

## The World's Gone Mad!

Please: Watch this link FIRST ( 37 seconds):

<http://www.youtube.com/watch?v=WcRr-Fb5xQo>

S: Merg, why are you sitting in front of the TV? The set's not even on right now.

M: The new season of Mad Men starts soon, and I don't want to miss the beginning.

S: That's not until Sunday night! You've got a long wait...

M: Tell Ginny she can bring me TV dinners. I'm busy drawing Mad Men pictures in my imagination.

S: Yeah, great show, but I'm sure some of the people on your Mergel Friends list don't watch that show. They won't understand your pictures.

M: So, they'll probably think we're mad men. But most of our mailing list already thinks we're mad, anyway, so it won't make a difference.

S: Who's your favorite character on Mad Men?

M: Irving.

S: Who's Irving? I don't remember any Irving?

M: He's the guy who falls off the building at the very beginning, but he forgets his bungee cord. He's a big hit on Madison Avenue.

S: But he's not one of the actors – he's an animated picture, just a drawing...

M: You got something against us, "real boy"?

S: Sorry, I didn't mean to get personal. How do you know his name is Irving?

M: I'm his production assistant, so I work with him all the time. In fact, I'm the guy who gets him to fall each week; without me, he'd still be sitting on the roof with his dumb briefcase. I just wait until he's not expecting it, and give him a little shove.

S: It's a good thing you're not his stunt double.

M: Nope, I'm my own man. Maybe you can be MY double. Besides, I've decided I want to be a mad man.

S: You don't have far to go...

M: No, dumbhead, I want you to teach me all about marketing and advertising.

S: Really? You're pretty creative, and artistic, and have a good imagination. They'll be beating down your door to hire you.

M: Don't worry, doors are my specialty. I can fix it. So, when do we start lessons. I want to put up my first billboard.

S: It'll have to wait until your next round of picture mailings .... See, that's your first lesson in marketing – always leave them with a teaser ...

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# MAD MEN

Where the truth lies





Mad Men – Where Push Comes to Shove...



Mad About You...



FUNSKY, ARONSON  
& DUMBHEAD

**MAD MEN**

In His Briefs



How Soon Before Don Gets Home?



Mad Mergel's -- the best Place to get Juiced