

Interfraternity and Sorority Magazine about the Row at SC.

# 28TH

*Street Magazine*

HALLOWEEN  
ISSUE



The only recognized Greek publication at U.S.C. that is distributed both on and off campus and to area merchants.

Cover Models: Lisa (Spike) Spikerman and Dave Benson

October 26th, 1987

Including:

**A Satirical Look at the Life of the Southern Californian**

Photo by  
Todd Murray



## Horoscope

(continued from page 4)



Pisces (Feb 19 through March 20)  
This is one time to force yourself to stay on course. Your sensitive nature wants to escape and avoid alcohol and drugs like the plague. Your tolerance for that stuff is too low, and you become too easily unglued under the influence. If the tension is too great, try down to the ocean and watch the waves. This can be very revitalizing for you, and it may be necessary for you to take an extra dose of vitamin C to strengthen your tolerance.

Bio at the end  
Astrology is a "tool" that can be used in many ways and each individual is a composite of all twelve signs of the zodiac with the greatest emphasis usually on the sun sign. If your day-to-day experience varies greatly from the above sunsign information then it is necessary to look deeper into the complexity that is you. For more in depth understanding of your talents and gifts, your lessons in life, your relationship needs and career potential, call Eliot for private consultation. Eliot has offered professional Astrological consultation for fourteen years. He is an expert. All consultations are tape recorded and special student rates are available if you mention you heard about it in the 28th Street Magazine. To make an appointment, call Eliot at (213) 281-6798. This is Eliot, over and out. bye bye.

**ELLIOT JAY TANZER**  
*offers professional astrological consultations specializing in relationship studies and self-understanding - take this opportunity to learn more about your patterns, potentials and purpose in life. All consultations are tape recorded. Also available for parties and social functions. Call (213) 281-6798*



## What's Up Calendar

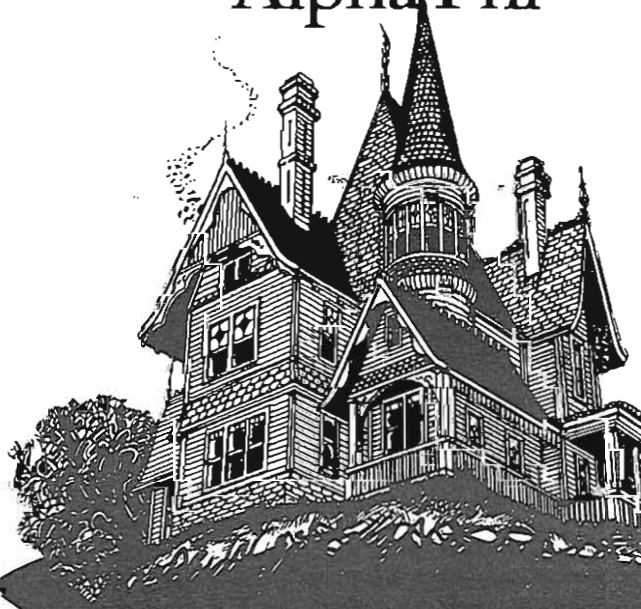
### October

\* 28TH STREET PARTY AT LIL PIETROS 7 PM

Mon 26	Tues 27	Wed 28	Thurs 29	Fri 30	Sat 31	Sun 1
Monday Night Dinner Halloween Film Festival "Psycho" 7:30 & 9:30 pm	ISSP Team Volleyball 6:15-9:15 pm	"Personal Image" Bullock's Fashion Show "An American Werewolf in London" Taper Hall 202 7:30 & 9:30 pm	ISSP Flag * Football 12-3pm "Halloween II" Taper Hall 101 7:30-9:30 pm "G. Gordon Liddy" Bovard 12 noon	Find a Date!	Happy Halloween!!!	Study, then... Party!!

# Special Thanks

to  
Sigma Alpha Epsilon  
Sigma Nu  
Tau Kappa Epsilon  
Pi Beta Phi  
Alpha Phi



for making **University Village's**  
Haunted House a huge success.



