

Rags

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letters

In future issues this space will be used for letters from you to us. If they are particularly brilliant, we'll let them run on, page after page. For now, a few words from our side.

We hope you can get behind our attempt to bring a little joy into our lives. If this appears a curious goal in times characterized by serious unsolved social problems, we appreciate your skepticism. But it's not our idea to be frivolous, to ignore the troubles—we're not hiding our heads in the sand. We just feel there must be an occasional relief from the weird number life is doing on us these days. We've chosen the clothes route as a safety valve because, simply, when you dress up you feel good. It doesn't matter how little or how much your threads cost—the local Salvation Army racks might have as wide a selection as the downtown salon. What does matter is letting your imagination take over for a while, giving yourself some time to relax and charge up emotional and psychological batteries. How nice it is (admit it) to quietly parade around in some new duds and be noticed. It's an ego boost, it satisfies your vanity, it makes you feel good, it makes you smile. And smiles is what we're kind of short of lately.

So all of this rap is just to give you a small idea of what we're up to, how we think we fit into the changes that are going down in America. You've already noticed that we're printed on "junky" paper, as someone kindly dubbed our newsprint. That's cool though, because we feel it's not the quality of the paper that counts, it's what's on that paper. Established slick fashion magazines bear about as much relationship to reality as toothpaste does to sex appeal. Today's fashion is something else entirely: it's a fantasy thing, an opportunity for self-expression, fulfillment of little head trips, a chance to break tradition and stereotype. It's beautiful.

And, while fashion is the main reason we're here, we are going to photograph and write about anything that moves us, anything that seems relevant, anything that brings us all some smiles and some joy. Be sure to let us know how we're doing . . .

B.W.