

VIVE LA DIFFERENCE DEPT.

According to Psychologists, most of us clods prefer to follow the "herd instinct" — that is, we prefer to think, look and act alike — which makes us all CONFORMISTS!



Now and then, however, a few clods with imagination break away from the "herd" — and try hard to think, look and act different — which makes them all NON-CONFORMISTS!



Only nowadays, more and more clods are trying to be different, so there are more and more NON-CONFORMISTS! And all these NON-CONFORMISTS are so busy CONFORMING to not being CONFORMISTS, they all wind up CONFORMING to their NON-CONFORMISM!



All except for a small group of bravely idiotic MAD readers — to whom this article is dedicated — mainly because, in this article, we explain in nauseating detail...

HOW TO BE A **MAD** NON-CONFORMIST



PICTURES BY GEORGE WOODBRIDGE

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MUSIC

ORDINARY CONFORMISTS

... play insipid show scores, dismal pop tunes conducted by Jackie Gleason, sickening dance music by Guy Lombardo, rock n' roll hits by Ricky and Elvis, and occasional works of Gershwin and Tchaikovsky on complicated hi-fi sets.



ORDINARY NON-CONFORMISTS

... play obscure folk songs sung by obscure folk, dull chamber music played in dull chambers, Wagnerian operas in their entirety, Gregorian chants, and readings of minor Welsh poets on super-complicated stereo hi-fi sets.



MAD NON-CONFORMISTS

... play bird calls, tap dancing and exercise lessons, transcriptions of Senate Committee hearings, Gallagher & Shean, The Singing Lady, and theme music from famous monster movies on easy-to-operate hand-wound victrolas.



CLOTHING

ORDINARY CONFORMISTS

... wear narrow-shouldered charcoal-grey Ivy League suits, button-down shirts with tight collars, silly caps, cramped Italian style shoes. Females wear Empire dresses and shoes with spike heels that constantly break off.



ORDINARY NON-CONFORMISTS

... wear sloppy-looking sweatshirts, grimy blue jeans, arch-crippling sandals, and scratchy beards. Among the females of this group, leotards are usually substituted for blue jeans, and the scratchy beards are optional.



MAD NON-CONFORMISTS

... wear smart-looking MAD straight jackets, glamorous opera capes, roomy knickers, comfortable Keds, and lightweight pith helmets which offer good protection in bad weather and provide storage space for day's lichee nuts.



MOVIES

ORDINARY CONFORMISTS

... go in for uninspired Technicolor musicals, stories with happy endings, migraine-provoking Cinemascope, and 6½-hour double features that destroy the eyes, ears, nose, throat and spine.



ORDINARY NON-CONFORMISTS

... patronize stuffy out-of-the-way movie houses that show "experimental" films, arty-type films, documentaries, and obscure foreign language pictures with the sub-titles in pidgin Swahili.



MAD NON-CONFORMISTS

... enjoy hand-cranked penny arcade machines which contain film classics like the Dempsey-Firpo fight, Sally Rand's Fan Dance, old Ben Turpin comedies, and Tom Mix pre-adult westerns.



**A TREE GROWS IN BROOKLYN WITH THE BAD SEED

DEMONSTRATED BY COMPARING THE HABITS OF ALL THREE GROUPS

READING

ORDINARY CONFORMISTS

... waste their time reading banal best-sellers, trashy whodunits, dull popular magazines, sensational daily newspapers, and commuter time tables.



ORDINARY NON-CONFORMISTS

... go for childish science fiction novels and scientific magazines, arty paperbacks, boring literary journals, and anthologies of avant-garde poetry.



MAD NON-CONFORMISTS

... read The Roller Derby News, the pre-Civil War Congressional Record, old Tom Swift books, and back copies of Classified Telephone Directories.



PETS

ORDINARY CONFORMISTS

... raise parakeets, cocker spaniels, boxers, collies, turtles, snakes, cats, white mice, parrots and tropical fish.



ORDINARY NON-CONFORMISTS

... raise Russian wolfhounds, French poodles, Weimaraners, ocelots, minks, deodorized skunks and rhesus monkeys.



MAD NON-CONFORMISTS

... raise ant colonies, anteaters, falcons, leeches, octopii, anchovies, water buffaloes and performing fleas.



FOOD

ORDINARY CONFORMISTS

... prefer meals like on menu below.

Sam's chop house

Tomato Juice
Celery and Olives
Vegetable Soup
Sirloin Steak
Green Peas and Carrots
French Fried Potatoes
Hearts of Lettuce Salad
Apple Pie a la Mode
Coffee

ORDINARY NON-CONFORMISTS

... prefer meals like on menu below.

KEROUAC'S coffee shop

Snails
Sweetbreads
Vichyssoise
Beef Bourguignon
Wild Rice
Pommes de Terre Soufflés
Hearts of Artichoke Salad
Camembert Cheese
Caffé Espresso

MAD NON-CONFORMISTS

... prefer meals like on menu below.

Neuman's way-out house

Hummingbird Tongues
on Toast
Kippered Guppy
Purée of Electric Eel
Flamingo Under Glass
Creamed Crab Grass
Sweet Potato Chips
Hearts of Cactus Salad
Licorice Sherbert
Moxie

***MR. BLANDINGS BUILDS HIS DREAM HOUSE WITH NO DOWN PAYMENT

J. G. WOODBRIDGE