

28TH

Street Magazine

*Pledges beware!
Dr. Whip has arrived.*

DR. WHIP

Dr. Whip

The only REAL Greek publication at USC that is distributed both on and off campus and to area merchants.

• Official Publication of Greek Week •

February 22, 1988

A Satirical Look at the Life of the Southern Californian

TROJAN KNIGHTS

SPRING RUSH 1988



**Carry on the Tradition with
the oldest USC organization
on campus. Must be 2nd
semester sophomore, junior
or senior.**

INTERVIEWS ARE GOING ON NOW!

**For more information,
call: 748-1936**

**Rush Chairman: Jay Chozen
Vice President: Daarren Abe
733-35228**

Now there's more than one way to get through college.

To get ahead in school, it helps if you choose a brilliant roommate. Like a Macintosh™ personal computer. And now there are two models to choose from.

The Macintosh Plus, which comes with one 800K disk drive and up to four megabytes of memory.

And the Macintosh SE. Which comes with either two built-in 800K drives, or one drive and an internal 20-megabyte hard disk. As well as a choice of keyboards.

The SE also has an expansion slot, so you can add a card that lets you share information over a campus-wide network. Or another that lets you run MS-DOS programs.

Whichever Macintosh you choose, you can use the latest, most advanced software. And that means you'll be able to work faster, better and smarter.

No two ways about it.

