

All-Canadian "girlie"

Former shoe clerk climbs ladder of Success

By ROSEMARY McCracken

From butcher boy and shoe clerk, Jack Wall has climbed the ladder of Success to become owner of Canada's first pin-up magazine.

"I used to be part of the establishment," said Wall, owner-publisher of Success.

A married man of 14 years with 5 children, Wall says his home life is typical of many Canadian families. His recent purchase of Success Magazine, which had been on the market for over a year and was losing money, and his effort to transform it into a glossy "girlie" enables Wall to live the alter-ego of a playboy business tycoon.

It's not the average family man who has a luxuriously furnished penthouse suite in Toronto's Hyatt House... or his own chauffeur, Kay MacNeil, a former Playboy and Penthouse croupier.

"I enjoy the excitement of always being on the move. It's probably my only form of relaxation. In the three weeks prior to the launching of Success, I did no less than 120 radio and television shows. Next week, I am going to Montreal for a three week Quebec promotional session.

"I thrive on meeting interesting people and encountering unusual situations. I recently got a letter from a young man of 25, Roger Robins, who wants to be Success' first nude male model. Robins is a physical fitness instructor and claims he is an avid nudist. I asked him for a picture of himself, but the photo he sent showed him fully dressed."

Wall claims Success will take a very firm stand on many controversial issues. "I truly believe that I have my finger on the pulse of what is happening and what people like to read. I've made people a hobby of mine. I've spent a lot of time talking to people of all ages. I like to pick people's brains to see what makes them tick," said the former shoe clerk.

In the "Editor's Forethought", which he admits he did not write by himself, Wall describes Success as freeze frame designed to "bring the action to a full stop... We must freeze this whirling dervish world from time to time to microscopically examine first one and then another of

the myriad bands of our life spectrum."

Wall hopes Success will prove slick and professional enough to break the international market on a large scale. He claims he is pushing Success for the purpose of promoting Canada.

"Success may open the door to other Canadians in the U.S. monopoly. If we make the Canadian government aware of Canadian possibilities, it may induce Canada to give some grants to her talented artists and artistic projects."

Success is Wall's first venture into the publishing industry. Until late 1972, he was executive vice-president of White-rock Estates Ltd., a real estate company which sold land northeast of Toronto. It used the "checkerboard" system of subdividing land, by which purchasers obtain land they are unable to resell. It was only in late 1973, after much government pressure was exerted, that clients were guaranteed a clear title to their land.

Success went through many hectic moments before it first appeared on the stands, since the publisher had never before been involved in advertising. Wall attributes the scarcity and poor quality of humour pieces and cartoons to the fact that actual production time of the magazine was only three weeks.

According to Charles Oberdorf, a Toronto Sun columnist who has contributed articles to both the December and February editions, confusion among the editorial staff about copy editing duties led to two "unforgivable errors" in one of his stories, A Sense of Taste. Oberdorf said there was much bad feeling among writers because of delays in receiving paychecks.

The February edition of Success will contain a 32 page French insert—which will presumably make the magazine an all-all-Canadian product. Success will increase its 100,000 first edition run to 200,000 copies in February.

Kathy Leslie, executive assistant to the publisher, shrugged aside the numerous grammatical errors in the first edition. "So, there are a few spelling mistakes, What does that prove? The fact remains that Success was an immediate sell out."



New Success isn't

By S. JENNIFER HUNTER

The photograph lay on the desk beside me. Immaculate hair, Mona Lisa smile, tight leather jeans and a protruding belly — the vision of Success. Yes, Jack Wall has achieved fame and glory. First, as the promoter of the oft-publicized White Rock Estates, and now as the publisher of a girlie magazine. What next?

Success magazine hit the bookstands with a bang. What could be more alluring than a Canadian Playboy magazine? And with its dramatic logo — the "S" of Success coiled like a snake around an apple — it harked back to the primitive concept of woman as temptress, seductress. Shades of Adam and Eve.

Biblical scholars will recall that eventful day when Eve "forced" Adam to consume the apple. They were both thrown out of the Garden. Adam was punished by means of his "Adam's Apple", while Eve was stuck with a messier, nastier punishment — menstrual problems. Women certainly don't have to be reminded of their monthly discomfort by Jack Wall.

Although the magazine has attracted some top-notch Canadian writers, the bare-breasted comment of the centre-fold girls detract from the various other literaria.

"I like and enjoy men... in fact some of my best friends are men... Men and sex go well together..." said Linda Oliver, the blonde centre-fold in the December issue, Revelations! Men and sex go well together — hmm, I'll have to try it sometime. Of course the gay women on campus would probably scoff at the idea.

"Sex is good for people, and other living things," Linda continued. I'm sure the "other living things" would be greatly interested to hear further discussion from Linda on the subject.

Besides the centre-fold offering, Success gives the reader a sexual horoscope of his or her sign.

"There is no more co-operative a partner in the zodiac than Sagittarius... She will give of herself tirelessly since she knows that her desires are finally no different from his, and only when he reaches his goals can she achieve her own."

Ah, behind every great man there lurks a woman. Most Sagittarian women will be shocked when they learn that they truly have no individuality without men. It must be a new insight for budding astrologers who have always assumed that Sagittarius was a rather gutsy sign. You can see how intellectually versatile Success is — it ranges from Biblical lore to the stars.

Nonsense aside, it is truly unnerving for the "modern, liberated woman" to notice the appearance of a new sex-exploitive magazine on the shelf. Women have enough problems without trying to compete with lithesome young blonde things.

The truly disgusting aspect is that the magazine further promotes the stereotype of the whimpering, ineffective, weak "girlie". At a time when women are fighting for equal pay; are discussing abortion; are becoming conscious of their ability to perform in a "man's world", this type of publication represents a serious setback.

With this in mind, it is up to the members of our community to ensure that Success isn't.

Marxist committee organizes series of weekly lectures

"Views from the Left", a series of nine weekly lectures featuring prominent left-wing intellectuals, will begin Wednesday Feb. 6, at the Ontario Institute for Studies in Education.

The series, organized by a fledgling group called the Committee for a Marxist Institute, is its first major undertaking.

The speakers, all from Toronto, include Andreas Papandereou lecturing on "Metropolis and Hinterland in Greece", John Saul on "The State and Socialism in Tanzania", Istvan Meszaros on "Marxism and Philosophy", Leo Johnson on "The Nature of the Canadian Bourgeoisie", William Leiss on "Ideology and Science", Gabriel Kolko on "The Structural Crisis of American Foreign Policy", and Bernd Baldus on "The Superstructure in Advanced Capitalist Society."

Two Felix Greene movies on China will also be shown by Colin Thorn (March 6). After each presentation, discussion periods will follow.

It is the Committee's hope that enough interest will be generated by the series to support the group's equipment, books, and money, in its endeavour to make an important contribution to the political life of Toronto.

Although the Marxist institute does not yet exist in a physical location or finished form, it has great aspirations.

Its hopes for the near future are to have a building complete with library and reading room, in which seminars, discussion groups, and lectures would be held. Resource people would be on hand to share their knowledge and views. Books and leaflets would be available for sale.

Through the proposed centre, the Committee for a Marxist Institute would "help popularize Marxism and provide a non-sectarian atmosphere where people interested in radical ideas can come to learn more about them."



Jack Wall, publisher of Success Magazine