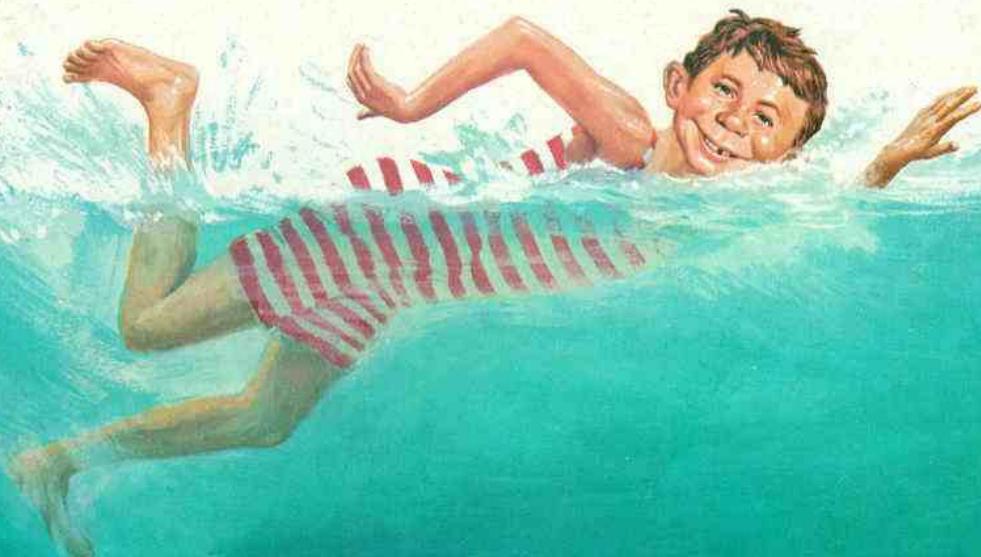


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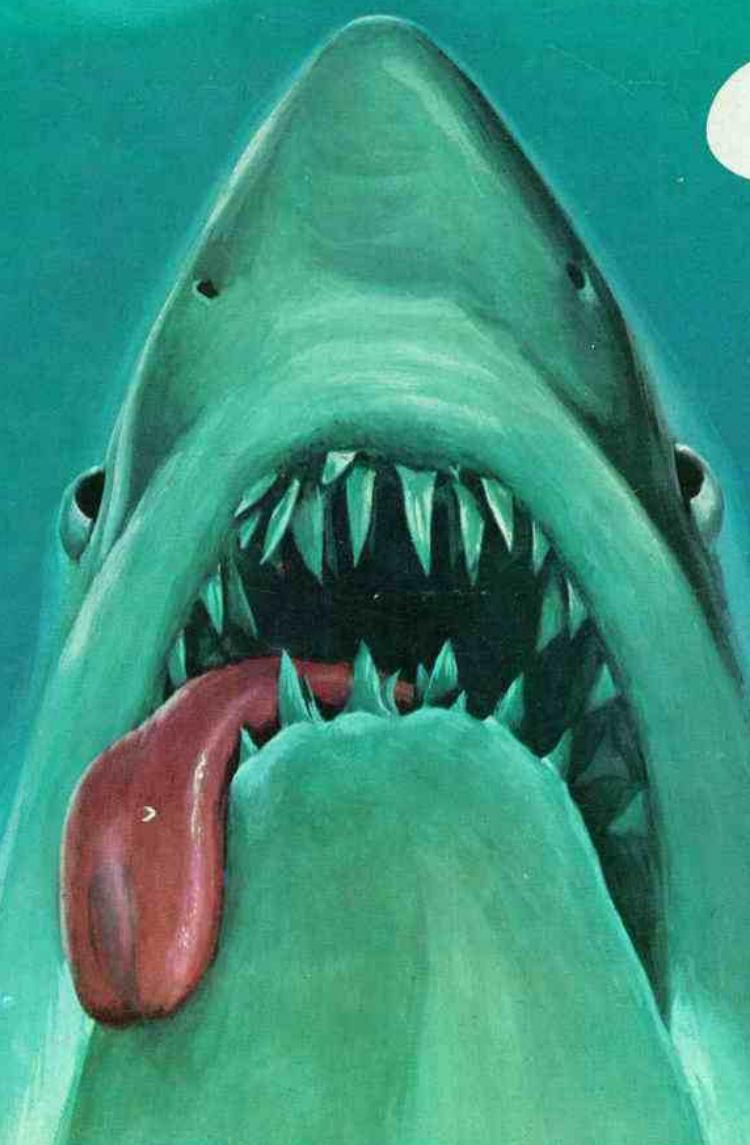
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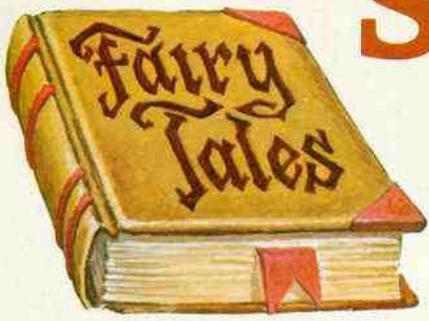


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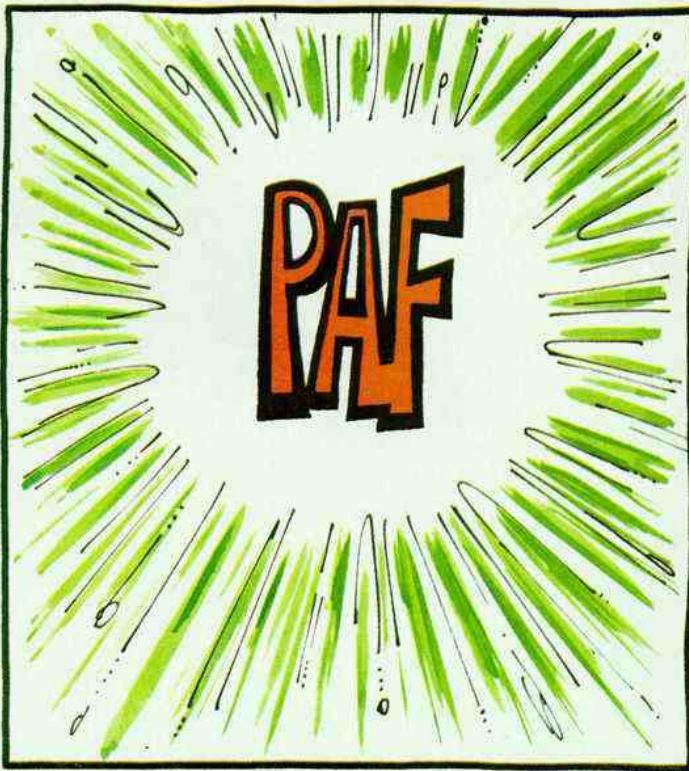


SCENES WE'D LIKE TO SEE

(THE FROG PRINCE)



ARTIST & WRITER: DON MARTIN



D.MARTIN...

MAD

"A rolling stone gathers no moss . . . but it always ends up at the bottom of the hill!"—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, JANET SERPICO,
DAVID FRAZIER *subscriptions*

CONTRIBUTING ARTISTS AND WRITERS
the usual gang of idiots

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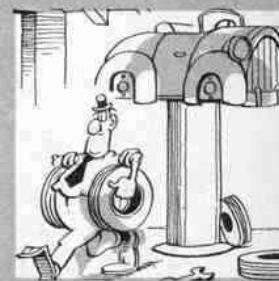
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(A MAD
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SATIRE)
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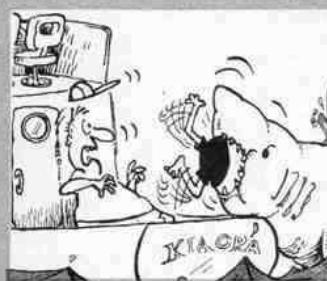
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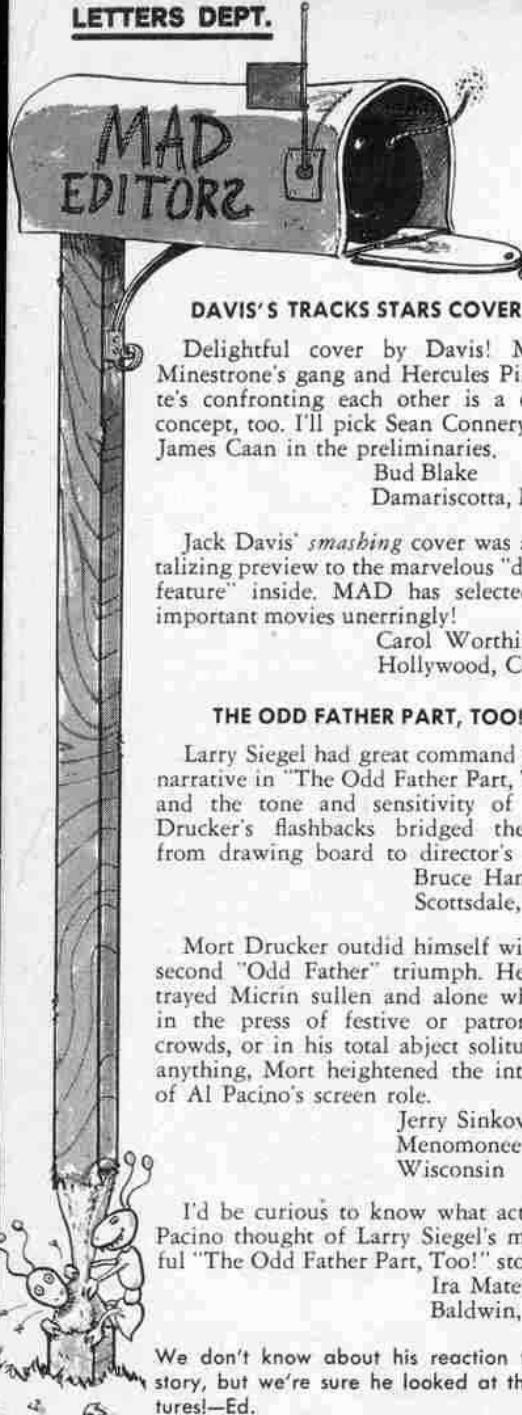
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OF THE
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"MIRTHQUAKE"
(ANOTHER
MAD MOVIE
SATIRE)
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LETTERS DEPT.



DAVIS'S TRACKS STARS COVER

Delightful cover by Davis! Micrin Minestrone's gang and Hercules Pirouette's confronting each other is a classic concept, too. I'll pick Sean Connery over James Caan in the preliminaries.

Bud Blake
Damariscotta, Maine

Jack Davis' smashing cover was a tantalizing preview to the marvelous "double feature" inside. MAD has selected the important movies unerringly!

Carol Worthington
Hollywood, Calif.

THE ODD FATHER PART, TOO!

Larry Siegel had great command of his narrative in "The Odd Father Part, Too!" and the tone and sensitivity of Mort Drucker's flashbacks bridged the gap from drawing board to director's chair.

Bruce Hamilton
Scottsdale, Ariz.

Mort Drucker outdid himself with his second "Odd Father" triumph. He portrayed Micrin sullen and alone whether in the press of festive or patronizing crowds, or in his total abject solitude. If anything, Mort heightened the intensity of Al Pacino's screen role.

Jerry Sankovec
Menomonie Falls,
Wisconsin

I'd be curious to know what actor Al Pacino thought of Larry Siegel's masterful "The Odd Father Part, Too!" story...
Ira Matetsky
Baldwin, N.Y.

We don't know about his reaction to the story, but we're sure he looked at the pictures!—Ed.

Mort Drucker did cluster upon cluster of captivating secondary characters. They were a joy to linger over, upon my third reading!

Rodney Smith
Kalamazoo, Mich.

After Sunday dinner, we stayed at the table, family style, digesting Larry Siegel's devastating lines and pointing out Drucker's likenesses of Troy Donahue, Robert Duvall, Talia Shire and Abe Vigoda, Abe Vigoda...?

Robin Scarpitto
Merced, Calif.

Why wait for novelist Mario Puzo and Director-Producer Francis Ford Coppola to do "Godfather III"? Let Larry Siegel and Mort Drucker start without them!

Harvey King
Brooklyn, N.Y.

ONE DAY IN SOUTH DAKOTA

Don Martin's "One Day In South Dakota" was quite ear-regular!

Steve Zegarelli
Utica, N.Y.

Don Martin sure knows how to build up to a monumental gag!

Shawn Fitzgerald
San Diego, Calif.



A Monumental Ear-Regularity

Don Martin's animated clean-up crew on Mount Rushmore reminded me of the busy little Lilliputians swarming over Gulliver. Well, Don Martin always gives me a Swift kick!

Donna Zwerin
New York, N.Y.

THE MAD ECONOMICS PRIMER

Stan Hart's "MAD Economics Primer" is so expressive of today's economic problems, maybe it'll help bring about *some* change. As for Al Jaffee's draw-it-like-it-is illustrations for the Primer, that's exactly what Russia and Saudi Arabia did to Uncle Sam!

James Tuck
Hialeah, Fla.



That's Exactly What They Did!

Your "MAD Economics Primer" wasn't the least bit funny. It was too revealing and too true to be funny.

Myron Bennett
La Grange, Ill.

LIGHTER SIDE OF GARDENING

Dave Berg had his ear to the ground in "The Lighter Side Of Indoor And Outdoor Gardening". He's all thumbs on any subject. Green thumbs!

Arlene Chapman
Chicago, Ill.

You never know where Dave Berg will sprout up. He's a blooming idiot with a very fertile mind!

Andee Cole
Marina Del Rey, Calif.



Dave Berg, A Blooming Idiot

Very amusing realities about gardening. Gave me a burst of energy to attend to my own overgrown backyard!

Loretta Velona
Maywood, N.J.

MUDDLE ON THE ORIENT EXPRESS

I saw in the papers that Agatha Christie has decided to kill off Hercule Poirot after what Lou Silverstone and Angelo Torres did to him in "Muddle On The Orient Express". Who can blame her?

Tim Dunn
Worcester, Mass.

Engineers Lou Silverstone and Angelo Torres kept the "Orient Express" on the laugh track!

Brendan Kavanagh
Flushing, N.Y.

Angelo Torres and Lou Silverstone committed the perfect crime and there was no visible weapon, as evidence, because I died laughing!

Timothy O. Lane
Baldwin Park, Calif.

ROLLERBALL RECALLS BASEBRAWL

Hey, Clods! Methinks movie producer Norman Jewison was inspired by Al Jaffee's "The MAD Game Of Basebrawl", issue #167. Of course, he added some refinements and called his movie "Rollerbball".

Jon Kull
Arvada, Colo.

"Rollerbball" will be served up soon by Angelo Torres and Stan Hart.—Ed.

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PLAYING IT FOR SHARK VALUE DEPT.

There's a sick new trend in movies! It started with "Airport", continued with "Towering Inferno", sunk to a low with "Earthquake" and has now reached the depths with the movie that's REALLY packing 'em in, the one about a giant shark that terrorizes a summer community! Yep, it's obvious that people get their kicks out of seeing other people die... in every horrible way possible, which includes being...

JAWS

Well, here we are... a bunch of teenagers enjoying a typical Summer night in the typical seaside community of Vomity, Long Island!

It sure is fun sitting on a cool beach, drinking beer... smoking pot... listening to Rock... and making out!

Yeah, but the first thing you know... it'll be September and we'll be back in school, and our whole lives'll change!

Yeah! What a drag... sittin' in a hot classroom, drinking beer... smoking pot... listening to Rock... and making out!

Maybe you're having fun... but I'm bored! Doesn't anything different ever happen on this beach?

Look at Freddy and Brenda... running to go swimming nude and then make out in the water!

Like I said, ... doesn't anything DIFFERENT happen on this beach?!

What's that strange THING out there?!

Yeah... and listen to that rich, melodic background music...!

Oh, my God, it's horrible! HORRIBLE!

That strange thing out there...?

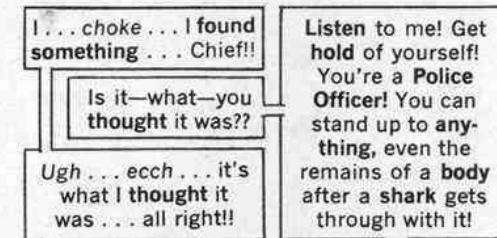
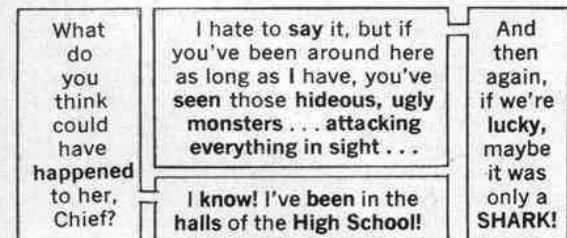
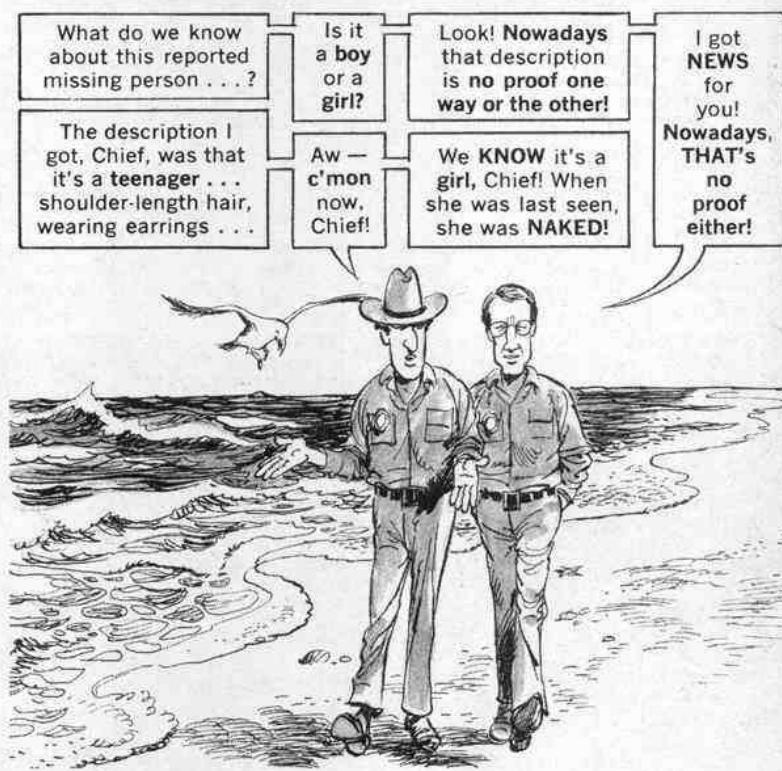
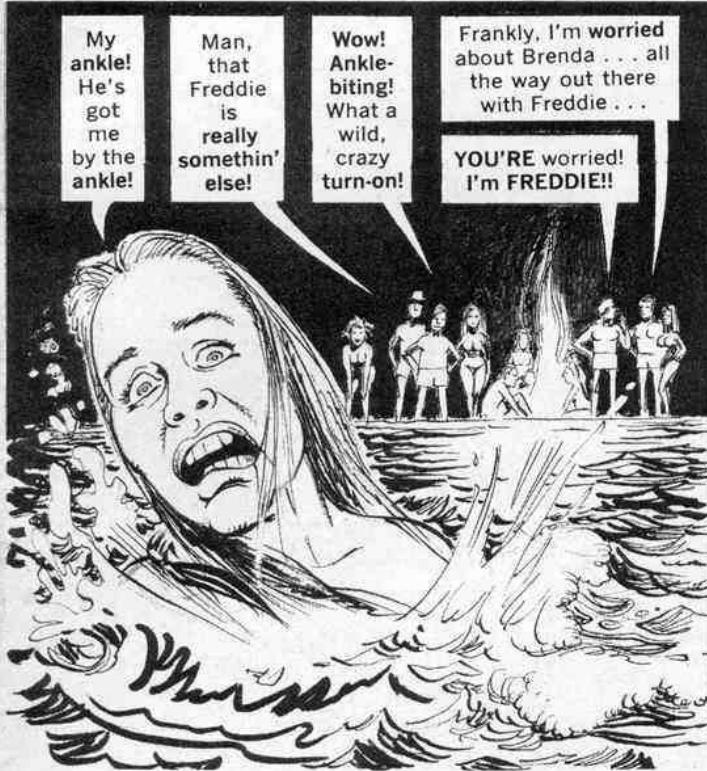
No—melodic music! I never heard music with a melody before! Quick! Someone turn up that Rock number before I go crazy!



AW/ID

ARTIST: MORT DRUCKER

WRITER: LARRY SIEGEL



Uggh! Melon rinds and banana peels!
Blaah! Anchovy pizza scraps and scungili!
Pyuch! Peanut butter sandwiches and —



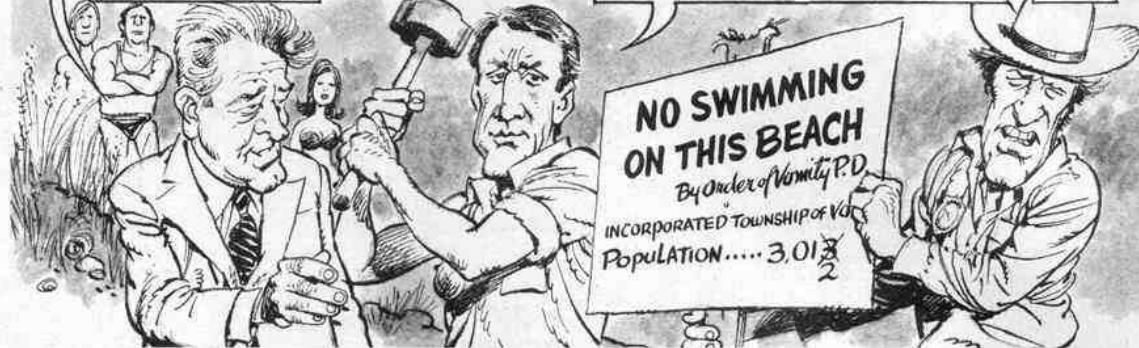
What do you think you're doing, Chief Brooding???

The remains of a girl were found, Mayor Vault! She must have been eaten by a shark! We can't allow any people in the water!

Are you insane?! Close our beaches with July 4th a week away?! That's when we do all our business around here! Forget about that shark and take down that sign!

Forget about it?! Do you realize what horror you may be subjecting people to on this beach? Have you no conscience? Particularly on Independence Day, when Americans celebrate their precious, hard-earned freedom by blowing off their arms and legs with fire-crackers, and driving drunkenly down our nation's highways . . .

Come to think of it, I guess I'll take down the sign!



How come we're all enjoying ourselves, and the Chief of Police has to work?

They say a mysterious thing is endangering the beach, and he's protecting all of us!

It must be tough looking through those glasses hours on end!

What dedication! I'm sure that whatever he's looking for, he's going to GET it!



Well, Schmendricks, so far . . . so good!

That's great! No sign of the shark?

No sign of her Husband!



What happened?

All of a sudden I heard this rich melodic music, and then this kid started screaming and . . . ugh . . . it was just awful . . . !

Yecch! All that blood and gore and torn limbs! You know what this means, don't you, Chief . . . ?

Right! There goes the picture's "G" rating! But a "PG" will still pull in the kids . . . !

What about that line in the ads that says, "May Be Too Intense For Younger Children"? Won't that hurt us?

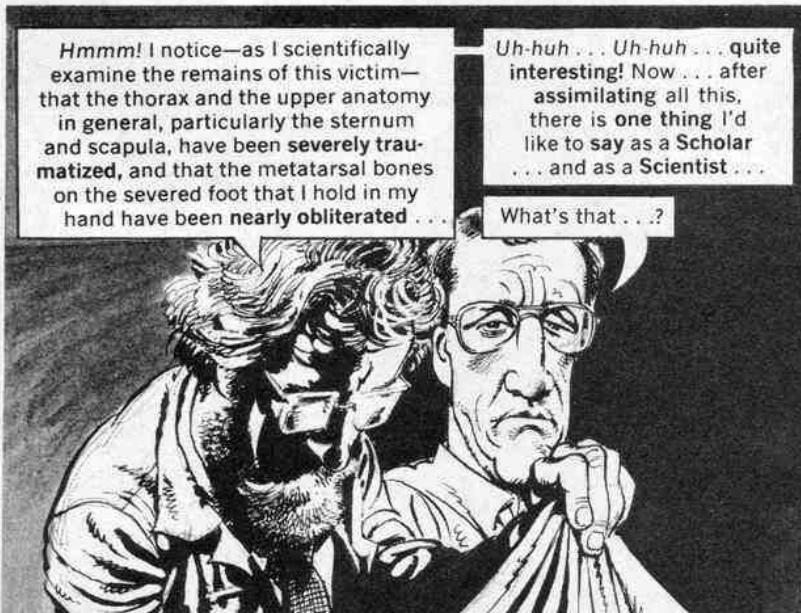
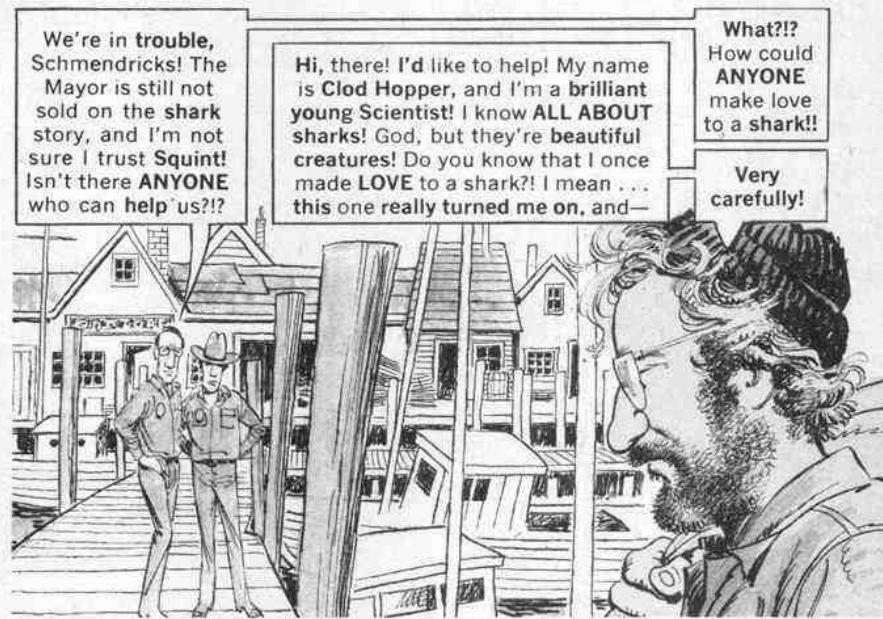
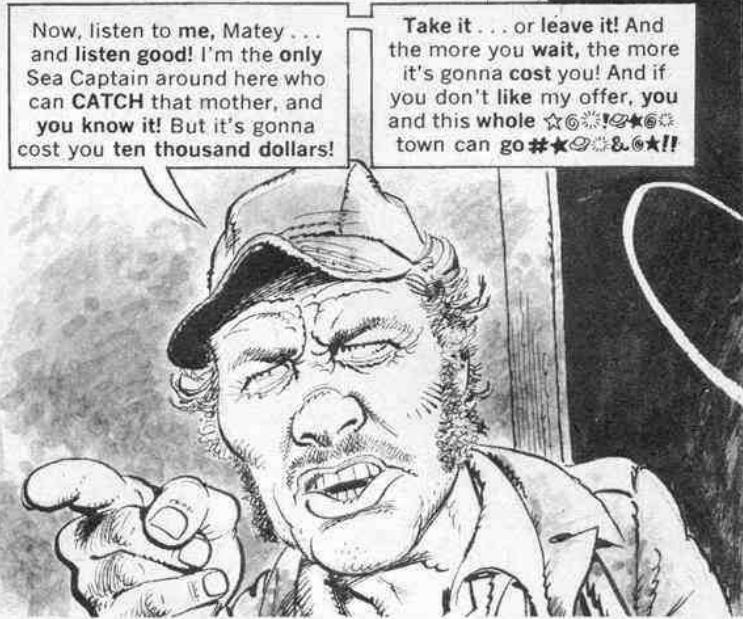
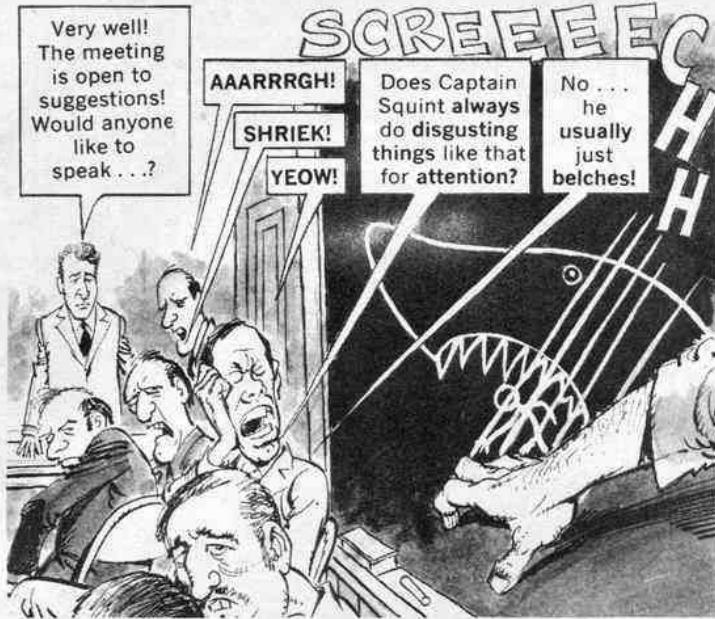
Are you kidding?!? That's like trying to scare ants away from a picnic by pouring sugar on the ground!

