

# THE GENERAL CREATIVITY CORPORATION

or

GENERAL CREATIVES, Inc.  
or  
the General Creative Corporation



calipers

measometer  
or drill



egglike



bandsaw?



Wow!  
Mother & loaf of bread

# 0 0 3 1 4



#00314



or looks motherly too.  
Or fortune-telly.  
With a face it would be fantastic.

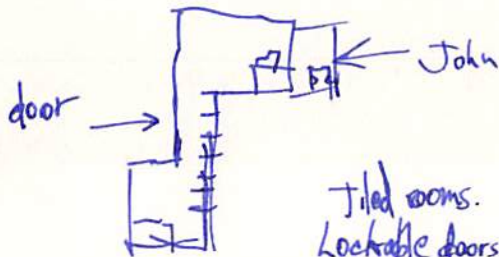


Doctored Photograph.

# 0 0 3 1 4

CG

# Hotel for writers



Tiled rooms.

Lockable doors:

open at mealtime  
or on schedule

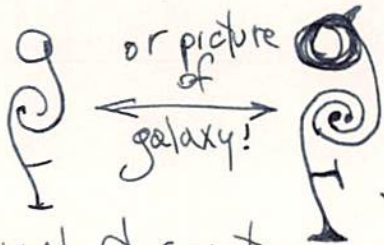
the guy sets.  
panic button.  
pipe music optional.

ONE PHONE and it rings a gong  
and unlocks all doors  
Hard to get hold of people.  
Free lady phones w/ messages.  
There's a common room,  
for escape & conversation.  
Dictaphone hookup.  
Besides maids, there's a  
single gasha-type hostess.  
Girls available for occasional  
(don't publicize this etc.)

00314

GG Others, just in case

The General Fantastic Corporation



The General Whimsical Corporation

The General Clever Corporation



[undated.  
Guess: 315]

C

PROJECT JABBERWOCKY <sup>?</sup>↓ under Harvest  
(sorting & ordering)

PROJECT FIDDLESTICKS under Cornu (music)

PROJECT FUNNEL (or the life)  
under Horns (teaching-programs)

# 0 0 3 1 5

6  
ORG PRJ

Parenthesis around customer's numbers

# 0 0 3 1 5

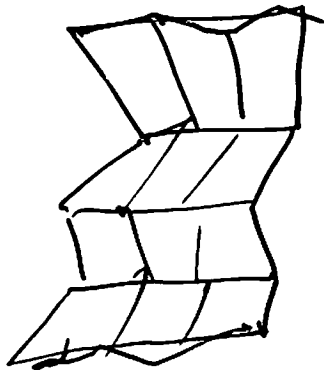
## NEUTRIN II

Intro. code word in some kind of SETUP SEQUENCE.  
The intro. word starts you reading into 'the account  
of co-and-so.'

To keep pranksters from reading in — to say  
nothing about telling others read out — gotta  
take lots of precautions.

Keeping the ~~contents~~ contents private will  
be the work of the intro. program, which





But. N.B. the printed  
Harvard correspondences.  
ALWAYS KEEP THEM IN MIND  
They're so great. # 0 0 3 1

# MAIL OUT A BROADSIDE

all hand-lettered  
instead of booklets, done  
photo-offset.

N.B. It should be  
addressed in color  
with a quill pen, and  
have Dear Mr. \_\_\_\_\_ at  
the top of it, also in quill.



Reception desk,  
Espresso machine,  
Magazine library, but FEW CHAIRS.  
Paper tape punch, card punch.



Café curtain

Lettering on  
window

black array

blacked window

← THIS WINDOW  
LET OUT TO  
ARTISTS,  
weekly.  
On basis of  
standing  
competition.

#00316

G

General Procreative (chuckle).

# 0 0 3 1 6

CC

Correspondence fiction:

Walter J. Spung  
customer servant extraordinary

# 00216

G<sup>c</sup>

Have an office - Main office?  
→ over a post office in some little  
town somewhere.

# 0 0 3 1 8

CC

Advertise in MAD

# 0 0 3 1 8

5  
2

Phony Irish Whiskey Ad "He give  
tone" to ~~give~~ message which is  
basically of hysterical importance.

# 0 0 3 1 6

C

(that ad challenging writers)

Note to other reputable writers: The above list came from a committee, so of course ~~there have been~~ ~~omissions~~ it has faults.\* You may also benefit from this offer, but not so hugely; your gift from us will be determined by the "Fame Factor," which we coyly devised to avoid hurting your feelings without going bankrupt. Offer good until late March.

Note to the public. If it sounds interesting to you, why be shy? Write us that we may know. The fact about our above Free Offer is that our service is incredibly cheap. Don't set pen to paper again until you've read our pamphlet.

\* [I should include N.V. Peake & some secretly-learned-of good Mad Ave copywriter.]

# 00312  
# 00312  
# 00312



G The BIG School? (name)

#00317

Superschool

TEXT

~~Q~~ What are par objections to the above?

1. No objection

2. Not sure

3. ~~~~~

4. ~~~~~

#00317

G


IF WE DON'T DO IT

someone else will. Thus we excuse away the misgivings that now and then hone our nerves and taint our sense of well-being.

By changing the nature of the creative process, we are changing the position of the artist in society, and producing other complicated effects of this order.

over

# 0 0 3 1 ?



Yet there is certainly no turning back. Our service is simple, anyone could do it, but we were set up for the purpose and wish to do it extremely well and considerably.

---

G CONTRACTS WITH WRITERS  
sticky - incentive wise.

Short tether re output. Rent goes up  
according to rate of output (therefore, put out.)  
Things like that.

Maybe have different contracts for diff. people.  
Steward dispenses guy food or liquor as he has  
requested, but in no other way.

# 0 0 3 1 7