FACTOID BOOKS™

THE BIG BOOK of the '70s

TRUE TALES from ten years of tackiness and tumult!

By
Jonathan Vankin
and over 50 of the world's top comics artists

ISBN 1-56389-671-0

THE BIG BOOK OF THE '70S

BY

JONATHAN VANKIN

AND OVER 50 OF THE WORLD'S TOP COMICS ARTISTS!

PARADOX PRESS

NEW YORK

TABLE OF CONTENTS

INTRODUCTION
Art by James Romberger 5

1 FREAKY FADS

'70s SEXPLOSION
Art by Jen Sorensen 8

PARTYING IN THE '70s
Art by Langdon Foss 10

STYLE, '70s STYLE
Art by Eric Shanower 12

'70s LINGO
Art by Nick Bertozzi 14

THE SHORT, HAPPY LIFE OF DISCO
Art by Seth Fisher 16

STUDIO 54
Art by Danny Hellman 20

KUNG FU
Art by Dean Haspiel 26

STREAKING
Art by Craig Thompson 30

PET ROCKS!
Art by Sam Henderson 32

THE SMILEY FACE
Art by Jason Little 33

MOOD RINGS
Art by Victor Cayro 34

SPACE FOOD
Art by Steven Weissman 36

RUNNING FIXX
Art by Michael Collins 38

10-4, BACK DOOR
Art by Matt Mitchell 40

BOOTLEG LPs
Art by Shepherd Hendrix 41

USELESS CRAP
Art by Dave Cooper 43

2 THE PLAYERS

JOHN LENNON
Art by Mark Poutenis 46

"HANOI" JANE
Art by Chris Jordan 50

KISSINGER
Art by John Cebollero 54

"THIS IS HOWARD COSELL!"
Art by Brian Buniak 57

THE GREATEST
Art by Graham Manley 60

GOVERNOR MOONBEAM
Art by Colleen Doran 63

CHUCK BARRIS
Art by Rick Geary 67

THE DECADE OF EVEL
Art by Cliff Chiang 71

BURT REYNOLDS
Art by Jeff Parker 76

FONZIEMANIA
Art by Gary Fields 78

JIMMY CARTER
Art by Alan Kupperberg 79

GARY GILMORE
Art by Sean Phillips 85

3 "AND THAT'S THE WAY IT WAS..."

WOMEN'S LIBERATION
Art by Shary Flenniken 88

THE FALL OF NIXON
Art by Terry LaBan 91

PATTY HEARST: THE TRIALS OF TANIA
Art by Tom Sutton 95

THE END OF THE VIETNAM WAR
Art by Steve Mannion 100

LIFE WITHOUT MEAT: THE MEAT SHORTAGE
Art by Bob Fingerman 104

THE BICENTENNIAL
Art by Rodney Ramos 107

ENERGY CRISIS
Art by Tayyar Ozkan 108

THE MOONIES
Art by Renato Arlem 112

A TIME OF TERROR
Art by David Lloyd 115

GIRLS, GUNS AND GERRY FORD
Art by Alex Wald 120

THE SKYLAB IS FALLING!
Art by Steve Vance 123

BLACKOUT!
Art by Stephen Blue 126

SON OF SAM
Art by Gray Morrow 130

AMERICA HELD HOSTAGE
Art by John Ridgway 135

4 ENTERTAINMENT EXPLOSION

SILVER SCREEN '70s
Art by Sergio Aragonés 142

McDONALDLAND
Art by Roger Langridge 145

THE BRADY BUNCH
Art by Joe Staton 148

TV CATCH PHRASES
Art by Dan Burr 151

THE ABA
Art by Gray 152

BASEBALL IN THE '70s
Art by Marie Severin 155

SESAME STREET
Art by Bill Alger 157

"JIGGLE" SHOWS
Art by Michael Perkins 160

"...IT'S SATURDAY NIGHT"
Art by Randy DuBurke 163

THE BAY CITY ROLLERS
Art by Robert F. Snyder 167

GLAM ROCK
Art by Paul Pope 170

MONSTERS OF ROCK
Art by Salgood Sam 174

STADIUM CONCERTS
Art by N. Steven Harris 177

PUNK ROCK
Art by Hunt Emerson 178

PUNK RULES!
Art by Gregory Benton 181

AFTERWORD 184
Art by James Romberger

BIOGRAPHIES 185

BIBLIOGRAPHY 187

COPYRIGHTS 191

INTRODUCTION

GREETINGS, FELLOW TIME TRAVELLERS!

I AM THE **MASTER OF DECADES.**

I HAVE SEEN MANY **DECADES** IN MY JOURNEY THROUGH THE FOURTH DIMENSION. COME ALONG AND I'LL TAKE YOU TO THE **STRANGEST DECADE OF ALL.**

1970s 1980 1990

THAT'S RIGHT!

NEXT STOP, THE **1970s.**

THE 60s HAD THEIR REVOLUTION. THE '80s HAD THEIR REAGAN, BUT WHAT DID THE '70s HAVE? OUR MISSION: TO FIND OUT!

BUT FIRST, THE PROPER ATTIRE!

YES, MY TIME MACHINE NOT ONLY **TAKES ME** TO THE '70s, IT HAS THE POWER TO TRANSFORM ME INTO...

'70s CHIK!

SEE, NOSTALGIA ALWAYS **OVERSIMPLIFIES** THINGS.

SURE, A LOT OF PEOPLE DRESSED GOOFY IN THE '70s.

BUT THE DECADE WAS MORE THAN POLYESTER DUDS AND BLOWDRIED 'DOS.

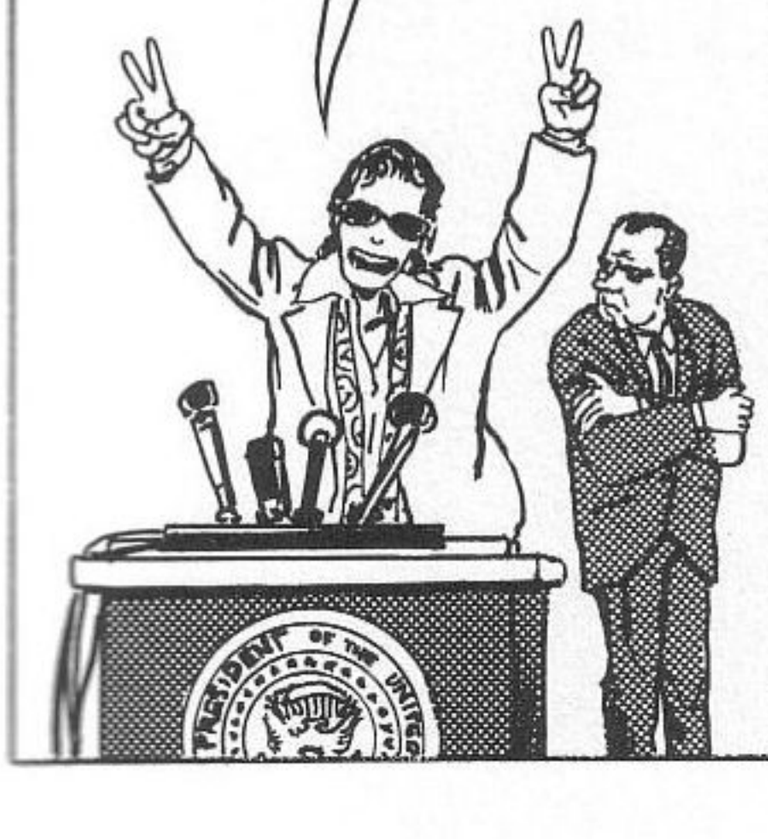
AFTER THE COUNTERCULTURE OF THE '60s, PERSONAL EXPERIMENTATION WENT **MAINSTREAM** IN THE '70s

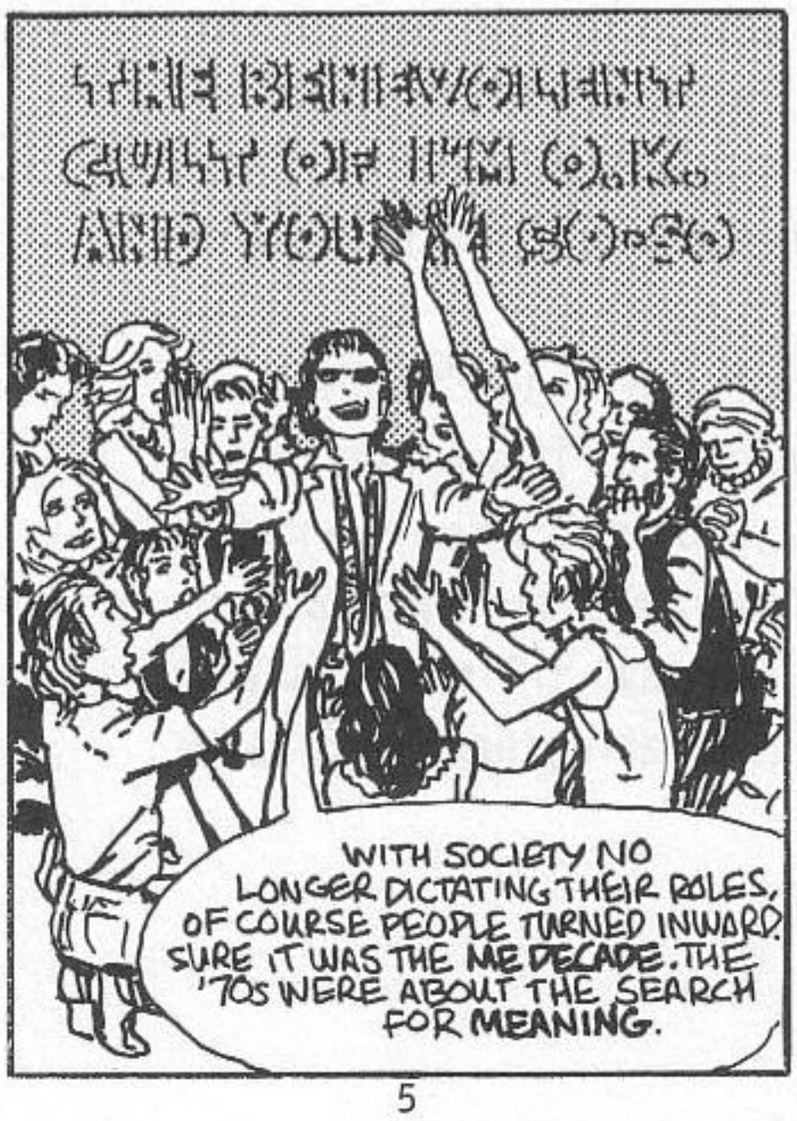
PEOPLE WERE FIGURING OUT **WHO THEY WERE** IN THIS NEW WORLD WITH NEW RULES.

SAVE THE WHALES

FOR SOME, THAT MEANT HEDONISM TO THE MAX. FOR OTHERS IT MEANT PERSONAL ENLIGHTENMENT AND SOCIAL CAUSES.

IT'S NOT SURPRISING THAT PEOPLE GOT CRAZY. LOOKING BACK, **EVERYTHING** FROM THE '70s SEEMS **SILLY.** BUT IT WAS A DECADE WHEN THE WALLS CRUMBLED. THE **GOVERNMENT** ITSELF TOOK A FALL!





WITH SOCIETY NO LONGER DICTATING THEIR ROLES, OF COURSE PEOPLE TURNED INWARD. SURE IT WAS THE **ME DECADE.** THE '70s WERE ABOUT THE SEARCH FOR **MEANING.**

OF COURSE, BY THE 21st CENTURY YOU'VE **FOUND** MEANING. YOU'VE GOT IT ALL **FIGURED** OUT.

SO YOU CAN LOOK BACK ON THE '70s AND **LAUGH.** JUST REMEMBER, WHATEVER YOU DO...

HAVE A NICE DAY!

FACTOID BOOKS 100% TRUE

CHAPTER ONE

FREAKY FADS

What we're talking about here is the most fad-laden decade of the 20th century. That'll happen when you have a breakdown of defined social conventions and the creeping saturation of media on a more massive scale than at any point in the history of humankind. In the '70s, people were on the prowl for new ideas, unusual things to do and be — and there was the media waiting to spread the word. Consequently, ridiculous things became national obsessions: pet rocks, CB radio, mood rings. Never since the days of the hula hoop had America been in the thrall of such frivolity.

Not all trends of the '70s were that ephemeral. Some, for better or worse, stuck around. Streaking may have gone the way of the velour flare, but the then-startling sexual frankness of the '70s is now the stuff of afternoon television. Illegal drugs as mass-consumable commodity — that was another '70s innovation. The drug culture took root in the '60s, of course, but in those days it was still part of what we'd now call the "alternative." In the '70s, drugs moved from Haight Street to Main Street. And there they have stayed.

While it's easy and, face it, fun to snicker at the excesses and absurdities of our '70s preoccupations — and hopefully, as you peruse the following pages, snicker you shall — much of what began in the '70s was the embryonic version of what our society has morphed into today.

HEY, SWINGERS!

MY NAME IS BIFF LOTHARIO, AND I'VE HAD SEXUAL RELATIONS WITH MORE WOMEN THAN YOU COULD FIT INTO A HOCKEY RINK. NOW I'M GOING TO SHOW YOU HOW I DID IT, WITH MY GUIDE TO THE...

'70s SEXPLOSION!

DO YOU, BIFF LOTHARIO, TAKE THIS WOMAN...

I BELIEVED IN UNCOOL SOCIAL INSTITUTIONS LIKE MARRIAGE AND MONOGAMY! BUT THEN IT HIT ME, MAN!

ALL THAT STUFF IS A DRAG! IT'S FOR SQUARES!

"AMERICANS WERE HUNG-UP. SEX WAS RARELY TALKED ABOUT, AND THERE WAS A BUMMER OF A DOUBLE-STANDARD!"

NOW, YOU BE A GOOD GIRL!

AND YOU BE A GOOD BOY! GET MY DRIFT, SON?

BUT MY PERSONAL HERO, HUGH HEFNER, STARTED A REVOLUTION IN 1955! DIG IT!

THE NAKED WOMEN IN MY MAGAZINE, PLAYBOY, ARE SYMBOLS OF DISOBEDIENCE AND AN END TO PURITANISM!

PLAYBOY

THE CHICKS HAD THEIR OWN CHEERLEADER: HELEN GURLEY BROWN!

GO GET 'EM, GIRLS! MEN ARE MORE FUN BY THE DOZEN!

SEX AND THE SINGLE GIRL

USE THEM THE WAY THEY USE YOU! SEX IS A POWERFUL WEAPON!

THE WHOLE '60s YOUTH THING MOVED THE REVOLUTION ALONG.

FORGET YOUR PARENTS' HANG-UPS. SEX IS COOL, CASUAL, AND HAPPENING.

JIMI

RIGHT ON! IF IT FEELS GOOD-DO IT!

WHEN THE '70S ROLLED AROUND, AMERICA HAD A THRIVING SINGLES CULTURE. THAT'S MY SCENE!

HEY, BABY.

ARE THOSE SPACE PANTS YOU'RE WEARING? 'CAUSE YOUR ASS IS OUT OF THIS WORLD!

EVEN SQUARES IN THE SUBURBS STARTED SWINGING. AT COCKTAIL PARTIES, THEY'D THROW THEIR CAR KEYS IN A BOWL, AND WHOEVER'S KEYS YOU GRABBED-YOU WENT HOME WITH.

WHADDYA WAITIN' FOR, HOT STUFF?!

SEX WAS EVERYWHERE, MAN. IT WAS EVEN COOL TO CHECK OUT DIRTY MOVIES. THEY CALLED THEM "ADULT FILMS." GROOVY!

"DEEP THROAT" COST $25,000 TO PRODUCE AND MADE $90,000 IN ONE WEEK!

DEEP THROA

HOW FAR DOES A GIRL TO UNTANGLE HER T

NOW SHOW

IVORY SNOW

THE '70s CREATED A NEW MEDIA PHENOMENON: THE SEXUAL CELEBRITY. THERE WAS IVORY SNOW-GIRL-TURNED-PORNO STAR MARILYN CHAMBERS...

BOOKS

...AND CENTERFOLD-TURNED-"RESEARCHER" SHERE HITE WHOSE CREDO WAS...

THE JOY OF SEX

Kama Sutra

HOW TO MAKE LOVE TO

WHY MUST A MAN GIVE A WOMAN AN ORGASM? WHY CAN'T SHE USE HER OWN HAND?

HITE REPORT ON FEMALE SEXUALITY

THERE WERE NIGHT-CLUBS DEVOTED TO NOTHIN' BUT GETTIN' IT ON EVERY WHICH WAY—WITH WHOEVER SHOWED UP!

SQUISH!

SPLORK!

NEW YORK'S PLATO'S RETREAT HAD ITS "MAT ROOM" WHERE SWINGERS GOT DOWN BY THE HUNDREDS NIGHTLY!

"CHICKS GOT OFF IN THE '70s—BUT MEN STILL MOSTLY RAN THE SEXUAL SHOW. LIKE LARRY FLYNT, WHOSE RAUNCHY HUSTLER MAGAZINE ONCE DECLARED...

ACTUAL COVER

WE WILL NO LONGER HANG WOMEN UP LIKE PIECES OF MEAT!

BUT BY THE LATE '70s, A LOTTA THAT "RESPECTING WOMEN'S FEELINGS" HAD DIED DOWN. LOTSA GUYS WANTED THE FREE LOVE NO MATTER HOW THEY GOT IT.

LAY IT ON ME, BABY. I DIG YOUR INNERMOST FEELINGS.

EVEN THE ONCE-CHASTE MEDIUM OF TELEVISION WENT FOR IT. A WHOLE NEW GENRE APPEARED—THE "JIGGLE SHOW."

KA-BOING-BOING-BOING!

IF YOU ASK ME, THE '70s SEXUAL REVOLUTION WAS THE GREATEST SOCIAL UPHEAVAL OF THE 20TH CENTURY, EVEN IF IT WAS EVENTUALLY PACKAGED AND SOLD.

ANYWAY, BABY, AMERICA'S BEEN SEXIER EVER SINCE. GOD BLESS THAT!

FACTOID BOOKS 100% TRUE

GREETINGS, FELLOW *PARTIERS!* I'M STASH HEADLY! REMEMBER THE '70S? MAYBE YOU DON'T--'CAUSE YOU SPENT THE WHOLE DECADE BEING A *PARTY ANIMAL!* WHOA!

SO FIRE ONE UP, AND LET ME TELL YOU ABOUT...

PARTYING IN THE 70s

AND *PARTY* MEANT ONE THING BEFORE ANYTHING ELSE. THE SACRED PARTY HERB! *WEED! POT! GRASS! REEFER! MARIJUANA*, DUDE!

IT WAS SO POPULAR, IT EVEN HAD ITS OWN *MAGAZINE*. STILL DOES!

THERE WAS HARDER STUFF AROUND, TOO. A LOT OF VIETNAM VETS BROUGHT *HEROIN* BACK.

THERE WERE HALF A MILLION JUNKIES IN AMERICA BY THE MID 1970S. KIND OF A BUMMER, BUT, HEY-- YOU PAYS YOUR MONEY...

SMACK WAS DOPE FOR FOLKS WHO WANTED TO GET *REAL* FAR AWAY FROM THE WORLD, LIKE THE GUYS IN VIETNAM AND IN THE OTHER WAR ZONE --THE INNER CITIES.

IF YOU GOT HOOKED, YOU WERE CONSTANTLY "ON THE NOD," OFF IN A DREAM. NICE WHILE IT LASTED AS LONG AS YOU DIDN'T WAKE UP DEAD.

RICH CATS PARTIED MORE THAN ANYONE. THEY HAD THEIR OWN DRUG, TOO. SNOW! BLOW! *COCAINE!* AND THIS STUFF WAS EXPENSIVE!

HEY, DOOR DUDE. THIS IS FOR THE RICH DUDES IN 14-C.

I GUESS RICH PEOPLE THOUGHT DOING COKE WAS SOMETHING THEY COULD HANDLE. BUT THEY LIKED COKE SO MUCH THEY MADE IT A FASHION STATEMENT IN THEIR DISCOS.

BEST OF ALL, COCAINE WAS *COMPLETELY SAFE!* RIGHT? UNLESS YOU *FREE-BASED* IT, MIXING IT WITH *ETHER* AND *SMOKING* THE STUFF. THAT COULD GET A LITTLE RISKY, MAN.

PILLS WERE PLENTIFUL AND POPULAR IN THE '70S, TOO. THE COOLEST WERE SLEEPING PILLS MADE BY THE *RORER* PHARMACEUTICAL COMPANY. THEY CALLED 'EM *QUAALUDES!* 'LUDES, FOR SHORT, DUDE!

'LUDES MADE YOU FEEL KIND OF DRUNK --WITHOUT THE *HANG-OVER*. THEY WERE A GREA-AAAT *PARTY DRUG*, DUDE!

IF YOU MIXED 'LUDES WITH ALCOHOL YOU GOT EVEN DRUNKER! SO DRUNK THAT YOU PASSED OUT. AND WENT INTO A COMA. AND NEVER WOKE UP. LIKE ONE NEW JERSEY GIRL NAMED *KAREN QUINLAN.*

DID WE PARTY *TOO HARD?* DID DRUGS *BURN OUT* AMERICAN YOUTH IN THE '70S?! DID WE BLOW OUR CHANCE TO *AFFECT POSITIVE SOCIAL CHANGE*, BECOMING *NO BETTER THAN OUR PARENTS* WITH THEIR *MARTINIS* AND *BOURBON?*

WHO CAN SAY?

IN THE '60S, WHEN THE DRUG CULTURE STARTED, THE HEADS DROPPED ACID. COOL --EXCEPT THEY THOUGHT IT WOULD CHANGE THE WORLD OR SOMETHING.

IN THE '70S, WE JUST WANTED TO *PARTY!*

LOOK, DRUGS ARE *COOL!* AT LEAST WE THOUGHT SO THEN 'CAUSE WE HAD ROCK STARS TO TELL US SO! LIKE, IN THE '70S, WE HAD ERIC CLAPTON.

♫ SHE DON'T LIE! SHE DON'T LIE! COCAINE! ♫

OKAY, I ADMIT WE WERE PRETTY NAÏVE ABOUT DRUGS BACK THEN. IN THE '80S, THE PARTY TURNED NASTY. THERE WAS THIS TYPE OF CO-CAINE CALLED "CRACK." THAT WAS SOME BAD STUFF, MAN.

ON THE OTHER HAND, HEY, *DRUGS* DON'T KILL PEOPLE! *PEOPLE* DO! KNOW WHAT I MEAN?

RAT-A-TAT-TAT-TAT!!!

HEY, GROOVY DUDES AND CHICKS! **BIFF LOTHARIO** HERE TO LAY MY RAP ON YOU ONCE AGAIN! THIS TIME, I'LL TELL YOU HOW TO OOZE THAT

STYLE, '70s STYLE!

LIKE SO MUCH ABOUT THE '70S, FASHION HAD TO DEAL WITH PROTESTS. **"ANTI-FASHION"** WAS THE HIP SLOGAN AS PEOPLE FREED THEMSELVES FROM THE TYRANNY OF THE OPPRESSIVE DESIGNERS! **RIGHT ON!**

FIGHT AGAINST DICTATING DESIGNERS

FIGHT AGAINST DICTATING DESIGNERS

FIGHT AGAINST DICTATING DESIGNERS

WHEN DESIGNERS TRIED TO FORCE THEM INTO ULTRA-SQUARE "MIDI-SKIRTS," CHICKS **REBELLED!**

YOU SHALL WEAR IT AND **LIKE** IT, FASHION-ILLITERATE AMERICAN FEMALE!

THE **HELL** I WILL! I LOOK LIKE @%#$IN' **HESTER PRYNNE!**

DIG IT! CHICKS EVENTUALLY SHOWED MORE LEG--AND DITCHED SKIRTS ALTOGETHER! THEY STARTED WEARING **HOT PANTS**--SHORTS THAT BARELY COVERED THEIR **BOOTY!**

THEY WERE SO POPULAR, EVEN SOME **GUYS** STARTED WEARING THEM!

DESIGNERS HATED HOT PANTS. BUT THE LADIES GROOVED ON THEM! THEY ALL WORE THEM, FROM CELEBRITIES TO WAITRESSES.

HOT PANTS WENT NICELY WITH THAT OTHER EARLY-'70S ANTI-FASHION TREND--THE BRALESS LOOK! **FAR OUT,** BABY!

HOJO

I **SUPPORT** THE RIGHT OF WOMEN TO WEAR AS **LITTLE** AS **POSSIBLE!** LIKE THEY DID IN THE SUMMER OF '74 WHEN THE **STRING BIKINI** WAS THE NEW BEACHWEAR CRAZE! **RIGHT ON,** SISTER!

IN THE '70S, FOR THE FIRST TIME, CLOTHES EMPHASIZED COMFORT --AND SEX, SEX, **SEX,** BABY! THE MORE ATTENTION-GETTING, THE BETTER.

EVEN THE **WORKIN' MAN'S** STAPLE --BLUE JEANS-- GOT DECKED OUT WITH STUDS AND PATCHES.

THEN THERE WAS THE TREND EVERYONE THINKS OF WHEN THEY THINK OF THE '70S. **BELL BOTTOMS.** THEY ADDED A LITTLE "FLAIR" TO THE EVERYDAY PANTS-LEG, AND SOON BELL BOTTOMS TOOK OVER THE WORLD.

IF YOU LIKED BELL BOTTOMS, YOU'D LOVE ***LEISURE SUITS***. THESE SWINGING POLYESTER DUDS WERE SUPPOSED TO BE EQUALLY AT HOME IN THE OFFICE, ON THE GOLF COURSE OR A COCKTAIL PARTY.

LOOKING GOOD, BOB.

GREAT SUIT, DON.

PROBLEM WAS, LEISURE SUITS WERE SO ***CHEAP*** THAT SOON EVERY SLOB IN AMERICA COULD GET ONE. THESE THREADS BECAME ***UNCOOL*** --FAST!

C'MON BACK, SWEETHEART! I'LL BE A ***SEX MACHINE*** ALL NIGHT ***LONG*** FOR YA!

THEY SAY SHOES MAKE THE OUTFIT, AND NOTHING COMPLEMENTED BELL BOTTOMS--OR ANY '70S STYLE --LIKE PLATFORM SHOES.

LIKE, I GOT A ***THING*** FOR TALL CHICKS, BABY!

BLUE JEANS, PLATFORMS AND ***T-SHIRTS*** WERE ALL PART OF ANOTHER ANTI-FASHION TREND. ***UNISEX***! CHICKS AND DUDES WEARING THE SAME THREADS, MAN!

BY MID-DECADE THE "ANTI-FASHION" THING CAME FULL CIRCLE. BLUE JEANS --AN ORIGINAL ANTI-FASHION STATEMENT--WERE NOW MADE BY ***DESIGNERS***.

EVERYONE WANTED "THE JORDACHE LOOK" --OR WHAT CAME WITH IT!

BY 1977, IT WAS TIME FOR ANOTHER ANTI-FASHION REBELLION. ***PUNK***!

HEY, HEY PUNK BABY. WANNA...UH, GUESS NOT.

YOU LOOK AT '70S FASHIONS AND ***LAUGH***. BUT MR. AND MRS. AVERAGE AMERICAN FINALLY FELT FREE TO EXPRESS THEIR ***INDIVIDUALISM***, THEIR ***SEXUALITY***.

SO WE WENT A LITTLE OVER THE TOP. SO WHAT?

MAYBE THAT'S WHY "RETRO" '70S FASHIONS ARE MAKING A COMEBACK. NO MATTER HOW YOU CHOOSE TO EXPRESS IT, SEXINESS NEVER GOES OUT OF STYLE.

LET ME KNOW WHEN YOU'RE READY FOR THE ***REAL THING***, BABY!

'70s Lingo

And now we begin our study of the strange cultural phenomenon known as...

"First, let us examine some common '70s greetings."

Hey, Bro! **What's happenin'?**

How's it **hangin'?**

"In some cases, an additional level of intimacy was expressed with a ritualistic gesture."

Gimme some skin, man!

I'll slap you ten!

"Many of these expressions used in the larger white culture came from black, inner city, or jazz culture."

"Superlative expressions were also in common usage."

Excellent!

You got the new **Ted Nugent** album! **Outstanding!**

That's **awesome.**

KISS

"This 'awesome' was used by the so-called 'freaks' before it was co-opted by California Valley kids."

"These superlatives were often employed when words of lesser strength would suffice, for no apparent reason."

Excellent! **Scooter Pies** for lunch.

Awesome.

"This tendency was characteristic of youths also given to outbursts of what in the '70s was first referred to as **air guitar**."

Daaaa-Daa-DAA! Daa-Daa-Da-DAAA!

KISS

Smoo-ooke on the **Waahhh**-ter!

"These youths reserved a separate set of superlatives for describing members of the opposite sex."

Bodacious!!

What a pair of **foxy chicks!**

Spazz!

Doofus!

"There were **many** additional terms expressive of enthusiasm. One imagines the decade as an era of unmitigated joy."

Cat scratch feee–ver!!

What a **wicked rush!**

Nugent **rules!**

Whoa! **Intense!!**

"But not all was idyllic, as indicated by the numerous **terms of dismay** in common usage."

Turn that racket...

My God! What are you **reading?!**

Mom! What a **hassle!** I'm **majorly bummed!**

Don't tell my Mom, Mrs. Stamywokowycz! That would really **bite!**

You boys ought to be...

Come on, Mom! Take a **chill pill!**

Yeah, Mrs. Stam! **Mellow** out!

"Ah! Now we come to one of the '70s' most versatile terms!"

"This term could be used to describe any quiet or calm reaction..."

Hey, man, **mellow** party.

Yeah, my parents are pretty **mellow.**

... so I was feeling kind of **mellow** and I said to him, "Hey, like, be **mellow!** Okay?"

...mellow...

...mellow...

...mellow...

"...or person or emotional state."

"Sometimes, '70s words were not words at all."

Then he was like, **DUH!**

"But their meaning was clear nonetheless."

"Then there were the many words for the favorite activity of many '70s teens."

Hey, man. Let's cut class and get **fried!**

...get **buzzed!**

Smoke a **bowl!**

No. Really.

I've got a test in...Well, yeah, I'm down.

I hope that leaves you **psyched** for the exam! I hope you all **whale** on it. Be sure not to **blow off** your studying, lest your grades turn out really lame.

Catch you later!

The short, happy life of DISCO

IN AMERICA'S INNER CITIES IN THE EARLY '70s, PEOPLE ESCAPED FROM THE PRESSURES OF THE STREETS BY DANCING 'TIL THE BREAK OF DAWN IN CONVERTED WAREHOUSES.

THUMP-A

THUMP-A

THUMP!

THEY CALLED THESE PLACES "DISCOS."

IN EUROPE IN THE EARLY '70s, WEALTHY JET-SETTERS WITH NOTHING BETTER TO DO GYRATED THE NIGHT AWAY IN TRENDY NIGHTCLUBS.

THEY CALLED THESE PLACES "DISCOTHEQUES."

IN THE EARLY '70s, GAY CULTURE WAS MAKING ITS FIRST TENTATIVE MOVE OUT OF THE UNDERGROUND, BUT WAS STILL ON THE FAR FRINGES. DANCE CLUBS WERE ONE OF ITS FEW SAFE HAVENS.

THESE DIVERSE SCENES ALL HAD ONE THING IN COMMON: BLACK MUSIC. SOUL. R&B. IN PARTICULAR, THE LIVELY, DANCEABLE "PHILADELPHIA SOUND" OF GROUPS LIKE THE O'JAYS.

♪ THEY SMILE IN YOUR FACE! ♪

MEANWHILE, BANDS LIKE SLY AND THE FAMILY STONE WERE ADDING HEAVIER BEATS TO SOUL AND R&B, CREATING A *NEW* MUSIC.

♪ THANK YOU-- FALLETINME-- BE MICE ELF...! ♪

WOMP! GA-WOMP!

THEY CALLED IT--*FUNK!*

URRGH!

FROM THIS VOLATILE MIX OF SUBCULTURES--EURODANCE CLUBBING, GAY NIGHTLIFE, AND FUNK--SHARING INTERESTS ONLY IN AFTER-HOURS ESCAPISM, A NEW SOCIAL PHENOMENON SEEMED SOMEHOW INEVITABLE.

WHUMP!

PUT

THAT PHENOMENON WAS CALLED "DISCO." DISCO CLUBS OPENED IN CITIES ALL OVER THE COUNTRY. AS DISCO CRAWLED OUT OF THE GHETTOS AND GAY BARS, ONE DANCE CRAZE PUSHED IT TOWARD THE MAINSTREAM.

SAY, HONEY, AREN'T THESE STEPS *FUNKY*?

I THINK I'M GONNA FALL...!

IN 1975, VETERAN SONGWRITER AND PRODUCER VAN MCCOY RELEASED A SINGLE.

♪ DO THE HUSTLE! ♪

IT ZOOMED TO THE TOP OF THE CHARTS. DISCO FEVER WAS *ON!*

DISCO BRED ITS OWN STARS, LIKE THE 300-POUND "PRINCE OF LOVE," BARRY WHITE AND HIS "LOVE UNLIMITED ORCHESTRA."

I'M *QUALIFIED* TO *SATISFY* YOU, BABY!

WHITE'S LUSHLY ORCHESTRATED YET DANCEABLE SONGS OF LOVE--AND *MAKING* LOVE--DEFINED DISCO'S MUSICAL AESTHETIC.

DISCO WAS ABOUT *ELEGANCE.*

THE CONSUMER WAS SUPER-ELEGANT AND THAT'S HOW I WANTED THE MUSIC.

BUT THERE WAS A FINE LINE BETWEEN ELEGANCE AND ELITISM IN THIS NEW WORLD OF DISCO.

SORRY. BEAUTIFUL PEOPLE ONLY!

DISCO WAS ALL ABOUT GLAMOUR. ITS MOST RECOGNIZABLE ORNAMENT WAS THE MIRRORED "DISCO BALL," AN OBJECT WHOSE ONLY PURPOSE WAS TO SPARKLE AND SHINE IN EVERY WAY POSSIBLE.

WITH ROOTS IN SOUL AND FUNK, DISCO MUSIC'S BIGGEST STARS WERE BLACK. THE BAND "CHIC" WAS ONE OF THE MOST INNOVATIVE--AND SUCCESSFUL.

AAAHH-- --FREAK OUT!!

DISCO'S OVER-THE-TOP EROTICISM AND GLITTERY FASHIONS CAME STRAIGHT FROM THE GAY SCENE. ITS BEAUTIFUL-PEOPLE BRAND OF SNOBBERY WAS *TRÉS* EUROPEAN.

IT ALL SEEMED AN UNLIKELY OBSESSION FOR MIDDLE AMERICA.

UNTIL 1976 AND--*SATURDAY NIGHT FEVER!* A MOVIE ABOUT AN AGGRESSIVELY *HETERO-SEXUAL* WHITE GUY FROM BROOKLYN PLAYED BY JOHN TRAVOLTA.

THE FILM WAS A HIT, BUT THE SOUND-TRACK WAS EVEN BIGGER. IN FACT, AT 25 MILLION COPIES, IT WAS THE BIGGEST-SELLING RECORD EVER!

THE 17-SONG DOUBLE LP, WITH A MEMORABLE COVER SHOT OF TRAVOLTA, DID MORE THAN ANYTHING TO MAKE DISCO A NATIONAL CRAZE.

WITH DISCO'S MASSIVE POPULARITY CAME AN EQUALLY MASSIVE BACKLASH.

DISCO SUCKS!! DISCO SUCKS!!

DISCO SUCKS.

SOME CLAIMED *RACISM* AND *HOMOPHOBIA* WAS BEHIND DISCO BASHING. OTHERS SAID THEY JUST HATED THE MUSIC.

NEW YORK'S STUDIO 54 OPENED IN 1977, A NONSTOP ORGY OF SEX, DRUGS AND MONEY.

IT GAVE THE REST OF AMERICA ONE MORE REASON TO HATE DISCO.

BY 1978 DISCO WAS SLIPPING INTO SELF-PARODY ANYWAY. THE VILLAGE PEOPLE MADE A JOKE OF GAY STEREOTYPES--AND SCORED HUGE HITS.

IT'S FUN TO STAY AT THE Y-M-C-A!!

YOU DIDN'T EVEN HAVE TO GET THE GAG TO LAUGH (MANY PEOPLE DIDN'T).

EVERYTHING GOT DISCO-FIED. THERE WAS EVEN A DISCO VERSION OF BEETHOVEN'S 5TH SYMPHONY.

DISCO'S BLATANT SEXUALITY WAS EITHER HIGHLY EROTIC--OR OUTRAGEOUS AND SILLY, DEPENDING ON YOUR POINT OF VIEW. ON DONNA SUMMER'S 16-MINUTE HIT "LOVE TO LOVE YOU, BABY," SHE APPEARED TO HAVE AN ORGASM RIGHT THERE ON WAX.

AWWH! OOOOH! LOVE...LOVE... AAAHHH!

Heh Heh. GULP!

A GENUINE PORNO-MOVIE STARLET, ANDREA TRUE, TURNED INTO A DISCO DIVA AND HIT BIG WITH...

MORE, MORE, MORE!!

DISCO NEVER GOT SILLIER THAN WHEN L.A. DISC JOCKEY RICK DEES CUT A NOVELTY RECORD.

DISCO-- DISCO DUCK!!

IT WENT TO NO. 1, SELLING FOUR MILLION COPIES.

HOW LONG COULD AMERICANS DANCE THEIR CARES AWAY BEFORE THEY GREW TIRED?

WITH LITTLE TO SAY BEYOND "PARTY!" THERE WAS ONLY SO FAR DISCO COULD GO. IT WAS BORN TO BURN OUT.

IN ITS DAY, DISCO WAS THE FIRST MUSIC THAT BROUGHT ALL TYPES OF PEOPLE TOGETHER--MALE, FEMALE, BLACK, WHITE, STRAIGHT OR GAY. OUT ON THE DANCE FLOOR, EVERYONE WAS EQUAL.

BUT DISCO-HATING COULD BE UGLY. IN 1979 A CHICAGO DJ STAGED "DISCO DEMOLITION NIGHT" IN KOMISKEY PARK, DYNAMITING THOUSANDS OF DISCO RECORDS. FANS RIOTED--IN GLEE.

KA-BOOM!

THE MUSICAL BACKLASH AGAINST DISCO GAVE BIRTH TO PUNK--AN ANTI-GLAMOUR MOVEMENT IF EVER THERE WAS ONE.

THOUGH PRONOUNCED "DEAD," DISCO HAS RETURNED, AS PART OF '70s NOSTALGIA AND AS A BIG INFLUENCE OF THE ELECTRONIC DANCE MUSIC AND HIP HOP OF THE NEW MILLENNIUM.

STUDIO 54

AS THE DISCO CRAZE ROLLED ON, ONE NIGHTCLUB IN NEW YORK BECAME THE CENTER OF '70S GLAMOUR, CELEBRITY-WORSHIP AND SELF-INDULGENCE. YOU KNEW YOU WERE ONE OF THE BEAUTIFUL PEOPLE IF YOU COULD GET IN THE DOOR AT *STUDIO 54*.

ONE MAN DETERMINED WHO WAS IN AND WHO WAS OUT... ***STEVE RUBELL***.

GROWING UP IN BROOKLYN, OVER-SHADOWED BY HIS TALL, HANDSOME OLDER BROTHER, RUBELL DEVELOPED A DRIVEN PERSONALITY. HE ONCE SAID...

IT'S NO WONDER I'VE ALWAYS WANTED PEOPLE TO ***LIKE ME!***

BY THE TIME HE WENT TO SYRACUSE UNIVERSITY AS A STAR TENNIS PLAYER, HE'D BECOME THE TYPE OF GUY WHO ALWAYS DREW A CROWD.

BOIN-NG!

IN COLLEGE, RUBELL WATCHED AS FRESHMAN IAN SCHRAGER, A FELLOW BROOKLYNITE, FOUGHT A FOOTBALL PLAYER. SCHRAGER WOULDN'T BACK DOWN.

I HAVE TO TELL YOU -- I'M IMPRESSED.

THE TWO BECAME FRIENDS FOR LIFE.

BY 1974, RUBELL OWNED A SUCCESSFUL CHAIN OF STEAK RESTAURANTS. HE HIRED THE SHY, RESERVED -- BUT SHARP -- SCHRAGER AS HIS LAWYER.

STILL, RUBELL WAS IN A HURRY TO CONQUER...

...THE WORLD OF THE NIGHT LIFE! AFTER A TRIAL RUN WITH A HIT BOSTON NIGHTCLUB, RUBELL AND SCHRAGER OPENED THEIR FIRST NEW YORK DISCO-THEQUE, THE ENCHANTED GARDEN IN QUEENS -- A SMASH.

THE CITY! ***THAT'S*** WHERE I'M GOING! WHERE THE ***FAMOUS*** PEOPLE ARE!

IT WAS BIG, BUT NOT BIG ENOUGH FOR RUBELL AND SCHRAGER.

BUT FORTUNE WOULD SMILE ON THE DUO. IN MANHATTAN, GERMAN MALE MODEL UVA HARDEN HAD LEASED A FORMER TV STUDIO.

FOR SALE SOLD

ACH! ZIS PLACE VILL EARN A TIDY PROFIT!

HARDEN NEEDED INVESTORS. HE BROUGHT IN RUBELL AND SCHRAGER — WHO PROMPTLY DISPENSED WITH HIM.

PUNT!

I'LL WHIP THIS PLACE INTO SHAPE!

AND *I'LL* BE THE *KING OF MANHATTAN!*

RUBELL SPREAD THE WORD ABOUT HIS NEW CLUB, IN HIS NASAL BROOKLYN TWANG.

I'SH CAWLED *SHTOODIO FITTY FOWAH!* I'SH GONNA BE GRAAA-AATE! YA GOTTA SHOW UUU—UUP!

A QUICK SIX WEEKS LATER, THE BIG DAY ARRIVED. APRIL 26, 1977. THE OPENING OF STUDIO 54 WAS THE HOTTEST HAPPENING IN NEW YORK. MAYBE IN THE WHOLE COUNTRY.

STUDIO 54

STUDIO 54

BIG-NAME STARS LIKE WARREN BEATTY, JACK NICHOLSON AND HENRY "THE FONZ" WINKLER GOT TURNED AWAY.

HMMPH!

FORGET IT, WARREN. IT'S STUDIO 54.

AAAAYYY!

THE NEXT DAY, ON PAGE ONE OF THE *NEW YORK POST* WAS CHER, ON HER WAY INTO STUDIO 54.

NEW YORK POST

CHER LOVES THE NIGHT

NEWSPAPERS *NEVER* PUT CELEBRITIES ON THE FRONT PAGE — UNTIL *STUDIO* 54 CAME ALONG!

A NEW ERA WAS UPON US. CELEBRITIES HAD ALWAYS BEEN AROUND. BUT AT STUDIO 54 THEY WERE ELEVATED TO THE LEVEL OF GODS.

RUBELL'S CLUB *REALLY* ARRIVED IN MAY, 1977 WITH A BIRTHDAY PARTY FOR BIANCA JAGGER. SHE RODE IN ON A WHITE HORSE.

THE STAR-STRUCK RUBELL IDOLIZED CELEBRITIES — AND HE KNEW THEIR VALUE TO HIS CLUB. HE PAID AN EMPLOYEE $250 FOR EACH BIG NAME ROUNDED UP.

GET 'EM IN THERE! GET 'EM IN!

CELEBS SHOWED UP. MICK JAGGER, BETTY FORD, ELTON JOHN, DIANA ROSS, RUDOLF NUREYEV -- AND DOZENS, PERHAPS HUNDREDS MORE.

A *VELVET ROPE* KEPT THE EAGER CROWD AT BAY AS RUBELL DECIDED WHO LOOKED GOOD ENOUGH TO ENTER HIS PLEASURE PALACE.

CREATING A PARTY IS LIKE TOSSING A SALAD! YOU NEED THE RIGHT MIX!

WHEN RUBELL WAS INSIDE, COLLEGE KID MARK BENECKE BECAME ARBITER OF COOL FOR ALL NEW YORK NIGHTLIFE.

YOU! GRAB A SUBWAY TOKEN AND BEAT IT!

YOU! WHAT'RE YA WAITIN' FOR? THE PARTY'S INSIDE!

THE "EXCLUSIVE" STUDIO 54 DOOR POLICY ALLOWED EVEN ORDINARY PEOPLE TO FEEL LIKE CELEBRITIES.

GOSH! WHAT'S IT LIKE INSIDE THAT STUDIO 54 PLACE? HUH? HUH?

OH, DAHLING! YOU COULD NEVER UNDERSTAND!

RUBELL HIMSELF OFTEN SAID...

IF I WASN'T THE OWNER — I WOULDN'T LET *MYSELF* IN!

THE LENGTHS SOME PEOPLE WOULD GO TO, JUST TO GET IN...

SORRY, HONEY! YOU'LL NEVER MAKE IT — UNLESS MAYBE YOU WERE NAKED!

...AND SOMETIMES, THEY STILL ENDED UP OUT IN THE COLD.

I SAID *MAYBE*! TRY AGAIN SOME OTHER NIGHT, LADY GODIVA!

WHIP!

LEGEND HAD IT THAT ONE MAN, DESPERATE TO GET IN, TRIED SNEAKING IN THROUGH AN AIR VENT — WHERE HE GOT STUCK AND, WELL, *DIED*!

DOES IT SMELL FUNNY IN HERE LATELY?

IF YOU WERE PRIVILEGED (OR LUCKY) ENOUGH TO GET INSIDE, A XANADU OF INDULGENT DELIGHTS AWAITED.

SNORT!

OH, GAWD!

IT'S LIKE A THEME PARK — FOR ADULTS!

QUITE.

THE EXCLUSIVE ***BASEMENT***, OFF-LIMITS TO ALL BUT RUBELL'S FRIENDS, WAS EVEN MORE, SHALL WE SAY, SPIRITED.

WELCOME TO THE ***REAL*** STUDIO 54!

STUDIO 54 WAS THE APOTHEOSIS OF '70s DECADENCE.

STUDIO 54 CREATED A NEW CULTURAL LANDSCAPE. BUT FOR ITS OWNERS IT WAS SOMETHING MORE — A ***MINT***!

YAWN!! G'NIGHT, BOYS.

'NIGHT, STEVE.

THE CLUB RAKED IN $70,000 PER NIGHT IN THE RECESSION-PLAGUED '70s. ALL IN COLD, HARD CASH.

RUBELL AND SCHRAGER FILLED HEFTY BAGS WITH BILLS, THEN STUFFED THEM INTO THE CEILING.

JUST A COUPLE MORE TO GO.

THAT WOULD PROVE TO BE THE FATAL SECRET OF STUDIO 54.

BUT THERE WERE OTHER SECRETS. ONE IMPORTANT ONE: RUBELL WAS GAY. HE WAS OFTEN SPOTTED CRUISING NEW YORK'S UNDERGROUND GAY CLUBS.

HEY, HEY, BABY! LEMME SHOW YA MY BIG CLUB!

FOR A BUSINESSMAN IN THE '70s, "COMING OUT" WAS NO EASY PROPOSITION. HIS FRIENDS KNEW THE TRUTH, BUT PROFESSIONALLY, HE PLAYED IT STRAIGHT.

GENTLEMEN, I'D LIKE YOU TO MEET MY ***GIRLFRIEND***!

RUBELL'S ORIENTATION MADE SENSE. DISCO GESTATED IN THE GAY CLUB SCENE. STUDIO 54 WAS THE FINAL STEP IN BRINGING GAY STYLE INTO THE MAINSTREAM.

HHMMM. THERE MIGHT BE SOME ***MONEY*** IN THIS.

ANOTHER SECRET: BEHIND THE BROAD GRIN RUBELL COULD BE CAPRICIOUS AND CRUEL.

YA GAVE A FREE DRINK TO ***WHO???*** YER ***FIRED***, YA MIZ'RABLE LITTLE #$!!%!!!

ALL THESE THINGS WOULD COME BACK TO HAUNT HIM.

IN 1978, RUBELL WAS RIDING HIGH. BUT A DISGRUNTLED EX-EMPLOYEE WAS SQUAWKING TO THE INTERNAL REVENUE SERVICE.

THEY KEEP ***TWO SETS*** OF BOOKS. ONE FOR THEIR TAXES — AND ONE FOR THE ***SKIM***!

IN NOVEMBER OF 1978, RUBELL TALKED TO A REPORTER.

IT'S A ***CASH BUSINESS***! YOU HAVE TO WORRY ABOUT THE ***IRS***! I DON'T WANT THEM TO KNOW EVERYTHING. ONLY THE ***MAFIA*** DOES BETTER!

RUBELL HAD SEALED HIS OWN FATE. ON DECEMBER 14, 1978, THE IRS RAIDED STUDIO 54.

THE AGENTS FOUND EVERYTHING. THE MONEY. THE BOOKS. EVEN FIVE OUNCES OF COCAINE. RUBELL AND SCHRAGER WERE BUSTED.

SHEESH!

STUDIO 54 FINANCIAL RECORDS

IN 1977, RUBELL AND SCHRAGER HAD PAID JUST $8,000 IN TAXES -- ON OVER A MILLION IN GROSS REVENUES!

RUBELL DIDN'T HELP HIS OWN CAUSE, CONTINUING TO AGGRAVATE THE IRS AGENTS. HE TOLD ONE...

YOU'D NEVER GET INTO STUDIO 54! YOU'RE ONE OF THE ***GRAY PEOPLE***!

RUBELL TRIED TO NEGOTIATE, CHOOSING A BRAZEN, CYNICAL BARGAINING CHIP.

LET ME OFF THE HOOK AND I'LL GIVE YOU — ***HAMILTON JORDAN***!

PRESIDENT CARTER'S CHIEF OF STAFF. RUBELL ACCUSED JORDAN OF SNORTING COCAINE IN THE STUDIO 54 BASEMENT.

WHO, ME?

abc

THE CHARGES PROVED BASELESS AND DIDN'T HELP RUBELL. BUT THEY DID IGNITE A MAJOR SCANDAL IN WASHINGTON.

EVENTUALLY, RUBELL AND SCHRAGER PLEADED...

GUILTY.

GUILTY.

...TO INCOME TAX EVASION CHARGES. THEY RECEIVED THREE-YEAR SENTENCES.

FEBRUARY 2, 1980. TWO NIGHTS BEFORE RUBELL AND SCHRAGER WENT TO PRISON. THEIR "GOING AWAY" PARTY FEATURED LIZA MINNELLI SINGING ***NEW YORK, NEW YORK*** TO RUBELL.

IF YOU CAN MAKE IT THERE, YOU'LL MAKE IT ANYWHERE!

SHE COULD HAVE BEEN TALKING ABOUT FEDERAL PRISON. THE PARTY WAS THE FINAL BOW FOR STUDIO 54.

AND FOR THE FREE-SPIRITED '70s. STUDIO 54 CONTINUED UNDER NEW OWNERS, BUT THINGS INSIDE JUST WEREN'T THE SAME.

EXCELLENT! WE GOT INTO STUDIO 54!

WHOO-HOO! BUT, DUDE — WHERE'S THE CELEBRITIES?

IN 1981, RUBELL AND SCHRAGER WON EARLY RELEASE BY RATTING ON OTHER NEW YORK NIGHTCLUB OWNERS WHO'D BEEN CHEATING ON TAXES.

FINKS! CANARIES! STOOLIES!

SORRY, PAL. WE'VE GOT A COMEBACK TO PULL OFF.

COME BACK THEY DID — AS NEW YORK'S HOTTEST HOTEL OPERATORS.

WE DID IT, PARTNER! WE'RE ***RESPECTABLE***!

THEIR NIGHTCLUB DAYS BEHIND THEM, RUBELL AND SCHRAGER JOINED THE ESTABLISHMENT.

FOR RUBELL, THE COMEBACK ENDED QUICKLY. THIS PRINCE OF THE WILD '70s NIGHTLIFE SCENE NEVER LIVED TO SEE THE '90s.

HE DIED IN 1989. MANY SUSPECTED THE CAUSE WAS AIDS.

THE CRAZED AND CAREFREE '70s FADED INTO THE MISTS OF HISTORY.

STUDIO 54'S GLAMOROUS DENIZENS MOVED ON. BIANCA JAGGER SAID, 20 YEARS LATER...

I'D RATHER DIE THAN TALK ABOUT STUDIO 54. I WISH IT NEVER EXISTED.

DON'T WORRY, BIANCA. THERE WILL NEVER BE ANOTHER PLACE LIKE IT.

IN THE EARLY 1970s, GRITTY REALITY WAS THE NORM IN AMERICAN ENTERTAINMENT. IT FIT THE MOOD OF THE TIMES. THERE WAS A DISASTROUS WAR OVERSEAS. CRIME AND POVERTY SKYROCKETED AT HOME.

AT THE SAME TIME, AMERICANS IDOLIZED THE BADASS WHO KICKED BUTT NO MATTER THE ODDS. SO WE HAD TO LOOK ELSEWHERE FOR THE NATIONAL CRAZE THAT BECAME...

KUNG FU!

EEEEE-YAAAHH!

THE KUNG FU CRAZE BEGAN IN 1973 WITH THE U.S. RELEASE OF THE MOVIE FIVE FINGERS OF DEATH.

YAAAH-EEEE!

AMERICANS HAD NEVER SEEN ANYTHING LIKE IT. THE VIOLENT ACTION WAS NONSTOP AND OVER-THE-TOP.

YAAi!!!

KEEE!

Sooo!

HAAAA!

STORYLINES WERE HAPHAZARD, PRODUCTION VALUES WERE CHEAP.

AND OF COURSE THE DIALOGUE...

...WAS VERY BADLY DUBBED.

THE HEROES BROKE ALL THE HOLLYWOOD RULES.

THAT'S FOR NOT BEING A STRAIGHT SHOOTER, YA VARMINT!

YOU KNOW, THE ONES ABOUT THE GOOD GUY ALWAYS FIGHTING "FAIR."

KUNG FU HEROES HAD NO SUCH QUAINT RESTRICTIONS.

YYOOOW-WWOOO!

THOK

MADE IN HONG KONG ON A SHOESTRING BUDGET, FIVE FINGERS OF DEATH WAS A RUNAWAY SMASH.

FIVE FINGERS OF DEATH

FIVE FINGERS OF DEATH

IT ZOOMED UP THE BOX OFFICE CHARTS. BUT THE KUNG FU CRAZE FAILED TO PRODUCE A REAL MOVIE STAR. UNTIL...

BRUCE LEE

BRUCE LEE WAS A SHOWBIZ BABY, APPEARING IN TWENTY HONG KONG FILMS AS A CHILD BETWEEN 1946 AND 1958.

AS AN ADULT HE BECAME KUNG FU'S GREAT SUPERSTAR-A SCREEN LEGEND.

HIS FIRST BREAK WAS AS THE STEREO-TYPICAL CHAUFFEUR, KATO, ON THE GREEN HORNET TV SHOW IN 1966.

HIS LEGENDARY STATUS WAS SET WHEN IN 1973 HE SUDDENLY AND MYSTERIOUSLY, AT AGE 32, DIED.

HE'D JUST COMPLETED ENTER THE DRAGON, A JAMES BOND-LIKE THRILLER THAT WAS TO BE HIS AMERICAN BREAKOUT.

OOOWAAAAH!

HOOOO!

THE FILM SHOWCASED LEE'S ASTOUNDING CHARISMA, THRILLING MARTIAL ARTS SKILLS--AND UNIQUE, WELL, VOCALIZING.

NO DORM ROOM WAS COMPLETE WITHOUT A POSTER OF THE KUNG FU HERO.

WHOAH! SORRY, MAN! LOST CONTROL OF MY KUNG FU!

FAR OUT! JUST LIKE BRUCE LEE, MAN!

DESPITE ENTER THE DRAGON'S SPY-JINKS, BRUCE LEE MADE HIS REPUTATION PLAYING A MISUNDERSTOOD GUY -- KIND OF A KUNG FU JAMES DEAN.

BUT HIS CHARACTER OFTEN GOT LOST AMID THE BIZARRE HYPE. TRAILERS FOR THE EARLIER "FISTS OF FURY" ADVERTISED...

BRUCE LEE AND HIS...

...SINGING ROD OF DEATH!

BRUCE LEE WAS THE REAL THING. MOST KUNG FU FILMS USED HIDDEN GIMMICKS, LIKE TRAMPOLINES, TO MAKE THEIR STARS SEEM SUPERHUMAN.

BRUCE REFUSED ALL SUCH FAKERY.

IN 1972, THE AMERICAN TV SERIES "KUNG FU" PREMIERED. IT STARRED AN AMERICAN ACTOR, DAVID CARRADINE, IN THE ROLE OF FUGITIVE HERO KWAI CHANG CAINE.

IT'S BEEN SAID THAT THE SERIES IDEA WAS PITCHED BY LEE, WHO WAS TOLD THAT THE NETWORK WASN'T INTERESTED. WHEN THE SERIES APPEARED WITH A WHITE ACTOR IN THE LEAD ROLE, A DISGUSTED BRUCE LEE SAID--

I GUESS THEY'RE NOT READY FOR HOPALONG WONG!

THE SHOW'S SLOW, CONTEMPLATIVE PACE COULDN'T HAVE BEEN FURTHER FROM BRUCE LEE'S FRENETIC FILMS. STILL, IT HELPED SPUR THE KUNG FU FAD, COMPLETE WITH POP CULTURE CATCH PHRASES.

AH, GRASSHOPPER...

WHERE DID THE KUNG FU MOVIE INVASION COME FROM? HONG KONG'S HYPERACTIVE FILM INDUSTRY, WHICH GREW RAPIDLY THROUGH THE '60s AND EARLY '70s.

THE BIGGEST STUDIO WAS SHAW BROTHERS, HEADED BY RUN RUN SHAW.

WE MAKE ALL KINDS OF FILMS, BUT FOR THE WESTERN AUDIENCE, THE CHINESE ACTION FILM IS SOMETHING NEW.

AS LONG AS THEY KEEP GOING, WE WILL KEEP MAKING THEM.

MOVIE MAKERS, AFTER ALL, MAKE MOVIES TO THE WISHES OF THE PEOPLE.

AND THE PEOPLE WISHED FOR KUNG FU! THOUSANDS OF AMERICAN KIDS IN THE EARLY 1970s SIGNED UP FOR CLASSES.

VERY GOOD, LITTLE GRASS-HOPPERS!

THERE WAS A KUNG FU HIT SINGLE, BY SOUL SINGER CARL DOUGLAS...

CARL DOUGLAS "KUNG FU FIGHTING" CARL DOUGLAS

WHOA HO HO HO! EVERYBODY WAS KUNG FU FIGHTING!

... A KUNG FU COMIC BOOK...

THIS IS THE GREATEST COMIC BOOK EVER!

THE HANDS OF SHANG-CHI MASTER OF KUNG FU

... AND OTHER ITEMS THAT APPEARED THROUGHOUT POP CULTURE.

BY LATE 1974, THE HEIGHT OF THE KUNG FU CRAZE SUBSIDED. FINANCIALLY STRAPPED HONG KONG STUDIOS, LIKE THE SHAW BROTHERS, RUSHED OUT THEIR FINAL KUNG FU FILMS, THEN MOVED ON TO OTHER GENRES.

WE MOVIE MAKERS MAKE WHAT THE PUBLIC WISHES. AND WHAT THE PUBLIC WISHES IS -- SEX!

THE KUNG FU TV SERIES, NEVER A RATINGS SMASH, WAS DROPPED AFTER THE '74-'75 SEASON. BUT HOLLYWOOD WASN'T ABOUT TO LET A GOOD THING DIE. BEGINNING IN THE LATE '70s IT GENERATED A NEW SLEW OF MARTIAL ARTS MOVIES WITH WHITE STARS.

FIRST CHUCK NORRIS (A FORMER BRUCE LEE BAD GUY), THEN JEAN CLAUDE VAN DAMME, AND STEPHEN SEAGAL CHURNED OUT BIG BUDGET ACTION FLICKS THROUGHOUT THE '80s AND '90s.

IT WASN'T UNTIL THE MID-90s THAT ANOTHER CHINESE KUNG FU STAR HIT IT BIG IN THE U.S. -- JACKIE CHAN.

KLOINNG

CHAN WAS AN AMAZING DAREDEVIL WHO DID ALL HIS OWN STUNTS AND WAS AS MUCH COMEDIAN AS KUNG FU WARRIOR.

THE GENRE WAS NEVER REALLY THE SAME AFTER BRUCE LEE DIED OF A BRAIN DISORDER. SOME SUSPECTED THAT HE WAS MURDERED FOR EXPOSING THE WORLD TO SACRED KUNG FU SECRETS -- FOR MAKING THE ANCIENT ART TOO POPULAR.

THE CRAZE ESTABLISHED A NEW TYPE OF HERO, THE INDOMITABLE MARTIAL ARTIST FIGHTING MACHINE. IT EVENTUALLY SUBSIDED, BUT THE SPIRIT OF KUNG FU -- IN MEMORIES OF BRUCE LEE AND IN NEW FACES IN HOLLYWOOD LIKE JET LI -- LIVES ON.

FACTOID BOOKS 100% TRUE

THE '70s WERE AN ERA OF EXPERIMENTATION--WHICH LED TO A STRING OF NUTTY FADS. PERHAPS THE WEIRDEST CRAZE OF ALL WAS RUNNING--**NAKED**! SOMEONE COINED A TERM TO DESCRIBE THIS ACTIVITY.