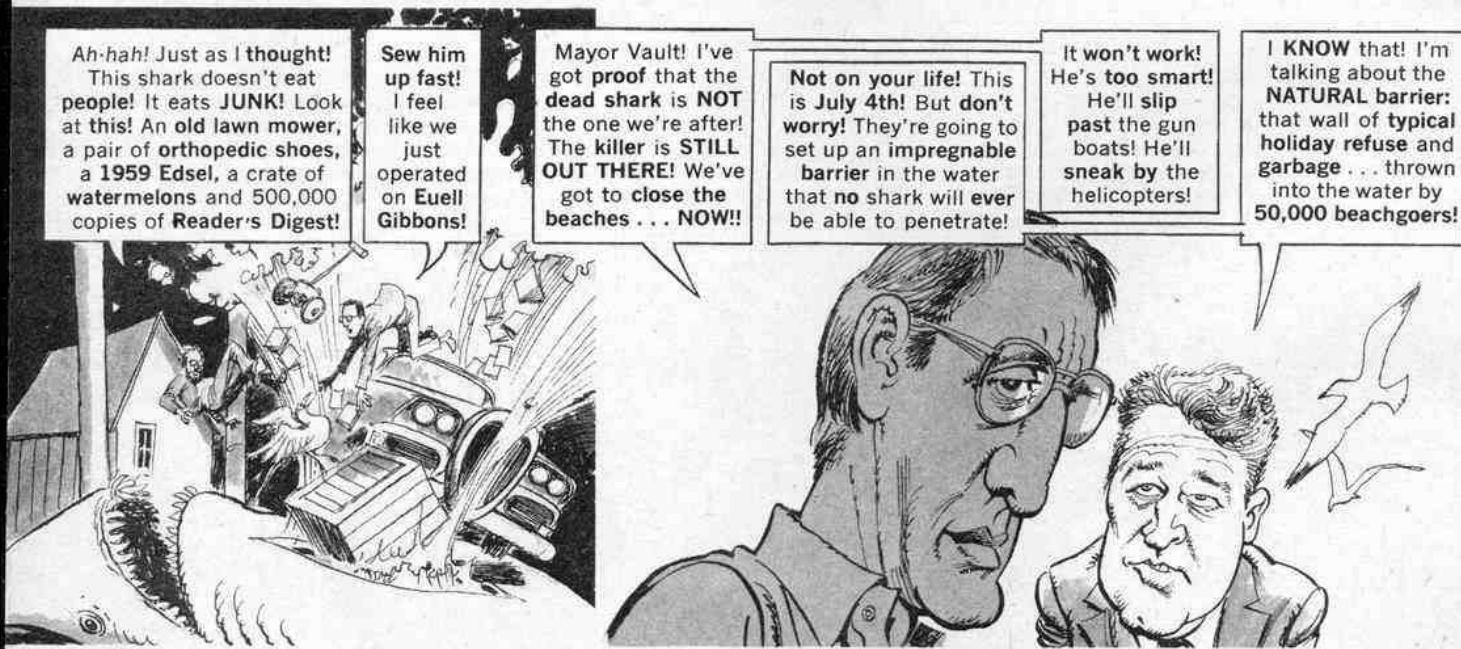
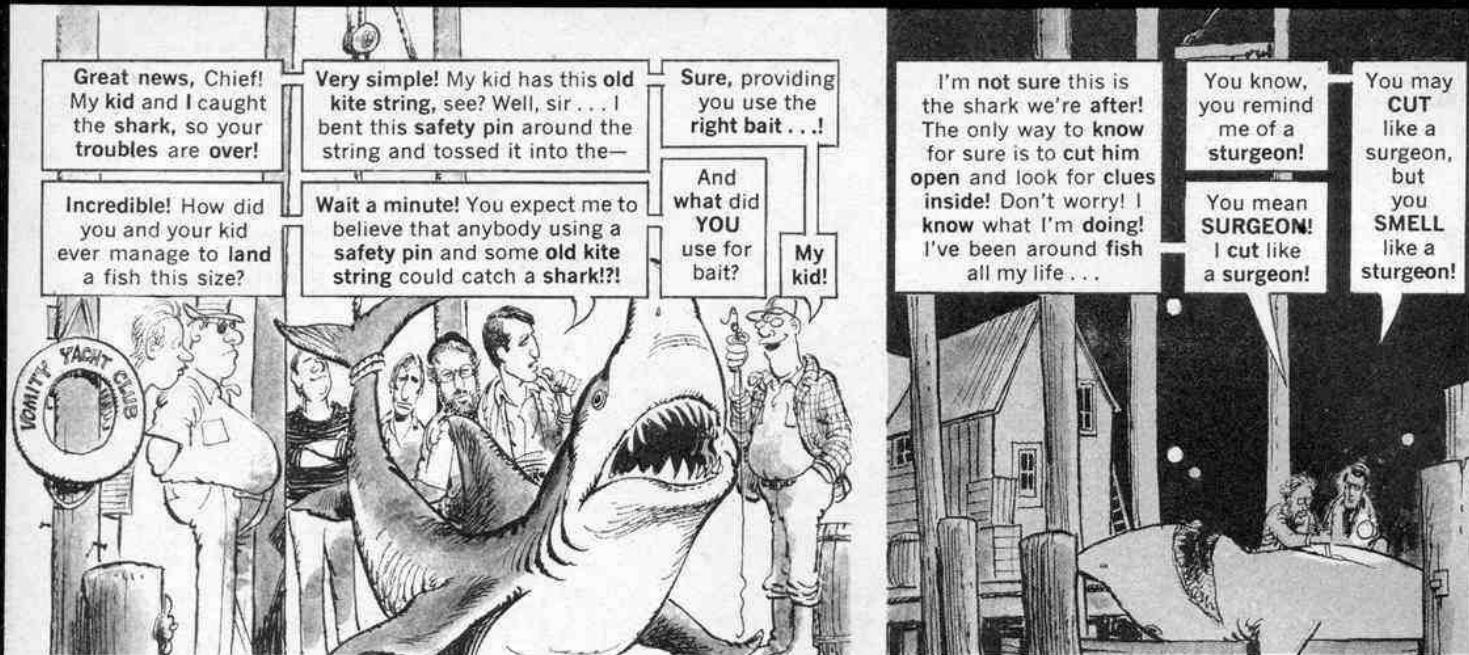
I've called this meeting of you key townspeople because there is a silly rumor going around that an alleged shark has allegedly killed two alleged people! We will now have the Coroner's report! Er . . . where is the Coroner?

He's dead!
WHAT?! How did it happen?

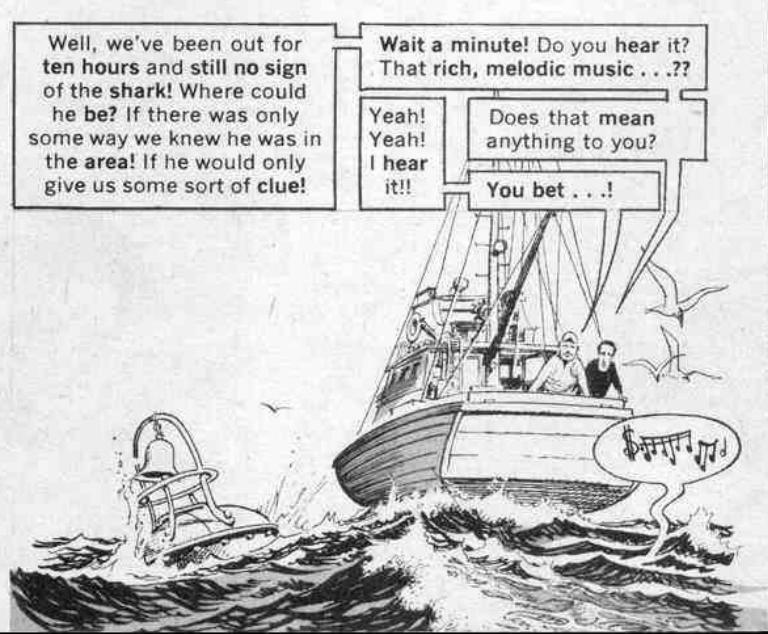
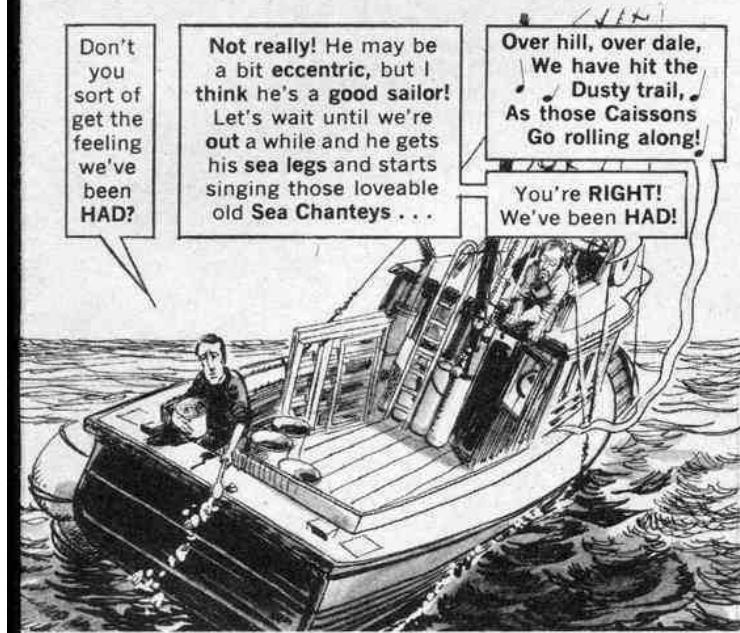
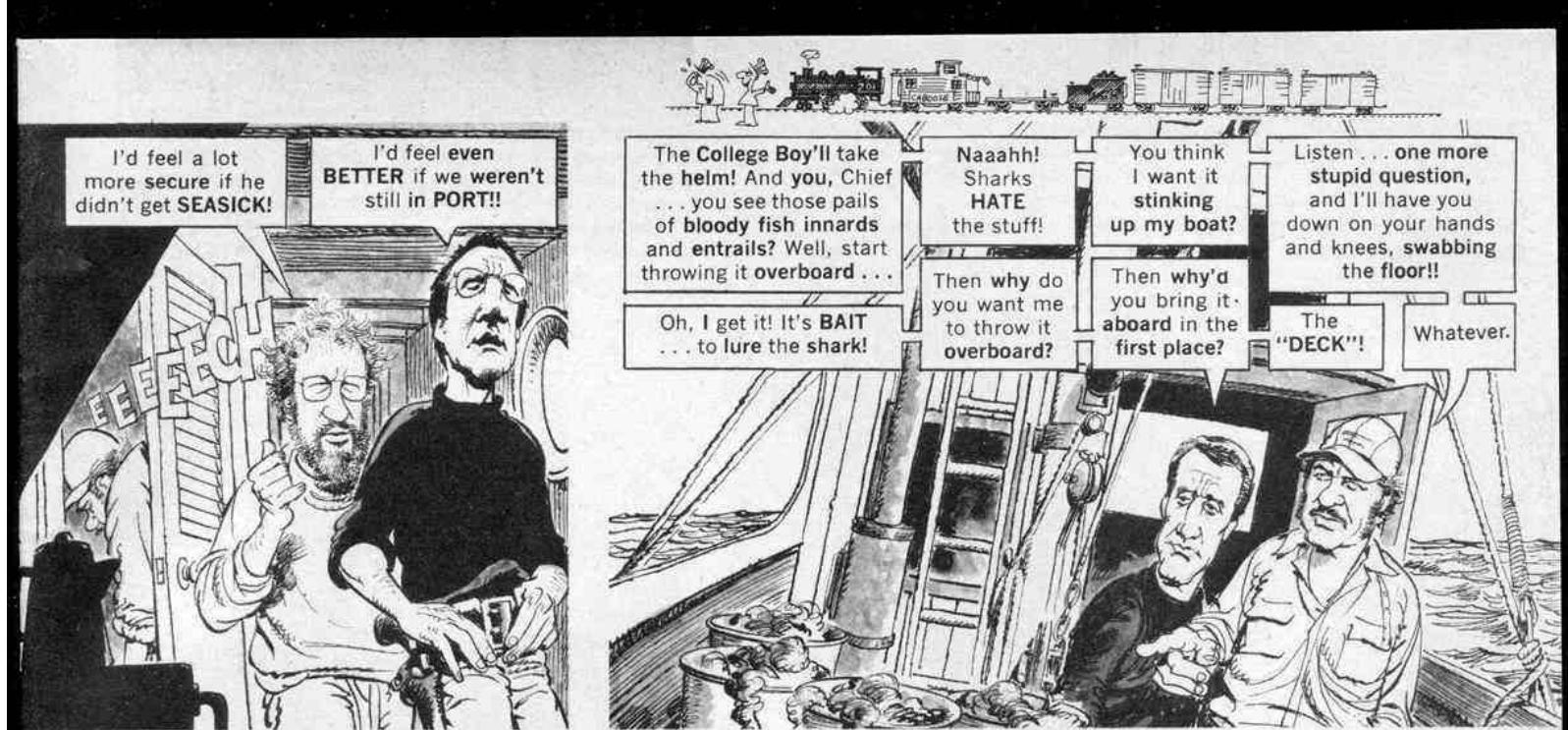
The alleged shark bit off his alleged head! Also his alleged arms and legs . . .

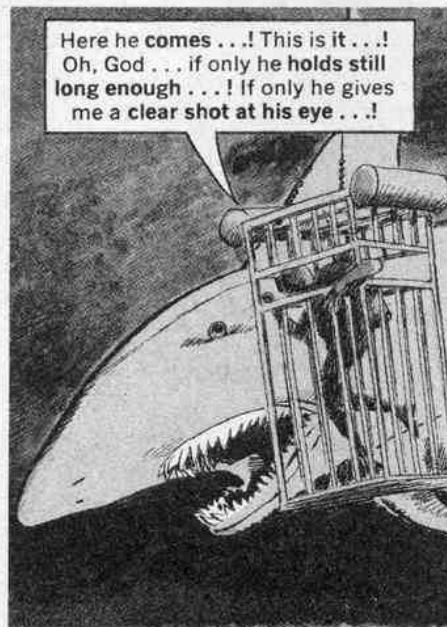
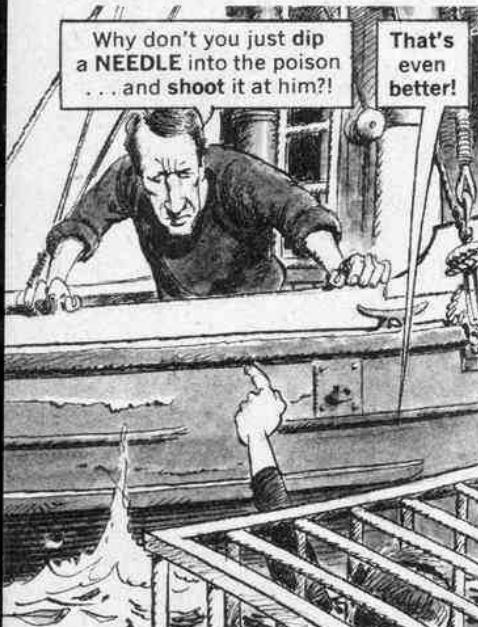
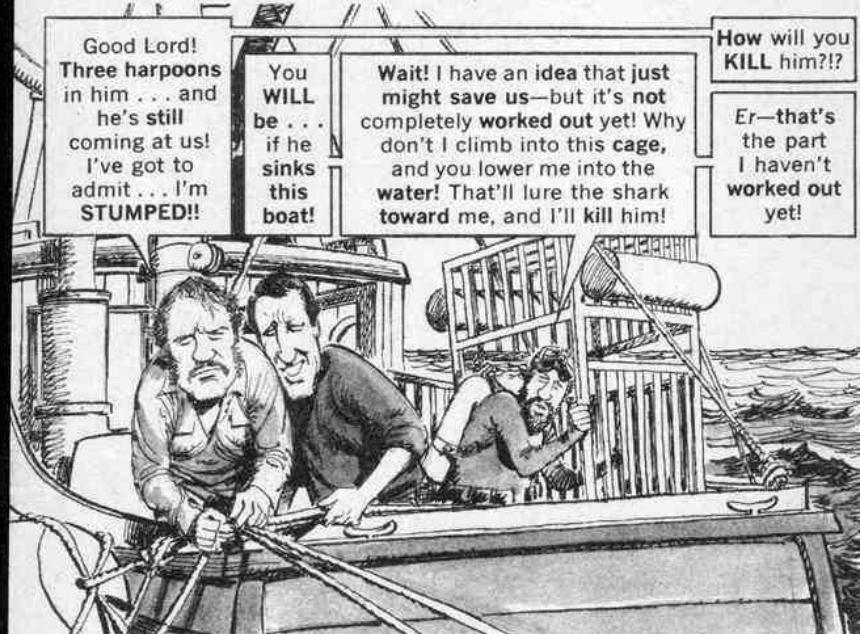
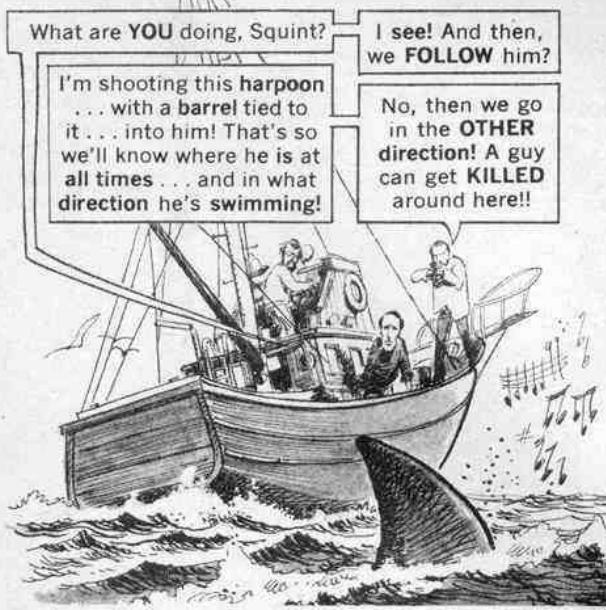
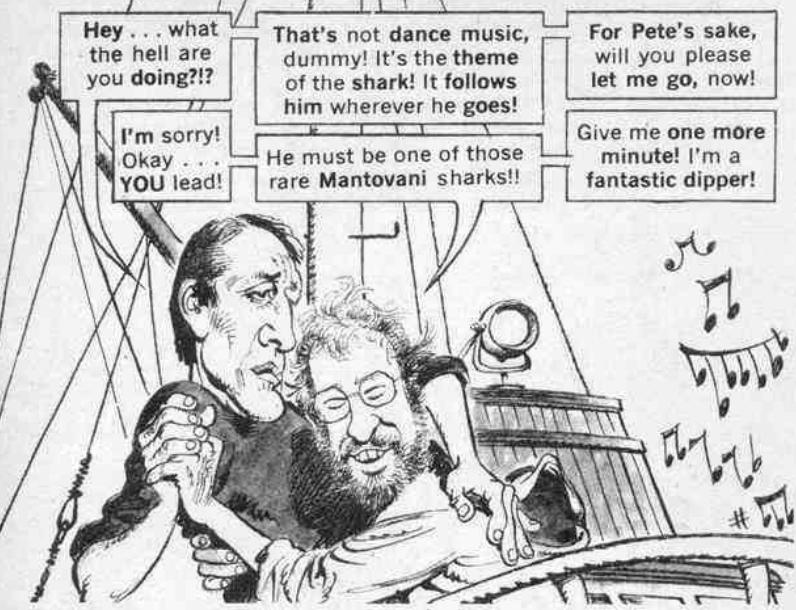


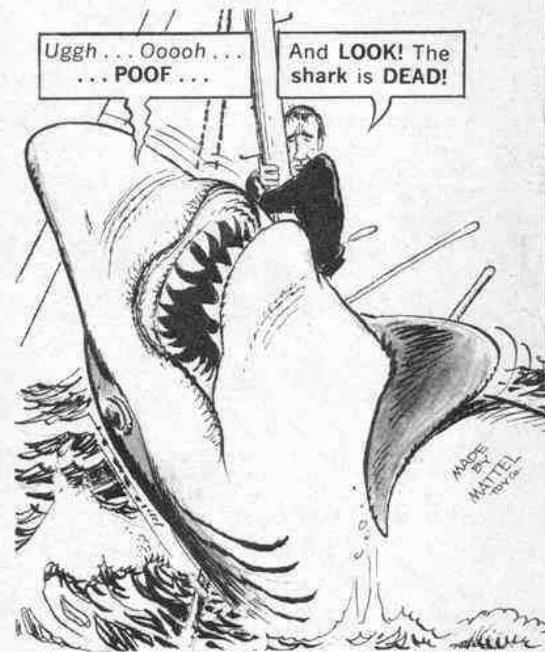
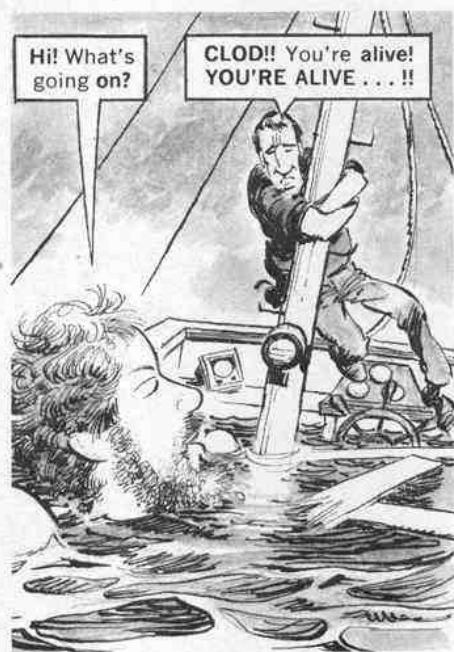
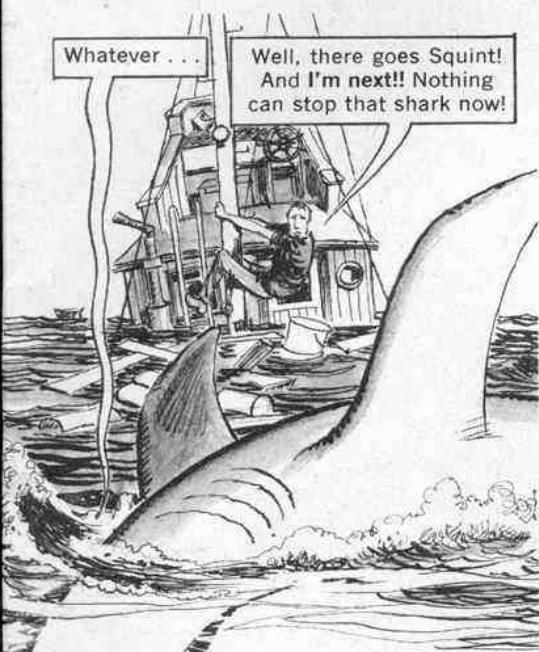
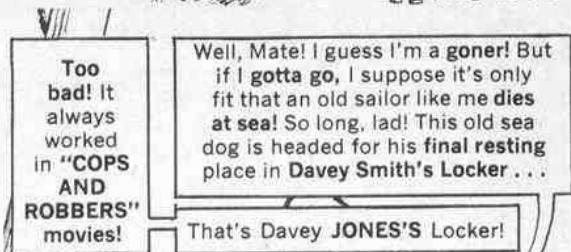
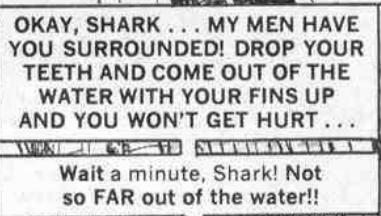




DRINK COCA-







It's a miracle! How did the shark DIE?

Psychological Indigestion!

What in hell is that?

It's a very rare fish disease, brought on by a very common movie disease that we Scientists call "Scriptus Fantasticus!"

C'mon, Man! Talk sense!

I think you know by now that a shark can usually eat ANYTHING! However, when he had me underwater . . . and he destroyed my cage . . . and there I was, swimming around, helpless . . . and the Director wouldn't let him devour me so he could get a cheap, corny happy ending to this movie after subjecting the audience to two hours of nauseating garbage . . .

