

# MAD<sup>IND</sup>

OUR PRICE  
**40¢**  
CHEAP

No.  
151  
June  
'72  
33230

# M

**LOUDLY SALUTES  
AMERICAN  
INDUSTRY  
IN ITS  
ENDLESS  
QUEST  
FOR  
QUALITY,  
PERFECTION, AND  
HIGH STANDARDS  
OF PRODUCTION**



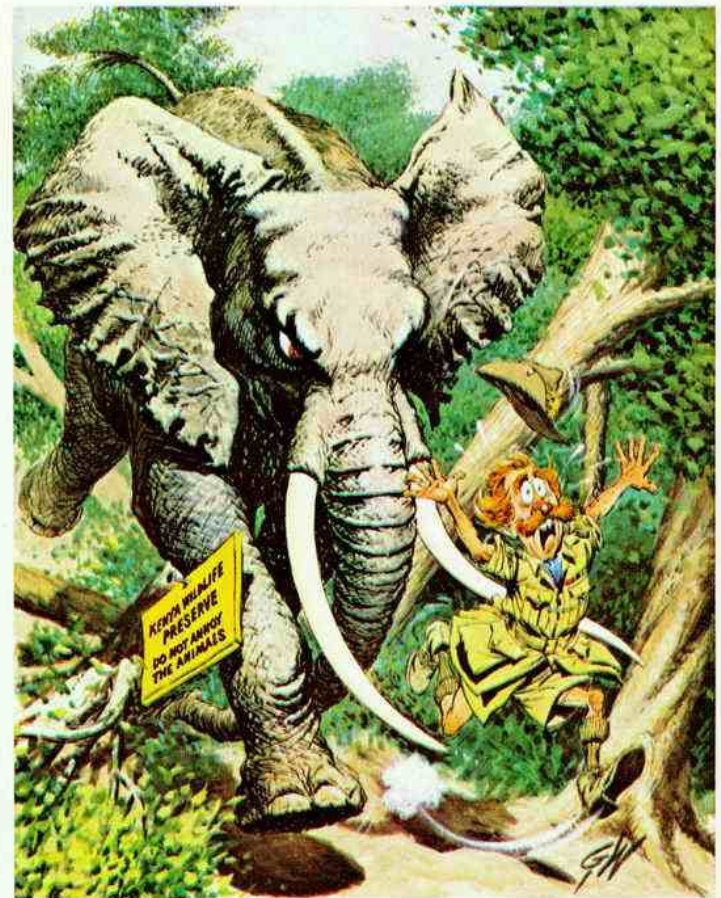
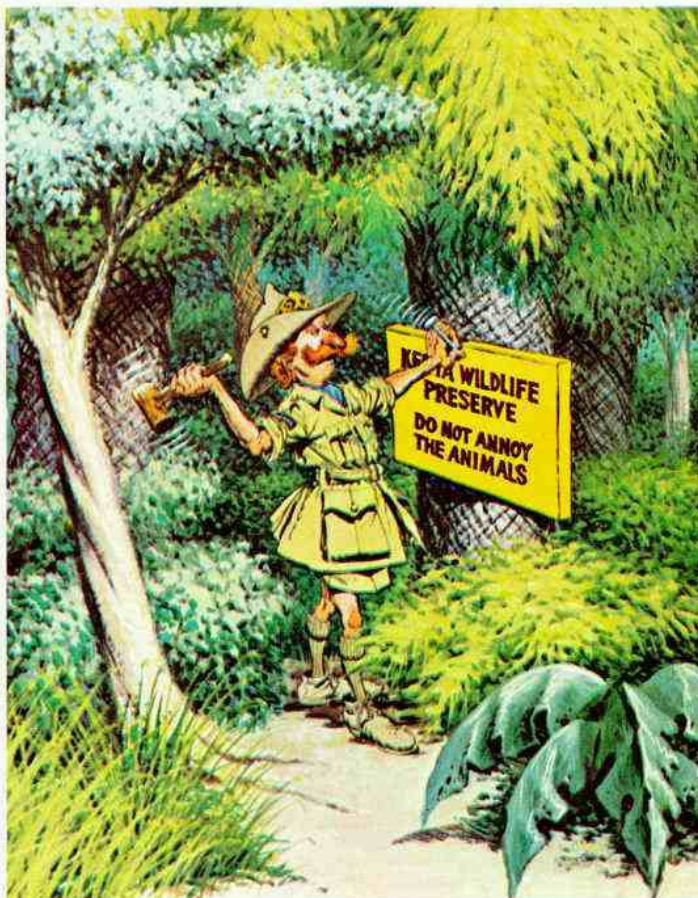
**P  
H**

TRIM

BIND



# ONE DAY IN THE JUNGLE



ARTIST: GEORGE WOODBRIDGE

WRITER: SERGIO ARAGONES



# MAD

"It's hard to believe that a man will propose to a girl under a light he wouldn't even pick out a suit by!"—Alfred E. Neuman

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

JOHN PUTNAM *art director* LEONARD BRENNER *production*

JERRY De FUCCIO, NICK MEGLIN *associate editors*

JACK ALBERT *lawsuits*

GLORIA ORLANDO, CELIA MORELLI, JOAN ZECCA,

CURTIS ANDERSON *subscriptions*

CONTRIBUTING ARTISTS AND WRITERS

*the usual gang of idiots*

## DEPARTMENTS

### ACTING TWO-PHRASED DEPARTMENT

When Somebody Says... He's Almost Sure To Say ..... 32

### BERG'S-EYE VIEW DEPARTMENT

The Lighter Side Of Modern Technology ..... 26

### DON MARTIN DEPARTMENT

In The Operating Room ..... 8

Back In The Operating Room ..... 31

### DOOM-BUGGIES DEPARTMENT

MAD's Auto Manufacturer Of The Year ..... 35

### HYPOCRATIC OAFS DEPARTMENT

"Miracle Center" (A MAD TV Satire) ..... 13

### JOCKS TRAPPED DEPARTMENT

Sports Interviews—Past, Present and Future ..... 20

### LETTERS DEPARTMENT

Random Samplings Of Reader Mail ..... 2

### LIGHT-METERED VERSE DEPARTMENT

MAD Photoetry ..... 4

### MARGINAL THINKING DEPARTMENT

"Drawn-Out Dramas" by Aragonés ..... \*\*

### OH-OH! DEPARTMENT

You Know Your Days Are Numbered When... ..... 40

### POLISH JOKE DEPARTMENT

The Small Businessman ..... 25

### "R" MOVIES BETTER THAN EVER? DEPARTMENT

"Carnival Knowledge" (A MAD Movie Satire) ..... 42

### STRIKE UP THE BANDWAGON DEPARTMENT

Campaign Songs For The '72 Presidential Candidates ..... 10

### THE EYES OF TAXES ARE UPON YOU DEPARTMENT

Letters From The Internal Revenue Service ..... 18

\*\*Various Places Around The Magazine

## VITAL FEATURES

### SONGS FOR THE '72 PRESIDENTIAL CANDIDATES Pg. 10



### MIRACLE CENTER (A MAD TV SATIRE) Pg. 13

### SPORTS INTERVIEWS PAST, PRESENT AND FUTURE Pg. 20



### THE LIGHTER SIDE OF MODERN TECHNOLOGY Pg. 26

### MAD'S AUTO MANUFACTURER OF THE YEAR Pg. 35



### CARNIVAL KNOWLEDGE (A MAD MOVIE SATIRE) Pg. 42

# WHY NOT HAVE THE NEXT ISSUE SENT DIRECTLY TO YOUR HOME?



**SUBSCRIBE TO**

# MAD

use coupon or duplicate

**MAD**

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

I enclose \$7.00\*. Enter my name on  
your subscription list, and mail me  
the next 19 issues of MAD Magazine.

NAME.....  
ADDRESS.....  
CITY.....  
STATE..... ZIP CODE.....

\*In Canada, \$7.00 in U.S. funds, payable by International Money Order or Check drawn on a U.S.A. Bank. Outside the U.S.A. and Canada, \$8.75, payable by International Money Order or Check drawn on a U.S.A. Bank. Allow 10 weeks for subscription to be processed. We cannot be responsible for cash lost or stolen in the mails, so **CHECK OR MONEY ORDER PREFERRED!**

## GET RID OF PILES!

Yep, these full-color portraits of Alfred E. Neuman, MAD's "What-Me-Worry?" kid, suitable for framing & wrapping fish, are still piled up in our stockroom! Only you can help us get rid of these piles! 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.



### WILLIES

Your satire of "Willard" was great. I only wish you'd come out with it in August, before I made the mistake of seeing the movie.

Ken Marks  
Niles, Mich.

What kind of rats are you guys, making fun of an epic like "Willard"? Rats are the Ghetto's state animal.

Iowa City, Iowa  
John E. Wolfe

### ROAD SIGNS WE'D POST

"Road Signs We'd Like To Post" contained some great social comments, especially "Children At Play" in front of the Chiefs of Staff. Something I've been saying about them for a long time.

Hope Harby  
Akron, Ohio

### DISTINCTIVE BIRTH ANNOUNCEMENTS

I enjoyed your "Distinctive Birth Announcements" very much, but the one from a Women's Lib member reads Mrs. Wilma Flensch, etc. It should read Ms. Wilma Flensch as Women's Lib members do not wish to be known as either Miss or Mrs.

Ms. Lynn Copland  
West Hartford, Conn.

### NEW YEAR'S RESOLUTIONS

"Harry Grepser's New Year's Resolutions 1962-1972" was THE classic in your March 1972 issue. My congratulations to Mr. Frank Jacobs whose talent demonstrated marvelous insight into human behaviour. Harry Grepser was both comic and pitiful. But then there are many insensitive people (Harry's boss and his two friends) who make the Harry Grepser of the world.

B. Hyman  
Houston, Texas

### YOU KNOW YOU'RE GROWN UP

"You Know You're Really Grown Up When..." you dial the operator and she quits calling you "Ma'am" and finally calls you "Sir"!

Brad Brannon  
Roswell, Ga.

"You Know You're Really Grown Up When..." you stop getting gift subscriptions to MAD for Christmas and have to fill out the "enter my name" coupon yourself!

Kirk McElhearn  
Jamaica, N.Y.

### PRESENT AND ACCOUNTED FOR!

MAD, for a long time I've been aware of your existence. I think it only fair that you should know of mine.

Deborah Graham  
Battle Creek, Mich.

## CLICHÉ MOVIE PROPS

How ironic that you are able to poke fun at "Cliché Movie Props," that held important roles in the plots of the classic films, when your own magazine uses a much more prevalent cliché itself...Alfred E. Neuman.

Patrick O'Malia  
Kingston, Pa.

### JOHNNY COMES MARCHING HOME

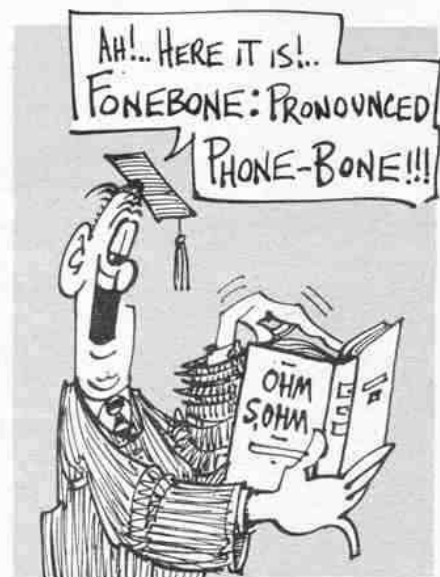
When I first saw your "When Johnny Comes Marching Home Again" back cover, I was thunderstruck. Never, on any magazine, humorous or serious, has such a simple illustration carried so much meaning. The look on the returning soldier's face is as frightening as the message is overwhelming. Please keep this up. You're doing a life-saving service for those on heroin or "thinking about it."

Larry Schwartz  
Newbury Park, Calif.

### DON MARTIN'S PRONOUNCEMENT

How do you pronounce FONEBONE? Is it phone-bone, funny-bone, or phoney-bone?

David Gross  
Seattle, Wash.



### HORROR COMICS OF THE 1950's

I think your readers would be interested in knowing about Nostalgia Press's latest release: "HORROR COMICS OF THE 1950's." Twenty-three of the greatest stories from E.C.'s *Tales From The Crypt* and *The Vault Of Horror* have been reprinted in a mammoth full-color edition which will delight old and new E.C. Fan-Addicts. I'm sure this hard-cover book will bring back fond memories for all, not only because of the complete stories, but also because of original ads, biographies, and editorials which I've included. If any of your readers would like to order a copy of this E.C. bonanza, it's available at \$19.95 (plus 75c handling) from: Nostalgia Press, Box 293, Franklin Square, New York 11010.

Woody Gelman  
Nostalgia Press  
Franklin Sq., N.Y.

Please Address All Correspondence To:  
MAD, Dept. 151, 485 MADison Avenue  
New York, New York 10022



# POLITICS MAKES STRANGE BEDFELLOWS! MAD MAKES STRANGE RUNNING MATES



A COLLECTION  
OF  
HIGH-CLASH  
CAPERS  
OF  
CONTENDING  
SPIES



A COLLECTION  
OF  
LOW-TRASH  
PAPERS  
FOR  
OFFENDING  
EYES



## PUT THESE TWO LOSERS IN YOUR LITTLE WHITE HOUSE!

On Sale Now At Your Favorite Bookstand—Or Yours By Mail

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

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

NAME \_\_\_\_\_  
ADDRESS \_\_\_\_\_  
CITY \_\_\_\_\_  
STATE \_\_\_\_\_ ZIP CODE \_\_\_\_\_

PLEASE  
SEND ME:

☐ THE THIRD MAD DOSSIER  
OF SPY vs. SPY

☐ THE RECYCLED  
MAD

ALSO PLEASE SEND ME THE  
BOOKS CHECKED BELOW:

- ☐ The MAD Reader
- ☐ MAD Strikes Back
- ☐ Inside MAD
- ☐ Utterly MAD
- ☐ The Brothers MAD
- ☐ The Bedside MAD
- ☐ Son of MAD
- ☐ The Organization MAD
- ☐ Like MAD
- ☐ The Ides of MAD
- ☐ Fighting MAD
- ☐ The MAD Frontier
- ☐ MAD In Orbit
- ☐ The Voodoo MAD
- ☐ Greasy MAD Stuff

- ☐ Three Ring MAD
- ☐ Self-Made MAD
- ☐ The MAD Sampler
- ☐ World, World, etc. MAD
- ☐ Raving MAD
- ☐ Boiling MAD
- ☐ Questionable MAD
- ☐ Howling MAD
- ☐ The Indigestible MAD
- ☐ Burning MAD
- ☐ Good 'n' MAD
- ☐ Hopping MAD
- ☐ The Portable MAD
- ☐ MAD Power
- ☐ The Dirty Old MAD

- ☐ Polyunsaturated MAD
- ☐ DON MARTIN Steps Out
- ☐ DON MARTIN Bounces Back
- ☐ DON MARTIN Drops 13 Stories
- ☐ MAD's Captain Klutz
- ☐ DON MARTIN Cooks
- ☐ DON MARTIN Comes On Strong
- ☐ DAVE BERG Looks at the USA
- ☐ DAVE BERG Looks at People
- ☐ DAVE BERG Looks at Things
- ☐ DAVE BERG Modern Thinking
- ☐ DAVE BERG Our Sick World
- ☐ The All-New SPY vs. SPY
- ☐ SPY vs. SPY Follow-Up File
- ☐ A MAD Look at Old Movies

- ☐ Return of MAD Old Movies
- ☐ AL JAFFEE's Snappy Answers
- ☐ More AL JAFFEE Snappy Answers
- ☐ The MAD Book of Magic
- ☐ Aragon's "Viva MAD"!
- ☐ Aragon's MAD about MAD
- ☐ MAD for Better or Verse
- ☐ Sing Along With MAD

I ENCLOSE 60c FOR EACH  
(Minimum Order: 2 Books)

We cannot be responsible for cash  
lost or stolen in the Mails. Check  
or Money Order preferred!

On orders outside the U.S.A. be  
sure to add 10% extra. Allow at  
least six weeks for delivery.



# MAD PHO



*Art is the child of Nature; yes  
Her darling child, in whom we trace  
The features of the mother's face,  
Her aspect and her attitude;  
All her magestic loveliness  
Chastened and softened and subdued  
Into a more attractive grace;  
And with a human sense imbued.*

Henry Wadsworth Longfellow  
"Keramos"



*To be, or not to be,—that is the question:—  
Whether 'tis nobler in the mind to suffer  
The slings and arrows of outrageous fortune  
Or to take arms against a sea of troubles,  
And by opposing end them?*

William Shakespeare  
"Hamlet"



*Waken lords, and ladies gay,  
On the mountain dawns the day . . .*

Sir Walter Scott  
"Hunting Song"



# OTOETRY

CONCEIVED & RESEARCHED BY: MAX BRANDEL



PHOTOS BY:  
UPI AND  
WORLD WIDE

*When greater perils men environ,  
Then women show a front of iron;...*

Thomas Dunn English  
"Betty Zane"



*All the world's a stage,  
And all the men and women merely players:  
They have their exits and their entrances;  
And one man in his time plays many parts.*

William Shakespeare  
"As You Like It"



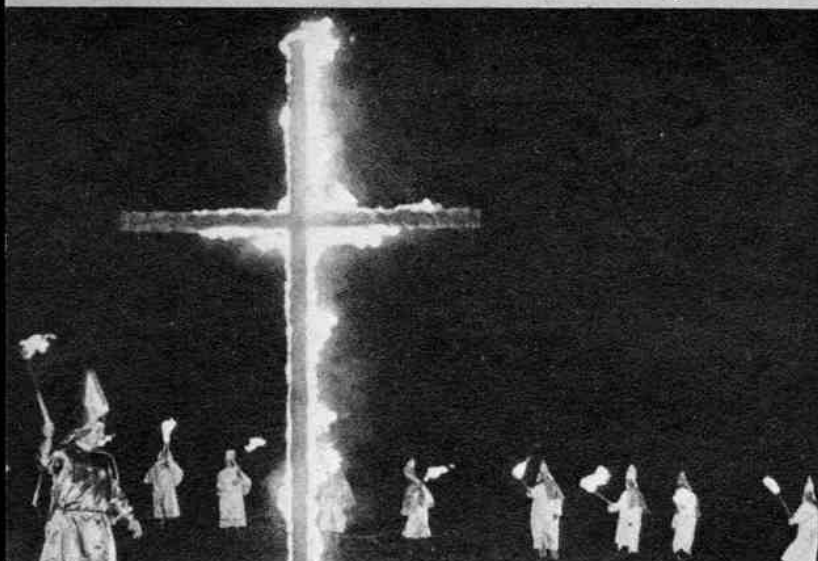
*Hats off!  
Along the streets there comes  
A blaze of bugles, a ruffle of drums,  
A flash of color beneath the sky.  
Hats off!  
The flag is passing by!*

Henry H. Bennett  
"The Flag Goes By"



*Onward, Christian Soldiers!  
Marching as to war,*

*With the Cross of Jesus  
Going on before;  
Sabine Baring-Gould*



*We toil for fame  
We live on crusts,*

*We make a name,  
Then we are busts.  
L.H. Robbins*



*Money is honey, my little sonny,  
And a rich man's joke is always funny.*

*Thomas Edward Brown  
"The Doctor"*



*I wish my room had a floor;  
I don't care so much for a door,  
But this walking around  
Without touching the ground  
Is getting to be such a bore!*

*Gelett Burgess*



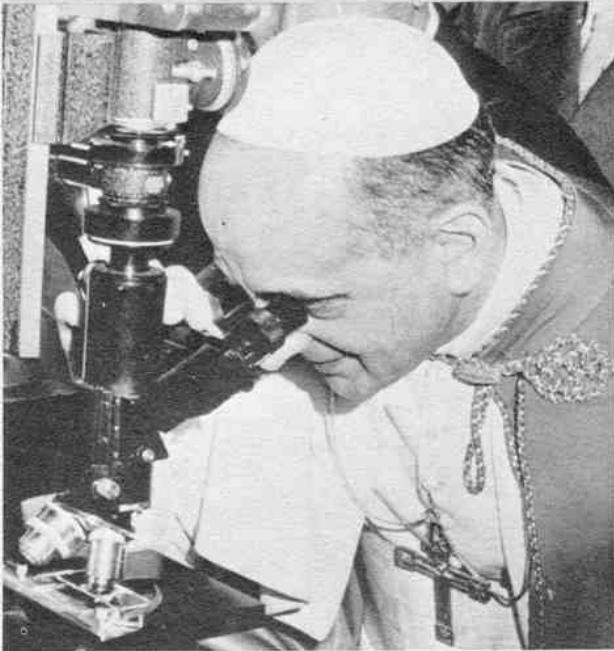
*Great is the art of beginning,  
But greater the art is of ending...*

*Henry Wadsworth Longfellow  
"Elegiac Verse"*



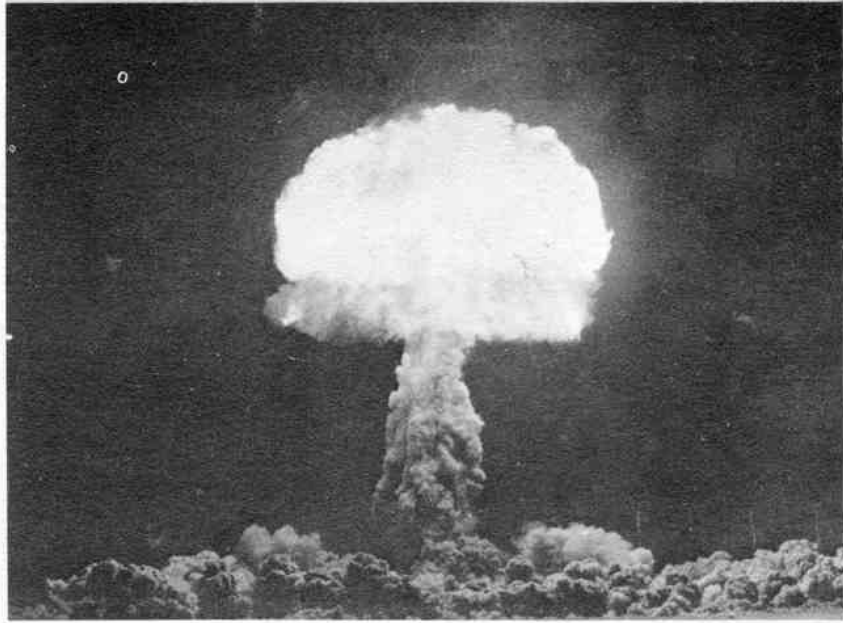
*Faith is a fine invention  
For gentlemen who see;  
But microscopes are prudent  
In an emergency!*

Emily Dickinson



*Of all the creatures that creep, swim or fly,  
Peopling the earth, the waters, and the sky,  
From Rome to Iceland, Paris to Japan,  
I really think the greatest fool is man.*

Nicolas Boileau Despreau  
"Satire 8"



*Never ask of money spent  
Where the spender thinks it went.  
Nobody was ever meant  
To remember or invent  
What he did with every cent.*

Robert Frost  
"The Hardship of Accounting"

