WHO'S THE POOR FISH BETTY?
GOSH! MY FIRST NIGHT IN TRANSYLVANIA...

SOUNDS LIKE SOMEBODY IS FOLLOWING ME!

IT'S A MONSTER! POLICE! POLICE!

HELP POLICE!

HOLD ON, WE'RE COMING!

THANK GOODNESS YOU'RE HERE! THIS MONSTER ATTACKED ME!

WHAT MONSTER?

THE END
TEEN-AGERS FOR ALL AND ALL FOR ONE

ARCHIE SAYS:
CATS AND CHICKS OF AMERICA, IT'S TIME WE UNITED FOR A COOL AND FAIR DEAL AND THE BEST WAY TO BRING THIS ABOUT WOULD BE...

IF TEEN-AGERS FORMED A UNION!

THE FAMILY PHONE
MY DAUGHTER IS ALWAYS ON THE PHONE WHEN I WANT TO USE IT!

WE'VE HEARD THE CASE!
AND OUR DECISION IS...

T.A.U. ARBITRATION BOARD

GET HER A PHONE OF HER OWN!

ALLOWANCES
WE'VE CHECKED THE FAMILY BUDGET, MR. BENSON, AND WE KNOW YOU CAN RAISE YOUR SON’S ALLOWANCE AN EXTRA 50¢ A WEEK!

NATURALLY THE RAISE WILL BE RETROACTIVE TO THE FIRST OF THE YEAR!

T.A.U. FACT-FINDING COMMITTEE

ARCHIE’S MADHOUSE. Number 14. August, 1961. Published seven times a year, in February, April, June, July, August, October and December, by ARCHIE COMIC PUBLICATIONS, INC., Sparta, III. Executive and Editorial offices: 241 Church St., New York 13, N.Y. Chicago office: 85 East Wacker Drive, Chicago 1, III. Hollywood office: 439 So. Western Ave., Los Angeles 2, Calif. Second-Class Postage Paid at Sparta, III. Copyright, 1961, by ARCHIE COMIC PUBLICATIONS, INC. All rights reserved. Cover and content protected by Copyright throughout the world. Yearly subscription $7.00 in the U.S.A., single copies, 10c. No actual person is named or delineated in this fiction magazine. Printed in the U.S.A.
MORE T.A.U. (TEEN-AGER'S UNION) REGULATIONS IN THE HOME:

THE TV SET

BE PATIENT, MARTHA! WE'LL BE ALLOWED TO USE THE SET IN A HALF HOUR!

T.A.U. REGULATIONS

THIS SET IS RESERVED FOR TEEN-AGERS 6 P.M.-10 P.M.

THE FAMILY CAR

SON, DO YOU THINK I CAN USE THE CAR NEXT SATURDAY NIGHT?

SADLY, DAD BUT YOU KNOW HOW THE UNION FROWNS ON PARENTS USING THE CAR ON A SATURDAY NIGHT!

HOMEWORK

SON, AREN'T YOU GOING TO FINISH YOUR HOMEWORK?

SORRY, MOM! BUT THE UNION WON'T LET US DO MORE THAN 2 HOURS HOMEWORK A NIGHT!

EMERGENCIES

MRS. BROWN, WE REPRESENT THE UNION GRIEVANCE COMMITTEE!

WHAT'S THIS WE HEAR ABOUT YOU FORBIDDING YOUR DAUGHTER TO WEAR A BIKINI?

I... ER...
Besides protection in the home, the union helps teen-agers in other areas.

**Movies**

Mr. Jensen, your movie house is not showing enough cartoons!

And we've also had numerous complaints about your cold pop corn!

All for one, one for all!

**Government**

Senator, we need your support on a bonus bill for teen-agers!

Each teen-ager needs $1000 for proms, wardrobes, and jalopies!

**Chores**

How about mowing the lawn, son?

Sorry, ma. But I've got to wait until the union draws up a new contract with the parent's committee!

**Prices**

T.A.U. price ceiling list:
- Sundaes: $3.50
- Movies: $8.00
- Records:

Mr. Gipp, how come you're charging $2.00 for your pizzas?
Brandon Partipooper

Pulled 38,923 daisies to find out if his girl friend loved him?

