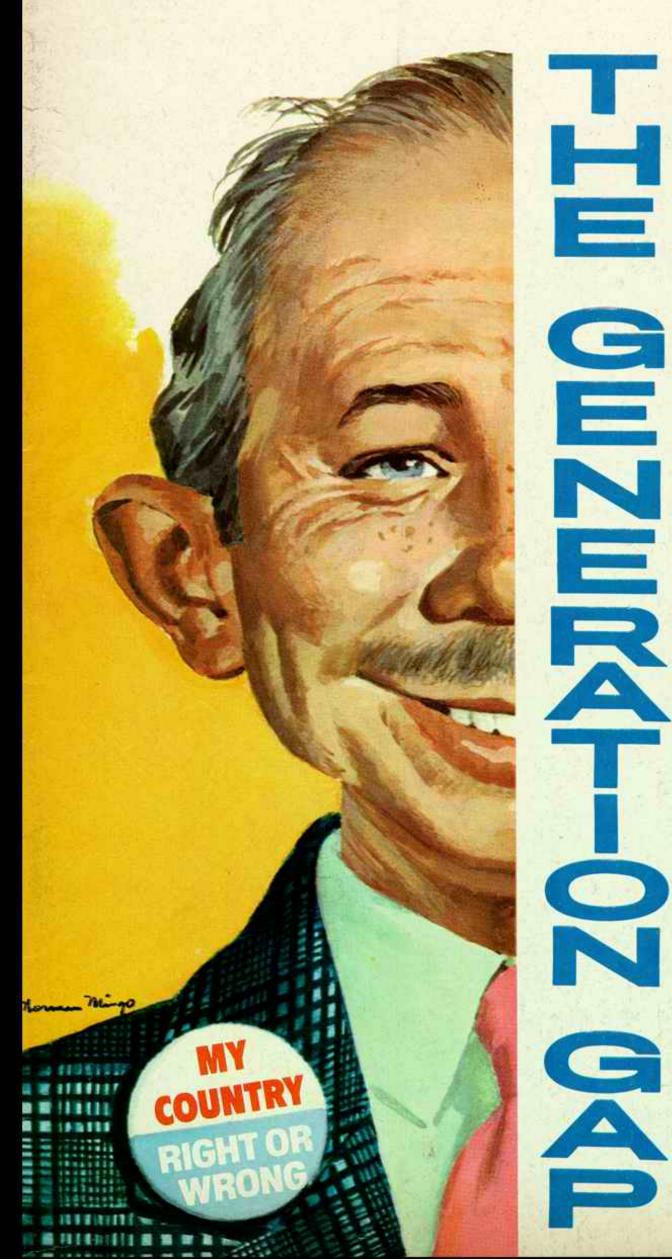
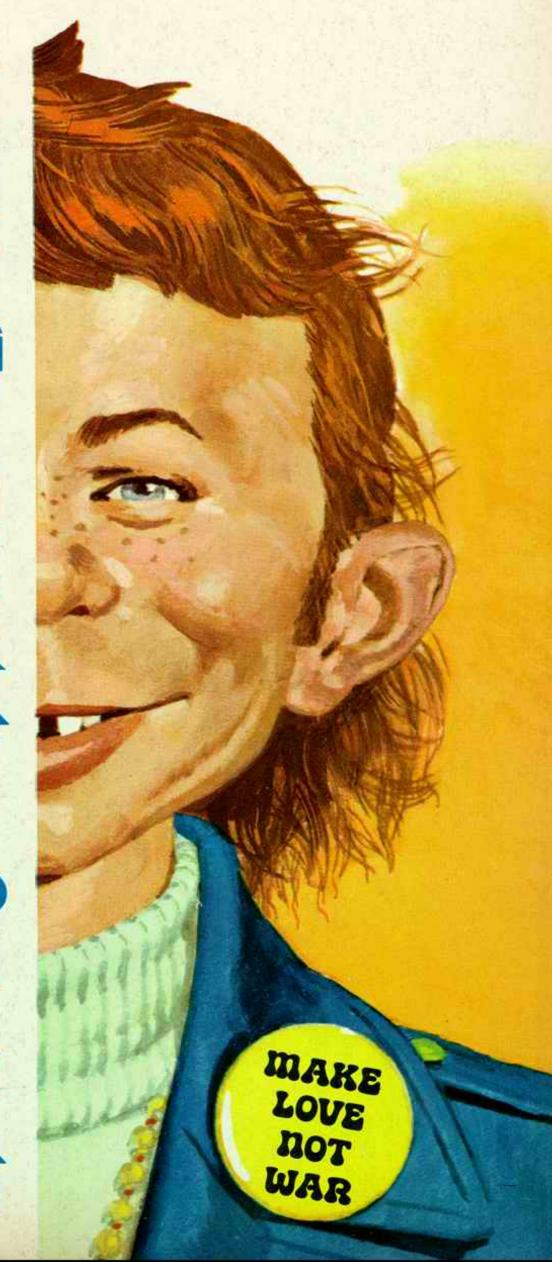
No. 129 Sept. '69

OUR PRICE

CHEAP

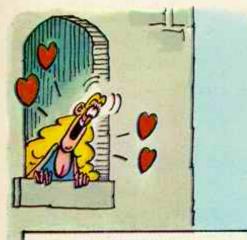






#### DON MARTIN TAKES A LOOK AT A

### FAIRYALE



Rapunzel, Rapunzel, let down your hair– So that I may climb thy golden stair!



















## A SIN

"Bachelors, like detergents, work fast and leave no rings!"
—Alfred E. Neuman

WILLIAM M. GAINES publisher

ALBERT B. FELDSTEIN editor

JOHN PUTNAM art director LEONARD BRENNER production
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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 Status Seeking
BRINGING UP FODDER DEPARTMENT  Dr. Spock's "Teenager Care"
CHIDE PSYCHOLOGY DEPARTMENT The MAD Approach Toward Bridging The Generation Gap18
Don Martin Takes A Look At A Fairy Tale Inside Front Cover Don Martin Takes Another Look At The Same Fairy Tale 13 Don Martin Takes A Last Look At The Same Fairy Tale 38
ECCHOLOGY DEPARTMENT The MAD Origami Zoo Of Cliché Creatures
FILLY OF SOUL DEPARTMENT "Jewelia"—A MAD TV Satire
IT MUST'VE BEEN SOMETHING THEY HATE DEPARTMENT The MAD Primer of Bigots, Extremists, etc
JOKE AND DAGGER DEPARTMENT Spy Vs. Spy
KISSY-KISSY, BANG-BANG DEPARTMENT "The Brother Hoods"—A MAD Movie Satire
LETTERS DEPARTMENT Random Samplings Of Reader Mail
MARGINAL THINKING DEPARTMENT "Drawn-Out Dramas" by Aragonés**
MUTT AND JEST DEPARTMENT A MAD Look At Dogs
PUTTING DOWN TOWN DEPARTMENT A MAD Gray Paper: "The State Of Our Cities"
PUT UP YOUR "DUKES" DEPARTMENT A Dove's-Eye View Of The Joint Chiefs Of Staff 48
SCREENPLOY DEPARTMENT The Anatomy Of A Movie Ad Campaign

\*\*Various Places Around The Magazine

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#### VITAL FEATURES

"THE BROTHER
HOODS"
(A MAD MOVIE
SATIRE)
PG. 7

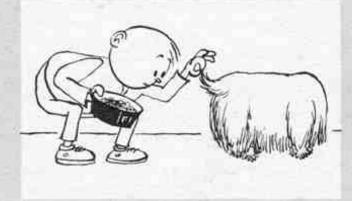




THE MAD PRIMER OF BIGOTS AND EXTREMISTS PG. 15

BRIDGING THE GENERATION GAP PG. 18





A MAD LOOK AT DOGS PG. 30

THE STATE OF OUR CITIES PG. 33





"JEWELIA"
(A MAD
TV SHOW
SATIRE)
PG. 43

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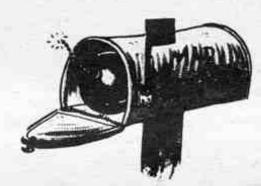
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#### THE PROGRESSION CONTINUES

Yep, the mathematical progression of deals on our full-color portraits of Alfred E. Neuman, MAD's "What—Me Worry?" kid, continues. In addition to 1 for 25¢, 3 for 50¢ 9 for \$1.00 and 27 for \$2.00 . . . NOW you can get 81 for \$4.00! Now you can paper a whole wall with Alfreds! (If you want to paper a whole room, hold out for the next deal!) Mail money to: MAD, 485 MADison Avenue, New York, N.Y. 10022



#### LETTERS DEPT.



#### BULLBIT

My compliments to Mort Drucker and Al Jaffee on "Bullbit". It was, undoubtedly, one of the funniest and most ridiculing satires I've ever seen in your magazine. Keep up the good work.

> Mike Pavay Fork Union, Va.

"Bullbit" was a senseless and tasteless take-off of a sharp and exciting movie!

Tom Mullery Port Byron, Ill.

I would like to congratulate you on "Bullbit"—the greatest movie satire you have ever published. It was greater than the actual movie.

> Gary Kaplan North Miami Beach, Fla.

How could you do such an inept satire of such a fine movie as "Bullitt"? It's enough to make a Steve McQueen fan cry!

Alan Kolpon Beaver Falls, Penna.

Steve McQueen is one of my favorite movie stars, but I must admit you really fixed his wagon!

> Kevin Clark Downey, Calif.

Is it true that the movie industry is contemplating a motion picture satirizing MAD Magazine?

> Larry Schultz Bronx, N.Y.

#### THE BOREDOM OF BASEBALL

Each year, I look forward to watching the first televised baseball game, and each year I'm terribly disappointed. Your article, "The MAD Plan For Combatting The Boredom of Baseball" was the best ever.

Joel Johnson Rockford, Ill.

Baseball is the most exciting sport in the world, and Jack Davis and Earle Doud should be thrown out of the game!

> Joe Fan Cleveland, Ohio

Earle Doud's "Combatting The Boredom of Baseball" scored a big "hit" with me. I had a "ball" reading it.

> Stephen Einbinder Levittown, L.I., N.Y.

Earle Doud and Jack Davis really "struck out" on this one.

> Steve Kornfeind Hialeah, Fla.

#### SIGNS OF STATUS

Congratulations to Al Jaffee and Bob Clarke on a perfect masterpiece, "Signs of Status". That one article alone was well worth the 35¢ price of the magazine.

Roberta Solomon Creve Coeur, Mo.

#### SEE MY MAGAZINE. SEE ITS APPROPRIATE TITLE:



MY MAGAZINE INDICATES MY OBVIOUSLY SUPERIOR INTELLECT. UNLESS IT INDICATES MY OBVIOUSLY INFERIOR TASTE. IN ANY CASE, I AM PROBABLY AN IDIOT WASTING MY MONEY ON THIS COLLECTION OF RIDICULOUS INANITIES!

Linda Keren Silver Spring, Md.

See, clods! I am clever and witty enough to have written a letter to MAD that they thought was funny enough to print! Don't you wish you were as clever and witty as me to get your letter printed in MAD? That's status!!

David Gerrold Van Nuys, Calif.

#### ODD SQUAD

I love "Mod Squad" and I think your satire of the show was the funniest thing I have ever read. Mort Drucker did a great job with the art work, and the dialogue by Dick De Bartolo was perfect.

Wayne Jones Duncan, Okla.

"Odd Squad" was the best yet of your TV satires, and the cover was even funnier!

> Suzie Welch Washington, D.C.

The cover on issue #127 featuring the "Odd Squad" was great, but I can't read the artist's name. Who did it?

G.W. Smith Huntsville, Ala.

Jack Rickard did it! He paints great (see back cover of this issue), but he writes terrible!—Ed.

Why don't you do a satire of the "Mod Squad" about a Rabbi, a Black Muslim and a Nun who don street clothes and weekly salvage the souls of sundry sinners? You could call it the "God Squad".

Jerwhet Haunchyl Los Angeles, Calif.

#### IF THE PRESIDENT WERE CHOSEN LIKE "MISS AMERICA"

"If The President Were Chosen Like Miss America" was in extremely bad taste. It was cheap sensationalism, shoddily done, and blatantly humorless. It had a total lack of significance, and came off as a pathetic joke. It was an insult to the American people and to the great American system of government. In fact, it was exactly like the Republican and Democratic conventions!

Steve Conlin North Hollywood, Calif.

MAD's way of choosing the President makes about as much sense as the way we choose him now.

> Lee Frausel San Diego, Calif.

#### THE GENERATION GAP

Congratulations! You have succeeded where others have failed. Your article, "The Lighter Side of the Generation Gap", shows the idiotic behavior of BOTH sides, something hardly anyone is doing these days.

Billy Moody No Address Given

"The Lighter Side of the Generation Gap" was the finest article Dave Berg has done. He really did his homework on this one. Congratulations on another winner!

Kent Dickson Doylestown, Pa.

#### REALISTIC DOLLS

"A MAD Look at Realistic Dolls" was thoroughly enjoyable. Although humorous, it was at the same time painfully to the point. Truly a masterpiece of satire.

Mark Fagerburg Long Beach, Calif.

"Keen", "Boobie", "G.I. Joey" and "Afro" are more REAL in today's society than we are willing to admit. It's the first MAD article that really made me stop and think about how bad things are getting, and how little we are doing about it.

Ruth Dudley Meridian, N.Y.

#### THE 60-SECOND DISAPPOINTMENT

"The 60-Second Disappointment" was the most hilarious satire of an advertising campaign that I have ever seen in my entire life. You did a bea-u-ti-ful job! THAT'S HANGING IN THERE, MAD!

Paul Viavoda Huntington, N.Y.

On the back cover of #127, you had "The 60-Second Disappointment". When I finished reading the rest of the magazine, I felt it was a "35-Cent Disappointment"!

> Jan Sinowitz Bronx, N.Y.

Please Address All Correspondence To: MAD, Dept. 129, 485 MADison Avenue New York, New York 10022

## MAD's Maddest Artist Goes To Pot!

Yep, in this, his fifth book...

#### DON MARTIN COOKS UP MORE TALES

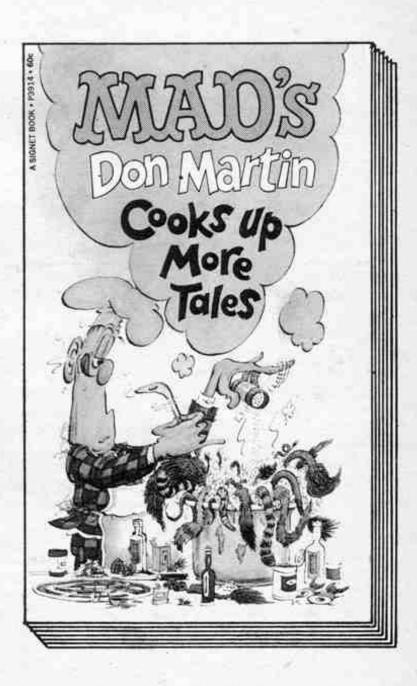
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#### SOUP

...to

#### NUTS

(like you!)



