

A series of provocative and unstintingly complimentary assertions

concerning:

a field guide to

LESSER DEITIES

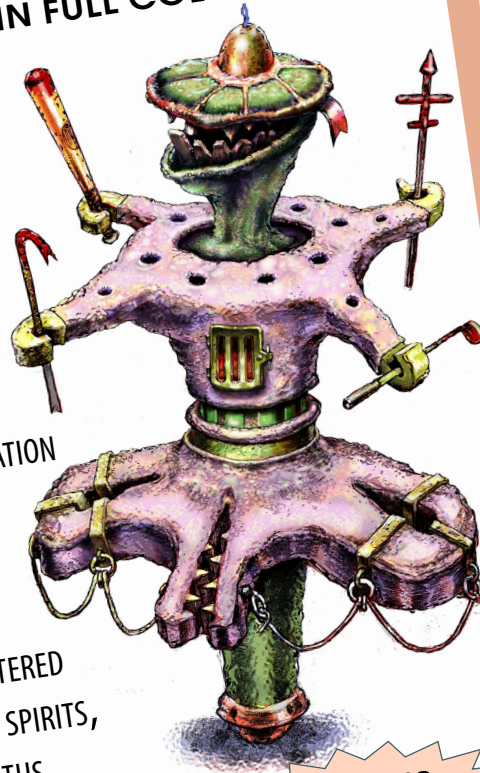
60 DEITIES IN FULL COLOR

A HANDY & AUTHORITY POCKET REFERENCE

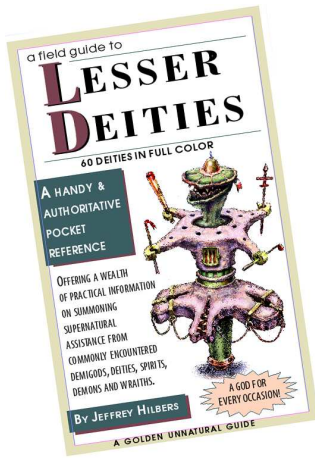
OFFERING A WEALTH OF PRACTICAL INFORMATION ON SUMMONING SUPERNATURAL ASSISTANCE FROM COMMONLY ENCOUNTERED DEMIGODS, DEITIES, SPIRITS, DEMONS AND WRAITHS.

BY JEFFREY HILBERS

A GOLDEN UNNATURAL GUIDE



A GOD FOR EVERY OCCASION!



A FIELD GUIDE TO LESSER DEITIES

By Jeff Hilbers

The book at a glance



- *A Field Guide to Lesser Deities* is intended as a free-spirited parody of supernatural bestiaries, demon encyclopedias, and magic spell recipe books. It portrays a winsome and troubled pantheon of non-corporeal entities at their very best and worst.
- The book seeks to imitate the tone and appearance of the well-known “Golden Nature Guides.” *A Field Guide to Lesser Deities* portrays itself as a quick and authoritative pocket reference for anyone who is out in the wild, messing about with supernatural entities. Demon-wrangling is tricky business after all, and anything that CAN go wrong, WILL go wrong. The book offers a handy lifeline to anyone whose immortal soul may or may not be in jeopardy.
- The book treats readers to a handsome ensemble of rather unlikely godlike beings, all of whom are utterly imaginary and not to be found in any existing supernatural tradition. Each of these god-demon-things is described principally in terms of how a human might interact with it, so as to gain its favor and become the happy beneficiary of its divine intercession.

Insofar as this book is offered as a practical “guide,” each deity is presented in a standardized 2-page format with repeating motifs, including:

- Deity name
- Deity realm of interest
- The sort of human most likely to seek the patronage of the deity
- A paragraph of general commentary
- How to invoke the deity
- What gift to offer the deity for its assistance
- The reward one might expect from the deity
- An illustration of a talisman which the deity will recognize as a welcoming inducement
- The habitats where the deity can most likely be found
- A map demonstrating the general geographic range where the deity might be encountered
- A bulleted section detailing unusual features
- A large illustration of the deity, including itemized annotations of major features

THE IN-BIRD-ER-ATOR

DESTROYS ANNOYING NOISES AT THE UGLY SOURCE

DEITY OF: PEACE AND QUIET

PATRON OF: HOMICIDAL LIBRARIANS

What could be worse than having flocks of songbirds loose in one's house, apartment, double-wide, or improvised cardboard shelter? Plenty of things could be worse, but we'll get to that later!

