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176
July
'75

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MAD

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IN THIS ISSUE, WE SOCK 'AIRPORT '75'!

**WATCH
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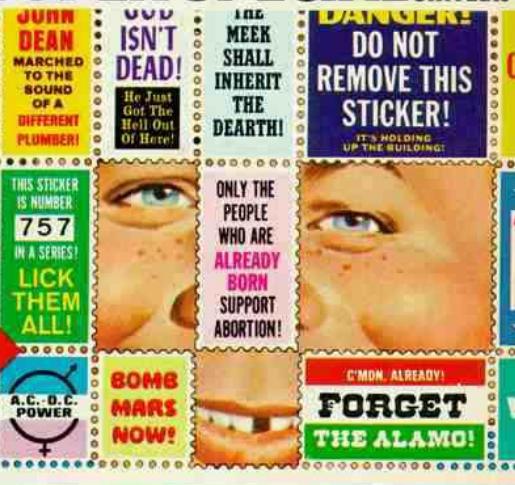
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"Eliminating unemployment should be our major concern... and we can start by getting rid of the thousands of 'non-workers' on Government payrolls!"

—Alfred E. Neuman

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JACK ALBERT *lawsuits*

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DAVID FRAZIER *subscriptions*

CONTRIBUTING ARTISTS AND WRITERS

the usual gang of idiots

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LETTERS DEPT.



DEATH WISHERS

Stan Hart's pacing of "Death Wishers" is masterful and frighteningly thought-provoking! It's tough to laugh so much when you're envisioning having your windpipe squeezed. Choke!

Jack Borgen
Baldwin, N.Y.

Having played the role of Chief of Detectives Frank Ochoa in "Death Wish," I was delighted with my appearance in the MAD version, "Death Wishers." Your satire was terrific, very funny and very true! Congratulations!

Vincent Gardenia
New York, N.Y.



Vincent Gardenia Enjoys His Appearance In "Death Wishers"

Thank you so much for "Death Wishers," Stan Hart and Mort Drucker. I never ride the subways without carrying your Bronson cover issue to repel muggers. It's reassuring how safe MAD has made me feel!

J. S. Genn
New York, N.Y.

HIGHWAY SAFETY COMMENDATION

I'm sure many readers have told you how your magazine provides them with an oasis of humor and innocent sarcasm in an all-too-serious world. While I wish to extend thanks for the humorous aspects of MAD, I commend you for the clever and serious message about drinking drivers on the inside back cover of the March, 1975, issue. Those of us in the Traffic Safety field can use all the public influence possible, and I know your efforts are most effective.

Lance C. Clem
Public Information
Division of Highway Safety
Denver, Colo.

THE TOMMY-RED SEED

Dick De Bartolo and Angelo Torres are to be admired for their gentle treatment of Julie Andrews in "The Tamarind Seed"! Hopefully, it'll help her laugh it off, too!

Connie Ives
Hammond, Ind.

Dick De Bartolo should have had a hand in the original screenplay. It could have been a good comedy, instead of a farce, with his touch. The appropriate ending of "The Tommy-Red Seed" served to remind us that Julie Andrews gave us the very fine "Mary Poppins," "The Americanization Of Emily," and "The Sound Of Music" before this unfortunate venture.

Kathleen McCarter
Pasadena, Calif.

GOOD NEWS—BAD NEWS

"Good News" is going to the store to find the latest MAD has disappeared from the racks. "Bad News" is finding it covered up by Today's Health!

Leonard B. Gray
Niantic, Conn.

"Good News" is your mother throwing out your new MAD. "Bad News" is your little brother rummaging through garbage cans. "Good News" is your father throwing out the coffee grounds-stained MAD again, just as the garbagemen make the pickup. "Bad News" is the garbagemen bypass your house!

Mary Ann Stroud
Deer Park, N.Y.

A MAD LOOK AT THE MILITARY

Thought your "Mad Look At The Military" was really explosive!

Michael McAllister
Williston Park, N.Y.

Arnoldo Franchioni really shows the "Military" as overgrown children, playing with very dangerous toys and very precious lives!

Faith Bernstein
Yonkers, N.Y.

"They" want us to throw skillions of loots into Cambodia and we're taking a left to the family budget and a knockout blow to the stomach, here at home! Why were you so easy on the "Military"?

Felicia Harkness
Potomac, Md.

IT ALMOST RESTORES YOUR FAITH

"It almost Restores Your Faith When . . ." you buy a MAD magazine, doubting you'll find something intelligent in it, and you don't!

Ron Verderame
West Haven, Conn.

"It Almost Restores Your Faith When . . ." your mother starts reading MAD and stops throwing it out!

John Marshall
North Tarrytown, N.Y.

MARTIN'S YOUNG DOCTOR FREEMAN

Don Martin's "Young Doctor Freeman" might be a throwback to his being launched from the Delivery Room!

Tom Pritchard
Ocean Grove, N.J.

SECOND COLLECTION OF THIN BOOKS

Arnie Kogen's "A Second MAD Collection Of Extremely Thin Books" should have included "Really Creative Article Ideas For MAD" by Arnie Kogen, Repeated Even Thinner!"

Michael Maddox
Chase, Md.

I enjoyed #174 until I came to your "Second MAD Collection Of Extremely Thin Books." The Osmond Brothers have contributed a lot more to music than your magazine contributed to humor!

Mary Kate Mulkeen
Oceanside, N.Y.

THE SILENCERS

You have repeatedly surpassed your previous efforts re your anti-smoking graphics, but the brilliant "The Silencers" back cover is really loaded!

Tom Henry
Bronx, N.Y.

Perhaps an even more appropriate title would be "The Smoking Gun"!

Lino Lipinsky, Jr.
Katonah, N.Y.

"The Silencers" convinced me to bite the bullet!

Fawn Carroll
Merced, Calif.

ADDITIONS TO THE DICTIONARY

How about some "Additions To The Dictionary" that are all based on MAD-men?

Richard Mattersdorff
Camp Springs, Md.

Editor's Note: Due to the above request, Frank Jacobs has gone to absolutely no effort to give us "Additions" derived from MAD people:

aragones (ä-rä-gä-nüs) n.: a marginal error.

jaffee (jäf-ē) adj.: folded in; squashed beyond recognition.

'martin (mär-fin) adj.: describing one with hinged feet.

^martin interj.: vreep, sklortch, thwoom.

drucker (drük-ēr) n.: a distorted image. (We looked for Charles Bronson but could only find a drucker.)

kogen (kō-gün) v.i.: to suffer from a gag reflex. (We read the satire and we kogened.) syn. siegel, hart, silverstone, de bartolo.

prohias (prō-hē-üs) v.t.: to double-cross. (I've been prohiased again by that white spy!) or (I've been prohiased again by that black spy!)

Re "Additions To The Dictionary," you omitted one:

jacobs (jä-cübз) adj.: to induce vomiting. syn. repulsive, disgusting, sickening. (MAD articles can be very jacobs.)

Marc Hankin
Purchase, N.Y.

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FINAL SALE!

Every year around now, we run this pitch for our full-color portraits of Alfred E. Neuman, MAD's "What-**Me** Worry? Kid, hoping we can make a sale when your resistance is low, mainly when you're studying for Final Exams! So here we go, putting you to the test: They're suitable for framing or for wrapping fish! Send 35¢ for 1, 75¢ for 3, \$1.55 for 9, \$3.15 for 27 or \$6.35 for 81 to... MAD, 485 MADison Avenue, New York, N.Y. 10022. (Remember... pass this offer and we fail again!)



CRASHING BORE DEPT.

A few years back, Hollywood took the best-selling book "Airport" by Arthur Hailey, and turned it into a mediocre movie that made *millions!* Recently, Hollywood turned out a *NEW* movie which carries the credit: "Inspired By The Novel 'Airport' by Arthur Hailey." Unfortunately, the *only* resemblance it has to the novel is that it's *ANOTHER* mediocre movie that will make *millions!* So here's our version of:

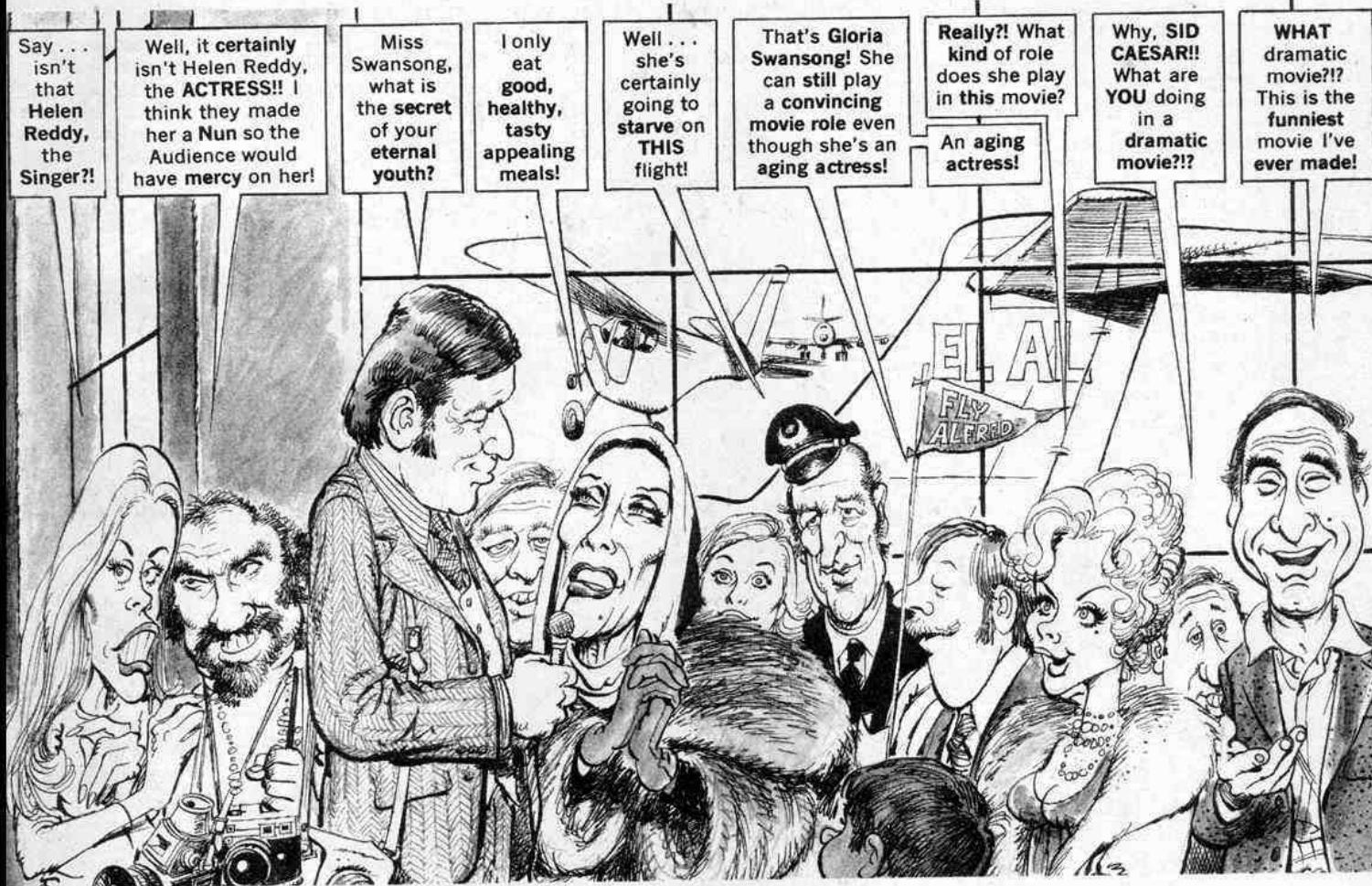
AIR



ARTIST: MORT DRUCKER

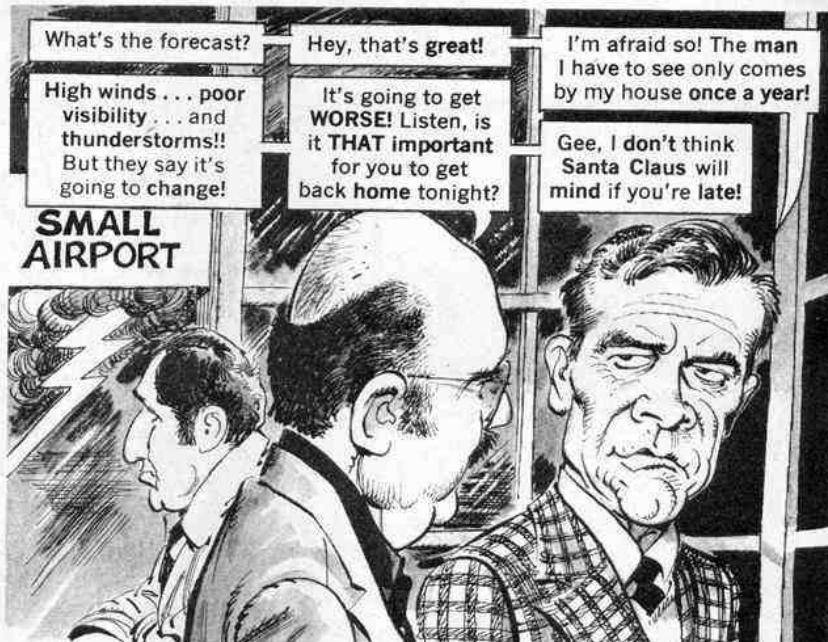
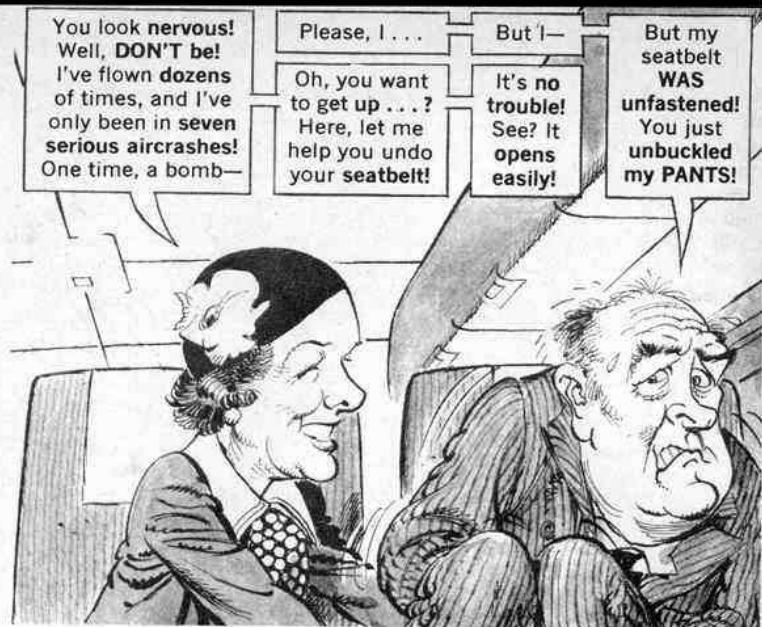


PLOT '75



WRITER: DICK DE BARTOLO





Columbia 904—
this is the Los
Angeles Control
Tower! We're
afraid you just
can't land here!

All fogged in?!

Oh, no! It's perfectly clear
here! There's 100% visibility!
But you know those Jumbo Jets
only **REALLY** perform under
adverse conditions! So why
don't you head out toward
... say ... Salt Lake City ...
and hope it's crappy there!!

Gee, I hope
you two guys
can still
score tonight,
since we had
to change our
flight plan!

That's no
problem,
Captain!
We'll make
out! I can
guarantee
it!

Hey, Jigolo! How come—no
matter where we go—you
still manage to have girls
meet us at the Airport! Do
you know broads in **EVERY**
Airport Town in America??!

No, I only
know **TWO**
girls! But
they travel
in the **Cargo**
Hold of every
plane I'm on!



Hello,
Boise
Airport!
What's
the
weather
like
there?

Very bad!
You'll
have to
go on to
Salt Lake
City
Airport?

How
will
I find
Salt
Lake
City
Airport?

You can't
miss it!!
You'll know
you're there
as soon as
you run into
a big **747**
Jumbo Jet!

This is the **Captain** speaking!
I have **good news** and **bad news**!
Bad news is: We're **not** going
to Los Angeles as planned ...
we're going to **Salt Lake City**!
Good news is: We **anticipated**
this, and we managed to put
your luggage on a **different**
flight! So your luggage will
be going to Los Angeles!!

Salt Lake
Control—
this is
Columbia
904 ...
making
its final
approach!

Okay, Columbia 904!
Hey, Captain, can
I ask a question?
If we're all in a
Universal Picture,
how come you're a
Columbia airliner?

It's our
sneaky way
of putting
the blame
for this
bomb on
somebody
else!



Salt Lake
Control
Tower ...
I'm not
feeling
very well!
May I have
permission
to land?

Sorry,
but a
Columbia
Jumbo
Jet
has to
land
first!

Then may
I have
permission
to have a
heart attack
and lose
control of
the plane?

Permission
granted!

Boy, you
sure do
everything
by the
Rule Book,
don't you?

Uggh! I'm dying! I'm dying!

Which isn't hard to do in
this movie! And now ... with
the entire sky at my disposal
... watch what happens ...!!

Okay, Crew!
Prepare
for a
landing!
Somebody
get out the
Instruction
Manual!!

Good Lord! Look, Captain!
A small plane ... coming
right at us! We're closing
at a speed of 450 miles an
hour! What should we do?!!

Quick! Blow the horn!
Step on the brakes!!



Ladies and Gentlemen . . . I am happy to report that we have **LANDED**—on top of a plane!!

While we're finding out what kind of trouble we're in, we suggest you read the card in the seat pocket in front of you, which is all about how to die in an airplane crash!

Oh, my God! What happened???

I—I'm not sure! I was out sick the day they taught us about this sort of thing in Flight School!

Salt Lake Tower, this is Naggy—Stewardess on Columbia 904 . . . I'm—I'm flying the plane!!

Oh, c'mon now! Women's Lib or NO Women's Lib, Naggy . . . this is absolutely ridiculous!

The Crew is dead . . . the Captain is hurt real bad . . . I don't understand any of these instruments . . . I'm scared stiff . . . and I don't even know what I'm doing!

You sound like a seasoned Pilot, Naggy! Now, do you have your Auto-Pilot on?

No . . . just my uniform!

Describe the damage, Naggy . . .

It's real BAD!

Well, now that we have something to go on, we can help you! So . . . do me a favor! Don't leave the plane till I get back to you!

Hello, Mudrock . . . Flight 904 is in terrible trouble

There is no such thing as a 747 Jumbo Jet being in terrible trouble!

Your sweetheart, Naggy, is flying it all by herself!

Flight 904 is in terrible trouble! Let's get out there!

Er—Stewardess Naggy has asked me to say something to reassure all you passengers!

The Captain is gravely injured, the rest of the Crew is dead, an inexperienced girl is flying the plane, and I'm not talking to you on the intercom because that went dead when we had our mid-air crash and most of the controls were ripped out . . .

BUT . . . the bathrooms are all working!!

Naggy, we're on our way to bring you help! I just wanted to tell you you're doing a fantastic job!

But I haven't DONE anything, yet!

That's why you're doing a fantastic job, Sweetheart! Now, listen to me, Honey! I'm going to give you some instructions, and you have to do exactly what I say!

Oh, that's groovy! But . . . shouldn't I get UNDRESSED first?

No, Dear, this is different! Now, I want you to bring the nose of the plane up a little higher . . .

