

NOT AVAILABLE IN ANY STORE

SOME ADS YOU MIGHT HAVE MISSED • BY RICHARD ROSEN

ONE GLANCE AT MODERN LIVES AND modern psyches reveals that the consumer-oriented culture has been strangely inattentive to people's deepest needs. Now these needs have been identified, and here are the products designed to satisfy them.

So whether you're looking for a cure for annoying self-aggrandizement, or just a way to experience a relationship with no emotional cost to yourself, this is the catalogue for you! All products have been tested, priced affordably, and please remember—they're not available in any store.

Well, Uh, Well... Gee, Uh... Hmmm...
Uh, You Know...

C'mon, now! Cure that deficit of dazzle with a Small Talk Agent!



Available in six foreign languages

C'mon, be honest. Is this you at parties? Ill-at-ease? Ineffectual? What would you say if we told you that there was a simple, easy way to master troubling social situations?

It's your own Small Talk Agent—that's right, a personal agent to stand by your side and represent you at any social gathering. With your own Small

Talk Agent, a charmingly glib professional, you don't have to be at a loss for trivial or incidental conversation, because your Small Talk Agent will provide it for you.

Unable to disentangle yourself from a boozy boor? Your Small Talk Agent will take the abuse for you, then tell him where to get off!

Embarrassed by encounters with enemies you didn't know had also been invited? Every Small Talk Agent has a repertoire of trenchant insults to put you back on the offensive!

Fearful about approaching that attractive man or woman across the room? Your Small Talk Agent will not only arrange that

first date but lie convincingly about your present income and educational background!

In addition, our agents are trained to perform all the socially desirable gestures—including the twinkly laugh, the "power gaze," and the playful slug on the arm—that, were you capable of them yourself, would long ago have made you a successful individual.

Turn that deficit of dazzle into a surplus of style. Our Small Talk Agents are available by the hour, or on weekly retainer.



DAY RATE OR RETAINER

CALL NOW FOR AN APPOINTMENT
1-800-555-LOVE

Love Is Lovelier the First Time Around

Only the VENUS 360b RELATIONSHIP SIMULATOR re-creates EVERY EMOTION

associated with falling in love!

If you're afraid of intimate relationships, perhaps you'd like to know what you're getting into before you get into it.

By training on the Venus 360b Relationship Simulator, you'll be exposed to all the stages of a love relationship without running the risk of hurting yourself or another person. The Venus 360b Relationship Simulator operates on the same principle as the flight simulators used by professional pilots. In its controlled environment, the inexperienced lover can run the entire course of a passionate involvement in a matter of hours.

The Venus 360b Relationship Simulator faithfully re-creates the emotions associated with every phase of deep interpersonal caring:

- Love at first sight
- Vertigo
- Infatuation
- Approach-avoidance behavior
- Deep kissing
- Loss of appetite
- Consummation
- Exchange of family backgrounds, dreams, and fears
- Intense pre-dawn conversation
- Submersion of ego in the other
- Neurotic acting-out
- Realization of separateness
- First intimations of loneliness
- "Rediscovery" of love object
- First intimations of boredom
- More neurotic acting-out
- Onset of boredom
- Mild sexual dysfunction
- Still more neurotic acting-out
- Denial of inevitability of breakup
- Transient renewal of interest
- Acceptance of breakup
- Agonizing pre-dawn conversations
- Denial of acceptance of breakup
- Acceptance of denial of acceptance of breakup
- Endless recriminations
- Prolonged destructive breakup

- Redistribution of record collection
- Hatfulness
- Heartache
- Phone calls
- Bad-mouthing of ex to others
- Manipulation of third parties to effect reconciliation
- Resignation
- Suicidal ideation
- More phone calls

From the moment you sit in the Venus 360b Relationship Simulator to the moment you leave, you'll feel every tenderness and twinge. You'll run the gamut from passion to petulance, from randiness to revulsion. Each sensation has been digitally reproduced and enhanced to prepare you for actual mating adventures. Once you know what to expect from love, you'll be able to make an intelligent decision about whether getting involved with other people makes any sense at all.

And if you decide that relationships are not for you, now you'll know exactly what you're not missing.

The Venus 360b Relationship Simulator. If love were any more real, you might never recover.



Why get burned by the real thing?

Run the gamut of passion in a controlled environment!



"I LOVED, LOST, LIVED TO TELL ABOUT IT—THANKS TO THE VENUS 360B!"

FINALLY THE One Shoe

*The Only Shoe for People
Who Hate to Sweat*

In today's confusing world of athletic footwear, there's an expensive shoe for every sport and activity. But what if you don't exercise? Is there a reasonably priced shoe for you?

Clatt Industries introduces The Sloth, the shoe that takes all the guesswork out of what to wear when you want to avoid physical exertion of any kind.

This remarkable shoe, years in the making, has absolutely no cushioning or support. In no way does it conform to the shape of the human foot. Just slipping it on increases the odds of shock-related injuries to the bones, muscles, and tendons of the lower leg. In fact, a recent poll of leading podiatrists and sports-medicine experts concluded that if you attempt any physical activity in it at all, you will do irreparable damage to your feet. That's because The Sloth's patented Korrugated inner sole is engineered to cripple you almost immediately, whether you're not jogging, doing aerobics, or enjoying racquet sports. The truth is, you can barely stand up in it.

The Sloth. Until now, you couldn't find one shoe for the wide range of activities you didn't engage in.

