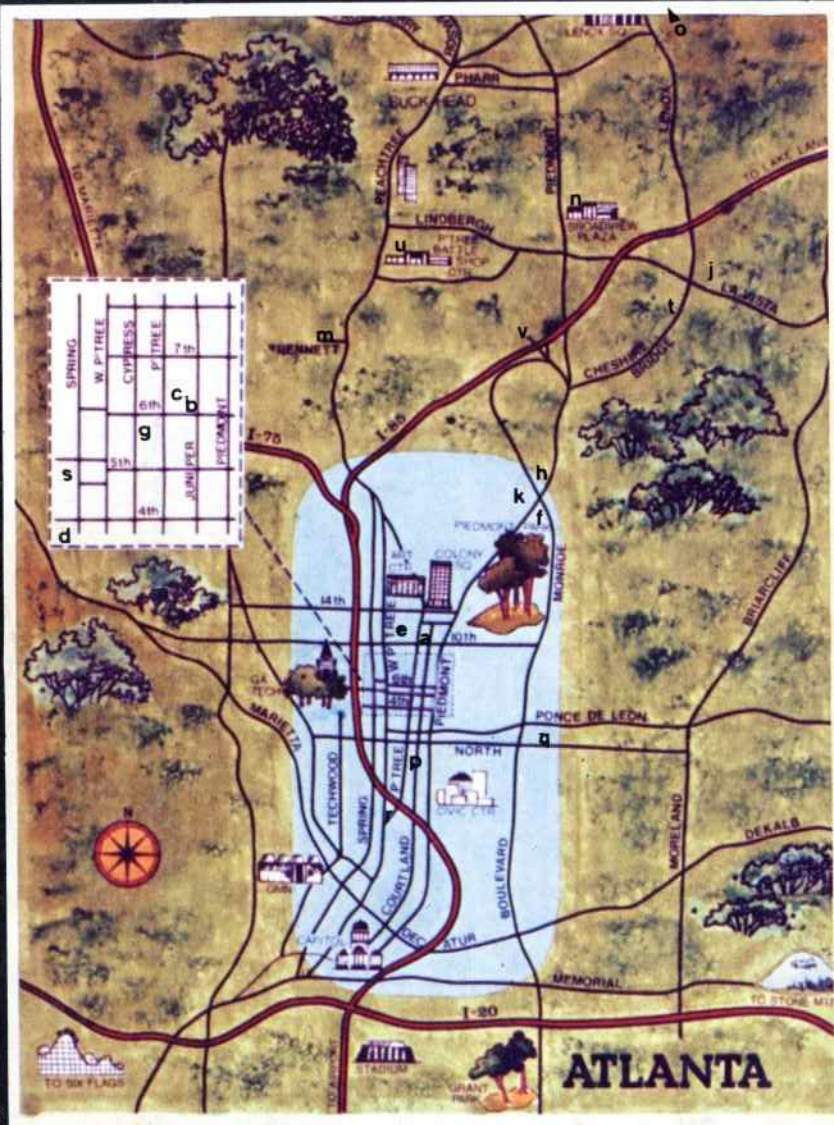
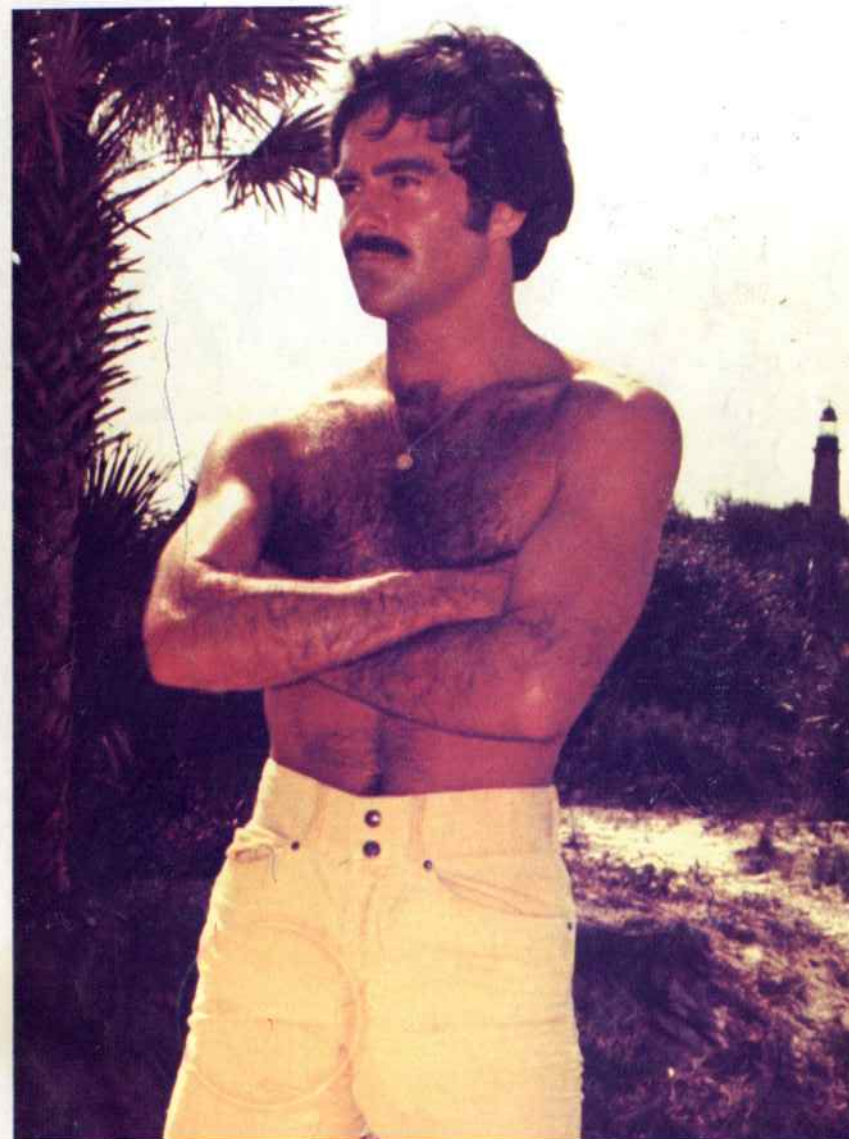


