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**RICK
VEITCH**



The

One

**THE LAST WORD
IN SUPERHEROICS**

The Big Sleep

CAUTION:

MIND IRRITANT. MAY BE FATALY INSIGHTFUL
IF SWALLOWED.

#1 OF 6

Always sort your
comics before use.
Separate comics
into stacks of
similar type. Be
sure to grade items
before use.

CAUTION:
If THE ONE
sticks in brain,
wash thoroughly
with television
sitcoms and
blockbuster films.

Ingredients:
Paper, ink,
glue,
story,
idea,
blood,
sweat,
tears,
hopes,
dreams,
lots of word
balloons,
and just
a few
captions.
100% readable.

Plus:
PUZZ FUNDS



McLUHAN CENTER CLAIMS A-BOMB MAY BE BENEFICIAL

TORONTO - Marshall McLuhan, who before his death in 1980 changed how the world understood the effects of media, dictated his writings from inside a small cottage on the University of Toronto campus. Today, his followers operate out of the same cottage, researching a line of thought more outrageous than any of McLuhan's previous theories.

They are developing the concept of nuclear weapons as media. And strangely enough, have concluded that the A-bomb might well be a positive thing.

"I'm absolutely delighted the bomb is there," Derrick de Kerckhove, acting director of the McLuhan Program in Culture and Technology, told reporters. "It's about time we had something to bring us together."

Their theory is that the bomb has evolved into a cultural myth, similar to those held by all world religions. They suggest this myth has been integrated as a physical part of every person's brain and is ultimately acting to unify civilization.

Marshall McLuhan was famous for his claim that the media shapes the thoughts of people on a mass scale; a concept he indelibly phrased as, "The medium is the message." McLuhan had begun to explore the idea of nuclear weapons as the ultimate information medium before his death. Just as Mr. McLuhan scandalized academia by suggesting that television is beneficial, his followers at the McLuhan Program in Culture and Technology are saying the same thing about nuclear weapons.

"The more bombs the better!" states Mr. de Kerckhove, who favors deployment of Pershing 2 and Cruise missiles in Europe. "I'm sorry that warheads are not widely distributed in public places, such as markets."

The McLuhan Program argues that the bomb transcends its military origins to have evolved into a new universal myth, inescapable for all but the completely ignorant. "You can't do what you want with the bomb," Mr. de Kerckhove said. "The bomb does what it wants with you."

The argument is that nuclear weapons bind people together psychologically in a way that has not been collectively experienced since the Middle Ages; a theory that is increasingly shared by many neuroscientists. They suggest the shared myth of collective suicide has physically changed the manner in which the billions of synapses connect in people's brains.

Neurologists have known that changes in thought and perception physically affect the brain. "The brain can re-wire itself and can reorganize under environmental influences," said W.G. Tatton, the director of the University of Toronto's Playfair Neuroscience Unit, who is part of the McLuhan program. "If you've got massive trauma laid on a culture, there are similar modifications."

Mr. de Kerckhove says these physical alterations to our brains will insure that the bomb will not be used. So confident is he that he does not support disarmament. "Continuing to hang on the precipice is necessary for the new attitude to emerge."

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IN THE
BEGINNING,
I WAS ONLY
IN IT FOR
THE BUCK...

...THE BIG SLEEP,
THE SUPERIORS...
THESE WERE
UNFORESEEN.



IT WAS
STILL THE
ATOMIC AGE
THEN...

PEOPLE WERE VERY
NERVOUS IN THOSE DAYS,
AND RIGHTLY **SO!** THERE
WERE ENOUGH NUCLEAR
WEAPONS WAITING IN
HIDDEN SILOS TO FULFILL
THE DARKEST FEARS OF
EVERY MAN, WOMAN
AND CHILD ON EARTH!

IT WAS A
SITUATION CRYING
OUT TO BE
EXPLOITED!



THE GOVERNMENTS
WERE **DINOSAURS**--
UNAWARE THAT EVOLUTION
HAD PASSED THEM BY...

I WAS ABLE TO GET CLOSE
ENOUGH TO TWO OF THE
DUMBEST TO REACH RIGHT
UP AND GRAB THEM BOTH
BY THE **COURAGE!**



THEN, I BEGAN
TO **SQUEEZE!**



THE BIG S

ITCH--
FOR GOD'S SAKE,
STOP IT NOW,
WHILE THERE'S
STILL TIME!

I DON'T KNOW HOW
IN HELL YOU'VE GOT
CONTROL OF OUR
SHIPS, BUT...

