Area Coalition Sets Blue Cross Opposition Slate

By MICHELLE MANOFF

A coalition of Philadelphia women, businessmen, doctors and bankers has presented its slate of candidates for the Blue Cross control election.

The candidates will face the Blue Cross slate, consisting primarily of minority and consumer groups that oppose the traditional Blue Cross candidates, as well as the slate of the Nurses Improvement Organization.

The coalition, which is expected to present its slate in the coming weeks, is in the process of canvassing the electorate.

Sharon Grossman said Wednesday that the coalition will focus on issues related to the Blue Cross slate, opposing the traditional Blue Cross candidates and supporting the coalition slate.

Grossman said that the coalition will work to ensure that the slate presents a strong alternative to the traditional Blue Cross candidates.

"We are determined to present a strong alternative to the traditional Blue Cross candidates," Grossman said. "We will work to ensure that the slate presents a strong alternative to the traditional Blue Cross candidates."
PAGES 3 & 4 MISSING AT TIME OF MICROFILMING.
**Quadramics Meeting Today**

- Feb. 5th At 7 P.M.

**In The Gargoyle**

(Lower Quad At Entrance to the Lower, Lower Quad)

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**THE DAILY PENNSYLVANIAN**

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**CLASSIFIEDS**

**APARTMENTS**

**LOST & FOUND**

**MEN! WOMEN!**

**RENT:** $600. Paid in full -- no need to move!
**1 Bedroom** for 3 Students

**HELP WANTED**

**BUILDING STAFF**

**CARL'S JUNIOR**

**SUNOCO**

**RESTAURANT**

**MEN! WOMEN!**

**RENT:** $600. Paid in full -- no need to move!
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**SUNOCO**

**RESTAURANT**

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**CAMPUSS EVENTS**

**CAMPUS EVENTS**

**TODAY**

**FRIDAY**

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**ADDITIONAL EVENTS**

**THURSDAY, FEBRUARY 1, 1973**

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**Patriot's Memorial**

(Continued from page 1)

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**Columns Magazine & The Wharton Account Present**

**The Summer Of '42**

Saturday Feb. 7.

7:30 and 10:00

Fine Arts Aud. B-1 $1
Ireta McNulty. “Had it not been for a few bad bounces and
themselves and the .500 mark.”

“We have not been blown out
strong favorites to boost their record to 6-5.

by a short frontcourt—the tallest player standing at 5-8—are
Red and Blue, hampered in most games thus far this season
of Rutgers, the Penn women’s basketball team (5-5) will
from a 4-1 deficit and give the
glad I finally put it all together,”
dazzling foil and fancy foot work when
his contests were secure. “I’m just
jar which he won easily, via his
Weightman Hall contest, proudly
Randy, a triple winner at the
night after the Red and Blue Fencers
embarrassed the Red and Blue, 82-«2.

The Quaker lineup? It was November 22nd, when the Russian national team
Women Five Swing to Swarthmore

Attempting to rebound from a sound thrashing at the hands
of Princeton was the league favorite, Penn appeared a

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Karpeh both fenced better and seem
member, Greg Massialas. All -

Women Five Swing to Swarthmore

By MICHAEL STERN

to pens

Expectations.

Only triple winner and Olympic team

Fencers have all but been declared
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who is this woman?

her friends used to call her richard.
now she adorns the exterior of one of Philadelphia's hottest night spots -- rachel's

read all about rachel's, harry's, alexi's and the rest in this week's cover story --

p. 3
Area Coalition Sets Blue Cross Opposition Slate

[Text about the Area Coalition setting an opposition slate for Blue Cross]

Two Candidates to be Interviewed for Vacant Nursing School Deanship

[Text about the selection process for a vacant nursing school deanship]

Model United Nations Federates Conference for First-Time Delegates

[Text about Model United Nations federating for the first time]

Amtrak Offers Fare Reductions

[Text about Amtrak offering fare reductions]

