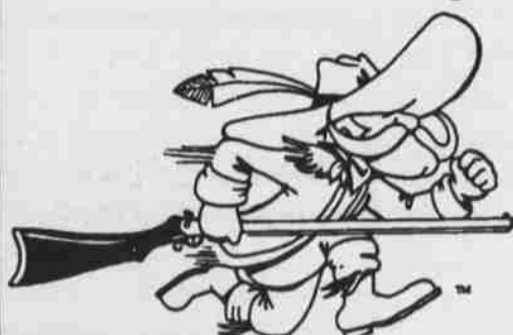


PERSPECTIVE

REBEL
YELL



"The big difference between sex for money and sex for free is that sex for money usually costs a lot less."

- Brendan Francis



NICHOLAS HALEY/REBEL YELL

Sex sells advertising, magazines sell advertising, and Playboy sells a lot of magazines.

Playboy

A History of an American Institution

1953- First issue featuring Marilyn Monroe
 1980- First College Issue, featuring Girls of the Southwest
 1990- UNLV featured in Girls of the Big West
 1992- Second issue featuring Girls of the Big East, a conference that includes six Roman Catholic colleges

Playboy celebrates 14 years on campuses, thankfully



From The SAP

Jay Sapovits

Young college girls with young college breasts.

Young college girls with young college breasts in a national magazine!

That's the concept *Playboy*, the most famous of all men's magazines, caught onto over 13 years ago, and that's to the benefit of all society.

Playboy, the Chicago based men's magazine, came up with the concept of putting college girls in the magazine back in September of 1980. The idea has been flourishing ever since.

"The first one was a little more difficult to sell because there wasn't a history," said Jeff Cohen, managing photo editor and *Playboy* staff member since the first special college issue ran. "It was received but it took a little more of a sales job."

"Now we don't need an introduction, everyone knows what we're about."

And since the time of the "Girls of the... Conference" series started, Cohen has traveled the country to bring us the best breasts from east to west.

His travels include 21 different collegiate athletic conferences. Those are: the Big-10 thrice, Pac-10 thrice, Ivy League twice, S E C twice, S W C twice, Big-8 twice, A C C twice, Big E a s t twice, Big W e s t o n c e, women's colleges once, and random universities in this year's October edition.

Cohen said that the photo shoots are done with class, and most of the girls in the pictures are "girl-next-door types." He added that *Playboy* spends about one week at each college campus they shoot. An audition at a campus the size of

UNLV draws about 150 girls, Cohen says.

UNLV was represented in full when the Big West layout was featured in the October 1990 *Playboy*. The Rebels put their best features forward with four girls.

B.J. Engel was the most publicized of the UNLV girls because she was the vice

president of Student Government, as well as a former songleader and cheerleader on campus.

The other girls were Christen Seiter, Laura Rudolphi, and Devona Hicks.

Their names don't ap-

pear here to embarrass them in any way. They each showed pride in themselves and their school when they posed for *Playboy*.

Since 1988 the feature has appeared 12 times.

Each April and October a new conference is featured. Cohen said that for the latest (Girls of the Pac-10) issue there was some drastic contrast from participating universities.

"We expect that some universities will not want us there," he said.

On the campus of Stanford, there was no reaction. It was like we weren't even there, but Oregon was a little different. There we put up flyers and posters and found the people were very conservative."

Over the years the *Playboy* staff has had their trouble on different college campuses around the country.

"At the northeastern universities there tends to be a little more protesting," he said. "There are a lot more organizations, women's groups, men's groups."

And that was proven in their attempt to organize the April edition of the "Girls of the Big East." St. John's University employed security guards with instructions to not allow *Playboy* on school premises.

"The good father was quite adamant about (*Playboy*) not being around even though we had the right to be there."

Ironically, the girl from St. John's, Irene Tarassuk, is from the U.S.S.R. She commented about the security measures the campus took to prevent this freedom.

Cohen didn't know when *Playboy* would be back to photograph the Big West Conference, but did seem interested in coming back soon. By the looks of things at UNLV this year it couldn't possibly be soon enough!

Jay Sapovits is the Perspective Editor of the Rebel Yell. His column From The SAP appears every Tuesday and Thursday.

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— Jay Cohen
 Managing photo editor
Playboy

Read Roxanne Warren every Tuesday only in **The Rebel Yell** Perspective Section.

Like it or not.