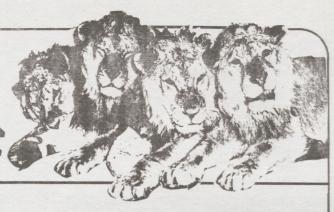


THE PRIDE



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 SUN GRAPHICS **EROTICA MOTEL** PLEASURE PALACE BARNEY'S THE SPORTSMAN'S DIAMOND LIL'S **GROOVY GUY PRODUCTIONS** TALK OF THE TOWN PRIDE PEST CONTROL J. J. GRUEN RUSH PRODUCTS **VENUS BOOKSTORE** HIS CO DISCO SCOOP'S TRAVEL STUDIO ROBB BARTON MISS MATTY'S ATTIC ARIZONA BOOKSTORES THE CRYPT DAVE'S CLUB THE HUT JACK & LOU'S REFERRALS THE SHACK OFFICE PRODUCTS WEST THE FORUM-BOARDWALK THINGS UNLIMITED JEROME RICHARDS FLOWERS SPEEDWAY BOOKS MR. FATFINGERS **BLUEBOY LIBRARY** HIS BOOKS MODERN WORLD BOOKSTORE **CRAYCROFT BOOKS SEA & SWIM ATHLETIC CLUB** THE CLUB PHOENIX **WOMANSPLACE BOOKS** R & R EXTERMINATING ATLANTIC RECORDS THE CAKE COMPANY

IMPORTANT NOTICE

Publication 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, mailing address P. O. Box 14571, Phoenix, Arizona 85063, business address 4402 West Rovey Avenue, Glendale, Arizona 85301. Copyright, 1977. All rights reserved. Contents of the magazine may not be reproduced in whole or in part without the 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

PHOTOGRAPHER — Ed Kates

CALENDAR — Dick Whitney

CONTRIBUTORS — Dragon Lady, JoAnne,

Jakki DJ, Mary Hardon, Kelly, Donna, Moonyean

EDITOR'S NOTES

What a month this is going to be. You'll notice that we have all kinds of ads this month for some of the various happenings around the Valley. They are all going to be great and we are sure that among them, you'll find just what you are looking for. The HALLOWEEN BALL is about to happen again, and as always will be a smash. Casa, Matty's Attic and His Co. Disco are all having their own things over the Halloween Weekend, and all sound spectacular. Check the ads.

His Co. Disco had their STAR WARS COSTUME PARTY on the 12th. It was really a sight — Many, many OUTSTANDING costumes and much fun! But their events are always

great! Bob Rabe and his crew are to be congratulated.

We were in the Sportsman's the other day talking to Ray, and he showed us the beginnings of their remodeling program. So far, they have rennovated their rest rooms and are about to tackle their other room. We understand they hope to have it open in a month or so. Watch for it.

Weela Gallez is appearing at the Boardwalk these days in their piano bar area. She is really a talent, and the atmosphere of that part of the bar is just fine. Bill does come up with some fine ideas. . .now and then. We have yet to see him make any mistakes (and hope we won't!)

THE CLUB PHOENIX is getting a face lift (from the inside out). The sound of hammers has been heard frequently, but clever people that they are, they have figured out how to remodel and still not disturb their business. You'll have to see for yourself what they've been up to.

Have you noticed, THE PRIDE is a little bigger this month. Among the additions is an ad from ATLANTIC RECORDS. We're really proud of this, and thank Jack Witherby for his assistance. Also among our new advertisers is DAVE'S in San Diego and THE HUT, also in that city. We've been to both these places on numerous occasions, and suggest that when you are over there, stop in and patronize these places.

Also worth noting this month is the information on the GROOVY GUY CONTEST and PAGEANT to be held at the Adams Grand Ballroom, December 4. We're sure it will be a super event, and unlike the Halloween Ball, it will feature GUYS being guys. Swimsuit Competition and all the rest — like the Miss America and Universe Pageants. Should be a really fun night. Read about it inside.

Congratulations to Marianne Ferrari are in order. Her DIRECTORY has gone to San Diego, and from what we have heard, it has been a big success there. Marianne was at one time the

Editor of THE PRIDE, and we wish her well.

Next month we'll have TONS of pictures and lots more copy centering around all the various events taking place during the Halloween Weekend. So, watch for that coming next month. Until then, enjoy THE PRIDE.

Jack and Skip and Phil.



OPENING NEW RESTAURANT

With a touch of class. Applications for employment now being accepted. Interviews being held at 838 North 7th Avenue, between 10 a.m. and 4 p.m., October 18, 19, 20.

Joanne's dressing rom

Halloween is almost upon us, and all good, respectable witches and goblins are busy readying their costumes for the BIG EVENT coming up the end of the month. The Great Pumpkin is coming to Phoenix and I can't wait — really! Of course, among the upcoming Pumpkin Day Festivities is the famous (well-known, anyway) GAYLA HALLOWEEN BALL (I wouldn't mention it, but since I'm involved...)

I thought that since this is a strange month and a strange Libra period, I would do something just a little different this month.

Last month's issue contained a letter from Sandy Ramsey to the Gay Community via our editor. I feel the letter deserves comment.

Since I have known Ms. Ramsey, I have found her to be sincere, loyal and extremely hard-working. She was extremely active in CCR, and, for that matter, in anything she was called upon to do. I think Sandy's letter to all of us should be re-read BY all of us and taken to heart.

It is time that Phoenix realizes that this lethargy from which we all suffer is probably the disease that will kill us if Valley Fever or Alcoholism doesn't get us first!

I am compelled to reiterate what I feel was the point of Sandy's letter. It's fine to allow ourselves the luxury of this lethargy now, but, as Sandy points out, what happens when we do need organizers to fight a law two years from now. They will all be worn out or gone. So then, what do we do? Who knows, Who cares? Very few people do!—But not enough people. Not enough to get anything done without YOUR HELP. We all need to get involved—doing anything even as simple as attending a function for no other reason except that the function is to raise funds for a legitimate cause or reason. Not to mention that you might accidently have fun in the process.

I feel better for having written this — I'm not a preacher, but right is right — Let's not be a "Plastic Gay Society"!

—JoAnne.

Tucson Court Does it right

-Phil Santhon, Editor





Gregory and Cindi, Emperor and Empress of Tucson (AGN photo)

Last month I went to the Coronation Ball of the Court de Tucson, and was very pleasantly surprised. I went expecting to see a performance similar to the Coronation of the Phoenix Court, but on a smaller scale.

When I arrived I could not believe what I saw.
The ballroom was beautifully decorated, the costumes were lavish and the crowd was large.

Royal Courts from all over the West were present in full regalia. There were courts' representatives from the California Inland Empire, Colorado, Long Beach, Los Angeles, Orange County, Reno, San Diego, San Fernando Valley, Santa Monica, South Bay, and, of course, Phoenix. I don't believe Arizona has ever had so much royalty in one place before.

The Ball was well-organized and well-done. Everything went according to plans with the introduction of the Master and Mistress of Ceremonies, Marcus, of San Fransisco, and Nicole of SanDiego. The presentation of the Tucson Court, then the candidates, followed by the out of town courts all went off as planned.