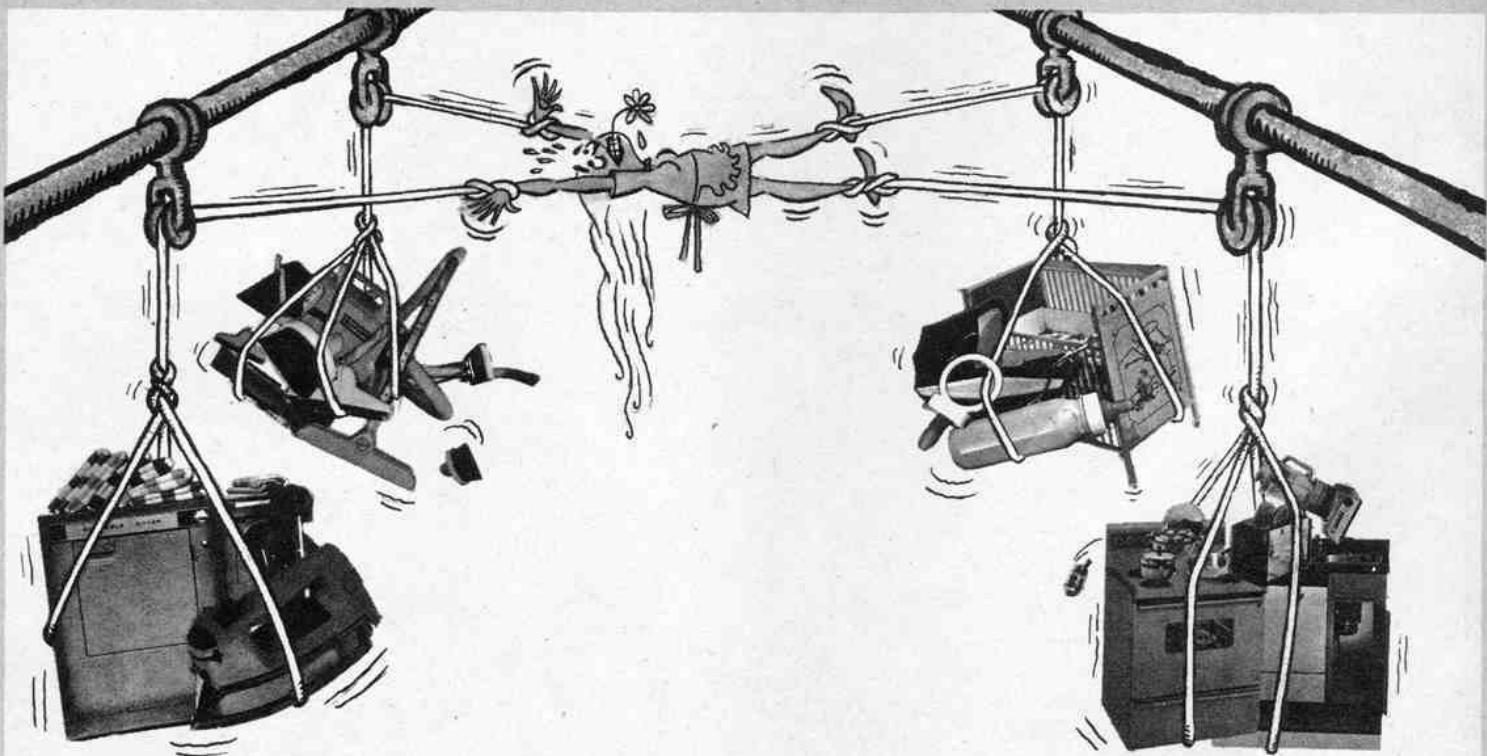
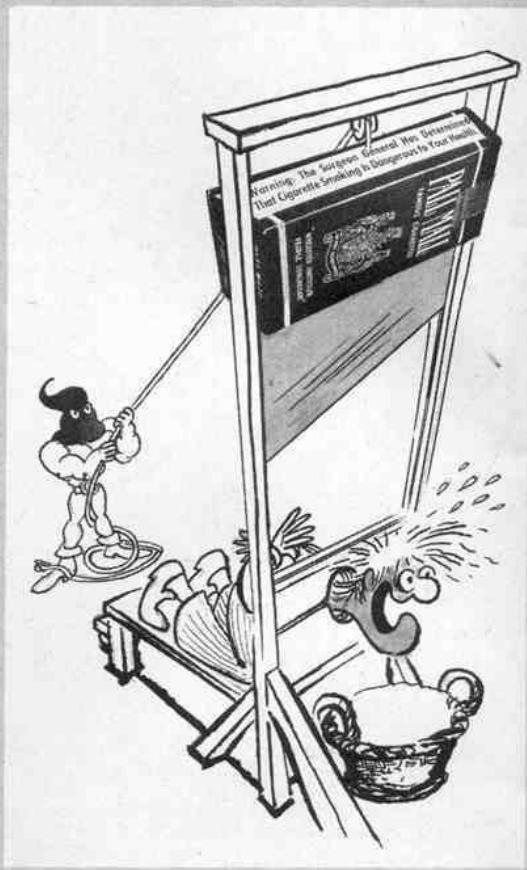
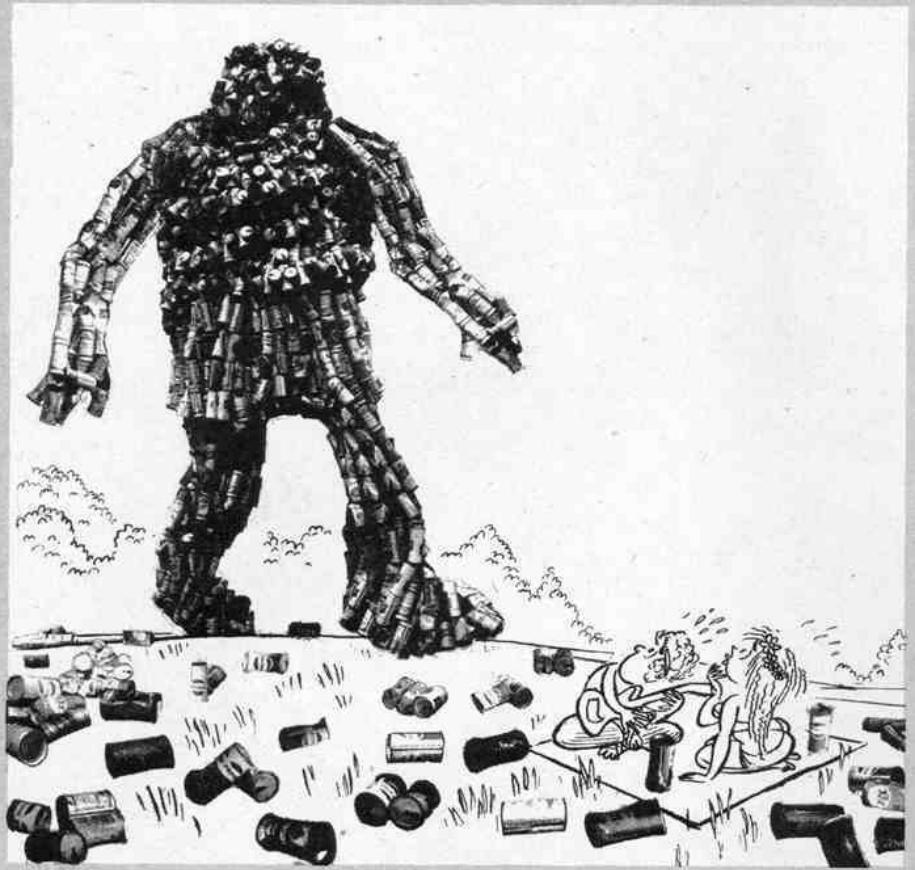
You mean . . .

Right! THAT, not even a SHARK could swallow!



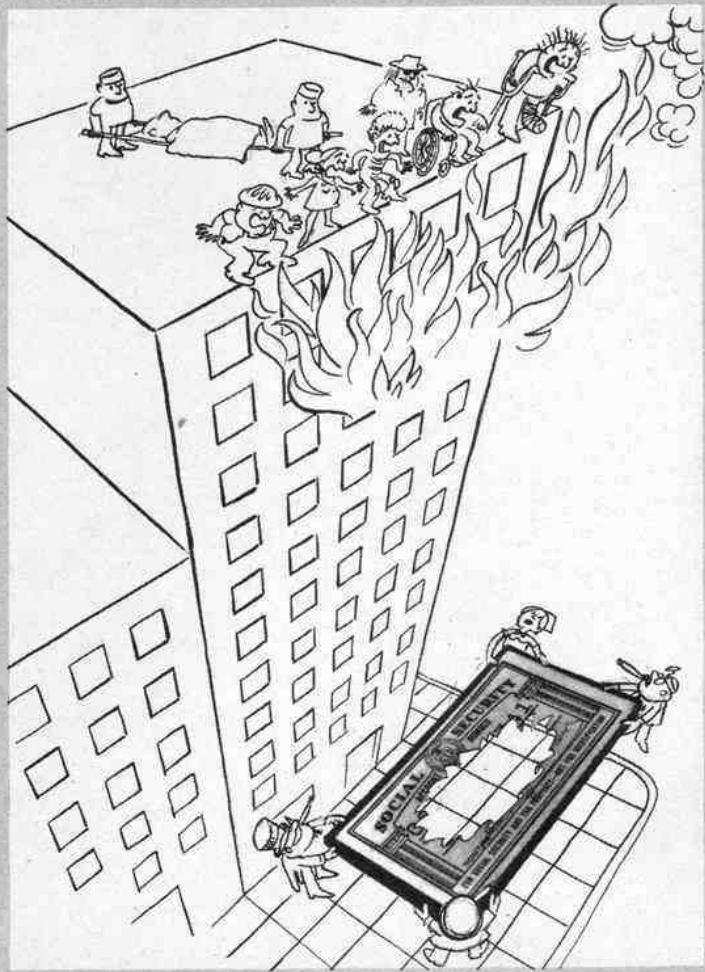
DECLARATION OF HUMAN FRIGHTS DEPT.

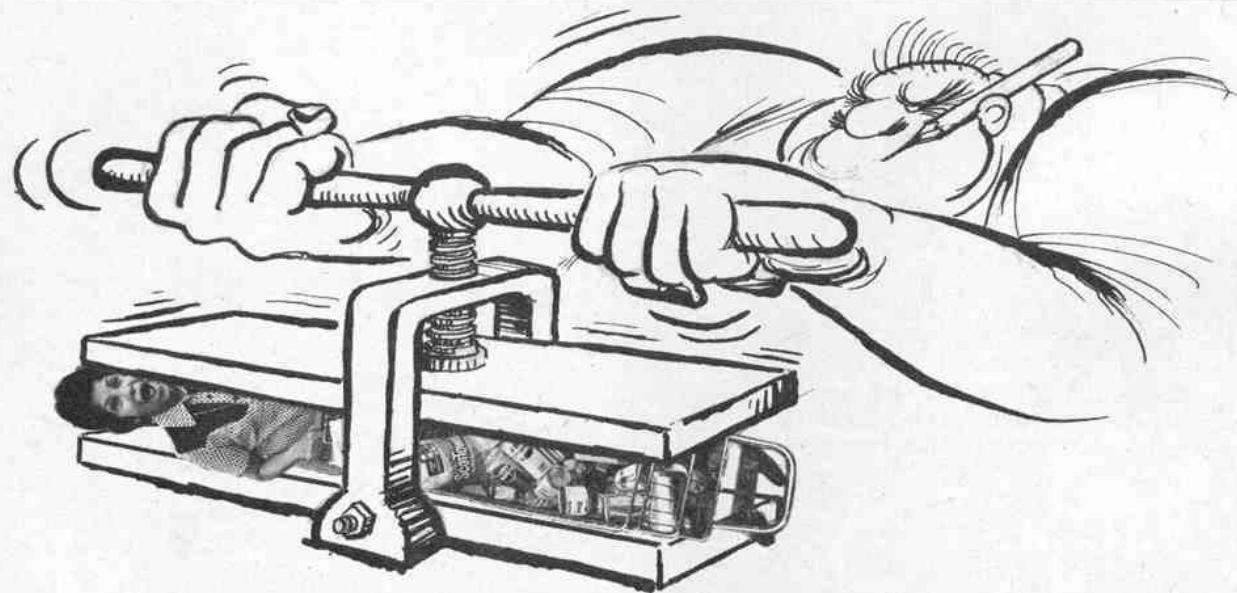
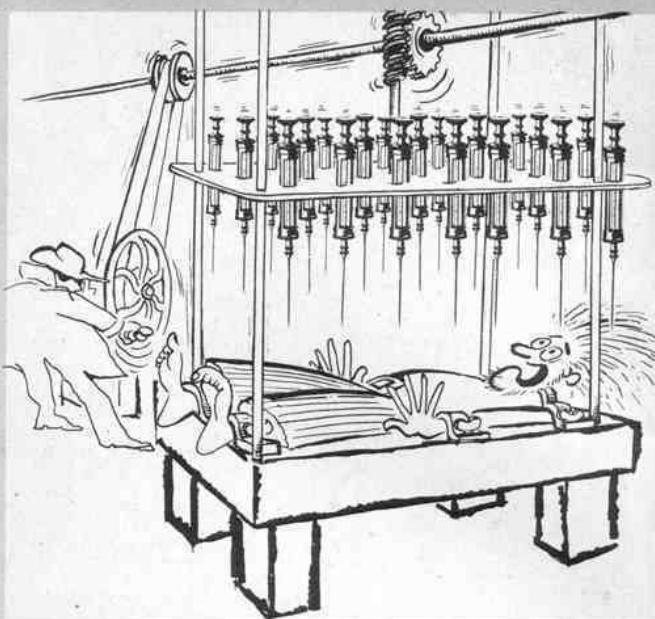
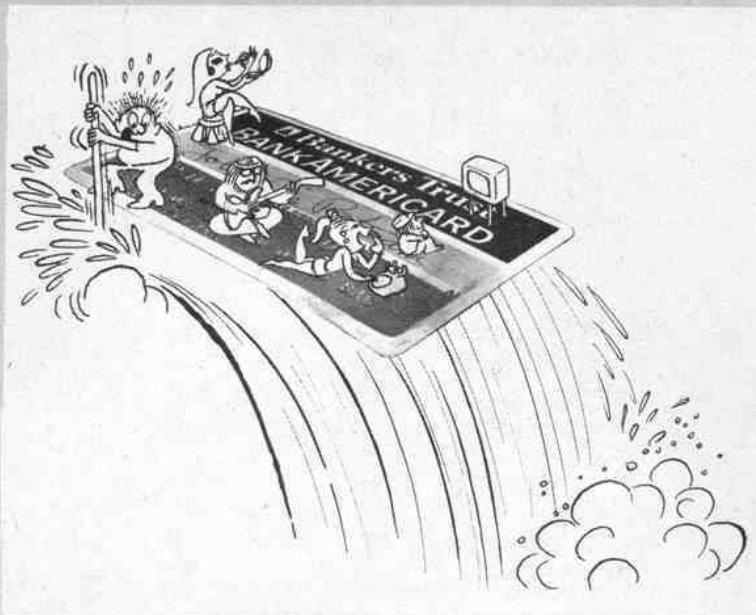
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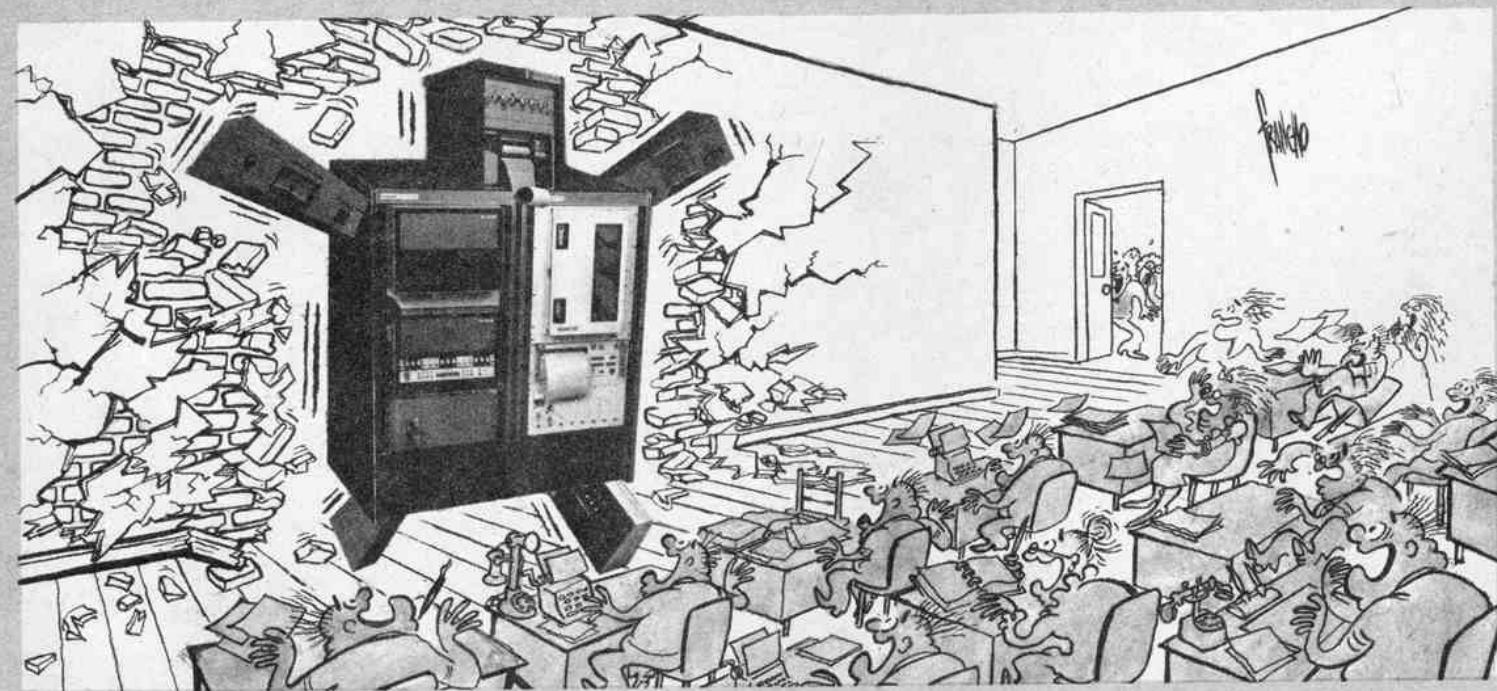
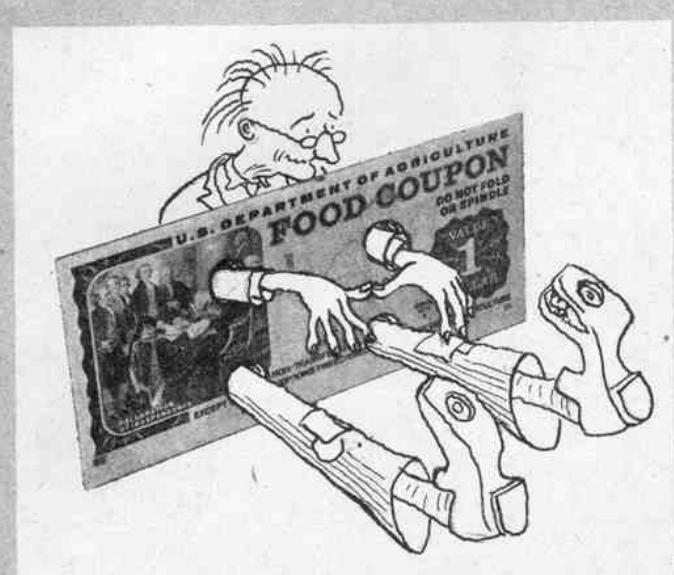
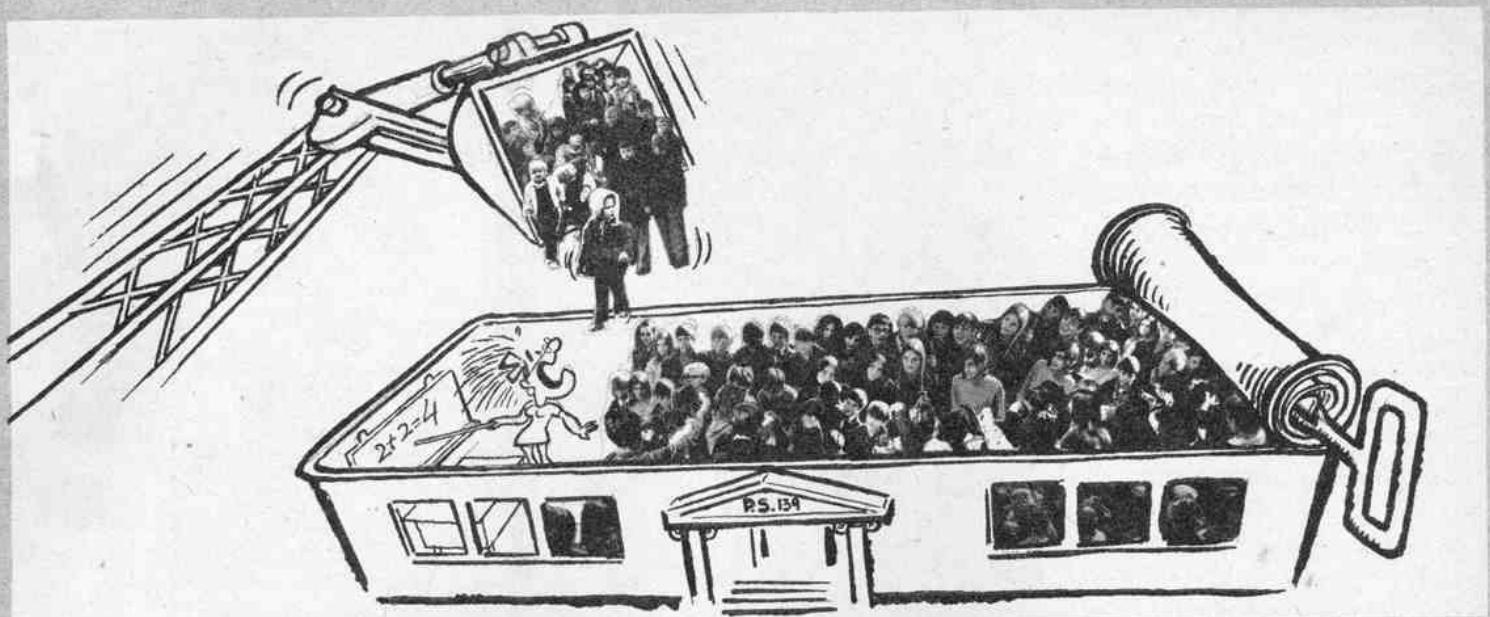


RY HORROR SCENES

ARTIST & WRITER: ARNOLDO FRANCHIONI







AFFRONTAL ATTACK DEPT.

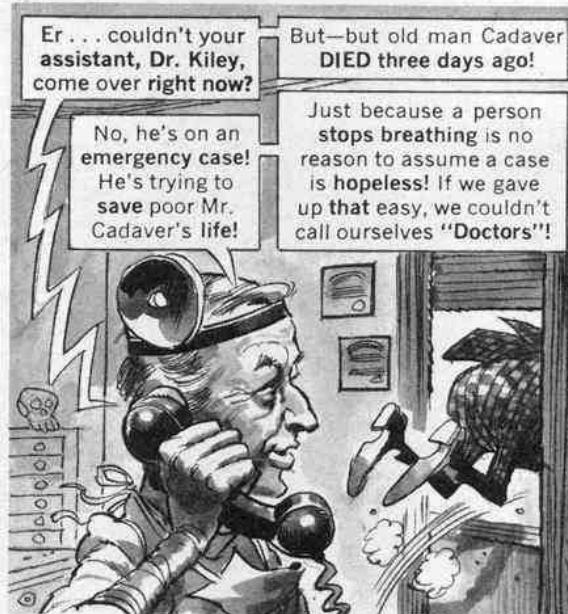
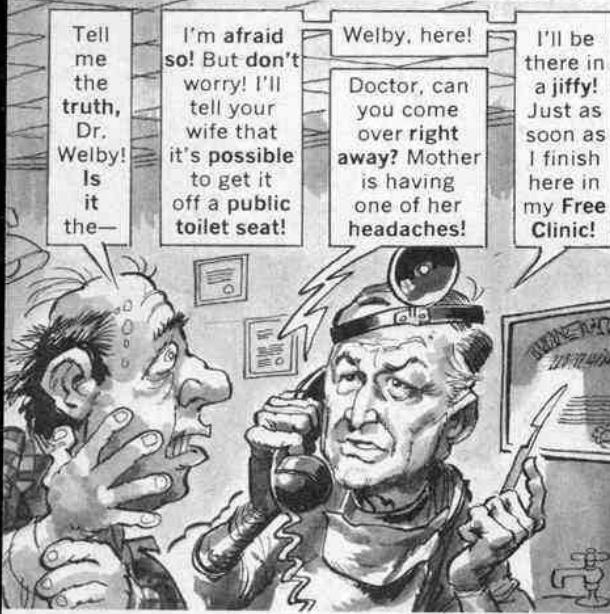
When NBC telecast "The Godfather"—the story of an Italian-American Crime Family, it made many announcements apologizing to all the Italian-Americans in the audience! These apologies were made before the show... at station breaks... and between commercials... until it seemed as if there were almost as many "Disclaimers" as there were killings in the movie itself! Like—



Hello! I'm Mario Putzo, author of "The Godfather!" I want to make it clear that the characters portrayed in this film do not represent the vast majority of Italians, who are honest, law-abiding citizens and who have made many major contributions to our revered American Way of Life!



MARCUS WELBY, M.D.



The kind, humanitarian and dedicated Doctors portrayed in this show are in no way meant to represent real Doctors practicing medicine in this country! If any members of the AMA who are watching rather than making house calls find this program offensive, we offer our apologies!



THE MARY TYLER MOORE SHOW



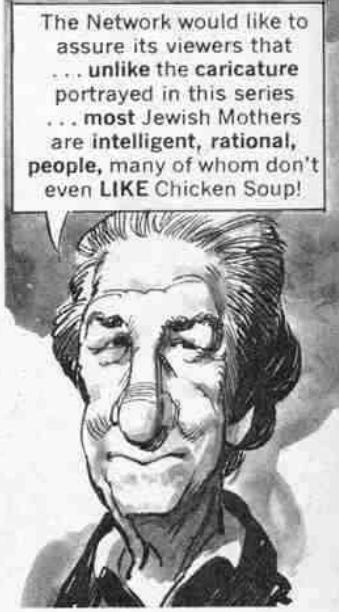
Well, we at MAD think that these "Disclaimers" are a great idea! And since every TV show insults some group or other, here are...

