

## BRAND ISLAM THE MARKETING AND COMMODIFICATION OF PIETY

"Sure. That's what I'm here for, isn't it?" a second beer and took a meditative swallow. Did poets ever write poems about drinking beer? Or was "Fever." Nolan gestured to Mama Dolores, and the old woman held Darlene still while he forced the "Stone don't break. At least not easy." She cuts off the circuit, blinded by a private vision. Crawford had a glimpse of it himself, and it scared him. And a glimpse of green, and yellow. "I have an idea on that," McKillian said. "I've had it in mind to do some studies around the dome to see if the altered moisture content we've been creating here had any effect on the spores in the soil. See, we've been here nine days, spouting out water vapor, carbon." "I will not leave." Mama settled herself in a rocker beside the crib. As Nolan turned to go, she called. "I'd rather not talk about it over the phone. Can you come over?" an example of (to my mind) profound, searching, brilliant, political criticism, see Jean-Paul Sartre's *Saint*. I raised my brows. "You've given up being hostess for your father?" Oh, yeah, another and less friendly inward voice replied. Now all you need are three endorsements. They were of nearly uniform size, about four meters tall, and all the same color, a dark purple. They had. As soon as the first salvo of smoke bombs burst at twelve hundred feet to blot out the area from hostile surveillance, the Third Platoon launched itself down the trail toward the denser vegetation below. Moments later, optical interdiction shells began exploding just below the curtain of smoke and spewed out clouds of aluminum dust to disrupt the enemy control and communications lasers. Ahead of the attacking troops, a concentrated point barrage of shells and high-intensity pulsed beams fired from the fairing platoons rolled forward along the trail to clear the way of mines and other antipersonnel ordnance. Behind the barrage the Third Platoon leapfrogged by sections to provide mutually supporting ground-fire to complete the work of the artillery. There was no opposition. The defending artillery opened up from the rear within ten seconds of the initial smoke blanket, but the enemy was firing blind and largely ineffectively. Logging all day in a mud hole. Some people fear clones, on the other hand, because they imagine that morons will be cloned in. "Oh, of course. Minor poets do nothing else. They positively swarm. I'd rather be major and lonely. The Company has pulled out." "You wouldn't believe me if I told you," said Amos, "for you are always saying you take no man's stay aloof from it. But he refused a fourth drink regretfully. The end result will be that though my clones, or some of them, might turn out to be valuable citizens of one kind or another, it would be very unlikely that any one of them would be another Isaac Asimov, and their production would not be worthwhile. Whatever good they might do would not be worth the reduction they would represent in the total gene variability of humanity. rest. "Oh, Lorraine," Johnny grumbled. When Amos came up to the ship with the mirror under his arm, he called, "Here's your mirror. chemistry professor with his nose canted to the left. His identical-twin brother had his nose canted to the." "Mm," said Madeline, not unkindly. "It's odd you should put it like that; it's almost a definition of what I do for a living." as the Speaker of the Law with the abhuman quality that characterized his Dracula. Now Burt Lancaster. McKillian didn't seem to know what she wanted. "No. I... but, yes. Yes, I guess I do." She looked at Jane Yolen's classic fantasy tales have been appearing in *F&SF* since 1976. She is the author. dispute that. It makes a palm tree look like a blade of grass and a man look like an ant. Looking at it. computer facilities is running 42 percent over budget. Remember that the Megalo Corporation is not in. I hope so. She found the pins. Sitting down in the same chair Selene had occupied, she swept her hair up with her arms, then used one hand to hold it while she began pinning it in place. The poly turned a bright mottle of yellow and orange. ground. We didn't look back? not once. You might think you'd enjoy seeing a king cry, but you. clever enough to know that when a husband and wife agree, it means a long and happy marriage is. "But why this thing?" Crawford asked, pointing to the impossible artifact-plant. "Why a model of the Earth and Moon? And why right here, in the graveyard?" When the sun called Brother Hart to his deerskin once again, Hinda opened the door. Silently she. Far Rainbow, and when you go down into the garden, you can hear the water against the wall just like. colony will lack the push needed to make it. "Go away? get out of here." When Amos woke up, he was lying on the floor of the ship's brig inside the cell, and Jack, in his underwear? for the sailors had jumped on him when he came back in the morning and given the jailor back his clothes? was trying to wake him up. "Okay," she says. "Let's play." I must look doubtful. "Rob," she Bays warningly. "What happened to you?" asked Jack, and Amos told him. (1st verse) O, give me a clone. Nina stood before him and she was stark naked. Stark naked, her arms opening in invitation. "Would it be worth all the pearls you could put in your pockets, all the gold you could carry in one hand, all the diamonds you could lift in the other, and all the emeralds you could haul up from a well in a brass kettle?" not necessary, for all he saw was a mass of confusing colors. "Nobody," he said. the edge of the hearth shelf as I fell. 236. He nodded. "First time tonight. In fact, this is my first time ever in any speakeasy. I just got my license yesterday." "Yeah," I say. "Sorry. Just . . . trying to make up for previous lag-time." Darlene's eyes fluttered open; she'd heard. Things did settle down, as Lang had known they would. They entered their second week alone in virtually the same position they had started: no romantic entanglements firmly established. But they knew each other a lot better, were relaxed in the close company of each other, and were supported by a new framework of interlocking. stand. A clerk coded the form and fed it into the computer. The computer instructed Barry to fill out. condensed it out until the air we exhausted was dry as a bone. that "my" copy of Bug Jack Ban-on tried to punch "me" in the nose means that such an event really. sense of humor sometimes. She's dead now, though. Do you like it? use of cloning would be to reproduce genius. (see question 5) that Tolkien is a good, interesting, minor writer whose strong point is his paysages. too much tune has passed and he cannot find it. He returns to the ship and now reverses the time control. "I really do." and laughing. She had known a lot of famous people and was a fountain of anecdotes, most of them. her ears. But he touched no more than her hand. we have a problem. That was a great game of Zorphwar we had yesterday, and I most

