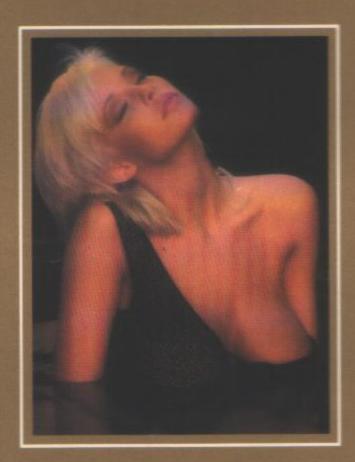
THE INTERNATIONAL MAGAZINE FOR MEN SEPTEMBER 1989

U.S. EDITION



CAmiversary

6It is normal for a healthy 21-year-old human male to get an erection when he embraces the object of his desire —this is known as horniness.

XAVIERA HOLLANDER CALL ME MADAM

LETTER OF THE MONTH

Help! I really need some advice! I am a 21-year-old male and my girlfriend is 19. We have been going out for six and a half wonderful months. As soon as we finish our schooling we are going to get married. We are very sexually active and my girl and I really enjoy exploring each other's body. Of course, we both know that sex alone doesn't make a relationship.

We share everything, have a very open and honest relationship, and always give each other advice. In the six months we've been going out we haven't had one argument, fight, or disagreement. Every day is special to us, and we look forward to a hug and kiss. I love her very much and I know that we both belong together for the rest of our lives. So what's the problem, you might ask?

Well, like I said, we are very sexually active, but whenever my girlfriend and I give each other a big hug, cuddle up close together, or just give each other small kisses, I always get this embarrassing, gigantic hard-on. It really bugs me! Even at times when sexual activity isn't even in the picture—all it takes is a hug from my girl and I'm hard enough to cut glass. She tells me not to worry about it, but I'd like to crawl in a hole. It frustrates me that I can't get close to her without getting a boner. There are even times when I shy away from close physical contact because of



my problem. I can't stand not to be near her. I want to be close to her all the time, but I'm embarrassed.

During sex, I explode as soon as I enter her. But all it takes is a few minutes and she gets me going again—with terrific results. Even after long hours of lovemaking, all it takes is one little hug from her the next morning and I'm hard as a rock again! Will this problem ever go away? Is this normal—like being horny all the time? I don't want to lose this girl—she is my whole life.—J. S.

I read your letter three times, and my mind is still doing handsprings. In studying primitive societies, I have come across some strange ideas about sex, usually based on misinformation, but your naïveté plumbs new depths in the ocean of human igno-

rance. It is presumably the result of sexual education based on dolls with floppy linen genitalia, or the adventures of Spotty the Sperm on his trip to see Ermy the Egg.

You ask, "Is this a normal thing?" What is this craving for normality? Normal people don't get to the top of the heap—only exceptional people do. Do you think Ronald Reagan is normal, or George Bush or Margaret Thatcher (if you know who she is)? However, it is normal for a healthy 21-year-old human male to get an erection when he embraces the object of his desires, and this is known as horniness. I have known many men like you in this respectincluding my present man, who is more than twice your ageand none of them have regarded it as a problem (although it is problematic for their women if they can't handle it). It only becomes a problem when you do not get a spontaneous erection in the presence of your loved one, although this is also more or less normal in many men over 40 years old.

You say you are very sexually active—but I wonder how active that is, because after the "daily hug and kiss," if you actually have intercourse you explode as soon as you enter her. What intrigues me is why you should want to cuddle her without a hard-on. It could be that your girlfriend doesn't have your libido and won't make love with you every time you are horny, but as she tells you not to worry about it, this may not be the reason. I suspect that you are full of the right stuff-a sexual athlete in the making, in fact—so if you intend to marry at an early age, it is important that while you can keep it up, your wife be able and willing to keep up with you. If not, you are risking a lifetime of frustration or an early divorce. I suggest that you take a little vacation with your fiancée to discover your potential (unless you can fit it in with your schedule). When I first met my man we had three lovemaking sessions daily, during many of which he had more than one orgasm.

Guy de Maupassant, the French writer, boasted that he

All inquiries are treated in confidence. Send yours to Xaviera Hollander. Penthouse Magazine. 1965 Broadway, New York, NY 10023-5965. Miss Hollander regrets that no private replies can be supplied.



The Princess and the Clown

PHOTOGRAPHS BY JOHN DAVID







sat alone in the empty theater. His show had endured a long, successful run, and with the last performance over, he felt he'd lost a part of himself. Buried in thought, he was oblivious to the single spotlight that now shone onstage. From behind the curtain peeked his lovely Mariella, ready to please her director with a special encore he'd never forget.



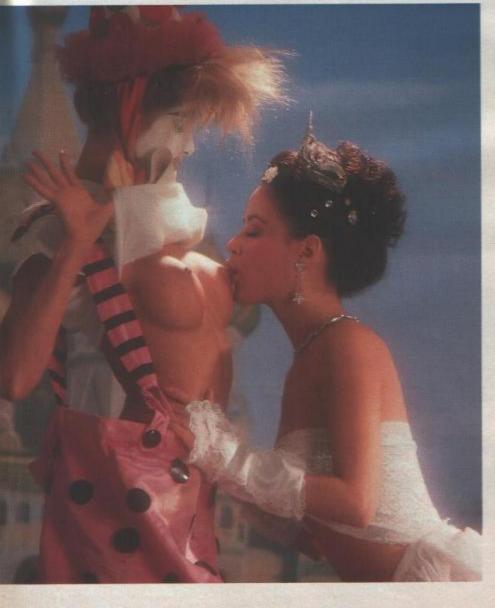


Carlo heard the familiar haunting theme as the chorus girl Julietta joined the beautiful blond pagliaccia to play out their own interpretation of "The Princess and the Clown." His spirits began to rise.





