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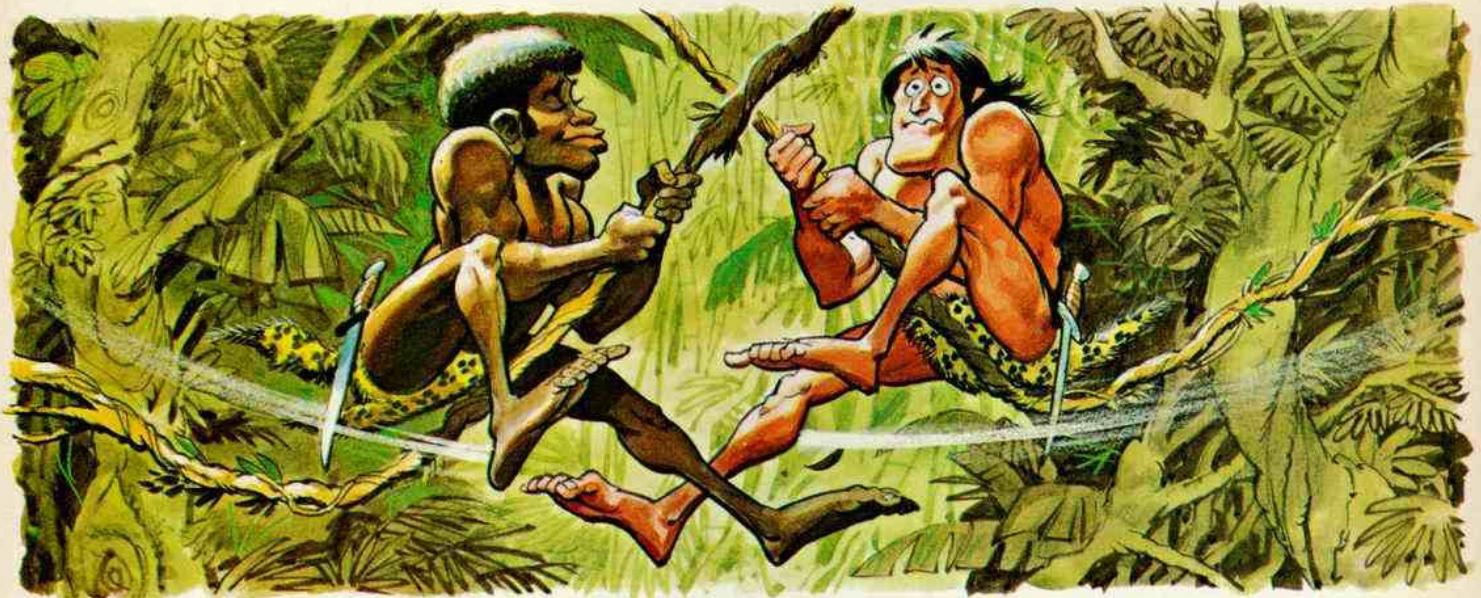
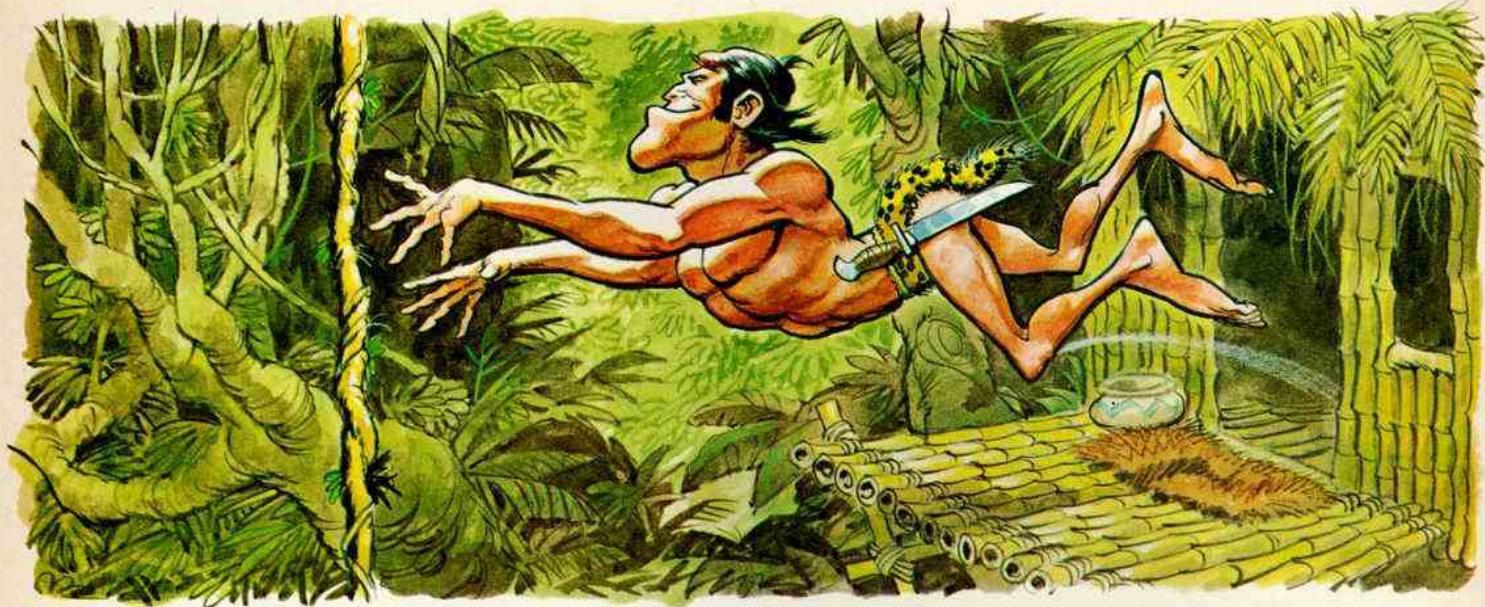
Norman Mingo



IN THIS ISSUE WE BUST...

**"THE NEW  
CENTURIONS"**

# A MOVING JUNGLE TALE



WRITER: DON EDWING      ARTIST: JACK DAVIS



# MAD

"More diets begin in clothing stores than in doctors' offices!"  
—Alfred E. Neuman

WILLIAM M. GAINES *publisher* ALBERT B. FELDSTEIN *editor*

JOHN PUTNAM *art director* LEONARD BRENNER *production*  
JERRY De FUCCIO, NICK MEGLIN *associate editors*  
JACK ALBERT *lawsuits*  
GLORIA ORLANDO, CELIA MORELLI, JOAN ZECCA,  
CURTIS ANDERSON, DAVID FRAZIER *subscriptions*  
CONTRIBUTING ARTISTS AND WRITERS  
*the usual gang of idiots*

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WHEN ALL  
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## PICTURE PUZZLE

Yep, it's a real puzzle to us why this full-color picture of Alfred E. Neuman, MAD's "What-Me Worry?" kid—which is suitable for framing (or at least training puppies)—doesn't sell! So why not give us "piece" of mind! Order now! Send 25¢ for 1, 50¢ for 3, \$1.00 for 9, \$2.00 for 27 or \$4.00 for 81 to: MAD, 485 MADISON AVENUE, NEW YORK, N.Y. 10022



## LETTERS DEPT.



### ANTENNA ON THE ROOF

When I saw the cover on your "Antenna On The Roof" issue, I snatched it up, ready for a fantastic take-off on "Fiddler". Instead I got a lecture on the money-mindedness of middle class America. I think Frank Jacobs could have done much better if he had kept the story in Anetevka.

Jane Rosinski  
Bethesda, Md.

Felicitations! Felicitations! Felicitations! I loved your spoof on "Fiddler On The Roof", although I enjoyed the movie, too. You racked 100 with my Mom on your "Christmas Hate Book", and the rest of the magazine was, as usual, psyched-out!

Sarah Mercier  
Shreveport, La.

I thought the movie was good, but your satire was true-to-life, describing the way a lot of people live. Congratulations to the two "goofs" who wrote and illustrated it, Frank Jacobs and Mort Drucker!

Doris Domboi  
Coraopolis, Pa.

"Antenna On The Roof" was really up there! Congratulations on a fine job.

Skip Fischer  
Philadelphia, Pa.

### VIRGINIA'S LETTER ANSWERED

I thought your "If Today's Celebrities Answered Virginia's Letter About Santa Claus" was fantastic! Especially the one from Joe Namath. If you can get in touch with Joe, tell him that he can lay those goodies on *me* anytime!

Patti Kimmerly  
N. Creek, N.Y.

### PROFITABLE FOOTBALL NEWS

I noticed in your "PROfitable FOOTBALL NEWS" you refused to recognize Canada. Is it our fault we play a better, more exciting game than your money-hungry meat-eaters?

Bill Rowlands  
Ottawa, Ont.  
Canada

### MAD LOOK AT SERVICE STATIONS

As I sat in the local gas station awaiting my car to be fixed, I read "A MAD Look At Service Stations", and cracked-up. So did the guy behind me in line . . . right into the rear of my car.

Jennifer Baines  
Westfield, N.J.

## "CLODUMBO"

Credit Lou Silverstone with the pursuit and capture of TV's "defective" detective. Along with his apprehension of "COLUMBO", he also caught the incriminating, not-so-dumb, dum-dum dialogue which makes *me* a captive audience to the show. Please, another immediate assignment for super-sleuth Silverstone!

Molly Rosenkampff  
Ardsley, N.Y.

Lou Silverstone really did the trick! Catching "Columbo's" unique speech pattern in his brilliant satire was a triumph. You can just about see Peter Falk in character, if you close your eyes while reading the MAD version. Come to think of it, that's a pretty good trick in itself.

Frank Judge  
Grosse Pointe Park,  
Mich.

Even though Peter Falk is a cuddly, lovable slob of a cop, I enjoyed the subtlety of his totally annoying qualities. Fantastically funny farce.

Pat Zappa  
N. Hollywood, Calif.

"Columbo" is one of the few TV shows I will go out of my way to watch, and I was thrilled to see it featured in your January issue. But one thing puzzles me. I always thought MAD did strictly *satire*. Since when have you gone into actual *script writing*?

Maryann Dumas  
East Paterson, N.J.

We appreciate your affectionate machete-job on "COLUMBO". We think your writer, Lou Silverstone, knows more about the show than most of the guys who do the teleplays.

Richard Levinson &  
William Link  
Producers: "COLUMBO"  
Universal City, Calif.

### MINGO'S UNDER-COVER AGENT

For the past few issues, your covers have been exceptionally well done, thanks to Norman Mingo. For instance, the one with Alfie eating corn, and the one with the straw hat pulled down over his head, and especially the one with The Godfather Family. Which leads me to ask: Why doesn't Norman Mingo do UNDER-COVER work? Not having him do articles *inside* MAD convinces me that you are (partially) the idiots you claim you are.

Ray Weitzel  
Pittsburgh, Penna.

### CHRISTMAS GREETINGS

When I saw your "Christmas Greetings", I almost fell off my chair. I'm glad someone else sees who the jolly old man in the red suit really is.

Cathy Garey  
Negley, Ohio

#### MAD CHRISTMAS HATE BOOK

Congratulations to Al Jaffee on his "Christmas Hate Book". I've picked out a bunch of the individual "hates" and left them in obvious places so certain people (teachers, parents, friends, etc.) will find them and take a hint.

Greg Martin  
Scott AFB, Ill.

I completely detest "The MAD Christmas Hate Book" and Al Jaffee's work. I thought you had more class.

Raymond Duffy  
Astoria, N.Y.

Your "MAD Christmas Hate Book" was very funny but lacked: DON'T YOU HATE . . . magazines that have articles about Christmas in them, during Thanksgiving.

Mike Oliver  
Honolulu, Hawaii

How about DON'T YOU HATE . . . finding a price tag on one of your children's presents as you tell him Santa Claus brought it.

Steve Venturino  
Bakersfield, Calif.

#### YOU KNOW YOU'VE REALLY GOT A PROBLEM WHEN . . .

"You Know You've Really Got A Problem When . . ." you've been buying MAD for years and you still enjoy each issue.

David Bartha  
Trenton, N.J.

"You Know You've Really Got A Problem When . . ." you receive a gift subscription to MAD Magazine.

Nicholas Moffa  
Bronx, N.Y.

DON'T YOU HATE . . . "You Know You've Really . . ." articles?

Cathy Brown  
Twin Oaks, Penna.

#### REALISTIC MODEL CAR KITS

Your "Realistic" MAD Model Car Kits" would have been *more* realistic if David Gantz had removed all the hub caps from his exhibits.

Irma Zwan  
Vancouver, B.C.  
Canada

#### "LOVE" OF JAFFEE

I must say that Al Jaffee has talent. He not only can write, draw and has a great sense of humor, but he has a rare loving side, too. The "Fold-In" page of your last issue was really nice, but it seemed a little out of place. "LOVE" in a MAD magazine?

Janet Gross  
Hawthorne, Calif.

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- A MAD Look at Old Movies
- Return of MAD Old Movies
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- More AL JAFFEE Snappy Answers
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You guys must be the new recruits!

No, we're on our way to a costume party, and we all just happened to decide to dress up as Cops!

No, we're a Bowling Team that just has a "thing" for dark-colored uniforms!

No, we're a Boy Scout Troop suffering from an "identity crisis"!

No, the store down the street just happened to have a great buy on blue serge suits with badges!

Okay, you guys! Knock off the "snappy answers"! Now who knows the names of the five districts in this Precinct . . . ? Who knows the names of THREE of the five districts . . . ? Who can name ONE of the districts . . . ? Who knows the address of THIS Station . . . ? Well, what DO you guys know?!

I know how to short sheet a bed!

I know how to set a pail of water over a door!

I know how to stick a pin into a door-bell so it keeps ringing!

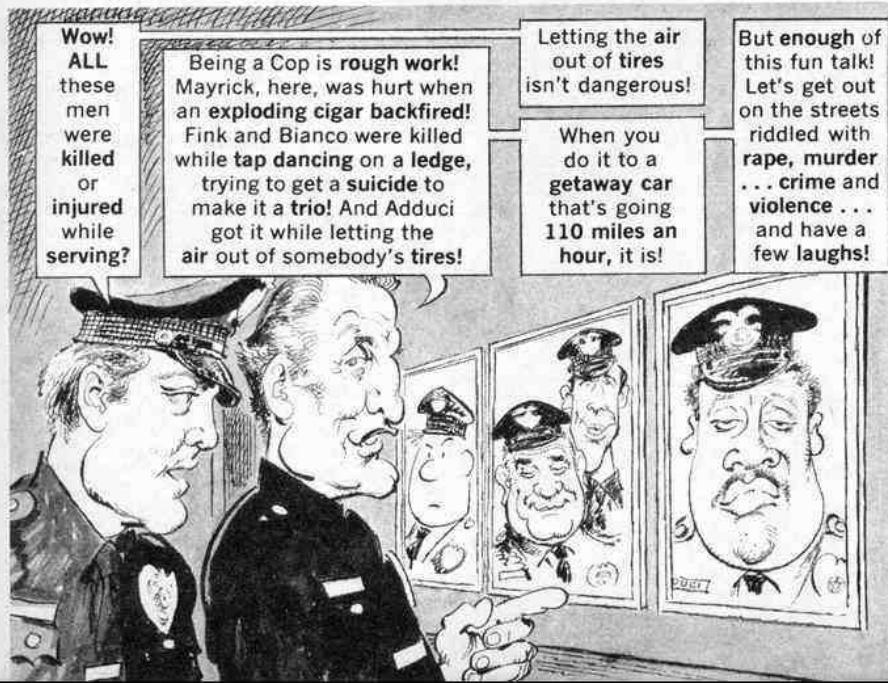
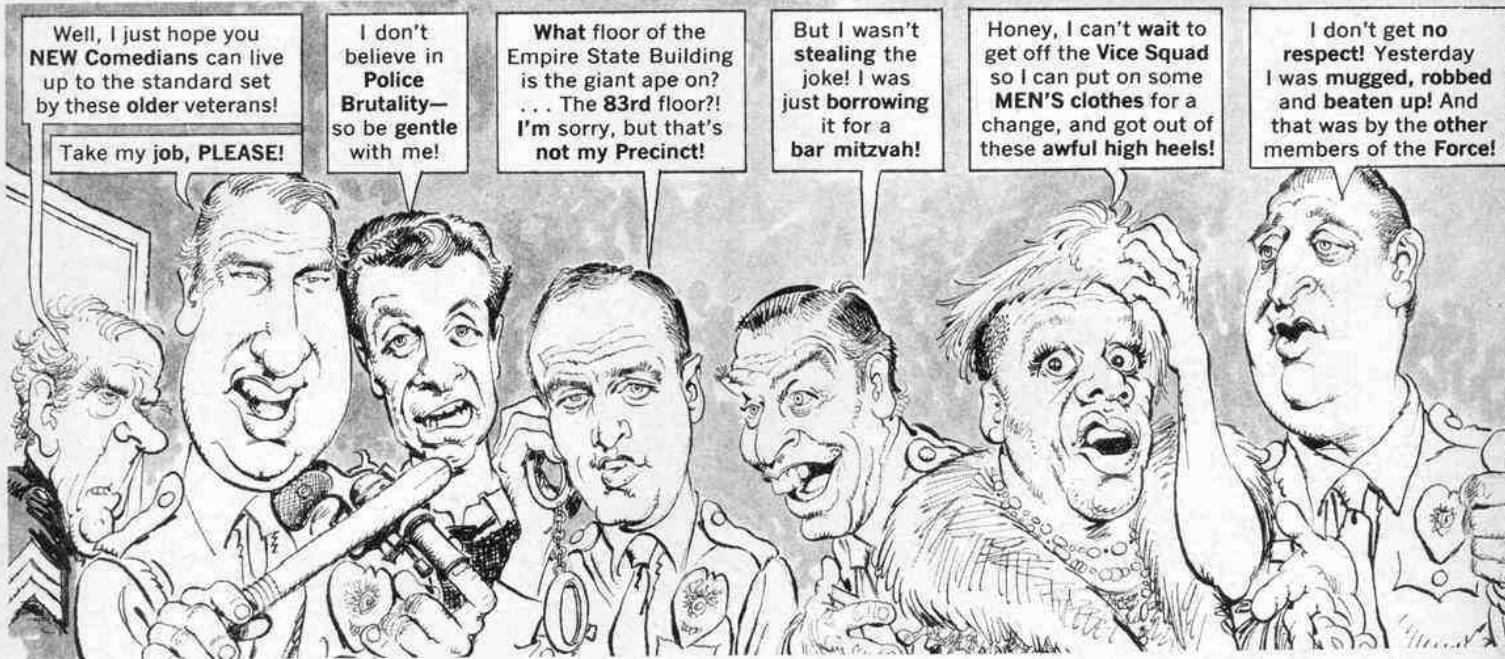
Hmmm! I can see that you guys are gonna be . . .



# THE NEW COMEDIANS

ARTIST: MORT DRUCKER

WRITER: DICK DE BARTOLO



C'mon, now! No more fighting! Tell you what I'm gonna do! I'm gonna grant you two a **divorce**! Would you like that?

Yeah!

No!!

I really mean "Yes!" But if I said that I'd be agreeing with her!

Okay, place your hands on my badge . . . By the power vested in me by the State of California, and by the insane imagination of the writer of this ridiculous film, I now pronounce you **UN-husband and UN-wife!**

But you can't divorce them!

Why not? Last week, I married them!

Le'me tell you a little bit of Kilvicesky's Law! If somebody gives you a fist, you give 'im a stick! If he gives you a stick, you give 'im a knife! If he gives you a knife, you give 'im a gun!

What if they give **YOU** a gun?

How does feet top a gun? You run like a mother!

You give 'em your feet!



Oh-oh! Pull over here! Looks like some trouble that might be good for a few **one-liners**!

Officer, this lady tried to cash a rubber check!

Well! Looks like we **BOUNCED** over just in time!

Is it really a rubber check . . . or are you **STRETCHING A POINT**!?

But seriously, folks . . .

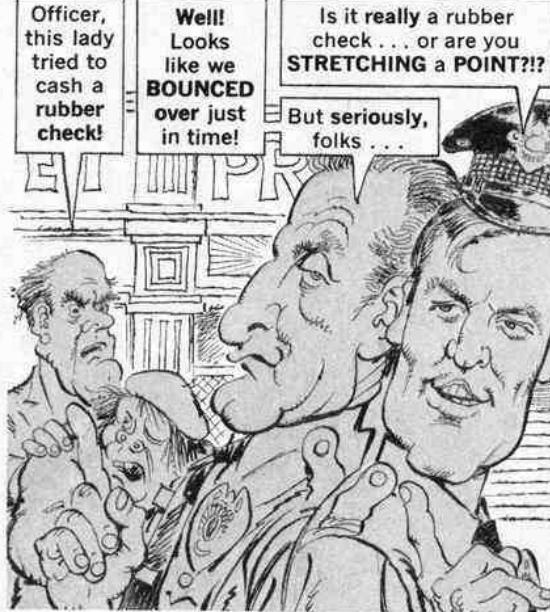
Listen . . . I didn't know it was a bad check! You—you gotta believe me!

I believe you!

You do . . . ?! Then how about **YOU** cashing it for me?

I just stopped believing! Who gave you this check?

A young Black man, about twenty years old, with an Afro haircut, wearing dungarees, a torn T-shirt and dirty leather sandals!



Is this the man?

That's him! That's him!

But this guy doesn't match **ANY PART** of her description, Kilvicesky!!

That's just another bit of Kilvicesky's Law, my friend! Since Judges throw **EVERYTHING** out of Court these days, why bother with little details like matching descriptions??!



Bratty stayed up all night so she could have dinner with us when you came home! Aren't you going to say something to her?

