

THE PRIDE



These people and establishments have made this publication possible. We are indebted to them for their contribution to the cause. We ask you to support our Advertisers by patronizing them.

CASA DE ROMA NU VUE BOOKSTORE OFFICE PRODUCTS WEST MARBAS MFG CO. TALK OF THE TOWN **VENUS BOOKSTORE** SUN GRAPHICS THE BOOK CELLAR THE FORUM-BOARDWALK **R&REXTERMINATING** THE SHACK THE CRYPT THE HOLE THE 4th AVE CLUB MODERN WORLD BOOKSTORE PRIDE PEST CONTROL J. J. GRUEN THE CLUB PHOENIX MR FATFINGERS SPEEDWAY BOOKS **NU TOWNE SALOON BARNEY'S BOOKSTORE** HIS CO DISCO PLEASURE PALACE **MOJAVE BOOKSTORES EROTICA MOTEL SEA & SWIM ATHLETIC CLUB CRAYCROFT BOOKS MALEMAN STUDIOS** THE SPORTSMAN'S LOUNGE THE CONNECTION MISS MATTY'S ATTIC **JACK & LOU'S REFERRALS** PALS

IMPORTANT NOTICE

Públication of the names or photographs of any person or organization in THE PRIDE OF PHOENIX is not to be construed as any indication of the sexual orientation of such person or organization, or any employees or members thereof.

Personal opinions expressed in Letters to the Editor are not necessarily those of THE PRIDE OF PHOENIX or its advertisers. No responsibility for libelous or slanderous statements in those letters will be assumed by THE PRIDE OF PHOENIX, the Editors or the Staff.

THE PRIDE OF PHOENIX, published monthly by The Pride Publishing Company, P. O. Box 14581, Phoenix, Arizona 85063. Copyright, 1977 All rights reserved. Contents of the magazine may not be reproduced in whole or in part without prior written permission of the Publishers. Printed in USA.

Advertising information or other information is available by calling 937-8774, or 934-7281.

Distributed courtesy Canyon News Company, 6800 N 55th Avenue, Glendale, Arizona. Inquiries regarding distribution should be directed to that office or call 934-7281.

STAFF

EDITORS — Jack Caldwell, Skip Green, Phil Santhon
PRODUCTION — Sun Graphics
CALENDARS — Dick Whitney
FRONT COVER ARTWORK — Robb Barton
CONTRIBUTORS — Dragon Lady, JoAnne, Mary Hardon,
Jakki DJ, H.R. Kammermann

EDITOR'S NOTES

Hot, sticky, muggy August Greetings! on, it can't last forever! Hang

This last month was a harried one for THE PRIDE - The Editors found themselves running to far-flung places (exotic for one editor, family-home for the other two) and it was only by the Grace of the Almighty that last month's issue got out at all.

One of the things we failed to report in last month's issue was the very nice afternoon gathering that John (JoAnne) held at his home for a group of people who helped elect John and Joseph as Empress and Em-





peror. John's buffet was delightful and the company great. The Editors of THE PRIDE were pleased to

attend. Thanks, John.
We hear good things about the Club Black and White. Lucy has been redecorating and it seems as though her efforts are paying off. Unfortunately, we were unable to attend her Grand Opening, since we were all out of town, but we hear it was a great

You'll notice our front cover is again blessed with a fine drawing by ROBB BARTON. We're happy to have him back on the cover again. In case you didn't know - you can commission him to do portraiture for you, too. You'll find info about him inside.

Last month we reported on the Coronation Ball. Well, we did get a letter in reply. Feedback is important to THE PRIDE, and so we are printing the

letter here:

TO WHOM IT MAY CONCERN:

I really feel it was unnecessary to say the unkind things about Adrian, Robin and Jerry. They and the others worked very hard to help start the 1st Court and keep it. Try looking for some good things. I can, I was there.

The first Coronation was open to everyone in and out of the Gay Community. Male and Female.

Give credit where it is due. Especially to Adrian who got the 1st Coronation started and went off very smoothly. Adrian spent a lot of time and money promoting, asking people for help. I certainly hope JoAnne is proud enough to go around and ask for help when needed.

Let me ask you to find our what happened to the people of the first court. Why weren't they at the second Coronation? If you find the right person you just might get the truth as to what happened. They were the ones who helped Adrian to get it started. Believe me, it wasn't Adrian's fault no one stayed.

Find out why there wasn't a second coronation. See if you get the truth.

you get the truth.

I would certainly reconsider rejoining the Court, if I see some good things come of it. Something's have already been established and others need to be as we are all aware. However, I still feel burnt from what has happened and probably will never go away for a long time.

Speaking of dignified — did you happen to see and listen to the group who was sitting on the right side of the stage — on the left side facing it. I certainly wouldn't have called them dignified, showing no respect to visiting royalty. Really, Dragon Lady, if you are going to point fingers go all the way, not just 1 or 2 people. Who knows, you may have been in that crowd.

I'm only trying to point out a few things. If one is

I'm only trying to point out a few things. If one is going to do some knocking, etc., go all the way. If not, help promote what was started and help JoAnne by doing so, don't put down. Evil doesn't overtake good, just the opposite. So, please don't knock, talk good, do good, and write good. Thus far it appears in this issue you're putting down and you know that's not good for news or the people who run it. Thank you for your time. Craig, from the Ramrod, 1st Court member, resigned.

OFFICE MACHINES AND SUPPLIES OF ALL KINDS.

3641 North 35th Avenue - 269-9351





A CLUB FOR MEN

Hiking, camping, riverfloating, weightlifting, wrestling.

Find yourself a buddy.

CALL "CHUCK" AT 263-8380





RUMOR HAS IT that the DOWAGER EMPRESS, ADRIAN is in the running for Empress of the State. . . Who is she kidding—You'd better give that masking tape a well-deserved rest, my dear, before your belly-button is in the middle of your forehead!!!

- More than just a few "ROYAL" words were exchanged when Bill caught up with Joseph at the Tubs the other a.m.
- Nobody, but nobody, is going to lay a hand on Danny B.
 while Andy is around. . .not even Stan!!!
- Who did CRYSTAL stay with on her recent solo trip to California??? Couln't have been Andy H, could it?
- Wonder why EBONY refers to JO ANNE as Mrs. Robinson? Perhaps JoAnne's fondness for the younger set (I mean REAL young) has something to do with it...
- The next ROYAL FUNCTION should prove interesting, as to who will wear DRAG, the Empress, The Emperor or BOTH!!!
- A certain consular for a methadone clinic doesn't smoke, nor drink, but certainly is into SPEED!!!
- John B may not have a DOG as does Oliver, but he certainly does have a pipe that will BLOW you away!!!
- Is GEORGE C. up to his old tricks of fun and games in Casa's restrooms again. . .or stil???
- The rare appearance of MISS BETTE DAVIS at the TOTT's turn-about show found many of us ringside. Miss Davis limits herself to 2 or 3 appearances a year as her posy shop, and air conditioner repair keep her a very busy lady. Busy, sending flowers to herself after she's fallen off the roof trying to repair her air conditioner!!
- Saw some very interesting pictures of Gary S, in the altogether!!!
- If Casandra can receive such a glowing review for her talent on stage while appearing in Tucson, she should win an OSCAR for her many talents off-stage!!
- While in HAWAII, Miss GOLDBERG worked six nights a week, three shows a night, for three weeks. Which means, the audience in Hawaii saw more of her in three weeks than her loyal fans in Phoenix have for the last three months!!!
- I'm certain Terry S will excel as a hair stylist when he's finished beauty school. Perhaps they will teach him a new way to comb the 3 or 4 hairs atop his own head...