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MAD for Better or Verse

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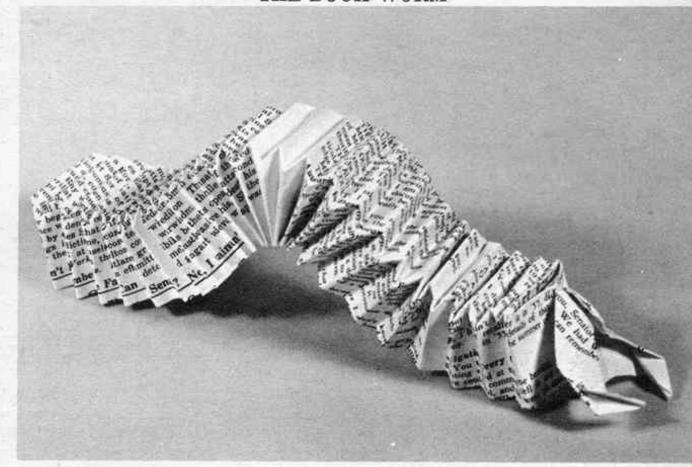
We received innumerable comments and inquiries concerning the marvelous Origami animals made expressly for MAD's recently-concluded subscription ad series by Giuseppe Baggi. And so, in response to popular demand, Mr. Baggi returns with his unique . . .

## MAD ORIGAMI ZOO

THE SOCIAL BUTTERFLY



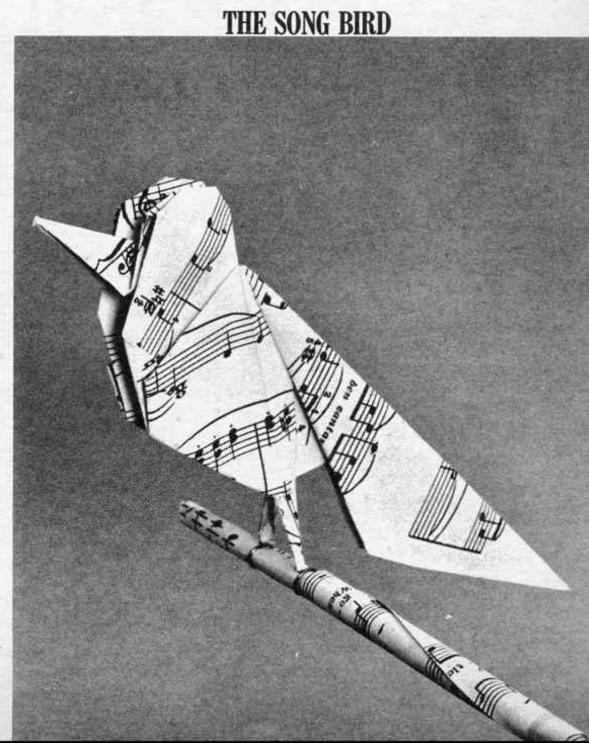
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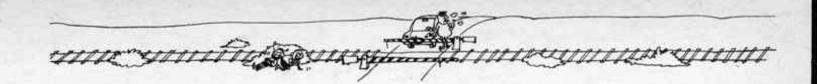


THE WALL STREET BULLS AND BEARS







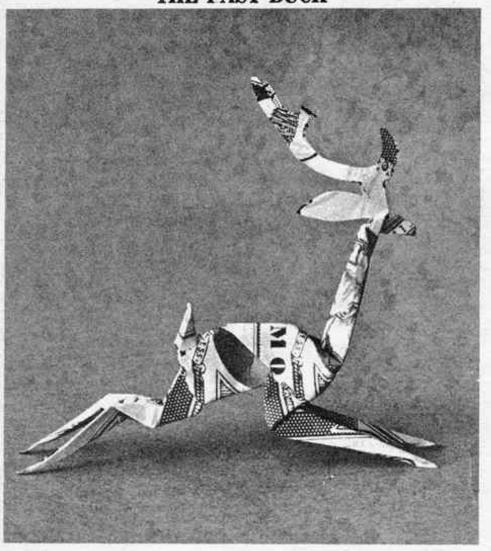


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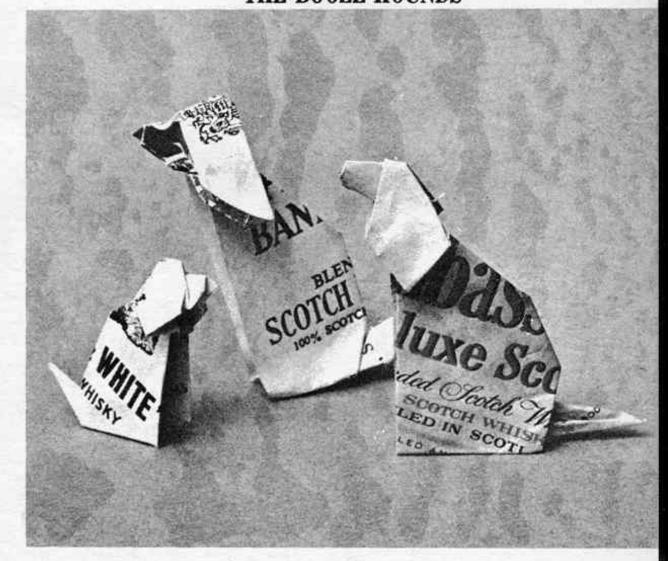
ORIGAMI BY GIUSEPPE BAGGI

WRITER: FRANK JACOBS

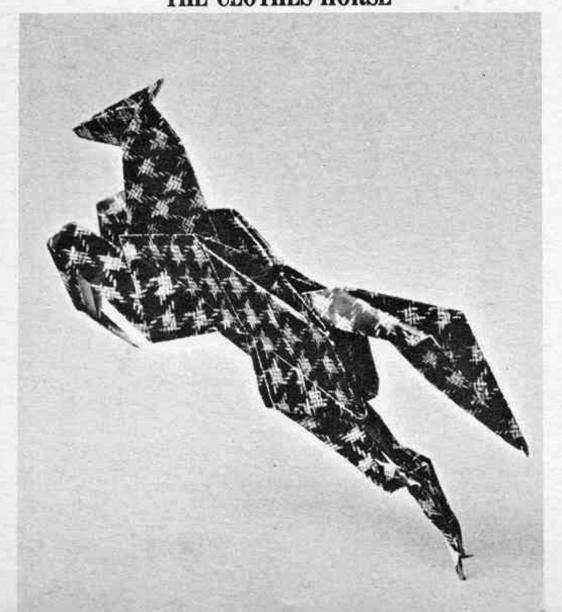
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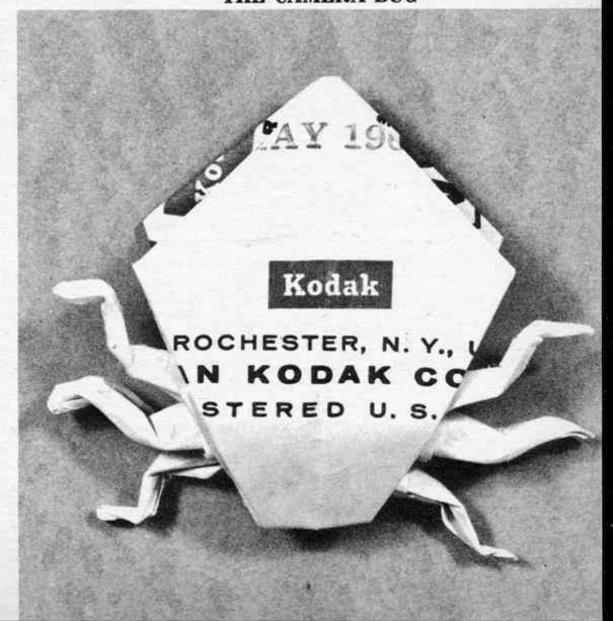
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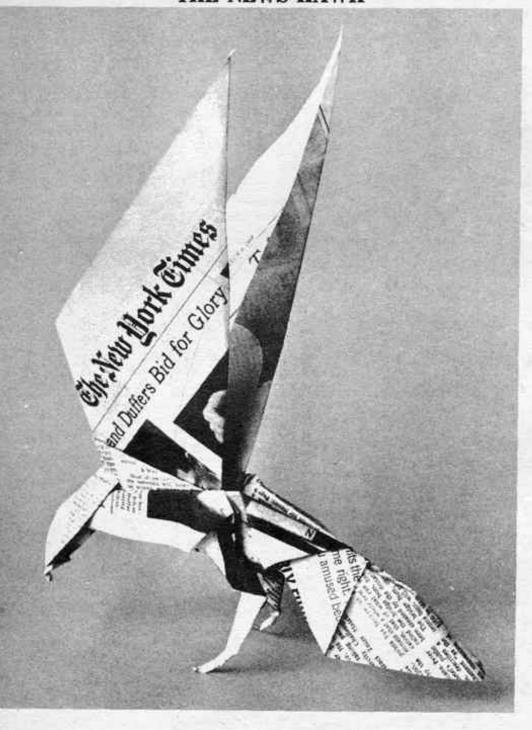
THE CLOTHES HORSE



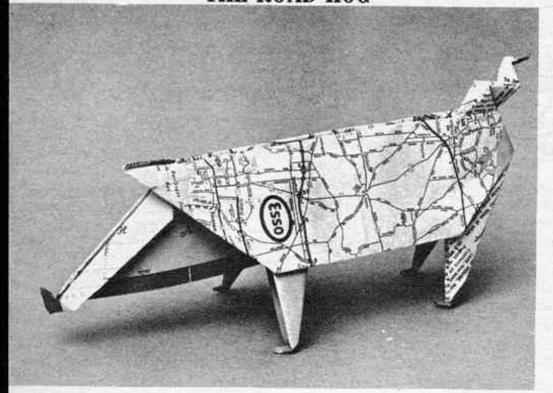
THE CAMERA BUG



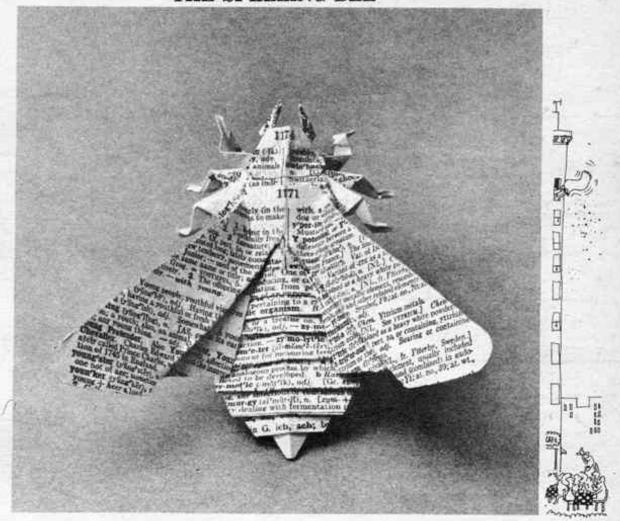
#### THE NEWS HAWK



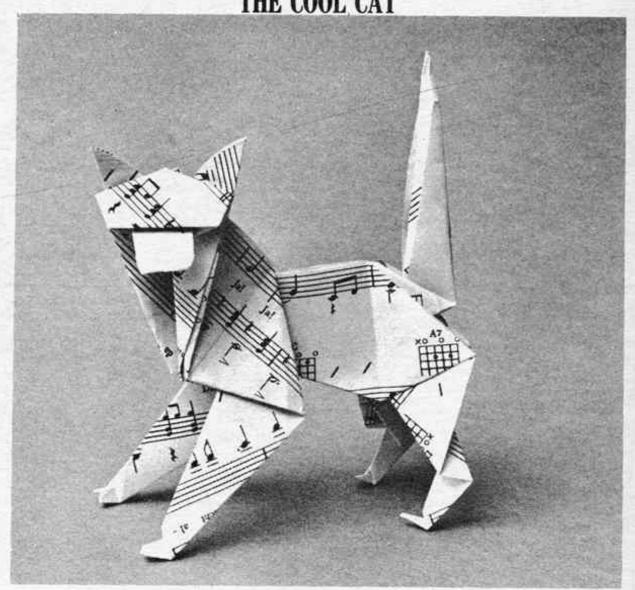
THE ROAD HOG



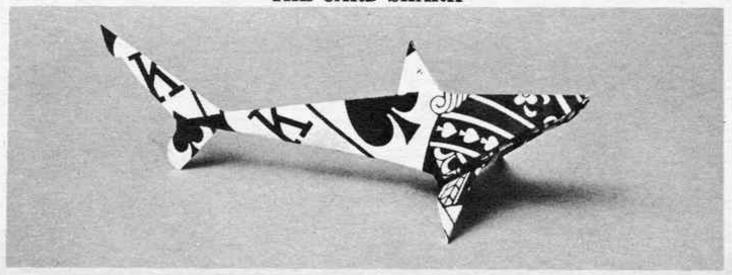
THE SPELLING BEE



THE COOL CAT



THE CARD SHARK







We hear that a lot of Italian-American Societies are up in arms over a recent motion picture because it casts a slur against honest, upstanding Italian-Americans. And we can understand their position. But what we can't understand is why a lot of Hollywood Societies aren't up in arms over this movie . . . because it casts a slur against honest, upstanding Movie-Makers. You'll see what we mean as we present this MAD version of . . .

# THE BROTHER HOODS

ARTIST: MORT DRUCKER

WRITE: LOU SILVERSTONE

Hey, get your holy statues of Frank Costello!

Hey, get your color slides of Lucky Luciano's funeral . . . the only authorized photos taken!

Hey, get your official L.P. record of Joe Valachi . . . singing before the Senate Committee!

It's him! It's the Americano!

You mean the one who came to kill Frank Gilletta? No, the one who came to kill this picture! He's here, Signore Gilletta . . . a welldressed, clean-cut, Madison Ave. Jr. Executive type with horn-rimmed glasses!

Sounds like your typical Syndicate Triggerman to me! Is he acting suspicious?

Chi lo sa?!
Who
knows!?
He's such a
lousy actor,
I can't tell!

Lousy
actor!? Hey,
that's no
Syndicate
Triggerman!
That's my
brother!!













La penna sulla tavola non é di mia zia, é di mio zio!

Vengie! This is a surprise! What are you doing here in Sicily?

I was in the neighborhood so I dropped by to see if you needed anything!

I'll tell you what I need— SUB-TITLES!! I can't understand a word we're saying in this movie!









But we do know who squealed on your Papa, Krankie! It was Duminick Bertololo!

You gotta make him pay! You gotta gotta kill him, Krankie! But Bertololo is family! He's my brother's Fatherin-Law! How come you waited 30 years to tell me?

We just found out today! Our informant forgot to put the zip code on the envelope!



is a known Syndicate man and labor racketeer! He is guilty of murder . . . extortion . . . smuggling . . . loan sharking . . .

Oh, Papa! Is it true what that Senator is saying about you? Who you gonna believe
... your own Papa ...
or some U.S. Senator?!
You know those bums
in Washington are
all crooks!



Besides, why do you watch THAT garbage? Why don't you watch something worthwhile . . . like re-runs of "The Untouchables"!?

Now go do your homework!

And if your report card
doesn't improve, I'm
gonna put out a contract
on your teacher . . . even
if she IS a Nun!

Imagine, giving my baby an "F" in "Social Studies"!



Hey, Bertololo!
I changed my
mind about that
U.S. Government
take-over! Get
in! Let me buy
you a lunch!