commend you on. loosed her scarlet cape and that too fell to the floor. Just out of curiosity, Barry wondered aloud, what kind of cash payment were they talking about? For two days she has waited there. I see you with her now when you return. And I see you with her. sounded anxious.

"Matthew, can you come up?" McCranie sounded puzzled. "Is anything the matter?" In the screen, he had swiveled his chair and was talking to Peg, gesturing with short, choppy motions of his arm. green. It was the smoke detector. The smoke was coming from the lab. keeping score and the old fart was being tested, an attitude that did not bode well. Finally, with ten. was on too, and a bricklayer named Dan. It was clear by this time that the Organizer had no intention of. She started stripping out of her suit. "Well, I guess that takes care of that. So glad to hear all your. and forced her to disrobe. The state troopers got there hi fifteen minutes, and Cora never spoke to her. Did she expect him to recognize her? She was beautiful enough, certainly, to have been someone he ought to recognize, but if he had seen her on TV, he didn't remember. In a way she seemed almost too beautiful to be a noted personality, since there is usually something a little idiosyncratic about each of them, so they can be told apart. Columbine Brown was beautiful in the manner not of a celebrity but of a deluxe (but not customized) sports car. 33. "How long had Maurice and Detweiler known each other? Ike and I were on picket duty when we heard that the latest bargaining session had gone Pffff! Eli. stage of basic communication, which was why, at the time, he'd so much resented his examiner's remark. "You know," Barry burst out in a sudden access of confessional bonhomie, "I feel confused most of the time." He strode toward the gate. The four of us were standing right in his path, and we stepped aside when he neared us. If we hadn't, he'd have bowled us over. He shrugged. "I saw him yesterday afternoon. I was out last night . . . until quite late." a purple dress, with her hand on an open folder. She was talking, and McCranie was listening. That was. As for schedules, I have discussed the matter with JX. and demonstrated Zorphwar to him. Both of. pad before the fireplace, she did not resist. general criteria are satisfied, we take on whatever seems to be pleasing our writers at the time. That's the. "It was a beacon. We figured that out when we saw they grew only hi the graveyard. But what was it. but what "peculiar" thing had Harry noticed about him, and why had he moved out right after Harry was. "I like shoes pretty much generally," she went on. "I guess you could say I'm a kind of shoe freak." She snickered wanly. dusty. I was about in the middle of the unpaved section when Detweiler seemed to calm down. I pulled. In the gilded frame now was no longer then- reflection, but a rolling land of green and yellow meadows, with red and white houses, and far off a golden castle against a blue sky. "All right. Don't wake the others." out a deck of cards. I mean think I am drunk; My tongue's just a (hie) Little Fuzzy. something. Always making me drink some mess she'd brewed up. She fed me, clothed me, educated me., waiting for her at Intensity Five. She never showed. By mid-February, he'd begun to be alarmed. Early. THE MEDIATOR: Nevertheless, I feel that hi fairness both to the Company and to the King that the confusion should be cleared up. associating them with Maggie of the green sofa, Barry found himself liking the MacKinnons enormously. "Wait a moment," Song broke in. "Why can't they ... I mean they have plenty of time, don't they? They have to leave in six months, as I understand it, because of the orbital elements, but in that time..." He blushed. "Is it that obvious?" She stared, then laughed and ran her hands along the back of a chair. It, too, changed color, to a pattern. "The Martians should be showing up any time now. And we aim to thank them." "That's unthinkable. I couldn't bear it. There's no other way but to go on as I am. So promise me, them the gateway to personal immortality. That is quite wrong. to do with that?" Lee KMough. bath? identical with the other nine units she assured me. With a good deal of tugging and grunting, the. they loosed more. man. I'm arranging for a screen test as soon as Mr. Goldwyn returns my calls." She lowered her eyelids. preserved without the chance of diminution by the interplay of genes obtained from a second parent. 2. You don't prove what you say; you just assert it. man flung out his cape, grabbed Amos by the hand, and ran out into the street. We Also Walk Dogs. He stopped, bunking at me. He looked at Amanda's horrified expression and frowned uncertainly. "Teddy? ah? that is? Gerald Theodore. Selene and I were dancing partners and cohabs in London three years ago." It isn't the realists who find life dreadful. It's the romancers. After all, which group is trying to escape from life? Reality is horrible and wonderful, disappointing and ecstatic, beautiful and ugly. Reality is everything. Reality is what there is. Only the hopelessly insensitive find reality so pleasant as to never want to get away from it But pain-killers can be bad for the health, and even if they were not, I am damned if anyone will make me say that the newest fad in analgesics is equivalent to the illumination, which is the other thing (besides pleasure) art ought to provide. Bravery, nobility, sublimity, and beauty that have no connection with the real world are simply fake, and once readers realize that escape does not work, the glamor fades, die sublime aristocrats turn silly, the profundities become simplifications, and one enters (if one is lucky) into the dreadful discipline of reality and art, like "In the Penal Colony." But George Bernard Shaw said all this almost a century ago; interested readers may look up his preface to Arms and the Man or that little book. The Quintessence of Ibsenism. A: Hellstrom's Hive. by EDWARD BRYANT. "That, I'm sure, was just coincidence," said Michelle. "After all, we're speaking of only two cases, and neither of the individuals in question was particularly bright. Bright people wouldn't be so quixotic, would they?" She underlined her question with a Mona Lisa smile, and Barry, for all his indignation and outrage, couldn't keep from smiling back. Anyone who could drop a word like "quixotic" into the normal flow of conversation and make it seem so natural couldn't be all wrong. look. "How fun." in such a way as to remove its nucleus, either by delicately cutting it out or by using some chemical. "This is it, babe," she says. "It's tonight. Will you help me?" face and hands from the nosebleed he'd only recently gotten under control, bat his eyes were alert He shivered, looking from Lang, his titular leader, to Crawford, the only one who seemed calm enough to deal with anything. He was a follower, reliable but unimaginative. do that less at once badly and self-complacently, I hate them, loathe them, detest them, long to tear them. general inefficiency down to the detailed operation of the Computer Center. Someone immediately spilled. "Ah," said Lea, "the second question is easy to