Eliminating unwanted sources of household and neighborhood racket is now as easy as driving across town to one of the last 5 Sears stores in the world, and buying the Lady Kenmore In-bird-erator.

Once you have plugged in this ready-made demon-haus, it will emit a signal to attract the autonomous Noise-Denouring Spirit, and voila, your In-bird-erator is ready to trap any old noisy thing (particularly the typical shabby bird) and convert it to a pleasant smelling paste.

The In-bird-erator will also effectively neutralize barking neighbor dogs, barking neighbors, inconsiderate teenagers, squalling brats, and beow axes. All that's left to do is dispose of the paste and enjoy the blessed silence.

YOUR INVOCATION
"Turn that damn thing off or I'll kill you."

YOUR OFFERING
With high-tech hardware on your side, it's never been easier to practice dark magic. The Lady Kenmore In-bird-erator does the work for you.

It automatically attracts, authenticates, and synchronizes the demon to its new home, employing modern "plug and play" technology. Guaranteed to Star-Hungry! and Jay-Hungry! for all eternity.

YOUR REWARD
The lucky In-bird-erator owner will never have to listen to any common household noise again, particularly if he sneezes or farts or talks to himself.


HIS TALISMAN



HABITAT

- Available in free-to-dial porch form in the garden section of your local Sears.
- In its natural setting, on double-mountains, devoid of life (just a cardboard).
- In urban settings, found near uncolored homedies.

PRINCIPAL RANGES



OTHER FEATURES

- As with all spiritio-electric appliances, exercise caution in its presence.
- Never touch the appliance once it is plugged in (not even during a power failure, or it will convert you to paste).
- A noisy refusal from speaking (if the appliance or hearing against it, the worse thing again).

Annotations:

- Assemblingly realistic plastic songbird decoys
- Tough plastic construction guaranteed to contain the savage monstrosity
- Clear signage to tell the wisest songbirds with a false sense of Comfort Inn security
- The demonization within
- Doubles as a nightlight
- 110 V A.C. UL approved

In addition to these deity-by-deity listings, other helpful sections are included, most of which are more or less consistent with the offerings of a “Field Guide.”

Sections such as How to Use this Book, Hints, Tips and Pedantry, Frequently Asked Questions, and Testimonials help to reinforce the fantasy that this is a bona-fide “super” natural guide. The book also includes genealogical trees and various appendices.

- The reader-user is encouraged to refer to this book for guidance while summoning up supernatural beings for assistance in everyday and commonplace situations.
- These Lesser Gods occupy delightfully narrow realms of influence, and the book focuses on those gods and realms which are germane to the (post-modern middle-class) human condition.
- The user of this book can invoke divine assistance in a great many quotidian situations. The following table indicates the sorts of advantage which these deities can offer a willing human participant.

The Lesser Deity	The Assistance It Might Offer
The Maltese Cryptoquip	Offers the solution for that elusive crossword puzzle clue
Princess Thunderbird	Helps promote carefree tourist-class travel and easy TSA passage.
Appalachian Folkway Plague	Liberates the supplicant from the curse of banjos, bluegrass, and mediocre folk genres
Il Padrone	Offers easy rates on short-term loans, winning picks at the track and complimentary pasta
Baron Goldilocks	Protects one from very bad haircuts and unwise fashion choices
Mr. Fix-It	Gives one a McGyver-like capacity for improvisational invention
Lucky Pierre	Guarantees the supplicant easy access to indiscriminate sex, with a continental je-ne-sais-quoi
Viceroy W.C.	Transforms any filthy public loo into a throne fit for the queen
Blackbeard the Babysitter	Provides an all-in-one “scared straight” regimen for the most spoiled and willful tot
Holy Macaroni	Offers life transformation using glue, glitter, egg cartons, popsicle sticks, and raw pasta
Emperor Smarty-Pants	Enables even the most fatuous clod to spew trenchant quotations and impressive facts
Ambassador Scatmouth	Teaches the timid to swear like salty sailors
The Innocent Bystander	Easily converts a criminal accessory into a mere astonished witness
Charming Fixer Upper	Provides guidance for finding that special property and flipping it
Inky-Dinky Parlez-Vous	Helps one compose and promote that top 40 novelty song
The Lyin’ King	Assists anyone who has trouble with the untruth to easily don a thin tissue of inaccuracy
La Dolce Cheapah	Provides access to fab bonus miles, casino comps, and restaurant coupons
The Blessed Turnstyle	Guarantees privileged access, in spite of one’s plain visage and unfashionability.
Scarlett’s Mojo Hand Y’all	Enables white folks to get funky
Pickles the Porpoise	Guides sober citizens thru the occasional unexpected binge-drinking spree
Burning Manster Hamster	Leads one to a perfected state of self-congratulation and narcissism
The Stuffed Dog	Keeps Rex, Fido and Patches on short defecatory leashes