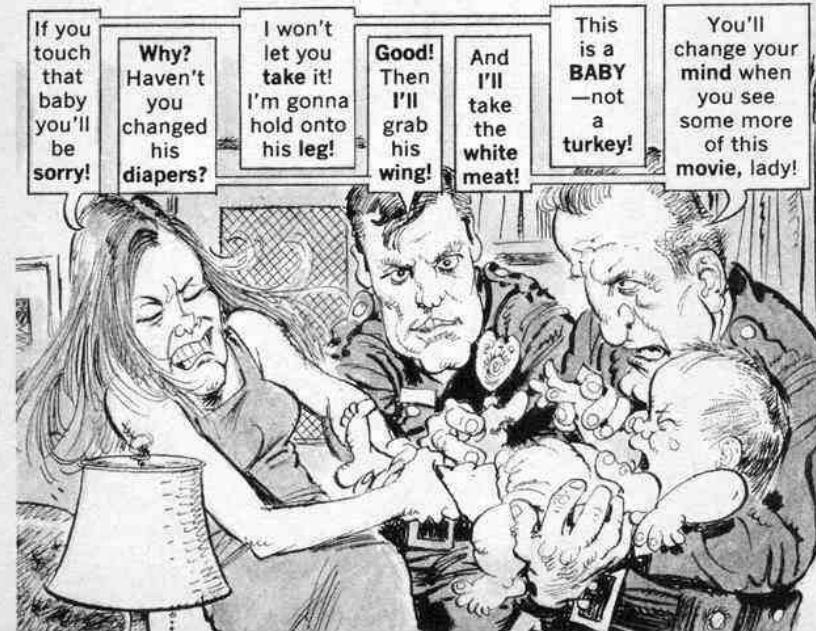
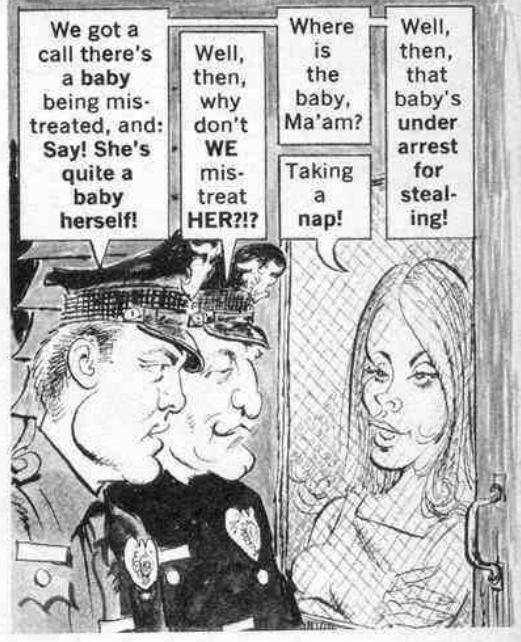
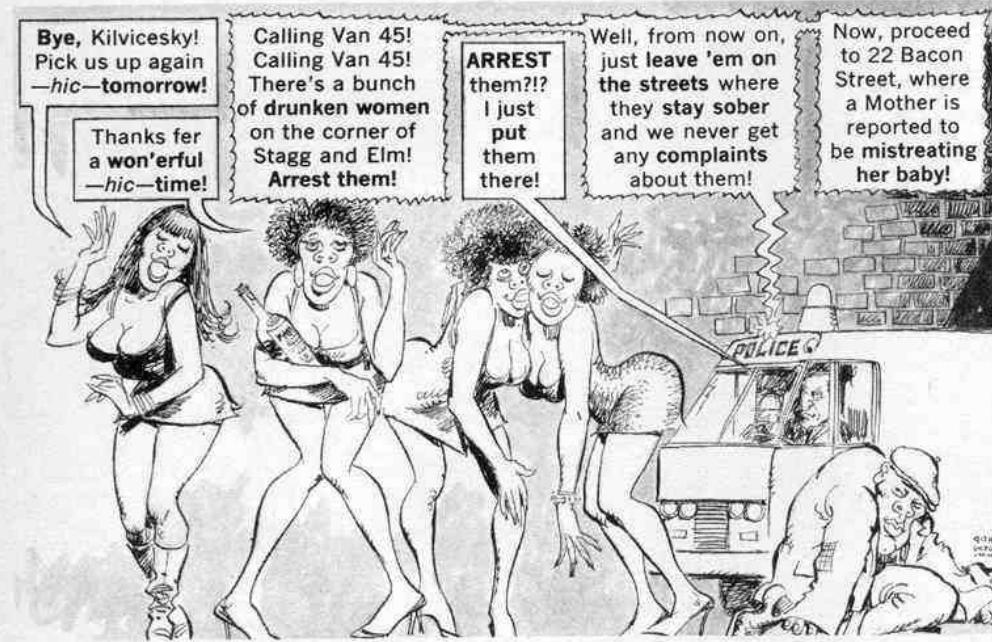
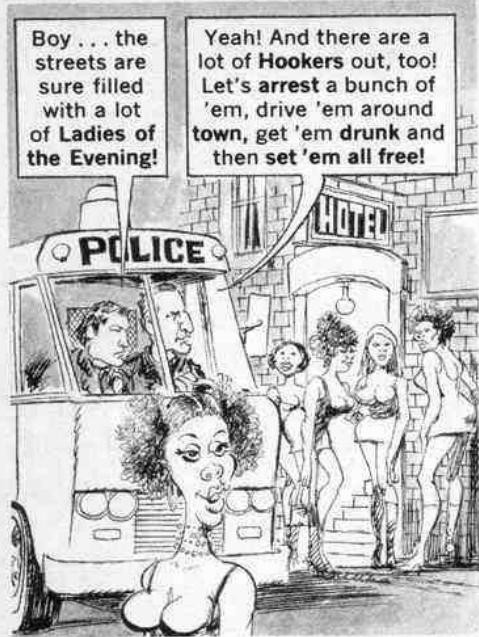
Sure! Bratty, because you stayed up way past your bedtime, you can't have **ANY** dinner!

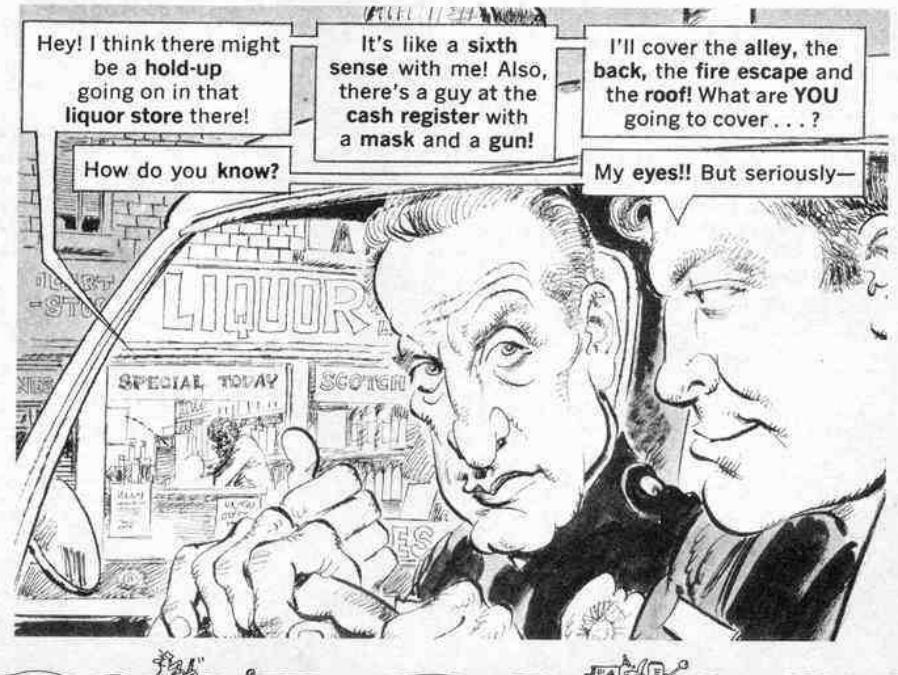
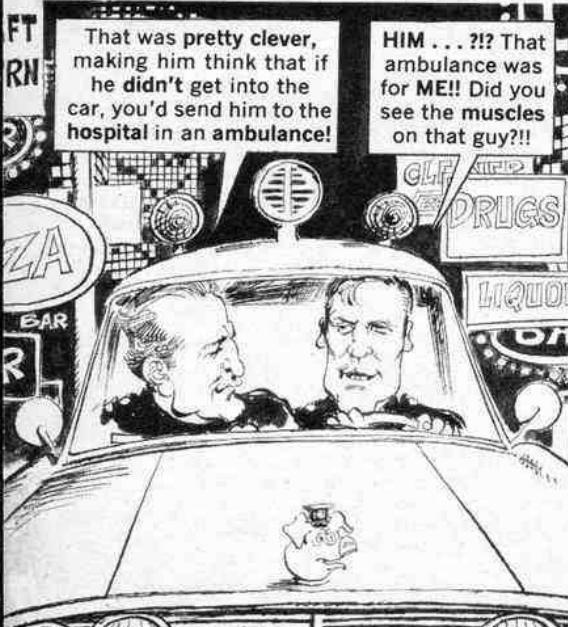
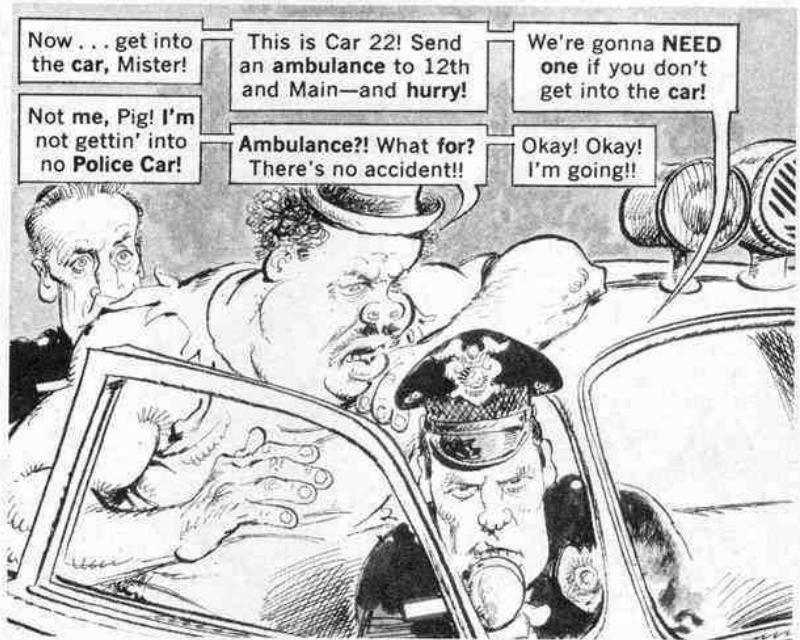
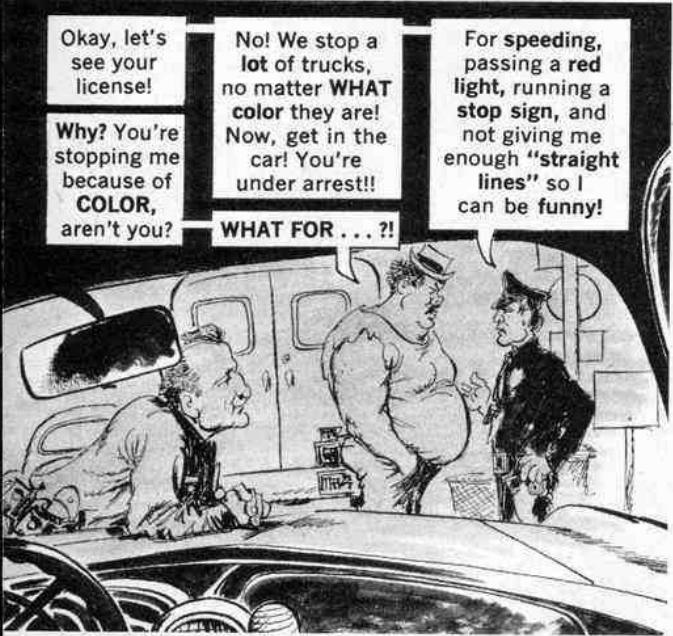
But, Daddy, I'm hungry—yawn—and I'm tired! Can't I eat dinner and go right to bed?

No . . . you can eat breakfast and go right to school! Unless you want me to arrest you for Truancy!

But seriously, folks—







Oh, my gosh! There're a couple of kids making out in this car, and it's right in the line of fire! If there's a shoot-out, they could get hurt!

Hey, you two! Last one out is a rotten egg—



Well? Did you learn anything from that little incident?

Yeah! Never mess with a guy and a girl when they're messing with each other!

I'm glad to see you haven't lost your sense of humor!

No, my sense of humor I kept! What I lost was about fourteen feet of my INTESTINES!!



Tell them they no longer have to pay that crooked slumlord \$50.00 each a month for this! They're all moving into MY place for \$45.00 each a month!

That's great, Kilvicesky! Gee, your apartment is a hundred times better than THIS dump!

My apartment? I'm moving them into my garage! After all, they're only wetheads!

In my garage, they'll be wet-HEADS!! The roof leaks!

But, seriously—



Well, guys! I retire today, so you can have all the Police Equipment I've gathered over the years! Here's a joy buzzer, a squirting flower, some fake doggie pooh, and a cushion that makes a funny sound when someone sits on it!

What are you going to do now, Kilvicesky ...?

Oh, I'll think of something! How about this ...?



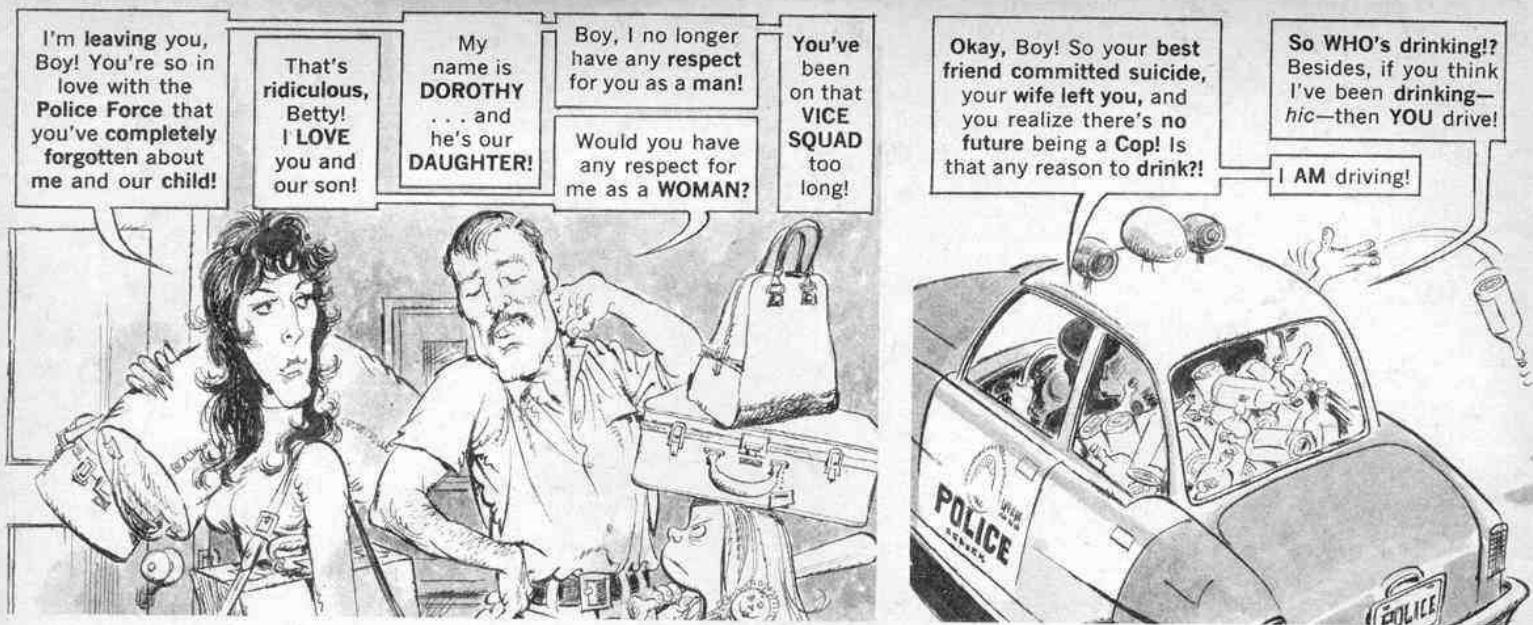
Oh-oh! I needed this like a hole in the head! But seriously—

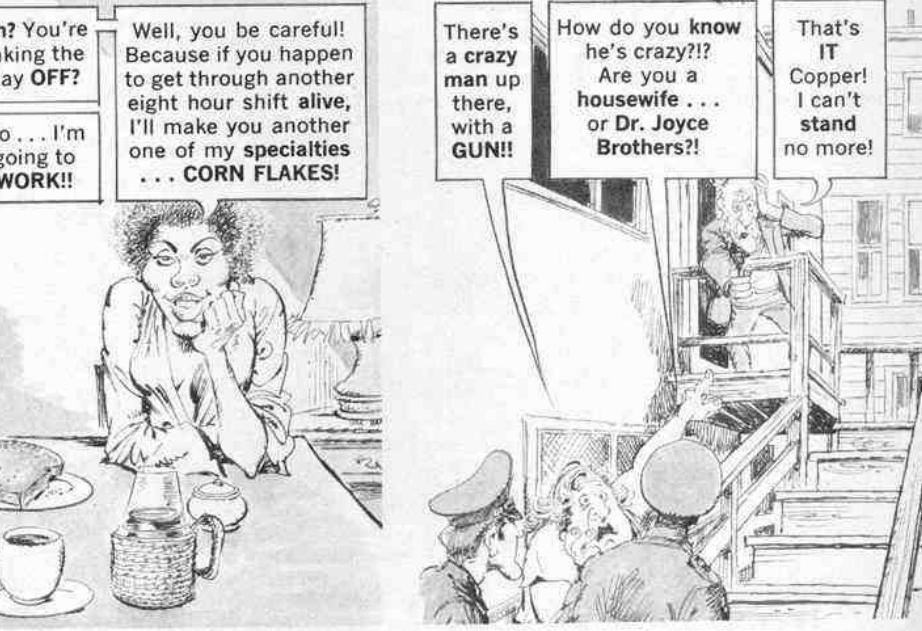
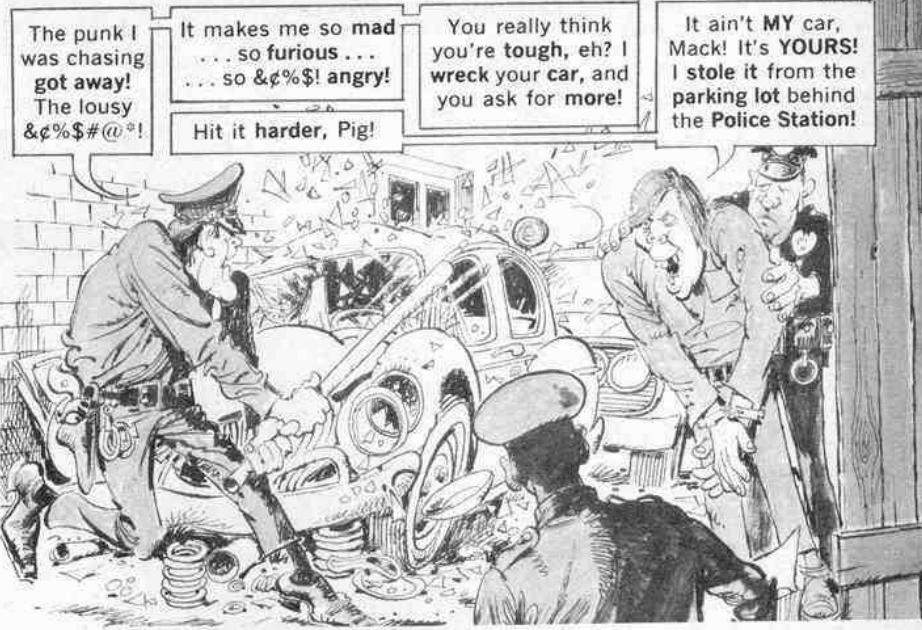


He's dead ... and I know the reason! Kilvicesky shot himself because when someone gives his entire life to the cause of Justice ... and his retirement comes, he's got nothing else to live for!



Wrong! I know a better reason! Kilvicesky shot himself because he thought he was pulling the trigger on THIS gun! He was a comedian ... right to the end!





SCREEN PLAGUES DEPT.

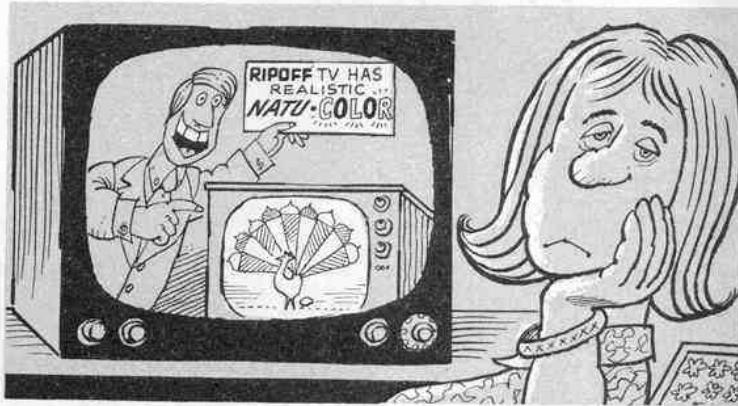
Hey, gang! Here we go again with another MAD "Hate Book" . . . those little literary gems calculated to help you feel better by letting

# THE MAD TV VIEW



**DON'T YOU HATE . . .**

. . . portable sets that seem light enough when quick-lifted in the store, but turn out to be designed for weight-lifters when actually used.



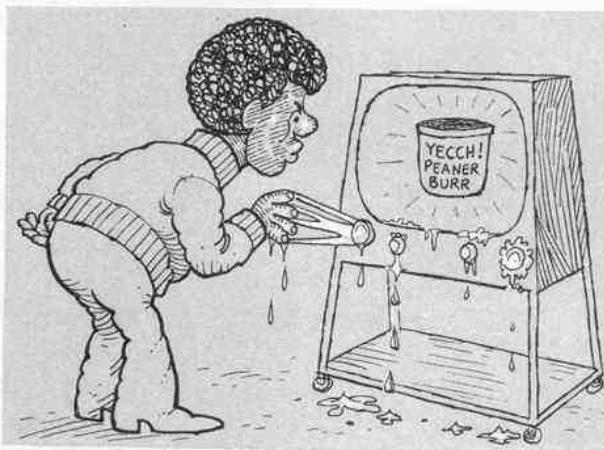
**DON'T YOU HATE . . .**

. . . the idiocy of advertising the wonders of color TV on TV, since you can't see it if you don't have a color TV set . . . and it's a waste of time if you already do.



**DON'T YOU HATE . . .**

. . . commercials that are bad enough when seen once, but which are repeated *ad nauseum* throughout the day.



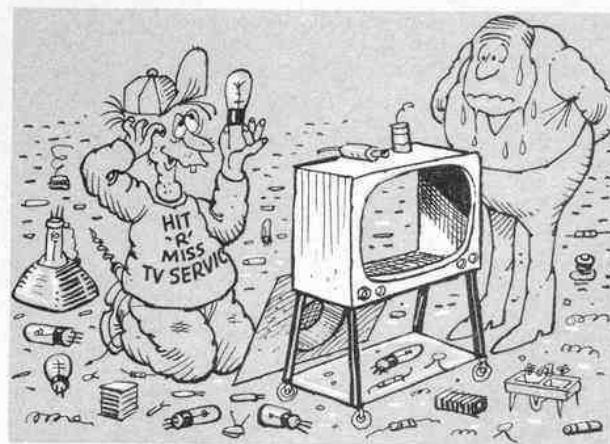
**DON'T YOU HATE . . .**

. . . discovering that kids eating peanut-butter-and-jelly sandwiches were using the TV set before you.



**DON'T YOU HATE . . .**

. . . two great programs scheduled for exactly the same time, while the rest of the month's TV programming is barfsville.



**DON'T YOU HATE . . .**

. . . watching the klutzy TV repairman use the "hit-and-miss" method of locating the trouble in your TV set.

you blow off steam about your pet hates. This one is designed for all you TV Viewers out there, and is called (quite naturally) . . .

# ERS HATE BOOK

ARTIST & WRITER:  
AL JAFFEE



## DON'T YOU HATE . . .

. . . parents who yell about the time you waste watching those TV Cartoon Shows when all they watch all day long is such uplifting and informative programs as Soap Operas and idiotic Game Shows.



