

No.
120
July
'68

MAD^{IND}

OUR PRICE
35c
STILL
CHEAP



Norman Mingo

ONE DAY AT THE BEACH



ARTIST: DON MARTIN

WRITER: SERGIO ARAGONES

MAD

"The longer you nurse a grudge, the longer it takes to get better!"
—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

DEPARTMENTS

BERG'S-EYE VIEW DEPARTMENT	
The Lighter Side Of Driving	20
CAPITOL LETTERS DEPARTMENT	
The "Great Society" Alphabet Book	44
DON MARTIN DEPARTMENT	
While Strolling Through The City	29
ECCCH-TRANEIOUS MATTER DEPARTMENT	
Some MAD Articles You Never Got To See	34
ESCAPE-GOAT DEPARTMENT	
Blue-Eyed Kook (A MAD Movie Satire)	4
5-RING CIRCUS DEPARTMENT	
MAD's 1968 Political Olympics	24
HIGH YOCK-TANE DEPARTMENT	
On The Road With Sergio Aragones	42
INSIDE-OUCH! DEPARTMENT	
A MAD Peek Behind The Scenes (At The Post Office)	14
LETTERS DEPARTMENT	
Random Samplings Of Reader Mail	2
MARGINAL THINKING DEPARTMENT	
Drawn-Out Dramas By Aragones	**
MOM'S THE WORD DEPARTMENT	
Mother's Day Cards Down Through History	16
PHONY-ANSWERING SERVICE DEPARTMENT	
Bulling Your Way Through Final Exams	26
VEX EDUCATION DEPARTMENT	
The MAD Hate Book (Vol. II)	10
VITAL FEATURE DEPARTMENT	
A MAD Public Service	31
WAY OFF-BROADWAY DEPARTMENT	
Jobs On The Fringe Of Show Business	32

**Various Places Around The Magazine

MAD—July 1968 Vol. 1, No. 120 is published monthly except February, May, August and November, by E. C. Publications, Inc., 485 MADison Avenue, New York, N. Y. 10022. Second Class Postage paid at New York, N. Y. Subscriptions: In the U.S.A., 19 issues \$5.00. Outside U.S.A., 19 issues \$6.25. Allow 10 weeks for change of address to become effective. Entire contents copyright © 1968 by E. C. Publications, Inc. The Publisher and Editors will not be responsible for unsolicited manuscripts and request all manuscripts be accompanied by a stamped self-addressed return envelope. The names of characters used in all **MAD** fiction and semi-fiction are fictitious. A similarity without satiric purpose to a living person is a coincidence. Printed in U.S.A.

**BLUE-EYED
KOOK
(A MAD
MOVIE SATIRE)**
Pg. 4



**THE
MAD
HATE
BOOK-II**
Pg. 10



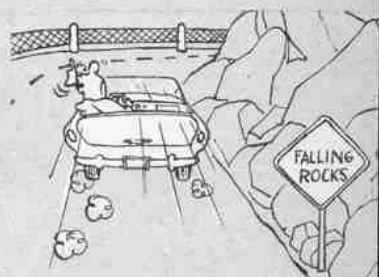
**A MAD PEEK
BEHIND THE
SCENES AT THE
POST OFFICE**
Pg. 14



**SOME MAD
ARTICLES
YOU NEVER
GOT TO SEE**
Pg. 34



**ON THE
ROAD WITH
SERGIO
ARAGONES**
Pg. 42



**THE "GREAT
SOCIETY"
ALPHABET
BOOK**
Pg. 44

JUST SHELL OUT A LITTLE FOLDING MONEY



**...AND YOU WON'T HAVE
TO STICK YOUR NECK OUT
AT THE NEWSSTAND AGAIN!**

Origami by Baggi

Photography by Irving Schild

SUBSCRIBE TO

MAD

**... and have the next 19 issues
mailed directly to your own box!**

----- use coupon or duplicate -----

MAD

**485 MADison Avenue,
New York, N. Y. 10022**

**I enclose \$5.00*. Enter my name on
your subscription list, and mail me
the next 19 issues of MAD Magazine.**

NAME _____

ADDRESS _____

CITY _____

STATE _____ ZIP-CODE _____

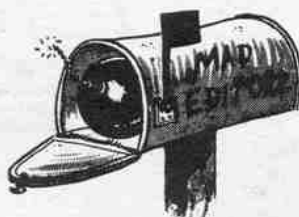
AN ABSOLUTE MUST

*In Canada, \$5.00 in U.S. Funds, payable by International Money Order or Check drawn on a U.S. Bank. Outside U.S. & Canada, \$6.25, payable by International Money Order or Check drawn on a U.S. Bank. Allow 10 weeks for subscription to be processed. We cannot be responsible for cash lost or stolen in the mails, so Check or Money Order PREFERRED!

If you're wondering what happened to our usual clever ad offering full-color portraits of Alfred E. Neuman, MAD's "What-Me Worry?" kid—for which you mail in 25c for 1 (50c for 3, or \$1.00 for 9) to: MAD, 485 MADison Ave., New York, 10022 . . . We're not running it in this issue!

**Have Yourself A Wild
POLITICAL
PARTY
With An
"ALFRED E. NEUMAN
FOR PRESIDENT"
CAMPAIGN KIT**

LETTERS DEPT.



IN THE OUT EXIT

You've really done it this time. You've reached the top of the apple barrel with "In The Out Exit." This was your funniest and most ridiculous satire to date.

Henry B. Hyatt, Jr.
Eastchester, N. Y.

Your movie satire, "In The Out Exit" was the sharpest thing you've ever printed. It was real cool, and real keen.

Walter Seymour
New York City

I have just read "In The Out Exit" and I must thank you and commend you for an excellent take-off.

Linda A. K. Cozze
Flemington, N. J.

Utterly ridiculous and thoroughly silly and another winner!

Beverly Corbo
Norristown, Penna.

I must confess that I did not think "In The Out Exit" was very satirical... mainly because after attending public high school here, I regard it more as a true-life adventure.

Greg Vanderheiden
Long Beach, Calif.

What you did to a great actress, Sandy Dennis, was just plain cruel and not the least bit funny.

Anne Chovie
New York City

"In The Out Exit" had to be one of your most brilliant pieces of satire. I remained misty-eyed and twitching all over as I read it.

Eve Borenstein
Teaneck, N. J.

HIPPIE MAGAZINE

I turned on with your "Hippie Magazine", and I can't turn off because I'm still laughing.

Michael Bogusky
Southampton, Penna.

May the great Guru forgive you poor misguided creatures of satire for your ignorance and short-sightedness.

Misha-C.A.T.
Philadelphia, Pa.

In the "Uptight is..." section of "Hippie Magazine", you state that, "Uptight is finding out that Toledo, Ohio, is where it's at." Well, you're wrong! As students at the University of Toledo, we can safely say (from experience) that Toledo IS where it's at! As a matter of fact, if T.U.'s foundations ever crumbled, the whole school would fly away!

Candi Steinberg
Jayne Cantor
University of Toledo

As a turned-on Hippie, I was completely psyched out by your take-off of a magazine dedicated to our wonderful cause. Flower power forever!

Dave Garrick
North Carolina State

Man, you really messed up with your "Hippie Magazine" satire. There are plenty of ridiculous things about Hippies, and you managed to miss them all. You picked up on only the most obvious aberrations. Better go back to your movie and cigarette ad satires.

Christine Stone
Berkeley, Calif.

In "My Most Unforgettable Hippie" you showed a copy of Tolkien's "Lord of the Rings", implying that it was kind of a "Hippie Bible." This book is fine literature, better in many ways than "Alice in Wonderland", and I hope you will correct what is certainly an unjust criticism.

Dana C. Willcox
Oberlin College

In regard to your advice: "Turn On, Tune In, Drop Dead" . . . why don't you!

C. Chalifoux
Pennington, N. J.

AN ATTRACTIVE SELF-ADHESIVE BUMPER STICKER



A 2 1/2"
FULL
COLOR
CAMPAIGN
BUTTON



5
LAPEL
TABS



**HERE'S
WHAT
YOU GET:
and all for
ONLY
\$1.00!**

MISSION RIDICULOUS

Good afternoon, Mr. Phelps. The men you are looking at are William M. Gaines and Albert B. Feldstein, Publisher and Editor, respectively, of a satirical magazine known as MAD. They recently published a disgusting, insulting and completely inane satire of a fine TV show—mainly ours. They cannot be allowed to continue their activities any longer. Your mission, should you decide to accept it, is to stop Gaines and Feldstein once and for all. As usual, if any of your I.M.F. team are recognized and mercilessly slashed to pieces by MAD's gang of Ruthless Writers, the Secretary will disavow any knowledge of your actions. This letter will self-destruct in ten seconds and take the magazine with it.

Simon Edkins
Bowdoin College

I have always regarded MAD as the best satire magazine available. With "Mission Ridiculous" I am now convinced that your staff possesses the greatest talent around.

Loren Schmerler
Boston University

"Mission Ridiculous" was IMPOSSIBLE!!

Gerald Lustic
Akron, Ohio

"Mission Ridiculous" was fabulous. The story was wild and the art was, as usual, great. In my opinion, a real "Mission Impossible" would be to read any issue of MAD without laughing.

Leonard Lipton
Bronx, N. Y.

Thanks so much for your hilarious satire, "Mission: Ridiculous." It was one of the greatest in a treasury of MAD greats. And to think that some people don't even like MAD. Very suspicious!

Harriett Hodges
Lancaster, S. C.

First, a letter from Martin Landau and Barbara Bain. Then a satire on "Mission Impossible." Very suspicious!!

John Schrantz
Brooklyn, N. Y.

PRO FOOTBALL

Congratulations on the fine "Pro Football" article in your recent issue. I have long been waiting for your mag to do a treatment of our new national pastime.

Warren A. Goldfein
Elizabeth, N. J.

Of everything that has ever happened to me—"this" has impressed my two boys the most.

Frank Gifford
CBS Sports

NO L.B.JAB

I noticed you didn't have one satirical jab at L.B.J. in your issue No. 118. Why not? I ask this with a "heavy heart."

Patrick Houlihan
Somerville, Mass.

THE 100MM CIGARETTE

I bet this is the first letter commending Irving Schild (crack photographer) on his great camera work for MAD's back cover ads. His "Great Moments . . . The 100 mm Cigarette" was sensational.

Peter Knight
Falls Church, Va.

By far the best piece of editorial work printed to date on the subject. Your efforts should be highly praised.

Herbert Swarz, M.D., Cons. Phys.,
U.S. Public Health Serv. Hosp.

DON MARTIN LOOKS AT FROGS

"Don Martin Looks At Frogs" was one of the funniest things I have ever read. In fact, I laughed so hard, I almost croaked.

Ricky Moranis
Toronto, Canada

After dissecting frogs for two weeks in our College Zoology class, it was really great to see them satirized by Don Martin. We didn't stop laughing until the Prof handed out the midterm exam.

Ed Moore
Lansing Community College

Please address all correspondence to:
MAD, Dept. 120, 485 MADison Avenue
New York, New York 10022

TWO FULL-COLOR CAMPAIGN POSTERS



use coupon or duplicate

MAD

485 MADison Avenue
New York, N. Y. 10022

I want to register a protest against being given the choice of two idiots—by supporting an even bigger idiot. Enclosed is \$1.00. Please send me my "Alfred E. Neuman For President" kit.

NAME _____
ADDRESS _____
CITY _____
STATE _____
ZIP-CODE _____

No Orders Outside The U.S.A.

ARE YOU SERIOUSLY BENT UPON SHELF-DESTRUCTION?



BLOW YOUR MIND WITH ANY OR ALL

THIRTY-FIVE MAD PAPERBACK BOOKS!

ON SALE AT ALL BOOKSTANDS—
OR YOURS BY MAIL FOR 50¢ EACH *

----- use coupon or duplicate -----

MAD

485 MADison Avenue
New York, N. Y. 10022

PLEASE SEND ME:

- ☐ The MAD Reader
- ☐ MAD Strikes Back
- ☐ Inside MAD
- ☐ Utterly MAD
- ☐ The Brothers MAD
- ☐ The Bedside MAD
- ☐ Son of MAD

- ☐ The Organization MAD
- ☐ The Ides of MAD
- ☐ Like MAD
- ☐ Fighting MAD
- ☐ The MAD Frontier
- ☐ MAD in Orbit
- ☐ The Voodoo MAD

- ☐ Greasy MAD Stuff
- ☐ Three Ring MAD
- ☐ Self-Made MAD
- ☐ The MAD Sampler
- ☐ World, World, etc. MAD
- ☐ Raving MAD
- ☐ Boiling MAD

- ☐ Questionable MAD
- ☐ Howling MAD
- ☐ The Indigestible MAD
- ☐ DON MARTIN Steps Out
- ☐ DON MARTIN Bounces Back
- ☐ DON MARTIN Drops 13 Stories
- ☐ MAD's Captain Klutz

- ☐ DAVE BERG Looks At The U.S.A.
- ☐ DAVE BERG Looks At People
- ☐ DAVE BERG Looks At Things
- ☐ The All-New SPY vs. SPY
- ☐ SPY vs. SPY Follow-Up File
- ☐ A MAD Look at Old Movies
- ☐ AL JAFFEE'S Snappy Answers

I ENCLOSE 50¢ FOR EACH

Plus 25¢ Postage & Packaging
on all orders under \$2.00

NAME _____

ADDRESS _____

CITY _____

STATE _____ ZIP-CODE _____

AN ABSOLUTE MUST

We cannot be responsible for cash lost or stolen in the mails. Check or Money Order preferred! On orders Outside the U.S.A. be sure to add 10% Extra!

ESCAPE-GOAT DEPT.

Years ago, when they made a prison picture, you knew exactly what was going on. The guards were all sadistic and the prisoners were all regular guys under their tough exteriors. But today, things are different. Today,

I get green gum balls! I get purple gum balls! I get white gum balls! But never ... never once in my whole life have I ever gotten a marbleized gum ball! So I'm smashin' every gum ball machine in this town until I get a marbleized gum ball!



Sorry, son, but marbleized gum balls are strictly reserved for members of 'The Establishment'! And those gum ball machines belong to 'The Establishment'! So you're under arrest for trying to smash 'The Establishment'!



Okay! You can arrest me! But I'm lettin' you know now that even though I failed to smash 'The Establishment', I'm not gonna let 'The Establishment' smash ME! Not ...

BLU

All right, now we're gonna get along jus' fine if you always do exactly as I say, no matter how unreasonable ... an' if you always treat me with tremendous respect, no matter how nasty I get ... an' if you always remember that you have absolutely no rights, no matter how miserable I make your life!

In other words, being here will be just like living at home with our parents!

That's right, smart guy! Okay—what's your name?

Kook Jerkson!

So you're Jerkson! I hear that some folks consider you to be a hero! Just what did you do?

I burned my Draft Card!

Well, THAT was an idle gesture ... especially since you were in Vietnam at the time!



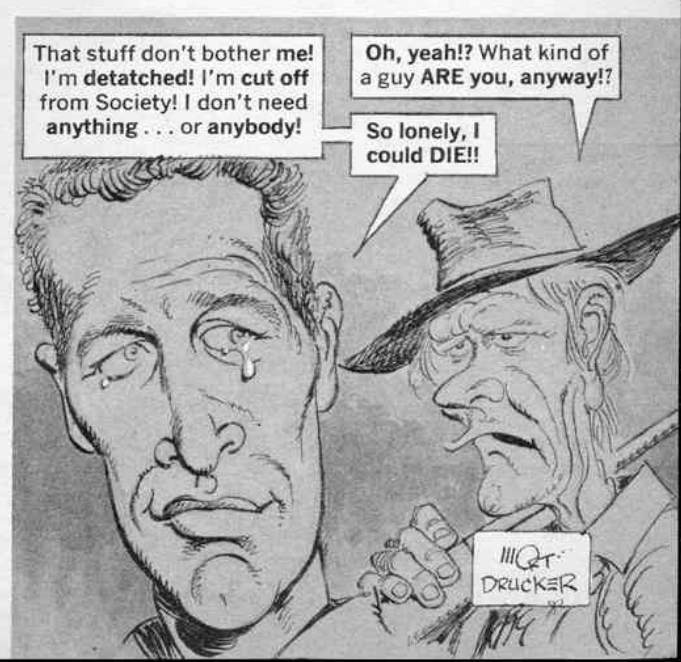
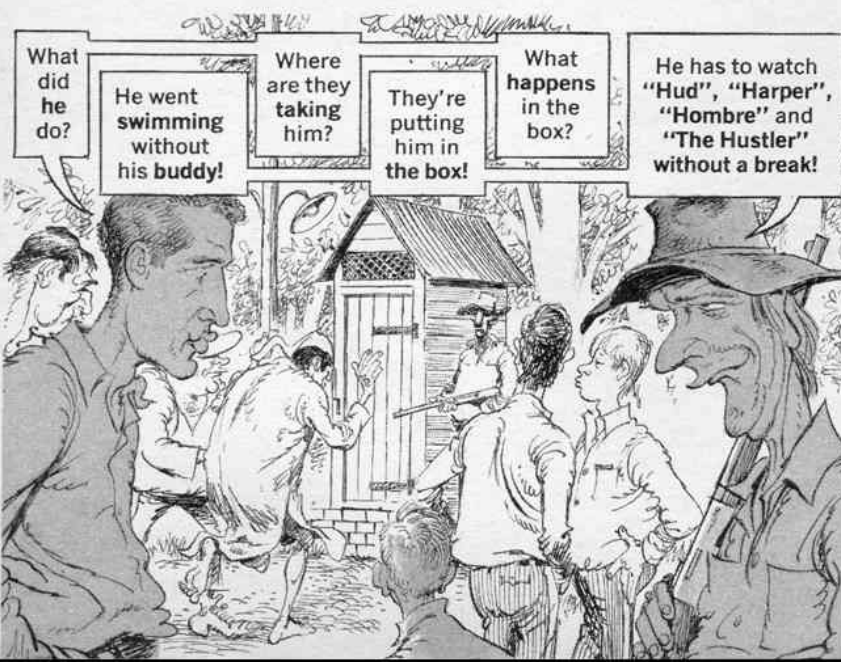
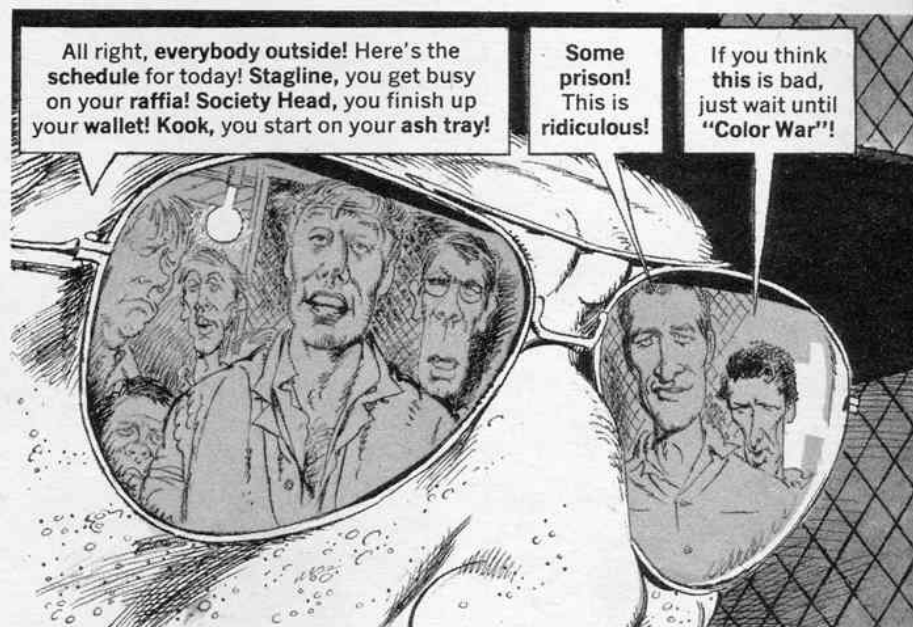
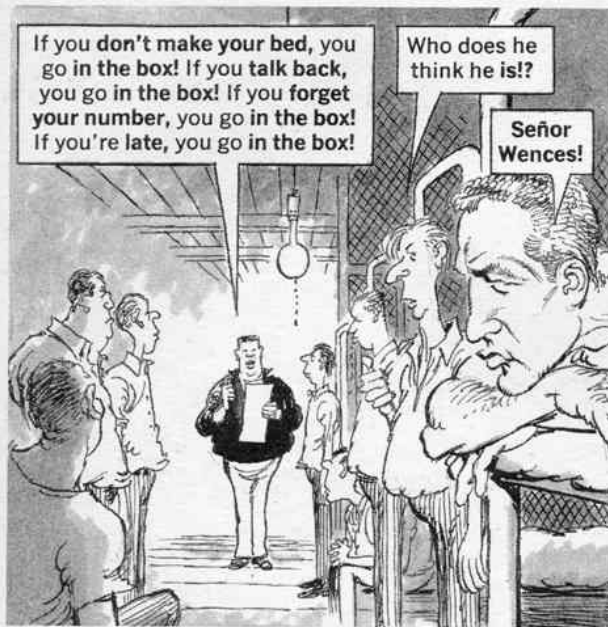


