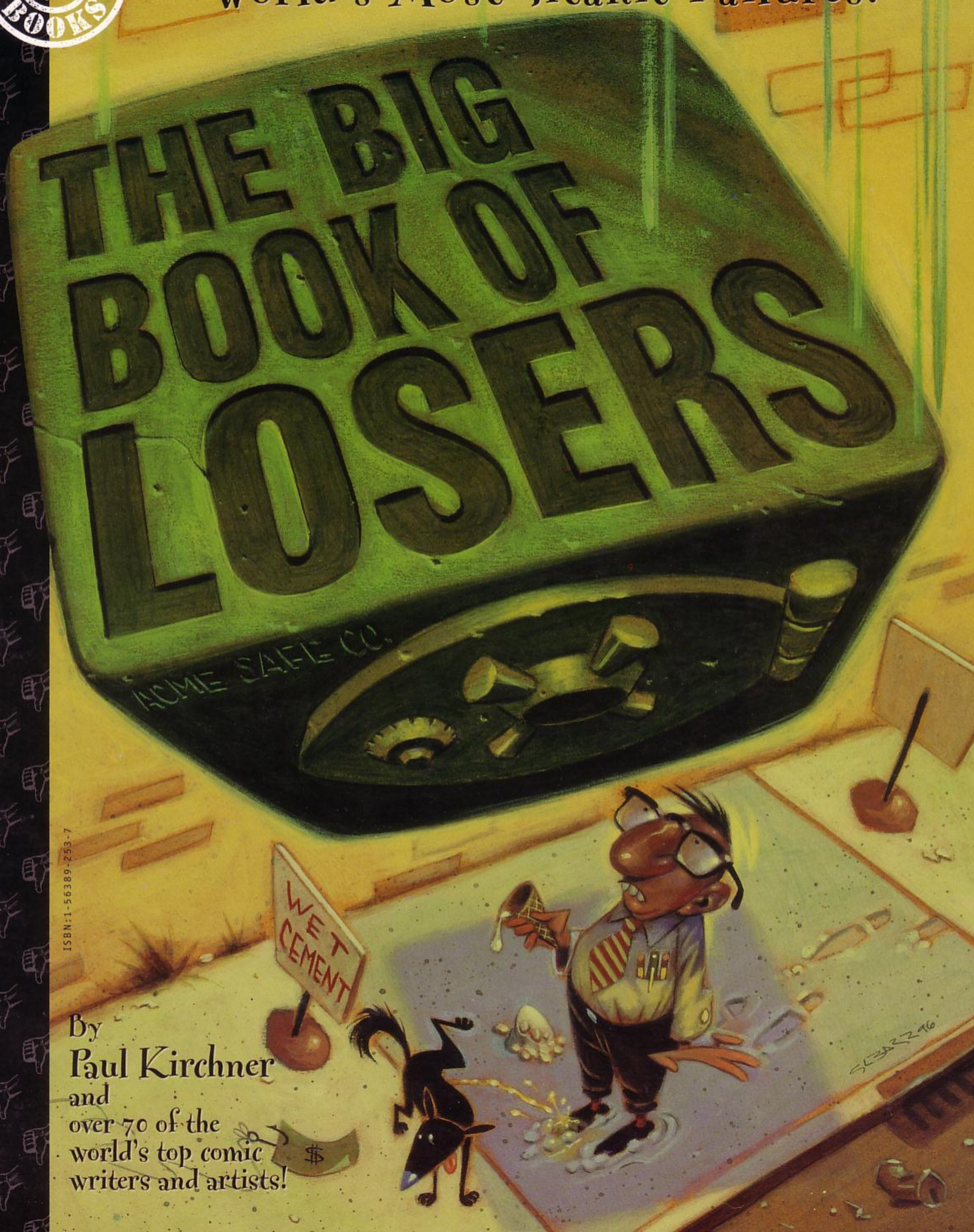
FACTOID BOOKS

Pathetic-But-True Tales of the World's Most Titanic Failures!



ISBN:1-56389-253-7

By
Paul Kirchner
and
over 70 of the world's top comic writers and artists!

THE BIG BOOK OF LOSERS



BY

PAUL KIRCHNER

AND OVER 70 OF THE WORLD'S TOP COMIC WRITERS AND ARTISTS!

PARADOX PRESS
NEW YORK

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CHAPTER ONE

EVERYDAY LOSERS

Everyone loses now and then — after all, every competition must have at least two participants, and one of the two (not the winner) is bound to be a loser. But there's a difference between simply losing, and being a Loser, and it's all a matter of cause and effect. A lower case loser (that's most of us, at one time or another) plans for an outcome and, in the process, accommodates the possibility of various levels of failure. Sometimes we win, other times we lose, but even in failure we can console ourselves with the idea that we "did our best" because the loss is something we've foreseen and can deal with.

Upper case Losers (the characters who figure in this volume) are a whole other matter. Here, the concept of considered cause and effect is thrown out the window — here, actions have consequences no one could ever have foreseen, and they're usually catastrophic, to the point where the Loser's life itself takes a disastrous — and permanent — turn.

As often as not, these are the Losers whose lives, but for the losing, are usually forgotten. The everyday Loser's only legacy is that moment of supreme failure, a massive blemish on an otherwise empty (as opposed to clean) record. We're tempted to laugh at their folly, to take comfort in their misfortune. But it always helps to keep in mind...

...it could happen to <u>you</u>.

WHO WAS THE ORIGINAL LOSER?
IT WOULD HAVE TO BE--

Adam!

יהוה

HE HAD IT ALL. NO DEATH, NO TAXES. THE GARDEN OF EDEN, RENT-FREE.

THERE WAS JUST ONE CONDITION — *NOT* TO EAT THE FRUIT FROM THE TREE OF KNOWLEDGE OF GOOD AND EVIL.

VIOLATORS WILL BE PERSECUTED

BRANCH OFFICE

GOD DID ALL HE COULD TO MAKE ADAM HAPPY. HE EVEN FIXED HIM UP WITH A FABULOUS BABE.

THE DEVIL TEMPTED EVE, AND SHE AND ADAM ATE THE FORBIDDEN FRUIT.

GOD REALLY LOST IT.

I ASK YOU NOT TO DO ONE THING— JUST *ONE THING!* DO YOU LISTEN?

NO!

THE REST IS HISTORY...

I'VE HAD IT WITH YOU TWO! NO MORE FREE LUNCH, BUBELAHS! YOU'RE OUTTA HERE!

YESIREE BOB, I'VE GOT PLANS— POISON IVY! HANGNAILS! TRAFFIC JAMS! ALCOHOL-FREE BEER!

TV EVANGELISTS!

DISCO!

BRADY BUNCH REUNIONS!

PLEASE SHOW 3 VALID ID's TO GOD

DO NOT ENTER
SEVERE TIRE DAMAGE
WILL RESULT

FACTOID BOOKS 100% TRUE

CAN'T WIN FOR LOSING

LUCK IS THE BASTARD CHILD OF FATE.

AND FATE CAN INDEED BE A CRUEL MOTHER, GIVING WITH ONE HAND WHILE TAKING WITH THE OTHER. AND AS YOU'LL SEE, SOME PEOPLE CAN'T WIN FOR LOSING.

AN OKLAHOMA DISTRICT JUDGE CANDIDATE LOST BY 91% TO THE INCUMBENT——WHO DIED MONTHS BEFORE ELECTION DAY. HOWEVER, HIS NAME REMAINED ON THE BALLOT AND THE BAR ASSOCIATION ENDORSED THE DEAD MAN.

A BOSTON MAN DIED OF A HEART ATTACK TWO WEEKS AFTER WINNING $3.6 MILLION IN THE LOTTERY. THE STRESS OF BEING HOUNDED BY ACCOUNTANTS APPARENTLY RESULTED IN THE FATAL ATTACK.

AN ARIZONA WOMAN BECAME A 25% OWNER OF HER EX-HUSBAND'S $2.2 MILLION LOTTERY PRIZE BECAUSE A PAPERWORK ERROR DELAYED THEIR DIVORCE FOR 11 DAYS, DURING WHICH TIME HIS NUMBERS HIT.

A CALIFORNIA WOMAN WAS CELEBRATING WINNING THE FOOTBALL POOL AT THE CANNERY WHERE SHE WORKED BY PASSING OUT DOUGHNUTS, WHEN SHE WAS SNAGGED BY A MACHINE AND PULLED TO HER DEATH.

A WEST PHILADELPHIA MAN'S CAR SLAMMED INTO TWO UTILITY POLES, PLUNGED DOWN A 20-FOOT EMBANKMENT, AND CRASHED THROUGH A FENCE. HE WALKED AWAY WITHOUT A SCRATCH--

--ONLY TO BE STRUCK AND KILLED BY A PASSING TRUCK.

YIPE!

LASTLY, THE FUNERAL OF A MAN IN PALERMO, ITALY, WAS HALTED WHEN THE DECEASED WOKE UP AND CLIMBED OUT OF HIS CASKET. HIS MOTHER WAS SO STARTLED SHE DIED ON THE SPOT OF A HEART ATTACK.

ONE OF THE TRUE SIGNS OF EMOTIONAL MATURITY IS THE ABILITY TO ACCEPT FAILURE AND REJECTION WITH GOOD GRACE. BUT, AS THE CHARACTERS ON DISPLAY HERE CAN TELL YOU — WINNING ISN'T EVERYTHING.

IT'S THE *ONLY* THING.

LOSERS

AFTER A 76-73 LOSS IN THE SOUTHERN CONFERENCE BASKETBALL TOURNAMENT, A UNIVERSITY OF TENNESSEE PLAYER *PUNCHED* AN EAST TENNESSEE CHEERLEADER IN THE FACE.

WE'RE #1! WE'RE #1! WE'RE --

--OOOF!

A TOKYO MAN WAS ARRESTED FOR HARASSING HIS FORMER PROFESSOR. OVER THE YEARS HE MADE *50,000* TELEPHONE CALLS — ROUTINELY TEN PER NIGHT.

HELLO? DO YOU HAVE *EMPEROR HIROHITO* IN A *CAN*?

AN EAST DETROIT MAN, ANGERED WHEN HIS LOVER RETURNED TO HER HUSBAND, ATTACHED *50 VIDEOCASSETTES* ONTO WINDSHIELDS OF NEIGHBORS' AND RELATIVES' CARS CONTAINING SEX ACTS FEATURING THE TWO OF THEM.

ISN'T THAT *FRED'S WIFE*?

YEAH, BUT THAT AIN'T *FRED!*

A CONNECTICUT MAN BEAT A WOMAN TO DEATH AFTER SHE TOLD HIM HE LOOKED LIKE *HOWDY DOODY*.

TAKE IT BACK! *TAKE IT BACK!*

A NEW JERSEY WOMAN FILED A SUIT AGAINST HER EX-HUSBAND, CHARGING HE DIVIDED THEIR PROPERTY EQUALLY BY USING A *CHAINSAW* TO CUT THEIR HOME IN *HALF*.

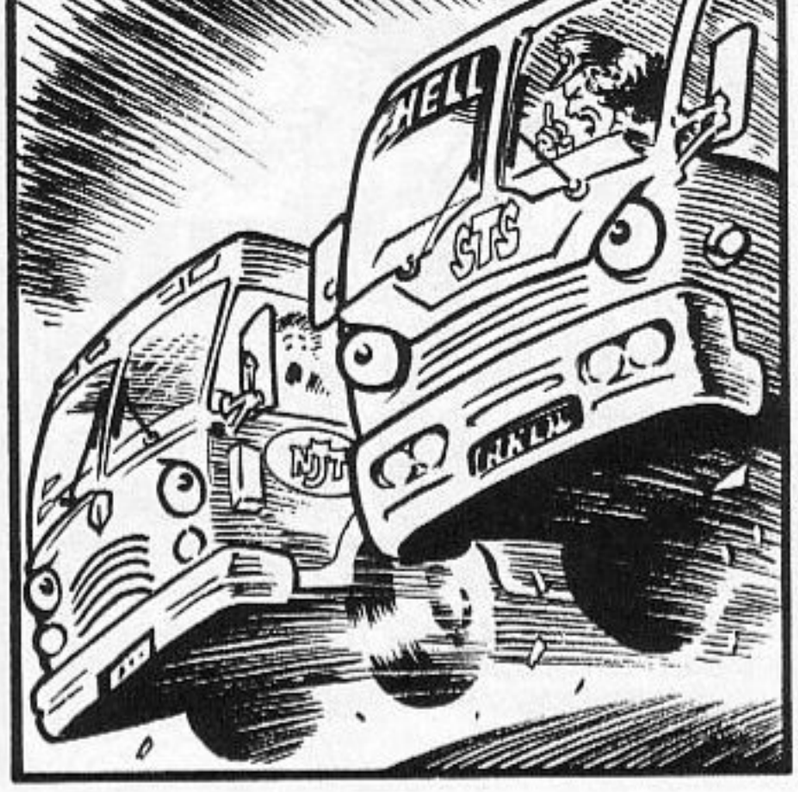
TWO FATHERS WHOSE DAUGHTERS PLAYED ON A GIRL'S HOCKEY TEAM, BECAME FRUSTRATED BY THE HIGH SKILL LEVEL OF THE OTHER TEAM'S GOALIE. THEY DEMANDED THAT SHE *"PROVE"* HER GENDER.

AN' *I* SAY SHE'S ON *STEROIDS!*

A STONE BEARING TEXT FROM THE SCRIPTURES AND SIGNED *"GOD"* WAS THROWN THROUGH THE WINDOW OF THE HOME OF A MANSFIELD, ENGLAND MAN WHO HAD BEEN PART OF A RELIGIOUS SECT THAT CONDONED *WIFE-SWAPPING*.



A NEW JERSEY TRANSIT BUS DRIVER WAS NEARLY FORCED OFF THE ROAD BY THE DRIVER OF A COMPETING BUS LINE, WHO ACCUSED HIM OF CUTTING IN FRONT OF HER.



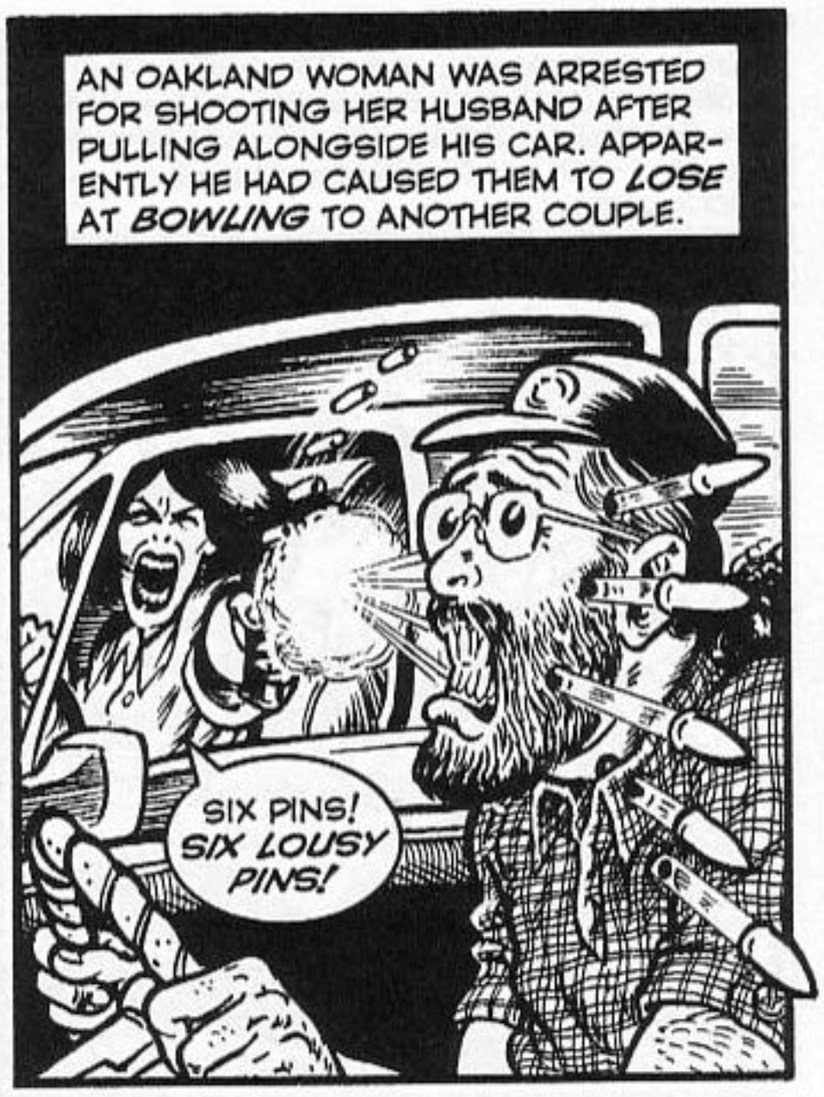
A LOS ANGELES MAN DROVE HIS CAR INTO A *DENTIST'S OFFICE*, PINNING A PATIENT AGAINST THE RECEPTIONIST'S DESK AFTER TRYING FOR A MONTH TO GET AN APPOINTMENT.



WHEN A MISS NORTH CAROLINA CONTESTANT WAS INFORMED AT THE STATE PAGEANT THAT HER LOCAL TITLE HAD BEEN TAKEN AWAY, SHE *DESTROYED* HER CROWN AND HURLED IT ACROSS THE STAGE.



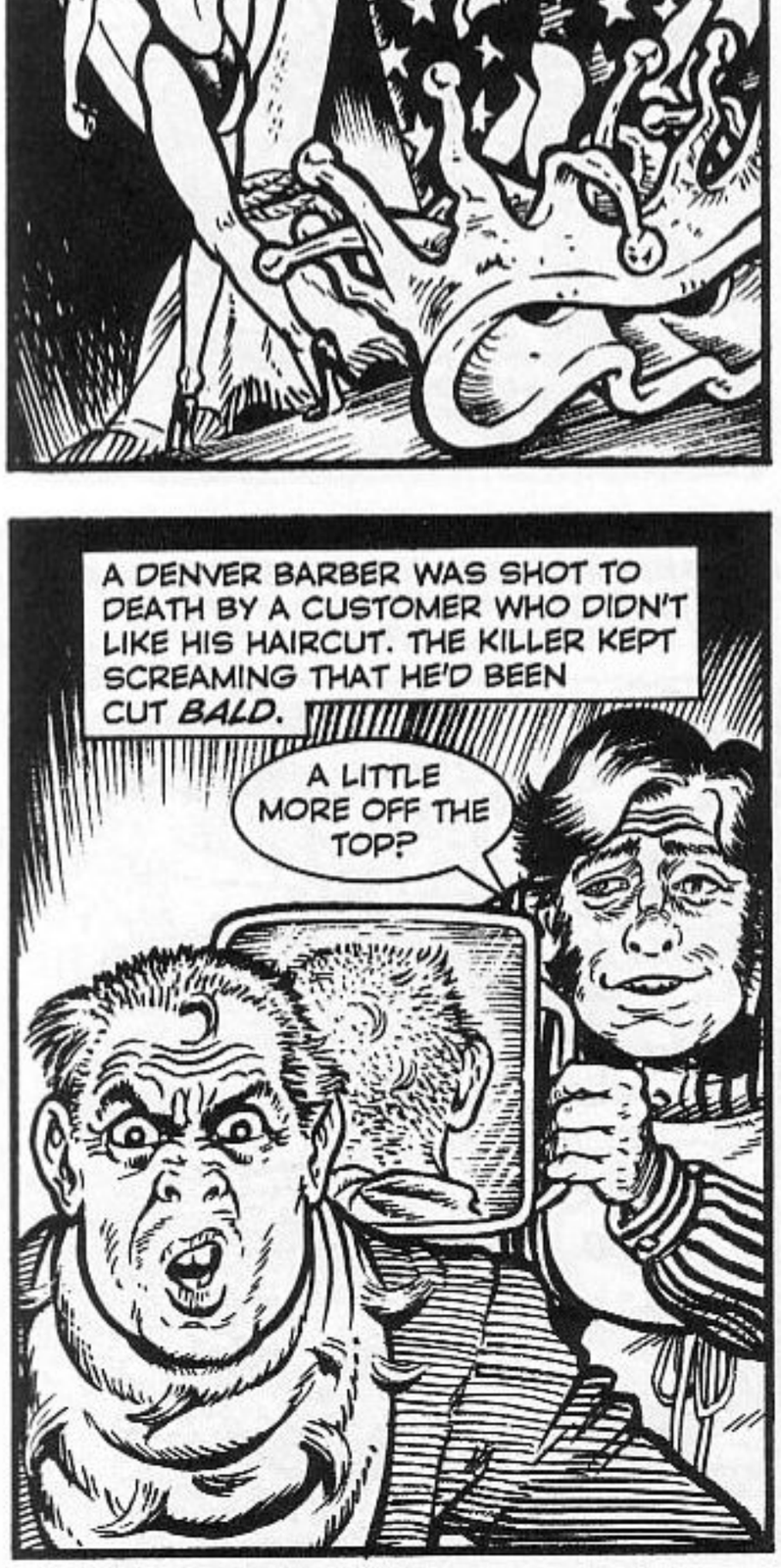
AN OAKLAND WOMAN WAS ARRESTED FOR SHOOTING HER HUSBAND AFTER PULLING ALONGSIDE HIS CAR. APPARENTLY HE HAD CAUSED THEM TO *LOSE* AT *BOWLING* TO ANOTHER COUPLE.



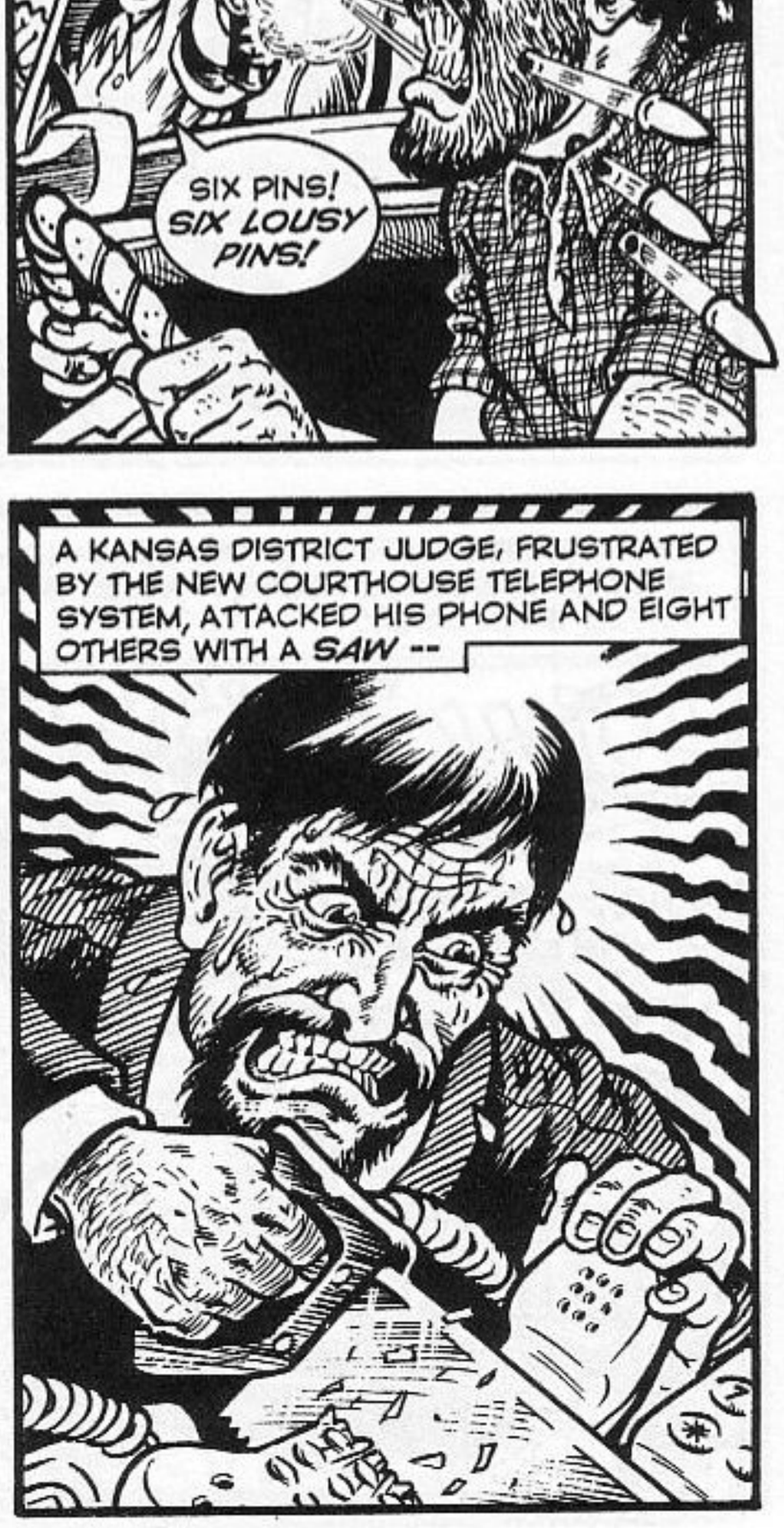
A MIAMI MAN WAS ARRESTED FOR CUTTING DOWN SEVERAL UTILITY POLES AFTER BEING REJECTED AT A SINGLES BAR, CAUSING *2,000 HOMES* TO LOSE ELECTRICITY.



A DENVER BARBER WAS SHOT TO DEATH BY A CUSTOMER WHO DIDN'T LIKE HIS HAIRCUT. THE KILLER KEPT SCREAMING THAT HE'D BEEN CUT *BALD*.



A KANSAS DISTRICT JUDGE, FRUSTRATED BY THE NEW COURTHOUSE TELEPHONE SYSTEM, ATTACKED HIS PHONE AND EIGHT OTHERS WITH A *SAW* --



-- THEN HANDED OVER THE REMAINS OF THE EQUIPMENT TO THE COUNTY COMMISSIONER, ALONG WITH A CHECK FOR DAMAGES AND HIS RESIGNATION.



WRONG PLACE, WRONG TIME!

SOME UNFORTUNATE SOULS, THROUGH NO FAULT OF THEIR OWN, FIND THEMSELVES SUFFERING THE SLINGS AND ARROWS OF OUTRAGEOUS FORTUNE, AS WE WILL SEE IN THE FOLLOWING TALES OF CERTAIN UNHAPPY VICTIMS OF CIRCUMSTANCE, WHO SIMPLY HAPPENED TO BE IN THE *WRONG PLACE* AT THE *WRONG TIME*.

A FOUR-TON ELEPHANT, BEING USED TO ERECT A CIRCUS TENT, WAS ELECTROCUTED BY A POWER LINE. THE ELEPHANT THEN FELL ON ITS TRAINER, KILLING HIM.

A PARAGUAYAN JUDGE SENTENCED A MAN TO DIE BEFORE A FIRING SQUAD FOR A SHOTGUN KILLING, EVEN THOUGH IT MEANT HIS *SIAMESE TWIN* WOULD DIE (THERE WAS EVIDENCE THAT HE TRIED TO *PREVENT* THE MURDER).

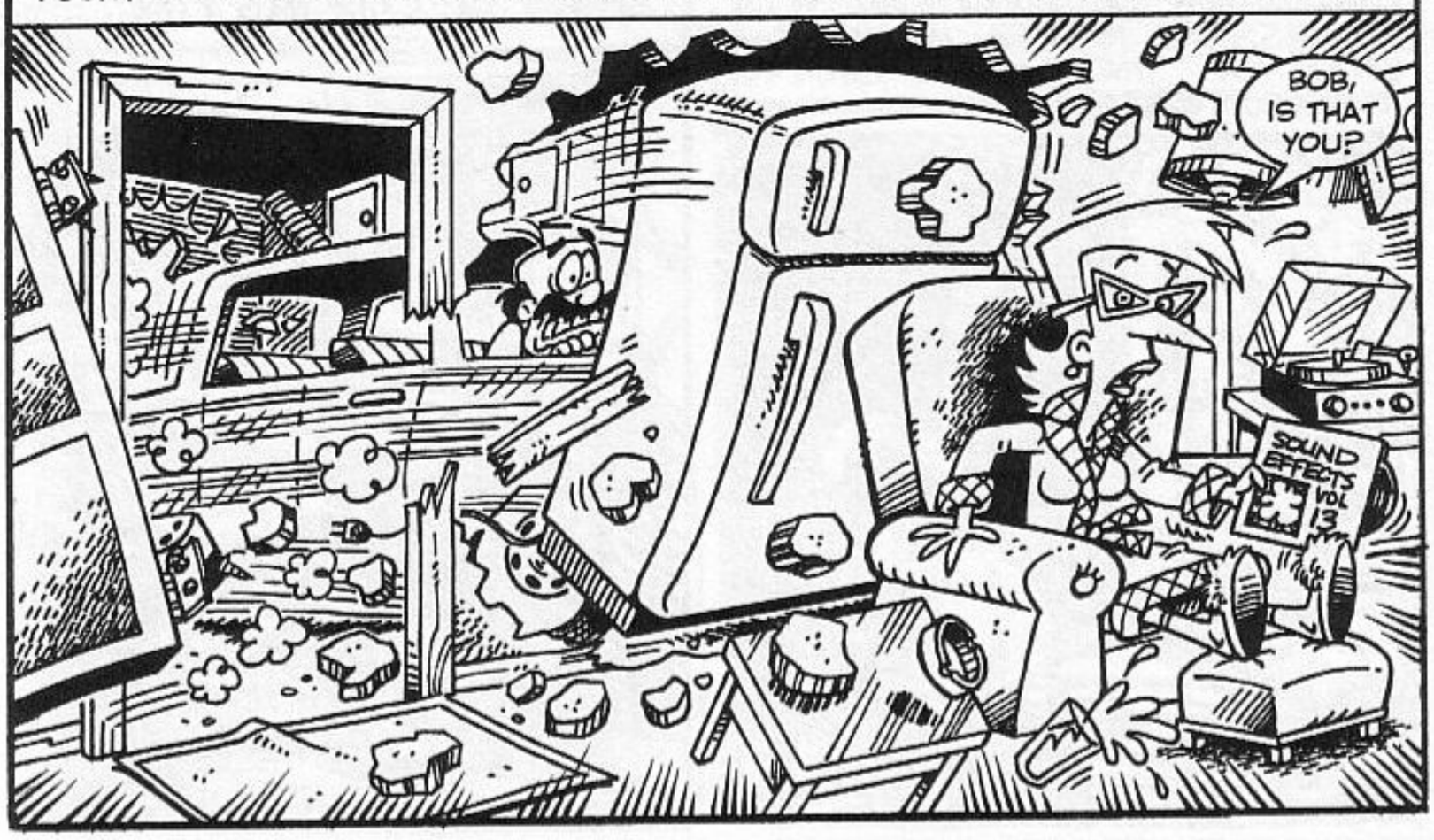
AN ALABAMA MAN WAS CONVICTED OF ASSAULT AND BATTERY AFTER HITTING HIS WIFE OVER THE HEAD WITH THEIR ONE-AND-A-HALF-POUND *CHIHUAHUA* (THE DOG DIED).

A WOMAN WAS KILLED WHILE SUNBATHING ON THE FRENCH RIVIERIA WHEN SHE WAS STRUCK IN THE CHEST BY THE RIB OF A RUNAWAY *BEACH UMBRELLA*.

IN A SIMILAR ACT OF MALICIOUS WEATHER, A LONDON WOMAN'S UNDERWIRE BRASSIERE APPARENTLY ATTRACTED A *LIGHTNING BOLT* WHICH STRUCK AND KILLED HER.

A PASSENGER IN A TRUCK WAS SHOT IN THE ARM AND SHOULDER WHEN THE DRIVER AND ANOTHER PASSENGER GOT IN AN ARGUMENT AND ENGAGED IN A *FATAL SHOOTOUT*.

A NEW MEXICO MAN WAS PARKING HIS CAR IN HIS GARAGE WHEN HIS FOOT SLIPPED AND HIT THE GAS, WHICH SENT THE CAR THROUGH THE GARAGE DOOR, HITTING A *FREEZER* AND PUSHING IT THROUGH THE WALL, WHERE IT FELL ON HIS *WIFE* AND *KILLED* HER INSTANTLY.



DURING A TRACK AND FIELD CHAMPIONSHIP, A SPORTSWRITER TRIED TO PROTECT HIMSELF FROM A *16-lb. HAMMER* BY PUTTING A *CLIPBOARD* OVER HIS HEAD.



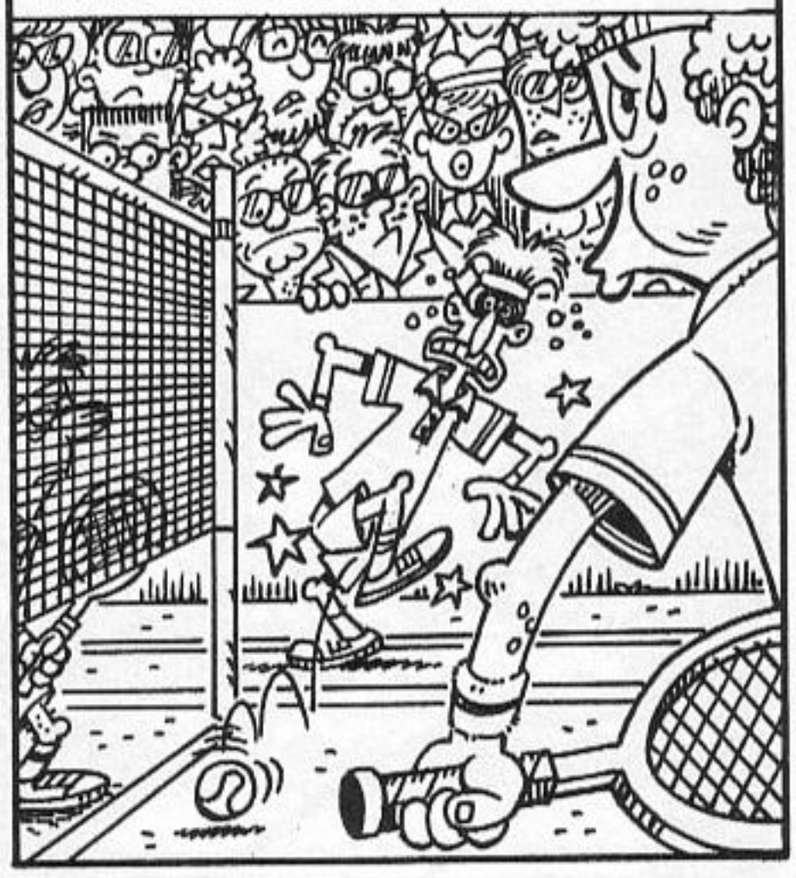
DURING A PRODUCTION OF HAMLET, A WOMAN WAS CUT ON THE HEAD WHEN HAMLET'S *DAGGER* SLIPPED OUT OF HIS HAND AND SAILED INTO THE AUDIENCE.



A FIJI FISHERMAN WAS GRAVELY WOUNDED WHEN A THREE-FOOT-LONG *SWORDFISH* LEAPT FROM THE OCEAN AND *SPEARED* HIM IN THE CHEST.



A TENNIS REFEREE DIED DURING A TOURNAMENT FROM A *FRACTURED SKULL* HE RECEIVED WHEN COLLAPSING ON THE COURT SURFACE AFTER BEING STRUCK IN THE *TESTICLES* BY A TENNIS BALL.



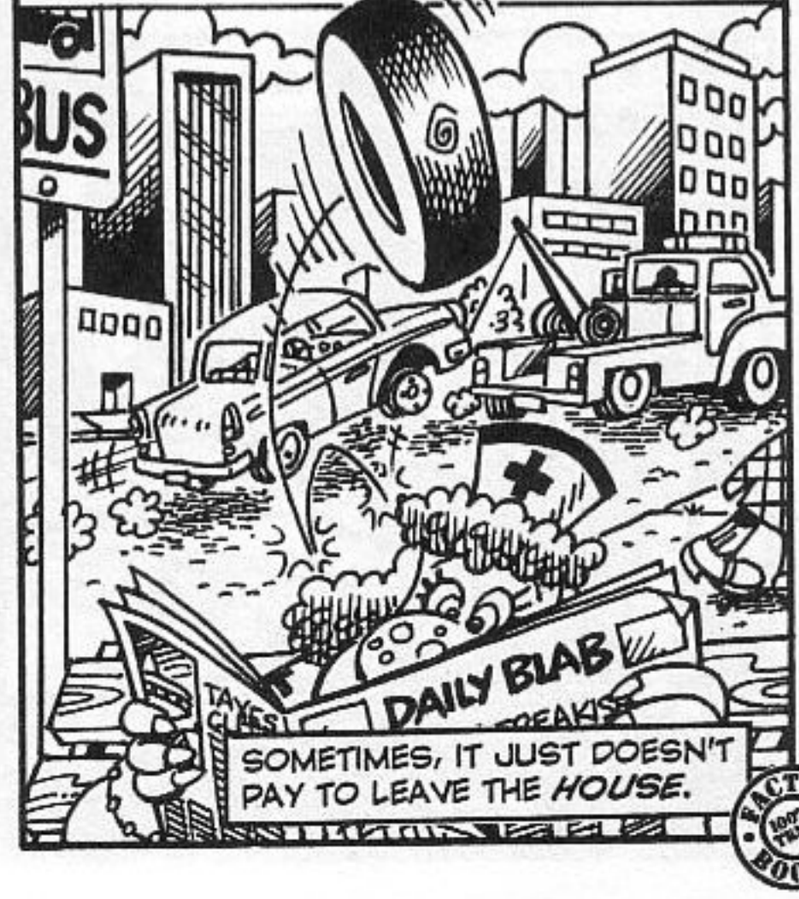
AN ARMY RESERVE PARACHUTIST WAS KILLED WHEN HE LANDED IN A POOL OF *LIQUEFIED MANURE* JUST OUTSIDE THE DROP ZONE.



AN ELDERLY MAN WAS KNOCKED UNCONSCIOUS BY A *"FLYING DOG"* THAT HAD BEEN STRUCK BY A CAR.



AND FINALLY, AN 80-YEAR-OLD ENGLISH WOMAN WHO WAS WAITING FOR A BUS WAS KILLED BY A *RUNAWAY WHEEL* THAT CAME OFF A TOWED CAR.



Losers Weepers

















IN 1936, JOHN STEINBECK HAD NEARLY COMPLETED OF MICE AND MEN WHEN HIS DOG ATE HALF OF IT. THE AUTHOR HAD NO OTHER COPY.

IN A RECENT ELECTION IN MRAGOWO, POLAND, A CANDIDATE FOR LOCAL OFFICE THOUGHT HE'D DO THE POLITE THING AND CAST HIS VOTE FOR HIS OPPONENT--

HE'D DO THE SAME FOR ME.

--ONLY TO FIND HE'D CAST THE ONLY VOTE IN THE ELECTION.

AIN'T DEMOCRACY BEAUTIFUL!

JANE BUTLIN, OF PAIGNTON, ENGLAND, COOKED SOME BRUSSELS SPROUTS FOR HER BOYFRIEND--

--FORGETTING THAT HE HAD HIDDEN HIS LIFE'S SAVINGS IN THE OVEN FOR SAFE KEEPING.

MY £4700— IT'S GONE!

AND I DON'T EVEN LIKE BRUSSELS SPROUTS!!

IN 1849, WALTER HUNT WAS TRYING TO COME UP WITH A WAY TO PAY OFF A DEBT.

IN ABOUT THREE HOURS HE CAME UP WITH THE PAPER CLIP.

HE SOLD THE RIGHTS TO IT FOR $400.

MOM'LL BE SO PROUD!

ACME FASTENERS CO.

FASTEN FASTER! PAPER CLIPS!

GET A LIFE

IT'S AMAZING WHAT SOME PEOPLE FIND IMPORTANT. PEOPLE WILL DO THE DAMNEDEST THINGS FOR THE DAMNEDEST REASONS.

ГБА

AFTER SOVIET PSYCHIC *E. FRENKEL* JUMPED IN FRONT OF A SPEEDING TRAIN, POLICE FOUND A NOTE THAT READ:

"FIRST I STOPPED A BICYCLE, CARS, AND A STREETCAR. NOW I'M GOING TO STOP A *TRAIN*." NEEDLESS TO SAY, HE *DIDN'T*.

A 25-YEAR-OLD MAN WAS ARRESTED IN TORQUAY, ENGLAND, WHEN POLICE SPOTTED HIM PUNCHING AND YELLING AT A *BLOW-UP DOLL*.

A BOSSIER CITY, LOUISIANA MAN DIED OF A CEREBRAL HEMORRHAGE AFTER HE DECIDED TO SETTLE A DISPUTE WITH A *HEAD-BUTTING CONTEST*.

POK!

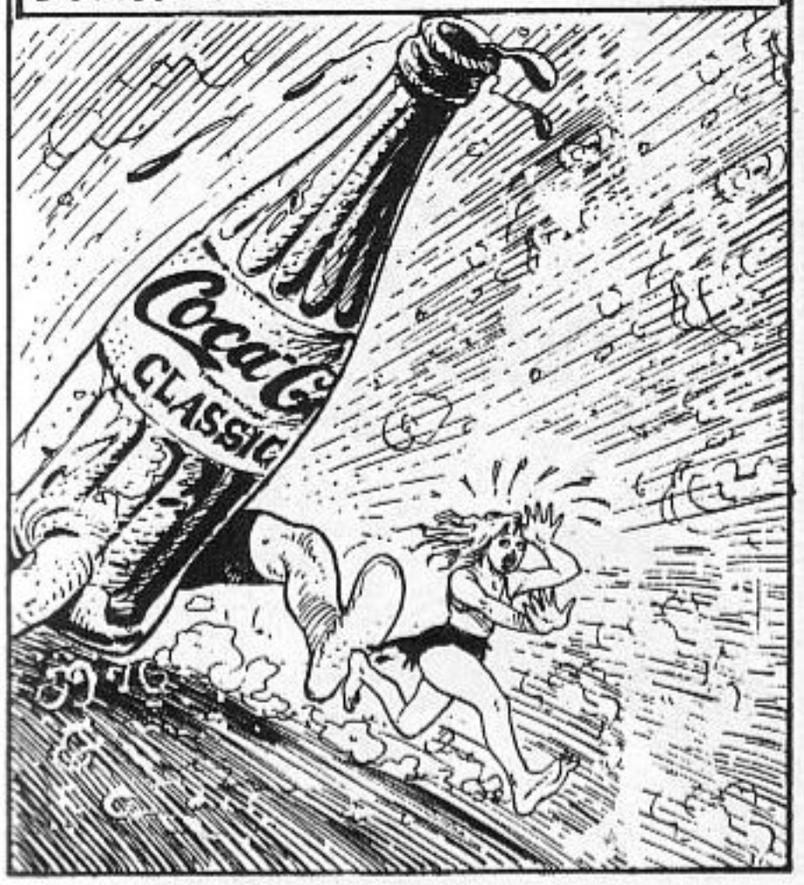
A LEXINGTON, KENTUCKY WOMAN THOUGHT SHE WAS MARRYING FOOTBALL LEGEND *JOE MONTANA* IN 1986. THE MINISTER EVENTUALLY DETERMINED THAT THE GROOM WAS AN *IMPOSTOR*.

BUT HE HAD THE *NFL JACKET!*

THE 39-YEAR-OLD GROOM WAS IN FACT ALREADY MARRIED TO A WOMAN WHO THOUGHT HE WAS SINGER *HANK WILLIAMS, JR.*

BALTIMORE TEENAGERS HELD A CONTEST DURING THE ANNUAL *MARCH OF DIMES WALKATHON* AS TO WHO COULD LAND THE BEST *PUNCH* ON THE CHARITY WALKERS.

THE PLAINTIFF IN AN EXPLODING BOTTLE LAWSUIT AGAINST COCA-COLA CLAIMED SHE WAS SO TRAUMATIZED SHE SUFFERED NIGHTMARES IN WHICH A *LARGE COKE BOTTLE* CHASED HER.



A BALTIMORE MAN SPOTTED WALKING ODDLY DOWN THE STREET WITH HIS PANTS BULGING WAS FOUND TO HAVE *21 LIVE PIGEONS* AND *5 DEAD ONES* IN HIS PANTS.



A BROOKLYN YOUTH WAS MAULED TO DEATH WHEN HE AND TWO FRIENDS WENT SWIMMING IN THE *POLAR BEAR POOL* IN PROSPECT PARK ZOO.



THE AUTHOR OF *TURMOIL IN THE TOYBOX* CLAIMS THAT *YODA* OF *STAR WARS* ENCOURAGES THE "OCCULT" BELIEFS OF ZEN, BUDDHISM, AND JUDAISM --



-- AND THAT THE *"MY LITTLE PONY"* UNICORNS SYMBOLIZE THE *ANTICHRIST*.



A GEORGIA MAN WAS ARRESTED AFTER HE SAT IN A RESTAURANT WEARING A PAIR OF *JOCKEY SHORTS* ON HIS HEAD AND *SOCKS* ON HIS HANDS, AND WOULD NOT LEAVE WHEN ASKED.



A LOUISIANA MAN WAS ARRESTED FOR ARMED ROBBERY WHEN HE FAILED TO CUT *EYEHOLES* IN THE *GARBAGE BAG* HE WORE AS A DISGUISE.



AND, FINALLY, A TEXAS MAN, LEANING OUT OF A CAR SMASHING MAILBOXES WITH A BASEBALL BAT, CAUGHT HIS *HEAD* ON ONE AND WAS JERKED OUT OF THE CAR AND KILLED.

Sore Sports Losers

LEGENDARY FOOTBALL COACH VINCE LOMBARDI ONCE SAID THAT "WINNING ISN'T EVERYTHING, IT'S THE ONLY THING." IN EVERY GAME, THERE ARE HAPPY WINNERS AND--

TAKE MINNESOTA VIKING JIM MARSHALL.

HE SCOOPED UP A SAN FRANCISCO 49ERS' FUMBLE ON OCTOBER 25, 1964.

AS MARSHALL RAN, THE CROWD ROARED.

HE DIDN'T SEEM TO NOTICE THAT THE TACKLES HE WAS EVADING WERE ON HIS OWN TEAM.

MARSHALL RAN 66 YARDS IN THE WRONG DIRECTION AND SCORED A GOAL FOR THE 49ERS.

AW-RIGHT!

THAT IDIOT!

IT WAS ONE OF THE IMMORTAL MOMENTS OF FOOTBALL.

I PICKED THE BALL UP AND STARTED RUNNING. I GUESS I JUST GOT TURNED AROUND.

WILLIE SHOEMAKER WAS ONE OF THE WINNINGEST JOCKEYS OF ALL TIME, AND HE WAS HIRED TO RIDE A COLT NAMED GALLANT MAN IN THE 1957 KENTUCKY DERBY.

RALPH LOWE, THE COLT'S OWNER, HAD A NIGHTMARE THE DAY BEFORE THE RACE.

I DREAMED YOU WERE WINNING, BUT YOU STOOD UP IN YOUR STIRRUPS BEFORE THE FINISH LINE, LOSING THE RACE.

THAT'S A WILD ONE, MR. LOWE.

THE NEXT DAY, COMING AROUND THE FINAL TURN, SHOEMAKER WAS IN THE LEAD.

HE MISTOOK THE SIXTEENTH POLE FOR THE FINISH LINE AND STOOD UP TRIUMPHANTLY IN HIS STIRRUPS.

AS A RESULT, GALLANT MAN LOST TO IRON LIEGE.

CATCH YA LATER, WILLIE!

SHOEMAKER WAS SUSPENDED FOR 15 DAYS, SO LOWE DIDN'T ENTER GALLANT MAN IN THE PREAKNESS. SHOEMAKER THEN RODE THE COLT TO AN EIGHT-LENGTH VICTORY IN THE BELMONT STAKES CONVINCING HIM HE COULD HAVE HAD THE TRIPLE CROWN BUT FOR HIS STUPID BLUNDER.

HENRY WALLITSCH MADE BOXING HISTORY ON SEPTEMBER 12, 1959, IN A MATCH AGAINST BARTOLO SONI IN LONG ISLAND'S GARDEN ARENA.

WALLITSCH THREW A WILD HAY-MAKER AND MISSED SONI.

LOSING HIS BALANCE, HE PITCHED HEADFIRST THROUGH THE ROPES.

WALLITSCH HAD MANAGED TO KNOCK HIMSELF OUT, THROWING THE MATCH TO SONI.

LLOYD MANGRUM WAS BATTLING FOR THE LEAD IN THE 1950 U.S. OPEN WHEN HE—LITERALLY—BLEW IT.

A GNAT WAS SITTING ON MANGRUM'S BALL.

HE WAITED FOR IT TO FLY AWAY, BUT IT DIDN'T.

MARKING THE BALL'S POSITION, MANGRUM PICKED IT UP AND BLEW THE GNAT OFF.

THEN HE MADE HIS PUTT, AND ASSUMED HE WAS ONLY ONE STROKE BEHIND BEN HOGAN, THE LEADER.

BUT HE LEARNED THAT, IN BLOWING OFF THE BUG, HE HAD LOST TWO STROKES FOR MOVING THE BALL.

DURING THE 1960 OLYMPICS IN ROME, THE FRENCH AND BELGIAN TEAMS WERE BATTLING IN A SCORELESS TIE.

OUTSIDE OF THE STADIUM, A POLICEMAN BLEW HIS WHISTLE.

FWEEEEEP!

THE BELGIAN TEAM THOUGHT IT WAS THE REFEREE'S SIGNAL TO STOP PLAYING--

FWEEEEP!

--WHICH ALLOWED THE FRENCH TEAM TO SCORE THE ONLY GOAL OF THE GAME.

FRANCE

ON APRIL 11, 1962, IN THE FIRST INNING OF THEIR FIRST GAME, MET PITCHER ROGER CRAIG WENT INTO HIS PITCH--

--ONLY TO DROP THE BALL.

CARDINAL RUNNER BILL WHITE WAS ON THIRD BASE. THE UMPIRE WAVED HIM HOME.

THE METS HAD GIVEN UP THE FIRST RUN OF THEIR FIRST GAME ON A WALK.

THE METS WERE MADE UP OF HAS-BEENS AND NEVER-WERES.

THEY COULDN'T DO ANYTHING RIGHT.

"MARVELOUS MARV" THRONEBERRY WAS NAMED "MR. MET" BY THE FANS FOR HIS WELL-ROUNDED INCOMPETENCE—HE WAS EQUALLY BAD AT EVERYTHING.

THE TEAM STUMBLED TO A 40-120 SEASON, LANDING IN TENTH PLACE. THEIR PERFORMANCE INSPIRED MANAGER CASEY STENGEL TO ASK A MEMORABLE QUESTION...

CAN'T ANYONE HERE PLAY THIS GAME?!

The Golden Hill

IN 1978, ARCHAEOLOGISTS DISCOVERED A FABULOUS CACHE OF TREASURE ON AFGHANISTAN'S BACTRIAN PLAINS IN A MOUND NAMED TILLYA TEPE.

IT WAS A 2000-YEAR-OLD BURIAL MOUND OF A NOBLE FAMILY.

FROM SIX GRAVES IN THE MOUND ARCHAEOLOGISTS RECOVERED FABULOUS GOLDEN TREASURES.

20,000 IN ALL.

AS THE EXCAVATION PROCEEDED, A COUPLE WHO LIVED NEAR THE SITE COULD BE HEARD QUARRELING.

ONE HANDFUL OF THE CONTENTS OF THE MOUND COULD HAVE ENDED THEIR POVERTY FOREVER.

THOUGH THEY HAD LIVED THEIR LIVES NEXT TO THE BURIAL MOUND, IT HAD NEVER OCCURRED TO THEM TO INVESTIGATE IT--

--DESPITE THE FACT THAT THE MOUND'S NAME "TILLYA TEPE" MEANT, IN A PERSIAN DIALECT, "THE GOLDEN HILL."

IN 1898, A FAMOUS TURKISH WRESTLER TOURED THE UNITED STATES. HIS NAME:

YOUSOUF ISHMAELO

THE ASTOUNDING TURKISH WRESTLER!

HE TOOK ON ALL CHALLENGERS--

--AND WITH HIS GREAT STRENGTH AND SKILL--

--PINNED THEM TO THE MAT.

NEEDLESS TO SAY, ISHMAELO'S TOUR WAS A GREAT COMMERCIAL SUCCESS, AND EARNED HIM WADS OF CASH.

BUT ISHMAELO TRUSTED NEITHER PAPER MONEY NOR BANKS, AND HE CONVERTED ALL HIS EARNINGS INTO GOLD INGOTS--

--WHICH HE CARRIED IN A SPECIAL BELT HE NEVER TOOK OFF.

THE TIME CAME FOR YOUSOUF ISHMAELO TO RETURN TO TURKEY AND ENJOY HIS EARNINGS. HIS MONEY BELT WAS FULL.

THE STEAMSHIP HE WAS TRAVELING ON, THE *BURGOYNE*, STRUCK A REEF AND SANK. ALL THE PASSENGERS WERE SAVED--

--EXCEPT ONE.

FOR ALL HIS STRENGTH, ISHMAELO COULD NOT REMAIN AFLOAT WITH THE GOLD-FILLED BELT AROUND HIS WAIST.

YOUSOUF ISHMAELO WAS FINALLY DOWN FOR THE COUNT.

FACTOID BOOKS 100% TRUE

PAVEL NAVROTSKY'S PIG PEN

IN MAY 1985, A 74-YEAR-OLD MAN APPEARED IN THE STREETS OF HIS VILLAGE IN THE UKRAINE FOR THE FIRST TIME IN 41 YEARS.

HIS NAME WAS PAVEL NAVROTSKY. TO HIS NEIGHBORS, WHO HAD ASSUMED HIM LONG DEAD, HE WAS LIKE AN APPARITION.

WHEN THE NAZIS SWEPT THROUGH THE TINY VILLAGE OF SARAZHENTSY IN 1941, NAVROTSKY DID NOT DISTINGUISH HIMSELF FOR HIS VALOR.

I SURRENDER! I SURRENDER!

WHAT'S THIS?

A UKRAINIAN "HERO."

SOMEHOW, THE GERMANS DIDN'T PERCEIVE NAVROTSKY AS A POTENTIAL THREAT. THEY TOLD HIM TO RETURN HOME AND NOT BOTHER ANYONE.

NAVROTSKY DUTIFULLY RETURNED TO HIS HOVEL, LETTING EVENTS PASS HIM BY.

BUT IN 1944 THE RUSSIAN ARMY RETOOK THE UKRAINE. PAVEL WAS CONVINCED THAT STALIN'S TROOPS WOULD PUNISH HIM FOR HIS COMPLIANCE WITH THE ENEMY.

I HAVE TO HIDE!

THAT NIGHT, NAVROTSKY ENTERED THE PIGSTY AT THE BACK OF HIS PROPERTY.

THREATENING TO KILL HER IF SHE BETRAYED HIM, NAVROTSKY FORCED HIS WIFE TO KEEP HIS SECRET.

DID YOU TELL ANYONE? IF YOU DID, YOU'RE IN *BIG* TROUBLE!

EVERY NIGHT HIS WIFE WOULD SMUGGLE FOOD TO HIM.

QUIET! WHAT IF THEY FIND ME?

WHEN SHE HAD TO GO AWAY, SHE LOCKED UP THE PIGSTY SO HE WOULDN'T BE DISCOVERED BY NEIGHBORS.

UNDER PRESSURE FROM HER HUSBAND, SHE COMPLETELY CUT HERSELF OFF FROM FRIENDS AND FAMILY.

THERE WAS ONE NIGHT, AND ONE NIGHT ONLY, THAT PAVEL NAVROTSKY DARED LEAVE HIS SELF-IMPOSED PRISON.

HE DRESSED IN HIS WIFE'S CLOTHING SO HE WOULDN'T BE RECOGNIZED AND TOOK A STROLL DOWN THE VILLAGE STREET.

TIME PASSED. SOME THINGS CHANGED IN THE SOVIET UNION, SOME THINGS DIDN'T.

ON THE 40TH ANNIVERSARY OF THE SOVIET'S VICTORY OVER GERMANY, NAVROTSKY'S WIFE PASSED AWAY. WITH NO ONE TO BRING HIM FOOD, HE WAS FORCED, AT LAST, TO LEAVE HIS SHELTER.

CONTRARY TO THE FEARS THAT HAD KEPT NAVROTSKY IN HIDING FOR 41 YEARS, THE GOVERNMENT HAD LONG SINCE FORGOTTEN ABOUT HIM. STALIN HAD BEEN DEAD FOR THIRTY YEARS AND THERE WAS NO OFFICIAL INTEREST IN PUNISHING HIM FOR HIS DESERTION IN WORLD WAR II.

CLEARLY, MORE THAN ANYONE BEFORE OR SINCE, NAVROTSKY COULD SAY "LIFE STINKS" AND REALLY BE ACCURATE.

SOMETIMES YOU CAN'T WIN EVEN WHEN YOU'RE TRYING TO DO YOURSELF IN. SEEMS LIKE--

OLD LOSERS NEVER DIE

I'VE *HAD* IT WITH THIS PLACE!

A 99-YEAR-OLD HEART PATIENT IN AMSTERDAM JUMPED THROUGH HIS THIRD-STORY HOSPITAL WINDOW.

HE WAS NOT SERIOUSLY INJURED AND WAS RETURNED TO THE INTENSIVE CARE WARD.

TIME FOR YOUR SPONGE BATH.

OY VEY.

AN ARTIST IN NEW YORK JUMPED FROM THE 86TH FLOOR OF THE EMPIRE STATE BUILDING IN AN ATTEMPT TO KILL HIMSELF.