STREAKING!

BUT WHY? OF ALL THE ZANY, WACKY THINGS, WHAT COMPELLED AMERICA'S YOUNG TO DOFF THEIR DUDS AND SPRINT **AU NATUREL** THROUGH PUBLIC PLACES?

IT WAS NEITHER A "GUY THING" NOR A "WOMEN'S THING." WOMEN STREAKED IN SEEMINGLY EQUAL NUMBERS AS MEN. (NOT THAT ANYONE WAS KEEPING STATS).

REMEMBER, **NUDITY** WAS LONG ONE OF THE GREAT AMERICAN TABOOS. IN THE EARLY 20th CENTURY, IT WAS SAID THE SIGHT OF A WOMAN'S EXPOSED **ANKLE** WAS CONSIDERED INDECENT (AND A BIG TURN-ON!)

Great Scott!

IN THE 1950s, THE PUBLIC BECAME AWARE OF A FRINGE MOVEMENT SOMETIMES CALLED "SUN WORSHIP" OR "NATURISM" IN WHICH ADULTS SOCIALIZED IN THE NUDE--NONSEXUALLY.

IT WAS CONSIDERED PRETTY ODD.

OF COURSE, IT WAS AROUND THAT TIME THAT A NEW MAGAZINE GAVE MANY A YOUNG AMERICAN MALE HIS FIRST GLIMPSE OF **A NAKED WOMAN!**

SMOKE!

PLAYBOY

Holy **SMOKE!** That GAL ain't wearin' a **STITCH!**

THEN CAME THE '60s AND WITH IT, A SWEEPING SOCIAL AND SEXUAL REVOLUTION. "LETTING IT ALL HANG OUT" BECAME THE IN THING FOR THE YOUTH COUNTERCULTURE.

FAR out! It's, Like, FREEDOM, Man!

GROOVY! Clothes are so FASCIST!

So, wanna MAKE it?

NOT SURPRISINGLY A BACKLASH WAS ON THE WAY.

FOR EXAMPLE, A 1973 SUPREME COURT RULING LAID DOWN BROAD RESTRICTIONS ON "OBSCENITY."

What's OBSCENITY? I **KNOW IT** when I **SEE IT**!!

IN THE SPRING OF 1974, IT BEGAN. COLLEGE KIDS BEGAN STRIPPING-- THEN RUNNING FOR IT.!

Did I just see what I think I saw?

Only if what you saw was some guy's HAIRY ASS.

STARTING ON WARM-WEATHER CAMPUSES, THE FAD SPREAD RAPIDLY TO COLLEGES NATIONWIDE.

$V=R^2(\frac{}{=R(n}$

THERE WAS NOTHING LIKE A LITTLE NUDITY TO BUG THE AUTHORITY FIGURES.

AS SUCH IT COULD BE USED AS A POLITICAL STATEMENT. ONE SPEAKER INVADED THE HAWAII LEGISLATURE, DECLARING...

I'm the STREAKER of the House!

ANOTHER STREAKER RACED THROUGH WASHINGTON.

NO DICK

HIS CAUSE: TO IMPEACH PRESIDENT RICHARD NIXON.

BUT MOST STREAKERS DID IT FOR FUN. THERE WERE RUNNING STREAKERS, STREAKERS ON BIKES -- EVEN SKYDIVING STREAKERS.

This is what I call Letting it all HANG out!

IT EVEN INSPIRED COUNTRY MUSIC-COMEDY STAR RAY STEVENS TO WRITE AND RECORD A HIT RECORD CALLED, APPROPRIATELY, "THE STREAK".

oh yes they call him the STREAK! He likes to show off his physique!

STUDENTS AT STUFFY PRINCETON UNIVERSITY EVEN STAGED AN ANNUAL "NUDE OLYMPICS."

Take your MARKS! Get Set.!

THE EVENT ENDURES AS A PRINCETON TRADITION EVEN TODAY.

BUT BY THE END OF 1974, THE FAD DIED DOWN. PERHAPS PUBLIC NUDITY LOST ITS ABILITY TO SHOCK.

Look! I'm BUCK NAKED!

What's the matter with everybody?

OR MAYBE IT WAS JUST THE COLD WEATHER.

STILL, STREAKERS HAVE REMAINED SINCE THEN AND POP UP HERE AND THERE. PARTICULARLY IN ENGLAND WHERE THEY MAKE REGULAR SHOWINGS AT CRICKET MATCHES.

I say!

AS LONG AS THERE ARE PEOPLE WHO WANT TO SHOW OFF WHAT THEY'VE GOT, THERE WILL BE STREAKERS.

LOS GATOS, CALIFORNIA. 1975...

AN ADVERTISING MAN'S LIFE IS A BUSY ONE, GARY MY FRIEND! WHY, A FELLOW DOESN'T EVEN HAVE TIME FOR HIS PET!

WORRY NO MORE! I'VE JUST THE THING...

SEE, I, GARY DAHL, ADVERTISING MAN, OWN A COUPLE OF...

...HA HA HEE HEE...

HA HA HA HA

PET ROCKS!

LATER...

AT FIRST I WAS JUST JOKING - BUT THIS PET ROCK THING MAY NOT BE SUCH A BAD IDEA...

TYPE TYPETTY TYPE

PET ROCKS by Gary Dahl

"Place

GARY WENT SHOPPING...

MY GOOD MAN! GIVE ME THE FINEST ROCK IN YOUR INVENTORY!

HERE YOU GO. THE MEXICAN ROSARITA BEACH STONE!

YES! IT'S THE PERFECT PET!

THE PRICE: ONE CENT

PET ROCK TRAINING MANUAL!?

"PLACE YOUR ROCK ON SOME OLD NEWSPAPERS. THE ROCK WILL NEVER KNOW WHAT THIS IS FOR AND REQUIRE NO FURTHER INSTRUCTION."

SAY, IS THIS SOME KIND OF...?

PET ROCKS

A FEW MILLION PET ROCKS SOLD IN JUST A FEW MONTHS.

HERE YOU GO, MA'AM!

EEEE!!

ONLY 3.95!

WE GOT 'EM!

THE PRICE: $3.95

GARY DAHL BECAME AN INSTANT MILLIONAIRE AND MEDIA DARLING, THOUGH NO ONE COULD FIGURE OUT QUITE WHY IT HAPPENED...

HEY! WHO CARES?

ROCK ROLLS, U.S.A.

TIME

LOOK

ROCK OF AGES!

IT REQUIRES ABSOLUTELY NO CARE, ATTENTION, OR PERSONAL INTERACTION WHATSOEVER!

AND THAT LEAVES MUCH MORE TIME FOR **ME**!

THE PERFECT '70s ACCOUTREMENT.

DAHL QUIT THE ADVERTISING GAME AND STARTED HIS OWN COMPANY. AFTER THE PET ROCK CRAZE DIED DOWN, HE SAID:

I'VE GOT **FOUR** MORE IDEAS!

WAIT UNTIL YOU SEE 'EM!

WE'RE STILL WAITING.

FACTOID BOOKS 100% TRUE

1963. The offices of State Mutual Life Insurance Company, Worcester, Massachusetts.

Employee morale is low. We need you, *Harvey Ball*, to design an icon, a symbol — something that will make our people, well, *happy!*

Hmmm. Yes, I think I can come up with something.

THE SMILEY FACE

It took Ball just minutes to design, and he was paid $45. He didn't even bother to trademark it.

Smiley face buttons were a hit at the insurance company.

Morning, Bob.

How are ya, Don?

The outside world began to take notice. Soon the company was printing and selling buttons by the thousands.

I thought we were in the business of selling *insurance!*

By the early 1970s, everyone wanted a smiley face. And everyone was saying...

Have a nice day!

The phrase eventually became associated with the face.

Smiley faces turned up — anywhere!

Be gentle with me!

Huh?

The smiley seemed the perfect symbol of the '70s. They were dark and turbulent times. But Americans were determined to act, well, *happy!*

I am not a crook! Have a nice day.

As for Harvey Ball, he missed out on a fortune. But he didn't seem to care. He said...

I don't regret it in any way. I made the entire world smile!

MOODRINGS

BY THE MID-'70S AMERICANS HAD GROWN WEARY OF POLITICS AND PROTEST. "GETTING IN TOUCH WITH YOUR FEELINGS" WAS THE NEW THING. BUT IT WASN'T EASY.

I WONDER WHAT I'M FEELING RIGHT NOW?

IN THE HYPER-COMPETITIVE WORLD OF WALL STREET, JOSH REYNOLDS KNEW EXACTLY HOW HE FELT.

CAN'T--CAN'T *SLOW DOWN! CAN'T RELAX!*

STRESSED OUT!

HE TURNED TO *BIOFEEDBACK*, A WAY TO CONSCIOUSLY MONITOR AND CONTROL YOUR HEART AND BODY RHYTHMS, TO HELP HIM COPE. IT GAVE HIM AN IDEA.

MAYBE I COULD COMBINE BIOFEEDBACK WITH *FASHION ACCESSORIZING!*

THUS WAS BORN-- *THE MOOD RING!*

MADE OF A SUBSTANCE THAT CHANGED COLOR WITH BODY HEAT, IT SUPPOSEDLY REVEALED YOUR MOOD: BLUE MEANT "TRANQUIL." BLACK MEANT "ROTTEN." AND SO ON.

ORIGINALLY, IT WAS MEANT FOR STUDENTS AT Q-TRAN, THE MEDITATION CENTER HE FOUNDED.

Hmmm. YOU'VE GOT A BIT OF BLACK THERE, HOWARD. YOU NEED TO *INCREASE YOUR BLISS!*

BUT REYNOLDS WAS ALSO A BORN MARKETER. IN 1975 HE PUT MOOD RINGS ON THE MARKET. THEY WERE A SMASH.

MINE'S BLUE. I MUST BE FEELING GREAT TODAY.

MINE'S BLACK. AND YOU KNOW WHAT *THAT MEANS!*

IN THE '70S, GETTING IN TOUCH WITH YOUR FEELINGS WAS IMPORTANT, BUT *EXPRESSING* YOUR FEELINGS WAS EVEN BETTER.

TWHACK!

REYNOLDS' CREATION FLEW OFF SHELVES BY THE MILLIONS, AT PRICES FROM $5 TO A WHOPPING $250!

PERHAPS MONSIEUR WOULD CARE TO LOOK AT SOME *LESS EXPENSIVE* MOOD RINGS!

MOOD RINGS YES?

NEEDLESS TO SAY, ALL OF THIS DID WONDERS FOR REYNOLDS' MOOD.

BLUE AS THE AZURE SKY IN SUMMER, FOLKS!

REYNOLDS BECAME FAMOUS. HE WENT ON THE "MERV GRIFFIN SHOW" AND DEMONSTRATED HOW, WITH "BIOFEEDBACK," HE COULD STOP HIS OWN HEART.

THERE YOU GO, MERV! I'M FLATLINING!

OOOOO!

OK

A DUBIOUS FEAT. BUT IT LOOKED GOOD TO THE PUBLIC.

THE MOOD RING MAY HAVE BEEN THE PERFECT '70S ACCOUTERMENT, BUT THERE WAS ONE PROBLEM. AFTER TWO YEARS OF USE, A MOOD RING TURNED BLACK--AND STAYED THAT WAY.

@#&$%*!

⇒SNIFF!⇐

IN A COUPLE OF YEARS, MOOD RINGS WERE OUT OF STYLE.

OH, GAWD! IS THAT A *MOOD RING* SHE'S WEARING?

I WOULDN'T BE *CAUGHT DEAD* WITH ONE!

REYNOLDS MOVED ON. HE LATER SAID...

AS AN INVENTOR AND ENTREPRENEUR IN THE FIELDS OF SELF-DISCOVERY AND DEVELOPMENT, I'VE DEDICATED MY *LIFE* TO CREATING TOOLS THAT EMPOWER PEOPLE *TO BE ALL THEY CAN BE!*

IN THAT SPIRIT, HIS NEXT MAJOR INVENTION (MARKETED BY SUZANNE SOMERS) WAS...

THE THIGHMASTER!

SKRNNCH

SKRNNCH

REYNOLDS IS STILL IN THE SELF-IMPROVEMENT BUSINESS. HIS LATEST CREATION: COMPUTER SOFTWARE THAT MAKES YOU SMARTER.

I CALL IT *BRAIN AEROBICS!* YOUR BRAIN NEEDS EXERCISE JUST LIKE YOUR MUSCLES!

BUT HE'LL BE REMEMBERED MOST FOR HIS "MOOD" RING. TECHNOLOGY IN THE '90s HAS BROUGHT THE "MOOD" FAD BACK. YOU CAN BUY A "MOOD SHIRT" OR EVEN SOFTWARE THAT DISPLAYS YOUR COLOR-CODED MOOD VIA COMPUTER.

BUT THE "MOOD RING" REMAINS THE TRUE '70s ICON.

FACTOID BOOKS 100% TRUE

SPACE FOOD

IT'S HARD TO IMAGINE THESE DAYS, BUT IN THE EARLY '70S THERE WAS A NATIONAL CRAVING (ALBEIT BRIEF) FOR FOOD THAT WAS AS PROCESSED AND ARTIFICIAL AS POSSIBLE.

I'LL HAVE THE FREEZE-DRIED CARROT POWDER, AN ORDER OF DESICCATED LIVER SQUARES AND THE RECONSTITUTED BEEF PASTE IN A TUBE...

VERY GOOD..

...AND THE LADY WILL HAVE THE SAME.

OKAY, MAYBE THE FAD DIDN'T EXTEND TO RESTAURANT DINING. IT STARTED, ACTUALLY, WITH ASTRONAUTS WHO WERE FORCED TO EAT "SCIENTIFICALLY" ENGINEERED SUBSTANCES THAT ALLEGEDLY SIMULATED REAL FOOD...

!?

CHEW..

...BUT DIDN'T.

THE STUFF HAD ALL THE NUTRITIONAL VALUE OF FOOD, BUT TASTED TERRIBLE. THE ASTRONAUTS HATED IT.

THIS IS EVEN WORSE THAN AIRPLANE FOOD! AND SO EXPENSIVE!

QUARANTINE

1A

BUT WHO CARED WHETHER THEY LIKED IT? OUR ASTRONAUTS WERE NATIONAL HEROES AND WHAT THEY ATE (EVEN IF RELUCTANTLY)...

THAT'S ONE SMALL STEP FOR A MAN. ONE GIANT LEAP FOR MANKIND INTO CULINARY HELL!

...WE WANTED TO EAT, TOO. KIDS, ESPECIALLY, STROVE TO EMULATE THE ASTRONAUTS' EVERY MOVE.

FIRE RETRO ROCKETS, MOM! TAKE ME TO THE SPACE FOOD AISLE!!!

A POWDERED BEVERAGE, MADE BY GENERAL FOODS SINCE 1959, WAS A NATURAL FOR SPACE MISSIONS. THE COMPANY SAW A MARKETING BONANZA.

IT MAY BE ORANGE, BUT TO US IT'S PURE GOLD.

TANG

COX

THE DRINK WAS CALLED TANG.

GENERAL FOODS' ADVERTISING BLITZ INSURED THAT EVERY KID IN AMERICA KNEW TANG WAS...

WHAT THE ASTRONAUTS DRINK!

IT'S... IT'S BEAUTIFUL!!

WOW!!!

SALES OF THE ORANGE-FLAVORED DRINK TOOK OFF LIKE A SATURN V.

IN FACT, BY ALL ACCOUNTS, THE ASTRONAUTS DID ENJOY TANG. THE SAME COULDN'T BE SAID FOR THE UNIDENTIFIABLE SOLID FOOD.

TASTES LIKE CHOCOLATE-FLAVORED TAR...

NO, WAIT... IT'S LIKE BEEF JERKY, SALT-WATER TAFFEE AND SHOE POLISH...

NO, WAIT...

BUT THAT DIDN'T STOP PILLSBURY, ANOTHER SPACE PROGRAM CONTRACTOR, FROM MARKETING THE STUFF FOR SPACE-CRAZY KIDS. THEY PACKAGED IT AS...

SPACE FOOD STICKS!! OH, PLEASE, MOM?? CAN WE?

THEY LOOK LIKE LITTLE TURDS.

THE SOFT, SLIGHTLY CHEWY STICKS WERE WRAPPED INDIVIDUALLY IN SHINY FOIL WRAPPERS, FOR THAT "SPACE-AGE" LOOK.

GOSH! I'LL BET BUZZ ALDRIN ATE THESE ON THE MOON!!

THEY CAME IN CHOCOLATE, PEANUT-BUTTER AND SEVERAL OTHER ARTIFICIAL FLAVORS. BUT THE IMPORTANT CLAIM WAS...

OUNCE FOR OUNCE, THEY'RE AS NUTRITIOUS AS MILK!! SPACE FOOD STICKS ARE A COMPLETE FOOD REPLACEMENT!!

SPACE-FOOD Sticks

WHY YOU'D WANT TO REPLACE FOOD IF YOU WEREN'T IN SPACE WASN'T EXPLAINED. BUT SPACE FOOD STICKS SURE WERE FUN.

HAHAHA! PUNY EARTHLING SPACE-FOOD! I, MONSTRO, SHALL DEVOUR YOU!!

?

MUSH!

SPACE FOOD STICKS

THEY TASTED OKAY AND YOU COULD SMOOSH THEM INTO BIG SPACE FOOD BALLS.

IN DECEMBER OF 1972, APOLLO 17 MADE ITS ROUND TRIP TO THE MOON - THE LAST TIME MAN WOULD GO THERE.

BYE BYE!

CHOMP!

AFTER THAT, FASCINATION WITH ASTRONAUTS - AND THEIR FOOD - DWINDLED RAPIDLY.

YOU KNOW, THIS THING ISN'T HALF AS GOOD AS A HERSHEY BAR.

SPACE FOOD STICKS WENT OFF THE MARKET.

BUT THEIR LEGACY LIVES ON IN THE "SPORTS BARS" THAT NOW DOMINATE HEALTH FOOD STORES AND 7-ELEVENS WITH THEIR "SCIENTIFICALLY ENGINEERED" NUTRITION.

GRUNT!

MAX POWER

BUT AT LEAST ONE SPACE FOOD ITEM LIVES ON. WHEN ORIGINAL ASTRONAUT JOHN GLENN RETURNED TO SPACE ON THE SHUTTLE DISCOVERY, AFTER 27 YEARS, THE ONE THING HE ASKED FOR WAS...

A GLASS OF TANG!

FACTOID BOOKS 100% TRUE

IT STARTED 2,500 YEARS AGO, ON A BATTLEFIELD KNOWN AS MARATHON.

PHEIDIPPIDES! *RUN* TO ATHENS! BRING NEWS OF OUR GLORIOUS *GREEK* VICTORY OVER THE PERSIAN FORCES WHO OUTNUMBERED US!

YES, GENERAL!

PHEIDIPPIDES RAN THE 26 MILES FROM MARATHON TO ATHENS AS FAST AS HE COULD.

I MUST RUN! RUN LIKE--*OY* MY LEGS ARE KILLING ME!

HE HAD TO GET THERE BEFORE ATHENS UNKNOWINGLY SURRENDERED TO THE PERSIAN NAVY.

HE MADE IT. BUT AS SOON AS HE ARRIVED...

THE PERSIANS HAVE *FALLEN!* VICTORY IS *OURS!* VICTORY IS... UH-OH.

...HE DIED.

SO MUCH FOR THE RUNNING CRAZE OF 490 B.C. LEAVE IT TO THE 1970S TO GIVE AMERICA A WHOLE NEW...

RUNNING FIXX

WUP!

SCREE!

FOR MOST OF OUR HISTORY, *PHYSICAL FITNESS* HAS NOT BEEN A PRIORITY FOR THE AVERAGE AMERICAN.

ANOTHER ROUND, BOB?

WELL, I HAVE TO GET BACK TO THE OFFICE, BUT--*SURE!* WHY NOT?

I THINK I-- *ACCKK!!*

WHEN AMERICAN FRANK SHORTER WON THE 1972 OLYMPIC MARATHON, MANY AMERICANS BEGAN TO GET CURIOUS ABOUT RUNNING. MOST WEREN'T THINKING ABOUT ACTUALLY *DOING IT*.

BUT THE '70S WAS AN ERA OF SELF-REALIZATION.

LOOK *WITHIN* YOURSELVES!

I'M EXPERIENCING THE ONENESS OF MY BEING WITH NATURE AND THE UNIVERSE.

I FEEL KIND OF FAT.

SOON *RUNNING* BECAME ANOTHER MEANS TO SELF-ACTUALIZATION THAT HAD MASS APPEAL. THE TURNOUT FOR THE 1976 NEW YORK MARATHON WAS MORE THAN ANY YEAR PREVIOUS.

EVERY MOVEMENT NEEDS A GURU--ESPECIALLY IN THE 1970s. AND RUNNING FOUND AN UNLIKELY ONE IN JIM FIX, WHO IN THE '60s WAS AN OVERWEIGHT, CHAIN-SMOKING MAGAZINE EDITOR...

THIS IS NO WAY TO LIVE!

HE BECAME A RUNNER. IT CHANGED HIS LIFE AND IN 1978 HE PUBLISHED...

THE COM-PLETE BOOK OF RUNNING!

SEE THOSE LEGS? *MINE!*

The Complete Book of Running

IT BECAME A "RUNAWAY" BESTSELLER.

IN IT HE CLAIMED THAT RUNNERS WERE HAPPIER, MORE CONTENT PEOPLE THAN THOSE WHO DID NOT RUN.

THAT THEY DIGESTED AND ENJOYED THEIR FOOD MORE EASILY.

VERY GOOD, MONSIEUR FIXX.

THAT THEY EVEN HAD BETTER SEX.

OH YES!! *YES!!*

IT WAS A MESSAGE AMERICA WAS WAITING FOR. SUDDENLY, EVERYONE WAS RUNNING ON THE PATH TO SELF-IMPROVEMENT.

HOW'S THE *HUFF./* RUNNING GOIN'? LOSIN' POUNDS?

HUFF./ YEAH./ *HUFF./* BUT MY HEART'S GONNA POP LIKE A ZIT./

THE RUNNING CRAZE BECAME AN OVERALL FITNESS BOOM. AMERICANS CAME TO MEASURE THEIR SELF-WORTH BY THEIR CAPACITY TO EXERCISE UNTIL THEY DROPPED.

JIM FIXX BECAME A MILLIONAIRE. BUT IN 1984, LIKE PHEIDIPPIDES, HE DIED WHILE RUNNING.

HIS ARTERIES, IT TURNED OUT, WERE BADLY BLOCKED. RUNNING COULDN'T SAVE HIM. JIM FIXX WAS ONLY 52.

52

FACTOID BOOKS 100% TRUE

10-4, BACK DOOR!

THE '70s BEING WHAT THEY WERE, AMERICA LOOKED FOR ICONS OF PURE INDIVIDUALISM. COWBOYS WERE OLD HAT. THE NEW HEROES, WERE...

RROOAARR!

...TRUCKERS!!

THOUGH LONERS BY NATURE, TRUCKERS STILL NEEDED TO COMMUNICATE. THAT'S WHERE CITIZEN'S BAND RADIO CAME IN.

10-4, GOOD BUDDY! WHAT'S YOUR HANDLE?

"CBs" LET YOU REACH OUT AND TOUCH SOMEONE--FROM A MOVING VEHICLE. TRUCKERS LIVED BY IT.

IN THOSE PRE-CELL PHONE DAYS, MOST PEOPLE DIDN'T REALIZE HOW *IMPORTANT* IT WAS TO MAKE CALLS WHILE DRIVING.

IN 1975, 47-YEAR-OLD ADVERTISING-EXEC-TURNED-COUNTRY-SINGER BILL FRIES (A.K.A. C.W. McCALL) RECORDED HIS SONG "CONVOY," A TRIBUTE TO TRUCKERS AND THEIR CBs.

WE GOT A GREAT BIG CON-VOY! ROCKIN' THROUGH THE NIGHT!

THE RECORD WENT STRAIGHT TO NUMBER ONE.

THE LYRICS TOLD OF A FEARSOME ARMY OF TRUCKS, CRASHING TOLL BOOTHS AND OUTRUNNING STATE TROOPERS. FRIES FILLED THE RECORD WITH CB SNIPPETS LOADED WITH TRUCKER SLANG.

BREAKER, PIG PEN. GIMME A 10-9 ON THAT. NEGATORY. THEM HOGS IS CLOSIN' UP MY SINUSES!

THE HIT SINGLE IGNITED A NATIONAL CRAZE.

SUDDENLY, YOU COULDN'T TEAR KIDS AWAY FROM THEIR CBs.

10-4! BREAKER, BREAKER! THIS HERE'S THE BIG --AW MOM!

CLICK!

SOMEHOW, TALKING LIKE A TRUCKER BECAME HIP.

EVERYONE WAS READY TO HIT THE OPEN ROAD.

CATCH YA ON THE *FLIP FLOP*, SMOKEY!

HIGHWAY PATROLMEN PROBABLY DIDN'T THINK IT WAS VERY FUNNY.

BY THE END OF THE DECADE, THERE WERE 29 MILLION CB RADIOS IN THE UNITED STATES. BUT WHO WAS USING THEM?

THE CB FAD SOON DIED DOWN, LEAVING TRUCKERS TO ROLL DOWN THE ROADS WITH THE AIRWAVES TO THEMSELVES ONCE AGAIN.

FACTOID BOOKS 100% TRUE

→PSST!← BACK HERE, MAN! REMEMBER WHEN THERE WAS NO SUCH THING AS CDs AND ALBUMS WERE VINYL?

LEMME GIVE YOU ANOTHER THRILL. REMEMBER WHEN YOU FOUND YOUR FIRST...

BOOTLEG LPs

COOL, HUH? A PIRATED ROCK BOOTLEG CAME OUT IN 1969: A DOUBLE BOB DYLAN ALBUM. IT STARTED AN OUTLAW INDUSTRY THAT HAD ITS GOLDEN AGE IN THE '70s.

IN THE EARLY YEARS, MOST BOOTLEGS CAME FROM TAPES MADE BY FANS AT CONCERTS. THEY SOUNDED TERRIBLE. BUT, MAN, IT WAS ABOUT *SHARING* AND *COMMUNITY*. NOT *PROFIT*!

WHEN FM RADIO, WITH ITS CLEAR SIGNAL, STARTED BROADCASTING LIVE CONCERTS, TAPING WAS SIMPLE AND BOOTLEG PRODUCT GOT BETTER.

THERE WAS ALWAYS THE OCCASIONAL SOUND MAN WHO RAN A TAPE DIRECTLY OFF THE SOUND BOARD. BOOTLEGS MADE FROM THOSE TAPES COULD BE ALMOST AS GOOD AS A "REAL" LIVE ALBUM.

MAN, THERE WERE *THOUSANDS* OF BOOTLEG LPs. STONES, DYLAN, HENDRIX! A LABEL CALLED WIZARDO PUT OUT *49* BEATLES BOOTLEGS ALONE!

IT WAS TOTALLY ILLEGAL. BUT IT WAS ALL ABOUT SPREADING THE MUSIC, MAN!

TOONERVILLE TROLLEY RECORDS

HOTWACKS

THERE WAS EVEN A BOOK THAT LISTED EVERY BOOTLEG EVER MADE--OR TRIED TO, ANYWAY.

NOW, THERE WAS A BIG DIFFERENCE BETWEEN *BOOTLEGS*--UNAUTHORIZED RECORDINGS OF UNRELEASED MATERIAL--AND *PIRATES*, WHICH WERE JUST COUNTERFEITS OF ACTUAL ALBUMS. BOOTLEGGING WAS COOL. PIRACY WAS VERY UNCOOL. AT LEAST THAT'S WHAT WE THOUGHT.

BEATLES LIVE!

BUT THE FBI DIDN'T SEE THE DISTINCTION. THEY BUSTED VICKI VINYL, JOHN WIZARDO AND MANY OTHER BIG-TIME BOOTLEGGERS.

THEY TOOK DOWN DISTRIBUTORS. EVEN SMALL RECORD SHOPS. BY THE '80S, ALL THE ORIGINAL BOOTLEGGERS WERE DEFUNCT. THESE GUYS WERE ONE BIG BAD TRIP!

FBI

"IN CANADA, THE MOUNTIES RAIDED THE PUBLISHER OF 'HOT WHACKS,' THINKING THE BOOK WAS A MAIL-ORDER CATALOG OF ILLEGAL LPs FOR SALE."

"ONE MAJOR BOOTLEGGER GOT SO PARANOID, HE THREW ALL OF HIS MASTER DISCS INTO THE OCEAN."

BOOTLEGS--BEGONE!

BUT BOOTLEGGING COULDN'T BE STOPPED! PUNK ROCK GAVE IT A BOOST IN 1977. A BOOTLEG OF RAW SEX PISTOLS DEMO TAPES, CALLED "SPUNK," WAS ONE OF PUNK'S GREATEST ALBUMS.

"ROCK STARS DIDN'T TAKE KINDLY TO BOOTLEGGERS. BRUCE SPRINGSTEEN SAID..."

THESE PEOPLE HAD WAREHOUSES FULL OF RECORDS THAT SOUNDED REALLY BAD AND THEY WERE JUST GETTING FAT PUTTING OUT *ANYTHING* AND GETTING 30 DOLLARS FOR IT!

THE BOSS HAD A POINT. BOOTLEGGING GOT AWAY FROM ITS GRASS ROOTS. MANY FANS PREFERRED PRIVATELY TRADING HOMEMADE CASSETTES.

WHOA-OH, DUDE! I'LL TRADE YOU THE DEAD AT THE MEADOWLANDS FOR JERRY IN DETROIT!

TODAY, THERE ARE PLENTY OF BOOTLEG CDs, MOSTLY EUROPEAN AND OUTRAGEOUSLY PRICED.

REM

PEARL JAM

BOOTLEG LPs

BUT I'LL NEVER FORGET THE '70S WHEN A PLAIN, WHITE ALBUM SLEEVE WAS A FAN'S BEST FRIEND.

The '70s were many things to many people, but one thing is for sure: It was an era when we were all busy filling our lives with tons of...

When else in American history could the President's redneck brother get his own brand of beer?

When else did the President have a redneck brother?

Now, beer isn't useless, of course. It's just that *"BILLY BEER"*-- named for Jimmy Carter's brother-- tasted *terrible.*

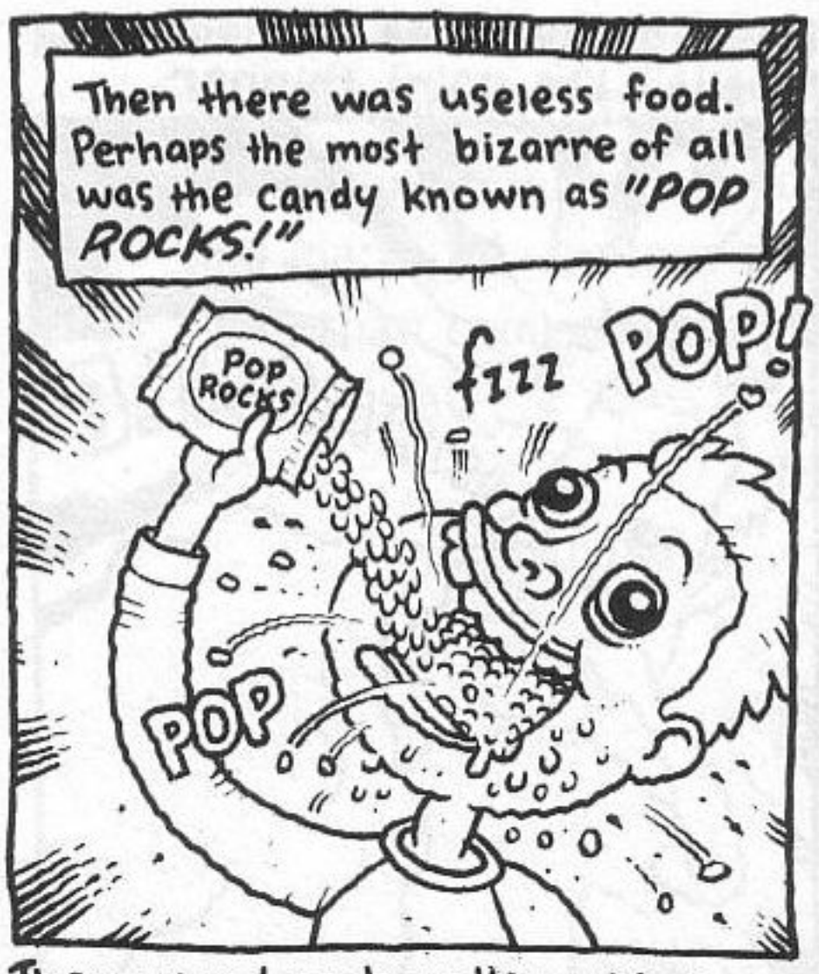
It was an era of useless toys. Perhaps the *most* useless ever created was this stuff called, accurately enough, *Slime.*

Actually, *Slime* did have one use. Just hide some in your hands during class and...

It was always good for a laugh in class.

Almost as fun, and equally useless, was an aerosol-propelled, *sticky but removable,* substance that went by the brand name *"SILLY STRING."*

Then there was useless food. Perhaps the most bizarre of all was the candy known as *"POP ROCKS!"*



They mixed carbonation with sugar so the things made little explosions that tickled your mouth.

POP ROCKS were the subject of a widespread '70s urban legend. Supposedly *"Mikey"*-- the Life Cereal kid-- ate a whole *bunch* of the suckers...

Hey, Mikey, this is even better than *"LIFE."*

...then he guzzled a whole lot of *Cokes*.

The result of this potent, carbonated combination?

SPLORSH!

Bye bye, Mikey.

But don't worry, it wasn't true.

Some useless foods survived. To this day, people still enjoy *PRINGLES*--identical, prefabricated potato chips stacked in a vacuum-packed tube.

What kind of potato did this come from?

There were plenty of useless board games in those *pre-Nintendo* days. But crude attempts at technological advancement only made matters worse. Try playing *"ELECTRIC FOOTBALL"* sometime.

It looked cool, but when you switched it on, it just vibrated like crazy. Not much of a game.

VvvZZZZZbbbDD!!

But at least you could have fun with the *"quarterback"* and his spring-loaded throwing arm.

YOW!

DOINK!

And what was in *"SUPER ELASTIC BUBBLE PLASTIC"*?

It was gooey, came in a tube and smelled like paint thinner.

INHAAALE

It may have provided '70s youths with a consciousness-altering experience.

These days you can find most of this junk for sale on the Internet.

SLIME! SLIME! Who's selling slime??

eBay

Seems yesterday's useless crap is tomorrow's collector's item.

FACTOID BOOKS

CHAPTER TWO

THE PLAYERS

Does anyone matter anymore? In the '80s, '90s and now the '00s (however you pronounce that), our culture has become so bogged down with celebrities, public figures and 15-minute-of-famers that the impact of any one person — with few exceptions — has been diluted to the point of irrelevance. The '70s had Jane Fonda broadcasting propaganda from Hanoi! Back then we had John Lennon who imagined a world with no wars or national boundaries. These days we have Fred Durst, who did it all for "the nookie." Back then we had Evel Knievel, who jumped Snake River Canyon on national TV. Today we have Darva Conger, who married a multimillionaire on national TV. Not to say that the '70s were somehow culturally superior to our present era. (Uh, wait a minute — yes they are.) The difference is that in the '70s, people were experimenting with their identities, which meant that prominent people could actually have an influence. Today, people become famous for trivial reasons or become trivialized soon after they are famous. Your identity now is just one more product to be manufactured and marketed, and our celebrities are nothing more than commodities, to be consumed and tossed away.

IN THE '60s, THE BEATLES ROSE FROM TEEN POP IDOLS TO CULTURAL ICONS WHO DEFINED THEIR ERA. WHEN THEY SPLIT IN 1970, NONE OF THE "FAB FOUR" EXEMPLIFIED THE DECADE TO COME MORE THAN...

JOHN LENNON

M. POUTENIS '2000

LENNON'S JOURNEY THROUGH THE '70S HAD ITS ORIGINS ON A SPECIFIC DAY — NOVEMBER 9, 1966. HE MET AN AVANT-GARDE ARTIST NAMED YOKO ONO AT HER LONDON EXHIBITION.

YOU MUST CLIMB TO THE TOP OF THE LADDER.

AS HE LATER TOLD IT, LENNON WAS BLOWN AWAY BY THE UNEXPECTEDLY POSITIVE MESSAGE HE FOUND IN HER CONCEPTUAL ARTWORK.

YES

JOHN AND YOKO WERE MARRIED MARCH 20, 1969. THEIR HONEYMOON? TWO WEEK-LONG HOTEL "BED-INS," TO PROTEST THE VIETNAM WAR. IN MONTREAL, JOHN RECORDED HIS CLASSIC "GIVE PEACE A CHANCE".

PEACE

BED PEACE

PEACE

ALL WE ARE SAAYYY-ING —IS *GIVE PEACE A CHANCE*!!

THE BED-INS RECEIVED MASSIVE GLOBAL PUBLICITY, NOT MUCH OF IT FLATTERING.

BBC

PEACE

BED PEACE

BBC

THIS IS ONE POP STAR WHO'S GONE *OFF HIS ROCKER*!

THEIR RELATIONSHIP TO THAT POINT WAS TREATED AS A SCANDAL. BUT THEIR ANTI-WAR ACTIVISM MADE THEM HEROES — AND WON FRIENDS LIKE YIPPIE LEADER JERRY RUBIN.

WAR IS OVER

IF YOU WANT IT

Happy Christmas from John & Y

PIZZA

POWER TO THE PEOPLE

WE'RE WILLING TO BE THE WORLD'S CLOWNS, IF IT WILL DO SOME GOOD!

PEACE!

JOHN AND YOKO GREETED THE '70S BY PURCHASING PEACE BILLBOARDS AROUND THE WORLD.

POLITICAL ACTIVISM, FOR LENNON, WENT TOGETHER WITH ***PERSONAL*** EXPLORATION. HE MET PSYCHOLOGIST ARTHUR JANOV WHOSE THEORY WAS...

AT BOTTOM, YOU'RE A ***SAD LITTLE BABY.*** JUST ***COME OUT WITH IT!***

THE PRIMAL SCREAM — DR. ARTHUR JANOV

YES! THAT'S FOR ***ME!***

JANOV PREACHED PURGING OF CHILDHOOD PAIN THROUGH THE "PRIMAL SCREAM." THAT WAS PERFECT FOR JOHN, WHOSE UPBRINGING WAS ROCKY TO SAY THE LEAST.

MUMMMYY!!!! DAAA— AADDDDYY!!

EXCELLENT! LET IT OUT!

IT WAS THE MAIN INFLUENCE ON HIS FIRST SOLO ALBUM.

THE LP, "PLASTIC ONO BAND," CONTAINED SUCH "PRIMAL" NUMBERS AS "MOTHER," "GOD," AND ANOTHER LENNON CLASSIC...

A ***WORKING CLASS HERO*** IS SOMETHING TO BE!

AROUND THAT TIME, JOHN FOUND THE ONE CITY WHERE HE COULD LIVE IN PEACE.

NEW YORK, NEW YORK, IT'S A WONDERFUL TOWN.

HE APPLIED FOR A PERMANENT U.S. VISA. AND THAT'S WHEN HIS PROBLEMS REALLY BEGAN.

DECEMBER 10, 1971. JOHN GIVES HIS FIRST U.S. PERFORMANCE SINCE 1966 — A BENEFIT CONCERT FOR JAILED ACTIVIST JOHN SINCLAIR.

WE CAME HERE TO SAY THAT APATHY ISN'T ***IT!*** WE ***CAN*** DO SOMETHING!!

BUT FBI INFORMERS TRACKED HIS EVERY MOVE (AND CRITIQUED HIS SONGWRITING)...

LENNON'S SONG "JOHN SINCLAIR" WILL PROBABLY BECOME A MILLION-SELLER, BUT IT IS ***LACKING*** LENNON'S USUAL ***STANDARDS.****

*ACTUAL COMMENT FROM DECLASSIFIED FBI REPORT.

...AND THE GOVERNMENT TRIED TO DEPORT HIM.

ISN'T THIS ALL DUE TO YOUR 1968 MARIJUANA CONVICTION?

NO. THEY WANT TO GET RID OF ME BECAUSE I'M A ***PEACENIK!*** THEY'RE ***FOLLOWING ME*** AND ***TAPPING MY PHONE.***

WHILE THE STRUGGLE CONTINUED, THEY TRIED TO HUNKER DOWN, BUYING A 10-ROOM APARTMENT IN NEW YORK'S LEGENDARY (AND SOME SAID, ***HAUNTED***) DAKOTA APARTMENTS.

WELL, THIS IS HOME. I HOPE.

BUT THE STRAIN GOT TO THEM, AND EXACERBATED OTHER PERSONAL AND FINANCIAL PROBLEMS. IN THE AUTUMN OF 1973, YOKO KICKED JOHN OUT.

DON'T COME BACK UNTIL YOU'RE READY! IF EVER!

FINE! I'M A 33-YEAR-OLD ROCK STAR! I'LL GO TO L.A. AND *LIVE LIKE ONE!*

IT WAS THE BEGINNING OF AN 18-MONTH SEPARATION JOHN WOULD CALL "THE LOST WEEKEND."

IN L.A., JOHN CARRIED ON AN OPEN AFFAIR WITH HIS SECRETARY, MAY PANG...

...AND RAN WITH SOME OF THE HARDEST DRINKERS IN ROCK AND ROLL, LIKE HARRY NILSSON AND KEITH MOON.

HE CREATED A SCANDAL WITH A DRUNKEN NIGHTCLUB RAMPAGE — WITH A TAMPON ON HIS HEAD.

DON'T YOU KNOW WHO I *AM*??

YEAH, YOU'RE SOME DRUNK *A-HOLE* WITH A TAMPON ON HIS HEAD.

STILL, THE "LOST WEEKEND" WAS LENNON'S MOST PRODUCTIVE PERIOD POST-BEATLES. HE CUT *THREE* ALBUMS AND SCORED HIS FIRST NO. 1 *SINGLE*.

WHATEVER GETS YOU THROUGH THE *NIGHT* — IT'S *ALL RIGHT*!

BY EARLY 1975, HOWEVER, HE WAS BACK WITH YOKO.

I'M READY TO COME BACK!

I SHALL TAKE IT UNDER ADVISEMENT.

VERY SHORTLY, YOKO, AGE 42, WAS PREGNANT.

BUT SOON, JOHN HAD A NEW DILEMMA.

I'VE LOST MY MUSE!!

ONE OF THE GREATEST POP SONGWRITERS OF ALL TIME COULDN'T COMPOSE A NOTE.

BUT IN OCTOBER, TWO GREAT THINGS HAPPENED FOR JOHN LENNON. ON OCTOBER 7...

CONGRAT-ULATIONS, JOHN! A THREE-JUDGE PANEL HAS RULED THAT YOU CAN STAY IN THE UNITED STATES! YOU'VE FINALLY WON!

TWO DAYS LATER — ON JOHN'S 35TH BIRTHDAY — YOKO GAVE BIRTH BY C-SECTION TO SEAN TARO ONO LENNON.

CONGRATULATIONS, MR. LENNON. IT'S A BOY! *NOW*, CAN I HAVE YOUR AUTOGRAPH?

AND THEN JOHN LENNON FADED AWAY FROM THE PUBLIC EYE. THE ONLY NEWS: IN 1977 HE AND YOKO PURCHASED 103 COWS.

HE CLAIMED HE'D BECOME A HAPPY "HOUSEHUSBAND." HE MADE NO MUSIC FOR THE REMAINDER OF THE 1970s.

SUMMER, 1980. JOHN—WITHOUT YOKO—TRAVELED TO THE CARIBBEAN. THERE...

IT'S BACK! I'VE FOUND ME MUSE AGAIN!

HE CHURNED OUT NEW SONGS AT A MANIC PACE.

HE WENT INTO THE RECORDING STUDIO AND RELEASED A SINGLE, "STARTING OVER," IN OCTOBER.

John Lennon Double Fantasy Yoko Ono

AN ALBUM, "DOUBLE FANTASY," FOLLOWED. JOHN WAS ENERGIZED, WRITING MORE SONGS, EVEN CONTEMPLATING A WORLD-WIDE CONCERT TOUR.

IT ALL CAME TO A SUDDEN, TERRIBLE END THE NIGHT OF DECEMBER 8, 1980. A SO-CALLED "DERANGED FAN" SHOT AND KILLED JOHN LENNON IN FRONT OF THE DAKOTA.

WALKING ON THIN ICE

JOHN LENNON WAS 40 YEARS OLD.

THE OUTPOURING OF GRIEF WAS BOTH IMMEDIATE AND GLOBAL. IT SHOWED WHAT JOHN LENNON SYMBOLIZED TO A GENERATION.

PEACE JOHN!

THE '70s WERE TRULY OVER.

EVENTUALLY, DECLASSIFIED PAPERS ***PROVED*** THAT THE GOVERNMENT HAD KEPT "PEACENIK" LENNON UNDER SURVEILLANCE.

EVEN TODAY, SOME ***FBI*** DOCUMENTS REGARDING THE MARTYRED POP STAR, TWO DECADES DEAD, REMAIN CLASSIFIED DUE TO "NATIONAL SECURITY."

LATER, IT EMERGED THAT LENNON'S "MISSING" YEARS WERE NOT AS IDYLLIC AS HE'D PORTRAYED THEM. NOT THE IDEAL "HOUSEHUSBAND," HE SPENT A LOT OF TIME TAKING DRUGS AND WATCHING TV.

BEGINNING IN TURBULENCE, RECEDING INTO APATHY, JOHN LENNON'S '70s REFLECTED THE DECADE. BUT WHAT COULD A RENEWED LENNON HAVE ACHIEVED IN THE '80s AND '90s?

WE CAN ONLY, AS HIS SONG SAYS, ***IMAGINE***...

FACTOID BOOKS 100% TRUE

IN THE DIVISIVE DAYS OF THE EARLY '70S, THERE WERE A LOT OF "LEFT WING RADICALS" THAT THE AMERICAN PUBLIC LOVED TO HATE. BUT NO ONE WAS MORE DESPISED AND LOATHED THAN THE WOMAN THEY CALLED...

"HANOI JANE"

THIS UNHOLY TERROR WAS BORN IN 1937, FIRST CHILD OF ALL-AMERICAN HOLLYWOOD ICON HENRY FONDA, WHO ONCE PORTRAYED ABRAHAM LINCOLN.

WE'LL CALL HER "LADY JANE!"

BY THE 1960S, JANE FONDA, NOW AN ACTRESS LIVING IN FRANCE, WAS THE ULTIMATE SEX KITTEN.

SHE APPEARED **NUDE** IN THE TRENDY SCI-FI SPOOF **"BARBARELLA"** QUITE AHEAD OF HER TIME FOR 1968.

THE FILM WAS DIRECTED BY FONDA'S EUROPEAN PLAYBOY HUSBAND, ROGER VADIM.

WHAT INTERESTS ME ABOUT BARBARELLA IS TO ESCAPE 20TH-CENTURY MORALS AND CREATE A FUTURISTIC MORALITY

WHICH APPARENTLY INCLUDED SHOWING OFF HIS WIFE'S BREASTS.

BUT JANE WAS ALWAYS A NONCONFORMIST. HER ATTITUDES WERE RAPIDLY CHANGING.

THIS PRIVILEGED LIFESTYLE SEEMS A BIT SILLY WHILE THE THINGS GOING ON IN VIETNAM ARE ACTUALLY VERY BAD!

RAMPARTS VIETNAM

IN 1970, JANE VISITED ALCATRAZ ISLAND, THEN MILITARILY OCCUPIED BY NATIVE AMERICANS WHO DISPUTED THE GOVERNMENT'S OWNERSHIP OF THE ISLAND.

EXISTENCE IN FRANCE WAS NUMB, APATHETIC AND AND **CYNICAL!** I WANT TO BE IN AMERICA WHERE IT'S **HAPPENING, MAN!** POWER TO THE PEOPLE!

JANE TRANSFORMED INTO A "REVOLUTIONARY." SHE EMBRACED THE INDIAN CAUSE, DRIVING CROSS-COUNTRY, FROM RESERVATION TO RESERVATION IN A STATION WAGON.

EVENTUALLY, THAT CONSTITUENCY GREW DISILLUSIONED WITH HER.

HMMPH! WE DON'T NEED A **WHITE WOMAN** TO LEAD US!

0u8-12

SHE'D ALREADY FOUND A NEW CAUSE: THE BLACK PANTHERS.

POWER TO THE PEOPLE!

RIGHT ON, SISTER JANE.

HER NEW ACTIVITIES EARNED JANE THE ATTENTION OF THE FEDERAL BUREAU OF INVESTIGATION. SHE WAS UNDER CONSTANT SURVEILLANCE AND HER FILE GREW THICK--FAST.

Jane Fonda ANARCHIST!

WOULD HOLLYWOOD BLACKLIST THIS **RADICAL?** NOT IF SHE WAS GOOD BOX OFFICE. SHE EVEN WON AN OSCAR THOUGH HER SPEECH WAS ANTICLIMACTIC.

THERE'S A LOT I COULD SAY, BUT THIS IS NOT THE TIME. THANK YOU.

IN NOVEMBER,1970, SHE WAS ARRESTED COMING INTO THE COUNTRY FROM CANADA.

THIS IS ALL A NIXON AGNEW SETUP!

COME ALONG NOW, MISS FONDA.

THE POLICE SEARCHED HER BAG.

AH-HA! ILLEGAL DRUGS!

IN FACT, SHE WAS CARRYING ONLY VITAMINS AND DIET PILLS.

WHEN SHE TRIED TO GO TO THE BATHROOM...

SORRY, MISS FONDA, I CAN'T - YEEOOWW!

WOMEN

THWACK!

CHARGED WITH DRUG SMUGGLING AND ASSAULTING A POLICE OFFICER, "JANE FONDA" WAS NOW SYNONYMOUS WITH TROUBLE.

JANE WAS ALREADY PUBLIC ABOUT HER DRUG USE - MARIJUANA, ANYWAY. IN AN INTERVIEW WITH FILM CRITIC REX REED SHE SAID...

YOU DON'T MIND IF I **TURN ON**, DO YOU?

YEAH, BABY! YEAH!

SHE SAID..

I DON'T KNOW ANYONE WHO DOESN'T **TURN ON!** DOCTORS. LAWYERS. POLITICIANS. EXCEPT IN THE SOUTH! THE **SOUTH** IS 50 YEARS **BEHIND!**

SSSHHHRRRRPPP!

SHE SPOKE OUT ON THE MOST EMOTIONAL TOPIC OF THE EARLY '70S: VIETNAM!

THE NORTH VIETNAMESE ARE BEING OPPRESSED. IF YOU ARE CALLED TO FIGHT, YOU SHOULD FILE **CONSCIENTIOUS OBJECTOR** CARDS.

IN THE MEANTIME, HER CRUSADES ALIENATED JANE FROM HER HUSBAND--AND FROM THEIR DAUGHTER VANESSA. HE SAID...

I WOULD RATHER BE MARRIED TO SOMEONE SOFT AND VULNERABLE THAN TO AN AMERICAN JOAN OF ARC.

JANE BEGAN SEEING FAMOUS ANTI-WAR ACTIVIST TOM HAYDEN, WHO EXPLAINED THEIR RELATIONSHIP THUS:

JUST AS VIETNAM BRINGS OUT **GENOCIDAL IMPULSES** IN PEOPLE, IT CAN BRING OUT **BETTER THINGS** AS WELL!

AND YOU THOUGHT WAR WAS HELL.

THEN, IN 1972, JANE TOOK WHAT FOR MANY WOULD BECOME THE DEFINING ACTION OF HER LIFE. SHE VISITED NORTH VIETNAM.

I BRING **GREETINGS** FROM YOUR **REVOLUTIONARY COMRADES** IN AMERICA!!

MORE THAN SIMPLY OPPOSING THE WAR, JANE WAS , IT SEEMED, OPENLY **ROOTING** FOR THE NORTH VIETNAMESE. SHE PEERED DOWN THE SIGHTS OF A NORTH VIETNAMESE ANTI-AIRCRAFT GUN.

SHE EVEN **APPLAUDED** AS NORTH VIETNAMESE GUNNERS AIMED AT U.S. PLANES FLOWN BY AMERICAN SERVICEMEN.

SHE MET WITH AMERICAN POWS AND LATER DECLARED...

THEY ARE TREATED WELL! THEY LOOK LKE FOOTBALL PLAYERS! THOSE WHO SAY THEY'VE BEEN TORTURED MAY BE EXAGGERATING!

MOST DAMNINGLY, SHE MADE A SERIES OF BROADCASTS ON RADIO HANOI, AIMED AT U.S. TROOPS IN THE FIELD.

THIS IS JANE FONDA. IF YOU SAW THE VIETNAMESE YOU WOULD **HATE** THE MEN SENDING YOU ON THESE BOMBING MISSIONS. SHOULD YOU ALLOW **LIARS** TO DEFINE WHO YOUR ENEMY IS?

LIKE "TOKYO ROSE" IN WORLD WAR II, THE BROADCASTS EARNED HER THE DERISIVE NICKNAME "HANOI JANE."

JANE'S TRIP EVOKED A REACTION OF PURE OUTRAGE, FROM ANY TOWN, USA...

SPLAT!

PUT!!!

...TO WASHINTON, DC.

JANE FONDA GAVE AID AND COMFORT TO THE ENEMY! I CALL FOR HER TO BE INDICTED AS A TRAITOR!

IT MIGHT HAVE HAPPENED -- IF VIETNAM HAD BEEN A LEGAL WAR.

JANE DIDN'T KNOW HOW TO HANDLE THE OUTPOURING OF HATE.

SNIFF! WHAT IS A TRAITOR? I CRIED EVERY DAY I WAS IN-SOB!-VIETNAM! I CRIED FOR AMERICA! THIS IS AN AMERICAN TRAGEDY!

UNDETERRED, SHE DIDN'T SHY FROM POLITICS EVEN AFTER THE WAR ENDED.

TOM! TOM! HE'S OUR MAN! IF HE CAN'T DO IT...

HAYDEN FOR SENATE

SHE POURED $2 MILLION INTO NOW-HUSBAND HAYDEN'S CALIFORNIA STATE SENATE CAMPAIGN, AND HE WON.

IN 1978 SHE MADE THE ANTI-WAR FILM "COMING HOME." DURING ONE SCENE, SHE HAS SEX WITH A PARAPLEGIC VIETNAM VET PLAYED BY JON VOIGHT.

OH! OH! OH MY... OOOOOHHHH

IT WON HER ANOTHER OSCAR.

BY 1979, HOWEVER, JANE FONDA, NOW IN HER 40S, UNDERWENT A SURPRISING TRANSFORMATION: FROM RADICAL-- TO FITNESS GURU!

C'MON, LADIES! GET OFF YOUR BUTTS AND TAKE CONTROL OF YOUR BODIES!

AND BIG BUCKS ENTREPRENEUR. SHE RAN A CHAIN OF GYMS AND CREATED A BESTSELLING SERIES OF WORKOUT VIDEOS THAT CONTINUED UNTIL 1995.

BUT ALL WAS NOT FORGIVEN. IN 1988, THE NOW 50+ FONDA SHOT A FILM IN NEW ENGLAND CALLED "STANLEY AND IRIS." WITH ROBERT DENIRO AND FACED NONSTOP PROTESTS FROM VETERANS GROUPS.

FONDA GO HOME

DOWN WITH HANOI JANE!

FONDA

FONDA GO HOME

JANE WENT ON TV AND, AFTER 16 YEARS, APOLOGIZED FOR HER HANOI EXPLOITS.

I WAS TRYING TO HELP END THE KILLING, BUT THERE WERE TIMES WHEN I WAS THOUGHTLESS AND CARELESS. I'M VERY SORRY.

IN 1989 SHE AND HAYDEN DIVORCED. IN 1991, JANE MARRIED A BILLIONAIRE, BROADCAST MAGNATE AND BASEBALL OWNER TED TURNER.

THE FORMER INDIAN-RIGHTS ACTIVIST WAS OFTEN SEEN AT ATLANTA BRAVES GAMES WHERE THEY DO THE "TOMAHAWK CHOP." IN JANUARY 2000, SHE AND TURNER SEPARATED.

FACTOID BOOKS 100% TRUE

IN THE EARLY 1970s, RICHARD NIXON AND HIS GANG OF PETTY, SCHEMING CRONIES HELD POWER IN WASHINGTON. BUT ONE IN THE CROWD TOWERED ABOVE THEM ALL.

EHRLICHMAN

MITCHELL

HALDEMAN

TRICKY DICK

KISSINGER

BORN IN 1923, A JEW IN PRE-WW II GERMANY, YOUNG HENRY KISSINGER SUFFERED TERRIBLE TORMENT.

RUN, *JUDEN!* RUN FOR YOUR LIFE!

WHIFF! WHIFF!

HIS FAMILY EMIGRATED TO THE U.S. IN 1938. BUT UNLIKE MANY JEWS OF THAT ERA, KISSINGER ALWAYS CLAIMED...

THE PERSECUTIONS OF MY CHILDHOOD ARE *NOT THE KEY* TO *ANYTHING* ABOUT ME.

AIR SICKNESS

WHILE HE WAS STILL A YOUTH, KISSINGER'S FAMILY MOVED TO NEW YORK CITY. THE DRIVEN TEENAGER HAD ONE OVERWHELMING AMBITION.

FATHER, MOTHER. I, YOUR SON HENRY, HAVE DECIDED TO BECOME--A *CERTIFIED PUBLIC ACCOUNTANT!*

OH, SON! WE'RE SO *PROUD!*

HIS TURNING POINT CAME IN THE U.S. ARMY. HE MET FRITZ KRAEMER, ANOTHER GERMAN REFUGEE.

THE MEDIUM BRILLIANT ARE *OVERAWED* BY THEIR OWN BRILLIANCE. THE TRULY BRILLIANT UNDERSTAND THAT BRILLIANCE MEANS *NOTHING!*

ENCOURAGED BY KRAEMER, KISSINGER ATTENDED HARVARD TO STUDY POLITICS. HIS 383-PAGE SENIOR THESIS (THE LONGEST EVER) REMAINS A LEGEND TO THIS DAY. WITH HIS SOON-TO-BE TRADEMARK BRAVADO, HE TITLED IT...

THE MEANING OF HISTORY!

THUD!

BY 1956, KISSINGER'S ACADEMIC STAR WAS RISING. IN A MEETING WITH MEMBERS OF THE ELITE POLITICAL CABAL KNOWN AS THE *COUNCIL ON FOREIGN RELATIONS*, HE LED A GROUP STUDYING NUCLEAR WAR. DIPLOMAT PAUL NITZE STARTED THE DISCUSSION.

GENTLEMEN, WE MUST CONSIDER THAT TACTICAL NUCLEAR WEAPONS COULD BE USED IN A *LIMITED WAR!*

"LIMITED NUCLEAR WAR." SOUNDS CRAZY--BUT KISSINGER THOUGHT IT WAS A GREAT IDEA.

SEE, NOT SO BAD!

HE WROTE A DENSE, TECHNICAL BOOK ABOUT IT, *NUCLEAR WEAPONS AND FOREIGN POLICY.* IT BECAME, UNBELIEVABLY, A *BEST-SELLER.* KISSINGER BECAME A STAR.

OOOH, IT'S MR. *KISSINGER!*

IN 1964, HE AND HIS WIFE DIVORCED.

DURING THE 1968 ELECTIONS, KISSINGER WORKED FOR RICHARD NIXON'S ARCH-RIVAL, NELSON ROCKEFELLER.

C'MON, ROCKY! FIGHT! *FIGHT!*

BUT NIXON WON THE REPUBLICAN NOM-INATION--AND THE PRESIDENTIAL ELECTION.

THEN A FUNNY THING HAPPENED. NIXON NAMED KISSINGER...

MY NATIONAL SECURITY ADVISOR!

THAT'S WHEN KISSINGER'S LUST FOR *POWER* REALLY CAME OUT. THROUGH BUREAUCRATIC CUNNING, HE SEIZED COMPLETE CONTROL OF U.S. FOREIGN AFFAIRS.

IMMEDIATELY, KISSINGER FACED A TERRIBLE CRISIS: THE VIETNAM WAR. BUT HIS EVERY MOVE WAS GUIDED BY A CYNICAL *REALPOLITIK.* HE ONCE SAID...

FOREIGN POLICY IS NOT *MISSIONARY WORK!*

IN THAT SPIRIT, THE FIRST MOVE THAT NIXON AND KISSINGER MADE WAS TO ILLEGALLY BOMB NEIGHBORING CAMBODIA, ALLEGEDLY TO BOMB VIET CONG BASES.

THAIL

JUST BECAUSE THE WAR IS HERE...

...DOESN'T MEAN WE CAN'T DROP OUR BOMBS *--HERE!*

CAMBODIA

VIETNAM

THEY DIDN'T TELL THE PUBLIC ABOUT WHAT BECAME KNOWN AS THE "SECRET BOMBING OF CAMBODIA." IT WENT ON INTO THE '70s.

I'M JUST A TOURIST. UM, ...IS THIS PISMO BEACH?

AFTER YEARS OF BOMBING AND INVASIONS, KISSINGER WAS ABLE TO ANNOUNCE...

PEACE IS AT HAND!

