

SPECIAL INFLATION ISSUE

No.  
145  
Sept.  
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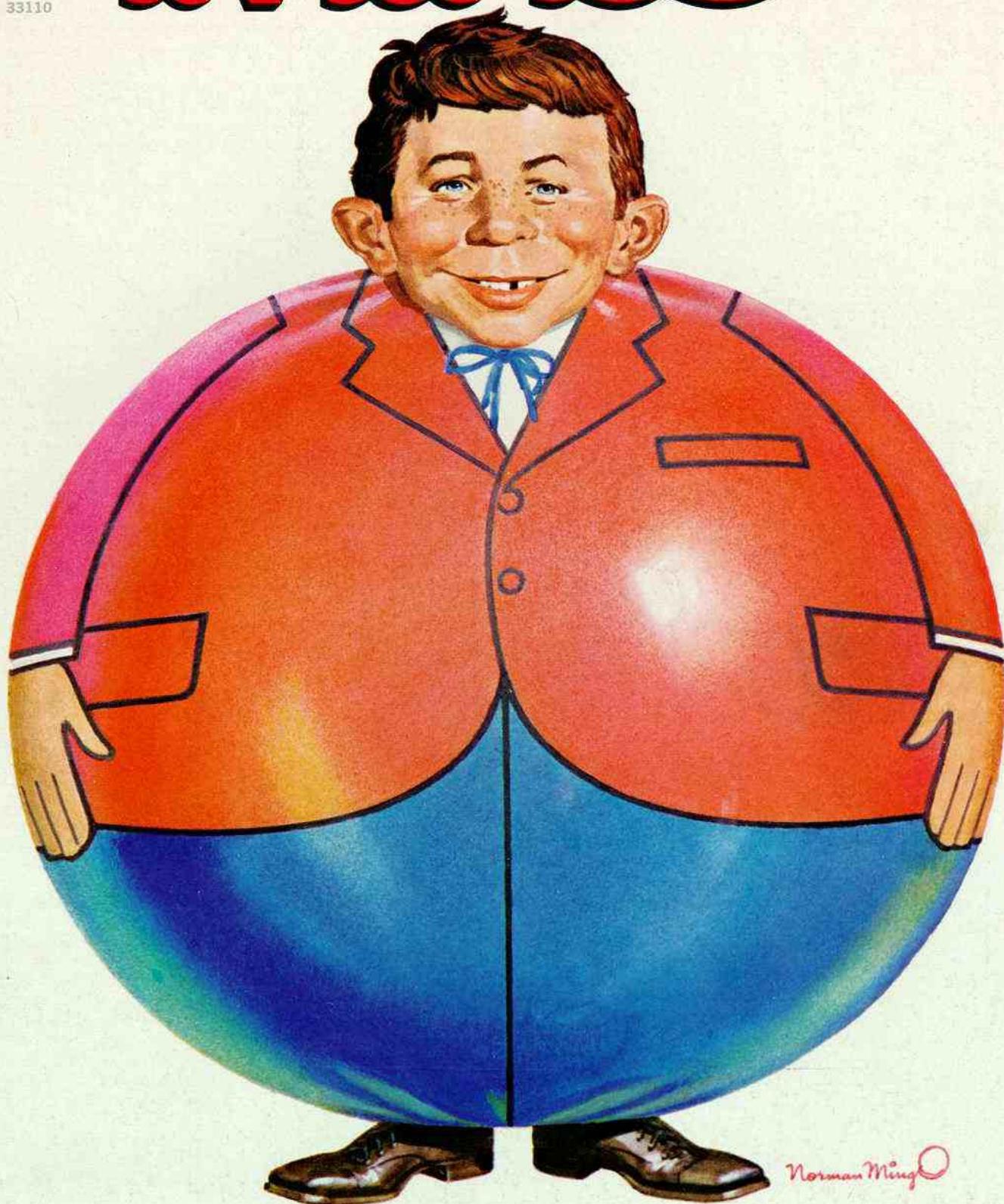
# MAD

IND

OUR PRICE

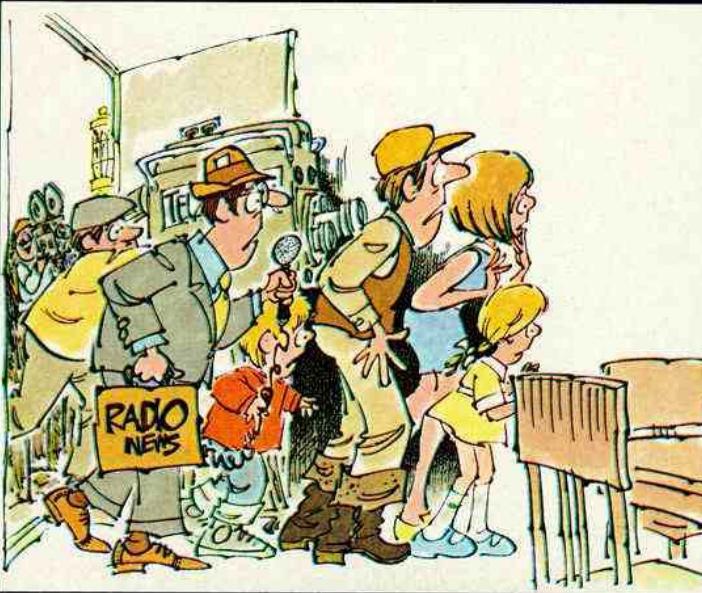
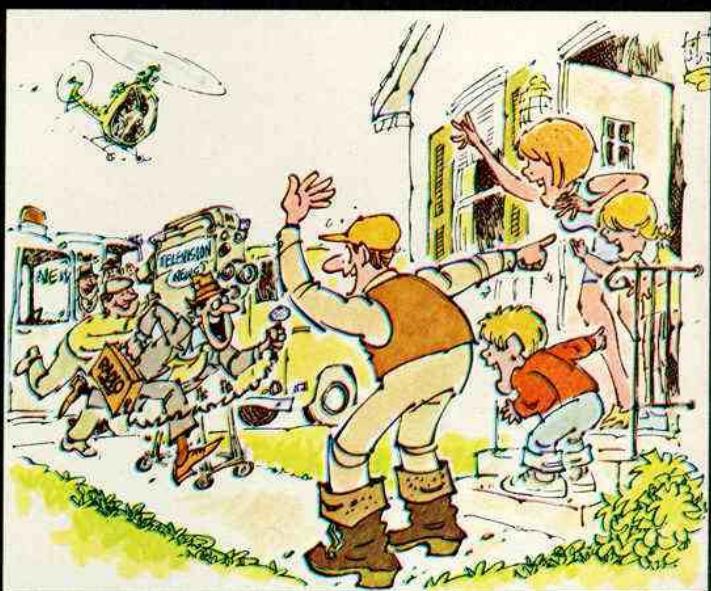
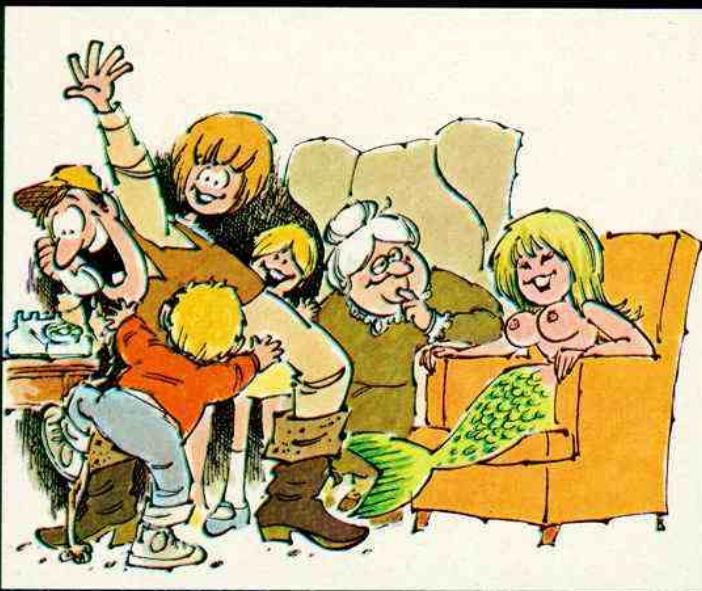
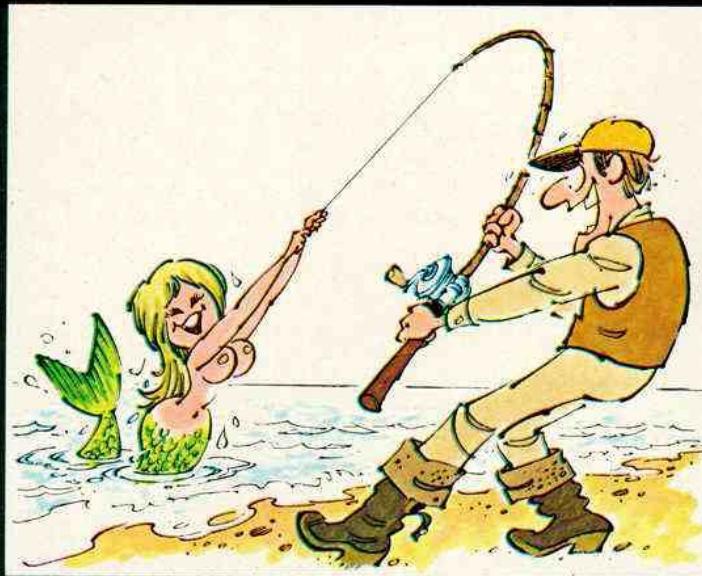
40¢

NO LAUGHING MATTER



IN THIS ISSUE WE DEFLATE "FIVE EASY PIECES" AND "THE OWL AND THE PUSSY CAT"

# A FISH TALE



# MAD

"Sometimes it pays to resist a temptation. A better one may be coming along!"—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*

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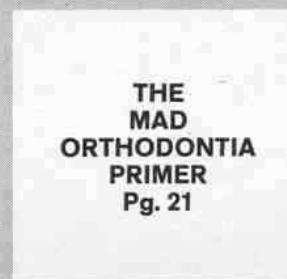
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## VITAL FEATURES

FIVE EASY  
PAGES  
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SATIRE)  
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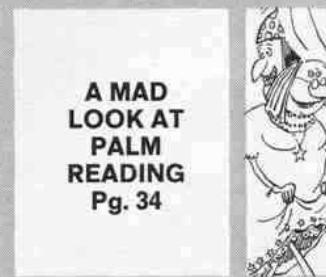
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## MOVING PICTURES?

Nope, it doesn't look like these ads offering our full-color portraits of Alfred E. Neuman, MAD's "What-*Me* Worry?" kid . . . suitable for framing or training puppies . . . are moving any pictures! On the contrary, they're our "still" pictures! Mainly, they're "still" cluttering our stockroom! But they "still" can be yours—merely by sending 25¢ for 1, 50¢ for 3, \$1.00 for 9, \$2.00 for 27 and \$4.00 for 81 to: MAD, 485 MADison Avenue, New York, New York 10022



## LETTERS DEPT.



### NEW PRICE "SLASHING"

With inflation what it is today, the one thing we don't need is to pay more money for trash. *Forty cents...!* Have you people gone completely MAD?

Graham Holloway  
Danville, Va.

"Ouch!" That's what I said when I paid for #143. But, when I thought of a few things, I became calm. After all, *other* magazines obtain much or most of their revenue from advertising. I once counted only the full-page ads in LIFE, and the total was more than *half* of the entire number of pages. You are not getting money from *that* end. Add, then, the fact that nearly *all* magazines today cost sixty to seventy cents . . . *with* advertising. Anyone making cracks about "the outrageous price" of MAD will have to deal with me!

Gary Insley  
Springfield, Ohio

### VISITING EDITOR

Thanks for the chance to interview Editor Feldstein and to photograph your MADly delightful staff at work. Now I know why you're on target so much of the time. You aren't afraid to be honest and you make it fun for all of us. I hope our story on MAD, in the June issue of YOUTH magazine, can do justice to the MAD genius.

Herman Ahrens, Editor  
YOUTH Magazine  
1505 Race Street  
Philadelphia, Pa. 19102

PHOTO BY JOHN C. GOODWIN



YOUTH Magazine's Editor, Herman Ahrens, asks MAD Magazine's Editor, Al Feldstein, the eternal Neuman question: "What's it all about, Alfie...?"

### ABC'S CAMPUS RIOT OF THE WEEK

Many thanks to Jack Davis and Tom Koch. Tom caught Chris Schenkel's and Bud Wilkinson's styles of reporting and gave me some of the best laughs I've had in a long time. The world needs more satire such as that displayed in MAD. Perhaps if a more realistic view could be seen by two such opposing forces as those depicted in "Campus Riot", maybe hate would dissolve and then there'd truly be . . . PEACE!

Larry Peters  
Chicago, Ill.

Not only was it funny, it also showed how pathetically ridiculous campus rioting has gotten . . .

Howard Bell  
Easthampton, Mass.

### YOU KNOW IT'S REALLY OVER WHEN . . .

You Know It's REALLY OVER When . . . he invites you up to his apartment "to show you his collection of MADs" . . . and he really does!

Yma Suark  
Harbor Isle, N.Y.

. . . he starts reading MAD in bed!

Grace Loehr  
Irving, Texas

### ORDURE OF THE DAY

Congrats to Ronnie Nathan and Paul Coker, Jr. on their powerful plea to prevent persistently pestiferous and pungent Pavement Pollution!