© COPYRIGHT BY HOLT, RINEHART & WINSTON



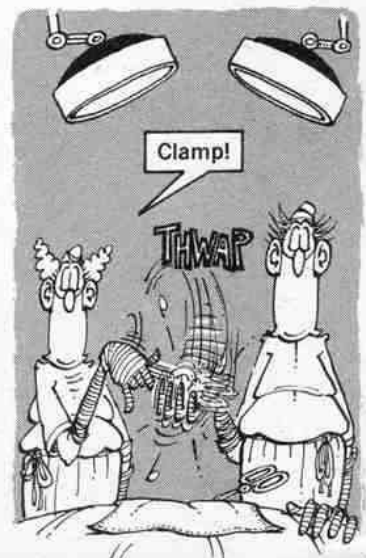
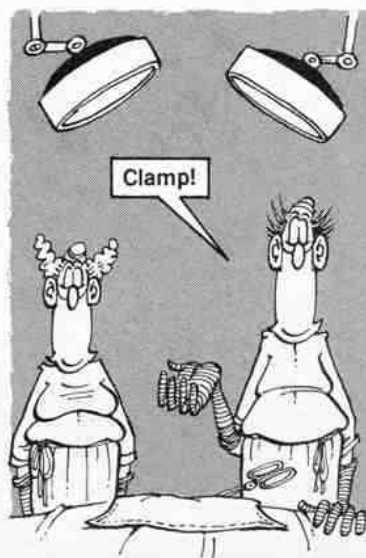
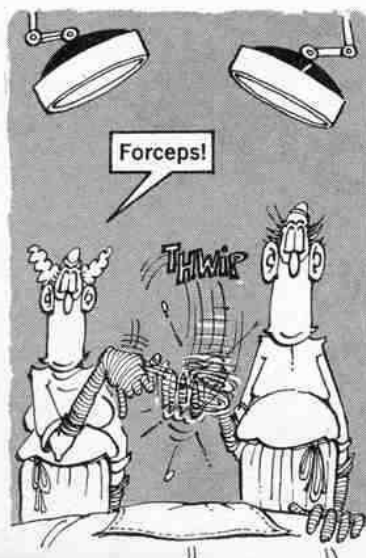
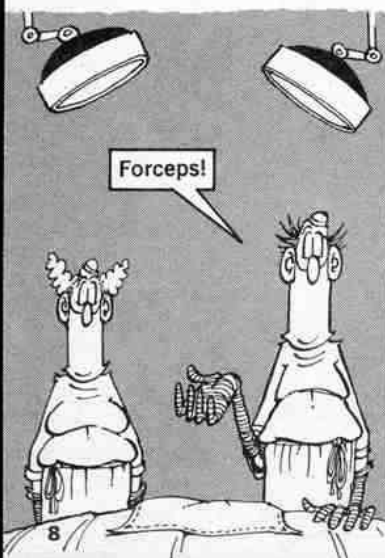
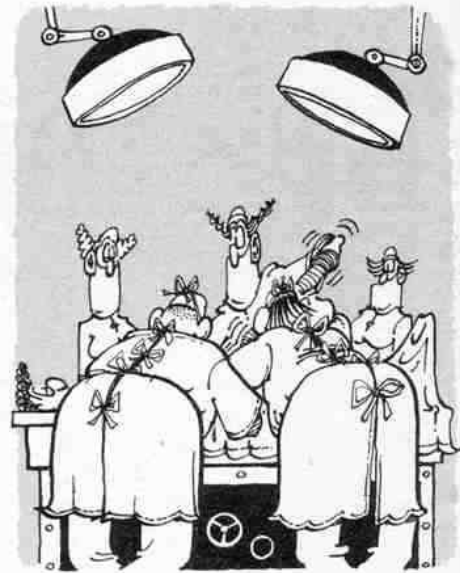
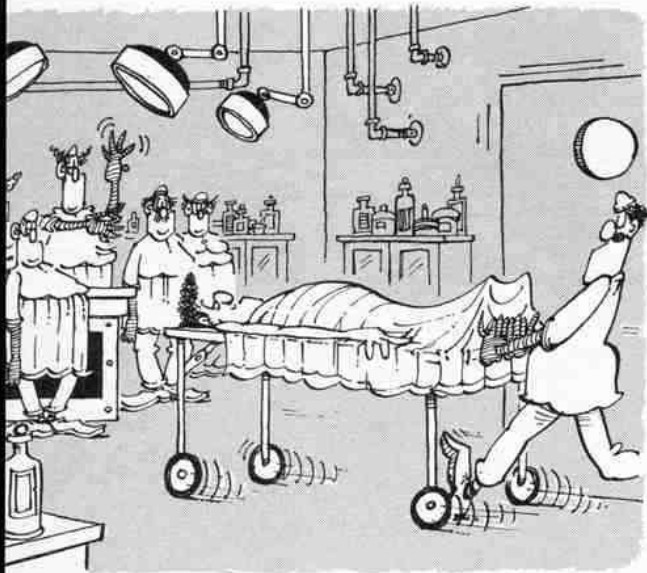
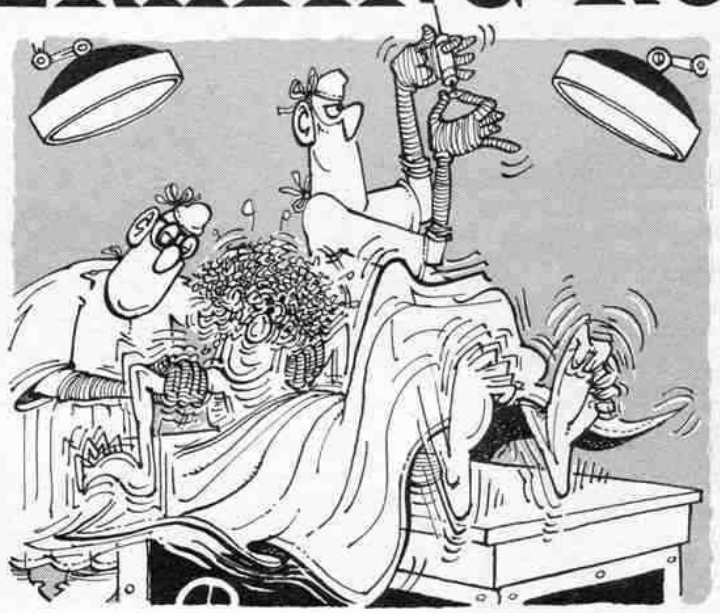
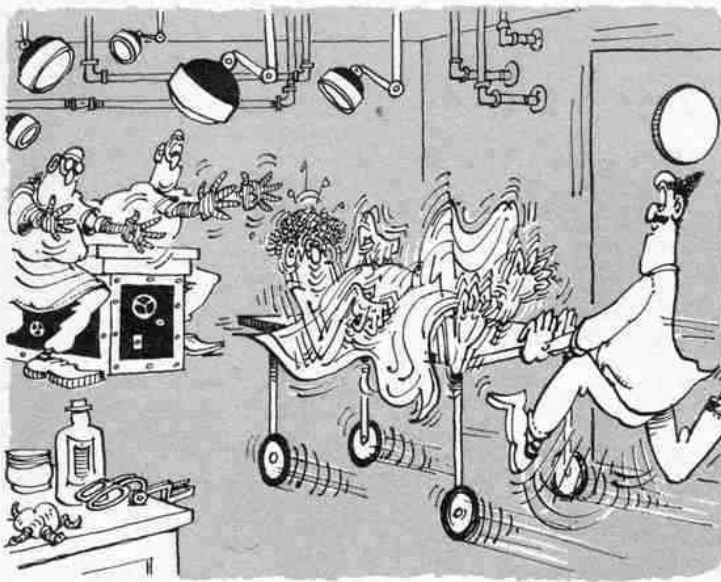
*Diplomacy is to do and say  
The nastiest thing in the nicest way.*

Isaac Goldberg  
"The Reflex"



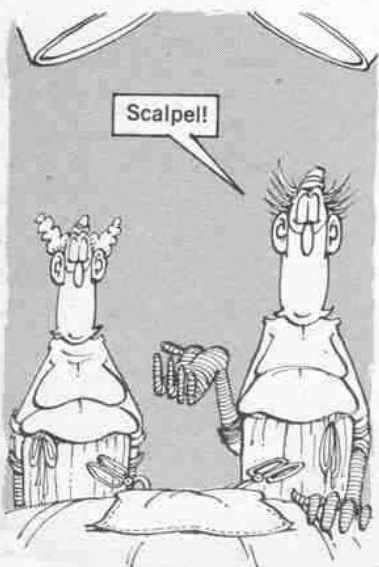
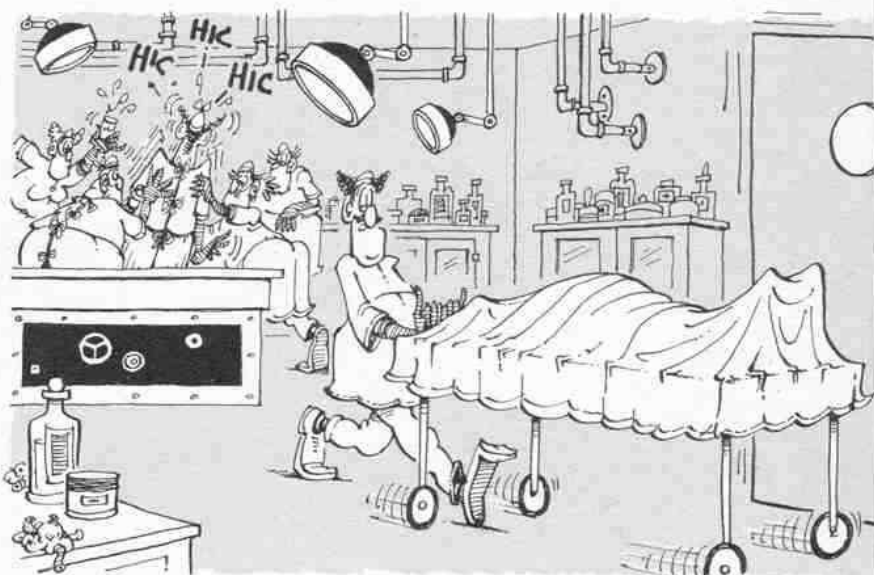
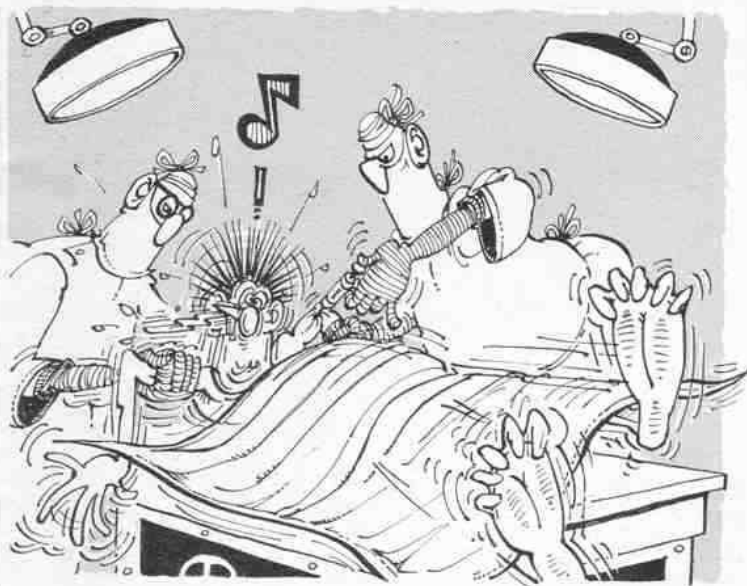


# IN THE OPERATING RO





# OM with DON MARTIN





# STRIKE UP THE BANDWAGON DEPT.

In past issues we've presented songs our readers can sing about the important things in life — things like food and pets and material possessions. But now, as a change of pace, we feel it's time to glorify some of the less important things in life — namely this year's Presidential hopefuls. They may have been unsung before, but they are unsung no longer as we now present . . .

## MAD'S SONGBOOK FOR THE '72 CANDIDATES

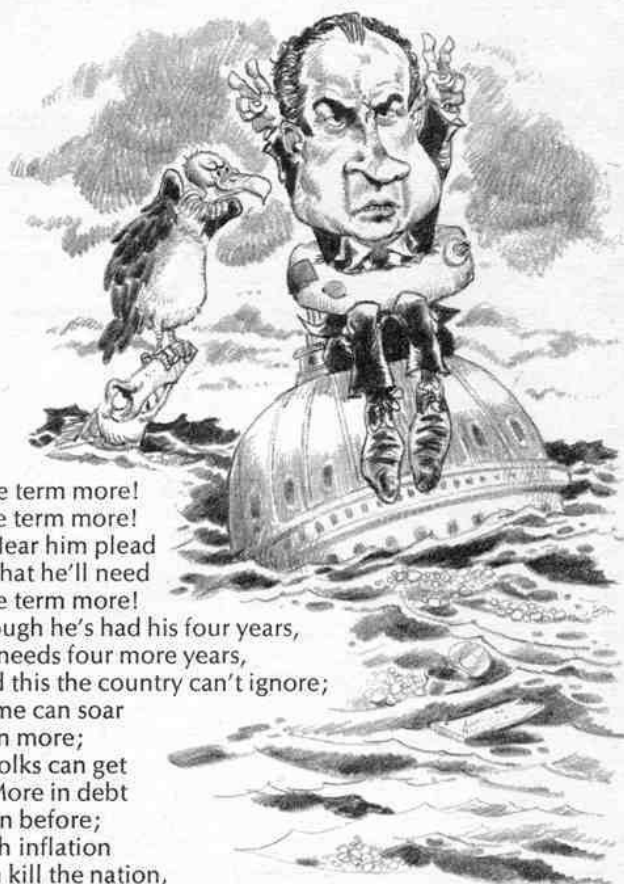
(Sung To The Tune Of Whatever)

ARTIST: DAVID GANTZ

WRITER: FRANK JACOBS

## The Nixon Fight Song

(Sung to the tune of  
"Over There")

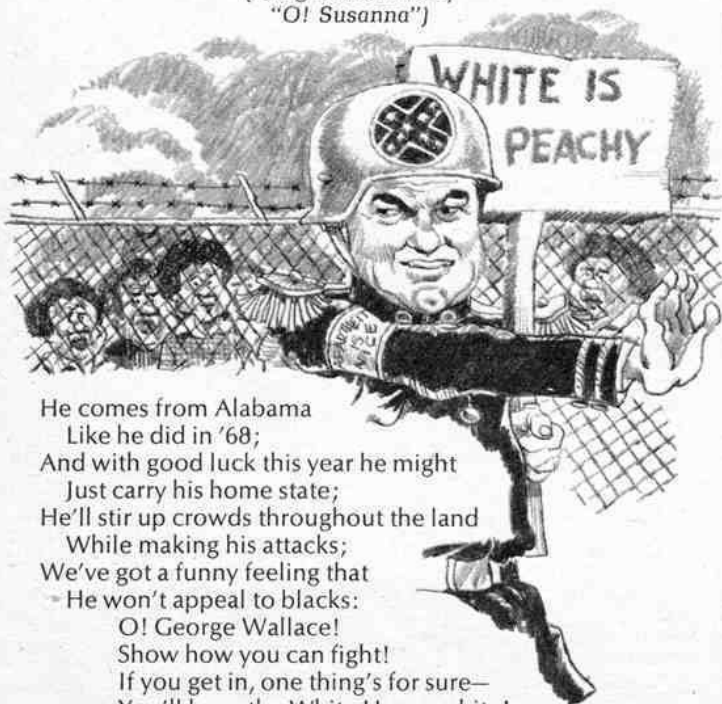


One term more!  
One term more!  
Hear him plead  
That he'll need  
One term more!  
Though he's had his four years,  
He needs four more years,  
And this the country can't ignore;  
Crime can soar  
Even more;  
Folks can get  
More in debt  
Than before;  
Such inflation  
Can kill the nation,  
But he needs more time  
So let's give him one term more!

David Gantz

## The Wallace Rouser

(Sung to the tune of  
"O! Susanna")



He comes from Alabama  
Like he did in '68;  
And with good luck this year he might  
Just carry his home state;  
He'll stir up crowds throughout the land  
While making his attacks;  
We've got a funny feeling that  
He won't appeal to blacks:  
O! George Wallace!  
Show how you can fight!  
If you get in, one thing's for sure—  
You'll keep the White House white!

10

## The Agnew Anthem

(Sung to the tune of  
"The Notre Dame Fight Song")

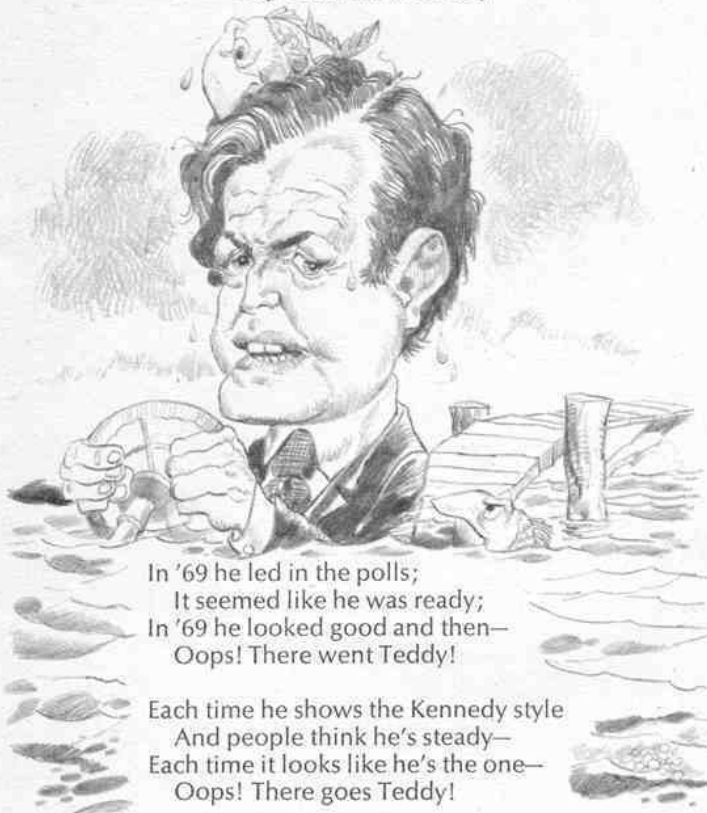


Cheer, cheer for Spiro today—  
He will unite the whole U.S.A.!  
Polacks, Guineas, Japs and Greeks,  
Impudent snobs and left-wing freaks;  
What though the slums be great or be small,  
When you've seen one, then you've seen them all;  
Should he lose, then he can star in  
"All in the Fam-i-ly!"



## The Kennedy Carol

(Sung to the tune of  
"Pop Goes the Weasel")

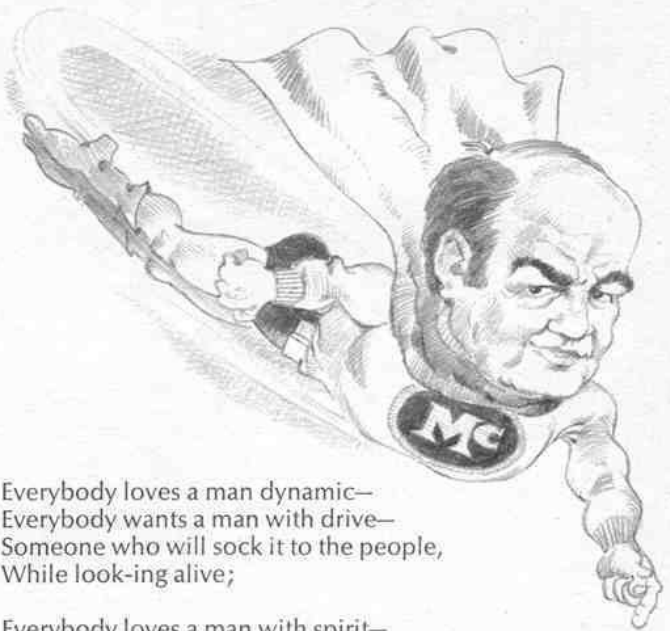


In '69 he led in the polls;  
It seemed like he was ready;  
In '69 he looked good and then—  
Oops! There went Teddy!

Each time he shows the Kennedy style  
And people think he's steady—  
Each time it looks like he's the one—  
Oops! There goes Teddy!

## The McGovern Anthem

(Sung to the tune of  
"Everybody Loves Somebody Sometime")



Everybody loves a man dynamic—  
Everybody wants a man with drive—  
Someone who will sock it to the people,  
While look-ing alive;

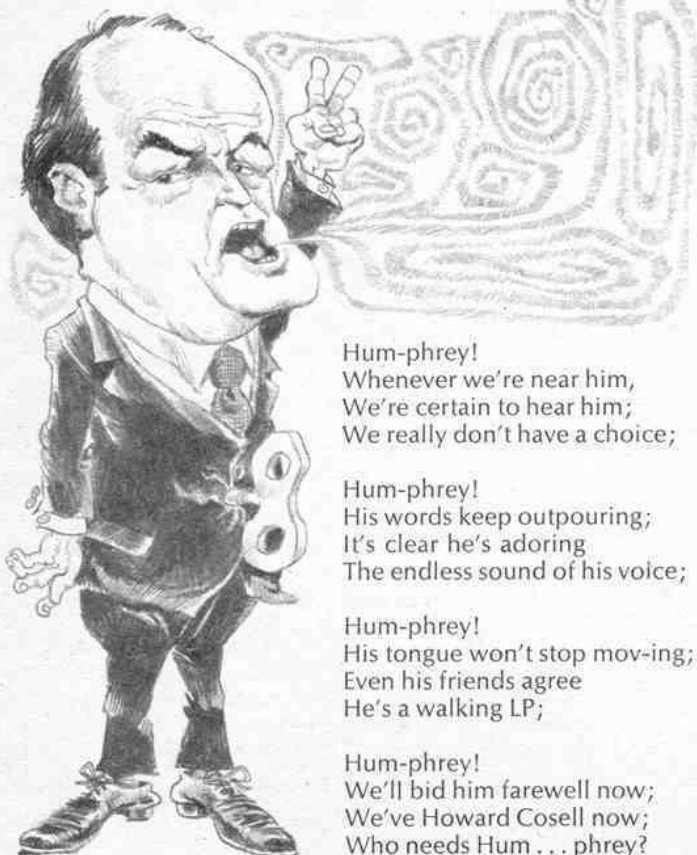
Everybody loves a man with spirit—  
Everybody wants a man with flash—  
Someone who will barnstorm through the nation  
And make a big splash;

When you have a man of fire,  
Then you know you've got a potent candidate—  
He's the kind that folks admire,  
And you know that he can win in every state;

Everybody loves a man dynamic—  
Should you find one, tell us when you do;  
We're still stuck with George Mc-Govern—  
For sev-en-ty two!

## The Humphrey Salute

(Sung to the tune of  
"Born Free")



Hum-phrey!  
Whenever we're near him,  
We're certain to hear him;  
We really don't have a choice;

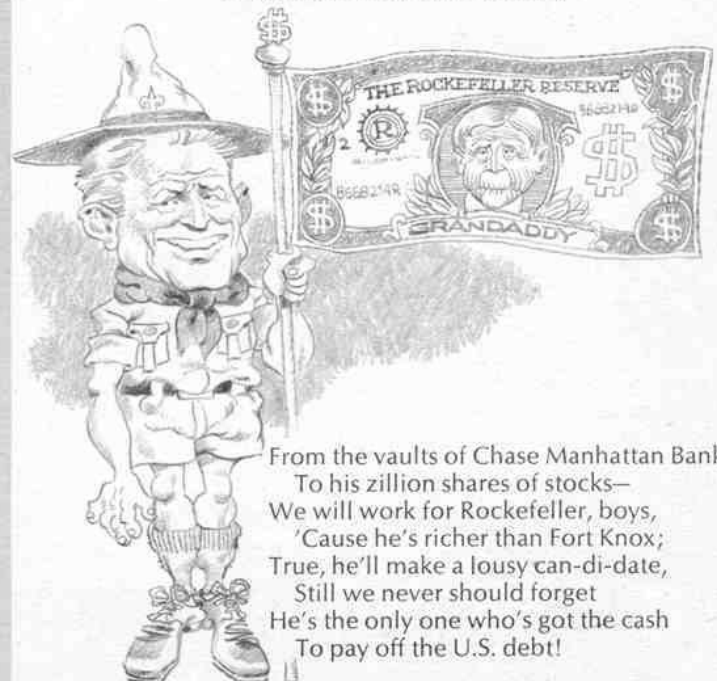
Hum-phrey!  
His words keep outpouring;  
It's clear he's adoring  
The endless sound of his voice;

Hum-phrey!  
His tongue won't stop mov-ing;  
Even his friends agree  
He's a walking LP;

Hum-phrey!  
We'll bid him farewell now;  
We've Howard Cosell now;  
Who needs Hum . . . phrey?

## The Rockefeller Rouser

(Sung to the tune of  
"From the Halls of Montezuma")



From the vaults of Chase Manhattan Bank  
To his zillion shares of stocks—  
We will work for Rockefeller, boys,  
'Cause he's richer than Fort Knox;  
True, he'll make a lousy can-di-date,  
Still we never should forget  
He's the only one who's got the cash  
To pay off the U.S. debt!



## The Lindsay Two-Party Chorus

(Sung to the tune of  
"Hello, Dolly!")



Democrats  
sing the  
dark type:  
\* \*  
Republicans  
sing the  
light type:

**Hello, Lindsay!**

Goodbye, Lindsay!

**Well, hello, Lindsay!**

So, goodbye, Lindsay!

**It's so nice that you've become a Democrat!**

'Cause you've turned around and ditched the G.O.P.!

**You look so cute, Lindsay—**

From what we think, Lindsay,

**You're a beaut, Lindsay—**

You're a fink, Lindsay—

**Much too pretty for your city, you're a real cool cat;**

All your wheelin' double-dealin' is a shame to see;

**Our voters all love ya,**

Your move was so tricky,

**Think the world of ya,**

You outdo Dickie—

**Since you made your switch and landed over here—**

And we hope one thing is plainly understood—

**Oh! You've made our day, Lindsay!**

Oh! We're all agreed, Lindsay!

**Hope that you'll stay, Lindsay!**

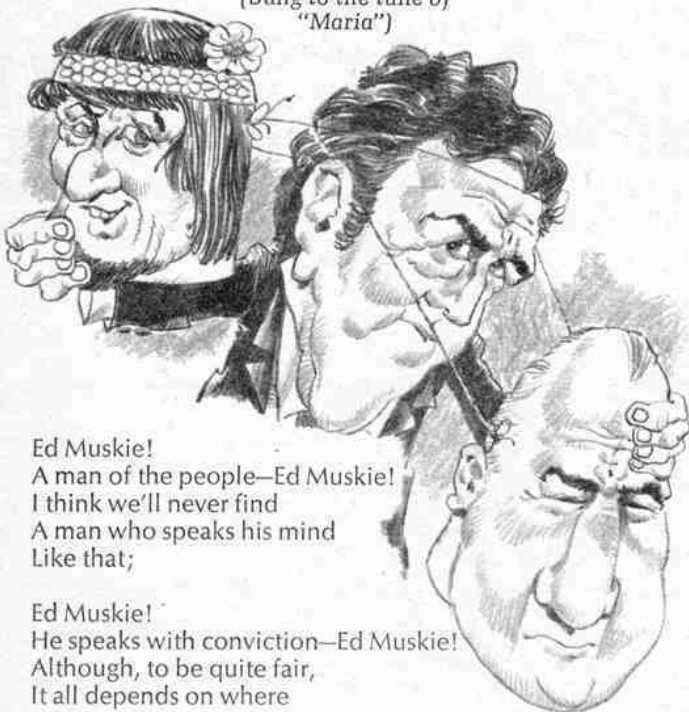
You we don't need, Lindsay!

**Lindsay, till you switch again next year!**

Lindsay, you can stay away for good!

## The Muskie Hymn

(Sung to the tune of  
"Maria")



Ed Muskie!

A man of the people—Ed Muskie!

I think we'll never find

A man who speaks his mind

Like that;

Ed Muskie!

He speaks with conviction—Ed Muskie!

Although, to be quite fair,

It all depends on where

He's at;

Ed Muskie!

In the North he's the liberal's hero—

In the South he comes off more like Spiro;

Ed Muskie!

Please tell me which one is Ed Muskie!

## The Alfred E. Neuman Athem

(Sung to the tune of  
"Try to Remember")



Try to remember this coming November

To Vote for Neuman, Vote for Neuman!

Change your direction; don't look for perfection

And Vote for Neuman, Vote for Neuman!

Alfred E. Neuman, though slightly sub-human,

Will win just like Truman did from Missouri;

Back him today so the country can say:

"What me worry, worry, worry, worry, worry, worry,  
worry, worry, worry..."

Muskie crusaders and Nixon paraders

Will Vote for Neuman, Vote for Neuman!

Kennedy voters and Lindsay promoters

Will Vote for Neuman, Vote for Neuman!

Alfred E. Neuman, with brain of albumen,

Will win just like Truman did from Missouri;

Back him and then we can say once again:

"What me worry, worry, worry, worry, worry, worry,  
worry, worry, worry..."

