

A large, glowing jack-o'-lantern is the central focus of the image. It has a carved face with triangular eyes and a jagged, toothy mouth. The interior of the pumpkin is lit with a warm, orange-yellow light. The text 'OCTOBER 2025' is carved into the upper part of the face, and 'UJLW Magazine' is carved into the lower part. The background is dark and blurry, suggesting a night scene with trees.

OCTOBER
2025

UJLW
Magazine



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TOP 10 of the Industry (As of Now)

By Jeff Esiason

Here we are yet again with another installment of the current list of the top ten superstars in the business! Let's get to it:

TEN. HEARTBREAK PUNK

21 years ago, HBP's stock plummeted when disgruntled fans of UWF who happened to watch UWA too stopped watching UWA programming when HBP was on the screen. They turned on him because of the then-biggest scandal in the history of this business which emerged when HBP's NWA/UWF contract was bought out for \$20 Million. Shane Murphy and Vinny Mouse received a slice of the pie for their part in the arrangement and Chris Hyatte has since shit all over HBP.

Then, Rock shockingly drafted HBP to WWE this past June and the world braced themselves for a whole year of HBP being made out to be little more than a joke. What wasn't expected, though, was that the powers that be actually have some love for HBP's legacy (one member of their administration even floated the idea of HBP entering the Hall of Fame in the coming years, for what it's worth) and he has had one of the most captivating comeback stories that we have ever seen!

The latest twist for him came when he captured the NXT North American Championship on October 14th and then successfully defended it! I have no clue where this journey is taking HBP, but those of us who know him personally are absolutely enjoying the ride!

NINE. AJ STYLES

The "Phenomenal One" has had a stellar presence this season since he was traded to ULW from AEW in the infamous JadeTrade Scandal. The man never fails to deliver when he is center stage, and he even eeked out a seconds-long ULW Title reign at the expense of Seth Rollins before Seth cashed in his League title to regain the gold!

Right now, Styles is mired in a feud with the bitter CM Punk who cost Styles his rematch against Seth. The two have been off and on feuding since the summer, but it is clear to most observers that Styles is the top babyface in ULW at the moment, and there is no sign of that changing any time soon, unless someone comes from out of nowhere to depose him!

EIGHT. KENNY OMEGA

Another talent who seemed to rise like a phoenix was Kenny Omega! Omega has always had world champion material written all over him, but there was a moment when he was becoming kind of an afterthought to Adam Page, Will Ospreay, Bobby Lashley, and even Brandon Lee. Now, Omega is the only one of those men to make this list, and it is because he has managed to continuously steal the show when the cameras are on him as of late!

Omega just reunited with Page a hot minute ago, but it already looks like Omega is using his leverage to steadily gain control of "The Real Elite" as Adam Page does his best Kid Rock impression in his mission to find himself once again. I am not going to lie here: once Omega gets a clear shot, Adam Page will become a footnote in Omega's story. This isn't because Page lacks talent or charisma. Rather, this is because Omega's charisma dwarfs most superstars!

I don't know when he will capture the gold, but it is bound to happen before this era is over, and more of this momentum is going to guarantee it happens sooner!

SEVEN. MATT CARDONA

Speaking of momentum, the former ULW and HLW world champion, Matt Cardona, has captured the Dual Dominion title and is dead-set on capturing Rock's world title before he is done. Unfortunately for him, though, Rock is likely going to be in a program with Seth Rollins either through the end of the year or through the end of Rock's reign. Cardona's odds of being the next world champion anywhere right now are pretty low.

Yet, that doesn't mean that he has lost steam at all. Rather, it is exactly the opposite as Cardona has a rivalry or two waiting for him back in AEW whenever he heads back there. For now, he is reaping the rewards of spreading himself out across two promotions with this innovative title. No worries for Matt, though, as I have no doubts that he will be a world champion at least twice more before the end of this era!

SIX. JESSE VENTURA

On the subject of multiple title reigns, Jesse "the Body" Ventura's 30 dates of doom brought him the Evolve "world" title and now the WWE World Heavyweight Title. Granted, he lost it right away to Damian Priest – much like how he hot potatoed the Evolve title to Zen Hogan this past summer -, but he remains one of the biggest draws in WWE on his way out.

As we creep closer to his retirement match, one has to wonder who the lucky fellow or fellows will be to close the curtain on the man who captivated Jeff Murrey and brought this industry to the forefront of our attention just over three decades ago. My money is on an up and coming talent, and I would love to see Car make one final appearance; even if he elected to skip the Hall of Fame in June so as to give Jesse all of the attention!

FIVE. SASHA BANKS

Sasha has effectively ascended to become the number two woman in the industry just behind our next entry (but, more on her in a second). With Chyna back at her side and Alexa Bliss largely in the rearview mirror, Sasha is set to conquer ULW's Women's Division in much the same way that she conquered AEW's Knockouts in the final years of the Sixth Era.