Sandra Cardone  
S. Hadley, Mass.

### NIXON AND AGNEW AS SEEN BY . . .

When a young liberal (yours truly) tries to read "Nixon & Agnew (As Seen By . . .)" over her conservative, middle-America parents' shoulders, it's hard to muffle hysteria. I couldn't say it then, but I can say it now . . . BEAUTIFUL! And, so true!!

Carolyn Wood Simons  
Waco, Texas

ON A CLEAR DAY, ETC.

My compliments to Frank Jacobs and Mort Drucker on their marvelous "On A Clear Day You Can See A Funny Girl Singing 'Hello Dolly' Forever." They gave Barbra Streisand some real digs but I suspect they dig her as much as the rest of us.

Tim McNicol  
Redding, Calif.

As one of Streisand's biggest fans, I was delighted with your hilarious satire. It was a brilliant piece of writing, but what really got me was the artwork. Whether Frank Jacobs is aware of it or not, this Hollywood phenomenon is a girl of many sides, and Mort Drucker did a brilliant job of capturing them all with unbelievable perception. Even her mannerisms and facial expressions! How about an encore on her latest, "The Owl And The Pussycat"?

Jim Todd  
Davidson, N.C.

I think it's outrageous that you should condemn a person just because she's extremely talented. What would *you* people know about talent, writing for that crummy magazine!

Cindy Gurtman  
Yonkers, N.Y.

I happen to have seen all of Barbra Streisand's movies and find them to be exceptional. She's one of the finest singers and actresses since Judy Garland first came along; yet so unlike *any* great predecessor. Your satire disturbed me very much...

Scott Horowitz  
E. Brunswick, N.J.

Even on a cloudy day, it's clear to see your satire on Barbra Streisand is the best you've ever done. Even my parents enjoyed it!

Lukie Costin  
Reisterstown, Md.

This country needs more Barbra Streisand pictures! They're our only refuge from the torrent of Elliott Gould pot-boilers.

Joan McCabe  
New York, N.Y.

MORE NEW PRICE "SLASHING"

I would like to inform you that the price of MAD is now equal to that of a school lunch in Kentucky. Prior to your price increase, they were equal only in content.

Debby Graves  
Jeffersontown, Ky.

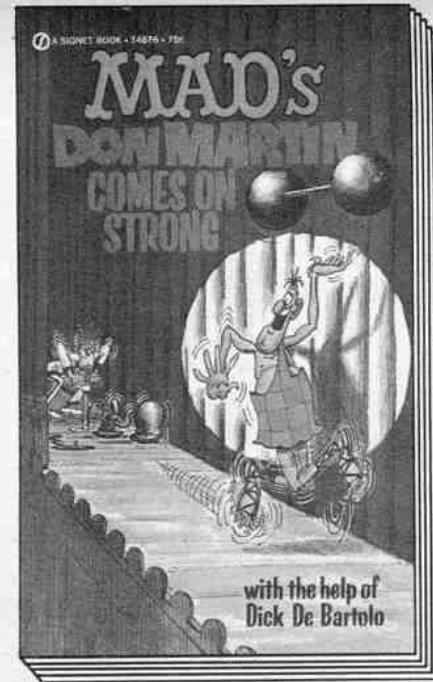
...I'm dumb enough to pay the extra 5¢ and then spend 6¢ on a stamp to complain to you about it!

Lynn Kohmer  
Seattle, Wash.

Please address all correspondence to:  
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New York, New York 10022

# MAD'S MADDEST MANIAC MOLDS HIS MIGHTIEST, MERRIEST, MORONIC MASTERPIECE!

Mainly...



**"DON MARTIN COMES ON STRONG"**  
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COMES ON STRONG**

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<input type="checkbox"/> MAD Strikes Back	<input type="checkbox"/> World, World, etc. MAD	<input type="checkbox"/> DON MARTIN Cooks Up More Tales
<input type="checkbox"/> Inside MAD	<input type="checkbox"/> Raving MAD	<input type="checkbox"/> DAVE BERG Looks at the USA
<input type="checkbox"/> Utterly MAD	<input type="checkbox"/> Boiling MAD	<input type="checkbox"/> DAVE BERG Looks at People
<input type="checkbox"/> The Brothers MAD	<input type="checkbox"/> Questionable MAD	<input type="checkbox"/> DAVE BERG Looks at Things
<input type="checkbox"/> The Bedside MAD	<input type="checkbox"/> Howling MAD	<input type="checkbox"/> DAVE BERG Looks at Modern Thinking
<input type="checkbox"/> Son of MAD	<input type="checkbox"/> The Indigestible MAD	<input type="checkbox"/> The All-New SPY vs. SPY
<input type="checkbox"/> The Organization MAD	<input type="checkbox"/> Burning MAD	<input type="checkbox"/> SPY vs. SPY Follow-Up File
<input type="checkbox"/> Like MAD	<input type="checkbox"/> Good 'n' MAD	<input type="checkbox"/> A MAD Look at Old Movies
<input type="checkbox"/> The Ides of MAD	<input type="checkbox"/> Hopping MAD	<input type="checkbox"/> Return of MAD Old Movies
<input type="checkbox"/> Fighting MAD	<input type="checkbox"/> The Portable MAD	<input type="checkbox"/> AL JAFFEE's Snappy Answers
<input type="checkbox"/> The MAD Frontier	<input type="checkbox"/> MAD Power	<input type="checkbox"/> The MAD Book of Magic
<input type="checkbox"/> MAD in Orbit	<input type="checkbox"/> The Dirty Old MAD	<input type="checkbox"/> Aragones's "Viva MAD"!
<input type="checkbox"/> The Voodoo MAD	<input type="checkbox"/> DON MARTIN Steps Out	<input type="checkbox"/> Aragones's MAD about MAD
<input type="checkbox"/> Greasy MAD Stuff	<input type="checkbox"/> DON MARTIN Bounces Back	<input type="checkbox"/> MAD for Better or Worse
<input type="checkbox"/> Three Ring MAD	<input type="checkbox"/> DON MARTIN Drops 13 Stories	<input type="checkbox"/> Sing Along With MAD
<input type="checkbox"/> Self-Made MAD		

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

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**CALLOUS KEY BUM DEPT.**

Hollywood has been quick to cash in on the current trend among young people to drop out of our Establishment-oriented society by turning out a series of "Anti-Success" or "Drop-Out" movies. These films have dropped the "hero", the "plot" and the "dialogue"! In fact, the only thing they haven't dropped is the admission price! Here, then, is our version of filmland's latest salute to the cop-out . . . all wrapped up in-

# FIVE EASY

ARTIST: MORT DRUCKER

Hey, Chuck—  
this is Booby  
Dopier, the  
new rigger I  
just hired!  
Show him the  
ropes, okay?

Okay,  
Dopier,  
what  
do you  
know  
about  
oil?

I know everythin'!  
Dad had oil heat  
installed in the  
estate! If you want  
more heat, you push  
up the thermostat!

Er . . .  
what  
kind of  
training  
have you  
had?

I studied  
for fifteen  
years at  
the Hoboken  
Conservatory  
of Music!

What about  
experience?!

Ever work  
anywhere?

I worked  
Lincoln  
Center!

What'd you do  
... operate a  
crane or drive  
a bulldozer?

Neither . . . I  
played a piano!

Man, they don't make  
**LEADING MEN** like they  
used to, either! What-  
ever happened to lovers  
like Spencer Tracy,  
Clark Gable, Gary Cooper  
and Barton MacLane?





# SY PAGES!

AND  
TWO  
HARD  
ONES!

WRITER: LOU SILVERSTONE

What'll we do tonight, Booby? Let's have some fun! I'll do anythin' you want... hint-hint!!

Let's have some REAL fun! Let's go bowling!

Man, they just don't make oil riggers like they used to! Whatever happened to guys like Spencer Tracy, Clark Gable, Gary Cooper and Barton MacLane?!

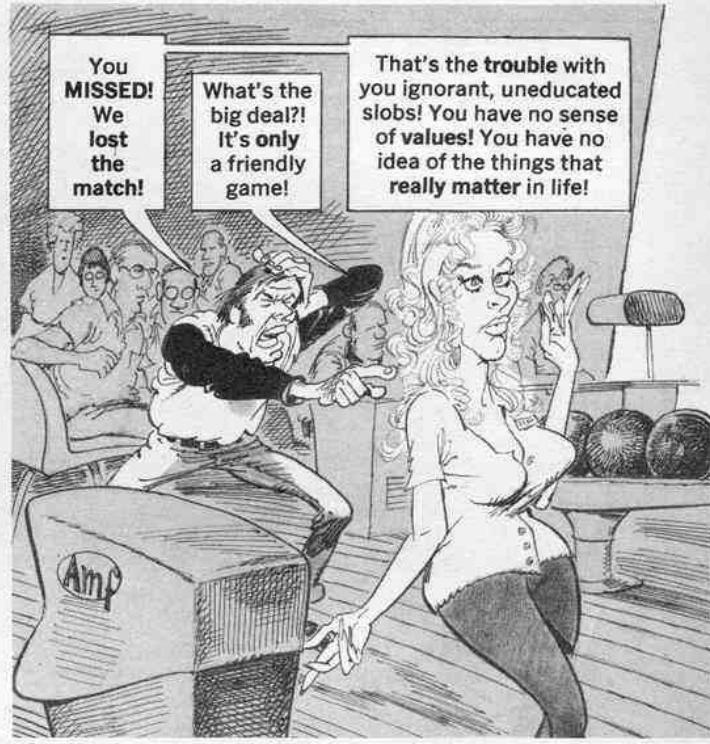
Barton MacLane?!!  
Barton MacLane was no LOVER!!

Oh, yeah?!  
Compared to YOU, he was!

You MISSED!  
We lost the match!

What's the big deal?! It's only a friendly game!

That's the trouble with you ignorant, uneducated slobs! You have no sense of values! You have no idea of the things that really matter in life!



GO  
WAIT  
IN  
THE  
CAR!!

You shouldn't oughta holler at Layette the way you do, Boob! She's—she's pregnant!

Will you stop buttin' in with insignificant, trivial matters when I'm discussin' somethin' important and serious... like BOWLING!!

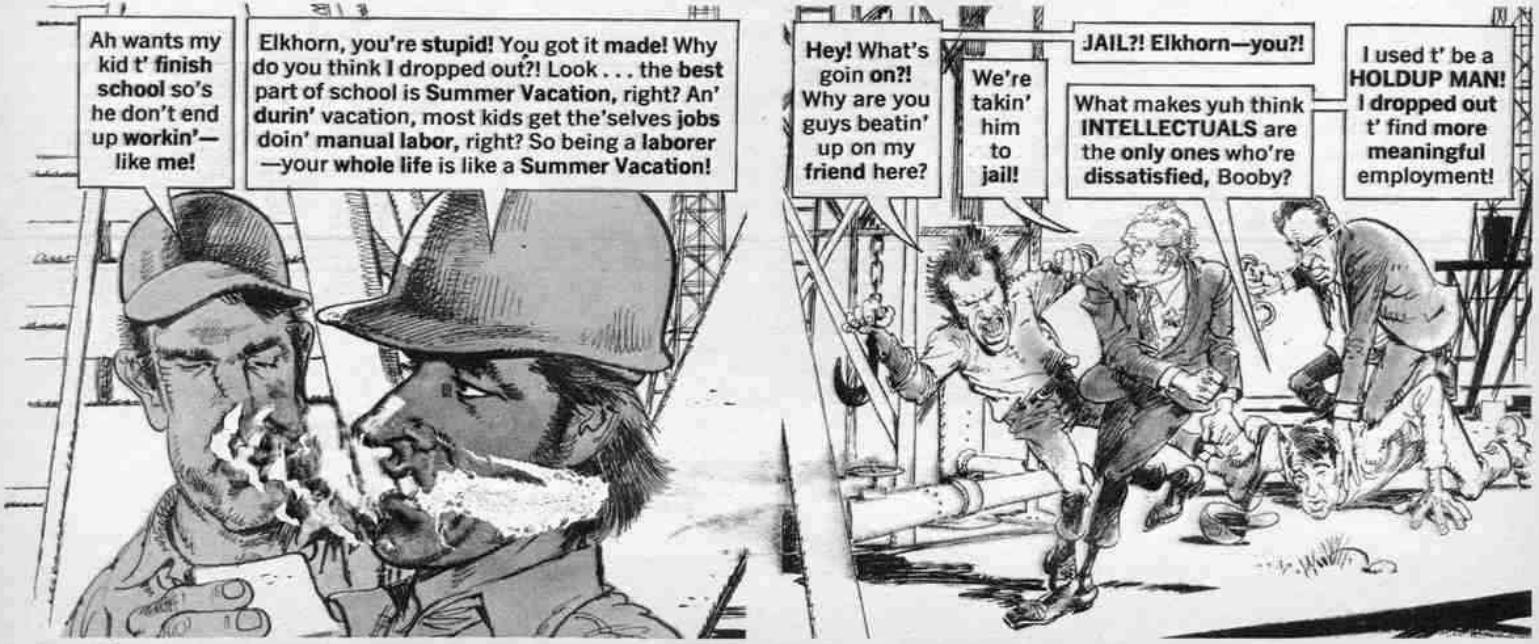
Hey, aren't you what's-his-name ... that guy on television?