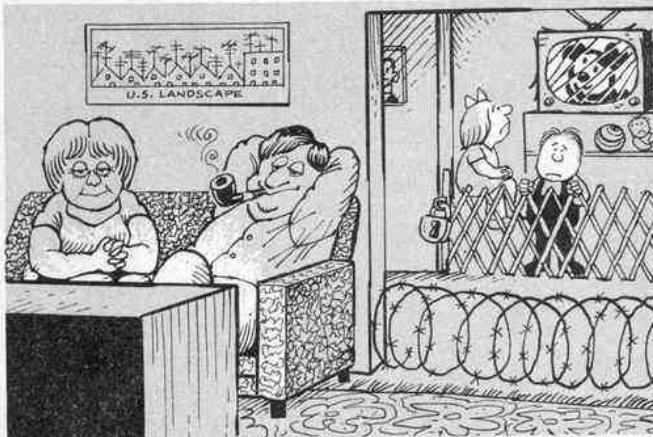
## DON'T YOU HATE . . .

. . . TV Sports that are scheduled on all the days your Dad is off, which prevents him from participating in any real sports with you.



## DON'T YOU HATE . . .

. . . when everyone is talking about the greatest show ever presented on TV, and you're the only one that missed it.



## DON'T YOU HATE . . .

. . . parents who buy a big new color set for themselves and put the old black-and-white set in the playroom for the kids.



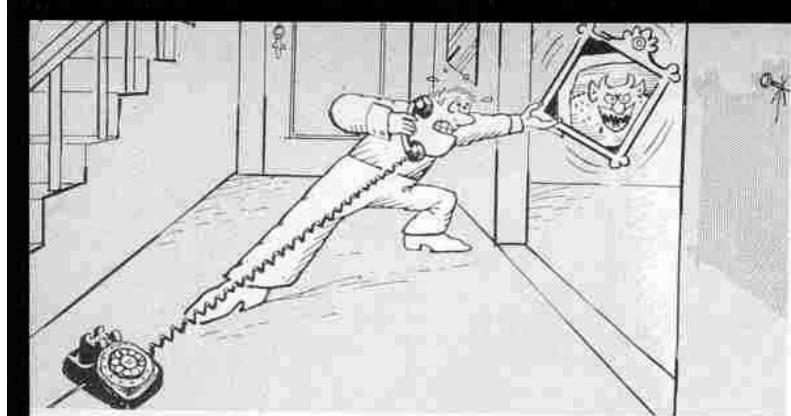
## DON'T YOU HATE . . .

. . . when somebody says, "And now, let's pause a moment for station identification!" and what you get is nine consecutive commercials.



## DON'T YOU HATE . . .

. . . self-service tube-testing machines that are about as accurate as a \$2.00 watch.



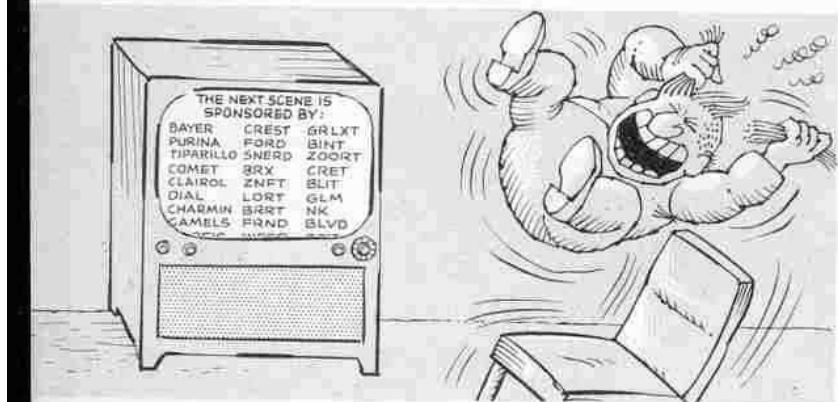
### DON'T YOU HATE ...

... getting an important phone call during the final minutes of a fascinating mystery you've been watching for two hours.



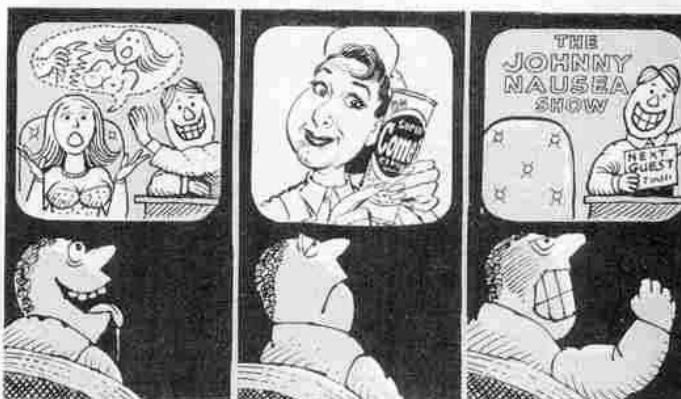
### DON'T YOU HATE ...

... unexpected company just as you're settling down to watch a program you've waited three weeks to see.



### DON'T YOU HATE ...

... how they pile on commercials toward the end of a movie because they know you aren't likely to tune out after watching this long.



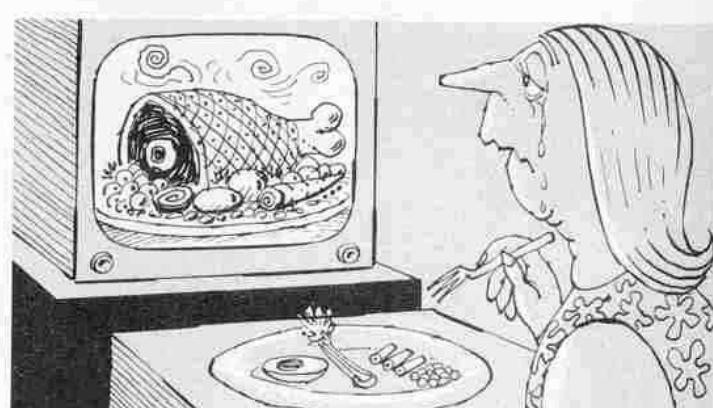
### DON'T YOU HATE ...

... talk shows that break for six inane commercials just as a guest is about to make a dazzling point.



### DON'T YOU HATE ...

... discovering, after hours of watching, that you can't make head or tail out of a movie because it's been so heavily censored for TV.



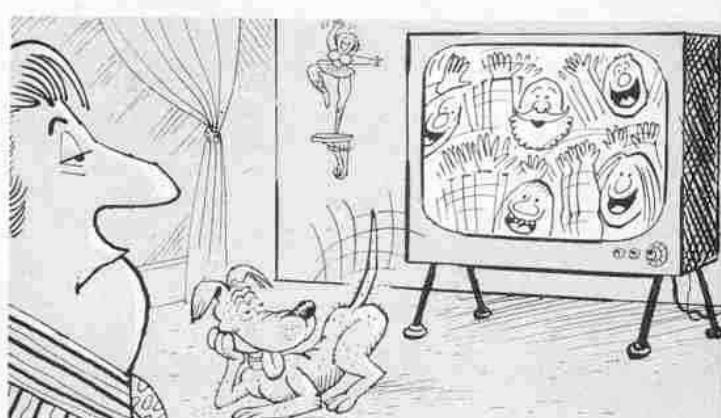
### DON'T YOU HATE ...

... when they show one commercial after another of luscious, delicious-looking foods . . . and you're on a starvation diet.



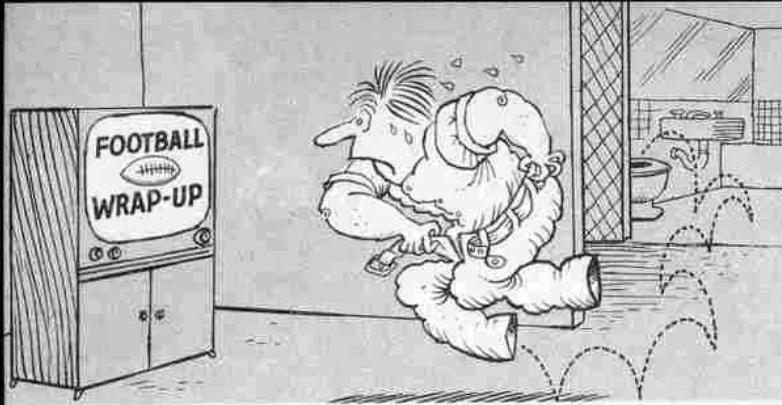
### DON'T YOU HATE ...

... the distracting nuisance of TV in public places.



### DON'T YOU HATE ...

... people who wave like idiots when they see a TV camera.



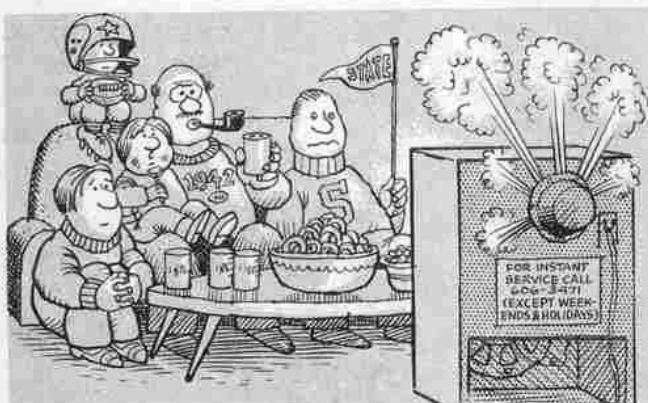
**DON'T YOU HATE...**

... holding out as long as you can, finally going to the bathroom, and coming back too late to even see the replay of the winning touchdown.



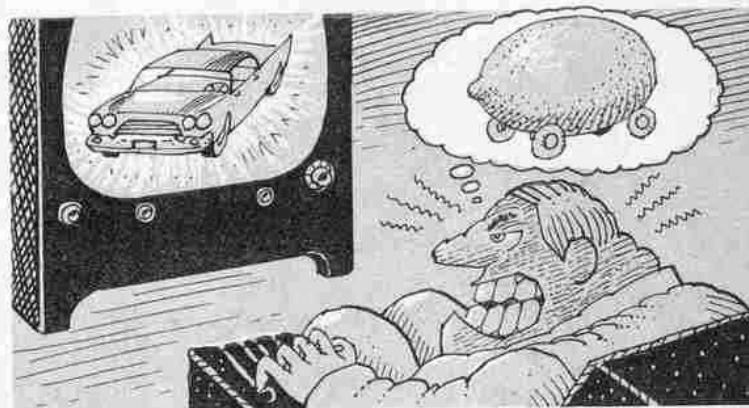
**DON'T YOU HATE...**

... having younger children in the family who somehow manage to remove and misplace every knob on the set.



**DON'T YOU HATE...**

... settling down for a long weekend of great Championship Sports, and the picture tube blows on the very first play.



**DON'T YOU HATE...**

... watching a commercial extolling the virtues of a product you just bought which is the biggest mistake you've ever made.



**DON'T YOU HATE...**

... that huge building that's suddenly erected right between you and all the TV transmitters.



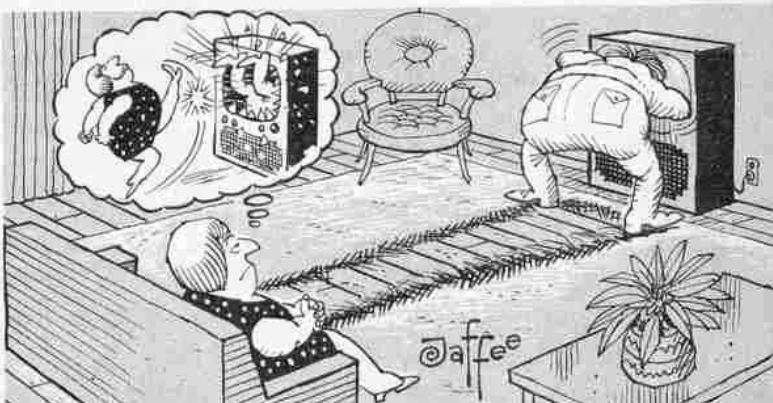
**DON'T YOU HATE...**

... finding out that those bleeped out words on a show you saw weren't anywhere near as filthy as the one's you'd conjured up.



**DON'T YOU HATE...**

... meals prepared by Mothers addicted to Daytime TV.



**DON'T YOU HATE...**

... people who are never satisfied with the way a set is tuned.

Wilfred E.  
2 A  
Mr. Sumer Vacashin

i spent too to weeks all summer  
at my granpa Effies on a farm  
in Conzo Conz Conzus. i saw  
manny pigs their. sum of the  
pigs saw me too two. WITH THERE  
tiny eers eyes. the big pigs were  
verry big. sum Little pigs got  
born WHILE i was their. they were  
Littler. MY granpa Effie gos out  
and feeds the pigs evrry day.  
i think that is what Maiks the pigs  
SMELL like MY granpa Effie evrry day.

Billy Eftie, 6B

How I spent my Summer Vacation  
I spent all summer just hanging  
around having mumps and  
chicken pox and my cuzzen visit  
me. He is from Gong Keout  
out west wear I visited my  
grampa a coupel years ago.

My grampa has a farm ranch there and grows pigs with very small eyes. (on the pigs) I remember I saw many big pigs and some littler ones there when I visited him. I guess even the littler ones are big now because he cauws my grampa feeds them a lot to make them smell. He smells too. (my grandpa)

I spent my summer vacation thinking a lot about that. Especially when my chickenpox made me sick and those throw up.

**SYMBOL ENGLISH DEPT.**

Among the more dismal things about going to school is the expectation by teachers that you will read books and grind out homework from the day you are first able to pick up a pencil until the day you're finally allowed to pick up a diploma. Worse yet, you're bullied into writing thousands of themes, book reports, term papers and final exams as evidence that you really read all those books and did all that homework. But worst of all, most students plod

# REW WAY

Bill Eftie  
General Science II

## Special Work Project Report

As my special work project to get extra credit this summer I picked pigs as studying them is very scientific. ~~quiet~~ and get my extra credit

To do my study project and get my extra credit, I got out all the notes I made a couple summers ago when I went to study pigs on my grand father's farm in Long Kegao, Lower. Also I got a lot of books out of the library.

## Part 2 - Scientific Conclusions

Part 2 - Domestic Animals  
Pigs are a branch of the hog family, which although born small grow to be among our larger agricultural animals of probably 100 pounds or probably more. This is probably due to their being fed daily or often which is probably often more than they need to eat which therefore makes them fat. We probably proved this scientific theory last semester studying how food we eat gets converted into energy which if you don't use it makes you fat.

Therefore, my special work project for extra credit proved scientifically that pigs are like people in this respect. Also the pigs and my grandfather smell a lot alike which makes them alike in another respect which is another scientific conclusion I got from my special work project for extra credit. Also they have very small eyes and stare at you, but that is only the pigs.

through the years of drudgery without realizing that the whole ridiculous thing is avoidable. It should be obvious to anyone with an ounce of connivance in his soul that breezing through school without ever cracking a book is a cinch if one remembers two simple facts: (1) The first theme you wrote in second grade can be rewritten to fill every assignment you'll be saddled with later on, merely by adding some appropriate big words and twisting the subject

matter around a little! And (2) teachers seldom read the trash turned in by students anyway! All that really counts is filling lots and lots of pages with words, thus "proving" that you've emerged with a clear grasp of whatever it is you're supposed to be grasping.

MAD herewith demonstrates what an easy swindle it is to master. And once you've got it down pat, you, too, can loaf through the next fifteen crucial and formative years as you're . . .



# WRITING YOUR TO A PH.D.

WRITER: TOM KOCH

Bill J. Eftie  
Remedial Sophomore English  
Mr. Walgrebe - Period 7

## "A TALE OF TWO CITIES"

I found this book to be 527 pages long and as talked about in class, a work of great English literature even though most of it seems to be about France. It is well written and holds the interest of the reader well; especially through the first chapter.

My only criticism of the authors' writing is the way he never says in the first chapter that the rabble (who were the French country people of their day that started the French revolution by killing all the city people) probably raised many pigs on their farms. I think if the book would have made more sense if the author had said this in the first chapter because pigs smell and have to be fed every day which could have made the rabble act like they did.

Unless the author wrote about it in later chapters, the reader would not learn that pigs have very small eyes and stare at you when you stare at them.

This could make the rabble bloodthirsty as I learned while doing a lot of outside reading in Kansas a couple of years ago. But the author leaves this important fact out of Chapter 1.

I have no other criticism of this book as I found all the rest of it to be a work of great literature as we talked about it in class.

## INTRODUCTION TO PSYCHOLOGY

### FINAL EXAMINATION

### SPRING QUARTER

NAME Wilfred Eftie

Discuss the role of childhood trauma in producing neurotic adult reactions to external stimuli.

1. Many case histories found in optional supplementary reading for this course prove that childhood trauma produce neurotic adult reactions to external stimuli. A classic example is that of Bertha M., discussed in a large book not available in our library. As a child, Bertha M. was never told that pigs are born small but grow larger and, in time, create an odor that can be transmitted to humans. Frightened by such external stimuli, she lapsed into childhood trauma, which soon worsened when she found that pigs also have small eyes and stare at people. In later life, this caused Bertha M. to develop a phobia about touching pigs even though she didn't look Jewish. Her case is so typical of the type discussed in the assigned reading that citing further examples would merely be repetitions.

Wilfred J. Eftie  
Advanced U.S. History 405  
Independent Study Report--Fall Quarter

CONTRIBUTORY FACTORS IN THE CLOSING  
OF THE AMERICAN FRONTIER

Much has been written attributing the ultimate termination of frontier life in the United States (both ethnic and subsidiary) to the Oklahoma land rush, the invention of barbed wire and similar events occurring between 1890 and later on.

However, exhaustive research into the matter reveals that the approaching halt of the nation's westward thrust could be foreseen at roughly the same time as a result of the coming of the domestic pig to such previously untrammeled areas as Kansas.

Though the subject is seldom touched upon except in unpublished source material, the fact that pigs are born small and grow to exceptionally large size could well have played a role in the elimination of the buffalo, the Indian and the cowboy from the Great Plains region. Certainly, the cowboy (a classic frontier symbol) found himself encroached upon by the new swine-oriented culture, and so was forced off the land by the first generation of pigs to grow to maturity.

Additionally, pigs have remarkably small eyes with which they tend to stare at people (including Indians), and this alone is sufficient to reveal a

THE ABSENCE OF RURAL FAUNA AS IT RELATES  
TO THE PROLIFERATION OF URBAN DELINQUENCY

A Thesis Submitted for the Degree of Master of Arts  
in Sociology by Wilfred J. Eftie, B.A.--1971

Viewed empirically, the sociological discipline has accorded scant notice to the absence of rurality as a causation for urban life patterns in general, and, more specifically, for the overall spread of anti-social behavior among the youthful. It is the intent of this thesis to prove, both through existing literature and original research, that urban delinquency is confined chiefly to cities because of a progressive absence of farm animals in such concentrated centers of population.

Indeed, a direct inverse mathematical correlation may be quickly established by the perceptive student through application of the simple formula

$$F = PSM^2$$

H

(Felonies equals the square root of People per Square Mile divided by Hogs).

Though available literature provides few concrete figures on either swine density or felonious crime in the 18th century history of a typical urban center such as the Bronx, the fact remains that pigs have very small eyes with which they stare at people. Furthermore, this staring practice is the apparent sole factor accountable for the crime rate differential between the Bronx and such traditional H.H.D. (High Hog Density) areas as Kansas.

Moreover, existing source material fails to mention that pigs are born small, but then grow to an ominously large size. Obviously, this phenomenon alone would tend to serve as a crime deterrent in H.H.D. areas.

Finally, in the pages that follow, we shall explore the role of pig smell (or, conversely, its absence) in the field of crime detection and many

**A QUALITATIVE ANALYSIS OF SWINE VISION  
AS IT PERTAINS TO HUMAN BEHAVIORAL  
RESPONSE IN OSBORNE COUNTY, KANSAS.**

A dissertation based upon primary research  
and presented as a qualification for the  
degree of Doctor of Philosophy in Abnormal  
Zoology by Wilfred Jeffred Eftie.

The original research data hereinafter presented is based solely on heretofore unpublished findings as compiled over a two year period<sup>1</sup> during which residents of an ethnically typical Kansas farm were subjected to being stared at by the 42 hogs<sup>2</sup> comprising this study's "control group".

Without resorting to value judgements, it is the intent of this research project to substantiate an empirical relationship between the small size of the median swine eye<sup>3</sup> (as intensified through the pig smell/eyelid blink factor<sup>4</sup>) on the one hand, and resulting intrafamily behavioral oddness on the other.

Though the visual capability of the Poland China hog is not scientifically measurable, the literature abounds with proof that this breed tends to have white bristles<sup>5</sup>. By the same token, animals in the control group progressed, without exception, from small to large size as they matured<sup>6</sup>, thus creating the impression that they could both see more and take increasingly decisive action in response to visual stimuli.

These factors<sup>7</sup>, as will be correlated in the following, tend to bring forth human peer group subservience, thus giving rise to such defensive Kansas colloquialisms as "hog-wash", "schweinhundt", and, most revealing, "in a pig's eye".<sup>8</sup> This "sour grapes" response typifies the full range of

1. 1953 & 1954, primarily in July.

2. 41 Poland Chinas (*Chinus Polockus*) and one brown one.

3. As computed in cubic centimeters.

4. Ibid.

5. Funk & Wagnalls Standard Dictionary, 1939 Edition, pg. 878.

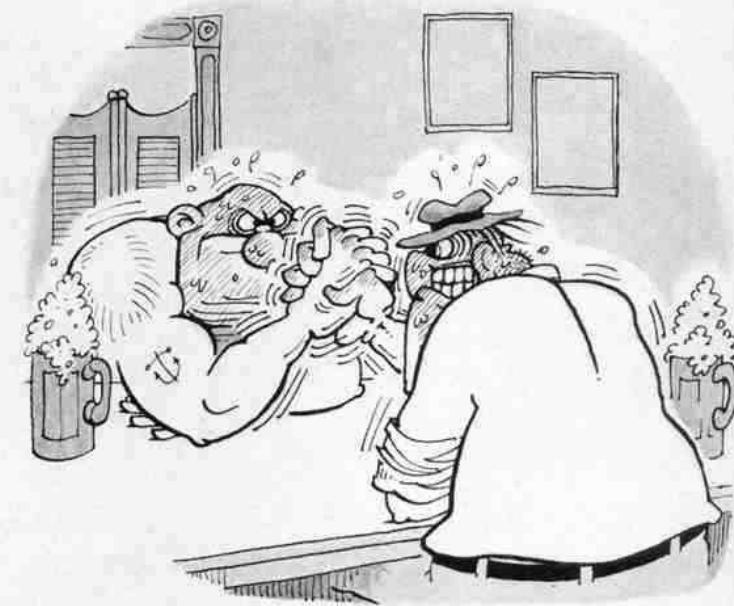
6. Approximately 12 lbs. to much heavier in addition to larger.

7. See above.

8. Greebick, "The Pig in Our Language," privately printed, 1884.

DON MARTIN DEPT. PART I

# LATE ONE NIGHT IN A WATERFRONT TAVERN



BERG'S-EYE VIEW DEPT.

# THE LIGHTER SIDE OF...

# READY

Throughout all of the Dark Ages, it is estimated that only about one thousand books were written!



While in our Modern Era of education and enlightenment, it is estimated that over one thousand books are published every single day!



Boy, the kids in the Dark Ages sure had a good thing!



Somebody told me you're a real weirdo!  
All you do is read smut and pornography!

Whoever told you that is a big fat liar!

Oh, yeah?! Well, what do you call these magazines . . . Holy Bibles?

No, I call that smut and pornography!