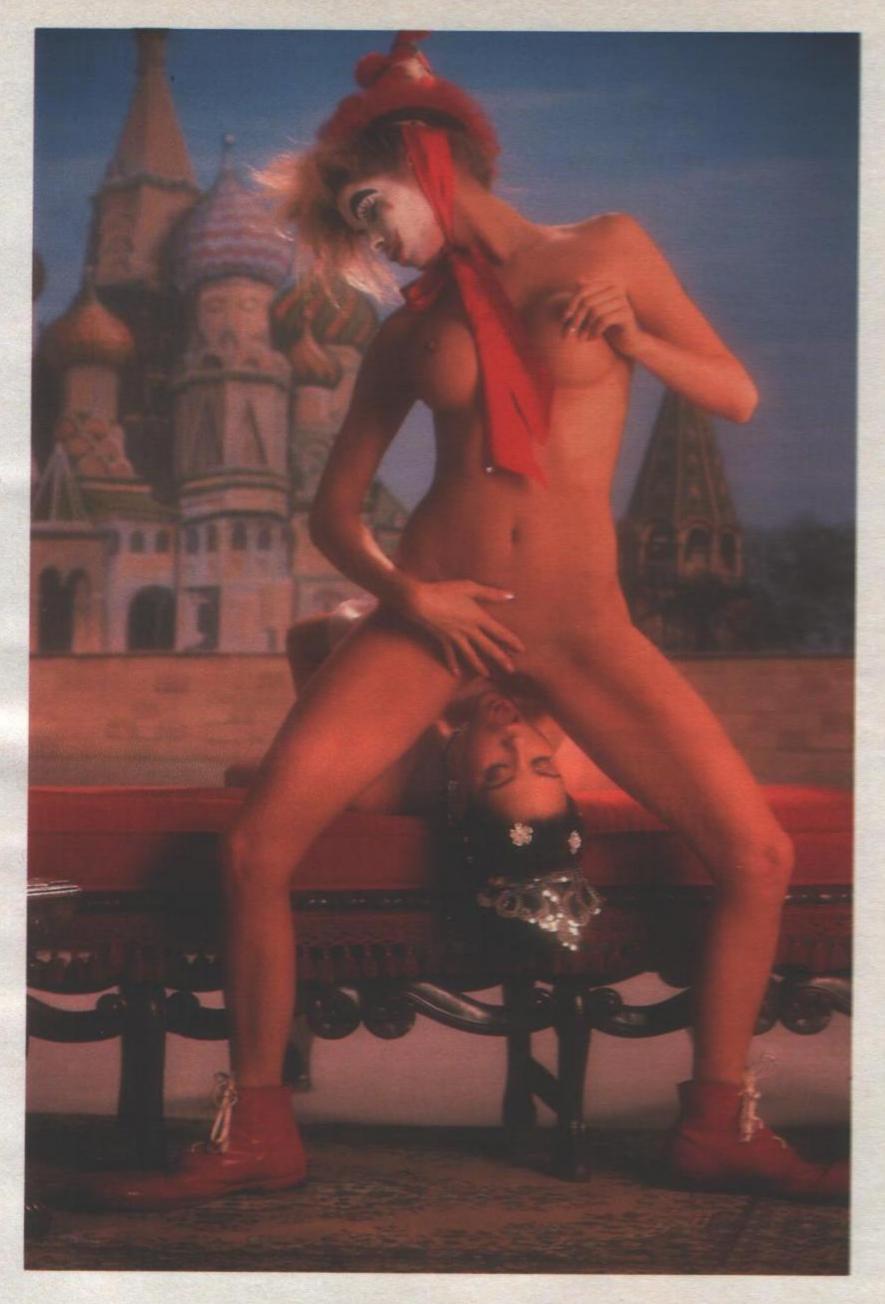
Although no words were spoken, Carlo was deeply moved by the erotic beauty of their version. "Much better," he thought, "than the original."











He was amazed at the intensity of the women's performance and could almost feel the heat of their bodies across the footlights.





The impromptu passion play swept Carlo along to its final, if not predictable, conclusion. Just as the clown had pleasured the princess, Mariella had given Carlo the sweetest gift of all.O



THE EARLY YEARS



DAWN STEEL

Women have always been a vital part of our staff. Among the first was this young fire-brand, whose innovative marketing concepts foretold her present position as the most powerful woman in Hollywood.

JOHN & YOKO

From its very first issue, Penthouse celebrated the creative revolution of the sixties. The interview with rock's outspoken "two virgins" marked the beginning of our coverage . . . for an update, see Albert Goldman's article in this issue.



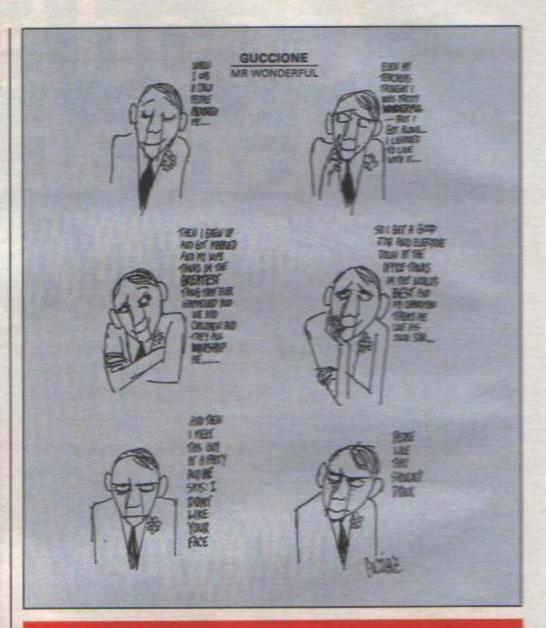


ELDRIDGE CLEAVER

We never shied away from any controversy.

Black leaders such as Cleaver and Roy Innis
spoke out freely in our pages from the beginning.

88 PENTHOUSE



THE ART OF THE DRAW

Our commitment to the best of everything extends to cartooning as well. We made the world's top comic artists an offer they couldn't refuse – to publish their work, uncensored. Among them was one moonlighting publisher. . . .

VIDAL ON NIXON

Who could better elucidate the tortured psyche of Richard Nixon than America's foremost man of letters? That the author of Myra Breckinridge went on to write about Aaron Burr and Caligula might not be totally coincidental.

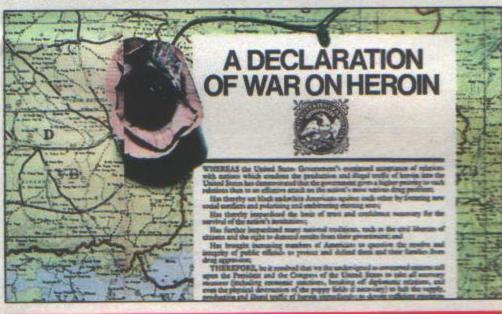


20 Amniversary

XAVIERA

Her name first surfaced publicly during
New York City's lurid
"Serpico" corruption
scandals. But her
wonderfully wry humor
and humane, commonsense approach
to sexuality have made
her our most popular
columnist.





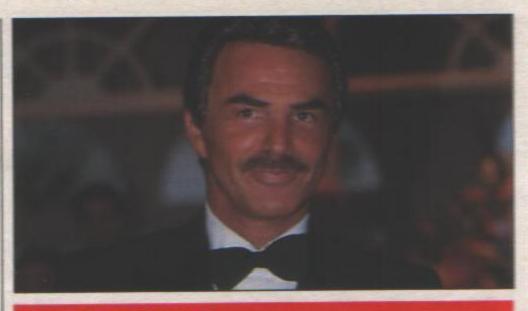
WAR ON HEROIN

While others celebrated the drug culture, we spelled out a strategy to defeat this deadly enemy. But Nixon cared more about Ho Chi Minh.



RAQUEL WELCH

Our interview with Raquel provided irrefutable evidence that being one of the most beautiful women in movies was no reason she couldn't also be one of the smartest.



BURT REYNOLDS

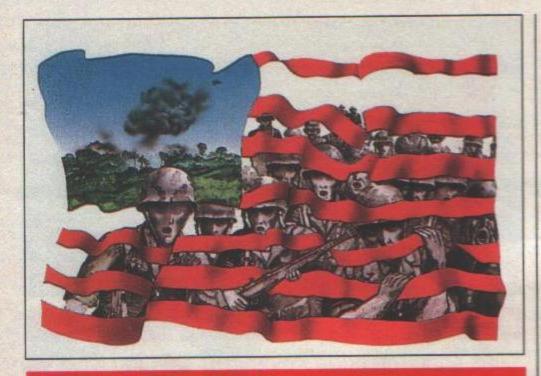
"Girls send me nude Polaroids," said the No.1 movie star pinup. "One sent pubic hair wrapped in wax paper." Who says girls have all the fun?