Around midnight the Ball had to be evacuated because of a bomb threat, but even that was well-done with no pushing or shoving. Over 300 people from the Ball were in the parking lot mixing with the guests of the hotel. Now, that was REALLY a sight that had to be seen to be believed! I don't know what all the families were thinking, but I did overhear one father say to his children that he thought it was a convention of Amazons or Women's Basketball Teams. I am sure it never occurred to him that all those BIG LADIES were actually men (I use the term VERY loosely!).

Anyway, after about an hour everyone went back inside and finished off a marvelous evening with the crowning of the new Emperor and Empress, Gregory and Cindi. THE PRIDE congratulates both of them.

YOU'VE HEARD IT AT...
NOW IT'S
AVAILABLE
FROM
DISCO

Chic

C-J & COMPANY MOTIVATIONAL PROMOTIONS 12 inch disco single

EXECUTIVE PRODUCER

MARK KREINER M.K. PRODUCTIONS



Don't Miss at!



COMING DECEMBER 4

ARIZONA'S FUL ARIZONA'S FUL ARIZONATION MOSTOUNETITION



ENTERTAINMENT

FIRST ANNUAL

ARIZONA GROOVY-GUY



PAGEANT



A REALLY BIG EVENT FOR GAY PHOENIX

TO BE HELD DECEMBER 4, 1977, IN THE GRAND BALL ROOM OF THE HOTEL ADAMS

TICKETS AVAILABLE SOON FROM:

THE PRIDE OF PHOENIX THE IMPERIAL COURT CCR



- ➤ Casandra's very ex, STEVE, and JOSEPH are becoming OUITE an item, quite an item. . .
- > MOUSE, where is that RAKE JoAnne keeps asking about???
- > Speaking of JoAnne, I had to play NANCY NURSE to JoAnne recently. Her illness being brought on by a "LATE NOTICE BILL" from George C. for his monthly alimony checks, which are behind. . .!
- > MICHAEL H., formerly of the Chopping Block, informed me that he finds my column abominable. However, it's the first page he turns to in THE PRIDE. . . And that, darlings, is the SUPREME COMPLIMENT, to this Dragon!
- ► It would appear BOBBY JOE has traded the back ➤ JOANNE has her own FAN CLUB in Gary, Danny room at the MORNING STAR in Tucson for the backroom at THE CONNECTION!!!
- ➤ It's going to take a bit more than a few drinks for CHUCK H. to land BILL, DJ at the Casa, for an evening of fun and games. . .
- > Speaking of whom, BILL just had a birthday. . . An Editor of THE PRIDE (don't ask which one, but he's the shorter of the three. . .) told me there are BIRTHDAY GREETINGS for him somewhere between these covers. . .
- ➤ Did JERRY B. move out of Phoenix to escape his hectic Court life, or the bill collectors. . .?
- > Speaking of Court Life. . .at a recent function in Tucson (Coronation) the Dowager Empress ADRIAN was a very together person, representing the "OLD COURT" of Phoenix. Robin of course was ROBIN, being led around.
- ►It's too late for DANNY O. as I'm already involved. How I'll handle this involvement should be interesting. . . even to me!!!
- ➤ B.J. appears to have found a replacement for Terry, to set up housekeeping with.
- ➤ When I offered to sub for JO ANNE at the HALLOWEEN BALL in case she was too ill to go on, as sick as she was, she raised up from the hospital table and informed me - NO UNDERSTUDIES for this STAR, thank you very much!!!

- > ERNIE'S night life appears to have interfered a bit too much with his married life. . . he's single again!!!
- ►BOB D's Sunday afternoons are certainly busy, as of late!!!
- ➤ Has anyone noticed the Cute Little Outfit that MICHELE wears to the Casa? I'm certain that LOIS has noticed. . .!
- ➤ I still think you're fickle, STEVE, as you're always after ERNIE and ME at the same time.
- ➤ MARK, who lives at George C's and Tom C's, smiles at EVERYONE, all the time!!! How darling. . .
- > FRANK, the Courtesy Man at the Casa, seems to have found a second home in the Connection's backroom. . .!
- Sorry I missed HUX, the evening he was in semidrag. That's what he told me, SEMI-DRAG!!!
- O's roommate, and at her age, since she won't let me be her understudy, she needs all the loyal fans she can get!!!
- In closing, I trust you will ALL have an eventful Halloween - I need juicy material for my next column.



ANITA, DEAR, YOUNEUER LOOKED SO GOOD!!

Sat., Oct. 15, 1977 O The Arizona Republic



On target

Anita Bryant and her husband, Bob Green, bowed their heads in prayer Friday moments after Miss Bryant was hit with a banana cream pie. The pieAssociated Press

throwing occurred at a press conference in Des Moines, where Miss Bryant performed in concert. The thrower, Tom Higgins of Minneapolis, was released.

DON'T LET ANITA GET THE UPPER HAND! JOIN CCR TODAY AND HELP FIGHT FOR YOUR RIGHTS!

SEE CALENDAR PAGE FOR FURTHER INFO.

ENJOY OUR NEW LIGHTED PATIO



INTIMATE COCKTAIL HOUR

SDAYS
\$1.50
\$1.50

SOUND GREAT FUN,

GREAT CROWD GHT

ALL FROM NINE TO MIDNIGHT

FROM NINE TO MIDNIGHT

ALL FROM NINE TO MIDNIGHT

TO M

WEDNESD Steak Fry... \$5.00 A FILVE T. BONE & ALL THE TRIMMINGS COOKED TO YOUR ORDER TRIMMINGS Call 50 Cts. 23

Talent Show...

YOU MIGHT EVEN
WANT TO ENTER!

Sunday 1-3 P.M.

Pruncles

EVERYDAY Cocktail Hours.

FROM 2 to 7 p.m. Intimate Atmosphere. SNACKS SERVED 5 to 7 RI-SAT-SUN

CISCLE DOMA DEVUE

OSCI DE DOMA DEVUE

TWO SHOWS BEGINNING AT 9:30 p.m.

TWO SHOWS BEGINNING AT 9:30 p.m.

Two Shows Beginning AT 9:30 p.m.

See the Valley's most outstanding performers.

See the Valley's most outstanding performers.

See the Valley's most outstanding performers.

Be a part of the Gayest crowd in Phoenix!



This fantastic PORTABLE typewriter could be the perfect gift for the Holidays. Stop in and see it today! We also have OFFICE PRODUCTS of EVERY sort and SUPPLIES of all kinds. If you need it, we've got it!