TV DISCLAIMERS We'd Like To See

ARTIST: JACK DAVIS

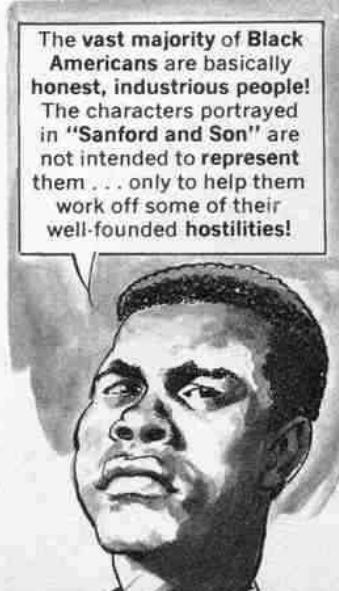
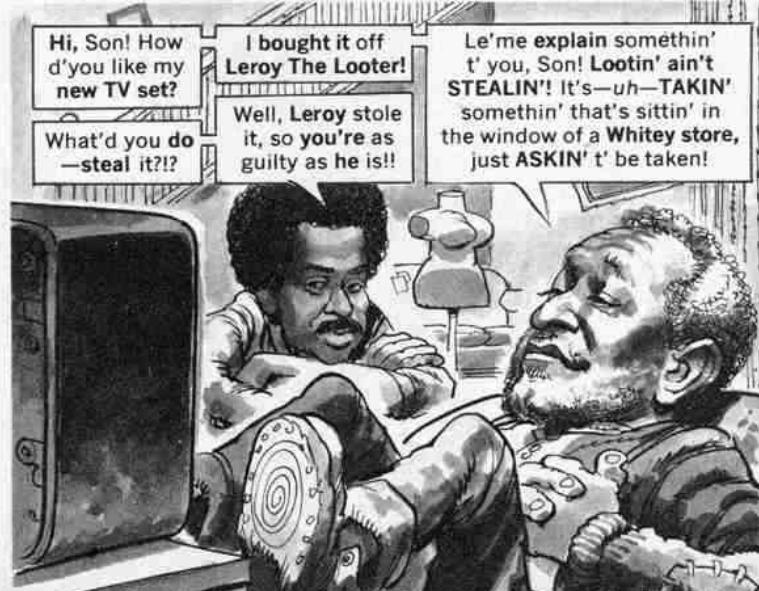
WRITER: LOU SILVERSTONE

RHODA

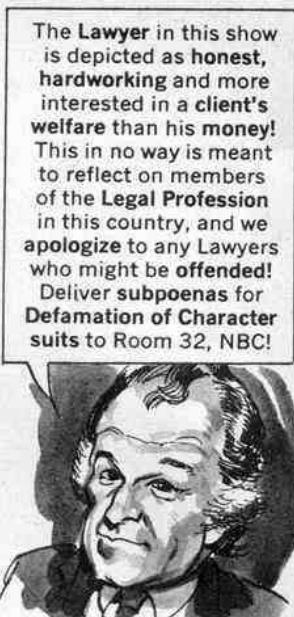
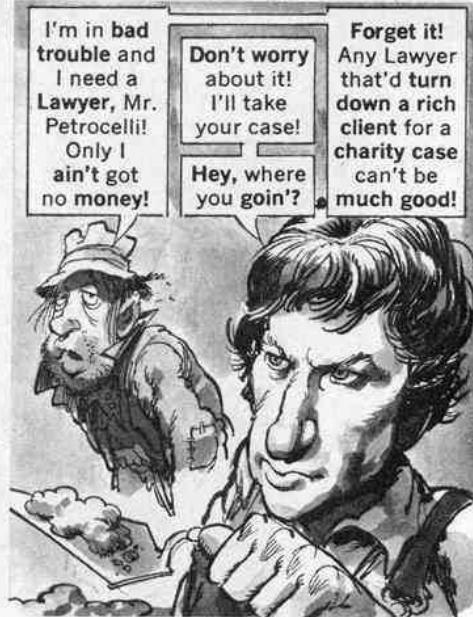


SANFORD AND SON

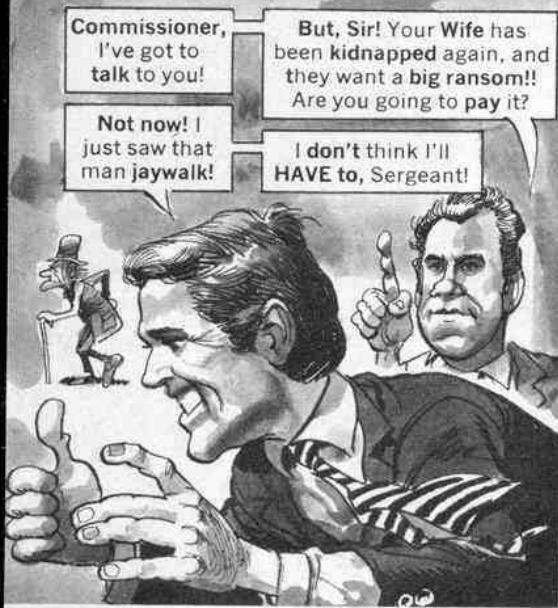
The Female Producer shown in this series in no way bears any resemblance to the millions of women engaged in various business careers! In fact, surveys have shown that women in business do not cry any more than men do!



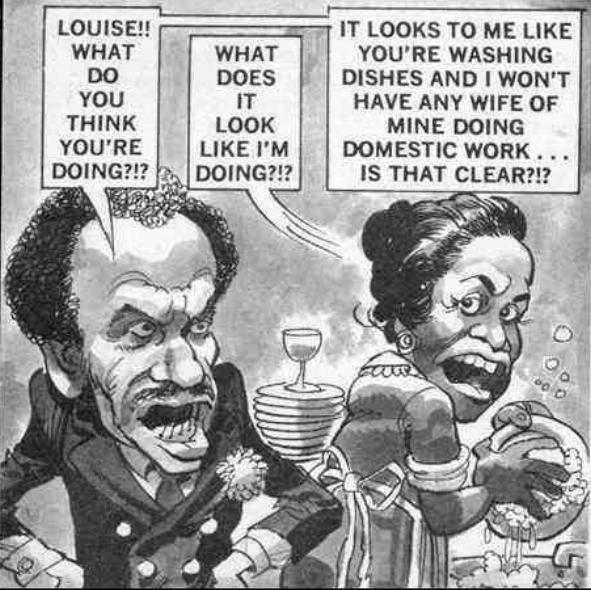
PETROCELLI



MacMILLAN AND WIFE



THE JEFFERSONS



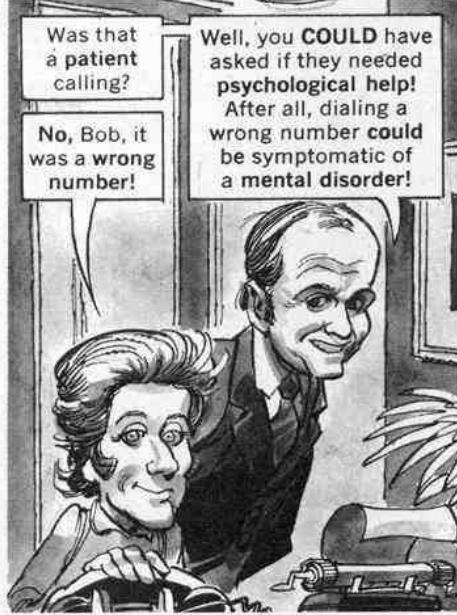
HAPPY DAYS



The over-aged, over-sexed, immature, naive youngsters shown in this series are not intended to represent the normal teenagers of the '50's ... or any OTHER years, for that matter!



THE BOB NEWHART SHOW



The Psychologist depicted in this series is not intended to represent the overwhelming majority of Shrinks who are wealthy, successful people that can afford to have their own Private Secretaries and do not have to share them with others!



ALL IN THE FAMILY

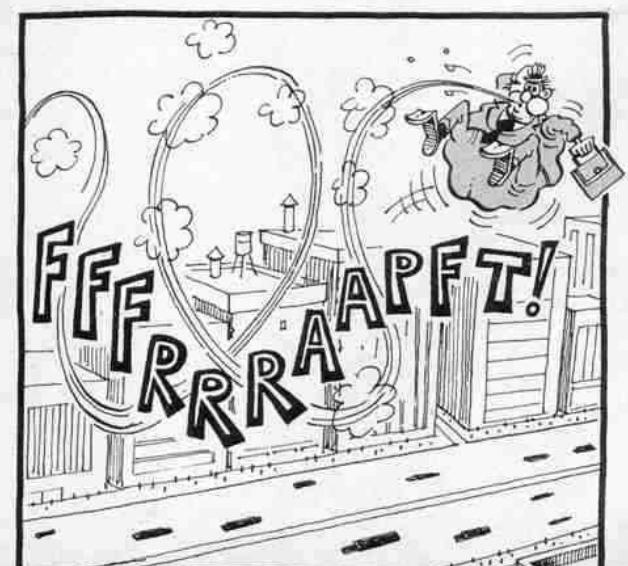
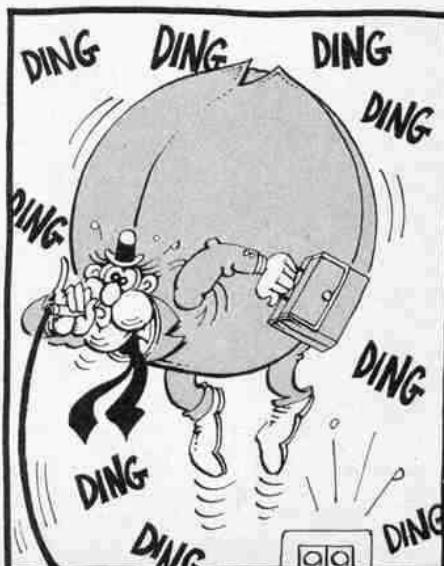
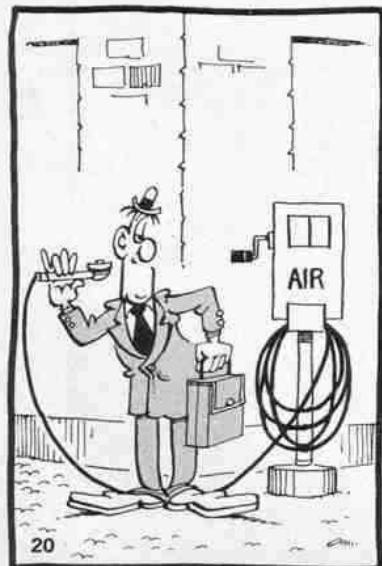
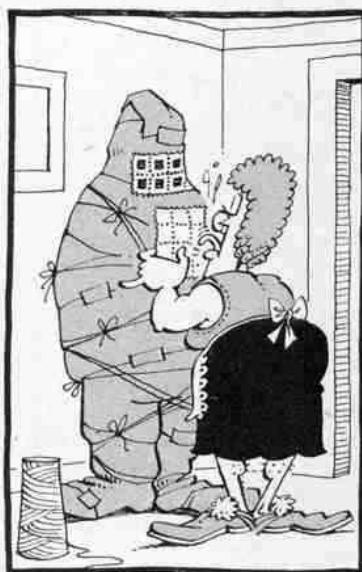
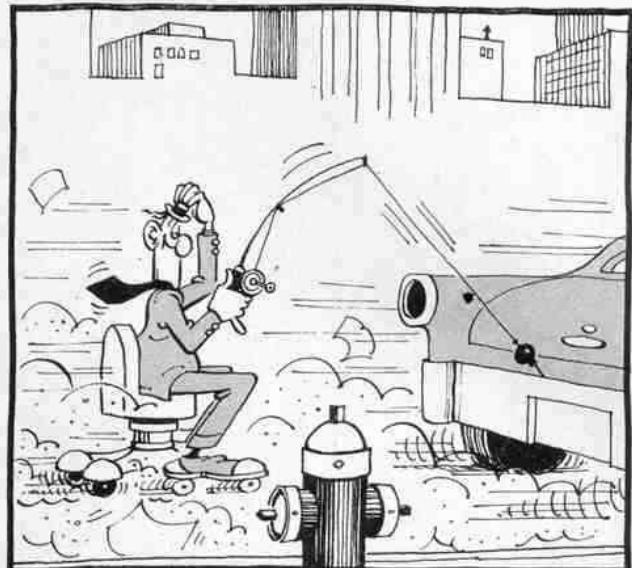


We'd like to apologize to any bigots who may be offended by this program! Most bigots are not uncouth slobs like Archie Bunker! Indeed, many of our worst bigots are educated people holding very high positions in business and government!

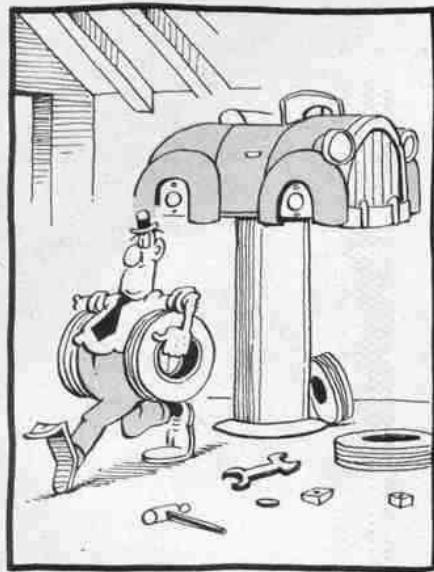


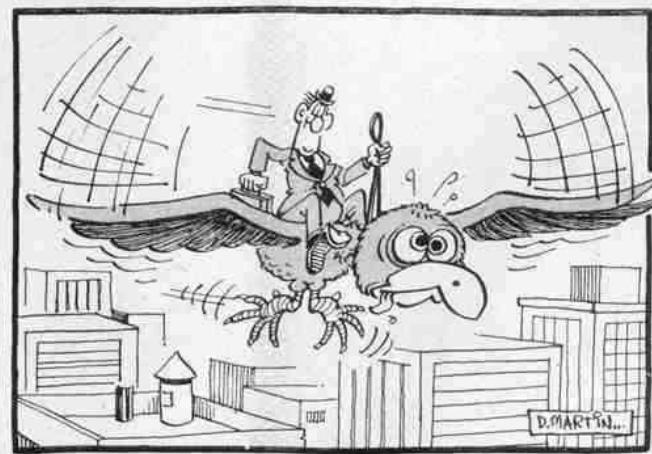
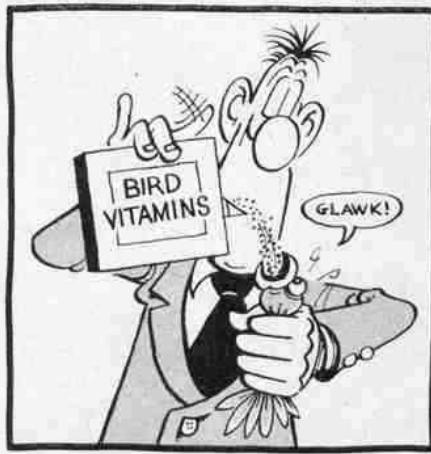
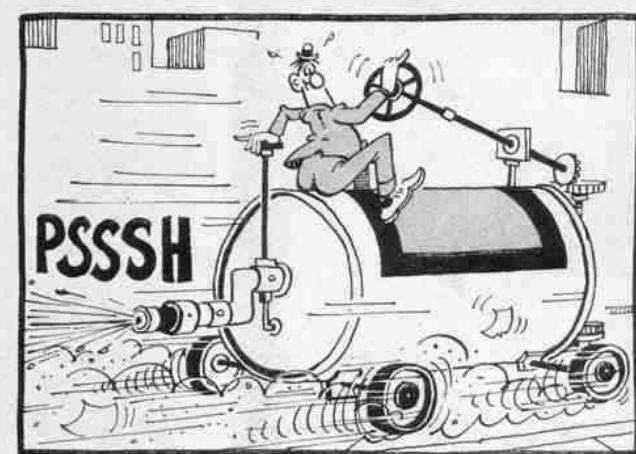
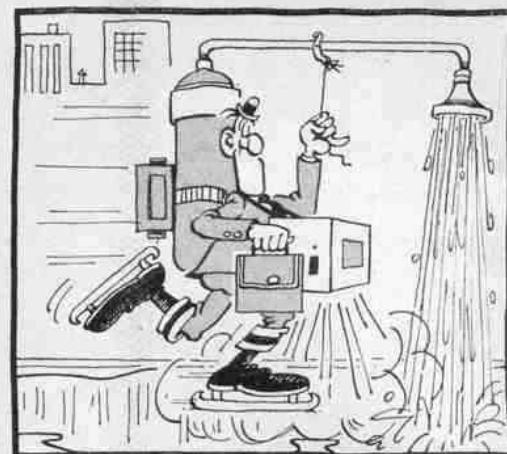
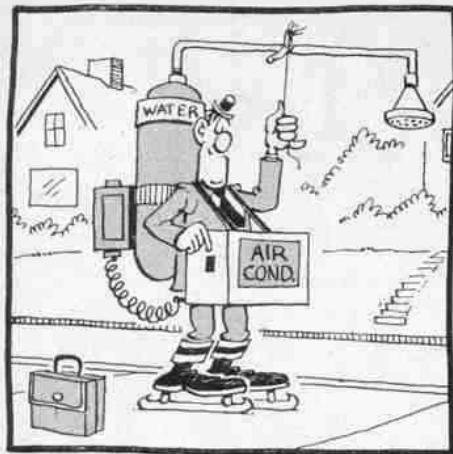
DON MARTIN DEPT.

DON MARTIN BEATS THE



HIGH COST OF GASOLINE

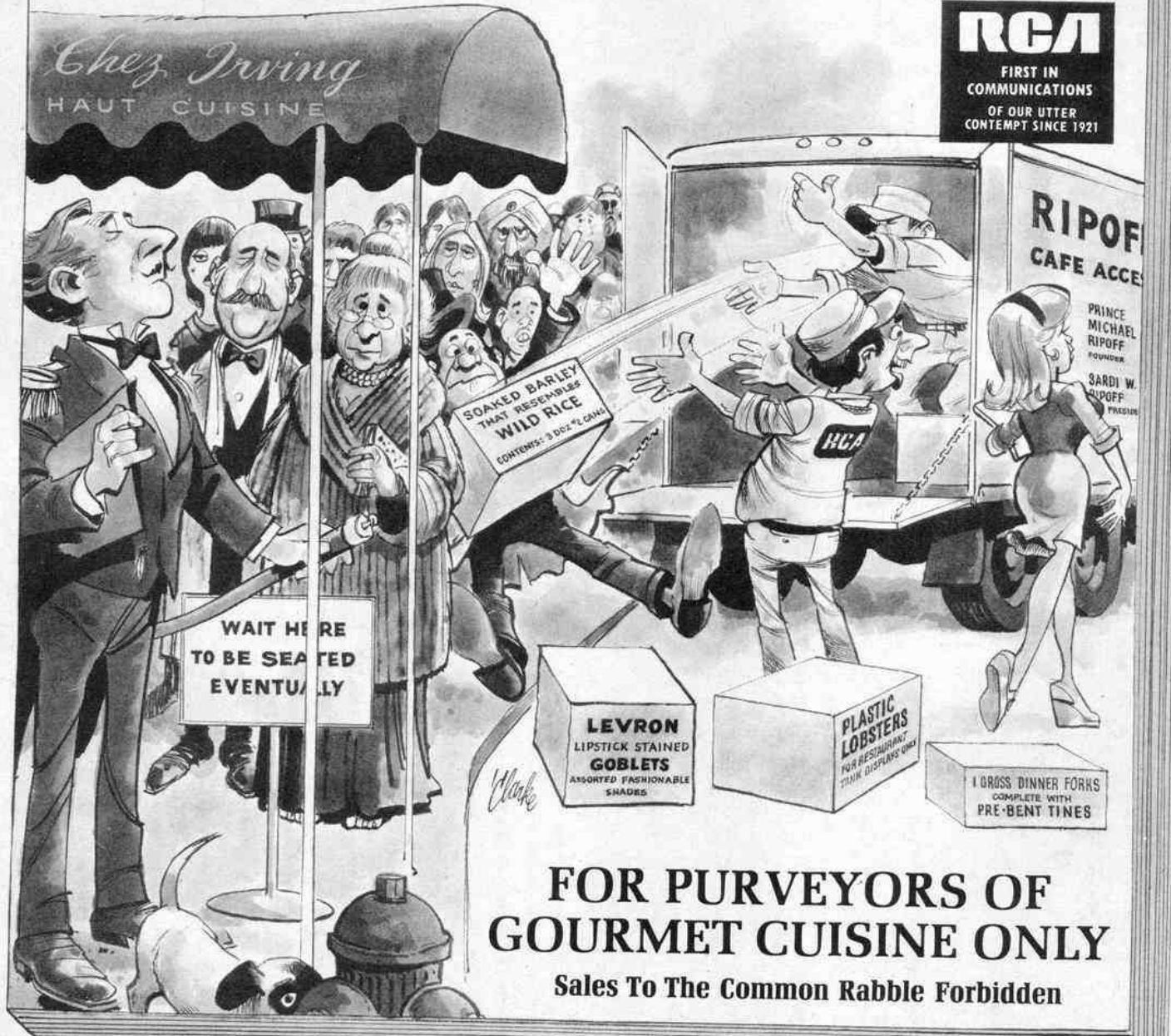




AMBiance CHASERS DEPT.

Has it ever struck you as peculiar that the restaurants which seem to be the most fashionably "in" are the very same ones that offer the shabbiest service and lousiest food at the highest conceivable prices? Well, it always struck us as peculiar, until one recent day when the mailman delivered a damaging little catalogue to the MAD office by mistake. Now, we suddenly understand how the whole beastly system works. It's all based on the assumption by owners of exclusive dining spots that we are a nation of incorrigible snobs, hopeless masochists and complete idiots. If you don't believe it, you really ought to get a look at this catalogue. Of course, you probably wouldn't be able to get one because it's full of horrifying trade secrets that laymen are never supposed to find out. So, in order to satisfy your curiosity and put you on your guard, here is . . .

RIPOFF CAFE ACCESSORIES, INC. RESTAURANT SUPPLY CATALOGUE



**FOR PURVEYORS OF
GOURMET CUISINE ONLY**

Sales To The Common Rabble Forbidden

RESERVATIONS



PRE-FILLED RESERVATION BOOK enables you to impress newly arrived patrons while you keep them waiting. Prominent names of your imaginary clientèle printed in large, bold script for all to see at a glance. Ideal for herding would-be diners into the bar without complaint to buy expensive drinks as they beg for one of your many empty tables.

8755—BIG NAME—BIG PROFIT RESERVATION BOOK.....\$11.95

4793—UNRECONDITIONED BUT PARKABLE USED CARS
\$695.00 doz.
(Specify type desired: Sick Studebakers, Dead DeSotos, Crippled Corvairs)

FILL YOUR PARKING LOT with abandoned cars to give the place that jam-packed look, even when there are no customers inside. These vehicles are not tell-tale total wrecks, but merely stripped down pre-1960 models with engines removed for easier towing to your location. Guaranteed to impress the few patrons you do have by making them walk several blocks to begin waiting for a table.

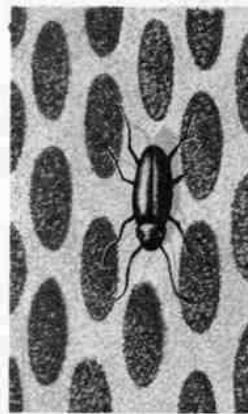
4793—UNRECONDITIONED BUT PARKABLE USED CARS
\$695.00 doz.

(Specify type desired: Sick Studebakers, Dead DeSotos, Crippled Corvairs)

DROWN OUT NAUSEATING KITCHEN SMELLS with tempting canned aroma of better food than you serve. There's never a need to replace old cooking grease or incompetent fry cooks once you've spritzed your dining area with one of these mouth watering essences. Prompts patrons to order what they think they smell, and minimize gagging on what they actually get.

27388—“YUMMY DUMMY” BRAND FOOD SMELL (Large Cans).....\$11.50 doz.

(Specify aroma desired: Hickory Smoked Ribs, Broiled Lobster, Sweet & Sour Cantonese.)



COCKROACH CAMOUFLAGE CARPET DESIGN SIGN tricks even the most eagle-eyed diner into believing that real insects are merely part of the rug pattern. Totally eliminates costly exterminator fees. May even convince Health Department inspectors to let you keep your license, assuming they never go into the kitchen.

4722—“EIGHT-LEGGED FRIENDS” BRAND CARPETING.....\$14.50 per square yd.

TINY DINING TABLES let your head waiter dole out fitting punishment to those who fail to tip him. These little horrors put more money in your pocket, too, as they can easily be squeezed behind kitchen doors, into rest room alcoves and similar nooks you once considered unusable. Handy 14-square-inch size lets you seat 200 in a dining room designed for 50.

1837—ITTY-BITTY DINING TABLES.....\$69.95 ea.

1838—ODDLY WOBBLY CHAIRS FOR ITTY-BITTY TABLES.....\$49.95 pr.

STOP PATRONS FROM WHINING when you seat them close to the kitchen for the convenience of your waiters. Boldly lettered “RESERVED” signs placed on desirable empty tables convince diners that they're lucky to be seated anywhere. High quality signs are printed in large type with luminous ink for easy visibility, even when kitchen grease fires fill the room with smoke.

23738—ATTENTION GRABBER RESERVATION SIGNS.....\$3.50 doz.



TWO-WATT LIGHT BULBS save precious energy. Namely the precious energy you'd waste dusting furniture and vacuuming carpets if lights were bright enough for diners to see the filth. Dim illumination also provides more romantic atmosphere for patrons, and more hiding places for waiters.

8149—DISMAL ELECTRIC “FAINT-GLO” LIGHT BULBS.....\$61.75 gross

(Specify aroma desired: Hickory Smoked Ribs, Broiled Lobster, Sweet & Sour Cantonese.)

TWO-WATT LIGHT BULBS save precious energy. Namely the precious energy you'd waste dusting furniture and vacuuming carpets if lights were bright enough for diners to see the filth. Dim illumination also provides more romantic atmosphere for patrons, and more hiding places for waiters.

8149—DISMAL ELECTRIC “FAINT-GLO” LIGHT BULBS.....\$61.75 gross

PERSONALLY INSCRIBED CELEBRITY PHOTOS tell the world you cater to big shots. We supply pictures in one dozen lots to fill your walls with simulated adoration. Each photo is personally autographed by our experienced staff of forgery experts. Freedom from lawsuits guaranteed, as all depicted celebrities have been dead for at least five years.

4756—GENUINELY PHONY AUTOGRAPHED PICTURES.....\$9.75 doz.

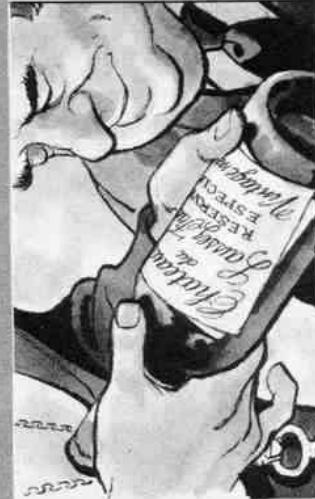
4756-A—DE LUXE SET WITH FRAMES AND PICTURE HOOKS.....\$47.50 doz.



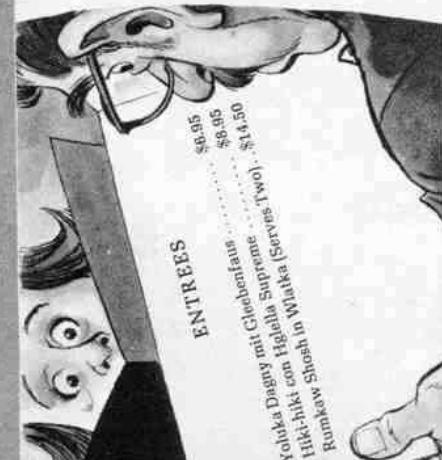
SUMPTUOUS PASTRY CART GOODIES often draws flies in restaurants lack-
ing kitchen window screens and proper
insect control. That's why we've fash-
ioned these fake mocha tortes and
éclairs from dark brown laundry soap.
Let patrons make their selections from
this authentic looking display before
serving them chocolate Twinkies at
\$1.75 each. Soap can be used later
for your monthly linen laundering.
4866—**SUDSY SWEETS**....\$4.75 doz.