JESSE JACKSON

Penthouse billed him as a Christian revolutionary back then, not a possible president. But our interview made it plain that this spellbinder had seized the legacy of Dr. Martin Luther King, Jr., to lead black Americans from the wilderness.

WATERGATE ERA



VIETNAM VETERANS

At a time when our soldier heroes were scapegoated by the politicians, Bob Guccione dedicated the pages of *Penthouse* to rectifying this injustice. From 1974 to the present, our uninterrupted monthly commitment has made history.



HEROIN TRAIL

The War in Vietnam brought home the dreadful legacy of drug addiction. We reported how the C.I.A. made nefarious undercover deals with Asian drug lords, sharing intelligence secrets and profits.



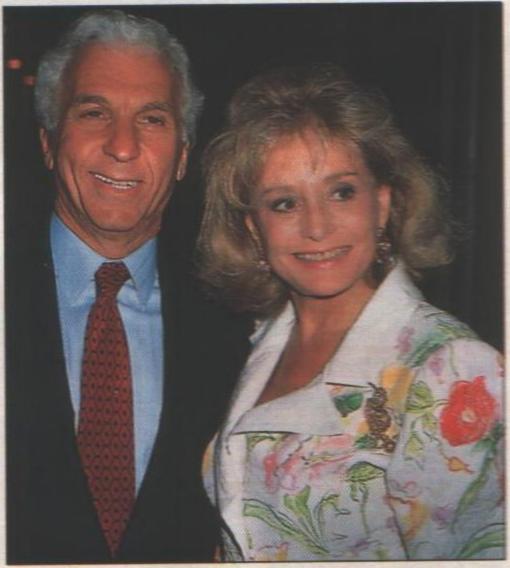
"God created all men, and Winchester made them equal – and that's just the way I think!"



MUHAMMAD ALI

Penthouse has profiled all of the top-rank
fighters of our time.
This interview with
"The Greatest" was
written by Andrew
Wylie, who these days
scores financial
knockouts as a controversial literary agent.





LA COSTA

This 1975 investigative article prompted a \$660-million libel suit – the largest in magazine history – by plaintiffs including Merv Adelson (now Mr. Barbara Walters – see above). After several years and a cost to us of some \$10 million, the jury decided in our favor . . . but threatened by further litigation, both sides dropped the case.



C.I.A. KILLERS

America's top investigative reporters, including
Tad Szulc and Harrison
Salisbury, took Penthouse readers into the
secret world of the
"intelligence community."



WALT FRAZIER

At the time, he was a shy, rich 29-year-old bachelor who just happened to be the greatest guard in professional basketball. But he wasn't exactly into women's lib: "Very few women are faithful."





NIXON & ORGANIZED CRIME

Many people believe that the Watergate break-in was an attempt to cover up Nixon's mob connections. If so, it didn't work. Our story ran in 1974.



STEPHEN KING FICTION

America's master of horror, these days probably the most successful writer in history, made his national debut in our pages with such chilling short stories as "Children of the Corn."



STEVIE WONDER

One of the greatest musicians of all time shared his innermost feelings, talking candidly about what it's like to be black, blind, a celebrity, and in love with all humanity.

GARIER YEARS



ALEX HALEY

As his novel Roots became the most-watched mini-series in TV history, this former magazine writer and Coast Guard career man reflected on traveling to Africa: "As I lay there, I realized what it must have been like on a slave ship ... strangling in the foul air."



NIXON & CARTER

In its understandable revulsion after the Watergate disgrace, the American public rushed to embrace an unknown, untested, obscure southern governor whose only qualification seemed to be that he wasn't from Washington, D.C. A writer who knew Richard Nixon well warned that Carter had many of his faults and none of his virtues. And you read it here first.



JAMES BALDWIN'S FICTION

Penthouse also attracted distinguished novelists, such as Baldwin, Anthony Burgess, James Michener, and John Irving, to name but a few.

SHAH OF IRAN

We've won many awards, but among those that gave us the most pride was first prize from the Overseas Press Club for exposing the terrors of the Shah's torture chambers.



EVANGELICALS

As Elmer Gantry-type hustlers started crawling out from their rocks, top religious scholars warned America to protect its freedoms in a Penthouse-sponsored prophetic symposium.



20 Amniversary

CANCER SERIES

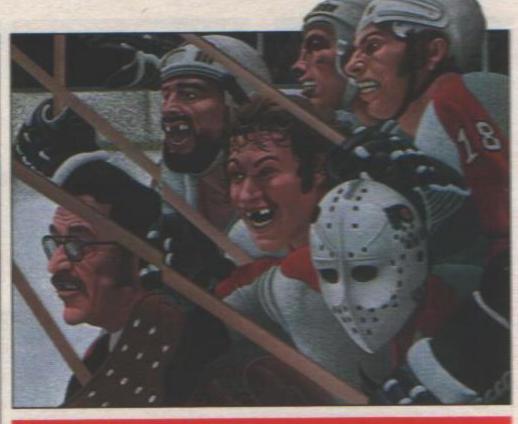
Medical investigative reporter Gary Null revealed shocking collusion, neglect, and cover-up by America's medical establishment in a history-making series of articles that resulted in a major turnaround in treating this dreaded disease.





MARILYN MONROE

She was America's Goddess of Sex, the girl who was, in Norman Mailer's words, "our angel, the sweet angel of sex, and the sugar of sex came up from her like a resonance of sound in the clearest grain of a violin." In discovering a long-lost "blue movie," we also discovered a new side of Marilyn's sensuality, and a renewed sense of tragic loss.



SPORTS VIOLENCE

Maybe it was the end of the Vietnam War, but as reporter Joe Treaster showed us, America's sporting events began to resemble war zones.



20 WORST TEAMS

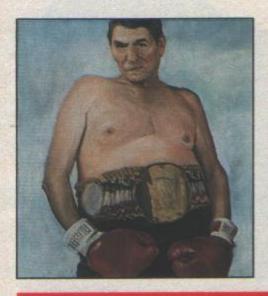
1977 marked the beginning of our selection of the 20 worst college football teams, a tradition that has made author Larry Linderman a marked man.

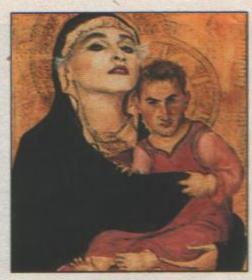


FIDEL CASTRO

Like Marilyn Monroe, the Cuban dictator was an obsession of Jack and Bobby Kennedy. But he was a little bit tougher, as he vividly showed in our 1978 interview.

ENTER REAGAN





HOFMEKLER'S PEOPLE

Bob Guccione's discovery of Israeli artist Ori Hofmekler couldn't have been better timing. Ori's relentlessly controversial caricatures of the Age of Reagan have become indelibly stamped on our consciousness.