Hoover & Jefferson  
Los Angeles  
(213) 748-9635



Never sit under the Dow Jones Indicator during a crash.

## 28TH STREET FEATURE

I remember waking up to my alarm clock/ radio early one Monday morning. Instead of setting the alarm to awake me with an obnoxious buzz (which destroys your mind) or with soothing music (which puts me back to sleep), I decided to set my dail for a news station. This way I wake up to a traffic or weather report. Well, my alarm went off at nine in the morning and the first words of the day that I heard went like, "the Dow Jones is down two hundred and twenty points this morning after..." Oh, God! Good Morning, Mister Wall, the nation is in a Depression. I rolled over in my bed, trying to think if I had voted for F.D.R. or not. Five hundred billion dollars left the nation that day in a puff of electronic smoke. Trojan Serf membership nearly doubled after the market had closed. I wondered how this disaster affected EEK house, located just off the row. I even began to feel sorry for them, until I had found out they had caused it! Oh well, what is one man's life savings is another house's playground. Fortunately for me, I invested in Columbia Lions Victory T-shirts.

Never Cordial,

Weldon Wall  
Feature Editor

Our apologies to Simon Mountbatten for unintentionally including him in the EEK pledge class. 28th Street regrets this error and sincerely apologizes for any distraught brought forth by the last issue.

TV'S, STEREOS, BLANK TAPES, V.C.R.'S

## VIDEO ONE

UNIVERSITY VILLAGE  
3371 S. HOOVER ST.  
(213) 748-3494

H2

### NEWEST RELEASES

Rambo II  
Return of Jedi  
Teen Wolf  
St. Elmos Fire  
Mad Max  
Mask  
Coca-Cola Kid  
Weird Science

**Wednesday Night**  
**\$1.00 Per Night**  
Rent Any Movie at  
Reg. Price & Rent  
Up To 2 Additional-  
for \$1.00 Each

With coupon  
Expires 9/23/87

### Thursday Special

**2 For 1**  
Rent Any Movie  
at Reg. Price  
& Get 2nd

**FREE**

With Coupon  
EXPIRES 9/23/87

Rent 2 Movies  
And Recorder  
(One Night)

**only \$9.95**

valid Monday -Thursday

With Coupon  
Expires 9/23/87

### 1-YEAR MEMBERSHIPS

**INCLUDES:** **\$30**  
•5 Free Movie Rentals  
•Discount VCR & Weekday  
Movie Rental  
•Free Blank Cassette  
•2 Free Movies on Your  
Birthday  
•\$1.00 Off Regular Tape  
Rental Price

### MOVIE PARTY SPECIAL

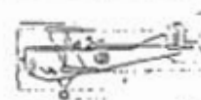
5 MOVIES  
& 1 ADULT MOVIE  
& RECORDER  
**\$19.95**  
WITH COUPON  
Expires 9/23/87

### 3 For 2

Rent Any 2 Movies At  
Reg. Price & Get 3rd  
Movie

**FREE**

(Good Mon-Thurs.)  
With Coupon



WELCOME BACK TROJANS

## 502 CLUB

NOW UNDER  
TROJAN  
OWNERSHIP

presents...

**California Pizza Company**

### Bar Specials:

Mon: Chapter Special  
South of the Border w/Tequila  
Tues: Trojan Tea Party  
Ice Teas \$1.50  
Tues-Sun: \$1.50 Corona  
Wed: Wear a mini-skirt  
and receive drinks for  
half price. (male or female)



