

NOT SURPRISINGLY, THE POSSE'S DIE-HARD BOOSTERS—THERE ARE 25,000 MEMBERS OF THEIR FAN CLUB—BUY A LOT OF MERCHANDISE. LAST YEAR, THE BAND GROSSED OVER \$500,000 ON PARAPHERNALIA ALONE.



MY WHOLE ASSEMENT'S FULL OF ICP CRAP!  
I PAID \$130 FOR THIS!  
HEY, THAT'S MY MONEY!  
HIS BROTHER CRASHED THE RED WINGS' LIMO!

ANK HINTTA  
TED GNIDA  
TRACY ROMANOW

NOT BAD FOR A COUPLE OF HIGH-SCHOOL DROPOUTS WHO BOTH HAD CHILDHOODS SO ROUGH THEY WOULD MAKE EMMETT KELLY WEEP.



LATER, THEY FORMED THEIR OWN CREW OF WOULD-BE HOODLUMS, THE INNER CITY POSSE. "IN THE SUBURBS THEY THOUGHT WE WERE A RUTHLESS GANG," SAYS VIOLENT J. "BUT THE REAL GANGS THOUGHT WE WERE A BUNCH OF PUSSIES, SO WE GOT OUR ASSES KICKED EVERY DAY."



THE LAST REFUGE OF THE FAKE GANGSTER IS TO BECOME A RAPPER, SO THE INNER CITY POSSE BECAME THE INSANE CLOWN POSSE, AND DESPITE CRITICAL ANTI-PATHY, THEIR POPULARITY CONTINUES TO GROW.



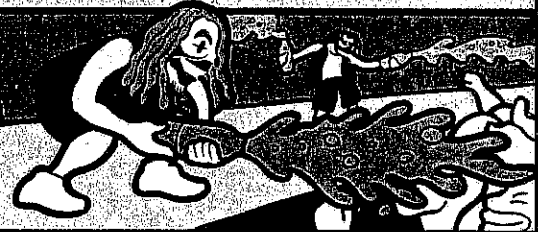
WE'RE THE WORLD'S MOST HATED BAND IN THE WORLD.

"WE KNOW WE SUCK," SAYS VIOLENT J. "SO MANY RAPPERS TALK ABOUT HOW FRESH THEY ARE, BUT IT'S SO MUCH EASIER TO BE A DORK."



ONSTAGE, ICP INDULGE IN A SORT OF CIRCUS KARAOKE, RAPPING ALONG TO A TAPE OF THEIR RECORD WITHOUT THE ACCOMPANIMENT OF A BAND OR EVEN A DJ.

THEIR SOLE LIVE PERFORMANCE ELEMENT CONSISTS OF DOUSING THEIR AUDIENCE WITH TWO-LITER BOTTLES OF FAYGO SODA POP, A LOCALLY MANUFACTURED SOFT DRINK—A NOD TO ONE OF CLOWNING'S FUNDAMENTAL FORMULAS, "A LITTLE SONG, A LITTLE DANCE, A LITTLE SELTZER DOWN YOUR PANTS."



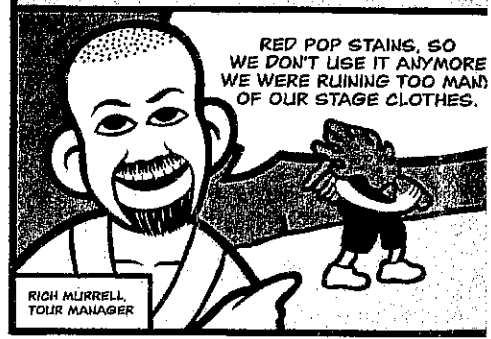
IT'S THE BIGGEST UNSOLICITED PRODUCT DORSEMENT SINCE RUN-D.M.C.'S "MY ADIDAS."

THE DUO GO THROUGH 400 TWO-LITERS A SHOW. "FAYGO'S CHEAP," EXPLAINS VIOLENT J. "ONLY SCRUBS DRINK IT, AND THAT'S WHY I'M DOWN WITH IT."



(PRODUCER DON WAS, NÉ DON FEIGENSON, IS THE DESCENDANT OF A FAYGO CO-FOUNDER.)

"CLEARLY WE DON'T PRODUCE THE PRODUCT TO SPRAY ON PEOPLE," SAYS MATT ROSENTHAL, FAYGO'S DIRECTOR OF MARKETING. "WE NORMALLY PRODUCE BEVERAGES FOR CONSUMPTION."



RED POP STAINS, SO WE DON'T USE IT ANYMORE WE WERE RUINING TOO MANY OF OUR STAGE CLOTHES.

RICH MURRELL  
TOUR MANAGER

ULTIMATELY, THE DISNEY DEBACLE MAY BE THE BEST THING THAT COULD'VE HAPPENED TO THE GROUP: THEY SIGNED ISLAND FOR A REPORTED \$2.5 MILLION AND THEIR INFAMY HAS BEEN INCREASING EVER SINCE. "I DON'T WANT TO BE KNOWN AS THE DISNEY BAND," SAYS VIOLENT J. "BUT I'LL TAKE IT ANYWAY I CAN GET IT."



TV CREW FILMING DOCUMENTARY

"WE'RE HERE TO STAY," DECLARES VIOLENT J. "IT DON'T MAKE NO SENSE, BUT THE KIDS DON'T NEED NO EXPLANATION, THEY HAVE FUN AND THAT'S ALL THAT MATTERS."



"... EVERYONE ELSE CAN FUCK OFF!"



I'M BRUISED AND IT FUCKIN' HURTS, BUT IT'S ALL WORTH IT. IT'S ALL ABOUT CLOWN LOVE!

CLOWN LOVE, BABY!