

Cocks of the walk

Then there is Jerome Rodale, founder of the publishing empire devoted to health. In 1971, Dick Cavett invited Mr. Rodale onto his TV show after reading a New York Times Magazine article that called him "the guru of the organic food cult."

Mr. Rodale, 72, took his chair next to Mr. Cavett, proclaimed that he would live to be 100, and then made a snoring sound and died. (The episode never aired.)

**Pagan Kennedy,
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