Now you're talking sense, Krankie! But why are you parked near a fire hydrant? You want the cops to pick you up? WHAT cops? You see any cops in this picture? This is a true-to-life picture about the Syndicate . . . and you know that, as far as the Syndicate is concerned, cops just

don't exist!

Hey, remember the time
I had a contract on
Angie LaBonza, and I
shot his brother by
mistake? Ha-ha! The
organization got a
bargain that time, eh,
Dum? Two hits for the
price of one!

And remember the time I shot Tony Brazzioli in front of witnesses—hehheh!—and they picked up some idiot named Frank Gorshin?

Heh-heh! Oh, Krankie—you —heh-heh kill me!

That's right, fink! As soon as we get where we're going!









Okay, Vengie! Enough "flashbacking"! We got business! Right?

Hold it! We gotta do this according to tradition! First we gotta have a "Cousins' Club Picnic"!

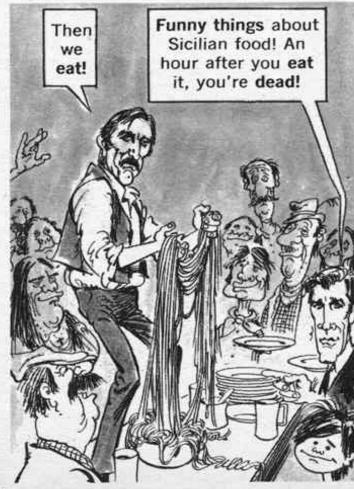
Right! So turn around
... and I'll blow your brains out!

A "Cousins' Club Picnic"!! I dunno! I think I'd rather have MY brains blown out!!