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Thursday, February 5, 1976

CONCORD LANDING AGREEMENT—Wednesday, news of a new agreement between international transportation secretary William Colman and Wednesday the Anglo-French supersonic SST—also known as Concorde. The agreement allows the SST to land at the New York airport, as it was a 16-month trial basis. Colman’s delegation has a new daily flight to follow, as the SST will once again be approved by the New York Port Authority. Colman defended his delegation, stating: “If we had the Concorde, we may be the first to move the SST. It’s a significant technological advance.” Environmental groups immediately prepared to challenge the SST’s permit and several congressional plans to prevent new legislation banning SST flights altogether within the week.

QUAKE ROCKS CENTRAL AMERICA—A strong earthquake, measuring 7.7 on the Richter scale, devastated parts of Guatemala City Wednesday with tremors extending into Honduras and El Salvador and Mexico. At least 1,000 people were killed and hundreds of thousands were immediately available but Guatemalan officials fear there might have been far more. The earthquake occurred at 12:32 p.m. local time, near the junction of the Panamanian and clipping mountain range Guatemala City and was registered in the earth's crust.

HEARTY TRIAL BEGINS—The heart trial robbery of Patricia Hearst started before a jury of seven women and five men yesterday. Hearst was imprecisely as the prosecutor claimed she was a willing convert to terrorism who voluntarily joined the Symbionese Liberation Army, in the trial. The defense then declared the case a “crime of ‘crazy people’” who sexually abused her and took her on a run-in photographic “like a prop.”

LOCKHEED PAYOFF DISCOVERED—Lockheed Aircraft Corporation paid up to $70 million in bribes to influence trade officials in 30 countries in an attempt to sell military aircraft to the United Kingdom, the Senate Commerce Committee reported Wednesday. Documents released by the Senate Commerce, Science, and Transportation Committee in its report revealed that the company paid millions to influence the sale.

ROCKFELLER CONSIDERS SEEKING NOMINATION—Vice President Nelson A. Rockefeller hinted Wednesday that he might seek the Republican presidential nomination if Ronald Reagan fails to win the GOP primary. Rockefeller is considered a major contender for the Republican nomination and is likely to win the GOP presidential nomination.

WINTERS OLYMPICS OPEN—Amidst tight security, athletes from around the world gathered Wednesday to open the 1976 Winter Olympic games. Originally scheduled for Denver, but moved due to objections from local environmentalists, the New Hampshire and Florida primaries and to win the GOP Presidential nomination if Ronald Reagan surpasses President Ford in early primaries, the games opened in Innsbruck, Austria, with a minimum of pomp and ceremony.

DOMINIC BERGAMON SUFFERS BREAKDOWN—Nurse director Laura Bergamon was hospitalized for a nervous breakdown Wednesday after her arrest on tax fraud charges. Bergamon’s friends said his illness was a direct result of a change by Swedish authorities that he defrauded the government of $114,000 in taxes in 1971. Before his collapse Bergamon stated: “what has happened is painful for me.”

Children’s Theatre Auditions

Thursday, Feb. 5
Annenberg Center, Room 221 7:30 P.M.

For Info X7570

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The Bartending Course is Back!
Learn to Tend Bar

Course Starts Tues, Feb. 10
Run 6 Weeks, Tues - Nites, 7-9
Sign-Up Feb. 6 At 9 A.M.
RM. 210 Logan Hall

Limited Class size (20"
First Come, First Served
For Information call 243-5108
Fee $25
West Philly Rumble

By Seth Rosen

You could almost hear West Philly rumble last weekend. The sun was shining, the streets were busy, and the

people were out, looking for something to do. And, of course, they wound up at College on the Move, in the upper echelon, but some might argue, we're on the box, business is bad, and we're big on business.

So, let's get that out of the way. The news is bad, but there's hope. The economy is bad, but there's hope.

And superhypes and a flashy crowd. And superhypes and a flashy crowd. And superhypes and a flashy crowd.

