

Thomas Herbrich

THE TRUTH ABOUT THE MOON LANDING



A picture says more than a thousand words.

Even if it's all lies?



Stanley Herbrich (right), NASA Director of Special Tasks. To his left: Wernher von Braun

Stanley Herbrich

Stanley Herbrich spent several years working for Wernher von Braun, the "father of the Moon landing". His unconventional methods were extremely helpful to NASA. He literally "saved" them on several occasions.

The big question (and the mother of all conspiracy theories) is: were the Americans really the first on the Moon, or was it all staged in a studio?

The answer is: BOTH !

My uncle, Stanley Herbrich, was NASA's Director of "Special Tasks". From his estate, I can show you here - for the very first time - what really happened with the first Moon mission.

The Countdown



What only few people know is: Stanley Herbrich invented the COUNTDOWN! In the early days, rockets were launched with a prior warning of: "Here we goooo!", whereupon everyone immediately ducked their heads.



Stanley came up with the idea of counting down from ten to zero through a loudspeaker. And that's how it's still done today.



The Super-Fuel

As a rocket pioneer, Stanley Herbrich made some significant research on the development of high-power fuels. His experience as a bartender in Chicago in the 1940s stood him in good stead for this.

Thanks to his knowledge of hard drinks and research on fuels, rockets were finally able to be sent into space.

The Far Side Of The Moon

The Moon landing almost didn't take place because U.S. Congress refused to approve additional funding. NASA was in need of more than an extra billion dollars. On top of that, Congress imposed a condition that the back of the Moon be mapped. The funds for that were saved because Stanley faked the photos of the far side of the Moon.

What he did was taking photos with a microscope of an old Dodge, whose rusty varnish was as craggy as the Moon's surface.



The Varnish Of The Dodge

NASA's cartography team made a wonderful atlas of the "rear side of the Moon" - i.e. the damage in the Dodge's paintwork - and so Congress was satisfied.

This saving alone made the financing of the Moon landing possible at all!

As a sign of their gratitude, NASA named the largest crater on the back side of the Moon "Stanley Dodge Crater".

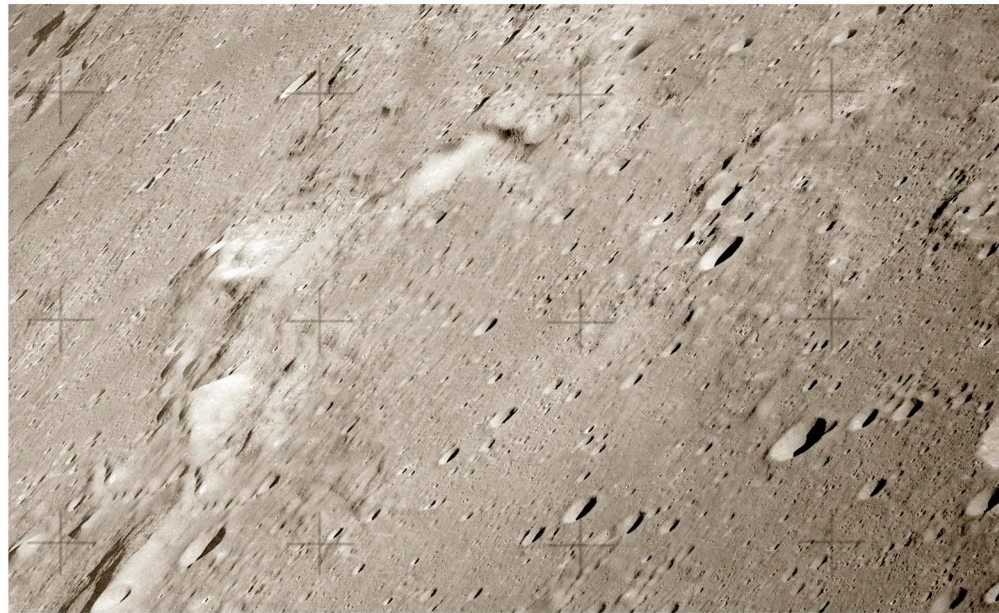




Forgeries

In order not to endanger future missions, Stanley actually signed all of his forgeries! Take a closer look at the + that's in all of his pictures, there were hundreds of them.

