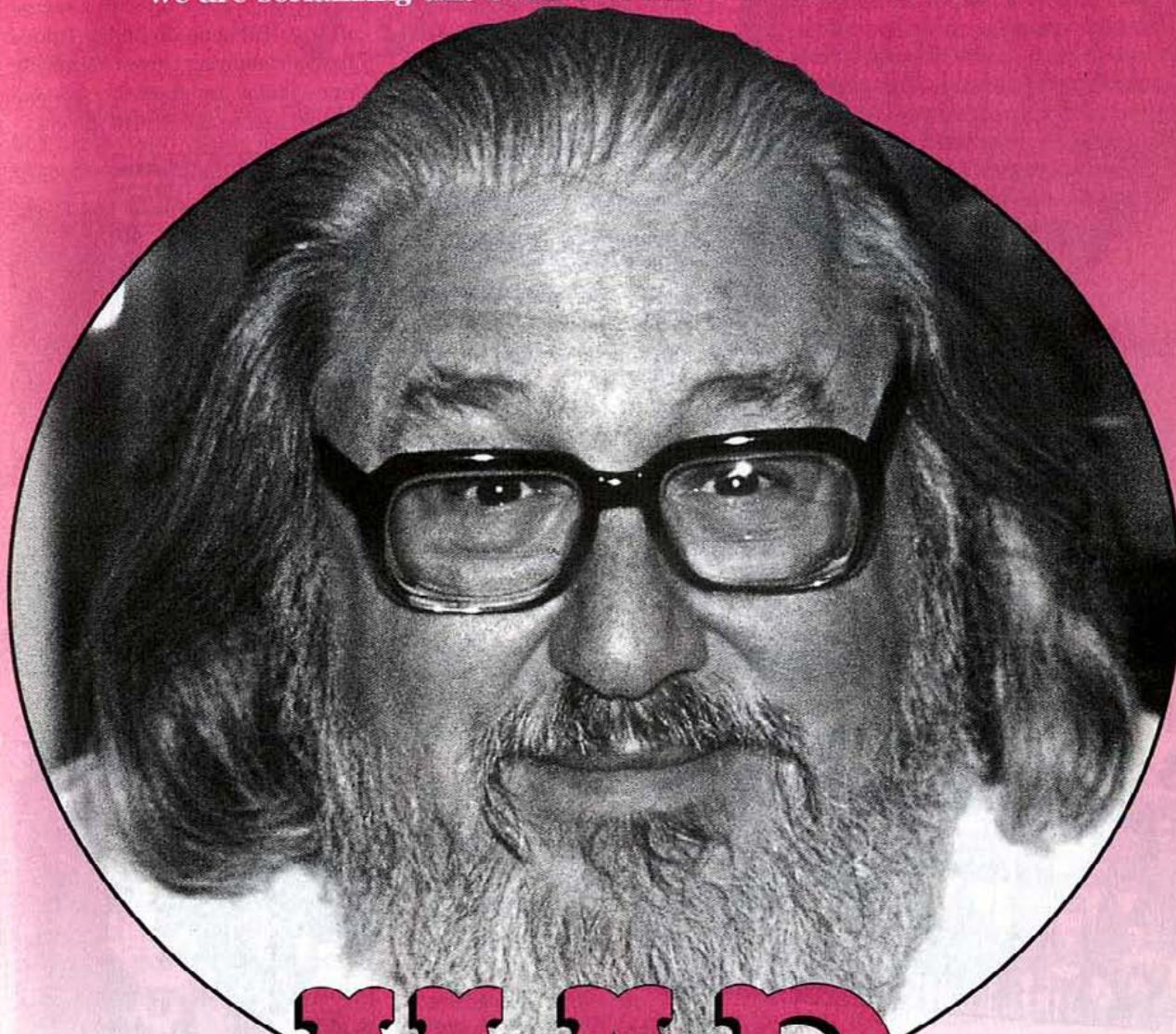


Many of our readers consider Frank Jacobs' *The Mad World of William M. Gaines* to be the definitive narrative of Bill Gaines' life and his E.C. empire. Scarce and long out of print, the book chronicles the Gaines era through 1972.