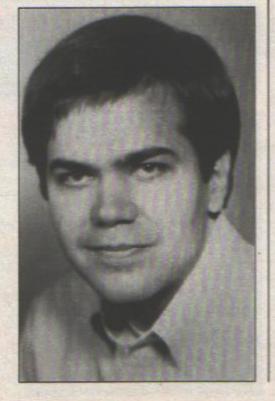


JOHN HINCKLEY

The man who reminded America that "fan" really means "fanatic" gave Penthouse editor Allan Sonnenschein our most unusual interview, wherein he denounced America for permitting a person like himself to buy a gun, and wrote a poem – just for us.

JERRY FALWELL

Pretending to speak for a self-invented Moral Majority, the slipperytongued Bible beater didn't like to see his words verbatim in Penthouse. He asked the courts to embargo the issue. They refused.



DAVID BOWIE

Actor, writer, rock 'n' roll star, the world's most innovative musical genius kept everyone waiting breathlessly for his latest incarnation. The ideal image for an era of image-making.





VANESSA WILLIAMS

The September 1984 Anniversary Issue of *Penthouse* quickly became the most famous and desirable magazine ever. An instant sellout even after we went back to press, the issue seemed to be worth its weight in gold. Some newsstands charged up to \$7 an issue, and some people paid as much as \$35 a copy to take a look at the sexiest Miss America ever.

20 Amniversary

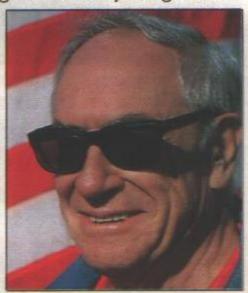


A FALLEN HERO

Reagan was telling us that it was "morning in America," but clearly we should have stayed in bed. Our report on this comic genius's self-destruction showed that drugs were no joking matter.

MALCOLM FORBES

The living symbol of American capitalism, Chairman Malcolm's interview proved that the man behind the headlines was more interesting than the headlines themselves.





LAUREN HUTTON

She graced more covers than any other woman, but it was *Penthouse* that obtained the secret nude photos of our most celebrated model.



PIA ZADORA

The delectable and diminutive movie star posed graciously for Bob Guccione before becoming an internationally renowned singing star, causing critics to compare her to Streisand and Garland.



CALIGULA

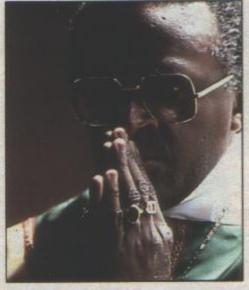
It was the film they said couldn't be made. And, after many years and over \$17 million, some critics said it shouldn't have been made. But when Penthouse Films International debuted this extravaganza it became a history-making sellout, at the highest prices ever charged for a motion picture.

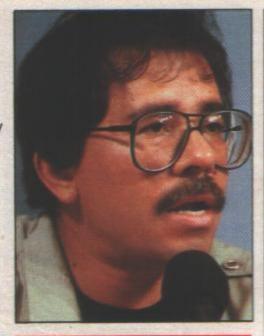
END OF EIGHTES

DANIEL ORTEGA

The man Reagan loved to hate, the president of Nicaragua spoke frankly in this news-making Penthouse interview.

Ortega liked it so much that he reprinted it in Managua's leading newspaper.





BISHOP TUTU

The Nobel Peace Prize winner spoke of his heartbreaking struggles to bring peace with justice to his beloved land . . . just one of several articles we've run on this international tragedy.



SAMANTHA FOX

Beautiful, British, and suddenly famous, this rock-star sensation made no bones about it: "I know men like my body!" How right she was!

96 PENTHOUSE



SWAGGART & MURPHREE

"I have sinned!" sobbed Jimmy Swaggart, trying to seek the forgiveness of those deluded people who had paid him millions. But it took reporter Art Harris and motel-hooker Debra Murphree to show them what he was crying about.



JESSICA HAHN

The woman who blew the whistle on Jim Bakker was more complicated than many first thought. While the rest of the media fell for her unverified tales of innocence and victimization, our reporters discovered that she had been a consummate working prostitute in the bargain.

20 CAmiversary



CHINA

As the world's biggest country exploded in a desperate paroxysm, we interviewed China's leading journalist-dissident for an exclusive insight into his nation's frantic struggle to achieve democracy.



MADONNA

The Material Girl was the ideal temptress for the age of insider trading. Who cared about junk bonds if you could get a look at our sizzling pictorial?

CRACK

America's drug nightmare has been transformed into living hell. Our ongoing reports on the various vicious freelance ethnic gangs that terrorize the nation are, unfortunately, still making news.





MARGO ADAMS

Scandal was the order of the day as baseball's greatest hitter, Wade Boggs, was devastated by his off-field errors with this delectable fielder's choice. After her show-and-tell in *Penthouse*, the summer

game will never be the same.

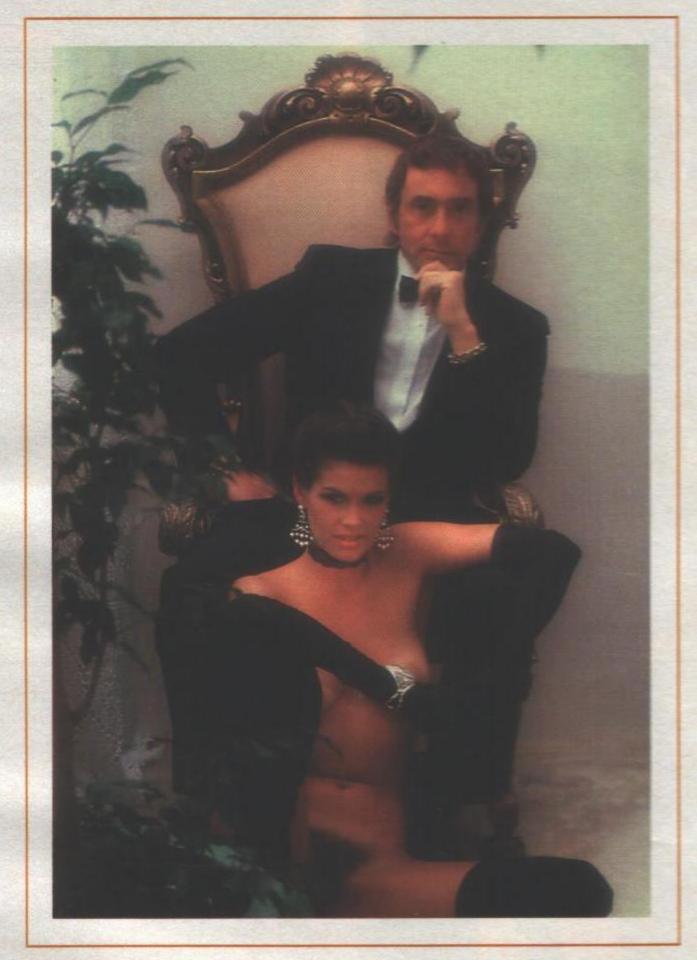


MICHAEL JACKSON

Everyone knew his best-selling rock hits, but nobody really knew anything about him . . . until we looked unblinkingly at the Man in the Mirror.