In the meantime, his girl got tired of waiting for him and married some other guy....

Alicia Sidesaddle

Has ridden on 763 different motorcycles....

Twenty four year old Dodie Shulac has already managed to fill up fifteen hope chests...

Her friends wonder if she will ever use them. Dodie is so busy with her hope chests that she doesn't have any time to date any fellows.

Alicia believes she has spent more time on motorcycles than any other girl in America.
Cortney Barbell

Teen-Age Hero of the Month...

But one day he decided to build up his body with rigorous exercise...

Now as a 298-pound super He-Man, muscle-bound Cortney is still being pushed around.

As a 98-pound weakling, Cortney was constantly being pushed around.

Bonnie Buckskin

Owns 184 pairs of shoes...

At 13 years of age Debbie TeeKross is an acknowledged handwriting expert.

Recently, Debbie has had to give up her hobby of studying signatures...

She was caught forging her dad's signature on her report card.

Recently, Bonnie bought 9 pairs at one time...

...When she came home her angry father added his shoe to her collection.
ARCHIE'S FANTASY DEPT.

IF GIRLS PLAYED BASEBALL

BETTY, YOU'RE SUPPOSED TO STEAL BASES, NOT BOYFRIENDS!

SPOOKY

WHY SHOULD I SACRIFICE VERONICA TO SECOND? WHAT HAS SHE EVER DONE FOR ME?

YOU WANT ME TO TAKE A SHOWER?? COACH, ARE YOU INSINUATING I DON'T USE A DEODORANT?

MARY, I LIKE TO TAKE ALL MY ROOKIES ASIDE AND GIVE THEM SOME SOUND ADVICE...

...YOUR LIPSTICK IS A TRIFLE TOO DARK, YOUR MAKE-UP IS THE WRONG SHADE, AND YOUR EYEBROWS...
THE PITCHER-CATCHER CONFab...

I'M ONLY TRYING TO OBLIGE THE COACH—HE WANTS ME TO BE THE CLEAN-UP HITTER!

IT'S NOT YOUR AUTOGRAPH I'M AFTER, "LEFTY"—IT'S YOUR PHONE NUMBER!

SO I SAID TO MABEL, IF YOU'RE NOT GOING TO INVITE ME TO YOUR PARTY YOU MAY AS WELL GIVE ME BACK MY RECORD PLAYER, AND FURTHERMORE...

WHY ARE YOU HOME SO EARLY, LOTTIE?

THAT STUPID COACH OF MINE TOLD ME TO HIT THE BALL AND RUN HOME!

WE'RE PLAYING THIS GAME UNDER PROTEST! THE OPPOSITION GAVE US NO WARNING THAT THEY WOULD PLAY IN THOSE CUTE SHORTS!

EH... COACH, WHERE ARE ALL THOSE FLIES YOU WANTED ME TO CATCH?
Archie says:

How can you learn if you don't ask questions? This may be true... sometimes!

But here are some questions better left unanswered!

Dance music plays as a couple dances.

Don't you love to dance?

Guess who this is?

This is the first meal I ever cooked! How do you like it?

Anybody see a baseball around here!
WHAT'S THAT FUNNY SMELL?

GUESS WHAT?

BANG

WHAT TIME IS IT?

WAITING LONG?

IS THIS BUS 96?
A MADHOUSE REPORT

TEEN-AGE CREDIT CARD

Name:
NOT VALID IF BEARER IS OVER 19 YRS OF AGE.

IF THE CURRENT CRAZE FOR CREDIT CARDS SPREADS OVER INTO THE TEEN-AGE WORLD - THEN A TYPICAL TEEN-AGE DATE MAY SOON LOOK LIKE THIS:

I'M CALLING ON MY GAL SUE -- AND I DON'T HAVE A SOU IN MY POCKETS!

BUT, JOE, WE SPENT YOUR ALLOWANCE LAST WEEK! WHERE CAN WE POSSIBLY GO?

DON'T ASK SILLY QUESTIONS, SUE! JUST FOLLOW ME!

ADMISSION 95¢ CHARGE IT!

Groovy Movie Credit Card

Joe Gooch

GOSH!