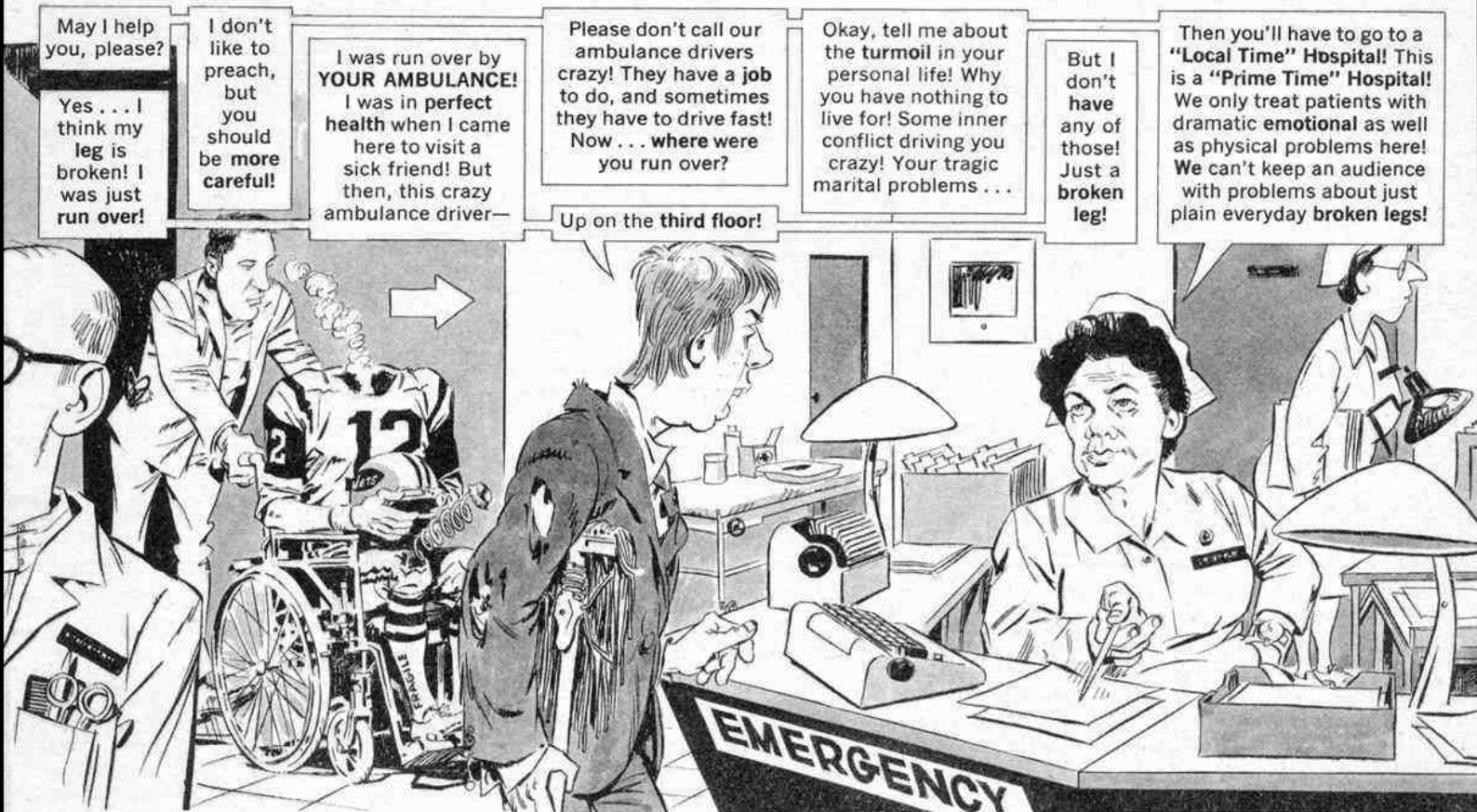
# HYPOCRATIC OAFS DEPT.

There's a popular weekly series on television about a Medical Center where patients are treated with respect, the nurses are super-courteous, the operations are 99.9% successful, and no one is ever presented with a bill. Now, we've been to plenty of Medical Centers, but from what we've seen of this place, it's more like a...

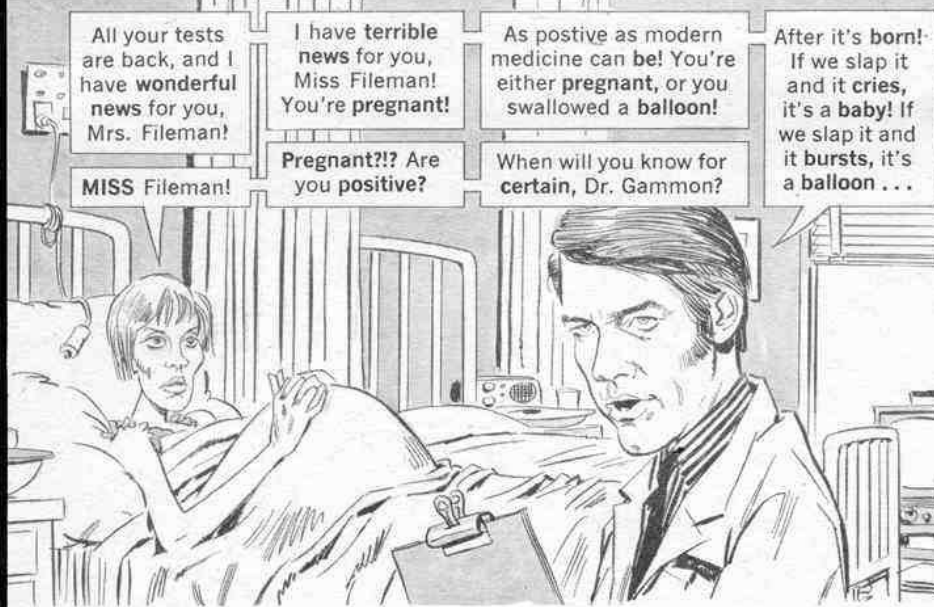
# MIRACLE CENTER

ARTIST: ANGELO TORRES

WRITER: DICK DE BARTOLO







All your tests are back, and I have wonderful news for you, Mrs. Fileman!

MISS Fileman!

I have terrible news for you, Miss Fileman! You're pregnant!

Pregnant?!? Are you positive?

As positive as modern medicine can be! You're either pregnant, or you swallowed a balloon!

When will you know for certain, Dr. Gammon?

After it's born! If we slap it and it cries, it's a baby! If we slap it and it bursts, it's a balloon...

Dr. Gammon! Mr. Glutzer needs a —

Not now, Nurse! I'm busy!

I can't have a baby! I'm all alone in the world! No one cares if I live or die!

But, I care!

I don't believe it! To you, I'm just another screwed up kid!

That's not true! To me, you're a VERY SPECIAL screwed up kid!



Dr. Gammon! Mr. Glutzer is in—

I said not now, Nurse! LATER!

You see, Miss Fileman, I learned something: that drugs and healing tools are fine, but nothing can take the place of a warm, close and personal Doctor-Patient relationship!

And now, if you'll move over please?

More tests, Doctor?

No, I thought I'd get into bed with you!



Doctor Gammon, you won't tell my parents, will you?

About my getting into bed with you?

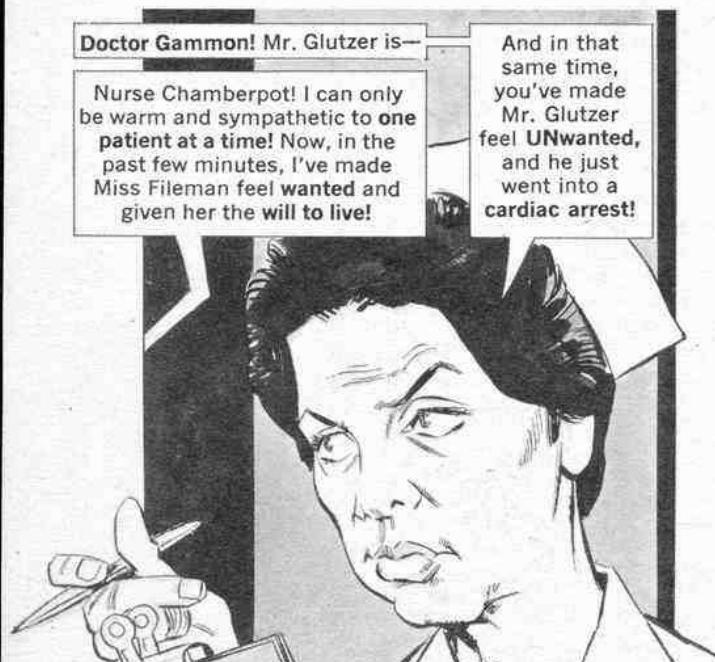
No, about the baby!

Of course not! But I think I ought to tell the child's—er—Father! What's his phone number?

Pick out any one in the Directory!

Oh? I take it you were very promiscuous!

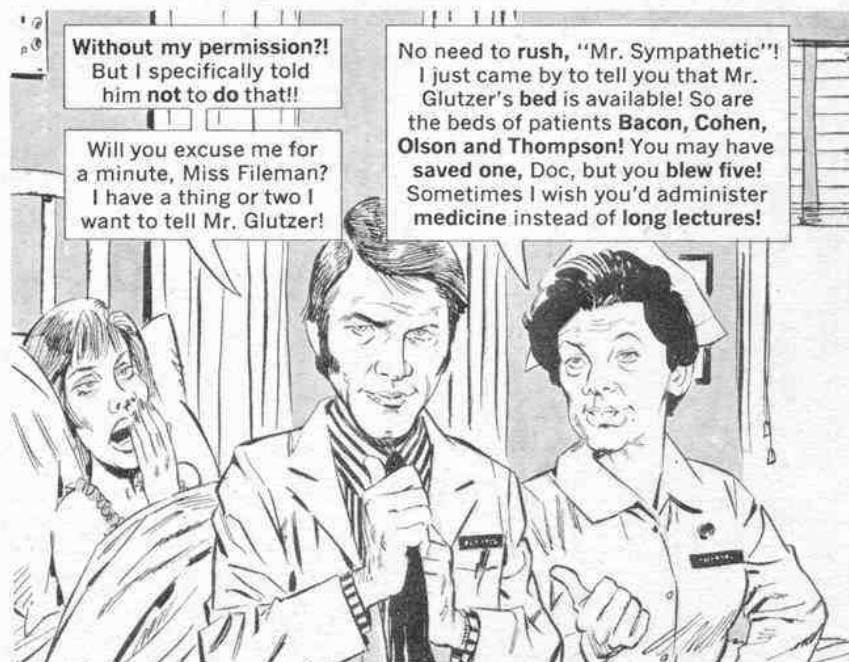
Me?!? I've never been promiscuous! I was always too busy fooling around with guys!!



Doctor Gammon! Mr. Glutzer is—

Nurse Chamberpot! I can only be warm and sympathetic to one patient at a time! Now, in the past few minutes, I've made Miss Fileman feel wanted and given her the will to live!

And in that same time, you've made Mr. Glutzer feel UNwanted, and he just went into a cardiac arrest!

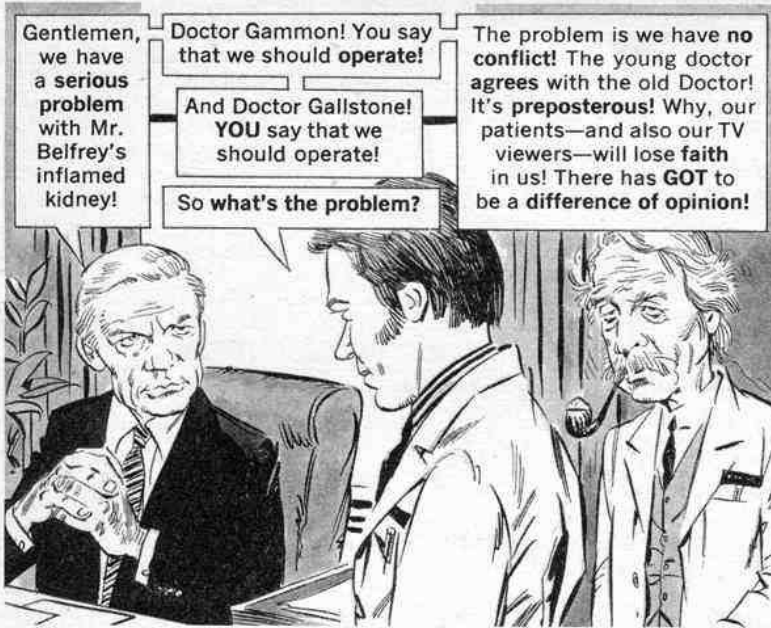


Without my permission?! But I specifically told him not to do that!!

Will you excuse me for a minute, Miss Fileman? I have a thing or two I want to tell Mr. Glutzer!

No need to rush, "Mr. Sympathetic"! I just came by to tell you that Mr. Glutzer's bed is available! So are the beds of patients Bacon, Cohen, Olson and Thompson! You may have saved one, Doc, but you blew five! Sometimes I wish you'd administer medicine instead of long lectures!





Gentlemen, we have a **serious problem** with Mr. Belfrey's inflamed kidney!

Doctor Gammon! You say that we should **operate!**

And Doctor Gallstone! **YOU** say that we should operate!

So what's the problem?

The problem is we have **no conflict!** The young doctor agrees with the old Doctor! It's **preposterous!** Why, our patients—and also our TV viewers—will lose **faith** in us! There has **GOT** to be a difference of opinion!



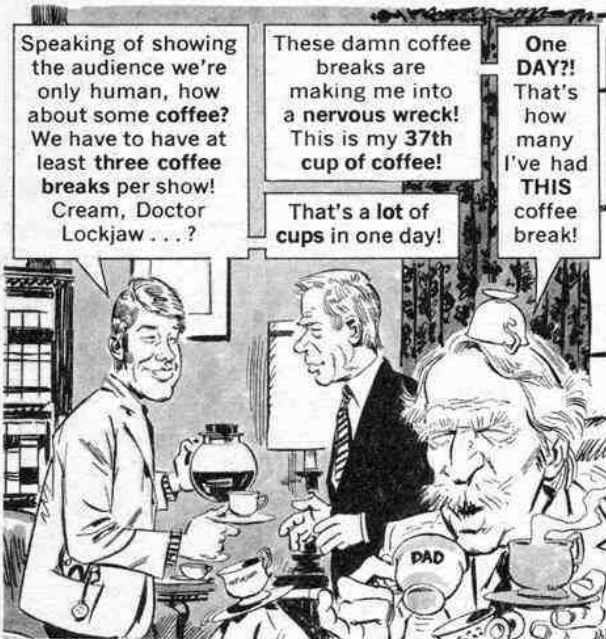
Then I say, "**Do NOT operate!**"

And I say, "**Do not operate!**"

Well, if you insist on "**cutting it out,**" then we just **HAVE** to operate! Because you're in charge!

This is our weekly dose of **medical humor**, folks! Shows we're only human!

**NOW CUT THAT OUT!!**

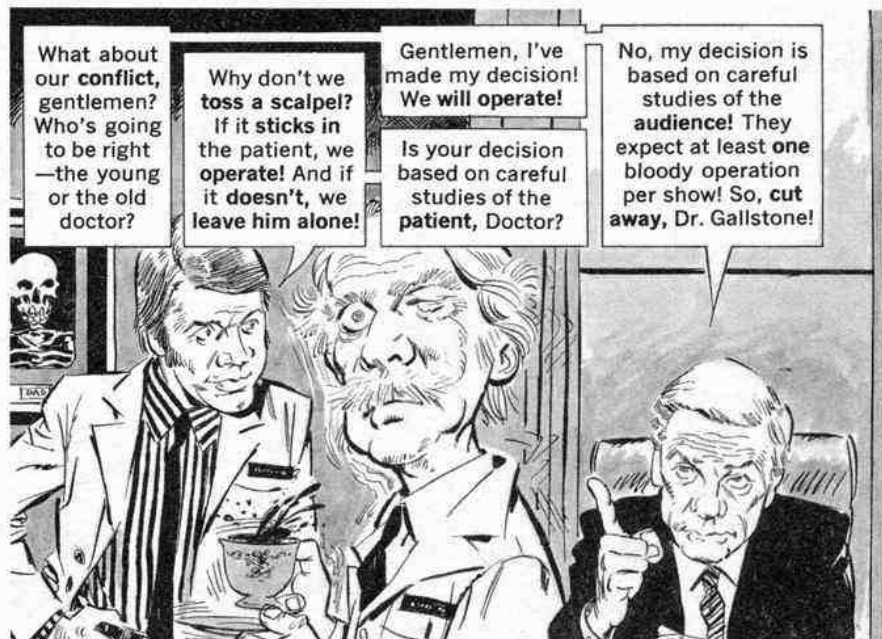


Speaking of showing the audience we're only human, how about some **coffee?** We have to have at least **three coffee breaks** per show! Cream, Doctor Lockjaw...?

These damn coffee breaks are making me into a **nervous wreck!** This is my **37th cup** of coffee!

That's a lot of cups in one day!

**One DAY?!** That's how many I've had **THIS** coffee break!



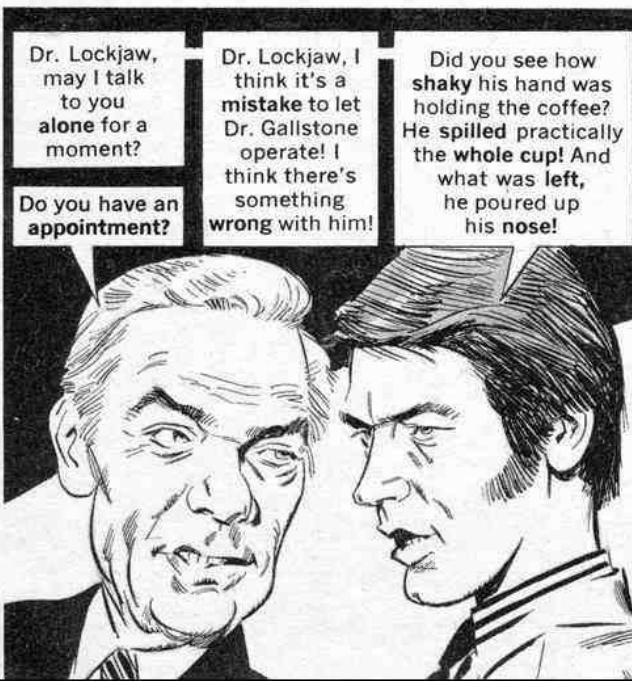
What about our **conflict**, gentlemen? Who's going to be right—the young or the old doctor?

Why don't we **toss a scalpel?** If it sticks in the patient, we **operate!** And if it **doesn't**, we leave him alone!

Gentlemen, I've made my decision! **We will operate!**

Is your decision based on careful studies of the patient, Doctor?

No, my decision is based on careful studies of the **audience!** They expect at least **one bloody operation** per show! So, **cut away**, Dr. Gallstone!

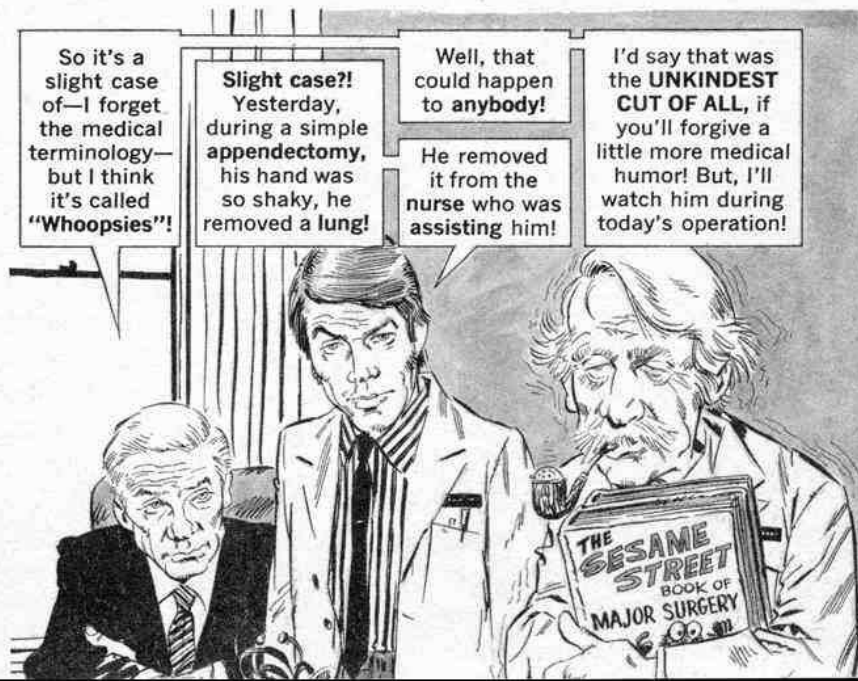


Dr. Lockjaw, may I talk to you **alone** for a moment?

Do you have an **appointment?**

Dr. Lockjaw, I think it's a **mistake** to let Dr. Gallstone operate! I think there's something **wrong** with him!

Did you see how **shaky** his hand was holding the coffee? He **spilled** practically the **whole cup!** And what was left, he **poured up** his nose!



So it's a slight case of—I forget the medical terminology—but I think it's called "**Whoopsies!**"

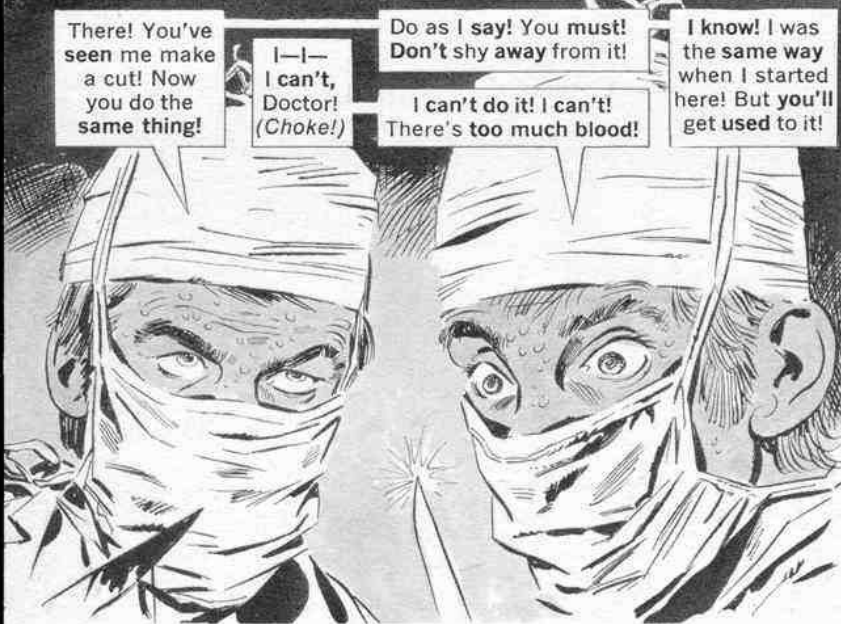
**Slight case?!** Yesterday, during a simple **appendectomy**, his hand was so **shaky**, he removed a **lung!**

Well, that could happen to **anybody!**

He removed it from the nurse who was assisting him!

I'd say that was the **UNKINDEST CUT OF ALL**, if you'll forgive a little more medical humor! But, I'll watch him during today's operation!





There! You've seen me make a cut! Now you do the same thing!

I—I—I can't, Doctor! (Choke!)

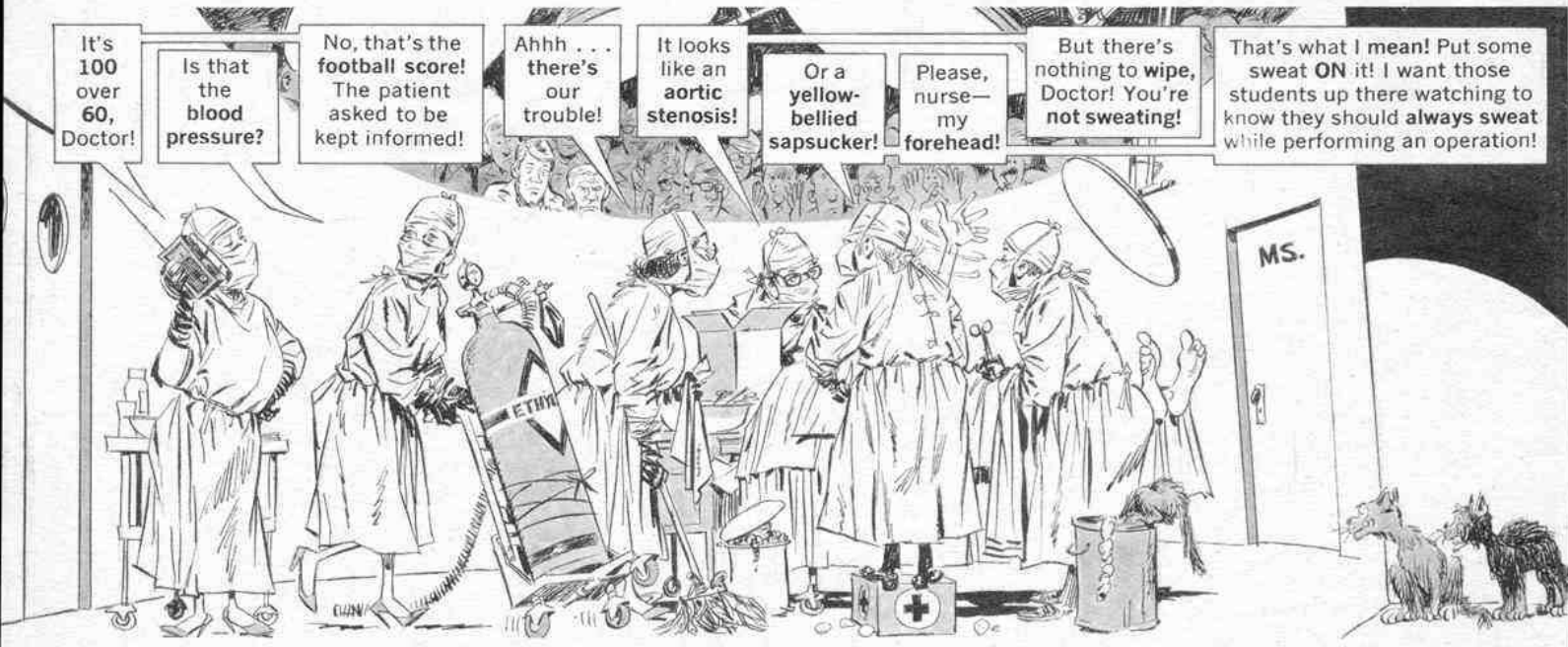
Do as I say! You must! Don't shy away from it!  
I can't do it! I can't! There's too much blood!

I know! I was the same way when I started here! But you'll get used to it!



The Miracle Center cafeteria always serves their steaks much too rare ... with the blood dripping out! I think the Chef is an operating room drop-out!

C'mon! Finish up! We've got an operation to witness!



It's 100 over 60, Doctor!

Is that the blood pressure?

No, that's the football score! The patient asked to be kept informed!

Ahhh ... there's our trouble!

