

No.  
117  
March  
'68

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# MAD

"Everyone knows the difference between 'right' and 'wrong' ... it's just that some people can't make a decision!"—Alfred E. Neuman

WILLIAM M. GAINES *publisher*

ALBERT B. FELDSTEIN, *editor*

JOHN PUTNAM *art director* , LEONARD BRENNER *production*

JERRY De FUCCIO, NICK MEGLIN *associate editors*

JACK ALBERT *lawsuits*

GLORIA ORLANDO, CELIA MORELLI, JOAN ZECCA,

CURTIS ANDERSON *subscriptions*

CONTRIBUTING ARTISTS AND WRITERS

*the usual gang of idiots*

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WILL SUCCESS  
SPOIL  
CHARLIE  
BROWN?

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LOOK AT  
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HONEST  
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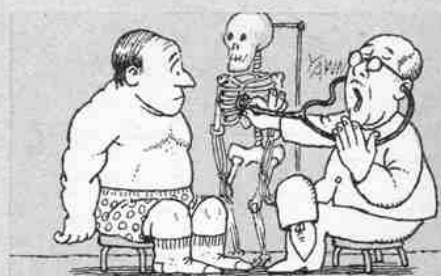


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"THE SAM  
PEBBLES"  
(A MAD MOVIE  
SATIRE)

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## LETTERS DEPT.



### STAR BLECCH

"Star Blecch" was one of your funniest articles ever. I laughed my head off when I read it.

Kirk Alexander  
Athens, Georgia

As an ardent fan of science-fiction, "Star Trek", and "Mr. Spock" in particular, I found your satire revolting. Have you any idea how thoroughly and completely you have destroyed an illusion of something good and fine and true and beautiful? Not the show, you idiots—your magazine!

Louise Kurylo  
Hinsdale, Ill.

"Star Blecch"... yecch!!

Chris Glans  
Los Angeles, Calif.

You get the booby prize for trying to show the bad points of a show that has no bad points.

Stuart MacIntosh  
Kitchener, Ontario, Can.

Even though "Star Trek" is one of my favorite shows, I think you did a wonderful job on it. Mort Drucker's drawings were excellent and Dick De Bartolo's text was marvelous. In short, the only thing wrong with "Star Blecch" was that it was too short.

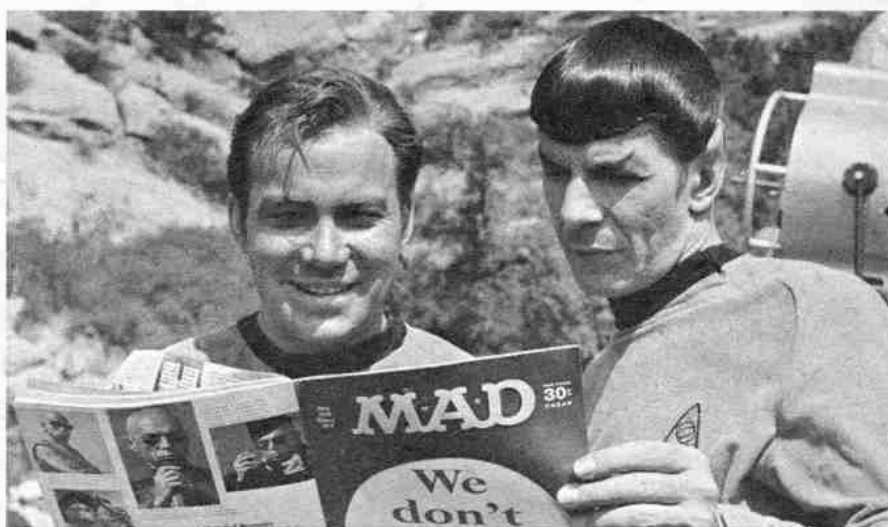
Fred Reed  
Lompoc, Calif.

Writer Dick De Bartolo and artist Mort Drucker should "boldly go where no man has ever gone before"!

John Pruszkowski  
Philadelphia, Penna.

You are lunatics and your magazine is sheer idiocy. We hope they gather you up in white sheets and take you to the booby hatch where you belong. As a matter of fact, you can join us in ours. We loved the story and we love you all... in a decent manly way, of course!

Gene Roddenberry, Exec. Producer  
William Shatner & Leonard Nimoy  
"Star Trek"  
Desilu Productions  
Hollywood, California



William Shatner and Leonard Nimoy enjoy MAD fun.

### STATEMENT OF OWNERSHIP, MANAGEMENT AND CIRCULATION (Act of October 23, 1962; Section 4369, Title 39, United States Code)

1. Date of filing: Oct. 1, 1967 2. Title of Publication: MAD 3. Frequency of issue: Monthly except Feb., May, August, & Nov. 4. Location of Known Office of Publication: 485 Madison Avenue NYC 10022 5. Location of the Headquarters or General Business Offices of the Publishers: 485 Madison Avenue NYC 10022 6. Names and Addresses of Publisher, Editor, and Managing Editor: Publisher: William M. Gaines—485 Madison Ave. NYC 10022; Editor: Albert B. Feldstein—485 Madison Ave. NYC 10022; Managing Editor: None. 7. Owner (If owned by a corporation, its name and address must be stated and also immediately thereunder the names and addresses of stockholders owning or holding 1 percent or more of total amount of stock.) E. C. Publications, Inc., 485 Madison Ave., NYC 10022, National Periodical Publications, Inc., J. S. Liebowitz, P. H. Sampliner, Irwin Donenfeld, S. U. Sampliner, Sonia Mondschein, Estate of Harry Donenfeld—all of 575 Lexington Ave. NYC 10022

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## WE DON'T TRY VERY HARD!

We know!

Nathan M. Wise  
Eastchester, N.Y.

You don't succeed very well, either!  
Roger Vanous  
Columbia, Mo.

## AN OFF-YEAR ELECTION

I found "TV Coverage Of An Off-Year Election" dull, boring and outright stupid. Just like the real thing! Congratulations on a great satire. Only one problem: I fell asleep halfway through it.

Florence Edelson  
Rochester, New York

## TWO GOALS IN LIFE

My lifelong aspiration consists of two goals. One is to learn to drive an ice truck, and the other is to have a letter printed in MAD. I sincerely hope you will help me achieve one of these two goals.

Jan R. Weeks  
Gettysburg College  
Gettysburg, Penna.

Okay, which one would you like us to help you achieve?—Ed.

## THE HERTZ-AVIS RIVALRY

I made the mistake of reading your excellent article, "When The Hertz-Avis Rivalry Gets Out Of Hand" (#115) with a mouthful of milk.

Michael Omansky  
Upper Saddle River, N. J.

## READER'S CHOICE

I am a freshman at Miami University. Between my roommates and myself, we subscribe to "Sports Illustrated", "Golf Digest", "Chess Review", "Time" and "MAD". To my amazement, when someone comes into our room, the only magazine they ask to read is "MAD".

Gary Sowers  
Miami University  
Oxford, Ohio

What's so amazing? Maybe your friends don't go for inane, ridiculous humor magazines!—Ed.

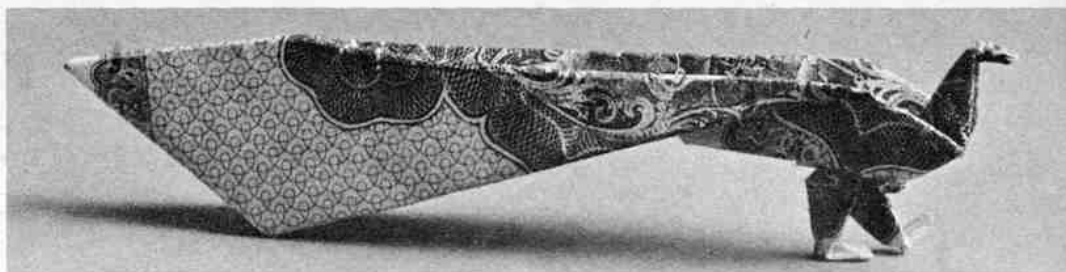
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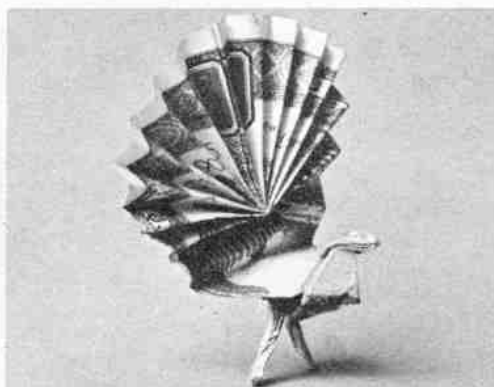
EXTENT AND NATURE OF CIRCULATION	AVERAGE NO. COPIES EACH ISSUE DURING PRECEDING 12 MONTHS	SINGLE ISSUE NEAREST TO FILING DATE
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B. PAID CIRCULATION	1,703,254	2,007,597
1. SALES THROUGH DEALERS & CARRIERS, STREET VENDORS & COUNTER SALES		
2. MAIL SUBSCRIPTIONS	77,301	77,983
C. TOTAL PAID CIRCULATION	1,780,555	2,085,580
D. FREE DISTRIBUTION	None	None
E. TOTAL DISTRIBUTION	1,780,555	2,085,580
F. OFFICE USE, LEFT-OVER, UNACCOUNTED, SPOILED AFTER PRINTING	589,781	812,000
G. TOTAL	2,370,336	2,897,580

I certify that the statements made by me above are correct and complete.

William M. Gaines, Publisher.



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Origami by Baggi

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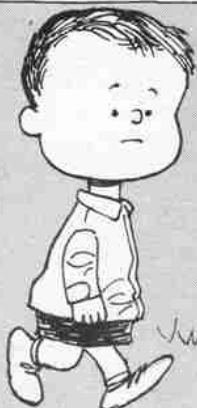
While experts are predicting a dip ahead for the U. S. economy, we're predicting a dip ahead for sales of our full-color portraits of Alfred E. Neuman, MAD's "What—Me Worry?" kid. Not that we're experts. It's just that sales of these pictures, suitable for wrapping fish, have been in a dip all along! So if you'd like to prove us wrong, mail 25¢ for one (50¢ for 3, or \$1 for 9) to: MAD, 485 MADison Avenue, N. Y., N. Y. 10022



What was once upon a time nothing more than a delightful comic strip has become, in the past few years, a business organization that could someday rival General Motors! We're talking, of course, about that \$20-million industry called "Peanuts"! As this fantastic new enterprise branches out into more Books, more Newspapers, more TV Specials, more Dolls and Sweatshirts and Records and Off-Broadway Shows and so forth, Charlie Brown and his gang continue to be real, honest, sincere and endearing people. Nevertheless, we at MAD are worried. After all, Charlie Brown and his gang are practically "Human"! So it's only a matter of time before terrible things start happening to them. All we'd like to know is:

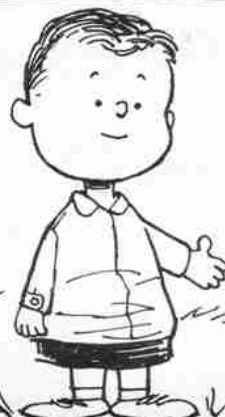
# WILL SUCCESS SPOIL CHARLIE BROWN?

IT'S BEEN MONTHS SINCE I MOVED AWAY FROM THE OLD NEIGHBORHOOD! I THOUGHT I'D DROP BACK AND SAY HELLO TO CHARLIE BROWN AND THE GANG...



## PEANUTS

SO MANY WONDERFUL THINGS HAVE HAPPENED TO THEM LATELY. THEY'RE IN 900 NEWSPAPERS NOW...AND BOOKS, AND TV SPECIALS, AND AN OFF-BROADWAY SHOW, AND LP'S, AND ADS, AND DOLLS AND GREETING CARDS. ISN'T IT GREAT?



## PEANUTS

FOR PETE'S SAKE, LUCY, DON'T RUN AWAY FROM AN OLD FRIEND. I'VE COME ALL THE WAY BACK HERE TO SEE THE OLD GANG. WHERE'S CHARLIE BROWN?

OH, IS THAT ALL YOU WANT--TO SEE CHARLIE BROWN? I THOUGHT YOU CAME TO BORROW MONEY OR SOMETHING. TELL ME--HOW DO I LOOK?



## PEANUTS

HI, SCHROEDER! HAVE YOU SEEN CHARLIE BROWN--?

HOLD IT, GUYS. FOR CRYIN' OUT LOUD, SHERMY, DON'T YOU SEE THE RED RECORDING LIGHT? WE'RE CUTTING A DISC...



ONE THING ABOUT THAT OLD BUNCH, THOUGH-- NO MATTER WHAT HAPPENS TO THEM, I'M SURE THEY'LL **ALWAYS** REMAIN THOSE SAME LOVEABLE, SINCERE, UNAFFECTED, DOWN-TO-EARTH KIDS.

OH, LOOK... HERE COMES LUCY...

HI, LUCY... GOOD GRIEF! YOU **ARE** LUCY, AREN'T YOU?

SHERMY, BABY, YOU LOOK DIVINE. LONG TIME NO SEE. SORRY, I GOTTA RUN. I'M JETTING TO THE COAST FOR A PARTY AT FRANK AND MIA'S HOUSE, AND I'M PICKING UP DINO ON THE WAY.

WELL, TO TELL THE TRUTH, LUCY, YOU LOOK KINDA--

I CAN'T DO A THING FOR MY FACE. AND I'LL DIE-- I SWEAR I'LL DIE IF MR. ROBERT DOESN'T DO SOMETHING FOR MY HAIR. OH, DID I TELL YOU? THE GANG AND I ARE UP FOR AN **OSCAR**, AN **EMMY**, A **TONY**, A **GRAMMY**, AND SOME NEW AWARD THEY'RE GIVING FOR "THE BEST COCKTAIL NAPKIN OF THE YEAR". WHAT A BORE!

LUCY, DO YOU KNOW WHERE CHARLIE BROWN IS?

SHERMY, DOLL-BABY, I REALLY HAVE TO RUN. LOOK, WE **MUST** ARRANGE TO GET TOGETHER SOME TIME. WHY DON'T YOU CALL MY **AGENT**? HE'S IN THE BOOK!

YOU, SCHROEDER? WITH AN **ELECTRIC GUITAR**? PLAYING **POP MUSIC**? WHAT HAPPENED TO YOUR **PIANO**--AND **BEETHOVEN**?

BOMBSVILLE, DAD. NOT **COMMERCIAL** ENOUGH. MY RECORD COMPANY CAN'T AFFORD TO FOOL AROUND WITH **SQUARE NOISES**. HOW DO YOU LIKE MY NEW GROUP, "THE RUPTURED COCKAMAMIES"?

OKAY, GUYS, LET'S TAKE IT FROM THE TOP... AND IF WE HIT THE CHARTS WITH **THIS** ONE, IT'S **GOLDEN RECORD** TIME AGAIN!

OH, MY MIND'S EXPANDING... BUT MY STOMACH'S EMPTY... 'CAUSE MY HEART IS HUNGRY FOR YOU-OO-OOO--BABY...

OH, GOOD GRIEF!

# PEANUTS



# PEANUTS



# PEANUTS



# PEANUTS<sup>®</sup> starring the fabulous Charlie Brown<sup>™</sup>

MR. BROWN WILL SEE YOU NOW, SHERMY.

AT LAST. I'VE BEEN WAITING FOR 3 HOURS. I MUST **SPEAK** TO HIM. I MUST GET TO THE **BOTTOM** OF THIS TERRIBLE "SUCCESS DISEASE" THAT'S OVERTAKEN HIM AND THE OTHER KIDS.



HI, CHARLIE BROWN. I... A **TOUPEE**!?

YOU HEARD ME! BUY **TOPPS BUBBLE GUM**."

NOT **ONE PIECE**, STUPID. THE **WHOLE COMPANY**.

OF **COURSE**, I SAID I WANT TO MERGE-- BUT NOT WITH THAT **COMIC STRIP**.

THAT OLD BAG MUST BE AT LEAST **60**. AND WHO NEEDS **ANOTHER DOG**? AT LEAST **MINE** HAS **EYEBALLS**.



CHARLIE, I JUST WANTED TO...

BE WITH YOU IN A SEC, SHERM. VIOLET, TAKE A LETTER TO MY BUSINESS MANAGER: MAX, YOU CRUMB! I TOLD YOU I WANTED A FLAT **80%** ON ALL TV, LP AND BOOK TIE-INS. AND DON'T TELL ME **SCHULZ** IS FIGHTING THE DEAL. **HE** WORKS FOR **ME** NOW!" MAKE 3 COPIES, BABY, AND STICK AROUND AFTER OFFICE HOURS, IF YOU KNOW WHAT I MEAN.



OKAY, KID. NOW LET'S TALK. SORRY, YOU COULDN'T PLAY POLO WITH ME THE OTHER DAY, BUT IT'S KIND OF AN EXCLUSIVE CLUB AND YOUR **NAME** SOUNDS A LITTLE TOO-- **YOU** KNOW--

CHARLIE BROWN, YOU AND THE WHOLE GANG HAVE **CHANGED**. WHAT'S HAPPENED TO YOU?



SHERMY, I WOULDN'T TRY TO KID AN OLD BUDDY. I **KNOW** WE'VE TURNED ROTTEN-- BUT IN FIVE YEARS, IT'S GONNA BE A **LOT WORSE**!

WHAT? LUCY'S GONE "HOLLYWOOD", SHROEDER'S DESERTED "BEETHOVEN", AND YOU'VE TURNED INTO A RUTHLESS BUSINESSMAN, A LECHER AND A BIGOT. HOW COULD THINGS POSSIBLY GET **WORSE**?

SHERMY, YOU FORGET. IN ADDITION TO EVERYTHING ELSE, IN FIVE YEARS, WE'RE ALL GOING TO BE **TEENAGERS**.