AT THE SAME TIME HE WAS CONSIDERED "THE MOST ADMIRED MAN IN AMERICA," ACCORDING TO POLLS.

NEGOTIATING AN END TO THE VIETNAM WAR WON HIM THE NOBEL PEACE PRIZE.

I ACCEPT THIS AWARD IN THE SPIRIT OF *HISTORICAL IRONY!*

OKAY, THAT'S NOT *EXACTLY* WHAT HE SAID.

BUT HIS PRAGMATIC STYLE DID ACCOUNT FOR SOME MAJOR ACHIEVEMENTS: OPENING UP RELATIONS WITH CHINA, AN ARMS TREATY WITH THE SOVIETS, AN END TO THE "YOM KIPPUR WAR" IN THE MIDDLE EAST.

POLITICALLY, I AM GROOVY.

KISSINGER WAS THE ARCHITECT OF HIS OWN LEGEND, THROUGH SHREWD "BACKGROUND" MANIPULATION OF THE LAZY PRESS CORPS.

I'M DOING A HELL OF A JOB AND YOU CAN ATTRIBUTE THAT TO *"A SENIOR U.S. OFFICIAL."*

HE SOMEHOW TURNED INTO A SEX SYMBOL. HE DATED JILL ST. JOHN, CANDICE BERGEN AND OTHER ACTRESSES. BUT HE CLAIMED...

FOR ME, WOMEN ARE ONLY A *DIVERSION*, A *HOBBY*.

THE PUBLIC DIDN'T SEE HIS PARANOID SIDE. HE WIRETAPPED JOURNALISTS AND GOVERNMENT OFFICIALS HE SUSPECTED OF "LEAKING."

THEY'RE *ALL* OUT TO GET ME, I *KNOW* IT!

KISSINGER ESCAPED THE SCANDALS OF WATERGATE, HOWEVER. THE WORST HE ENDURED WAS ONE DRAINING EVENING WITH HIS PATHETIC, DOOMED PRESIDENT.

PRAY WITH ME, HENRY! (SOB!) KNEEL AND *PRAY!* (SNIFF!)

KISSINGER REMAINED AS SECRETARY OF STATE UNDER GERALD FORD. BUT HE NEVER RECAPTURED HIS GLORY OF THE EARLY 1970s.

TODAY, THE AGING KISSINGER, A SENIOR POLITICAL VETERAN, MAKES MILLIONS AS "A CONSULTANT." HE STILL HAS FRIENDS IN THE MEDIA.

TONIGHT ON NIGHTLINE... A MAN WHOSE *FEET* I AM NOT WORTHY TO *LICK!* HENRY KISSINGER!

HISTORICALLY, SPORTSCASTING WAS NOT EXACTLY "JOURNALISM."

LOOK AT SHAPOLSKY GO, BOB! WHAT A GREAT *ATHLETE!* WHAT A GREAT *MAN!*

NOT A *MAN*, AL! A *GOD!* HIS MAGNIFICENCE *SHAMES* SUCH LOWLY *VERMIN* AS OURSELVES!

THIS IS THE MAN WHO CHANGED ALL THAT, WHO BROUGHT *CRITICISM* AND *INTELLIGENCE* TO SPORTS REPORTING. THIS IS THE SPORTSCASTER WHO, IN THE 1970s, BECAME A STAR BIGGER THAN ALMOST ANY ATHLETE.

abc abc

THIS IS HOWARD COSELL!

BORN HOWARD COHEN IN 1918, HE HONORED HIS FATHER'S WISHES, BECOMING A LAWYER, BUT, IN 1954...

HOWARD, WE'D LIKE YOU TO PRODUCE A *RADIO SHOW* FOR YOUR CLIENT, *LITTLE LEAGUE BASEBALL*, ON OUR *ABC STATION*.

HE GOT THE BUG. SOON AN *EX-LAWYER*, COSELL LUGGED HIS 40-POUND TAPE RECORDER EVERYWHERE. YANKEE CATCHER RALPH HOUK TOLD HIM...

YOU'RE LIKE S%#T, COSELL! YOU'RE *EVERYWHERE!*

COSELL TOOK IT AS A COMPLIMENT.

HE MADE HIS NAME IN RADIO WITH A STRONG WORK ETHIC AND EVEN STRONGER OPINIONS. HE RAILED AGAINST THE LEGENDARY CASEY STENGEL, ZANY MANAGER OF THE LOVABLE-LOSER NEW YORK METS.

I'M AGAINST ANYONE WHO GLORIFIES *FAILURE!*

FAR FROM WORSHIPPING ATHLETES, COSELL GRILLED THEM, LIKE WHEN HE ASKED FEARED BOXER SONNY LISTON...

IS IT TRUE YOU'RE CONTROLLED BY THE MOB?

COSELL'S FAME SKYROCKETED IN THE EARLY 1960s WHEN HE CONNECTED WITH CONTROVERSIAL HEAVYWEIGHT CHAMPION CASSIUS CLAY WHO DECLARED...

I AM A *BLACK MUSLIM!*

MY NAME IS NOW *MUHAMMAD ALI!*

OKAY, YOU'RE MUHAMMAD ALI. A MAN HAS THE RIGHT TO BE CALLED WHAT HE LIKES.

COSELL IMMEDIATELY REFERRED TO ALI BY HIS CHOSEN NAME. HE WAS THE ONLY ONE IN THE MEDIA WHO DID.

THEY BECAME GENUINE FRIENDS, THOUGH THERE WAS ONE THING THEY NEVER AGREED ON.

WITHOUT ME YOU'RE *NO ONE*, ALI! I *MADE* YOU!

YOU *CRAZY*, COSELL? *I'M* THE ONE THAT MADE *YOU!*

WHEN ALI REFUSED TO BE DRAFTED AND WAS SUMMARILY *BANNED* FROM BOXING, COSELL SPOKE OUT AGAIN.

MUHAMMAD ALI HAS BEEN EGREGIOUSLY DENIED *DUE PROCESS OF LAW!*

COSELL WAS PUBLICLY VILIFIED FOR HIS STAND.

BUT COSELL NEVER BACKED DOWN WHEN HE BELIEVED HE WAS RIGHT. WHICH, IN HIS MIND, WAS ALWAYS. HIS MOTTO?

THIS IS HOWARD COSELL --TELLING IT *LIKE IT IS!*

abc

COSELL'S SUPPORT OF ALI MADE HIM FAMOUS, BUT WHEN 1970 CAME, HIS PART ON A NEW SHOW MADE HIM A SUPERSTAR.

THIS IS HOWARD COSELL-- AND WELCOME TO ABC'S *MONDAY NIGHT FOOTBALL!*

NO ONE THOUGHT PRO FOOTBALL IN PRIME TIME COULD SUCCEED. ABC WAS DESPERATE FOR MONDAY SHOWS. BUT WITH COSELL, ABC HAD A HIT.

COSELL DID SOMETHING IN THE BROADCAST BOOTH THAT HAD NEVER BEEN DONE ON A FOOTBALL BROADCAST.

I'LL TELL YOU, DON, 44 YARDS ON 26 CARRIES IS WELL BELOW KELLY'S STANDARD!

HE *CRITICIZED* A PLAYER!

THE PUBLIC WAS OUTRAGED. THEIR MOST COMMON GRIPE...

WHO THE HELL IS *COSELL* TO *KNOCK A PLAYER?*

HE *NEVER PLAYED THE GAME!*

AMERICA'S FOOTBALL FANS ONCE AGAIN DEMONSTRATED THEIR GREAT *OPEN-MINDEDNESS* AND *SENSITIVITY.*

"GET THAT NIGGER-LOVING JEW BASTARD COSELL OFF THE AIR. FOOTBALL IS AN *AMERICAN* GAME."*

*ACTUAL LETTER.

A NATIONAL FAD EMERGED: COSELL-BASHING. LITERALLY. BARS LURED MONDAY PATRONS WITH THE CHANCE TO "THROW A BRICK AT COSELL."

KER-SMASH

ALL RIGHT! THAT'LL *SHUT YA UP,* COSELL!

SO HE WASN'T EXACTLY A ***BELOVED*** SUPERSTAR, BUT HE WAS A SUPER-STAR. HE DID GUEST SPOTS ON DOZENS OF TV SHOWS--INCLUDING ***SONNY AND CHER***.

♪ BABE! I GOT YOU, BABE! ♪

WHEN ABC STARTED A LIVE VARIETY SHOW IN 1975, THE ONLY CHOICE FOR A HOST WAS--HOWARD COSELL.

COSELL

LADIES AND GENTLEMEN, DIRECT FROM SCOTLAND--

--THE ***BAY CITY ROLLERS!***

NOT WHAT COSELL'S PUBLIC EXPECTED. "SATURDAY NIGHT LIVE WITH HOWARD COSELL" DIED AT MID SEASON, A RUN 25 YEARS (AND COUNTING) SHORTER THAN NBC'S "SATURDAY NIGHT LIVE."

COSELL WAS AT HOME COVERING BIG STORIES. WHEN TERRORISTS ATTACKED THE 1972 MUNICH OLYMPICS, HE REFUSED TO LEAVE THE OLYMPIC VILLAGE.

THIS IS HOWARD COSELL, UNDER ***SIEGE!***

MONDAY NIGHT FOOTBALL GOT HUGE RATINGS AND BECAME AN INSTITUTION IN THE 1970S. THE REASON, COSELL BELIEVED, WAS--HOWARD COSELL.

WHAT CAN I SAY? I'M ***TELLING IT LIKE IT IS!***

BUT BY THE END OF THE DECADE, COSELL WAS FED UP--WITH SPORTS, WITH HIS BAD PRESS, WITH EX-ATHLETES IN THE BROADCAST BOOTH.

IT'S THE JOCKOCRACY THAT'S RUINING SPORTS TELEVISION!

HE GAVE UP ON BOXING IN 1982. IN 1983, HE QUIT ***MONDAY NIGHT FOOTBALL***, THE SHOW THAT MADE HIM AN ICON (FOR BETTER OR WORSE).

HE NOT ONLY REVOLUTIONIZED SPORTS TV, HE PRACTICALLY ***INVENTED*** IT. BELLIGERENT, BRILLIANT, POMPOUS, COURAGEOUS--THERE HAS NEVER BEEN ANOTHER LIKE HIM.

HOWARD COSELL DIED IN 1995 AT AGE 77.

FACTOID BOOKS 100% TRUE

HE WAS ONE OF THE MOST CONTROVERSIAL FIGURES OF THE 1960S. IN THE 1970S, MUHAMMAD ALI PROVED THAT HE WAS TRULY...

The GREATEST

IN 1964 22-YEAR-OLD CASSIUS CLAY SHOCKED THE WORLD BY KNOCKING OUT FEARSOME SONNY LISTON TO WIN THE WORLD HEAVYWEIGHT CHAMPIONSHIP.

SOON AFTER THAT, HE SHOCKED THE WORLD AGAIN BY CONVERTING TO ISLAM AND CHANGING HIS NAME TO *MUHAMMAD ALI*.

ADD HIS FLAMBOYANT, GARRULOUS STYLE--AND ALI TICKED A LOT OF PEOPLE OFF.

I'M THE *GREATEST!* I FLOAT LIKE A *BUTTERFLY*, STING LIKE A *BEE!*

HE'LL GET HIS *MOUTH SHUT* ONE O' THESE DAYS!

IN 1967 HE WAS DRAFTED TO FIGHT IN VIETNAM, BUT REFUSED TO GO, BASED ON HIS RELIGION.

HELL NO WE WON'T GO!

RIGHT ON, ALI! DON'T GO TO VIETNAM!

NO VIETCONG EVER CALLED ME A *NIGGER!*

AMERICA LOVE IT OR LEAVE IT!!

COWARD! *TRAITOR!* YER GOIN' TA *JAIL!!*

FOR HIS COURAGEOUS STAND, ALI WAS SENTENCED TO FIVE YEARS IN PRISON. HE WAS STRIPPED OF HIS CHAMPIONSHIP--AND HIS LICENSE TO BOX.

ALI APPEALED HIS CONVICTION AND DIDN'T SERVE TIME. AMONG HIS PROMINENT SUPPORTERS HOWARD COSELL.

INDUBITABLY, IN THIS REPORTER'S OPINION, WHAT HAS TRANSPIRED IN THE ALI INCIDENT IS AN INJUSTICE OF MEGALITHIC PROPORTIONS.

abc

IN 1970 HIS LICENSE WAS RENEWED. BUT HE HAD TO *FIGHT* TO REGAIN THE TITLE HE NEVER LOST. THE NEW *"CHAMP"--SMOKIN' JOE FRAZIER.*

FRAZIER WILL FALL IN *SIX!* I AM THE *PEOPLE'S CHAMPION!*

THE HYPE WAS INCREDIBLE. ALI'S RETURN AGAINST THE SOFT-SPOKEN, HARD-HITTING FRAZIER CAPTURED THE WORLD'S IMAGINATION.

ALI vs FRAZIER
LIVE VIA CLOSED CIRCUIT T.V

THE $20 TICKET FOR CLOSED-CIRCUIT TV WAS THE MOST EXPENSIVE EVER.

MARCH 8, 1971. THE BRUTAL, 15-ROUND FIGHT LIVED UP TO ALL EXPECTATIONS. EXCEPT ALI'S. IN THE 14TH, FRAZIER FLATTENED ALI WITH AN AWESOME LEFT HOOK.

WHUMP!

THOUGH BADLY HURT, ALI SPRANG BACK TO HIS FEET AND FINISHED THE FIGHT. BUT HE LOST A UNANIMOUS DECISION.

HE REMAINED AN INSPIRATION, PARTICULARLY FOR YOUNG BLACK PEOPLE. AS ONE YOUNG MAN DECLARED...

WHEN ALI GOT OFF THAT CANVAS, HE SHOWED BLACK AMERICA WHAT IT *TAKES* TO REMAIN *UNDEFEATED.*

HERBERT MARCUSE

ALI HIMSELF SAID...

IT WAS *GOOD* TO LOSE. YOU GOT TO SET AN *EXAMPLE* HOW TO LOSE. YOU CAN KNOCK ME DOWN A THOUSAND TIMES BUT MY HEART WILL *NEVER* GO DOWN!

ALI WAS FAR FROM DOWN. HE KEPT HIS PUBLICITY MACHINE ALIVE, CLOWNING IT UP IN INTERVIEWS WITH HIS STRAIGHT MAN, COSELL.

I'LL WHUP YOU, COSELL!

AND BY FIGHTING. FOUR MONTHS AFTER THE FRAZIER DEFEAT, ALI KNOCKED OUT JIMMY ELLIS TO WIN THE "NORTH AMERICAN" CHAMPIONSHIP.

ALI BOXED WITH A FLASHY, GRACEFUL STYLE--UNHEARD OF FOR A HEAVYWEIGHT. HIS "ALI SHUFFLE" WAS A GREAT CROWD-PLEASER.

A MASTER SHOWMAN, YOU LOVED HIM OR HATED HIM.

A-LI!!

A-LI!!

A-LI!!

AND MILLIONS LOVED HIM. HE BECAME THE MOST RECOGNIZABLE ATHLETE IN THE WORLD--AND ONE OF THE WORLD'S MOST FAMOUS HUMAN BEINGS.

INEVITABLY, MILLIONS HATED HIM, TOO.

WHAT YA GOT THERE, BROTHER?

NOTHIN', CHAMP. JUST ANOTHER DEATH THREAT.

A STRONG, BLACK CHAMPION WHO DIDN'T *KOWTOW* TO THE *SYSTEM* WAS GOING TO HAVE ENEMIES.

BY 1974 ALI HAD EVERYTHING-- EXCEPT THE ONE THING THAT HAD BEEN STRIPPED FROM HIM SEVEN YEARS EARLIER.

THE *WORLD'S HEAVYWEIGHT CHAMPIONSHIP.* HOW COULD HE BE *THE GREATEST* WITHOUT IT?

THE PROBLEM: GEORGE FOREMAN. THE NEW CHAMPION (HE'D OBLITERATED FRAZIER) WAS YOUNG, BIG AND BRUTAL--ONE OF THE HARDEST PUNCHERS EVER.

THUDD!

WHOA! I GOTTA THINK ABOUT THIS...

THEY FOUGHT OCTOBER 30, 1974, IN ZAIRE, AFRICA--THE BIGGEST ENTERTAINMENT EVENT IN THAT COUNTRY'S HISTORY. THEY CALLED IT "THE RUMBLE IN THE JUNGLE." AND ALI HAD A PLAN: LET THE HARD-HITTING FOREMAN TIRE HIMSELF OUT!

WHAM! THUD!

HE CALLED IT THE "ROPE-A-DOPE."

WHATEVER HE CALLED IT, IT WORKED! IN THE EIGHTH ROUND MUHAMMAD ALI LANDED THE KNOCKOUT PUNCH ON AN EXHAUSTED FOREMAN.

KA-BAM!

AT THE AGE OF 32, THE GREATEST WAS CHAMPION AGAIN.

ALI DEFENDED THE TITLE TEN TIMES. HE WON A THRILLING SLUGFEST WITH FRAZIER IN 1975 (ALI WON AN EARLIER, LACKLUSTER REMATCH). IN 1978 ALI LOST TO UPSTART LEON SPINKS--THEN WON A REMATCH-- *THREE TIMES CHAMP!*

BIFF! POW!

HE RETIRED AND, ODDLY, BEGAN DOING TV COMMERCIALS.

GET *ROACH MOTEL!* ROACHES CHECK IN BUT THEY DON'T CHECK OUT!

ROACH MOTEL

ALI MADE AN ABORTED COMEBACK, LOSING TWO FIGHTS IN 1980-81. THEN HE RETIRED FOR GOOD.

SADLY, ALI WAS LATER DIAGNOSED WITH THE NEUROLOGICAL DISORDER PARKINSON'S DISEASE. BUT HE STILL FOUGHT, AS HE ALWAYS DID. IN 1996, IT WAS MUHAMMAD ALI WHO LIT THE OLYMPIC FLAME.

ALWAYS A FIGHTER, NO MATTER WHAT.

ON *MARCH 17, 1976*, CALIFORNIA GOVERNOR *JERRY BROWN*, JUST 38 YEARS OLD, WAS CHATTING IDLY WITH REPORTERS WHEN HE *CASUALLY MENTIONED*...

I'M GOING TO RUN FOR *PRESIDENT OF THE UNITED STATES.*

GOVERNOR MOONBEAM

IT WAS *TYPICAL JERRY BROWN.* HE ALWAYS DID THINGS A LITTLE, WELL, *DIFFERENTLY.* THAT'S WHY THEY CALLED HIM...

WHEN THEY ASKED *WHY* HE SUDDENLY DECIDED TO RUN, HE SAID...

I COULDN'T THINK OF A REASON *NOT* TO.

A LITTLE *VAGUENESS* GOES A *LONG* WAY IN THIS BUSINESS!

BROWN WAS AN *ANTI-POLITICIAN* WITH A POLITICAL PEDIGREE. HIS FATHER, *EDMUND G. "PAT" BROWN*, WAS *CALIFORNIA* GOVERNOR FROM *1959-1967.*

MEANWHILE, *EDMUND JR.*, CALLED "*JERRY*," STUDIED WITH THE *JESUITS.*

ANSELM SAINT ANSELM

BY 1970, HE WAS READY. A "CLEAN GOVERNMENT" CRUSADER, HE WAS ELECTED *SECRETARY OF STATE OF CALIFORNIA.* HE FACED DOWN *CALIFORNIA'S* POLITICAL ESTABLISHMENT.

FROM NOW ON YOU MUST REVEAL *ALL* OF YOUR *CAMPAIGN CONTRIBUTORS.*

HE FEARED *NO ONE*, NO MATTER HOW *POWERFUL.*

WE HAVE EVIDENCE THAT *PRESIDENT NIXON CHEATED ON HIS TAXES!*

IN THE EARLY 1970'S, CALLING THE *PRESIDENT OF THE UNITED STATES* A *CROOK* WAS SIMPLY UNHEARD-OF.

IN *WATERGATE*-HEAVY 1974, *BROWN*, A *DEMOCRAT*, RAN FOR GOVERNOR WITH A MESSAGE PEOPLE WANTED TO HEAR.

THIS STATE IS *CORRUPT* AND IT NEEDS *CLEANING UP!* I'M NOT PART OF THE *SACRAMENTO LOCKER ROOM* CROWD!

BROWN'S TOP OPPONENT, ASSEMBLY SPEAKER *BOB MORETTI*, *WAS* PART OF THAT CROWD, SO WHEN HE SAID...

BROWN IS SETTING UP A *STRAW MAN!* *CALIFORNIA* IS NOT *CORRUPT!*

...HIS *CREDIBILITY* WAS ZILCH.

BROWN'S TACTIC OF *VAGUENESS* SEEMED BIZARRE BACK THEN -- BUT HE SET THE TONE FOR FUTURE OFFICE-SEEKERS. HE PROMISED NOTHING MORE SPECIFIC THAN...

...A NEW *SPIRIT* FOR *CALIFORNIA!*

HIS OPPONENTS, LIKE *SAN FRANCISCO* MAYOR *JOE ALIOTO*, RESORTED TO NASTY INNUENDO.

I'D LIKE TO KNOW WHY *BROWN* CONTINUES TO CAMPAIGN IN THE *CLOSET!*

BROWN WAS INDEED A BACHELOR. IN FACT, HE DATED HIS SHARE OF *GLAMOROUS* WOMEN. BUT WISELY, HE NEVER RESPONDED DIRECTLY TO THE "GAY" ALLEGATIONS, SAYING...

IT *TITILLATES* PEOPLE TO TALK ABOUT *SEX* AND POLITICIANS. THE SUBJECT IS NOT *RELEVANT* TO ME.

MOST NOTABLY, HE WENT OUT WITH POP SUPERSTAR *LINDA RONSTADT.*

OOOOOoo... WHEN WILL I BE *LOVED?*

NOT AS LONG AS I'M WITH *THIS* GUY!

NOT SINCE *JFK* HAD A POLITICIAN SO WELL UNDERSTOOD THE *CONNECTION* BETWEEN *POLITICS* AND *SHOW BUSINESS.*

A LITTLE *VAGUENESS* DID GO A LONG WAY FOR *JERRY BROWN.* HE WON THE ELECTION.

PEOPLE ASK "WHAT'S YOUR PROGRAM?" WHAT THE HELL DOES *THAT* MEAN? THE PROGRAM IS TO CONFRONT THE *HYPOCRISY OF GOVERNMENT!*

HIS ZEN-LIKE PERSONA EXEMPLIFIED '70S "MELLOW."

I HAVE NO GOALS. LIFE JUST *IS.* YOU HAVE TO FLOW WITH IT. GIVE YOURSELF TO THE *MOMENT.* LET IT *HAPPEN.*

HIS SPACEY WAYS EARNED HIM HIS "MOONBEAM" NICKNAME.

HE ONCE TOLD AN AIDE...

PEOPLE WANT A *DICTATOR* THESE DAYS, A MAN ON A *WHITE HORSE* TO TELL THEM WHAT TO DO. A *POLITICIAN* CAN DO *ANYTHING* IF HE *MANIPULATES* THE RIGHT *SYMBOLS.*

...WHICH SOUNDED RATHER SINISTER. BUT WAS *BROWN* REALLY A CYNICAL, POWER-MAD MANIPULATOR -- OR A MAN OF *PRINCIPLE*, MISUNDERSTOOD BY HIS PEERS?

HE REFUSED TO LIVE IN THE GOVERNOR'S MANSION, PREFERRING A SIMPLE APARTMENT ACROSS THE STREET WITH A MATTRESS ON THE FLOOR.

NOBODY IN THEIR RIGHT MIND WOULD WANT TO LIVE IN THAT *TAJ MAHAL!* THE MODESTY OF OUR LIFE-STYLES SHOULD REFLECT THE *MEDIOCRITY* OF OUR PERFORMANCE.

HE SHUNNED LIMOUSINES.

IF YOU'RE HEAVYWEIGHT CHAMPION OF THE WORLD, OR KNOWN FOR SOME OBVIOUS *FEAT OF EXCELLENCE*, A LIMOUSINE MIGHT BE APPROPRIATE. BUT JUST TO MUDDLE AROUND IN GOVERNMENT, A RATHER MODEST CAR IS *BEST*.

HIS PHILOSOPHY OF GOVERNMENT?

YOU DON'T HAVE TO *DO* THINGS. MAYBE BY AVOIDING *DOING THINGS* YOU ACCOMPLISH A LOT. IF *KENNEDY* AVOIDED THE *BAY OF PIGS* AND *VIETNAM*, THAT WOULD HAVE BEEN *QUITE* AN ACCOMPLISHMENT.

BUT *BROWN* MAY HAVE TAKEN HIS *MANIPULATION* OF SYMBOLS TOO FAR. CRITICS DETECTED A SHADE OF *RACISM* WHEN HE SAID...

BLACKS ARE THE WRONG SYMBOL FOR THE 1970'S! I'M TILTING TOWARD *MEXICAN-AMERICANS*.

USA

THEY SAW A DANGEROUS RIGHT-WING STREAK IN HIS STATEMENTS REGARDING...

WELFARE MOTHERS! THEY NEED TO *TIGHTEN THEIR BELTS!*

AND...

ARE POOR KIDS REALLY HUNGRY, OR IS THAT ANOTHER *LIBERAL MYTH*? I DON'T KNOW WHY WE SHOULD SUBSIDIZE *SCHOOL LUNCHES!*

HEY, YOU GONNA EAT YOUR *ROLL*?

THEY BLASTED HIM FOR RAISING CASH WITH HELP FROM THE SAME OLD *PARTY BOSSES*.

I DON'T WANT TO JUST GO AMONG THOSE WHO AGREE WITH ME, BUT TO THOSE WHO ARE *SKEPTICAL* AS WELL.

HE OFTEN JUST PLAYED TO HIS AUDIENCE.

...AND I WON'T EVEN TALK TO THE *SOVIETS* UNTIL THEY AGREE TO *SAVE THE WHALES!!*

YEAH!

ALL RIGHT, JERRY!

RIGHT ON!

WITH HIS LATE ENTRY IN 1975 INTO THE *DEMOCRATIC* PRESIDENTIAL PRIMARIES, THE NORMALLY LAID-BACK *BROWN* PROVED A FURIOUS CAMPAIGNER, FACING OPPONENTS LIKE LONGTIME *SENATOR FRANK CHURCH*.

BROWN, YOU'RE A GREEN YOUNGSTER WITHOUT THE *EXPERIENCE* TO BE A *PRESIDENT!*

YEAH, WELL, 20 YEARS IN *WASHINGTON* READING *THE CONGRESSIONAL RECORD* DOESN'T QUALIFY *YOU* FOR THE HIGHEST EXECUTIVE JOB IN THE COUNTRY!

BUT HE COULDN'T OVERCOME FRONT-RUNNING *GEORGIA* GOVERNOR *JIMMY CARTER*. THE SELF-STYLED *SOUTHERN* PEANUT FARMER CHARMED VOTERS WITH A WARM SMILE AND FOLKSY MANNER. *CARTER* ROLLED UP AN INSURMOUNTABLE LEAD.

IN A DESPERATION MOVE, *BROWN* SPENT $80,000 ON A HALF-HOUR NATIONAL TV BROADCAST. HE USED THE TIME TO DROP EVERY BUZZ WORD AND CATCH PHRASE IN HIS ARSENAL.

WE ARE ENTERING AN ERA OF LIMITS!

WE ARE ALL ON *SPACESHIP EARTH!*

THE *PRESIDENT* IS NOT *SANTA CLAUS!*

NONE OF IT WAS ENOUGH TO WIN THE *PRESIDENTIAL* CAMPAIGN. THE *DEMOCRATIC* NOMINATION WENT TO *GEORGIA* GOVERNOR *JIMMY CARTER* -- A MAN WITH WHOM *BROWN* HAD LITTLE INTEREST IN COOPERATING.

CARTER♥

USA

HE WAS OFTEN ACCUSED OF RUNNING FOR *PRESIDENT* JUST TO SATISFY HIS *EGO*.

BROWN PLEDGED TO CAMPAIGN FOR *CARTER* AGAINST REPUBLICAN PRESIDENT *GERALD FORD*.

BUT WHEN *CARTER* CAME CALLING, ASKING *BROWN* TO TAPE A TV AD, *BROWN* TURNED HIM DOWN *FLAT*.

SORRY, *JIMMY*. TOO BUSY.

CARTER DEFEATED *FORD* NATIONALLY -- BUT LOST IN *CALIFORNIA*. HE BLAMED *BROWN*.

SEE YA IN 1980, *JIMMY!*

MANY SUSPECTED THAT *BROWN* *WANTED* A WEAK *CARTER*. THE BETTER FOR HIS OWN *PRESIDENTIAL* BID NEXT TIME!

BROWN DID RUN AGAIN IN 1980, THEN AGAIN IN 1992 WHEN, IN HIS NEW PERSONA AS A POPULIST, HE RAISED CAMPAIGN FUNDS WITH AN 800 NUMBER.

JUST DIAL 1-800-JERRY! I'M WAITING FOR YOUR CALL!

IN 1998 HE WAS *ELECTED* -- MAYOR OF BLIGHTED *OAKLAND, CALIFORNIA*.

WE WERE SUPPOSED TO DEAL WITH URBAN PROBLEMS *20 YEARS AGO!* NOW I'M RIGHT IN THE MIDDLE OF IT!

THE ULTIMATE '70S POLITICIAN JUST WON'T QUIT.

CHUCK BARRIS

THESE DAYS YOU HEAR A LOT ABOUT "TRASH TV." LOWBROW EVERYTHING. BUT LET'S NOT FORGET THE MAN WHO STARTED IT ALL. HIS NAME WAS...

AND HE CREATED PERHAPS THE STUPIDEST TV SHOW EVER MADE...

THE GONG SHOW!

EARLY IN HIS SHOWBIZ CAREER, BARRIS WAS A CLERK AT ABC. BUT HE GOT HIS FIRST TASTE OF THE BIG TIME WITH A SONG HE DASHED OFF IN HIS FREE TIME.

LAST NIGHT I TOOK A STROLL... UH, A JOG... NO, NO—A WALK! A WALK IN THE DARK...

A SWINGIN' PLACE CALLED PALISADES PARK...

HIS PEPPY ODE TO THAT NEW JERSEY AMUSEMENT PARK TURNED INTO A SMASH FOR FREDDY "BOOM BOOM" CANNON IN 1962.

BUT HIS BOSS AT ABC DIDN'T APPRECIATE HIS MOONLIGHTING ACTIVITIES.

WE DON'T NEED NO GUITAR-STRUMMIN' TYPES HERE AT THE AMERICAN BROADCASTING CORPORATION!

BARRIS HAD THE LAST LAUGH. ROYALTIES FROM "PALISADES PARK!" GAVE HIM THE TIME TO PURSUE HIS PASSION: GAME SHOWS.

BACHELOR NUMBER TWO: IF I WERE AN ICE CREAM CONE, DESCRIBE HOW YOU WOULD LICK ME!

DATING GAME

YEE-HAH! I'M RICH!

HIS FIRST, "THE DATING GAME," DEBUTED IN 1965.

"THE DATING GAME" WAS A SMASH. IN 1966 BARRIS EXPANDED THE LASCIVIOUS FRANCHISE WITH "THE NEWLYWED GAME."

WHAT'S THE MOST UNUSUAL PLACE YOU AND YOUR HUSBAND EVER MADE WHOOPIE?

IN AN AIRPLANE!

KA-CHING!

NO ONE EVER ACCUSED HIM OF GOOD TASTE, BUT HE KNEW WHAT AMERICA'S TV VIEWERS WANTED.

BARRIS BECAME KNOWN AS A GAME SHOW WIZARD—AND AN IRASCIBLE ECCENTRIC. EVERY TIME HE SOLD A NEW SHOW, HE CELEBRATED BY DUMPING BEER ON HIS HEAD.

ANOTHER WINNER, LADIES AND GERMS!

IN THE EARLY '70S, WITH SIX SHOWS ALREADY ON THE AIR, BARRIS CAME UP WITH AN IDEA THAT, THOUGH HE DIDN'T KNOW IT, WOULD BE HIS CROWNING ACHIEVEMENT.

AN AMATEUR HOUR! THERE MUST BE THOUSANDS OF TALENTED PEOPLE OUT THERE!

UNFORTUNATELY, AS HE BEGAN AUDITIONING TALENT, BARRIS QUICKLY DISCOVERED THAT HIS PREDICTION HAD BEEN OVERLY OPTIMISTIC.

AND DID THOSE FEET...

UGGH! WHAT A FIASCO!

THEN, BARRIS HAD A BRILLIANT IDEA.

IF I CAN'T DO A TALENT SHOW WITH ACTUAL TALENT, I'LL DO A SHOW WITH ACTS THAT ARE INCREDIBLY BAD!

"THE GONG SHOW" WAS BORN.

NBC WENT FOR IT. FIRST, THERE WAS THE MATTER OF PICKING A SUITABLE HOST FOR THIS UNIQUELY RIDICULOUS CONCEPT. THE ONLY LOGICAL CHOICE WAS...

YOU... CHUCK BARRIS!

M-M-ME??

AT FIRST, BARRIS WAS TERRIFIED, BUT HE SOON REALIZED...

I'LL BE A CELEBRITY! I'LL GET THE BEST TABLES IN RESTAURANTS, THE BEST SEATS AT THE BALL GAME! THE GROOVIEST CHICKS! PEOPLE ARE GONNA LOVE ME!

SO BARRIS HOSTED THE SHOW—SOMEWHAT LESS FORMALLY THAN A TRADITIONAL GAME SHOW HOST, BUT THEN, THIS WASN'T A TRADITIONAL GAME SHOW.

GONNNG!

MAA-MARIES... LIGHT THE CORNERS OF MY MIIIND...

DAVID LETTERMAN

JAYE P. MORGAN

JAMIE FARR

THE ACTS WERE ABSURD, AND WHEN THEY WERE REALLY BAD, ONE OF THE GRADE-Z CELEBRITY JUDGES (INCLUDING, FOR A WHILE, DAVID LETTERMAN) WOULD STOP THEM WITH A GONG.

THE UNKNOWN COMIC (REAL NAME: MURRAY LANGSTON) MADE HIS CAREER WITH SUCH GAGS AS...

CHUCKIE, CHUCKIE IS MY FLY OPEN?

NO...

IT OUGHTA BE! I'M PEEIN'!

BARRIS' OWN HUMOR WAS NO MORE SOPHISTICATED. WHENEVER HE HAD A DOG ACT ON THE SHOW...

THIS OUGHTA BE GOOD FOR A LAUGH!

DOG FOOD

HE KNEW HOW TO GET A REACTION.

GASP!

ROWF!

CRITICS, PREDICTABLY, LOATHED THIS BARRIS BRAINCHILD. HIGHBROW COMMENTATOR CLIFTON FADIMAN NOTED...

THERE IS NO WAY OF RECONCILING THE VISION OF LIFE OFFERED BY SHAKESPEARE WITH THAT OF "THE GONG SHOW."

HAMLET

NO, REALLY?

THE SHOW DID MAKE BARRIS A HUGE STAR—BUT LIFE AS A CELEBRITY WASN'T EXACTLY WHAT HE'D IMAGINED.

I'VE BEEN IN BROADCASTING FOR 37 YEARS, SO I SPEAK WITH SOME AUTHORITY WHEN I SAY, MR. BARRIS, YOU'RE A DISGRACE TO THE INDUSTRY!

YES, MR. BARRIS - YOU SUCK!

HE TOOK ABUSE WHEREVER HE WENT.

HEY, BARRIS! YER IDIOTIC SHOW IS WRECKIN' THE CULTCHA!

TAXI

A HIGHLY LITERATE MAN— DESPITE HIS PUBLIC IMAGE— BARRIS COULDN'T EVEN RELAX IN A BOOKSTORE.

LOOK! THE MORON CAN READ!

DEAR GOD, JUST LET IT ALL END!

CLASSICS

ST. THOMAS AQUINAS

"THE GONG SHOW" WAS A SMASH. EVERYONE SAW IT AS THEIR CHANCE TO GET ON TV.

I WISH I WAS IN DIXIE...

THERE WAS NO PLACE TOO AWKWARD FOR SOME PEOPLE TO "AUDITION."

BARRIS EVEN GOT GRILLED ON "60 MINUTES."

IT'S BEEN SAID YOU REVEL IN DEGRADING YOUR CONTESTANTS.

NOT TRUE, MIKE! THESE PEOPLE WANT TO BE ON TV! THEY JUST WANT TO HAVE FUN!

THE CRAZINESS FINALLY WENT TO HIS HEAD. ONE DECISION, IN PARTICULAR, MARKED THE BEGINNING OF THE END.

YOU CAN'T PUT THEM ON!

I WILL PUT THEM ON!

NO! DON'T PUT THEM ON!

YES, I MUST PUT ON...

"THE POPSICLE TWINS!"

SHHLURRP!

LLICCK!

THE POPSICLE TWINS' "ACT" SENT SHOCK WAVES THROUGH MIDDLE AMERICA, WHICH HAD NEVER SEEN ANYTHING QUITE LIKE IT ON TELEVISION.

MY GOD! DON'T LOOK!

NBC'S SWITCHBOARDS LIT UP WITH APOPLECTIC CALLERS. THEIR REACTION ECHOED THAT OF BARRIS' NETWORK BOSSES.

THINGS ONLY GOT CRAZIER WHEN "CELEBRITY JUDGE" JAYE P. MORGAN GAVE THE "GONG SHOW" AUDIENCE A SURPRISE TREAT.

FLASSH!

SLAP

CENSORS SNIPPED IT BEFORE THE WEST COAST AIRING, BUT THE DAMAGE WAS DONE.

AFTER "THE GONG SHOW" WAS CANCELLED IN 1980, BARRIS LEFT THE U.S. ALTOGETHER.

ANOTHER MISSION ACCOMPLISHED!

PFFT-

BUT HE WAS FAR FROM FINISHED. IN 1984, HE PUBLISHED HIS "UNAUTHORIZED AUTOBIOGRAPHY" TITLED "CONFESSIONS OF A DANGEROUS MIND." IN THE BOOK, HE CLAIMED TO BE AN EX-CIA ASSASSIN, WHO USED HIS GAME SHOWS AS COVER FOR HIS COVERT ACTIVITIES.

VARIOUS BIG-NAME ACTORS AND PRODUCERS IN HOLLYWOOD HAVE EXPRESSED INTEREST IN MAKING THE BOOK INTO A MOVIE.

AHH... NOW THIS IS LIVIN'!

IN 1986, BARRIS RETIRED TO THE SOUTH OF FRANCE.

FACTOID BOOKS 100% TRUE

The DECADE of EVEL

EVEL KNIEVEL WAS THE ULTIMATE EXAMPLE OF THE AMERICAN DREAM, '70s STYLE. HE ROSE FROM A LIFE OF CRIME TO BECOME ONE OF THE MOST FAMOUS MEN IN THE WORLD BY DOING CRAZY THINGS.

SPECIFICALLY, HE JUMPED OVER REALLY BIG THINGS ON HIS MOTORCYCLE.

BUT AS WILL HAPPEN TO DREAMERS, MANY OF HIS BIGGEST PLANS ENDED IN A...

KER-RASH!!

LIKE ALL GREAT AMERICANS, HIS SPIRIT WAS INDOMITABLE. HE ALWAYS SAID:

YOU CAN FALL *MANY TIMES* IN LIFE, BUT YOU'RE NEVER A FAILURE AS LONG AS YOU TRY TO--*URRGH!*--GET UP!

IN THE TOUGH MINING TOWN OF BUTTE, MONTANA, ROBERT CRAIG KNIEVEL WAS THE TOUGHEST GUY AROUND. HE WORKED THE MINE...

AIN'T NOBODY IN BUTTE GONNA BEND THIS ARM!

...AND COULD LICK ANYONE AT ARM WRESTLING.

HE PLAYED PRO HOCKEY--EVEN ORGANIZED HIS OWN TEAM--THE BUTTE BOMBERS!

SLAM!

BOMBERS

AND, BY HIS OWN CLAIM, THIS GREAT AMERICAN ONCE HAD ANOTHER VOCATION.

STICK 'EM UP!

HIS CRIME SPREE LASTED UNTIL 1965, HE SAYS.

HE "WENT STRAIGHT" AND OPENED A MOTORCYCLE DEALERSHIP IN WASHINGTON STATE. THERE, HE DISCOVERED THE POWER OF SHOWMANSHIP.

DOUBLE OR NOTHIN'! I BEAT YOU AT ARM WRESTLIN'--YOU PAY *DOUBLE* FOR THE BIKE! YOU BEAT ME --YOU PAY *NOTHIN'!*

GGGH HRRGH!

KNIEVEL MOTORCYCLES

THE GIMMICK WAS SO POPULAR THAT *SPORTS ILLUSTRATED* DID A STORY, GIVING KNIEVEL HIS FIRST TASTE OF PUBLICITY.

BUT HE WAS STILL LOOKING FOR NEW WAYS TO SELL MOTORCYCLES. HE HAD AN IDEA...

OF COURSE! I'LL JUMP MY MOTORCYCLE OVER A PEN OF SWARMING RATTLESNAKES! IT ALL SEEMS SO OBVIOUS NOW!

LONG BEFORE ANYONE EVER HEARD OF "EXTREME SPORTS," THE STUNT DREW HUNDREDS OF SPECTATORS--BUT KNIEVEL CAME UP A TAD SHORT.

WHOA!

IT DIDN'T MATTER (EXCEPT MAYBE TO THE RATTLESNAKES). KNIEVEL HAD FOUND HIS CALLING IN LIFE. "EVEL" KNIEVEL WAS BORN.

EVEL TOOK HIS SHOW ON THE ROAD. HE'D JUMP HIS HARLEY OVER ALMOST ANYTHING FOR A MERE FIVE HUNDRED DOLLARS.

EVEL DIDN'T PRACTICE HIS JUMPS. HE WOULD JUST SHOW UP AND "GUESSTIMATE" WHETHER IT COULD BE DONE.

HECK, EVEL --YOU SURE YOU CAN MAKE THIS ONE?

WELL--IT LOOKS OKAY. SURE! I'LL GIVE IT A SHOT!

MORE OFTEN THAN NOT, HE GUESSTIMATED RIGHT. BY 1968, HIS SEEMINGLY INSANE FEATS OF DARING WERE MAKING HIM A VERY WELL-KNOWN GUY.

BUT HE STILL NEEDED TO DO SOMETHING THAT WOULD MAKE HIM REALLY FAMOUS. ON NEW YEAR'S DAY, 1968...

THERE IT IS--THE FOUNTAIN AT CAESAR'S PALACE! AND I, EVEL KNIEVEL, WILL JUMP IT!

EVEL SOARED. FIRMLY ASTRIDE HIS HARLEY, HE FLEW 151 FEET THROUGH THE DESERT AIR, EASILY CLEARING THE FAMOUS FOUNTAINS.

THE JUMP WAS A TRIUMPH.

UNTIL HE LANDED.

KA-SKRASH!

HE LAY IN A COMA FOR THIRTY DAYS WITH NUMEROUS BROKEN BONES. WOULD HE QUIT HIS DAREDEVIL CAREER? NOT LIKELY--

HELL, I FEEL GREAT! NEXT, I'M GOING TO JUMP THE *GRAND CANYON!*

SEE, HE'D LEARNED SOMETHING VERY IMPORTANT FROM HIS EXPERIENCE. AS HE ONCE TOLD AN INTERVIEWER...

ANYBODY CAN JUMP A MOTORCYCLE! THE TROUBLE BEGINS WHEN YOU TRY TO *LAND IT!*

CLEARLY.

AND THUS BEGAN THE 1970s--THE DECADE OF EVEL! HE STARTED BY CLEARING THIRTEEN CARS IN SEATTLE IN 1970. IN 1971 AT THE HOUSTON ASTRODOME, HE DREW A RECORD CROWD. HIS FEES TOPPED ONE MILLION DOLLARS.

HOLLYWOOD MADE A FILM OF HIS LIFE STORY--STARRING GEORGE HAMILTON AS EVEL.

EVEL KNIEVEL RANKED WITH MUHAMMAD ALI AS ONE OF AMERICA'S MOST FAMOUS SPORTS FIGURES.

YOUR PROBLEM IS--YOU'RE NOT GOOD-LOOKIN' ENOUGH!

HE CUT AN ALBUM, RECITING HIS POEM, "WHY?"

"WHEREVER IN THIS WORLD I GO
NO MATTER WHO NOR WHAT I KNOW
PEOPLE LOOK, SOME OF THEM STARE
I WONDER IF THEY REALLY CARE."

THAT'S COOL. LET'S GO JUMP OVER STUFF.

HE SUFFERED MANY SETBACKS AND CRASHES--LIKE WHEN HE TRIED TO JUMP OVER THIRTEEN PEPSI TRUCKS IN YAKIMA, WASHINGTON.

I TOOK THE PEPSI-UGH!-CHALLENGE! OUCH!

SO IT KIND OF MADE SENSE THAT HIS TRADEMARK WAS A GOLD-TIPPED **CANE.** HE ONCE SAID...

EVERY-THING IN MODERATION --EXCEPT *WILD TURKEY!*

AND THAT'S EXACTLY WHAT FILLED THE HOLLOWED-OUT ACCESSORY.

EVEL KNIEVEL WAS A PHENOMENON, AN IDOL TO ALL OF AMERICA'S YOUTH.

LOOK, MOM! I'M EVEL KNIEVEL!

SKREECH!

ZHA!

HIS DREAM WAS STILL THE GRAND CANYON. BUT THE GOVERNMENT'S PARK SERVICE REFUSED PERMISSION FOR THE JUMP. SO HE PICKED THE NEXT-BEST CANYON!

SNAKE RIVER CANYON! RIGHT HERE IN IDAHO!

NOT EVEN A HARLEY COULD HANDLE THIS 1,300-FOOT LEAP. KNIEVEL USED A SPECIALLY-BUILT, STEAM-POWERED ROCKET--THE "SKYCYCLE."

WHAT'S A SKY-CYCLE?

X-2

EVEL KNIEVEL

IT'S WHATEVER I SAY IT IS!

A ROWDY CROWD OF 200,000 GATHERED AT THE CANYON.

THE JUMP WAS ALSO SHOWN ON CLOSED-CIRCUIT TV--NORMALLY RESERVED FOR CHAMPIONSHIP BOXING MATCHES.

A COUPLE OF SKYCYCLE TEST FLIGHTS ENDED IN FAILURE--BUT THAT WASN'T ABOUT TO STOP EVEL KNIEVEL.

I'M MAKING THIS JUMP! I OWE IT TO MY FANS!

AND SO, ON SEPTEMBER 8, 1974--WITH MILLIONS WATCHING--EVEL KNIEVEL BLASTED OFF.

ZHOOM!

EVEL KNIEVEL X-3

AND THEN...

THE SKYCYCLE'S SAFETY CHUTE OPENED JUST A BIT TOO QUICKLY.

HE FELL TO EARTH, SOFTLY, ON THE BANKS OF THE SNAKE RIVER.

%#$@!

@*#3!

HIS MOST DEATH-DEFYING STUNT TURNED OUT TO BE HIS BIGGEST DUD.

THE PUBLIC DIDN'T CARE. THE LEGEND OF EVEL KNIEVEL ONLY GOT BIGGER, AS DID THE INDUSTRY OF EVEL KNIEVEL.

HOW ABOUT AN EVEL KNIEVEL DOLL, KID? DO YOU LOVE EVEL?

YES! COOL! MOM, CAN WE GET IT? HUH, MOM, HUH?

SIGH...

EVEL

EVEL

EVEL KNIEVEL'S NAME AND IMAGE APPEARED ON EVERYTHING FROM LUNCH BOXES TO SHOWER CURTAINS. EVEL KNIEVEL "ACTION FIGURES" HELPED LAUNCH THE BILLION-DOLLAR DOLL INDUSTRY THAT THRIVES TODAY.

KNIEVEL KEPT ON JUMPING AND CRASHING. HE FIGURED HE SPENT THE EQUIVALENT OF 3½ YEARS IN THE HOSPITAL. IN LATE 1976, HE TRIED TO JUMP A TANK FULL OF SHARKS.

YIPES!

LIKE SO MANY EARLIER JUMPS, IT ENDED BADLY.

KER-RASHI

THIS TIME A BYSTANDER WAS HURT; A TV CAMERAMAN WHO LOST AN EYE.

AFTER A DECADE OF RISKING HIS LIFE, EVEL -- A FATHER OF THREE -- WAS FINISHED. HE LATER SAID...

THE FEELING JUST GOT *WORSE* EVERY TIME! GOT SO I COULDN'T *PULL THE TRIGGER!*

EVEL NEVER MADE ANOTHER BIG JUMP. HE RETURNED TO VEGAS -- AS THE SELF-PROCLAIMED "BIGGEST GAMBLER IN TOWN." HIS PHILOSOPHY...

IF A GUY HASN'T GOT ANY *GAMBLE* IN HIM -- HE ISN'T WORTH A *CRAP!*

EVEL DEFIED DEATH AGAIN IN 1999. HE RECEIVED A LIVER TRANSPLANT. THE LATE-90s REVIVAL OF ALL THINGS RETRO MADE BEING EVEL A GOOD BUSINESS.

I'LL MAKE MORE MONEY IN THE NEXT TEN YEARS THAN I DID IN MY CAREER!

BY THEN, HIS SON ROBBIE WAS FOLLOWING IN HIS FATHER'S FOOTSTEPS. IN 1999, ROBBIE JUMPED THE GRAND CANYON. ONCE AGAIN, IT WAS GOOD TO BE EVEL.

YOU CAN TAKE YOUR BRUCE WILLIS AND YOUR BRAD PITT.

THE '70s HAD...

Burt Reynolds

LAST OF THE HE-MAN MOVIE STARS

SON OF A FLORIDA COP, REYNOLDS' FIRST CAREER CHOICE WAS *PRO FOOTBALL*.

BUT THAT ROAD DEAD-ENDED WHEN HE TORE UP HIS KNEES IN COLLEGE.

HE EVENTUALLY TOOK UP ACTING. THROUGH THE '60s HE LANDED DOZENS OF MACHO ROLES ON SUCH TV SHOWS AS *GUNSMOKE*.

YEE-HAH!

HE EVEN MADE A MOVIE CALLED *100 RIFLES* WITH FOOTBALL STAR JIM BROWN.

BUT HE DEVELOPED A "LOVABLE ROGUE" PERSONALITY THAT PLAYED GREAT ON TALK SHOWS.

I'M A MOVIE STAR, CHICKS DIG ME, AND I'M HAVIN' A *HELLUVA* TIME!

HIS REPARTEE WITH JOHNNY CARSON BOOSTED HIS CAREER.

WHEN DIRECTOR JOHN BOORMAN CAST HIM IN A "SERIOUS" ROLE...

WHICH ONE-A MY MOVIES DIRJA SEE? HUH? YA MUSTA SEEN A BUNCH!

ACTUALLY I SAW YOU GUEST-HOST THE *TONIGHT SHOW*.

THE FILM WAS *DELIVERANCE*, A LITERATE-BUT-MACHO MAN-AGAINST-NATURE TALE WITH REYNOLDS PLAYING AN ON-THE-EDGE TOUGHGUY.

DELIVERANCE PROVED THAT REYNOLDS HAD IT, STAR QUALITY!

BUT LET'S NOT FORGET—THIS IS AMERICA. REYNOLDS BECAME A REAL STAR WHEN HE POSED *NUDE*.

THE MAGAZINE WAS *COSMOPOLITAN*. THE YEAR WAS 1972. THE CENTER-FOLD (WITH BURT DISCREETLY SHIELDING THE NAUGHTY BITS) BECAME ONE OF THE MOST FAMOUS IMAGES OF THE DECADE.

HE DATED GLAMOROUS WOMEN, BUT IN THE EARLY '70s HE TOOK UP WITH SINGER/TALK-SHOW HOST DINAH SHORE—19 YEARS SENIOR TO THE MID-'30s REYNOLDS.

AN OLDER WOMAN? NO, A CLASSIER ONE.

THOUGH HE YEARNED TO BE TAKEN SERIOUSLY, REYNOLDS BUILT HIS '70s CAREER PLAYING A STRING OF WISECRACKING MAN'S MEN: OUTLAWS, FOOTBALL PLAYERS, PRIVATE EYES.

AND REYNOLDS SPENT AS EASILY AS HE EARNED. HE LIVED THE '70s PLAYBOY LIFE TO THE HILT, BUYING A SERIES OF EXPENSIVE HOUSES AND CARS.

IT AIN'T MUCH, BUT IT'S *HOME.*

HIS 1977 *SMOKEY AND THE BANDIT* WAS A MINDLESS SERIES OF CAR CHASES – AND A MASSIVE HIT– EARNING $150 MILLION.

IT ALSO LED TO A FOUR-YEAR ROMANCE WITH CO-STAR *SALLY FIELD.*

REYNOLDS BEGAN AN INCREDIBLE FIVE-YEAR RUN AS HOLLYWOOD'S BOX-OFFICE KING. HE COMMANDED OVER $1 MILLION PER PICTURE–AN ASTRONOMICAL SUM IN THE '70s.

BUT HIS FALL WOULD COME... AND IT WOULD COME HARD.

DURING 1984'S *CITY HEAT,* A STUNTMAN ACCIDENTALLY SMASHED REYNOLDS WITH A CHAIR. THE BIGGEST BLOW WAS TO HIS CAREER.

KRRASH

BURT WAS OUT OF ACTION FOR THREE YEARS – LEADING TO RUMORS THAT HE HAD *AIDS.*

NEVER TAKEN SERIOUSLY, WHEN HE CAME BACK IN 1987 HE WAS A JOKE.

BURT REYNOLDS? HAHAHAHA! YEAH, RIGHT!

YOU GOTTA BE KIDDING!

HIS TABLOID-READY BREAKUP WITH WIFE *LONI ANDERSON* DIDN'T HELP.

TIME PASSED BURT REYNOLDS BY. A MAN OF HIS ERA, HE ONCE SAID...

THE '70s WERE ASTOUNDING. IF I MET YOU BETWEEN '73 AND '78, I'M SORRY- I DON'T *REMEMBER* THOSE YEARS.

BUT IN 1998 HE CAME BACK AGAIN- PLAYING A '70s PORNOGRAPHER IN THE PERIOD PIECE (HIS PERIOD) *BOOGIE NIGHTS.* THE ROLE WON HIM AN OSCAR NOMINATION.

FACTOID BOOKS 100% TRUE

1950'S NOSTALGIA WAS HUGE IN THE EARLY '70S. IT GAVE RISE TO THE HIT TV SHOW "HAPPY DAYS"-- WHICH STARTED ANOTHER INSANE '70S CRAZE...

Fonziemania!

IN 1974, 29-YEAR-OLD YALE DRAMA GRAD HENRY WINKLER LANDED A TINY ROLE IN AN ABC-TV PILOT: MOTORCYCLE-RIDING "HOOD" ARTHUR "FONZIE" FONZARELLI ON "HAPPY DAYS."

PRETTY FAR FROM THE REAL WINKLER.

ORIGINALLY, FONZIE HAD A MINOR ROLE.

BUT WINKLER PLAYED HIM WITH A "COOLNESS" THAT QUICKLY MADE "THE FONZ" THE MOST POPULAR CHARACTER ON "HAPPY DAYS."

ABC BOSS FRED SILVERMAN SMELLED RATINGS.

"HAPPY DAYS" WAS REWORKED TO MAKE WINKLER'S "FONZ" A BIGGER CHARACTER. BY 1976, IT WAS THE NUMBER ONE SHOW ON TV.

AND WINKLER, OR AT LEAST FONZIE, WAS TV'S BIGGEST STAR.

GIRLS LOVED THE FONZ, AND GUYS WANTED TO BE JUST LIKE HIM.

WINKLER KEPT AN ADMIRABLY LEVEL HEAD.

THE MORE POPULAR HE WAS, THE MORE OF A "ROLE MODEL" FONZIE BECAME. IN ONE FAMOUS EPISODE...

THANKS TO THE FONZ, "HAPPY DAYS" OUTLIVED THE '70S, RUNNING UNTIL 1984. IF HIS CHARACTER HADN'T BECOME CARTOONISH ENOUGH, AN ANIMATED VERSION HAD THE FONZ ZIPPING AROUND IN TIME MACHINES AND SPACESHIPS.

HENRY WINKLER WENT ON TO BECOME A SUCCESSFUL TV AND MOVIE PRODUCER.

THROUGHOUT HISTORY, THE AMERICAN PRESIDENT WAS A LARGER-THAN-LIFE FIGURE. NOT ROYALTY, OF COURSE. BETTER. BECAUSE ***WE*** CHOSE HIM.

HE WAS - ***THE IMPERIAL PRESIDENT!***

BUT IN THE 1970'S, AMERICA SAW THE DARK SIDE OF ITS IMPERIAL PRESIDENCY -- RICHARD NIXON, WHO BELIEVED. . .

IF THE ***PRESIDENT*** DOES IT - IT IS ***NOT ILLEGAL!***

SHORTLY AFTER NIXON RESIGNED IN DISGRACE, THE OBSCURE, UNASSUMING GOVERNOR OF GEORGIA BEGAN TELLING FRIENDS. . .

YOU PROBABLY THINK I'M CRAZY, BUT I'M GOING TO ***RUN FOR PRESIDENT*** - AND WIN.

KNOWING THAT HE FACED OVERWHELMING ODDS, HE TOOK HIS CAMPAIGN TO THE STREETS. HIS NAME WAS. . .

HI. I'M THE GOVERNOR OF GEORGIA AND I'M RUNNING FOR PRESIDENT. HOW ARE Y'ALL DOIN'?

JIMMY CARTER

Jimmy Carter

. . . AND HE TRAVELED THE COUNTRY, WINNING VOTERS OVER, ONE AT A TIME.

WITH AMERICA STILL BITTER OVER WATERGATE, CARTER'S SLOGAN RESONATED WITH THE AMERICAN PEOPLE.

I'LL ***NEVER LIE*** TO YOU!

CARTER DISCOVERED THAT THAT WASN'T ***REALLY*** WHAT THEY WANTED. THAT CAME LATER.

BUT WHO ***WAS*** JIMMY CARTER? A SOUTHERNER, MANY STEREOTYPED HIM AS A RUBE -- A PERCEPTION HE DID NOT DISPEL WITH HIS FAVORITE CAMPAIGN PROP, ***"MR. PEANUT."***

. . . I PLEDGE TO CUT ALLOCATIONS FOR GOVERNMENT BUREAUCRACY AND . . . WHAT'S EVERYONE LOOKING AT?

IN FACT, CARTER WAS AN ANNAPOLIS GRADUATE AND NAVAL OFFICER WHO'D SERVED HONORABLY -- EVEN ONCE NARROWLY CHEATING DEATH IN A STORM.

HE REALLY WAS A PEANUT FARMER, HOWEVER. HIS, HE PLEDGED, WOULD NOT BE AN IMPERIAL PRESIDENCY.

I'VE NEVER CLAIMED TO BE ***BETTER*** THAN ANYONE. MAH GREATEST STRENGTH IS THAT I'M JUST AN ***ORDINARY MAN.***

HE EARNED SNICKERS FROM WASHINGTON'S SOPHISTICATES WHEN HE SPOKE OPENLY OF HIS RELIGIOUS FAITH.

I'M A BORN-AGAIN CHRISTIAN. AS AN ADULT, I MADE A DECISION TO ACCEPT ***JESUS CHRIST*** AS MAH PERSONAL SAVIOR.

ESTABLISHMENT INSIDERS LAUGHED. BUT THEY FAILED TO CONSIDER THAT MILLIONS OF AMERICANS SHARED CARTER'S CONVICTIONS.

AND CARTER WAS NO BIBLE-THUMPER. HE EXPLAINED . . .

BAPTISTS ARE TAUGHT NOT TO JUDGE OTHER PEOPLE. AS GOVERNOR, I DIDN'T BREAK DOWN PEOPLE'S DOORS TO SEE IF THEY WERE ***FORNICATING.***

MOTE

IN FACT, THE MOST CONTROVERSIAL MOMENT OF HIS CAMPAIGN CAME WHEN HE GRANTED AN INTERVIEW TO ***PLAYBOY*** MAGAZINE. DISCUSSING THE NOTION OF SIN HE SAID . . .

I TRY NOT TO COMMIT ***DELIBERATE SIN.*** BUT I'M HUMAN AND I'M ***TEMPTED.*** I'VE LOOKED ON A LOT OF WOMEN WITH -- UH, ER -- ***LUST!*** I'VE COMMITTED ADULTERY ***IN MY HEART*** MANY TIMES. (GULP!)

HE CONTINUED . . .

I DON'T CONDEMN SOMEONE WHO ***SHACKS UP*** WITH SOMEBODY OUT OF WEDLOCK. DON'T CONSIDER YOURSELF ***BETTER*** BECAUSE ONE GUY ***SCREWS*** A LOT OF WOMEN WHILE ANOTHER GUY IS LOYAL TO HIS WIFE..

HIS CANDOR AND TOLERANCE PROBABLY SHOULD HAVE BEEN APPLAUDED -- BUT HIS CHOICE OF LANGUAGE CAUSED A MINOR SCANDAL.

I USED TO SUPPORT GOVERNOR CARTER. BUT " SHACK UP" AND "SCREW" ARE NOT GOOD ***BAPTIST WORDS!***

CARTER ALSO CAME UNDER ATTACK FOR HIS TENDENCY TO DISCUSS BROAD TOPICS RATHER THAN SPECIFIC "ISSUES." THEY SAID HE WAS "FUZZY."