GOODBYE, CRUEL, UNAPPRECIATIVE WORLD!

A 50-MILE-AN-HOUR WIND BLEW HIM ONTO A LEDGE ONE STORY BELOW.

AFTER LYING STUNNED FOR HALF AN HOUR, HE OPENED A WINDOW AND ENTERED AN OFFICE.

ATTEMPTING SUICIDE, A MAN DRANK A COCKTAIL OF MIXED POISONS.

DOWN THE HATCH!

RAT POISON

Ant Spray

BLEACH

STAIN-B-GONE

PAINT THINNER

MOTH BALLS

MOTH BALLS

HE WAS FINE THE NEXT MORNING. HE THEN SWALLOWED 156 PAIN KILLERS. NO LUCK.

NEXT, HE SLEPT IN A ROOM WITH AN OPEN TANK OF NATURAL GAS. HE WOKE UP THE NEXT MORNING, UNAFFECTED BY THE VAPORS.

TSSSSSS

MAYBE I OUGHTA CAN THIS SUICIDE BIT.

NATURAL GAS

20 GALLONS

THEN HE LIT A CIGARETTE...

THE RESULTING EXPLOSION DESTROYED HIS HOME. HE, HOWEVER, WAS NOT HURT.

SOMEBODY UP THERE MUST REALLY, *REALLY* LIKE ME...

CHAPTER TWO

LOSS LEADERS

There are many pitfalls on the road to power, many possible routes that can lead to a destination of humiliation, ruination, or both. The pursuit of power requires sublime strategy, and maintaining that power requires strength of will and the passion to back it up. On the other hand, as the saying goes, "The bigger they are, the harder they fall," and so this chapter is devoted to those who stood on the verge of controlling the destiny of entire nations — and blew it big time, in public, for all to see.

Some, like Leon Trotsky, Yukio Mishima, and Rudolf Hess (now THERE'S a trio) allowed their passions to mutate into fanaticism, proving that too much of anything, good or bad, will eventually do you in. Others, like President James Garfield and King Croesus, placed their trust in the so-called "experts," and got screwed royally for it. And still others, like President William Henry Harrison, simply believed that the assumption of power not only makes one extremely powerful, but impervious to the elements as well. Of course, lest we forget, typical flaws like greed, arrogance and stupidity have also played a part in the downfall of more than a few of the people profiled here. But then, when dealing with the rich and powerful, we usually expect no less... or more.

PRESIDENTIAL ALSO-RANS

FOR EVERY WINNER IN POLITICS, THERE HAS TO BE A LOSER. SOME LOSE NARROWLY, WHILE OTHERS BLOW IT BIG TIME. OFTEN, IN RETROSPECT, ONE CAN FIND A SINGLE MOMENT ON WHICH THE BALANCE WAS TIPPED.

REPUBLICAN CANDIDATE DEWEY RAN STRONGLY AGAINST PRESIDENT TRUMAN IN 1948.

DE Y

THEN ALICE LONGWORTH ROOSEVELT SAID HE LOOKED LIKE "THE LITTLE MAN ON TOP OF A WEDDING CAKE."

SOME SAY THAT DEVASTATING DESCRIPTION COST HIM THE RACE.

ADLAI STEVENSON WAS AN INTELLECTUAL WHO RAN AGAINST EISENHOWER TWICE.

MR. STEVENSON, YOU HAVE THE VOTE OF EVERY THINKING AMERICAN.

THAT'S FINE, BUT UNFORTUNATELY I NEED A MAJORITY TO WIN.

REMARKS LIKE THAT COST STEVENSON VOTES.

SENATOR ED MUSKIE OF MAINE DID WELL IN THE DEMOCRATIC PRIMARIES IN 1972, TILL HE RESPONDED TO A NEWSPAPER'S HARSH CRITICISM OF HIS WIFE.

HE BROKE DOWN AND CRIED, WHICH ENDED HIS CHANCES.

IN 1972, THE DEMOCRATIC CANDIDATE GEORGE McGOVERN CHOSE THOMAS EAGLETON AS HIS RUNNING MATE — WITHOUT KNOWING THAT EAGLETON HAD RECEIVED SHOCK TREATMENT FOR DEPRESSION.

COMEDIANS WERE MERCILESS.

WHY NOT RUN TEDDY KENNEDY WITH EAGLETON AND CALL IT "THE WATERPROOF AND SHOCKPROOF" TICKET?

AFTER CLAIMING TO BACK EAGLETON "1000%," McGOVERN DROPPED HIM. THE IMAGE OF VACILLATION HELPED SINK HIS CAMPAIGN.

McGovern Eagleton '72

DURING A PRESIDENTIAL DEBATE IN 1976, PRESIDENT FORD MADE A STRANGE STATEMENT...

I DON'T BELIEVE THE POLISH PEOPLE CONSIDER THEMSELVES DOMINATED BY THE SOVIET UNION.

NO ONE KNEW WHAT FORD WAS TALKING ABOUT--

--THEREBY REINFORCING THE IMPRESSION THAT HE WAS A FEW BEERS SHORT OF A SIX-PACK.

IN 1984, WALTER MONDALE RAN AGAINST PRESIDENT REAGAN.

IF ELECTED, I *WILL* RAISE YOUR TAXES.

MONDALE

NEED WE SAY MORE?

IN 1988, THE CONTENDERS FOR THE DEMOCRATIC NOMINATION WERE KNOWN COLLECTIVELY AS "THE SEVEN DWARFS." SENATOR BIDEN GAVE A BIOGRAPHICAL SPEECH--

...MY ANCESTORS WHO WORKED IN THE COAL MINES AND WOULD COME UP AFTER 12 HOURS AND PLAY FOOTBALL...

BIDEN FOR P

--WHICH HE'D COPIED FROM A SPEECH ALREADY GIVEN BY BRITISH LABOR LEADER NEIL KINNOCK.

...WHO COULD WORK EIGHT HOURS UNDERGROUND AND THEN COME UP AND PLAY FOOTBALL...

IN THE SAME YEAR SENATOR HART, TRYING TO DISPEL RUMORS OF RECKLESS WOMANIZING, CHALLENGED REPORTERS TO FOLLOW HIM AROUND.

I PROMISE YOU — YOU'LL BE BORED.

A FEW WEEKS LATER THEY HAD PHOTOS OF HIM PARTYING ON HIS YACHT NAMED "MONKEY BUSINESS" WITH A MODEL NAMED DONNA RICE.

COMEDIANS HAD A FIELD DAY.

SENATOR HART SHOULD CAMPAIGN IN A SANTA CLAUS SUIT — THEN NEXT TIME HE CAN SAY HE WAS JUST LISTENING TO HER CHRISTMAS WISHES!

HEY-OH!

LATER, WHEN DEMOCRATIC NOMINEE MICHAEL DUKAKIS WAS ASKED A POINTED QUESTION DURING THE DEBATES BY CNN'S BERNIE SHAW--

GOVERNOR DUKAKIS, IF YOUR WIFE WAS RAPED AND MURDERED, WOULD YOU STILL OPPOSE THE DEATH PENALTY?

--THE CANDIDATE FAILED TO DISPLAY THE SLIGHTEST EMOTION IN RESPONSE.

IN ANSWER TO YOUR QUESTION, LET ME ELUCIDATE MY OPPOSITION TO THE DEATH PENALTY. IT HAS REMAINED CONSISTENT... DRONE... DRONE...

DEFEAT WAS CLINCHED WHEN DUKAKIS TOOK A RIDE IN AN M-1 TANK TO SHOW HIS SUPPORT FOR THE MILITARY — AND LOOKED SO RIDICULOUS REPUBLICANS USED THE FOOTAGE IN THEIR CAMPAIGN ADS.

PAID FOR BY THE COMMITTEE TO ELECT GEORGE BUSH

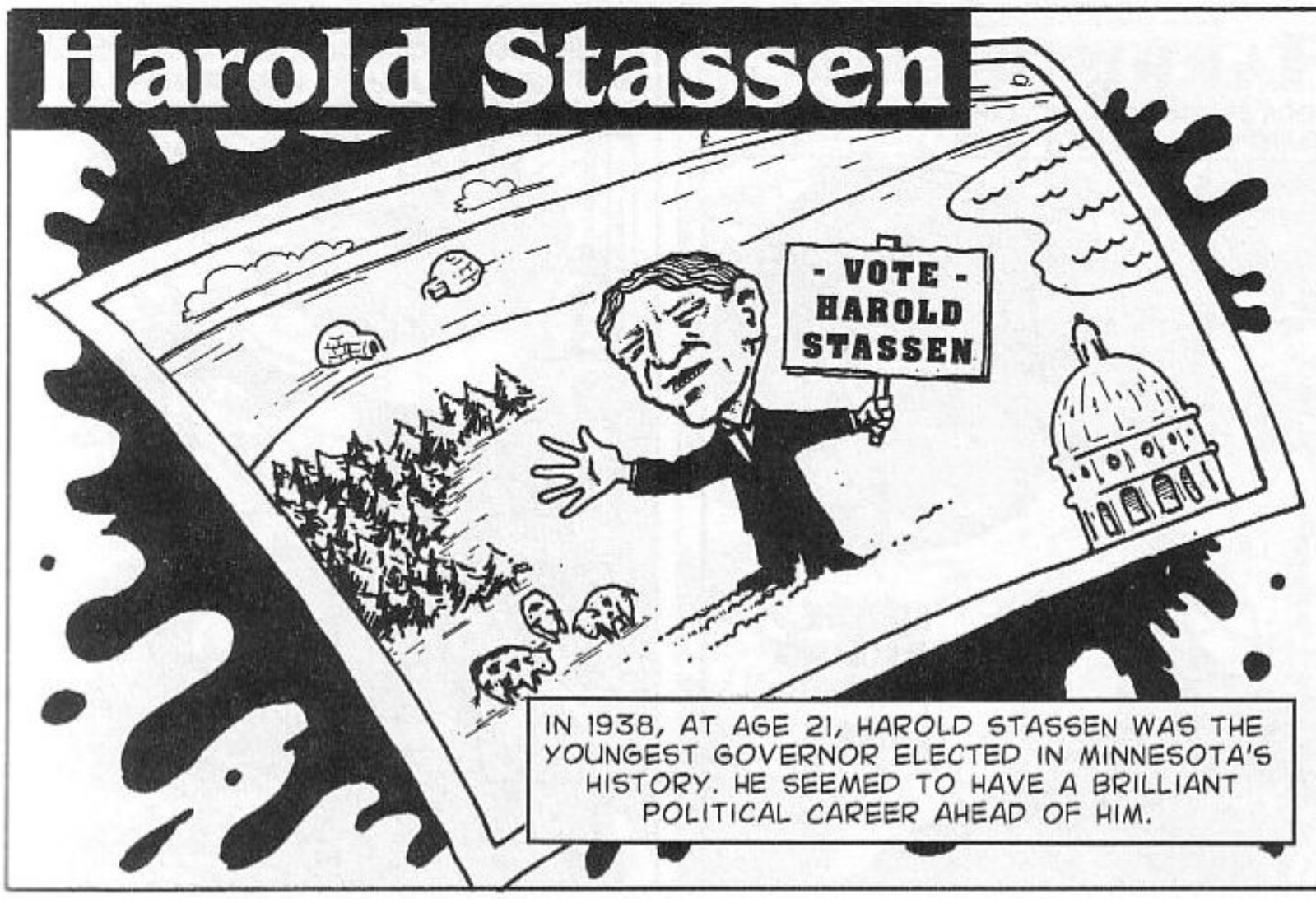
GEORGIE'S GOT IT IN THE BAG!

WHO'LL BE NEXT TO MAKE A FOOL OF HIMSELF RUNNING FOR PRESIDENT?

WE DON'T KNOW. BUT WE DO KNOW--

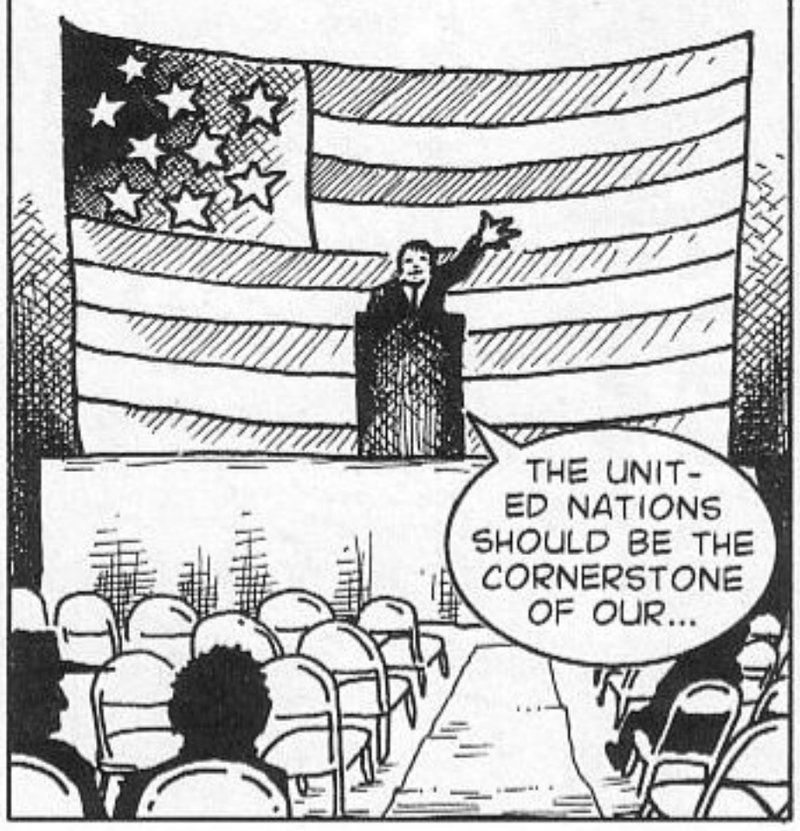
--IT WILL HAPPEN!

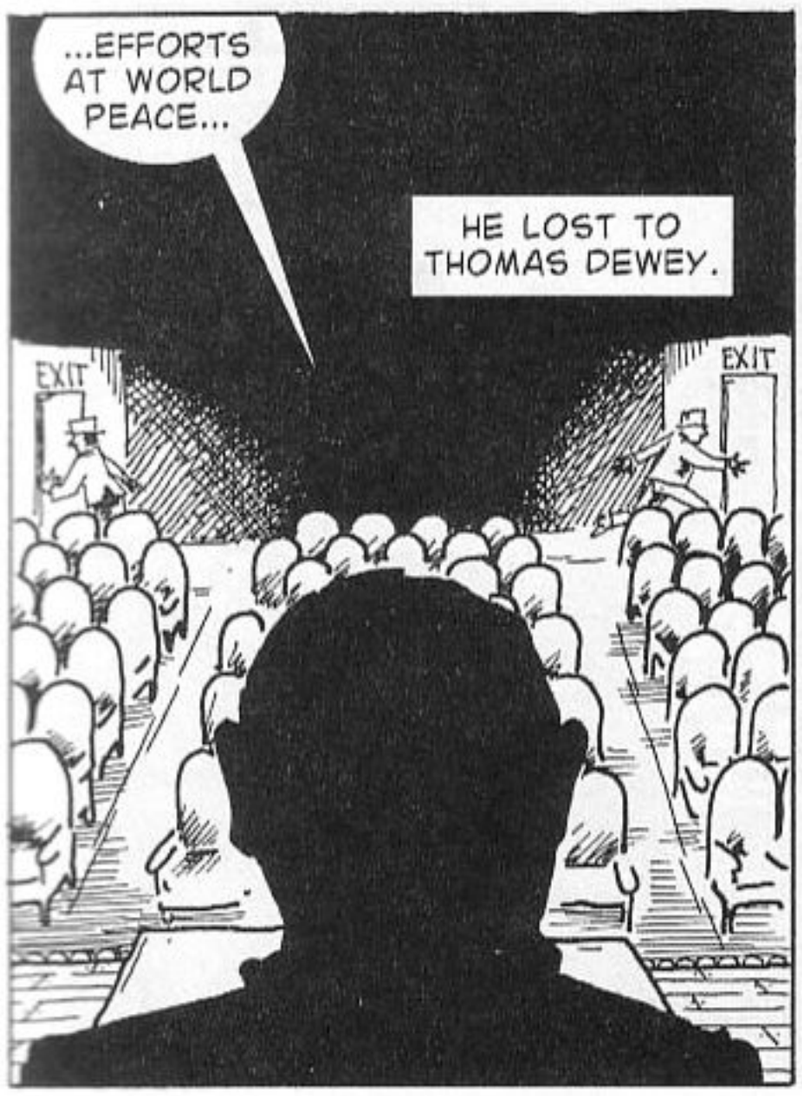
Harold Stassen



IN 1938, AT AGE 21, HAROLD STASSEN WAS THE YOUNGEST GOVERNOR ELECTED IN MINNESOTA'S HISTORY. HE SEEMED TO HAVE A BRILLIANT POLITICAL CAREER AHEAD OF HIM.

AFTER SERVING IN THE NAVY UNDER ADMIRAL HALSEY, AND HELPING TO ORGANIZE THE U.N., HE RAN FOR THE REPUBLICAN PRESIDENTIAL NOMINATION IN 1948.





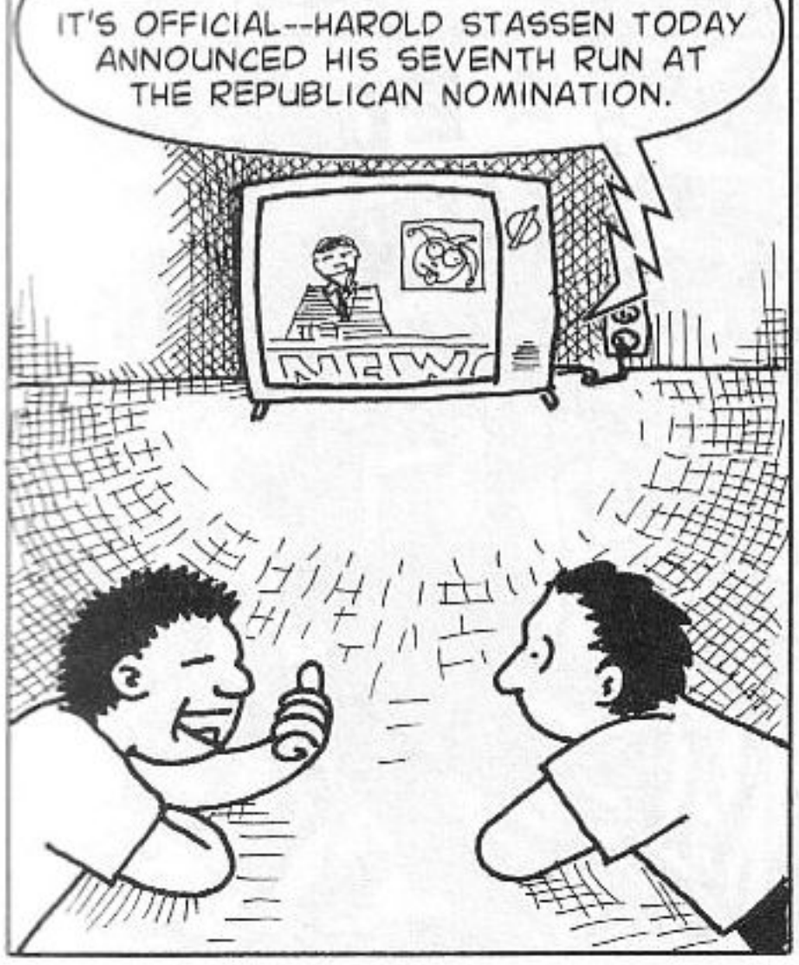
SINCE THEN, HE HAS RUN IN NEARLY EVERY RACE FOR THE REPUBLICAN NOMINATION.



NOT BEING ONE TO LIMIT HIMSELF, STASSEN LOST WHILE RUNNING FOR BOTH GOVERNOR OF PENNSYLVANIA AND MAYOR OF PHILADELPHIA.



STASSEN'S PERENNIAL CAMPAIGNS BECAME AN ONGOING ELECTION YEAR GAG.



STASSEN, HOWEVER, PERSEVERED WITH UTTER SERIOUSNESS.



IN 1996, STASSEN OFFERED HIMSELF AS A VICE-PRESIDENTIAL CANDIDATE TO BOB DOLE.



WILLIAM HENRY HARRISON *(1773-1841)*

HARRISON WAS A MEMBER OF A PROMINENT VIRGINIA FAMILY, AND SON OF A SIGNER OF THE *DECLARATION OF INDEPENDENCE*. IT SEEMED LIKE HE HAD IT MADE.

WM. H. HARRISON
THE OHIO FARMER

TIPPECANOE AND TYLER TOO

"KEEP THE BALL ROLLING!" PRESIDENT 1841

HE ENJOYED SOME SUCCESS IN THE MILITARY, THOUGH HIS LEADERSHIP WAS CRITICIZED.

WAIT FOR THE *STATUE*, WILLYA?

FLOOP!

HIS TERMS IN THE U.S. CONGRESS WERE *LACK-LUSTER.*

ZZZZZZ!

EXTRA

HE WAS NOT REELECTED TO OHIO'S STATE SENATE --

HARRI LOSES ELE ION!

ELECT HARRISON

--AND WAS RECALLED AS MINISTER TO COLOMBIA AFTER SIX MONTHS.

HARRISON LOST SO MUCH MONEY IN BAD INVESTMENTS THAT BY THE EARLY 1830s HE HAD TO TAKE A LOW-LEVEL BUREAUCRATIC JOB IN ORDER TO SUPPORT HIS NINE CHILDREN.

BUT MEDIOCRITY HAS ITS REWARDS. ENCUMBERED BY NO POLITICAL POSITIONS AT A TIME WHEN THE ISSUES WERE HIGHLY DIVISIVE, HARRISON WAS CHOSEN AS THE PRESIDENTIAL CANDIDATE OF THE WHIG PARTY IN 1836.

ELECT HARRISON

HE LOST TO *MARTIN VAN BUREN.*

HARRISON ☆ FOR ☆ PRESIDENT

IN 1840, A 67-YEAR-OLD HARRISON RAN AGAIN AND WON.

NO *PIGEONS* IN SIGHT...

TURNING DOWN A COACH, HARRISON RODE TO HIS INAUGURATION ON HORSEBACK. EAGER TO DISPLAY HIS VIGOR, HE DID NOT WEAR A *HAT* OR *COAT*.

ON MARCH 4, 1841, THE *COLDEST* DAY OF THE YEAR, HE WAS SWORN IN AS PRESIDENT.

HARRISON GAVE ONE OF THE LONGEST INAUGURAL ADDRESSES ON RECORD, *AN HOUR AND FORTY MINUTES.*

...AND I INTEND TO SERVE ONLY ONE TERM, AND TO...

HOWCUM HE'S NOT WEARING A *COAT?*

MAKES ME *SHIVER* JUST LOOKING AT HIM.

HE DRANK AND DANCED AT THREE DIFFERENT BALLS THAT NIGHT, DESPITE HAVING THE BEGINNINGS OF A BAD COLD.

THE COLD TURNED INTO *PNEUMONIA.* HIS DOCTORS WENT WILD TRYING TO AVOID THE HUMILIATION OF HAVING A PRESIDENT *DIE* ON THEM.

THEY TRIED *HOT PLASTERS, ENEMAS, INDUCED VOMITING* — ALL TO NO EFFECT.

ON APRIL 4, *ONE MONTH* AFTER HIS INAUGURATION, HARRISON WAS DEAD.

PLOOP!

HERE LIES
WILLIAM HENRY
HARRISON
B. 1773 D. 1841
U.S. PRESIDENT
(BUT NOT FOR LONG)

THE PATHETIC PRESIDENT DIED IN *DEBT,* SO MUCH SO THAT CONGRESS GAVE HIS WIDOW THE OTHER 11 MONTHS OF HIS SALARY OUT OF *SYMPATHY.*

FACTOID BOOKS 100% TRUE

James Garfield
Martyr to Medicine

AT THE WASHINGTON DEPOT ON JULY 2, 1881, PRESIDENT JAMES GARFIELD WAS SHOT IN THE BACK BY CHARLES GUITEAU, A DISGRUNTLED OFFICE-SEEKER.

MY GOD, WHAT IS THIS?

BLAM BLAM

HA.

HE WAS RUSHED BACK TO THE WHITE HOUSE, WHERE IT WAS DISCOVERED THAT ONE BULLET HAD GRAZED HIS ARM AND THE OTHER HAD ENTERED HIS BACK.

AS DOCTORS HOVERED OVER HIM, GARFIELD WAS GLOOMY ABOUT HIS PROSPECTS.

HMMM.... HMMM... HMMM

I THANK YOU, BUT I AM A DEAD MAN

A DR. D.W. BLISS TRIED TO LOCATE THE BULLET WITH A "NELATON PROBE."

grind

THE PROBE WAS PUSHED INTO THE WOUND AND TURNED UNTIL IT DISCOVERED THE PATH OPENED UP BY THE BULLET.

grind grind

THE PROBE FAILED TO LOCATE THE BULLET, BUT GREATLY ENLARGED THE WOUND. IT EVENTUALLY GOT STUCK BETWEEN THE FRAGMENTS OF GARFIELD'S ELEVENTH RIB--

--AND HAD TO BE FORCIBLY REMOVED.

GRAGH!

DR. BLISS THEN INSERTED HIS UNWASHED FINGER INTO THE WOUND. HE HAD NO IDEA HE WAS INTRODUCING INFECTION.

SQUISH

TOP DOCTORS ARRIVED FROM ALL OVER THE COUNTRY TO SEARCH FOR THE ELUSIVE BULLET. THE SURGEON GENERAL HIMSELF ACTUALLY PUNCTURED THE PROTECTIVE LINING OF GARFIELD'S LIVER.

I can't believe the liver is that SOFT!

NUMEROUS OPERATIONS WERE PERFORMED — WITHOUT ANESTHESIA — TO LOOK FOR THE BULLET AND TO RELIEVE INFECTION.

MUNCH MUNCH

COFF COFF

AS THE DAYS WENT BY AND GARFIELD WORSENED, THE PUBLIC GREW CONCERNED.

The doctors are doing everything they can, you can be sure of that.

That's a comfort, anyway.

ALEXANDER GRAHAM BELL RIGGED UP A CRUDE METAL DETECTOR AND THOUGHT HE DETECTED THE BULLET.

HE WAS ACTUALLY WAY OFF. BUT DOCTORS DECIDED GARFIELD COULDN'T SURVIVE FURTHER EXPLORATORY SURGERY.

GARFIELD'S WEIGHT HAD DROPPED FROM 210 POUNDS TO AN EMACIATED 130. HE SAT UP AND WROTE SOMETHING ONLY ONCE -- STRANGULATUS PRO REPUBLICA -- "TORTURED FOR THE REPUBLIC."

ON SEPTEMBER 19, 1881, GARFIELD DIED.

THE AUTOPSY REVEALED THAT THE BULLET HAD LODGED HARMLESSLY NEAR THE SPINE, ENCASED IN A PROTECTIVE CYST. THE PRESIDENT WOULD NOT HAVE DIED... HAD IT NOT BEEN FOR HIS DOCTORS.

GARFIELD'S DOCTORS HAD TRANSFORMED A MINOR 3-INCH WOUND INTO A 20-INCH-LONG CHANNEL OF FESTERING INFECTION. THEY WERE CONDEMNED FOR THEIR INCOMPETENCE.

GUITEAU INTRODUCED THIS REVELATION AT HIS TRIAL...

I did not fatally shoot the president. He was killed by medical malpractice.

THE TRUTH DID NOT HELP HIM. GUITEAU WAS HANGED. PHOTOS OF HIS DANGLING CORPSE WERE POPULAR SOUVENIRS.

TEE HEE HEE

10¢

SOME PEOPLE HAVE A SURNAME WHICH DESCRIBES THEM APTLY. SUCH A MAN WAS--

Thomas Paine

BORN IN ENGLAND IN 1737, PAINE RECEIVED A MEAGER EDUCATION, AND BY AGE 13 WENT TO WORK AT HIS FATHER'S CORSET SHOP. IT DIDN'T WORK OUT.

PAINE'S CORSETS

YOU'RE SUCH A **PAIN!**

HE TRIED A NUMBER OF CAREERS WITH SIMILAR RESULTS.

AND DON'T COME BACK!

BUTCHER

BAKER

CANDLESTICK MAKER

PAINE LOST A GOOD JOB IN BRITAIN'S EXCISE OFFICE WHEN HE PUBLISHED A PAMPHLET DECRYING GOVERNMENT CORRUPTION AND DEMANDING HIGHER PAY.

AND TAKE YOUR STINKING PAMPHLETS WITH YOU!

HIS MAJESTY'S EXCISE OFFICE

PAINE GOT MARRIED--

DON'T COME BACK--

--TWICE.

--EVER!

IN 1772, JUST WHEN HE FELT UTTERLY UNWANTED--

--HE RAN INTO BEN FRANKLIN, WHO GAVE HIM ADVICE.

A STITCH IN TIME SAVES NINE!

WASTE NOT, WANT NOT!

GO TO AMERICA!

PAINE RELOCATED TO PHILADELPHIA IN 1774 — THE PERFECT PLACE FOR A POLITICALLY CHARGED WRITER TO MAKE HIS MARK.



HIS PAMPHLET "COMMON SENSE" SOLD MORE THAN 500,000 COPIES IN A FEW MONTHS AND PAVED THE WAY FOR THE DECLARATION OF INDEPENDENCE.



PAINE WROTE INFLUENTIAL PAMPHLETS THROUGHOUT THE WAR.

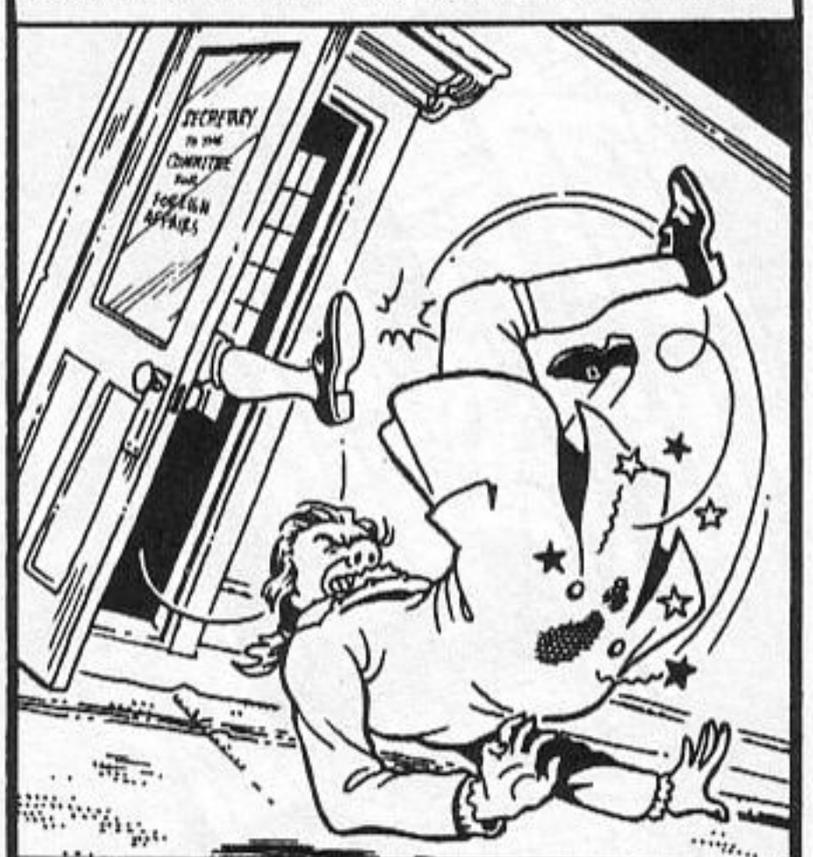


IN 1777, CONGRESS APPOINTED PAINE SECRETARY TO THE COMMITTEE FOR FOREIGN AFFAIRS.



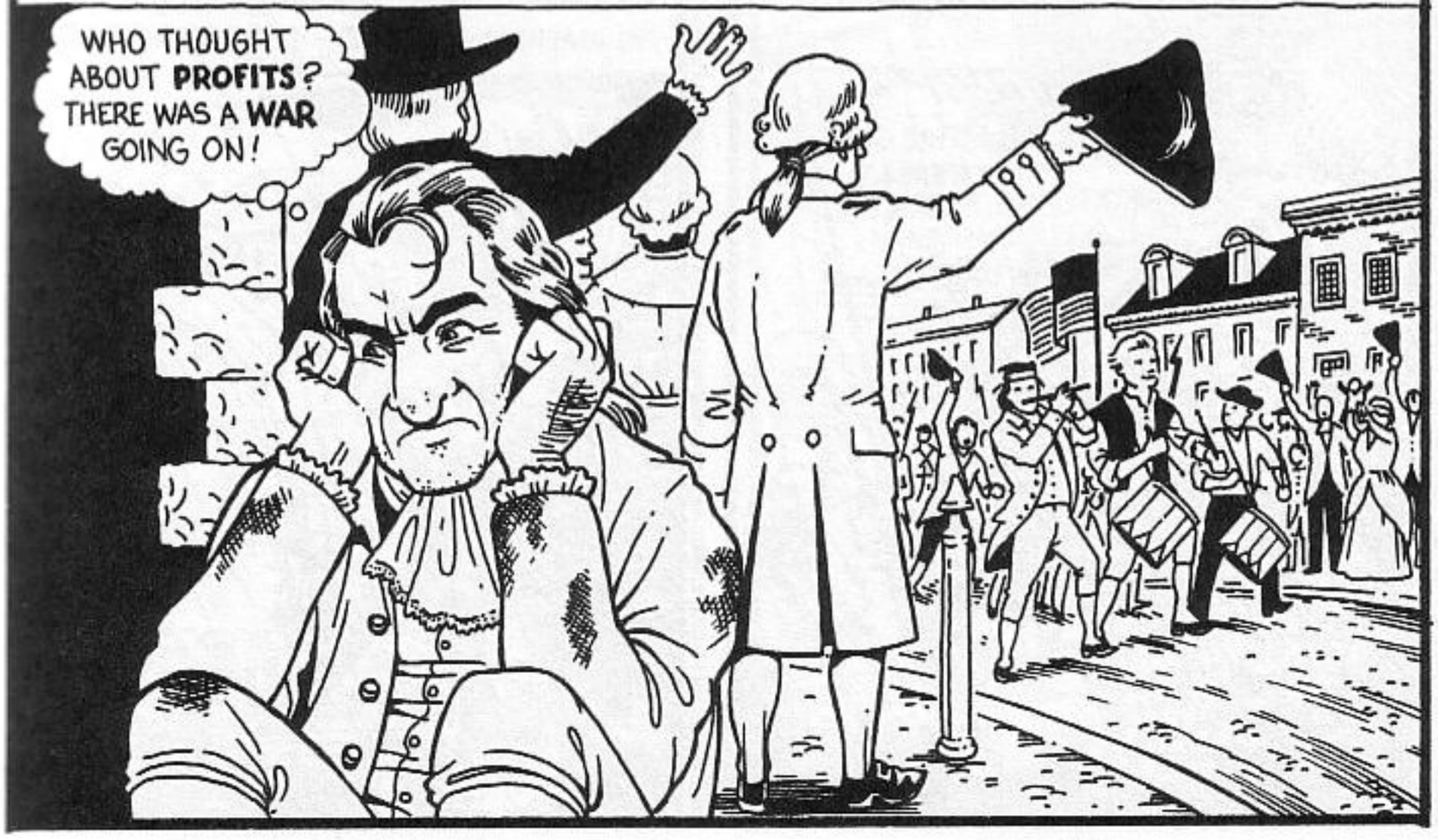
IN HIS NEW POSITION, PAINE EXPOSED A CORRUPT CONGRESSMAN--

--BUT HE ACCIDENTALLY QUOTED FROM SECRET DOCUMENTS WHEN PRESENTING HIS EVIDENCE.



FOR THIS INDISCRETION, HE WAS SUMMARILY DISCHARGED.

AS THE REVOLUTION ENDED, PAINE WAS BROKE. HE HAD SOLD HUNDREDS OF THOUSANDS OF PAMPHLETS, BUT SO CHEAPLY THAT HE HAD MADE NO MONEY FROM THEM.



PAINE'S PETITION TO CONGRESS FOR A PENSION WAS BURIED BY HIS ENEMIES.



PAINE WAS EVENTUALLY VOTED £500 AND WAS OFFERED SOME FARMLAND IN NEW YORK, BUT IN 1787 HE OPTED INSTEAD TO SAIL TO ENGLAND.

HE BECAME ENTRANCED WITH THE FRENCH REVOLUTION, AND PRODUCED A RADICAL DEFENSE OF IT ENTITLED "THE RIGHTS OF MAN."

THE BOOK WAS A SENSATION, BUT BRITISH AUTHORITIES CONSIDERED IT A CALL TO REVOLUTION. A WARRANT WAS ISSUED FOR PAINE'S ARREST.

THOMAS PAINE ESQ. REVOLUTIONARY TRACTS M-SAT 10-8

BUT PAINE WAS ALREADY ON HIS WAY TO FRANCE.

Power to people

AS AN ELECTED MEMBER OF THE FRENCH NATIONAL ASSEMBLY, PAINE ARGUED AGAINST THE REIGN OF TERROR--

AS FOR LOUIS XVI— BANISHMENT, YES; EXECUTION, NO!

BOURGEOIS SENTIMENTALIST.

EET EES ALL SO BORING.

LIFE IS BUT AN UNWELCOME INTERRUPTION OF BLISSFUL NONEXISTENCE.

CAMUS

--WHICH GOT HIM PUT IN JAIL.

WHILE IN PRISON, PAINE'S *AGE OF REASON* WAS PUBLISHED. ITS CRITIQUE OF ORGANIZED RELIGION CAUSED HIM TO BE CALLED AN ATHEIST.

THIS GUY **REALLY** TICKS ME OFF!

PAINE

AFTER HIS RELEASE FROM PRISON, PAINE RETURNED BRIEFLY TO THE NATIONAL ASSEMBLY, AND THEN WENT BACK TO AMERICA IN 1802.

U.S.A.

BUT WHEN PAINE RETURNED TO THE U.S., IT WAS NOT TO A WARM WELCOME. THERE WAS HIS SUPPOSED ATHEISM, AS WELL AS HIS VIRULENT ATTACKS ON GEORGE WASHINGTON.

THOMAS JEFFERSON WAS ROUNDLY CRITICIZED FOR MEETING WITH HIM.

NO LONGER RESPECTED AS A PATRIOT, HE WAS NOW CALLED THE WORLD'S GREATEST INFIDEL. HE BEGAN DRINKING HEAVILY--

NO-GOOD PLUTOCRAT BASTARDS...

--AND RARELY BATHED OR CHANGED HIS CLOTHES. HE CONTINUED TO WRITE, BUT NO ONE WAS INTERESTED.

IT'S ALL IN HERE... THE REVOLUTION WAS CO-OPTED BY AN ENTRENCHED, PROPERTY-OWNING ELITE...

IN 1806, WHILE LIVING IN A CHEAP ROOMING HOUSE, PAINE HAD A STROKE AND FELL DOWN A FLIGHT OF STAIRS.

BET YOU THOUGHT I FORGOT ABOUT YOU...

AFTER THAT, PAINE REQUIRED CONSTANT CARE. NEVERTHELESS, HE MANAGED TO GET KICKED OUT OF EVERY ROOMING HOUSE HE STAYED IN, USUALLY AFTER OFFENDING THE OWNER.

STINKING REVOLUTIONARY!

CAPITALIST SWINE!

PAINE DIED IN 1809. HE HAD EXPRESSED A DESIRE TO BE BURIED IN A QUAKER CEMETERY, BUT THE QUAKERS REFUSED.

AN ENGLISH ADMIRER TOOK PAINE'S BONES BACK TO ENGLAND, HOPING TO BUILD A MONUMENT OVER THEM. THE PLAN FELL THROUGH, AND THE BONES WERE SOLD TO A FURNITURE DEALER AT AUCTION.

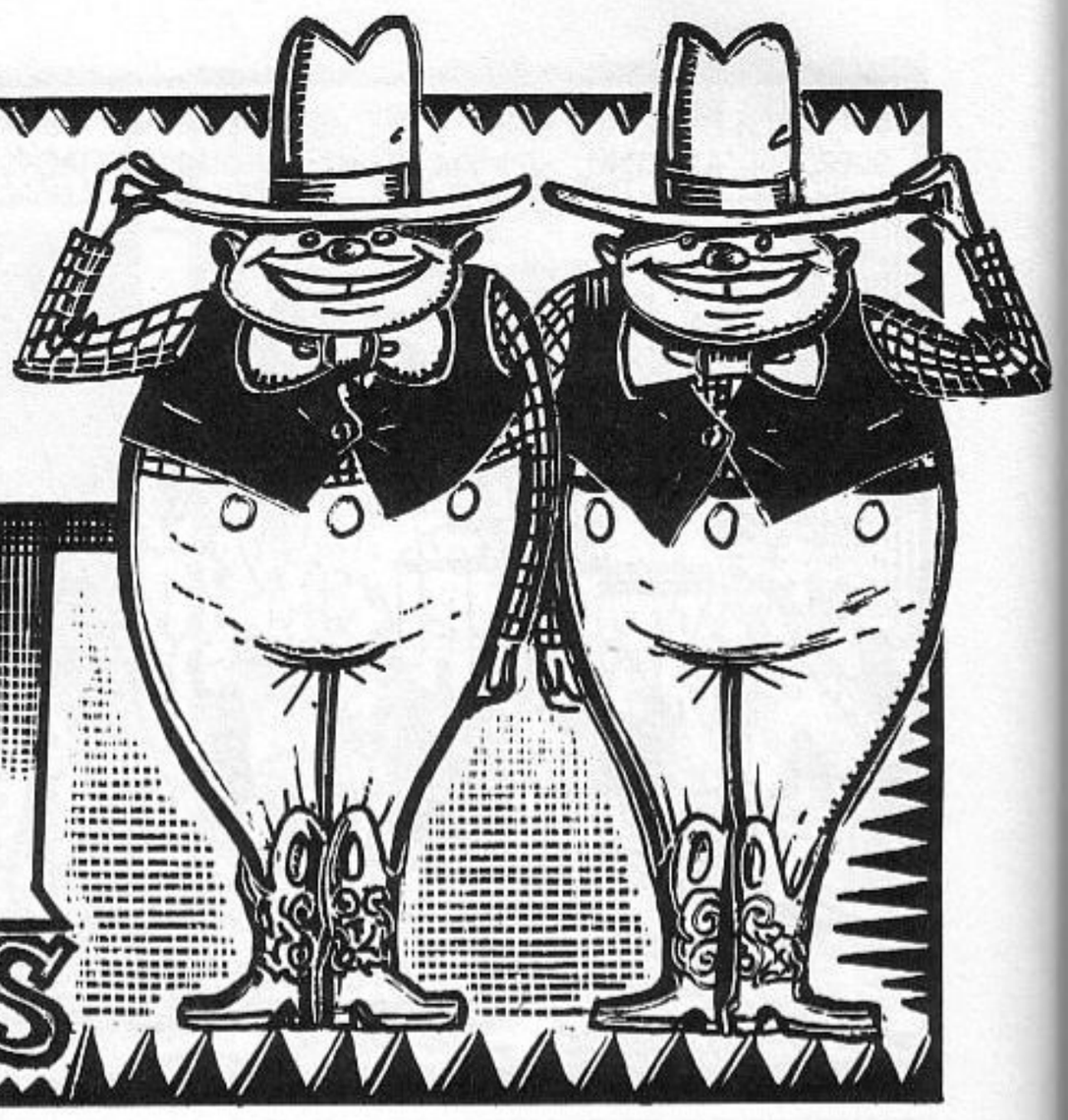
THEY HAVEN'T BEEN SEEN SINCE.

AS IS- CHEAP!

FACTOID BOOKS

The HUNT BROTHERS

THIS IS THE STORY OF TWO BROTHERS, HERBERT AND BUNKER, WHO ALSO HAPPENED TO BE BILLIONAIRES AND OWNERS OF AN OIL COMPANY. THEY WERE--



IN 1970, THEY BEGAN BUYING SILVER WHEN IT WAS $1.50 AN OUNCE.



WHEN THE PRICE DOUBLED, THIS GAVE THEM AN IDEA.

SINCE SILVER IS WIDELY USED IN INDUSTRY, THEY DECIDED THE METAL WOULD BE A GOOD INVESTMENT.





BY 1973, HERBERT AND BUNKER HAD 55 MILLION OUNCES OF SILVER, VALUED AT $160 MILLION.



IT WAS THEN THAT THE HUNT BROTHERS DECIDED TO CORNER THE SILVER MARKET. BY THE END OF THE 1970s, THEY HAD 130 MILLION OUNCES OF SILVER AND CONTRACTS FOR ANOTHER 90 MILLION.



BECAUSE THEY HAD BOUGHT UP ALL THE AVAILABLE SILVER BY EARLY 1980, IT WAS WORTH $50 AN OUNCE. THE HUNTS WERE WORTH ROUGHLY $4.5 BILLION.

BUT THE BROTHERS HUNT DID NOT SELL OFF THEIR SILVER, HOLDING ON IN HOPES OF EVEN HIGHER PRICES.

DESPERATE TO STABILIZE THE MARKET, UNITED STATES REGULATORS PUT A LIMIT ON FUTURES IN SILVER. BY MARCH 1980, THE PRICE WAS DOWN TO $21.

THE VALUE OF THE HUNT BROTHERS' SILVER HOLDINGS WAS DROPPING ALMOST $10 MILLION A DAY--

$10 MILLION PAYABLE TODAY

--AN IMPOSSIBLE FINANCIAL DRAIN EVEN BY THEIR STANDARDS.

AFRAID THE MARKET MIGHT THEN COLLAPSE ENTIRELY, THE FEDERAL RESERVE CHAIRMAN APPROVED A $1.1 BILLION LOAN TO THE HUNTS.

INSTEAD OF HAVING $4.5 BILLION IN THE BANK, THE BROTHERS FOUND THEMSELVES MORE THAN $1 BILLION IN DEBT.

BROTHER, CAN YOU SPARE--

--A BILLION?

HOWEVER, THEIR FINANCIAL PROBLEMS DID NOT END WITH THE SILVER.

I.O.USA $1.5 BILLION

A DROP IN OIL PRICES BROUGHT THEIR HUNT OIL COMPANY TO ITS KNEES, WITH LOSSES TOTALING $6 BILLION. THE HUNTS FILED CHAPTER 11 BANKRUPTCY IN 1986.

THEY EVEN HAD TO GO SO FAR AS TO AUCTION OFF THEIR ASSETS TO SATISFY THEIR CREDITORS.

NOT THE BEAR!

BY 1990, THE BROTHERS WERE WORTH ONLY ONE-TENTH OF 1% OF WHAT THEY WERE IN 1970.

Down to last million $$

Me too

ALTHOUGH THEY LOST SO MUCH, IT'S HARD TO FEEL SORRY FOR THEM.

LEON TROTSKY

HE, AS MUCH AS VLADIMIR ILYICH LENIN, CREATED THE RUSSIAN REVOLUTION.

AND WITH NO MILITARY TRAINING OF HIS OWN, HE LED SOVIET FORCES TO VICTORY OVER TSARIST LOYALISTS.

AS THE FIRST COMMUNIST GOVERNMENT WAS FORMED IN 1917, LENIN AND TROTSKY TOOK THE HIGHEST POSITIONS.

TROTSKY WAS BARELY AWARE OF JOSEPH STALIN, A MINOR FUNCTIONARY HE REMEMBERED AS "ONLY A DARK GRAY BLUR."

TROTSKY WAS RUTHLESS IN HIS USE OF TERROR.

WE SHALL NOT ENTER INTO THE KINGDOM OF SOCIALISM IN WHITE GLOVES ON A POLISHED FLOOR...

BUT TROTSKY HAD MANY LESSONS TO LEARN ABOUT RUTHLESSNESS--

-- WHICH WOULD BE TAUGHT HIM BY A MAN HE DISMISSED AS "UNCOUTH."

TROTSKY DISPLAYED CONTEMPT FOR HIS COLLEAGUES, LIKE KAMENEV--

WE EXPECT RECORD POTATO AND CABBAGE HARVESTS...

POLITBURO

--WHILE STALIN FORGED ALLIANCES BEHIND THE SCENES.

WHILE TROTSKY ATTENDED TO HIS DUTIES, STALIN PLOTTED.

YOU KNOW, KAMENEV, THE GREATEST DELIGHT IS TO MARK ONE'S ENEMY, PREPARE EVERYTHING, AVENGE ONESELF THOROUGHLY AND THEN GO TO SLEEP.

LENIN FELL ILL IN 1921, AND WORRIED ABOUT HIS SUCCESSOR.

TROTSKY IS VAIN, BUT STALIN MUST NEVER BE PREMIER— THE MAN IS SIMPLY TOO... RUDE.

LENIN DICTATED HIS MISGIVINGS ABOUT STALIN. TROTSKY CONSIDERED THE TESTAMENT HIS SECRET "BOMBSHELL."

IN 1924, TROTSKY, HIMSELF ILL, ACCEPTED THE PARTY'S SUGGESTION THAT HE RECUPERATE AT A BLACK SEA RESORT.

A FEW DAYS LATER, HE RECEIVED A TELEGRAM.

WHAT IS IT, LEON?

LENIN HAS DIED.

TROTSKY CALLED MOSCOW AND SPOKE WITH STALIN.

COMRADE STALIN SAYS THERE IS NO TIME FOR US TO GET BACK FOR THE FUNERAL.

BUT THERE ACTUALLY **WOULD** HAVE BEEN PLENTY OF TIME FOR TROTSKY TO RETURN.

STALIN WAS AFRAID THAT TROTSKY MIGHT USE LENIN'S FUNERAL TO DELIVER A FIERY ORATION WHICH WOULD SWEEP HIM INTO OFFICE, SO HE LIED ABOUT THE DATE.

HE BELIEVED ME.

THE ABSENCE OF TROTSKY AT LENIN'S FUNERAL WAS REGARDED AS AN APPALLING LACK OF RESPECT, AND STALIN STAGE-MANAGED THE EVENT TO SOLIDIFY HIS OWN POWER.

MAYBE WE SHOULD HAVE *TRIED* TO GO, LEON.

WHEN TROTSKY RETURNED TO MOSCOW HE WAS BEING ATTACKED IN THE PRESS.

THEY KEEP REFERRING TO ME AS A *JEW*. STALIN IS REVIVING ANTI-SEMITISM.

TROTSKY'S ONLY HOPE WAS THE "BOMBSHELL."

BUT WHEN LENIN'S WIDOW READ THE BOMBSHELL, IT WAS TO NO AVAIL.

AS YOU HAVE SEEN BY NOW, COMRADE LENIN'S SLIGHT RESERVATIONS ABOUT GENERAL SECRETARY STALIN HAVE PROVED BASELESS.

TROTSKY CONTINUED TO DEFEND COMMUNISM --

THE PARTY IS ALWAYS RIGHT. ONE CANNOT BE RIGHT AND BE AGAINST THE PARTY. ONE CAN ONLY BE RIGHT WITH AND THROUGH THE PARTY, SINCE HISTORY HAS CREATED NO OTHER PATH.

-- WITH AN ABSOLUTISM THAT WOULD SOON SEEM IRONIC.

LEON TROTSKY IS HEREBY STRIPPED OF HIS PARTY MEMBERSHIP.

IN 1928, TROTSKY AND HIS FAMILY WERE BANISHED TO SIBERIA.

IF LENIN WERE ALIVE TODAY, HE WOULD PROBABLY BE IN A STALINIST PRISON.

AFTER CONTINUING TO CRITICIZE STALIN, TROTSKY WAS EXILED TO TURKEY.

HE APPLIED TO VARIOUS EUROPEAN COUNTRIES FOR ASYLUM, WHILE SIMULTANEOUSLY BLASTING THEIR POLITICAL SYSTEMS.

THERE WAS A TWO-YEAR SOJOURN IN FRANCE--

THE BOURGEOIS DEMOCRACIES HAVE NOTHING TO TEACH US ABOUT FREEDOM.

--FOLLOWED BY A STAY IN NORWAY.

FINALLY, IN 1937, TROTSKY WOUND UP IN MEXICO. HIS THINKING CONTINUED TO INFLUENCE WORLD COMMUNISM.

THE DEMOCRACIES SHOULD NOT TRUST STALIN AS AN ALLY AGAINST FACISM. HE WILL STRIKE A DEAL WITH HITLER WHENEVER IT SUITS HIS PURPOSES.

STALIN LIQUIDATED TROTSKY'S SYMPATHIZERS AND FAMILY MEMBERS IN THE U.S.S.R., BUT IT WAS TROTSKY HIMSELF HE FEARED.

I CANNOT SLEEP KNOWING HE'S OUT THERE.

ON MAY 24, 1940, HE SENT A TEAM OF 24 COMMUNISTS DISGUISED AS MEXICAN POLICE TO ASSASSINATE TROTSKY.

TWO HUNDRED BULLETS WERE PUMPED INTO HIS BEDROOM, BUT TROTSKY AND HIS WIFE, HIDING UNDER THE BED, ESCAPED INJURY.

STALIN WAS FURIOUS. THE MEXICAN GOVERNMENT RESPONDED BY TRANSFORMING TROTSKY'S HOME INTO A FORTRESS.

ON AUGUST 20, 1940, TROTSKY WAS WORKING ON A NEW ARTICLE, "DID STALIN POISON LENIN?"

IN THE ROOM WITH HIM WAS RAMÓN MERCADER, A COMMUNIST AGENT WHO HAD INSINUATED HIMSELF INTO THE TROTSKY HOUSEHOLD.

HE WAS STALIN'S BACK-UP PLAN.

MERCADER WAS ARMED WITH A #5 REVOLVER, A DAGGER, AND AN ICE AXE. AS AN AVID MOUNTAINEER, HE PREFERRED THE LATTER WEAPON.

HE HAD ASKED TROTSKY TO REVIEW AN ARTICLE HE HAD WRITTEN, AND TROTSKY CONSENTED.

I'M AFRAID THIS IS RATHER MUDDLED STUFF, RAMÓN.

PERHAPS *THIS* WILL CLEAR IT UP FOR YOU.

THUK

TROTSKY TRIED TO RUN, BUT COLLAPSED IN THE NEXT ROOM.

...I FEEL THIS IS THE END...

HE DIED THE FOLLOWING DAY IN THE HOSPITAL.

AT LAST, STALIN COULD SLEEP.

FACTOID BOOKS 100% TRUE

Rudolf Hess: Überloser

ON MAY 10, 1941, HESS CLIMBED OUT OF A FIGHTER PLANE OVER GLASGOW, SCOTLAND. HE WAS ON A STRANGE MISSION, AND WENT TO A STRANGER FATE...

LEAP!

HIMMEL!

HESS WAS AN EARLY NAZI, AND IN THE 1920'S SERVED AS HITLER'S SECRETARY AND BODYGUARD. WHILE THEY WERE IN PRISON TOGETHER, HE TRANSCRIBED PART OF HITLER'S *MEIN KAMPF*.

BOOM

WHEN HITLER CAME TO POWER IN 1933, HE MADE HESS CHIEF OF THE NAZI PARTY AND DECLARED HIM SECOND IN THE LINE OF SUCCESSION.

KRUNCHHH!!!

10 DAYS AFTER HITLER HAD FINALIZED HIS PLAN TO INVADE RUSSIA, HESS SET OUT FROM AUGSBURG IN SOUTHERN GERMANY TO BRITAIN ON A MISSION OF PEACE.

IN A THREE-HOUR PRESENTATION TO BRITISH AUTHORITIES HESS OUTLINED HIS PLAN.

WE MUST END THE CONFLICT BETWEEN OUR NATIONS. BRITISH AND GERMAN FORCES SHOULD UNITE IN THE OFFENSIVE AGAINST THE U.S.S.R.

NEIN!

AFTER HEARING HIM OUT, THE AUTHORITIES CONCLUDED THAT HE WAS A NUT, OPERATING WITHOUT AUTHORITY. HE WAS LOCKED UP IN THE TOWER OF LONDON.

TAP!

TAP TAP!

THE TOWER OF LONDON

HESS SUSPECTED POISON IN EVERY MEAL, AND HID SCRAPS OF PAPER ALL OVER HIS CELL. HE LAY IN BED FOR HOURS WITH HIS FINGERS IN HIS EARS.

I'M THINKING.

I HAVE DONE MY DUTY.

I DO NOT REGRET ANYTHING.

AFTER THE WAR, HESS WAS TRIED AS A WAR CRIMINAL AND SENTENCED TO LIFE IN BERLIN'S SPANDAU PRISON.

THE 134-CELL PRISON WAS ADMINISTERED BY THE FOUR ALLIED POWERS. IT WAS CLEARED OF SOME 600 INMATES AND USED TO HOUSE SEVEN NAZI WAR CRIMINALS.

IT WAS NO COUNTRY CLUB.

THE INMATES WERE FORBIDDEN TO COMMUNICATE WITH EACH OTHER AND PERMITTED VERY LITTLE CONTACT WITH THE OUTSIDE WORLD. IN 1966, ALBERT SPEER AND BALDUR VON SCHIRACH WERE RELEASED, LEAVING HESS ALONE.

ACH DU LIEBER

SPEER DESCRIBED HESS AS A MALINGERER WHO WOULD FAKE ILLNESS AND HOARD THE OTHER PRISONERS' SOCKS.