Listen SHIRLEY, don't worry about a ring. Just go ahead and live in sin as long as it's with your new flame, George. If he's as nice as he is nice-to-look-at, I wouldn't leave the bedroom, much less the house!!!

- The interior of the 307 appears to be getting a face-lift. No, darlings, the bar—not the customers!!!!
- If a customer cannot get off their butt to give a tip to an entertainer, then forget the tips, it's too cheap for words—OK, Crystal!!
- * I would like to DEVIATE from the norm of my column for my closing: I take great pride in being a part of THE PRIDE OF PHOENIX, and truly believe it to be a worthwhile project. To the THREE EDITORS—Phil, thank you for asking me to write a column. Jack and Skip—thank you for making me look so good in print. To JOHN (Jo Anne) thank you for the name Dragon Lady which you gave me so very long ago, and for a friendship that has withstood the continued test of time.

Last but not least, to everyone who reads my column—great, because that's where it's at and all about for me. I only hope I'll always be able to live up to what you expect from a Dragon. And remember, if I missed you this month, there's always next!!!!

THE
PLEASURE
PALACE

(602) 262-9942

1 Chagen Facty

9 TO 12 MONDAY THROUGH SATURDAY

1524 EAST VAN BUREN . PHOENIX, ARIZONA

LOCKER ROOM RUSH IN TOUCH MANDATE BLUE BOY QQ
PLAY GUY BODY AFTER DARK ADVOCATE GAYTIMES
GAY BLADE DRUMMER THE PRIDE OF PHOENIX

25 CENT ARCADE

PRIVATE VIEWING BOOTHS



SPECIALISTS IN RESIDENTIAL & COMMERCIAL

NO CONTRACTS TO SIGN License No. 219

254-0129

R&R Exterminating

1826 E. Mohave . Phoenix, Az. 85034

"Your Bug Rangers"

ROBERT R. RIX

J. DANIEL REAL

AND NOW THERE ARE 41

Champagne, Illinois, became the 41st city to adopt an anti-discrimination ordinance to protect gay people. The deciding vote was cast by the Mayor, William Bland, who was required to break the four to four tie of the city counsel's vote. The vote and the ordinance protects persons from discrimination in the areas of employment, housing and public accomodations.





"IMPERIAL GOD" VISITS VALLEY

Ryan Scott, the twenty-eight year old newly-elected IMPERIAL GOD I OF TUCSON, was the guest of Dick Whitney at the recent Turn-About Show at TOTT on July 25. Ryan, who holds a degree in Nursing (Cardiology) is a native of Wisconsin, now living in Tucson, where he was elected to his position on July 16.



THAT'S RIGHT!
THE SPORTSMAN'S IS BACK!
AND BETTER THAN EVER

BEER BUSTS

MONDAYS 9-12 WEDNESDAYS 9-12

THURSDAYS Free Buffet 7:30-9

FRIDAYS & SATURDAYS
AFTER HOURS til 3 no cover

\$3.00 + 10 cts well & 25 cts call from 3–7 p.m.

TUESDAYS Free Pool 2-8

SATURDAYS Keg Party 9-12

DJ - M-W-F-S

Stop by The Sportsman's for a GOOD Time!
4622 North 7th Street

TOTT TURN ABOUT SHOW

THE PRIDE congratulates Danny Butler and the crew for the outstanding Turn-About Show presented at the Talk of the Town on July 25. This annual event is always a real kick and this time was no exception. For those who don't know, Turn-About occurs when the bar employees exchange places with the local "talent" and the bar employees do impressions of the impressionists. The kids put in long hours rehearsing for this event and it always shows.



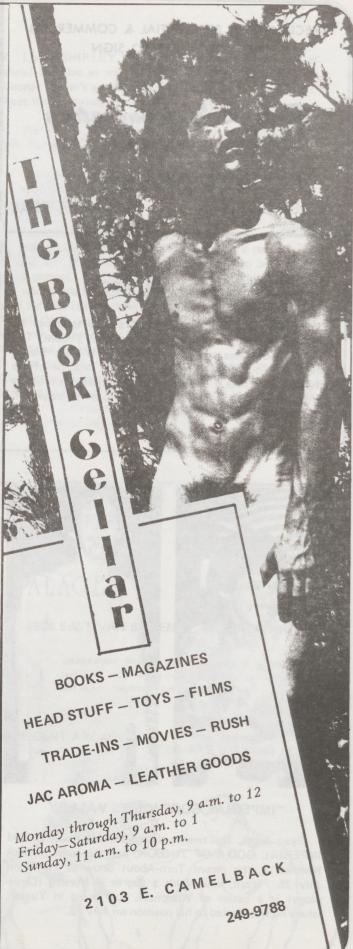






Among the notables was MISS BETTE DAVIS in one of her rare (too rare) appearances. At one point she presented Rick, from Jerome Richards Flowers, with a black Funeral Wreath in commemoration of his 47th birthday — a touching thing to do, we thought. Also among the participants was Kahuna who shook it up with the best of them.

One of the highest points (and they were all high points) of the evening was Casa's "Courtesy Man" Frank who was almost unrecognizable and obviously having a great time. It's hard to capture the hilarity on film, but we have included a few pictures here. We can only say thanks to all who performed, and if you haven't seen one of these productions, you really should try.





Hello, everyone. It feels good to be in print again, and since I was in print last time a lot has happened to your writer. The main thing being that I have been bestowed a title which would take the rest of the page to print. However, that's not the important part of the office — That part is the establishing and funding of a "GAY COMMUNITY SERVICES CENTER". My Court and that of Emperor Joseph has taken on this as our project and are in hopes that future courts will keep it going. So far our fund raising endeavors have been less successful than I expected but maybe I am expecting too much.

I have recently been enlightened about costs of starting a center such as our Gay Community needs. I was, to put it mildly, flabberghasted. I went immediately to the nearest bar and had too many martinis.

Of course the weather is warm and spirits are sometimes dampened by heat, but we cannot allow ourselves to fall back into a state of contentment because we have squelched a few laws and quieted Anita Bryant. Please help yourselves and all of us by getting behind the Imperial Court of Phoenix — and Tucson and Arizona — no matter what you may have thought of it before, and help us with this center. Any fund-raising ideas will be gratefully appreciated, and with certainty we will try anything. End of lecture.

Now, I'd like to take a few lines and thank a few people and places for their help in electing Joseph and myself. The people are too numerous to mention individually because there is no assurance that I won't leave someone out and that would be unforgivable. The support and assistance of this paper, its staff and management gave was absolutely invaluable and very little could have been accomplished without it. SUN GRAPHICS, BUDDY'S FLOWERS, CASA de ROMA, FORUM-BOARD-WALK, TALK OF THE TOWN, and THE CONNECTION (and especially the employees of these places) were also invaluable for their assistance. Thank you all for your help support and love.

—JoAnne.



BOOKSTORE 2440 EAST McDOWELL ROAD • 267-9038 OPEN 24-HOURS DAILY

THE PRIDE WELCOMES RAY LINCH

With the Brass Rail and other notable San Diego bars in his background, Ray Linch has come to Phoenix to take over the managerial position at DIAMOND LIL's and THE SPORTSMAN's LOUNGE (yes, it's the Sportsman's, again.

We spoke to Ray a few days ago, and he informs us that he has big plans — and good ones — for both bars. He said he intends to re-establish the Sportsman's as, "the bar you all grew up with" and we do look forward to this change. As for DL's, it will be closing, according to Ray, for a brief time for remodelling. The plans are to make DL's a piano bar, in addition to a show bar and to increase it's size. How well some of us remember the fine atmosphere DL's had some years back (7 or so) for meeting friends both old and new.