SILVER SEIKO PORTABLE ELECTRIC TYPEWRITER

REED REED

Regularly \$269.00 Special Introductory Price \$219.50





REFERRA

JAC' AND LOU'S REFERRALS UNLIMITED

A DISCRETE, PERSONAL CONTACT SERVICE for Gays who want to meet other Gays. For Information, Contact Jack or Lou, 992-2981 or 992-2977



Printing Services for the Community

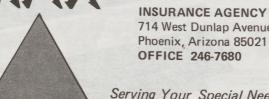
LETTERHEADS . BUSINESS CARDS . ENVELOPES BUSINESS FORMS • MAGAZINES • BROCHURES FLYERS • TYPESETTING • GRAPHIC LAYOUTS PRINTING OF ALL KINDS AT COMPETITIVE PRICES

Jack and S





MAXHE



714 West Dunlap Avenue, Phoenix, Arizona 85021 **OFFICE 246-7680**

Serving Your Special Needs

EXTERMINATE WITH PRIDE



1645 NORTH 48th AVENUE, PHOENIX, AZ. CALL---BOB PRIDE--- 258-2541

THEBLUEBOYLIBRARY PRESENTS

6 HOT NEW TITLES



























VENUS – THE BOOK CELLAR – THE SHACK

-BUY THEM AT:

THE VENUS – THE BOOK CELLAR – THE SHACK BARNEY'S – THE PLEASURE PALACE – KNOTTY HOUSE – MODERN WORLD – CLUB PHOENIX – CRAYCROFT – SPEEDWAY – BACK DOOR – DOWNTOWNER – PARIS KNIGHTS – OWL



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

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

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





BOOZE BASH

- ALL YOU CAN DRINK NINE TO MIDNIGHT \$1.50

BEER BUST

NINE TO MIDNIGHT ALL YOU CAN DRINK \$1.00

ONE TO FOUR P. M.

IF YOU'RE NOT ADVERTISING IN. . .

Then You're LOSING CUSTOMERS!

A Starls Born

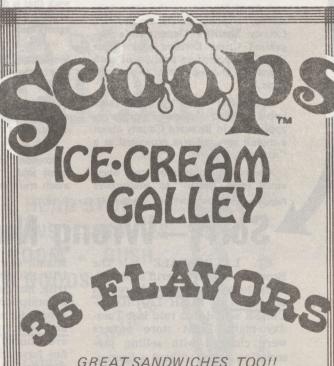
One Talent Night at the Casa not too long ago brought out one of the best new talents I have seen in a long time. I am referring to Petronella, of course, who is showing what comedy is all about.

It is very refreshing to see someone get on stage to entertain and not just parade around in a dress, belching.

Petronella shows real ability and creativity. I hope she will be around for a long time.

Talent Night at Casa de Roma is fun. If you have an act, this is the place to try it out. Stop by and see JoAnne for more info about how to enter. The Show begins at 9:30, and the crowd is always up and ready for new talent to show themselves. You won't be disappointed.

- BUY.GAY!



GREAT SANDWICHES, TOO!!

STOP BY AND SEE DAVID, DOM and TOM

5520 North 43rd Avenue • 937-5828

FORT LAUDERDALE NEWS

Drug Billed As Aphrodisiac Taken In Book Store Raid

By OTT CEFKIN Sun-Sentinel Writer

FORT LAUDERDALE—"Rush"—described as a drug—is being sold in some area adult book stores as an aphrodisiac, sheriff's agents said yesterday following a series of raids on eight alleged porno shops.

Meanwhile, a disagreement has developed over what "Rush" is.

Sheriff's agents say it's Amyl Nitrate, a prescription drug.

Officials of a San Francisco firm that has been distributing "Rush" nationwide say it is not Amyl Nitrate, but another chemical that does not require prescriptions.

Eight adult book store employees say "Rush" is what they got when agents hustled them off to county jail on charges of dispensing the substance.

"As far as we're concerned "Rush" and Amyl Nitrate are the same substance," a spokesman for the Broward County Sheriff's Department's Organized Crime Division said. "Our chemists reported an analysis of both chemicals showed them to be the same."

Agents said "Rush" sold in a small bottle marked "caution," made its appearance in Broward County about a month ago and was promoted as a "new high."

Agents said adult book store operators sold "Rush" to undercover much seprinted from SUN-SENTINEL, Wednesday, Feb. 16, 1977

agents with instructions to inhale its vapors during the sex act.

The fancy package, also featuring expensive inhaling devices, is apparently geared to the swinging set known to use Amyl Nitrate as a sex aide.

Amyl Nitrate was sold openly—like aspirin—until 1969 when the FDA determined that it was frequently being used for sexual stimulation. It is described as dangerous for persons with glaucoma, head traumas, and cerebral hemorrhage.

Instructions printed on the "Rush" bottle caution the user against inhaling the contents.

"It's pretty obvious how it's being sold," the spokesman said. "Our people were sold the inhaling devices as its only means of use."

The inhaling devices, each with a wick that is dipped into a liquid, come in different styles and sell for \$6 to \$30, agents said.

"Rush," they said, sells for \$6. Single ampuls, believed to be "Rush". or straight Amyl Nitrate, sell for \$1.25 each

At the eight book stores, including one in Hollywood, agents confiscated quantities of "Rush" in open view.

"We didn't have search warrants, so we couldn't look in store rooms," one agent said. "There's no telling how much stuff we had to leave behind."

PURITY POWER POTENCY

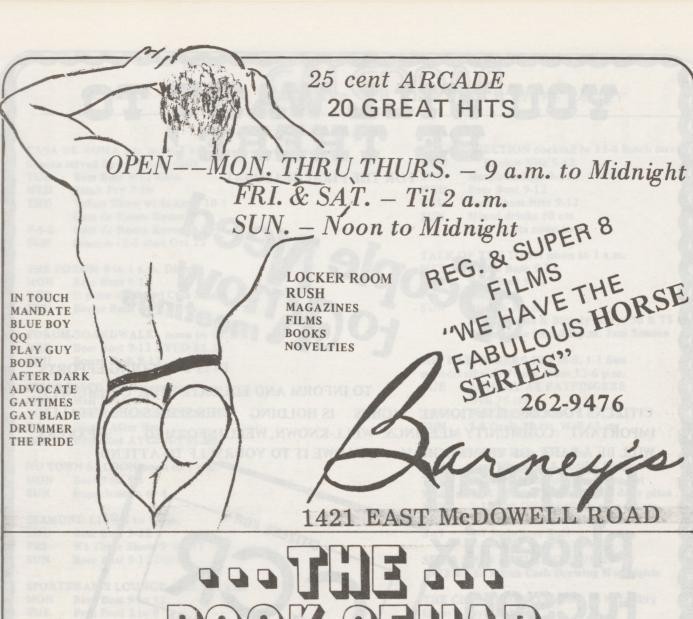


Sorry—Wrong Number!

FT. LAUDERDALE — The Broward County Sheriff's Department today was forced to return all stocks of RUSH LIQUID INCENSE seized in a raid last Tuesday night. Eight store owners were charged with selling prescription drugs without a license. Clerks reportedly offered RUSH saying: "One snort during sex will give you the greatest trip you ever had!" All the raided stores were in the Ft. Lauderdale-Hollywood area.

A more careful examination by the Federal Drug facility in Miami, disclosed that RUSH LIQ-UID INCENSE was not amyl nitrite, but contained a similar nonprescription chemical. Since the actual formula does not contain any prescription drug, the Broward County State's Attorney's office have indicated that they will dismiss all charges. There has been a large upsurge in recent years in the non-medicinal use of amyl nitrite for its alleged aphrodesiac effect. Store owners reported that, as a result of the large amount of publicity surrounding the raid, demand for the product has been extremely heavy.

A spokesman for the manufacturer, Pacific Western Distributing Corp. in San Francisco stated: "The product is definitely not being sold for its aphrodesiac effect, it is offered only as a Liquid Incense - a room odorizer." The spokesman further stated, "All vendors have been cautioned not to offer RUSH as an aphrodesiac. To offer RUSH for direct inhalation would be a clear violation of the Federal Drug laws. This company will absolutely refuse to ship RUSH to anyone who is established to be promoting misuse of the product."