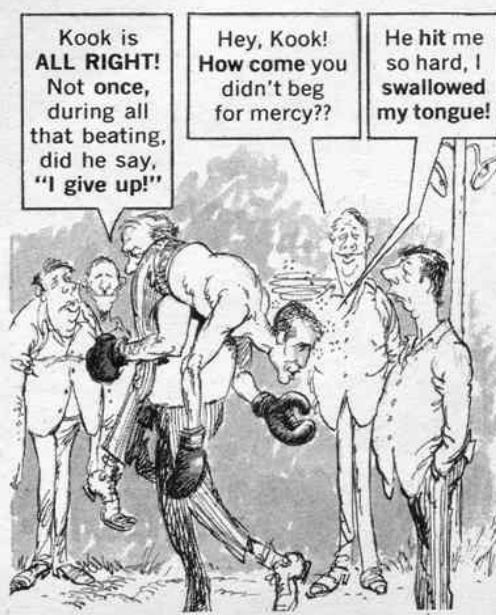
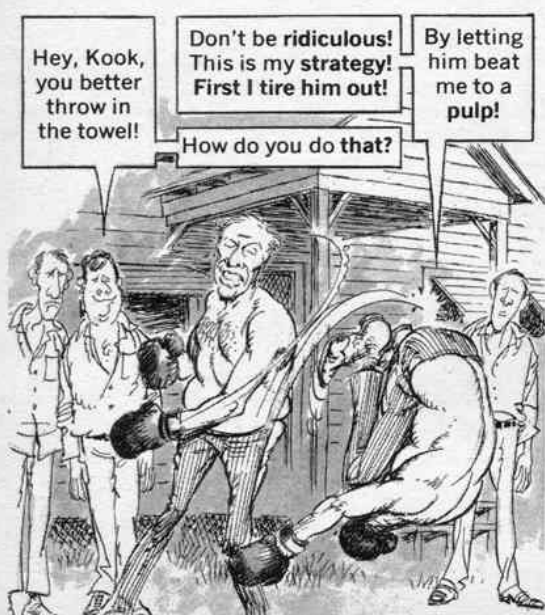
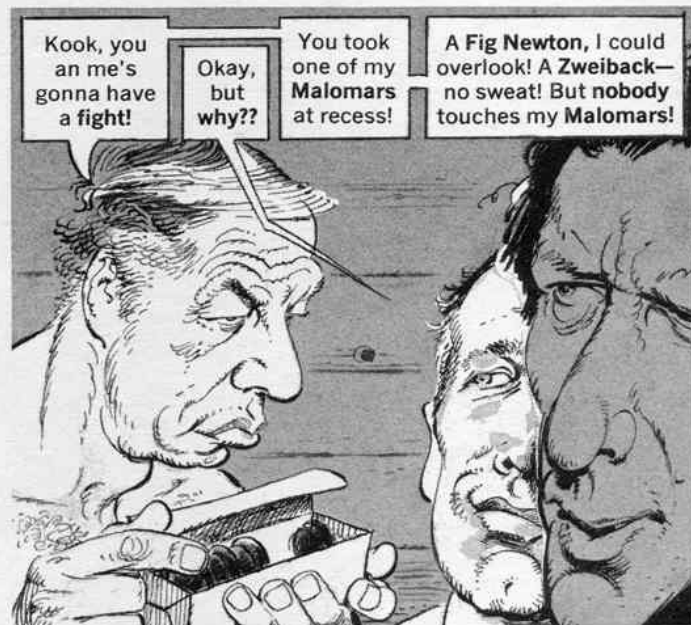
a prison picture isn't really about prison and prisoners. Today, it's all symbolism, and you have to figure out what's going on. Like f'rinstance in this MAD version of a recent prison picture that begins like this:

E-EYED KOOK

ARTIST: MORT DRUCKER

WRITER: STAN HART





Son, I know we ain't much for communicatin'! I remember when you were nearly two, you said "Mama"—and the conversation's gone downhill ever since!

Thanks for comin' to visit me, Ma! I see you're down to a carton a day!

Help me t' get comfy, son! This mattress is lumpy!

The mattress is smooth, Ma! It's your lungs that's lumpy!

Bye, son! It's been real nice talking to yuh!

Yeah, Ma! Don't call me! I'll call you!

Is that dialogue symbolic of the lack of understanding between the generations?

No, that dialogue is symbolic of the lack of talent between the screenwriters!

I say my blue-eyed friend, Kook, can eat FIFTY EGGS!

And I say your blue-eyed friend, Kook, is a phony and a blowhard!

What are you . . . crazy?! YOU'RE Kook!

I know! I just feel argumentative today!

C'mon, Kook! You can do it!

Only ten more to go, Kook!

Just one more, and we win a fortune, Kook!

He did it! My blue-eyed Kook DID IT!

"BLUE-EYED KOOK"! Hey, that's what we're gonna call you from now on!

Better call me a Doctor instead! You forgot to peel off the eggshells!

Was eating all those eggs symbolic of Man's need to be loved?

No, eating all those eggs was symbolic of Man's need to be nauseated!

Tell the truth, Kook! This ain't a bad place as camps go, now, is it?

Ahh, some big deal party! Where's the magician!? Listen, Drag—I hate it here! I'm bustin' out!

Bustin' out?? But—WHY??

I'm up to here with too much candy and soda and ice cream!

Blue-Eyed
Kook jus'
broke out,
Captain!

Get the dogs an' get
after him! An' when you
find him . . . well, you
know what happens to him!

No Arts & Crafts . . . no
doubles on desserts . . .
and no canteen privileges
for a whole week!

Right! I'm
through
playing
"Mr. Nice
Guy"
with him!



You got
'im, eh?
How'd you
catch 'im?

The Atlanta police found
him in a Drive-In Theater!
They thought he looked
suspicious, just sitting
there watching the movie!

What's so
suspicious
about that?!

In a BRINKS
TRUCK!?!

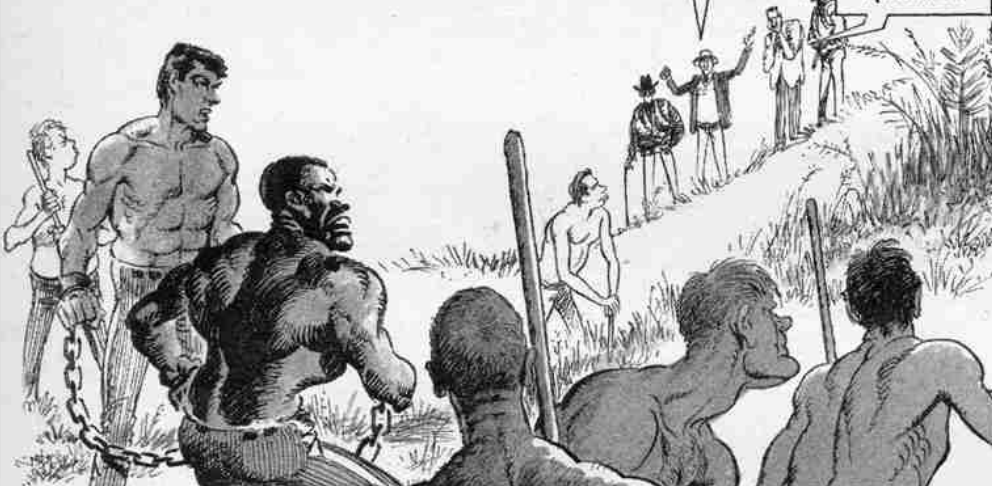


We're jus' gonna have to
break your spirit, Kook!
That's why I've assembled
the entire prison here!

All right, you men!
When I give the signal,
everybody repeat after
me: —One—two—three—

SHAME, SHAME
ON KOO-OOK!
SHAME, SHAME
ON KOO-OOK!!

No! Please!
Don't! I'll
be good! No
more! Please!
I'll be good!
I promise!



Look at that
Kook! And we
thought he
was our hero!
The dirty
sellout! They
broke his
spirit!

Oh, let me
help you on
with your
boots, sir!
I hope they're
comfortable!
Do you do
much walking?

. . . Only on
people!

Kick me a few
times, just
to see if they
fit right, sir!



Hey, Kook!
Grovel over
there and
bring up
the truck!

Oh, thank you
for giving me
the opportunity
to serve you,
sir! Thank you!

Yecch! Listen to
him! It's enough
to make you lose
your faith in
rotten people!

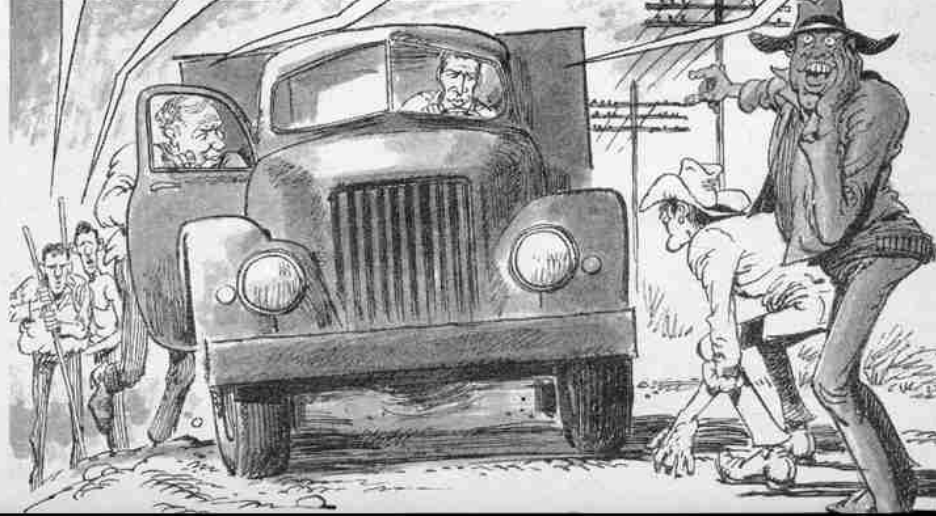
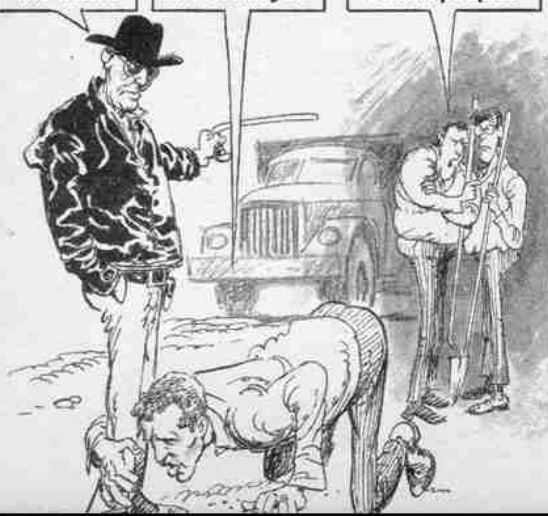
Hey!
Look
at
that!

He's steppin'
on the gas!
He's drivin'
right through!

He's escaping!
That's what he's
doing! My Blue-Eyed
Kook is ESCAPING!!

HEY,
KOOK!
WAIT
FOR ME!

Like heck I'm
escaping!! The
GAS PEDAL'S
STUCK!!

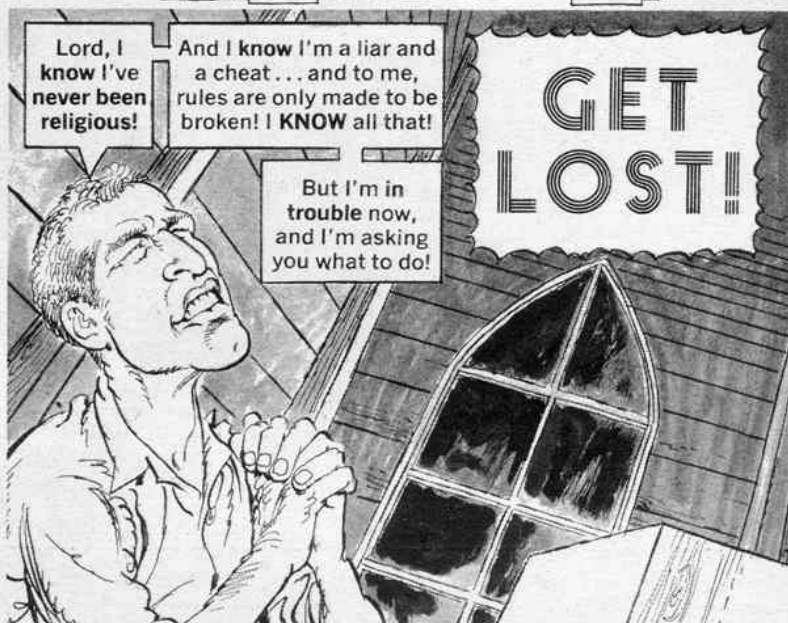




So long, Stagline!
Here's where we
part company!

Why, Kook? WHY??

Because you pretended
to sleep through two Toll Booths
and you wouldn't chip in for
gas! Besides, you drive me
crazy... always asking "When
are we gonna get there?" and
"How much longer?"



Lord, I
know I've
never been
religious!

And I know I'm a liar and
a cheat... and to me,
rules are only made to be
broken! I KNOW all that!

But I'm in
trouble now,
and I'm asking
you what to do!

GET
LOST!



See...??
THAT'S
why I've
never been
religious!

Hey, Kook! They sent me
in to make you surrender
because they got the place
surrounded... but I know
you'll never surrender!



Well, I don't know
about that...

KRAK!



GO ON, YOU GUYS! SHOOT!!
SHOOT ALL YOU WANT!! YOU
CAN'T KILL BLUE-EYED KOOK!

NOW
he tells
them!



Warden,
would you
do me one
last favor?

Sure,
Kook! Name
it—

Let me
die with
my blue
eyes open!

Sure, Kook! But tell,
me... why wouldn't
you ever give in to
"The Establishment"?

WHO wouldn't
give in?? I just
never knew
WHAT in
heck "The
Establishment"
was



He's dead!
Blue-Eyed
Kook is
dead!

Hey, what in
heck IS "The
Establishment"??!

Don't ask
me! Do I
ask you why
you wear
those stupid
mirrored
glasses all
the time?

VEX EDUCATION DEPT.

Several issues back, we ran an article entitled "The MAD Hate Book", in which we demonstrated to readers how to feel better by blowing off steam about pet hates. The response was more than gratifying. An avalanche of letters poured

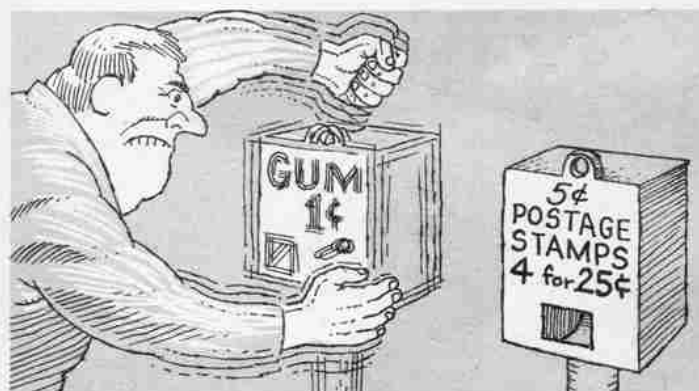
THE MAD H



Don't you hate... when something goes "On Sale" the day after you bought it!



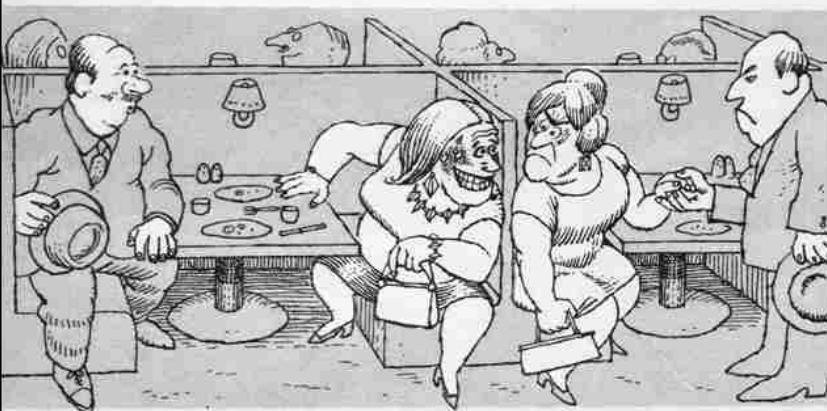
Don't you hate... lunch counter-tops with colorful patterns that completely camouflage spilled foods and sauces!



Don't you hate... vending machines that tell you to write for your money back if they don't work, and the postage costs more than you lost!



Don't you hate... a date who describes the qualities her "ideal man" should have, and none of them fit you!



Don't you hate... finding out that the person you were tearing apart all through dinner was in the next booth all the time!



Don't you hate... meeting a school representative when you're supposed to be home... sick!

in from readers blowing off steam about their pet hates—mainly “MAD” and “The MAD Hate Book” article. And so, not to be out-done in the hostility department, here we go again with another more aggravating and exacerbating chapter of...