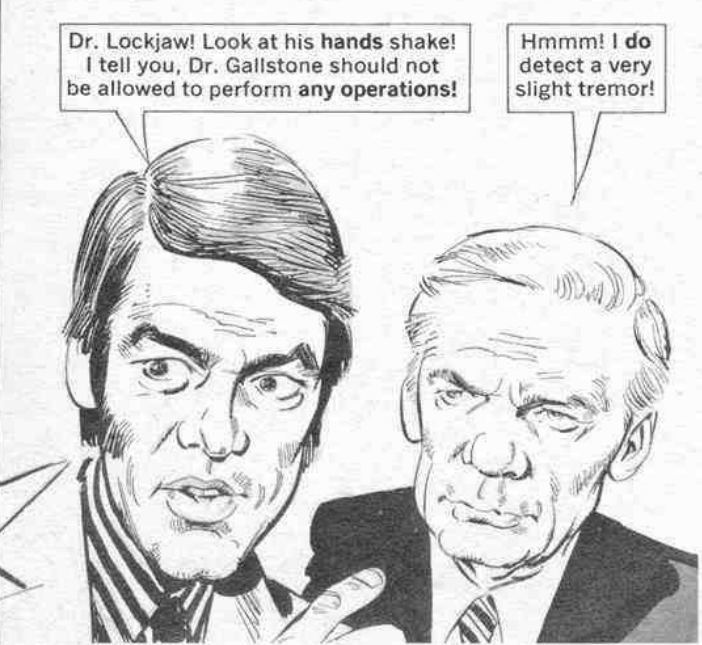
It looks like an aortic stenosis!

Or a yellow-bellied sapsucker!

Please, nurse—my forehead!

But there's nothing to wipe, Doctor! You're not sweating!

That's what I mean! Put some sweat ON it! I want those students up there watching to know they should always sweat while performing an operation!



Dr. Lockjaw! Look at his hands shake! I tell you, Dr. Gallstone should not be allowed to perform any operations!

Hmmm! I do detect a very slight tremor!



I'm going down there!

To take over the operation?

Yes! Or at least to catch parts!

Thank you for saving my life, Doctor Gallstone!

Don't thank me! Thank **Doctor Gammon**! He was the one who helped most in the operation! It was he who showed me that sometimes an old and ailing doctor has to step aside to make way for the new, bright, young ones!

Hey, I didn't do all that, Doctor Gallstone! All I said was, you're a nervous, doddering, butcher-happy, shell-shocked old quack who should be practicing with witch doctors, or sorcerers back in the dark ages!

Now, now! Don't try to flatter me, Son! I've learned my lesson, and I'm leaving the Medical Profession!



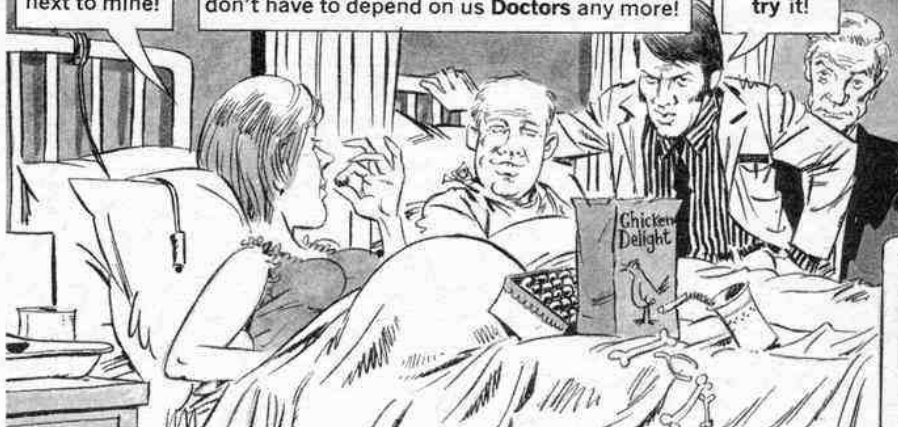
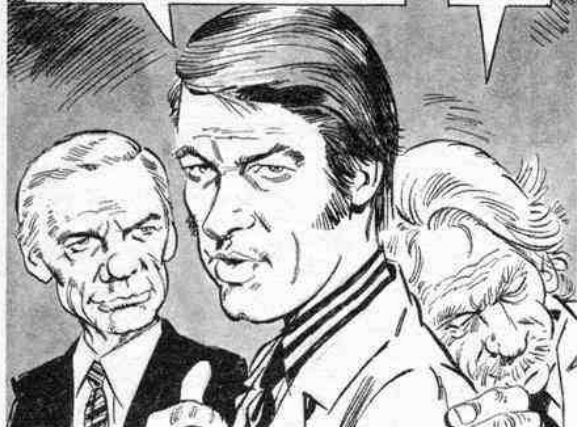
Doctor, you can't leave the field **TOTALLY**! I've already taken the liberty of getting you another job! Starting Monday, you'll be working for the **Bayer Company** . . . stuffing those little wads of cotton into the tops of bottles of Aspirin!

Thank you! You've made me feel wanted!

And, Doctor, you've made **ME** feel wanted, too, by putting Mr. Belfrey into the bed next to mine!

Well, we here at Miracle Center never take on a patient unless he or she has some kind of story that fits in with the story of our other guest-star-patient so that we can always have this warm and wonderful scene at the end where the two hospitalized human beings find strength in each other . . . and don't have to depend on us **Doctors** any more!

Phew!! If you think that's easy to say in one breath, try it!



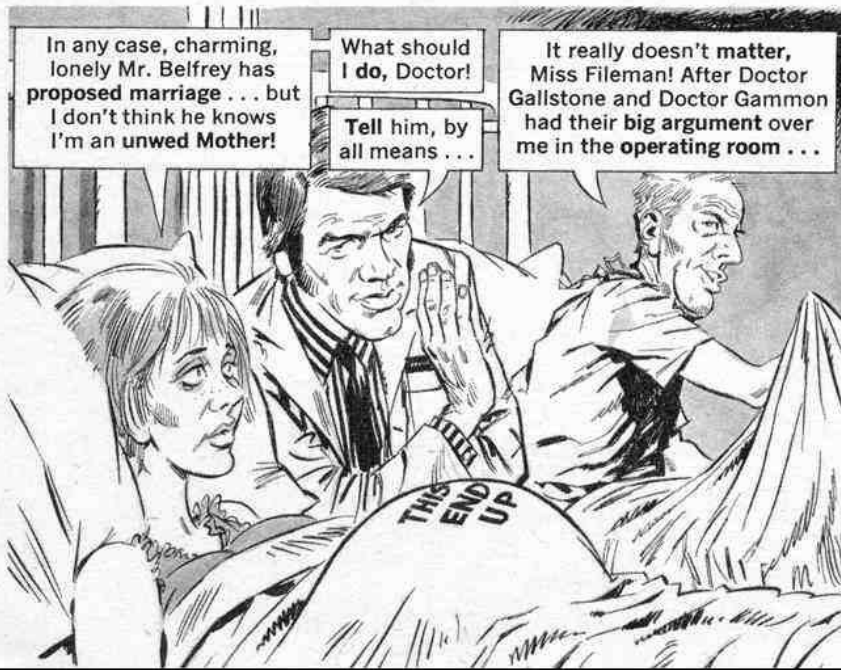
In any case, charming, lonely Mr. Belfrey has proposed marriage . . . but I don't think he knows I'm an unwed Mother!

What should I do, Doctor!

Tell him, by all means . . .

It really doesn't matter, Miss Fileman! After Doctor Gallstone and Doctor Gammon had their big argument over me in the operating room . . .

... WHO'S PERFECT??





## THE EYES OF TAXES ARE UPON YOU DEPT.

Every year at this time, tons of mail pour into the Internal Revenue Service offices all over the country. And we all know what's in **those** millions of envelopes. But since we have an inquisitive nature (which means we're down-

# LETTERS FROM THE INTE

WRITTEN BY:



Department of the Treasury  
Internal Revenue Service  
District Director

Mrs. Mimi Lafarge Henderson Cartwright Prescott Wilson Roberts  
66 Vamp Lane  
Grossepoint, Michigan

Dear Mrs. Lafarge Henderson Cartwright Prescott Wilson Roberts:  
Yes, the Government does permit certain deduction allowances for uniforms. But it is our opinion that your Wedding Gown does not qualify, even though you use it periodically.

Sincerely,  
The Internal Revenue Service



Department of the Treasury  
Internal Revenue Service  
District Director

Mr. John McGurk  
c/o Kelsey's Bar & Grill  
13344 Borax Street  
Phoenix, Arizona

Dear Mr. McGurk:

We are sorry to inform you that a joint return does not mean you may deduct everyone in the joint.

Sincerely,  
The Internal Revenue Service

Mr. Harris Maryland  
6108 Pennsylvania Road  
Kansas, Rhode Island

Dear Mr. Maryland:

We are sorry to inform you that we must disallow your deduction of \$688.99 for a new 23" Color TV set to replace your old 12" Black-and-White set because your Doctor advised you to avoid eyestrain.

Sincerely,  
The Internal Revenue Service



Department of the Treasury  
Internal Revenue Service  
District Director

Grandma Mosey  
Wilkins Farm  
Wilkins, Vermont

Dear Grandma Mosey:

Thank you for the apple pie, the cookies, and the strawberry preserves. But we still would like a check. After all, you DID earn \$264,329.00 from those "little paintings you do."

Sincerely,  
The Internal Revenue Service



Department of the Treasury  
Internal Revenue Service  
District Director

Mr. Clem Lewis  
Route #3, RFD  
Tomahawk, Wyoming

Dear Mr. Lewis:

We think it's wonderful that you have been married to Mrs. Lewis for 47 years. Unfortunately, a wife does not qualify for a depreciation allowance.

Sincerely,  
The Internal Revenue Service



Department of the Treasury  
Internal Revenue Service  
District Director

Webber and Webber  
12385 Fifth Avenue  
New York, New York

Dear Messrs. Webber:

Of course business lunches are deductible for Income Tax purposes. But one partner taking the other out to lunch on alternating days throughout the year is not allowable.

Sincerely,  
The Internal Revenue Service

Mr. Jerome Batchler  
30 Lincoln Road  
Miami Beach, Florida

Dear Mr. Batchler:

We will need a fuller explanation regarding your relationship with Miss Zelda Funzie. There is no regulation that allows you to deduct someone who is "just like a wife to you."

Sincerely,  
The Internal Revenue Service



Department of the Treasury  
Internal Revenue Service  
District Director

Mr. Norman Bubblebrook  
100 Steinmetz Street  
Gluckstern, Iowa

Dear Mr. Bubblebrook:

We are disallowing your Medical Expense deduction of \$8,759.22. We appreciate the fact that your slipped disc causes you some pain from time to time. Nevertheless, we do think that you should be able to find a qualified Doctor closer to your home than San Juan, Puerto Rico.

Sincerely,  
The Internal Revenue Service

right nosey), we've often wondered what's in the millions of envelopes that pour OUT of the Internal Revenue Service offices all over the country. We imagine that this is just about what we'd find if we could examine the . . .

# INTERNAL REVENUE SERVICE

DICK DE BARTOLO & DON EPSTEIN



Department of the Treasury  
Internal Revenue Service  
District Director

Miss Viola Messy  
21 Idiot Street  
Cleveland, Ohio

Dear Miss Messy:

You are correct in assuming that gifts are exempt from Federal Income Taxes. However, we do not agree that the check you receive from your employer every Friday for \$131.72 is a gift, even though he always says it is.

Sincerely,  
The Internal Revenue Service



Department of the Treasury  
Internal Revenue Service  
District Director

Miss Jennifer Hansen  
c/o Mr. and Mrs. John Hansen  
265 Gripe Road  
Portland, Ohio

Dear Miss Hansen:

Even though your Daddy claims that we take away every penny we can get our hands on, we are happy to inform you that we do not want any part of the \$11.75 you earned last year baby sitting.

Sincerely,  
The Internal Revenue Service

Mr. George Buttkvetch  
Professor of Anatomy  
Northwestern University  
Evanston, Illinois

Dear Professor Buttkvetch:

We realize that there are certain educational materials which you must have in order to teach Anatomy. But we do not feel that subscriptions to Playboy, Penthouse, Dude and Gent are among them.

Sincerely,  
The Internal Revenue Service

Mr. Lucky Franzetti  
Gauche Casino  
Las Vegas, Nevada

Dear Mr. Franzetti:

We are sorry, but you will have to send us a check for the full amount. We are not permitted to "roll you for it, double or nothing."

Sincerely,  
The Internal Revenue Service



Depe  
Intern  
Distri

Mr. Mark David Nietsdlef  
Apt. H-15  
71 East 200th Street  
New York, New York

Dear Mr. Nietsdlef:

It is true that every year, the Government pays millions of dollars to farmers for not growing wheat. However, it is not possible for you to deduct \$250 for not growing it in your window box.

Sincerely,  
The Internal Revenue Service



Intern  
District

Mr. Guiseppi Spagatini  
Boss of the Brooklyn Waterfront  
Pier 6  
Brooklyn, N.Y.

Dear Mr. Spagatini:

We suspect that there is an error in your recent Tax Return, since you indicate that you only earn \$2,000 per annum. We would like to point out that "per annum" means "per year" . . . not "per DAY!"

Sincerely,  
The Internal Revenue Service



Department of the Treasury  
Internal Revenue Service  
District Director

Mr. Herb Wolfe  
Swinging Singles Apartments  
Los Angeles, California

Dear Mr. Wolfe:

Whatever you spend on Doctors in hospitals is deductible. But whatever you spend on Nurses visiting your "pad" is not.

Sincerely,  
The Internal Revenue Service



Distri

Miss Joyce Bergenklein  
Kindergarten Class 102  
Finster School  
Gurney, New York

Dear Miss Bergenklein:

You will have to revise your list of 1971 deductions. We realize that 26 youngsters can give you one big headache, but \$831.52 for aspirin, icebags and tranquilizers cannot be considered a legitimate Professional expense.

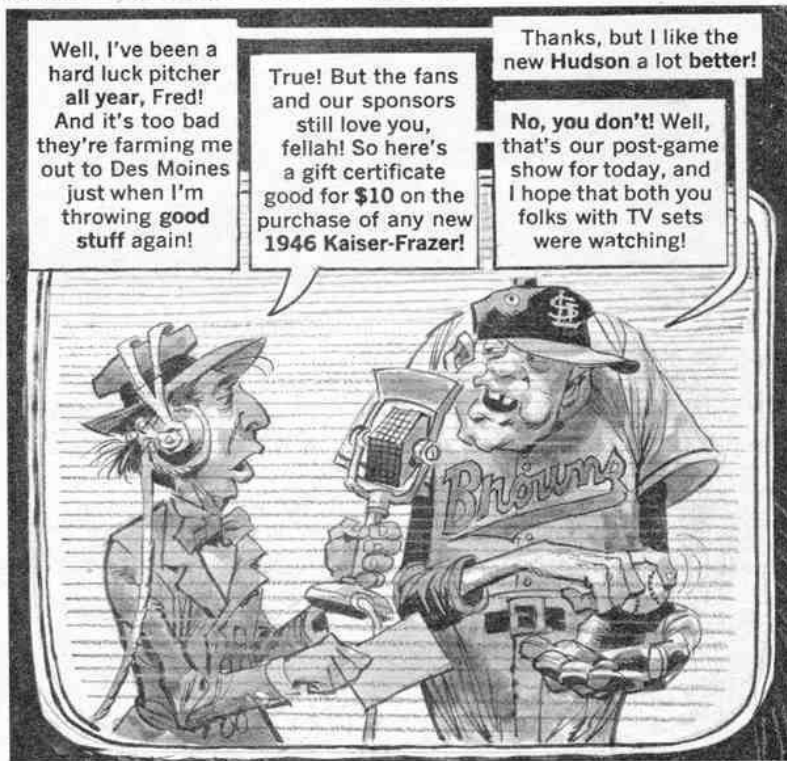
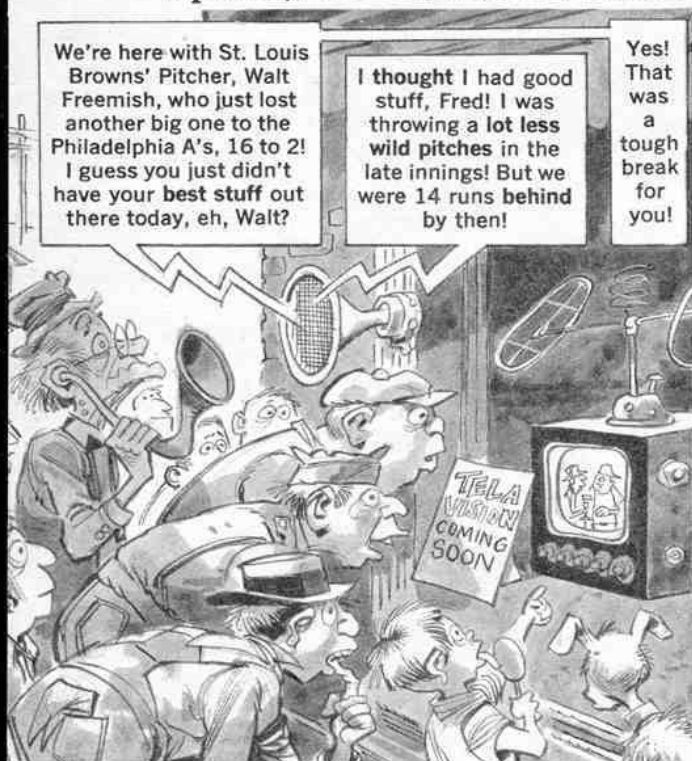
Sincerely,  
The Internal Revenue Service



# A MAD LOOK AT...

# TV SPORTS INTERVIEWS—

April 29, 1946 THE FIRST "POST-GAME-STUDIO" INTERVIEW



June 23, 1973 THE FIRST "BETWEEN-PITCHES-ON-THE-FIELD" INTERVIEW





# PAST, PRESENT & FUTURE

October 7, 1969 THE FIRST "DURING-THE-GAME-SIDELINES" INTERVIEW

Well, Bobby Joe, your offensive unit's given up the ball again! Apparently, that **new strategy** you were telling us about at half-time **didn't work!**

Naw . . . an' I can't figure it! We thought switching to a **ground game** would catch 'em **off guard**, but they were ready for us!



So what's the plan when you go on offensive the next time?

I guess we'll have to take to the air again! They won't expect us to pass from deep in our own territory, so we'll have the element of surprise going for us!

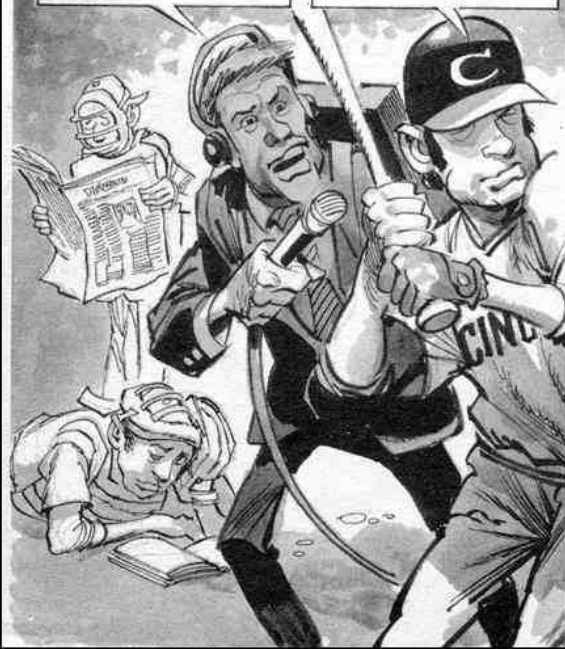
Good thinking, Bobby Joe! A **long aerial** should catch them **flat-footed!** And we'll be chatting with you later on . . . after you've given it a try!



ARTIST: JACK DAVIS WRITER: TOM KOCH

Johnny, you were told to swing at anything, here! Suppose Fengins guesses you're expecting a fast ball over the plate and throws one outside? Could you check your swing?

I doubt it! But I've already guessed that he's guessed that I'm expecting a fast ball! So now I'm guessing he'll be throwing one outside, which means I'll be ready for it!



How about that, fans? I wonder if Fengins has guessed that Clench may have already guessed that Fengins has guessed that—

LOOK OUT, YOU IDIOT!!



AWWWWWWK!! An' now (MUMBLE, MUMBLE) backter (MUMBLE) inna booth . . .





We're only seconds away from another "Run for the Roses"! And Wispie—I imagine even a veteran jockey like you feels pretty excited at this moment!

I sure do, Sid, especially being up on a spirited favorite like Low Lead Ethel, here! This could be my greatest Derby ever!

Normally, you hold back and then make your move in the home-stretch! Is that your race plan today?

No! I think Low Lead Ethel can set a record today, so I'm going to let her move out in front and stay there!

Great! Incidentally, I only have ten furlongs of mike cord, so stick close to the rail, huh?

Will do, Sid! Will do!



I notice we've dropped about 20 lengths behind here! Would you tell our viewing audience why you changed your mind about grabbing an early lead?

Actually, it's the horse that seems to have changed its mind! Nothing personal, but how much do you weigh?

About 190 pounds! Why...?

That might be our problem! I don't think any horse carrying 316 pounds has ever won a Kentucky Derby!

Well, however it comes out, we're making TV history by giving our fans at home the first on-the-horse coverage of a Kentucky Derby!

And I think I'm also making history by riding the first horse that ever took all afternoon to run a mile-and-a-quarter!



I wonder what all those people in the Grandstands are cheering about?

Probably just the other horses coming down the stretch to the finish line!

I'll bet our viewers would have liked to have seen that! Too bad we assigned all the camera crews to stay here with us!

It's all YOUR fault that we couldn't televise the finish! You promised me we'd be there in time!

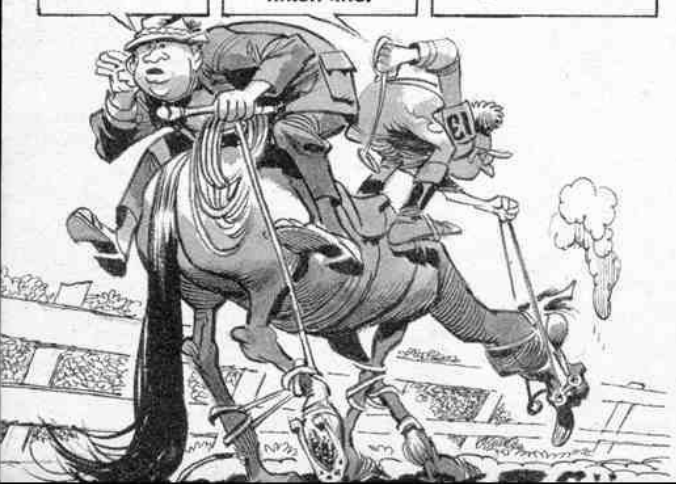
Don't yell at me, Buster! You just tripped my horse with your dumb mike cord!

Aaaah! He was ready to fall down anyway!

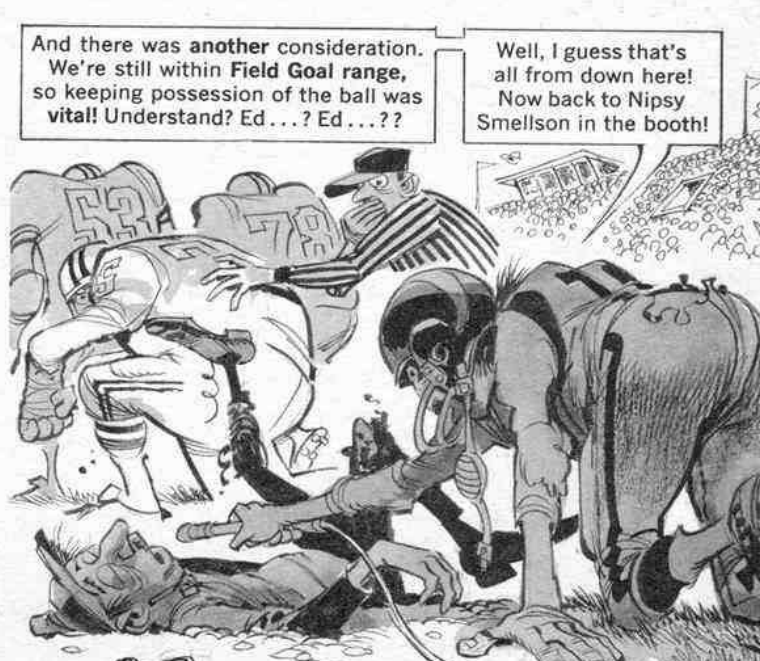
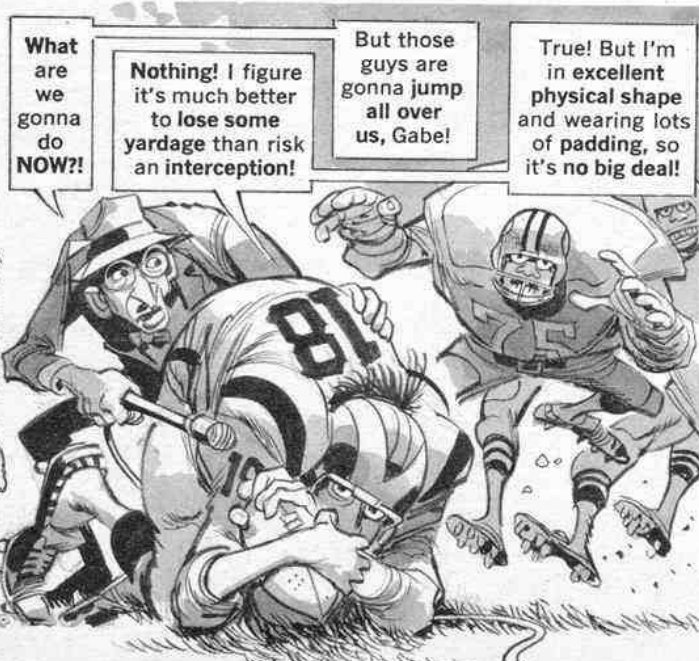
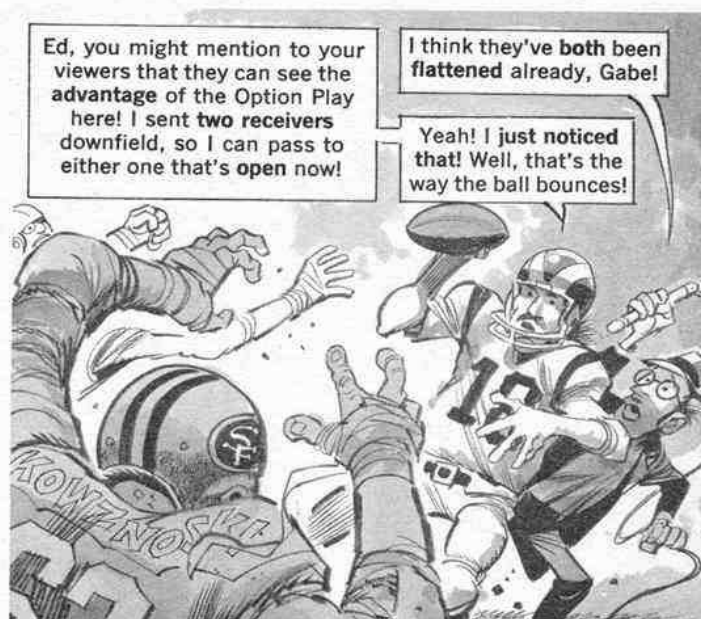
Was not!

