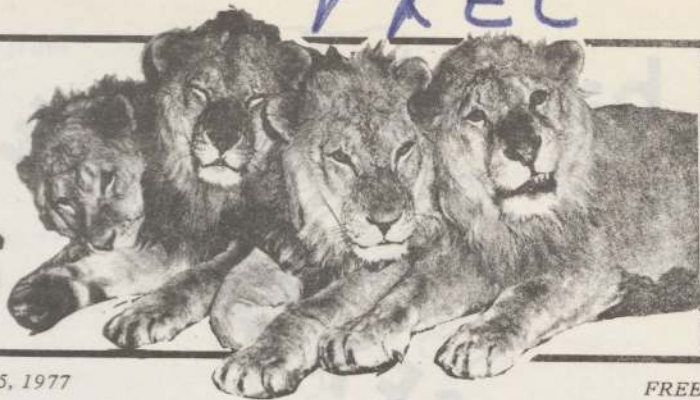


THE PRIDE OF PHOENIX

VOLUME I, ISSUE I

JANUARY 15, 1977



FREE

...Editors Notes...

Well, here we are! After running around like a chicken without a head--no pun intended--the first edition of THE PRIDE OF PHOENIX has come to be. I do not know a thing about writing, or for that matter publishing a paper, but I have always felt that there is a need for a local gay paper in Phoenix. Some things that I will tell you about our fair city will cover the bar scene to the legal problems of our Gay Community. I hope THE PRIDE OF PHOENIX can fill the bill.

In this first edition, you will find a calendar of events, several gossip columns, a column from Mariah on thoughts and feelings, and a letter from me. . .the editor.

In the coming editions, there will be classified ads, letters to the editor and letters to Mariah. I hope that anyone with questions, ideas, or comments will take the time to write to us. We will print as many letters as possible, and should you want your name withheld, just let us know--otherwise we'll print it!

In the classified section (you'll notice there aren't any in this issue), any personal ads will be printed free, so if you want to meet a friend, rent an apartment, find a roommate, etc., simply send us the ad and we'll be glad to print it. I might add that we have additional space for more columns and articles, so please feel free to contact us if you're interested in contributing.

We are pleased to have THE PRIDE OF PHOENIX in print, and are hopeful that we can be of real service to the Gay Community.

---the Editor.

joanne's dressing~ room

Well, folks, the Queen of Savages is back at the Casa as Miss Cissy Goldberg, a few pounds lighter and alot funnier. . .and bitchier of course. But we all love her, don't we? She will be joined by yours truly; MOOOOSE, a lovely new talent with lots of future, and a weekly guest spot from Vegas, courtesy of Twiggy Productions. The shows at the Casa have always proved the test of time and seem to draw the big crowds which make cruising plentiful and varied. COME SEE US!! This was an unpaid broadcast.

Speaking of the Casa and Twiggy Productions, and with no prejudice, the Vegas group known as Disco Daze enjoyed a lengthy run which displayed loads of talent, originality, choreography, feathers, and buns, and a warmth that Phoenix crowds relished. The group, Steve, Brian, Frank, Bill, Don and of course the fabulous Carmen Del Rio, were extremely easy to work with and made Miss Goldberg's absense a pleasant one, and I for one, am looking forward to their return for the Queen of Hearts Ball in February. Good Luck, Disco Daze, and thanks.

For all you gormets. . .the old Dunhill's is being reopened as 21 WEST, welcoming a mixed crowd for your eating and drinking pleasure. They will feature dinners at reasonable prices, drinks and a show presented

