom's rump, then she licked his and then he climbed up on her, "doggie

style." When it was all over, Dad went outside and pissed in the bushes. It was just disgusting!

Frosty  
Country Club Kennels  
Denver, Colorado

Sirs:

Being a writer *and* plus a actor also are such a really; truly; and a remarkable things for a guy, such as like me am. My but are I pleased—extremely, very.

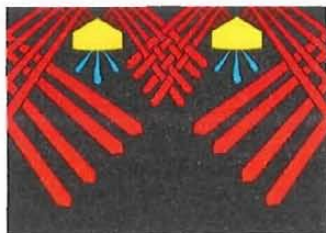
Tony Curtis  
c/o Your Local Bookstore  
c/o Your Local Movie Theater

Guys:

Thanx so much for the super neat stove mittens and fondue set. The King and I (no pun intended—har, har, har) are super sorry you guys couldn't come to the wedding—it was unreal!! Wow!!! I'm having a ball learning Islam and being a queen. I really get the "royal treatment" (just kidding!). They call me Queen Nur (don't you dare put a *d* at the end, you wackos!). Take care and eat a Big Mac for me!

Love ya!  
Elizabeth Halaby Nur el Hussein  
Amman, Jordan

# Live.



The ultimate. The Bose 901 Series III. Designed to re-create every dimension of live-performance sound for the greatest listening pleasure imaginable. Nine matched, full-range drivers in each enclosure deliver the purest highs, and the most powerful lows. Sound reflected in precisely determined patterns creates a feeling of spaciousness unsurpassed by any other speaker. The Acoustic Matrix™ enclosure allows the Bose 901 to deliver



a bass unduplicated in a conventional enclosure. Exclusive, high-efficiency drivers put out tremendous sound without a lot of expensive power. Listen to the Bose 901. There are no speakers. Just music. As if you were hearing it for the first time. Live. For a comprehensive literature package on the advanced technology behind Bose Direct/Reflecting® speakers, send \$1.00 to Bose, Dept. L, the Mountain, Framingham, MA 01701.

## BOSE®

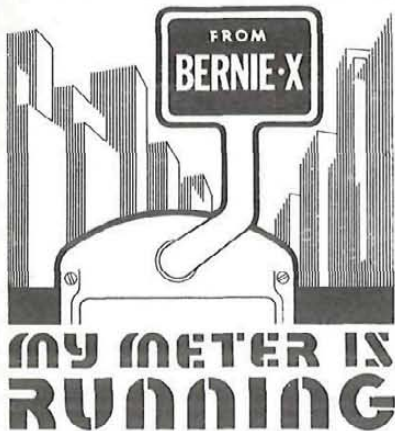
The closest you can get to live music without being there.

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NATIONAL LAMPOON II



# TIPS AND TALES



## Synopsis of Part One of Our Story

Bernie recalls befriending Ernest Hemingway in the spring of 1936. During the course of an evening, Bernie cures a very embarrassing sexual problem of Hemingway's, and the great author is eternally grateful. He promises to invite Bernie to his home in Havana in the near future, and he plans to always use Bernie as his personal driver when he is in New York.

Let me tell you another story about my old friend Ernest Hemingway. It was in the summer of '36. I was having a hard time making ends meet driving my fucking beat-up old cab. My boss was keeping his fleet together with spit and cream cheese. This was the Depression. You don't know about those days, you were too young. People didn't eat as regular as they do now. I was so poor I ate pictures of food off magazines.

One night I get a call just as I'm checking into the garage for the evening. It's Papa, my old pal, Hemingway, calling all the way from Havana, Cuba. He still can't thank me enough for what I did for him—curing him of coming too fast when he fucked. He loves me like a kid brother. He misses me and wants me to come to Havana as his guest. Stay as long as I like and have some good times. Have I ever been to Havana, he asks? Shit, I've never been west of Bridgeport. Havana was made for a cocksman like me, Hemingway says. It's the hottest, sexiest city in the world. Besides, he was springing for the whole trip, the plane ticket and everything. He was making a lot of money in those days, Depression or not. I'll tell you—it didn't take me long to figure out that I was better off in Havana, sipping one of those

drinks out of a pineapple with a bimbo on each arm, than sweating bullets in New York, where I was making nine dollars a week, give or take three. Before I knew it, I had plane tickets, some money wired to me, and all kinds of directions on how to get to his house, which was just outside of the city.

Jesus, it was great to see Papa again—that big son of a bitch. He gave me a hug that almost took my neck off. Had a terrific country house that made you feel nice and comfortable right away, not like one of those fancy society mansions. First thing he did was challenge me to a boxing match. He loved to box me because I did a little pro stint and I gave him a good workout. Actually, I could've laid him out with one shot, but I held back and did a lot of dancing. I didn't want to humiliate the guy.

But while we're shuffling and jabbing, I notice that he's not the same Papa I know. His eyes are wandering. He's not alert. I got to be very careful or I'll accidentally knock him out. I get him in a clinch and I say, "Papa, you look a little tired. I could really roll up some points on you if you don't pay attention." He says, "Marvin, I'm going to die soon." (He used to call me Marvin, which was his way of pronouncing *maven*, the Jewish word for expert.) I laughed. "Papa, are you nuts? You are built like a fucking

tree!" He shakes his head and takes me over to the porch and we have a few beers and talk.

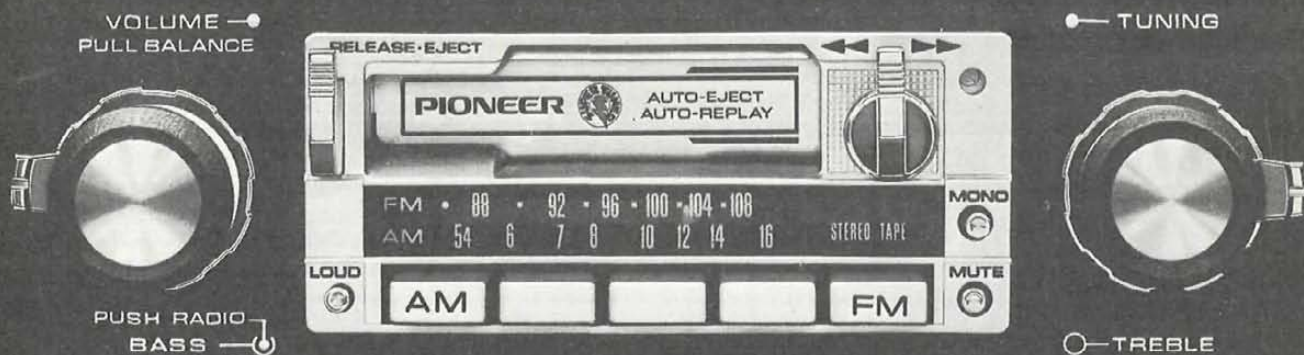
He explains to me about his position in the world as a writer as if he were a boxer explaining his ranking. "I've got the title—heavyweight champ of the literary world," he said. "And all the challengers are trying to take the Big One from me." Then he named all these writers that I never heard of. "Dos Passos... really just a middleweight. Can't beat me in the dialogue. Faulkner... looks like a featherweight but got to watch him. Good thing he's a rummy. So's Scott. Scott is terminal. Gertrude Stein is a joke, but she still wants my title. Marvin, they all want to take it away from me, but they can't because I'm the best. Better than Mr. Dos Passos, better than Mr. Sherwood Anderson, better than Mr. Flaubert and Mr. Balzac and Mr. Turgenyev. Better than Mr. William Shakespeare. They all know that, and they're jealous. They hate me and they want to rub me out. I think it's a plot engineered by Faulkner and Gertrude Stein. They're out to get me right here in Havana."

He didn't look exactly scared, but he didn't look hunky-dory, either. Papa felt he was being hunted, and he would rather be the hunter himself. He claimed that he was being tailed everywhere he went. One day, when he was unprotected, they were going

*continued on page 88*



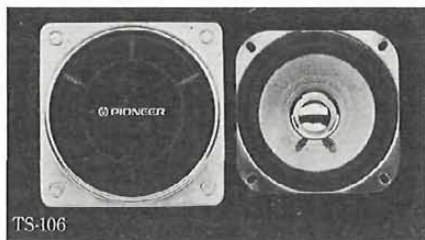




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# Canadian Corner



## Further Excerpts from **The Bombardier Skiddoo Guide** to Canadian Authors

Second in a Series

### Foreword

The Bombardier Skiddoo Guide to Canadian Authors has been compiled by Brian Shein and Ted Mann. Financed by the Bombardier Snowmobile Company, the Guide is intended to assist Canadians and travelers in that country in discriminating amongst the rich variety of Canadian literary offerings.

What follows is a brief selection from the Guide, which rates Canadian authors on a scale of zero to five "skiddoos" and some other stuff.

### Preface

When, some issues ago, we first undertook to publish in this column excerpts from that definitive reference work, The Bombardier Skiddoo Guide to Canadian Literature, little did we anticipate the squall of righteous indignation it would stir up in the teacup of Canuck belles lettres. Herewith, then, further entries from the Guide, which will be published in full in the forthcoming NatLamp book, Slightly Higher in Canada.

Berton, Pierre (1920— ) Because Canada has a small population but a large culture, many citizens are forced to do double duty. Leonard "Red" Kelly, for example, played defense for the Red Wings while a member of Parliament, and Toronto's leading drama critic for many years hosted a game show on the CBC. But nobody wears more hats than powerful Pierre—pundit, novelist, TV panelist, chef, historian, spokesman, theologian, hack, author of childrens' books, host, scriptwriter, endorser par excellence, and real estate speculator. Berton was the first in a century to strike it rich in the Klondike, mining the memories of his uninteresting boyhood there for documentary films,

coffee table books, and numerous guest appearances. Ever the muckraker, he fearlessly published a controversial tome suggesting that some so-called Christians are a bit hypocritical, eh? Suitably impressed, the God-fearing public relations department of the Royal Trust signed Berton up to write a whacking great book about the building of the CPR. Berton obliged, and the National Dream became a best-seller and TV miniseries. Not unlike "Roots," but with fewer Negroes. From the notes he had left over, Pierre then composed his own, nonsubsidized railway opus, *The Last Spike*—which is not, as you might expect, about the death of a junkie.

A celebrity by now, a legend in his own land, Pierre took to interviewing lesser celebrities on his very own talk show, reading pointless questions off four-by-five cards cleverly hidden behind his teacup. His most noted accomplishment of late was a cooking demonstration live and coast to coast, when he julienned two pudgy pinkies in the machine he was flacking.



bisset, bill (1939— ) recently became something of an acquired taste among certain dilettanti (see Atwood, Margaret et al.), who treat his fake

*continued on page 85*

Original Motion Picture Soundtrack

## NATIONAL LAMPOON: ANIMAL HOUSE



Music Score by Elmer Bernstein

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Say you want to really *feel* the drums on a disco record. Just push up the 50 Hz (low bass) slider, and you get just the effect you want — without disturbing the tonal color of voices and other instruments. Want to really bring a vocalist "up front"? Add a little 1 kHz (midrange) boost. And so on. In a few seconds, you can make such a dramatic improvement in the sound of all your records, tapes, and FM broadcasts that you won't want a receiver without this fabulous built-in feature.

**There's logic to our front panel.** Most sophisticated receivers keep you guessing when it comes to operating the controls. Not the Fisher RS2000 series. We've engineered a unique "Panel Logic" system with an illuminated, computer-like display that tells you at a glance what the receiver is set up to do.

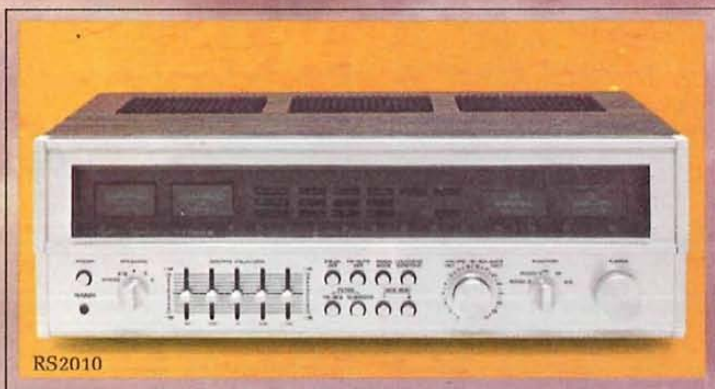
The RS2010, below, has great performance specs like superb 1.7  $\mu$ V (9.8 dBf) FM sensitivity, and plenty of power (100 watts min. RMS per channel, into 8 ohms, 20-20,000 Hz, with no more than 0.09% total harmonic distortion). Other models are available from 45 to 150 watts per channel.

Listen to the Fisher RS2000 series receivers. Once you do, you'll never be satisfied with the sound of a receiver without an equalizer.

Available at selected audio dealers or the audio department of your favorite department store. For the name of your nearest dealer, call toll-free in the continental U.S.: 1-800-528-6050, ext. 871 (in Arizona, 1-955-9710, ext. 871). For a copy of the new Fisher guide to high fidelity, send your name and address and \$2 to: Fisher Corporation, 21314 Lassen St., Chatsworth, CA 91311.

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# 'Why I choose to smoke'

"Why kid anyone? I smoke because I enjoy it. I'm the kind of guy who gets pleasure out of a cigarette. But I'm not deaf to what's being said about tar.

"So I searched out a cigarette that would give me taste with low tar. And two years ago I found it in Vantage. Vantage has all the taste I enjoy yet, surprisingly, much less tar than my old brand.

"Why did I choose Vantage? Because I like it."

*Michael D. Epperson*

Michael Epperson  
Miami, Florida



Regular, Menthol, and Vantage 100's

Warning: The Surgeon General Has Determined That Cigarette Smoking Is Dangerous to Your Health.

FILTER: 11 mg. "tar", 0.7 mg. nicotine, MENTHOL: 11 mg. "tar", 0.8 mg. nicotine, av. per cigarette, FTC Report AUG. '77; FILTER 100's: 11 mg. "tar", 0.9 mg. nicotine av. per cigarette by FTC method.



# NEWS ON THE MARCH

Another Coup for NBC

## SILVERMAN SIGNS ROYAL QUARTET



BUT I THOUGHT YOU LIKED YOUR SOCKS LAID OUT FLAT....

NO, NO, DAMN IT, IN A BALL....

BUT DARLING, WHAT ABOUT HIS COULD POSSIBLY BE CONSIDERED EMBARRASSING?

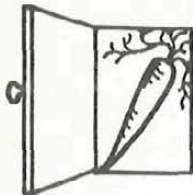


BESIDES OUR MARRIAGE YOU MEAN?

Fred Silverman, president of NBC television, has announced that he has signed Princess Caroline of Monaco and her husband, Philippe Junot, and King Hussein and his wife Nur (Lisa Halaby) al Hussein as contestants in the inaugural installment of "Celebrity Battle of the Newlyweds," to premiere in the fall. The two couples will compete with each other for living room suites, microwave ovens, and thousands of dollars worth of other prizes, by seeing which couple can outdo the other in revealing embarrassing details about their respective spouses.



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and find out:

Circle yes or no

- YES NO 1. Are you looking for greener pastures?
- YES NO 2. Do you brake for animals?
- YES NO 3. Are you lusting after your neighbors fresh vegetable garden?
- YES NO 4. Have you discovered that preservatives won't preserve you?
- YES NO 5. Has your subscription to Meat Eaters Digest expired (and you haven't renewed it)?
- YES NO 6. Do you find that you have cravings for fresh fruits and vegetables rather than junk foods?
- YES NO 7. Do you find yourself clucking at the price of meat when you shop in a supermarket?
- YES NO 8. Do the recent reports of chemicals, pesticides, and growth stimulants fed to livestock make you cringe?

How to score:

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## New Mideast Plan

### Vance Seeks to Reduce Tensions



Secretary of State Cyrus Vance has revealed a four-part plan that he hopes will "help reduce tension in the Mideast." Announcement of the plan was made simultaneously in Washington, Cairo, and Jerusalem.

Part one calls for the parliamentary bodies of both Israel and Egypt to take part in a three-day program of calisthenics, jogging, and deep-breathing exercises.

Part two entails the appearance of Pres-

ident Sadat and Prime Minister Begin on a televised yoga instruction program to be broadcast to all Mideast countries.

Part three requires all participants in peace talks to count, in their native language, to ten before expressing hostility.

Part four remains under wraps as of this week. State department officials will not comment on the fourth part, deeming it classified, but admit that it "has something to do with eating a lot of brown rice."

## "A Great Success"

### Nazi Rally in Skokie



Members of the American Nazi Party finally held their much-discussed rally in Skokie, Illinois, and the turnout was larger than anyone expected.

Originally predicting a turnout of between five hundred and a thousand members and sympathizers, the rally was attended by more than ten thousand American Nazis—all, amazingly, garbed identically in uniforms complete with jackboots.

Goose-stepping and chanting the "Horst Wessel Song," the marchers moved through the center of Skokie until they reached the parking lot of a shopping center, where they posed for photographers. The keynote address, "Today Skokie, Tomorrow Evanston," was delivered by the party's chairman to a cheering throng that, for some reason, waved at the speaker with an odd, stiff-armed salute.



## Governor Brown Called "Inconsistent" on Proposition 13

Opponents of Governor Jerry Brown of California have accused him of "hypocrisy, deceitfulness, and inconsistency" in claiming credit for the passage of Proposition 13, the tax reform bill he vigorously opposed. The governor answered the criticism this week by saying, "It's not inconsistent at all. I've been claiming credit for other people's achievements all along!"

The governor ordered his press office in Sacramento to compile a list to back up this claim. The list, released yesterday, shows that in 1976 Brown did repeatedly mention having played a "key role" in the design of the Hovercraft, and also claimed to have written the hit movie *Chinatown*. The following year, he cited the progress made in negotiations with Laotian guerrillas as proof that his "message" had "got through" to the people of California. In early 1978, according to the release, he told a National Mayor's Conference meeting that the success of the *Linda Ronstadt's Greatest Hits* album was "concrete evidence that Washington is listening, and listening hard, to what I have been saying about Federal aid."

The governor himself told reporters that he is guided in his actions by a Zen koan which he loosely paraphrased for the press. "Everyone in the monastery will arise at 5 A.M.," announces the abbot. "To hell we will," say the monks, "this isn't the army!" "Exactly as I said," replies the abbot, enlightened. "You will arise at 10:30, the correct hour for such obedient monks."

## New York City Applies for Massive Car Loan

Following the refusal of the Federal government to grant New York a temporary supermarket check cashing card, Mayor Koch has announced plans to apply to the World Bank for a massive car loan. The loan application, presented to World Bank officials last week, includes a detailed description of a car with a quarter-mile wheel base and windshield wipers the size of telephone poles.

Though the mayor expressed "my sincere desire at this time to purchase the automobile described in the application," he did remind reporters of a law granting loan recipients the right to use borrowed money for "other than its stated purpose" under certain conditions. The mayor was presumably referring to New York City's long-term debts, which he has been trying to pay off since taking office. "It's just scandalous that our greatest city is in such terrible financial shape," said Koch. "Besides, I'm the mayor, and all my hair's falling out and I'm not even married yet and it's all so embarrassing I could die."

## Solzhenitsyn Tongue-lashes Country

Speaking before an audience of students, faculty, and guests at Harvard University's commencement ceremonies, exiled Soviet author Aleksandr Solzhenitsyn said that he was "very disappointed with this country that I am feeling is suffering from a grave spiritual decline, a shortage of good-looking cowboy guys willing to die in a terrific gunfight maybe, and not enough different kinds party chips."

The author of world-famous works based on firsthand experience as an imprisoned and exiled dissident in the USSR, Solzhenitsyn chastised the American public for accepting "mass living habits" fostered by television. "The programs on TV do not educate, they do not elevate, and where I am living in Vermont they do not come in too clearly at all!"

The bearded émigré went on to decry the general superficiality of life in the West, the absence of gymnastic scores on the national news reports, the lack of human concerns in society, and the demise of "that show where citizens is being given ten minute to acquire all the consumer goods they are able to grasp in their hands being called 'Supermarket Sweep,' which I am hearing about in home but now is nowhere found on television."

Closing his address on a note of warning, the Nobel laureate asked why the appearance of happiness is maintained during a period when the "forces of evil are alive in the land." Contrasting life in the U.S. with his former existence as a labor camp inmate, Solzhenitsyn said, "At least we are not pretending everything is hunky-dunky all the time. We maybe dig in the snow with our fingers or just stand around and cry. Also in West candy bars is look big but just wrapper is big really. I'm very disappointed with West and also plenty bum out."

## Post Office Denies Plan to Hike Postal Rates

According to a Post Office memorandum leaked to reporters this week, the Post Office will soon submit to Congress a plan calling for the raising of the basic postal rate from fifteen cents to ten dollars. The proposed plan would make stamps available in only one form—a book of three stamps costing fifty dollars. As all other postal rates would be affected by this increase, experts are agreed that the proposal would put the mails out of the reach of most Americans.

A spokesman for the postmaster general's office emphatically denied the existence of such a "ridiculous" plan, and announced the formation of a special committee to locate the source of the leak.

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## After Ninety-three Proud Years Addison K. Darling Dies

Addison K. Darling, the last American who wouldn't take charity, died recently at the age of ninety-three. Darling had been suffering from respiratory ailments for the past six years, and passed away in his sleep. His two sons, their families, and a close friend were present.

Darling gained national prominence as the only living American who refused to take charity from anyone. "He was too proud," said his eldest son, Robert, a dentist now living in Rochester, N.Y. "He'd always say, 'I don't take charity from nobody.' I guess he had his reasons."

"He was a good man," said his other son, Phillip, a contractor residing in Albany, N.Y. "Of course, now that he's gone, America is totally populated by people who will take charity—and by that I include handouts, freebies, gratuities, bonuses, gifts, and so on. Everybody will take anything. I know I will!"

## New Hope for U.S.-Soviet Relations Resume Salt-Free Talks



BUT BE SURE YOU WASH AND DRAIN IT CAREFULLY, BECAUSE RAW SPINACH CAN BE VERY SANDY. THEN YOU SLICE THE MUSHROOMS AND THE HARD-BOILED EGG...

Efforts toward tension-reduction in the Mideast are seen by many experts as having a direct link to the Carter administration's apparent renewed commitment to the Salt-Free talks currently stalled between the Soviet Union and the U.S.

One observer noted: "The Americans and the Soviets are closer than ever before on an agreement concerning the use of margarine, skim milk, and bean sprouts. Brzezinski is going to Moscow next month for conferences on roughage and polyunsaturated oils. Everyone is encouraged."

Bilateral commissions are expected to be formed shortly for the purpose of discussing salt substitutes, sea salt, and the relative merits of iodine and iodine-free salts. Both American and Russian experts predict some sort of Salt-Free white paper, issued jointly, within the year, but each side maintains that the other is not getting enough fiber in its diet.

## "Mad Hatter" Strikes Again Brezhnev Behaving Strangely



MR. JOE BANGLES...  
MR. JOE BANGLES...

Soviet leader Leonid Brezhnev has been behaving in an "irrational" manner, according to the international political journal *Foreign Affairs*.

The article, by Princeton political science professor David Lowe, reports that during a recent visit to West Germany by Brezhnev, the Russian president "evinced strange and sometimes irrational behavior that remains unexplained."

The article included a number of pho-

tographs, two of which are reproduced here. One shows Brezhnev immediately after stealing Chancellor Helmut Schmidt's hat. Brezhnev, says Lowe, "is called 'the Mad Hatter' in Moscow." The other picture is of Brezhnev attempting to lead a group of women in the singing of "Mr. Bojangles," an American song. "Presumably he heard it when the Nitty Gritty Dirt Band toured Russia," Lowe notes.

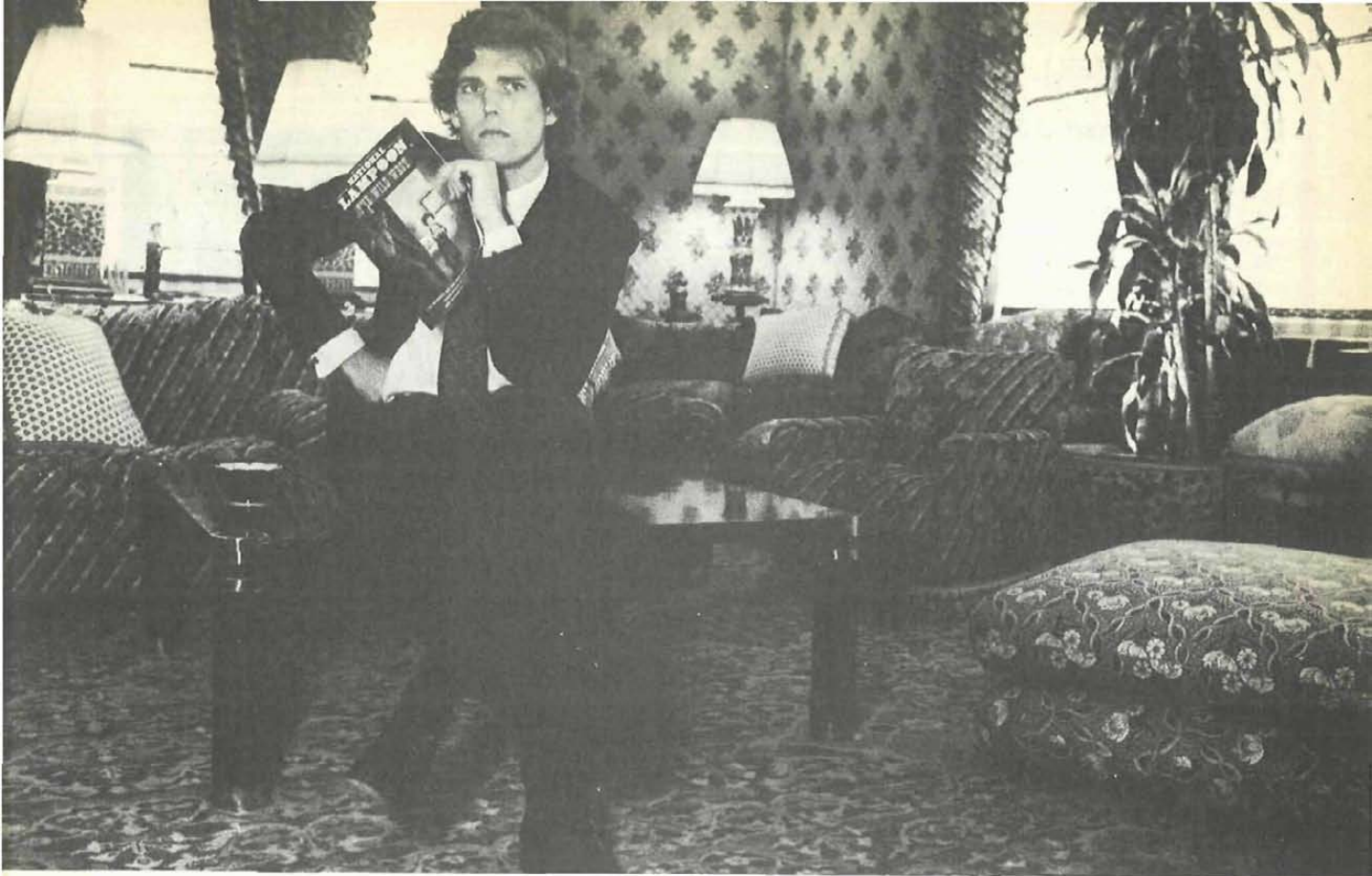
## Snepp Case May Lead to Stricter Secrecy Oaths for CIA and FBI



AH, COME ON... PLEASE TELL ME THE SECRETS... I SAID 'SWEAR TO GOD' AND EVERYTHING... I PROMISE I WON'T TELL....

LOOK YOU HAVE TO SAY IT. NOW, AFTER ME: CROSS MY HEART AND HOPE TO DIE, STICK A NEEDLE IN MY EYE...





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## An Angry House Acts Cut in Korean Food Aid

In anger at the refusal of the Korean government to allow former Ambassador Kim Dong Jo to tell investigators about influence-buying in Washington, the House of Representatives has voted to halt \$56 million in food aid to Korea. However, military aid, which amounts to some \$275 million annually, will remain unaffected.

House spokespersons were quick to explain the logic behind the move. "The people themselves must suffer," one told reporters. "Only then will Korean government officials be persuaded to relent. If we withdrew military aid, the dictatorship regime we installed would be threatened, and that would be simply going too far.