And they're still in circulation today!



Lift-Off

Apollo 11 lifted off at midday on July 16, 1969, and Stanley Herbrich was right there at the start.

The Apollo 11 mission was designed to put the first man on the Moon, so people all over the world were glued to their TV sets to catch every single detail. With the press celebrating it as a "glorious moment for mankind", everyone involved in the mission was understandably nervous...





Wernher von Braun

„Oops, Stan, we have a problem!”

(This was later misinterpreted as "Houston, we have a problem!").

The Moon Landing

Conspiracy theories about the Moon landing have been around for years, and they all come down to one conclusion: it never happened. The Americans didn't actually land on the Moon.

What nonsense! Of course they landed on the Moon!

And yet Stanley was the unwitting catalyst of these theories. This is what happened: on July 18th, 1969, Wernher von Braun called Stanley: "You know there's this TV camera on board the shuttle for broadcasting the Moon landing? They forgot the damn cable for it."

"Stanley, you need to get us pictures of the Moon landing – you have exactly 16 hours time. We'll broadcast your footage along with the live voice transmission."



Stanley Herbrich

„You have only 16 hours. But remember, this all has to stay
absolutely TOP SECRET!!!“

Three Scenes

Stanley was the only person capable of handling such a sensitive project. But he had a very, very tight timeframe – every minute counted, and he had a fair amount to deliver:

- 1. a footprint of the first man on the Moon,*
- 2. the lunar landing module on the Moon,*
- 3. an astronaut standing on the Moon.*

A sheer impossible task, but Stanley had one great advantage: no-one had ever seen any footage of the Moon before. His plan was to make everything a bit grainy, and black and white of course, that would make things easier.



The Footprint

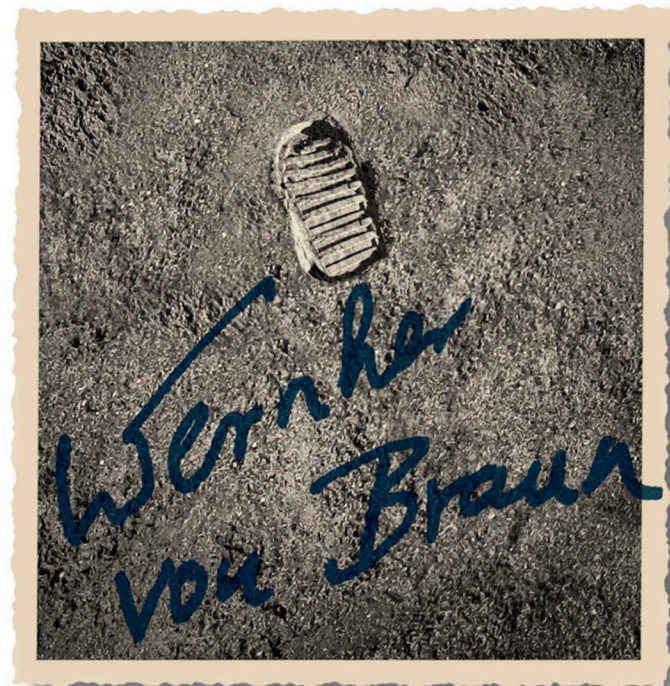
The "footprint of the first man on the Moon" is a very symbolic picture. Wernher von Braun insisted upon having it. Stanley took a rubber boot from his garden shed, got himself lifted into a huge sandpit with a digger, and rammed the boot into the ground.

Et voilà – a picture of the footprint of the first man on the Moon. Due to the secrecy of the project, he told the digger operator that the photos were for a rubber boots commercial.



The Autograph

Wernher von Braun specifically wanted only one single footprint on the photo, surrounded by lots of moondust. "But why?" Stanley asked. "Surely you'd need to see more steps there, wouldn't you?" But von Braun had his reasons: he needed the extra room for his autograph – more footprints in the picture would only take up unnecessary space.



The Lunar Lander

Herbrich knew the lunar lander, 'Eagle', well from his daily work. Due to the limited time available to him, he had to revert to using household articles for his model: an old pan, some aluminium foil, a couple of tins, and four big spoons.