Yes, there are top contenders waiting for their chance to take a crack at dethroning Sasha, but they will have to patiently wait their turn. The Boss has her Ninth Wonder of the World and the gold – with eyes on more gold -, and it is gradually becoming evident that the Women's Division live under her reign now. Just wait and see what happens at Hallow-Travaganza!

FOUR. TONI STORM

For the second installment in a row, the AEW Knockout's Champion stands atop all women's wrestlers, and was almost the only woman on this list yet again. I can't stress enough how sad I am that I couldn't find any room to place Jade Cargill on this list, but

Toni is so outpacing the rest of the division industry-wide that the gap between her and Jade is insurmountable at this point.

No, this doesn't mean that Jade isn't still amazing, but rather that Toni is literally changing the game as we speak! In her latest stories, Toni finds herself poised to feud with two former Women's Champions in Jade and Becky in the coming weeks! Her stellar vignettes only continue to boost her in the eyes of analysts around the industry, and her in-ring talent is not far behind.

Toni is a true rare breed of entertaining and athletically gifted. I honestly don't see her losing the title before the end of the year. I could be wrong, but I really don't see anyone dethroning her yet!

THREE. SEAN OLSON

Sean Olson's steady rise back into prominence shouldn't be surprising to anyone whatsoever. The man has ALWAYS had the so-called "IT Factor". You know? That special something that leads promoters to salivate uncontrollably until they find a reason to crown the IT person as their new standard-bearer. Having "IT" has been coveted by talent throughout history, and Olson's possession of this trait was identified 23 years ago by none other than John Brown in the original HCW!

Obviously, Murrey and Bischoff noticed this special trait in Olson back in 2004 with his rise in the LWF, and then Benny was over the moon for him in EWA. The man has had fanboys amongst promoters for as long as he has been lacing up the boots, and after he ended Brandon Lee's career and confiscated Paul Heyman, Olson has slipped back into the world title for the first time in more than a generation.

This turn of events has also had the effect of making Heyman even more successful as a manager than even Doc Brown, which is only the case in my assessment since Heyman now has managed TWO former world champions who became champion with his support as opposed to Brown's complete lack of any world champions as of writing.

Either way, Olson's reign as champion is likely in danger with Ospreay poised to challenge on the day of this edition's publishing. He may well still retain, but I don't see Ospreay losing another big match at this juncture.

TWO. THE ROCK

The Rock is comfortably in the top two spots for the foreseeable future as long as this current run continues. He is practically at God-tier with the list of stars that he has toppled since his reign began almost two years ago, and now he is poised to topple the now-former ULW Undisputed Champion soon. Unless this program against Seth proves to be his last in this reign, Rock's body count is bound to keep skyrocketing until he finally drops the strap.

In my opinion, I don't see how he can ever top this run once it is finished. I'm not sure if he retires after dropping this belt and then his match next year at Starrcade against Lesnar, but what I do know is that this run is the greatest thing he has ever done in a career that spans almost three decades. You can't say that about too many icons, but it is important to note that he didn't necessarily become one until this reign kicked into gear.

Also worth noting is that while Duxen technically has the record at 731 days, Rock has the longest ACTIVE world title reign in history at 639 days as of October 27th, 2025. This reign is not likely to ever be topped, especially as the industry becomes increasingly competitive. All of this makes it VERY hard to top him in this list, but it does happen at times. Hence, the person listed just below:

ONE. SETH ROLLINS

BURN IT DOWN!! That is exactly what Seth has done to tradition and, specifically, to ULW and the industry overall. While this era may not belong to any one company, it most definitely will be an era defined by certain key figures. The First Era was defined by Jesse, Dibiase, Roberts, Krusader, and Splinter. The Second Era was defined by Blaster, Slammu, and Mickey. The Third Era was defined by Dragonfly and Metalhead. The Fourth Era was defined by Rhyno and Scott Nash. The Fifth Era was defined by Teo and Angelina Love. The Sixth Era was perhaps defined by Bray Wyatt, Benny, and Mickey, and the Seventh Era will have its defining stars; my prediction is that Seth will be one of those defining stars.

If you had told someone like Chris Hyatte that Seth Rollins was about to become the talk of the industry, he would have laughed in your face and then laughed at you more like this: "FUCKING IDIOT! HA HA HA HA HA!"

Something like that.

Fact of the matter is that Seth is tearing down the systems that have held him back for much of the last 6 years since the beginning of the previous era. He took everything that ULW had by force and then shoved their reluctance to endorse him back in their faces.

If this isn't the hallmark of a massively important person in the future of the business then I don't know what is. Regardless, he is the most deserving talent to be in this top spot in this month's edition.

See you next time!





The Interview
Sit-Down with FTR
By Lawrence Mason

In the hours after their successful title defense against the Steiner Brothers and their union with Brock Anderson, Scott and Dash of FTR agreed to sit with me for a moment to talk about the business.