We have Margaritas, Daiquiris and Guava

D2

## 502 CLUB "BEST" PIZZA IN TOWN



**\$2.00 OFF**  
ANY LARGE PIZZA

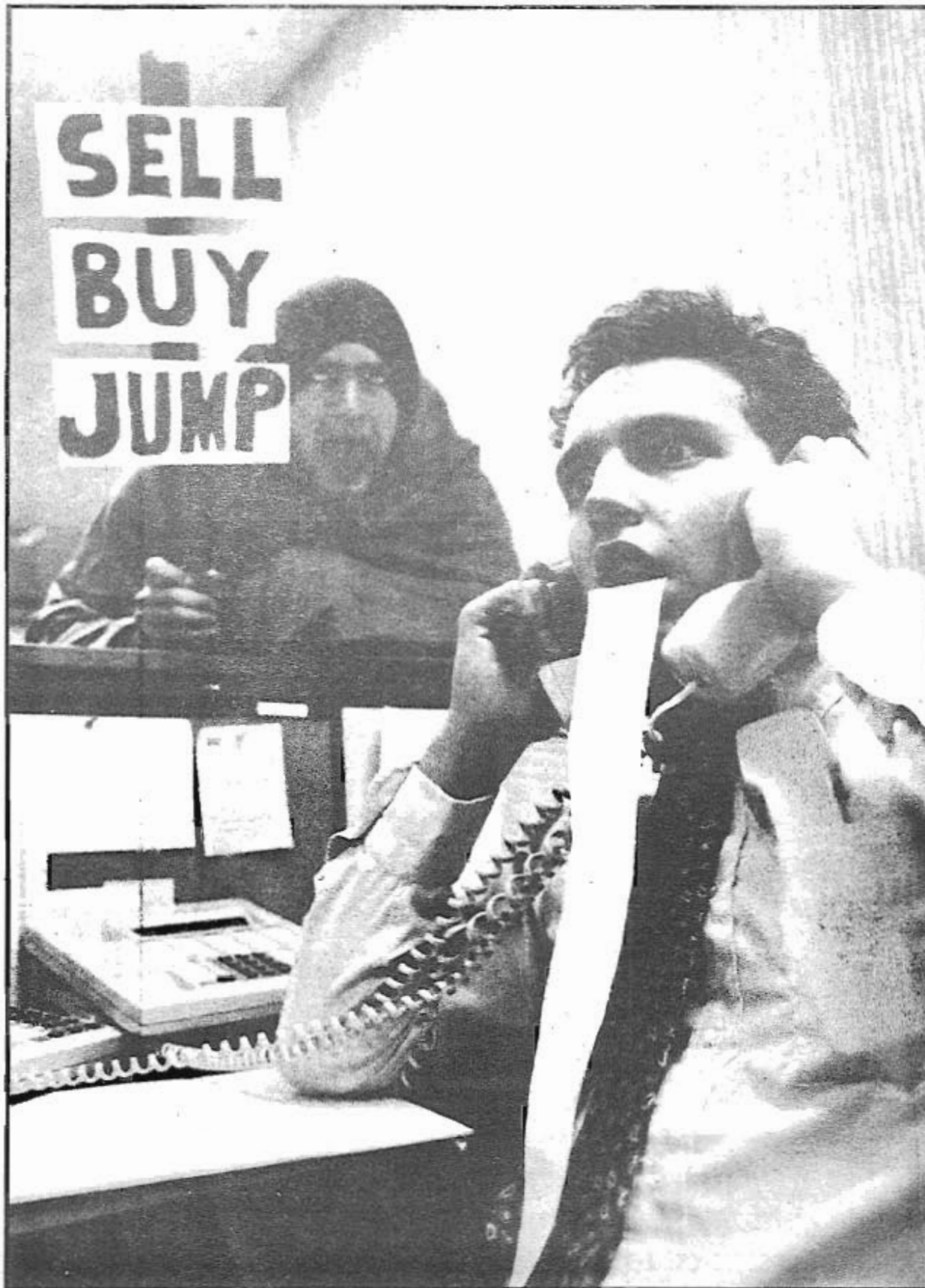
USC Campus  
University Village

977 W. Jefferson blvd.  
748-5431



*28th Street Magazine presents...*

# STOCK MARKET CRASH



*Even the Trojan Serfs were against Jeff.*

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The Brokerage firm of **RUGGELS RUGGELS AND MORE**  
**RUGGELS** had a bad day during the Crash of '87