SEE?! THEN YOU DO READ ALL THAT DIRTY STUFF!!

I DO NOT!!

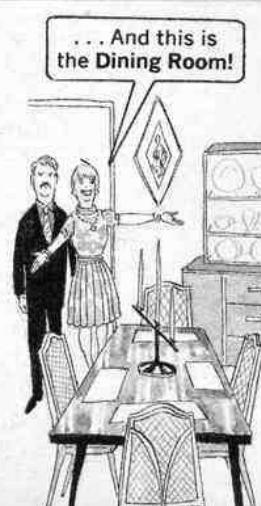
I just look at the pictures!



Let me show you around the house!



This is the Living Room!



. . . And this is the Dining Room!

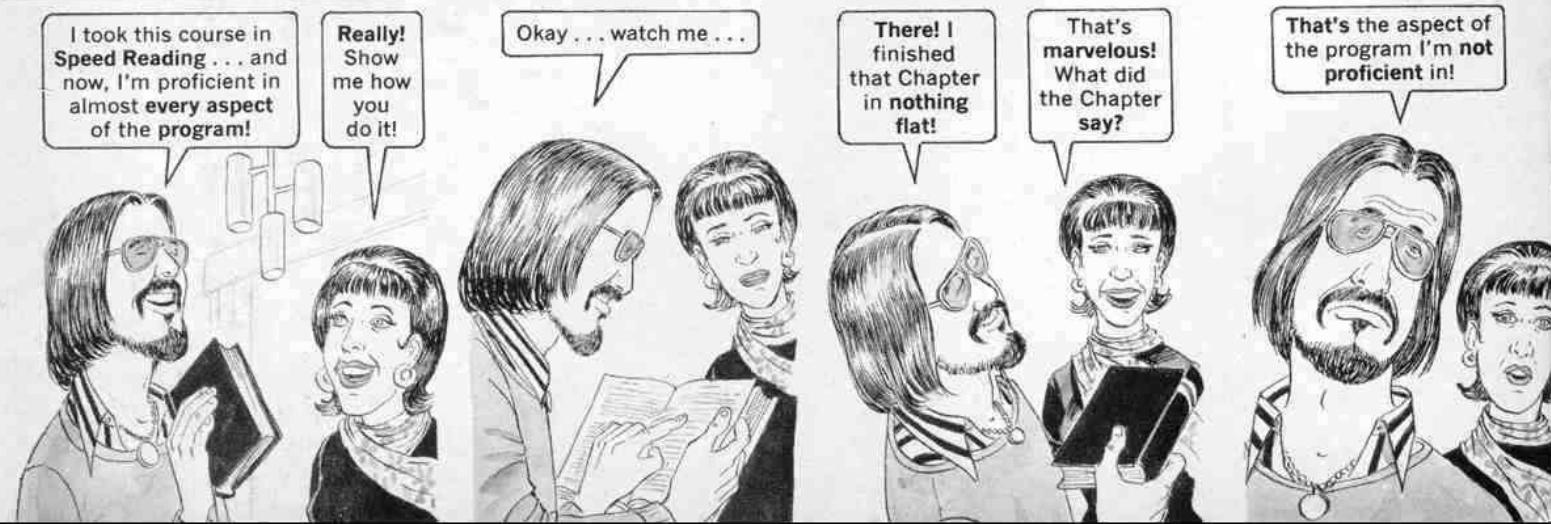
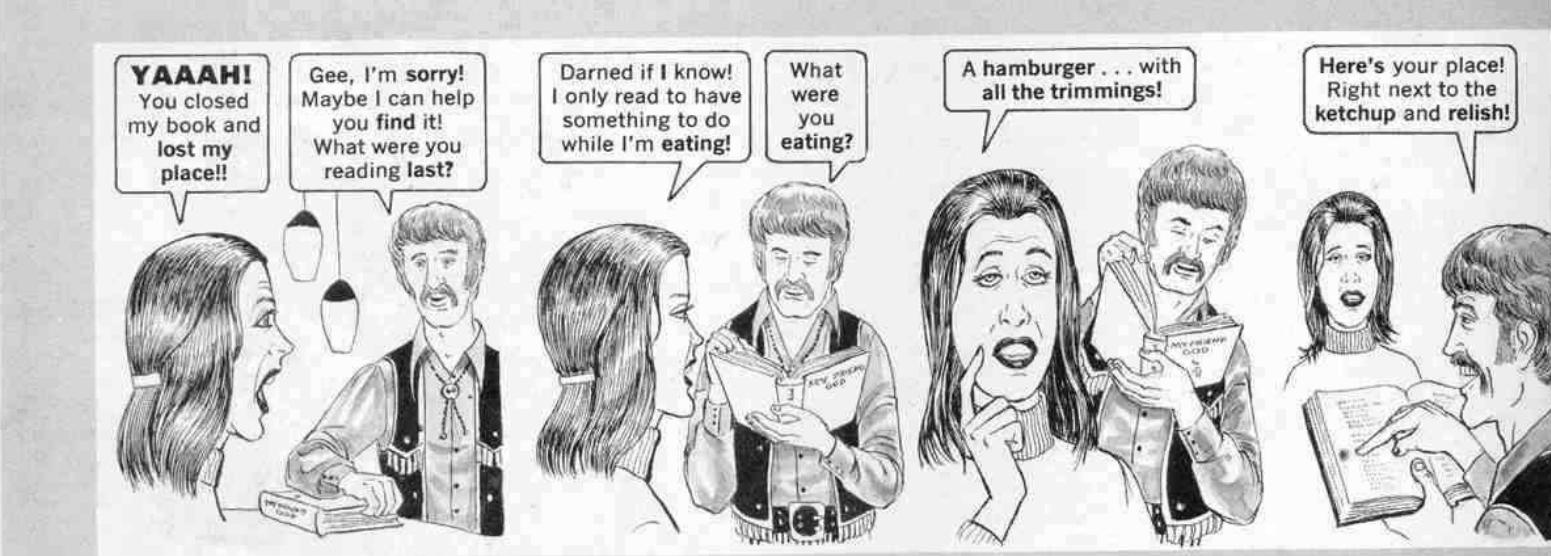
. . . And this is the LIBRARY!!

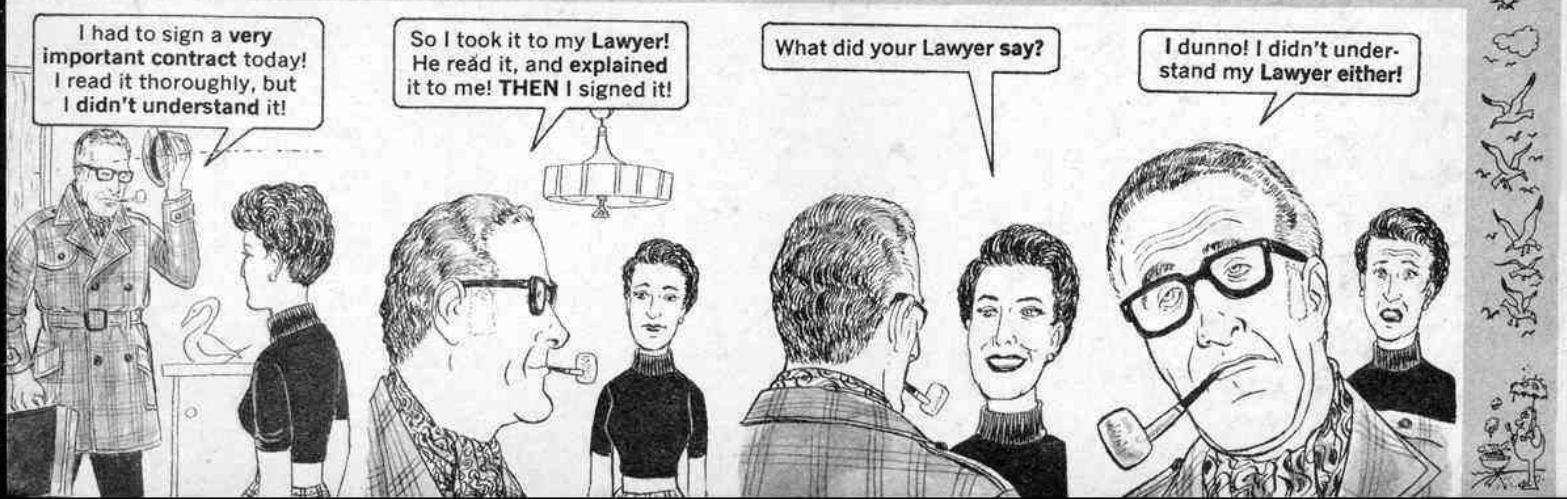


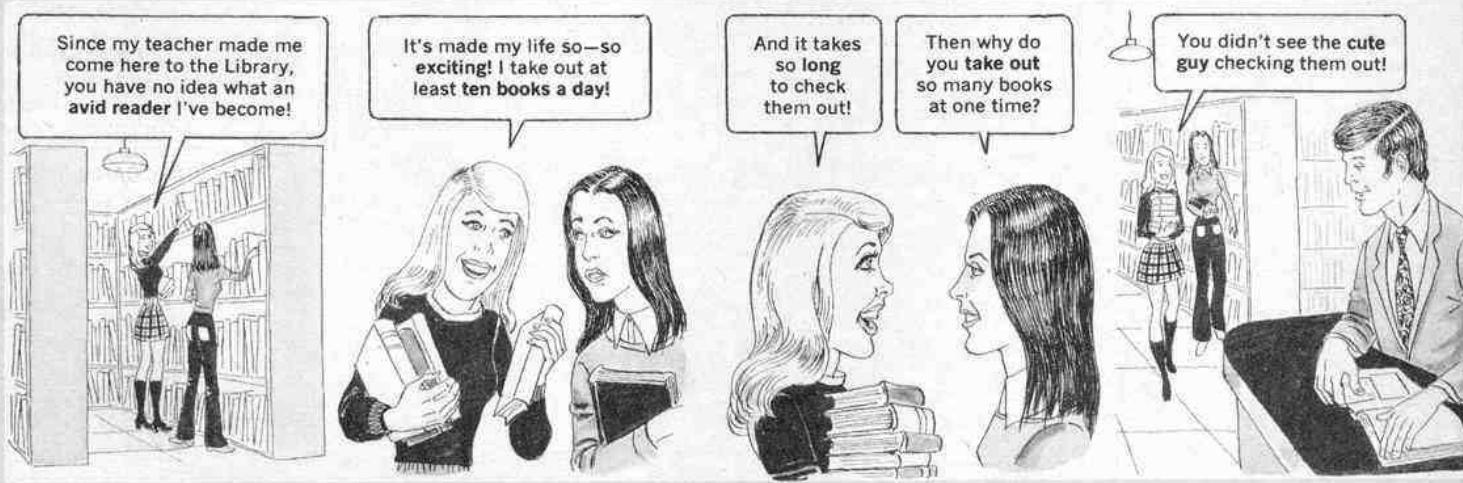
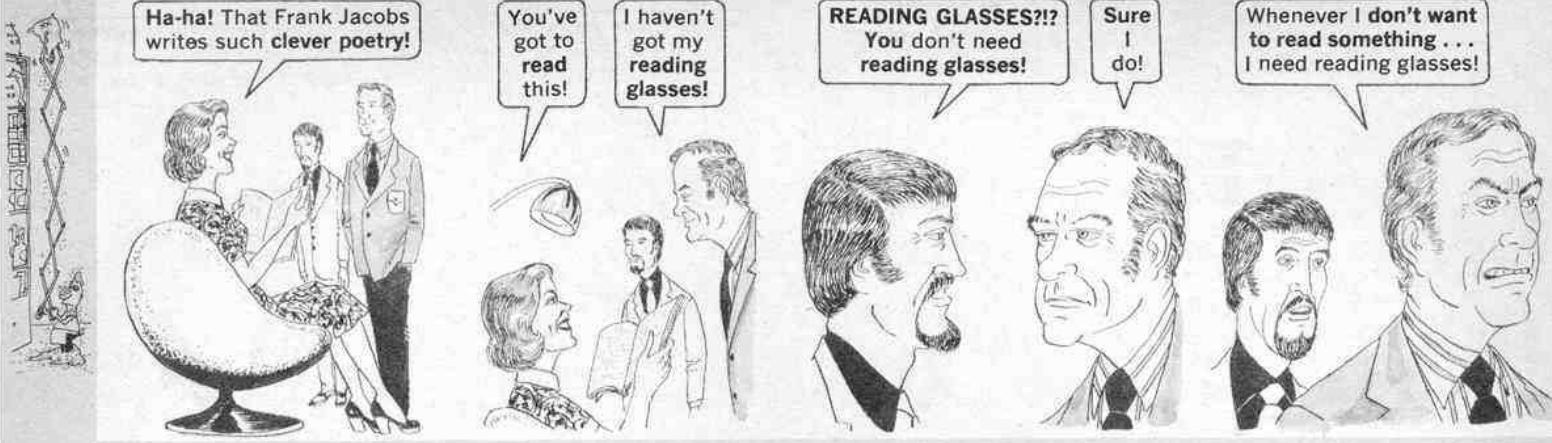
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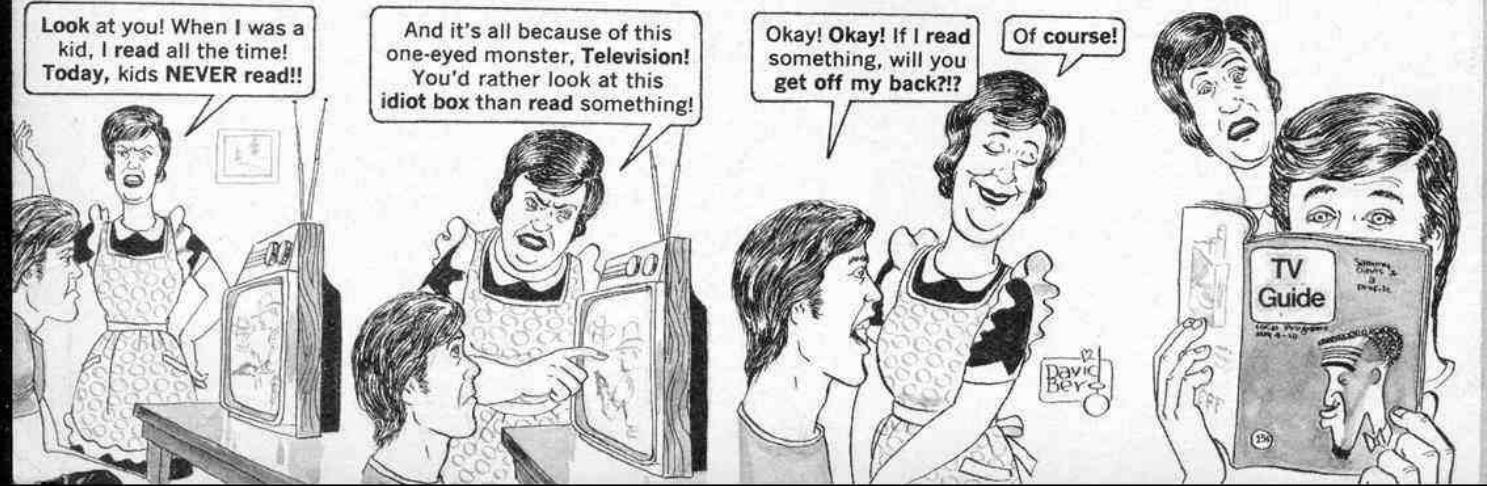
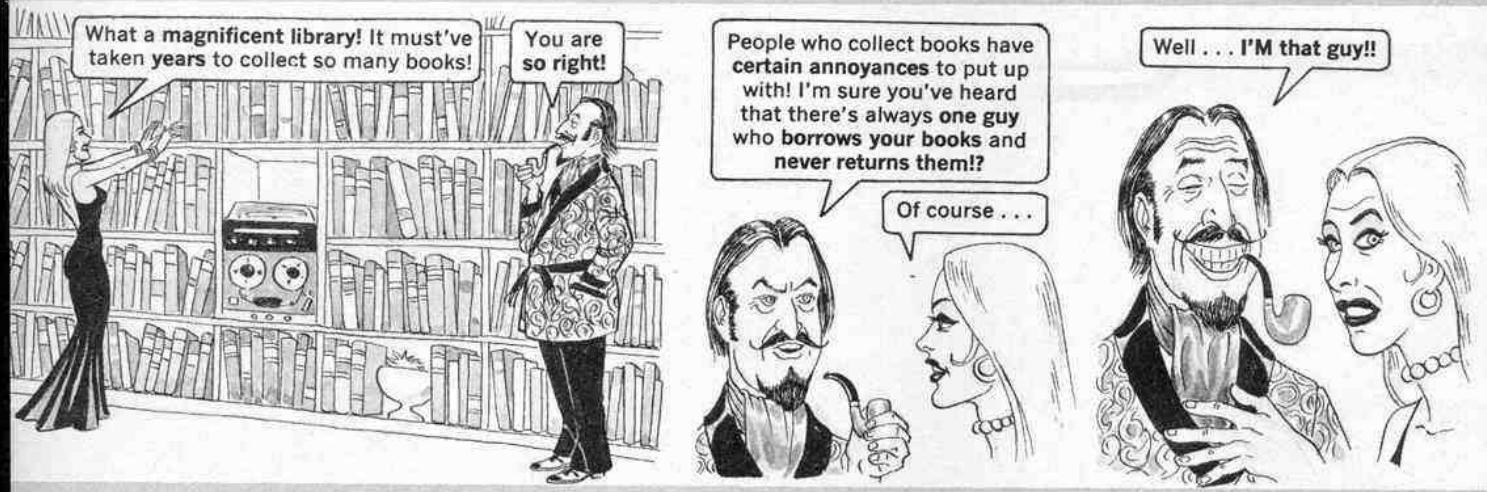
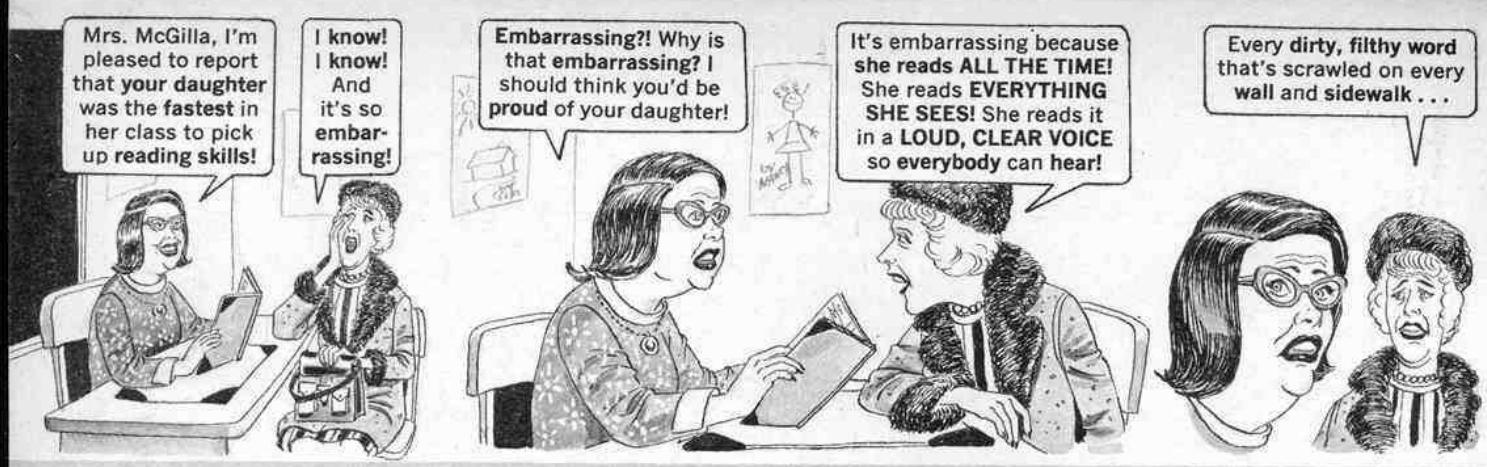


ARTIST & WRITER: DAVE BERG

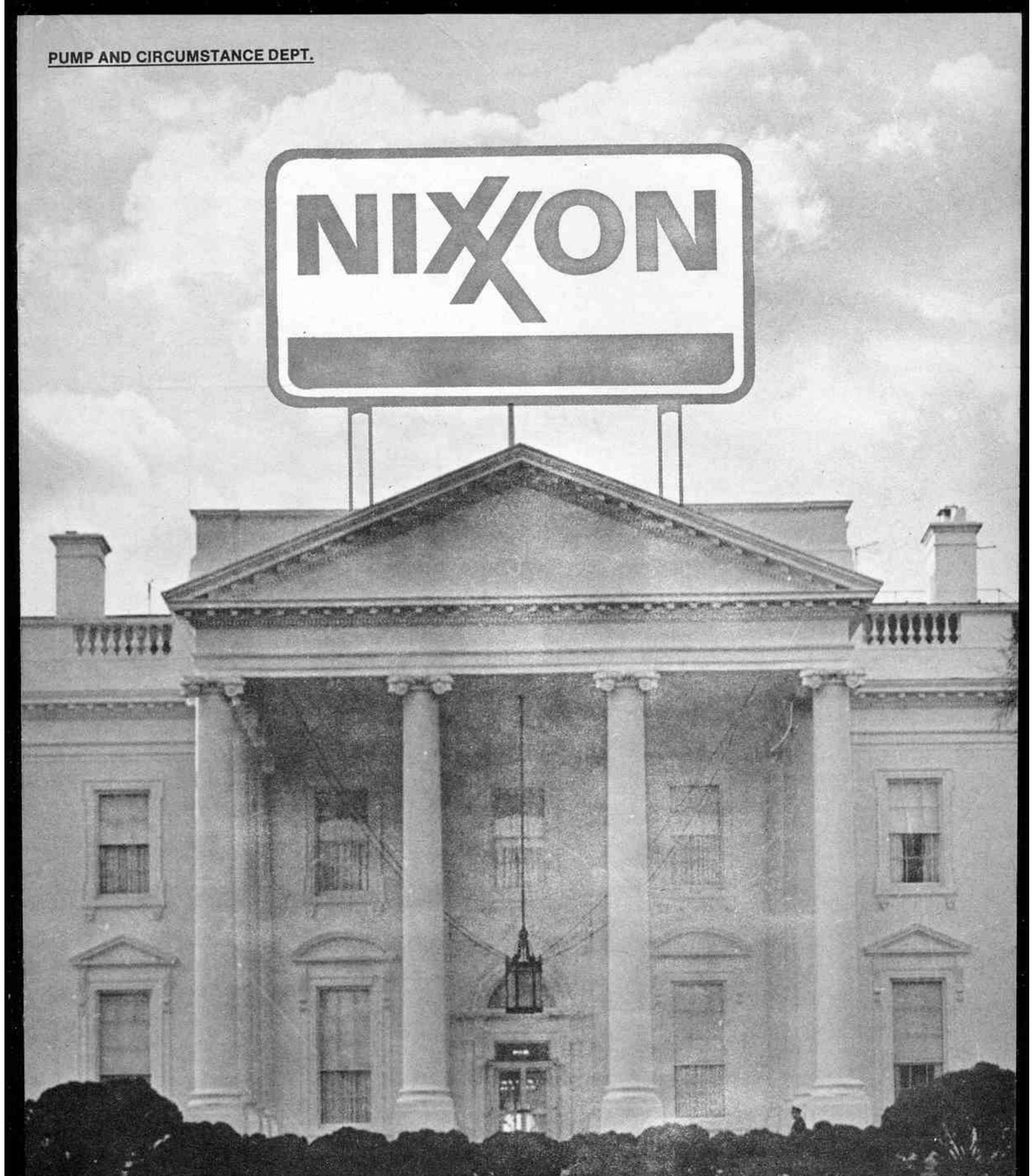








PUMP AND CIRCUMSTANCE DEPT.