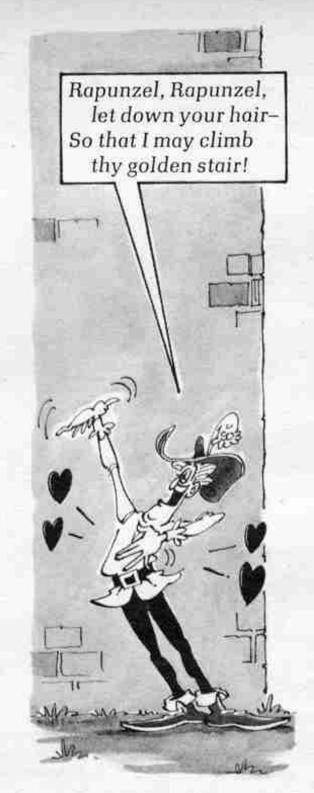






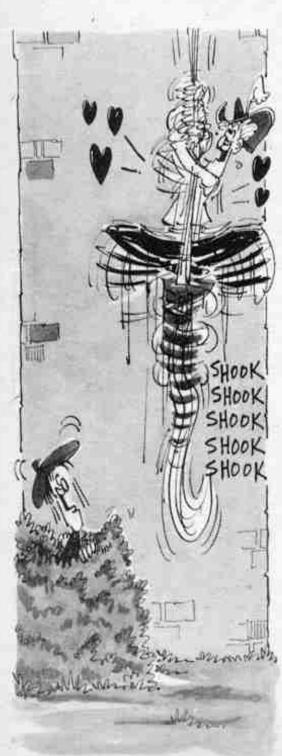
**DON MARTIN DEPT. PART II** 

# DON MARTIN TAKES ANOTHER LOOK AT THE SAME FAIRY TALE





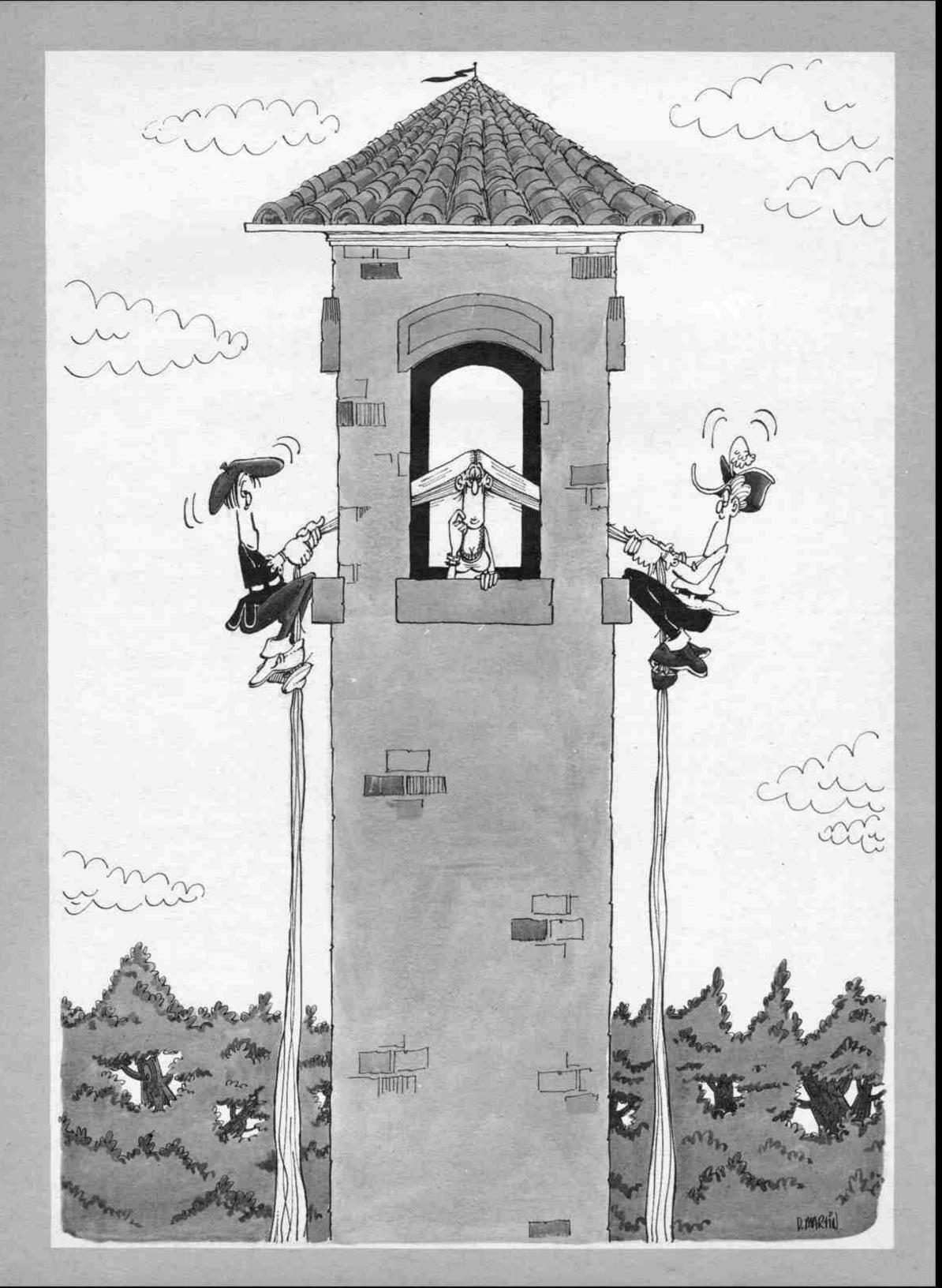


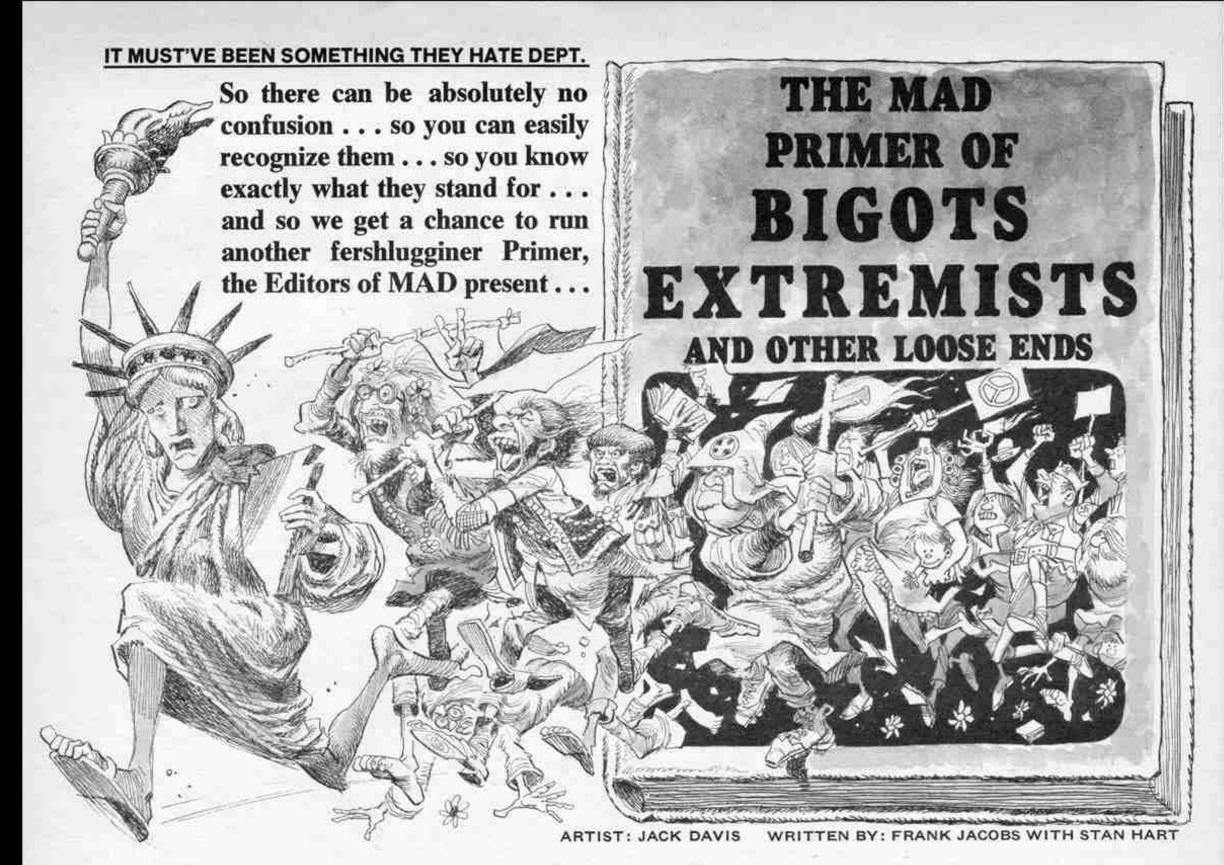


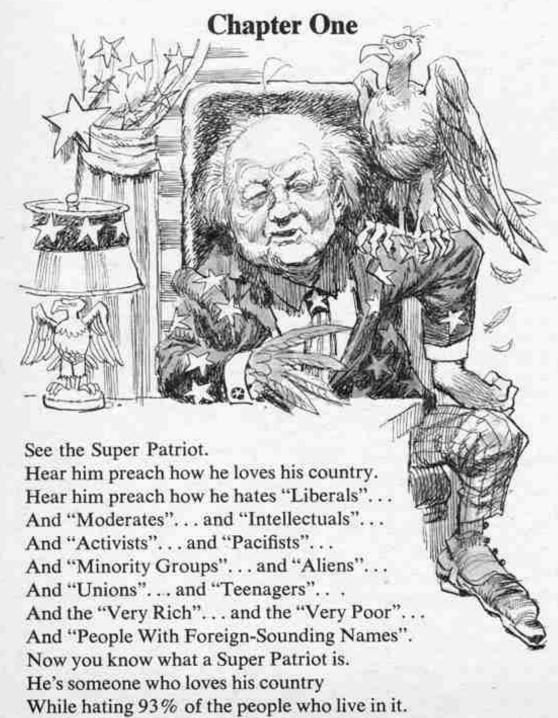




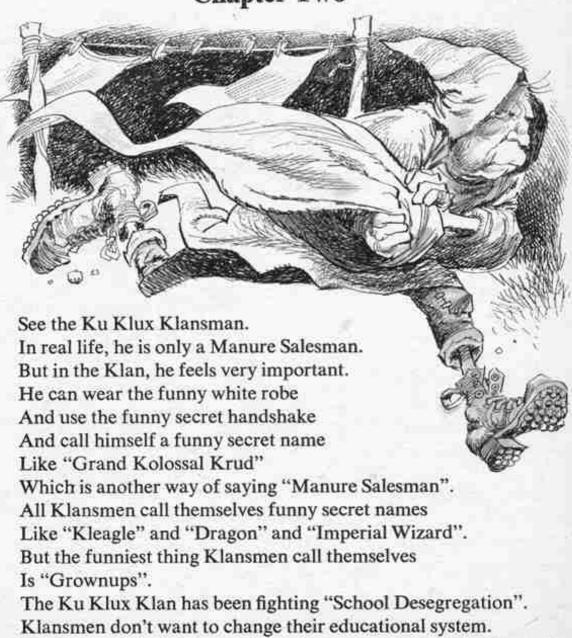






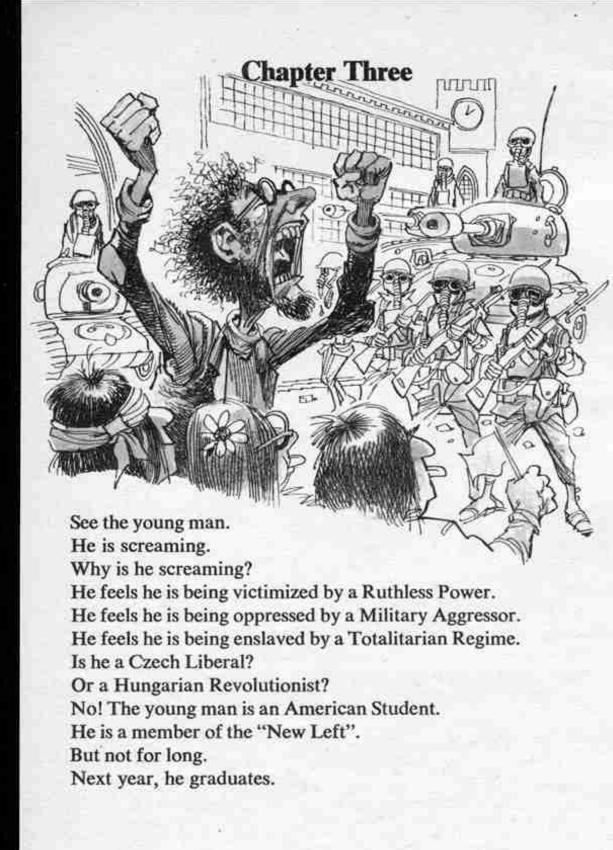


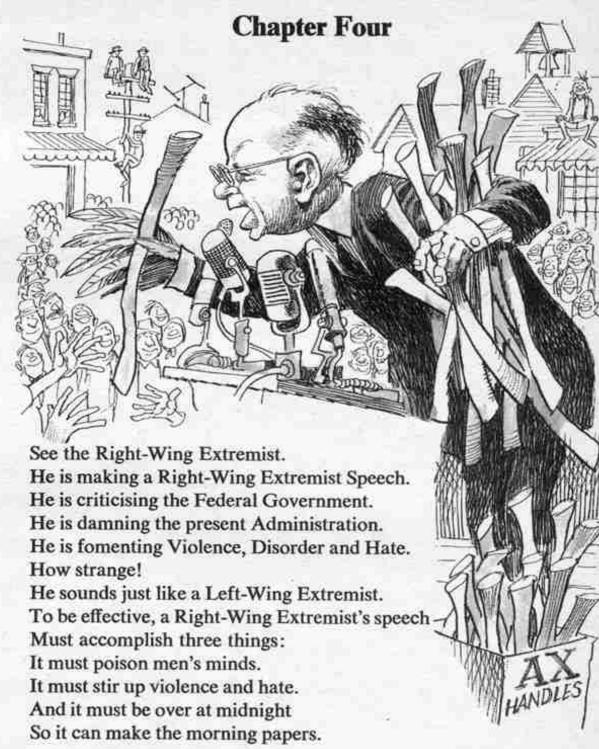
#### Chapter Two

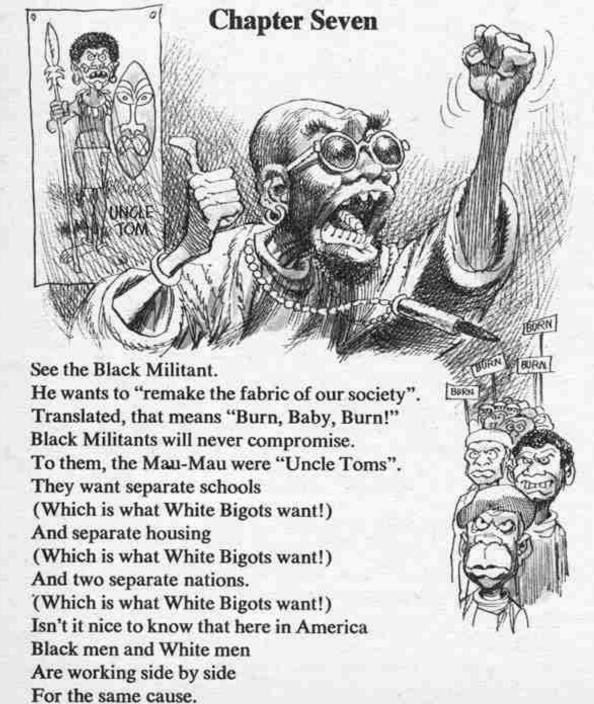


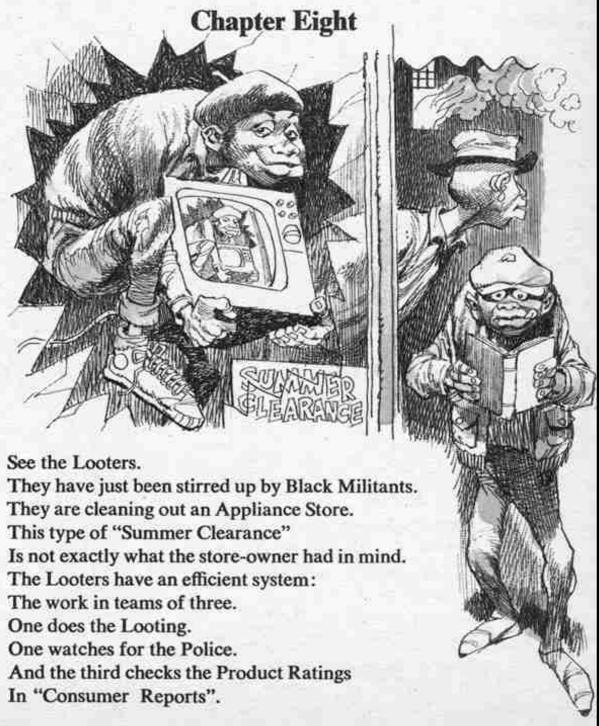
They want their children to have the same opportunities they had

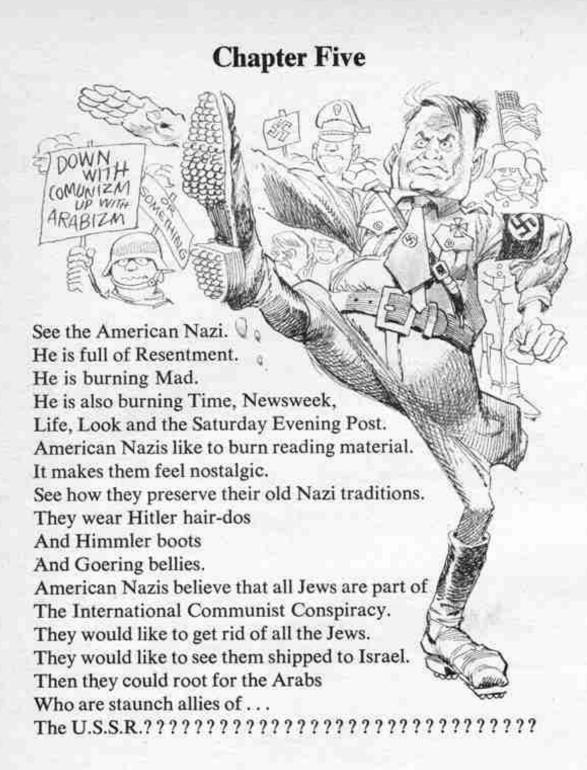
To become ignorant.

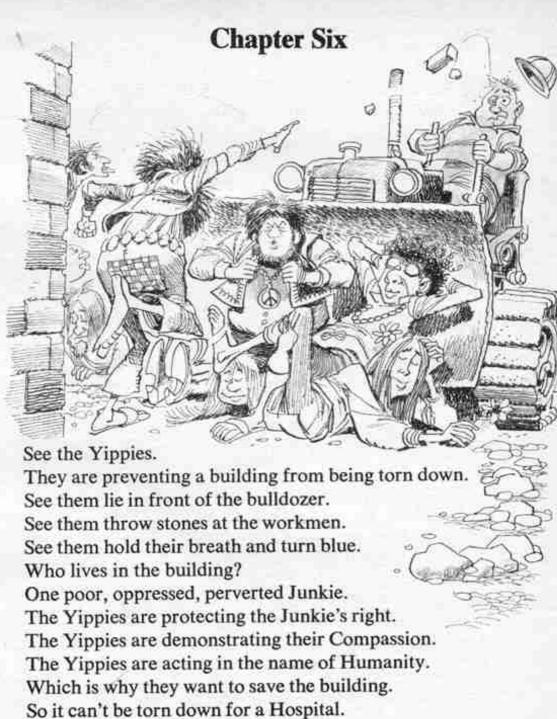


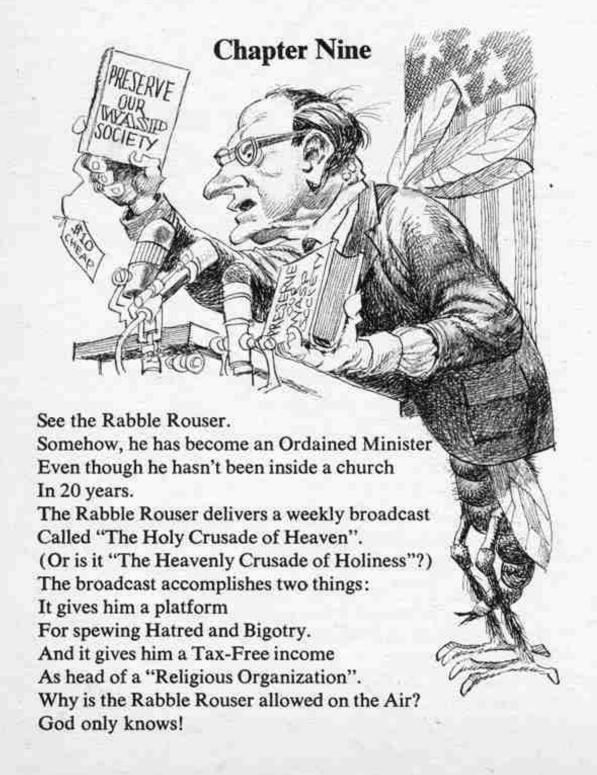


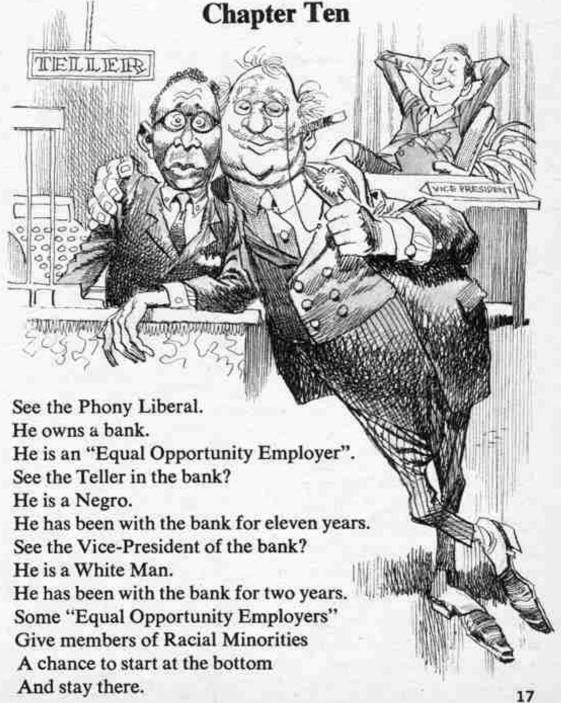












#### ATTENTION—ADULTS! THIS ARTICLE IS DIRECTED SPECIFICALLY AT YOU! ALL YOU KIDS—SKIP THIS ARTICLE!

Like the weather, everybody seems to be talking about the "Generation Gap"—but nobody seems to be doing anything about it! Well, with this article, MAD turns to one source of irritation . . . mainly, how adults react to young people when a problem arises. You'll see exactly what we mean as your Editors proudly present

#### THE



## **APPROACH TOWARD** BRIDGING THE GENERATION





#### THE PROBLEM

Even though he hates it, you force your son to go shopping with you at the Supermarket.



As you exit, arms full of packages, he thoughtlessly lets the swinging doors slam shut right in your face.



#### THE PROBLEM

The kids in your class are disrespectful and unmanageable . . .



#### THE PROBLEM

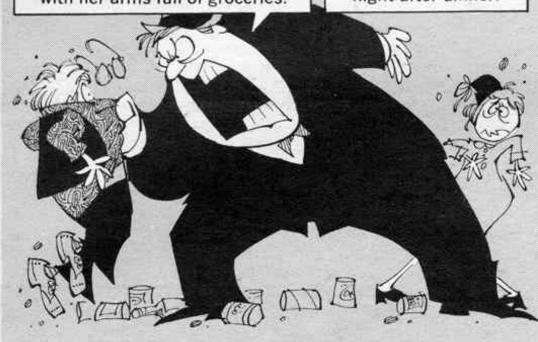
Your son, the "scholar" is being difficult about homework . . .



#### THE WRONG APPROACH

You stupid idiot! Are you blind?!
When are you going to learn some manners and respect? You KNEW your mother was right behind you with her arms full of groceries!

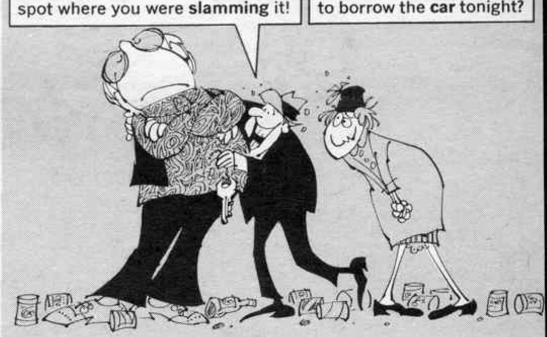
Just for that . . . no allowance for a month, and you're confined to your room every night after dinner!



#### THE MAD APPROACH

Golly, son, we're sorry! Can you ever forgive us for getting in the way of that door? I know we should have been more careful instead of standing like dummies in the very spot where you were slamming it!

Please rest assured that we'll be more alert in the future, and thank you for your understanding!
Now . . . how would you like to borrow the car tonight?



#### THE WRONG APPROACH

All right . . . I've got all day, and all night! Either the person who threw that eraser admits it, or this entire class will sit here till Midnight, if necessary! I've had it with you kids!

You don't study! Most of you are going to flunk anyway! And none of you have an appreciation for the marvelous opportunity that's being given you here to prepare for later life! You're a bunch of lazy slobs and I'm fed up with the whole darn lot of you!



#### THE MAD APPROACH

One . . . one of you just hit me on the head with . . . an eraser!!

Please don't be short with me! I know my faults—that I'm not qualified to teach this course, and my methods are old-fashioned! Help me to find myself! Just tell me what you want to study! Teach me how to teach you! I need this job! I've got a wife and kids! So please don't express your contempt for me by throwing erasers! The Principal might see it and fire me! Tell me what to do! You're the students Naturally, you know best!



#### THE WRONG APPROACH

You're darn right it'll get done! Your grades have been rotten lately, and you're not getting out of this house until they improve!

So get your rear end back up those stairs and get to work on that homework! When you earn the right to go out, we'll consider letting you!



#### THE MAD APPROACH

You're darn right it'll get done, son . . . even if your Mother and I have to stay up half the night doing it!
Lucky thing I don't have to be in the office until 8 AM so I've got plenty of time!

If we run into any problems, we'll be able to reach you at the usual place . . . Harry's Pool Hall, right? But don't worry, we won't bother you unless it's absolutely necessary! And . . . by the way! Sorry about your grades last month! Guess we goofed!

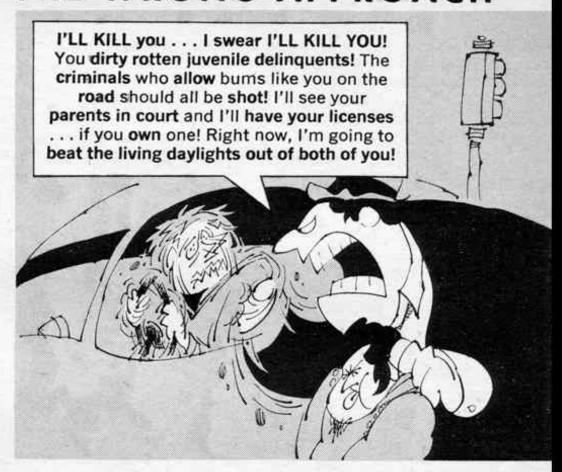


#### THE PROBLEM

Some speed freaks in a souped-up dragster plow into you . . .



#### THE WRONG APPROACH



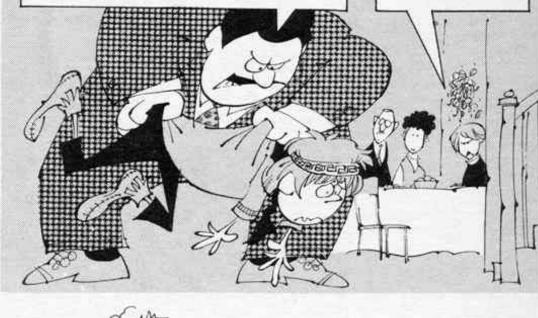
#### THE PROBLEM



#### THE WRONG APPROACH

Why . . . of all the . . . the very idea! Throwing your food! Especially when my Boss and his wife are guests for dinner! You . . . you get to your room and you stay there, young man . . . and when they leave, I'm going to thrash you within an inch of your life!

He's . . . he's incorrigible! His father's tried to beat some sense into him . . . but he's just no good!