"However, by taking food out of the mouths of innocent civilians, our hope is that President Park will feel so guilty and lousy about it that he'll let Kim come testify. It's a bread-and-butter issue of guns and butter, and Park knows which side his bread is buttered on."

## Compacts Called "Unsafe" Trouble on the Horizon for Chrysler

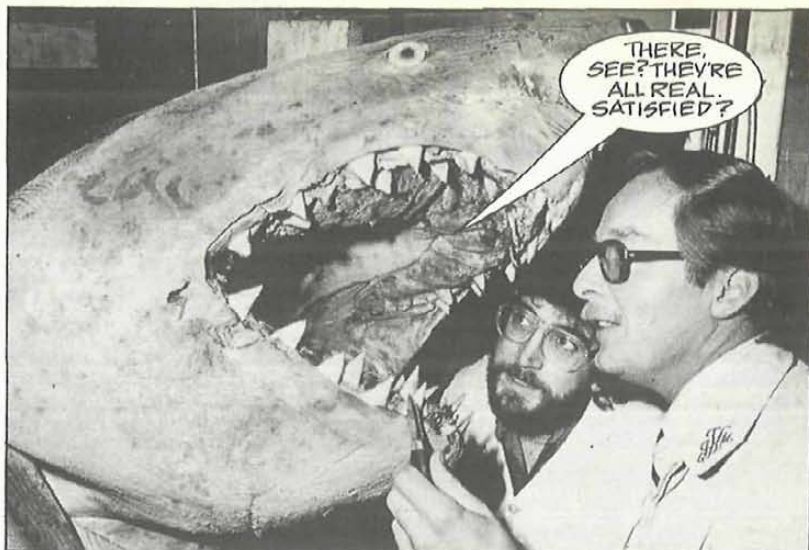
For the first time in ten years, *Consumer Report*, the magazine of the highly-respected Consumer Ratings Institute, has declared an American-made car unsafe. The rating, applied to the Chrysler Motor Company's Dodge Omni and Plymouth Horizon, follows a series of road tests described by the magazine as "actual driving condition tests designed to approximate realistic automobile usage."

The article cited two "problem areas" encountered during testing. First among them was handling. "When we twitched the wheel smartly at fifty-five miles an hour, and then let go with both hands and removed our clothing, we experienced substantial loss of inherent control," reported the test drivers.

The second "unacceptable feature" was the cigarette lighter, or more specifically the lighter's placement in the center of the dashboard. According to the article, "We found that even a nine- or ten-year-old child sitting in the front passenger seat could easily gain access to the lighter. When our test child attempted to operate the lighter, he not only succeeded easily but was able to reach over and apply the red-hot instrument to the driver's leg, face, and hands, thus inducing dangerous instability."

A spokesman for the manufacturer called the charges ungrounded in reality. "Firstly, they must have towed those cars to get them over fifty miles an hour," the spokesman said. "And secondly, I'd like to see the adult, let alone the child, who could get that cigarette lighter to work."

## Wants "to Set the Record Straight" Shark Denies Movie Tie-in



The great white shark recently encountered off Montauk, New York, has denied that he had anything to do with promoting the movie *Jaws II*.

"No, no, no," the shark told reporters at a news conference. "I am not a machine, I am not a staff shark with Universal, I am not a public relations consultant. I have nothing to do with the silly movie. I'm just an ordinary great

white trying to make a living attacking a few boats, that's all."

The shark, who refused to give his name, said he had not seen either *Jaws* or its sequel. "Don't be silly, how can I see a movie? I'm a shark, stupid." When asked whether he felt in some way flattered by being taken for a "movie star," the shark replied, "Well, a little. Who wouldn't be?"

## New Holiday Proposed Carter Promotes Switch-Around Day



President Carter has proposed the institution of a new national holiday that, he says, "should make it easier for all of us to understand one another better."

The day is to be called "Switch-Around Day," and is modeled after similar commemorations often held in high schools in which students take the roles of teachers and administrators and actually run the school. Under Carter's plan, members of each family would interchange roles: children would perform whatever jobs their parents do, and vice-

versa.

One member of the first family particularly keen on the idea is daughter Amy, shown here trying out her father's desk preparatory to assuming the role of chief executive. "I have a thing or two to tell the Fed (Federal Reserve Board) about the money supply," she chirped. "And I can't wait to look into the matter of cost overruns on the Trident submarine."

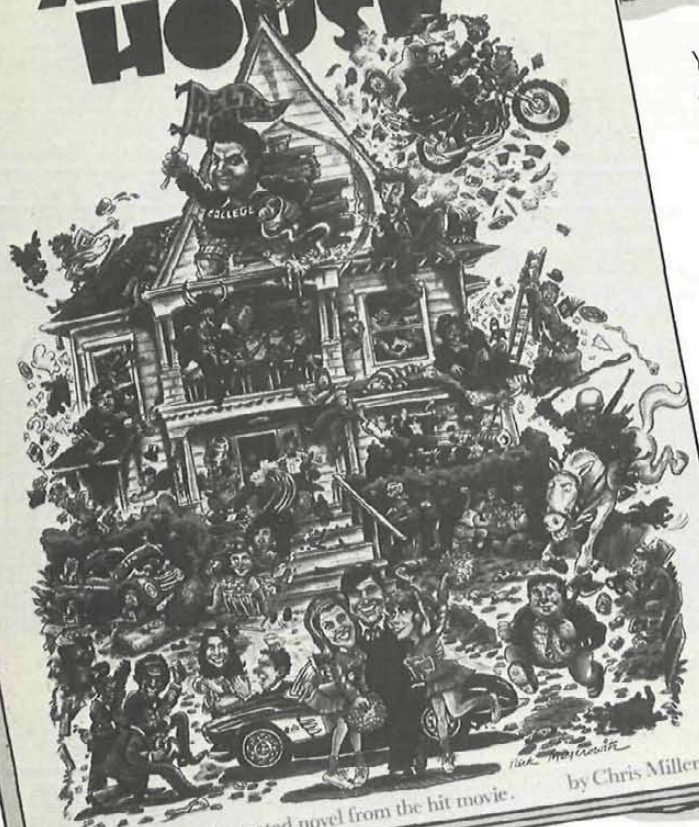
Congressional approval is required for legalization of the holiday.



10072-4

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# NATIONAL LAMPOON'S ANIMAL HOUSE



The full-color, illustrated novel from the hit movie.

## CRIB SHEETS.

You will, of course, be tested at midterms on *National Lampoon's Animal House*, the smash campus comedy from Universal Pictures produced by *NatLamp* biggie Matty Simmons and Ivan Reitman, directed by John Landis, and starring performers you'd pay to see (in fact, you'll have to): John Belushi, Tim Matheson, John Vernon, Verna Bloom, Thomas Hulce, and Donald Sutherland as "Jennings." The film is required viewing for all students, undergraduate and graduate.

Here are some sample exam questions:

• **Bluto (John Belushi)** lives by the slogan, "Don't \_\_\_\_\_ with eagles unless you know how to \_\_\_\_\_."

• **Jennings (Donald Sutherland)** assures **Pinto (Thomas Hulce)** that the universe is \_\_\_\_\_.

• **Otter (Tim Matheson)** undresses a total of \_\_\_\_\_ women during the fall semester.

### Now keep this quiet:

The National Lampoon's Animal House Movie Book is an indispensable study aid for midterms. Chris Miller's novelization of the screenplay he wrote with Doug Kenney and Harold Ramis includes deep background the movie couldn't contain—plus:

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New York, N.Y. 10022

NL 978

Yes please send me \_\_\_\_\_ copy(s) of *National Lampoon's Animal House Book*.

I enclose \$2.95 for each copy. Please add 60¢ for postage and handling in the U.S., \$1.00 for shipments to Canada, and \$2.00 for shipments anywhere else in the world.

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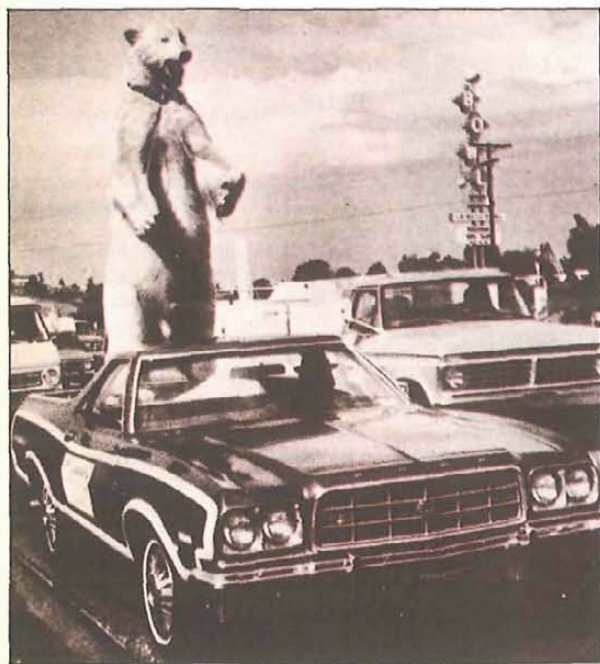




**Waterville, Maine** Orville Sprout, Jr., a part-time taxidermist, is starting a new venture called the "Museum of Famous People's Feet." He has obtained permission to photograph the feet of deceased celebrities and reproduce them in their favorite shoes, bigger than life size. Mr. Sprout is shown with three of his favorite feet (left to right): General John "Black Jack" Pershing, Clark Gable, and Jackie Robinson.



**Calcutta, India** The government of India announced the production of its first native-made automobile, the 1978 Shiva Mark I. Designer Krishna Varnishke said that the car was "inspired by the Taj Mahal and the fabulous jewels of our most esteemed and wonderful maharajas." The exterior decorations are not genuine precious jewels and gems, but uncanny replicas made of bright glass and plastic.



**Seattle, Washington** "Cuddles" is a polar bear who is learning how to drive a car. He is being trained for a new animal act called "Zeke Simpson's Good News Bears," a troupe of tame bears who drive oversized pickup trucks in a demolition derby. "Cuddles" will drive for the white team, the polar bears—in a derby against the "blacks," the Kodiak grizzlies.



**Las Vegas, Nevada** Sammy Davis, Jr., is about to administer a knockout blow to former champion Muhammad Ali in the first David-Goliath Jew-Moslem boxing tournament. In this new tournament, representatives of the two faiths square off against each other. Each bout features two mismatched boxers in height and weight (the "David" and "Goliath"). Muhammad later claimed that Davis had a concealed slingshot in his glove and blinded him before knocking him out.



GENERAL STORE

19 mg. "tar", 1.3 mg. nicotine av. per cigarette. FTC Report MAY '78.

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The man. The cigarette. They speak for themselves.

Ordinary cigarettes just don't have what Camel Filters has.

Its blend of Turkish and Domestic tobaccos gives him what he smokes for.

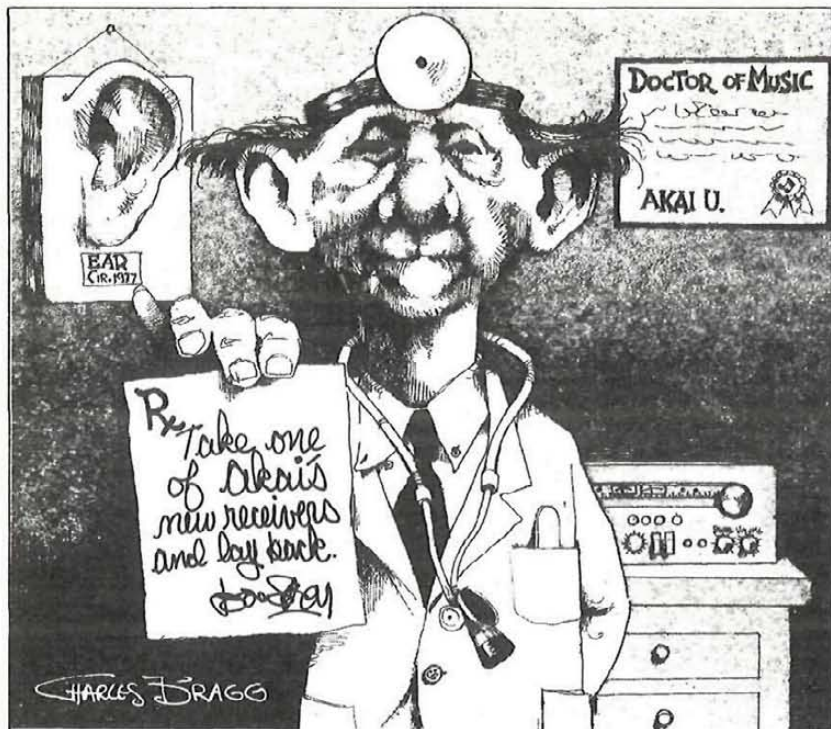
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Warning: The Surgeon General Has Determined That Cigarette Smoking Is Dangerous to Your Health.





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AA-1135	35	8	20-20,000 Hz	no more than 0.2%
AA-1150	50	8	20-20,000 Hz	no more than 0.1%
AA-1175	75	8	20-20,000 Hz	no more than 0.08%
AA-1200	120	8	20-20,000 Hz	no more than 0.06%

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ART COLLECTORS:

For an 18" x 24" reproduction of this Charles Bragg etching suitable for framing, send \$2 to AKAI, Dept. NL, P.O. Box 6010, Compton, CA 90224. ATTN: Doctor.

## EDITORIAL

continued from page 6

Now the salesman's eyes showed a glint of fear.

"Eh, perhaps the gentleman finds the...ambience of Andre Oliver's...beyond his...ability to comprehend. May I suggest a Macy's, or perhaps the bargain basement of..."

"Don't play games with me, you little queer!" Willis yelled, grabbing the salesman by his curiously narrow lapels. He didn't notice the salesman's gesture, or the sudden appearance of two heavysset men behind him. And he didn't see the blunt instrument as it swung in an arc onto his head. All he felt was a dull thud, and then everything went black and syrupy....

\* \* \*

"Allow me to congratulate you on your perception, dear Willis, fatal though it will prove to be."

Willis blinked his eyes and shook his head. He had no idea how long he'd been out, and when he looked around, he wasn't sure if he was conscious or in the midst of a delusion.

He was in the middle of an enormous, softly lit room. The only furniture was a series of plush, gray flannel-covered ultrasuede chairs and ottomans. All around the walls were video display terminals and massive computer banks with numbers, dates and cities' names flashing on and off.

"Yes, Mr. Willis," the voice was saying. Willis looked around; the voice seemed to be coming from the largest of the video screens. "This is the Center. This is where They begin!"

"You—you mean—" Willis began.

"That's right," the voice said. "This is Trend Control. It was no paranoid delusion or adolescent fantasy. You knew the truth all along—and you didn't even know it."

Now Willis took a closer look around the room. On a video display terminal marked "Trendex '77" was displayed, *Flip collar unstructured look—Terminate January, 1979.*

"You see, Willis?" the voice said. "This coming Christmas, every pathetic hetero arriviste will plunge himself into debt to look rumpled, unstructured, au courant. Precisely eighteen days later, we introduce—"

A new VDT lit up. *January, 1979—the sculpted look.*

"Understand, Willis?" the voice asked. "Christmas money spent—bills piling up—and on January 18 at—uh—11:15 A.M., the first sculpted look will boulevard down Fifth Avenue. Ah,

continued on page 87



# If You've Got It, Flaunt It!



If you're lucky enough to have a lean, trim, hard body, make the most of it.  
Get into Angels Flight™ pants and turn the ladies on.  
Angels Flight is the original — the dressy gabardine pant that started the disco look.  
The fit is so snug and provocative it's downright sinful.  
You'll even feel sexier wearing them.  
Add a matching vest and blazer and you'll have to fight the girls off.

**Angels Flight**  
Anyway you look at it,  
it's a winner!





# THE CASSETTE DECK THAT PLAYS REQUESTS.

Any cassette deck can play music. But only a cassette deck with The Sharp Eye™ can play requests.

Sharp's new RT-1157 cassette deck finds and plays the music you want to hear. And skips the selections you can live without.

With it you can repeat your "Gotta hear that one again" favorites, just by pressing the Sharp Eye button.

You can even change your mind in the middle of a selection



and request it to find the start of the next.

The Sharp Eye is an electronic search system that automatically senses the short blank spaces between songs on a tape and finds the start of any selection. For repeating songs it works the same way, but in reverse.

The Sharp Eye is an exclusive feature on Sharp tape decks, music systems and radio/cassette portables.

But the Sharp Eye isn't the only reason you'll want the RT-1157.

You'll want it for its spectacular sound. And its very respectable specs: wow and flutter, 0.09% WRMS. S/N ratio, 62dB with Dolby.\* And a frequency response of 40-14,000 Hz ( $\pm 3$ dB) for FeCr.



Take your requests down to your Sharp® dealer. He'll show you how the RT-1157 plays them.

Sharp Electronics Corp.  
10 Keystone Place  
Paramus, N.J. 07652



**THE SHARP EYE IS QUICKER THAN THE HAND.**



\*Dolby is a registered trademark of Dolby Laboratories.



NATIONAL  
**LAMPOON**  
Style Issue





# IF HETEROSEXUAL MEN RAN THE



**C**outurier Gus Hupski talks about his new "Mrs. Missus" fall line: "I don't design just for the young girls. No, my styles are suitable for the mature woman with ample proportions, a full figure, and a great big mouth. My wife, for instance. Or her mother. And another thing about my clothes—they're real cheap for husbands to buy."

**F**rom the Hupski "Mrs. Missus" collection for fall. *Middle*, cool, comfortable tent and apron combo is cut for ease of movement, especially in the kitchen. *Right*, "The Sack," style that made Hupski House a fashion byword, is back this fall with a subtle new variation—dozens of sewn-in sash weights to make it perfect for that midnight dip. *Left*, new this season, the "Mini-Sack"—it's ideal for evening wear.



**M**y clothes are for the working woman," says premier black ready-to-wear designer Philly Slim. "They combine good looks with easy care, and these designs just come right out and say this is a can-do woman—fast, efficient, and on the go."

**T**he Philly Slim fall line includes several stunning treatments of the traditional hot pants and Roman sandals evening wear ensemble, *left*, plus a bold new variation on his trademark "curb service" theme, *right*.



# WOMEN'S FASHION INDUSTRY

by P.J. O'Rourke



**M**ore of the smart, efficient look from the skilled hand of Ted Place, whose "Ted's Place" collection is strong on practical clothes for everyday wear. "My styles are especially well-suited to the career woman, whether her career is cheerleading, cocktail waitressing, or being a nurse," says Ted



**T**hree of Ted Place's sensuous "Ted's Place" creations—part of his new fall line, which he calls the "Cheerleading Nurse with a Drink" look. "These designs are traditional and feminine," says Place, "and yet they were conceived with today's modern woman in mind, because they're all crotchless."



**F**or my fall theme, I've picked simplicity. Simplicity, simplicity, simplicity—that's the whole message of my new line," says Mark Leverstein, seventeen, the newest *enfant terrible* of the fashion world.

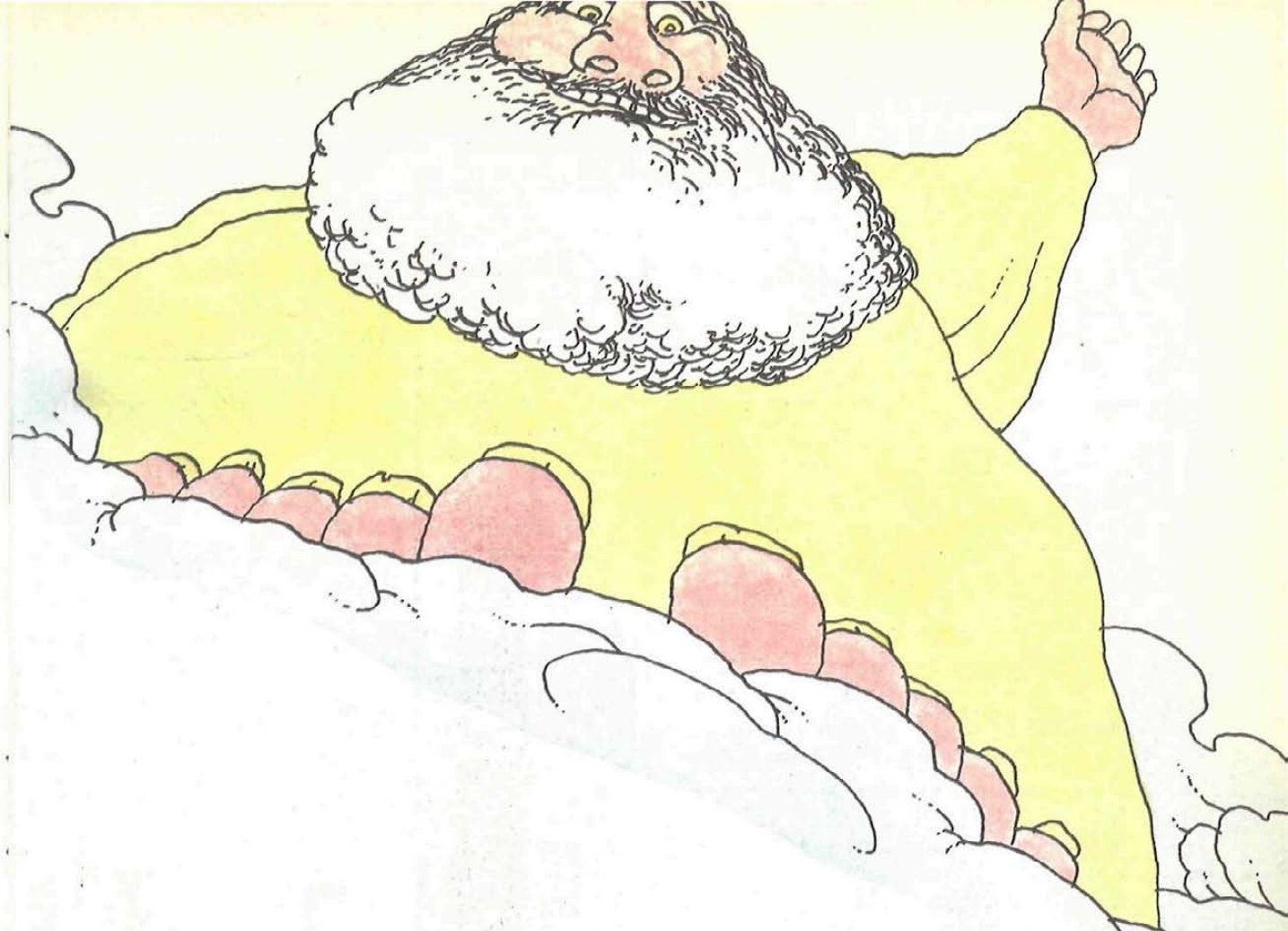


**L**everstein's smashing new and novel designs are perfect for entertaining and for today's casual lifestyle in general. "And for those chilly fall evenings," says Mark, "they can wear a car."









# In His Image

by  
Gahan Wilson

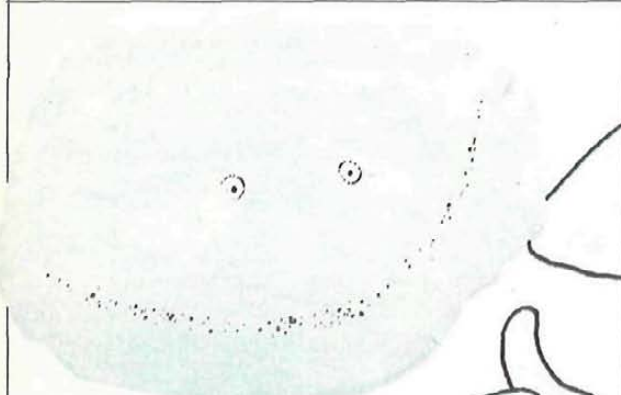
**I** Hi, there—I'm Almighty God, your Creator and Lord of the Universe. Since the National Lampoon readership is mostly Judeo-Christian, I thought I'd start out our little chat looking like This so as not to alarm you.



2. Oh, yes, and to reassure those of you who have recently converted to one of the Eastern religions, please understand that I look like This, too, of course.

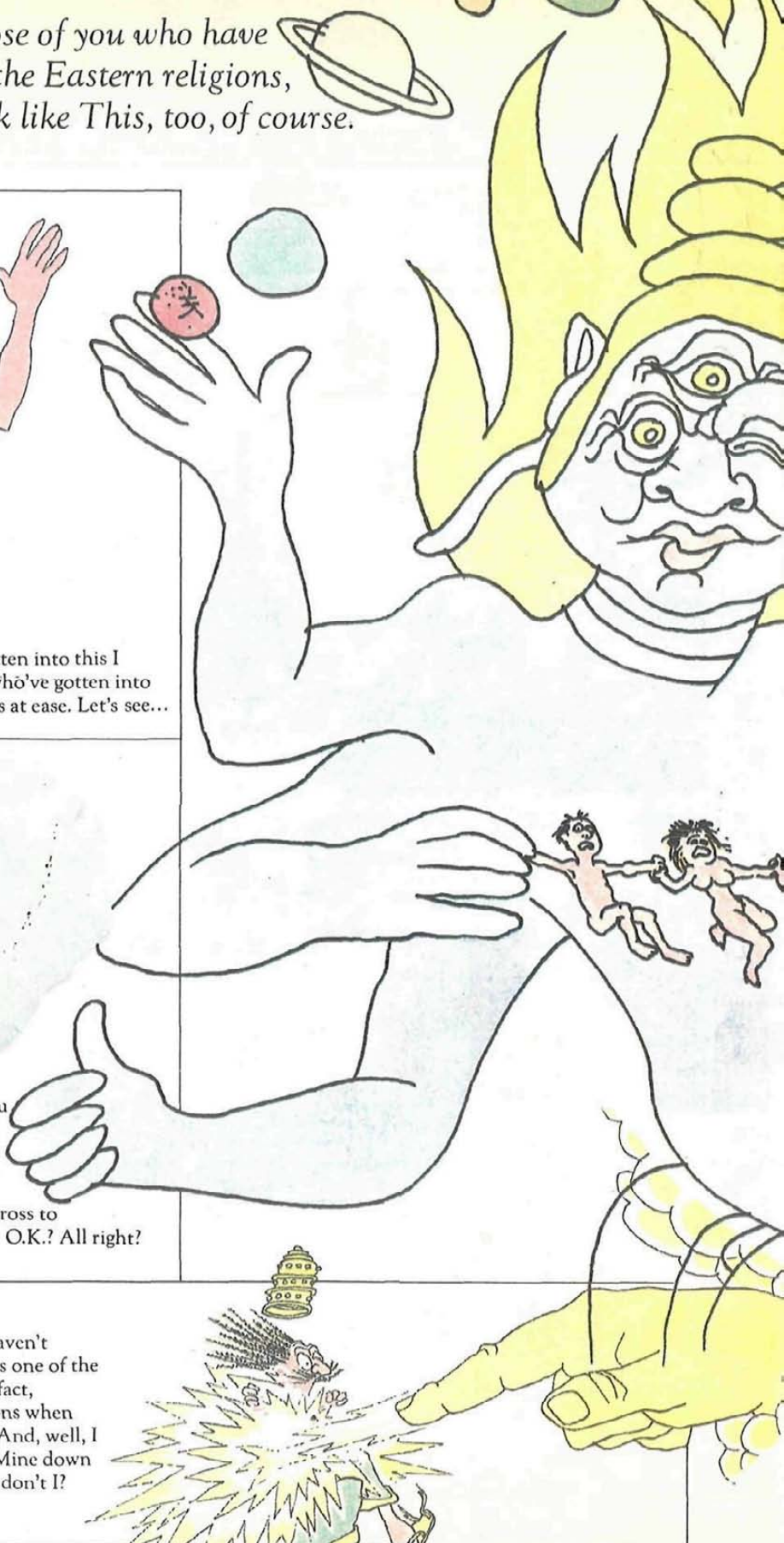


3. And, I suppose, as long as I've gotten into this I really ought to put those of you who've gotten into Wicca and those other pagan cults at ease. Let's see...



4. Also, I mustn't forget those of you who think of Me as a sort of Vast Cosmic Blob. I think that covers most of the visualizations a group like yourself would be prone to. Basically what I'm trying to get across to you is that I'm being friendly here. O.K.? All right?

5. Now, I'll be the first to admit I haven't always been friendly. I guess that's one of the hang-ups between us. Matter of fact, there've been quite a few occasions when I've been downright unfriendly. And, well, I do tend to carry those curses of Mine down unto the umpteenth generation, don't I?