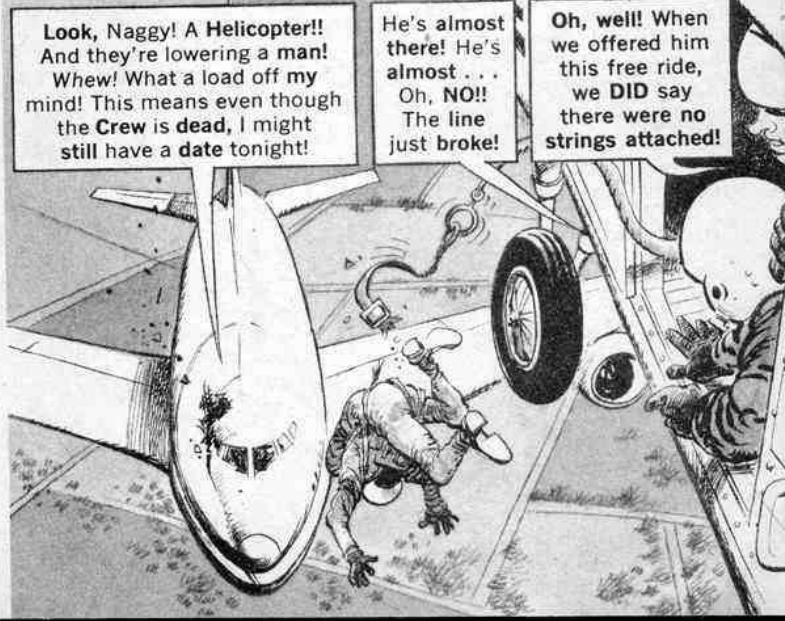
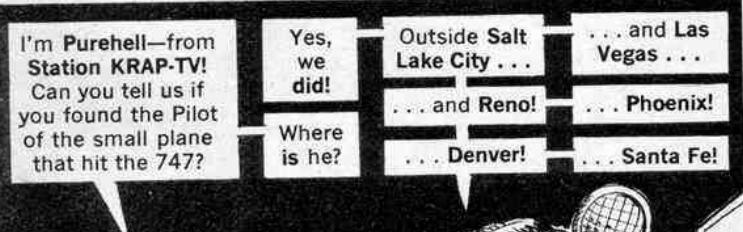
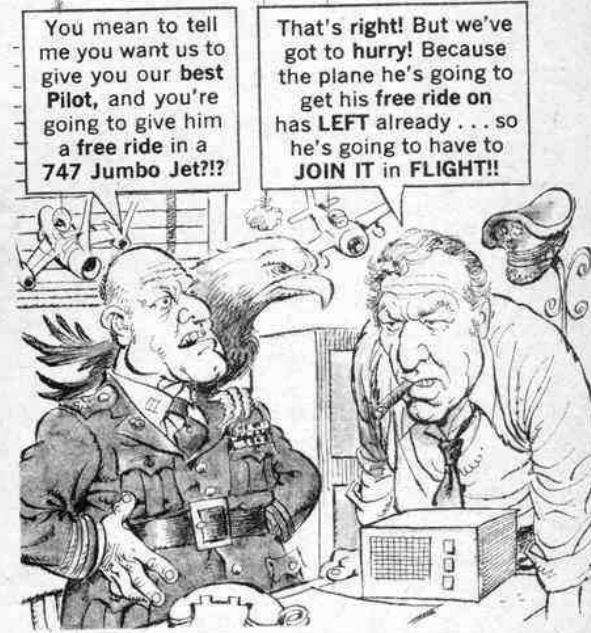
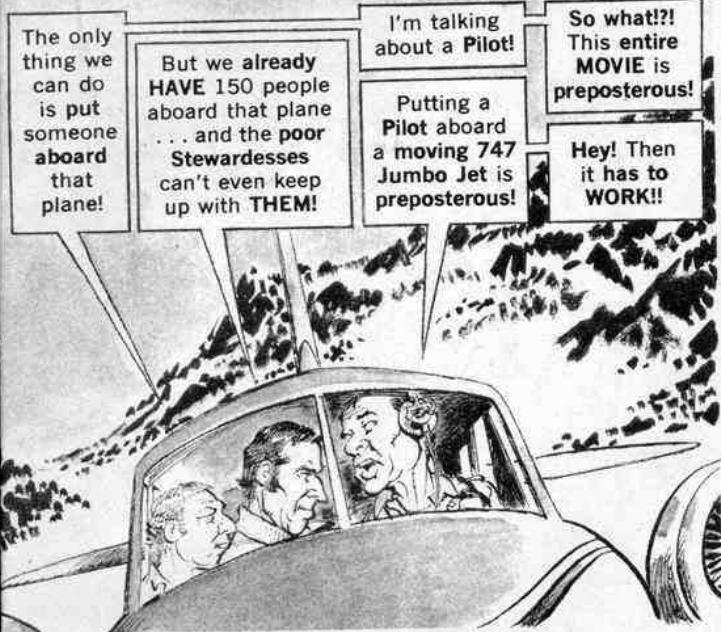
Ease back on the wheel ever so slightly!

Now, you see the little airplane on the big dial there? What is it doing?

Okay! I'm doing it!

Er, you eased just a little TOO FAR back on the wheel, Dear!

It's flying upside-down!





I am a Roman Catholic.
In case of accident,
please call a priest.

In the event they are hit by a passing car or incapacitated by a passing mugger, many people carry special cards, like the one at the left. These cards bear vital information, which can be of great help to the people who come across the body. And now—with this necessary, but thoroughly dull, introduction out of the way, let us herewith present a random selection of

IN-CASE-OF-EMERGENCY CARDS for Special People

WRITER: FRANK JACOBS

I am a Jewish Mother.
In case of stroke, nervous
collapse or, God forbid, pains
in my chest, call my son
and tell him it is
much worse than it looks.

I am Harold Pemberton, who,
until a recent operation, used
to be known as Harriet Pemberton.
In case of serious injury,
tell the doctor not to be too
surprised at what he finds.

I am a masochist.
In case of accident, please
don't call anyone. Just let me
lie back and enjoy it.

I am a Mafia Don.
In case of sudden accident,
call my Capo and tell him
to rub out "Legs" Fazio.

I am a Garment Center Executive.
In case of mortal accident,
phone my partner, Sol,
and tell him I'll be
watching him from Up There.

I am a physical coward.
In case of accident,
please tell me my
wounds are superficial.

I am a lawyer.
Should I be hospitalized and
fail to pull through,
institute a suit for malpractice.

I am the leader of a
spiritualist cult. In case of
death, notify my followers to
expect me at their next seance.

I am a Christian Scientist.
In case of illness,
it's just your imagination.

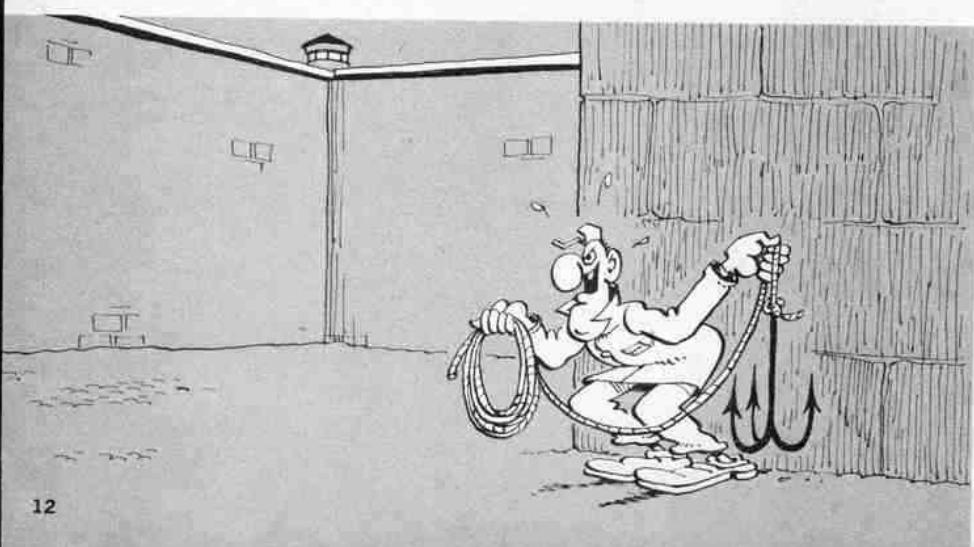
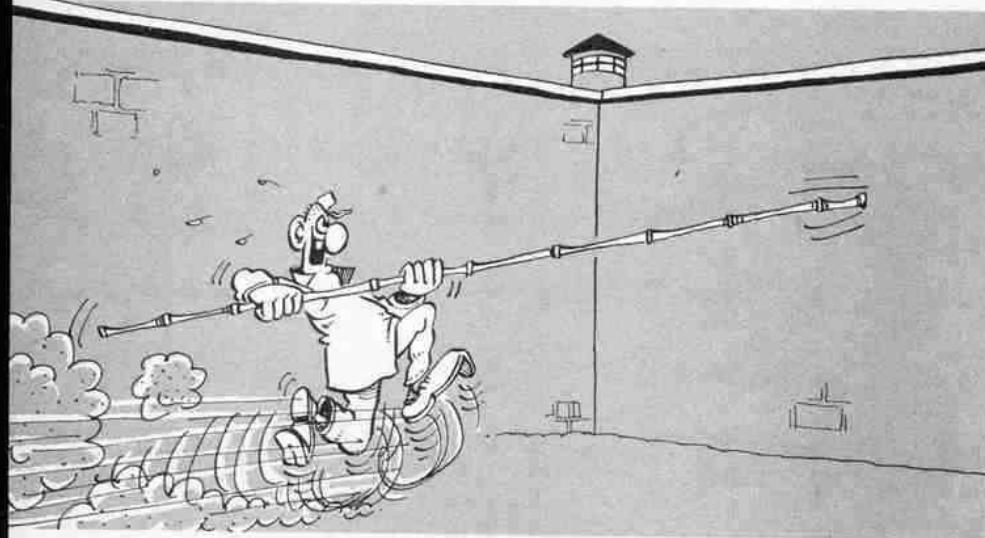
I am a neurotic beset by traumas
dating back to my childhood.
In case of death, call up
my father and tell him
I forgive him.

I AM BILLY SMITHERS,
AGE 5. IN CASE OF
ACCIDENT, PLEASE
GIVE THE FROG IN MY
POCKET A GOOD HOME

I AM A VAMPIRE
In case of accident, my
blood types are A, O, AB, X,
RH Negative & RH Positive.

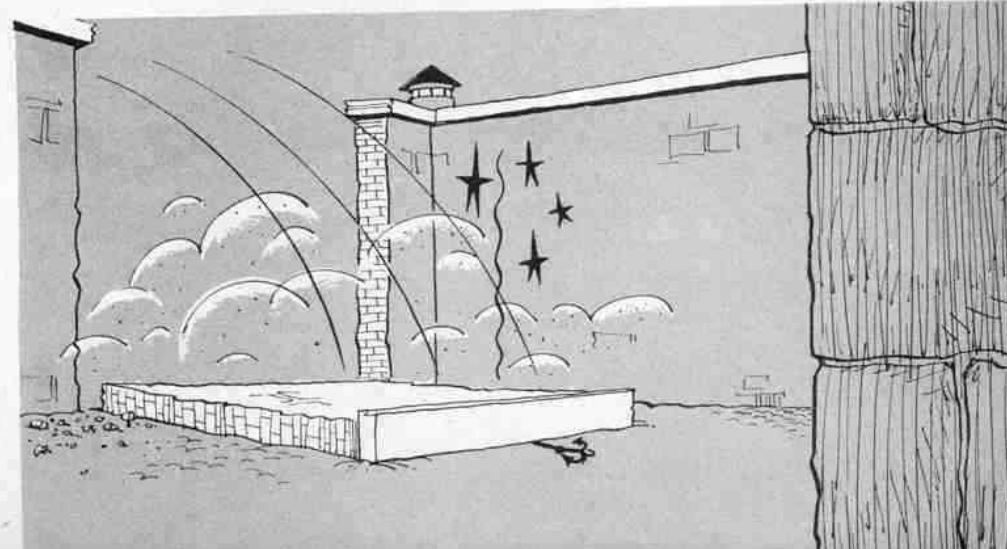
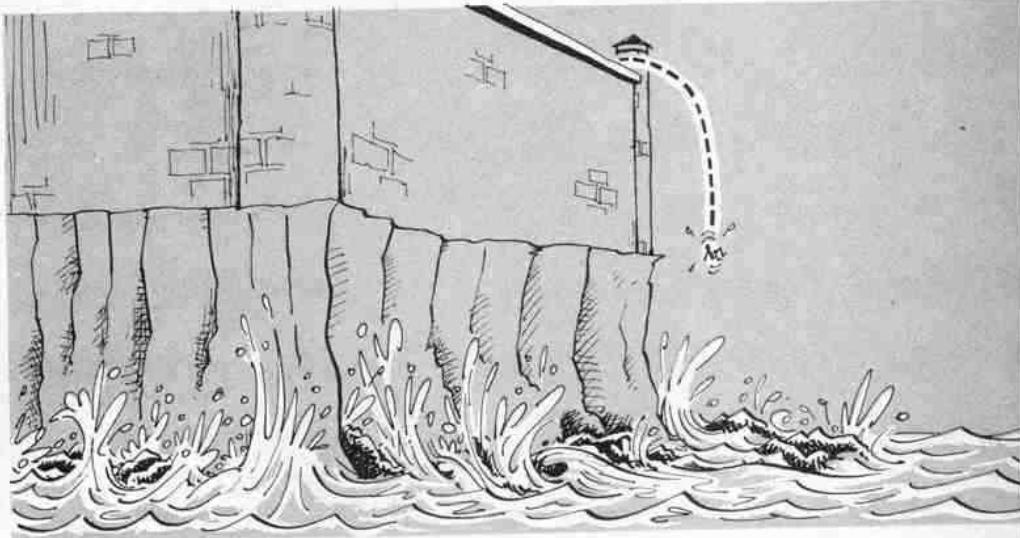
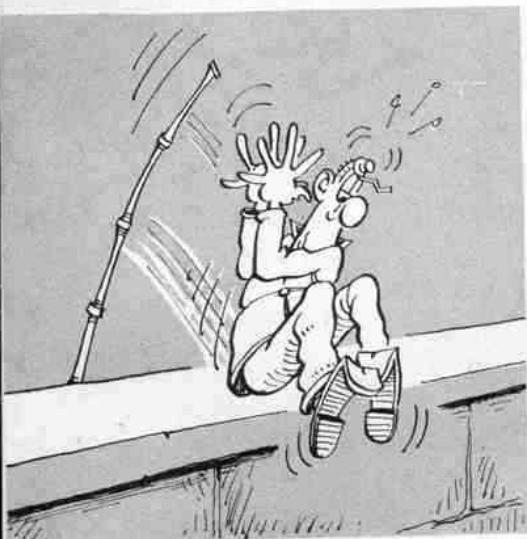
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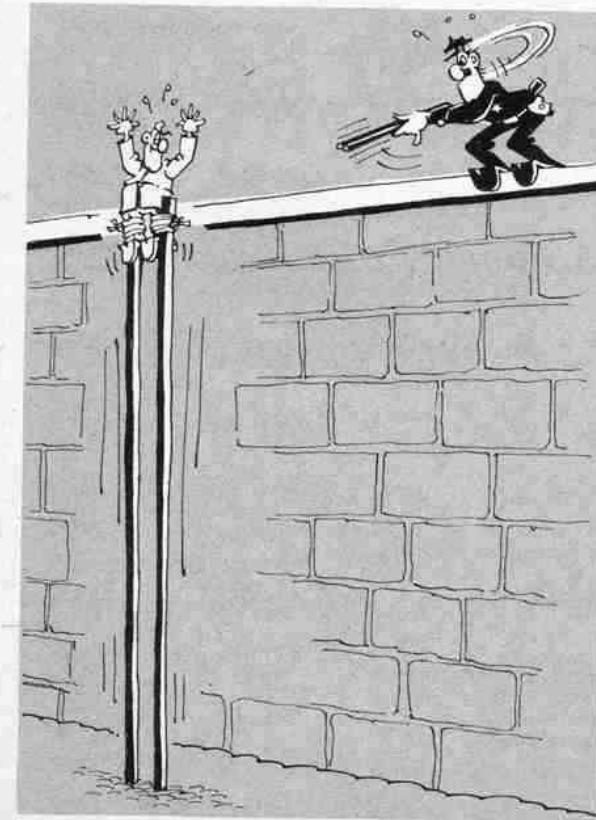
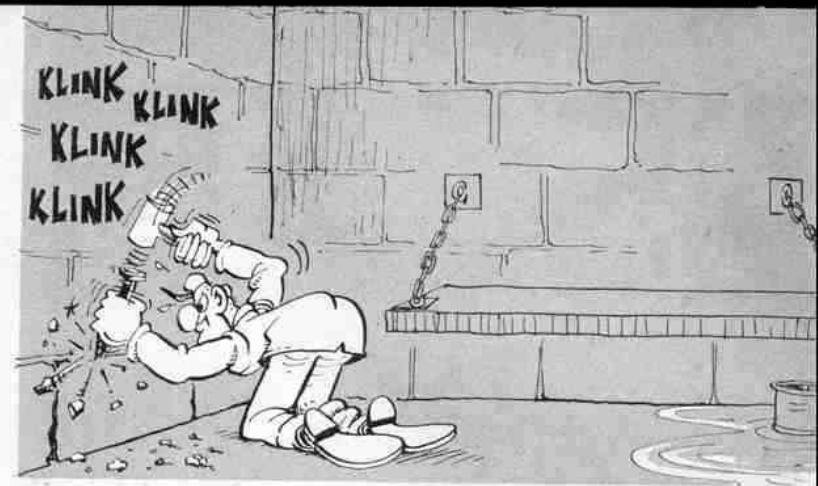
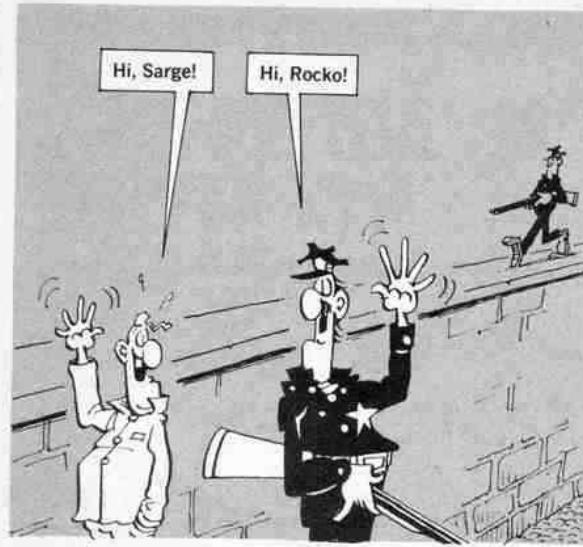
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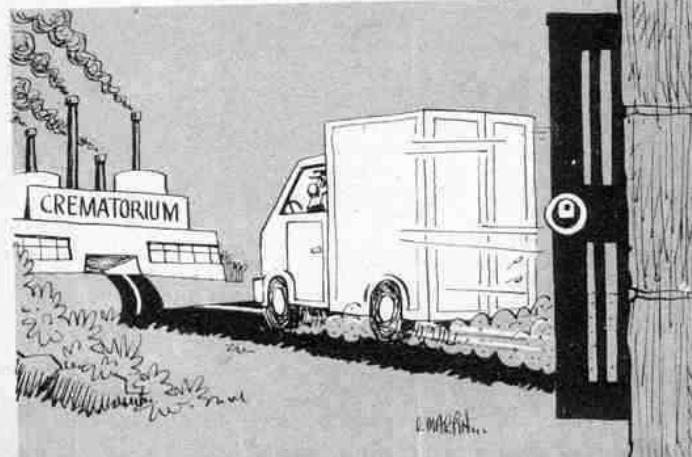


ESCAPES

...FROM
PRISON....
ALMOST!