Continued on page 5

barney's

LE SEX SHOPPE

1421 East McDOWELL ROAD
PHOENIX, ARIZONA

(602) 258-9330

9 - 12 Monday thru Thursday
9 - 2 Friday & Saturday

& 25 cent ARCADE

AMPLE FREE PARKING

the WIND of MARIAH

I am Mariah. Mariah's the wind. You cannot see the wind but you can feel it and you can see how it touches things. The wind can be soothing; it can also be angry. The wind brings the good weather and it brings the bad. The wind brings us the good smells from the desert after the rain; it also brings us the blinding sand and dust before. Like the wind you cannot see Mariah but I surely hope you'll be able to feel me. Like the wind, the messages from Mariah will be for some, soothing; for others it will be touched with anger. By all means these messages will stir you up, like the wind whipping up white caps on the lake. It is hoped that these messages from Mariah will cause you to think and rethink, cuss and discuss ideas which are common to those who have chosen to join America's largest oppressed minority. Or have all of you really made that choice willingly. Watch for this column in each issue of *The Pride of Phoenix*. I would appreciate your reactions and comments. Please send them to: Mariah, c/o *The Pride of Phoenix*, 6800 N. 55th Ave., Glendale, Arizona 85301. Until next time, Get Pride!

from

THE MOUTH
OF
THE
DRAGON...



It has come to my attention that one of the better bartenders in the Phoenix area was dismissed from duty at one of our local gay bars for being drunk. Now I ask you, who in charge of said bar, owners or management, could be the first to cast the proverbial stone at F—?

Now that the sensational Carmen Del Rio and her boys??? have left the Casa, one begins to wonder who's star will be hung on the dressingroom door...or how many. Of course we all know there is only one Cissy Goldberg.

Speaking of the fun-loving Carmen and her boys??? since they are no longer in residence at *Lavender Lane*, the nightly romps in the jacuzzi and with their next door neighbor—who at this point will remain nameless—will, I'm certain, be missed. Isn't that right, S—?

Continued on page 8



NOW AVAILABLE
AT THE
FOLLOWING LOCATIONS:

THE PLEASURE PALACE

THE SHACK

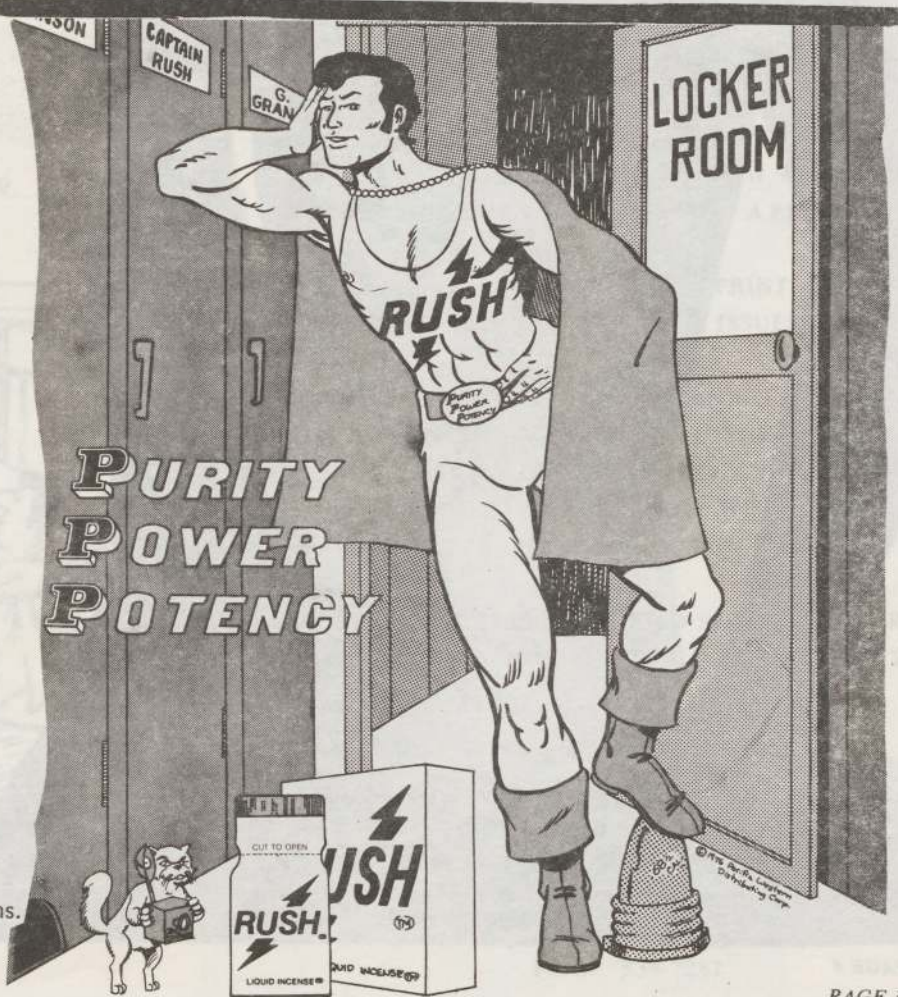
BARNEY'S Le SEX SHOPPE

THE VENUS BOOKSTORE

Le SEX SHOPPE

see their ads elsewhere in this paper for exact locations.

THE PRIDE OF PHOENIX



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(602) 262-9942

THE PLEASURE PALACE

1524 EAST VAN BUREN
PHOENIX, ARIZONA

9 - 12 MONDAY THRU SATURDAY

25 cent ARCADE

PRIVATE VIEWING BOOTHS

by some old (excuse me, girls) faces. My darling Ebony (Phoenix' favorite illuuuuuusionist), Lady Casandra, Bobby Jo and others will be appearing. I am looking forward to a night off at the Casa so I can enjoy dinner and drinks and their show and act like a straight person for a change. Wait til you see my impersonation of a man!!! I hope the famous jinx on the building is overcome by these kids as they're all extremely talented and hard working. I can't wait to see Ebony LAYING (or lying) on that piano bar...singing live, by the way!! Show nights are Thursday thru Sunday, 8:30 and 11:00 p.m.

Haven't caught the show at D.L.'s lately since I got the finger from one of their performers. Can't imagine why. Also since *21 West* is featuring their entire cast, I don't know who could be working there, someone please let me KNOW.

Looks like I'm running out of eyeliner pencil, so I'd better close. Tune in again next month, drag fans, for the latest on these and other shows around the Valley. If you know anything I don't, please let me know.

OH, that reminds me!!! Two previous (AND I MEAN THREE TIMES PREVIOUS) bar owners were seen in town over the Holidays. Wonder what they're up to this time.

Hope you all had a fabulous holiday and wish you the happiest New Year possible. Love. . .



CLASSIFIED SECTION

LOOKING FOR A ROOMMATE, WANT TO RENT AN APARTMENT, TRYING TO FIND A FRIEND, NEED SOMETHING SPECIAL, LOST A PET?

LET US KNOW, AND WE'LL PRINT IT FOR YOU IN THIS SPACE IN FUTURE ISSUES.

NEED INFORMATION CONCERNING GAY SERVICES IN THE VALLEY. ALL YOU NEED TO DO IS ASK US. WE GENERALLY WILL KNOW THE ANSWER, AND IF NOT, WE CAN AIM YOU IN THE RIGHT DIRECTION.

LOOK FOR THIS CLASSIFIED SECTION IN OUR COMING EDITIONS--IT COULD BE OF GREAT HELP TO YOU.

Distributed By:
CANYON NEWS COMPANY

Please direct all inquiries and letters to:
6800 North 55th Avenue,
Glendale, Arizona 85301
Phone: 934-7281



the club phoenix

1517 SOUTH BLACK CANYON
PHOENIX, ARIZONA

EC

TV LOUNGE
PRIVATE ROOMS
SOUND LOUNGE
YOGA ROOM
SUN DECK
STEAM ROOM
BUNK ROOM
SWIMMING POOL
TUESDAY NIGHTS
HALF-PRICE!!