ATE BOOK VOL. II

ARTIST & WRITER: AL JAFFEE



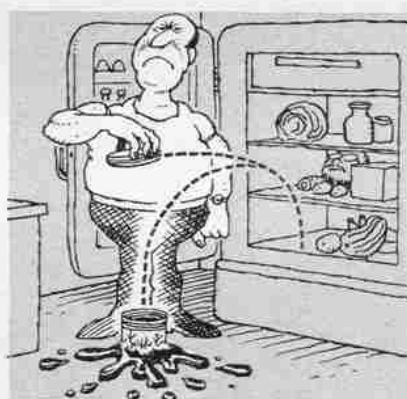
Don't you hate... gas station attendants who insist on “rounding out” the amount of your purchase so you end up paying for gas that overflowed onto the ground!



Don't you hate... being unanimously chosen for a repulsive role in your school play!



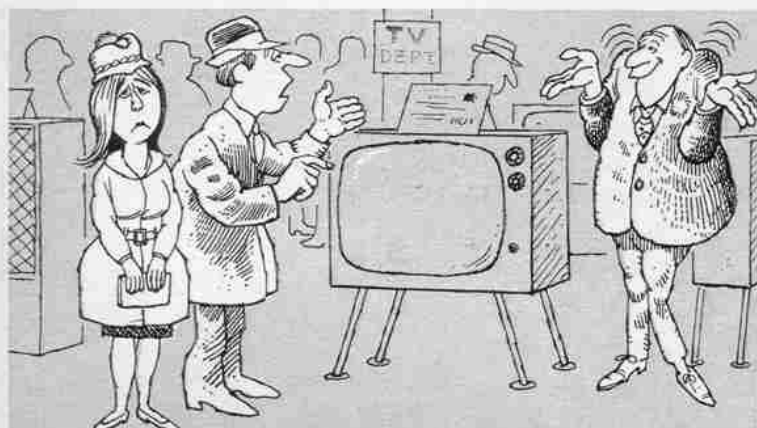
Don't you hate... hearing a crunching sound while looking for a lost contact lens!



Don't you hate... people who never properly replace screw-tops on jars!



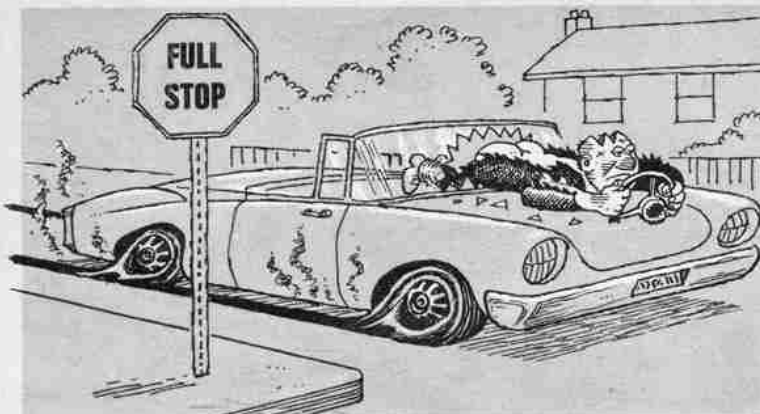
Don't you hate... big guys who smoke in “No Smoking” areas!



Don't you hate... store clerks who can't answer a single question without first checking with the Manager!



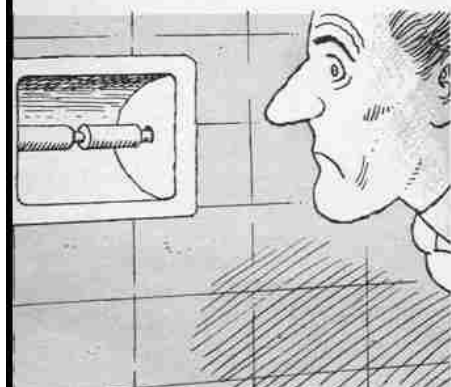
Don't you hate... meeting a luscious, sexy doll at a big “Family Affair”, and discovering she's a first cousin!



Don't you hate... borrowing a car, and suddenly discovering it has power brakes!



Don't you hate... civil servants who know they can't lose their jobs no matter how uncivilly they treat you!



Don't you hate... being surprised by an empty tissue dispenser!



Don't you hate... when something ecch-y suddenly comes out of the wrong end of the tube!



Don't you hate... people who ask questions and pay no attention to the answers!



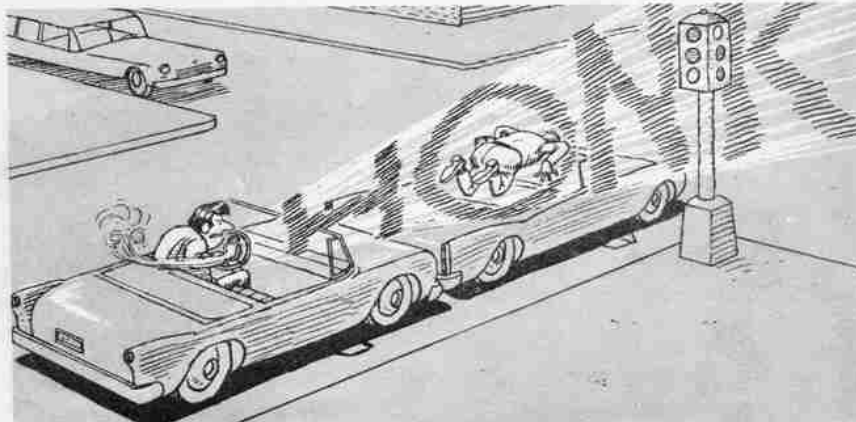
Don't you hate... when you tell people to "drop in any time!"... and they do!



Don't you hate... discovering there are no towels after you've just taken a bath!



Don't you hate... finding that bar of chocolate you stuck into your pocket "for only a moment" eight hours later!



Don't you hate... imbeciles who honk their horns the split second after the light turns green!



Don't you hate ... parking lot attendants who zoom off in your new car like it was a 727 jet!



Don't you hate ... never knowing what your doctor or your lawyer's fee will eventually be!



Don't you hate ... neighbors who barbecue steaks when you're downwind serving tuna fish!



Don't you hate ... proud parents who insist on letting you enjoy the ecstatic pleasure of holding their brand new baby!



Don't you hate ... birdbrains who smoke cigars in a car when it's too cold to open a window!



Don't you hate ... finding out you have no handkerchief right after a viscous sneeze!



Don't you hate ... yourself for tipping when you know darn well the service was terrible!



Don't you hate ... dripping window air-conditioners!



Don't you hate ... magazines that print sequels to articles that never should have been run in the first place!

INSIDE-OUCH! DEPT.

You are probably laboring under the misconception that all your aggravation is caused by little things . . . like little store clerks and little salesmen and little civil servants. That's only part of the picture. Supermarkets and department stores and post offices are like icebergs. The people who aggravate you in these places are not just the ones you see.

A MAD PEEK BEHIND

ARTIST: PAUL COKER, JR.

WRITER: LARRY SIEGEL

There's a guy out there mailing **hundreds of letters**, and it's taking him **hours** to sort them out! You know, one into the "Local" slot, one into "Out of Town", one into "Air Mail", one into "Overseas" . . .

Oh, stop! Stop! You're **killing me!** You mean he doesn't know all the slots empty into this **one big mail bag!**?

There! No, that's not clear enough! **THERE!** No, they still can't read it! . . . **THERE!!**

What are you doing?

I'm stamping "Fragile" on this package of glassware!

" . . . and so, my darling, with my wife going to her mother's house for the week, we can get together and do all those fantastic things we did last month at the motel. Remember, f'rinstance how we—"

Charlie is such a great reader! He should've gone on the stage!

This is the best "Hot Letter" that's come in all year!

I guess I'm spoiled, but after letters like this, I just don't feel like reading postcards anymore!

Okay, okay! Put an **Opened By Mistake** stamp on the envelope, send it off, and let's get back to work!

It's unfair! You can't arrest a guy just for taking up a hobby on office time!

I know, Willoughby, but "Stamp-Collecting"!?

You're new around here, Hendricks, so there are a few things you have to learn! First of all, the term "Junk Mail" is just an expression . . .

Wow! Sixty-three letters in a row into the Florida bag! That breaks your old record of sixty-one!

It don't count! Most of those letters aren't even addressed to Florida!

If there's one thing I can't stand, it's a sore loser!

They're only about 15% of the over-all picture. Actually, there are many other people working secretly and tirelessly behind the scenes to make your lives miserable. And so, in tribute to these un-seen and un-sung heroes, MAD introduces a new feature which opens up a hidden world never before seen by the average clod. In this first installment, we present:

THE SCENES AT THE POST OFFICE



Don't you think it's about time you delivered that copy of *Playboy*?

Take it easy! I'm only up to Page 37!

I know... but it's the March, 1962 issue!

Hey, Mannie, we have to send some government forms to your home! What's your Zip Code number?

How in heck should I know?

Whee! There goes an airmail letter to California!

Sometimes I wish the temporary help here would take their jobs more seriously!

If I told him once, I told him a thousand times...
**USE A DAMP SPONGE AT THE STAMP WINDOW...
USE A DAMP SPONGE AT THE STAMP WINDOW...**

Look at this! A roll of stamps that unwinds and doesn't stick together! I haven't seen one of these in twenty years!

Listen... mistakes can happen! Send it back to Washington!

How come that ambulance has been parked outside all morning?

Today's "Life" day at the post office—and there's bound to be one or two hernias!

You know this Parcel Post Package marked "Breakable"?

They were right!

What about it?

It's a Mr. Simpkin! He hasn't had any mail in three months!

Listen, Finchley! You have to deliver his mail! You're a Postman—not a waiter! I don't care if he DID stiff you this past Christmas...

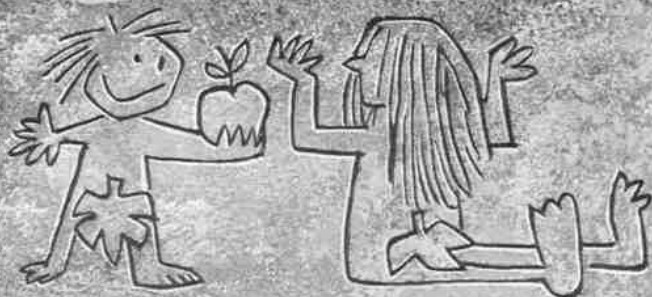
But you GOTTA deliver the mail, Sturdley! You know our motto: "Neither Rain, Nor Snow, Nor Heat, Nor Gloom of Night..."

It don't say nothin' about fog—and it's foggy outside!

BECAUSE IT'S AROUND THE TIME OF YEAR WHEN INTEREST IN THIS SORT OF

Mother's Day Cards D

From Abel



TO MOTHER —
ON MOTHERS DAY IT MUST BE FUN
TO BE THE FIRST AND ONLY ONE;
IN FACT, WITH PA YOU'VE SET THE PACE
FOR ALL THE FUTURE HUMAN RACE;
YOU'VE RAISED ME LIKE A MOTHER SHOULD
TO BE RESPECTFUL, FINE AND GOOD;
BUT, MA, TO PUT IT VERY PLAIN —
IT KILLS ME HOW YOU'RE RAISING CAIN!
— ABEL

From Cotton Mather

To Mother



When I was just a little lad,
You filled my heart with fears;
You'd tell me how the world was bad,
And then you'd box my ears;
You taught me that to wipe out sin
All witches should be burned;
Tomorrow, when we drag you in,
I'll show you what I've learned!

From Captain Kidd

Yo-Ho-Happy Mother's Day!

Oh, Mother dear, I speak your name
With every prize I plunder;
I see your face within the flame
Of ships I tear asunder;
I let no man stand in my way —
I strike and scourge and smother;
For everything I am today,
I learned from you, dear Mother!



MUCK IS AT ITS HEIGHT, MAD NOW PROUDLY PRESENTS A COLLECTION OF

own Through History

ARTIST: BOB CLARKE

WRITER: FRANK JACOBS

From Henry Ford

TO A MODEL-A MOTHER

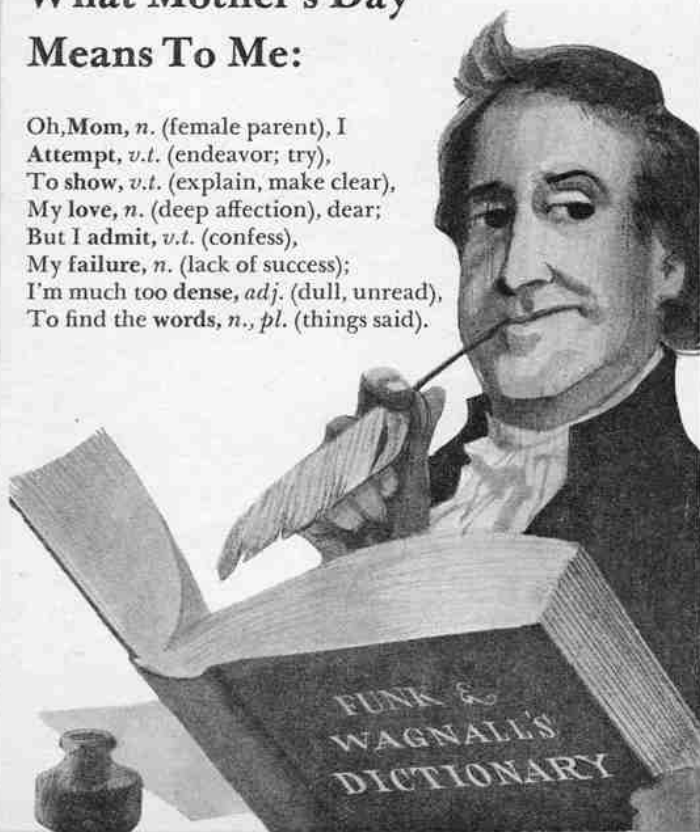
I'm speeding off this note to you,
Oh, Mother dear, so good and true;
I hope you're rolling in high gear
As down the road of life you steer;
I'll choke and throttle anyone
Who horns in on your day of fun;
And should you drive yourself too much,
I'll always be there in the clutch!



From Noah Webster

What Mother's Day Means To Me:

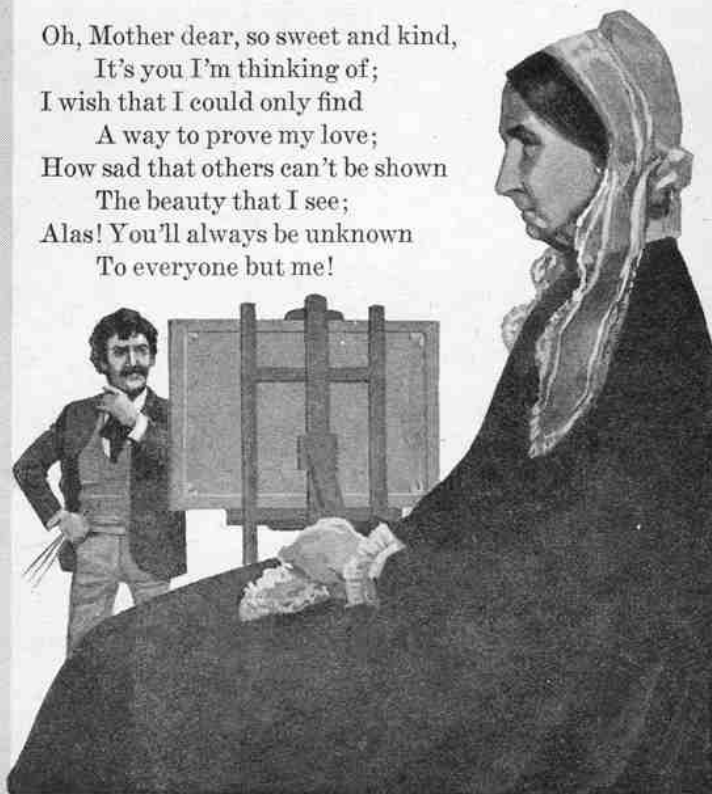
Oh, Mom, *n.* (female parent), I
Attempt, *v.t.* (endeavor; try),
To show, *v.t.* (explain, make clear),
My love, *n.* (deep affection), dear;
But I admit, *v.t.* (confess),
My failure, *n.* (lack of success);
I'm much too dense, *adj.* (dull, unread),
To find the words, *n., pl.* (things said).



From James McNeill Whistler

A Mother's Day Remembrance

Oh, Mother dear, so sweet and kind,
It's you I'm thinking of;
I wish that I could only find
A way to prove my love;
How sad that others can't be shown
The beauty that I see;
Alas! You'll always be unknown
To everyone but me!



From P. T. Barnum

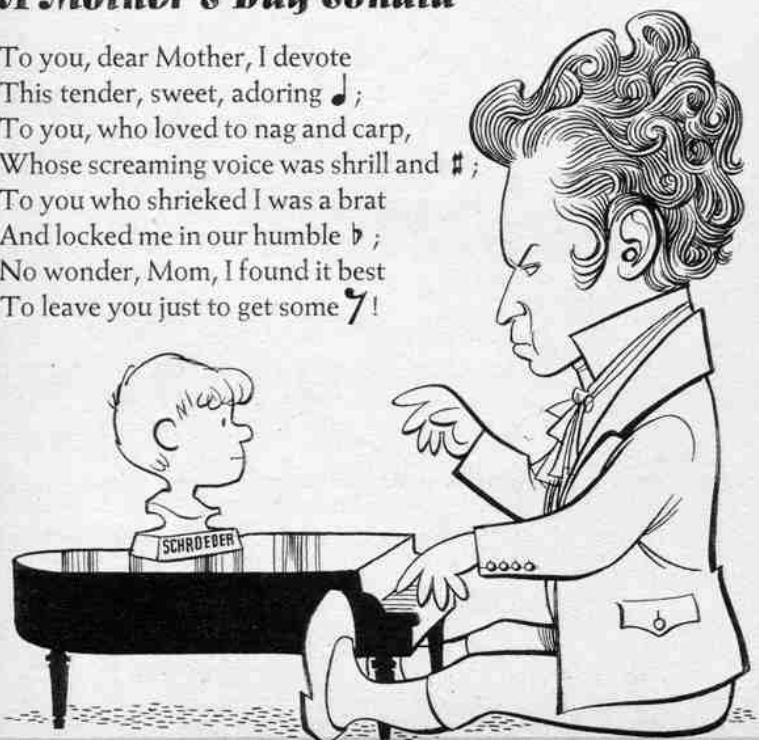
☆☆☆☆☆☆☆☆☆☆

P. T. BARNUM
NOW PRESENTS
THIS
GIANT, MAMMOTH,
GREAT, IMMENSE,
GIGANTIC
Greeting, Mother Dear,
Which Features
— **THREE BIG RINGS** —
OF CHEER:
I Hope That Fortune Always Fills
Your Life With
WILD EXCITEMENT,
★ THRILLS! ★
So, Mother Dear Please Do Your Stuff
FOR 1 DAY ONLY
(THAT'S ENOUGH!)
★★★★★★★★

From Ludwig van Beethoven

A Mother's Day Sonata

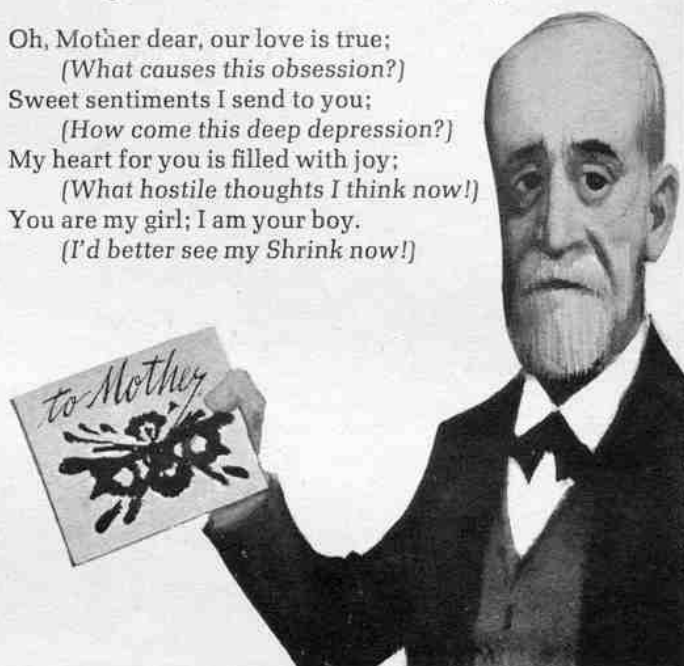
To you, dear Mother, I devote
This tender, sweet, adoring ♫;
To you, who loved to nag and carp,
Whose screaming voice was shrill and ♯;
To you who shrieked I was a brat
And locked me in our humble ♭;
No wonder, Mom, I found it best
To leave you just to get some 7!