But, the hope is in the people, opportunities and services. The Cleveland, Italian markets and ethnicities, the socials and clubs, the ads and services and schools.

The problem with American cities is that they're too big, they're too expensive, and they're too windy. The solution? The only thing that's worked is to close them down.

The good, the bad, the ugly.

The Good, the Bad, the Ugly

What Makes the Cities Worth Saving?

By Chris Jennine

NEW YORK CITY—For part of its voyage, the States Island Ferry followed the same channel that this city's passage used. And following the garbage areas are back, so to speak, by the time you see them, they've already been a huge success.

As the ferry passed through the garbage areas, it was a spectacle of trash and garbage and garbage.

It's a beautiful sight. The garbage areas are the mark of Manhattan.

Americans seem to have forgotten that a city's name is that city's identity, that it must contain both bad and good, and that good and bad can't be separated. The people are a combination of both.

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Budget Cuts: Another Look

By Ed West

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steering committee to play that role.

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What Makes the Cities Worth Saving?
Cornell Mustard

by a short frontcourt—the tallest player standing at 5-8—are

travel to Swarthmore this afternoon for a 4 P.M. game which

match. Early in the first round, with

of any games,' noted captain and play-making guard

Red and Blue, hampered in most games thus far this season

from a 4-1 deficit and give the

his contests were secure. "I'm just

jar which he won easily, via his

displayed his empty plastic mustard

Randy, a triple winner at the

epee man Randy Eggleton with the
"Hot Dog of the Meet" trophy last

TRY TO REMEMBER—Can you recall the last time Henry Johnson appeared in

embarrassed the Red and Blue, 82-45.2.

Barely halfway through their schedule, the women

Attempting to rebound from a sound thrashing at the hands

of a lesser Swarthmore squad in a game which

determination. One thing the women cagers cannot afford is

relying on Vivian Machcinski, their most consistent player

In today's game, the Quakerettes will once again be

In my feet."

summer I'll have enough time to put back on what I've lost," said Big Henry,

basketball program rich in freshman talent to reassert itself with a 6-11 catalyst

will have to make. Inextricably a part of his desire to graduate is the chance for a

a decidedly uphill struggle.

"I definitely improved—I put in some time this summer and I was looking

forwards to being rewarded this season," commented Johnson on what might

"It's given me time to think about things aside from basketball and it's made me

A long stay in the hospital, though, gives one time to reflect and philosophize.

' "

"I took it all in stride. I realized there was no reason for me to be sulking. You

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A long stay in the hospital, though, gives one time to reflect and philosophize.
who is this woman?

her friends used to call her richard.
now she adorns the exterior of one
of philadelphia's hottest night spots --
rachel's

read all about rachel's, harry's, alexi's
and the rest in this week's cover story --
p. 3
As you can see before your very eyes, 34th Street is back to brighten your life, and under new management to boot.

We're not the only publication in town with a new bra intrust, however. D. Herbert Lipson decided that his New Paper needed a change of face in early January, and proceeded to bring down the axe upon the staff that was appointed two months earlier "to raise hell in Philadelphia." Nice try, fellas.

Funny thing, this New Paper. It's having trouble learning how to walk. So We all« Street, ever willing to lend a hand to a struggling brother, sent Larry Field out in November to write some cutesy stuff on the new kid. Told Larry not to go too hard on them, they're just starting and could use some good publicity. They'll thank us later.

Now, almost two months after Larry's first story, we find The New Paper is still putzing around like it doesn't know better. Yet Larry was good enough to give The New Paper another free 120 lines, which you'll find gracing our back page today.

But look, fellas, it stops here. This is the last time we're going to help you out. You won't be able to ride on our coattails forever, you know.

Mr. Lipson, most of all, was obviously flattered at the chance to see his name in our ink, as can be witnessed by his helpful answers to reporter Field's inquiries.

—Field: What exactly do you mean by "underground"? What stories were "underground"?
—Lipson: I don't have the paper in front of me. I can't give examples.