To help launch the new MAD XL series, we are serializing this book over six consecutive XL issues.



FROM THE PERSONAL COLLECTION OF ANNIE GAINES

THE **MAD** WORLD
OF
WILLIAM M. GAINES Part V
BY FRANK JACOBS

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THE STORY SO FAR

MAD has become a national institution and made Gaines a millionaire. We've witnessed his food and wine binges as well as his diets, all of short duration, that follow. Inside E.C., we've seen Gaines at work, defending MAD from corporate predators and running it with a compulsive, hands-on style unlike any other.

CHAPTER 12

43-MAN SQUAMISH AND OTHER IDIOCIES

In a 1965 issue, MAD introduced "a great new national pastime," 43-Man Squamish. Its inventor was writer Tom Koch, who outlined the rules of the game in detail:



A Squamish team consists of 43 players: The left and right Inside Grouches, the left and right Outside Grouches, four Deep Brooders, four Shallow Brooders, five Wicket Men, three offensive Nibblings, four Quarter-Frummerts, two Half-Frummerts, one Full-Frummert, two Overblats, two Underblats, nine

Back-Up Finks, two Leapers, and a Dummy.

Each player is equipped with a long hooked stick known as a Frullip. The Frullip is used to halt opposing players attempting to cross your goal line with the Pritz (ball). The official Pritz is 3 3/4 inches in diameter and is made of untreated ibex hide stuffed with bluejay feathers.

The defending right Outside Grouch signifies that he is ready to hurl the Pritz by shouting, "Mi Tio es enfermo, pero la cerretera es verde!" — a wise old Chilean proverb that means, "My uncle is sick, but the highway is green."

The other rules were equally absurd, and no one at MAD expected readers to take the game for anything other than it was meant to be — a nutty takeoff of outdoor sports. The reaction was something else. At least five institutions of higher

learning formed 43-Man Squamish teams, among them Canada's University of Alberta, which informed MAD:

We happen to be the only undefeated Squamish team in Western Canada, mainly because we are the only team in Western Canada,

and we haven't played a game. We can't understand why we have no opposition.

Teams were also formed at Marquette and at Rensselaer Polytechnic Institute, and MAD continues to get requests for the official rules. As of this writing, the students at Baldwin-Wallace are working out plans to set up a 43-Man Squamish Hall of Fame in Berea, Ohio.

I would like to be able to report that articles in MAD have caused

international incidents. Regrettably, I cannot. However, there have been a couple of near misses.

In an article, "Comic Strip Characters Taken From Real Life," the editors and I came up with a mythical strip, "Bringing Up Bonnie Prince Charlie," featuring Queen Elizabeth, Prince Philip, and their then eleven-year-old heir to the British throne:



often ask me (after inquiring about Don Martin) is "Where do you get your ideas?" I've gotten about half of them myself. The other half have evolved from the more than one hundred script conferences I've had with Al Feldstein, Nick Meglin and Jerry DeFuccio.

To an outsider, a MAD script conference might seem paradoxical. Premises that may end up as hilarious spoofs are discussed with intentness and probing seriousness as can be seen from these excerpts, based on personal experience:

FELDSTEIN: Let me see if I've got this straight. You want to do an article on how celebrities' pets are influenced by the personality of their owners.

WRITER: That's right. For instance, Don Rickles would have an insulting parrot.

FELDSTEIN: Yeah, yeah. I get the idea. What do you think, Nick?

MEGLIN: It's kind of like the piece we did on love letters from celebrities. We did that fairly recently, didn't we?

DE FUCCIO: Issue number 150, to be exact. Arnie Kogen wrote it. The mail response was favorable though not overwhelming.