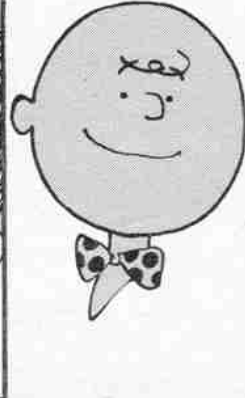
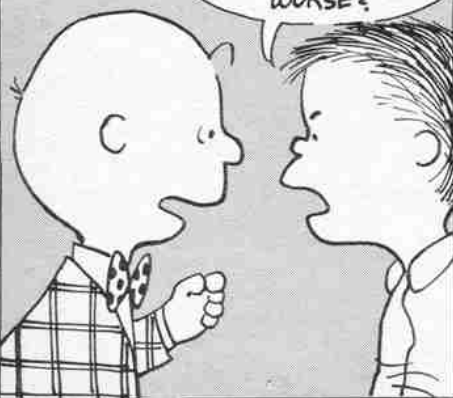
GOOD BYE, CHARLIE BROWN.

THAT'S RIGHT, SUE THE **PLANTER'S CO.** FOR \$10 MILLION FOR USING **OUR NAME** ON THEIR PRODUCT...

I DON'T CARE **WHO** CAME FIRST!

HELLO, J. EDGAR? LISTEN, I HAVE REASON TO BELIEVE THAT MARY WORTH IS A **COMMIE**...

LAST WEEK, IN HER STRIP, SHE--





Have you ever taken the trouble to sit down and write a carefully-worded letter of complaint or inquiry to some company or individual, only to get back a "Form Letter" in reply! Pretty annoying, isn't it? One thing we are against is "Form Letters"! They're cold, they're disinterested, they're impersonal, and mainly they could cause plenty, plenty trouble, as for example in this collection of

# LETTERS TO A CONGRESSMAN

## ...THAT WERE ANSWERED BY "FORM

Representative Willard Van Buren  
Room 0030 House Office Building  
Washington, D.C.

Aug. 2, 1967

Maurice Schridlap  
Resident  
Little Creek, N. J.

Dear Friend:

Oops! Sorry for the mix-up, but these things happen.

As you know--and is my face red--my regular newsletter did not get out last month. As part of my duties as a member of the Marine and Fisheries Committee, I was forced to stay over in Paris a few extra days to study French methods.

Anyway, I am back now, and your regular newsletter should be along any day. So thank you for being so patient.

Oh, one more thing: Be sure to watch for news of the passage of H.R. Bill #1579 which includes a rider to have those silly goose quill pens removed from the Little Creek Post Office. They will be replaced with sleek new ball point pens which my brother-in-law was able to pick up for a song.

My mail on this has been particularly gratifying. Only a few crank letters have been received opposing my stand on this much-needed legislation, and those I have turned over to the authorities for investigation.

Until we meet again when Congress adjourns, let me once more offer an open invitation to drop in if ever you get to Washington.

Your obedient servant,

*Willard Van Buren*  
Willard Van Buren  
Representative 21st Cong. Dist.

Acme Goose Quill Pen Mfg. Co.  
Little Creek, New Jersey

July 2nd, 1967

Rep. Willard Van Buren  
Room 0030  
House Office Building  
Washington, D. C.

Dear Congressman Van Buren:

I would like to go on record as vigorously protesting your proposed legislation to remove the goose quill pens from our Post Office here in Little Creek and replace them with ball point pens.

We do things our own way here in Little Creek, Mr. Van Buren, and we do not relish so-called improvements that are as unwelcome as they are undesirable.

I urge you to reconsider your position in this matter.

Sincerely yours,  
*Horace Schmidlap*

Horace Schmidlap  
President

Acme Goose Quill Pen Mfg. Co.  
Little Creek, New Jersey

Rep. Willard van Buren  
Room 0030  
House office Building  
Washington, D.C.

Aug. 10, 1967

Mr. Van Buren;

When I first made the mistake of voting for you, I never realized what a moron you were. But this latest is too much!

Of all the blockheads to have ever defrauded his way into the Halls of Congress, you, sir, are unquestionably the worst!

It is inconceivable to me that the opposition party will find a man of sufficient incompetence to run against you that I would not happily vote for him in preference to your odious presence on the ballot.

Please do me the simple courtesy of NOT answering this letter. I do not wish to be reminded that you are still in office and representing me in Washington.

Disgustedly, *Horace Schmidlap*  
Horace Schmidlap

(I don't know why I bother writing it out for you!)

## Representative Willard Van Buren

Room 0030 House Office Building  
Washington, D.C.

July 13, 1967

Maurice Schridlup  
Resident  
Little Creek, N. J.

Dear Mr. Schridlup:

Thank you so much for your encouraging letter. In these trying times, it is indeed gratifying to find such staunch support from my constituents on my stand to return Toll Bridges to the domain of Private Free Enterprise.

The support, I am sorry to say, is not reflected in the position taken by this Administration and its short-sighted policies.

However, rest assured that with your continued encouragement, I will carry on as I have in the past.

Your obedient servant,

*Willard Van Buren*

Willard Van Buren  
Representative  
21st Cong. Dist.

## Acme Goose Quill Pen Mfg. Co. Little Creek, New Jersey

Rep. Willard Van Buren  
Room 0030  
House Office Building  
Washington, D.C.

Aug. 4th, 1967

Dear Congressman Van Buren:

I find myself at something of a loss. I recently wrote to you vigorously protesting the bill you are sponsoring which would remove the fine old goose quill pens from our Post Office here in Little Creek, and supplant them with objectionable mechanical devices.

In reply, I received a letter from you that seemed not to the point at all.

As a voter, I request some sort of clarification of your position, and the courtesy of an intelligent reply.

I voted for you once. Pray do not make me doubt my wisdom.

Sincerely yours,  
*Horace Schmidlap*  
Horace Schmidlap  
President

P.S. I realize that you are a busy man, but in the future, please take the time to spell my name correctly.

H.S.

# LETTERS" FROM THAT CONGRESSMAN

WRITER: PETER ANDREWS

## Representative Willard Van Buren

Room 0030 House Office Building  
Washington, D.C.

Aug. 26, 1967

Maurice Schridlup  
Resident  
Little Creek, N. J.

My dear friend and constituent:

I am truly sorry that I have not been able to answer your kind letter sooner, but things have been piling up on your old public servant's desk.

First, there was the Committee's on-the-spot investigations of conditions in Rome and Nice.

Then, there were the long hearings on Post Office Legislation, during which I was able to ram through my rider for the removal of those ridiculous goose quill pens from the Little Creek Post Office, and the replacement of them with modern ball point pens.

I received, I might add, absolutely no help from the Administration on this important item. In fact, if it had not been for the moral support I received from you and your neighbors, I doubt if I ever could have accomplished the task.

So let's share the credit together.

Best regards,

*Willard Van Buren*  
Willard Van Buren  
Representative 21st Cong. Dist.

## WESTERN UNION TELEGRAM

W. P. MARSHALL, President

(DAY WIRE)

AUGUST 28, 1967

REP. WILLARD VAN BUREN  
ROOM 9959  
HOUSE OFFICE BUILDING  
WASHINGTON, D.C.

TRY ROOM  
0030

VAN BUREN:  
NOW YOU'VE REALLY DONE IT. IF YOU THINK YOU CAN DRIVE ME CRAZY WITH YOUR STUPID INCOMPETENCE, YOU'D BETTER THINK AGAIN. I'M AFTER YOU, VAN BUREN, AND I WON'T STOP UNTIL YOU'RE OUT OF OFFICE AND BACK ON THE RELIEF ROLLS WHERE YOU BELONG.

(SIGNED)

MAURICE (YOU WIN) SCHRIDLUP  
PRESIDENT  
ACME GOOSE QUILL PEN MFG. CO.  
(NOW IN BANKRUPTCY)

## Representative Willard Van Buren

Room 0030 House Office Building  
Washington, D.C.

Sept. 19, 1967

Maurice Schridlup  
Resident  
Little Creek, N. J.

Dear Mr. Schridlup:

Well, it's getting to be that time again. Once more I shall be running for office, seeking the opportunity to serve you as conscientiously as I have in the past. And so, I am calling upon all my friends, such as yourself, who have so generously supported me before to support me again.

The opposition party has already put their man into the field. He is a political hack named Horace Schmidlap. Obviously in the hands of vested interests, Mr. Schmidlap has already started a dirty, name-calling, muck-raking smear campaign against me.

I have never seen nor heard of this man, but the newspaper accounts of his speeches show him to be intemperate in the extreme. So we must be vigilant. And vigilance cost money.

I have enjoyed your generosity in the past. May I please count on it in the future?

Thanking you in advance,

*Willard Van Buren*  
Willard Van Buren  
Representative  
21st Cong. Dist.

SEPT 21,  
1967

I'M NOT WAITING  
ANOTHER MINUTE,  
VAN BUREN!  
I'M COMING AFTER  
YOU NOW!!

H. S.

## Representative Willard Van Buren

Room 0030 House Office Building  
Washington, D.C.

Maurice Schridlup, Resident Oct. 16, 1967  
Little Creek, N.J.

Dear Friend:

I don't suppose there is any advantage to be gained by dwelling on the awful facts any longer. You must have read all about it in the papers, and seen its coverage on Television.

The vocal Mr. Horace Schmidlap, whose name will be forever branded in the memories of myself and the members of my family suddenly became the "violent" Mr. Horace Schmidlap.

He broke into my office on Sept. 22nd, as you know, and tried to do me bodily harm. Luckily, I was in the Congressional Steam Room at the time, getting a rubdown. But, alas, he did manage to stab, with what appeared to have been a ballpoint pen, my trusted legislative assistant and personal secretary.

I am happy to report, however, that little Timmy Van Buren is doing fine in Walter Reed Hospital and recovering nicely. At sixteen, he had youth and stamina on his side.

Mr. Schmidlap has been put away where he will never again be able to harm innocent people. I, for one, consider the incident closed. In matters of the dark recesses of the mind, it is best to be charitable. And anyway, a nut is a nut.

May I again remind you to cast your vote for me in the upcoming Congressional election so that I may continue to serve you faithfully as I have in the past.

Your obedient servant,

*Willard Van Buren*  
Willard Van Buren  
Representative 21st Cong. Dist.

## Representative Willard Van Buren

Room 0030 House Office Building  
Washington, D.C.

Wilbur Van Buren  
Acting Postmaster  
Little Creek Post Office  
Little Creek, N.J.

Oct. 19, 1967

Dear Wilbur,

I am writing to you on a matter of utmost seriousness.

A copy of my recent newsletter, mailed to one Maurice Schridlup, was returned to my office today marked "no such person at this address."

Mr. Schridlup, it may interest you to know, is a long-standing supporter of mine with whom my files show I have had a most cordial and profitable running correspondence for some time.

I hardly need remind you, Wilbur, of the circumstances surrounding your interim appointment as Acting Postmaster of Little Creek. Not many boys dismissed from Military School are so lucky as to find something as substantial right off.

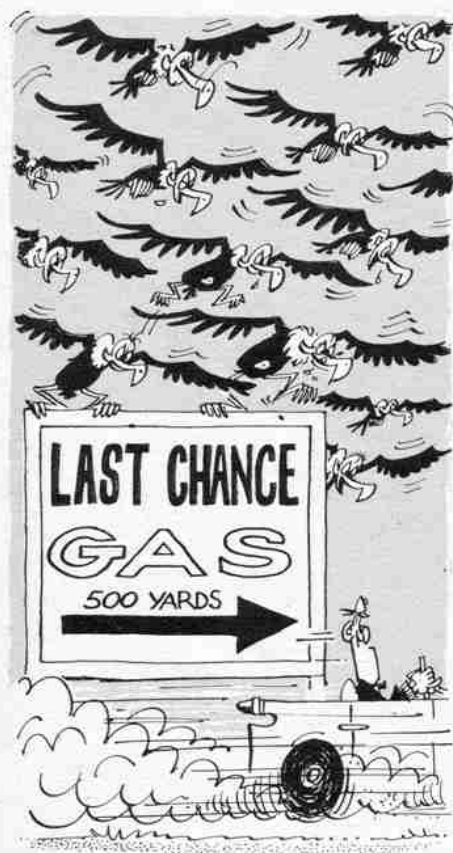
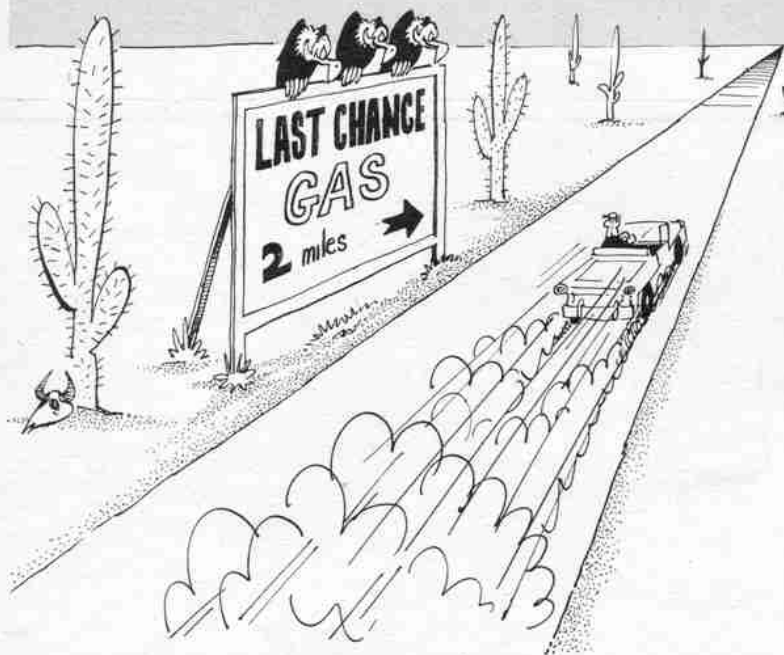
A well-ordered mailing list is essential to the proper functioning of a Congressman's office. Please do not let this happen again. I do not take lightly the responsibilities of Public Office, and I suggest that you do not take them lightly either.

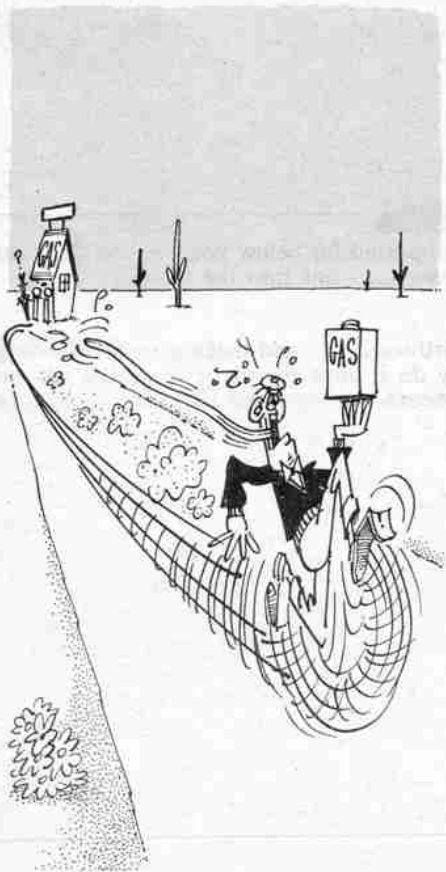
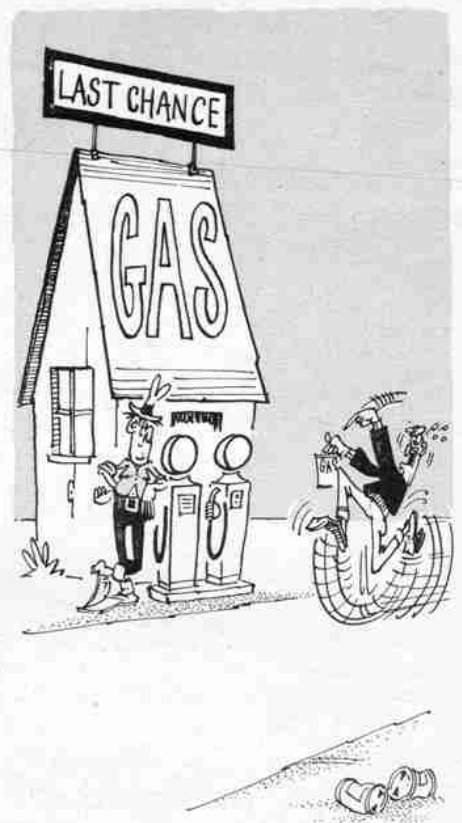
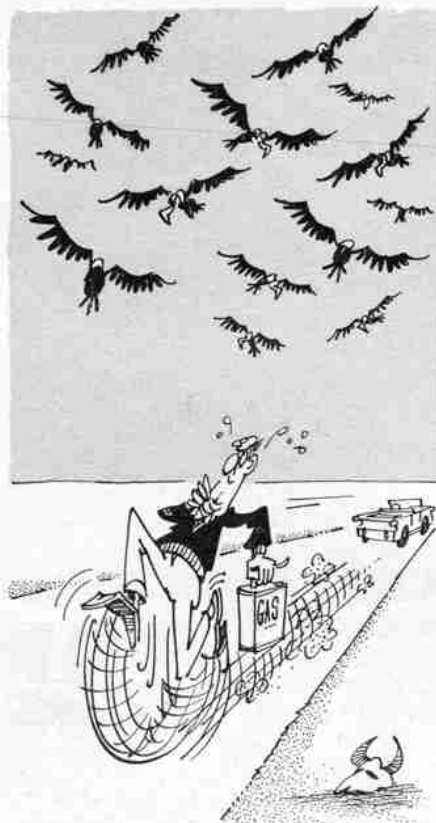
Your mother sends her love, son, and says to be sure to bundle up on these cold days.