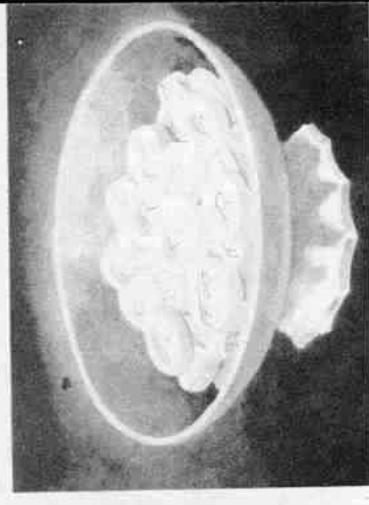
GLEAMING BRASS CHAFING DISH helps justify your \$4.50 cheeseburgers by requiring three waiters to melt the cheese at patron's table. Also impres-
sive for warming up pancakes left over from breakfast and selling them as
crêpes suzettes at dinner. Heating
mechanism operates on kerosene
handsomely packaged in used brandy
bottles. (Available at extra cost.)
56911—**"PRETTY HOT STUFF"**
BRAND CHAFING DISH \$24.95



IMPORTED WINE LABELS cost consider-
ably less than imported wine. Yet
snob appeal to customers who don't
know what they're drinking anyway al-
lows you to charge your usual exorbit-
ant price. Easy paste-on labels are
amply large enough to cover those of
any cheap domestic brand you serve.
Help relieve our national balance of
payments deficit while you're helping
yourself to enormous profits.
5622—ASSORTED FRENCH WINE
LABELS.....\$6.50 per gross
5623—ASSORTED ITALIAN WINE
LABELS.....\$3.75 per gross
5624—ASSORTED POLISH WINE
LABELS.....\$69¢ per gross



MENUS IN OBSCURE FOREIGN LAN-
GUAGES silence customer complaints
forever! After all, who can squawk
about your rotten food, high prices
and mixed-up orders when patrons
don't know whether they're getting
what they asked for. Listed entrées are
all sheep brains or hog liver exotically
described in Albanian, Navajo and
Nepalese.
44287—**GARBLED GARBAGE DINNER**
MENUS.....\$15.25 doz.



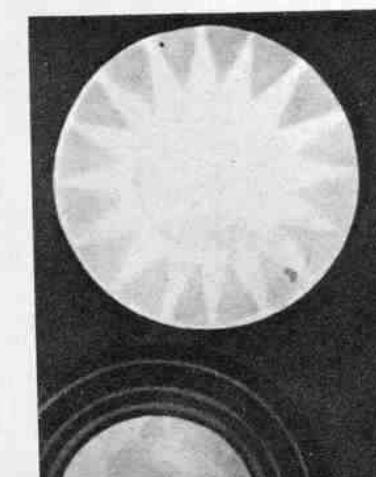
BICARBONATE OF SODA MINTS. Let
after-dinner mints create a more pleas-
ing final touch to your meals than the
heartburn normally created by your
greasy food. Use of sugary menthol
spray has added so much phony flavor.
that patrons will never dream
they're really eating antacid tablets. Also
ideal for employees who forget to bring
their lunch from home.
38117—**STOMACH SAVER AFTER**
DINNER MINTS.....\$2.69 lb.



PRE-ADDED CHECKS eliminate your
risk of losing money due to faulty ad-
dition. Also aids diners in remember-
ing to tip all of your underpaid
employees who need the cash badly.
Checks are virtually inflation-proof as
printed prices already reflect the in-
creases you plan to make next year.
12709—**"SUPERCHARGE" BRAND**
PRE-ADDED DINNER CHECKS
\$75 per 1,000



STOP WASTING MONEY on parsley
sprigs, frilly radishes and similar dec-
orative food that nobody ever eats.
Likewise rubber garnishes are equally
effective for maintaining your ritzy rep-
utation, yet they can be rinsed off and
used again and again. (Not recom-
mended for vegetarian restaurants ca-
tering to health freaks.)
5663—**SHERWIN WILLIAM BRAND**
HIGH-GLOSS TABLE GARNISH
\$8.49 qt.



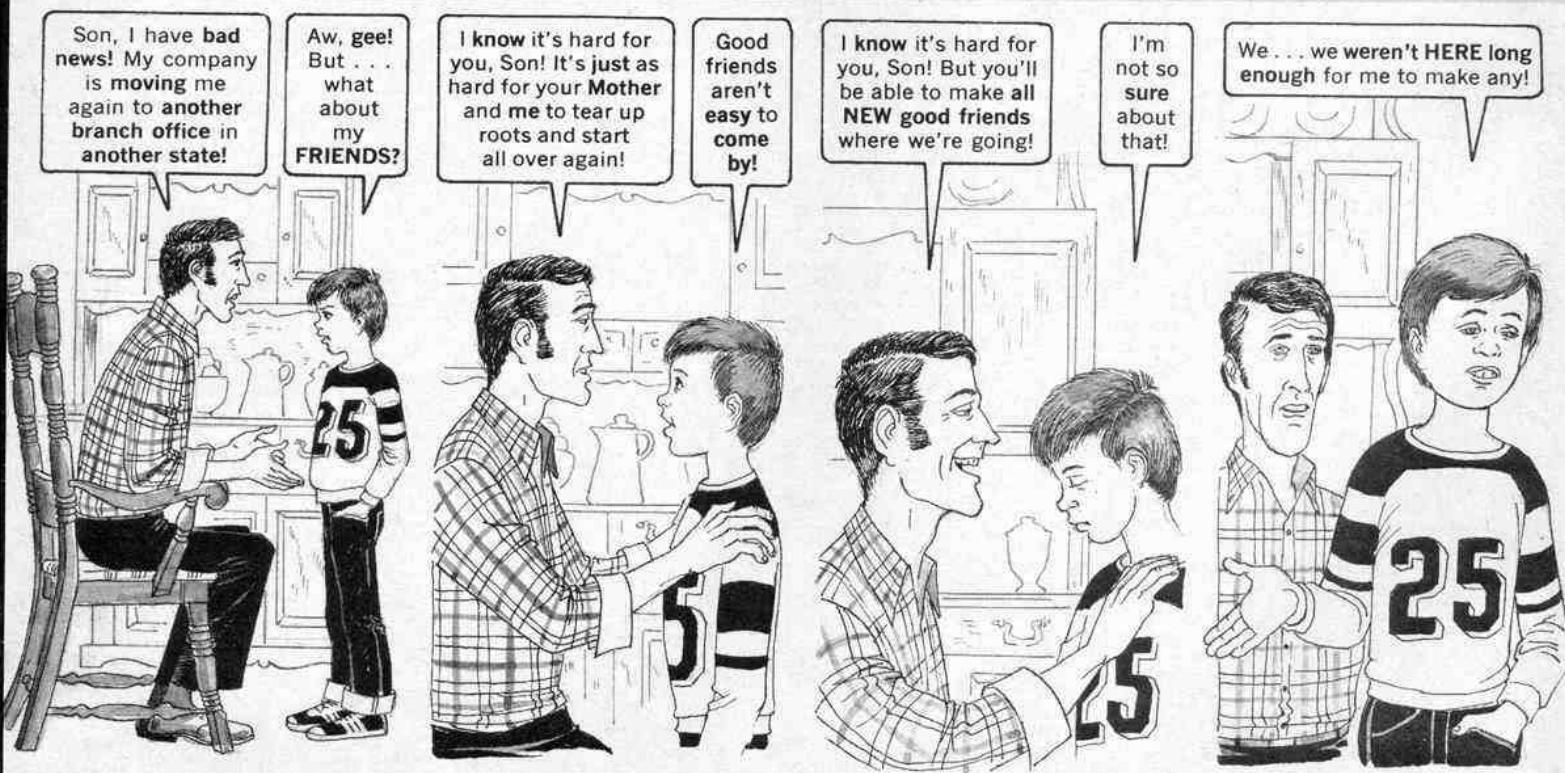
OPTICAL ILLUSION PLATES enable you to serve skimpier portions
at even higher prices. Cleverly de-
signed sunburst pattern makes smaller
plates look at least as large as the old
fashioned standard size, especially to
customers who are half bombed. Yet
new style holds 50% less food. You'll
cut costs without risking howls of pro-
test with these diminutive beauties.
47651—**BIG LITTLE DINNER PLATES**
\$17.50 doz.

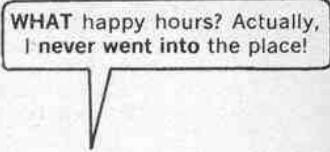


BERG'S-EYE VIEW DEPT.

THE LIGHTER SIDE OF...

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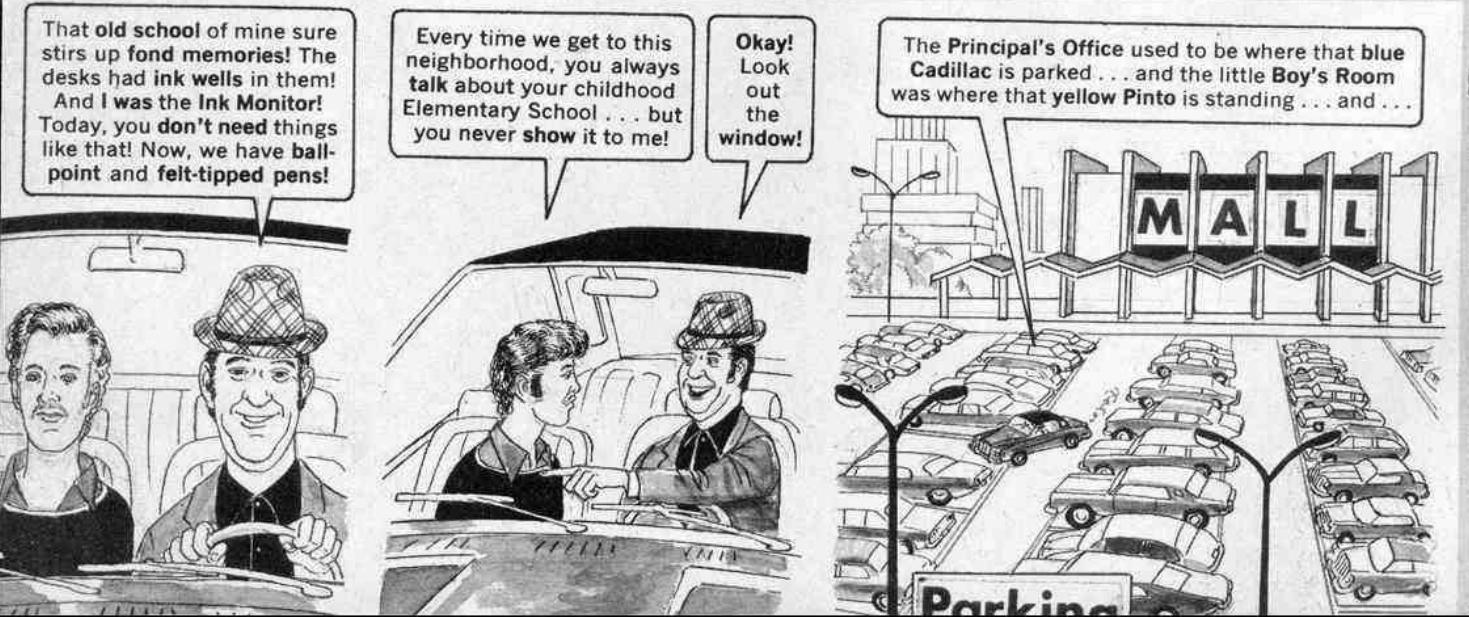
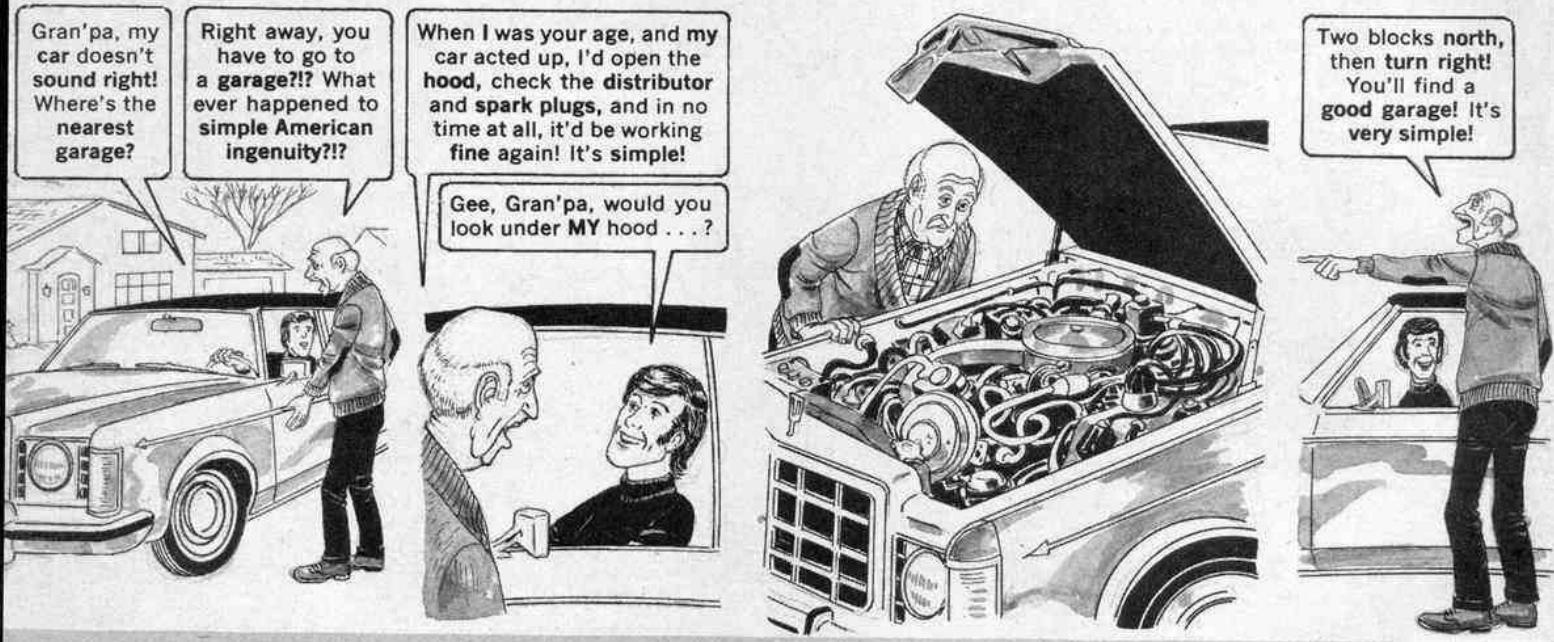
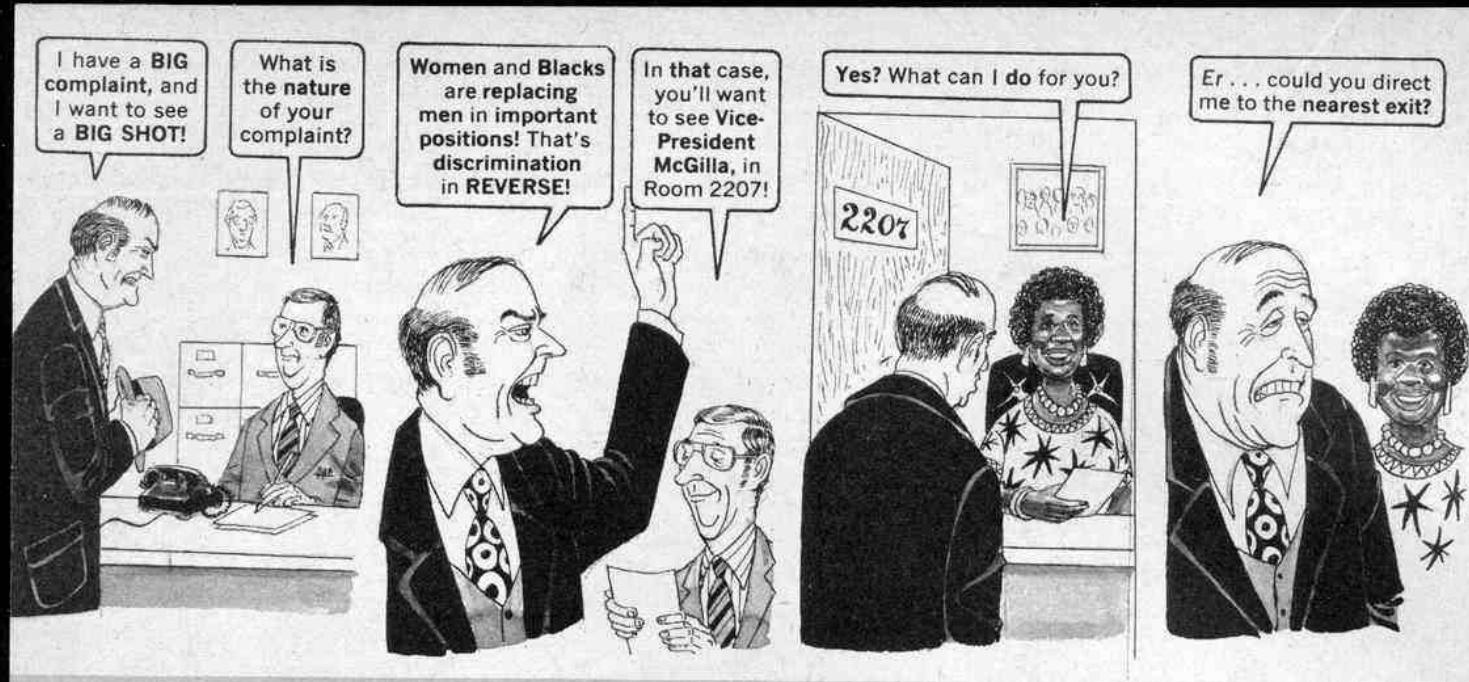


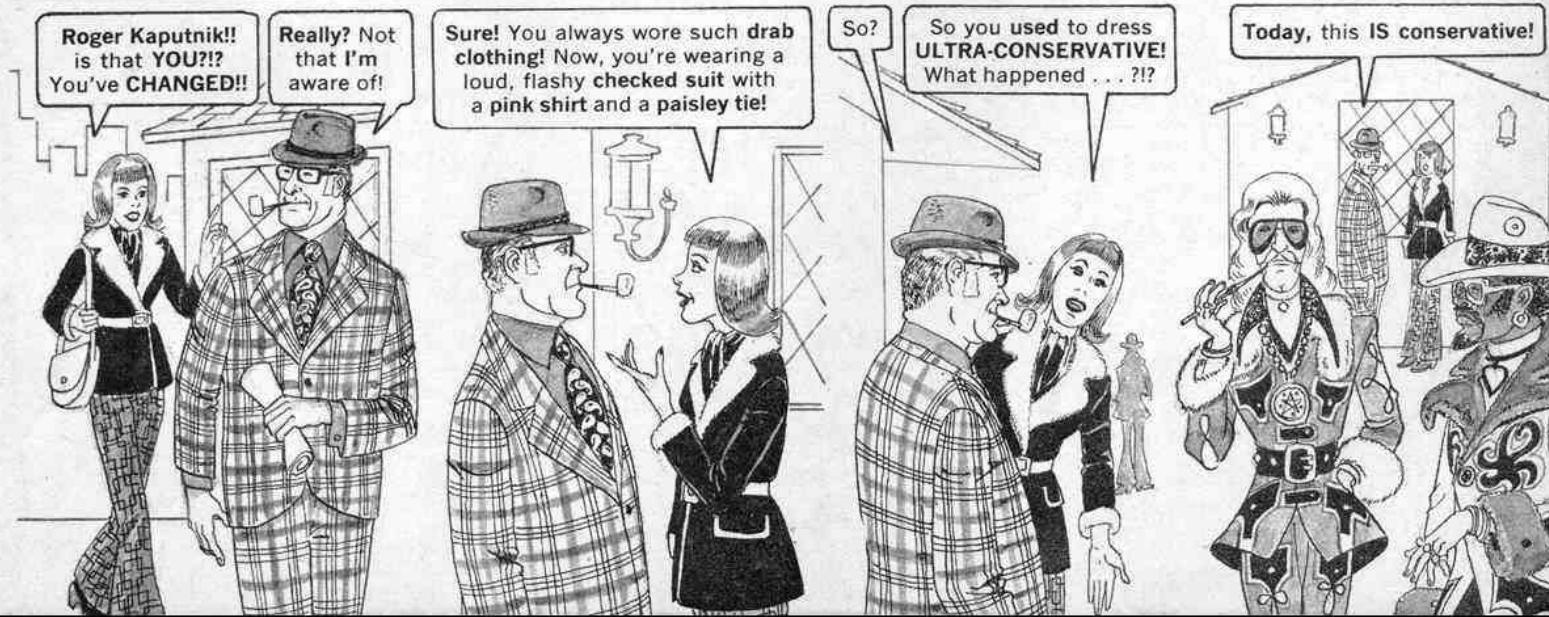
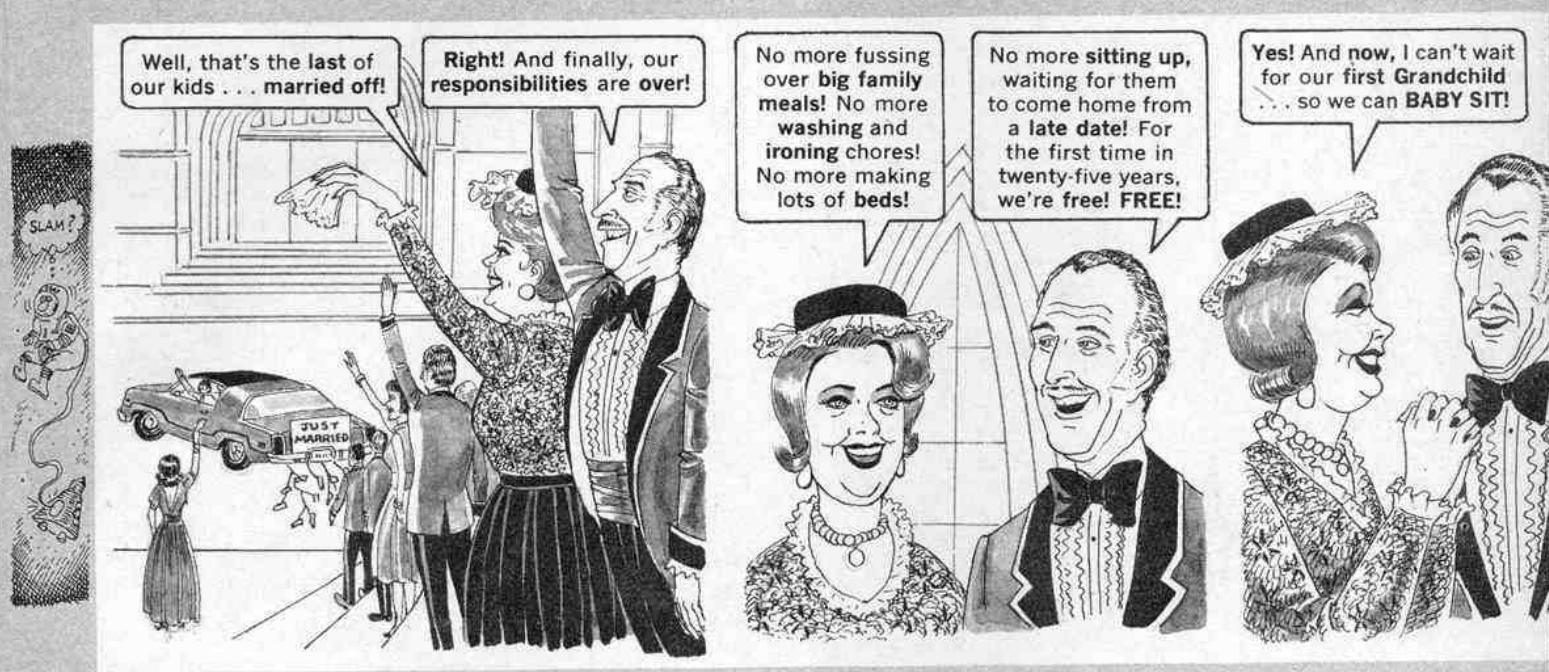
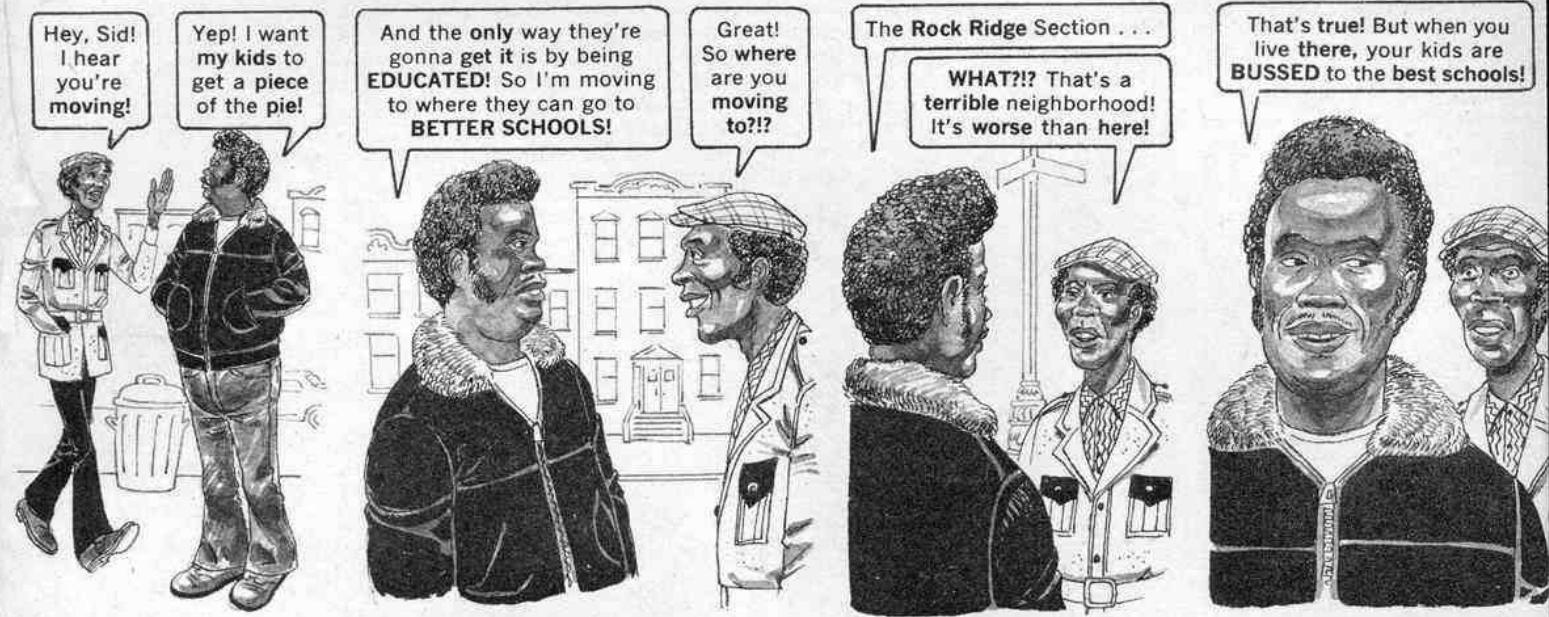