According to Robb Barton, who does the DJ thing at the Sportsman's, Ray is a really kind-hearted man with lots of good ideas. THE PRIDE welcomes Ray to our Valley, and wishes him well in his new venture.

IF YOU'RE NOT ADVERTISING IN PRIDE

YOU ARE LOSING CUSTOMERS!!



(602) 941-9877

3042 North SCOTTSDALE ROAD SCOTTSDALE, ARIZONA

RUSH LOCKER ROOM IN TOUCH MANDATE
BLUE BOY OQ PLAY GUY AFTER DARK
AFTER DARK ADVOCATE GAYTIMES
GAY BLADE DRUMMER

THE PRIDE OF PHOENIX

9 - 12 MONDAY THROUGH THURSDAY

9 - 2 FRIDAY AND SATURDAY

12- 12 SUNDAY

AMPLE PARKING

PRIVATE BOOTHS

Erotica Motel

5200 East Van Buren 275-9910 ARIZONA'S FIRST SEXUALLY LIBERATED MOTEL

ARIZONA'S ONLY MOTEL WITH CLOSED 2 CIRCUIT TV SHOWING THE ULTIMATE IN STRAIGHT AND GAY XXX RATED MOVIES IN FULL COLOR AND SOUND, SHOWN CONTINUOUSLY IN AN EXOCTICALLY DECORATED AND MIRRORED ROOM.

THE BOOKSTORE

IN THE LOBBY--

- -Magazines & Books PLAYGU
- -Movie Arcade

ADVOCATE
PLAYGUY
RUSH
MANDATE
BLUE BOY LIBRARY

-Twin Theatres with
Gay & Straight Movies
(Lowest Prices in Town!)

FREE ART EXHIBIT

HAPPY HOUR

24 Hours a day

365 days a year

WE NEVER CLOSE

ADULTS ONLY NO MINORS

NEW MOVIES SHOWN
EVERY WEEK!!

ROOM RATES BEGINNING

ROOM RATES BEGINNING

At \$10.00

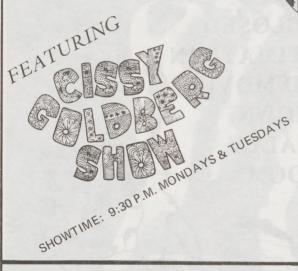
\$2.00 Discount with this ad!



3701 NORTH 16th STREET



PHOENIX, ARIZONA



THURSDAYS-BEER BUST 9 P.M. to 12 A.M.

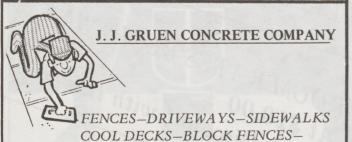
DISCO WED—THURS—FRI—SAT! Featuring Burrrbra!
WED. Booze Bash \$3.00/well 10cts.
SUNDAYS—Larry's Brunch from 1—5 p.m.
BJ's Bowlers Special
Screwdrivers & Greyhounds—50 cts.
Bloody Marys—75 cts

NOW UNDER NEW MANAGEMENT

EXTERMINATE WITH PRIDE



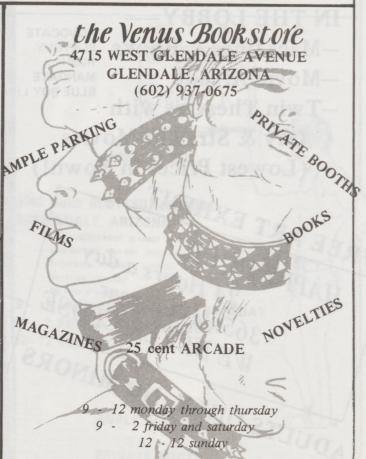
1645 NORTH 48th AVENUE, PHOENIX, AZ. CALL——BOB PRIDE——272-1598



WOOD FENCES, Etc.

JAN GRUEN

264-6684





Here are just a few of the many news items about our dear friend, one-time mediocre actress and would-be singing-star, ANITA BRYANT, who is unwittingly, in her anti-gay campaign, doing everything possible to unify the Gay Community in America.

HUNTINGTON, W.V: Anti-Gay Crusade leader Anita Bryant was subjected to cherry bomb explosions while doing her thing at Marshall University. Then on to Proctor-ville, Ohio, where she sang in church, and then announced that she was willing to give up her (so-called) singing career, if it was "God's will" that she continue her fight against gays. In response to a newsman's question when he asked if she was against civil rights for Gay people, Ms. Bryant said, "I am pro civil rights for parents and the straight majority. Homosexual rights are not denied as long as they don't flaunt their homosexuality and ask for special privileges."

MIAMI, FLA: A talent agency which handles Bryant stated that they will no longer handle her due to her up-coming book about her successful anti-Gay rights movement here. Dick Shack, of the Agency For The

Performing Arts, said, "It's not in keeping with her career or my professional standing." Bryant was not available for comment. Shack's wife is one of the Dade County Florida Commissioners who sponsored the pro-Gay ordinance when it was enacted in January.

HOUSTON, TX: While Anita sang, "My Little Corner of the World," more than 6000 Gays rallied outside a meeting of the Texas State Bar Association. More than 40 lawyers walked out when Bryant, hired as an entertainer for the June 16th convention, stepped up to the podium to sing. The attorneys wore black arm bands with an inverted pink triangle — the symbol of Nazi homosexual oppression. Houston police reported a crowd of 6000, but organizers of the protest rally stated that 8 — 10,000 persons actually attended. The throng marched 14 blocks from a local disco to the Hyatt House, scene of the convention, wore black arm bands and sang, "The Battle Hymn of the Republic" during the Bryant appearance.

HOLLYWOOD, CA: The list of Hollywood notables speaking out against Bryant is growing rapidly. Singer Jaye P. Morgan, Sally Struthers, Louise Fletcher, Shirley MacLaine, Ed Asner, Maureen Reagan, and Burt Lancaster, just to name a few. "It's baloney — Her campaign could turn into an old-fashioned witch hunt — We owe musch of our music, dancing, costumes, plenty of everything to gays, their creative contributions to this business have been enormous —" are just a few of the comments, and this seems to be the rapidly increasing concensus of opinion.

SUN VALLEY, ID: Protestors shouted, "Go home, Anita. Leave Idaho alone!" Said Bryant, who was vacationing here, "They're trying to hurt my livelihood. No comment, please. My family's upset enough."

Isn't it just a crying pity that she's upset, after all she's done to destroy the lives of so many thousands of other people?

Keep it up, sweetheart! Remember, she who yells the loudest has the most to hide. Are you worried that someone might bring your son and husband out of their closets? (if they're not already out. . .) Wouldn't it be hell to be left all alone, just you and your mountains of self-generated hatred?

JUST A SONG AT TWILIGHT

a poem by H. Robert Kammermann

Anita's law of sanity Untrue to Christianity Is really a profanity Espousing inhumanity.

All sorts of sexuality Conform to her morality For she herself declared it so As long as they are hetero.

And due to her affinity
To Christ and his divinity
She knows that gay rapacity
Transcends His love's capacity.

But just to show her heart is pure She welcomes them to take her cure And this the final test will be They live their lives the same as she.

Yet some have the audacity
To question her veracity
And so are damned and doomed to hell
Beyond and in this life as well.

She'd shut them from society
For blatant impropriety
And jsut because they shed pretense
She'd bar them from their residence.