Up to that point, no-one from the general public had ever seen the real thing. The best idea was, of course, to build everything to a much smaller scale. That was the quickest solution! So Stanley had a sandpit brought to a remote NASA air-house, and in a matter of just a few hours he'd built his moonscape model.





The Astronaut

Stanley's biggest problem was getting hold of an original space suit. It would have appeared somewhat suspicious if he were to make an urgent application for one from NASA's wardrobe just then.

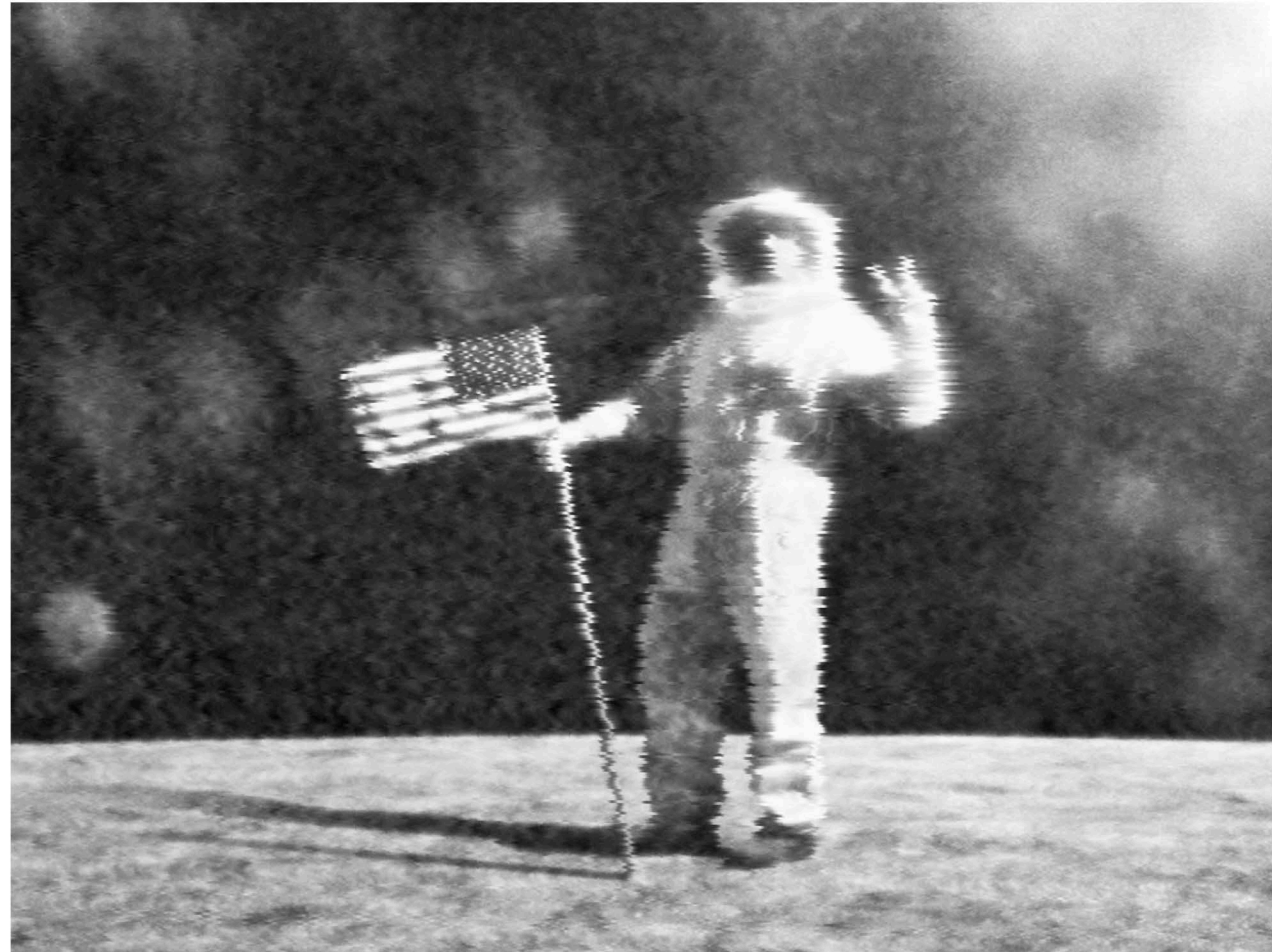
An old beekeeper's overall finally did the trick. This scene was photographed at a children's playground. Stanley successfully got rid of unwanted onlookers by telling them he was after the "killer bees".