From Sigmund Freud

Some Conscious (And Unconscious) Thoughts On Mother's Day

Oh, Mother dear, our love is true;
(What causes this obsession?)
Sweet sentiments I send to you;
(How come this deep depression?)
My heart for you is filled with joy;
(What hostile thoughts I think now!)
You are my girl; I am your boy.
(I'd better see my Shrink now!)



From Winston Churchill

TO MOTHER

This day of yours I shall defend
With all that's in my power;
No Iron Curtain shall descend
To mar your Finest Hour;
And if the British nation should
Last for a thousand years—
They'll know that if your day's not good,
I'll shed Blood, Sweat and Tears!

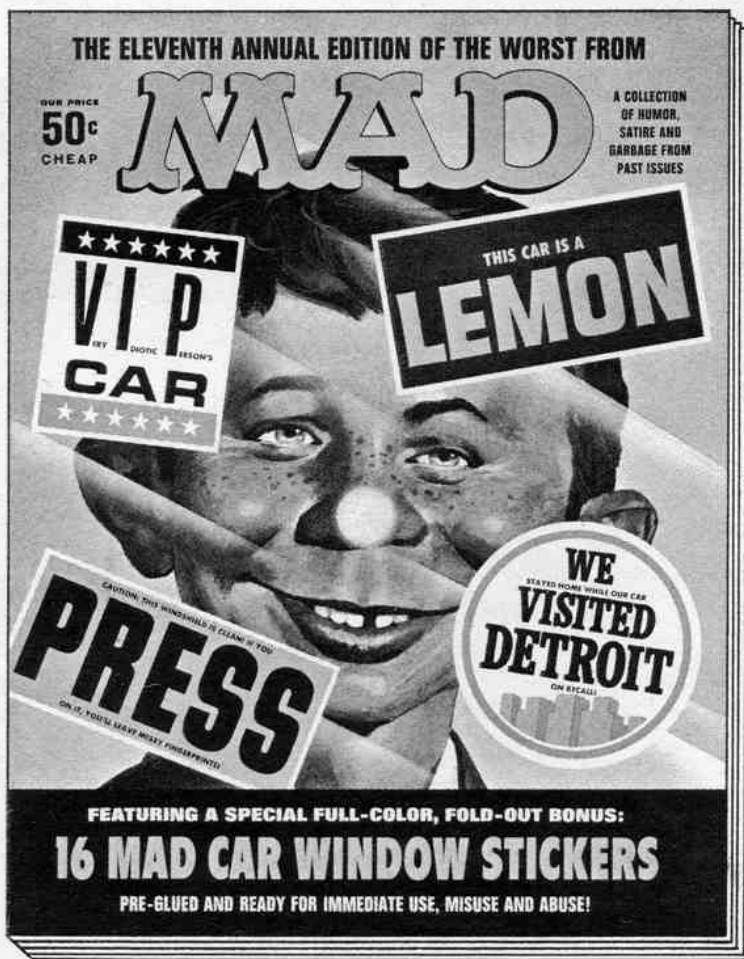
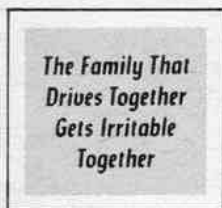


HERE'S YOUR CHANCE TO COMMIT HIGHWAY RIBBERY!

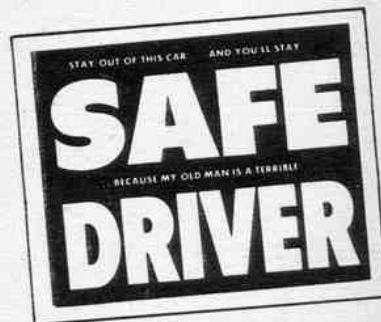
ALL YOU HAVE TO DO IS STICK 'EM UP! MAINLY, OUR IDIOTIC ...

MAD CAR-WINDOW STICKERS

YOU GET 16 OF THEM FREE
as the special full-color pre-glued cut-out bonus
IN OUR LATEST MAD ANNUAL



WHICH ALSO CONTAINS A COLLECTION OF ARTICLES,
AD SATIRES AND OTHER GARBAGE FROM PAST ISSUES



On Sale Now At Your Local Magazine Stand

(... and also at some of the more-far-away ones!)



THE LIGHTER SIDE OF

There's a parking space! Darn this seat belt and this shoulder harness! They're a pain!!

Stop complaining! They prevent accidents!

HEY, YOU, I HAD THAT PARKING SPACE FIRST! YOU SAW ME BACKING INTO IT!!

Tough luck, buddy!

OH, YEAH! I'M COMING OVER THERE AND BUST YOU ONE IN THE NOSE ... if ... if ... Grunt! ... if I can get these darn straps off me!

Oh, my gosh! Look at the size of him!

See!? I TOLD you seatbelts and a shoulder harness prevent accidents!

Look at that slow-poke, one-lung, putt-putt, little foreign job doing 30 in a 50-mile speed zone! He's holding me up!

So blow your horn twice—and pass him!

There! That's better! Now I can open 'er up!

HONK HONK

Better pull over! Somebody's trying to pass YOU!!

It's that slow-poke, one-lung, putt-putt little foreign job!!

No kidding!? You're only seventeen, and you own such an expensive car all by yourself?!

Yup! And let me tell you, pal, I worked plenty hard and plenty long for it!

WORKED for it!? That's astonishing! In this age of affluence, with parents spoiling their kids with more and more material things to make up for what they didn't have as kids, it's amazing to hear that a kid like you actually knuckled down and worked for something!

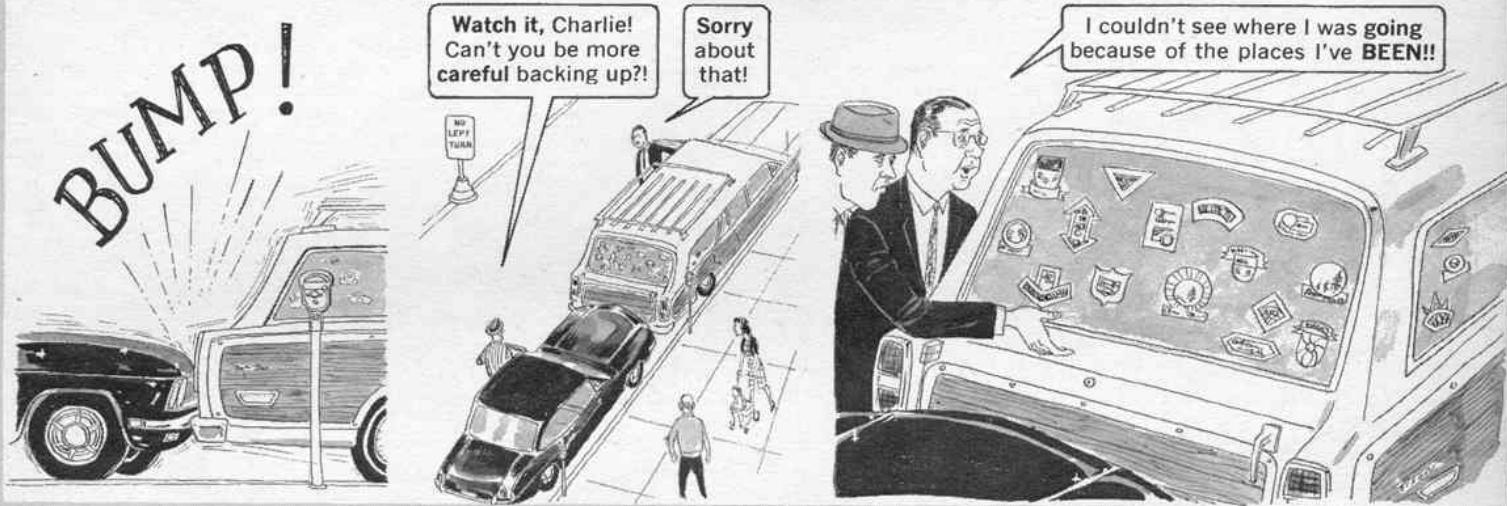
I sure did! For one whole year, I nagged, begged, hounded and badgered my parents—

—until they finally gave up and BOUGHT me this car! Le'me tell you, pal, that was HARD WORK!



DRIVING

WRITER & ARTIST: DAVID BERG



R-R-R-R-R-R!!

R-R-R-R-R-R!!

R-R-R!

Watch it, Milton!
You're weaving all
over the road like
a drunken driver!!

It's
not
MY
fault!

R-R-RR!!

HE'S
STEERING!!

All right, now, today we
are going to take up
parallel parking ...

When you come to a parking
space, pull up abreast of
the car ahead. Then back up
until your front wheels line
up with the rear wheels of—

There's really no
need to teach me
about parallel
parking ...

Oh, you
already
know
how to
do it?

No! But I'll be doing all
of my driving in the CITY,
and I'll never find any
parking spaces ANYWAY!!

BEEP
BEEP
BEEP

HEY! YOU'RE
HOLDING UP
TRAFFIC! MOVE,
DARN YOU!!

I'LL MOVE
WHEN I'M
GOOD AND
READY!!

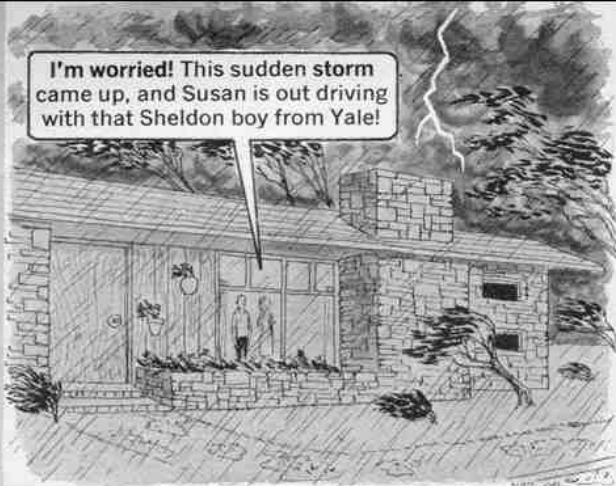
Why don't you tell him the truth?
That there's a long line of cars
ahead of you being held up by
the drawbridge, and you
couldn't move if you wanted to!!

Why should I!?
This way, I have
a feeling of POWER!!

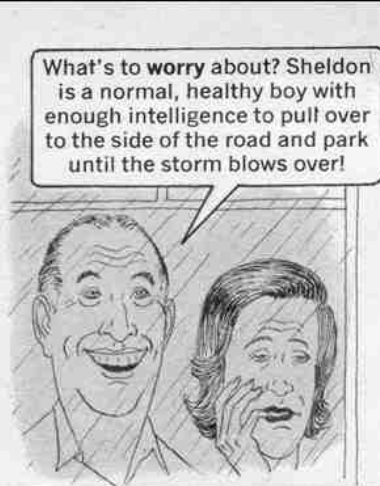
Isn't that festive! Every year, they really out-do themselves
during the holiday season, decorating the streets with blinking
red, yellow and green lights—and plastic snowflakes—and jolly
Santas—and wreaths! I tell you, it's absolutely gorgeous!

All right! I know it's beautiful!
But how long are you going to just
sit here and look at the lights?

Until I can figure out which
one of those gorgeous lights
is the TRAFFIC LIGHT!!



I'm worried! This sudden storm came up, and Susan is out driving with that Sheldon boy from Yale!



What's to worry about? Sheldon is a normal, healthy boy with enough intelligence to pull over to the side of the road and park until the storm blows over!



THAT's what I'm worried about!!



Mommy, I think that policeman is blowing his whistle at us! He wants us to stop!



Hey, lady! How many years have you been driving?

Er... fifteen, Officer!



Then you should be able to tell me... exactly what does it mean when the light turns yellow?

Of course I can tell you!



It means you should drive like hell... because the light is about to turn RED!



Oh, Sonny! I see you had headrests installed! That was very wise of you!



These things are supposed to prevent "whiplash"!

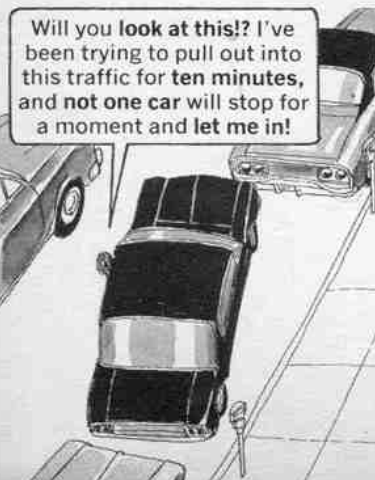
What's "whiplash" Mom?



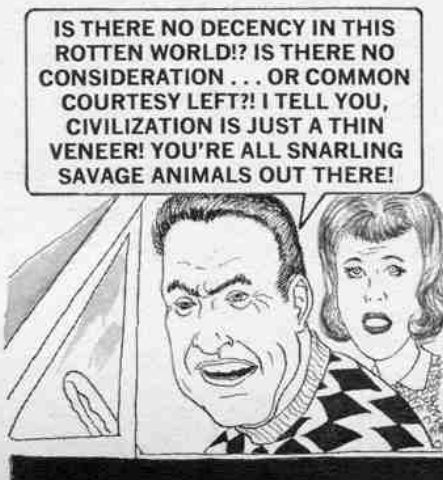
You don't know what "whiplash" is! So why did you have these headrests installed?



Because they look so SNAZZY!!



Will you look at this?! I've been trying to pull out into this traffic for ten minutes, and not one car will stop for a moment and let me in!



IS THERE NO DECENCY IN THIS ROTTEN WORLD?! IS THERE NO CONSIDERATION... OR COMMON COURTESY LEFT?! I TELL YOU, CIVILIZATION IS JUST A THIN VENEER! YOU'RE ALL SNARLING SAVAGE ANIMALS OUT THERE!



Look, darling—that man is stopping and waving you in! Isn't that nice?



WELL, THANKS A HEAP, BUSTER! IT'S ABOUT TIME!!

5-RING CIRCUS DEPT.

EVERY FOUR YEARS WE ARE TREATED TO TWO SPECTACULAR EXHIBITIONS: "OLYMPIC GAMES" AND "PRESIDENTIAL ELECTION POLITICS". BOTH CONSIST OF HIGHLY-COMPETITIVE CONTESTANTS ALL

MAD'S 1968 POLI

ARTIST: JACK RICKARD

THE 1500-METER ETHNIC EATING RELAY

OBJECT: To see which political contestant can impress the most minority groups by consuming the most ethnic delicacies.



AWARDS: Every pizza eaten in an Italian area qualifies for a gold medal; every blintz eaten in a Jewish area qualifies for a silver medal; every slice of watermelon eaten in a Negro area qualifies for a fractured skull.

THE 20-METER HOP, SHAK

OBJECT: To see who can hop from a candidate's hand to the next candidate's hand and shake the most hands a



NOTE: Excessive kissing lead to the contest ... at home! (See CANDIDATE EVE

THE PHONY RELUCTANT CANDIDATE MARATHON

OBJECT: To find the contestant who can best pretend in speeches why he is not interested in the nomination. Gold medals will be awarded for the best displays of humility, self-sacrifice, and the best "sudden-change-of-mind" act once the nomination is offered.



CURRENT RECORD-HOLDER: Most convincing statement to date is: "I am really not equipped to be the President of the United States!" This was delivered in 1967, to his wife, by Lyndon B. Johnson.



SCRAMBLING TO WIN OVER THEIR OPPONENTS. IN FACT, THESE EXHIBITIONS ARE SO MUCH ALIKE, WE'VE WONDERED WHAT IT WOULD BE LIKE IF THEY WERE COMBINED INTO ONE. AND SO, HERE IS

TICAL OLYMPICS

WRITER: LARRY SIEGEL

E AND KISS STEEPLECHASE

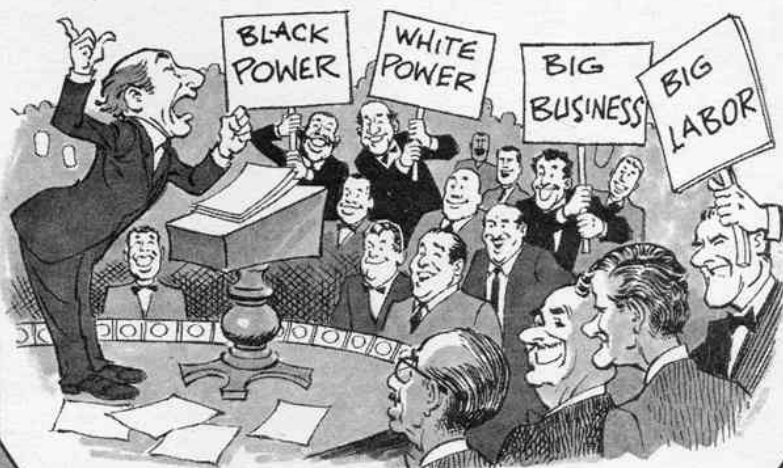
which contestant
the most times to
and kiss the most babies.



ng of babies over 18 can
ant's disqualification
"THE DIVORCED
S HANDICAP
NT")

THE CROSS-COUNTRY MUMBO-JUMBO SPEECH EVENT

OBJECT: To see which contestant can travel across the country and convince the most people that he is for Black Power, White Supremacy, Big Business and Labor—all in one speech.



NOTE: This competition may be delayed because the judges are still trying to decode a 1956 speech made by the current titleholder, Dwight D. Eisenhower.

THE
TWO-FACED
BACKTRACKING HANDICAP

RULES: This is a presidential campaign speech competition which is open to all defeated Presidential Primary Candidates.



OBJECT: To see which contestant can use the most colorful terms, like "great leader," "staunch anti-Communist," and "impeccably honest," when describing the same "inept, pinko crook" he ran against in the Primaries.



PHONY-ANSWERING SERVICE DEPT.