FELDSTEIN: What other celebrities would you hit?

WRITER: Oh, you know. Betty Friedan would have a liberated cat. Joe Namath would have a horny hamster. Tiny Tim would have...

FELDSTEIN: God, not Tiny Tim again. We've done him to death.

with you all the way, Dick!" It then was a simple matter for newsdealers to display the Kennedy cover, the issue being distributed the day after the election.

MAD first went political in late 1959 with a piece by Arnie Kogen. At

WRITER: No more than William Buckley or Jerry Rubin.

FELDSTEIN: We've done them to death too. Aren't there any new people to hit?

WRITER: There just aren't that many. The best ones are gone — J. Edgar Hoover, Rap Brown, De Gaulle...

FELDSTEIN: That's the trouble. There doesn't seem to be anybody with real style any more.

WRITER: What about Ralph Nader? He could have a fox terrier who gets a letter recalling his leash.

FELDSTEIN: I don't know. Nick?

MEGLIN: I see it as a two-pager at best.

FELDSTEIN: Jerry?

DE FUCCIO: I'd have to see some completed examples.

FELDSTEIN (To writer): What other ideas do you have?

the time, President Dwight Eisenhower was scheduled to meet with Nikita Khrushchev. Kogen proposed that for the wordy, noncommittal Eisenhower to be understood, he should take along special interpreters, such as James Cagney and Gary Cooper.

CAGNEY: Khrushchev says that Russia is more powerful, and is not afraid of America.

EISENHOWER: Well, that's a delicate problem, and, of course, no hasty decision should be made outside of the United Nations.

CAGNEY (pushing a grapefruit into Khrushchev's face): Ike says: "Shut ya big mouth, Fatso! And show a little respect! Because any time you care to tangle with us, this is just a little sample of what you can expect, see!"

COOPER: Khrushchev wants to know if you agree that world disarmament is the most important problem we face today?

EISENHOWER: Well, let me put it this way...and that is not to say that official agreement is to be either inferred or implied...but if we are to look at the problem in its broadest sense, and take into consideration all of the inherent ramifications involved in solving such a complex problem...

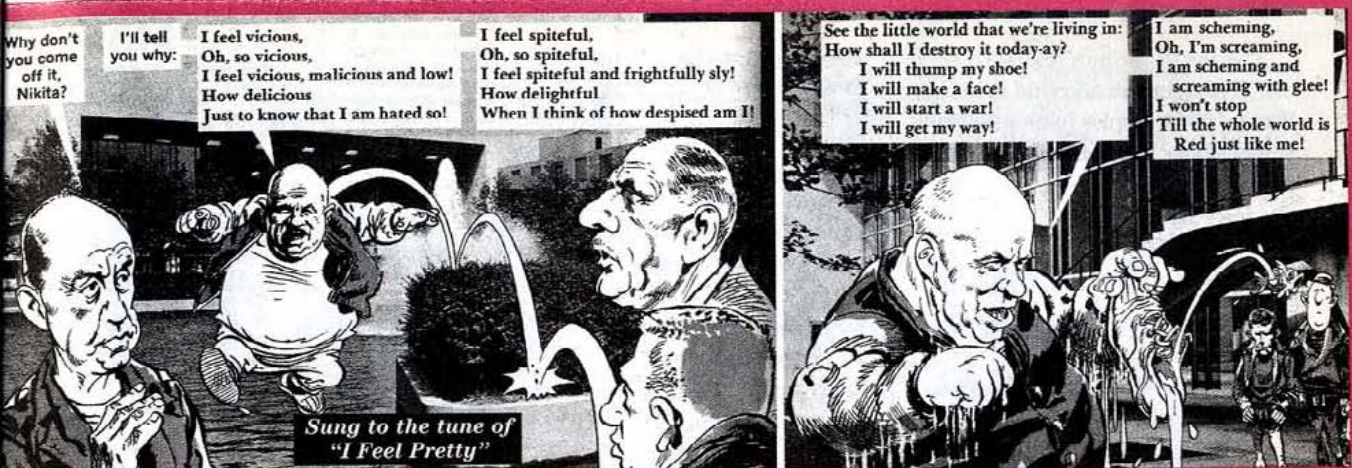
The morning after Election Day, 1960, MAD became the first national magazine to bear a cover picture of President John F. Kennedy. This may seem remarkable, the cover having been printed some six weeks earlier, but there was madness to the method. The particular issue bore two "front covers" — a normal front cover plus an upside-down back cover that looked like a normal front cover. One cover congratulated JFK and proclaimed, "We