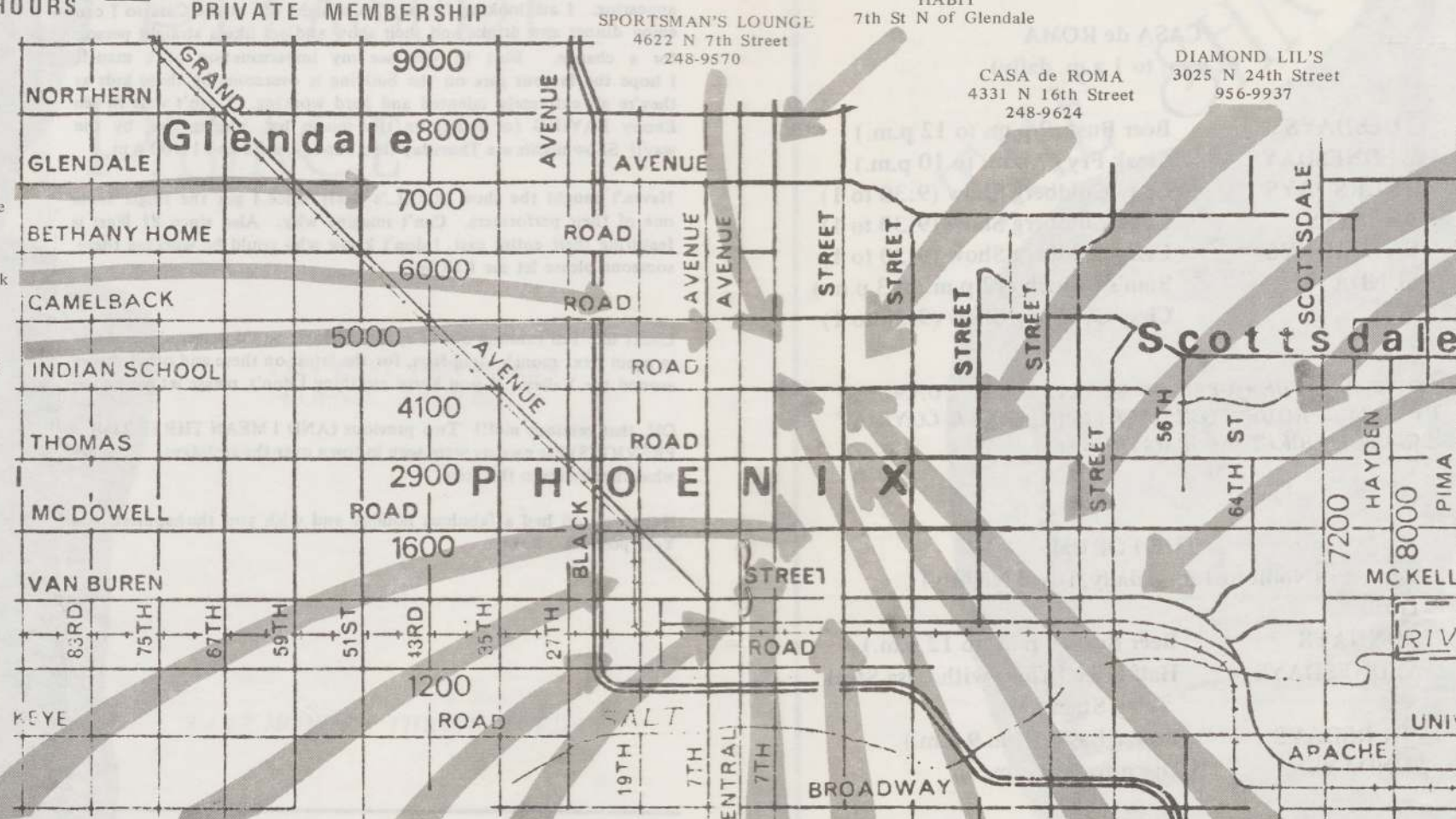
OPEN 24-HOURS

PRIVATE MEMBERSHIP

THE VENUS
4715 W Glendale
937-0675

BOOK CELLAR
2103 W Camelback
249-9788

21 WEST
21 W Camelback



BARNEY'S
1421 E McDowell
258-9330

THE RAMROD
395 N Black Canyon Fwy
253-0119

Le SEX SHOPPE
6 W Washington
258-9063

307 LOUNGE
222 E Roosevelt
252-9912

CONNECTION
4211 N 7th Street
248-9730

MOON'S TRUCK
3839 N 16th Street
248-0580

PLEASURE PALACE
1524 E Van Buren