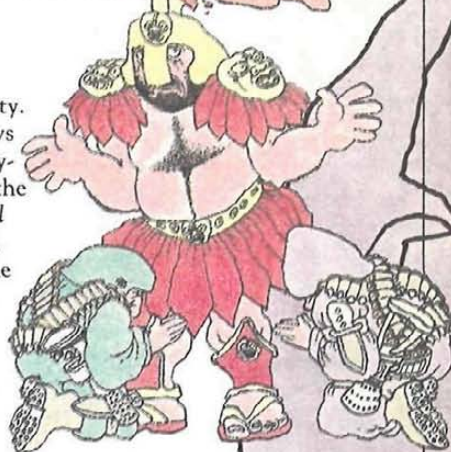




6. And, heh-heh, those blood sacrifices *did* get a little out of hand, especially down South America way, but I've dropped all that, believe Me.



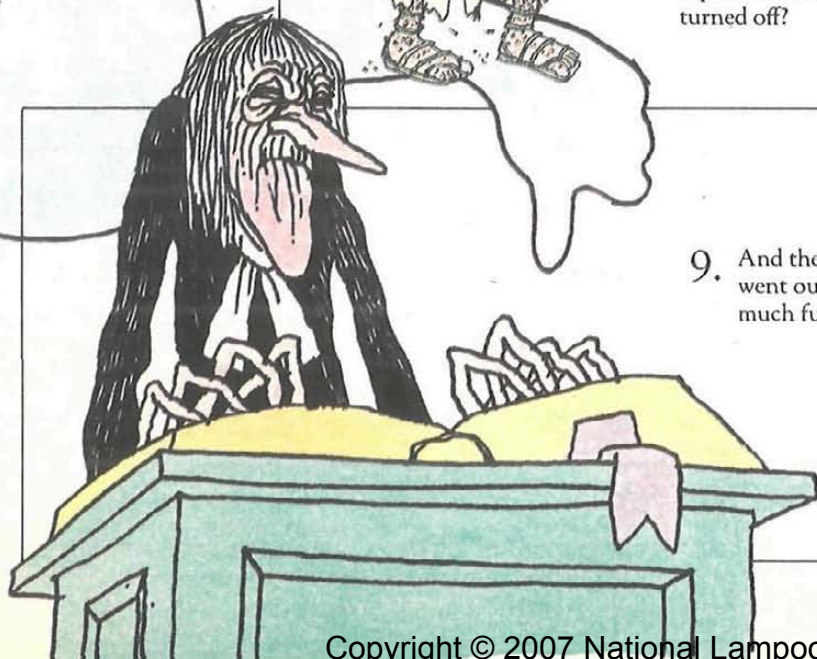
7. Another thing I've gotten out of is exclusivity. Take My word for it. No more deals with Jews or Muslims. Look what it got Me! And is anybody ever grateful? Also, if there are any of the military out there (I understand the *National Lampoon's* fairly popular with enlisted men), get one thing absolutely straight—I don't take sides.



YOU ARE ALL  
EVIL  
AND GOD WILL  
KILL YOU!

8. Something else that's complicated things between you and Me are the sort of people who've been representing Me to you. Some of them have been, let's face it, downright repulsive. I mean, who *wouldn't* be turned off?

9. And there've been plenty who really went out of their way to indicate I'm not much fun.





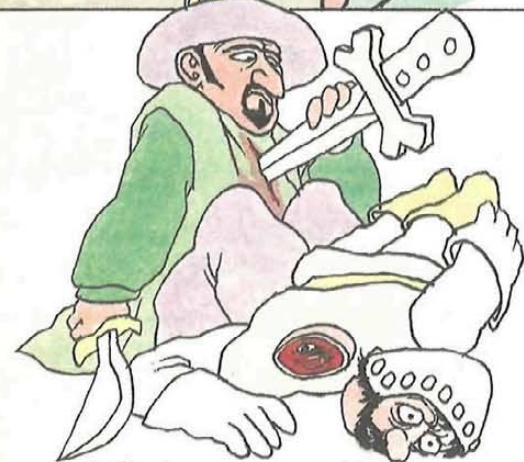
10. Then some, with all the best intentions in the world, of course, let themselves get carried away trying to convince folks about Me. Really, I can see how people got a little jumpy just at the mention of My Name.



12. So what I did, see, was to hire the best "shop" on Madison Avenue, O.K.? And I told them I didn't like the way things were going, and they should sell me and sell me good or else.



13. The first thing they wanted to do was a survey. I want only the best people surveyed, I told them. I want the leaders, the guiders of society. I don't want a bunch of jerks and bums evaluating My new image, I want the top minds the world has to offer. So of course they suggested the readership of the *National Lampoon*.



11. Probably, the most tiresome blunder, though (and don't I wish it weren't still going on!) is the way differing believers in Me insist on killing each other off.

14. All right, so all this has just been a lead-up to the image they've worked out. What do you think of it? Frankly? Don't be afraid. Myself, I think they're nuts, totally out of their gourds. But don't let me influence you. And don't bother writing in or anything like that, because when you like it or not, I'll know, just like I always do, right? And, frankly, if those damned advertising dummies have goofed as badly as I think they have, I'm going to be pretty pissed. As a matter of fact, I think I'll destroy the world again, and serve all you silly little things right. Come on now, make up your minds. Come on, damn it! Sorry. Didn't mean to frighten you. Come on!!!



THE END



# RQ

REGULAR GUY QUARTERLY

**IS NAVY BLUE REALLY THE SAME AS BLACK?**

**DO YOU REALLY NEED TO WEAR A BELT TO JURY DUTY?**

**THE NEW DESIGNER CHUCK STEAKS**

**ON-THE-GO LIVING:**

**PAJAMA TOPS YOU CAN WEAR TO WORK,**

**SOCKS THAT GO WITH ANY SANDALS,**

**SHORT-SLEEVED SUITS, AND TURTLE NECK DICKIES**

**IMAGE & STYLE:**

**RQ TAKES AMERICA'S FAVORITE FIVE COMPANY CARS ON VACATION**

**ON VACATION**



**PLAID TO BE ALIVE** DESIGN YOUR OWN FASHION SYSTEM FOR FALL BY PICKING OUT YOUR CLOTHES YOURSELF FOR A CHANGE





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Presents:

## TIE TALK



**The Club Tie**  
The club tie is an attractive way to say you belong. (Shown in the popular American Automobile Association motif. \$6.99)

**The School Tie**  
A perennial favorite of school graduates. (The best-selling junior college tie is featured. \$4.88)



**The Summer Tie**  
A smart Freon-cooled tie beats the heat and looks sharp! (Shown in the energy-saving ten Btu model in an elegant silk grain textured Alumilon. \$34.44)

**The Winter Tie**  
This thermo-insulated, feather-filled tie is Arctic tested to 150 degrees below zero and looks like a million with any suit. (Shown in the popular Early American Quilt pattern. \$9.99)



### The Disposable Dinner Tie

Nothing protects a shirt like a tie, and no tie protects better than this extra-absorbent dinner tie. Slip it on before you eat and toss it away when you're done. (Shown in the Cloth-Silk Polypaper brocade brocade. \$2.9)



### The Beverly Hills Tie

For that casual, dressed-up look, the Beverly Hills tie is perfect. (Shown in solid goldlike dipped plate on a 12 1/2 metal chain. \$12.99)



### The Personalized Tie

You can dispense with the introductions when you wear this distinctive and theft-proof tie. (Shown worn in the elegant Pontiac Knot. \$6.99)

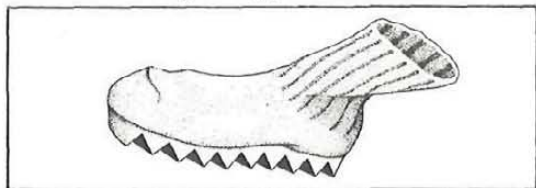


Yves St. Louis has presented this informative discussion of the many varieties of ties in the hopes that you will buy and enjoy many Yves St. Louis ties now and in the future.

Yves St. Louis Fine Around-the-Neck Wear for Regular Guys.  
Springfield—White Plains—Dayton—Battle Creek—  
Colorado Springs—Disney World

## TrAction Hose®

The original ripple- soled sock



For the guy who demands real grip. TrAction Hose's ten tough polymer teeth lock into your shoes and hold them tight, for that comfortable, firm feel a guy gets when he's in total control. Shimmery and sway of loose, unresponsive shoes got you at a disadvantage?

Brace yourself with TrAction Hose.

### Serrated Security in a Sock.

Available in jet black, boot black, midnight black, charcoal black, black, and 70 percent white.

# RQ

Volume 1 - Number 1 - September 1978

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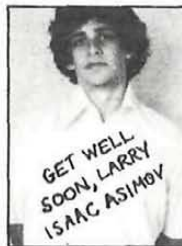


OUR COVER guy, municipal sales tax deputy Frank Bailey is set for relaxation in his "Gathering o' the Clans" patio separates (by Pan-Asian Mercantile, about \$37.95 complete). Refreshment gear—Frank has chosen a thermos (by Thermos, \$3.35). Frank's hairstyle (public domain).

# CONTENTS

## FASHION

- 28 WHEN CLOTHES WRINKLE ON THE BEDROOM CHAIR**  
RQ's \$35 backyard wardrobe shed may be the answer
- 42 SO, NOW YOU'VE GOT AN ADJUSTABLE BASEBALL CAP**  
Ten sure ways to get the fit that's right
- 54 POCKETS**  
How much are they designed to hold?
- 78 ENGINEER SLIPPERS**  
Around-the-house comfort comes to the construction site
- 122 THOSE HOT, NEW PERSONALIZED DRESS SHIRTS**  
Just for you from your favorite guys

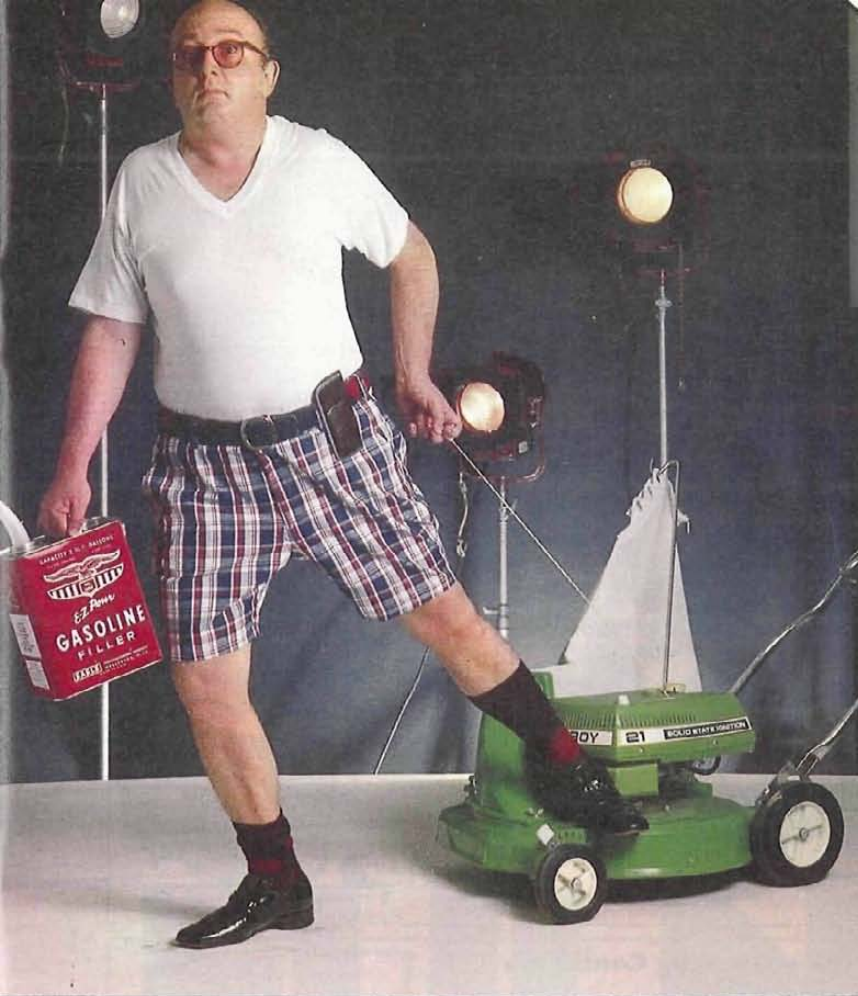


## FEATURES

- 62 INSURANCE CORNER**  
A veteran claims adjuster shows you how to depreciate your shoes
- 96 AT LAST, SUIT POLISH**  
Gives your jackets and slacks the dressy, bright look of success
- 112 HAIR DRYERS—WHO NEEDS 'EM?**  
Start up the car, roll down the window, and dry around the block with RQ hair editor Donald "Don" Burger

RQ—Regular Guy Quarterly is published monthly by the O.K. Communications Group, 695 Madison Avenue, New York, N.Y., 10022, for regular guys. Guys with responsibilities: Guys with families, jobs, houses, cars, and financial obligations of every kind. The sort of guys that really don't have the time to keep up with whatever bullshit some fruitcake in France or New York says goes. Say, a guy has to get up at six or seven in the morning, go to work, come home, eat with the family, put the kids to bed, pay bills, fix this, paint that—you know the routine. Suppose you tell us when in God's name he's going to make the fucking boutique rounds and try on the couple thousand new creations that hit town over the weekend. Lunch hour? Nights? "Sorry, honey, you'll have to clip the hedge tonight, I'm going shopping." Are you kidding? Sure, there's a whole taggot bank teller and department store clerk element that manages to squeeze in forty or fifty hours a week of clothes hunting, but they're compulsive and crazy and fucked up. Ever seen a fag relax? Of course not. Anyone who's that goddamn driven is going to shop their brains out no matter what their schedule is. But this magazine is for regular guys. Presumably, you.

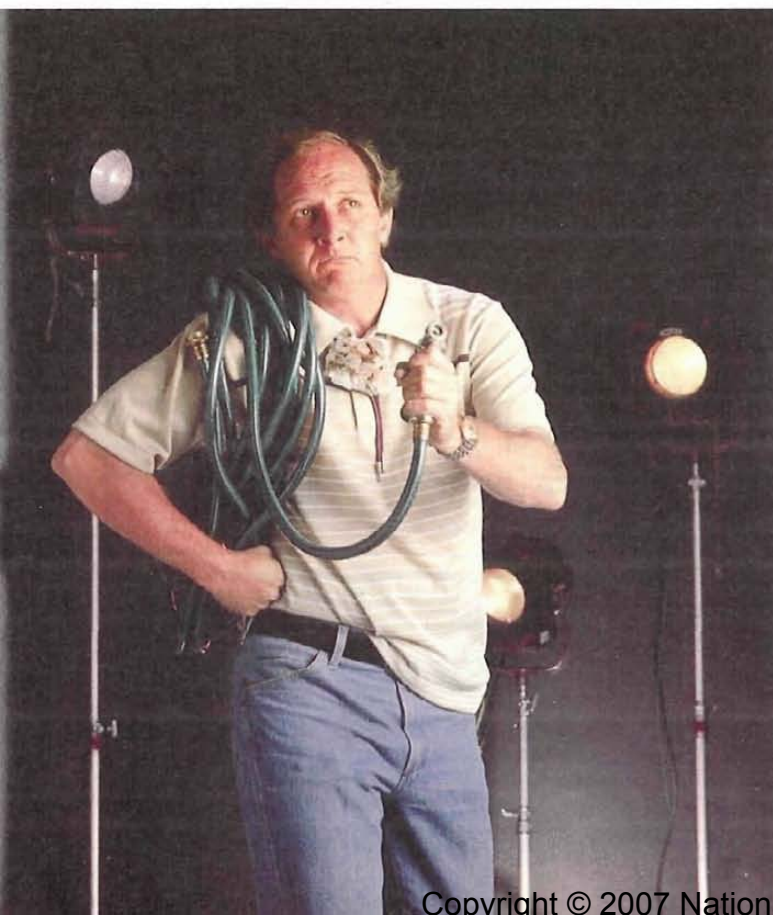




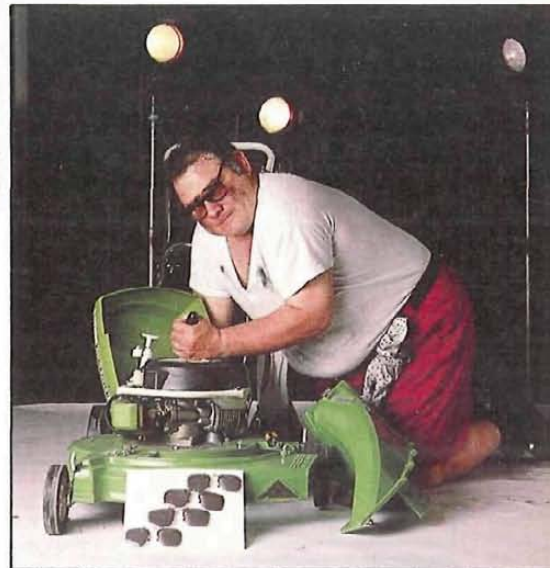
Our mower is a Toro 1 1/2 HP Briggs & Stratton-powered rotary. Gasoline container by Agricco.

**RQ YardStyle**  
**"MY LAWN AND WELCOME TO IT"**

Mr. First-Pull is set to "mow 'em down" in a burst of Madras and white—just the ticket for those big, quarter-acre afternoons when a regular guy's outfit has to look alive for the duration. Forty percent triethanolamine-chloride blend Bermuda walkabouts by Phillips Petroleum, about \$4.15. V-neck "T" by House Brand Mills, about \$1.47. Socks by Western States Blanket, Fabric, & Cloth; glasses case by Gatesh Optical.



Extra-duty hose and matching spray nozzle by Lawn & Garden Technologies, Inc.



Now you see it, now you don't. That tough mid-day sun can make a yard seem like a burning desert if you don't have your "shades" on, but when it comes to the close-up jobs, hey, better let the sun shine in. Rugged clip-ons by Light Captain let you see the light you need when you need to—you're the boss with a flick of your finger. Available in a variety of styles and sizes. Shown here: "Solar Boss," "Monte Clippo," "Jimmy Piersall," and the "Renegade," each about \$1.45.

Any time is watering time when you saturate the scene in natural outdoor neckware by Bolare. Shown here: "Feldspar Confidential," about \$6.13.



# RQ'S LATE-BREAKING/ AND INTERESTING/ FASHION AND GROOMING/ INFORMATION PAGE

## The Endless Belt

Topkad International will soon market an improved version of the reversible belt. It's called the Chameleon Mark II, and it's made up of 11,009 interlocking cloth loops that can be arranged in over 6.5 billion different combinations. Topkad Executive VP Norry Blakeman says, "If you wore a different Mark II pattern every second, you could go for three lifetimes without repeating." The belt will sell for \$8.

## For the Toilet

Three new bathroom products are making big news these days. A lot of practicality is married to a little bit of flair with the advent of Gillette's Deodorant-on-a-Rope, which takes deodorant out of the medicine cabinet and puts it on the wall where you can get at it. Mennen's Antimagnetic Perspirant protects clothing while preventing stinkiness, "fly-away" underwear. And Rival's Hot-D may well be the ultimate bathroom appliance. The Hot-D unit heats most all spray, roll-on, and stick deodorants up to over 100 degrees for a fresh, soothing, morning-time feel. Each is under \$10.



## Time-Effective Grooming

Researchers at the University of Minnesota Time Studies Center suggest doubling work time with grooming time with these time-effective grooming methods: on the phone, clean your car with a ball-point pen or paper clip. During a break in the conversation, switch the phone to the other side and clean your free car. When closing a sale, remove loose particles from your teeth with a business card while your customer reads the contract. Take advantage of waiting time to blow your nose or pull unwanted hair out of it. Time-effective grooming can save you several hours a month—over a week by the end of the year. That means better profits for your company, and a better employee evaluation rating for you.

## Twenty-five Years of Shoe Service



A good pair of shoes should last twenty-five years.

*Years one to five:* For Sunday church, out for dinner, special occasions.

*Years five to ten:* Every day, work, shopping downtown.

*Years ten to fifteen:* Saturday, light yard work, sports events, shopping at large shopping centers.

*Years fifteen to twenty:* Indoor and outdoor painting, plastering, carpentry, trimming bushes.

*Years twenty to twenty-two:* Auto and lawnmower repairs, gutter cleaning, roof work, heavy gardening.

*Years twenty-two to twenty-four:* Plumbing, sewer work, drains, cleaning up after pets, concrete work, driveway sealing.

*Years twenty-four to twenty-five:* Dog toy.

## Dr. Fashion

Dear Dr. Fashion,  
Do you know much about fabric? I'd like to have a suit made from the same material as the webbing on my patio furniture.

R.E.  
Downers Grove, Ill.

R.E. - Spud's Clothing Clinic of Reno, Nevada, will make up a shirt and slacks combination from any two chair lounges. You provide the lounges.



## Clip-on Shoes

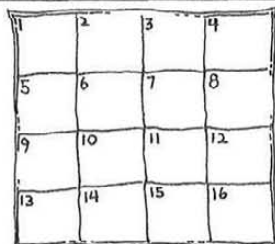
State-of-the-art clip-on technology has lead the way for a revolutionary new concept in foot apparel—the clip-on shoe. It comes with a sturdy sole and heel and five tops that clip on to instantly change styles. For beach or around the house, you can just wear the tops alone. From Footniks, \$30.



## End Nose-Blowing Confusion

Earl Patterson of Traverse City, Michigan, has won a patent for his intelligent handkerchief. It's an ordinary handkerchief with numbered squares printed on it. You begin the day

and proceed to square one, two, three, and so on until you fill all sixteen squares. The new product will end the bother of repeating blows in the same area and take advantage of seldom-used outer areas.



## The RQ Bachelor

This month's RQ Bachelor is Frank S. Smerley, Jr., a widower from LaCrosse, Wisconsin. Frank is a part owner of a boat marina and a semiprofessional photographer. Turn-ons for Frank are sex films, Quarter Pounders, girls who can cook, and model trains. How does he feel about fashion? "I think a man's clothing should reflect his style of dressing," says this month's RQ Bachelor. (If you are single, send your name and some information about yourself to RQ. Winners receive \$25 worth of disposable electric razors from Schick.)



## A Lengthy Discussion

How long should your trousers be? Three fingers between the

sock and cuff does the trick under most conditions. Some men, however, prefer two for funerals and special occasions.



## Can You Get Your Old Clothes Back from Goodwill?

How often has your wife given your favorite, putter-around-the-house pants to Goodwill without your permission? Well, it evidently happened once too often to lawyer Eric Neilson of Ocean Beach, California, which prompted him to write the booklet, "The Law and Goodwill." In it, he discusses the various ways

you can legally retrieve unauthorized gifts from a Goodwill workshop. The author also provides several wedding contract forms that, when signed by your bride-to-be, will automatically bar her from donating any clothing other than her own to anything or anybody. The booklet costs \$1.



# DRESS FOR SUCCESS- FULNESS

by  
Ellis Weiner  
and  
Danny Abelson

How clothes can make you more effective and influential and give you a competitive edge over everybody you have ever wanted to grind like an insect beneath your heel so you can establish total dominance over your entire environment and everything in it.

cont.



So you read the books that told you how to increase your power through everything from trick loafers to regimental hatbands, and then you discovered that everybody else read the same books and bought the same power garments and you were right back where you started. Right? Right!

Well, this book is not going to tell you how to just increase your power. No. This book is going to give you all the power there is in the world to be had. Really. Hundreds of hours of testing went into these techniques. This is the inside dope, the hard-core stuff, and if you're not interested in going all the way, then don't get on in the first place.

But if you're so competitive that you can taste that power already, if all the way is only halfway there for you, then welcome aboard. On your marks, get set, dress!

## Chapter 1: It Pays to Advertise

Few would argue the importance of advertising in today's society. Advertising helps make us aware of new products, of improvements in familiar products, and helps remind people that they need a great number and variety of consumer goods in order to live properly and be happy.

But the smart businessman should also know this: advertising can be made to work for you as part of your wardrobe. To be sure, we have come a long way from the traditional "sandwich board" carrier of olden times, where a man would saddle himself with two placards reading EAT AT JOE'S or DRAKE'S FISH MARKET IS GOOD and parade up and down a busy street. But the canny power-dresser can borrow a leaf from the sandwich man's book and make printed advertising a potent weapon in his arsenal of power-dressing components.

The key is a technique known as "subliminal message broadcast," and requires nothing more than a quick hand and a simple T-shirt. Novelty and sportswear stores today offer a service whereby anything can be printed on a plain white cotton T-shirt, e.g., reproductions of great

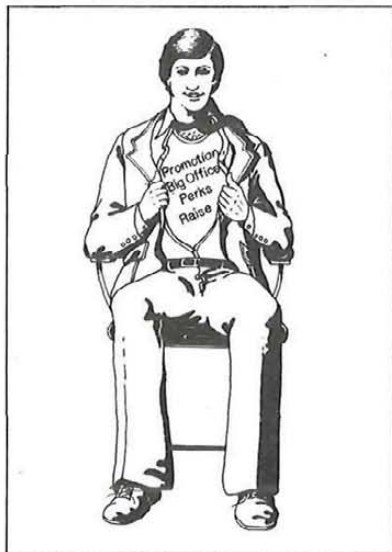
works of art, clever sayings such as "I am not a virgin and this is not a T-shirt," etc. The power-dresser is advised to decide on exactly what his objective is in an upcoming business encounter. Reduce the objective to as succinct a formulation as possible, and simply have it printed on the shirt!

The subliminal part of the technique is really rather simple. We've all heard the statement, "The hand is quicker than the eye." Well, it happens to be true, and subliminal T-shirt message broadcasting is one of the best occasions to prove it. Once your message is printed on your shirt, wear the shirt under your everyday shirt-and-tie combo to work. Be sure to wear it during a day when you expect to encounter a potential power situation, i.e., meetings with a superior, conferences concerning promotions, etc.

Once established in such a situation, position yourself across from an individual whose decision you wish to influence. Discreetly loosen your tie and throw it over your shoulder to afford an unobstructed view of your chest. One by one, taking care to remain unobserved, unbutton your buttons. Then, when your boss or other superior is looking toward you, quickly open your shirt, exposing the T-shirt and its message underneath.

Just as quickly close the shirt, hiding the message. Act nonchalant throughout this procedure. The object is to imprint the message on your boss's mind without him or anyone else present being aware that it is happening. Do this several times if possible, but remember: always behave as though nothing out of the ordinary is taking place. If apprehended—if, say, a power-competitor seeks to confront you by accusing, "Hey, aren't you opening and closing your shirt very quickly to flash a subliminal message printed on your T-shirt?"—deny it and quickly button up and replace your tie.

Don't be dismayed if no immediate result is forthcoming. The whole key to subliminal message broadcasting is to "plant a seed" of an idea in someone's mind that, over time, will germinate and sprout into a full-blown idea that they think is theirs. Also, the shorter and punchier the message on your shirt, the better. Advertising copywriters have known for a long time that a succinct, clever message is much more likely to bring results than a long, drawn-out harangue. A series of messages, building in impact and developing through time, is another good idea. In this way, you can conduct an entire "campaign" of self-promotion.

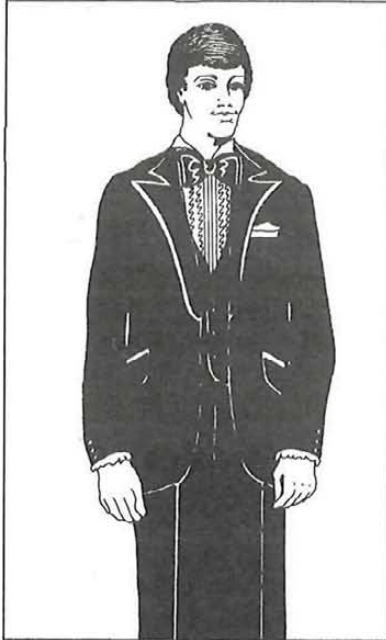


Subliminal message broadcast— the hand is quicker than the eye.



## Chapter 2: Details

### The Pocket Handkerchief



**Good** The classic half-inch protrusion of neatly folded handkerchief. It suggests a businesslike competence—it says, "Here's a man who has a handkerchief ready but probably never needs to use it." Never forget your clothes are saying things about you all the time, so they may as well be flattering remarks.



**Bad** If you're going this far, you may as well stuff a roll of toilet paper in your suit pocket. Too much handkerchief tested worse than no handkerchief at all. It looks decidedly effeminate.