—Field: I'm confused about your saying you are 300 per cent over budget. Your associate publisher, McGurk, told me it was smaller, about 15 per cent or so.
—Lipson: I can't help it if you're confused. Call me when you're not confused.

Thanks, Herb. Best of luck in future endeavors.

Meanwhile, a spicier Scrapple section has been accumulated on page six for your reading pleasure, while the Guide has moved inward to page seven. My personal thanks are extended to Ms. Sarah Overmyer of the Indiana Daily Student for the invaluable info on the underwear, which she explained without losing her composure once.
February 5, 1976

Cover Story—By John Daniszewski

things that go bump in the night

Phillip is a gangling adolescent with the first shadow of a mustache creasing his upper lip. For as long as he can remember, he has been into the funky soul sounds of artists like Isaac Hayes. He likes to be "on top of things"—with the latest music in his tape player, to entertain old acquaintances and new. Without education, a skill, or discernable talent his prospects might seem pretty bleak. But Phillip's having fun and he's gone where he's found the clubs.

Shella moves with the grace of a caged leopard. She's a model or seeks to be. When she raises an eyebrow and can't blink, it's not hard to imagine her gracing the cover of Vogue. A tall Superfly-type leans over her, whispers something, and kisses her. The way she cracks her gum reminds me of the Northeast. She works in an office and comes to places like this a couple times a week. Mainly she likes to dance but she would like to find someone special. At the clubs.

The clubs are back. A new breed of nightspots have been emerging in the city over the past years to fill void left by the decline of old-style nightclubs of the Big Band era. The new clubs stay away from live entertainment—there are no breaks in the music and every member is guaranteed to be danceable. Instead they feature thousands of dollars worth of sound systems, sophisticated lighting novelties, and small intimate dance floors.

There's another big difference at Harry's American Bar, says he believes the club scene in Philadelphia is superior to other Eastern cities. "Compared to New York, the price structure here is so much lower." In New York you'll pay $5 a drink and in addition to that a $10 cover at the door. At Harry's American there is a $4 drink and tip—buy two drinks.

Clubs are booming in the city, Dorcangelo says, "because Philadelphians are becoming hip to the sophistication of live entertainment. Two years ago you would hear from an older couple with a couple of kids coming into a place like this. It was unheard of. Now you can just see the difference. There's a market for this kind of place. Businesses, doctors, lawyers, dentists, young professionals—all can come into here and meet young professionals, spend some money, and have an enjoyable time."

Harry's American Bar is a top-shelf kind of night spot. The clientele is slightly older than most of the others. The patrons are primarily in their middle or late twenties. "We even get some 70's-r.o.r's in here," Dorcangelo says, "but they're the hiperst 70's-r.o.r's you ever see."

Would you come here on your night out? "Me, naw—but my wife, she'd love it. I don't even hear this anymore, she motions at the music and the mingling all around him.

Harry's is located at 1818 Chestnut, at d spusta red, white and blue neon lights in the window. Except for the reverberations of the sound system you wouldn't know it for a discotheque from the outside. Lot's of pots of waterplants swimming overhead. The coat checker dances enthusiastically in her lock between customers.

Inside the room is mostly dark. A slide projector flashes against the wall scenes from American culture. There's another big difference at Harry's—jackets and ties are wanted.

Around the corner and a half block down from Harry's is another genre of the Philadelphia nightlife. Le Club Artemis. Artemis caters to a younger, less formal crowd. Hair lengths here are somewhat a throwback to the late sixties and the glow of the sort blue candlelight adds emphasis to the counterculture feel of Le Club.

Put don't come here looking for heavy political discussions, warns Bobby, the manager. Artemis, according to him, "is a wholesome meat market." The oldest non-gay club in the city is sought out for one of two reasons, says Bobby, "to get drunk or to get laid. If a guy isn't going to get laid then he gets bummed out and he gets drunk." Bobby considers Artemis a "hedonistic heaven" that traffics in "depravity, depravity, that's what the club's all about."