Was so!

And now, from our newsroom in New York, here's a bulletin on the outcome of today's Kentucky Derby...



# September 26, 1974 THE FIRST "MIDDLE-OF-A-PLAY-ON THE FIELD" INTERVIEW





We're here with Sweden's Gunder Schlugg as he tries for 18 feet in the Pole Vault! How's it going so far, Gunder?

So far I dank dis yump go pretty good!

Well, could you give the fans a more specific prediction on how the attempt will come out?

Ja! I dank it comes out dat I land in da sawdust pit—and you land on da concrete next to it!



We may return to the Pole Vault later! But now, the 1500 Meter has started, and I'm right here with the favorite—America's Jim Frayun! Isn't it unusual for you to be this far behind, Jim?

And there's your answer, fans! Apparently, it's not unusual for him to be behind because he's obviously not America's Jim Frayun! And now... over to Wafer Swenson at the Long Jump...

Potrzenie! Nov schmoz ka pop!!



Wafer Swenson here with America's Long Jump champion, Bruce Panzie! Bruce, what are the main factors going for and against you in this event?

Well, going for me is the fact that I can jump 31 feet! But going against me is the fact that you can't, and that mike in my face just stopped me dead!

Sorry about that! Now to Weissy Johnmuller at the Diving Finals!



This is Weissy Johnmuller, diving with Charlie Tuner of the U.S.A.! Charlie, what are your plans for this event?

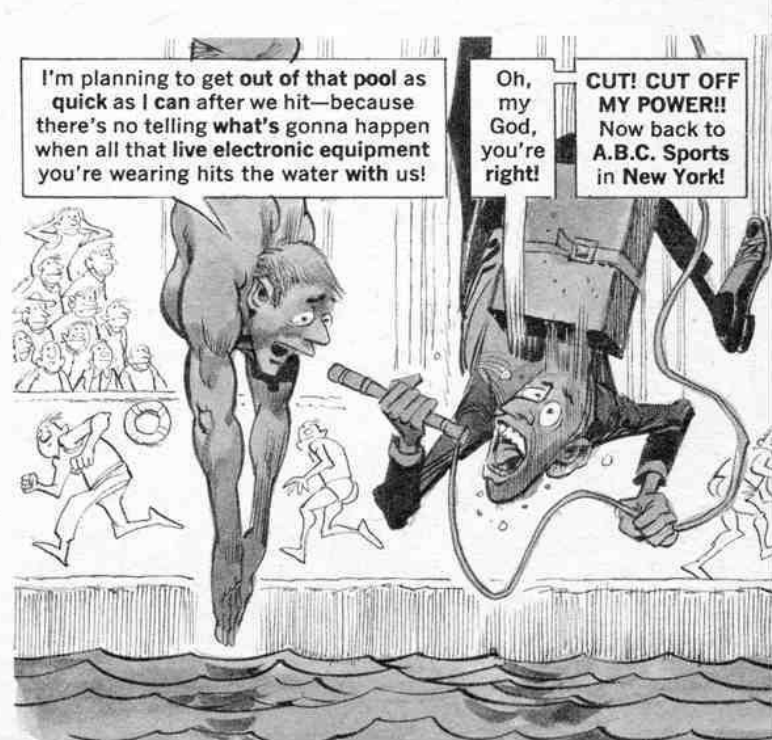
Well, I was planning to do a two-and-a-half somersault on the way down! But now, I'm also planning something else!



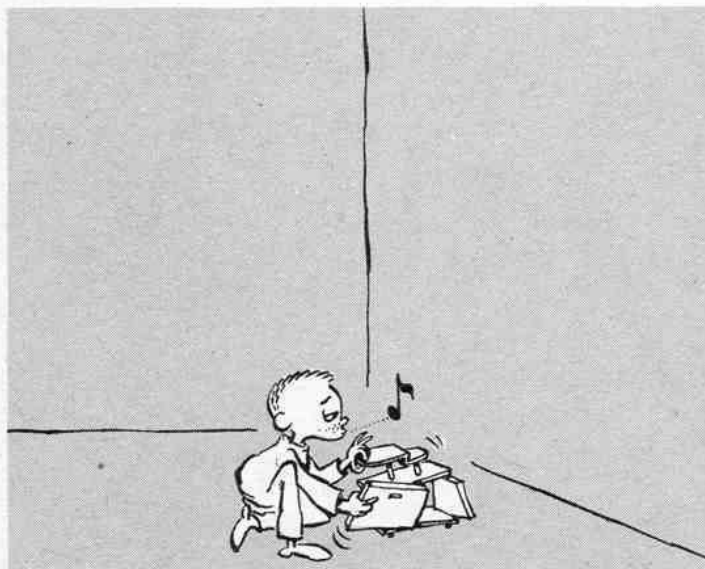
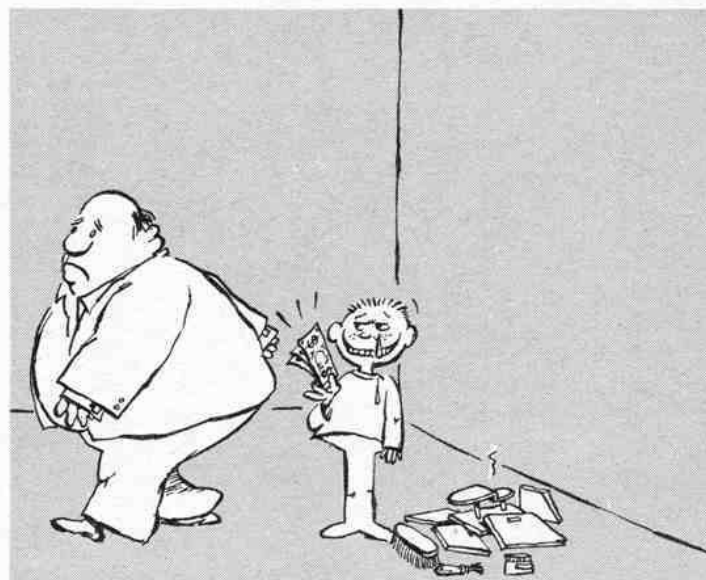
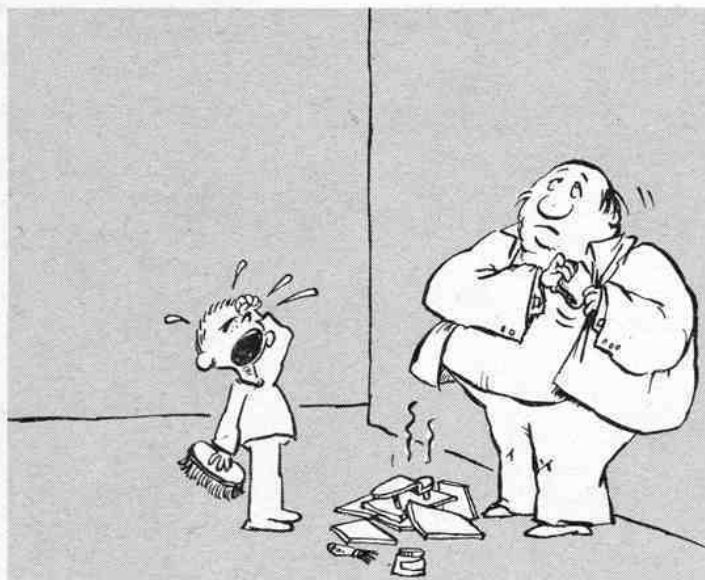
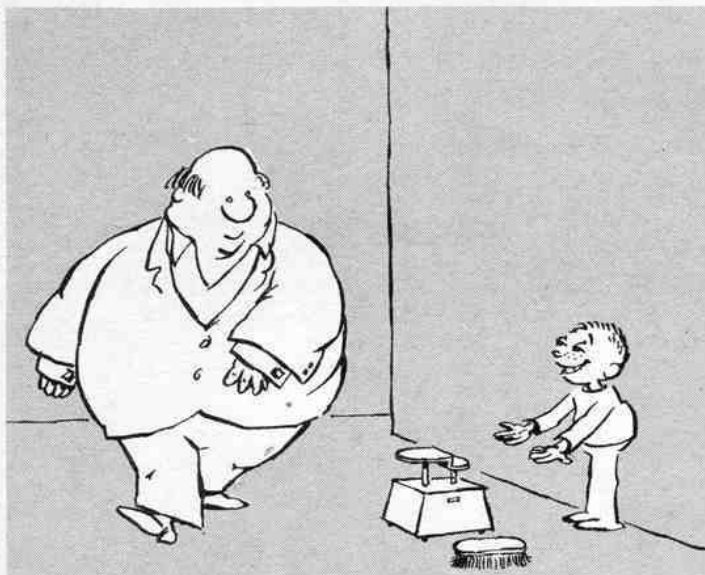
I'm planning to get out of that pool as quick as I can after we hit—because there's no telling what's gonna happen when all that live electronic equipment you're wearing hits the water with us!

Oh, my God, you're right!

CUT! CUT OFF MY POWER!! Now back to A.B.C. Sports in New York!



# THE SMALL BUSINESSMAN



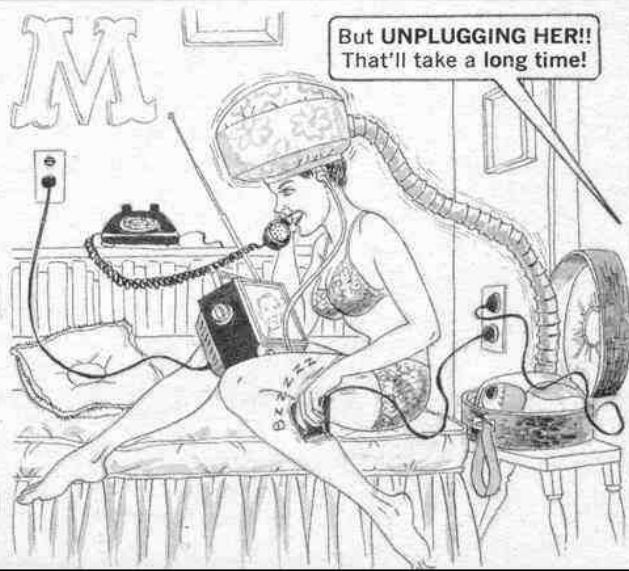
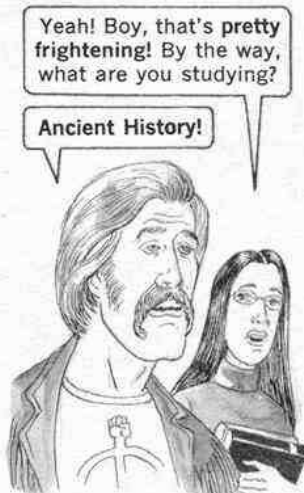
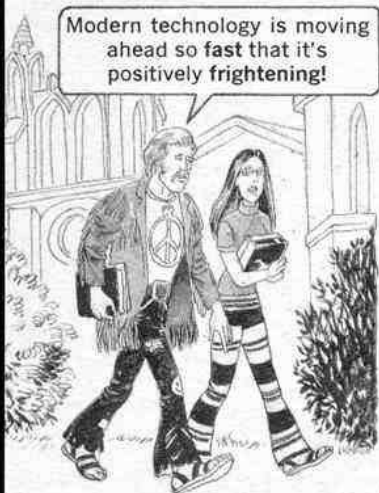
ARTIST & WRITER: SERGIO ARAGONES

Aragones



# THE LIGHTER SIDE OF...

# MODERN



# TECHNOLOGY

ARTIST & WRITER: DAVE BERG

Daddy, what makes the picture on a television set?

**DAMN IT! I TOLD YOU NOT TO BOTHER ME! CAN'T YOU SEE I'M BUSY?!!**

Daddy, what makes a light bulb light up when you turn on the switch?

Okay! I guess I'm **never** too busy to answer a **good** question!

When you turn on the switch, you complete a circuit which allows electricity to flow through the filament inside the light bulb, causing it to heat up and glow brightly!

Daddy, why was that a **good** question!

Because **THAT** one, I knew the answer to!



These new push-button dial telephones are a fantastic leap forward in Man's quest for technical perfection!

You're so right, Daddy!

Do you know what happens when you push this special sequence of numbers...?  
7 535 777 555 777  
7 535 777 7 5575 3

It ties in with the **Computer Banks of the International Ballistic Missile Project??**

No, Dummy! It plays, "**Mary Had A Little Lamb**"!!



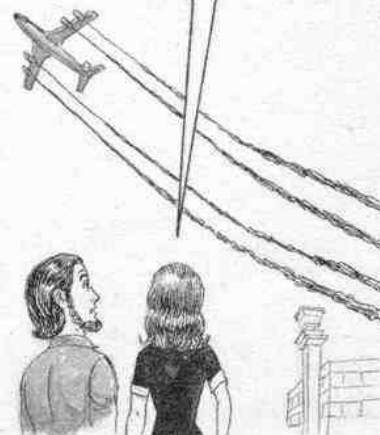
Wow, just think of all the technology involved in a jet airliner! The intricate electronic systems and the life-support systems and the complicated control systems!

And think of all the fuel they carry to stay aloft for ten or twelve hours! And imagine how much thrust their jet engines must have to keep those things going!

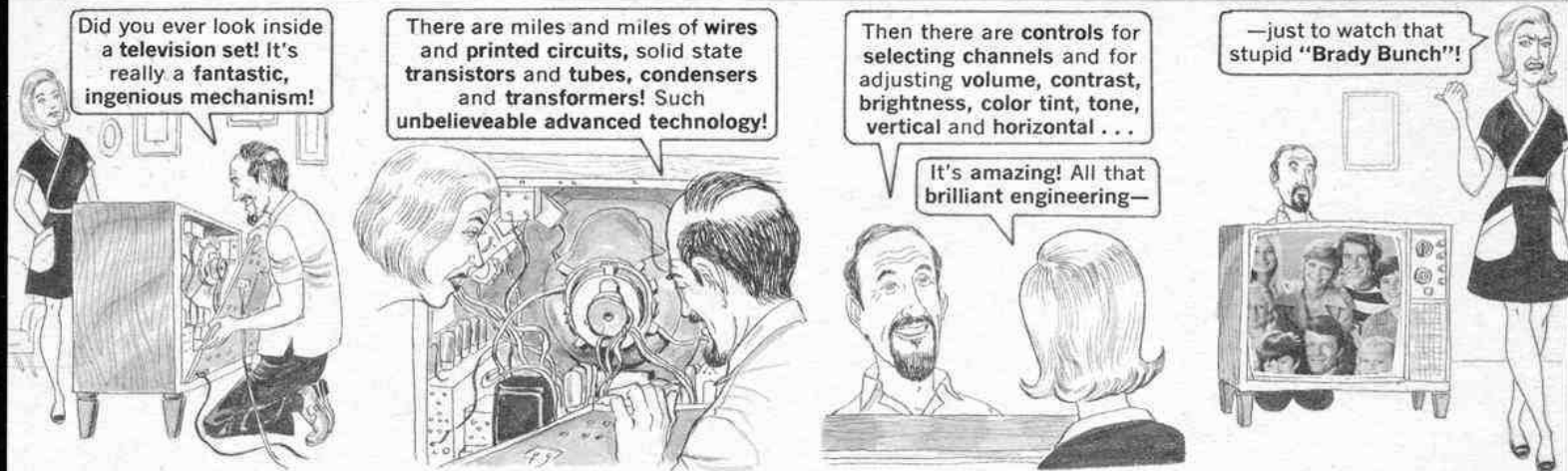
Is it any wonder that a jet plane costs several million dollars??

Really? Several million dollars??

There must be a cheaper way than that to pollute our atmosphere!!







My darling Secretary, Miss McGilla . . . if it's not too much trouble, would you please take a letter . . .

Oh, Mr. Kaputnik! It would be my pleasure!

To H.B. Schmotah and Company,  
Dear Sir:  
In reply to your letter of May 5,  
concerning order number 7214 . . .

By the way, Miss McGilla . . . your  
new hairstyle is **very becoming!**

How sweet  
of you to  
notice, Mr.  
Kapunik!

We acknowledge  
the shortage,  
and will correct  
it immediately!

Very truly yours . . . etc., etc.!

Miss McGilla, it is a joy to  
dictate a letter to you! You  
smile up the **whole office!**

And you, Mr. Kaputnik,  
are one of the warmest,  
kindest, most loving . . .

**ELECTRONIC CASSETTE  
RECORDING MACHINES**  
I've ever worked with!



TAP  
TAP TAP



TAP  
TAP TAP



This Long Distance direct  
dialing system is for the  
**BIRDS!** One little mistake,  
and you can get **OSHKOSH!!**

I have to call my Aunt in  
Hoboken, so everybody keep  
quiet 'cause I gotta do it  
**very carefully!** There are  
ten digits to dial, and I  
want to get them correct!

Let's see . . . Two—oh—one  
. . . four—three—three . . .  
oh—eight—nine—seven . . .

Hello . . . Oshkosh  
Bird Seed Company . . .



Do you realize that technology  
is taking over!! We're becoming  
the slaves, and the machines  
are becoming the masters! Well,  
I for one refuse to be enslaved!  
I'm going to fight back!!

**I'M GOING TO WRITE A  
BLISTERING EDITORIAL  
. . . WARNING THE WORLD  
ABOUT OUR DEPENDENCY  
ON TECHNOLOGY!!**

Well?  
Did you  
write  
it?

Uh . . . no! I . . .  
changed my mind!

Why? What  
happened?

Well, first the electric  
typewriter wouldn't type!  
Then the electric pencil  
sharpener wouldn't sharpen!  
And to top it off, the bulb  
in my writing lamp blew out!

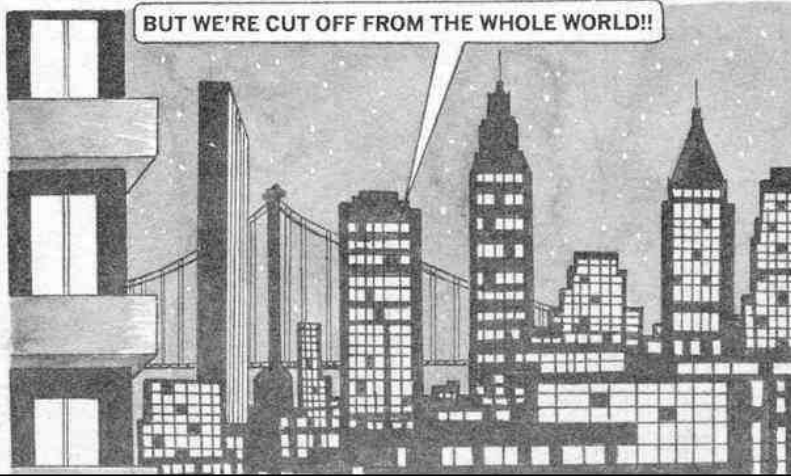


Oh, my gosh! The  
phone is dead!!

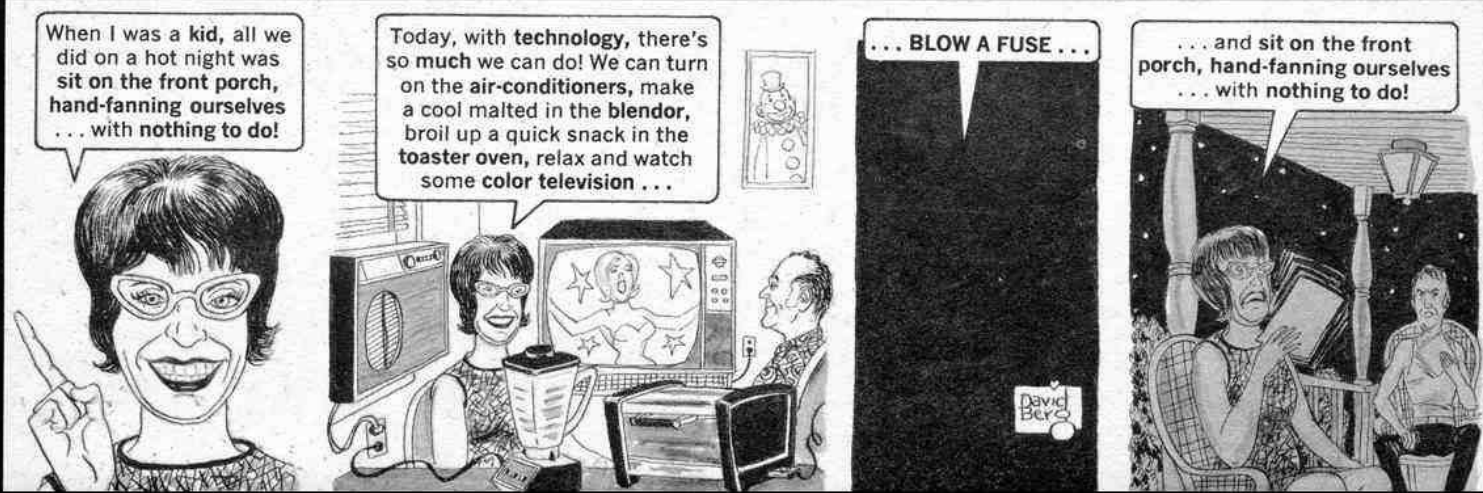
Do you realize  
what this means?!  
Complete and  
total isolation!!

Honey, don't  
lose your  
cool! We'll  
be okay!

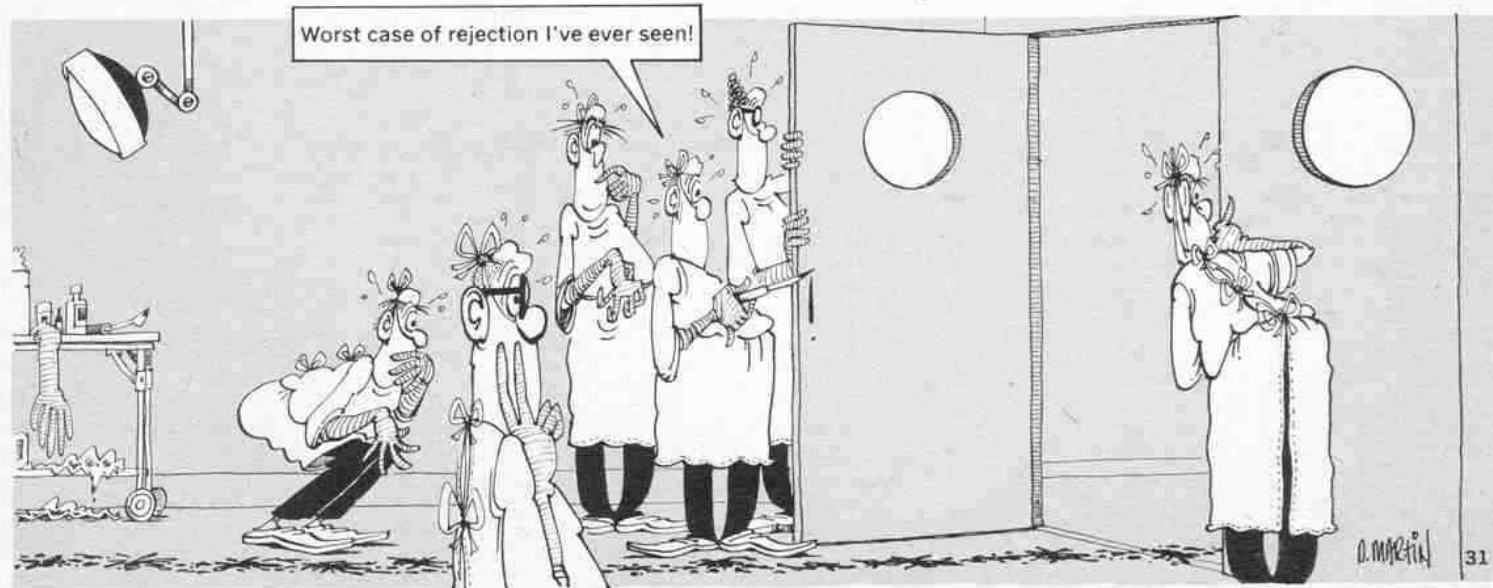
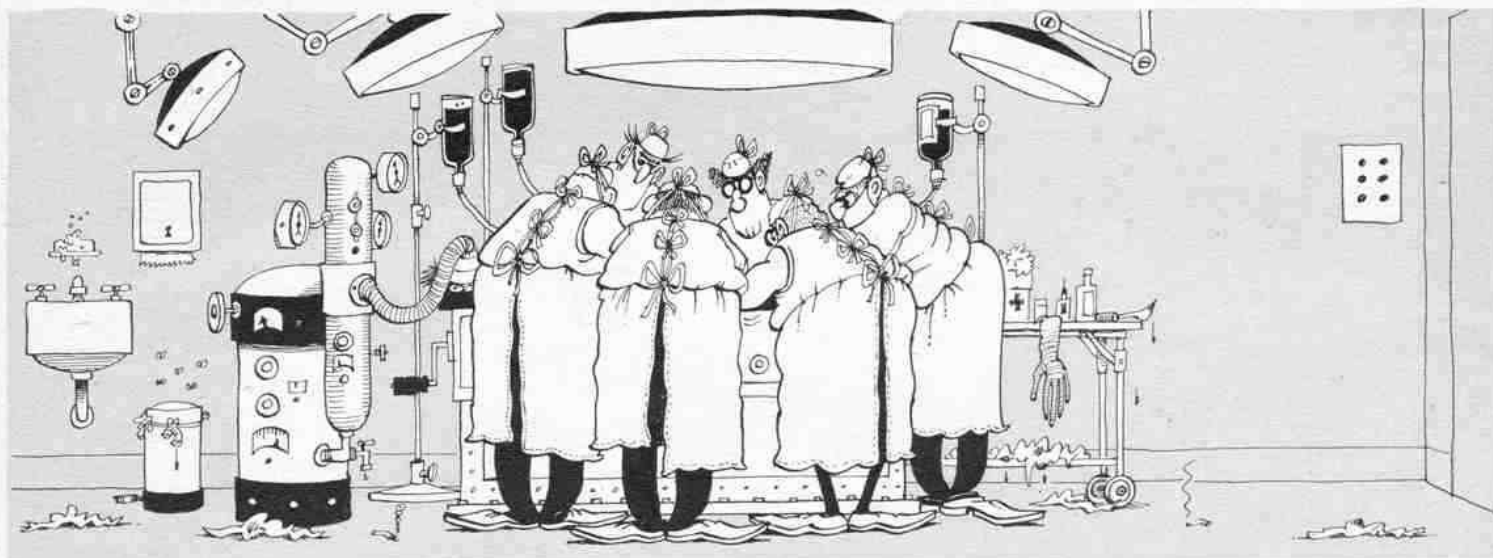
**BUT WE'RE CUT OFF FROM THE WHOLE WORLD!!**







# BACK IN THE OPERATING ROOM WITH DON MARTIN DURING A HEART TRANSPLANT





Several issues back, we did an article showing that when people say one thing, they usually mean something else. Since then, we've discovered that there are some people

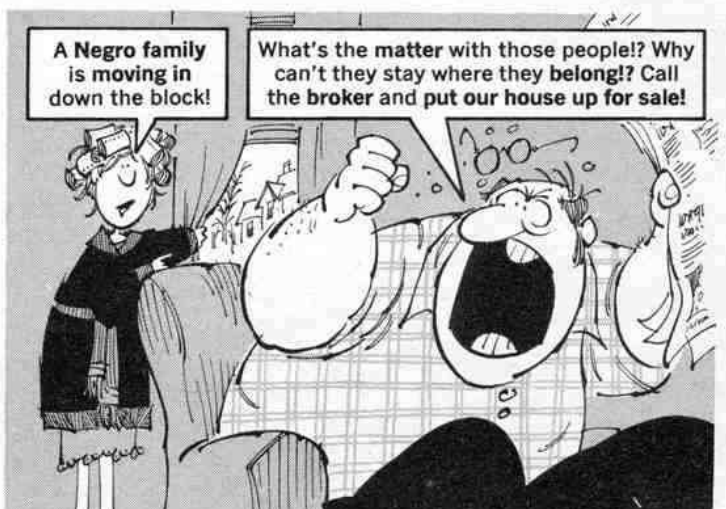
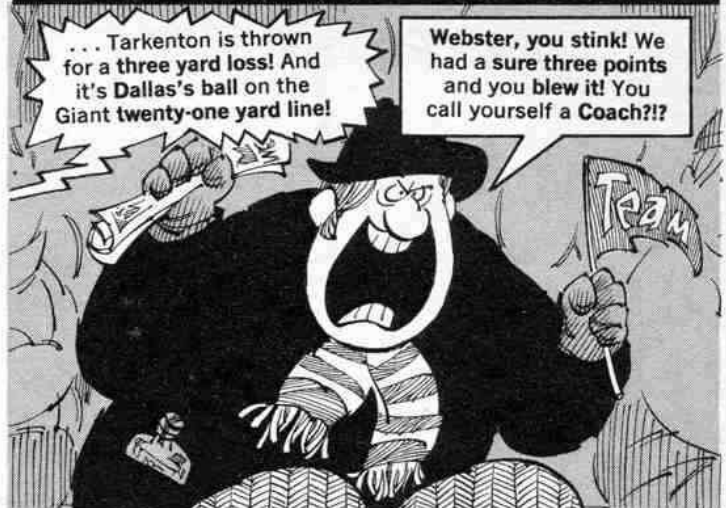
# WHEN SOMEBODY SAYS...

