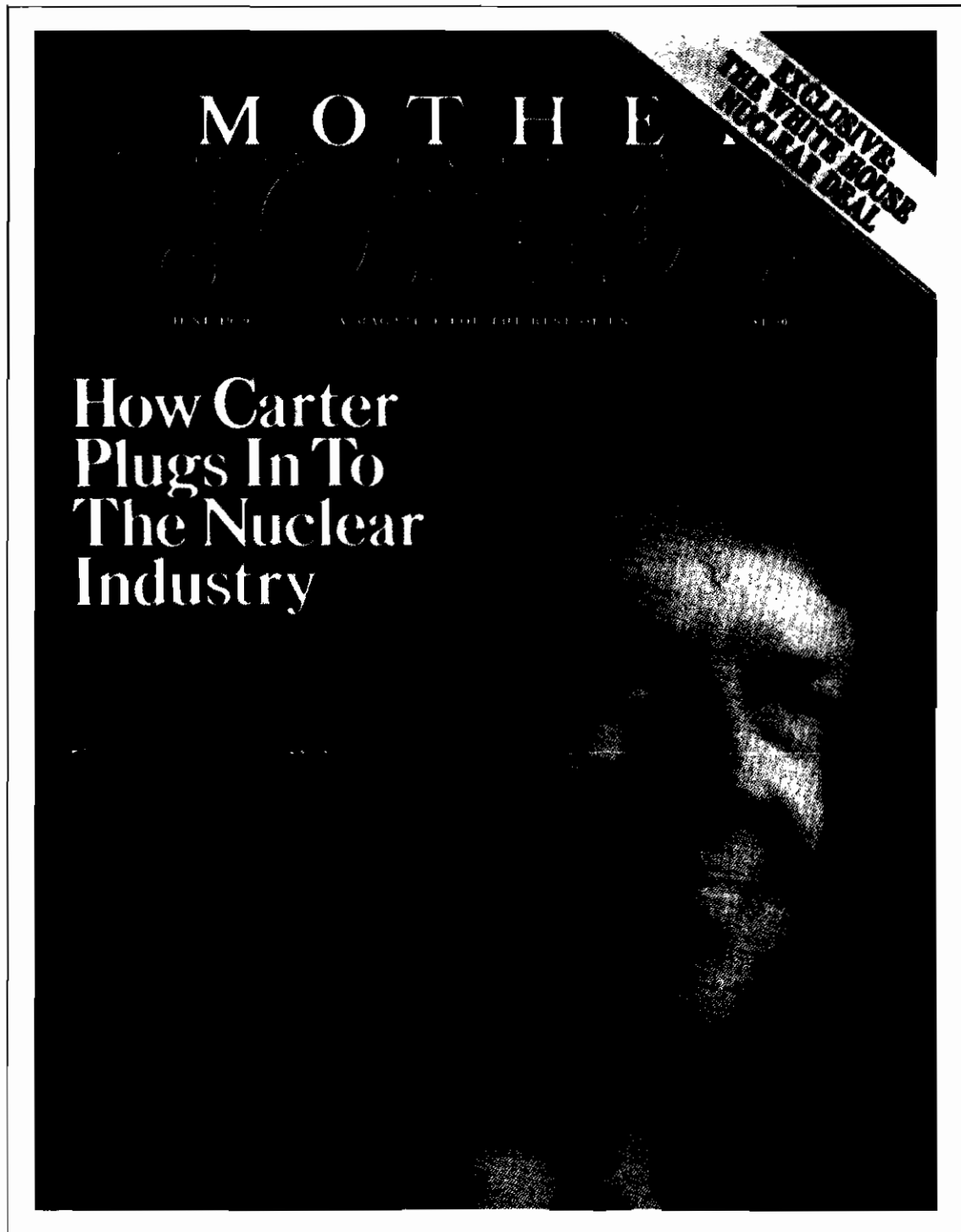


**Meet the magazine that's won
a dozen major journalism awards
in three years — and pick up some bright,
bold ideas on how to live the Eighties**



Mother

Jones is a fascinating new magazine full of stories and ideas about life in contemporary America. Nearly one million diverse people read **Mother Jones** every month because they know they won't find what they read there in any other magazine.

It's a magazine about politics, literature, psychology, art, music and laughter. It's full of tough investigative reporting, moving fiction, powerful personal profiles and the kind of analysis of what's wrong—and what's right—you won't find elsewhere. It's also full of incisive film reviews, the best of the latest books, what's new in music.

In two years it's already won two National Magazine Awards—the Oscar of publishing—along with every other major journalism award made in 1978. The *San Francisco Examiner* has proclaimed it “The Best New Magazine of the Year.” The *Washington Post* says it's “slick and classically good looking.” The *Boston Globe* has called us a “radical new departure in magazines.” If all this praise makes you curious, look at articles like these to find out why **Mother Jones** might just be

the right magazine for you:

A case of corporate malpractice. How a doctor and a drug company made their millions while women wearing their Dalkon Shield were dying.