Wernher von Braun also had a deeply symbolic idea for this scene. The astronaut was to ceremoniously hoist the American flag on the Moon – after all, "even Columbus hoisted the Stars & Stripes on Manhattan Island". So Stanley hoisted a flag on his broom, keeping it in place with clothes pegs as there was no wind that day.

On Air

All photos were enlarged and brought to the Mission Control Centre. Stanley took the oldest camera he could find and filmed his Moon pictures. Nice and slowly, with the odd tremble for added authenticity and lots of noise.

The production director called Stan upon receiving the recording and said:
"Stan, its hard to recognize anything!"
"Exactly!" replied Stan, "Perfect."

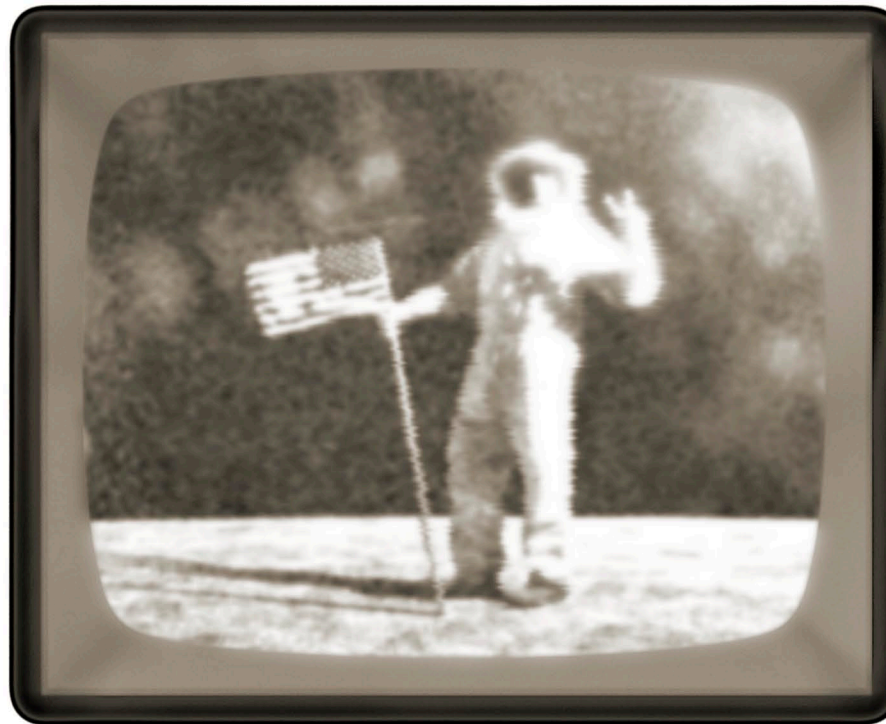


The World Is Watching

Four hours later, they showed live the Moon landing in TV. Never before people had seen such a thing!

You could hardly recognize anything, but with the original sound of radio communication, it did not seem bad.

Half the world was watching a guy in a beekeeper's outfit hoisting the Stars & stripes on a broom!



Was Stanley Herbrich really ever aware of the consequences of this Big Cheat? When it comes down to it, the only thing everyone at NASA was interested in was to keep the mishap of the forgotten cable a secret.

That his work was to later inspire the wildest conspiracy theories was far from Stan's mind at the time. After all, they really did land on the Moon!



Everyone watching

With his work done, Stanley returned home relieved. He opened a bottle of Coke and settled down in front of his TV to watch the last comments from Mission Control, before the broadcast finally switched 'live' to the Moon.

The picture was fuzzy and interspersed with noise – there wasn't much to be recognised, but along with the live sound broadcast, it actually looked quite convincing. The barren Moon landscape and the Eagle lander – pictures the world had never seen before.