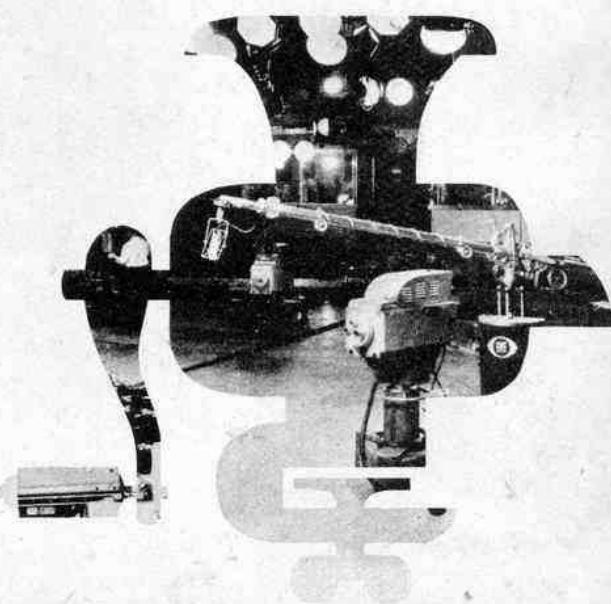
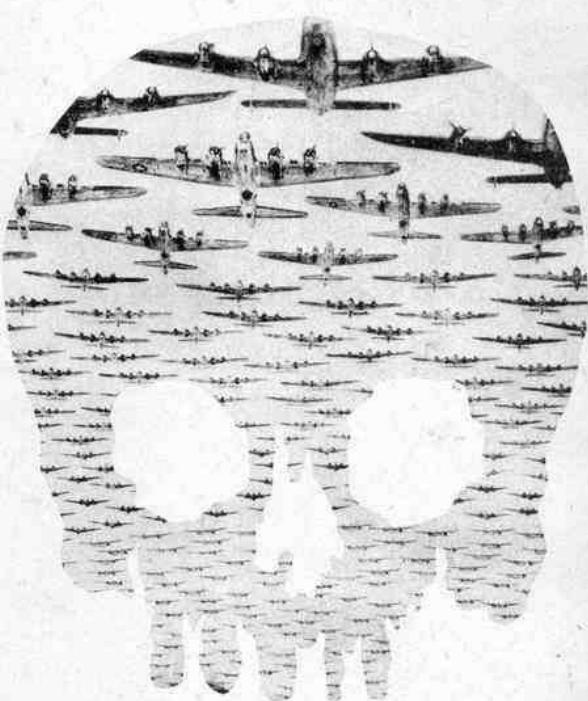
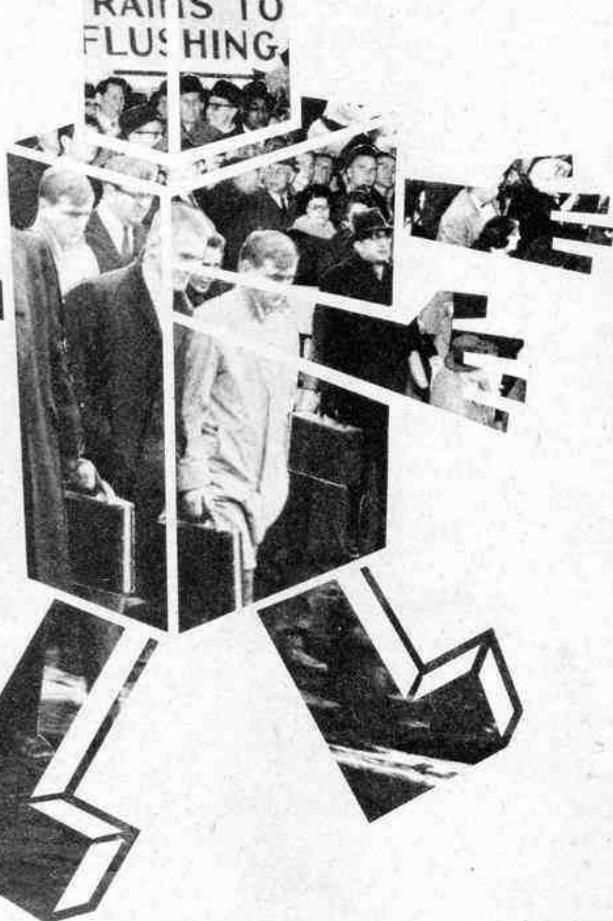
TRUE TO FORM DEPT.

THEY SAY "ONE PICTURE IS WORTH A THOUSAND WORDS!" WELL, MAD SAYS, "WHY

APPROPRIATE

RAILS TO
FLUSHING

8

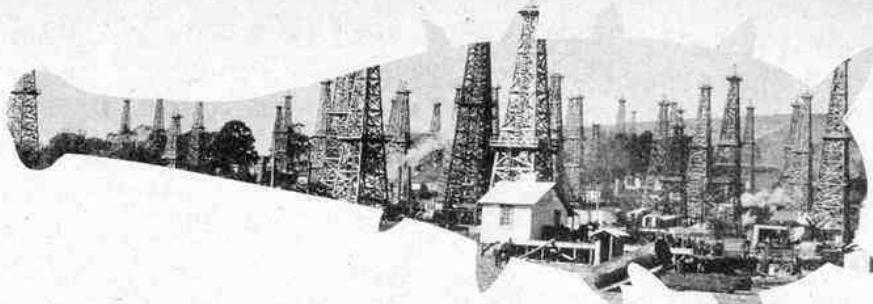


"LIMIT IT TO ONLY THAT?" PICTURES CAN SAY A WHOLE LOT MORE BY USING . . .

PHOTO CROPS

ARTIST & WRITER: ARNOLDO FRANCHIONI





PORNO SUPERMARKET

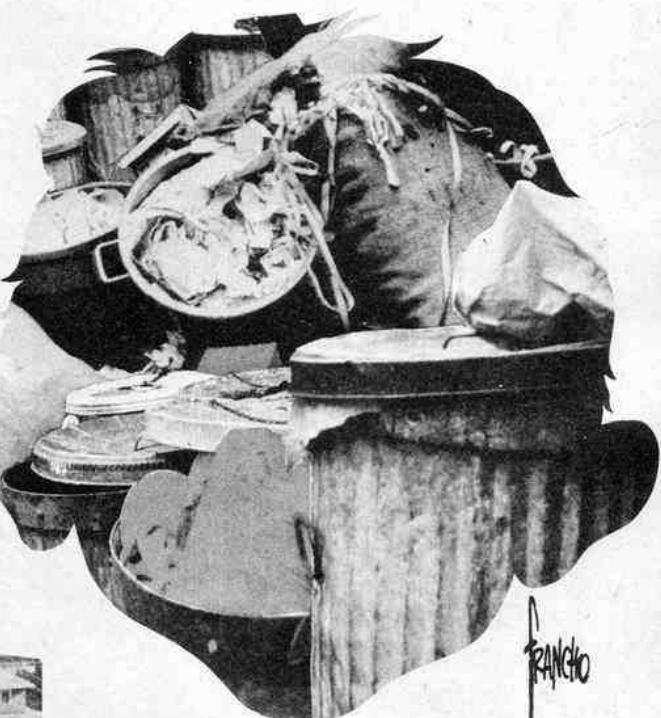
ADULT BOOK STORE

NEWSTAND

CKET BOOKS
FILM - EDITIONS

MAGAZINE

MINI-AL
18 AND



With today's ridiculously high cost of food and lodging, travel has become an almost impossibly expensive proposition. However, there is a sure-fire method of cutting costs while still seeing the country. It's called "*House-Guesting*" ... which means you stay with friends or relatives and sponge off them! And so, to teach you the elementary aspects of this fine art, we now present . . .

The MAD Handbook Of HOUSE-GUESTING

HOW TO "JUST DROP IN" . . .
AND STAY FOR SEVEN WEEKS

**Making your Host Into
Your Personal Slave**

HOW TO APPEAR LIKE YOU'RE
BEING HELPFUL . . . WITHOUT
LIFTING A FINGER

**A Skilled House-Guest Can
Wheedle Breakfast In Bed**

IF HIS (OR HER) WARDROBE
FITS YOU . . . THEN WEAR IT!

**Insuring Your Privacy At
The Risk Of Being Rude**

HOW TO GAIN AN ADVANTAGE
AND/OR PROFIT FROM THEIR
DOMESTIC SQUABBLING

**Getting Sick On Their
Health And Accident Plan**

CONTROLLING BRATTY KIDS
THROUGH GENTLE TERROR

**How To Use Their Car
Without Buying Any Gas**

CHANGING THEIR MEALTIMES
TO SUIT YOUR OWN SCHEDULE

**"House-Guest Fatigue" . . .
And How To Combat It**



A SELECTION OF "INVITATION-GETTING" LETTERS

Dear Sue and Andy,

It's hard to believe that five years have passed since you two got married and moved away. I'll be going South this Fall and, as I promised myself, would like to take the opportunity to personally hand you your Wedding Present which finally came from the month

Dear Uncle Harold,

Somehow, I have never forgotten that straight-from-the-shoulder talk we had in my Freshman year when you convinced me to change my Major from Modern Dance to Forestry. Well, once again I am in dire need of a strong, clear, no-nonsense talking to... and since I will be passing through your area next month I thought...

Dear Mr. Wambaugh,

Having followed your law suit against Breakwind Airlines with great interest in the newspapers, I thought you might like to know that I worked as a freight handler for them. During that time, I came into possession of some revealing papers concerning the sloppy way they handle live Cobras. And since I am quite willing to appear as a witness for you in your upcoming trial, I thought you might want to have me visit you in to plan our attack and prepare

Dear Mr. Tremaine,

Before she died, my Aunt Lola entrusted me with a packet of letters that you wrote to her while you were an art student at the school where she modeled. These letters are so full of youthful exuberance and passionate longings that I am sure you would enjoy re-reading them. Since I will be passing your estate on my forthcoming trip, I decided

Dear Mr. Trevor-Clydesdale III,

In my research concerning early shipping along the Eastern Seaboard, I have come into possession of a map indicating that Pirate Treasure is buried on your waterfront property at Sea Island, Ga. It would take me only about two weeks to uncover the references and decipher the symbols on this ancient map, and I could stay at your elegant home during that period, where we could also discuss a fair split if and when the treasure is found and we are able to make a proper

Dear Cousin Mildred,

I was sorry to hear that you are having such expensive problems with your septic tank. As it happens, I have just graduated from a six month Correspondence Course in Leaching Fields, and I would be happy to make a slight detour in my forthcoming trip West to visit you and give you the benefit of my knowledge of the problems involved.

Dear Mr. Finklestein,

I could not help but notice that we share the same surname, and so I have taken the liberty to write. Recently, I undertook an intensive search into our ancestry and discovered that our name dates back to the sixth century.

As I will be passing through your town next month, I thought that you might be fascinated to see my study and have me explain it to you. Did you know that we had two Transylvanian Counts and one French Marquis in our heritage?

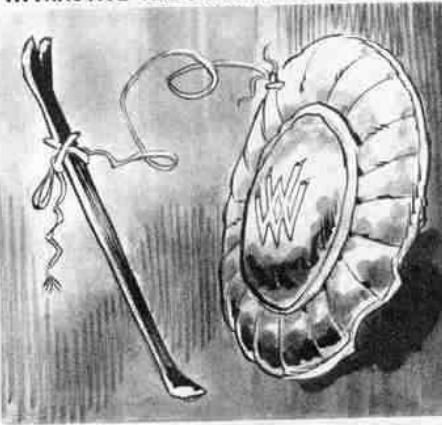
Please let me know what date will be convenient to meet and discuss the

SOME INEXPENSIVE HOUSE GIFTS YOU CAN BRING

MATCHING "HIS & HER'S" DIXIE CUPS



ATTRACTIVE ALL-CHROME DINNER GONG



SET OF PERSONALIZED LOBSTER BIBS



MATCHING PAIR OF HURRICANE LAMPS



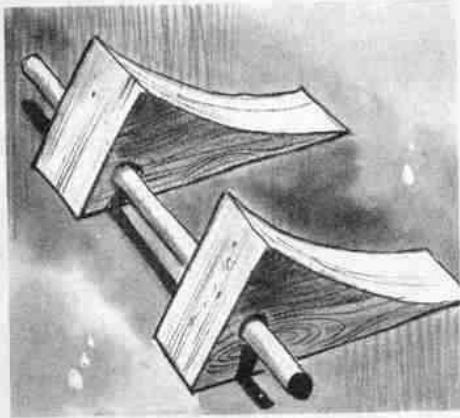
3 MONOGRAMMED WIRE COAT HANGERS



"WHO'S WHO IN N.Y." IN SOFT COVER



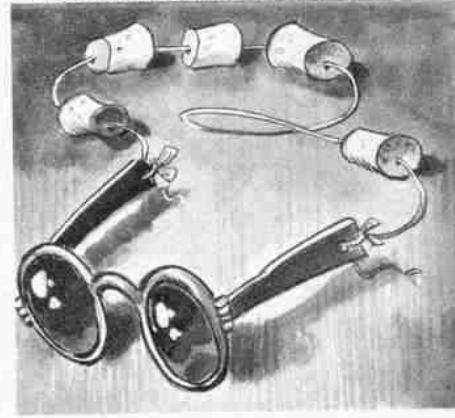
ADJUSTABLE ROCKING CHAIR STOPPER



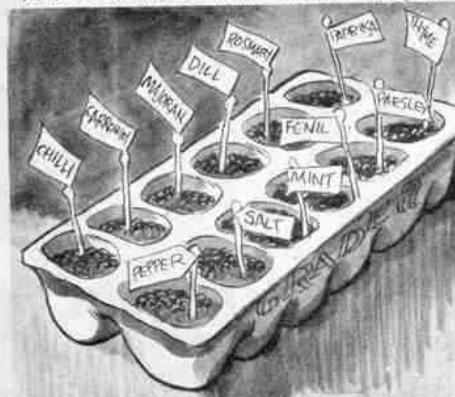
MATCHBOOK COLLECTOR'S STARTER SET



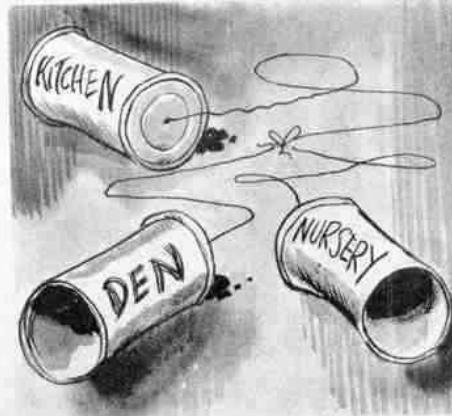
FLOATING EYEGLASS/SUNGGLASS HOLDER



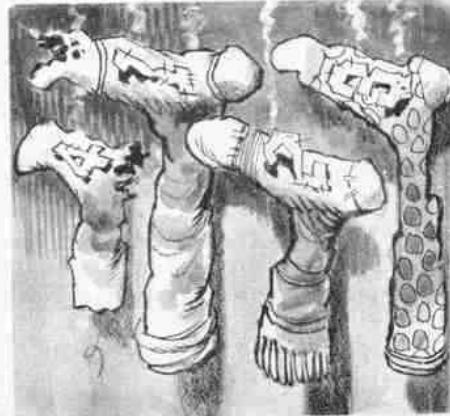
READY-FOR-SEED MINI HERB GARDEN



THREE-WAY HOME INTERCOM SYSTEM



SET OF HUMOROUS GOLF CLUB COVERS



MAKE YOUR STAY A HAPPY ONE BY AVOIDING...

...HOMES WITH ONE BATHROOM



...unless you enjoy standing in line.

...HOMES WITH FOLD-OUT BEDS



...unless your Uncle's a Chiropractor.

...HOMES OF POPULAR PEOPLE



...unless you like sleeping in a dorm.

...HOMES WITH PLAYROOMS



...unless you really enjoy going into debt for twenty years at 12% interest.

...HOMES OF FOOD FADISTS



...unless you like organic bran and alfalfa for breakfast, lunch & dinner.

...HOMES WITH THIN WALLS



...unless you actually like hearing what people really think about you.

...HOMES WITH LARGE FAMILIES



...unless you really dig babysitting.

...HOMES WITH NO DRIVEWAYS LOCATED ON TOP OF HIGH HILLS



...unless you like hauling groceries.

...HOMES WITH UGLY DAUGHTERS



...unless you like shotgun marriages.

YOU KNOW YOU'VE OVERSTAYED YOUR WELCOME...



... when they wake you at 3 AM for fire drills.



... when they move the baby back into your room.



... when you share your towel with "Old Rover."



... when the kids exclude you from their prayers.



... when they turn off the radiator in your room.



... when they serve baked beans and stewed prunes for supper, and then put a lock on your bathroom.



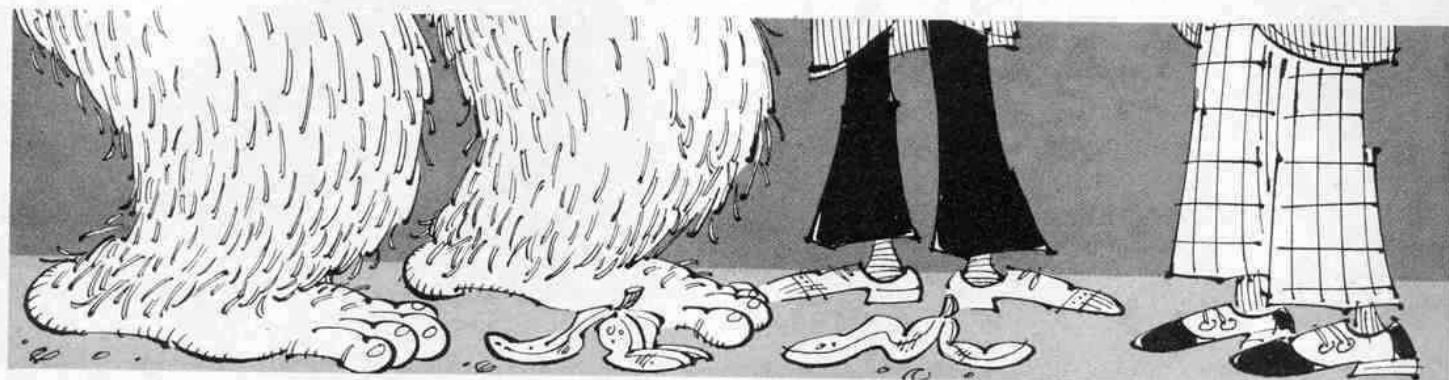
... when your place mat at the table is a road map with all exit routes clearly marked in black ink.

FOOTNOTES* TO

ARTIST: PAUL COKER, JR.



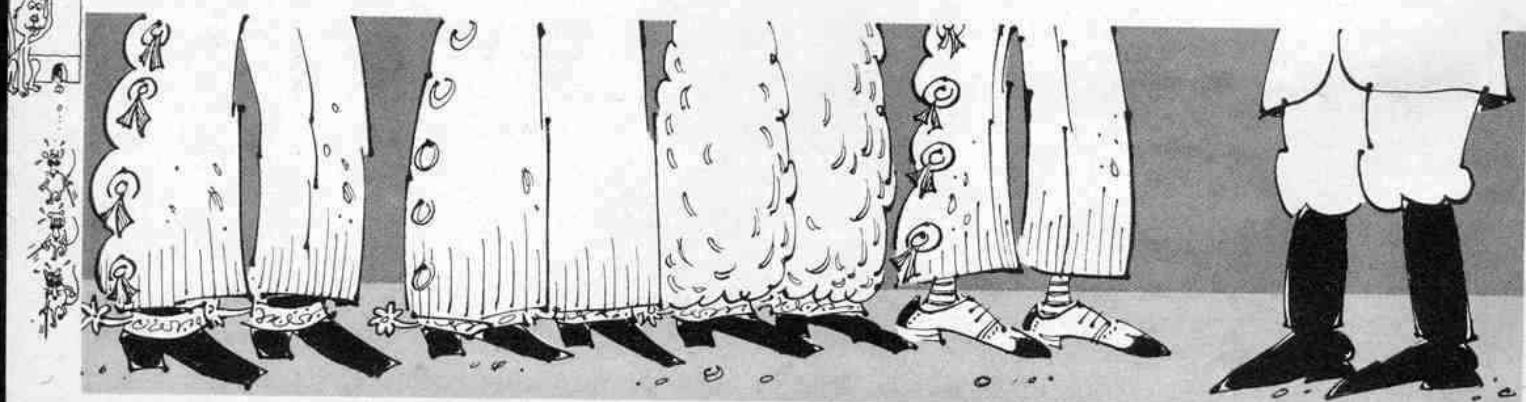
**"Sorry, but our Research Department insists that Joan of Arc did not wear nail polish!"



**"Okay! So he's got a great monster personality! But, can he act?"



**"Either we get ourselves a taller leading man, or this one learns how to balance!"



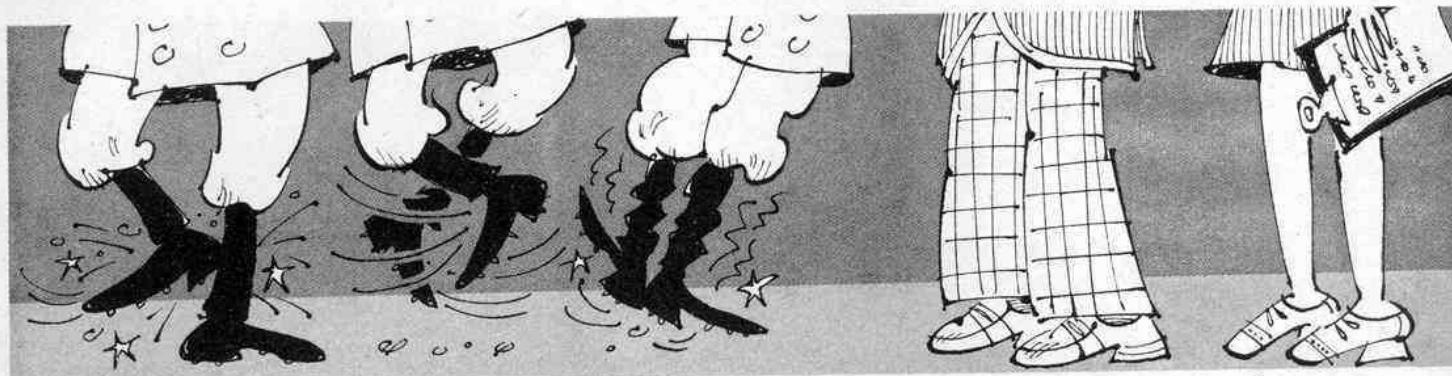
**"Get me the Wardrobe Department!"