- The Field Guide makes specific recommendations on how to conduct a successful transaction with each of these spirits, always with an eye to providing a practical outcome for the reader.
- The Guide will also offer tips on surviving forays into the nether realms (while keeping one’s underwear clean).
- The writing style is consistently satirical, with a tone that implies the nascent sorcerer should be careful what he wishes for. Offering a blend of Tom Robbins whimsy, Douglas Adams’ inventiveness and many Pythonesque drolleries.

SELLING THE BOOK - *THE MAIN POINTS*

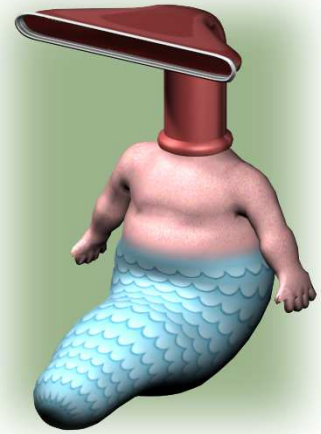
The popularity of invented mythologies

A Field Guide to Lesser Deities is an embroidered, invented and absolutely original mythology.

People love intricate stories about things that either don't exist, or cannot be demonstrated to *not* exist. Our fantasies are so much more attractive than reality, particularly when there is no way to concretely deny or refute them.

Thus, the world is filled with elves, witches, pixies, ghosts, science fiction, angels, animal spirits, pantheisms and A-list gods (both scolders and smiters). All of this invention leaves a wide debris trail composed of true believers, the intellectually feeble, fabulist narratives, exploitative ancillary merchandise, and some really big and dangerous institutions.

Lately, the world of pop culture has witnessed a wild proliferation of new mythologies, and leaves us in a world laden with Godzillas, zombies, flying saucers, X-men, Martians, vampires, werewolves, pods, Pokemons, Hellboys, Ghostbusters, Dr. Phils and Oprahs.



Satirical humor

A Field Guide to Lesser Deities seeks to portray an ironic pantheon of demons and demi-gods across a broad, satirical canvas.

No mainstream gods are blasphemed, and certainly no real world-theologies are ridiculed by name (maybe). However, the deist agenda is presented with tongue firmly in cheek, with an occasional droll droll. Dry humor and snarky commentary are available in gratuitous abundance, in the spirit of Douglas Adams, Will Cuppy, David Sedaris, James Thurber, Robert Benchley, Monty Python and The Goons.

The Nature Guide metaphor



In overall appearance and structure, *A Field Guide to Lesser Deities* is intended as a celebratory parody of the well-loved *Golden Nature Guides*.

Our invented *Field Guide to Lesser Deities* promises to be one in a series of equally imaginary *Golden UNNATURAL Guides*.

The original *Golden Guides* have a 60-year publishing history, and enjoy broad public recognition and interest.

A Field Guide to Lesser Deities imitates the style of the classic original series in look, feel, and general tone of practical purpose.

THE SUPERNATURAL - IN FILM AND VIDEO

SUPERNATURAL SALES

The products illustrated here are highly profitable mainstream entertainment properties, and they all share a very similar narrative context.

That narrative context includes witchcraft, demons, gods and other scary tomfoolery as expressed in the great European cultural tradition of eternal unhappiness and never-ending torture.

As Huck might say (if Huck lived in Laurel Canyon), "You can't swing a dead cat around here without hitting a successful filmic property based on supernatural themes and a well-dressed, under-aged shiksa."

These films and TV shows range in tone from deadly serious to deadly unserious, and many are quite amusing. Some actually intend to be amusing!



CHARMED

High-fashion witches cast the sort of spells that used to get people burned, or at least grounded.



BUFFY and ANGEL

In the Buffyverse, no expense is spared when it comes to demonic face putty, latex, and snazzy, undead fashion.



