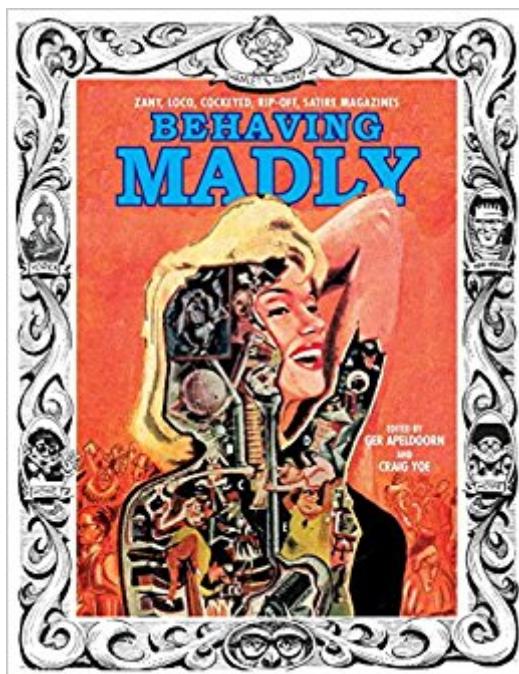


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# Behaving Madly: Zany, Loco, Cockeyed, Rip-off, Satire Magazines



## Synopsis

When Mad was turned into a magazine in 1954, every publisher and his uncle came up with his own version, often using the same talent. Behaving Madly presents 200 pages of never reprinted material by Bill Elder, Jack Davis, John Severin, Al Jaffee, Joe Maneely, Jack Kirby, Ross Andru, Joe Kubert, Russ Heath, Bob Powell, Howard Nostrand, Basil Wolverton, Steve Ditko, Lee Elias, and many others. This coffee table art book is produced by comic strip historian Ger Apeldoorn and Eisner winner Craig Yoe. Looking for a little more excitement in your life? Get mad and get Snafu, Lunatickle, Cockeyed, Crazy, Thimk, Frenzy, Frantic, Loco, Panic, and Zany, too!

## Book Information

Hardcover: 208 pages

Publisher: Yoe Books (August 8, 2017)

Language: English

ISBN-10: 1631408569

ISBN-13: 978-1631408564

Product Dimensions: 8.7 x 0.8 x 11.2 inches

Shipping Weight: 2.4 pounds (View shipping rates and policies)

Average Customer Review: 4.7 out of 5 stars 9 customer reviews

Best Sellers Rank: #41,097 in Books (See Top 100 in Books) #13 in Books > Comics & Graphic Novels > Graphic Novels > Anthologies #86 in Books > Comics & Graphic Novels > Comic Strips #343 in Books > Humor & Entertainment > Humor > Satire

## Customer Reviews

Vice magazine has called Craig Yoe the "Indiana Jones of comics historians." Publisher Weekly says he's the "archivist of the ridiculous and the sublime" and calls his work "brilliant." The Onion calls him "the celebrated designer," The Library Journal, "a comics guru." BoingBoing hails him "a fine cartoonist and a comic book historian of the first water." Yoe was Creative Director/Vice President/ General Manager of Jim Henson's Muppets, and a Creative Director at Nickelodeon and Disney. Craig has won an Eisner Award and the Gold Medal from the Society of Illustrators. Ger Apeldoorn is a writer for television, stage, and screen in the Netherlands, writing and translating comics on the side. As a comic book historian, he has contributed to Alter Ego and Hogan's Alley and runs the celebrated blog, The Fabulous Fifties. A lifelong fan of comic magazines, he started his career translating for the Dutch Mad at 17. Forty years later, he edited a revival of the Dutch Mad, which ran for six glorious issues.

This is an expertly written, exhaustively researched book. A must read for any fan of humor magazines especially MAD magazine. It's jampacked with so much insight and material that you will find something new every time you pick it up.

I pre-ordered this the day it was announced. The wait proved worthwhile. The book is extremely well done with tons of amazing photos and lots of information that I had never seen, or heard, before...

I absolutely love this book, great history and great visuals. It's a visual text done fantastically right!

As Jimmy Durante used to say, "Everybody wants to get in on the act!" That was rarely truer than in the case of MAD, The most influential (and highest selling) parody magazine in America. When MAD was a comic book, other comics tried to copy it. When MAD became a magazine selling millions of copies a month, other publishers wanted a piece of that pie as well. Author and compiler, Ger Apeldoorn has collected the best of these ersatz MADS in an appealing and beautifully bound book. First up is a brief synopsis of the quality and the publishing history of the rivals of EC. The only magazines NOT covered in this section are Sick and Cracked, as both of those magazines have been profiled elsewhere. This section is probably the least interesting part of the book, it is valuable information, that serves as an appetizer for what is to come. Some very famous comic artists, even some members of the "gang of idiots" worked for these usually short lived magazines. Some of them were very talented indeed. Just like MAD and some of its better rivals, the book is arranged by "Departments," Movie, Television, Comics, Book & Magazine, Big Name Artists, Advertising, and finally, Not Mad Department. There is A LOT of Elvis and Marilyn Monroe, there is also some nice originality and beautiful send-ups. Among the highlights for me was a Peanuts satire (here "Goobers") which imagines Charles Schultz's creation as drawn by famous writers like Mickey Spillane, Herman Wouk, and J.D Salinger. I also loved the Mickey Spillane satire "Mike Monster - Private Eye" and a really beautifully illustrated assault on "True Confessions" type magazines. How does "Glamorize Your Armpits" sound to you? If your mind conceived a beautifully rendered yet revolting illustration, this book is for you! Some of the references are dated, Mickey Spillane and Zorro are no longer the hot properties they once were but an Ernest Hemingway satire such as "The Old Man and the She" remains timeless. If like me, you grew up reading MAD magazine you will find a great deal to admire and chuckle over in this book which is clearly a labor of love. My ONLY complaint is that some of the articles are truncated. I suppose due to editorial dictates that

something had to be cut, still, it is too bad that not every article is reprinted in full. This criticism is only a minor quibble, however. I signed up to purchase this book quite some time ago, it was definitely worth the wait!

In 1954, following a series of events of pointless government bureaucracy that resulted from the publication of "Seduction Of The Innocent" by Dr. Frederick Wertham, publisher William Gaines was forced to dump his no-longer-profitable line of EC comics. In order to remain in business, he transformed one such title...MAD...into a humor magazine. From the beginning, it was a success...and since it's practically a given that anything successful in any entertainment medium inevitably spawns imitators...well, I think you can see where this is heading! The latter half of the fifties saw dozens of publications try to generate their own "humor in a jugular vein"...all without much in the way of victory. Still, much of these featured contributions by such artists as John Severin, Jack Davis, Bill Elder and Basil Wolverton among others, some of whom would eventually establish their own niches on the printed page, are visual treasures...and this book's got 'em! Following an overview of the genre, you'll find dozens of rarely-seen examples of humor, taking potshots at Elvis, Marilyn Monroe, movie monsters, that brand-new thing called television, all the day-to-day frivolities that made the American 1950s such a unique decade. For those of you wondering about this review's rather odd title ("what does he mean, 'Part Two?' ")...there is another book..."The Sincerest Form Of Parody: The Best 1950s Mad Inspired Satirical Comics" by John Benson...similar to this book, it covers publications that imitated MAD while it was still a comic book. It too is an enjoyable read, and as of this posting, can be purchased through .

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