ARTIST: PAUL COKER, JR.

## WHEN SOMEBODY SAYS...



## HE'S ALMOST SURE TO SAY



who do say what they mean. The only trouble is, they invariably change their minds later on, and say something entirely different—which they also mean. In other words

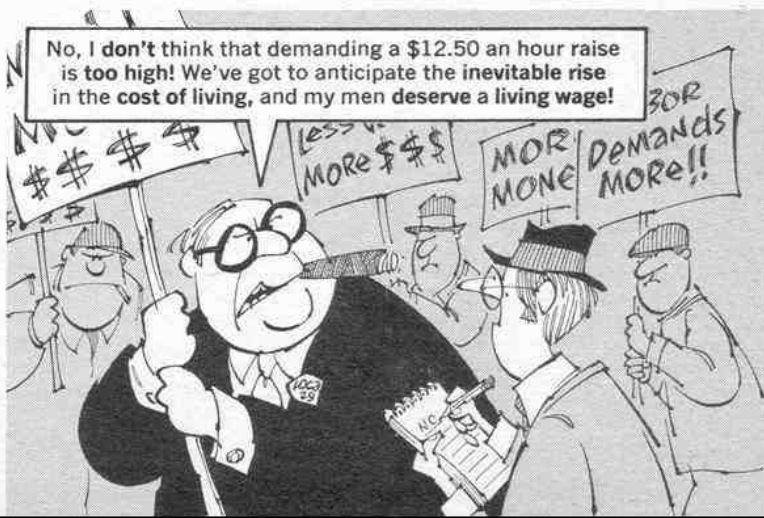
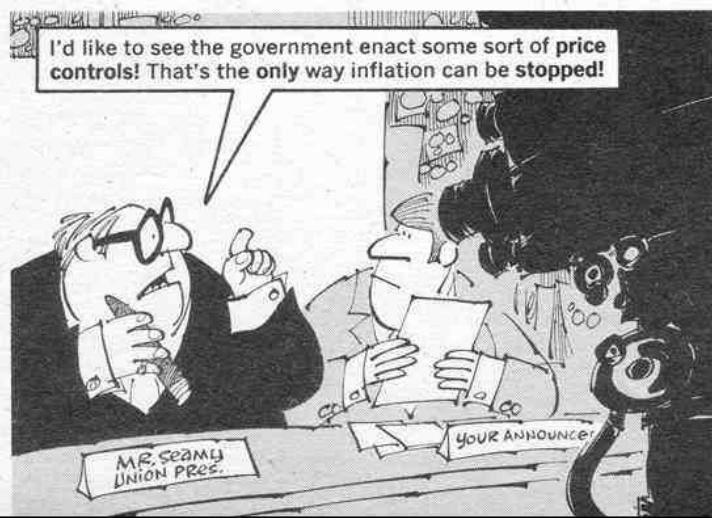
# HE'S ALMOST SURE TO SAY

WRITER: LOU SILVERSTONE

## WHEN SOMEBODY SAYS...

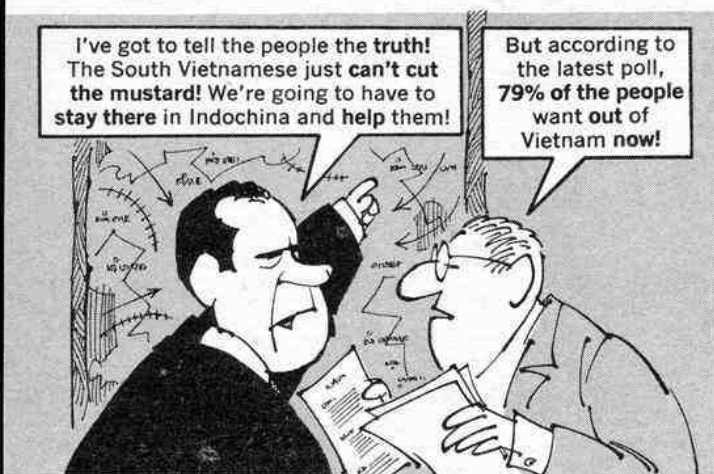


## HE'S ALMOST SURE TO SAY

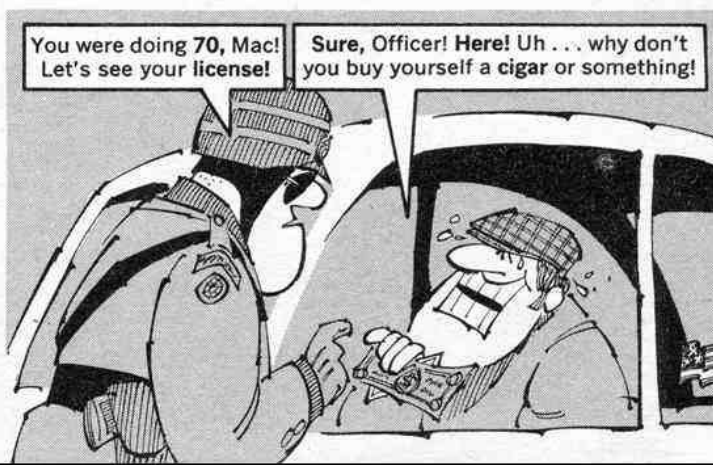
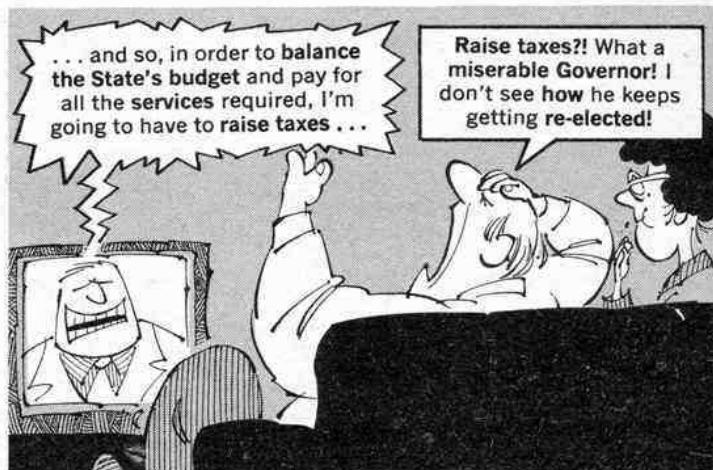
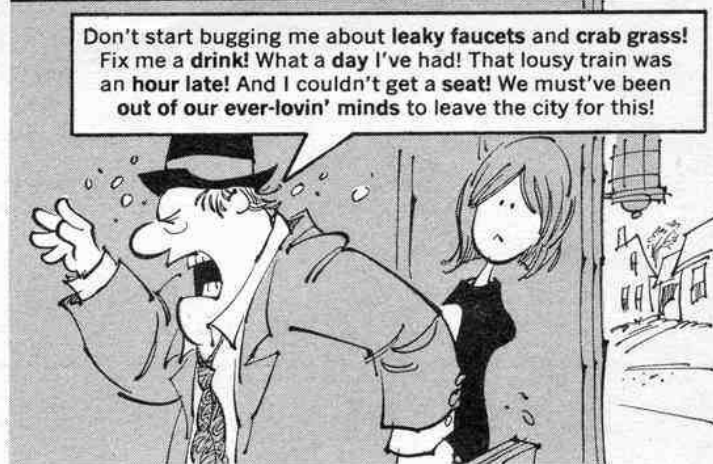




## WHEN SOMEBODY SAYS...

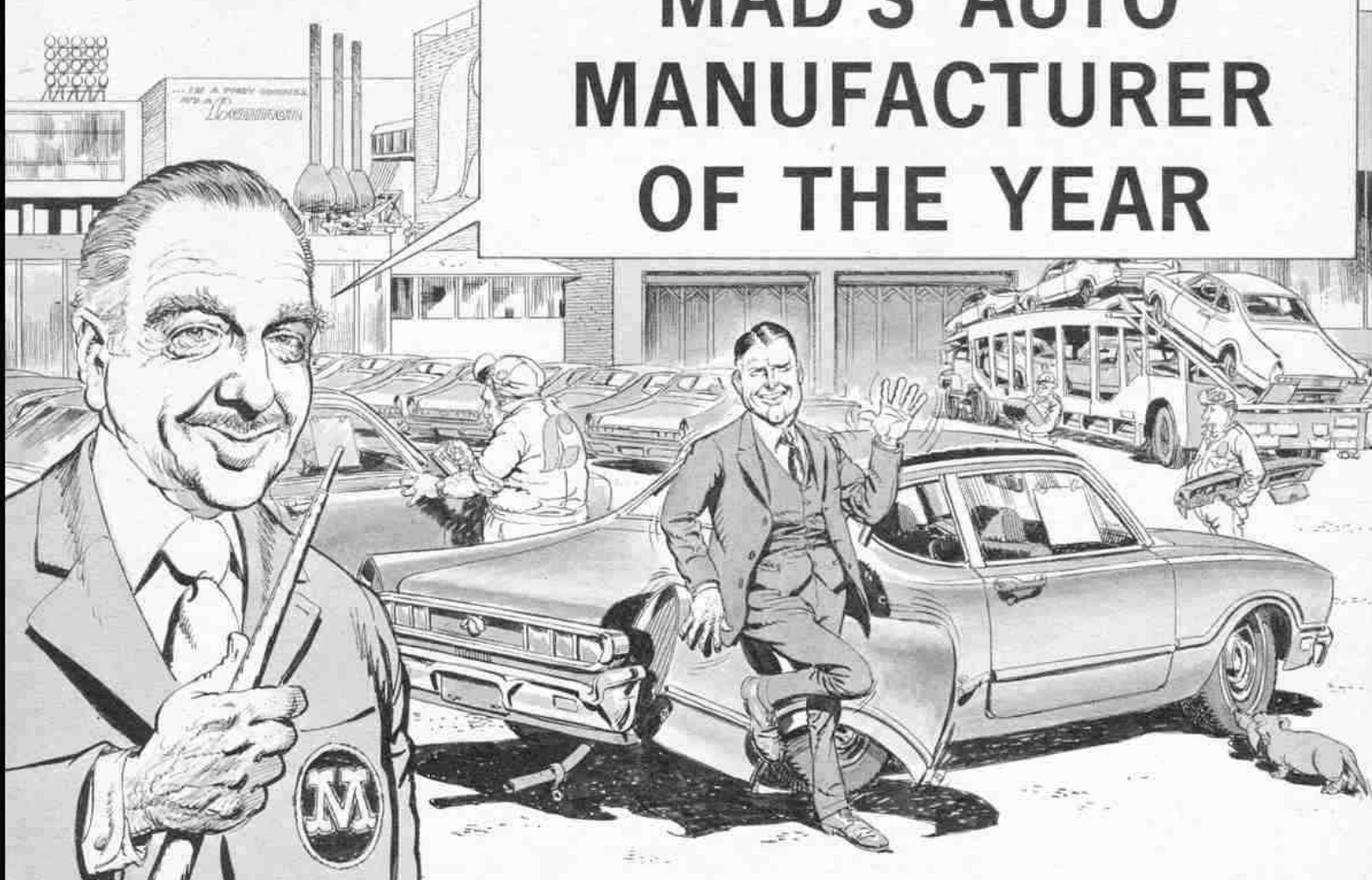


## HE'S ALMOST SURE TO SAY



Hello, there! I'm Walter Crankcase, speaking to you from Detroit, Michigan, where I'm on Special Assignment for MAD Magazine! We're here for another of those stupid fictitious interviews with people who make America great! And this time, our guest is Mr. Edsel Lemmon, the famous industrial tycoon who was recently named as . . .

# MAD'S AUTO MANUFACTURER OF THE YEAR



ARTIST: GEORGE WOODBRIDGE

WRITERS: TOM KOCH WITH EARLE DOUD

Say, this is an impressive monument you have outside your factory, Mr. Lemmon!

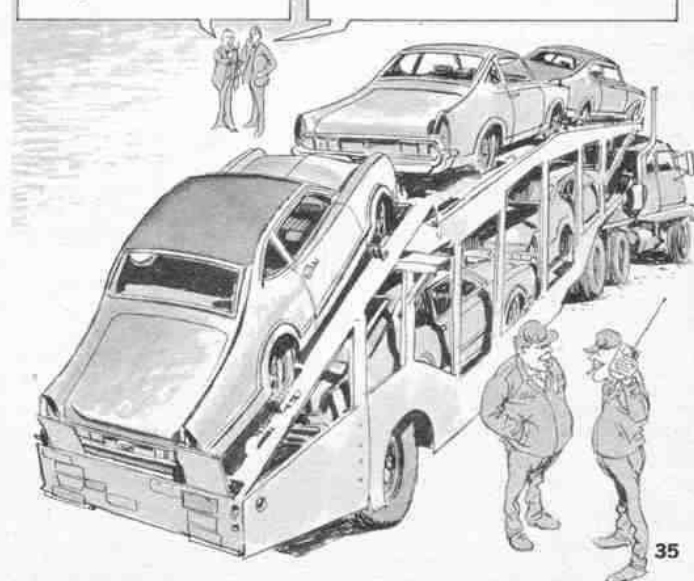
Yes, we're very proud of our "Honor Roll of the Dead"!

Incredible! All those men were killed in the service of their country?

Uh—not exactly! All those men were killed trying to drive our cars off the Assembly Lines!

Hmmm! Well, seeing all those new cars rolling out of the plant, I'd assume that business was very good these days, Mr. Lemmon!

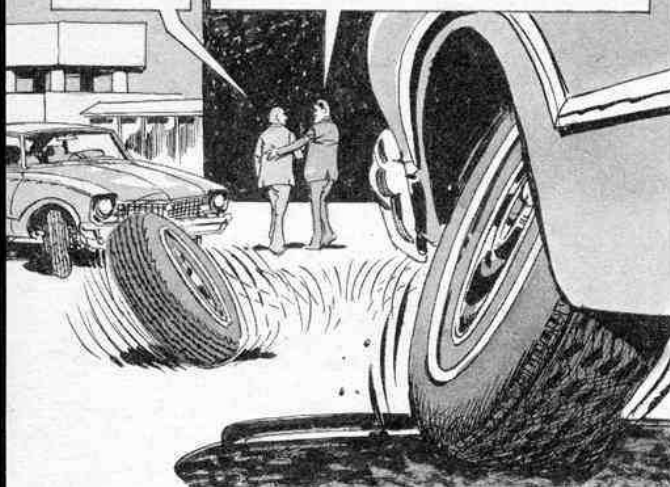
No, business is very rotten these days! Those aren't new cars rolling out of the plant! They're last year's cars rolling back INTO the plant to have their mechanical defects fixed!





Oh, really?  
What's  
wrong  
with them?

Only a minor power problem! When you  
hit the power brakes at 80 miles an  
hour, the power steering cuts out,  
and the power windows roll down!



Sorry about this, but  
some idiot put the same  
kind of handles and  
latches on all of the  
factory doors that we  
use on our cars!

Well, I guess  
every big  
company has a  
few incompetent  
employees!

Yeah, but I  
thought we'd  
promoted all  
of ours to  
the Board of  
Directors!

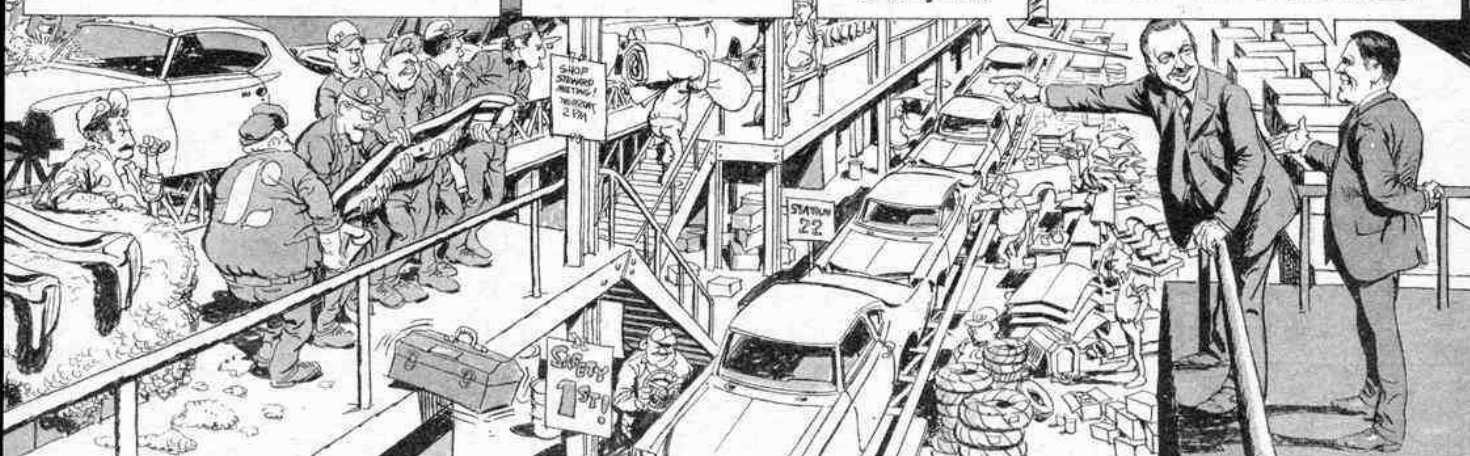


Some layout, huh? We've got 38,000 men  
working on the Assembly Line, 15,000  
engineers designing expensive new  
accessories, and one kid who comes in  
after school two days a week to work on  
improving our "Anti-Pollution Device"!

This is the "Bumper  
Assembly Section"! As  
you can see, those men  
are about to attach  
a front bumper to  
that car on the Line!

I had no idea  
a bumper was so  
heavy that it  
takes six men  
to carry one!

That's not because the bumper is so  
heavy! Actually, it only weighs three  
pounds! Those six men are carrying it  
as a safety precaution! Because it's  
so brittle, if they ever drop it, it  
will shatter into a million pieces!



This is our "Accessory  
Development Department"  
where we design all the  
innovations like this  
year's "Spiro Agnew  
Dashboard Clock," and  
"Power Seat Covers" and  
"Electric Ashtrays"!

Now, this one either turns on the  
windshield wipers automatically  
when rain is predicted, or else  
it whistles when you unlock the  
trunk—I forget! But whichever,  
it's a \$300 optional extra!

Our dealers! How  
do you expect 'em  
to get rich if  
they can't sell at  
least \$3000 worth  
of accessories to  
go with every  
\$2000 car?!

But who needs these accessories?

Is that man  
trying to  
make some new  
accessory from  
transistorized  
components?

No, he's double-checking  
the fine print in our New  
Car Warranty to make  
sure that everything that  
could go wrong is always  
the Customer's fault!



Do you mean that even if a part is defective, the Customer has to pay for a new one?

Oh, the part is a minor expense! It's the labor that adds up! Do you know that on the '72 Lemmon, you have to take the engine out just to replace a headlight bulb?

And you actually design your new cars that way on purpose?!

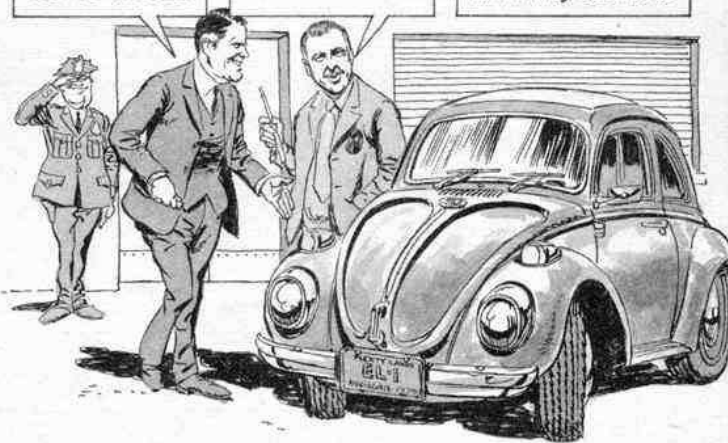
We're just doing our patriotic duty . . . creating new jobs for Auto Mechanics!



Hop in! I'll take you over to the Proving Grounds where we're testing the prototypes of our '73 models!

Er . . . I see you drive an Import yourself instead of one of your own luxury cars! How come . . . ?

Boy, that's a dumb question to ask a busy Executive! Do you know how long it takes the Auto Club to send a tow truck way out here?



Maybe we can stop and watch this "Demolition Derby" later, Mr. Lemmon, but first I think our readers would like to see your Proving Grounds!

But this IS our Proving Grounds, Walter . . . and those are our Test Drivers—trying out next year's models!

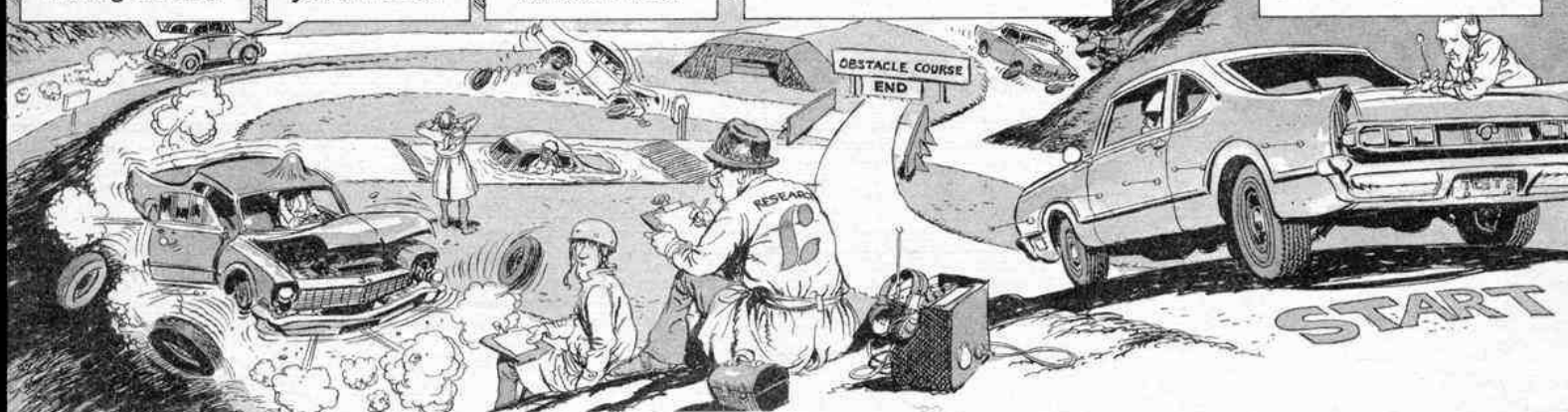
If it's a Proving Ground, just what are you proving?

We're proving why we always have so many job vacancies for Test Drivers!

For example, every model prototype must successfully cover this very dangerous Obstacle Course! The test driver starts the car at the top of that hill there, and rolls it nearly 500 feet to the bottom!

But . . . I don't see any obstacles!

Are you kidding?! That's ENOUGH of an obstacle! If our prototype can go 500 feet without falling apart or blowing up, we put it into production!



Mr. Lemmon, I just test-crashed our new luxury sedan model at two miles an hour, and the front bumper and radiator grill were both demolished!

Fantastic! I must tell the Parts Department to start making lots of replacement bumpers and grilles!

Also, the mechanic riding with me was killed!

Really? I must tell the Accounting Department to make sure he doesn't get paid for a full day!



Doesn't your company have an Insurance Fund to cover when a man gets killed on the job?