And half the world watched a guy in a beekeeper's outfit hoisting the Stars & Stripes on a broom.



The Landing

The three astronauts landed their capsule in the sea according to plan on 24 July 1969, where they were expected by the recovery team.

Stanley was smart enough not to let the press onto the landing craft in the first place, to make absolutely sure that the astronauts wouldn't reveal the truth about the forgotten TV cable.



The Quarantine

To keep the astronauts away from the press for a while, Stanley spread the rumour that the Apollo 11 crew may have returned with some MOON VIRUSES!

A "quarantine station" (a converted mobile home) was set up and the crew disappeared from the scene for a few weeks.

After a while, the press forgot all about them.

The Monkey Theory

In the meantime, Herbrich kicked off a new discussion in the press to divert attention from the Moon landing. He proposed sending only monkeys into space instead of astronauts in future, as that would be significantly cheaper.



The Monkey Movie

The press was so fascinated by this that the Moon landing soon dropped off the radar. Even Hollywood latched onto the idea, producing the "Planet of the Apes" movie which had huge box office success.



Herbrich Must Go

Stanley Herbrich saved NASA from its most embarrassing moment in history, and everyone was very grateful. Wernher von Braun insisted on granting him NASA's most prestigious award, the sumptuous "*Moon Double Pounder*".

However, Stanley and everyone else knew that he could now no longer remain at NASA. He was the guardian of too many secrets and simply had to be kept out of the public eye. So he received a generous golden handshake and was reassigned to a place far away from NASA.





The NASA Island

Herbrich was put in charge of the NASA "Palm Island" outpost, which had been created specifically for him – a cosy secluded island, far away from the bustle of civilisation, where definitely no one was going to bother him with any work.

This kept him distant from the NASA headquarters and there was no danger of any whistle-blowing on his part.

Stanley was just fine with that. He was perfectly happy to live a life of luxury in total contrast to his former grimy office days.

Holidays Forever?

NASA remained more than generous and Stanley enjoyed a completely carefree life from then on! Free to pursue his hobbies – sailing, scuba diving, fishing – to his heart's content, he lived the life of a millionaire on his luxury island.

In truth, though, he was a bird in a gilded cage ... and two years later, Stanley Herbrich mysteriously disappeared. NASA suspected he'd had a fatal accident while out at sea.



The Death Notice

sident of the American per Guild. is also been a member of S. delegation to the anference of the Internabor Organization, and a esident of the Chicago of the Industrial Relations h Association. ntly, Mr. Marciniak is a of the Advisory Commithe Institute of Labor and al Relations of the Uni of Illinois. ommission on Community is seek through education, ion and research to equality of opportunity reas of life by removing i to understanding based s, religion or nationality.

MICHIGAN VOTE INSTITUTE CLOSE ONE

liff-hanging finish to the the Constitutional propos s to prove once again that ote counts in Michigan. tary of State James M. s releasing the unofficial ly on the Constitutional pointed out that the l won by a mere 7,766 tes. 3 county roundup showed "Yes" votes to 803,269 tes. as the vote on acceptance new basic document was, by no means one of the elections in Michigan," minded, "We have had with smaller margins to sat in Michigan elections ote counts." e 1950 General Election, tally in the gubernatorial showed G. Mennen Wil-

meeting will deal with jobs, bias, and a new plan to end unemployment. Look for more information on this.

LANSING—School authorities throughout the state were asked today to circulate new federal regulations governing the firing of unmanned rockets. State Superintendent of public instruction Lynn M. Bartlett said in making the request that schools should take an active part in publicizing the new regulations since many of the amateur rocket builders are students.

NASA DIRECTOR KILLED BY SHARK

Stanley Herbrich, NASA director for special tasks, died while diving



Stanley Herbrich died at the age of 48

Stanley Herbrich, former director for special task at NASA, was one of the masterminds of the Moon landing. Apollo 11 was the last mission of "Mr. White Hat", before he ran the newest NASA branch at Palm Island. Mr. Herbrich had invented several patents, which are still used in modern space technology, such as the Count-down, as well as the high octane super-

ing the first six months of the 1963 model year, Dodge General Manager Byron J. Nichols reported today.