Fondly,

*Dad*

# OUT WEST





One of America's fast-growing "fun" sports is "Sky-Diving". Nothing beats the thrill of leaping from a plane and floating through the air. And if you're lucky enough to be wearing a parachute, you can even do it more than once! In order to familiarize himself with this popular new sport, a member of the MAD Staff actually took up "Sport Parachuting" and tried many dives. His favorites are "Hurley's" in Rockefeller Center, and "Rick's" on Third Avenue. But we've gotten him to come out of these dives long enough to present:

# A MAD LOOK AT SKY DIVING

FIRST, LET'S TAKE A LOOK AT THE THRILL OF "SKY-DIVING"...



You stand in the doorway of the plane, the wind rushing by your face. It's your first jump, but you're strangely calm.



You gaze down at the ground far below you . . . and then you leap . . . out into space . . . out into the rushing wind . . .

All your Instructor's words about "the landing fall" come back to you. You look up at the horizon . . . you relax . . .

. . . you plummet Earthward . . . and make a perfect landing! Now if you can only do it once the plane is off the ground!



ARTIST: JACK DAVIS



WRITER: DICK DE BARTOLO

Now that you know what the thrill is like, let's take a closer look at . . .

# SKY-DIVING EQUIPMENT

## HELMET

The function of the Helmet is quite obvious. It protects the ground from the shock of your head—should you by chance make an incorrect landing upside down.

## GOGGLES

Goggles come in clear plastic or assorted tints, and protect your eyes from wind and glare. For Novice Sky-Divers, they also come with "The Lord's Prayer" printed on the inside of the lenses.

## MAIN BACK PACK

The Main Back Pack contains a fully-steerable Sport Parachute (or sometimes just wads of newspaper — if you Sky-Dive with "funny" friends.)

## JUMP SUIT

The Jump Suit is worn over your regular clothes to afford less wind-resistance, and to protect them from dust, dirt, water and mainly . . . nausea.

## RESERVE CHUTE

If for any reason the Main Chute does not open, there is something the Sky-Diver can do—besides screaming and crying and watching his whole life flash before his eyes. He activates his Reserve Chute which, although unsteerable, will get him back to Earth safely. (If you can call landing in an active volcano or a pool of quicksand or a large chimney or shark-infested water—safely!)

This is your instructor talking! I've decided that you're not ready to jump!

## JUMP BOOTS

Jump Boots with heavy soles are worn to cushion the shock of landing, but care must be taken as to the thickness of these soles. Too thin soles will pass more shock to the body, and too thick soles will bounce the Diver back into the plane.

## RADIO TRANSMITTER

A compact Radio Receiver is usually carried by the Novice Sky-Diver so that his Instructor can communicate with him once he has left the plane.

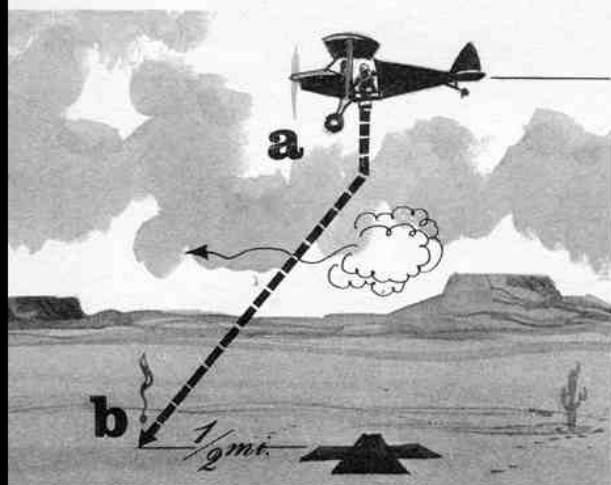


Now that you know what the equipment is like, let's take a closer look at . . .

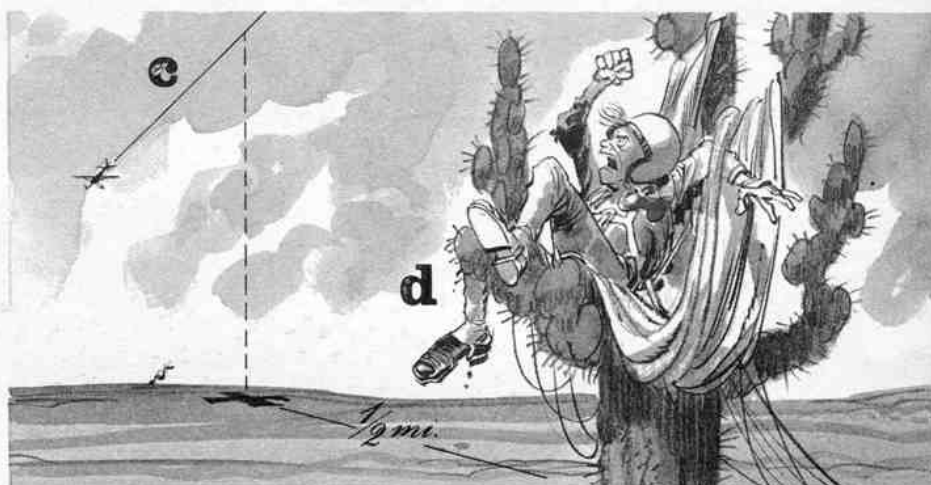
# THE JUMP

## SPOTTING

In preparation for the Jump, the Jumpmaster will first release a "Streamer" which falls and drifts at approximately the same rate of speed as the Parachutist. By observing this "Streamer", the Jumpmaster can calculate the correct exit point so the Sky-Diver will land right on the "Target". For example:



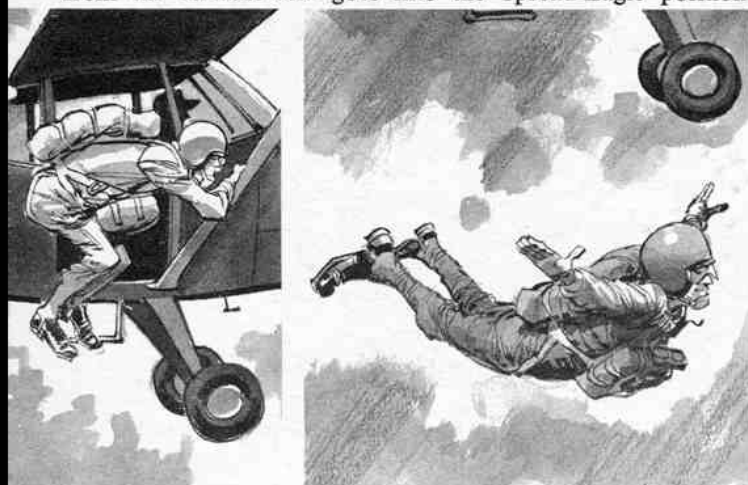
**A.** Streamer is dropped from plane over Target.  
**B.** Streamer lands 1/2 mile downwind of Target.



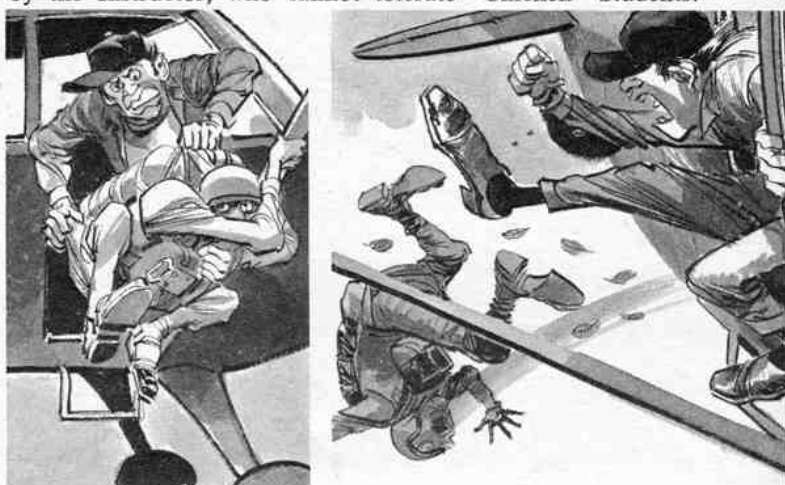
**C.** To compensate, plane goes 1/2 mile upwind of Target, and Diver exits.  
**D.** But Diver lands three miles upwind of Target, as wind has shifted!

## EXITING

There are two methods of leaving the plane. The first one is called "The Poised Exit" in which the Novice pushes off from the aircraft and goes into the Spread-Eagle position.



The second one is called "The Not-So Poised Exit" in which the Novice is forcibly ejected from the aircraft . . . mainly by the Instructor, who cannot tolerate "Chicken" Students!

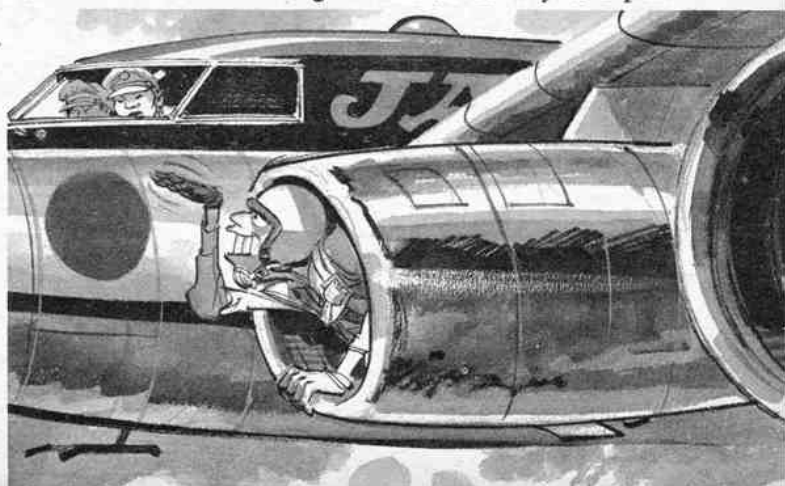


## FALLING

You're in the air now . . . and as you float Earthward in a Spread-Eagle Free-Fall, you dream of far-away places . . .



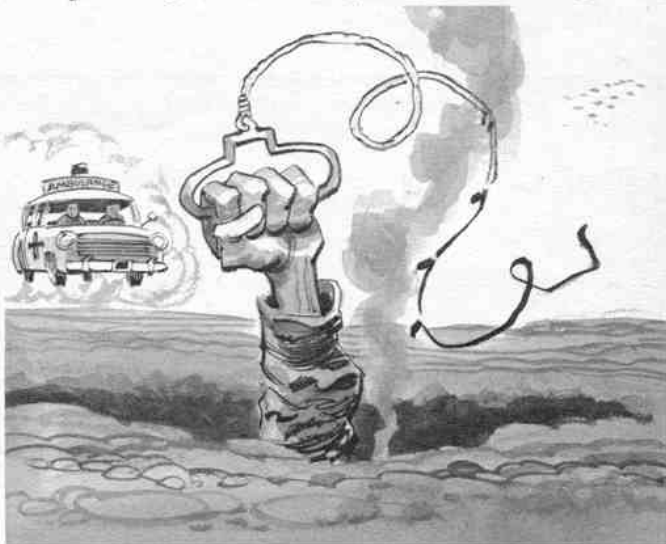
. . . and well you should! Mainly because you're just about to be sucked into a Boeing 707 Jet on its way to Japan!



## OPENING THE CHUTE

Chutes can be opened in one of two ways. The Advanced Student will use the "Rip Cord"—and open the Chute when he wishes . . .

. . . preferably, before making contact with the ground!



The Novice will rely on the "Static Line"—a line which is attached inside the plane and automatically opens the Chute as the Diver falls away. See the smile on this Novice's face as the "Static Line" grows taut and yanks his Chute open—

See the smile disappear as he realizes the "Static Line" has also yanked the Chute off his back. But this Novice isn't worried. That's why he has a "Back-Up" Chute! And that's exactly where it is—"back up" there on the plane!



## MANEUVERING THE CHUTE

Sport Parachutes can actually be steered by using the turning devices or special openings located on either side of the canopy. These turning devices are connected by suspension lines to the harness.

Pull down on the right suspension line and you'll enjoy the sensation of seeing your parachute turn right.

Now pull down on the left suspension line and you'll enjoy the sensation of seeing your parachute turn left.

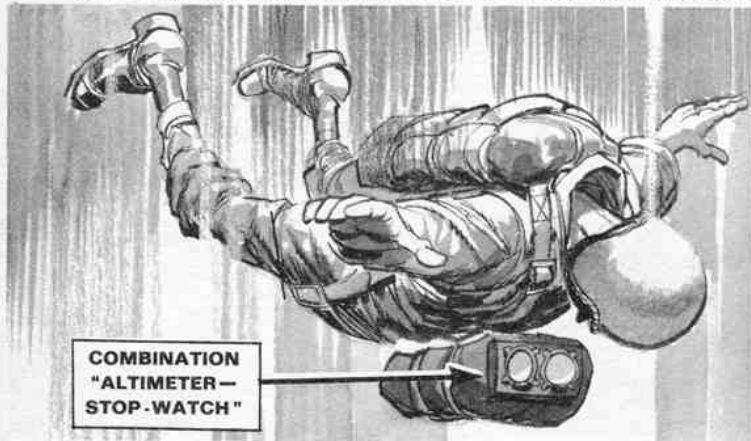
Don't pull down on *both* suspension lines or you'll enjoy the sensation of seeing your parachute from above.



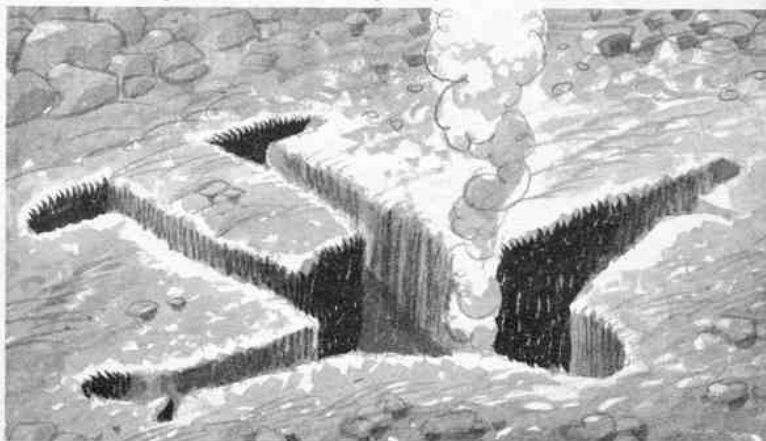
## CALCULATING THE "FREE-FALL"

The more advanced Sky-Diver will begin to make lengthy "Free-Falls" before opening his Parachute. In order to do this, there are calculations to be made to determine at what altitude and at what split-second the Chute should be opened. For this purpose, the advanced Parachutist carries a combination "Altimeter—Stop Watch" affixed to his Reserve Chute. Note how critical these calculations can be:

This Diver has made calculations for a 9000-foot Free-Fall.



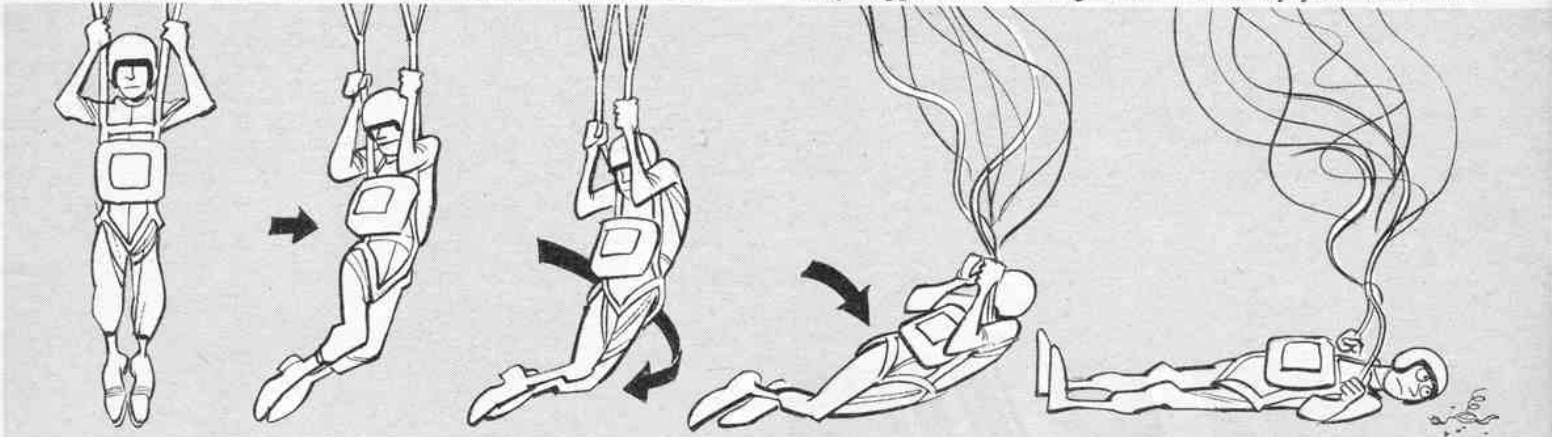
Too bad the ground was actually only 8500 feet below him!



## LANDING

Let's assume that you have made the right calculations and you've opened your Chute before reaching the ground. Now you must prepare for the "PFL" or "Parachute Landing Fall" in order to avoid "TBL" or "Two Broken Legs". As you touch

down, you "fall" along the side of your body—either right or left. In this way, the shock is divided among your feet, calves, thighs, buttocks, and whatever other part of your body happens to hit the ground . . . usually your wristwatch.



The beginner can practice this by jumping from a three-foot-high stool or step. After he's mastered that, he can jump from a plane, land on any three-foot-high stool or step, and take it from there!