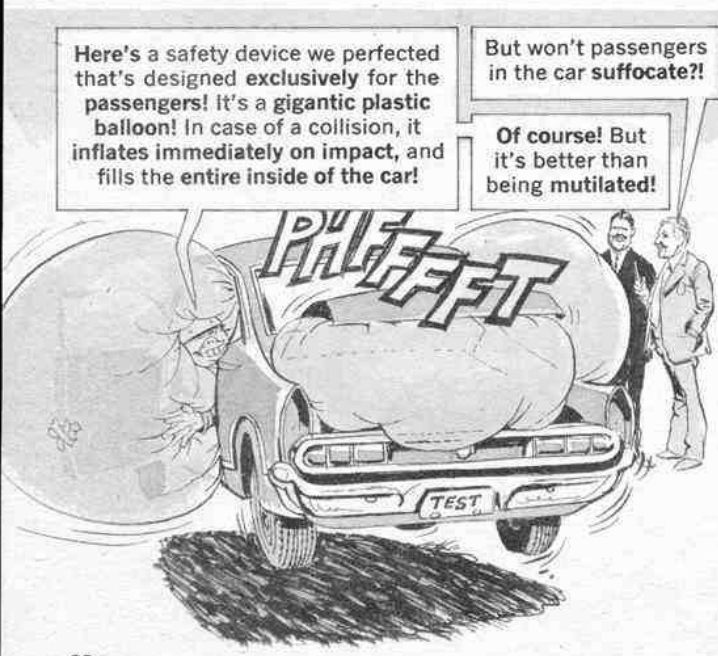
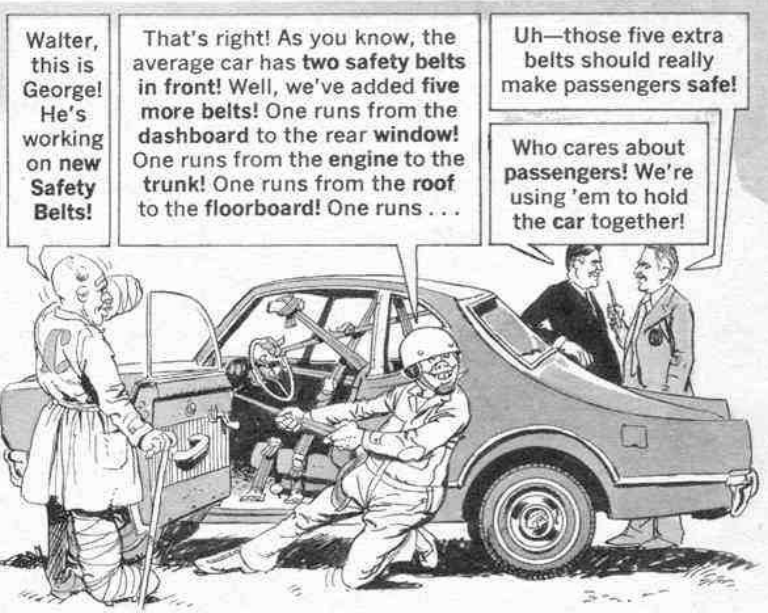
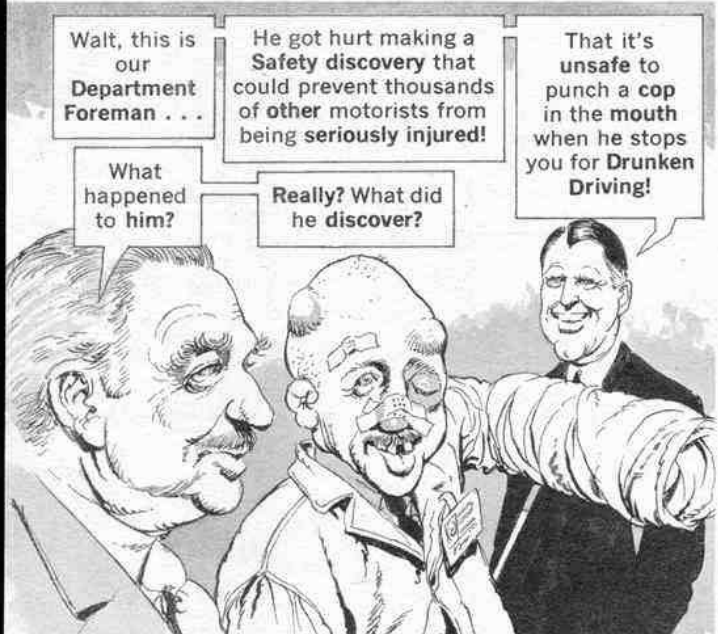
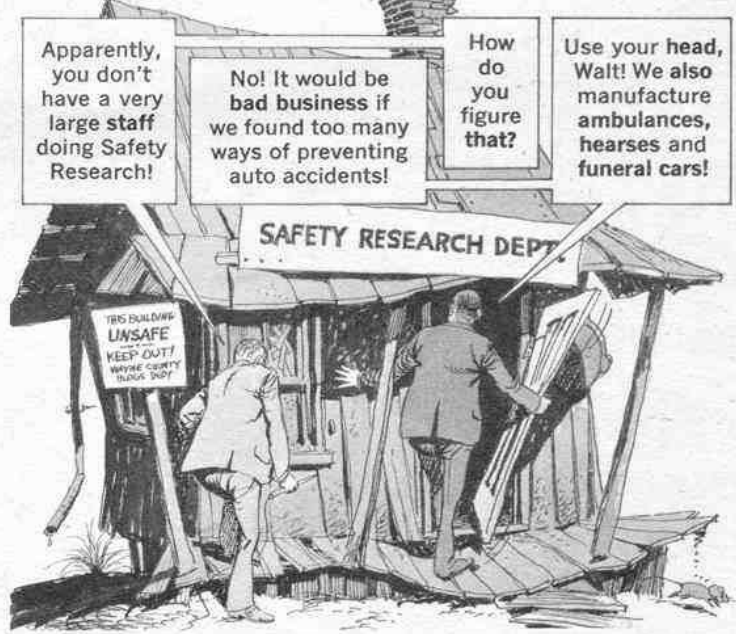
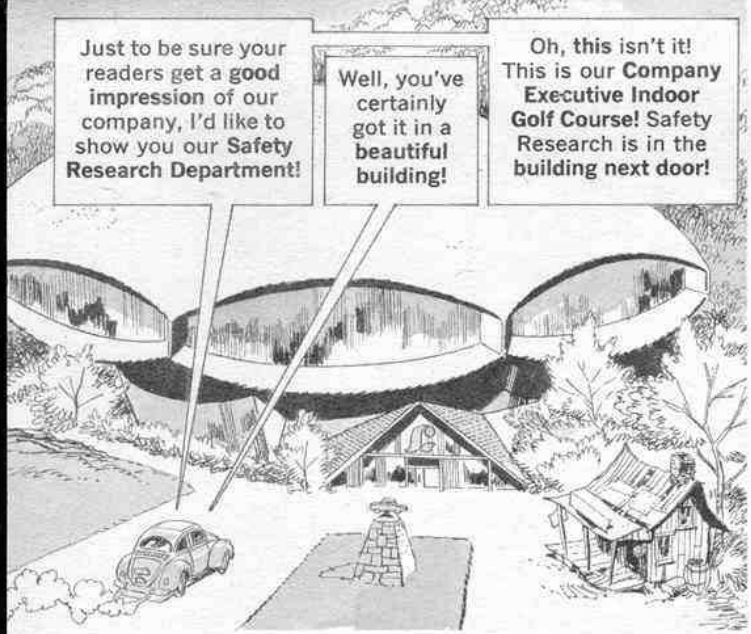
We did . . . ! But then we spent all the money on a more WORTHY CAUSE!

Oh? What was that?

Hiring 750 Private Detectives to dig up something we could use to blackmail Ralph Nader!









What about the pollution problem, Mr. Lemmon? What are you doing about exhaust fumes that foul our air?

I'm happy to report that next year, for the first time, we are doing something about the problem! We're following the lead of cigarette manufacturers!

Great! You're going to put a filter on the end of the exhaust pipe to trap the dangerous gases?

No, we're going to put a sticker on the side of every car which reads: **BREATHING IN AUTO EXHAUST FUMES MAY BE HAZARDOUS TO YOUR HEALTH!**

Let's talk about "Planned Obsolescence"! Isn't it true that you keep re-designing your cars just to make the older models seem more obsolete?

That's a lie and I can prove it!

O.K.! How?

Just look at our wheel suspension system! We haven't changed that design in 17 years! Our 1972 Lemmons still tip over on curves exactly like our 1956 models did!



Then, basically, you seem to go along with Henry Ford's ideas on automobile production?

Who's this Henry Ford guy?

He discovered that by keeping the same good design year after year, he could afford to sell his cars for \$300 each!

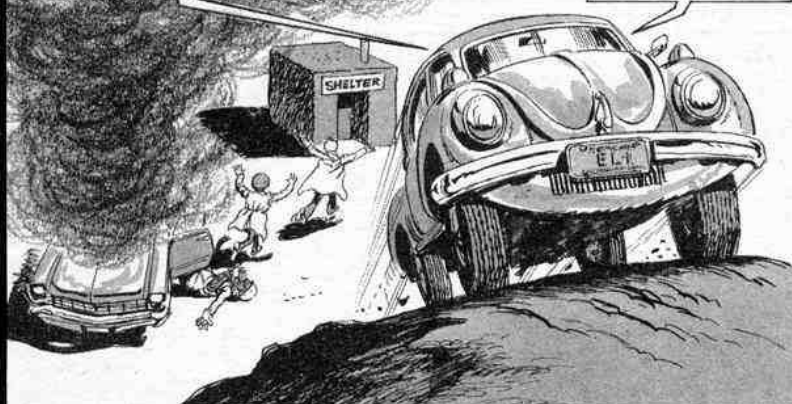
No wonder I never heard of him! I don't associate with Commie radicals! C'mon—I'll show you my private office!

You have a very impressive office, Mr. Lemmon! And your secretary is lovely!

She IS a sexy dish, ain't she? I'm—er—having an affair with her!

Really, Mr. Lemmon! I thought you were a married man!

C'mon! Be reasonable, Walt! I'm stuck with a "1935 Wife"! You remember those old-timers—boxy shape, big rumble seat, hard to get started on a cold night...



I've been looking at these ads for your cars, and I hate to say it, but they're misleading and deceptive!

Whaddya talking, deceptive?

Well, they say your cars are durable and dependable! You just showed me your cars, and they're not durable and dependable! And they certainly won't go 130 miles an hour!

Maybe you can't afford to buy an \$8,000 car, but we're counting on its snob

**VALUE  
PLUS MAGNIFICENT  
PERFORMANCE**

by our fasting talking salesmen to high pressure you into this wild extravagance.



**THE 1972 LEMMON  
SOARING EAGLE  
DEPENDABILITY  
LUXURY—DURABILITY**

I know! But don't get excited! There's no harm done!

Look out there! Even if we bothered to make good, fast, dependable cars, who'd ever know it when there's no room for them to move anyway!

Hmmm! I see what you mean!

This is Walter Crankcase saying "Good-bye" ... and returning you to MAD Magazine!



If you expect to make out with the chicks, forget all the jazz you've read about

**SAFETY FIRST**

and foremost, you need a sporty "now" car loaded with extras that can cruise at 130 MPH.



**THE 1972 LEMMON  
SCREAMING HAWK**





# You Know Your DAYS ARE

**You Know Your DAYS ARE NUMBERED When...**



... you learn that the plane you're on is being hijacked to Jordan... and your name is Shapiro.

**You Know Your DAYS ARE NUMBERED When...**



... your Boss's son starts having your office redecorated in his favorite color scheme.

**You Know Your DAYS ARE NUMBERED When...**



... your score on the TV "National Smokers' Test" indicates that you should have died five years ago.

**You Know Your DAYS ARE NUMBERED When...**



... you realize the surgeon who is about to operate on you just came from the hospital Christmas party.

**You Know Your DAYS ARE NUMBERED When...**



... you think you've won the Miami-to-Nassau yacht race until you find that nobody's there to welcome you but Cuban soldiers.

**You Know Your DAYS ARE NUMBERED When...**



... you find out that the stranger you've been enlightening about Police Brutality is the local Sheriff.

**You Know Your DAYS ARE NUMBERED When...**



... you realize that you're the only one who thought the Mid-Term Exam was scheduled for *NEXT* Thursday.

**You Know Your DAYS ARE NUMBERED When...**



... you read that your wife's first husband has just been paroled after serving ten years for killing your wife's second husband.



ARTIST: BOB CLARKE  
WRITER: TOM KOCH

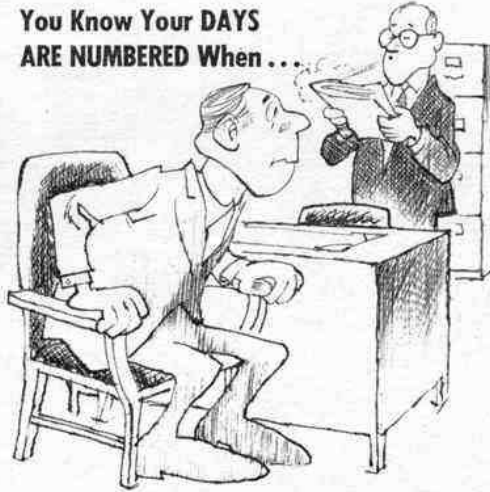
# NUMBERED When...

**You Know Your DAYS ARE NUMBERED When ...**



... your wife tells you she's joined a Ladies' Garden Club which meets at 9 o'clock every Saturday night.

**You Know Your DAYS ARE NUMBERED When ...**



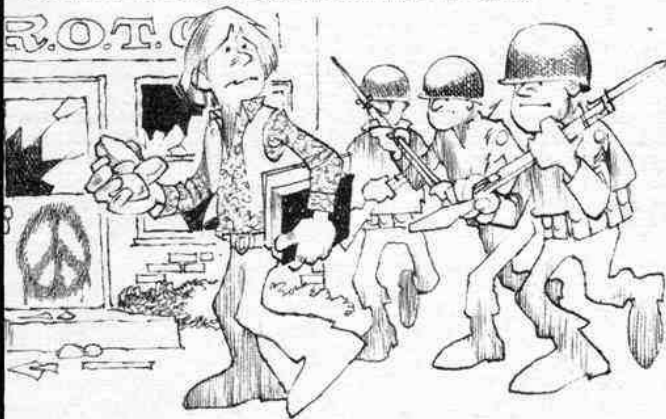
... the I.R.S. finds a mistake in your 1970 Income Tax Return, and decides to investigate your whole file back to 1953.

**You Know Your DAYS ARE NUMBERED When ...**



... you hear the nut who's been phoning you and breathing heavily ... standing outside your door, breathing heavily.

**You Know Your DAYS ARE NUMBERED When ...**



... you just happen to be passing a vandalized ROTC building with your geology specimens when the National Guard arrives.

**You Know Your DAYS ARE NUMBERED When ...**



... your car breaks down on a lonely road, and nobody stops to investigate except a gang of Hell's Angels.

**You Know Your DAYS ARE NUMBERED When ...**



... your boat springs a leak, and all you can pick up on your emergency radio is a hurricane warning.

**You Know Your DAYS ARE NUMBERED When ...**



... the pilot comes back to say, "A minor mechanical problem has just developed ..." and you notice he's wearing a parachute.

**You Know Your DAYS ARE NUMBERED When ...**



... your doctor starts sending cemetery plot salesmen around to visit you in the hospital.



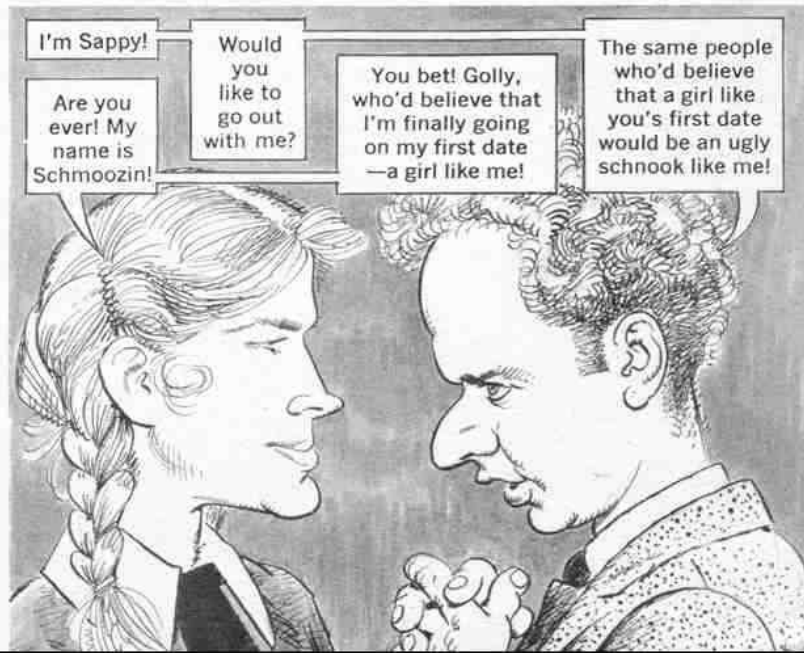
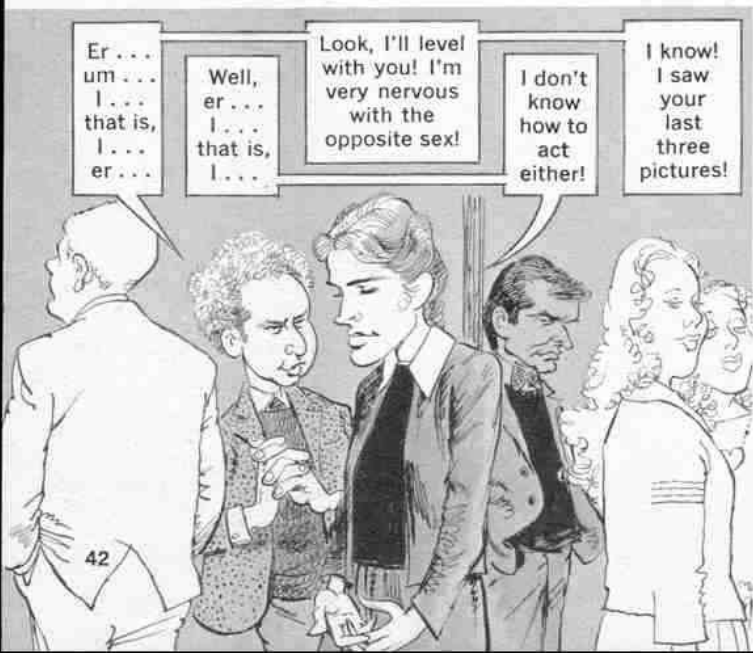
**"R" MOVIES BETTER THAN EVER? DEPT.**

Remember when they used to make movies about nice things and nice people? Come to think of it, neither can we! Nowadays, there are no more nice things to make movies about! What happens today is, a screen writer and a director get together for a two-man group therapy session, air their sicknesses and hang-ups, and then, instead of dropping it right there, they sell it all to us on film! At three bucks a throw! Like, for example, take our version of this current sickie...

# Carnival



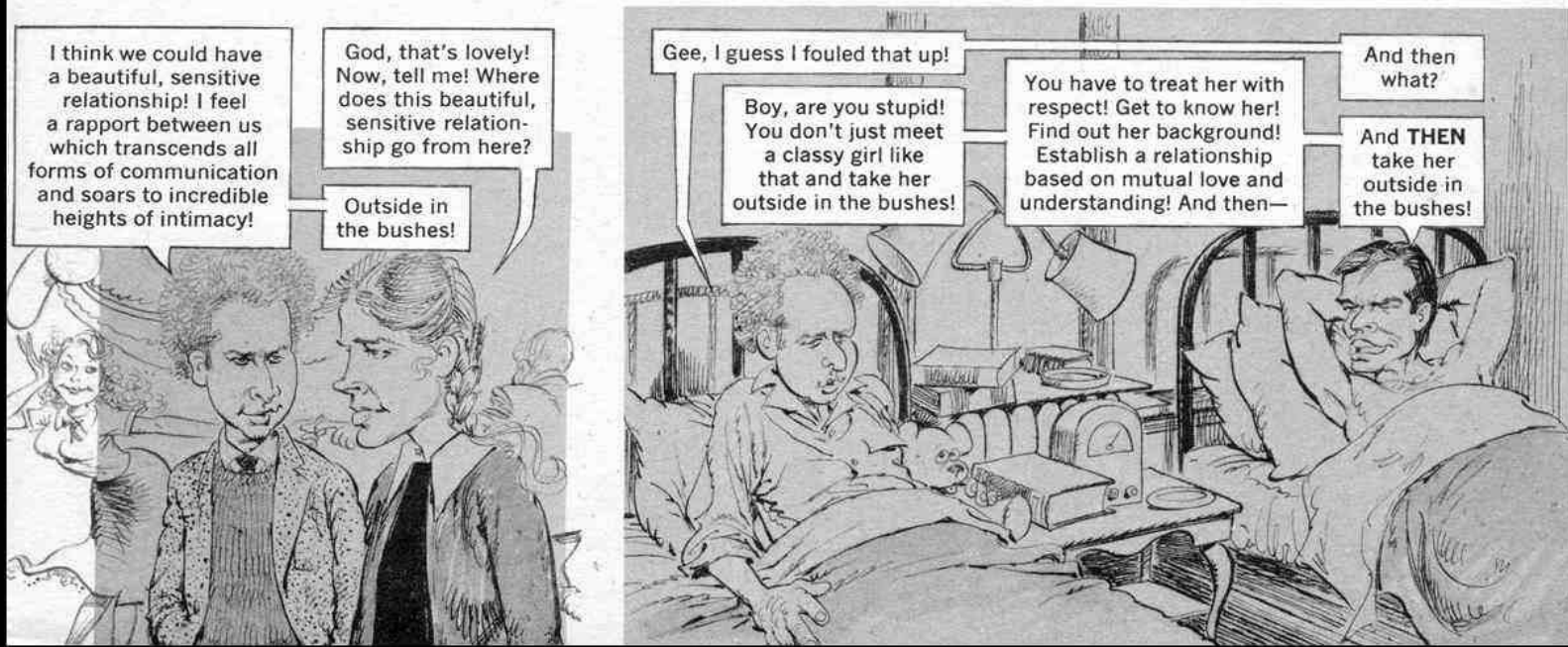
ARTIST: MORT DRUCKER



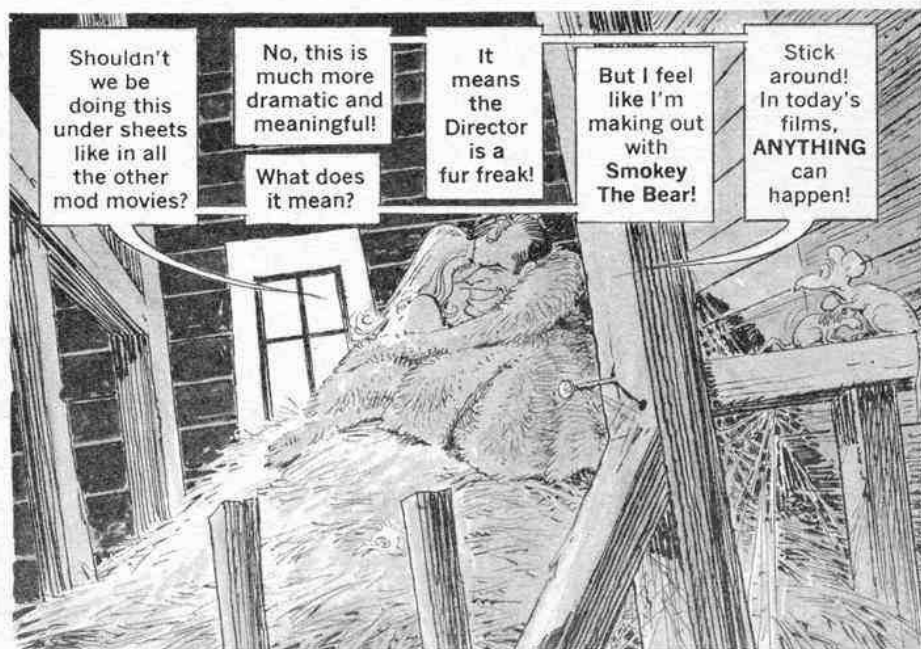
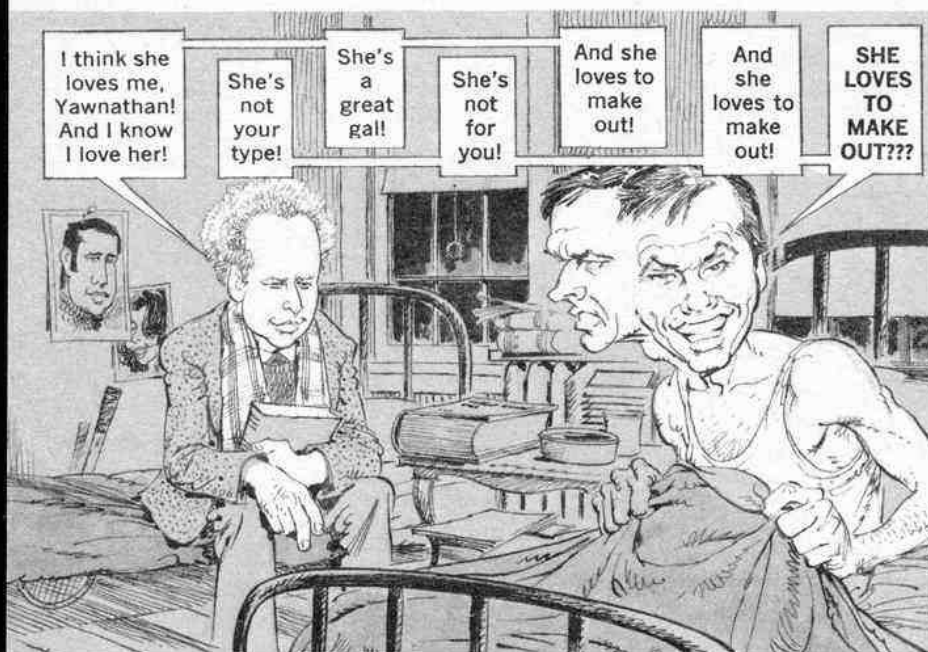
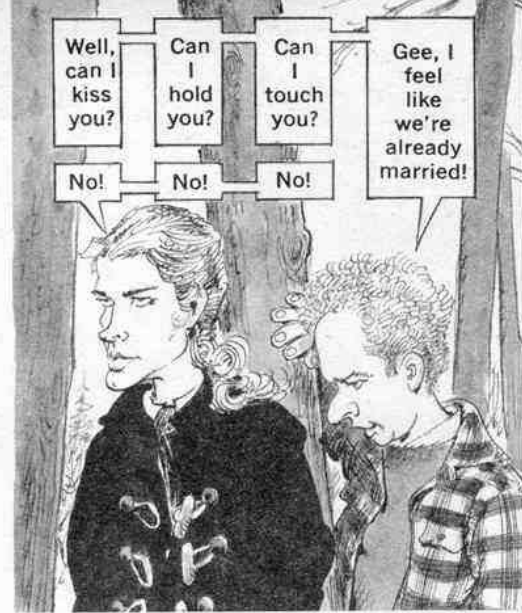
# Knowledge