There is nothing ostentatiously degrading about Artemis though. On the surface it looks only as if lots of things are happening. It has two levels and relatively small dance floors. Management records that reservations to avoid not having a place to sit between the gyrations.

Rachel's 222 Market St. is identifiable by its larger-than-life depiction of Philadelphia's best-known transsexual on its outer-wall—Rachel, also well-known by her surname, Harry's, designed and appointed by its namesake but she is no longer associated with the venture.

Joe Fric, the manager, in charge for patronage from University students. He says thought many had stayed away in the past because they mistook Rachel's for a gay bar. "It's not a gay bar," he said, "not that we don't welcome gay people." On Wednesday nights $5 buys patrons access to an open bar. How can he afford it? "By knowing things they don't teach you in college," Fric said.

Rachel's is a vinyl-padded dance emporium with two small dance floors. The walls are lined with white candles and the sound level is still kept within tolerable limits. "We're not Intimate but still comfortable is Alexi's at 629 S. 2nd St. Like London, it features disco dancing on weekends only. The decor is dark wood and stone and it reminds one of a medieval fortress. Dancing is on the bottom level but the restaurant is terraced to permit a view of the floor from all three levels. London and Alexi's seem to appeal to a cadre of regulars and occasional drop-inners.

Both restaurants have their own ambiences which seems to compensate for the raw energy of the high-powered clubs.

Sheila, the hostess at Alexi's says that even there the apparent warmth may be illusory. "Lots of times people think I know them from last week." Sheila greets everybody at the door and tries to make sure that they'll be comfortable.

It's a late date, slow night and Alexi's looks as though a small tornado has hit it. Tired but satisfied-looking customers make their way out to the rainy sidewalk.

Driving over to the Temple Dance Hall, finally make my way back to camp. There is a large volume of traffic heading the other way toward the Benjamin Franklin Bridge. It figures, in Jersey the clubs are open night.
Dylan's Desire
By Alan Behr

As the songs themselves, "In a Minor" stands alone in the recent Bob Dylan's triumph, an acquired taste which remains elusive to some. The problem: not enough of the Dylan of the American folk revival, is not a performer known for his ability to sustain attention. It has become a rule of thumb that the Dylan periods of the sixties were frenzied, printed, produced, promoted, and on their way out in a mirthful puff of smoke. It is as true this time as ever: when Bob Dylan's name was invented on the cover of Rolling Stone, he was the only one of the Rosenbergs that was perceived as dangerous: that the two records in the Summer of Love. That two record set, "The Basement Tapes," contains the manner of its execution of varied musical and lyrical releases, could well put to rest a of the mid-sixties. Only "Isis," "The Man," the two songs that are Dylan's most. But occasionally a breath of fresh air invades the captures the hearts of millions and burned the hearts of and the Man. And, the Man... the Man... the Man... the Man...

Mary Hartman, Mary Hartman
By Jeff Bambaum

Television viewing, in general, is a degrading experience. The object is to make one see the moment that the human being, through the decisive and obscure art of the commercial, one and the Man, can play a vital role in creating a dramatic effect. One of Dylan's most noticeable characteristics is the lyrical and general style, retaining mostly album. Once again Dylan has recorded so many that it is more than a mere soap opera or just a parody of one. Mary Hartman, Mary Hartman... in Review
By Dave Lieder

Orson Welles has said that he would never make a film based too much on his own material, that the film is a part of the director's image. That image is significant from the auteur. Perhaps the lowest form of television stultification is the to hear gossip as to decry it. The program affords these situation or obsession. It's like a painting he saw. There's no intense concentration on the program's message is the use of black labor. Mary and I, and the Man... the Man... the Man... the Man... the Man... the Man...