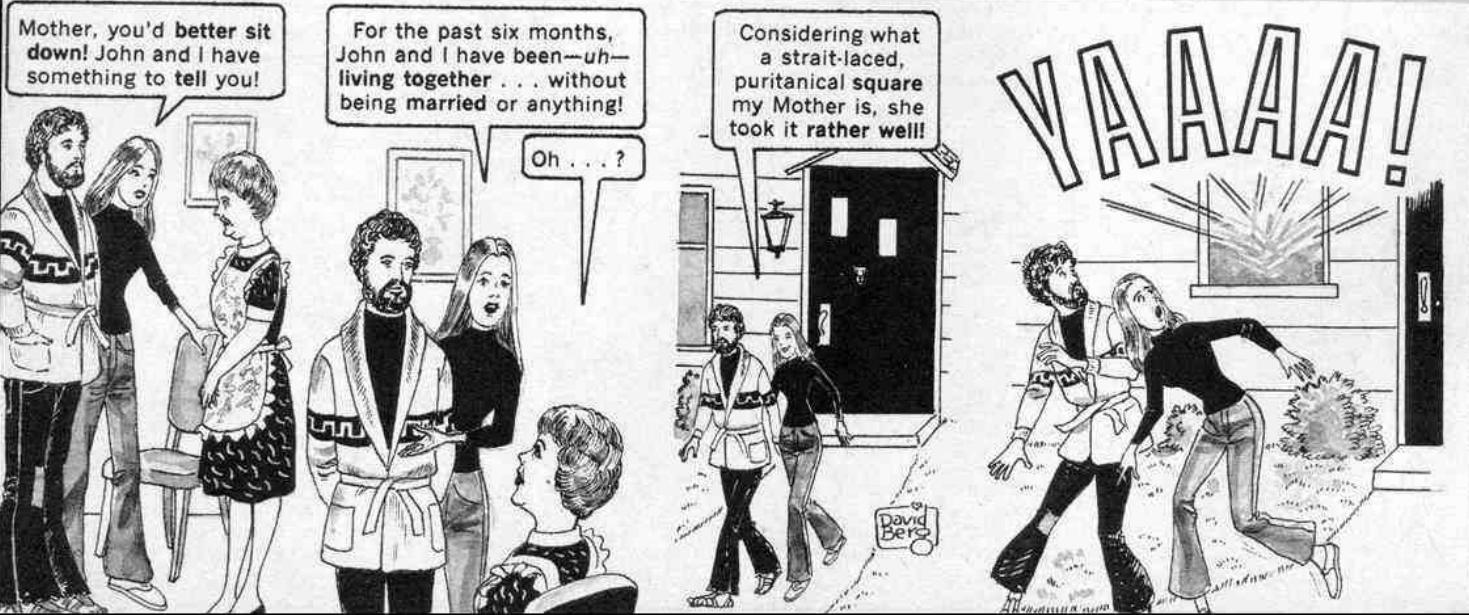
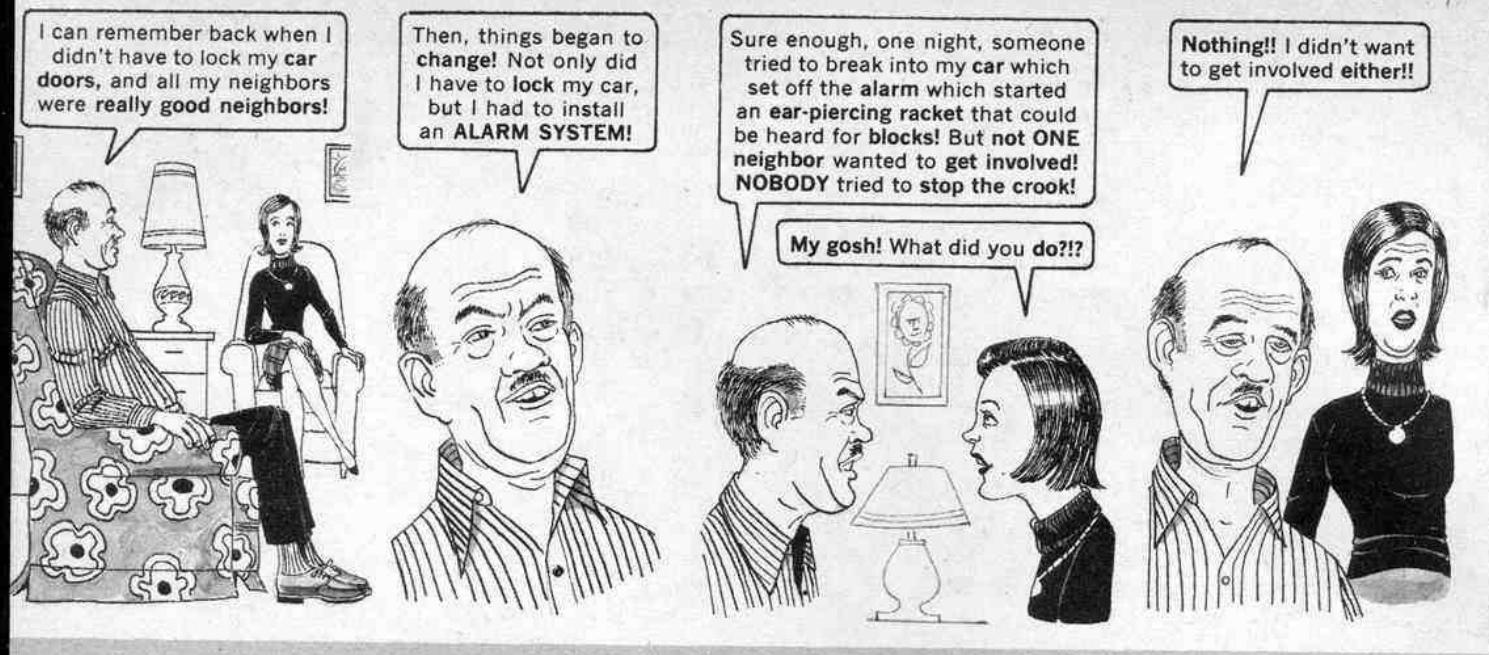
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ARTIST & WRITER: DAVE BERG











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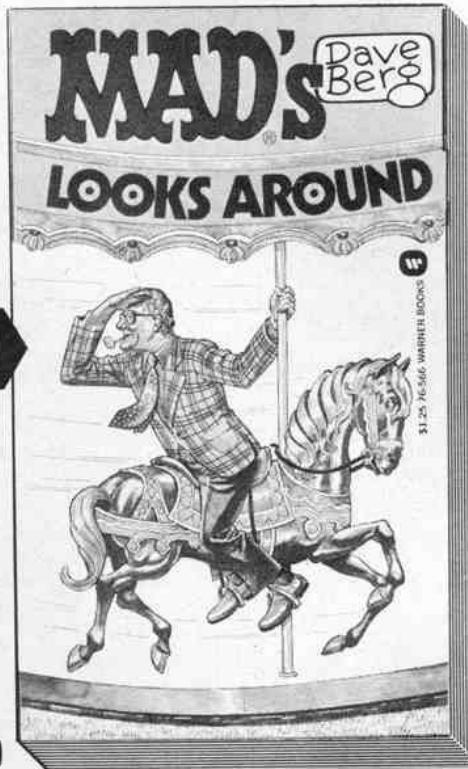
AND SEND A CHEERY CHRISTMAS GIFT ANNOUNCEMENT ALONG WITH THEM BLAMING:

<input type="checkbox"/> The Bedside MAD	<input type="checkbox"/> Burning MAD	<input type="checkbox"/> DON MARTIN Drops 13 Stories	<input type="checkbox"/> Return of MAD Old Movies
<input type="checkbox"/> Son of MAD	<input type="checkbox"/> Good 'n' MAD	<input type="checkbox"/> DON MARTIN's Captain Klutz	<input type="checkbox"/> MAD-Vertising
<input type="checkbox"/> The Organization MAD	<input type="checkbox"/> Hopping MAD	<input type="checkbox"/> DON MARTIN Cooks	<input type="checkbox"/> A MAD Look at TV
<input type="checkbox"/> Like MAD	<input type="checkbox"/> The Portable MAD	<input type="checkbox"/> DON MARTIN Comes On Strong	<input type="checkbox"/> AL JAFFEE's Snappy Answers
<input type="checkbox"/> The Ideas of MAD	<input type="checkbox"/> MAD Power	<input type="checkbox"/> DON MARTIN Carries On	<input type="checkbox"/> AL JAFFEE's MAD Book of Magic
<input type="checkbox"/> Fighting MAD	<input type="checkbox"/> The Dirty Old MAD	<input type="checkbox"/> DON MARTIN Steps Further Out	<input type="checkbox"/> More AL JAFFEE Snappy Answers
<input type="checkbox"/> The MAD Frontier	<input type="checkbox"/> Polyunsaturated MAD	<input type="checkbox"/> DAVE BERG Looks at the U.S.A.	<input type="checkbox"/> AL JAFFEE's MAD Monstrosities
<input type="checkbox"/> MAD in Orbit	<input type="checkbox"/> The Recycled MAD	<input type="checkbox"/> DAVE BERG Looks at People	<input type="checkbox"/> Aragones's "Viva MAD"
<input type="checkbox"/> The Voodoo MAD	<input type="checkbox"/> The Non-Violent MAD	<input type="checkbox"/> DAVE BERG Looks at Things	<input type="checkbox"/> Aragones's MAD about MAD
<input type="checkbox"/> Greasy MAD Stuff	<input type="checkbox"/> The Rip-Off MAD	<input type="checkbox"/> DAVE BERG Modern Thinking	<input type="checkbox"/> Aragones's MAD-ly Yours
<input type="checkbox"/> Three Ring MAD	<input type="checkbox"/> The Token MAD	<input type="checkbox"/> DAVE BERG Our Sick World	<input type="checkbox"/> Aragones's In MAD We Trust
<input type="checkbox"/> Self-Made MAD	<input type="checkbox"/> The Pocket MAD	<input type="checkbox"/> DAVE BERG Looks at Living	<input type="checkbox"/> Aragones's MAD as the Devil
<input type="checkbox"/> The MAD Sampler	<input type="checkbox"/> The Invisible MAD	<input type="checkbox"/> DAVE BERG Looks Around	<input type="checkbox"/> MAD for Better or Verse
<input type="checkbox"/> World, World, etc. MAD	<input type="checkbox"/> Dr. Jekyll & Mr. MAD	<input type="checkbox"/> The All-New SPY vs. SPY	<input type="checkbox"/> Sing Along With MAD
<input type="checkbox"/> Raving MAD	<input type="checkbox"/> Steaming MAD	<input type="checkbox"/> SPY vs. SPY Follow Up File	<input type="checkbox"/> MAD About Sports
<input type="checkbox"/> Boiling MAD	<input type="checkbox"/> MAD At You	<input type="checkbox"/> 3rd MAD Dossier of SPY vs. SPY	<input type="checkbox"/> MAD's Talking Stamps
<input type="checkbox"/> Questionable MAD	<input type="checkbox"/> DON MARTIN Steps Out	<input type="checkbox"/> 4th MAD Classified SPY vs. SPY	<input type="checkbox"/> MAD Word Power
<input type="checkbox"/> Howling MAD	<input type="checkbox"/> DON MARTIN Bounces Back	<input type="checkbox"/> A MAD Look at Old Movies	<input type="checkbox"/> The MAD Jumble Book
<input type="checkbox"/> The Indigestible MAD			<input type="checkbox"/> MAD Cradle to Grave Primer

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We're not responsible for cash lost or stolen in the mails. Check or Money Order preferred!



BITING HUMOR DEPT.

A MAD LOOK AT SHARK

SHARK

①



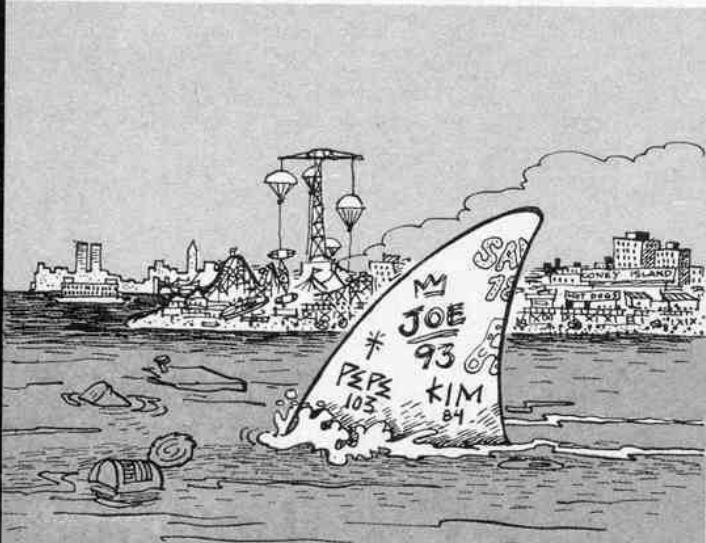
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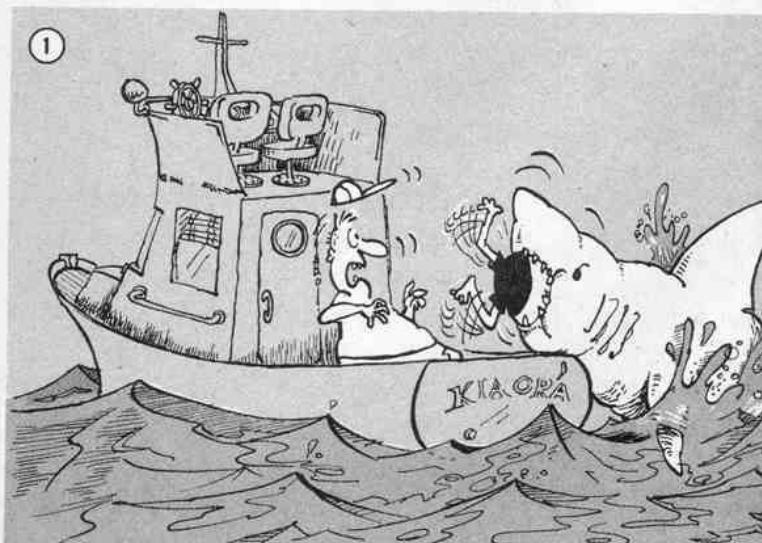
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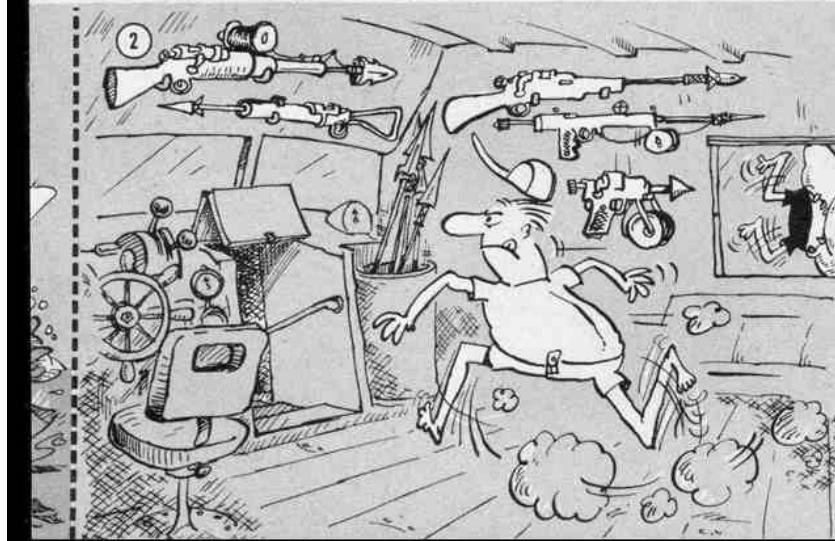
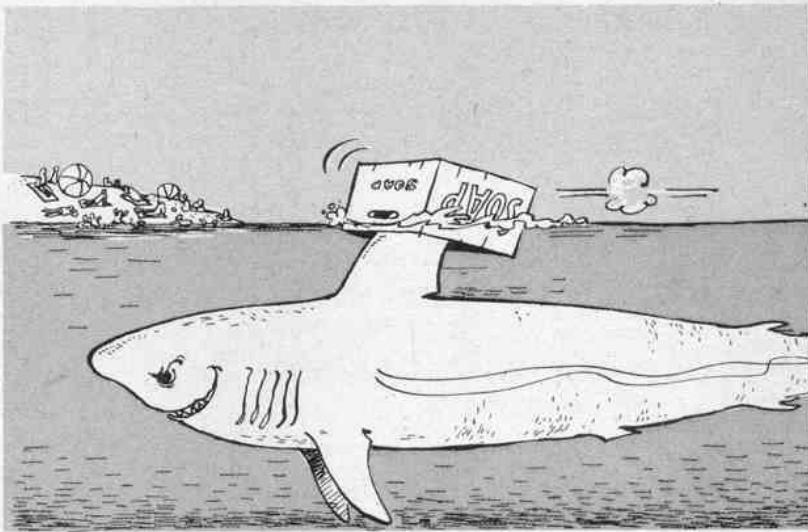
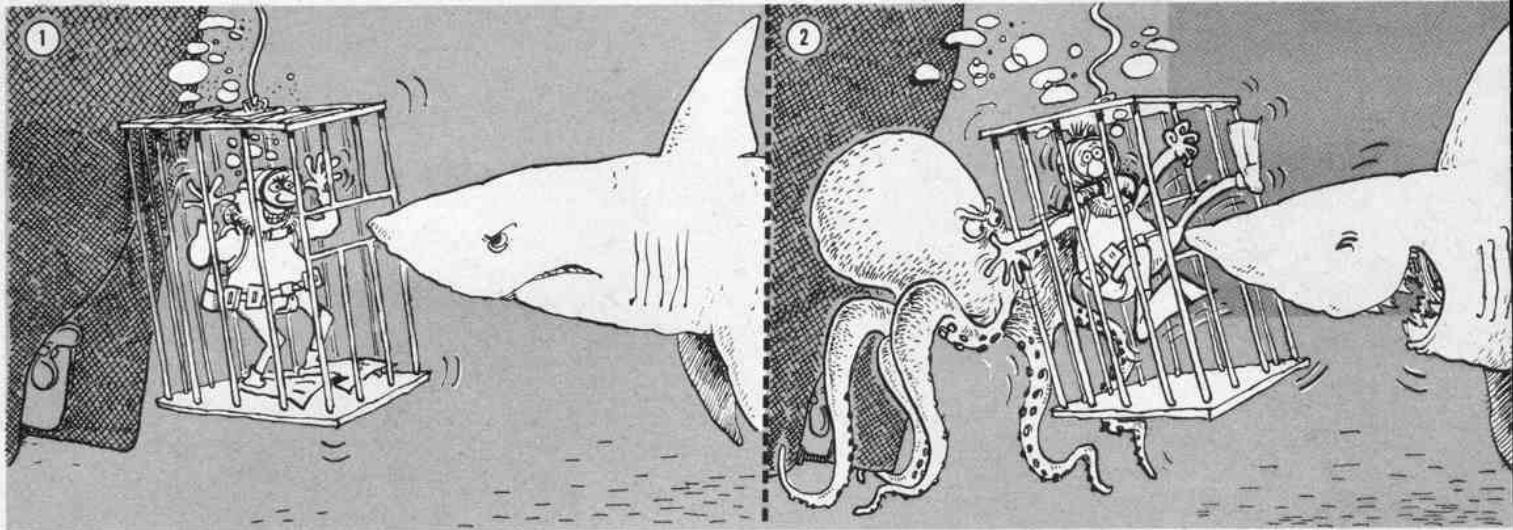
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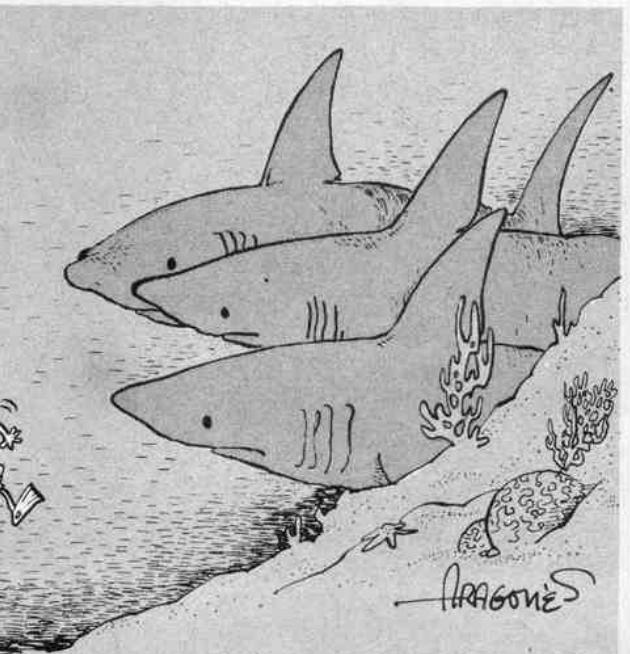
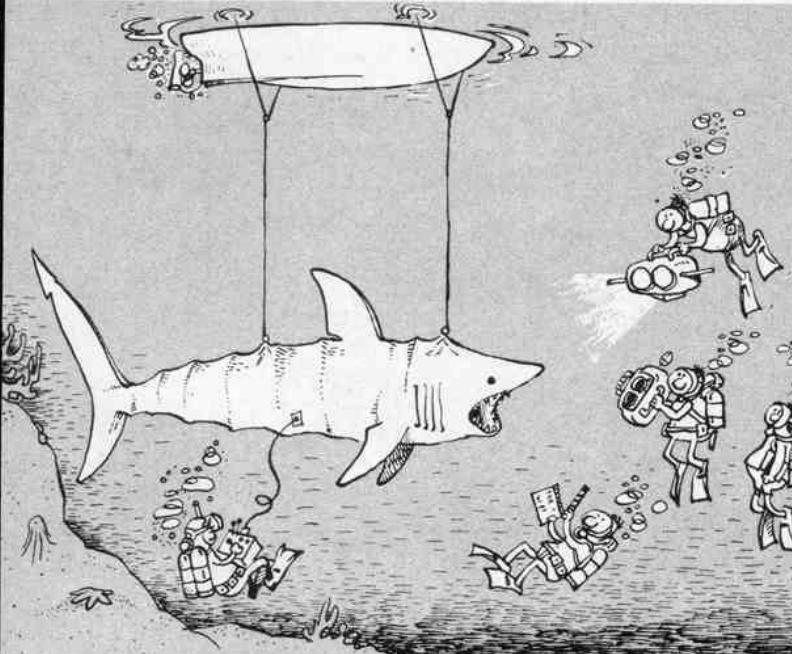
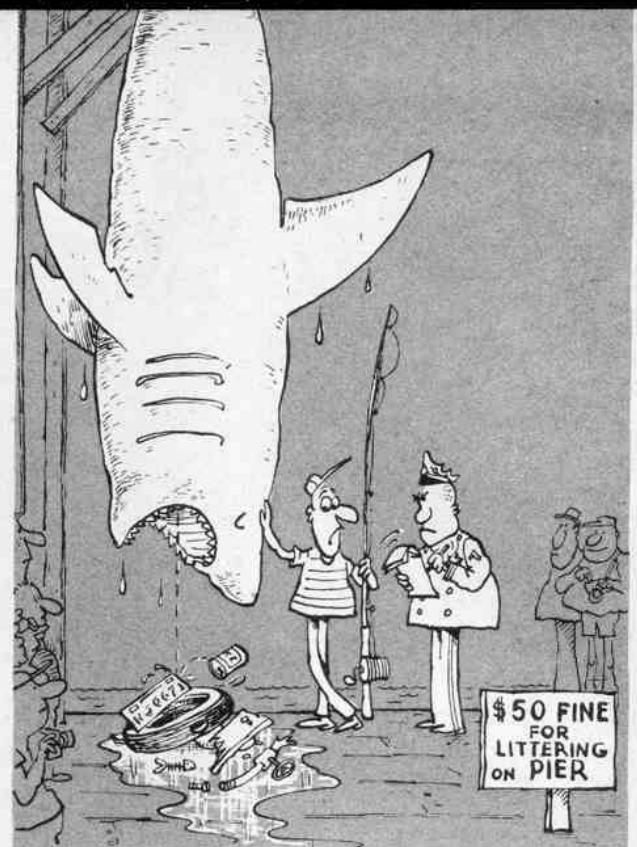
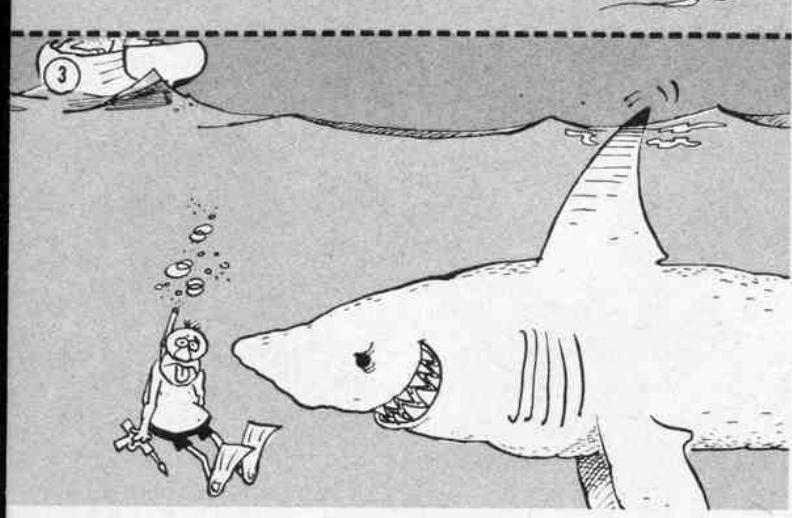
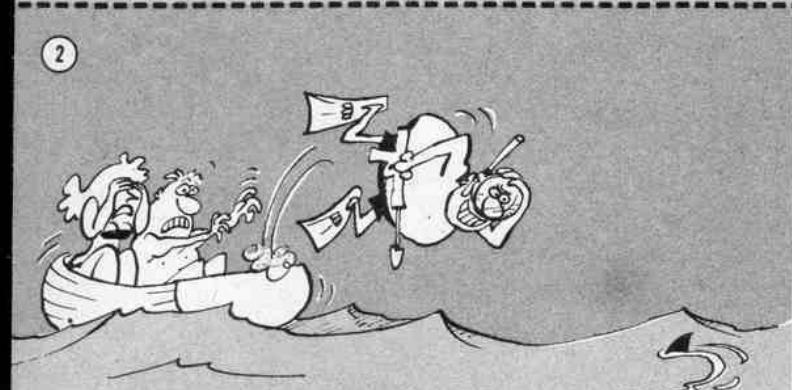
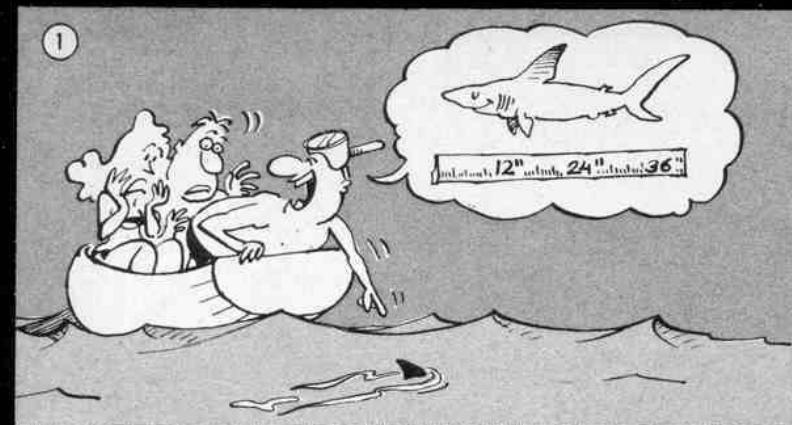


MR. KISS



ARTIST & WRITER: SERGIO ARAGONES





WE'RE SURROUNDED BY ASSASSINS DEPT.

Hi! This is Joan Byez with another in-depth interview for MAD Magazine! A strange choice for a guest interviewer? Well, not **nearly** as strange as the man I've been asked to interview! This is **Special Agent G. Howard Wasp**...

