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"A pastime for those who are desperate"

Vol. 1

No. 5

Publisher / Dave and Steve Herring Editor / Dave Herring Contributing Artists & writers / Dave and Steve Herring Assistant Editor / Steve Herring

ODD magazine will be published irregularly in the future since us artists and writers are soon to be sent to mental institutions (colleges, not nut houses) Our present address is 97-20 164 Ave., Howard Beach, N.Y. 11414. Our addres will undoubtedly change sometime in the near future (We hope not to the State Prison) We will try to notify you when this occurs. Don't hesitate to send in contributions. After you read this issue you'll see how badly we need them. We're glad to report that we finally got someone to answer our crazy subscription ads. Yes two guys were actually sucker enough to send us a whole dollar bill. All kidding aside, thanks Howard & Jeff. - the editors of ODD

IN THIS ISSUE.



THE GOLDEN AGE OF MAD





THE FIDGITIVE

AND MUCH MORE?

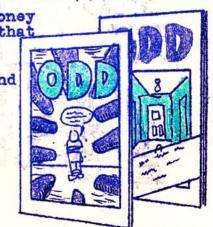
Has someone burned your back issues?

DON'T CRY (OR LANGE) YOU CAN STILL GET

ODD #'s 3 & 4, 15¢ EACH

If you have some extra money lieing around the house that you don't need we'll be glad to take it off your hands. In return we'll send you either ODD 3,4 or another copy of #5. Here's what's in 3 &4...

#3- the controversial
(dirty) story, the Toolong
show, ODD offices & more.
#4- Castle, See Hunt,
Bounty on the Mutiny and
whole lots other trash.



TANKS GALDWAND TO DENVEYOU No.1 Ogenov. 0 TOWARD US!

TRACED BY

# The GOLDEN AGE of by Dave Herring

In the year 1952 many important events occured. Eisenhouer was elected president for his first term, but one of the most revolutionary things to occur in that year was in the comic book industry. E.C. Comics added a new mag to their line. It was called MAD. From October 1952 until May of 1955 MAD was published as a 10¢ comic book. These were truly MAD's finest years. Under the brilliant editorship of one Harvey Kurtzman MAD's trio of fabulous artists created the best in satire and art that had ever been published before or since. These artists were Bill Elder, Jack Davis and Wallace Wood. Unfortunately this great publication made its first mistake when in the 23rd, issue this announcement was printed.

". . . Though it may come as a shock (or a pleasant surprise) to you, with this issue, #23, we are discontinuing MAD comic book.

But don't go away.

We're expanding MAD into a regular big 25¢ magazine with pictures, printed lettering, covers, and everything, gang.

Boy, what exciting plans. Are we excited. Mainly since this may put us out of business, we're sick to our stomachs with excitement. Exciting plans are now under way to turn MAD into a regular large-sized adult magazine. For the past two years now, MAD has been dulling the senses of the country's youth. Now we get to work on the adults. As yet, we haven't determined our publication date, but the new MAD should be on the stands within 3 months. Now if each of you good-old loyal MAD readers gets your parents to go out and buy 150 copies of the New MAD when it appears, we are bound to be a success, We know you'll do this little favor for us, eh, loyal readers?

End of important message. -the Editors of MAD"

On the page to the left is a tracing of the cover of thevery first issue of MAD, published by Educational Comics, Inc. for Oct.- Nov., 1952. The cover was originally illustrated by by the man responsible for most of the great satire that once appeared in MAD, Harvey Kurtzman. This issue was the beginning of the grand and glorious, "Golden" age of MAD that was to last only 22 more issues.

This message is typical of the brand of humor Harvey Kurtzman was responsible for. In July of the same year the 24th issue, the Mew MAD, was released. MAD had changed from a 7x10xinch, 36 page comic with color on almost every page to an 8x11inch, 68 page magazine with too much text, not enough pictures and color only on the covers (the most was black, white and disgustingly gray). Unfortunately MAD still has this poor formet. But Harvey Kurtzman was still there and so were Elder, Davis and Wood. The cover of the New MAD bore a humarous

tracing from HOOHAH! the first story in MAD#1 drawn by Jack Davis.

centaurs. The funny pictures were done by

Harvey Kurtzman. The old saying, "Humor in a

jugular vein." was still there and instead of
a picture there was the following message.