The power to be your best.™



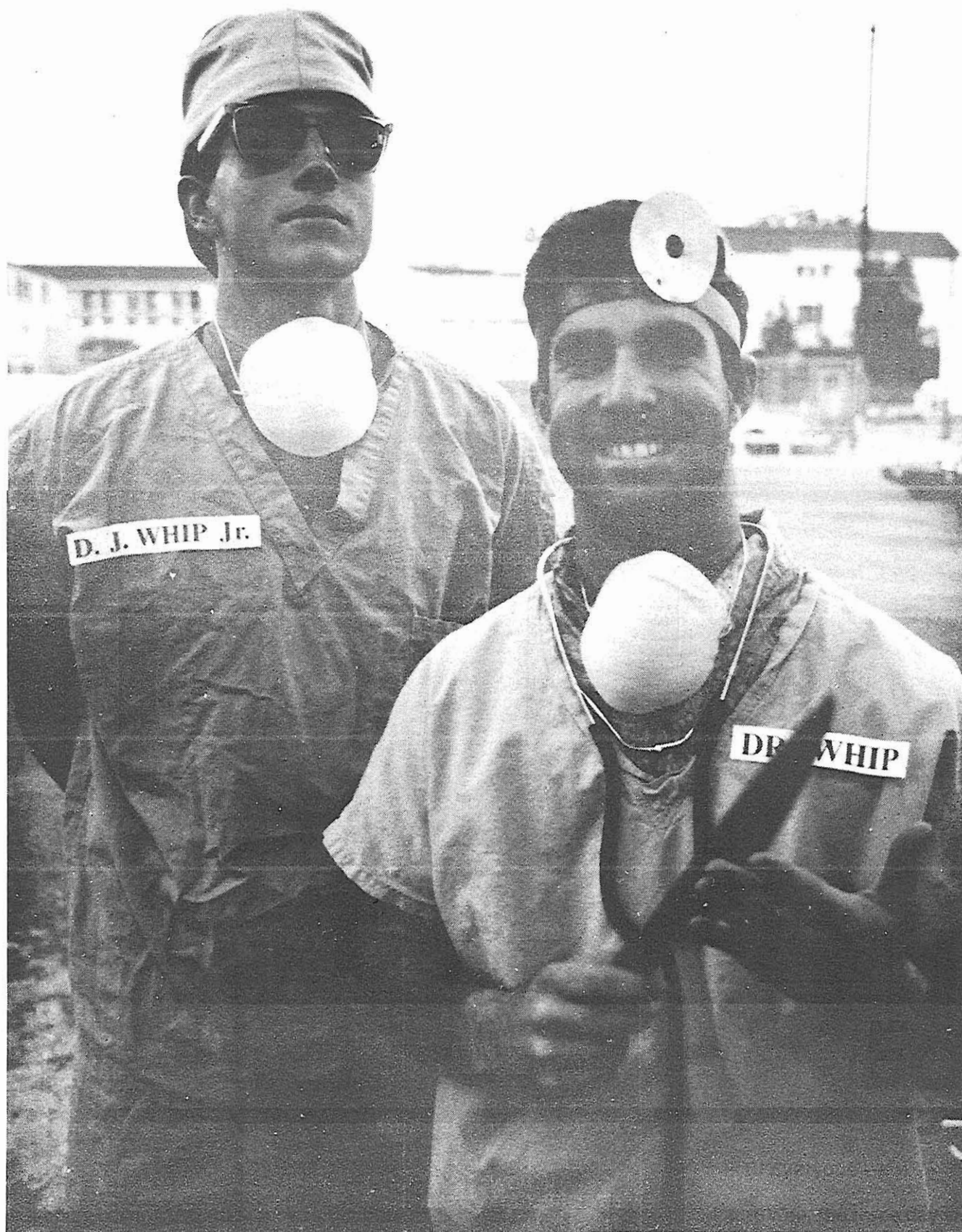
PC/PHONE STORE



Pledge too cocky? Non-Hazing rules got ya down?
Getting no respect at all? Its time to call...

DR. WHIP

Friend to Actives; Feared by pledges



Dr. Whip and assistant D. J. Whip Jr. eagerly await your next pledge class.

Dr. Whip is a paid advertisement.

In response to the growing problem of disrespectful pledge classes, the DR. WHIP 24HRS MOBILE WHIP IT CLINIC AND AIRPORT SHUTTLE has opened its doors. Dr. Whip, a board certified head practitioner of the Whip It Clinic, has successfully performed over 7000 pledge attitude adjustments. Dr. Whip, the most convenient pledge educator of LA county, wishes to make your pledge program a happy one.

DR. WHIP IN ACTION

PLEDGE MUST LEARN

THE DR. WHIP GUARANTEE

I, Dr. Whip, personally guarantee that my clinic shall bring out the qualities you desire in a pledge.



Dr. Whip shows his concern about the environment by using only non-aerosol propellants.

PLEDGE UNDER PRESSURE

Here Dr. Whip's assistant checks a pledge's pulse to make sure no permanent brain damage is occurring. Maybe next time this pledge will remember to wear a tie at Monday Night Dinner.

FUN FACTS:
Dr. Whip received his
PhD in Hazeology.



A three and three quarter minute session is more than enough to suffice any pledge.