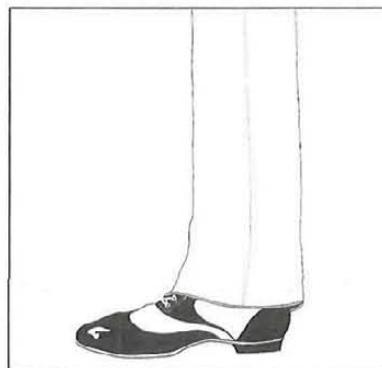
## Pants Length



**Bad** Too short. You'll look as though you're blurring out of your clothes and you'll feel as though you are, which means you'll look even more as though you are. The vicious cycle set in motion by a cuff that reaches only to your ankle will make you feel, and look, wretched and impoverished.



**Terrible** Too long. Not only will you collect mud and dirt in your cuffs, but you'll provide a stairway to the stars for any creepy crawlies down there. Testing showed that nothing can ruin a sales pitch like a spider or beetle sashaying down your tie en route to your client's Caesar salad.



**Good** Just right. The pants "break" at just the right point, and so will your career. A dependable, honest, and sincere pants length may just be the most important component of your below-the-knees wardrobe.

## Chapter 3: Women in Business



**Bad** The pipe is a masculine accessory and any woman who smokes one in public will be perceived as castrating and aggressive. An exception can be made in the case of the very large woman who wishes to further emphasize her size. (See section 25: Female Giantism.)



**Terrible** Nothing does more harm to a woman's image than a nonfilter cigarette, with the possible exception of badly stained and torn clothing. They turn teeth yellow, smell foul, and are forever associated with prostitutes, thanks to the "Father Knows Best" television series.



**Good** A cigarette holder is smart-looking, suggests an awareness of ecological problems, and can be used as a pointer when viewing charts or visual displays. The types with a removable filter also make useful conversation pieces.

continued on page 60



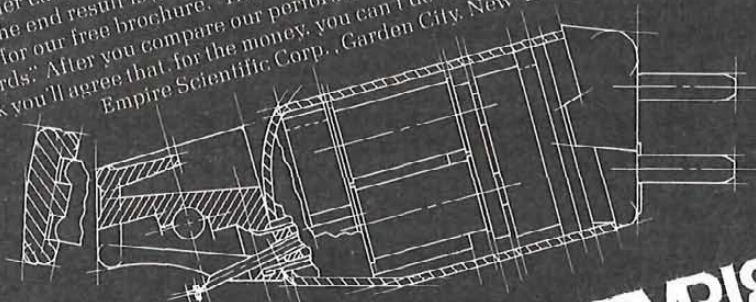
# Empire's Blueprint for Better Listening...

No matter what system you own, a new Empire phono cartridge is certain to improve its performance. The advantages of Empire are threefold. One, your records will last longer. Unlike other magnetic cartridges, Empire's moving iron design allows our diamond stylus to float free of its magnets and coils. This imposes much less weight on the record surface and insures longer record life.

Two, you get better separation. The small, hollow iron armature we use allows for a tighter fit in its positioning among the poles. So, even the most minute movement is accurately reproduced to give you the space and depth of the original recording.

Three, Empire uses 4 poles, 4 coils, and 3 magnets (more than any other cartridge) for better balance and hum rejection. The end result is great listening. Audition one for yourself or write for our free brochure, "How To Get The Most Out Of Your Records." After you compare our performance specifications we think you'll agree that, for the money, you can't do better than Empire.

Empire Scientific Corp., Garden City, New York 11530



## EMPIRE

Already your system sounds better.

MODEL	4000 D/III	4000 D/I	2000Z	2000	2000 E/III	2000 E/II	2000 E/I	2000 E	2000
FREQUENCY RESPONSE	10Hz-50kHz + 3 dB	15Hz-45kHz + 3 dB	20Hz-20kHz + 2 dB	20Hz-20kHz + 1.5 dB	20Hz-20kHz + 2 dB	20Hz-20kHz + 2 dB	20Hz-20kHz + 3 dB	20Hz-20kHz + 3 dB	20Hz-20kHz + 3 dB
TRACKING FORCE RANGE	1-1 1/2 gm	1-1 1/2 gm	1-1 1/2 gm	1-1 1/2 gm	1-1 1/2 gm	1-1 1/2 gm	1-2 gm	1 1/2-2 gm	1 1/2-3 gm
SEPARATION	15Hz to 1kHz 28 dB 1kHz to 20kHz 23 dB 20kHz to 50kHz 15 dB	15Hz to 1kHz 24 dB 1kHz to 20kHz 20 dB 20kHz to 50kHz 15 dB	20 dB 30 dB 25 dB	18 dB 27 dB 22 dB	20 dB 28 dB 20 dB	20 dB 25 dB 18 dB	18 dB 23 dB 15 dB	18 dB 23 dB 15 dB	16 dB 21 dB 13 dB
I.M. DISTORTION @ 3.54 cm/sec	2% 2kHz-20kHz	2% 2kHz-20kHz	0.8% 2kHz-20kHz	0.8% 2kHz-20kHz	1% 2kHz-20kHz	1% 2kHz-20kHz	2% 2kHz-20kHz	2% 2kHz-20kHz	2% 2kHz-20kHz
STYLUS	2 mil bi-radial	2 mil bi-radial	2 x 7 mil elliptical	2 x 7 mil elliptical	2 x 7 mil elliptical	2 x 7 mil elliptical	2 x 7 mil elliptical	3 x 7 mil elliptical	7 mil spherical
EFFECTIVE TIP MASS	4 milligram	4 milligram	2 milligram	2 milligram	6 milligram	6 milligram	6 milligram	9 milligram	1 milligram
COMPLIANCE	30x10 <sup>-7</sup> cm/dyne	30x10 <sup>-7</sup> cm/dyne	30x10 <sup>-7</sup> cm/dyne	30x10 <sup>-7</sup> cm/dyne	20x10 <sup>-7</sup> cm/dyne	18x10 <sup>-7</sup> cm/dyne	17x10 <sup>-7</sup> cm/dyne	16x10 <sup>-7</sup> cm/dyne	14x10 <sup>-7</sup> cm/dyne
TRACKING ABILITY	32 cm/sec @ 1kHz @ 1 gm	30 cm/sec @ 1kHz @ 1 1/2 gm	36 cm/sec @ 1kHz @ 9 gm	38 cm/sec @ 1kHz @ 1 gm	32 cm/sec @ 1kHz @ 1 gm	28 cm/sec @ 1kHz @ 1 1/2 gm	28 cm/sec @ 1kHz @ 1 1/2 gm	28 cm/sec @ 1kHz @ 1 1/2 gm	32 cm/sec @ 1kHz @ 2 gm
CHANNEL BALANCE	within 1 dB @ 1kHz	within 1 dB @ 1kHz	within 1 dB @ 1kHz	within 1 dB @ 1kHz	within 1 dB @ 1kHz	within 1 1/2 dB @ 1kHz	within 1 1/2 dB @ 1kHz	within 1 1/2 dB @ 1kHz	within 1 1/2 dB @ 1kHz
INPUT LOAD	100k Ohms/ channel	100k Ohms/ channel	47k Ohms/ channel	47k Ohms/ channel	47k Ohms/ channel	47k Ohms/ channel	47k Ohms/ channel	47k Ohms/ channel	47k Ohms/ channel
TOTAL CAPACITANCE	under 100 pF/channel	under 100 pF/channel	300 pF/channel	300 pF/channel	400-500 pF/channel	400-500 pF/channel	400-500 pF/channel	400-500 pF/channel	400-500 pF/channel
OUTPUT @ 3.54 cm/sec	3 mV/channel	3 mV/channel	3 mV/channel	3 mV/channel	4.5 mV/channel	4.5 mV/channel	7 mV/channel	7 mV/channel	7 mV/channel



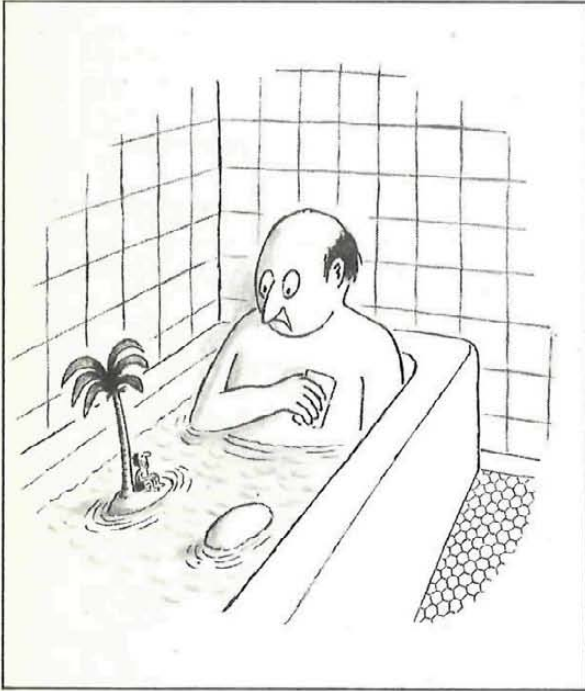
# NEAT...

by Sam Gross



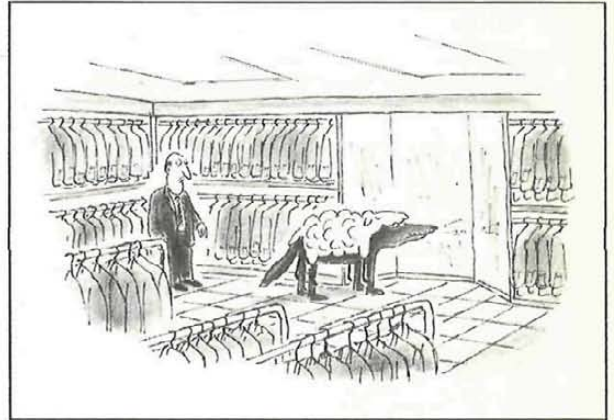


# CLEAN...





# & WELL-DRESSED





# Judging Men by Their Clothes

*A Decent, Upright, Protestant Person's Guide to Determining the Character and Intelligence of Adult Males by Means of Their Wearing Apparel and Accessories*

by John Hughes, with special Lace-Curtain-Irish Consultant P. J. O'Rourke

TYPES OF CLOTHING	TYPES OF MEN	BORING GUYS	FLAMING SHITHEELS	OVER-REACHERS	PRETTY MUCH O.K. FELLOWS	DECENT, UPRIGHT PROTESTANT PERSONS
<b>Suits</b>	Leisure suit Matches wife's pants suit. Never wears a suit, but if you gotta wear a suit, this is the way to go. With a suit like this.	Brown w/ two prs. pants It's a suit, a sports coat, and two pairs of pants—all in one. Under a hundred. Can't tell. Looks like a \$125 suit, at least.	White three-piece Steve Martin has one; so does Travolta. White says rich, sharp, and expensive to keep clean. And besides, Steve Martin has one.	Cardin suit Is Cardin still in style? Suit seems cheap but is a real honest-to-goodness Cardin.	Gray flannel three-piece Good, all-purpose, and it has a little flair. Will the lapels be too wide next year? Maybe should have bought it with cuffs.	Navy blue two-piece Custom-made to look like it's off-the-rack. (May also have a charcoal chalk-stripe, but only if he has to defend society murderers.)
<b>Shoes</b>	Earth shoes Wants feet to be more natural. Blows marijuana smoke at the cat. Backpacks.	Frye boots Waited until his brother-in-law who lives in Ohio bought a pair. Likes the look but secretly doesn't like them because they hurt his feet.	Gucci shoes Thinks Gucci staff is kidding when they insult him. Checks self frequently in store windows. Wishes he'd thought of "Flick Your Bic."	Cardin shoes They go with the sweater, the tie, and the wine. Wishes Bill Blass made shoes. Fears finding his shoes discounted in the paper.	Bally or Florsheim Likes the shoes but worries when he sees some of the other styles made by the same manufacturer. Fears his brand could be turning into "Negro shoes."	Bass shoes No problem here. Just plain good shoes. Likes clothing that is not affected by time. Or wives.



<p><b>Dress Shirts</b></p> <p>Lime green spread-collar short-sleeve sports shirt with a little notch in the sleeve with a button above it. Goes with anything, even a tie.</p>	<p>Short-sleeve jumbo stripe</p> <p>Cool and comfortable. Xmas gift from the dog. Two pockets for extra pens.</p>	<p>Any shirt open to the waist</p> <p>If you've got a great chest, flaunt it. And what's the point in investing in all that jewelry if you're going to button up your shirt?</p>	<p>White tapered-fit French cuff</p> <p>Gotta suck in belly but like the fit. No one wears baggy shirts anymore. Shows I can wear young clothes.</p>	<p>Name brand "TV blue" stay-pressed</p> <p>Blue brings out color but doesn't overdo it. Needs pressing after all. Or starch, which looks great for an hour, then wrinkles like hell.</p>	<p>Oxford cloth white button-down</p> <p>Bought by the dozen. Life is too short to clutter it up choosing shirts every morning.</p>
<p><b>Ties</b></p> <p>Clip-on</p> <p>Sometimes pinches neck skin. Won't clip onto knit shirts. One time tried to untie it to see how long it really was. Ruined it.</p>	<p>Rooster tie</p> <p>Had it since Kennedy was elected. Father's Day gift from the kid. He's through college and married now. Soup stain is from last Thanksgiving.</p>	<p>No tie</p> <p>Tie? I'll wear a tie when the Pope wears a yarmulke. I didn't bust my ass to wear a tie. Name me one guy on the coast that wears a tie. One producer, anyway.</p>	<p>Name-brand initialed tie</p> <p>Can't pronounce French designers' names but wife can and helps out.</p>	<p>Silk rep stripe</p> <p>Goes nice with the suit. Hopes they aren't the colors of some famous regiment that the next person he meets happened to have been in, or something.</p>	<p>Silk, with small white polka dot on navy field</p> <p>Never trust a man whose tie speaks louder than his wife.</p>
<p><b>Underwear</b></p> <p>Long or none</p> <p>Depending on the type of retard and whether he's likely to freeze to death or streak.</p>	<p>Hanes men's and boys' briefs</p> <p>Seven for \$10. Good bargain. Elastic on legs not too good, but so what? If underwear was important, people would wear it outside their pants.</p>	<p>Nylon designer briefs</p> <p>Likes the way they compress balls into impressive wad. Girls to get head in dumpy underwear. Cost an arm and a pecker.</p>	<p>Colored jockey briefs</p> <p>White underwear is so dull. My shirts have color, why not my underwear? Does fashion stop when you take your pants off? Why be beautiful on the outside...</p>	<p>White jockey shorts</p> <p>Boxers too baggy. Too much to tuck in. It's jockey or what else?</p>	<p>?</p> <p>Very few people know, and they're not talking.</p>
<p><b>Hats</b></p> <p>Billed cap with brown vinyl ear flaps</p> <p>Protects top of the brain. Ear flaps go up and down, up and down, up and down. (This hat is grounds for institutionalization in eighteen states.)</p>	<p>Massey Ferguson baseball cap</p> <p>You don't have to own a tractor to wear one. Keeps the sun out of the eyes. Looks neat.</p>	<p>Irish bog hat</p> <p>Continental look. Tweedy, Sherlock Holmesish. Adds an extra three years of education to your appearance.</p>	<p>Poplin rain hat</p> <p>Goes with anything. Bunches up and stuffs into a raincoat pocket. Keeps the head dry while finding the car keys.</p>	<p>None</p> <p>They're not necessary.</p>	<p>Black horn-rim one-half glasses</p> <p>Doesn't like to bother taking glasses off. No time. Market's down. Wife's drying out. Kid's lost on Outward Bound adventure.</p>
<p><b>Glasses</b></p> <p>Plastic frames with clear bottoms</p> <p>It's the kind they gave him at the optician. Clip-on sunglasses fit good on them. So does the elastic band around back of the head.</p>	<p>Wire rims</p> <p>Traded in the black plastic frames in '75. Gramps used to wear these. Springs in the arms keep 'em on tight. Kind of hurt the ears, though.</p>	<p>Smoke-tinted aviators</p> <p>Adds mystery, likes Air Force fighter pilot look. Mother-in-law thinks he looks "creepy," so they're O.K.</p>	<p>Tortoiseshell horn-rims</p> <p>Went back to them after brief flirt with wires. Switched when mailman wore same as he. Worries that horn-rims cut him off from Italian girls.</p>	<p>None</p> <p>They're not necessary.</p>	<p>Black horn-rim one-half glasses</p> <p>Doesn't like to bother taking glasses off. No time. Market's down. Wife's drying out. Kid's lost on Outward Bound adventure.</p>



# Judging Men by Their Clothes

TYPES OF CLOTHING	TYPES OF MEN	RETARDS	BORING GUYS	FLAMING SHITHEELS	OVER-REACHERS	PRETTY MUCH O.K. FELLOWS	DECENT, UPRIGHT PROTESTANT PERSONS
<b>Sports Coats</b>	Cranberry double-knit Jim, the plant foreman, has the same jacket and he's in charge of all shipping.	Jacket to other suit Suit coat from plaid suit looks like sports coat with different pants from blue suit. Savings—\$75.	Ultrasuede Not only looks like leather, looks better Halston's a fucking genius, makes fake suede and charges up the ass for it. A calf should have skin so good.	Double-breasted blazer Looks funny open, huh? Oh well, but-toned I look like I own a great big boat, huh?	Twweed Who can argue with twweed? It lasts forever and you get to put leather patches on the elbows when they wear out.	Navy blue blazer Suitable for week-ends. Actually went to the school on the buttons.	
<b>Sports Shirts</b>	Heavy Metal T-shirt Likes monsters and fantasy. Also owns a scratch-and-sniff vomit T-shirt.	Colored T-shirt with a pocket Axton gets out greasy stains even if I've been working on the car. Plus, it's color safe, too.	No shirt I didn't spend six weeks and six thou at La Costa to hide this gorgeous chassis in no goddamned shirt no matter how expensive.	LaCoste shirt, jacket, belt, sweater, and socks Don't they make pants?	Polyester blend chemise LaCoste Calls them "Alligator shirts." Didn't notice there were two kinds. Since when?	Cotton (coton) chemise LaCoste Doesn't see the need for all the wild colors. Wears white, blue. Has since Xerox was at ten.	
<b>Watches</b>	Anything with a Twist-o-Flex band Pinches arm hairs but you can tie it in a knot and it won't break; you can even tie it in two knots.	Timex Father's Day gift in 1970. Son bought it at the pharmacy. They're as good as any other watch. Tells time fine.	Digital Gives time, date, month, year, atmospheric pressure, body temperature, adds, subtracts, multiplies, wake-up alarm, engagement calendar....	Cartier tank watch Doesn't run, costs too much, but looks great.	Omega Only loses three seconds every ten years or something. Keeps good time.	Inherited Gift to grandfather from Randolph Churchill.	



<p><b>Jewelry</b></p> <p>St. Christopher's Medal Not a real saint anymore, but otherwise how do you know where to begin crossing yourself before going off the high board?</p>	<p>Tie clip Without tie clip, tie would fall onto drafting table and get in way. Special tenth-anniversary-with-company gift. Tie tacks put holes in your ties.</p>	<p>Diamonds, especially in rings, especially on pinkies Wishes he had three more pinkies. Wife has a gold Famous Amos chocolate chip medallion.</p>	<p>Gold I.D. bracelet Heavy enough not to be feminine looking. Friendly.</p>	<p>Wedding Band Wife likes him to wear band—no problem, it comes off. Are cuff links jewelry?</p>	<p>None In his family, wife wears the jewelry. Only bracelet ever worn was hospital I.D.</p>
<p><b>Sneakers</b></p> <p>Black high-top Thom McAn house brand Go with black pants. Run fast, stop quick, jump high, like on TV.</p>	<p>White high-top Keds Need extra ankle support due to Explorer Scout injury years ago. Kids have same kind but aren't allowed to run the power mower in them.</p>	<p>Nike, Puma, Adidas Which ever one it was that <i>New York</i> mag. rated #1. Over \$40, anyway. No jogging for me; I run.</p>	<p>White Tennis Shoes Likes white tennis shoes. Fears foreign brands. Can't remember exactly who the star that endorses them is, but he must know something.</p>	<p>White Good for sailing. Now that clay courts are so hard to find, why else would one want canvas shoes?</p>	<p>Topsiders Good for sailing. Now that clay courts are so hard to find, why else would one want canvas shoes?</p>
<p><b>Jeans</b></p> <p>Landlubber elephant bells Found them in the back room of the Jean Attack. "I stop for blow jobs" patch on the seat. Look neat with jump boots.</p>	<p>Lee corduroy flares Look good, don't need ironing. Warm in winter, not too hot in summer. Nice colors.</p>	<p>Leather jeans Feel good against skin. Sexy. They breathe. Hug like a grandmother.</p>	<p>Ralph Lauren Polo jeans Who would have thought jeans would ever cost \$60?</p>	<p>Levi's straight legs Feels foolish in the Gap but likes the fit.</p>	<p>None My children wear them. Wife may have a pair for gardening.</p>
<p><b>Overcoats</b></p> <p>Corduroy car coat Vicks inhaler in left pocket. Snot on sleeves. Smells like Carbona.</p>	<p>Snorkle parka Good to 100 below. Air Force guys survived the Arctic in one. Real imitation wolf fur around the hood. Lots of pockets. Doesn't show dirt.</p>	<p>Fur coat Paid wholesale. Russian snow fox. Species not only endangered, can't breed in captivity. If there's another one like it in the States, you can have my Excaliber.</p>	<p>Ankle-length greatcoat Makes me look Russian and imposing.</p>	<p>Burberry trenchcoat Feels like a spy at times, feels foolish when it snows. Very comfortable when it rains. Good late-night fog coat.</p>	<p>Chesterfield Ancestors wore same.</p>
<p><b>Formal Wear</b></p> <p>Huh? A tie.</p>	<p>Rented Both daughters married, no need to own own tux. You only wear it for a little while, no one notices the fit. Who owns a tux, anyway?</p>	<p>Blue velvet tux Matches interior of Toronado. Dean Martin has the same one. Reminds me of the Satyr's Suite at Harrah's, which is where I always stay.</p>	<p>Double-breasted tux A tux is so stodgy. Wouldn't want someone to think I was a undertaker. Likes the continental fit.</p>	<p>White dinner jacket Would hate to over-dress. But then, is it better to underdress?</p>	<p>White dinner jacket, black tuxedo, morning coat and tails Haven't worn the tails since Jack's inauguration.</p>



1978 Bob "Robert" Hemstead, thirty, of Manhattan, New York, an aspiring male model and part-time waiter at Crêpes et Quiche, spots a divine nylon baseball jacket in the bargain bin in Le Rummage—at \$14.95, it's a steal. □



1964 Bob "Lefty" Hemstead, seventeen, of Kettering, Ohio, receives a \$14.95 nylon baseball jacket from his dad after winning a varsity letter playing shortstop for the Emerson High School "Ermines."



1977 American fashion designer Biffy Braquette, forty plus, sees Zazi, "adores" her "look," and buys the jacket for his chic N.Y. antique clothing store, Le Rummage.

1965 Bob gives the jacket to Diane Lesley, sixteen, his steady girl friend, who wears it everywhere, indoors and out, even though it is eleven sizes too big for her.

# Life Cycle of a Nylon Baseball Jacket

by  
Brian Shein  
and P. J. O'Rourke

1966 Diane meets David Wiener, twenty, a college boy with an MGB, and gives the jacket to Goodwill, where Leon Persky, a forty-year-old wino, buys it for a quarter.



1976 Ho starts a restaurant, becomes a millionaire, and throws the baseball jacket away. It is pulled from the trash by Zazi, twenty, a "crazy" girl who worships the Three Stooges and sells *International Herald Tribunes*.

1969 Persky freezes to death in an alley and the jacket is taken by Roland Jeffries, thirty-two, a junkie, from whom it is stolen by Byron Lee Robinson, age unknown, a worse junkie, who gets shot by police who give the jacket to a Catholic charity.



1973 Ho, now fully recovered and drafted into the South Vietnamese army, deserts, and, donning his only piece of civilian clothing—the old baseball jacket—makes his way, somehow, to Paris.

1971 The Catholic charity includes the jacket in a bundle of clothing sent to homeless Vietnamese refugees, where it warms Ho Nho Dai, seventeen, who is suffering from malaria.



Last year it was le style Annie Hall. You saw it simply every-  
where—flippy, kooky, floppy, wacky, and fun, fun, fun! Every  
woman alive adored that wonderful way of dressing like you  
were just a teensy bit not right in the head! Adorable!! But was  
it enough?? Paris fashion designers say no, no, no!! "Why do  
we not go completely in-sane!!!" they scream....

NEW NEW NEW NEW NEW  
NEW NEW FROM PARIS...

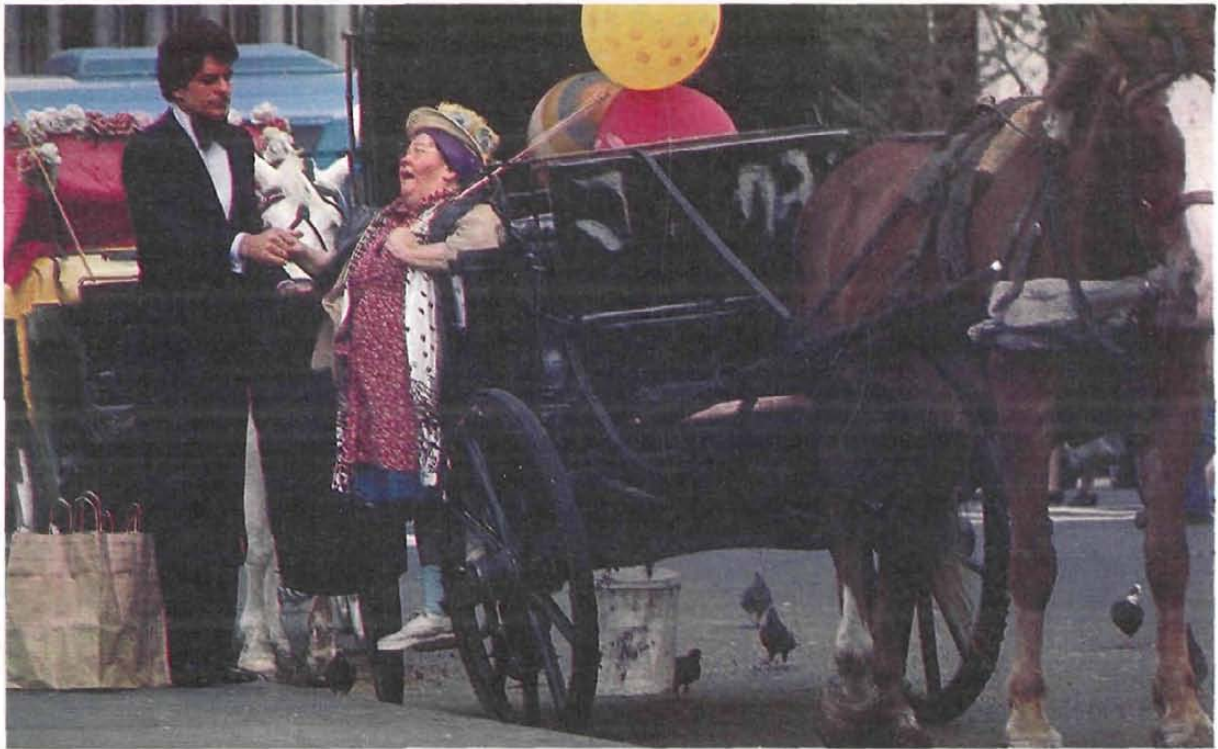
# The Crazy- Old-Lady- with- Nowhere-to- Live Look!

by Christopher Cluess, Stuart Kreisman, and Peter Kleinman

Whether it's dining by candle-  
light in the park or just a  
romantic interlude of sense-  
less screaming on the bike  
paths, today's "woman of the  
streets" is always comfy and  
confident in a custom-  
tattered, hand-soiled house-  
coat (which can double as a  
blanket—or bathroom—on  
those chilly fall evenings!).  
Used washrags make a  
smashing bandanna and, for  
that extra accent, try ever-  
versatile newspapers (Paris  
Soir is our positive favorite).  
For a finishing touch, dab  
some fashion soot on your  
ensemble. You'll look dapper,  
and that's so when this  
season.