CRUISE

THE ENTERTAINMENT GUIDE TO GAY ATLANTA



- | | | |
|----------------------------|--------------------------|------------------------|
| a. After Dark Cinema | q. Home Plate Restaurant | b. Prince George Inn |
| b. The Armory | j. The Locker Room | q. Mrs P's Leather Bar |
| c. Backstreet | c. Joe's Disco | r. The Onyx Lounge |
| d. The Club South Baths | k. El Matador Lounge | s. Peyton Place Lounge |
| e. Club Three Disco | m. Mother's | t. The Sweet Gum Head |
| f. The Cove | n. The Nightclub | u. Utopia |
| g. Gallus Restaurant | o. The Peasant Uptown | v. The Union Station |
| h. Gene & Gabes Restaurant | p. The Pleasant Peasant | |



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by The Cruise Divi-
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*Map on back cover
by David Middleton.*

OUR COVER
This month's cover
and centerfold man
is Danny Harrington.
Danny has been se-
lected to appear in
PLAYGIRL in 1976.

*All CRUISE
Photography by:
Swinden's Studio
375 Pharr Road NE
Atlanta, Ga. 30305*

CRUISE

THE ENTERTAINMENT GUIDE
TO
GAY ATLANTA

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TO OUR READERS:

Like everything else connected with Atlanta, the gay population and the number of businesses that cater to them have experienced an explosive growth in the last few years. New clubs are opening every month, old ones are changing their format and everyone is constantly offering special shows, special nights and special events to bring out a crowd.

Those of us who live here have found it all but impossible to keep track of all of this and those that come from out of town must often miss going to some new club or attending some special they would like to see simply because they didn't know about it.

We hope *CRUISE* will provide a solution to these problems. Published monthly, it will provide an up-to-date Guide to all of those bars, restaurants, lounges, discos, baths, cinemas, book stores and other places of entertainment that welcome the gay crowd. It also carries advertising from these and other businesses here and elsewhere that welcome gay clientele. Of course this does not mean that these businesses themselves are necessarily owned or run by gay people or that straight people are not welcome also.

Before launching the magazine we spent a considerable amount of time talking with the business owners and others about the format. Rather than compete with other publications which are given away, we decided to produce a high quality booklet with full color photographs of attractive models in hopes that it will be something that you, the customer, will be happy to pay \$1.00 for, and which you will keep and use throughout the month.

If you think a Guide such as *CRUISE* is a useful thing we hope you will support us by purchasing single copies or subscribing, and by patronizing our advertisers. We welcome your comments about the format, the listings, or any of the features of the magazine.

THE EDITORS

KEEP ON CRUISING



If you would like to stay up to date on what is happening on the Entertainment Scene in Gay Atlanta for the next twelve months, just let us know and we'll send you *CRUISE* each month. It will be mailed first class in an envelope marked "Personal", and will be your Guide to the new as well as the old Discos, Lounges, Show-Bars, Restaurants and other business establishments that welcome the patronage of Gay Clientele. Use the handy tear-out envelope between pages 26 and 27 or just mail us your check. **SPECIAL INTRODUCTORY OFFER - \$9.50 for 12 Issues.**

OR, Give *CRUISE* for CHRISTMAS. It's the ideal gift for Friends, Lovers and Gay Old Mothers. We'll send an announcement card in your name. Use the tear-out envelope or a blank piece of paper. \$9.50 for each 12 month subscription. Mail to:

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Atlanta, Georgia 30305

The
Onyx

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and the new
explosive
month, offering
offering a
crowd.

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track of a
miss going
like to see

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other places
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THE EDITORS

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AROUND TOWN



THE HARLEQUIN DINNER THEATER opened December 4 in the new Piedmont-Peachtree Crossing Shopping Center with the play, "Where's Charley," a musical based on the farce, "Charley's Aunt." Cocktails begin at 6 PM with curtain at 8:30 PM. For reservations call 262-1552. The play will run through January 18.

"GEORGE M," the musical about the life and songs of George M. Cohan opened at the Midnight Sun Dinner Theater on December 2. Singer and Dancer Russ Tamblin stars in this production which will run through January 11 at the theater in Peachtree Center. Shows run Tuesday through Sunday with matinees on Wednesday and Sunday. For reservations call 577-7074.