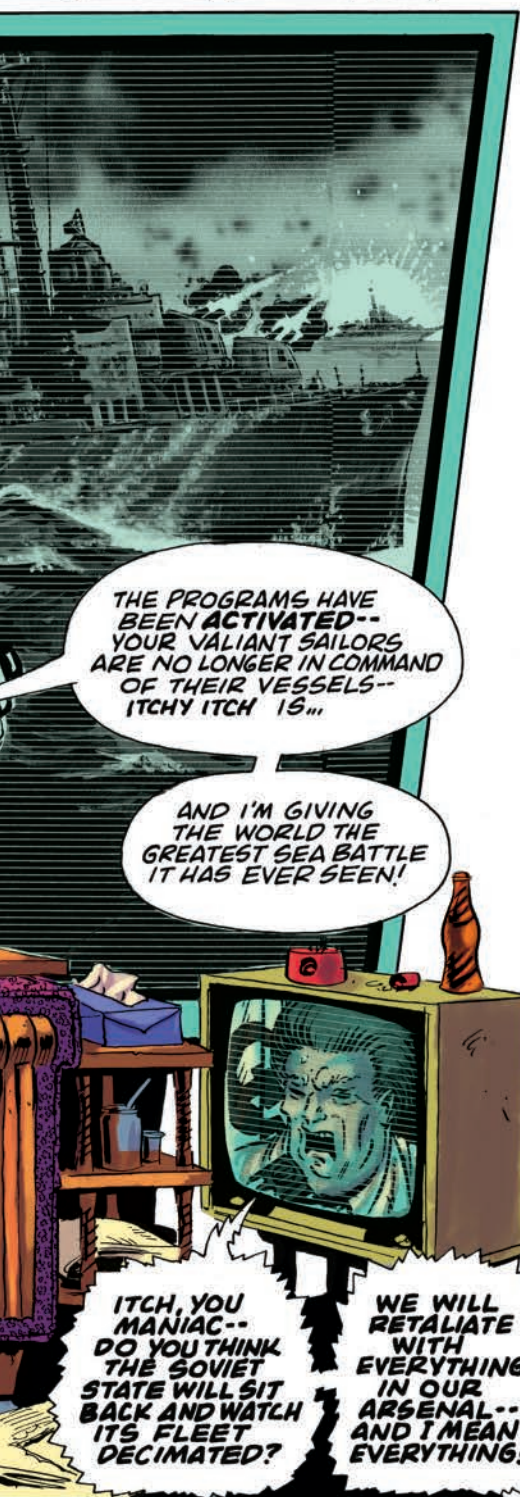
MISTER PRESIDENT,
MY COMPANY HAS BEEN
SUPPLYING ADVANCE
COMPUTER EQUIPMENT
TO BOTH YOUR NAVIES
FOR OVER A DECADE.

IT WAS ABSURDLY
SIMPLE TO INCLUDE
A SECRET DEADMAN
PROGRAM IN EACH
SYSTEM WE
INSTALLED.