HI. I'M JIMMY CARTER AND I WANT TO BE YOUR NEXT . . .

UH, I SAID I'M JIMMY CARTER - -

DESPITE IT ALL, IN 1976, THE GEORGIA PEANUT FARMER WON A CLOSE ELECTION OVER NIXON'S SUCCESSOR, GERALD FORD (WIDELY PERCEIVED AS A BUMBLING IDIOT). JIMMY CARTER, 52, BECAME THE 39th PRESIDENT OF THE UNITED STATES.

ON INAUGURATION DAY, CARTER SHUNNED THE PRESIDENTIAL LIMO AND WALKED WITH HIS FAMILY -- STRESSING HIS "ORDINARY MAN" IMAGE.

CARTER HAD PLEDGED . . .

I WILL ELIMINATE POLITICAL FAVORITISM. I WILL SELECT OFFICIALS FOR GOVERNMENT SERVICE ON *MERIT ALONE!*

WASH[illegible]N D.C.

BUT ONCE IN OFFICE, HE FILLED HIS STAFF WITH FRIENDS FROM GEORGIA.

ONE APPOINTEE: GEORGIA BANKER BERT LANCE. REPORTERS DUG INTO HIS BUSINESS RECORDS AND UNCOVERED SOME QUESTIONABLE LOAN PRACTICES.

Y'ALL GOT AN *HONEST FACE.*

THE SCANDAL SULLIED CARTER'S "HONEST" PERSONA.

THE WASHINGTON ELITE SCOFFED AT CARTER.

HIS *ACCENT* -- SO *DÉ CLASSÉ*. AND I'D SWEAR HE BUYS HIS SUITS *OFF THE RACK!*

I HEAR HE SERVES *CORN PONE* AT *STATE DINNERS!*

DEALING WITH CONGRESS, THOUGH IT WAS CONTROLLED BY HIS OWN DEMOCRATS, WAS LIKE BANGING HIS HEAD AGAINST A WALL, OR HOUSE SPEAKER TIP O'NEILL, TO BE EXACT.

HUH-HUH!

KRA-PLORSH!

CARTER QUICKLY BECAME KNOWN AS A *WEAK PRESIDENT.*

IN 1977, THE NATION WAS IN THE THROES OF AN ENERGY SHORTAGE. CARTER APPEARED ON TV, ENCOURAGING AMERICANS TO CONSERVE.

OUR POLICY WILL REQUIRE *SACRIFICE.*

THIS WAS NOT WHAT PEOPLE WANTED TO HEAR. AND CARTER LACKED AUTHORITY SAYING IT CLAD IN CARDIGAN SWEATER NEXT TO A FIREPLACE.

THEN THERE WAS CARTER'S U.N. AMBASSADOR ANDREW YOUNG, WHO COMPARED THE SOVIET UNION *FAVORABLY* TO THE U.S. SAYING . . .

IN AMERICAN PRISONS THERE ARE THOUSANDS OF *POLITICAL PRISONERS!*

AGAIN, NOT WHAT AMERICANS WANTED TO HEAR.

CARTER DID EVERYTHING TO BE A REGULAR GUY. HE BANNED THE TRADITIONAL PLAYING OF "HAIL TO THE CHIEF."

PFFORRT!

Y'ALL NEED TO PUT A SOCK IN IT!

HE HOSTED A RADIO CALL-IN SHOW, "ASK THE PRESIDENT."

YEAH, JIMMY, WHADDAYA YOU THINK OF THE REDSKINS' CHANCES THIS YEAR?

HE ATTENDED A NEW ENGLAND "TOWN MEETING" AND STAYED THE NIGHT IN THE HOME OF A LOCAL FAMILY.

HERE YOU GO, UH, MR. PRESIDENT.

AMERICANS DECIDED THEY DID NOT WANT THEIR PRESIDENT TO BE AN ORDINARY MAN AFTER ALL. ESPECIALLY ONE WHO COULDN'T GET ANYTHING ACCOMPLISHED. CARTER'S STANDING IN THE POLLS DROPPED STEADILY.

ON SEPTEMBER 17, 1978, CARTER HALTED HIS PLUNGE. HE NEGOTIATED THE FIRST MIDDLE EAST PEACE TREATY, QUELLING 30 YEARS OF WAR BETWEEN ISRAEL AND EGYPT.

IT WAS CARTER'S FINEST HOUR. BUT THE POLITICAL BENEFITS WOULD FADE FAST.

PEACE ON THE OTHER SIDE OF THE WORLD WAS ALL WELL AND GOOD. BUT AT HOME, AMERICANS STILL WAITED IN GAS LINES.

CARTER, YOU @$&%!! THIS IS ALL *YOUR* FAULT!!

GAS

INFLATION HIT DOUBLE DIGITS.

TEN BUCKS? HAHAHA! YOU WANT A POUND OF HAMBURGER FOR *10 BUCKS?!?* I GOT SOME *PIG'S KNUCKLES!* HOW'S THAT? *HAHAHAHA!!!!*

CHUCK

SIRLOIN

THE MEDIA SAVAGED CARTER. BUT HE ONLY HURT HIS OWN CAUSE BY SHUNNING THEM.

I DON'T *NEED* YOU GUYS! I'LL TAKE MY CASE STRAIGHT TO THE *AMERICAN PEOPLE!*

PRESS

ON JULY 15, 1979, WITH HIS POPULARITY BOTTOMING OUT, CARTER WENT TO THE PEOPLE. HIS SPEECH, IN FACT, PINPOINTED A CENTRAL PROBLEM OF THE '70S.

AMERICA IS THREATENED WITH A ***CRISIS OF CONFIDENCE!*** WE SEE THIS CRISIS IN THE ***GROWING DOUBTS*** ABOUT THE ***MEANING*** OF OUR OWN ***LIVES.***

THE AMERICAN PEOPLE DIDN'T WANT TO HEAR THAT EITHER. THEY FIGURED HE WAS BLAMING ***THEM*** FOR HIS OWN FAILURES.

The Buck Stops Here

HE FOLLOWED THE SO-CALLED "MALAISE SPEECH" BY FIRING HIS ENTIRE CABINET TWO DAYS LATER.

AND NO MORE FREE PEANUTS!

THAT JUST MADE HIM LOOK DESPERATE.

WITH CARTER SELF-DESTRUCTING, DEMOCRATS SOUGHT A CHALLENGER FOR THE UPCOMING ELECTION. THEY TURNED TO THEIR MOST FAMOUS NAME: KENNEDY. TED, THAT IS.

THE PRESIDENT DOESN'T UNDERSTAND THAT AMERICANS ***WANT*** TO GET ON THE MOVE AGAIN!

AS IF ALL THIS WASN'T ENOUGH, A STORY SURFACED THAT ON A RECENT FISHING VACATION, CARTER HAD BEEN ATTACKED BY A "KILLER RABBIT."

THAT DID WONDERS FOR CARTER'S IMAGE. UNBELIEVABLY, THE STORY WAS LEAKED BY ***CARTER'S OWN PRESS SECRETARY.*** COULD THINGS GET ANY WORSE?

THEY COULD. ON NOVEMBER 4, 1979, IRANIAN STUDENTS -- WITH THE APPROVAL OF IRAN'S "REVOLUTIONARY" GOVERNMENT -- OVERRAN THE U.S. EMBASSY IN TEHRAN, TAKING DOZENS OF AMERICANS HOSTAGE.

uh-oh..

CARTER'S POPULARITY SOARED AS HE TALKED TOUGH AND AMERICANS "RALLIED 'ROUND THE PRESIDENT."

I'M ***WARNING*** YOU, IRAN!

THEN IT PLUMMETED -- BECAUSE CARTER COULDN'T ***DO ANYTHING.*** AS USUAL.

UNDERSCORING HIS OWN FUTILITY, CARTER SEQUESTERED HIMSELF, FIXATED ON THE CRISIS.

HOLD MY CALLS! I'M TRYING TO ***FREE THE HOSTAGES!***

WELL, AT LEAST ***THIS*** APPEARED TO BE ROCK BOTTOM. IT COULD ONLY GET BETTER FROM HERE!

BUT THERE WAS ***STILL*** MORE STRIFE. IN DECEMBER, 1979, THE SOVIETS INVADED AFGHANISTAN.

CARTER'S PRESIDENTIAL AND PUBLIC RESPONSE TO THAT ACT OF WAR?

IF THE SOVIETS DO NOT ***LEAVE AFGHANISTAN*** BY FEBRUARY, UNITED STATES ATHLETES WILL ***BOYCOTT THE 1980 OLYMPIC GAMES*** IN MOSCOW!

AND COME NEXT SUMMER, WE ***DID***. THE SOVIETS STAYED IN AFGHANISTAN.

CARTER ALSO REINSTITUTED SELECTIVE SERVICE REGISTRATION.

WHAT? LIKE HE'S GONNA ***DRAFT UP AN ARMY*** TO GO FIGHT THE ***RUSSIANS?*** YEAH, RIGHT! FRIG ***THAT!***

SELECTIVE SERVICE

CARTER BELIEVED IN SYMBOLISM. BUT HE NEVER PICKED THE RIGHT SYMBOLS. VIOLATING A 56-YEAR TRADITION, HE LIT JUST ***ONE LIGHT*** ON THE 1979 WHITE HOUSE CHRISTMAS TREE, EXPLAINING . . .

WE WILL ***NOT TURN ON*** THE REST OF THE LIGHTS UNTIL THE ***HOSTAGES COME HOME!***

IT WAS THE WRONG PLACE AND THE WRONG TIME. THE GESTURE ***HIGHLIGHTED*** HIS INABILITY TO GET A RELEASE.

POOR JIMMY. HIS HUMANITARIAN BELIEFS WERE ADMIRABLE, BUT HE LACKED THE WILL TO USE THE ***POWER*** OF HIS OFFICE. AS FOR THE ELECTION, HE BEAT TED KENNEDY -- BUT RIGHT-WINGER RONALD REAGAN CRUSHED HIM.

THE HOSTAGES CAME HOME ***AFTER*** REAGAN WAS INAUGURATED.

AS EX-PRESIDENT, CARTER SEEMED FREED UP TO PURSUE HIS CONVICTIONS. HE PERSONALLY BUILT HOMES FOR THE POOR.

AS A FREE-LANCE DIPLOMAT, HE EASED CONFLICTS IN NICARAGUA, HAITI, NORTH KOREA AND OTHER HOT SPOTS.

MANY OF REAGAN'S PROBLEMS WERE WORSE THAN CARTER'S. TWO HUNDRED MARINES HE SENT TO BEIRUT DIED IN A GUERRILLA BOMB BLAST. BUT REAGAN KNEW THE VALUE OF PROJECTING A GOOD IMAGE AND OF ***THE IMPERIAL PRESIDENCY.***

IT'S ***MORNING IN AMERICA!***

KA-BLAM!

ULTIMATELY, CARTER WAS A SOFT PRESIDENT FOR A SOFT DECADE.

WE WORSHIP ***SELF-INDULGENCE*** AND ***CONSUMPTION***. IDENTITY IS NO LONGER DEFINED BY WHAT ONE ***DOES***, BUT BY WHAT ONE ***OWNS***.

WELL, AT LEAST HE NEVER LIED TO YOU.

IN 1976 IN UTAH, A MURDERER WAS ARRESTED AND QUIETLY CONVICTED. ON NOVEMBER 1, SENTENCE WAS PRONOUNCED.

FOR YOUR HEINOUS, COLD-BLOODED CRIMES, YOU ARE SENTENCED TO DEATH!

GARY GILMORE

EARLIER, ON JULY 19, THE MAN WALKED INTO A GAS STATION IN PROVO, UTAH AND ORDERED THE THE CLERK, MAX JENSEN, TO LIE ON THE FLOOR. THEN...

POP!

POP!

THE FOLLOWING NIGHT, HE KILLED A PROVO MOTEL CLERK, BENNIE BUSHNELL, THE SAME WAY.

MOTEL

VACANCY

POP!

THE KILLER NEVER MET HIS VICTIMS BEFORE. HE DIDN'T KNOW, OR CARE, THAT THEY WERE HARD-WORKING YOUNG HUSBANDS AND FATHERS.

HIS NAME WAS GARY GILMORE, AND WHEN HE DECLARED...

I'M READY. I ACCEPT MY SENTENCE.

HE OPENED ONE OF THE GRIMMEST EPISODES OF THE '70S -- AND ALTERED THE COURSE OF AMERICAN HISTORY.

THE STATE OF UTAH OFFERED GARY A CHOICE.

WHAT'LL IT BE, GILMORE? HANGIN' OR THE FIRIN' SQUAD?

I WANT TO BE SHOT! YOU @#$%!ERS MIGHT NOT HANG ME RIGHT.

GARY GILMORE WAS INTELLIGENT. HIS IQ WAS 130. HE WROTE POETRY AND DREW PORTRAITS.

BUT HE CAME FROM AN ABUSIVE HOME AND WAS ALWAYS IN TROUBLE. HE'D SPENT 19 OF HIS PAST 22 YEARS BEHIND BARS.

WHEN HE WAS ISSUED A ROUTINE STAY OF EXECUTION, HE PLEADED HIS OWN CASE.

I WAS GIVEN A FAIR TRIAL. THE SENTENCE IS *PROPER* AND I'M WILLING TO ACCEPT IT WITH DIGNITY, LIKE A *MAN*.

THERE HADN'T BEEN AN EXECUTION IN THE U.S. SINCE 1967. IN 1972, THE SUPREME COURT RULED...

THE DEATH PENALTY AS ADMINISTERED IS *ARBITRARY*, THEREFORE CONSTITUTING *CRUEL* AND *UNUSUAL* PUNISHMENT. CAPITAL PUNISHMENT IS *UNCONSTITUTIONAL*.

BUT HERE WAS A CONVICT WHO WANTED THE DEATH PENALTY. IT WAS A GREAT STORY. HIS LAWYER KNEW IT.

HE'S A LOTUS BLOSSOM UNFOLDING TO ME! IT'LL MAKE A HELLUVA BOOK, NOT TO MENTION A MOVIE!

MORE THAN 100 PEOPLE VOLUNTEERED TO SERVE ON THE FIRING SQUAD -- WHICH PAID $175.

HECK, WARDEN! I'LL SHOOT THE SUMBITCH FER FREE!

THE RIGHTS TO GARY'S LIFE STORY WENT TO L.A. JOURNALIST LAWRENCE SCHILLER, WHO PAID GILMORE $100,000.

DIVIDE THE CASH AMONG MY FAMILY AND THE RELATIVES OF MY VICTIMS. I'LL KEEP JUST $1,000.

ACTIVISTS RALLIED TO STOP THE EXECUTION. BUT THEY JUST ANNOYED GARY WHO SAID...

ALL THE PRIESTS, THE RABBIS, THE ACLU, I'D LIKE THEM TO BUTT OUT! IT'S MY LIFE. AND MY DEATH!

GARY'S POSITION WAS UNPOPULAR WITH ANOTHER GROUP: THE NATION'S 392 DEATH ROW INMATES.

HE'S GOT TO BE CRAZY! WE SPEND YEARS IN HERE TRYING TO STAY ALIVE AND HE WANTS TO BE EXECUTED!

GARY'S EXECUTION WAS POSSIBLE BECAUSE IN JULY, 1976 THE SUPREME COURT RULED...

CERTAIN STATES HAVE REVISED THEIR CAPITAL PUNISHMENT STATUTES. THEY ARE NO LONGER ARBITRARY.

IT WAS TIME TO LET THE KILLING BEGIN.

FINALLY, THE ACTIVISTS LOST THEIR APPEALS. ON JANUARY 17, 1977, GARY GILMORE GOT HIS WISH. WITH HIS FINAL WORDS...

LET'S DO IT.

...HE SET OFF A WAVE OF EXECUTIONS LIKE 20TH CENTURY AMERICA HAD NEVER SEEN.

BLAM! BLAM! BLAM! BLAM! BLAM!

FROM THAT DAY TO THE END OF THE CENTURY, THE U.S. EXECUTED 623 PEOPLE. ABOUT 3500 REMAIN ON DEATH ROW.

AS GARY GILMORE, THE KILLER WHO CHOSE TO DIE, ONCE SAID..

DEATH IS THE ONLY INESCAPABLE, UNAVOIDABLE, SURE THING. WE ARE SENTENCED TO DIE THE DAY WE'RE BORN.

FACTOID BOOKS 100% TRUE

CHAPTER ONE

"AND THAT'S THE WAY IT WAS..."

Conventional wisdom has it that the '70s were the decade when "nothing happened." To which those voices from three decades past cry out, "B@*%$#%T!" It's the '60s that are usually labeled "turbulent," but what do you call a decade that begins with the ouster of a president and ends with the humiliation of another? A decade in which a wealthy heiress is kidnapped and then turns into an enemy of the state? When the lights go out in New York City and thousands of people decide to go on a shopping spree without benefit of cash or credit? When humanity's most promising chance to escape into the heavens — a "space station" — falls from the sky? Far from dull, the '70s were action-packed, full of soaring hopes and shattered dreams. Just because CNN and MTV weren't there to record it doesn't mean it didn't happen.

IN 1968, AN ANGRY GROUP OF WOMEN PROTESTED THE MISS AMERICA BEAUTY PAGEANT WHICH, THEY SAID, WAS TANTAMOUNT TO A CATTLE AUCTION OF WOMEN.

WELCOME TO ATLANTIC CITY

WOMEN! UNITE!

WOMEN'S LIBERATION NOW!

WELCOME TO THE MISS AMERICA CATTLE AUCTION

FREEDOM

SOME DROPPED THEIR BRAS ~ SYMBOLS OF OPPRESSION ~ INTO A "FREEDOM TRASH CAN." THE MEDIA REPORTED THAT THEY BURNED THEIR BRAS, CREATING AN INSTANT STEREOTYPE AND AN INFLAMMATORY IMAGE.

IT WAS ONE MORE WAY THAT MEN TRIVIALIZED THE WOMEN'S MOVEMENT AS IT GAINED STRENGTH IN THE 1970s.

SISTERHOOD IS POWERFUL

I KNOW WHAT THOSE **BRA-BURNERS** NEED! A GOOD TOSS IN THE SACK!

THOSE WOMEN'S LIBBERS... *THEY ALL WANT IT!*

BUT WHAT DID WOMEN WANT? THOUGH MORE THAN HALF THE POPULATION, THEY HAD BEEN MARGINALIZED THROUGHOUT AMERICAN HISTORY. THEY WEREN'T ALLOWED TO VOTE UNTIL 1920.

Suffrage NOW

Help US to Win the VOTE

IMAGINE! WOMEN VOTING FOR THE MEN WHO MAKE THE LAWS THAT GOVERN THE WOMEN!

UNTHINKABLE!

UH, RIGHT.

VOTE HERE

EVEN WORSE, "DOMESTIC ABUSE" WAS AN UNKNOWN CONCEPT. BEATING YOUR WIFE WAS CONSIDERED A ROUTINE PART OF MARRIAGE.

ONE MUST **BREAK** ONE'S WIFE AS ONE WOULD A HOUSE PET.

IN MENTALITY, THEY ARE THE **SAME!**

UNTIL LEGISLATION IN 1974, MOST BANKS WOULDN'T ISSUE CREDIT CARDS TO WOMEN. ONLY MEN QUALIFIED.

THERE YOU GO, DEAR. BUY YOURSELF A NICE DRESS. BUT THAT'S **ALL**, UNDERSTAND?

YES, DEAR!

NEWSPAPER "HELP WANTED" ADS WERE DIVIDED INTO TWO SECTIONS.

WOMEN'S JOBS

JOBS FOR MEN

JOB FOR ME

UNTIL THE *1972 EQUAL EMPLOYMENT ACT*, WOMEN WERE ACTUALLY BARRED FROM HOLDING THE BEST JOBS.

THE WOMEN'S MOVEMENT SET OUT TO CHANGE ALL THAT. AS FLAMBOYANT FEMINIST ATTORNEY ***FLO KENNEDY*** NOTED..

FRANKLY, THERE ARE VERY FEW JOBS THAT REQUIRE A **PENIS** OR A **VAGINA.**

IN MANY WAYS, THE WOMEN'S MOVEMENT STARTED WITH FREELANCE JOURNALIST ***BETTY FRIEDAN,*** WHO YEARNED TO WRITE SERIOUS ARTICLES ~ A HOPELESS QUEST AT "WOMEN'S MAGAZINES" IN THE 1950S.

WE CAN'T USE YOUR PROFILE OF ***SIMONE DE BEAUVOIR,*** BETTY.

BUT WE SURE WOULD LIKE AN ARTICLE ON THE LATEST **APRON** STYLES!

FOR ONE ARTICLE, SHE INTERVIEWED HER COLLEGE CLASSMATES 15 YEARS AFTER GRADUATION, EXPECTING TO FIND HAPPY HOMEMAKERS. INSTEAD...

I OFTEN WONDER WHO I AM. I FEEL VAGUELY DISSATISFIED. BUT I SURE DO ENJOY DRINKING.

IN 1963, AFTER SEVERAL YEARS OF WRITING, FRIEDAN HAD A BOOK ~ AND A REVOLUTION.

WOMEN! WE ARE LIVING **A BIG LIE!**

WE LIVE ONLY THROUGH OUR **HUSBANDS AND CHILDREN** WITH NO IDENTITIES OF OUR ***OWN!***

ON MARCH 18, 1970, A GROUP LED BY JOURNALIST ***SUSAN BROWNMILLER*** STORMED THE EDITOR'S OFFICE AT *LADIES' HOME JOURNAL.*

WE DEMAND YOUR **RESIGNATION!** HIRE A **WOMAN** EDITOR!

YOU ARE A **MALE CHAUVINIST PIG!**

YOUR MAGAZINE **BROWBEATS** WOMEN!

BAM!

FEMINISM HAD BECOME A FORCE TO BE RECKONED WITH.

BY 1972, FEMINISM HAD ITS OWN MONTHLY MAGAZINE.

THE NAME CAME FROM AN ETIQUETTE BOOK, EXPLAINING HOW TO ADDRESS WOMEN OF UNCERTAIN MARITAL STATUS. THE TERM WAS SOON IN COMMON USE.

THE MAGAZINE ALSO CREATED A FEMINIST CELEBRITY: ITS EDITOR, ***GLORIA STEINEM.***

BEAUTIFUL, CONFIDENT, INTELLIGENT: STEINEM BECAME A MEDIA STAR AND ONE OF THE MOST FAMOUS PEOPLE IN THE COUNTRY.

THAT LED TO FEMINISM'S FIRST BIG FEUD ~ STEINEM VS. FRIEDAN!

YOU ARE **RIPPING OFF** THE MOVEMENT! YOU'RE A ***CELEBRITY,*** NOT A **LEADER!**

I DONATE HALF MY **SPEAKING** FEES TO THE **MOVEMENT!** WHY DON'T ***YOU?***

BUT THERE WERE MORE SERIOUS PROBLEMS. WOMEN'S INCOME SANK TO 59 CENTS PER DOLLAR EARNED BY MEN.

YES ! I'M *RICH !*

HERE YOU GO, LITTLE LADY !

BUY YER HUSBAND SOMETHING **NICE !**

IN 1972 CONGRESS PASSED A CONSTITUTIONAL AMENDMENT FIRST INTRODUCED IN 1923...

MEN AND WOMEN SHALL HAVE **EQUAL RIGHTS** THROUGHOUT THE UNITED STATES.

NOW 34 STATES HAD TO RATIFY THE *EQUAL RIGHTS AMENDMENT* FOR IT TO BECOME LAW.

FEMINISTS WERE ON A ROLL. IN 1973 THE SUPREME COURT RULED THAT ABORTION WAS LEGAL.

SISTERS NITE

GO AWN

DEFEND THE RIGHT TO CHOOSE

A WOMAN'S BODY IS HER **OWN** - TO DO WITH AS SHE **CHOOSES !**

REPEAL- ABORTION LAWS

BUT THE ERA RAN INTO OPPOSITION ~ LED BY A WOMAN ! RIGHT-WING ACTIVIST *PHYLLIS SCHLAFLY* SPREAD SCARE STORIES.

IF THE EQUAL RIGHTS AMENDMENT IS PASSED, MEN AND WOMEN WILL BE **FORCED** BY LAW TO USE THE **SAME PUBLIC** *RESTROOMS !*

...AND OTHER SUCH HORRORS !

STOP ERA

STOP ERA

SHE WAS A FORMIDABLE OPPONENT WITH BROAD APPEAL IN MIDDLE AMERICA. THE *ERA* WAS NEVER RATIFIED. THE FEMINIST MOVEMENT WAS BADLY HURT.

ANOTHER DIFFICULTY FOR THE MOVEMENT WAS THE BICKERING IN ITS POLITICAL BODY, THE *NATIONAL ORGANIZATION FOR WOMEN.*

MEN ARE EVIL ! TRUE FEMINISTS SHOULD BE LESBIANS !

EQUAL RIGHTS DOES *NOT* MEAN **GENDER SEPARATISM !**

NOW

♀W

THANKS TO MEDIA "BRA BURNER" STEREOTYPES AND SCHLAFLY-ESQUE RIGHT-WING PROPAGANDA, "FEMINISM" BECAME A DIRTY WORD.

LIKE, I BELIEVE IN EQUAL RIGHTS AND ALL...

BUT I MEAN, I'M NOT A *FEMINIST !*

EVEN TODAY, WITH THE "WOMEN'S MOVEMENT" NOW ANCIENT HISTORY, ANTI-FEMINIST RHETORIC IS STILL COMMON ~ AND VIRULENT.

YOU KNOW WHO'S *RUINING* THIS COUNTRY ?

IT'S THE **FEMI-NAZIS !**

MANY YOUNG WOMEN TODAY SEEM UNAWARE OF HOW LIFE USED TO BE ~ AND HOW MUCH THINGS HAVE CHANGED.

FEMINISTS ARE JUST **UNHAPPY** WITH *THEIR LOOKS.*

WOMEN HAVE IT **GREAT** TODAY!

SAKS

MAYBE SOMEONE SHOULD TAKE AWAY THEIR CREDIT CARDS.

FACT-O-BOOKS 100% TRUE

The Fall of NIXON

ON NOVEMBER 17, 1973, WITH SCANDAL SWIRLING AROUND HIM, PRESIDENT RICHARD NIXON APPEARED ON NATIONAL TELEVISION AND MADE A STATEMENT THAT BECAME A SIGNATURE LINE FOR HIS FALL.

PEOPLE HAVE GOT TO KNOW WHETHER THEIR PRESIDENT IS A CROOK. WELL, I'M NOT A CROOK!

LESS THAN NINE MONTHS LATER, NIXON RESIGNED. IT WAS A BIZARRE CODA TO A BIZARRE CAREER. AND IT WAS THE TURNING POINT OF THE '70S.

WHEN NEW PRESIDENT GERALD FORD TOOK OFFICE, DECLARING...

OUR LONG, NATIONAL NIGHTMARE IS OVER...

...THE ERA OF THE "ME DECADE" REALLY BEGAN. THERE WAS, IT SEEMED, NOTHING LEFT TO GET ANGRY ABOUT.

NIXON'S DISGRACE WAS PURE KARMA. HE BUILT HIS CAREER ON HIS DEVASTATION OF ANOTHER PERSON, ALLEGED COMMUNIST ALGER HISS.

IN 1961, NIXON, WITH UNWITTING IRONY, NOTED --

"I WAS SHOCKED THAT A MAN LIKE HISS COULD SINK SO LOW. I PICTURED MYSELF IN HIS PLACE."

HE'D FACED DISGRACE BEFORE AND TRIUMPHED. ON THE TICKET FOR VICE PRESIDENT IN 1952, HE'D BEEN ACCUSED OF TAKING ILLEGAL GIFTS-- INCLUDING A DOG CALLED "CHECKERS".

THE KIDS LOVE THAT DOG, AND WE'RE GOING TO KEEP IT!

IT LOOKED LIKE HE WAS OUT FOR THE COUNT IN 1962 WHEN HE RAN FOR GOVERNOR OF CALIFORNIA AND LOST.

THINK WHAT YOU'LL BE MISSING -- YOU WON'T HAVE NIXON TO KICK AROUND ANYMORE!

ANOTHER UNWITTING IRONY.

IN 1968 NIXON WAS ELECTED PRESIDENT. IN 1972 HE WAS REELECTED BY A RECORD LANDSLIDE. HE WAS AT THE PEAK OF HIS POWER--BUT HE DIDN'T KNOW HOW FLEETING IT WOULD BE.

THINGS BEGAN TO UNRAVEL ON JUNE 17, 1972 WITH THE WATERGATE BREAK-IN.

FREEZE! YOU'RE ALL UNDER ARREST!

WHAT THE HELL IS GOING ON HERE?

AT FIRST, WATERGATE HARDLY SEEMED LIKELY TO BRING NIXON TO HIS KNEES. HIS LOYAL PRESS SPOKESMAN RON ZIEGLER CALLED IT ...

A THIRD-RATE BURGLARY ATTEMPT!

IN A WAY, NIXON'S SELF-DESTRUCTION BEGAN WHEN HE TOOK OFFICE IN 1968.

INSTALL A TAPING SYSTEM THAT OPERATES CONTINUOUSLY! I WANT EVERY WORD SPOKEN IN THIS OFFICE RECORDED FOR POSTERITY. AND KEEP IT A SECRET!

THE TAPES CAUGHT NIXON SPEAKING OPENLY ABOUT PAYING OFF WATERGATE WITNESSES AND "STONEWALLING" INVESTIGATORS, SAYING THINGS LIKE ...

GODDAM HUSH MONEY--HOW DO WE GET THIS STUFF?

THE COVER-UP IS THE MAIN INGREDIENT! THE PRESIDENT'S LOSSES GOTTA BE CUT ON THIS COVER-UP DEAL!

WHY NIXON DIDN'T DESTROY THE TAPES WHEN HE HAD THE CHANCE REMAINS A MYSTERY. HE SAID ...

THESE TAPES ARE MY BEST INSURANCE AGAINST THE UNFORESEEABLE FUTURE!

BUT THAT HARDLY MADE SENSE.

FRIEND LEONARD GARMENT BELIEVED THAT, PSYCHOLOGICALLY, NIXON *WANTED* PEOPLE TO SEE HIS DARK SIDE, TELLING A REPORTER ...

NIXON WANTED THE WORLD TO SEE HIM GO TO THE BATHROOM!

IN NIXON'S WARPED LOGIC ...

IF I WAS THE WATERGATE CONSPIRATOR THEY SAID I WAS, I WOULD HAVE DESTROYED THE TAPES. BUT DESTROYING THEM WOULD'VE MADE ME LOOK GUILTY. SO I'M INNOCENT! SEE?

UNDER PRESSURE FROM THE COURTS, NIXON RELEASED EDITED TRANSCRIPTS. THE PHRASE "EXPLETIVE DELETED" OCCURRED SO OFTEN THAT NIXON APPEARED TO CURSE LIKE A DRUNKEN SAILOR.

★@☠#⚡!!

IT ALSO EMERGED THAT NIXON CHEATED ON HIS TAXES, TO THE TUNE OF $400,000! THIS LED TO HIS "NOT A CROOK" SPEECH. HE DECLARED ...

I'VE EARNED EVERYTHING I'VE GOT!

BY THEN, FEWER AND FEWER PEOPLE BELIEVED HIM.

AS EVIDENCE MOUNTED AGAINST HIM, NIXON TOOK HIS CASE TO THE PEOPLE. BUT HIS CASE WAS FULL OF LIES. HE SAID ...

AT NO TIME DID I ATTEMPT TO IMPLICATE THE CIA IN THE WATERGATE MATTER.

SO WHEN A TAPE CAME OUT FROM JUNE 23, 1973 WITH NIXON TELLING HIS TOP AIDE...

HAVE THE CIA CALL THE FBI AND JUST SAY "STAY THE HELL OUT OF THIS!"

NIXON KNEW HIS PRESIDENCY WAS OVER.

FOR A WHILE NIXON FOUGHT THE INEVITABLE, CONSIDERING EVERY OPTION EXCEPT RESIGNATION.

END CAREER AS A FIGHTER

HIS FAMILY, VAINLY, URGED HIM TO STAY ON.

DADDY, PLEASE WAIT A WEEK BEFORE YOU MAKE THIS DECISION. GO THROUGH THE FIRE JUST A LITTLE LONGER. I LOVE YOU! MILLIONS SUPPORT YOU!

HE TOLD HIS CHIEF OF STAFF, GENERAL ALEXANDER HAIG ...

YOU SOLDIERS HAVE THE BEST WAY OF DEALING WITH THESE SITUATIONS. JUST LEAVE A MAN ALONE IN A ROOM WITH A LOADED PISTOL.

NIXON LOST ALL SUPPORT. EVEN ULTRA-LOYALIST GEORGE BUSH TOLD HIM ...

MR. PRESIDENT-- YOU MUST RESIGN!

IN CONGRESS, IMPEACHMENT WAS A CERTAINTY. CONVICTION, EQUALLY SURE.

ON AUGUST 7 HE CALLED SECRETARY OF STATE HENRY KISSINGER TO A LATE-NIGHT MEETING.

MR. PRESIDENT, HISTORY WILL TREAT YOU KINDLY.

IT DEPENDS WHO WRITES THE HISTORY!

WHEN HE BROKE THE NEWS TO HIS FAMILY, IT WAS TOO MUCH FOR THEM. HIS DAUGHTER JULIE BROKE DOWN, DESPITE THE PRESENCE OF THE WHITE HOUSE PHOTOGRAPHER.

ON AUGUST 9, 1974 NIXON FINALLY ADDRESSED THE NATION.

THERE WAS STILL THE MATTER OF CRIMINAL CHARGES. A MONTH LATER, FORD TOOK CARE OF THAT.

NIXON RETIRED TO HIS BEACHFRONT ESTATE IN SAN CLEMENTE, CALIFORNIA. HE FADED FROM PUBLIC VIEW, ALONE WITH HIS THOUGHTS.

BUT IN 1977 NIXON GAVE A TV INTERVIEW TO BRITISH JOURNALIST DAVID FROST -- FOR $600,000. HE DISPLAYED A STARTLING MISUNDERSTANDING OF THE CONSTITUTION.

IN HIS FIRST PUBLIC STATEMENTS IN 2 1/2 YEARS, NIXON NEVER ACKNOWLEDGED WRONGDOING, ONLY "MISTAKES." THE CLOSEST HE CAME TO A CONFESSION WAS ...

ACTUALLY, NIXON SPENT THE REST OF HIS LIFE ATTEMPTING YET ANOTHER COMEBACK. HE WROTE SEVEN BOOKS AND FASHIONED HIMSELF AS AN "ELDER STATESMAN."

RICHARD NIXON DIED APRIL 22, 1994 AT AGE 81.

FEBRUARY 4, 1974. BERKELEY, CALIF.

NOK NOK NOK

Uh, YES?

MY CAR! IT'S-- IT'S...SOMETHING WRONG! NEED YOUR PHONE!

SUDDENLY...

KKRAASH

THAT'S HOW IT BEGAN, ONE OF THE 20TH CENTURY'S STRANGEST, MOST DISTURBING--AND MOST MESMERIZING--AMERICAN SAGAS.

Patty Hearst
The Trials of Tania

EEEE! PUT ME DOWN! STOP! STOP!

THE VICTIM: 19-YEAR-OLD PATRICIA HEARST, HEIRESS TO THE HEARST PUBLISHING DYNASTY.

IN A MINOR REBELLION AGAINST HER CONSERVATIVE PARENTS, SHE ATTENDED BERKELEY AND LIVED WITH BOYFRIEND STEVEN WEED, A GRAD STUDENT.

IT WAS THE TIME OF WATERGATE, THE GAS CRISIS AND THE END OF THE VIETNAM WAR, BUT IMMEDIATELY THE COUNTRY'S BIGGEST STORY WAS...

GAS

TEN

...THE DARING ABDUCTION OF HEIRESS PATRICIA HEARST...

A TAPED MESSAGE APPEARED FEB. 12 AT A SAN FRANCISCO RADIO STATION.

THE *SYMBIONESE LIBERATION ARMY* HAS *ARRESTED* PATRICIA HEARST FOR CRIMES THAT HER PARENTS COMMITTED AGAINST THE *OPPRESSED PEOPLE* OF THE WORLD.

THE *SLA*. THEY MADE THEIR DEBUT FOUR MONTHS EARLIER WITH THE SHOCKING MURDER OF OAKLAND'S SCHOOL SUPERINTENDENT.

BAM! BLAM! BAM!

THE PREVIOUSLY OBSCURE SLA PUBLICITY CLAIMED RESPONSIBILITY FOR THE "EXECUTION BY CYANIDE BULLETS."

THE SLA WAS FIVE WHITE WOMEN AND TWO WHITE MEN--ALL "MIDDLE CLASS"--LED BY A BLACK ESCAPED CONVICT (AND POLICE INFORMER), DONALD DEFREEZE. THEY TOOK "REVOLUTIONARY" NAMES. THEIR LOGO: A SEVEN-HEADED COBRA. THEIR SLOGAN...

DEATH TO THE FASCIST INSECT THAT PREYS UPON THE LIFE OF THE PEOPLE!

THE BAY AREA STILL SWIRLED WITH RADICALISM IN THE EARLY 1970s, BUT FELLOW "REVOLUTIONARIES" DENOUNCED THE SLA.

THEY'RE IGNORANT AND *CRAZY!*

THEY'RE *PROVOCATEURS* WORKING FOR THE *MAN!*

STILL, THEY WERE THE ONES WHO HAD PATTY HEARST. THEY DEMANDED...

HER *CORPORATE PIG* FATHER MUST DISTRIBUTE *FOOD* TO THE BAY AREA POOR--*FREE!* AS A SHOW OF *GOOD FAITH!*

WELL, IT SEEMED LIKE A GOOD IDEA.

RANDOLPH HEARST STARTED THE $2 MILLION "PEOPLE IN NEED" FOOD GIVEAWAY. VIOLENCE BROKE OUT AT DISTRIBUTION POINTS. MANY HANDOUTS DID GO SMOOTHLY, BUT THE SLA WAS NOT IMPRESSED.

WHEN THE SLA ASKED HIM TO DO MORE, HEARST SAID' "THAT'S *IMPOSSIBLE.* IT'S *OUT OF MY HANDS!*"

THAT LED TO AN SLA TAPE WITH PATTY'S VOICE DECLARING...

DAD, I DON'T BELIEVE YOU'RE DOING EVERYTHING YOU CAN! I DON'T BELIEVE YOU'RE DOING ANYTHING AT ALL. THE FBI WOULD RATHER THAT I GET *KILLED.*

THEN, ON APRIL 3, A BOMBSHELL TAPE. PATTY DECLARED...

I WAS GIVEN THE *CHOICE* OF *RELEASE* OR *JOINING* THE SYMBIONESE LIBERATION ARMY. I HAVE CHOSEN TO *STAY AND FIGHT* FOR THE FREEDOM OF OPPRESSED PEOPLE!

A PHOTO CAME WITH THE TAPE, WITH PATTY'S ANNOUNCEMENT THAT...

I HAVE BEEN GIVEN THE NAME OF TANIA!

BUT THERE WAS AN EVEN BIGGER SHOCK TO COME.

APRIL 15, 1974.

WE ARE THE SLA! THIS IS A HOLDUP! ANYONE WHO MOVES GETS SHOT IN THE HEAD!

HIBERI BANK

THE SLA ROBBED SAN FRANCISCO'S HIBERNIA BANK. AND RIGHT THERE, IN THE MIDDLE, CAUGHT ON THE BANK'S SURVEILLANCE CAMERAS...

THIS IS TANIA! PATRICIA HEARST!

AMERICA WAS OUTRAGED.

SHE'S TYPICAL OF AMERICA'S *SPOILED* YOUNG PEOPLE!

SHE OUTTA BE TAUGHT A *LESSON!*

JUST LIKE *MY* ROTTEN DAUGHTER! THAT *TRAMP!*

TO SOME, THE RICH-GIRL-TURNED-REVOLUTIONARY WAS A FOLK HEROINE.

RIGHT ON, SISTER TANIA! THE *FASCIST PIGS* WILL NEVER SUBDUE YOUR *REVOLUTIONARY* SPIRIT!

WE LOVE YOU!

TANIA

THE "TANIA PHOTO" BECAME AN INSTANT ICON.

BUT MOST SIDED WITH THE U.S. ATTORNEY GENERAL.

PATRICIA HEARST IS NOTHING MORE THAN A *COMMON CRIMINAL!*

THE FACT THAT SHE'D BEEN *KIDNAPPED* DIDN'T SEEM TO MATTER ANYMORE.

POLICE LAUNCHED A MASSIVE MANHUNT. PATTY WENT FROM AMERICA'S MOST FAMOUS VICTIM TO AMERICA'S MOST FAMOUS FUGITIVE.

I DON'T SEE HER OUT THERE.

KEEP LOOKING. SHE MIGHT BE IN DISGUISE.

WANTED

BAR

POLICE

POLICE DIDN'T KNOW THAT THE SLA HAD RELOCATED TO LOS ANGELES AND WERE LYING LOW. UNTIL MAY 16.

MEL'S SPORTING GOODS

GUNS BOUG... AND S...

SALE

LET'S GO!

ABC...

WHEN "COMRADE" BILL "TEKO" HARRIS WAS CAUGHT SHOPLIFTING, PATTY BLASTED THEIR MACHINE GUN FROM THEIR VAN.

NO ONE CONNECTED THE INCIDENT TO THE SLA. UNTIL POLICE FOUND, IN THE NOW-ABANDONED VAN--AN UNPAID *PARKING TICKET*.

WELL, WELL, WELL. WHAT DO WE HAVE HERE?

PARKING TICKET

THE NEXT DAY, THE COPS TRACED THE SLA TO A "SAFE HOUSE" IN SOUTH CENTRAL L.A. THEY CALLED FOR THE SLA TO SURRENDER. THEN...

POLICE

...THEY SENT IN TEAR GAS.

POLICE

THE SLA'S REPLY?

TAK TAK TAK T

POW POW P

CHAKA CHAKA CHA

REPORTEDLY, COPS AND THE SLA EXCHANGED OVER 9,000 ROUNDS. SUDDENLY, THE HOUSE WENT UP IN FLAMES, PROBABLY FROM INCENDIARY LAPD TEAR GAS.

ALL TELEVISED LIVE. ONE QUESTION WAS ON EVERYBODY'S MIND.

IS PATRICIA *HEARST* INSIDE THE HOUSE? AT THIS POINT--WE JUST *DON'T KNOW!*

NBD

POLICE

POLICE

POLICE

SIX BODIES, MOST BADLY CHARRED, WERE RECOVERED FROM THE RUBBLE. THE AUTHORITIES HAD CERTAINLY SENT A MESSAGE.

WELL, THAT'S THAT.

BUT WAS ONE OF THE BODIES PATTY'S?

THE ANSWER CAME JUNE 7. ANOTHER TAPE, WITH THE VOICE OF "TANIA."

MY COMRADES DIDN'T DIE IN VAIN! I WOULD *NEVER* CHOOSE TO LIVE THE REST OF MY LIFE SURROUNDED BY *PIGS* LIKE THE HEARSTS!

THE WORLD KNEW SHE WAS ALIVE. BUT THEN PATRICIA HEARST...

EAT BOXO REAL FOOD!

WORMS

...DISAPPEARED. NOTHING WAS HEARD FROM HER, OR THE SYMBIONESE LIBERATION ARMY, FOR MORE THAN A YEAR.

SAN FRANCISCO. SEPTEMBER 18, 1975. FBI AGENTS ACTED ON A TIP AND FOUND..

FREEZE! FBI!

MAKE A MOVE AND WE'LL BLOW YOUR HEADS OFF!

...AMERICA'S MOST FAMOUS FUGITIVE!

HAD SHE BEEN COERCED INTO THE WHOLE THING BY HER CAPTORS? OR HAD SHE JOINED THEM OF HER OWN WILL? SHE SEEMED TO GIVE HER ANSWER AT HER ARREST.

POLICE

THE "REVOLUTIONARY" SALUTE.

AND TO DISPEL ANY DOUBT, SHE GAVE HER OCCUPATION AS...

URBAN GUERILLA!

PATTY APPEARED UNREPENTANT. AFTER A VISIT FROM A FRIEND, HER STATEMENTS (TAPED BY AUTHORITIES) MADE IT INTO THE MEDIA.

MY POLITICS HAVE *CHANGED!* WHATEVER I SAY NOW, IT'LL BE FROM A *REVOLUTIONARY FEMINIST* PERSPECTIVE!

PATTY HEARST BECAME PUBLIC VILLAIN NO. 1.

HER PARENTS MUST BE SO *ASHAMED!*

SERVES HER RIGHT FOR *DOIN'* IT WITH *BLACKS* AND *HIPPIES!*

HOW MUCH MONEY WAS WASTED IN APPREHENDING THIS CRIMINAL?

BUT WHEN SHE MET WITH HER PARENTS FOR THE FIRST TIME, ALL SHE COULD DO WAS...

BWAW WHA WWAAAF BWAAF WAAF

WAAAF

HER PARENTS HIRED FAMOUS--AND *FLAMBOYANT*--DEFENSE LAWYER F. LEE BAILEY. HE ANNOUNCED A SHOCKING DEFENSE.

PATRICIA HEARST IS NOT *RESPONSIBLE* FOR HER ALLEGED *CRIMES!* SHE IS A CLASSIC VICTIM OF *BRAINWASHING!*

PATTY SHOWED NO EMOTION DURING HER TRIAL. SHE WAS SENTENCED TO FIVE YEARS IN PRISON.

IN 1979, PRESIDENT CARTER COMMUTED HER SENTENCE. FINALLY, PATTY'S CRIMINAL ORDEAL WAS AT AN END.

AS THE VIETNAM WAR DRAGGED ON, RICHARD NIXON BECAME PRESIDENT IN 1969.

THE TRUE OBJECTIVE OF THIS WAR IS **PEACE**. I'M GOING TO END THIS WAR. FAST. BUT IT MUST BE PEACE WITH **HONOR!**

FAR FROM ENDING THE WAR, NIXON EXPANDED IT. ON APRIL 30, 1970 HE ORDERED U.S. TROOPS TO ILLEGALLY INVADE VIETNAM'S NEUTRAL NEIGHBOR, CAMBODIA. IT WAS THE BEGINNING OF..

The End of the VIETNAM WAR

AND A PAINFUL END IT WOULD BE.

ANNOUNCING THE INVASION, NIXON TOLD THE NATION...

IT IS NOT AMERICAN POWER, BUT OUR **WILL** AND **CHARACTER** THAT IS BEING TESTED TONIGHT.

ON UNIVERSITY CAMPUSES REACTION WAS IMMEDIATE. EVEN STUDENTS WHO HADN'T BEEN PART OF THE ANTI-WAR MOVEMENT WERE OUTRAGED.

END THE WAR NOW

U.S. OUT OF CAMBODIA

PEACE

NIXON IS A WAR CRIMINAL

NIXON'S MACHO POSTURING ONLY ANGERED THE PROTESTERS. STUDENT STRIKES SHUT DOWN CAMPUSES ACROSS THE COUNTRY.

NIXON DREW THE BATTLE LINES FURTHER WHEN HE WAS QUOTED CALLING PROTESTERS...

THESE **BUMS** YOU KNOW, BLOWING UP THE CAMPUSES.

WHEN VICE PRESIDENT SPIRO AGNEW DECLARED...

THE AUTHORITIES SHOULD IMAGINE THE STUDENTS ARE WEARING **BROWN SHIRTS** OR **WHITE SHEETS** AND ACT ACCORDINGLY.

...IT JUST FELT LIKE SOMETHING BAD WAS GOING TO HAPPEN.

STUDENTS AT KENT STATE UNIVERSITY IN OHIO CAUSED DISTURBANCES, PROMPTING THE TOWN'S MAYOR TO TAKE ACTION.

THERE ARE **OUTSIDE AGITATORS** IN KENT. BETTER CALL IN THE **NATIONAL GUARD.**

THE MORNING OF MAY 4. ABOUT 200 STUDENTS GATHERED ON THE UNIVERSITY COMMONS. THE GUARD WAS THERE.

DURING THE DEMONSTRATION, SOME ANGRY STUDENTS THREW ROCKS AT THE GUARDSMEN.

SUDDENLY, WITHOUT WARNING — AND APPARENTLY WITHOUT ORDERS — THE NATIONAL GUARD FIRED.

BLAM! BLAM! BA-BLAM BLAM!

THE NATIONAL GUARD KILLED FOUR STUDENTS THAT DAY AND WOUNDED NINE MORE. THE BRUTAL PRICE OF THE VIETNAM WAR HIT HOME--HARD.

NOT EVERYONE GOT IT. SOME PEOPLE EXPRESSED SUCH SENTIMENTS AS...

THE ONLY THING THE GUARD DID **WRONG**-- THEY DIDN'T KILL **ALL** OF THOSE PUNKS!

LONG-HAIRED **TROUBLEMAKERS** WHO USE **BAD LANGUAGE** SHOULD BE **STOPPED!**

BUT ON MAY 6, STUDENT "STRIKES" SHUT DOWN OVER 100 CAMPUSES, 80 PERCENT OF UNIVERSITIES HAD PROTESTS, 58 PERCENT OF THE STUDENTS WERE INVOLVED IN THEM, AND 75 PERCENT SUPPORTED THEM.

ADMINISTR

IF THEY WANT US TO MOVE, THEY'LL HAVE TO SHOOT US FIRST!

ON MAY 9, 120,000 PEOPLE DESCENDED ON WASHINGTON D.C. IN A MASSIVE ANTI-WAR DEMONSTRATION.

BY THE END OF 1970, POLLS SHOWED THAT ONLY 38 PERCENT OF AMERICANS SUPPORTED NIXON'S CONDUCT OF THE WAR, AN ALL-TIME LOW.

STOP THE WAR!

PRESSURED BY THE ANTI-WAR MOVEMENT, NIXON WITHDREW U.S. TROOPS BY THE THOUSANDS.

SEE YA STATESIDE, SUCKERS!

THAT MEANT FEWER U.S. CASUALTIES, TAKING THE STEAM OUT OF THE PROTESTS.

AMONG THE REMAINING TROOPS, MORALE DWINDLED AND DRUG ADDICTION BECAME AN EPIDEMIC. THE MILITARY ITSELF ESTIMATED THAT, IN 1970, 65,000 U.S. TROOPS WERE DRUG USERS.

ALSO IN 1970, THERE WERE OVER 2,000 REPORTED INCIDENTS OF "FRAGGING", SOLDIERS KILLING THEIR OWN OFFICERS.

COME ON, MEN! LET'S GO GE-- HGGL!!

BLAM

DESPITE ALL INDICATIONS TO THE CONTRARY, THE WAR, AS FAR AS NIXON WAS CONCERNED, HAD A LONG WAY TO GO.

HE ORDERED DRAMATIC INCREASES IN BOMBING, KILLING TENS OF THOUSANDS OF VIETNAMESE.

AT THE SAME TIME, NIXON'S FOREIGN POLICY GURU HENRY KISSINGER WAS SECRETLY NEGOTIATING WITH VIETNAMESE COMMUNIST LEADER LE DUC THO IN PARIS.

IN APRIL, 1971, ANOTHER HUGE DEMONSTRATION - 300,000 STRONG - ENGULFED THE NATION'S CAPITAL.

THIS TIME, VIETNAM VETS PROTESTED, SYMBOLICALLY HURLING THEIR MEDALS AWAY.

IN THE SPRING OF 1971, AMERICANS HEARD THE GORY DETAILS OF THE 1968 MY LAI MASSACRE OF DOZENS OF VIETNAMESE CIVILIANS DURING THE TRIAL OF LIEUTENANT WILLIAM CALLEY.

IMAGES OF "ORDINARY" AMERICAN BOYS COMMITTING UNSPEAKABLE ATROCITIES DEEPENED THE PUBLIC'S FAST-GROWING DISTASTE FOR THE NOW-LENGTHY WAR.

THE LEAKED "PENTAGON PAPERS," PUBLISHED IN JUNE OF 1971, PROVED THAT THE GOVERNMENT HAD BEEN LYING FOR YEARS ABOUT U.S. INVOLVEMENT IN VIETNAM.

New York Ti

PENTAG

PAPE

EVEN WITHOUT PUBLIC SUPPORT, THE WAR DRAGGED ON FOR ANOTHER YEAR AND A HALF. THEN, IN JANUARY 1973, KISSINGER EMERGED FROM PARIS.

WE HAVE ACHIEVED **PEACE** IN **VIETNAM!**

IT WAS A FUNNY KIND OF "PEACE." WAR IN VIETNAM RAGED ON FOR ANOTHER TWO YEARS. JUST WITHOUT AMERICANS.

ON APRIL 29, 1975, NORTH VIETNAMESE FORCES STORMED THE SOUTH VIETNAMESE CAPITAL OF SAIGON.

NO MATTER. BACK IN 1973, KISSINGER AND LE DUC THO WERE AWARDED THE NOBEL PEACE PRIZE. LE DUC THO DECLINED, SAYING...

I CANNOT ACCEPT BECAUSE THERE IS **NO PEACE** IN VIETNAM.

TO AMERICANS, THAT WAS JUST A MATTER OF SEMANTICS. THE SOLDIERS WERE COMING HOME. FINALLY, WE WERE **OUT OF THERE!**

WHEN NORTH VIETNAM RELEASED ITS 591 U.S. PRISONERS OF WAR, IT PROVIDED THE ONLY UPLIFTING SCENES OF THE ENTIRE, DECADE-LONG CONFLICT.

FOR MANY, THE WAR HAS NEVER ENDED. THEY MAINTAIN THAT MANY POWs **REMAIN** IN VIETNAM--THREE DECADES LATER. THEIR ALLEGED ABANDONMENT REMAINS, FOR SOME, A SYMBOL OF THE ENTIRE WAR.

POW/MIA

You are not forgotten

WE WON'T FORGET!

BUT MOST AMERICANS DID WANT TO FORGET. THEY WANTED TO FORGET THAT VIETNAM EVER HAPPENED.

VIET-**WHAT?** FORGET IT, MAN! LET'S GET **DOWN!**

THE "ME" DECADE WAS UNDER WAY.

BUT FORGETTING WAS IMPOSSIBLE. IMAGES OF LONELY, ALIENATED VETERANS HAUNTED AMERICA.

YOU TALKIN' TO ME?

THE VIETNAM WAR WOULD SHAPE THE SOCIETY FOR THE REST OF THE DECADE AND BEYOND.

IN 1991, FOLLOWING THE U.S. VICTORY IN THE ONE-SIDED WAR AGAINST IRAQ, PRESIDENT GEORGE BUSH DECLARED...

WE'VE FINALLY KICKED THAT **VIETNAM SYNDROME!!**

ONLY AN ORGY OF MILITARY VIOLENCE, APPARENTLY, COULD BANISH THOSE HORRIBLE MEMORIES.

UNTIL THE EARLY '70s, AMERICANS WERE SIMPLE FOLK WITH SIMPLE TASTES, AND NOT NECESSARILY CONSCIOUS OF NUTRITION. WHEN THE DINNER BELL SOUNDED, THEY KNEW WHAT THEY WANTED.

DELICIOUS *MEAT*, HONEY! -:SHHLUURRP!:- I'M READY FOR *SECONDS!*

THERE WAS PLENTY OF BEEF -- AND RELATIVELY CHEAP. IT WAS A HAPPY, CAREFREE TIME. IF YOU WEREN'T A COW.

WE CAN'T KILL 'EM *FAST ENOUGH!*

BUT AT THE BEGINNING OF 1973, A FUNNY THING HAPPENED.

THAT'LL BE *13 BUCKS*, LADY!

THE PRICE OF BEEF SUDDENLY ZOOMED SKY HIGH. BEEF SUPPLIES DWINDLED. SOON SUPPLIES OF OTHER TYPES OF MEAT SHRANK AS WELL.

THUS BEGAN ONE OF THE 1970s' MOST IMPORTANT, YET LEAST REMEMBERED CRISES. FEW TODAY RECALL THE TERROR THAT SWEPT AMERICANS AS THEY FACED...

LIFE WITHOUT MEAT
THE MEAT SHORTAGE

ECONOMISTS OFFERED ALL KINDS OF THEORIES.

AH, *YES!* THE RISE IN BEEF PRICES IS CAUSED BY A *SHIFT IN CURRENTS* OFF SOUTH AMERICA WHICH REDUCED THE CATCH OF *ANCHOVIES* USED IN CATTLE FEED! UNDERSTAND?

OTHERS BLAMED GOVERNMENT PROGRAMS, LIKE WELFARE AND FOOD STAMPS, WHICH ENABLED MORE AMERICANS TO EAT WELL.

IF FEWER PEOPLE COULD *AFFORD TO EAT*, THERE WOULD BE PLENTY OF MEAT FOR THE REST OF US!

THE TRUTH, THOUGH NO ONE WANTED TO ADMIT IT, WAS THAT EXPERTS WERE BAFFLED.

TO BE QUITE HONEST, I'M NOT SURE WHAT IT ALL MEANS, MYSELF.

HUH?

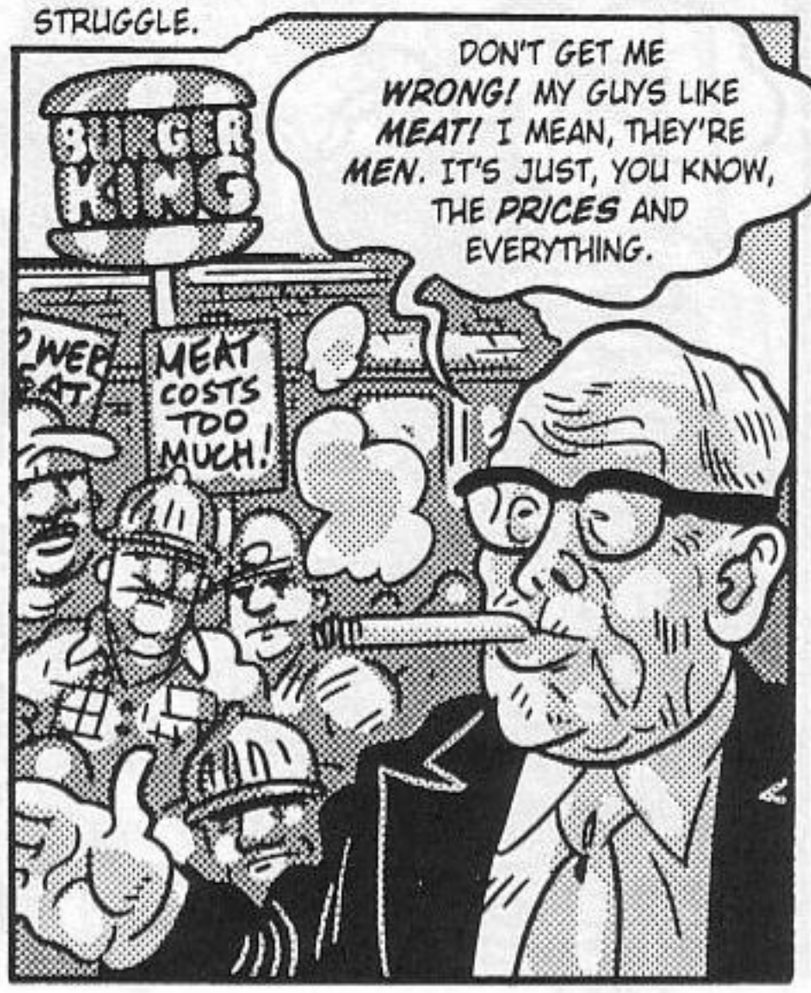
BUT ABSTRACT THEORY MEANT NOTHING TO AMERICAN HOUSEWIVES, WHO BORE THE BURDEN OF HIGH MEAT PRICES.

A HOUSEWIFE'S LIFE IS *HARD ENOUGH!* THIS IS THE *LAST STRAW!* *WE'RE NOT GONNA TAKE IT!*

THEY TOOK TO THE STREETS. ALL AROUND THE COUNTRY THEY PICKETED SUPERMARKETS AND ORGANIZED A MASSIVE *BOYCOTT* AGAINST BEEF.

IT WAS ODD TO SEE SUBURBAN HOUSEWIVES MARCHING LIKE RADICAL PROTESTORS OF THE DAY. BUT THIS WAS A CAUSE ANYONE COULD RELATE TO.

EVEN BIG LABOR -- PERSONIFIED BY UNION CHIEF *GEORGE MEANY* -- JOINED THE HOUSEWIVES' STRUGGLE.



THE BOYCOTT WORKED. FAMILIES FOUND ALTERNATIVES TO BEEF. LIKE--*CHICKEN!*

BY APRIL, 1973, PRESIDENT NIXON HAD TO DO SOMETHING. HE IMPOSED...

IT LOOKED GOOD, POLITICALLY. BUT HOUSEWIVES WERE NOT HAPPY.

THAT WASN'T ABOUT TO HAPPEN. IF ANYTHING, PRICES CONTINUED TO RISE, THANKS TO A THRIVING BLACK MARKET.

EXPERTS ESTIMATED THAT ONLY 25 PERCENT OF ALL BEEF SOLD FOR LEGAL PRICES. EVEN MUCH LEGITIMATE BEEF WAS LADEN WITH EXCESS FAT, REDUCING ITS TRUE VALUE.