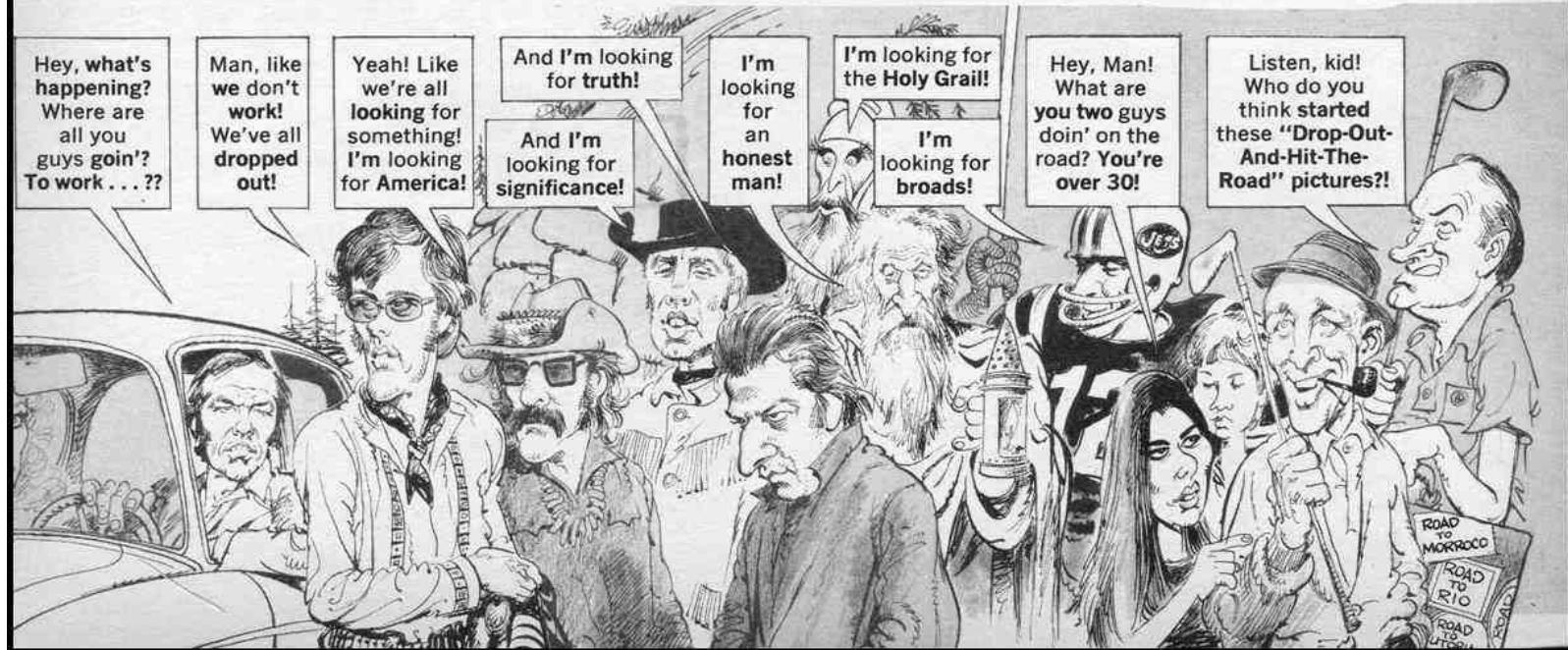
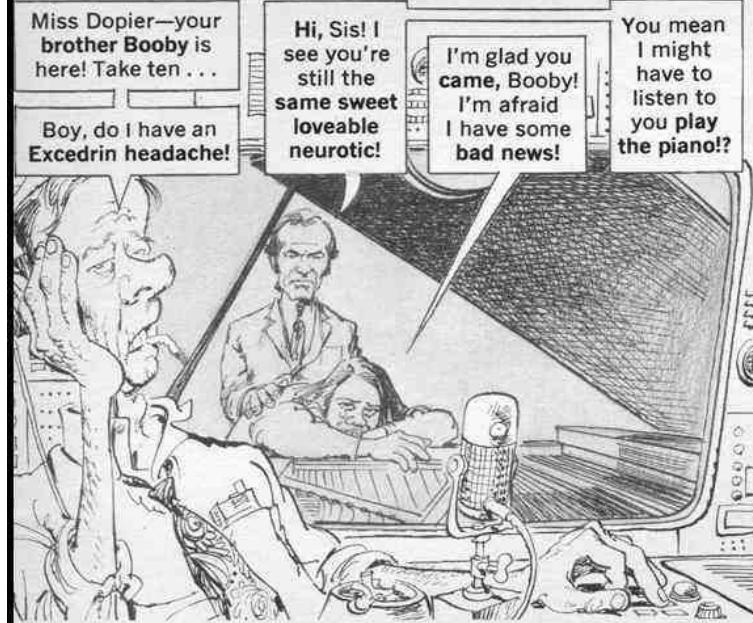
What guy on television?  
Jim Nabors!!

What makes you think that Ah'm Jim Nabors?

You both talk like you got a mouthful of marbles!!







Hi! Are you two looking for truth, significance, and America, too . . .?

No, Mac! We're looking for a ride!

Where you headed?

We're going to Alaska!

It's the last place on Earth that Man hasn't contaminated with his stinkin' crappy garbage! I saw a picture of it once, and it's clean and white and not polluted with Man-made junk and Man-made filth and Man-made crap!

Yeah, but that was before the "Big Bake"—when the sun came out and turned Alaska into a pile of mud!

I don't believe it!

Didn't you ever hear of BAKED ALASKA?!!

And it also ain't polluted with Man-made crappy jokes!!

I'll have a bowl of soup and a French roll!

You get two slices of white bread with a bowl of soup! No substitutions!

I see you serve Hero Sandwiches on French rolls!

Okay! I'll have a Hero Sandwich with hard salami, soft salami, sausages, meat balls, provolone cheese, mustard, pickles and Kraft miniature marshmallows! Got that?

That's right!

Yes, sir—gaakk! I've got it!

Okay . . . now HOLD the hard salami, the soft salami, the sausages, the meat balls, the provolone cheese, the mustard, the pickles and the Kraft miniature marshmallows . . . and just bring me the French roll!

Take it easy, will you, fella! This is my first day on the job! I used to be a Nuclear Physicist but I dropped out to find more meaningful employment!

Crap! That's all Man is involved in! Crap! Filth! Pollution! It stinks!

Okay! Out of the car! NOW!

Ah sure am glad you're getting rid of them, Booby! Is she making YOU sick, too?

I'll say! She's trying to do what I did in "Easy Rider"! She's doing a ten minute cameo bit, and she's stealing the picture!

You stay here at this motel! I'll go over to my father's house . . .

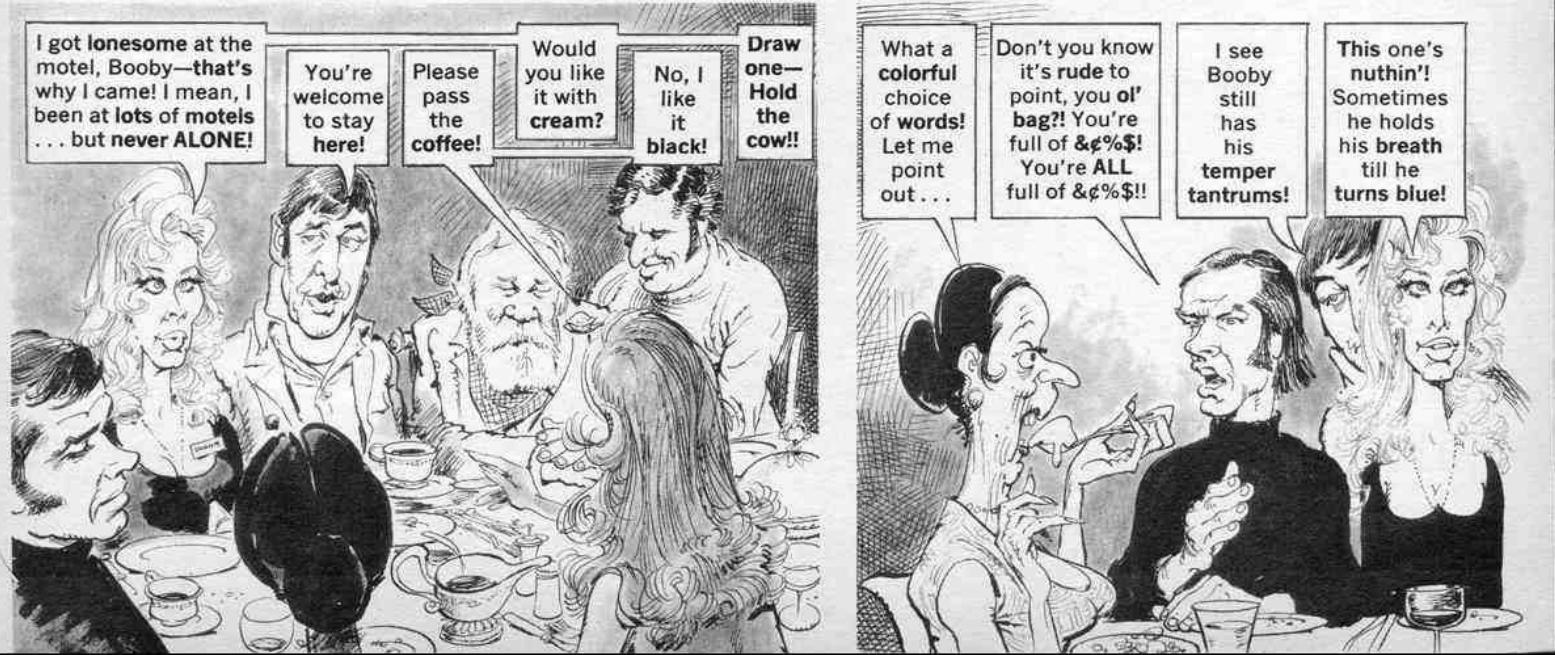
Le'me come with you?! Maybe I can be helpful!

I don't need your help! There'll be plenty of people there I can scream at, and abuse!

ROUTE 10  
TO THE  
GENUINE  
JOHN'S  
BARGAIN  
STORE

TURN RIGHT  
FOR  
JOHN'S  
BARGAIN  
STORE

LAST CHANCE  
MOTEL  
BRING YOUR WIFE!  
VACANCY



What in heck is goin' ON here?!

What's it look like?! I never thought YOU'D object! Isn't scoring every chance you get part of your philosophy?!

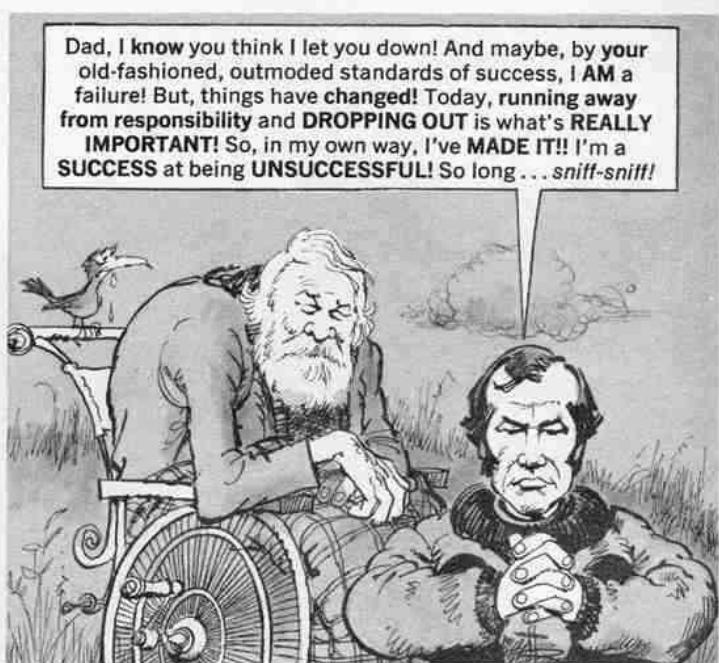
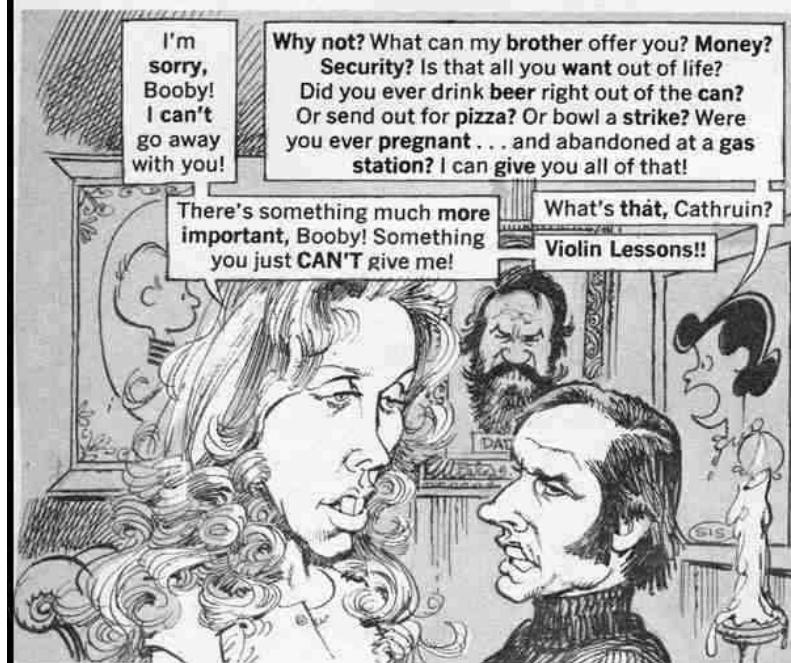
Yeah, but this is DIFFERENT! She's my Sister!!

