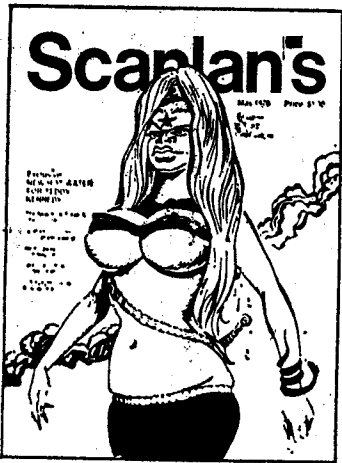


From advertisement for Scanlan's Magazine.



SCANLAN'S is a new magazine.

It's probably the only magazine ever named for a universally loathed Irish pig farmer. It's probably also the only magazine which pays advertisers for running their ads or which charges its readers

for their letters to the editor. But more about that later.

SCANLAN'S is run by two guys — Warren Hinckle (formerly of RAMPARTS), and Sidney Zion (formerly of THE NEW YORK TIMES). You could think of SCANLAN'S as a cross between RAMPARTS and THE NEW YORK TIMES. You'd be dead wrong, but you could think of it that way if you wanted to. SCANLAN'S feels people should think what they want to think.

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★ New Hot Water for Teddy Kennedy — a story that has thus far proven too hot for any American newspaper to handle.

★ A contemporary history series, beginning soon, with a new look through darker glass at the career of Adlai Stevenson. To be followed by revisionist works on Harry Truman, FDR, the Dulles family and President Nixon.

★ The Life and Times of financier Kaplan and his Issue.

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# Scanlan's

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