BOYCOTTS PLUS PRICE CONTROLS BROUGHT BEEF PRODUCTION TO A STANDSTILL. THE MEAT SHORTAGE HAD BEGUN. NO ONE WAS STARVING, BUT PEOPLE KNEW WHAT THEY WANTED.

THE SITUATION WASN'T HELPED WHEN SOME CONSUMERS *HOARDED* WHAT LITTLE MEAT THERE WAS.

-:HUFF-PUFF:-

STOP HER, SHE'S GETTING AWAY WITH *ALL* THE *MEAT!*

BUT MILLIONS OF AMERICANS LOOKED FOR ALTERNATIVES. MANY DISCOVERED THE WONDERS OF...

OUR *SAVIOR!* THE *SOYBEAN!* AND ITS FRUITS -- *TOFU, TEMPEH,* AND SOMEDAY -- *TOFUTTI!!*

THOUGH MOST HOUSEWIVES SIMPLY FOUND OTHER WAYS OF PREPARING THE FAMILY DINNER.

I'VE MADE THIS WONDERFUL DISCOVERY. IT'S CALLED *PASTA!*

YOU MEAN *SPAGHETTI?!*

NO, IT'S *PASTA*. IT'S MORE...VERSATILE. AND GUESS WHAT? YOU CAN SERVE IT *WITHOUT MEATBALLS!* AND IT TASTES *JUST AS GOOD!*

NO *MEATBALLS?* I...I DON'T *BELIEVE* IT!

AMERICANS BEGAN TO *ENJOY* THEIR ALTERED DINING HABITS.

MMMM! THIS EXOTIC NEW DISH YOU WHIPPED UP IS *MARVELOUS*, HONEY! WHAT DO YOU CALL IT?

IT'S CALLED "SALAD," DEAR. NOW, EAT UP!

EVENTUALLY, MEAT PRICES AND SUPPLIES STABILIZED. EVEN THE BEEF HOARDERS FOUND THEY COULDN'T EAT ALL THAT MEAT. MUCH WAS TRASHED.

ALL THAT *MEAT*...WHAT WAS I *THINKING?*

THE MEAT CRISIS OPENED AMERICANS TO A DAZZLING VARIETY OF CULINARY CHOICES.

WHATEVER HAPPENED TO PLAIN OLD "LUNCH"?

ABDUL'S FALAFEL

PASTA PUSSYCAT! EAT! EAT!

Üsküdar Turkish

FOOD COURT

IT WOULD BE NAIVE TO THINK AMERICANS WOULD COMPLETELY SWEAR OFF MEAT. BUT AT LEAST WE'RE NOW AWARE THAT BALANCED EATING IS HEALTHY *AND* ENJOYABLE.

HEY...*KETCHUP* IS A VEGETABLE! SO *GET OFF* MY BACK!

-:SCLURSSH:-

AT LEAST *SOME* OF US ARE.

FACTOID BOOKS

NOW, CLASS, AS YOU KNOW THIS IS THE YEAR *1976*! SO I WANT YOU ALL TO GIVE REPORTS ON THE *200TH BIRTHDAY* OF OUR NATION.

THE BICENTENNIAL

LET'S LET LITTLE *RIP* HERE GO FIRST. GO ON, *RIPPER!*

"WHAT THE BICENTENNTIAL MEANS TO ME." BY RIP FLAGG.

THE BICENTENNIAL IS A BIG BIRTHDAY PARTY WHERE EVERYONE GETS LOTS OF PARTY FAVORS. EVERYTHING'S GOT THE BICENTENNIAL ON IT.

FOR EXAMPLE, MY MOM BOUGHT A ROLL OF *BICENTENNIAL TOILET PAPER* FOR OUR BATHROOM!

SPIRIT of 1776 - 1976

2 PLY TOILET PAPER

"AND MY DAD REALLY LIKES DRINKING *BICENTENNIAL BEER!*"

THIS COUNTRY IS A *GREAT COUNTRY*, BOY! NOW CUT THAT @#$@& HAIR!! YOU LOOK LIKE A *GIRL!*

"AND MY MOM PUTS BICENTENNIAL *SUGAR* IN HER *COFFEE!*"

GOD! THE LIGHTS ARE SO BRIGHT IN HERE. SHOULDN'T YOU BE GOING TO SCHOOL?

UH, ACTUALLY I JUST GOT HOME.

BICENTENNIAL 1776 — 1976 SUGAR PAKS

"WHAT THE BICENTENNIAL MEANS TO ME IS THAT IT'S TIME TO CELEBRATE ALL THE JUNK AND STUFF THAT MADE THIS COUNTRY GREAT!"

WHASSAMATTER, KID? AINT'CHA FEELIN' *PATRIOTIC?!?*

AND I HAVE ONE BICENTENNIAL ITEM FOR SHOW AND TELL. IN CASE YOU JUST CAN'T TAKE ANY MORE OF THE BICENTENNIAL, YOU CAN GET A BICENTENNIAL...

...VOMIT BAG!

BLEEAGH!

BICENTENNIAL VOMIT BAG

ALL THE USELESS JUNK IN THIS STORY WAS REAL. EVEN THE VOMIT BAG.

HAPPY 200TH AMERICA

AND SO WENT THE STORY OF A GREAT AMERICAN BIRTHDAY PARTY.

FACTOID BOOKS 101% TRUE

Energy Crisis!

STRIKING OIL. IN THE EARLY 20TH CENTURY, IT WAS THE AMERICAN DREAM. LIKE WINNING THE LOTTERY. OR SELLING A SCREENPLAY.

SHE'S A GUSHER!! I'M *RICH!* I'M *RICH!!*

SOON AMERICA'S OIL SUPPLY WAS CONTROLLED BY A SMALL GROUP OF TYCOONS AND THEIR GIANT CORPORATIONS.

AS AMERICA GREW QUICKLY DEPENDENT ON THE BLACK FUEL, BIG OIL BECAME MORE POWERFUL THAN THE GOVERNMENT. AS F.D.R. COMPLAINED...

I CAN'T ACCOMPLISH *ANYTHING* WITH THESE OIL MEN! AND I CAN'T ACCOMPLISH ANYTHING *WITHOUT* THEM!

EVERYONE SORT OF KNEW ABOUT THE OIL COMPANIES' POWER. BUT WHO CARED? OIL WAS PLENTIFUL--AND *CHEAP!*

FILL HER UP, SON! THEN *TOP HER OFF!*

Esso

Esso

15¢ gallo

YOU GOT IT, SIR!

SO GREAT WAS THEIR POWER THAT BY THE 1960s, OIL COMPANIES TYPICALLY PAID ABOUT *ONE PERCENT* IN INCOME TAX--ON REVENUES OF *BILLIONS!*

PAY TAXES? LEAVE THAT TO THE *SUCKERS* WHO *WORK FOR A LIVING!*

IN 1968, BIG OIL PURCHASED ITS OWN PRESIDENT, PAYING ONE OF EVERY SIX DOLLARS IN RICHARD NIXON'S CAMPAIGN FUND.

AND THAT WAS JUST THEIR *LEGAL* CONTRIBUTIONS.

AT THIS TIME, THE PRICE OF OIL WAS FALLING WORLDWIDE.

...SO YOU SEE, THE CONSUMER WILL SOON BE PAYING *LESS* FOR GAS AND OTHER PETROLEUM PRODUCTS.

HMMM. YES, THAT *IS* A CAUSE FOR CONCERN.

PERHAPS THAT'S WHY THE OIL COMPANIES PICKED JUST THEN TO DECLARE...

OIL IS RUNNING OUT! IT'S A *CRISIS,* I TELL YA! WE *GOTTA RAISE PRICES* OR WE'RE *ALL WASHED UP!*

THIS DESPITE THE FACT THAT THE OIL COMPANIES WERE UNCOVERING MORE OIL THAN THEY'D FOUND IN YEARS.

OIL? (HEH HEH.) I DON'T SEE ANY OIL. YOU SEE ANY OIL?

THE SKEPTICAL PUBLIC DIDN'T BUY IT.

BUT IN 1970, THE OIL COMPANIES GOT A GREAT GIFT. A BOGEYMAN./ LIBYA'S NEW DICTATOR, MOAMMAR GADHAFI, WHO ANNOUNCED...

THE OIL FIELDS ARE NOW *NATIONALIZED!* WE WILL *CUT PRODUCTION* AND *RAISE PRICES!*

OTHER OIL-RICH MIDDLE EASTERN COUNTRIES FOLLOWED SUIT, DEMANDING A BIGGER TAKE OF OIL COMPANY PROFITS.

YOU OIL COMPANIES HAVE BEEN *RIPPING US OFF* FOR YEARS!!

WE'RE *TEARING UP* OUR CONTRACTS!

HIGHER PRICES? HUMMM. I LIKE IT, I *LIKE* IT.

JUSTIFYING THE PRICE HIKES, THE "SHORTAGES" BEGAN. SCHOOLS AND OTHER PUBLIC BUILDINGS THAT REQUIRED OIL HEAT FOUND THEMSELVES WITH A PROBLEM.

AND SO *(BRRRR)* WE S-S-SEE THAT "X" EQUALS--*CHHT CCHTT CHHTT!!!*

BBBB -BBBBB- RRRRR!

IT WAS AN UNWELCOME AWAKENING, BUT MOST AMERICANS WEREN'T TOO WORRIED.

AIN'T NO *A-RAB* GONNA STOP ME FROM DRIVIN' MAH *MUSCLE CAR!!* WHY, THAT'D BE LIKE CUTTIN' OFF MAH...

UNTIL LATE 1973. WAR BROKE OUT IN THE MIDDLE EAST. AMERICA SUPPORTED ITS TRADITIONAL ALLY, ISRAEL, AGAINST ITS ARAB ENEMIES.

BUT THE ARABS CONTROLLED THE OIL.

IN FACT, THERE WAS NEVER A "CRISIS." ONLY ABOUT SIX PERCENT OF U.S. OIL CAME FROM THE MIDDLE EAST.

MASSIVE & EXPENSIVE OIL CO

SSSHHHHH!! WHAT ARE YOU TELLING THEM *THAT* FOR? YOU'LL RUIN EVERYTHING!

THE ARAB COUNTRIES THREATENED AN *OIL EMBARGO*.

NO, NOT AN EMBARGO! PLEASE! ANYTHING BUT *THAT!* DO WHAT YOU WILL, BUT DO NOT IMPOSE AN *OIL EMBARGO!*

NO MATTER WHAT THE AMERICAN OIL COMPANIES SAID, THIS WAS A BOON FOR THEM.

AN EMBARGO MEANT HIGHER PRICES --AND HIGHER OIL COMPANY PROFITS.

FIFTY-TWO CENTS A GALLON? *DANG!* WHAT'S NEXT? A *DOLLAR?*

RELAX. THAT'LL NEVER HAPPEN.

52¢ Per Gallon

THE EMBARGO TOOK EFFECT IN LATE 1973. PRICES SKYROCKETED. OIL COMPANIES SAW PROFITS RISE AS MUCH AS *700 PERCENT* IN THE FIRST QUARTER OF 1974 ALONE!

WE'RE *ROLLIN'* IN IT!

UNFORTUNATELY, THE REST OF AMERICA WASN'T AS FORTUNATE. THE GAS "SHORTAGE" FORCED DRIVERS TO WAIT FOREVER IN ENDLESS LINES AT THE PUMPS.

WATER

ESSO

TO CURTAIL THE LINES, THE GOVERNMENT REGULATED HOW OFTEN PEOPLE COULD BUY GAS.

A NEW TYPE OF CRIME SUDDENLY CAME INTO BEING IN THE UNITED STATES: GASOLINE SIPHONING.

HEY! WHADDAYA THINK YER DOIN'??!

THE OIL PRICE HIKES HAD A RIPPLE EFFECT THROUGH THE WHOLE ECONOMY.

FORTY THREE DOLLARS AND WHAT?!

YA DON'T LIKE IT, LADY, GO BUY YER GROCERIES IN *SAUDI ARABIA!*

43.55

RUNAWAY *INFLATION* HAD BEGUN. MEANWHILE, CHAIRMEN OF THE MAJOR OIL COMPANIES GAVE THEMSELVES PAY RAISES TOPPING *20 PERCENT!*

MANY IN CONGRESS KNEW WHAT WAS HAPPENING. REPUBLICAN SILVIO CONTE STATED...

I BELIEVE THERE WAS A *CONSPIRACY* AMONG THE OIL COMPANIES IN MAKING THIS OIL SCARCE, SO THAT THE PRICE COULD BE *INCREASED*.

IT DIDN'T END THERE. THE GOVERNMENT'S GENERAL ACCOUNTING OFFICE FOUND...

BASED ON THEIR COSTS, OIL COMPANIES HAVE *OVERCHARGED* THE CONSUMER BY AT LEAST *$2 BILLION!*

BUT THEY COULD DO NOTHING WHEN FACED WITH THE OIL PRESIDENT.

TO COMBAT THE ENERGY CRISIS I HAVE DECIDED TO *APPOINT MORE BUREAUCRATS!*

NIXON DID EVERYTHING IN HIS POWER TO ACCOMPLISH AS LITTLE AS POSSIBLE.

IN 1975, NEW PRESIDENT GERALD FORD PLEDGED TO "WHIP INFLATION NOW." BUT WHEN IT CAME TO OIL...

I PLAN TO *LIFT ALL CONTROLS* ON PRICES AND TURN OVER *FEDERAL LAND* TO THE *OIL COMPANIES!*

GASOLINE PRICES ROCKETED EVER UPWARD. BUT DETROIT'S AUTOMAKERS DIDN'T QUITE GRASP THE SIGNIFICANCE.

PRICES, *SCHMICES!* AMERICANS WILL NEVER GIVE UP THEIR *BIG CARS!* BIG CARS ARE AS AMERICAN AS *MOM* AND *APPLE PIE!*

SURE ENOUGH, THE ROADS WERE SOON CROWDED WITH TINY JAPANESE IMPORTS THAT GOT GREAT GAS MILEAGE.

WHAT THE--?? M-MY CAR'S STILL BIGGER...

SELF-SERVICE GAS STATIONS, WHICH COULD CHARGE LOWER PRICES, STARTED APPEARING EVERYWHERE.

@#$¢!!! PUMPIN' MY OWN ¢*@#! GAS!!

SELF SERVICE

METHLC

IT WAS BECOMING A SMALLER AMERICA.

IN 1979, PRESIDENT JIMMY CARTER CALLED FOR NATIONAL SACRIFICE.

MY FELLOW AMERICANS-- WE MUST KEEP OUR *THERMOSTATS* AT *62!*

SEAL OF THE PRESIDENT OF THE UNITED STATES

BUT IN 1980, THE SEEMINGLY ENDLESS ENERGY CRISIS CONTRIBUTED TO HIS DEFEAT.

IN 1981, GAS PRICES REACHED $1.35 PER GALLON AND RONALD REAGAN WAS PRESIDENT. THE "CRISIS" WAS DECLARED *OVER.*

IT'S MORNING IN AMERICA!

AND IT WAS EVERY AMERICAN FOR HIMSELF!

FACTOID BOOKS 100% TRUE

The MOONies

THE UNFINISHED SOCIAL AND CULTURAL REVOLUTION OF THE '60s, FOR MANY, LEFT A SPIRITUAL VOID. IN THE '70s, GURUS AND WOULD-BE MESSIAHS HUSTLED TO FILL IT. ONE ROSE, LIKE HIS NAME, ABOVE ALL. HIS GROUP?...

CARE TO BUY SOME INCENSE?

GOD BLESS YOU!

HIS YOUTHFUL FOLLOWERS COULD BE FOUND ON EVERY CITY STREET CORNER.

WHY WOULD ANYONE JOIN THE MOONIES? OFTEN, YOU DIDN'T KNOW YOU WERE JOINING...

YOU SEEM LIKE YOU'RE SEARCHING FOR ANSWERS IN THESE TROUBLED TIMES, FRIEND! WHY NOT ATTEND MY *SPIRITUAL DISCUSSION GROUP?* JUST *ONCE.*

...UNTIL...

ALL RELIGIONS OF THE WORLD MUST *UNIFY* FOR THE KINGDOM OF GOD TO EXIST.

ABSOLUTELY, EVERYBODY!

SAY, THIS KIND OF MAKES SENSE.

...IT WAS TOO LATE.

THE TEACHINGS OF THIS GROUP *HAVE CHANGED MY LIFE.* I WANT TO *STAY* WITH ALL OF YOU.

GLORIOUS! YOU'LL BELONG, WITH US, TO THE *UNIFICATION CHURCH!*

THE FOUNDER AND AUTOCRATIC LEADER OF THE UNIFICATION CHURCH: MIDDLE-AGED, KOREAN SUN MYUNG MOON, WHO SAID...

I WILL *CONQUER* AND *SUBJUGATE* THE WORLD! THE TIME WILL COME WHEN MY WORDS WILL SERVE AS *LAW!*

BORN IN NORTH KOREA, IN 1920, THE TEENAGED MOON RECEIVED A VISIT FROM JESUS CHRIST.

SUN MYUNG MOON, I HAVE CHOSEN YOU, OUT OF THE MANY, TO BECOME THE *TRUE* LEADER OF MY CHURCH.

THAT'S MOON'S STORY, ANYWAY. OTHERS SAY THAT, WHEN HE FOUNDED HIS CHURCH IN 1954, HE SIMPLY RIPPED OFF IDEAS FROM A RIVAL RELIGIOUS LEADER.

HEY! GIMME BACK MY DOCTRINE!

SHORTLY AFTER THE CHURCH BEGAN, KOREAN AUTHORITIES ARRESTED AND IMPRISONED MOON, REPORTEDLY ON MORALS CHARGES.

BUT...BUT I WAS JUST IN THE PROCESS OF *UNIFYING* RELIGIONS!

HIS FOLLOWERS CALLED IT RELIGIOUS PERSECUTION.

HE WAS FREED AFTER THE KOREAN WAR AND EXPANDED HIS CHURCH. IN 1972, MOON ARRIVED IN THE U.S.

I HAVE BEEN INSTRUCTED TO COME TO AMERICA BY *GOD* HIMSELF, AS A MESSENGER OF *TRUTH!*

WAS IT GOD--OR THE *KOREAN CIA?* A CONGRESSIONAL PROBE LINKED MOON TO THE KCIA AND SOUTH KOREAN DICTATOR PARK CHUNG HEE.

THE INVESTIGATION--TARGETING A "KOREAGATE" BRIBERY SCANDAL--CHARGED THAT THE UNIFICATION CHURCH SPIED FOR THE KCIA.

IN 1973, MOON TURNED HEADS WITH A NATIONAL CAMPAIGN TO SUPPORT SCANDAL-RIDDEN PRESIDENT RICHARD NIXON. THAT EARNED MOON AN EMBRACE FROM NIXON.

GOD PICKED YOU TO BE PRESIDENT./ I KNOW BECAUSE *HE* TOLD ME./

MOON BUILT AN EMPIRE, BUYING BILLIONS WORTH OF U.S. PROPERTY. HE EVEN TURNED THE FAMED NEW YORKER HOTEL INTO HIS HEADQUARTERS.

GOD IS CRAZY ABOUT ART DECO./ I KNOW BECAUSE *HE* TOLD ME./

BUT MOON'S ONLY VISIBLE INCOME CAME FROM HIS SINGLE-MINDED DEVOTEES, WHO SOLD TRINKETS ON THE STREET.

WANNA BUY SOME BEADS?

THOUGH CLAIMING TO BE A PATRIOT FOR HIS ADOPTED COUNTRY, HE ALSO SAID THINGS LIKE...

AMERICAN-STYLE DEMOCRACY IS A GOOD NURSERY FOR THE GROWTH OF *COMMUNISM!* WE MUST HAVE AN *AUTOCRATIC THEOCRACY* TO RULE THE WORLD!

BUT MOON'S POLITICS WEREN'T WHAT MADE NEWS. MOON PERFORMED MASS WEDDINGS OF 15,000 COUPLES. MOST HAD NEVER MET BEFORE THEY WERE MARRIED.

BY THE MID 1970s, MOON'S U.S. FOLLOWERS NUMBERED WELL INTO THE THOUSANDS, AND THE NICKNAME FOR THEM, "MOONIE," BECAME A HOUSEHOLD WORD.

BUT WAS MOON'S CHURCH A NEW RELIGION OR A DANGEROUS *CULT?* MANY ACCUSED HIM OF *BRAINWASHING* HIS FOLLOWERS.

BOMB WITH LOVE./ BOMB WITH LOVE./

BOMB WITH LOVE./

SOME PARENTS TOOK DRASTIC MEASURES. THEY HIRED "DEPROGRAMMERS" TO *KIDNAP* THEIR ADULT CHILDREN AND BREAK THEM OF MOON'S SPELL.

READ THE BOOK, MY FRIEND./ YOU'LL FIND THAT JESUS IS NOT A *FAT BUSINESSMAN!*

Holy Bible

MANY MOONIES LEFT ON THEIR OWN.

YOU EXPLOIT US *AND* YOU'RE CORRUPT./

C'MON, GUYS. WHERE YOU GOIN'? WE'RE GONNA *RULE THE WORLD!*

BY THE LATE 1970s, MOON'S U.S. FOLLOWING HAD THINNED CONSIDERABLY. HIS MASS RALLIES BECAME PALTRY AFFAIRS.

AMERICA WAS CREATED IN GOD'S IMAGE./ I KNOW BECAUSE HE TOLD ME./

clap clap

HIS '70s HEYDAY WAS REALLY OVER WHEN IN 1981, MOON WAS SENTENCED TO 18 MONTHS IN PRISON FOR TAX EVASION.

THIS ATTACK ON ME IS AN ATTACK ON THE TAX-EXEMPT STATUS OF *ALL* RELIGIOUS GROUPS./

MOON CLUNG TO POLITICAL INFLUENCE THROUGH A VAST NETWORK OF FINANCIAL FRONTS LIKE THE *WASHINGTON TIMES,* WHICH PRESIDENT REAGAN DECLARED WAS...

MY *FAVORITE* NEWSPAPER./

WASHINGTON ★ TIMES

MOON ALSO BOUGHT A COLLEGE, A GOLF COURSE AND OTHER PROPERTIES.

IN THE '90s, MOON STILL PERFORMED MASS WEDDINGS, USING SUCH MODERN TECHNOLOGIES AS SATELLITES AND THE INTERNET. HE HAD YET, HOWEVER, TO ESTABLISH HIMSELF AS RULER OF THE WORLD.

IN 1998, HIS FOLLOWING DOWN TO 3,000, MOON SCOUTED A NEW HOME BASE. BRAZIL.

AMERICA REPRESENTS *SATAN'S* HARVEST./ I SHALL CALL THIS PLACE--*NEW HOPE!*

AT 80 YEARS OLD, IT MAY BE HIS LAST HOPE.

MAY 30, 1972. IT WAS A FINE EVENING IN TEL AVIV, ISRAEL.

A FRENCH AIRLINER ARRIVED AT LOD AIRPORT FROM ROME, FILLED WITH PASSENGERS MAKING PILGRIMAGES TO THE HOLY LAND.

THREE JAPANESE DEPLANED, THEIR HEADS FILLED WITH STRANGE THOUGHTS.

SINCERITY IS PROVEN BY ONE'S READINESS TO DIE.

RIMBAUD ASKED, "WHAT BEAST SHOULD I ADORE? WHAT HEARTS SHOULD I BREAK?"

CALMLY THE THREE MEN RETRIEVED THEIR LUGGAGE.

PACKED INSIDE WERE HAND GRENADES AND SUBMACHINE GUNS. THEN, WITH NO WARNING OR DISCRIMINATION...

IT WAS A MASSACRE, ONE OF THE MOST HORRIFIC, BUT FAR FROM THE ONLY OUTRAGE OF THE '70s.

BUT WHO WERE THEY? AND WHY DID THEY COMMIT SUCH BIZARRE, RANDOM SLAUGHTER?

A TIME OF TERROR

THESE GUNMEN BELONGED TO THE **JAPANESE RED ARMY.** ONE WAS MISTAKENLY SHOT DEAD BY HIS COMRADE.

NAN DA KE???

ANOTHER ACCIDENTALLY BLEW HIS OWN HEAD OFF WITH A GRENADE.

IT WAS LIKE A GRIM COMEDY OF ERRORS.

BUT THERE WAS NOTHING FUNNY ABOUT WHAT THEY HAD DONE. 27 DEAD. MORE THAN 70 WOUNDED.

THE GUNMEN MADE ONE THING CLEAR: NO ONE WAS SAFE FROM **TERRORISM.**

THE SOLE SURVIVING LOD AIRPORT TERRORIST STOOD TRIAL IN ISRAEL. HIS NAME WAS KOZO OKAMOTO AND HE BELONGED TO THE **JAPANESE RED ARMY.**

REVOLUTIONARY WAR IS A WAR OF ***JUSTICE!*** I ***ADMIT*** WHAT I HAVE DONE! IT HAS PROPELLED US ON TO THE ***WORLD STAGE*** IN PREPARATION FOR ***WORLD REVOLUTION!***

TERRORISM – EXTREME VIOLENCE AGAINST CIVILIAN PEOPLE – HAS A LONG HISTORY, DATING AT LEAST TO BIBLICAL TIMES.

THEIR CHILDREN SHALL BE ***DASHED TO PIECES!***

THEIR WIVES ***RAVISHED!!***

ISAIAH 13:16

THE FRENCH REVOLUTION WAS MARKED BY A "REIGN OF TERROR." THE REBEL FIGHTERS TOOK HUNDREDS OF LIVES.

MUCH MODERN TERRORISM SWIRLS AROUND THE MIDDLE EAST. IN 1947, BRITISH OCCUPIERS WITHDREW. THE U.N. PARTITIONED THE AREA, CREATING THE STATE OF ISRAEL, AND DISPLACING MILLIONS OF PALESTINIANS.

ALL NEAT AND CLEAN, EH, CHAPS? LET'S GET ON WITH IT, SHALL WE?

THE REGION WAS TORN BY WAR FROM THE START. IN 1967, THE VASTLY OUTNUMBERED ISRAELIS CRUSHED THE ARAB ARMIES AND THEN OCCUPIED ARAB TERRITORY.

MANY ARABS CAME TO BELIEVE THAT DIRECT MILITARY CONFRONTATION WAS HOPELESS.

JULY 22, 1968, ABOARD AN ISRAELI COMMERCIAL AIRLINER...

WE REPRESENT THE ***POPULAR FRONT FOR THE LIBERATION OF PALESTINE!*** STAY WHERE YOU ARE!

THE PLANE WAS DIVERTED TO ALGIERS. NO ONE WAS KILLED.

UNFORTUNATELY, THE SAME COULD NOT BE SAID FOR THE PFLP'S NEXT OPERATION. ON DECEMBER 28, 1968, TWO TERRORISTS SHOT PASSENGERS AT RANDOM ON AN ISRAELI JET IN ATHENS.

THE MAN BEHIND THE ATTACKS: A 43-YEAR-OLD PHYSICIAN, GEORGE HABASH. HE EXPLAINED THE ATTACKS TO THE WORLD...

WE NEED TO SHOCK AN INDIFFERENT WORLD AND THE DEMORALIZED PALESTINIAN NATION! THERE CAN BE NO POLITICAL SOLUTION!

THE PALESTINIANS SUFFERED TERRIBLY IN THE ARAB-ISRAELI CONFLICT. HUNDREDS OF THOUSANDS SUBSISTED IN SQUALID REFUGEE CAMPS WITH ONLY THEIR ANGER TO SUSTAIN THEM.

BUT EVERY TIME TERRORISTS STRUCK, ISRAEL STRUCK BACK, RAIDING AND BOMBING THE REFUGEE CAMPS WHICH WERE BREEDING GROUNDS (AND OFTEN TRAINING GROUNDS) FOR THE TERRORISTS.

WAS HABASH, WHO ENJOYED "THE GOOD LIFE" WHILE COMMANDING HIS "POPULAR FRONT," TROUBLED BY THE REFUGEE DEATHS?

NO! IT IS EXACTLY WHAT WE *WANT!* ISRAEL HELPS OUR CAUSE BY RETALIATING, FOR IT *ANGERS* THE *PEOPLE!*

IN THE PALESTINE LIBERATION ORGANIZATION (WHICH ENCOMPASSED NUMEROUS PALESTINIAN GROUPS, BOTH TERRORIST AND LEGITIMATE) HABASH'S RIVAL WAS THE LEADER OF "FATAH," YASSER ARAFAT.

TERRORIST? ME? THAT'S A *LIE* CREATED BY THE *CIA!*

TO CARRY OUT TERRORISM WHILE INSURING "PLAUSIBLE DENIABILITY," FATAH CREATED A FRONT GROUP CALLED "BLACK SEPTEMBER."

ON SEPT. 5, 1972, BLACK SEPTEMBER OPERATIVES STORMED THE ISRAELI DORM AT THE MUNICH OLYMPICS, TAKING NINE ATHLETES HOSTAGE – *MURDERING* TWO MORE.

MUNICH WAS A DEFINING MOMENT. IT PROVED THAT TERRORISTS COULD, AND WOULD, DO **ANYTHING.** A TV SHOT OF A TERRORIST ON THE BALCONY MADE ONE OF THE DECADE'S MOST MEMORABLE, AND CHILLING, IMAGES.

ISRAELI PRIME MINISTER GOLDA MEIR REFUSED TO NEGOTIATE WITH "BLACK SEPTEMBER."

AMONG THE TERRORISTS' DEMANDS: THE RELEASE OF **KOZO OKAMOTO.**

AS THE TERRORISTS MADE THEIR GETAWAY, WEST GERMAN POLICE AMBUSHED THEM. THE POLICE KILLED FIVE AND CAPTURED THREE.

BUT NOT BEFORE THE TERRORISTS SLAUGHTERED ALL NINE ISRAELI ATHLETES.

BLACK SEPTEMBER STRUCK AGAIN THE FOLLOWING MARCH, SEIZING THE SAUDI EMBASSY IN KHARTOUM, EXECUTING TWO AMERICAN DIPLOMATS.

THOUGH BLACK SEPTEMBER STILL POSED AS A SEPARATE GROUP, ARAFAT FACED OPEN ACCUSATIONS THAT HE MASTERMINDED THE ATTACK.

WHY, I ***NEVER!*** THESE AMERICAN-INSPIRED ***FABRICATIONS*** ARE OUTRAGEOUS!

THE UNITED NATIONS BOUGHT ARAFAT'S STORY. WEARING A GUN, HE ADDRESSED THE U.N. IN NOVEMBER, 1974.

IN HIS ENTOURAGE: THREE OF THE KHARTOUM KILLERS – AND ALI HASSAN SALAMEH, MASTERMIND OF THE MUNICH MASSACRE.

THROUGHOUT THE EARLY 1970s, THE PFLP, BLACK SEPTEMBER – AND OTHER TERRORIST GROUPS – WENT ON A RAMPAGE OF HIJACKING AND HOSTAGE TAKING.

THE WORLD STRUGGLED TO MAKE SENSE OF THIS OUTBREAK OF MADNESS.

PALESTINIAN GROUPS WERE CONNECTED TO TERRORISTS WORLDWIDE. GERMANY HAD ITS "RED ARMY FACTION," ALSO CALLED "THE BAADER-MEINHOFF GANG," AFTER ITS FOUNDERS.

DEUTSCHE BANK

ITALY HAD THE RED BRIGADE, NOTORIOUS FOR KIDNAPPING AND EXECUTING ALDO MORO, ONE OF ITALY'S GREATEST POLITICAL FIGURES.

AND JAPAN HAD ITS RED ARMY WHO, ASIDE FROM THE PFLP-BACKED ***LOD AIRPORT MASSACRE***, WERE KNOWN MOSTLY FOR KILLING ***EACH OTHER.***

YOU ARE GUILTY OF ***SEXUAL THOUGHTS!*** YOU MUST ***DIE!***

AND THERE WERE FREE-LANCE TERRORISTS WHO DID DIRTY WORK FOR ALMOST ANYONE. THE MOST INFAMOUS: ILICH RAMIREZ SANCHEZ OF VENEZUELA--

--BETTER KNOWN AS ***CARLOS THE JACKAL!***

"THE WORLD'S MOST WANTED MAN" WAS BEHIND SEVERAL SPECTACULAR TERRORIST ATTACKS – AND WAS CREDITED WITH MANY HE HAD NOTHING TO DO WITH!

GENTLEMEN! I AM **CARLOS** AND YOU ARE NOW **IN MY HANDS!**

HIS MOST NOTORIOUS: THE 1975 KIDNAPPING OF OPEC'S OIL MINISTERS. CARLOS WAS PAID $2 MILLION FOR THE DARING CAPER.

WHERE DID THE MONEY COME FROM? THAT WAS THE SECRET OF INTERNATIONAL TERRORISM.

TERRORISTS WERE NOT ISOLATED FANATICS. THEY WERE BACKED BY **GOVERNMENTS.**

THAT BECAME CLEARER IN 1976, WHEN GERMAN AND ARAB TERRORISTS HIJACKED A PLANE BOUND FOR ISRAEL. IT LANDED AT ENTEBBE AIRPORT IN UGANDA.

I AM GENERAL IDI AMIN DADA, **PRESIDENT OF UGANDA!** I WELCOME YOU, **HOSTAGES!**

ISRAELI COMMANDOS RAIDED ENTEBBE ON JULY 3, KILLING ALL SEVEN TERRORISTS AND RESCUING 103 HOSTAGES – THE GREATEST BLOW AGAINST INTERNATIONAL TERRORISM EVER STRUCK.

BUT THE BATTLES DIDN'T STOP.

AFTER YEARS IN HIDING, CARLOS THE JACKAL (WHO NARROWLY ESCAPED THE ENTEBBE RAID) WAS CAPTURED IN SUDAN IN 1994.

HE WAS EXTRADITED TO FRANCE AND SENTENCED TO LIFE FOR A 1975 TRIPLE MURDER IN PARIS.

OVER 70 NOW, GEORGE HABASH AND HIS PFLP HAVE BEEN QUIET FOR YEARS. BUT HE SAYS HIS FIGHT IS NOT FINISHED.

ARMED STRUGGLE IS STILL THE **ONLY COURSE OF ACTION** FOR OUR PEOPLE!

IN THE '80s AND '90s NEW GENERATIONS OF TERRORISTS TOOK OVER – IN THE MIDDLE EAST AND AROUND THE WORLD. EVEN IN THE U.S.

THE '70S ARE LONG GONE. BUT THE TERROR CONTINUES.

FACTOID BOOKS 100% TRUE

ON AUGUST 9, 1974 WHEN RICHARD NIXON RESIGNED OVER WATERGATE, PLEASANTLY DULL GERALD FORD BECAME PRESIDENT OF THE UNITED STATES. HE DECLARED...

THE LONG NATIONAL NIGHTMARE IS OVER.

BUT WITHIN A YEAR HE'D DESCEND INTO HIS OWN NIGHTMARE OF...

CLOSING N.Y. STOCKS

Los Angeles Times

LATE FINAL

GIRLS, GUNS & GERRY FORD

Pulls Gun

THE STORY REALLY BEGAN IN 1969 WHEN CHARLES MANSON AND HIS MURDEROUS "FAMILY" STRUCK TERROR INTO THE HEARTS OF AMERICA.

IN MY MIND'S EYE MY THOUGHTS LIGHT FIRES IN YOUR CITIES!

ONE OF THE MOST DEVOTED "MANSON GIRLS" WAS LYNETTE ALICE FROMME, CALLED "SQUEAKY."

CHARLIE! CHARLIE! CHARLIE IS OUR FATHER!

SHE WAS NOT, HOWEVER, IMPLICATED IN ANY CRIMES. NOT YET.

AFTER SOME MINOR SCRAPES WITH THE LAW, SQUEAKY AND FELLOW "MANSON GIRL" SANDRA GOOD MOVED TO SACRAMENTO, CALIFORNIA -- NEARER TO THE PRISON THAT HOUSED THEIR "FATHER."

SEPT. 5, 1975. FORD SHOWED UP IN SACRAMENTO TO GIVE A BREAKFAST SPEECH TO LOCAL BUSINESSMEN.

...ECONOMY GROWING... AGRIBUSINESS... GOVERNMENT REGULATIONS... BLAH BLAH blah blah blah blah etc. ...

SQUEAKY KNEW THAT FORD WAS THERE.

well-- ARE YOU GOING TO USE IT?

LATER SHE SAID THAT WHEN SHE LEFT HER HOUSE SHE DIDN'T KNOW EXACTLY WHAT SHE WAS GOING TO DO.

AT ROUGHLY 10 AM, THE PRESIDENT EMERGED TO SHAKE HANDS WITH THE CROWD ON HIS WAY TO THE CAPITOL BUILDING.

GOOD TO SEE YOU!

HOW ARE YOU?

NICE TO MEET YOU.

AND THEN FORD SAW SOMETHING IN THE CROWD. SOMETHING--TERRIFYING!

SQUEAKY HAD DECIDED WHAT TO DO.

klik!

BUT NOTHING HAPPENED.

THE SECRET SERVICE WAS ON HER INSTANTLY.

TAKE IT EASY BOYS! I'M STILL! I'M STILL!

OTHER AGENTS RUSHED FORD TO SAFETY IN CASE THERE WERE OTHER ASSASSINS IN THE CROWD.

SLOW DOWN FELLAS, I'M OKAY!

SQUEAKY WAS QUICKLY HAULED OFF ALMOST AS DAZED AS THE PRESIDENT.

IT DIDN'T GO OFF-- IT DIDN'T GO OFF...

SQUEAKY OFFERED NO MOTIVE FOR TRYING TO SHOOT THE PRESIDENT, EXCEPT TO SCREAM AT HER CAPTORS...

HE'S NOT A PUBLIC SERVANT! WHY ARE YOU PROTECTING HIM?

UNDER INTERROGATION SHE WASN'T. MUCH MORE HELP. HER RAMBLING STATEMENTS AMOUNTED TO LITTLE MORE THAN...

WANTED

IF ALL OF SOCIETY WOULD FOLLOW CHARLES MANSON, THE WORLD WOULD BE A MUCH BETTER PLACE!

JUST 17 DAYS LATER FORD RETURNED TO CALIFORNIA. HE SPOKE AT SAN FRANCISCO'S STORIED ST. FRANCIS HOTEL. THIS TIME THE SECRET SERVICE RUSHED HIM PAST THE EXPECTANT CROWD.

HOTEL ST. FRANCIS

2312

BUT THERE WAS ONE WOMAN, 45-YEAR-OLD SARA JANE MOORE, WHO WASN'T LETTING HIM GO THAT EASILY.

BLAM!

HER SINGLE SHOT WENT WILD...

... STRIKING A CAB DRIVER IN A RATHER UNCOMFORTABLE SPOT.

OOOOK!

2312

SO WHO WAS THIS SECOND WOULD-BE ASSASSIN? AFTER SHE WAS ARRESTED SHE ANNOUNCED...

I'M NO SQUEAKY FROMME! THAT WOMAN WAS INSANE!

THAT WASN'T THE OPINION OF A POLICE INSPECTOR WHO'D CONFISCATED A GUN FROM HER JUST DAYS EARLIER. HE TOLD THE FEDS...

THIS NUT COULD BE ANOTHER SQUEAKY!

MOORE CAME TO SAN FRANCISCO TO BE A RADICAL. SHE SYMPATHIZED WITH THE SYMBIONESE LIBERATION ARMY. HER MOTIVE FOR THE ASSASSINATION ATTEMPT?

I WANTED TO UNIFY THE RAGE OF THE SLA WITH THE RADICAL THEORETICIANS!

WHATEVER.

IN SEPTEMBER 1975 THERE WERE A WHOPPING 320 THREATS AGAINST FORD.

I'M GOING TO KILL THE PRESIDENT.

NO, I'M GOING TO KILL THE PRESIDENT

HEY! I WAS HERE TO KILL HIM FIRST!

IN 1979 MOORE TRIED TO ESCAPE FROM PRISON -- TO NO AVAIL.

IN PRISON THEY WON'T LET YOU REMAIN A HUMAN BEING!

ON DEC. 23, 1987 AFTER HEARING A RUMOR THAT CHARLES MANSON HAD CANCER, SQUEAKY ESCAPED PRISON.

I'M COMING, CHARLIE! I'LL TAKE CARE OF YOU!

SHE REMAINED FREE FOR 40 DAYS LIVING IN THE WOODS. RECAPTURED, BOTH WOULD-BE ASSASSINS OF PRESIDENT FORD REMAIN IN PRISON TO THIS DAY.

FACT'D BOOKS 100% TRUE

THE DREAM THAT HUMAN BEINGS COULD COLONIZE SPACE WAS POPULAR IN THE 1950S AND '60S, WHEN ANYTHING SEEMED POSSIBLE.

BUT WHEN THE FIRST "SPACE STATION" WAS LAUNCHED, IT WAS ALREADY THE *1970S*. AND YOU KNOW THAT SPELLED TROUBLE.

STARBUC

DRIVE THRU

EAT

THE SKYLAB IS FALLING

IN THE 1970S, SCIENTISTS LIKE PRINCETON PHYSICIST GERARD O'NEILL PREDICTED...

THOUSANDS OF PEOPLE FROM *ALL COUNTRIES* OF THE WORLD MAY BE LIVING AND WORKING IN *SPACE* BY THE YEAR *1990!*

$\sqrt{d+\Delta}$

$= \frac{\Delta \cdot}{6 \cdot}$

AS EARLY AS 1959, THE RENOWNED ROCKET SCIENTIST WERNHER VON BRAUN PROPOSED...

ZE ZPENT STAGE OF ZE ROCKET COULD ZERVE AS VUT VE CALL ZE *ZPACE ZTATION* ZUITABLE FOR HUMAN HABITAZHUN!

IN 1961 PRESIDENT KENNEDY SET A NEW DIRECTION.

THIS NATION SHOULD COMMIT ITSELF TO THE GOAL, BEFORE THE DECADE IS OUT, OF LANDING A MAN ON THE *MOON* AND RETURNING HIM *SAFELY TO EARTH!*

THE "SPACE STATION" PROJECT WENT TO THE BACK BURNER. BUT NASA SCIENTISTS KEPT PLUGGING AWAY AT THE IDEA, *UNTIL*...

GENTLEMEN! I GIVE YOU -- *SKYLAB!*

SKYLAB CREW MEMBERS WOULD RESEARCH THE PHYSICAL EFFECTS OF DEEP-SPACE LIVING. AND, UNFORTUNATELY, THAT MEANT...

...DEVISING A SYSTEM TO COLLECT *ALL* OF THE ASTRONAUTS' *URINE* AND *FECES!*

FECES

URINE

THE SOLUTION TO THE OFTEN-ASKED QUESTION, "HOW DO THEY DO IT?" WAS SOLVED USING PHYSICS AND INGENUITY. ENGINEERS DESIGNED A ZERO-GRAVITY "SPACE TOILET" TO FACILITATE THE COLLECTION PROCESS.

I GUESS THIS IS HOW WE BOLDLY GO WHERE NO MAN HAS GONE BEFORE.

NASA

BUT ALL OF THOSE MESSY PROBLEMS WERE SOLVED AND FINALLY, ON MAY 13, 1973, THE SATURN V ROCKET CARRYING SKYLAB BLASTED OFF.

THERE WERE PROBLEMS RIGHT FROM THE FIRST MOMENTS IN SPACE. WORST, SKYLAB'S SUN SHIELD WOULDN'T OPEN, RENDERING THE "WORKSHOP" UNINHABITABLE.

WHAT I WOULDN'T GIVE FOR AN ICE-COLD *MARGARITA!*

FORTUNATELY, THE FIRST SKYLAB CREW HADN'T ARRIVED YET.

THE ASTRONAUTS SHOWED UP ON MAY 25, 1973. THEY DEPLOYED A "PARASOL" SHIELD TO SHELTER THE SHIP FROM THE SUN'S RAYS.

AAAAHHH! "SUNSCREEN," SO TO SPEAK. THANKS, GUYS!

OVER THE NEXT EIGHT MONTHS, THREE CREWS MOVED INTO AND OUT OF SKYLAB, RUNNING EXPERIMENTS AND GOING ABOUT A DAILY ROUTINE.

SAY, ANYONE SEEN MY FECES?

BUT WHEN THE LAST ASTRONAUTS LEFT...

GUYS! GUYS! WHERE'D EVERYBODY GO? HEY, WAIT A MINUTE! I'M...I'M...

UH-OH.

...ITS ORBIT WAS DECAYING. SKYLAB WAS FALLING.

IN 1979, SKYLAB COULD STAY IN THE SKY NO LONGER. IT WAS CRASHING TO EARTH. NEEDLESS TO SAY, PEOPLE IMAGINED THE WORST-CASE SCENARIO.

YAAAH!! SKYLAB!! SKYLAB!! YAAAHH!!

YOU GETTING THIS? *GREAT* STUFF!

WORD OF THE SKYLAB DILEMMA SWEPT THE GLOBE. PEOPLE DIDN'T KNOW WHAT TO DO. ONE GROUP TRIED TO MOVE SKYLAB BACK INTO ORBIT BY MEDITATING.

HMM...OM...HM

WITH SKYLAB'S ORBIT FLYING OVER 90 PERCENT OF THE WORLD'S POPULATION, IT CAUSED A DIPLOMATIC NIGHTMARE.

IF ONE PIECE OF YOUR ***BROKEN*** AMERICAN SPACESHIP LANDS ON ***ONE*** OF MY PEOPLE, I'LL...I'LL... ***GRRRRR!!!!***

ON JULY 11, 1979, SKYLAB REENTERED THE EARTH'S ATMOSPHERE.

DEAR LORD! MY GOOSE IS COOKED!

FRAGMENTS OF SKYLAB HURTLED OUT OF THE SKY OVER AUSTRALIA. NO ONE WAS HURT, BUT THEY SAY IT MADE QUITE A SHOW.

AS OF THE YEAR 2000, THOUSANDS OF PEOPLE DO ***NOT*** LIVE IN SPACE.

NOW HERE'S A GREAT PIECE OF PROPERTY. VERY SECLUDED. GREAT PLACE FOR BUILDING THAT LITTLE GETAWAY HOME.

BUT--

FOR SALE 250,000,000 ACRES

CENTURY 22

CENTURY 22

AND BELIEVE ME, THE BOOM IS GOING TO START ***ANY DAY NOW!***

FACTOID BOOKS

BLACKOUT!

THE *1970S* BROUGHT HARD TIMES TO *NEW YORK CITY.* THE CRIME RATE WAS HIGH AND UNEMPLOYMENT ROSE TO LEVELS NOT SEEN SINCE THE GREAT DEPRESSION. BY *1975,* NEW YORK TEETERED ON THE EDGE OF BANKRUPTCY. IT WAS ONE OF THE LOWEST MOMENTS IN THE GREAT CITY'S STORIED HISTORY.

THE CITY HUNG ON, BUT *DARKER DAYS* LAY AHEAD. LITERALLY.

S.Blue

IT WAS THE *SUMMER OF 1977.* THOUSANDS OF NEW YORKERS, ESPECIALLY IN THE CITY'S GHETTOS, WERE STILL OUT OF WORK.

A BLISTERING *HEAT WAVE* BEAT DOWN ON THE CITY, MAKING LIFE ALMOST *UNBEARABLE.*

I'M *MAD* AS *HELL!*

AND I CAN'T *TAKE* IT ANYMORE.

A PLAGUE OF *CRIME* HELD NEW YORKERS IN ITS TERRIBLE GRIP.

CLUP CLUP CLUP

AS IF ALL THAT WASN'T ENOUGH, A *TERRIFYING KILLER* WAS AT LARGE IN NEW YORK. HE STRUCK WITHOUT WARNING, SHOOTING YOUNG WOMEN AND LOVERS' LANE COUPLES WITH A .44 CALIBER REVOLVER.

HE CALLED HIMSELF *"SON OF SAM,"* AND HE PARALYZED THE CITY WITH FEAR. ENTIRE NEIGHBORHOODS BECAME GHOST TOWNS ONCE THE SUMMER SUN WENT DOWN.

IN SPITE OF IT ALL, PEOPLE TRIED TO GET ON WITH *NORMAL LIVES.*

STAR W

JULY 13. 9:34 P.M. SUDDENLY...

WHAT THE...?

THERE WAS A **MASSIVE POWER OUTAGE.** NEW YORK'S ELECTRICITY SIMPLY SHUT OFF. AND SOMETHING ELSE DISAPPEARED WITH IT.

CIVILIZATION.

WITHIN MERE **MINUTES** OF THE INITIAL BLACKOUT, NEW YORKERS STORMED BUSINESSES ALL OVER THE CITY -- PARTICULARLY IN THE POOR INNER CITY NEIGHBORHOODS.

IT'S **CHRISTMAS** IN **JULY,** BABY!

I JUST GOT A **DISCOUNT** -- A **FIVE-FINGER** DISCOUNT!

IT WAS AS IF ALL THE **PENT-UP ANGER** OF THAT SUMMER -- AND THE **GRIM YEARS** LEADING UP TO IT -- **EXPLODED** TO THE SURFACE AS SOON AS THE LIGHTS WENT OUT.

AT FIRST, MOST LOOTERS WERE **KNOWN CRIMINALS.** BUT AFTER A COUPLE OF HOURS, EVEN **ORDINARY FOLKS** WITH JOBS AND FAMILIES JOINED THE FREE-FOR-ALL.

HEY! DOES THIS THING HAVE AN **ICE MAKER?**

AS THE NIGHT WORE ON, **ARSONISTS** JOINED THE LOOTERS IN THE DARKNESS.

MORE **LIGHT** TO SEE BY, DON'T YOU THINK?

NOT LIKE WE'RE AFRAID OF THE **DARK.**

BEFORE THE NIGHT WAS OVER, THEY WOULD SET **1,000 FIRES** AND PULL **1,000** MORE **FALSE ALARMS.**

THE POLICE COMMISSIONER ORDERED **ALL 25,000** OF NEW YORK'S COPS TO THE STREETS.

I'D JUST RATHER SPEND A **QUIET** EVENING IN MY **DOMICILE.**

MORE THAN **10,000** TOOK THE NIGHT OFF ANYWAY.

THE COPS WHO DID SHOW UP WERE ***ASTOUNDED*** BY THE ***SHEER NUMBER*** OF PEOPLE WHO NEEDED ARRESTING.

OKAY, ***WHO'S*** GOING TO SIT ON ***WHOSE*** LAP HERE, FELLAS?

IT WAS LOOTING FOR THE ***SAKE*** OF LOOTING.

EVEN A ***RELIGIOUS SUPPLY STORE*** WAS CLEANED OUT OF ITS BIBLES.

FOR NEW YORK'S BELEAGUERED MAYOR ***ABE BEAME,*** THE BLACKOUT WAS ONE MORE BLACK EYE FOR HIS ***DISMAL ADMINISTRATION.***

I WANT TO KNOW HOW THIS ***HAPPENED -- NOW!!***

CHARLES LUCE, CHAIRMAN OF NEW YORK'S POWER COMPANY CONSOLIDATED EDISON, WAS RIGHT THERE WITH AN ANSWER.

THIS OUTAGE RESULTED FROM NOTHING BUT AN ACT OF ***GOD!***

CON ED'S EXPLANATION: ***LIGHTNING,*** WHICH STRUCK THE COMPANY'S MAIN SUPPLY LINES OUTSIDE THE CITY.

BOLTS STRUCK NOT ONCE -- BUT ***FOUR TIMES,*** CON ED SAID.

POW.

CON ED HAD A SYSTEM IN PLACE TO ***"SHED LOAD."*** IN OTHER WORDS: REDUCE POWER IN CERTAIN AREAS TO KEEP THE WHOLE SYSTEM ON-LINE. BUT SHEDDING HAD TO HAPPEN FAST.

THE PROCESS DEPENDED ON THE ***QUICK REACTIONS*** OF ***ONE*** OPERATING ENGINEER -- WHO JUST WASN'T QUICK ENOUGH, ACCORDING TO CON EDISON.

EEEEEEEEEEE

DAMMIT!! I'M SHEDDING AS ***FAST*** AS I ***CAN!!***

BUT ***BEAME*** -- SETTING UP AN OFFICE IN A POLICE STATION WITH EMERGENCY POWER -- DIDN'T BUY CON ED'S ANSWER. ***HE DECLARED...***

CON ED'S PERFORMANCE IS, AT THE ***VERY BEST, GROSS NEGLIGENCE*** AND AT THE ***WORST*** -- ***FAR*** MORE SERIOUS!

WHILE THE BUREAUCRATS WERE ***POINTING FINGERS,*** LOOTING CONTINUED TO RAGE THROUGH THE NIGHT. THE ACE PONTIAC DEALERSHIP IN THE BRONX LOST ***50 CARS*** ALONE.

VROOM VROOM

THESE ***PONTIACS*** SURE ***HOT WIRE*** EASILY!

THE BLACKOUT CAUSED LOTS OF OTHER PROBLEMS, TOO. ***EVERY TRAFFIC LIGHT*** IN THE CITY WENT OUT, MAKING NEW YORK DRIVING EVEN ***MORE*** INTERESTING THAN USUAL.

SKREE

ROAD HOG!!

HONK!

PERFORMERS IN THE ***ALL-NUDE*** BROADWAY MUSICAL "OH! CALCUTTA!" WERE FORCED TO BORROW CLOTHES FROM THE AUDIENCE.

I WOULDN'T WANT YOU TO GET BUSTED FOR ***INDECENT EXPOSURE*** IN THE MIDDLE OF A ***BLACKOUT!***

AS ***DAYLIGHT*** CAME, THE MAYHEM SUBSIDED. DAMAGE RAN INTO THE ***HUNDREDS OF MILLIONS.***

LATER THAT NIGHT, AFTER ***25 HOURS,*** POWER WAS RESTORED TO NEW YORK.

MORE THAN ***3,700 ARRESTS*** IN THAT ONE NIGHT LEFT THE LEGAL SYSTEM ***REELING.***

WHAT THE HELL IS ***WRONG*** WITH THE ***HUMAN RACE?***

WHY THE ***FRENZY?*** A FORD FOUNDATION STUDY CONCLUDED:

THERE IS A ***SPIRITUAL HUNGER,*** DEEPLY FELT BY CITIZENS OF THE GHETTO --

WHO LACK THE ***POWER*** TO CONSUME GOODS AND LUXURIES SO ***THOROUGHLY EMPHASIZED*** BY THE MEDIA.

OTHER SCHOLARS WERE ***NOT*** AS SYMPATHETIC.

THIS IDEA OF ***SUPPRESSED RAGE*** IS ***NONSENSE!***

THESE PEOPLE SIMPLY ***DON'T KNOW*** WHAT MORAL STANDARDS ***ARE!***

WHATEVER THE EXPLANATIONS, THERE WERE ONLY ***THREE VIOLENT DEATHS*** ON THAT DARK SUMMER NIGHT.

A DECADE LATER, DURING ***THE CRACK-COCAINE EPIDEMIC,*** NEW YORK CITY AVERAGED ***SIX MURDERS EVERY DAY,*** WITH THE LIGHTS ***ON.***

THUNK!

BLAM!

JULY 29, 1976.

1 A.M.

A QUIET NEIGHBORHOOD IN THE BRONX.

FRIENDS DONNA LAURIA AND JODY VALENTE PREPARE TO CALL IT A NIGHT.

DONNA WAS KILLED, JODY WOUNDED. POLICE WERE BAFFLED BY THE APPARENTLY RANDOM SHOOTING.

IT WOULD TAKE MONTHS BEFORE NEW YORK REALIZED THAT A TERRIFYING EVIL WAS LOOSE ON THE STREETS. AN EVIL WITH THE NAME...

SON of SAM

BLAM BLAM BLAM!

ALL WAS QUIET UNTIL OCTOBER 23. THIS TIME, THE SETTING WAS QUEENS. PARKED WITH FRIEND CARL DENARO, ROSEMARY KEENAN NOTICED A JOGGER IN HER REAR VIEW MIRROR.

NO BIG DEAL. BUT THEN...

BLAM BLAM BLAM!

BY SOME MIRACLE, DENARO SURVIVED A BLOODY HEAD WOUND AND ROSEMARY WAS UNHURT.

WITH ALMOST FIVE MURDERS PER DAY IN THE CITY, EVEN THESE BIZARRE ATTACKS MERITED LITTLE ATTENTION.

Hmm. LOOKS LIKE A .44 SLUG.

POLICE DIDN'T CONNECT THIS ASSAULT TO THE JULY MURDER.

NOVEMBER 27. ANOTHER QUIET STREET IN QUEENS. JOANNE LOMINO AND DONNA DEMASI RETURNED FROM A LATE MOVIE.

THEY WERE NOT ALONE.

THE STRANGER APPROACHED.

CAN YOU TELL ME HOW TO GET...?

BLAM! BLAM! BLAM!

THE GIRLS, SEVERELY INJURED, SURVIVED. BUT THEIR DESCRIPTION OF THE GUNMAN LOOKED NOTHING LIKE THE SUSPECT IN EARLIER SHOOTINGS. BALLISTICS TESTS WERE ALSO INCONCLUSIVE.

POLICE DEPARTMENT CITY OF NEW YORK

POLICE STILL DID NOT CONNECT THE ATTACKS.

BUT ALL THAT WOULD CHANGE TWO MONTHS LATER, IN THE FRIGID, EARLY HOURS OF JANUARY 30, 1977. CHRISTINE FREUND AND HER BOYFRIEND, JOHN DIEL, SAT IN THEIR CAR AFTER CATCHING THE MOVIE *ROCKY*.

DEATH WAS JUST OUTSIDE THEIR WINDOW.

BLAM!

AAAA! THEY SHOT HER!

THE SHOTS KILLED CHRISTINE. HER BOYFRIEND ESCAPED UNINJURED.

INVESTIGATORS WERE NEARING AN INESCAPABLE CONCLUSION.

LOOKS LIKE A .44 AGAIN... *AGAIN*, DAMN IT.

POLICE REMAINED CAUTIOUS, BUT FINALLY, ON FEBRUARY 1, THEY ANNOUNCED...

WE'VE GOT 50 DETECTIVES LOOKING INTO *POSSIBLE* LINKS BETWEEN ALL THESE CASES. WE ARE *LEANING TOWARD* A CONNECTION.

NEW YORKERS WERE BEGINNING TO FEEL UNEASY ABOUT THIS MYSTERIOUS THREAT.

A LONE MADMAN, WITH NO APPARENT MOTIVE, EMERGES FROM THE DARK TO SLAY HIS VICTIMS...

CBC NEWS

NO MORE NIGHTS OUT FOR YOU, YOUNG LADY!

DA-AAD!

BUT THE INVESTIGATION WENT NOWHERE. WINTER WAS TURNING TO SPRING. ON MARCH 8, 1977 IN QUEENS, A YOUNG WOMAN WENT JOGGING--MERE BLOCKS FROM WHERE CHRISTINE FREUND WAS KILLED.

SHE PASSED A STRANGE MAN, GLARING AT HER.

HE DIDN'T MOVE AS SHE RAN PAST.

SHE JOGGED ON--BUT SOMEHOW A FEW MINUTES LATER, HE WAS IN FRONT OF HER AGAIN.

OH MY GOD!

BUT AGAIN, NOTHING. SHE MADE IT HOME SAFELY. SHE WAS LUCKY.

JUST 15 MINUTES LATER, ON THE SAME STREET...

THE VICTIM, COLUMBIA UNIVERSITY STUDENT VIRGINIA VOSKERICHIAN, DIED INSTANTLY.

THIS TIME, THERE WAS A BALLISTICS MATCH. THE MAYOR AND THE POLICE COMMISSIONER HELD A PRESS CONFERENCE.

WE'RE LOOKING FOR ONE MAN WHO COMMITTED ALL OF THESE SENSELESS KILLINGS! HE USES A *.44 CALIBER* REVOLVER.

THE PAPERS GAVE THE KILLER A HEADLINE-FRIENDLY MONIKER. BUT HE COULD HAVE BEEN *ANYONE*. NO ONE HAD A CLUE. HIS PREFERRED VICTIMS, THEY SAID, WERE PRETTY, YOUNG BRUNETTES WITH SHOULDER-LENGTH LOCKS.

DAILY NEWS

COPS HUNT .44 CALIBRE KILLER

AS A RESULT, CITYWIDE SALES OF BLONDE WIGS TOOK OFF.

SORRY, MISS. CARE TO TRY THE REDHEAD LOOK?

WIGS

DARK-HAIRED WOMEN WHO CUT THEIR HAIR SHORT--AND MANY DID--BECAME A MAJOR FASCINATION OF THE LOCAL MEDIA.

THE MEDIA WERE ALSO QUICK TO OFFER...

ANY THEORIES ABOUT THE KILLER?

YES. THE KILLER IS A *PARANOID SCHIZOPHRENIC* WHO HAS BEEN *REJECTED BY WOMEN!* HE EXPRESSES HIS *SEXUAL RAGE* WITH HIS .44 REVOLVER!

BLAM! BLAM!

ON APRIL 17, THE ".44 CALIBER KILLER" RETURNED. VALENTINA SURIANI, 18, AND BOYFRIEND ALEXANDER ESSAU, 20, BOTH DIED--JUST *FOUR BLOCKS* FROM WHERE DONNA LAURIA WAS SLAIN IN THE FIRST .44 CALIBER ATTACK.

THIS TIME, THE KILLER WANTED TO MAKE A STATEMENT.

TO THE POLICE

POLICE FOUND AN ENVELOPE AT THE MURDER SCENE--WITH A LETTER.

THE FOUR-PAGE HANDWRITTEN NOTE CONTAINED A BIZARRE MESSAGE.