How come you're clobering me when you're only a Male Nurse . . . and I'm a rugged oil field rigger?!

I wasn't always a Male Nurse! I used to be in the music field, but I dropped out to find a more rewarding profession!

You were a musician?!

No, I was a piano mover!!



Why, Booby, you're cryin'! That's so touchin'! I haven't seen you cry since you lost a Monopoly Game! You must really love your ol' Daddy!

It's not that! He just sat there like a vegetable! He reminded me of an onion . . . and I ALWAYS cry when I'm around onions!

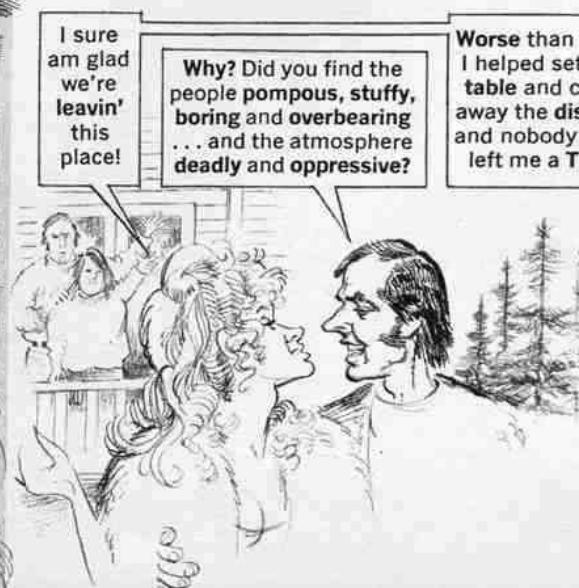
I sure am glad we're leavin' this place!

Why? Did you find the people pompous, stuffy, boring and overbearing . . . and the atmosphere deadly and oppressive?

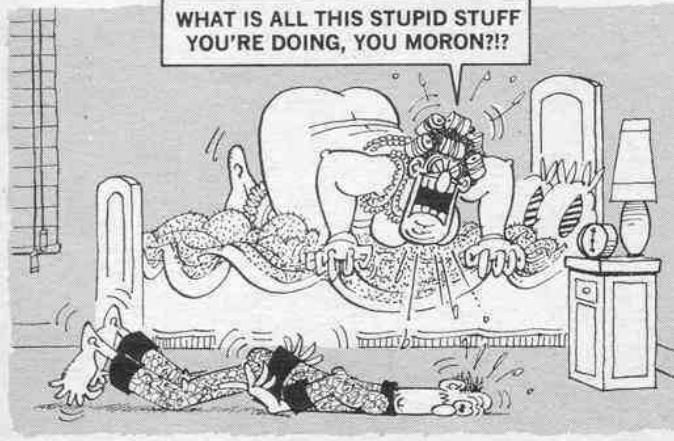
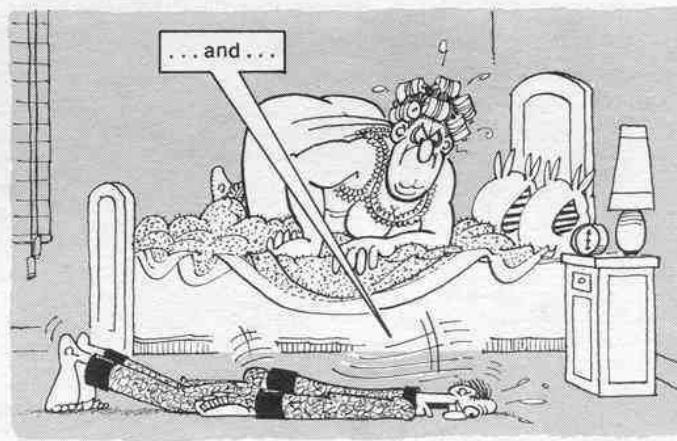
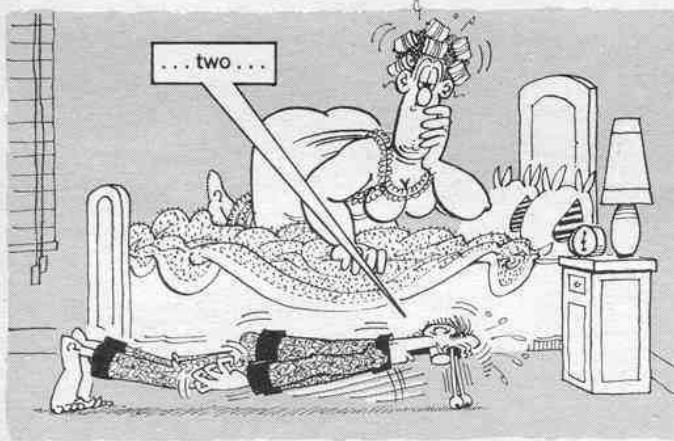
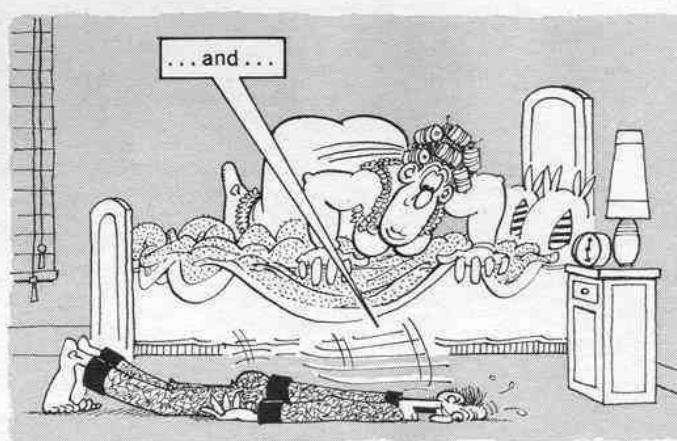
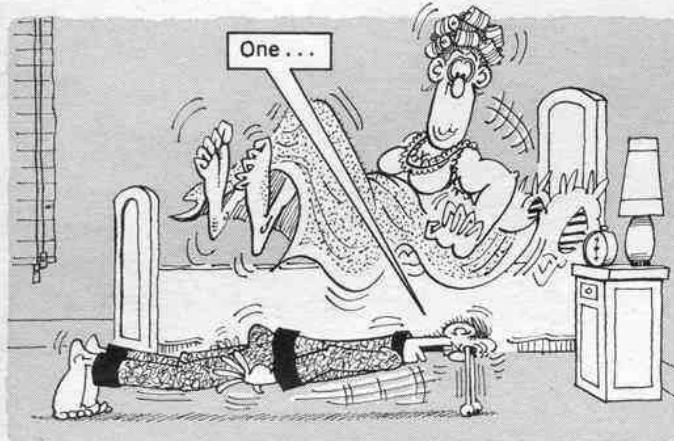
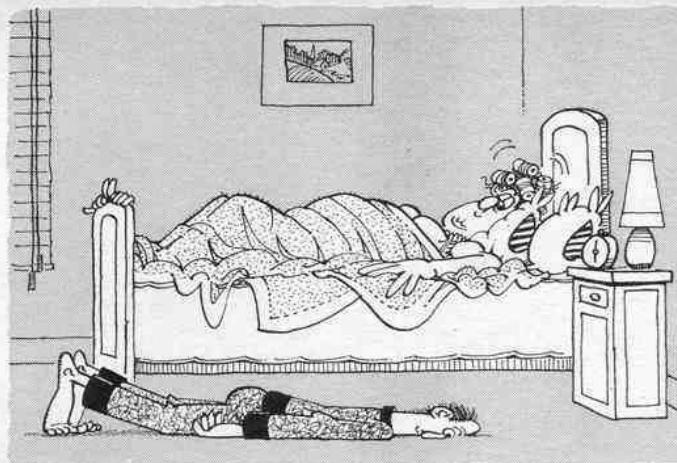
Worse than that! I helped set the table and clear away the dishes, and nobody ever left me a TIP!!

## EDITOR'S NOTE!

We apologize for not being able to show you our version of the exciting climax of this film . . . but unfortunately, the writer and artist decided to drop out . . . and were last seen hitching a ride on a truck headed north into Canada.



# VERY EARLY ONE MORNING



MALIGNANT GROWTH DEPT.

# A MAD LOOK AT

(Or "We've Come



From FLAG RAISERS . . . . . to FLAG WAVERS



From DECORATIONS . . . . . to DECLARATIONS

PHOTOS BY:  
U.I. AND  
WORLD WIDE

# THEN...AND NOW

## A Long Way, Baby!"

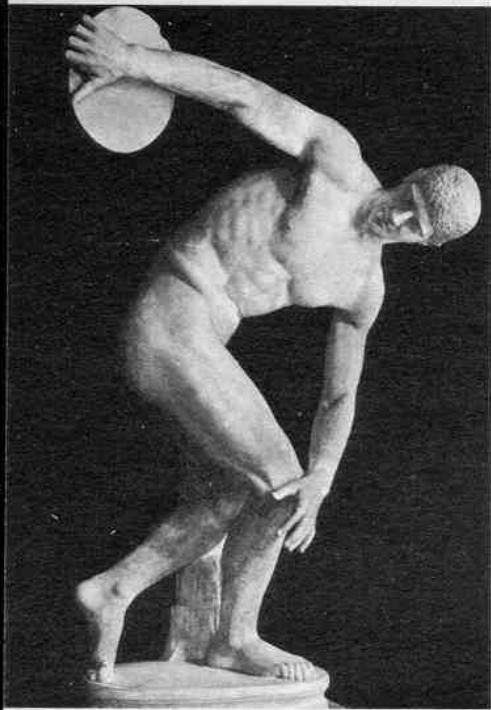
CONCEIVED BY MAX BRANDEL



From THE FEMININE MYSTIQUE... ...to THE FEMININE MISTAKE



From HERO... ...to ZERO



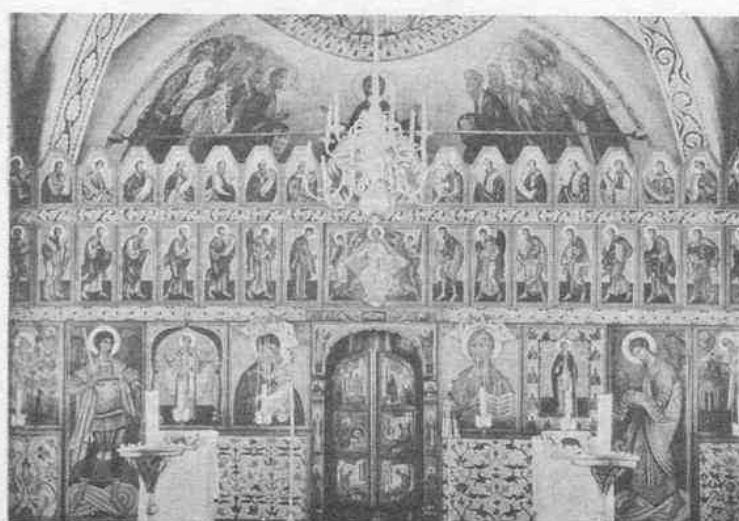
From DISCUS THROWER ... ... to DISGUSTED THROWER



From PROPHET ...



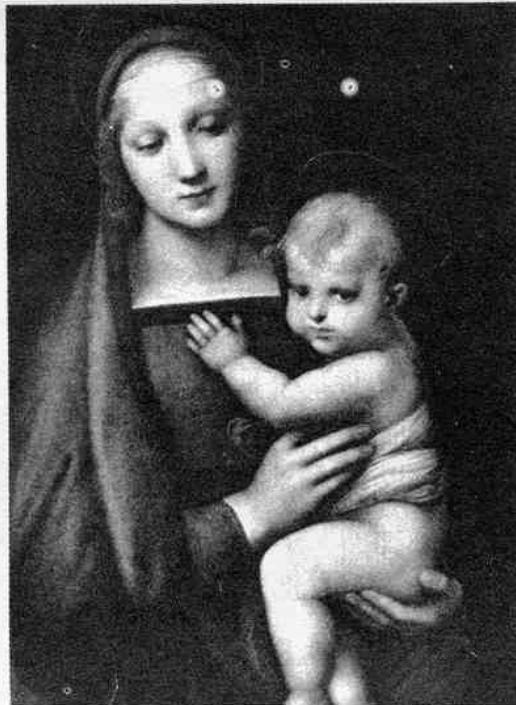
From WAGON WHEELS ... ... to DRAGGIN' WHEELS



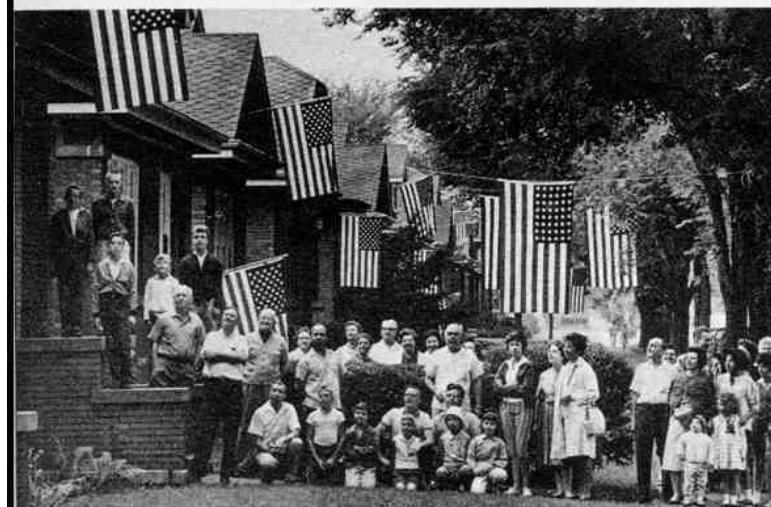
From OLD RUSSIAN ICONS ... ... to NEW SOVIET ICONS



