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**DICK SHAWN**

**PHIL SILVERS**

**TERRY-THOMAS**

**JONATHAN WINTERS**

AS STARRING IN ALPHABETICAL ORDER

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**PETER FALK**

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# Detroit Free Press, 2/9/64

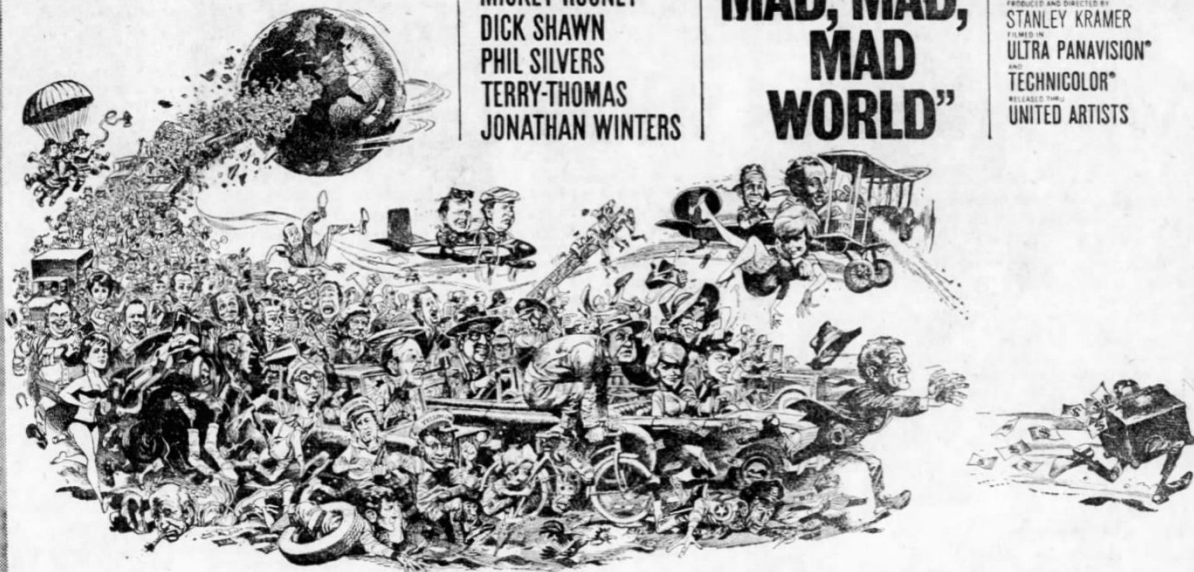
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MAD  
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AND IN ALPHABETICAL ORDER  
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MEZZ.	BALC.
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STORY AND SCREENPLAY BY  
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WORLD'S  
CRITICS  
GO  
STARK  
RAVING  
MAD!  
MAD!  
MAD!  
MAD!**

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MAD, MAD,  
MAD  
WORLD"**

**"A  
SURE HIT!"**

—Chicago American

**"YOU  
CAN'T AFFORD  
TO MISS THIS!"**

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Fri., Sat. & Holiday Eve.—8:30 P.M.	\$3.00	\$3.00	\$2.00	Saturday—4:45 P.M.	\$3.00	\$3.00	\$2.00
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**'It's a Mad (4) World'**

# The Laughs Are Loaded In Cinerama Slapstick

BY LOUIS COOK

Free Press Staff Writer

It is ironic that one of the greatest film tragedies since "I Am a Fugitive from a Chain Gang" should be billed as the world's funniest movie.

"It's a Mad, Mad, Mad, Mad World," which opened Tuesday at Cinerama Music Hall, is a mighty collection of practically every piece of situation comedy the movies have included in the last 50 years.

It starts with a sketch in the credits which shows the delayed stomp — the figure knocked down by a rush of people, and then knocked down again by the stragglers as he attempts to rise to his feet.

It ends with Ethel Merman slipping on a banana peel.

But it is sick humor all the way, applied to the adventures of a long list of people who are corrupted, without exception, by greed.

\* \* \*

ALL WHO HEAR of the stolen \$350,000 buried in a California park lust for it to the extent that they lie, steal and double-cross their very wives and husbands.

Producer Stanley Kramer carries "Mad World" along with remarkable verve.

When intermission time comes the following situations are cooking simultaneously:

Sid Caesar and Edie Adams are locked in a hardware store basement and have just set the place on fire.

Buddy Hackett and Mickey Rooney are trying to figure out what to do at 6,000 feet in a plane whose pilot has passed out dead drunk.

The water is closing over the head of Phil Silvers as he attempts to ford a river in his Ford.

Spencer Tracy has his wife on one phone and his daughter on the other, both screaming.

Terry-Thomas and Milton Berle are slugging each other on a canyon rim.

It is a combination of cliff-hangers that makes the spectators puff furiously, cancer notwithstanding, as they wait for the next thrilling episodes.

They come in profusion.

\* \* \*

"Mad World" begins with a mad dash of a car driven by Jimmy Durante, who is trying to shake detectives off his trail so he can dig up some loot he buried 15 years ago.

His car finally hurtles over a cliff at 80 miles an hour and Durante kicks the bucket. I mean, he really kicks a bucket. "Mad World" has it all.

Before he kicks it, however, he tells a miscellaneous variety of passersby about the money and they all set out for it, each trying to beat the others so he can have it all to himself.

There is wild driving that makes the Keystone Kops look like a bunch of amateurs. Jonathan Winters tears a gas station apart with his bare hands, in a fit of pique.

Scores of familiar faces show up in little bits and pieces of the action — Jack Benny, Joe E. Brown, Arnold Stang, Edward Everett Horton, Buster Keaton, Ben Blue, Andy Devine among them.