HOLLYWOOD

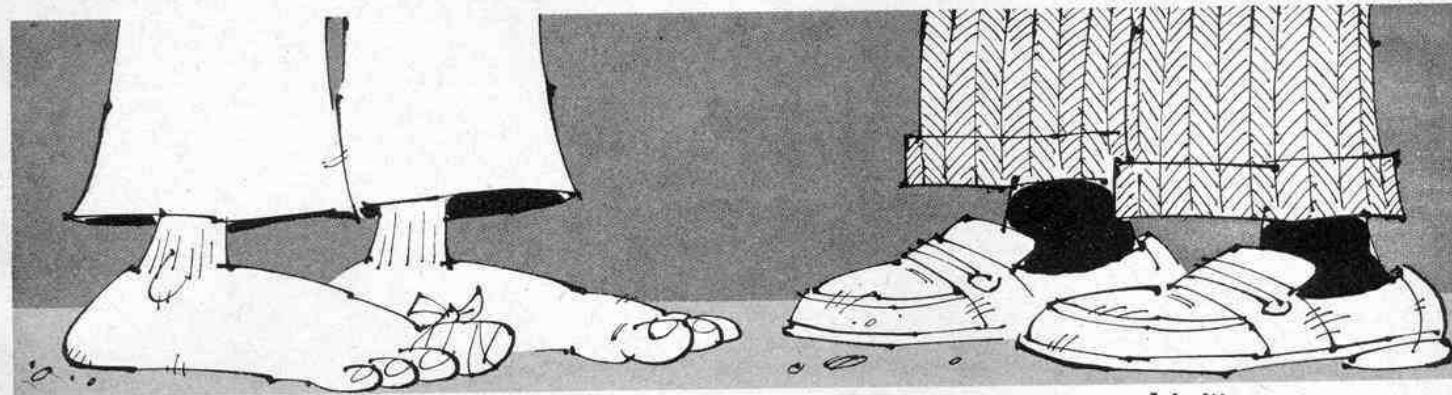
WRITER: PAUL PETER PORGES



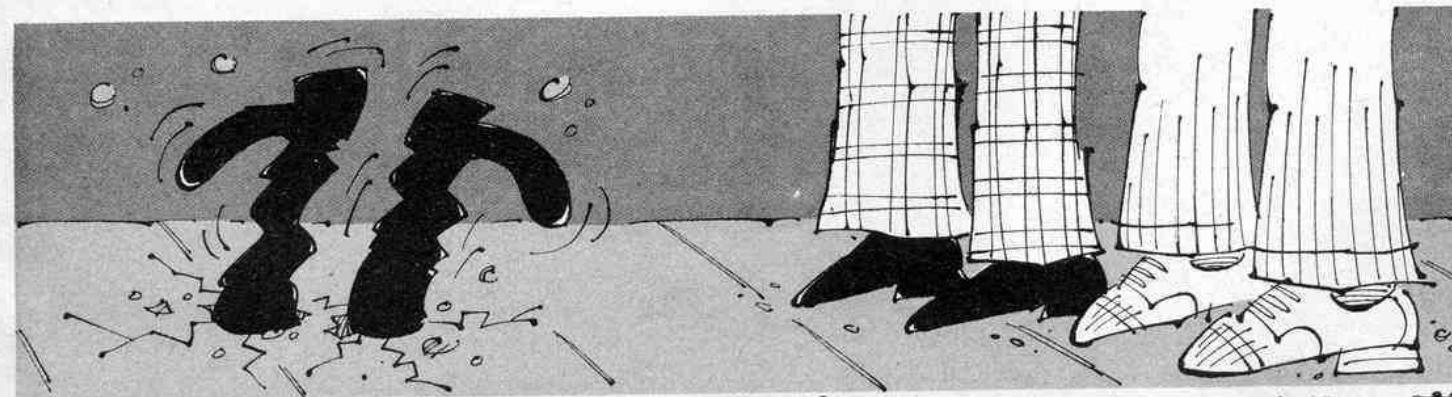
**"Toto did WHAT on the Tin Man...?!"



**"Uh—let's have some Nazi extras out here that know how to click their heels!"

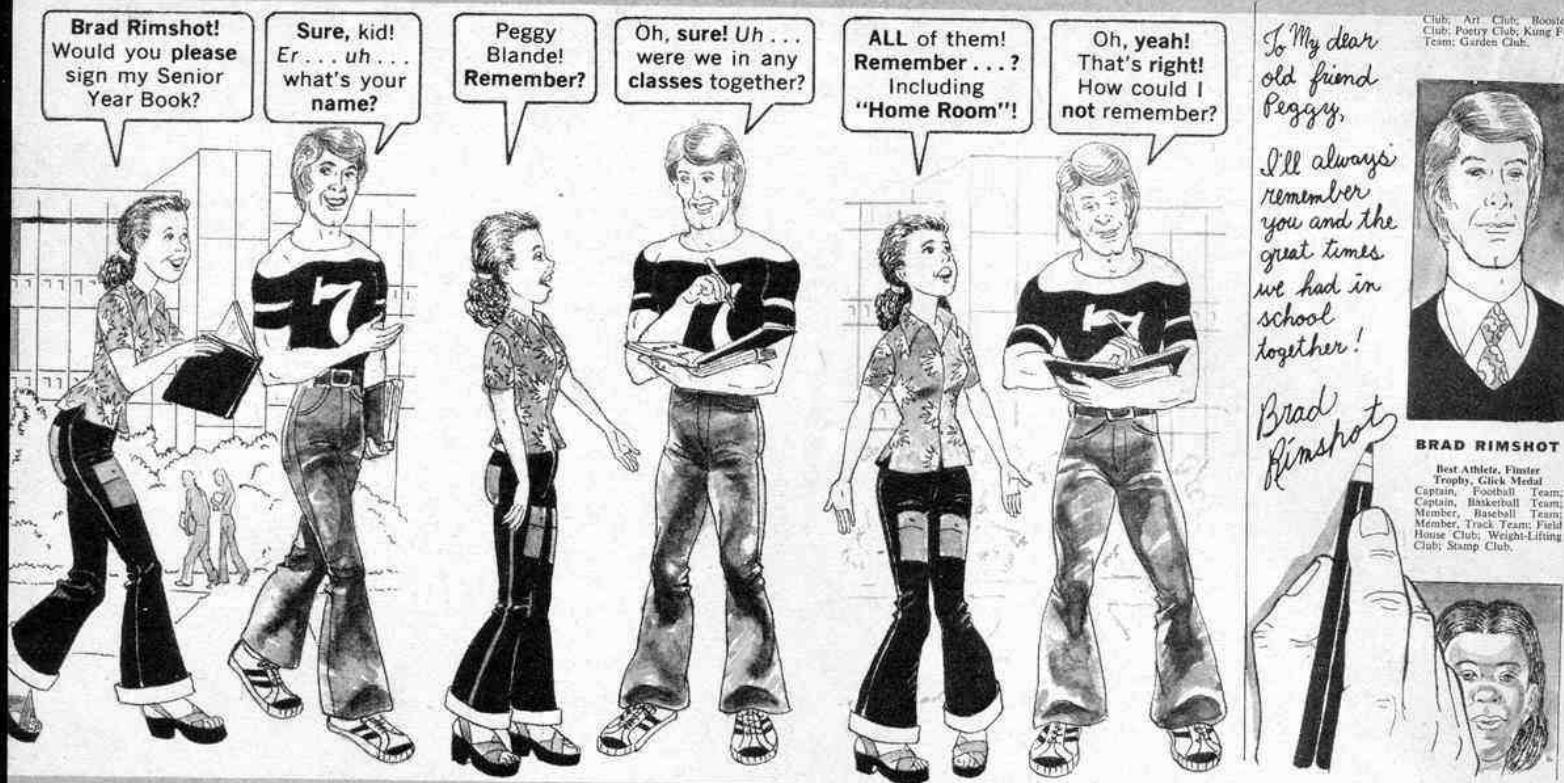


**"...but for the Kung Fu close-ups, we'll have to use your stand-in!"



**"Meet the greatest stuntman in the business..."





BERG'S-EYE VIEW DEPT.

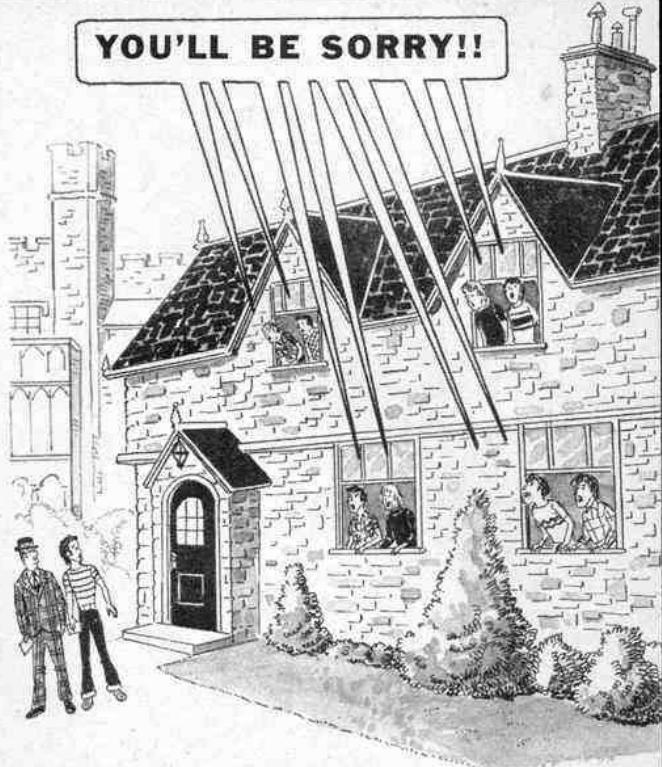
THE LIGHTER SIDE OF... GRA



Boy, am I glad I came to visit this College! You can forget about all the others! I LOVE this place! The campus . . . the buildings . . . the dorms . . . the atmosphere! It's what I always dreamed a College would be like!

Let's rush over to the Administration Building and submit my application!

YOU'LL BE SORRY!!



DUATION

ARTIST &
WRITER:
DAVE BERG

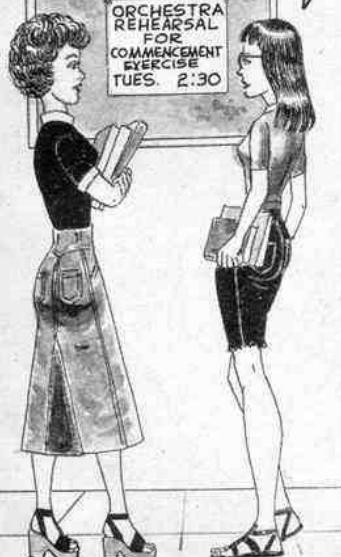
My parents have given me a choice: Get a **JOB**, or go on to **COLLEGE**! It's really a momentous decision! I'll have to weigh the attributes of both pursuits and decide!

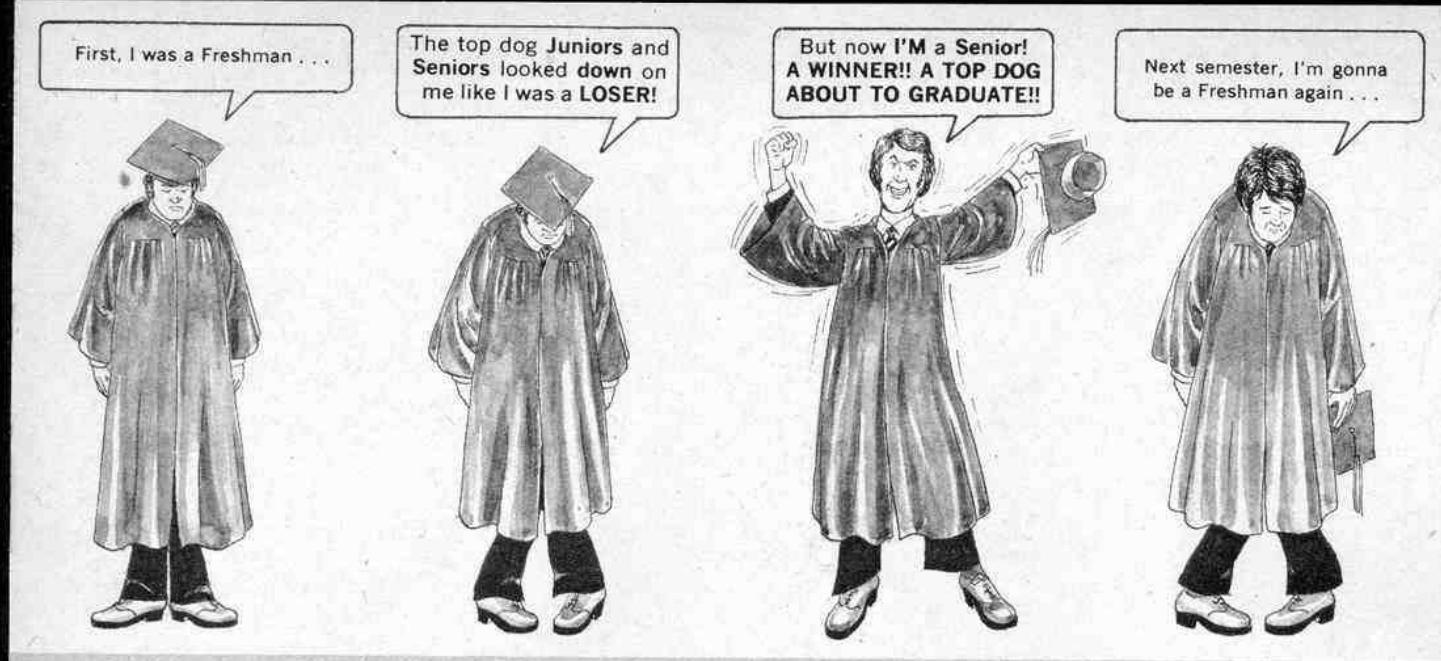
It's a matter of which will enlarge my capabilities for coping with our technological society . . . and which will further my understanding of the conflicting factors affecting our competitive life styles!

Sounds like a very difficult problem! How do you intend to solve it?

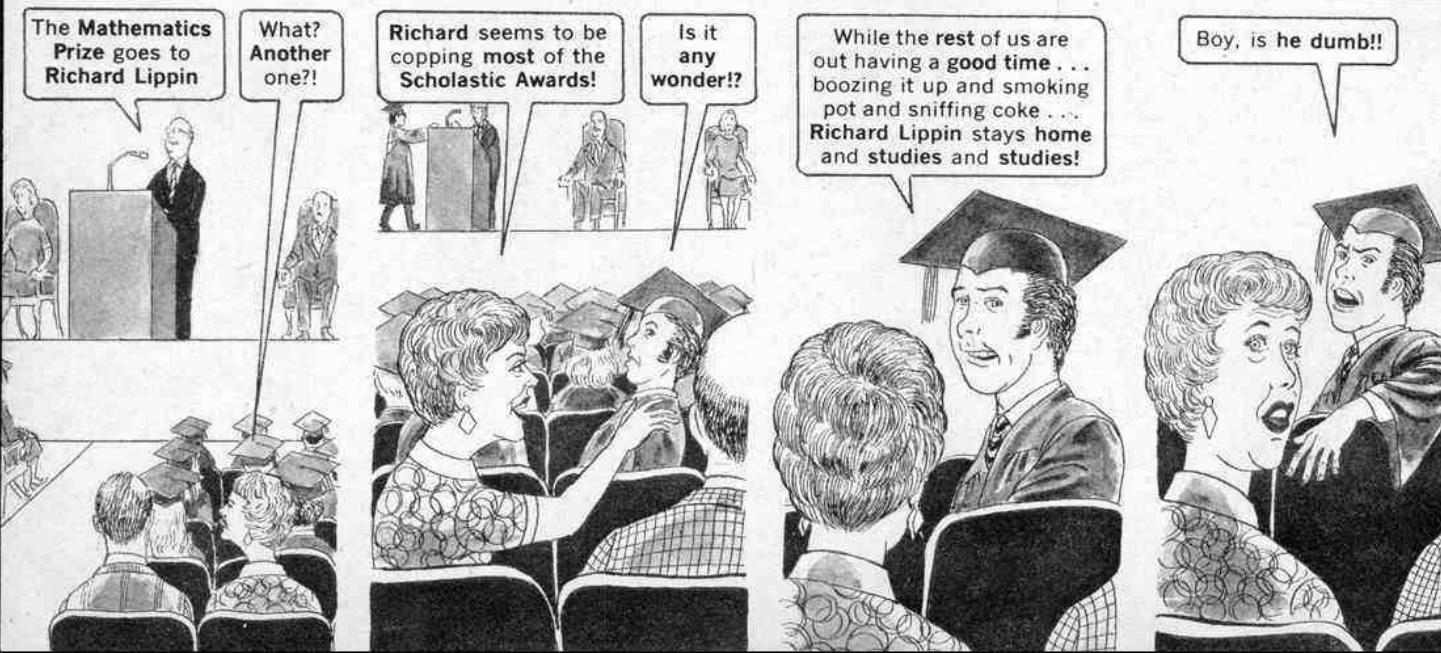
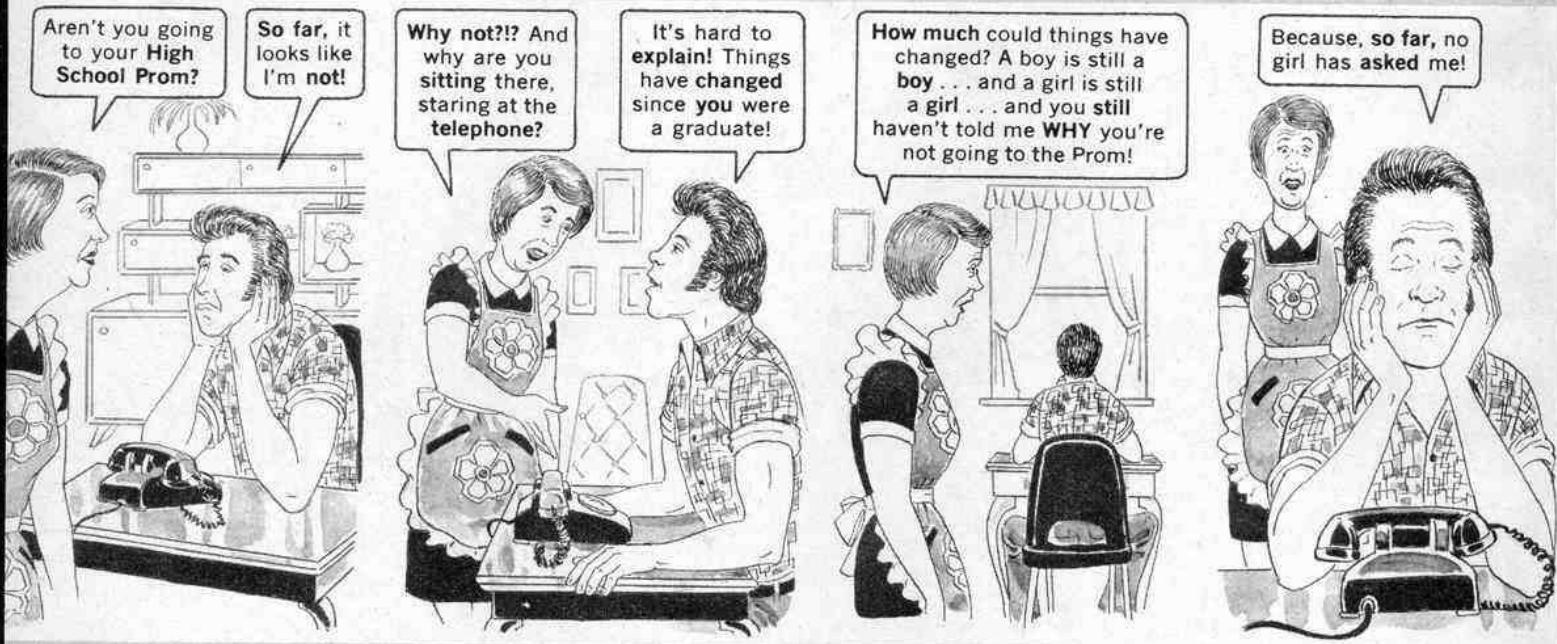
On a purely rational and intellectual level!