From time to time, students neglect the more important things in life in order to study for exams. MAD regrets this, especially since rushing out to buy MAD is one of the more important things in life you may neglect. So, to solve our problem, we've solved yours by compiling lists of impressive words which can

be combined to form even more impressive (but totally meaningless) "Instant Phrases." MAD Instant Phrases, when sprinkled liberally through any exam paper on any subject by any idiot, create a false impression of "Instant Intelligence" that insures a passing grade. The method is simple. Just pick any word from Column

MAD'S SIMPLIFIED A B C M Bulling Your Way T



WRITER:

SOCIAL SCIENCES INSTANT PHRASEMAKER			ALL-PURPOSE EXAM STATEMENTS
(A)	(B)	(C)	
1. Underlying	1. Ethnic	1. Paternalism	1. Virtually any significant event in this area of discussion can, of course, be traced to the (A) (B) (C) of the common people.
2. Ingrained	2. Feudal	2. Heritage	2. In considering this question, let us remember the (A) (B) (C) of the times, without which a more (A) (B) (C) would have prevailed.
3. Motivated	3. Sociological	3. Awareness	3. Modern methods of analysis enable us to eliminate all potential causes of the situation that evolved except, obviously (A) (B) (C) and (A) (B) (C).
4. Decentralized	4. Monolithic	4. Partisanship	4. Let us not mince words. The (A) (B) (C) constituted the only single factor of importance, as every true scholar well knows.
5. Repetitious	5. Aggressive	5. Acquiescence	

ECONOMICS INSTANT PHRASEMAKER			ALL-PURPOSE EXAM STATEMENTS
(A)	(B)	(C)	
1. Cyclical	1. Inflationary	1. Outflow	1. Most assuredly, the key point emphasized in this course has been the (A) (B) (C), since it enables our system to keep evolving.
2. Proven	2. Marketing	2. Upswing	2. This question is extremely thought-provoking, due to the (A) (B) (C), which indirectly influences monetary procedures.
3. Regressive	3. Systematic	3. Spiral	3. Without an updated (A) (B) (C) and also (A) (B) (C), a society must remain agrarian, as this course of study has made clear.
4. Transitional	4. Fluctuating	4. Surplus	4. In short, there is no adequate substitute for the (A) (B) (C), nor can there ever be.
5. Fiscal	5. Depletion	5. Capacity	

(A) of the supplied lists of academic jargon; add any other word from Column (B); then hook on your choice from Column (C), and you've got it: one of the one hundred and twenty five Instant Phrase combinations available for each subject. Naturally, you don't know what anything as awe-inspiring as "pragmatic remedial

enumeration" means, but neither does the Instructor. Only he doesn't know you don't know. And just to make sure things stay that way, we've supplied a few all-purpose sentences in to which your mystifying terminology can be neatly dropped with such apparent logic that no one will ever dare accuse you of using . . .

ETHOD OF... hrough Final Exams

TOM KOCH



PHYSICAL SCIENCES INSTANT PHRASEMAKER			ALL-PURPOSE EXAM STATEMENTS
(A)	(B)	(C)	
1. Polarized	1. Kinetic	1. Reaction	1. Without reducing the answer to this question to mere mathematical formulae, let us remember that we are dealing chiefly with what is considered a major <u>(A)</u> <u>(B)</u> <u>(C)</u> .
2. Parallel	2. Molecular	2. Induction	2. As the instructor and other learned scientists well know, the <u>(A)</u> <u>(B)</u> <u>(C)</u> remains constant, more or less.
3. Equated	3. Geometric	3. Structure	3. First, let it be said that much would vary if it were not for the <u>(A)</u> <u>(B)</u> <u>(C)</u> as well as the <u>(A)</u> <u>(B)</u> <u>(C)</u> .
4. Quantitative	4. Space-time	4. Conversion	4. In the long view, the <u>(A)</u> <u>(B)</u> <u>(C)</u> must be deemed as nebulous as the <u>(A)</u> <u>(B)</u> <u>(C)</u> , and possibly even more so.
5. Accelerated	5. Elliptical	5. Theorem	

LITERATURE INSTANT PHRASEMAKER			ALL-PURPOSE EXAM STATEMENTS
(A)	(B)	(C)	
1. Symbolic	1. Allegorical	1. Development	1. No long, involved response to this question is deemed necessary. The author's <u>(A)</u> <u>(B)</u> <u>(C)</u> speaks for itself.
2. Subliminal	2. Probing	2. Evolution	2. A second, and even third, reading of this work is recommended to point up its reliance on the classic device of <u>(A)</u> <u>(B)</u> <u>(C)</u> .
3. Structurally	3. Neo-Classical	3. Characterization	3. Though to a lesser extent, this book employs the same techniques as others that come to mind, especially in its <u>(A)</u> <u>(B)</u> <u>(C)</u> and of course its <u>(A)</u> <u>(B)</u> <u>(C)</u> .
4. Overdrawn	4. Pseudo-Stylized	4. Flashback	4. As a sensitive admirer of true literature, I find this effort unworthy of analysis, due to its <u>(A)</u> <u>(B)</u> <u>(C)</u> .
5. Lucid	5. Understated	5. Context	

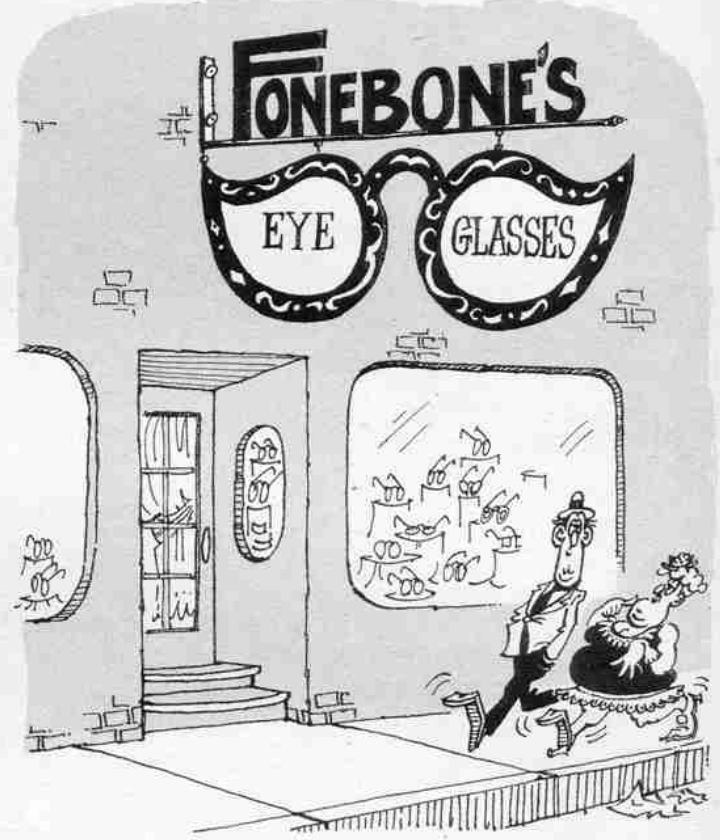
THE ARTS INSTANT PHRASEMAKER			ALL-PURPOSE EXAM STATEMENTS
(A)	(B)	(C)	<p>1. <u>(A)</u> <u>(B)</u> <u>(C)</u> has been tried before, and in this particular example, we see an obvious effort to try it again.</p> <p>2. The only honest reaction to this work must be an awareness of its <u>(A)</u> <u>(B)</u> <u>(C)</u>. Further comment can only result in overstatement.</p> <p>3. I find myself so completely engulfed by the <u>(A)</u> <u>(B)</u> <u>(C)</u> of this classic example that any analysis would be chiefly emotional.</p> <p>4. Combining the qualities of the <u>(A)</u> <u>(B)</u> <u>(C)</u> and the <u>(A)</u> <u>(B)</u> <u>(C)</u> is thought to be unworkable. Hence, the conclusion is inescapable.</p>
1. Experimental	1. Super-Imposed	1. Counterpoint	
2. Imitative	2. Surrealistic	2. Aura	
3. Perceptive	3. Traditional	3. Framework	
4. Ineffectually	4. Vibrating	4. Objectivity	
5. Uninspired	5. Post-Victorian	5. Primitivism	

Unfortunately, many students who can't pass finals without resorting to bulling are also too dumb to memorize all the Instant Phrases they need to snow their way through a whole series of exams covering a variety of subjects. For these complete idiots, a selection of Generalized Instant Phrases has been drawn up for creating total ambiguity about anything. Admittedly, falling back on this list is the final act of desperation by the bull artist. But it should result in at least a C plus, which is better than can be expected from handing in a blank sheet of paper. So when in doubt, you can always try...

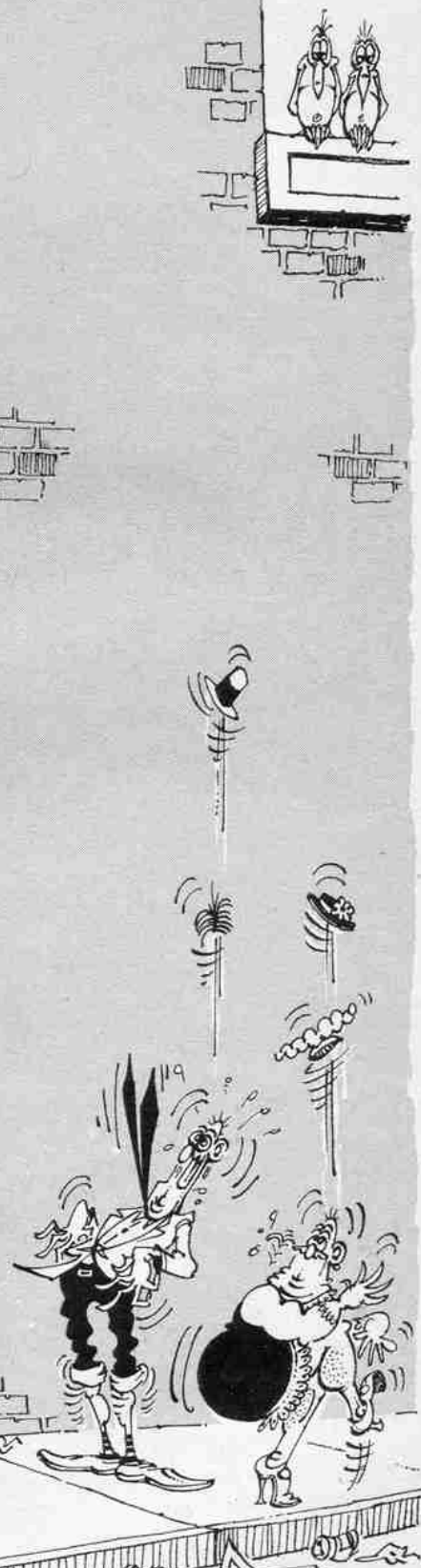
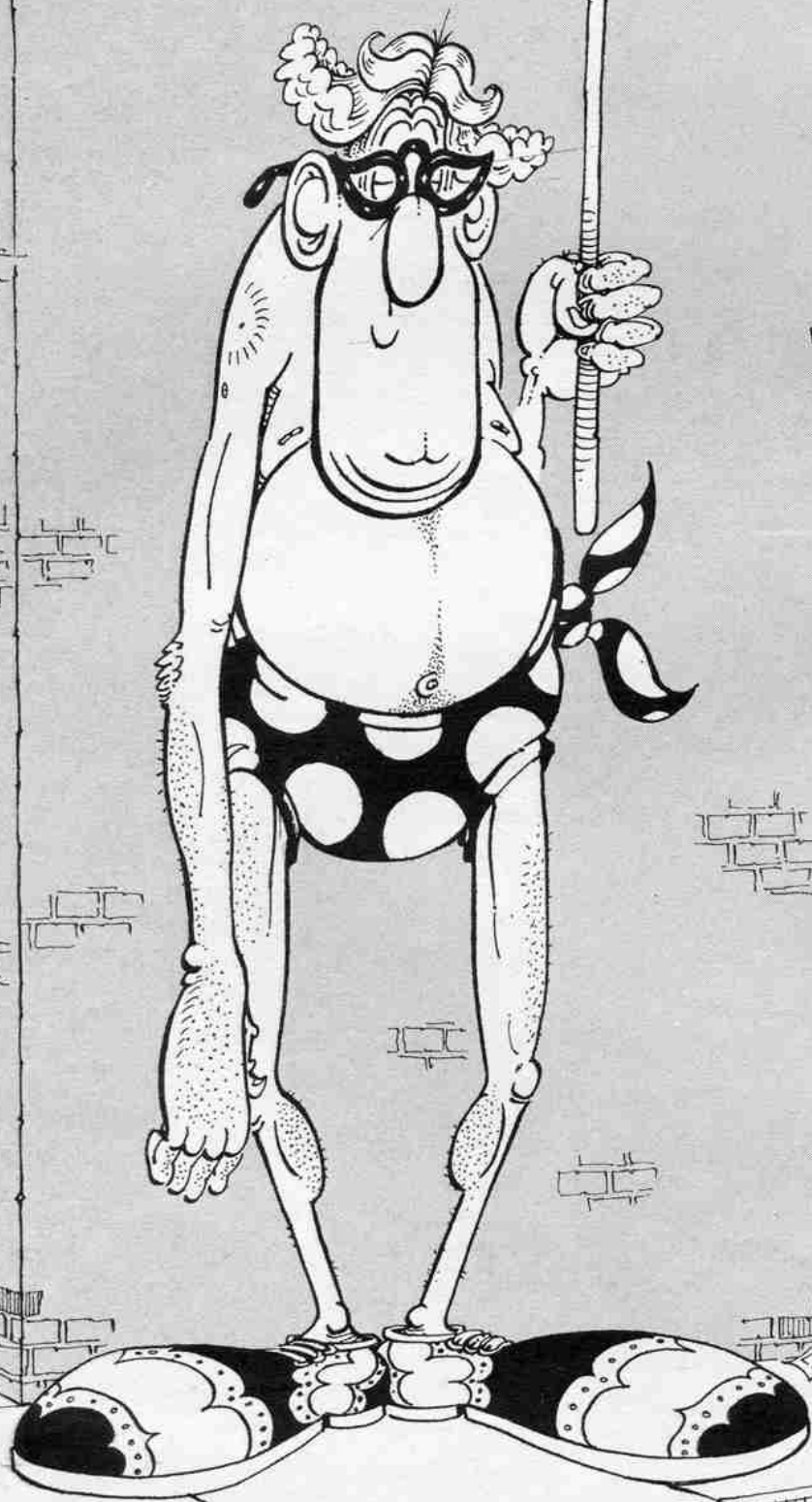
GENERALIZED BULLING INSTANT PHRASEMAKER			ALL-PURPOSE EXAM STATEMENTS
(A)	(B)	(C)	<p>1. For those of us living in the last half of the twentieth century, the <u>(A)</u> <u>(B)</u> <u>(C)</u> of this matter calls for complete re-evaluation.</p> <p>2. Add <u>(A)</u> <u>(B)</u> <u>(C)</u> to <u>(A)</u> <u>(B)</u> <u>(C)</u>, and what, in all honesty, remains open for us for discussion purposes?</p> <p>3. In a broad sense, the <u>(A)</u> <u>(B)</u> <u>(C)</u> of this question is obvious. But narrowed to specifics, the same is equally true.</p> <p>4. Perhaps no other set of circumstances could have produced the <u>(A)</u> <u>(B)</u> <u>(C)</u> that only the most perceptive student now pauses to consider.</p>
1. Predictable	1. Recurring	1. Causality	
2. Hybrid	2. Functional	2. Imbalance	
3. Formative	3. Implanted	3. Mobility	
4. Marginal	4. Unassimilated	4. Incrementation	
5. Eclectic	5. Fluctuating	5. Determinism	



WHILE STROLLING THROUGH THE CITY



FONEBONE



a. martin

A MAD PUBLIC SERVICE

In recent months, hundreds, perhaps thousands of youngsters have been running away from home to join the Hippies in such places as the East Village in New York and the Haight-Ashbury district in San Francisco. Since MAD is so popular with young people, we are often asked to print messages from distraught adults to runaway kids. Of all the letters we have received, the following perhaps most typifies the terrible anguish that runaway youngsters leave behind them at home. Therefore, we are printing this letter without any editorial comment in the sincere hope that it will influence the thinking of both parents and children who may come face to face with this same problem in the very near future.



Michael (Skip) Karpus
Age: 16
Brown Eyes, Brown Hair
5 Ft.-10 in.; 140 lbs.
1370 Duane Street
Kansas City, Missouri
Missing since May, 1968

Michael:

Please come home. What possible reason could you have for doing what you did? I realize that perhaps we don't see eye-to-eye on things, and maybe I don't understand you as well as I should--but is that any reason to run away? Do you know how terrible I feel--how much I want to see you again and talk to you and straighten things out? I admit that things weren't exactly perfect here. But even if I haven't succeeded completely, didn't I at least try to make a decent home for you? If you read this, please call collect. I am going out of my mind with worry.

Desperately,

Your maid, Anna

P.S. If I don't hear from you in a few more weeks, you will leave me no choice but to tell your mother and father.

WAY OFF-BROADWAY DEPT.

Millions of people would like to make Show Business their career. Unfortunately, most of them don't have enough talent. Then again, many of them have no talent at all. Naturally, the ones with no talent at all go right to the top in Show Business. But what about those people with just a minimum of talent? Well, there's a place for them too . . . not exactly IN Show Business, but performing for the public in . . .

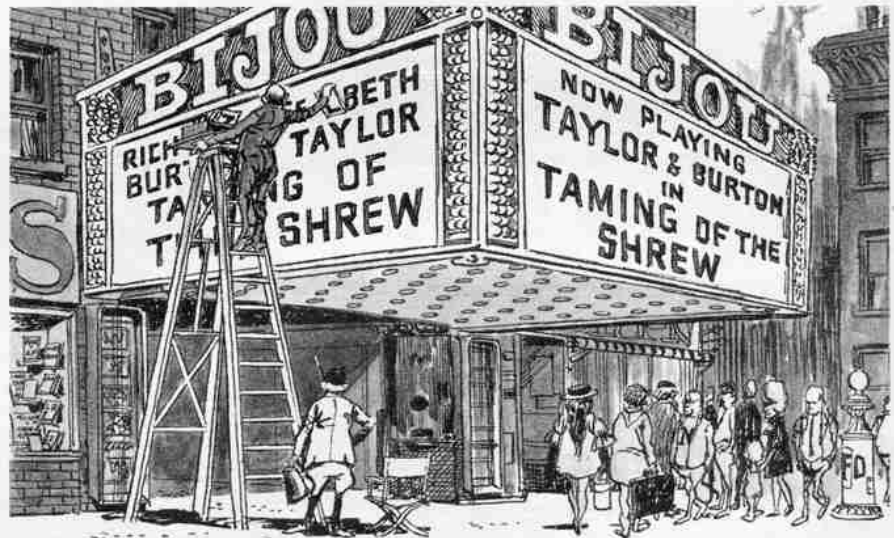
JOBS



ON THE FRINGE OF

Get the picture? Okay . . . here's a job for someone who wants to work with the big names in Show Biz . . .

That looks pretty good . . . but now let's try it with Liz over on the right and Dick on the left!



ARTIST: GEORGE WOODBRIDGE

Or if you've always wanted to appear on TV . . .