I HAVE THEIR SOCKS!

HESS REFUSED THE ALLOWABLE MONTHLY VISITS FROM HIS WIFE AND SON BECAUSE HE CONSIDERED HIS SITUATION DEGRADING.

AFTER 28 YEARS HE RELENTED.

NEIN MIT DER TOUCHING DAS VISITORS VERBOTEN!

I DID WHAT I DID FOR MY FÜHRER AND THE FATHER-LAND.

I UNDER-STAND, DAD.

HIS SON CAMPAIGNED FOR HIS RELEASE, BUT THE U.S.S.R. HAD NOT FORGIVEN HIS ATTEMPT TO TURN THE WEST AGAINST IT.

AT SPANDAU PRISON, POPULATION ONE, HESS SPENT MOST OF HIS DAYS IN HIS 10-BY-15-FOOT CELL, STARING INTO SPACE.

OR WALKING IN THE EXERCISE YARD.

HE TRIED TO KILL HIMSELF THREE TIMES... UNSUCCESSFULLY.

WEEoooEEEooo

ON AUGUST 17, 1987, AT AGE 93, HE AT LAST SUCCEEDED.

UH-OH.

AFTER HIS DEATH, SPANDAU PRISON WAS TORN DOWN.

YUKIO MISHIMA

In 1970, at age 45, he was at the pinnacle of success, a world-renowned novelist and playwright, and under consideration for a Nobel Prize.

Mishima wrote from midnight to dawn, but spent his days practicing the Japanese martial arts--

--And building his body.

WHY THE WEIGHT-LIFTING, MISHIMA-SAN?

I INTEND TO DIE BEFORE I AM 50 AND I WISH TO LEAVE A GOOD-LOOKING CORPSE.

Mishima's novels were rife with themes of ritual death and the primacy of action over thought. Mishima himself played the lead in a film adaptation of his story 'Patriotism,' in which an officer commits hara-kiri.

Mishima worshipped Japan's samurai tradition.

THIS IS OUR WAY.

He despised decadent western influences.

NOT THIS...

Mishima imagined himself leading a return to the glorious past.

With $200,000, he funded his own private army, the Shield Society. He designed their uniforms and wrote them a stirring marching song.

He trained them in the bushido tradition and hoped they would inspire Japan's army to rediscover its destiny.

On November 25, 1970, Mishima delivered a manuscript entitled 'The Sea of Fertility' to his publisher. The title referred to a sterile area of the moon which Mishima likened to Japan's culture.

Later that day, Mishima dispensed with thought and took action.

He entered the Ichigaya Headquarters of the Japanese government's 'Self-Defense Force, where he was well known. His Shield Society had trained with troops there.

He entered the office of Lt. General Mashita.

IS IT LEGAL TO CARRY SUCH A WEAPON?

YES, BECAUSE THIS SWORD IS REGISTERED AS AN ART OBJECT. WOULD YOU LIKE TO SEE IT?

WHA--?

Government troops were fended off by Mishima's men.

Holding the general hostage, Mishima demanded permission to speak to the troops. A thousand or so were quickly assembled.

WHAT'S THIS ALL ABOUT?

DON'T ASK ME!

Mishima delivered the rousing speech he had painstakingly written.

WHAT KIND OF ARMY IS THIS? WHAT JAPAN NEEDS IS A REAL ARMY!

YOU MUST REVISE THE CONSTITUTION AND BUILD A REAL ARMY!

Mishima's harangue did not have the desired effect.

SPINELESS AND CORRUPT POSTWAR POLITICS HAVE DEPARTED FROM THE IMPERIAL WAY!

IDIOT!

FOOL!

HOW CAN ONE MAN WITH FOUR FOLLOWERS EXPECT TO TAKE OVER THE ARMY?

THE MAN IS AN IDIOT — A FANATIC!

BUT A SNAPPY DRESSER!

The heckling took Mishima by surprise. He made one final cry--

LONG LIVE THE EMPEROR!

GET LOST!

YOU'RE CUCKOO!

--And then fled the balcony.

I CAME OUT ON STAGE INTENDING TO MAKE THE AUDIENCE WEEP. INSTEAD, THEY BURST OUT LAUGHING.

In the tradition of seppuku, or hara-kiri, he plunged a dagger into his intestines.

AAAARGH!

His followers then lopped off his head. It took them three strokes.

Mishima had achieved the synthesis of his warrior and artist spirits — in death.

As for Japan, it was simply embarrassed.

LUNCHTIME FOR VICTOR BIAKA-BODA

WHILE THE IVORY COAST WAS STILL UNDER COLONIAL RULE, VICTOR BIAKA-BODA WAS ITS REPRESENTATIVE IN THE FRENCH SENATE.

LA GUERE

LA VIE

BIAKA-BODA

HIS COLLEAGUES DESCRIBED HIM AS "A SMALL, THIN, WORRIED-LOOKING MAN."

IN JANUARY 1950, HE MADE A FACT-FINDING TRIP BACK HOME.

WHILE ON A PULSE-TAKING TOUR OF THE HINTERLANDS, HIS CAR BROKE DOWN.

AS HIS CHAUFFEUR WORKED ON THE CAR, BIAKA-BODA WANDERED AWAY.

HE WAS NOT SEEN AGAIN.

TWO YEARS LATER A PILE OF CHARRED HUMAN BONES WAS DISCOVERED IN THE AREA.

THEY WERE IDENTIFIED AS BIAKA-BODA'S.

LA BLANC

BIAKA-BODA

PERHAPS HE HAD ENCOUNTERED SOME DISGRUNTLED CONSTITUENTS.

FACTOID BOOKS 100% TRUE

HIS NAME HAS BECOME SYNONYMOUS WITH WEALTH. HE RULED LYDIA FROM 560 TO 546 B.C., AND WAS ONE OF THE RICHEST MEN OF ALL TIME. HE HAD CAPTURED THE MAJOR GREEK CITIES OF THE IONIAN PENINSULA, BUT STILL, THERE WAS NO CONTENTMENT FOR--

CROESUS

HE DREAMED OF CONQUERING THE PERSIAN EMPIRE.

CROESUS WAS A GREAT BELIEVER IN SIGNS AND AND PROPHECY.

WHAT WILL THE ORACLE SAY?

HE SPENT A GOOD PORTION OF HIS FORTUNE SUPPORTING THE ORACLE AT DELPHI.

THE TEMPLE OF APOLLO AT DELPHI WAS BUILT INTO THE SLOPES OF MOUNT PARNASSUS.

INSIDE A CAVE, SULFUROUS GASES ESCAPED FROM A FISSURE IN THE EARTH. BESIDE IT SAT THE HIGH PRIESTESS OF DELPHI, CALLED THE PYTHIA.

I COME SEEKING YOUR WISDOM, O PYTHIA.

THE TEMPLE AT DELPHI GREW RICH GIVING ADVICE AND PROPHECY ON MATTERS RANGING FROM PERSONAL PROBLEMS TO MATTERS OF EMPIRE.

WHAT WILL HAPPEN WHEN I ATTACK THE PERSIANS?

BREATHING DEEPLY OF THE NOXIOUS FUMES, THE ORACLE ENTERED A TRANCE BEFORE RESPONDING.

THE ORACLE'S REPLIES WERE OFTEN CRYPTIC--

CROESUS WILL DESTROY A GREAT EMPIRE.

--BUT CROESUS WAS DELIGHTED WITH THE ONE HE RECEIVED.

TO SHOW HIS GRATITUDE, CROESUS SHOWERED THE TEMPLE WITH GIFTS. HE SENT 117 GOLD AND SILVER BRICKS, JEWELS, A STATUE OF A LION MADE FROM GOLD, AND A GOLD BOWL WEIGHING A QUARTER OF A TON. THE VALUE OF THE GIFTS IS PUT AT OVER A BILLION DOLLARS IN TODAY'S TERMS.

WITH THE UTMOST CONFIDENCE CROESUS SENT HIS ARMY AGAINST THE FORCES OF KING CYRUS OF PERSIA IN 546 B.C.--

--ONLY TO SUFFER A CRUSHING DEFEAT.

PERSIA CONQUERED LYDIA. CROESUS WAS CAPTURED.

KING CYRUS PERMITTED CROESUS TO SEND AN EMISSARY TO THE ORACLE.

CROESUS ASKS: WHY DID YOU LIE TO ME?

THE ORACLE DID NOT LIE. CROESUS *HAS* DESTROYED A GREAT EMPIRE...

...HIS *OWN*.

MONTEZUMA

MEXICO CITY WAS ONCE CALLED *TENOCHTITLÁN*, CAPITAL OF THE AZTEC EMPIRE. IN 1519, IT WAS ONE OF THE MOST MAGNIFICENT CITIES ON EARTH, AND MONTEZUMA RULED OVER IT WITH THE AUTHORITY OF THE GODS THEMSELVES.

THE AZTEC EMPIRE FLOATED ON A SEA OF BLOOD. TO HONOR THE GODS, THOUSANDS OF PRISONERS WERE SACRIFICED ANNUALLY.

IN RETURN, THE AZTEC LEADERS WERE REWARDED WITH PROSPERITY. LATELY, THOUGH, THE OMENS HAD NOT BEEN GOOD.

STRANGE LIGHTS HAD APPEARED IN THE SKY. TEMPLES HAD MYSTERIOUSLY BURNED. AT NIGHT, A MYSTERIOUS FEMALE VOICE FILLED THE CITY STREETS, CRYING OUT, "OH, MY BELOVED SONS, NOW WE ARE ABOUT TO GO."

WHAT CAN IT MEAN?

MONTEZUMA BECAME INDECISIVE AND BROODING. HE RARELY APPEARED IN PUBLIC, INSTEAD MEDITATING AND CONSULTING WITH SEERS.

MY LORD, WE THOUGHT YOU SHOULD SEE THIS.

THE STRANGE BIRD HAD A MIRROR IN ITS HEAD, AND THE SCENE IN THE MIRROR WAS STRANGER STILL...

IT IS QUETZALCÓATL. HE HAS RETURNED.

QUETZALCÓATL WAS THE LEGENDARY GOD-KING, PROPHESIED TO ONE DAY RETURN TO THE AZTECS. AND THIS STRANGE VISION SEEMED TO BE CONFIRMED BY THE RECENT RUMORS.

WITNESSES REPORTED THAT STRANGE, BEARDED, PALE-SKINNED MEN HAD ARRIVED ON THE SHORES, EMERGING FROM FLOATING HOUSES--

IN THE NAME OF OUR LORD, WE CLAIM THIS LAND FOR SPAIN.

--BEARING WEAPONS THAT HARNESSED THE POWER OF THUNDER AND LIGHTNING.

IN FACT, THESE 500 MEN WERE CONQUISTADORS, IN SEARCH OF GOLD AND GLORY. LANDING ON THE COAST OF MEXICO, THEY WERE LED BY A COMMANDER OF UNPARALLELED BRILLIANCE AND AUDACITY: HERNÁN CORTÉS.

UPON HIS ARRIVAL, CORTÉS ACQUIRED A NATIVE WOMAN TO SERVE AS HIS TRANSLATOR, POLITICAL ADVISOR, AND MISTRESS. HE NAMED HER DONA MARINA.

DONA MARINA TOLD CORTÉS THAT THE AZTEC PEOPLE WERE UNHAPPY WITH THEIR RULER. SHE ALSO TOLD HIM OF THE GOD QUETZALCÓATL, AND THAT THE AZTEC PEOPLE BELIEVED *HE* WAS THAT GOD—AN ASTONISHING THOUGHT TO EVEN THIS ASTONISHING MAN.

HE SENT A DELEGATION TO MONTEZUMA, SEEKING PERMISSION TO VISIT THE CAPITAL.

MONTEZUMA, COMMANDER OF AN EMPIRE OF SOME 11 MILLION, WAS NOT CERTAIN HOW TO RESPOND.

ARE THEY TRULY *GODS*? DO THEY BRING US DOOM?

DECIDING TO ERR ON THE SIDE OF CAUTION, MONTEZUMA SENT GIFTS—*FABULOUS GIFTS*, AND A POLITE REQUEST: WOULD THEY PLEASE LEAVE MEXICO NOW?

I MUST SEE LORD MONTEZUMA IN PERSON. MY KING HAS COMMANDED IT.

SENSING MONTEZUMA'S FEAR AND WEAKNESS, CORTÉS SET ABOUT RECRUITING DISGRUNTLED TRIBES AS ALLIES, BURNED HIS SHIPS TO PREVENT HIS OWN MEN FROM RETREATING, AND SET OUT TO CONQUER MEXICO.

MONTEZUMA WAS TERRIFIED. THE STRANGERS THAT APPROACHED WERE DESCRIBED AS HALF MAN, HALF ANIMAL.

HE PRAYED THE WARLIKE MOUNTAINEERS OF TLAXCALA COULD STOP THEM.

BUT WITH THEIR SUPERIOR WEAPONS AND TACTICS, CORTÉS AND HIS ALLIES DEFEATED THE MOUNTAIN WARRIORS.

WORSE, THEY THEN JOINED HIM AS ALLIES.

MONTEZUMA'S DREAD AND VACILLATION GREW WORSE.

INVITE THEM TO TENOCHTITLÁN.

CORTÉS ACCEPTED THE INVITATION. ON THE WAY, HIS FORCES WERE ATTACKED BY MONTEZUMA'S LOYALISTS IN CHOLULA, BUT THE SPANISH TROOPS EASILY PREVAILED.

NEWS OF THE DEFEAT OF CHOLULA DEPRESSED MONTEZUMA FURTHER.

WE CANNOT RESIST THE GODS THEMSELVES! SEND MORE GIFTS! TELL THEM WE HAD NOTHING TO DO WITH THE ATTACK FROM CHOLULA!

THE CITY OF TENOCHTITLÁN.

IT IS AS IF A DREAM.

AS CORTÉS'S ARMY PREPARED TO ENTER THE CITY, MONTEZUMA PRAYED FRANTICALLY.

WHAT HAVE I DONE?! WHY HAVE YOU ALL FORSAKEN ME?!

BUT MONTEZUMA REGAINED HIS COMPOSURE SUFFICIENTLY TO POLITELY GREET CORTÉS UPON HIS ARRIVAL.

I AM GLAD YOU HAVE COME.

WE ARE HONORED TO BE HERE.

INSIDE THE CITY, THE CONQUISTADORS WERE GIVEN A PALACE OF THEIR OWN.

THE STATUES —WHAT DO THEY MEAN?

THE ALTARS ARE BLACK AS PITCH.

IT'S DRIED BLOOD!

DAYS LATER, THE SPANIARDS TOOK MONTEZUMA FROM HIS PALACE.

YOU ARE MY PRISONER.

AS YOU COMMAND.

MONTEZUMA WAS CARRIED THROUGH HIS OWN CAPITAL TO THE PALACE HELD BY THE SPANIARDS.

CORTÉS WAS CALLED AWAY TO MEET NEWLY-ARRIVED SPANISH TROOPS. WHILE HE WAS AWAY, THE POPULACE REVOLTED OVER ATROCITIES COMMITTED BY THE SPANISH.

THEY ARE NO GODS —THEY CAN BE KILLED LIKE ANY MEN!

DESTROY THE DEVILS!

IN THE MIDST OF THE INSURRECTION, MONTEZUMA MOUNTED THE ROOFTOP OF THE SPANISH QUARTERS AND CALLED OUT TO THE CROWD.

IT'S THE KING!

HE'S GOING TO SPEAK!

MY PEOPLE—I ASK YOU: WHAT USE IS IT TO RESIST, WHEN THE GODS THEMSELVES HAVE COME TO DESTROY US?

THE CROWD WAS INCREDULOUS. THEY HAD JUST DISCOVERED THE SPANIARDS TO BE MERE MORTALS, BUT NOW THEIR DIVINE RULER WAS INSISTING OTHERWISE.

HE DOESN'T WANT US TO FIGHT!!!

HE MUST BE MAD!

KILL HIM!

MONTEZUMA WAS SERIOUSLY INJURED, BUT REFUSED TREATMENT.

WHAT'S THE POINT?

HE SOON DIED. WITHIN TWO YEARS THE SPANISH CONQUERED MEXICO, THEIR SWORDS AND MUSKETS AUGMENTED BY A FAR MORE TERRIBLE WEAPON THEY HAD BROUGHT WITH THEM —*SMALLPOX.*

CHAPTER THREE

LOSING PROPOSITIONS

Question: Why bother trying to reinvent the wheel when we already have plenty of 'em around and they're doing the job just fine, thank you very much.

The short answer is Human Nature. Man is forever trying to improve upon the currently accepted standard of perfection, whether or not anyone asked him to do it in the first place. That's why wooden clubs gave way to arrowheads back in cave times. It's only AFTER improvements like that are made that man realizes the progression was not only welcome but necessary as well.

But in modern times the answer to the question has become much more complex. With the advent of things like leisure time and expendable income, it was no longer enough for a product to simply perform its function — it had to look, smell, and feel good when it did it as well. By the end of the Second World War, the necessities of life had to make room for the addition of "desirables." Of course, exactly what "desirable" was, was anyone's guess, since people in different places had different concepts of "desirable." So it fell to Madison Avenue's marketing and advertising wizards to assist the corporations of America in not only deciding what America wanted (as opposed to needed) but to make Americans feel they NEEDED those products as well. As the stories in this chapter bear out, in the rush to persuade Americans that superfluous, redundant, disposable and just plain ugly products were in fact necessities, very often the only people actually persuaded were the advertisers themselves.

FEW AMERICAN DRIVERS HAVE ACTUALLY OWNED ONE, YET IT HAS ASSUMED ALMOST MYTHIC PROPORTIONS, BECOMING THE UBER-LEMON OF ALL TIME. ITS VERY NAME HAS BECOME SYNONYMOUS WITH MASSIVE CORPORATE FAILURE.

the EDSEL

IN THE EARLY '50S, FORD DECIDED IT NEEDED A NEW LINE OF AUTOMOBILES TO COMPETE WITH MID-PRICED BUICKS AND CHEVROLETS.

BUICK

AUGGIE BIFF -UICK

THE NEW FORDS ARE IN!

THE PLAN WAS TO PUSH THE NEW CAR NOT AS A MODE OF TRANSPORTATION, BUT AS A STATUS SYMBOL.

WHAT WE WANT TO DO IS GIVE THE EDSEL THE PERSONALITY THAT WOULD MAKE THE GREATEST NUMBER OF PEOPLE WANT IT.

THE COMPANY SUGGESTED NAMING THE CAR IN HONOR OF HENRY FORD'S ONLY SON, EDSEL, WHO HAD DIED DURING WORLD WAR II. EDSEL HAD CREATED THE LINCOLN CONTINENTAL AND WAS KNOWN FOR HIS IMPECCABLE TASTE.

THE EDSEL

EDSEL'S SONS, HOWEVER, DIDN'T LIKE THE IDEA.

FORD RESEARCHERS SURVEYED THE PUBLIC TO SEE THEIR REACTION TO A VARIETY OF NAMES.

HOW ABOUT "EDSEL"?

YUCK!

FORD COMMISSIONED POET MARIANNE MOORE (WHO ALSO WROTE "TO A STEAM ROLLER") TO COME UP WITH NAMES THAT CONVEYED ELEGANCE.

"MONGOOSE CIGIQUE?"

"PASTELOGRAM?"

"PLUMA PILUMA?"

"UTOPIAN TURTLETOP?"

NONE OF THEM WERE USED.

FORD'S AD AGENCY CAME UP WITH A LIST OF 18,000 NAMES, THEN CUT IT BY TWO-THIRDS.

THERE'S MUCH LESS NOW.

WE DON'T WANT 6,000 NAMES! WE ONLY WANT *ONE!*

EVENTUALLY, THE COMPANY BEGAN A SERIES OF BAD JUDGMENTS BY SETTLING ON "EDSEL."



FORD UNVEILED THE 1958 EDSEL IN THE SUMMER OF 1957. IT CAME IN FOUR MODELS: THE CORSAIR, CITATION, PACER, AND RANGER.



IT WAS A GREAT WALLOWING TUB OF A CAR, AND WAS INSTANTLY CONDEMNED FOR ITS UGLINESS.



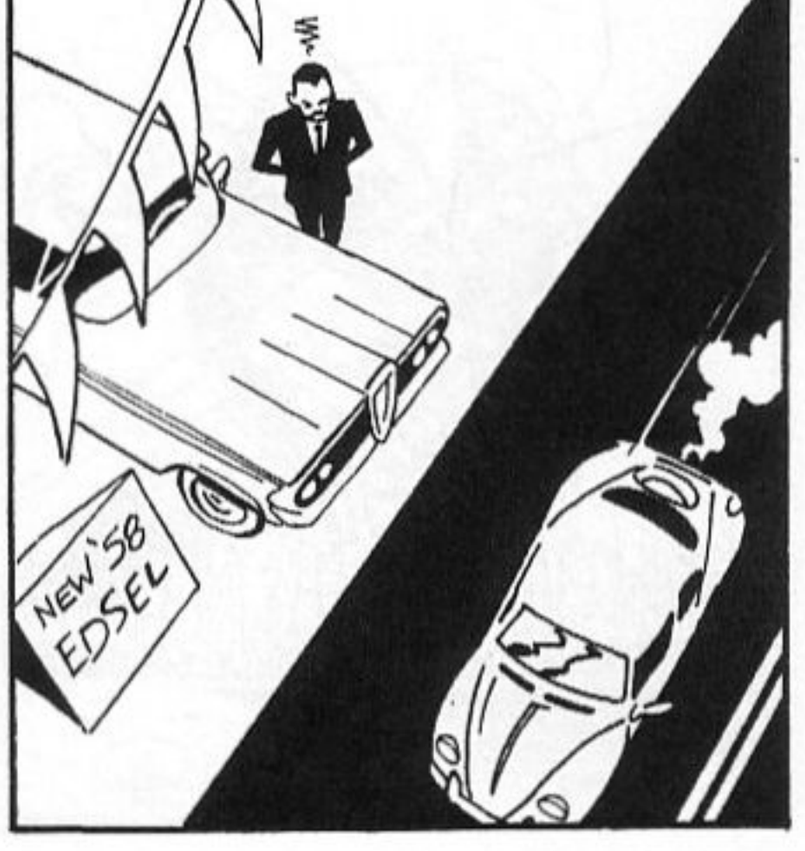
THE MUCH-TOUTED "ADVANCED ENGINEERING" CONSISTED OF A SPEEDOMETER THAT GLOWED RED WHEN THE CAR EXCEEDED A CERTAIN SPEED, AND AUTOMATIC TRANSMISSION "BUTTONS" THAT OFTEN PROVED IMPOSSIBLE TO BUDGE.



EDSELS LEAKED OIL, THEIR HOODS STUCK, THEY HAD FAULTY POWER STEERING, SLOPPY TRIM, BAD PAINT JOBS AND ELECTRICALLY-OPERATED TRUNKS THAT REFUSED TO OPEN.



AS IT WAS, 1957 SHOWED A SLUMP IN AUTO SALES AND THE BEGINNING OF SERIOUS INTEREST IN COMPACT CARS LIKE THE VOLKSWAGEN BEETLE.



THE EDSEL WAS KEPT IN PRODUCTION FOR THREE YEARS, WITH INCREASINGLY LOWER PRICES AND RESTRAINED STYLING. BUT THE DAMAGE WAS DONE. FORD ENDED THE LINE WITH ONLY 111,009 VEHICLES SOLD.



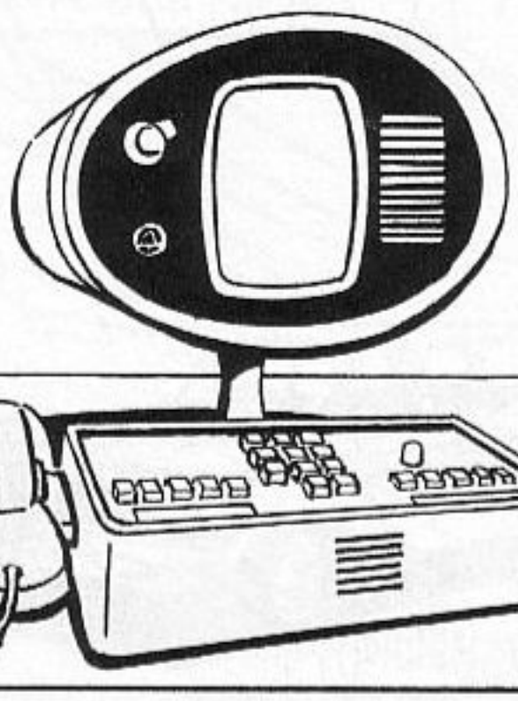
ONE OF THE EDSEL'S DUBIOUS ACHIEVEMENTS IS THAT DURING ITS THREE YEARS ON AMERICAN ROADS, ONLY ONE WAS EVER REPORTED STOLEN.



THE EDSEL LOST BETWEEN $250 AND $350 MILLION, MAKING IT THE BIGGEST BATH EVER TAKEN IN THE AUTOMOTIVE INDUSTRY. IT REMAINS THE SUBJECT OF CAUTIONARY TALES TO THIS DAY.



THE PICTUREPHONE



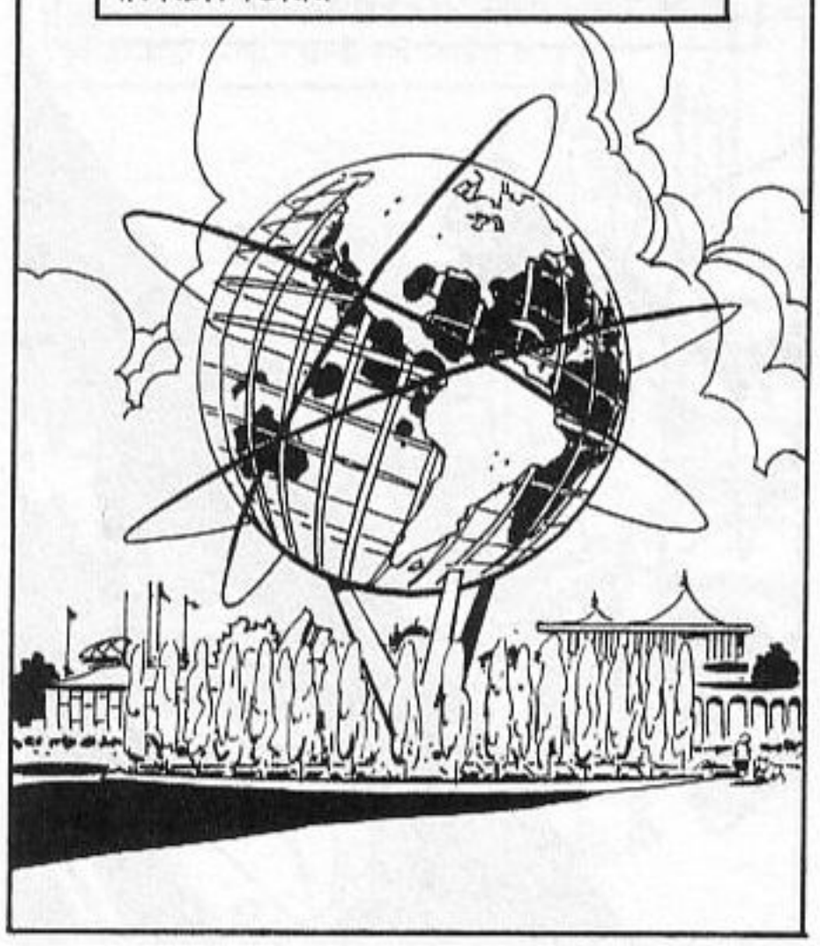
ONE OF THE PRIMARY ATTRIBUTES OF TECHNOLOGICAL TUNNELVISION IS THE INABILITY OF INVENTORS TO REALIZE THAT THE PUBLIC MIGHT HAVE NO INTEREST IN THEIR "REVOLUTIONARY NEW IDEA."



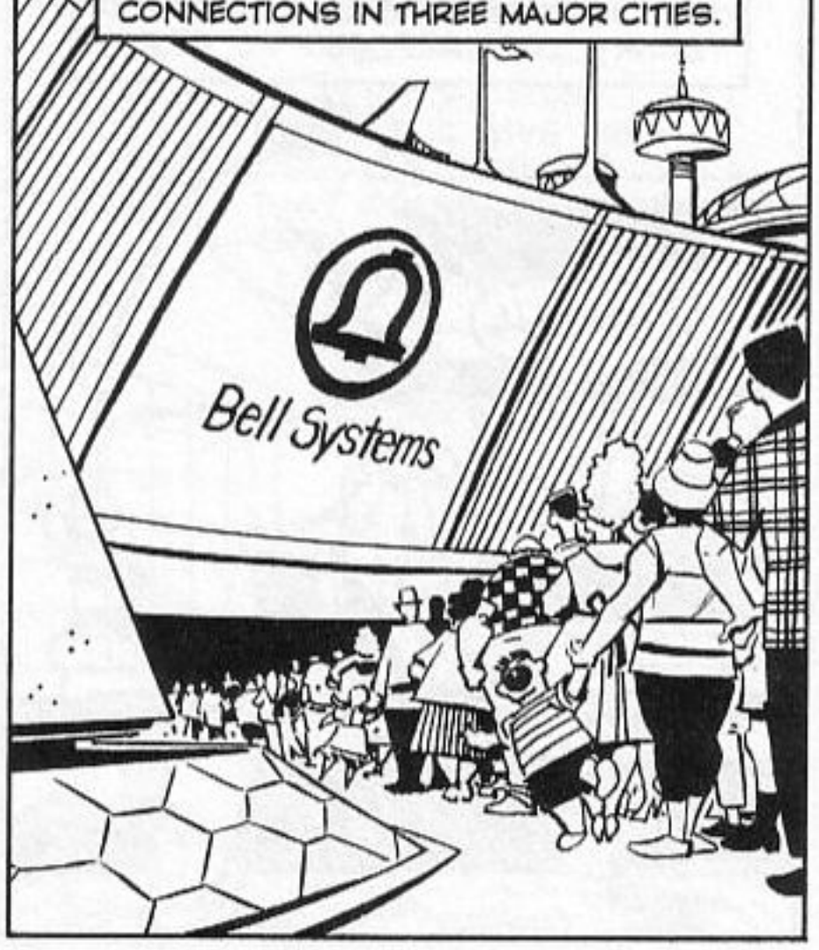
SUCH IS THE CASE WITH THE *PICTUREPHONE*– A CONCEPT THAT HAS BEEN RELENTLESSLY REFINED AND REPACKAGED OVER THE LAST THIRTY YEARS, TO RESOUNDING CONSUMER INDIFFERENCE.



AT&T UNVEILED THE FIRST PICTUREPHONE AT THE *1964 WORLD'S FAIR* IN NEW YORK.



AT&T PROVIDED A PROTOTYPE HOOK-UP BETWEEN THE WORLD'S FAIR AND DISNEYLAND, PROMISING FURTHER CONNECTIONS IN THREE MAJOR CITIES.



ARRANGEMENTS HAD TO BE MADE IN ADVANCE FOR USERS AT THE PROPER LOCATIONS IN NEW YORK, CHICAGO, AND WASHINGTON, D.C.



A THREE-MINUTE CALL THAT NORMALLY RAN $1.35 COST *$27* BECAUSE THE PICTUREPHONE REQUIRED 125 CIRCUITS FOR THE 125 LINES ON ITS 4x5 INCH VIDEO SCREEN. MASS PRODUCTION DID NOT FOLLOW.



IN 1970, BELL TRIED AGAIN, PREDICTING 100,000 UNITS WOULD BE SOLD OR LEASED BY 1975. BUT THERE WAS STILL NO INTEREST FROM THE PUBLIC.



IN THE 1980's, THE JAPANESE INTRODUCED VIDEO TELEPHONES THAT SENT STILL IMAGES. UNFORTUNATELY, THE VOICE WAS *SUSPENDED* DURING TRANSMISSION.



VIDEO CONFERENCING BECAME A PART OF CORPORATE CULTURE, BUT IT REQUIRED SPECIALIZED CONNECTIONS AND EXPENSIVE EQUIPMENT.

IN 1992, AT&T INTRODUCED THE *VIDEOPHONE 2500*, WHICH USED A REGULAR PHONE LINE. HOWEVER, THE PICTURE TRAILED THE SOUND, LIKE A BADLY DUBBED MOVIE.

AT&T

VideoPhone

THE GIANT TURTLE *GAMERA* IS ATTACKING THE CITY!

WHAT AT&T DOESN'T SEEM TO GET IS THAT TELEPHONES – EVEN NOVELTY PHONES – ARE USED BECAUSE THEY *WORK*. NONE OF THE PICTURE PHONES HAVE REALLY WORKED RIGHT OR BEEN PRACTICAL.

PEOPLE WANT THEIR PHONES TO BE PORTABLE AND REASONABLY PRICED.

A PICTUREPHONE REQUIRES USERS TO REMAIN *STATIONARY*. AND THERE'S NO END TO THE PROBLEMS THAT COULD BE CREATED.

NO, *OF COURSE* I'M ALONE, HONEY --

THE PICTUREPHONE BELONGS TO THE REALM OF QUAINT SCI-FI NOTIONS, LIKE *ROCKET BELTS* – THINGS THAT, IN REALITY, PROVE IMPRACTICAL.

HOWEVER, SINCE AT&T HAS INVESTED MILLIONS, IF NOT BILLIONS, IN THIS TECHNOLOGY, THEY'RE GOING TO DO THEIR BEST TO SEE A RETURN.

WE'VE *INVENTED* THIS CRAP, NOW *USE* IT, DAMN YOU!

ADS DESCRIBING POSSIBLE NEAR-FUTURE VERSIONS CONTAIN A SUBTEXT THAT IS TRULY UNSETTLING.

MOMMA'S HERE!

GOO!

DO WE *REALLY* NEED THIS MUCH FUTURE SHOCK?

YES? WHO IS IT -- ?

EEEEEKK!

FACTOID BOOKS 100% TRUE

NEW COKE

"COCA-COLA IS THE SUBLIMATED ESSENCE OF ALL THAT AMERICA STANDS FOR. A DECENT THING, HONESTLY MADE, UNIVERSALLY DISTRIBUTED AND CONSCIENTIOUSLY IMPROVED WITH THE YEARS."
--THE GAZETTE, EMPORIA, KANSAS

IN 1885, PHARMACIST JOHN STYTH PEMBERTON CONCOCTED COCA-COLA'S FORMULA. KNOWN TODAY AS MERCHANDISE 7X.

THIRTEEN YEARS LATER, PHARMACIST CALEB BRADHAM DEVELOPED THE MIXTURE OF KOLA-NUT EXTRACT AND "RARE OILS" THAT IS PEPSI COLA.

ROBERT WOODRUFF, WHO RAN COKE FOR 50 YEARS, SAW TO IT THAT COKE WAS AVAILABLE THROUGHOUT THE COUNTRY.

SOON THE COCA-COLA LOGO BECAME ONE OF THE MOST RECOGNIZED SYMBOLS IN THE WORLD.

DURING WORLD WAR II, WOODRUFF MADE SURE SOLDIERS ON THE FRONT GOT REGULAR SHIPMENTS OF COCA-COLA.

AH! THE PAUSE THAT REFRESHES!

FOR MANY IT BECAME THE SYMBOL OF WHAT THEY WERE FIGHTING TO DEFEND.

COCA-COLA RULED AS THE ONCE AND FUTURE KING OF FIZZ— UNTIL 1972, WHEN PEPSI PITTED ITS FLAVOR AGAINST COKE'S IN THE "PEPSI CHALLENGE."

COKE PEPSI

COCA-COLA DECIDED TO CONDUCT ITS OWN TASTE TESTS IN SECRET TO PROVE PEPSI WRONG. THE COKE FOLKS DISCOVERED —TO THEIR HORROR--

COKE PEPSI

--THAT THEY GOT THE SAME RESULTS AS PEPSI!

SOON PEPSI WAS OUTSELLING COKE AT SUPERMARKETS.

COKE'S CONTRACTS WITH FAST FOOD OUTLETS HINGED ON ITS NUMBER-ONE POSITION. COCA-COLA EXECS BEGAN TO WORRY ABOUT THE PEPSI THREAT.

McDald's

KFT

BURGERS SLING

COKE OUTSPENT PEPSI ON ADVERTISING, BUT STILL PEPSI'S MARKET SHARE GREW. THE PROBLEM LAY IN THE PRODUCT, NOT IN THE PROMOTION.

PEPSI

COKE

COKE EXECS BEGAN THINKING THE UNTHINKABLE: HOW COULD THEY CHANGE COKE'S FORMULA?

IN SEPTEMBER 1983, COCA-COLA LAUNCHED PROJECT KANSAS TO STUDY CHANGING COKE'S TASTE.

WHEN A SWEETER FORMULA WAS DEVELOPED THAT OUTTESTED BOTH PEPSI AND OLD COKE, THE COMPANY WAS UNCERTAIN OF WHAT TO DO.

THE DYING WOODRUFF FINALLY AGREED TO THE CHANGEOVER AND MERCHANDISE 7X WAS RETIRED IN FAVOR OF MERCHANDISE 7X-100.

NEW COKE WAS BORN.

GO AHEAD AND DO IT! JUST LEAVE ME ALONE!

BUT DON'T SAY I DIDN'T WARN YA!

TOTAL SECRECY SURROUNDED THE DECISION.

KEY EXECUTIVES WERE INFORMED OF THE PLAN ONLY ON A "NEED-TO-KNOW" BASIS.

PSST DAVE!

COKE EXECUTIVES MET WITH SUPPLIERS IN PARKING LOTS IN THE MIDDLE OF THE NIGHT, WHERE ART AND COPY FOR NEW COKE WAS EXAMINED BY FLASHLIGHT.

PRESS

COCA-COLA SCHEDULED A PRESS CONFERENCE FOR APRIL 23, 1985, AT NEW YORK'S LINCOLN CENTER.

YOU ARE CORDIALLY INVITED TO ATTEND THE ANNOUNCEMENT OF THE MOST SIGNIFICANT MARKETING DEVELOPMENT IN COCA-COLA'S NEARLY 100-YEAR HISTORY

THE PRESS CONFERENCE LINKED THE SOFT DRINK TO EVERY ASPECT OF THE AMERICAN EXPERIENCE.

NEW COKE

HOWEVER, CHAIRMAN OF THE BOARD ROBERTO GOIZUETA AND PRESIDENT DONALD KEOUGH WERE UNPREPARED FOR THE QUESTIONS THROWN AT THEM BY REPORTERS.

NEW COKE

WHAT IS THE NEW TASTE LIKE?

I WOULD SAY THAT IT IS SMOOTHER, UH, UH, ROUNDER, YET, UH, YET BOLDER...IT HAS A MORE HARMONIOUS FLAVOR.

"WHAT ABOUT THE 39% OF THE PEOPLE WHO PREFERRED THE TASTE OF OLD COKE?"

"WELL, 39% OF THE PEOPLE VOTED FOR McGOVERN..."

COKE WUSSES OUT!

NEW COKE'S SWEETER FORMULA WAS AN ADMISSION THAT PEPSI HAD THE BETTER TASTE, AND THAT COKE HAD CHANGED ITS PRODUCT TO BE MORE LIKE PEPSI.

PEPSI DECLARED A CORPORATE HOLIDAY: V-C DAY, FOR "VICTORY OVER COKE."

COCA-COLA EXECS KNEW THAT THEIR LOYAL CUSTOMERS WOULDN'T CARE FOR THE CHANGE, BUT WERE GENUINELY SHOCKED BY THEIR OUTRAGED RESPONSE.

CUSTOMERS CLAIMED NEW COKE TASTED "LIKE TWO-DAY-OLD PEPSI" AND SOME BEGAN HOARDING CASES OF THE OLD FORMULA.

COKE COKE COKE COKE COKE COKE COKE

A SEATTLE MAN FOUNDED THE **OLD COKE DRINKERS OF AMERICA** TO PRESSURE COCA-COLA INTO BRINGING BACK THE ORIGINAL FORMULA.

SOMEBODY HAD TO DO IT. YOU HAVE TO BE EVER-VIGILANT IN OUR DEMOCRACY. WHEN THEY TOOK OLD COKE OFF THE MARKET THEY VIOLATED MY FREEDOM OF CHOICE.

IT'S AS BASIC AS THE MAGNA CHARTA, THE DECLARATION OF INDEPENDENCE. WE WENT TO WAR WITH JAPAN OVER THAT FREEDOM.

COKE EXECS INSISTED THEY'D NEVER GO BACK. THEIR TASTE TESTS PROVED DRINKERS PREFERRED NEW COKE.

LET 'EM DRINK NEW COKE!

THE OPPOSITION DIDN'T OBJECT TO THE TASTE OF NEW COKE, BUT RATHER TO THE CHANGE ITSELF.

BRING BACK OLDE COKE

DITTO

IT WAS THEORIZED THAT AMERICANS IDENTIFY WITH CERTAIN PRODUCTS TO COMPENSATE FOR OUR CULTURE'S LACK OF ROOTS.

YEE-HAW

IN A WORLD OF CEASELESS CHANGE, PEOPLE REQUIRE SOMETHING CONSTANT. FOR MANY, THAT WAS COKE.

GROOVY

TO THESE CONSUMERS, COCA-COLA HAD VIOLATED A COVENANT WITH AMERICA.

$

MORALE AT THE COMPANY PLUMMETED AS CONFIDENCE IN NEW COKE DWINDLED.

BANG

COKE H.Q.

XXX

COKE TO AMERICA: YOU WIN!

ON JULY 10, 1985, COCA-COLA ANNOUNCED THAT IT WOULD RETURN TO THE ORIGINAL FORMULA UNDER THE TITLE "COKE CLASSIC."

DOH!

?

NEW COKE

COKE CLASSIC OUTSOLD NEW COKE NINE TO ONE. NEW COKE WAS RENAMED COKE II AND IS STILL SOLD IN SOME MARKETS, BUT ITS SALES ARE MINUTE COMPARED TO COKE CLASSIC.

AT THE END OF 1993, COKE CLASSIC WAS THE BEST-SELLING BRAND OF SOFT DRINK.

THERE ARE EVEN SOME WHO BELIEVE IT WAS ALL A CONSPIRACY TO SELL MORE COKE. SAID ONE COKE EXEC --

WE'RE NOT THAT SMART AND WE'RE NOT THAT STUPID.

THE PAPER DRESS

IN 1966, AS A PROMOTIONAL CAMPAIGN FOR A NEW LINE OF PAPER GOODS, THE SCOTT PAPER COMPANY OFFERED PAPER DRESSES BY MAIL ORDER FOR $1.25.

FIRST TOILET PAPER —AND NOW *THIS!*

THE COMPANY RECEIVED OVER 500,000 ORDERS IN 6 MONTHS.

MAIL ORDE DEPARTM

THE PAPER DRESS FIT RIGHT IN WITH MID-60'S CONSCIOUSNESS. ITS HEM COULD BE ALTERED WITH A SNIP OF A SCISSORS.

IT'S KICKY!

IT COULD BE CLEANED WITH AN ERASER AND MENDED WITH TAPE.

IT'S FAB!

AND WHEN YOU WERE TIRED OF IT, YOU JUST TOSSED IT OUT.

IT'S GROOVY!

SCOTT HAD NO INTEREST IN PURSUING THE PAPER CLOTHING BUSINESS, BUT OTHER COMPANIES SAW ENORMOUS POTENTIAL THERE.

GENTLEMEN, IT IS OUR BELIEF THAT BY 1980 OVER HALF OF THE CLOTHING SOLD WILL BE DISPOSABLE.

COMPLETE LINES OF PAPER CLOTHING WERE PRODUCED, FROM MEN'S SUITS--

NEW!

IT LOOKS SORT OF... STIFF...

--TO WEDDING DRESSES.

HMM... SHOULD I USE *THREAD* OR *STAPLES?*

IN BALTIMORE, MISS BODY CHEMISTRY OF 1967 DEMONSTRATED A PAPER BATHING SUIT FOR PHOTOGRAPHERS.

IT WAS AN IMMEDIATE HIT, THOUGH NOT WITH CUSTOMERS.

I'VE HEARD OF BIODEGRADABLE, BUT THIS IS RIDICULOUS!

A SOCIETY BALL WAS HELD IN HARTFORD AT WHICH ALL THE GUESTS WORE PAPER.

HOW GAUCHE... SMOKING A CIGAR AT A PAPER DRESS BALL. DOESN'T HE KNOW WE'RE *FLAMMABLE?*

THE BEATLES EVEN WORE ORANGE PAPER JACKETS ON A TRIP TO LOS ANGELES.

THEY'RE *FAB--*

--YET *FLIMSY!*

NEVERTHELESS, PAPER CLOTHING TURNED OUT TO BE A PASSING FAD. IT NEVER SEEMED TO "HANG" RIGHT.

THANK GOD FOR *THAT!*

BESIDES THAT, THE CLOTHES MIGHT HAVE BEEN MORE DISPOSABLE THAN EVEN THE DISPOSABLE-CONSCIOUS PUBLIC WANTED. JUST A FEW MINUTES IN THE RINSE CYCLE--

OHMIGOD!

--AND HIGH FASHION WAS REDUCED TO PAPER PULP!

CARS of FUTURE PAST

OURS HAS ALWAYS BEEN A NATION ON THE GO, EAGER TO EMBRACE ALL THE FUTURE HAS TO OFFER. HOWEVER, FOR EVERY AUTOMOTIVE INNOVATION, SUCH AS POWER STEERING OR AUTOMATIC TRANSMISSION, THERE HAS BEEN OTHER FAR LESS SUCCESSFUL EFFORTS TO UPDATE THE OLD HORSELESS CARRIAGE.

BUCKMINSTER FULLER'S DYMAXION CAR, WITH ITS STREAMLINED DESIGN, LOOKED MORE LIKE SOMETHING OUT OF ASTOUNDING SCIENCE FICTION THAN CAR & DRIVER.

THE DRIVER WAS SEATED IN THE FRONT OF THE CAR, SURROUNDED BY WINDOWS, SO HE COULD SEE THE ROAD WITHOUT OBSTRUCTIONS, AND PROVIDED WITH A PERISCOPE FOR REAR VIEWING.

THE CAR OF THE FUTURE USED THE SAME CONCEPT AS THE RUDDER OF A SHIP. IT RAN ON THREE WHEELS, ENABLING IT TO PARK IN A SPACE NO LONGER THAN ITSELF.

THE DYMAXION DEBUTED AT THE 1933 CHICAGO WORLD'S FAIR, ALONG WITH SYNTHETIC FABRICS LIKE NYLON.

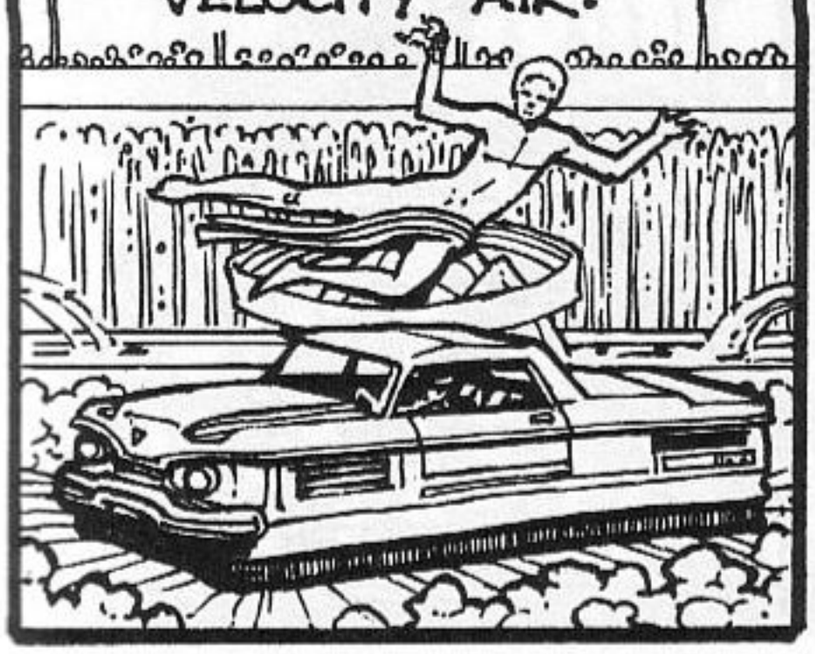
EVERY DAY, THE DYMAXION AMAZED CROWDS AS "THE CAR OF TOMORROW," PERFORMING 360-DEGREE TURNS ON ITS OWN AXIS.

NOT LONG AFTER ITS DEBUT, "THE CAR OF TOMORROW" WAS REAR-ENDED BY A MORE PROSAIC MODEL, KILLING THE DRIVER AND SERIOUSLY INJURING THE PASSENGERS.

ALTHOUGH FULLER CONTINUED TO PUSH HIS DESIGN, HOPES FOR LARGE-SCALE PRODUCTION OF THE DYMAXION WERE EFFECTIVELY OVER.

Freak Car Crashes
Driver killed

IN 1959, CURTISS-WRIGHT UNVEILED ITS AIR-CAR AT ROCKEFELLER PLAZA. IT WAS 27 FEET LONG, 8 FEET WIDE AND 5 FEET HIGH, AND FLOATED ON A CUSHION OF "LOW PRESSURE, LOW VELOCITY" AIR.



THE MODEL 2500 WAS DRIVEN BY TWO AIRCRAFT ENGINES, HAD 3000 HORSEPOWER AND CONSUMED LESS FUEL THAN A HELICOPTER.



TO HELP SALES, CURTISS-WRIGHT SLAPPED ON DUAL HEADLIGHTS AND A HOOD ORNAMENT, SO IT WOULD LOOK MORE LIKE A CAR AND LESS LIKE A — WELL — A HOVERCRAFT.



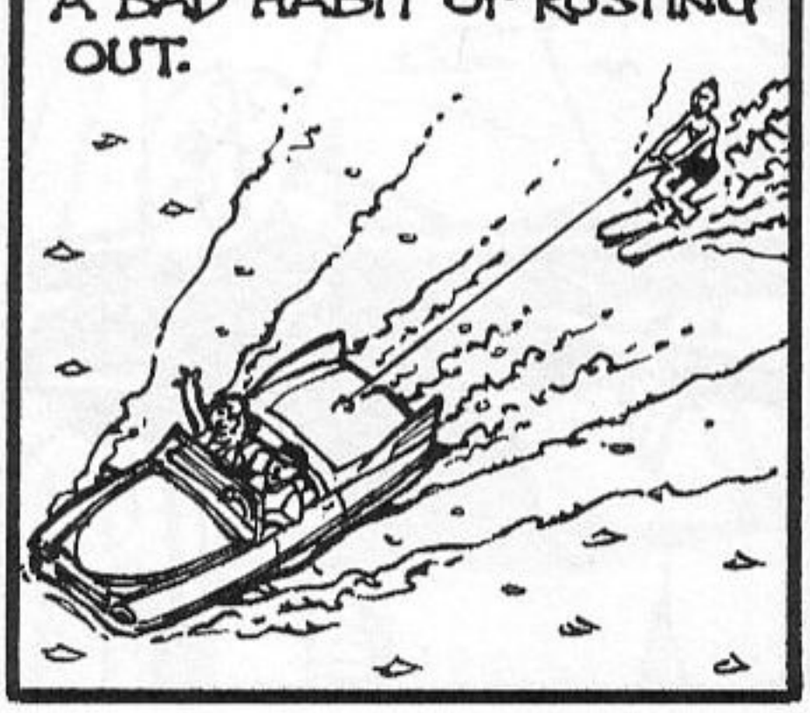
A MAJOR DRAWBACK OF THE AIR-CAR WAS THAT STEERING AND STOPPING WERE INEXACT, WHICH TURNED AN AFTERNOON'S MOTORING INTO OPEN-ROAD AIR-HOCKEY.



THE EARLY 1960's SAW THE AMPHIBICAR, AN AMPHIBIOUS CONVERTIBLE.



2500 AMPHIBICARS WERE PRODUCED BETWEEN 1961 AND 1967. BUT AT $3395.00 IT COST AS MUCH AS A MID-SIZE CAR PLUS A BOAT AND TRAILER. IT ALSO HAD A BAD HABIT OF RUSTING OUT.



WELL, WE'VE COVERED LAND AND SEA... SO WHAT'S NEXT? THAT'S RIGHT! AIR!



AFTER WWII, THE AIRCRAFT INDUSTRY WAS DESPERATE FOR CIVILIAN USES FOR ITS PRODUCT.

IN THE ROSY GLOW OF POST-WWII VICTORY, FLYING CARS SEEMED LIKE THE NEXT LOGICAL STEP.



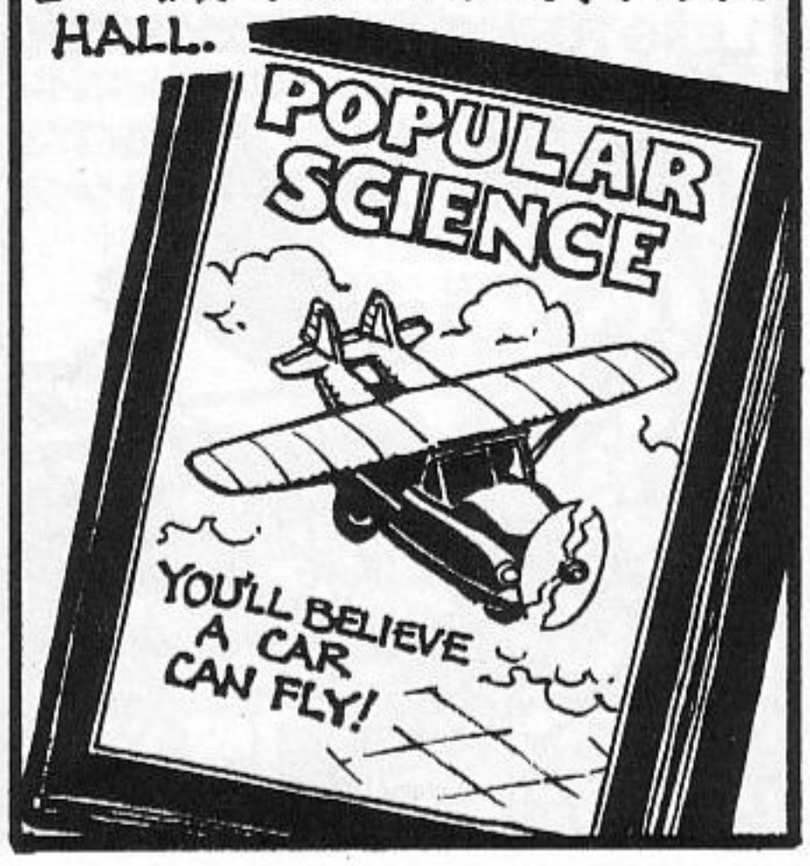
IN 1946, AIRCRAFT ENGINEER TED HALL INTRODUCED THE FLYING CAR, WHICH WAS MORE LIKE A PLANE THAT COULD SERVE AS AN AUTOMOBILE.



IT REQUIRED FOUR MECHANICS TEN MINUTES TO ATTACH THE 30-FOOT WINGS AND TWIN-BOOM TAIL ASSEMBLY. FULLY ASSEMBLED, IT WEIGHED 1860 lbs — 750 lbs MORE THAN A COMPARABLE AIRCRAFT.



AFTER IT WAS SUCCESSFULLY TEST-FLOWN AND FEATURED IN POPULAR SCIENCE, CONVAIR BOUGHT THE CONCEPT FROM HALL.



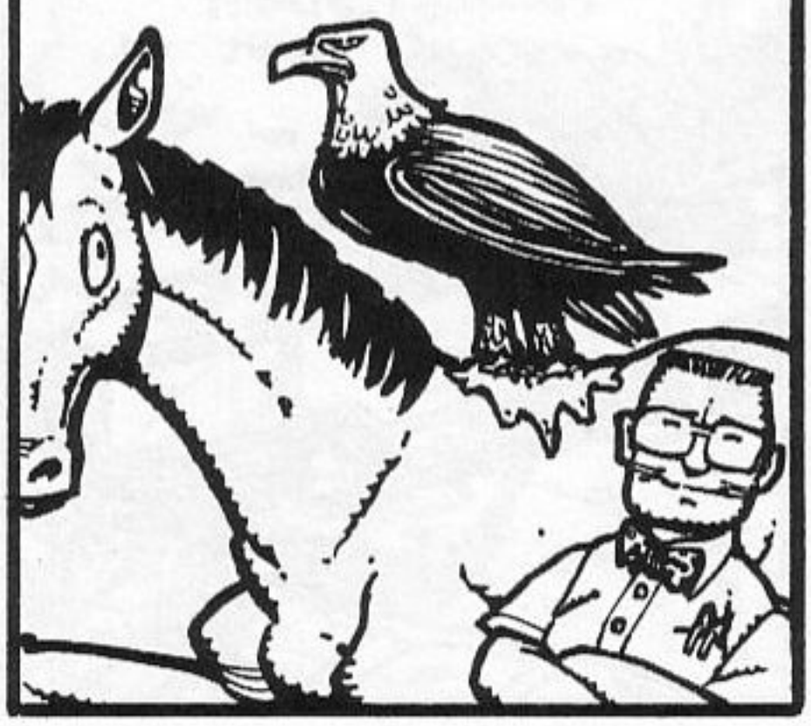
CONVAIR REVAMPED THE DESIGN, MAKING IT A STANDARD AUTOMOBILE THAT COULD SERVE AS A PLANE, AND RENAMED IT THE CONVAIRCAR.



