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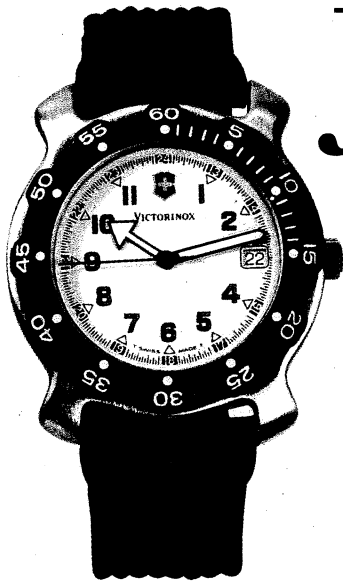


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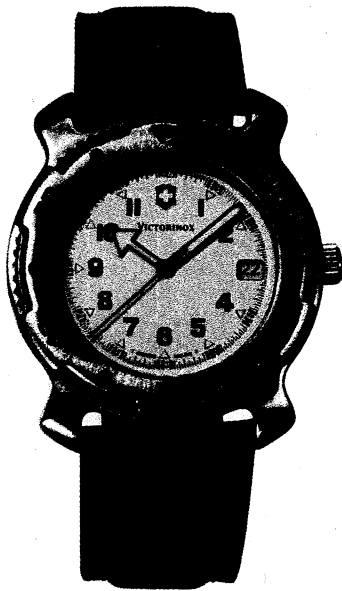


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Best Luggage and Leather



The following is reprinted from the May 2002 issue of the Record, a copy of which materialized out of thin air at a recent meeting—Ed

Now that the *Record* is America's most popular magazine, it's clear the potential was there all along. Rather than using our gifts, we squandered them—on cheap jokes, mindless parodies, and classic European-style clowning. All this time, we could have been contenders. Instead of bums. Which is what we were, let's face it, Charlie.

But now we're the most popular magazine in America, and nobody can believe it. *The New York Times* called it the greatest comeback "in all of history," though as usual, the *Times* is ahead of its peers. *The Washington Post* used the phrase "greatest comeback in recent history," Barbara Walters said "in this century," and I've heard "in this decade" a couple times, though not from anyone whose opinion I trust.

Like us or love us, everyone wants to know how we did it. How were we able to come back from the mismanagement, and at times sheer incompetence of our '99 Editorial Board? How did we do it all in a single month?

Well I'm not going to tell you. If I did, what's to stop you, or someone you know, from starting your own national college humor magazine? Aw, screw it. When you're as successful as we are, you can afford to be cocky—at least for a little while.

The secret of our success is that there was no secret, just a hidden formula that made us all fabulously rich. I can't tell you what that formula is, but I can tell you it's simple as all get out. So simple that everyone else had already

thought of it, but then we thought of it again, and that's when we came up with the idea of selling it.

Once we had the money, we just bought all the writers, artists, and subscribers we wanted. The media has had a lot of fun with that, calling us the *laziest* magazine in America, or, my personal favorite, the *Yale "lazy" Record*, which doesn't even make sense. Writing humor is hard work, and if we seem worn out, that's only because we've worked so hard to get here.

Everyone assumes it was easy for us, but that just isn't true. Even after we discovered the formula, things were pretty touch-and-go for awhile. Some of us wanted to keep the money for ourselves, while other, more tax-savvy staffers, advocated giving the money to each other. Thanks to a liberal interpretation

of our bylaws we were able to do both, and still have enough left over to revive the magazine.

It seems amazing that there was ever a time when the future of the *Record* was in doubt, but you have to remember, in those days, we wrote all the material ourselves. Now we pay people, and then those people pay people, and so on, until somebody does some actual work.

That's not to say there aren't times, particularly after we've all had a few, that we don't wonder about what it would have been like if we'd never come across that formula. If our last self-produced issue, the Comeback Number of May '99, is any indication, well... best not to think about it.

Here's to the formula!

—DALLAS





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