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### Apocalypse Pretty Soon by Alex Heard

[Apocalypse Pretty Soon](#) Travels In End-Time America **Written by Alex Heard** Trade Paperback, 364 pages | Main Street Books | Social Science - Popular Culture | **\$19.00** | 978-0-385-49852-4 (0-385-49852-7)

The inspired madness of America's apocalyptic and pre-millennial organizations may have reached a fever pitch with the turn of the twenty-first century, but intrepid cultural traveler Alex Heard spent a ten-year period witnessing the crescendo firsthand. Heard's enthusiasm led him on errands as diverse as being a voyeur at a Republic of Texas militia standoff, accompanying an expectant UFO "greeting party" to a remote field in Minnesota, and enacting the grief of the California quail at an ad-hoc therapy group for fierce environmentalists who believe the earth is an actual living entity that's preparing to kill off its human population--and soon...or at least pretty soon.

Amazing as it may seem, however, throughout this trenchant subcultural travelogue, Heard never stoops to ridicule his subjects. As one reviewer puts it, "Heard's real achievement may be that he makes us care--in a way that is more than voyeuristic--about the colorful characters he meets on the road to the new millennium. He takes these people seriously, allows his assumptions to be challenged, and lets himself find that some of their beliefs and fears reflect his own" (San Jose Mercury News).

**Apocalypse Pretty Soon** will appeal to science fiction fans and students of subcultures, as well as anybody interested in way-out alternatives to the brave new world.

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Now in paperback, this book will have an audience well beyond "millenniamania," from science fiction fans to students of subculture, and anybody interested in way-out alternatives to the brave new world. -->

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