## SAFETY CHECKS

Before a Jump, every piece of equipment should be checked by a trained Professional Instructor. Note that Instructor in picture below is "feeling" to see if Student is wearing his Parachute correctly. (Instructors normally can "see" if Student is wearing his Parachute correctly, but this Professional has his helmet on backwards, blocking his vision.)



## SAFETY RECORD

Did you know that "Sport Parachute Jumping" is safer than driving? See the man in the wreck on the highway below? He was on his way to a Sky-Diving Center when he hit a tree while avoiding a Chutist who had landed in the road ahead.



## CRACKS ON THE WALL DEPT.

Graffiti, the art of scrawling on walls, is the latest fad sweeping the country. Clever messages and amusing put-downs such as "God Is Alive—He Just Doesn't Want To Get Involved!" and "I Were A High-School Drop-Out" can be found on wash-room walls everywhere. For those of you who have not yet seen this idiocy, we now present examples of

# MAD FOUND ON

## IN A SUMMER CAMP

HERBIE FINCH IS ALIVE -- AND LIVING IN THE GIRLS' CABINS!

Pray for tips!  
— Murray the counsellor

I DON'T CARE if YOU ARE MY COUNSELLOR — You've got BAD BREATH!

Basketball - Si!  
Arts & Crafts - No!

Would you Feel secure  
With ARNIE "SPITBALL" Potofsky  
on YOUR COLOR WAR TEAM?

Corky "Bedwetter" Schultz  
can't relate to his environment

Nature Hikes  
are for the BIRDS!

HELP STAMP  
OUT CREAMED  
CHIPPED BEEF  
ON TOAST  
BREAKFASTS!

## IN A SUBURBAN LADIES' CLUB

Aggravation  
Now!

The new "Spring 1968 Mah Jong Card  
is what's happening, baby!

Psychedelic-shmushchedelic  
--- as long as you're happy!

My Daughter-in-Law  
is alive and living  
with my son — unfortunately!

children  
should be  
seen  
and not had!

MAKE  
CHICKEN SOUP  
— NOT WAR!

Hilda Hofnagel  
has hot flushes!

a 14 Room Split Level Ranch House  
in Great Neck, Long Island  
is where it's at!

## IN A MADISON AVENUE AD AGENCY

The Ajax  
White Knight  
rides through  
Greenwich Village  
... side saddle!

JUAN  
VALDEZ  
DRINKS TEA!

FOUR OUT OF FIVE  
DOCTORS PREFER CAMELS!

the other one would  
rather date a girl!

TWIGGY'S PLAYTEX  
LIVING BRA  
DIED OF STARVATION!

the little  
old  
winemaker  
has cirrhosis  
of the liver!

Katy Winters smells okay,  
but she's got bad breath

PUT A TIGER IN  
YOUR TANK  
WITH ESSO!

Put an Ulcer in your  
Stomach with B.B.D.&O.

# GRAFFITI

## VARIOUS WASHROOM WALLS




ARTIST: BOB CLARKE

WRITER: ARNIE KOGEN

### IN A NETWORK TELEVISION STUDIO

Where is "Playhouse 90"  
- now that we need it?

THE CBS EYE  IS WATCHING YOU!

Would you want  
your sister to be  
interviewed  
by Joe Pyne?

SUPPORT LSD-  
THE FOURTH NETWORK!

Jackie Gleason  
is a vast wasteland.

Art Linkletter  
hates kids!

LES  
CRANE  
LIVES!

Andy Williams wears  
"slightly irregular" sweaters!

### IN THE UNITED STATES SENATE

SUPPORT THE PROGRAMS  
OF PRESIDENT JOHNSON  
AND VICE-PRESIDENT  
"WHAT'S-HIS-NAME?"!

Governor Dewey -  
call your campaign  
headquarters immediately!

Senator Dinkson  
wears Dippittys - Do!

George Romney tries to  
be a Lincoln - but  
comes on like a Rambler

**FILIBUSTER  
POWER!**

Secretary of  
Defense MacNamara  
sleeps with a  
Night Light!

Would you  
buy a used  
car from  
Richard Nixon?

William E. Miller  
is what's happening, Baby!  
- Barry Goldwater

### IN A HOWARD JOHNSON RESTAURANT

YOU  
STINK!

oh, yeah!

COULD YOU DO BETTER?

SEIZ YOU!

Ah, your mother  
wears firmy Shoes!

takes one to know one!

WHAT ARE YOU-  
SOME KIND OF  
COMMIE nut?

YUK! YUK!

what's it  
to you?

## SNOW REMOVAL DEPT.

Ever notice what happens to famous people (not to mention all the clods trying to get famous) when they suddenly realize that the cold eye of a TV camera is staring at them and a live microphone is waiting to carry their words to millions? Instantly, every trace of honesty drains away, and they babble anything that sounds diplomatic, no matter how ridiculous, to preserve their image or do a public relations job or just weasel out of the whole embarrassing situation. The result is an endless torrent of TV guest appearances that fill our home screens with "snow"—and we're not talking about the kind you get in fringe-reception areas! Just for a change, here is MAD's idea of what things would be like if we had . . .

# HONEST COMMENTS ON TV

ARTIST: JACK RICKARD

WRITER: TOM KOCH

## THE CONGRESS

And speaking for the Auto Industry, let me close by saying that exhaust fumes cause only 87.6% of our air pollution, so we think it would be nice if everybody just forgot the whole thing!



## THE DAYTIME

Our guest today was Rickie Flashback, star of the new play, "Murder at Night" which opened on Broadway this week—

—Which I came over here to plug like crazy in exchange for making a fool of myself on this show



## THE POLITICAL INTERVIEW SHOW

Our guest today on "Meet The Press" is Mr. Richard Nixon—

Mr. Nixon, it is rumored that the Republicans might turn to you as a compromise candidate in 1968. What are your thoughts on this?

Frankly, I thought the rumor sounded pretty ridiculous when I started spreading it around! But I'm so desperate, I'll try anything!

Does that mean you might be available for a draft under certain circumstances?

No, that means I'd definitely be available for a draft under ANY circumstances! I just hope my reputation for being a born loser doesn't louse me up again!



# ONAL HEARING SHOW

Then you claim it is virtually impossible to make an effective smog-control device?

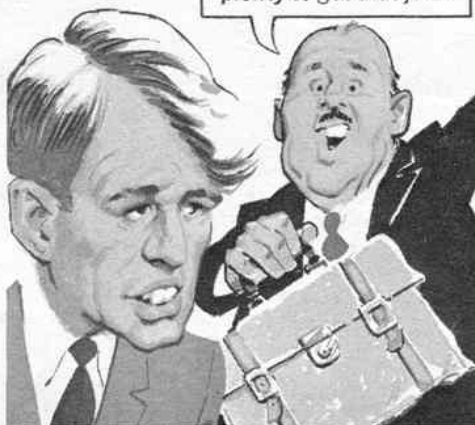
No, I'm just trying to create that impression by giving you a lot of double-talk. The fact is—if we're going to spend money developing a new gadget, we'd want it to be something more flashy—like a chrome-plated hot-lunch dispenser!

Who needs a chrome-plated hot-lunch dispenser?

Nobody! It's just a gimmick—like stereo-tape players and glove compartment consoles! But the idiots pay plenty to get that junk!

Well, if the Auto Industry won't put smog control devices on its cars, what is the alternative?

I thought you'd never ask! We feel it would be much cheaper to bribe the members of this committee to leave us alone! And we'll even help you build a case against those guys who burn leaves in their yards and really pollute the air!



# GAME SHOW



Rickie, we've heard some wonderful things about the play, and I'm sure it's destined for a long run!

Well, you sure didn't hear any of those wonderful things from the Critics! They thought it was awful! We're, trying to fix it up, but it looks hopeless!

We might also mention that Rickie co-stars in "Murder at Night" with lovely Pamela Vernswall—

Yeah, we might also mention it, but let's not! She's the main reason we're in such big trouble! She hasn't sobered up since we opened!

Well, best of luck, anyway, Rick... and we'll all be seeing you soon over at the Shubert Theater!

I hope so... but I've got a hunch my next appearance will be at the Unemployment Office!



Mr. Nixon, do you have any plans to campaign actively for the nomination?

Yes, the same plans I had in '64! But I couldn't find any rich contributors to finance the thing then, either! You'd be surprised how many people don't trust me—just because I have a heavy beard and a shifty-eyed look!

Tell us, sir—if you are not able to get the nomination yourself, which candidate will you support?

Harold Stassen—who else?! I figure he'd take such a terrible beating in the general election that I'd have a clear field to run again in 1972!

Thank you, Mr. Nixon, for your honest appraisal of the political situation!

Well, I've already discovered that pouting doesn't make me lovable, so I'm giving the "honesty" bit a whirl to see how that works out!



## THE AWARDS SHOW

... and the winner of the award for the "Best Performance By An Actress In A Supporting Role" is ... Blossom Kinch ...



Well, it's about time! This certainly comes as a surprise! They've rigged the voting against me for years, and I just assumed they'd think of some way to weasel out of honoring me for my magnificent performance again this time!



But the real blockbuster is the gall of those chowderheads to call me a "Supporting Actress"! Anybody who saw the picture knows I was the "Star", even if Julie Harris did try to upstage me!



And to my producer, Manny Osgood; my director, Hume Calhoun, and the entire cast and crew—Thanks for nothing! With your talent, better you should all get together and open a store. Between trying to work with you idiots and live with a monster like my last husband, I deserve to win this award more than you'll ever know!



## THE ON-THE-SPOT NEWS COVERAGE

Here at Berkeley campus, the week-long protest-demonstration against the new rule that permits week-long protest-demonstrations continues. And this is Mr. Paavo Hornbeck, the student who organized this demonstration—



I ain't no student! I just hang around and make trouble! It makes me feel needed!

Well, in this case, it's hard to understand just what you're protesting against!

Police brutality!



## THE PRE-GAME INTERVIEW SHOW

Coach Flinederath, your boys will be going into Saturday's game as a 14-point favorite. What kind of psychological effect will that have?

Mostly, it'll make the guys laugh themselves silly! We couldn't win this one by less than 40 points if we tried! And believe me, we ain't about to try, either!

You mean you're deliberately going out to pile up a big score?

You better believe it! We're still ranked "Number 2" in the polls, and if we don't clobber those bums, that's where we're gonna stay!



## THE PRESIDENTIAL PRESS CONFER

Mr. President, your administration has spent 200 million dollars to beautify America and it looks worse now than when you started! Could you explain this, please?

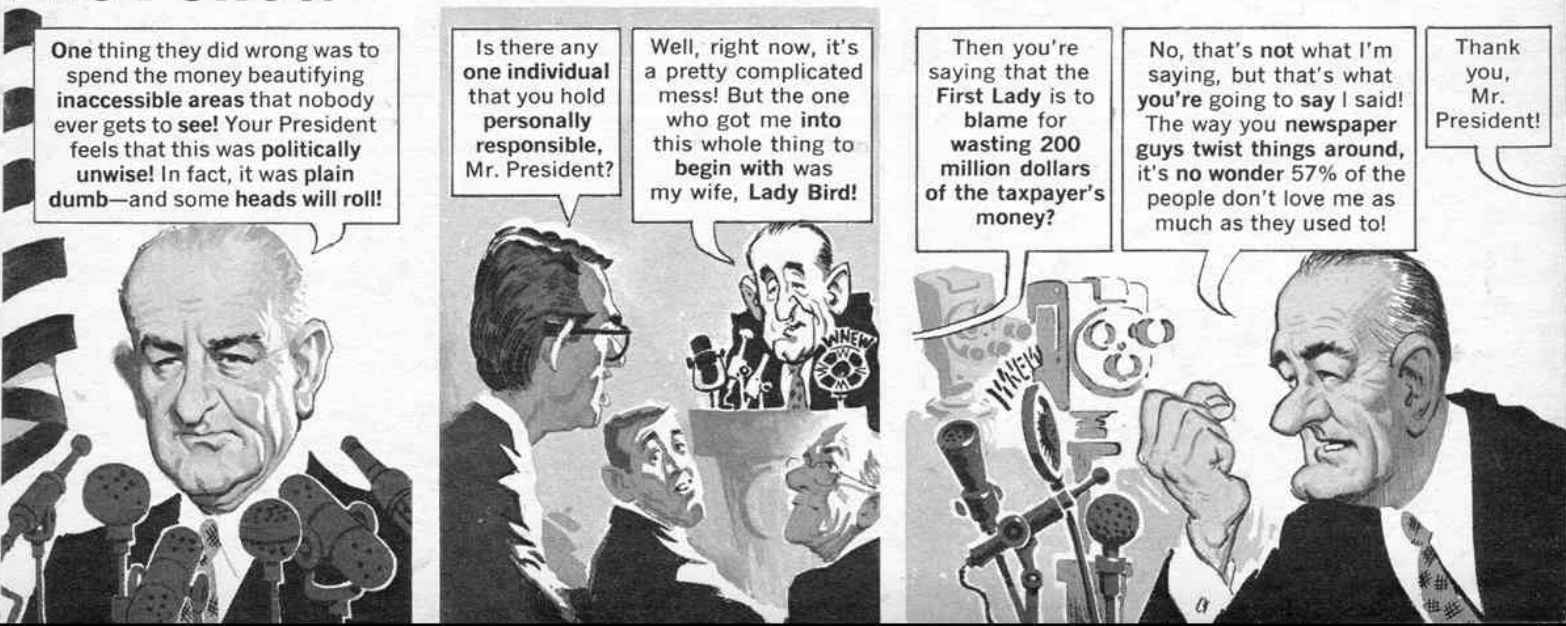
Yes, but I sure wish I didn't have to! You see, there's been quite a lot of bungling in several Government Departments, and it makes a lot of high-ranking officials look very bad!



# SHOW



# ENCE SHOW



NARROW-MINDED DEPT.