CONVAIR EXPECTED TO SELL 160,000 AT $1500.00 APIECE, WITH AN ADDITIONAL CHARGE FOR THE FLYING ATTACHMENT, WHICH WOULD BE AVAILABLE FOR RENT AT AIRPORTS.



IN REALITY, THE CONVAIRCAR MADE AS MUCH SENSE AS GLUING AN EAGLE TO A HORSE, AND FLEW JUST AS WELL.

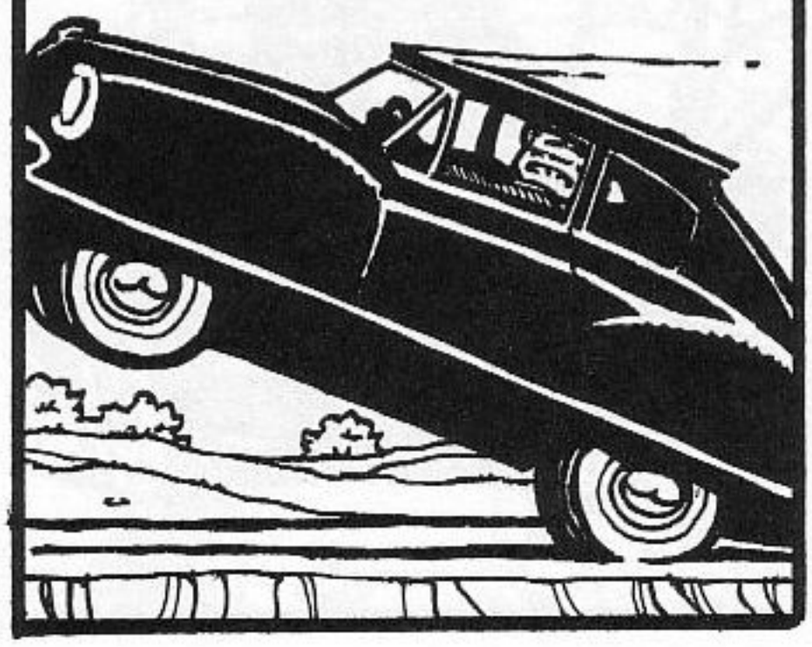


DURING A TEST-FLIGHT, PILOT ERROR FORCED AN EMERGENCY LANDING ON A DIRT ROAD.

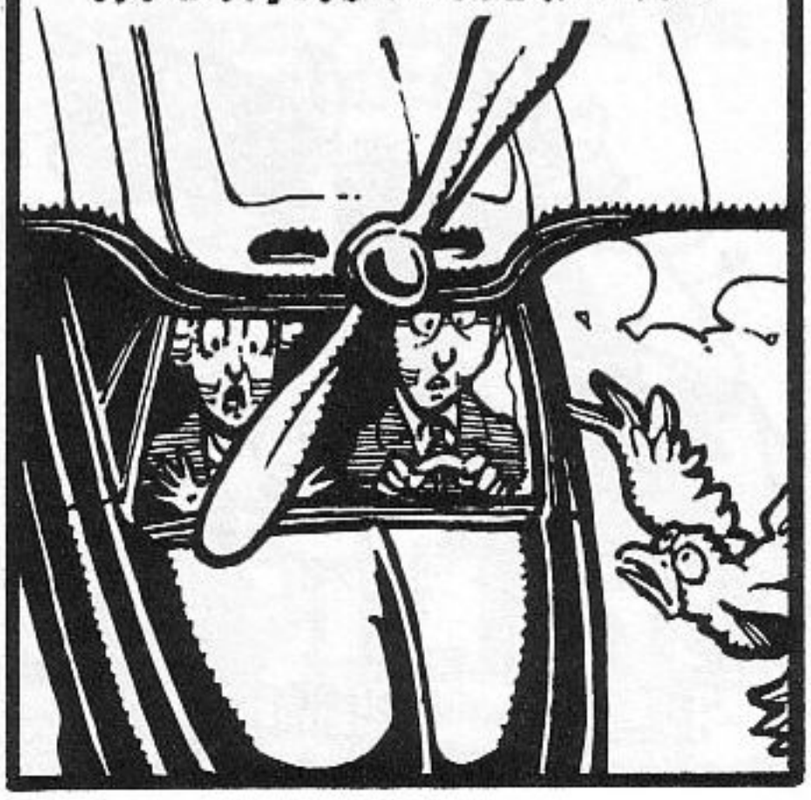


CONVAIR DECIDED TO CANCEL THE PROJECT.

IN FLIGHT, THE CONVAIRCAR HAD TO CARRY THE WEIGHT OF THE RUNNING GEAR, WHILE, ON THE GROUND, THE AERODYNAMIC DESIGN RESULTED IN POOR ROAD-HUGGING CAPABILITIES.



PLUS, RUNNING OUT OF GAS IN A CONVAIRCAR HAD FAR MORE SERIOUS CONSEQUENCES THAN WITH TRADITIONAL VEHICLES --



--NOT TO MENTION THE PROBLEMS INHERENT IN TURNING THE FAMILY GARAGE INTO A HANGAR.



SOME HUMANS SEEM TO BE DRIVEN BY A NEED TO CREATE THINGS THAT ARE NEITHER PRACTICAL NOR NECESSARY. A CASE IN POINT IS...

WOMEN'S URINALS



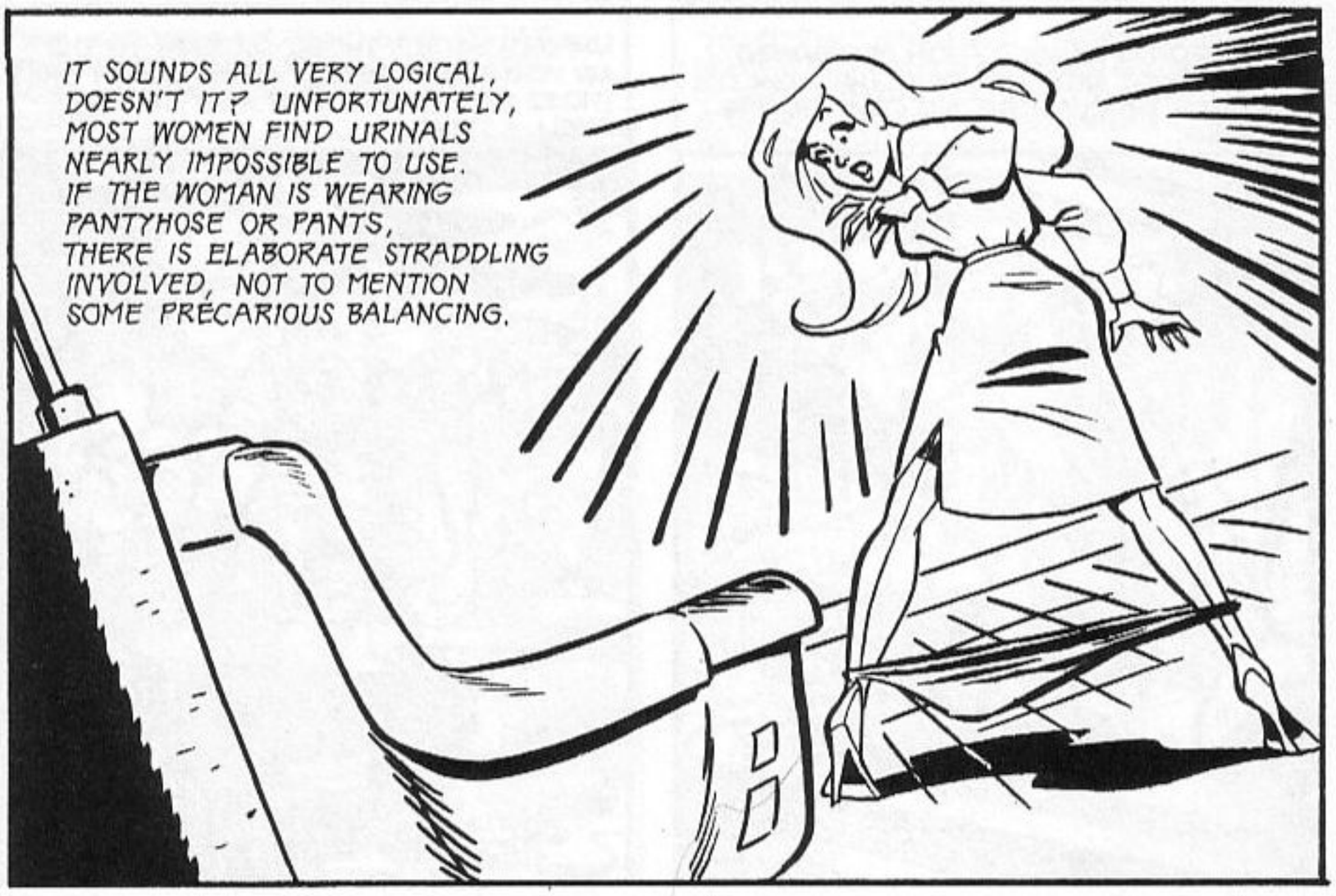
A CENTURY OR SO AGO, WOMEN (LIKE MEN) WOULD OFTENTIMES RELIEVE THEMSELVES DISCREETLY IN PUBLIC. WE'VE COME A LONG WAY, BABY.



ACCORDING TO SURVEYS, 90% OF WOMEN NEVER SIT DIRECTLY ON TOILET SEATS IN PUBLIC RESTROOMS. SINCE URINE IS STERILE, URINALS ARE MORE SANITARY THAN TOILETS AND REQUIRE LESS SPACE. SINCE THE 1930s THERE HAS BEEN SOME FORM OF URINAL FOR WOMEN.



IT SOUNDS ALL VERY LOGICAL, DOESN'T IT? UNFORTUNATELY, MOST WOMEN FIND URINALS NEARLY IMPOSSIBLE TO USE. IF THE WOMAN IS WEARING PANTYHOSE OR PANTS, THERE IS ELABORATE STRADDLING INVOLVED, NOT TO MENTION SOME PRECARIOUS BALANCING.



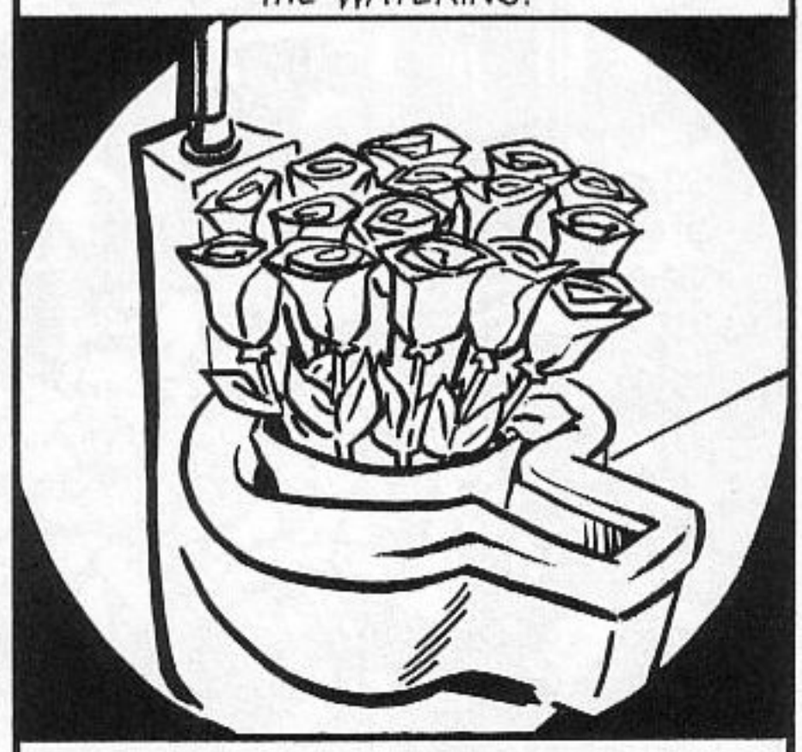


WHILE MANUFACTURERS CLAIM THAT PANTYHOSE AND WOMEN'S LIB KEPT THE WOMEN'S URINAL FROM CATCHING ON, SHEER INCONVENIENCE SEEMS MORE A CULPRIT THAN CHANGES IN FASHION AND SOCIAL MORES.

THE LAST TIME WOMEN'S URINALS MADE THE NEWS WAS WHEN THE ARMY RETROFITTED ITS BARRACKS FOR FEMALE RECRUITS.



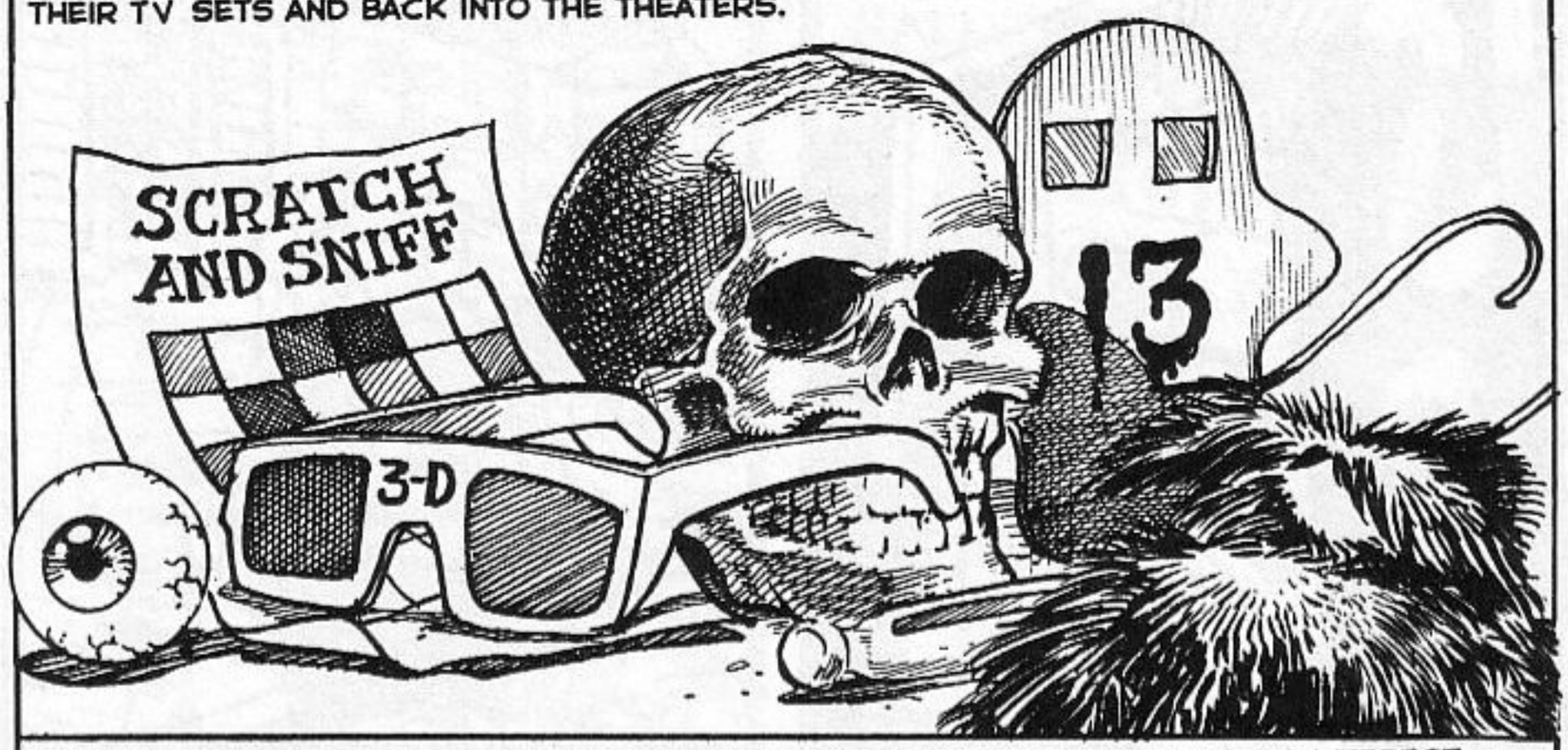
THE FEMALE SOLDIERS TOOK THE UNUSED URINALS AND CONVERTED THEM INTO PLANTERS. ONE FLUSH TOOK CARE OF THE WATERING.



CALL IT A WOMAN'S TOUCH.

MOVIE GIMMICKS TIME FORGOT

DURING THE 1950s THE MOVIE INDUSTRY WAS DESPERATE TO LURE AUDIENCES AWAY FROM THEIR TV SETS AND BACK INTO THE THEATERS.

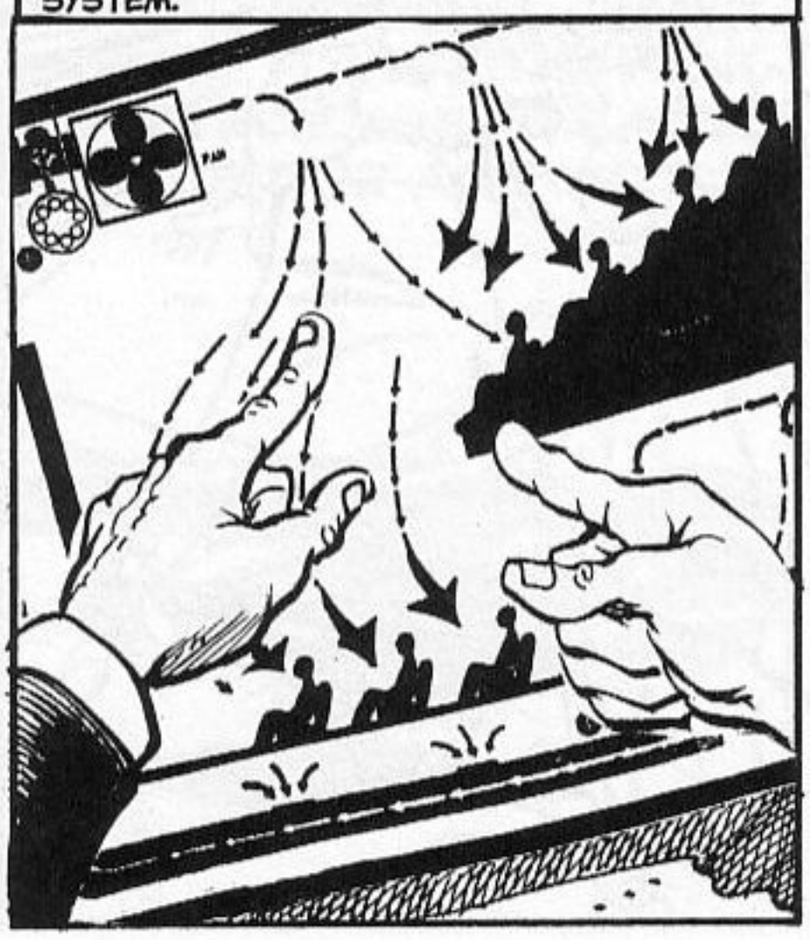


AS A RESULT, VARIOUS "GIMMICKS" WERE DEVISED TO PIQUE THE AUDIENCE'S INTEREST.

AROMARAMA CONSISTED OF A "SCENT TRACK" THAT TRANSMITTED SIGNALS TO A DEVICE WHICH EMITTED 31 DIFFERENT SCENTS KEYED TO APPROPRIATE SCENES IN THE FILM *"BEHIND THE GREAT WALL"* (1959).



THE AROMAS RANGED FROM PEPPERMINT TO OIL PAINT AND WERE SENT THROUGH THE THEATER THROUGH THE AIR CONDITIONING SYSTEM.



UNFORTUNATELY, THOSE CLOSEST TO THE AIR VENTS WERE NEARLY ASPHYXIATED, WHILE THOSE SEATED FARTHEST AWAY COULDN'T SMELL A THING.



WITH *SMELL-O-VISION* EACH SEAT CAME COMPLETE WITH TUBING THAT WAFTED SCENTS DIRECTLY TO THE VIEWER'S NOSE.



THE FIRST (AND ONLY) FILM USING *SMELL-O-VISION*, *"THE SCENT OF MYSTERY"* (1960), WAS CRITICIZED AS THE FIRST FILM THAT DELIBERATELY STUNK.

THESE SYSTEMS WERE EXPENSIVE, REQUIRED EXTENSIVE MAINTENANCE, AND WERE HIGHLY UNRELIABLE. FRANKLY, THEY *REEKED*.



SMELLS DIDN'T ENTER THE THEATER AGAIN UNTIL JOHN WATERS' *"POLYESTER"* (1981), WHICH CAME WITH NUMBERED SCRATCH 'N SNIFF CARDS.



(AFTER *"PINK FLAMINGOS,"* FILMGOERS WERE UNDERSTANDABLY CAUTIOUS ABOUT SAMPLING NUMBER TWO.")

THE KING OF THE GIMMICK FILM WAS WILLIAM CASTLE, WHOSE LOW-BUDGET MOVIES EPITOMIZE THE GENRE.



"*THE HOUSE ON HAUNTED HILL*" (1958) FEATURED ***EMERGO***, WHICH WAS A LUMINOUS SKELETON HOISTED OVER THE AUDIENCE ON A PULLEY.

HOWEVER, THEATER PATRONS OFTEN MADE SHORT WORK OF THE SPECIAL EFFECT.



IN "*THE TINGLER*" (1959), CASTLE OUTDID HIMSELF WITH ***PERCEPTO***, WHERE SELECTED SEATS WERE WIRED TO DELIVER MILD ELECTRIC SHOCKS.



"*13 GHOSTS*" (1960) FEATURED ***ILLUSION-O***, WHERE VIEWERS WERE GIVEN A CARD WITH TWO TRANSPARENT COLORED PLASTIC SQUARES IN ORDER TO ***VIEW*** OR ***REMOVE*** THE GHOSTS.



"*MR. SARDONICUS*" (1961) GAVE US ***THE PUNISHMENT POLL***, IN WHICH PATRONS WERE HANDED FLUORESCENT THUMB CARDS.



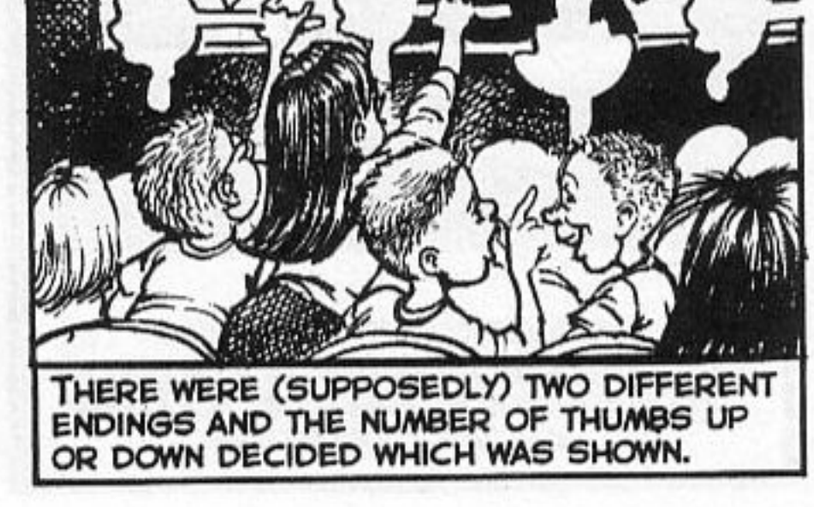
THERE WERE (SUPPOSEDLY) TWO DIFFERENT ENDINGS AND THE NUMBER OF THUMBS UP OR DOWN DECIDED WHICH WAS SHOWN.

"*HOMICIDAL*" (1961) HAD A ***FRIGHT BREAK*** BEFORE THE END OF THE PICTURE, WHERE SCARED VIEWERS FOLLOWED THE YELLOW STREAK BACK TO THE "*COWARD'S CORNER*" TO GET THEIR MONEY BACK.



THE GIMMICK FILM CONTINUED WELL INTO THE 1960S. "*RASPUTIN, THE MAD MONK*" (1966) OFFERED THEATERGOERS THEIR VERY OWN ***RASPUTIN BEARDS***.

MOVIE GIMMICKS PETERED OUT AFTER HOLLYWOOD REALIZED ALL IT HAD TO DO TO FILL THE SEATS WAS OFFER AUDIENCES WHAT THEY COULDN'T GET ON TELEVISION: GORE AND SEX.



ONE OF THE LAST WIDELY PUBLICIZED GIMMICKS WAS "*MARK OF THE DEVIL*" (1970), A SPLATTER FILM THAT PROUDLY ADVERTISED A ***STOMACH DISTRESS BAG*** WITH EVERY TICKET. NOT BAD, REALLY. BUT IT'S NO ***PERCEPTO***.

SMOKE-LESS Smoke

1981: R.J. REYNOLDS, THE COMPANY THAT CONTROLS A THIRD OF THE DOMESTIC TOBACCO MARKET, BEGINS WORK ON A PROJECT CODE-NAMED "PROJECT SPA."

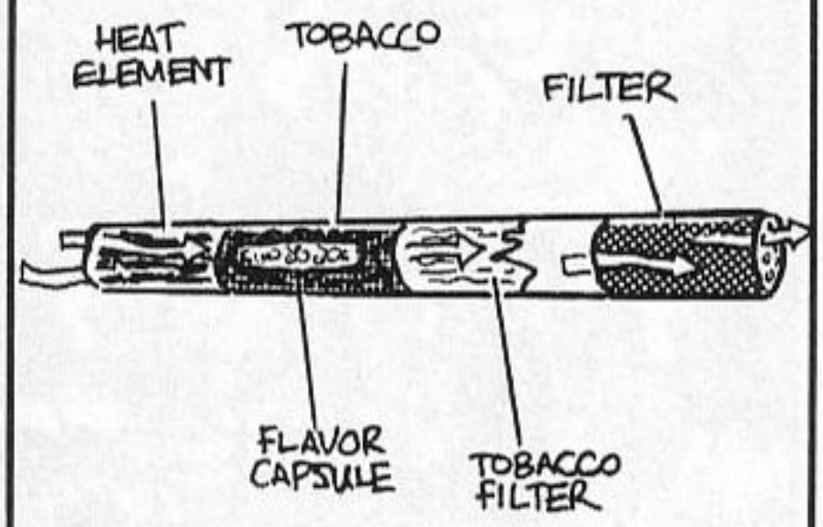


IT IS **SO** SECRET THAT RJR PRESIDENT TYLER WILSON DID NOT INFORM HIS BOARD OF ITS EXISTENCE FOR 5 YEARS!

THE PLAN WAS TO CREATE A HIGH-TECH SMOKELESS CIGARETTE THAT WOULD COUNTER THE GROWING ATTACKS ON PUBLIC SMOKING AND ATTRACT NEW CONSUMERS.

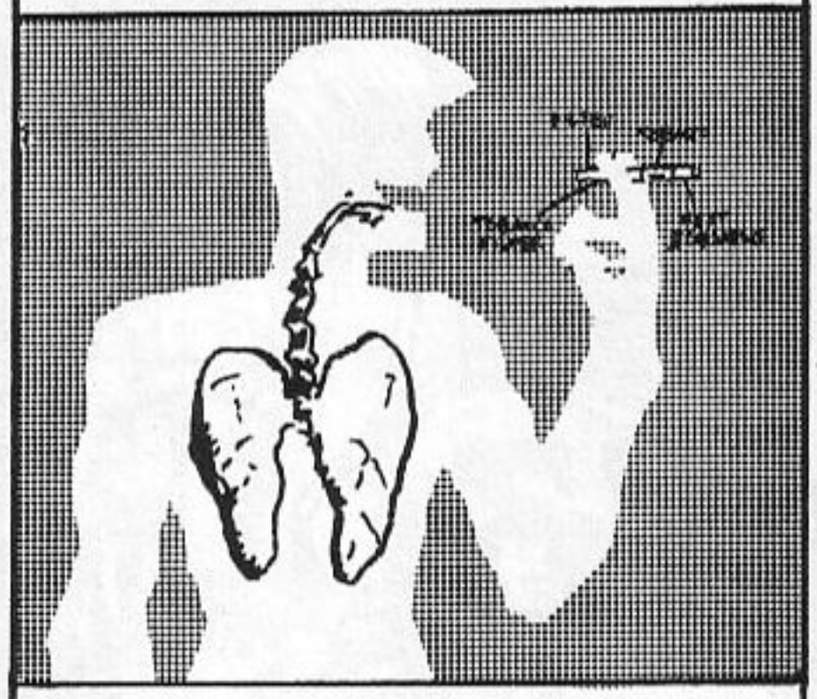


THE NEW PRODUCT, CALLED **PREMIER**, WAS NOT A NORMAL CIGARETTE, BUT A MECHANICAL DEVICE DESIGNED TO DELIVER THE **SENSATION** OF THE SMOKING EXPERIENCE...



TO "SMOKE" PREMIER, THE USER LIT A CARBON ELEMENT AT THE FRONT OF THE CARTRIDGE.

SUCKING ON THE PREMIER PULLED HOT AIR FROM THE SMOLDERING CARBON THROUGH A PINCH OF TOBACCO, HOUSED IN AN ALUMINUM CAPSULE, LACING THE AIR WITH NICOTINE AND A SMOKY TASTE.



IT THEN PASSED THROUGH A FILTER AND INTO THE SUCKER'S LUNGS — WITH NO SMOKE AND NO TAR.

PREMIER WAS INTRODUCED AS "THE WORLD'S CLEANEST CIGARETTE" AT AN ELABORATE PRESS CONFERENCE IN SEPTEMBER, 1987.



BUT THERE WERE **STILL** A FEW LITTLE PROBLEMS...

FIRST, PREMIER WAS **HARD TO LIGHT.**



MATCHES AND REGULAR LIGHTERS INTRODUCED "IMPURITIES" INTO THE SYSTEM, SO ONLY BUTANE LIGHTERS COULD BE USED TO IGNITE THE CARBON ELEMENT THROUGH THE SIX LITTLE HOLES AT THE END OF THE TUBE.

SECOND, ONCE IT WAS LIT, IT REQUIRED THE SUCTION CAPABILITY OF AN INDUSTRIAL VACUUM.



THIS WAS REFERRED TO AS "THE HERNIA EFFECT."

THIRD, THE TUBE ALSO BECAME UNCOMFORTABLY HOT DURING USE.

OW!

OW!

OW!

OW!

FOURTH, IT TASTED LIKE BURNING PLASTIC.

FIFTH, IT WAS SO DIFFICULT TO USE THAT EACH PACK CAME WITH A FOUR-PAGE INSTRUCTION BOOKLET!

SIXTH--

--AND MOST IMPORTANT--

--PREMIER COST AN ADDITIONAL THIRTY CENTS A PACK!

PREMIER WAS MEANT TO APPEAL TO THE SMOKER WHO WORRIES ABOUT HIS HEALTH.

EARTH-ONE

EARTH-RJR

BUT ACCORDING TO SCIENCE ON EARTH RJR, THERE IS NO CONNECTION BETWEEN CIGARETTES AND CANCER.

ONE COULD ARGUE THAT THE VERY EXISTENCE OF PREMIER WAS A TACIT ADMISSION THAT ORDINARY CIGARETTES WERE UNHEALTHY.

EVEN WORSE, SURGEON GENERAL C. EVERETT KOOP CHARGED THAT PREMIER COULD EASILY BE MODIFIED TO BURN CRACK COCAINE.!

PREMIER HIT THE MARKET IN OCTOBER 1988, ANYWAY. RJR PROCLAIMED THAT IF IT COULD ATTRACT 5% OF THE SMOKING PUBLIC, THEN IT WOULD BE A SUCCESS.

PREMIER

WE DO NOT CONSIDER THIS A FAILURE.

FOUR MONTHS LATER, RJR PULLED THE PRODUCT OFF THE MARKET AT A LOSS OF $325 MILLION.

AT LAST REPORT, RJR WAS WORKING ON ITS NEW!! IMPROVED!! SMOKELESS," CIGARETTE, "ECLIPSE."

EARTH RJR

HERE'S HOPING IT'S RELEASED IN TIME FOR THE BIG BOOK OF LOSERS II.!

$USAN B. ANTHONY $ DOLLAR

IN 1975, THE U.S. MINT DECIDED TO ISSUE A COIN TO REPLACE THE DOLLAR BILL.

THE COIN WILL LAST 15 YEARS, COMPARED TO A BILL'S 18 MONTHS, SAVING THE GOVERNMENT $50 MILLION A YEAR.

U.S. MINT

THE PLAN MADE SENSE TO JIMMY CARTER.

IT'LL WORK IN VENDING MACHINES AND IT'LL HAVE A RAISED 11-SIDED BORDER TO HELP THE VISUALLY IMPAIRED.

PEANUTS

THAT'S VERY COMPASSIONATE. I LIKE THAT.

SPARE PEANUTS

THE SENATE AGREED.

AND I SUGGEST THAT THE NEW COIN HONOR THAT GREAT CRUSADER FOR WOMEN'S SUFFRAGE, SUSAN B. ANTHONY!

WORKING FROM THE LIMITED REFERENCE AVAILABLE, THE MINT'S ENGRAVER SCULPTED ANTHONY'S PROFILE.

FEMINISTS DIDN'T CARE FOR THE LIKENESS.

THEY MADE HER TOO *PRETTY!*

THE ENGRAVER WENT BACK TO WORK AND GAVE ANTHONY A HEAVY BROW, HOOKED NOSE, AND GRIM MOUTH.

LIBERTY

IN GOD WE TRUST

1979

THE CRITICS WERE SATISFIED.

THE PUBLIC WASN'T.

IT'S THE UGLIEST THING I EVER SAW!

SHE LOOKS LIKE THE WICKED WITCH OF THE WEST!

TOLL 25¢

MOREOVER, IT WAS TOO CLOSE IN SIZE AND APPEARANCE TO A QUARTER.

I JUST THREW ANOTHER #@!!** SUSAN B. ANTHONY DOLLAR IN THE TOLL BASKET!

25¢ TOLL 25¢

YOU COULDN'T SPEND THE "SUZY" WITHOUT HAVING TO EXPLAIN IT.

THAT THERE'S A DOLLAR. I KNOW IT LOOKS LIKE A QUARTER, BUT IT'S A DOLLAR. I GET CHANGE.

SO YOU SAY.

THE COINS WERE BULKY AND WEIGHED DOWN YOUR POCKETS.

SOME TRIED TO INTELLECTUALIZE THE PUBLIC'S DISLIKE FOR THE COIN.

RESISTANCE TO THE COIN IS A SOCIALLY ACCEPTABLE WAY TO EXPRESS RESISTANCE TO FEMINISM.

BUT IT MAY BE THAT, IN A TIME OF HIGH INFLATION, A DOLLAR THAT LOOKED LIKE A QUARTER HAD UNFORTUNATE IMPLICATIONS FOR MOST PEOPLE.

LOOK! IT'S A CARTER QUARTER!

A PUBLIC RELATIONS FIRM WAS HIRED TO PUT OUT THE GOOD WORD ON THE SUZY.

25¢ $1 $1 $10

SO WHAT IF IT'S THE SAME SIZE AS A QUARTER? A ONE-DOLLAR BILL'S THE SAME SIZE AS A TEN-DOLLAR BILL!

BUT FOUND THERE REALLY WASN'T ANY.

EXIT

OF THE 840 MILLION SUZIES MINTED, SOME 525 MILLION ARE STILL STORED IN FEDERAL VAULTS.

LOSERS

FALL OUT SHELTERS

ON JULY 25, 1961, JOHN F. KENNEDY GAVE A SPEECH THAT PANICKED MANY AMERICANS.

IN THE EVENT OF AN ATTACK, THE LIVES OF THOSE WHICH ARE NOT HIT IN A NUCLEAR BLAST AND FIRE CAN STILL BE SAVED IF THEY CAN BE WARNED TO TAKE SHELTER AND IF THAT SHELTER IS AVAILABLE.

KENNEDY WAS CALLING FOR AMERICANS TO BUILD FALLOUT SHELTERS IN THEIR HOMES. OVERNIGHT, CIVIL DEFENSE MANUALS BECAME BEST-SELLERS.

CIVIL DEFENSE

HOME IMPROVEMENT-TYPES BUILT THEIR OWN FALLOUT SHELTERS FROM PLANS IN POPULAR MECHANICS.

NO, DEAR, THE AIR-FILTRATION GOES IN THE OTHER CORNER.

OTHERS RELIED ON PREFABRICATED SHELTERS AVAILABLE FROM DEALERS WHO HAD SPRUNG UP OVERNIGHT.

TODAY, AND TODAY ONLY, WE CAN ACCEPT DOWNPAYMENTS OF ONLY $500! A SMALL PRICE TO PAY FOR SECURITY!

NORMAL GROUND LEVEL

THE ACME BOMB PROOF SHELTE
ENSURES *SAFETY* FOR A FAMILY OF **SIX**
APPROVED BY THE CIVIL DEFENSE DEP
STEEL REINFORCED CONCRETE
ONLY $899 DOWN

THERE WAS ALSO MONEY TO BE MADE SELLING "SURVIVAL" SUPPLIES. CAMPING EQUIPMENT ENJOYED INCREASED SALES.

SURVIVAL CAMPING STOR

SOON EVERYONE WAS GETTING IN ON THE ACT.

IN AN ATTACK, YOU CAN USE IT TO OPEN THE NEAREST MANHOLE COVER!

INSTANT FALLOUT SHELTER

SOME WOMEN'S SHOPS PUSHED CHEERY, BRIGHT OUTFITS AS APPROPRIATE SHELTER WEAR.

MIMI'S DRE

SHELTER WEAR

THE COMPLETE SHELTER REQUIRED AN ARSENAL.

"God Bless this Shelter"

TRY

GUNS WOULD BE IMPORTANT FOR HUNTING AFTER NUCLEAR DEVASTATION.

GOOD SHOOTIN', DAD!

THAT BUNNY OUGHTA FEED US FOR WEEKS!

MAINLY, THOUGH, THEY WOULD BE VITAL IN CASE ANY NEIGHBORS TRIED TO BREAK INTO YOUR SHELTER.

LEMME IN!

KNOK KNOK KNOK

IT'S THAT ANNOYING MR. ULMAN, THE ONE WHOSE DOG ALWAYS WENT ON MY BEGONIAS.

YES, HE NEVER DID RETURN MY PRUNING SHEARS.

BOOM BOOM

BUG OFF!

GET LOST!

THE FANTASY OF A WORLD IN WHICH THERE WERE NO LONGER ANY RULES MAY HAVE FUELED THE FALLOUT SHELTER FERVOR--

--BUT BY 1962 IT WAS OVER. THOSE DEALERS THAT HAD GONE INTO THE BUSINESS WENT BROKE.

PEACE of MIND FALLOUT SHELTER Co

GOING OUT OF BUSINESS

$099 DOWN PAYMENT ~~595~~ ~~300~~ ~~149~~

MAKE AN OFFER

MOST AMERICANS GREW TIRED OF WAITING FOR A SOVIET ATTACK--

--OR WEREN'T SURE THEY WANTED TO SURVIVE IT IF IT CAME.

DID WE WIN, DAD?

MANY OF THE PREFAB SHELTERS DIDN'T EVEN HOLD UP THROUGH ONE SEASON, MUCH LESS A NUCLEAR ATTACK.

OH, DEAR.

UNUSED SHELTERS BECAME HANGOUTS FOR TEENAGERS.

WHAT'S GOING ON DOWN HERE?!

NOTHING, DAD!

OTHERS FILLED UP WITH SUBURBAN CLUTTER.

EVEN IF THEY DROPPED A BOMB, I WOULDN'T GO DOWN THERE. IT'S TOO DIRTY!

THE GOVERNMENT STOPPED PUSHING HOME SHELTERS. THE NEW PLAN WAS FOR LARGE COMMUNITY SHELTERS. SUPPLIES OF WATER AND SURVIVAL CRACKERS WERE STORED IN THE BASEMENTS OF MUNICIPAL BUILDINGS.

WATER

CRACKERS

WATER

CRACKERS

CRACKERS

THIS DEAL WAS NO FUN AT ALL, AS IT MADE NO PROVISION FOR SHOOTING PEOPLE YOU DIDN'T LIKE.

HEY, NEIGHBORS!

GO AWAY, ULMAN.

ANOTHER IDEA WAS THE RELOCATION PLAN: WE WOULD ALL DRIVE TO SAFE LOCATIONS WHEN THE BOMBS STARTED FALLING.

HEY, MAC— MOVE IT OR PARK IT!

BEEP BEEP

THEN THERE WAS THE STRATEGIC DEFENSE INITIATIVE, WHICH PROMISED TO SHOOT DOWN MISSILES FROM SPACE. GREAT IF IT WORKED!

FROM THE FOLKS WHO BROUGHT "U" THE HUBBLE TELESCOPE, GALILEO PROBE & CHALLE LAUNC

BUT MOSTLY, WE'VE ALL SIMPLY STOPPED WORRYING ABOUT THE BOMB AND LEARNED TO LIVE WITH IT.

HONEY, IT'S TIME FOR "SEINFELD!"

CHAPTER FOUR

THE LOSER SOUND

Of all the arts, popular music is perhaps the most ephemeral. Perhaps it's because its audience is so fickle and is always willing to forsake a particular style of music for the next "big thing"—or perhaps it's because they've simply been exposed to too much of a good thing. Either way, popular music trends begin in garages, or truck stops, or cotton fields, or inner city housing projects, and are usually the innovations of single individuals with little more than an impulse to get their thoughts out in song. They sing, or strum, or rap primarily for themselves, until their sound is heard and mimicked by other less innovative performers.

Occasionally the creator of the "original sound" reaps the benefits of his or her innovation, but more often than not it's a later "pasteurized" version, refitted for mass consumption, that makes the grade (and the profits). The originator is lost to time while the copycat reaps the reward... usually.

But there are times when those who walk in the footsteps of the great haven't got the sense to realize they've got a blueprint for success right in front of them. Take Milli Vanilli for example: as lip-synchers they were a huge hit — but what made them think they could SING?! Or the Cherry Sisters, who insisted they were serious performers despite being regularly pelted by rotten fruit on coast-to-coast tours! And we can't forget the king of shortsightedness, performer/producer Joe Meek, who turned down recording contracts with half the British Invasion! These and others are the true Losers of music — and if this were a record instead of a book, you could hear them coming a mile off...

Meet:

MILLI VANILLI!

THEY WENT DOWN WITH THEIR LIP-SYNCHING SHIP. MILLI VANILLI COULDN'T SING A NOTE, BUT THEY SURE LOOKED GREAT!

GERMAN MODEL ROB PILATUS MET PARISIAN GYMNAST FABRICE MORVAN AT AN L.A. DISCO IN 1984. THEY HAD A LOT IN COMMON: THEY WERE GORGEOUS, THEY WERE HUNGRY, AND THEY WERE BROKE. PLUS, THEY COULDN'T SING!

FOR ME, AMERICA IS NOT HAPPENING.

THEY WENT BACK TO EUROPE TOGETHER, AND CUT A RECORD IN 1986. IT BOMBED.

WE'RE STILL HUNGRY!

AND WE'RE STILL BROKE!

AND YOU STILL CAN'T SING!

MEANWHILE, IN MUNICH, GERMANY, FRANKIE FARIAN (WHO HAD PRODUCED DISCO HITS IN THE LATE 1970'S FOR BONEY M) HAD A DILEMMA--

SOUNDS GREAT! THAT'S IT FOR TODAY - YOU GUYS CAN GO.

--HE'D JUST RECORDED A CATCHY SINGLE CALLED "GIRL YOU KNOW IT'S TRUE." THE BAND WAS TALENTED, BUT THEY LACKED SEX APPEAL!

NOW TAKE THAT GEORGE MICHAEL- HE LOOKS LIKE A STAR!

BILLBOARD

JUST THEN, FAB AND ROB CAME KNOCKING ON FARIAN'S DOOR, AND- VOILÀ! THEY WERE JUST THE WRAPPER HE NEEDED FOR HIS MUSICAL CANDY BAR!

A GUY NAMED EDDIE SAID YOU MIGHT HAVE SOME WORK FOR US.

ROB AND FAB HAD ZERO VOCAL ABILITY, BUT WHO CARED? THE HOT AND HUNKY PAIR BECAME "THE BAND ."

DON'T WORRY, WE'LL USE TAPES ONSTAGE. NO ONE WILL KNOW!

CALLING IT "MILLI VANILLI," FARIAN RELEASED AN ALBUM WITH ROB AND FAB'S SEXY MUGS ON THE COVER. THEY WERE CREDITED AS "SINGERS."

THE ALBUM WAS NUMBER ONE FOR EIGHT WEEKS! IT SOLD IN THE MEGAMILLIONS IN THE U.S. AND EUROPE! THE "BAND" GAVE CONCERTS, HAD MTV VIDEOS IN HEAVY ROTATION, SCORED THREE NUMBER ONE SINGLES, AND WON A GRAMMY AS "BEST NEW ARTIST."

BUT A GENERAL LACK OF MODESTY DID NOTHING TO ENDEAR THEM WITH THE CRITICS.

MUSICALLY, WE ARE BETTER THAN ANY BOB DYLAN!

RUMORS THEY WERE NOT MUSICALLY BETTER THAN ANYONE BEGAN TO CIRCULATE AND WERE CONFIRMED WHEN, DURING A SOLD-OUT SHOW IN NEW YORK, THE TAPE BROKE IN MID-SONG AND THE TERRIFIED "SINGERS" RAN OFFSTAGE!

THEN, THE GUY WHO ACTUALLY SANG ON THEIR RECORDS WENT PUBLIC.

THESE GUYS ARE NOTHING BUT A COUPLE OF PRETTY FACES!

THE RECORD INDUSTRY-THOSE PILLARS OF INTEGRITY-WERE AGHAST! ROB AND FAB WERE DENOUNCED! THE BAND'S GRAMMY WAS REVOKED! TWENTY-SEVEN LAWSUITS WERE FILED CHARGING FRAUD! A CHICAGO JUDGE RULED THAT FANS WHO BOUGHT THE ALBUMS WERE ENTITLED TO REBATES!

PINK SLIP YOU'RE FIRED

TNT

SLAM!

DESPONDENT OVER A FAILED ROMANCE AND A FAILED CAREER, ROB PILATUS ATTEMPTED SUICIDE IN 1991. TRUE TO FORM, HE FAILED.

BAD NEWS- YOU'LL RECOVER.

EMS

THERAPY HELPED THE TWO RECOVER FROM THEIR TRAUMA TO THE EXTENT THAT THEY COULD FIND SOME HUMOR IN THEIR PREDICAMENT--

--WHICH PAID OFF WHEN THEY LIP-SYNCHED AN OPERATIC ARIA FOR A CHEWING GUM COMMERCIAL.

BUT IT WAS ALL DESIGNED TO LEAD UP TO THEIR 1993 COMEBACK ALBUM ON WHICH THEY ACTUALLY SANG. THEIR "COMEBACK" CAME--

--AND WENT, WITH BARELY ANY NOTICE.

SIGH

SPADE COOLEY KING OF WESTERN SWING

THIS SPADE DUG HIS OWN GRAVE BY GIVING IN TO HIS TERRIBLE TEMPER.

DONNELL COOLEY, FIDDLE PRODIGY, LEFT HIS DEPRESSION-POOR FAMILY IN MODESTO, CALIFORNIA IN THE EARLY 1930s AND SET OUT TO MAKE IT BIG IN THE BIG CITY — LOS ANGELES.

I KNOW YOU'LL MAKE US PROUD, DONNIE.

WHILE HANGING AROUND REPUBLIC STUDIOS IN HOLLYWOOD LOOKING FOR WORK, COOLEY WAS "DISCOVERED" BY ROY ROGERS.

HEY! YOU COULD BE ME!

HE STARTED AS ROY'S STUNT DOUBLE, BUT WHEN ROGERS HEARD COOLEY FIDDLE, HE HIRED HIM FOR HIS BAND.

HOT DAMN! THAT BOY IS GOOOOOD!

IN HIS FREE TIME, COOLEY LOVED TO PLAY POKER WITH THE OTHER MEMBERS OF ROY'S BAND--

GOT YOU WITH ANOTHER SPADE FLUSH!

--WHICH IS WHERE HE ACQUIRED HIS NICKNAME.

IN THE EARLY 1940s, SPADE LEFT ROY'S BAND AND FORMED HIS OWN ORCHESTRA, WITH TIGHT FIDDLES AND A SMOOTH VOCALIST NAMED TEX WILLIAMS.

A NEW TYPE OF POP MUSIC — WESTERN SWING — SWEPT CALIFORNIA. EVERYBODY LOVED THE FUSION OF BIG BAND AND COUNTRY SOUNDS, AND COOLEY'S GROUP WAS ONE OF THE MOST POPULAR.

THINGS JUST KEPT GETTING BETTER FOR SPADE. IN 1945, HE MARRIED BLOND LOOKER ELLA MAE EVANS, A FIDDLER IN HIS BAND.

YOU MAY NOW FIDDLE AROUND!

COOLEY'S 1945 RECORD "SHAME ON YOU" WAS NUMBER ONE ON THE CHARTS FOR NINE WEEKS! MORE HITS FOLLOWED AND HIS BAND WAS TOP OF THE HEAP! THINGS COULDN'T BE BETTER--

SPADE COOLEY 'SHAME ON YOU'

SPADE? HE'S MY FAVE!

--SO THEY GOT WORSE. THE BAND'S LEAD SINGER, TEX WILLIAMS, DEMANDED MORE MONEY. COOLEY HAD A TEMPER TANTRUM AND REFUSED TO PAY UP.

YOU #@*&! YOU'RE FIRED! GET OUT, YOU &c#%o*!

WHEN TEX LEFT, SO DID ALMOST ALL THE OTHER MUSICIANS. SPADE HAD TO START OVER, REBUILDING HIS BAND FROM SCRATCH.

OH, WELL... BACK TO THE DRAWING BOARD...

HE PUT TOGETHER A NEW GROUP AND ACHIEVED LOCAL TV POPULARITY IN L.A., BUT COULDN'T GET A BREAK NATIONALLY.

KTLA PRESENTS THE HOFFMAN HAYRIDE

INEVITABLY, PEOPLE BEGAN TO TIRE OF HOLLYWOOD-STYLE WESTERN SWING. HANK WILLIAMS' HONKY-TONK SOUND WAS THE NEW RAGE AND SPADE'S BIG BAND WAS OLD HAT.

HANK WILLIAMS

HANK? HE'S THE DREAMIEST...!

AS FAR AS BIG BANDS WENT, COOLEY'S TV PROGRAM LOST RATINGS TO AN UPSTART NEWCOMER: CHAMPAGNE SCHLOCKMEISTER LAWRENCE WELK!

VUNNERFUL... VUNNERFUL

TERRIBLE... TERRIBLE!

SPADE TRIED DESPERATELY TO WIN BACK HIS AUDIENCE WITH AN ALL-GIRL BAND. IT DIDN'T WORK.

RECORD SALES

1945 1955

SPADE EVEN TRIED TO GO BACK TO FILMS, STARRING IN WHAT SOME CONSIDER THE "WORST SAGEBRUSH EPICS OF ALL TIME."

HEY! THE GOL-DURNED BACKDROP IS BENT!

ALTHOUGH HE NO LONGER DOUBLED FOR ROY ROGERS, SPADE SUSPECTED THAT ROY ROGERS WAS DOUBLING FOR HIM — WITH HIS WIFE ELLA MAE.

HEY! I COULD BE YOU!

EVER ANGRIER AND EVER MORE DESPERATE, SPADE STARTED BUILDING A VACATION PARK CALLED "WATER WONDERLAND"—IN THE MOJAVE DESERT!

THAT %!*#@! PLUMBING CREW WAS SUPPOSED TO BE HERE *HOURS* AGO!

HE DOUSED THE PROJECT WHEN HE RAN OUT OF LIQUID ASSETS.

FINALLY, ELLA MAE GOT TIRED OF SPADE'S TEMPER TANTRUMS AND COMEBACK ATTEMPTS. WHEN HIS WIFE LEFT HIM, SPADE GOT ANGRY—VERY ANGRY. HE HAD A DRINK. THEN ANOTHER. THEN A FEW MORE AFTER THAT.

ON APRIL 3, 1961, AFTER A HEATED ARGUMENT, SPADE STOMPED AND STRANGLED ELLA MAE TO DEATH IN FRONT OF THEIR 14-YEAR-OLD DAUGHTER.

AH GUESS SAYIN' I'M SORRY AIN'T GONNA HELP...

COOLEY WAS CONVICTED OF THE MURDER AND SENTENCED TO LIFE IN PRISON.

YOU'LL BE SO LONESOME YOU COULD CRY... I PERSONALLY GUARANTEE IT.

BUT AFTER ONLY TEN YEARS IN THE SLAMMER, THE STATE AGREED TO RELEASE HIM.

CALIFORNIA STATE PAROLE BOARD
DONALD CLYDE COOLEY
PRISONER NUMBER 0074301
SCHEDULED RELEASE DATE:
FEB. 22, 1970

SHORTLY BEFORE LEAVING PRISON, SPADE ENTERTAINED 3,000 PEOPLE AT A SHERIFF'S BENEFIT— HIS FIRST SHOW IN A DECADE.

HERE'S A LITTLE TUNE I WROTE BEHIND BARS.

AFTER A WARM RECEPTION, SPADE LEFT THE STAGE. PERHAPS HE'D LEARNED TO CONTROL HIS TEMPER WHILE IN PRISON. PERHAPS HE'D FIND NEW FANS ON THE OUTSIDE. PERHAPS HE'D BE ON TOP AGAIN!

WITHIN MOMENTS, HE COLLAPSED BACKSTAGE FROM A HEART ATTACK. HE WAS 59 YEARS OLD.

THE KING OF WESTERN SWING WAS DEAD. HIS OBITUARY NOTED THAT HE "DIED AS PENNILESS AS THE DAY HE WAS BORN IN A STORM CELLAR UNDER A SHACK."

BUT HE SHORE MADE US PROUD...

FACTOID BOOKS 100% TRUE

AT THIRTEEN, WHEN MOST PEOPLE WERE LEARNING TO COPE WITH PIMPLES, BRACES AND PUBIC HAIR --

FRANKIE LYMON

-- WAS AN *INTERNATIONAL TEEN IDOL!*

HAH

LIKE MANY KIDS, FRANKIE AND HIS PALS STARTED HANGING OUT AND SINGING ON STREET CORNERS IN THEIR WASHINGTON HEIGHTS NEIGHBORHOOD IN NEW YORK.

IN 1955, A PROFESSIONAL SINGER HEARD THE GROUP OUTSIDE HIS APARTMENT WINDOW, AND GOT THEM SIGNED TO *GEE RECORDS*.

GEORGE? YOU GOTTA HEAR THIS...!

THE BOYS BECAME *"THE TEENAGERS."* THEY PREPARED TO RECORD THEIR FIRST SONG, BASED ON A FRIEND'S POEM, "WHY DO BIRDS SING SO GAY?"

Hmmm... I DON'T THINK THIS TITLE WORKS.

WHEN THE TIME CAME TO RECORD THE RETITLED *"WHY DO FOOLS FALL IN LOVE?,"* THE LEAD SINGER HAD A COLD, SO 13-YEAR-OLD FRANKIE FILLED IN.

HIS CUTE SMILE AND CASTRATO-LIKE SOPRANO PROPELLED THE SONG TO WORLD-WIDE SUCCESS IN 1956. THE GROUP'S NAME BECAME *"FRANKIE LYMON AND THE TEENAGERS."*

THE TEENAGERS LEFT SCHOOL TO TOUR THE U.S. NON-STOP. THEY WERE A BIG HIT ON NATIONAL TV.

TONIGHT — SINGING SENSATIONS *FRANKIE LYMON AND THE TEENAGERS, KATE SMITH,* AND THE *AMAZING DANCING SPANIELS!*

THEY HAD A CLEAN-CUT IMAGE, WEARING MATCHING LETTER SWEATERS IN CONTRAST TO THE LEATHER-JACKETED REBEL-WITHOUT-A-CAUSE FASHION THAT WAS THE LATEST FAD.

THE GROUP EMBODIED YOUTHFUL EXUBERANCE ONSTAGE, TURNING HANDSPRINGS, SOMERSAULTS, 360-DEGREE SPINS, AND SPLITS.

EACH BOY GOT AN $11 WEEKLY ALLOWANCE, LATER RAISED TO $27. THE REST WAS SUPPOSEDLY IN A *"TRUST FUND"* UNTIL THEY TURNED TWENTY-ONE.

ON TOUR, 13-YEAR-OLD FRANKIE WAS USUALLY SEEN ACCOMPANIED BY HIS ADORING, AFFECTIONATE MOTHER.

IN FACT, FRANKIE HAD A *"MOTHER"* IN EVERY PORT.

THE HITS KEPT COMING. FRANKIE AND THE TEENAGERS APPEARED IN TWO ALAN FREED FILMS AND TOURED THE U.K., SELLING OUT THE *LONDON PALLADIUM* TWICE. FRANKIE GOT SOME *ENGLISH* "MOMS." IT SEEMED LIKE EVERYTHING WAS GOING RIGHT.

BUT THE GOOD FORTUNE DIDN'T LAST. AFTER ANOTHER TOP 20 HIT, *"GOODY GOODY,"* FRANKIE DECIDED HE DIDN'T *NEED* THE TEEN-AGERS. HE WENT *SOLO* --

-- AND WAS A MIGHTY *FLOP*. HIS VOICE BEGAN TO CHANGE, LOSING ITS ENDURING SOPRANO. HE WASN'T SO *"CUTE"* ANYMORE. THE HITS STOPPED --

HEY, UH, *"MOM!"*

HMMPH!