"This new magazine is vital for you to read and inside you will find an extremely important message from the editors"

When the unsuspecting reader opened to the first page he saw 4 editors kneeling towards him, clasping their hends, one of them crying, and all of them saying, "Please buy this magazine" The cartoon of the editors wasdrawn by Kurtzman who is also an excellent cartoonist. MAD was still a great humor magazine but not nearly as good as it was. In its attempt to reach more adult readers it changed its already adult humor to humor too sophisticated. But MAD was still successful, perhaps because

of its impressiveness rather than its quality. The change of format

did not destroy MAD completely.

In September 1956 the 29th issue came out but something was missing. Davis, Elder and Wood were still there but upon closer examination of the credits the position of editor no longer belonged to Kurtzman. One Alfred B. Feldstein, MAD's current editor, had taken over. Soon Elder and Davis had left to join Kurtzman and only

and Davis had left to join Kurtzman and only Wood was left. The "Golden Age" was now completely over. MAD from then on contained poor, corny humor with only occasionally something worthwhile. The art work also suffered except for Wood, Don Martin and an occasional Basil Wolverton.

So far we have just told you about the end of the "Golden Age". Now we will attempt to show why issues 1 through 23

were so, great.

The first issue of MAD did not contain satires of any specific comic, movie, etc. There were general satires. The first story, "HOOHAH!" was a spoof of terror stories. It had the typical beginning of any terror story. It was a stormy night and a couple were traveling on a lonely road when suddenly they ran out of gas. Of course the closest house was an old broken down place rumored to be haunted. The subject was treated quite humorously. For instance when the couple

ory, Cory, Blobs, another

tracing from BLOBS!, another story in MAD#1. Superbly illustrated by Wallace Wood.



tracing from GANEFS!, hilariously illustrated by Bill Elder in MAD#1.

entered the deserted house the man at first acted cowardly but then he seemed to gain courage. He became angry and said he could take anything, but when the old caretaker tapped him on the shoulder he jumped to the ceiling and clung to the chandelier. In the end they were convinced that the place was not haunted and they drove off relieved. The caretaker said goodbyo saying there weren't any ghosts. The lest box was the clincher. As he walked back into the house laughing he carried his head under his arm. Jack Davis' hilarious drawings added to the humorous effect.

The next two stories were undoubtedly the best in the issue. The first one was a take off on acience fiction.

Wallace Wood. The name was "BLOBS!" It dealt with a time in the future when machines had completely taken over all work. Men no longer had to do anything. If they desired anything all they had to do was think of it and machines provided it. No one had to move and so they degenerated to blobs of flesh and nerves. They could not survive any longer without machines. One of these blobs named Melvin was worried that if the master machine would break all men would perish. He tried to convince a friend of this but before he could the machine broke and his fears were confirmed. This doesn't sound too funny but the way it was presented was. It made relying on machines seem self destructive. The serious theme made this story one of MAD's greatest satires.

The next story was a satire on crime stories called "GANEFS" I won't

bother telling about it because it has been re-printed in the Signet paper back, "Son of MAD" which is still available.

The last story, "VARMINT!" was a take off on westerns. The artist who did this, John Severin, was not one of MAD's greatest artists and so this story never impressed me very much.

In the 22 issues that followed there were many great stories, I will

now mention the stories that I believe were really outstanding. In the second issue the outstanding story was Wood's "GOOKUM!" It started when a martian crash landed on earth. He told the people of earth why he had left home. It seems that a terrible red substance called Gookum devoured everything in sight, something like the Blob. He was the only man to escape on a rocket he had built. After he had told his harrowing story he was brought a dish of cherry jello. To the surprise of the people of earth the martian became terrified and pointed his trembling finger to the jello shouting, "GOOKUM!!!"



tracing of Harvey Kurtzman's POTWSHOT PETE from MAD#18.



tracing of second "HEY LOOK" drawn by Harvey Kurtzman in MAD#8.