Photo: [unreadable]



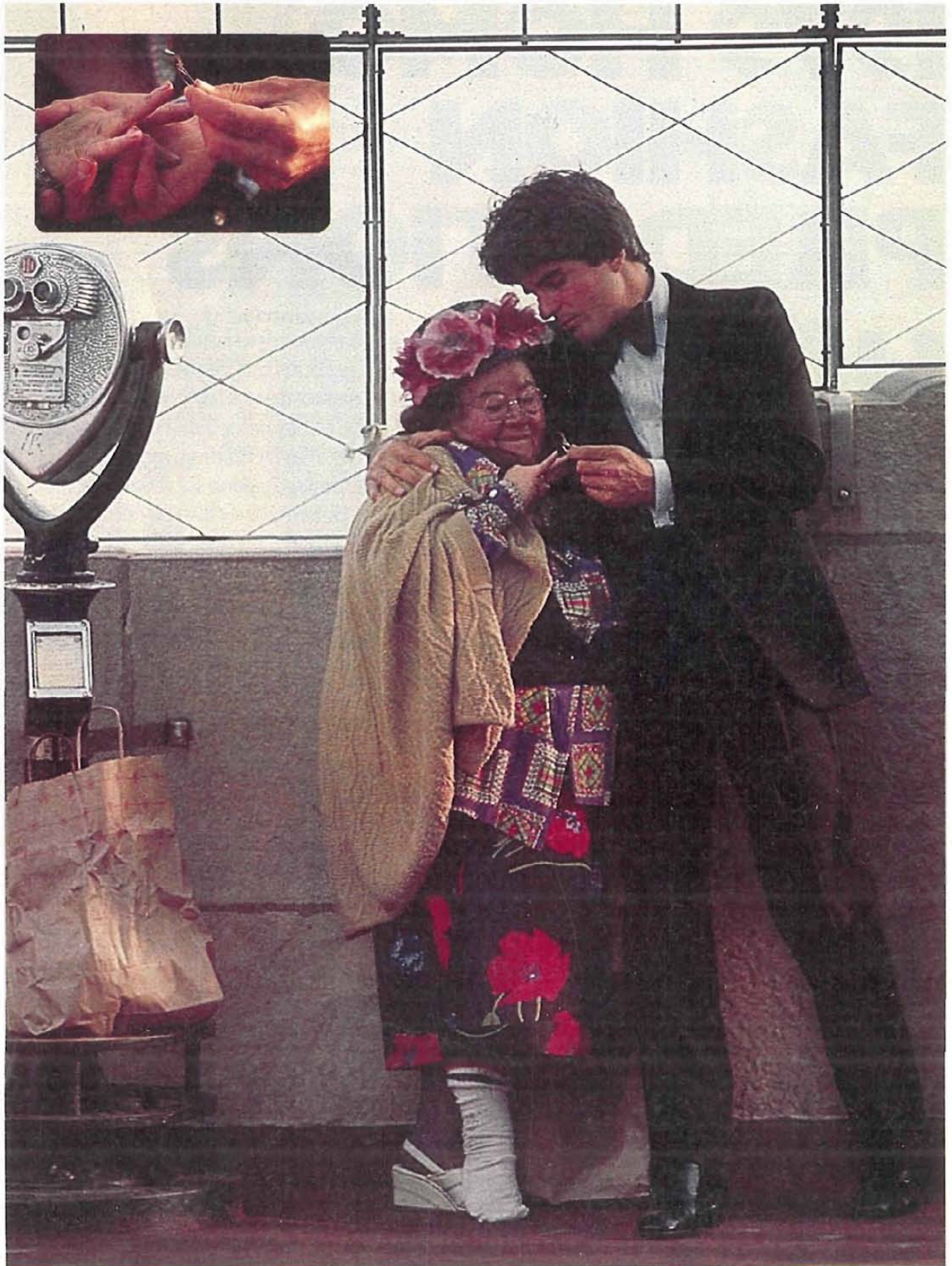


**F**or everyday wear—the more clothes, the better! Highlite an outfit with that sweater you've been using for a doggie bag. And Argyle socks are soft and sexy and make fabulous mittens, especially in your mouth, where they'll put a stop to those Communist radio broadcasts, quick! Try a Miami beach hat made from great imitation straw (it soaks up leaking moon rocket electricity). Then, for a finishing touch, make yourself slick and shiny in a water-repellent trash bag by Dow.



**W**hen the mood is special and you want all the world and your welfare caseworker to know it...try accessorizing! Old cardboard coffee boxes make terrific hats. A single Converse gym sneaker is just the thing to step out in after you've ripped away the sole and made sure it's five sizes too big. And a hand is for touching, so what could go better with it than one woolen glove? Remember—one glove...one sneaker...for that one-of-a-kind woman...you!!





**A** quiet evening, a long, cool summer night, and romance. He'll be your slave forever even if he is invisible and hollers at you in Venusian when you dazzle him in your deranged evening wear. Dip everything in imported house paint or chic domestic road tar. This is an ensemble that shows every side to all that goes into being nuts, nuts, nuts. It's striking without being fussy, coo-coo without being actually illegal, but it calls out for special fragrance, the one that says, "That's me myself!!" We suggest you just let yourself go....



# 1979 HOMO FASHION PREDICTIONS

by John Hughes

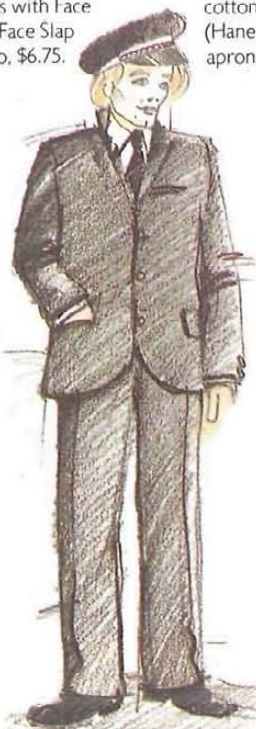
**H**omos have a knack, if you will, for giving new life and meaning to familiar American clothing motifs. They are a hotbed of innovation. They churn out trend after trend. And lately, many of these trends have been based on the day-to-day garb of the American working man. This move away from the feminine themes of the sixties has led to a contemporary homosexual fashion identification with the ordinary wage-earner. Maybe it's the overtly male character of these garments that attracts the queers. Or maybe they're making some kind of "campy" comment. We don't know and the fags aren't talking. But whatever it is, gay designers are preparing for the new season, and the raid on the working stiff's closet ain't over yet.

**BRING** the car 'round, in your chic chauffeur's black suit, white shirt, and narrow tie of polyester (J. C. Penney, \$69.50) and cap (Western Uniform, \$4.50). And keep your face looking fabulous with Face Splash Organic Face Slap by Christian Foo, \$6.75.

**YOU** can really cook up some trouble in the short order cook outfit. Casual it is, and perfect for a quick bite. Wear it with striped trousers (American Linen Supply, \$3.00), comfortable cotton pullover blouson (Hanes, \$.99), wraparound apron (American Linen

Supply, \$1.00), jaunty cap (Disposable Paperware Co., \$.45), and spatula (Eccoware, \$1.09). Then highlight your forearms with Peruvian Chin Rinse by Sludgedale, \$18.00.

**YOU'LL** be on the lookout for a little smoke in this forest ranger outfit. A summer-weight Department of the Interior brown jacket with important-looking patches (National Uniform Jobbers, \$21.00), contoured riding slacks (National Uniform Jobbers, \$15.00), black mid-calf boots (Tri-State Boots and Leathers, \$33.00), and eye-catching binoculars (Minnesota Glass and Optical, \$22.00) add up to a look-once, look-twice, look-once-more look.





**LOOKS** like you're off for a hard day's work at the National Science Institute in landlord green sports shirt (K-Mart, \$3.79), shiny blue Orlon slacks (H.I.S., \$8.00), and full complement of pencils (Franklin Pencil Co., \$.05) and pens (BIC, \$.19), held in a plastic pocket protector (Monroe Chemical Distributors, free). The wool sweat socks (Hanes, \$.89) and gray Hush Puppies

(Hush Puppies, \$16.00) are wonderfully silly and fun. For detail, a waist-held slide rule (University Scientific Instruments, \$11.00), and for your gear, a great big brown accordion-style briefcase (Executive Luggage, \$22.00).

**AND** for your skin, Guy Cream from Oscar de la Poot, \$8.00. Be ready for a Housewares Convention in this salesman's suit. Wild, crazy, and gaudy describe this multipattern sports coat, shirt, and tie combo (Robert Hall Village, \$29.50



**A COOL,** comfortable look for fall is the undressed executive look. You'll practically drown in giant white cotton boxer shorts (Brooks Bros., \$7.00), blue Oxford shirt (Brooks Bros., \$15.00), and striped tie (Brooks Bros., \$8.00). Black wool socks are held neatly in place by funky leather garters (Brooks Bros., \$6.00). Black cordovan shoes complete the look (Brooks Bros., \$39.00). With rosy cheeks from Skin Polish by Sir Chipper, \$11.00.



on Going-out-of-Business Sale). The slacks are cranberry polyester (Woolco, \$11.00). White patent leather loafers and white belt (Thom McAn, \$16.99 set) and a stick-on name tag (United Stationary Products, \$.30 doz.). Perfect with Ear Glimmer and Gloss by Sister Me for Him and Him and Him, \$3.00

**THE** impression is "spot welder" and the look is *plus de* knockout and sensationalissimo! You can be irrepressibly yourself in a solid metal welder's mask (Universal Plate Steel Co., \$380.00). The asbestos shop mittens (Michigan Industrial, \$65.00) add a bold touch to a strong new look.

**WHEN** your career at the plant is over, head for Sarasota in this smashing new retirement outfit. Show off those legs with billowy khaki shorts (The Men's

Shop at Sears, \$8.88). The shirt is a Ben Hogan Autograph cotton sports shirt (Goodwill Industries, \$1.00) and is complemented by a bola-style tie with scorpion in clear plastic (Arizona Novelties, \$4.99). Black knee socks and sandals (Kinney Shoes, \$6.99) are easy on the feet. To complete the outfit, an *insane* metal walker (American Hospital Supply, \$48.00).



**IT'S** an outdoors look with hip boots and catch basket/shoulder bag (American Fishing Equipment, \$39.00, \$15.00). The hat is a wonderful talk piece and is decorated with real flies (Eddie Bauer, \$21.00). The perfect on-vacation-for-two-weeks look.







# The single biggest mistake you can make.

From the outside, all speakers look pretty much the same. But buying an off-brand, bargain speaker can be a very big mistake.

Since speakers are the only components that actually produce sound, when you compromise your speakers you compromise your entire music system. Fortunately, there's one way to make sure you wind up with a speaker that sounds as good as it looks: Buy a speaker with a name as good as the rest of your components.

At Kenwood, we didn't just start with a bunch of commercially available speaker parts. We started with a goal: *To deliver a crisp, clean sound that accurately reproduces the original music.*

To begin with, we create each raw frame speaker.

For the tweeter and the midrange, we used a computer to design light-weight, extra-rigid cones. And by properly designing the weight of the voice-coil with the cone assembly in the woofer, we have eliminated the crossover-coil: One of the major causes of speaker distortion.

We mount our speakers on a lumber-core baffle board made of special anti-resonant material. And design the enclosure to assure an acoustic match between cabinet and components.

Though you can't see all that by just looking at a Kenwood speaker, you'll know it the first time you listen.

Next time you're at your Kenwood dealer, compare our \$180.00\*, 3-way LS-407B with any off-brand speaker. Or, for that matter, with any speaker at all.

You'll save yourself from making a big mistake.

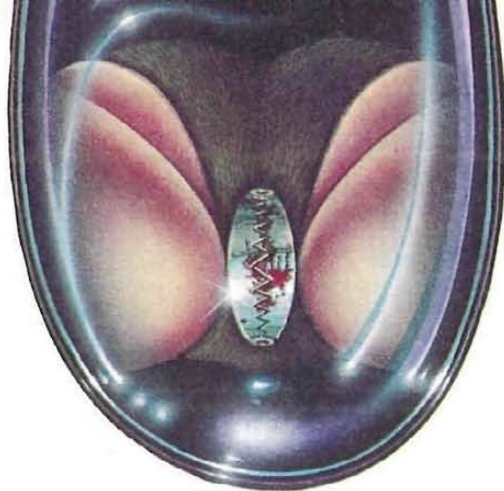
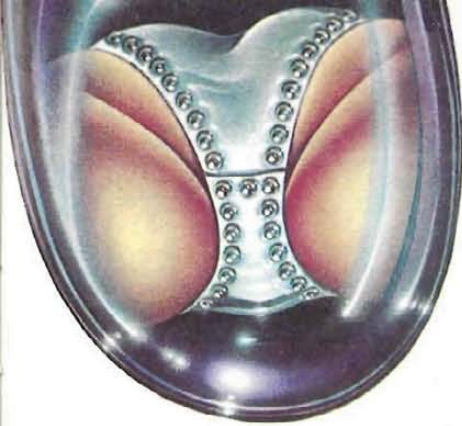
**Your speakers' reputation should be as good as your receiver's.**



 **KENWOOD®**

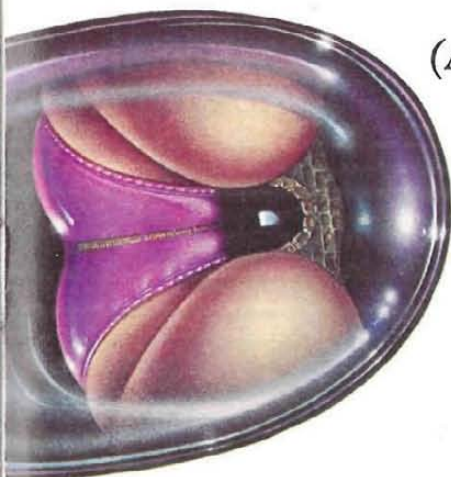
For the dealer nearest you, see your Yellow Pages, or write Kenwood, P.O. Box 6213, Carson, CA 90749.  
\*Nationally advertised value. Actual prices are established by Kenwood dealers.  
Walnut grain vinyl finished cabinet. In Canada: Magnasonic Canada, Ltd.





What  
You Might Have Seen  
If You  
Had Peeked Up  
Girls' Dresses  
by  
Looking at the Toes  
of Their  
Patent Leather  
Shoes

*(And Why the Nuns Wouldn't Let  
Catholic Girls Wear Them)*





## Chapter 4: Face to Face

Competition is America's middle name, and business knows this. The surest way to attain success in your profession is to admit that you are in competition with others who want the same thing as you, and to plan to defeat them one way or another.

An excellent way to outdistance your rivals is to intimidate them, and a good way to begin that is with your wardrobe. Many potential power situations occur in the most banal interactions of the daily routine: meetings at a water cooler or coffee wagon, sharing the elevator, awkward encounters in the washroom, etc. The successful person knows how to take advantage of these occurrences and "score intimidation points" by crafty use of masks.

The crucial decision is, of course, which mask to wear. Of all the varieties available, our tests show that the key factor in choosing an effective mask must be its recognizability. That is, it must be a likeness of a figure already familiar to those who will be confronted (and intimidated) by it. The reason for this is obvious: don a general, unspecific ugly or monster mask and your colleagues will simply laugh at you, point, and say, "You're an idiot. You're walking round the office wearing a stupid Halloween mask. Want some candy, little boy and unsuccessful cretin that you are?" However, a mask of a familiar figure elicits a totally different response.

Our tests show that, as of this printing (summer 1978), the Darth Vader mask from the movie *Star Wars* is the most effective. Presumably this is because Darth Vader is a figure of uncompromising evil and danger in a



Scoring intimidation points.

film that practically every person in the civilized world has seen. Other useful—but less effective—masks include those of King Kong, Marlon Brando as Don Corleone, and the shark from the *Jaws* movies.

One final note: if others are wearing masks as well as yourself, do not

be perturbed. Merely remember that theirs and yours cancel each other out, and proceed from there. The "good-natured" suggestion might be offered that all remove their masks and play it straight, and you may consent to this. But be sure you're the last one to remove your mask.

## Chapter 5: Dress to Depress

Fear, intimidation, subliminal influencing—all of these strategies will and do work for thousands every day. But there are other techniques, just as effective, that may be more suited to a less aggressive personality.

Key among these is pity. Business is no place for pity, sympathy, or any of the finer feelings, but dressing to elicit sympathy can be a remarkably effective ploy. Successful people generally pity those less fortunate than themselves. After all, they can afford it.

Props are useful in this respect. You needn't be crippled or handicapped to buy a pair of crutches, a walker, or a wheelchair. Yet show up at your office building using one of these devices and expressions of sympathy will be forthcoming in an instant. Make a great show of insisting on going up stairs without assistance—especially if you are in a wheelchair. In fact, no matter what prop you choose, insist on climbing all the stories to your office floor, claiming that you "don't want to take up all that room in the elevator."

Once on the floor, head to your of-

fice with determination and energy. You may be "handicapped," but you have work to do. Volunteer for overtime work and important assignments, and dare anyone to berate you if you're late or if you make a mistake. At every opportunity your attitude should be: my physical handicap makes it all the more likely that I'm efficient, effective, and trustworthy. I have to be. I'm a pathetic cripple, and I have to overcompensate. You go on your ski vacations or play racketball at the health club. I'll do the work. But of course, I'll need a promotion and a raise....

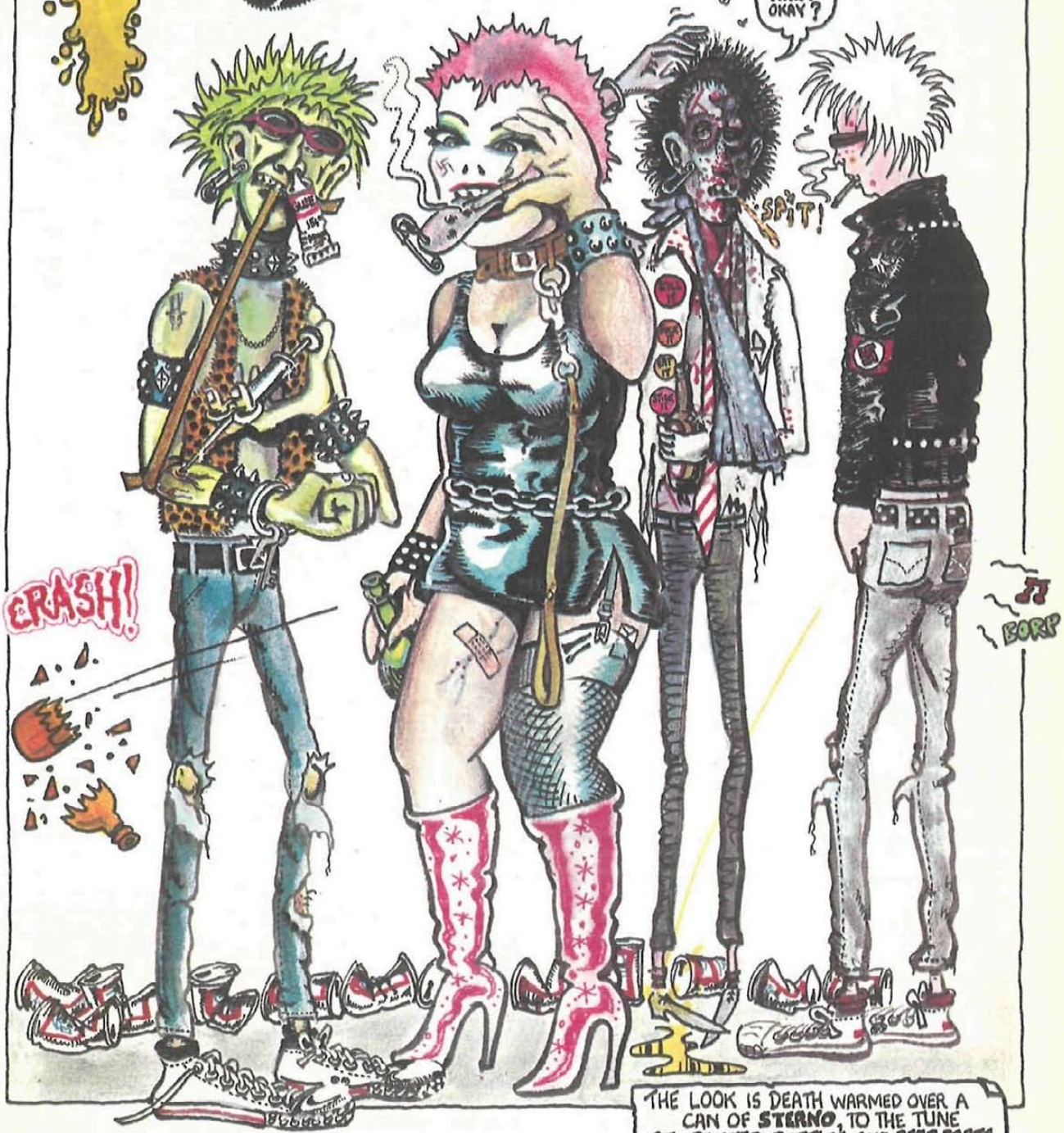


Pissed OFF or Pissed ON, Urine The

**P**

**UNK**

**Generation**



THE LOOK IS DEATH WARMED OVER A CAN OF STERNO, TO THE TUNE OF BUSTED BOTTLES AND BEER FARTS.



ONCE UPON A TIME...



...A "PUNK" WAS THE WIPE WHO HUNG AROUND THE GAS STATION, ALWAYS LOSING THE COIN FLIP TO SEE WHO'D BUY SODA, ALWAYS IN THE WAY, SMOKIN' A KOOL AND CHEWIN' GUM AND A TOOTH-PICK ALL AT THE SAME TIME WERE TOP OF THE CHARTS OF THIS LOSER'S ACCOMPLISHMENTS.

...AND NOW?



TODAY'S PUNKS STILL LIKE TO GET GREASED AND BENT AND FUCKED BY LIFE. THEY STILL WEAR DIPPY HAIRDOS AND IDIOT CLOTHES, TOO. ONLY THING NEW IS THAT THEY'VE ACTUALLY FORMED A MOVEMENT, WHOSE MEMBERSHIP MAY HAVE ALREADY REACHED THE HUNDREDS IN N.Y.C. ALONE BY THE TIME YOU READ THIS.

A GODDAMN WAR'D STRAIGHTEN THEIR SKINNY LI'L PUNK ASSES RIGHT OUT, LEMMIE TELL YA, BERTHA... THESE WIMPS ARE THE FIRST BOYS SINCE THE CIVIL WAR THAT AIN'T HAD NO WAR TO FIGHT IN AN' LOOK AT 'EM... JELLY 'WEEN THE EARS AN' NO GUTS!

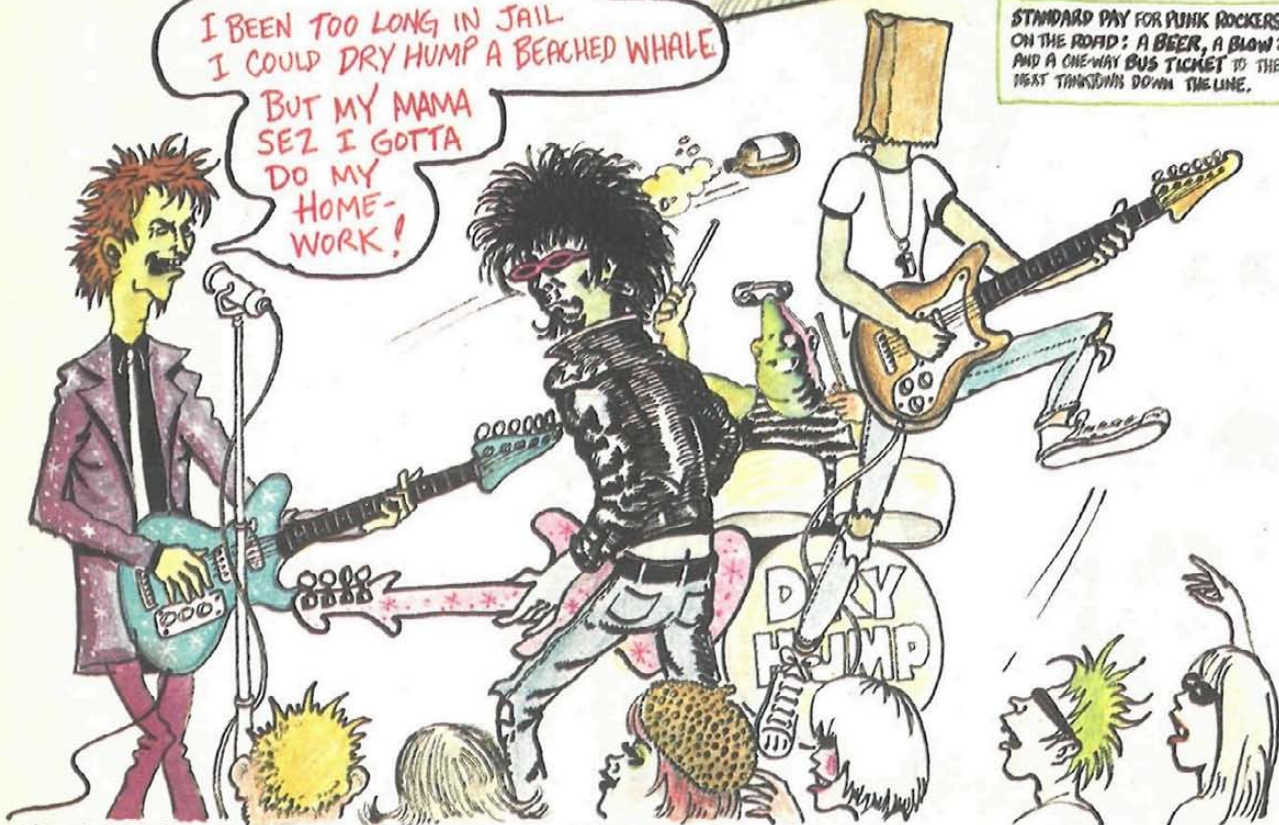
ONE GOOD THANG 'BOUT PUNKS, BUBBA... AIN'T NEAR HALF AS MANY OF 'EM NOW AS THERE WAS HIPPIES THEN!



I BEEN TOO LONG IN JAIL I COULD DRY HUMP A BEACHED WHALE

BUT MY MAMA SEZ I GOTTA DO MY HOME-WORK!

STANDARD PAY FOR PUNK ROCKERS ON THE ROAD: A BEER, A BLOW JOB, AND A ONE-WAY BUS TICKET TO THE NEXT TOWN DOWN THE LINE.



IT IS EVERY PUNKS DREAM TO PLAY IN A NEW WAVE BAND. A SNORT OF ANGEL DUST AND A PINT OF NIGHT TRAIN HAS TURNED DREAM INTO REALITY FOR THOSE LUCKY ENOUGH TO BE BORN UGLY AND TONE DEAF TO BEGIN WITH.



PUNKS NEVER NEED TO EAT, SLEEP, OR FUCK, AS LONG AS THEY CATCH ONE LOUD NEW WAVE BAND EVERY WEEK...

AND THOUGH IT'S TRUE MOST PUNK GUITARISTS CAN'T MAKE A FENDER ELECTRIC SOUND MUCH BETTER THAN A SEMI JACKKNIFING ON A WET BRIDGE, THE "MUSIC" DOES HAVE ITS MERITS.  
HERE'RE BOTH OF 'EM:

- ★ GIVES KIDS WITH NO PREVIOUS MUSICAL EXPERIENCE THE OPPORTUNITY TO PERFORM LIVE ON STAGE!
- ★ REPLACES TIRED OL' HIP-FASCIST ROCK ESTABLISHMENT WITH YOUNG, FRESH FASCISTS.



# PUNKETTE

# FASHIONS



MORE  
**PUNK**  
DADA

HOW COME AIN'T NO BLACK PUNKS, MAN!?

MUST BE 'CUZ YOU NEGROES GOTTA NATURAL SENSE OF RHYTHM....

HISS FIRST TIME WHITE PEOPLE EVER STEAL FROM US PUERTO RICANS, MON!...MAKES ME PROUD. THEY CAN HAVE MY OL' LEATHER JACKET, TIGHT CHINOS, AND POINTY SHOES. I EVEN THROW EEN MY SEESTERS LEOPARD SIGN BIKINI BRIEFS IF THEY GIMME THEM TEE VEEES THEY SEEK OF WATCHIN....

THESE PUNKS EEN STEAL FROM US GIARFETTI! BUT HISS OKAY, I LEFT THE HUB-CASE OFF THEIR MOM'S CAR.