262-9942

TALK OF THE TOWN
16th St. S of Indian Sch

FORUM
4132 E McDowell
267-9070

THE SHACK
3024 N Scottsdale Rd
941-9877

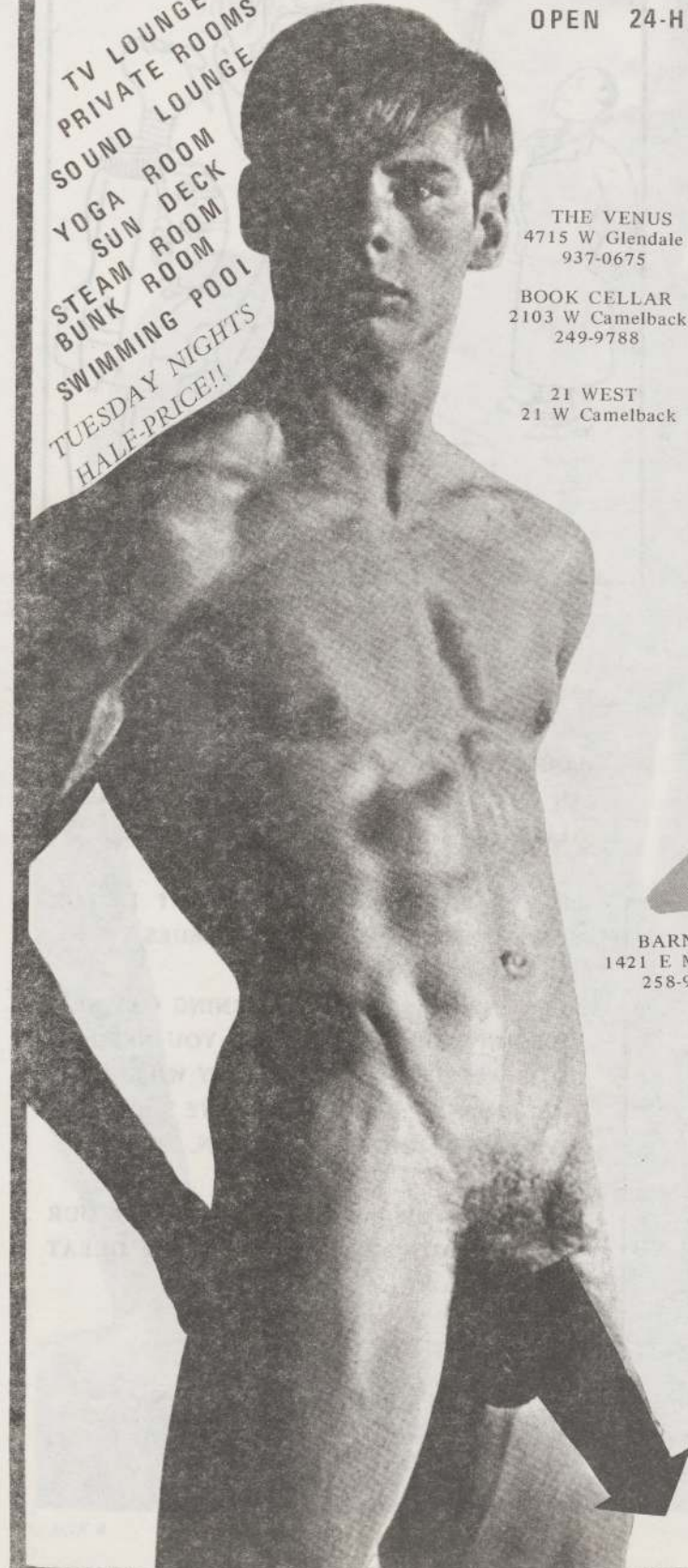
NU TOWNE SALOON
5002 E Van Buren
267-9959

THE CLUB PHOENIX
1517 South Black Canyon Fwy.
271-9011

where to go

how to find it

WELCOME TO PHOENIX



Speaking of *Lavender Lane*. . . I understand a new arrival has moved in, all the way from Denver. Phoenix welcomes you, Steve.