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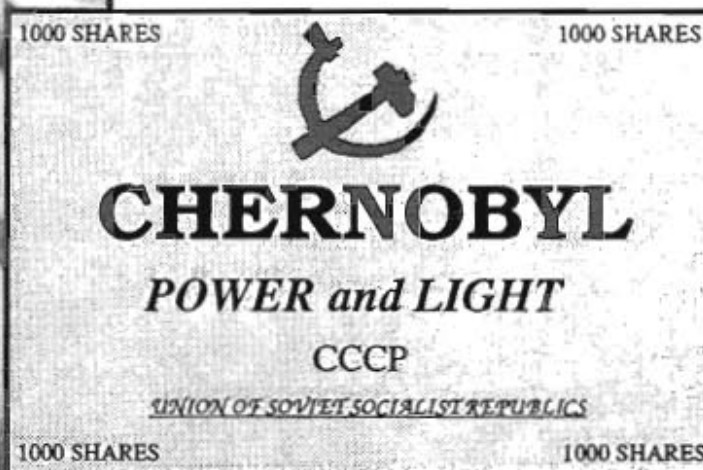
RUGGELS RUGGELS AND MORE RUGGELS PORTFOLIO

## UTILITIES

A bad call by Jeff in the normally stable area of Utilities causes Jeff to reconsider investing in Eastern Block nations. Four and a half million Ruggel shares dropped from 136 rubles to 4 rubles in less than twenty minutes.



Jeff expresses concern over loss of millions.



RUGGELS RUGGELS AND MORE RUGGELS PORTFOLIO

## COSMETICS

Disaster struck Jeff as Welda Waul's Perfume released "La Scent de la Mongo." Two and a half million shares were released to absolutely no demand at all thus causing immediate bankruptcy.

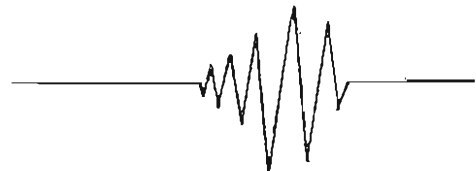


Mongo, I think I love you.

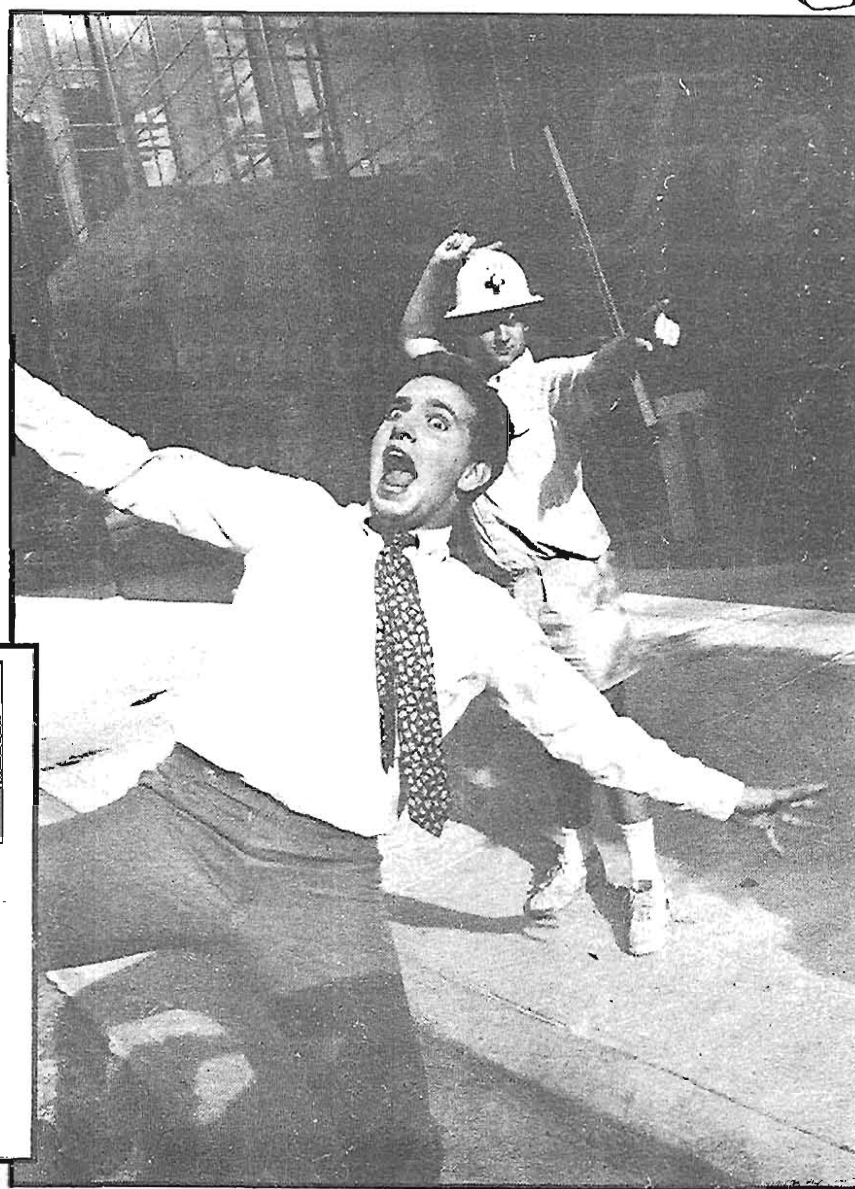
RUGGELS RUGGELS AND MORE RUGGELS PORTFOLIO  
**REAL ESTATE**