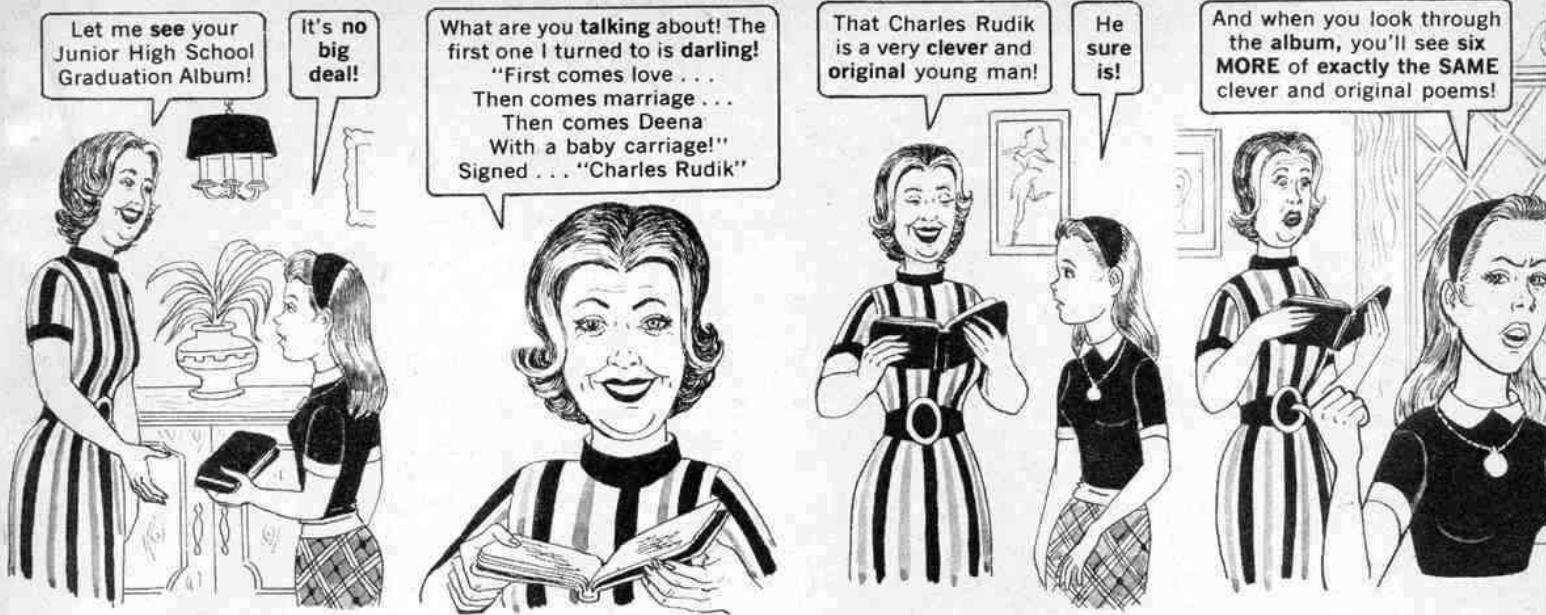
Where will I meet more fellas?!!





NOT IN
BALTIMORE





What a cruddy-looking bunch of creeps!
They shouldn't even let such slobs
into the Graduation Exercises!

Now, THERE'S a fine-looking group of young people! There's the REAL hope of the world!



These caps and gowns are rented! They have to be returned!

Yeah, but we can keep the TASSEL as a souvenir of a very important day in our lives!

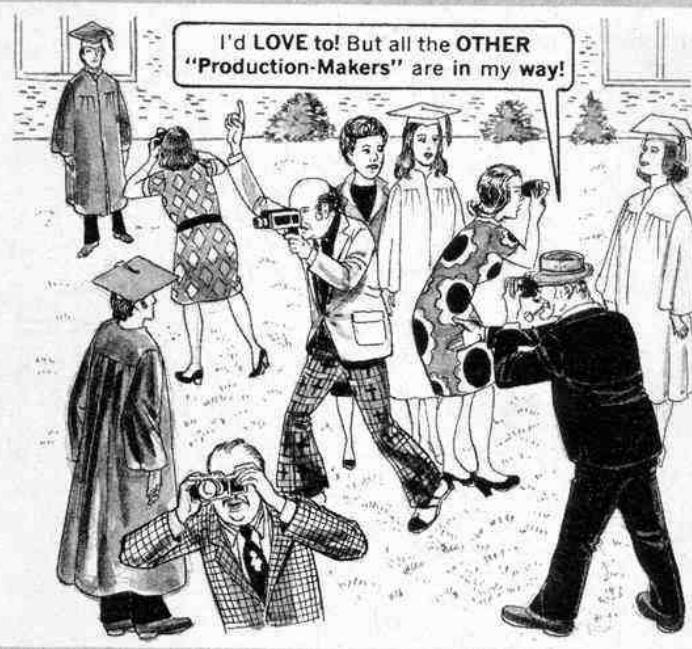
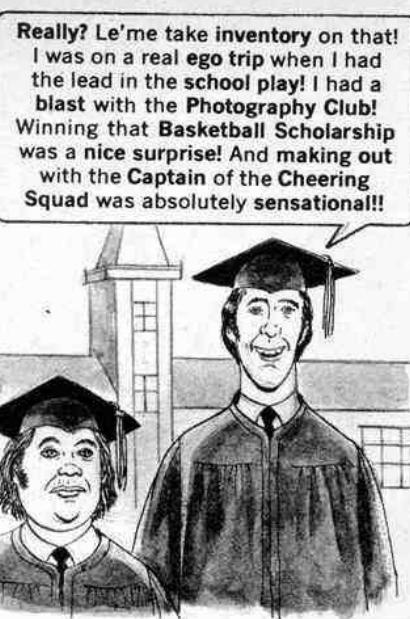
I'm gonna hang mine on the rear view mirror of my car!

I'm putting mine in a hand-carved jewel case where I keep my mementos!

Where are you putting yours, Arnie?

Considering the immense value of a Post-Graduate Degree in today's job market, I'm placing mine with great care into a strong metal container!





DRAW THIS FIGURE



WE'LL EVALUATE YOUR ARTISTIC TALENT FREE!

Have you ever suspected that you may possess the skill to make big money as a Commercial Artist or a free lance Pencil Sketcher? Then don't wait another day to find out whether your dreams of a profitable Art Career can be attained. Let our professional staff evaluate your talent NOW at no immediate cost to you.

Simply draw the animal pictured above (which is a horse) on a plain sheet of paper and submit it, together with the attached coupon, for a free estimate of your artistic ability.

If we honestly believe that you have natural talent, we may allow you to develop it by enrolling in our home art study course. So take that first step toward great wealth today! Draw your horse and mail it in quickly!

HORSE DRAWERS' ART INSTRUCTION SCHOOL

Penthouse Suite
Odd Fellows Bldg.

Endless Plains,
Kansas

I enclose my horse. Please evaluate it and let me know if I have enough talent to become a paying student in your Art School.

NAME _____
ADDRESS _____
CITY _____
STATE _____

"CON" TESTS DEPT.

Unless MAD is the only magazine you read, this ad probably looks familiar to you. It should. It appears in virtually every periodical in the known world. At times the horse changes to a fawn, and at times scholarship prizes are promised to those with "outstanding ability." But the ad hasn't undergone any basic changes in a generation.

We have no idea how many students have enrolled in Art Courses as a result of this "Free Evaluation" offer. But it seems safe to assume that no school would keep running the same type of ad for years unless it produced the desired results.

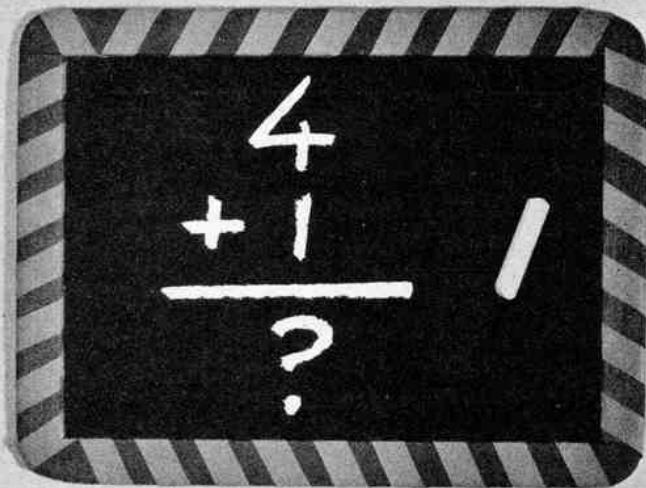
And that raises a logical question. If the "Free Talent Evaluation" deal works for an Art School, why couldn't it be utilized just as successfully to bring students into other kinds of Home Study Programs? And for example, just imagine how irresistible the lure would be to sign up for a ten week course if you were offered the following...

"TALENT EVALUATION" ADS FOR OTHER CAREER TRAINING PROGRAMS

WRITER: TOM KOCH



ADD UP THESE FIGURES



YOU MAY HAVE A NATURAL FLAIR FOR ACCOUNTING!

Undoubtedly, you are one of countless millions wasting time in some tedious job because you're afraid you may not have what it takes to launch a fun career in the glamorous field of Accounting.

Now, at last, you can have your aptitude for Accountant Training tested in strictest confidence. Just try to add the figures together that are shown above, and mail in your result for a FREE TALENT EVALUATION.

If the answer you get to this tough problem is somewhere between 2 and 9, you may well possess that certain knack for figures that our faculty seeks in enrolling new students at the Red Debit School of Accounting.

To have your skills evaluated at absolutely no cost and only a certain amount of obligation, merely copy the figure "4" on a plain sheet of paper in your own handwriting. Then place the figure "1" beneath it, and attempt to add the two together. (Counting on your fingers to get the result in an accepted accounting procedure, but you should not cheat by borrowing an arithmetic book to discover that the right answer is 5.)

Once you complete work on your talent evaluation test, mail it in together with the signed coupon below for a prompt professional appraisal of your undeveloped ability.

RED DEBIT SCHOOL OF ACCOUNTING

Box 314 (That's three-fourteen) North Fiscal, N.J.

Boy, oh boy! Would I ever love to escape from my life of boring drudgery by becoming a suave Accountant that everybody will look up to. Please let me know at once if I have what it takes to cut the mustard. If so, I naturally want to enroll at your fine school, and agree to abide by all the tuition payment requirements which you will bill me about at your earliest convenience.

LEGALLY BINDING SIGNATURE

STREET ADDRESS _____

CITY _____ STATE _____

RE-WRITE THIS STORY

NOTRE DAME DEFEATS SOUTHERN CALIFORNIA IN FOOTBALL GAME

Notre Dame defeated Southern California, 33-14, in a football game today before 90,000 fans in Los Angeles. At least this is assumed to be what happened since Article XVI, Section 9 of the Football Rules states that the team which scores the most points prior to the end of the game shall be deemed the winner. And the Notre Dame team scored the most points today. It scored 33, and Southern Cal only scored 14.

YOU MAY QUALIFY FOR TRAINING AS A HIGHLY PAID NEWSPAPER SPORTS EDITOR

If you see any way that this news item might be shortened without omitting vital facts, the chances are good that your talent for Sports Editing can lead to a profitable career.

The Grantland Flack Memorial School of Journalism is searching for capable students who can be trained to fill the thousands of executive job vacancies that always exist in the Sports Departments of America's big city newspapers.

For a FREE EVALUATION OF YOUR EDITING SKILL, simply re-write the above sports story in your own words, taking care to include such facts of interest as the score, who played, etc. If your version turns out to be shorter than ours, mail it in to receive a guaranteed favorable evaluation, and a somewhat guaranteed chance to enter the exciting field of sports editing.

Just one point to remember! A good Editor must be able to work fast, so don't fail to send your sample story at once if you want to convince us that you can stand the pressure of big time newspapering.

GRANTLAND FLACK MEMORIAL SCHOOL OF JOURNALISM

Rural Route 4

Leapers Ridge, Ark.

I enclose my re-written story, which I have cut to the bone to demonstrate my talent for Editing. If I qualify for admission to your school, I promise to display my skill again by writing a check in twenty-five words or less to cover the cost of my full tuition.

NAME _____

ADDRESS _____

CITY _____

STATE _____

DO YOU HAVE MUSICAL TALENT?



HUM THIS TUNE, AND WE'LL JUDGE YOUR ABILITY FREE!

Did you find yourself miraculously humming that melody, even though you thought you couldn't read music? If so, you could well be an undiscovered prodigy capable of earning millions as a Vocalist or Background Hummer in the lucrative Country & Western music field. Our experts will gladly judge your heaven-sent talent at **ABSOLUTELY NO COST TO YOU**, until later.

Best of all, it is not necessary for you to send us a record of your humming in order to learn whether you could benefit from the training program of the Nashville Sound Music Academy. If you think you were close to the right tune, just say so on the coupon at the right, and we'll take your word for it.

But don't delay in requesting your free talent evaluation! The Country & Western recording field could conceivably become overcrowded with musical geniuses of your caliber at any time. So submit your entry now while there are still fortunes to be made by trainable Hummers.

NASHVILLE SOUND MUSIC ACADEMY

I am clinging to the hope that my humming may be good enough to qualify me for professional training by the maestros at your Academy. To assist you in judging my musical ability, I have taken your talent test in the privacy of my own home, and I think that the results came out as follows

- I sounded pretty good to me, especially when I did it in a tile-walled bathroom.
- I couldn't hum because it made my lips tingle and feel funny, but I said the words out loud real nice and clear.
- I was too embarrassed to take the test here alone, but I'm sure I'll do fine once I get on stage in front of a big audience.

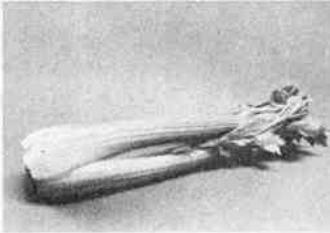
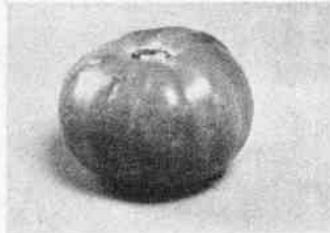
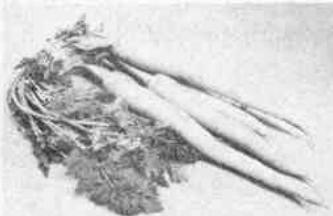
NAME _____

ADDRESS _____

MY FAVORITE MUSICAL NUMBER IS _____

MY BANK ACCOUNT NUMBER IS _____

OVER \$500 IN PRIZES TO BE AWARDED!



IDENTIFY THESE VEGETABLES!

With a bushel of tomatoes currently retailing for somewhat more than a bunch of carrots, it is vital that today's Professional Super Market Checker be able to tell these two vegetables apart. Maybe you already possess this perceptive skill without even knowing it! To have your Vegetable Identification Quotient evaluated by experts, and enter our contest for a cash prize as well, simply write down what you think the above pictured vegetable may be, and rush your completed test paper to us today! There are 500 lucky winners of \$1 each to be selected in the Ace Super Market Checker Training School's big "Produce Identification Sweepstakes!" Sloppy penmanship, bad spelling and incorrect answers will not spoil your chances of winning IF you take care to fill in the attached coupon completely and return it to us along with your contest entry.

Ace Super Market Checker Training School

Box 1.69 lb.

Dozen Palms, Calif.

NAME _____

ADDRESS _____

I enclose my entry, and also express the following gut feeling:

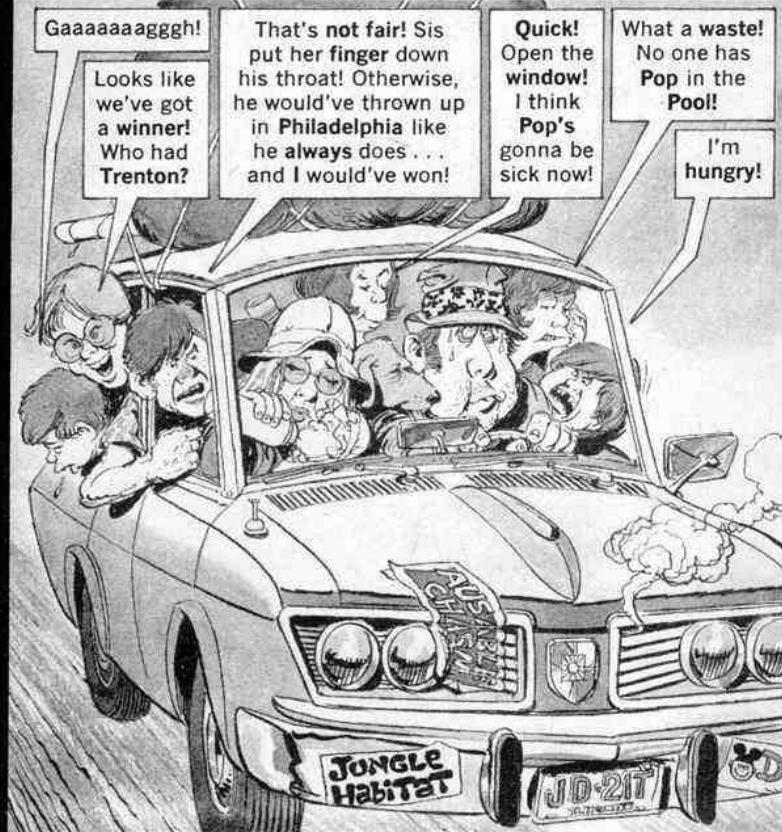
(CHECK ONE)

- YES. If I am a lucky winner, I want to have all of my prize money applied toward tuition payment at the Ace Super Market Training School for the Complete 2 Year Course!
- NO. If I am not a lucky winner, I certainly will not let that stand in my way of a profitable career, and wish to be enrolled as a student at the Ace Super Market Checker Training School anyway.

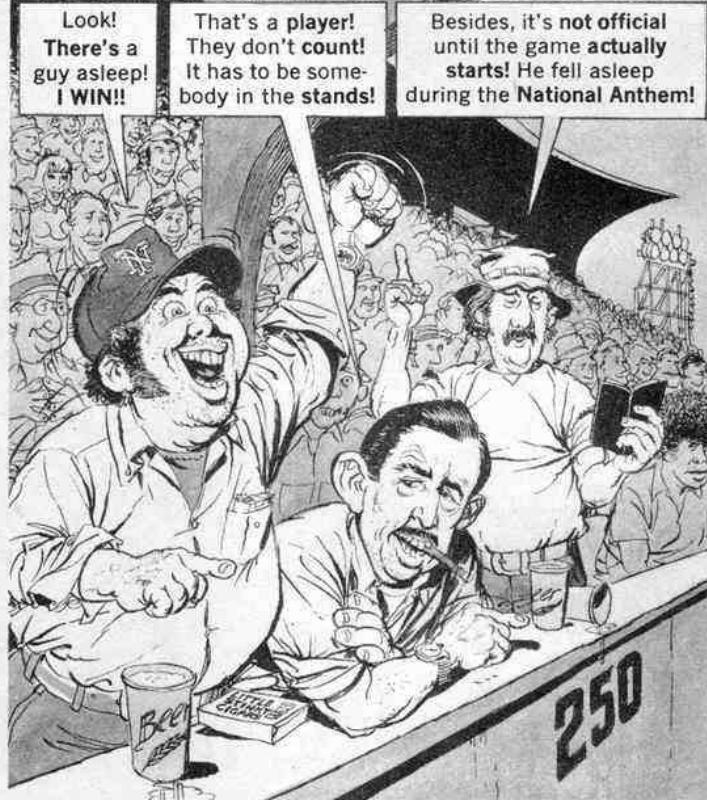
ODDS FOR THE LOVE OF MOOLA DEPT.

It's a national craze! Everybody, into the pool! No, not the swimming pool, clod! The "Baseball High Inning" pool, the "Biggest Fish" pool, the "What Time Will The Ship Drop Anchor?" pool, the "In What Round Will The Fight End?" pool, and whatever other pool is being organized this week! How far will this new compulsion go? It's just getting started! And so, to add to the list, MAD now suggests . . .