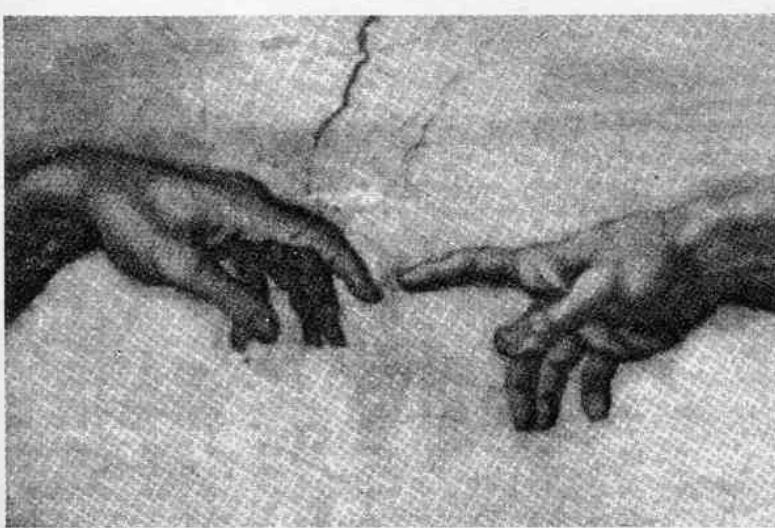
... to LOSS



From ADORATION ... ... to IMMOLATION



From DECORATION DAYS ... ... to DESECRATION DAYS



From THE CREATION OF MAN ... ... to THE DESTRUCTION OF MAN



# THE LIGHTER SIDE OF...

# BOAT

Do you realize that there are five oceans—covering 7/10ths of the Earth's surface! The Atlantic Ocean alone covers 31,530,000 square miles! And the Pacific covers 63,800,000 square miles!

Add to that all of the lakes, rivers and bays . . . and it means that  $\frac{3}{4}$  of the entire world is covered with water!

But just try to find a place to moor your boat!!



Now that we've got a new boat, we need a name for it! How about "The Wayfarer"?

Only a miserable little dumb runt like my husband could come up with such a name!

Well, then how about "The Wanderer"!

What did you do . . . take a course in "Stupidity" and get all "A's"!?

Listen, idiot! Remember me?! Lillian?! Your wife—who puts up with all your incompetence and bungling?! You COULD name the boat after ME!!

SA-A-Y! That's an idea!!



Every Spring, you spend weeks getting your boat ready for the Summer! You work on it like you were a common manual laborer!

That's true! But you must remember that my job is very taxing! I come home every night totally exhausted! THAT's why I have a boat . . . !

It's my only relaxation!!



# AY'ING

ARTIST & WRITER: DAVE BERG



Well! Fancy drifting into **YOU** out here in the middle of nowhere! I see you're still driving that old **Stink Pot!**!

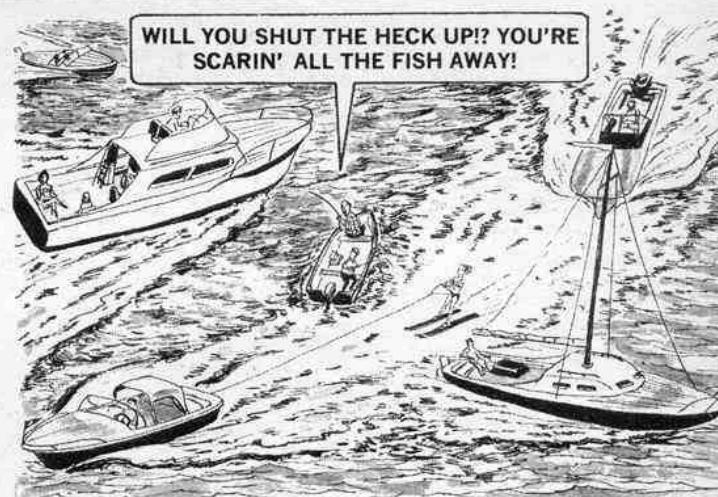
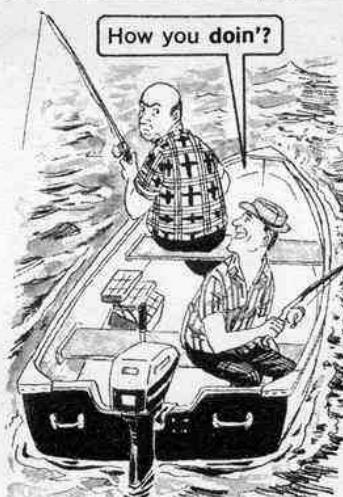
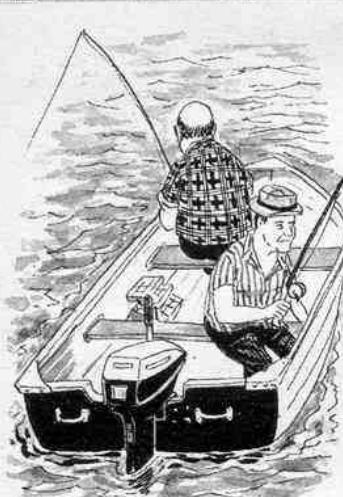
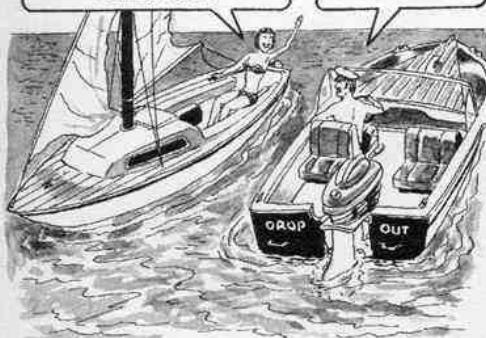
Don't knock it! I see you're nicely **BECALMED** in the middle of this nowhere!

Hah! And you dare to call my power boat a "Stink Pot"! Well, I don't have to rely on the fickle whims of the wind whether I go or not!

Okay! Okay! Don't rub it in! I admit defeat! Would you tow me in?

I'd love to...

But I'm out of gas!



I've been trying to attract Jeff Miller's attention for months... and I finally completed Step 1! I managed to wangle an invitation to a party aboard his yacht! Now comes Step 2—this **Bikini** I bought especially for the occasion! If this doesn't do it, nothing will!

Thanks for inviting me, Mr. Miller!

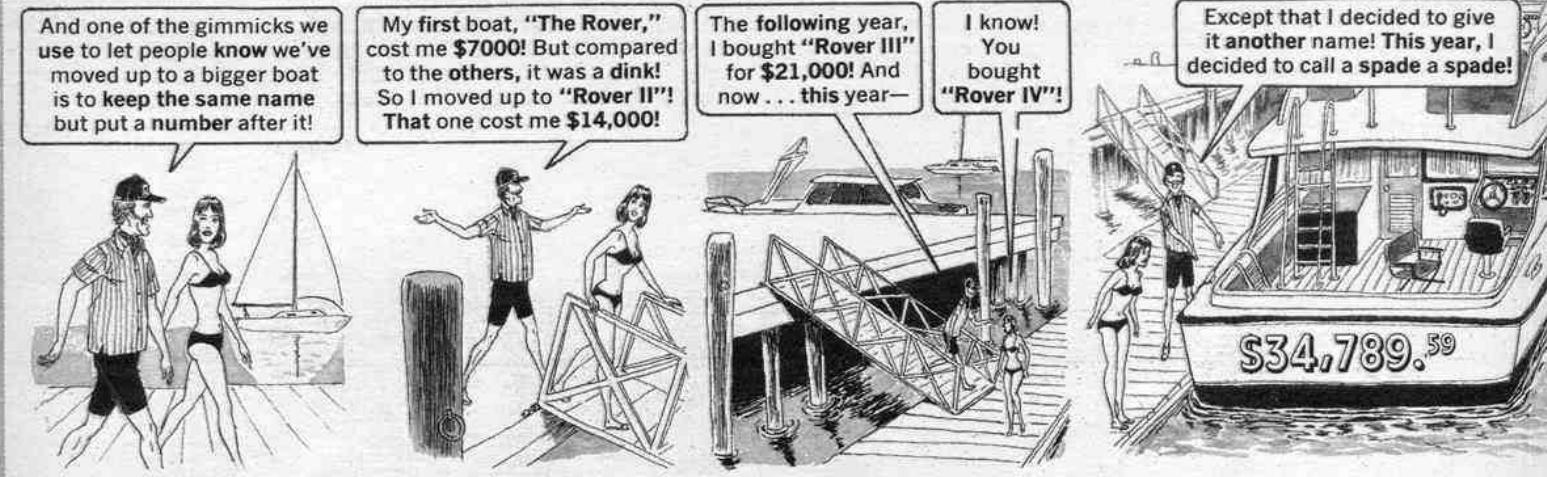
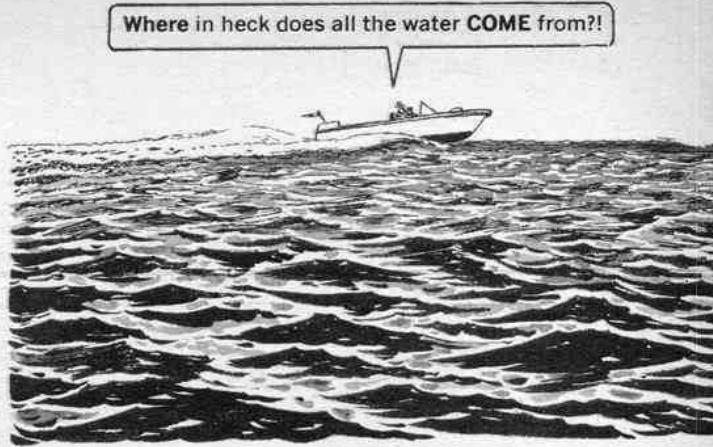
My pleasure, Miss Fleegie! Welcome aboard!

It's going to be rough today! Can you swim?

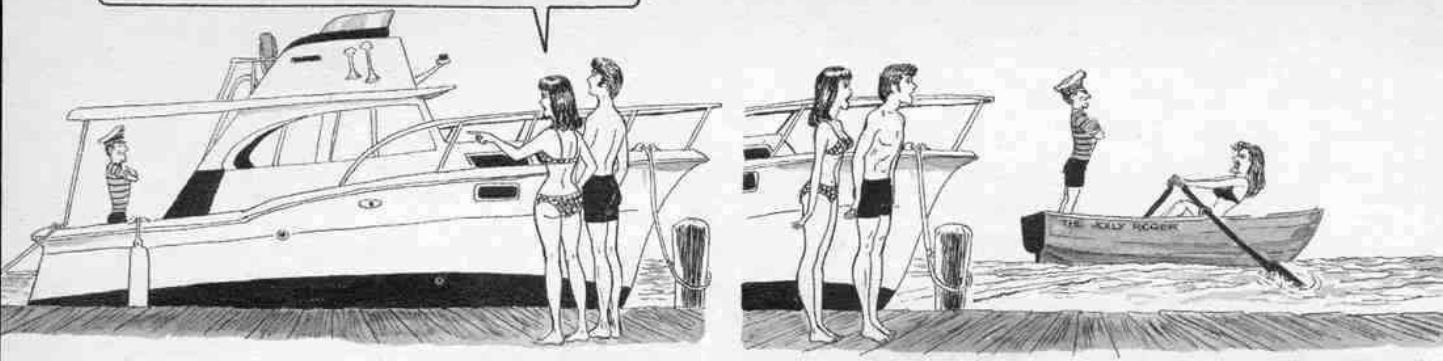
Then you'd better wear this!







Oh, wow! Look at Roger Kaputnik, there! When he told me he'd bought a boat, I imagined it was a little nothing runabout! But look at that! Wow!



So there you are! I was worried sick about you! I was just about to call all the hospitals! Where were you all this time?

You KNOW where I was! Taking my Power Squadron course in "Navigation"! Today was Graduation Day!

So . . . how long does it take to graduate from Navigation School?

N-not very long! But traveling was time-consuming!

The school isn't THAT far away!!

I got lost!