Other great stories that can be found in re-printed form in the Ballantine books, "The MAD Reader. ""MAD Strikes Back, ""Inside MAD, ""Utterly MAD, ""The Broth-ers MAD, " and in the Signet books, "The Bodside MAD," and "Son of MAD" also in the Crown publication of "MAD For Keeps" are Wood's SUPERDUPERMAN!, FLESH GARDENI, MOVIE...ADS BAT BOY AND RUBIN: THE CAME MUTINY, WRECK OF THE HESPERUS, SMILIN' MELVIN! G.I. SHMOE!, BLACK&BLUE HAWKS!, PRINCE VIOL ENT:, GOPO GOSSUM: and TEDDY & THE PIRATES!, Elder's STARCHIE, DRAGGED NET!, GASOLINE VALLEY!, PING PONG!, POOPEYE!, MANDUCK THE MAGICIAN, MICKEY RODENTE, HOWDY DOOIT! KATCHANDHAMMER -

KIDS! SHERMLOCK SHOMES!, FRANK N. STEIN!, THE RAVEN!, SHERMLOCK SHOMES: THE HOUND OF THE BASKETBALLS, SHADOW!, WOMAN WONDER!, OUTER SANCTUM!, RESTAURANT!, ROBINSON CRUSOE, and GANEFS!, Davis' CAPTAIN TVIDEO!, SLOW MOTION, MARK TRADE!, BOOK! MOVIE!, and CASEY AT THE BAT!, also Russ Heath's PLASTIC SAM.

The early covers of MAD were drawn by Kurtzman and usually depicted a humorous scene from one of the stories in that issue. Later on the covers themselves became lampoons. For instance the cover of \$\#19\$ was disguised like a racing sheet but if you read the horses names you fond titles like On Your Mark, Get Set, Go, Yxol Egdir, and Raf-N-Edlw. This cover is also a good example of the humor that was put in little unexpected places. Below the title in small type this was printed, "Copyright 1950 by EDUCATIONAL COMICS INC. 225 Lafayette St.. New York 12, N.Y. Reproduction in whole or in part is prohibited. All rights reserved. Don't fool with us, boy."

The cover of #17 used a photograph of the skyline of New York as a back ground. Across it this message was written...

"ATTENTION! This issue is going to change your whole viewpoint of MAD..."

And then below that in smaller letters this was written...

"This issue will change your whole viewpoint mainly because the insides are
upside-down. Turn insides downside-up,
the cover turns upside-down. What fun,
gang! People see you reading with cover
upside-down and think you're crazy!"

The insides were actually upside-down.

The cover of the 11th issue was disguised like LIFE MAGAZINE and it had one of Basil Wolverton's pictures of a beautiful girl. Really beautiful!



tracing from G.I. SHMOE, story in MAD#16 by Wallace Wood.

The cover of the 13th issue was an excellent copy of the Mona Lisa except that she was holding a copy of MAD in her hands.

The 18th issue's cover had a dot to dot picture that looked like it would show a nude girl when completed. If you were sucker enough to try it you got a mess

of zig-zags.

Another cover was disguised like a Johnson Smith catalogue. With very unusual items like live crocodiles, aeolipiles, real torpedoes, real cannons, etc.

One particular cover got MAD into a lot of trouble. It was disguised like a note book and

claimed kids could sneak it into school.

The 22nd issue was devoted to the wild life of Bill Elder. The cover showed a Picasso painting except Elder's contorted face appeared as

tracing from Wood's BAT BOY and RUBIN! as it appeared in MAD#8

part of it.

The last issue was very unusual. The cover was yellow with light blue lettering of MAD. The only thing in the part usually devoted to a picture was the word THINK.

Another unusual cover similar to this was completely orange and otherwise blank except for the title and picture which appeared very small in

the upper left hand corner.