It's a big chunk of movie, but it's more funny-curious than funny ha-ha.

The opening showing of "Mad World" was a benefit sponsored by the Detroit women's division of the American Jewish Congress to aid a youth hostel in Israel.

# Detroit News, 2/12/64

## 'Mad World' Is a Slapstick Spectacular

By AL WEITSCHAT

Detroit News Movie Critic

The chase, backbone of comedy since the inception of movies, reaches its most spectacular and hilarious proportions in "It's a Mad, Mad, Mad, Mad World," Stanley Kramer's star-crammed production now on view at the Music Hall.

Past generations have laughed at slapstick in silent films, the talkies and in the early wide-screen processes, but never has comedy achieved the impact it does in Cinerama's new single-lens projection system, which uses a slightly smaller screen but eliminates the distracting dividing lines.

The Keystone Kops in their palmiest days would be no match for what goes on in this 2 hour-40 minute romp. From beginning to end it races at dizzy speed through weird and wonderful happenings that leave onlookers limp with laughter.

### BROAD SCOPE

It staggers the imagination to realize how much Kramer has jammed into the film. More than 40 characters take part in the chase, which moves over the California landscape by plane, car and bicycle and is punctuated by every comedy trick ever conceived in the movies.

The busy script by William and Tania Rose, British writers, is a side-splitting and thrilling commentary on human greed and the motor age.

The opening sees a car sailing off a cliff with frightening realism and crashing into a gully. Witnesses rush down to the driver, who is Jimmy Durante, a robber on the lam. He confides to them the hiding place of \$350,000 in loot and then kicks the bucket, literally and figuratively.

Privy to the secret are Milton Berle, a brow-beaten business man; Ethel Merman, his bossy, leather-lunged mother-in-law; Dorothy Provine, his timid wife; Sid Caesar, a dentist, and Edie Adams, his wife; Jonathan Winters, a truck driver; and Mickey Rooney and Buddy Hackett, touring friends.

### NO AGREEMENT

The group haggles vainly over division of the swag and then decides it's every man for himself. Thus begins a run for the money full of thrills and destructive fury every foot of the way. Using a helicopter, Kramer permits the audience to see much of it with a giant, all embracing eye.

Along the way outsiders are permitted to join up if they help. Phil Silvers professes to lend a hand to Winters, but double-crosses him and goes it alone after learning the location of the money.

Terry-Thomas, a British botanist in the field, has the misfortune to become involved with Berle and his family and engages Berle in a fist fight in one of the funniest scenes in the film.

Dick Shawn, beatnik son of Miss Merman, is summoned to her rescue and responds speedily, blubbering his devotion all the way.

### FOUL SCHEMES

Avarice impels some of the contestants to seek advantage over the others. Miss Adams and Caesar hire Ben Blue to fly them over in a 1916 biplane that threatens to disintegrate, and later they survive a mad misadventure in a hardware store.

Rooney and Hackett induce an inebriated Jim Backus to take them up in his sports plane, and when the pilot passes out, his pop-eyed passengers star in some aerial maneuvers never seen before.

Mecca for the money hunters is a spot in a Santa Rosita park and all eventually arrive there and dig up the fortune in a suitcase. At that moment Spencer Tracy, a Santa Rosita police captain, steps in and seizes the suitcase. He had known about the money but not its hiding place and merely waited to be led to it.

### FUNDS FOR FUN

Tracy's plan is to sneak down to Mexico and use the fortune for a permanent sojourn there. His empty-handed victims catch on as he speeds away and another chase develops, with a climax as wild and woolly as anything in the picture.

Prominent among numerous supporting players are Paul Ford, Barrie Chase, William Demarest, Don Knotts, Peter Falk, Marvin Kaplan and Arnold Stang.

This is the sort of success that belongs to the entire cast and not any one player.

An exceptional musical score is the contribution of Ernest Gold.

If Kramer is guilty of any mistake, it is that he has provided too much of a good thing.

# *Detroit Free Press, 12/25/64*

## THE HOLIDAY TREAT FOR THE FAMILY

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# Ann Arbor News, 3/12/65



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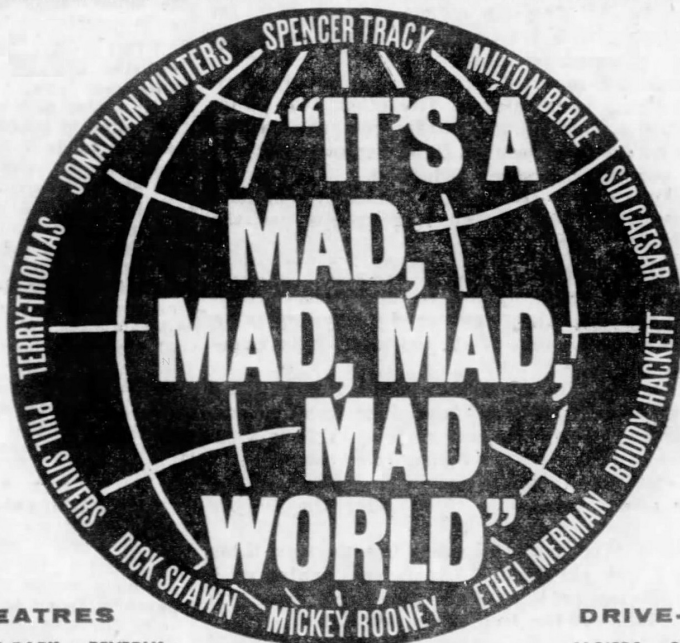
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# *Detroit Free Press, 4/14/65*

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