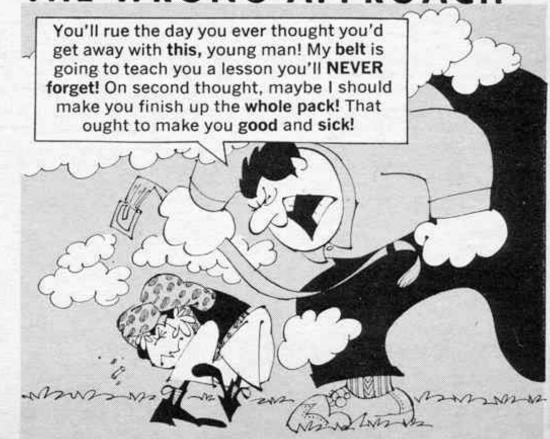


#### THE PROBLEM

You catch your 13-year-old son smoking behind the house



#### THE WRONG APPROACH



#### THE MAD APPROACH

Boy, you fellas can really move in these souped-up babies . . . can't you! Mom and I never saw you coming through that red light!

If Mom were conscious, she'd agree with me! I really envy you guys! How many miles do you get to the gallon? I know you're in a hurry, but couldn't I just peek inside at the motor! Boy, what a beauty!



I'd drag with you, but I guess
I really ought to get Mom to a
Hospital first! Besides, this
piece of junk of mine wasn't
so hot BEFORE you destroyed
it, so I wouldn't be much of a
match for you young daredevils!

My son has a Pontiac GTO, and he can get it up to 100 miles an hour . . . and that's just backing it out our driveway! You'll probably be running into him one of these nights!

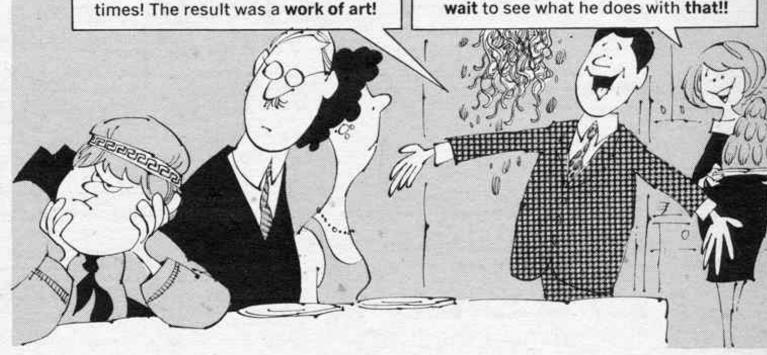


#### THE MAD APPROACH



He paints with shotguns . . . rocks . . . anything! Once, he took his baby sister, dipped her into paint, and slammed her against a canvas several

He has all the talent in the family!
No matter what he does, it's creative!
We're trying to encourage him! Tonight,
we're having Jello for dessert! I can't
wait to see what he does with that!!



#### THE MAD APPROACH







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HE NEW YORK TIMES, NOVEMBER 25, 1969

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THE NEW YORK TIMES, DECEMBER 15, 1969

On January First, Nineteen Hundred and Seventy, Reserved Seat Tickets will go on sale for...

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THE GREATEST LOVE STORY EVER TOLD A TENDER AND TOUCHING FILM OF YOUNG LOVE THREE HOURS AND TWENTY-ONE MINUTES OF RAPTURE
A MOTION PICTURE YOU WILL TALK ABOUT FOR YEARS TO COME

**OPENS JANUARY 15, 1970** at the CINEMIRACLE THEATRE

DATERDIANU DINEBULTADA

YONKERS DAILY POOP, January 28, 1970

#### **NOW AT POPULAR PRICES!!**

FIRST-RUN NEIGHBORHOOD PLAYHOUSE THEATER

DIRECT FROM ITS GALA RESERVED SEAT ENGAGEMENT ON BROADWAY AND ITS RECORD-BREAKING RUN AT "HIT SHOWCASE THEATRES"!

"Whispering Branches



STARTS TODAY FOR ONE WEEK ONLY!

ILLVILLE WEEKLY STAR February 5, 1970

NOW PLAYING!! "I Was A Teenage Motorcycle Gang"

Whispering Branches"

R.K.O. Styx Theatre

Main Street

ILLVILLE WEEKLY STAR February 12, 1970

#### TRIPLE-THREAT DRIVE-IN

"HOME OF THE HITS"

"ALWAYS A GOOD SHOW"

Route 189 at the Traffic Circle

PRESENTS

AN ALL-COLOR, ALL SPECTACULAR GALA PROGRAM

Cecil B. DeMille's "THE TEN COMMANDMENTS" AND

"BEN HUR" with Charlton Heston AND

"CLEOPATRA" with Liz and Dick PLUS

20 Color Cartoons and 6 Travelogues

AND AS AN EXTRA ADDED ATTRACTION "Whispering Branches"



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# MOVIEAD

THE NEW YORK TIMES, JANUARY 15, 1970

THE DAILY NEWS, January 23, 1970



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#### OPENS TONIGH

A MOTION PICTURE YOU WILL TALK ABOUT FOR YEARS TO COME THREE HOURS AND TWENTY-ONE MINUTES OF RAPTURE A TENDER AND TOUCHING FILM OF YOUNG LOVE THE GREATEST LOVE STORY EVER TOLD



Reserved Seat Tickets Are Now On Sale For All Of 1970 And Early 1971 By Mail, Phone, Or At The Box Office

#### The CINEMIRACLE THEATRE

SELECTED RESERVED SEATS FOR TONIGHT'S OPENING PERFORMANCE STILL AVAILABLE

MOLD-O-DEADNASION

Theatre Parties Arranged

en

#### COMING WEDNESDAY!

DIRECT FROM ITS RECENT GALA RESERVED SEAT ENGAGEMENT! UNCUT! JUST THE WAY SO MANY PEOPLE SAW IT ON BROADWAY!

#### Whispering Branches"



SEE IT AT ONE OF THESE SELECTED "HIT SHOWCASE" THEATRES

The BEEKMAN ART	The ART EAST	The EAST ART		The ART BEEKMAN	
The BEEKMAN EAST	The EAST BEEKM	AN	The BELCH A	RT	The ART BURP

TV GUIDE

#### Monday

March 9, 1970

11:30 2 THE LATE SHOW—MOVIE

COLOR "Whispering Branches" 1969 A young man and a young woman find love. (75 min.)

TV GUIDE

#### Wednesday

May 13, 1970

3:15 AM INSOMNIAC THEATRE

COLOR "Whispering Branches" 1969 61 minutes of film fare designed to have you asleep in no time.

Folks, during this brief shower, while the game's been halted, let's watch some of today's stand-by film feature ... "Whispering Branches" ...



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THE NEW YORK TIMES, JUNE 1, 1970

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#### D NOW-A MOVIE TORN FROM TODAY'S HEADLINES!

See Youtn In Trouble! See Youth Gone Mad! THE WILD SHOCKING STORY OF A GUY WITH NO CLASS... AND A GAL WITH NO MORALS! Meet the Father that taught him to be BAD! Meet the Mother that forgot to tell her how to be GOOD! Meet the whole

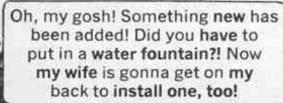
UGLY GANG ... as

(formerly titled "Whispering Branches")

OPENS THIS FRIDAY AT A SCHLOCK THEATER NEAR YOU!

BERG'S-EYE-VIEW DEPT.

#### THE LIGHTER SIDE OF...





Do you realize you're keeping me broke-trying to keep up with you?

What are you complaining about?

Do you realize YOU'RE keeping ME broke . . .

... trying to STAY AHEAD of you!!









Get ready, because I'm going to introduce you to Roger Kaputnik over there! And just watch!

Within three minutes after meeting you, he'll work the fact that he owns a Cadillac into the conversation!

Within three minutes?! Aw, c'mon! Nobody is THAT status hungry!

So make it FOUR minutes!

Sidney McGillameet Roger Kaputnik!

How SA-A-AY! That's do a nice strong you grip you've got do? there, Sid ...









Well, Darling? How did you like your first year at College?

I thought it was a dragthanks to the Generation Gap!

They think that just because they're older and have been around longer, they're more important than we are! So they push us around and put us down!

Hold it right there, young lady! I'm sick and tired of you kids blaming us members of the Older Generation for all your troubles!

I'm not talking about THAT Generation Gap!

I'm talking about the Generation Gap between the Freshman and the SENIORS!













# SEEMING

ARTIST & WRITER: DAVE BERG











Too bad! You already did!
I've got an ulcer! I'm on
tranquilizers! I drink too
much! I smoke too much! I
see an Analyst twice a week
and I'm still full of
anxiety! In general, I lead
a life of quiet desperation!



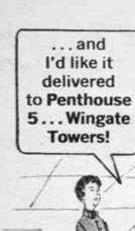
Wow! I never heard anybody complain so much!

That wasn't complaining!
That was bragging!

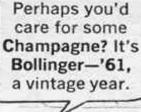
He was merely listing all the "Status Symbols" of a SUCCESSFUL BUSINESSMAN!



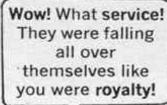




Did Madam say, "Wingate Towers"? Oh, please be seated! Let me send for some tea and crumpets while your order is being made out, Madam!



Perhaps some hors d'oeuvres?



Living at that address gets 'em every time! Yeah . . . but you're the MAID there!!









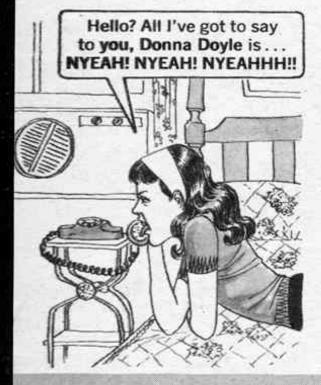


I bought it in St. Thomas while I was on a \$5000 cruise to the Caribbean! I remember I was in a chic little \$300 chiffon, and the clerk said it would go just perfectly with my \$2000 necklace!



Of course, what really makes the difference is my \$3000 pair of matching earrings which I got-Oh, you'll have to pardon me! There's my husband . . . the one wearing the \$250 suit and driving the \$7500 Lincoln! Nice meeting you!





You're not the only twelve-year-old who has a phone of her own! My folks just gave me one, too . . . and you're getting the first call! So, all I've got to say to you, Donna Doyle, is . . NYEAH! NYEAH! NOW WE'RE EVEN!!



I'm sorry, but Miss Doyle is not at home! Would you care to leave a message?



I am

SO

doing

it for

"Boyhood"!

Hey! You're This is her not Donna! ANSWERING Who IS



How about this?! It's another award for my work with the Boy Scouts!



Y'know what I just figured out? All these years that you've been telling me you were in Scouting for the sake of "Boyhood" you were handing me a big fat lie! You've really been in it for only one reason . . . to inflate your ego!



You've been doing it for prestige, status and awards! All this talk about doing it for 'Boyhood" is baloney!



And I'm the "Boy"!!



Well, if it isn't Charlie Burnside! Hey, Charlie . . . remember when we were kids and you'd always beat me out on everything? Well, take a look! That's my house there!



It's got eleven rooms, four baths, a finished basement, a wood burning fireplace and a kitchen loaded with every appliance they make nowadays!

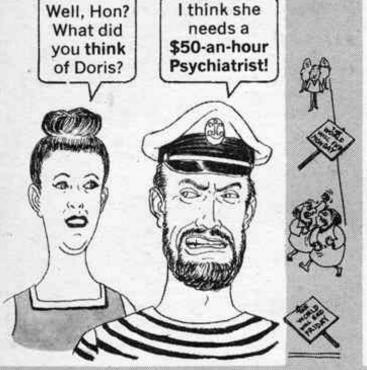


Pretty nice, huh? Yep, I've really made it, Charlie, as you can see! Er-by the way! Tell me about your house . . .



WHICH ONE?!





I've noticed that most of the girls on campus are constantly breaking their necks, trying to make "status dates" just so they can be seen in public with them!



I mean like dating the Captain of the Football Team . . . or the Richest Boy in school . . . or the Best Looking! I think that's silly, immature and frivolous-



-don't you, Professor?



Mitchel, I asked you to stay after class because I wanted to discuss this composition you wrote about your father! Don't you know what he does for a living?



That's what I Sure I thought! And I'm know! very impressed! He's a Brain Then . . . why did you lie in your Surgeon! composition?



Because I don't care if you're impressed!



I wanna impress the rest of the class!



An' that's why I said

he was a Fireman!

Another night, and another dirty job of cleaning up!

Yep! On the Social Ladder, we Charwomen occupy the bottom rung!



I've got the Secretary's Pool to clean tonight!



Oh, really? I'll have

you know I'm cleaning

the Office of the

Chairman of the Board!

I see you brought a sandwich, too! I'll meet you in the Employees' Cafeteria at midnight!



Sorry!

won't

be

I'll be eating in the Executives' Dining Room tonight!



Boy, oh, boy! Wait'll the guys at the Club see me drive up in this brand new, shiny 1969 Lamborghini-Miura! Talk about status, I've sure got it now!



Man, are they ever gonna eat their hearts out!



Milton! What's the matter? You suddenly turned pale!

Yes.

Madam!



Don't bother

me now! I'm

too busy

eating MY

George Winthrop just drove up in a 1928 ESSEX!!



Oh, Clerk, how much is this Fur Jacket? Perhaps Madam would like to look at our Economy Line! That Fur Jacket is from our More Expensive Line, and costs \$550!



Is that all? I suppose I could wear it to Football Games! I'll take it!



Are you crazy or something?
Your husband only earns
\$150 a week! Where do you
come off buying something
that ritzy? Who in heck
are you trying to impress?



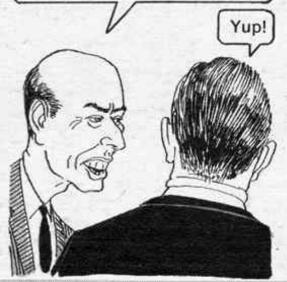
The clerk!!



Hey! Am I wrong or was that "Three-Fingers" Scungilli you were just talking to?!



But he-he's a Gangster! He's in the Mafia! He's a killer! He orders Contracts on people . . . and they get rubbed out!



He's responsible for half the Narcotics that comes into the country! He's in Vice... and Highjacking... and the Numbers Racket! And YOU KNOW HIM?!?



GEEZ! I didn't know you were that IMPORTANT!!



What have you got to brood about!
You've made it to the top! You've
got everything anyone could wish
for! You've got good health, a
beautiful wife, and three lovely kids!



You live in one of the most magnificent mansions in the State! And you have your own private chalet in Switzerland, not to mention your luxurious ocean-going yacht, your own private plane and three cars!