were with you all the way, Jack!" The other congratulated Richard Nixon and declared, "We were



Hedging our bet: MAD #60 picked the winner of the 1960 Presidential election (depending upon which side of the magazine you looked at).





Mort Drucker art combined with U.N. photos and Frank Jacobs song parodies created a MAD classic: "East Side Story."

COOPER: Ike says: "Yup!"

MAD prides itself on protecting no sacred cows. Nonetheless, the magazine went extremely easy on John F. Kennedy, but, then, so did almost everyone else. Except for gags about touch football and the Kennedy bankroll, MAD trod gently. During one script session, the editors and I hit on a natural for a parody of *West Side Story*, which had just won an Academy Award for Best Picture. The piece would take place at the United Nations, with the two rival street gangs transformed into the forces of the free world and the Communist bloc. Mort Drucker outdid himself with his artwork, and Nick Meglin came up with the brilliant idea of superimposing Drucker's caricatures over actual photos of the U.N. The result was "East Side Story," and its featured players were the leaders of the world — JFK, Khrushchev, Harold MacMillan, Charles De Gaulle, Fidel Castro and U.N. Ambassador Adlai Stevenson. In one sequence, Stevenson and his free-world buddies ask Khrushchev why he's trying to turn the U.N. into Red turf. Khrushchev sings his answer to the tune of "I Feel Pretty."

Soon the age of protest and Vietnam were on us, and MAD moved with the spirit of the times. During his first years in office, Lyndon Johnson reigned reasonably unmo-

lest. But beginning in 1967, his immunity ended. In a Max Brandel piece on protest buttons, he was pictured wearing one inscribed, "War is Good Business — Invest Your Son." In another Brandel effort, MAD reproduced the widely seen photo of LBJ pulling up his shirt and pointing to his famous surgical scar. The difference was that Brandel turned Johnson's bared midriff into a map of Vietnam.

MAD paid scant attention to Richard Nixon during his first year in office. Since then, he has been dealt several hard body blows, as in this excerpt from "The Richard M. Nixon Presidential Primer, by Richard M. Nixon as told to Larry Siegel":

I want to make one thing perfectly clear: I have had it up to here. With certain people! People who say I am two different men: An OLD Nixon...and a NEW Nixon! I am just ONE Nixon! Just the other day, I said to my wife, Pat, "Thank God there is only one Nixon!"

And Pat agreed.

For about a year, Nixon served as the magazine's prime target, beating out Spiro Agnew by a nose and Joe Namath, Timothy Leary and Tiny Tim by a length. Some of MAD's readers complained that one or two issues were oversaturated with Nixon material. The main objection was not that Nixon was

being slammed, but that others were being spared, and this ran counter to MAD's tradition of satirizing everyone, regardless of race, religion, age, politics, or place in the public eye. MAD, some said, was showing too much of one point of view.

It wasn't as if the magazine had been neglecting its other targets. In the same period, there had been at least a dozen articles taking off on hippies, extremists, junkies, the press, rock stars, and women's liberation. The problem was that in several pieces on Nixon, MAD had discarded its rapier and was using a bludgeon. Feldstein, who has an intuitive feeling when something is being overdone, realized what was happening. In his efforts to reflect the sentiments of the counterculture, he was committing satirical overkill. Within a few issues, balance returned. MAD still assailed everything and everyone (including the man in the White House), but with a fresher, funnier, cleverer touch.