THE "FAMILY VACATION TRIP CAR-SICK" POOL



THE "WHAT INNING WILL THE FIRST SPECTATOR FALL ASLEEP AT THE BASEBALL GAME?" POOL



THE "WHAT TIME WILL THE NEXT OFFICE COLLECTION BE TAKEN?" POOL





BETTING POOLS

ARTIST: GEORGE WOODBRIDGE

WRITER: LOU SILVERSTONE

THE "WHAT TIME DOES THE SCHOOL BUS DRIVER BLOW HIS TOP?" POOL



THE "HOW LONG AFTER A GUY FINALLY QUILTS SMOKING WILL HE LIGHT UP AGAIN?" POOL

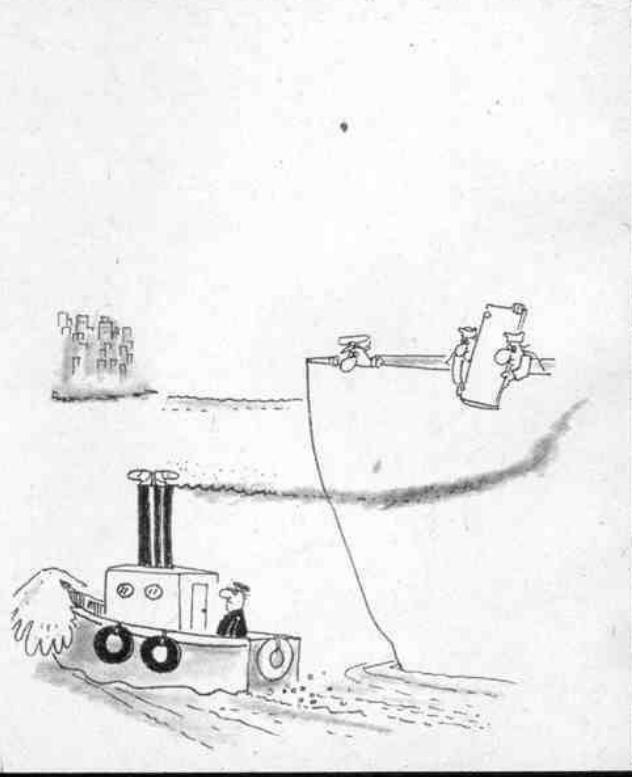
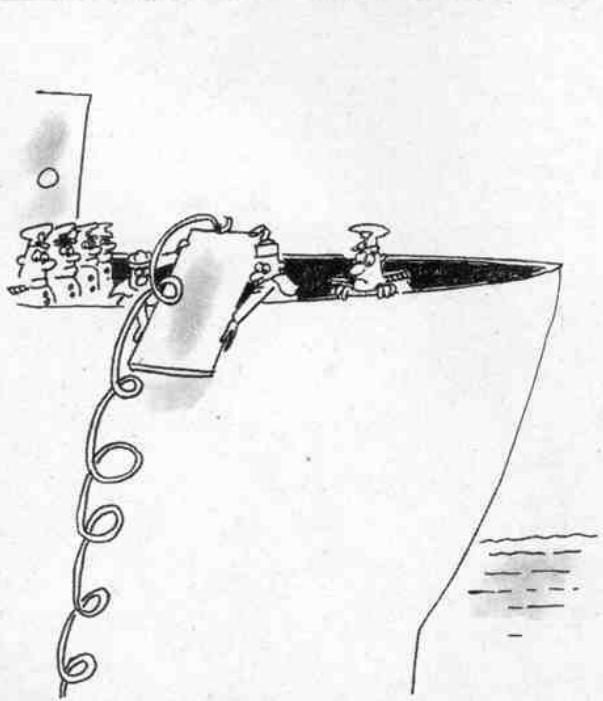
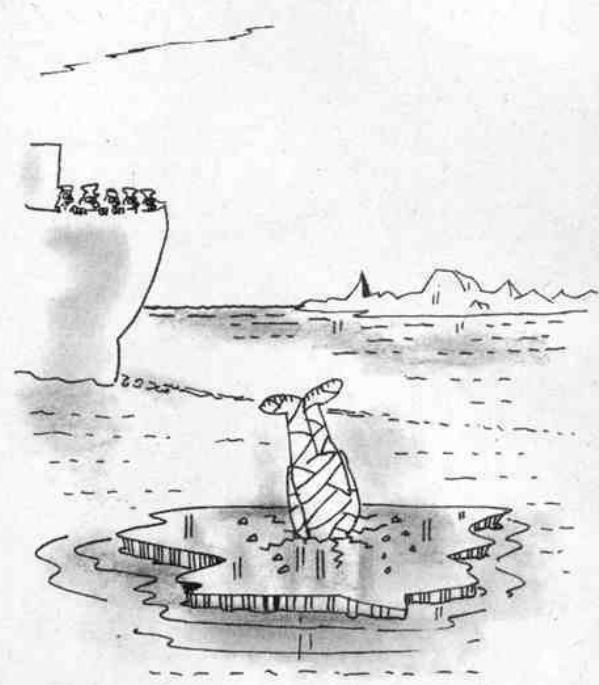
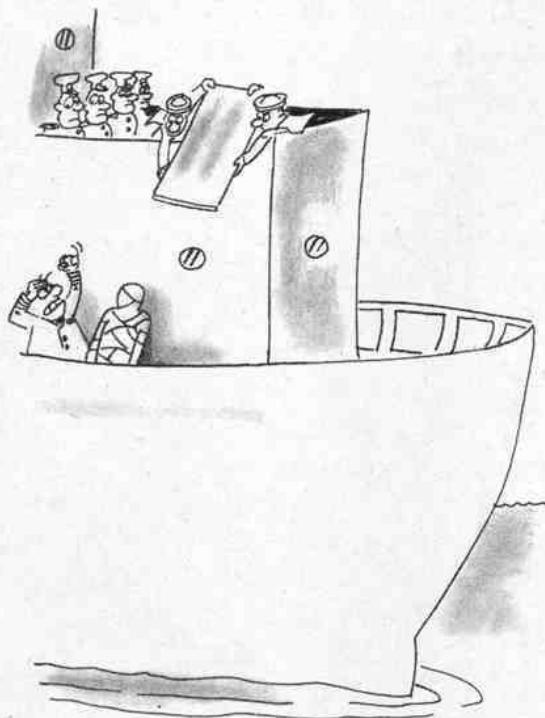


THE "WHO'LL BE FIRST ON THE BLOCK TO NEED FIRST AID AFTER SHOVELING HIS WALK?" POOL



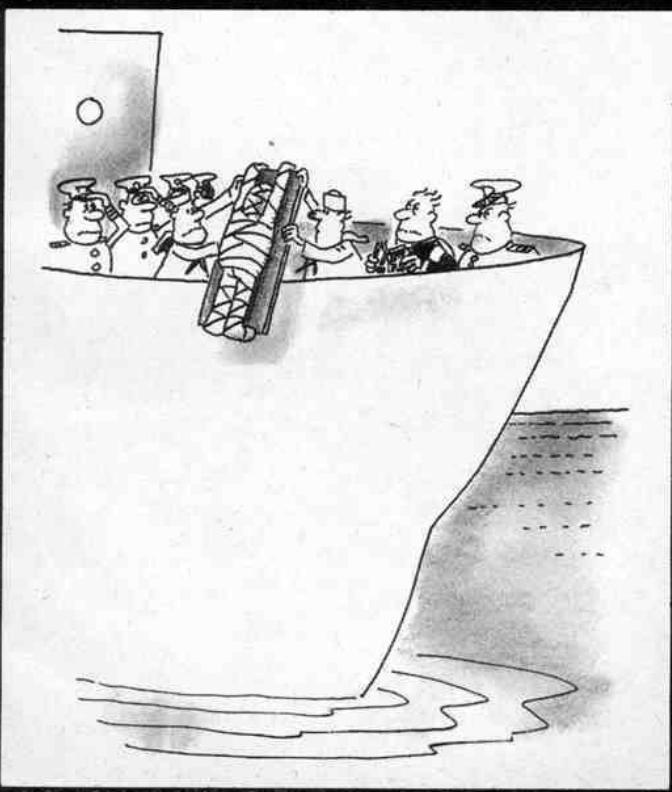
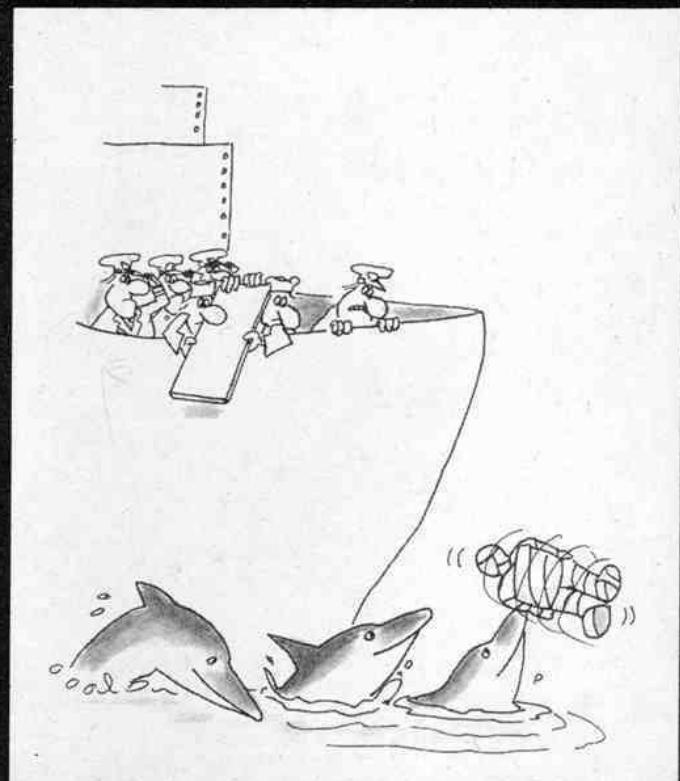
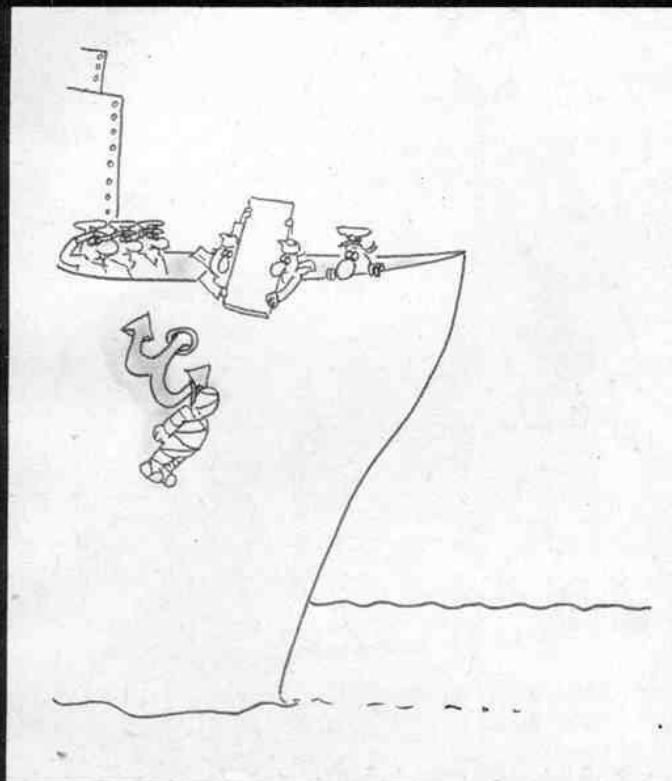
FLOAT SOME AND JETTISON SOME DEPT.

A MAD LOOK AT BURI



AL AT SEA

ARTIST AND WRITER: DON EDWING



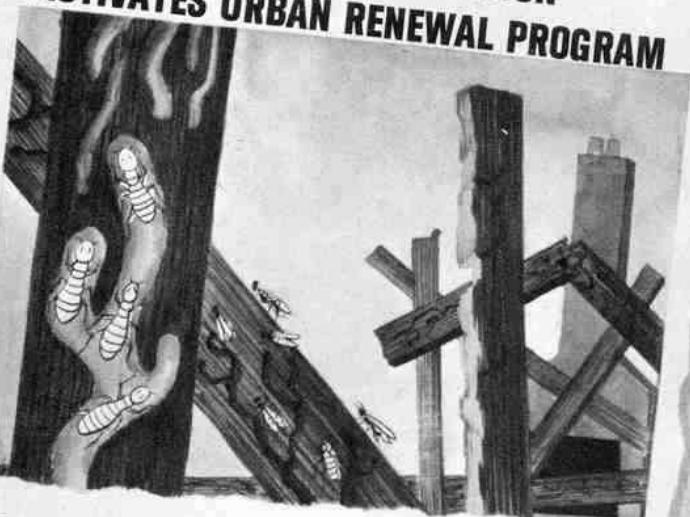
IF YOU THINK WE HUMANS ARE THE ONLY ONES WHO SU

HEADLINES OF TH

RECURRING DEADLY "SMOG"
THREATENS GNAT POPULATION



SURPRISE TERMITE DEMOLITION
ACTIVATES URBAN RENEWAL PROGRAM



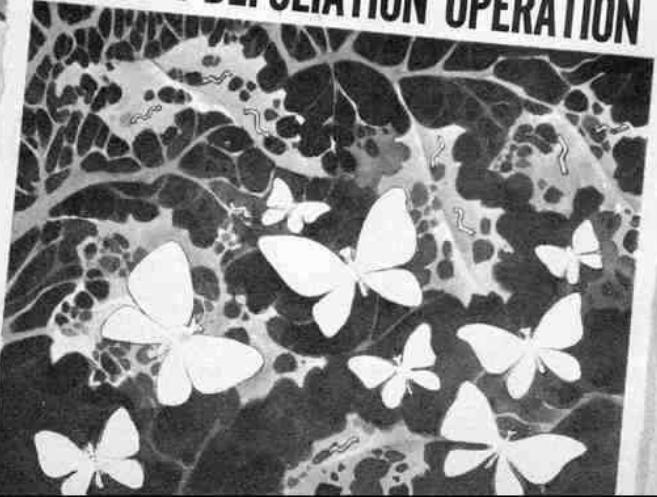
STAGGERED LUNCH HOURS IMPLEMENTED AT
LEADING INDUSTRIAL BEEHIVE COMPLEXES



RED AND BLACK INTEGRATED HIGH-RISE
CO-OP ANT HILL OPENS IN GREENVALE



INVADING GYPSY MOTHS COMPLETE
TACTICAL DEFOLIATION OPERATION



FFER FROM THE PROBLEMS OF TODAY, DIG THESE...



E INSECT WORLD

ARTIST: BOB CLARKE WRITER: PAUL PETER PORGES

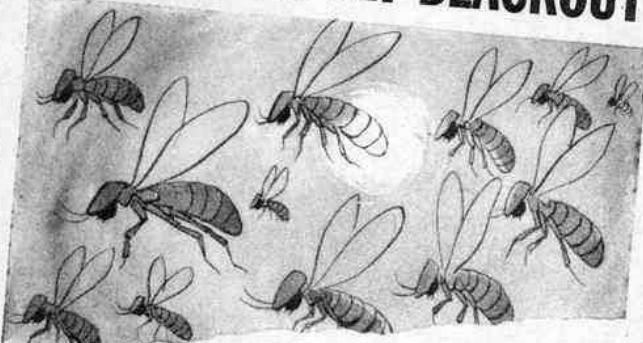
DECoy FLY NABS KILLER OF HUNDREDS IN HIGH-CRIME-POND-AREA



LADYBUG SPRING FASHION DESIGNERS REPEAT
"POLKA DOT LOOK" FOR 1,370,210th SEASON



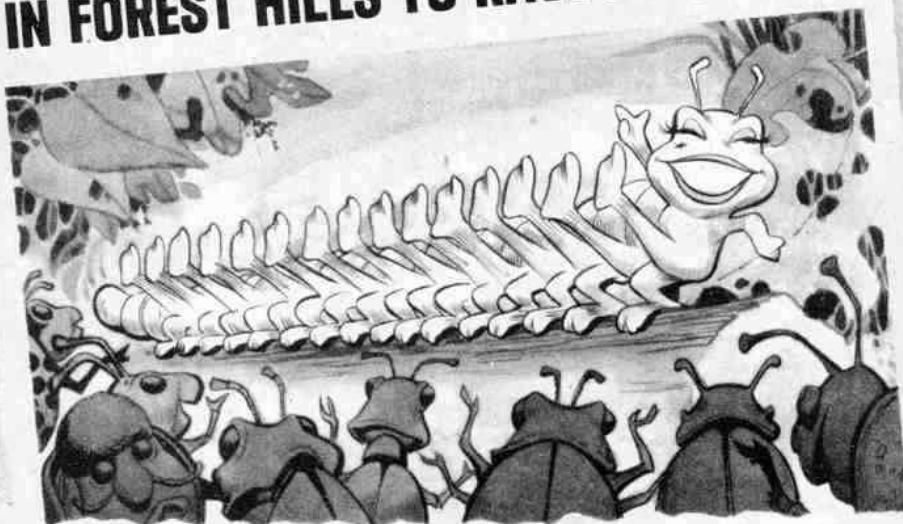
SUDDEN COLD WAVE CAUSES
PARTIAL FIREFLY BLACKOUT



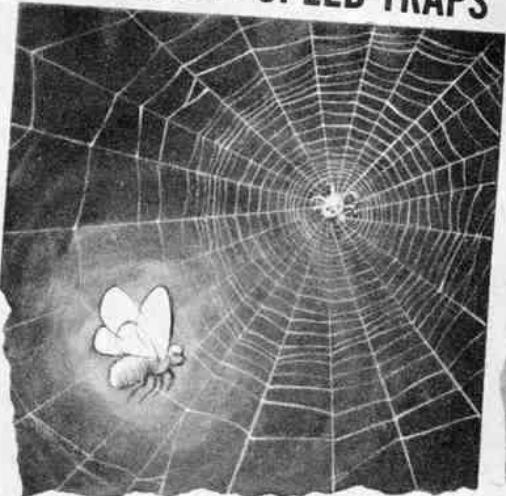
LOCAL CITIZENS OUTRAGED BY OUTDOOR CRICKET ROCK CONCERT



ONE-CENTIPEDE-CHORUS LINE OPENS IN FOREST HILLS TO RAVE REVIEWS



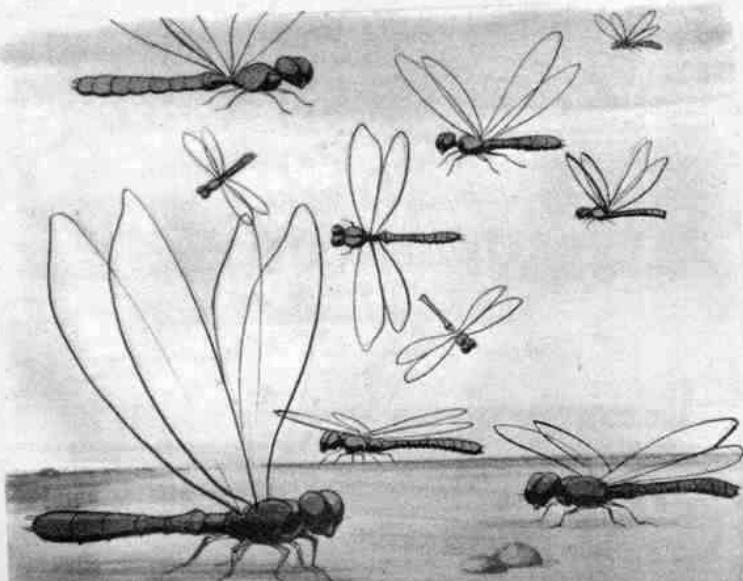
LOCAL BUGS WARNED OF UNMARKED SPEED TRAPS



INCHWORM SETS NEW WORLD'S RECORD FOR OUTDOOR MILE: 5 MONTHS, 3 DAYS, 8 HOURS, 12 MINUTES, 45 SECONDS



GROUND SMOG CAUSES DRAGON FLY STACK-UP AND TAKE-OFF DELAYS



GARDEN APARTMENT RESTRICTED TO WASPS IS CITED BY INSECT RIGHTS COMMISSION



REYNOLDS' RAP DEPT.

There's an old joke that goes: "Football is a strange sport! Where else can 22 guys pat each other on the behind in public . . . and not get arrested?" Well, in a recent, popular movie, they've BEEN arrested! In fact, the whole picture takes place in a Maximum Security Prison. Why Hollywood suddenly decided to make a "Prison-Sports" film, we'll never know! But we suspect that it's just one more gimmick for showing off a certain sexy actor's chest hairs! Anyway, here is MAD's version of

THE LONGEST YARDBIRD

Hey . . . where are you going, Crude?

I'm going to slip into something a little more comfortable! Your CAR!!

You can't run out on me! I've supported you ever since you were a Pro Football Star eight years ago! You haven't worked a day since!

True—but I'm scoring more now than I did then!

You ungrateful pig! If you're leaving, give me back the money and clothes you took from me! You crazy broad! WHAT CLOTHES???

My PANTY HOSE!!
Oops! I didn't realize I was wearing yours!

Y'know, ever since that Joe Namath TV Commercial, these things have caught on with Football Players!



ARTIST: ANGELO TORRES

WRITER: ARNIE KOGAN

Okay! So I TOOK the girl's car! And I DROVE 120 miles an hour through the city streets! And I CAUSED 7 pile-ups and crashes along the way! And I DUMPED the car in the river! So what? That was all FUN AND GAMES! There's nothing wrong with a little FUN AND GAMES, is there, Officers?

Not at all, fellah! So let's play ANOTHER game! Here—pick a card! Now, what's it say . . . ?

It says, "Go to Jail! Go directly to Jail! Do not pass Go! Do not collect \$200!" Y—you mean . . . ?

Right! You are under arrest!