Harvey Kurtzman's artwork did not only appear on the earlier covers. Twice he had a series of one page, rediculous little stories called, "HEY LOOK" These were truly great pieces of humor. In one a man is dancing around a very still lake singing of its beauty and praising its stillness. Saying that it is like a mirror. Finally he can't resist diving in and making waves. The last box shows him sticking his angry dishevelled head out of the shattered surface of the lake saying angrily, "It really is a mirror;" Another good one shows a little man showing his new fire place to a friend. He shows him such features as a built in radio, television, bar, collapsing bed, and shower. When the friend tries to light a fire in it he is in for a surprise. The last box shows the friend leaping out of a window of the burning building followed by the little man swinging an ax. The friend is saying, "Well... Why shun't a fireplace burn a fire as well as everything else? Huh? Why shun't it? You sore?"

Besides "HEY LOOK" Kurtzman also had two episodes of his western hero Pot-Shot Pete, who was constantly trying to escape from a girl b egging for kisses. Pete was undoubtedly the worst shot in the west. But he was the fastest to the draw, the bureau drawer in a race, that is. In MAD#15 the first episode of "Pot-Shot Pete, Sheriff of Yucca-Pucca Gulch!" appeared. By the way both "HEY LOOK" and "Pot-Shot Pete" were reprints from earlier publications. This episode was reprinted through courtesy of Toby Press. Anyway in this episode Pot-Shot disguised himself like an indian to find out who was smuggling guns to the indians. In his disguise he sold indian pots which strangely resembled spittoons. Having found the smuggler he kild him and was captured by the indians. They tortured him to find out why he was spying on them. Of course the brave Pot-Shot would not tell.



tracing from BOOK! MOVIE! as it was re-printed in the Ballantine Book, UTTERLY MAD

But finally the indians threatened someting that even Pot-Shot would not let happen and so he told all. Like a typical western, troops came to the rescue in the nick of time. Not only cavalry but bombers, paratroopers and battle ships. At the end Pot-Shot revealed the terrible threat that made him talk. They threatened to take away his brand new timplate sheriff's badge! And after he just finished a-shining it up, tew!

sheriff's badge! And after he just finished a-shining it up, tew!

In MAD#18 another Pot-Shot reprint appeared. In this story Pete had the terrible job of bringing in the group that aroused fear whenever its name was mentioned, the McYetnit Boys!!! On his way to bring them in he had to go through some terrible obstacles. He had that race to the bireau draw with a gun-happy young gunzel. He had to tramp over boulders, through rivers, up cliffs, and over trees. Finally he came face to face with the McYetnit boys in a cave. After a terrible battle Pot-Shot Pete succeeded in bringing the boys in. In for dinner that is, Marvin and Cheldon McYetnit's mother had asked the sheriff tobing the because the children were late for dinner.

Well this has been a small sample of the great humor that appeared in MAD's golden age. We think that you will agree with us that these early issues of MAD(#1-23) were the best. We are very sorry that the name MAD which once stood for brilliant satire and unequaled art now appears on a second rate, rarely humorous magazine. We are equally sorry that since the golden age, Harvey Kurtzman, Elder and Davis have not equalled the greatness they are capable of. The only reason MAD is so successful today is the magic these men gave it. In the eleventh issue of HUMBUG, a satire magazine made by these men after they had left MAD, this was said...

"1953- We started making MAD magazine for a comic book publisher and we did some pretty good satire and it sold very well:

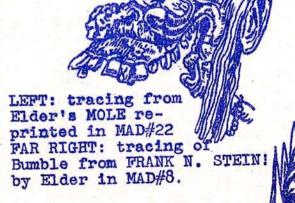
1956- We started TRUMP magazine and we worked much harder and we did much b etter satire and sold much worse.

1957- We started HUMBUG magazine and we worked hardest of all and turned out the very best satire of all, which of course now sells the very worst of all."

Upon reading these statements I have this advice for Harvey Kurtzman, Bill Elder and Jack Davis. Go back to a comic book publisher, and start making a magazine which in your opinion is only pretty good satire and don't work too hard on it. Maybe then you will be able to equal the truly "Golden Age of MAD".