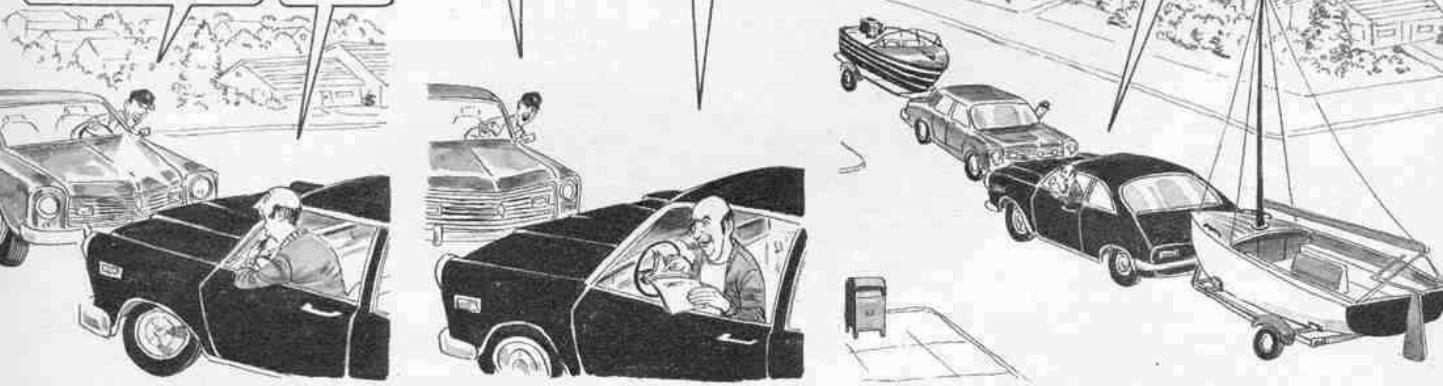
Why don't you watch where you're going, you idiot??

I have the right of way!

The HELL you do!!

It says so right here in the regulations!

"A sail boat has the right of way over a power boat!"



Rita! Guess what! The Yacht Club finally accepted me!

That's great, Norman, but—

After years of having my name on a waiting list—and after three members vouched for me—and after I was thoroughly investigated, I made it!!

That's great, Norman—but the Membership Fees are so high!! Where did you get the money?

Don't worry! I managed to raise the dough!

HOW!?

I sold our boat!



**CHEWING GLUM DEPT.**

Nowadays, everything is crooked! Politics is crooked, Real Estate is crooked, Religion is crooked, the TV Repair business is crooked, the Auto Repair business is crooked, etc. Well, we've found one thing that's more crooked than all the rest, and nobody seems to say much about it! So, knowing full well that we may be taking our lives in our hands, the Editors of MAD fearlessly expose... *Crooked Teeth*... with

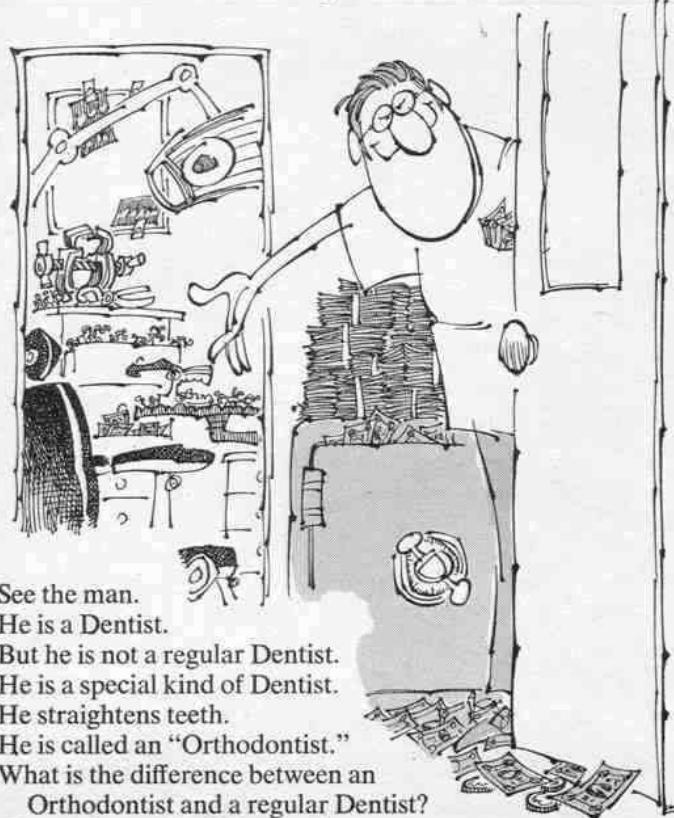
# THE MAD ORTHODONTIA PRIMER



ARTIST: PAUL COKER, JR.

WRITER: LARRY SIEGEL

## Chapter 1



See the man.

He is a Dentist.

But he is not a regular Dentist.

He is a special kind of Dentist.

He straightens teeth.

He is called an "Orthodontist."

What is the difference between an

Orthodontist and a regular Dentist?

Oh... about \$25,000 a year!

## Chapter 2



See the boy.

See the funny way his teeth stick out of his mouth.

His parents have brought him to the Orthodontist

To see if anything can be done.

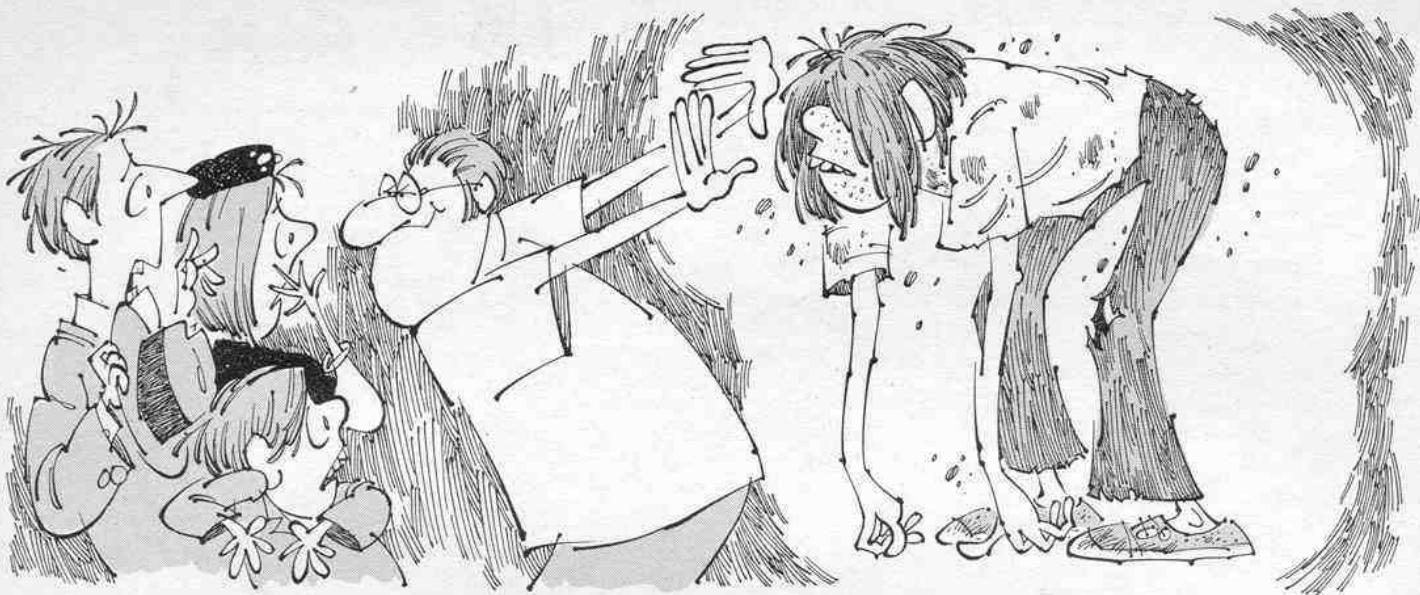
The Orthodontist has a name for this condition.

He tells the parents he has found a "malocclusion."

The Orthodontist has another name for this condition.

He tells himself he has found a "gold mine."

## Chapter 3

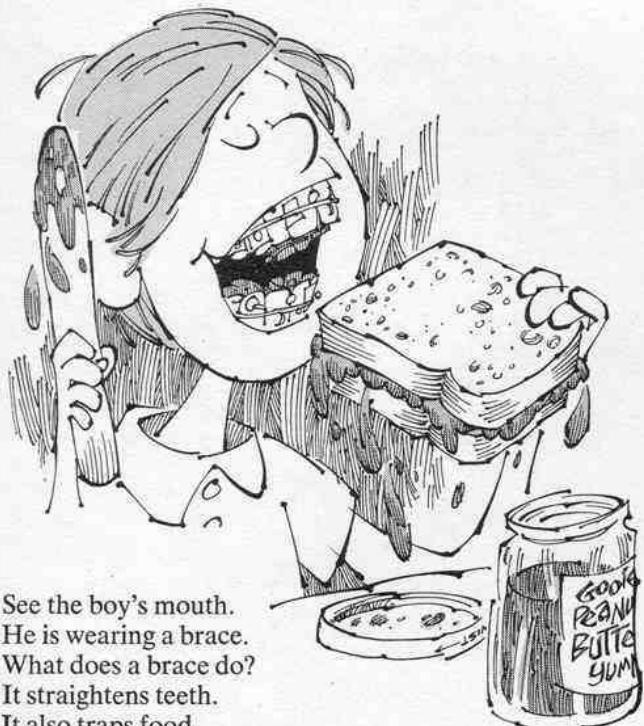


See the parents.  
They are very uncertain.  
They do not know if they want to spend a fortune  
to have the boy's teeth straightened.  
But the Orthodontist is very helpful.  
"Can you picture your son as a teenager?" he asks.  
The parents picture their son as a teenager.

They see him in faded torn jeans and a dirty undershirt.  
They see him with long, wild hair hanging over his face.  
They see his face covered with pimples.  
"Yes, we can picture our son as a teenager," they say.  
"Now . . . why should we have his teeth straightened?"  
"Because if you don't," says the Orthodontist,  
"He will grow up to be ugly!"



## Chapter 4



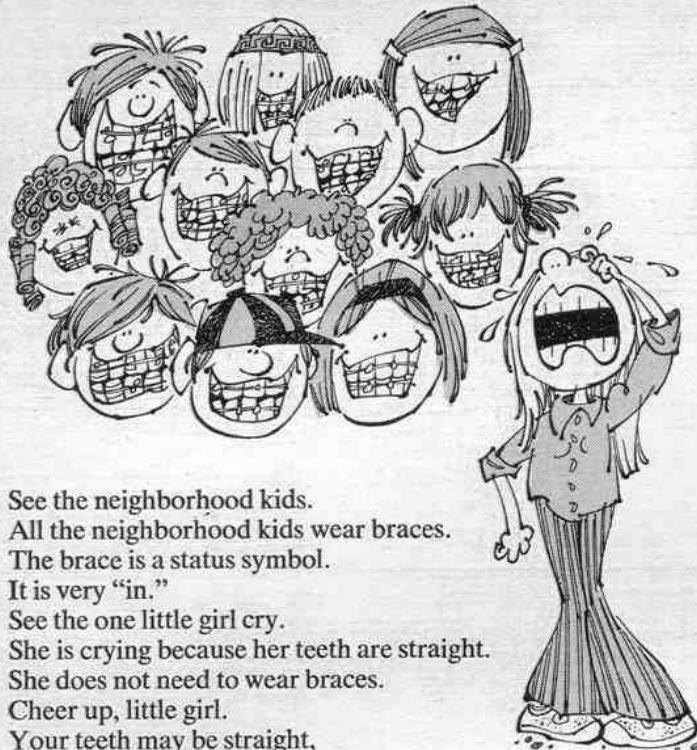
See the boy's mouth.  
He is wearing a brace.  
What does a brace do?  
It straightens teeth.  
It also traps food.  
The boy will wear the brace for two years.  
Tonight, he will eat a sandwich.  
The boy will also wear peanut butter for two years.

## Chapter 5



See the boy.  
What is he wearing now?  
It is called a "night brace."  
It fits over two wire hooks  
Over two wire coils  
Over his regular wire brace.  
The boy's parents are going out for the evening.  
They are leaving him two emergency telephone numbers.  
The family doctor . . .  
And the family electrician.

## Chapter 6



See the neighborhood kids.  
All the neighborhood kids wear braces.  
The brace is a status symbol.  
It is very "in."  
See the one little girl cry.  
She is crying because her teeth are straight.  
She does not need to wear braces.  
Cheer up, little girl.  
Your teeth may be straight,  
But your eyes are crooked!  
Perhaps you will soon wear mod, wire-framed Granny glasses.  
The Good Lord willing.

## Chapter 7



The two years are up.  
See the boy's teeth now.  
They are all straight.  
See the boy and his family walking to the Orthodontist  
For the last time.  
The Orthodontist will take off the boy's brace.  
Why is the family walking to the Orthodontist?  
Why don't they ride in the father's nice Buick?  
Because the father doesn't have his nice Buick anymore.  
He had to sell it to pay for the boy's braces.

## Chapter 8



See the Orthodontist.  
He is removing the boy's brace.  
The boy will never have to wear a brace again.  
Ever.  
The boy is happy.  
The boy's family is happy.  
Poor, but happy.  
However...  
To make sure his teeth remain straight,  
The Orthodontist announces  
That the boy will have to wear a retainer.

## Chapter 9



See the retainer.  
The retainer is another kind of brace.  
The boy will have to wear it for six years  
To insure the permanent effect of the first brace.  
Isn't that nice?  
Of course, there will be a slight charge for the retainer...  
Plus for each visit over the next six years.  
Isn't that nice?  
In one minute, the Orthodontist will have crooked teeth.  
He will call it a "malocclusion."  
The boy's father will call it "a punch in the mouth."

# THAT SINKIN

MARCH 5th, 1968

I pledge to you the new leadership will end the war and win the peace.

MAY 15th, 1969

Abandoning the South Vietnamese people would jeopardize more than lives in South Vietnam. It would threaten our long-term hopes for peace in the world.

MARCH 6th, 1970.