And since they won't be hetero
Their jobs would be the next to go
The trap's complete for don't you see?
They'd all be jailed for vacrancy!

Their sin the world could then erase And hush it up without a trace For that's what's got Anita pissed, That gays are real and do exist.

Yet if they left without a trace Would that long change the human race? Nay, not a single day would pass Nor flower grow, nor blade of grass.

No raindrops fall, nor clouds depart When, in response to quickened heart And feelings grown to strong to smother, A boy looks with love upon another.

That this is so, is quickly seen For that's the way it's always been. For gay is neither learned nor taught Nature selects whomever ought.

So what ignites Anita's wick? What drives her on? What makes her tick? A hack performer seeking cheers? A little girl with hidden fears? A circus clown to old to laugh?
A cow protective of her calf?
A nazi queen without a palace
Lost in her dreams of 'uber alles'?

Whatever cause it acts the same In driving with her zealot's flame That takes no time to stop and pause Or seek the truth of its own cause.

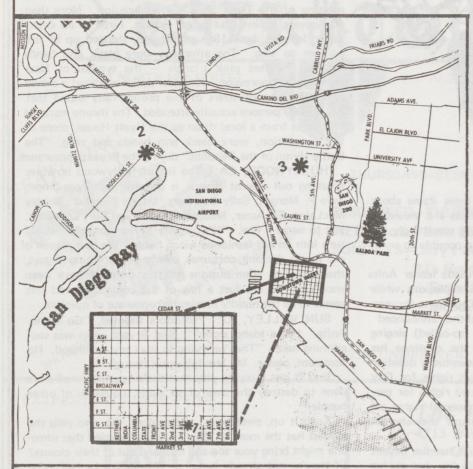
For doubt is what she can't allow For Anita's hope lies in her vow: What I cannot be I won't conceive What I've been taught I must believe.

No challenge to her certainty Will she permit to set her free For having lived that way from birth Would not a challenge affect her worth?

Anita's song declares her creed. And now we see it's one of need To justify itself and hence Attacking gays is her defense.

Beneath a whisper of her song A thought, denied, sweeps her along: I cannot allow them to endure They've got to die so I'll stay pure.

SAN IDIIBE



THE CRYPT

733 4th Ave.

San Diego

Gay Phoenix, Gay Tucson, are you vacationing soon? There's a place not far away that has just what you are looking for—California's only Mediterranean City—San Diego. It's a short drive from here, and once there you find SO MANY THINGS TO DO! We've printed a small map here to help you find your way around, but stop by the CRYPT and they'll give you a better one.

Among the things to see and do —don't miss Balboa Park and the Zoo. Spectacular! A drive to Mexico is brief from San Diego and can be quite enjoyable. And, oh yes, the NAVY is harbored there!!



And if you're so inclined, you can go to BLACK'S BEACH as pictured here.

San Diego abounds in bars, baths and bookstores and we're sure you will find exactly what you are looking for. . .in future issues we'll report on what we've seen and done in SAN DIEGO.

So, escape the heat, and take the short drive, and enjoy!

3 4th AVE. CLUB

THE HOLE

2820 Lytton

Point Loma

AUGUST-SEPTEMBER CALENDAR IN THE VALLEY

CASA DE ROMA 2 p.m. to 1 a.m. free hot & cold snacks 4-7 everyday

MON Disco 9–1 a.m.
TUE Beer Bust 9 to 12
WED Steak Fry 7-10 disco 9-1
THU Cissy Goldberg Show &
Talent Show 10-1

F-S-S Cissy Goldberg Show 9:30-1 SUN Brunch 12-3 watch for notices

THE FORUM 8 p.m. to 1 a.m. DISCO

MON Beer Bust 9-12

WED ½ price drinks wi Casa Steakfry

THU Booze Bash 9-12

FORUM-BOARDWALK noon to 1 a.m.

WED Beer Bust 9-12 all you can drink \$1.50

THU Booze Bash 9-12

HISCO DISCO 8 p.m. to 1 a.m. MON Well 50 cts 8 p.m. to 1 TUE Beer Bust 8 p.m. to 1 FRI-SAT

Disco, After Hrs (cover) Labor Day Specials on Ad

NU TOWNE SALOON noon to 1 a.m.

MON Beer Bust 9-1 SUN Brunch noon to 4 Labor Day Specials on Ad

DIAMOND LIL's 4 p.m. to 1 a.m.
THU Beer Bust 9 to midnight
SUN Beer Bust 8 p.m. to 11:30

THE CLUB PHOENIX 24-hr private fac.
TUE Half-price 8 a.m. Tue — 8 a.m. Wed

THE SPORTSMAN's LOUNGE noon to 1 a.m.

MON Beer Bust 9-12
TUE Free Pool 2-8
WED Beer Bust 9-12
THU Free Buffet 7:30-9

FRI After Hrs til 3 a.m. no cover

SAT Keg Party 9-12

SUN Booze Bust \$3.00 + 10 cts a drink for well, 25 cts a drink call 3 p.m. to 7 p.m.

THE UNLIMITED noon to 1 a.m.

MON Beer Bust \$1.25 7-10 p.m.

WED 2 for 1 7-10 p.m.

THU Tequila Nite 50 cts 7-10 p.m.

CLUB BLACK & WHITE 11-1 serves food WED Beer Bust/Disco 7:30-11

FRI-SAT Band 9-1 SUN Free Buffet 4-7 THE CONNECTION cocktail hr 11-6, lunch served

MON Pitcher Night 9-12
TUE Margarita Night 9-12
WED Beer Bust 9-12
THU Bare Chest Night 9-12

SUN Mixed drinks 50 cts Beer 25 cts noon-6 p.m.

TALK OF THE TOWN noon to 1 a.m.

MON Cissy Goldberg Show 9:30-1

TUE Cissy Goldberg Show 9:30-1

WED Booze Bash 9-12 THU Beer Bust 9-12

FRI-SAT Disco SUN Brunch 1 p.m.

Screwdrivers & Greyhounds 50 cts

Bloody Marys 75 cts

MR FATFINGERS 12 to 1 a.m. m-s, 1-1 sun. mon-fri all well 75 cts from 12-6 p.m.

TUE Oldies-but-goodies records Sunrises 75 cts

THU Beer Bust \$1.50 9- 12

SUN 1-5 p.m. Draft 30 cts Well 65 cts

THE RAMROD noon to 1 a.m.

MON 9-11 Vest night bottles & cans 50 cts
TUE 9-11 Hat night 10 cts off if wearing hat

WED 9-11 Buddy club beer bust free door prize drawing

FRI 9-11 Cut-offs bottle & can 50 cts 9-12 Sons of Appollo Beer Bust 4-7 Lads Beer Bust

free pool and music noon to 4 p.m.

METROPOLITAN COMMUNITY CHURCH 1426 E Maricopa Fwy 271-0125

SUN Bible Class 10 a.m. AM service 11 a.m. PM service 7 p.m.

WED Evening service 7 p.m.
THU Alcoholics Together 8 p.m.

Church phone open during the day for information and counseling appointments daily 10-5:30. GAY HELP LINE 271-0125 8 am to midnight FRI-SAT-SUN

THE PRIDE OF PHOENIX
P. O. Box 14581, Phoenix, Arizona

COPY DEADLINE FOR NEXT ISSUE SEPT. 8

SEA & SWIM ATHLETIC CLUB 24-hour facility 2922 E Van Buren 267-9052 Free cash drawing every Wednesday night



THE BUSINESSES
THAT SUPPORT

THE PRIDE

CHECK THE ADS – PATRONIZE OUR ADVERTISERS!!