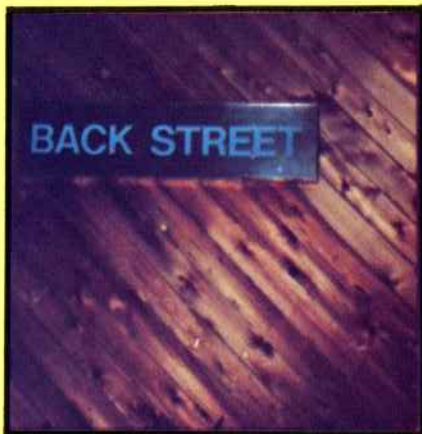
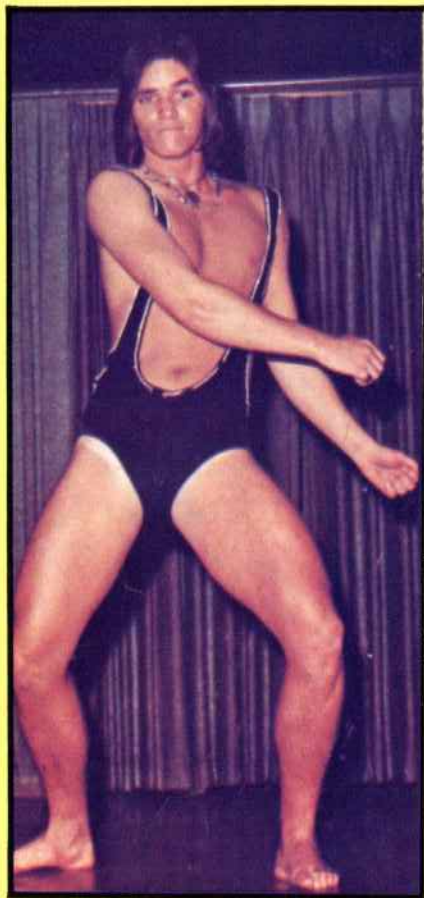
Atlanta's only GAY RADIO SHOW is broadcast by WRFG-FM (89.3 on the FM dial) every Friday from 8-10 PM. If you have items you wish to contribute write Box 5332, Atlanta, 30307 or call 523-3471.

THE ATLANTA BALLET presents The Nutcracker with the Atlanta Symphony at the Fox Theater on December 27, 28 and 29. For ticket information and gift certificates, call 261-9013.

BRITISH STERLING MEMORIAL FUND: Participating gay businessmen will be collecting \$1.00 cover charge at their establishments on Wednesday, December 17. The money collected will go to the British Sterling Memorial Fund. The fund will be used to begin an intensive lobbying campaign for gay interests in city, state and federal legislative areas.

LIBERACE will present a show at the Civic Center on Friday, January 30 at 8 PM plus shows on Saturday, January 31 at 3 and 8 PM.

Continued on Page 12



A KALEIDOSCOPE of COLORS SOUNDS and FACES



In the last five years the gay entertainment scene in Atlanta has become a kaleidoscope of colors, sounds and faces; an ever changing array of discos, lounges, show-bars, restaurants and other businesses which cater to the various tastes of the multitude of gay men and women who flock here in ever increasing numbers to party or to make a home.

Can you remember The Joy Lounge, The Piccolo, Jerry's Action, or Chuck's Rathskeller? If you do then you've been around a while. They all came and went before the end of 1971. More recent casualties in the battle of the bars include the Score One, The Bayou Landing and one we all wanted to go to but never got the chance, Cabaret After Dark. In between there were many others that flourished for a time and then revolved from view as the wheel of fortune brought up newer and more exciting places. Like The Kings Kastle, The Stardust, Peaches Back Door, The Esparanto, My House,

Continued on Page 21



Guide

To Restaurants, Lounges, Discos, Show Bars, Baths, Bookstores, Cinemas and Escort Services who welcome the patronage of gay people. Note: While all other establishments listed in this Guide are primarily gay, the Restaurants listed cater to both gay and straight clientele unless otherwise noted. Listed Alphabetically.

AFTER DARK BOOKSTORE AND CINEMA

1067 Peachtree Street
881-0187

Atlanta's Gayest Adult Bookstore and Cinema. New 100 Seat Theater featuring Quality Visual Erotica. Sixteen Movie Booths. New Game Room Now Open. Watch for new display of books and magazines coming soon. Open 10 AM Monday through Saturday, 12 Noon on Sunday. Close 2 AM, Sunday through Wednesday, 5 AM, Thursday, Friday and Saturday.

THE ARMORY LOUNGE

836 Juniper Street NE
874-9312

Popular Bar for drinking and talking. Large and cruisey Happy Hour crowd, 4 PM until 8 PM Monday through Friday, 1 PM till 8 PM on Saturday. Open 4 PM until 2 AM weekdays, 1 PM till 3 AM on Saturday. Popular with Businessmen. Though not mandatory, you can always feel at home in a coat and tie. First door north of the Northwest Corner of Sixth and Juniper.

BACK STREET

Rear of 845 Peachtree Street
872-4529

Intimate Cruise Bar open from 4 PM until 4 AM Monday through Friday, 2 PM until 3 AM on Saturday. Cocktail Time 4 till 8 PM Weekdays, 2 till 8 PM on Saturday. Beautiful Surroundings filled with Beautiful People and Friendly Bartenders. Especially Popular at Cocktail Time and during the early evening. Enter from the parking lot in the rear or through connecting doors in Joe's Disco.

CLUB SOUTH BATHS

74 4th Street NE
881-6675

Open 24 Hours A Day, Every Day. Beer Party every Wednesday from 7 until 9 PM and every Sunday from 4 to 7 PM. Sauna and Game Room Now Open. Conveniently located on Fourth Street just west of Spring.