THE END





LEFT: tracing of one of Basil Wolverton's beautiful girls from THE FACE UPON THE FLOOR, MAD#10



TYPES- If all you fiendish little readers out there want to be monsters, you have to pick a type.



l. Sinister- Old black clothes, drapes and a large brim hat from 1930.



2. Brute- Paste old racoon coat skin, take many vitamins and avoid social affairs.



3. Animal. See Walt Disney.

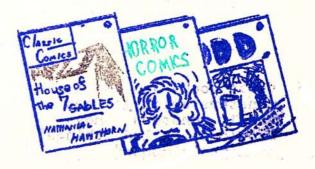
LEGEND- You need a scareay story about yourself for a ready made reputation.



This is for the junior scientist.



Use ideas from this if you happen to be thirsty



These are for those of lower intellect.

MARK- As a monster, you must leave an identifyable mark which will make people quake in fear when they see it.







1. Ketchup on hand will leave bloody print. 2. Effective but not original.

3. Huge fang can be stolen from a museum.

HIDEOUT- Your hideout must be effective as well as practical.



1. Cave- Not good during hibernation season, beware of bats and super heros looking like bats.



3. Closet- For junior monsters who don't want to miss dinner.



5. Under rock- For smaller monsters which are not really monsters, they should be called "things" or maybe "zimbots".



2. Crypt- Here you will find peace and solitude, you won't have many interuptions either. It's very popular since people are dying to get in. (ha ha)



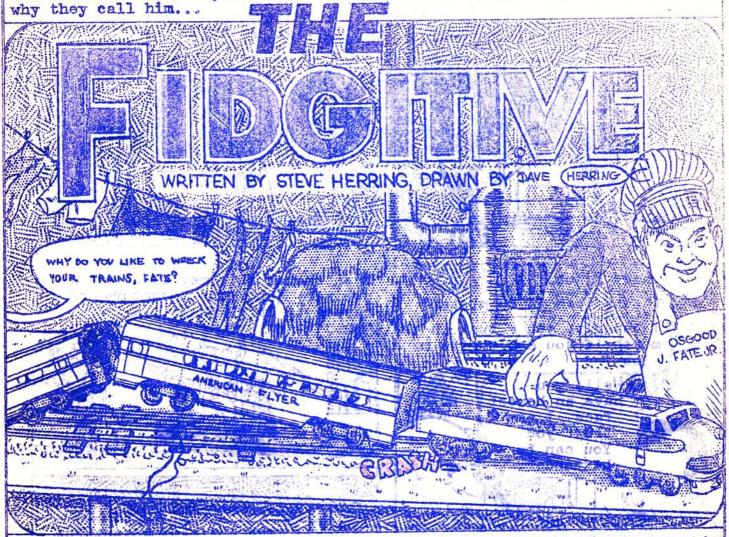
t. Tree House- Especially good for flying monsters, and those who don't mind daylight.



6. ODD Offices - For the most horrible monsters of all who poison minds and wreck homes. (see ODD #3)



T.V. DEPT. This is the story of the guy who is running away from the law. Since the law is always after him he gets nervous and fidgits, that's



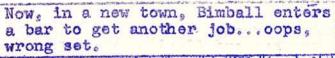
Dr. Richard Bimball is on the way to the death house, he is being taken by Lt. Buzzarde. But fate moves its big, bumbling hand and Bimball escapes in a train wreck.

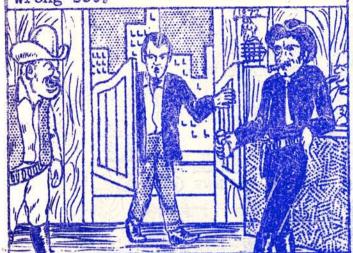
Now, six months after his escape, Bimball has found a way to earn a living in a small mid-western town.



But Bimball is often forced to move rapidly to hide his identity.





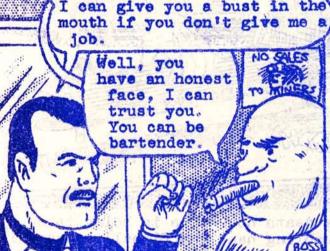




I need a job.

What can ya do mister?

I can give you a bust in the mouth if you don't give me job.