PUNKS ARE BELLIGERENTLY UNAWARE OF THE ETHNIC ROOTS OF THEIR OWN NON-CULTURE. UNAWARE THAT NEGROES INVENTED BOOGIE WOOGIE; THAT HIPPIES DISCOVERED FREAKINESS AGES AGO AND USED IT ALL UP (WHICH IS WHY THERES SO LITTLE LEFT OVER FOR PUNKS). UNAWARE THAT PUERTO RICANS LONG AGO CARRIED BAD TASTE WAY BEYOND THE OUTER LIMITS OF EVEN A PUNKS DEPRAVED IMAGINATION....



DRUGS? ... ONLY IF THEY KILL THE SOUL AND DARE THE SPIRIT TO MOVE. BUT SHOOTING ANYTHING IS COOL! ...EVEN ACID.



GIMMIE DAT BOTTLE OF NYQUIL FOR DAT RESTFUL SLEEP MY BODY NEEDS!

OOOH! THESE ARE JUST THE CUTEST LI'L PINK PILLS! WHAT ARE THEY, ANYWAY?...

THIS'Z THE END OF THIS BROWN MEXICAN SMACK MAN. SHIT CITY!

HEY, LIKE, WOW! NO SWEAT! I GOT A WHOLE CASE OF TESTOR'S GLUE OVER AT MY MOM'S AN' SHE AN'T HOME!

LIKE, BRING ALONG THE CHICK, MAN.

NO HEAD? NO BACK-STAGE PASS!

X-SESSIVE

PUNKS Say they have.

# NO FUTURE

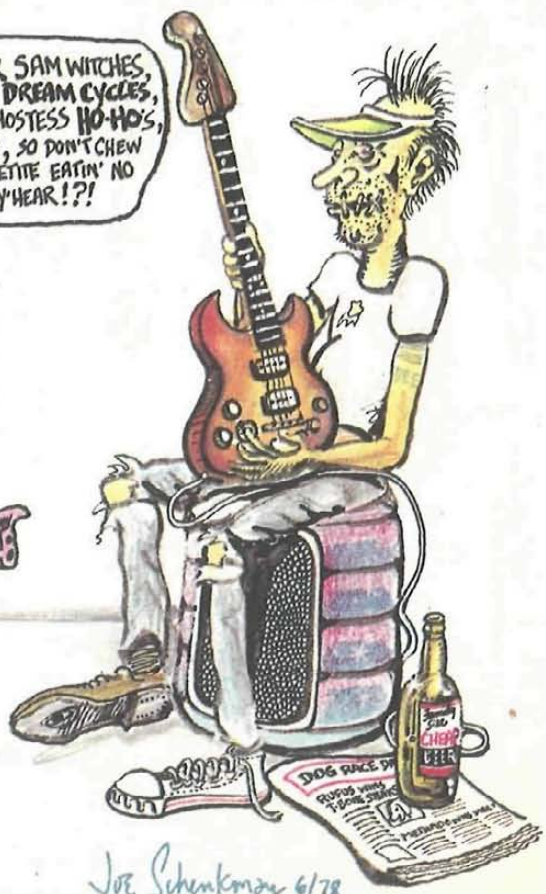
... AND HOPEFULLY THEY'RE NOT KIDDING!



HEY, MA! WHAT'S FOR SUPPER?

FLUFF'R NUTTER, SAM WITCHES, DEVIL DOGS, DREAM CYCLES, RING PINGS, HOSTESS HO-HO'S, AND YOO HOOS, SO DON'T CHEW GO SPOIL YER APPETITE EATIN' NO JUNK NOW, Y'HEAR!?!

EHOMP!



Joe Schenkman 6/78



# Smart black heads are turning to new...



# Afro Sheek

You've tried the rest, now try the best. The finest line of hair care products in the universe...new Afro Sheek!

Warning: Follow directions carefully to avoid skin and scalp irritation, eye injury, second and third degree burns, and hair loss.

Copyright © 2007 National Lampoon Inc.

Hair-fro, Inc., Chicago, Illinois 60637



# Turn on to Afro Sheek... and turn on to a great new way of looking bad!

Yes, Afro Sheek, the hair care products guaranteed to get your head together fast. With Afro Sheek and your imagination, you can change your "who cares?" hairstyle into something super, soulful, and uniquely you! Try 'rowed or 'froed, try coiled or boiled. Try *anything!* To get you started, here are six sensational new styles developed just for Afro Sheek...and you!



Bored with plain old ho-hum corn rows? Try the brand new "bean row" style, designed by Mister Leroy of our own Southside Discount Hair Salon. Looks good, tastes great...an Afro Sheek original!



This variation on the standard afro was inspired by one of big league baseball's all-time greats. It's called "The Reggie," and it starts out with our Superfine Exploding Blowout Kit. Play ball!



This classic "best-pressed" look begins with Hairoin Relaxer Hair-Fix. Note the leaded half-pound beads from Senegal, a guarantee against those curl-up hair-cramping "scalp joneses," even on hot 'n' humid nights of summer fun.



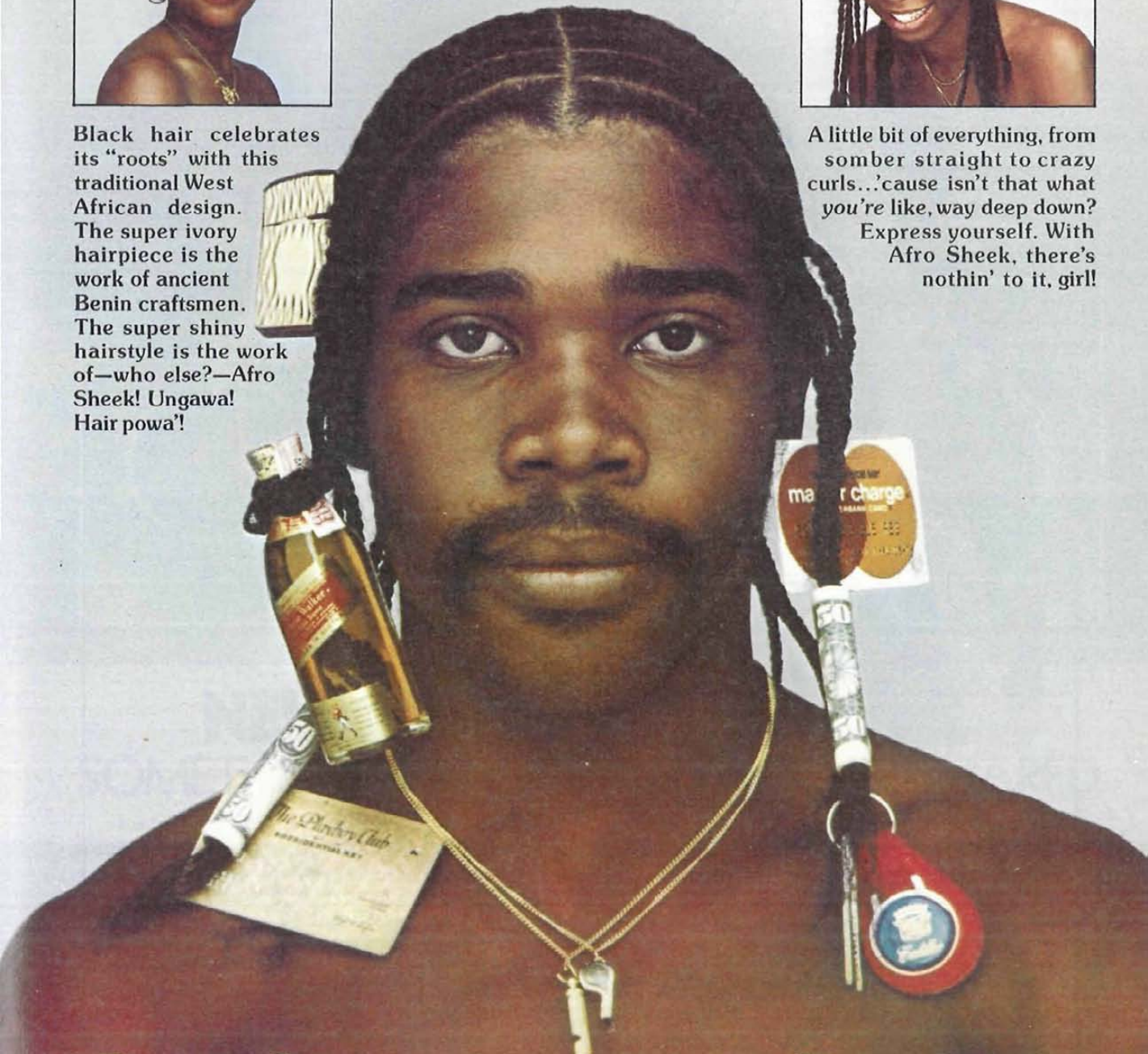


Show the world you've *made* it with this manly macho "do" that lets the competition know exactly where you're coming from. When you finally got it, brother, Afro Sheek says, let it *all* hang out!



Black hair celebrates its "roots" with this traditional West African design. The super ivory hairpiece is the work of ancient Benin craftsmen. The super shiny hairstyle is the work of—who else?—Afro Sheek! Ungawa! Hair powa'!

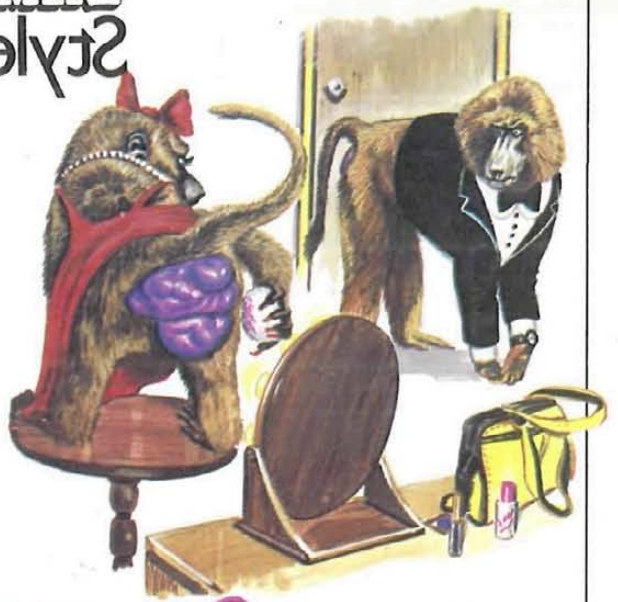
A little bit of everything, from somber straight to crazy curls... 'cause isn't that what you're like, way deep down? Express yourself. With Afro Sheek, there's nothin' to it, girl!



**Get down to good black looks now. Get down to Afro Sheek!**



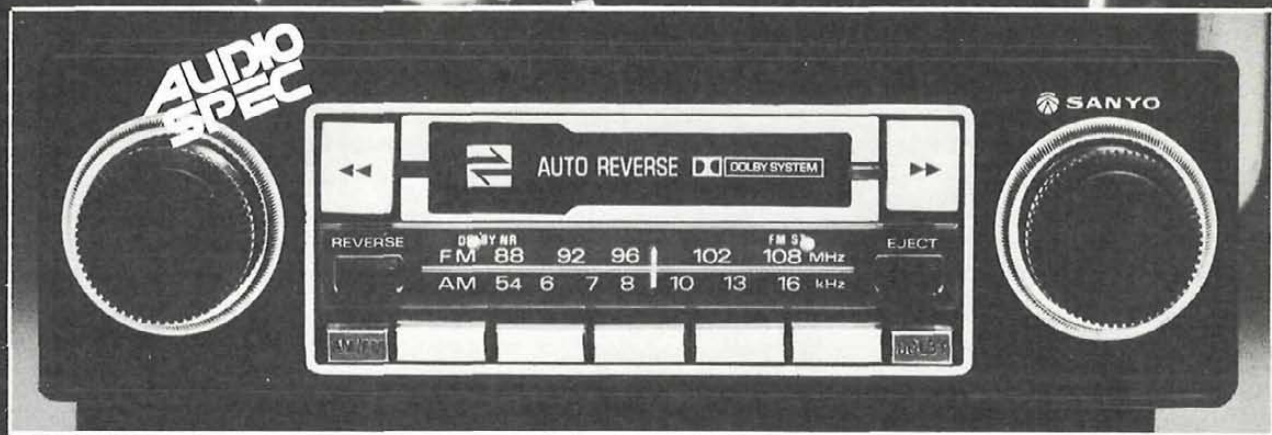
NATIONAL  
LAMPPOON  
Style Issue



A. MONK M.D.  
PLASTIC  
SURGERY







## NEW SANYO AUDIO/SPEC. SOMETHING THIS GREAT HAS TO BE SHARED.

Install it, then get set for some pretty amazing reactions.

Your friends with expensive home component systems will be astonished by the FM tuner's sensitivity (some models are as good as  $1.0\mu\text{V}$ ). Tape recording purists will be taken aback when you switch on the Dolby® noise reduction to show them what "quiet" is all about.

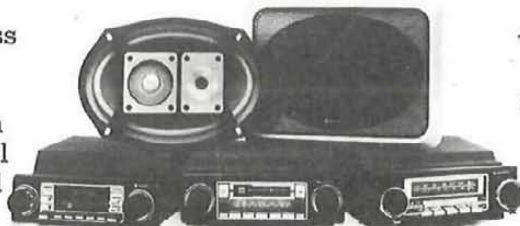
And even hard-to-impress people will get turned on when you crank up the bi-amplified power stage to an awesome 28 watts RMS total system output. Here's sound to knock your socks off.

AUDIO/SPEC is a series of single chassis in-dash and under-dash tape players (8-track or cassette) . . . with or without stereo radio. Every one delivers real high fidelity sound to just about any vehicle on the road. A fabulous high performance line of AUDIO/SPEC speakers is also available.

Visit a Sanyo car stereo dealer. Be prepared to be amazed at what it can do for you.

Free. Send name and address for our informative new booklet, "How to buy car stereo without getting taken for a ride" (a \$1.25 value). Write Sanyo Electric Inc., Car Stereo Dept., 1200 W. Artesia Blvd., Compton, Calif. 90220.

Dolby is reg. trademark of Dolby Labs. Inc. Features described available on many models.



**SANYO**  
**AUDIO/SPEC**  
That's life.







All those who want to see  
the funniest film of the year,  
raise their hands.



NATIONAL  
LAMPOON'S®

# ANIMAL HOUSE

A comedy from Universal Pictures

THE MATTY SIMMONS - IVAN REITMAN PRODUCTION

"NATIONAL LAMPOON'S ANIMAL HOUSE" Starring JOHN BELUSHI · TIM MATHESON · JOHN VERNON  
VERNA BLOOM · THOMAS HULCE and DONALD SUTHERLAND as JENNINGS

Produced by MATTY SIMMONS and IVAN REITMAN · Music by ELMER BERNSTEIN

Written by HAROLD RAMIS, DOUGLAS KENNEY & CHRIS MILLER · Directed by JOHN LANDIS

Song "ANIMAL HOUSE" Composed and Performed by STEPHEN BISHOP

A UNIVERSAL PICTURE TECHNOLOR®

Original sound tracks on MCA Records & Tapes

"National Lampoon's Animal House"  
Movie Book at Newsstands and Bookstores

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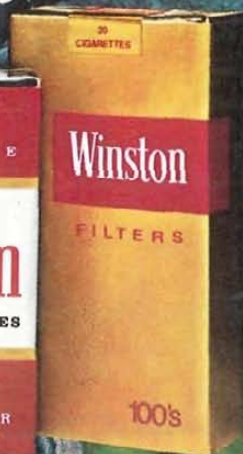
Under 17 requires accompanying Parent or Adult Guardian

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KING: 19 mg. "tar", 1.2 mg. nicotine,  
100's: 19 mg. "tar", 1.3 mg. nicotine,  
av. per cigarette, FTC Report AUG. '77.

**"I want taste  
from my cigarette.  
And that's what I get  
from Winston."**



King 100's.

Warning: The Surgeon General Has Determined  
That Cigarette Smoking Is Dangerous to Your Health.



# FUNNY PAGES

**SNUTS**

REMEMBER HOW SOMETIMES IT WAS DIFFICULT TO DO WHAT GROWN-UPS HAD ASKED YOU TO DO BECAUSE IT WAS NEXT TO IMPOSSIBLE FOR YOU TO BELIEVE IT WAS REALLY WHAT THEY WANTED YOU TO DO?

NOW, BOYS AND GIRLS, DOES EVERYBODY HAVE THEIR NOODLES AND GLUE?

ES, MISS WALKER.

YES'M.

TODAY WE ARE GOING TO EXPLORE THE EXCITING POSSIBILITIES IN THREE-DIMENSIONAL SPATIAL RELATIONSHIPS!

WHY CAN'T SHE JUST LET US DRAW SPACESHIPS?

MARY LOUISE HAS REALLY EXPLORED THE HORIZONTAL POTENTIALS WITHOUT ACTUALLY BEING FLAT.

WELL ... IT DOES LOOK SOMETHING LIKE A SPACESHIP...

OH, SHIT! THE SCULPTURE ISN'T HOLDING! EVERYBODY!

NOW BRING UP YOUR SCULPTURE, EVERYBODY!

SO MISS WALKER SAID YOUR SCULPTURE WAS THE MOST SUCCESSFUL, DEAR?

YEAH.

ISN'T THAT INTERESTING?

UH-HUH.

Graham Wilson © 1978

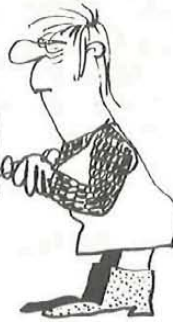


**THEN...** by Claire BRÉTÉCHER

let  
my hair  
grow...



get a pair  
of contact  
lenses...



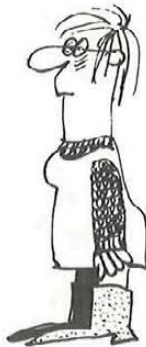
have this  
massaged...



gain muscle  
tone through  
a regular  
exercise  
program...



buy some  
attractive  
clothes...



rent a  
loft or  
something...



find a job where I  
can express myself  
and a guy who shares  
my lifestyle...



after that,  
the hardest part  
will be over...



then I can  
start to  
live!





**THE AESOP BROTHERS**

BY: *J. Rodriguez*

© copyright 1978

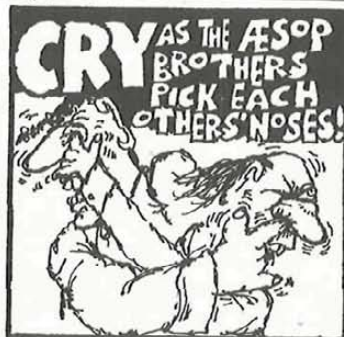
**SIAMESE TWINS**

# PREVIEWS OF COMING ATTRACTIONS!

IN FUTURE ISSUES,  
**SEE** GEORGE BEING  
PAPER TRAINED!

**THRILL**

AS GEORGE MAKES  
AN OBSCENE  
PHONE CALL!

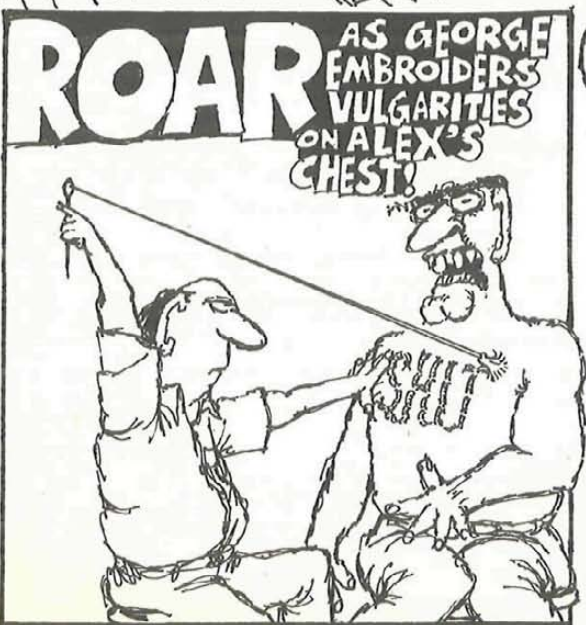


**CRY** AS THE AESOP BROTHERS PICK EACH OTHERS' NOSES!



**HOPE** AS THEY HAGGLE WITH A HARELIPPED HOOKER!

HINNNHNOONH  
SSOOOHNPIHD!  
FFNIFNFHTEENH  
NNHDAWNHLERS!



**ROAR** AS GEORGE EMBROIDERS VULGARITIES ON ALEX'S CHEST!

SEVENTY-SEVEN DOLLARS AND SIXTY-SEVEN CENTS?



**SIGH** WITH RELIEF AS YOU TURN THE PAGE!



# What does it all mean?

*Heavy Metal* means a lot of things, but to most people, it is simply the most exciting, colorful, and unusual new magazine being published. It already has more readers than any other adult fantasy or science fiction magazine in the world.

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# HEAVY METAL

The adult illustrated fantasy magazine



...to resist  
 unusually tough, as in *heavy duty*, *stupid*.  
 heavy-footed, *adj.*, heavy or clumsy in walking,  
 heavy-handed, *adj.*, 1) clumsy, tactless. 2) oppressive,  
 tyrannical.  
 heavy metal, *n.* 1) a metal of high specific gravity. 2) gun or  
 shot of large size, hence fig., ability, mental or bodily; power,  
 influence, as "he is a man of heavy metal." 3) music that is  
 predominantly brass or electronically produced; loud rock  
 music with strong, sensuous rhythms. 4) from the French  
*Metal Hurlant*, lit., screaming metal, a magnificent new maga-  
 zine with fantasy art, bizarre stories, etc.  
 he racket, *n.* (Slang), a branch of crime that involves or may  
 involve personal violence.  
 compound like water, composed of oxygen and  
 hydrogen of atomic weight 2; water enriched  
 with studies and as a moderator in  
 fissioning much more

Heavy Metal—635 Madison Avenue, New York, N.Y. 10022

Yes, I want to be a subscriber to *Heavy Metal*, the illustrated fantasy magazine. I realize that this subscription entitles me to deduct \$8.00 from the subscription prices listed below.

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National Lampoon Mona Gorilla T-shirt (TS-1019) \$3.95

National Lampoon "Black Sox" Softball Team Jersey (TS-1027) \$6.00



Hi, I'm Ilene, and I'm going to remain completely nude throughout this mail-order sales campaign... except when I'm modeling T-shirts

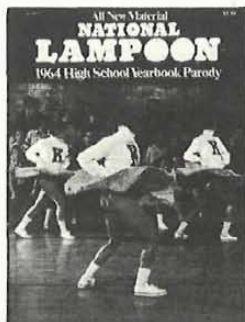


"Voulez-vous fuck?" (TS-1024) or the more modest "Voulez-vous fuque?" (TS-1025) T-shirts Either. \$3.95

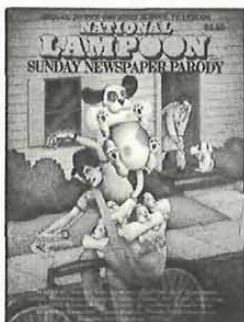


National Lampoon "That's Not Funny, That's Sick!" T-shirt (TS-1026) \$4.95

# National Lampoon Nude Mail Order Sale



National Lampoon 1964 High School Yearbook Parody. From C. Estes Kefauver High in Dacron, Ohio (BO-1007) \$2.50



National Lampoon Sunday Newspaper Parody. Sequel to the High School Yearbook—a complete Sunday edition of the Dacron Republican-Democrat (BO-1021) \$4.95



National Lampoon Binder (BN-1001) \$4.50 each, 2 for \$8.00, 3 for \$10.50

Lampoon—12 issues in binder. 1974 (BN-1002) \$15.00, 1975 (BN-1003) \$13.50, 1976 (BN-1004) \$12.50, 1977 (BN-1005) \$11.50



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**National Lampoon Presents Claire Bretecher.** Best-selling French cartoonist in her first English translation (BO-1022) \$5.95

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The Best of National Lampoon No. 7. 1975-1976 anthology (BO-1010) \$2.50

"That's Not Funny, That's Sick!" National Lampoon comedy LP (A-1001) \$6.95

## National Lampoon Nude Mail Order

Use this coupon for your order

Indicate the products that you wish to purchase. enclose check or money order, place in envelope, and send to National Lampoon, Dept. NL-978 635 Madison Ave., New York, N.Y. 10022 Please enclose 50¢ per order for postage and handling (Canadian and foreign residents please enclose \$1.00 per order). New York City residents please add 8% sales tax. New York State residents please add 6% sales tax.

- \$3.95 TS-1019 Circle one: small medium large
- \$6.00 TS-1027 Circle one: small medium large
- \$4.95 TS-1026 Circle one: small medium large
- \$3.95 TS-1024 Circle one: small medium large
- \$3.95 TS-1025 Circle one: small medium large

\$4.50 BN-1001 (2 for \$8.00, 3 for \$10.50)

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- \$2.50 BO-1005  \$2.50 BO-1020
- \$2.50 BO-1006  \$4.95 BO-1021
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- \$2.50 BO-1008  \$6.95 A-1001

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City \_\_\_\_\_



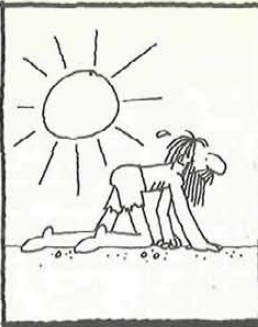
# FAMOUS COMIC ARTISTS SCHOOL

BY BRUCE COCHRAN

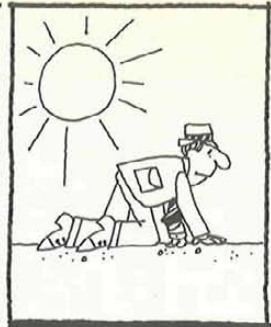
## LESSON # 708

### THE MAN CRAWLING ACROSS THE DESERT

THE MAN CRAWLING ACROSS THE DESERT (HEREAFTER REFERRED TO AS T.M.C.A.T.D.), IS A STANDARD CARTOON SITUATION. THE COMIC ARTIST WHO CANNOT DRAW T.M.C.A.T.D. CAN NEVER HOPE TO SEE HIS WORK IN SAGA, MALE, OR MENS ACTION, AND MAY HAVE TO SETTLE FOR THE NEW YORKER.

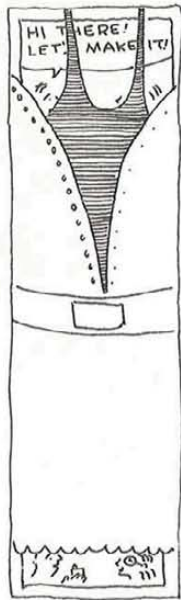
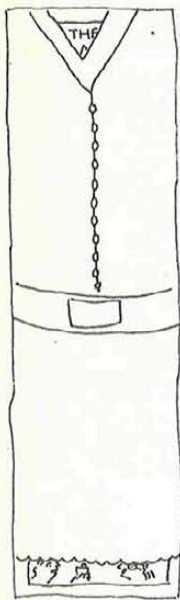


RIGHT



WRONG

## STRIPTease COMICS! by E. Subitzky



# FAMOUS COMIC ARTISTS SCHOOL

BY BRUCE COCHRAN

## LESSON # 747

### HARD-ONS

THE COMIC ARTIST WHO CANNOT DRAW A REALISTIC, LIFELIKE HARD-ON IS LIKE A PITCHER WITHOUT A FAST BALL. LEARN BY STUDYING FIGURES ONE AND TWO CAREFULLY.





NOT A DRUG

Amazing "Burn-fat-by-the-hour" Program  
Developed by Doctors at Boston Medical School

# BURNS AWAY MORE FAT EACH 24 HOURS THAN IF YOU RAN 14 MILES A DAY!

INCREDIBLE "CRASH-LOSS" BREAKTHROUGH REPORTED IN LEADING AMERICAN MAGAZINES WORKS SO FAST  
YOU CAN ACTUALLY MEASURE THE DIFFERENCE IN YOUR WAISTLINE IN 24 TO 48 HOURS!

Yes, LOSE up to 6 POUNDS the first 48 HOURS — LOSE up to 12 POUNDS the first 7 days — LOSE up to 4, 5, even 7 POUNDS MORE the next 7 days — and continue to burn away as much as 7 to 9 pounds more fat every 2 weeks thereafter, (if you still need it) — until you've finally lost 50 — 70 — 100 pounds OR MORE . . . without fasting, without constant willpower, without constant pangs of hunger or a single moment of body-racking exercise!

Recommended by the U.S. Government's very own doctors to members of Congress who want to lose weight fast . . . Hailed as the weight-loss "breakthrough of the century" by leading medical journals . . . here at last is the most effective NO-DRUG program for FAST — INSTANT — PERMANENT LIFETIME WEIGHT-LOSS ever made available to the public without a prescription!