Poor Jeff shakes big time as *Epicenter Land Development* collapses on the Dow Jones. The advertising campaign promoting "Fun Faults!" did not prevent Ruggels from losing Fourteen million dollars in twenty-five seconds.

**EPICENTER  
Land Development**



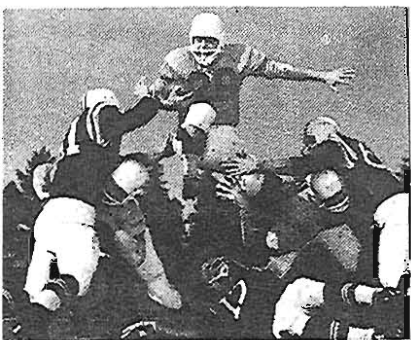
*Land you can rebuild on  
OVER AND OVER AGAIN*



*Comes with Free Quake-Evac Patrol*

**FREE-EE**

The big game.  
The Big play.  
Remember with Picture



**COUPON**  
**FREE PRINTS**  
Save up to \$10.00

Bring us a roll of color print film for developing and we will make color prints from each exposure for the price of one!

Coupon must be presented with incoming order.  
Not Valid With other Discount

EXPIRES: DEC. 1, 1987

**COUPON**  
**QUALITY DISCOUNT**

\$3.00 36 EXP.  
\$2.00 24 EXP.  
\$1.00 12 EXP.

110-126 and 135 Color Film  
For Developing and Printing  
(Coupon Must Be Presented With Incoming Order)

NOT VALID WITH OTHER DISCOUNTS  
**BRING AS MANY ROLLS  
AS YOU WANT**

EXPIRES: DEC. 1, 1987

**COUPON**  
**BRING US 1 ROLL  
OF COLOR PRINT  
FILM FOR  
DEVELOPING &  
PRINTING AND  
GET:**

**1- 5X7 FREE**  
with presentation of this ad

EXPIRES: DEC. 1, 1987 **C1**

Everyone

**HEIDI'S**

**FRÖGEN YOZURT®**

**NOW**

**OPEN**

**15 to 26**  
calories  
per ounce

**2 for 1**

**HEIDI'S**

**FRÖGEN YOZURT®**

Buy one Heidi's Frögen Yozurt, receive the second of equal or lesser value FREE.