FYOUGENORK FYOUGANGETIT



"Whatever is in any way beautiful hath its source of beauty in itself, and is complete within itself," wrote Marcus Aurelius. We wholeheartedly agree. In fact, one of Penthouse's most important missions over the past 20 years has been to bring our readers the most stunning beauties that vast expenditures of money, effort, and patience could find. Another Penthouse tradition, while not as urgent as finding and photographing beautiful women, is the continuing demonstration to other (civilian) people that not only are the ladies we feature real, but some of us actually get to know them. Editor-Publisher Bob Guccione accomplishes this important concern by inserting himself in the pictures he takes—a forceful reminder that he knows a good thing when he sees it, and that his is still the best job in the house. Herein, a catalog of Bob's traditional hands-on treatment of the last 12 Pets of the Year, beginning with 1986 crown bearer Cody Carmack (above).







Said 1979 Pet of the Year Dominique Mauré (above left): "I consider being chosen Pet of the Year the ultimate accolade. It means even more to me than being named Miss America, because it isn't just a handful of judges who make the decision, but millions of satisfied readers." Above right, 1981 queen Isabella Ardigo, and on the opposite page, 1978 winner Vicki Johnson: "Bob Guccione has been a wonderful friend and a powerful influence on my life. I asked him to get into the picture because he's so much a part of the magic of this experience."

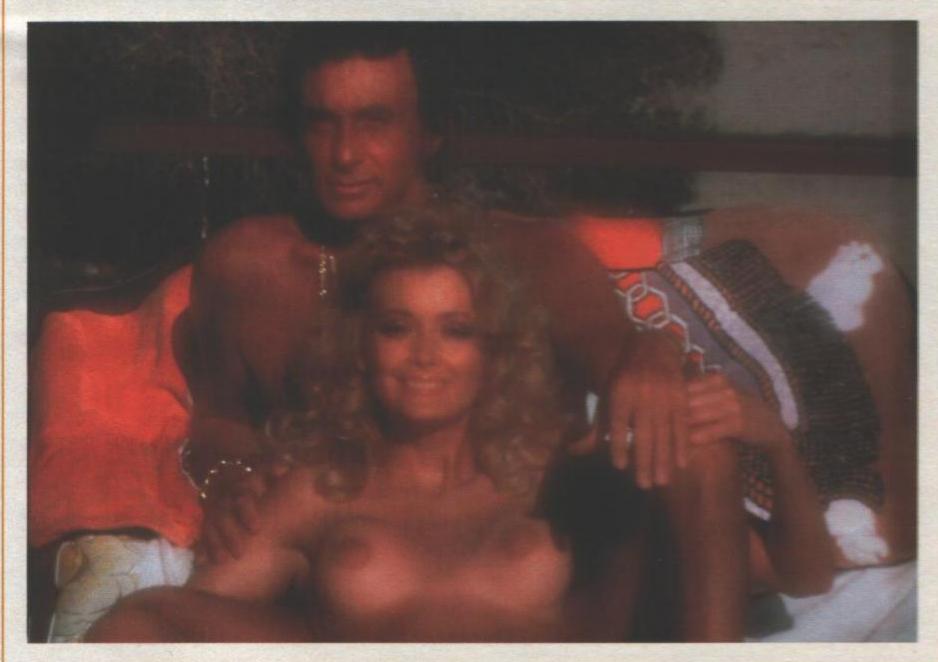






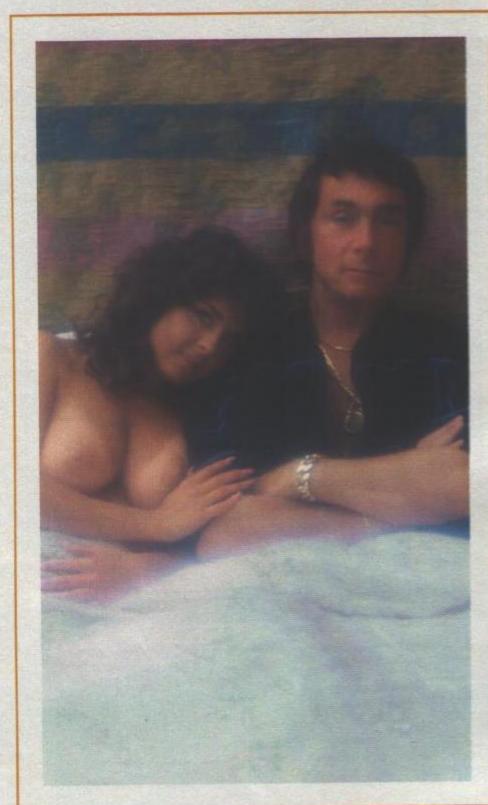


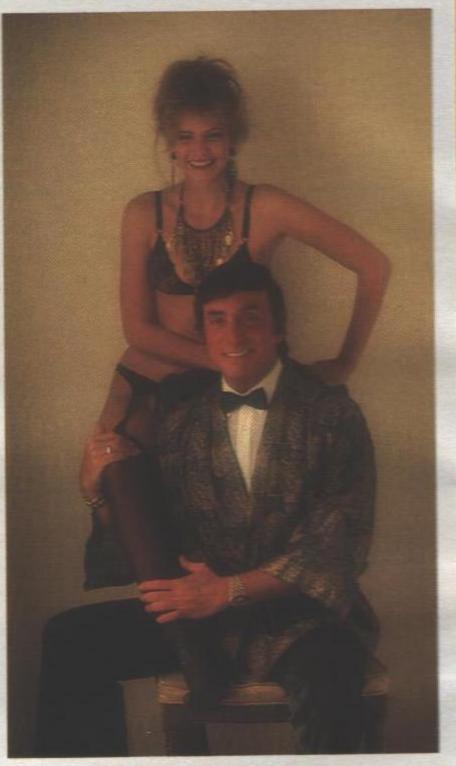




1980 winner Cheryl Rixon (opposite page)—"I've never listened to clichés or observed the usual conventions"—flanked by 1982's lovely Danielle Deneux (top left), 1984's Sheila Kennedy (top right), and 1985's Linda Kenton (above), who, before she tragically lost her life to cancer, likened winning her title to being the heroine in a fairy tale.







"It makes me laugh to think that there are misguided feminists out there who might say I'm somehow being exploited," said 1987's winner, Mindy Farrar (above left), who was a legal secretary before she posed for Penthouse. "How can I be exploited by myself?" Our 1988 winner, Patty Mullen (above right). would doubtless agree: "Being Pet of the Year is every girl's dream, whether she admits it or not," she said. And one of the most popular Pets, 1983 queen Corinne Alphen (opposite page), told us, "Penthouse people are like a family, growing up together, looking out for each other."







Our current titleholder, 1989 Pet of the Year Ginger Miller (above), is a world-class model who reports that her affiliation with Penthouse has helped her win "enormous respect and credibility" within the modeling community. A genuinely brainy beauty with a keen business sense, Ginger and a friend opened a boutique in Los Angeles last year to showcase their own clothing designs. "Freedom of expression is something that I, like Penthouse, cherish deeply," she says. "And that is why I'm so proud to represent the publication as Pet of the Year!"Ol a





LYNN

Copies of Penthouse and read them from cover to cover.

I feel like I've grown up with this
magazine. After all, we're both "children of '69"!