**WORKS SO FAST THE FIRST WEEK ALONE  
YOU LOSE AS MUCH AS 1 1/2 TO 2 POUNDS  
OF BOTH FLUID AND FAT EVERY 24 HOURS!**

Direct from the pages of medical journals and leading American magazines come reports of an incredible "fat burning" breakthrough by medical researchers at one of Boston's foremost medical schools! Reports of a new "crash-loss" program (featuring a remarkable natural substance) that safely yet surely steps up FAT-BURNING METABOLISM . . . forces your system to ATTACK bulging pockets of fat . . . and starts to shrink and burn that fat in just a matter of hours!

Yes, from one of New England's leading medical centers comes the new SUPER FAT-BURNING way to turn up your "inner furnace" . . . unlock those clinging pockets of fat . . . break them down SO FAST . . . you burn off excess bulge at the unbelievable rate of up to 5 POUNDS of both fluid and fat GONE the very first weekend alone!

Think of it! You actually burn away more fat each 24 hours than if you ran 12 to 14 miles a day! Lose more inches each week than if you did 300 sit-ups each morning and 300 push-ups each night! Actually LOSE AS MUCH AS A FULL SIZE THE FIRST 7 DAYS . . . and from 3 to 5 inches off your waistline the very first month!

That's right! Weight-loss results and inches-off wonders that absolutely stagger the imagination. Just look:  
**U.S. ARMY OFFICERS LOSE WEIGHT 3  
TIMES FASTER THAN EVER BEFORE!**

**Case History #1:** When medical researchers in Boston, New York, Philadelphia and Los Angeles first tested this new hi-amino concept on a scientific weight-loss program . . . they reported astonishing results of as much as 12 POUNDS LOST IN JUST THE FIRST 7 DAYS! — 16 to 18 pounds gone by the end of week number two — and most mind-boggling of all — U.S. Army Officers actually losing weight 3 times faster than ever before! As much as 50 POUNDS GONE, like that!

**WAISTLINES SHRINK UP TO 3 INCHES  
IN 7 DAYS — A FULL 5 INCHES  
SMALLER IN A SINGLE MONTH!**

**Case History #2:** When first rumors of this medical breakthrough leaked out to professional actors, actresses and celebrities . . . they immediately rushed to the offices of America's leading weight-loss specialists to get their hands on this magic compound! . . . and no wonder! Because the first week alone they carved away as much as 2 pounds a day . . . 13 pounds a week . . . were forced to take in their belts 3 notches smaller in just 10 days!

**DOCTORS REPORT: AVERAGE LOSS —  
57 POUNDS!**

**Case History #3:** But most significant of all . . . when universities, hospitals and medical schools, (such as New York's Leading Medical School and Cleveland's largest hospital) tested this newly discovered "crash-loss program" on pa-



tients who all their lives had been hopelessly overweight . . . they reported astonishing losses of as much as 2 pounds a day at the start . . . 20 to 30 pounds a month . . . as much as 70 pounds lost over a single summer season! . . . by simply stepping up their fat-burning metabolism and burning, melting, oxidizing 50, 70, 100 pounds of hard-set fat . . . FASTER, SURER than they had ever dreamed possible!

**WORKS LIKE "POWERED HEAT" —  
MAKES YOUR INNER FURNACE BREAK  
DOWN BODY FAT!**

What is this wondrous new development that helps safely stimulate fat-burning metabolism and shrink your body's fat cells the moment it starts working in your system? It is a totally new concept in the war against fat. An ANTI-FAT WEAPON unlike anything you've ever seen, or tried in your life. A FAT-BURNING aid that helps you convert body fat to body fuel AUTOMATICALLY . . . and EVAPORATE excess pounds and inches starting the very first day!

Think of it! A medically proven formula that is such an effective reducing aid . . . that when combined with the food you eat on this "crash-loss" program . . . burns off as much fat each 24 hours as if you jogged up to 14 miles a day . . . or played 3 hours of tennis in the most brutal heat!

The name of this wondrous amino formula is "THERA-SLIM-100" and here is precisely how you use it to win the body and figure of your dreams as you:

- LOSE UP TO 4 TO 6 INCHES OFF YOUR WAISTLINE
- LOSE UP TO 2 TO 5 INCHES OFF YOUR HIPS
- LOSE UP TO 3 INCHES OFF YOUR THIGHS
- LOSE UP TO 4 INCHES OFF YOUR BUTTOCKS
- LOSE UP TO 4 INCHES OFF YOUR STOMACH

and as we've said before, starting not in weeks, but in mere days.

**HELPS YOUR BODY CONVERT STORED UP FAT TO BURNED UP ENERGY!** At this very moment — having read this far — you are but one short step away from LIFETIME IMMUNITY TO FAT! Now comes your FINAL GIANT STEP into a whole new world of LIFETIME SLIMNESS.

Of course, there is one thing you must keep in mind. With the "THERA-SLIM-100" way to LIFETIME SLIMNESS you cannot gorge yourself on all sorts of fattening foods, candies and desserts. Not that you'd ever want to, because with "THERA-SLIM-100" — due to your new, stepped up metabolism — besides enormous weight-loss you also experience a loss of hunger. Which makes it one of the easiest ways to lose weight fast. Now here's how simple it is:

**STEP #1 — YOU EAT**

In addition to the wide and tasty selection of food you enjoy morning and night, (all scientifically programmed to help maintain a high-level of FAT BURN-OFF) . . .

**STEP #2 — YOU TAKE "THERA-SLIM-100" hi amino compound.**

Once a day, you take "THERA-SLIM-100" in a glass of water, (just like refreshing fruit juice). This hi-amino intake helps keep the fat-burning chain-reaction going ALL 24 HOURS OF THE DAY — NOW STOP!

**STEP #3 — YOU HAVE AUTOMATICALLY STEPPED UP YOUR FAT-BURNING METABOLISM — SO YOU AUTOMATICALLY BURN OFF EXCESS WEIGHT!**

In virtually no time at all, you make your inner furnace accelerate fat burn-off. Safely, gently, yet surely you cause a gradual change in your fat-burning metabolism as you "rev-up" that inner furnace.

The result: Your body begins to eliminate stored-up fat and fluid at a rate so incredibly fast, the very first weekend alone YOU DRAIN AWAY AS MUCH AS 5 OR 6 POUNDS!

In short, with the "THERA-SLIM-100" weight-loss program you force your body to automatically convert body fat to body fuel . . . automatically shrink fatty cells . . . drain off excess fat . . . flush it right out of your system ONCE AND FOR ALL!

Never before has medical science offered you a surer, faster, more effective weight-loss method, (short of total fasting) than this super fat-burning breakthrough development at one of Boston's Leading Medical Schools.

**THE FACTS ARE IN! THE RESEARCH IS DONE! THE INCREDIBLE WEIGHT-SLASHING RESULTS HAVE BEEN PROVEN BEYOND A SHADOW OF A DOUBT BY MEDICAL SCHOOLS — HOSPITALS — DOCTORS — AND SCORES AND SCORES OF OVERWEIGHT PATIENTS! NOW THE FINAL STEP IS UP TO YOU!**

**REMEMBER:** You must see dramatic results in just 24 hours — results you can measure with both your scale and your tape measure . . . you must lose:

- up to 6 lbs. the first 48 hours
- up to 12 lbs. the first 7 days
- up to 7 lbs. more the next 7 days

or it costs you nothing! Simply return within 10 days for full refund (except postage and handling, of course). Act now!

© 1978 American Consumer, Inc., Caroline Rd., Phila., PA 19176

## IF YOU READ NOTHING ELSE — READ THIS!

What you see on this page is the announcement of the latest breakthrough by medical science in the war against fat. Developed at one of Boston's leading medical schools, the incredible weight-loss results this new "crash-burn" program delivers are so astonishing (average loss 57 lbs.) it has been featured in every leading medical journal . . . given headline coverage in the medical-news columns of many major newspapers. Aside from — ABSOLUTE STARVATION — there is no surer, faster, more effective way to slash away pounds and inches than with this Boston medical school discovery.

However, before starting we advise you to consult with your physician to be sure you are in normal health and your only problem is excess weight. Individuals with gout, heart disease, diabetes or pregnant women should not use it at all. As a matter of fact, we insist that you show this entire program to your family physician . . . have him check you regularly to make sure you're not losing too much, too fast . . . and advise when you've lost enough. See if he doesn't agree that the "THERA-SLIM-100" road to Lifetime Slimness, including the recommended progressive daily toneup, isn't by far the most effective approach to the conquest of excess weight ever developed by medical science.

## MAIL NO-RISK COUPON TODAY

PENIN-BIO, PHARMACALS, Dept. JPDD-51  
Caroline Road, Philadelphia, PA 19176

Yes, I want to burn away excess weight fast and permanently with this doctor's "crash-loss" program featuring amazing new high-amino compound "THERA-SLIM-100".

Please rush me the offer I have checked below. If not delighted, I may return it in 10 days and you will refund the full purchase price (except postage & handling, of course).

### CHECK OFFER DESIRED:

- (#009) Full 10-Day Supply . . . only \$7.95 plus 50¢ postage & handling.
- (#017) Full 15-Day Supply . . . only \$10.95 plus 75¢ postage & handling.
- (#025) Full 20-Day Supply . . . only \$12.95 plus \$1 postage & handling.

5480

(#033) Full 30-Day Supply . . . only \$17.95 plus \$1 postage & handling.

Amount enclosed \$\_\_\_\_\_ PA residents add 6% sales tax. Check or money order, no CODs please.

**CHARGE IT:** (check one) Exp. Date \_\_\_\_\_

- Visa/BankAmericard
- Master Charge
- Bank Number \_\_\_\_\_

Credit Card # \_\_\_\_\_

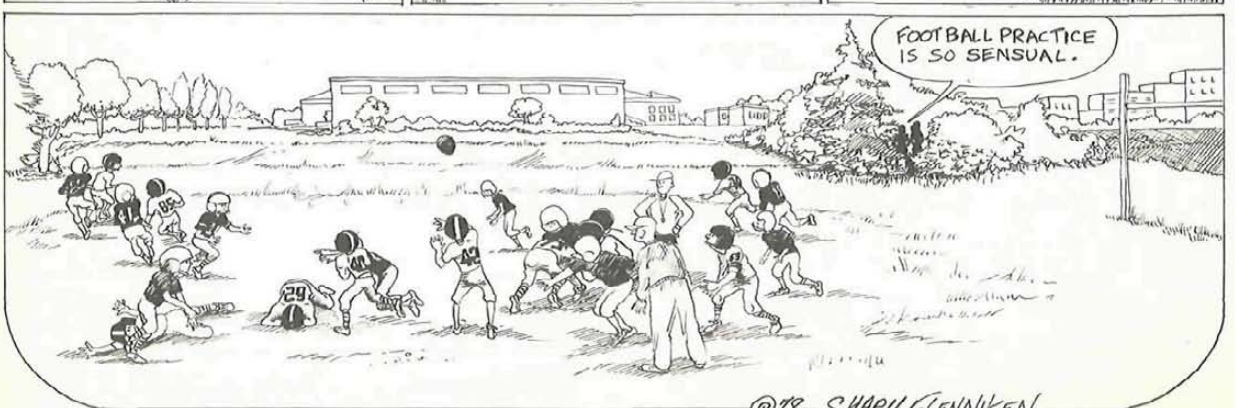
Name \_\_\_\_\_

Address \_\_\_\_\_ Apt. # \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

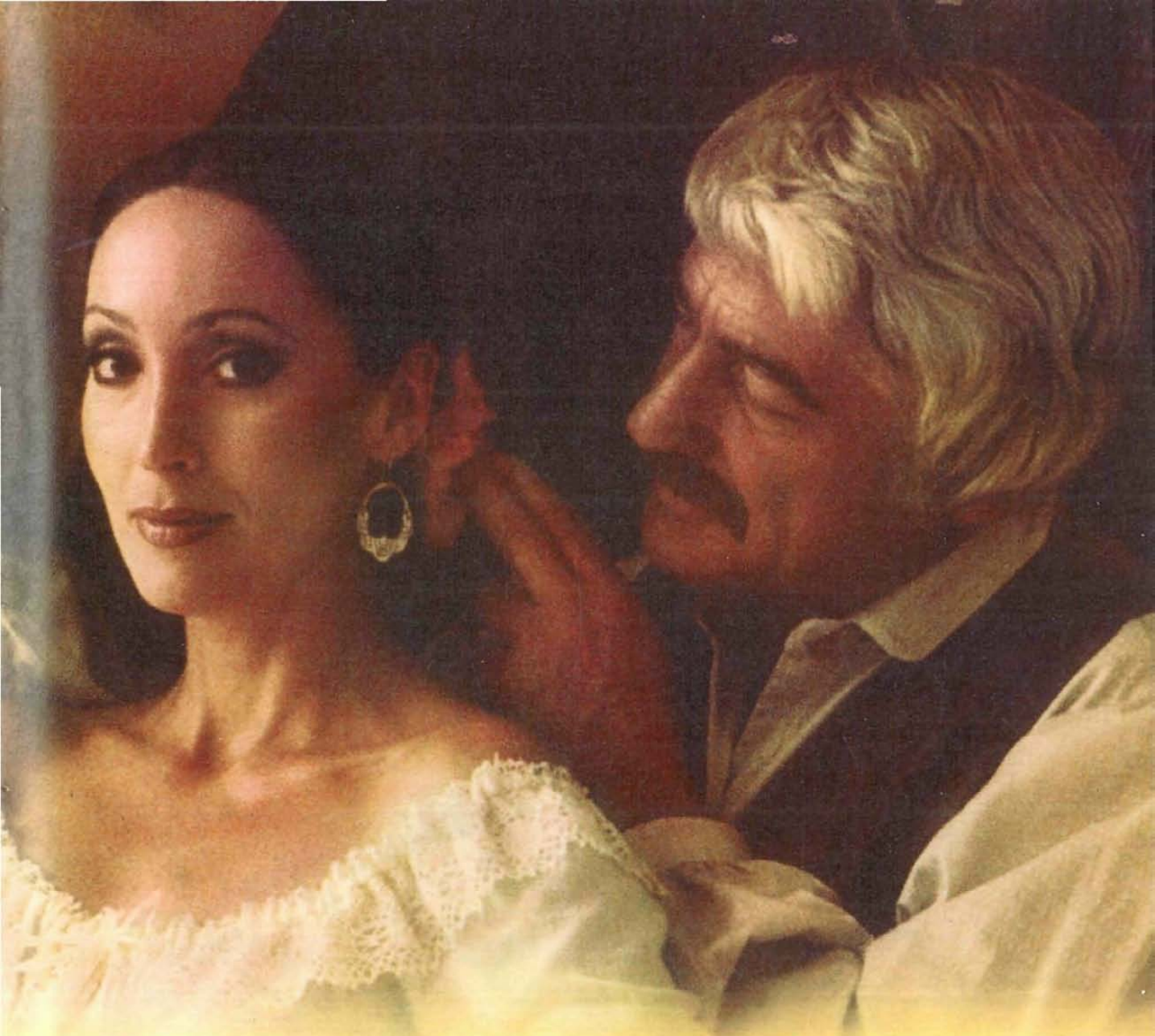


# TROTS AND BONNIE



©18 SHARY FLENNIKEN





**“This woman, she is like my tequila.  
Smooth, but with a lot of spirit.”**

Her name was—well we’re not sure. And she appears to have been the only other love Two Fingers had besides his tequila.

“It’s her spirit I capture in the tequila I make. It is soft but, oh, so passionate,” he reportedly said.

She traveled with Two Fingers as he brought the taste of this special tequila—Two Fingers Tequila—north of the border.

And then, without warning, they both disappeared leaving behind only the passionate taste of the Two Fingers Tequila we enjoy today.

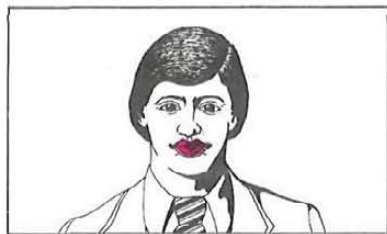


©1978. Imported and Bottled by Hiram Walker & Sons, Inc., Peoria, IL, Tequila, 80 Proof. Product of Mexico. 750 ml (25.4 fl. oz.)



## Chapter 6: Humor Props

When it comes to your image, nothing can help you, or hurt you, as much as a sense of humor. There's no reason to be scared to try things out, just as long as you use your judgment and follow these simple guidelines. Remember, they were arrived at through exhaustive testing and are guaranteed—but, this is an area in which the only true guide is common sense.



**Not funny** Tests show you're likely to come off looking like a prize idiot if you wear these in a business situation. They're the kind of lowlife gimmick that shows a disrespect for your colleagues, clients, and yourself.



**Very funny** This kind of thing is just the ticket for injecting a little humor into the proceedings. You can lighten up an otherwise heavy meeting and pay homage to a much loved, and highly paid, comedian.

## Chapter 7: Improvising

You know the situation. You've done everything you can to make that sale or close that deal. You've worn



You are wearing a normally surefire business outfit. The only problem is, it's not surefire in this time. So you throw caution to the winds, your shoes and socks to the men's room attendant, and play double or quits.



You've done everything right but got nowhere. Obviously something is wrong with your outfit, and a drastic alteration is in order.

your most powerful clothes, pitched your best stuff—and none of it has worked. It's too late to consider another dress approach, but there is one thing you can do: improvise. It may not help, but here are two ideas that tests show will seldom hurt.



Powerful? You bet. Too shocking? Perhaps, but you were losing out anyway, right? If he buys the karate suit you just may be getting somewhere, but we advise you not to start this if you don't intend to finish it.



Our tests show that 68 percent of the time it's the blouse that was hurting you, because just removing it got immediate results.

## Chapter 8: Job Interviews

Let's take a close look at these two applicants, bearing in mind that applicant A beat out applicant B in an astounding 91 percent of the test interviews. Can you spot the key difference? That's right—it's the watch. Applicant A is wearing an old-fashioned "regular" watch, and applicant B sports a fashionable digital computer model. The digital watch gives prospective employers an impression of "excessive trendiness" that might be disruptive in the office environment.



Applicant A.



Applicant B.





*gets rid of the blues.*



The world's finest  
cigarette papers.

Best Quality, even burning,  
and now in all sizes.

Get rid of the blues with Allotta/Haynes/  
Jeremiah's new album "Slippin' Away" featur-  
ing My Job gets rid of the blues.



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Zip

I AM OVER 21 YEARS OF AGE






The Rock of Arizona




## CANADIAN CORNER

continued from page 14

primitive doodles and chants with all the fake, civilized fascination they deserve, bill scribbles his barbaric yips while hiding out in cheap lowercase neighborhoods. he is a great believer in love, peace, and credit for whales.


 **Bowering, George** (1938– ) Jiving his way into the public eye as "Dancin' George" on a Vancouver teen-age platter party TV show, Bowering soon switched to poetry as a less strenuous route to the hearts and other organs of pubescent girls and soft university teaching jobs. Influenced by the Black Mountain school of poetry, which holds that heavy, irregular breathing and friends with mimeograph machines are adequate substitutes for a caesura's worth of talent to rub between one's unseparated frontal lobes, George writes lots of big poems for lots of little magazines and solves the perennial poet's problem of looking like a sissy by smoking cigars, playing baseball, and not getting too damn fussy about his style.


 **Eaton, Lady Flora** (1879–1970) From the days when early settlers fled the turmoil of the American Revolution with its threat of eighteenth-century democracy, Canadians have sought every opportunity to bend the knee before any form of life remotely partaking of royalty. Thus, Canadians have not only continued nourishing the withered boughs of the British royal family tree with the phosphates of their allegiance, but have also cultivated on their own leached-off parcel of soil a Canadian monarchy—the Eatons (see Eaton, Timothy). Lady Flora Eaton, acknowledged queen of the brood, was the author of *Memory's Wall*, an autobiography in which she details such regal prerequisites as learning to eat a peach with knife and fork, as well as of a delightful memoir of her Italian travels reflecting sadly that "Mussolini is not really in good health, he suffers intense pain, and the only relief he gets is in distracting his thoughts by playing his violin."

 **Garner, Hugh** (1913– ) Perhaps best known as a chronicler of Canada's Great Depression (1929–present), gravelly-voiced Garner has managed to ride the rails of his typewriter for many years, pounding out novels, stories, and articles in a style heavily influenced by the weight of

his thumbs on the keyboard.

 **Richler, Mordecai** (1931– ) Canada's official ambassador to the Book-of-the-Month Club, Richler wrote, lest we forget, the screenplay *Room at the Top*. Naturally he now resides high upon Montreal's exclusive mountain, emulating to perfection the personal and domestic habits of the *nouveau riche* Jews he made his reputation sneering at. What makes him unique among and loathed by his fellow Canadian authors is the fact that several copies of at least one of his books were sold, retail, in the USA. All prestigious American periodicals have, subsequently, turned to Richler for sidebar enlightenment on any story with a Canadian "angle." In order to support his high-rent lifestyle, Mordecai has been forced to sell his views on hockey, Separatism, and other subjects about which he neither knows nor cares to the *Times*, *Atlantic*, et al. He threatens to publish a scandalous roman à clef that exposes the Bronfman family as very rich and, quite possibly, of the Semitic persuasion.

 **Mowat, Farley** (20,000 BC– ) Although he speaks fluent Caribou, Eskimo, Wolf, and Newfie, this bearded but lovable naturalist writes his many books in a sort of English. He has capitalized on the curious national penchant for believing only good things about the dumb chums who inhabit the arctic regions, in the company of whom he allegedly spends his summer vacations. Farley has established to the public's satisfaction the fact that many vertebrates of the tundra do, indeed, possess near-Mowat intelligence. He's the sort of guy who would cheerfully get into a piss-fight with a skunk, and, win or lose, publish the book *Never Cry Skunk!* to go with the previous *Never Cry Wolverine!* and *Never Cry Great Big Donkey-Eating Grizzly Bear!*

 **Young, Scott** (1918– ) Long considered just another Maple Leaf-baiting sportswriter in Toronto, Young rose briefly to notoriety as the self-proclaimed father of nasal-rock star and brain damaged Neanderthal sissy Neil Young. Cashing in on the kid's popularity, Young the Elder dashed off a novel about pro hockey in which the athletic hero compares, at lyric length, his penis to a rocket ship. Clearly, it runs in the family.

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# SCORE!!!



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The National Lampoon Black Sox!

Well, here's your chance.

All you have to do is purchase one of these great, three-quarter-sleeved ball shirts with the team name blazing from its face, and you automatically become a member of the team.

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ever you care to hit with the ball ■ Pick your own nickname—Babe, Too-Tall, Queenie, et al. ■ It's a white shirt, beautifully printed in St. Louis blue and made from 100 percent machine washable cotton ■ The girl, incidentally, is on the team. She's Karen Allen of the forthcoming *National Lampoon's Animal House* film.

You can buy the shirt—or nine of them—for \$6.00 each in large, medium, or small, plus 60 cents for postage and handling.

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UNIVERSAL  
**LAMPOON'S  
ANIMAL  
HOUSE**

starring John Belushi • Tim Matheson • John Vernon • Verna Bloom • and with Donald Sutherland as Jennings

Produced by Matty Simmons and Ivan Reitman

Music by Elmer Bernstein  
Written by Harold Ramis,  
Douglas Kenney & Chris Miller  
A comedy from Universal

**EDITORIAL**

continued from page 26

just imagine the consternation, the exasperation, the helpless feeling of the masses that they are out of it again."

"But why? Why?" Willis asked.

"Why?" the voice said with a touch of mockery. "You know why. Combine the assets of the mills, the fashion conglomerates, the advertisers, the media moguls—is it in anyone's interest to create stability? And, of course, dear Willis, there's the sheer joy of sticking it to the heteros again." The voice seemed to simper.

"Why are you telling me all this?"

Willis asked.

"Because," the voice said grimly, "you will never tell anyone. You don't seriously think we can let you out of here now, do you, Willis? Why, it would be catastrophe for the entire enterprise. Our plans, our time-tables—no, no, it's too big a risk. But," the voice added, "rest assured, Willis. You will not go in vain."

As he screamed helplessly, Willis felt himself picked up by an unseen force and remorselessly dragged to an elaborate threshing machine. Without so much as a pause, the force plunged Willis headfirst into the device. In a trice, he had vanished into ten thousand strands.

"Sad," the voice said. "He wasn't such a bad fellow. But at least he would have been happy knowing what the fabric on the first sculpted-look jacket will be made of. Yes, Willis," the voice said, cackling sadistically, "at long last, you will fulfill your lifelong dream—you will truly be in fashion!"

*Further Note from the Editors: Although Mr. Greenfield's piece, above, is a work of admitted fiction, we would never-*

theless like to stress that the opinions presented within it are Mr. Greenfield's own and not those of this magazine's editorial board. Jeff is thirty-five now and he seems to be growing, well...how to say it... somewhat "huffy," not to say senile. We're not quite sure why Jeff (in the thinly disguised persona of Mr. Willis) is so terribly upset over those sports coats, but he's a good friend and a valued contributor and therefore, we suppose, to be allowed certain personal eccentricities.

**P.J. O'Rourke**  
Gerry Sussman  
Tod Carroll  
John Weidman  
Peter Kleinman

**Plugs and Plaudits:** Our heartfelt thanks go out to Dr. Richard Novick, "The Battling Veterinarian," for posing on this month's cover, and to Gleason's Gym, "The Home of Champions," for providing a place in which to pose him. Other thanks (which, if not heartfelt, are certainly lung-touched, kidney-squeezed, or liver-caressed) go out to Hairstyling by Joseph, whose employees—you guessed it—styled hair. (Styled hair for the "Afro Sheek" spread, to be exact.) And to Roz Chast, who did the "Teen-age Tod" contents page drawing for our August issue and wasn't credited and didn't sue us. Thanks again, the bunch of ya', and...uh...um...ahem...the checks are in the mail. Really. And you'll be getting them real soon. I'm sure. So don't call anymore, O.K.? 'Cause I'm sure they got sent out and I can't imagine why you didn't get them yet. You'll probably get them today. I'll bet that's it. I'll bet they're in your mailbox right now. Why don't you go look while I slip out the back way....

P.J.



Seated, John; standing, left to right, Peter, P.J., Gerry, Tod.



# Alive with pleasure! Newport



After all,  
if smoking isn't  
a pleasure,  
why bother?



© Lorillard, U.S.A., 1978

Warning: The Surgeon General Has Determined  
That Cigarette Smoking Is Dangerous to Your Health.

Box & Kings: 17 mg. "tar", 1.2 mg.  
nicotine av. per cigarette,  
FTC Report Aug. 1977.

## BERNIE X

continued from page 12

to nail him. Just as he said that a coconut fell from a tree and nearly hit him on the head. A falling coconut can kill you if it's aimed just right. I heard someone running off, but it was too late to catch him. Maybe the old man was right.

"Yesterday someone threw a Mosler safe out of a window at me. It just grazed my leg," Papa said. He showed me the flesh wound. "The day before, I was riding in my car when suddenly the truck in front of me unloads a cargo of pineapples right on the road. My chauffeur nearly lost control of the car and just missed hitting a tree. All of this is coincidence, eh, Marvin?"

Jesus, I never knew writing was such a dangerous occupation. Papa told me that it wasn't ordinarily, but when you got into the big time, it was just like any other cutthroat business. If a writer wanted you out of the way, he might kill you as easily as buy you a drink. "I'll stick to driving my cab and fucking my brains out," I said.

But now Papa was really hopped up. His plan was to turn his *finca*, his house, into a fortress. Everybody in the house would be armed and would shoot to kill if they saw any strangers, anybody who didn't know the secret code word. "Give me a secret code word, Marvin," he said.

"How about *moloch h'amovis*, which means 'angel of death' in Yiddish," I say. "Very ironic, Marvin," said Papa.

So all of a sudden I found myself trapped in Papa's house indefinitely until he could smoke out his assassins. We had plenty of guns, ammunition, hand grenades, even one of those machine guns you used to see in old movies. Papa went around the house like a fucking general, giving orders, making maps, figuring out who would man this spot and that spot. We had guard duty and even did a little practice shooting to sharpen our eyes. Papa liked to shoot anything that walked or flew, from a sparrow to an eagle. The man was gun crazy, no question about it. I was glad to be on his side, because if he ever got a bead on his killer, that man would be blown into 169 pieces.