-- AND THE *DRUGS* STARTED. LYMON WENT FROM PENNY CANDY TO *NICKEL BAGS* IN JUST 18 MONTHS.

IN 1960, HE WAS ARRESTED FOR POS-SESSION. HE TRIED TO KICK, BUT WHEN HIS *REAL* MOM DIED OF CANCER, HE WENT BACK ON SMACK.

IN AN INTERVIEW, HE ADMITTED HE'D BEEN A *PIMP* SINCE AGE 10. THIS DIDN'T DO MUCH TO IMPROVE HIS TARNISHED IMAGE.

HIS HEROIN HABIT *WORSENED*. HE WAS SOMETIMES FOUND LYING IN THE *GUTTER*.

FRANKIE TRIED RESURRECTING HIS CAREER AS A NIGHTCLUB ACT IN 1964, BUT NOBODY *CARED*. HE WAS ARRESTED FOR NARCOTICS AND CONVICTED.

MEL SKIDWAY AND THE MASTERTONES
MAGIC ACT - T.B.A. FRANKIE LYMON

BY 1966, HE WAS A *PENNILESS JUNKIE*. THAT WAS WHEN RETIRED DANCER *SAM BRAY* TOOK HIM IN.

YOU CAN CLEAN UP. I KNOW YOU STILL HAVE TALENT.

SAM MANAGED FRANKIE'S PLANNED COMEBACK. HE GROOMED HIM, RE-STORED HIS CONFIDENCE AND GOT HIM CLUB GIGS.

YOU'RE PLAYING THE HOWARD JOHNSON'S LOUNGE IN AUGUSTA NEXT WEEK!

BEST OF ALL, BRAY LANDED FRANKIE A RECORDING SESSION WITH *ROULETTE RECORDS*.

MY LOST DECADE IS FINALLY *ENDING*.

THE NIGHT BEFORE THE RECORDING SESSION, AT A SPECIAL DINNER AT HIS GRANDMOTHER'S HOUSE, FRANKIE GOT AN *IDEA*.

TOMORROW I PUT ALL THAT MISERY BEHIND ME. I SHOULD REALLY *CELEBRATE*.

LIKE A LOT OF FRANKIE'S IDEAS, IT WASN'T A VERY GOOD ONE. HE *OD'd* AND WAS *DEAD* AT TWENTY-SIX.

IT TAKES TALENT AND AMBITION TO MAKE IT IN SHOW BIZ-RIGHT? UH, NOT NECESSARILY. MEET:

The CHERRY Sisters

JESSIE

EFFIE

ELLA

ADDIE

LIZZIE

OVER A CENTURY AGO, THEY WERE "ACCLAIMED" AS THE WORST ACT IN VAUDEVILLE – *ONLY THEY DIDN'T KNOW IT.* THEY WERE SO *BAD*, THEY WERE *GOOD!*

THEY WERE SIMPLE IOWA FARMGIRLS. A LATER REVIEWER DESCRIBED THEM AS "WRETCHEDLY POOR, HOMELY, IGNORANT AND WITHOUT A TRACE OF TASTE."

IN THE VILLAGE OF MARION, THE SISTERS STAGED A VARIETY SHOW WITH MUSIC. THEY WERE ATROCIOUS, WORSE THAN AMATEURS. BUT THEIR FRIENDS WERE UNCRITICAL.

THEA

NO, REALLY... *YOU WERE TERRIFIC!*

ON TO THE BIG CITY! AT AN OPERA HOUSE IN CEDAR RAPIDS, THE AUDIENCE RIOTED. IT WAS THE WORST THING THE TOWNSFOLK HAD EVER SEEN!

THE NEXT DAY, A NASTY NEWSPAPER REVIEW TRASHED THE SHOW, SO THE CHERRY SISTERS SUED THE EDITOR. AS TRIAL TESTIMONY, THE GALS PERFORMED THEIR ACT.

DESPITE THE OBVIOUSLY MITIGATING EVIDENCE, THE OFFENDING EDITOR WAS FOUND GUILTY – AND SENTENCED TO MARRY ONE OF THE SISTERS.

NO, NO!

I BESEECH THE COURT. HANG ME INSTEAD!

ENCOURAGED BY THIS "VICTORY," THEY WENT TO CHICAGO TO FIND A MANAGER.

AGENT

THEATRICAL AGENT
New Talent Always Needed

PLEASE WIPE FEE BEFORE ENTERING

THEIR AUDITION WAS A TOTAL DISASTER. DESPITE THIS, THE BIG CITY AGENT IMMEDIATELY OFFERED THEM A CONTRACT.

STUPID HAYSEEDS! THEY DON'T REALIZE I'M BUYING A COMEDY ACT!

THEY TOURED IOWA, KANSAS AND ILLINOIS, STAGING ONE-ACT MORALITY PLAYS, RECITING UPLIFTING POEMS, AND SINGING SENTIMENTAL BALLADS.

THEY WERE SO LUDICROUSLY AWFUL THAT PATRONS ROUTINELY FLUNG CABBAGES AND RIPE TOMATOES AT THEM.

TO PROTECT HER SISTERS, EFFIE BRANDISHED A SHOTGUN AT THE AUDIENCE. BUT THE BARRAGE OF ROTTEN EGGS AND MONTH-OLD FRUIT CONTINUED.

DROP IT!

AT ONE IOWA SHOW, PATRONS THREW SLABS OF FRESH LIVER AT THE HAPLESS GIRLS.

FINALLY, THE SISTERS ERECTED A WIRE-MESH SCREEN AT THE FRONT OF THE STAGE.

BOINK

MUCH BETTER!

THE SISTERS-VIRTUOUS GIRLS ALL-BLAMED THE UGLY RESPONSE ON STAGE MANAGERS WHOSE ADVANCES THEY HAD REBUFFED.

MEANWHILE, IN NEW YORK, IMPRESARIO OSCAR HAMMERSTEIN HAD STAGED A SERIES OF HIGH TALENT SHOWCASES, WHICH FLOPPED.

NOBODY APPRECIATES REAL TALENT. I'LL SHOW THEM!

SOMEONE TIPPED HIM OFF TO THE CHERRYS AND THEIR ASTOUNDINGLY AWFUL PREFORMING STYLE. SENSING BIG PROFITS, HE BROUGHT THE SISTERS (MINUS ELLA) TO NEW YORK.

YOU GALS BELONG ON BROADWAY!

IN NOVEMBER, 1896. THE SISTERS' SHOW, *SOMETHING GOOD, SOMETHING SAD*, OPENED AT THE OLYMPIA MUSIC HALL.

ROMANTIC RURAL REALISM
BETTER THAN BERNHARDT
Double Your Life Insurance Before Attendance!

SOMETHING GOOD, SAD
THE CHARMING CHERRY SISTERS OF CEDAR RAPIDS, IOWA

JESSIE BEAT A HUGE BASS DRUM, WHILE HER SISTERS SANG:

♪ CHERRIES RIPE BOOM-DE-AY!
CHERRIES RED BOOM-DE-AY!
♫ THE CHERRY SISTERS HAVE COME TO STAY! ♪

NEXT, JESSIE SANG AN ORIGINAL PATRIOTIC BALLAD, "FAIR COLUMBIA," IN A HARSH AND RASPING VOICE.

THE AUDIENCE WAS STUNNED... SHOCKED... APPALLED. BUT NOTHING WAS THROWN. IT WAS OPENING NIGHT. THE AUDIENCE HAD COME UNPREPARED.

THE FIRST NIGHT REVIEWS WERE MERCILESS.

New York Times
Absolutely Dreadful!

New York Sun.
Worst Ever Seen
Dismal Performance

EVENING WORLD
A NEW LOW

PITIABLE EXHIBITION
NEW YORK HERALD

THE SISTERS, UNDAUNTED, WERE BACK THE FOLLOWING NIGHT. SO WAS THE AUDIENCE, ARMED WITH PROVISIONS.

HAMMERSTEIN ASSURED THE SISTERS THAT THE GARBAGE THROWERS WERE JEALOUS RIVAL STARS. IN FACT, HE HIRED HIS SONS TO BEGIN THE ONSLAUGHT.

GET THE HOOK!
LEMON FACE!
CHOKE ON IT!

THE CHERRY SISTERS EARNED $1,000 A WEEK, PLAYING TO PACKED HOUSES FOR MONTHS. IT SAVED HAMMERSTEIN'S CAREER-AND HIS THEATER.

CHERRY

MATINEE

AFTERWARDS, THEY TOURED THE COUNTRY, PLAYING TO SELL-OUT CROWDS IN EVERY MAJOR U.S. CITY AND CANADA.

COMMUNITY PLAYHOUSE

IOWA'S FAMOUS SONGBIRDS

BAD EGGS

BLACK POWDER & SHOTGUNS BARRED.

EVERYWHERE THEY WENT, AUDIENCES HOOTED, HOWLED AND HEAVED. BUT THE GALS TROOPED ALONG, CHALKING IT UP TO JEALOUS COMPETITORS.

ALL ABOARD FOR ST. LOUIS!

& NORTHERN

WHEN JESSIE DIED IN 1903, THE SISTERS QUIT SHOW BIZ AND RETIRED TO THEIR FARM IN IOWA. THEY HAD AMASSED A FORTUNE OF AROUND $200,000.

AT A 1913 COMEBACK SHOW IN CHICAGO, OPENING NIGHT RECEIPTS WERE $7. SECOND-AND FINAL-NIGHT RECEIPTS TOTALED $11.

THE PROBLEM HERE IS LACK OF PUBLICITY.

IN FACT, VEGETABLES THROWN ACROSS THE FOOTLIGHTS HAD A HIGHER VALUE THAN TICKET SALES.

NONE OF THE CHERRYS EVER MARRIED. THEY NEVER RECORDED. EFFIE TWICE RAN FOR MAYOR OF CEDAR RAPIDS-AND LOST BOTH TIMES.

LONGER HAIR & LONGER SKIRTS FOR WOMEN

THE CHERRY SISTERS WENT TO THEIR GRAVES BELIEVING THEY WERE AMONG THE WORLD'S FINEST ENTERTAINERS, ASSURED OF A PLACE IN SHOW BIZ HISTORY.

OR AT LEAST IN SOME VERSIONS OF IT.

THE BIG BOOK OF LOSERS

FACTOID BOOKS 100% TRUE

FROM MOONDOG TO SCAPEGOAT

ALAN FREED DIDN'T INVENT ROCK'N'ROLL — HE JUST GAVE IT A NAME. BUT FOR ROCKING THE BOAT, HE GOT ROLLED INTO OBLIVION.

AFTER HIS DISCHARGE FROM THE ARMY, OHIO-BORN FREED DRIFTED INTO RADIO AS A CLASSICAL MUSIC ANNOUNCER IN PENNSYLVANIA.

THIS IS WKST, NEW CASTLE. OUR PROGRAM OF SYMPHONIC FAVORITES CONTINUES WITH--

DER RING DES NIBELUNGEN RICHARD WAGN

IN 1951, AT CLEVELAND STATION WJW HE STARTED SPINNING WILD RHYTHM AND BLUES (R&B) RECORDS. HE CALLED HIS SHOW "MOONDOG'S ROCK & ROLL PARTY."

HERE'S "BAD BAD WHISKEY" FROM AMOS MILBURN!

BACK THEN, "R&B" MEANT BLACK MUSIC. FREED SOUGHT TO AVOID RACIAL BIAS BY GIVING IT A NEW NAME — "ROCK AND ROLL"--

RECORD RENDEZVOUS

ROCK AND ROLL RECORDS SOLD HERE!

--AND WHILE THE AUDIENCES WERE STILL PREDOMINANTLY BLACK, THE STAGE FOR WIDER ACCEPTANCE WAS SET.

IN 1952, FREED PROMOTED A CONCERT OF R&B — OR "ROCK AND ROLL" — STARS. WHEN 20,000 KIDS, MOSTLY BLACK, SWARMED THE 10,000 SEAT VENUE, THE SHOW WAS CANCELED.

MOONDOG CORONATION BALL
CLEVELAND ARENA
FRIDAY NITE, MAR. 21
10 P.M. to 2 A.M.
IN PERSON — IN PERSON
PAUL WILLIAMS ★ TINY GRIMES
THE DOMINOES ★ DANNY COBB
+ YARETTA DILLARD +
THE MOONDOG RADIO SHOW WITH ALAN FREED IN PERSON
Adv. Sale Tickets $1.50 — Adm. at Door $1.75

FREED'S ENORMOUS POPULARITY SHOT HIM INTO THE BIG TIME. IN 1954, HE WAS HIRED BY NEW YORK CITY'S WINS, WHERE HE PLAYED THE HOTTEST BLACK ARTISTS.

BO DIDDLEY
THE PLATTERS
CHUCK BERRY
RUTH BROWN
ALAN FREED
KING OF ROCK-N-ROLL
FRANKIE LYMON
CLYDE MCPHATTER

WITH HIS HOARSE, SCOTCH-FUELED JIVE AND 27 HOURS OF WEEKLY PRIME TIME, HE BECAME A POWERFUL NATIONAL FIGURE — AND A HIT-MAKER, EQUALLY POPULAR WITH WHITE AND BLACK AUDIENCES.

LET'S DIG SOME WILD WAX FROM HANK BALLARD & THE MIDNIGHTERS!

WINS

AS HIS INFLUENCE GREW AND SPREAD FROM RADIO TO TELEVISION, FREED RECEIVED DUBIOUS CO-WRITER CREDITS AND TOOK MONEY (PAYOLA) IN EXCHANGE FOR AIRING CERTAIN RECORDS — AN ILLEGAL BUT COMMON INDUSTRY PRACTICE.

FREED'S ABRASIVE MANNER AND HIS REFUSAL TO PLAY BLOODLESS WHITE COVER VERSIONS OF BLACK ARTISTS' SONGS ANGERED CONSERVATIVES AND RACIST WHITES.

THIS VIOLENT JUNGLE MUSIC CAUSES JUVENILE DELINQUENCY!

PARENTS AGAINST ROCK AND ROLL AND OMIC BOOKS

HIS ROCK & ROLL TV SHOW "THE BIG BEAT" WAS ABRUPTLY CANCELED WHEN THE CAMERA SHOWED BLACK SINGER FRANKIE LYMON DANCING WITH A WHITE GIRL.

IN 1958, A MELEE BROKE OUT AT A CONCERT HE PROMOTED AT THE BOSTON ARENA. THE POLICE CHARGED FREED WITH INCITEMENT TO RIOT AND WINS USED THE INDICTMENT TO FIRE FREED FOR VIOLATION OF HIS CONTRACT'S "MORALS CLAUSE."

SEVENTEEN MONTHS LATER, HE WAS ACQUITTED — BUT HE WAS ALSO BANKRUPT.

I TOLD YOU I'D GET YOU OFF.

GEE... THANKS A LOT.

MEANWHILE, CONGRESS, HOPING TO STOP MUSIC BUSINESS CORRUPTION, OPENED PAY-FOR-PLAY (PAYOLA) HEARINGS IN 1959. WHEN THEY ANNOUNCED THEIR INTENTION TO INDICT FREED, HE WAS FIRED FROM HIS TELEVISION SHOW.

WNEW

HIS TEARFUL ON-THE-AIR FAREWELL WAS SEEN BY THOUSANDS OF FANS.

DURING THE HEARINGS, AN IMMEDIATE CONTRAST WAS SEEN BETWEEN THE PARTICIPANTS. DICK CLARK, OF AMERICAN BANDSTAND FAME, SEEMED HONEST—ALMOST ANGELIC—AS HE DENIED THE CHARGES.

I HAVE NEVER TAKEN PAYOLA. EVER.

BUT FREED, LACKING NETWORK SUPPORT AND LOOKING SOMEWHAT HAGGARD, RAISED SUSPICIONS. IN FACT, FREED READILY ADMITTED THAT HE ACCEPTED PAYOLA, BUT MAINTAINED THERE WAS NOTHING WRONG WITH THAT BECAUSE...

I NEVER PLAYED A RECORD I DIDN'T LIKE!

CONGRESS WASN'T BUYING HIS EXCUSE - FREED'S REPUTATION WAS DESTROYED. FROM THERE, THE DOWNWARD SLIDE CONTINUED: 1962, CONVICTED OF COMMERCIAL BRIBERY. 1964, UNEMPLOYED AND ALCOHOLIC AND CHARGED WITH INCOME TAX EVASION.

BEFORE HIS 1965 TAX TRIAL BEGAN, THE MOONDOG DRANK HIMSELF TO DEATH AT AGE 42.

ROCK 'N' ROLL HEAVEN

BUT AS LONG AS PEOPLE PLAY VINYL RECORDS, ROCK AND ROLL WILL NEVER DIE!

FACTOID BOOKS 100% TRUE

Carrie: The Musical

LAWRENCE D. COHEN, SCREENWRITER FOR THE 1976 MOVIE **CARRIE**, AND MICHAEL GORE, WHO WROTE THE MUSIC FOR **FAME**, WERE LOOKING FOR MATERIAL FOR A BROADWAY MUSICAL.

THEN IT HIT THEM--

Carrie!

IT HAD A POWERFUL CONFLICT BETWEEN A MOTHER AND HER DAUGHTER AS ITS CENTRAL THEME --

-- AND IT HAD PROVED SUCCESSFUL AS BOTH A BOOK AND A MOVIE.

PLUG IT UP!

PLUG IT UP!

PLUG IT UP!

HOWEVER, THEY DIDN'T WANT TO GO CAMP, À LA **LITTLE SHOP OF HORRORS**. THEY WANTED A "MUSICAL TRAGEDY BELONGING TO THE GRANDLY-SERIOUS BROADWAY TRADITION OF **WEST SIDE STORY**."

AUDREY

JETS

JETS

WHEN THEY CALLED THE FAMED HORROR NOVELIST FOR PERMISSION, KING WAS SILENT FOR SO LONG COHEN WAS AFRAID THE LINE HAD BEEN DISCONNECTED.

UH... STEVE? ARE YOU STILL THERE?

WELL, IF THEY COULD DO A MUSICAL ABOUT THE DICTATOR OF ARGENTINA AND A MURDEROUS BARBER ON FLEET STREET, CARRIE, AS A MUSICAL, MAKES ENORMOUS SENSE! GO AHEAD!

THE ROYAL SHAKESPEARE COMPANY DEVELOPED THE PRODUCTION, AS IT NEEDED ANOTHER LES MISÉRABLES TO HELP ALLEVIATE ITS FINANCIAL TROUBLES.

COVERED IN PIG'S BLOOD.

UNLIKE LES MIS, CARRIE DID NOT HAVE A WELL-RECEIVED BRITISH RUN. PART OF THE PROBLEM LAY IN THE CASTING. CARRIE WAS PLAYED BY AN ENGLISH UNKNOWN.

WHO'S PLAYING CARRIE?

WHO CARES?

THE COSTUME BUDGET WAS ENORMOUS. A MILLION DOLLARS WAS SPENT ON THE SOUND SYSTEM. ANOTHER MILLION WENT TO HYDRAULICALLY-POWERED SETS.

THE BRITISH REVIEWS WERE DEVASTATING.

ADVANCE TICKET SALES FOR THE AMERICAN PRODUCTION WERE SMALL. REVIEWERS FOUND THE PLAY'S LYRICS SILLY AND HILARIOUS.

IT'S A SIMPLE LITTLE GIG — YOU HELP ME KILL THIS PIG!

CARRIE CLOSED AFTER FIVE PERFORMANCES, LOSING EIGHT MILLION DOLLARS.

SHOW CANCELLED

NOBODY CAME

CANCELLED

IN THE END, CARRIE HAS BECOME A THEATRICAL LEGEND — IT IS THE BENCHMARK BY WHICH ALL FUTURE FLOPS MUST BE MEASURED.

CARRIE THE MUSICAL BURNS IN HELL

HOWEVER, NOT ALL OF THE RESPONSES WERE NEGATIVE:

I LIKED IT A LOT.

JOE MEEK'S MUSICAL ROCKET SCIENCE

ENGLAND, 1929. *ROBERT GEORGE "JOE" MEEK* WAS BORN TO A POOR FARMING FAMILY IN THE VILLAGE OF NEWENT, FOREST OF DEAN.

HAVING WANTED A DAUGHTER, HIS MOTHER MADE THE BOY WEAR *DRESSES* UNTIL AGE FOUR, CAUSING A SEXUAL IDENTITY CRISIS *DELUXE*.

HIS BROTHERS WERE RECKLESS "OUTDOOR" BOYS. JOE, WHO PLAYED WITH WIRELESS SETS IN A SHED, WAS MOCKED AS A SENSITIVE, EFFEMINATE, "INDOOR" BOY.

NANCY-BOY!

HE LOVED MUSIC AND RECORDING. HE ESPECIALLY LIKED CREATING STRANGE EFFECTS WITH TAPE DECKS.

Hmmm... PLAYED BACKWARDS THIS SOUNDS LIKE *MARTIANS!*

!YOB-YCNAN

IBC
INDEPENDENT BROADCASTING COMPANY

AS HE GREW UP, JOE'S INTERESTS DEVELOPED INTO A CAREER. AFTER SERVING IN THE R.A.F., HE MOVED TO LONDON WHERE HE FOUND ENGINEERING WORK AT RECORDING STUDIOS.

HE CHALLENGED PREVAILING STANDARDS BY DISTORTING NATURAL SOUNDS AND PUSHING DRUMS TO THE TOP OF THE MIX.

THAT'S *DREADFUL*, JOE! NOW REWIND AND GET A PROPER MIX!

BUT THE SULLEN, UNCOOPERATIVE MAVERICK EITHER GOT FIRED FROM THE STUDIOS HE WORKED FOR OR QUIT OVER TECHNICAL DISPUTES.

EXIT

ROTTEN PIGS! I'M *LEAVING!*

MEEK

EVER STUBBORN, MEEK BUILT HIS OWN STUDIO IN A THREE-STORY FLAT ABOVE THE A.H. SHENTON LEATHER GOODS SHOP.

HE BECAME BRITAIN'S FIRST SUCCESSFUL INDEPENDENT PRODUCER IN 1960 WHEN HIS COMPANY'S RECORDING OF *"JOHNNY, REMEMBER ME"* BY JOHN LEYTON WENT TO NUMBER ONE.

...I HEAR HER SINGING IN THE SIGHIN' OF THE WIND BLOWIN' IN THE TREETOPS...

JOE CONTINUED TO BE UP FRONT ABOUT HIS UNUSUAL IDEAS. HE TOLD THE PRESS HE WROTE SONGS BY SPEAKING TO THE LATE *BUDDY HOLLY* VIA *OUIJA BOARD*.

Psychic News

DOES DEAD ROCK STAR GUIDE SONGWRITER?

'JOHNNY REMEMBER ME' SENSATION

No. 1 disc in hit parade written by Spiritualist

HE FOLLOWED "JOHNNY..." WITH SOME LESSER HITS — AND A LOT OF CRAP. MANY PEGGED JOE AS A *BOTTOM-FEEDER* WITH A TIN EAR.

ACTUALLY, THEY WERE RIGHT. JOE WAS *TONE-DEAF*. HE RECORDED HOMEMADE SONG DEMOS AND EXPECTED BANDS TO COPY HIS TUNELESS CROONING.

MY BEH-HEY-BEE DOLL, WONTCHA BE MY GIR-HIRL?

HE WAS NOTORIOUS FOR ENTICING *"PRETTY BOYS"* TO THE STUDIO AND ATTEMPTING TO MAKE THEM STARS — OR *MAKE* THEM, PERIOD.

EXPERIENCE ISN'T NECESSARY. YOU'VE *GOT* WHAT I'M LOOKING FOR.

THESE ACTORS AND BODYBUILDERS LOOKED GREAT, BUT *COULDN'T SING*. JOE BURIED THEIR VOICES IN THE MIX, HOPING CRITICS WOULDN'T NOTICE.

PLAY LOUD... *LOUDER!!*

BUT NOTICE THEY *DID*. SO DID THE *PUBLIC*, WHO REFUSED TO PURCHASE THESE AWFUL RECORDS.

LAND FILL

RGM SOUND

MEEKSVILLE SOUND

TRIUMPH RECORDS

RGM

MEEK BECAME AN EXPERT AT CREATING OTHERWORLDLY SOUND EFFECTS WITH CHEAP PROPS IN THE "STUDIO."

PLONK!

FWOOSH!

OF COURSE, HE *DID* RECORD THE FIRST *ROCK CONCEPT ALBUM — "I HEAR A NEW WORLD"* — 12 TUNES ABOUT LIFE IN OUTER SPACE. IT WAS *YEARS* AHEAD OF ITS TIME.

BUT JOE ONLY RELEASED FOUR TRACKS ON AN EP DISC. IT REPORTEDLY SOLD *99 COPIES.*

THE BANDS JOE RECORDED MADE AN AWFUL RACKET. IT IRRITATED HIS DOWNSTAIRS NEIGHBORS, MR. AND MRS. SHENTON.

WOULD YOU CUT THE RUCKUS ALREADY!

JOE RETALIATED BY PLACING *SPEAKERS* IN THE HALL AND *SERENADING* HIS NEIGHBORS.

BLOODY BUGGERS, INTERFERING WITH THE *CREATIVE PROCESS!*

IN '62, JOE WAS APPROACHED BY *BRIAN EPSTEIN* ABOUT PRODUCING A STRUGGLING, UNSIGNED BAND. JOE THOUGHT *THE BEATLES'* DEMO TAPE *STUNK.*

A LITTLE ADVICE — FROM ME TO YOU —THIS GROUP IS GOING *NOWHERE,* MAN.

HE THEN DISCOVERED A TERRIFIC YOUNG BAND WITH A GRAVEL-VOICED LEAD SINGER.

HE HIRED THE BAND, BUT TOLD THE SINGER — 16-YEAR-OLD *ROD STEWART* — TO TAKE A HIKE.

HE ALSO AUDITIONED AND REJECTED A YOUNGSTER NAMED DAVID JONES. YEARS LATER, JONES CHANGED HIS NAME TO *BOWIE.*

ENOUGH! GET OUT!!

JOE MADE THE FIRST RECORDINGS OF *TOM JONES* — BUT COULDN'T GET THEM RELEASED.

JOE WROTE AND PRODUCED *"TELSTAR,"* A WORLDWIDE #1 HIT FOR *THE TORNADOES*. IT SOLD *FIVE MILLION COPIES!*

BUT JOE WAS *SUED* FOR COPYRIGHT INFRINGEMENT AND ALL ROYALTIES WERE WITHHELD.

ESCROW

SAY IT AIN'T SO, JOE!

THE LOSS OF HIS ROYALTY MONEY DIDN'T IMPROVE JOE'S NASTY TEMPER. HE BECAME NOTORIOUS FOR *THROWING THINGS* AT MUSICIANS.

WHY WON'T YOU *LISTEN*, STUPID!?

IN A FIT OF ANGER, HE ONCE HEAVED A BRAND-NEW UNUSED *TAPE DECK* AT TORNADOES DRUMMER *CLEM CATTINI*.

WHY WON'T YOU IDIOTS *LISTEN* TO ME!?

ANOTHER DRUMMER WOULDN'T PLAY A BEAT TO MEEK'S LIKING. JOE BURST FROM THE CONTROL ROOM --

-- AND USED HIS SUBTLE POWERS OF PERSUASION — AND A *SHOTGUN* — TO OBTAIN COOPERATION.

ARE *YOU* GOING TO LISTEN?

THAT DRUMMER WAS *MITCH MITCHELL*, WHO LATER STARRED WITH *JIMI HENDRIX*.

AH SHENTON

WHAT AN EXPERIENCE!

NEVERTHELESS, THE JOE MEEK "SOUND" WAS A HUGE INFLUENCE ON THE BRITISH INVASION.

LATEST ☆HITS☆

HOLLIES

PETER & GORDON

SMALL FACES

DAVE CLARK 5

PETULA CLARK

BEATLES

HERMAN'S HERMITS

GERRY & THE PACEMAKERS

BUT WHEN THE BRITISH INVASION HIT FULL FORCE IN 1964, IT RENDERED JOE *ANACHRONISTIC*. THERE WAS PLENTY OF "JOE MEEK SOUND" — *WITHOUT* JOE MEEK.

HIT PARADE

THIS STUFF'S JUST A PASSING FAD.

HE HAD ONE LAST HIT: *"HAVE I THE RIGHT"* BY *THE HONEYCOMBS.*

The Honeycombs

THEN THINGS GOT BLEAK. JOE DOWNED LOTS OF PILLS. HE BECAME INCREASINGLY DEPRESSED AND EVEN *MORE* DIFFICULT TO WORK WITH.

MEEK WAS BESET WITH MONEY PROBLEMS. THE "TELSTAR" LAWSUIT DRAGGED ON. HIS NEW RECORDS *FLOPPED.*

FINAL DEMAND

INVOICE

URGENT

BILL

SEEKING ANSWERS TO HIS PROBLEMS, HE AGAIN FLEXED HIS PSYCHIC MUSCLES BY TRYING TO COMMUNICATE WITH THE *DEAD.*

I SENSE THERE'S A *RESTLESS SPIRIT* HERE TRYING TO MAKE CONTACT.

MARKS

FINALLY, JOE LOST WHAT LITTLE SANITY HE HAD.

ON MAY 3, 1967, THE 8th ANNI-VERSARY OF THE DEATH OF HIS IDOL, BUDDY HOLLY --

-- JOE *KILLED* HIS NAGGING NEIGHBOR, MRS. VIOLET SHENTON, WITH A SHOTGUN BLAST TO HER BACK.

A FEW MINUTES LATER, JOE STARED DOWN THE BARREL OF THE SHOTGUN. IT WAS THE *LAST* THING HE EVER SAW.

THE COPYRIGHT SUIT AGAINST "TELSTAR" WAS SETTLED IN JOE'S FAVOR — A *YEAR* AFTER HE'D BLAST-ED HIMSELF INTO ETERNITY.

ESCROW

WOULD JOE MEEK HAVE BEEN A *MILLIONAIRE* IF HE'D LIVED? KNOWING WHAT A *LOSER* HE WAS — PROBABLY *NOT.*

CHAPTER FIVE

NOT A MOMENT TO LOSE

Sometimes, all it takes is a bad day to turn a winner into a Loser. A single misstep in a life of sure steps can not only ruin your life, but also subject you to a level of ridicule that overshadows all your previous good works. But when standing on the top of the world, the bottom of the heap seems so impossibly distant that few can imagine how perilously fast the plunge from apex to nadir can be. The Dalton Gang was one of the most feared and successful band of outlaws in the Wild West — yet they didn't foresee the disaster awaiting them in Coffeyville, Kansas. The FBI had already earned its reputation of "always getting its man" and so, proceeded to ambush John Dillinger at Little Bohemia with total confidence, little realizing the humiliation they'd suffer for it. And the Watergate burglars? What can we say? To not only be caught red-handed, but to live with the idea that your screw-up was the first broken link in a chain that would ultimately unseat a President of the United States? It might be too grim a reality to bear!

We're certain that all the participants in the events chronicled in this chapter have, upon reflection, thought the same thing: If they could only turn back the hands of time, undo that single spectacularly stupid event, then things would be good for them once again. But life doesn't work that way. We try to be cautious, and plan our lives ahead as best we can. But we can never, ever be totally, absolutely certain of the results of our actions, and so it pays to always remember:

The next BAD move you make... may be your LAST.

THE CRASH of '29

= 112½

BUY APPLES 5¢

THE 1920s WERE A TIME FOR JAZZ, BATHTUB GIN, FLAGPOLE SITTING, AND STOCK SPECULATION.

DABBLING IN THE STOCK MARKET BECAME SOMETHING OF A NATIONAL PASTIME, A CROSS BETWEEN BASEBALL AND BETTING ON THE PONIES.

=PSST!= CONSOLIDATED AT 12!

THE MANIA WAS SO WIDESPREAD, NEARLY ANYONE WITH TWO CENTS TO RUB TOGETHER WAS BUYING SHARES.

AND NEARLY EVERY PLAYER IN THE STOCK MARKET WAS BORROWING TO BUY SHARES, WHICH COULD BE PURCHASED AT 10% MARGIN.

ON ONE DAY, FIRST NATIONAL BANK OF NEW YORK SHOT UP $500 TO A PER-SHARE OF $7,900, NETTING THE CHAIRMAN OF THE BOARD $2 MILLION AN HOUR FOR FIVE HOURS OF TRADING.

FIRST NATIONAL BANK of NEW YORK

NOT BAD FOR A DAY'S WORK!

THEN ON OCTOBER 24, 1929, SOON TO BE KNOWN AS BLACK THURSDAY, THERE WAS A DRAMATIC SURGE IN SELLING WHICH CAUSED VALUES TO DROP $14 BILLION.

1929 OCTOBER

S	M	T	W	T	F	S
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31		

ON OCTOBER 29, STOCK LOSSES EQUALED IN ONE DAY WHAT THE COUNTRY HAD SPENT ON THE FIRST WORLD WAR.

THE STOCK REPORTS READ LIKE OBITUARIES: RCA WENT FROM 505 TO 28; U.S. STEEL DROPPED 240 POINTS; GENERAL MOTORS PLUMMETED TO 8.

THE CRASH LEFT MILLIONS POVERTY-STRICKEN. UNEMPLOYMENT SOARED AS COMPANIES CUT BACK OR CLOSED DOWN ENTIRELY.

SOUP

MANY MIDDLE-CLASS INVESTORS WERE RUINED BECAUSE THEY BOUGHT SHARES ON MARGIN, WHICH ALLOWED THEM TO PURCHASE A LOT AND PUT UP ONLY A SMALL PERCENTAGE OF THE PER-SHARE VALUE.

BANK

CLOSED

BETWEEN 1929 AND 1931, 4,000 US BANKS FAILED. THE NATIONAL INCOME FELL BY MORE THAN 50%. IT WAS THE WORST ECONOMIC DISASTER IN THE HISTORY OF THE WORLD — THE GREAT DEPRESSION.

BY 1933, THE UNEMPLOYMENT RATE IN THE U.S. WAS 25%. 13 MILLION PEOPLE WERE OUT OF WORK.

APPLES 5¢

THOSE WHO WEATHERED THE DEPRESSION SWORE IT WOULD NEVER HAPPEN AGAIN.

WPA

BUY 1000 SHARES OF CONSOLIDATED AT 12!

OR SO THEY HOPED.

GEORGE ARMSTRONG
CUSTER

NOTHING WOULD HAVE GALLED CUSTER MORE THAN TO KNOW THAT HIS NAME WOULD ONE DAY BE ASSOCIATED WITH IGNOMINIOUS DEFEAT.

HE WAS A PROUD MAN. IN THE CIVIL WAR, AT AGE 23, CUSTER WAS THE YOUNGEST SOLDIER EVER TO EARN THE RANK OF BRIGADIER GENERAL.

CUSTER GREW HIS BLOND HAIR LONG AND DECORATED HIS ROOM WITH PORTRAITS OF HIMSELF.

AFTER THE WAR HE WAS DEMOTED TO CAPTAIN, BUT SOON FOUGHT HIS WAY BACK TO LIEUTENANT COLONEL. HE WAS ASSIGNED TO QUELL UPRISINGS AMONG THE PLAINS INDIANS.

IN 1868, HE LED THE 7th CAVALRY IN A MASSACRE OF CHEYENNE CHIEF BLACK KETTLE'S VILLAGE.

CUSTER WAS HATED BY THE INDIANS, WHO CALLED HIM PAHUSKA," THE LONG-HAIRED ONE."

THOUGH THE BLACK HILLS HAD BEEN GIVEN TO THE INDIANS, CUSTER WAS SENT TO INVESTIGATE RUMORS THAT THEY CONTAINED GOLD.

IT'S GOLD FROM THE GRASS ROOTS DOWN.

THE U.S. GOVERNMENT FAILED TO PERSUADE THE INDIANS TO GIVE UP THEIR LAND.

WE WANT TO SELL NONE OF OUR LAND— NOT EVEN A PINCH OF DUST. IF THE WHITE MAN TRIES TO TAKE THE HILLS, WE WILL FIGHT.

THE CAVALRY WAS THEN ORDERED TO PUSH THE INDIANS OFF THE LAND.

MORE THAN 10,000 INDIANS OF VARIOUS TRIBES GATHERED WITH SITTING BULL IN THE "VALLEY OF THE GREASY GRASS" — THE LITTLE BIGHORN. AT LEAST 3000 WERE WARRIORS.

KNOWING THAT WAR WAS COMING, THEY HELD A RITUAL SUNDANCE. SITTING BULL DANCED ALL DAY, STARING AT THE SUN.

HE HAD A VISION ...

I SEE THE WHITE SOLDIERS FALLING LIKE GRASSHOPPERS.

CUSTER ALSO HAD VISIONS - OF HIS OWN GLORY. EVERY NIGHT HE WROTE SELF-AGGRANDIZING DISPATCHES TO A NEW YORK NEWSPAPER.

I SHALL SET A STANDARD OF HONOR, NOT ONLY FOR THE PRESENT, BUT TO FUTURE GENERATIONS.

HE ALSO CONFIDED HIS AMBITIONS TO HIS INDIAN SCOUTS.

AFTER I WIPE OUT THE SIOUX THEY WILL MAKE ME THE GREAT WHITE FATHER IN WASHINGTON.

CUSTER LED 700 MEN, LESS THAN ONE THIRD OF THE FORCE THAT HAD BEEN SENT AGAINST SITTING BULL.

HE WAS SUPPOSED TO WAIT FOR THE FORCES OF GENERAL GIBBON, WHO WAS DELAYED. HE DIDN'T WANT TO.

I COULD WHIP ALL THE INDIANS ON THE CONTINENT WITH THE 7th CAVALRY.

CUSTER PUSHED HIS FORCES RELENTLESSLY, RELUCTANT TO SHARE THE GLORY FOR THE UPCOMING VICTORY, EVEN WHEN HIS SCOUTS TOLD HIM THERE WERE MORE INDIANS THAN ANTICIPATED.

THE TRAIL— IT'S A MILE WIDE!

CUSTER SPLIT HIS FORCES INTO THREE GROUPS TO ATTACK THE VILLAGE SIMULTANEOUSLY FROM THREE DIRECTIONS. CAPTAIN BENTEEN AND MAJOR RENO LED THE OTHER TWO.

SIR, IT'S THE BIGGEST VILLAGE I'VE EVER SEEN.

ALL THE MORE GLORY.

SITTING BULL'S SCOUTS WATCHED WHILE CUSTER'S 225 MEN APPROACHED --

MEANWHILE, MAJOR RENO LED A PREMATURE ATTACK ON THE OTHER END OF THE VILLAGE.

WARRIORS, WE HAVE EVERYTHING TO FIGHT FOR, AND IF WE ARE DEFEATED, WE HAVE NOTHING TO LIVE FOR. THEREFORE, LET US FIGHT LIKE BRAVE MEN.

WITHOUT SUPPORT, RENO'S MEN WERE ROUTED.

CRAZY HORSE, TWO MOONS, CROW KING AND GALL RALLIED WARRIORS TO MEET CUSTER'S FORCE.

HOKA-HEY! STRONG HEARTS, BRAVE HEARTS TO THE FRONT— WEAK HEARTS AND COWARDS TO THE REAR!

CUSTER SURVEYED SITTING BULL'S VILLAGE THROUGH FIELD GLASSES.

STRANGE — THERE ARE NO WARRIORS TO BE SEEN.

BUT AS CUSTER TURNED HIS GAZE AWAY FROM THE VILLAGE...

TO THE HILL! DEFENSIVE POSITIONS!

BLAM

BLAM

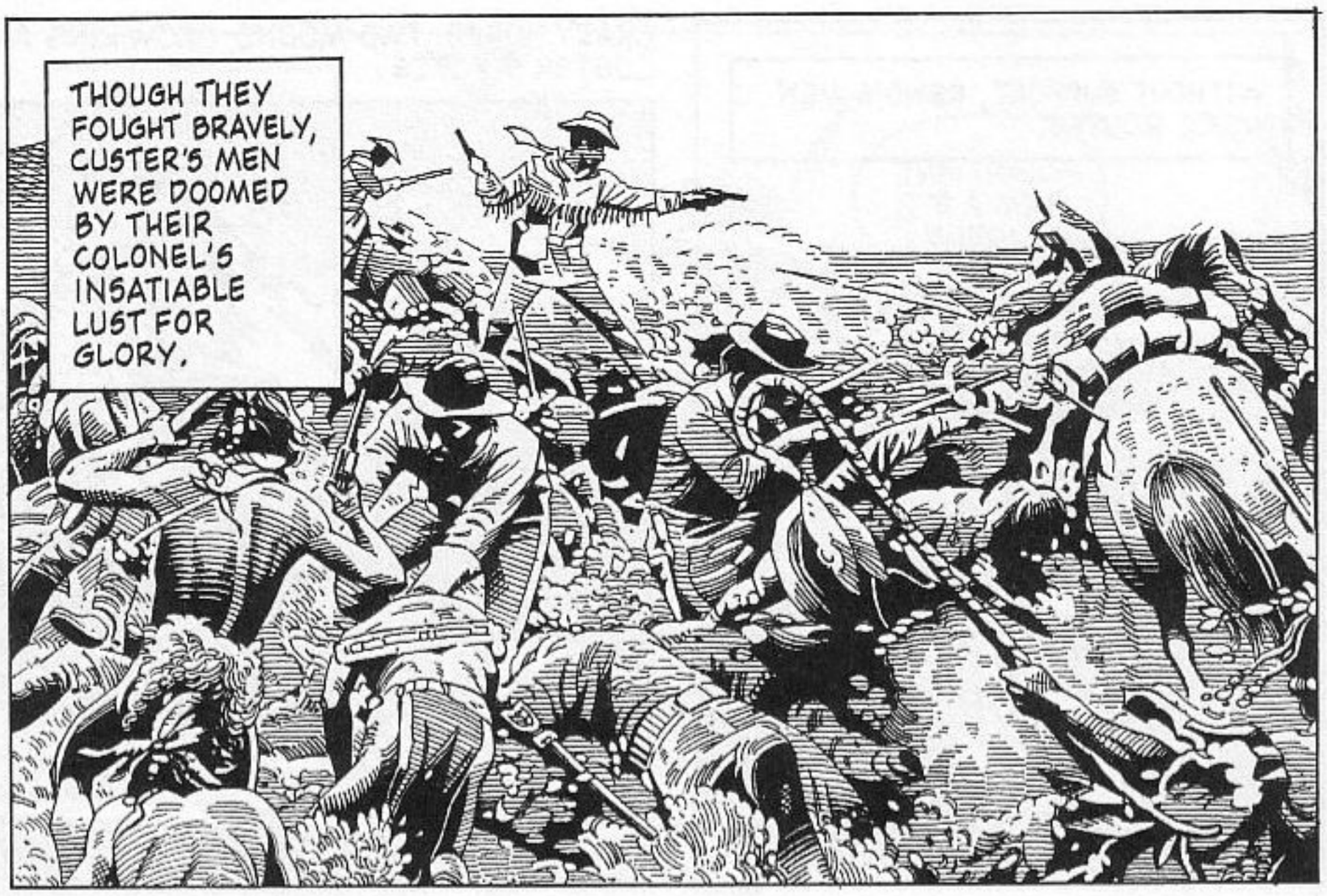
ON HORSES EXHAUSTED BY THEIR TWO-DAY, 60-MILE TRIP, HIS MEN RACED FOR A NEARBY HILL.

THE SOLDIERS LET GO OF THEIR HORSES AND FOUGHT AS BEST THEY COULD.

WHILE THE SOLDIERS WERE ARMED WITH SINGLE-SHOT SPRINGFIELDS, MANY OF THE INDIANS HAD REPEATING WINCHESTERS.



THOUGH THEY FOUGHT BRAVELY, CUSTER'S MEN WERE DOOMED BY THEIR COLONEL'S INSATIABLE LUST FOR GLORY.



KNOWING THE PLAINS INDIANS' PENCHANT FOR TORTURING CAPTIVES, SOME OF CUSTER'S MEN TOOK THEIR OWN LIVES.



WITHIN A HALF HOUR, CUSTER'S TROOPS WERE ALL DEAD.



EVERY INDIAN WISHED TO CLAIM CREDIT FOR THE KILL OF PAHUSKA, THE LONG-HAIRED ONE. THEY SEARCHED FOR HIS BODY.



NO ONE RECOGNIZED HIM.



CUSTER HAD CUT HIS HAIR SHORT BEFORE SETTING OUT TO WIPE OUT THE SIOUX.



DEAD LETTERS: THE FIRST AIRMAIL FLIGHT

ON MAY 15, 1918, A CROWD WAITED IMPATIENTLY IN WASHINGTON'S POTOMAC PARK TO WITNESS THE TAKE-OFF OF THE FIRST AIRMAIL FLIGHT, PILOTED BY GEORGE BOYLE.

THE ENGINE OF THE CURTISS "JENNY" WOULD NOT START.

MECHANICS WORKED ON THE ENGINE FOR HALF AN HOUR TO NO AVAIL.

AMONG THOSE WAITING WAS PRESIDENT WILSON.

WHAT'S THE MATTER WITH THAT THING? I HAVEN'T GOT ALL DAY.

FINALLY, SOMEONE NOTICED THAT THE PLANE'S GAS TANK WAS EMPTY.

THAT PROBLEM SOLVED, THE PLANE TOOK OFF.

NEXT STOP: PHILADELPHIA!

UNFORTUNATELY, BOYLE FOLLOWED THE WRONG SET OF RAILROAD TRACKS AND WENT SOUTHEAST INSTEAD OF NORTH.

WHILE LANDING TO ASK DIRECTIONS, HE FLIPPED THE PLANE OVER AND DAMAGED THE PROPELLER.

THE AIRMAIL HAD TO BE LOADED ONTO A TRUCK.

BOYLE WASN'T THE ONLY ONE TO SCREW UP AIRMAIL'S FIRST DAY. A SHEET OF 100 STAMPS WAS MISPRINTED WITH THE AIRPLANE UPSIDE DOWN.

THEY ARE NOW AMONG THE MOST VALUABLE STAMPS IN EXISTENCE.

THE *DALTON* BROTHERS WERE COUSINS TO THE FAMOUS *YOUNGERS*, PARTNERS IN CRIME WITH *JESSE* AND *FRANK JAMES*. ALTHOUGH THE DALTONS HAD PULLED OFF A FEW TRAIN ROBBERIES, THEY HADN'T YET MADE THEIR MARK IN WESTERN HISTORY.

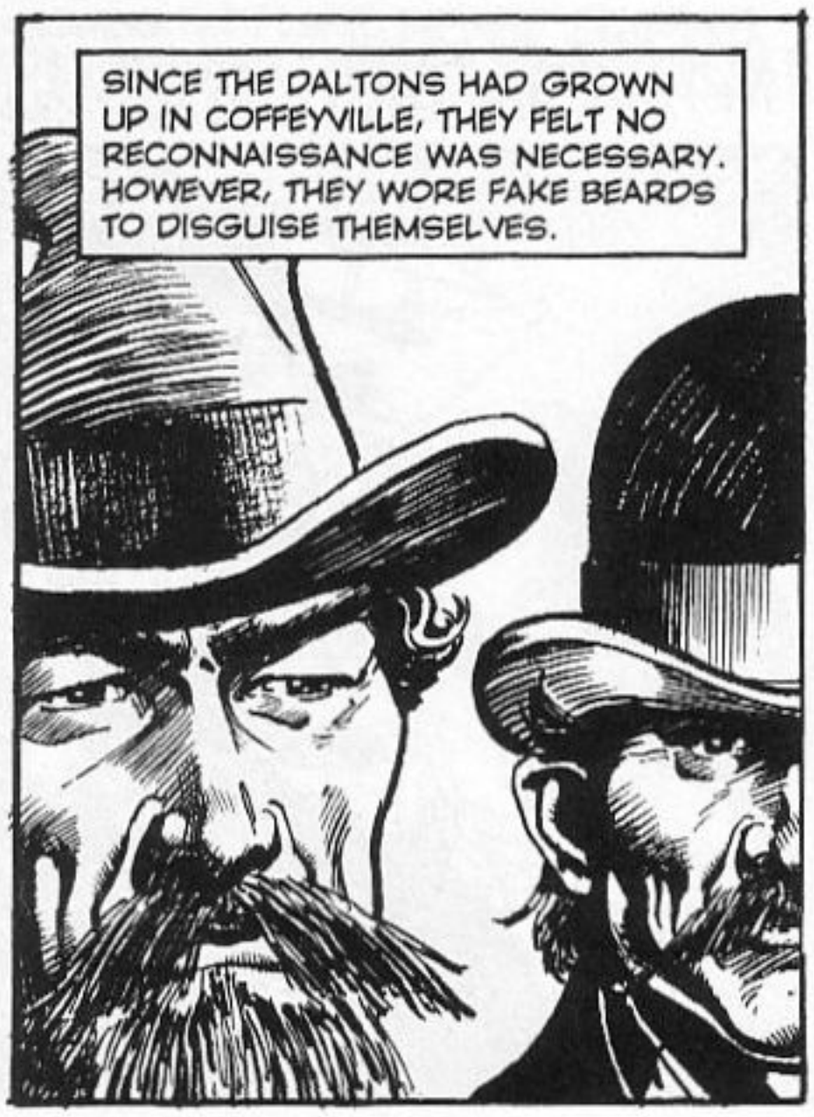
THEN THEY CAME UP WITH A *PLAN* — ONE THAT WOULD *IMMORTALIZE* THEM. THEY WOULD DO IT IN THEIR HOME TOWN OF *COFFEYVILLE, KANSAS*. AND IT WOULD BE--

THE DALTON GANG'S LAST RAID

BOB, GRATTON, AND EMMETT DALTON, ALONG WITH TWO HENCHMEN, DECIDED TO ROB TWO BANKS AT EXACTLY THE SAME TIME, A FEAT OF AUDACITY THAT EVEN THE JAMES GANG NEVER DARED.

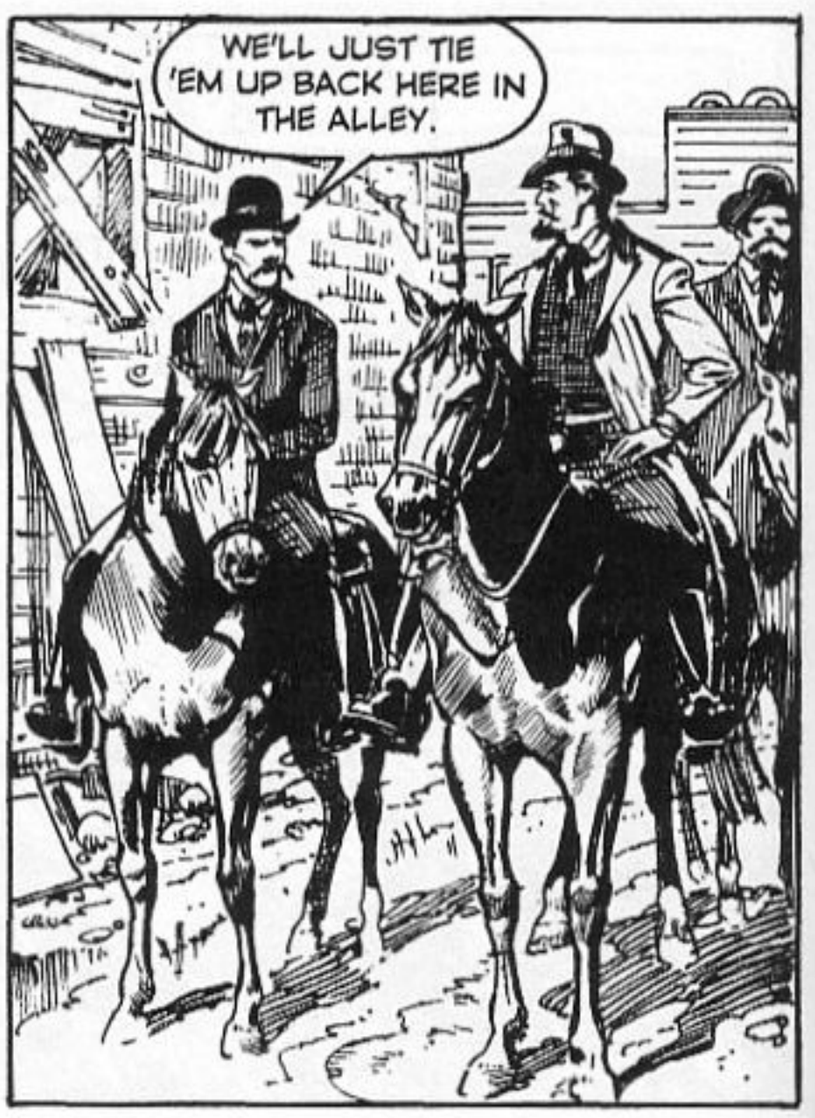


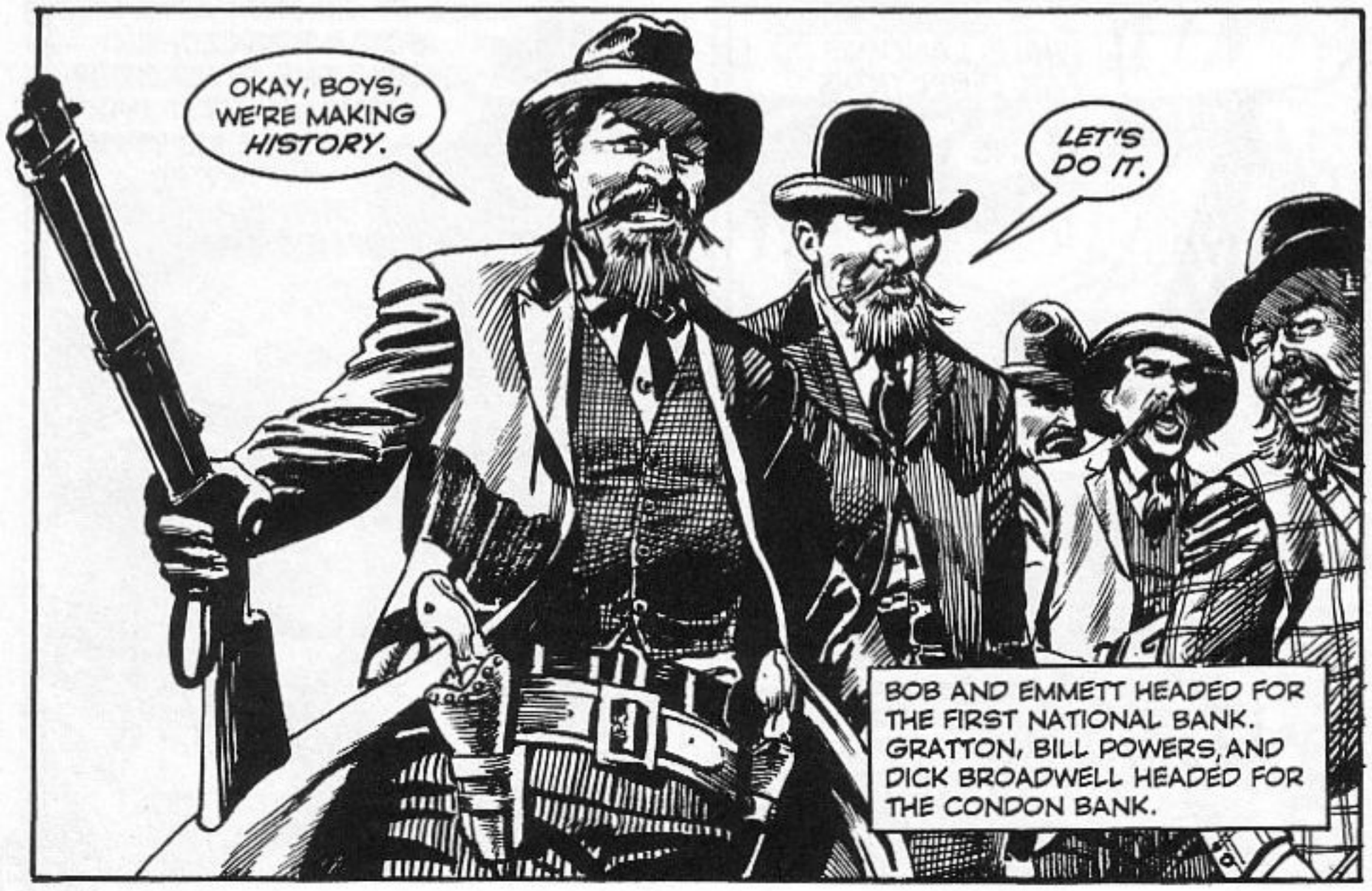
SINCE THE DALTONS HAD GROWN UP IN COFFEYVILLE, THEY FELT NO RECONNAISSANCE WAS NECESSARY. HOWEVER, THEY WORE FAKE BEARDS TO DISGUISE THEMSELVES.



THE FIRST GLITCH IN THEIR PLAN AROSE IMMEDIATELY.