(LM: Lawrence Mason, SD: Scott Dawson, DW: Dash Wilder)

LM: Thank you, gentlemen, for sitting down with me here after that match and...well, I guess we can say the formation of a new stable.

FTR: *Together* No problem.

LM: Let's start right there, though, are you sending a message to BFS?

SD: You're damn right we are, and to the rest of the locker room as well!

DW: We meant it when we said that we intend to prove that we are the best pure wrestlers in this business. Brock Anderson is just the icing on top of the cake. A man with his incredible skills is just what this business needs to be reborn.

SD: Goddamn right, Dash.

LM: I suppose that means Brock intends to target Bron Breakker then, right?

DW: We'll let Brock speak for himself, but let's just say that he isn't waiting around for anything or anyone. He is here to make a mark and to remind everyone what this industry is all about.

LM: Do you guys have a name in mind for your new alliance?

SD: You can say that, but we'll let Brock reveal the name when he speaks to the people at Hallow-Travaganza.

LM: Is he your leader, then?

DW: Leader? That's kind of an outdated concept, if you ask me.

LM: Well, you guys are all about "back to basics", right? What's more basic about a wrestling stable than having a traditional leader? Are you telling me that you're reinventing the wheel here? Diverging from your supposed mission?

SD: Supposed mission? There is no "supposed" anything with us. We're here to change the game back to its damn roots, but we also don't need a leader. What we need is for you morons to finally take this shit seriously again! C'mon, we're in an era where we have assholes jumping ship and pissing on our world title! Where the fuck is the respect for the business?! We have these damn Mouse brothers doing voodoo and God-knows-what with their magic puppet masters and witches while real wrestlers like Dash, Brock, and I have to beg for your attention! This is ridiculous, and that's why we're here to remind everyone of what this is supposed to be!

LM: My apologies for offending you, look, I am just trying to make sense of everything here.

DW: What's there to make sense of, Lawrence? You heard Scott clear as day: the wrestling industry has long been corrupted by these non-wrestling related distractions for far too long. Lenny Mouse may sign our paychecks, but we are fed up with the games and seeing this business that we all love being torn down by that family as well as the so-called "father" of the industry, that goof Jeff!

LM: You mean Jeff Murrey, right?

SD: Who the hell else is he supposed to be talking about? You see anyone else paling around with the McMahons and being made a fool of by that turncoat Seth? Murrey may be the guy who brought the world's attention to this industry, and McMahon may have gotten his attention back in the 80s, but they also paved the way for tradition's death. With Jeff Murrey and Vince McMahon, the door to moronic disgraces like Granddaddy Duxen, the Harlem Turtles, and Doc Brown would have never been opened! That's what we're here to rectify!

LM: I'm sensing a lot of anger here...

DW: As you should! You know what? You should be sharing our anger about what has happened! Truth be told, Lawrence, you're one of the only normal personalities in this business, and that has been the case for a long time. We definitely appreciate your attempts at maintaining some semblance of tradition with your back-to-basic approach to interviews. It's a shame that Lenny won't let you do it more often on-screen.

SD: Facts!

LM: Look, I appreciate the compliment, and I will respond in kind by noting that you guys and Brock Anderson make up one of the most talented assortments of stars that we've ever seen, but isn't there a better way to go about your advocacy?

DW: Tell us, Lawrence: what could we possibly do differently to clean up the mess that Murrey, McMahon, and the Mouse Family have made? We don't have time to ask nicely! This business needs a course correction now, not ten years from now!

SD: Exactly! If we thought that diplomacy would work we would absolutely go that route. Hell, we would much rather just go out there and give the people classic matches left and right, but the corroded nature of this business right now forces our crusade, and we won't stop until either the industry is back to where it belongs or we're dead! Let's go, Dash. Thank you for having us.

On that note, FTR took off with their Tag Titles. I had more questions in mind, but they tragically didn't have time for it. See you all next time for yet another talent interview!





I Know What You're Thinking

Seth's Big Jump!

By Sunfire

I know what you're thinking: *ANOTHER ARTICLE ABOUT SETH ROLLINS? OMG!*

First off, shut the fuck up. I will talk about what I want. Secondly, see the first point.

Ok, on to business as we first look at the biggest twist to happen in the industry outside of the Mouse Family drama and then assess the fallout from the perspective of the actual greatest to ever lace it up and not be awarded a place in the Hall of Fame:...me, I am talking about me.

God, you suck!

Anyways, the impact of Seth's decision to leave with ULW's top prize has the pundits and the fans reeling while I am left here thinking to myself about what the fuck all of you think about this. You see, it's a loop of thinking about thinking about what the fuck Seth, Lenny, and Vince were thinking. It's a think-o-mania!

Professional wrestling has never seen anything like what happened on Monday, October 13th, and that is precisely why WWE finally managed to defeat AEW in head-to-head competition for the first time this era! I mean, is that really surprising? A company's dual champion just left his home of three-ish (I haven't kept track, fucking sue me) years and entered the home of the Rock.