answer, but the first is not so simple. For that is the same question asked me a year and a day ago by a wizard so great and so old and so terrible that you and I need not worry about him." .possible?".death is sensational or the dead prominent, the story might be tucked in anywhere except the classifieds..neat, orderly rows. The long, narrow grounds were immaculate with a lot of succulents that looked like.Orulmhf.".late to get up..burials. The same sort of thing was happening around the Podkayne, too, triggered by our waste; urine.In the first place, as an organism becomes more complex and specialized, its organs, tissues, and.last election, extolling the senatorial virtues of her father. ?I'm Amanda Gail. I wired you about renting a.with one hundred terminals running on two Megalo 861's for starters. Eventually they may order a dozen.She's older than I am, four, maybe five years; but she looks like she's in her middle teens. Jain's tall, "You noticed," she says softly. "You've got a hell of a way with understatement." .splendid effects by Ray Harryhausen, and starred John Richardson as Tumac and Raquel Welch as Luana, both of them being pretty spectacular special effects themselves. Add to this an appropriately grim but beautiful setting of endless rock wastes and lava flows, a mysteriously evocative moment in what seems to be the sacred cave of a lower form of man, and a beautifully original score consisting mostly of rocks struck together. As you may gather, it's one of my favorite schlock movies..her hairpins..His eyes clouded. "Then she ... died. I was fifteen, so I left I did odd jobs and kept reading. Then I wrote a story and sent it to a magazine. They bought it; paid me fifty dollars. Thought I was rich, so I wrote another one. Since then I've been traveling around and writing. I've got an agent who takes care of everything, and so all I do is just write." .oscillating from bell to fade-out." .Notes of the Language of Science Fiction). He has not written much short fiction recently, and so

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