# THE MAD LIBRARY OF



**ROCK 'N' ROLL HITS THAT HAVE BECOME CLASSICS**

Real Funny Jokes From The Humor Collections of Bennett Cerf

**Q u a l i t y T V P r o g r a m m i n g - A B C**

**EQUALITY AND JUSTICE IN ALABAMA AND MISSISSIPPI**

**GERMANS WHO ADMIT THEY BACKED THE NAZIS**

Momentous Decisions I Have Made—Dwight D. Eisenhower

**The Dynamic Personality of Joey Bishop**

**The Constructive Accomplishments Of The John Birch Society**

My Deep Concern Over The Population Explosion—Pope Paul VI

**The Acting Talent Of John Wayne**

**Due Respect For Justice And The Law—Adam Clayton Powell**

WONDERFUL THINGS THAT A NICKEL WILL STILL BUY

**H O N E S T Y I N A D V E R T I S I N G**

**MORAL EXAMPLES SET BY AVERAGE ADULTS FOR TODAY'S TEENAGERS**

A List Of Doctors To Call In Case Of Emergency Or If You Have No Money

# EXTREMELY THIN BOOKS

WRITER: FRANK JACOBS

A Reading Guide To Best-Sellers With No Dirty Parts

**New York City Taxi Driver's Handbook Of Courtesy**

**Gov. Lester Maddox's Favorite Integration Songs** 

**Political Compromises I Have Made—Senator Wayne Morse**

**The Sum And Substance Of My Playboy Philosophies (Parts 1-35) Hugh M. Hefner** 

**THE ISRAELI'S TOURIST GUIDE TO EGYPT** 

**The Warm, Sentimental World Of Edward Albee**

**THE POLITICAL EXPERIENCE OF SHIRLEY TEMPLE**

**Championship Baseball With The N.Y. Mets—Wes Westrum** 

**Facing The Reality of Everyday Living—Dr. Timothy Leary** 

**MY PLANS FOR PEACEFUL COEXISTENCE WITH THE WHITE MAN**

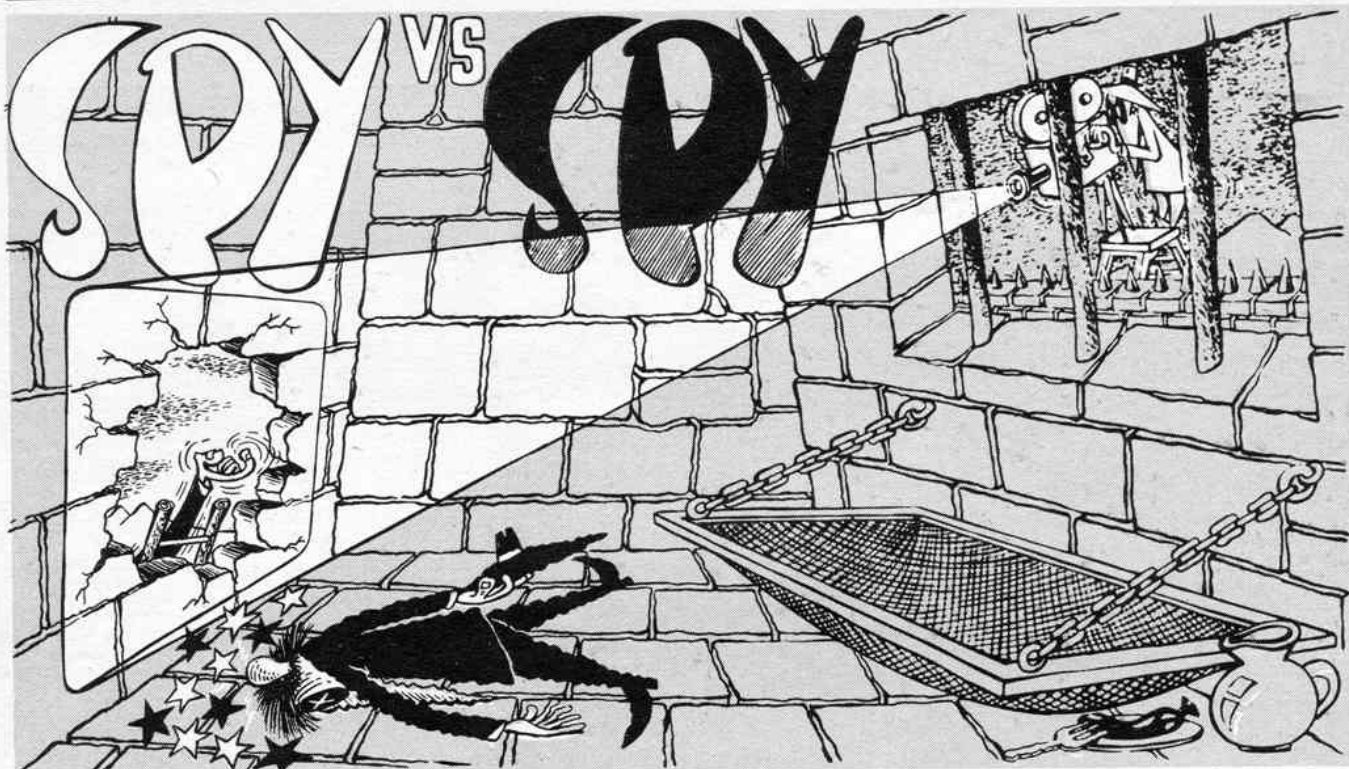
**The Modesty Of Cassius Clay** 

**A GUIDE TO HAPPY MARRIAGE—Zsa Zsa Gabor** 

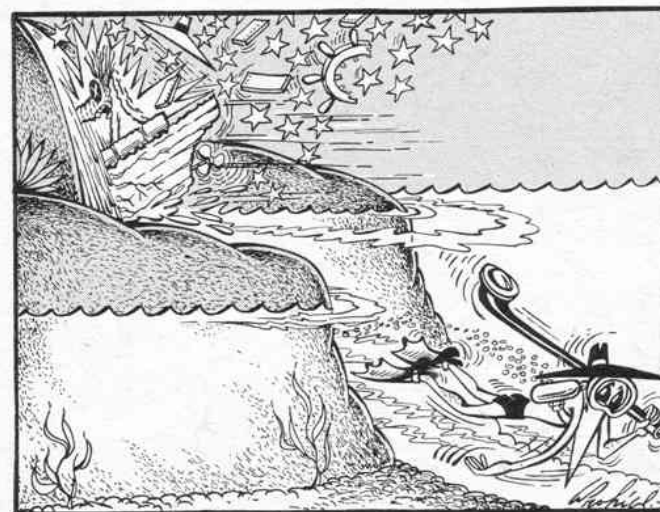
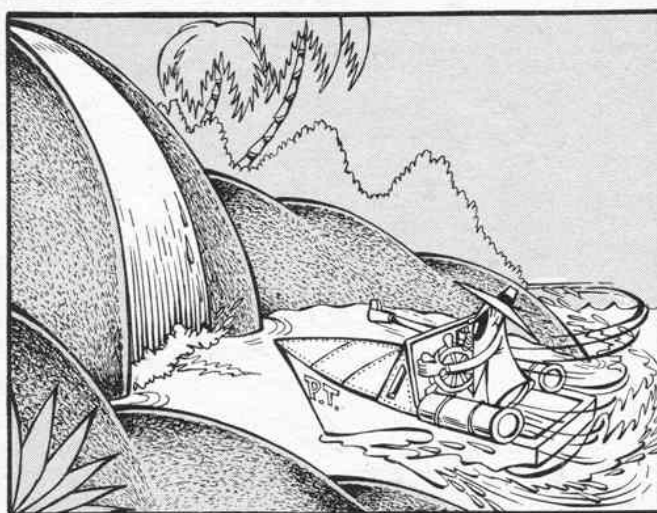
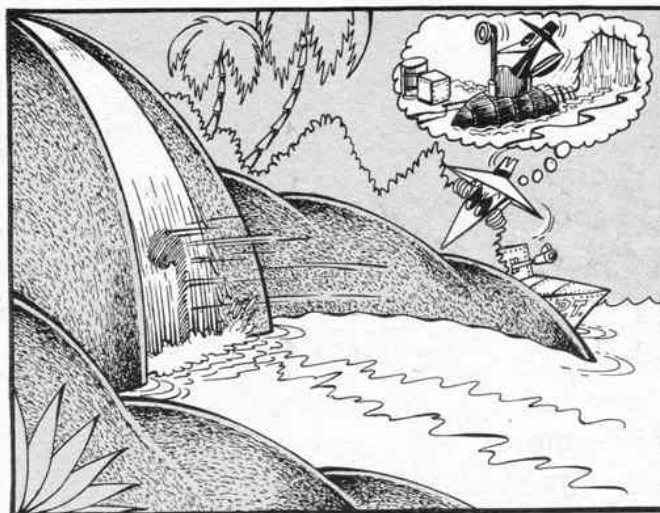
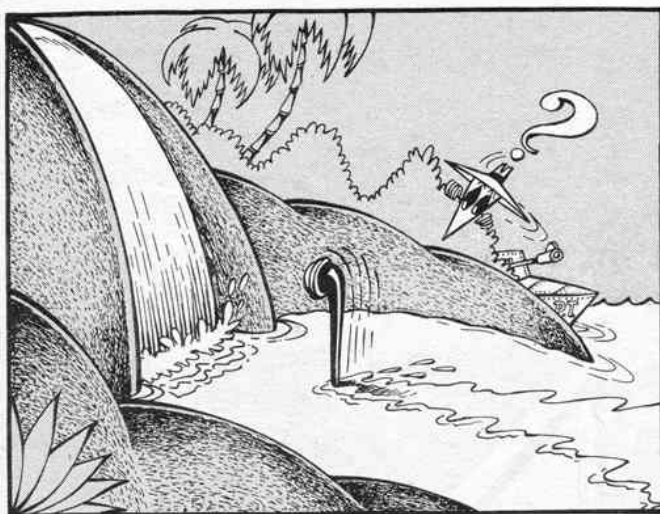
**Making It On Your Own—Nancy Sinatra**

**MAD MAGAZINE'S CONTRIBUTIONS TO AMERICAN CULTURE** 





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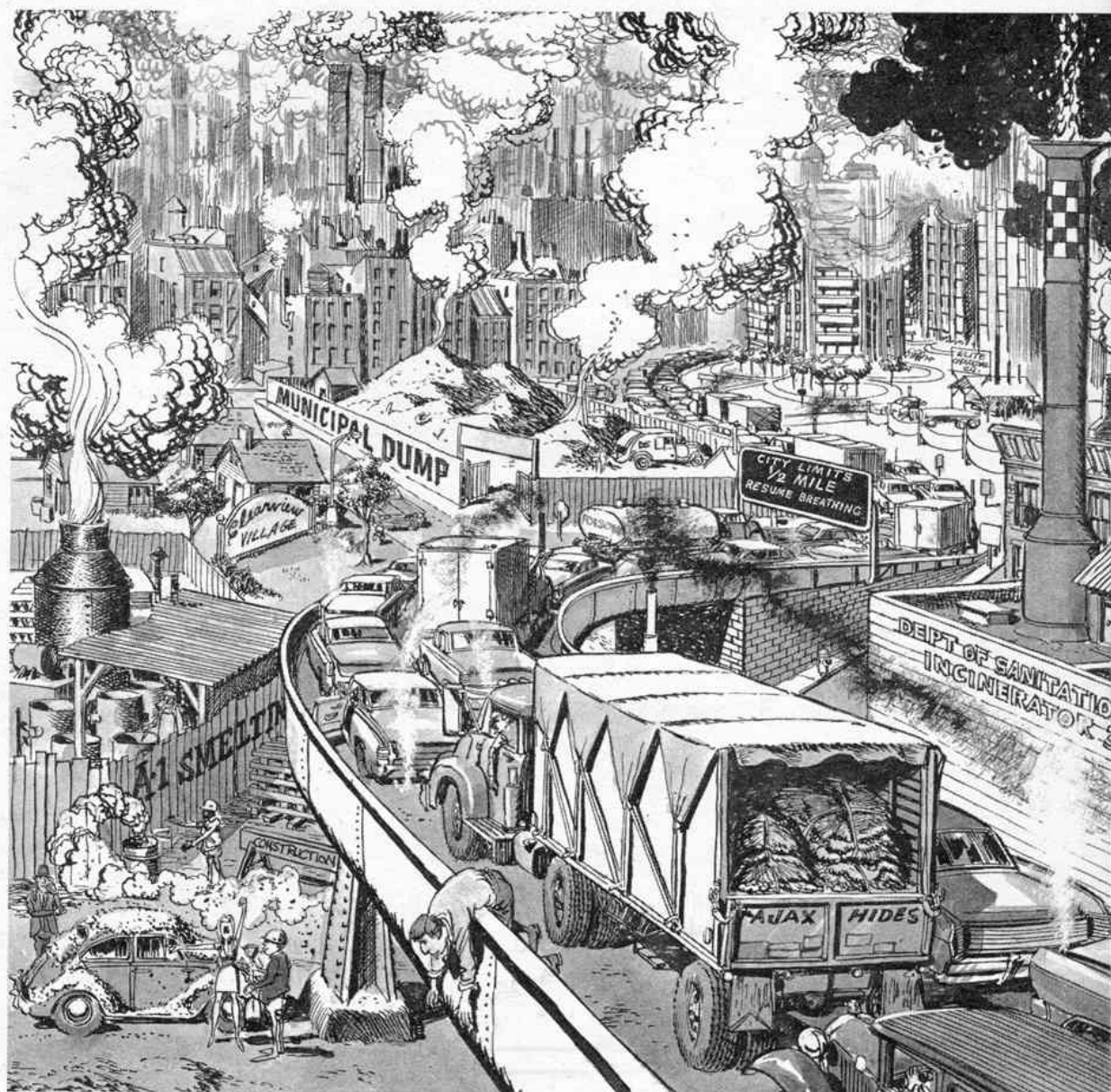


If you've been doing any breathing lately, you're aware of the fact that Air Pollution has become a serious problem in America. Up to now, there have been three main sources of contamination:

Utility  
Companies  
polluting  
the air  
with dirty  
soot from  
burning  
coal

Municipal  
Dumps  
polluting  
the air  
with smelly  
smut from  
burning  
garbage

Automobiles  
and Trucks  
polluting  
the air  
with exhaust  
smoke from  
burning  
gasoline



ARTIST: GEORGE WOODBRIDGE

WRITER: SY REIT

Well, MAD says this whole mess is going to get worse before it gets better! Why? Because there are lots of new pollutants on the way. And tomorrow's air contaminants, added to the old ones, will make today's "SMOG" seem like pure Oxygen. Let's take a grim look at some

# AIR POLLUTION PROBLEMS OF THE FUTURE



# IN ADDITION TO THE OLD-FASHIONED "SMOG", AMERICA WILL

## "SPROG"

The growing use of Hair Spray Products will release tremendous amounts of atomized lacquers, plastics, etc. into our atmosphere. Hair Spray Pollution, known as "Sprog", will be further aggravated by Nasal Spray Mists, Underarm Spray Deodorant Clouds and Insecticide Bomb Fogs.



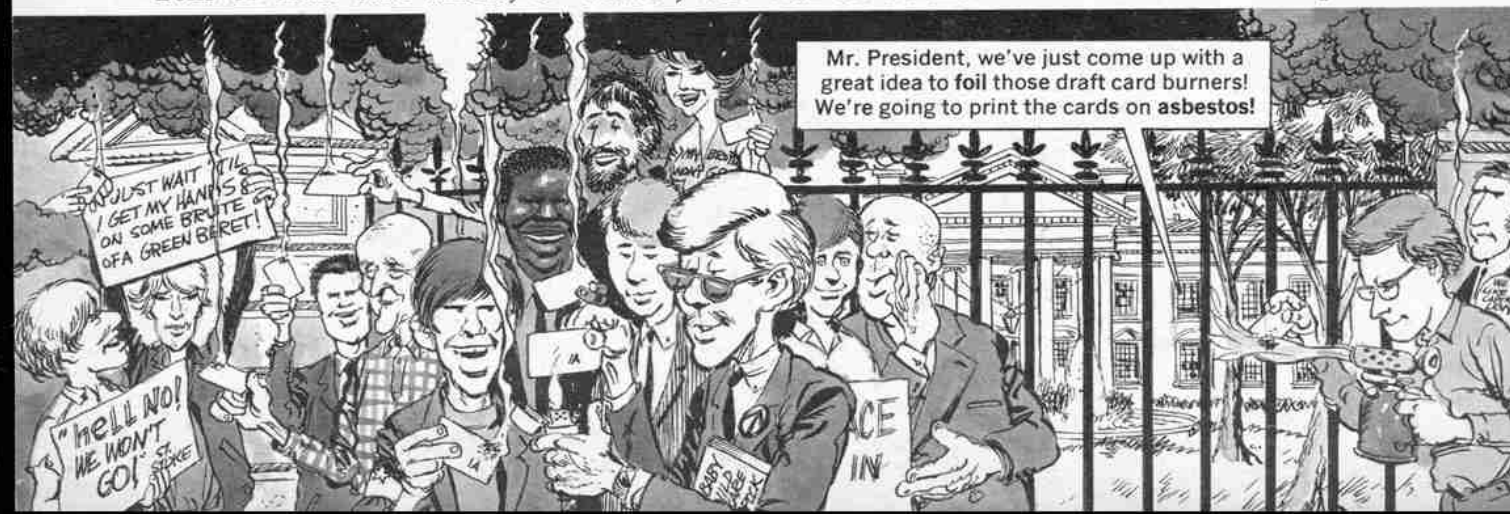
## "SHPRITZ"

Pollution will also come from the new Pull-Tab Beer Cans. These will continue to emit huge clouds of foam and fizz, known as "Shpritz". The National Shpritz Index will climb dangerously high, especially in areas like Fort Lauderdale and Daytona Beach during Easter Week.



## "SMAFT"

As time goes on, protests—like those over the Vietnam War—will continue to mount. This will cause more and more misguided hot-headed youths to burn their draft cards. The results: Tons of draft card smoke, or "Smaft", will then be belched into the nation's atmosphere.



# SOON HAVE TO COPE WITH NEW KINDS OF AIR POLLUTION...

## "SHUSH"

Aside from Marijuana, smoking outlandish concoctions for kicks—like Bananas, Celery Leaves, Coconut Fibres and Potrzebie Shoots—will unfortunately be on the increase. Heavy layers of "Shush" (Smoke From Secret Pot-Parties) will hang over college campuses and coffee houses.



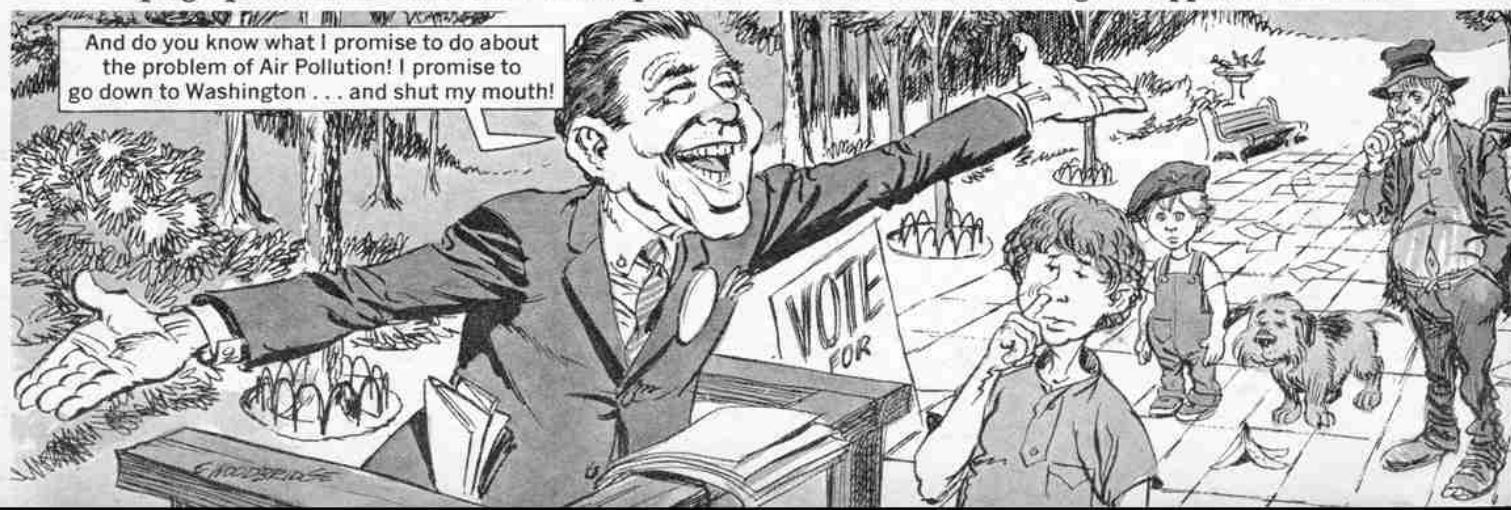
## "SHMO"

As responsible American Negroes continue their fight for Civil Rights, the irresponsible morons of the KKK will grow more and more hysterical. Cross-Burnings will increase. The smoke from these burnings, known as "Shmo" (or "Maddox's Fog") will blanket the South.



## "SHPIEL"

But the worst contamination of all will come from the publicity-seeking Politicians who continue to belch forth into our atmosphere outraged statements, dull harangues and empty campaign promises to solve our nation's problems—and all calculated to gain support and votes.



# You Know You're REALLY

**You Know You're REALLY MARRIED When...**



... those candlelight suppers with mood music become TV dinners and The Lawrence Welk Show.