BOOKS • MAGAZINES • HEAD STUFF TOYS . FILMS . TRADE-INS JAC AROMA . LOCKER ROOM • LEATHER GOODS MANDATE BLUE BOY monday thru thursday 9-12 friday, saturday 9-1 sunday 11-10

2103 WEST CAMELBACK ROAD • 249-9788

\[
\text{d}
\]
\text{d}
\t

YOU WILL WANT TO BE THERE!

FOR THE FIRST SEASONAL

the cople Need Checople Need Checo

IN IT'S ONGOING EFFORTS

TO INFORM AND EDUCATE THE COMMUNITY.

CITIZENS FOR CONSTITUTIONAL RIGHTS IS HOLDING THIS SERIES OF VITALLY IMPORTANT COMMUNITY MEETINGS. WELL-KNOWN, WELL-INFORMED SPEAKERS WILL BE A PART OF THE PROGRAM. YOU OWE IT TO YOURSELF TO ATTEND.

flagstaff Phoenix tucson

DATES... TIMES... PLACES... CONSTITUTIONAL RIGHTS

TO BE ANNOUNCED

SAM & CHRIS

THING/....

... A Gift Shop

275-2870

4132 East McDowell Rd. - Forum Plaza

erome
ichards
VEEKLY SPECIAL
ROSES & CARRY
ROSES & CARRY
ROSES & CARRY
House off
25% off

OCTOBER - NOVEMBER CALENDAR IN THE VALLEY

CASA DE ROMA 2 p. m. to 1 a.m. Snacks served free 5-7 p.m. daily

Beer Bust 9-12 disco

WED Steak Fry 7-10

THU Talent Show wi JoAnne 10-1

Casa de Roma Revue

Casa de Roma Revue 9:30-1

SUN Brunch 12-3 start Oct 23

THE FORUM 8 to 1 a.m. Disco

MON Beer Bust 9-12

WED ½ price drinks wi Casa Stamp

THU Booze Bash 9-12

FORUM-BOARDWALK noon to 1 a.m.

Beer Bust 9-12 AYCD \$1.50 WED

THU Booze Bash 9-12

HISCO DISCO 8 to 1 a.m. Disco

MON Well 50 cts 8-1

TUE Beer Bust 8-12 AYCD \$1.50

F-S Disco. After Hrs.

SUN Beer Bust AYCD 4-7 \$1.00

NU TOWN SALOON noon to 1 a.m.

Beer Bust 9-1 SUN Brunch noon to 4

DIAMOND LIL'S 4 to 1 a.m.

Beer Bust 9-12 THU

We Three Show 9:30, 11 FRI

Beer Bust 9-12 Disco SUN

SPORTSMAN'S LOUNGE noon to 1 a.m.

MON Beer Bust 9 to 12

Free Pool 2 to 8 TUE

WED Beer Bust 9-12

FRI After Hrs til 3 a.m.

SAT Keg Party 9-12

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

THE UNLIMITED noon to 1 a.m.

MON Beer Bust \$1.25 7-10

WED 2 for 1 7-10

Tequila Night 50 cts 7-10

CLUB BLACK & WHITE 11-1 serves food

Beer Bust Disco 7:30 - 11

F-S Band 9-1

SUN Free Buffet 4-7

MISS MATTY'S ATTIC noon to 1 a.m.

DISCO NIGHTLY

TUE Booze Bash 9-12

½ Price Tequila Nite 9-12

Beer Bust 9-12 \$1.50 THU

BACKGAMMON EVERYDAY

OCT 26 HALLOWEEN PARTY

THE CONNECTION cocktail hr 11-6 lunch served

MON Pitcher Nite 9-12 Margarita Nite 9-12 TUE

Beer Bust 9-12 WED

Bare Chest Nite 9-12 THU Mixed drinks 50 cts SUN

Beer 25 cts noon to 6

TALK OF THE TOWN noon to 1 a.m.

Booze Bash 9-12

THU Beer Bust 9-12

F-S Disco

SUN Brunch 1 p.m.

Screwdrivers & Bloody Marys 50 & 75 cts

Cantaloupe Island 8 p.m. Jam Session

MR. FATFINGERS 12-1 M-S, 1-1 Sun

mon-fri all well 75 cts, from 12-6 p.m. A NIGHT AT FATFINGERS TUE

Well 75 cts

Beer Bust \$1.50 9-12 THU

1-5 Draft 30 cts, Well 65 cts SUN

THE RAMROD noon to 1 a.m.

MON Vest Nite cans & bottles 50 cts TUE Hat nite 10 cts off if wearing hat

WED 9-11 Buddy Club beer bust door prize

THU 9-11 Cut Offs bottle & cans 50 cts

FRI 9-12 Sons of Apollo Beer Bust

4-7 Lads Beer Bust

SEA & SWIM ATHLETIC CLUB 24 hrs 2922 E Van Buren Cash Drawing Wed nights

THE CLUB PHOENIX Private 24 hr facility Open 7 days 24 hrs.

THE PRIDE OF PHOENIX

P. O. Box 14581, Phnx

COPY DEADLINE FOR NOVEMBER **NOVEMBER 8**

METROPOLITAN COMMUNITY CHURCH

1426 E Maricopa Fwy 271-0125

Bible Class 9:45 SUN

Morning Service 11:00 a.m.

Eve Service 7:30 p.m.

WED Agape 7:00 p.m.

Karate 8:00 p.m.

AA 8:00 p.m.

Alternative Social 8:00 p.m. daily communion each eve at 7 p.m. church office open daily - call for

information or appointment.

ARIZONA-BOOKSTORES

where to go how to find it

1. THE CLUB PHOENIX

	1517 South Black Canyon	271-9011
***	******** BARS ******	*****
2.	THE RAMROD (Western-Leather)	
4.	395 N. Black Canyon THE CONNECTION (Western-Leather)	253-0119
4.	4211 North 7th Street	248-9730
5.	TALK OF THE TOWN (Girls-Guys)	
6.	3701 N. 16th Street HIS CO. DISCO	263-9960
0.	3839-A North 16th Street	248-9580
7.	NuTOWNE SALOON (Western)	
8.	5002 East Van Buren	267-9959
0,	THE FORUM - BOARDWALK (Disco) 4132 East McDowell	275-0449
9.	DIAMOND LIL's	2700445
10.	3025 North 24th Street	956-9937
10.	CASA de ROMA (Shows, Disco) 4331 North 16th Street	248-9624
11.	CLUB BLACK & WHITE (Girls)	210 0024
10	7051 North 7th Street	944-9018
12.	THE SPORTSMAN's LOUNGE 4622 North 7th Street	248-9570
13.	THE UNLIMITED (Girls)	240-3370
	2330 North 32nd Street	957-9929
14.	MR. FATFINGERS 5749 North 7th Street	277-9373
15.	MISS MATTY'S ATTIC (DISCO)	211-9313
	33rd Street & Shea Blvd.	996-6460