Welcome to Grapefruit State Prison, Mr. Crude! I'm Captain Clobber! I'm working you over because I don't like what you've been doing lately! It's made me mean and ornery!

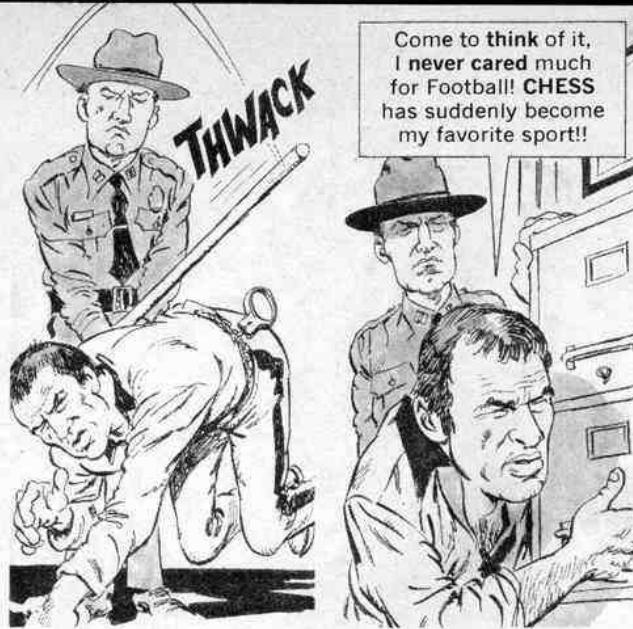
You mean stealing an auto and assaulting an officer?

No, I mean appearing on the "Tonight Show," and bragging about your sex life!!



One more thing, Super Star! Warden Hazard is a Football Freak! He's gonna ask you to coach our Semi-Pro Team! What's your answer gonna be?

Gosh! Coaching Football? I think I'll say "Yes!"



Come to think of it, I never cared much for Football! CHESS has suddenly become my favorite sport!!

Mr. Crude, I am NOT a very likeable guy! Even margarine won't talk to me! But let me also add that I am an ardent Sports Fan! Would you like a ticket to the BIG FIGHT?

Sure! When IS the big fight?

NOW!!! Unless you promise to coach my Football Team!!

Sorry! But I'll have to turn you down!

I want a National Championship, Mr. Crude! I—I NEED your support!

You can't HAVE my support, Warden!! I'm wearing it!!!

You're being very difficult!

Look . . . all I want is to do my time, make a few quips, and get out of here.

Okay! Maybe you'll change your mind after you've tried our program of rehabilitation!

Er—mine? No . . . our SWAMP's!!



Hi, there! I guess we're—er—partners here in the swamp!

Better a swamp than a river! I remember how your "partners" ended up in "Deliverance"!!

Hey, you! Super Star! There's no talking here in the swamp!

Yeah, Golden Boy! And you better try to "slosh" a little more quietly, too!



Gee, the Guards really have it in for me!

And the PRISONERS aren't too thrilled with you, either! You're a—a DISGRACE!

I AM?!? How come? WE'RE only rapists and murderers! YOU once shaved points off a Football Game! That—that's—well, it's UN-AMERICAN!



Okay, let's drag them stumps, Super Star!

This ain't no Country Club, Lover! Move yer tail!

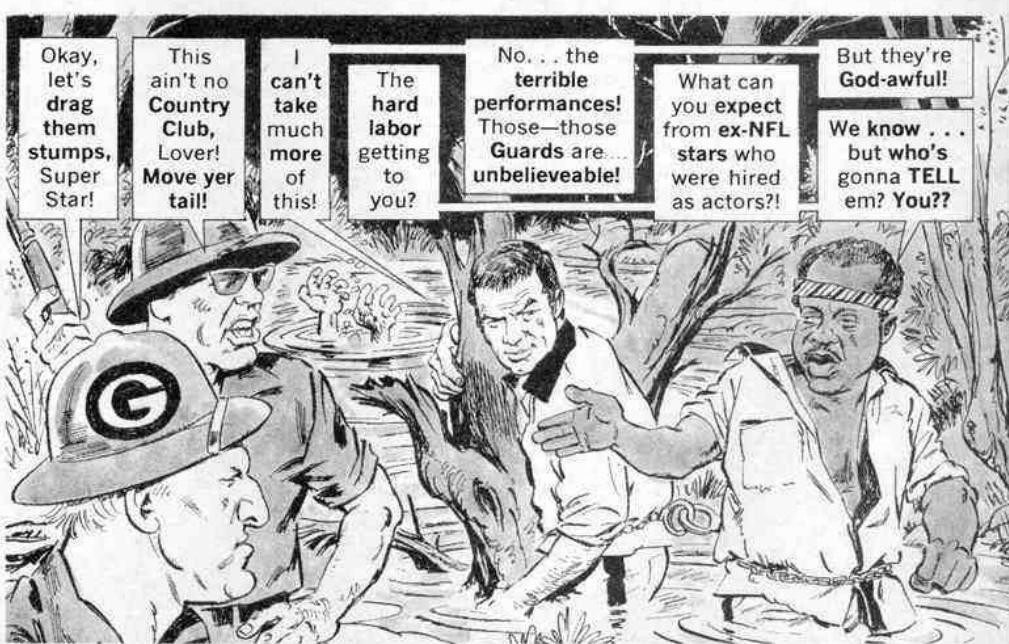
I can't take much more of this!

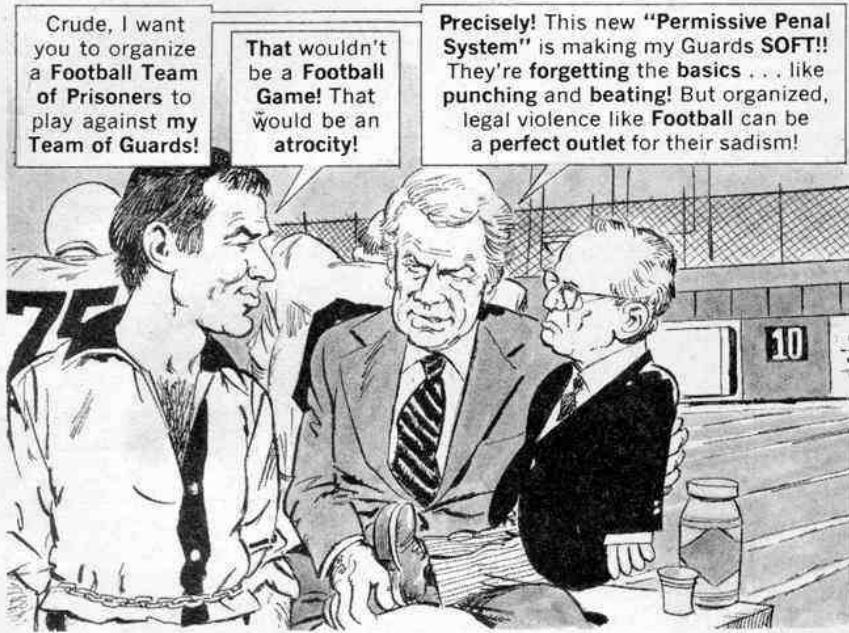
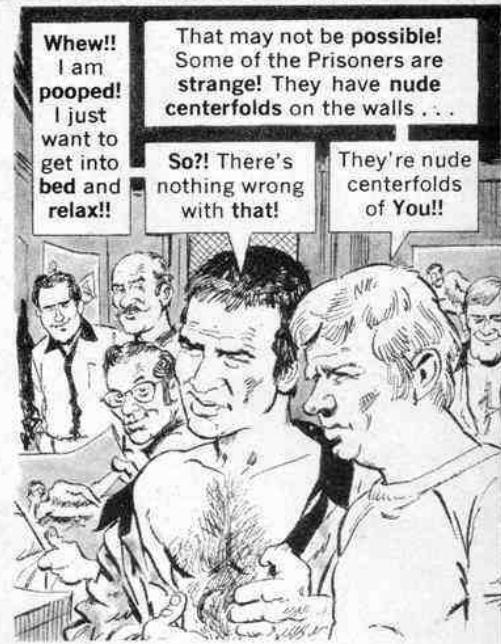
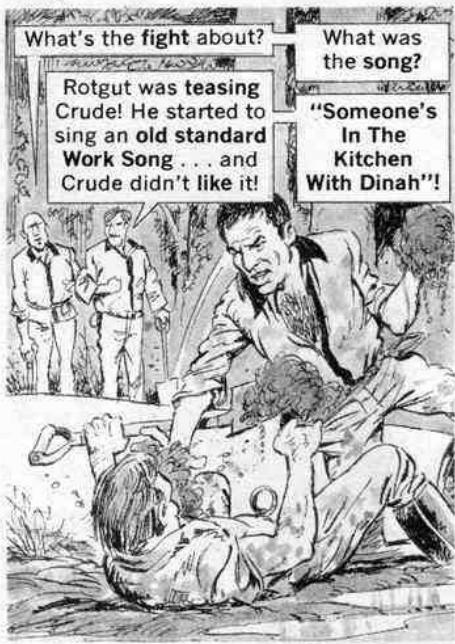
The hard labor getting to you?

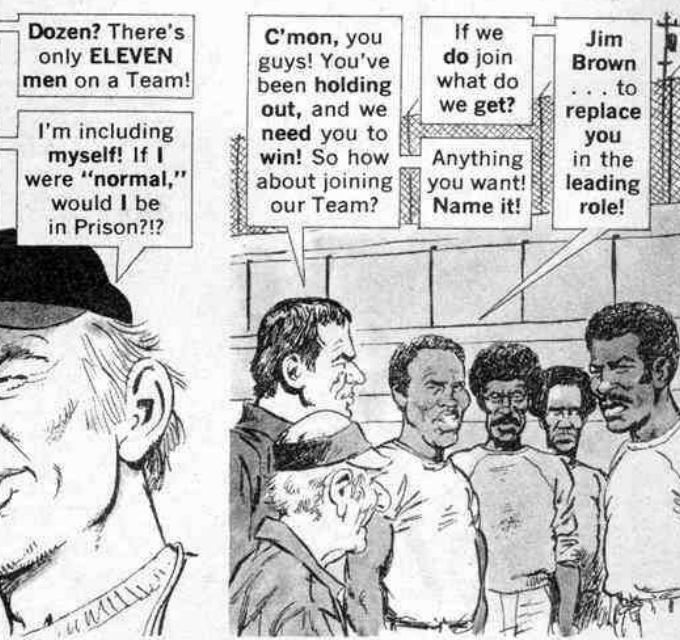
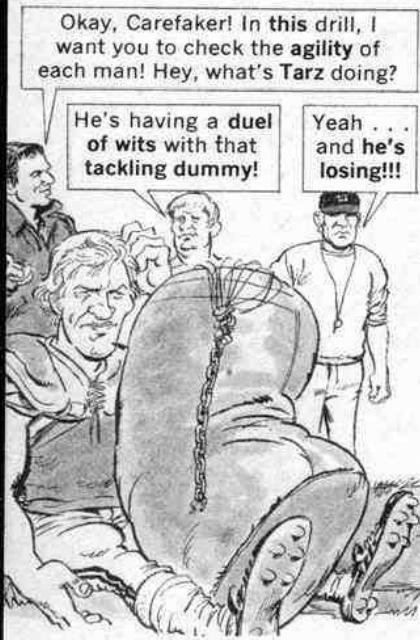
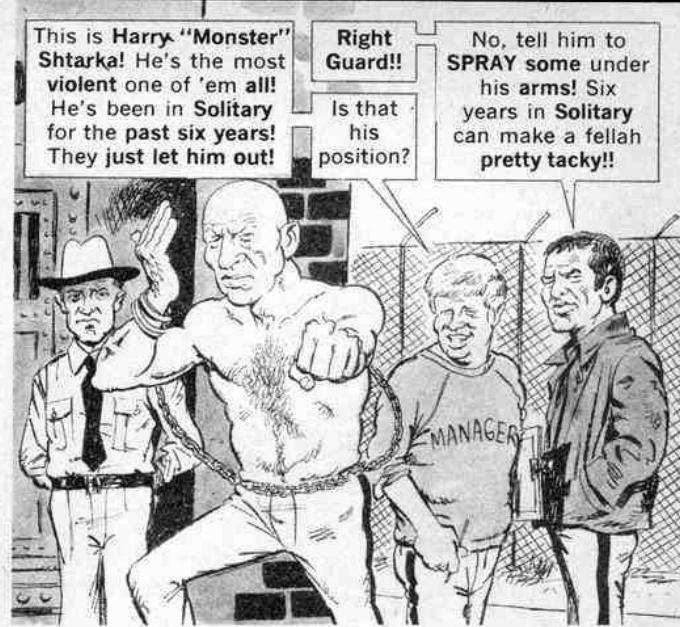
No . . . the terrible performances! Those—those Guards are . . . unbelievable!

What can you expect from ex-NFL stars who were hired as actors?

But they're God-awful! We know . . . but who's gonna TELL em? You??

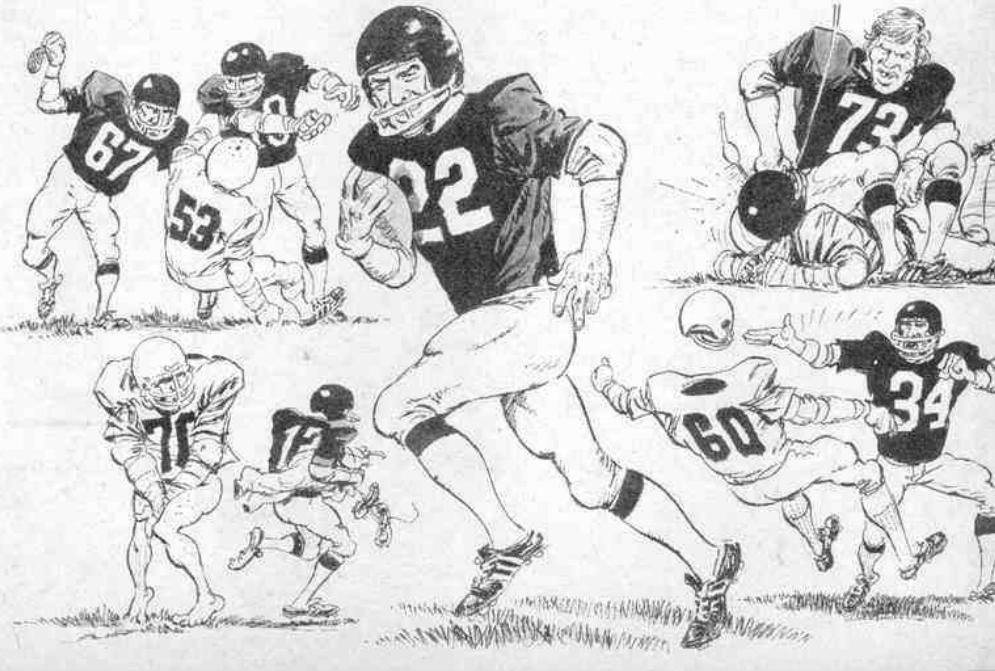


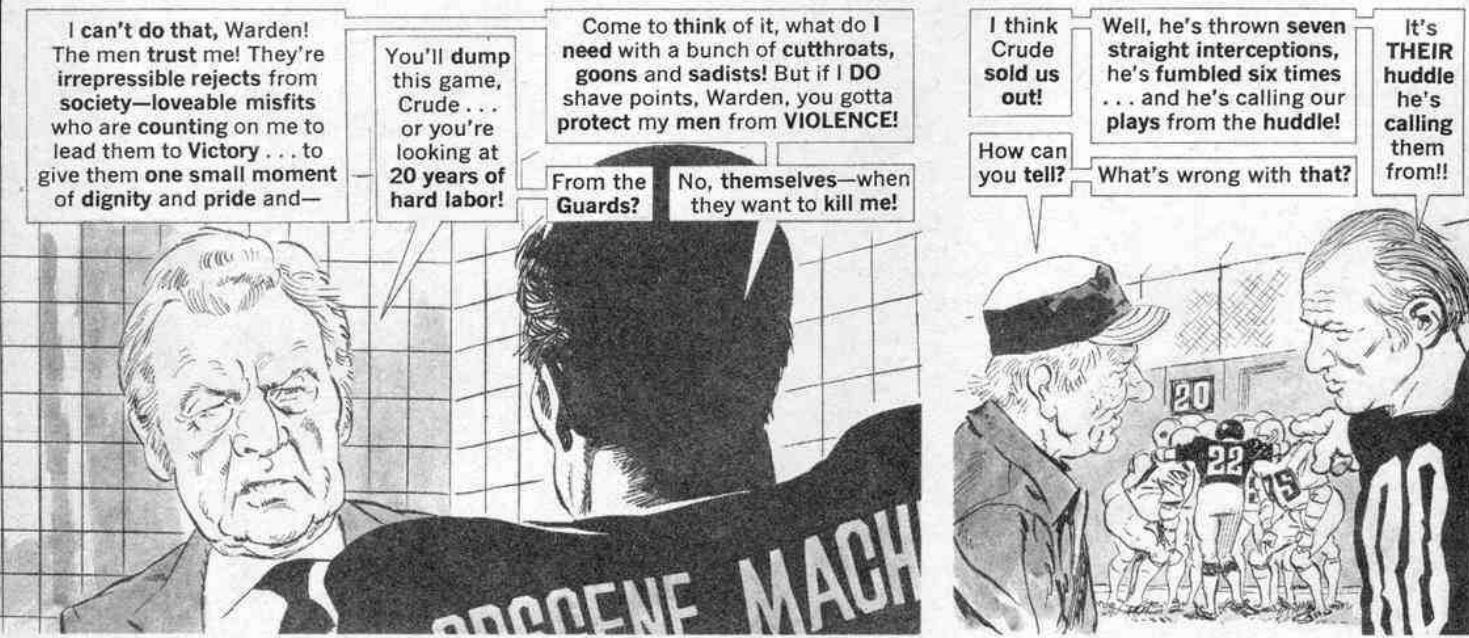
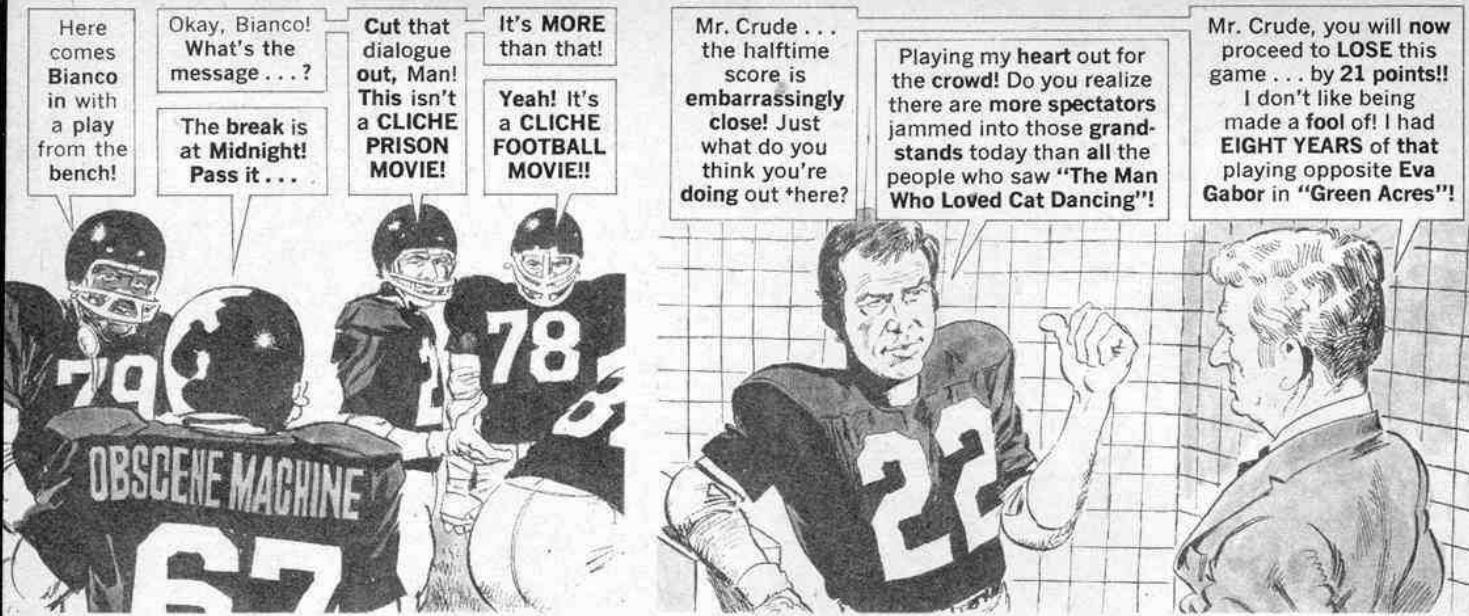