"I AM DEEPLY HURT BY YOUR CALLING ME A *WEMON* HATER. I AM NOT. BUT I AM A MONSTER."

HOO, BOY!

I AM THE "SON OF SAM." I AM A LITTLE "BRAT." I AM THE "MONSTER"--"BEEZLEBUB"--THE "CHUBBY BEHEMOTH."

THE MYSTERIOUS KILLER HAD A *NEW* NAME--ONE THAT STUCK. AND EVERY-ONE HAD A THEORY ABOUT WHO IT WAS.

IT'S MY NO-GOOD-BRUDDA-IN-LAW. I'M TELLIN' YA--HE'S DA *SON OF SAM!*

A TASK FORCE OF 150 DETECTIVES WORKED AROUND THE CLOCK ON THE SON OF SAM CASE--BUT THE COPS GOT NOWHERE. THEY TOOK ANY AND ALL TIPS, NO MATTER HOW USELESS.

AND WHY DO YOU THINK YOUR HUSBAND IS THE SON OF SAM, MRS. GOLDBLATT?

NIGHTCLUBS AND DISCOS STOOD EMPTY AND FEAR OF THE FACELESS SON OF SAM KILLER PARALYZED THE CITY.

WHERE IS EVERYBODY?

ON MAY 30, HARD-BOILED NEWSPAPER COLUMNIST JIMMY BRESLIN RECEIVED SON OF SAM'S NEXT MISSIVE.

"HELLO FROM THE GUTTERS ON N.Y.C., WHICH ARE FILLED WITH DOG MANURE, VOMIT, STALE WINE, URINE AND BLOOD."

BRESLIN WAS QUICK TO EXPLOIT THIS PUBLICITY COUP.

GIVE YOURSELF UP, SON OF SAM, IT'S YOUR ONLY HOPE.

SAY, THIS IS GOOD STUFF!

CLICKETY CLICK

SON OF SAM DID NOT GIVE UP. IN THE WEE HOURS OF JUNE 26, ANOTHER YOUNG COUPLE, JUDY PLACIDO AND SALVATORE LUPO, SAT IN A CAR WHEN...

D'AAMP D'AAMP

BY SOME MIRACLE, THEY GOT AWAY WITH RELATIVELY MINOR INJURIES.

BLAM! BLAM! BLAM!

JULY 31, 1977, IN BROOKLYN--WHERE THE KILLER HAD YET TO STRIKE -- ANOTHER ATTACK. THIS ONE KILLED STACY MOSKOWITZ AND BLINDED HER DATE, ROBERT VIOLANTE.

EARLIER THAT NIGHT, JUST A BLOCK FROM WHERE THE SHOOTINGS OCCURRED...

THESE PEOPLE NEVER LEARN. YOU CAN'T JUST PARK NEAR A HYDRANT! EVEN AT MIDNIGHT!

THE TICKET LED TO A 24-YEAR-OLD YONKERS RESIDENT-- DAVID BERKOWITZ.

STILL, IT TOOK THE COPS UNTIL AUGUST 10 TO PUT TWO AND TWO TOGETHER. THEN, THEY SWARMED TO YONKERS.

YOU GOT ME. I'M SON OF SAM--DAVE BERKOWITZ!

BERKOWITZ CLAIMED THAT HE WAS ORDERED TO KILL BY HIS NEXT DOOR NEIGHBOR, SAM CARR, REALLY A DEMON WHO SPOKE THROUGH HIS DOG. BERKOWITZ WAS SENTENCED TO SIX CONSECUTIVE LIFE TERMS.

THE CASE REMAINS CONTROVERSIAL TO THIS DAY. SOME INVESTIGATORS BELIEVE THAT BERKOWITZ BELONGED TO A *SATANIC CULT*. THAT SON OF SAM WAS NOT ONE PERSON, BUT *SEVERAL*.

BERKOWITZ NOW MAKES THE SAME CLAIM. AND THE EX-SATANIST IS *BORN AGAIN!*

I USED TO BE CALLED SON OF SAM. NOW I AM SON OF *HOPE!*

HOLY BIBLE

373421

HIS EVANGELICAL VIDEOS ARE A BIG HIT WITH SOME GROUPS OF CHRISTIANS.

FACTOID BOOKS 100% TRUE

AMERICA HELD HOSTAGE

AFTER VIETNAM, A DISGRACED AMERICA DID ITS BEST TO FORGET THAT MILITARY DEBACLE. BUT AT THE END OF THE DECADE AMERICA FACED ANOTHER HUMILIATION.

THE HOSTAGE CRISIS IN IRAN USHERED IN AN ERA OF PRE-VIETNAM-STYLE NATIONALISM, CLOSING OUT THE '70S IN AN APOCALYPTIC FASHION.

ROOTS OF THE HOSTAGE DRAMA WENT BACK TO 1953 AND THE OVERTHROW OF IRAN'S NATIONALISTIC PRIME MINISTER, MOHAMMED MOSSADEGH.

MR. PRIME MINISTER--- *YOU'RE UNDER ARREST!*

THE COUP WAS ENGINEERED BY THE *CIA*. IRAN'S DEPOSED MONARCH, *SHAH REZA PAHLAVI*, REGAINED POWER.

·THE EXTENT OF AMERICAN INVOLVEMENT HAS BEEN DEBATED--BUT WHAT WAS REALLY IMPORTANT...

...WAS WHAT THE IRANIANS *THOUGHT* ABOUT IT.

DID YOU HEAR? THE SHAH IS BUT A PUPPET OF THE *AMERICANS* AND THEIR *OIL COMPANIES!*

QUIET! THE SHAH'S *SECRET POLICE* ARE EVERYWHERE!

IT WAS TRUE.

BLAM!

KNOWN AS *SAVAK* AND TRAINED BY THE CIA, THE SECRET POLICE DID ALL THEY COULD TO STAMP OUT THE SHAH'S POLITICAL OPPOSITION.

LIKE MICHAEL CORLEONE IN *THE GODFATHER*, REZA PAHLAVI INHERITED AN EMPIRE FROM HIS FEARSOME FATHER AS A CALLOW YOUTH--ONLY TO GROW UP INTO AN EVEN *MORE* TERRIFYING TYRANT.

HE DID IT WITH AID FROM THE AMERICANS--AND THE VAST RICHES OF THE COUNTRY'S OIL FIELDS.

IN 1963, A RELIGIOUS LEADER EXCORIATED THE SHAH AS...

...A *TRAITOR* TO ISLAM AND *IRAN!*

HIS NAME WAS *RUHOLLAH KHOMEINI*. AGE 62, HE HELD THE LOFTY RELIGIOUS RANK OF *AYATOLLAH*. THE SHAH DEPORTED HIM.

FROM EXILE IN PARIS, KHOMEINI SENT MESSAGES TO HIS FOLLOWERS IN IRAN.

THE CORRUPT PAHLAVI REGIME MUST *FALL!* ISLAMIC PEOPLE MUST *RISE* IN *REVOLUTION!*

HIS COMMUNIQUÉS MADE HIM A LEGEND IN IRAN.

BY 1978, KHOMEINI WAS FIRMLY IN CHARGE OF HIS PRAYED-FOR REVOLUTION--BY REMOTE CONTROL.

THE SHAH IS A *FASCIST BUTCHER! DEATH* TO THE SHAH!

MEANWHILE, THE CIA COMPLETELY *BLEW IT* SIZING UP THE IMPENDING REVOLUTION.

DON'T WORRY, THESE DISTURBANCES IN IRAN ARE *A BLIP ON THE SCREEN.* THE SHAH IS IN *TOTAL CONTROL!*

PRESIDENT JIMMY CARTER WAS A HUGE ADMIRER OF THE SHAH.

THERE IS NO LEADER WITH WHOM I HAVE A DEEPER PERSONAL FRIENDSHIP/ IRAN IS AN ISLAND OF STABILITY UNDER YOUR GREAT LEADERSHIP/

THESE FACTORS LEFT THE CARTER ADMINISTRATION TOTALLY UNPREPARED FOR WHAT HAPPENED NEXT.

ON JAN. 16, 1979, WHEN THE PRESSURE OF AN IMPENDING REVOLTION BECAME TOO GREAT, THE SHAH FLED IRAN --FOREVER.

ONE MONTH LATER, AYATOLLAH KHOMEINI RETURNED TO IRAN FROM EXILE--VICTORIOUS.

HIS REVOLUTION WAS COMPLETE.

AMERICAN OFFICIALS WERE DISTURBED WHEN IRAN'S NEW RULER SAID THINGS LIKE...

AMERICA IS THE *GREAT SATAN,* FROM WHICH ALL THE LITTLE SATANS SPRING.

THEY FOUND HIM PUZZLING AT BEST--THREATENING AT WORST. BUT TO IRANIANS, HE WAS BRILLIANT AND A HERO.

THEN CAME WORD FROM POWERFUL BANKER DAVID ROCKEFELLER, CLOSE FRIEND OF PAHLAVI...

THE SHAH HAS *CANCER.* IF HE IS NOT ADMITTED TO THE UNITED STATES FOR TREATMENT, HE WILL *DIE.*

ON OCTOBER 22, 1979, THE SHAH LANDED IN NEW YORK. ON NOVEMBER 1, KHOMEINI SAID...

THE U.S. HAS TAKEN IN OUR *ENEMY!* WE DEMAND THEY *HAND HIM OVER* TO US!

KHOMEINI HAD NEVER PREVIOUSLY MADE AN ISSUE OF GETTING THE SHAH BACK.

DEATH TO AMERICA!

DEATH TO PRESIDENT CARTER!

SEND BACK THE SHAH!

BUT FACING OPPOSITION TO HIS PLANS FOR AN ISLAMIC GOVERNMENT, HE SEIZED THE CHANCE TO UNITE IRAN AGAINST A *COMMON ENEMY*.

KHOMEINI MAY HAVE KNOWN MORE THAN HE SAID WHEN HE DECLARED NOVEMBER 3...

IT IS UP TO THE *DEAR STUDENTS* TO *EXPAND ATTACKS* ON THE UNITED STATES AND FORCE THE RETURN OF THE CRIMINAL SHAH!

THE VERY NEXT DAY, 3,000 "DEAR STUDENTS" STORMED THE U.S. EMBASSY IN TEHRAN.

DEATH TO THE GREAT SATAN!

DESTROY THE NEST OF SPIES!

IT WAS CLEAR THAT THIS WAS NO SPONTANEOUS OUTBURST OF AN ANGRY MOB.

OKAY! YOU CAN *HAVE THE BUILDING!* WE'LL LEAVE!

NO! YOU STAY!

YOU ARE HOSTAGES!

THEY HELD *DOZENS* OF PEOPLE FROM THE EMBASSY. THE SIEGE HAD BEGUN.

PRESIDENT CARTER DECLARED...

THE LIVES OF THE *HOSTAGES* ARE MY *FIRST PRIORITY!*

AN *UNDERSTANDABLE* SENTIMENT-- BUT IT INCREASED THEIR VALUE TO KHOMEINI AND INSURED THAT THE CRISIS WOULD NOT VANISH QUICKLY.

KHOMEINI PLAYED RIGHT INTO CARTER'S WEAKNESS. THREATENING...

CARTER HAD BETTER RETURN THE SHAH OR WE MAY BE TEMPTED TO PUT THE HOSTAGES ON *TRIAL* AS *SPIES!* AND EVERYONE KNOWS WHAT *THAT* MEANS!

THERE WASN'T MUCH CARTER COULD DO. BUT HIS MOST DECISIVE ACTION...

WE WILL FREEZE ALL *IRANIAN ASSETS* IN U.S. BANKS!

...SEEMED STRANGELY IMPOTENT.

AMERICANS GREW FED UP WITH THE ANTI-AMERICAN IMAGES BEAMED FROM TEHRAN TO THEIR LIVING ROOMS.

HEY! THAT'S THE *'MERICAN FLAG THEM EYE-RAIN-YANS* IS BURNIN'!!

WE GOTTA KICK THEIR *ASS!!*

SOON AMERICANS WERE TAKING TO THE STREETS THEMSELVES, PROVING JUST AS ARTICULATE AS THEIR IRANIAN COUNTERPARTS.

THE *AYATOLLAH* IS AN *A-UH-HOLE-UH!*

YEAH! THE AYATOLLAH *SUCKS!*

IRANIANS LIVING IN THE U.S. WERE CAUGHT IN THE BACKLASH, REGARDLESS OF THEIR POLITICAL VIEWS, RELIGION--OR ANYTHING.

IRANIAN GO HOME

THEIR PROPERTY WAS VANDALIZED, THEIR CHILDREN TORMENTED BY OTHER KIDS, SOME WERE SUBJECTED TO VIOLENCE.

SOME LOST THEIR JOBS.

SORRY, AZIZ, WE'VE GOT TO *LET YOU GO.* IT'S THE *ECONOMY!* YOU KNOW HOW IT IS.

THE HOSTAGE CRISIS WAS A NATIONAL OBSESSION. THREE NETWORKS--ABC, NBC, CBS--RAN SATURATION COVERAGE, A MODEL FOR WHAT WAS TO COME IN TV NEWS.

AMERICA HELD HOSTAGE!!

ABC NEWS

DAY 74!

CBS NEWS

WALTER CRONKITE BEGAN THE PRACTICE OF *COUNTING* THE DAYS. TED KOPPEL HOSTED ABC'S NIGHTLY HOSTAGE-UPDATE --LATER RENAMED *"NIGHTLINE."*

PEOPLE TIED YELLOW RIBBONS AROUND TREES, SYMBOLIZING THEIR LONGING TO BRING THE HOSTAGES HOME.

THE GESTURE WAS INSPIRED BY A SCHMALTZY 1973 HIT SONG, WHICH SAID TO "TIE A YELLOW RIBBON 'ROUND THE OLD OAK TREE."

IN 1980, CARTER WAS CAMPAIGNING FOR REELECTION. HE REFUSED TO LEAVE THE WHITE HOUSE.

THEY CALLED IT THE "ROSE GARDEN CAMPAIGN," BECAUSE THE WHITE HOUSE ROSE GARDEN WAS THE ONLY PLACE HE'D APPEAR.

THE STANDOFF DRAGGED INTO ITS FIFTH MONTH. CARTER APPEARED PARALYZED. ON APRIL 7, 1980 HE ANNOUNCED...

SLAM!

THAT'S *IT!* I'M *SEVERING DIPLOMATIC RELATIONS* WITH IRAN!

THE AYATOLLAH AND THE IRANIANS WERE NOT IMPRESSED.

ON APRIL 24TH, CARTER GAVE THE GO-AHEAD FOR A MILITARY MISSION TO *RESCUE THE HOSTAGES*. IT FAILED MISERABLY. RESCUE CHOPPERS CRASHED IN THE DESERT, KILLING SEVERAL AMERICANS.

THE DISASTER WAS THE MILITARY'S FAULT, BUT...

...THE PRESIDENT TOOK THE BLAME.

I HATE THE AYATOLLAH-- BUT CARTER IS AN *INCOMPETENT CLOWN!*

YEAH. HE'S GOT HIS *HEAD* UP *HIS* AY-UH-HOLE-A!

ON JULY 27, 1980, SHAH REZA PAHLAVI DIED OF CANCER. BUT IRAN *STILL* DIDN'T FREE THE HOSTAGES.

CARTER FAILED TO FORESEE IRAN'S REVOLUTION. HE ADMITTED THE SHAH TO THE STATES DESPITE THE POSSIBLE REPERCUSSIONS. HE WORE HIS CONCERN FOR HOSTAGES ON HIS SLEEVE, GIVING KHOMEINI THE UPPER HAND.

PERHAPS HE WAS TOO MUCH OF A DECENT HUMAN BEING AND NOT ENOUGH OF OF A POLITICIAN.

HIS ULTRA-CONSERVATIVE ELECTION OPPONENT, RONALD REAGAN, EXPLOITED CARTER'S WEAKNESS.

REAGAN FOR PRESIDENT

THE IRAN CRISIS IS A *DISGRACE* TO THIS COUNTRY. AS PRESIDENT, I WOULDN'T STAND BY AND DO *NOTHING!*

EX-CIA AGENTS IN REAGAN'S CAMP WAGED A PROPAGANDA CAMPAIGN.

CARTER IS *CYNICALLY STALLING* ON FREEING THE HOSTAGES UNTIL *RIGHT BEFORE THE ELECTION!* IT'S HIS *OCTOBER SURPRISE!*

GOLLY! WHAT A GREAT *SCOOP!*

ON SEPTEMBER 22, 1980, SADAM HUSSEIN'S IRAQ INVADED IRAN. U.S. SANCTIONS ON IRAN SEEMED SUDDENLY IMPORTANT.

NO TIME TO KICK A FELLA LIKE WHEN HE'S DOWN!

THE IRANIANS WERE SUDDENLY IN A *DEALING* MOOD.

REAGAN DEFEATED CARTER IN A LANDSLIDE. BUT CARTER CONTINUED TO WORK RELENTLESSLY ON THE HOSTAGE PROBLEM.

PERHAPS IF WE RELEASED *SOME* OF THE FROZEN MONEY.

FINALLY, IRAN AGREED TO ACCEPT ONLY PART OF THEIR ASSETS BACK IN EXCHANGE FOR THE HOSTAGES.

BUT, IN FACT, IT WAS THE IRANIANS, NOT CARTER, WHO STALLED-- UNTIL *MOMENTS* AFTER REAGAN WAS INAUGURATED, JANUARY 20, 1981.

HERE'S SOMETHING WE CAN ALL DRINK TO. *30 MINUTES AGO* THE HOSTAGES WERE *FREED!*

CARTER WAS ROBBED OF THE MOMENT HE'D WORKED TOWARDS FOR 444 DAYS. SOME WHISPERED THAT *REAGAN'S CIA-FILLED CAMPAIGN* ENGINEERED THE STRANGE TIMING.

IN ANY EVENT, IT WAS A FINAL SLAP IN THE FACE TO CARTER.

slap slap slap slap

CARTER DEVOTED HIMSELF TO HUMANITARIAN CAUSES, EARNING RESPECT THAT ELUDED HIM AS A PRESIDENT. KHOMEINI DIED IN 1989.

WITH REAGAN IN CHARGE AND THE HOSTAGES FREE, THE SELF-DOUBTING '70s WERE OVER.

U-S-A!! U-S-A!! U-S-A!!

U-S-A!! U-S-A!!

FLAG-WAVING "PATRIOTISM," TOTALLY SQUARE IN THE '70s, BECAME THE *IN THING*.

IN 1983, REAGAN SENT MARINES TO INVADE A CARIBBEAN ISLAND, GRENADA, WHOSE GOVERNMENT HAD LEFTIST LEANINGS.

DUU-UUDES! WHAT'S UP?

HIS PRETEXT: "RESCUE" AMERICAN MEDICAL STUDENTS. IT BECAME KNOWN AS THE "HOSTAGE EXCUSE."

A YEAR LATER, IN LEBANON, IRANIAN-BACKED TERRORISTS BEGAN GRABBING AMERICAN HOSTAGES OFF THE STREET. AS PROMISED, REAGAN DID NOT "STAND BY AND DO NOTHING."

HE SECRETLY SHIPPED *ARMS* TO IRAN TO WIN THEIR RELEASE.

FACTOID BOOKS 100% TRUE

CHAPTER FOUR

ENTERTAINMENT EXPLOSION

We've seen how the drug culture went mainstream in the '70s, but the real drug of the decade was entertainment. The '70s were the decade when we began in earnest the project of, as commentator Neil Postman puts it, "amusing ourselves to death." Rock and roll mutated into "rock" and went from messenger of youthful rebellion to ubiquitous, moneymaking mechanism. Television was in its third decade and was finally realizing its power to reshape society in its own image. The entertainment industry became the most influential force in our culture. As interest in politics declined, interest in bouncing breasts in prime time skyrocketed.

At the same time, just as the entertainment oligopoly was consolidating its power, it engendered a rebellion against itself with mixed results. Punk rock burst on the scene in the late '70s and upset everything, only to be, itself, repurposed into something the entertainment industry could market with startling effectiveness by the time the '70s became the '80s. Soon the '70s themselves would become another item on the shelf in the cultural supermarket. And when we look back we can only wonder what all that stillborn rebellion might have brought about.

SILVER SCREEN '70s!

HOLLYWOOD ALWAYS PROVIDED AMERICANS WITH EASY METAPHORS FOR THEIR INSECURITIES. FILM NOIR IN THE EARLY 1950S MIRRORED THE COUNTRY'S DARK OUTLOOK DURING THE POST-WW II PERIOD.

THE "ALIEN INVADER" HORROR FILMS OF THE '50S REFLECTED COLD WAR PARANOIA.

BUT HOLLYWOOD HAS BEEN BETTER KNOWN FOR PROVIDING ESCAPE FROM THOSE SAME UNCERTAINTIES.

AMERICANS COULD ALWAYS LEAVE THEIR WORRIES AT THE DOOR WHEN THEY BOUGHT A TICKET TO THE MOVIES.

AS AMERICA SANK DEEP INTO THE VIETNAM WAR, THE NATION'S MOOD GREW BLEAK. MOVIES REFLECTED THAT.

RATTA-TAT-TAT-TAT-TAT

THE 1967 FILM *BONNIE AND CLYDE* WAS UNFLINCHING, VIOLENT AND PESSIMISTIC.

EASY RIDER IN 1969 WAS A COUNTER-CULTURE CLASSIC DESPITE--OR PERHAPS BECAUSE OF--ITS BRUTAL ENDING WITH THE FREE-SPIRITED BIKER HEROES SENSELESSLY BLOWN AWAY BY TOOTHLESS REDNECKS.

THE STAGE WAS SET FOR A NEW GENERATION TO BOOT OUT HOLLYWOOD'S OLD GUARD. THEY HAD NAMES LIKE COPPOLA, SCORSESE, ROBERT TOWNE.

THEY BROUGHT AN UNCOMPROMISINGLY ARTISTIC APPROACH, SHAPED BY THEIR TURBULENT TIMES, TO THE CYNICALLY COMMERCIAL INDUSTRY.

IN 1971, PARAMOUNT EXECUTIVE ROBERT EVANS ASKED FRANCIS COPPOLA TO DIRECT AN ADAPTATION OF A BEST-SELLING GANGSTER NOVEL.

NO! I WILL MAKE THIS PICTURE ONLY IF IT IS *NOT* A GANGSTER FILM, BUT A *METAPHOR* FOR THE RISE OF *CAPITALISM!*

ARRRR!

COPPOLA HAD MADE JUST THREE MOVIES, NONE OF THEM SUCCESSFUL.

EVANS COULDN'T BELIEVE THE NERVE OF THIS UPSTART KID.

COPPOLA CAN'T GET A #@$% *CARTOON* MADE IN THIS TOWN--AND HE TURNS DOWN *THE GODFATHER*?!?

THE GODFATHER

BUT OF COURSE COPPOLA *DID* DIRECT *THE GODFATHER*. THE FILM'S BLEAK THEMES OF CORRUPTION AND DECEIT WERE EXACTLY THE METAPHOR COPPOLA INTENDED.

POW!

SPIRITU SANCTI...

COPPOLA

BLAM!

THE FILM WAS ALSO THE *BIGGEST MONEY-MAKER* OF ALL TIME. HOLLYWOOD'S YOUNG UPSTARTS WERE BLOWING THE OLD GUARD AWAY.

THE ERA OF THE "'70S MOVIE" HAD BEGUN: INTENSE, PERSONAL, DARK PICTURES, OFTEN WITH DOWNBEAT ENDINGS.

BANG! YOU'RE DEAD!

TAXI

THE ULTIMATE EXAMPLE: MARTIN SCORSESE'S *TAXI DRIVER*, ABOUT AN ALIENATED VIETNAM VET WHO GOES BERSERK.

THE FILMS WERE IN TOUCH WITH THE SPIRIT OF THE AGE. AMERICA WAS STRUGGLING WITH DEMORALIZING DEFEAT IN VIETNAM AND DIFFICULT ECONOMIC CONDITIONS AT HOME.

GOD

AT THE SAME TIME, AMERICANS CRAVED WHAT THEY ALWAYS CRAVE IN TROUBLED TIMES--*ESCAPE!*

AND THERE WAS ONE MAN AMONG THE NEW WAVE OF YOUNG FILMMAKERS READY TO GIVE IT TO THEM.

A WARM, HUMAN STORY FILLED WITH NOSTALGIA FOR MORE INNOCENT TIMES. THAT'S IT!

THX 1138

HIS NAME: GEORGE LUCAS. THE FILM: *AMERICAN GRAFFITI*.

WHERE WERE *YOU* IN '62?

Mels drive-in

Mel's

USC

MADE ON A BUDGET OF $750,000, IT MADE MILLIONS. AND IT GAVE LUCAS AN OPEN DOOR FOR HIS *NEXT* IDEA.

WHICH, AT FIRST, HE HAD TROUBLE ARTICULATING...

WELL, IT'S ALL IN SPACE AND IT'S SORT OF LIKE *FLASH GORDON*. BUT NOT REALLY. ACTUALLY, MY BIGGEST INFLUENCE IS *KUROSAWA*. BUT IT'S A *KID'S MOVIE*. GET IT?

BUT FIRST, ANOTHER YOUNG FILM-MAKER--STEVEN SPIELBERG--TURNED A PULP BESTSELLER INTO CINEMATIC GOLD.

THOUGH A NIGHTMARE TO FILM, *JAWS* SURPASSED *THE GODFATHER* AS THE HIGHEST-GROSSING FILM OF ALL TIME.

UNTIL THEN, MOVIES JUST OPENED IN ONE OR TWO CITIES, TAKING MONTHS TO PLAY ELSEWHERE.

SURE HOPE THAT *GODFATHER* THINGY COMES OUR WAY, MARTHA.

AY-YUP.

BUT *JAWS* OPENED "WIDE," IN 462 THEATRES THE SAME DAY, JUNE 20, 1975.

POPCORN, HOLD THE BUTTER, AND A BOX OF JUJY FRUITS.

A NEW PHENOMENON--THE *BLOCKBUSTER*--WAS BORN.

EVEN JAWS, HOWEVER, WITH ITS MAN VS. THE SILENT AND MOSTLY HIDDEN ENEMY, COULD BE SEEN AS ANOTHER VIETNAM METAPHOR.

SMILE, YOU SONOFA...

BUT NOT SO FOR THE NEXT BLOCKBUSTER!

IT WAS GEORGE LUCAS'S SPACE MOVIE. RELEASED IN 1977, HE CALLED IT *STAR WARS!*

I FEEL THE FORCE--OF THE CASH REGISTER!

THIS FILM TOPPED EVERYTHING AND REMAINS THE BIGGEST MONEYMAKER OF *ALL TIME*. SO MUCH FOR BROODING SOCIAL COMMENTARY AND REALISM.

IN THE LUCAS UNIVERSE, GOOD WORE WHITE, EVIL WORE BLACK AND THE POINT OF MOVIEMAKING WAS TO MAKE *MONEY!*

I WONDER IF I GET POINTS. I GOTTA CALL MY AGENT.

BUT SOON AFTERWARD, HOLLYWOOD FINALLY BEGAN CHURNING OUT FILMS DEALING *EXPLICITLY* (NOT METAPHORICALLY) WITH VIETNAM.

THE *HORROR!* THE *HORROR!*

COPPOLA

COPPOLA'S DISASTER-RIDDEN PRODUCTION *APOCALYPSE NOW* WAS THE BEST KNOWN. A VISIONARY, DISTURBING WORK, IT CAME OUT IN 1979 AND WAS THE LAST MOVIE TO EXHIBIT THE DARK THEMES OF THE "'70S MOVIE."

SINCE THEN, AND UP TO TODAY, PEOPLE KEEP TRYING TO MAKE THE NEXT BLOCKBUSTER.

IT'S--IT'S *JAWS* MEETS *STAR WARS!* IT CAN'T MISS!

NEXT!

IN THE END, IT'S ALL ABOUT MONEY. BUT HOLLYWOOD DOES REFLECT THE TIMES, AFTER ALL.

IN 1954, A 51-YEAR-OLD MILKSHAKE MACHINE SALESMAN NAMED RAY KROC VISITED A SOUTHERN CALIFORNIA HAMBURGER STAND, OWNED BY DICK AND MAC McDONALD, AND HAD AN EPIPHANY ON THE SPOT. HE HAD SEEN THE FUTURE AND IT WAS...

CHEAP BURGERS MADE ON ASSEMBLY LINES!

15¢ McDONALD'S 15¢ HAMBURGERS BUY 'EM BY THE BAG

HIS IDEA WOULD MAKE HIM A FORTUNE AND ALTER AMERICA'S LANDSCAPE FOREVER. IN FACT, SOON THE WHOLE WORLD WOULD JUST BE A COLONY OF...

McDONALDLAND!

BY 1970, THERE WERE 1,000 McDONALD'S HAMBURGER STANDS ACROSS THE COUNTRY.

WHAT A CLEAN, **WHOLESOME** PLACE THAT McDONALD'S IS, DEAR!

IT'S **ALL-AMERICAN**, SWEETHEART! AND THE KIDS LOVE IT, TOO!

McDonald's

THE AGING KROC GAVE FREE REIN TO HIS HANDPICKED **CEO**, FRED TURNER, A LIFELONG McDONALD'S MAN. TURNER'S PLAN...

I'M GONNA BUILD **LOTSA** NEW McDONALD'SES! =MNNCH! SCRRMPF!=

THAT'S MY BOY!

AS THE DECADE TURNED, FAST FOOD WENT FROM CHEAPO ROADSIDE NOVELTY TO STAPLE OF THE NATIONAL DIET. TURNER WAS DETERMINED TO KEEP McDONALD'S ON TOP.

I **CRUSH** YOU! I'M **CRUSHING** YOU!

Wendy's

BURGER KING

THE FOUNDATION OF HIS STRATEGY: A MASSIVE EXPANSION PROGRAM.

BUILD, MY MINIONS! BUILD ME AN EDIFICE THAT WILL ENDURE -- **FOREVER!**

BY 1974 THERE WERE AN ASTONISHING 3,000 McDONALD'S OUTLETS.

HE SCRAPPED THE GARISH DRIVE-INS IN FAVOR OF SUBDUED, SIT-DOWN "RESTAURANTS," AIMED AT A MORE SOPHISTICATED CLIENTELE.

CARE FOR FRIES WITH THAT, SIR?

DELIGHTFUL.

PERHAPS A LITTLE MORE BOURGEOIS THAN THAT.

WITH ALL THE NEW RESTAURANTS, McDONALD'S DESPERATELY NEEDED NEW CUSTOMERS. THE SOLUTION? AS RAY KROC ALWAYS SAID...

WE'RE NOT IN THE **HAMBURGER** BUSINESS! WE'RE IN **SHOW BUSINESS!**

HOLLYWOOD

McDONALD'S EMBARKED ON THE MOST COSTLY ADVERTISING BLITZ IN THE HISTORY OF THE FOOD SERVICE INDUSTRY.

ROLL 'EM! AND... **ACTION!**

IF YOU'D NEVER HEARD OF McDONALD'S -- YOU WERE ABOUT TO.

McDONALD'S HIRED A POWERFUL NATIONAL AD AGENCY TO PLOT ITS ATTACK.

GENTLEMEN, THE TRADITIONAL APPROACH TO FOOD MARKETING, EMPHASIZING **PRICE** AND **PRODUCT**, IS **DEAD!**

INSTEAD, WE WILL FOCUS ON **FOOD, FOLKS** AND **FUN!**

McDONALD'S ADS WERE ALL IMAGE. WHO CARED WHAT THE FOOD TASTED LIKE? McDONALD'S MADE YOU **FEEL GOOD.**

THE FIRST PLANNED ADS PORTRAYED McDONALD'S AS AN "ISLAND GETAWAY."

♫ WE'RE SO NEAR YET FAAAR AWAAAAAY! SO GET UP AND GET AWAY... ♫

McDonald's

BUT THAT WASN'T QUITE RIGHT. THE AD MEN INTERVIEWED McDONALD'S CUSTOMERS, LOOKING FOR A NEW THEME.

WHAT DOES McDONALD'S MEAN TO YOU?

A **BREAK** FROM HOMEWORK!

A **BREAK** FROM COOKING DINNER!

A **BREAK** ON PRICES!

McDONALD'S HAD ITS NEW THEME, A CATCH-PHRASE THAT WAS INSTANTLY -- AND PERMANENTLY -- BRANDED ON THE NATIONAL PSYCHE.

♫ YOU DEEE-SERVE A BREAK TODAY! SO GET UP AND GET AWAY -- TO McDONALD'S!! ♫

McDonald's

THE JINGLE WAS SUCH A SMASH THAT '70s LOUNGE-LIZARD EXTRAORDINAIRE BARRY MANILOW USED IT IN HIS ACT.

♫ YOU DEE-SERVE A BREAK-- HEY, YOU'RE BEAUTIFUL! -- TOOO-DAAAYY! ♫

SOME EVEN THOUGHT HE WROTE IT (HE DIDN'T).

ONE COMMERCIAL SHOWED A MILLIONAIRE SENDING HIS CHAUFFEUR OUT TO PICK UP A McDONALD'S DINNER. THAT THE SPOT WAS "HUMOROUS" TOLD YOU SOMETHING ABOUT McDONALD'S.

WHILE "BREAK" ADS WERE AIMED AT GROWNUPS, McDONALD'S CREATED ANOTHER INSTANT CULTURAL ICON IN A SEPARATE CAMPAIGN AIMED AT KIDS.

HEY, KIDS! I'M RONALD McDONALD!

THEY CREATED A KINGDOM FOR RONALD TO RULE-- "McDONALDLAND."

THOUGH McDONALDLAND WAS OSTENSIBLY A "HAPPY PLACE," IT SEEMED OVERRUN BY CRIME. HAMBURGLAR, THE EVIL GRIMACE AND CAPTAIN CROOK THE FILET-O-FISH PIRATE FOREVER ELUDED THE LONG ARM OF THE LAW, PERSONIFIED BY CHIEF BIG MAC AND MAYOR McCHEESE.

THE ADS WORKED, THOUGH. KIDS LOVED THE NEW CHARACTERS. THEY WERE STILL AROUND 25 YEARS LATER, WHEN THOSE KIDS HAD KIDS.

THE $60 MILLION AD BLITZ WAS WORTH EVERY PENNY. McDONALD'S STOCK TOPPED U.S. STEEL. ONE SENATOR GRIPED...

SOMETHING IS **WRONG** WITH OUR ECONOMY WHEN THE STOCK MARKET IS LONG ON HAMBURGERS AND SHORT ON STEEL!

HE WASN'T McDONALD'S' ONLY CRITIC. A PROMINENT NEW YORK FOOD CRITIC EXCLAIMED...

McDONALD'S FOOD IS **IRREDEEMABLY HORRIBLE** WITH **NO SAVING GRACES** WHATSOEVER!

AT McDONALD'S IN SWEDEN, RADICALS SET OFF BOMBS.

DEATH TO **McDONALD'S!** DEATH TO **AMERICAN CULTURAL IMPERIALISM!**

PSHOOM!

BUT THE WORST DAMAGE TO McDONALD'S CAME NOT FROM BOMBS BUT FROM A BIZARRE -- AND **FALSE** -- RUMOR.

OH MY GOD! McDONALD'S BURGERS ARE MADE...

...OUT OF **WORMS!** BLLEECCCH!!

EEEEEEE!

NONE OF IT MATTERED. BY 1975 McDONALD'S WAS DOING $2.5 BILLION IN ANNUAL SALES.

KROC DIED IN 1984 AT AGE 81. THE 1970s MADE HIS BURGER STAND, McDONALD'S, THE WORLD'S MOST SUCCESSFUL RESTAURANT CHAIN.

RAY KROC, FORMER MILKSHAKE-MACHINE SALESMAN, WAS NOW ONE OF AMERICA'S INDUSTRIAL TITANS.

FOOD, FOLKS AND FUN REMAINS THE THEME OF ALL McDONALD'S ADVERTISING TO THIS VERY DAY.

FACTOID BOOKS 100% TRUE

AS THE '60S BECAME THE '70S, LIFE IN AMERICA SEEMED TO FRACTURE AT EVERY SEAM.

FAMILIES WERE BREAKING DOWN, KIDS HELD THEIR PARENTS IN CONTEMPT--REAL LIFE WASN'T QUITE LIKE...

THE BRADY BUNCH

THE IDEA GERMINATED IN 1966 WHEN TV PRODUCER SHERWOOD SCHWARTZ LEARNED OF A GROWING SOCIAL PHENOMENON...

THIRTY PERCENT OF FAMILIES INCLUDE *A CHILD FROM A PREVIOUS MARRIAGE!*

I FEEL A *SITCOM* COMING ON!

THE LOS ANGELES TIMES

WHEN SCHWARTZ PITCHED HIS SHOW, HIS REPUTATION PRECEDED HIM.

SAY, YOU'RE THE GUY WHO CREATED "GILLIGAN'S ISLAND!" GIVE US MORE OF THAT *WACKY COMEDY!*

BUT, BUT--THIS IS *DIFFERENT!*

THE BRADY BUNCH PILOT

HIS PERSEVERANCE FIGHTING FOR HIS NEW TYPE OF FAMILY SHOW PAID OFF. *THE BRADY BUNCH* DEBUTED ON ABC, SEPTEMBER 26, 1969.

HERE'S THE STORY OF A LOVELY LADY!

HERE'S THE STORY OF A MAN NAMED BRADY!

THE PREMISE: A WOMAN, CAROL, IS RAISING HER THREE DAUGHTERS ALONE.

SHE MEETS A MAN, MIKE BRADY, WHO IS, BY AMAZING COINCIDENCE, RAISING THREE SONS *THE SAME AGES AS HER GIRLS!* MIKE'S FIRST WIFE SUPPOSEDLY DIED, THOUGH NO ONE SEEMED TOO BROKEN UP ABOUT IT.

AND THAT'S THE WAY THEY BECAME THE BRADY BUNCH—A BLENDED FAMILY THAT REFLECTED THE '70S IN ITS MAKEUP, BUT THE '50S IN ITS BEHAVIOR.

SURE THEY HAD PROBLEMS. AS MIKE BRADY SAID IN ONE EPISODE...

WE HAVE GREAT KIDS, WE REALLY DO. THEY DON'T PLAY HOOKY, THEY DON'T LIE...

...BUT, BOY, YOU JUST CAN'T KEEP THEM OFF THE *PHONE!!*

RECIPES

THAT'S ABOUT AS BAD AS IT GOT.

THE BRADY BUNCH RAN UNTIL 1974, THROUGH THE MOST TURBULENT PART OF THE DECADE.

BUT THE ONLY CONCESSION THE SHOW MADE TO THE ERA WAS THE BOYS' (STYLISHLY) LONG HAIR AND "GROOVY" THREADS.

AFTER THE 117TH, FINAL EPISODE, THE SHOW WENT IMMEDIATELY INTO *SYNDICATION*. RERUNS PLAYED *DAILY*, USUALLY *RIGHT AFTER SCHOOL*.

YEAH, MOM, EVERYTHING'S FINE. WE'RE WATCHING *THE BRADY BUNCH*.

VOTE for MARCIA

MATH 123

CHIPPZ

WITH BOTH PARENTS OFTEN WORKING, THE BRADYS BECAME BABY-SITTERS TO A GENERATION.

THE BRADYS *SOLVED* THEIR PROBLEMS --AND *LEARNED LESSONS*, TOO!

I HOPE THAT TEACHES YOU KIDS TO *VALUE MONEY*--AND *NEVER LIE*--AND TO *RESPECT OTHERS*. OH, YES--AND DON'T PLAY BALL IN THE HOUSE!

BUT IT WASN'T MUCH LIKE A *REAL* FAMILY.

DADDY, CAN YOU TEACH ME TO *VALUE MONEY*?

YEAH. LESSON ONE. DON'T EVER ASK ME FOR ANY. NOW GET LOST!

MAYBE THAT'S WHY KIDS LOVED IT.

I WONDER IF GREG WILL *EVER* GET INTO THE BATHROOM! MARCIA'S BEEN IN THERE *A LONG TIME!*

THEY OVERLOOKED THE SHOW'S MANY WEIRD DETAILS, LIKE THE BRADY BACKYARD--MADE OF ASTROTURF.

OR THE KIDS' BATHROOM--WHICH HAD NO TOILET!

IN AN ERA OF RUNAWAY INFLATION, A FAMILY OF EIGHT THAT COULD AFFORD A LIVE-IN MAID SEEMED ESPECIALLY OUT OF TOUCH WITH THE TIMES.

BUT, THEN, HOW COULD THEY GET ALONG WITHOUT ALICE, THAT ZANY SCAMP?

THE SHOW WAS SO POPULAR THAT THE BRADY BUNCH RETURNED TO TV--WITH A *VARIETY SHOW*. THE FIRST "SPECIAL," ON NOVEMBER 27, 1976, WAS A RATINGS SMASH. BUT THE SHOW LASTED JUST EIGHT MORE EPISODES.

THAT DIDN'T STOP OTHER SPINOFFS: CARTOONS, TV MOVIES, EVEN A "DRAMATIC" SERIES WITH GROWN-UP BRADYS IN 1990.

WHY THE ENDURING POPULARITY? THE BRADY BUNCH PRESENTED AN IDEALIZED FANTASY VERSION OF LIFE IN THE EARLY 1970S THAT WAS COMFORTING.

U.S. OUT of VIETNAM!

IT REPRESENTED A STABILITY AND SECURITY THAT FEW KIDS HAD BACK THEN--OR NOW.

UNIVERSITY LIBRARY

IN THE *IRONIC* '90S, THE BRADY BUNCH ENJOYED A REVIVAL. AN L.A. THEATRE STAGED TONGUE-IN-CHEEK LIVE PERFORMANCES OF OLD BRADY SCRIPTS.

EVERYTHING'S ALWAYS MARCIA, MARCIA, MARCIA!

EXIT

THE STAGE SHOW WAS A HIT...

...LEADING TO 1995'S ULTRA-IRONIC "BRADY BUNCH MOVIE."

THIS MOVIE SHOULD BE REALLY *FUNNY*. THE WAY PEOPLE *LOOKED* AND *ACTED* IN THE '70S WAS SO *RIDICULOUS!*

THE BRADY BUNCH MOVIE

NOW PLAYING

PEOPLE WERE SO *WEIRD* BACK THEN!

IN 1992, ROBERT "MIKE BRADY" REED DIED OF CANCER. HIS ILLNESS WAS COMPLICATED, IT WAS REVEALED, BY *AIDS*.

EVEN THE FANTASY WORLD OF THE BRADY BUNCH COULDN'T HOLD OFF REALITY FOREVER.

OH, THOSE ZANY THINGS WE SAID IN THE '70s -- THE FIRST DECADE WHERE OUR LANGUAGE CAME FROM *TELEVISION!*

AND WHAT WOULD ANY SHOW BE WITHOUT A FEW GOOD...

TV CATCH PHRASES!

MANY WERE PUT-DOWNS, LIKE THIS CLASSIC FROM "HAPPY DAYS."

SIT ON IT!

OF COURSE, IN REAL LIFE IT WENT MORE LIKE...

SIT ON IT -- AND ROTATE.!!

LIKE MANY PUT-DOWNS, IT SEEMS LIKE A VEILED REFERENCE TO SOME KIND OF THREATENED SEXUAL ASSAULT -- FURTHER CLEANED UP FOR TELEVISION.

KIND OF LIKE THIS POPULAR CATCH PHRASE, FROM "WELCOME BACK KOTTER."

UP YOUR *NOSE* WITH A RUBBER *HOSE!*

READ WHAT YOU WANT INTO THAT ONE.

OTHERS WERE SIMPLER AND MORE POSITIVE.

DYN-O-*MIII-IITE!*

THAT SINGLE LINE -- IF IT COUNTS AS A "LINE" -- TURNED OBSCURE COMIC JIMMY WALKER, OF "GOOD TIMES," INTO A STAR.

MANY WERE JUST RIDICULOUS, SUCH AS THE ONE USED BY "FRED SANFORD" - PLAYED BY REDD FOXX - AS HE FEIGNED A HEART ATTACK WHEN HE HEARD SOMETHING SHOCKING.

I'M COMIN' TO JOIN YA, ELIZABETH!

SITCOMS WERE THE SOURCE OF MANY CATCH PHRASES, BUT OTHER GENRES ALSO CONTRIBUTED. EVEN GAME SHOWS -- SUCH AS "THE PRICE IS RIGHT."

COME ON *DOWN!!*

BUT THE BIGGEST CATCH-PHRASE GENERATOR OF THE '70s HAD TO BE -- *SATURDAY NIGHT LIVE!*

IN FACT, SNL REMAINS A MAJOR CONTRIBUTOR TO AMERICAN EXPRESSIONS EVEN TODAY.

FACTOID BOOKS 100% TRUE

SPRINGFIELD, MASSACHUSETTS. 1891. SEEKING TO KEEP STUDENTS FIT DURING COLD WINTERS, DR. JAMES NAISMITH INVENTED A GAME THAT COULD BE PLAYED INDOORS.

COME ON, BOYS! TOSS THE BALL INTO THE BASKET!

"BASKETBALL" QUICKLY BECAME A POPULAR COLLEGIATE SPORT. IN 1946, A *PROFESSIONAL* LEAGUE PLAYED ITS FIRST GAME.

ANYONE TALLER THAN OUR TALLEST PLAYER GETS IN FREE! HE'S *SIX-FOOT-EIGHT!!*

BY THE LATE '60S, THE NATIONAL BASKETBALL ASSOCIATION WAS WELL-ESTABLISHED.

BUT ITS POPULARITY LAGGED WELL BEHIND PROFESSIONAL BASEBALL AND FOOTBALL. FRANCHISES OFTEN STRUGGLED FINANCIALLY.

IN 1965, DENNIS MURPHY, MAYOR OF BUENA PARK, CALIFORNIA, HAD AN IDEA.

LET'S START A NEW PRO BASKETBALL LEAGUE! WE CAN COMPETE WITH THE NBA, OR AT LEAST FORCE THEM TO BUY US OUT.

THUS BEGAN THE CRAZIEST, MOST COLORFUL PHENOMENON IN PRO SPORTS HISTORY.

The ABA

THERE WAS NO MARKET RESEARCH, NO FOCUS GROUPS. JUST THE BELIEF THAT IT COULD BE DONE. STARTING IN 1967, IT WAS.

NBA STALWARTS, SUCH AS BOSTON CELTICS LEGENDARY COACH RAD AUERBACH, GREETED THE AMERICAN BASKETBALL ASSOCIATION WITH UNDISGUISED DERISION.

THE ABA WILL NEVER SURVIVE. IT JUST DOESN'T HAVE THE *TALENT* THE NBA HAS!

THAT MAY HAVE BEEN TRUE, AT LEAST AT FIRST. BUT THE ABA HAD ONE THING THE NBA SORELY LACKED.

STYLE!

FLY THREADS AND BIG AFROS ABOUNDED. BEFORE THE ABA, ATHLETES JUST WEREN'T *HIP* LIKE THAT.

EVEN THE ABA'S OFFICIAL BALL HAD FLAIR.

WOW! IT'S *RED, WHITE AND BLUE!*

THE ABA WASN'T ABOUT TO CONCEDE THE TALENT. FOR STARTERS, IT BROKE TABOO BY SIGNING COLLEGE STAR SPENCER HAYWOOD AFTER HIS SOPHOMORE YEAR.

EDUCATION? I GOT ALL THE EDUCATION I NEED RIGHT *HERE!*

THE NBA'S "FOUR-YEAR RULE" WAS SACROSANCT. THE ABA CAME UP WITH AN EXPLANATION.

HAYWOOD'S FROM A POOR FAMILY! WE'LL CALL HIM A--A *"HARDSHIP CASE!"*

HA HA! THAT'S *GREAT!*

BUT THE ABA REALLY ARRIVED IN 1971 WHEN IT SIGNED A LITTLE-KNOWN PLAYER FROM THE UNIVERSITY OF MASSACHUSETTS.

YA GOTTA SEE THIS KID! HE'S THE GREATEST PLAYER I'VE EVER SEEN!

HIS NAME...?

JULIUS ERVING!

THE VIRGINIA SQUIRES SIGNED HIM WITHOUT EVER SEEING HIM PLAY. SOON, JULIUS ERVING *WAS* THE ABA!

HE WON THREE MVP AWARDS, TWO CHAMPIONSHIPS AND MADE THE ALL-STAR TEAM IN ALL FIVE OF HIS ABA SEASONS.

DANIELS 24

NBA OLD-TIMERS STILL SCOFFED. AUERBACH SAID...

JULIUS IS A NICE KID, BUT HE'S NOT A GREAT PLAYER!

"DR. J" WOULD BECOME ONE OF THE NBA'S ALL-TIME SUPERSTARS. BUT THAT WAS LATER.

EVEN ERVING COULDN'T CARRY THE ABA BY HIMSELF. DESPERATE TEAMS TRIED EVERY POSSIBLE PLOY TO PUT FANS IN THE SEATS. MOST POPULAR: THE MIAMI FLORIDIANS BALL GIRLS.

BOINNG!

THEN THERE WERE THE "MASCOTS," LIKE THE ANAHEIM AMIGOS' "MEXICAN BANDIT."

ARRIBA! ARRIBA! ANDALÉ! ANDALÉ!

NOT *TOO* OFFENSIVE TO THE MEXICAN-AMERICAN FANS. IF THERE HAD BEEN ANY.

THE PLAYERS MADE THE LEGEND OF THE NBA. TAKE MARVIN BARNES. HE ONCE VANISHED FOR FOUR DAYS ONLY TO SHOW UP IN HIS TEAM'S LOCKER ROOM BEFORE A GAME READY TO PLAY.

Spirits St. Louis 24

SORT OF.

NOTHING COULD STOP THE INCESSANT MONEY LOSS. APPROACHED ABOUT BUYING AN ABA FRANCHISE, ONE WEALTHY INVESTOR REPLIED...

I'D RATHER HAVE CANCER!

THE ABA HAD NO NETWORK TV DEAL--AND WITH NO CABLE IN THOSE DAYS, IT TOOK JULIUS ERVING TO DRAW FANS. GAME ONE OF THE 1976 CHAMPIONSHIP, FEATURING ERVING'S NEW YORK NETS, DREW AN ABA RECORD OF 19,000.

DR. J WON THE GAME WITH A DRAMATIC LAST-SECOND SHOT.

THE ABA SHOWCASED ERVING IN A "SLAM DUNK CONTEST" AT THE 1976 ALL-STAR GAME.

ERVING'S SPECTACULAR DUNKS MADE NEWS HIGHLIGHTS NATIONWIDE.

SUCH THEATRICS WERE *VERBOTEN* IN THE STODGY NBA.

THE ABA WAS ABOUT *INDIVIDUALISM*. COULD IT HAVE EXISTED IN ANY ERA BUT THE '70S?

BUT IN 1976, AMERICA'S BICENTENNIAL, THE ABA DIED. THE NBA ABSORBED FOUR OF ITS TEAMS AND MOST OF ITS PLAYERS.

ABA STAR (NOW NBA BROADCASTER) STEVE JONES SAID...

THE ABA WOULDN'T WORK TODAY BECAUSE THE CLIMATE OF THE COUNTRY ISN'T TO CHALLENGE THE *ESTABLISHMENT*.

SO HERE'S TO THE ABA, A MEMORY FROM A BYGONE TIME.

FACT OR FOLD BOOKS 100% TRUE

BASEBALL IN THE 70's

THE GRAND OLD GAME HAS MANY GREAT STORIES. BUT THE NATIONAL PASTIME NEVER HAD A DECADE LIKE THIS ONE.

SMAKK!

GROOVY!

IT WAS AN ERA WHEN BALLPLAYERS, TRADITIONALLY A CONSERVATIVE BUNCH, LET THEIR HAIR DOWN--LITERALLY.

WORLD SERIES

NO TEAM WAS LOOSER THAN THE OAKLAND A'S WHO WON THREE STRAIGHT WORLD SERIES FROM 1972-74--AND WITH *MINIMAL* SHAVING!

NO PLAYER LET DOWN (UP?) MORE HAIR THAN THE CLEVELAND INDIANS' OSCAR GAMBLE. HIS STYLE WAS SERIOUSLY CRAMPED WHEN THE LEAGUE INSISTED HE WEAR HIS CAP.

THIS BEING THE '70S, BAD FASHION EXTENDED TO THE GAME. IN 1976, THE CHICAGO WHITE SOX EVEN PLAYED A GAME *IN SHORT PANTS*.

VYAAIIIEERRGGH!

CHICAGO

NOT GREAT BASEBALL STRATEGY.

BUT THE DECADE BEGAN WITH SERIOUS BUSINESS. IN 1970 ST. LOUIS CARDINALS STAR CURTIS FLOOD--WITH UNION DIRECTOR MARVIN MILLER--*SUED MAJOR LEAGUE BASEBALL*.

I WANT TO OVERTURN THE STANDARD CONTRACT'S *RESERVE CLAUSE*, WHICH BINDS PLAYERS TO ONE CLUB FOR *THEIR ENTIRE CAREERS!* IT'S *INDENTURED SERVITUDE*.

BUT FLOOD, WHO SACRIFICED A SIX-FIGURE SALARY FOR HIS CAUSE (A HUGE PAYCHECK IN THOSE DAYS), LOST HIS CASE--AND HIS CAREER.

THE RESERVE CLAUSE WILL *NEVER DIE!* WE OWN THIS GAME!

BUT THE RESERVE CLAUSE DID DIE. IN 1975 PITCHERS DAVE McNALLY AND ANDY MESSERSMITH REFUSED TO SIGN THEIR CONTRACTS.

IF WE PLAY THIS YEAR *WITHOUT CONTRACTS*...

...THEN THERE WILL BE *NO RESERVE CLAUSE* TO ENFORCE! WE'LL BE *FREE!*

THEY WON *THEIR* CASE. *FREE AGENCY* HAD ARRIVED.

IRONICALLY, OWNERS EMBRACED FREE AGENCY, SHELLING OUT HUGE MONEY FOR LIBERATED PLAYERS. THE BIGGEST SPENDER: FLAMBOYANT YANKEE BOSS GEORGE STEINBRENNER.

BRING MY CHECKBOOK! I'M GONNA BUY ME A WORLD SERIES TEAM!

HIS BIGGEST PURCHASE--AT A THEN-ASTOUNDING *$3 MILLION* FOR FIVE YEARS--SLUGGER *REGGIE JACKSON* WHO DECLARED...

I'M THE *STRAW* THAT STIRS THE *DRINK!*

REGGIE'S NEW TEAMMATES *LOVED* HIS HUMBLE ATTITUDE.

JACKSON BACKED IT UP. HE ENDED THE 1977 WORLD SERIES WITH THREE HOME RUNS IN THREE STRAIGHT AT-BATS.

THWACK!

THWACK!

THWACK!

"MR. OCTOBER" LED THE YANKEES TO THEIR FIRST CHAMPIONSHIP IN *15 YEARS.*

THE DECADE'S GREATEST BASEBALL MOMENT CAME APRIL 8, 1974. "HAMMERIN'" HANK AARON BROKE BABE RUTH'S 39-YEAR-OLD CAREER HOME RUN RECORD.

AARON ENDURED ENDLESS RACIAL HARASSMENT AND DEATH THREATS--BUT STILL BECAME AN ICON.

ALSO, THE '70S HAD ITS WACKY MOMENTS. THE ULTIMATE '70S NUT WAS BILL "SPACEMAN" LEE, WHO ONCE TOLD THE WORLD...

I LIKE TO SPRINKLE *MARIJUANA* ON MY *CORN FLAKES* IN THE MORNING!

PROTESTING THE TRADE OF A TEAMMATE, LEE SNUCK INTO HIS GENERAL MANAGER'S OFFICE, STOOD ON HIS HEAD AND ATE A PEANUT BUTTER SANDWICH.

NOT--PEANUT BUTTER?!

AND HOW ABOUT THE TIME TED TURNER, BILLIONAIRE OWNER OF THE HAPLESS ATLANTA BRAVES, PUT ON A UNIFORM AND *MANAGED* FOR ONE GAME IN 1977?

AND FINALLY, FOLLOWING IN THE FOOTSTEPS OF BABE RUTH AND HANK AARON, REGGIE JACKSON EVEN HAD HIS OWN CANDY BAR.

REGGIE!

REGGIE!

A FITTING FOOTNOTE TO BASEBALL'S MOST OUT-OF-CONTROL DECADE.

WHAT WAS THE MOST INFLUENTIAL SHOW OF THE '70S? *SATURDAY NIGHT LIVE?* *M*A*S*H*?* *MARY TYLER MOORE?* THINK AGAIN, CATHODE RAY JUNKIE!

NO TELEVISION PROGRAM SHAPED THE MINDS--AND THE WORLD-VIEW--OF THE DECADE'S YOUTH MORE THAN...

SESAME STREET

AND FEW HAVE SURVIVED TO INFLUENCE THEIR SONS' AND DAUGHTERS' AS WELL.

THEN, AS NOW, MANY CHILDREN'S PROGRAMS WERE DESIGNED TO SELL TOYS, SUGARY CEREALS AND OTHER JUNK TO KIDS.

JOHNNY. MARKET DRIVEN

HE'S COOL!

JMD

THAT ONE, MOM! COME ON! I GOTTA GET IT!

BUT THAT WOULD CHANGE. IT STARTED IN 1967 WITH JOAN GANZ COONEY, AN EMMY-WINNING DOCUMENTARY PRODUCER.

WHAT SORT OF SHOW WOULD HELP SMALL CHILDREN GET READY FOR SCHOOL WHILE ALSO KEEPING THEM ENTERTAINED?

THEN IT HIT HER...

FROM BEAUTIFUL DOWNTOWN BURBANK! IT'S ROWAN AND MARTIN'S LAUGH-IN!

THAT'S IT! WE'LL DO A KIND OF *"LAUGH-IN"* FOR KIDS!

LAUGH-IN

WITH FUNDS FROM THE CARNEGIE FOUNDATION, COONEY AND STAFF DEVELOPED A FAST-PACED COMEDY HOUR THAT BOOMER-AGE PARENTS COULD ENJOY ALONGSIDE THEIR KIDS.

ERNIE, WHY DO YOU HAVE A BANANA IN YOUR EAR?

SORRY, BURT, I CAN'T HEAR YOU. I'VE GOT A BANANA IN MY EAR.

HA HA HA

AS ONE TOP WRITER TOLD HIS TROOPS...

YOU'VE GOT TWO JOBS! FIRST, DO A SHOW THAT A *FOUR-YEAR-OLD* WANTS TO WATCH. SECOND, DO A SHOW THAT *YOU* WANT TO WATCH!

ALL THEY NEEDED WAS A TITLE.

HOW ABOUT--"THE PRESCHOOL EDUCATIONAL TELEVISION SHOW!"

NO--NO... "THE ITTY-BITTY, NITTY-GRITTY, LITTLE KIDDIE SHOW!"

STUMPED, THEY SETTLED AT THE LAST MINUTE ON A NAME THAT WOULD BECOME PART OF THE AMERICAN VOCABULARY.

YOU'VE NEVER SEEN A STREET LIKE *SESAME STREET!* EVERYTHING HAPPENS HERE!

FROM THE START, SESAME STREET WAS DIFFERENT. MOST KIDS' SHOWS WERE SET IN SUBURBIA OR SOME KIND OF NEVER-NEVER LAND. THIS WAS A GRITTY URBAN STREET.

123

A SETTING MANY YOUNG VIEWERS COULD RELATE TO.

BUT THE MOST MEMORABLE ELEMENT OF THE SHOW CAME FROM A MAN WHOSE CREATIONS SOON BECAME WORLDWIDE ICONS.

WHO-- WHO IS THAT MAN?

RELAX. THAT'S *JIM HENSON!*

HENSON WAS MASTER OF HIS OWN UNIVERSE POPULATED BY A CAST OF PUPPETS HE CALLED "MUPPETS." AMONG THE MOST POPULAR WAS KERMIT THE FROG.

THERE WAS OSCAR THE GROUCH, CREATED TO TEACH KIDS THAT, SOMETIMES, IT'S OKAY TO BE GROUCHY...

...AND BUMBLING BIG BIRD, NOT A PUPPET, BUT A GUY IN A SUIT.

THE SHOW WAS "SPONSORED" BY NUMBERS AND LETTERS OF THE ALPHABET. EDUCATIONAL "COMMERCIALS" RAN THROUGHOUT THE SHOW.

TODAY'S SHOW IS BROUGHT TO YOU BY--THE NUMBER *TWO!*

COONEY'S PHILOSOPHY...

IF WE ACCEPT THE PREMISE THAT COMMERCIALS ARE EFFECTIVE TEACHERS, WE SHOULD BE AWARE OF THEIR CHARACTERISTICS: FREQUENT REPETITION, CLEVER VISUALS, BREVITY AND CLARITY.

THE SHOW AIRED ON THE NONCOMMERCIAL PUBLIC BROADCASTING SYSTEM BUT IT STILL CARED ABOUT RATINGS. BEFORE THE PREMIERE, STAFFERS LITERALLY TOOK TO THE STREETS--OF HARLEM.

WE'LL TELL YOU HOW TO GET...

...TO *SESAME STREET!*

IT WORKED. THE SHOW DEBUTED AT 9AM, NOVEMBER 10, 1969. BY THAT DATE IN 1970, *SESAME STREET* HAD HALF OF AMERICA'S 3-TO 5-YEAR OLD POPULATION HOOKED.