Elvis the nark. Elvis actually told Nixon he'd be an undercover drug agent. Nixon said “you dress kind of wild.”

Pinto madness. Chances are good your Pinto will blow up in a rear end collision—Ford knew it when they sold it to you. We got the documents and forced history's largest auto recall.

Searching for Bill Walton. The basketball super-hero who's tired of being drugged by team doctors and idolized by racist sportsfans.

Computers. They're taking dictation, typing letters, filing and reminding you what to do tomorrow. What's next for secretaries?

Bust your boss. How a secretary and her friends blew the whistle on one of America's ten biggest corporations.



**SMOKING: The Truth
No One Else Will Print**

The censored Doonesburys. A reader's guide to the Doonesburys America's papers wouldn't print.

Myth of the Green Revolution. More food for some and worse nutrition for everyone. Corporate agribusiness uncovered.

Sexual harassment. How to fight back against sexually aggressive bosses and keep your job.

The rise and fall of FM rock. If your radio doesn't sound like it used to, here's why—plus a guide for the adventuresome on how to start your own FM station for less than \$5000. No joke.

The Bechtel file. The corporate veil is lifted on the most anonymous secret corporation in America. They've designed half our nukes.

Babies. Why so many young couples aren't having them and some single women are.

Small is small, and beautiful is beautiful. And the two still won't mix—a closer look at E.F. Schumacher.



Born, bred and dead of lead. If you smoke cigarettes and live in a big city, you may be dying of lead poisoning.

Vacations. A radical guide to summer travel.

Iran. What the CIA didn't tell the White House and *Time* didn't tell you about the real revolution in Iran.

Underground. Gunther Wallroff is not a bomber, sniper, kidnapper, or kneecapper; but he has terrorized Germany's ruling elite — with investigative reporting.

Kiss New York goodbye. Why Manhattan could end up looking like a burnt hot dog when they start docking LNG tankers to solve the energy crisis.

Unionizing ecotopia. After years of warfare, labor and environmentalists are finding common ground.

The superbowl blues. Locker room talk you won't find in the sports pages, from some of football's best and brightest.

Military. While Carter negotiates Salt II, The Joint Chiefs of Staff plan a "First Strike" attack that could end it for us all.

Economics. There is only one readable economic columnist in America — Richard Parker. A regular in MOTHER JONES.

Nukes. While everyone else was telling you lies about Three Mile Island, we were covering Carter's secret meeting with Nuclear Industry heavies.

Narcissism. The advertising and therapy industries have jointly created a new personality type. Joe Klein tells you about it in his review of Christopher Lasch's latest blockbuster.

Malls. Community battles are raging across the country against the manic spread of shopping malls. And, believe it or not, communities are winning.

Fission/Fusion. How the government plans to use fusion to perpetuate fission.

Apocalypse Now. How Coppola's failure illuminates America's failure to understand why we lost the Vietnam War.

Diagnosing Marriage. "Should you marry?" Dr. Drummond says if you are a woman, "No," if you are a man, "Yes." If you are a man who cares about women's health, "marry another man."

Mark Lane. A profile of the left's leading hearse chaser, whose story raises some troubling questions for us all.

Conservatopia. How a small California community has combined the latest in appropriate technology to create a true ecological town.

Diplomacy. An on-the-scene account of Deng Xiaoping's tour of America.

Radiation roulette. The latest site for a nuclear plant—an earthquake fault near a volcano. It's in the Philippines.

Anti-pornography. New York City women organize to "take back the night" from the peddlers of smut, porn and violence.

Reasons You Always Eat • The Five-Million-Dollar Oscar
Glen Eyalar: All-American Hero • Fleecing The Tax Man

MOTHER JONES



Semi-tough. How we cornered America's toughest interviewer on a plane to New York and copped exclusive Q & A with Mike Wallace.



Tobacco. How you get hooked. What tobacco smoking does for your virility. And the age-old fight between the tobacco and furniture industries over who really causes all those house fires.

Wimpy. Bill Wimpisinger leads the nation's fifth largest union and says things that make George Meany choke on his cigar.

Reporters. An on-the-spot report on how the IRE broke Arizona wide open—including the Goldwater-Mafia connections. Plus a report on why the biggest papers in America dodged the real story.

The new science fiction. Forget Flash Gordon—and maybe Robert Heinlein. The topics now include sex on the moon and cancer cells that ride motorcycles.

Food. "What this country needs is a stronger white rat." Says a food additive technician whose toxic flavors and colors are killing rats in FDA labs.

God proposes, the corps disposes. What would you say if the Corp of Engineers wanted to make your town a reservoir?

Psychics. An intensive look at what may be one of the most dangerous scams of the century.