**You Know You're REALLY MARRIED When...**



... your idea of a great Anniversary Gift for yourselves is a new hose for the vacuum cleaner.

**You Know You're REALLY MARRIED When...**



... you go through your Wedding Album, and you discover that you can't recall the names of two of your ushers.

**You Know You're REALLY MARRIED When...**



... you go to buy a new car, and you walk right past the snappy red Convertible to look at the Station Wagon.

**You Know You're REALLY MARRIED When...**



... you look for your daily newspaper, and find it spread out over the newly-washed kitchen floor.

**You Know You're REALLY MARRIED When...**



... you check into a hotel together and the clerk gives you twin beds without even asking.

# MARRIED When...

ARTIST: PAUL COKER, JR.

WRITERS: PHIL HAHN & JACK HANRAHAN

**You Know You're REALLY MARRIED When...**

**You Know You're REALLY MARRIED When...**

**You Know You're REALLY MARRIED When...**



... your wife can sign your signature on your paycheck better than you do.



... you go out with another couple, and the wives sit in the back.



... you own two sets of China, and still don't have enough cups with handles to serve a dinner for six.

**You Know You're REALLY MARRIED When...**

**You Know You're REALLY MARRIED When...**



... you stop buying regular Christmas cards, and start sending pictures of you and the kids in front of your fireplace.



... you go to a Drive-In Theater to actually see the movie.

**You Know You're REALLY MARRIED When...**

**You Know You're REALLY MARRIED When...**



... your idea of a "Big Night Out" is: Two on the aisle at the Annual High School Christmas Pageant ... a hamburger and a coke at Howard Johnson's ... then back home in time to catch The Eleven O'Clock News.



... you can get into your socks from either end.

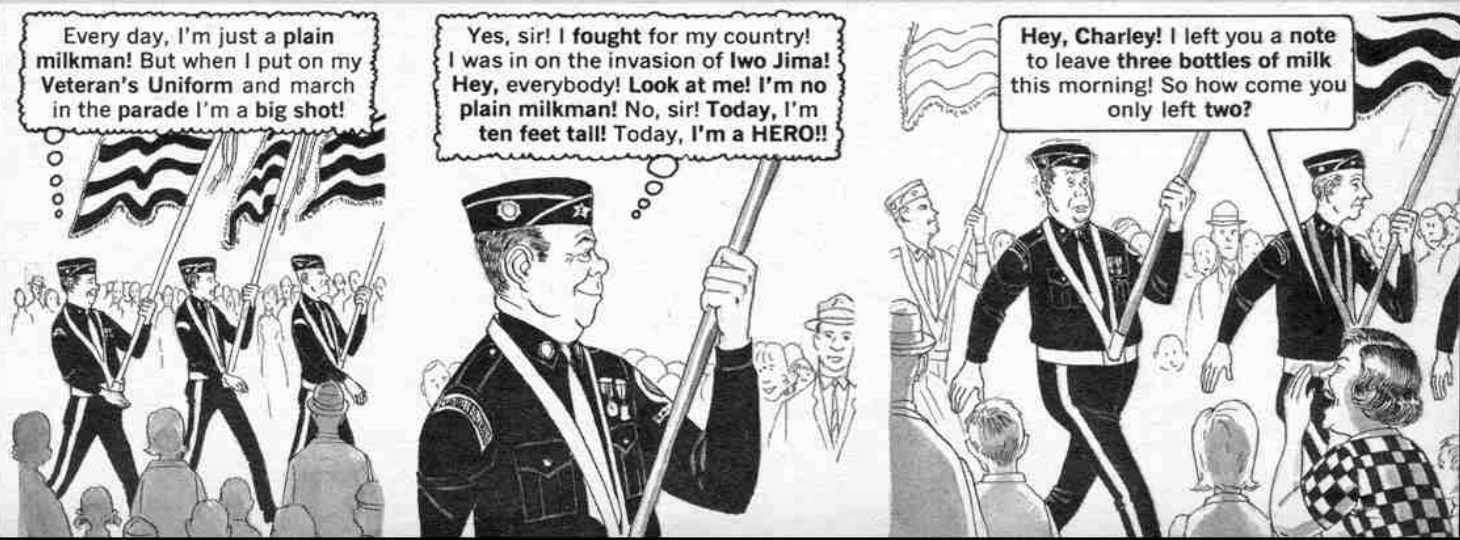


# THE LIGHTER SIDE OF



# CLOTHES

WRITER & ARTIST: DAVID BERG



Oh, darn! Just when I'm in a hurry, the bow gets caught in the zipper! Help me!

Women—can't even handle a simple mechanical gadget like a zipper!

Grunt! Whoever designed this dress—grunt—has a head full of chicken fat! Bows in the back—grunt! Absolutely—grunt—useless!

How long does it take to get a bow out of a zipper?!

Grunt! I did that a long time ago!

Now—grunt—I'm trying to get my tie out!

I'm from the Salvation Army! Your husband called and said he had a box of old clothes he wanted us to pick up and distribute to poor people!

Oh, yes, this must be the box he filled!

Wait a minute! What's he giving away this sweater for? On a cold day, it could be very warm under a jacket! I'll just take this out!

And this dress! I know it's out of style! But if I hold on to it long enough, it may just come back into style! I'll take this out!

Harold ... about these suits in your closet!

Speaking about clothes, there's something that's been bugging me!

Every year, some guy in the Ladies Fashion Industry decides whether hemlines should go up or down, and you dumb dames slavishly follow like sheep! Who gave this guy such power?

Yes, I know—but about these suits—

Forget the suits! I'll tell you who gave this guy all the power! You stupid women! The whole thing is just a scheme to get you to spend more money on new-style clothes!

Okay, I admit it! You're right! I'm a stupid, dumb, sheep-like slave!

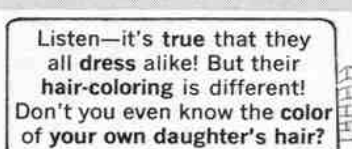
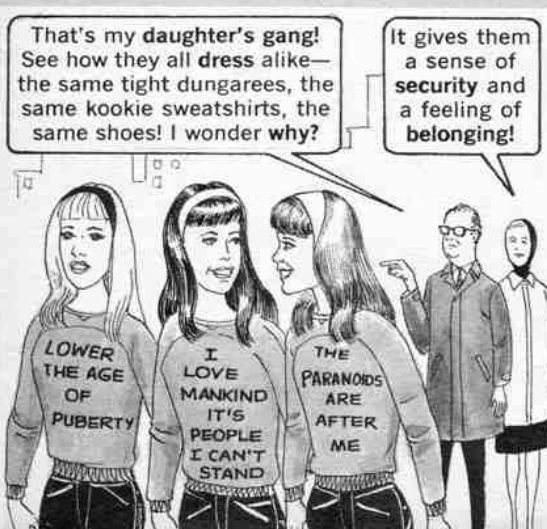
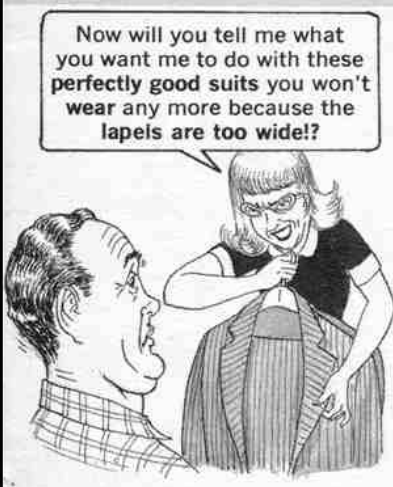
Now, do you have any preference as to your roommate?

I most certainly do!

I have very strong feelings about that! I definitely prefer a certain-select physical type!

My dear young lady! In this country, AND in this college, there is no place for snobbery and bigotry!

All I want is a roommate who's a size 9 ... so we can swap clothes!



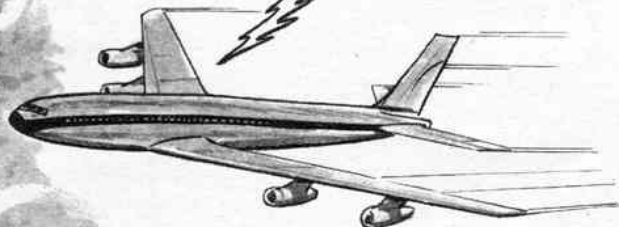
David Berg



Good morning, ladies and gentlemen. This is your pilot, Captain George Hotshot . . . welcoming you aboard Propwash Airlines' Flight #209.

Our flying time from New York to The Bronx will be approximately 4 hours and 31 minutes. We will be cruising at a speed of . . .

Er—folks, I have just been informed that, due to a slight maintenance oversight, we have only enough fuel for 12 more seconds of flying time—



### TRIP-SHTICKS DEPT.

If you've ever made a flight on a modern airliner, you're familiar with the pilot's "Welcome aboard—" ritual. This is the speech the pilot makes over the intercom in which

# "WELCOME ABOARD --"

## ON SUBWAYS

Good morning, ladies and gentlemen! This is Motorman Bruce Boomschlagger speaking! Welcome aboard "AA Local Train #7598" of the IND Subway System. Our route today will take us south . . . creeping to every stop between beautiful Washington Heights and the ever-popular Battery Park.

This morning, our trip will be interminable, highlighted by lurching stops, long delays, sudden breakdowns, and one or two power failures. Our time schedule has been very carefully worked out to make you late for work. However, if something goes wrong, and you accidentally **DO** get to work on time . . .

. . . please notify the City Transit Authority immediately! We are very anxious to correct such mistakes as soon as they happen! Thank you, and have a nauseating trip!



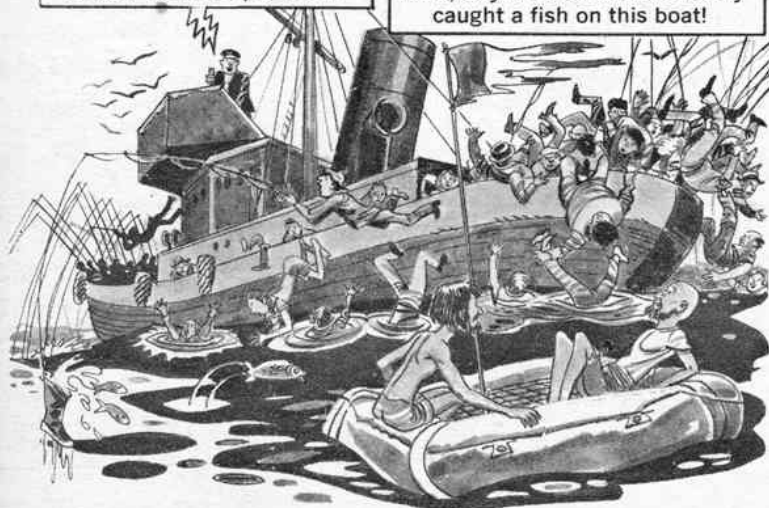
ARTIST: JOE ORLANDO

WRITER: SY REIT

## ON FISHING BOATS

Now hear this! Skipper Luke Beerbelly speaking! Welcome aboard the deep-sea fishing boat, "Guts Up"! We will be wallowing offshore today at a cruising speed of 8 knots per hour, and a sinking speed of .017 fathoms per hour.

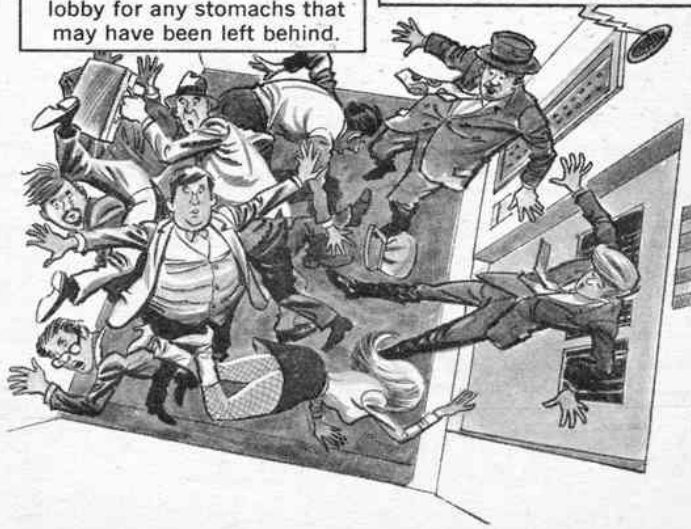
During the trip, I will try to point out sights of special interest—such as the place where the Andrea Doria went down, several oil slicks from the Torrey Canyon, and the exact spot where, on March 5th, 1958, Seymour O. Retch actually caught a fish on this boat!



## ON ELEVATORS

This is your Starter, Penrod Finch, welcoming you aboard The Brillo Building's Express Elevator #3. During the next few minutes, your car will zoom upward at a sickening speed of 60 miles per hour—to an altitude of 487 feet. Later, it will return to the lobby for any stomachs that may have been left behind.

Stops are now scheduled for the 30th, 32nd, 36th, 41st and 45th floors. Estimated time of the entire trip is six minutes, unless we have our usual Con Edison power failure—in which case, the estimate is changed to six hours and six minutes!



—so if you will please  
fasten your seat-belts  
and repeat after me: "Our  
Father who art in Heaven—"



he greets the passengers and discusses the facts of the flight. The purpose of the speech is obvious: it is very helpful in calming fears. And we don't mean the fears of

the passengers—we mean the fears of the crew. Actually, we approve of these homey little talks. We think they add a nice personal touch. In fact, we'd like to suggest . . .

# SPEECHES

## IN OTHER AREAS OF TRANSPORTATION

### IN TAXICABS

Evening, folks! This is your cabbie, Abe Nudnik, welcoming you aboard Hack #489 of the Veemish Taxi Co. For the next half hour, we'll be struggling through traffic at a snail-like pace. This will alternate with short bursts of speed as we try to beat a light or change lanes.

During the trip, I will provide a running commentary, brimming over with venom and hostility. At High St., we may hit heavy bus exhaust, but this should clear up when we hit Main. Our estimated time of arrival is 8:12 P.M.—so sit back, cross your fingers, hold your breath, and try not to watch what I do.



### ON POLICE WAGONS

Hi, there, bookies, con-men and winos! This is your driver, Sgt. Sid Entwhistle, welcoming you aboard Paddy Wagon #35. We are scheduled to reach the County Lock-up in about 20 minutes—which should give you ample time to ditch your brass knuckles, hypodermic needles, and other items of illegal contraband.

It will also give you a chance to work out shaky alibis, legal cop-outs and other assorted Constitutional evasions. During the trip, a patrolman will be available to adjust your handcuffs and pass out "Police Brutality" buttons. Thank you for traveling with us and we look forward to serving you again—and again—and again—



### ON AMBULANCES

Good afternoon, patient! This is your driver, Morton Mertz, welcoming you aboard Liverbile Hospital Ambulance #7. Lie back on your stretcher and relax as we screech frantically across town at break-neck speed. We plan to arrive at the hospital in exactly twelve minutes . . .

. . . which will allow a full three hours for you to lie in the drafty hall outside the Emergency Ward, waiting to be checked in. During the trip, an Orderly will be on hand to offer magazines, blankets and emergency blood transfusions.



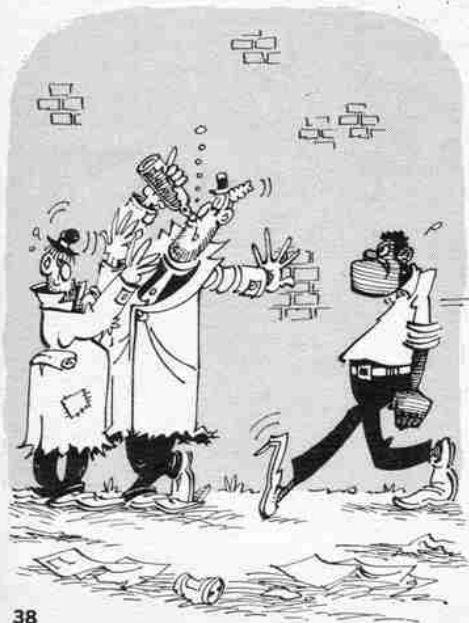
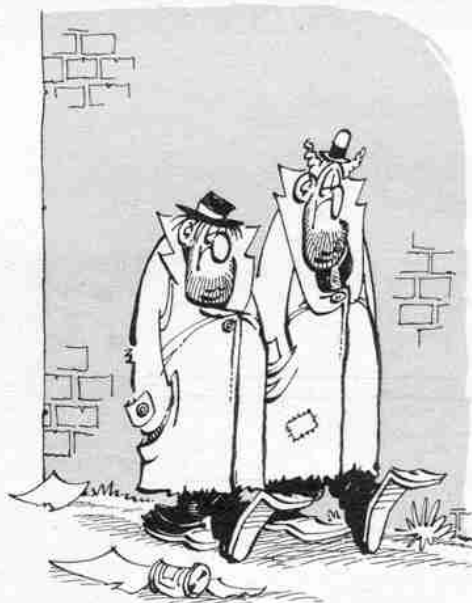
### ON BUSESSES

All right! This is your snarling driver, Ed Klugg, welcoming you aboard the "D" bus of the East Mudshoe Surface Transit Lines! Our route will take us north on Ventnor Ave., east on Park Place, and south on Baltic Ave.—where we will pass "Go"—and your stop!

Passengers are urged to step to the rear of the bus . . . so move! Push and claw your way in as tight as possible! This will make it possible for the next five busses to follow behind us completely empty! Have a miserable trip!