NIXON

...But It's Still The Same Old Gas!

# Why Does It ALWAYS

Why Does It ALWAYS HAPPEN That...



...you're forever being told to line up in alphabetical order... and your name is Zybisko?

Why Does It ALWAYS HAPPEN That...



...no matter which direction you're driving on the freeway, it's the traffic going the other way that's flowing smoothly?

Why Does It ALWAYS HAPPEN That...



...every time you're lucky enough to find a parking space, you can't find any change for the meter?

Why Does It ALWAYS HAPPEN That...



...by the time you save up enough trading stamps to get what you wanted, the item has been discontinued.

Why Does It ALWAYS HAPPEN That...



...when you finally remember to buy razor blades, you immediately run out of your shaving cream.

Why Does It ALWAYS HAPPEN That...



...your only decent golf shots come when nobody's watching?

Why Does It ALWAYS HAPPEN That...



...the "Express Check-Out" becomes the slowest moving line in the Supermarket as soon as you get on it?

# HAPPEN THAT...

ARTIST: JACK RICKARD  
WRITER: TOM KOCH

Why Does It ALWAYS HAPPEN That...



... Bank Tellers conspire to wait until you're next in line, and then all go out to lunch?

Why Does It ALWAYS HAPPEN That...



... Doctors who keep you waiting the longest have the dullest magazines?

Why Does It ALWAYS HAPPEN That...



... the whole Final Exam is based on the only lecture you missed?

Why Does It ALWAYS HAPPEN That...



... your car begins to make a lot of scary new noises just as you're starting out on a vacation?

Why Does It ALWAYS HAPPEN That...



... the best looking Real Estate ads are for the worst-looking houses?

Why Does It ALWAYS HAPPEN That...



... some nitwit blows out all the fuses just as the Super Bowl game is starting?

Why Does It ALWAYS HAPPEN That...



... the only Required Course you still need to graduate isn't being given this semester?

Why Does It ALWAYS HAPPEN That...



... nothing you order by mail looks as good as the picture in the catalogue?

Why Does It ALWAYS HAPPEN That...



... the guy who passes Football Cards around the office gets arrested the same week you finally win?

Why Does It ALWAYS HAPPEN That...



... no matter where you travel, some "nut" group is holding its annual convention there.

Why Does It ALWAYS HAPPEN That...



... your only Full House of the night loses to the only Four-Of-A-Kind of the night?

Why Does It ALWAYS HAPPEN That...



... the telephone stops ringing just as you finish racing up three flights of stairs to answer it.

Why Does It ALWAYS HAPPEN That...



... the plane you've come to meet is the only one that's running three hours late?

Why Does It ALWAYS HAPPEN That...



... the elevator stops at every floor whenever you're late for an appointment?

Why Does It ALWAYS HAPPEN That...



... you only get toothaches on Wednesdays when every Dentist's office is closed?

**BLEEDING HEART BURN DEPT.**

A few issues back (MAD #146, to be exact, nosey!), we interviewed the typical Middle-American *conservative* family. Seeing how many people we infuriated, we couldn't resist the temptation to step on some toes of the *left* foot...as...

# MAD INTERVIEWS A TYPICAL LIBERAL FAMILY

ARTIST: PAUL COKER, JR.

WRITER: LOU SILVERSTONE



Good afternoon, Mr. and Mrs. Heartbleed! I'm William F. Bugeyes from MAD Magazine, and I'd like to get your views on some of the problems facing our nation today!

Welcome to New Leftchester, Bill! And please...you'll have to pardon this mess but we're getting ready for a march on Washington!

We're demanding school busing because we feel it's the only way to create racial balance in our Public Schools!

Are your children being bused to school?

No, our kids go to Private School! They're picked up by a service! But if they did attend public school, we would insist that they be bused! Oh, absolutely!



Do you send your children to Private School so they won't have to associate with Blacks, Mrs. Heartbleed?

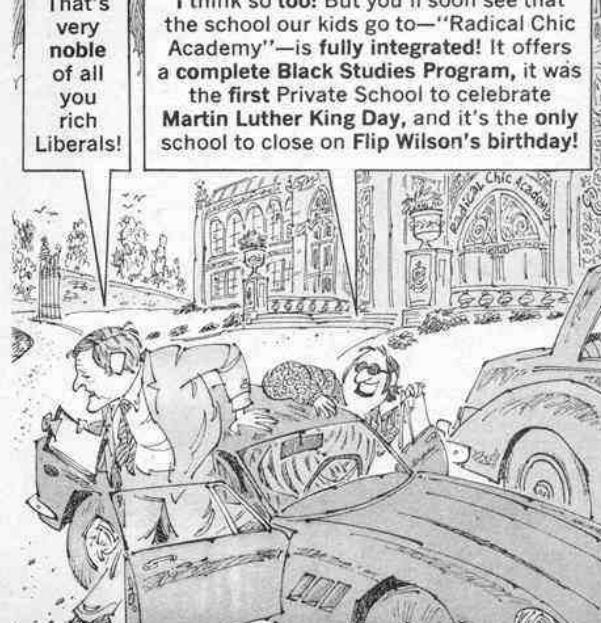
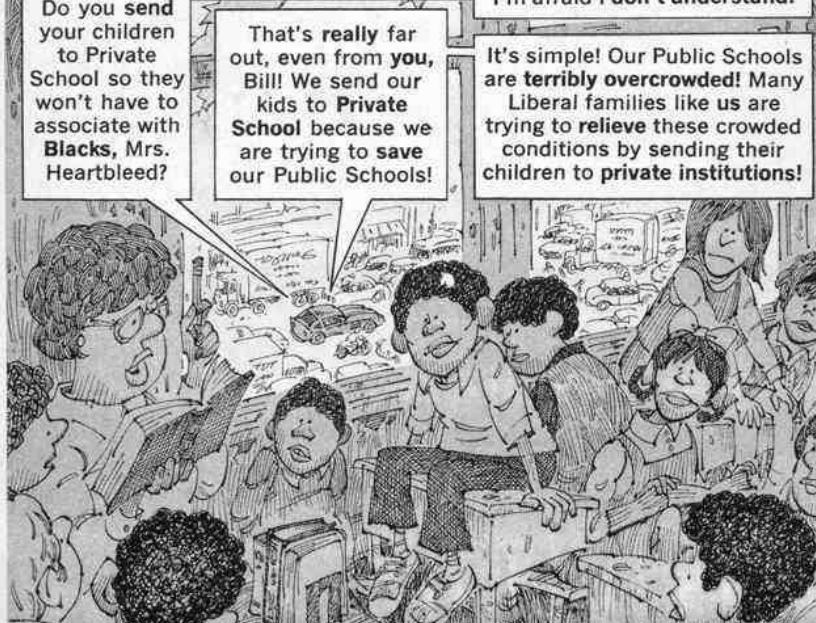
That's really far out, even from you, Bill! We send our kids to Private School because we are trying to save our Public Schools!

I'm afraid I don't understand!

It's simple! Our Public Schools are terribly overcrowded! Many Liberal families like us are trying to relieve these crowded conditions by sending their children to private institutions!

That's very noble of all you rich Liberals!

I think so too! But you'll soon see that the school our kids go to—"Radical Chic Academy"—is fully integrated! It offers a complete Black Studies Program, it was the first Private School to celebrate Martin Luther King Day, and it's the only school to close on Flip Wilson's birthday!



There DOES seem to be quite a number of Black parents here!

Uh—these aren't exactly parents, Bill! Actually, they're chauffeurs, housekeepers, nurses and maids—waiting to pick up their employers' children!

I see! Tell me, do ANY Blacks attend this school?

Bill, there is at least one minority child placed in each class! And not just your common, everyday minorities like Blacks and Puerto Ricans! We've got Indians, Chinese, Italians—even an Eskimo boy! You have no idea how much it costs to fly him from Alaska!

All these underprivileged children are here on Full Scholarships, paid for by us—the "Parents Group"! It makes one feel good to help children of those less fortunate than one's self!

AND, of course, all the money we contribute is tax-deductible!

What are your views on the Police, Mr. Heartbleed?

Cops?!? Corrupt, every one of them! Y'know why they harass poor, underprivileged kids instead of going after the big Syndicate guys? I'll tell you! Because they're all on the take, and ... HEY! MY CAR IS GONE!!

I just paid THREE GRAND for that new Ferrari, and now some punk kid's gone and stolen it...

Three thousand dollars for a Ferrari?!? A car like that's worth at least TEN thousand!

I know! I got it from a guy I met in a bar! I make it a policy never to ask questions when I'm offered a fantastic deal!

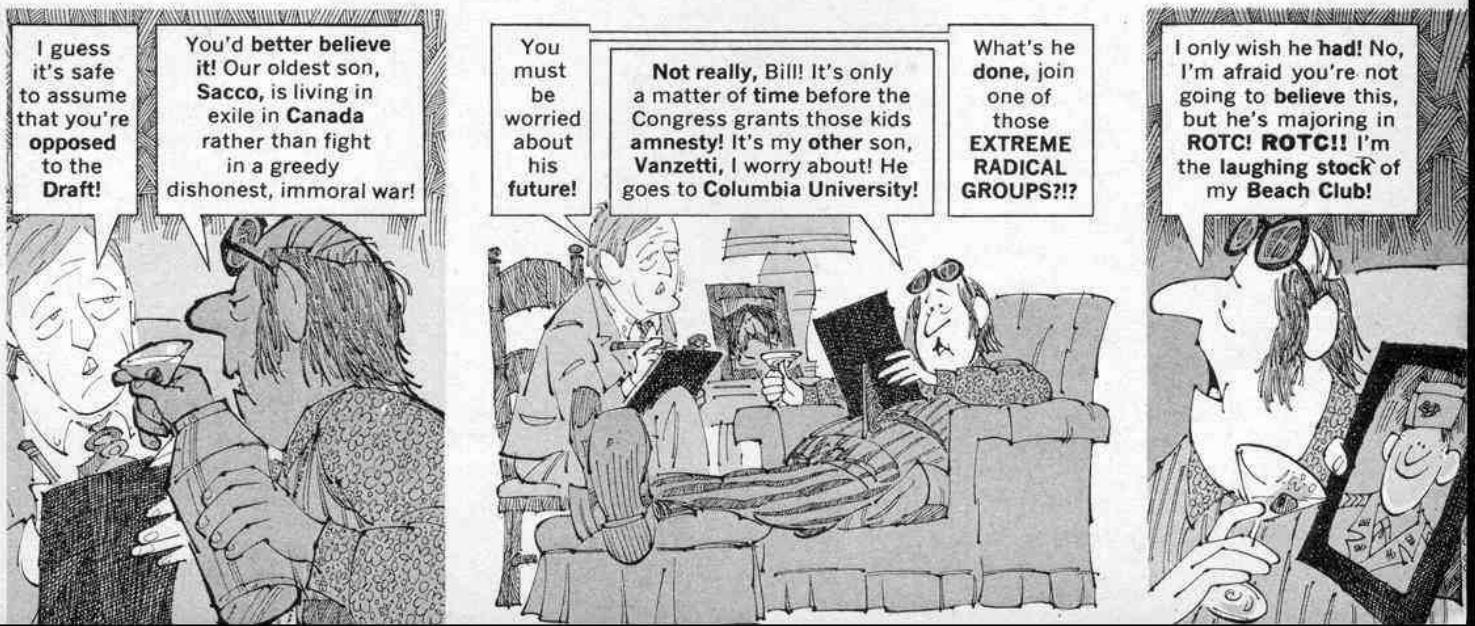
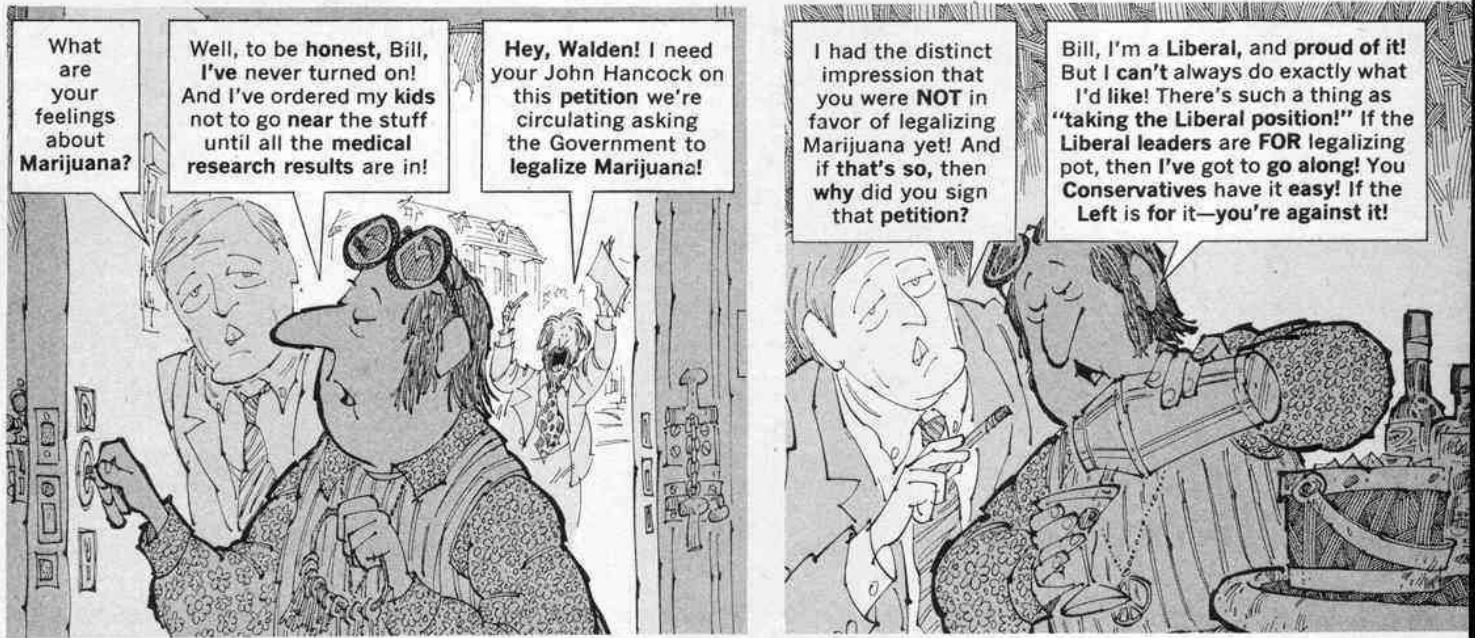
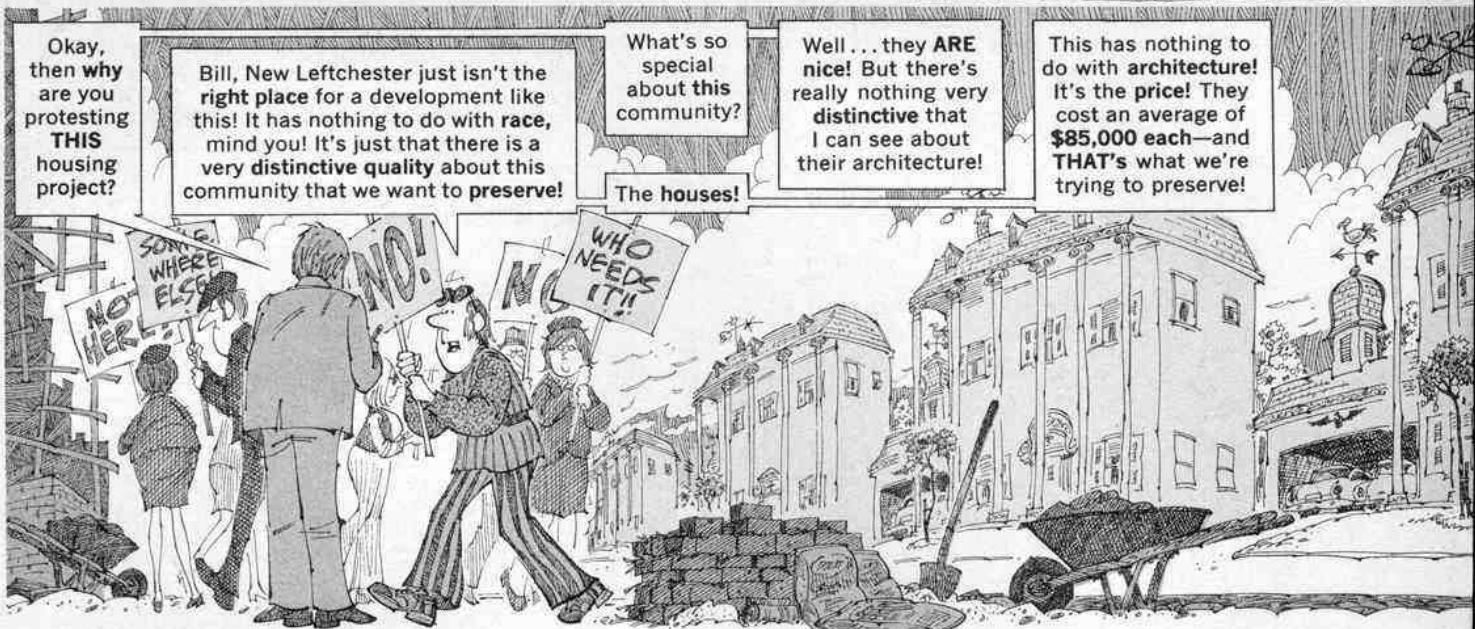
HELP! POLICE! HELP POLICE! I'VE BEEN ROBBED!!

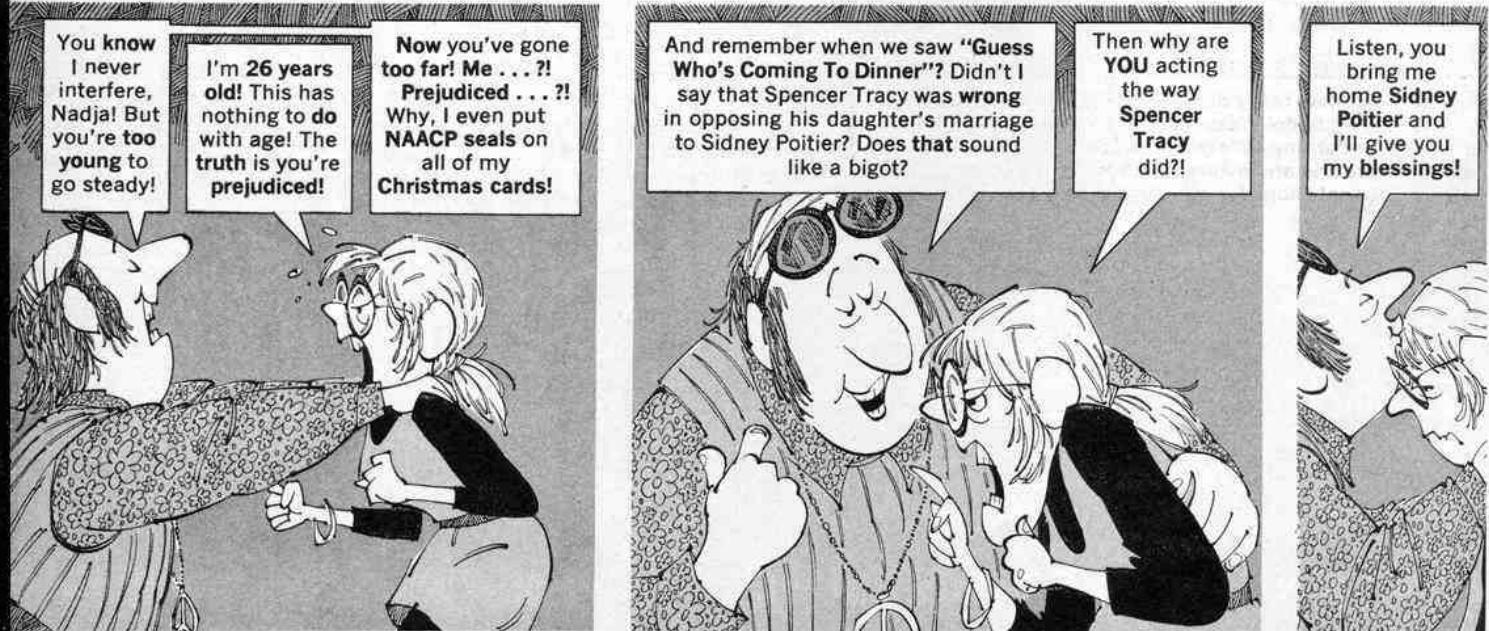
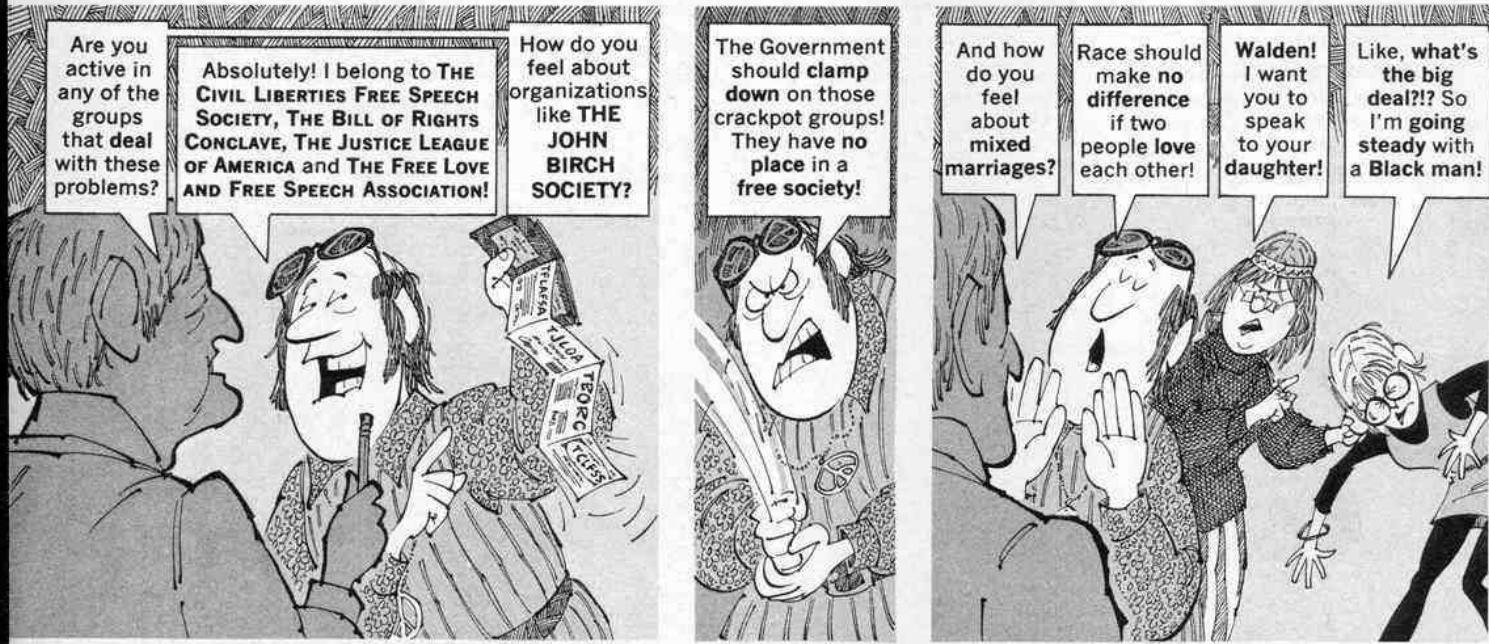
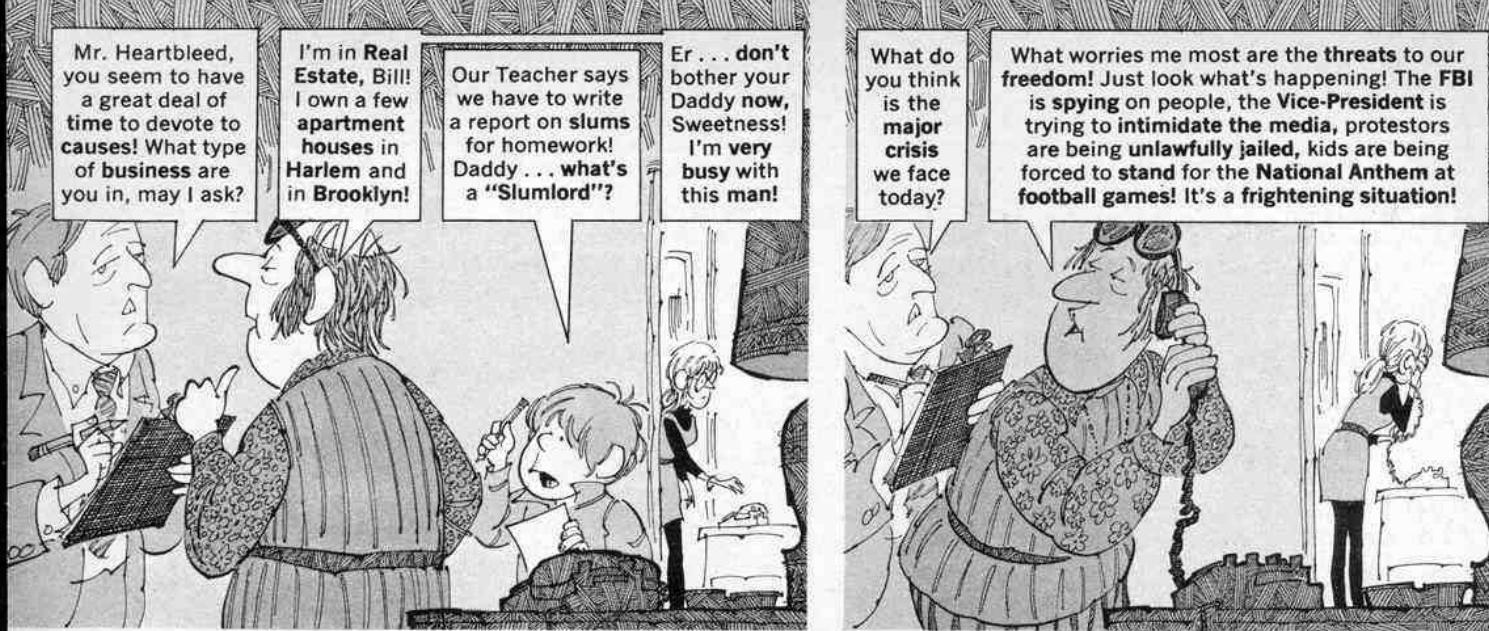
I hope you don't mind if I picket for a while, Bill! I feel a person should STAND UP for what he believes in!