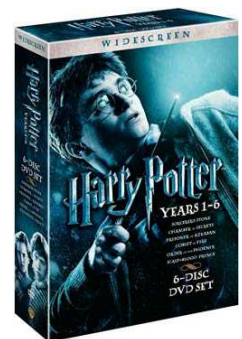
STARGATE

Various gangs of human thugs travel the universe pounding on aliens who impersonate gods for the sake of enslaving you-know-who.



CONSTANTINE

Keanu (Hellblazer) on another excellent adventure in his own private half-demon, half-normal Idaho.



HARRY POTTER SERIES

These massively popular stories are all based on full-frontal sorcery and runaway demon worship. Hogwarts wouldn't last 10 minutes in Iran or Alabama.



SABRINA

Yet another suburban witch family busy casting middle-class spells. The cat puppet steals the show.



SANCTUARY

In this TV series a scientist forms her own personal Department of Social Services for homeless and abused demons.

POPULAR MYTHOLOGIES - IN PRINT

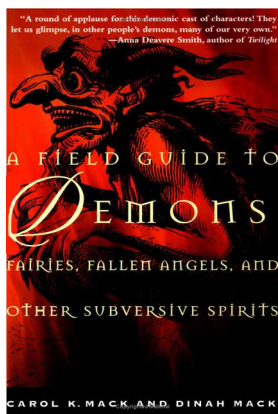
UNUSUAL SITUATIONS

Unusual situations may require unusual reference material!

Fortunately, the publishing industry has forseen many of these rather unlikely eventualities, and is 110 percent on top of the situation.

A Field Guide to Demons

by Carol and Dinah Mack
Published by Arcade

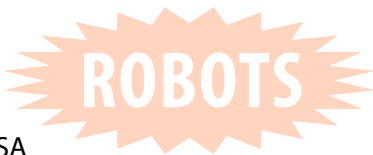


A demonic dictionary detailing interesting profiles of various historical supernatural beings. It includes information about scores of demons drawn from mythological traditions across the globe and throughout history. While not intentionally humorous, it is quite informative.

How to Survive a Robot Uprising

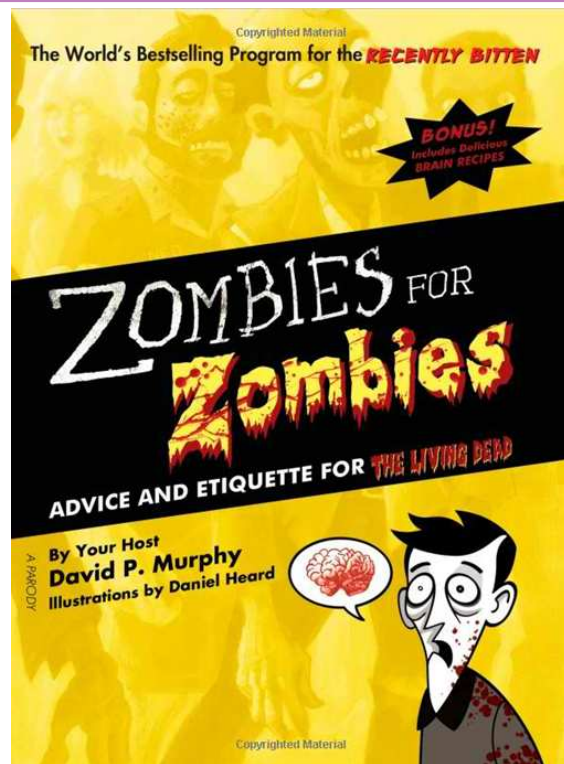
by Daniel H. Wilson
Published by Bloomsbury USA

This hilariously deadpan book contains all the wisdom you'll ever need to fend off the coming robot uprising, and the attendant human apocalypse.



Using irony, sarcasm and dry humor, the author dances on the thin line dividing reality and farce.

Defend yourself and your planet against the onslaught of cyber-evil at your door and in your kitchen.



Zombies for Zombies

by David P. Murphy
Sourcebooks Inc.

Today, there is a vast unholy army of books exploiting the contemporary fascination with zombies.

This one positions itself as an essential accessory for the recently infected and an invaluable resource for the unexpectedly, precipitously, undead.