1517/OUTH BLACK CANYON PHOENIX. ARIZONA



where to go how to find it

1. THE CLUB PHOENIX

1517 South Black Canyon 271-9011 ************************************ THE RAMROD (Western-Leather) 395 N. Black Canyon 253-0119 307 LOUNGE 222 East Roosevelt 262-9293 THE CONNECTION (Western-Leather) 4211 North 7th Street 248-9730 TALK OF THE TOWN (Girls-Guys) 3701 N. 16th Street 263-9960 HIS CO. DISCO 3839-A North 16th Street 248-9580 NuTOWNE SALOON (Western) 5002 East Van Buren 267-9959 THE FORUM - BOARDWALK (Disco) 4132 East McDowell 267-9070 DIAMOND LIL's 3025 North 24th Street 956-9937 10. CASA de ROMA (Shows, Disco) 4331 North 16th Street 248-9624 11. CLUB BLACK & WHITE (Girls) 7051 North 7th Street 944-9018

33rd Street & Shea Blvd.

4622 North 7th Street

2330 North 32nd Street

5749 North 7th Street

MISS MATTY'S ATTIC (Disco)

12. THE SPORTSMAN'S LOUNGE

13. THE UNLIMITED (Girls)

14. MR. FATFINGERS

15. NOT ON MAP -

21.	VENUS 4715 W. Glendale	937-0675
22.	BOOK CELLAR 2103 W Camelback	249-9788
23.	BARNEY'S 1421 E McDowell	262-9476
24.	NuVue Bookstore 2440 E McDowell	267-9038
25.	PLEASURE PALACE 1524 E V. Buren	262-9942
26.	THE SHACK 3024 N Scottsdale	941-9877
27.	WORLDWIDE 1005 E Camelback	277-3988
28.	EROTICA 5200 E. Van Buren	275-9910

METROPOLITAN COMMUNITY CHURCH 1426 East Maricopa Freeway

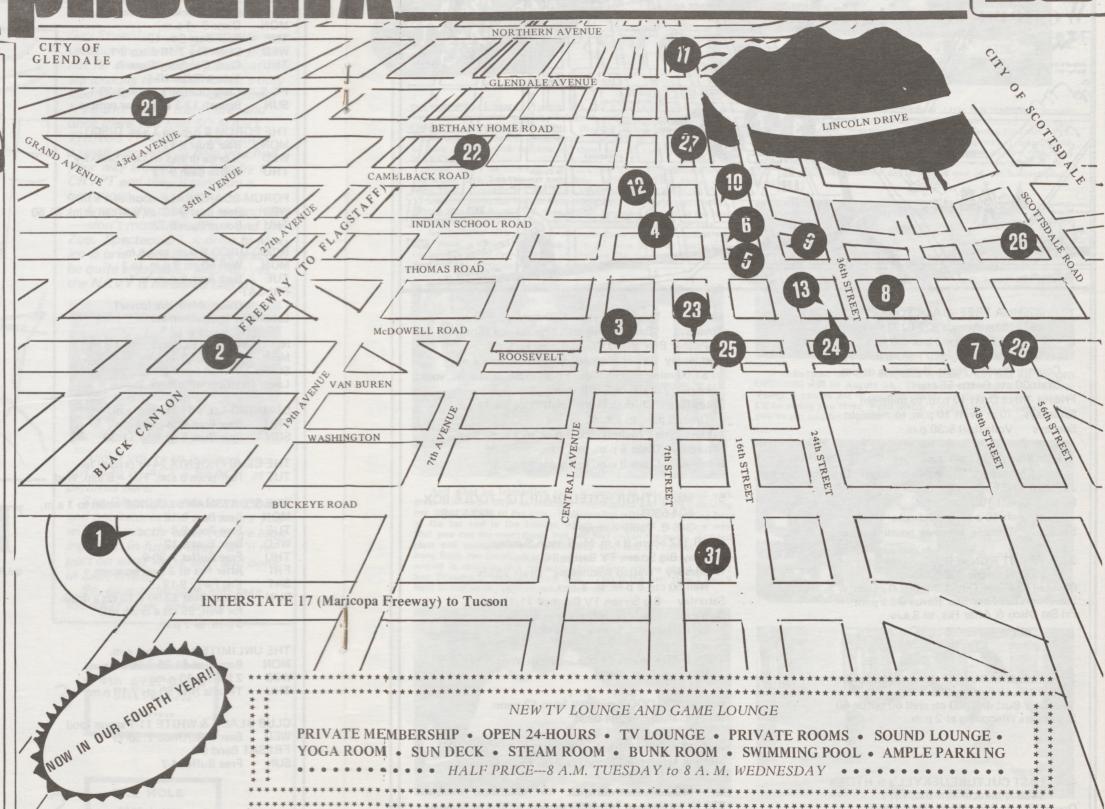
271-0125

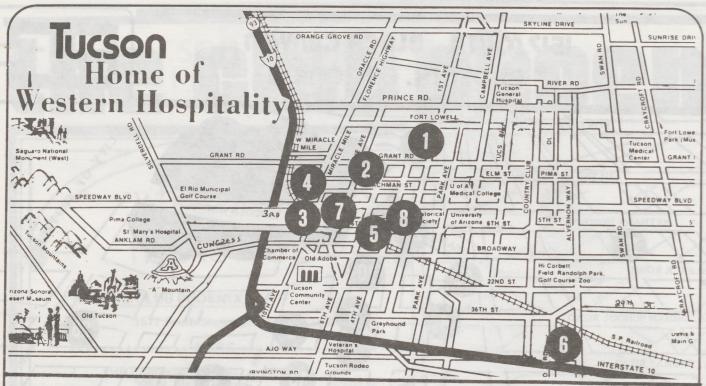
248-9570

957-9929

277-9373

996-6460





JOSHUA TREE-BACK POCKET 2921 N 1st Avenue 622-6233 BACK POCKET Cocktail Hour 5-8 p.m. Thursdays Tom's Speghetti Feed 8 p.m. 75 cts. Country Western Night, if wearing denim, Draft 30 cts. Bottle 55 cts. Fridays 10 ct Draft 10 p.m. to midnight Saturdays 10 ct Draft 10 p.m. to midnight Volleyball 5:30 p.m. Sundays Steak Out \$1.75 6-8 p.m. Beer Bust 8 p.m. to 1 a.m. Bare Chest Night 10 p.m. to midnight Drinks half-price JOSHUA TREE Friday Opens 10 p.m. 10 ct Draft 10 p.m. to midnight Saturday Dancing, no cover no minimum

2. FRONT RUNNER
2222 N. Stone 622-6200
Cocktail Hr 'Time Out' 4-7 p.m. 50 ct well
Sun-Mon-Tues Four Star Revue 9-11 p.m.
Fri-Sat Disco & After Hrs. til 3 a.m.

3. THE GRADUATE from 2 pm daily 23 W. University 622-9233
Tues Beer Bust draft 30 cts well 60 bottle 60
Sat Rogers Whingding at 2 p.m.

 LAST CULTURE/JEKYLL's & HYDE's 1455 N Miracle Mile 622-1371
 Opens 11 a.m. daily Happy Hr 4-7 M-F After Hrs Fri-Sat til 3 a.m. Joel & piano 3-7 MWF Mondays Speghetti Feed \$1.50 movie 6–9 p.m.
Tuesdays "Bavarian Nights" Knockwurst Dinner \$1.50
Pitcher Beer \$1.00, Disco 9 p.m. to 1 a.m.
Wednesday "White Wednesday" 10 p.m. to 1 a.m.
\$1.00 minimum includes 1 rum drink or tequila, vodka or gin, 2 drafts or 2 soft drinks.
Thursdays "Chicken Night" Half Price for 19's & 20's
Disco 9 p.m. to 1 a.m.
Friday Steak Night, Disco 9 p.m. to 1 a.m.