Nichols said the dealers sold 172,752 cars from October 1 through March 31—the highest number of sales for this period in Dodge's 49-year history.

By comparison, Dodge car sales totaled 104,826 in the same period of the 1962 model year, 126,496 in 1961 and 146,252 in 1960. The Dodge sales record for an entire model year was set in 1960.

His career started in the year 1952 in Chicago, where he worked as a bartender. His knowledge in making drinks helped to find most powerful fuels, used in Mercury and the new Saturn V rockets. As a friend of Dr. Wernher von Braun he joined the NASA in a very early state. "We started from nothing", he said in a former interview with this magazine, "we had to find out everything ourselves, there was really no knowledge at all for this technology."

Landing on the Moon was a nearly impossible dream, but with the new budget arranged by President John F. Kennedy, NASA could solve that. It needed "super-brains" like Mr. Herbrich to find tricks and ways to send three astronauts to the Moon - and get them back home.

His work was essential in several critical situations while the Apollo 11 mission. He found ways to get the spectacular pictures from the Moon, when astronaut Armstrong made his first steps on the lunar surface. We all remember this, and where we had seen it in TV. "The biggest moment in human history" was made possible by thousands of proud Americans, who had a vision. Stanley Herbrich, a German, ran several projects

ern law officials "will bring extra measures standing and restraint ally since they will be to pressures from the white community."

He also warned of themselves "who become first and law of ond."

Mr. Wilkins also cited a respectable American signed the call that be NAACP into being in said that they, as the the NAACP today, w cated Americans."

He concluded by po that the "new indust cannot afford racial and violence.

"Law enforcement can come (as it should be tension of the Constitu er than (as it so often with the Negro) a ro his rights as a citizen man being."

ROCKET LA GENERAL B

Mrs. Louise Robinson, 7543 East Nevada, four minor children r police last week that was thrown through a dow of her home by persons.

Mrs. Robinson said year-old son who wa near the window was ed by the flying glass

Mrs. Robinson move home on April 1, and with her children. He presently in the U.S. stationed in San Di fornia.

Mrs. Robinson fur



On May 17, 1972: SPACE WORLD announced the death of Stanley Herbrich, who had disappeared after a presumed shark attack. The only remaining trace of Stanley was his white hat...

The Last Photo

Nine years later, a brand new photo of Stanley turned up. It was taken on April 15, 1981 by astronaut Robert Crippen from the Space Shuttle he was in at the time. According to the photo, Stanley Herbrich was sitting in a passing spaceship belonging to another nation.

Rumour in the astronaut world had it that Stanley Herbrich had become head of the Greek space station. So he was now working for the Greeks, commonly known as the '*Party People of Space*'!





Farewell Stanley!

The last known photo of Stanley Herbrich from April 15, 1981.

The MOON LANDING is the mother of all conspiracy theories.

Did the Americans really land on the moon, or was everything simply staged in a studio somewhere?

In my photo story THE TRUTH ABOUT THE MOON LANDING, I took a long look at the 'truth content' of photographs and people's obsession with conspiracy theories.

Why does a photo count as proof?

Why is this the case even when the story is complete nonsense?

Is 'reality' a matter of personal perception?

Why do we trust old photos but not pictures used in advertising?

Why do we believe in pictures more than in words?

Which news sources do we trust?

What is the appeal of 'secret knowledge'?

To illustrate this, I invented a photo story that showed the "secret NASA photos by my uncle Stanley Herbrich". I staged all of these photos using images from my archive, my studio photos and stage props, and public domain photos from NASA archives.

Stanley Herbrich is played by my brother Markus Herbrich. Kathrin Koschitzki was my assistant.

Why did I call my invented uncle 'Stanley'? First, as an homage to my guru, film director Stanley Kubrick. And second, because it paved the way for a pun that was simply too good to pass up on: "Houston we have a problem".

The photo series has already been shown at many festivals and exhibitions, e.g. in Cologne, Bremen, Rome, Vienna, New York, and Paris, attracting over 120,000 visitors to date.

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THE TRUTH ABOUT THE **MOON LANDING**

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Stanley Herbrich is played by my brother Markus Herbrich

Assistant: Kathrin Koschitzki

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