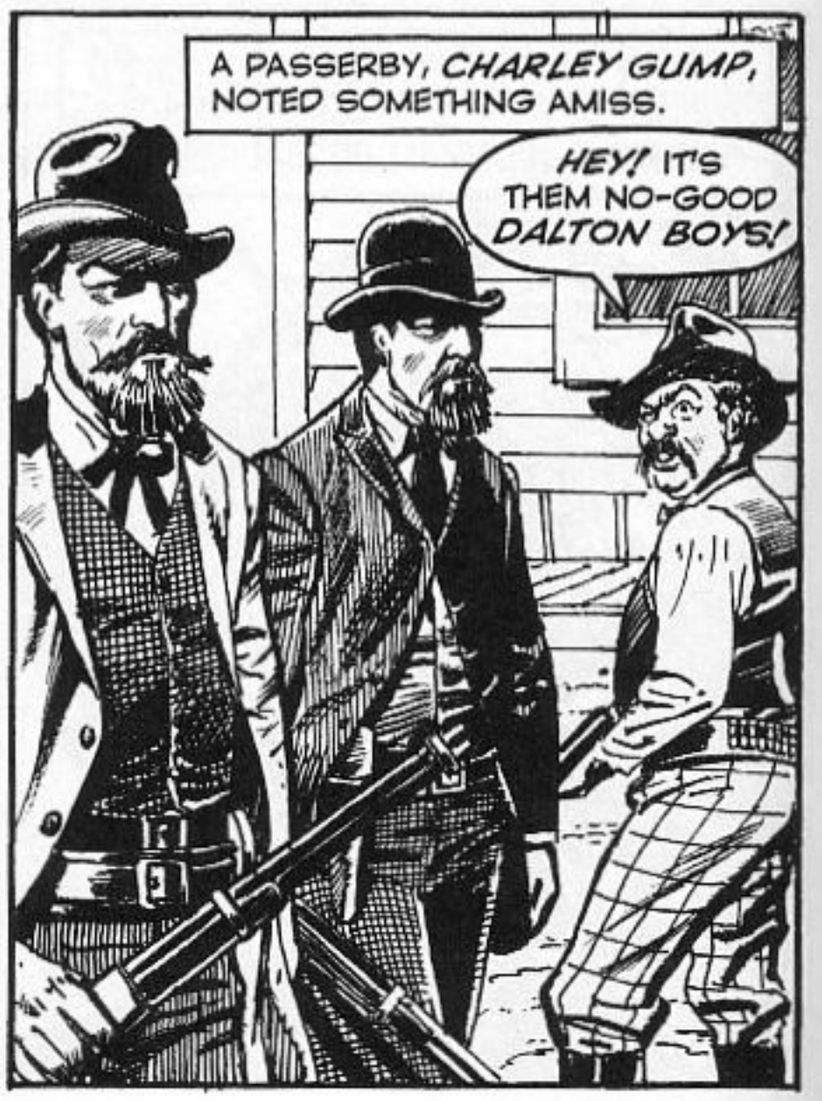






BOB AND EMMETT HEADED FOR THE FIRST NATIONAL BANK. GRATTON, BILL POWERS, AND DICK BROADWELL HEADED FOR THE CONDON BANK.

A PASSERBY, *CHARLEY GUMP*, NOTED SOMETHING AMISS.



DAMN FOOL *BIG MOUTH!*

BLAM!

BEFORE THEY HAD EVEN ENTERED THE BANKS, THE DALTON GANG HAD RAISED THE ALARM.

THEY SHOT CHARLEY GUMP!

IT'S THE *DALTONS!* THEY'RE *ROBBING* THE *BANK!*

INSIDE THE FIRST NATIONAL, THINGS DID *NOT* GO SMOOTHLY.

HURRY UP!

YEAH — THEY'RE ON TO US, BOB!

FIR NATIO BANK

THINGS WERE EVEN *WORSE* AT THE CONDON BANK.

WHAT D'YA *MEAN* YA CAN'T *OPEN* IT?!

IT'S ON A *TIME LOCK.* I CAN'T OPEN IT FOR THREE MORE MINUTES.

WHILE AT A NEARBY HARDWARE STORE, THE BANK'S *DEPOSITORS* WERE PREPARING TO PROTECT THEIR INTERESTS.

I'VE GOT RIFLES FOR *EVERYONE* — JUST DON'T FORGET TO BRING 'EM *BACK.*

MORE TROUBLE BOB— NOW THE TOWNIES GOT *GUNS!*

BOB AND EMMETT GOT OUT OF THEIR BANK --

WHA -- !?

BLAM!

LET'S GET OUTTA HERE!

--BUT THEY HAD TO COVER *TWO BLOCKS* TO REACH THEIR HORSES.

MEANWHILE, THE LEAD WAS FLYING SO HEAVY AT THE CONDON BANK, THE OTHERS HADN'T EVEN BEEN ABLE TO GET OUT.

OUT THE *BACK* — WE GOTTA *RUN* FOR IT!

DAMN — I'M *HIT!*

STAY ON YOUR FEET! WE GOTTA MAKE IT TO THE *HORSES!*

BOB DALTON WAS DEADLY WITH THE WINCHESTER RIFLE, AND DID HIS BEST TO COVER THE ESCAPE --

BLAM!

-- BUT COFFEYVILLE HAD TURNED INTO A *SHOOTING GALLERY*, AND HIS BOYS WERE THE TARGETS.

UNNGH!

BROADWELL MADE IT TO HIS HORSE BUT CAUGHT A LOAD OF SHOT AND A BULLET AS HE RODE OUT OF TOWN.

BOB DALTON HAD KILLED FOUR OF THE TOWNSFOLK WHEN HE WAS HIT BY A BULLET FIRED FROM THE HARDWARE STORE --

DAMN, THAT HURTS!

PNNT!

-- AND THEN CAUGHT ONE IN THE CHEST.

PAK! *PAK!*

GRATTON WAS SHOT MOMENTS LATER BY THE SAME MARKSMAN, *JOHN KLOEHR.*

ACK!

POW!

DESPITE TAKING *THREE HITS*, EMMETT MANAGED TO MAKE IT INTO HIS SADDLE.

KA-POW!

THIS JOB IS GOING ALL TO *HELL!*

BLAM!

EMMETT TRIED TO RESCUE BOB --

DON'T GIVE UP, BOB!

IT'S MY FAULT! I DIDN'T THINK THINGS THROUGH!

--AND WAS *SLAMMED* WITH TWO SHOTGUN BLASTS.

BDOOM! BDOOM!

THE RAID HAD MADE THE GANG FAMOUS — FOR PULLING OFF THE MOST *BUNGLED* BANK ROBBERY IN WESTERN HISTORY. THEIR BODIES WERE LAID OUT, PHOTOGRAPHED, AND PUBLICLY OGLED.

PHEW! THEY AIN'T TOO *FRESH*, ARE THEY?

YOU SHOULD'A COME DAY 'FORE *YESTERDAY*.

DESPITE HAVING SUFFERED A TOTAL OF *TWENTY WOUNDS*, EMMETT SURVIVED. HE SERVED FOURTEEN YEARS OF A LIFE SENTENCE IN THE KANSAS STATE PENITENTIARY.

WHEN HE GOT OUT HE MOVED TO LOS ANGELES AND SOLD REAL ESTATE. HIS BROTHERS HAD BOUGHT THE FARM — WHILE HE ENDED UP *SELLING* THEM.

BOB DALTON
GRAT DALTON
BILL POWER
DICK BROADWELL
OCT. 5 1892

FOR SALE

THE FBI RAID ON LITTLE BOHEMIA

IN APRIL, 1934, A PARTY OF TEN APPROACHED AN ISOLATED LODGE CALLED LITTLE BOHEMIA, IN WISCONSIN.

THEY HAD BOOKED THEIR ROOMS UNDER ALIASES, AS THEY WERE ALL QUITE WELL KNOWN.

THEIR LEADER WAS JOHN DILLINGER, THE FBI's PUBLIC ENEMY NUMBER ONE.

AFTER A STRING OF BANK ROBBERIES, HE HAD HUMILIATED AUTHORITIES BY BREAKING OUT OF PRISON WITH A WOODEN GUN.

DILLINGER GANG MEMBERS JOHN HAMILTON AND HOMER VAN METER WERE WITH HIM--

--AS WELL AS THE NOTORIOUS BABYFACE NELSON.

THEY HAD COME ON VACATION.

DO NOT DISTURB

AT FIRST THE LODGE'S PROPRIETORS DIDN'T KNOW THE TRUE IDENTITIES OF THEIR GUESTS.

YOU DON'T DRINK MUCH, DO YOU, JOHN?

NO, I HAVE VERY FEW VICES--

--OUTSIDE OF ROBBING THE OCCASIONAL BANK.

BUT ONCE THEY'D FIGURED IT OUT, THEY TIPPED OFF THE FBI.

MELVIN PURVIS, HEAD OF THE CHICAGO FBI OFFICE, IMMEDIATELY DEPLOYED HIS FORCES.

LET'S GET CRACKIN', MEN!

ELEVEN AGENTS WERE SENT FROM CHICAGO BY PLANE, FIVE OTHERS FROM ST. LOUIS, ALL EQUIPPED WITH MACHINE GUNS, TEAR GAS GUNS, AND BULLETPROOF VESTS.

THEY WERE MET AT THE RHINELANDER, WISCONSIN, AIRPORT BY AGENTS WHO HAD ARRIVED BY CAR.

THEY PROCEEDED TOWARD LITTLE BOHEMIA IN FIVE CARS.

TWO OF THE CARS BROKE DOWN--

--FORCING THEIR EIGHT OCCUPANTS TO MAKE THE REST OF THE JOURNEY ON THE RUNNING BOARDS.

AS THE MAIN GROUP, LED BY PURVIS, APPROACHED THE FRONT OF THE LODGE, DOGS BEGAN BARKING.

DAMN! THOSE DOGS'LL TIP OFF DILLINGER!

THERE GO THOSE DAMN DOGS AGAIN, BARKING AT NOTHING.

THREE MEN SOON EMERGED.

THEY WERE LOCAL FARMERS, UNRELATED TO THE GANG--

--BUT PURVIS AND HIS MEN DIDN'T KNOW THAT.

IT'S THEM!

STOP OR WE'LL SHOOT!

WHAT'S GOING ON?!

SOUNDS LIKE TROUBLE—LET'S GET OUTTA HERE!

RATATATATAT

AARGH!

UNGH

THE GUNFIRE ALERTED DILLINGER'S MEN AND THEY RACED FOR THEIR WEAPONS.

THE GANG WAS SOON RETURNING FIRE FROM INSIDE THE LODGE.

EAT THIS, COPPERS!

OF THE TWO GROUPS THAT WERE SUPPOSED TO HAVE COVERED THE SIDE AND REAR OF THE LODGE, ONE GOT ENTANGLED IN A BARBED WIRE FENCE--

DAMN!

--WHILE THE OTHER UNEXPECTEDLY ENCOUNTERED A DRAINAGE DITCH IN THE DARK.

WHAT THE--?!

NOTICING THAT NO GUNFIRE WAS COMING FROM BEHIND THE LODGE, THE GANG ESCAPED OUT THE BACK DOOR.

DILLINGER AND TWO HENCHMEN STOLE A CAR NEARBY.

DON'T BE AFRAID. WE'RE NOT GOING TO HURT YOU.

THAT THERE WAS JOHN DILLINGER— I JUST KNOW IT!

HOT DAMN!

BABY FACE NELSON CAME UPON ANOTHER CAR, FULL OF AGENTS PURVIS HAD SENT TO TELEPHONE FOR REINFORCEMENTS.

WHO'S THERE?

WE'RE FEDERAL AGENTS.

GET OUT OF THE CAR!

WHO IS HE?

SOUNDS LIKE A JERK. MUST BE ONE OF THE ST. LOUIS GUYS.

DO WHAT HE SAYS.

NELSON SHOT THE THREE AGENTS, KILLING ONE AND WOUNDING THE OTHERS.

RATATATATATAT

THEN HE DROVE AWAY IN THEIR CAR.

THE RAID WAS A FIASCO. THREE FBI AGENTS WERE SHOT BY THE DILLINGER GANG AND THREE INNOCENT BYSTANDERS SHOT BY THE FBI. FBI DIRECTOR J. EDGAR HOOVER WAS FURIOUS.

DILLINGER ESCAPES!

NEXT TIME I'LL TAKE CARE OF IT MYSELF!!

J.E. HOOVER

WILL ROGERS JOKED ABOUT IT.

SOMEDAY WHEN THE FBI IS SHOOTING SOME INNOCENT BYSTANDERS THEY MAY HIT DILLINGER BY ACCIDENT!

THE HUMILIATION MADE THE FBI DETERMINED TO TAKE OUT DILLINGER.

ON JULY 22, 1934, OUTSIDE OF CHICAGO'S BIOGRAPH THEATRE, THEY SUCCEEDED.

FACTOID BOOKS 100% TRUE

TECHNOCRACY

Better Living Through Technology

IN 1933, ENGINEER HOWARD SCOTT INTRODUCED *TECHNOCRACY*, A SYSTEM WHICH PROMISED $20,000 A YEAR INCOME TO ANYONE WILLING TO WORK FOUR HOURS A DAY FOR 165 DAYS OF THE YEAR UNTIL THE AGE OF 45.

TECHNOCRACY = $20,000 A YEAR 4 LIFE

SCOTT FELT MODERN PRODUCTION WAS SO ADVANCED THAT PEOPLE DIDN'T NEED TO WORK MORE THAN SIXTEEN HOURS A WEEK.

HOWEVER, THERE WAS NO ROOM IN TECHNOCRACY FOR *CONGRESS*, *PERSONAL LIBERTY* OR EVEN PARTS OF THE *BILL OF RIGHTS*.

DEMOCRATIC METHODS ARE *OBSOLETE*.

RIP

We The People

ALTHOUGH HE CLAIMED AFFILIATION WITH COLUMBIA UNIVERSITY, SCOTT WAS ACTUALLY PART OF AN INDEPENDENT PROJECT TO HELP THE UNEMPLOYED.

THIS MAN IS IN NO WAY AFFILIATED WITH COLUMBIA UNIVERSITY, NOR DOES HE REFLECT ITS TEACHINGS AND BELIEFS!

ON THE AIR

DESPITE CLAIMS TO THE CONTRARY, SCOTT HAD NEITHER A COLLEGE DEGREE NOR ANY EXPERIENCE AS AN ENGINEER.

Scott's Shino

HOWEVER, HE DID ONCE OPERATE A *FLOOR WAX PLANT*.

SCOTT WAS ALSO FAR FROM AN *ORIGINAL THINKER*. APPARENTLY HE LIFTED THE TERM "TECHNOCRACY" AND ITS DEFINITION FROM AN ISSUE OF *INDUSTRIAL MANAGEMENT*.

Industrial Management

Technocracy

HE ALSO BORROWED EXTENSIVELY FROM *PROFESSOR FREDERICK SODDY* OF OXFORD, A NOBEL PRIZE WINNER FOR CHEMISTRY.

HARPER'S

WHAT IS TECHNOCRACY?

by PROF FREDERICK SODDY

by Howard Scott

SCOTT ANNOUNCED THAT HE EXPECTED TO DRAW 20 MILLION ADHERENTS UNDER HIS BANNER IN THE NEXT 18 MONTHS.

THE WORD "TECHNOCRACY" MEANS GOVERNANCE BY SCIENCE — ONE WHICH WOULD PROCEED FROM A METHODOLOGY OF DETERMINATION AND WHICH WOULD OPERATE UNDER A BALANCED LOAD CONTROL OF ALL FUNCTIONAL SEQUENCES.

YEAH, *RIGHT.*

WHEN ASKED EXACTLY HOW HIS NEW SOCIETY WAS SUPPOSED TO SUSTAIN ITSELF, SCOTT'S STANDARD REPLY WAS:

WE DON'T HAVE TO ANSWER OUR CRITICS. *TIME* WILL TELL WHO'S CORRECT.

GIMME A *BREAK!*

IN 1934, SCOTT INTRODUCED THE *TECHNOCRACY YOUTH BRIGADE,* WHICH HAD A UNIFORM CONSISTING OF A DOUBLE-BREASTED GREY SUIT IN GABARDINE SERGE. IT COST $25 AND YOU HAD TO GET *PERMISSION* TO WEAR IT.

SUCH NICE BOYS...

SCOTT WAS ALSO AN ADMIRER OF *MUSSOLINI,* NO DOUBT FOR HIS ABILITY TO GET THE *TRAINS* TO RUN ON TIME.

IN 1937, TECHNOCRACY'S MEMBERSHIP SKYROCKETED 461% — BUT 461% OF *WHAT* WAS NEVER REVEALED.

MORE

LOTS MORE

EXACTLY ACCORDING TO MY PLAN...

IN 1942, THE ISOLATIONIST SCOTT PAID FOR A SERIES OF FULL-PAGE ADS AND BOUGHT AIR TIME ON 92 RADIO STATIONS, URGING ROOSEVELT TO NAME HIM *DIRECTOR GENERAL OF DEFENSE.*

TECHNOCRACY FOR THE ALLIES

Call Now

FREE INITIAL CONSULTATION

BUT SCOTT WAS NEVER CONSULTED ABOUT THE WAR EFFORT, WHILE HIS *FASCIST* LEANINGS ALIENATED EVEN MORE FOLLOWERS.

TECHNOCRATS ARE NOT FILLED WITH ANY LOVE OF HUMANITY OR INFLUENCED BY ANY ETHICAL IDEA, BUT ARE PRIMARILY CONCERNED WITH *FUNCTION.*

IN 1948, IT WAS REVEALED THERE WERE ONLY *8,900* DUES-PAYING TECHNOCRATS, NOT MILLIONS.

IS THIS *TRUE?*

WELL, uh... IT'S JUST A *TEMPORARY* SETBACK...

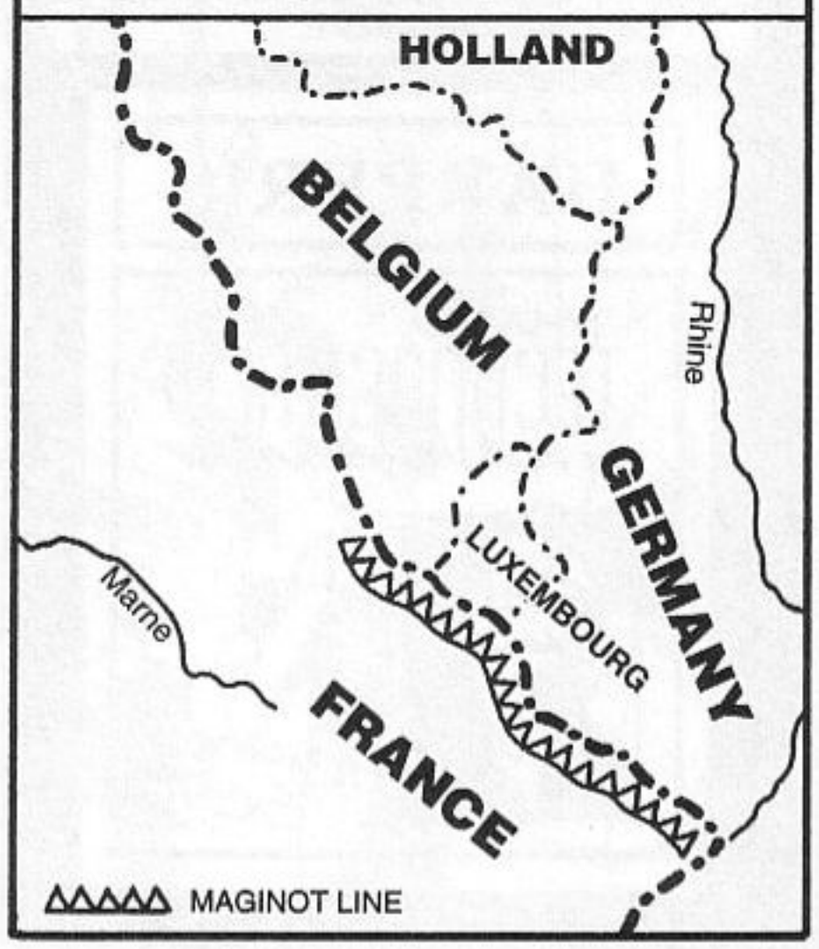
THE TECHNOCRACY MOVEMENT DIED SHORTLY THEREAFTER, *KILLED* BY *POST-WAR PROSPERITY.*

FACTOID BOOKS 100% TRUE

WORLD WAR I BROUGHT DEVASTATION TO FRANCE, COSTING SOME 1,300,000 LIVES. TO GUARD AGAINST ANOTHER INVASION FROM GERMANY, THE FRENCH BUILT...

THE MAGINOT LINE

THE 87-MILE SYSTEM WAS THE GREATEST DEFENSIVE STRUCTURE SINCE THE GREAT WALL OF CHINA.



BUILT IN THE 1930'S, IT COST BILLIONS OF FRANCS AND INCORPORATED THE LATEST IDEAS IN FIXED FORTIFICATION.



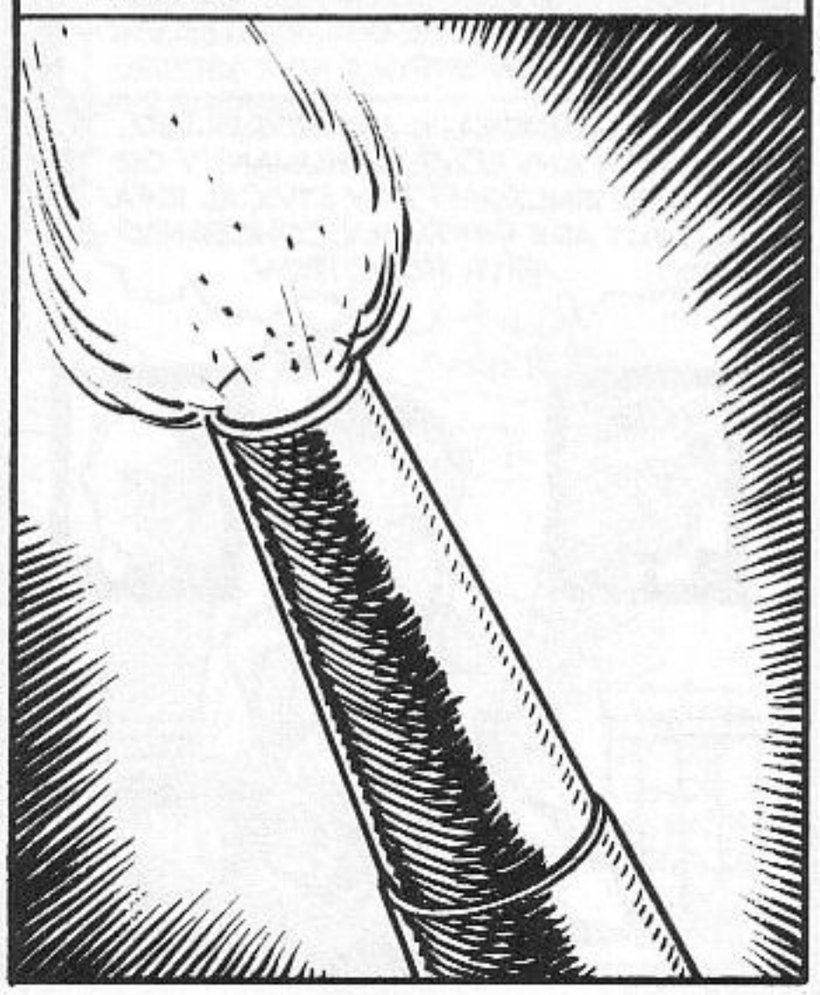
THERE WERE GUN TURRETS THAT RAISED HYDRAULICALLY TO FIRE--



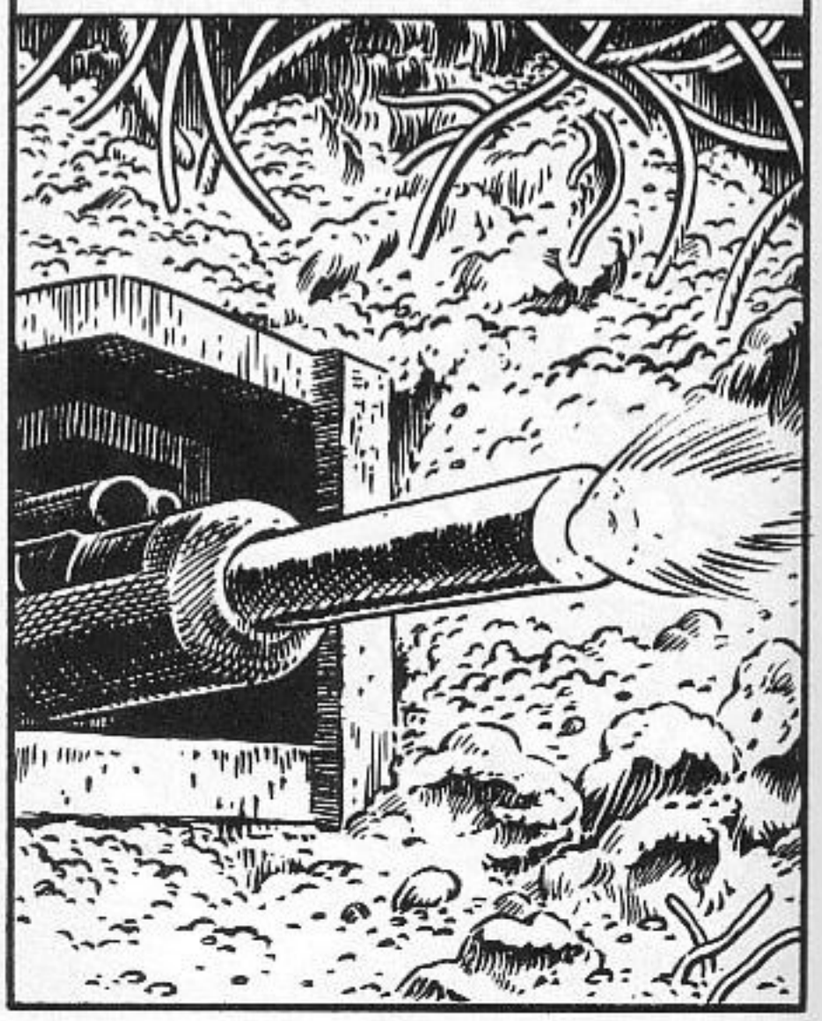
--AND THEN LOWERED BACK INTO A CEMENT BASE IN THE EVENT OF BOMBARDMENT.



THERE WAS HEAVY LONG-RANGE ARTILLERY--



--AND SMALL MACHINE GUN NESTS.



UNDERNEATH THE FORTRESS WAS A VAST SUBTERRANEAN CITY.

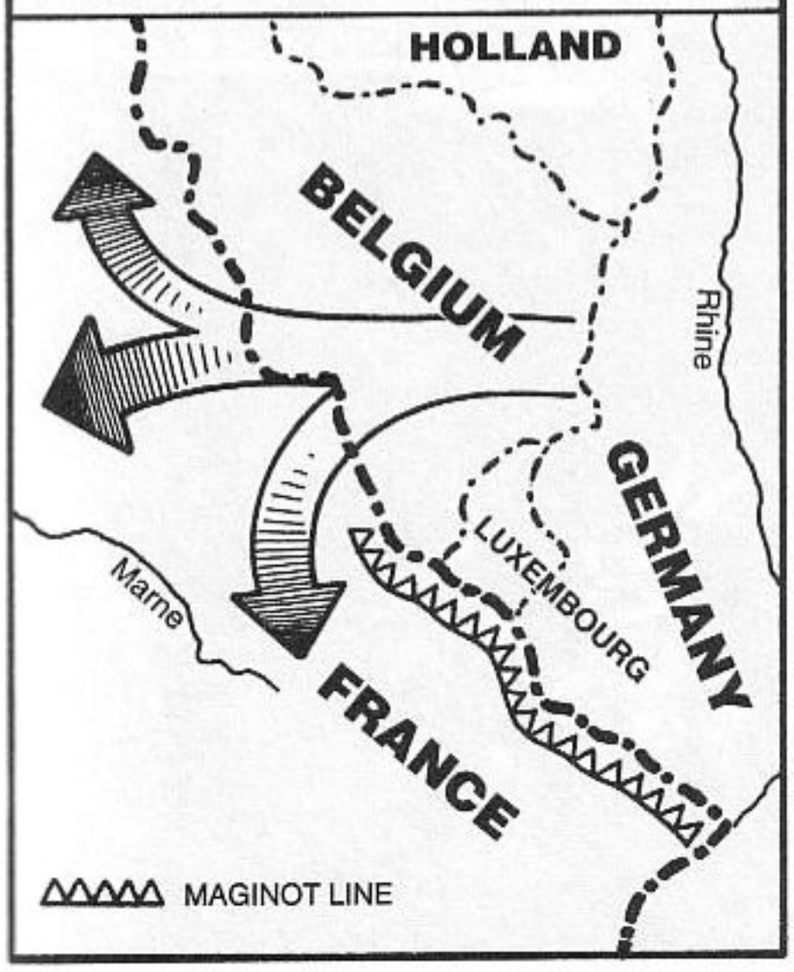
FILTERS IN THE AIR-CONDITIONING SYSTEM PROTECTED AGAINST POISON GAS. ELECTRIC RAILWAYS TRANSPORTED TROOPS AND AMMUNITION.

IN ADDITION TO BARRACKS AND DINING HALLS, THERE WERE HOSPITALS AND MOVIE THEATERS.

WHILE HITLER WAS BUILDING UP HIS ARMY, THE MAGINOT LINE PUT THE FRENCH IN A COMPLACENT, DEFENSIVE FRAME OF MIND.

WHEN GERMANY INVADED FRANCE IN MAY 1940 IT WAS THROUGH BELGIUM --

-- BYPASSING THE MAGINOT LINE COMPLETELY.



IN FACT, THE ONLY TIME THE MAGINOT LINE SAW SERVICE WAS IN 1944, WHEN RETREATING GERMAN TROOPS USED IT AGAINST THE ALLIES.

THE FORTRESSES STILL EXIST, THEIR CAVERNOUS DEPTHS OCCASIONALLY EXPLORED BY ADVENTUROUS SPELUNKERS.

WATERGATE

THE NIXON WHITE HOUSE MAINTAINED A TEAM OF AGENTS CALLED THE "PLUMBERS" TO PERFORM A VARIETY OF COVERT DIRTY TRICKS.

IN 1972, AN ELECTION YEAR, THE PLUMBERS WERE TOLD TO BREAK INTO THE DEMOCRATIC NATIONAL COMMITTEE (DNC) HEADQUARTERS --

THE WHITE HOUSE

--WHICH WAS LOCATED IN THE WATERGATE HOTEL.

IT'S A CINCH.

THE WATERGA

THE PLUMBERS INCLUDED FORMER FBI AGENTS JAMES McCORD AND G. GORDON LIDDY, EX-CIA MAN HOWARD HUNT, AND A NUMBER OF RIGHT-WING CUBANS.

WE'VE GOT AN OPERATIVE VOLUNTEERING FOR THE DAMN DEMOCRATS. HE'LL HIDE IN THE FURNACE ROOM, THEN LET US IN WHEN THE BUILDING IS EMPTY.

THE PLAN HAD TO BE ABORTED WHEN THE VOLUNTEER WAS DISCOVERED.

I WAS LOOKING FOR A WARM PLACE TO... ER... DRY MY SOCKS.

PLAN TWO WENT INTO EFFECT. FOR SECURITY PURPOSES, LIDDY SHOT OUT THE PARKING LOT LIGHTS WITH AN AIR GUN.

THEY'LL FIGURE SOME KIDS DID THIS.

IT'S ACTUALLY KINDA FUN...

THE PLUMBERS RENTED A BANQUET ROOM AT THE WATERGATE, PLANNING TO SNEAK UP TO THE DNC HEADQUARTERS AFTER EVERYONE LEFT.

HOWEVER, ON MAY 26, THE DEMOCRATS WORKED UNEXPECTEDLY LATE. THE HOTEL ASKED THE AGENTS TO LEAVE.

YOU GENTLEMEN WILL HAVE TO GO NOW.

CURITY ERGATE

HUNT AND GONZALEZ, ONE OF THE CUBANS, HID IN A LIQUOR CABINET.

THE REST OF YOU LEAVE — WE MAY GET A CHANCE LATER.

THE GUARD LOCKED THE ROOM AND KEPT CHECKING IT WITH HIS FLASHLIGHT, TRAPPING THE PAIR IN THE CABINET.

THE NEXT DAY HUNT GAVE LIDDY SOME SAGE ADVICE.

GORDON, I KNOW YOU LIKE SCOTCH, BUT DON'T EVER DRINK IT AT THE WATERGATE HOTEL.

WHY'S THAT?

BECAUSE LAST NIGHT, LOCKED IN THAT CLOSET, I HAD TO TAKE A LEAK. THE ONLY THING HANDY WAS A HALF-EMPTY BOTTLE OF SCOTCH.

IT'S FULL NOW.

THE FOLLOWING NIGHT GONZALEZ ATTEMPTED TO PICK THE LOCK ON THE DNC's DOOR.

IT'S NO USE. I LEFT MY GOOD TOOLS IN MIAMI.

HE FLEW TO MIAMI FOR HIS TOOLS--

--AND RETURNED THE FOLLOWING DAY.

THAT NIGHT, MAY 28, ENTRY WAS AT LAST ACHIEVED.

WE'RE IN!

McGO

THEY PLANTED A $30,000 BUGGING DEVICE AND PHOTOGRAPHED FILES.

THE BUG WAS A BIG DISAPPOINTMENT.

I CAN'T HEAR A DAMNED THING.

COULD BE THAT SOMETHING IS BLOCKING TRANSMISSION.

WHITE HOUSE AID JEB STUART MAGRUDER ASKED LIDDY TO TAKE HIS TEAM BACK INTO THE WATERGATE.

FIX THAT BUG. AND I WANT *ALL* THE FILES PHOTOGRAPHED.

THAT'LL TAKE HOURS!

ENEMIES

WHATEVER IT TAKES — DO IT.

ON THE NIGHT OF JUNE 16, A SECOND ENTRY WAS MADE. McCORD TAPED OPEN THE GARAGE LEVEL LOCKS, A COMMON PRACTICE OF MAINTENANCE PERSONNEL THAT HE DIDN'T THINK WOULD BE NOTICED.

EXIT

IT WAS.

SAY...

THE GUARD REMOVED THE TAPE, BUT DIDN'T SOUND THE ALARM.

LATER, WHEN McCORD DISCOVERED THE TAPE MISSING--

--HE PUT ANOTHER PIECE ON IT.

WHEN THE GUARD CAME BACK LATER...

EXIT

WHAT THE HELL--?!

MEANWHILE, THE CUBANS WERE PHOTOGRAPHING DNC DOCUMENTS --

--JUST AS LIDDY GOT A CALL FROM ONE OF HIS LOOKOUTS.

ANY OF YOUR MEN WEARING HIPPIE CLOTHES? SWEAT SHIRTS?

NO, THEY'RE ALL IN SUITS.

THESE GUYS HAVE GUNS.

OH DAMN.

THE GUARD THAT HAD FOUND THE TAPE ON THE DOOR HAD CALLED THE POLICE.

POLICE! FREEZE!

LIDDY WENT HOME TO MRS. LIDDY.

ANYTHING WRONG?

THERE WAS TROUBLE. PEOPLE GOT CAUGHT. I'M PROBABLY GOING TO JAIL.

THE BUNGLED WATERGATE BREAK-IN, AND THE COVER-UP THAT FOLLOWED, DROVE PRESIDENT NIXON FROM OFFICE.

G. GORDON LIDDY SERVED 52 MONTHS OF A TWENTY-YEAR SENTENCE.

SOMEDAY, I'LL HAVE MY OWN RADIO TALK SHOW.

LIDDY, YOU NUTS.

NICHOLAS LEESON LOSES HIS BARINGS

IN 1989, THE BARINGS BANK, A BRITISH FINANCIAL INSTITUTION FOUNDED IN 1762, HIRED 22-YEAR-OLD NICHOLAS LEESON AS A CLERK.

BARINGS

LEESON HAD NO COLLEGE EDUCATION, BUT HE WAS A QUICK STUDY AND FOCUSED ON A NEWLY-EMERGING FINANCIAL INSTRUMENT — DERIVATIVES.

DERIVATIVES ARE BASED ON THE FUTURE PERFORMANCE OF STOCKS, BONDS, AND CURRENCIES. THEY CAN HELP YOU HEDGE YOUR INVESTMENTS — OR THEY CAN BE LIKE ROULETTE.

BY AGE 25, LEESON WAS EXECUTING DERIVATIVES TRADES. HE WAS YOUNG, BUT THE OLD GUARD DIDN'T UNDERSTAND THIS NEW BUSINESS ANYWAY.

WHEN BARINGS SET UP AN OFFICE IN SINGAPORE, LEESON WAS ASSIGNED THERE ALONG WITH HIS WIFE.

BY DAY LEESON HANDLED MILLIONS OF DOLLARS IN TRADES--

I DON'T CARE IF THE CHART SAYS SELL — WE'RE BUYING.

--WHILE BY NIGHT HE PARTIED HEARTY WITH HIS FELLOW BRITISH EXPATRIATES.

I'VE MADE BETWEEN $20 AND $36 MILLION FOR BARINGS THIS YEAR — THAT SHOULD BE GOOD FOR A $2 MILLION BONUS.

BY THE END OF 1994, LEESON'S BOLD AND SEEMINGLY PROFITABLE TRADINGS ON THE NIKKEI — TOKYO'S STOCK EXCHANGE — MADE HIM A STAR AT BARINGS.

IT'S THE NIKKEI KING!

I HEAR YOU'VE BEEN RACKING UP THE POINTS ON THOSE STOCK DERIVATIVES!

JUST WATCH CLOSELY, BOYS — YOU'LL LEARN HOW IT'S DONE.

NO ONE SUSPECTED HE WAS HIDING HIS DARK FINANCIAL TRUTH IN A SECRET COMPUTER FILE THAT PURPORTEDLY REPRESENTED A CUSTOMER--

Error -- Account No. 88888

Enter Password:

Cancel

OK

--BUT ACTUALLY INVOLVED BARINGS' OWN FUNDS. IT CONTAINED LOSSES OF OVER $80 MILLION.

THERE'S ONLY ONE WAY OUT. GOT TO PLACE ANOTHER ORDER.

LEESON TRIED TO MAKE UP HIS LOSSES BY CONTINUING TO BET ON THE NIKKEI— AND HOPING HIS LUCK WOULD CHANGE.

HWAUK

IN THE MEANTIME, HE BEGAN THROWING UP EVERY DAY IN THE BATHROOM AT WORK.

THEN, ON THE MORNING OF JANUARY 17, 1995, THE JAPANESE CITY OF KOBE SUFFERED A MAJOR EARTHQUAKE.

THE NIKKEI AVERAGE DROPPED 1,000 POINTS.

LEESON BET THAT THE MARKET WOULD QUICKLY REBOUND.

THAT'S RIGHT — BUY 5,000!

IT DIDN'T.

LEESON'S FRANTIC TRADING RAISED SOME EYEBROWS AT THE HOME OFFICE, BUT NO ONE INVESTIGATED FURTHER.

BARINGS

THIS LEESON FELLOW IS GOING A BIT OUT ON A LIMB, EH?

YES, BUT HE SEEMS TO KNOW HIS BUSINESS.

ON THE NIGHT OF FEBRUARY 21, 1995, LEESON LEFT A NOTE ON HIS DESK AND WALKED OUT OF HIS OFFICE.

I'm Sorry

HE AND HIS WIFE FLEW TO AN EXCLUSIVE RESORT IN KUALA LUMPUR. HE PAID WITH HIS BARINGS CREDIT CARD.

BARINGS

IN LONDON, THE BILLS FINALLY CAME DUE.

WHERE'S LEESON?!

GENTLEMEN, I HAVE SOME BAD NEWS. VERY, VERY BAD NEWS. NICHOLAS LEESON, A YOUNG TRADER IN OUR SINGAPORE BRANCH, HAS INDEBTED THE BANK BEYOND ITS ABILITY TO PAY.

DEBTS OF OVER ONE BILLION DOLLARS.

WE ARE RUINED.

LEESON WAS ARRESTED AT FRANKFURT AIRPORT.

LEESON IS PRESENTLY IN PRISON.

I'LL BUY PARK PLACE.

YA ALREADY DID!

HE'S BEEN OFFERED A MILLION DOLLARS FOR HIS STORY. THAT WOULD COVER ONE TENTH OF ONE PERCENT OF THE MONEY HE LOST.

CHAPTER SIX

THE SCIENCE OF LOSING

Obsession is a funny thing. It twists life all out of proportion, makes bad ideas seem good, and gives people the strength of will to not only not see the difference, but to carry the obsession through to completion. In the main, history's great inventors were obsessive characters. Working endlessly, in silence and isolation, they were all totally directed towards the completion of their goal — that, and demonstrating to the world that it could be done after all.

But sometimes, as this chapter proves, it's not enough to have a good idea and to manufacture a working prototype. It's not enough to believe that if you build it, they will come. Sometimes, other factors come into play — and that's usually where the asocial, isolated, socially inept or eccentric scientific genius discovers he's out of his depth. Because for all the brilliance coursing though the brains of the people profiled in this section, few thought to find out if the public actually WANTED their inventions!

If Howard Hughes ever bothered to ask anyone, they'd have said building a gargantuan wooden airplane was a bad idea. Ditto if Thomas Edison queried about the viability of houses made entirely of cement. Pneumatic subway cars pushing and pulling passengers under the streets of New York? Fuggedaboudit! But IF the masterminds above, in addition to others covered in this chapter, HAD asked, we'd all be the lesser for it — since we'd never be able to marvel at the lengths some people will go to in order to see their sometimes inspired, sometimes irrational dreams realized.

Patently Ridiculous

ONE OF THE THINGS THAT MAKES THIS COUNTRY GREAT IS ITS TRADITION OF "YANKEE INGENUITY."

IT'S A CONCEPT THAT STARTED WITH HOME-GROWN INNOVATORS LIKE BENJAMIN FRANKLIN AND HAS CONTINUED THROUGHOUT OUR NATION'S HISTORY.

THE U.S. PATENT AND TRADEMARK OFFICE ISSUES OVER 100,000 PATENTS A YEAR. MOST ARE GRANTED TO EMPLOYEES OF RESEARCH FIRMS, BUT MANY ARE ISSUED TO INDIVIDUALS.

IF ANY OF THE FOLLOWING IDEAS SEEM, WELL, "OUT THERE," PLEASE BEAR IN MIND THAT THEY ALSO LAUGHED AT THE AIRPLANE ONCE — NOT TO MENTION THE THIGHMASTER.

WE'VE ALL HEARD OF BEATING SWORDS INTO PLOWSHARES. THIS PATENT, WITH ITS ATTACHED FIREARM, ISSUED IN 1862, COULD HAVE USHERED IN A WHOLE NEW ERA OF MILITANT AGRARIANISM.

PATENT No. 11,942, ISSUED IN 1854, WAS A "TAPE-WORM-TRAP."

TAPE WORM CHOW!

AFTER BEING SWALLOWED, THE WORM WOULD STICK ITS HEAD IN THE TRAP AND BECOME ENSNARED. THEN BOTH THE TRAP AND THE WORM WOULD BE WITHDRAWN VIA THE STRING.

PATENT No. 556,049, "THE EGG-MARKING DEVICE," PROVIDED IDENTIFYING MARKS ON THE EGGS OF EACH CHICKEN. IT DID NOT EXPLAIN HOW YOU WOULD GET A CHICKEN TO WEAR ONE.

ISSUED IN 1910, THE "NURSING ATTACHMENT" WAS DESIGNED TO REDUCE EMBARRASSING SITUATIONS FOR NURSING MOTHERS.

PATENT No. 5,197,216, ISSUED IN 1993, OFFERED THE AVID HUNTER THE DUBIOUS BENEFITS OF THE "COMBINED DECOY AND CAMOUFLAGE DEVICE."

PATENT No. 5,232,031, WAS ISSUED FOR A "WOODEN CUMMERBUND APPARATUS." NO EXPLANATION WAS GIVEN AS TO THE REASON FOR, OR BENEFITS OF, A WOODEN CUMMERBUND.

"THE SMOKE HOOD" WAS DESIGNED AS A PROTECTIVE SAFETY DEVICE FOR THOSE TRAPPED INSIDE BURNING BUILDINGS AND CONTAINS ENOUGH AIR FOR FIVE TO SEVEN MINUTES.

TIME MAY VARY WITH ACTUAL USE.

PATENT No. 5,109,421, WAS FOR A WALKMAN FOR THE UNBORN. IT WAS SUPPOSED TO PRODUCE A HAPPIER, MORE INTELLIGENT CHILD, BUT DID NOT INCLUDE A LIST OF RECOMMENDED MUSIC.

♪ I AM THE ANTI-CHRIST! I AM AN ANARCHIST!

OLE

"THE SPAGHETTI SIPPER" PATENT HAD A CUP WITH A REMOVABLE LID THROUGH WHICH SPAGHETTI COULD BE CONSUMED "ON THE GO." UNFORTUNATELY, THE DESIGN DIDN'T CONSIDER WHAT TO DO ABOUT THE MEATBALLS.

SPAGHETTI SI

THE COMBINATION TOILET/CAR SEAT COULD BE A GODSEND FOR MARATHON DRIVERS. THEN AGAIN, MAYBE NOT.

THE "DEVICE WITH POUCHES FOR RECEIVING ANIMAL WASTE" SUPPOSEDLY "ADAPTED TO THE ANATOMY OF THE WEARER," WITH A TAIL ATTACHMENT TO PREVENT LEAKAGE.

OWNERS OF TAIL-LESS DOGS WOULD BE OUT OF LUCK.

A SIGN OF OUR PARANOID TIMES, THE "NEWBORN ANTI-THEFT DEVICE," CLAMPED ONTO THE BABY'S UMBILICAL CORD TO PREVENT THEFTS FROM MATERNITY WARDS.

WHOOO

EDWIN ARMSTRONG

"Father" of FM RADIO

FROM CHILDHOOD, EDWIN ARMSTRONG WAS FASCINATED BY MARCONI'S WIRELESS RADIO. HE BUILT HIS OWN CRYSTAL SET AND LIKED TO CLIMB ANTENNA MASTS.

ON SEPTEMBER 22, 1912, WHILE STILL IN COLLEGE, HE CAME UP WITH ONE OF THE MOST IMPORTANT INVENTIONS IN THE HISTORY OF RADIO.

EARLY RADIOS USED DE FOREST'S TRIODE VACUUM TUBE, THE AUDION. RECEPTION WAS SO WEAK, OPERATORS HAD TO WEAR HEAVY EARPHONES TO HEAR THE SIGNAL.

DIT DIT DIT DA

DIT DIT DA DA

ARMSTRONG'S FEEDBACK CIRCUIT GREATLY IMPROVED RECEPTION.

I'VE DONE IT!

DIT DIT DA DA

AFTER ARMSTRONG FILED HIS PATENT, HE WAS SUED BY DE FOREST.

THIS CAN'T BE!

DE FOREST TOOK ARMSTRONG TO COURT.

MY FEEDBACK CIRCUIT REPRESENTS A CLEAR AND SUBSTANTIAL IMPROVEMENT OVER DE FOREST'S AUDION.

THE COURT RULES IN FAVOR OF EDWIN ARMSTRONG.

THOUGH ARMSTRONG WON THE FIRST ROUND, DE FOREST HAD THE FINANCIAL BACKING OF AT&T AND KEPT THE CASE IN COURT FOR YEARS.

DURING WORLD WAR I, ARMSTRONG MADE HIS SECOND GREAT DISCOVERY— THE SUPERHETERODYNE CIRCUIT.

THE SIGNAL IS EVEN BETTER!

ARMSTRONG SOLD THE "SUPERHET" CIRCUIT AND WAS PROSPEROUS AT LAST. HE SWUNG ATOP A RADIO MAST OUTSIDE RCA'S OFFICES, 400 FEET ABOVE 42ND ST.

HE WAS TRYING TO IMPRESS MARION MACINNIS, SECRETARY TO ARMSTRONG'S FRIEND AND PARTNER, DAVID SARNOFF, PRESIDENT OF RCA.

HE SUCCEEDED AND THEY WERE MARRIED.

MEANWHILE, DE FOREST'S CASE WENT TO THE SUPREME COURT--

--AND DE FOREST **WON.**

THE COURT FINDS LEE DE FOREST'S AUDION PATENT IS UPHELD.

ARMSTRONG WAS SHAKEN BY THE SETBACK, BUT SET ABOUT SOLVING ANOTHER GREAT PROBLEM OF RADIO— **STATIC.**

IN 1933, HE CAME UP WITH FREQUENCY MODULATION... OR **FM RADIO.**

FM HAD FAR GREATER RANGE AND CLARITY THAN **AM.** ARMSTRONG THOUGHT IT WOULD BE AN IMMEDIATE SUCCESS, BUT RADIO EXECUTIVE SARNOFF WAS RESISTANT TO IT.

THERE'S A DEPRESSION ON. RADIO NEEDS SOMETHING TO PUT LIFE IN IT.

THIS IS NO ORDINARY INVENTION, THIS IS A REVOLUTION.

IT TOOK THE **FCC** SEVEN YEARS TO ISSUE AN **FM** BROADCAST PERMIT.

REJECTED BY THE BIG RADIO COMPANIES, ARMSTRONG INVESTED $300,000 OF HIS OWN MONEY TO BUILD A POWERFUL **FM** TRANSMITTER.

AFTER 50 FM STATIONS HAD BEEN ESTABLISHED, THE FCC DECIDED TO LET TV HAVE FM'S BAND, MAKING ALL EXISTING FM RECEIVERS OBSOLETE.

FM'S BAND WAS GIVEN TO THE NEWCOMER—AND TV TOOK OFF. SARNOFF'S RCA BECAME TV'S BIGGEST MANUFACTURER.

THE HOWDY DOODY SHOW

WITH TV USING HIS FM TECHNOLOGY, ARMSTRONG FELT THAT HE HAD BEEN STABBED IN THE BACK BY HIS FRIEND DAVID SARNOFF.

YOU'LL BE HEARING FROM MY ATTORNEY.

ARMSTRONG EXPENDED HIS FORTUNE AND HIS ENERGIES IN ANOTHER ENDLESS LEGAL BATTLE.

THANKSGIVING NIGHT, 1953.

WE'RE NEARLY BROKE—CAN'T YOU JUST GIVE IT UP, AND MOVE ON?!

--AND LET THEM STEAL EVERYTHING I CREATED?

THE NORMALLY MILD-MANNERED ARMSTRONG LOST HIS TEMPER AND HIT HIS WIFE WITH A POKER.

I CAN'T TAKE ANY MORE! FROM YOU—OR ANYONE!

EDWIN!

WITH HIS MARRIAGE ON THE ROCKS, ARMSTRONG WAS DISCONSOLATE. ON JANUARY 31, 1954, HE DRESSED HIMSELF IMPECCABLY--

--AND STEPPED OUT THE WINDOW OF HIS 13TH FLOOR APARTMENT.

AFTER ARMSTRONG'S DEATH, HIS WIFE FILED TWENTY-ONE LAWSUITS FOR INFRINGEMENTS ON HIS PATENTS.

SHE WON THEM ALL, AND BECAME A VERY WEALTHY WOMAN.

AT THE TURN OF THE CENTURY, GENIUS INVENTOR THOMAS EDISON ESTABLISHED THE PORTLAND CEMENT COMPANY AND BUILT THE NATION'S MOST ADVANCED CEMENT PLANT.

EDISON'S CEMENT HOUSING

THE TROUBLE WAS HE SOON REALIZED IT WOULD NEVER MAKE A PROFIT UNLESS HE COULD INCREASE THE DEMAND FOR CEMENT.

EDISON'S SOLUTION--? CEMENT HOUSING FOR THE MASSES.

I TELL YOU, TOM, IT'S *PERFECT!* CHEAP--

CEMENT HOUSE

--AND IT'LL LAST *FOREVER!*

A NEW YORK ARCHITECTURAL FIRM DESIGNED A COMPLEX SERIES OF MOLDS WHICH, WHEN ASSEMBLED, WOULD ENABLE THE HOUSE TO BE POURED IN ONE PIECE.

BUT THE MOLD CONSISTED OF OVER 2300 SEPARATE PIECES WHICH NEEDED TO BE FITTED BEFORE THE CEMENT COULD BE POURED INTO IT.

IT-IT'S LIKE THE MODEL KIT FROM *HELL!*

AFTER FOUR DAYS, THE MOLDS WOULD BE REMOVED, REVEALING A FINISHED HOUSE COMPLETE WITH CONCRETE DOORS AND PIPES.

EDISON FELT THAT A CEMENT HOUSE SHOULD HAVE CEMENT FURNITURE AND DESIGNED SOME.

HE EVEN PROPOSED CEMENT HEADSTONES.

A FULL SET OF MOLDS COST $175,000 -- TOO HIGH FOR CONTRACTORS OF THE DAY.

THE FINISHED PRODUCT WAS COLD AND DAMP-- AND REMINDED PEOPLE OF LIFE IN PRISON.

CEMENT HOUSE FOR SALE REDUCED!

TOO BAD-- IT WOULD HAVE FRUSTRATED THE HECK OUT OF TERMITES.

HE HAS BEEN LARGELY FORGOTTEN BY HISTORY, THOUGH IN THIS TINY CARRIAGE HOUSE HE INVENTED THE AUTO-MOBILE. IT JUST WASN'T FATED THAT THINGS SHOULD WORK OUT FOR--

NICHOLAS CUGNOT

A FRENCH ARTILLERY OFFICER IN THE 18TH CENTURY, CUGNOT WAS CONVINCED THAT FAME AND FORTUNE AWAITED THE INVENTOR OF A SELF-PROPELLED VEHICLE FOR MILITARY TRANSPORT.

THE THREE-WHEELED VEHICLE WAS POWERED BY A TWO-CYLINDER STEAM ENGINE, FIRED BY A HUGE COPPER BOILER.

CUGNOT CLAIMED HIS VEHICLE COULD CARRY FOUR PEOPLE AT ABOUT TWO MILES AN HOUR AND TOOK HIS VEHICLE FOR ITS MAIDEN OUTING IN 1769.

SACRE BLEU!

MON DIEU!

UNFORTUNATELY, HE HADN'T FULLY RESOLVED THE STEERING PROBLEM.

MERDE!

CUGNOT WAS UNINJURED, BUT HIS VEHICLE WAS DESTROYED, AS WELL AS A WALL WHICH HE HAD TO PAY FOR.

AFTER ANOTHER YEAR OF WORK, CUGNOT HAD BUILT A LARGER, MORE POWERFUL VERSION OF HIS VEHICLE. HE DEMONSTRATED IT ON A PARIS STREET FOR THE FRENCH WAR MINISTRY.

IT WOULD MAKE AN EXCELLENT GUN CARRIAGE—HE CLAIMS IT CAN CARRY FIVE TONS!

UNFORTUNATELY, HE STILL HADN'T WORKED OUT THE BUGS IN THE STEERING.

SHE'S STILL A LITTLE--

--UNSTEADY ON THE--

CRASH

--TURNS.

SIRS — S'IL VOUS PLAIT — I AM SURE — WITH THE MINISTRY'S BACKING — A FEW MODIFICATIONS...

A MOMENT, MONSIEUR.

-; GULP ;- YES, OFFICER--?

CUGNOT, INVENTOR OF THE FIRST SELF-PROPELLED VEHICLE, ACHIEVED ANOTHER FIRST. HE WAS THE FIRST PERSON JAILED FOR RECKLESS DRIVING.

UPON HIS RELEASE, CUGNOT BEGAN DESIGNING ANOTHER VEHICLE, BUT HIS PLANS WERE INTERRUPTED BY THE FRENCH REVOLUTION.

HE WAS FORCED TO FLEE TO BRUSSELS, WHERE HE DIED PENNILESS (AND AUTO-LESS) IN 1804.

DR JAMES GRAHAM

IN THE 1770'S, THOUSANDS OF LONDONERS PACKED THE *"TEMPLE OF HEALTH"* TO HEAR LECTURES BY *DR. JAMES GRAHAM.*

HIS POPULARITY MAY HAVE BEEN DUE TO THE *VISUAL PROPS* HE EMPLOYED --

THE GALL BLADDER CAN ONLY BE MAINTAINED WITH REGULAR *MAGNETIC* TREATMENTS.

-- INCLUDING THE UNINHIBITED BEAUTY *EMMA HART*, LATER LADY HAMILTON AND MISTRESS OF ADMIRAL NELSON.

MUD BATHS ARE PARTICULARLY HEALTHFUL.

TEMPLE of HEALTH

DR. GRAHAM'S CLINIC BECAME A GREAT SUCCESS. HE SOLD PATENT MEDICINES TO THE ELITE, AND COUNSELED THEM ON PROBLEMS OF BEAUTY, NERVES, AND SEXUAL DYSFUNCTION.

DR. GRAHAM INVESTED THE PROFITS OF HIS TEMPLE OF HEALTH IN HIS GREAT PROJECT — *THE CELESTIAL BED.*

A NIGHT IN THE BED WAS INTENDED TO CURE *INFERTILITY.*

THE *HORSEHAIR* IT WAS STUFFED WITH CAME ONLY FROM DESIRABLE STALLIONS --

-- AND *MAGNETS* WERE MOUNTED ALL AROUND IT...

...CONTINUALLY POURING FORTH *ENERGY* IN AN EVERLASTING CIRCLE.

THE *ANGLE* OF THE BED WAS FULLY ADJUSTABLE--

-- AND *MUSICAL ACCOMPANIMENT* WAS AVAILABLE FOR COUPLES WHO DESIRED IT.

DUE TO HIS ENORMOUS INVESTMENT IN THE BED — SOME *£10,000* — HE WAS FORCED TO CHARGE AN EXORBITANT FEE FOR ITS USE.

FEW WERE WILLING TO PAY IT.

ONE NIGHT ONLY £500

GRAHAM HAD *"MADE HIS BED,"* BUT EVENTUALLY EVEN *HE* COULDN'T AFFORD TO LIE IN IT. THE MONEY HE LOST ON IT *RUINED* HIM.