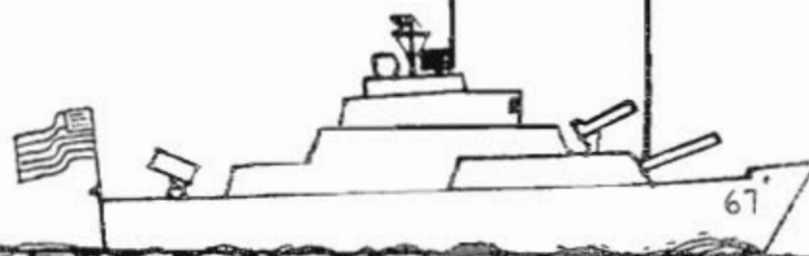
One coupon per customer.  
Toppings not included.  
Limit \$3.00.  
EXPIRES Nov. 10



*Won Toshiba and Rob DuPont Jr.*

**U.S. State Department has made inquiries to the next EEK P.A.,  
stating a "Turning Japanese" theme could kill the nation.**

# **U.S. NAVY**

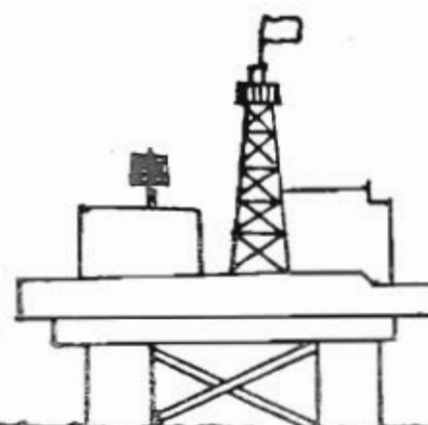


*It's not just a job, It's an  
adventure*

See your local recruiter

*Need a Summer Job?*

# **IRANIAN OFFSHORE OIL RIGGING**



**Required Skills:**

**Oil Survey  
Oceanography  
Mine Laying**

*Join the team against  
the Great Satan!*



RUGGELS RUGGELS AND MORE RUGGELS PORTFOLIO

## ADVERTISING

Many attempts to regain buyers have fallen short for Ruggels Ruggels and more Ruggels. This ad was rejected for its appeal to the wrong type of investor.