In 1962, Feldstein told Newsweek, "I suppose that God, mother, and country are supposed to be exempt from spoofing. But we've had some fun with country, and we've had some fun with mother."



Thanks to today's liberated society, Feldstein can add God to his list. Several church epics have seen print, among them, Larry Siegel's "Religion in America Primer":

See the man.

He is very religious.

He has just been hit by a car.

Quick, get this man to a hospital.

Wait a minute!

We have just found out something.

He is a Christian Scientist.

Quick, get this man to a reading room!

If accomplishing nothing else, the New Liberation has opened up fertile areas for MAD's satirists. Like sex, for example. When *Cosmopolitan* turned libidinous, Arnie Kogen pondered what would happen when other publications followed suit. The result was "If Other Magazines Copied *Cosmopolitan's* 'Sex' Formula."

Heaven help us: The MAD "Religion in America" Primer.

MAD is a strange animal. Because it contains so many pictures, many people call it a comic. Because it appeals to so many youngsters, many people think it is not fit reading for adults. Because it assails both political fringes, it is damned by both of them. Because it attacks sacred institutions, it is called un-American. Because it refuses to print pornography, it is called square. Because it hits everything, it is accused of lacking a point of view. But this is as it should be. Being a national institution, MAD is fair game. Some years back, *Esquire*, unable perhaps to fill its pages with its usual assortment of biographies of has-beens and new-wave *chazeraï*, ran a parody of MAD. I don't know if the artwork was intended to look as dreadful as it did, but, in any case, neither it nor the writing served *Esquire's* cause, which was to portray MAD as a gut-

less jokebook.

Actually, it's hard putting out an imitation of MAD, even when it's not intended as a parody. About two dozen publications have tried, most of them during MAD's first decade. Their attempts were called *Frenzy*, *Loco*, *Crazy*, *Goofy* — names like that. One fast-moving publisher even put out a couple of issues of a humor magazine called *Panic*, having picked up the title after Gaines discarded it. Most of the imitations featured an Alfred E. Neuman-like character on the cover and borrowed liberally from MAD's format and premises.

Only two remain. The rest died painlessly at an early age. Gaines likes to feel he helped speed them on their way by means of a ceremo-

A BLESSING ON ALL YOUR HOUSES DEPT.



ARTIST: PAUL COHEN
WRITER: LARRY SIEGEL

Field & Stream

12
EXCITING NEW
WAYS TO MAKE
LOVE IN A
LOUISIANA
DUCK BLIND
(31 Of Them Without
Drowning!)

"I Trapped A Gently
Bear In My North
woods Cabin... But
He Was Impatient!"

TEASING HIM ON
THE TRAIL:
When That Canadian
Dies Down, Try
Barning Your Best!

"I SERVED WITHOUT
A SCRATCH WHILE LUN-
CHING IN AFRICA...
BUT I WAS MAILED TO
DEATH WHILE HUSBAND-
HOODING IN THE
CATSKILLS!"

"Be Gentle, It's My
First Time!"
The Sexiest Story Of
A Young Career Girl
And A Notorious Movie

HOW TO TELL
WHEN THE
AFFAIR IS OVER:
When An Catfishes A
Sweetfish... And
Aids You To Take
The First Bite!



An early Arnie Kogen article combined sex and satire. Some say in his more recent articles, Arnie has dropped the satire!

Better Homes and Gardens

HAVE YOURSELF A
COLOR ORGY:
20 Wild Things You Can
Do With A Roller And A
Can Of Kem-Tone!

How To Decorate An
18th Century Bedroom
for 20th Century Love

WHAT TO DO
IF YOUR LOVER
CLASHES WITH
THE RUC

CARRARA MARBLE
FLOODS:
Are They Too Cold To
Have An Affair Out?