MAD'S CIA AGENT OF THE YEAR

Agent Wasp ... I must congratulate you on your use of this airline as a cover for your CIA activities!

How did you know this is a CIA company?

It's the **only** airline in the country making a **PROFIT**!! But tell me—what is the real purpose of the CIA?

Our main thrust is the gathering of intelligence! By using this vital information, we help keep our nation strong and our people free!

And how do you gather this vital information?

By bugging offices ... tapping telephones ... reading private mail ... breaking into psychiatrist's offices and stealing files ...

And are these dirty tricks used against the people that the CIA considers to be America's **ENEMIES**?

Naahh ... this is what we do to **AMERICANS**!!

We could never get away with that sort of hanky-panky in a **FOREIGN COUNTRY**!



ARTIST: PAUL COKER, JR.

WRITER: LOU SILVERSTONE

But, Agent Wasp ...

Er—would you mind speaking a bit louder into this plant ...?

I have a very strange feeling that this plant is bugged ...!

Hmmm, you seem to be familiar with Undercover Methodology!

Oh, I AM! I've seen almost every James Bond movie!

What would you say was the most successful operation of the CIA ...?

Hmmm! There were so many! Personally, I liked the recovery of that Russian submarine!

Do you think it was worth spending over 300 million dollars for a section of an 18-year-old submarine?

It so happens we recovered some pretty valuable stuff when we raised that section!

Oh ...? You picked up some secret Russian decoding information?

No ... we picked up six cases of Russian Vodka! The good stuff! You can't get it anywhere!



Hey!! That's SABOTAGE!

All I did was throw a gum wrapper into your wastepaper basket . . . !

It may be just a wastepaper basket to you, but in enemy hands, it's a gold mine of intelligence information! We have trash inspection twice a day, and if the Chief finds anything important in any of them . . . man, it's bad news!

I'm sorry! Had I known, I would have SWALLOWED the stupid thing!



Don't joke! The CIA has a phony Cleaning Service that picks up the trash from foreign embassies and airlines, recovering valuable items like this!

It looks like a—yeccc—a USED Kleenex!

Only to YOUR un-trained eye! But to us, it tells us plenty about the health of a Russian biggie! See? He has a COLD!

Lucky he doesn't have diarrhea!



This is one of the most important Departments of our organization!

Is this where you plan your COVERT strategies?

No, this is where we dream up excuses in case anything goes wrong!



Speaking of things going wrong, would you tell us about some of the CIA's more famous BLUNDERS?

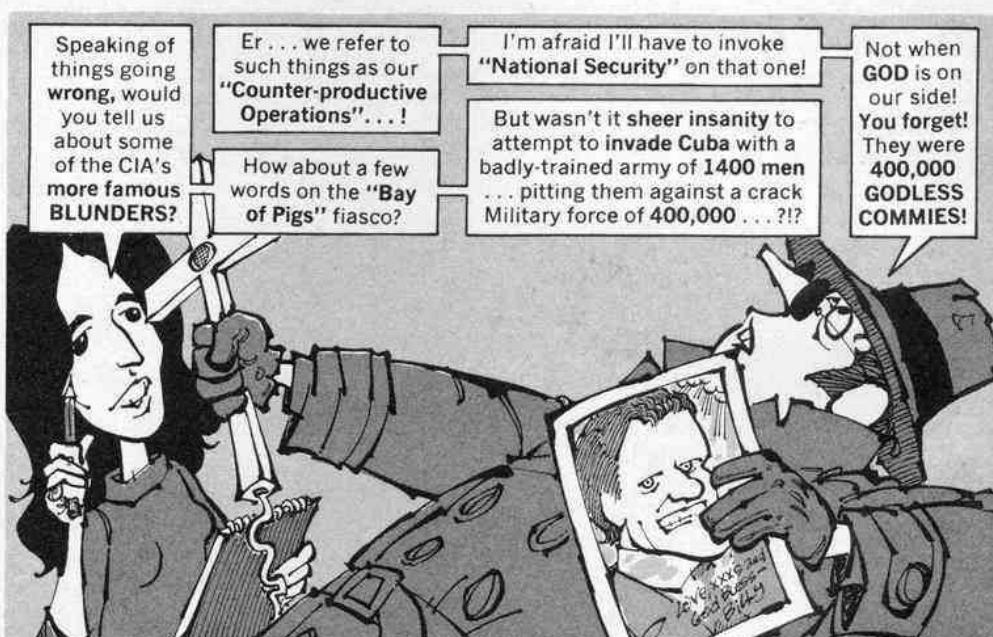
Er . . . we refer to such things as our "Counter-productive Operations" . . . !

How about a few words on the "Bay of Pigs" fiasco?

I'm afraid I'll have to invoke "National Security" on that one!

But wasn't it sheer insanity to attempt to invade Cuba with a badly-trained army of 1400 men . . . pitting them against a crack Military force of 400,000 . . . ?!

Not when GOD is on our side! You forget! They were 400,000 GODLESS COMMIES!



Frankly, was the CIA involved in any way with Watergate?

The total extent of our involvement was in providing fiendishly clever disguises like this one to the perpetrators!

But if WE'd handled the Watergate account, you can rest assured WE would've linked the Democrats to the Commies . . . even if we had to manufacture the evidence!

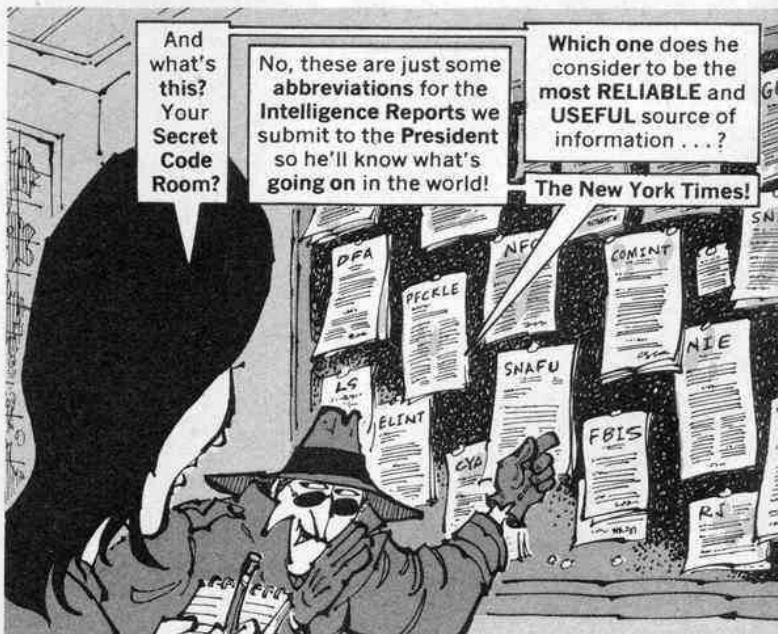


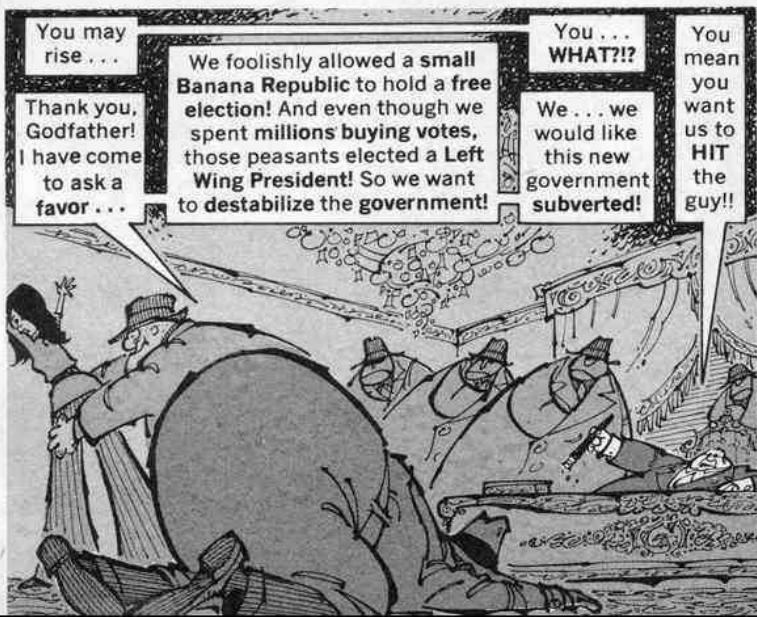
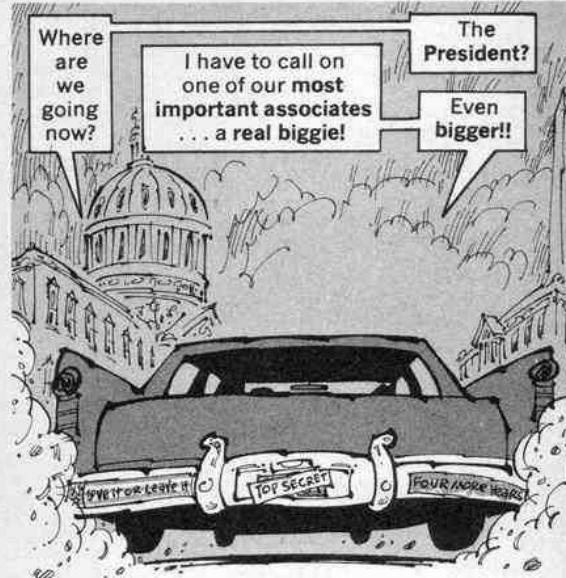
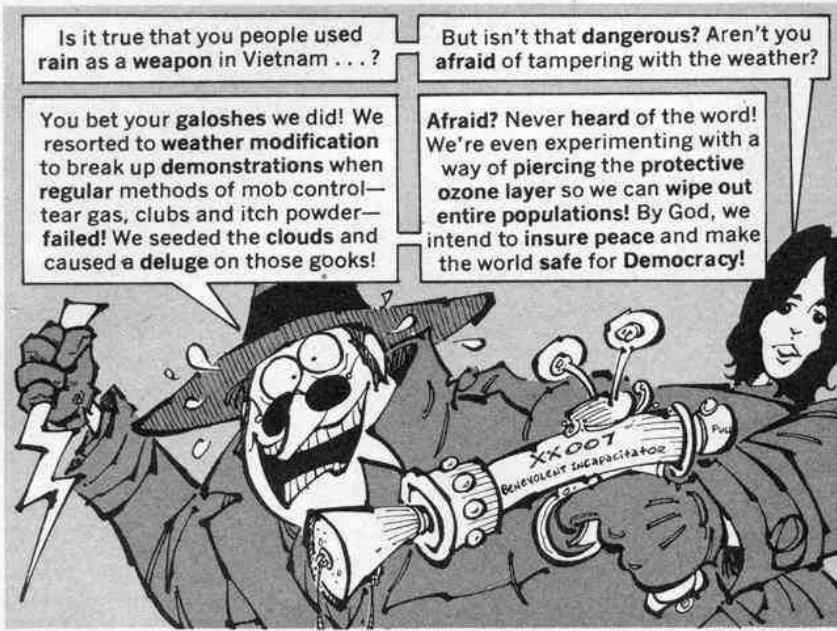
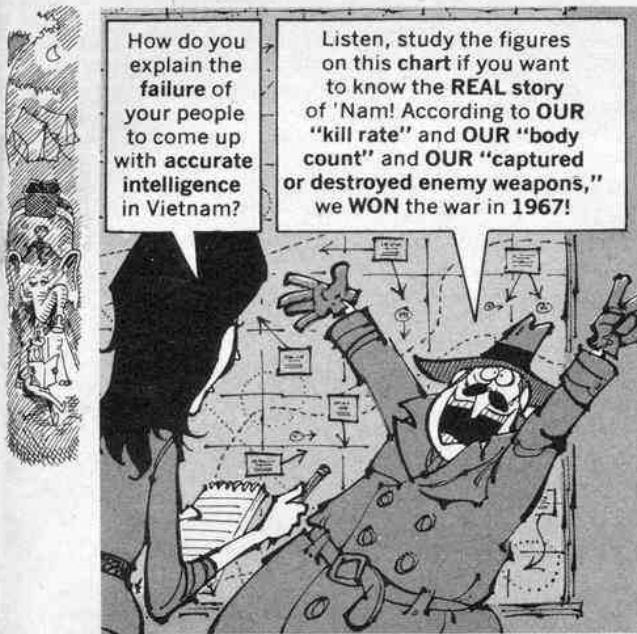
And what's this? Your Secret Code Room?

No, these are just some abbreviations for the Intelligence Reports we submit to the President so he'll know what's going on in the world!

Which one does he consider to be the most RELIABLE and USEFUL source of information . . . ?

The New York Times!





Thank you,
Godfather!
We will
pay you
anything
you ask!

I don't want money! I consider
it an honor t' help my country!
But . . . of course . . . I may call
upon YOU to do ME a small
favor in return . . . someday . . .

Anything! If the
IRS, or a Crime
Commission gets
on your back,
let us know!
We'll handle it!

I'm shocked! I am
really shocked! I
can't believe an
official agency of
the United States
Government would
do business with
ORGANIZED CRIME!

Listen, lady! We're engaged in
a life-and-death struggle with
the Commies, and we'll accept
assistance from **ANY source** to
help preserve and spread the
American way of life! Besides,
if you want somebody rubbed
out . . . where **ELSE** can you go?

Excuse
me one
minute,
Miss
Byez! I
have to
make a
contact!

Hey, man, it's about time you
got here with the bread! It's
not easy to get those college
kids to riot! This ain't the
60's, y'know! Today, all them
dudes worry about is finding
jobs after they graduate!

Well, do
the best
you can!
Remember,
your
country's
counting
on you!

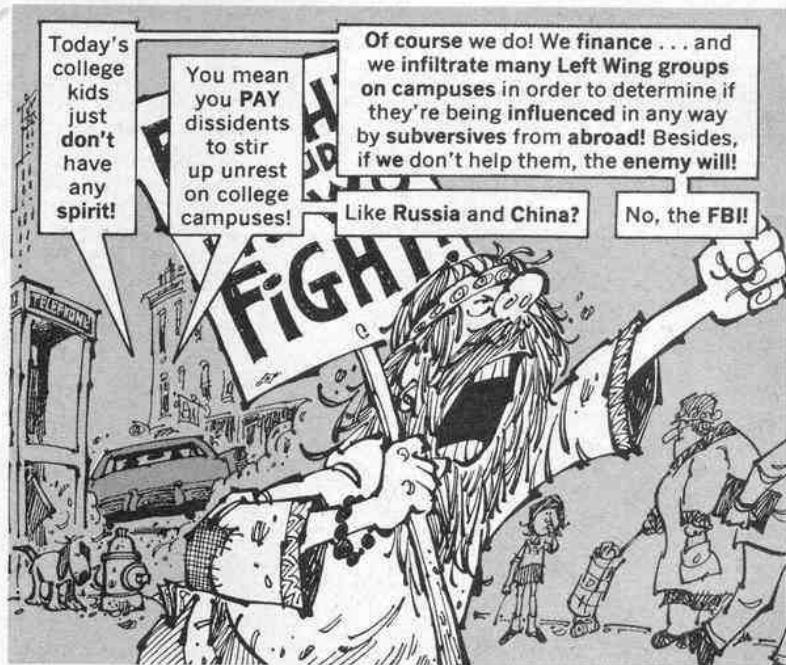
Today's
college
kids
just
don't
have
any
spirit!

You mean
you **PAY**
dissidents
to stir
up unrest
on college
campuses!

Of course we do! We finance . . . and
we infiltrate many Left Wing groups
on campuses in order to determine if
they're being influenced in any way
by subversives from abroad! Besides,
if we don't help them, the enemy will!

Like Russia and China?

No, the **FBI**!



You
mean
you
regard
the
FBI
as
"the
enemy"?

They're a disgrace to
undercover work! If
OUR company had the
Hearst account, you
can rest assured that
Patty would have been
wasted long ago, no
matter how many doors
we had to kick in!

But
isn't
domestic
spying
actually
forbidden
by the
CIA
Charter?

Listen, if
people have
nothing to
hide . . .
why should
they object
to being
checked out?

The old "If you're clean, why
should you care?" philosophy!

Glad you understand! It makes
my job so much easier! Now . . .
how much **money** did you earn
last year? I can check with
IRS, y'know! What magazines
and newspapers do you read?

What organizations
do you belong to?

Do you contribute
to any political
party or group?

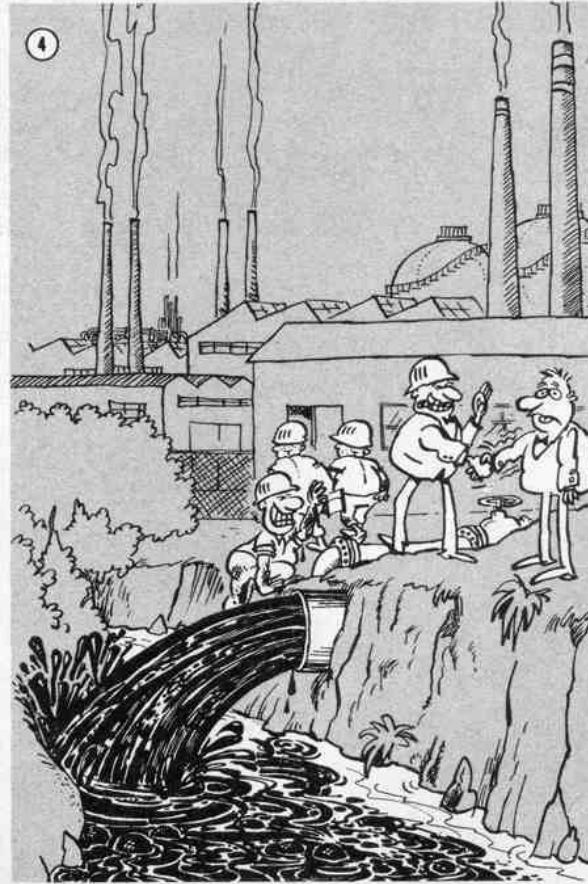
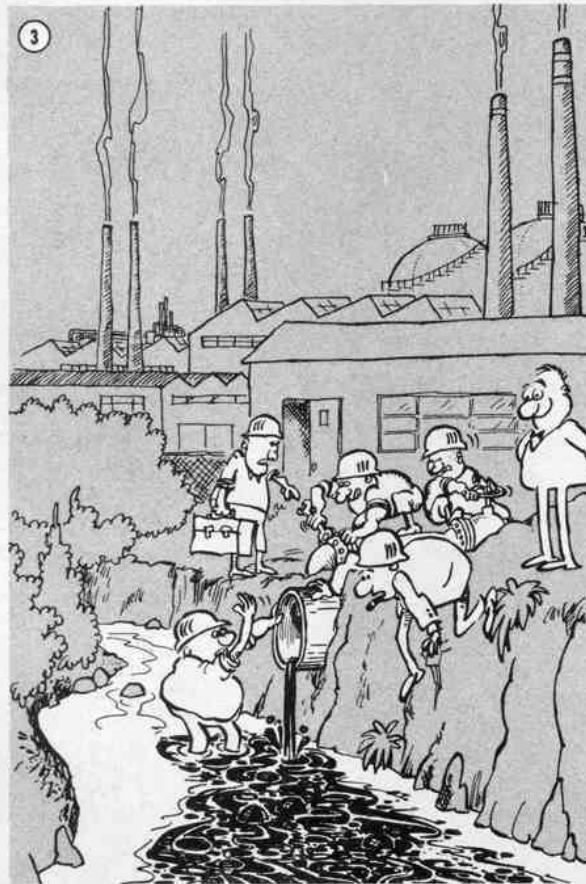
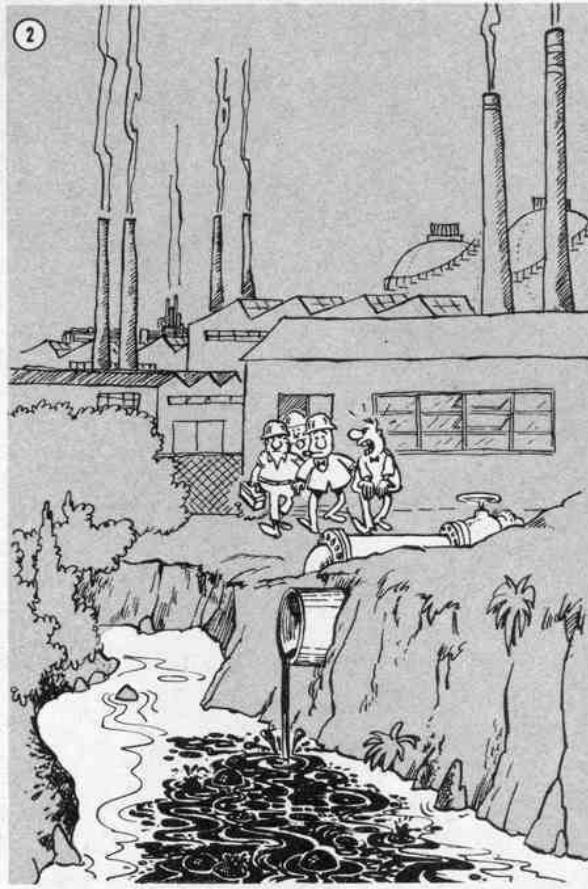
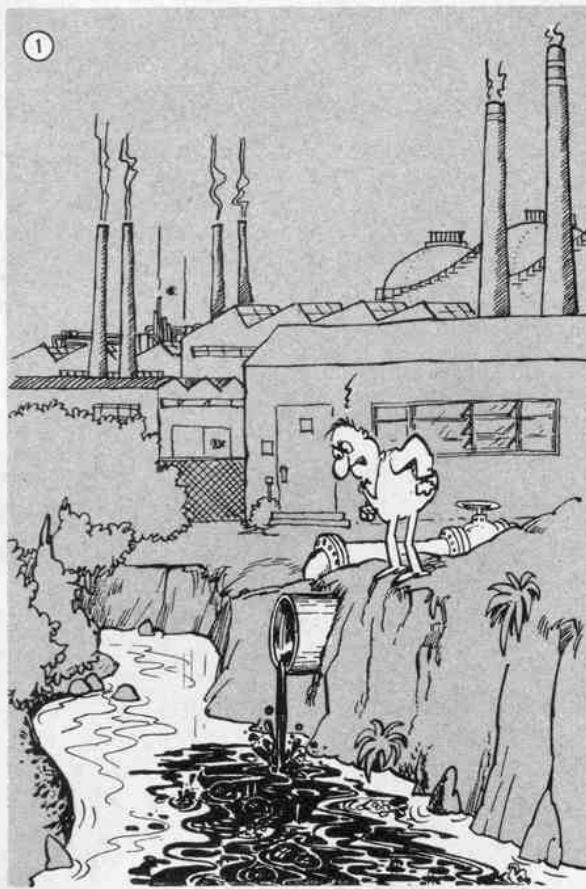
How often did you
and your husband—

This is
Joan
Byez—
signing off,
and returning
you to
MAD
Magazine!



ECCHOLOGY DEPT.

Pollution Alert





WEARY OF RELATIVITY DEPT.

As Albert Einstein explained, Time is relative. Which means that, sometimes, Time passes faster or slower than other times. You find that hard to believe?

TIME DRAGS...

TIME DRAGS ...



...when you're waiting your turn on the roller coaster.

TIME FLIES...



...when you're on the ride.

TIME DRAGS ...



...when you're waiting for your Mother in the Hat Department.

TIME DRAGS ...



...when your football team is winning by only 2 points.

TIME FLIES...



...when your football team is losing by only 2 points.

TIME DRAGS ...



...between being a child... and becoming a young adult.

TIME DRAGS ...



...till her parents go out.

TIME FLIES...



...before they come back.

TIME DRAGS ...



...between paychecks.



Well, notice how fast Time goes when you're enjoying yourself, as compared to how slow it passes when you're reading a dull article like this one, called . . .

TIME FLIES...

ARTIST:
JACK RICKARD

WRITER:
STAN HART

TIME FLIES...



...when your Mother is waiting for you in the Toy Department.

TIME DRAGS...



...waiting for Xmas morning, so you can open your presents.

TIME FLIES...



...before they're all broken.

TIME FLIES...



...between being a young adult and becoming an old adult.

TIME DRAGS . . .



...waiting for someone to get out of the bathroom.

TIME FLIES . . .



...before someone wants you to get out of the bathroom.

TIME FLIES...



...between bills.

TIME FLIES . . .



...between Dentist appointments.

TIME DRAGS . . .



...when he's drilling your tooth.

ATTENTION!

There's a gimmicky film filled with special effects, that also features

SENSELESSROUNDS

of inane dialogue. Please be aware that this satire features the same thing, and that as you read it and see the pictures, you will suddenly start to feel something. Therefore, the Editors take no responsibility for your physical or your emotional reactions . . . or your dry cleaning bills . . . as you read through MAD's

PLAYING IT FOR SHAKE VALUE DEPT.



Hi! I'm back from jogging. Seamy! Hey— why is it so dark in here?

It's supposed to set the mood for the catastrophe that's coming!

You mean the Earthquake?

No . . . ME . . . when I step out into the daylight . . . and everyone sees how I've AGED after all these years!

I'm afraid I don't have time for breakfast!

After all the trouble I went to?!? Instant Coffee doesn't KEEP once it's mixed with water, y'know!

I promised to drop off an autographed football for little Borey, the Widow Marshmallow's kid!

Hah! Don't make me laugh! You haven't played football in twenty years!

Well, you haven't ACTED in twenty years, and you're making ME laugh!

Y'know, there's only ONE thing that's keeping me from getting drunk this early in the morning!

Let me guess! We ran out of BOOZE!!

No, smarty! I'm ALREADY drunk! And just so's I'd have something to nosh on, I ate this whole jar of white peanuts!

Y-you ate this—this entire jar of Sleeping Pills?!? Oh, God . . . say it isn't so! Those pills cost over 50¢ each!!





ARTIST: ANGELO TORRES

WRITER: DICK DE BARTOLO

Yeah, Doc, she took an overdose of pills! She's passed out! Do I know how to induce vomiting? Sure! I'll let her read the rest of the script! WAIT! What's going on?

Is it an EARTHQUAKE?

No, I think it's my stomach! That's how upset you make me—Hey! You're FAKING!

Don't be angry with me, Grief! Please! I'm sorry! I'll do anything you want!

Okay! How about taking an overdose of Sleeping Pills?!

Hey . . . that was quite a shock! Don't you think we should check the Dam for any damage?

Nah! A little tremor like that couldn't cause any damage! Besides, that big hunk of concrete just fell down and blocked the door!

Here's the fooball I promised you, Borey! I hope you'll save it until I'm old and gray!

Sure, Grief! A football like this is bound to last for at least a week or two . . . !

RUMBLE RUMBLE

Great news, Grief! I got a part in a really fantastic movie!

That's more than I can say these last few years . . . !

I play a wild nymphomaniac!

Would you like some help . . . REHEARSING?