CLUB THREE LOUNGE & DISCO

1139 West Peachtree
874-6382

Small, intimate dancing and cruising bar located in a redecorated Victorian Mansion. Open 9 PM until 4 AM on weekdays, 9 PM until 3 AM on Saturday. A Friendly DJ spins the discs every night. Their motto, "A World of Sound with You in Mind." Their invitation, "Join Us for the Holidays."

THE COVE BAR AND DISCO

586 Worchester Drive NE
875-2464

"Atlanta's Friendliest Cruise Bar," is open from 1 PM to 4 AM on weekdays, 1 PM until 3 AM on Saturday. All the beer you can drink from 11:30 until closing, \$2.50. Buffet on Saturdays and Holidays from 2 till 6 PM. Dancing, Game Room. Tickets given with every drink between Xmas and New Year's Eve give you chances on a Free Trip to Jamaica. Drawing at Big New Year's Eve Party.

GALLUS RESTAURANT AND LOUNGE

49 Sixth Street NE
892-8983

Beautifully decorated Restaurant and Lounge on the corner of 6th and Cypress. The Lounge is open from 5 PM to 2 AM Monday through Saturday, featuring Mabel at the piano from 9 until 1. Restaurant is open for dinner from 6 PM until 12:30 AM featuring a wide selection of dinners from \$5.50 to \$9.50. Credit cards honored. Call about New Year's Reservations.



**YOUR
INTIMATE
CRUISE
BAR**



BACK STREET

Rear of 845 Peachtree Street NE - 872-4529

GUIDE (Continued)

GENE AND GABE'S RESTAURANT

1578 Piedmont Road NE

876-9426

Open 6 PM until Midnight every day, this small popular restaurant specializes in northern Italian cooking and caters to a mixed but friendly crowd in a candlelit, red tablecloth atmosphere. Popular with entertainment people, dress ranges from furs to jeans. Alex Johnson entertains at the piano in the bar from 8 PM until closing. Dinners range from \$4.25 to \$8.50. Reservations suggested.

HOME PLATE RESTAURANT

567 Ponce De Leon Avenue NE

876-9930

Good Home Cooking at moderate prices. Open 11 AM to 11:30 PM Monday through Friday and 5:30 until 11:30 PM on Saturday. Closed Sunday. Try the daily special (Meat and 2 Vegetables) for only \$1.99. Beer Available. Good food and friendly people.

JOE'S DISCO

845 Peachtree Street NE

872-4529

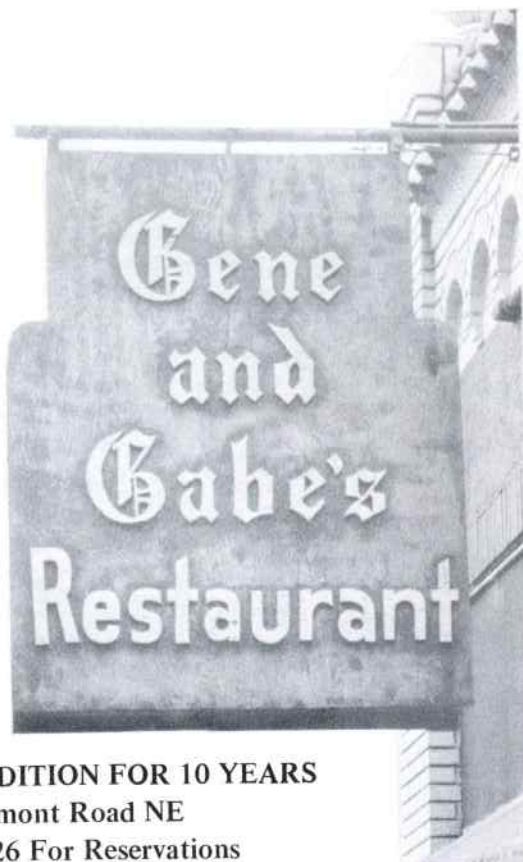
One of Atlanta's Newest and Finest Nightspots. Four GLI Speakers furnish New York Style Sound for the young cruise set who come here to dance and enjoy themselves in Atlanta's most elegant disco. Beautiful Balcony Bar overlooks the large dance floor. A high ceiling and mirrors give a spacious air. Open 9 PM until 4 AM Weekdays, 9 until 3 on Saturday.

THE LOCKER ROOM

2325 Cheshire Bridge Road NE

325-0967

Atlanta's newest gay health club. Always open. Special Christmas Party on December 23 from 8:30 until 10:30 PM. Gourmet Buffet, Open Bar, All you can eat and drink. Everyone welcome at regular prices. New 50" Color TV now in operation. Located in the Cheshire Square Shopping Center at the corner of Cheshire Bridge and La Vista.



AN ATLANTA TRADITION FOR 10 YEARS
1578 Piedmont Road NE
Phone 876-9426 For Reservations

AROUND TOWN (Continued)

DOG DAY AFTERNOON, the movie about a gay psychotic bank robber who attempts to rob a bank and ends up holding hostages, sending out for Pizza and sending the police for his "wife" is playing at Phipps Plaza I (3500 Peachtree Road) and National Triple Theatre (1-285 at Old National Highway). Al Pacino gives an excellent performance in this recent release.

THE METROPOLITAN COMMUNITY CHURCH—ATLANTA holds services at 2 and 6 PM every Sunday and at 8 PM on Wednesday at 800 North Highland Avenue. For more information call 872-2246.

The Omni presents **OLGA KORBUT** and The Russian Gymnasts on Wednesday, December 17 at 8 PM. Tickets are available at The Omni and all SEATS locations.