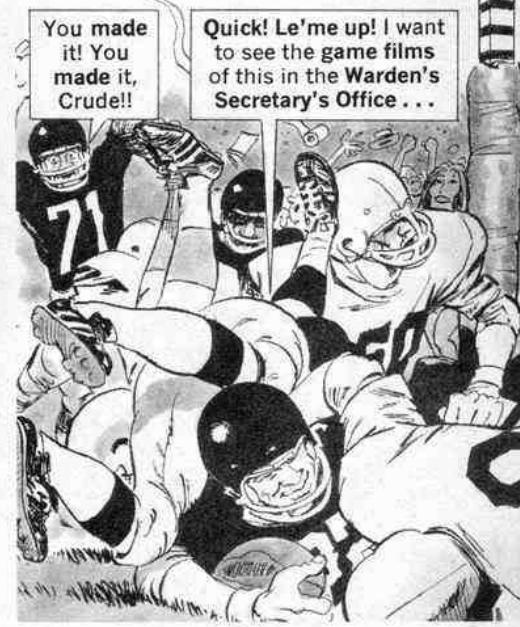
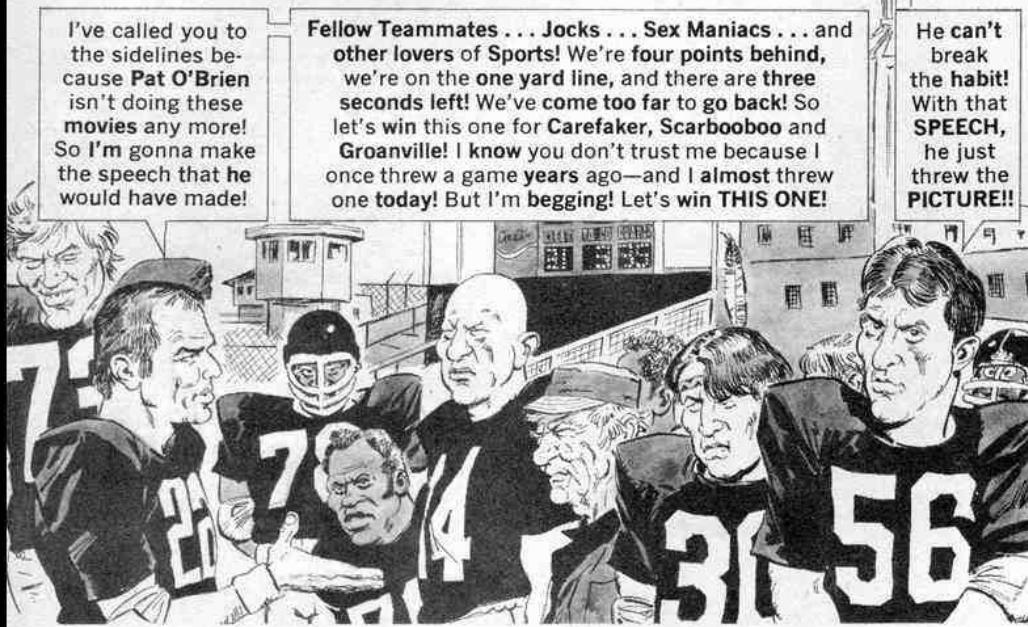
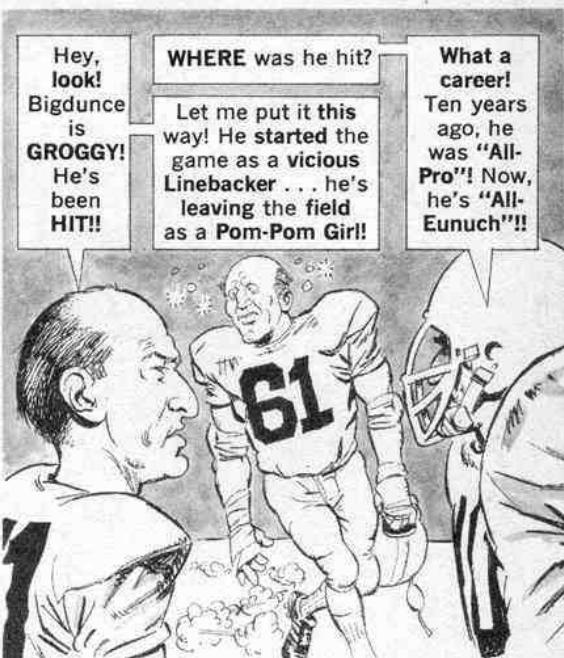
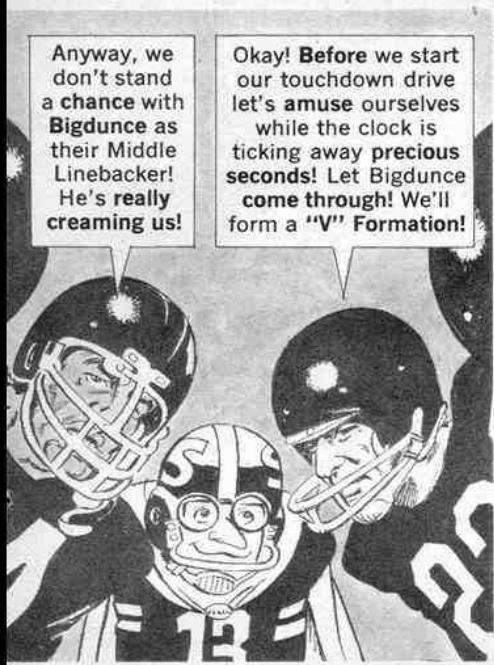


Okay! Now, we've stolen the X-rays and the medical reports and we know our opponent's areas of weakness and vulnerability, and we are going to PUNISH them in those areas by using brass knuckles and bandages dipped in plaster! Our two main plays are "Incidental Punishment After The Play Is Blown Dead" and "Kicking A Man In A Delicate Spot" . . .









Well, Warden! We lost! There goes your Power Theory! And LOOK... they're mobbing Crude! He's a HERO!!

He's a NOTHING, Clobber! And he's going to have 20 years in solitary to relish this empty victory!

Well... at least he'll always be remembered as a really fabulous FOOTBALL PLAYER...!!

You're wrong, Clobber! I'm afraid... no matter WHAT that man does for the rest of his life... he'll always be remembered for only ONE THING! He can never erase his PAST! Look... it's come back to haunt him again!!



REMAINDERS TO BE SEEN DEPT.

What is the best way to sell an unsaleable item? Make it look like a bargain! Most people can't refuse a bargain, and will gladly fork up the 40% necessary to take advantage of the 60% off sale price, despite the fact that the item isn't worth 10% to begin with! Book publishers, well aware of this phenomenon, have flooded the mails and media with ads, brochures, and book club offers designed to empty their turkey-filled warehouses with ads like this . . .

PUBLISHERS CLOSEOUT SALE

Many of these books are selling for as much as 40% or more off wholesale prices, 60% or more off retail prices and 100% or more off author's royalties.

2345. THE FRENCH HORN AS A PERCUSSION INSTRUMENT. By Ira-Schmidt Von Coward. In this musical thesis, Dr. Von Coward proposes that the French horn should be struck rather than blown in order to produce its best sound. 342 pp. *Illustrations 64 pages.*

3427. FROM ARTHUR TO WASHINGTON, Or, The Presidents Alphabetized. By Dr. Asa Inglefinger. Here for the first time is a handy reference booklet of United States Presidents listed according to the alphabet. (Previously, they've been listed chronologically, necessitating page-fumbling and lost time for readers.) Dr. Inglefinger, who teaches American History and Enemy Aircraft Recognition at Stanback University, defends his filing Martin Van Buren under "B" instead of "V" in a remarkably strident preface. 98 pp.

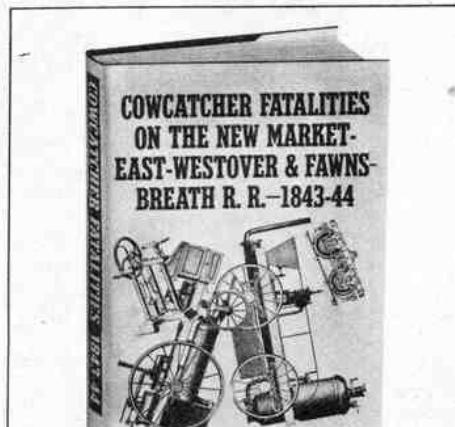
3786. OYSTER SKETCHES OF OTTO TANTREP. Edited by Carlo Maria Hamburger. Otto Tantrep (1884-1972) was one of the world's most eccentric artists in that he drew nothing but oysters during his entire career. He worked in a variety of interesting media, however, in addition to standard water colors and oils—e.g., soap-on-insulation board, chalk-on-liver, and icepick-on-styrofoam. All of these media have been brilliantly reproduced on lovely two-color pages. 12 illustrations, 64 pp. with an introduction by Pinkerton Hanoi.



3459. A HISTORY OF MASKING TAPE. By Huntrith Slough. Historical explanation of a hitherto-unmentioned topic. In this book, Mr. Slough dramatically describes what World War II might have been like without masking tape. 398 pp. *Plain jacket.*

3455. SINGLE-FLAG SEMAPHORE. By Lt. Commander Upton Deftt. "Semaphore code is a very useful means of communication," Commander Leftt points out in his preface, "but what would happen if you lost one flag, or even worse, an arm?" To fill this void, Leftt has devised an emergency system of single-flag semaphore code. His written description of the positions, in the absence of illustrations, is adequate. 829 pp.

3428. FROM ADAMS TO WOODROW, or The Presidents Alphabetized. By Dr. Asa Inglefinger. Second edition of his earlier book, with several minor errors corrected. 102 pp.



3334. COWCATCHER FATALITIES ON THE NEW MARKET-EAST WESTOVER-FAWNS-BREATH RAILROAD, 1843-44. By Clifford Graft. Never before published report on a series of railroad mishaps which baffled government officials for hours. 1002 pp.

4543. THE ANTHILL PHOTOGRAPHS OF PARDO LOMOTIL. Edited by Dudd Casper. Without doubt, PardoLomotil, before his untimely death in 1963 from underexposure, was already firmly established as the world's finest anthill photographer. This book does nothing to refute that fact, in one way or the other. 98 pp. *No illustrations.*

2345. INCA TEMPLE ADMISSION PRICES. By Targe O'Malley. In this volume, Professor O'Malley offers the suggestion that the Inca Indians operated their religious services on a commercial basis, with a graduated scale of prices for the natives. 638 pp. 76 fold-out illustrations.

3980. DAYLIGHT SAVINGS TIME AND ITS EFFECT ON MOORISH TRADITION. By Largo Albert Factotum. A provocative study from which Mr. Factotum, an associate professor of Laundry Science at USC, draws some startling conclusions. 329 pp.

3334. WAIST SIZES OF BYZANTINE EMPERORS. By Hugo Uruguag and Olga Myhan. Through an ingenious and painstaking examination of ancient writings, old paintings, engravings, and contemporary supermarket gossip, Mr. Uruguay and Ms. Myhan have succeeded in nailing down the waist sizes of more than ten centuries of Byzantine rulers. "How much difference does this make to the average American?", asks Uruguay in his preface, then follows with an incisive response: "It makes a lot of difference, that's how much!" 120 full-page illustrations, 96 pp.

5654. A CENTURY OF ARM RESTS. By Carlo Glugetti. A fascinating historical examination of arm rests, from the earliest models in Wells Fargo stagecoaches to prototypes developed and used by General Motors. 36 illustrations, 574 pp.



3349. THE LAYMAN'S HANDBOOK OF ESKIMO PIANO MUSIC. By Wolfsong Cantalupo. Never-before-published sonatas of Eskimo composers, whose distinctive musical style results from their wearing mittens even while writing music. 87 pp.



4528. THE SPANISH MAIN, by Horatio Chapi. Not an old sea story, as the title suggests, but the nearly-as-exciting biography of a Spanish sewer maintenance employee. 412 pp. with underground maps of Madrid and Barcelona.

3429. FROM ADAMS TO WILSON, Or, The Presidents Alphabetized. By Dr. Asa Inglefinger. Third and final edition of his earlier books. 104 pp.

2235. ROC ON THE TELEGRAPH LINE. By Ezra Pagloomer. We all know what a common sparrow looks like perched on a telegraph line, but have you ever wondered what some extinct birds would look like if they were still around today? Mr. Pagloomer, in response, has taken 113 extinct birds and painted them perched on lines extending from modern utility poles. Includes such interesting species as the roc, albatross, passenger pigeon, robin, dodo, and lavender skink. 212 pp. 116 illustrations.

WHERE HAS
THE MOST
SHOCKING
RISE IN
CRIME
TAKEN
PLACE?

HERE WE GO WITH ANOTHER RIDICULOUS
MAD FOLD-IN

Every time we hear of a new wave of crimes, we are shocked and dismayed. But lately, there is one place where the incidence of crime has been even more terrible. To discover where this truly shocking crime area is, fold in page as shown.

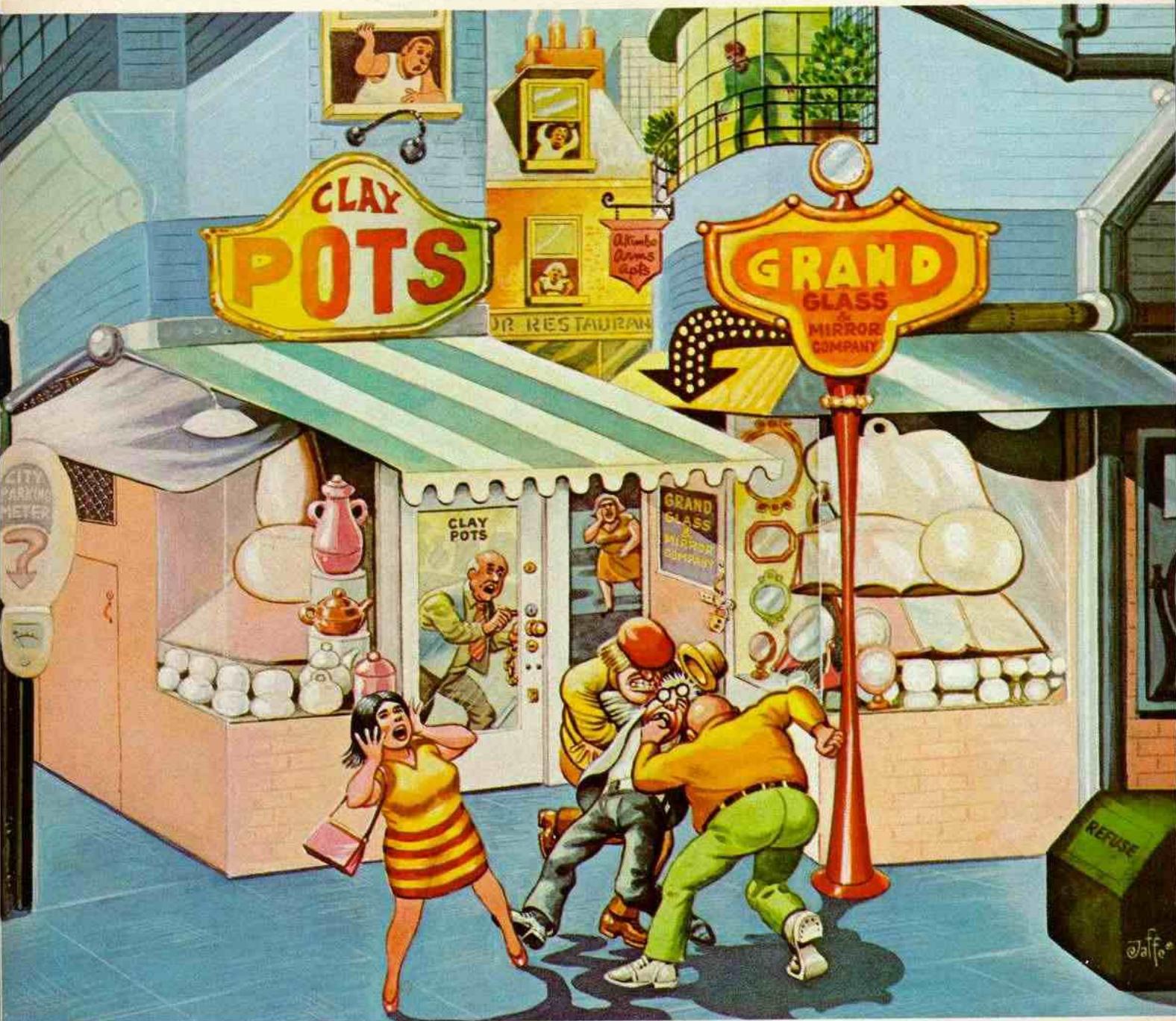


FOLD PAGE OVER LIKE THIS!

A ▶

FOLD THIS SECTION OVER LEFT

◀ B FOLD BACK SO "A" MEETS "B"



AMOUNTS AND TYPES OF CRIMES VARY GREATLY DURING
THE YEAR. BUT THE MAJORITY OF THE PEOPLE WE'VE
POLLED MOSTLY FEAR INCREASES IN MUGGINGS AND VICE!

A ▶

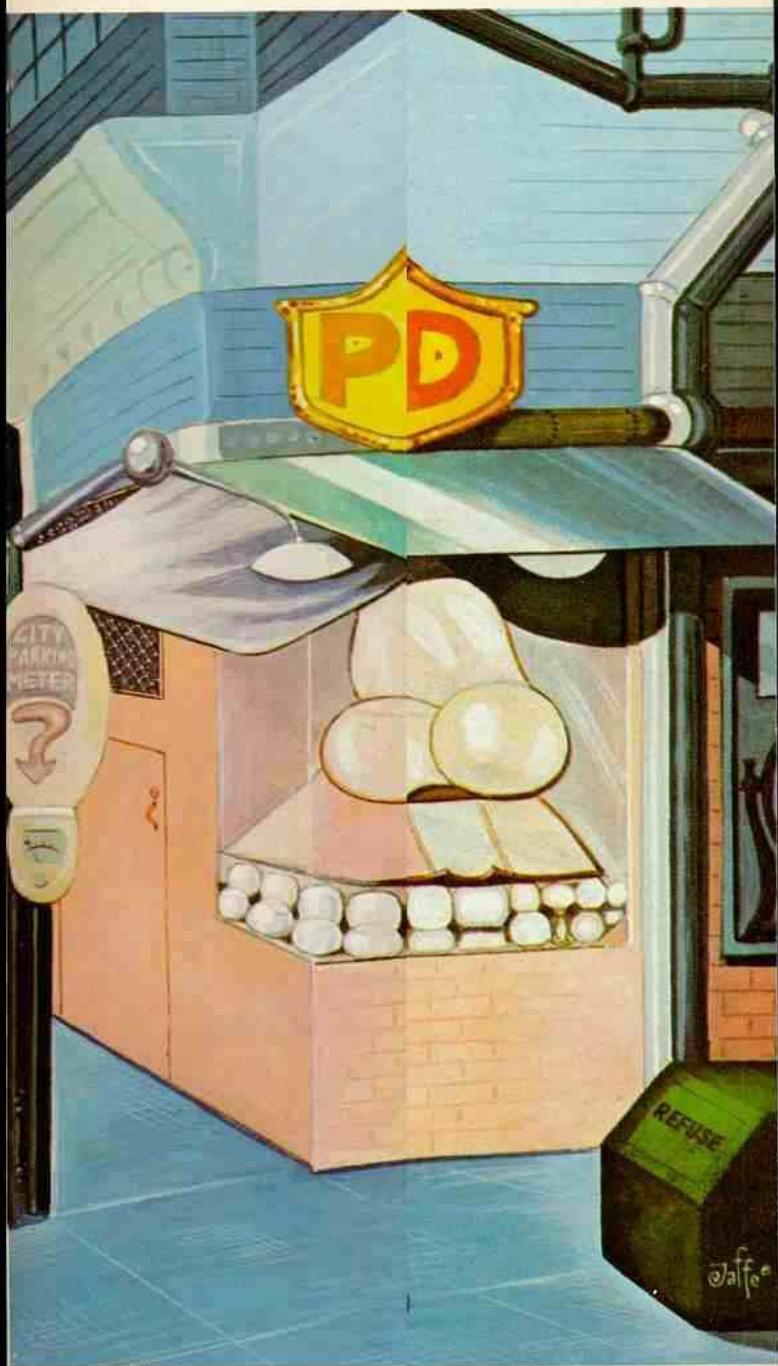
◀ B

WHERE HAS
THE MOST
SHOCKING
RISE IN
CRIME
TAKEN
PLACE?



FOLD PAGE OVER LIKE THIS!

A ► B FOLD BACK SO "A" MEETS "B"



AMONG
THE
POLICE!

ARTIST & WRITER:
AL JAFFEE

A ► B