So there we were in Casa Hemingway—Papa, his wife, and their other guests, Gary Cooper, Jean Harlow, and Duke Ellington. Cooper, or "Coop," as everyone called him, was a regular chatterbox—talk, talk, talk,

continued on page 96





# TRUE SECTION

ON THE LEVEL



## True Facts

● Sperry Rand Corporation has given up plans to market its new electric razor in the United Kingdom. The shaver is constructed specifically to deal with Negro whiskers, which are shaped in an entirely different fashion from Caucasian whiskers, yet England's Commission for Racial Equality will not allow Sperry Rand to advertise the product as being solely for blacks. The commission feels that telling black men the razor is for them exclusively would be discriminatory. *The Economist*

● Lord Harewood; a cousin of Queen Elizabeth, recently backed over a motorcycle in a downtown London parking lot. The owner sounded his horn several times, but the lord, being sealed in his car listening to a taped Mozart Wind Serenade, continued moving until the bike was destroyed. The music-loving Harewood later testified that the motorcycle horn had precisely the same pitch as certain sustained clarinet notes in the piece he was enjoying, which therefore made it impossible for him to perceive the warning. The court ruled in his Lordship's favor. *AudioScene Canada*

● A South African pathologist has been forced to call a forensic expert to assist in determining the identity of a badly decomposed head found in the stomach of a ten-foot shark. The state doctor had no problem identifying the skull as human; however, police must know whether it is Caucasian or Negroid. The head cannot be buried in the correct cemetery until this mystery is solved. *Toronto Globe and*

*Mail* (above three items contributed by Howard Lyons)

● Angry bus patrons in the Midlands of England complained to bus company officials when drivers repeatedly failed to stop and pick them up. They claimed operators would sometimes smile and wave as they drove by. In defense, the company noted, "It is impossible for the drivers to keep their timetable if they have to stop for passengers." *Campus Life* (contributed by Steve Shoyer)

● A seventy-five-ton island of sod and reeds broke loose from a bog in Lake Annabessacock, near Monmouth, Maine, and floated over a mile before it became lodged across a citizen's access-way to the lake. State authorities removed the obstruction with the help of five tow-boats and a man stationed on top of the porous mass in snowshoes to hold the line fast. Once maneuvered into place, workers secured the island to its parent bog with large nails and sledgehammers. *AP*

● The public schools of Grand Forks, North Dakota, chose to celebrate Black History Week last February by offering the following menu in their cafeterias—*Monday*: Chicken noodle soup, crackers, cheeseburger on a bun, pickles, pear sauce, and milk. *Tuesday*: Waffle, little smokies, pineapple and peach salad, ice cream treat, and milk. *Wednesday*: Beef goulash (recipe from *Ebony* cookbook), tossed salad with dressing, bread and butter, fruit crisp with topping, and milk. *Thursday*: Barbecued chicken, mashed potatoes with butter, buttered peas, bread and butter, salted peanuts, and milk. *Friday*: Fish-burger on a bun, tartar sauce, buttered rice with cinnamon and sugar, cabbage slaw, fruit cup, and milk. Black History Week items featured in the East Grand Forks public schools included tuna noodle casserole, breaded chicken, pizzaburgers, chili, and milk. *Grand Forks Herald* (contributed by Dan Hinnenkamp)

● Philippe and Constance Magnon were married five years ago, at which time Mrs. Magnon wore a short hairstyle. Soon after their honeymoon, however, Philippe instructed his bride to let her hair grow longer. She complied, only to awake last year with short hair once again after Mr. Magnon had removed most of it from her head and disappeared. "He was going bald," Mrs. Magnon claimed, "and often said that my beautiful hair would make an excellent wig." Constance further asserted Philippe drugged her to accomplish the theft. *Kansas City Star*

### • LIVES OF THE GREAT •

THIS MONTH:

#### CHARLES SPENCER CHAPLIN (1889-1977)

CHARLIE, WHO PLAYED ONE OF THE WORLD'S MOST LOVED FILM CHARACTERS, WAS CHARACTERIZED IN A PATERNITY SUIT AGAINST HIM AS "A LITTLE RUNT OF A SVENGALI, MASTER MECHANIC OF SEDUCTION, AND A CHEAP COCKNEY CAD."

THE "LITTLE TRAMP" HAD A SERIOUS PENCHANT FOR YOUNG GIRLS. HE MARRIED A SIXTEEN-YEAR-OLD WHEN HE WAS TWENTY-NINE, A FIFTEEN-YEAR-OLD AT THIRTY-FIVE, AND A SEVENTEEN-YEAR-OLD AT FIFTY-FOUR.



ASHAMED OF HIS LIRCHIN CHILDHOOD, CHAPLIN BECAME FURIOUS WHEN HIS BROTHER REVEALED THAT THE TWO OF THEM OFTEN FED FROM LONDON GARBAGE CANS. AMONG OTHER THINGS THAT BOTHERED HIM WERE TELEPHONES AND OPEN WINDOWS.



IN 1942, AN IRATE GIRL FRIEND HELD CHAPLIN AT GUNPOINT FOR AN HOUR AND A HALF UNTIL HE MADE LOVE TO HER. TWO YEARS LATER, SHE BROUGHT A PATERNITY SUIT AND WON.



ALTHOUGH ALL EVIDENCE INDICATES THE CONTRARY, CHAPLIN REPEATEDLY INSISTED HE WAS JEWISH.





T

## Bullshit

by Ellis Weiner

"Jagger, Dylan, and a very few others in this business have developed the press relation into an art form, a Zen-like dialectic in which the ultimate connection, journalistic satori—when barriers between subject and object are all broken—occurs at the moment when the very division between them is most clearly defined."

—Jim Jerome, in "Conversation with Mick Jagger," *Oui*, July 1978.

## BULLSHIT ARTICLE OF THE MONTH

Bullshit scratches its head at *The New Yorker*. Yes, *The New Yorker*. Its two-part profile of Atlantic Records chief and peripathetic beautiful person Ahmet Ertegun, written by none other than *National Lampoon* alumnus George W.S. Trow, Jr., and entitled "Eclectic, Reminiscent, Amused, Fickle, Perverse," is, in fact, tedious, fawning, precious, humorless, absurd.

Alexander Cockburn of *The Village Voice* singled out the following paragraph for mention in his "Press Clips" column. But, seeing as how the *Voice* is a local publication, and *NatLamp* is—or thinks it is—a national one, Bullshit reproduces this stupefying excerpt from Part I of Trow's piece:

"...At the moment when I met Ahmet, at the beginning of this decade, it was assumed that the style of the years to come would derive from the principal styles of the nineteen-sixties—and this expectation has not been disappointed entirely—but then as I saw Ahmet together with important custodians of the style of the nineteen-sixties and noted his greater power and presence, I began to understand that it would be *his* style (eclectic, reminiscent, amused, fickle, per-

R

verse) that would be the distinctive style of the first years of the new decade, that Ahmet would achieve this new importance as exemplar precisely because he lacked that inflexible center I had confusedly looked for, and that he would achieve it through his intuitive, obsessive mastery of the modes of infatuation, this mastery having made it possible for him to absorb into himself the power of several archetypal American styles that had fallen into disuse among Americans but still had great power when they were expressed in a manner that divorced style from substance and had no reference to any authority that could be perceived as inhibiting."

Exhale. The entire piece is written not so much deadpan as comatosepan, with Trow feverishly rushing forward to embrace his subject ("Ahmet knows how to route luggage efficiently"), then retiring to type, at arm's length, a sort of post-schizophrenia Robbe-Grillet-meets-*Rolling Stone* account of the great and near-great with whom Ahmet interacts. ("This was the first verse. The second verse began, 'I used to be a soldier boy, fighting for my world.' Batdorf sang this song. Rodney played the guitar.")

The archaism *Negro* is used incessantly and without redeeming irony, as though the author were half plodding anthropologist, half sniffing dowager. "He and Nesuhi canvassed Negro neighborhoods. They bought from Negroes records that were of interest to collectors but were no longer of interest to Negroes." Trow, years ago, edited the "Stupid" issue of the *National Lampoon*, still one of Bullshit's favorites. But this? This is—you guessed it—bullshit.

U

## Spoilers

Here are endings to somethings which you'd only read or sit through to find out the endings.

## BOOKS

*Compromising Positions* by Susan Isaacs: Dr. M. Bruce Fleckstein, periodontist and Don Juan, is murdered by his brother-in-law, who is trying to prevent the circulation of compromising photographs of his wife. Frustrated doctoral student and housewife Judith Singer cracks the case open and has an affair with the police lieutenant in charge.

*Stained Glass* by William Buckley, Jr.: CIA agent Blackford Oakes is assigned to penetrate a new political movement in postwar Germany. The movement's leader, Count Axel Wintergrin, is ultimately assassinated by the CIA men in his private chapel.

*The World According to Garp* by John Irving: T.S. Garp is shot to death after having been forced to dress in drag in order to attend the funeral of his feminist mother who was herself shot to death at a rally. Son Duncan marries a transsexual and daughter Jenny becomes a doctor involved in cancer research who dies of the same disease.

## MOVIES

*Moment By Moment*: John Travolta, a young Sunset Strip hustler, and Lily Tomlin, the "older woman," make out in a hot tub and strike up a relationship. He leaves because she only wants him for his body, but they are reunited on his birthday. Theme of the movie is role reversal.

*Jaws II*: The shark is killed, but only after giving birth to the future stars of *Jaws III*.

*Damien: Omen II*: William Holden realizes that his nephew is the son of Satan and is stabbed by wife Lee Grant, who has been in cahoots with the child all along. Stay tuned for *Omen III*.

E

## Your Tax \$ at Work

For the last three years, Senator William Proxmire of Wisconsin has been conferring his monthly "Golden Fleece" awards on wasteful Federal programs and expenditures. Presented below is a small selection of these Golden Fleece award recipients.

**National Aeronautics and Space Administration** for allocating \$140,000 to an obscure author for one 6,000-word article and a follow-up book documenting the history of America's Viking Mars landing project. A total of \$24,000 was appropriated for the article alone, which, computed at \$4.00 a word, exceeds ordinary magazine publication rates by a conservative 1,500 percent.

**Federal Aviation Administration** for spending \$417,150 to purchase ninety-five remote readout hygothermometers, a weather forecasting device used to predict rain. The FAA already had functioning rain prediction equipment; however, the new instruments permit employees to take readings indoors. The old hygothermometers are in place outdoors, where, prior to the \$.4 million expenditure, a person risked the chance of being rained upon whenever he or she wanted to know if there might be rain.

**National Science Foundation** for paying researchers \$84,000 to determine why human beings fall in love. The study, according to Foundation sources, focuses primarily on love between men and women. Additional amounts of \$15,000, \$81,000, \$25,000, and \$112,000 have been paid out to study hitchhiking, social behavior of Alaskan Brown Bears, primate teeth, and African climate during the last Ice Age.

The editors wish to thank Senator Proxmire and his staff for providing the True Section with the above materials.



T

## Famous Hollywood Celebrity Stars

R

U

## Feature Films

E



Recycling Report

Comedian Jerry Lewis posing with a stack of aluminum sheet coils and two aluminum cans at an aluminum manufacturing plant in Illinois. This actually happened, and, furthermore, was done for charity.

## What Time Is It, John?



The Fever our way  
a bonus poster for everyone  
who buys our exclusive watch.  
Dial with logo and the  
man-of-the-hour, 20.00.  
Both by Unique Time.  
Watches, Street Floor.

and from a well-known New York department store.

The new John Travolta Saturday Night Fever wristwatch is available now at selected outlets. Note the placement of the hands—10:55 would appear to be a significant moment in the day.

True Facts presents a partial catalog of feature films currently available from Japanese movie companies. (We wish to thank the *Variety* 21st International Film Annual for its assistance in compiling this list.)

- Inju* ("Dark Animal")  
*Aijo No Sekkei* ("Plan of Affection")  
*Joshu 101-Shabaru* ("Female Prisoner 101—Lick")  
*Shojo Jigoku* ("Hell for Young Girls")  
*Osawari Salon—Oshibori De Omachi Shimasu* ("Free-Up Salon—We Wait with a Towel")  
*Jitsuroku Furoy Shojo Kan* ("Nonfictional Bad Young Girl")  
*Namida No Sotsugyoshiki Tabidachi* ("Tearful Graduation Journey")  
*Inube* ("Dog Whistle")  
*Dorodarake No Junjo* ("Pure-hearted Poopsie")  
*Shoejo Etsuraku* ("Young Girls on Parade")  
*Ori No Naka No Yosei* ("Sprite in a Cage")  
*Okashite* ("Rape Me")  
*Erosu Gakkuen—Kando Bat-sugun* ("Eros School—Nice Feeling")  
*Seiai Sensei Jutsu—Sex Ajikurabe* ("Love and Sex Fortune-telling")  
*Zu Karugaru—Jochi No Ori* ("Call Girl—For Pleasure")  
*Daitetsujin 17* ("Big Iron Man 17")  
*Wakusei-Robo Dangadoo Ace* ("Robot Rumpus")  
*Hirusagari No Joji—Susuri Naki* ("Getting Hot Fast")  
*Bokoressha* ("Rape Train")  
*Jokyoshi* ("Female Teacher")  
*Danchizuma—Okasareta Hada* ("Big Spread")  
*Joshidaisei Maruhi Sex Shivan* ("Female College Students on a Sex Spree")  
*Niktai No Mon* ("Gateway to the Body")  
*16 Yosei No Heiya* ("Sixteen-

- Year-Old Sprite's Room")  
*Agechitai No* ("I Want to Give It to You")  
*20 Seihakusho Nokezoru* ("White Paper About Sex for Twenty-Year-Olds")  
*Junko Wananaku* ("Bad Junko")  
*Kiken Na Kankei* ("Relationship with Danger")  
*Shin Joshu Sassori* ("Female Prisoners on the Rise")  
*Doberman Dekka* ("Doberman Cop")  
*Circuit No Okami* ("Wolf of the Circuit")  
*Rashamen* ("Woolens")  
*Koshoku Genpei Emaki* ("Lusty Picture Scroll")  
*Nippon No Don—Yabohei* ("The Don of Japan—Big Schemes")  
*Shiawase No Kiiroi Hanhachi* ("The Yellow Handkerchief of Happiness")

## True Masthead

Edited by Tod Carroll  
*Bullshit* by Ellis Weiner  
*Spoilers* by Danny Abelson  
*Facts* by Wendy Mogel  
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Editor's Note: The items which appear in the True Section are, to the best of our ability to verify them, true. We will gladly retract anything that can be proven false. Everything else in the *National Lampoon* is fictional. Except the ads.





J. M. Bechtel, Maywood, Calif.



Donna Ray and Tim O'Hern, Canoga Park, Calif.



Steven Backiel, Knoxville, Tenn.



Max Alexander, Providence, R. I.



Jim Miller, Westchester, Calif.



John Purcell, Chicago, Ill.

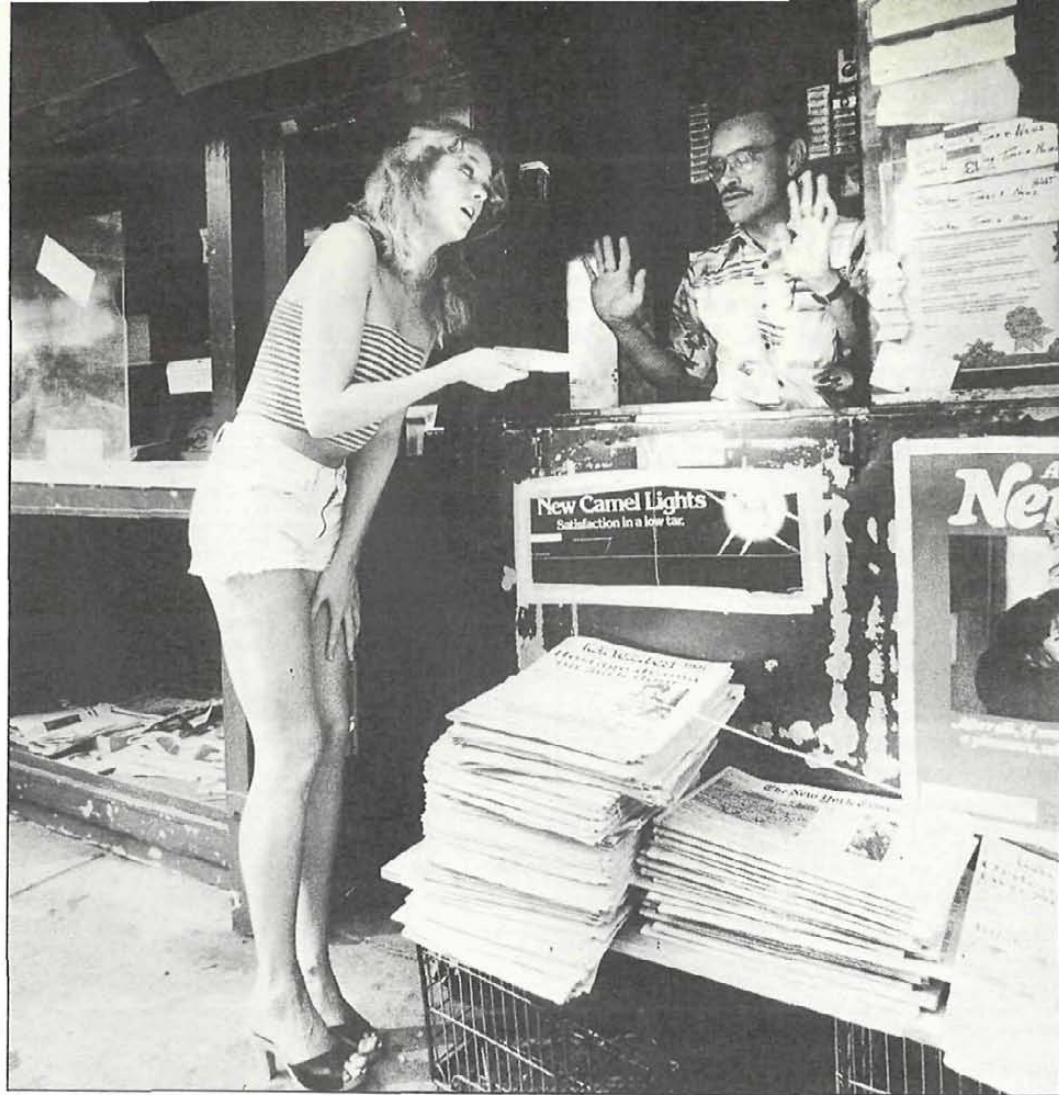


Richard J. Leskosky, Urbana, Ill.



Bruce M. Bates, Lancaster, Pa.





## **"Sorry, lady, no more *National Lampoon Sunday Newspaper Parodies*. We're sold out again!"**

"Sold out." "All gone." "No more left." The words echo across newsstands and bookstores all over America. The *National Lampoon Sunday Newspaper Parody* is a sellout. Hotcakes have never sold faster.

And no wonder. *Newsweek* calls it "a devilishly irreverent portrait of Middle America in miniature, the literary equivalent of *Our Town* written by Woody Allen and performed by the Not Ready for Prime Time Players." *New York* magazine said, "It's the best thing the *National Lampoon* has ever done."

Rather than spend days and days searching for it, why not order your copy of *NLSNP* directly from the *National Lampoon*, the folks who created it.

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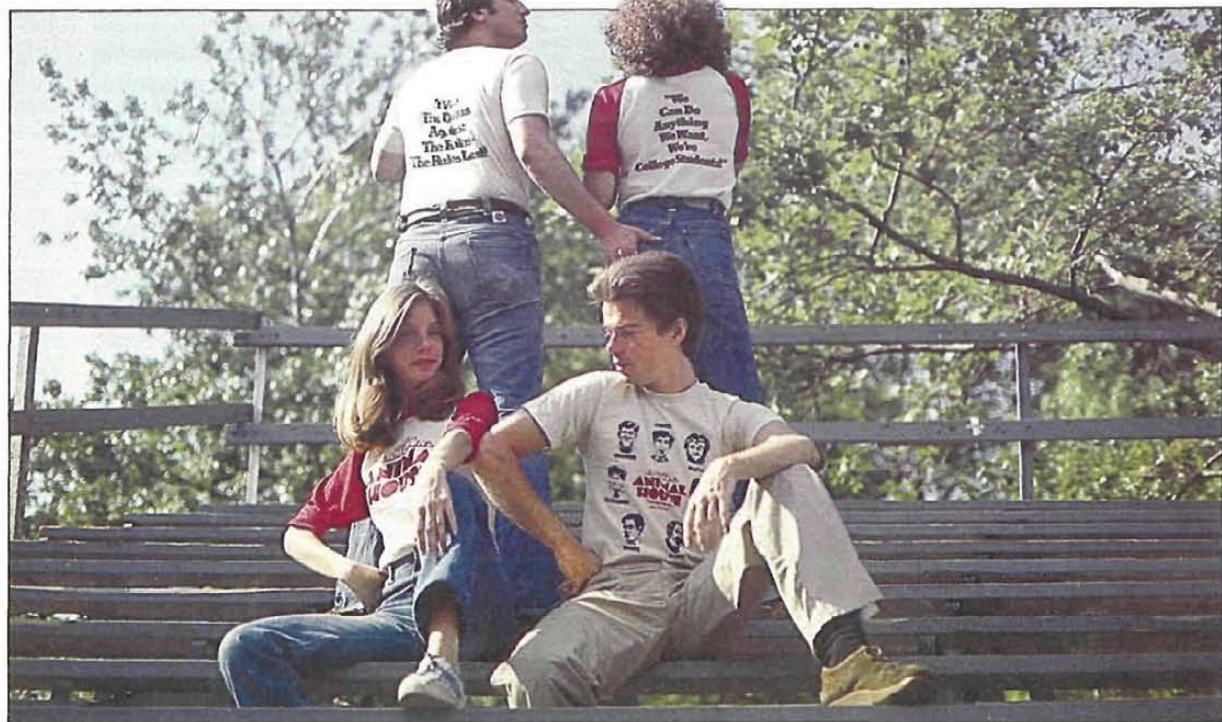
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# You've seen the movie! You've read the book! Now you can read the shirts!



photograph by Joey Green

**W**hat else? From the *National Lampoon*, one of the world's great hunters of your loose bucks, comes the T-shirt and the "softball" shirt from the first *NatLamp* film, *National Lampoon's Animal House*.

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Made from 100 percent machine washable cotton. \$6.00 each in large, medium, or small, plus 60 cents for postage and handling.

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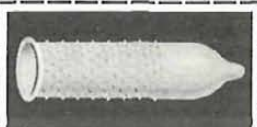
**Tuesday:** Sensitivity is today's word with NUDA®...the thinnest, lightest condom made in the U.S. NUDA is thinner than Trojan, Sheik and Ramses. Lubricated with SK-70®

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**BERNIE X***continued from page 88*

night and day. I hate to say it, but he was a fairy, a cowboy fairy. He liked to gossip with Papa about Hollywood and all the sex scandals going on. Papa loved it. He wanted a piece of every ass in Hollywood. "Tell me again about the broads," he would say to Cooper. And Cooper would tell him that Joan Crawford liked to put goldfish up her twat. That Norma Shearer was still a virgin, that Katharine Hepburn was really a man, a very strange-looking man, but a man. A lot of stuff like that. Jean Harlow I never saw much. She locked herself in the toilet. Duke Ellington, God bless his soul, was actually a woman, a very strange-looking woman, but a woman. You couldn't tell until you really looked at him. He played on a concertina all the time. Papa didn't have a piano.

We stayed in the house for over three weeks, until we all got stir crazy. And there was no sign of the killers. But Papa was still suspicious. He felt they were waiting for him to get out of the house, and then they'd make their move. I figured that the whole thing was really in Papa's imagination. That it was all a bunch of coincidences. Papa was just a bit on the cuckoo side, y'know. And anyway, I was going nuts. There was nobody for me to put my wee-wee into. Harlow was getting food trays slipped into the bathroom. Papa's wife belonged to Papa, and I wasn't going near Duke Ellington. Finally, I couldn't take it any longer, and I appealed to Papa. I appealed to his pride. I also pointed out that we were running out of food and drink. "What the fuck," I said. "Are we men or barnyard chickens? Are you going to let a few sissy-Mary writers scare you out of your right to move around as you please? Somebody named Gertrude Stein?" When he described Gertrude

Stein to me, I fell off my chair. She sounded as dangerous as an Idaho potato. "C'mon, Papa, stop the shit. Act your age," I said. "Let's blow this joint and have a good time somewhere. I love your house, but it's beginning to give me the willies. I think all of us would like to go to Havana and catch a few shows, gamble a little, have a few drinks, maybe find a piece of Cuban nook, y'know what I mean?"

Well, Papa got the drift pretty fast. He said it was time we shifted our strategy and tactics and went right to a frontal assault. He was up for a night on the town. He made a few calls and that evening we were off to the restaurants, the bars, and the clubs. I had about seventy-nine Daiquiris that night and all kinds of strange Cuban food. We were having a terrific time and nobody was following us. At about midnight, Papa made an announcement. We were going to see Superman. "The one from the comic books?" I asked. He laughed and said this was a different kind of Superman. He took us to a dumpy little club on the outskirts of town. It was a regular nightclub except that on the stage was a big round bed. The MC made a few remarks using a lot of hand gestures and winks. And sure as shit, Superman appeared, already holding the biggest hard-on I ever saw. He was a big black guy, not bad-looking, and his wang must have measured near thirty inches long. Now I'm as big as they come, but this guy was from another world. The show that we were going to watch was just this guy, Superman, fucking a girl. Well, for my money, that was enough. He had the shvance of a horse on the body of a man. I figured I had finally met my match.

Everybody is watching this guy with the cock when suddenly another guy who looks like his twin comes

out. And he's got a pretty big one, too. Not as big as Superman's, but at least twenty-five inches. And then another guy, and another—all looking exactly alike—all with shlongs measuring twenty to twenty-eight inches. I know how long they were because they walked around the audience with tape measures.

And now there's six guys and Superman, all standing around our table, with their wee-wees sticking out about a mile and a half. And on the stage appears a tiny old person who looks like a half-packed duffel bag. I'm not sure if it's a man or woman. When it speaks it sounds like a woman. Hemingway turns pale. It's Gertrude Stein. We walked right into her trap, she said. She knew that sooner or later Hemingway would crack and want a night on the town. And sooner or later he'd take his friends to see Superman's act. Well, tonight, Superman is changing his format, she said. Instead of having intercourse with a woman, he is going to have intercourse with a man. And after he's fully satisfied, his understudies will have intercourse with the same man until they too are sated. And she points to these six other shvugies with their telephone poles in their hands.

Papa looks around the room and realizes that we are surrounded by a bunch of hoods at every door and every corner. For the first time I see real fear in his eyes. "Marvin, I am not ashamed to say that I am scared shitless," he said. "I have fought bravely and truly in a world war, I have stared lions straight in the face, I have endured much pain in my life, but the one thing I cannot endure is this kind of humiliation. Especially since my nickname is Ernie Hemorrhoid, if you know what I mean." □

*Part III will appear next month.*

# Coming Next Month

In the October *National Lampoon*...

## Entertainment

Movies, TV, music, made for TV movies, movie musicals, live music on TV, movies about television, television shows about the movies, musical scores from movies shown on television, and novelizations of it all.

plus Comics and cartoons by Gahan Wilson, Sam Gross, and Charles Rodrigues.

plus A brand-new production of *Porgy and Bess* with an all-white cast!

and

As a special extra bonus for our little pals at college in the Midwest (and all the rest of you who wish you still were)...

The *National Lampoon* Guide to the Big Ten  
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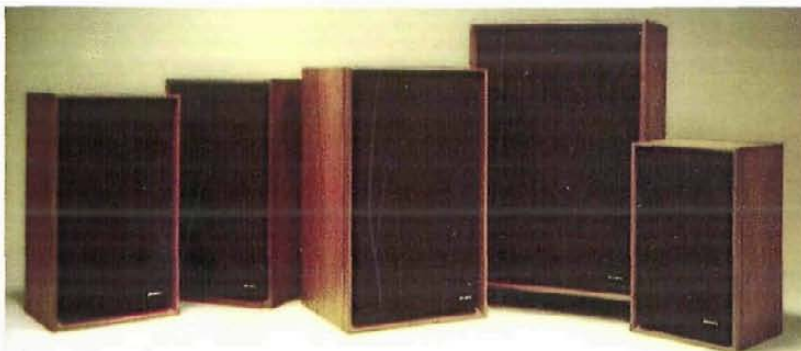
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