I'LL HAVE A BAG, TOO!

CHARGE BOTH OF THOSE SPLITS, POP!

ICE CREAM CREDIT CARD

Joe Gooch

WOW!

POP CORN CREDIT CARD

Joe Gooch
I'd like to charge 6 plays!

Juke Box Credit Card

Joe Gooch

Oh boy!

AND EVEN THE RIDE HOME GOES ON THE CUFF!

Charge it!

Bus Credit Card

Joe Gooch

My credit rating is so good, Sue, I've even got a card for comic books!

Zowie!

I've shown you a real swell time, Sue -- so how about a big good night kiss?

Oh, that reminds me, Joe.

There's something that I wanted to show you.....

Charge it!

Kiss Kredit Kard
Sue Smoosh

The End
"They went thataway," is a familiar western expression giving directions to the posse or hero. Hands are very expressive and tell quite a story. Here are some:

**Hand Signs!**

- **Hospital**: Hand with bandage.
- **Tailor**: Hand pointing.
- **Flower Show**: Hand with flower.
- **Museum**: Hand with finger pointing.
- **Sculpture Hall**: Hand with sculpted hand.
- **Aquarium**: Multiple hands pointing.
DOUBLETAKES

I NEVER SAW YOU DRIVING THIS CAR BEFORE, DAN!

I JUST GOT IT TODAY...

I TRADED IN MY OLD JALOPY FOR IT!

LET'S GO, ALICE! YOU AND I ARE GOING TO PAINT THE TOWN A BRIGHT RED TONIGHT!

HAL, YOU'RE A REAL SPORT!

I'VE GOT 65¢ AND I'M GOING TO SPEND EVERY PENNY OF IT!

IF THAT'S THE WAY YOU FEEL, MABEL, I'LL LEAVE...

I KNOW WHEN I'M NOT WANTED!
MADHOUSE HAS ASKED ME TO DESIGN SOME SPECIAL PAJAMAS FOR A PAJAMA PARTY

FOR THE SCHOOL WOLF...

FOR PRINCIPALS...

IT COMES WITH TELEPHONE NUMBERS...

A POUNDING FIST ON THE DESK MOTIF IS USED! VERY STRIKING PATTERN INDEED!

FOR FOOTBALL PLAYERS...

...WITH FOOTBALL PLAYS!

FOR SCHOOL BRAINS...

WITH PLENTY OF FORMULAS!

FOR FATHERS...

IT'S MADE UP OF POCKETS--TRIMMED IN GREEN!

FOR TEACHERS...

IT COMES IN A CRAZY MIXED-UP WORLD MAP MOTIF
EVER BEEN STUCK WITH A BORING
BLIND DATE?? WELL HERE'S YOUR CHANCE
TO REMEDY SUCH A SITUATION.......NEXT
TIME WEAR A -------

MONSTER MASK

START THE DATE OFF WITH A REAL LAUGH! CAN YOU IMAGINE THE LOOK ON YOUR DATE'S
FACE WHEN SHE FIRST SEES YOU?!?

IF SHE'S A BORING CONVERSATIONALIST READ
A COMIC WHILE PRETENDING TO LISTEN TO HER!

YOU'LL NEED MONSTER SHOES TO CREATE
A FEELING OF TOWERING HORROR ... AND IN
ORDER TO BE TALLER THAN SHE IS!

DIRECTIONS FOR MAKING MONSTER SHOES!
1. GLUE A PAIR OF OLD SHOES...
   ..TO TWO WOODEN BLOCKS
2. PAINT BOTH WITH BLACK PAINT

DIRECTIONS FOR MONSTER MASK!
1. CUT OUT MASK .... FACE AND NOSE ...
2. PASTE THESE ON A PIECE OF CARDBOARD OR STIFF PAPER ....

TURN PAGE FOR YOUR-----MONSTER MASK
ATTACH A RUBBER BAND THROUGH THE EARS.

THE MASK HAS A 3 DIMENSIONAL NOSE... VERY USEFUL FOR SAYING GOODNIGHT TO AN ESKIMO DATE.
GREETINGS and SALUTATIONS DEPT.