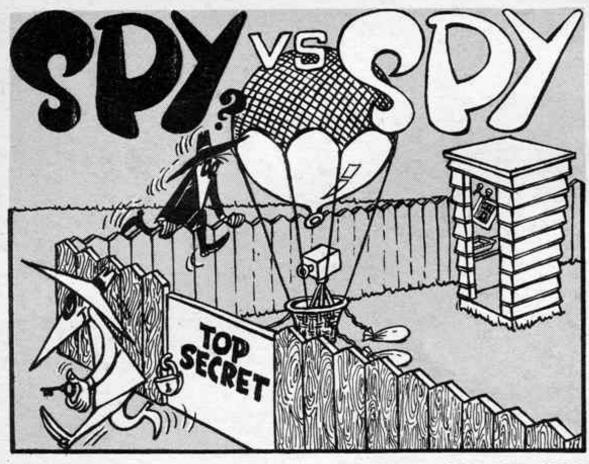


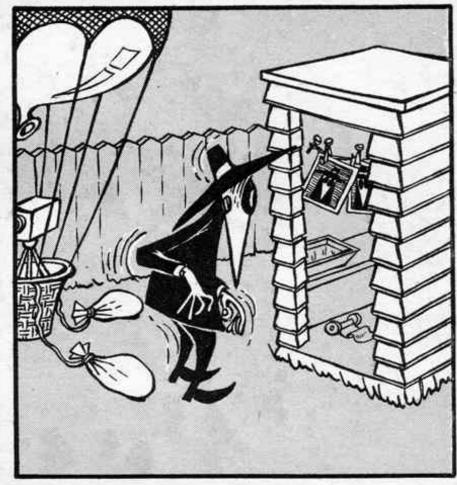
You're one of the richest men in the country... and yet you sit there and brood! WHY??

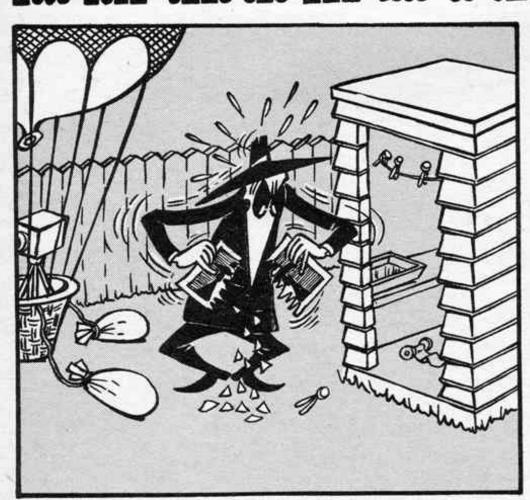


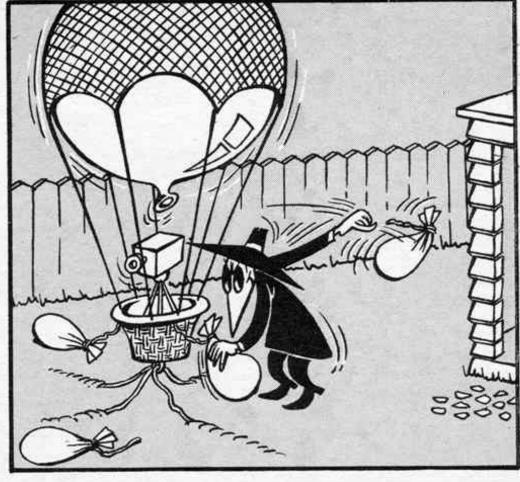
Because I'm not THE richest!!

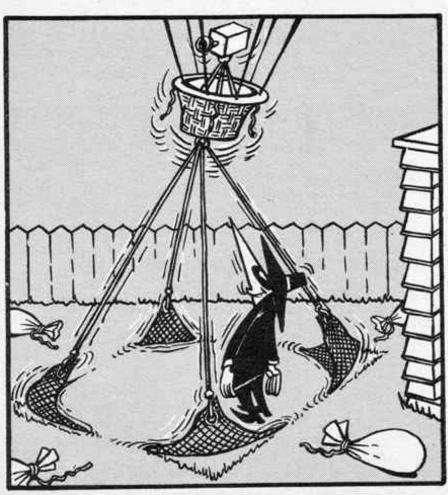


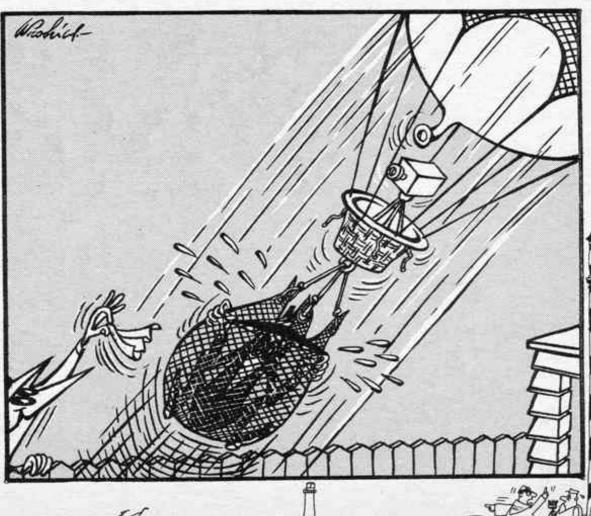












MUTT AND JEST DEPT.