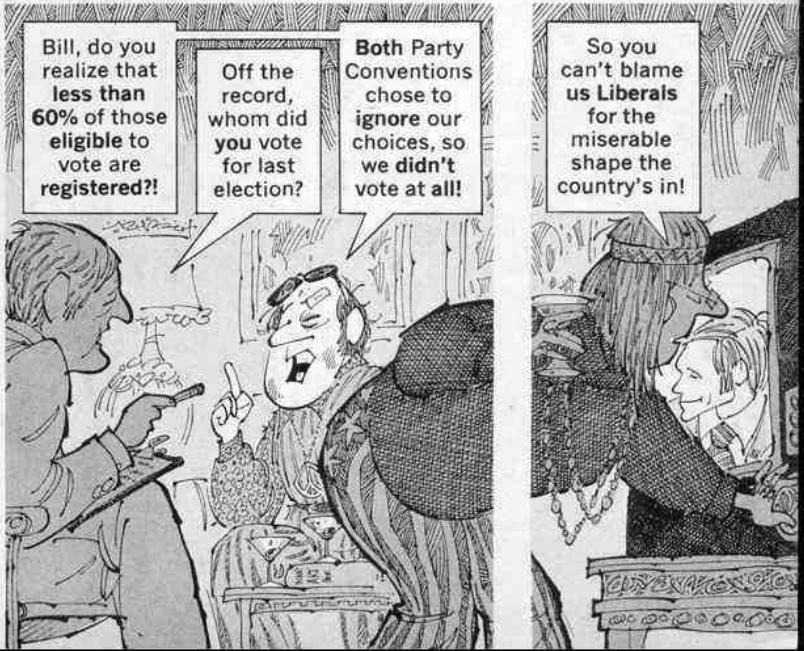
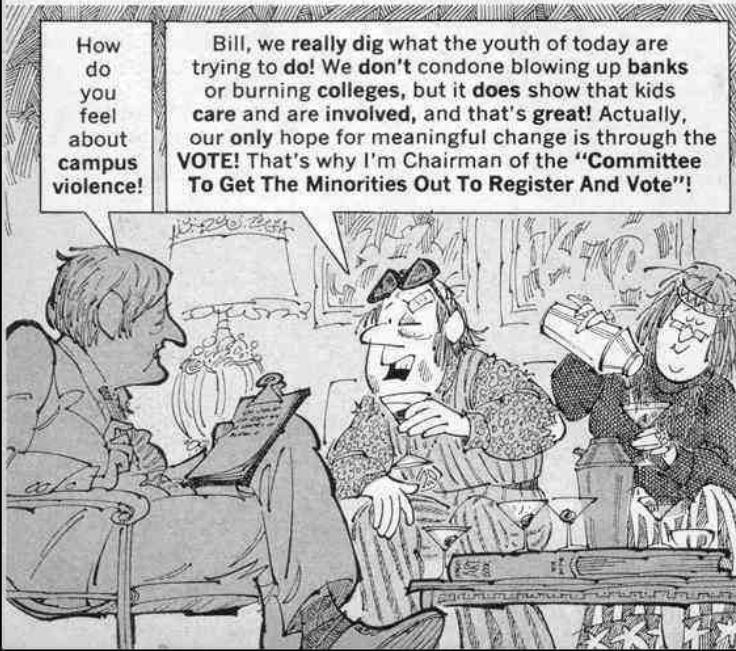
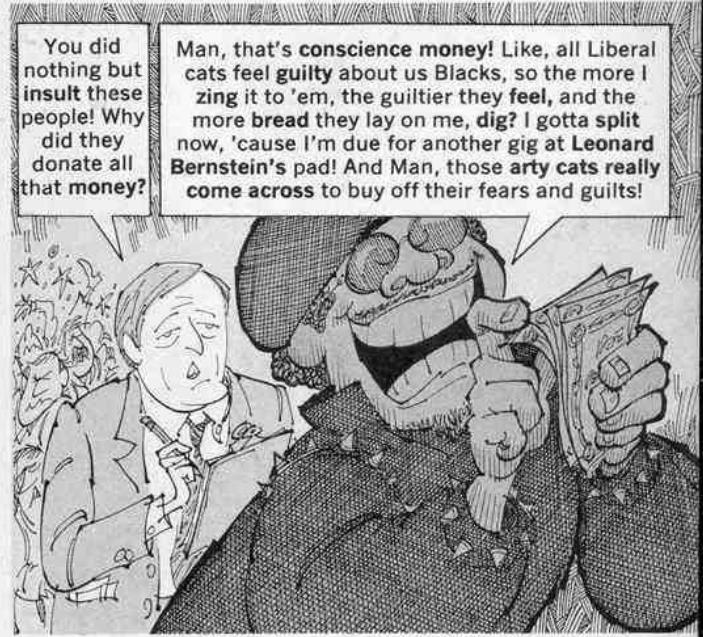
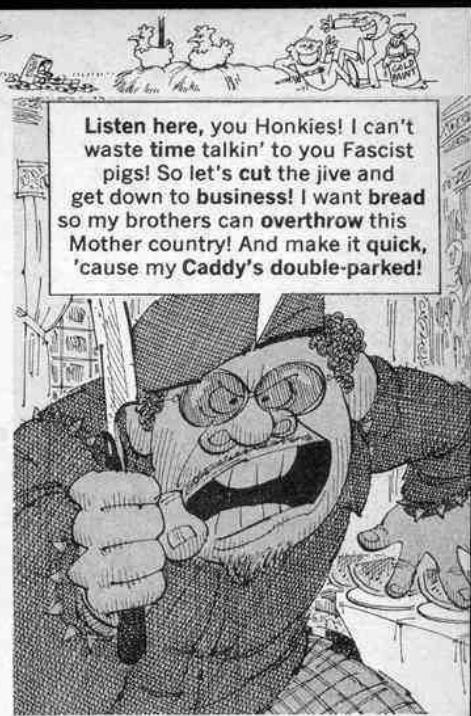
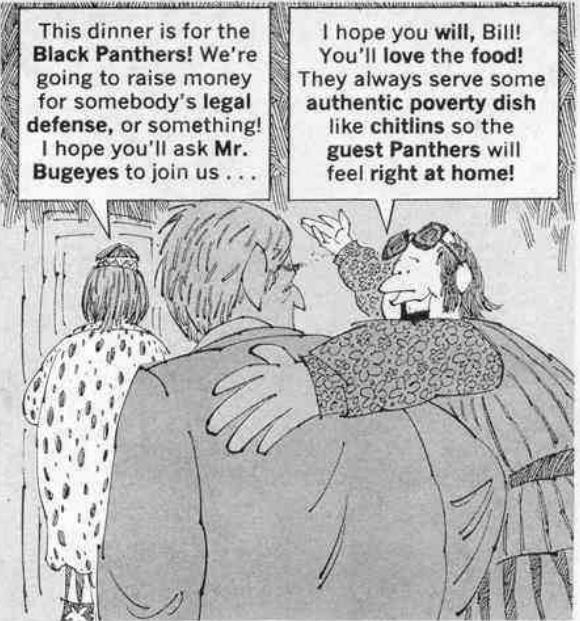
Go ahead! But don't you find it strange that my brother, the Conservative Senator from this State, is ALSO opposed to this very same housing project?

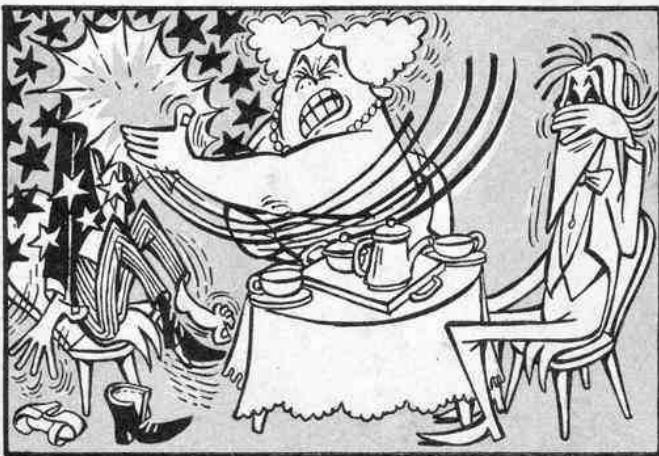
Yes! It's amazing how LIBERAL he's getting!

We do, Bill! I think I speak for all the people here when I say we firmly believe the Government should build decent low-cost housing! It's one of the greatest needs this country has! Especially in the South! Why, have you ever been to Mississippi? You wouldn't believe the terrible living conditions down there!









## FREAK ENTERPRISE DEPT.



If you've ever visited Greenwich Village or Haight-Asbury or any other large city's colony of "Establishment Drop-Outs," you've undoubtedly browsed through a Head Shop . . . one of those musty little stores piled high with posters and incense that also features strange-looking jewelry and strange-looking candles and obscene-looking sculpture. Not much is ever sold, but somehow, they all stay in business, and the proprietors all claim that their "art objects" are unique and hand-made. So then how come every Head Shop from coast to coast sells the exact same things? Well, MAD recently solved that mystery when a piece of mail was delivered here instead of to the Head Shop next door. And so, to clue you in on where all those identical "unique" items really come from, we herewith reprint the damaging little booklet which we received by mistake, namely

WINTER  
1972 - '73



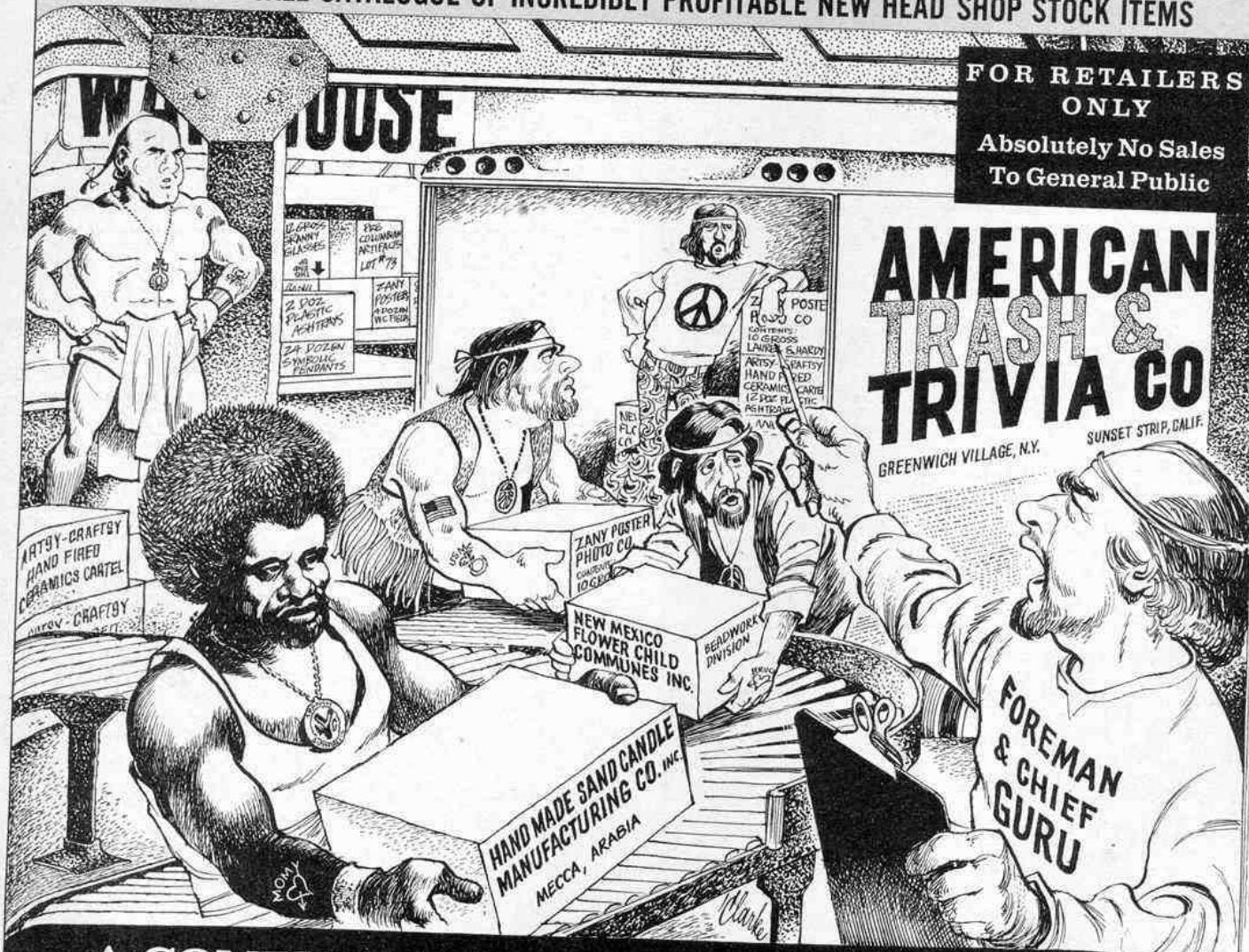
## **American Trash and Trivia Company's**

# HEAD SHOP SUPPLIES

A WHOLESALE CATALOGUE OF INCREDIBLY PROFITABLE NEW HEAD SHOP STOCK ITEMS

**FOR RETAILERS  
ONLY**

**Absolutely No Sales  
To General Public**



## A COMPLETE SELECTION OF

**HEAD  
SHOP  
TRINKETS**

## HEALTH FOOD ITEMS

**SHOP  
OWNERS'  
SUPPLIES**

## ALL-NEW "HANDICRAFT" JUNK FOR 1973

Another big tourist season will soon be upon you. Remember how the vacationing yokels from Kansas and Iowa piled off their sight-seeing buses last summer and swarmed into your shop to stare at the "commies and dope fiends?" Most of them bought your crummiest crud as mementoes of their visit to "that sinful place."

Even in the off-season, bourgeois idiots from the suburbs who drop in to "go slumming" can be counted on to grab up anything that looks arty or hand-made. Don't get caught with your shelves empty this year when the pigeons show up begging to be plucked. Look over these items in our new winter line and place your order soon.

**HIDDEN MEANING BUMPER STICKERS**—We offer a leading bumper sticker manufacturer's entire stock of slow moving items at fantastic savings. Some contain typographical errors while others are merely outdated or present slogans that never caught on. Tell your customers they are all "coded sub-culture messages," and watch them sell like hot cakes.

ZS36—"DERMATOLOGY IS EVERY-BODY'S BUSINESS" ..... 90¢ gross  
ZS37—"PROMOTE CHICANO SHRDLU" ..... 75¢ gross

ZS38—"IMPEACH WARREN HARDING" ..... 60¢ gross  
ZS39—"ANOTHER MOTHER FOR TAIL GATING" ..... 95¢ gross

**PRE-COLUMBIAN ARTIFACTS**—Crudeness, ugliness and total lack of utility make these hideous looking mistakes irresistible to collectors of dust catching conversation pieces. Guaranteed authentic Pre-Columbian, as all were made by the Ohio Artifacts Co. before it moved from Dayton to Columbus in 1969.

XW39—OVERPRICED PRICELESS CARVINGS ..... \$4.50 dozen



**BALL AND CHAIN EARRINGS**—Originally crafted by a young radical to protest the jailing of the Chicago Seven, these solid lead baubles weigh four pounds each. What happened to the Chicago Seven may now be almost forgotten, but what happens to your ear lobes when you wear these will be remembered for a lifetime.

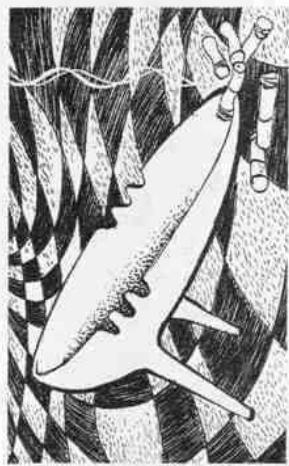
HJ67—PAINFUL PROTEST EARRINGS ..... \$3.25 dozen

**AUTHENTIC GRANNY GLASSES**—Supplied to us by muggers who took them away from authentic Grannies in various city parks. Some have shattered lenses resulting from futile struggles put up by Grannies before agreeing to meet our need for this popular item. Price drastically reduced while limited supply of 30,000 pairs lasts.

CX34—"AS IS" GRANNY GLASSES ..... \$9.00 dozen pairs

**HAND FIRED ARTISANS' CERAMIC ASH TRAYS**—No danger of fraudulent advertising charges on these since all the artisans who made them were immediately hand fired by their boss for stupidly leaving two legs off each ash tray. We're selling them as factory rejects. We suggest you sell them for \$6.95

WM87—FIRE HAZARD ASH TRAYS ..... \$2.00 dozen



**THE THOUGHTS OF CHAIRMAN MAO**—Branch out from pure handicrafts with this New Generation best seller. Priced cheap because these books actually contain the thoughts of former Chairman Mao Tse-tung, of the Senate Interior Sub-committee. Should sell quickly to stupid customers who will never notice it's the wrong Chairman Mao.

D248—MAO'S LITTLE FADED RED BOOK ..... \$1.15 dozen

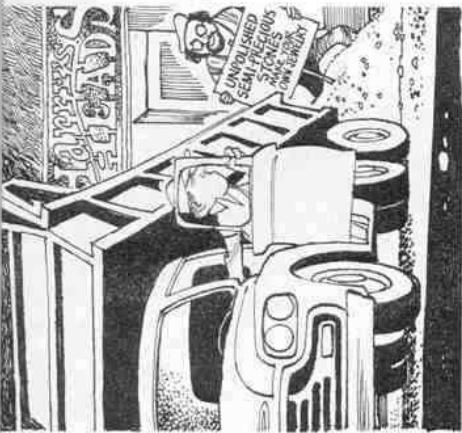
**PROFIT FROM THE APES!** Most people will buy anything in a head shop that looks arty. That's why we rented four gorillas to bend old auto tailpipes into designs of their own choosing. Handsomely mounted and given such meaningful titles as "Nuclear Sunset," these should sell easily at \$75 each.

DG66—ABSTRACT SCULPTURES IN STEEL ..... \$2.50 each



**MASOCHISTIC GIRLS** will really dig these colorful factory reject beaded Navajo headbands. All were accidentally made several inches too short to fit around any normal human head, and are guaranteed to produce painful migraines. Can also be sold as hand-crafted Navajo dog collars.

**FG77—SIMULATED INDIAN HEADBANDS** ..... \$4.00 dozen  
(Specify size: Small, smaller or smallest)



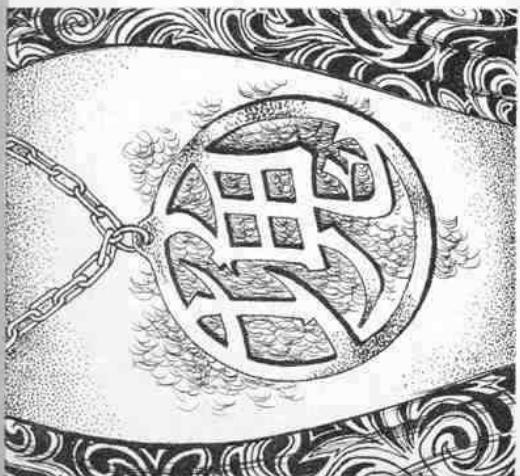
**MAKE-YOUR-OWN JEWELRY KIT**—Each set contains enough unpolished gemstones and plated metal brackets to make a dozen pairs of funky earrings. Our suppliers refer to this basic lapidary handicraft equipment as gravel and paper clips. We suggest you call it something else for maximum profit markup.

