

OPEN



PRETTY BOY

GROWTH MARKET

A HAIRY COMPETITION FOR CHARITY — AND A SLEEK NEW SHAVING KIT FOR THE POSTGAME

ONCE A PROUD EMBLEM of manly refinement and panache, the mustache these days has fallen into such disrepute that it's tough to find one unless every night is Burt Reynolds Film Festival night at your abode. Australian Adam Garone, for one, wants that to change — and has channeled his fondness for the maligned push-broom into Movember, a nonprofit group he founded to combat prostate cancer. Every November since 2004, he has enlisted clean-shaven men to collect pledges and then grow a thick mustache (a "mo" in Aussie argot) all month. It's been such a success — Movember 2006 raised \$7.6 million in Australia and New Zealand alone — that this fall it's finally expanding into the U.S.

Of the top 20 Movember fund-raisers since '04, 15 have hailed from the world of finance, including teams from Macquarie, Citigroup, ING and Goldman Sachs. Americans interested in this year's event can register individually or in groups at movember.com; raising just \$200 per person will secure you admission to one of Movember's end-of-month parties, where men dressed as Borat, Hulk Hogan, Charlie Chaplin and other hirsute heroes do battle for the coveted title of "Mr. Movember."

Ultimately, though, while an ironic mustache is cool and all, come December 1 you'll want to get rid of the ridiculous thing as quickly as possible — and there's no better kit for the job than the ShaveCare line from Hommage, which debuts this month. The impossibly sleek Stockholm Shave Set (\$390, pictured at left), featuring a silver-tipped badger-hair brush and matching razor, will restore your visage to virginal purity in no time.

Garone is confident American traders will embrace Movember. "It's competitive on two levels," he says. "Raising more money, and making sure your mustache is better than the next guy's." Unless the next guy is, say, Michael Steinhardt, you've got a heck of a shot.

movember.com; hommage.com

Vee-Jay Day AN INFLUENTIAL RECORD LABEL GETS A MUCH-DESERVED SECOND LOOK

TUNES

IT'S OFTEN A good idea, amid October's 31 days of maddening financial uncertainty, to revisit the past — both to learn from catastrophe (see "Black Monday: The Oral History," page 68) and celebrate forgotten triumphs. In that noble spirit of reflection — and loaded with 86 superb songs to soundtrack whichever direction the markets take this fall — comes the new four-disc box set *Vee-Jay: The Definitive Collection* (Shout! Factory), a compilation of the finest singles released over the short, spectacular life of Vee-Jay Records.

It would be hard to overstate Vee-Jay's significance. During its brief existence — founded in 1953, it shut down, mired in debt, in 1966 — the label was home to some of the pre-rock era's most influential, if not always best-known, blues, pop, doo-wop and jazz acts. (In one of music history's crueler twists, Vee-Jay

was the label the Beatles called home until Capitol Records snatched the promising foursome in 1965.)

The sheer breadth of Vee-Jay's catalog renders this set worthy of any market-induced mood. Flouted October's conventional wisdom and ended up with a month of boffo returns? This Halloween sackful of candy-coated pop (the Four Seasons, the Spaniels) is an exuberant aural high to accompany any big score. Down in the dumps because your can't-miss quant models missed? Turn up the mournful serenade of blues titans Jimmy Reed and John Lee Hooker. (There's even a smattering of gospel, should you need to appeal to a power even higher than the Federal Reserve.)

As any trader knows, fortunes come and fortunes go. But whatever difficulties this cruelest trading month does out, *The Definitive Collection* merits giving Vee-Jay, the very essence of a forgotten triumph, a prominent position in your October portfolio.



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TRADER TICKER

68 TOTAL NUMBER OF MEN, IN THOUSANDS, WHO GREW MUSTACHES FOR MOVEMBER IN 2004, 2005 AND 2006

19.5 TOTAL AMOUNT, IN MILLIONS OF DOLLARS, RAISED BY THOSE 68,000 MEN WHO GOT HAIRY FOR CHARITY DURING THE MONTHLONG EVENT THOSE THREE YEARS