NEAR ENTRANCE

AFTER LOSING HIS LONDON BASE, HE RETURNED TO HIS NATIVE *EDINBURGH.*

EDINBURGH → 4.0 m

HE CONTINUED PREACHING HIS THEORIES --

...THE BENEFITS OF THE *MUD BATH*...

-- WHICH ULTIMATELY GOT HIM CONFINED TO THE *LUNATIC ASYLUM.*

...DYNAMIC ELECTRICAL FIELDS...

FACTOLD BOOKS 100% TRUE

THE PNEUMATIC SUBWAY

IN 1860, NEW YORK CITY WAS CONFRONTED BY THE BIGGEST PROBLEM OF URBAN GROWTH — *TRAFFIC*, WHICH WAS THREATENING TO STRANGLE THE EXPANDING METROPOLIS.

WHEN LONDON OPENED THE FIRST SUBWAY IN 1863, NEW YORK WANTED ONE AS WELL, DESPITE INHERENT DANGERS LIKE POOR VENTILATION.

THE PUBLISHER OF SCIENTIFIC AMERICAN AND CREATOR OF THE PNEUMATIC TUBE, *ALFRED ELI BEACH*, BECAME OBSESSED WITH CREATING A SUBWAY SYSTEM FOR NEW YORK CITY.

HE EXHIBITED A PROTOTYPE IN WHICH A 10-PASSENGER CAR WOULD BE DRIVEN THROUGH A TUBE BY A POWERFUL FAN.

HOWEVER, *BOSS TWEED*, THE NOTORIOUS TYRANT OF TAMMANY HALL, STRENUOUSLY OPPOSED BEACH'S PROPOSED SUBWAY, REFUSING TO GRANT HIM THE NECESSARY CONSTRUCTION PERMITS.

IN 1868, BEACH OBTAINED A PERMIT TO CONSTRUCT A LARGE-SIZED UNDERGROUND MAIL TUBE AS COVER FOR BUILDING A WORKING PROTOTYPE OF HIS SUBWAY.

THE TUNNEL STARTED IN THE BASEMENT OF DEVLIN'S CLOTHING STORE ON BROADWAY AT THE LOWER END OF MANHATTAN.

BEACH'S WORKERS BURROWED SECRETLY FOR TWO YEARS, WORKING ONLY AT NIGHT --

-- AND CAREFULLY SMUGGLED THE DIRT AWAY FROM THE SITE, SO THEY WOULD NOT BE SEEN BY TWEED'S FLUNKIES.

FRAGILE

ON FEBRUARY 28, 1870, BEACH OPENED HIS SUBWAY, WHICH WASONLY *312 FEET LONG*. THE STATION WAS QUITE OPULENT, COMPLETE WITH A FOUNTAIN AND GRAND PIANO.

A *100 HORSEPOWER FAN* AT ONE END OF THE TUNNEL ALTERNATELY BLEW AND SUCKED, MOVING THE 22-PASSENGER CAR BACK AND FORTH THROUGH THE 8-FOOT-WIDE TUNNEL.

ONE PASSENGER PRAISED IT THUSLY:

IT WAS SO SMOOTH IT WAS LIKE BEING *SUCKED* THROUGH A *STRAW* AND *BLOWN BACK* AGAIN!

HOWEVER, BEACH'S EFFORTS WERE IN VAIN. BOSS TWEED *STILL* OPPOSED THE IDEA.

BEACH RELUCTANTLY *SEALED* THE ENTRANCE OF HIS SUBWAY IN 1873.

IT IS RUMORED THE SUB ROSA SUBWAY REMAINS INTACT TO THIS DAY. WHETHER THIS IS THE *TRUTH* OR MERELY AN *URBAN LEGEND*, WHO'S TO SAY?

MARK TWAIN, INVESTOR

MARK TWAIN, ARGUABLY AMERICA'S GREATEST NOVELIST, GOT HIS FIRST TASTE OF THE WONDERS OF MODERN TECHNOLOGY WHILE USING A NEW INVENTION CALLED A TYPEWRITER TO WRITE HIS CLASSIC, LIFE ON THE MISSISSIPPI.

THE NOVEL — AND THE OTHERS THAT FOLLOWED — EARNED TWAIN A LOT OF MONEY — MONEY HE MANAGED TO SQUANDER ON SUBSEQUENT FOOLISH INVESTMENTS.

PERHAPS INSPIRED BY HIS SUCCESS WITH THE NEWFANGLED TYPEWRITER, THE FLEDGLING ENTREPRENEUR INVESTED IN A SUCCESSION OF DUBIOUS INVENTIONS, INCLUDING THE ELASTIC ADJUSTMENT STRAP FOR WAISTCOATS...

MARK TWAIN'S MEMORY BUILDER — WHICH TESTED PLAYERS' KNOWLEDGE OF ARCANE, OBSCURE, AND ESSENTIALLY USELESS HISTORY...

NAME THE DATES OF THE REIGN OF ETHELRED THE UNREADY.

TALK ABOUT TRIVIAL PURSUITS!

AND, OF COURSE, THE BED CLAMP, WHICH WAS SUPPOSED TO HOLD AN INFANT'S SHEETS IN PLACE --

--BUT ONLY SUCCEEDED IN TEARING THEM UP.

IT'S THE CHILD'S FAULT — IT MOVED!

TWAIN INVESTED THOUSANDS IN A NEW TYPE OF STEAM ENGINE --

LISTEN WELL, MY FRIENDS — YOU ARE HEARING THE SOUND OF PROFITS!

PUT PUT PUT PUT PUT PUT

PING

--WHICH DIDN'T WORK AS WELL AS THE OLD TYPE OF STEAM ENGINE. HE HAD TO SELL IT FOR SCRAP.

I WANTED STEAM, BUT ALL I GOT WAS HOT AIR...

TWAIN BOUGHT THE RIGHTS TO THE KAOLATYPE, A MACHINE DESIGNED TO ENGRAVE PRINTING PLATES.

IT WILL UTTERLY ANNIHILATE AND SWEEP OUT OF EXISTENCE ALL OF THE MINOR INDUSTRIES OF CIVILIZATION AND TAKE ITS PLACE!

HIS BANKROLL WAS THE ONLY THING SWEPT OUT OF EXISTENCE.

TWAIN'S HIGHEST HOPES WERE PINNED ON THE PAIGE TYPESETTING MACHINE.

I RECKON IT'LL TAKE ABOUT A HUNDRED THOUSAND MACHINES TO SUPPLY THE WORLD AND I JUDGE THE WORLD HAS GOT TO BUY THEM.

THE PAIGE HAD 18,000 PARTS, MAKING IT THE MOST COMPLICATED MACHINE OF THE 19TH CENTURY. IT DUPLICATED EVERY ACTION OF THE HUMAN TYPESETTER.

ALL OTHER WONDERFUL INVENTIONS OF THE HUMAN BRAIN SINK INTO COMMONPLACES CONTRASTED TO THIS MECHANICAL MIRACLE!

UNFORTUNATELY, DESPITE 10 YEARS OF DEVELOPMENT AND $200,000 OF TWAIN'S FUNDS, IT DIDN'T WORK.

BOOM!

WEBSTER & Co PUBLISHER

BUT WHAT FINALLY BROUGHT TWAIN TO BANKRUPTCY WAS HIS PUBLISHING COMPANY. IT STARTED WITH AN ENORMOUS BEST-SELLER— THE MEMOIRS OF ULYSSES S. GRANT.

THE COMPANY IMMEDIATELY MOVED INTO LARGER QUARTERS AND PUBLISHED A FULL LINE OF MEMOIRS BY CIVIL WAR GENERALS.

WEBSTER & Co PUBLISHERS

THEY WENT UNSOLD.

FORTUNATELY, TWAIN'S WRITING AND HIS LECTURES ENABLED HIM TO RECOVER FINANCIALLY. HE HAD LEARNED HIS LESSON.

THERE ARE TWO TIMES IN A MAN'S LIFE WHEN HE SHOULD NOT SPECULATE — WHEN HE CAN AFFORD IT AND WHEN HE CAN'T.

GRANT

FACTOID BOOKS 100% TRUE

HOWARD HUGHES AND THE SPRUCE GOOSE

EARLY IN WORLD WAR II, GERMAN U-BOATS WERE SINKING HALF OF ALL ALLIED SHIPPING BOATS. A SOLUTION OCCURRED TO SHIPPING TYCOON HENRY KAISER--

--A FLEET OF HUGE FLYING BOATS THAT COULD FLY ACROSS THE ATLANTIC.

KAISER GOT AN $18 MILLION GOVERNMENT CONTRACT TO BUILD THREE PROTOTYPES AND FORMED A PARTNERSHIP WITH HOWARD HUGHES.

BIG PLANES! I LIKE BIG PLANES!

THE PLAN WAS TO EVENTUALLY PRODUCE 500 OF THE AERIAL BEHEMOTHS, EACH CAPABLE OF CARRYING 60 TONS OF CARGO.

THE FIRST PROTOTYPE WAS DUE IN 10 MONTHS, A SCHEDULE HUGHES KNEW WAS IMPOSSIBLE. AT THE SAME TIME, HE KNEW HE WOULD BE CRITICIZED FOR FAILURE TO MEET IT.

TOO MANY PLANES, NOT ENOUGH TIME.

THE ENGINEERING PROBLEMS WERE DAUNTING. THE HERCULES HK-1 WOULD BE THE LARGEST PLANE EVER BUILT AND THREE TIMES AS HEAVY AS ANYTHING THAT HAD EVER FLOWN.

HUGHES HAD NEITHER THE FACILITIES NOR THE CREW TO HANDLE IT. DUE TO WARTIME SHORTAGES HE CONSTRUCTED THE BUILDING TO HOUSE THE PLANE ENTIRELY OUT OF WOOD. IT WAS THE LARGEST WOODEN BUILDING IN THE WORLD.

ALUMINUM BEING IN SHORT SUPPLY, THE HK-1 ITSELF HAD TO BE BUILT ENTIRELY FROM RESIN-IMPREGNATED WOOD. IT ACQUIRED A NICKNAME HUGHES HATED — THE "SPRUCE GOOSE."

PRODUCTION WENT WAY PAST SCHEDULED DATES AND OVER BUDGET AS HUGHES OBSESSED OVER THE DETAILS.

HE SENT ENGINEERS THROUGH CANADIAN FORESTS TO SEARCH OUT SPECIFIC TREES FOR SPECIFIC PARTS OF THE PLANE--

--AND INSPECTED EACH NUT AND BOLT BEFORE IT WAS INSTALLED.

THE THREADS AREN'T FINE ENOUGH.

IN 1945, THE WAR ENDED AND THE HK-1 HAD STILL NOT BEEN COMPLETED. KAISER HAD DROPPED OUT OF THE PARTNERSHIP. HUGHES WAS CALLED BEFORE A SENATE COMMITTEE TO EXPLAIN THE DELAYS.

WILL THE HK-1 EVER FLY?

IT REPRESENTS A SIGNIFICANT ADVANCE IN THE ART OF AVIATION. AS TO WHETHER IT WILL FLY — I CAN'T SAY.

I AM BY NATURE A PERFECTIONIST AND HAVE TROUBLE ALLOWING ANYTHING TO GO THROUGH IN A HALF-PERFECT CONDITION.

HE BLAMED THE DELAYS ON HIMSELF RATHER THAN ATTEMPT TO BILK THE GOVERNMENT.

FAR FROM MAKING MONEY ON THE HK-1, HUGHES HAD ALREADY PUMPED MILLIONS OF HIS OWN FORTUNE INTO IT.

B

BUT HE WAS DETERMINED TO PROVE IT COULD FLY. ON NOVEMBER 2, 1947, THE HK-1 WENT OUT IN LONG BEACH HARBOR FOR SOME TRIAL TAXI RUNS.

WITH HUGHES AT THE CONTROLS, THE SPRUCE GOOSE TOOK OFF AND FLEW FOR 60 SECONDS, COVERING ABOUT A MILE.

HUGHES HAD PROVEN THAT THE SPRUCE GOOSE, HIS OBSESSION, COULD FLY.

HE THEN RETURNED IT TO ITS HANGAR AND CLOSED THE DOORS.

WX 37602

THERE IT STAYED IN CLIMATE-CONTROLLED STORAGE FOR THE NEXT 30 YEARS, AT A COST OF A MILLION DOLLARS A YEAR--

-- A RECLUSE MUCH LIKE HOWARD HUGHES HIMSELF.

HUGHES REGULARLY CALLED THE SPRUCE GOOSE'S HANGAR WITH INSTRUCTIONS.

I WANT THE FLYING BOAT READY TO FLY IN TWO DAYS!

I HAVE AN IMPORTANT JOB TO DO WITH IT. YOU GOT ME?

BUT HE NEVER FLEW THE PLANE AGAIN.

BY THE 1970s, THE IRS HAD BEGUN TO CHALLENGE HUGHES' TAX DEDUCTION FOR THE INFAMOUS WHITE ELEPHANT.

IT'S NOT A TAX LOSS — IT'S A PET!

AN EMPLOYEE WROTE HIM A SCATHING MEMO URGING HIM TO GET RID OF IT.

"HOW CAN YOU EXPECT...YOUR EMPLOYEES... TO WATCH THE DOLLARS FOR YOU WHEN ALL THESE MILLIONS ARE BEING THROWN AWAY..."

HUGHES DID NOT RESPOND.

IN 1974, A DEAL WAS STRUCK TO DONATE THE INFAMOUS FLOP TO THE SMITHSONIAN.

BUT WHEN IT CAME TIME TO SIGN THE DEAL, HUGHES' MIND WAS ON OTHER THINGS--

THERE WERE NUT CRUMBS REMAINING ON THE DESSERT PLATE FROM MY LAST MEAL...

--LIKE DICTATING INSTRUCTIONS TO HIS STAFF OVER HIS INTERCOM.

PUT THE PLATE IN THE REFRIGERATOR.

THE NEXT TIME I HAVE DESSERT I WANT THE CAKE SERVED ON THE PLATE WITH THE NUT CRUMBS STILL ON IT.

THAT WILL BE ALL.

IN 1977, THE YEAR AFTER HUGHES' DEATH, THE SPRUCE GOOSE WAS TRANSFORMED INTO A TOURIST ATTRACTION.

ELISHA GRAY: THE REAL INVENTOR OF THE TELEPHONE!

Elisha and Jr.

ELISHA GRAY WAS AN AMERICAN INVENTOR WHOSE WESTERN ELECTRIC COMPANY WAS BACKED BY WESTERN UNION.

WESTERN ELECTRIC CO.

WESTERN UNION

DEAR ELISHA- SPEND OUR $ AND LOTS OF IT! LOVE, WESTERN UNION

IN 1874 GRAY ANNOUNCED HIS "MUSICAL TELEGRAPH"—— WHICH CONVEYED TONES MUCH LIKE AN ELECTRIC ORGAN.

BAD STUFF HAPPENS, BUT NOT AS BAD AS IN FUTURE.

The VICTORIAN DAILY NEWS

THINGS STILL REAL OLD-FASHIONED.

IT WAS PREDICTED THE TRANSMITTING OF THE HUMAN VOICE WOULD SOON FOLLOW.

ON FEBRUARY 14, 1876, ALEXANDER GRAHAM BELL'S BUSINESS PARTNER VISITED THE U.S. PATENT OFFICE IN D.C. AND FILED A PATENT APPLICATION FOR WHAT WOULD BECOME THE TELEPHONE.

U.S. PATENT OFFICE

TWO HOURS LATER, AN ATTORNEY VISITED THE SAME OFFICE AND FILED ANNOUNCEMENT OF A PENDING PATENT APPLICATION FOR GRAY.

U.S. PATENT OFFICE

ON FEBRUARY 19, THE PATENT OFFICE NOTED THE SIMILAR APPLICATIONS AND "FROZE" BOTH FOR 90 DAYS.

BELL'S DEVICE USED A MEMBRANE THAT, WHEN VIBRATED BY SOUND WAVES, MOVED A STRIP OF IRON THROUGH THE FIELD OF AN ELECTRO-MAGNET, CONVERTING SOUND INTO AN UNDULATING ELECTRIC CURRENT.

GRAY'S DEVICE ALSO HAD A MEMBRANE, THE VIBRATION OF WHICH CHANGED THE DEPTH OF A ROD IN ACIDIFIED WATER, VARYING THE CURRENT.

BELL HAD ONLY BEEN ABLE TO MAKE OUT "TONES" WITH HIS CREATION. GRAY HADN'T EVEN BUILT HIS YET.

WAT-SON!

BELL HURRIED TO WASHINGTON WHILE GRAY REMAINED IN CHICAGO.

BELL — WHO WORKED EXTENSIVELY WITH THE HEARING-IMPAIRED — HELD A CONFERENCE WITH THE PATENT EXAMINER, A DEAF-MUTE WHO ADMIRED BELL GREATLY.

THE PATENT EXAMINER SHOWED GRAY'S APPLICATION TO BELL — A SERIOUS BREACH OF ETHICS.

LATER, THERE WAS A HANDWRITTEN LINE IN THE MARGIN OF BELL'S APPLICATION SUGGESTING THE POSSIBLE USE OF LIQUID TO VARY THE CURRENT. BELL CLAIMED HE SIMPLY FORGOT TO INCLUDE IT IN HIS TEXT.

BELL PROMPTLY CONSTRUCTED A WORKING PHONE BASED NOT ON THE IRON-BAR MODEL DESCRIBED IN HIS PATENT, BUT ON GRAY'S LIQUID MODEL.

COME HERE WATSON, I WANT YOU.

BELL DISPLAYED HIS TELEPHONE AT THE CENTENNIAL EXPOSITION IN PHILADELPHIA TO AWESTRUCK VIEWERS — ONE OF WHOM WAS ELISHA GRAY.

MY PHONE STUFF

UNAWARE OF BELL'S TRICKERY, GRAY LEFT THE EXHIBITION HALL CONCEDING DEFEAT.

ONCE HE REALIZED WHAT HAD HAPPENED, GRAY FILED A LAWSUIT AND BEGAN DENOUNCING BELL TO THE PRESS.

DEAR VICTORIA, NEWS FROM AMERICA: MR BELL IS A BAD MAN. IS

BUT THE COURTS DECIDED IN BELL'S FAVOR. WESTERN UNION AGREED TO SETTLE ALL OF GRAY'S CLAIMS IN 1879, EFFECTIVELY SIGNING AWAY THEIR TELEPHONE RIGHTS.

NEXT BELL HIRED THE AUTHOR OF "THE SPEAKING TELEPHONE, TALKING PHONOGRAPH AND OTHER NOVELTIES", A BOOK THAT CHRONICLED BOTH MEN'S EFFORTS, AND TOLD HIM TO OMIT ANY MENTION OF GRAY FROM SUBSEQUENT EDITIONS.

BELL'S BACKERS, AT&T, BOUGHT AND DESTROYED ALL COPIES OF THE FIRST EDITION THAT THEY COULD FIND.

GRAY BECAME A PROFESSOR OF ELECTRICITY AT OBERLIN COLLEGE IN OHIO, WHERE HE CONTINUED TO WIN PATENTS— INCLUDING ONES THAT IMPROVED THE TELEPHONE!

I INVENTED The TELEPHONE!

IN JANUARY, 1901, GRAY COLLAPSED AND DIED ON A STREET IN MASSACHUSETTS.

HIS OBITUARY READ: "GRAY IS LIKELY TO RECEIVE FULL JUSTICE AT THE HANDS OF FUTURE HISTORIANS BY BEING IMMORTALIZED AS THE INVENTOR OF THE SPEAKING TELEPHONE."

OH, YEAH?

HOWEVER, BELL TELEPHONE CONTINUED TO PAINT GRAY AS A NUTCASE DECADES AFTER HIS DEATH--

--DISMISSING HIS CLAIMS TO INVENTING THE TELEPHONE AS A "SAD, TRAGIC DELUSION."

IT WOULD SEEM ELISHA GRAY WAS THE FIRST AMERICAN TO LEARN ONE OF THE COLD, HARD FACTS OF THE TWENTIETH CENTURY--

MOKIE 1899-1921 "EATEN BY RATS"

ELISHA GRAY 1835-1901 CALLED HOME!

JOE "HE'S DEAD"

KITTYCAT

--YOU DON'T MESS WITH THE PHONE COMPANY!

FACTOID BOOKS

CHAPTER SEVEN

DOOMED ADVENTURERS

In life, there are those who lead and those who follow. Those who do their jobs, play the game according to the rules, and heed their master's voice are granted security, peace of mind, and a quiet, uneventful existence. For them, life presents no great heights, but no deep valleys. Living without risk, they are at peace.

And while the followers lounge around their homes on a Sunday morning, reading their papers and sipping their cups of coffee, the leaders of the world are squatting in the back alleys of their minds, rolling the dice and feverishly hoping they come up sevens. For them, life is an adventure, filled to the brim with risk and danger. They only feel truly alive when their backs are against the wall and the adrenaline flushes through their brains, edging them further forward towards their magnificent destinies.

Of course, it doesn't always work out that way. Destinies aren't always magnificent, as the subjects of this final chapter hoped they would be. Sometimes the plane crashes on takeoff. Sometimes the parachute doesn't open. Sometimes the natives aren't friendly. Sometimes the mother lode is just out of reach. And so, for these adventurers at least, their grand stab at fame missed the mark, leaving a legacy of eternal shame....

ULRICH VON LICHTENSTEIN
What a Knight!

IN THE AGE OF CHIVALRY IT WAS CUSTOMARY FOR KNIGHTS TO FIXATE ON MARRIED NOBLEWOMEN, AND TO DEDICATE EXPLOITS TO THEIR GLORY.

THE LADIES OFTEN DELIGHTED IN KEEPING THEIR KNIGHTS IN A STATE OF NERVOUS AGITATION, FOREVER ESCALATING THE DEEDS THEY DEEMED NECESSARY TO HONOUR THEM SUFFICIENTLY!

THE MOST PUT-UPON KNIGHT OF ALL TIME WAS LORD ULRICH VON LICHTENSTEIN OF GERMANY, WHO DEVOTED HIMSELF TO A NOBLEWOMAN WITH A MILE-LONG SADISTIC STREAK.

ULRICH WROTE HER LOVE POEMS. SHE ACCEPTED THEM BUT RESPONDED THAT SHE DIDN'T NEED THE SERVICES OF A KNIGHT--

--PARTICULARLY ONE WITH AN UGLY PROTRUDING UPPER LIP!

ULRICH TOOK THE HINT. COSMETIC SURGERY WAS CENTURIES AWAY, BUT A GUY COULD GET HIS LIP LOPPED OFF IF HE WANTED!

IT TOOK SIX MONTHS FOR THE WOUND TO HEAL, AND ULRICH DAMN NEAR STARVED, BUT HE ACCEPTED HIS LOT WITH PROPER CHIVALRIC FORBEARANCE!

MY BODY SUFFERS, BUT MY HEART IS FULL OF JOY...

Bloody idiot

THE NOBLEWOMAN FINALLY AGREED TO MEET ULRICH, BUT ONLY TO INSPECT THE LIP.

AK! AK! AK! AK! AK! AK!

HEY! BACK OFF, BUSTER!

HE WAS SO ECSTATIC HE WAS UNABLE TO SPEAK!

THINGS WERE GOING WELL UNTIL ULRICH HELPED HIS OBJECT OF DEVOTION FROM HER HORSE.

THIS FOR THY COWARDICE, KNIGHT!

RIP!

OW!

HE DIDN'T KNOW WHAT TO MAKE OF HER CRITICISM.

HE JOUSTED ENDLESSLY FOR HIS LADY, AND ALWAYS EMERGED VICTORIOUS! IN ONE, HIS PINKIE WAS NEARLY SEVERED!

THOUGH IT HEALED, HE THOUGHT HIS LADY WOULD BE TOUCHED BY HIS SUFFERING AND WROTE HER A LETTER ABOUT IT!

HER RESPONSE WAS UNEXPECTED! SINCE HE STILL HAD HIS LITTLE FINGER SHE WAS DISGUSTED THAT HE CLAIMED TO HAVE SACRIFICED IT FOR HER!

SO ULRICH HAD HIS FINGER CUT OFF, AND SENT IT TO HER GIFT-WRAPPED, ATTACHED TO A BOOK OF POETRY.

SHE SENT HIM A RESPONSE...

Tell ye Noble Knight that I shall keep the Book in my drawer and look daily at his little finger - but let him not believe that he has approached his Goal by a Hair's breadth for even if he served me a Thousand Years, it would be Wasted Effort

FAR FROM DISCOURAGED, ULRICH THEN CONCEIVED OF THE MOST DARING, THE MOST ORIGINAL, AND THE MOST IDIOTIC PLAN IN THE HISTORY OF KNIGHT-ERRANTRY!

HE WOULD JOUST THE LENGTH AND BREADTH OF CHRISTENDOM, TAKING ON ALL COMERS FOR THE GLORY OF HIS LADY--

--NOT AS ULRICH VON LICHTENSTEIN--

--BUT AS QUEEN VENUS-- GODDESS OF LOVE!!!

ULRICH IN DRAG KNOCKED CHALLENGER AFTER CHALLENGER FROM THEIR MOUNTS--

KLANG!

--AND FORCED THEM TO BOW TO THE FOUR CORNERS OF THE EARTH IN HONOUR OF HIS LADY!

OK! I'M BOWING! I'M BOWING!

IT IS A TESTAMENT TO THE ODD MORES OF THE AGE OF CHIVALRY THAT ULRICH WAS NOT CONFINED TO A NUTHOUSE, BUT BECAME A POPULAR HERO.

IN THE MIDST OF HIS "GODDESS OF LOVE TOUR", ULRICH VISITED HIS WIFE AND FOUR CHILDREN! EVIDENTLY THEY SAW NOTHING STRANGE ABOUT HIS ACTIVITIES.

TELL US AGAIN, DADDY, HOW YOU HAD YOUR WIG RESTYLED IN THE MIDDLE OF A TOURNEY!

YES, DADDY! TELL US!

AT LAST HIS LADY APPROVED HIS MISSION AND ACCEPTED HIS SERVICE AS A KNIGHT, SHE SENT HIM A RING AS A TOKEN.

OF COURSE, A FEW DAYS LATER SHE ACCUSED HIM OF DALLYING WITH OTHER WOMEN, AND DEMANDED THE RETURN OF HER RING!

SNIFF!

AFTER DELUGING HER WITH LOVE POEMS, ULRICH MANAGED TO SOFTEN HER HEART! SHE TOLD HIM TO DRESS AS A BEGGAR AND WAIT OUTSIDE HER CASTLE GATE WITH THE LEPERS.

FOR DAYS ULRICH WAITED IN VAIN.

AT LAST HE WAS CONTACTED BY A MAIDSERVANT.

AT MIDNIGHT TONIGHT —STAND BELOW THE WINDOW OF THE KEEP THAT SHOWS A LIGHT!

THAT NIGHT, ULRICH WAITED AT THE APPOINTED SPOT.

A SHEET WAS LOWERED TO HIM, AND HE WAS RAISED TO THE WINDOW.

FINALLY HE WAS IN THE PRESENCE OF HIS LADY — AND HER MAIDSERVANTS.

LORD ULRICH, I PRAISE YOUR DEVOTION, YOUR LOYALTY, AND YOUR CONSTANCY!

ULRICH GOT A LITTLE CARRIED AWAY, AND ASKED FOR MORE TANGIBLE PROOFS OF HIS LADY'S LOVE.

WHADDAYA SAY WE BUNDLE, EH? HOW 'BOUT IT?

WOAH, BUSTER!

BUNDLING WAS A MEDIEVAL CUSTOM WHEREIN A KNIGHT WOULD SPEND THE NIGHT SLEEPING BESIDE HIS LADY, BUT TAKE NO LIBERTIES WITH HER!

GOODNIGHT, MY DEARS, REMEMBER, NOW— NO LIBERTIES!

YES PAPA!

YES SIR!

THE "BUNDLE" WAS A BOLSTER PLACED BETWEEN THEM. THIS WAS SUPPOSED TO KEEP THEM APART!

SHE AGREED, BUT ONLY IF ULRICH WOULD DEMONSTRATE HIS VIRTUE BY AGREEING TO BE SUSPENDED BENEATH HER WINDOW AGAIN.

AM I DUMB OR WHAT?

UNFORTUNATELY, THE MAIDSERVANTS LET GO OF THE SLING...

Teehee heehee heehee!

AND YET EVEN AFTER THIS INCIDENT, ULRICH CONTINUED TO PLY HIS TROTH! WHAT A NUT!

BUT EVENTUALLY HIS LADY DID SOMETHING SO NASTY THAT HE WROTE HER OFF COMPLETELY!

WE DON'T HAVE ANY RECORD OF WHAT IT WAS... BUT, BOY, IT MUST HAVE BEEN PRETTY UNPLEASANT!

Ulrich! Come back!

No way! I should'a got wise years ago!

THE MOST FAMOUS MUTINY IN HISTORY OCCURRED ON APRIL 28, 1789, WHEN FLETCHER CHRISTIAN AND A BAND OF DISGRUNTLED SAILORS REBELLED AGAINST THE TYRANNICAL CAPTAIN BLIGH ON THE H.M.S. BOUNTY. IT WAS TO PROVE THE BIGGEST MISTAKE OF THEIR LIVES FOR--

FLETCHER CHRISTIAN and The BOUNTY MUTINEERS

DUE TO HIS LEADERSHIP AND SKILL, THE MEN WHO STUCK WITH CAPTAIN BLIGH SURVIVED THEIR TERRIBLE ORDEAL. BUT THOSE WHO WENT WITH FLETCHER CHRISTIAN WERE NOT SO FORTUNATE.

CHRISTIAN TOOK HIS MUTINEERS BACK TO TAHITI, AND TOLD THE KING A SANITIZED VERSION OF THE EVENTS ON THE BOUNTY.

OUR CAPTAIN MET HIS FATHER — THE GREAT CAPTAIN COOK— AT SEA, AND WENT OFF WITH HIM...

THE KING WASN'T BUYING.

HE KNEW THE STORY OF A MUTINY WHEN HE HEARD IT.

YOU HAVE DISGRACED OUR ISLAND AND WILL BRING THE ANGER OF KING GEORGE UPON US. YOU ALL MUST GO!

BUT THE KING RELENTED, AND ALLOWED MOST OF CHRISTIAN'S MEN TO REMAIN ON TAHITI. CHRISTIAN SET SAIL WITH EIGHT ENGLISHMEN, TWELVE TAHITIAN WOMEN AND SIX TAHITIAN MEN. HIS MEN EACH HAD A WOMAN, WHILE THE TAHITIAN MEN WERE EXPECTED TO SHARE.

I'D RATHER TAKE MY CHANCES HERE THAN ON THE PACIFIC WITH CHRISTIAN.

AFTER FOUR MONTHS AT SEA, THEY FOUND LAND — AN OBSCURE, UNINHABITED ISLAND CALLED PITCAIRN.

LAND! LAND!

THEY HAD FOUND THEIR TROPICAL EDEN. THEY BURNED THE BOUNTY TO DESTROY THE MOST OBVIOUS EVIDENCE OF THEIR PRESENCE.

WE'LL NEVER SEE ENGLAND AGAIN.

THEIR PAST BEHIND THEM, THE GROUP SET OUT TO REAP THE PLEASURES OF PARADISE — WHICH INCLUDED PROCREATION ON A GRAND SCALE.

OF THE EIGHTEEN MEN WHO HAD STAYED ON TAHITI, TWO HAD BEEN MURDERED. THE REMAINING SIXTEEN WERE SOON CAPTURED BY THE ROYAL NAVY AND TAKEN BACK TO ENGLAND.

THESE ROPES ARE TOO TIGHT.

WAIT'LL IT'S AROUND YOUR NECK, MATE.

ON THE TRIP BACK, FOUR OF THE MEN DROWNED IN A SHIPWRECK ON AUSTRALIA'S BARRIER REEF.

OF THOSE WHO MADE IT BACK TO ENGLAND, THREE WERE HANGED.

THOSE WHO HAD TAKEN NO PART IN THE MUTINY WERE PARDONED.

MEANWHILE ON PITCAIRN, TROUBLE WAS BREWING. TWO OF THE WOMEN HAD DIED. THE ENGLISHMEN TOOK TWO OTHERS AWAY FROM THE TAHITIAN MEN TO REPLACE THEM.

YOU'VE GOT A NEW HUSBAND NOW, LOVE.

THE TAHITIAN MEN WERE LITTLE MORE THAN SLAVES. TWO WERE KILLED WHEN THEY PROTESTED THEIR TREATMENT.

KILL THEM! KILL THE ENGLISH!

THE FOLLOWING YEAR THE REMAINING FOUR STAGED AN ATTACK.

FIVE ENGLISHMEN WERE MURDERED, INCLUDING FLETCHER CHRISTIAN.

NATURALLY, THE SURVIVING ENGLISHMEN HAD SOME AVENGING TO DO.

THAT'S THE LOT OF THEM!

LEAVING ALL THE WOMEN FOR US.

THE TAHITIAN MEN WERE ALL WIPED OUT.

AS IF THINGS WEREN'T BAD ENOUGH, ONE OF THE ENGLISH FIGURED OUT HOW TO DISTILL ALCOHOL FROM ONE OF THE ISLAND FRUITS.

IT AIN'T COGNAC BUT IT DOES THE JOB"

SIX MONTHS LATER, IN A DRUNKEN FRENZY, HE THREW HIMSELF OFF A CLIFF.

I CAN'T LIVE ANOTHER DAY ON THIS ISLAND!

ANOTHER OF THE MUTINEERS BECAME SO CRAZED ON MOONSHINE THAT HE DROVE HIS WOMAN TO SUICIDE.

SHE DONE IT TO HERSELF, I TELL YA—AN' I'LL KILL ANYONE WHO SAYS OTHERWISE!!

THE OTHERS KILLED HIM WITH AN AXE.

IN 1800, ONE OF ONLY TWO MUTINEERS LEFT, EDWARD YOUNG, SUCCUMBED TO LUNG DISEASE. HE WAS THE FIRST TO DIE A NATURAL DEATH.

IN 1814, A BRITISH MAN-O-WAR ARRIVED AT PITCAIRN, AND FOUND ITS LAST SURVIVING MUTINEER, ALEXANDER SMITH, NOW AN OLD MAN.

OLD ENGLAND FOREVER!

THE NAVAL CAPTAIN DID NOT HAVE THE HEART TO ARREST SMITH, AND LEFT HIM IN PEACE.

FACTOID BOOKS 100% TRUE

Thomas Nuttall, Lost Explorer

HE WAS AN ENGLISH BOTANIST WHO DISCOVERED MANY NORTH AMERICAN PLANTS. ON THE EXPEDITION OF 1812, THOUGH, HE PROVED HE WAS NO EXPLORER.

HE BECAME ALMOST PERMANENTLY LOST IN FORESTS HE FIRMLY BELIEVED TO BE POPULATED BY BLOODTHIRSTY INDIANS.

HALLOO! I SAY, IS ANYONE THERE?

AT THE START OF THE EXPEDITION, BEACON FIRES HAD TO BE LIT AT NIGHT TO GUIDE HIM BACK TO CAMP.

I CAN'T BELIEVE IT—HE WAS HERE JUST A MINUTE AGO.

ONE TIME HE FAILED TO RETURN. A SEARCH PARTY WAS SENT OUT...

NUTTALL! NUTTALL!

NEXT TIME *HE* WEARS A *LEASH!*

SO TERRIFIED WAS NUTTALL OF HIS IMAGINARY INDIANS, HE MANAGED TO EVADE HIS RESCUERS FOR THREE DAYS.

INDIANS! THEY'LL NEVER TAKE ME ALIVE!

THEN AS NUTTALL LAY LOST AND EXHAUSTED, HE WAS DISCOVERED BY A PASSING "SAVAGE" INDIAN.

NUTTALL'S TERROR OF BEING SCALPED WAS NOT REALIZED. AS NUTTALL LAY PARALYZED WITH FEAR, THE INDIAN CARRIED HIM THREE MILES TO A RIVER--

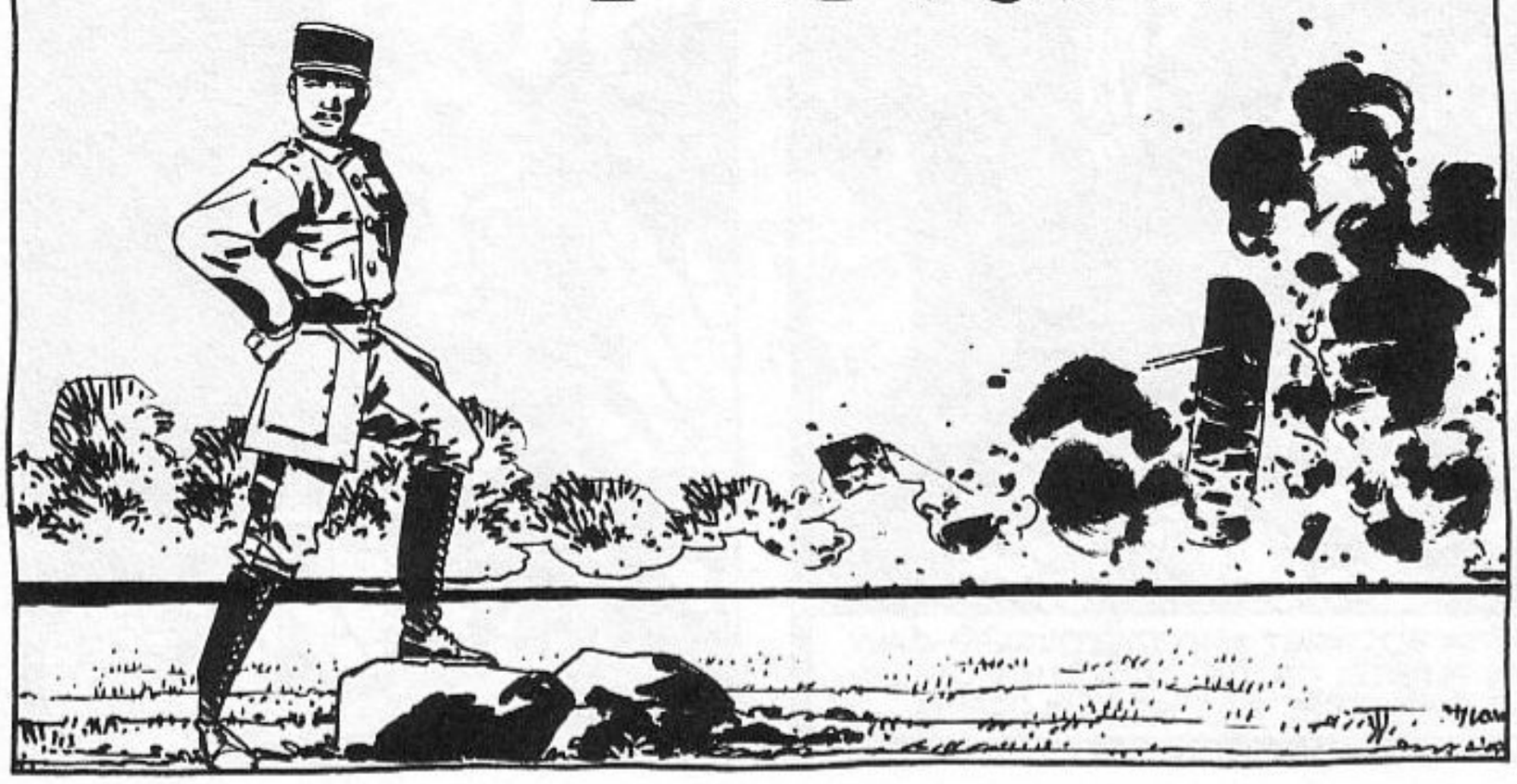
FEARS

--AND PADDLED HIM BACK TO HIS CAMP.

WHAT A LOSER.

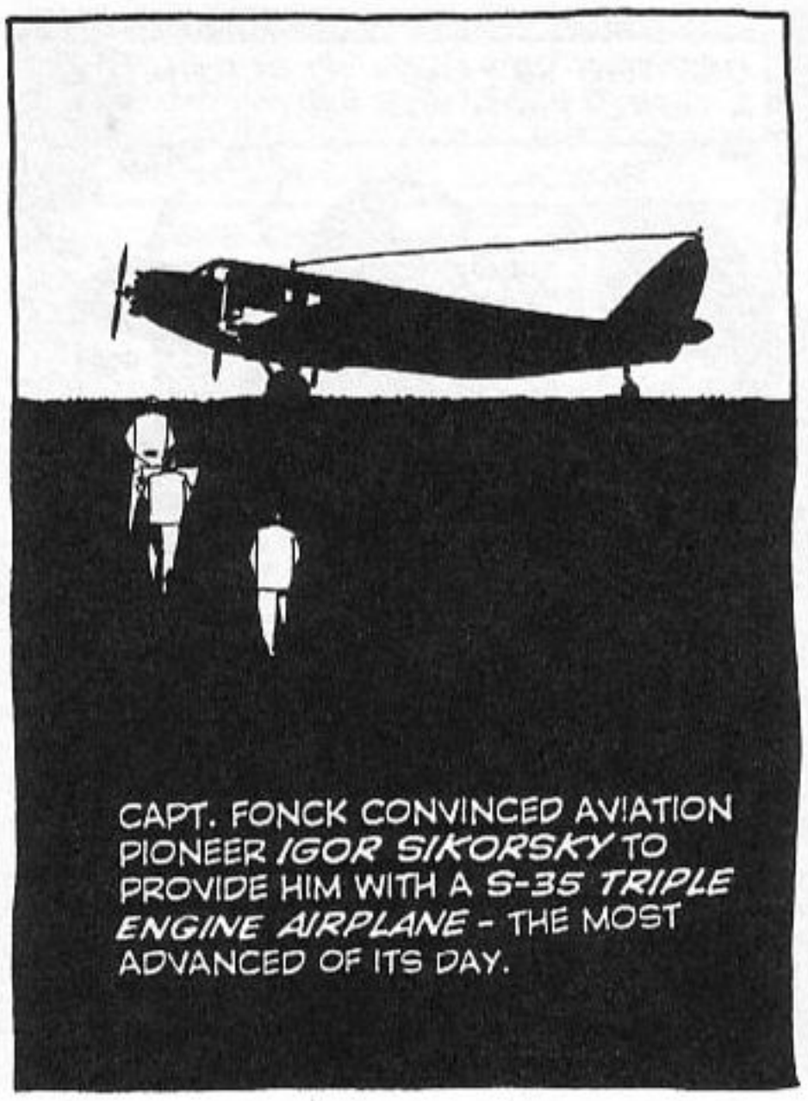
IT WAS A TERRIFYING ORDEAL--

CAPTAIN FONCK

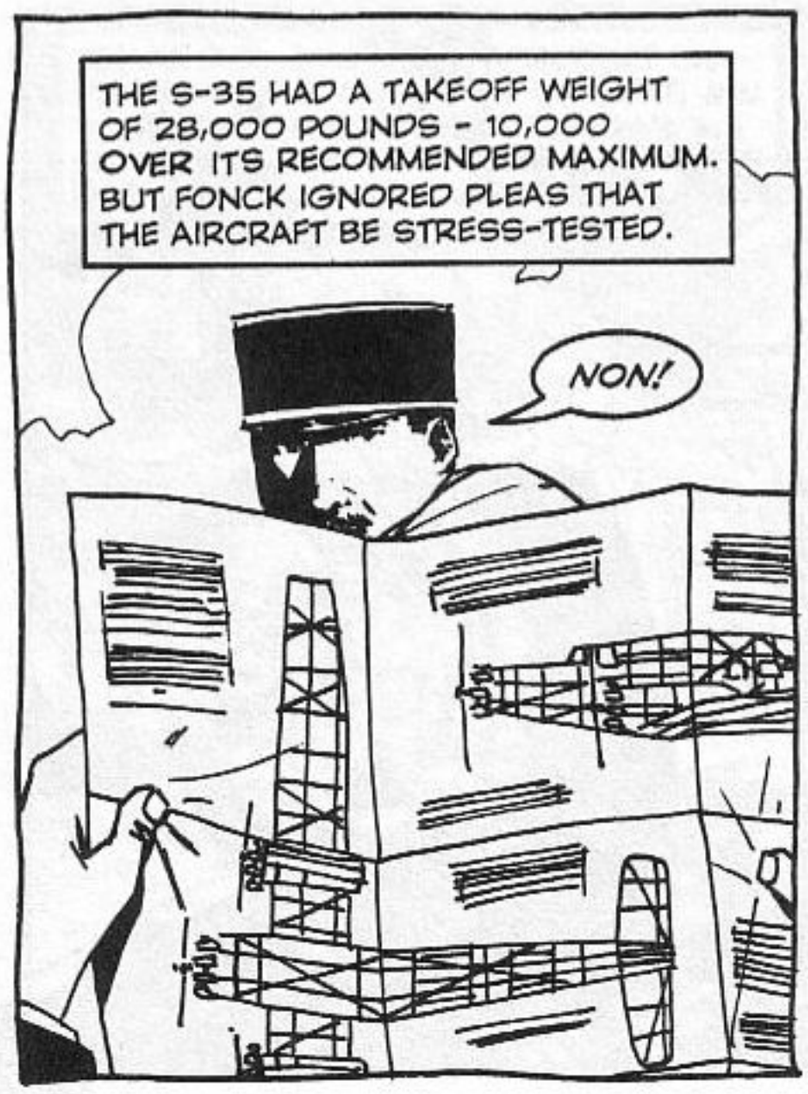
















EVER THE GENTLEMAN, FONCK PLACED IT ABOARD THE PLANE.

CRIPPLED BY THOUSANDS OF POUNDS OF *HUBRIS*, THE PLANE'S LANDING GEAR *COLLAPSED* DURING TAKEOFF, CAUSING IT TO CARTWHEEL INTO A GULLY AT THE END OF THE FIELD AND BURST INTO FLAME.

ALTHOUGH FONCK AND HIS NAVIGATOR SURVIVED THE CRASH, THE PLANE'S MECHANIC AND RADIO OPERATOR WERE KILLED.

FONCK APPEARED *UNAFFECTED* BY THE DESTRUCTION OF A $105,000 AIRPLANE AND THE LOSS OF HUMAN LIFE.

IT IS THE *FORTUNE* OF THE AIR.

EIGHT MONTHS LATER, *CHARLES LINDBERGH* CROSSED THE ATLANTIC ALONE IN THE STRIPPED-DOWN SINGLE-ENGINE *SPIRIT OF ST. LOUIS* IN 33 HOURS, 30 MINUTES.

AN UNASSUMING AIRMAIL PILOT ENDED UP WITH THE FAME, FORTUNE AND PRESTIGE THAT RENÉ FONCK HAD LUSTED AFTER.

"THE LONE EAGLE" WOULD GO ON TO BECOME ONE OF AMERICAN AVIATION'S HEROES.

AND WHAT OF THE FRENCH FLYING ACE?

LET US JUST SAY THAT HE FOUND HIMSELF *FONCKED OVER.*

BAH!

CLEM SOHN

ACME LIFE DIVERS

BILLING HIMSELF AS "THE BIRDMAN," SOHN HAD A SUCCESSFUL AERIAL ACT IN THE 1930s, UNTIL APRIL 25, 1937, AT THE VINCENNES AIR CIRCUS IN FRANCE.

DON'T YOU FEEL YOUR JOB IS RATHER TEMPORARY, MEANING A TERRIBLE RISK YOU TAKE EACH TIME?

I FEEL JUST AS SAFE AS YOU WOULD IN YOUR GRANDMOTHER'S KITCHEN.

AS USUAL, SOHN CLIMBED OUT OF HIS PLANE AT 10,000 FEET--

--AND BEGAN HIS CONTROLLED GLIDE TO THE GROUND, A TRAIL OF FLOUR TRACING HIS MOVES.

HIS BAT-LIKE WINGS WERE MADE OF ZEPHYR CLOTH.

IT'S AMAZING!

HE'S FLYING!

WITH THE WINGS, SOHN WOULD PERFORM STUNTS UNTIL HE FELL WITHIN 1,000 FEET OF THE GROUND, THEN OPEN HIS PARACHUTE.

NO ONE HAD BEEN ABLE TO DUPLICATE SOHN'S FEAT OF APPEARING TO FLY UNDER HIS OWN POWER. ONE OF HIS PARTNERS HAD ACTUALLY BEEN KILLED TRYING.

FLOYD DAVID, A WOULD-BE COMPETITOR, IMPACTED HEAVILY HIS FIRST TIME OUT.

SOHN HIMSELF HAD BEEN INJURED WHEN HE FELL TO WITHIN 200 FEET OF THE GROUND BEFORE OPENING HIS PARACHUTE.

AND ON APRIL 25, THERE WAS TROUBLE AGAIN.

HIS PARACHUTE WOULDN'T OPEN! AT 250 FEET HE TRIED HIS EMERGENCY CHUTE, BUT IT TANGLED AROUND HIS BAT WINGS, PREVENTING HIM FROM TRYING THE ONE MANEUVER HE'D ALWAYS DREAMED ABOUT--

--A CONTROLLED STALL LANDING WITHOUT A CHUTE.

THE CROWD WATCHED IN HORROR.

PEOPLE FAINTED.

"WHEN CLEM SOHN HIT THE GROUND, IT SOUNDED LIKE AN EXPLOSION," WROTE THE NEW YORK TIMES.

AT LEAST HE WENT OUT WITH A BANG.

TOM GURR, SALVAGE KING

IN 1968, GURR FOUND THE REMAINS OF A SUNKEN SPANISH TREASURE SHIP, SAN JOSÉ DE LAS ANIMAS, WHICH HAD SUNK OFF THE COAST OF FLORIDA IN 1733.

THERE'S GOLD DOWN THERE! WE'RE RICH!

THROUGH THE 1960s, FLORIDA ALLOWED SALVAGERS TO KEEP ANY TREASURE THEY DISCOVERED THAT WAS MORE THAN THREE MILES FROM THE COAST. THIS INCLUDED GURR'S FIND--

--OR SO HE THOUGHT.

MR. GURR--? WE NEED TO TALK TO YOU ABOUT THE TREASURE YOU'RE SALVAGING.

WHAT ABOUT IT? IT'S BEYOND THE THREE-MILE LIMIT! IT'S MINE.

WELL, NOT QUITE.

A NEW RULING SAYS YOUR TREASURE MUST REST THREE MILES FROM THE OUTER REEF, NOT THE COAST. YOU OWE UNCLE SAM 50 PERCENT.

THIS ISN'T FAIR! YOU CHANGED THE LAW!

GURR SPENT THE NEXT FIVE YEARS IN A FUTILE BATTLE WITH THE COURT.

I'M SORRY, MISTER GURR, THE COURT FINDS YOUR APPEAL WITHOUT MERIT.

THOUGH GURR'S TREASURE WAS WORTH AN ESTIMATED 3 TO 4 MILLION DOLLARS, HE WAS NOT PERMITTED TO SELL ANY OF IT.

THEN, AS IF THINGS WEREN'T BAD ENOUGH, GURR'S SALVAGE SHIP SANK AT THE DOCK.

GLOOP

THE STATE HAD DONE EVERYTHING IT COULD TO DESTROY GURR. HE STARTED TO THINK ABOUT REVENGE.

SPLUNK!

BUT WHAT CAN I DO?

WAIT! I KNOW!

SUDDENLY HE GOT AN IDEA.

THE GOVERNMENT WANTS IT--? LET THEM GET IT THEMSELVES!

ON NEW YEAR'S EVE, 1973, GURR RETURNED TO WHERE HE HAD FOUND THE TREASURE AND THREW IT BACK, FIVE YEARS TO THE DAY AFTER HE HAD FOUND IT. HE INVITED A TV CREW ALONG TO RECORD THE EVENT.

NEWS 5

THE STATE WAS NOT AMUSED. GURR WAS ARRESTED AND CHARGED WITH GRAND LARCENY, FOR DISPOSING OF GOVERNMENT PROPERTY.

GURR WAS FORCED TO BRING UP THE TREASURE FOR A SECOND TIME IN ORDER TO AVOID CONVICTION. HIS SHARE DISAPPEARED IN EXPENSES.

THAT'S THE LAST OF IT.

UNCLE SAM THANKS YOU.

ALTHOUGH HE DID EVENTUALLY BECOME A SUCCESSFUL ENGINEERING EXECUTIVE --

--GURR'S DREAMS OF BEING RICH WERE SUNK.

Richard Hastleton

TRAVELING IN THE 16TH CENTURY WAS FRAUGHT WITH PERIL, ALMOST EVERY VARIETY OF WHICH WAS EXPERIENCED BY--

HE SET OUT IN 1582 ON A MERCHANT SHIP BOUND FOR THE MIDDLE EAST.

WISH ME LUCK!

WE HASTLETONS HAVE NEVER BEEN LUCKY, SON.

SHORTLY AFTER ENTERING THE MEDITERRANEAN SEA, HIS SHIP WAS CAPTURED BY TURKISH PIRATES.

THEY DON'T LOOK LIKE THE SORT OF GUYS WHO WOULD HURT ANYONE.

IT TURNED OUT THE PIRATES WERE GENUINELY INTERESTED IN THE PASSENGERS AS PEOPLE. HASTLETON AND THE OTHER SURVIVORS WERE SOLD INTO SLAVERY.

I BET IF I DO A GOOD JOB THE BOSS WILL LIKE ME.

HASTLETON FOUND HIMSELF CHAINED TO AN OAR ON AN ALGERIAN GALLEY SHIP.

IT'S HARD WORK, TO BE SURE — BUT HEALTHY. AND YOU GET THAT GREAT SEA AIR.

THE WORK WAS GRUELING, THE RATIONS MEAGER, AND THE CONDITIONS HARSH. SOMEHOW HASTLETON LIVED THROUGH FOUR LONG YEARS OF IT.

DIBS ON YOUR SWILL!

HASTLETON SURVIVED THREE SHIPWRECKS. THE THIRD TIME HE AND ANOTHER SLAVE ESCAPED.

WE'RE FREE!

I FEEL MY LUCK HAS CHANGED.

THEY HAD LANDED IN SPAIN, WHICH UNFORTUNATELY WAS IN THE MIDDLE OF ITS INQUISITION. THOSE WHO DID NOT ADHERE TO THE CATHOLIC RELIGION WERE NOT WELL RECEIVED.

AMONG FELLOW CHRISTIANS — AT LAST!

HASTLETON THOUGHT THAT HE WAS IN THE CLEAR. HIS COMPANION HAD A BETTER GRASP OF THE SITUATION.

HE'S A PROTESTANT, HE IS!

HASTLETON REFUSED TO RENOUNCE HIS FAITH AND WAS CONFINED TO THE DUNGEON OF THE CASTLE IN PALMA, SPAIN.

MAYBE THEY'LL COME TO ADMIRE MY STRENGTH OF CHARACTER.

AFTER A YEAR, HASTLETON SAW HIS CHANCE TO ESCAPE. HIS JAILER FORGOT TO PULL UP THE ROPE AFTER LOWERING HIM HIS MEAL.

GOD HAS DELIVERED ME!

HASTLETON HID IN THE CASTLE UNTIL DARK AND THEN CLAMBERED DOWN THE WALL.

TWELVE DAYS LATER HE WAS CAPTURED BY PEASANTS AND RETURNED TO THE CASTLE.

THIS TIME HE WAS TREATED LESS LENIENTLY.

AT LEAST I'M AROUND OTHER PEOPLE NOW.

AMONG OTHER THINGS, HE WAS TIED TO A DONKEY AND PARADED THROUGH THE STREETS WHILE BEING FLOGGED.

THE RACK HAS A CERTAIN GLAMOR, BUT DAMMIT, THIS IS JUST PLAIN EMBARRASSING.

TWO DAYS LATER HE ESCAPED.

HE STOLE A SMALL BOAT AND PUT TO SEA. DESPITE A TERRIBLE STORM, HE MANAGED TO REACH NORTH AFRICA.

I DON'T WANT TO LOSE MY LUNCH — EVEN IF I DID EAT IT THREE DAYS AGO.

HE LANDED IN THE GULF OF BEJAÏA, WHERE HE WAS SOON ENSLAVED BY THE KABYLE BERBERS, WHO MADE USE OF HIS SKILLS AS A METALWORKER AND CARPENTER.

IT'S HARD WORK, TO BE SURE — BUT YOU FEEL LIKE YOU'VE REALLY ACCOMPLISHED SOMETHING AT THE END OF A DAY.

HE FLED SEVERAL TIMES, BUT WAS ALWAYS RECAPTURED.

AT LAST, DISGUISED IN ARAB DRESS, HE MADE GOOD HIS ESCAPE.

IT'S HOT, BUT IT'S A *DRY* HEAT...

HASTLETON GOT AS FAR AS ALGIERS.

THERE HE BUMPED INTO A FORMER EMPLOYER--

--THE ALGERIAN SLAVEMASTER.

WELL, HELLOOO...

HASTLETON PETITIONED THE BRITISH CONSUL IN ALGIERS FOR HIS FREEDOM, IN VAIN.

YOU COULD CALL THIS A CAREER SETBACK, BUT IT *IS* SOMETHING I KNOW I'M GOOD AT...

AFTER THREE YEARS HASTLETON WAS RESCUED BY THE BRITISH MERCHANT SHIP *CHERUBIM*.

HE RETURNED TO HIS FAMILY IN LONDON, TEN YEARS AFTER HE HAD SET OUT.

MOM! DAD! I'M HOME!

WE RENTED OUT YOUR ROOM.

YOUR DOG DIED.