**JJ76—GEMSTONE AND EARRING BRACKET JEWELRY KITS** \$3.00 dozen  
**JJ77—EXTRA GEMSTONES** \$12.50 per ton  
**JJ78—EXTRA EARRINGS BRACKETS**  
(1# Size) ..... 50¢ per thousand



**SOMETHING LEATHERLIKE SANDALS**—You'll be as pleased as we were to see how much a mercury-poisoned fish looks like a piece of genuine leather after it's dried in the sun. Our firm bought up the entire stock of a large polluted lake, and now offers the first leather sandals on the market that stare back at you.

**WW54—FISHY SANDALS**  
(Average carp fits most adult feet) ..... 60¢ pair



**SYMBOLIC PENDANT**—We imported 100,000 of these hand-made beauties from a Hong Kong factory where the owner speaks only Chinese and can't tell us what they symbolize. We're saying they represent the Eternal Revelation of a freaked out Tibetan guru. You can say whatever your customers will pay \$3.95 to buy.

**MX77—MYSTEROUS FAR EASTERN THING** ..... \$16.00 gross



**UNIQUE 576 POUND CANDLE**—Accidentally created when the entire stock of a large Phoenix candle shop fused together during last summer's heat wave. Unintentional psychedelic coloring. If wick can be located, this should provide a nice eternal flame for some off-beat philosophical cult.

**FF37—PSYCHEDELIC WAX LUMP** ..... \$75.00 (F.O.B. Phoenix)



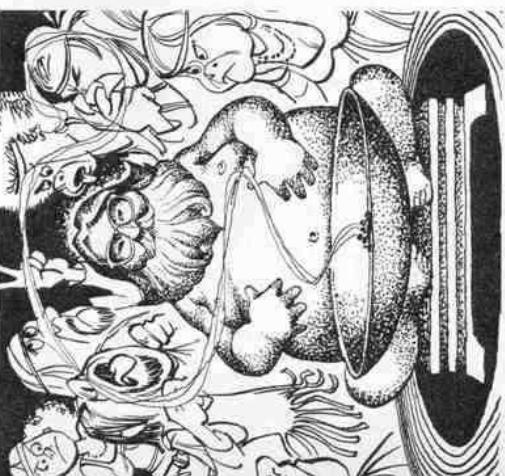
**AUTHENTIC HIMALAYAN FLAGOLET**—Basically the same bamboo whistle we offered last season as our Basque shepherd's flute. But this batch came from the factory with the holes wrongly placed so that everything played sounds much more Himalayan. We're pricing them to sell, and hoping your customers never figure out what the problem is.

**SF25—AUTHENTIC HIMALAYAN FLAGOLET** ..... \$3.25 dozen



**RECORD COLLECTING FREAKS** are forever searching in head shops for rare old classics. To bolster your dwindling supply, we bought the rights to several rotten new stereo L.P.'s and meticulously re-recorded them as lo-fi 78 RPM singles. Grating, tinny sound helps them pass for real antiques. Price these at \$10 and make a quick \$9.50 profit.

**WQ76—"INFANT GURGLES OF THE YOUNGEST OSMOND BROTHER"** ..... \$6.00 dozen  
**WQ87—"THE GOLDEN TONES OF MOMS MABLEY"** ..... \$6.00 dozen  
**WQ88—"WAYNE NEWTON HUMS THE GRAND CANYON SUITE"** ..... \$6.00 dozen



**CABBAGE SMELL INCENSE**—Palm this junk off on customers as a "nostalgia item." Quickly simulates the smell of cooking cabbage that filled many American homes in the 1930's before the invention of room freshener spray. Good for getting rid of other incense smells and unwanted house guests.

**SW39—STINKING THIRTIES INCENSE** ..... 95¢ dozen boxes

## HEAD SHOP HEALTH FOOD SPECIALS

More and more profit oriented shop owners are discovering that health food nuts provide a big source of repeat business. Sales records indicate that these loonies will buy anything at any price, once they are convinced that the pathway to a long, healthful life lies in eating strange rubbish.

**STONE GROUND RAGWEED FLOUR BREAD**—The nutritional value of this new item remains undetermined. But the ingredients definitely have proved cheaper than wheat, with most growers happy to give their crops away. Best of all, unsold stock can be kept on shelves for weeks, as fresh and stale ragweed bread taste about the same.  
**CH29—RAGWEED BREAD (JUMBO SANDWICH LOAF) .... \$1.10 dozen**



**"MODERN PROCESSING STRAINS NATURE'S SAND OUT OF SPINACH!"** Shock your health fanatic customers with that scary statement, and watch them scramble to put "organic grit" back into their diets by stocking up on spinach sand. Requires no refrigeration. Guaranteed not to spoil.  
**FD39—PACKAGED SPINACH SAND (6 ounce boxes) .... 60¢ gross**  
**FD40—BULK SPINACH SAND (5 ton truckload) .... \$40.00**



**TRADITIONAL BEDOUIN SESAME WAFERS**—Frankly, these are packaged sets of used poker chips we bought cheap. But who can recognize an authentic Bedouin wafer, except maybe a Bedouin? Each of these has sesame seeds glued on top for appetizing appearance. Guaranteed probably non-poisonous, except for the red and blue ones.  
**WT59—CRUNCHY, SOMEWHAT NUTRITIOUS WAFERS .... \$1.75 dozen boxes**



**NEWLY DISCOVERED VITAMIN B-24!** This is what was unexpectedly left over after our chemists extracted all known B-complex vitamins from a carload of peanut plants. We named the residue Vitamin B-24, chiefly because it's priced twice as high as our Vitamin B-12. Order plenty of this as it's a whole new thing for health nuts to fear they're deficient in.  
**DD10—VITAMIN B-24 IN DRY, BUSHY FORM .... 50¢ per quart jar**



**POWDERED CALCIUM ENRICHED WITH VITAMIN "D"**—Most health freaks gulp lots of calcium to build strong teeth, etc. So imagine the fancy price they'll pay for this enriched brand made from dead animal skulls that have been soaking up the healthful desert sun for a century. For vegetarian customers, mention the sun and skip the dead animals.  
**GJ39—"20-COW TEAM" BRAND POWDERED CALCIUM .... \$1.75 dozen boxes**

**HELP YOUR CUSTOMERS GAIN NEW-FOUND ENERGY** with fast-acting 100% pure Pick-Me-Up tablets. Just one or two gulped quickly will provide instant feelings of vitality. Yet these tablets contain no drugs or artificial ingredients—just wholesome black pepper, ground garlic, chili powder and dried tabasco.  
**QP39—PICK-ME-UP ENERGY TABLETS (Bottle of 100) .... \$2.25 dozen**



**SEA SALT**—Luckily for you, our firm has staked salvage rights to a ship loaded with Morton's Salt that sank off the West Indies in 1927. Cargo was just cheap table salt then, but we're calling it enriched sea salt now. Somewhat lumpy after years of constant moisture, but should still retail at \$2 a pound as a vital health food item.  
**SD39—SUNKEN SEA SALT .... \$5.75 per 50 lb. blob**

HEAD SHOP OWNERS' SIPPPI JES

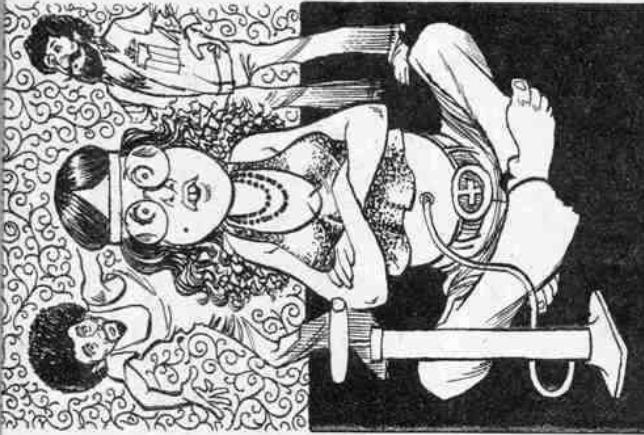
Are you sure your image as a head shop owner is everything the public expects of a purveyor of the strange crud you peddle? Tell-tale "Establishment" traits in speech, personal appearance and surroundings can undermine customer confidence and cut into sales and profits.

Look in the mirror and ask yourself the revealing question, "Would I buy a psychedelic nude poster photo of Bob Dylan from this man?" If the answer is no, better check through our offering of personal and shop improvement supplies described below and fill your urgent needs now!

**WIN ACCEPTANCE FROM RADICAL EXTREMIST CUSTOMERS** with a sanitized Far-Out Slogan sweat shirt. All slogans seem violently anti-Establishment, but are guaranteed to be vague enough that no one will press you for an explanation of your theories.

SZ21—"ABSTAIN FROM JOHN WAYNE" SWEAT SHIRT \$1.29 each  
 SZ22—"AMNESTY FOR THE CINCINNATI REDS" SWEAT SHIRT \$1.32 each  
 SZ23—"BOYCOTT YELLOWSTONE PARK" SWEAT SHIRT Two for \$2.61

<b>ENGLISH-HIP DICTIONARY</b> — Stop alienating your weirdo clientele by speaking English or some other dead language they can't understand. New dictionary enables you to start mumbletalking conversational Hip within minutes. Also explains rules of grammar, such as why every correct sentence must begin with, "Like, you know — —".	85¢ each
<b>XC82—ENGLISH-HIP DICTIONARY</b> (Paperback Edition)	85¢ each
<b>XC83—ENGLISH-HIP DICTIONARY</b> (Tooled Leather Edition)	\$27.50 each



**GO ON VACATION WITHOUT SPOILING YOUR IMAGE!** Patrons may withdraw business quickly if they learn you're using shop profits to vacation in such bourgeois spots as Cape Cod or Disneyland. Our convincing window signs enable you to close up for long periods without risk or embarrassment. Your choice of three popular albinis.

FD39—"JAILED FOR POLITICAL BELIEFS—Back Eventually"	.....15¢
FD40—"MARCHING FOR GRAPE PICKERS—Return Aug. 1"	.....15¢
FD41—"CLOSED FOR TIMOTHY LEARY'S BIRTHDAY— Open next fall"	.....15¢

# American Trash & Trivia Co.

Anti-Establishment Enterprises Building—Greenwich Village, N.Y.

An Establishment

Wow! Your latest offering of rubbish gives me the biggest opportunity yet to make outrageous profits. Rush the items I've listed immediately. (I enclose cash, realizing that anyone who would trust my type ought to have his head examined!)

**So my customers won't wise up, have my order delivered (CHECK ONE):**

In an alley out back  In the middle of the night  In a plain, unmarked brown truck



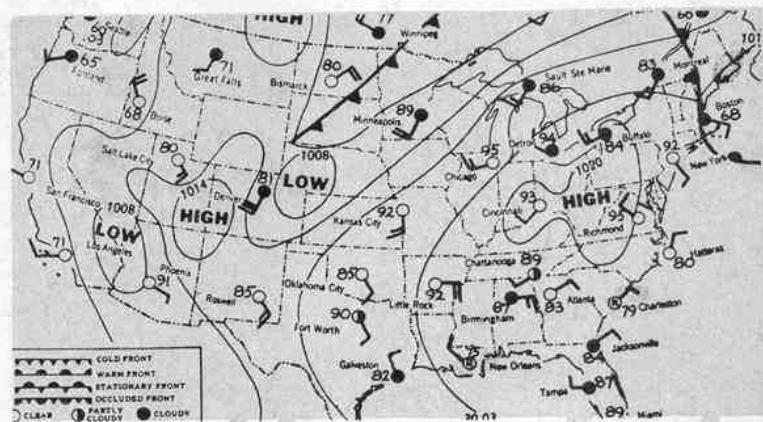
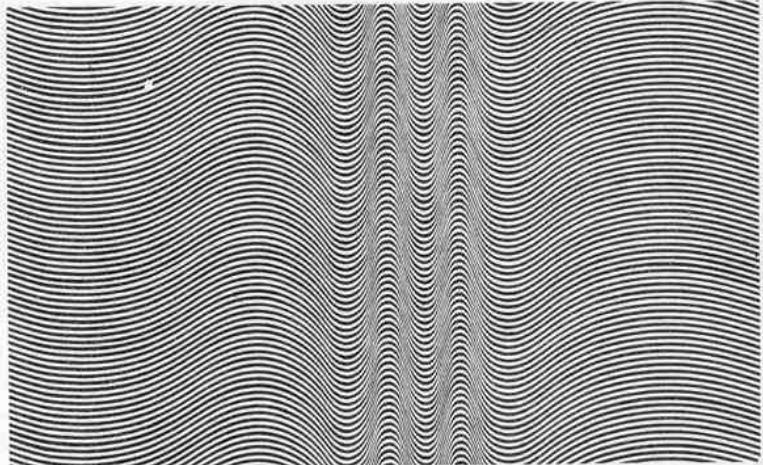
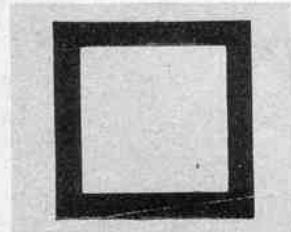
**'WRONG GUARD' ODORANT**—Helps you smell like a dedicated member of your profession and achieve that earthy image you strive for. One quick spray of new Wrong Guard Damp Odorant covers up evidence of frequent bathing with an aroma of rancid

1120—"WRONG GUARD" ODORANT  
(Family Size) ..... \$4.50 per six-pack



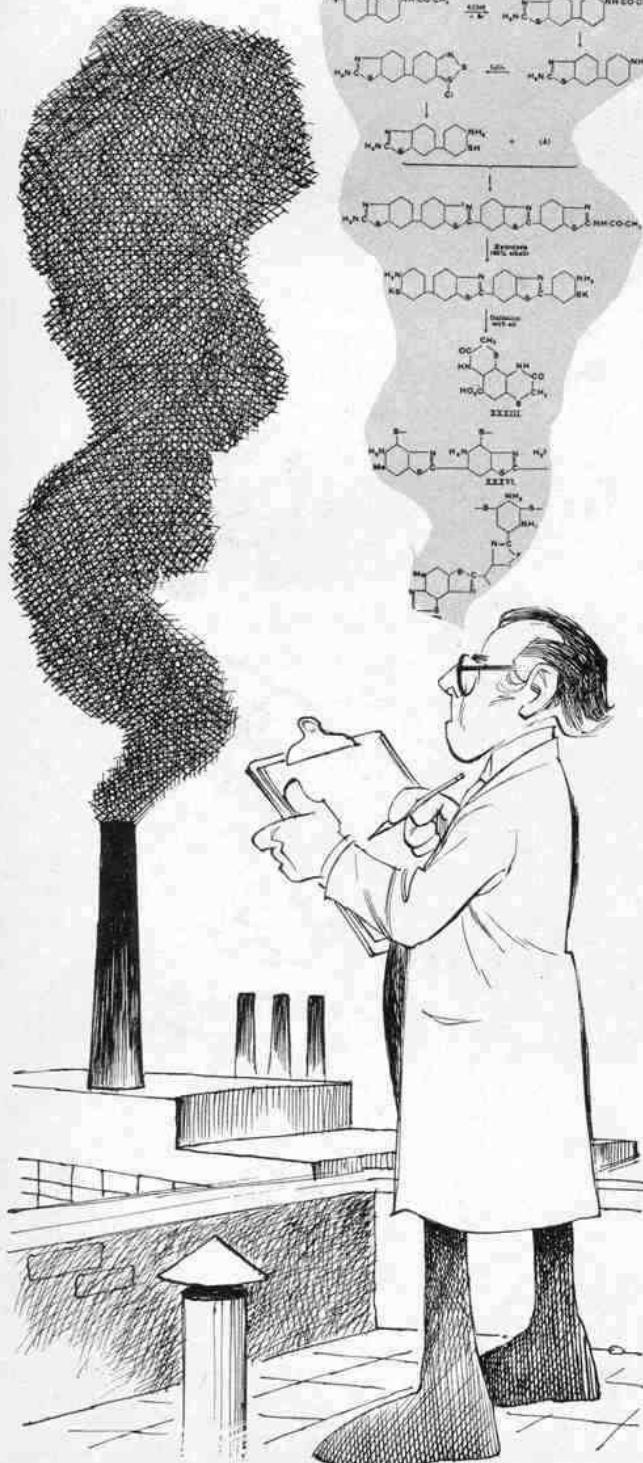
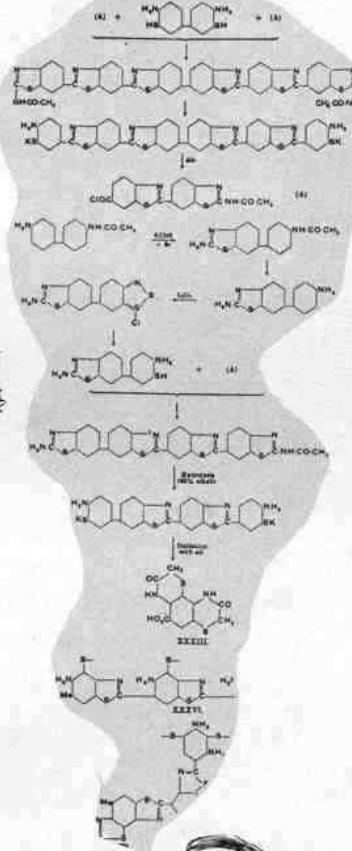
# PATTERNS

7½	102	AlaP ptb.28	250	104½	104½	104½	104½	—	7½	27½	24½	CenColInst	
4½	19½	Alaska Inters	406	46½	48½	46½	47½	+ 7½	38½	24½	Centex	C	
8½	20½	AlbetaC	32	33	27½	27½	26½	26½	+ 1½	24½	21½	CenHud	
5	11½	Albertsns	.36	30	13½	13½	13½	13½	+ 1½	28½	22½	CenIII	Ut
2½	17½	AlicanAlu	.80	21	20½	20½	20½	20½	—	20½	16½	CenI	PS
8½	11½	AlcoStand	.34	49	20½	20½	20½	20½	—	24½	19½	CenLa	E
8	49½	Alcon Lab	.26	44	66½	67	65½	66½	+ 1½	18½	17	CenMPw	
2½	12½	Alexndrs	.30e	99	13½	13½	12½	13	+ 5½	49½	40½	CensoWt	
4½	11½	AllALfe	.24e	36	12½	13	12½	13	+ 1½	30½	23½	Cent	Soy
4½	10½	Alleg Cp	.20e	7	10½	10½	10½	10½	+ 1½	21½	17½	CenTel	Ut
8½	18½	AllegLudim	1	30	28	28	27½	27½	+ 1½	17½	12½	CerroCp	
0½	38	AllegLud	pf 3	10	40½	40½	40½	40½	—	61½	42½	Cert	teed
3½	20½	AllegPw	1.40	136	20½	20½	20½	20½	+ 1½	35	25	CessnaAli	
0½	16½	AllenGp	1.04t	50	23½	23½	23½	23½	+ 1½	47½	27½	Chadbrn	
6½	27½	Allied Ch	1.20	49	30	30	29½	29½	+ 1½	30½	20½	Champini	
5½	39½	Alld Malm	.45	46	39½	39½	38½	39½	—	31½	23	Chml	pf
2½	18½	AlldMills	.75	6	19½	19½	19½	19½	+ 3½	53	43½	ChampS	
5½	18	Allied Pd	.68	6	18½	18½	18½	18½	+ 1½	36½	29	Charter	
6½	44	AlliedPd	pf 3	4	46	46	46	46	—	ChaseFd			
7	30½	AlliedStr	1.40	18	34½	34½	34½	34½	+ 1½	60½	52	ChaseMar	
8½	54	AlliedStr	pf 4	21½	57	58	57	58	+ 1½	57½	46½	ChaseT	3
8½	4½	Allied Super	31	4½	4½	4½	4½	4½	+ 1½	18½	12½	Chelsea	
5½	11½	Allischai	.20e	42	11½	11½	11½	11½	—	28½	21	Chermern	
2½	19½	AllrigAut	.48	38	19½	19½	19	19	+ 3½	59½	49	ChemNY	
9½	16½	AlphaPrt	Ind	3	16½	16½	16½	16½	+ 1½	36½	30½	ChesVa	1
6½	38½	Alcoa	1.80	67	50	50½	49½	49½	+ 3½	59½	46½	ChesO	2
9½	24½	AmalSug	1.60	5	25	25	24½	24½	+ 1½	84	56½	Chesbgh	
8½	12½	AMBAC	.50	45	16½	16½	16	16	+ 1½	14	9½	ChiMilw	
0½	21½	Amer Es	1.20	14	27½	27½	27½	27½	+ 1½	26½	17½	ChiMilw	
1½	41	Am Es	pf 2.60	7	46½	46½	46½	46½	+ 1½	17½	17½	ChiMilw	
				50½	50½	50½	50½	50½	50½				

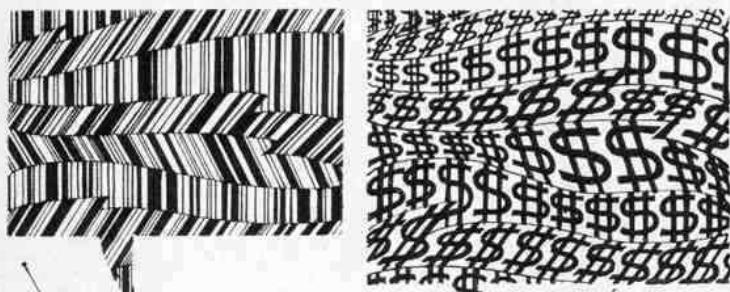
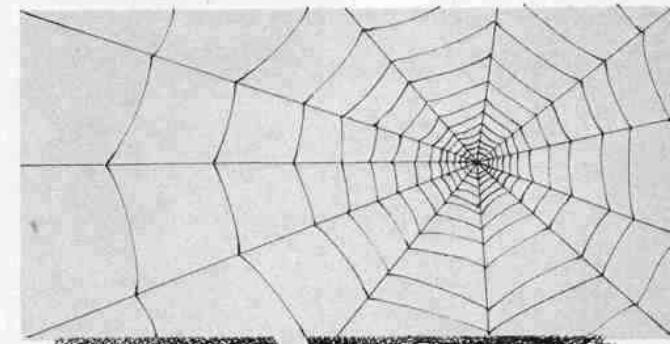
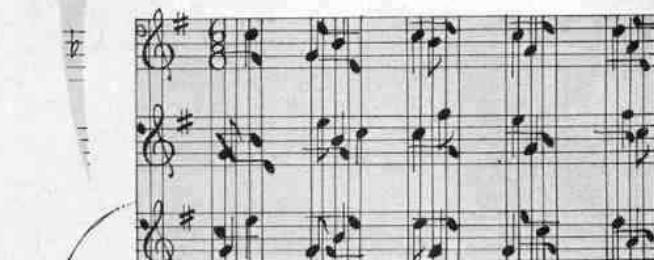
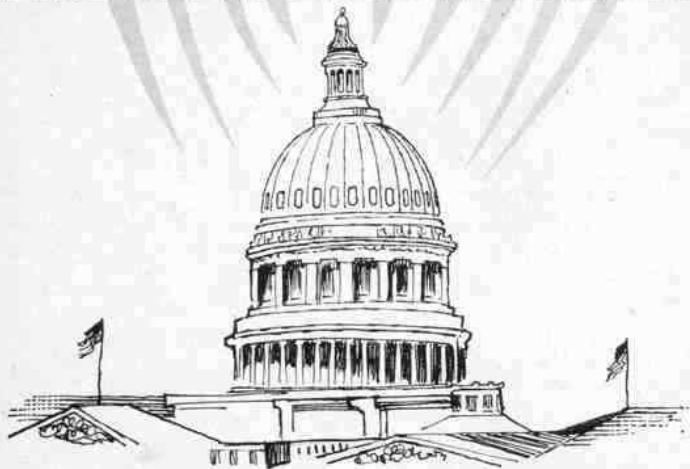
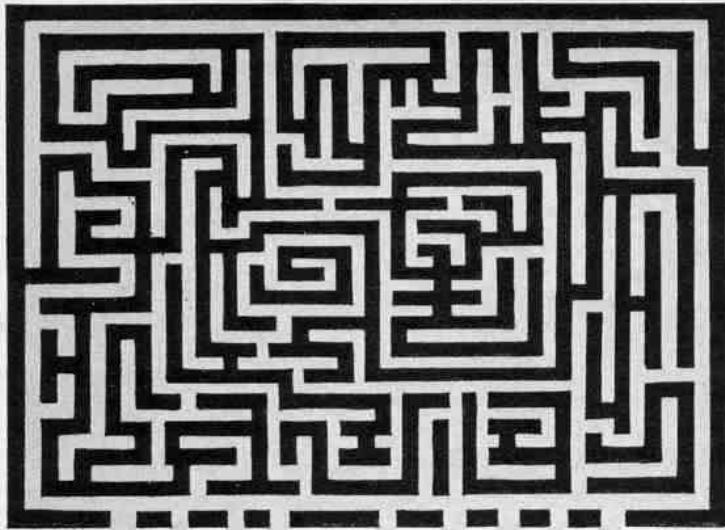