NOW THAT THE HIPSTERS HAVE THEIR OWN SPECIAL WAY OF GREETING EACH OTHER...

GIVE ME SOME SKIN, MAN!

SURE 'NUFF DADDIO!

...IT MAY NOT BE TOO LONG BEFORE THE REST OF THE SPORTING CROWD COME UP WITH THEIR OWN INDIVIDUAL.....

Sportsman's Greetings

FOOTBALL PLAYERS

HI, "SMASHER"!

HI, "GOUSER"!

FENCERS

EN GARDE!

TOUCHE!

SKATERS

SHALL WE GO ONCE AROUND THE BLOCK?

BASKETBALL PLAYERS

AND A BOUNCING GOOD MORNING TO YOU TOO!
SOCCER PLAYERS

BOOT'ER THERE, PAL! HOW ARE THINGS?

CAN'T KICK!

THE FISHERMEN

LIAR!

YOU'RE A BIGGER ONE!

SKIN DIVERS

RELAY RUNNERS

IF IT AIN'T THE OLD HIP-DIPPER!

"SWIM" JIM HIMSELF!

PUT'ER THERE, PAL!

DON'T DROP IT, BUDDY!

JOCKEYS....

HAPPY POST TIME!

QUIT HORSEING AROUND!

...AND THE GUYS WHO BET ON JOCKEYS!

GASP!

GULP!

THE END
Dear Aunt Juggie,

I have a terrible problem. I am engaged to a beautiful girl, but I stutter badly. What can I do?

Sincerely,

J-J John W.

Dear J-J-John W.,
Whatever you do, don't tell your fiancee.

Dear Aunt Juggie,

How many times in one day is it proper to kiss a boyfriend?

-Anxious

Dear Anxious—

It depends on whose boyfriend it is.

Dear Aunt Juggie,

I want to take my girlfriend out in style, but I never have enough cash. How can I double my money?

-Bob W.

Dear Bob W.—

Try folding it.

Dear Aunt Juggie,

My boyfriend and I do nothing but fight and make up, fight and make up. Why do we fight so much?

-Sally J.

Dear Sally J.,

So you have something to make up about, stupid.

Dear Aunt Juggie,

I am very ambitious. I would like to be the kind of person who every man takes his hat off to. What should I become?

-M.S.

Dear M.S.,

A barber.
YES MY DARLING DAUGHTER!

ANOTHER COOL COLLECTION OF FAMOUS "SHE WAS ONLY's ---"!!

SHE WAS ONLY A TUBA-PLAYER'S DAUGHTER--

---BUT SHE KNEW HOW TO TOOT HER OWN HORN!

SHE WAS ONLY A SPAGHETTI-MAKER'S DAUGHTER---

---BUT SHE KNEW HOW TO USE HER NOODLE!

SHE WAS ONLY A QUIZ M.C.'S DAUGHTER--

---BUT SHE SURE LIKED TO KEEP THE BOYS GUESSING!

SHE WAS ONLY AN ARTIST'S DAUGHTER---

---BUT SHE LOVED TO GO OUT AND PAINT THE TOWN RED!

SHE WAS ONLY A CAROUSEL-OWNER'S DAUGHTER--

---BUT SHE KEPT ALL THE BOYS TRAVELING IN CIRCLES!

SHE WAS ONLY A BAKER'S DAUGHTER---

---BUT SHE KNEW JUST WHICH SIDE HER BREAD WAS BUTTERED ON!
BARTER

..is the art of trading without using money. This is not to be confused with the art of getting things without using money...that's called mooching.

OLD-FASHIONED BARTER

I'll trade you these beads for food!

MODERN BARTER

I'll trade you one Presley autograph for two of Fabians!

BASEBALL

Baseball players are regarded as being very hip...that's because the cats are always swinging!

THE EXPERT PLAYING OFFENSE...

THE EXPERT PLAYING THE FIELD.

BATS

Bats are found in baseball parks...

...like to eat insects. That's because you have to be bats to like insects!

AND IN TRANSYLVANIAN PET SHOPS.

Special Cobras
**BEAVER**

Beavers like to build dams. They are very clever engineers.

**BUSY BEAVER**

Presenting blueprints.

