

The Last Straw

Jacket copy endorsements—blurbs, in marketer-speak—can make or break a trade title, but it is less common to see them on the covers of little magazines. Thinking perhaps this is an unrecognized opportunity for much-needed underwriter support, the Editors offer the following plugs as candidates for our next cover:

1. *This journal gives you wings* (Red Bull™)
2. *iRead therefore iEnjoy* (Apple™)
3. *This book, delivered* (AT&T™)
4. *Clarion is all in the mix* (Twix™)
5. *Keep reading* (Johnnie Walker™)
6. *I'm lovin' it* (McDonald's™)

Select your favorite, and send us your votes by 9/15/13; the blurb receiving the most votes will not only emblazon the cover of Number 17, but also be printed onto a limited-edition slap bracelet (for subscribers only). In the case of a tie, *Clarion* will be published without *any* endorsements, to sell or not sell according to the tastes of the reading public that knows better than to judge the taste of a fruit by the fuzz on its rind.

Humbly submitted,

THE EDITORS

About the editors:

7. Jonathan Mansicalco is a BU student born and raised in Massachusetts (Frances Gossen™)
8. Frances Gossen smells
(Jonathan Maniscalco™)