Nineteen-year-old Lynn was born in Millerton, Iowa, the youngest in a family of four boys. A blond-haired, blue-eyed tomboy, Lynn learned how to ride horses almost as soon as she could walk. She recalls a happy, heartland childhood filled with state fairs, snowball fights, and puckish pranks. "But then," she says, "I began to yearn for something more."



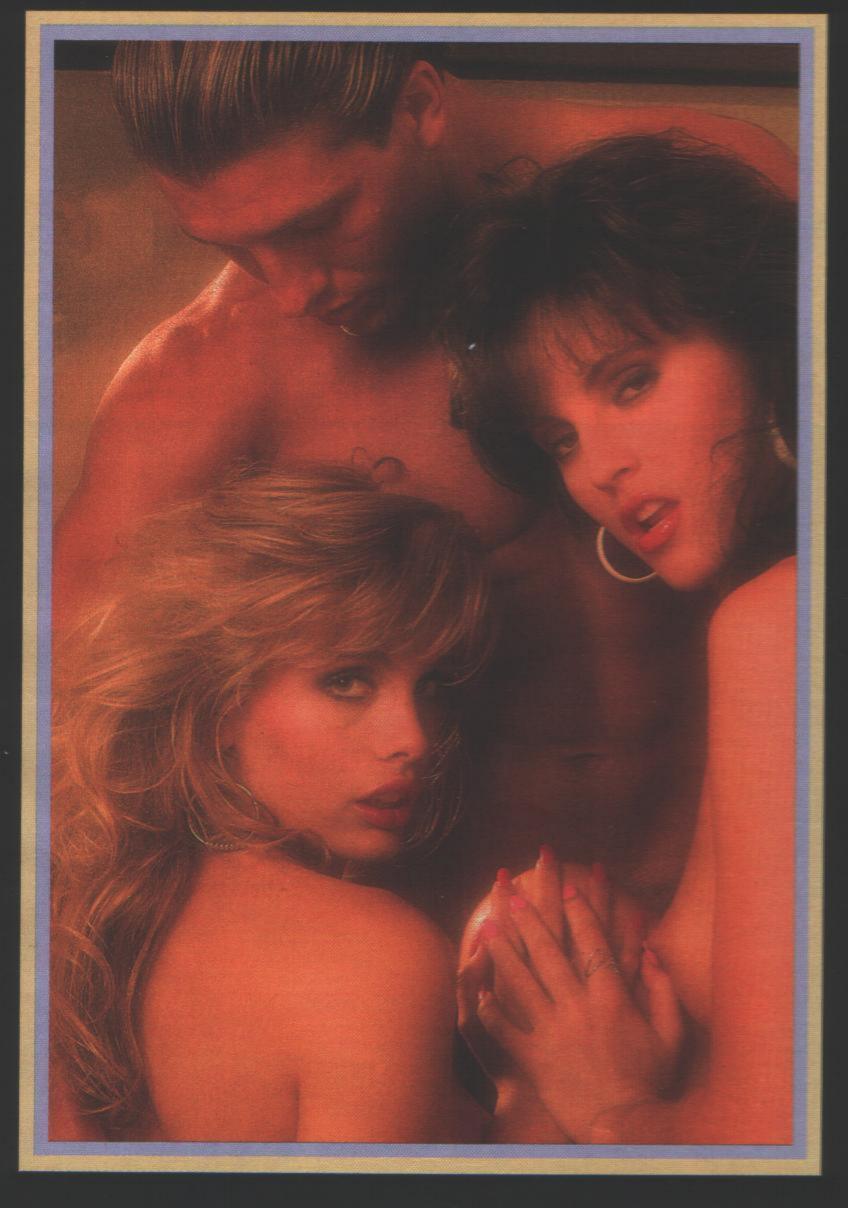




An opportunity for fresh adventures presented itself when Lynn's family relocated to Houston. "I was ripe for a change," she recalls. "Striking out on my own seemed so right. It was a chance to see if I could become truly self-sufficient." Lynn points with pride to her recently purchased condominium. "I'm redeco-rating the whole place myself," she beams.



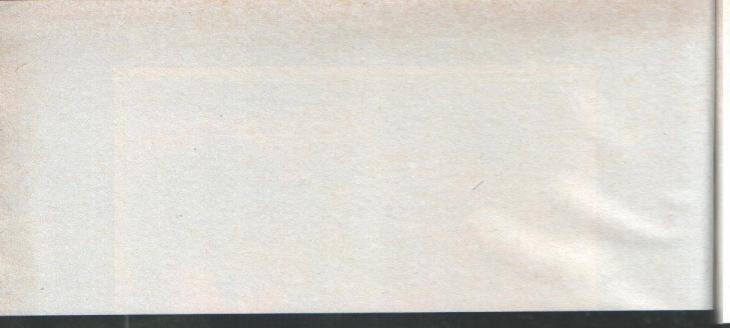


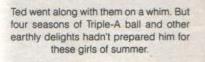


BETH, TED, AND ALICE

When Alice and I were little girls, we cared more about the National League than how to dress our Barbies. Of course, the boys never let us play with them. Then along came Ted.

PHOTOGRAPHS BY EARL MILLER







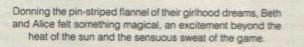
















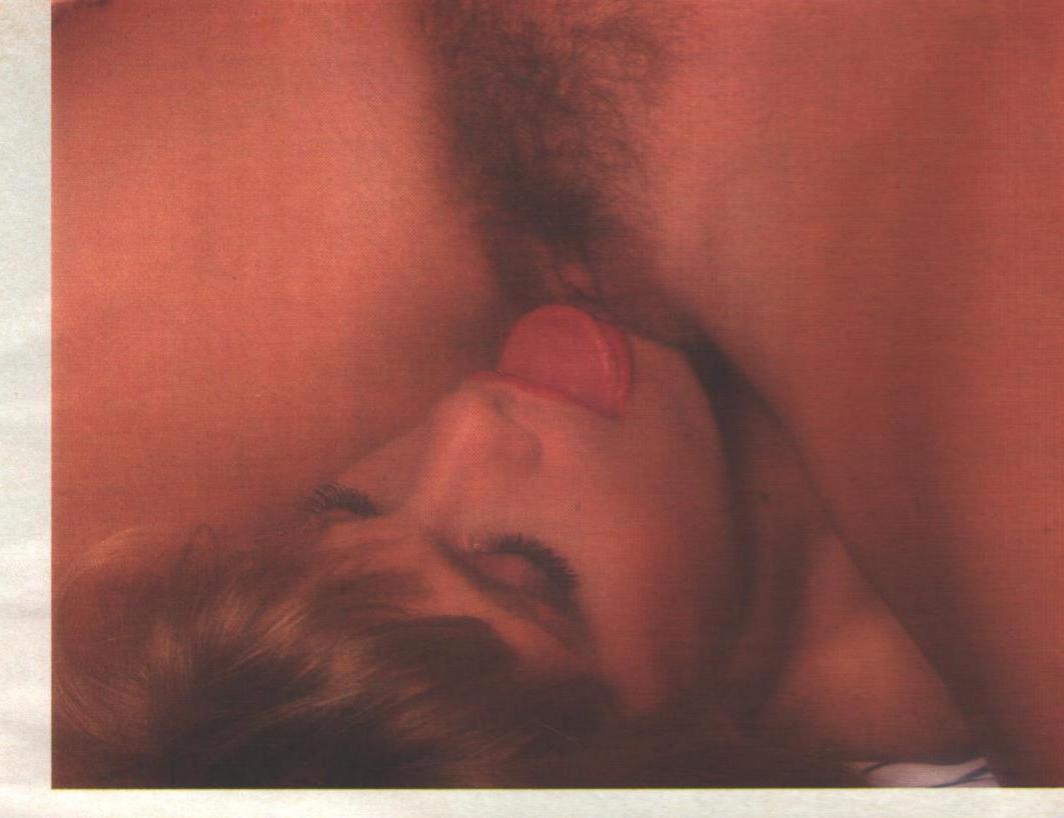




The majors might pass on Ted, but he had discovered intersexual mud wrestling....