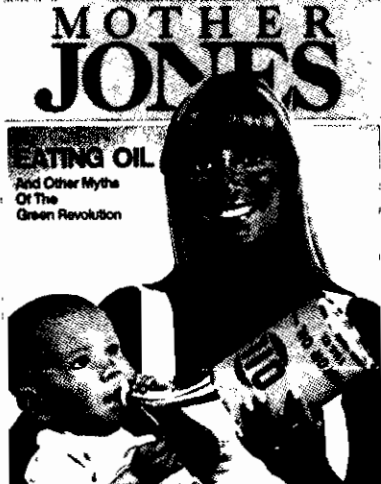
Censorship. Stills from a British documentary that Phillip Morris strong-armed off American TV.

Deadly white powder. Not heroin, not cocaine. No, not even sugar. It's salt that's causing America's epidemics of high blood pressure and strokes.

Bomb. The death in Madison, Wisconsin the FBI saw, heard, and won't talk about.

"The greatest filmmaker alive today." That's what Truffaut calls Werner Herzog. Not one for false modesty, the director agrees and compares himself to Kafka and Beethoven.

Inside Rhoda's Divorce • Drummond Sounds Off
First Salves of the 80s • Ambition • \$\$\$\$\$\$ • Lust
A MAGAZINE FOR THE BEST OF US



The new South. Labor strife at J.P. Stevens—has the South risen far from Reconstruction?

Studs Terkel. America's best raconteur tells stories about himself, in a MOTHER JONES exclusive.

Hunger. We confront Werner Erhard with our awareness of his manifestation of what we're clear is a big scam. Let them eat est.

What America needs to do next. A collection of thoughts from Stewart Brand, Linus Pauling, Lily Tomlin and others on what to do to make things better.

Ma Bell's plan for us all. You didn't think the phone company was on our side, did you? A chilling look at the giant of them all.

At war in the Mexican jungle. A Mother Jones reporter loses his guide—gunned down by landowner pistoleros in southern Mexico.

John Cassavetes: Hollywood's loner. The director of *A Woman Under the Influence* and *The Killing of a Chinese Bookie* tells, among other things, why he stole Pauline Kael's coat.

Gypsies and the jet age. How a woman can travel alone in the wilds of Morocco, the hills of Greece and the jungles of New Guinea—and come back intact.

Military. The biggest recall in history and the Pentagon's plans for W.W. III.

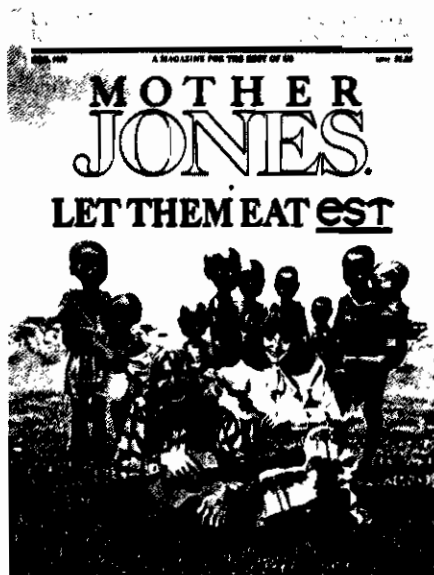
Meet America's meanest dirty trickster. Remember when G-men were our friends? No more—the story of the toughest FBI informer of them all, and what he did.

The captain of nitwit ridge. How a young architect met people who make their own houses, and art in the process, for less than the cost of a bad mobile home.

Zen and the art of sailing. A leisurely conversation with Robert Pirsig, cult hero, philosopher and author of *Zen and the Art of Motorcycle Maintenance*, on a cruise down the New England coast.

Sea solar power. It sounds wacky, but one man has already harnessed the two, safely.

Soft porn and summer nights. A closer look at drive-ins, the only art form the automobile ever spawned.



Plus These Regular Columns:

Mother's Healer. Staying healthy in an unhealthy world.

Frontlines. The news no one else sees as fit to print, but our readers tell us they love.

Looking Backward. The history they refused to teach us in school.

Mother's Daughters. New perspectives on the women's movement.



"Sit down and read. Educate yourself for the coming conflicts."

— Mary Harris "Mother" Jones
(1830-1930)

"Who was Mother Jones?" we're often asked. **"Why did you name your magazine after her?"**

She looked like a sweet old lady you'd expect to find in her rocker, telling Bible stories to her grandchildren. But Mary Harris Jones had the nation's nineteenth-century robber barons squirming under their top hats.

She started unions, ran strikes, fought for prison reform, helped found the IWW, supported the Mexican Revolution and spent weeks at a time in jail. But she never lost her ability to laugh at herself, never ceased being critical of the causes to which she was committed. On one occasion, as her 100th birthday approached, she was introduced to a college audience as "a great humanitarian."

"No!" Mother Jones roared. **"I'm a hell raiser!"**

So who is Mother Jones? *An inspiring memory of a great woman, and now a magazine to help keep alive her spirit, her humor and her dedication in the years to come.*

MOTHER JONES

Published by the
Foundation for National Progress
625 Third Street
San Francisco, California 94107