Friday Steak Night, Disco 9 p.m. to 1 a.m. Saturdays Disco 9 p.m. to 1 a.m. Sundays Disco 9 p.m. to 1 a.m.

5. MacARTHUR HOTEL—HAIR TIZ—TOOLE BOX 624-5503 623-5268 345 E. Toole Avenue

HAIR TIZ opens 9 a.m. M—S noon Sunday Monday Big Screen TV Baseball 6 p.m. Wednesday "Wasted Wednesday" Draft 25 cts Well 50 cts, 6 p.m. to 1 a.m.

Saturday Big Screen TV Baseball 11:15 a.m.
Sundays Fresh Fruit Daiquiries 50 cts
Cartoons

TOOLE BOX opens 11 p.m. - 4 a.m. Wed - Sat Dancing-Pool-Peeps

BACK DOOR eveyday from 12 noon 330N E. Michigan 294-0934

7. GCS 627 N. 7th Ave. 622-2324 Meeting 1st and 3rd Mondays 7:30 Truth Chapel

MCC c/o Truth Chapel
 920 N. 1st Avenue 748-8699 services 6:30 p.m. Sunday

Mary Grandon Session S

LOOKS AG



Last week I heard a rumor — I DO hear them from time to time — And this one was intriguing: BILL AND SAM ARE OPENING A NEW BAR. So, I checked it out and found that THIS rumor was FACT. And, after a brief chat with Bill, he offered to give me a sneak preview of their newest enterprise: MISS MATTY'S ATTIC.

Now, don't be shocked — it's not just around the corner from the other bars, but it's no long drive, either, to 33rd Street and Shea Blvd. Actually it's not more than 10 minutes from the Casa, 17 minutes from the Forum-Boardwalk, and most important to me, fifteen minutes from 43rd Avenue and Bethany. Seems to me that it's about time to have a bar located in the new-north of our city.

So, Tuesday afternoon I drove over there to take a look at the new place — Seems as though it must have been an auspicious occasion with all three Editors of THE PRIDE present with Bill and Sam and the previous owners of Miss Matty's Attic.



And what an interesting place it proved to be! Designed with great care to be both an intimate conversation and a disco dancing bar, it is a delight to the eyes. Multi-leveled with lots of seating both at the bar and in the booths, which are arranged in such a way that you can see everything, but not feel out-in-the-open. Stained glass and antiques are in abundance and lots of Tiffany Lamps hang from the angular-beamed ceiling. Obviously, no expense was spared in creating this fantastic atmosphere with a slight flare of San Fransisco. Sam smilingly said, "This is the first time I won't have to roll up my sleeves and redecorate!"



You've got to hear the sound system! It has to be the best designed sound system in town. As you stand in the bar, you can actually speak conversationally with the people around you, but as you step down onto that sunken dance floor you step into a world of fine sound. The other bars in town could learn a good lesson from Miss Matty's Attic.

At the present time, Miss Matty's Attic has a young clientele who will easily blend in with all of us. As we chatted about that subject, the word 'bi-sapien' was used — that's the first time I've heard that one, but maybe it fits. There's no way, I mean, absolutely no way with the outstanding appearance of this place and under the expert direction of Bill and Sam — there's just no way that this place can become anything but one of the hottest places in town.

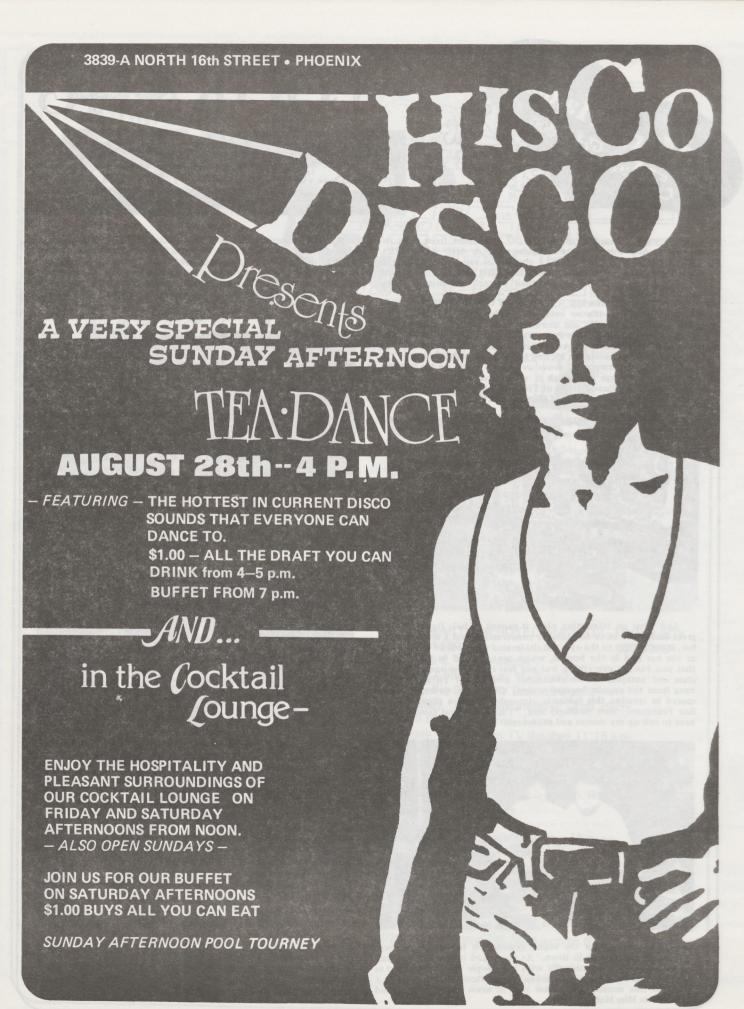


I understand the take-over date is soon — and that the GRAND OPENING will be August 24. There's no other bar like this in the Valley — you've got to see it to believe it. Once you have, I'm sure I'll be seeing you there — and often. Congratulations, Bill and Sam, you've got another winner!





FLASH! Just spoke to Bill on the phone and he tells me that CISSY GOLDBERG will be appearing at Miss Matty's Attic, portraying the 'belle-dame' herself, on both evenings of their GRAND OPENING – August 24 and 25. Thanks, Bill, for the info, and remember – YOU HEARD IT HERE FIRST!!



MOJAVE BOOK STORES

Adult Arcades Phoenix, Az. Tucson, Az.

> COME SEE HOW WE'RE DIFFERENT!

*THE WHEREHOUSE 1832 Grand Avenue 10 am to 3 am 262-9130

*THE OWL 1838 Grand Avenue 6 am to 3 am 262-9251

**KNOTTY HOUSE 1336 W. Indian School 9 am to 12 am 248-9751

---PAPERBACKS
---HEAD ACCESSORIES

LARGE SELECTION TO CHOOSE FROM!

*DOWNTOWNER 120 E. Congress 8 am to 10 pm 624-9851

*PARIS KNIGHTS 3844 E. Grant 10 am to 2 am 881-9855

*THE APPLE CORE 3759 E. Speedway 9 am to 2 am 881-9111

---NOVELTIES
---GAY MATERIALS

books, magazines, Emm film.