THREE DECADES LATER, *SESAME STREET* IS AN EMPIRE OF ITS OWN. ALMOST 4,000 EPISODES. AIRINGS IN 140 COUNTRIES. $750 MILLION IN ANNUAL MERCHANDISING SALES (THEY EVENTUALLY DID MARKET THE CHARACTERS).

THE SHOW HAD CRITICS. STATIONS IN ONE SOUTHERN STATE BANNED IT AT FIRST, DUE TO IT'S MULTIRACIAL CAST.

DON'T WANT NO KIDS LEARNIN' *READIN'*, *WRITIN'* 'N' SUCH FROM NO *CUHL'UD* FOLK!!

KLIK

OFF ON

SOMEWHAT MORE TO THE POINT, THE SHOW CAME UNDER FIRE FROM ACADEMICS WHO SAID...

WATCHING *TELEVISION* CAN TEACH CHILDREN NOTHING--EXCEPT HOW TO WATCH TELEVISION!

LIKE THAT'S A *BAD* THING?

IN A TIME WHEN TV BECAME MORE INFLUENTIAL THAN SCHOOL, *SESAME STREET* TAUGHT KIDS TO BE TELEVISION-SAVVY. IT PARODIED TV AND FEATURED GUESTS LIKE PHIL DONOHUE AND BARBARA WALTERS.

I HEAR FROM MORE PEOPLE WHO SAW ME SINGING "PUT DOWN THE DUCKIE" THAN FROM ANY INTERVIEW I'VE DONE.

SESAME STREET WAS ONE OF THE FIRST SHOWS *ABOUT* TV--NOT UNLIKE ANOTHER SHOW WITH PARODIES OF COMMERCIALS.

LIVE! FROM NEW YORK! IT'S *SATURDAY NIGHT!*

HENSON'S MUPPETS EVEN APPEARED ON SNL'S FIRST SEASON.

THESE DAYS, SESAME STREET'S ORIGINAL VIEWERS WATCH WITH THEIR OWN KIDS.

ELMO LIKES TO BE TICKLED!!

BUT THROUGH THE YEARS, THE MESSAGE OF SESAME STREET REMAINS THE SAME--FROM THE '70S TO TODAY.

TREATING PEOPLE WITH KINDNESS IS A *GOOD THING!*

AND THAT NEVER GOES OUT OF STYLE.

TV IN ITS FIRST DECADES WAS A STABLE BUSINESS, RARELY CONTROVERSIAL, A WELCOME ADDITION TO ANY HOME.

THERE'S NOTHING TO BRING A FAMILY TOGETHER LIKE *TELEVISION!*

THREE NETWORKS, TERMED "THE ROCKS," RULED THE AIRWAVES. EVERYONE SEEMED HAPPY.

I *LIKE* IT THIS WAY. IT'S ALL THE *CHOICE* I NEED!

CBS WAS ALWAYS FIRST, NBC SECOND. LAST PLACE ABC WAS DUBBED "LITTLE ROCK."

IN 1976 A FUNNY THING HAPPENED. PERENNIAL LOSER ABC ROCKETED TO FIRST PLACE--THANKS TO FIRST-YEAR PRESIDENT FRED SILVERMAN.

I GIVE THE PUBLIC WHAT IT *WANTS!!*

APPARENTLY, THE PUBLIC WANTED...

"Jiggle" Shows

JGGL!

JGGL!

BOING!

JGGL!

LED BY "CHARLIE'S ANGELS" AND "THREE'S COMPANY," ABC ROCKED THE CONSERVATIVE BROADCAST INDUSTRY WITH ITS EMPHASIS ON SEX AND SEXY CHARACTERS AND LAUNCHED A MEGABUCKS ERA THAT CONTINUES TODAY.

BY 1978, A STUDY SHOWED THAT AMERICANS SPENT 2,000 HOURS PER YEAR WATCHING TV --COMPARED TO JUST 50 HOURS HAVING SEX.

NOT TONIGHT, HONEY. *"RETURN TO GILLIGAN'S ISLAND"* IS ON.

BUT WHAT WAS "JIGGLE" BUT SEX, PACKAGED AND PROCESSED FOR MASS CONSUMPTION? ONE EXEC DESCRIBED IT AS...

WOMEN RUNNING AT TOP SPEED WITH *A LIMITED AMOUNT* OF *UNDERWEAR.*

AUDITION

BOUNCE!!

BOUNCE!

"CHARLIE'S ANGELS" CAME FROM PRODUCER AARON SPELLING, WHO HAD SUCCESS EARLIER WITH "THE MOD SQUAD."

THEY'RE YOUNG, THEY'RE SEXY--THEY'RE *MOD!* THE KIDS *LOVE 'EM!*

HE RECYCLED THE "THREE SEXY DETECTIVES" CONCEPT--WITH ALL *WOMEN.*

HE PITCHED THE IDEA FOR HIS SHOW "THE ALLEY CATS" TO ABC THEN-BOSSES MICHAEL EISNER AND BARRY DILLER.

THAT'S THE *WORST IDEA* I'VE EVER HEARD.

SEXY WOMEN RUNNING AROUND *CHASING CRIMINALS?* YOU'RE *CRAZY,* SPELLING!

THEN NBC INTRODUCED "POLICE WOMAN" IN WHICH OLDER BUT STILL SEXY STARLET ANGIE DICKINSON CO-STARRED WITH HER CLEAVAGE.

FREEZE!! I'M A POLICE WOMAN!

THEN, DURING A ROUTINE DEVELOPMENT MEETING WITH SILVERMAN...

ALLEY CATS! THAT'S THE SHOW I'M *EXCITED* ABOUT! I SMELL A *HIT!*

ALLEY CATS

RETITLED "CHARLIE'S ANGELS," THE SHOW WAS A *GO*.

FOR THE ROLE OF "THE SMART ONE" THEY CAST KATE JACKSON, WHO HAD ALREADY PLAYED A COP FOR FOUR YEARS ON "THE ROOKIES."

KNOWING THE SHOW'S PRIORITIES, THEY CAST JACLYN SMITH, A SHAMPOO MODEL WITH LITTLE ACTING EXPERIENCE, PRIMARILY ON THE BASIS OF HER EXTRAORDINARY BEAUTY.

FINALLY, THEY CAST FARRAH FAWCETT MAJORS, BEST KNOWN AS SPOKESMODEL FOR NOXEMA CREAM AND ULTRA-BRITE TOOTHPASTE.

ULTRA BRITE

SHE WAS ALSO KNOWN AS THE WIFE OF LEE MAJORS, MACHO STAR OF ANOTHER ABC HIT, "THE SIX MILLION DOLLAR MAN."

CHARLIE'S ANGELS MADE FARRAH A HUGE STAR. GIRLS LOVED HER AND MADE HER FEATHERED HAIR THE MOST IMITATED 'DO OF THE '70s.

EVERY HIGH SCHOOL HAD DOZENS OF GIRLS WITH "FARRAH HAIR."

YOUNG MEN ADMIRED FARRAH FOR CERTAIN OTHER QUALITIES.

SHE SOON HAD THE MOST FAMOUS NIPPLES OF THE '70s AS WELL.

THE SHOW MADE LIBERAL USE OF FARRAH'S ASSETS--AND OF ALL THREE "ANGELS." THE PLOTS WERE LITTLE MORE THAN CONTRIVANCES TO GET THE GALS INTO VARIOUS STATES OF UNDRESS.

THEY GOT MASSAGES, TOOK SAUNAS AND DID A LOT OF JOGGING. ONE EPISODE EVEN HAD THEM BOUND IN CHAINS, FOR FETISH APPEAL, APPARENTLY.

A POSTER OF FARRAH IN A SWIMSUIT DISPLAYING HER STELLAR SMILE, HER HAIRSTYLE AND, NATURALLY, HER NIPPLES BECAME THE BEST-SELLING PINUP OF ALL TIME.

IT ADORNED MANY A TEENAGER'S BEDROOM.

BUT FOR NETWORK EXECS, THE ONLY THING MORE EYE-POPPING THAN FARRAH'S DÉCOLLETAGE WAS THE SHOW'S RATINGS.

Nielsen Ratings

DEBUTING SEPTEMBER 22, 1976, IT ROUTINELY WON MORE THAN A *50 PERCENT SHARE* OF ITS WEDNESDAY, 10 PM AUDIENCE.

ABC AND SILVERMAN RODE THEIR NEW-FOUND JIGGLE BONANZA TO THE TOP OF THE RATINGS FOR THE FIRST TIME EVER.

KA-BOING!!

SILVERMAN HIMSELF BECAME A CELEBRITY --A FIRST FOR A NETWORK SUIT.

IN 1977, ABC HAD ANOTHER HIT WITH "THREE'S COMPANY," A SITCOM FEATURING BOUNCY BLONDE SUZANNE SOMERS WHOSE MOTTO WAS...

IF YOU'VE *GOT IT*-- *BUMP IT* WITH A *TRUMPET!*

JIGGLE BUSTED OUT ON ALL THREE NETWORKS. A FLIP OF THE DIAL SAW SHAPELY YOUNG WOMEN PACKED INTO TIGHT COSTUMES OF EVERY VARIETY.

SOME OF THE PUBLIC COMPLAINED ABOUT THE OUTBREAK OF "SEX ON TV." BUT THERE WAS LITTLE "SEX," ONLY SNICKERING VOYEURISM AND BOUNCING BODY PARTS.

ON A WAVE OF JIGGLE, NETWORK REVENUES TRIPLED IN THE '70s. VIEWERS OF BOTH GENDERS COULDN'T TURN OFF THE TUBE.

LOVELY FASHIONS!

COOL HAIRSTYLES!

SHHH! THEY'RE ABOUT TO PLAY *VOLLEYBALL!*

IN THE '80s, THE NETWORK'S HEGEMONY FELL TO THE RISE OF CABLE, WHICH OFFERED FAR RACIER FARE THAN ANYTHING IN A '70s JIGGLE SHOW.

OOOH! *AAAHHHH!* *YES! YES!*

HEH-HEH.

THE USE OF SEXY WOMEN AND SEXY SCENES TO BOLSTER RATINGS HAS CONTINUED THROUGH TO TODAY, WHERE IT SEEMS LIKE BIGGER IS BETTER.

NOBODY EVER WENT BROKE THINKING "SEX SELLS."

FACTOID BOOKS 100% TRUE

"...It's Saturday Night!"

THE KIDS OF THE '60s GREW UP ON TV, BUT WERE NOT AS INTERESTED ONCE THE COUNTERCULTURE SET IN.

PEACE

THAT IDIOT BOX *ROTS YOUR MIND*, MAN. DO SOMETHING TO *SHARPEN YOUR INTELLECT!*

YEAH! LIKE *GET STONED!*

THE HAYSEED HUMOR OF SHOWS LIKE *THE BEVERLY HILLBILLIES* AND *GREEN ACRES* SPOKE TO THE YOUNG AND HIP NOT AT ALL.

WHAT THE @#$¢ IS THIS CRAP?

"HIP HUMOR" OF THE EARLY '70s RARELY TURNED UP ON TELEVISION.

HEY, MAN, *GEORGE CARLIN* IS PLAYING THE STUDENT CENTER. WANNA MAKE THE SCENE?

GROOVY. JUST LET ME FINISH THIS ARTICLE BY *DOUG KENNEY*.

NATIONAL LAMPOON

IN AN UNRELATED DEVELOPMENT, NBC WAS LOOKING TO REPLACE THE *TONIGHT SHOW* RERUNS THAT WERE ITS SATURDAY NIGHT STAPLE.

DANG, MILDRED! SATURDAYS AIN'T GONNA BE THE SAME WITHOUT *JOHNNY!*

NBC'S LATE-NIGHT PROGRAMMING CHIEF DICK EBERSOL MET A YOUNG PRODUCER NAMED LORNE MICHAELS.

LORNE, I WANT YOU TO PRODUCE A *LIVE, 90-MINUTE* COMEDY/ VARIETY SHOW CALLED "SATURDAY NIGHT."

MICHAELS, JUST 30, WAS UP-AND-COMING IN HOLLYWOOD. THE IDEA INSPIRED HIM.

THIS IS MY CHANCE TO MAKE A SHOW FOR *MY* GENERATION!

NBC'S EXECUTIVES DIDN'T EXACTLY SHARE MICHAELS' VISION.

YOU KNOW WHO'D MAKE A GREAT HOST FOR YOUR SHOW? *RICH LITTLE!!* HE'S REALLY *FUNNY!*

HOW ABOUT GETTING THE *USC MARCHING BAND* AS YOUR *MUSICAL GUESTS?* THAT WOULD BE *WACKY!*

I WAS THINKING OF BOOKING *RICHARD PRYOR*.

NONETHELESS, THE NBC BRASS GAVE THE SHOW A GREEN LIGHT.

AS MICHAELS SEARCHED FOR WRITERS AND PERFORMERS, HE KNEW HIS SHOW WOULD BE SOMETHING DIFFERENT. A YOUNG COMIC ACTOR NAMED JOHN BELUSHI SUMMED UP THE ATTITUDE--AT HIS AUDITION.

TV *SUCKS!!* I DON'T *DO* TELEVISION! I DON'T EVEN KNOW WHY I'M HERE! I *HATE* TELEVISION!

IN LINE TO SEE "MONTY PYTHON AND THE HOLY GRAIL" IN L.A., MICHAELS MET 30-YEAR-OLD CHEVY CHASE. MICHAELS WAS AMUSED BY CHASE'S WISECRACKS AND PRATFALLS. CHASE WAS HIRED AND THEY BECAME FAST FRIENDS.

AND THE HO... GR...

BEFORE IT EVER WENT ON THE AIR, *SATURDAY NIGHT* ACQUIRED A REPUTATION AS A MADHOUSE AT NBC'S HEADQUARTERS IN NEW YORK.

MICHAELS HIMSELF PREFERRED A MORE REFINED STYLE. BUT HE LET HIS STAFF GET AWAY WITH PRETTY MUCH ANYTHING. THE 17TH FLOOR WAS LIKE SUMMER CAMP --OR A FRAT HOUSE.

THE SHOW DEBUTED ON OCT. 11, 1975 WITH CHEVY CHASE TAKING ONE OF HIS SOON-TO-BE-FAMOUS STAGE FALLS AND SHOUTING...

LIVE! FROM NEW YORK! IT'S *SATURDAY NIGHT!!*

AS WEEKS WENT ON, THE SHOW DEVELOPED A DEVOTED FOLLOWING. THE UNDER-35 SET FINALLY HAD A SHOW THAT REFLECTED ITS SENSE OF HUMOR.

THAT OWED MUCH TO THE SHOW'S CAST, CHRISTENED "THE NOT READY FOR PRIME TIME PLAYERS" AND DRAWN FROM HIP COMEDY TROUPES LIKE SECOND CITY AND NATIONAL LAMPOON.

JOHN BELUSHI

DAN AYKROYD

CHEVY CHASE

LARAINE NEWMAN

GILDA RADNER

JANE CURTIN

GARRETT MORRIS

BUT ONE CAST MEMBER ROSE ABOVE THE OTHERS.

I'M CHEVY CHASE --AND YOU'RE NOT!

WEEKEND UPDATE

HIS SUDDEN STARDOM WOULD SET AN UNSETTLING PRECEDENT FOR *SATURDAY NIGHT*.

THE ORIGINAL SATURDAY NIGHT HAD A BOND WITH ITS VIEWERS, THE FIRST SHOW NOT ONLY FOR THEM--BUT *BY* THEM.

HEY, MAN-- ALL THESE GUYS ARE *HEADS!*

STONERS!

SAMURAI

SHOPKEEPER!!!

FREAKS!

JUST LIKE *US!!!*

WELL, *THAT* WAS TRUE. AND THE SHOW WAS LOADED WITH DRUG JOKES TO DRIVE THE MESSAGE HOME.

BUT, AFTER THE FIRST SEASON...

YOU DON'T NEED THIS *LATE-NIGHT* SHOW, CHEVY. YOU'RE *PRIME-TIME* MATERIAL!

HOLLY-WOOD'S CALLING, CHEVY. YOU'RE A *STAR!*

YES. YES, I *AM* A STAR. I'M A BIG, *BIG* STAR!

CHASE LEFT AND WAS REPLACED BY BILL MURRAY, SOON KNOWN FOR HIS CHARACTER NICK, THE LOUNGE SINGER.

STAAAAR WAAARRS! NOTHING BUT *STAAAAR WAAAARS!*

THE SHOW ONLY GREW MORE POPULAR, BECOMING A CULTURAL PHENOMENON.

SATURDAY NIGHT SEPARATED THE HIP FROM THE SQUARE. NBC'S ORIGINAL LATE-NIGHT KING, JOHNNY CARSON, REPRESENTED OLD-SCHOOL OPINION OF THESE NEW COMIC STARS...

Ho Ho Ho

THEY COULDN'T AD LIB A *FART* AT A BEAN-EATING CONTEST!

WHEN SATURDAY NIGHT STARTED, FRESHNESS WAS EVERYTHING. BUT AS SEASONS ROLLED BY, THE SHOW RELIED ON ENDLESSLY REPEATING CHARACTERS AND BITS.

IT'S ALWAYS *SOMETHING!*

GILDA RADNER'S "ROSEANNE ROSEANNADANNA" WAS AMONG THE MOST POPULAR.

AS WERE DAN AYKROYD'S "CONEHEADS." FAR FROM CONCERNED, MICHAELS ENCOURAGED THE REPEATING BITS.

I CAN'T APOLOGIZE FOR GIVING THE VIEWERS WHAT THEY WANT.

HE KNEW THAT FRESHNESS GOT ATTENTION, BUT FAMILIARITY CREATED STARS. TV AUDIENCES LOVED SEEING THE FAVORITE CHARACTERS AGAIN AND AGAIN. IN 1978, JOHN BELUSHI AND DAN AYKROYD CREATED...

THE BLUES BROTHERS!

IT WAS THEIR "BREAKOUT" ROUTINE. THEY QUIT THE SHOW AFTER THAT SEASON.

IN THE FIFTH SEASON MICHAELS WAS BURNED OUT, SPENDING LONG PERIODS ALONE IN HIS OFFICE.

MR. MICHAELS./ AIRTIME IN FIVE MINUTES.

CHARDONNAY OR CABERNET? THAT IS THE QUESTION...

MICHAELS WAS A WHITE WINE ENTHUSIAST.

MICHAELS FEUDED WITH NETWORK BOSS FRED SILVERMAN, THE ABC "GENIUS" WHO WAS FAILING MISERABLY AT NBC. SILVERMAN SAID...

I'LL TELL YOU THE PROBLEM WITH *SATURDAY NIGHT!* IT'S NOT *FUNNY!*

ON MAY 17, 1980, BUCK HENRY (WHO ALWAYS HOSTED THE FINAL EPISODE OF EACH SEASON) CLOSED BY SAYING...

GOOD NIGHT./

AND GOOD-BYE!!

MICHAELS WAS OUT OF TOWN AT A SOCIAL FUNCTION WHEN HE HEARD...

LORNE, I HEARD *JEAN DOUMAINIAN* GOT YOUR JOB!

SHE HAD BEEN THE SHOW'S "TALENT COORDINATOR."

THE ENTIRE ORIGINAL CAST QUIT. BUT THAT DIDN'T STOP NBC.

OKAY, KIDS./ LET'S PUT ON A SHOW!

HEY, WHERE IS EVERYBODY?

DOUMAINIAN HIRED A WHOLE NEW CAST.

UNDER DOUMAINIAN *SATURDAY NIGHT* WAS A LAME PARODY OF ITS FORMER OUTRAGEOUSNESS. IT WAS ANOTHER SIGN THAT THE '70s WERE FINISHED.

THIS ISN'T EVEN FUNNY WHEN YOU'RE WASTED./

BY 1985, WITH *SATURDAY NIGHT* LANGUISHING IN THE RATINGS, NBC CONSIDERED REPLACEMENTS. ONE OF THE CANDIDATES: PRO WRESTLING.

NOW *THIS* IS FUNNY WHEN YOU'RE WASTED./

BUT *SATURDAY NIGHT* LIVED ON. IN 1985, LORNE MICHAELS RETURNED. HE'S STILL IN CHARGE TODAY, RUNNING A WELL-OILED MACHINE THAT CONTINUES TO CHURN OUT MARKETABLE CHARACTERS AND CELEBRITIES.

IRONICALLY, *SATURDAY NIGHT* HAD BECOME EXACTLY WHAT IT HAD BEEN CREATED TO ATTACK: THE TV ESTABLISHMENT.

IN THE LATE '60S A TEENAGE ROCK BAND HACKED AROUND THE CLUBS AND PUBS OF SCOTLAND.

ORIGINALLY CALLED "THE SAXONS," THE SCOTTISH LADS TOOK A NEW NAME -- SELECTING AN OBSCURE U.S. CITY AT RANDOM. THUS WERE BORN...

BWOK!

THE BAY CITY ROLLERS

THEIR MANAGER, DETERMINED TO GIVE THE BAND AN "IMAGE," DECKED THEM OUT IN TARTAN. THAT, TOO, WOULD SOON SPARK A WORLDWIDE CRAZE.

THE PHENOMENON HAD HUMBLE BEGINNINGS. TWO SONS OF AN EDINBURGH UNDERTAKER, ALAN AND DEREK LONGMUIR STARTED THE BAND IN THEIR BEDROOM BACK IN 1965.

ALAN WAS 13. DEREK, 12.

BY 1971, WITH GOOD-LOOKING LEAD SINGER "NOBBY" CLARK, THE ROLLERS WERE OBJECTS OF EVERY SCOTTISH GIRL'S DESIRE.

RECKON BEIN' INNAH BAND'S NAH TOO BAD, NOBBY!

AYE! BLOODY WORTHAH EFFORT, ALAN!

THEY LANDED A RECORD CONTRACT AND HIT THE U.K. TOP 10 WITH THEIR FIRST SINGLE...

"DANCING ON A SATURDAY NIGHT"

IT LOOKED LIKE THE BEGINNING OF BIG THINGS -- BUT IT WAS A FALSE START.

HULLOO!

TA!

WITH NO MORE HITS, THE NEXT TWO YEARS FEATURED A STEADY STREAM OF PERSONNEL CHANGES. ONE OF THE NEW ROLLERS WAS A YOUNG GUITARIST NAMED ERIC FAULKNER.

FINALLY, THE BAND'S STAR, NOBBY CLARK, QUIT TO PURSUE A "SOLO CAREER."

TA, MATES! STARDOM BECKONS!

BUT BUT NOBBY...

OF THE ORIGINAL BAND, ONLY THE LONGMUIR BROTHERS REMAINED.

THE ROLLERS REPLACED NOBBY WITH PRETTY BOY LESLIE McKEOWN.

MOST OF NOBBY'S FANS WERE IN SCOTLAND. I'VE PICKED UP A LOT AFTER APPEARIN' ON TOP of the POPS!

—THAT'S COMPLETELY OBLITERATED ANY-THING NOBBY EVER HAD!!

NOBBY'S TIMING COULDN'T HAVE BEEN WORSE. HIS SOLO CAREER WENT NOWHERE WHILE THE ROLLERS' SINGLE "REMEMBER" CLIMBED THE CHARTS IN 1974.

Ehhhhh... HAE ABOOT AH BEATLES COVER?

IN THEIR FINAL PERSONNEL CHANGE (FOR A WHILE ANYWAY), THEY REPLACED GUITARIST JOHN DEVINE WITH 17-YEAR-OLD STUART "WOODY" WOOD -- A CLEAN-CUT LAD WHO DRANK A PINT OF MILK DAILY.

GLUG! GLUG! GLUG!

THE BAY CITY ROLLERS, WITH THEIR MUPPET-LIKE CUTENESS AND BUBBLEGUM SOUND, WERE FAST BECOMING A SENSATION WITH LEGIONS OF YOUNG SCREAMING FEMALE FANS.

BUT BEHIND THE SCENES, THE BOYS COULDN'T ESCAPE THE SHADOW OF THEIR DOMINEERING MANAGER, TAM PATON.

PATON FASHIONED THEIR IMAGE AS "UNTOUCHABLES." HE FORBADE THEM FROM BEING SEEN WITH A GIRLFRIEND OR DATE.

KLAMP!

THE IDEA WAS TO PERPETUATE THE LITTLE GIRL FANTASIES OF THEIR FANS.

THE STRATEGY WORKED, BUT IT ALSO LED TO RUMORS THAT DOGGED THE BAND.

Y'HEAR ABOOT TH' ROLLERS THEN?

AYE! THEY'RE NAE BUT A LOT O' TARTAN-CLAD POOFS!

NO MATTER. ROLLERMANIA WAS THE BIGGEST CRAZE TO GRIP BRITAIN SINCE, WELL -- BEATLEMANIA.

IT'S LECK STARVIN' AT A FEAST, MATE!

GIMME JOOST ONE WEE BIRD...

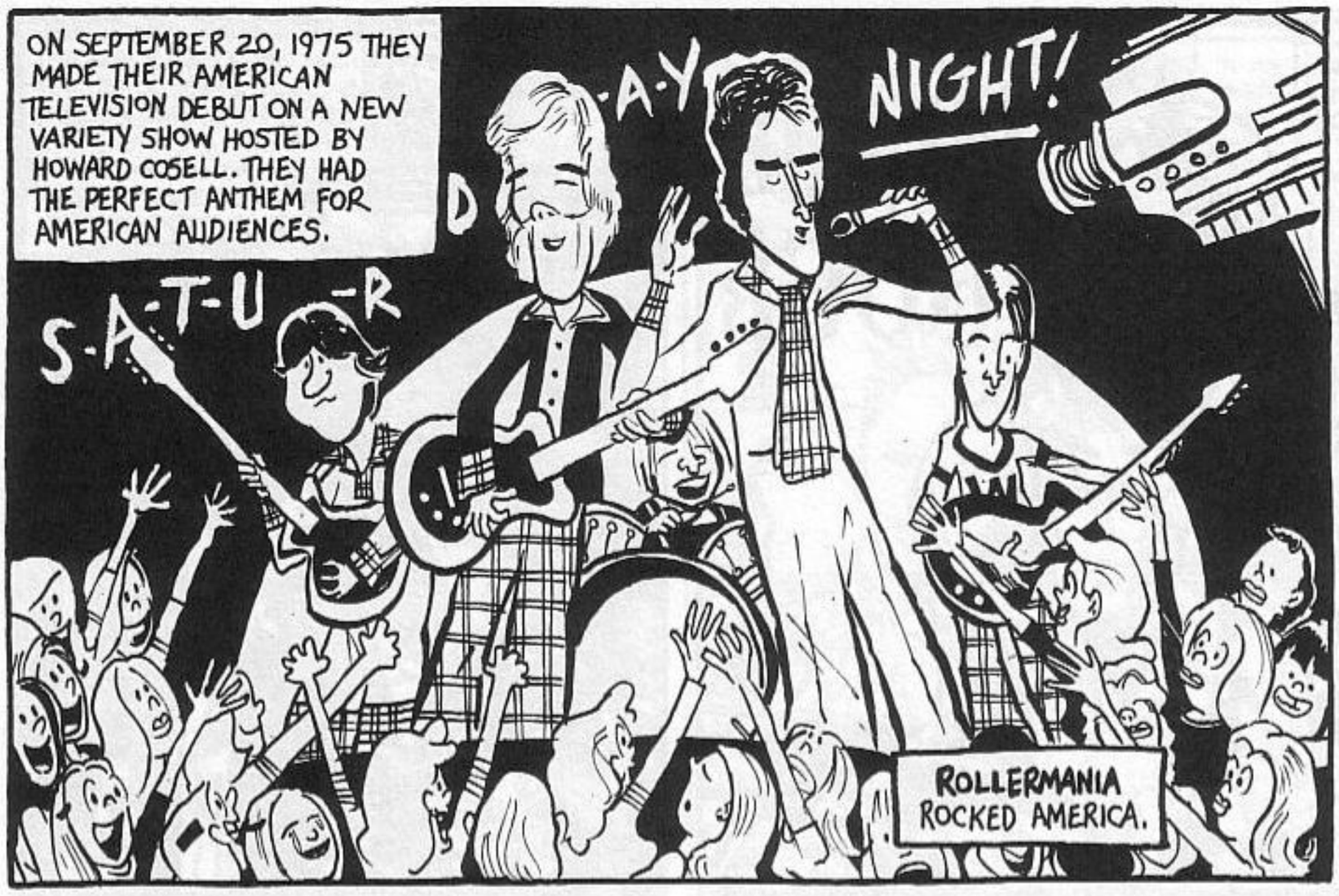
MUSICALLY, HOWEVER, THE ROLLERS WERE NO BEATLES. THEY RARELY EVEN RECORDED ORIGINAL SONGS.

THEIR NEAR-TOTAL LACK OF MUSICAL SUBSTANCE SPAWNED FURTHER RUMORS.

GIVE US THE LATEST ROLLER GOSSIP, MATE.

'AYVE GO' IT ON AUTHORITY THAH THEY DOON' PLAY THEIR OON INSTRUMENTS!

ON SEPTEMBER 20, 1975 THEY MADE THEIR AMERICAN TELEVISION DEBUT ON A NEW VARIETY SHOW HOSTED BY HOWARD COSELL. THEY HAD THE PERFECT ANTHEM FOR AMERICAN AUDIENCES.



BUT THE MANIA TOOK ITS TOLL. ALAN LONGMUIR, THE FIRST, OLDEST ROLLER, QUIT IN 1976.

NEITHER OF HIS REPLACEMENTS WORKED OUT, THOUGH. ALAN REJOINED LATER IN 1978.

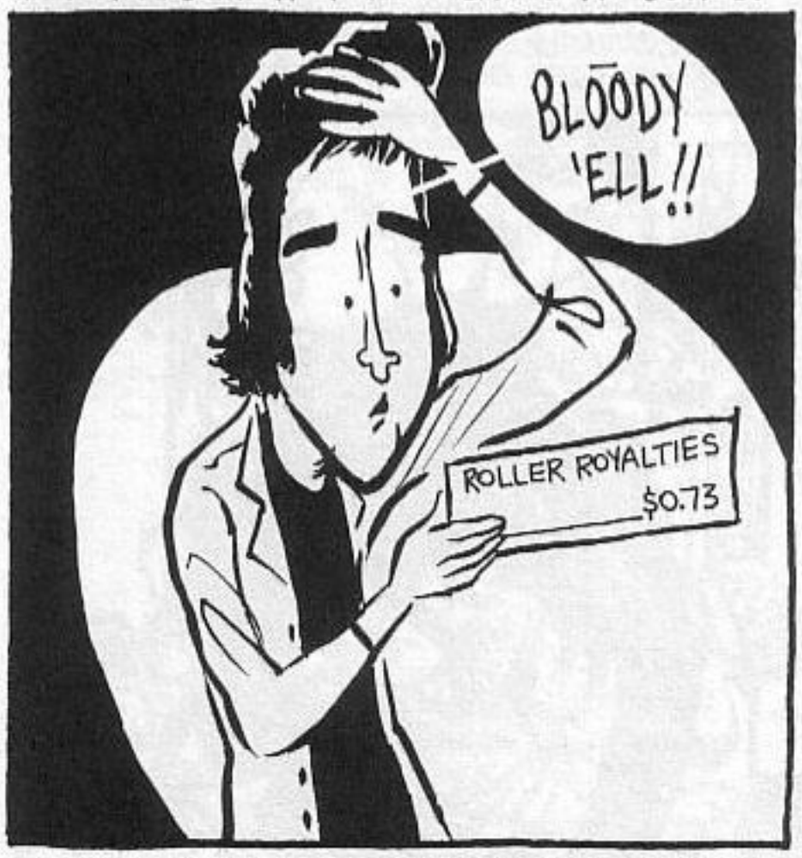
THAT SAME YEAR, SOMEONE HAD THE BRIGHT IDEA TO GIVE THE BAY CITY ROLLERS THEIR OWN TV VARIETY SHOW ON U.S. TELEVISION.

THE WHOLE BAND WAS DISINTEGRATING. McKEOWN AND FAULKNER DESPISED EACH OTHER.

ON STAGE IN JAPAN, THEY COMPLETELY LOST IT. McKEOWN QUIT THE BAND SHORTLY AFTER THAT.

THE REMAINING ROLLERS DROPPED THE "BAY CITY"-- AND THEIR TRADEMARK TARTAN-- IN A BID FOR SERIOUS RECOGNITION...

MONEY WAS THE ROOT OF THE BAND'S PROBLEMS.



AT THEIR PEAK, THE BAY CITY ROLLERS SOLD MORE RECORDS THAN THE ROLLING STONES. BUT AS MUCH AS $20 MILLION IN ROYALTIES NEVER MATERIALIZED.

THE ROLLERS SPLIT IN 1981, RE-FORMED, THEN SPLIT AGAIN IN 1985. McKEOWN AND FAULKNER EACH FORMED BANDS.

FAULKNER ONCE SAVED A SUICIDAL MAN FROM DROWNING, TELLING HIM...

IN 1999, UNBELIEVABLY, THE BAY CITY ROLLERS RE-FORMED FOR ONE MORE GO.

FACTOID BOOKS 100% TRUE

BEFORE PUNK HIT THE U.K., WHILE '60s ROCK STARS WERE ON THE DECLINE, THERE WAS A MUSICAL MOVEMENT THAT SAID ANYONE COULD BE A STAR, IF YOU JUST ACTED LIKE ONE. THEY CALLED IT...

GLAM ROCK

WHAT A GREAT POOF!

THE MOVEMENT'S HIGH PRIEST WAS DAVID BOWIE, WHO REFASHIONED HIMSELF AS A SPACEMAN AND MESSIANIC ICON CALLED "ZIGGY STARDUST."

THE ONLY THING THAT SHOCKS NOW IS AN *EXTREME.* UNLESS YOU DO THAT, NO ONE WILL PAY ATTENTION TO YOU.

BUT AS BOWIE WELL KNEW, GLAM WAS ABOUT FAR MORE THAN SHOCK. IT WAS NO ACCIDENT WHEN, IN 1972, HE TOLD THE WORLD...

BY THE WAY, I'M *BISEXUAL!*

GLAM WAS ABOUT REALIZING THAT MANY KIDS WEREN'T TOTALLY CERTAIN ABOUT THEIR SEXUAL IDENTITY.

OOOO! SON! WOT YOU DOIN' WITH ME MAKEUP?

MUM! THIS IS WHO I *AM!*

SUDDENLY, THAT WAS POSSIBLE.

KIDS WHO ONCE FELT LIKE FREAKS NOW FELT EMPOWERED. WHILE IT SHOCKED THE ESTABLISHMENT--EVEN THE ROCK ESTABLISHMENT--GLAM MADE ITS FANS FEEL, WELL, *GLAMOROUS.*

GLAM WAS A U.K. CRAZE. BUT THERE WAS A SMALL SCENE IN AMERICA. THE NEW YORK DOLLS HAD A CULT FOLLOWING AND WERE MORE EXTREME THAN BOWIE!

WE'RE *TRI*-SEXUAL! WE'LL *TRY* ANYTHING!

THE THEATRICS OF GENDER-BENDING WERE JUST TOO UNSETTLING FOR AMERICAN AUDIENCES. *VIOLENCE,* HOWEVER, WAS PERFECTLY ACCEPTABLE. ALICE COOPER BECAME A STAR BY REPACKAGING GLAM AS *HORROR.*

WELCOME TO MY *NIGHTMARE!*

MEANWHILE, BOWIE--AS MYTHICAL SUPERSTAR ZIGGY STARDUST--PUSHED THE LIMITS. HIS PERFORMANCES WERE OVERTLY SEXUAL, FILLED WITH GAY IMAGERY.

IN FACT, BOWIE WAS MARRIED, ALBEIT IN AN "OPEN MARRIAGE." HIS WIFE, ANGIE, EXPLAINED...

WE TOOK A STAND ON GAY AND BI-SEXUALITY AS A MATTER OF POLICY. GAY PEOPLE THANKED US PERSONALLY FOR THE EXPOSURE.

BOWIE HIMSELF DREW A LINE BETWEEN HIS GLAM PERSONA AND THE "REAL" BOWIE.

THIS DECADENCE THING IS JUST A BLOODY JOKE. I AM *ME*. I HAVE TO CARRY ON WITH WHAT I STARTED.

GLAM WAS ABOUT THE *PHONINESS* OF ROCK AND ROLL. ROCK WAS ALL A SHOW DESIGNED TO CREATE "STARS." BOWIE PLAYED IT TO THE HILT.

A DECADE BEFORE MTV AND MADONNA, BOWIE PERFECTED THE ART OF *HYPE*.

PERHAPS UNWITTINGLY, THE PRESS PLAYED ALONG, DECLARING...

A STAR IS BORN!!

HE'S T.S. ELIOT TO A ROCK 'N' ROLL BEAT!

BOWIE

IT HELPED THAT, AS BOTH PERFORMER AND SONGWRITER, BOWIE WAS REALLY QUITE GOOD.

BOWIE WAS THE BIGGEST GLAM ROCK STAR, BUT NOT THE FIRST. THAT WAS BOWIE'S FRIEND AND RIVAL MARC BOLAN, WHO SPENT THE '60s AS AN OBSCURE, MYSTICAL FOLK SINGER.

my people were fair and had sky in their hair...

BY 1970, BOLAN SWAPPED HIS ACOUSTIC GUITAR FOR A STRATOCASTER AND HIS FOLK SOUND FOR POP.

HE STARTED CHARTING HITS. THEN, IN ONE TV APPEARANCE...

...HE PAINTED HIS FACE WITH GLITTER. HE LATER CLAIMED IT WAS A JOKE. OTHERS WEREN'T AS SURE.

IN EITHER CASE, HE STARTED AN INSTANT FAD. TEENS ALL OVER ENGLAND BEGAN SMEARING GLITTER ON THEIR FACES.

BOLAN HAD SINGLE-HANDEDLY INVENTED GLAM, WHICH FOR OBVIOUS REASONS WAS ALSO CALLED "GLITTER ROCK."

BAR
TEA ROOM

IN THE PROCESS, HE MADE HIMSELF ENGLAND'S BIGGEST ROCK STAR OF THE EARLY 1970s.

UNLIKE BOWIE, WHO CAME LATER, BOLAN HAD NO IRONIC DETACHMENT FROM HIS STARDOM. IT WENT TO HIS HEAD.

ACTUALLY, I'M A BETTER GUITARIST THAN *PETE TOWNSEND*. OH, AND *JOHN LENNON* COPIES MY *VOCAL STYLE*.

AND DROVE HIM CRAZY.

I FEEL *PINNED AGAINST THE WALL* BY THOUSANDS OF INVISIBLE PEOPLE! SOMETIMES I FEEL THAT I *SHAN'T BE HERE VERY LONG!*

HE WASN'T. IN 1977, BOLAN DIED IN A CAR ACCIDENT.

GLAM SPAWNED DOZENS OF SUCCESSFUL ACTS. GARY GLITTER (BORN PAUL GADD) SCORED SUCH HITS AS...

UUUUHH! DO YA WANNA TOUCH ME??

IRONICALLY, HIS "ROCK AND ROLL PART 2" IS NOW A FAVORITE AT SPORTS EVENTS.

GLITTER WAS ANOTHER GLAM ROCKER WHO MET AN UNFORTUNATE FATE. IN 1997, HE WAS ARRESTED FOR DOWNLOADING MASSIVE AMOUNTS OF CHILD PORNOGRAPHY OFF THE INTERNET. HE GOT FOUR MONTHS' JAIL TIME.

NOT EVERYONE WAS AS MUSICALLY INNOVATIVE AS BOWIE OR BOLAN.

"MUD"

"SWEET"

"STEVE HARLEY"

THE TERM "HEAVY METAL BUBBLEGUM" WAS SOMETIMES USED TO DESCRIBE GLAM BANDS SUCH AS STEVE HARLEY'S COCKNEY REBEL, MUD AND SWEET.

BUT BOWIE RULED. HE WROTE THE GAY ANTHEM "ALL THE YOUNG DUDES" FOR MOTT THE HOOPLE. SINGER IAN HUNTER RECALLED...

WE WERE CONSIDERED INSTANT FAGS!

BOWIE ALSO GUIDED THE CAREER OF A WILD SINGER FROM DETROIT NAMED IGGY POP (A.K.A. JIM OSTERBERG).

DANCE TO THE BEAT OF THE LIVIN' DEAD!

KNOWN FOR PRANCING AROUND NAKED WITH BOWIE, AND SLASHING HIMSELF WITH BROKEN BEER BOTTLES, IGGY BECAME A LEGEND --THE TRUE GODFATHER OF THE PUNK MOVEMENT TO COME.

BOWIE DID THE SAME FOR NEW YORKER LOU REED, PRODUCING REED'S SIGNATURE SONG...

♪ HEY BABE! TAKE A *WALK ON THE WILD SIDE!* ♫

BOWIE HAD IGGY AND REED WEARING MAKEUP, GLITTER AND NAIL POLISH.

BY 1975, BOWIE HAD LONG SINCE DISCARDED "ZIGGY STARDUST" AND CREATED A NEW IMAGE, ONE OF MANY HE ADOPTED IN HIS 30-YEAR CAREER. THIS WAS "THE THIN WHITE DUKE." *CLASSY*--BUT NOT GLAM.

NEW YORK BAND KISS TOOK THE DOLLS' GLAM ACT, ADDED EVEN MORE MAKEUP AND STRIPPED OUT ANY GAY OVERTONES. THEIR RAUNCHY, MACHO POSTURING WITH ALICE COOPER "SHOCK" THEATRICS MADE THEM THE WORLD'S BIGGEST BAND.

IN THE U.K., SAFETY PINS REPLACED GLITTER AS PUNK TOOK OVER IN 1976. BUT MANY PUNK ROCKERS WORSHIPPED BOWIE, BOLAN, IGGY POP AND LOU REED. GLAM WAS GONE --BUT NOT FORGOTTEN.

IN THE '90s, THE SPIRIT OF GLAM LIVED ON IN ACTS LIKE MARILYN MANSON, WHO BORROWS LIBERALLY FROM BOWIE AND ALICE COOPER.

AND NO ONE EMBODIES GLAM'S LEGACY MORE THAN MADONNA. SHE CHANGES IMAGES MORE THAN BOWIE, HER HERO. SHE USES HYPE EVEN MORE EFFECTIVELY. SHE CONTINUES TO PROVE THAT *ANYONE* CAN BE A STAR.

MONSTERS OF ROCK

ROCK AND ROLL WENT THROUGH ITS TEENAGE REBELLION PHASE IN THE '50S AND ITS "REVOLUTION" PHASE IN THE '60S, BUT BY THE '70S ROCK (THE "ROLL" GOT LOST SOMEWHERE) HAD BECOME SIMPLY A MASSIVE, COMMERCIAL ENTERPRISE.

CERTAIN BANDS--LIKE LED ZEPPELIN--WERE LARGER THAN LIFE, FILLING ENTIRE STADIUMS WITH THEIR FANS. THEY WERE...

IN THE '60S, ROCK BANDS JUST DIDN'T PERFORM IN SPORTS STADIUMS. UNLESS THEIR NAME HAPPENED TO BE "THE BEATLES."

♪ CAN'T BUY ME LOOO-OOOVE!

THE BEATLES

TOWARD THE END OF THE '60S, SEVERAL HUGE ROCK FESTIVALS PROVED THAT THIS ROCK, STILL RELATIVELY NEW, HAD A FOLLOWING AND A COMMERCIAL EXPLOITABILITY THAT DWARFED ANY TYPE OF MUSIC THAT CAME BEFORE.

♪ 'SCUSE ME WHILE I KISS THE SKY!

THE BIGGEST WAS WOODSTOCK. JIMI HENDRIX WAS ONE OF ITS STARS.

LOVE

ROCK GROUPS BEGAN TO UNDERSTAND THEIR DRAWING POWER. IN 1971 A BAND CALLED GRAND FUNK RAILROAD SOLD OUT SHEA STADIUM IN JUST 72 HOURS.

SHEA STADIUM

SOLD OUT!!

HUH??

IN 1965 IT TOOK THE BEATLES 80 DAYS.

THE BIGGEST ROCK STARS WERE AS MUCH BUSINESSMEN AS MUSICIANS. MICK JAGGER ACTUALLY HELD A DEGREE FROM THE PRESTIGIOUS LONDON SCHOOL OF ECONOMICS.

ROCK STAR INC.

SELL! SELL! UNTIL YOU'VE COMPLETELY SOLD OUT!

THE ROLLING STONES WERE A BAND, OF COURSE. BUT THEY WERE, IN REALITY, A *BRAND NAME* WITH MILLIONS OF LOYAL CUSTOMERS.

NOW THAT'S WHAT I CALL SATISFACTION!

BUT EVEN THE VAUNTED STONES COULDN'T COMPETE WITH LED ZEPPELIN, AN *INSTANT SUPERGROUP*. ZEP BEGAN IN 1968 AS...

THE NEW YARDBIRDS

THE "OLD" YARDBIRDS, GUITARIST JIMMY PAGE'S PREVIOUS BAND, WERE ONE OF BRITAIN'S BIGGEST. BUT THEY WOULD BE NOTHING COMPARED TO WHAT THE NEW BAND WOULD BECOME.

LADIES AND GENTLEMEN-- *THE NEW YARDBIRDS!!*

ZOSO

ZEPPELIN RELEASED FOUR LPS IN TWO YEARS. ALL BUT THE FIRST HIT NO. 1. THE FOURTH FEATURED WHAT BECAME ONE OF ROCK'S MOST-PLAYED SONGS.

SHE'S BUYING A--*STAIRWAY TO HEAVEN!!*

THEIR SUCCESS WAS STRATOSPHERIC.

THEY WERE SOON SO WEALTHY THAT THEY BECAME *TAX EXILES*, STAYING OUT OF THEIR NATIVE ENGLAND FOR LONG STRETCHES TO SHIELD THEIR EVER-SWELLING FORTUNES.

I WISH I COULD GO HOME TO SEE MY FAMILY.

BUT THE U.S. IS NICE, TOO.

THEY TOURED THE U.S. NINE TIMES FROM 1969-73. IN MAY, '73 THEY PLAYED TO 56,000 PEOPLE IN TAMPA STADIUM, BREAKING THE BEATLES' SINGLE-GIG RECORD.

THEIR ALBUMS ACCOUNTED FOR NEARLY 20 PERCENT OF ATLANTIC RECORDS' TOTAL SALES.

ZEP!

ZEP!

ZEP!

ZEP!

IN 1973 THE U.S. RECORDING INDUSTRY GROSSED $2 *BILLION!*

I DON'T KNOW WHAT THIS STAIRWAY CRAP MEANS--BUT I'M MAKIN' A BUNDLE!

LED ZEPPELIN HAD USHERED IN THE ERA OF *CORPORATE ROCK!*

IT SEEMED LIKE AN OXYMORON. BUT NOT TO THE ROCK STARS OF THE 1970S. AS GENE SIMMONS OF KISS SAID...

A SUCCESSFUL ROCK AND ROLL BAND IS A WELL-OILED MACHINE. IT'S A GOOD BUSINESS.

EVEN ALICE COOPER, WHOSE GRUESOME STAGE SHOW PROVIDED CONSTANT SCANDAL, CONFESSED (OR BOASTED)...

BANK

THE IDEA ALL ALONG WAS TO MAKE A MILLION BUCKS! I HAVE AMERICAN IDEALS. I LOVE *MONEY!!*

IN 1973, 50 ROCK STARS MADE BETWEEN $2 MILLION AND $6 MILLION--EACH...

...ACCORDING TO FORBES MAGAZINE--WHICH NOW COVERED THE ROCK BUSINESS. THAT TOLD YOU SOMETHING.

ROCK ON, GENTLEMEN.

RECORD COMPANIES BEGAN DEPLOYING SOPHISTICATED MARKETING CAMPAIGNS. THEY PACKAGED A TALENTED NEW JERSEY BAR BAND MUSICIAN NAMED BRUCE SPRINGSTEEN.

THE BOTTOM LINE

I THINK WE MIGHT BE ON TO SOMETHING HERE.

SPRINGSTEEN WAS ONE OF THE FIRST TO BENEFIT FROM CONSCIOUSLY CREATED MUSIC INDUSTRY "BUZZ."

BRUCE SPRINGSTEEN

THE FUTURE OF ROCK & ROLL

NO LONGER COULD ROCK ACTS SUCCEED WITHOUT WELL-CRAFTED CORPORATE MARKETING STRATEGIES. AS ONE MARKETER SAID...

YOU DON'T SELL A NEW PERFORMER STRAIGHT TO THE PUBLIC. FIRST YOU SELL HIM TO YOUR *OWN COMPANY.*

MEANWHILE, ROCK STARS THEMSELVES--ONCE SYMBOLS OF REBELLION--SETTLED INTO THEIR MILLIONAIRE LIVES. ROD STEWART INVESTED IN ART.

I ALWAYS TELL ROD--YOU'RE NOT A ROCK STAR! YOU'RE A *GROWTH INDUSTRY!*

BUT WHAT DID ANY OF THIS HAVE TO DO WITH ROCK AND ROLL? BY THE MID '70S, LED ZEPPELIN LIVED LIKE ROYALTY, LIMOUSINES DELIVERED THEM TO THEIR PRIVATE JET.

THEY NEVER EVEN SAW THEIR FANS.

THE ZEPPELINESQUE BAND BOSTON WAS CREATED ENTIRELY IN A STUDIO, SCORING A SMASH HIT ALBUM WITHOUT PLAYING A SINGLE LIVE SHOW.

BOSTON

THE ULTIMATE IN CORPORATE ROCK.

HEY, WHERE'S THE BAND?

BY 1976 A LOT OF ROCK AND ROLL HAD BECOME A PRODUCT MANUFACTURED BY OUT-OF-TOUCH MULTIMILLIONAIRES LIVING IN DECADENT OPULENCE, MORE CONCERNED WITH THEIR TAX STATUS THAN THEIR MUSIC. OR THEIR FANS.

SOMETHING HAD TO CHANGE.

IT WAS ABOUT TO. IN NEW YORK AND LONDON, A NEW MOVEMENT WAS GROWING--MUSIC PLAYED BY AND FOR KIDS ON THE STREET. BANDS LIKE THE RAMONES LED THE WAY IN THIS THING CALLED...

PUNK ROCK!!

FACTOID BOOKS

BUT BEFORE WE GO THERE, LET'S PAUSE TO REMEMBER THE JOYS OF ATTENDING THOSE GREAT '70S...

STADIUM CONCERTS

TONIGHT--TAX DODGIN' MILLIONAIRE JUNKIES-SOLD OUT!

EACH ONE STARTED WITH EVERYONE HERDED IN LIKE SOME KIND OF BATAAN DEATH MARCH. EXCEPT ON THE BATAAN DEATH MARCH EVERYONE WASN'T 15 YEARS OLD AND DRUNK ON TENNESSEE BOURBON.

IT TOOK FOREVER TO GET IN-- IF YOU COULD SURVIVE THE CLAUSTROPHOBIC CRUSH.

FINALLY, THE MAGICAL MOMENT. THE LIGHTS WENT DOWN. THE BAND WOULD TAKE THE STAGE.

ROCK AND ROLL!

AND THEN...

YOU'D REALIZE THAT YOU COULDN'T SEE A DAMN THING! YOU MIGHT AS WELL HAVE BEEN WATCHING FROM AN AIRPLANE.

HEY, WHERE ARE THEY?

YOU'D SAVED FOR WEEKS TO SEE THIS CONCERT, BUT ALL YOU COULD AFFORD WAS...

...THE NOSEBLEED SEATS.

SO C-C-COLDD...

TO MAKE MATTERS WORSE, YOU KNEW THAT THE NEXT DAY YOU'D RUN INTO SOMEONE WHO HAD TICKETS ON THE FLOOR LEVEL AND THOUGHT THE CONCERT WAS SO AWESOME THAT IT CHANGED THEIR LIFE.

THE SOUND IN THOSE COLISEUMS WASN'T EXACTLY PERFECT, EITHER.

WHOOUUZZZ

IS THAT THE BAND OR ARE WE NEXT DOOR TO THE AIRPORT?

BUT AT LEAST, WHEN IT WAS OVER, YOU'D SEEN THE *GREATEST BAND IN THE WORLD*. WHAT AN EXPERIENCE! IT WAS SOMETHING YOU'D REMEMBER FOR THE REST OF YOUR LIFE.

SPLORTCH!

BLEAHH!

OR AT LEAST UNTIL YOUR MOM SENT OUT THE DRY CLEANING.

FACTOID BOOKS

PUNK ROCK

ENGLAND, 1975. RELENTLESS ECONOMIC RECESSION SEALED THE GRAVE OF THE BRITISH EMPIRE, ITS GLORY A FADED MEMORY.

THE NATION'S BORED YOUTH SAW NO FUTURE! THOUSANDS WENT ON THE DOLE AND SQUATTED IN VACANT FLATS. FROM THIS GLOOM AROSE THE PHENOMENON THAT ALTERED YOUTH CULTURE FOREVER...

THE CLOSEST THING TO PUNK'S "BIRTHPLACE" WAS A FASHION SHOP CALLED "SEX", CO-OWNED BY MALCOLM McLAREN.

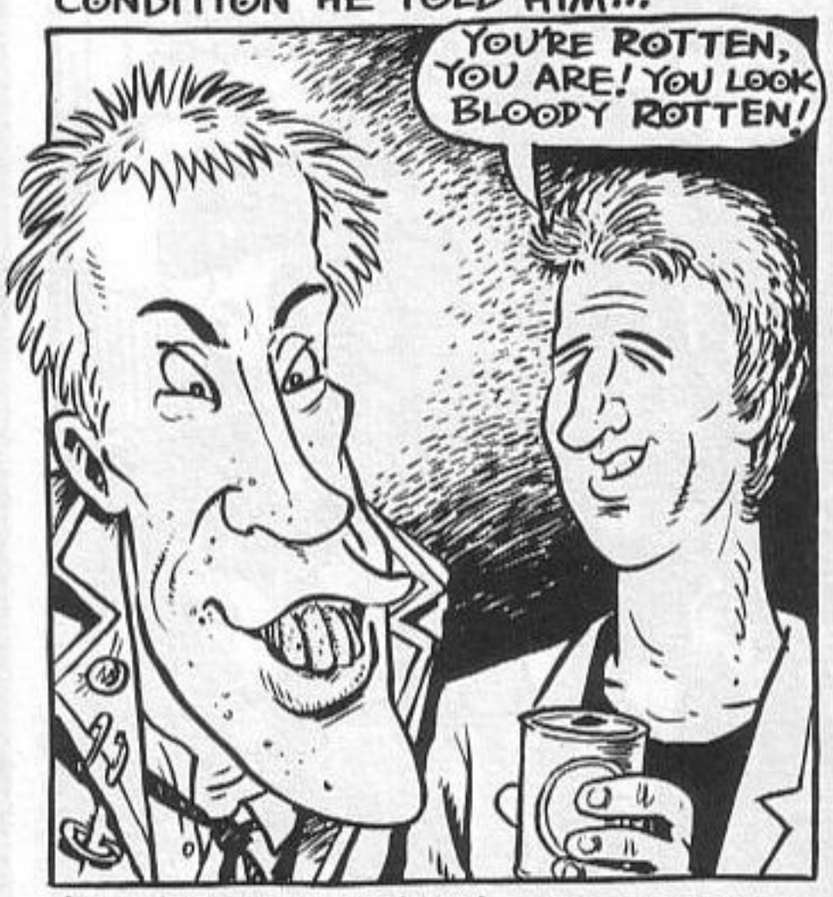
TEENAGERS STEVE JONES AND PAUL COOK HUNG OUT THERE, STEALING STUFF, AS DID AN ANGRY KID NAMED JOHN LYDON.

JONES WANTED TO START A BAND. FUTURE PUNK GURU McLAREN INSISTED LYDON JOIN AS SINGER.

HE IMPROVISED LYRICS TO ALICE COOPER'S "EIGHTEEN" FOR HIS "AUDITION".

McLAREN ADDED STRAIGHT-LACED, BUT MUSICALLY KNOWLEDGEABLE GLEN MATLOCK ON BASS, AND FOUND, TO HIS DELIGHT, THAT THEY ALL HATED EACH OTHER.

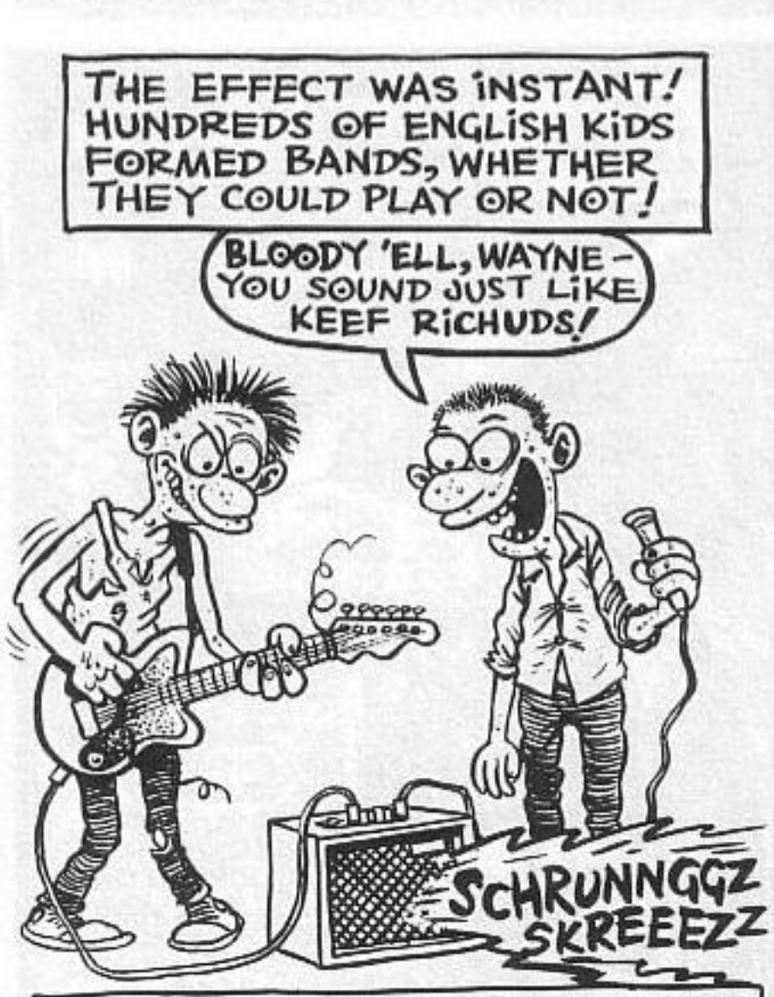
WHEN STEVE JONES CAUGHT SIGHT OF LYDON'S UNFORTUNATE DENTAL CONDITION HE TOLD HIM...



AND FROM THEN ON, JOHN LYDON WAS KNOWN AS...

CALLED THE SEX PISTOLS, THEY PLAYED AN ACTUAL CLUB - LONDON'S MARQUEE - FOR THE FIRST TIME, FEBRUARY 12, 1976!

THE EFFECT WAS INSTANT! HUNDREDS OF ENGLISH KIDS FORMED BANDS, WHETHER THEY COULD PLAY OR NOT!



BUT MAKING PRETTY MUSIC WAS NEVER THE POINT OF PUNK ROCK.

THE MAGAZINE "MELODY MAKER" INTERVIEWED THEM. WHEN STEVE JONES SAID...

ACTUALLY, WE'RE NOT INTO MUSIC! WE'RE INTO CHAOS!

THE PUNK ROCK PHENOMENON HAD REALLY BEGUN!

NO ONE HAD EVER HEARD ANYTHING LIKE IT! A FEW BANDS ROSE TO THE TOP, LIKE -- THE CLASH!!

WHITE RIOT! WANNA RIOT!

THEY RIVALED THE PISTOLS IN POPULARITY.

AND -- THE DAMNED!!

I CAN'T STOP TO MESS AROUND!!

THEY WERE THE FIRST PUNK BAND TO PUT OUT A RECORD AS THE PUNK MOVEMENT STORMED THE U.K.

STATESIDE, KIDS WERE INTO EITHER TOP 40, "PROGRESSIVE ROCK," OR, OF COURSE, DISCO!

DAMN, BABY! YOU LOOK FOXY TONIGHT!

LOOK, JUST GIVE ME SOME MORE COCAINE AND I'LL HAVE SEX WITH YOU...

BUT FOUR KIDS FROM QUEENS, NY, WHO LOVED THE SHORT-FAST-LOUD SOUND OF '60s POP, GOT TOGETHER AND CALLED THEMSELVES -- THE RAMONES!

HEY! HO! LET'S GO!

THEY WORE RIPPED JEANS AND DIRTY SNEAKERS... THEY CRANKED THE VOLUME.

THEY WERE THE EXACT OPPOSITE OF EVERYTHING THE MUSIC BUSINESS FORCED DOWN AMERICA'S THROAT!

THEY STARTED A REVOLUTION ON THE STREETS, WHERE ROCK AND ROLL BELONGED.

CBGB

SPECIFICALLY, A SMALL CLUB CALLED CBGB'S ON NEW YORK'S GRUNGY BOWERY.

ON JULY 4, 1976 -- AMERICA'S BICENTENNIAL -- THE RAMONES MADE THEIR BRITISH DEBUT! AGAIN, THE SENSATION WAS IMMEDIATE...

HEY! HO! LET'S GO!

SADLY, THEY NEVER FOUND THAT POPULARITY AT HOME.