At this writing, I understand a new combination supper club and cocktail lounge, with live drag shows is about to open. One would hope that it doesn't "Go Up In A Puff Of Smoke" as it did when it was Dunhill's!!

Speaking of Drag—what well-known impersonator in our local bars—are you ready—uses *Preparation H* around her eyes to shrink whatever needs to be shrunk in that area?

While Lucy's away, the child must play. . . the child being Bob, who has been using Lucy's bed, and I do mean using! Since my own bedroom is next door, I've spent many sleepless nights in my closet with glass in hand listening at the paper thin walls!!

Perhaps variety is a way to forget D.B. as Bob K.'s only true love, and let me tell you, he certainly has had variety of late.

Are you ready for Bill S. reading poetry at the kitchen table to Jim W., who by the way is one of the nicer people to grace *Lavender Lane*. But really, Bill, poems of love at the kitchen table. . .

Speaking of kitchens, and etc., one wonders where Stan will set up housekeeping next. Of course my answer to that, and a fond New Year's wish, is that Stan and Dan would set up housekeeping together again.

If my informants are correct, what well-known bar owner who has branched out into a boutique recently sold a Turquoise squash from his own private collection and, in lieu of cash, accepted a check which, I might add, bounced all the way down McDowell to Central and back again. None of which surprised me in the least, from a person that was such affront to the word Drag as was the Hindenburg with hair.

Has anyone seen Terry S.'s new T-Bird. It's lovely, dear, but one wonders if the 15% gratuity on you food checks at one of Phoenix' finest hotels paid for this along with the rest of your expensive lifestyle, or if you're moonlighting on 1st and Van Buren in the a.m.

Speaking of Moonlighting, Bob D. recently told me that he had been offered a position as a MALE PROSTITUTE. Well, dear, since both your other jobs as hairstylist and bartender require long hours on your feet, far be it from me to dissuade you from getting a LAY DOWN job and giving your feet a rest.

In closing, I would like to wish all of my friends a very Happy New Year, and to the enemies I'll no doubt have after penning this column—Happy New Year, too.

. . . *Dragon Lady*

January In The Valley

CASA de ROMA (2 p.m. to 1 a.m. daily)

TUESDAYS
WEDNESDAYS
THURSDAYS
FRIDAYS
SATURDAYS
SUNDAYS

Beer Bust (9 p.m. to 12 p.m.)
Steak Fry (7 p.m. to 10 p.m.)
Cissy Goldberg Show (9:30 to 1)
Cissy Goldberg Show (9:30 to 1)
Cissy Goldberg Show (9:30 to 1)
Stan's Brunch (12 p.m. to 3 p.m.)
Cissy Goldberg Show (9:30 to 1)

DON'T MISS THE QUEEN OF HEARTS BALL, SPONSORED BY CASA de ROMA, COMING UP FEBRUARY 14. CONTACT CASA FOR TICKET INFORMATION.

THE FORUM (Noon to 1 a.m. daily, Disco Nightly)

MONDAYS
WEDNESDAYS

THURSDAYS
SUNDAYS

Beer Bust (9 p.m. to 12 p.m.)
Half Price Drinks with Casa Steak
Fry Stamp
Booze Bash (from 9 p.m.)
Disco from 3 p.m. on

MOON's TRUCK (9 p.m. to 1 a.m., except Friday & Saturday) DISCO NIGHTLY

TUESDAYS
FRIDAYS
SATURDAYS

Beer Bust (9 p.m. to 1 a.m.)
Disco After Hours (Cover)
Disco After Hours (Cover)

NU TOWNE SALOON (12 to 1 daily)

MONDAYS
SATURDAYS
SUNDAYS

Beer Bust (9 p.m. to 1 a.m.)
Pool Tournament (from 2 p.m.)
Brunch (Noon to 4 p.m.)