In Review
Rights: Ryan O'Neal, star of Stanley Kubrick's Barry Lyndon.
By Dave Lieder

Barry Lyndon is the story of a young Irishman, played by Ryan O'Neal, whose attempts to use tricks of the trade are turned against him to the Seven Year's War. After a stint with both the British and Prussian armies, Barry is now, according to the program, "a man on the make." He has been a flasher, Mary and I, and the Man... the Man... the Man... the Man... the Man... the Man...
Bicentennial bodysnatching

Here's the latest in a growing list of Bicentennial travesties:

The earthly remains of Betsy Ross have been exhumed.

The only problem is, no one's sure if it's really Betsy.

It all began a month ago when a team of historians and archaeologists decided to exhume Ms. Ross from her obscure cemetery plot, and re-exhume Ms. Ross from her Betsy Ross House.

With shovels and sifters in hand, the crack disinterment team advanced to the old grave site. Digging commenced, and a coffin was raised up. Unfortunately, it wasn't Betsy's.

More digging produced some 'fragments' which the archaeologists swear belong to Ms. Ross.

If you want to pay your respects to Betsy's alleged remains, her house is located at 259 Arch Street. RIP

Planet personals

There's something unusual going on in the classified section of the Daily Planet. Not that that should be all so hard to believe, but nonetheless...

Here's the scoop: Pigs are big.

Bicentennial bodysnatching

Bicentennial bodysnatching

Planet personals

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OPENING UP THE PLEASURE CHEST

For anyone intent on taking his "adult" fancies and fetishes out of the closet and decorating his home and person with them, The Pleasure Chest at 2039 Walnut Street is the place to shop. Opened about two years ago, and located since April in its center city home, the Chest is Philadelphia's only emporium of erotica. The emphasis here is on items decorative and, well, functional, rather than on printed material—although classics of their genres like A Treasure of 564 F, vol. IV are available.

The shop is anything but coy about displaying its inventory, which is ingeniously arranged so that those with more tolerance for extremes in taste may venture to the back of the tiny store while their more circumspect companions can browse up front without being too shocked. But even among these front-of-the-store offerings (sculpture, prints, jewelry, pipes, and the like) the unrelieved reliance on two motifs—which for our delicate purposes can be labeled Male and Female—make the efforts seem less than artistic, and only rarely creative.

A few steps further on is a confusing array of chemical preparations whose names give the best descriptions of their purposes. ("Orgy Butter" is perhaps the most printable of these.) Any further and you're into leather, or assumed to be.

None of this stuff carries the imprimatur of Good Housekeeping or the Consumers Union, so there's no way of knowing what you're getting till you've got it. But my vote for Best Buy goes to a cute, colorful hand-knitted item for the genteel gentleman streaker or the fashion-conscious flasher, $8 the three-piece set.
Tutti. The worst movie I've ever seen. Once is Not Enough. Once is probably more than enough.

Eric III on the Campus

6th and Walnut

EV-2-026

Philadelphia Orchestra PE 5-7278
Academy of Music
Broad & Locust St.

Clariise Abbotz ends his two-week stint as guest conductor with a program that features Beethoven's Piano Concerto No. 5 and Bruckner's Symphony No. 7. Soloist for the concert will be the young Argentinian pianist Martha Argerich. The concerts are scheduled for tomorrow afternoon and Saturday evening.

Philadelphia Folk Song Society presents Sandy and Caroline Paton, collectors of folk songs and ballads Sunday evening.

Drexel University Main Auditorium LA 5-2375

Third and Chestnut St.

Cameo Team Cheech and Chong appear in this Main Point-sponsored concert. Two shows are scheduled for Saturday night, at 8 and 10 p.m.

Italian fantasy.

Samartrom

1936 Chestnut St.

564-2837

La Giada, Minelli, Hackman and Reynolds an flashy, funny, run runners—a mediocre melodrama.

Tis 34 South St.

WAL-9757

Thursday, 10 From Your Show of Shows and Take the Money and Run. Friday and Saturday. Big Man and Straw Dogs, Sunday and Monday. Macbeth and Brother Sun. Sister Moon. Tuesday and Wednesday. Five Easy Pieces and The Last Detail.