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RICK
VEITCH



LEEP

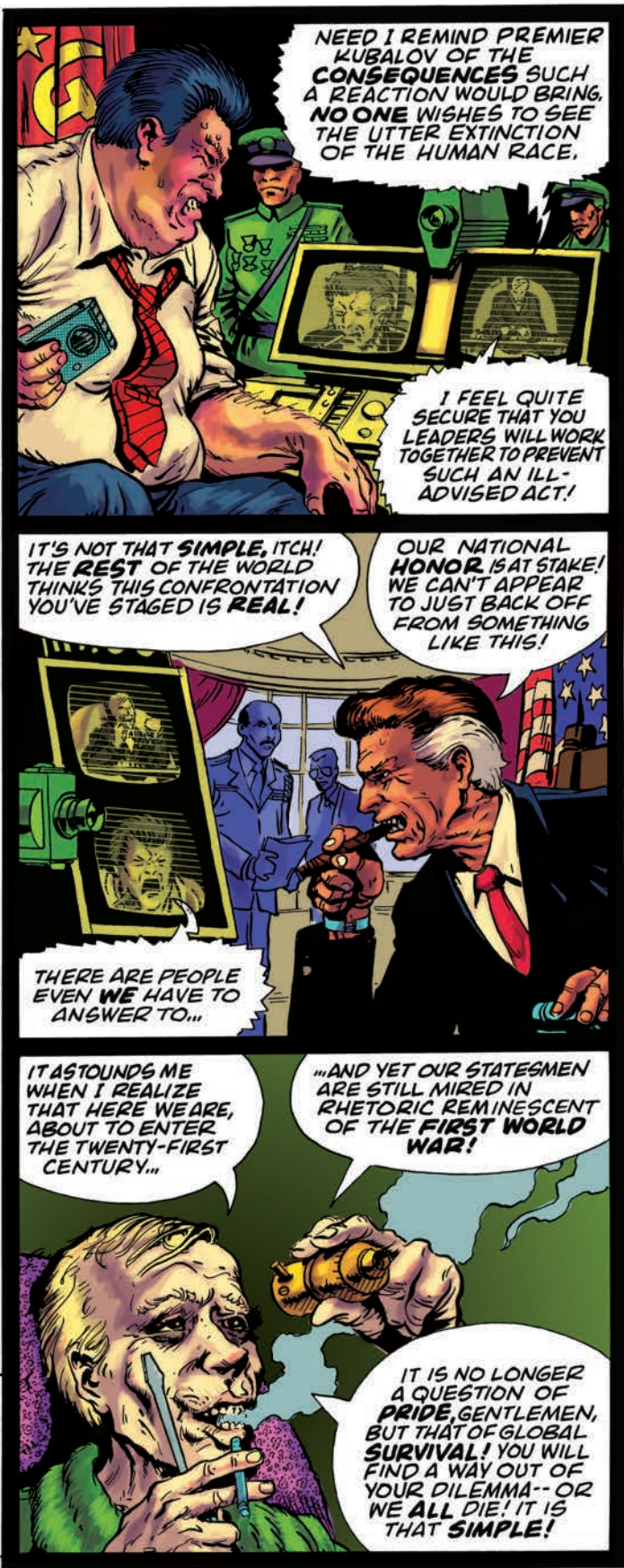


THE PROGRAMS HAVE BEEN ACTIVATED-- YOUR VALIANT SAILORS ARE NO LONGER IN COMMAND OF THEIR VESSELS-- ITCHY ITCH IS...

AND I'M GIVING THE WORLD THE GREATEST SEA BATTLE IT HAS EVER SEEN!

ITCH, YOU MANIAC-- DO YOU THINK THE SOVIET STATE WILL SIT BACK AND WATCH ITS FLEET DECIMATED?

WE WILL RETALIATE WITH EVERYTHING IN OUR ARSENAL-- AND I MEAN EVERYTHING!



NEED I REMIND PREMIER KUBALOV OF THE CONSEQUENCES SUCH A REACTION WOULD BRING. NO ONE WISHES TO SEE THE UTTER EXTINCTION OF THE HUMAN RACE.

I FEEL QUITE SECURE THAT YOU LEADERS WILL WORK TOGETHER TO PREVENT SUCH AN ILL-ADVISED ACT!

IT'S NOT THAT SIMPLE, ITCH! THE REST OF THE WORLD THINKS THIS CONFRONTATION YOU'VE STAGED IS REAL!

OUR NATIONAL HONOR IS AT STAKE! WE CAN'T APPEAR TO JUST BACK OFF FROM SOMETHING LIKE THIS!

THERE ARE PEOPLE EVEN WE HAVE TO ANSWER TO...

IT ASTOUNDS ME WHEN I REALIZE THAT HERE WE ARE, ABOUT TO ENTER THE TWENTY-FIRST CENTURY...

...AND YET OUR STATESMEN ARE STILL MIRED IN RHETORIC REMINESCENT OF THE FIRST WORLD WAR!

IT IS NO LONGER A QUESTION OF PRIDE, GENTLEMEN, BUT THAT OF GLOBAL SURVIVAL! YOU WILL FIND A WAY OUT OF YOUR DILEMMA-- OR WE ALL DIE! IT IS THAT SIMPLE!



AT FIRST, FOR SOME REASON, I WASN'T AFFECTED BY THE **BIG SLEEP**.

I DON'T KNOW WHY-- I WAS JUST AS SCARED AS EVERYONE ELSE.



I'LL NEVER FORGET WHEN THE NEWS FIRST HIT.

I WAS AT THE GALLERY. THE MAN THERE SAID HE WOULD SHOW MY PAINTINGS... IT **SHOULD** HAVE BEEN ONE OF THE HAPPIEST MOMENTS OF MY LIFE.



THEN HIS WIFE CAME IN. SHE WAS PALE--BUGEYED. AT FIRST I THOUGHT SHE SUSPECTED SOME HANKY-PANKY BETWEEN ME AND HER HUSBAND, Y'KNOW?

SHE FINALLY CROAKS OUT WHAT HAD JUST COME OVER THE T.V.-- THE BIG NAVAL BATTLE, THE PRESIDENT PUTTING THE NUCLEAR FORCES ON ALERT. IT HAPPENED SO QUICKLY! LIKE ALL OF A SUDDEN, IT WAS JUST... **WAR!!**



I THREW UP TWICE ON THE WAY HOME. THE CITY WAS **BEDLAM!** IT WAS AS IF THE WHOLE WORLD HAD FLIPPED OUT ON ANGEL DUST.

ALL I COULD THINK OF WAS MY BABY-- HOW HE'D NEVER HAVE A CHANCE TO GROW UP.

POOR LITTLE LARRY.