# ONE DAY LAST SUMMER

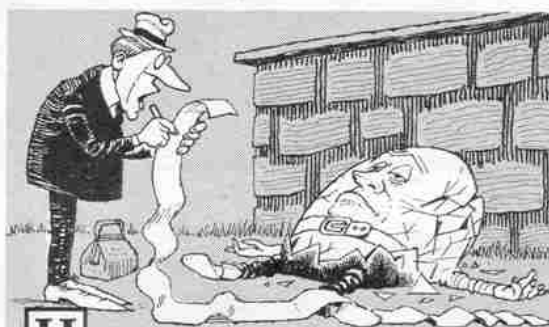


# MAD'S MEDICAL MOTHER GOOSE



Written by Larry Siegel Illustrated by Al Jaffee





**H**umpty Dumpty sat on a wall;  
Humpty Dumpty had a great fall.  
The Doctor arrived and he took out his pen  
And said, "Have you ever had measles, mumps,  
chicken pox, heart trouble, athlete's feet,  
diabetes, scarlet fever, an operation—  
And has anyone in your family ever had  
gout, beri-beri, scurvy, bursitis or acne—  
And if so, when?"



**R**ug-a-dug-dug;  
A man's got a bug  
Which puzzles his family M.D.  
Bronchitis, Neuritis?  
Acute Tonsillitis?  
He'll say it's a Virus—you'll see!



**C**hoosey Dr. Stander,  
Whither do you wander?  
Into my waiting room,  
To give the folks a gander!  
If I see an old man  
Here on "Medicare",  
I'll grab him by his bad arm  
And kick him off the chair!



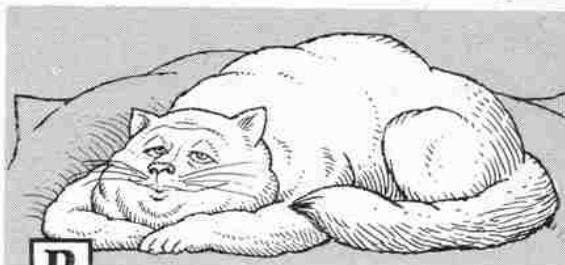
**A**practor, a proctor, a visiting Doctor;  
What makes your fee so high?  
My Golf Course rates are going up  
The middle of July!



**T**here was an old woman who lived in a shoe;  
She had so many children, she didn't know what to do.  
Her Doc prescribed pills, but they cost too much loot—  
So she's still having kids, but she's moved to a boot.



**P**ain, pain,  
Go away!  
Doctor's in D.C. today—  
Lobbying for the A.M.A.!



**P**ussy cat, pussy cat, where have you been?  
Under the scalpel of Dr. McQueen!  
Pussy cat, pussy cat, what did he do?  
I've grown fat and lazy—that'll give you a clue!



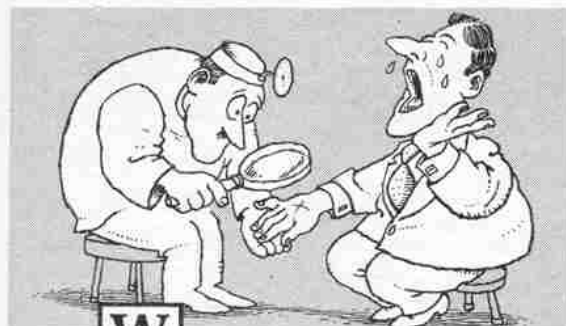
**T**his little Doctor is solemn;  
This Doctor's manner can chill;  
This Doctor shows no emotion  
When he's prescribing a pill;  
But all of these Doctors go,  
"Whee, whee, whee, whee!"  
Whenever they make out a bill!



**T**winkle, twinkle, man with star;  
Officer, don't tag my car!  
Though it's double-parked and waits—  
Can't you see my "M.D." plates?



**P**olly, fill this bottle up;  
Polly, fill this bottle up;  
Polly, fill this bottle up,  
And I don't want tea!



**W**hat-an-ache, what-an-ache,  
Doctor Mann!  
I just got hit by a  
Black sedan!  
Thumb's scraped,  
And wrist's skinned,  
And fingernail is black—  
And would you please tell All-State  
I've got a bad back?



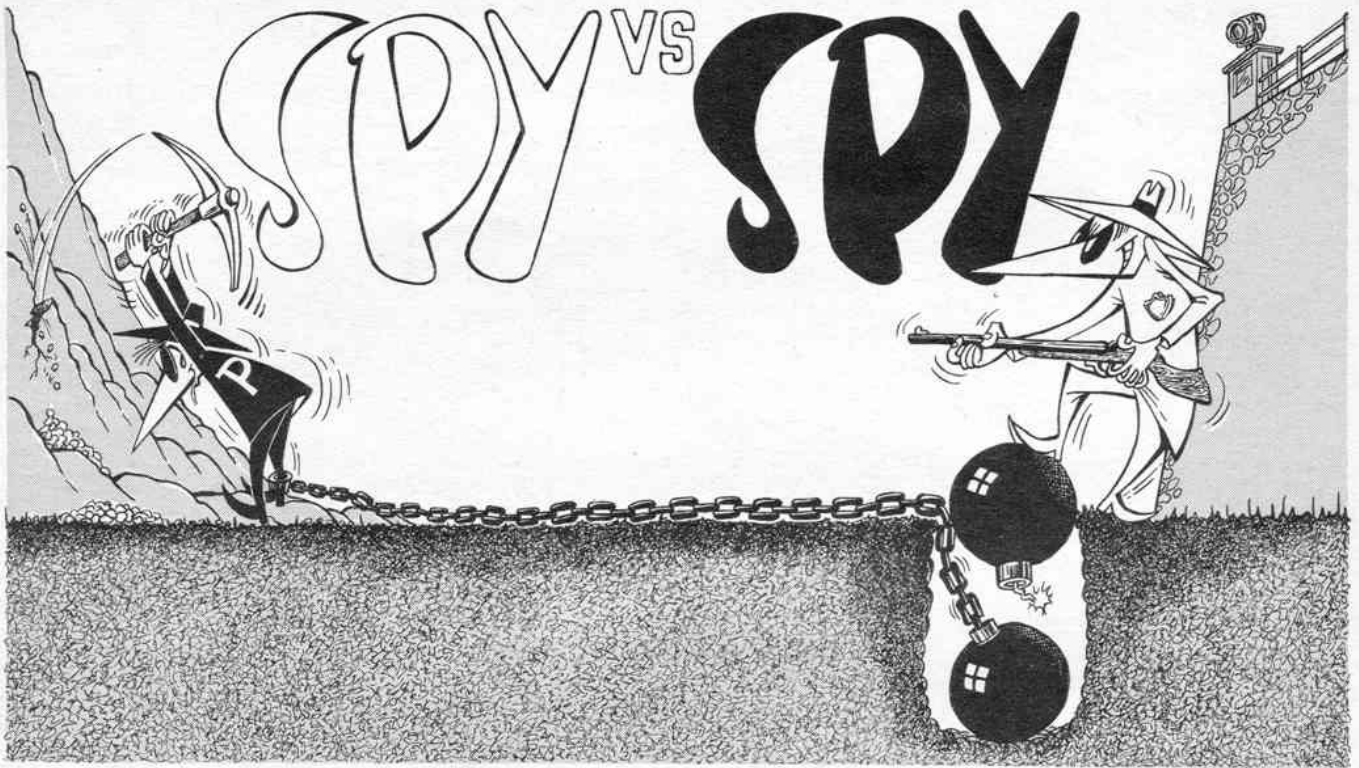
**O**ld Doc Cole is a wealthy old soul,  
And he finds his job is a breeze.  
He can't tell a boil  
From a wart or mole—  
He got rich splitting Specialists' fees.



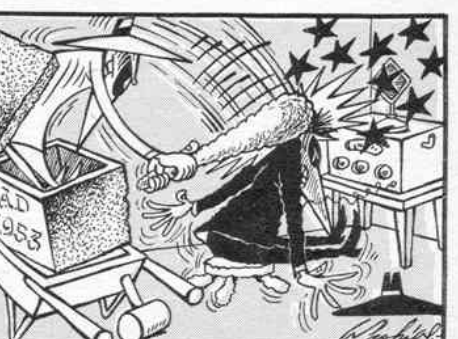
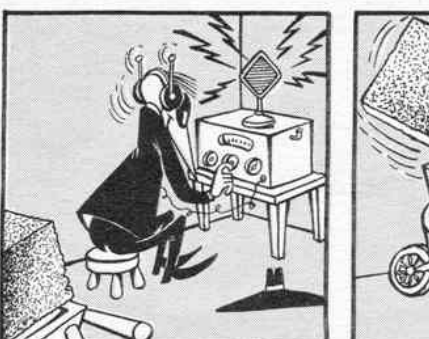
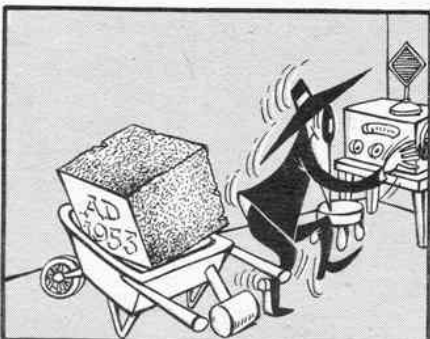
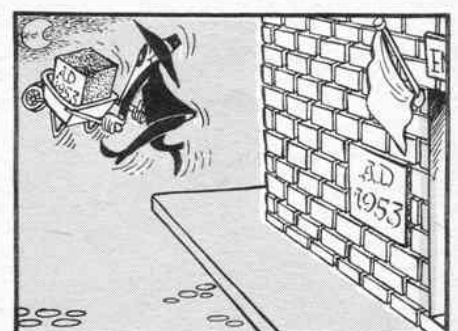
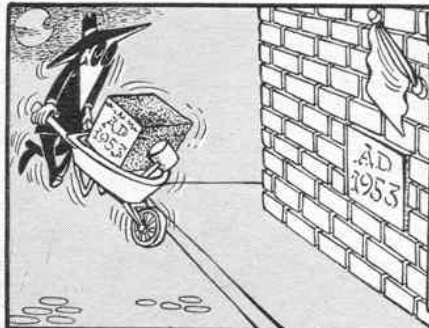
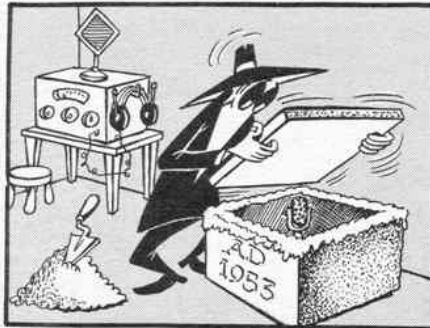
**S**inging a song of sickness;  
In a bed I lie.  
Four-and-twenty Specialists  
Always going by.  
When the door is open,  
A Nurse walks in the place.  
Must they send a dainty dish  
When I'm a prostate case!



**G**eorgie Porgie, pudding and pie,  
Kissed a girl and made her cry.  
For spurning him, her mother socked her—  
George is studying to be a Doctor!



.....

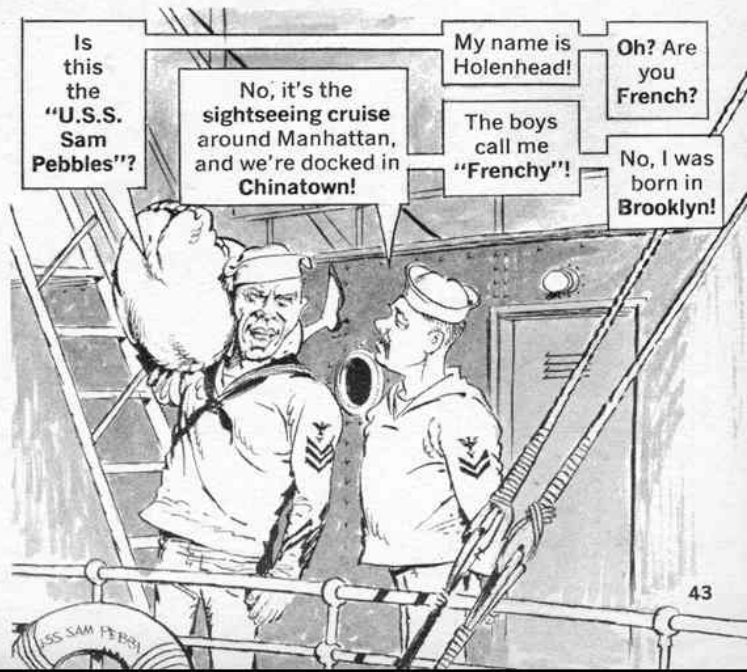
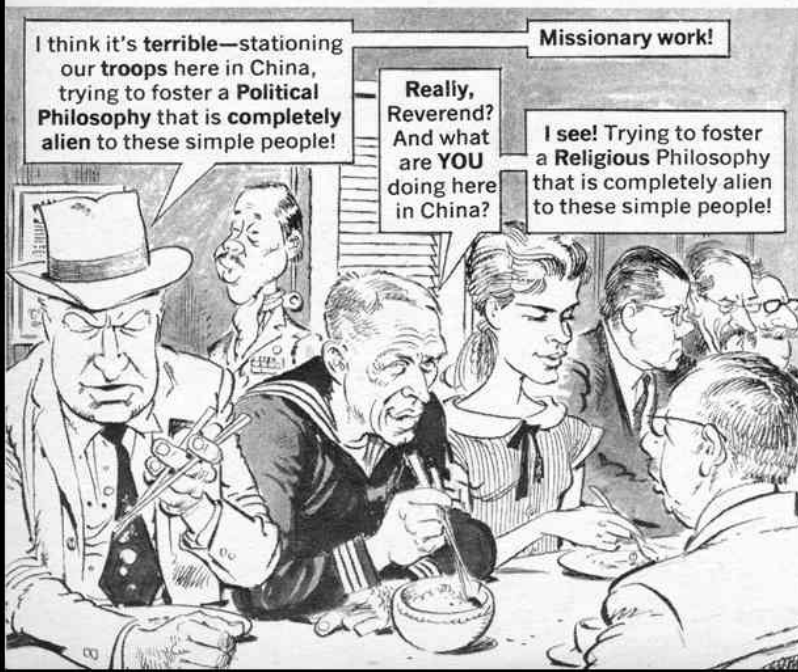


Since we live in such a peaceful world with no wars or violence, Hollywood movie-makers are finding it difficult to come up with subjects for War Movies. So they've got to dig into the past. This recent epic film was suggested by an actual incident that amazed the world . . . not because of what happened, but because it was forgotten so fast. And it certainly wasn't worth being reminded about it either, judging from

# THE "SAM PEBBLES"

ARTIST: MORT DRUCKER

WRITER: STAN HART



Brooklyn?!  
Then why  
do you  
have a  
British  
accent?

My folks  
gave it  
to me  
for my  
Bar  
Mitzvah!

Well, I still don't  
know why the boys  
call you "Frenchy"!

Because it sounds  
so "loveable"!

That's  
too  
bad!

What's  
too  
bad?

Don't you ever go to  
the movies? Don't you  
know what always happens  
to loveable guys in  
"War Pictures"?

Always??

ALWAYS!!

I'm Captain of  
this ship, and  
I live for only  
one thing—that  
flag up there!  
I'll protect it!  
I'll die for it!

You really love your  
country, eh, Captain?

No, I just  
have this  
"thing"  
about Silk!  
Don't you?

I'm a  
"Suede  
Man"  
myself,  
Sir!

Now, remember—  
on my ship, the  
coolies do all  
the work!

Don't  
the coolies  
object?

Shh! They  
think they're  
learning  
"Democracy"

See that new  
"Bar-Girl",  
Jack? I've  
just fallen  
in love  
with her!

Why her,  
Frenchy?

That's  
too  
bad!

Because  
she's so  
loveable!

You  
mean—?

You know  
the bit,  
Frenchy!  
Loveables  
... in a  
"War Movie"!

Gee, why couldn't I fall  
in love with a rotten girl!?

How'dy'do,  
Ma'am! My  
buddy is  
dying to  
meet you!  
This is  
"Frenchy"!

My name is  
"Dingaling,"  
and I can  
buy my  
freedom  
for \$200!

Why \$200?

That is a  
long story!  
Nobody knows  
it but me!

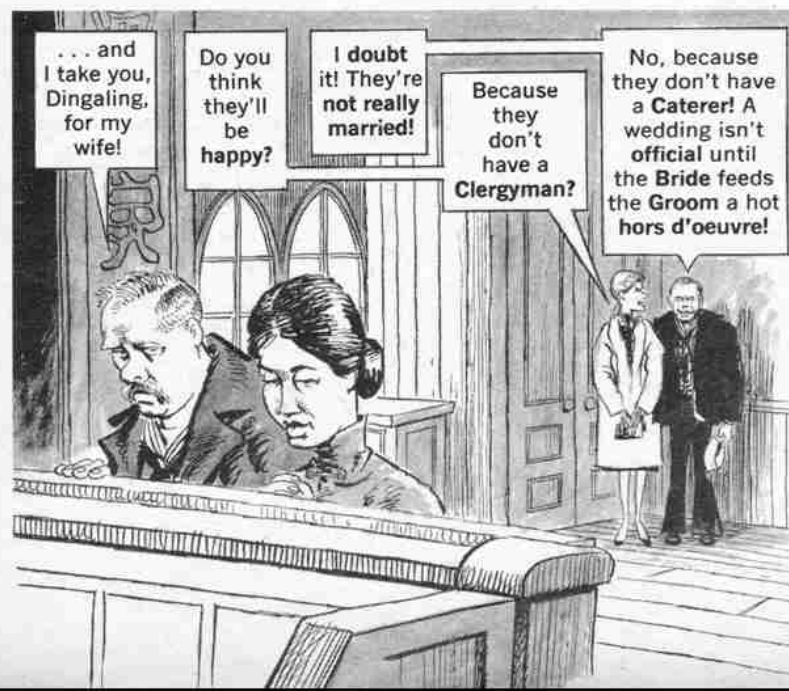
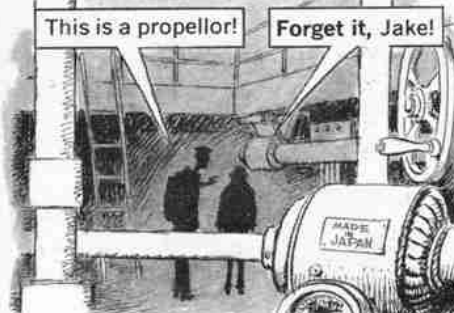
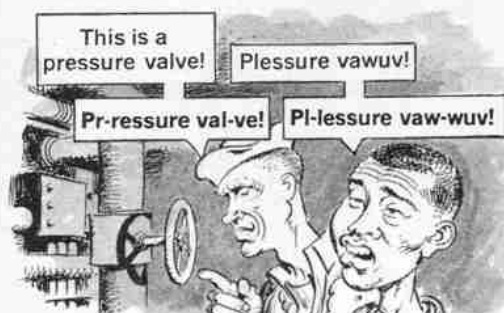
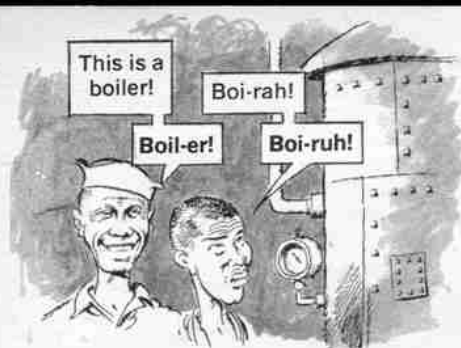
And you  
won't tell  
it to anyone?