# OF SPEECH

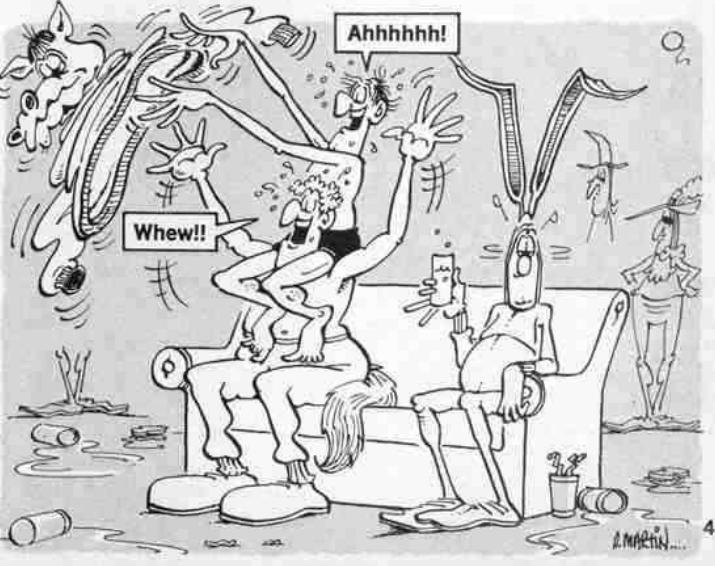
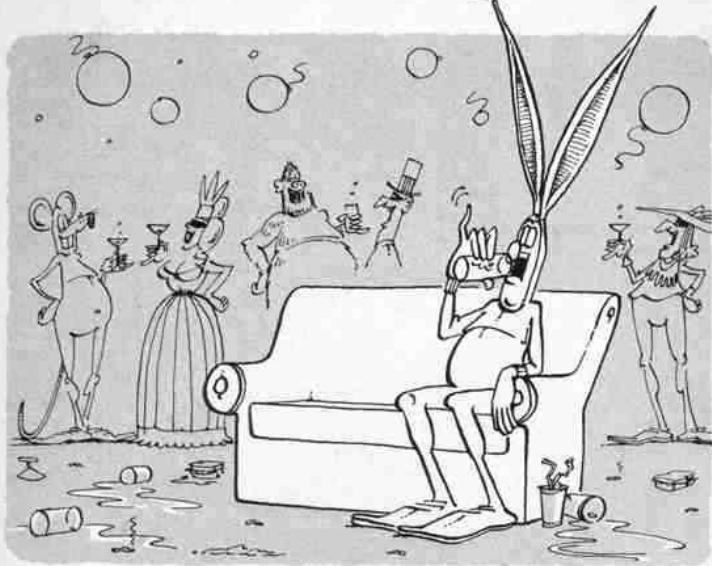
ARTIST: BOB CLARKE  
IDEA BY MAX BRANDEL



A black and white cartoon by Clark. A man in a top hat and suit, holding a briefcase, points his finger at a man sitting on the ground with a hat. The man on the ground has a sign that reads "GO SLOW MAD'S PROG". The cartoon is signed "Clark" in the bottom right corner.



# ONE EVENING AT A MASQUERADE PARTY



THE OTHER SIDE OF THE CORN DEPT.

Once upon a time, everything said on Television was quickly forgotten. Then, politicians started demanding "equal time" to answer their opponents' TV statements. Before long, anybody with a different opinion about anything controversial that was voiced on the tube was getting "free time" to respond. Now, even consumer advocates are demanding equal time to answer TV commercials. Where will it all end? Well, most of the so-

# WHEN ALL OF T



In Demanding Equal Time To Answer...

## GENERAL HOSPITAL



The American Medical Victim's Association Presents  
**GENERALLY INEFFICIENT HOSPITAL**



called *Entertainment Programs* are still going unchallenged, and there must be lots of people who disagree with the viewpoints *they* present. So MAD figures that the day can't be far off when the channels will be half filled with new TV shows that offer dramatic rebuttals to the favorite themes of current TV shows. To give you an idea of what we mean, here are some samples of the kinds of things we'll soon be seeing . . .



# VMUST GRANT EQUAL TIME

ARTIST: ANGELO TORRES

WRITER: TOM KOCH

to us

There goes another example of my brilliant Nose Job technique! Hmm! Strange for a woman with perfect features to want that operation! Of course, it's strange for a woman to be named Henry Finblatt, too!

This guy's  
ID bracelet  
says HE's  
Henry  
Finblatt!  
You don't  
suppose . . .

**Nahhhh!  
It's just a  
coincidence!  
I once had  
three John  
Smiths in  
the same  
month!**

Mrs. Finblatt,  
why would your  
husband complain  
of bad tonsils  
when we've just  
discovered he  
doesn't have any?

**Tonsils?!!?**  
Henry  
come here  
for a  
Nose  
Job!

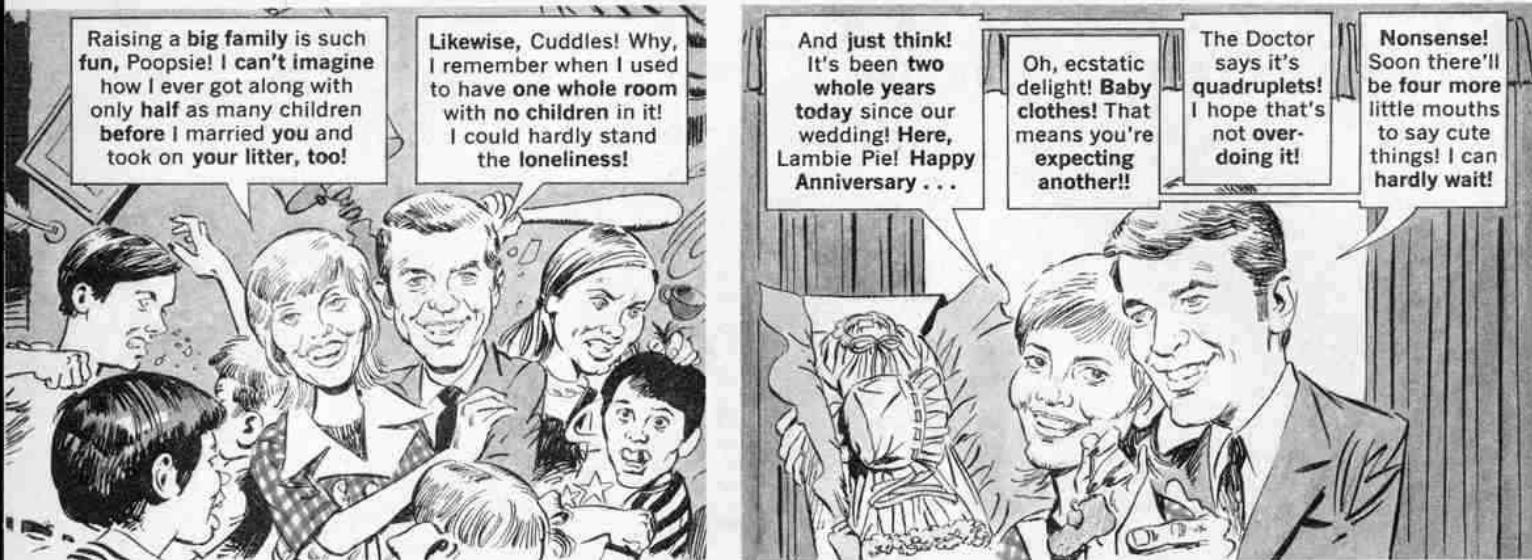
Oh, you're  
**THAT**  
Finblatt!  
Well, then, I  
can assure you  
that your wife  
is doing fine!

Just one more  
of modern  
medicine's  
miracles here  
at **Generally  
Inefficient  
Hospital!**



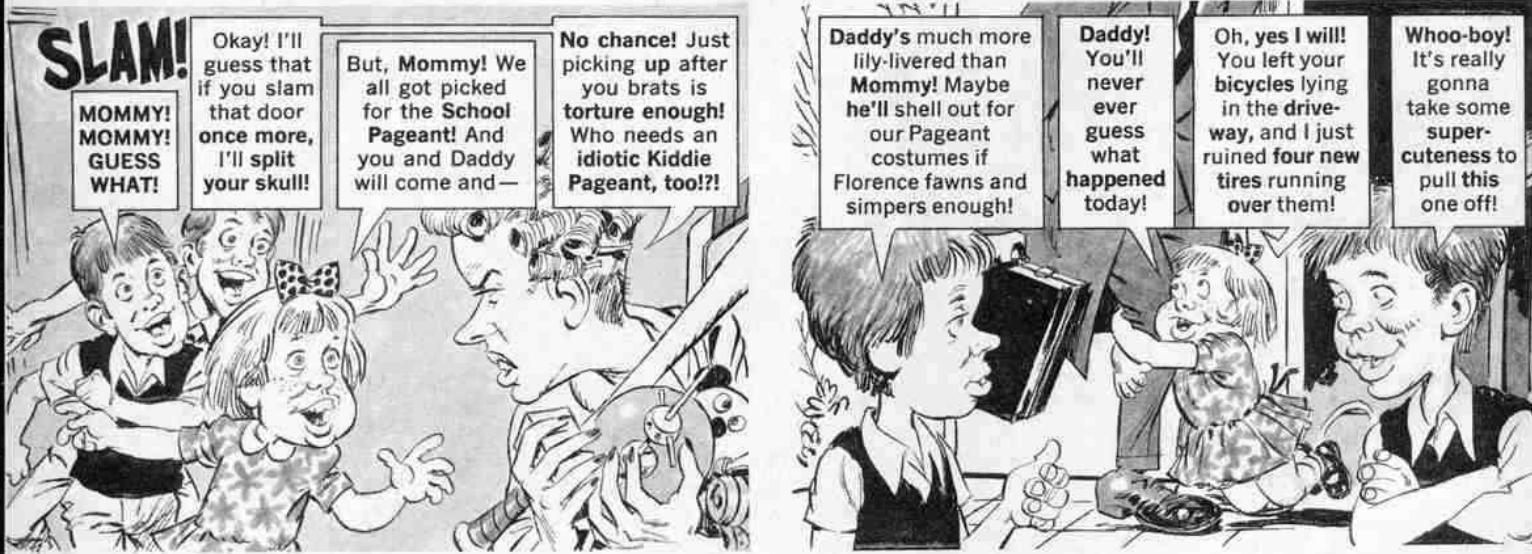
In Demanding Equal Time To Answer...

# THE BRADY BUNCH



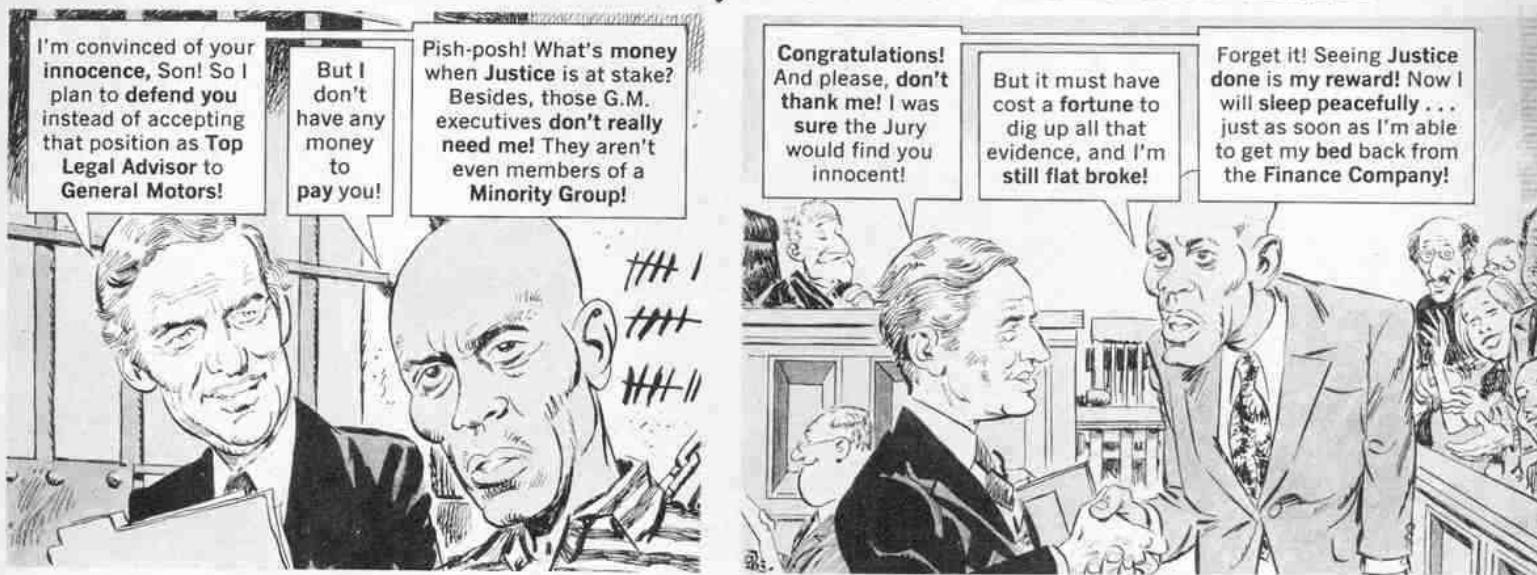
The Committee For Zero Population Growth Presents

## MY THREE INSUFFERABLE MOPPETS



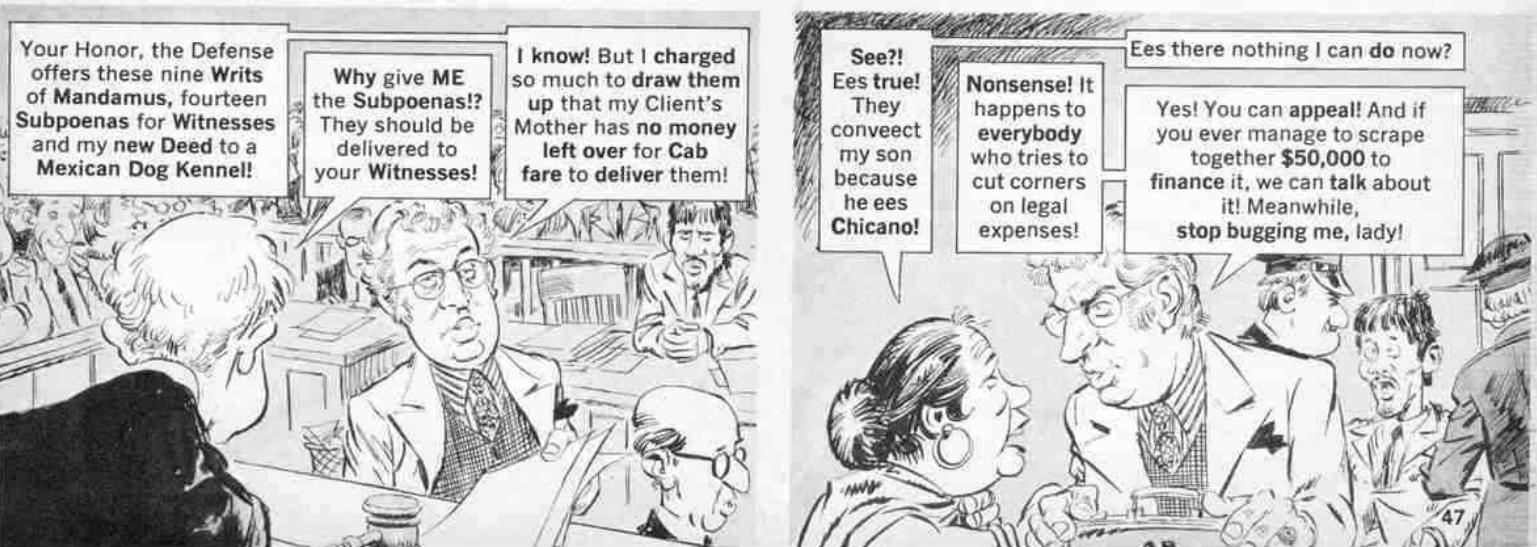
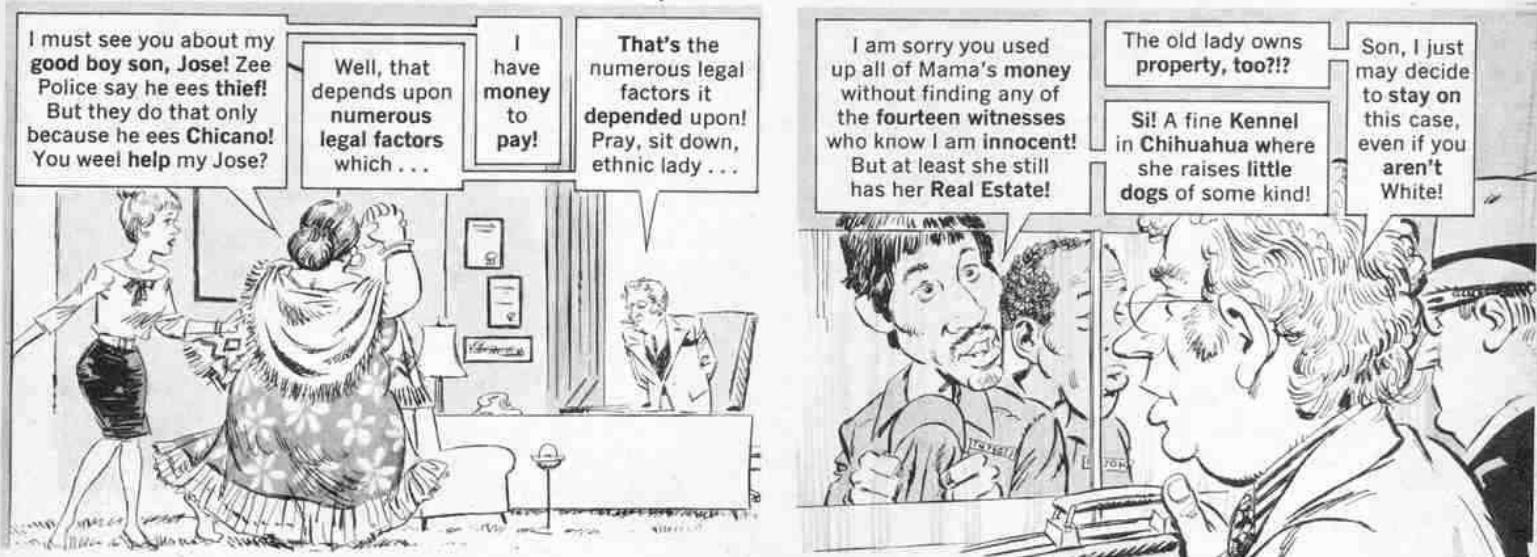
In Demanding Equal Time To Answer...

# OWEN MARSHALL, COUNSELOR AT LAW



The Alliance Of Wrongly Convicted Prisoners Presents

# OWEN BIGFEE, COUNSELOR AT LAW



In Demanding Equal Time To Answer...

# ADAM 12

Gee, you get here just 30 seconds after I reported being robbed of two dollars by some little guy in a blue car!

It's our job to be cruising within a block of every crime that's ever committed in this city, Sir!

Have back-up units seal off the entire Hollywood area! Also request motor vehicle check on all blue cars registered to short people!

Here's your money, Sir—along with the recovered pants pocket lint we found stuck to one of the stolen bills!

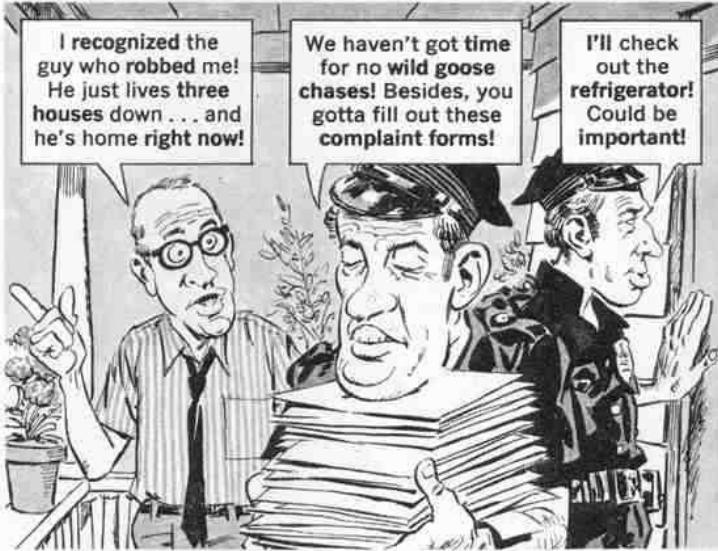
How did you catch the robbers so fast?

Merely by checking out several hundred computerized reports on suspicious blue cars! All strictly routine! Glad we could be of help!

Adam-12, clear for another assignment! And try to make the next one a little tougher, huh?



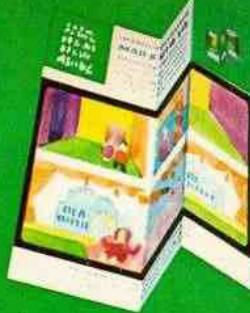
## The Beleagured League Of Crime Victims Presents SLOVENLY FUZZ-UNIT 12



WHOSE LIFE  
WOULD BE  
SERIOUSLY  
ENDANGERED  
IF POT WERE  
LEGALIZED?

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

Some people think that Pot is harmless, and some people think that Pot is harmful. But one thing is sure. Everyone agrees that, for some people, legalized Pot would have a murderous effect. To find out who they are, fold in the page as shown.



FOLD PAGE OVER LIKE THIS!

A

FOLD THIS SECTION OVER LEFT

B

FOLD BACK SO "A" MEETS "B"



THE MISGUIDED POT SMOKER IS MERELY A NAUGHTY  
BOOB TO MANY. BUT OTHERS WOULD PENALIZE  
BUSTED POTHEADS SEVERELY FOR THEIR SILLINESS

