THE END IS NEAR.
BE PREPARED.

There are certain individuals who think they know what Lemony Snicket’s books are about. They are under the impression they understand who he is. They believe they know what to expect.

In fact, the truth is far worse than such people ever imagined.

This invaluable booklet is intended to prepare you for The End, which is coming Friday the 13th of October, 2006. It discusses some of the most important people, events, and issues in Mr. Snicket’s chronicles of the Baudelaire orphans.

SHOCKING SECRET #1:
LEMONY SNICKET IS NOT WHO YOU THINK HE IS.

How to Conduct Your Investigation

This important booklet contains twelve shocking secrets about Lemony Snicket—secrets that make up the keychain that holds the key that unlocks the door that hides the mystery. And, for those who successfully fill in the missing words on the following pages, the circled letters will form the thirteenth and most shocking secret of all.

To properly collect the necessary evidence, you’ll need to use your sources carefully. With every close reading, more evidence comes to light.

Dedicated volunteers will research all of the following. “Research” is a word which here means “search again” or “read at least twice.”

1) THE FIRST TWELVE BOOKS IN A SERIES OF UNFORTUNATE EVENTS, which contain all of Mr. Snicket’s accounts of the travails of the Baudelaire orphans.

2) LEMONY SNICKET: THE UNAUTHORIZED AUTOBIOGRAPHY, which is the most incomprehensive source of information on the author available in this country.

3) WWW.LEMONYSNICKET.COM, where one can find important information and sign up for regular updates.
Lemony Snicket’s research has revealed the actor known as Count Olaf to be a villain of uncommon ugliness and cruelty. His distinguishing physical characteristics include a single eyebrow and a tattoo of an eye on his ankle.

For many years, experts believed that Count Olaf was driven largely by greed, due to his relentless efforts to steal the Baudelaire fortune. More recent evidence, however, appears to implicate him in a much wider conspiracy concerning the Baudelaires.

“I’m sure you have heard it said that appearance does not matter so much, and that it is what’s on the inside that counts. This is, of course, utter nonsense. Because if it were true then people who were good on the inside would never have to comb their hair or take a bath, and the whole world would smell even worse than it already does.”

—Lemony Snicket, The Miserable Mill

SHOCKING SECRET #4: LEMONY SNICKET IS WANTED FOR ARSON.

SHOCKING SECRET #5: LEMONY SNICKET GREW UP WITH A TERRIBLE VILLAIN.
THE MISERABLE MILL
More arduous than hard labor, and almost as rewarding.
Book the Fourth, in which:
• The Baudelaires are put to work in a factory owned
  by a man known only as _ _ _ .
• Lemony Snicket mentions a 200-page book written by Beatrice.
• Sunny Baudelaire defends herself in a sword fight using her teeth.

THE AUSTERE ACADEMY
More ghastly than boarding school, and almost as interminable.
Book the Fifth, in which:
• At boarding school, the Baudelaires befriend the Quagmire
  triplets, who also lost everything in a suspicious fire.
• Duncan Quagmire discovers an article in the Bangkok Gazette
  regarding an escaped murderer matching the description of
  Count Olaf.
• Sunny Baudelaire is impersonated by a sack of _ _ _ _ _ .

THE ERSATZ ELEVATOR
More eerie than an elevator shaft, and almost as dark.
Book the Sixth, in which:
• Two of the orphans are imprisoned in a dark cage
  deep underground.
• A plot involving a secret island is briefly referred to.
• A box containing V.F.D. is opened, revealing
  Very Fancy _ _ _ _ _ .

SHOCKING SECRET #6:
LEMONY SNICKET ATTENDED BOARDING SCHOOL.

On the Subject of V.F.D.

The first known mention of V.F.D. appears at the end of Book the Fifth, The Austere Academy. Its discovery radically altered most experts’ theories about the identity of Lemony Snicket and the circumstances surrounding the Baudelaire orphans.

V.F.D. is a secret organization whose members are highly trained in the use of coded messages, disguises, cartography (the study of maps), library sciences, knots, etc.

As for what the letters “V.F.D.” actually stand for, there are numerous mentions in Mr. Snicket’s work of places and things with these initials — including Very Fast Delivery, the Village of Fowl Devotees, Volunteers Fighting Disease, and the Volunteer Fire Department. Most appear to be decoys or coincidences.