The world saw this with jaws dropped and wet panties, and I watched it perplexed as a man of my talents can be. I mean, this is truly Earth-shattering, as it has never happened before, and it is perhaps the first time ever that someone has entered a company and has become an undisputed challenger for the world title of their new home right off the bat. Let's be real here: who the fuck can deny that fact???

Yes, Seth pissed on the ULW Undisputed Title while mysteriously dispensing with the much-maligned ULW Undisputed League Title and then set on fire his WIN World Heavyweight Championship.

Wait...he betrayed Trips and Murrey already??? Holy shit this guy moves fast! What sucks, though, is that he is very likely to lose to The Rock when they battle for the WWE Title, because there isn't a chance in hell that Rock loses the strap before he topples Duxen's record in January. Even so, Seth is perhaps the most over superstar in the business right now, and it is fitting.

I don't know whether or not Seth will be able to keep up this momentum until the time at which Rock can lose the title without Duxen laughing until he finally croaks in his favorite bathtub, but what I do know is that his guaranteed five year contract means that WWE intends to use him to the fullest...world title or not.

At the same time, ULW has a problem on their hands as Lenny scrambles to establish a new Undisputed Title with prestige. Despite the misgivings of certain critics, there is a whole host of superstars in this roster who will help make this new world title just as prestigious as the one Seth walked away with, and I am half tempted to briefly end my retirement so that I can come and win it all.

What do you say? Should I?? SHOULD I?????

Nah, my back hurts just thinking about it. I mean, I know I could pull it off, but I can't!

Maybe...NO!! I can't do it! Stop begging me. I know you want to see this guy in action, but my time has come and gone.

For real. I'm serious. Let's change the subject.

The ultimate winner out of this, though, seems to be Bron Breakker, who was awarded the new Providence Championship after he won a number one contenders match on the night that Seth showed up on Raw. Now, he was away on business when his father and uncle were dispensed with by the new faction emerging from the union of FTR and Brock Anderson, but he is definitely someone who we should NEVER ignore. Now, with his shiny new belt, I think that the world needs to watch out.

Then again, so does he, because Lenny revealed that this title with a single cash-in per superstar per season is up for grabs 24/7. If it was any other superstar I would say "watch your back", but this is Bron that we are talking about here! Other than Brock Anderson and company, who the hell is going to come out of the woodwork to attack Bron for the strap? The most intense star not named Lashley or Lesnar?

Regardless, I don't see anything non-Mouse related ever topping this moment, and this career-defining moment forever belongs to Seth "Freaking" Rollins!!

I'm done for now. See you all next time!





Dirt Sheet Review

The Trade that Just Won't DIE!

How Seth Rollins marked the final nail in the JadeTrade Scandal

By Fitz Riot

When the world of wrestling came together during Father's Day week this year we had no clue that the fallout from that week would reverberate well into October, but not only have the effects and conversations about WOW week been felt this far into the year, we've seen history made on a scale unlike anything the industry has ever seen.

A two for two deal made in the day leading up to Starrcade saw the introduction of a delayed trade, saw an incredibly controversial side trade deal which nearly blew the whole thing up, and a first-ever unthinkable moment wherein a sitting world champion jumped ship and then desecrated the title with a heritage linked to the WOW Undisputed Title.

In a word: WOW!

There really is no dull moment in this business, but this has been absolutely insane. To think that this whole scandal and historically-mammoth trade was centered on Lenny's chief mission of bringing Brock Lesnar to ULW. Since the whole thing has played out

and we now know all of the players I can finally reveal how all of this went down, according to my sources with verifiable knowledge about the negotiations.

Lenny knew what his primary goal was for WOW Week this year: get Brock Lesnar at all costs. It is now no secret that Brock was listed as the internal preferred number one pick in the draft, with Sasha Banks being number two. However, as fate would have it, the Rock won the right to have first dibs during the Draft's first segment and – after being talked out of drafting a referee as the number one pick, rumor has it – stole Lenny's idea.

The rage that we saw in Lenny's eyes that night was very real, and he went on a tirade in the hours after the Draft concluded. That's when Lenny issued a directive to get Brock via a trade no matter what it took, and when the meeting was finally arranged with Rock and company to negotiate, Lenny went in knowing full well that Rock was not going to come off of Brock easily. At the Draft, Rock made it a point to initiate an apparent extended program between the two, and Lenny knew he would have to get creative to convince Rock.

So, that's when Lenny authorized the plan to have a two for two deal to offer top stars Jade Cargill and Seth Rollins in exchange for Bronson Reed and Brock Lesnar. The catch: Each superstar involved would jump ship at staggered intervals. Lenny knew that WWE was in need of a beefed up Women's Division, and that both AEW and WWE desperately wanted Seth Rollins – who had been exempt in every draft since PWI nabbed him a few years ago in the Sixth Era -, but he was also keenly aware of the big deal Rock had made out of a Rock versus Brock feud.