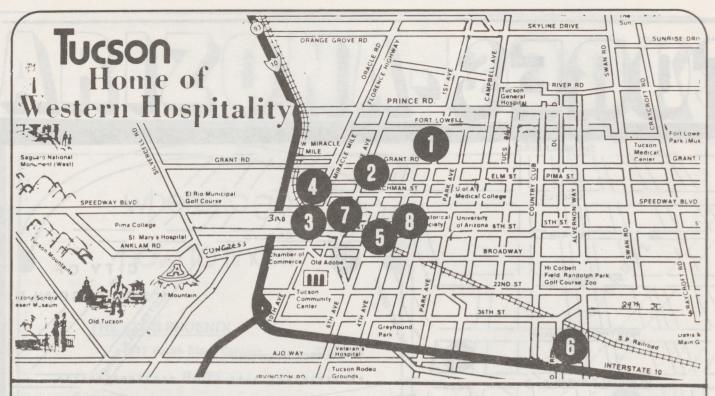
21. VENUS 4715 W. Glendale 937-0675 22. BOOK CELLAR 2103 W Camelback 249-9788

	Doon Chille 2100 " Cumciouch	210010
23.	BARNEY'S 1421 E McDowell	262-947
24.	NuVue Bookstore 2440 E McDowell	267-903
25.	PLEASURE PALACE 1524 E V. Buren	262-994
26.	THE SHACK 3024 N Scottsdale	941-987
27.	WORLDWIDE 1005 E Camelback	277-398
28	EROTICA 5200 E. Van Ruren	975 001

50. METROPOLITAN COMMUNITY CHURCH

1426 E Maricopa Fwy. 271-0125





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 Sundays Volleyball 5:30 p.m. 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 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
Tues. — Sun. Four Star Revue 9-11 p.m.
Fri-Sat Disco & After Hrs. til 3 a.m.
Wed. night —DONG SHOW

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.

4. 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.
Saturdays 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 Disco 9 p.m. to 1 a.m.

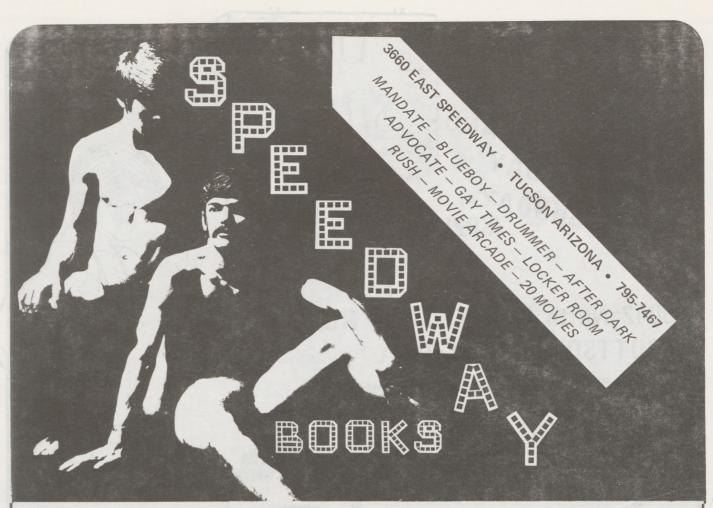
Saturday Big Screen TV Baseball 11:15 a.m.
Sundays Fresh Fruit Daiquiries 50 cts
Cartoons

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

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

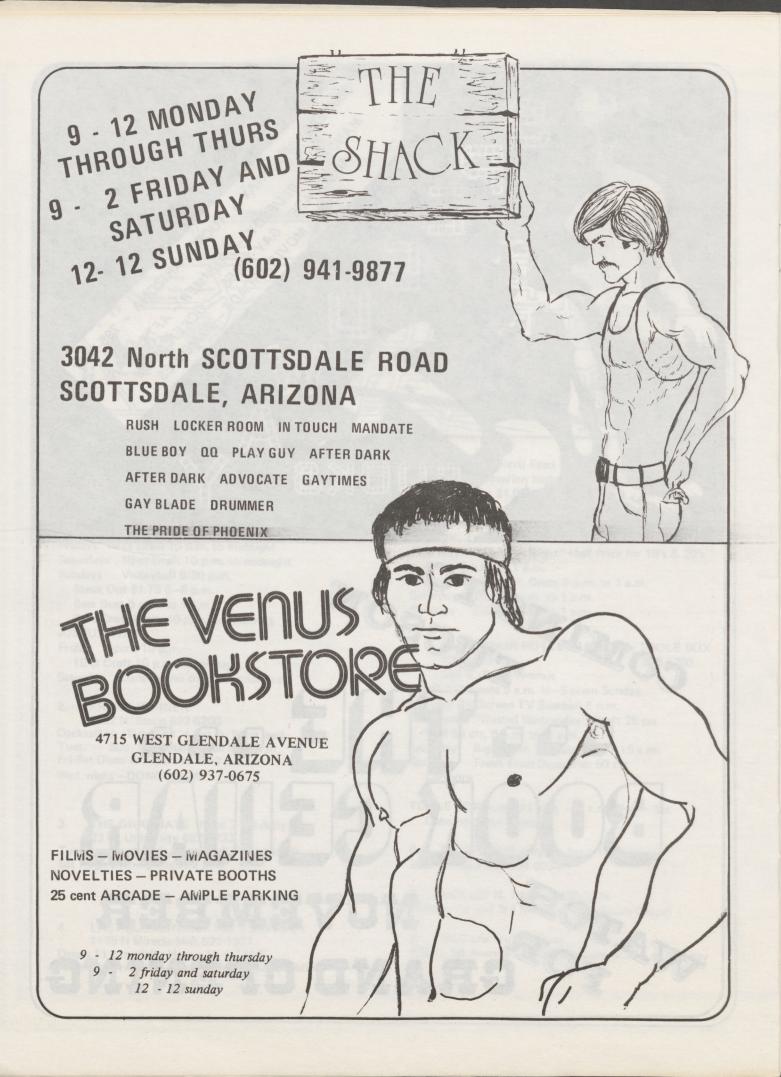
7. GCS 627 N. 7th Ave. 622-2324 Meeting 1st and 3rd Mondays 7:30 Truth Chapel

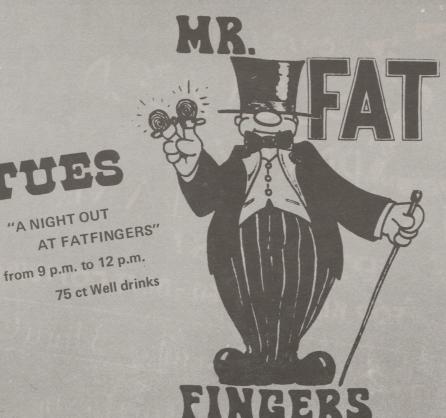
MCC c/o Truth Chapel
 920 N. 1st Avenue 748-8699 services 6:30 p.m. Sunday



COMPANDE TO SOME COMPANDE SOURCE SOUR

NOVEMBER NOVEMBER GRAND OPENING





SUN

1 p.m. - 5 p.m.

75 ct Well, 35 ct Draft

FINGERS
5749 NORTH 7th St.