GUIDE (Continued)

EL MATADOR LOUNGE
 Ansley Mall
 876-9147

Friendly Neighborhood Type Bar. Open 3 PM until 4 AM on weekdays, 2 PM until 3 AM on Saturday. Located on the inside mall at the Ansley Mall Shopping Center on the corner of Piedmont and Monroe. Always a friendly crowd who like to drink and talk. Also frequented by straight clientele.

MOTHER'S DISCO-BAR
 2110-B Peachtree Road NW
 355-1776

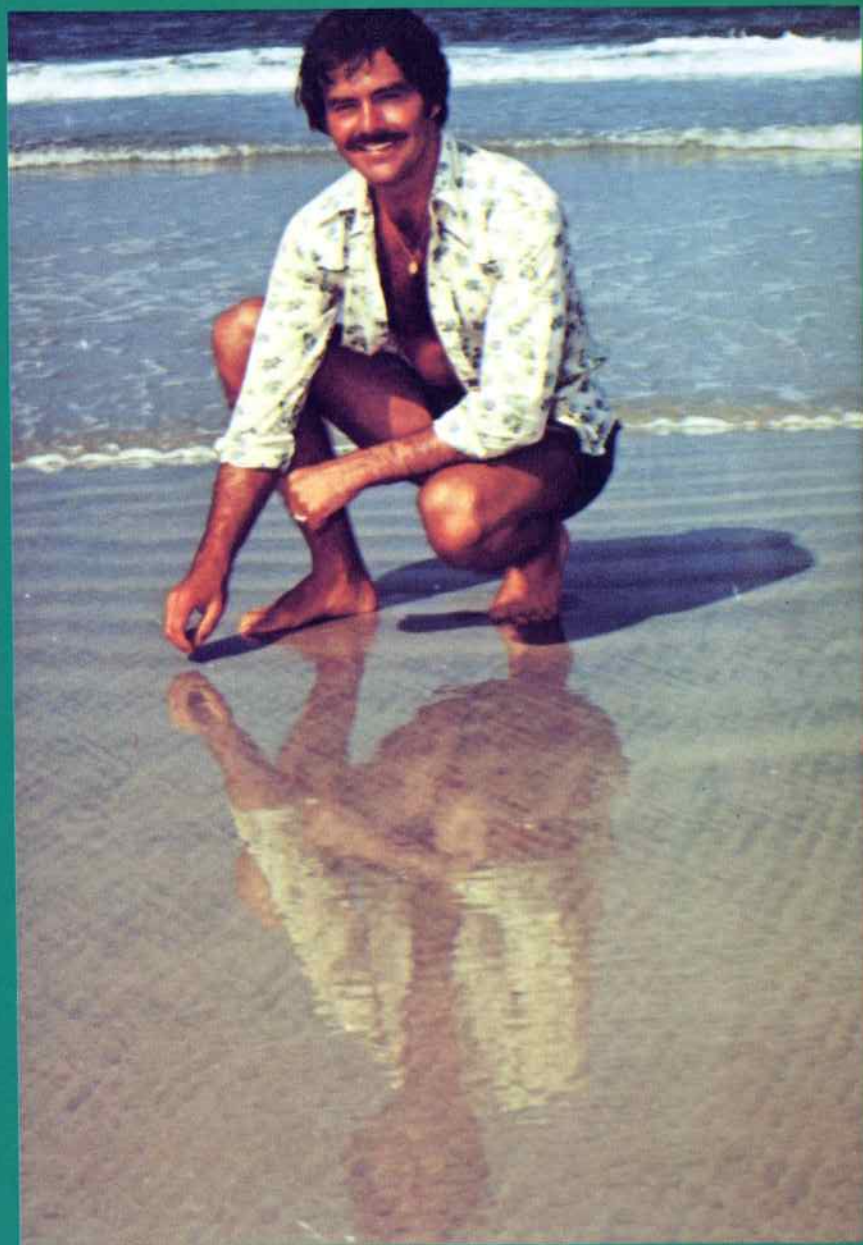
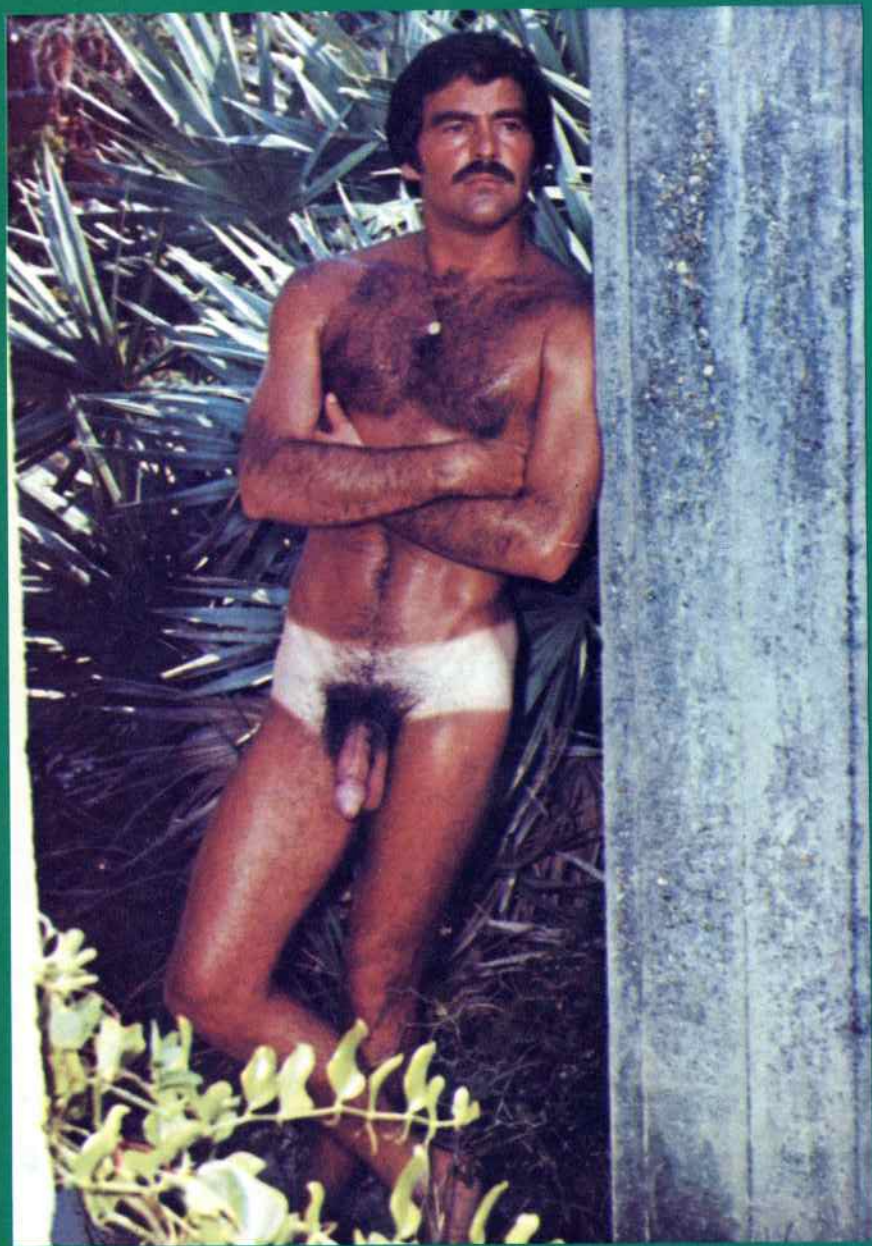
Very large and popular cruising and dancing bar. Special Holiday events include Christmas Party on December 23 with Gifts, Drawing for 3 \$100 Cash Prizes, and 50 cent Champagne all Night. New Year's Eve Party on Wednesday, December 31 with Door Prizes and 50 cent Champagne all Night. Don't miss the Gallery Game Room and Bar in the rear. Coming Soon, Mother's All Night Restaurant.