Since we are all destined to become zombified eventually, this book is a must-have. It addresses a "host" of newbie undead issues, including:

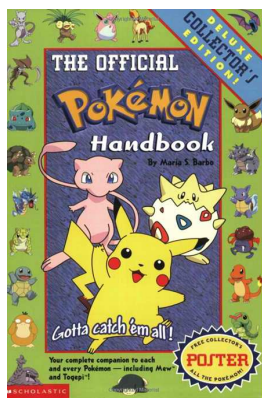
- * Dance steps for the motor-impaired,
- * Tips for overcoming social stigma
- * Fitness ideas for the only mildly energetic
- * New skin-care nostrums to ward off "rotting flesh syndrome"
- * Quick and easy recipes using brain



POPULAR MYTHOLOGIES - IN PRINT

THE RIDICULOUS and/or THE SUBLIME

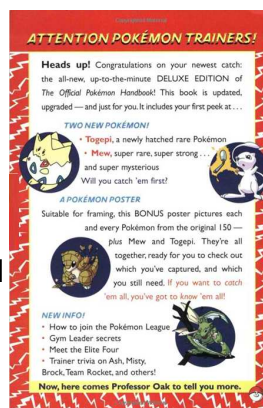
One man's fantasy role-playing adventure is another man's hike up Golgotha. How- ever shall we distinguish our Pikachus from our Seraphimi from our Baals and Be-el-zeee- bubs (they all look so much alike, and are so attractive and stylish!)? A trip to the bookstore can clear up all these questions once and for all.



Pokemon Handbook

By Maria Barbo
Published by Scholastic

While the world of Pokemon may be for the relatively young, it nonetheless represents a complex and extra-special layer of very unusual reality. This monster guide is for 12-year-olds of all ages.



A WORD FROM PROFESSOR OAK

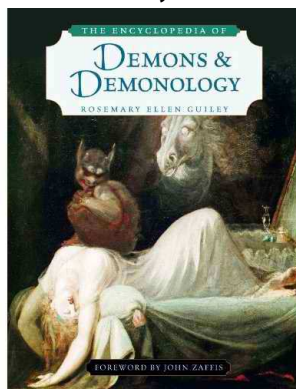
Welcome to the Pokémon legend! I'm Professor Oak. I guess you could call me something of an expert on all things Pokémon. (That's pronounced POH-kay-mah.) Over the years I've seen hundreds of new trainers get their very first Pokémon—including my own grandson, Gary. I don't collect my own Pokémon anymore. (I like to leave all the running around to the young folk.) But I do teach the basics to the new generation of Pokémon trainers. I have taken the liberty of adding Mew and Togepi to your Pokémon.

Your mission: To collect and train as many of the 151 known species of Pokémon as you can, plus Togepi. I supply many trainers with their first Pokémon. Usually I let them choose between four beginning Pokémon—Bulbasaur, Charmander, Squirtle, and sometimes Pikachu. Once you have your first Pokémon, you can battle and catch other Pokémon.



Demons and Demonology

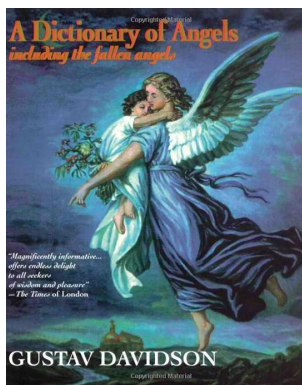
By Rosemary Guiley
Published by Facts on File



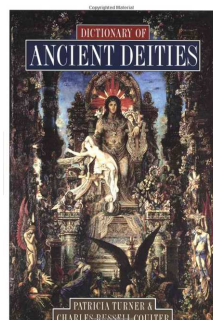
An encyclopedic work of reference that explores mysterious and unseen evilness from A to Z, and then some. Includes paranormal possession and eclectic ectoplasmic exorcism.

Dictionary of Angels

by Gustav Davidson
Published by Simon and Schuster



This book delivers a big kick in the divine, airborne butt. If it has wings, 10 fingers and a halo, you can find it here. This book is perfect for anyone in doubt as to the nature of, or necessity for, angels.



Dictionary of Ancient Deities

By Turner and Coulter
Published by Oxford University Press

For thousands of years humans have fashioned stories about divine beings to explain anything they are too stupid to understand. Today, the names of many of these deities have thankfully fallen into obscurity. *The Dictionary of Ancient Deities* brings these gods and goddesses back to light.



HUMOR, SATIRE AND ABSURDITY - IN PRINT

THAT WAS NO LADY!...

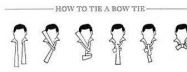
....that was a diverting and entertaining work of satirical fiction, dry essay, casual novelty, escapist absurdity, or just idiotic humor!

