

NO. 4

FROM OFF THE STREETS OF CLEVELAND COMES

\$2.00

AMERICAN SPLENDOR

ALL STORIES BY
HARVEY PEKAR

ART BY
GERRY SHAMRAY
MICHAEL GILBERT
R. CRUMB
GARY DUMM

HEY BOB, HOW ABOUT IF I
TRADE YOU THIS SCROLL-LABEL
JEAN GOLDKETTE 78 FOR THAT
OLD ALLEN EAGER TEN-INCH
SAVOY L.P. YOU GOT? THIS IS A
VALUABLE 78 BUT I GOT IT ONNA
L.P. REISSUE, SO WHAT THE
HELL, OUTTA THE GOODNESS
O' MY HEART, I'LL LET
YA HAVE IT.

YEH, SURE, HARVEY... I LIKE
TO KEEP SOME REPRESENTATIVE
BOP STUFF AROUND, BUT IF YOU
REALLY WANT THIS GEM THAT
BAD I GUESS I C'N LET IT GO...

WHAT A
SUCKER!



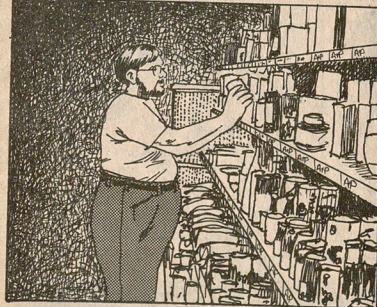
IN THIS ISSUE:
STORIES ABOUT RECORD
COLLECTING AND
WORKING

CRUMB
& PEKAR

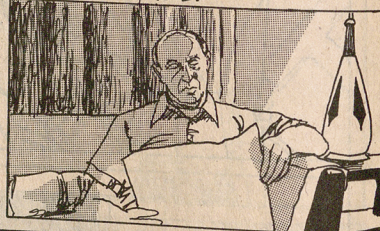
HIS FATHER HAD TAKEN OVER THE STORE IN 1936 FROM A BROTHER-IN-LAW. AT THAT TIME THE OLD NEIGHBORHOOD IN WHICH IT WAS LOCATED AND IN WHICH HERSCHEL'S FAMILY LIVED HAD A VARIED POPULATION, CONTAINING JEWS, ITALIANS, BLACKS AND SOME SLAVS.



HERSCHEL'S FATHER HAD DONE FAIRLY WELL AT FIRST, BUT AS SUPERMARKETS MOVED INTO THE NEIGHBORHOOD, HIS BUSINESS SUFFERED UNTIL IT BECAME MARGINAL.



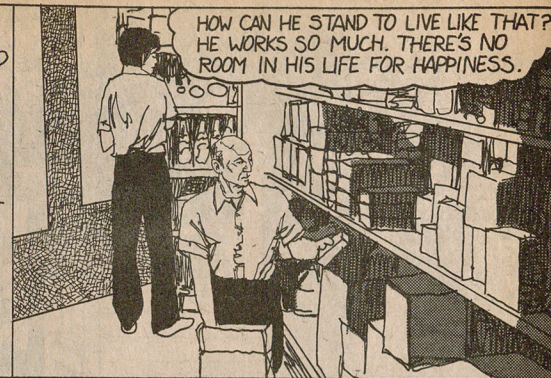
HE WORKED SEVEN DAYS, NINETY HOURS A WEEK, GETTING UP BEFORE DAWN TO BUY PRODUCE FROM THE WHOLESALE MARKETS, COMING HOME AFTER DARK, EXHAUSTED. THEN HE ATE SUPPER, READ THE JEWISH NEWSPAPER, SOMETIMES STUDIED THE TALMUD AND LISTENED TO CANTORIAL RECORDS, AND WENT TO BED.



IT TORE HERSCHEL APART TO SEE HIM LIVE LIKE THIS. CIRCUMSTANCES HAD CAUSED HIS FATHER TO EARN A LIVING IN THE GROCERY, BUT HE WAS NOT A BUSINESSMAN AT HEART. HE WAS AN INTELLECTUAL, A TALMUDIC SCHOLAR WHOSE KNOWLEDGE WAS ADMIRABLE BY HIS PEERS.



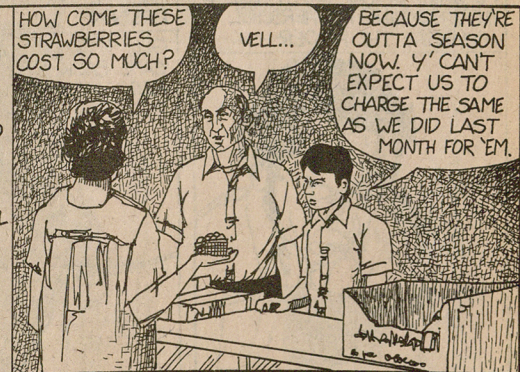
HERSCHEL'S FATHER HAD SUFFERED IN POLAND BEFORE COMING TO AMERICA AND WAS ABLE TO COME TO TERMS WITH HIS GRIM LIFE IN THE U.S. BUT JUST THINKING ABOUT LIVING THE WAY HIS FATHER DID TERRIFIED HERSCHEL AND MADE HIM WANT TO RUN FROM THE STORE.



THE ATTITUDE OF THE PEOPLE IN THE NEIGHBORHOOD TOWARD HIS FATHER AND HIS STORE BOTHERED HERSCHEL. HE FELT BITTERLY AFFRONTED WHEN HE SAW SOMEONE GOING PAST WITH GROCERIES FROM A COMPETING SUPERMARKET, EVEN THOUGH HE KNEW THE SUPERMARKETS COULD AFFORD TO CHARGE LESS AND CARRY A GREATER VARIETY OF ITEMS THAN HIS FATHER BECAUSE THEIR VOLUME WAS LARGER.



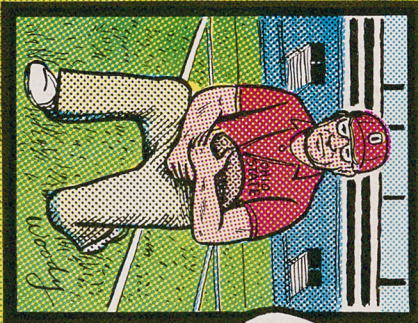
HERSCHEL'S FATHER WAS AN EXCEPTIONALLY HUMBLE, HONEST AND GENEROUS MAN, AND IT SICKENED AND INFURIATED HERSCHEL WHEN A CUSTOMER STATED OR IMPLIED THAT HIS PRICES WERE TOO HIGH. HERSCHEL OFTEN TOOK IT TO MEAN THAT THE CUSTOMER WAS QUESTIONING HIS FATHER'S HONESTY.



DISC TOPICS

Concept & Writing by Harvey Pekar Art by Gary Dumm

\$1.50 - WOW,
THAT'S REALLY CHEAP
FOR A CLIFFORD
BROWN RECORD.



YEAH, WELL THE
FANS AREN'T BUYIN'
CLIFFORD LIKE THEY SHOULD,
SO I'M GONNA GIVE IT
TO YA AT A LOSS.

THE RECORD EXCHANGE
BUY-SELL-TRADE

JAZZ R-2

G. DUMM '79