::::MODERN WORLD::

.... ADULT BOOKSTORES :::

(602) 967-9052

IN TOUCH * MANDATE * ADVOCATE
BLUEBOY * PLAYGUY

LOCKER ROOM - RUSH

1812 EAST APACHE . TEMPE, ARIZONA

CALA'S WILD DWEEN 9 to 1 A.M... PRIZES! FOR KING-QUEEN-BEST COSTUME Thursday through Sunday, <u>November 3 thru 6</u> Casa de Roma Revue THE CASA'S STAGE ARMEN COVER Ro_{M_A}

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 PLAYGUY
- -Movie Arcade
- -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 \$2.00 Discount with this ad! At \$10.00



25 cent ARCADE - PRIVATE VIEWING BOOTHS

LOCKER ROOM — RUSH — IN TOUCH — MANDATE — BLUEBOY — QQ PLAYGUY — BODY — AFTER DARK — ADVOCATE — GAY TIMES — GAY BLADE — DRUMMER — THE PRIDE OF PHOENIX —

8:00 A.M. to MIDNIGHT
MONDAY THRU SATURDAY
NOON to MIDNIGHT
SUNDAY

1904 SOUTH CRAYCROFT
TUCSON, ARIZONA

the club phoenix EC



PHOENIX. ARIZONA

... WE'RE EXPANDING to serve

STOP IN AND SEE HOW WE'VE

The club phoening a RATE SCHEDULE FOR LOCKERS, BUNKS AND ROOMS LOCKERS BUNKS

8 a.m. Monday thru 4 p.m. Friday. ... \$1.00
\$5.00 \$ a.m. Monday thru \$ p.m. traay.

A p.m. Friday thru \$ a.m. Monday. ... \$1.00

\$ 5.00 8 a.m. to 4 p.m. Monday thru Friday

P.m. to 4 p.m. Monday thru Friday

4 p.m. to 8 a.m. Monday thru Friday

4 p.m. Friday thru 8 a.m. Monday thru Thursday: \$3.00

86.00 Ap.m. to 8 a.m. Monday thru Inursaay \$6.00 8 a.m. to 4 p.m. Monday thru Friday.

Monday thru Friday.

84.00 MEMBERSHIP New, Renewal, Replacement.... \$ a.m. to \$ p.m. Monday thru Friday.

In m. Friday thru Phursday. \$2.00

Manday thru Thursday. \$7.00

\$7.00 4 p.m. wo u.m. www.wy wru inwisuu 8 a.m. Monday

ROOMS

Travelers Checks and Cash Only

271-9011

I. I. GRUEN

ELEVEN YEARS EXPERIENCE

FREE · ESTIMATES

- · PATIOS
- SIDEWALKS
- DRIVEWAYS
- KOOL DECKS
- FENCES



JAN GRUEN 277-3653



LEASURE AND JUSINESS RAVEL

NOW REPRESENTED IN THE PHOENIX AREA BY **DAVID STARKMAN**

DOM PIERRO RICHARD RUBADUE

Branch Office opening soon in Paradise Valley

Answering Service

273-6900



Now you can ORDER BY MAIL and have deilivered to their residence or place of business, a surprise birthday cake (or other heading from list below) for your relatives or friends, clients, business associates employees or students residing in Phoenix, Scottsdale, Paradise Valley, Tempe, Mesa, Glendale or Sun City, Arizona. Deliveries made Monday thru Saturday.

- THANK YOU
- WELCOME NEIGHBOR LOVE YOU
- I'M SORRY
- THINKING OF YOU
- GET WELL
- OR ANY HOLIDAY
- MISS YOU
- WISH YOU WERE HERE
 - CONGRATULATIONS
- GOOD LUCK WITH EXAMS

MUCH SUCCESS

	(Name)	
(Address)	Sollar	(Phone)
Delivery date:		
Cake should re		
Happy Birthdo	ry to or your choice of message)	
From:	DOMES MIDWIGHT	
(For del	ivery card)	
	White Chocolar	te Chocolate
White Cake	L J bullercrediti	

2nd ANNUA nursday, Trophies-Cash ENTRY BLANKS AVAILABLE FROM BAST

HERE THE MEN Cooper Band P.M.

Mov. 6, Deg. 4

THE CONNECTION 4211 NORTH 70 STREET 248-9730 A



every Mon. THRU Fri.

7 to 11 pm

THE FORUM BOARDWALK - 4132 EAST McDOWELL ROAD - 275-0449

OULD 6 KAO The Arizona Republic

When this article appeared on the front page of THE ARIZONA REPUBLIC on October 4, 1977, we were sure it would cause some HUGE cry from the Gay Community, both locally and nationa-

ally.

To date, only ONE person has commented on this article to us ably could guess, that one person to be one of the VERY FEW in Phoenix who has any verbalized concern about ANYTHING here.

THE PRIDE is horrified. If we look closely at this article, we can all see what a HUGE effect this can have on our collective futures. If you haven't read the article, take a moment now and do so. While the high Court did rule on a large number of items all included in the article, we reprinted the parts that directly effect us as the Gay Community.

While we understand that this Court is the Nixon-Court, and as such is VERY conservative, this action goes far beyond conservative, and could result in BIG TROUBLE for all of us. and her little friends have had a hand in this, too.

High court upholds firing

of homosexuals for morals

Associated Press

WASHINGTON — The Supreme Court, ONLY ONE!!! And, as you prob- in a busy first day of its fall term, let stand on Monday the ruling of a state court in Washington that homosexuals was Richard Rubadue, who seems are immoral and may be fired from their jobs.

> The court refused to hear the appeal of James Gaylord, fired in 1972 when his homosexuality was discovered by officials at the Tacoma high school where he had taught for 13 years.

> Gaylord contended that his constitutional rights were violated when his status as a homosexual was used to dismiss him. The Washington Supreme Court ruled that homosexuality is immoral and Gaylord could be fired

In the homosexual case, Justices Thurgood Marshall and William J. Brennan Jr., the court's only two consistyently liberal members, voted to hear Grylord's appeal.

They also were the only two justices to vote in favor of hearing the appeal of a Paramus, N.J., schoolteacher, John Gish who was disciplined and ordered to take a psychieven though he was accused of no homosexual act.

Civil liberties attorneys, who had hoped to use the case to have the Supreme Court review the rights of homosexuals, were outraged by the court's action.

"The case presented the Supreme Court with an opportunity to say that discrimination against people by government because of their status as homosexuals is impermissible," the American Civil Liberties Union said.

"This Supreme Court maintains its record of gross insensitivity to individual rights," the organization said in a statement from its New York headquarters.

atric examination after assuming the presidency of the New Jersey Gay Activist Alliance.

The votes of four justices are needed to grant review.

Gaylord's attorneys had argued that he was denied his constitutional rights to privacy, liberty, freedom of expresssion and equal protection under the law.

Federal laws and past court interpretations of the Constitution make illegal most forms of discrimination based on race, religion, sex, age, color and nationality. Bu t sexual preference has been given no special protection.

We feel this foolishness has gone just about FAR ENOUGH!!!! For far too long the Gay Community has sat by and let other people tell us what we are, what we do, where we can live, HOW we can live, and work. By and large, these people who insist on making these value-judgements for us have absolutely no idea what we are all about. "HOMOSEXUALS ARE SICK CHILD-MOLESTERS AND PERVERTED CREEPS THAT HANG AROUND PUBLIC RESTROOMS" - Or so they believe anyway. It is time that all that changed.