Good morning, up there in 2-R!
Let me first ask how you are!
So far, there's no mail for you!
Is there something I can do?

Can I walk your poodle, Maxie?
Can I hail for you a taxi?
Please don't hesitate to call
The doorman down here in the hall!



Or sing in the "Chorus" . . .

Neuman's Trucking really stinks!
The bosses are a bunch of finks!
Where's our lousy five-buck hike?
Till we get it . . . Fight! Fight! Fight!



All right, Miss Phillips, let's do another take. And this time, try not to show so much sympathy. Remember, you are aware of their pain and sorrow, and you feel for them . . . but you cannot allow yourself to get too involved.

I understand.

Okay, everybody! Let's have quiet in the studio! Roll the tapes! This is Take 17—

I'm sorry . . . but the number you have reached is not a working number. Please be sure to check the number carefully, and dial it again . . .



SHOW BUSINESS

And if you've always dreamed of finally arriving on "Broadway," here's the perfect job for you . . .

It's been a long, hard haul . . . but this is it, Ladies and Gentlemen . . . Broadway! Street of a million lights and a broken heart for every one!



WRITER: DICK DE BARTOLO

Change here for the B.M.T., the I.R.T. and the shuttle to Grand Central! All aboard! Watch the doors . . .



Maybe you've always dreamed of singing for the public. If so, here's the job for you . . .

Mrs. Irving Green, of Atlantic Avenue, Here's a telegram that I want to sing to you: Your nephew Joe is very sick—So kindly telephone him quick—Mrs. Irving Green . . . Of At-lan-tic Av-vennn-uuuuuee!



Maybe you feel you have the voice for broadcasting the latest news . . .

Ladies and gentlemen, we interrupt our program of soft music to bring you this special bulletin! Mr. Russ Young has just passed on!



Yes, folks! Mr. Russ Young, our fabulous Store Manager, has just passed on some wonderful discounts to you lucky customers! For the next ten minutes, in the Men's Shop, it's a full 5% off the regular low, low price of \$14.98 for drip-dry tuxedos!



And if you've always dreamed of being funny—of being the clown . . .

If you want honesty, I'm your man! If you want sincerity, I'm your man! If you want someone who knows what graft and corruption is all about, I'm your man . . .





ECCCH-TRANEOUS MATTER DEPT.

Every once in a while, MAD buys an article from a writer, puts it into the works, and then decides not to publish it for a variety of reasons . . . like f'rinstance it started off great, but ended up dull after a while . . . or the premise was valid, but the satirical point

SOME MAD You Never

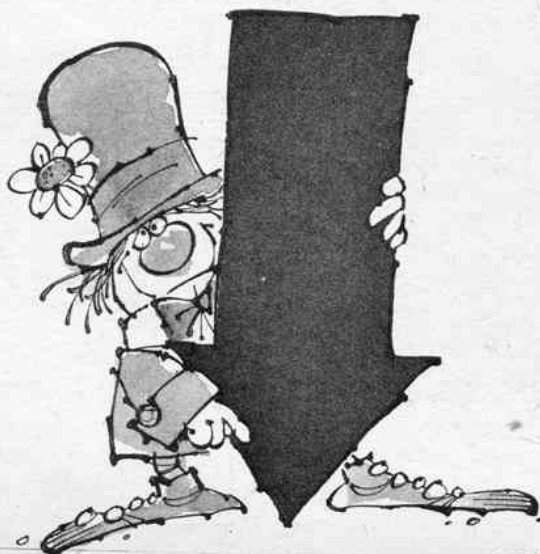
THE VERSE IS YET TO COME DEPT.

The trouble with Greeting Cards today is that they're either full of mushy sentimental rhymes that nobody believes, or they're just plain gags that nobody takes seriously. What's needed, MAD feels, are cards that express how we *really* feel about the person we're sending greetings to. In other words, we need some

HONEST GREETING CARDS

HAPPY BIRTHDAY

I could have picked a birthday card
With lines that ooze and gush—
A card to fill your heart anew
With love, delight and mush.
But sentiments in poetry
On you, my friend, are lost!
The only thing you'll want to see
Is what the darn thing costs!



Just To Say "Hello"



My sending you a card this way
May seem to have no reason;
It's not to honor any day
Or celebrate a season;
The only motive that I've got
Is fear, because I lack
The strength to not send any cards
And therefore get none back.

of departure fell apart . . . or the Editor was stoned when he accepted it, and he regretted it the minute he sobered up. In any case, over the years, we've collected quite a few of these Unpublished Articles, and now we're getting rid of them by presenting this quick look at . . .



ARTICLES Got To See

WRITER:
FRANK JACOBS

CAPITAL PUNISHMENT DEPT.

The newspapers tell us that many criminals and syndicate members are passing their knowledge from father to son. But what about the future law-breakers who are *not* so lucky as to have gangster or a racketeer or a hired killer for a father? It is for these deprived hoodlums of tomorrow that we

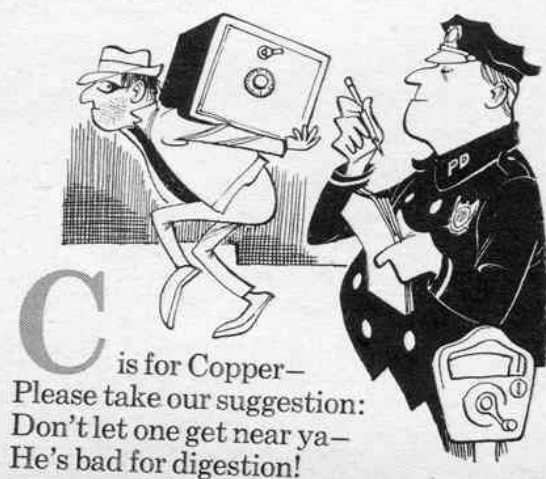
The Mad Crime Alphabet Book



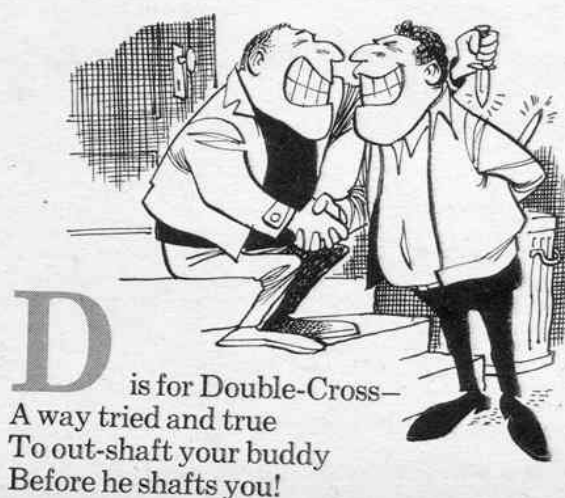
A is for Arson—
For mugs who like fire;
It helps if you're born
With a burning desire!



B is for Blackjack—
A real problem-solver—
For soft-hearted thugs
Who won't use a revolver!



C is for Copper—
Please take our suggestion:
Don't let one get near ya—
He's bad for digestion!



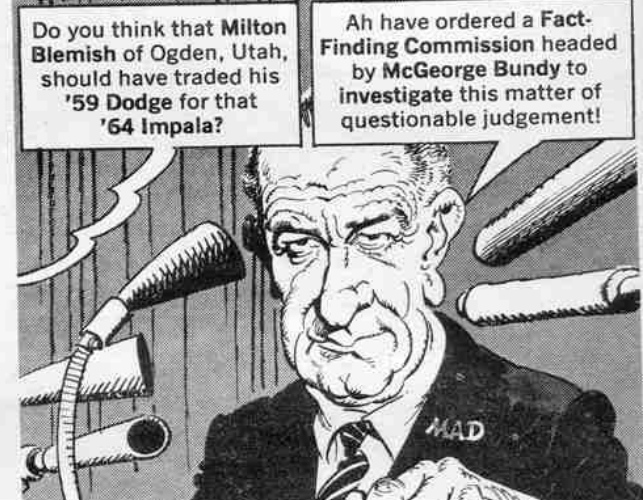
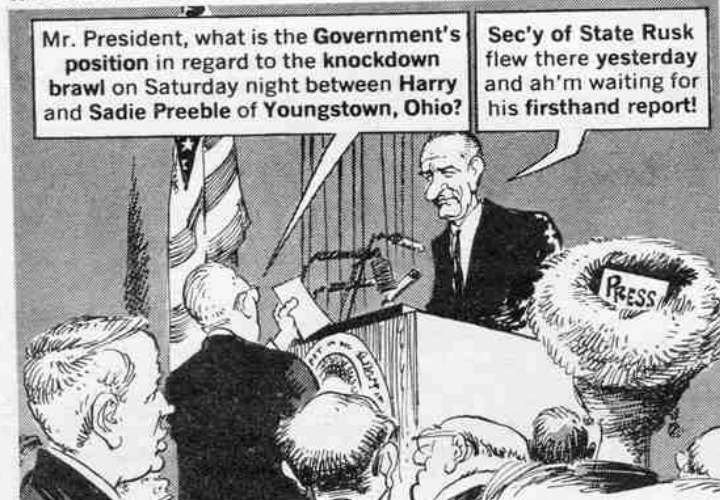
D is for Double-Cross—
A way tried and true
To out-shaft your buddy
Before he shafts you!

CAPITOL PUNISHMENT DEPT.

A lot of people are concerned with the fact that the Federal Government is taking over more and more functions that were once reserved to the States, or to Private Industry, or to the Individual Citizen. In fact,

IF THE U.S. GOV'T.

IN FAMILY LIFE...



LITERARY TEASE DEPT.

Most of the new books that come out are written up in newspapers and magazines by "Book Reviewers". However, there are several very important books which come out each year that are never reviewed—despite the fact that they are extremely popular. To remedy this situation, MAD now presents several much-needed

BOOK REVIEWS FOR BOOKS THAT DON'T ORDINARILY GET BOOK REVIEWS

Lack Of Plot Weakens New Phone Directory

"Disappointing" is the only word to describe the new Metropolitan Telephone Directory, which came out today.

After reading just a few dozen of its 1800-odd pages, one is almost sure to tire of the book's cut and dried style. True, the authors have populated the work with a variety of fascinating characters, but they never succeed in developing a plot to hold the reader's interest.

In the opening pages, one is immediately captivated by such interesting characters as Anna Aab, Albert Aach, Arnold Aaron and AA Office Equipment Rental Service. But just as soon as the book introduces one engrossing character, it moves on to the next and one never gets the feeling of having actually known any of them very well.

It is doubtful that hardly anyone will be reading it a year from now.

Spiral Notebook Lauded For "Inspired" Contents

Only once in every generation does a book come into our lives that is so necessary, so utile, and so rewarding that we know immediately it is a classic.

Such a book is the National Printing Company's latest No. 33-508 Spiral Notebook.

From the moment the reader turns the handsome beige cardboard cover to the first horizontal-blue-and-vertical-red-ruled page, he becomes a willing captive to the delights of this inspired and attractive volume.

True, the circular metal spiral may remind one of National's No. 33-497 square-ruled best-seller which came out in 1966, but the similarity ends there.

I can safely predict that those of you who buy this book will not want to put it down, and that you can be sure of picking it up in the months ahead, and enjoying it again and again.



some people feel that the U.S. Government is well on its way to handling everything in our daily lives. Which could be dangerous as well as somewhat idiotic. To show you what we mean, here is what life would be like

RAN EVERYTHING

IN SPORTS...

How does the Government feel about **Eddie Finster's** unsuccessful attempt to make out with **Cynthia Gribbish** in a **Fort Wayne, Texas** drive-in?

With a heavy heart, Ah have ordered **Fort Wayne** declared a "Disaster Area"!

My base-runner was **safe** by a mile! The Umpire **blew** the call!

That's a lot of **bunk!** He was out!

The Supreme Court has heard the evidence and hereby rules by a vote of 5 to 4 that the Umpire **blew** the call and the runner was **safe!** However, the Court also rules by a vote of 7 to 2 that the Manager be **thrown out of Baseball** for ordering such a **bonehead** play as having his base-runner steal third with none out in the ninth and his team losing by only one run!

McQuinn
Decker

COLLECTORS' ITEM DEPT.

Today, millions of Americans are spending millions of dollars on hobbies. But the old, tried-and-true hobbies like stamp collecting and tropical fish are no longer popular. Today, the avid hobbyist tries to get himself a hobby that is distinctive and different. Recently, MAD took a survey of the great hobbyists of the U.S., and we bring you the results in this article, a veritable—

WHO'S WHO IN U.S. HOBBYDOM

STATE CAPITOL BUILDING EXPECTORATION CHAMP



Walter Wombat of Spokane, Wash. has a most unusual hobby. Wombat holds the distinction of being the only man to spit from the top of all 50 State Capitol Buildings. He will soon embark upon a 6-week tour, sponsored by the State Department, in which he will spit from the tops of all the Capitol Buildings of Europe. "It's a hobby that keeps me on the move," states Wombat, "especially when it's windy!"

COLLECTOR OF CELEBRITY FINGERNAIL CLIPPINGS

TOP COLLECTOR OF NON-FILTER CIGARETTE BUTTS



The world's largest collection of non-filter-tip cigarette butts has been amassed by Lance Goldfarb, a N.Y.C. street-cleaner. Lance, incidentally, got his job thru his hobby. He figures he has acquired more than 2 million non-filter-tip cigarette butts in the seven years he has been picking them up. He has many from cigarettes smoked by celebrities, including one from Durward Kirby and two from Hugh Downs.

CHAMPION MINIATURE BASEBALL STADIUM BUILDER

I REMEMBER MAU-MAU DEPT.

Let's face it—Africa is changing! Every year, it loses more of its traditional flavor and becomes more Westernized. Many people are concerned with how these changes will affect the "African Way of Life." MAD, however, isn't concerned about that at all! MAD is concerned about how these changes will affect the "African Movies" that are made by Hollywood! To illustrate the point, let us see

THE TYPICAL AFRICAN MOVIE

Before and After Westernization

Before Westernization:

Rumongo, God of Sickness, is angry! You must appease him! You must sacrifice three baboons, one goat and your wife to remove evil curse! Then, at time of next big moon, I do Fire Dance . . . and you get well!



After Westernization:

You've got the "bug," that's all! It's been going around! Keep off your feet for a couple of days, take two aspirins every four hours and drink plenty of liquids! If it doesn't get any better by Friday, we'll call in a "Specialist"—a regular M.D.!



Before Westernization:

Listen! The natives are restless!

BOOM-LAY BOOM! BOOM-LAY BOOM! BOOM-BOOM!

After Westernization:

Listen! The restless are native!

BOOM-LAY BOOM! BOOM-LAY BOOM! BOOM-BABY!

CARTOONS OF GLORY DEPT.

Walk into almost any classroom, and you'll find kids sneaking looks at comic books instead of reading their text books! By now, it should be apparent to educators that comics hold the attention of kids more than long-winded, dry writing. So why not put the cartoonists to work in the classrooms, and use . . .

COMICS

AS AN AID TO

EDUCATION

DICK TRACY for English



PEANUTS for Physics

GO AX THE OL' CABLE DEPT.

THERE WILL BE A
BRIEF DELAY.
PLEASE STAND BY

To the left is a message that all of us have seen on our TV screens. It's called a "Stand-By Card", and it's brought out whenever there's an interruption in transmission. But what about interruptions in other countries? What kinds of messages are shown when there's a delay in transmission overseas? Please stand by as MAD presents

TV STAND-BY CARDS AROUND THE WORLD

IN WESTERN GERMANY:

Please excuse der delay in der
program. All vill be peachy und
rosy if you vill merely...

**SIT SCHTILL
UND WAIT!!**

IN ENGLAND:

You are probably aware that for
the past five minutes, there has
been an absence of audio and
visual signal. On the other hand,
considering the calibre of our
BBC programming, it is quite
possible that you may have
detected no change at all.

IN JAPAN:

SO SORRY FOR TEMPORARY ROSS
OF PICTURE AND SOUND. IS NOT
FAULT OF HONORABLE NIPPON TV
TECHNICIANS. IS FAULT OF USING
CHEAP, IMITATION AMERICAN-MADE
TEREVISION EQUIPMENT!

IN FRANCE:

Mon ami, we kiss your cheek and
weep ze tears of sorrow because ze
program is stopped in ze middle!
But do not lose heart! Ze picture,
she will return just as soon as
we find a program more to ze
liking of President De Gaulle!

Courses

PARDON ME, MADAM!
HAVE YOU SEEN THE
DESPICABLE AND
UNGRAMMATICAL
ARCH-CRIMINAL
NAMED LOWBROW?

I SEEN A MAN
BACK THERE BUT
I DIDN'T WISH TO
ACTUALLY TALK
WITH HIM!

EGAD! THERE IS
BUT ONE PERSON
WHO CAN FORMULATE
A SENTENCE SO
HIDEOUSLY...

...AND THAT IS
**YOU--
LOWBROW!**

HOWDJA
KNOW
IT WAS
**ME,
COPPER?**

FIRST, YOU USED "SEEN"
INSTEAD OF THE CORRECT
PAST TENSE, "SAW"!
THEN YOU USED (GASP)
A SPLIT INFINITIVE!
YOU'RE GOING TO BURN
LOWBROW FOR **FIRST
DEGREE MURDER
OF THE ENGLISH
LANGUAGE!**

Courses

$$W_5 = \Phi - n 2a (\phi 3) \quad \{ w = \frac{1}{2} \sqrt{eE - es}$$

$$\frac{2\pi^2 me^4}{5} = 3.1 \quad \left\{ W_{T_2} - \frac{2\pi^2 me^4}{25} \right.$$



THE LIGHTER SIDE OF



GREEN FOR THE BLUE AND THE GRAY DEPT.

Do you know that even though there is a war in Vietnam, and fighting in the Middle East, there is a large group of people who couldn't care less. These characters are only interested in a war that was fought over 100 years ago! We're talking, of course, about the "Civil War Buffs"—those idiots who think that the last great battle of the world took place at Gettysburg in 1863. Recently we saw a brochure offering items of interest to these fanatics. So let's take a look at what's available in

THE CIVIL WAR BUFFS' SHOPPING GUIDE

An Exciting Audio Memoir



"Call To Battle"—a new Audio Memoir album, features John Wayne reciting the names and serial numbers of the Union 3rd Corps on 3 12-inch LPs. More than 11,500 names from Ahab, Horace to Zuch, Myron. Mr. Wayne is accompanied by William Steinberg and the Pittsburgh Symphony, with the Robert Shaw Chorale.
Mono: \$6.98 Stereo: \$17.98

Realistic Civil War Game



Everyone will enjoy playing "Slaughter," the new realistic game that recreates the entire Civil War for the enthusiast and his friends. Handsomely boxed in a railway freight car, each set contains enough arms for a four-year war. Real uniforms, rifles, cannon, mortars and cavalry horses, plus Official Rules and a pair of dice.
\$250,000.00

Gettysburg Jigsaw Puzzle



This fantastic new jigsaw puzzle is a detailed, full-color, life-size replica of the famed Battle of Gettysburg site, with more than 24 million interlocking pieces. Manufactured by Blue and Gray Enterprises, it is an item that every Civil War buff should own, providing he has time on his hands and a flat surface of 2,543 acres.
\$15,000.00

A Hair From Grant's Beard

Framed 14 K Uniform Button

A Real Civil War Veteran

DEATH



WINDSHIELD VIPERS DEPT.

