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By RICHARD JOHNSON
with KIMBERLEY RYAN

Enquirer falls to media scammer

MEDIA hoaxer **Joey Skaggs** finally added the elusive National Enquirer to his list of suckers. The man who came up with cathouses for dogs, hair transplants from cadavers, and a company that churns stray pets into soup is featured in the Oct. 25 issue under a headline that brags about the Enquirer's invincibility to a Skaggs scam. The article innocently quotes Skaggs' belief that "slipshod and deceptive journalism" keeps his ruses going, and ends with his sarcastic tip of the hat: "I haven't gotten one past The Enquirer yet!" But splashed across the page are three photos of a Skaggs imposter. The captions identify him as Joey, but it's his heavier, older friend, **Peter Insalaco.** Confessed Skaggs to PAGE SIX: "They called me for the story, so it wasn't planned. But I couldn't resist. How could you not want to get the Enquirer?" True to form, Skaggs left clues in case anyone did their homework. Not only had the tab previously published photos of the real Skaggs, he sent them background articles which also contained the genuine image. Even better, Enquirer photographer **Mario Suriani** had once shot Skaggs for the Boston Globe and warmly greeted the impostor during the session and recounted some old times with him. Enquirer editor **John Cathcart** refused to admit his paper had been had. "We completely stand by the photos until we see evidence to the contrary," he insisted. Countered Joey: "They'll say or do anything to lessen the embarrassment . . . besides, I just got an angry fax from the guy who shot the pictures — he's not a happy photographer."