Continued on page 10

THE SHACK



(602) 941-9877

9 - 12 MONDAY THROUGH THURSDAY
9 - 2 FRIDAY AND SATURDAY
12- 12 SUNDAY

AMPLE PARKING

PRIVATE BOOTHS

3042 North SCOTTSDALE ROAD
SCOTTSDALE, ARIZONA

THE CONNECTION

(Cocktail Hours 11 a.m. to 6 p.m., Lunch served)

MONDAYS	Pitcher Night (9 p.m. to 12 p.m.)
TUESDAYS	Margarita Night (9 p.m. to 12 p.m.)
WEDNESDAYS	Beer Bust (9 p.m. to 12 p.m.)
THURSDAYS	Bare Chest Night (9 p.m. to 12 p.m.)
SUNDAYS	Beer Bust (9 p.m. to 12 p.m.)

THURSDAYS
FRIDAYS
SUNDAYS

DIAMOND LIL's
(4 p.m. to 1 a.m.)

Beer Bust (9 p.m. to 12 p.m.)
Bucket of Booze (9 p.m. to 1 a.m.)
Beer Bust (9 p.m. to 1 a.m.)

THE UNLIMITED

(11 a.m. to 1 a.m. daily)

WEDNESDAYS	7 - 10 p.m. well-drinks 50 cents
THURSDAYS	Beer Bust, 7 - 11 p.m.

SPORTSMAN's LOUNGE
(12 to 1 a.m.)

WEDNESDAYS	Beer Bust (9 p.m. to 12 p.m.)
FRIDAYS	After Hours, No Cover
SATURDAYS	Beer Bust (9 p.m. to 12 p.m.)
	After Hours, No Cover

THE HABIT

(11 a.m. to 1 a.m. -- Serves Food)

WEDNESDAYS	Beer Bust with Disco (7:30 to 11)
FRIDAYS	Disco with Show from 10 p.m.
SATURDAYS	Disco with Show from 10 p.m.
SUNDAYS	Free Brunch (4 p.m. to 6 p.m.)

THE CLUB PHOENIX
(Private Facility, Open 24-Hours)

TUESDAYS	Half Price Night (from 5 p.m.)
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TALK OF THE TOWN

(Cocktail Hour 4 p.m. to 7 p.m., Drinks 50 cents)

WEDNESDAYS	2 for 1 Night (p.m. to 11 p.m.)
FRIDAYS	Indavana Bluz Band (9 p.m. to 1 a.m. - Cover)
SUNDAYS	Pool Tournament, entry fee, prizes

21 WEST

Reservations for dinner 4 p.m. to 1 a.m.
Cocktail Hours 4:30 to 7:00 p.m. weekdays 75 cents
Saturdays 6 p.m. to 1 a.m.
Piano Bar

THE RAMROD
(12 to 1 a.m. daily)

WEDNESDAYS	Buddy Club Beer Bust (9 p.m. to 11 p.m.)
FRIDAYS	Sons of Appollo (9 p.m. to 11 p.m.)
SATURDAYS	Lad's Beer Bust (4 p.m. to 6 p.m.)