THE NIGHTCLUB
 2581 Piedmont Road
 237-8276

In Broadview Plaza, around back, on top. Each Night a Special Event including Robbie Tee, Quadapha Z e and Disco Madness. Friday and Saturday, Atlanta's Only Gay Club with Big Name Live Entertainment. Shows 10:30 and 12:30. Coming Soon: Monti Rock III, Gloria Gaynor, Diamond Lil and many others. Call for this week's act. The Nightclub is "Your Kind of Place."

THE ONYX SHOW BAR AND LOUNGE
 341 West Peachtree Street NE
 874-6382

There is always a lot happening at The Onyx. Buffet every Tuesday at 8 PM. Auction every Thursday at 10:15. Shows starring Mickey Day, Daisy Dalton, Vicki Lawrence and R. C. Cola at 10, 12 and 2 Monday through Saturday. Special Xmas Show, Babes in Fairyland. New Year's Eve Special is "A Salute to Phyllis Killer." Always a cruisey crowd of all types from drags to hustlers (all ages).



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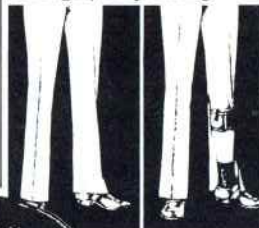
If you sometimes find yourself in dangerous situations, like maybe walking up to the corner for a quart of milk—you need Black Belt.

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All Dealer Inquiries Welcomed.

GUIDE (Continued)

PARTY BOYS ATLANTA ESCORT SERVICE 872-6969 and 876-8221

Atlanta Branch of The Party Boys Chain (Established in Miami in 1973). Offering "Social Assistance in the Southern Tradition." Personal Checks are acceptable. Customers are quoted a flat fee with no hidden extras. Phone is answered 24 hours a day, seven days a week.

THE PLEASANT PEASANT RESTAURANT 555 Peachtree NE 874-3223

Quaint Village Motif. French Continental Menu. Dinner served from 6 to 12 PM on weekdays, till 1 AM on Friday and Saturday. No reservations. Also try THE PEASANT UPTOWN at Phipps Plaza (3500 Peachtree Road). Country French Cuisine served amid a New Orleans garden courtyard. Lunch 11 till 3, Monday through Saturday. Dinner 5:30 till 11 PM, Mon.-Thur., till 12 Friday and Sat.

THE PRINCE GEORGE INN 114 6th Street NE 876-9173

Formerly a steak house, this popular Atlanta restaurant now offers a varied menu. Dinners run from \$3.95 to \$7.95. Lunch, dinner and late supper served in a casual atmosphere with friendly service. Open 11 AM until 2 AM on Monday through Friday and from 6 PM until 2 AM on Saturday. Closed Sunday. Late supper served from 11 PM until 2 AM. Wine and Liquor available.

MRS P'S LEATHER AND WESTERN BAR 551 Ponce De Leon Avenue NE 876-9339

Atlanta's only Leather and Western Bar. Open 4 PM till 4 AM on Weekdays, 4 PM till 3 AM on Saturday. Happy Hour 4 till 9 PM Monday through Saturday. The Leather Shop is open from 10 until 12 PM Tuesday through Saturday featuring western and custom made leather clothing and a complete line of leather. Call for news about special holiday plans.