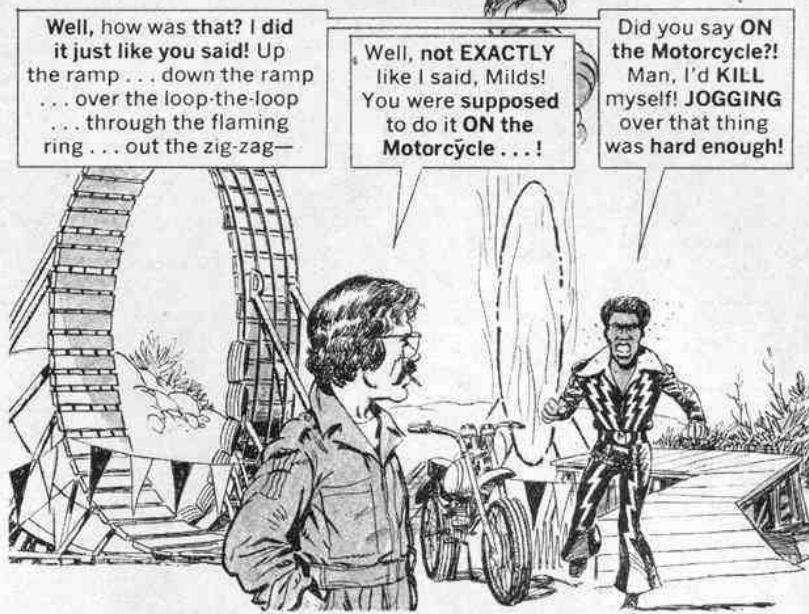
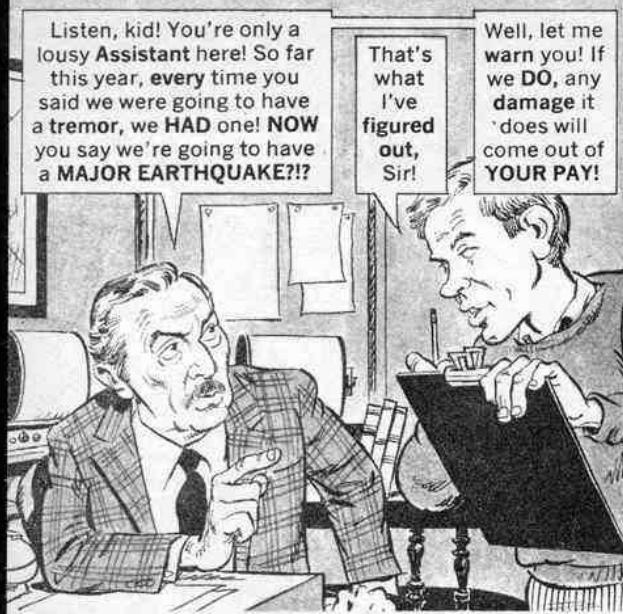
C'mon! Stop clowning around and read this page of script so I can practice my lines!

Sure! Okay, here goes . . . "Hel-lo, Ma-ry! I-am-home from-work-early-tonight!"

Hmmmm! Oh, boy, are we in big trouble!!

Why? Was it that bad??

No, you're the same as you ALWAYS are! And that's the problem! How are people going to tell the difference between your USUAL wooden acting, and this supposedly "AMATEUR" wooden acting?!



Mayor, I called you here because there is a remote possibility that we will have a major Earthquake! I say remote, because the man who has predicted it has been 100% accurate so far . . . but he's only a Seismographic Assistant!

Well, since it is **ONLY** a remote possibility, and since I wouldn't want to see a panic, I think I'll just take my family and go to a nice safe location! Then, once I'm safely away, you can call out the **National Guard** . . . and my family won't panic!

All you have to **do** is sit behind me on my bike as I **loop-the-loop**, jump this 30-foot stretch of sharp pickets and leap through a wall of flame at 100 miles an hour!

Not me! I'm not doing anything like that with you!

You know what your problem is, Baby? You're filled with **RACIAL PREJUDICE**!



Attention, please! The following announcement has **NOTHING** to do with a major Earthquake that could wipe out this entire city, and kill each and every one of you listening! It is merely a precautionary measure designed to mobilize the manpower necessary to cope with **destruction** and **death**! Will the following National Guard Units report immediately? The Heavy Earth-Moving Battalions, the Emergency Rescue Teams, the Riot Control Units, the Plague, Pestilence and Typhoid Troops, and—oh, yes—the Store Clerks Battalion!

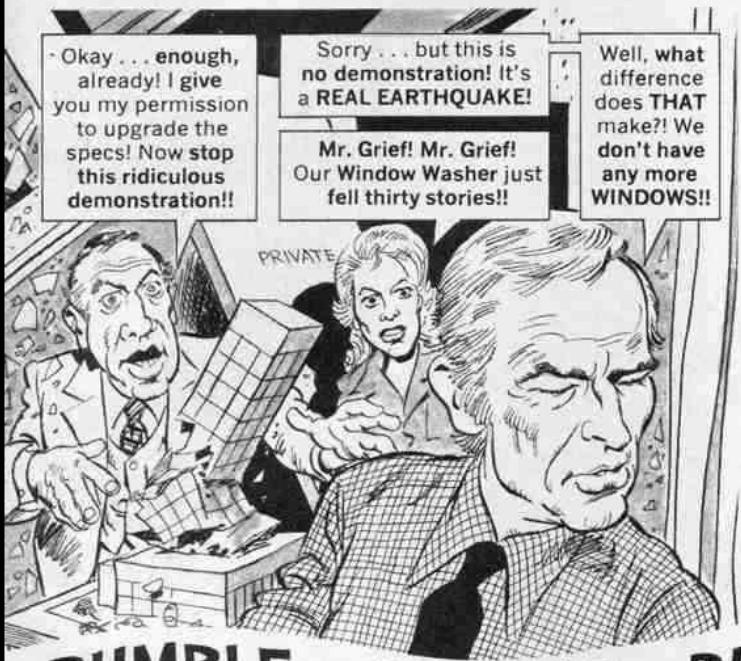
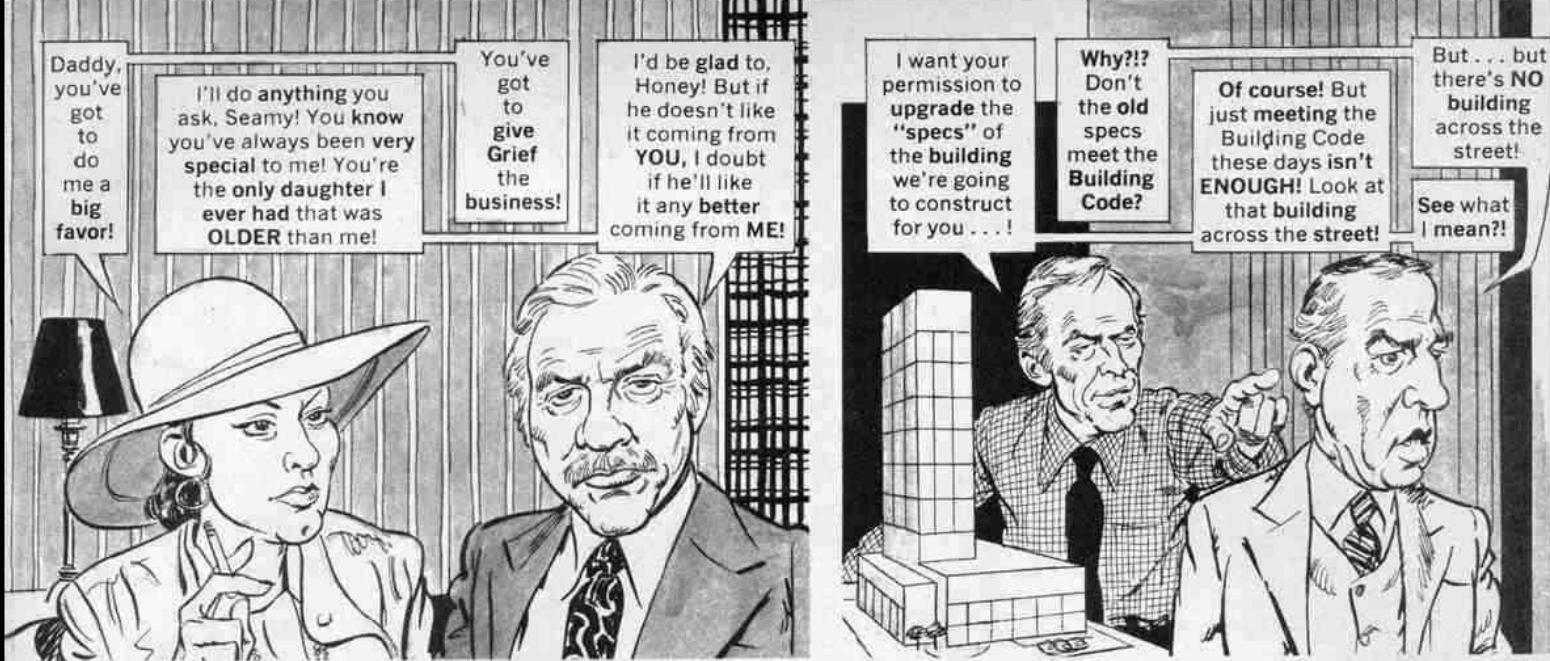


We've got a big Las Vegas agent coming down to look at our act, Slayed! So you gotta help us! You gotta lend us the money to buy some more of these "MILDS" tee-shirts! Just look at how one of them looks on Posa . . .

Oh, yeah! They're —gulp— they're really somethin'!

And that's just how they look on **POSA**! Imagine how they'll look on us **GUYS**!





RUMBLE...RUMBLE...RUMBLE...RUMBLE...RUMBLE.



NOW what are you complaining about?! For years, you have been saying you wanted to move into the Valley! Well... now you're in the Valley, so SHUT UP!



Excuse me, did you see a Ranch-style House with a Car Port go by here?

No, just a Church, a Post Office and a Ball Park! But I'll keep my eyes open!



Listen! Tell you what! Forget the \$5000 price I just asked for it! I'm in a good mood today! Fifty bucks takes it away!!



RUMBLE... RUMBLE... RUMBLE... RUMBLE... RUMBLE...

Good Lord! What happened?

With all the leaking gas around, that jerk just ran into his house with a lit cigarette...

See...? Smoking really IS dangerous to your health!



Help me! I need a Doctor! I—need a Doctor!

I'm a Doctor...! I can't believe it! A Doctor... here... just when I need one!

Well, there's nothing else to do! My Golf Course is one big SANDTRAP!



HEY! What are you doing?!

The Cop back there said this was an EMERGENCY... and we should all help ourselves! So I'm HELPING MYSELF!!



RUMBLE... RUMBLE... RUMBLE... RUMBLE... RUMBLE....

Okay... everybody calm down! The worst is over!

You... you mean the tremors are finished???

No... I mean we're half-way through the movie!



Now, listen! The stairs between this floor and the next five floors have been torn away! I'm going to have to lower you folks in this chair—one at a time!

Okay, girls—take off your Panty Hose!

Why? Are you thinking of using our Panty Hose to tie us into the chair?

No, actually just watching girls take off their Panty Hose turns me on!

But maybe it isn't such a bad idea...

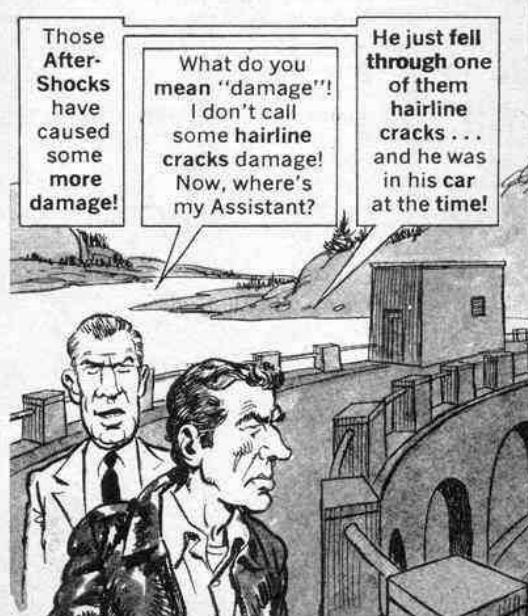
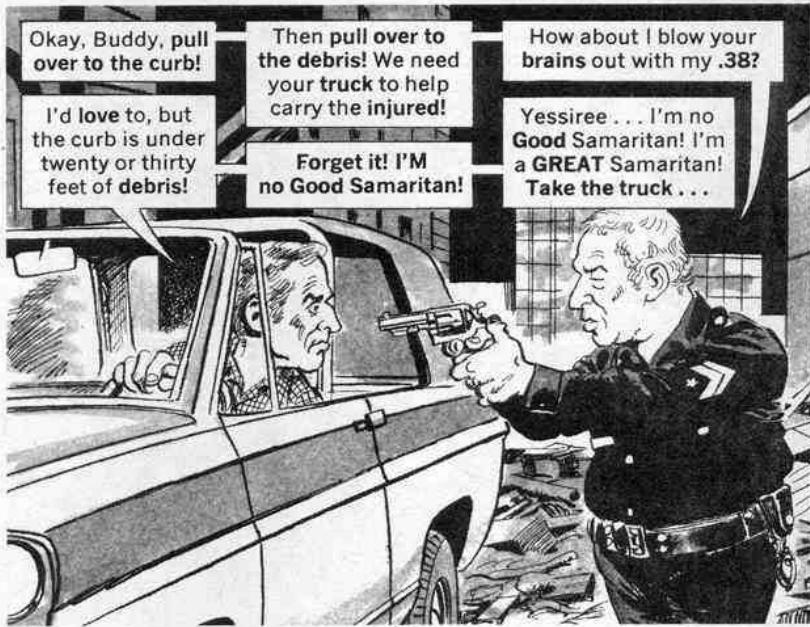
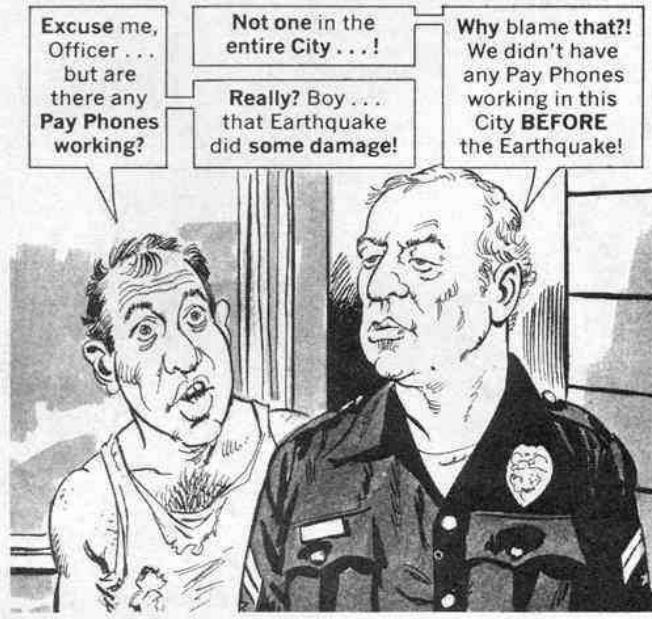
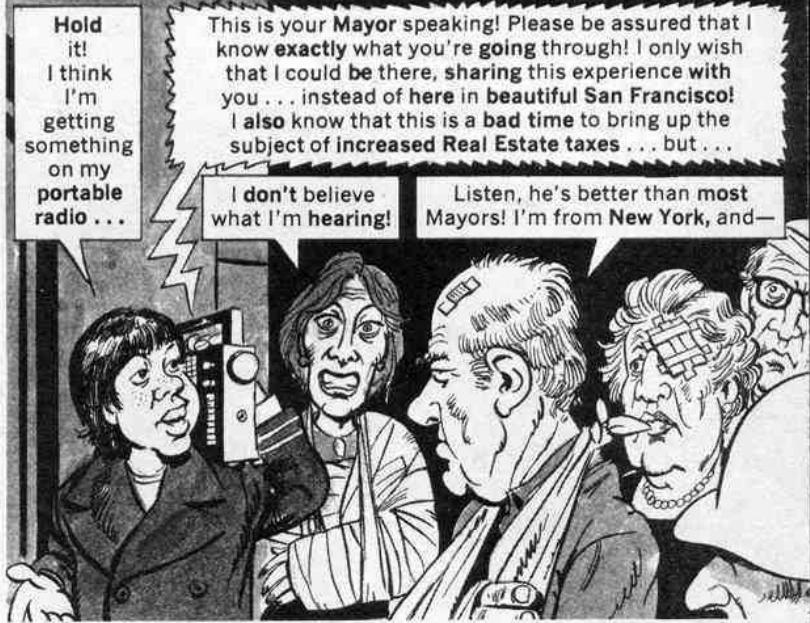


Here goes the first one!

HELLLLPPP

Er... tying her to the chair was a great idea! But an even BETTER idea would've been to tie the CHAIR to something!!





Have you seen Mrs. Marshmallow anywhere?

Yes, she was in the sub-basement of that building, but all the entrances were sealed by those last After-Shocks! There's no way you can help her!

I know! We'll dig our way into that sub-basement!

Are you crazy? Do you know how far down underground a sub-basement is?

Sure I do! In this particular building, the sub-basement is on the **THIRD FLOOR!** It's one that I designed! I saved a huge fortune on the digging costs!

We're trapped in here! They'll never try to reach us!

Wrong! If it was only **ME** trapped in here with a hundred other elderly people, they might never bother to try to rescue us! But trap **one** pretty, sexy love interest and—

Doctor! there's someone breaking through the wall with a jackhammer!

Hmmmm! Need I say more?!



Inspector! We've got to abandon this Dam! It's—it's starting to collapse!!

I can SEE that! That's why I'm trying to reduce the pressure by draining off some of the water!!

But, Inspector! With a little CUP?! At the rate you're going, it will take YEARS!!

Well, don't just STAND there, you idiot! Help me! Get me a BIGGER CUP . . . !



There's no need to panic! Sure, if the Dam breaks, most of us will die like drowning rats in a sinking ship! But Dams have been known to stand up under bigger shocks than the Earthquake we've had today!

LOOK!! Here comes the water! The Dam BROKE!!

Then again, on the other hand—let's GET THE HELL OUT OF HERE!!



Grief! It's ME! I'm here, and I'm safe!

I know! But Seamy is being carried away by the flood! I've got to save her! This is a TEST . . . !

Of LOVE . . . ?

No . . . of STUPIDITY!

Hang on Seamy! I'm coming . . .

Well, there he goes . . . trying to save her . . . choosing sure death to ME!

Looks like stupidity won!

Terrible! They've all gone down the drain!

But only a few people went down the drain!

Who's talking about PEOPLE?!! I'm talking about ACTING CAREERS! And, Buddy, anyone connected with this movie just saw THEIRS go down the drain!



WHAT UNUSUAL
DINING AID
WILL SOON
BECOME A
NECESSITY
IN MANY
RESTAURANTS?

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

Today, many fine restaurants are desperately trying to keep the quality of their food up, while attempting to hold their prices down. However, as a result of this effort, one special "dining aid" will soon become indispensable to people who love to dine out. To see what this item is, fold in the page as shown.



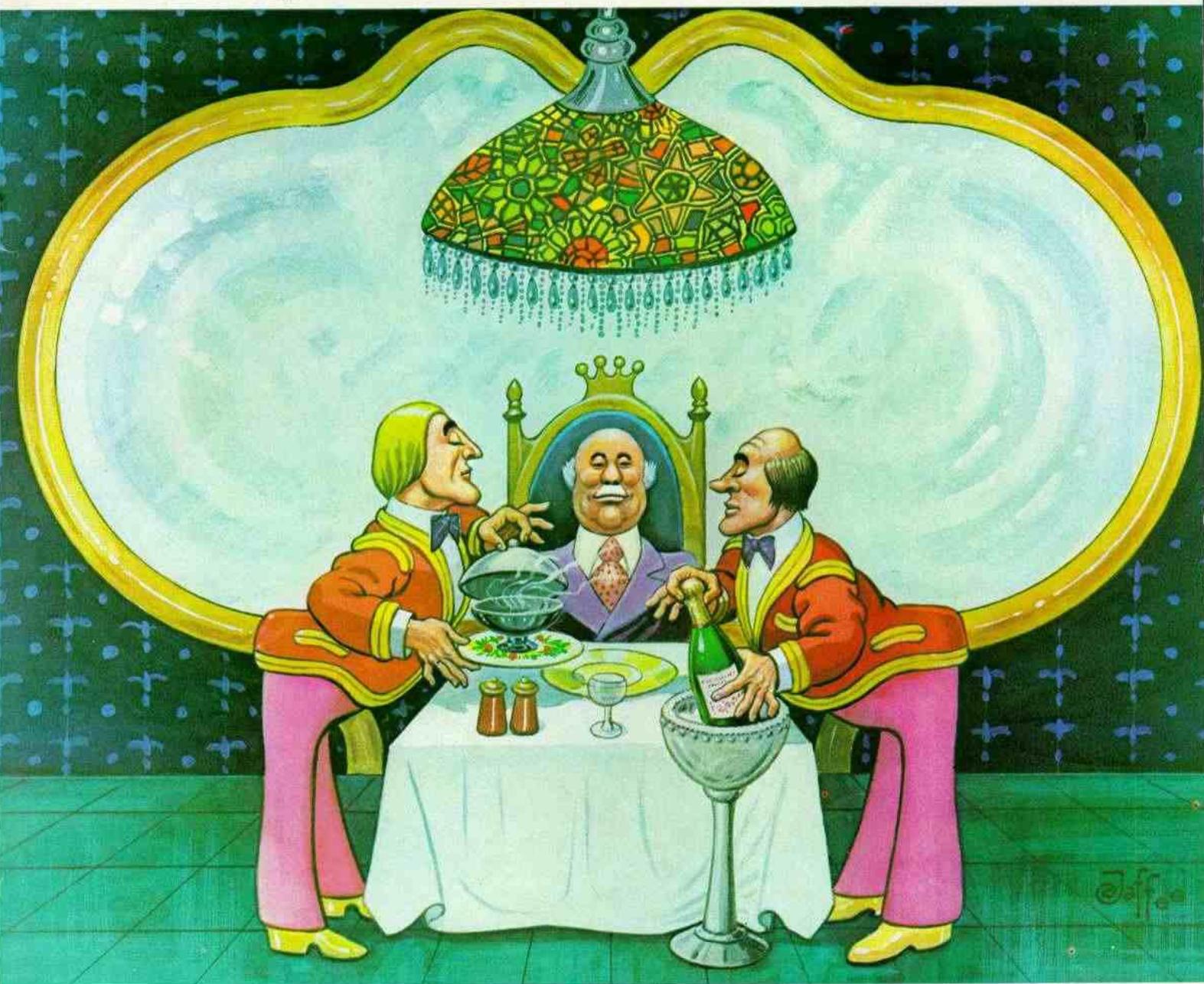
FOLD PAGE OVER LIKE THIS!

A

FOLD THIS SECTION OVER LEFT

B

FOLD BACK SO "A" MEETS "B"



A MARVELOUS RESTAURANT'S MENU IS ITS ONLY WAY OF SIGNIFYING
GOURMET FOOD. LOW PRICES PUT IT IN A SPECIAL CLASS
FOR SHREWDED DINERS. IN TODAY'S ECONOMY, THIS SORT OF THINKING
PORTREYS THE AVERAGE FOOD LOVER'S CONCERNS AND OPINIONS

ARTIST & WRITER:
AL JAFFEE

A

B

WHAT UNUSUAL
DINING AID
WILL SOON
BECOME A
NECESSITY
IN MANY
RESTAURANTS?



FOLD PAGE OVER LIKE THIS!

A>B

FOLD BACK SO "A" MEETS "B"

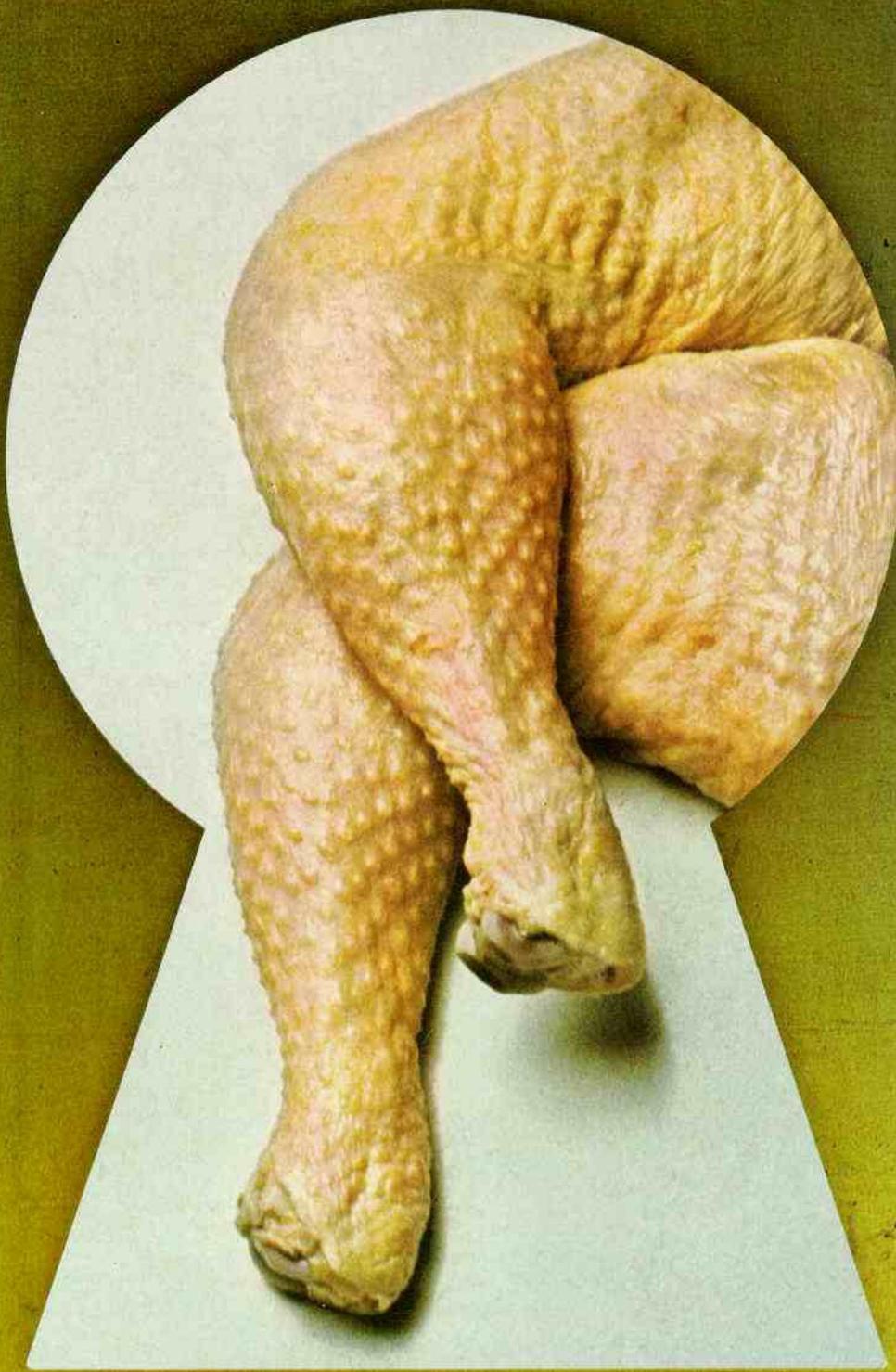


A MAGNIFYING
GLASS
FOR SHRINKING
PORTIONS

ARTIST & WRITER:
AL JAFFEE

A>B

A MAD PEEK THROUGH
FRANK PERDUE'S
KEYHOLE



ANOTHER
MAD
MINI-
POSTER

PHOTOGRAPHY BY TONY GARCIA