*"I'll give you  
the Option  
you've  
always  
wanted"*



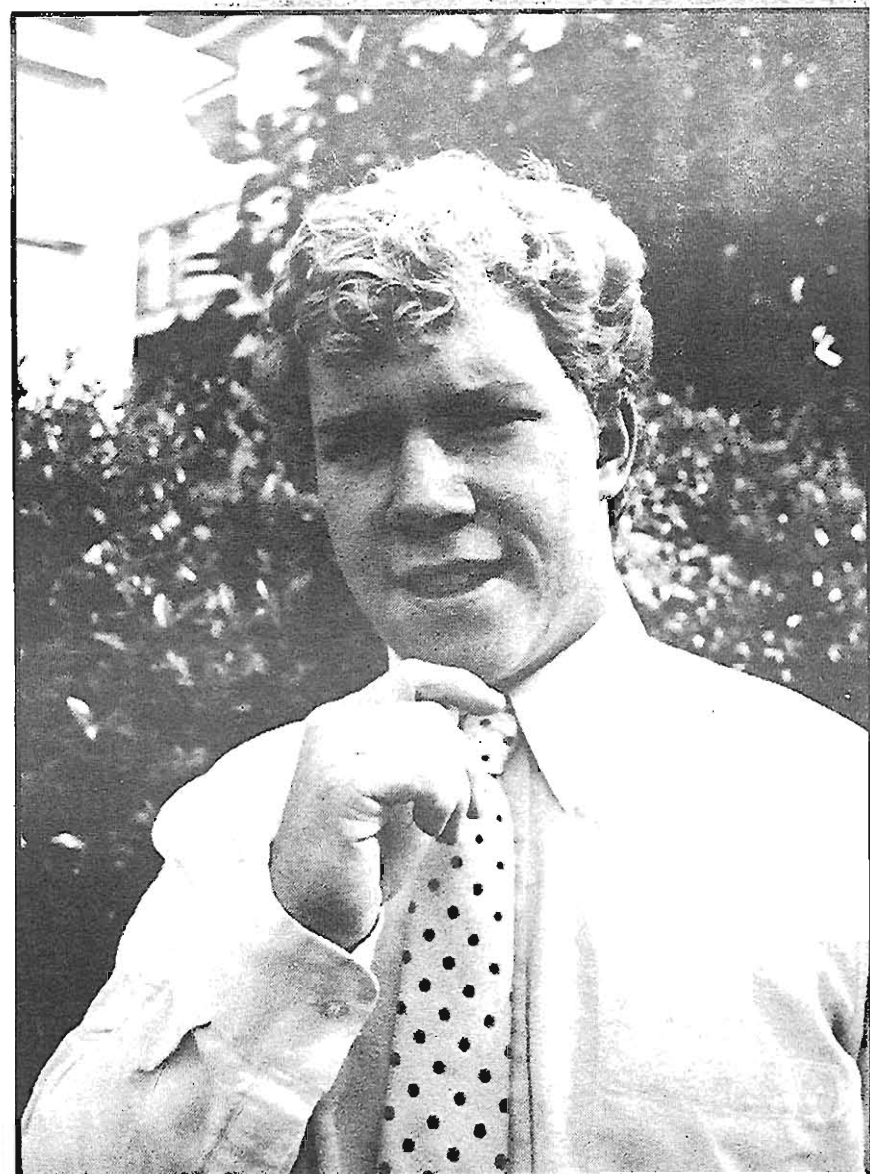
# 976-FALL

**BUY STOCK TODAY!**

**WALL STREET IS  
STILL FUN!**

**RUGGELS RUGGELS AND MORE RUGGELS**

*Not a good idea.*



*Rob contemplates silver.*

RUGGELS RUGGELS AND MORE RUGGELS PORTFOLIO

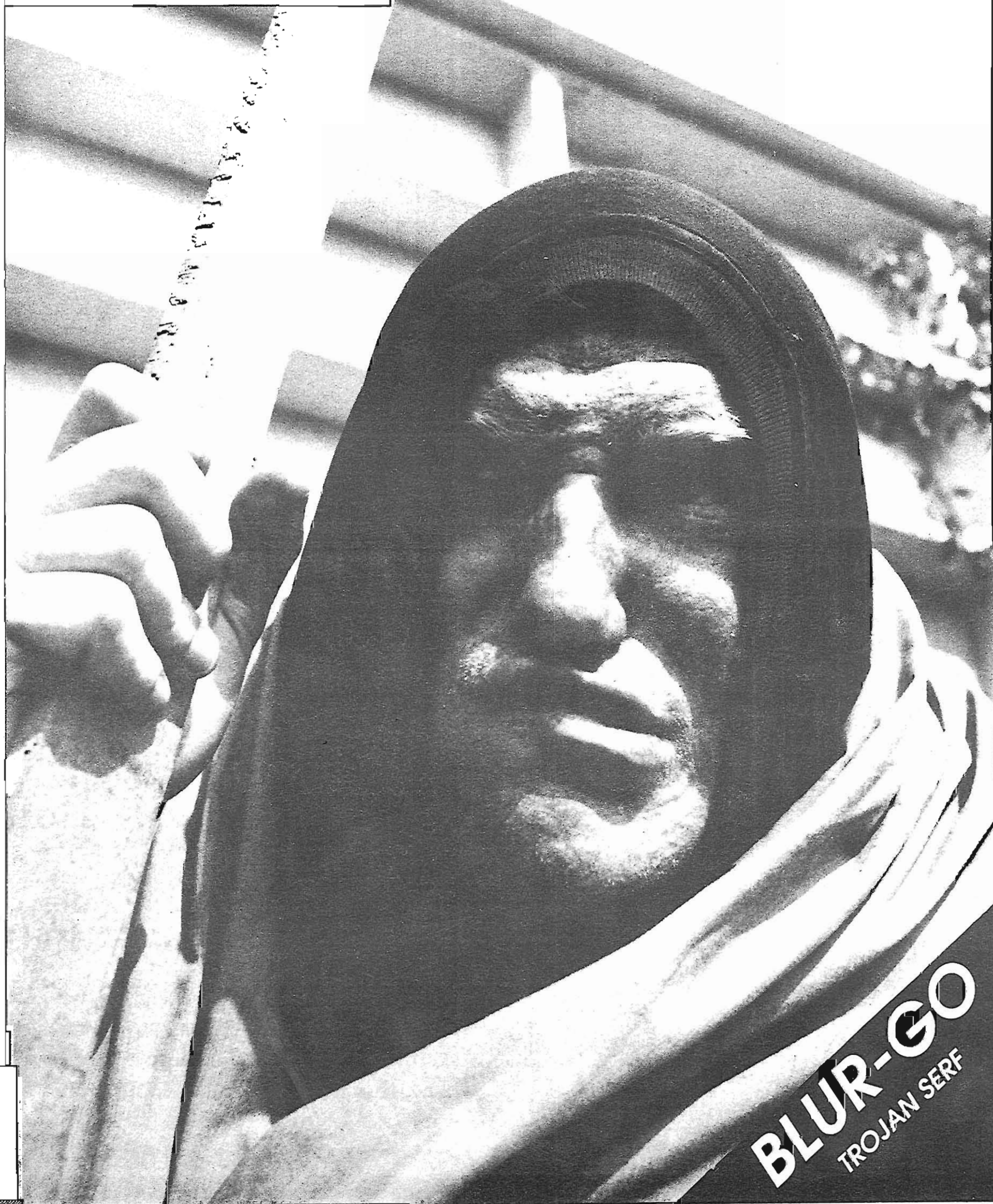
## V.I.P. SEMINARS

On behalf of the EEK house, Treasurer Rob DuPont Jr. apologizes for the stock market crash. It seems that the Epsilon Epsilon Kappa house was planning a Fort Knox PA. Many EEKs cashed in their stocks to purchase gold for decorations. "Don't worry, things will get back to normal." says Rob.



# 28TH

Street Rip - Down



**BLUR-GO**  
TROJAN SERF

# Close Up: with **BLUR-GO**



**BLUR-GO**, who was chosen as our 28th Street Rip this week, is a Trojan Serf at USC studying Bruin lectures in his senior year. We talked with Blur-go and learned what actually lies behind that gorgeous face. Here's what he said:

**Blur-go, what do you like to do in your spare time?**

A: Spare time! Do you really think I have spare time?! I work and toil in the hot sun for fourteen hours a day, sweat out my life in misery like my father before me. But I can still manage a smile each day, knowing that I'm not a Bruin.

**What is your ideal date?**

A: An ideal date?! What makes you think I have time to date? The small barren plot of land that I lease from the Trojan Knights provides me with all the needs that

a good Serf wants. It is a lonely life, but certainly things could be worse. I could lose my stick.

**Q: What is your ideal girl?**

A: Oh, blonde, five foot seven, about a hundred and twenty pounds. 35-23-34. A beautiful smile with a great sense of humor.

**Q: What is your realistic girl?**

A: Oh, purple, three foot nine, about a hundred and seventy pounds. 40-51-50. Some teeth with a great sense of smell.

**Q: What is your favorite food?**

A: Tossed Styrofoam.

**Q: What advise would you give a clueless freshman?**

A: Stay out of water mains during large thunderstorms.

**Q: What is your most memorable experience at SC?**

A: During the Bubonic Plague Ball, I was elected Prom Peasant from among my peers. After that we went off to Westwood to laugh at Bruins. Can you imagine people living in the condition they do? Sometimes I really feel spoiled here at Southern Cal. At UCLA, I didn't see one mud hut with windows!

**Q: Where do you want to live when you graduate?**

A: Serbia.