Meet me at

CLUB SOUTH baths



76 4th Street NW
881-6675

GUIDE (Continued)

THE SWEET GUM HEAD

2284 Cheshire Bridge Road NE
634-2922

Popular Show Bar known as the "Show Place of the South." Three shows Monday through Thursday night at 10:30, 12:30 and 2. Two shows on Friday and Saturday at 11 and 1:30. All Time Favorites Rachel Wells, Lavita Allen, Saytan de Ville and many others. Dancing to the discs spun by favorite disc jockey Tony Ramano between shows. Good shows and a friendly crowd.

UTOPIA

Peachtree Battle Shopping Center
237-8408

UTOPIA (formerly The Sting) is Atlanta's Newest Show Bar. Two Shows Nightly starring Apple, Pearl Bailey, Rhonda Blake, Leigh Shannon, Rachel Lee and Brenda Dee. Cocktail Hour 4 till 8 PM every day but Sunday. A Special Welcome to Out-of-Towners and Students. No Cover Charge when you present an out-of-state driver's license or any College or University I. D. Card.

THE UNION STATION

436 Armour Circle
872-6113

Opening December 12 at 9 PM, The Union Station is promised as a superlative entertainment center for Gay Atlanta. Phase I is the largest Disco in the Continental US and planned additions include a Show Bar, the Ah Men Botique and a complete passenger train featuring The Diamond Lil Lounge, Dining Cars and Pullman Sleepers. Special Extravaganza planned for New Year's Eve.

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A Kaleidoscope of Colors, Sounds and Faces (Continued)

Chances, The Cruise Quarters or The Centaur.

And then there are those old favorites that have been around awhile, but which have changed owners and/or their personality numerous times. Perhaps the best known of these is Mrs. P's, probably the oldest gay establishment in the city. It once was a popular eating place which became a drinking and cruising bar later in the evening. Then for a time it had shows and contests only to be forsaken by its customers when newer, larger, and more elegant places opened. Now it flourishes as the city's leading leather and western bar.

Why all this change? Why do so many come and go? And others continually change their personality?

The answer can only lie in the character of the customers. The places that flourish are a mirror of what you, the customer, want and are willing to pay for. And as the gay community in Atlanta has grown and changed, so the businesses which

provide entertainment for them have grown and changed to meet what they, the business owners, thought their customers wanted. Now, with an upswing in the economy, the battle is on in full force to capture the entertainment dollar in Gay Atlanta.

Back in the days before the Rathskellar opened, most gay bars tried and did attract a wide range of customers. It wasn't unusual to see people from all segments of the gay society together in the same place. This was necessary because there just wasn't enough of any one type who came out regularly to keep even a small place in business. With the Rathskellar came the first indication that there were different groups and that they did like to group together. The older, businessmen types use to sit around the main bar or in the corner near the door. The lesbians liked the tables in the corner to the left of the dance floor around Peaches Bar. The freaks and hippies liked to sit on the stage and the most blacks congregated in the back corner beyond the dance floor. The

Continued on Page 24

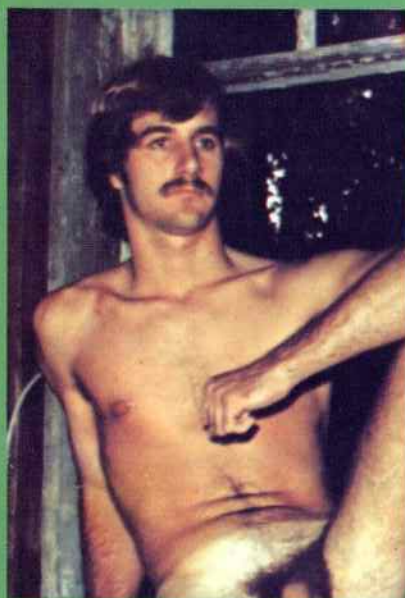
the
**Sweet
Gum Head**



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A Kaleidoscope of Colors, Sounds and Faces (Continued)

young cruise crowd would stand around the dance floor, particularly on the side next to the main bar. The Rathskellar catered to all tastes with live bands, occasional shows, plenty of seats and lots of interesting people of all types. But as other, newer places opened the crowd drifted away and we entered a new phase, one we are still in, of places that cater to a certain crowd.

The Sweet Gum Head and The Armory are both good examples of the places that consistently cater to a certain crowd and both have been successful. The Gum Head, operating in a location that was built as a nightclub, has become a popular show bar, while the Armory has attracted and held a lot of businessmen types who just like to drink and talk.

The neighborhood gay bar which can be found in San Francisco and New York is still not commonly found in Atlanta, but is perhaps the next step in the evolution of entertainment here. El Matador in Ansley Mall is perhaps the closest thing now in existence. From the start it has kept a low profile and drawn a quiet crowd who come there to drink and visit. Some of the other smaller bars may evolve to neighborhood type establishments in the future as competition from newer, fancier places draws off the glitter crowd.