**LAZY BEAVER**

Sleeping soundly.

**EAGER BEAVER**

I know the answer, teacher!

---

**BELL**

Bells come in all sizes and shapes.

**COW BELL**

**BICYCLE BELL**

**TEEN BELLE**

Famous Liberty Bell found in Philadelphia.

Famous Freedom Bell found in Berlin.

Famous dismissal bell found in every classroom.

---

**BOOK**

The ancient art of book making required great skill.

Books play a very important part in the lives of today's students.

The modern art of book making still requires great skill...to keep out of jail.

Book thief, books, and police.
WE SEE POSTERS OFFERING HUGE REWARDS FOR PEOPLE WHO ARE WANTED!! MADHOUSE BRINGS YOU POSTERS OF PEOPLE WHO WE WOULDN'T GIVE TWO CENTS FOR----

UNWANTED PEOPLE!

UNWANTED

THE DANCER (HA!) WHO STEPS ON EVERYONE'S FEET!

UNWANTED

THE GUY WHO PLAYS THE SAME RECORD OVER, OVER, OVER, OVER...

UNWANTED

THE PAL WHO CAN'T TAKE A HINT!!

UNWANTED

THE GUY WHO GRABS YOUR COPY OF MADHOUSE, BEFORE YOU CAN READ IT!
PRIZE PRODUCTS

THE MADHOUSE SEAL OF APPROVAL GOES ON THE FOLLOWING PRODUCTS:

A SELF-TURNING-OFF ALARM CLOCK FOR SCHOOL KIDS WHO ARE ON VACATION!

A HOPE CHEST THAT COMES EQUIPPED WITH ONE LIVE BOY!...MADE ESPECIALLY FOR GIRLS WHO BELIEVE IN OUR MOTTO—FIRST THINGS FIRST!

IF YOUR REPORT CARD DOESN'T MAKE YOUR PARENTS CRY—THIS ALBUM IS GUARANTEED TO DO THE JOB!

MUSIC TO BRING HOME A FAILING REPORT CARD BY SYMPHONY IN 'F' MAJOR

A STUPID ELECTRONIC BRAIN...

NEW KING-SIZE PHONES.... FOR LOUDMOUTHS!

FROM KEEP HUMANS GETTING AN INFERIOR COMPLEX!
Mr. Weatherbee presents...

Great Moments in History

The Discovery of GIRLS

Before the discovery of girls, the world was a very unusual place...

It was also a very rotten place, since there was nothing but men and boys...

Baw! Baw! Baw!
THE ABSENCE OF GIRLS MADE THINGS VERY ROUGH FOR CERTAIN BUSINESSES LIKE LADIES DRESS SHOPS...

Milady's Fashions

FOR SALE
CHEAP!

CLEARANCE SALE

JEWELRY MANUFACTURERS

JEWELRY JEWELRY

FOR SALE
NO OFFER REFUSED

TUNNEL-OF-LOVE CONCESSIONS...

TUNNEL OF LOVE

AND SCHOOLS THAT TAUGHT BALLROOM DANCING...

ARTHUR MURAY'S SALON

SINCE THERE WERE NO GIRLS, THERE WERE NO CHARM BRACELETS...

NO "HIS" AND "HER" TOWELS... AND, WORST OF ALL...

NO "BETTY AND VERONICA" COMIC BOOKS!

HIS
HERS
HERS
HERS

Betty and Veronica Spectacular
The situation called for strong action (Mr. Strong v. Action was the mayor at that time)...

Friends, voters, and countrymen—listen to what I gotta tell yers.

But Mayor Action didn’t know what to do, and neither did anyone else. So they cried and cried.

Baw! Baw! Baw! Baw!

The loudest crier of all was a young lad named Sturdley Flemsh, who owned a lipstick factory...

Without girls, there was nobody to buy Sturdley’s lipsticks... so he was stuck with the sticks...

He tried selling them as crayons, but he was still left with with thousands of lipsticks...

Ha, ha, haw, hee, hee, hee...

So Sturdley got on a boat, determined to sell his lipsticks in a foreign land!
AFTER SEVERAL DAYS AT SEA, STURDLEY'S SHIP HIT A STORM...