OPEN

24 Hours

FOR DISCERNING MALES Phoenix' Newest & Finest Men's Athletic Club

- * SAUNA BATH
- * STEAM ROOM
- * JACUZZI POOL
- * BUNK HOUSE
- ₹ T.V. LOUNGE
 - * SNACK BAR

SECLUDED PRIVATE CLUB FOR THOSE IN THE SEARCH OF THE JOY OF FRIENDSHIP

COMPLETE RECREATION ATHLETIC
AND SWIMMING FACILITIES

EVERY WEDNESDAY FREE CASH DRAWING

SPECIAL

6 MONTH MEMBERSHIP

NOW \$7.50

PRIVATE FACILITIES LOCATED IN THE

Desert Pool Motel 2922 E. VAN BUREN CALL NOW 267-9052





BARBEQUE MONDAY SEPT. 5

-FEATURING-

BBQ ROAST DEER
BLAZING SADDLE BEANS
CREAMY COLE SLAW
...and it's all FREE!

MOST ORIGINAL COWBOY CONTEST

FIRST PRIZE \$25.00 SECOND PRIZE 15.00 THIRD PRIZE 10.00

IT ALL BEGINS AT 2pm

THE CONNECTION - 4211 North 7th St - Phoenix

HEY BOYS AND GIRLS, it's August and the month for Leo's and Lip Gloss and many changes! On AUGUST 28, Sunday, we will be sponsoring our firt TEA DANCE which should consist of a very enjoyable afternoon for everyone. We'll be having a free buffet and—cheepo cheepo prices on booze and suds!

Also scheduled for the last week in August is Billboard Magazine's DISCO III Forum, to be held at the Americana Hotel in NYC and with all the systems GO yours truly will be residing at the Casablanca Suite, which should be a treat and a half. Just heard from a friend of mine, who told me that a one-night-whopper for many Disco DJs is being planned, WOW! A whole night on FIRE ISLAND—and yours truly is planning on dancing like the wind!

Before I get into some of the hot new vinyl floating around these days, I think there are some changes at the Club that you'd want to be aware of — As many of you know, Ben, our former assistant manager has left for a few weeks in NY on FFA business, and our new assistant manager is a long-time friend of Phoenix — Stan Woodard. 'We also have a new DJ — Chris Campbell — and I have to admit, he's really doing a good job, it's really nice to hear some hot music on Sunday, Monday and Wednesday nights for a change. Thanks to Tom, our Tuesday Beer Busts are HOT HOT HOT again — and the cruising is great!

Well, alas, it's time for all you vinyl junkies to start taking notes. First of all, from Butterfly records, a new album by Saint Tropez, called JE T'AIME, the title track being a beautiful version of the song that Jane Brickland and Donna Summer both rode to stardom on in Europe. The entire album is recorded in French, by an incredible all-female group. So far, the cut VIOLATION a delicious sensuous slow song, running out at approximantely 8 min., has caused alot of excifement with all our dancers. The entire album is absolutely flawless. And has to have what is going to be THE album sleeve of the year. When you open the album you are really infor a surprise treat and I'll bet any amount of money that the girls at the TOTT will be racing madly to the record store to buy one. A special note of thanks to the lovely Lady Sain, A.J. Cervantes and Provocative Productions in LA, the nations leading disco promotion company for this album.

Also from Provocative Promotions the new Giorgio Moroder album FROM HERE TO ETERNITY on Casa Blanca Records. Also from CasaBlanca, the smash hit, VILLAGE PEOPLE with SAN FRANSISCO IN HOLLYWOOD and FIRE ISLAND (one of Rick Norman's picks to click). From Atlantic/Cotillion Records the new Cerrrone album, CERRONE'S PARADISE. It's incredible.

From Sam Records, the incredible John Davis and the Monster Orchestra LP THE MAGIC IS YOU and the new Arthur Prysock album with the *uck song of the year YOU CAN DO IT.

From United Artists Records the new space album with TANGO IN SPACE and the new Barbra Pennington disco press. From AVI records, a new album from EL COCO called COCOMOTion, the title cut is approximately 10 minutes long and is incredibly good. From RCA records the new disco press by Mz Vicki Sue Robinson, HOLD TIGHT and an unbelievable album by Dolly Pardon. Yes, that's right, Dolly Pardon. Bobby DJ in NY alerted the disco world to Dolly's album, and said its really going very well

Well, before I run out of space I'd like to say thanks to Terece and Michael at Circles Records for all their help and to the valley's disco DJS and also to Debby Lane and Dawn Donohue at Rolling Stone Records (Tower Plaza) for their supply of Hot Importes records that has kept Arizona's dance floors really packed and jumping.

That's it for now, see you all at the club...and don't miss turning someone you really get off on to "their" own copy of JE T'AIME. They'll love you all the more for doing it! Love - I - You. Jakki DJ



THE BUSINESSES
THAT SUPPORT

THE PRIDE

CHECK THE ADS – PATRONIZE OUR ADVERTISERS!!

M

the wind of... ARIAH

Sorry I missed all of you last month - I was on vacation. I spoke a few months ago about strait (not straight) jackets and closets. I also made the odd-servation that, when many people come out of the closet, they seem to bring so many of the "clothes" with them. By this I am NOT casting aspersions on those who do drag. True drag is an art form, as all who have seen good drag shows can attest. Instead, the "clothes" that I am talking about are all of the stereotypes that many gays seem to buy into when they first come out (and sometimes for many years after). In the process of throwing off one form of oppression (the straight world) they instead buy into another form of self-oppression - that of gay stereotypes. They throw off the straight world and put on the "strait" jacket. We've all seen the stereotypes; we've probably all lived in one or more of them at one time or another. You know, the biker, the butch, the gueen, the cowboy. . .the list goes on and on. In some places, including Phoenix, even some of the bars become stereotyped according to the "kind" of people that they cater to. Why is is that gays have to buy into all of these lifestyles placed on them by society in general and other gays in particular?

Need for security is perhaps the best explanation. You see, when a person is insecure in where they are with themselves, he/she will cling hard on to some outside identity, be butch for example. During Gay Pride Week we heard a lot about gay liberation. The Anita Bryant Crusades, if nothing else, forced many gays to begin to examine themselves and to force them to stand up and be counted, both at the polls and personally. There can be no gay liberation, however, until there is self-liberation. In other words, we must first learn to free ourselves from all those straitjackets, those stereotypes, before we can call ourselves truly liberated. In other words, we must truly feel WE ARE OK and that I AM OK before we can say that GAY IS OK. It all begins with PRIDE. . . Pride in Our Self. We must have Pride in our SELF before we can have Pride in OUR-SELVES. The time to start is now. The place to start is you.

A WARNING TO L.A. TRAVELERS

If you're going to L.A. be on the lookout for the police. In the 25 bars in the Hollywood area, police have been making numerous arrests both inside and outside of the bars.

This is apparently an harassment technique so often employed by the police, and this time it seems to be centered around the leather bars, including Larry's, Griff's and the Stud, all on Melrose Avenue.

Hopefully this situation will improve shortly, but in the meantime, it would be wise to keep your eyes open when frequenting L.A. Hollywood bars.





MANUFACTURING COMPANY

MANUFACTURERS OF FINE CERAMICS P.O.BOX 2225, Scottsdale, Arizona 85252

tax EACH

Price included
(up to six letters) on
Levi patch est six letters) on
name below. Please include
der, desired with or-



THIS IS OUR NEW DESIGN — HAND-APPLIED FADED DENIM BLUE GLAZE OUTSIDE AND SPARKLING WHITE INSIDE. PATTERN ACTUALLY LOOKS LIKE DENIM!