YOU HAVE THE MEANS TO CHANGE THAT!!! JoAnne talked about Sandy Ramsey's comments on the lethargy in the Gay Community in Phoenix. The time for LETHARGY AND APATHY is past and if you, Gay Phoenix, Gay Tucson, Gay Southwest - GAY AMERICA - sit by and let this all take place, then you'll have no one to blame but yourselves.

You say you CAN'T come out and state your case publicly? OK, then don't. BUT DO support the organizations who CAN do just that. There are VIABLE ways to combat all of this, and the MOST viable means in this area is CITIZENS FOR CONSTITUTIONAL RIGHTS!!! But in order for this organization or any other for that matter to do this, is for you to support them. TIME AND MONEY ARE NEEDED!

CCR CAN DO IT, but not without YOU, YOUR TIME, YOUR MONEY. Send your contribution to CCR, P. O. Box 2266, Phoenix, Arizona 85002. IT'S YOUR LIFE!!!

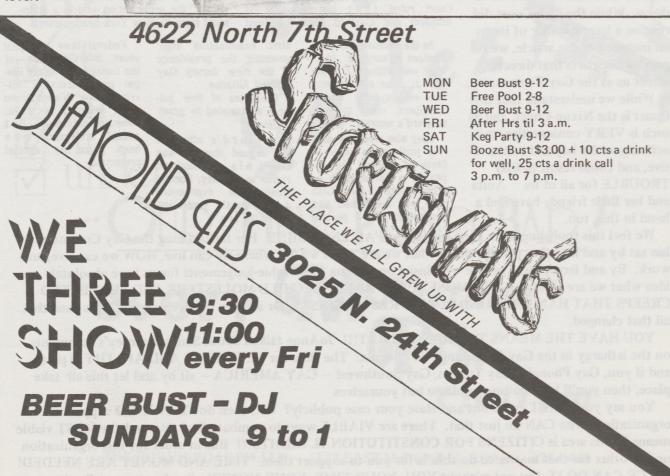


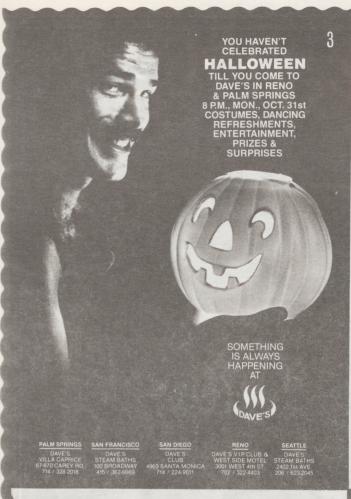
OWN

Consult with ROBB about a portrait of you and your lover. 'Clean, Precise and Realistic is the best way to describe the work of one of the Valley's better artists: ROBB BARTON is becoming better known everyday.

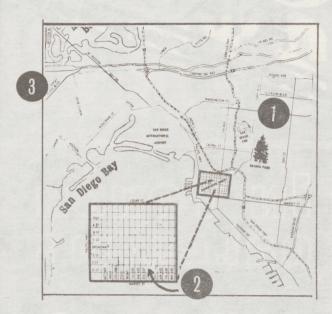
You could have one of Robb's drawings, or give one as a gift to that special someone in your life. The cost? You'll be surprised!

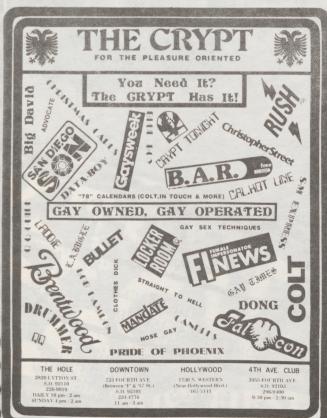
Call or see ROBB evenings at the SPORTSMAN's, or stop by his studio — 512 W. Highland.

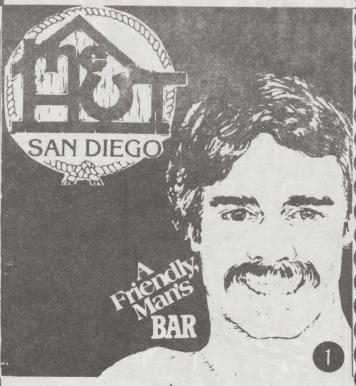




SANIDIIBGO







after hours everynight til 4 am weekends open continuously friday noon-monday 4 am

2581 University Ave. 714-295-8205

In Touch Galendar

9998 all color all mure all men



THE BOOK CELLAR - VENUS BOOKSTORE - THE SHACK - BARNEY'S THE PLEASURE PALACE - CRAYCROFT BOOKS - SPEEDWAY BOOKS

ASCODISCO HOT EVENTS

HALLOULEEN GWEEKEND After Hours FRIDAY-SATURDAY SUNDAY

OSTUME

OFFICE

OSTUME

OFFICE

PROURS

HOURS

HOURS

HOURS

COVER)

JUDGING HELD AT 1:30 A.M.

TIL 3 A.M.

CHECK CALENDAR FOR REGULARLY SCHEDULED EVENTS AT HIS CO. DISCO

with HIS CO DISCO's JAKKI, DJ

GREETINGS from Jakki DJ, Chris and Pete, HISCO DISCO's DJ's three!

Somehow the month of September managed to slip by

-but then all of us are aware of the big events that occurred,
so, now let's get on with what's coming up

Stan Woodward and Bob Rabe have been busting their

asses putting together our STAR WARS Costume Party (Oct. 12) which proved to be a real SUCCESS. The costumes were OUTSTANDING and the crowd was great!

HALLOWEEN WEEKEND we're having special events including After Hours on four nights with some GROOVY TUNES from us. Check the ad for details, and Parental Guidance is advised.

A very special topping to this weekend in the form of some of my very special people - Phoenix' own fabulous JO ANNE and JOSEPH will be opening After Hours, with a very special show - I promised I wouldn't divuldge the punch line - but I do promise you - some of the FINEST

talent this state has to offer!

Well, before I jump into all the hot vinyl coming out I want to make a few very special thank yous - as many of you know by now - yours truly won Billboard's DJ award and a very special Gold No. 1 from Butterfly Records for "breaking" the JE T'AIME LP by Saint Tropez. There are some very special people — all very good friends of mine that should also be mentioned for their efforts in making this whole thing happen: My very good friend, George Hill from the Forum, Ed VanLandingham from Matty's Attic, Tome Ellsworth Hisco Disco, Steve Golden from Omnitronics Mobile Disco, Rick Norman of Joshua Tree, and my very special DJ, Chris Campbell from Hisco Disco — As many at Billboard magazine so well put it — "It's great to see Arizona with so many PROFESSIONAL DJ's."

Well, don't look now, but it's VINYL JUNKIE'S WON-DERLUST TIME —

Well, don't look how, but it's vill I Jonkie Swon'd DERLUST TIME —

1st of out of the bag is the smash hit DANCE, DANCE, DANCE — YOWSAH, YOWSAH, YOWSAH by C'hic — on Atlantic Records — this will be Atlantic's first commercial Disco Single — and with PRIDE I can say that the record was produced by Marc Kreiner of MK Productions in Los Angeles. Marc was selected as "Mr. Disco PRomotion" by Black Radio magazine. Also from the Atlantic family, the hot LP by Rose Royce with DO YOUR DANCE from London Records the new Larry Phoe Orchestra LP with EROTIC SOUL.