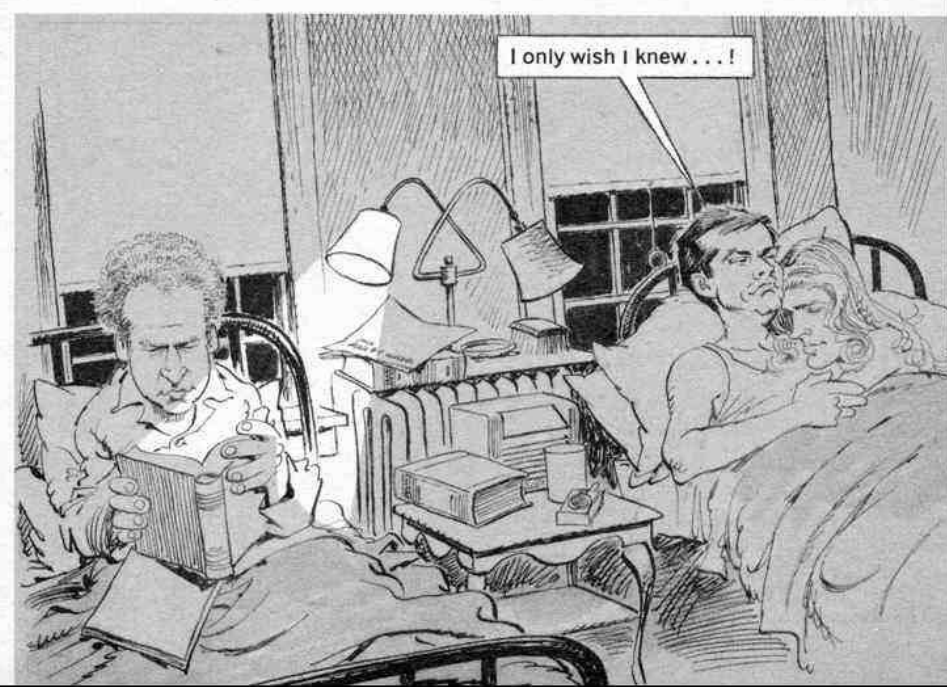
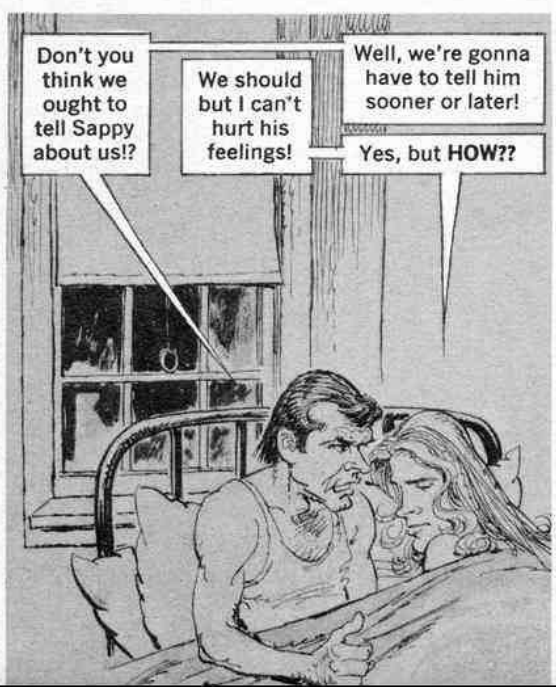
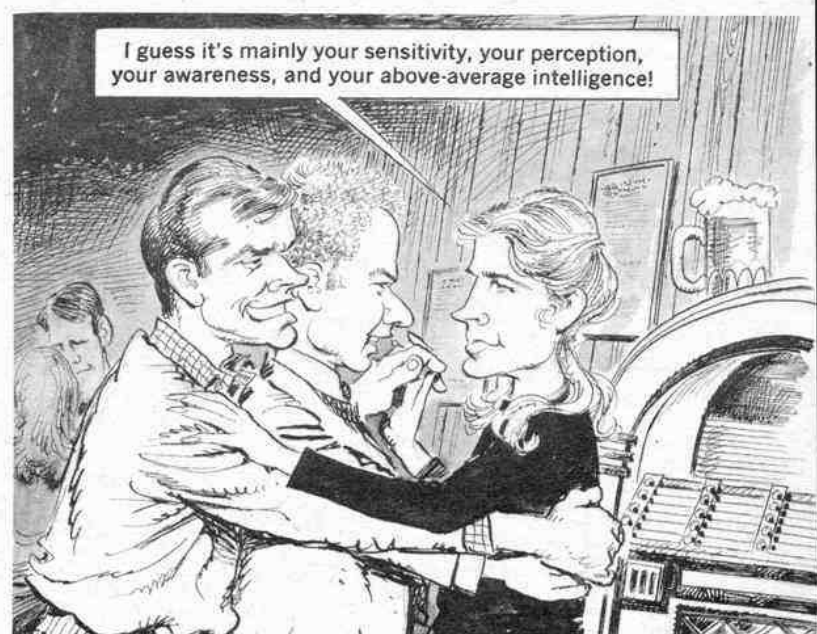
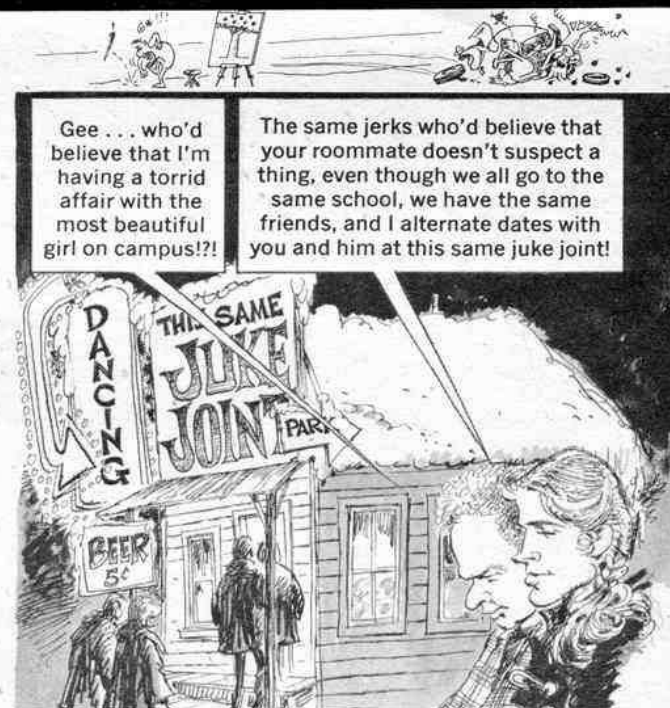
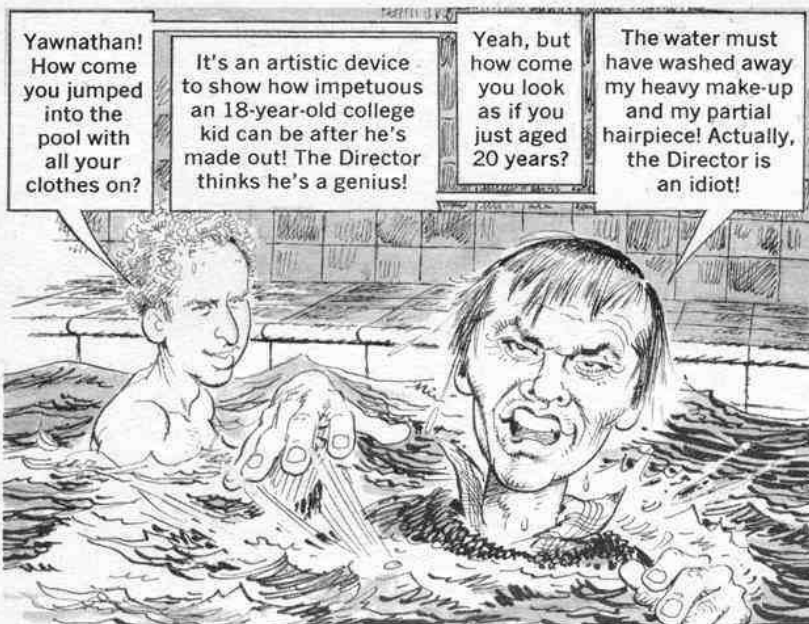


WRITER: LARRY SIEGEL

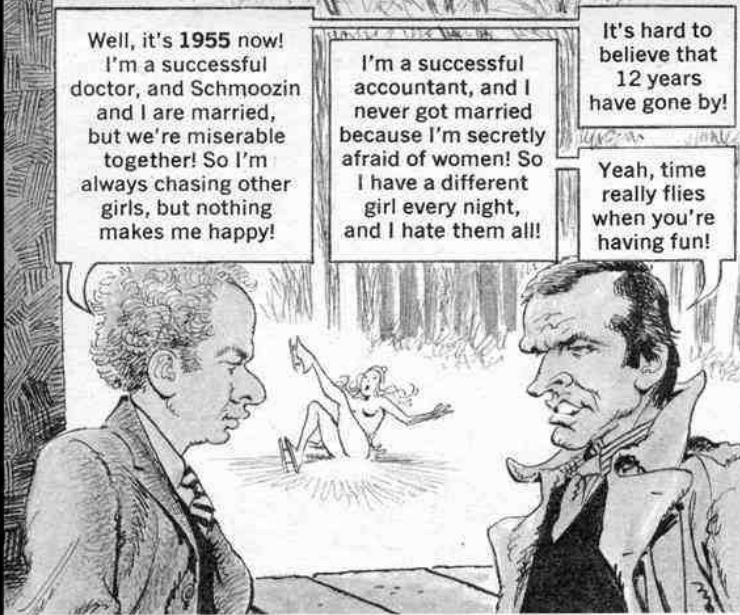










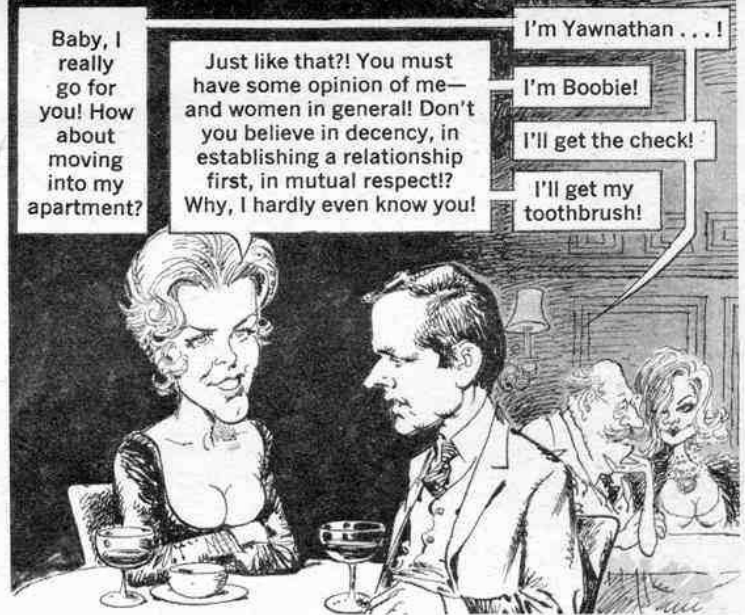


Well, it's 1955 now!  
I'm a successful  
doctor, and Schmoozin  
and I are married,  
but we're miserable  
together! So I'm  
always chasing other  
girls, but nothing  
makes me happy!

I'm a successful  
accountant, and I  
never got married  
because I'm secretly  
afraid of women! So  
I have a different  
girl every night,  
and I hate them all!

It's hard to  
believe that  
12 years  
have gone by!

Yeah, time  
really flies  
when you're  
having fun!



Baby, I  
really  
go for  
you! How  
about  
moving  
into my  
apartment?

Just like that?! You must  
have some opinion of me—  
and women in general! Don't  
you believe in decency, in  
establishing a relationship  
first, in mutual respect?!  
Why, I hardly even know you!

I'm Yawnathan . . . !

I'm Boobie!

I'll get the check!

I'll get my  
toothbrush!



Oh, Yawnathan! I  
love you! I'll do  
anything you say!

I want to be mothered!  
Anything you say!



I didn't  
know that  
**THIS** was  
what you  
had in  
mind!

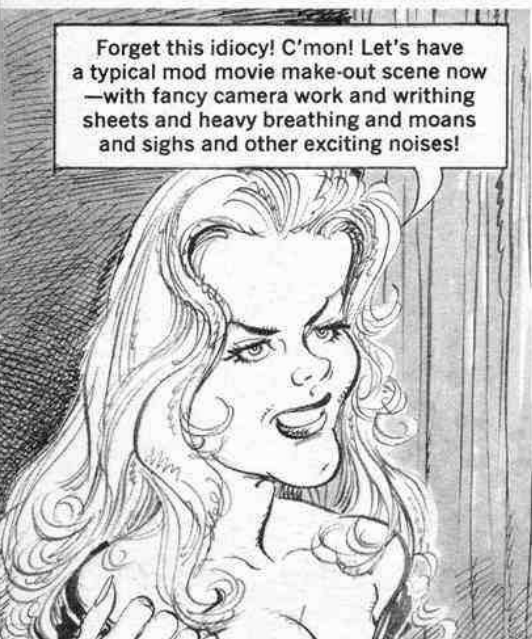
No  
more  
bottie,  
Mama!  
Gurgle!

Now cut that out! Look, we're  
two grown people! I will not  
allow you to humiliate yourself  
like this! We must have a mature  
adult relationship, understand?

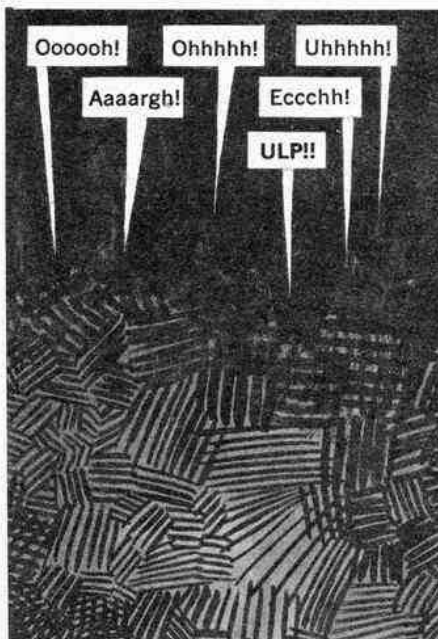
Right!  
But first  
do me  
one small  
favor!

Okay!  
What  
is it?

Burp  
me!!



Forget this idiocy! C'mon! Let's have  
a typical mod movie make-out scene now  
—with fancy camera work and writhing  
sheets and heavy breathing and moans  
and sighs and other exciting noises!



Ooooooh!

Ohhhhhh!

Uhhhhh!

Aaaargh!

Eccchh!

ULP!!



Aaaargh!

Eccchh!

UL-L-P!

This is  
how you  
make  
out?!?

Well, I  
**TOLD**  
you to  
burp  
me!

Yawnathan, we've been living together for over a year, now! Isn't it time we got married?!!

Married?! Boy, you women are all alike! You think marriage is the answer to everything! You think marriage will solve all your problems! Well, it's plain sick! Can't you, just once, take a mature sensible approach to our relationship?

I'm sorry! What's your suggestion?

I was thinking of bringing in another girl—and maybe a St. Bernard!

But, that's no answer to our problems! Marry me! Please?

Me—marry you? Look at you! You sleep 15 hours a day! You're sloppy! You nag me all the time! And you won't let me come near you in bed!

Marry me, Yawnathan! I promise I'll change! I'll become a plain, everyday, average housewife!

**BECOME!?** You ARE a plain, everyday, average housewife!



I'm going out, now, Boobie! But before I go, there's one thing I want to say! The United Nations is the only bulwark standing between us and a world holocaust!

True! And it must not be allowed to disintegrate like the League of Nations! For as Bertrand Russell once said . . .

Wait a minute! What are we talking about??

How should I know? This picture has been on for an hour-and-a-half now, and every word in it has been about **SEX!** I figured we could use some intellectual stimulation for a change!

That was a wonderful idea! But where are you going?

I'm going to get the other girl, and maybe the St. Bernard! After all . . . how much intellectual stimulation can a modern movie audience take??



Well, 15 more years have passed, and it's now 1970! I've been through nearly 450 women . . . and I'm still a bachelor!

I've been through over 600 . . . and I'm still **MARRIED!**

How would you like to see pictures of all the women I've made out with?

Hey, that's fantastic! X-Rated home movies!



This is Debbie, the first girl I ever went out with! She was a Mallomar freak!



This is Dianne, my second score! I hear she's living in Omaha with a kangaroo!





These are the Radio City Music Hall Rockettes!  
I once spent a Shrove Tuesday with them I'll  
never forget! I was almost kicked to death!



Well, so much for  
my pre-adolescent  
years! Now, when  
I was thirteen,  
I met Natalie ...

WOOPS!!  
Wrong  
picture!

HOLD IT!!

I saw that, Yawnathan! I may have been stupid  
in the movies, and missed it ... but I'm not  
being stupid now! You said you'd show us  
slides of all the girls you've made out with,  
and you just showed a picture of Schmoozin'!



Now you're angry  
at me, because  
you think I'm  
a double-crossing  
friend, right ... ?

On the contrary! Now I respect you,  
because I think you're a kind and  
thoughtful friend ... relieving the  
loneliness of my poor wife who I've  
neglected for the past 20 years!



But, I'm not making  
out with her **NOW!**  
I made out with her  
back in **COLLEGE!!**

WHAT?!?  
Well,  
that's  
different!



Take **THAT**—you dirty  
double-crossing friend!!



That's why I've decided I  
need Professional help!  
Only someone like you can  
relieve me! I've got no  
wife, no girl friends ...  
nobody! And I'm willing to  
pay for your services!

Boy, have you  
got the wrong  
apartment,  
Mr.! I'm not  
that kind of  
Professional!

You mean ...  
you're not a  
Psychiatrist?!!

No, I'm a  
Professional  
**DOG BREEDER!!**



The Psychiatrist is  
on the next floor!

Well, so it won't be a total waste of  
time, can you sell me a St. Bernard?





WHAT BELOVED  
AMERICAN ANIMAL  
WILL NEVER  
BECOME EXTINCT  
BECAUSE OF  
OVERWHELMING  
PUBLIC SUPPORT?

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

Every day, another species is placed upon the endangered list, and few people seem to care. However, due to overwhelming public support, one American animal is sure to survive forever in the vast special preserves created especially for him. To find out which lucky beast this is, fold in the page as shown...

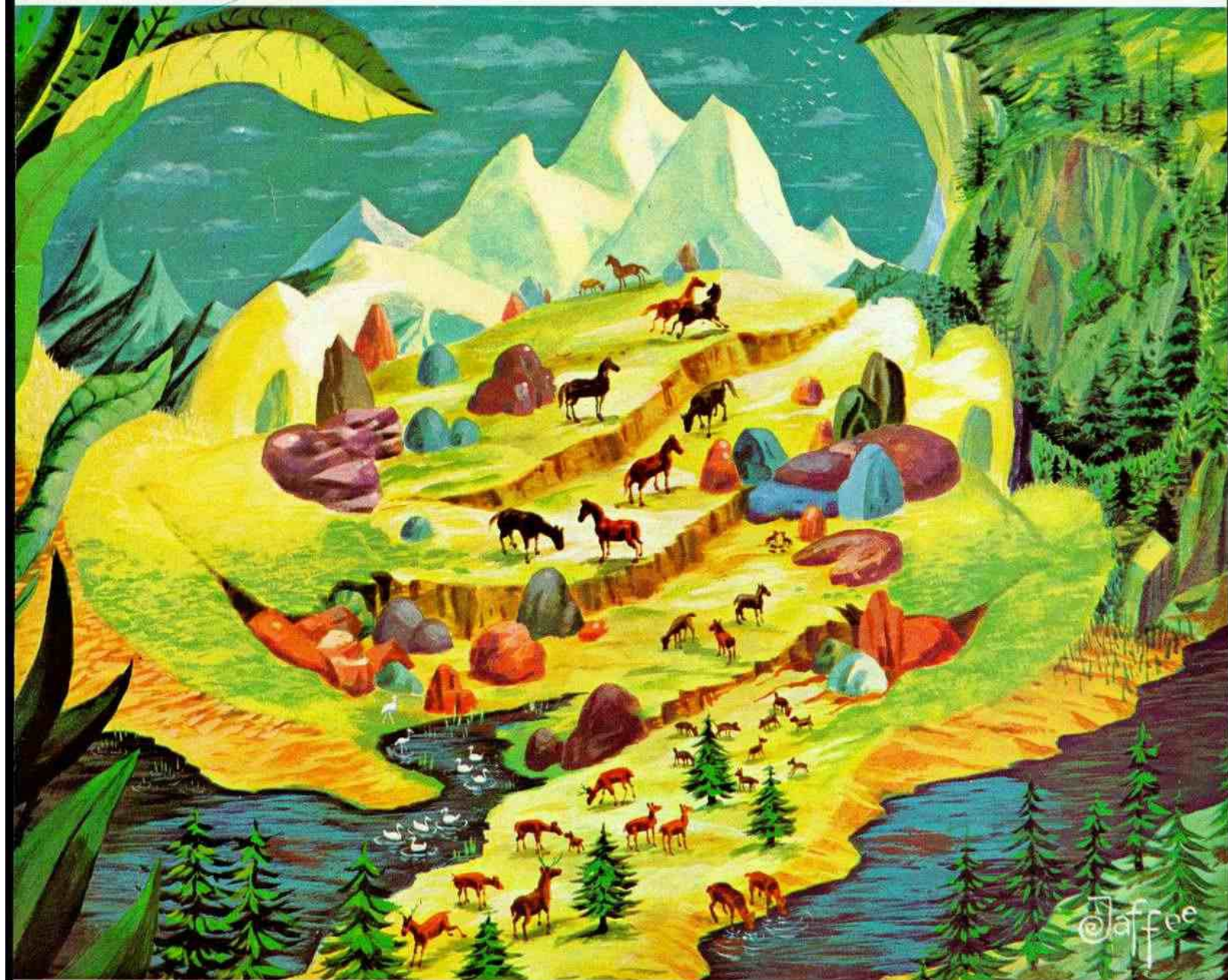


FOLD PAGE OVER LIKE THIS!

A)

FOLD THIS SECTION OVER LEFT

B) FOLD BACK SO "A" MEETS "B"



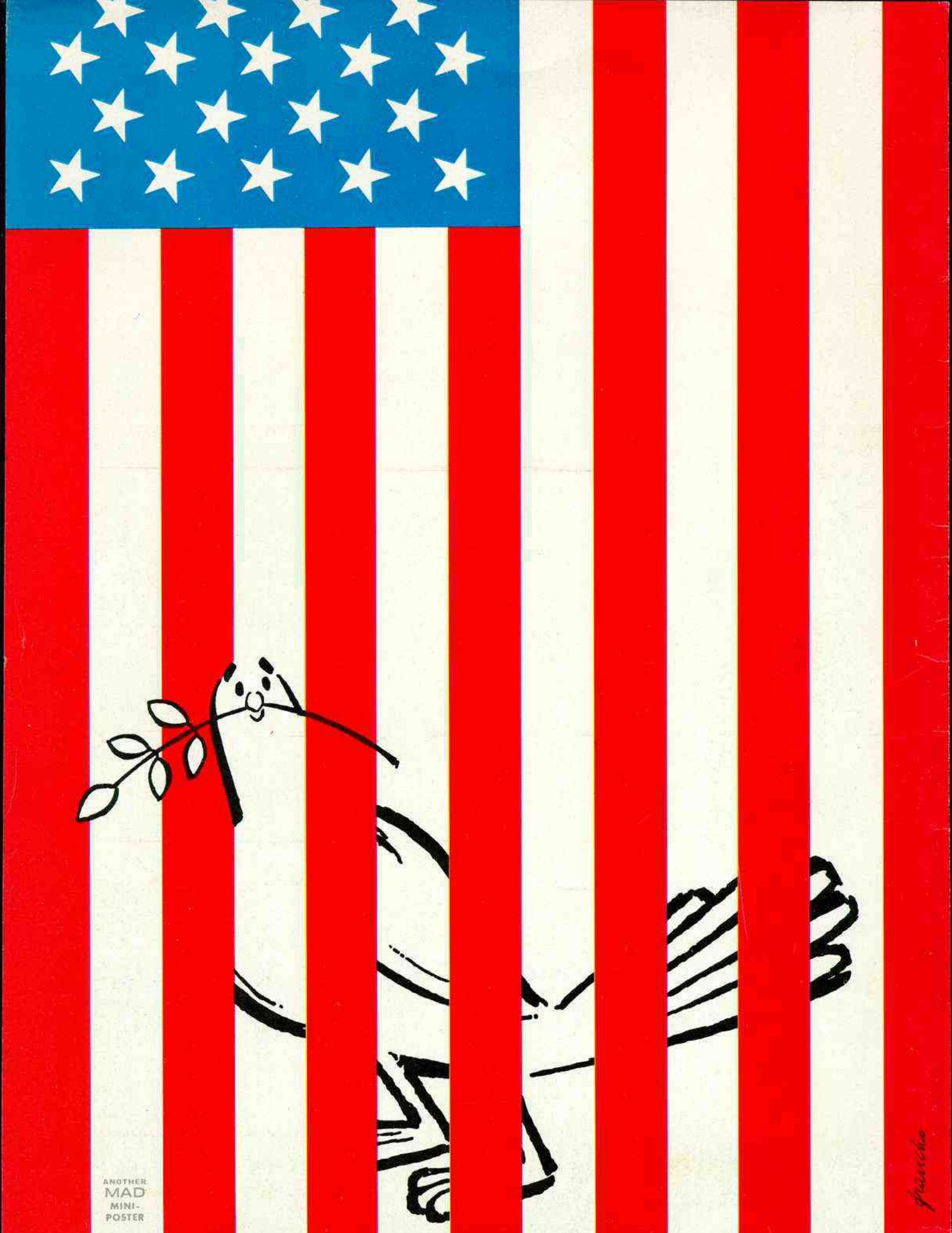
ARTIST & WRITER:  
AL JAFFEE

CAREFUL ATTENTION TO EVEN THE MOST  
MICROSCOPIC OF DETAILS IS AN ESSENTIAL KEY  
TO CREATING A VAST ANIMAL PRESERVE.  
MOBS OF PEOPLE ARE SUPPORTING THIS CAUSE

A)

B)





ANOTHER  
MAD  
MINI-  
POSTER

Francisco