“IT IS VERY UNNERVING TO BE PROVEN WRONG, PARTICULARLY WHEN YOU ARE REALLY RIGHT AND THE PERSON WHO IS REALLY WRONG IS THE ONE WHO IS PROVING YOU WRONG AND PROVING HIMSELF, WRONGLY, RIGHT. RIGHT?”
—LEMONY SNICKET,
The Reptile Room

SHOCKING SECRET #7:
WHEN HE WAS A BABY, LEMONY SNICKET WAS KIDNAPPED BY A SECRET ORGANIZATION.
THE VILE VILLAGE
More terrifying than a mob, and almost as ill-tempered. 
Book the Seventh, in which:
• The Daily Punctilio publishes an inaccurate story regarding the death of Count Olaf.
• Crows are used to transmit secret messages.
• Someone tries to escape in a ____________ hot air mobile home.

THE HOSTILE HOSPITAL
More distasteful than medicine, and almost as sick. 
Book the Eighth, in which:
• The Snicket File is discovered.
• 14-year-old Laura V. ____________ is wheeled into an operating theater to have her head removed.
• The existence of a secret pocket in the Baudelaires’ mother’s coat is revealed.

THE CARNIVOROUS CARNIVAL
More frightening than a fortune teller, and almost as suspicious. 
Book the Ninth, in which:
• A fortune teller’s crystal ball is broken – for the second time.
• The expression “the belly of the beast” appears eight times.
• A person is devoured by ____________

SHOCKING SECRET #8:
LEMONY SNICKET WAS FIRED FROM THE DAILY PUNCTILIO.

On the Subject of
BEATRICE

“To Beatrice — darling, dearest, dead.”
—Author’s dedication, 
The Bad Beginning

Lemony Snicket has dedicated each book in A Series of Unfortunate Events to the same person: Beatrice. Most scholars agree that Snicket was in love with Beatrice and that she died, but little else is known about her identity. Many believe that she may be the missing link connecting Lemony Snicket to the Baudelaire orphans.

“I have seen many amazing things in my long and troubled life history. I have seen a series of corridors built entirely out of human skulls. I have seen a volcano erupt and send a wall of lava crawling toward a small village. I have seen a woman I loved picked up by an enormous eagle and flown to its high mountain nest.”
—Lemony Snicket, 
The Wide Window

SHOCKING SECRET #9:
LEMONY SNICKET HELPED BEATRICE COMMIT A SERIOUS CRIME BEFORE HER DEATH.
"Just about everything in this world is easier said than done, with the exception of 'systematically assisting Sisyphus’s stealthy, cyst-susceptible sister,' which is easier done than said."

—Lemony Snicket,
The Vile Village
On the subject of
THE BEATRICE LETTERS
COMING SEPTEMBER 2006

This correspondence between
Lemony Snicket and Beatrice may be
the final key to truth in The End!

Collected by Mr. Snicket himself
and delivered to HarperCollins
under cover of night, this
collection of intriguing
correspondence sheds light on
many of the mysteries surrounding
Lemony Snicket and A Series of
Unfortunate Events. It includes:

• Unsettling photographs of
  suspicious objects
• A double-sided poster featuring
  confounding clues
• Punch-out letters that serve a
  mysterious purpose

THE END

Book the Thirteenth
the final book in
A Series of Unfortunate Events
by Lemony Snicket

coming
Friday the 13th
October 2006

Like an off-key violin concert, the Roman Empire, or food poisoning,
all things must come to an end. Thankfully, this includes A Series of
Unfortunate Events by Lemony Snicket. Will Count Olaf prevail?
Will the Baudelaires survive? Will the series end happily? If there’s
nothing out there, what was that noise?

In the blanks below, insert the circled letters from elsewhere in this booklet
in the order in which they occur.

SHOCKING SECRET #12:
LEMONY SNICKET HAS A TATTOO OF AN EYE ON HIS ANKLE.

SHOCKING SECRET #13:
About the Books in
A SERIES OF UNFORTUNATE EVENTS

The books in A Series of Unfortunate Events are the results of Lemony Snicket’s extensive research into the lives of Violet, Klaus, and Sunny Baudelaire, three orphans whose parents perished under mysterious circumstances. The children are pursued at every turn by Count Olaf, a ruthless villain determined to steal their fortune. Furthermore, there is growing evidence that the Baudelaires are at the center of a vast conspiracy involving a secret organization.

The elusive author, Lemony Snicket, was last seen by witnesses who should not be trusted. In his spare time he hides all traces of his actions.

The illustrious illustrator, Brett Helquist, studied hard to become an illustrator but can’t help wondering if he might have chosen to be something safer, like a pirate or a skydiver.