

PROMOTIONAL MATERIAL 1980 / 1981

COME & PARTY

with **HIM** ⁱⁿ *Heaven*

Friday May 30th, at HEAVEN is a very special **HIM PARTY NIGHT** – just for HIM Guys. “Between Heaven and HIM”, we’ve cooked up a night of raunchy low-down wildness, like London’s never seen before! You’ll gasp at the **Projector & Video Show**, featuring hot HIM Photographs and moving pictures. You’ll see many HIM MODELS in the flesh, and watch as they compete to catch your eye and become **HIM MAN OF THE MONTH**. Prizes galore will be awarded!

Live entertainment, including a **MUD WRESTLING MATCH** – right on the disco floor, when **BEN “THE MUSCLEMAN”** challenges “**THE BRIXTON BLENDER**” anything could happen! The HIM BOYS will be showing what they can do in a jockstrap, and if you bring your jock – they’d love to have you join in!

The wildness starts at 10pm, ‘till late. The HEAVEN Disco, Lightshow, and all the usual facilities will be open to you, and you’ll get a chance to **meet your match** in the HEAVEN CRUISE BAR. Live T.V. Cameras will be pumping images all over the HEAVEN COMPLEX, so you won’t miss a thing – and film cameras will be recording this wild event too! It costs just £2.50 for HIM Readers (with the special discount voucher printed below). Heaven members get in for £2, and **all-comers and guests are very welcome** at £3. DRINKS are at super new **low prices**, (Pints and Shorts – 70p; Wines – 40p; Softs – 30p).

The staff of HIM will be present, and we are looking forward to meeting as many HIM readers as we can. Write your name on your admission voucher – and maybe you’ll win some champagne or a subscription! **HIM PARTY NIGHT** will be a regular once-a-month feature in HEAVEN – but we hope Friday nights at HEAVEN will become a regular meeting place for HIM Guys.

*Make sure you keep your HIM PARTY
NIGHT Entrance Voucher – it's your
passport to the wildest disco-happening
ever to hit London!*

FRIDAY MAY 30th.