DR. WHIP

DR. WHIP

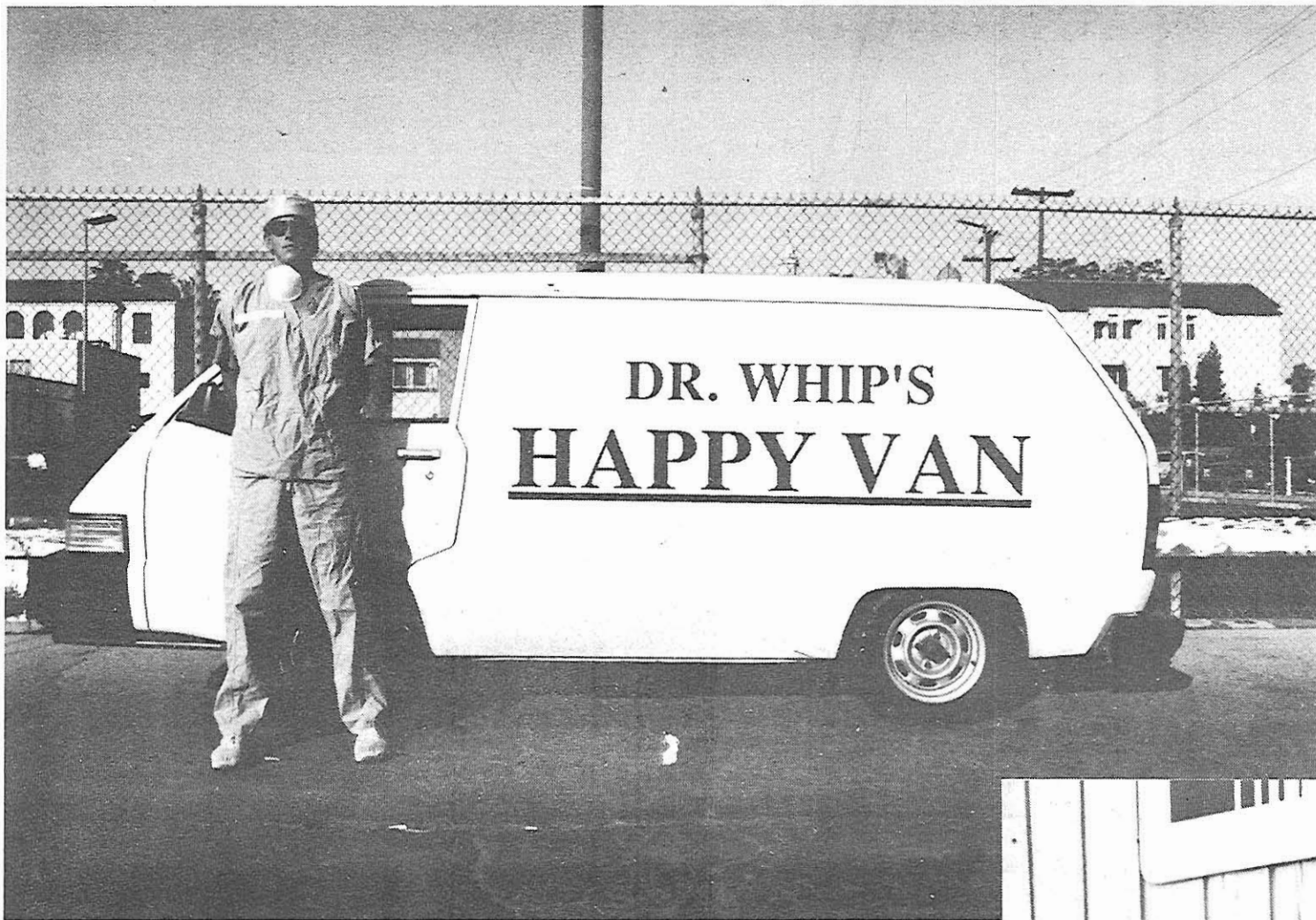
2 for 1 SPECIAL

GET TWO PLEDGES HAZED FOR
THE PRICE OF ONE!

DR. WHIP

Good till 12-31-1988

DR. WHIP

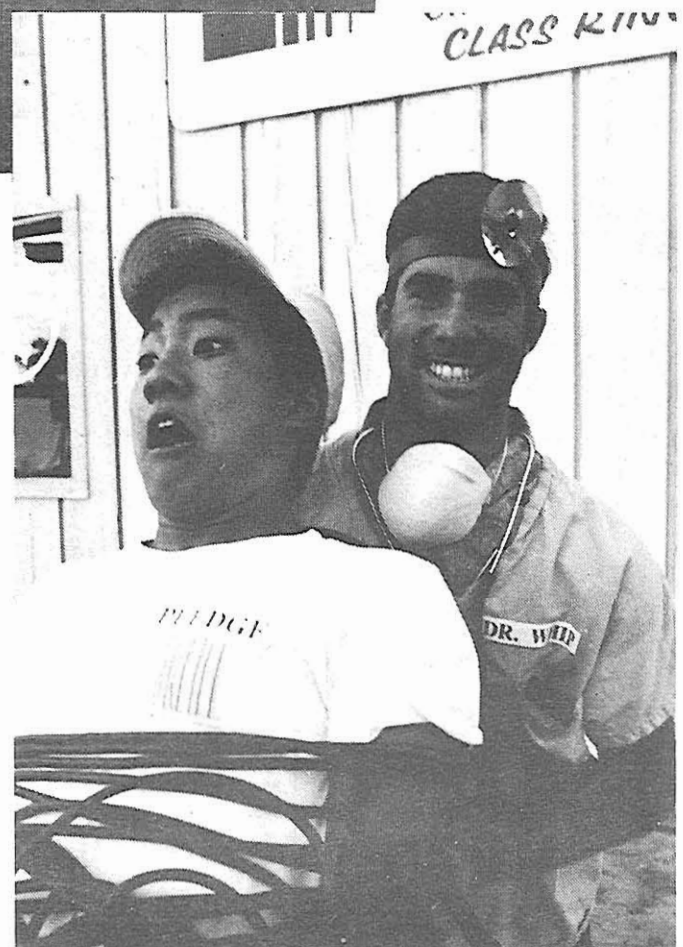


FUN FACTS:
Dr. Whip keeps the art
of trephanning alive.