And that is where the competition is the strongest, among those places which cater to the younger set who want to dance, drink and cruise the other young, attractive men. Mother's, which has been the largest and most popular of the discos has recently been challenged by Joe's, The Union Station and The Nightclub. While each is different, they

AFTER DARK

Book Shop

Film Gallery

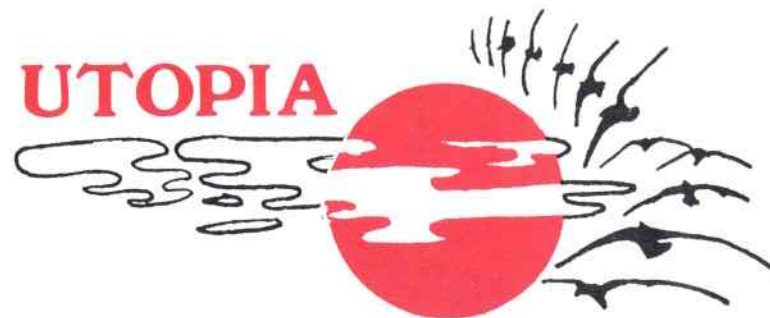
and Cinema

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all have large attractive facilities staffed with good looking bartenders and waiters. The smaller discos have been hurt by this competition, but are surviving with those customers that prefer a smaller more intimate place for dancing and cruising.

Some of the larger places are trying to draw all types by having different bars within one building. Back Street opened earlier this year as an intimate dancing and cruising bar. Now its owner has opened Joe's Disco and later plans a show bar in the same building. Mother's has it's Gallery, a separate game room with a bar and plans to open a restaurant next door. While The Union Station is opening as a disco, it also plans other facilities.

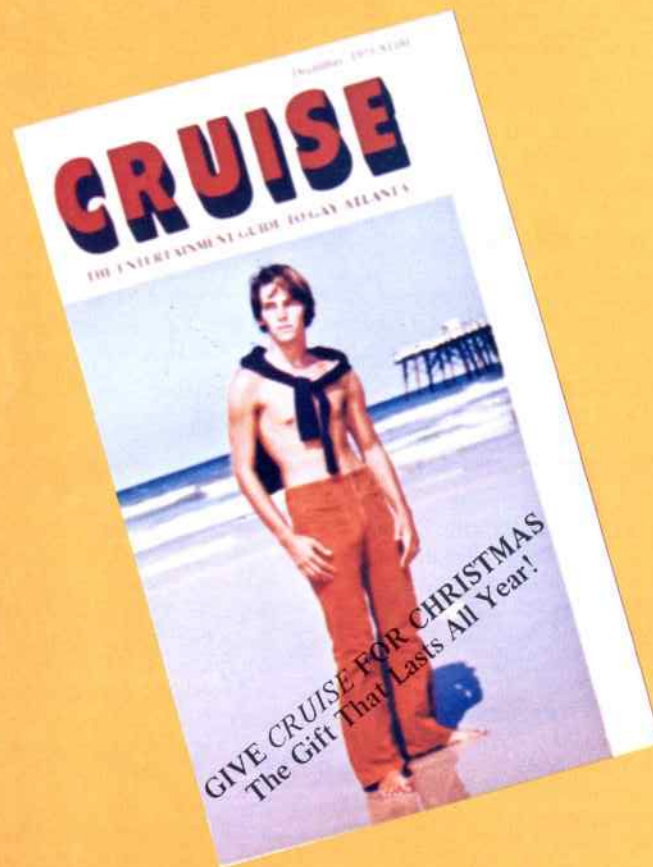
The Onyx and Utopia are medium size clubs which present shows and draw a diverse crowd much like Mrs.

P's in the old days.

And so each in its own way tries to cater to certain segments of the gay crowd. I haven't even mentioned the baths, the adult bookstores or the gay cinemas. Or the restaurants with their accompanying lounges. Each of these also competes for the entertainment dollar but on somewhat different terms.

The only thing that seems constant about the entertainment scene in Gay Atlanta is the fact that it is constantly changing. With new places opening every month and with old ones changing to try to gain a greater share of the business you can be sure of one thing. The one who will benefit the most is you, the customer. There's a tremendous number and variety of establishments competing for your entertainment dollar, so get out and enjoy them.

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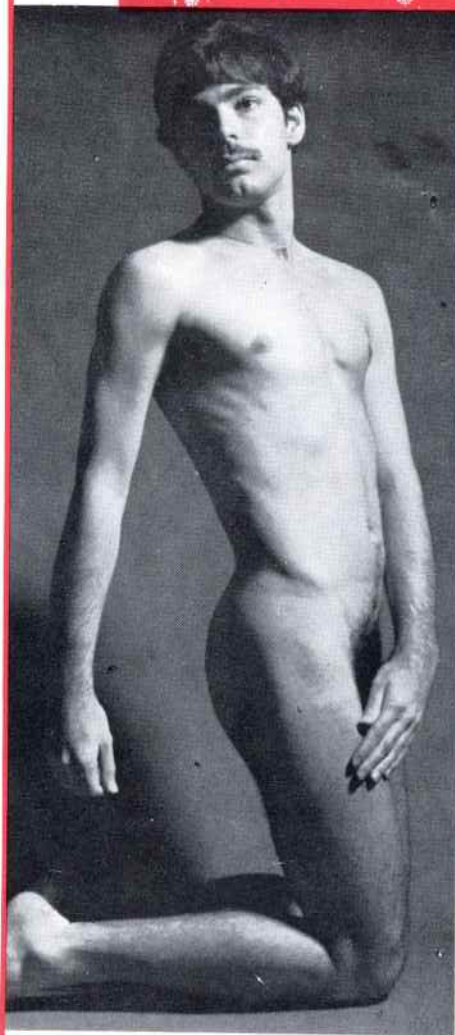


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