 For HIM readers
(non-Heaven
Members)
this


HIM

**READERS
VOUCHER**
lets you in

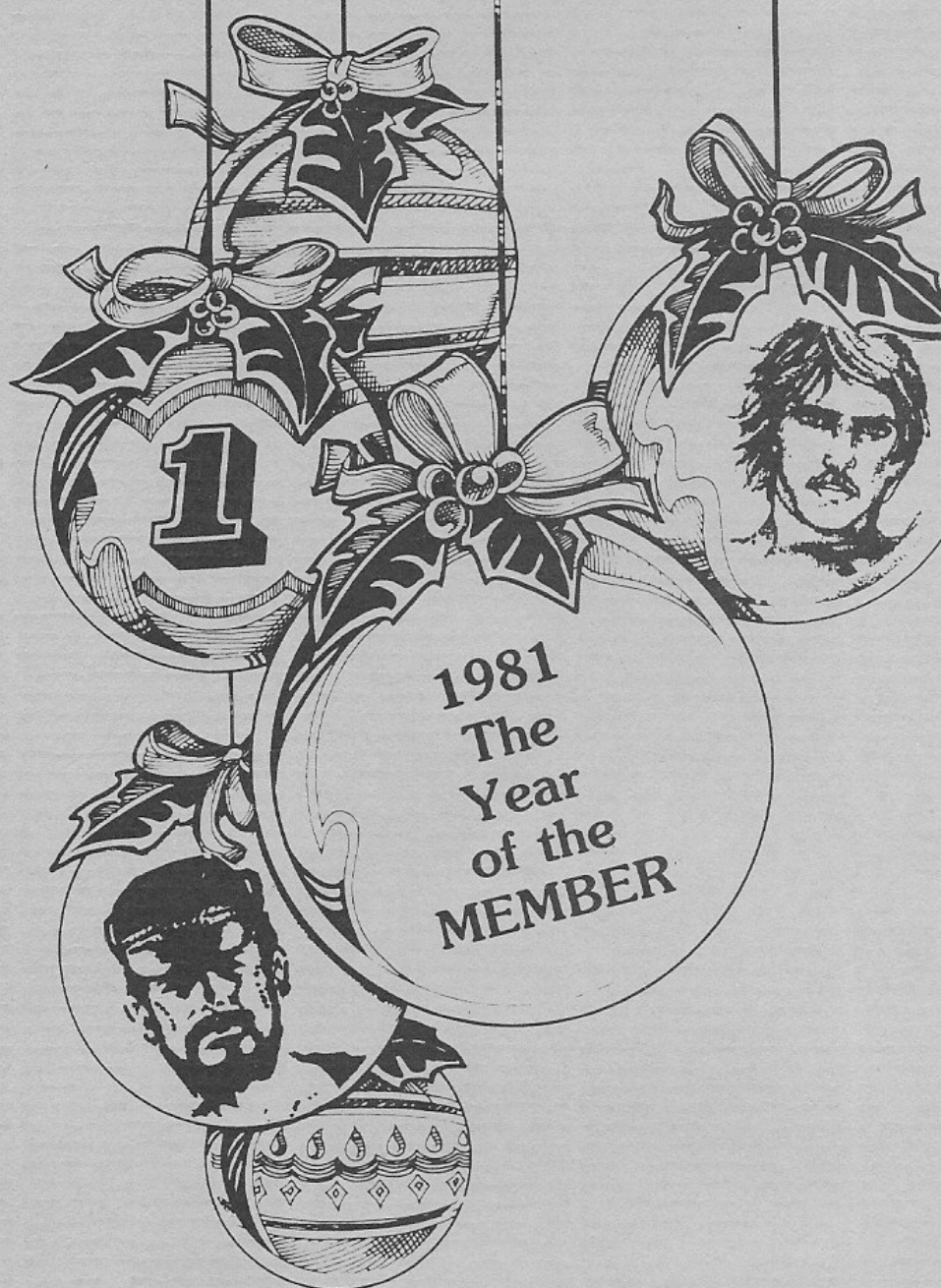
FRIDAY MAY 30th

Heaven



for **£2.50**
(regular price £3)

Heaven



Dear Member,

The purpose of this letter is mainly to thank you for your support in helping us to create something unique for the '80's. Through this help, HEAVEN has become world renowned as one of the finest GAY clubs in Europe, with the best sounds, lighting, staff, prices and customers. When we opened one year ago we told you of 'The Dreams Made In Heaven'. Many of those dreams have become reality for the 160,000 gays who have come to Heaven. Over the past 12 months, as the country has gotten more and more expensive, HEAVEN has cut it's prices (sometimes as much as 30%). We've added pool tables, gaming machines, videos, a seperate LEATHER bar...brought in the occasional Live music and Cabaret, thrown some of the 'HOTTEST' parties England has ever seen, made substantial contributions to GAY SWITCHBOARD, GAY PRIDE WEEK, WESTMINSTER CHILDREN'S HOSPITAL, ISLINGTON YOUTH CLUB, etc. etc. We even had a Float in this year's GAY PRIDE MARCH. And all this, we were able to do through your support.

We look forward to 1981 being even more exciting in HEAVEN...with a special emphasis on 'MEMBERS'. In fact, the very first event of the New Year is the MEMBERS FREE DRINKS PARTY on January 8. And throughout the year, MEMBERS will be kept informed well in advance of all our events.

We hope you'll join us in 1981 on our trip to becoming the very best GAY CLUB in the World. As you know, Membership has been closed for most of the past year. We are reopening it on December 8 for one month. Applications for renewal will be accepted at our front reception desk each Tuesday-Friday, between the hours of 8 and 10.30pm. Join early and you'll always come first. Naturally, MEMBERS come in at reduced prices whatever the occasion.

See you soon

STREET LEVEL LONDON



**HIM PARTY
ROMAN
GAMES**
IN Heaven

**SUFFER THE CRUELTY OF THE
LEGIONS GASP AT GLADIATORS
IN BLOODY ARENA THRILL TO
PUBLIC FLOGGINGS SEE THE
GREAT TEMPLE TOPPLED BY A
SLAVE IN AUCTION RELAX AT
THE BATHS FREE VOMITORIA**

**FRIDAY 26th
SEPTEMBER**

London enjoyed its first taste of **Disco Theatre** with HIM Night back in May. The atmosphere created then has since become legend – and we're all set to outdo ourselves in a Roman Orgy of sounds, smells and sights. hand-picked Gladiators will spill their blood on the sand for you, the Emperor's favourite Fan Dancer will demonstrate just how erotic dance can be (Hot From San Francisco). Heaven Slaves will tend your every need with libations and feasts. We can't give it all away here, but we promise enough surprises to drive you wild.

This is a night not to miss, and if you saw the size of the queues on the last **HIM in Heaven** night – you may be glad to hear that **advance tickets are already on sale** at Heaven. The doors open at **10.30pm**, and we strongly suggest that you arrive before 11.00 if you don't have a ticket. Prices are Heaven Members £3, All comers and Guests £4.

We hope that HIM readers will come along, meet the HIM staff, and our HIM Models – who will be working to make sure you have a raunch evening. Whatever happens on **Friday September 26th**, it's certain that it won't be dull. We shall be giving away HIM subscriptions, and there will be a £200 Uranian Travel Holiday Voucher for our "Slave Auction" contest winner! We expect that all the hottest lays of Ancient Rome will be there! This is not a fancy dress party, so wear what you like – or strip to your jock. We're in for a hot night, when in Rome...



**THE ROMANS ARE COMING, THE
ROMANS ARE COMING ...**

Friday September 26th is the big night when **Him in Heaven** stages a **Roman Games**. You are invited to mingle with the Slaves and Legionnaires, stew in the Roman baths, see Gladiators in deadly combat and witness a Slave Auction. Just for one night we are sparing no expense to re-create the lusts and brutalities that were Rome.



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