What fun surprises await naughty pledges in Dr. Whip's auto of doom?

**For those big pledge classes, ask for
THE HAPPY VAN.**

FUN FACTS:
Dr. Whip has never
been to the airport.



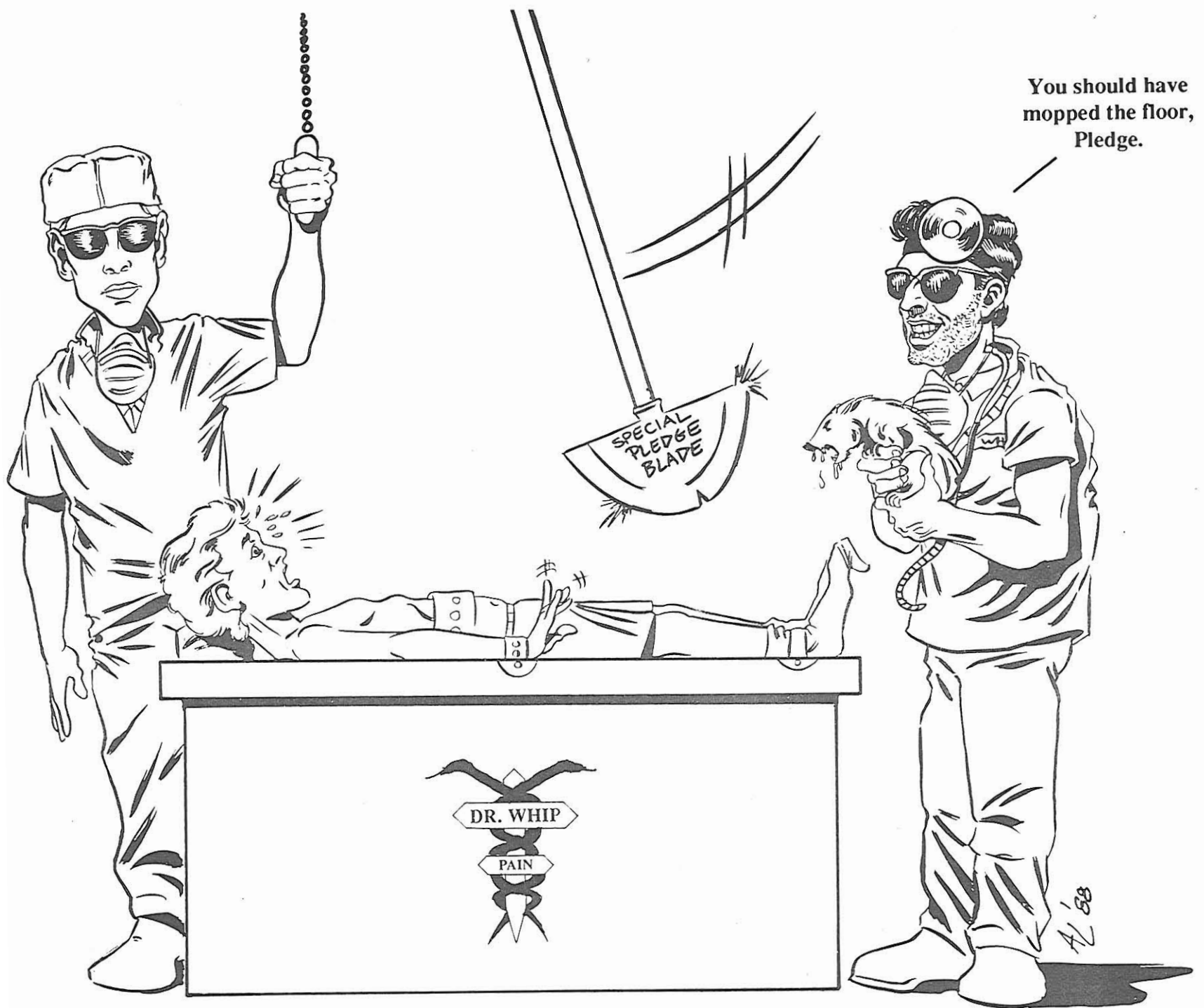
*See Dr. Whip cart Pop-off Paul to the
Happy Van. Paul will soon be happy.*



Pledges not prim and proper?

