

(Free read ebook) Good Days and Mad: A Hysterical Tour Behind the Scenes at Mad Magazine

Good Days and Mad: A Hysterical Tour Behind the Scenes at Mad Magazine

Dick Debartolo

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Dick Debartolo : Good Days and Mad: A Hysterical Tour Behind the Scenes at Mad Magazine before purchasing it in order to gage whether or not it would be worth my time, and all praised Good Days and Mad: A Hysterical Tour Behind the Scenes at Mad Magazine:

1 of 1 people found the following review helpful. A love letter to William M. Gaines. If you loved MAD as a kid, worth a readBy Ruth FI thought when this arrived that I had accidentally ordered a history of MAD I'd already read (which I now realize is the excellent "Completely Mad").This is an insider's potpourri, written in the breezy MAD style. I learned more from "Completely Mad," which is more complete, but this filled in a lot of the details from the perspective of someone who was there. And what lovely zany details they were. This is DeBartolo's love letter to his absent friend, publisher William M. Gaines. There are a couple of delightful little excerpts, but it's basically DeBartolo and Gaines' relationship, told to you as if to a friend. It's not a history so much as a memoir. Made me want to go out and get the William M. Gaines biography.0 of 0 people found the following review helpful. Must have been designed on the cheapBy Mariane MateraThe layout really looks like literal cut and paste with scissors and glue. This is a series of anecdotes about working at Mad, and samples of Mad art and articles and a lot of forwards all through the book from friends and coworkers. The size of the book almost makes it coffee table material and not something you can carry around with you to read. But I am always amazed at how things work out for some people getting amazing jobs. Living in New York certainly helps.2 of 2 people found the following review helpful. Really Enjoyed ThisBy Kindle

CustomerGranted I only paid 1 cent for this book, but it was worth twice the price!! Seriously, this is DeBartolo's homage to Bill Gaines. You can tell he really loved the guy and the insight into the Usual Gang of Idiots was priceless. Mad must have been a great place to work. You don't learn a whole lot about the artists since they freelanced and lived all over the country, but you learn a lot about the office, Gaines and DeBartolo. They're pretty much who you thought they were...

Capturing the zany atmosphere at Mad and paying tribute to its founder, a writer who has written for every issue tells the inside story of thirty years of America's craziest magazine. 40,000 first printing. Tour. IP.

From Publishers WeeklyDeBartolo, a longtime MAD contributor, has written not a history but a collection of often amusing anecdotes that are mostly of the sophisticated/juvenile bent that characterizes one of America's most admirable humor institutions. Magazine founder William Gaines (who died in 1992) emerges as the superstar: he calculated contracts in odd percentages, replied to letters with comments in the margins, organized a staff trip to Haiti to beg MAD's sole Haitian subscriber to renew, got stuck near the top of a climb up the torch of the Statue of Liberty and ordered enormous quantities of food at restaurants "for the table." DeBartolo also tells of his own efforts and exploits during his 30 MAD years. Interspersed throughout are numerous "forewords" from MAD contributors-Annie Gaines, Michael Gelman, Al Jaffee et al.shanghaied into this project by the promise of front billing. Utter MADness. Illustrations. Copyright 1994 Reed Business Information, Inc.From School Library JournalYA?DeBartolo worked, played, and dined around the world with William Gaines, founder and publisher of Mad magazine. In 1961 when he received his first paycheck (attached to an acceptance letter written on cardboard for a satire he submitted to the magazine), he began his zany relationship with surely one of the cleverest men in publishing. The author entertains by sharing his and other peoples' fond memories and humorous insights into Gaines. Numerous photos and Mad illustrations accent the lively text, making this memoir hard to put down. This is a book that should appeal to anyone who enjoys the funny and Mad side of life.?Linda Diane Townsend, West Potomac High School, Fairfax County, VACopyright 1995 Reed Business Information, Inc.From Kirkus sA pop-culture prodigy and shameless self-promoter, DeBartolo manages to make MAD's 42-year history as sanitized as a Disney classic. There's something truly Orwellian about the effort to write Harvey Kurtzman, the creator of MAD, out of the magazine's history. Which is what DeBartolo does, commemorating instead his late boss, William Gaines, the owner of EC Comics, MAD's parent company. DeBartolo didn't join the ``usual gang of idiots" until the early 1960s, long after Kurtzman had left because Gaines refused to give him a larger share of the comic book. DeBartolo doesn't seem to know the simple reason MAD eventually changed from a comic to a magazine: The oppressive Comics Code Authority did not regulate magazines. Frank Jacobs provided a much better biography of Gaines (The MAD World of William Gaines, not reviewed), and Maria Reidelbach's Completely MAD (1991) demonstrated a more certain grasp of the facts. So why DeBartolo's gimmicky memoir? Partly to recount his own precocious career: first contribution to MAD at 15; writing for TV at 16; saving The Match Game from an early death by adding humor to the questions; and contributing more pieces to MAD in 33 years than any other writer. Though coy about his own personal life, DeBartolo contributes to the legend of Gaines: his combination of cheapness and extravagance; his sloppy demeanor; his insatiable appetites; and his proclivity for adolescent pranks. DeBartolo loves promoting MAD so much that he reproduces the publicity slide show he hawks around college campuses. He also adds to the stories about MAD's famous group bonus vacations around the world, though a number of his anecdotes are recycled. Missing from this memoir are the great MAD artists Wally Wood and Will Elder, though there are endless ``forewords" by some of the magazine's stalwart contributors. For MAD purists, this lumpy narrative is further proof that, after Kurtzman, it's been all downhill. -- Copyright 1994, Kirkus Associates, LP. All rights reserved.