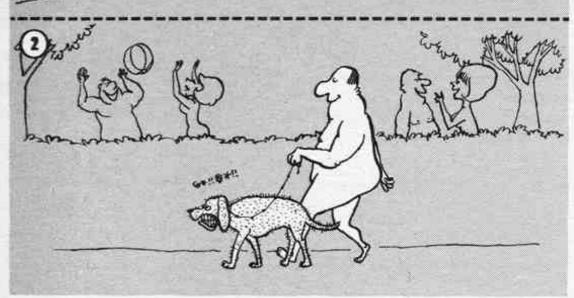
# A MAD LOOK

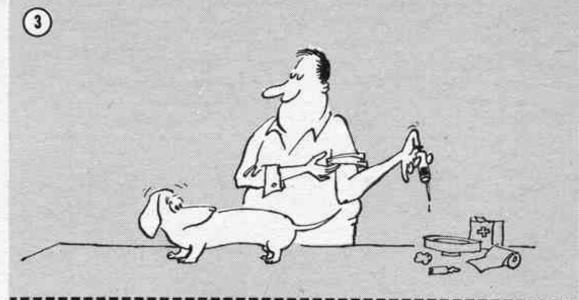


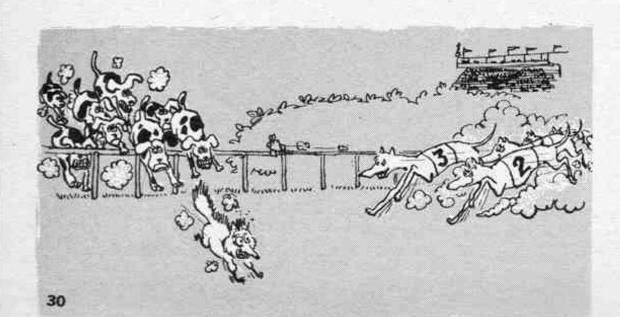




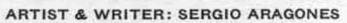


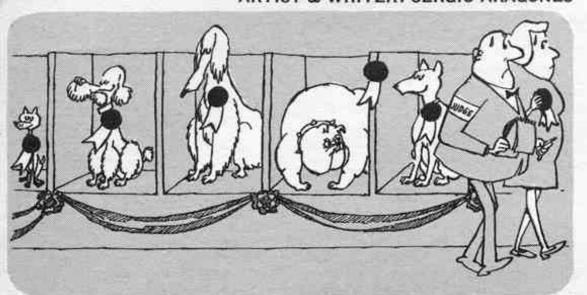








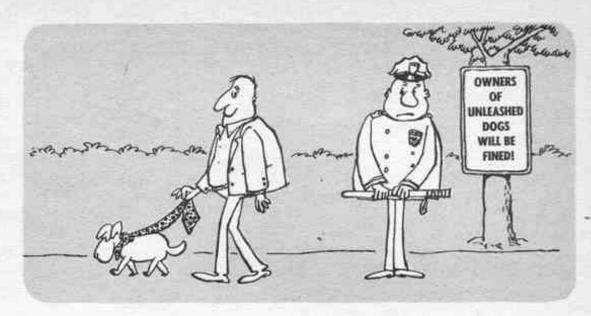


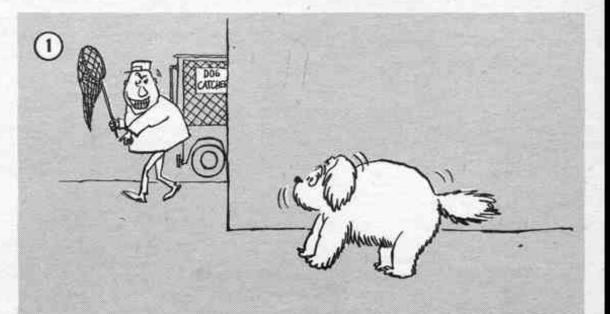


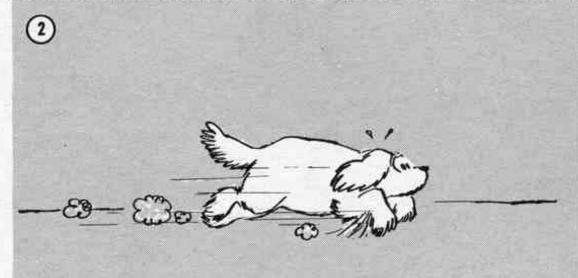




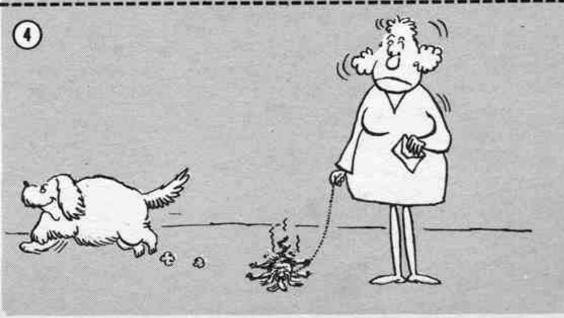


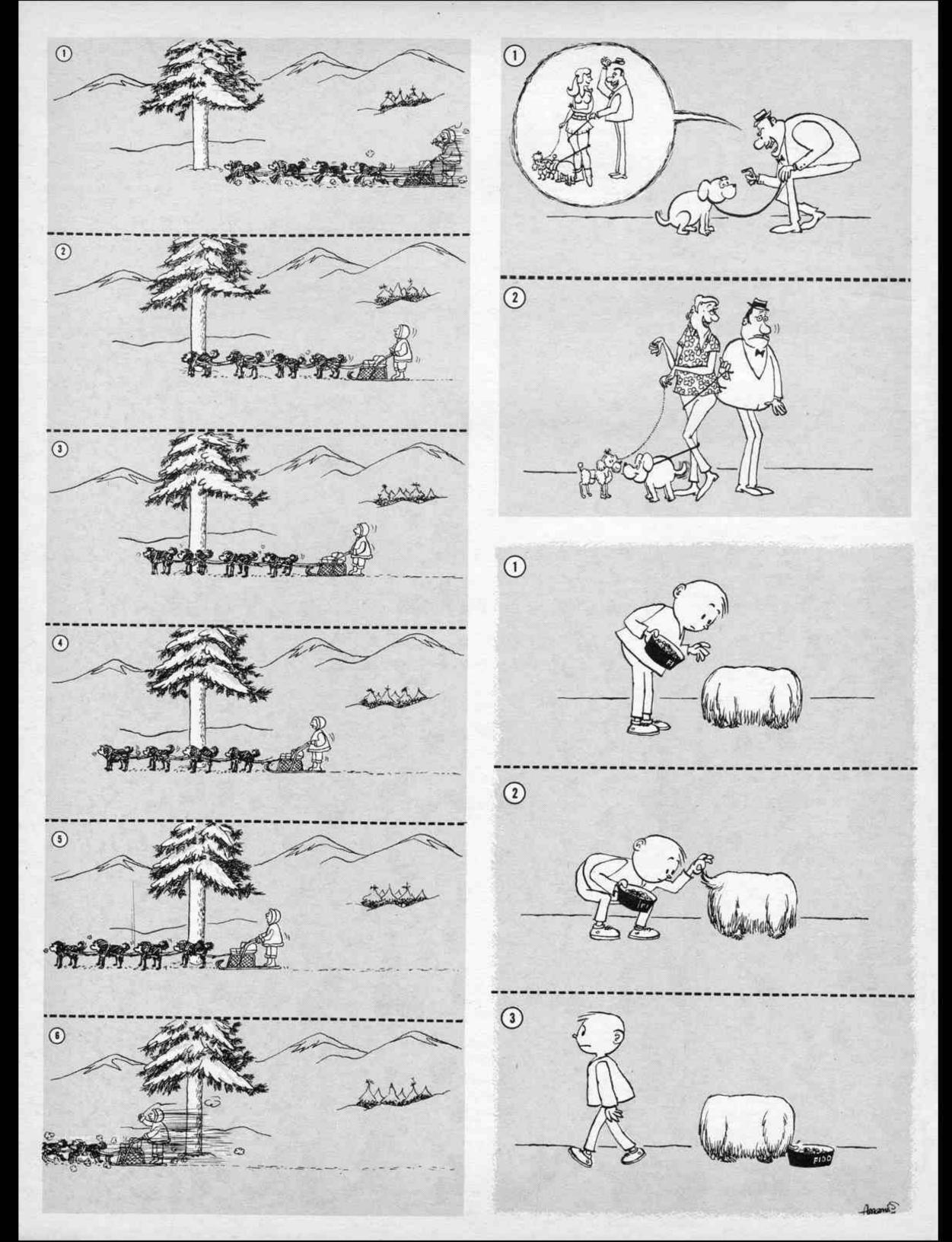


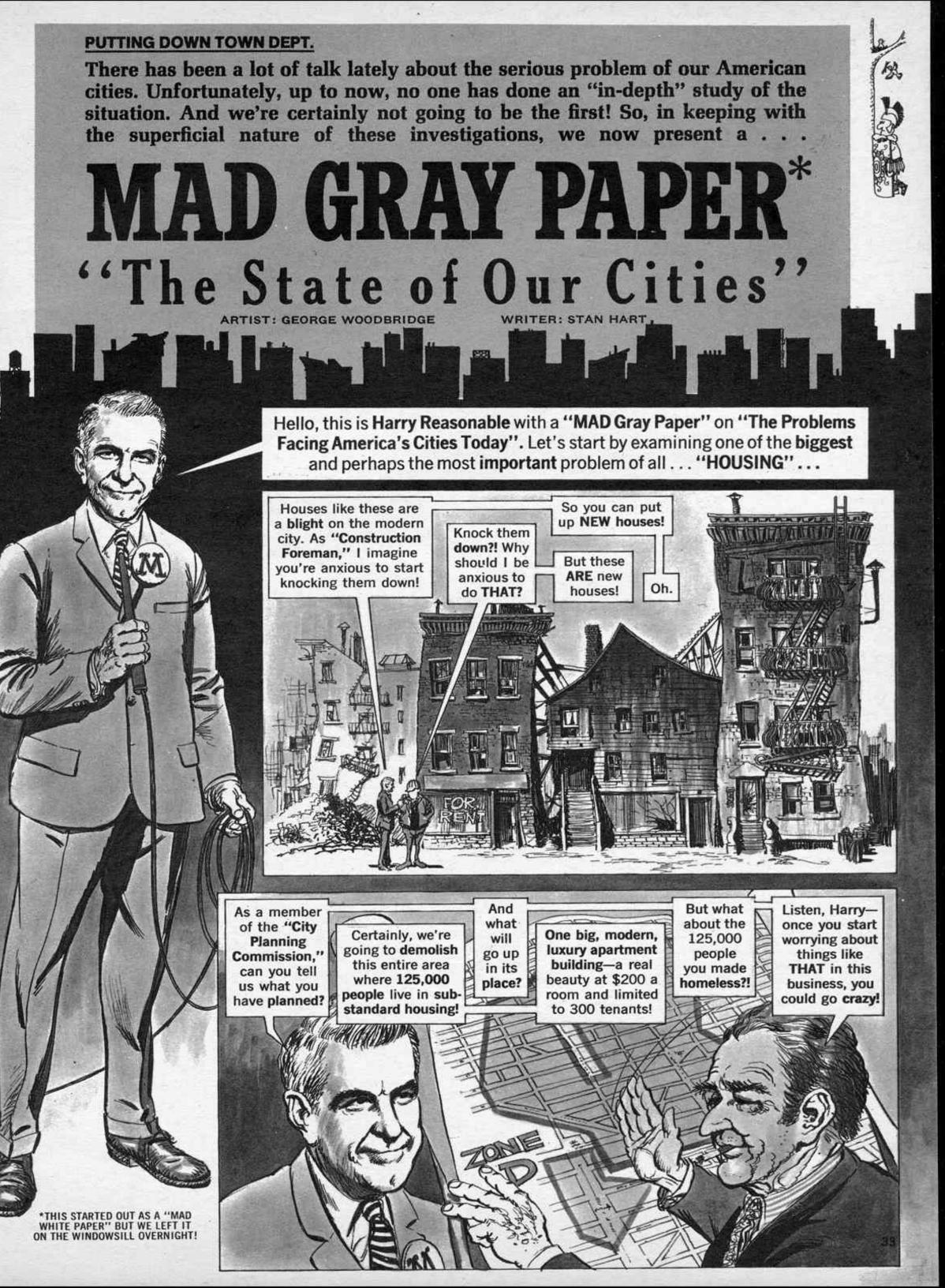


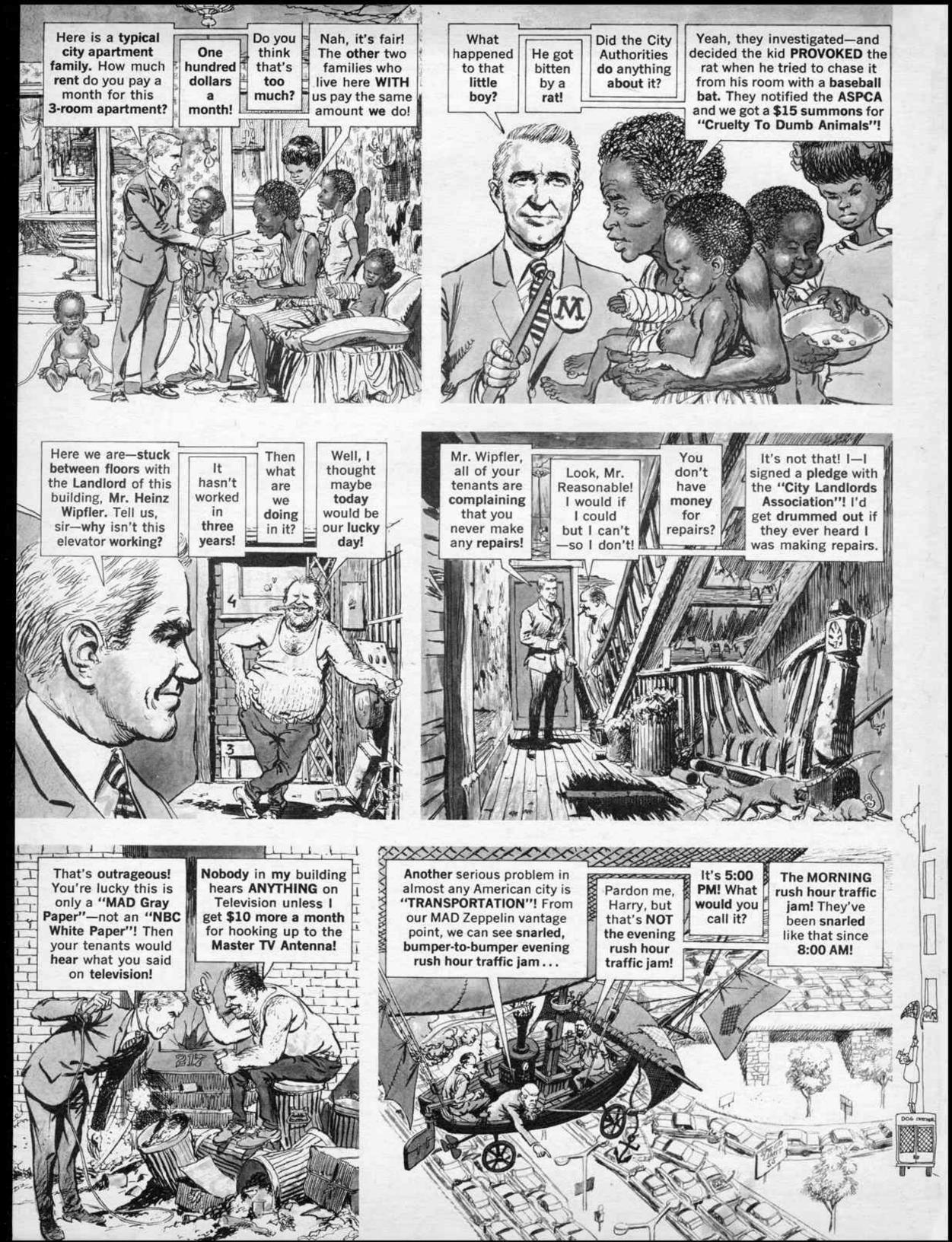










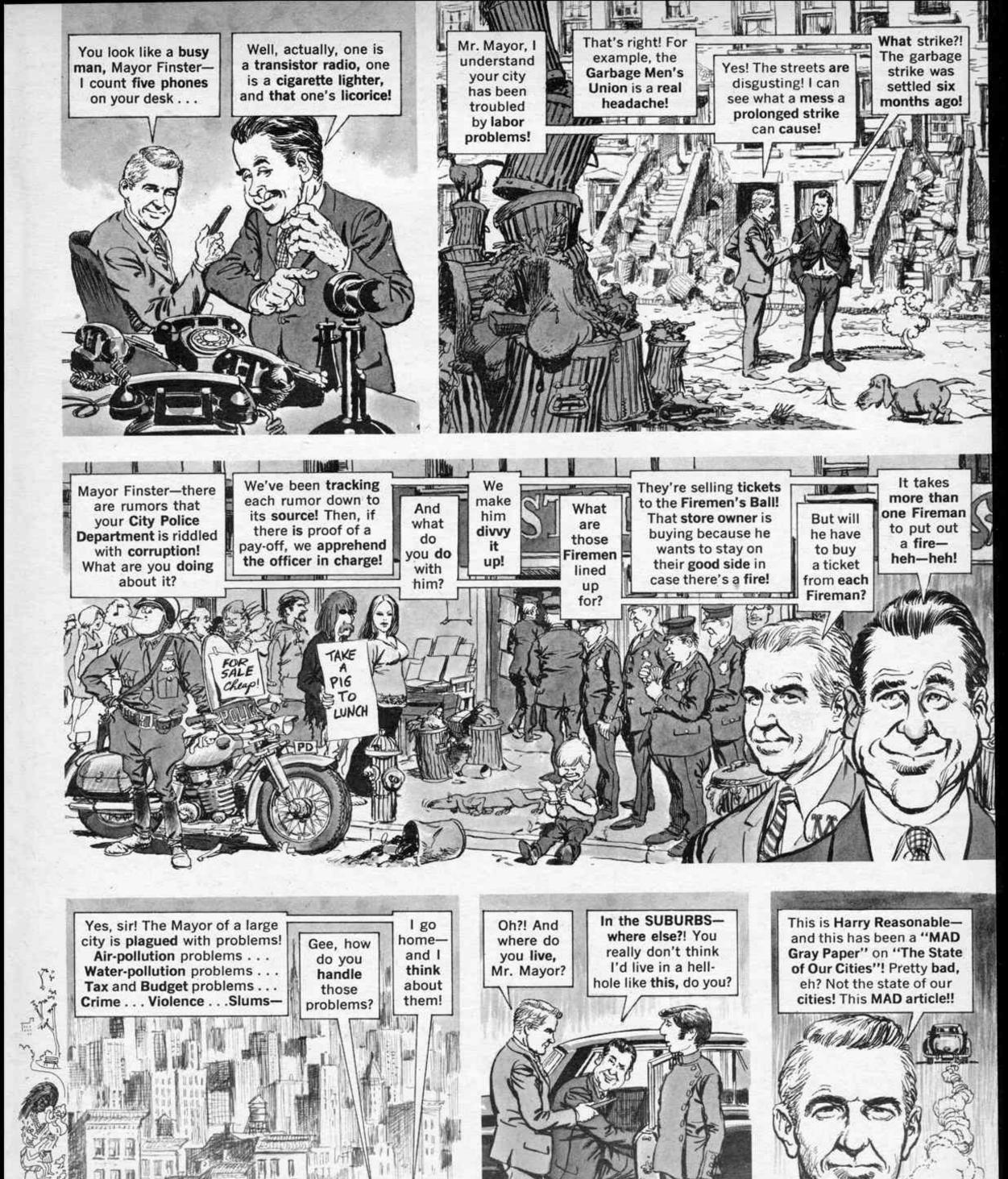






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DON MARTIN DEPT. PART III

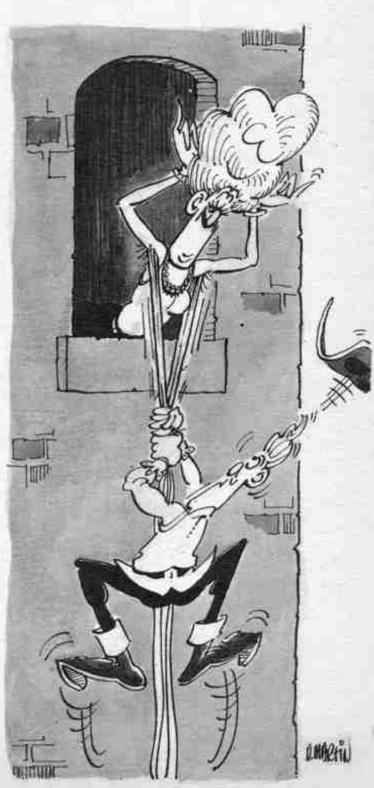
# DON MARTIN TAKES A LAST LOOK AT THE SAME FAIRY TALE











### BRINGING UP FODDER DEPT.

For many years now, the name "Dr. Spock" has been a household word, and his book, "Baby And Child Care" has been the most widely read handbook for parents ever published. But the problem is: Babies and Children eventually grow up, and then what handbook do parents consult? Since Dr. Spock himself is too involved with war and peace and politics these days to write any more books, we at MAD have decided to write his next book for him. So here, then, is our idea of the sequel to "Dr. Benjamin Spock's Baby And Child Care":



# The New Arrival

### THE PARENTS' PART

- 1. Congratulations! You are now the proud parent of a brand new teenager. The child you once weaned, coddled and pampered is no more. He now stands on the threshold of adulthood. And in the next seven years (13-19) he may even reach adulthood. Then again, it may take him until he's 30.
- 2. When you take your first good look at him, you may be shocked. He will probably be very hairy, have skin blemishes, and dress like a Viet Cong guerilla. And he might remain in this condition throughout his teens. Or, he might become ugly! In any case, don't worry.



When you take your first look at him, you may be shocked.

You will probably receive all kinds of advice on how to care for your brand new teenager. You may even feel that obeying your first natural impulse is the best. Don't do it!

3. Obey your second natural impulse. Care for him, show him you love him and want him, and try to accept him as best as you can. But above all, ignore that first natural impulse! Strangulation is still punishable by death in some states!



But above all, ignore that first natural impulse!

- 4. The problem of health. This is an area that always concerns the parents of a new teenager. But with medical science making such great strides of late, this is a needless worry. If you follow the doctor's instructions carefully, you may very well live to be 40.
- 5. The main concern of the father. While the mother will bear the initial brunt of caring for a teenager, the father must not be forgotten. His primary problem will be that of jealousy. For the first time, his wife will be dividing her affection between two people: a big, self-sufficient figure, and a small, helpless creature. As a small, helpless creature, the father resents this.

### THE TEENAGER AND HIS TEETH

10. Braces will have appeared on your child's teeth a few years before his arrival as a teenager. However, as he gets older, he will get additional and more intricate braces. Braces are an important status symbol for the teenager, and in certain cases can even be worn to straighten crooked teeth.

Remember this: The more paraphernalia a teenager wears around his mouth area, and the more uncomfortable he is, the greater will be his reputation among his fellow teenagers. Here are examples of braces and the prestige they can bring your child in the teenage community:



Braces with rubber bands are quite ordinary. Your teenager is part of the common herd.



With an ordinary night brace, your teenager can be greatly admired by other teenagers.



Scotch tape is a fascinating addition to braces. Teenager shows leadership qualities.



With futuristic night brace, he can be a pacesetter. Also quarterback for N. Y. Giants.

11. Telling him about the Tooth Fairy. A teenager is old enough to know the true story behind the Tooth Fairy legend. Merely say to him: "Son, do you know who the Tooth Fairy really is? It's me! And every year, I leave \$2,000 under the Orthodontist's pillow!"

(Note: In cases where you say to him, "Son, do you know who the Tooth Fairy really is?" and he smirks, "Yeah, it's a strange Dentist!" just ignore him. Teenagers are apt to be smart-alecky at times.)

### BATHING AND GROOMING

12. Bathing and grooming of a teenager is always of prime importance to a parent. The following are all the tips, advice and tricks that have proved effective in the past for guiding the teenager in the art of proper bathing and grooming:

### PLAY-TIME

13. Your new teenager is an inquisitive creature. He likes to explore—to find things out for himself. He likes to touch things . . . like your wallet, your car keys, girls. He also likes to put things in his mouth . . . like cigarettes. This may aggravate you, but do not discourage him. It is all part of his growing up process (and in your case, your growing old process).

**CLOTHING AND EQUIPMENT** 

6. A teenager's clothing and equipment are very important. Here is a partial list of the things your new teenager will need:

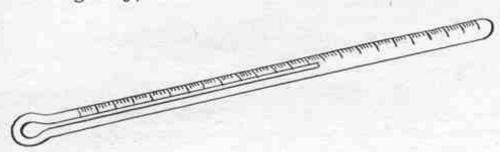
Eight pairs of dirty sneakers Seventeen baggy sweatshirts

One hundred and seven pairs of blue jeans

Two leather motorcycle jackets

One Nazi officer's cap One athletic supporter

(Note: Also see Section 38-Clothing and Equipment for the Teenage Boy)



It is also a good idea to get a rectal thermometer. It is doubtful that your teenager will ever be sick, but you never know what new kick he may decide to go on next.

### CARING FOR YOUR TEENAGER

7. Feeding him. Eating habits vary according to the size and weight of the teenager. But ordinarily, here is a good daily feeding schedule to follow:

8:00 a.m., 10:00 a.m., Noon, 3:00 p.m., 3:30 p.m., 3:45 p.m., 6:00 p.m., 7:00 p.m., 7:30 p.m., 8:15 p.m., 9:30 p.m., 10:00 p.m., 11:00 p.m., 11:30 p.m., Midnight, 2:00 a.m. (Note: This is the regular feeding schedule. Between-meals feeding should be arranged at your discretion.)