Even though this may be a seemingly ordinary job, many adventures will happen to Dr. Bimball.



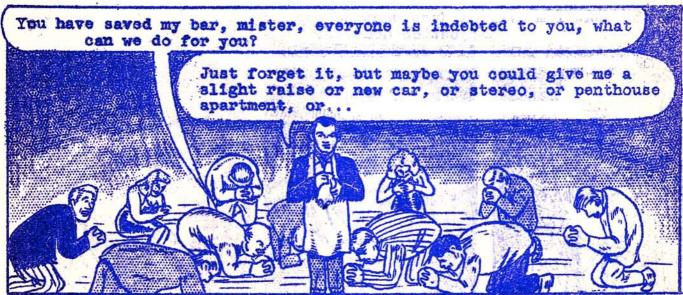
It looks like not many adventures can happen, but they will (this ain t a low budget show, boy.)

Mister, mister, whoever you are... tell Sally I meant to go straight but I just couldn't help it ...









Meanwhile . Lt. Buzzarde continues his never ending search for Bimball. He follows through on the thirmest leads.

I know you're in there Bimball, You can't fool me with that phoney alias. You chang ed your name from Bimball to Zimball, Efram Zimball Jr!!!

Zimball ain't here, his show went off the air long time ago



In the face of defeat, Lt. Buzzarde resolves to continue his search.



Alright, Bimball, I know you're in there, you left behind one important clue, a Miles Bimball catalogue!



It says a mysterious stranger saved a bar from robbery in a small mid-western town. That might be him!



It's not that I'm evil, I just want to see folks ...



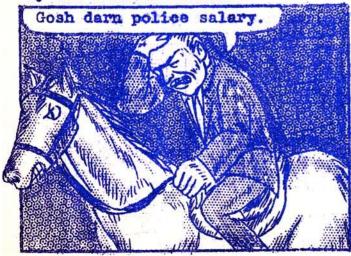
justice done ....



just want to do what is legal, and see him hang! Ha, ha, ha!



Buzzarde rushes to his objective by the swiftest means.



I've got you now Bimball, you're trapped, ha, ha!





Wait a minute Buzzardo, remember how I always said that I was innocent, and that the real killer was a cleddy looking guy with one arm 1?



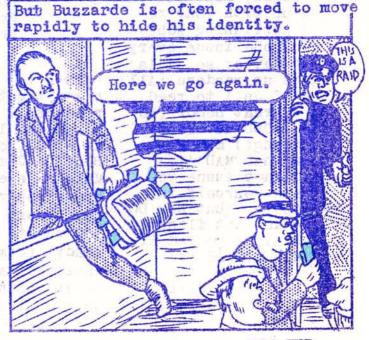
He's right here, it's you Buzzarde,
you wanted to get me out of the way
to cover your guilt, well it didn't
work because I remember that
cloddy face!



You'll never get me Bimball,
NEVER. . Ha, ha!

Now, six monthes after his escape, Buzzarde has found a way to earn a living in a small mid-western town







I've seen a friend's copy of ODD no.'s 2,3 and 4, and I like what I've seen! At first, in issue #1, ODD seemed to be doomed to failure as just a weak imitation of MAD. Well, things changed, and fast! By the time the issue that contained the tour of the ODD offices came out, I was sure that ODD was no longer a weak imitation of MAD -- it was a d--- good imitation of MAD! Finally, after seeing issue #4 of ODD, I could bear it no longer .... I had to subscribe!

I really hope you can keep up with your recent publishing schedule of one issue every other day or so. This allows us readers (All four of us!) to read ODD's great humor (No joke-- ODD is really something!) much more often than MAD!!!!

And each issue you surpass yourself in greatness.. but how DO you make that flesh color? I'll go mad if you don't tell me!

Jeff Gelb GOOD NEWS. IN THE NEXT ISSUE OF ODD WE WILL

EXPOSE OUR WELL GUARD-ED FLESH TONE SECRET FOR THE BENEFIT OF HUMANITY ... BUT MAINLY BECAUSE WE WANT YOU READERS TO BY THE NEXT ISSUE.