TO EVERYONE'S SURPRISE THE STORM HIT BACK, AND A TERRIBLE FIGHT BEGAN!

THE BOAT PITCHED AND TOSSLED WHILE THE PASSENGERS CRIED FOR HELP.

UNFORTUNATELY, COMMODORE LEMUEL J. HELP WAS KIND OF BUSY HIMSELF AT THE TIME...

SO THE BOAT FINALLY SANK...

AND STURDLEY WAS CAST ADRIFT A DESERT ISLAND...
WHEN HE REGAINED CONSCIOUSNESS, STURDLEY SAT UP AND LOOKED AROUND. THEN HE SHRIEKED WITH JOY! THE ISLAND WAS POPULATED WITH THOUSANDS OF GIRLS!!!

STURDLEY WAS VERY HAPPY WITH HIS DISCOVERY! THE GIRLS, WHO HAD BEEN KINDA BORED, WERE PRETTY HAPPY, TOO!

SO STURDLEY LOADED THEM ALL ON THE VERY FIRST RESCUE SHIP... AND...

BROUGHT THEM HOME... AND INTRODUCED THEM TO THE BOYS! EVERYONE WAS THRILLED! THEY SPENT ALL THEIR TIME DANCIN', FLIRTIN', AND SMOOCHIN'!

STURDLEY WAS THE HAPPIEST OF ALL... IN FACT, HE SPENT SO MUCH TIME CHASING GIRLS, HE NEVER GOT AROUND TO MANUFACTURING LIPSTICKS!

YAHOO! I'M USING MY BALSA WOOD CLUB ON YA' CAUSE I DON'T WANNA MESS YA UP!

WATCH THE NEXT ISSUE OF MAD HOUSE FOR ANOTHER EXCITING "GREAT MOMENT IN HISTORY"!
During the filming of *King Kong*, the feeding of the monster ape became a big problem. His average daily diet consisted of:

- 137 loaves of bread
- 36 bushels of potatoes
- 81 gallons of milk
- And 2 directors!

*Dr. Sy Kolp*, famous one-eyed monster, says, "Having only one eye is not as much of a disadvantage as people think...it cuts my eye glass bill in half!"

*Horst Fleigh* is Hollywood's loneliest monster! His neighbors say they would like to invite Horst over, but his footprints dirty up their ceilings!

Hollywood's latest inspiration is the monster western *Goonsmore*. If you think the marshal looks ugly, wait till you see the villains!
SUMMER FUN
WITH THE QUEENS OF ARCHIE GIANT SERIES MAGAZINES!

THIS BIG, NEW BOOK HAS SIMPLY OODLES AND OODLES OF STORIES AND FUN PAGES! WE KNOW YOU'LL LIKE THE WAY WE LIVEN UP SUMMER TIME AROUND RIVERDALE!

ARCHIE GIANT SERIES MAGAZINE
No. 13

ORDER YOUR COPY NOW!

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ENCLOSED FIND 25¢ IN COIN (35¢ IN CANADA) FOR WHICH PLEASE SEND ME THE NEW BETTY & VERONICA SUMMER FUN No. 13 AS SOON AS IT IS OFF THE PRESS.

NAME (PLEASE PRINT)______________________________

AGE______________________________

ADDRESS______________________________

CITY______________________________STATE______________________________
VERONICA ASKS YOU TO.....

GUESS WHICH ONE

IS GOING ON HER FIRST DATE.

IS THE BIGGEST DUMBELL ON THE BEACH.

IS THE COOLEST DADDYOO IN TOWN.

WAS BORN 100 YEARS TOO LATE.
FOLLOW THE STAR-STUDDED TRAIL OF THE BIGGEST BUY IN COMICS! ... THE NEW ARCHIE GIANT SERIES MAGAZINES!

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- KATY KEENE HOLIDAY FUN #12
- ARCHIE'S CHRISTMAS STOCKING #10
- BETTY & VERONICA SUMMER FUN #13
- BETTY & VERONICA SPECTACULAR #11
- KATY KEENE PIN-UP PARADE #15

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ADDRESS _____________________________

CITY _______ STATE ________