Considering that, Lenny believed that the key to getting Rock to sign on would be to stall the trade so that Rock v. Brock could play out in July, but he also wanted to get a little more out of Seth before Mr. Rollins jumped over. This offer obviously won the Rock over, who – much to the delight of ULW – suggested that he would bring in Seth as the final piece in September.

Each of the four stars were briefed on the deal within minutes of the ink drying, and all seemed to be doing well. That was, until the infamous side trade deal struck between AEW and ULW muddied the plan significantly. The story of the fallout from that night is has been discussed at length, but one thing we never knew was that Vince McMahon learned about the controversy from a leak within the hotel room wherein Lawrence Mason and Lenny frantically tried to secure AJ Styles.

Vince took this information to Seth and used it to convince him to join with Vince in making an unforgettable mark on their way to WWE. From what I've learned, Vince essentially warned Seth that he could somehow get betrayed by Lenny and that he might leave ULW so weak that a world title would remain out of reach for him for the foreseeable future. Furthermore, Vince connected Seth with fellow tradee, Bronson Reed, and newcomer Kama Mustafa to build their supposed "Vision".

At the same time, Seth had gone to Lenny with his concerns about being overlooked for a shot at gold. This may or may not have been a test from Seth to see if Vince's warnings had any root in reality. What Seth heard from Lenny in their meeting was that Seth was bound for greatness and many opportunities to come when he arrived in WWE. "Your time is coming" was something that numerous sources overheard Lenny say to Seth, "you simply need to be patient".

Seth, though, was insistent on at least getting his hands on one of the League titles before departing, but Lenny was very hesitant to authorize such. Lenny came out of their powwow feeling a little confident that everything would go as planned...but that quickly turned to panic the moment he saw Vince McMahon paired with Seth. At that point, Vince's reputation of mastering backroom deals to get his way from the pre-Murray days through Vince's time in USWA swayed Lenny to pay close attention to what was happening.

For this reason, Lenny instructed the Commissioners under him to do everything possible to keep Seth and the Vision in line. "Vince wants vengeance for Murray and the Mouse Family taking the industry from him" was the warning that Lenny offered when briefing his team away from the cameras. "If he gets that belt on Seth, we may end up seeing the ULW title on WWE programming, and that CAN'T HAPPEN!" Lenny's exclamation about the threat posed by the Vision underlined the mission that no one watching at home could know about, though there were signs all throughout as Scott Nash and William Regal tried and failed to talk some sense into Seth.

As fate would have it, Seth's determination to make himself the centerpiece of an era led him and Vince to exploit every weak point in ULW to ensure that he became a world champion that no one could unseat. When Seth cashed in at Scorched and walked away as world champion, Lenny lost his mind and initially threatened to clean house in his team! Mission "Stop Vince" became the code name for what they had to do, and that led to some questionable choices to bring the reign to an end, including the desperation move to throw the whole Ascendant Class at Seth on October 5th.

When that endeavor failed, Lenny's desperation move on Monday, October 6th to force Seth to defend against FRED and Slammu 24 hours after defending against 50 men was very likely to succeed until Bray Wyatt returned to spoil the plan. Even after the deadline for the trade had passed, Lenny had somehow convinced himself that he could get Seth alone in a room and sway him to relinquish the titles instead of taking them to WWE, but that effort was fruitless as Seth and Vince had already left for Raw.

As they say, the rest is history, and the final component of the most consequential trade in industry history has been revealed.

In the aftermath, ULW has now lost our Undisputed Title (which, again, came with the lineage of the WOW Undisputed Title), as well as the Extreme and Premier League titles. Lenny has vacated all three titles, replacing the League Titles with a brand new

Providence Championship and announcing a 40-Man super tournament to crown a brand new ULW Undisputed World Champion.

With the full picture, including the fact that WWE traded Jade to AEW after it was all said and done, you have to ask yourself who really came out of this scandal at the short end of the stick. Hint: ULW may have nabbed Lesnar and Styles, but do we really think that they came out of this stronger when you consider everything they lost, which includes Jade Cargill, Becky Lynch, Damian Priest, Seth Rollins, and three championships!

See you next time!



Historic Spotlight (Highlight of a Moment at this point in wrestling history)

October 5th, 1995: The Birth of Mmouse Enterprises

By Johnny Quest

On October 4th, 1995, the wrestling industry very much still belonged to Jeffrey Murrey. The industry that he revolutionized was in a healthy place, ticket sales remained strong, and the original WWF was the de facto king of it all. As far as the casual fan knew at the time, “wrestling” and “WWF” were synonymous terms, and Murrey was to be credited for as much.

Little did he or most people know at the time, but a new threat began to brew first in Orlando – at the Mouse Estate – and then eventually in Memphis. Mickey Marcus Mouse Junior was making key business deals shortly after inheriting the bulk of his father’s wealth and selling the company to a Chinese investor. Mickey was quickly becoming a

billionaire juggernaut with an eye towards expanding the Mouse family reach in entertainment, and getting into professional wrestling was a top priority for Mickey.

