

The CLOVEN hoof

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But then, to most, Halloween is fun; Christmas, awful. Monday isn't so bad as Tuesday, to many, while Wednesday and Thursday depend upon personal events to determine their degree of pleasure. Saturday is the most controversial day, either exhilarating or most lonely. *** The infamous old Hungarian popular song, which precipitated so many suicides, "Gloomy Sunday," was banned from radio play in most countries for many years. What is really strange, however, is that it still remains unplayed even though the bans have long been lifted. With all the horror, gore and mayhem exploited in both rock and cinema, that somber song is still currently unrecorded and unplayed. It was one of many similar depression-era songs which were banned from air play. *** If you haven't read *The Fan*, by Bob Randall, a new paperback printing is on the stands. It's one of the best yet examples of love/hate character study. *You Can Negotiate Anything*, by Herb Cohen, could be a diabolically dangerous book in the wrong (right?) hands. *** If you've seen *The Final Conflict*, you know by now it has a "We win" ending, but retains the potboiler approach that Satan and His minions are "evil" for no explained reason. The film has yet to be made that explains a rational approach to Satanism. The nearest attempts have been in non-horror flicks like: *The Sea Wolf*, *Bedazzled*, *The Ruling Class*, *The Gangster*, *The Bitter Tea of General Yen*, etc. *** Certain names confer almost positive success in America. It has long been known in circus and carnival circles that the name *Carson* cannot fail. If Johnny Carson were to run for President, he would not only win hands down, but anything he suggested or proclaimed thereafter would be enthusiastically accepted. When he does become the U.S. President, you will have read it here first. *** Other names are irrevocably linked with villains. Would a law firm inspire confidence if it was named "Slade, Murdoch, and Kincaid"? *** Undercover cops, it is known, no longer wear slouch hats and trenchcoats, and only Secret Service guards wear dark, almost formal suits, dark neckties, and dark glasses. The same goes for unmarked police cars, which used to all be austere four-door sedans. Now, plainclothes cops can be spotted by their extreme "un-police-ness" and their cars reflect the same tendency, with pickups, station wagons, "hot" compacts, and ostentatious big luxury cars the favorites. The power of tradition is so strong, though, that most people (including crooks!) would still spot a guy right out of a thirty-year-old Dick Tracy comic strip as a plainclothesman, massive doses of TV cop shows notwithstanding. *** All reality is subjective. Especially one's own. To escape into objectivity is as difficult as escaping from oneself. One can never be objective about himself, much less the world around him, for every image is either an idealized one or a prejudiced one. A magician has only two choices: accept the subjective world of others and manipulate within its framework, or create a subjective world of his own and go at it with such daring and self-confidence that through contagion it will then become the idealized world of others. Any artist paints reality according to his own interpretation, or else reproduces it so photographically realistic that the viewer cannot believe it's a painting. Every competent magician is an artist in that regard; they just use different mediums (magical weapons). *** You will notice I don't spell *magic* with a *k* tacked on. That would be most unmagical. Following the example of A.O. Spare, and considering the competence of most who tack on the *k*, I want no part of it. MESSAGES AND ERUDITION: NLZ999, What's up, Doc? Cavesituation looks promising. EZZ689, Your relocation eagerly anticipated. BZZ729, You were most gracious. Will commence work on an-droid. Your specifications or ours? CZZ677, Reverse end mirror to horizontal + 5° tilt to left, then position objective lower. Don't worry about losing feet. LZZ637, Each week brings evidence of your dedication. WZZ533, For example, refer to *Atavism*. ***

Renewals: If address label reads 3/XVI or 4/XVI, send \$10/\$15 couples. !NOV SHMOZ KAPOP?

Entire contents by Anton Szandor La Vey

When most people think of anniversaries they think of dates, not days of the week. In magical matters an anniversary which falls on the same day is more meaningful than an impressive span of years. Example: If an emotionally charged event happened on Sunday, March 8, 1959, the most profound reactivation of that date would occur on March 8, 1970 or the same date in 1981. Most such anniversaries occur at six or eleven year intervals, with leap year differences the exception. The reason: Many factors contribute to the "mood" of a certain day of the week, which in turn influence events much more than do dates. Each day of the week conveys its own psychological implications and motivations. Hence, lucky or unlucky days. *** To most, Sunday is the most depressing day of the week, Friday the brightest. A strange contradiction of Christian thought, which ordains just the reverse.