8. Mixing the daily formula. This is a relatively simple procedure. Merely mold 52 hamburgers into patties, add seasoning, and serve periodically throughout the day and night with Coke and pizza. If the teenager is not crying too loudly for his food, you might even try to cook the hamburgers first from time to time.



Mixing the daily formula is a relatively simple procedure.

9. Cutting out the 2:00 A.M. pizza feeding. When your teenager gets a bit older, he may want to cut out the 2:00 A.M. pizza feeding and substitute something more substantial, like a can of beer. Or a case of beer. Since he has been raised on a demand feeding program, there's no use trying to talk him out of it once he demands it. Besides, he's bigger than you are, and it's no fun getting hit with a can of beer. Or a case of beer.

14. A teenager's span of attention is very limited. One minute, he may be interested in LSD . . . the next minute it may be Methedrine. When this happens, try to distract him with safer things . . . like pot.

15. One of his favorite games is Hanging Around. This consists of sitting around the house (on anything but a chair) in a way that his feet are always higher than his head, with a completely vacant expression on his face, and saying and doing absolutely nothing. A teenager can play this game for days, often years.

Sometimes this game frightens parents, because they don't know if the teenager is alive or not. Remember this: taking his pulse is a waste of time. In this condition, he has a way of making his pulse stop, too. You will know when your teenager is really dead by the intelligent look on his face.



One of his favorite games is Hanging Around.

### SLEEPING HABITS

16. See Section 51—Birth Control Tips For The Teenager

### BEHAVIOR PROBLEMS

17. Temper tantrums. Teenagers are usually jumpy and high-strung. They become very emotional at strange times and for no apparent reasons. For example, when asked to take out the garbage, a teenager may giggle hysterically, then begin to scream, and wind up crying bitterly. There is a simple explanation for this: The teenager *identifies* with garbage.



Teenagers become very emotional at strange times.

The wisest thing to do is to let most tantrums run their course. However, if a tantrum persists, I recommend a good pacifier. (See your local Sports Car Dealer. You'll find him listed in the Yellow Pages.)

18. Disciplining the teenager. From time to time, you will find it necessary to discipline your teenager. There are three methods of punishment which I suggest you can try:

(a) Deprive him of something. This is a very tricky punishment because a teenager usually has everything. And even if you take something away from him, he can usually replace it on his own. So the thing to do is to deprive him of something he doesn't want in the first place. For example, say to him, "Just for that you can't play pinochle next Tuesday!" Chances are he doesn't even know what pinochle is, but the bizarre nature of what you have said will make him do a lot of thinking . . . which for most teenagers is punishment in itself.



Make him think . . . which is punishment itself!



Look him straight in the eye and tell him sternly what he Itas done wrong, and why he shouldn't do it again.

(b) Verbal punishment. I usually do not advocate yelling and screaming, but at times it does help to clear the air. Here is the proper way to administer verbal punishment to a teenager: Stand on a chair, look him straight in the eye, and tell him sternly what he has done wrong, and why he shouldn't do it again. The more you holler at him and threaten him, the more frightened he will become . . . that he might kill you.

(c) Physical punishment. Laying hands on a teenager should only be done as a last resort. It can sometimes be very dangerous for you. (See preceding paragraph). In any case, remember this: Never strike a teenager while you are angry. Wait until your anger at him has cooled off. This may not happen until he is 73, at which time you might consider ramming his wheelchair with yours and letting it go at that.



Wait until your anger at him has cooled!

### THE FACTS OF LIFE

19. Obviously, there is nothing an adult can tell a teenager nowadays about sex. So here are some other facts of life which he may find interesting:

Castle Peak in Colorado is 14,265 feet in height.

Peyton Randolph was elected President of the Continental Congress on May 10, 1775.

On September 3, 1916, the Adamson Act limited working hours of railroad employees to eight per day on interstate railroads.

Nauru is an island 2,215 miles northeast of Sydney, Australia.



Do not worry or feel guilty if you cannot actually love him.

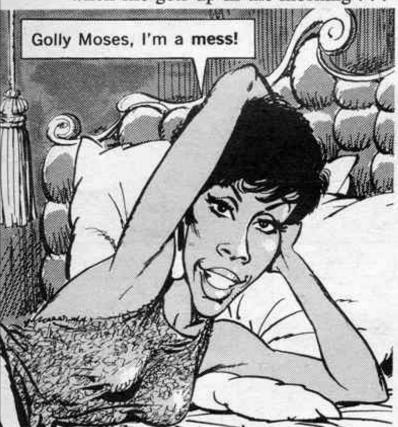
### CONCLUSION

It takes time to get used to a new teenager. Be patient with him and, above all, show him all the love you can. But, by all means, do not worry or feel guilty if you cannot actually love him. Your lack of love in the beginning is a temporary condition which seldom lasts for more than the seven years he is a teenager. (For what to do after those seven years, read my next book, "Oh, My God, He's Twenty!")

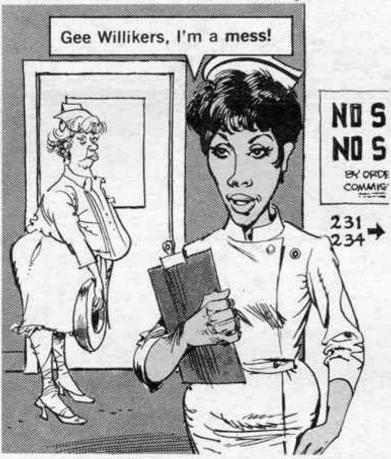
### FILLY OF SOUL DEPT.

With this next article, MAD salutes NBC-TV, and extends its sincere congratulations for having the courage and boldness to put on a daring new television show involving the problems of Negroes in relations with Whites. We mean, of course, that realistic, slice-of-life weekly situation comedy series about an "average Negro woman"...

... who just happens to look like this when she gets up in the morning ...



... and who just happens to look like this when she's at work on her job . . .



... and who just happens to look like this at the end of a long hard day . . .



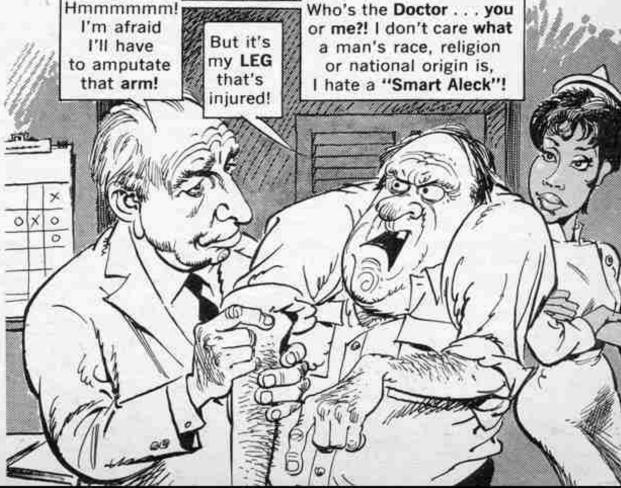
And what kind of realistic problems must she face every week? Prejudice? Bigotry? No—none of these! Her problem is . . . Are you ready for this? . . . she's having trouble finding a HUSBAND! But we can understand that! After all, Negro OR White, she's only one of the best-looking gals in the entire Free World! So here is MAD's version of

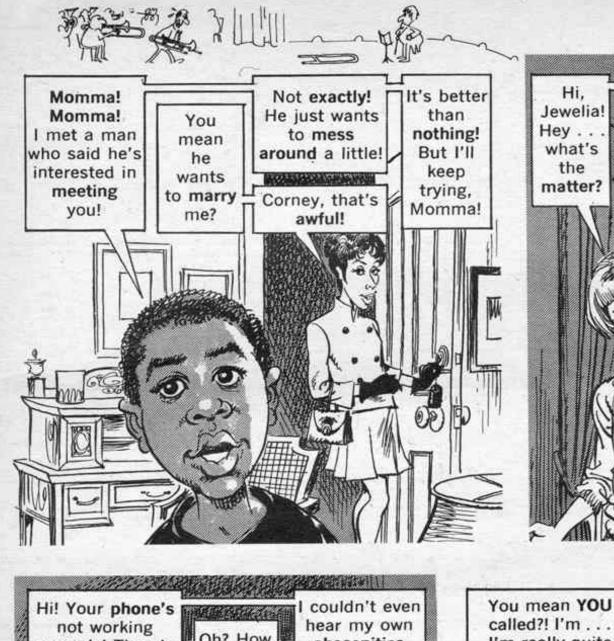
# JEWELLA











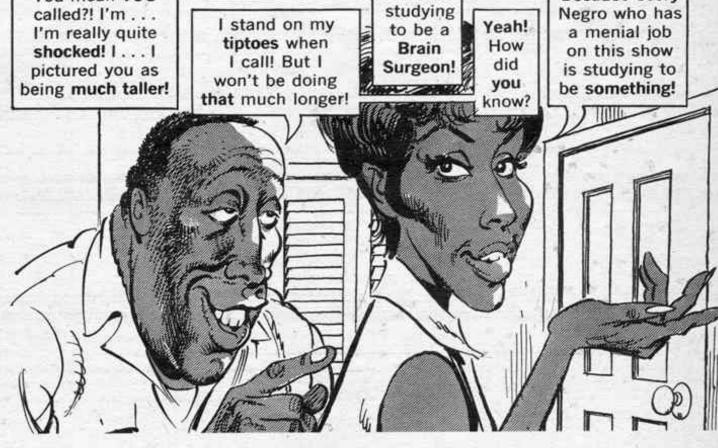


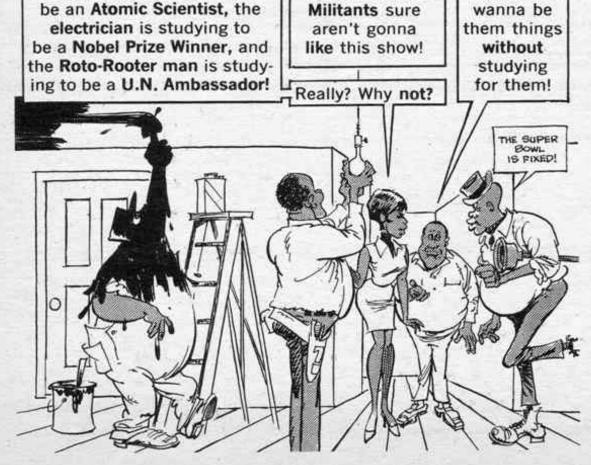
You're

Because every



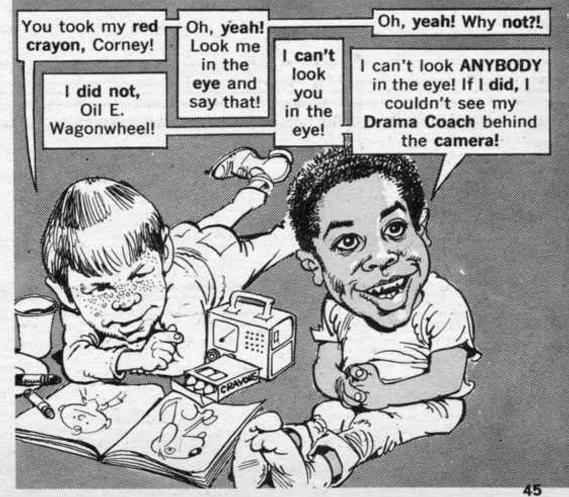
That painter is studying to





Boy, some Black

Cause they





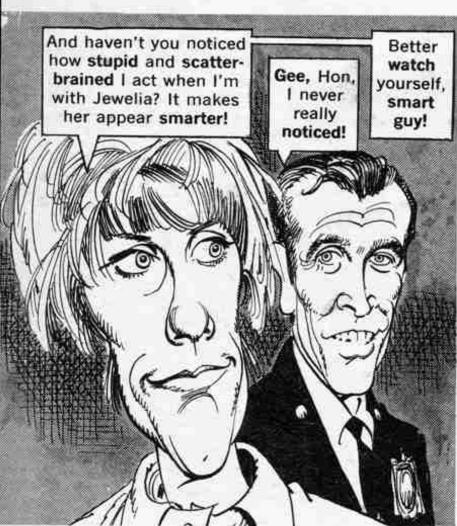




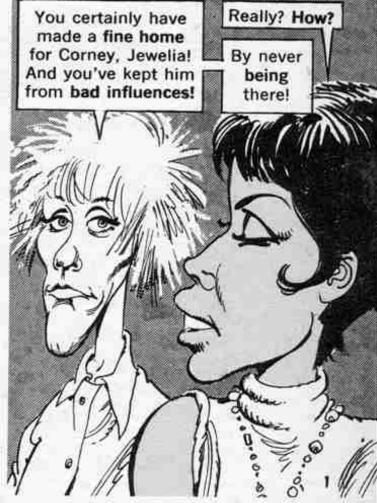
















Thanks for stopping by here! I really must show up at my Club Meeting . . .

What kind of a club

Remember years ago when Family Situation Comedies had stupid, idiotic husbands in them? Well, my club is made up of women in TV who have gone one better . ..





Y'know . . . I WORRY about Jewelia! It's not an easy life for her, being hated and despised as a member of a Minority Group . . .

Gee, we don't treat her as a member of a Minority Group on the show!









48

# A Dove's-Eye View Of The Joint Chiefs Of Staff



WHAT WERE THE INVESTIGATIONS INTO THE "PUEBLO AFFAIR" REALLY LOOKING FOR?

# HERE WE GO WITH ANOTHER RIDICULOUS MAD FOLD-IN

There will always be controversy over the recent "Pueblo Affair"...even long after the investigations into it are concluded. But what were the Military Fact-Finding Committees really looking for? To get the answer, simply fold in the page as shown.

FOLD THIS SECTION OVER LEFT



■ B FOLD BACK SO "A" MEETS "B"



ARTIST & WRITER:

A LOYAL, DEDICATED FACT-FINDING COMMITTEE MUST NATURALLY DIG HARD AND DEEP. IT IS ALWAYS HEAVY GOING WHEN JUDGING THE ACTIONS OF MEN IN COMBAT!

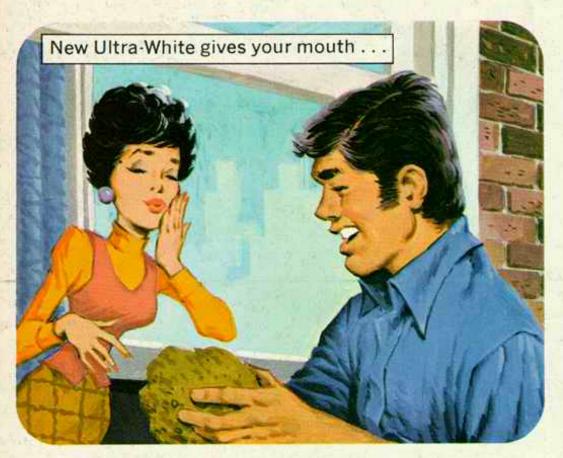


# AD WE'D LIKE TO SEE

## The Ultra-White Toothpaste Commercial

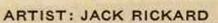














WRITER: DICK DE BARTOLO