One size doesn't fit anybody.



**YOUR FOOT
HAS NEVER
FELT THIS
BAD!**

Introducing The Sloth!

- Takes all the guesswork out of what to wear.
- Has absolutely no cushioning or support.
- Increases the odds of shock-related injuries.
- In no way conforms to the shape of the human foot.



The Caswell Life-Editing System

EDIT YOUR LIFE! NO FLASH FRAMES! NO GLITCHES! NO REGRETS!

*You
Absolutely
Won't Believe
It!!*

Simply the Most Incredible Piece of Electronic Equipment You Will Ever

Own. At last, a fully electronic component that adapts state-of-the-art digital videotape-editing technology to your own life.

Because The Caswell Life-Editing System interfaces directly with your own memory, now you can finally control almost everything you think about (and that's the next best thing to controlling reality, isn't it?). At last, you can "call up" unpleasant memories and sensations and "snip" them out of your life. Leave everything from specific recollections to entire periods of your life—early childhood, puberty, the collapse of the bond market, even your first marriage—on "the cutting-room floor."

The Caswell Life-Editing System not only removes offending material from your memory but automatically "splices" your life back together for a

seamless and superior version of personal reality. No flash frames. No glitches. And, most of all, no regrets. By erasing bad memories, you can say good-bye to guilt once and for all.

And that's only the beginning. Because our playback feature permits you to "relive" your favorite moments with remarkable fidelity. You can even access forgotten "unconscious" memories and review them without losing even a generation of clarity.

And it's superior to the original, because our standard digital features allow you to freeze-frame and slo-mo on your most cherished experiences. Who wouldn't like to reexperience that first taste of California sushi roll, that first Mercedes test-drive, that first delicious merger deal, with absolutely no loss of intensity or color vibrancy?

Our special picture-in-picture function gives you the option of relieving two glorious moments at once. That means you can mix-and-match memo-

ries for optimum enjoyment. For example, now you can combine a peak romantic experience and a career promotion and double your delight! (Who says life isn't better the second time around?) And, of course, our standard built-in digital video-effects capability—everything from squeeze wipes to swish pans—will enhance the pleasure of any remembering you choose to do.

Plus, The Caswell Life-Editing System comes with a sixteen-function wireless remote . . . for those times when you want to revise your existence without getting out of your chair.

\$16,549

**SLO-MO
your peak
experiences.**

**Leave
traumatic
childhoods
& first
marriages on
the cutting-
room floor!**



NO MORE GUILTY MOMMY

Two Mommies Are Better Than One!!

Do you feel a little guilty every morning when you leave your child with its nanny or at the day-care center on your way to work?

It's only human.

Now Drill Laboratories has found a way to take the ambivalence out of ambition. Now you can go for that promotion *without* all that emotional commotion. Now you can pursue your career and no one sheds a tear.

No, it's not exactly Mommy . . . it's FacsiMommy!

Yes, a realistic life-size model of Mommy—dressed in Mommy's clothes and wearing Mommy's "smell." Your child need never be far from a calming representation of yourself. What's more, at the flick of a switch, a built-in audiocassette player delivers some of Mommy's favorite prerecorded messages. So while you're downtown at the Dictaphone, you can still console your child thanks to FacsiMommy's realistic working mouth.

And FacsiMommy is so lifelike that many children can't even tell the difference!

All you have to do is visit a Drill Laboratories FacsiMommy Center and we'll measure you and make a facial mold. In no time, you'll be among the growing number of women who realize that two mommies are better than one. Especially when one's a FacsiMommy!

Don't let your children say that you were never "there" for them.

- NO ASSEMBLY REQUIRED!!
- BABIES AND CAREERS—WITHOUT TEARS!!

Only FacsiMommy Has a Realistic Working Mouth!

Limited Time Only
At Introductory Price

BUT ENOUGH ABOUT ME. WHAT DO YOU THINK ABOUT ME?

BEFORE!



DON'T WAIT UNTIL YOUR REPUTATION AS A BOOR IS TOO GREAT TO BE REPAIRED!

In social situations, do you have an uncontrollable urge to impress others? When it comes to blowing your own horn, are you usually one toot over the line? Do you kick yourself after parties for having told a complete stranger about that award you received, particularly since it had to be forced into a conversation about *his* recent promotion? Does the memory of your gratuitous name-dropping keep you up at night?

Let's face it—sometimes your built-in "censor" just can't do the job, and you begin to wonder if you've joined the dreaded company of . . . People Who Say Too Much.

Now there's a product that provides quick relief from your own vanity.

It's the Electronic Mute-Me, a lightweight device that attaches easily and comfortably over your mouth. Once in place, the Electronic Mute-Me's advanced microchip identifies potentially boastful remarks before you utter

them, pre-filtering all self-referencing, leaving your verbal output delightfully free of bombast.

In conversation, never again will you:

- Insert the names of posh resorts, especially Caribbean islands with no "native problem."
- Use the word *arrondissement* with a person who has recently been in Paris.
- Refer to sums of money in terms of five, six, and seven figures.
- Mention public figures by their first names.

It would otherwise take years to accomplish what the Electronic Mute-Me can do the moment you strap it on. Why wait until your reputation as a self-centered boor has grown too great to repair? In the time it once took you to tell total strangers, "I'm very good at what I do," you can remove all traces of self-absorption from your speech.

**CURES
VERBAL
Incontinence!**

AFTER!



*Put the muzzle on your **MANIC** behavior.*