I tell it to  
everyone! But  
nobody ever  
stays awake  
to the end!  
I said it was  
a long story!

You're crazy, Holenhead!  
You can't teach those  
dumb coolies anything!

You'll see! I'll  
make this guy  
into a first class  
engine room man!

Hoo-hah! I  
gonna be first  
crass engine  
loom man!



We're surrounded by Nationalist Chinese junks! They won't let us out of the harbor! We'll miss the last tide before Winter!

Let's blast our way out!

That's what they want us to do! Imagine what propaganda that would make! No, I won't give them the satisfaction!

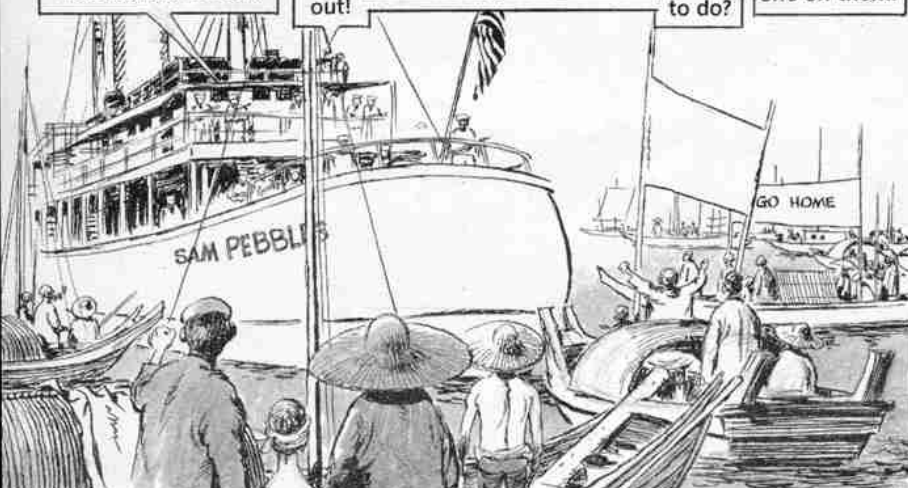
Then what are we going to do?

Stay right here and starve all Winter! That'll be one on them!

We've been trapped on board all Winter! I've got to see Dingaling! Don't try to stop me, Jake! I warn you, don't try! There's no use trying to stop me!

I'm not trying to stop you, Frenchy!

Some pal you are! I could freeze to death in that icy water!



I'm so glad you came, Jack! Frenchy caught pneumonia, and I gave him an old Chinese remedy to see what would happen!

And what did you find out?

I found out why you don't see too many OLD Chinese around! It didn't work!

Captain, they want Holenhead! They say he killed Frenchy and Dingaling!

You'd better turn Holenhead over to them or they'll kill us all!

Boy, talk about self-centered buddies! What ever happened to the great sailors of yesteryear and the "one-for-all-and-all-for-one" tradition of Dick Powell and James Cagney and Pat O'Brien?



Give him up, Captain!

Or else we'll take over the ship!

Men, there hasn't been a mutiny on a United States warship since the "USS Herman Wouk"! If you go through with this, I'll show you something you'll never forget... a Captain, crying!

Besides, we've got a job to do upriver! The Chinese are threatening the American Mission, and we've got to rescue the Reverend and that dummy schoolteacher!

But we're not supposed to get involved in this revolution! That would be against orders, Captain!

Orders are not official until they're recorded in the logbook! What does it say in the logbook?

Port is left... Starboard is right!

Not that page, you idiot!!

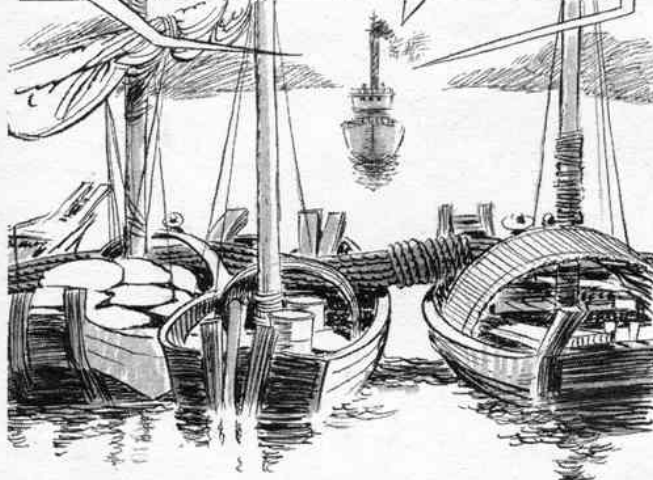


Look, Captain—a line of junks . . . blocking the river!

Looks like we'll have to get involved! Now, remember, men, these Chinese are defending their homeland, their rights, and their hopes of finding a better way of life!

What should we do?

Fight dirty!



We're fighting to free our country of exploiters and foreign marauders!

I know! I'm really rooting for your side!

Someday, we will make our country strong so we can live in peace and dignity!

Gee, I sure hope so!



We've come to rescue you!

We're not going! The Chinese are our friends!

Actually, **ONE** Chinese is our friend! But since they look alike, he thinks **ALL** Chinese are our friends!



BLAM!  
BLAM

Well, he's been shot by his Chinese "friends"! Now, maybe he'll act a little differently!

That's for sure! He's dead!



I hope the Chinese will throw off the yoke of Dictatorship, someday, Captain!

Yes, Hokenhead! Then they will be free to choose their own leaders and march happily toward Democracy!

BLAM!

Who shot them?

We did! Maybe we don't agree on most things, but . . .

. . . we do agree we don't want anyone talking about Democracy here in China!



MORT DRUCKER

# MAD'S Modern Believe It or Nuts!

ARTIST: BOB CLARKE

WRITER: ARNIE KOGEN

## DR. HUGO ZORBAGREEK

A GENERAL PRACTITIONER OF BROOKLYN, N.Y. MADE A **HOUSE CALL** ON DEC. 18<sup>TH</sup>, 1966 AND TO THE ASTONISHMENT OF THE PEOPLE WHO LIVED THERE... HE DID NOT USE THEIR PHONE TO CALL HIS OFFICE FOR MESSAGES!



HE DID, HOWEVER, CALL AN OLD ARMY BUDDY IN SAN FRANCISCO, CAL. ... JUST TO SAY HELLO!

## J. Paul Grepsy

THE SELF-MADE MILLIONAIRE INDUSTRIALIST,

ARRIVED IN THE UNITED STATES IN 1922 WITH ONLY \$1.37 IN HIS POCKET!



BUT HE HAD \$78,000 HIDDEN IN HIS LINING!

## HUBERT HUMPHREY

CONTRARY TO POPULAR BELIEF...

DOES **NOT** TALK FAST!



IT JUST SEEMS THAT WAY BECAUSE THE ADMINISTRATION IS MOVING SO SLOW!

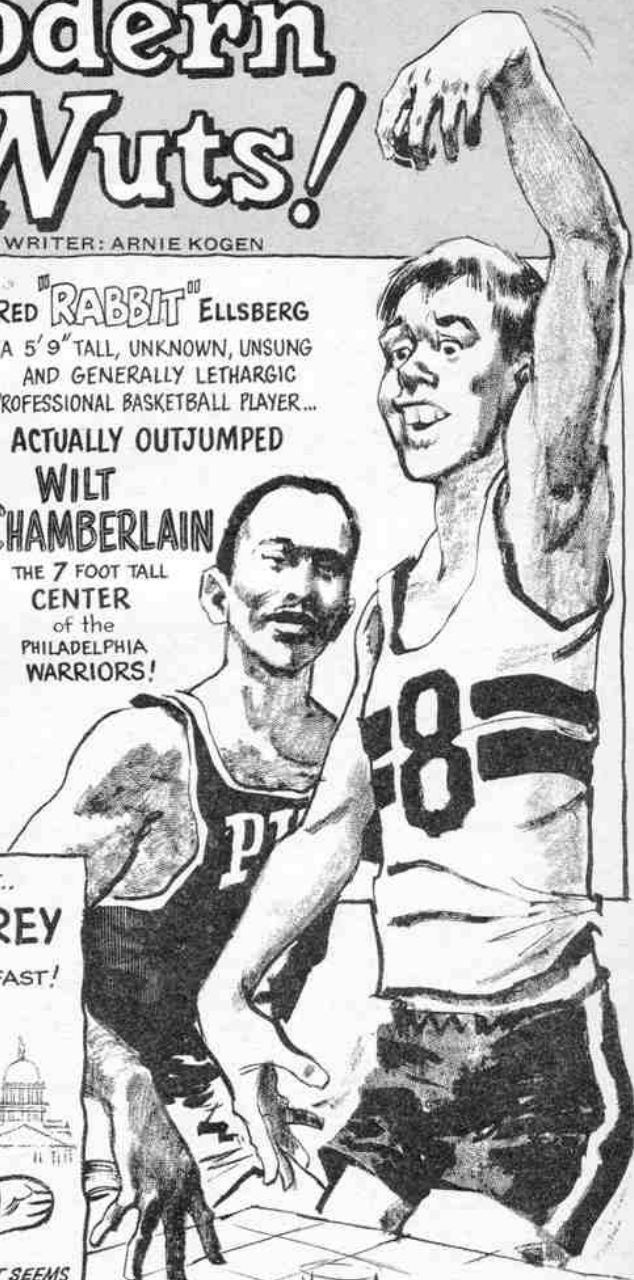
## RED "RABBIT" ELLSBERG

A 5'9" TALL, UNKNOWN, UNSUNG AND GENERALLY LETHARGIC PROFESSIONAL BASKETBALL PLAYER...

ACTUALLY OUTJUMPED

## WILT CHAMBERLAIN

THE 7 FOOT TALL CENTER of the PHILADELPHIA WARRIORS!



... THEY WERE PLAYING CHECKERS AT THE TIME!

## HUNTZ GORCY

A MOTORIST INSURED BY "ILLSTATE"... WAS INVOLVED IN AN AUTO ACCIDENT, AND YET, COLLECTED IMMEDIATELY!



HUNTZ COLLECTED "PNEUMONIA" WHILE HE WAS LYING ON THE GROUND FOR THREE DAYS WAITING FOR HIS ILLSTATE AGENT TO SHOW UP!

**WHAT IS  
THE MOST  
EXPENSIVE  
ACCESSORY  
ITEM YOUNG  
CAR-BUYERS  
PURCHASE?**

## HERE WE GO WITH ANOTHER RIDICULOUS **MAD FOLD-IN**

Every year, millions of young Americans scour car lots, looking for wheels they can afford. But no matter how little they plan to spend, there is always one expensive accessory they find they cannot do without. Fold this page in as shown and find out what that item is.

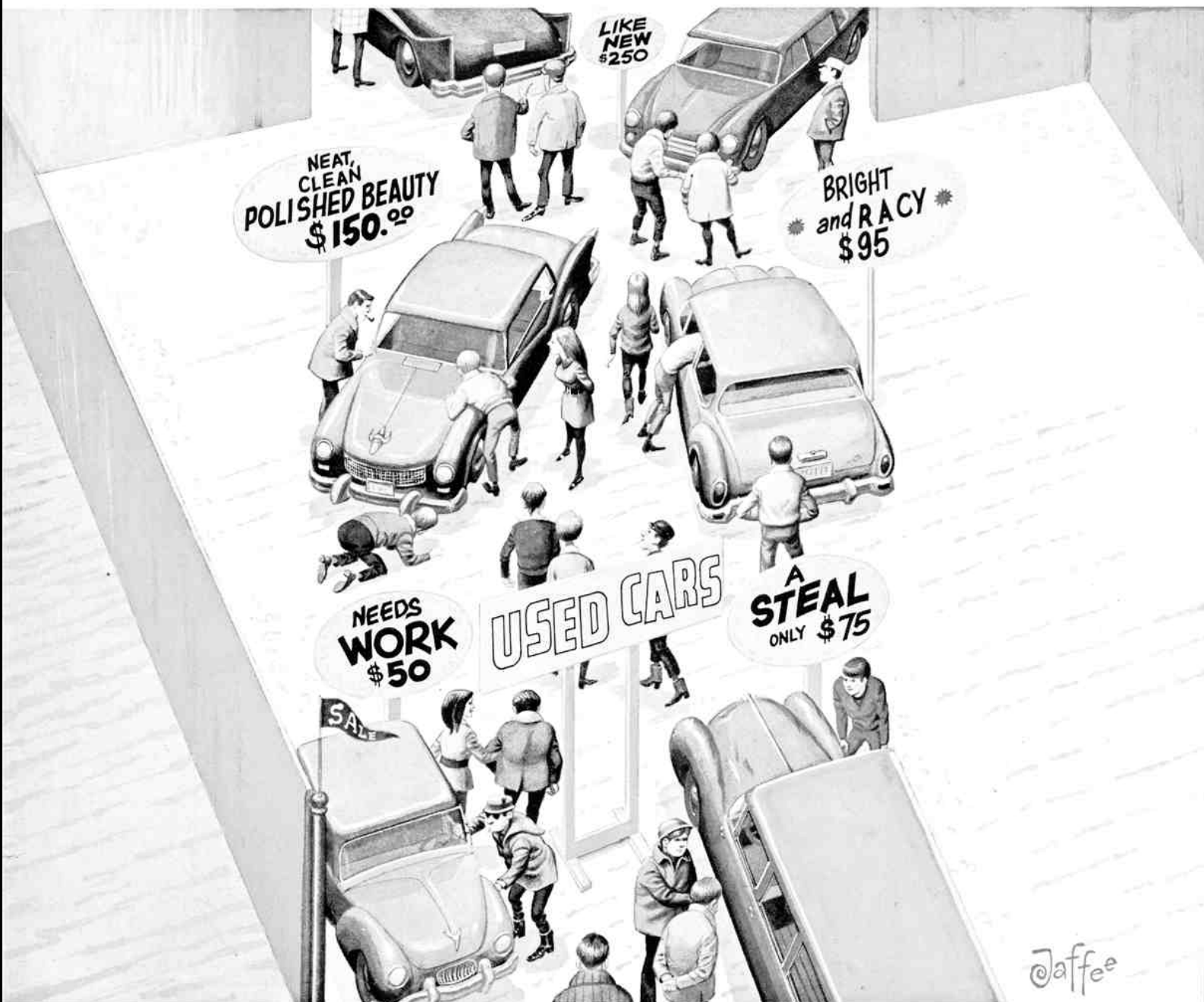


FOLD PAGE OVER LIKE THIS!

**A**

FOLD THIS SECTION OVER LEFT

**B** FOLD BACK SO "A" MEETS "B"



COUNTLESS YOUNG AUTOMOBILE BUYERS TODAY ARE VASTLY  
SURPRISED AND SHOCKED BY THE DISCOVERY OF AN  
INSURMOUNTABLE ACCESSORY EXPENSE THAT AT FIRST GLANCE  
IS NOT APPARENT IN THE PRICE OF THE CAR

**A**

**B**



**The further she is...the closer you should look!\***

**"Mod" Clothes and Hair-Styles so similar, it invites embarrassing problems close up!\***

Distance may have lent enchantment in the old days, but with today's "Mod" look... with everybody wearing long hair and tight pants and blousy shirts... the only thing that distance does is add to the confusion! So why risk the embarrassment (and a possible punch in the mouth) by running to meet a girl half-way and having

her suddenly turn out to be a boy close-up?

With a pair of Clear-All "Spot 'em Easy" Field Glasses, you can get that all-important close-up look while there's still time to make out the few subtle differences that distinguish a boy from a girl in today's "Mod" world. No more embarrassing mistakes with Clear-All! Remember...

**The further she is... the closer you should look —mainly because she could turn out to be a boy!**



See a "Mod"...  
Is it a boy or girl?



Take a look...  
Crazy! It's a girl!



Go get 'er! Spot 'em  
Easy avoids mistakes!



**CLEAR-ALL  
FIELD GLASSES**  
FOR THE "MOD" LOOK

**New!  
Spot 'em Easy  
with Clear-All**

**THE VISUAL ASSISTANCE  
FIELD GLASSES  
FOR TODAY'S "MOD" LOOK**