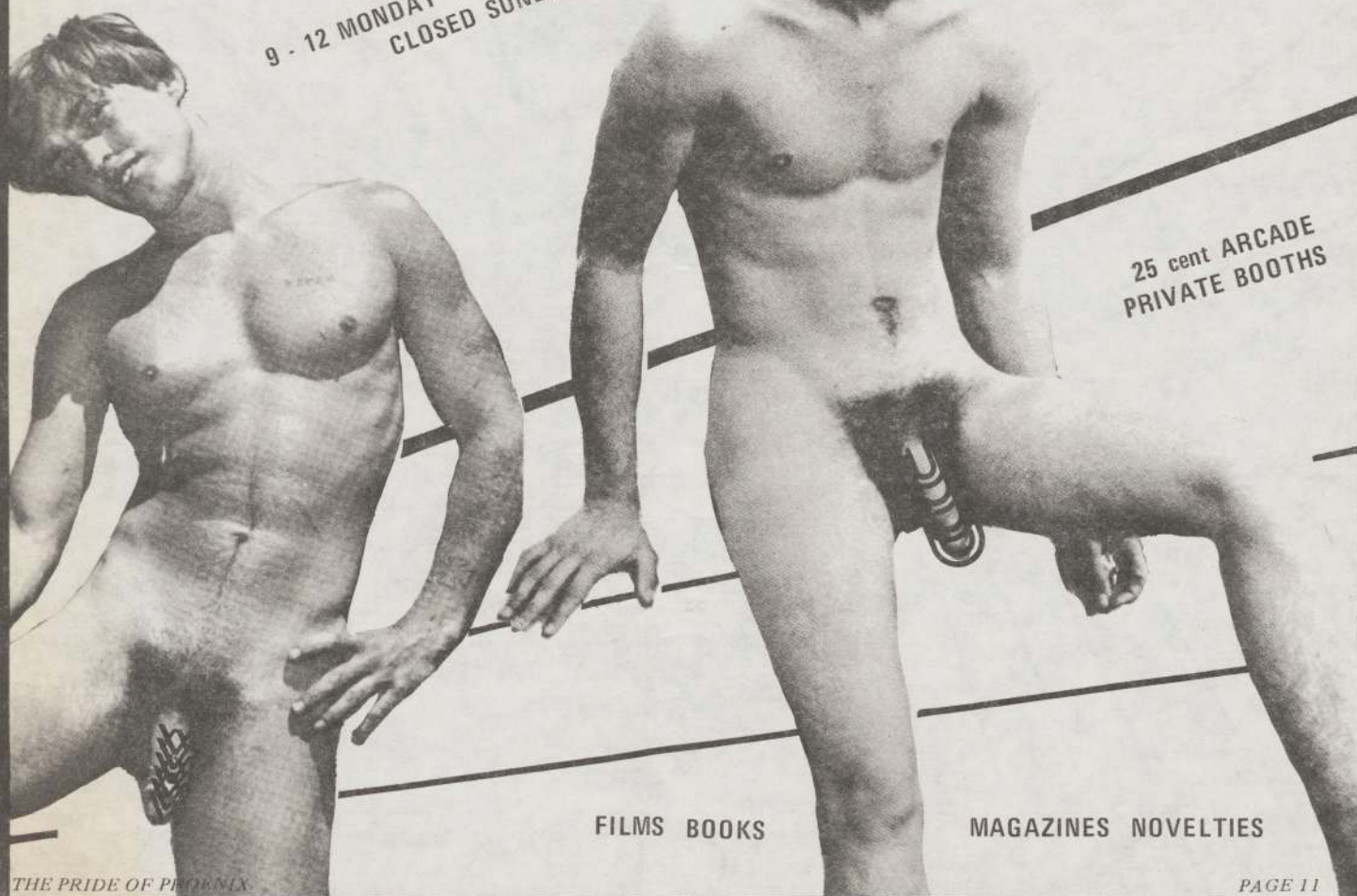
THURSDAYS	8 - 10 - 11:30 Show
FRIDAYS	8 - 10 - 11:30 Show
SATURDAYS	8 - 10 - 11:30 Show
SUNDAYS	8 - 10 - 11:30 Show

le SEX SHOPPE

258-9063
6 WEST WASHINGTON
PHOENIX, ARIZONA

9 - 12 MONDAY THROUGH SATURDAY
CLOSED SUNDAYS

25 cent ARCADE
PRIVATE BOOTHS



FILMS BOOKS

MAGAZINES NOVELTIES

THE PRIDE OF PHOENIX

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the Venus Bookstore

4715 WEST GLENDALE AVENUE

GLENDALE, ARIZONA

PRIVATE BOOTHS

AMPLE PARKING

FILMS BOOKS
MAGAZINES NOVELTIES
25 cent ARCADE

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9 - 12 MONDAY THROUGH THURSDAY
9 - 2 FRIDAY AND SATURDAY
12 - 12 SUNDAY