Our goal in Laos has been and continues to be to reduce American involvement and not to increase it, to bring peace . . . and not to prolong the war.

Let me be quite blunt. Our fighting men are not going to be worn down. Our mediators are not going to be talked down. And our allies are not going to be let down.

The levels of our assistance has risen in response to the growth of North Vietnamese activities.

As Commander-In-Chief of our armed forces, I consider it my responsibility to use air power to interdict the flow of troops and supplies across Laotian territory on the Ho Chi Minh trail.



# BIG FEELING...

IDEA: MAX BRANDEL

RESEARCH: FRANK JACOBS

WRITER: RICHARD M. NIXON

APRIL 30th, 1970

JANUARY 5th, 1971

FEBRUARY 25th, 1971

In cooperation with the armed forces of South Vietnam, attacks are being launched this week to clean out major enemy sanctuaries on the Cambodian-Vietnam border.

This is not an invasion of Cambodia. Our purpose is not to occupy the areas. Once enemy forces are driven out of these sanctuaries and once their military supplies are destroyed, we will withdraw.

We take this action, not for the purpose of expanding the war into Cambodia, but for the purpose of ending the war in Vietnam and winning the just peace we all desire.

I have no desire to resume the bombing of North Vietnam. We do not want to go back to the bombing of the strategic targets in North Vietnam, and we do not want, even, to bomb military targets unless it becomes necessary to do so—and this is the key point—to protect American forces . . .

Now the President of the United States as Commander-In-Chief owes a responsibility to those men to see that they are not subjected to an overwhelming attack from the north . . .

That's why we must continue reconnaissance. And that is why, also, if the enemy at a time when we are trying to de-escalate, starts to build up its infiltration, starts moving troops and supplies, then I as Commander-In-Chief will have to order bombing strikes on those key areas.

Hanoi has made the war an Indochina conflict. In South Vietnam there are some 100,000 North Vietnamese troops. In Laos there are 90,000. In Cambodia there are over 50,000 North Vietnamese and Vietcong. These troops challenge the legitimate governments of Laos and Cambodia . . .

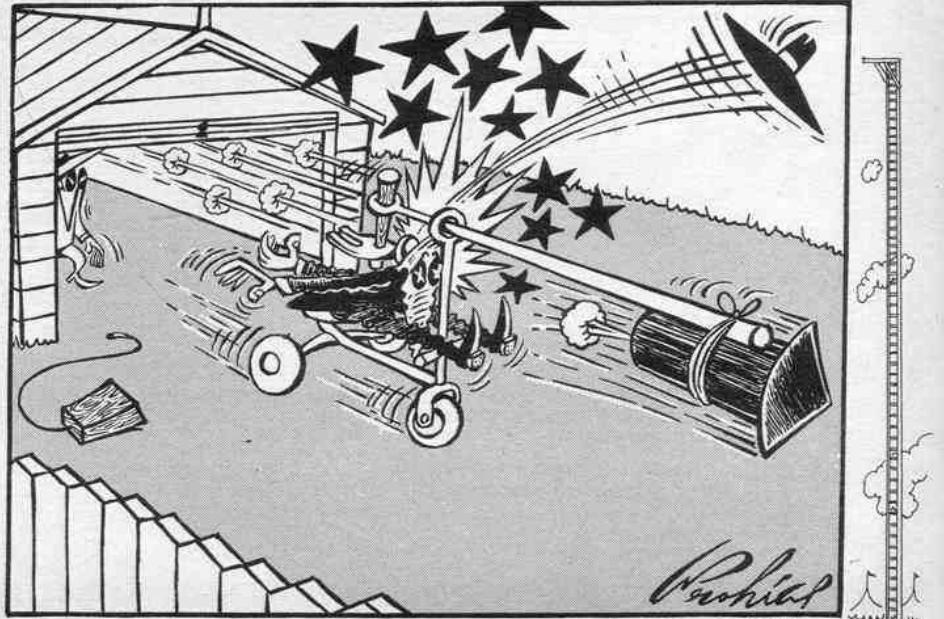
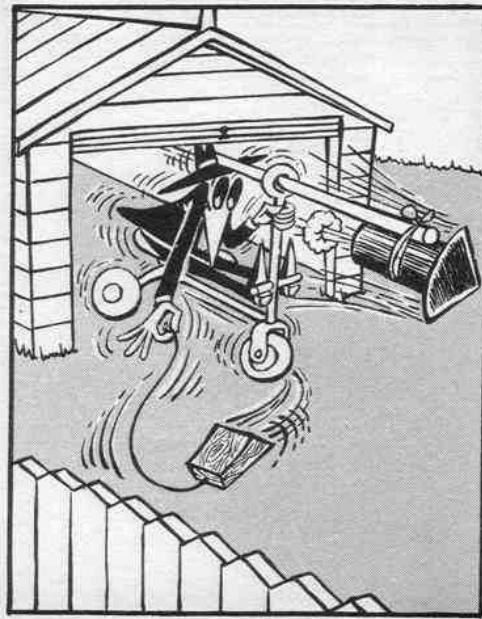
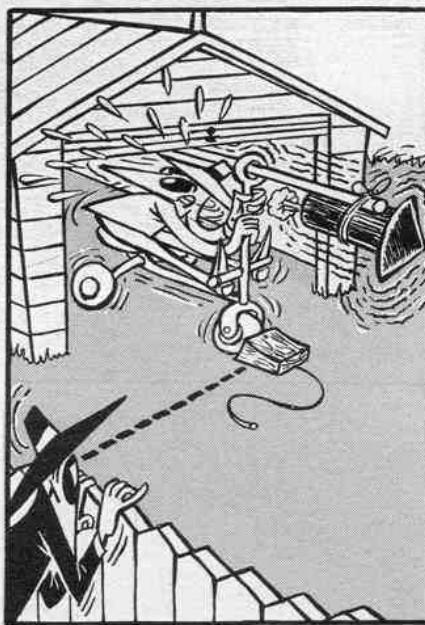
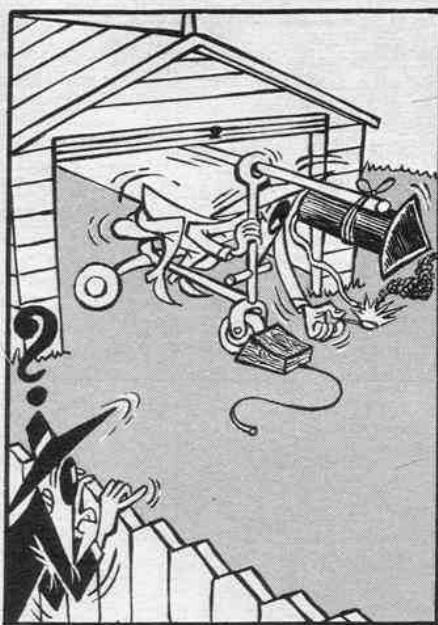
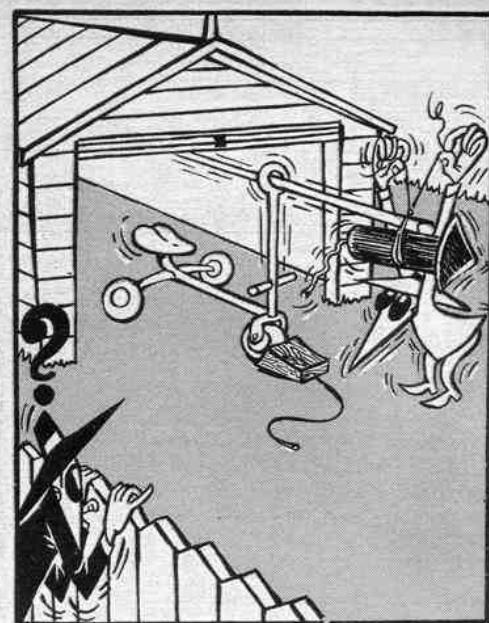
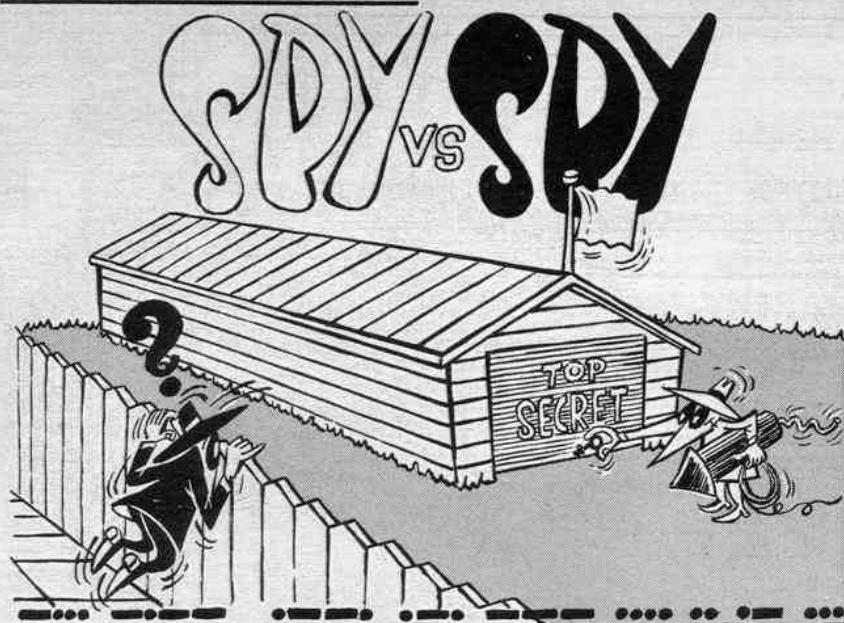
But our immediate concern is that North Vietnam uses them as springboards for assaults on a country where we have a firm commitment, have invested lives, treasure and prestige, and have Americans to protect as we progressively withdraw.

Furthermore, if Hanoi were to gain control of Laos and Cambodia, a large portion of the more than 140,000 Communist troops now engaged in these countries would be freed to fight in South Vietnam. To date, Hanoi has rejected diplomacy and spread the conflict.

The Laos Government for many years, and the Cambodian Government this year, have turned to us and others for assistance . . .

If winding down the war is my greatest satisfaction in foreign policy, the failure to end it is my deepest disappointment.





**SWITCH PITCH DEPT.**

Okay, gang, here we go with another fearless probe into the reliability of statements we read in the newspapers...these from the pages of the Sports Section. Mainly, here we go with a MAD look at...

# WHAT COACHES SAY...

ARTIST: JACK DAVIS

WRITER: PAUL PETER PORGES

**IN PUBLIC...**

**AND...**

**IN PRIVATE...**

He loves to challenge the pitchers by crowding the plate!

The only way he can get on base is by being beaned!

I don't care how long his hair is! I'm only interested in how he hits the ball!

He's nothing but a troublemaker, and I'd trade him in a minute, but nobody wants him!

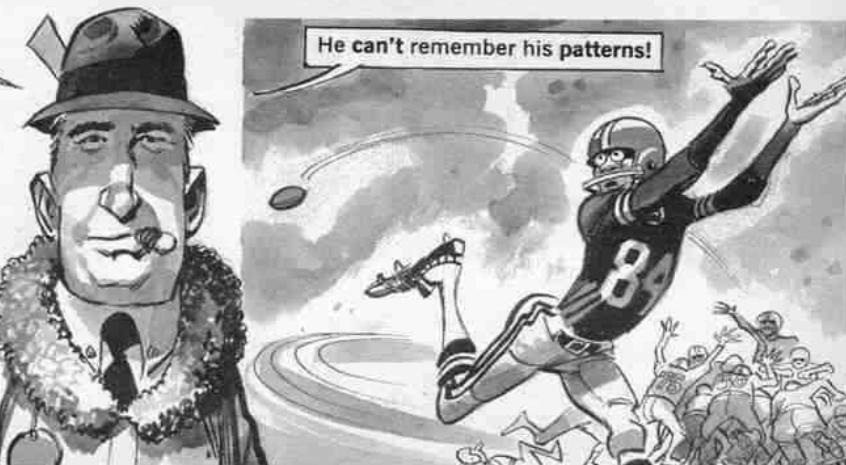
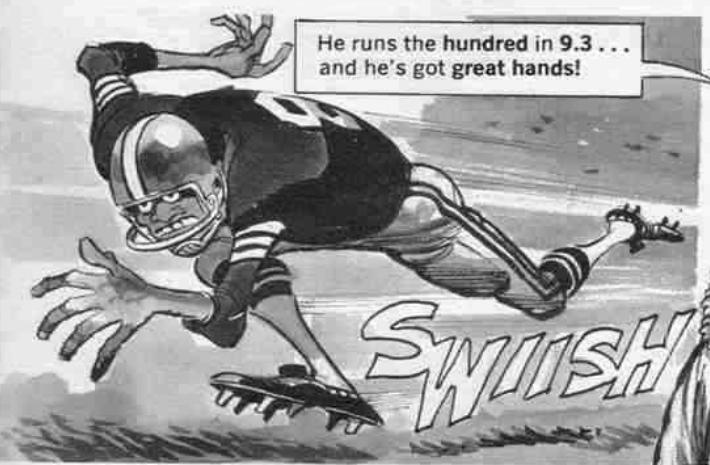
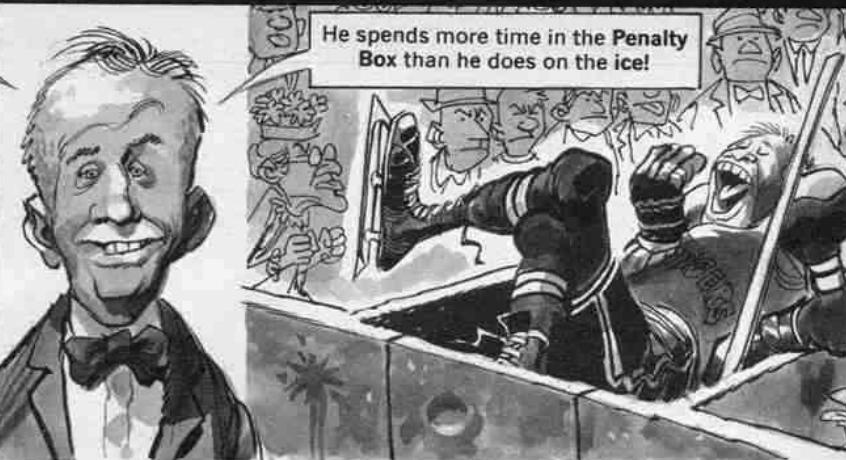
He uses his whole body every time he blocks the puck!