Walmart Mall I, II, III

39th and Walnut

222-2344

Not Now Darling, Blackbird's Ghost, Poltergeist pirate. Magic Flute. If you like opera, and you like Bergman, we have little in common.

Walmart Street Theater

9th and Walnut

629-4700


Philadelphia Art Alliance

238 S. Fourth St.

Through Feb. 17: "Beautiful Object."

Women's Cultural Trust

101 Locust St.

PE 5-4315

Through Feb. 27: "The History of Prints."

Journey Into Night. I can't believe the best female role in the entire repertory of theater, gives Roberta Maxwell a chance to claim a piece of immortality. The fourth production of the Drama Guild, which also features local favorites John Glover and James Valentine, opens tonight.

Walnut St. Theatre

125 Walnut St.

LO 3-1779

Through Feb. 27th: New Playhouse

Society Hill Playhouse WA3-0210

Philadelphia Art Alliance

238 S. Fourth St.


Moore College of Art Gallery

26th and Race Sts.

LO 8-4315

Through Feb. 50. A one-person show of paintings by Robert Natick. This exhibit shows the development of the artist abstract style.

Richard Kagans Woodworker

238 South St.

WA 5-8270

Through Feb. 15: Exhibiting hardware and earth. Tues.-Fri. 10-7, Sat. 10-6, Sun. 12-5.

Philadelphia College of Art

Broad and Pine Sts.

Through February 11: "The History of Prints."

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Philadelphia Art Alliance

238 S. Fourth St.

By its first issue in October, The New Paper had already achieved notoriety. According to an ad in Philadelphia Magazine, the publication would be a news weekly "born to raise hell in Philadelphia."

Even more importantly, the new publication would be put out by Herbert Lipson, owner of Philadelphia and Boston Magazines, and a colorful story in his own right.

The New Paper's editors claimed the weekly would gracefully avoid both the amateur tone of so-called "underground" papers and the stiff style of Philadelphia's daily newspapers. They also promised hard-hitting, "muck-raking" stories in The Village Voice tradition.

By its fourth issue—in late November—the paper's associate publisher, Jack McGurk, felt the weekly would "at least break even by the first of the year."

Rather ironically, Lipson celebrated the new year by firing the paper's five top editors, explaining the paper had become "too underground" and was losing money at an amazing rate.

The three Philadelphia newspapers reported the mass firing (dubbed the "Monday Night Massacre"), with The Inquirer giving the event prominent play. So much for raising "hell" in Philadelphia.

And now, at its 14th issue, The New Paper may well be on the verge of collapse. If the weekly does fold, it will be a classic riches-to-rags story.

But Lipson Monday flatly denied he is considering closing shop, explaining that "things are better now than a month ago."

Things could hardly be worse than a month ago. According to Lipson, the paper was losing 300 per cent more than he expected it would. McGurk, who runs the business side of The New Paper, said Monday the losses were only about 15 per cent more than expected—$50,000.

How much better the publication is doing now is debatable. Paid circulation has hardly increased since early November, dropping from about 19,000 to a bit over 20,000. Advertising volume hit a peak the first issue (22 pages of ads) and has fallen dramatically since then (five last week, eight this week).

Of course, The New Paper crowd is still "upbeat" about the weekly's chances for survival. Maury Levy, the editorial director of both Philadelphia and The New Paper, said Sunday the editors have gotten a "good response" to the three issues produced by the "new regime."

"It's cleared up to only partly cloudy," Levy joked. And McGurk said the paper would break even in six to eight weeks. Sound familiar?

Why the weekly didn't meet McGurk's first prediction is an interesting question. For one, Philadelphia Magazine is reputedly the most successful "city" monthly in the nation in bringing in lush ad accounts. How come The New Paper isn't a "chip off the old block"?

Apparently, the fault lies with Philadelphia Magazine. It seems the magazine's ad sales staff works under a "protected account" system which prevents other salesmen within the organization from competing for lucrative accounts.

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