

John G. Avildsen directed the first and last, Stallone all the others). Death becomes a motif in the next two sequels, giving "The Italian Stallion" a motivation to overcome his fear that he cannot live up to his former iron-willed standards.

In *III* (1982), distracted by Mickey's death, Rocky loses an exhibition match but then hires Apollo as his new trainer and roars back to victory in even more graphic images than the first two films. *IV* (1985) has Rocky avenging Apollo's death in a match with a biologically engineered monster from the U.S.S.R. Rocky in the last installment (1990) is in debt to the IRS and, unable to fight because of brain damage, becomes a trainer; his protégé defects to an unscrupulous promoter and wins the championship, but Rocky takes him apart in the Philly streets, endearing himself to his fans one last time.

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Ken Burke

Rocky and Bullwinkle (1959-1972) were the animated stars of the first original network cartoon show. Bullwinkle J. Moose and Rocket J. Squirrel remain as popular today as they were 40 years ago.

Jay Ward co-creator of the show, was a Berkeley, Cal. real estate broker who got interested in the infant television medium. He co-created *Crusader Rabbit* with Alexander Anderson, a nephew of animation pioneer Paul Terry. After test airings in 1948, Ward sold the series from city to city, and *Crusader Rabbit* debuted in 1949 as the first original television cartoon. Ward proposed other series, returning to his real estate practice when financially necessary. In 1959, he teamed with veteran writer and animator Bill Scott to create *Rocky and his Friends*, which debuted as a weekday series on ABC on November 19, the first original network cartoon show (a 1957 revival of *Crusader Rabbit* was sold to NBC's owned and operated stations).

The 28 Rocky and Bullwinkle stories comprised 4 to 40 segments, with cliffhanger endings punctuated by gag titles narrated by William Conrad ("Be with us next time for 'Transatlantic Chicken' or 'Hens Across the Sea!'"). Scott undertook the role of big-hearted, dim Bullwinkle, while June Foray played plucky Rocky, the Flying Squirrel, and Pottsylvania's own Natasha Fatale. Paul Frees played that "heel without a soul," Boris Badenov. Each story involved a discovery like the Ruby Yacht of Omar Khayyam; the "Rue Brittonia" tattoo on Bullwinkle's foot signifying that he was the rightful Earl of Crankcase; Bullwinkle's football career at Wossamatta U.; or the Kurward Derby, which makes its

wearer the smartest person in the world. Boris and Natasha hatched "fiendish plots" to "get Moose and Squirrel."

Other parts of the show included "Fractured Fairy Tales," narrated by Edward Everett Horton, "Aesop and Son," and "Peabody's Improbable History," where genius dog Mr. Peabody visited historical figures with his boy Sherman.

After two seasons, NBC picked up the series, expanded with new segments, especially "Dudley Do-Right," a send-up of old-time melodrama, complete with Snidely Whiplash in black cape. The retitled *Bullwinkle Show* (see entry) hit prime time Sunday evening, September 24, 1961, as the lead-in to *Disney's Wonderful World of Color*, which had also been raided from ABC. *Bullwinkle* was NBC's entry in the prime-time animation derby started by *The Flintstones*, but it lasted only one season. NBC moved it to Sunday afternoons in 1962, then Saturday mornings. It returned to ABC in 1964, to be broadcast Sunday mornings until 1972, then went into syndication. Continued interest in the characters prompted the 2000 release of the feature-length film *The Adventures of Rocky and Bullwinkle*.

Ward produced two other cartoon series for ABC. *The Adventures of Hoppity Hooper*, in 1964, teamed a young frog with Fillmore Bear and Waldo Wigglesworth, a fox who ran a medicine show and various get-rich-quick schemes. *George of the Jungle* hit in 1967. The dim-witted Tarzan takeoff was supported by "Super Chicken" and race car driver "Tom Slick." Ward starred Bullwinkle in a series of Cheerios commercials, and later designed Cap'n Crunch for Quaker Oats, producing their commercials for several years. He also produced the syndicated *Fractured Flickers*, a hodge-podge of silent film clips with added comic dialogue hosted by Hans Conreid. Ward continued to promote his creations until his death in 1989, making appearances at conventions and campuses, and organizing film festivals.

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Mark McDermott

Rocky Horror Picture Show, The (1975), was a film adaptation of Richard O'Brien's stage musical, which had opened in London in 1973. The film appealed to both young and gay audiences with its combination of glitter rock popularized in the early 1970s by David Bowie, Gary Glitter, Alice Cooper, and the New York Dolls, among others (Marchetti 766). Drawing on camp humor and theatricality, the plot of the film revolves around two young lovers, Brad Majors (Barry Bostwick) and Janet Weiss (Susan Sarandon), who, following their recent engagement, seek out their former science professor, Dr. Everett Scott (Jonathan Adams). Car trouble