The next cuts are Chris Campbell's PICKS TO CLICK and they certainly have done just that. From Prelude Records the SHOWDOWN LP and from MCA Records the new Brian and Brenda LP that's hotter than Hell — also COME ON DOWN TO EARTH by the Choice Four — both a disco single and LP on RCA. And SHOW ME WHAT YOU'RE MADE OF by the Johnny King Band again RCA.

Soon to be released on Butterfly Records — the new THP Orchestra LP with TOO HOT FOR LOVE. From Casa Blanca Records, everybody's favorite DON'T LET ME BE

Blanca Records, everybody's favorite DON'T LET ME BE MISUNDERSTOOD by Santa Esmeralda and the incredible new Pattie Brooks LP. Also look for Roberta Kelly's ZOD-IAC LADY LP. Last but not least from Salsoul Records WHERE WILL IT END by the Love Committee and I CAN'T TURN YOU LOOSE by Anthony White, plus the hot new LP by First Choice, their first LP on Salsoul, and if rumors are true - we should keep our eyes open (and ears) for a new LP by Loreatta Holloway. Also keep your eyes on Casa Blanca - they just signed my very good friend, Mr. D. C. LaRue and I can't wait to hear his first release with Casa Blanca.

Well, my friends, that's about it, so til next month - Many Love and Kisses from Chris and JAKKI, DJ.

.Oops - It's NO SPACING TIME boys and girls and yes, I did, too – I almost forgot to tell you that the new Grace Jones LP on Island Records is aout and called PORTFOLIO with the smash cut – LA VIE EN ROSE (the old Edith Piaff tune) Lighten up, Grace, and give these poor girls a rest!

THE BOOKS REVIEWED IN THIS COLUMN ARE AVAILABLE AT WOMANSPLACE -2401 North 32nd Street, Phoenix, 956-0456. THE PRIDE SUGGESTS THAT WHEN YOU ARE LOOKING FOR BOOKS AND MAGA-ZINES, CHECK WOMANSPLACE FIRST. And guys, don't let the name fool you!

THE FRONT RUNNER

THE FRONT RUNNER is a novel about two men in love and the athletic world which surrounds them. It ranges from the frustration of trying to deny sexual feelings to the exhuberance of successful athletic competition, from the passion of new love to the contentment of welltempered commitment. Patricia Nell Warren bypasses the usual stereotypes to offer readers two men, tempered hard by athletics but sensitive to love. And human enough to bring tears to the eyes at the suspenseful end of the story.

Harlan Brown, ex-marine and one-time olympic hopeful, has lost his wife, kids, home and coaching job at Penn State, all because of rumors of his homosexuality. After a short stint of hustling to make ends meet, he gets a chance to coach at a small private school in New York. Unwilling to risk this job, he puts his past behind him and re-

mains celibate.

Billy has been expelled from his college track team for being a homosexual, when his training as an olympic hopeful is most crutial. He and two teammates ask Harlan to let them on his team, which he reluctantly agrees to. His biggest hesitation, aside from not wanting to be associated with homosexuality again, is his strong attraction to Billy.

Love filters through the barriers, but not in the usual mediocre romantic style. Pressures from everyday living, the impending olympic trials, and nosy sports writers ready to scream "queer". at the drop of a towel, make their relationship seem tumultuous and unbelievable.

FANCY DANCER

FANCY DANCER again reveals two men in love and conflict. The Catholic Church, the Indian Culture, and small-town life all clash in a story that deals with some of the problems that gay people have to face. Father Tom loves the church and enjoys his priesthood, but he also loves a man. Vidal Stump is a motorcycling half-breed who resents being laughed away from his Indian heritage by a father who refuses to dignify his homosexuality by taking it seriously

Patricia Nell Warren's strong characters evolve in this novel, reflecting the growth possible in an honest relationship. At last, a gay love story with a happy ending. .



AN AFTERNOON AT



Well, here we are in the marvelous month of October. How many of you are busily sewing sequins on your leather in preparation for the BIG EVENTS coming up? There are lots of them, you know, about to happen. The Casa, Matty's Attic, The Connection, HisCo Disco, all with their various functions (check the ads) not to mention the Halloween Ball (also check the ad). We're all going to be SOOO tired by the time October is over. . .but never NEVER too tired to go out, right? Don't look too closely. . .but you'll probably see me among the crowds at all those functions, and maybe, just maybe, you'll see your picture somewhere within these covers next month.

During this past month, while I've been out looking around (I won't say for what), I did happen into one of the most interesting places I've found in a long time. And so, I thought it was timely to pass it along to you.

I stopped by a shopping center one day — Missouri Plaza at 43rd Avenue and Missouri, and happened into this darling Ice Cream Shop (I wasn't alone, had my nemesis - other half - with me). It was a place called "SCOOP'S" and were we surprised.

SCOOP'S is a charming place, typical of ice cream parlors with cute little tables and chairs, everything yellow and white and very, very friendly.



We were 'greeted by SCOOP'S two owners, David Starkman and Dom Pierro, who were so warm, so friendly, so nice, that even if the place hadn't been fun, it would have been an enjoyable time anyway.

Well, this wasn't the case, since everything about SCOOP'S proved to be great. Dave and Dom have obviously taken great pains to make a really happy place out of SCOOP'S, which has been open for about four months. I have since

learned that they spent alot of time back East (that's where they lived for many years before transplanting — like the rest of us — to the Valley) looking at Ice Cream Parlors and deciding what is good and what isn't.

Well, the result of all this research and time is one of the most charming places — and the ice cream is OUTSTANDING. They feature thirty-six flavors of really fine ice cream and frozen yogurt. I've found myself on subsequent afternoons delighting over Rasberries-n-Cream, or Carmel Marble Fudge, and a myriad of other fantastic flavors (all of which I am told have absolutely no calories in them. . .)

Not only do Dom and David serve great ice cream, sodas, phosphates, shakes and sundies, but they also have a luncheon menu the likes of which you'll have to go far to duplicate. They make outstanding sandwiches (and make everything themselves) which will tantalize your taste buds, with Roast Beef, Pastrami, Chicken Salad, and lots of others (and pickles galore). Their prices are right too, which makes SCOOP'S a great bargain.

All their employees are friendly, too, and among them is one in particular of whom we are quite fond — and most of you know him, too. I'm speaking of our friend Thomas Henry Toad alias Tom Greenlee, who for a long time was one of the happy people who worked for the Club Phoenix. Tom tangos his way around the ice cream counters in his best style, and just to see him is worth the trip!

Now, just as a bit of friendly advise, you've just got to go by SCOOP'S and gorge yourself on all their goodies. You'll love the food, and you'll really enjoy David and Dom (and Tom). They are all super people and will be really glad to see you. And, if you happen to stop by SCOOP'S of an afternoon — say around two or three — you just might see MHMH in person sucking on a cone or . . . maybe enjoying a sandwich and a soda.

SCOOP's also does catering for parties and has a line of beautiful cakes and pies for your enjoyment. They'll be supplying goodies for one of my *soirees* one day soon which should certainly delight my guests!

SCOOP'S 5520 N. 43rd Ave. 937-5828.