In most States, a car must have an inspection sticker on its windshield before it is allowed on the road. These stickers show that the car has been inspected for such inconsequential items as effective brakes and working headlights. However, MAD feels that there are a lot more important items in cars these days, and that these should be inspected too. To show you what we're driving at, here are some

MAD AUTOMOBILE INSPECTION STICKERS

1968 GC-48513937

GLOVE COMPARTMENT INSPECTION

The glove compartment of this vehicle has been inspected for the following required contents:

- ☐ MINIMUM OF SIX MISFOLDED ROAD MAPS
- ☒ NO ROAD MAP OF OWNER'S STATE AMONG ABOVE
- ☒ 1 KEY TO GLOVE COMPARTMENT DOOR LOCK
- ☒ 1 COIN DISPENSER FOR TOLLS, WITH NO COINS
- ☒ 1 STAINED, TORN AUTOMOBILE REGISTRATION
- ☒ 17 MATCHBOOKS WITH NO MATCHES
- ☒ 1 STALE OR MELTED CANDY BAR
- ☒ 1 KLEENEX DISPENSER WITH NO TISSUES
- ☒ 1 DIRTY RAG
- ☒ 3 CAR WASH CLUB CARDS WITH ONE PUNCH
- ☒ A MINIMUM OF 25 TIGERINOS, SUNNY DOLLARS, SAFETY SIGNS, AMERICANA BILLS, PLAYING CARDS AND OTHER GASOLINE COMPANY GIVE-AWAY GIMMICKS
- ☒ NO GLOVES

VIOLATIONS: 1 ROAD MAP FOUND
PROPERLY FOLDED! OWNER ON
PROBATION UNTIL 12/31/68 Inspector

1968 DL-554830712-J

DASHBOARD LITTER INSPECTION

The dashboard of this vehicle has been inspected for required litter by a duly licensed State Dashboard Litter Inspector, and has been found to contain the following:

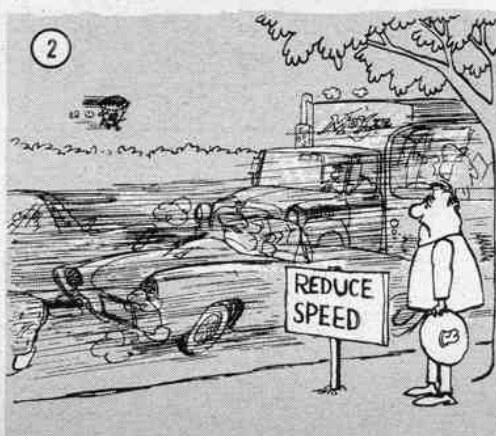
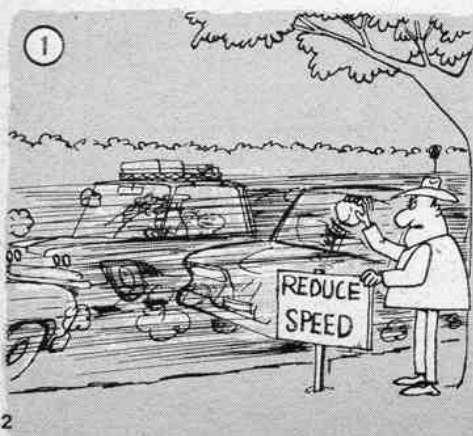
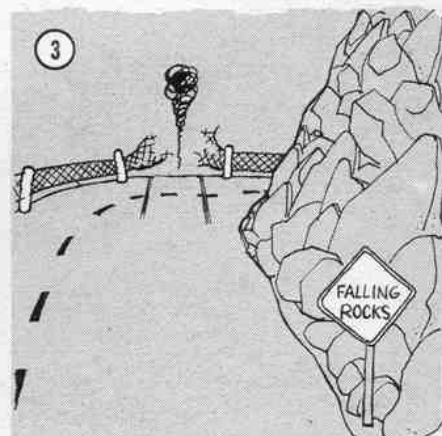
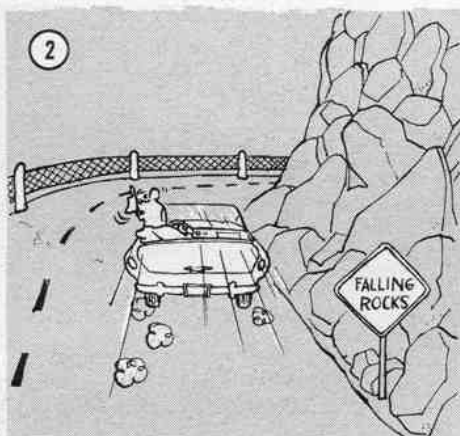
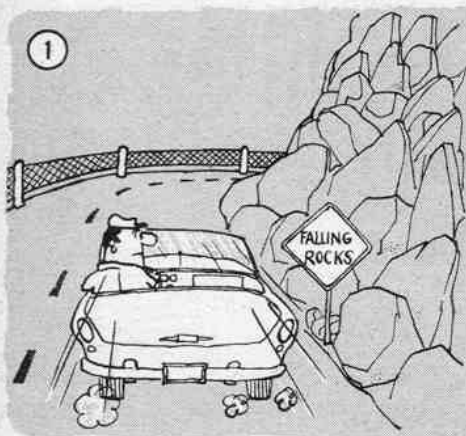
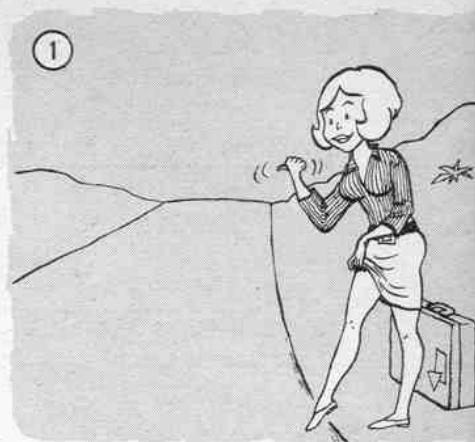
1. DANGLING ORNAMENTS:
One pair squashed baby shoes
One shrunken head (poor imitation)
POINTS AWARDED .4
2. STANDING FIGURES:
One bust of Alfred E. Neuman (damaged)
POINTS AWARDED .0
3. CONTAINERS:
One ash tray from 1960 Nixon-For-President Campaign Headquarters
POINTS AWARDED .5
4. BANNERS and/or PENNANTS
Fourth Prize Ribbon from 1957 Butte, Montana, Culinary Arts Exposition
POINTS AWARDED .2

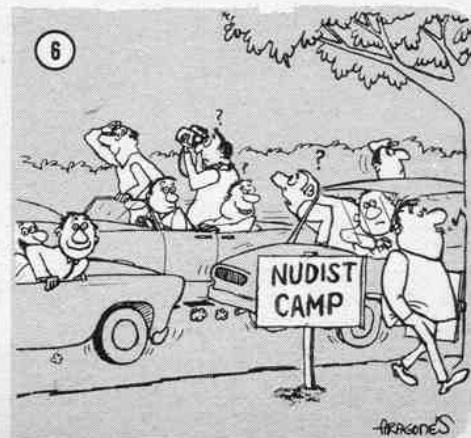
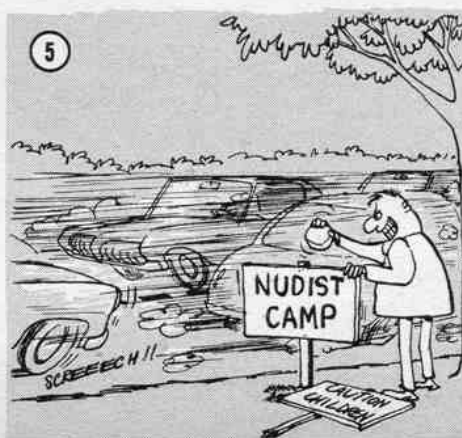
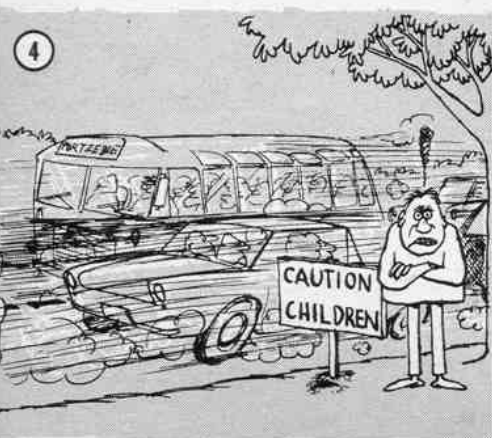
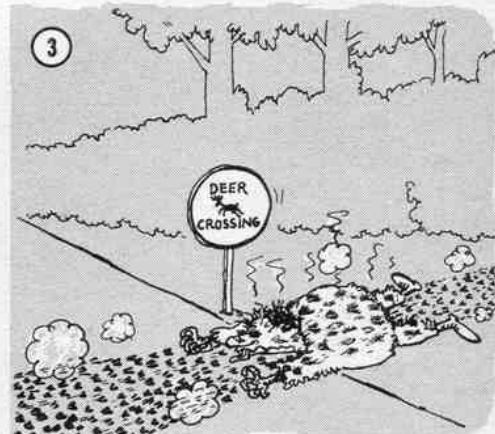
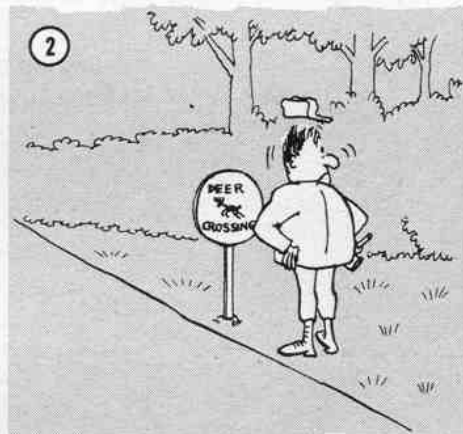
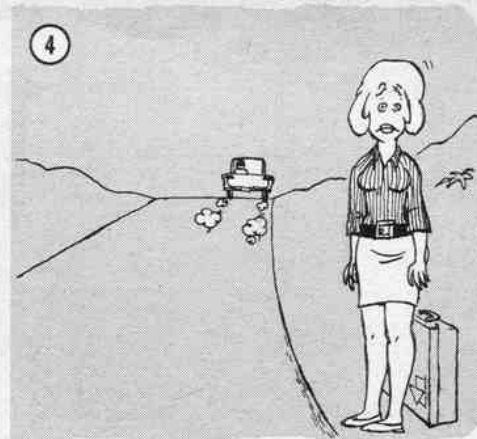
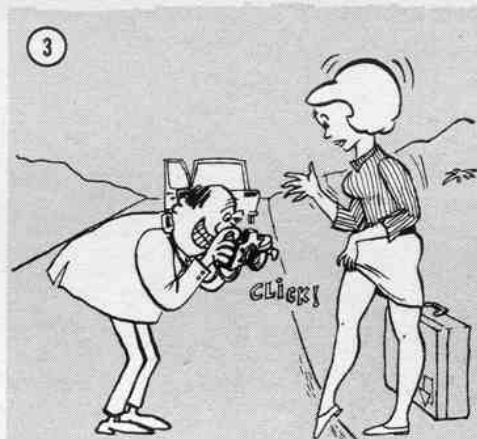
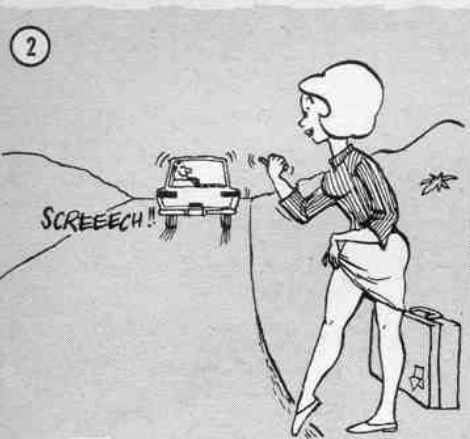
TOTAL POINTS REQUIRED: 9 TOTAL POINTS AWARDED: 11

PASSED BY Mike Brandman Inspector

ON THE ROAD

with
**Sergio
Aragones**



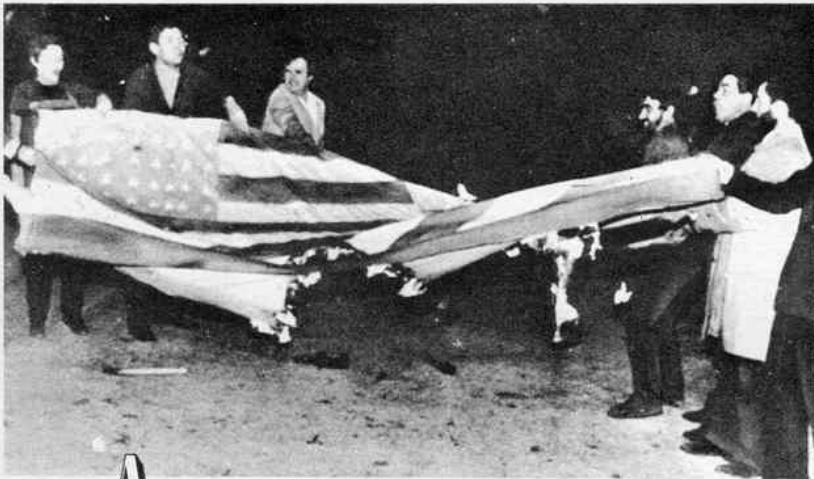


CAPITOL LETTERS DEPT.

This year one of the major campaign issues will be the "Great Society". Republicans will attack it; Democrats will defend it. And when they get through, the average voter will be so confused he won't

THE "GREAT SOCIETY"

VERSE BY FRANK JACOBS

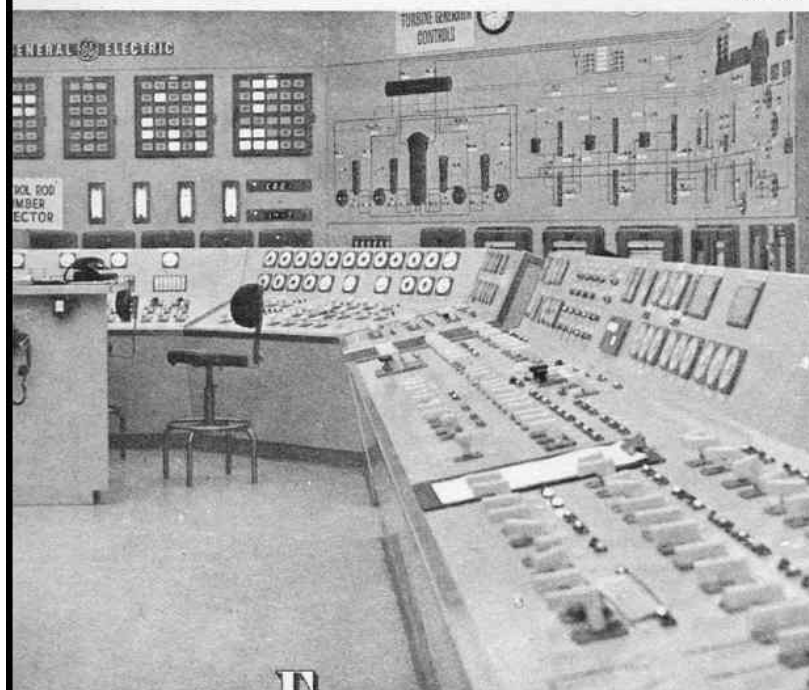


A is for American Flag—
A great emblem to view;
That is, if one's left
When the peaceniks get through!

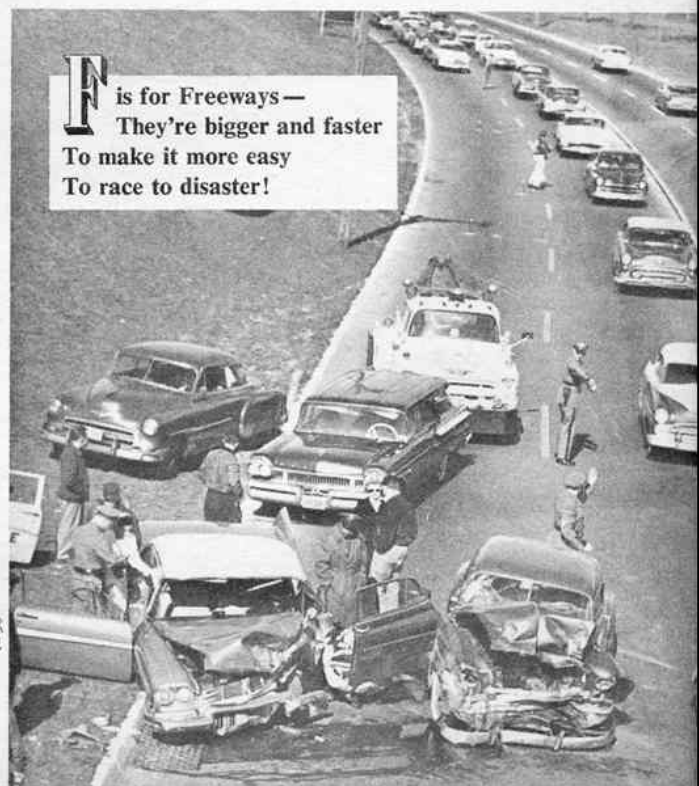
PHOTOS BY:
U.I. AND
WORLD WIDE



B is for Black Power—
It's now constituting
Excuses for sniping,
Destruction and looting!



E is for Electronic Computers —
Big Business should try them
To find jobs for workers
Who've been replaced by them!



F is for Freeways —
They're bigger and faster
To make it more easy
To race to disaster!

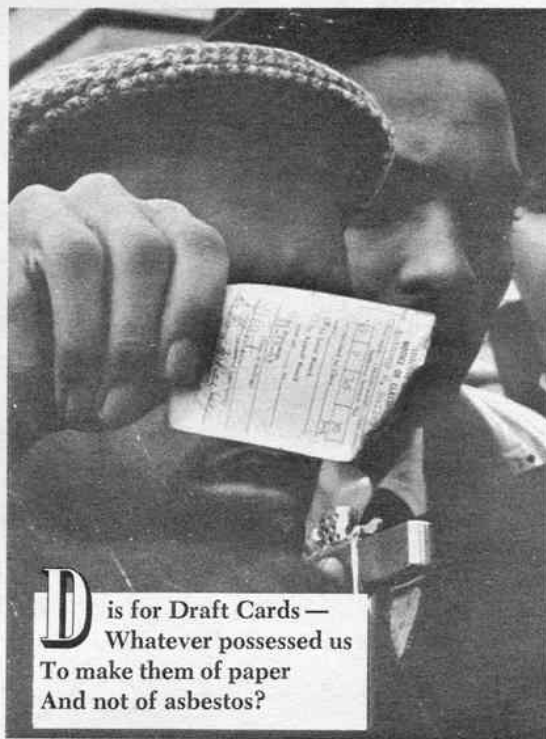
know any more than he did when the campaign started. It's clear that what the voters need is a *simple* explanation of the Great Society. Therefore, as a public service for 1968, we now present . . .