Do You Really Have To Take
The Pill If You're Working
With An Interior Decorator?

10 EXCITING NEW DRAPS
FOR HIM TO HIDE BEHIND
WHEN YOUR HUSBAND COMES
HOME UNEXPECTEDLY!



THE INDIANAPOLIS 500: "How I Had An Affair With All Of Them"

MOTOR TREND

A LONG ISLAND
HOUSEWIFE
CONFESSES:
"I Robbed My Husband
More Than My Time"

EXCITING NEW
DIMMICK TO
SHOW HIM
THAT YOU'RE A
"FAST GIRL!"

Paint A Racing Stripe
Down The Center
Of Your Back

NICE GIRL'S
DILEMMA:
Should You Let Him
Strip Your Gears
On The First Date?

SHORT
STORY
"PROSQUITY
IN THE PITSTOP"



Exclusive
Blueprints
NOW...IT'S POSSIBLE
TO MAKE LOVE IN
THE BACK SEAT OF
A CUSTOMIZED
TURBO-CHARGED
SPORTS CAR
KAISER-FRAXER



ny held in his office. He would print the name of each new competitor on a small slip of paper, then take a wooded darning needle and stick the paper into a voodoo doll that he got in Haiti. It is probably the only religious rite he has ever observed.

MAD has had its admirers and detractors, but no one on the magazine knew quite what to make of *The MAD Morality, or The Ten Commandments Revisited*, an eighty-page paperback written by Dr. Vernard Eller, a professor of religion at La Verne College, California. Eller contended that MAD is a "subversive document pledged to decency and goodness" and that it fights the same evils warned about in the Ten Commandments:

MAD...sees, with the Ten Commandments, that there are many vaunted freedoms which in fact lead to slavery. The difference is that the Ten Commandments, upon seeing these, warn against them, while MAD makes fun of them.

Gaines allowed Eller to reproduce more than a hundred illustrations from the magazine and charged nothing. However, just in case anyone reading *The MAD Morality* might get the idea that MAD was some kind of missionary's guidebook, Gaines and Feldstein prefaced the book with this disclaimer:

The staff of MAD takes no responsibility for this book. We are happy doing our thing, namely cluttering up the newsstands and it doesn't particularly overjoy us to find an egg-head type theologian trying to make something of it. Criticism we can take; praise from his kind could kill us.

We reject the insinuation that anything we print is moral, theological, nutritious, or good for you in any way, shape, or form. You can always read a genuine copy of MAD to help

take away the moral flavor of Eller's prettified version.

In truth, the staff reactions to the book were mixed. Jerry DeFuccio called it pontificating. Nick Meglin said, "it finally provides a source we can quote that says we have high standards, which we never knew existed until we read about them in Eller's book." John Putnam ignored the matter completely. Feldstein was uncomfortably pleased, feeling that linking MAD with any kind of religious experience could be

ethics, and he liked to think this is what Eller had in mind. As for the religion part of it, he was, of course, disgusted.

I asked Eller if he was aware of Gaines's atheism and how he reconciles it with *The MAD Morality*. Eller answered that

it was clear "that God loved Bill Gaines enough to give him a very good head, and even though he isn't using it to believe in God with, he is doing some great things with it. Far be it from me to encourage the proliferation of self-confessed atheists; but as long as we have them, I hope they are of Bill Gaines's type."

It was a far cry from the horror days when ministers in their pulpits denounced the evil purveyors of filth and scum who were rotting the minds of America's youth. One wondered how such praise would sit with the old-line EC fans, who remember the senate hearings with Gaines, the young Turk, holding up that cover with the bloody, severed head.

Gaines, if he weren't careful, was in danger of living down his reputation.

(Continued on page 70)



Actually, it's hard putting out an imitation of MAD, even when it's not intended as a parody.

the kiss of death.

As for Gaines, he waxed ambivalent. First of all, he didn't like MAD being called moral; MAD did have