I THREW OUT YOUR COMIC BOOK COLLECTION.

SOUTH AFRICA IN 1886 WAS IN THE MIDST OF THE MOST FRENZIED GOLD RUSH OF ALL TIME. BUT NO ONE HAD REALLY STRUCK IT BIG YET, LEAST OF ALL AN ITINERANT PROSPECTOR NAMED--

SORS HARIEZON

UNLESS HE STUMBLED ON SOMETHING SOON, HARIEZON'S FUTURE LOOKED BLEAK.

IT'S GOLD! A SOLID GOLD NUGGET!

HARIEZON FILED A CLAIM AND WAS GRANTED "CLAIM NO. 19" OF THE NEW GOLD FIELD.

CONVINCED THAT SIZABLE AMOUNTS OF GOLD COULD BE FOUND IN THE AREA, OTHER PROSPECTORS STAKED CLAIMS, AND SOON A TOWN GREW UP AROUND THE GOLD FIELD.

HARIEZON, FOR SOME REASON, GREW TIRED OF WORKING HIS CLAIM.

TOO MANY DANG FLIES AROUND HERE!

HE PACKED UP HIS GEAR, SOLD HIS CLAIM FOR £10, AND ONCE AGAIN HEADED OFF TO SEEK HIS FORTUNE.

MAYBE I'LL DO BETTER SOMEWHERE ELSE.

THE TOWN HARIEZON LEFT WAS CALLED JOHANNESBURG. IT IS BUILT ON THE LARGEST DEPOSIT OF GOLD ON EARTH, AND THE SPOT ON WHICH HE HAD STUMBLED WAS THE POINT AT WHICH THAT DEPOSIT HITS THE SURFACE OF THE EARTH. IT PRODUCES UP TO A MILLION KILOGRAMS OF GOLD EACH YEAR.

WE GOTTA GET LUCKY SOMEDAY, EH, GIRL?

NO ONE KNOWS PRECISELY WHAT BECAME OF HARIEZON. HE TRAVELED TO THE TRANSVAAL, WHERE RUMOR HAS IT HE WAS EATEN BY A LION.

FACTOID BOOKS 100% TRUE

HE LIVED IN A MODEST CONNECTICUT HOME, ALWAYS FLEW COACH, AND WORE CHEAP, OFF-THE-RACK SUITS. HE WAS **DANIEL K. LUDWIG**

--AND HE WAS ALSO THE RICHEST MAN IN THE WORLD.

LUDWIG HAD MADE BILLIONS BY SENSING TRENDS IN THE ECONOMY. HE BUILT THE FIRST OIL SUPERTANKER IN THE 1950s AND HAD INTERESTS IN MINING, CASINOS, AND REAL ESTATE.

PAPER...

IN THE 1960s, HE FORESAW A WORLD-WIDE PAPER SHORTAGE AND DECIDED TO BUY A TREE FARM. THE LOGICAL LOCATION--

THE AMAZON!

SOUTH AMERICA

Atlantic Ocean

BRAZIL

EQUATOR

JARI PROPERTY

Amazon

IN 1967, THE BRAZILIAN GOVERNMENT EAGERLY SOLD HIM 4 MILLION ACRES OF RAIN FOREST, A PARCEL THE SIZE OF CONNECTICUT, FOR UNDER A DOLLAR AN ACRE. THE LAND WAS BESIDE THE RIVER JARI. THUS THE JARI PROJECT WAS BORN.

LUDWIG ORDERED A PAPER MILL AND POWER PLANT TO BE BUILT IN JAPAN AND FLOATED TO THE SITE. THE COAST: $269 MILLION.

HE HIRED 35,000 WORKERS TO CLEAR HIS LAND, LAY 26 MILES OF ROADS, 45 MILES OF RAILWAY TRACK, AND PLANT 250,000 ACRES OF GMELINA, PINE, AND EUCALYPTUS TREES.

THE PULP MILL AND POWER PLANT ARRIVED IN THE SPRING OF 1978, AFTER A THREE-MONTH VOYAGE OF 15,500 MILES.

THE MILL, 250 YARDS LONG AND 20 STORIES HIGH, WAS TOWED UP THE AMAZON TO THE JARI TRIBUTARY.

THE ENGINEERING WAS SO PRECISE THAT WHEN THE MILL WAS FITTED TO ITS PRE-MADE FOUNDATION, BOLTS FIT THEIR HOLES TO WITHIN THREE EIGHTHS OF AN INCH.

UNFORTUNATELY, NOT ALL LUDWIG'S PLANS RAN SO SMOOTHLY.

THE GMELINA TREES, RECOMMENDED BY ARBORISTS, DID NOT TAKE WELL.

ANTS AND TERMITES DEVOURED CROPS AND FOOD SUPPLIES.

GRAIN

LUDWIG'S LABOR FORCE SUCCUMBED TO MALARIA AND MENINGITIS.

FROM HIS NEW YORK OFFICE, LUDWIG PUMPED MONEY INTO THE PROJECT AT A RATE OF $180,000 A DAY.

IT'S EATING ME ALIVE.

WHILE ECOLOGISTS WERE PROTESTING THE JARI PROJECT'S ASSAULT ON THE AMAZON'S FRAGILE ECOSYSTEM, LUDWIG WAS FINDING THAT THE JUNGLE WAS MORE FORMIDABLE THAN HE HAD THOUGHT.

IN 1982, LUDWIG WAS FORCED TO ABANDON THE JARI PROJECT, HAVING LOST OVER A BILLION DOLLARS OF HIS PERSONAL FORTUNE IN IT.

THEY CALL IT THE "AMAZON FACTOR"—A COMBINATION OF CLIMATE, ISOLATION, POOR SOIL, DISEASE AND PESTS THAT HAS DEFIED EVERY EFFORT TO EXPLOIT THE REGION'S VAST POTENTIAL.

JARI PRO

PERHAPS IT'S JUST THE EARTH'S WAY OF DEFENDING HERSELF.

FACTOID BOOKS 100% TRUE

BOB FORD

WHEN THE PRICE ON THE HEAD OF OUTLAW JESSE JAMES ROSE TO $10,000, GUNSLINGER ***BOB FORD*** BECAME INTERESTED. BUT THE MONEY WOULD BRING HIM LITTLE PEACE, AND THE ACT ITSELF WOULD MAKE HIM ONE OF HISTORY'S MOST REVILED MEN.

FORD, A NEW MEMBER OF THE JAMES GANG, SNUCK OFF TO MAKE A DEAL WITH THE LAW.

STAY WITH THE GANG FOR NOW AND TIP US OFF ABOUT THEIR NEXT JOB.

ALL RIGHT.

BOB FORD AND HIS BROTHER CHARLIE CAME TO STAY AT JESSE'S FARMHOUSE IN LATE MARCH, 1882.

WELL, WELL, IF IT AIN'T THE FORD BROTHERS! GOOD TO SEE YOU BOYS!

A FEW DAYS LATER, JESSE CAME ACROSS A NEWSPAPER ITEM ABOUT ANOTHER MEMBER OF HIS GANG — A FRIEND OF THE FORD BROTHERS, WHO HAD INTRODUCED THEM TO JESSE.

SAYS HERE THAT ***DICK LIDDIL*** SURRENDERED TO THE LAW... THREE WEEKS AGO. YOU'RE HIS PAL AND YOU DIDN'T KNOW THAT?

I DIDN'T.

WELL, BOB, IT'S ALL RIGHT, ANYWAY.

I'VE NEVER SEEN HIM TAKE HIS ***GUNS*** OFF.

THAT PICTURE IS DUSTY.

HE'S TRYING TO SET MY MIND AT ***EASE***. HE SUSPECTS I'M GONNA BETRAY HIM.

HE'S GOING TO ***KILL*** ME.

UNLESS ***I*** KILL HIM ***NOW***.

click!

IT'S AWFUL HOT TODAY, eh?

BLAM!

JESSE W. JAMES

DIED APRIL 3, 1882
AGED 34 YEARS,
6 MONTHS,
28 DAYS

MURDERED BY A
COWARD WHOSE
NAME IS NOT
WORTHY TO
APPEAR HERE.

JESSE WAS A *HERO* TO MILLIONS, AND FORD, AN *ASSASSIN*.

FROM THE BEGINNING, FORD FIGURED HE COULD MAKE HIMSELF A *CAREER* EXPLOITING HIS "DARING" EXPLOIT. BUT IT DIDN'T WORK OUT THAT WAY.

JUDAS GOT THIRTY PIECES OF SILVER.

HOW'D *YOU* MAKE OUT, BOB?

FORD BEGAN TO GAMBLE AND DRINK HEAVILY, BUT JESSE'S SHADOW ALWAYS LOOMED OVER HIM.

HOW 'BOUT YOU BUY ME A DRINK AND I TELL YOU HOW I SHOT JESSE JAMES?

BUY YOUR *OWN* DRINK AND KEEP IT TO YOURSELF, YOU *BASTARD!*

FORD DID A TWO-YEAR STINT IN *P.T. BARNUM'S FREAK SHOW.*

The MAN WHO SHOT JESSE JAMES

THAT'S THE LILY-LIVERED SKUNK WHAT SHOT JESSE!

HE EVEN CAME UP WITH A STAGE ACT CALLED *THE OUTLAWS OF MISSOURI.*

AND AS HE STOOD ON THE CHAIR, HIS BACK TO ME--

LOWDOWN RAT!

DIRTY SONUVA-BITCH!

ELEVEN YEARS AFTER HE KILLED JESSE JAMES, FORD WAS KILLED BY *ED KELLY*, WHOM HE HAD ACCUSED OF STEALING JEWELRY FROM HIM.

KELLY THEN BECAME "THE MAN WHO *SHOT* THE MAN WHO SHOT JESSE JAMES."

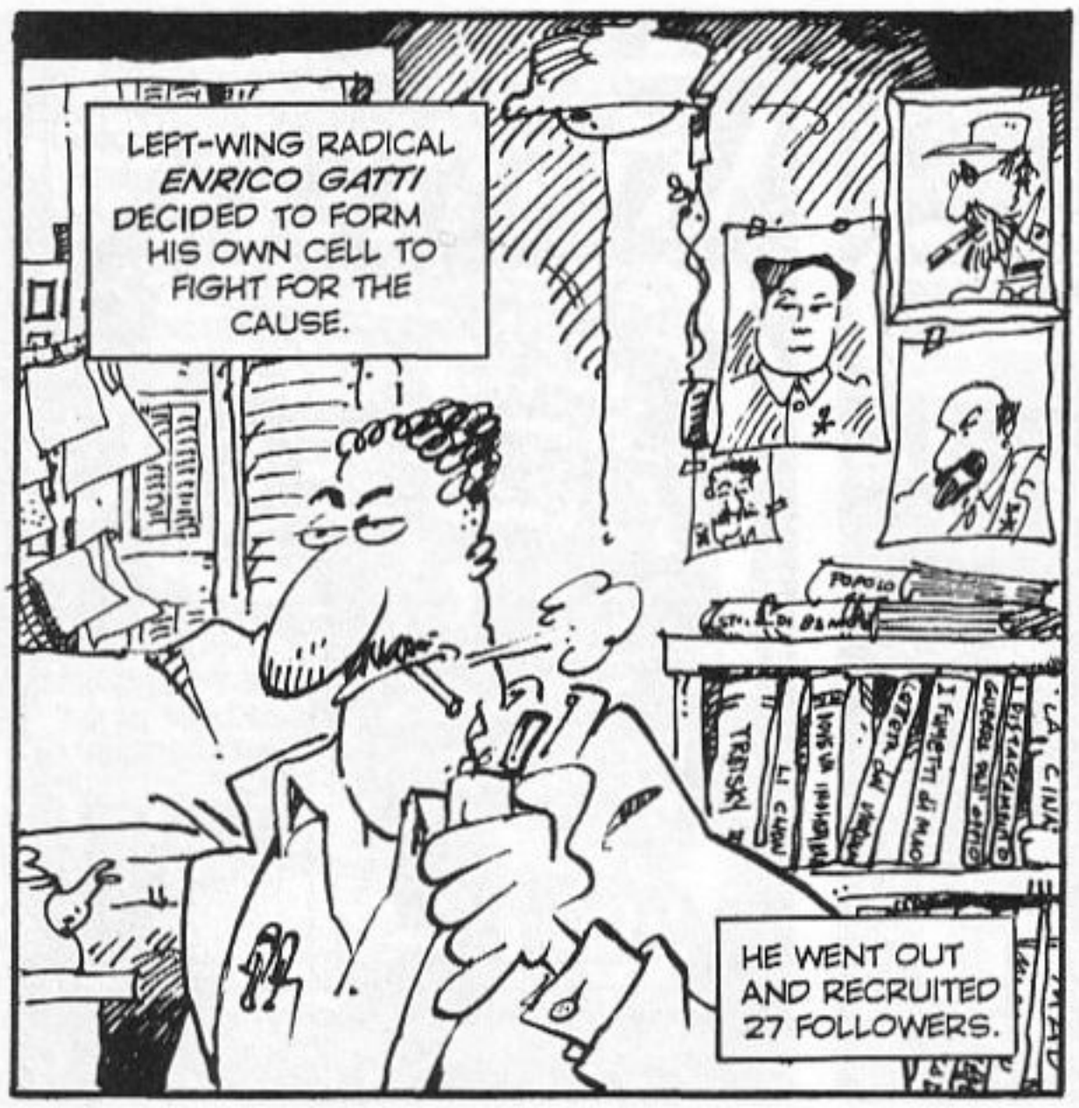
FACTOID BOOKS 100% TRUE

THE GATTI GANG



ITALY'S LEAST WANTED













THEY ONCE GOT A *HAND GRENADE*, BUT WERE TOO *TERRIFIED* TO DO ANYTHING WITH IT.

IS IT *SAFE?*

I CARRI SCUOTI!

TU.. COSA FAI!

I DON'T THINK IT'S *SUPPOSED* TO BE!

SINCE NONE OF THE GANG HAD A *DRIVER'S LICENSE*, THEY WERE FORCED TO USE *PUBLIC TRANSPORT* FOR ALL THEIR ACTIONS.

ON ONE OCCASION THE GATTI GANG ACTUALLY MANAGED TO ROB A BANK.

THE GATTI GANG IS SEIZING THE BLOOD-STAINED PROFITS OF THE CAPITALIST EXPLOITERS!

TWA

HAVE A NICE DAY.

THEY MADE THEIR GETAWAY ON A *MOTOR SCOOTER*.

BEEP! BEEP! HONK!

TWA

THE TAKE WAS 18,000 LIRE— ABOUT $25.

5000 CINQUE

1000

GATTI FINALLY GAVE HIMSELF UP AND ADDRESSED HIS FOLLOWERS PUBLICLY.

COMRADES, WE HAVE NOTHING TO SHOW FOR OUR TEN YEARS OF STRUGGLE.

TOALO TV

IT'S TIME TO GET ON WITH OUR LIVES...

LIVES? *WHAT* LIVES?

CUBA

ONE CAN ONLY HOPE THAT THEY WERE MORE SUCCESSFUL AT *SOMETHING ELSE*.

FACTOID BOOKS 100% TRUE

ON MAY 1, 1960, THE CRASH OF A PLANE OVER THE SOVIET UNION LED TO ONE OF THE HOTTEST CONTROVERSIES OF THE COLD WAR, AND THE END OF ANONYMITY FOR --

FRANCIS GARY POWERS

PRESIDENT EISENHOWER APPEARED ON TV.

WE CATEGORICALLY DENY SOVIET ACCUSATIONS THAT THIS PLANE WAS ON A SPY MISSION. IT WAS A U.S. WEATHER RESEARCH PLANE.

THAT'S GOOD ENOUGH FOR ME.

EISENHOWER DID NOT KNOW THAT THE PILOT OF THE PLANE HAD SURVIVED, AND WAS TALKING TO HIS CAPTORS.

MY NAME IS FRANCIS GARY POWERS. I'M A PILOT FOR THE CIA, AND I FLEW A U-2 SPY PLANE OVER THE SOVIET UNION.

IT HAD BEEN ASSUMED THAT THE U-2 WAS FLYING BEYOND THE RANGE OF SOVIET AIR DEFENSES, BUT EVIDENTLY IT WAS NOT. THE PLANE'S WRECKAGE ON SOVIET SOIL WAS PROOF.

THE WHOLE EPISODE WAS A NATIONAL EMBARRASSMENT.

KHRUSHCHEV ANNOUNCED THAT THE PILOT WAS ALIVE, AND BEING HELD CAPTIVE.

HERE, COMRADES, IS *PROOF* OF AMERICAN TREACHERY!

EVERYONE SUSPECTED THAT THE U.S. AND THE U.S.S.R. SPIED ON EACH OTHER, BUT NOW EISENHOWER HAD TO ADMIT IT.

IT NOW APPEARS THAT THE PLANE...WAS ON A MISSION FOR U.S. INTELLIGENCE.

DADDY — THE PRESIDENT TOLD A *LIE!*

A SUMMIT MEETING PLANNED BETWEEN KHRUSHCHEV AND EISENHOWER WAS ABRUPTLY CALLED OFF.

THE SOVIETS MILKED THE EVENT FOR ALL IT WAS WORTH.

THIS PIN WAS DIPPED IN *POISON* BY THE IMPERIALISTIC WAR-MONGERS OF THE CIA AND PROVIDED SO THAT THE SPY COULD COMMIT *SUICIDE* TO AVOID CAPTURE.

EXPLOSIVES WERE BUILT INTO THE PLANE TO DESTROY EVIDENCE OF INTERNATIONAL AGGRESSION. THE AGENT *FAILED* TO USE IT.

POWERS WAS TRIED AND CONVICTED.

FOR THE CRIME OF ESPIONAGE, YOU ARE SENTENCED TO *TEN YEARS* IN PRISON.

I HAVE COMMITTED A GRAVE CRIME AND I REALIZE I MUST BE *PUNISHED* FOR IT.

POWERS WAS FORTUNATE THAT HE WAS NOT EXECUTED. BUT HE HAD TO FACE AN UNCOMFORTABLE TRUTH — HIS GOVERNMENT WAS NOT TERRIBLY *HAPPY* THAT HE WAS ALIVE.

TWO YEARS INTO HIS PRISON TERM, POWERS WAS SWAPPED FOR A CAPTURED SOVIET SPY AND RETURNED TO THE U.S.

HE DID NOT RECEIVE A HERO'S WELCOME. THOUGH THE CIA GAVE HIM A REWARD FOR HIS SERVICE, HE KNEW THAT MANY OF HIS COLLEAGUES FELT HE HAD FAILED IN HIS DUTY — HIS DUTY TO *DIE*.

BITTER ABOUT THE WAY HE WAS TREATED, POWERS RESIGNED. HIS MARRIAGE FELL APART AT THE SAME TIME.

HE WENT TO WORK FOR LOCKHEED AS A TEST PILOT, FLYING THE U-2 FOR EIGHT YEARS.

AFTER HE WAS LAID OFF HE WROTE A BOOK, AND KNOCKED AROUND FOR A WHILE, FINALLY TAKING A JOB AS A HELICOPTER TRAFFIC REPORTER FOR A LOS ANGELES TV STATION.

KNBC

TRAFFIC'S BACKED UP ON THE SANTA MONICA FREEWAY.

IN 1977, POWERS' HELICOPTER RAN LOW ON FUEL AND CRASHED.

THIS TIME, HE DID *NOT* SURVIVE.

THE FIRST DAREDEVIL TO TAKE THE PLUNGE OVER **NIAGARA FALLS** IN A BARREL DID SO ON OCTOBER 24, 1901. HER NAME...?

ANNA EDSON TAYLOR

TAYLOR WAS A 43-YEAR-OLD WIDOW AND SCHOOLTEACHER FROM BAY CITY, MICHIGAN.

Cat Dog

HMPH!

I WILL BE TRAVELING NEXT WEEK, BUT I EXPECT YOU TO GIVE YOUR FULL ATTENTION TO MY SUBSTITUTE WHILE I AM GONE!

SHE TRAVELLED TO NIAGARA WITH A 160-POUND **OAK BARREL** SHE HAD SPECIALLY-OUTFITTED FOR HER ATTEMPT.

CHESAPEAKE & OHIO RAILWAY CO

SHORTY WAS HERE

PUT 'ER RIGHT HERE, BOYS!

AIR SUPPLY PUMP (SIMPLE BELLOWS)

LEATHER HARNESS TO SECURE PASSENGER

CUSHIONS

100-POUND ANVIL TO MAINTAIN BARREL IN UPRIGHT POSITION

A **ROWBOAT** TOWED TAYLOR'S BARREL TO MID-RIVER, ABOUT A MILE AND A HALF ABOVE THE FALLS--

--THEN CUT HER **LOOSE.**

CHOP!

HEY--!! WHAT TH' HELL ARE YOU DOIN'?!!

A CROWD OF THOUSANDS HAD BEEN DRAWN BY NEWS ANNOUNCEMENTS OF THE UNPRECEDENTED STUNT, AND GASPED AS TAYLOR'S BARREL DRIFTED EVER **CLOSER** TO THE 158-FOOT-TALL FALLS ON THE CANADIAN SIDE.

STRANGELY ENOUGH, TAYLOR WAS NO **ADVENTURER**, AND HAD **NEVER** DONE ANYTHING LIKE THIS BEFORE.

GERONIMO!!

SHE DEVISED THE STUNT FOR **ONE REASON** ONLY...

SHE THOUGHT IT WOULD MAKE HER RICH.

NO ONE KNEW IF IT WAS POSSIBLE TO SURVIVE SUCH A DROP, OR IF THE BARREL WOULD BURST OR BE SMASHED ON THE ROCKS.

BUT TAYLOR'S BARREL SURVIVED— A GOOD THING, SINCE SHE COULD NOT SWIM.

IT WAS A NIGHTMARE BUT IT WILL BE WORTH IT.

WHEN RELEASED, SHE WAS A BIT SHAKEN, BUT ASIDE FROM SOME MINOR BRUISES WAS UNHURT.

TO CAPITALIZE ON HER SUDDEN FAME, TAYLOR WENT ON THE LECTURE CIRCUIT.

AND, UH... I... ...AND THEN I FELT SOMETHING, SO I JUST FIGURED I'D HIT ON SOMETHING — A ROCK OR SOMETHING HARD...

KEITH & PROCTOR'S 5TH AVE
MONDAY OCT. 22
WINDSOR McCAY
THE PRYORS
MAUDE TH' SINGIN' JACKASS | WYLIE'S DOGS
MYRTLE THE TURTLE
ANNA TAYLOR
SIMON AND KIRBY
RICKO THE SICKO'S | TALES OF WOE!
--TODAY ONLY!
ANDY HELFER'S FLEXIBLE PEANUTS

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ANDY HELFER'S FLEXIBLE PEANUTS

UNFORTUNATELY, TAYLOR HAD NO KNACK FOR MAKING HER TALE INTERESTING TO AUDIENCES...

...AND THEN... AS I WAS SAYING... I FELT THE MOST DREADFUL THUMP...

SHE SPOKE IN A DULL, RASPY MONOTONE, WITHOUT THE SLIGHTEST HINT OF HUMOR.

IT HADN'T EVEN OCCURRED TO HER TO SAVE HER BARREL AS A PROP. IT MIGHT HAVE BEEN MORE ENTERTAINING THAN HER PRESENTATION.

...JUST ABOUT THEN I HEARD A DREADFUL THUMP...

I WANT TO SEE THE MONKEY!

ZZZZZZZ

AUDIENCES STAYED AWAY IN DROVES.

TAYLOR EKED OUT A MEAGER LIVING IN NIAGARA, SIGNING AUTOGRAPHS NEXT TO A MOCK-UP OF HER BARREL. SHE DIED BROKE AND WAS BURIED IN A SECTION OF THE CEMETERY CALLED STRANGER'S REST.

ANNA EDSON TAYLOR
1858-1921
First to go over the Horseshoe Fall and live

HER ONE CLAIM TO FAME WAS NOT ENTIRELY FORGOTTEN, HOWEVER. THE COMMUNITY CHIPPED IN TO ERECT A MARKER OVER HER GRAVE.

FACTOID BOOKS 100% TRUE

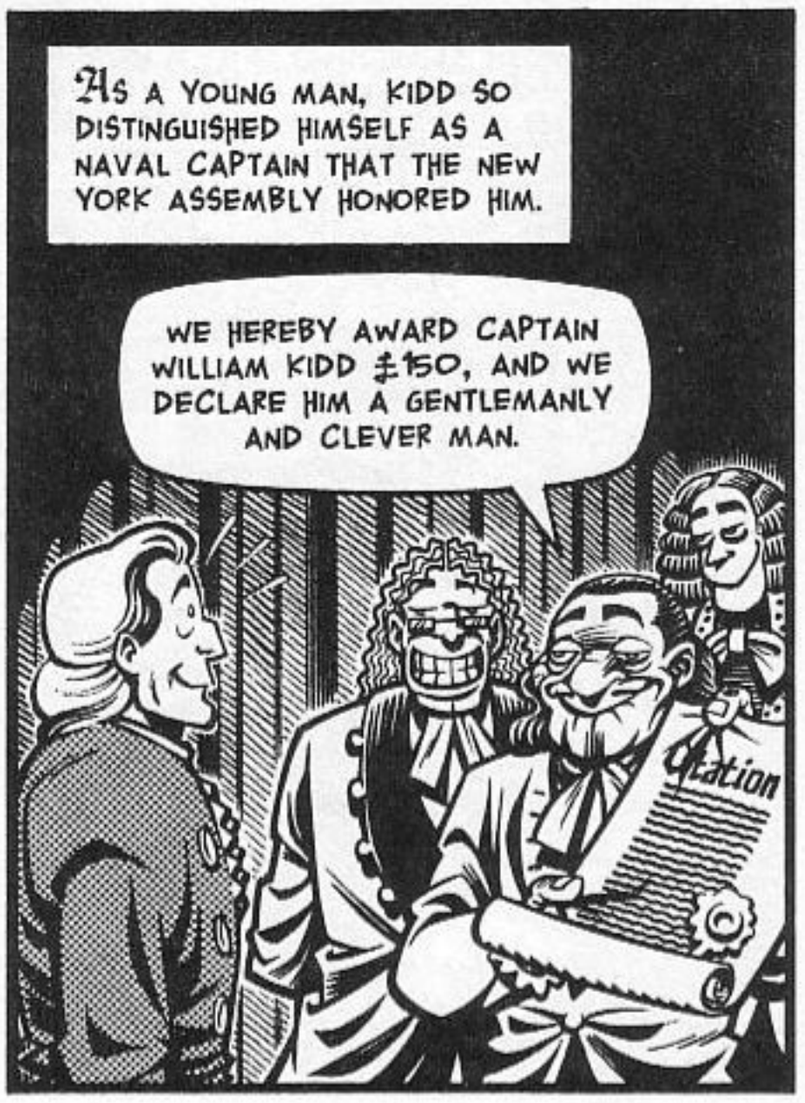
Captain KIDD

On May 23, 1701, when Captain William Kidd stood on the gallows about to meet his death, he was reviled as one of the most bloodthirsty pirates of all time.

In fact, he was merely one of history's prize losers.



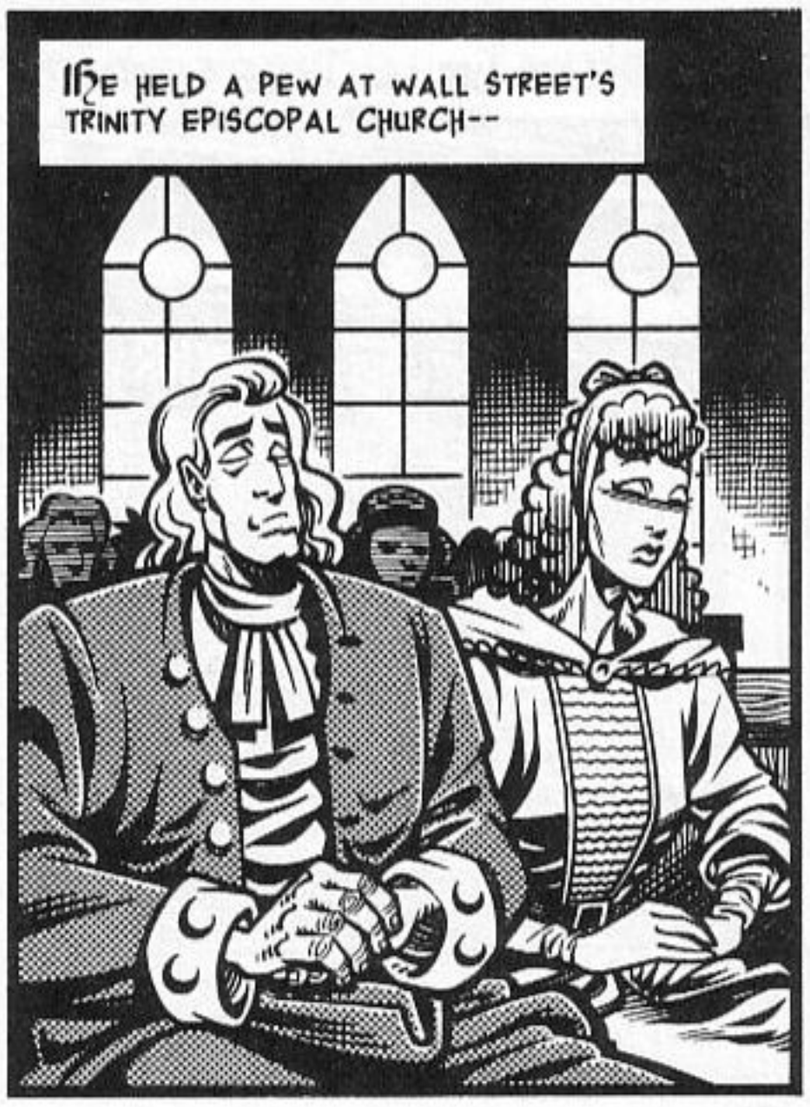
As a young man, Kidd so distinguished himself as a naval captain that the New York assembly honored him.



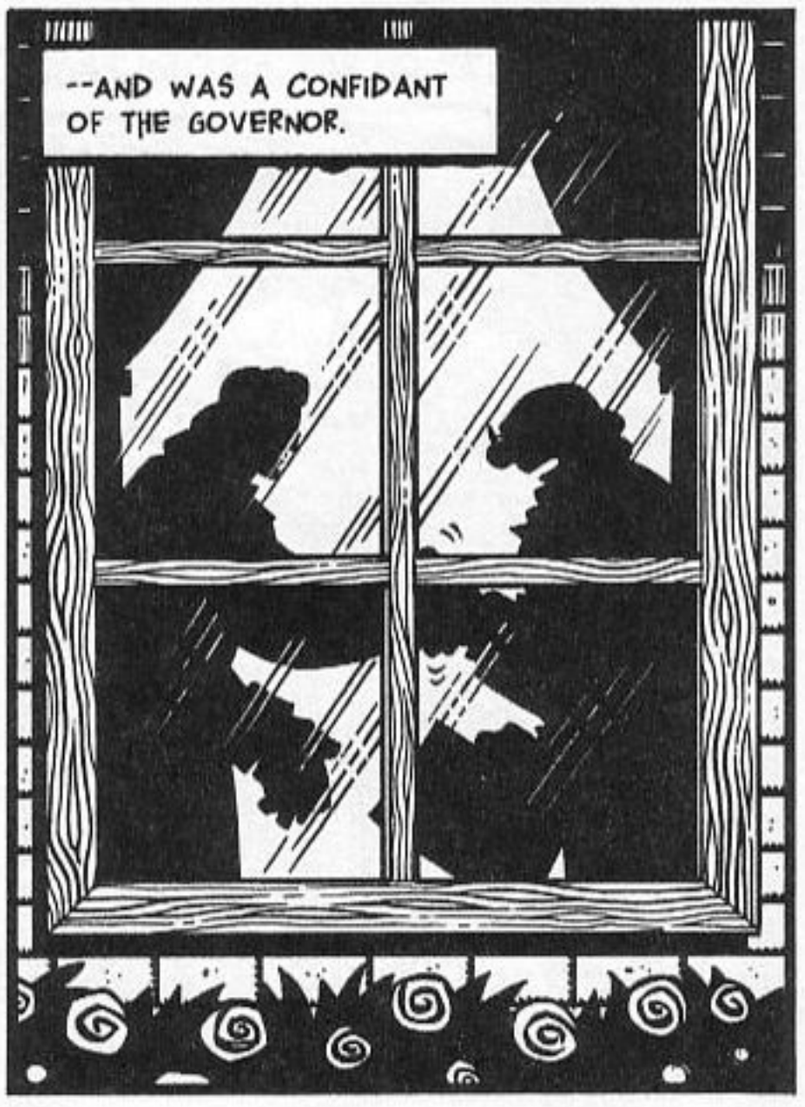
Kidd married a wealthy widow and acquired property in New York.



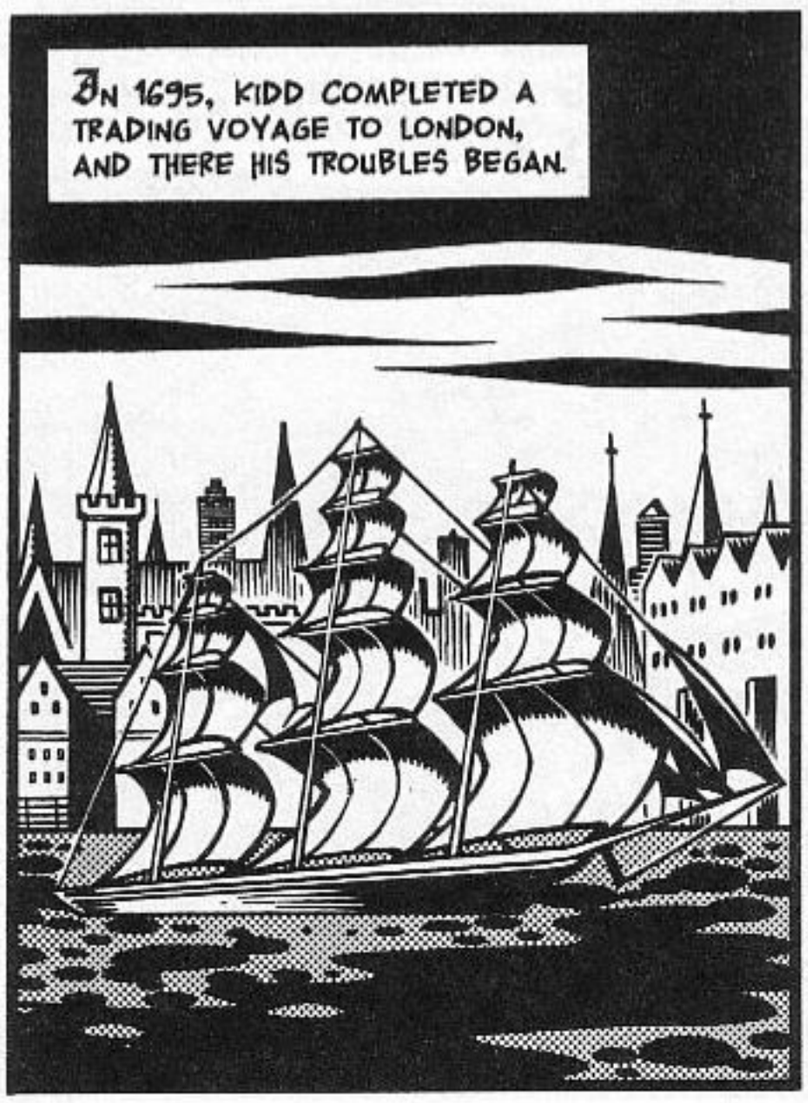
He held a pew at Wall Street's Trinity Episcopal Church--



--and was a confidant of the governor.



In 1695, Kidd completed a trading voyage to London, and there his troubles began.



Kidd was approached by a group of wealthy Whig politicians.



DESPITE SEVERAL DISADVANTAGEOUS ASPECTS OF THE DEAL, KIDD ACCEPTED IT. HE RECEIVED A KING'S COMMISSION.

THE *ADVENTURE GALLEY* WAS BUILT FOR THE MISSION.

THIRTY-FOUR GUNS AND PLENTY OF SAIL ~ AN EXCELLENT SHIP.

IN HIRING HIS CREW, KIDD TOOK CARE TO CHOOSE MEN WHO APPRECIATED THE DISTINCTION BETWEEN PRIVATEERING AND PIRACY.

HE'S MARRIED, WITH FAMILY IN NEW ENGLAND ~ SIGN HIM ON.

KIDD SET SAIL EARLY IN 1696. BEFORE HE HAD LEFT THE RIVER THAMES, HE SUFFERED HIS FIRST DISASTER AS THE *ADVENTURE GALLEY* PASSED A BRITISH NAVY VESSEL.

HALLOO! DON'T YOU KNOW YOU MUST SALUTE A VESSEL OF HIS MAJESTY THE KING?

KIDD'S MEN OFFERED A LESS THAN RESPECTFUL RESPONSE.

THIS FOR HIS MAJESTY!

AFTER THAT, MOST OF THEM WERE PRESSED INTO THE NAVY, FORCING KIDD TO REPLACE THEM WITH MISFITS AND CUTTHROATS.

AFTER A YEAR AT SEA, THE *ADVENTURE GALLEY* HAD CAPTURED NOT A SINGLE PIRATE OR FRENCH VESSEL.

KIDD WAS OBLIGATED TO PAY OFF HIS BACKERS AND CREW REGARDLESS OF WHETHER HE CAPTURED ANY LOOT.

I WILL BE RUINED.

HIS CREW HAD ANOTHER IDEA.

IT'S PIRACY OR NOTHING, MATES.

YOU GOT THAT RIGHT.

UNDER THEIR PRESSURE, KIDD BEGAN RAIDING VESSELS THAT WERE OUTSIDE HIS MANDATE.

THEY'RE MOORS, ANYWAY ~ BLOODY HEATHENS.

ALONG WITH A FEW OTHER SHIPS, CAPTAIN KIDD TOOK THE QUEDAH MERCHANT, WHICH WAS SAILING UNDER THE JURISDICTION OF THE FRENCH GOVERNMENT AND CARRYING AUTHORIZATION PASSES THAT INDICATED THIS.

WHEN KIDD REALIZED THE VESSEL HAD AN ENGLISH CAPTAIN HE TALKED TO HIS MEN--

THIS WILL MAKE A GREAT NOISE IN ENGLAND ~ WE MUST LET HER GO...

SHE'S OURS!

BLOODY 'ELL ~ WE'VE EARNED 'ER!

--TO NO AVAIL.

AT A PIRATE HAVEN IN MADAGASCAR, KIDD'S MEN MUTINIED, STRIPPED HIS SHIP OF VALUABLES, AND THREATENED HIS LIFE. HE BARRICADED HIMSELF IN HIS CABIN.

AFTER MOST OF KIDD'S MEN DESERTED TO PIRATE SHIPS, HE RECRUITED A NEW CREW AND SAILED FOR NEW YORK. HE BELIEVED HE HAD DONE NOTHING ILLEGAL.

THEY MUTINIED ~ I CAN'T BE BLAMED FOR THAT.

STILL UNSURE THAT HE WOULD BE EXONERATED FOR TAKING THE QUEDAH MERCHANT, HE PRESENTED THE FRENCH PASSES TO GOVERNOR BELLOMONT AS EVIDENCE OF HIS RIGHT TO ATTACK HER.

I THINK IF YOU GO TO LONDON, THIS MATTER CAN BE CLEARED UP.

THE MAN IS DOOMED...

KIDD NEVER SAW THE PASSES AGAIN.

BEFORE HE COULD RETURN TO ENGLAND VOLUNTARILY, KIDD WAS ARRESTED AND TAKEN BACK IN CHAINS. HIS REPUTATION HAD MADE HIM A LIABILITY TO HIS WHIG BACKERS, AND THEY RENOUNCED HIM.

AFTER A YEAR IN THE HELLHOLE OF NEWGATE PRISON, KIDD WAS BROUGHT BEFORE PARLIAMENT FOR A HEARING.

I HAVE DONE NOTHING I WAS NOT COMMISSIONED TO DO.

THE TORIES USED THE CASE TO IMPUGNE KIDD'S WHIG BACKERS. IF KIDD HAD RENOUNCED THEM, HE MIGHT HAVE BEEN SPARED. BUT HE INSISTED HE WAS INNOCENT AND WOULDN'T IMPLICATE THEM. A TRIAL WAS SET.

KIDD WAS PROVIDED WITH NO COUNSEL UNTIL AN HOUR BEFORE HIS TRIAL BEGAN, AND THE FRENCH PASSES THAT WOULD HAVE BOLSTERED HIS STORY WERE MYSTERIOUSLY WITHHELD. HE WAS DESCRIBED IN THE HARSHEST TERMS.

KIDD WAS AN ARCH-PIRATE, AND THE COMMON ENEMY OF MANKIND!

CONDEMNED BY THE TESTIMONY OF PLEA-BARGAINING PIRATES, KIDD HAD NO CHANCE.

WILL YOU ASK HIM ANY MORE QUESTIONS?

NO, NO. IT SIGNIFIES NOTHING.

HE WAS ~ OF COURSE ~ CONVICTED, AND SENTENCED TO DEATH.

I AM THE INNOCENTEST PERSON OF THEM ALL. ONLY I HAVE BEEN SWORN AGAINST BY PERJURED PERSONS.

STRANGELY, NEARLY ALL OF THE MEN WHO HAD FORCED HIM INTO PIRACY RECEIVED LIGHTER SENTENCES OR WERE PARDONED.

SOMEONE SLIPPED KIDD A QUANTITY OF LIQUOR TO EASE HIM THROUGH HIS FINAL HOURS.

PERHAPS IT WAS A SMALL GESTURE FROM ONE OF HIS BACKERS.

KIDD MAINTAINED HIS INNOCENCE AT THE GALLOWS AND ONLY EXPRESSED SORROW FOR HIS WIFE AND CHILDREN.

ON THE FIRST ATTEMPT TO HANG HIM, THE ROPE BROKE.

splat

KIDD WAS RETURNED TO THE SCAFFOLD.

AND THIS TIME ALL WENT WELL.

AS ADMIRALTY LAW PRESCRIBED, KIDD'S BODY WAS CHAINED TO A POST AND LEFT UNTIL THE TIDE HAD FLOWED OVER IT THREE TIMES.

A SPECIAL METAL CAGE WAS CONSTRUCTED TO DISPLAY HIS ROTTING CORPSE AS A WARNING AT THE MOUTH OF THE THAMES.

BY ALL ACCOUNTS, IT REMAINED THERE FOR YEARS.

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BIOGRAPHIES

WRITERS

PAUL KIRCHNER

Paul is a writer and illustrator who has worked in comic books, the toy industry, TV animation, and advertising. His previous books include *Realms, the bus, Forgotten Fads and Fabulous Flops, Everything You Know is Wrong,* and *Oops!* He lives in Connecticut with his wife and three children.

NANCY A. COLLINS

Nancy is the author of several dark fantasy/horror novels, including *Sunglasses After Dark*. Her comics writing includes *Swamp Thing* and *Dhampire: Stillborn*. She lives with her husband, filmmaker Joe Christ, and their Boston terrier, Scrapple.

IRWIN CHUSID

Irwin is a self-hating Boomer involved in preserving cultural landmarks (e.g., Raymond Scott, Esquivel, Lucia Pamela, and the Cherry Sisters). He has hosted a radio program on WFMU for 22 years.

ARTISTS

CHARLES ADLARD

Charlie is the regular artist on *The X-Files* comic published by Topps. (Page 162)

BILL ALGER

In case of a nuclear holocaust, folksy cartoonist Bill Alger hopes to be with all his best pals to watch their flesh fry. (Page 150)

SERGIO ARAGONÉS

Sergio is the creator of the award-winning comic *Groo*. His comics and illustrations have appeared in *MAD*, and in numerous other comics over the years. (Page 176)

GLENN BARR

Glenn's graphic novels and comics work includes *Cliff's Wild Life, Technocracy Blues, Mars on Earth*, and *Brooklyn Dreams* for Paradox Press. His animation work includes *The Ren & Stimpy Show* and *Baby Huey*. (Page 32)

HILARY BARTA

Eats food, breathes air, and draws comics. (Page 94)

GREGORY BENTON

When Gregory is not too busy (read as: shaking from eating too much chocolate) he likes to draw, baby! Draw! His comix epic *Hummingbird* is available from Slave Labor. (Page 82)

RUSSELL BRAUN

Russ Braun is no loser, especially since he is drawing *Bad Blood*, a forthcoming Paradox Graphic Mystery, written by Jamie Delano. (Page 49)

DAN BURR

His past output includes work on *Kings in Disguise, Grateful Dead Comics, Death Rattle, The Big Book of Freaks*, and *The Big Book of Thugs*. (Page 122)

ROBBIE BUSCH

SWM w/cat ISO SF w/cat food. French a +. (Page 12)

D'ISRAELI D'EMON DRAUGHTSMAN

He lives in Sheffield, England with his mummy and a nice kitty. He likes chocolate cake, David Byrne, the tango, small fluffy animals, and power tools. (Page 98)

RANDY DUBURKE

Randy's work for DC Comics includes covers of *Animal Man, The Darkstars, Ms. Tree*, and *The Shadow*. He drew a story called "Tunnel Rats" for the DC/Vertigo anthology *Weird War Tales*, as well as *Hunter's Heart*, a graphic novel in the Paradox Mystery line. (Page 62)

KIERON DWYER

Crankypants rules! (Page 164)

HUNT EMERSON

Hunt Emerson lurks 100 feet in the air, in sight of the New Hindu Temple on Soho Road. At night, the dome is lit from below in blue light. (Page 154)

JOHN ESTES

John has painted *Tales to Astonish* for Marvel, numerous trading cards, and the recent *Batman/Deadman* hardcover graphic novel for DC. (Page 172)

GEORGE EVANS

George did almost every kind of commercial art until he was typecast by EC. He says the thing he loved best was writing and drawing *Secret Agent Corrigan*, but "@*!%! — no one ever saw it!" (Page 111)

CARLOS EZQUERRA

Carlos is a Spanish artist, the co-creator of *Judge Dredd, Bloody Mary*, and 76 other comics characters. He was born in this century and hopes to die in the next. (Page 116)

BOB FINGERMAN

When Bob isn't drawing old men, he's illustrating his comic *Minimum Wage* from Fantagraphics. So just go buy it. (Page 24)

GEORGE FREEMAN

George started in comics drawing *Captain Canuck*. He has worked for Marvel and DC and is currently working for Penthouse Comics. He lives in Canada with his wife, colorist Laurie Smith, and their two cats. (Page 158)

RICK GEARY

Rick's comic stories have appeared in *National Lampoon, MAD*, and various Dark Horse Comics. His latest graphic album is *Jack the Ripper* from NBM. (Page 68)

DICK GIORDANO

Dick was born July 20, 1932. The rest, as they say, is ancient history. (Page 104)

JUSTIN GREEN

Justin is one of the original underground cartoonists. His "Musical Legends" strip appears monthly in Tower Records' *Pulse* magazine. His *Sign Game* and *Binky Brown* comics have both been collected into books. (Page 90)

PAUL GUINAN

Paul lives in a small hut where he draws with burnt sticks. Someday he hopes to save up enough to buy his own set of pencils. (Page 96)

PAUL GULACY

Gulacy is well known for getting Helfer's butt out of the sling in crunch-time situations. (Page 138)

ED HANNIGAN

Over the years Ed has worked at almost every job in comics and done lots of stories for Marvel and DC. He says he's really only in it for the free comics. (Page 178)

SHEPHERD HENDRIX

Shep has spent five years dancing with the big boys (DC, Dark Horse, Milestone, and Kitchen Sink). Now he is a co-creator and co-owner of *Glyph*, a group-owned magazine. (Page 20)

GRAHAM HIGGINS

Graham began drawing comix for Birmingham Arts Lab Press in the mid-'70s under the name "Pokkettz." He is a very fine fellow and is in no way a loser. (Page 146)

RAFAEL KAYANAN

Currently working on the relaunch of *Turok* for Acclaim, as well as the occasional *Season One* adaptation of *The X-Files* for Topps. (Page 161)

PETER KUPER

Kuper is co-founder of *World War 3 Illustrated*, and has written and drawn *New York, New York, Life and Death, Bleeding Heart, Wildlife*, and most recently, *The System* for DC/Vertigo. (Page 38)

ROGER LANGRIDGE

Rocketed to Earth as a baby from the dying planet Schmendrick, Roger now passes the time drawing comic books while he waits for his interplanetary masters to take him back home. (Page 182)

STEVE LEIALOHA

Born and raised on the old Barbary Coast, this son of a salty sea dog spent many hours of his youth hanging out at the union hall before becoming a cartoonist. (Page 142)

STEVEN LIEBER

Steven pronounces his surname LEE-burr, not LYE-burr. He's worked on *Hawkman, Lady Justice, Detective Comics, Dark Horse Presents, Roadways*, and a three-part *Grendel Tales* story arc due out in '97. (Page 132)

JASON LUTES

Jason lives and works in Seattle, Washington. He is the author and artist on *Jar of Fools* and an ongoing comic series called *berlin*, both of which are published by Black Eye Productions. (Page 34)

GRAHAM MANLEY

Graham is believed to be in hiding from the police somewhere in Scotland. He is wanted for crimes against the comic-strip form. (Page 168)

LEE MODER

There is no Lee Moder! He doesn't draw *Legion of Super-Heroes*! He didn't draw *Batman: The Last Angel* and *Wonder Woman* for DC! Now leave him alone! (Page 58)

TOM MORGAN

Tom is the only person on the planet who does a Six Million Dollar Man impression. Why? We don't know. Also, Tom has drawn comics for Marvel and DC for over 12 years. (Page 137)

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 30)

MARK A. NELSON

Mark grew up 75 miles away from the center of the North American continent in Grand Forks, North Dakota. It's no wonder he's married, has four cats, one dog, and draws comics. (Page 174)

JEFF NICHOLSON

Jeff is best known for his work *Through the Habitrails*, which has been released in a new edition in 1996. A one-shot issue of Vertigo's *The Dreaming* is forthcoming. (Page 120)

JOE ORLANDO

A leading writer-editor-designer-cartoonist-illustrator in comics since 1950, Joe was Vice-President/Creative Director for DC Comics and Associate Publisher of *MAD* until his retirement in 1996. (Page 144)

TAYYAR OZKAN

Tayyar is a Turkish-born Kurd living in New York. His artwork has appeared in *World War 3 Illustrated* and *Heavy Metal*. He drew *La Pacifica*, written by Joel Rose and Amos Poe, the first graphic novel in the Paradox Mystery line. (Page 14)

TOM PALMER

He used to work for them. Now he works for us. (Page 134)

RICK PARKER

Rick is the uncrowned King of the Known Universe, a role which he takes very seriously and handles with great humility. If you see him on the street, it is not inappropriate to ask him to grant a royal favor. (Page 180)

BRUCE PATTERSON

Bruce Patterson is a mystery, wrapped in an enigma, dipped in a light batter, deep fried to a golden crunch, and served with a side of fries and a cool beverage. (Page 7)

KAREN PLATT

Karen's work includes her own books *Dolo Romy* and *Oubliette*, and art for various magazines. Most recently, she worked as an assistant to Peter Gross on *The Books of Magic* for DC/Vertigo. (Page 87)

GORDON PURCELL

Gordon was found in a block of ice and thawed out long enough to work on three different *Star Trek* books, *Flash, Silver Surfer, Mad Dog*, and currently, *The X-Files*. He lives in Minnesota with his wife Debra and their son Jack. (Page 26)

FRANK QUITELY

Born Glasgow, Scotland. Worked on self-published comics while freelancing for several years. Became a full-time comic artist in early 1993. Currently working on *20/20 Visions* for DC/Vertigo. (Page 22)

RICHARD PIERS RAYNER

Richard was the Russ Manning Award-winner for Most Promising Newcomer in 1989, and has illustrated *Dr. Fate, L.E.G.I.O.N. '90, Swamp Thing* and *Hellblazer*. He is also drawing *Road to Perdition*, an upcoming graphic novel in the Paradox Graphic Mystery line, written by Max Allan Collins. (Page 84)

RALPH REESE

Ralph is actually a six-armed headless robot that escaped from a government laboratory and left a trail of molested and brokenhearted household appliances across the midwest. (Page 106)

WM. MARSHALL ROGERS

—was born at the beginning of the half-century and is still alive. (Page 78)

JAMES ROMBERGER

James smokes like a fiend and probably only got this job because he tried to light up in the DC offices.

JOE SACCO

Joe is the author of *Palestine*, which won the American Book Award and is published by Fantagraphics. Currently, he is working on a series of stories about his experiences in Bosnia. (Page 46)

VAL SEMEIKS

Not everything Val Semeiks draws has been a loser. His published work extends from *MAD* to mainstream comics, including stints on *Lobo, Wolverine*, and *The Demon*. (Page 60)

MARIE SEVERIN

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—and will stay there doing her thing till she gets it right! (Page 50)

ERIC SHANOWER

Eric's comics work includes *An Accidental Death, Prez: Smells Like Teen President*, and the *Oz* graphic novels. He was the recipient of a 1995-1996 fellowship from the New Jersey Council on the Arts. (Page 171)

SCOTT SHAW!

Scott writes and draws cartoons for commercials (Fruity and Cocoa Pebbles cereals), TV shows (*Hey Arnold*), CD album covers (Dr. Demento, The Monkees), funnybooks (*Radioactive Man, Tex Avery's Comics and Stories*), and lots more... (Page 10)

WILL SIMPSON

When his "Maw" kicked him out and said, "Go to work!", his seething rage polluted the atmosphere in a number of ready-to-wear creations: *Big Ben*, various *2000 AD* characters, *Hellblazer, Vamps*, and *Batman: Legends of the Dark Knight*. (Page 140)

TED SLAMPYAK

Ted created, wrote, and drew *Jazz Age Chronicles* for Caliber Press, pencilled *Neil Gaiman's Mr. Hero* for Big Entertainment, and *Roadways* for Cult Press. He lives in Bristol, Pennsylvania with poet/writer Rachel Astarte Piccione. (Page 128)

ROBIN SMITH

Robin was the art director for *2000 AD*, and an artist on *Judge Dredd*. He is the illustrator of *Green Candles* and *The Bogie Man* (forthcoming), two graphic novels in the Paradox Graphic Mystery line. (Page 52)

JOE STATON

Joe has worked for Marvel on *The Incredible Hulk*, and for DC illustrating *Superman, Batman, Plastic Man, Green Lantern*, and many others. Joe illustrated *Family Man*, a graphic novel in the Paradox Graphic Mystery line written by Jerome Charyn. (Page 124)

TOM SUTTON

Sutton should get more money than the other artists. He uses three times as much ink. Is India Ink made from real Indians? It's getting darker. (Page 40)

WARD SUTTON

Ward is: a syndicated cartoonist (*Ward's Cleaver, Schlock 'N Roll*), a comic-book author (*Ink Blot*), a rock-poster artist (for Pearl Jam and Beck) and a freelance illustrator (*Rolling Stone, Entertainment Weekly*, and others). (Page 166)

BRYAN TALBOT

Bryan's award-winning work has ranged from *Nemesis, Judge Dredd, Luther Arkwright, Batman, Sandman*, and his recent *The Tale of One Bad Rat*. Current work: writing for *The Dreaming*. (Page 8)

B.K. TAYLOR

B.K. was a staff writer on ABC's *Home Improvement* and Nickelodeon's *Eureeka's Castle*. His art and comics have appeared in *MAD, National Lampoon, Sesame Street Magazine*, and many others. (Page 72)

TY TEMPLETON

Templeton is a big loser. Let's face it, the guy's a bum. Other than his wonderful wife and kids, what does he have? Health? Okay, maybe... Friends? Well, one or two... A job writing and drawing Batman comics? Yeah? So what? He's still a schmuck! (Page 44)

KIRK TINGBLAD

When not directing *Pinky and the Brain* cartoons, this bloated son-of-a-bitch sits in front of the TV swilling Everclear and eating Tuna Helper right out of the box. Christ, he's awful. (Page 71)

STEVE VANCE

Steve writes, draws, and hatches crackpot schemes for global domination in the comfort of his secret underground base somewhere in Southern California. He is now busily researching the forthcoming *Big Book of Vice* for Paradox Press. (Page 21)

ALEX WALD

Alex is currently riding high in the charts with covers for *Supersnazz, The Galaxy Trio*, and *Southern Culture on the Skids*. He has frolicked nude on Mt. Fuji, but was demurely clothed for his July, 1968 *Playboy* pictorial. (Page 6)

ANDREW WENDEL

Andrew was a portrait artist for *The New Yorker* and is fueled by passions for music, cycling, and the bizarre. His work has also appeared in three Paradox Big Books: *Urban Legends, Death*, and *Conspiracies*. (Page 16)

ALAN WEISS

Alan has worked for DC, Marvel, Defiant, and Broadway Comics and has split his time between comics and advertising. (Page 112)

ART WETHERELL

Art would like to unite all the Arthurs working in comics and put out a book called Arthur Comics (which is a song by a previous incarnation of the Blue Oyster Cult). (Page 66)

SHANNON WHEELER

Shannon is the writer/artist/creator of *Too Much Coffee Man*, published by Adhesive Comics. (Page 29)

GAHAN WILSON

Gahan's cartoons have appeared in *Playboy, The New Yorker, Gourmet, Punch, Paris Match*, and many other publications. He has had sixteen collections of his cartoons published. He is also the author of *The Big Book of Freaks* from Paradox Press. (Page 76)

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