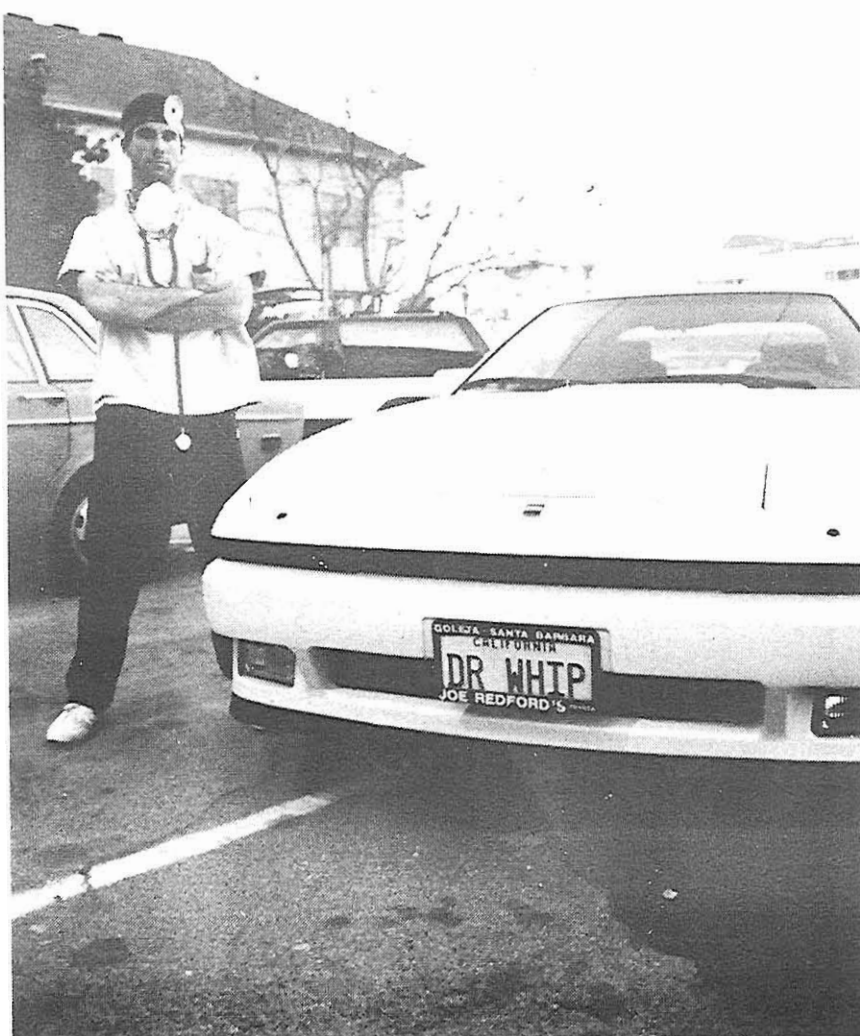
**Dr. Whip also performs fast and fun
haircuts at prices you can afford.
Never again will your pledges be
mistaken for dirty dead heads.**

*Dr. Whip finds long hair to be detrimental to pledge
morale.*



"Paging Dr. Whip, please, Dr. Whip..."

FUN FACTS:
Dr. Whip studied
medical greats like
Edgar Allan Poe.



Monday Night Dinner Express

Dr. Whip's *Super Speed Supra* is ready for action at a moments notice. Dr. Whip promises to be at your house in 30 minutes or less or your next pledge is free.

*Don't forget to ask about
our Hell week Special!*

*In concern for the environment, Dr. Whip uses only
unleaded gasoline and asbestos-free brake pads.*