A FRIEND OF JOHN LYDON'S NAMED JOHN RITCHIE LEARNED BASS OFF THE RAMONES ALBUM.

PLUNK

THUB

NOW I WANNA SNIFF SOME GLUE...

JOHN WENT BY THE NICKNAME "SID" AT A SEX PISTOLS SHOW EARLIER IN 1976, HE EARNED A SURNAME WHEN HE CHAIN-WHIPPED JOURNALIST NICK KENT.

HE SOON BECAME -- SID VICIOUS!

SOD OFF, YOU G!****!?

THE SENSATION-CRAVING BRITISH PRESS WENT WILD!

GOOD LORD! I RATHER THINK THESE SO-CALLED "PUNKS" ARE AN AFFRONT TO COMMON DECENCY!

The Blab

PUNK ROCK VIOLENCE SHOCK HORROR

THE PISTOLS OBLIGED THE MEDIA, TAKING EVERY OPPORTUNITY TO JOIN THE FRACAS THAT OFTEN BROKE OUT AT THEIR SHOWS...

SOON, THEY WERE PROHIBITED FROM PLAYING SHOWS IN TOWNS THROUGHOUT ENGLAND!

NOT ALL PUNK GROUPS EMBRACED MAYHEM WITH SUCH LUST. THE PISTOLS' CHIEF RIVALS, THE CLASH, WERE OVERTLY POLITICAL PROTEST ROCKERS...

CAREER OPPORTUNITIES! THE ONES THAT NEVER KNOCK!

HEAVY MANNERS

WHITE RIOT

THE CLASH

BUT ANTI-PUNK HYSTERIA AFFECTED ALL OF THE BANDS. THEY RAN INTO BANS EVERYWHERE THEY WENT!

ON THE OTHER HAND, THE RECORD BUSINESS SAW PUNK AS THE NEXT BIG THING - OR SO THEY THOUGHT!

"...AND WE ARE PROUD TO PRESENT THE FIRST BAND OF THIS NEW WAVE IN YOUNG MUSIC!

THE SEX PISTOLS SIGNED TO EMI.

PUNK WAS QUICKLY BECOMING A FASHION, OR AT LEAST A FAD.

TUT!

PUNK

SOD

BRIAN JAMES OF THE DAMNED DECLARED...

PUNK BECAME A SNOBBY SCENE. WHEN THE UNIFORM BECAME MORE IMPORTANT THAN THE AUDIENCE, PUNK WENT OUT THE WINDOW!

ROXY CLUB

PUNK PUNK PUNK PUNK

BUT PUNK STILL HAD A LOT MORE LIFE LEFT, AS WE SHALL SEE...

FACTOID BOOKS 100% TRUE

ON DECEMBER 1, 1976, THE BRITISH VIEWING PUBLIC SETTLED IN FOR THE DINNER-HOUR "TODAY" PROGRAM. THEY HAD NO IDEA THEY WERE ABOUT TO FIND OUT THAT. . .

OOOO! WHAT'S ON THE TELLY, LOVE?

SOMETHING OF IMPORTANCE, REST ASSURED.

Punk Rules!

REPLACING THE GROUP QUEEN AS LAST-MINUTE GUESTS WERE THE SEX PISTOLS. INTERVIEWER BILL GRUNDY, STRANGELY, ENCOURAGED THEIR REBELLIOUS ATTITUDE.

GO ON. YOU'VE GOT ANOTHER FIVE SECONDS. SAY SOMETHING OUTRAGEOUS!

YOU DIRTY @#$@#!

YOU @$#%ING ROTTER!

LESS THAN A MINUTE OF UNCENSORED AIRTIME PRODUCED, INCREDIBLY, THE BIGGEST SCANDAL OF THE YEAR.

LITERALLY OVERNIGHT, PUNK WENT FROM FRINGE MOVEMENT TO MASS PHENOMENON, WITH THE PISTOLS AS ITS NOTORIOUS LEADERS.

THE GROUP WAS THE NUMBER-ONE TARGET OF BRITAIN'S TABLOID PRESS. MCLAREN TRIED TO HANDLE THE MEDIA.

WHERE ARE THE SEX PISTOLS?

WHAT TIME DID THEY GET UP THIS MORNING?

WHEN ARE THEY EATING LUNCH?

IT WAS THE BEGINNING -- BUT ALSO THE END. THEIR LABEL, EMI, DROPPED THEM.

SORRY, LADS. YOU'RE JUST TOO MUCH TROUBLE.

INEXPLICABLY, THEY FIRED THEIR MUSICAL LEADER, GLEN MATLOCK, AND REPLACED HIM WITH SID, WHO IMMEDIATELY ANNOUNCED. . .

I MET THIS GREAT GIRL. SHE LICKS OUT TOILET BOWLS.

WHICH DIDN'T BODE WELL.

IN 1977, THE CLASH SIGNED TO CBS FOR 200,000 POUNDS! SINGER JOE STRUMMER CLAIMED. . .

THEY SIGNED US TO KEEP US QUIET!

THEY'LL SILENCE US SO THEY CAN GET BACK TO SELLING THEIR ABBA RECORDS!

NOT EVERYONE BOUGHT IT. MARK PERRY, PUBLISHER OF THE INFLUENTIAL FANZINE "SNIFFIN' GLUE," MADE A SOON-TO-BE-FAMOUS STATEMENT:

PUNK DIED THE DAY THE CLASH SIGNED TO CBS!

IN TRUTH, THE POLITICALLY HARD-LINE CLASH WERE, THEMSELVES, TROUBLED.

HOW CAN WE SING ABOUT LIFE ON THE STREETS WHEN WE'VE GOT CASH OURSELVES?

WELL, UH, I -- HMMM.

IN FACT, THE "GRUNDY INCIDENT" HAD MADE PUNK THE NEXT BIG THING. RECORD COMPANIES WERE WAVING WADS OF CASH AT ANY KID WITH VASELINE IN HIS HAIR.

TEMPTING, ISN'T IT??

IN THE U.S., PUNK HAD NO SUCH GALVANIZING INCIDENT. IT REMAINED A FRINGE MOVEMENT.

SORRY, MAN. I PREFER THE MELLOW SOUNDS OF JACKSON BROWNE AND JAMES TAYLOR.

WHILE BRITISH PUNK REBELLED AGAINST SOCIETY, MANY AMERICAN PUNK BANDS REBELLED AGAINST ROCK, STRIPPING THE MUSIC TO ITS ESSENTIALS. SAID TOMMY RAMONE:

WE NEVER CALLED OURSELVES PUNK ROCK! WE'RE YOUNG KIDS PLAYING MUSIC -- ENERGETIC, INNOCENT, WHITE AND MIDDLE CLASS.

IRONICALLY, THEY WANTED COMMERCIAL SUCCESS -- BUT COULDN'T GET IT!

WHAT IS THIS "SHEENA IS A PUNK ROCKER" GARBAGE?

BRING ME THE NEW RICK WAKEMAN LP!

STILL, ON THE WEST COAST, THE PUNK SCENE SPAWNED INFLUENTIAL BANDS LIKE THE GERMS, WHOSE FRONT MAN DARBY CRASH PIERCED AUDIENCES WITH HIS SONGS OF DOOM AND TERROR.

GUITARIST PAT SMEAR WENT ON TO PLAY WITH SEMINAL GRUNGE BAND NIRVANA.

SIMILARLY, THE "HARDCORE" PUNK BANDS LIKE BLACK FLAG ASSAULTED LISTENERS WITH SONGS OF RAGE AND CHAOS.

VISCERAL VOCALIST DEZ CADENA WAS LATER REPLACED BY POET-OF-ANGST HENRY ROLLINS.

THE DEAD KENNEDYS, LED BY THE INCISIVE JELLO BIAFRA, STOOD OUT BECAUSE OF THEIR SATIRICAL AND POLITICAL TUNES, ATTACKING EVERYTHING FROM LIBERAL GOVERNOR JERRY BROWN TO RELIGIOUS RIGHT-WINGER JERRY FALWELL.

THEIR SONGS HAD TITLES LIKE "KILL THE POOR" AND "CHEMICAL WARFARE."

BY MID 1977, IN THE U.K., THE PISTOLS HAD A NEW CONTRACT. BUT THEY STILL SHOCKED. THEIR SINGLE. . .

GOD SAVE THE QUEEN!

THE FASCIST REGIME!

. . .WAS BANNED.

IN THE YEAR OF THE QUEEN'S 25-YEAR JUBILEE, THE SONG CAUSED ANOTHER OUTRAGE AND LED TO CRIES OF. . .

PUNISH THE PUNKS!! PUNISH!! PUNISH!!

JOHNNY "ROTTEN" LYDON SUFFERED THE FIRST ATTACK.

DRUMMER PAUL COOK ALSO SUFFERED A BRUTAL ASSAULT.

AMIDST THIS CHAOS, THE PISTOLS ARRIVED FOR A SHORT TOUR OF THE U.S. THEIR REPUTATION PRECEDED THEM.

DO YOU PLAN TO VOMIT ON STAGE?

WILL YOU BE RAPING MANY YOUNG GIRLS DURING YOUR TOUR?

COULD YOU SAY A NAUGHTY WORD FOR US, PLEASE? WE'RE LIVE!

THE TOUR WAS A DISASTER.

MANAGER MALCOLM MCLAREN INSISTED THE PISTOLS TOUR ONLY THE DEEP SOUTH. . .

TO CONFRONT "REAL AMERICANS."

THESE ENGLISH FELLERS SHORE DO SUCK!

SAN FRANCISCO. JANUARY 13, 1978. JOHNNY ROTTEN'S LAST WORDS AS A SEX PISTOL:

EVER GET THE FEELING YOU'VE BEEN CHEATED?!?

THE BAND BROKE UP. SEVERAL MONTHS LATER, SID VICIOUS DIED OF A HEROIN OVERDOSE.

IN 1991, SEATTLE'S KURT COBAIN, WHOSE IDOL WAS SID VICIOUS, LED THE GRUNGE MOVEMENT, REVIVING THE SPIRIT OF PUNK.

JUST THREE YEARS LATER, COBAIN KILLED HIMSELF.

IN 1996, THE SEX PISTOLS (WITH ORIGINAL BASSIST GLEN MATLOCK) REUNITED. THEY WERE ALL OVER 40. WHAT DID THEY HOPE TO GAIN?

YOUR MONEY!

THEY EACH COLLECTED A REPORTED $1.5 MILLION.

AFTERWORD

WELCOME BACK, TIME-TRAVELLING BUDS. SO, DO YOU SEE NOW THAT THE '70s WEREN'T JUST ABOUT WEARING GREAT CLOTHES AND HANGING OUT IN COOL PLACES WITH THE BEAUTIFUL PEOPLE?

THE '70s WERE A DECADE OF TRANSITION.

NOWADAYS, A FEW GLOBAL MEDIA CONGLOMERATES TELL YOU WHAT TO THINK, AND WEAR AND DO.

YOU JUST SMILE AND DON'T ASK QUESTIONS.

IN THE '70s, THE 24-7 MEDIA SOCIETY WAS JUST GETTING STARTED... WHILE OLD WAYS WERE BREAKING DOWN, YOU HAD TO MAKE UP WHO YOU WERE...

SQUIRT

ZONK!

...AS YOU WENT ALONG.

WITH ALL THE SHORTAGES AND ECONOMIC HARD TIMES, AMERICA FINALLY FACED ITS LIMITS. MATERIALISM TOOK A BACK SEAT.

WITH NO TOYS TO PLAY WITH, YOUR OWN IDENTITY BECAME THE TOY. MAYBE YOU WERE INTO

PUNK!

OR MAYBE YOU WERE INTO

FUNK!

WHATEVER YOU WERE INTO, IT WAS YOURS.

...NOT SOMETHING RAMMED DOWN YOUR THROAT BY MTV, DISNEY OR SOME OTHER MEDIA MEGA-CORPORATION.

WE WERE ALL LONELY TRAVELLERS IN THE '70s...

...ON A ROAD THAT LED WE KNEW NOT WHERE.

YES, WE FOCUSED ON OURSELVES. WHAT ELSE COULD GUIDE US, IN THOSE DAYS?

2000

AND SO WE LEAVE THE '70s.

BUT I'LL MISS THIS DECADE.

I'VE SEEN THEM ALL AND THE '70s WERE THE LAST DECADE WHERE YOU COULD TRULY BE...

...FREE!

BIOGRAPHIES

WRITER

JONATHAN VANKIN
Did Jonathan Vankin actually wear flared Lees until 1983? This secret, if true, will never come to light. It was many years ago, and those in a position to testify have been neutralized. As far as anyone recalls, Vankin is simply the author of several volumes in the "Big Book" series, most recently, *The Big Book of Grimm*. In reality, he spent much of the '70s listening to imported punk rock 45s and reading comic books. In fact, he has based much of his personal philosophy on the 1974 Michael Fleisher/Jim Aparo run on "The Spectre" in *Adventure Comics*. He's now a freelance writer in Los Angeles where he lives a mellow life with his two cats and his wife Deb—the grooviest, most happening chick in the whole school!

ARTISTS

BILL ALGER
Former child televangelist and current liquor-soused vagrant, Bill Alger draws kids' comics for a childless society. (Page 157)

SERGIO ARAGONÉS
Sergio is the creator of the award-winning comic *Groo*. His comics and illustrations have appeared in *MAD*, and most recently in *Sergio Aragonés' Louder Than Words* from Dark Horse Comics and in *Fanboy*, written by Mark Evanier, from DC Comics. (Page 142)

RENATO ARLEM
Renato has worked as both a penciller and inker for WildStorm, Crusade, Malibu, and Marvel Comics. He lives in São Paulo, Brazil. (Page 112)

GREGORY BENTON
Gregory's cartooning wonderment has appeared in *Details*, *High Times*, and in his own comic book *Hummingbird*. At the end of the day, he can be seen standing high atop the Chrysler building, arms akimbo, saying, "My work here is done." (Page 181)

NICK BERTOZZI
Xeric Grant-winning New York cartoonist Nick Bertozzi has made a weird comic called *Boswash* in a neat street-map format. (Page 14)

STEPHEN BLUE
Stephen is the perpetrator of *Red River, The Awakening,* and the New York City blackout. Apparently, he pulled the "Big Plug." (Page 126)

BRIAN BUNIAK
Years ago, Buniak had a vision that someday there would be a book about the '70s. So he worked hard to be the obvious choice to illustrate the story about "Charlie's Angels." (Page 57)

DAN BURR
Recent work can be found in *The Big Book of Losers, Thugs, Freaks, Vice,* and *Weird Wild West,* and in *The Spirit: New Adventures*. Further excavation may uncover the graphic novel *Kings in Disguise*. (Page 151)

VICTOR CAYRO
"I like to smoke, which in itself makes me cool, and I got a huge beard I truck with, making us one badass trio---- not wise to mess with the smoking beard." Victor also specializes in getting drunk, self-humiliation, and falling asleep in elevators. (Page 34)

JOHN CEBOLLERO
John enjoys getting out of the house now that the ankle bracelet alarm has been taken off. John's art has appeared in numerous Big Books and independent comics. He inked *Realworlds: Batman* for DC. (Page 54)

CLIFF CHIANG
Cliff doesn't remember much about the '70s, except for Shaun Cassidy's unforgettable single "Da Doo Ron Ron." At the tender age of five, Cliff took the 45 and tried to flush it down the toilet. (Page 71)

MICHAEL COLLINS
Mike took up comics after realizing that, as a flabby white guy from Britain, he would never achieve his ambitions: to become president of the U.S.A. and/or one of Diana Ross's Supremes. (Page 38)

DAVE COOPER
Dave is creator of the critically acclaimed *Weasel* comic, published by Fantagraphics Books. He lives in Ottawa, Canada with his wife, Julie. (Page 43)

COLLEEN DORAN
Colleen is the writer, artist, and creator of the series *A Distant Soil*. She worked on *Sandman* and drew the graphic novel *Wonder Woman: The Once and Future Story* for DC. (Page 63)

RANDY DuBURKE
Randy's work for DC Comics includes covers of *Animal Man, Darkstars, Ms. Tree,* and *The Shadow*. He drew the story "Big Shot" for the DC/Vertigo anthology *Gangland,* and other stories for various Vertigo anthologies. He also did *Hunter's Heart,* a Paradox Graphic Mystery. (Page 163)

HUNT EMERSON
Hunt grumbled and stumbled his confused way through the '70s, wore embarrassing clothes and eye makeup, drew comics, and regretted the passing of the '60s. (Page 178)

GARY FIELDS
Gary has been drawing stories for the Cartoon Network comics for years, including ones featuring *The Flintstones, The Jetsons, Cow and Chicken,* and *Dexter's Laboratory*. (Page 78)

BOB FINGERMAN
Bob has no false nostalgia for the "groovy" '70s. It was a stupid decade with the worst clothes but conversely some of the greatest movies ever. (Page 104)

SETH FISHER
Happydale creator and doctor of deception, Seth spends his spare time thinking about updating his web site. (Page 16)

SHARY FLENNIKEN
Shary illustrated Gavin Edward's third book of misheard song lyrics, animated comic characters for Microsoft, and created a series of trading cards designed to help you understand the meaning of your weirdest dreams. (Page 88)

LANGDON FOSS
Langdon dreams of loftier goals. He currently lives near some cows he'd prefer were llamas. He collects cat whiskers. (Page 10)

RICK GEARY
Rick is an occasional contributor to *MAD*. His last graphic novel was *The Borden Tragedy* and his latest is *The Fatal Bullet,* a study of the assassination of President James A. Garfield, both published by NBM. He also publishes a line of unusual postcards. (Page 67)

GREY
Grey has been in the comics business for many years. He has drawn various books and designed characters for Valiant, Defiant, Harris and DC. He drew *Vampirella* for Harris and an issue of *Impulse* for DC. (Page 152)

N. STEVEN HARRIS
Steven drew the comic *Aztek,* written by Grant Morrison, for DC. He's also drawn *Catwoman, Robin* and others. (Page 177)

DEAN HASPIEL
Dean's comix appear in *Keyhole, Daydream Lullabies: A Billy Dogma Experience,* and various indie anthologies. Look out for his next comic, *Boy In My Pocket,* due late summer. (Page 26)

DANNY HELLMAN
Danny's "latex fantasy" parties are still all the rage in the East Village, and his prowess at rubber-band bondage is unequaled. (Page 20)

SAM HENDERSON
Sam's many credits include writing for DC's Cartoon Network titles, "Scene, But Not Heard," for *Nickelodeon Magazine* (edited by Harvey-nominated hipster Chris Duffy), and a collection of his more "mature" work (which means there are a lot of asses in it) called *The Magic Whistle Blows* from St. Martin's Press. (Page 32)

SHEPHERD HENDRIX
Shep has spent many years dancing with the big boys (DC, Dark Horse, Milestone, and Kitchen Sink). (Page 41)

CHRIS JORDAN
Chris is an illustrator whose credits include *Discover, Disney Adventures, Family Fun,* and *Allure.* He is also working on *Babyhead Magazine* to be published by Slave Labor Graphics. (Page 50)

ALAN KUPPERBERG
Since 1971, New Yorker Alan Kupperberg has drawn *Justice League, Firestorm, Warlord,* etc. for DC Comics, and *Spider-Man, Thor, The Avengers, Captain America,* and others for Marvel. (Page 79)

TERRY LABAN
As a cartoonist Terry has written and drawn the comics *Unsupervised Existence, Cud and Cud Comics.* For DC, he has written issues of *The Dreaming* and the miniseries *Battleaxes.* He walks tall amongst his people and is known to be cruel, but fair. (Page 91)

ROGER LANGRIDGE
Roger wandered the streets of New York as a pitiful bum for years, suffering from amnesia and beard overgrowth. Finally, he was shaved by the Human Torch and remembered his true heritage as the son of Atlantis. He cannot communicate with fish, but he does have cute little wings on his feet. (Page 145)

JASON LITTLE
Jason is the author and artist of *Bee,* a weekly, color adventure strip appearing on the Internet, as well as the Xeric-winning *Jack's Luck Runs Out.* (Page 33)

DAVID LLOYD
Other work by David can be seen in the classic graphic novel *V for Vendetta,* in *The Horrorist, Weird War Tales,* and *Flinch,* published by DC/Vertigo. Be good to yourself and buy all of them. (Page 115)

GRAHAM MANLEY
Graham sings and dances, struts and prances, and is well known as the Scottish King of the Mambo. (Page 60)

STEVE MANNION
Steve Mannion was raised among his people, the Mannionites, in the wilds of New Jersey known as the Pine Barrens. He spreads his love through the world, and hunts the Jersey Devil in his spare time. (Page 100)

MATT MITCHELL
Matt is an illustrator and cartoonist. This is his first work for DC. He'd like to thank his wonderful wife, though she had nothing to do with him getting this story. (Page 40)

GRAY MORROW
Gray has drawn the comic strips *Flash Gordon, Friday Foster, Buck Rogers,* and currently does *Tarzan.* He drew stories for *Creepy* and *Eerie,* has done work for Marvel and DC, as well as hundreds of book covers and magazine illustrations. (Page 130)

TAYYAR OZKAN
Tayyar's collection *Caveman: Evolution* Heck was published by NBM in the U.S. and to popular and critical acclaim in France. His *Caveman* comic, started in 1998, is published regularly. Tayyar also drew *La Pacifica,* a Paradox Graphic Mystery written by Joel Rose and Amos Poe, published by Paradox Press. (Page 108)

JEFF PARKER
There is much that your scientists still do not fully understand about how Parker draws the way he does. (Page 76)

MICHAEL PERKINS
Mike is currently inking the *Green Lantern/Aliens* crossover. He conducts his work from a small studio, listening to poptastic tunes on BBC Radio One all day. His brain is becoming mush, but with a William Orbit backbeat. (Page 160)

SEAN PHILLIPS
Sean has drawn *Hellblazer* and *Kid Eternity* for DC/Vertigo and has painted covers for such books as *The Invisibles.* He is currently drawing *WildCats* for WildStorm. (Page 85)

PAUL POPE
Pope is known hither and yon for writing and drawing his essential Mars-girls comic *THB,* drawn in the cutie-pie style for Horse Press. Other works include *Escapo* for Horse Press, *The One-Trick Rip-Off* for Dark Horse, and the science-fiction thriller *Heavy Liquid* for DC/Vertigo. (Page 170)

MARK POUTENIS
Mark spends his free time prowling the secluded spots in the dark reaches of the New York City subway system. The Mole People who live there call him "Surface Guy Who Talks A Lot." They consider him one of their own. (Page 46)

RODNEY RAMOS
Rodney's stylish ink work has appeared in *Transmetropolitan* and in other books for DC Comics. His illustrations have appeared in such publications as *The Village Voice.* (Page 107)

JOHN RIDGWAY
John's most recent work for DC/Vertigo has appeared in *Michael Moorcock's Multiverse, The Invisibles,* and *The Books of Magic.* He has also drawn historical war stories for *Commando* in Britain. (Page 135)

JAMES ROMBERGER
James Romberger's sleazy horror is on view in *Flinch* from DC/Vertigo and most of the rest of the Big Book series. (Pages 5 and 184)

SALGOOD SAM
By day an extra in a film by Fritz Lang, Salgood skulks home from the set each night and following the orders of an enchanted salamander living in his large intestine, he draws. (Page 174)

MARIE SEVERIN
Marie started as a colorist at EC Comics and as an artist for the Federal Reserve Bank of New York. She then found a home at Marvel for 30 years. She does coloring for *Superman Adventures* for DC Comics. (Page 155)

ERIC SHANOWER
Eric's comics work can be seen in *Weird War Tales, Harlan Ellison's Dream Corridor,* the "Oz" graphic novels, and *Oz-Story.* He writes and draws the ongoing series *The Bronze Age.* (Page 12)

JEN SORENSEN
Jen currently draws a weekly strip called *Slowpoke*, which will be collected in book form at the end of the year. Her character Drooly Julie enjoys humping trees. (Page 8)

ROBERT F. SNYDER
Alimento laborabo. (Page 167)

JOE STATON
Joe has worked for Marvel on *The Incredible Hulk,* and for DC illustrating *Superman, Batman, Plastic Man, Green Lantern, Scooby-Doo,* and many others. Joe illustrated *Family Man,* a graphic novel in the Paradox Mystery line written by Jerome Charyn. (Page 148)

TOM SUTTON
For many years, Tom has drawn comics including *Creepy* and *Eerie,* various titles for Marvel and DC, and many stories for the Big Book series in the '90s. We have sent the bio that Tom originally submitted to be placed in a listing of personal ads under "Variations." (Page 95)

CRAIG THOMPSON
Craig had labored many seasons in Wisconsin ginseng gardens before applying his agricultural expertise to the flourishing graphic novel *Good-bye, Chunky Rice* from Top Shelf Productions. (Page 30)

STEVE VANCE
Steve writes, draws, designs, and hatches crackpot schemes for global domination in the comfort of his secret underground base somewhere in Southern California. He has also written stories for *The Big Book of Hoaxes, The Big Book of Bad,* and *The Big Book of Vice* for Paradox Press. (Page 123)

ALEX WALD
Alex shoots turkeys in his underwear, turkeys that just have no *business* being in his underwear. (Page 120)

STEVEN WEISSMAN
Steven is the author of *Champs,* published by Fantagraphics Books. (Page 36)

BIBLIOGRAPHY

FREAKY FADS

'70s SEXPLOSION

Boulware, Jack. *Sex American Style: An Illustrated Romp Through the Golden Age of Heterosexuality.* Los Angeles: Feral House, 1997.

D'Emilio, John and Estelle B. Freedman. *Intimate Matters: A History of Sexuality in America.* New York: Harper and Row, 1988.

Heidenry, John. *What Wild Ecstasy: The Rise and Fall of the Sexual Revolution.* New York: Simon & Schuster, 1997.

Petersen, James R. *The Century of Sex: Playboy's History of the Sexual Revolution, 1900-1999.* New York: Grove Press, 1999.

PARTYING IN THE '70S

Editors of *Ben is Dead* Magazine. *Retro Hell: Life in the 70s and 80s, From Afros to Zotz.* Boston: Back Bay Books, 1997.

Editors of Time-Life Books. *Time of Transition: The 70s.* Richmond, VA: Time-Life Books, 1998.

Flynn, John C. *Cocaine: An In-Depth Look at the Facts, Science, History and Future of the World's Most Addictive Drug.* New York: Citadel Press, 1991.

Hogshire, Jim. *Pills-A-Go-Go: A Fiendish Investigation into Pill Marketing, Art, History and Consumption.* Los Angeles: Feral House, 1999.

Matthews, Scott. *Stuck in the Seventies: A Groovy Nostalgia Trip to the Wildest Era Ever.* Chicago: Bonus Books, 1995.

STYLE, '70s STYLE

Editors of *Ben is Dead* Magazine. *Retro Hell: Life in the 70s and 80s, From Afros to Zotz.* Boston: Back Bay Books, 1997.

Editors of Time-Life Books. *Time of Transition: The 70s.* Richmond, VA: Time-Life Books, 1998.

Matthews, Scott. *Stuck in the Seventies: A Groovy Nostalgia Trip to the Wildest Era Ever.* Chicago: Bonus Books, 1995.

Rolling Stone: The Seventies. New York: Little, Brown and Co., 1998.

Stewart, Gail B. *A Cultural History of the United States Through the Decades: The 1970s.* San Diego: Lucent Books, 1999.

Yapp, Nick. *The Hulton Getty Picture Collection: The 1970s.* Koln, Germany: Konemann, 1998.

'70s LINGO

Editors of *Ben is Dead* Magazine. *Retro Hell: Life in the 70s and 80s, From Afros to Zotz.* Boston: Back Bay Books, 1997.

Editors of Time-Life Books. *Time of Transition: The 70s.* Richmond, VA: Time-Life Books, 1998.

Illustrated Dictionary of Seventies Slang Web site: http://members.aol.com/lexicon70s/70sLexiconIntro.html

Matthews, Scott. *Stuck in the Seventies: A Groovy Nostalgia Trip to the Wildest Era Ever.* Chicago: Bonus Books, 1995.

THE SHORT, HAPPY LIFE OF DISCO

Cagle, Jess. "Disco's Hunks of Pumping Irony." *Entertainment Weekly,* July 19, 1991.

Haden-Guest, Anthony. *The Last Party: Studio 54, Disco and the Culture of the Night.* New York: William Morrow and Co., 1997.

Morgan, Roberta. *Disco.* New York: Bell Publishing Co., 1979.

Rolling Stone: The Seventies. New York: Little, Brown and Co., 1998.

Waldrep, Shelton, ed. *The Seventies: The Age of Glitter in Popular Culture.* New York: Routledge, 2000.

STUDIO 54

Colacello, Bob. "Anything Went." *Vanity Fair,* March, 1996.

Gross, Michael. "Little Stevie Wonder: The Death and Life of Steve Rubell." *New York,* August 14, 1989.

Haden-Guest, Anthony. *The Last Party: Studio 54, Disco and the Culture of the Night.* New York: William Morrow and Co., 1997.

Lemon, Brendan. "The Real Rubell." *The Advocate.* July 21, 1998.

Neill, Michael. "Steve Rubell, Studio 54's Puckish Ringmaster, Follows His Club Into History." *People Weekly,* August 14, 1989.

Rolling Stone: The Seventies. New York: Little, Brown and Co., 1998.

KUNG FU

Glaesner, Verina. *Kung Fu: Cinema of Vengeance.* New York: Bounty Books, 1974.

Lee, Linda. *The Bruce Lee Story.* New York: Ohara Publications, 1989.

STREAKING!

Bad Fads Web site: http://www.badfads.com

Lange, Jamie. "In Retrospect: Streaking Fad Hits Iowa State." *Iowa State Daily,* April 29, 1999.

Streaking.org Web site *(http://www.streaking.org)*

PET ROCKS!

Editors of *Ben is Dead* Magazine. *Retro Hell: Life in the 70s and 80s, from Afros to Zotz.* New York: Little, Brown and Co., 1997.

"Hot Rocks." *Newsweek,* November 10, 1975.

Stern, Jane and Michael. *The Encyclopedia of Pop Culture.* New York: Harper Perennial Press, 1992.

THE SMILEY FACE

"Creator of Smiley Face Icon Wants Recognition." Associated Press, July 7, 1998.

Dempsey, Jim. "His Face Launched a Sensation." *Worcester Telegram and Gazette,* July 7, 1996.

"Still Smiling." *People Weekly,* August 3, 1998.

MOOD RINGS

Appelbaum, Carol. "1991 Color Craze Puts the Fashion Industry in Mood for '70s Spinoffs." *Chicago Tribune,* May 12, 1991.

Armstrong, Aurora Mackey. "In the Mood." *Los Angeles Times,* April 25, 1991.

Bad Fads Museum: *http://www.badfads.com*

Brain.com: *http://www.brain.com/*

Editors of Time-Life Books. *Time of Transition: The 70s.* New York: Time-Life, Inc., 1998.

SPACE FOOD

Editors of *Ben is Dead* Magazine. *Retro Hell: Life in the 70s and 80s, From Afros to Zotz.* Boston: Back Bay Books, 1997.

Editors of Time-Life Books. *Time of Transition: The 70s.* Richmond, VA: Time-Life Books, 1998.

Matthews, Scott. *Stuck in the Seventies: A Groovy Nostalgia Trip to the Wildest Era Ever.* Chicago: Bonus Books, 1995.

Retro Future Web Site: http://205.188.143.11/whatis.html

RUNNING FIXX

"A How-To Book on the Simplest Sport Becomes the Year's Runaway Best-Seller." *People Weekly,* December 25, 1978.

Furlong, William Barry. "The Fitness Myth." *Playboy,* May, 1988.

Fixx, Jim. *The Complete Book of Running.* New York: Random House, 1977.

Lawson, Carol. "Behind the Best Sellers: James F. Fixx."*The New York Times Book Review,* January 8, 1978.

Noden, Merrel. "Jim Fixx." *Sports Illustrated,* September 19, 1994.

10-4, BACK DOOR

Microsoft Encarta Encyclopedia, 1999.

Day, Rebecca. "Hey Good Buddy, CB is Back." *Popular Mechanics*, January 1, 1995.

"C.W. McCall: An American Legend" Web site: *http://www.techren.com/mccall/index.html*

BOOTLEG LPS

Heylin, Clinton. *Bootleg: The Secret History of the Other Recording Industry.* New York: St. Martin's Press, 1994.

Walker, Robert. "A Brief But Incomplete History of Bootlegs." *Hot Wacks* Web site: http://log.on.ca/hotwacks/

USELESS CRAP

Editors of *Ben is Dead* Magazine. *Retro Hell: Life in the 70s and 80s, From Afros to Zotz*. Boston: Back Bay Books, 1997.

Editors of Time-Life Books. *Time of Transition: The 70s*. Richmond, VA: Time-Life Books, 1998.

Matthews, Scott. *Stuck in the Seventies: A Groovy Nostalgia Trip to the Wildest Era Ever.* Chicago: Bonus Books, 1995.

THE PLAYERS

JOHN LENNON

Bracewell, Michael. "Yoko On Lennon." *The Daily Telegraph Magazine*, November 1, 1997.

Coleman, Ray. *Lennon: The Definitive Biography*. New York: Harper Perennial Library, 1992.

Green, John. *Dakota Days*. New York: St. Martin's Press, 1983.

Goldman, Albert. *The Lives of John Lennon*. New York: William Morrow and Co., 1988.

Seaman, Frederic. *The Last Days of John Lennon*. New York: Birch Lane Press, 1991.

Sheff, David. *The Playboy Interviews with John Lennon and Yoko Ono*. New York: Playboy Press, 1981.

Stockdale, Tom. *They Died Too Young: John Lennon*. Philadelphia: Chelsea House, 1998.

Wiener, John. *Come Together: John Lennon in His Time*. New York: Random House, 1984.

"HANOI" JANE

Andersen, Christopher. *Citizen Jane: The Turbulent Life of Jane Fonda*. New York: Henry Holt and Company, 1990.

Collier, Peter. *The Fondas: A Hollywood Dynasty*. New York: G.P. Putnam's Sons, 1991.

Freedland, Michael. *Jane Fonda: A Biography*. New York: St. Martin's Press, 1988.

Guiles, Fred Lawrence. *Jane Fonda: The Actress in Her Time*. Garden City, NY: Doubleday, 1982.

Vadim, Roger. *Bardot, Deneuve, Fonda: My Life With the Three Most Beautiful Women in the World*. New York: Simon & Schuster, 1986.

KISSINGER

Hersh, Seymour. *The Price of Power: Kissinger in the Nixon White House*. New York: Summit Books, 1983.

Isaacson, Walter. *Kissinger: A Biography*. New York: Simon & Schuster, 1992.

Kalb, Marvin and Bernard. *Kissinger*. Boston: Little, Brown and Co., 1974.

Landau, David. *Kissinger: The Uses of Power*. Boston: Houghton Mifflin Company, 1972.

Mazlish, Bruce. *Kissinger: The European Mind in American Policy*. New York: Basic Books, 1976.

"THIS IS HOWARD COSELL!"

Bark, Ed. "Cosell: The Mouth Will Rise Again." *Dallas Morning News*, November 1, 1999.

Cope, Myron. "Would You Let This Man Interview You?/This SI Classic From 1967." *Sports Illustrated*, March 21, 1994.

Cosell, Howard. *Cosell by Cosell*. Chicago: Playboy Press, 1973.

---. *Like It Is*. Chicago: Playboy Press, 1974.

---. *I Never Played the Game*. New York: William Morrow and Co., 1985.

Evans, Howie. "Cosell: Black Athlete's Friend." *New York Amsterdam News*, April 29, 1995.

Falk, Bill. "A Legend is Gone." *Newsday*, April 24, 1995.

Kindred, Dave. "He Told It Like It Was." *The Sporting News*, March 27, 1995.

Newman, Bruce. "There Had Never Been Anyone Quite Like Howard Cosell." *Sports Illustrated*, September 19, 1994.

Plummer, William. "The Mouth That Roared." *People Weekly*, May 8, 1995.

THE GREATEST

Ali, Muhammad with Richard Durham. *The Greatest: My Own Story*. New York: Random House, 1975.

Remnick, David. "American Hunger." *The New Yorker*, October 12, 1998.

Schulberg, Bud. *Loser and Still Champion: Muhammad Ali*. Garden City, NY: Doubleday, 1972.

GOVERNOR MOONBEAM

Bollens, John C. and G. Robert Williams. *Jerry Brown: In a Plain Brown Wrapper*. Pacific Palisades, CA: Palisades Publishers, 1978.

Brown, Edmund G. Jr. *Thoughts*. San Francisco: City Lights Books, 1976.

Henwood, Doug. "He's Back!" *Left Business Observer*, February-April, 1992.

Lorenz, J.D. *Jerry Brown: The Man on a White Horse*. Boston: Houghton Mifflin Company, 1978

Salzman, Ed. Jerry Brown: *High Priest and Low Politician*. Sacramento, CA: California Journal Press, 1976.

Schell, Orvill. *Brown*. New York: Random House, 1978.

Schrag, Peter. *Paradise Lost: California's Experience, America's Future*. New York: The New Press, 1998.

CHUCK BARRIS

Barris, Chuck. *Confessions of a Dangerous Mind*. New York: St. Martin's Press, 1984.

Barris, Chuck. *The Game Show King*. New York: Carroll and Graf, 1993.

THE DECADE OF EVEL

Eszterhaus, Joe. "Deliver Us from Evel." *Rolling Stone: The '70s*. New York: Little, Brown and Co., 1998.

Garrett, Jerry. "Midnight in the Garden of Good and Evel." *Car and Driver*, October 1998.

Hoffer, Richard. "Where Evel Lurks." *Sports Illustrated*, October 7, 1996.

Sager, Mike. "What I've Learned: Evel Knievel." *Esquire*, July, 1999.

Schwarz, Frederic. "The Banality of Evel." *Forbes*, September, 1999.

BURT REYNOLDS

Ascher-Walsh, Rebecca. "Boogie Knight." *Entertainment Weekly*, March 6, 1998.

Internet Movie Database Web site: http://us.imdb.com/

Mr. Showbiz Web site: *http://www.mrshowbiz.go.com*

Modderno, Craig. "Burt Reynolds in The Comeback Kid." *Los Angeles Times*, January 4, 1987.

Reynolds, Burt. *My Life*. New York: Hyperion, 1994.

FONZIEMANIA!

Editors of *Ben is Dead* Magazine. *Retro Hell: Life in the 70s and 80s, From Afros to Zotz*. Boston: Back Bay Books, 1997.

TV Party Web site: http://www.tvparty.com

JIMMY CARTER

Brinkley, Douglas. *The Unfinished Presidency: Jimmy Carter's Journey Beyond the White House*. New York: Viking, 1998.

Carter, Jimmy. "The Crisis of Confidence." Speech delivered July 15, 1976. Available on line: *http://www.tamu.edu/scom/pres/archive.html*

Glad, Betty. *Jimmy Carter: In Search of the Great White House*. New York: W.W. Norton and Co., 1980.

Mollenhoff, Clark R. *The President Who Failed: Carter Out of Control*. New York: MacMillan Publishing Co., 1980

Morris, Kenneth E. *Jimmy Carter: American Moralist*. Athens, GA: University of Georgia Press, 1996.

Scheer, Robert. "Interview with Jimmy Carter." *Playboy*, November, 1976.

Schraff, Anne. *Jimmy Carter: Human Rights Leader*. Springfield, NJ: Enslow Publishers, 1998.

GARY GILMORE

"Gary Gilmore Interview." *Playboy*, April, 1977.

Gilmore, Mikal. *Shot in the Heart*. New York: Anchor Books, 1995.

Mailer. Norman. *The Executioner's Song*. New York: Vintage Books, 1998.

Williams, Dennis. "Gary Gilmore: Death Wish." *Newsweek*, January 31, 1977.

---"Gilmore Gets His Wish." *Newsweek*, January 31, 1977

"AND THAT'S THE WAY IT WAS..."

WOMEN'S LIBERATION

Cohen, Marcia. *The Sisterhood: The True Story of the Women Who Changed the World*. New York: Simon & Schuster, 1988.

Living the Legacy: The Women's Rights Movement 1848-1998 Web site: *http://www.Legacy98.org*

Tobias, Sheila. *Faces of Feminism: An Activist's Reflections on the Women's Movement*. Boulder, CO: Westview Press, 1997.

THE FALL OF NIXON

Aitken, Jonathan. *Nixon: A Life*. Washington D.C.: Regnery Publishing, 1993.

Brodie, Fawn M. *Richard Nixon: The Shaping of His Character*. New York: W.W. Norton and Co., 1981

Emery, Fred. *Watergate: The Corruption of American Politics and the Fall of Richard Nixon*. New York: Touchstone Books, 1994.

Fremon, David K. *The Watergate Scandal in American History*. Springfield, NJ: Enslow Publishers, Inc., 1998.

Kutler, Stanley. *The Wars of Watergate: The Last Crisis of Richard Nixon*. New York: Alfred A. Knopf, 1990.

Nixon, Richard. *In the Arena: A Memoir of Victory, Defeat and Renewal*. New York: Simon & Schuster, 1990.

Woodward, Bob and Carl Bernstein. *The Final Days*. New York: Simon & Schuster, 1976.

PATTY HEARST: THE TRIALS OF TANIA

Alexander, Shana. *Anyone's Daughter*. New York: Viking Press, 1979.

Baker, Marilyn, & Sally Brompton. *Exclusive! The Inside Story of Patricia Hearst and the SLA*. New York: Macmillan, 1974.

Boulton, David. *The Making of Tania: The Patty Hearst Story*. London: New English Library, 1975.

Carlsen, William. "Heiress Patty Hearst's Abduction 25 Years Ago Took the Country on a Wild Ride." *San Francisco Chronicle*, February 4, 1999.

Hearst, Patricia Campbell with Alvin Moscow. *Every Secret Thing*. New York: Doubleday, 1982.

Jimenez, Janey as told to Ted Berkman. *My Prisoner*. Kansas City, KS: Sheed Andrews & McMeel, 1977.

McLellan, Vin. *The Voices Of Guns: The Definitive Dramatic Story Of The Twenty-Two-Month Career Of The Symbionese Liberation Army, One Of The Most Bizarre Chapters In The History Of The American Left*. New York: Putnam, 1979.

Pascal, John, & Francine Pascal. *The Strange Case of Patty Hearst*. New York: New American Library, 1974.

Reeves, Kenneth J. *The Trial of Patty Hearst*. San Francisco, CA: Great Fidelity Press, 1976.

Weed, Steven with Scott Swanton. *My Search for Patty Hearst*. New York: Crown, 1976.

THE END OF THE VIETNAM WAR

Garfinkle, Adam. *Telltale Hearts: The Origins and Impact of the Vietnam Antiwar Movement*. New York: St. Martin's Press, 1995.

Herring, George C. *America's Longest War: The United States and Vietnam, 1950-1975*. New York: Alfred A. Knopf, 1986.

Lembcke, Jerry. *The Spitting Image: Myth, Memory and the Legacy of Vietnam*. New York: New York University Press, 1998.

Payne, J. Gregory. *Mayday, Kent State*. Dubuque, Iowa: Kendall/Hunt Pub. Co., 1981.

Todd, Oliver. *Cruel April: The Fall of Saigon*. New York: W.W. Norton, 1987.

Wells, Tom. *The War Within: America's Battle Over Vietnam*. Berkeley, CA: University of California Press, 1994.

LIFE WITHOUT MEAT: THE MEAT SHORTAGE

Editors of *Ben is Dead* Magazine. *Retro Hell: Life in the 70s and 80s, From Afros to Zotz*. Boston: Back Bay Books, 1997.

"The Great Meat Furor." *Newsweek*, April 9, 1973.

"Meat Shortage: When Will it End?" *U.S. News and World Report*, August 13, 1973.

Meyer, Herbert E. "The Baffling Super-Inflation in Meat." *Fortune*, July, 1973.

"When Frustration About Food Prices Rises to a Boil." *U.S. News and World Report*, April, 9, 1973.

THE BICENTENNIAL

Barthelme, Donald and Edward Sorel. "Monumental Folly." *Atlantic Monthly*, February, 1976.

"The Bicentennial." *Time*, July 5, 1976

Lemisch, Jesse. "Bicentennial Schlock." *The New Republic*, November 1976.

ENERGY CRISIS!

Allvine, Fred C. and James M. Patterson. *Highway Robbery: An Analysis of the Gasoline Crisis*. Bloomington, IN: Indiana University Press, 1974.

Anderson, Jack with James Boyd. *Fiasco*. New York: Times Books, 1983.

Rand, Christopher T. *Making Democracy Safe For Oil: Oilmen and the Islamic East*. Boston: Atlantic Monthly Press, 1975.

Sherrill, Robert. *The Oil Follies of 1970-1980*. Garden City, NY: Doubleday, 1983.

THE MOONIES

Clarkson, Fred. "Behind the Times: Who Pulls the Strings as Washington's No. 2 Daily?" *Extra*! August/September 1997.

Edwards, Christopher. *Crazy for God: The Nightmare of Cult Life*. Englewood, NJ: Prentice-Hall, 1979.

Galanter, Marc. *Cults: Faith, Healing and Coercion, 2nd Edition*. New York: Oxford University Press, 1999.

Hassan, Steven. *Releasing the Bonds: Empowering People to Think for Themselves*. New York: Freedom of Mind, 2000.

Horowitz, Irving Louis, ed. *Science, Sin and Scholarship: The Politics of Reverend Moon and the Unification Church*. Cambridge, MA: MIT Press, 1978.

Hougan, Jim. *Spooks*. New York: Bantam Books, 1978.

Parry, Robert. "The GOP's Own Asian Connection: Rev. Moon." *Los Angeles Times*, November 16, 1997.

Martin, Harry V. and David Caul. "Moonies: Influential Friends in High Places." *Napa Sentinel*, March 27, 1992.

Sontag, Frederick. *Sun Myung Moon and the Unification Church*. Nashville: Abingdon, 1977.

Underwood, Barbara and Betty. *Hostage to Heaven*. New York: Clarkson N. Potter Inc., 1979.

A TIME OF TERROR

Callahan, Alexander H. "Countering Terrorism: The Israeli Response To The 1972 Munich Olympic Massacre And The Development Of Independent Covert Action Teams." Marine Corps Command and Staff College Graduate Thesis, 1995.

Demaris, Ovid. *Brothers in Blood: The International Terrorist Network*. New York: Charles Scribner's Sons, 1977.

Livingstone, Neil C. and David Halevy. *Inside the PLO*. New York: William Morrow and Co., 1990.

O'Ballance, Edgar. *Language of Violence: The Blood Politics of Terrorism*. San Rafael, CA: Presidio Press, 1979.

Smith, Ken. *Ken's Guide to the Bible*. New York: Blast Books, 1995.

Sterling, Claire. *The Terror Network: The Secret War of International Terrorism*. New York: Holt, Rinehart and Winston, 1981.

Yallop, David. *To the Ends of the Earth: The Hunt for the Jackal*. London: Corgi Books, 1994.

GIRLS, GUNS AND GERRY FORD

Bravin, Jess. *Squeaky: The Life and Times of Lynette Alice Fromme*. New York: Buzz Books, 1997.

THE SKYLAB IS FALLING!

Belew, Leland and Ernst Stuhlinger. *Skylab: A Guidebook*. Washington, DC: National Aeronautics and Space Administration, 1973.

Compton, W. David and Charles D. Benson. *Living and Working in Space: A History of Skylab*. Washington, DC: National Aeronautics and Space Administration, 1983.

Eddy, John A. *A New Sun: The Solar Results From Skylab*. Washington, DC: National Aeronautics and Space Administration, 1979.

Golden, Frederic. *Colonies in Space: The Next Giant Step*. Harcourt Brace Jovanovich, 1977.

BLACKOUT!

Curvin, Robert and Bruce Porter. *Blackout Looting! New York City, July 13, 1977*. New York: Gardner Press, 1979.

Dwyer, Jim. "A Frenzy in Dreadful Darkness." *New York Daily News*, July 6, 1997.

Goldman, Peter. "Heart of Darkness." *Newsweek*, July 25, 1977.

"Night of Terror." *Time*, July 25, 1977.

SON OF SAM

Abrahamsen, David, M.D. *Confessions of Son of Sam*. New York: Columbia University Press, 1985.

Geller, Andy. "Summer of Insanity as Killer Terrorized City." *New York Post*, June 27, 1999.

Mathews, Tom. "Hunting the Son of Sam." *Newsweek*, July 11, 1977.

Newton, Michael. *Raising Hell: An Encyclopedia of Devil Worship and Satanic Crime*. New York: Avon Books, 1993.

Powers, Thomas. "A Tale of Midnight." *Commonweal*, September 16, 1977.

Terry, Maury. *The Ultimate Evil: An Investigation into America's Most Dangerous Satanic Cult*. Garden City, NY: Dolphin Books, 1987.

AMERICA HELD HOSTAGE

McManus, Doyle. *Free At Last*! New York: New American Library, 1981.

Salinger, Pierre. *America Held Hostage: The Secret Negotiations*. Garden City, NY: Doubleday and Co., 1981.

Sick, Gary. *All Fall Down: America's Tragic Encounter With Iran*. New York: Penguin Books, 1986.

Taheri, Amir. *Nest of Spies: America's Journey to Disaster in Iran*. New York: Pantheon Books, 1988.

ENTERTAINMENT EXPLOSION!

SILVER SCREEN '70s

Andrews, Nigel. *Nigel Andrews on Jaws*. New York: Bloomsbury Publishing, 1999.

Baxter, John. *Steven Spielberg*. London: HarperCollins, 1997.

Biskind, Peter. *Easy Riders, Raging Bulls: How the Sex-Drugs-and-Rock 'n' Roll Generation Saved Hollywood*. New York: Simon & Schuster, 1998.

Evans, Robert. *The Kid Stays in the Picture*. Beverly Hills, CA: Dove Books, 1994.

Pollock, David. *Skywalking: The Life and Films of George Lucas*. New York: Harmony Books, 1983.

McDONALDLAND

Boas, Max and Steve Chain. *Big Mac: The Unauthorized Story of McDonald's*. New York: E.P. Dutton and Co., 1976.

Gross, Daniel. *Forbes' Greatest Business Stories of All Time*. New York: John Wiley and Sons, 1996.

Love, John F. *McDonald's Behind the Arches*. New York: Bantam Books, 1986.

THE BRADY BUNCH

Allman, Kevin. "What Is It About Brady Bunch?" *Los Angeles Times*, August 2, 1992.

Edelstein, Andrew J. and Frank Lovelace. *The Brady Bunch Book*. New York: Warner Books, 1990.

Encyclopedia Brady Web site: *http://www.primenet.com/~dbrady/*

Weiner, Caren. "The Mild Bunch: Here's the Story of the Bradys' TV Debut 29 Years Ago." *Entertainment Weekly*, September 25, 1998.

Williams, Barry with Chris Kreski. *Growing Up Brady: I Was a Teenage Greg*. New York: Harper Perennial, 1992.

TV CATCH PHRASES

Editors of *Ben is Dead* Magazine. *Retro Hell: Life in the 70s and 80s, From Afros to Zotz*. Boston: Back Bay Books, 1997.

TV Party Web site: *http://www.tvparty.com*

THE ABA

Remember the American Basketball Association Web site. *http://www.geocities.com/~arthurh/*

Murphy, Michael. "The ABA Way: For Pure Entertainment, American Basketball Association Was a Slam Dunk." *Houston Chronicle*, 1996.

Pluto, Terry. *Loose Balls: The Short, Wild Life of the American Basketball Association as Told by the Players, Coaches, and Movers and Shakers Who Made It Happen*. New York: Fireside Books, 1991.

BASEBALL IN THE '70s

Gammons, Peter. *Beyond the Sixth Game*. Boston: Houghton Mifflin Company, 1985.

James, Bill. *The Bill James Historical Baseball Abstract*. New York: Villard Books, 1988.

Pepe, Phil. *Talkin' Baseball: An Oral History of Baseball in the 1970s*. New York: Ballantine Books, 1998.

SESAME STREET

Borgenicht, David. *Sesame Street Unpaved*. New York: Hyperion Books, 1998.

Granville, Kari. "Sesame Street: The Second Generation." *Los Angeles Times*, November 14, 1988.

McNeil, Alex. *Total Television*. New York: Penguin Books, 1996.

Sharbutt, Jay. "Sesame Street Begins Third Decade of Bringing Laughs, Lessons to Kids." *Associated Press*, November 13, 1989.

Stark, Steven D. *Glued to the Set: The 60 Television Shows and Events That Made Us Who We Are Today*. New York: Delta Books, 1997.

JIGGLE SHOWS

Bedell, Sally. *Up the Tube: Prime-Time in the Silverman Years*. New York: Viking Press, 1981.

Editors of *Ben is Dead* Magazine. *Retro Hell: Life in the 70s and 80s, From Afros to Zotz*. Boston: Back Bay Books, 1997.

McNeil, Alex. *Total Television*. New York: Penguin Books, 1996.

SATURDAY NIGHT

Hill, Doug and Jeff Weingrad. *Saturday Night: A Backstage History of Saturday Night Live*. New York: Vintage Books, 1986.

McNeil, Alex. *Total Television*. New York: Penguin Books, 1996.

Rolling Stone: The Seventies. New York: Little, Brown and Co., 1998.

Stark, Steven D. *Glued to the Set: The 60 Television Shows and Events That Made Us Who We Are Today*. New York: Delta Books, 1997.

THE BAY CITY ROLLERS

The Bay City Rollers Homepage Web site: *http://members.aol.com/buesken/bcr/bcr.htm*

Unofficial Absolute Bay City Rollers Web site: *http://www.baycityrollers.de/*

GLAM ROCK

A Biased History of British Glam Rock Web site: http://www.doremi.co.uk/glam/

Gillman, Peter and Leni. *Alias David Bowie: A Biography*. New York: Henry Holt and Co., 1986.

Marc Bolan Information Page Web site: *http://www.primenet.com/~regenold/marc/marc.html*

McNeil, Legs and Gillian McCain. *Please Kill Me: The Uncensored Oral History of Punk*. New York: Grove Press, 1996.

Miller, James. *Flowers in the Dustbin: The Rise of Rock and Roll, 1947-1977*. New York: Simon & Schuster, 1999.

Szatmary, Davis. *A Time to Rock: A Social History of Rock and Roll*. New York: Schirmer Books, 1996.

Tremlett, George. *David Bowie: Living on the Brink*. New York: Carroll & Graf, 1996.

Waldrep, Shelton, ed. *The Seventies: The Age of Glitter in Popular Culture*. New York: Routledge, 2000.

MONSTERS OF ROCK

Davis, Stephen. *Hammer of the Gods: The Led Zeppelin Saga*. New York: William Morrow and Company, 1985.

Flame Tree Publishing. *Modern Icons: Led Zeppelin*. New York: St. Martin's Press, 1997.

Matthews, Scott. *Stuck in the Seventies: A Groovy Nostalgia Trip to the Wildest Era Ever*. Chicago: Bonus Books, 1995.

Miller, James. *Flowers in the Dustbin: The Rise of Rock and Roll, 1947-1977*. New York: Simon & Schuster, 1999.

Szatmary, David. *A Time to Rock: A Social History of Rock and Roll*. New York: Schirmer Books, 1996.

STADIUM CONCERTS

Editors of *Ben is Dead* Magazine. *Retro Hell: Life in the 70s and 80s, From Afros to Zotz*. Boston: Back Bay Books, 1997.

Editors of Time-Life Books. *Time of Transition: The 70s*. Richmond, VA: Time-Life Books, 1998.

Matthews, Scott. *Stuck in the Seventies: A Groovy Nostalgia Trip to the Wildest Era Ever*. Chicago: Bonus Books, 1995.

PUNK ROCK / PUNK RULES!

Bacon, Tony. *London Live*. London: Balafon Books, 1999.

Bessman, Jim. *Ramones: An American Band*. New York: St. Martin's Press, 1993.

Gibbs, Alvin. *Destroy: The Definitive History of Punk*. London: Britannia Press Publishing, 1996.

Gray, Marcus. *Last Gang in Town: The Story and Myth of The Clash*. New York: Henry Holt and Company, 1995.

Lydon, John. *Rotten: No Irish, No Blacks, No Dogs*. New York: Picador Press, 1995.

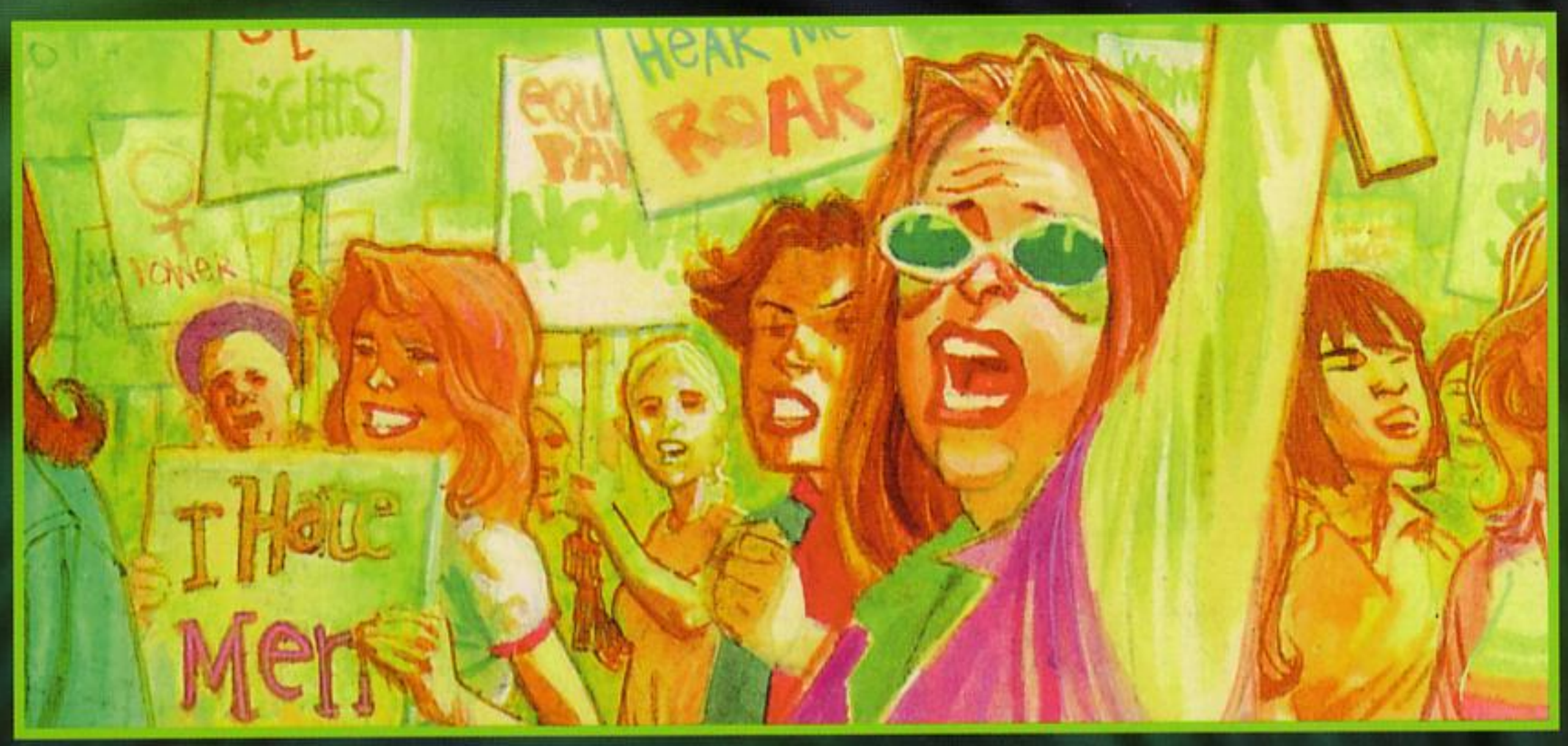
McNeil, Legs and Gillian McCain. *Please Kill Me: The Uncensored Oral History of Punk*. New York: Grove Press, 1996.

Miller, James. *Flowers in the Dustbin: The Rise of Rock and Roll, 1947-1977*. New York: Simon & Schuster, 1999.

Savage, Jon. *England's Dreaming: Anarchy, Sex Pistols, Punk and Beyond*. New York: St. Martin's Press, 1992.

Sullivan, Jim. "John Lydon: Still Rotten to the Core." *Boston Globe*. August 29, 1999.

Just when you thought it was safe to enter a new millennium. . .



...Paradox Press takes you back to the GROOVIEST decade of all!

READ ABOUT:

- The Energy Crisis and other consciousness-raising events like the Vietnam War, the Bicentennial, the New York City Blackout, and the Iran Hostage Crisis.

- Streaking. . . not to mention such far-out fads and phenomena as mood rings, disco, pet rocks, and smiley faces.

- Gong Show emcee Chuck Barris and a parade of colorful characters like Evel Knievel, Farrah Fawcett, Jimmy Carter, Howard Cosell, and Richard Nixon.

THE BIG BOOK OF THE '70s is the latest anthology in the award-winning series of wild-but-true tales from Paradox Press. This chunky collection of comics is chock-full of information about this volatile and multifaceted period that still fascinates us today. Don't miss out! It's not all like you remember it!

HUMOR/HISTORY
ISBN:1-56389-671-0
SUGGESTED FOR MATURE READERS
$14.95 US $23.50 CAN
A FACTOID BOOK
PARADOX PRESS

ISBN 1-56389-671-0
9 781563 896712