SCOVILLE SCALE

In 1912 Wilbur Scoville developed his now famous method to chart the comparative heat of different chilis. (L. Hot Pepper since 1912.) The greater number of Scoville Units, the hotter the chili. For example:

Bell Pepper	0 Scoville Units (0U)
Tabasco, Cream Pepper	100-500
New Mexico, All Peas	500-1,000
Ancho, Poblano, Española	1,000-5,000
Santitas, Rocoto, Cascabel, Poblano	1,500-2,500
Jalapeño, Mirasol	2,500-5,000
Chilacaño, Louisiana Hot	5,000-10,000
de Arbol, Serrano, Jireña	10,000-30,000
Piquin, Ancho, Cayenne, Tabasco	30,000-50,000
Chilipeño, Tepic	50,000-300,000
Habanero, Scotch Bonnet	80,000-300,000
Pink Capsicum	16,000,000

This can only be a rough guide, since the heat of chilis can vary from pepper to pepper.



—A CERTAIN CHINESE ENCYCLOPEDIA—

Although possibly an elaborate literary joke, one of the most curious items in that quaint (and perhaps revised) by J.L. Briggs. In one of his entries (and I mean by Michel Foucault, Roger Chartier and De Vries Kuhn discovered a certain Chinese encyclopedia entitled *Celestial Empire of Descriptive Knowledge*, which record that of animals can be classified thus:

- [1] belonging to the Equinox; [2] embalmed; [3] tame
- [4] sucking pig; [5] silver; [6] libation; [7] very dry dog
- [8] included in the previous classification; [9] that talks like a bird
- [10] innumerable; [11] drawn with a very fine camel-hair brush
- [12] reserved; [13] being not taken the same year
- [14] that, if seen from a distance, look like flies.

Schott's Miscellany

by Ben Schott

Published by Bloomsbury USA

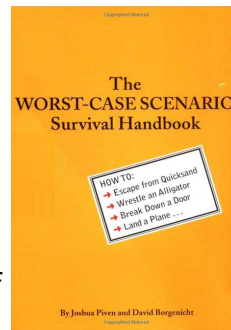
An example of entertainment by simple juxtaposition, these ironic combinations of strange snippets of information provide hours of entertainment. Truly an al-maniacal experience.

The Worst-Case Scenario Survival Handbook

By Piven and Borgenicht

Published by Chronicle Books

While written in a serious tone, this bestselling book amuses nonetheless. It provides expert advice on how to deal with all sorts of unlikely emergency situations, like escaping killer bees, wrestling alligators, and jumping from moving vehicles into dumpsters. This book spawned a bestselling series of like-minded books from *Quirk*.



The Thurber Carnival

By James Thurber

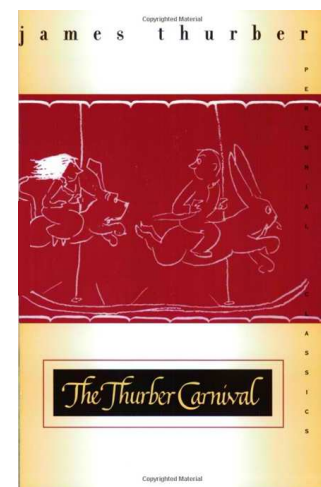
Published by Harper Collins

One of many collections of James Thurber's essays, stories and sketches. A true classic.

Other Thurber titles include *The Middle-Aged Man On the Flying Trapeze* and *Let Your Mind Alone!*

These stories are always accompanied by Thurber's inimitable cartoonery.

This historically significant satirist will always be known for his effortless good humor and dry eccentricity.



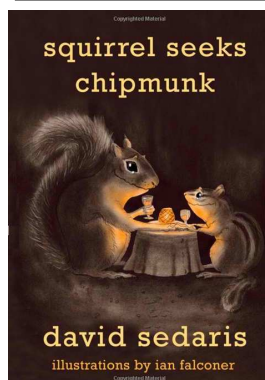
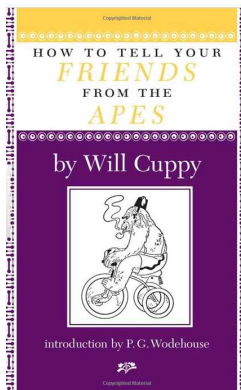
How to Tell Your Friends From the Apes

By Will Cuppy

Published by David Godine

This *New Yorker* satirist was known for his dry and misanthropic essays. Other anthologies of his include *How to Be a Hermit* and *How to Become Extinct*.