I remember what it was like when Mickey hired the lot of us; a group of men and women whom had long been disregarded by Murrey as not meeting his expectations for the talent that he sought to exploit for profit. Mickey declared to our small locker room – there were about 20 of us at first – that we were going to take the industry by storm and that we would soon wrestle away control thereof from the hands of Jeff Murrey himself. It is hard to forget the audible laugh which emanated from our group of rejects as we contemplated Mickey's delusions of grandeur.

It was a nice thought, but it was never going to happen...right???

Well, from the looks of things on Opening Day, it still very much looked like a long shot. Yes, the relatively small crowd in attendance that day was impressed by the work ethic of the men paraded in front of them in the WPW ring, but almost nothing stood out at first sight.

Almost nothing.

You see, it became clear at the outset during our opening show just over thirty years ago (as of writing) that there were some bright spots among us: my brother Cool Quest, Beast Gargoyale, and Garz Gargoyale.

My brother Cool Quest was the most charismatic talent anyone had ever seen up to that point, with confidence which way overshadowed anything you had seen before in WWF, Quest taught the audience that size is a mere distraction from the beast which lies underneath! The people loved Cool Quest, and they regularly reached out to him following that initial foray into the business!

Beast Gargoyale entered both as the brother of Garz, and as his tag team partner. Beast was ruthless in that ring with strength which seemed to overshadowed what you would have predicted of his capabilities. His scary strength was enticing to the crowd, but nothing he did was good enough to lead the people to look away from his brother Garz.

Garz really stood out that first night as someone the crowd could believe in. The guy absolutely looked and performed like a future world champion should, and they were more than overjoyed when he captured the prize!

We may have had 2,000ish people in attendance, but it sounded like 15,000 when we were done with them. The word quickly got out about our band of wrestling rebels, and when Mickey signed a host of new talent during a 1995 Christmas event the people continued to gravitate more towards us.

For those about-10 months of WPW before NWO Country took over in late-1996, the cult following we amassed spread the word about us. The fans came pouring in with Garz

at the helm, but the lid blew off once Mickey signed his WBF Boxing Champion Slammu to join our ranks, after which he quickly ascended to the WPW Championship!

Come the Christmas 1996 signing event, Mickey welcomed future legends the Claws and Metalhead to the mix, and those talents came together behind Slammu to spearhead the historical invasion of WWF Raw in February 1997, which alerted the broader wrestling world to the presence of an alternative company.

Mickey was so emboldened by the outpouring of support from our growing fanbase following the invasion that he pulled everyone in for a meeting to announce that WPW was going to be transitioned to reopening as the WWWF (World Whacky Wrestling Federation), in March of 1997, and that company would be called “USWA” by the time 1998 rolled around.

16 months is all it took to build the foundation for an empire, and it all started on that fateful day in early October 1995, in front of a small crowd in Memphis, Tennessee. Before that pivotal date, the business belonged to one company, led by one man. After that date, the game changed forever, as competition was finally introduced, and it arguably extended the mainstream life of the industry well past what should have been imaginable at the time.

It kind of teaches you that every moment is to be cherished. You never know when it will serve as the catalyst for something greater!





Love Bites: A Loner's Bitter Analysis

Lady Love is Free AGAIN!

By Ric Venom

Baby, Lady Love, I miss you. Your gorgeous legs, your luscious hairy mounds, your goddess voice and posture. We belong together! Divorce that fool and take me back, and I swear that I will be the stepdad that Young Crock never knew he needed!

I will take him to baseball games, the zoo, the movies, the str- the pool, and anywhere else that his heart desires! Come on! You know that you miss me too. We used to cuddle for hours at a time back before our precious little was born, er...you know what I mean.

You have to admit that things have been too crazy for you lately with all the drama you've been subjected to by "High-Minded". You don't belong with those morons, hun,

you belong with a real man, your superman! Remember when you used to pick me up and fly me around the room before we made love? Those were the days, and we can experience them all over again, if you would just unblock my number and all my socials. I will show you that I've changed!

Yeah, I have the same wardrobe of 1,000 identical costumes, but I learned how to knit you one of your very own! If you recall that one night that we took shrooms and realized that we were trapped in the wrong bodies, and you told me that you had always wanted to be Xena – the warrior princess -, I made you a few copies of her old costumes. See, we can roleplay again, and now you can save me from the dreaded couch monster just like I used to rescue you all the time!

Also, I promise that I am done dunking the neighbor kids in the community pool. Your criticisms of my aggressive ways were all internalized in the years since you removed yourself from my bed and my heart. I've made a few friends in the interim and those friends won't let me get into fights with the kids in the playground anymore!

Hell, baby, I will finally let you do what you've always wanted to do in all of our date nights: you can order first. I won't speak for you, nor will I imitate your voice anymore when we argue.

Actually, we WON'T argue ever again! You can win all the damn time! You can beat me in Uno, in scrabble, in twister, battleship, Mortal Kombat, and charades! If you say "yes" you'll never feel betrayed or unwanted again! My days of hanging out bitching about married life in the bingo hall are over. I just want to spend my days with you, loving life, enjoying B-movies, rating our penis scabs, and picking out what we want to do the next day. The sky is the limit if only you just give me another chance!

Look, I know people are going to read this and point at me laughing, but I don't care! Let them laugh! Like Eminem, I am NOT AFRAID TO TAKE A STAND, because the real slim shady has stood up!

I mean, it's not me, I'm not Shady, but I am Richard Dredd Venom and I am madly in love with you! There is only one girl with the dick that swings for me, and it is you!

Only you!

Let's do this. I will chat with you later, baby!

P.S.: Midget Hogan, if you read this: go fuck yourself! I win, bitch!





State of the World of Wrestling

WWE's Moment is Arriving

By Jim Ross

Even before Seth Rollins arrived on Raw with the ULW Title and Vince McMahon, WWE was enjoying a great deal of momentum coming out of WOW Week. Back in June, we could sense that something was changing dramatically within WWE, and that it was a matter of time before they proved themselves as the next undeniable force in the industry. Now, that picture is becoming clearer than ever.

On October 13th, 2025, with the aforementioned arrival of Seth Rollins, WWE overtook AEW for the first time this era, and then followed it up last Monday with a close second place finish within striking distance of defeating AEW again! It's bound to happen again, and if WWE is smart they will save the Rock's loss of the WWE title for a head-to-head

against AEW. The Prime Era has more than lived up to its name by now as you have three companies who equally have a shot at being the top brand at any given moment, and WWE is heading for a dominant streak. Mark my words.

If I was to try and make this an argumentative piece, I would not only point out that the biggest shocking moments this season so far have predominantly happened in WWE, but that the company also has the most prestigious championships right now! The exceptions to this are probably the Women's title (Toni Storm is the top woman in the business right now, with Sasha Banks at her heels) and the Tag Titles (the ULW Tag Titles have the most celebrated tag title legacy of all time, and that is indisputable, if you ask me), but the World Title scene sees the Rock as the top world champion right now and Seth as the most prominent challenger!

Additionally, the most consistent comedy bits belong to WWE, and this has been the case for the entirety of the era. Simply no one can touch WWE when it comes to comedy. Can anyone deny this when you assess the many shenanigans of Doc Brown or the hilarious feud between Bret Hart and Goldberg (just to name a few key features).

Looking elsewhere on the roster you see WWE having the most prestigious mid-card championships with Dominik Mysterio reigning as US Champion and Chad Gable back as Intercontinental Champion. The NXT and Evolve gold also command respect being featured on the best consistent non-Monday wrestling programs around!

WWE even rules the roost when it comes to comeback stories as HBP's revival has easily overshadowed the attempts at comebacks by other legends such as Slammu or even Dragonfly. Now, that isn't to say that Dragonfly or Slammu have flopped, but HBP has been given the hero's welcome of sorts with his consistently awesome booking in the journey to becoming the North American champion.

If it weren't for the Mouse family drama, WWE would likely be the top company in the industry right now, and it may not matter before too long as they are proving that they don't need rodents nor phenoms to thrive.

With a few tweaks still left to be made (and the number of issues to address is dwindling, by the way), WWE is weeks or maybe a month or two away from rising to the very top and staying there for a while. Truth be told, we might find ourselves all looking up at Final Boss Media saying that this era is actually the FBM or WWE era when it is all said and done!

Of course, I could be getting ahead of myself, and I am fully prepared to look back and admit that I was wrong if it comes to that, but I am having a hard time seeing a path to any other outcome other than what I have pointed out. WWE has all of the right pieces in place, and with the right strategy, this will be their era for the taking; at least for a time.

As for AEW and ULW, what are they to do? Well, AEW is in a good position to at least remain in second place, and to continue threatening to topple WWE once again. As for

ULW, there is some work to be done, and while we definitely have our strengths which shine through often, we need to see ULW bounce back from the recent championship chaos stronger than ever if we hope to remain truly competitive.

Enough about WWE's competition, though. WWE is looking almost perfect, and at the risk of helping them become the number one company, I need to do my job by offering this piece of advice to them: continue working on the things that keep your company's name on the tip of everyone's tongues, and don't let the chaos consume everything else to the point that your strengths become unrecognizable.

Example of an area where the chaos risks everything else? The recent decision for Seth to betray Triple H and Murrey. While a power struggle is definitely over done, a power struggle in WWE between Murrey and Rock – which is what that story was all about until Seth knee-capped it – was pretty awesome, and looked like a good temporary counterbalance to what we've been seeing elsewhere as well as a great way to prevent the Rock from looking unbeatable.

If WWE figures out how to properly moderate the chaos just right, they will be unbeatable.

Let's see if I am on to something. Until we meet again, see you next time!

WOW

The State of WOW



Heavy is the Crown



Heavy is the Crown: Regular Analysis of the Industry's Leadership

Leonard Nimoy Mouse

By Mr. Penguin

“Look, out of all of my siblings, Lenny is the most calm. I honestly don't think he can lead a company. Vinny and I have the training, Benny has the sympathy factor, but Lenny doesn't have the chops for it.”

Mickey said this to me when we were discussing the potential of his brothers being able to take the mantle in the then-new company WPW. For all of his public rhetoric about Benny's intelligence, it became clear to me over the years that Mickey respected Benny as an underdog threat to his aspirations. He long believed in Vinny's loyalties, so he never truly undermined nor underestimated him either. However, Mickey truly had no confidence in the third son of Mickey and Minnie who was

named after Mickey Senior's favorite actor at the time of Lenny's birth: Leonard Nimoy.

Lenny Mouse was gifted a top position in Mmouse Enterprises from its outset despite Mickey's doubts about him, and this was done because Mickey felt it was more important to keep his allies happy instead of creating enemies. Truthfully, it worked for a long time, too, as Lenny remained loyal to Team Mickey for the first five years of Mmouse Enterprises, and only turned on him when he felt Mickey's disrespect after the birth of BFCW.

The joint venture of Lenny and Jane Mouse – which featured underrated talent that Mickey carelessly fired – became a thorn in Mickey's side especially after an affair between Lenny and Jane was revealed. This led to the interpromotional war which culminated in BFCW and USWA both suffering the ultimate fate, thanks to Ric Venom.

In the months following the so-called Allegiance War, Mickey never saw Lenny as anything less or more than a rival again. Though, as Mickey and I went our separate ways I could see that Mickey still didn't respect Lenny as much as he did Vinny or Benny. Sure, Lenny was prominently featured on commentary and then as a website columnist, but Lenny's betrayal against Mickey forever altered their relationship and the way Lenny was perceived by his eldest brother.

So, without a clear pathway to leadership due to his own actions, Lenny had to carve a new path for himself. Over time, the sins of his BFCW past were gradually forgiven by the fans and critics alike. People even went as far to call Lenny "the normal Mouse brother" or "the calm one".

Of course, there was some confusion about his weird obsession for MJF during the waning days of the Sixth Era, but it was indisputable that the people could count on Lenny to be reasonable when the time came.

...then Mickey and Vinny experienced a literal fall in Philly.

From the moment that Lenny realized that he was the only Mouse left standing (as even Benny was out of the picture for a time due to his fall into dementia), Lenny drifted into familiar territory for his family: the corrosive nature of power. Once he became the one in charge of a third of the industry, Lenny noticeably let the power go to his head. Following a carefully-orchestrated hostile takeover of Cash Mouse Entertainment with the help of his enforcer – Jacob Fatu -, Lenny began his current reign of terror over an aspiring imperial conquest.

2025 has been a pivotal year for the Mouse with the reigns in his palms, and it has not been painless. The Jade Trade Scandal left some deep scars on the new regime, including being forced to watch as the ULW Undisputed and League titles were spirited away by Seth Rollins and Vince McMahon to WWE. He has also presided

over a now-fugitive crisis involving the Triad which remains in exile after Lenny had them apprehended for their supposed plot to corrupt Cash Mouse Entertainment, and he has placed the very unstable Vince Russo as his second in command.

At this moment, ULW is licking its wounds following a hot and dominant start to the season with an insurgent and defiant WWE as well as a strong AEW seizing the opportunity to bury Lenny's company. As we see this all unfold we have to ask if Lenny is going to rise above the challenge and stake his claim as his brothers did before him.

Believe it or not: Lenny may be the leader that ULW needs right now. Compared to the convoluted system designed for the Triad to share power – which was designed to avoid a despotic regime like Mickey's from ever rising again -, Lenny's leadership managed to down AEW multiple times early on this season while the Triad struggled to defeat AEW until mid-August last year.

Yet, there is a dark cloud which hangs over Lenny's head: the Splidder footage wherein he asserted that Mickey still lives. If it is true, if Mickey is truly alive, then Lenny is only in charge for as long as Mickey wants him to be; well, that is if you buy into the assessment of Mr. Chris Hyatte.

Whether or not Mickey is alive, Lenny's true ascension to the top can not be denied nor ignored. He has left his mark on this business for good, and we have to just sit back and see what comes next.



The image is a magazine cover for 'ULW The Magazine'. It features a central circular frame composed of bright, flowing orange and yellow flames. Inside this frame, the background is a deep blue space filled with numerous small, distant stars and several larger, more prominent starbursts or nebulae. The text 'ULW' is centered within the circle in a large, bold, gold-colored serif font. Below it, the words 'The Magazine' are written in a smaller, white, serif font.

ULW

The Magazine