-ed.

When I received your letter with ODD #3 enclosed, I just had to read it and ... your'e right... ODD #3 is better than #2. A letter col(umn) is just what we ODD readers need (and that's no pun!). The Visiting Dept. was one of the best features in all three of your ODD's, but the T.V. Dept. by far surpassed anything that I've ever read in even a Mad mag. (Oops! Wasnot supposed to read that was I?) I've taken to heart the DO IT YOURSELF DEPT. and have decided to become a SUFER-HERO. (trouble is, can't thnik of a name, can't spelll either!)

> Howard Brenner Rochester, New York

It's too bad you haven't got very many readers. I suggest more adds like the one in RB-CC(Rocket's Blast - ComiCollector) Make sure everybody knows you're still going strong and are in you're 4th issue already. (Some comic fanzines take a couple of months and last Rochester, N.Y. only an issue or two.) Tho! I admit I'm a

dirty sex fiend myself. I don't think you should overdo that angle as in #3. There may be younger readers, one of their parents might see yer mag and decide to stir up a little publicity for himself by writing protests. I don't want to hide the thing myself with my other big pornography collection.

> Randy Montgomery Niagra Falls, Ont.

WELL, IT LOOKS LIKE YOU'VE GOT TO HIDE THIS ONE ... AS FOR THAT "ANGLE AS IN #3", YOU SEE THE CONTROVERSIAL PICTURE REPRODUCED BE-LOW- AS YOU CAN NOTICE, WE HAVE LIFTED OUR STANDARDS SINCE THEN.



Anyone who makes a comic like ODD is a regular clod of the first order. Only clods could make such a stupid thing, and only clods would read your trash ... so here's my order for the next issue.

> Peter Harper (alias Irving Clod) Newark, N.J.

ODD LETTERS 97-20 164 Ave. Howard Beach, N.Y. 11414

### FANDOM& COMICDOM

#### in the Usas Sala Ano

AN ODD REPORT

In the Soviet Union as wells in America there are comic books featuring super or natural heroes. Of course all the comics areall published by government owned companies like Marvelsky, Faweneycht, D.C. (Dear Comrade) etc. Fans also make their own magazines with articles, original stories, etc. The names of someof them are...









How'd that get here???

The most popular hero in the U.S.S.R. today is a revival of the popular hero who fought the nazis during World War II, Captain Russia. The original C.R. was drawn by Simonsky and Kirbivitch. When hundreds of fannicks wrote to Stan W. Leenin, writer for Marvelsky comics, demanding the return of C.R. the government thought it was some kind of capitalistic plot. After several fanzine publishers were shot by firing squads and they still got requests for the return



of Captain Russia they decided there was no plot and put C.R. back in the comics. Instead of fighting Nazis Capt. Russia now fights American spies who spread capatilistic propoganda. They're also going to create a brand new super hero, Poster than a speeding ICBM, more powerful than an atomic bomb, able to leap the Kremlin in a single bound, it's SUPER COMRADE!!!

A few issues ago we printed a method of findig out if a magazine is a real ODD or a crummy immitation called the ODD Smoking Test. Realizing that many of our readers do not smoke or wish to get lung cancer (if anything will give you lung cancer, smoking ODD will) we present...

#### MODD QUALITY TESTS

TEST#1- TASTE TEST
Take an ODD, any old ODD, take a bite, chew and swallow...If it doesn't taste green molded, and rotten it isn't an ODD...



TEST#2- WATER TEST
Take an ODD, put it in a glass of water... If it does not dissolve immediately you have been tricked into buying an immitation...



TEST#3- SMELL TEST
Take an ODD...open it and take
a whiff...if you don't faint and
turn green...it is a lousey immitation



TEST#4- HEAR TEST
Take an ODD...open it...put your ear to it...if you don't hear discustin', nausiating, un-human sounds of a gooney it's not an ODD...



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This is a zine you can't afford not to receive. It has a photo-offset cover, exciting, action packed strips with the COSMIC RAY, Kobar and Keylar, an Inter-Planetary Guardian. For your copy send 25% to...

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