In *The Great Bustard and Other People*, the reader is treated to extravagant explorations of the personality flaws of various hitherto, seemingly blameless and innocent animal species.



Squirrel Seeks Chipmunk

by David Sedaris

Published by Little Brown

In this bestseller, one is exposed to the rather complex social dynamic which abides among common woodland and barnyard creatures.

We find these animals hock-deep in racist commentary, self-congratulatory sanctimony, fad spirituality and adulterous relationships.

THE *GOLDEN GUIDE* METAPHOR

A DIGNIFIED AND RESPECTABLE IMITATION

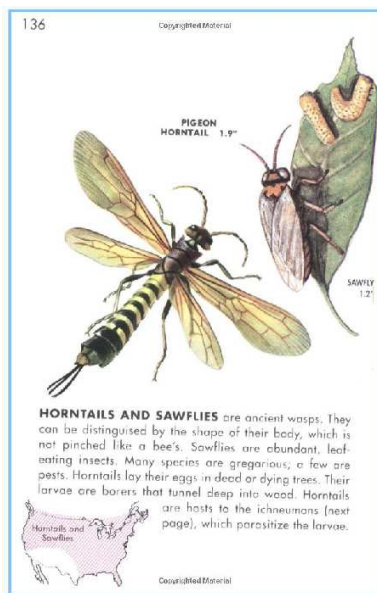
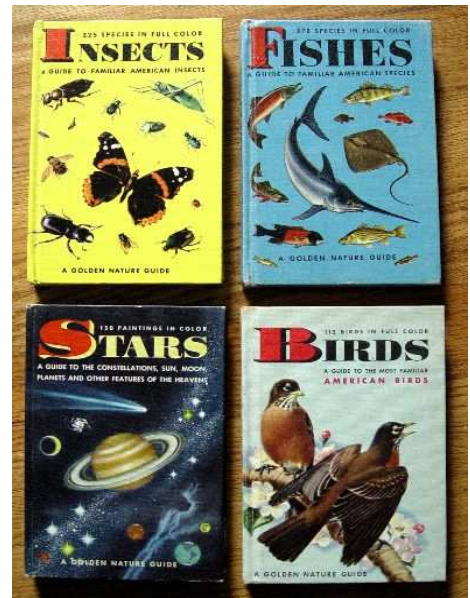
In terms of overall tone, look and structure, *A Field Guide to Lesser Deities* is intended as a celebratory parody of *The Golden Nature Guides*. Our *Field Guide to Lesser Deities* would be part of the equally imaginary *Golden Unnatural Guide* series.

As shown in below, these books have a 60-year history and enjoy broad public recognition.

A Field Guide to Lesser Deities would imitate the style of the classic original covers, and take cues from the charming appearance and lyric intimacy of these books.

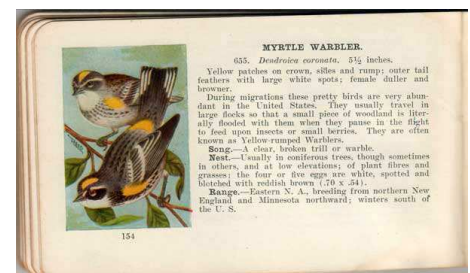
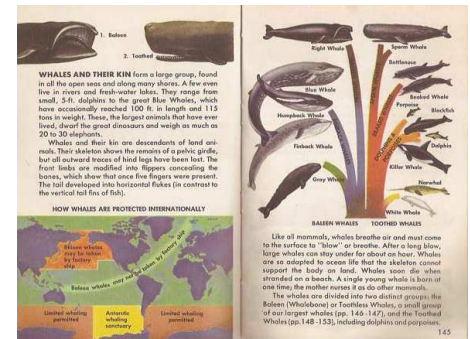
The **Golden Guides**, originally **Golden Nature Guides**, are a series of pocket-sized books that were created by Western Publishing and published under their “Golden Press” line (mostly used for children’s books at the time) beginning in 1949. Intended for Grade to High-School level, the series began as field guides with such titles as *Birds* (1949), *Flowers* (1950), and *Mammals* (1955), and then expanded to a wider range of subjects that weren’t strictly identification guides. Titles such as *Geology*, *Photography* and *Heart* taught children and adults about these subjects. Edited at different times by Herbert Zim and Vera Webster, the books were written by experts in their field and illustrated in a simple, straightforward style.