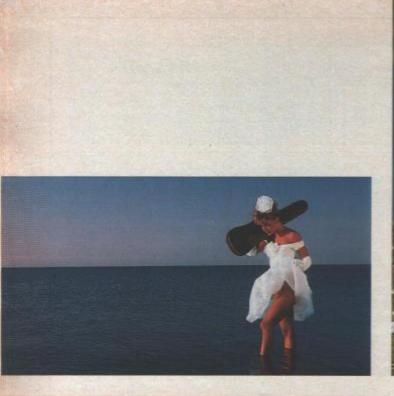
After these first, wild innings, the game progressed to the locker room and beyond....





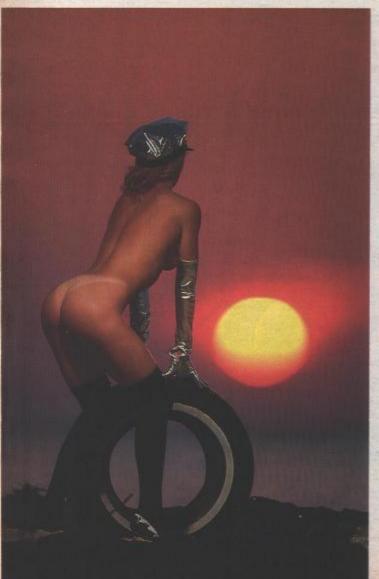


Autumn will come, and the season will end. But for these three, the last out will only be the beginning. O

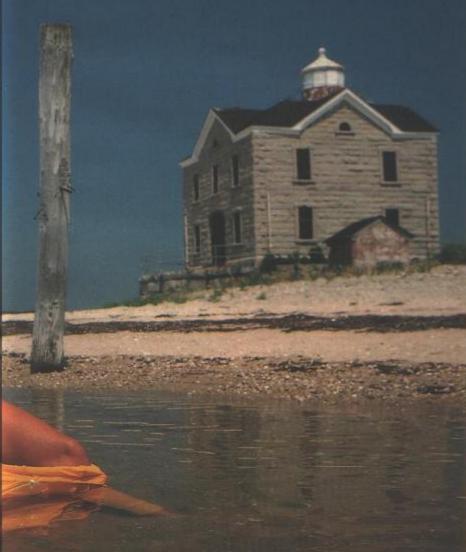




We all know what it's like to deal with the stress of a hectic workday, but pretty 25-year-old Nikki, a native of Montreal, Canada, has found her own unique solution for coping with job fatigue. "Whenever I find myself on edge, I go for a long walk on a quiet beach. There's nothing like it to relax my mind," she reveals. "My boyfriend has a house by the shore, and my walks usually end right at his door. PHOTOGRAPHS BY HANK LONDONER Charge of relaxing the rest of mel*











"Having a satisfying relationship really helps me to be my best at work. I never get up on the wrong side of the bed anymore!" she laughs.





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1-800-666-4688

VISA/MC NO CALLBACKS OR WAITING OPEN 24 HOURS



HOT, BLONDE & BITCHY
"You will play by my rules
or else!
CALL MICHELLE
212-869-8998

AF/V/MC DIRECT CALL BACKS OF HOS

THE SAFE SENSUAL FULFILLMENT OF YOUR SEXUAL FANTASIES

INTIMATE, DISCREET AND UNINHIBITED FOR DISCRIMINATING ADULTS



WON'T YOU JOIN ME?
I'M WAITING FOR YOU . . .

1-800-678-FOXX

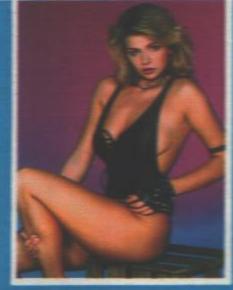
MC/VISA OPEN 24 HOURS EXTRA CONFIDENTIAL



I WANT YOU CALL ANYTIME;

(213) 622-4417 (617) 536-1906

BUY 1 CALL, GET 25 FREE



I KNOW WHAT YOU NEED
... A HOT AGGRESSIVE
WOMAN! CALL

212-741-0216

MC/V 24 HOURS



I'LL MAKE YOU SIZZLE! CALL **TAMARA**

1-213-275-5449 1-312-565-0200

MC/V 24 HOURS



"LET ME BE THE SECRET IN YOUR LIFE." I'M HOTT

1-800-666-HOTT

MC/V/AX/MO NO CALL BACKS OPEN 24 HOURS



"RIDE ME, BABY" CALL ROBIN

305-963-3022

AE/V/MC DIRECT CALLS 24 HRS.