"Y" ALPHABET BOOK

PRODUCED BY MAX BRANDEL



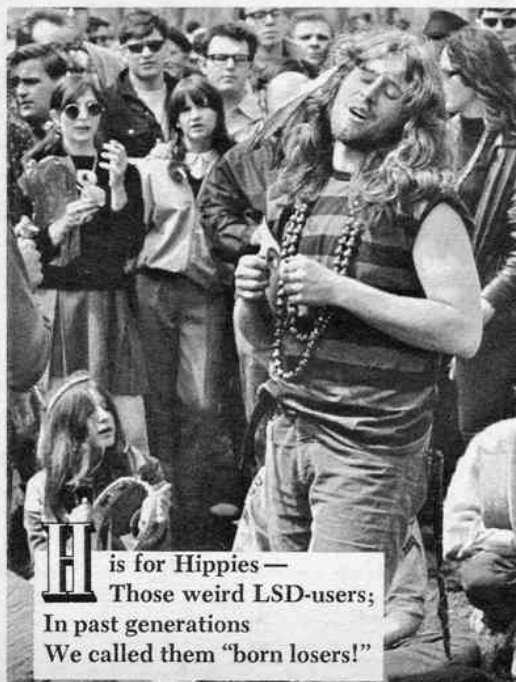
C is for Credit Cards —
They aid us when buying;
They even help out
With the high cost of dying!



D is for Draft Cards —
Whatever possessed us
To make them of paper
And not of asbestos?



G is for Groups
From which no one escapes;
They are pure living proof
Man's descended from apes!



H is for Hippies —
Those weird LSD-users;
In past generations
We called them "born losers!"



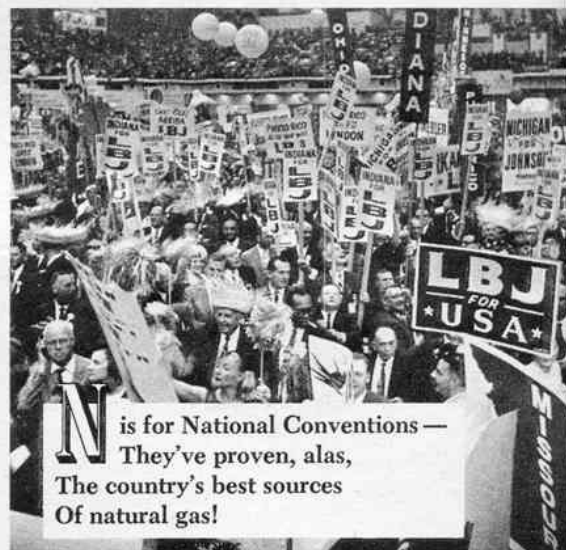
I is for Integration
Which millions are for
(Just so long as it doesn't
Take place right next door)!



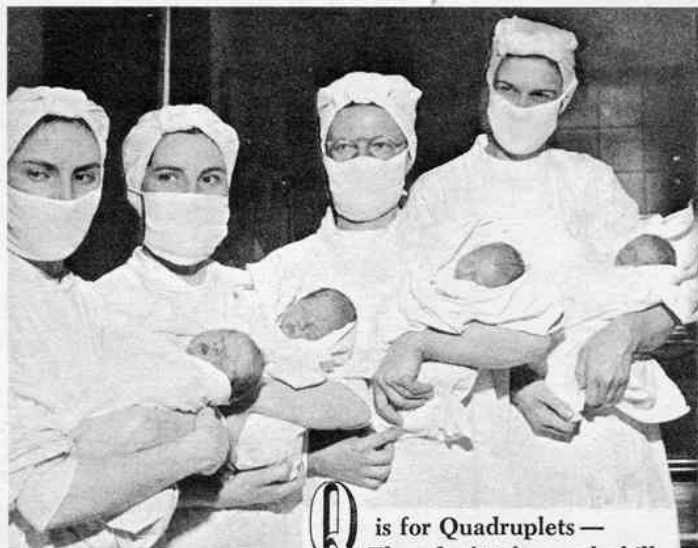
J is for Johnson —
The man in command;
He's made an impression
Throughout the whole land!



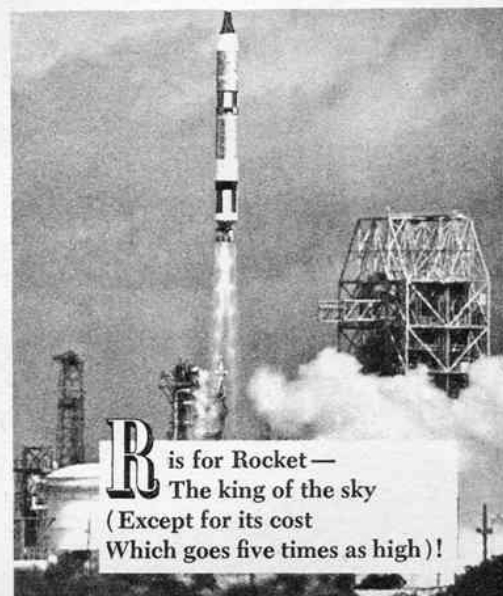
M is for Mini-Skirts —
When women deplore them
It's just 'cause they know
How they'd look if *they* wore them!



N is for National Conventions —
They've proven, alas,
The country's best sources
Of natural gas!



Q is for Quadruplets —
They don't take much skill;
For more information,
See "P is for Pill!"



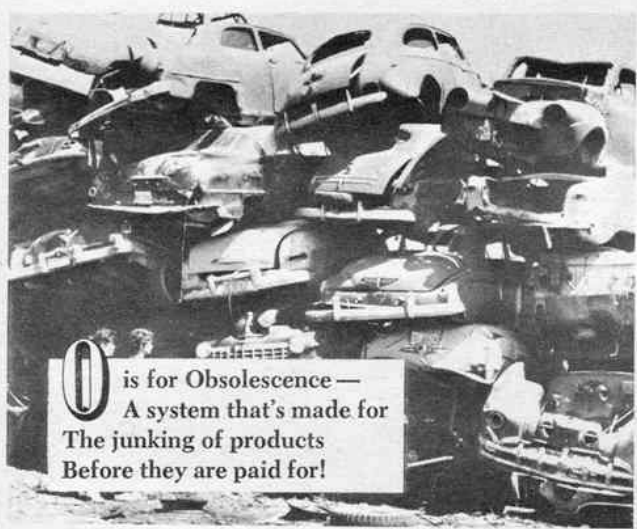
R is for Rocket —
The king of the sky
(Except for its cost
Which goes five times as high)!



K is for Klan—
It provides an excuse
So that nuts of all ages
Can run around loose!



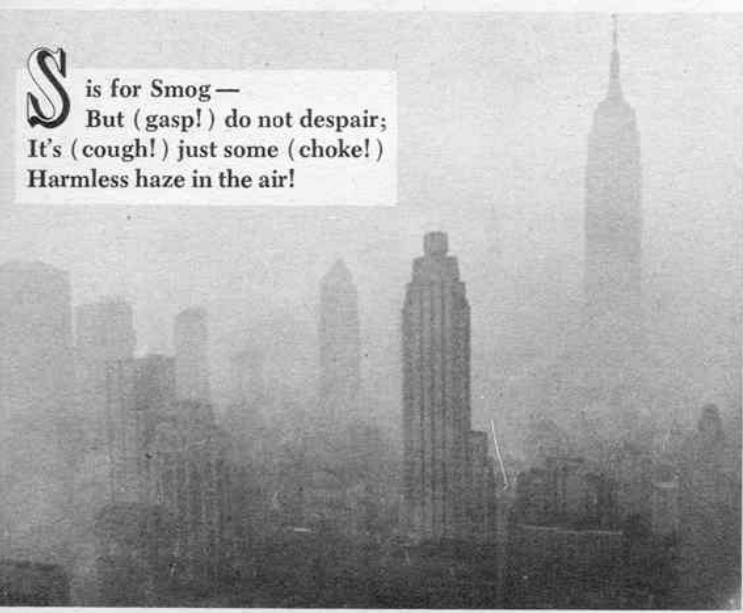
L is for Letters
We mailed last Thanksgiving;
They *may* be delivered
While we are still living!



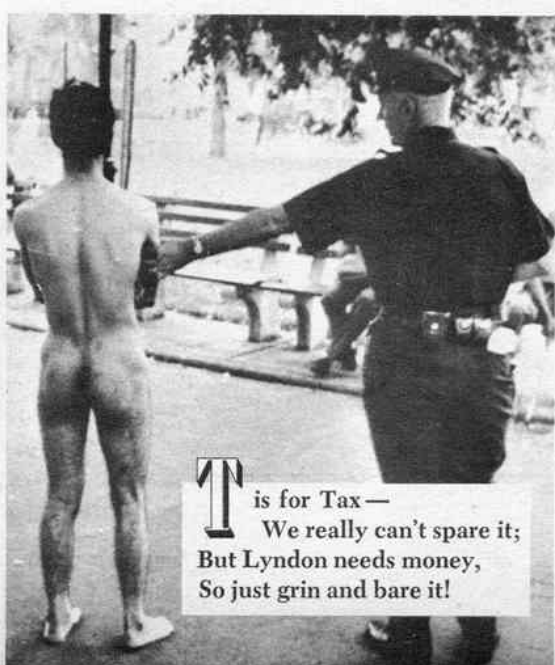
O is for Obsolescence—
A system that's made for
The junking of products
Before they are paid for!



P is for Pill
So the birthrate won't climb;
It works like a charm—
Er-well, most of the time!



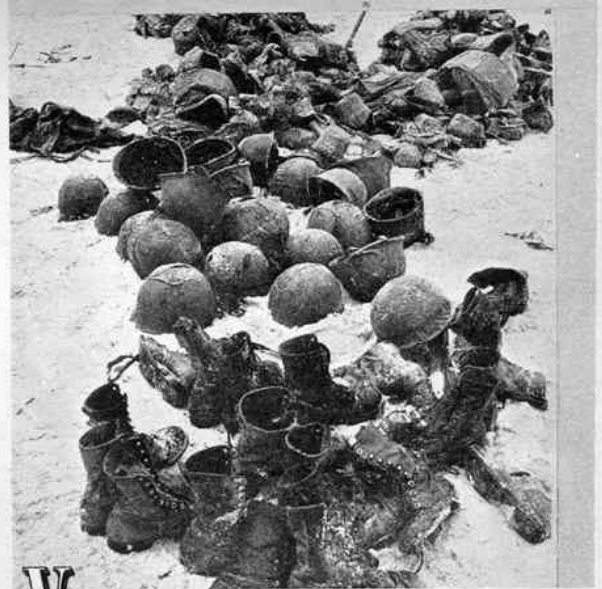
S is for Smog—
But (gasp!) do not despair;
It's (cough!) just some (choke!)
Harmless haze in the air!



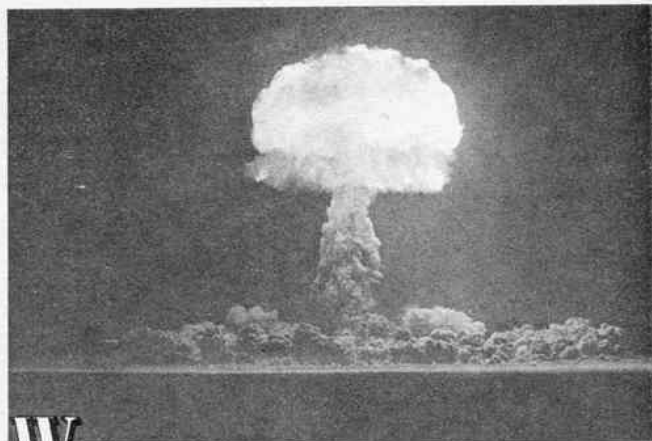
T is for Tax—
We really can't spare it;
But Lyndon needs money,
So just grin and bare it!



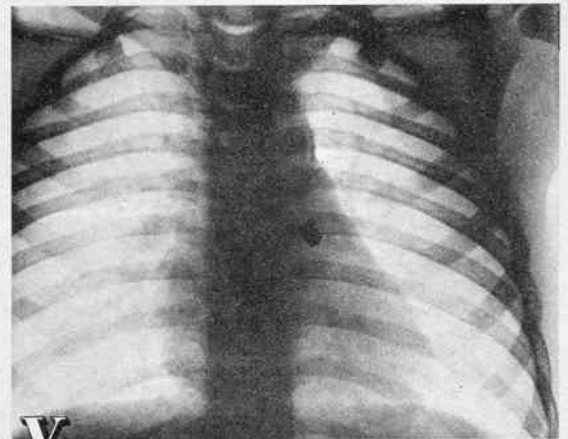
U is for Urban Renewal —
A real money-spender
So rats, lice and roaches
Can live in new splendor!



V is for Vietnam —
(or, maybe, Vexation)
Our six-year commitment
To total frustration!



W is for World War III —
We hope we survive,
So we can prepare for
World Wars IV and V!



X is for X-Rays —
Our doctors are for them;
The cigarette firms would prefer
We ignore them!



Y is for Youth
Which the grown-ups condemn;
They hate it in kids,
But it's okay for *them*!



Z is for Zillions
In aid that we shell out
So grateful poor countries
Can scream, "Get the hell out!"



**WHAT IS THE
ONE THING
MOST SCHOOL
DROPOUTS
ARE SURE TO
BECOME?**

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

Every year, a lot of kids drop out of school for one reason or another. What are a dropout's chances in the outside world? What will most of them become? To find out, fold in the page as shown.

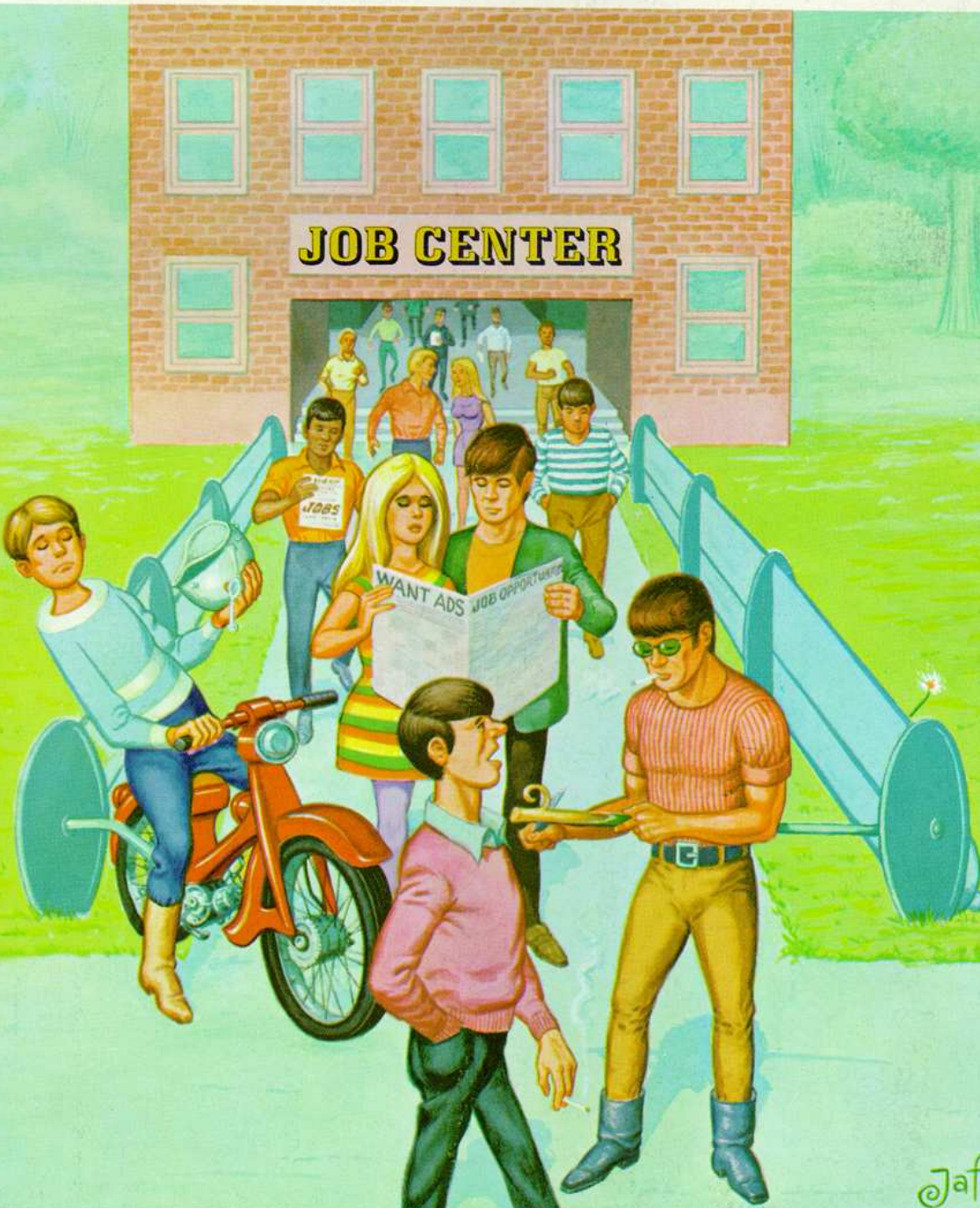


FOLD PAGE OVER LIKE THIS!

A ➡

FOLD THIS SECTION OVER LEFT

⬅ **B** FOLD BACK SO "A" MEETS "B"



Jaffee

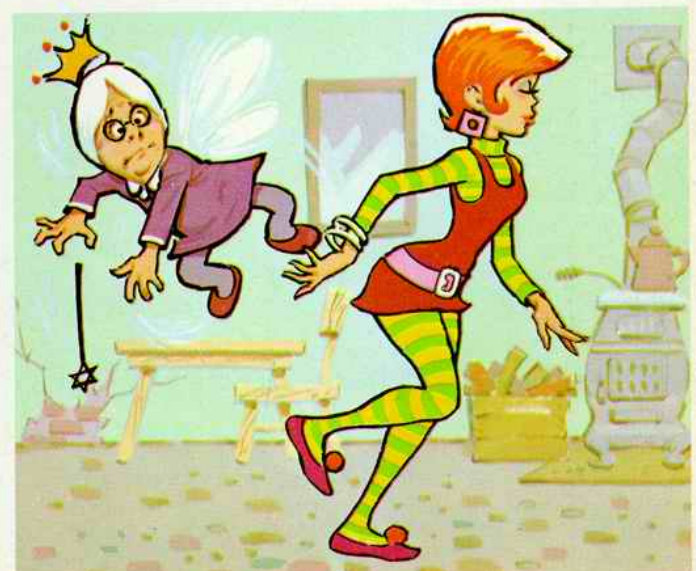
**IT IS A KNOWN FACT THAT A SCHOOL DROPOUT
CANNOT FIND A WELL-PAYING JOB WITH A FUTURE. ON
THE CONTRARY, THE DROPOUT FACES STAYING
FOREVER AT THE BOTTOM OF THE WAGE-SCALE LADDER**

ARTIST & WRITER:
AL JAFFEE

A ➡

⬅ **B**

A MODERN CINDERELLA



ARTIST: JACK RICKARD

WRITER: JACK KENT