Herbert S. Zim would also later launch a related series called the **Golden Field Guides**.



The series, much reduced in number of titles, but updated, was relaunched in 2001 as “Golden Guides by St Martin’s Press.”

School and community libraries began purchasing hardback versions of these little books and many people recall fondly their first introduction to insects or the seashore with these little guides. They have become quite collectible, and some of the rarer titles (such as *Hallucinogenic Plants*) can fetch high prices depending on the edition and condition.



ABOUT THE AUTHOR - A MODEST EXISTENCE

Jeffrey Hilbers has been making improbable pictures for the last 40 years, and at this point it seems quite unlikely that anything will stop him (it's been tried).

For the last 25 years he has worked principally as a concept and production artist on interactive entertainment products.



Professional experiences:

From 1986 to present : Employed doing design, concept art, and production art for a variety of interactive entertainment products, in both staff and free-lance settings, for a variety of publishers and employers, under both online and boxed sales contexts.

Publishers have included : Cinemaware, Disney Interactive, THQ, Mass Media, Sony, Sony Home, Activision, Cyberdreams, Electronic Arts, Ministry of Thought, Pink Bear, Wayforward, Sylent, SyteBeyond, and Mindscape.

Published products (on a variety of platforms) include *Rocket Ranger*, *It Came From the Desert*, *Wings*, *King of Chicago*, *Defender of the Crown*, *SDI*, *Stunt Island*, *Miscellaneous Disney print kits*, *Dog Eat Dog*, *Dome of Dume*, *Bearzy Wearzy*, *Route 66*, *Jungle Cruise*, *Hasbro Game of Life*, *Dark Seed 2*, *Club Sony* and *Club Mamakin*, *Cat in the Hat*, *Namco Pac-Man Party*, *Personal Genie*, *Stadium of the Future*, *Red Faction*, *Do Unto Others*, *Bass Fishing*, *N64 SK8*, *Cops*, *Saint's Row*, *Nickelodeon Sony Eye-Cam*, *Sony Home Neptune Suite*, *Sony Home Midway One Two and Three*. Plus any number of odd bits in between.

Among Hilbers' more interesting pre-computerized employment experiences are such activities as:

Creating hand-painted serigraphic editions for well-known genre painters such as Scott Moore, Dane Clark, Hiro Yamagata, Lev Moross, Gary Hinte and Mike Scofield. Art editions were published by *Gary Hinte*, *Southwind*, *Hang-Ups*, and *Lev Moross*.

Working in the advertising art department at *Cannon Films*, doing typographical production and painted illustration for trade ads and posters. Titles included *Runaway Train*, *Space Vampires*, *American Ninja*, *Sahara* and other cheesy B-movies.

Potential Endorsments:

Daniel H. Wilson, author of *HOW TO SURVIVE A ROBOT UPRISING* and the forthcoming *ROBOPOCALYPSE*

Kyle Kurpinski and **Terry D. Johnson**, authors of *HOW TO DEFEAT YOUR OWN CLONE*

David P. Murphy, author of *ZOMBIES FOR ZOMBIES* and *ZOMBIES FOR ZOMBIES: The Play and Werk Buk*

Robert Zubrin, author of *HOW TO LIVE ON MARS* and *THE CASE FOR MARS*

Steven Schneider, author of *1001 MOVIES TO SEE BEFORE YOU DIE* and producer of *Paranormal Activity (1 & 2)*

Scott Lobdell, author of 100s of comic books: *Uncanny X-Men*, *Iron Man*, *Fantastic Four*, *Buffy the Vampire Slayer*

Annalee Newitz, Editor of *io9.com*, which was named in 2010 by The Times as one of the top science blogs on the Internet

Mark A. Altman, writer/producer of *HOUSE OF THE DEAD*, and author of 3 books on *Star Trek*

R.U Sirius, author of *COUNTERCULTURE THROUGH THE AGES*; *EVERYBODY MUST GET STONES: Rock Stars on Drugs* and

THE CYBERPUNK HANDBOOK; founder of *MONDO 2000* magazine, and editor of the transhumanist magazine, *H+ Magazine*

Production Notes:

- The author projects that the finished book will be 160 pages long.
- The book would be completed within 6 months after contract signing.
- The author (an experienced graphic designer), will deliver a completely implemented, press-ready digital file representing all of the book's content.

ABOUT THE AUTHOR - A FISTFUL OF IMAGES



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