HOT & WILD!
I LOVE TO TALK DIRTY
CALL ME,
VICKI

305-963-3144

V/MC/AE DIRECT CALL-BACKS 24 HRS



FAST, EASY & FUN! LOW RATES TOO! CALL **TAWNY**

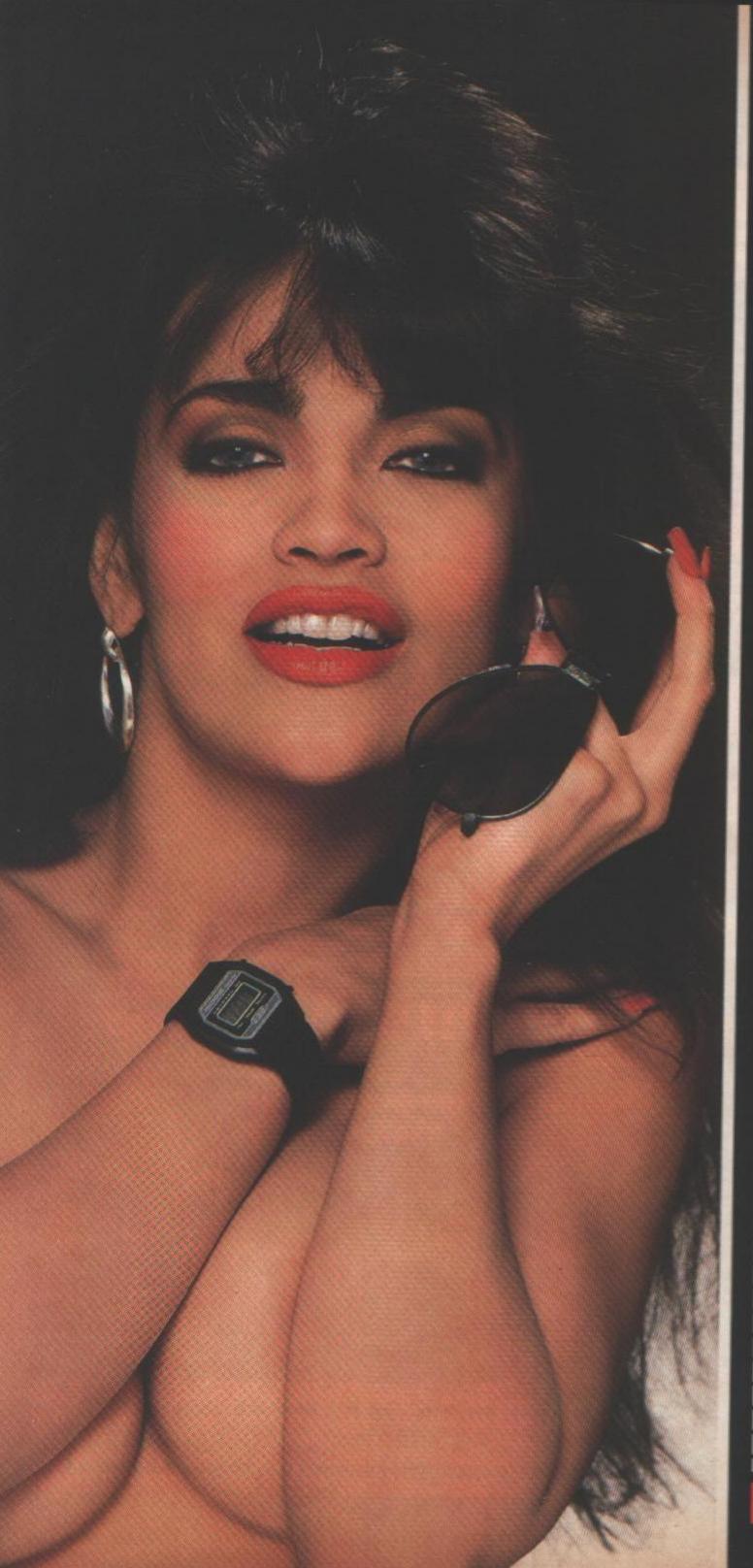
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TENDER LOVING . . . SHARING AND CARING ON THE PHONE CALL SASHA

212-307-5570

MC/V/ 24 HOURS DIRECT CALLS



-Anniversary

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It's our 20th Anniversary—and to celebrate, we're offering you 12 issues at the special low price of \$29.97. That's an amazing 46% savings off what you'd pay at the newsstand!

Our special free gift to you, upon payment, is this handsome quartz watch. And, if you include payment with your order, you'll also get these hot folding sunglasses. That's right —both! Don't wait!

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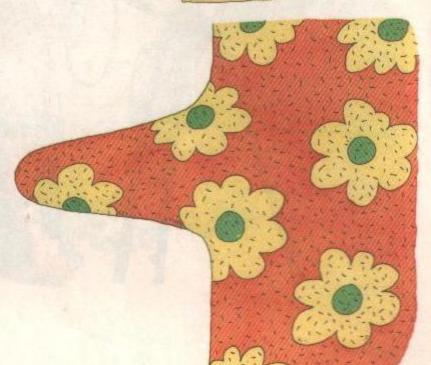
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PENTHOUSE

THEN & NOW

SATIRE BY STEVE ATTOE

MAN READING PENTHOUSE:



MAN READING PENTHOUSE:



THE WHITE DOVE OF PEACE:



THE WHITE DOVE OF PEACE:



ASPIRING PET PHOTOGRAPHER:

I'VE COVERED THE LENS WITH

A BIT OF NYLON STOCKING TO CREATE A SOFT-FOCUS EFFECT.

ASPIRING PET PHOTOGRAPHER:

YOU CAN'T BE TOO CAREFUL THESE DAYS.

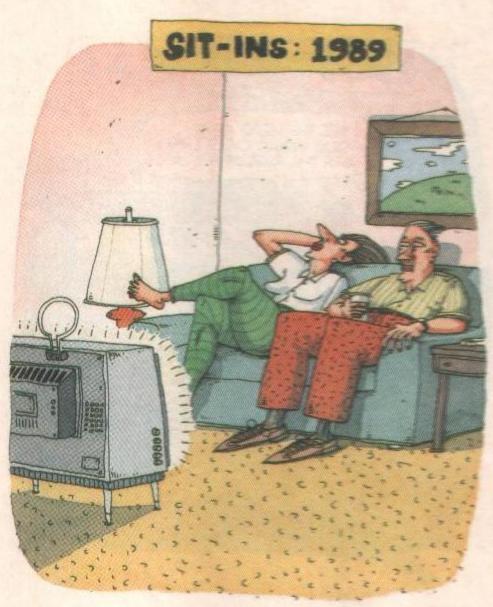
A FREEWAY CREETING:



A FREEWAY GREETING: 1989







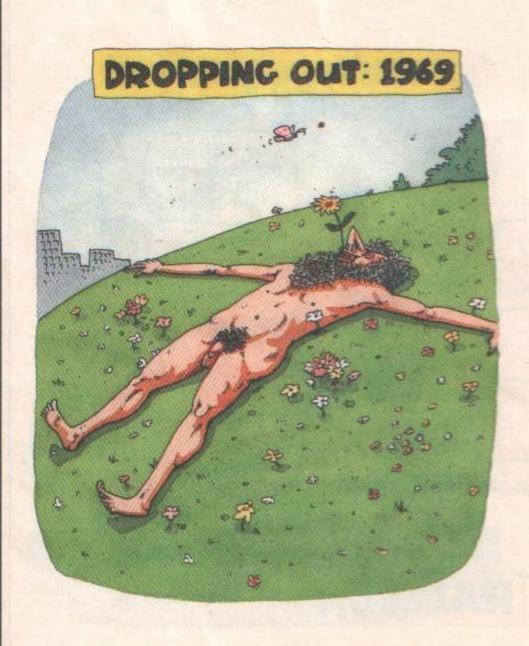




RAINBOW: FIRST BLOOD PART ONE.



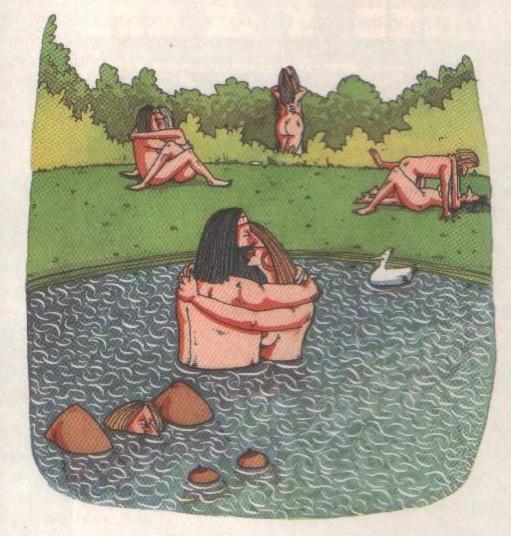






FREE LOVE: 1969

A \$ 50. BLOW JOB: 1989





A WEDDING:





