



DATA WHEN TV SHOWS HOOK VIEWERS

In an effort to find out when, exactly, people get addicted to its content, Netflix analyzed how its members watch popular TV shows. The hook episode is the one that led at least 70% of viewers to complete Season 1—and despite popular wisdom, it was never the pilot.

EPISODE 8

How I Met Your Mother

EPISODE 6

*The Blacklist,
Mad Men*

EPISODE 5

Daredevil

EPISODE 4

*Better Call Saul,
Grace and Frankie,
Pretty Little Liars,
Unbreakable Kimmy
Schmidt*

EPISODE 3

*House of Cards,
Orange Is the New
Black*

EPISODE 2

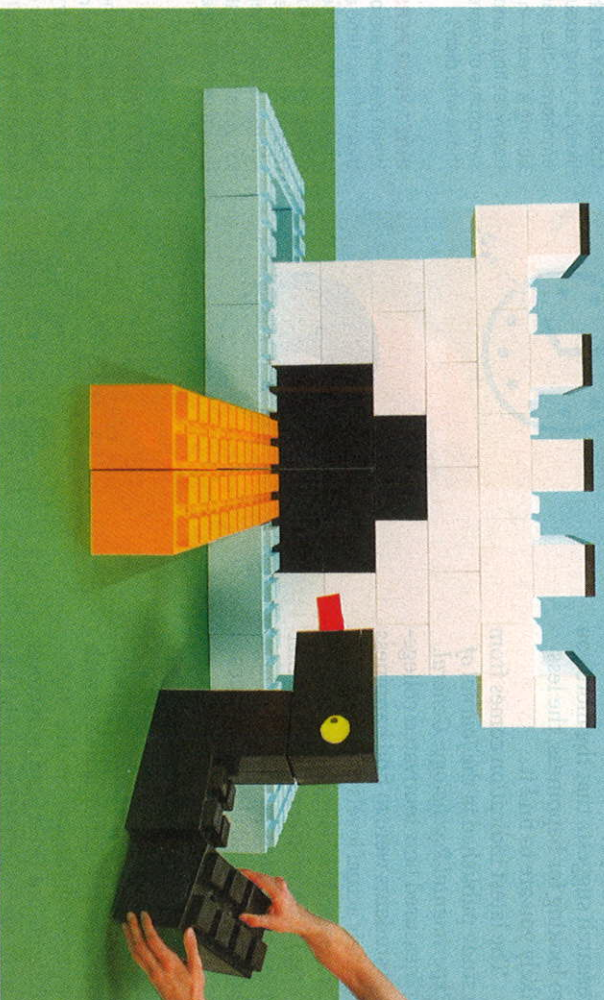
*Bates Motel,
Breaking Bad*

—Alexandra Sifferlin

BIG IDEA

Grownup building blocks

Build anything, anywhere, one piece at a time. That's the idea behind EverBlock, a new product that aims to be Lego for grownups, offering jumbo plastic blocks—the standard one measures 1.2 by 6 by 6 in. and retails for \$7.25—that can be snapped together to create room dividers, shelving units, coffee tables, installation artwork (like the castle below) and even temporary shelters. (Each block has a built-in passage for power cords, LED strips or reinforcers.) The goal, says creator Arnon Rosan, is to create a low-cost way to enable everyday construction, much in the vein of 3-D printers. —S.B.



QUICK TAKE

How alcohol dictated American history

By Susan Cheever

WHEN HISTORIANS DESCRIBE AMERICA'S leaders, they often write of ethereal motivations: liberty, independence, justice, equality. They tend to skip the drinking. From George Washington's early political victories in Virginia—he finally began winning when he poured voters free rum—to General Ulysses S. Grant's brandy-fueled grace under pressure, alcohol has played a surprisingly large role in shaping the course of U.S. history.

This was especially true in the White House, where tensions often flared over drinking—or the lack thereof. Andrew Johnson, for example, was so inebriated at Abraham Lincoln's second Inauguration that he burst into incoherent attacks on the Senate and had to be half-carried off the stage. (Lincoln was sober.) Rutherford Hayes,

meanwhile, banned alcohol from the White House entirely, earning his wife the nickname Lemonade Lucy.

But perhaps the most poignant tale from America's drunken history is that of Warren G. Harding. His parties during Prohibition—given with confiscated whiskey—were famously raucous until the Anti-Saloon League's Wayne Wheeler dropped by the Oval Office to end the fun. Harding fought back. He drank for medical reasons, he explained. Whiskey was holding him together. But Wheeler prevailed, and Harding was forced to stop. Six weeks later, he died of mysterious illnesses.

Cheever is the author of Drinking in America: Our Secret History