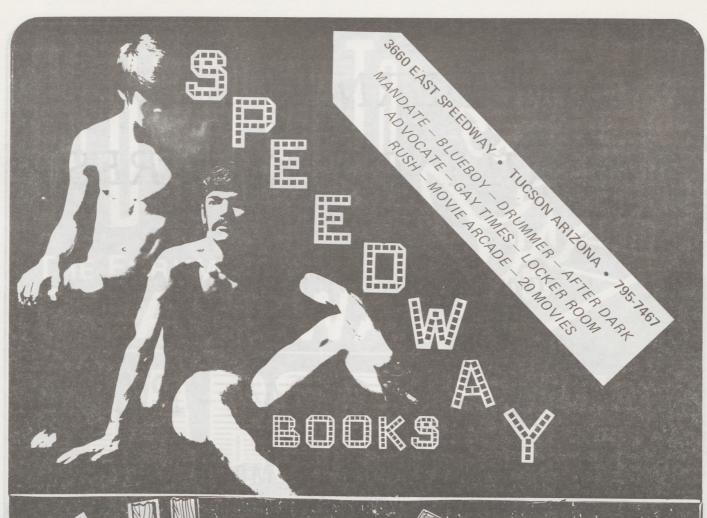
You'll want to order several today!

add 50 cts for handling, please send me cups. Enclosed find (check, m/o, no cash) amt \$

NAME_

ADDRESS.

CITY/STATE/ZIP





::::MODERN WORLD::

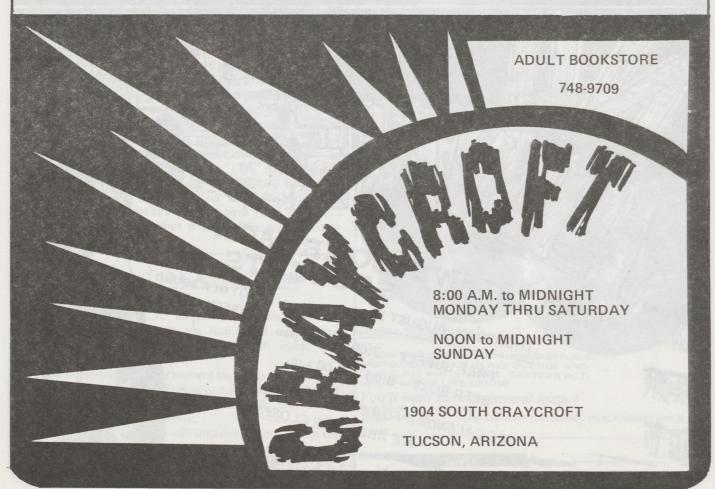
:::: ADULT BOOKSTORES ::

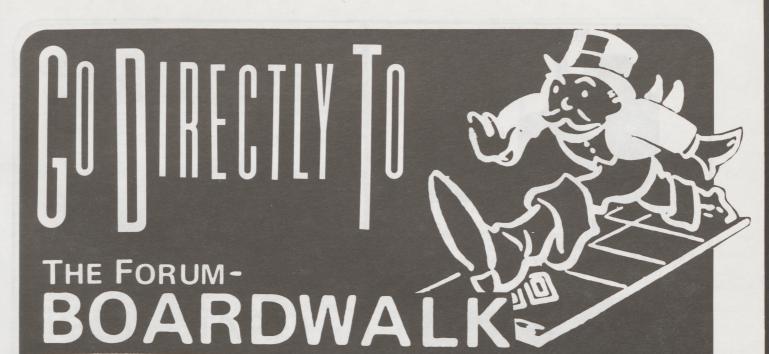
(602) 967-9052

IN TOUCH * MANDATE * ADVOCATE
BLUEBOY * PLAYGUY

LOCKER ROOM - RUSH

1812 EAST APACHE . TEMPE, ARIZONA





FRI SAT SUN SEPT 2 3 4

After Hours \$2 cover after 12
Boardwalk Breakfast Buffet from 2a.m. \$199

EGGS - HAM - BACON - SAUSAGE - ALL THE TRIMMINGS!!

Save \$2.00

FREE BOARDWALK PASSES MAY BE OBTAINED FROM: CASA DE ROMA — TALK OF THE TOWN — MISS MATTY'S ATTIC

NEED A PET?



THESE GUYS NEED A HOME! Along with their brothers and sisters, these PRECIOUS kittens are looking for a new residence. You can have one or more FREEEEEE if you'll just give us a call and come get 'em. And yes, they ARE nicely pottie-trained! Call today: 937-8774



NO, BABY DOESN'T HAVE ELECTRIC EYES, it's just from the camera flash. Baby is quiet, friendly and well-mannered, eight months old, part Setter and SHE NEEDS A HOME. You can have Baby for FREE if you'll call 937-8774. She's a real sweetheart and needs someone to love her. Call now!

Six of the last Eight front covers of *The Pride* have been the result of the expert work of

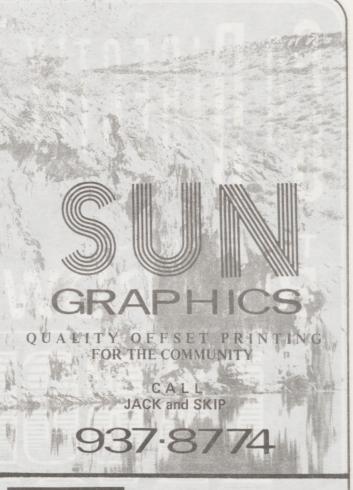
ROBB BARTON

Now YOU can own a ROBB BARTON ORIGINAL

The perfect gift for a loved-one, family member or friend.

Let Robb render your PORTRAIT. His work is clean, precise and REALISTIC

Contact Robb today for further information.
Call or see him at
The Sportsman's Lounge in the evenings, or stop by his studio
512 West Highland.





BACK TO CHICAGO

Buck, close friend of THE PRIDE — and many others and former CLUB PHOENIX employee returned to Chicago last week.

His many friends in Phoenix wish him well and look forward to his return.

GOOD LUCK, BUCKIE!

WERTISE WITH

PRIDE

YOU'LL GET RESULTS WHEN YOU ADVERTISE IN THE PRIDE!

ASK PEOPLE WHO DO, THEY'LL TELL YOU!

CALL US TODAY, WE'LL BE GLAD TO COME SEE YOU: 937-8774 or 934-7281

CT X CCTTTTO

GAY APARTMENTS AVAILABLE

VERY PRIVATE, partially furnished, stove, refrigerator, swimming pool and jacuzzi. One Bedroom \$162.00, Two Bedroom \$182.00. CALL JAN at 264-6684.

DJ SOUGHT FOR PERMANENT POSITION

Phoenix area Bar seeking Disco DJ for full or parttime employment. MUST HAVE PRIOR DJ EXPER-IENCE. Interested persons send resume to: Dept. C THE PRIDE OF PHOENIX, P. O. Box 14581, Phoenix, 85063.

JACK & LOU'S REFERRALS UNLIMITED

HAVE A JOB FOR SOMEONE? NEED A JOB? LOOKING FOR A ROOMMATE? HAVE AN APT. FOR RENT? LET US LIST IT HERE!!! The PRIDE'S CLASSIFIED ADS are reasonable and get results. For 50 cts a line we'll run your ad in our classifieds. Send your ad copy to: THE PRIDE OF PHOENIX, P. O. Box 14581, Phoenix, Arizona 85063, and enclose your payment for the ad — You'll see it in the next issue and YOU WILL GET RESULTS. Do it TODAY!