He can't stay on his feet!

IN PUBLIC...

AND...

IN PRIVATE...



IN PUBLIC...

AND...

IN PRIVATE...

The kid's got ambition and drive!

He's got no coordination!

We want an immediate re-match!

He'll be thirty-eight next year! He won't be able to climb into the ring soon!

My boy is a boxer . . . not a slugger!

He's got a glass jaw, and if he stood his ground for a minute, he'd be decked!

This is my last season! I'm retiring from Pro Sports!

There's more money in writing an expose book about greedy owners, playboy superstars, bloodthirsty fans and other coaches!

**WOW "NOW" CARDS DEPT.**

There's a revolution going on and it's not being fought in the jungles of Asia or the mountains of South America. It's being fought in college dormitories, ski lodges, motels, summer resorts, drive-in movies and in

# GREETING CARDS FOR T

ARTIST: BOB CLARKE

## To A Very Special Girl



## To A Recent Conquest

*I can't forget that date of ours  
When passions were inflamed;  
You bit, you clawed, you turned into  
A savage beast, untamed;  
Although the moment that we shared  
Was frantic, fierce and thrilling;  
I wonder how it might have been  
If, sweetheart, you'd been willing!*

## To A Sex Fetishist

You wear long boots with pointed heels—  
They're good for getting kicks;  
Your rumpus room is full of whips—  
They're great for swinging chicks;

Your weirdo chums wear leather gear  
And chain you to a chair;  
What fun to have a hobby that  
Your friends and you can share!





homes all over America. In case you're out of it, we're talking about the Sexual Revolution. Let us, therefore, salute the valiant fighters in this intimate struggle as we here at MAD — yes, MAD — present . . .

# THE SEXUAL REVOLUTION

WRITER: FRANK JACOBS

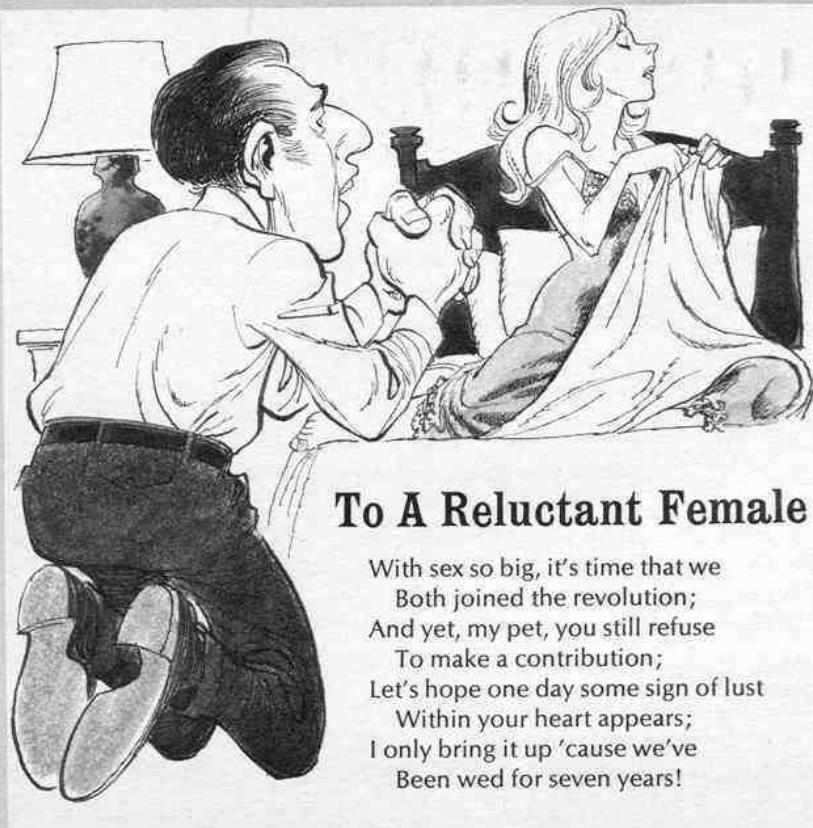
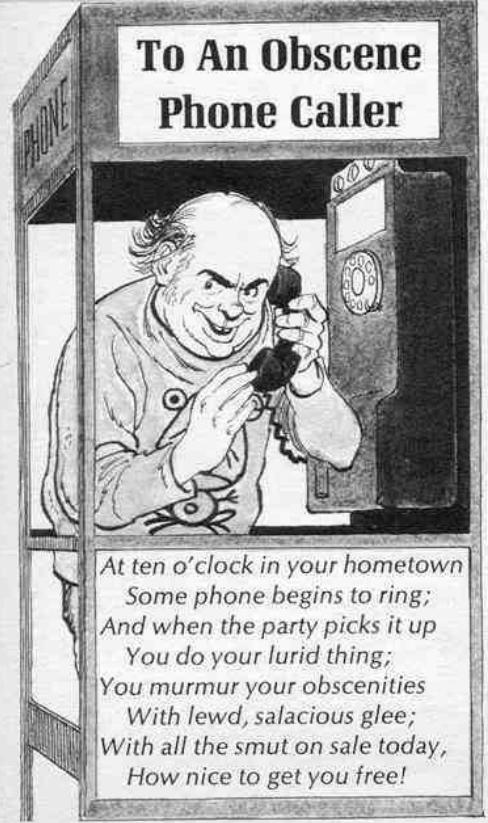
## To A Make-Out Artist

You swing with every chick you meet;  
You're just a sex-mad creature;  
This week you've had a stewardess,  
Three stenos and a teacher;  
On every date you've always got  
A brand-new girl in hand;  
Perhaps it's 'cause one night with you  
Is all that they can stand!



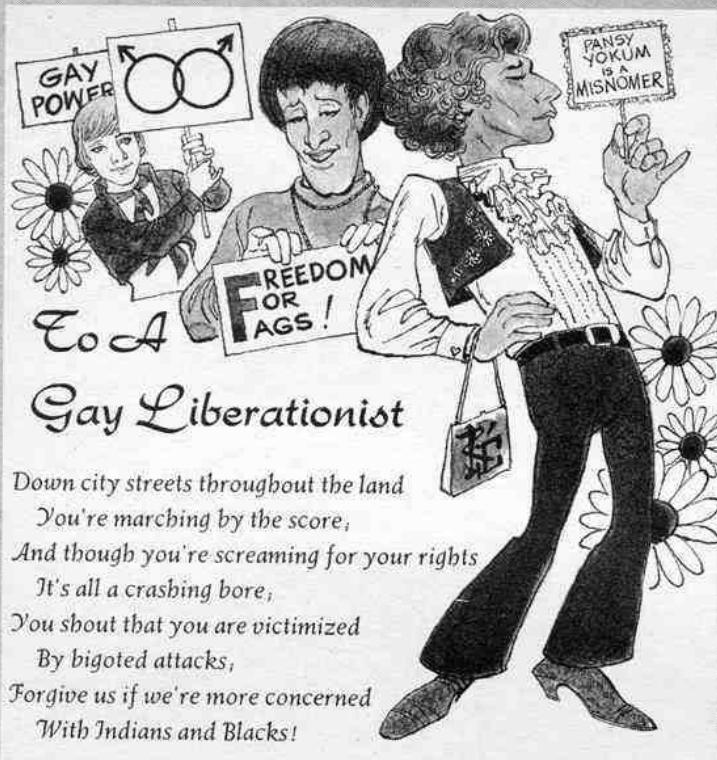
## To An Obscene Phone Caller

At ten o'clock in your hometown  
Some phone begins to ring;  
And when the party picks it up  
You do your lurid thing;  
You murmur your obscenities  
With lewd, salacious glee;  
With all the smut on sale today,  
How nice to get you free!



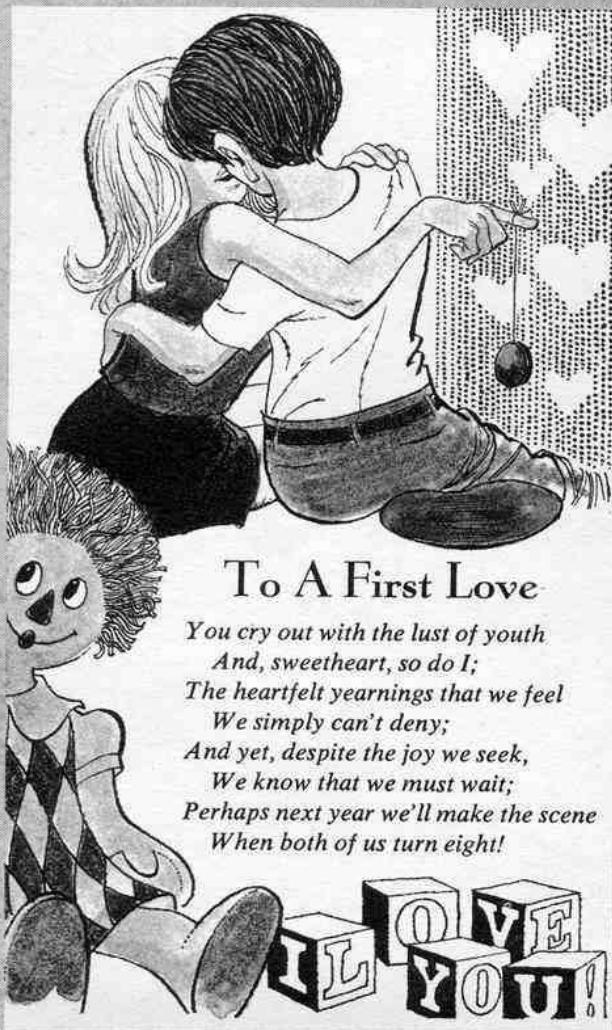
## To A Reluctant Female

With sex so big, it's time that we  
Both joined the revolution;  
And yet, my pet, you still refuse  
To make a contribution;  
Let's hope one day some sign of lust  
Within your heart appears;  
I only bring it up 'cause we've  
Been wed for seven years!



## To A Gay Liberationist

Down city streets throughout the land  
You're marching by the score,  
And though you're screaming for your rights  
It's all a crashing bore,  
You shout that you are victimized  
By bigoted attacks,  
Forgive us if we're more concerned  
With Indians and Blacks!

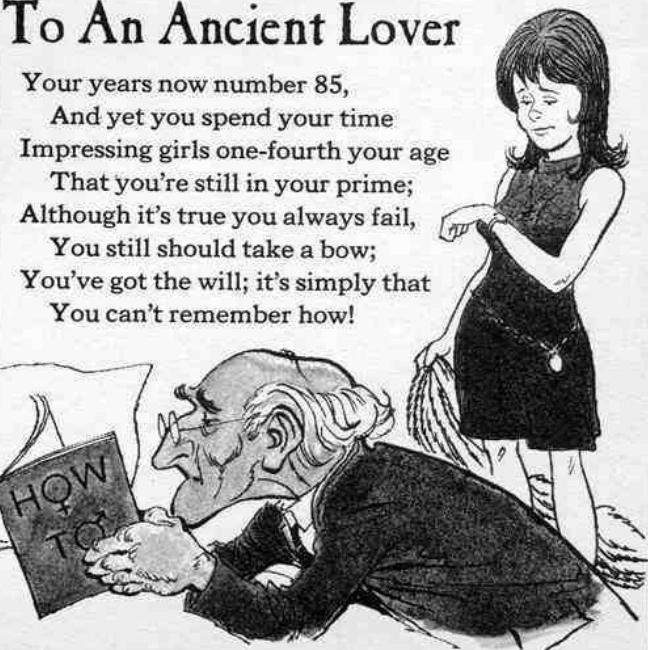


## To A First Love

You cry out with the lust of youth  
And, sweetheart, so do I;  
The heartfelt yearnings that we feel  
We simply can't deny;  
And yet, despite the joy we seek,  
We know that we must wait;  
Perhaps next year we'll make the scene  
When both of us turn eight!

## To An Ancient Lover

Your years now number 85,  
And yet you spend your time  
Impressing girls one-fourth your age  
That you're still in your prime;  
Although it's true you always fail,  
You still should take a bow;  
You've got the will; it's simply that  
You can't remember how!



## To A Producer Of Skin Flicks

Each picture that you make is like  
A sexual excursion—  
With mixed-up nymphos, orgies  
And a plot of sick perversion;



You should get wise that folks today  
Don't think your films are groovy;  
With sex in real-life like it is,  
Who needs a dirty movie?

FOWL PLAY DEPT.



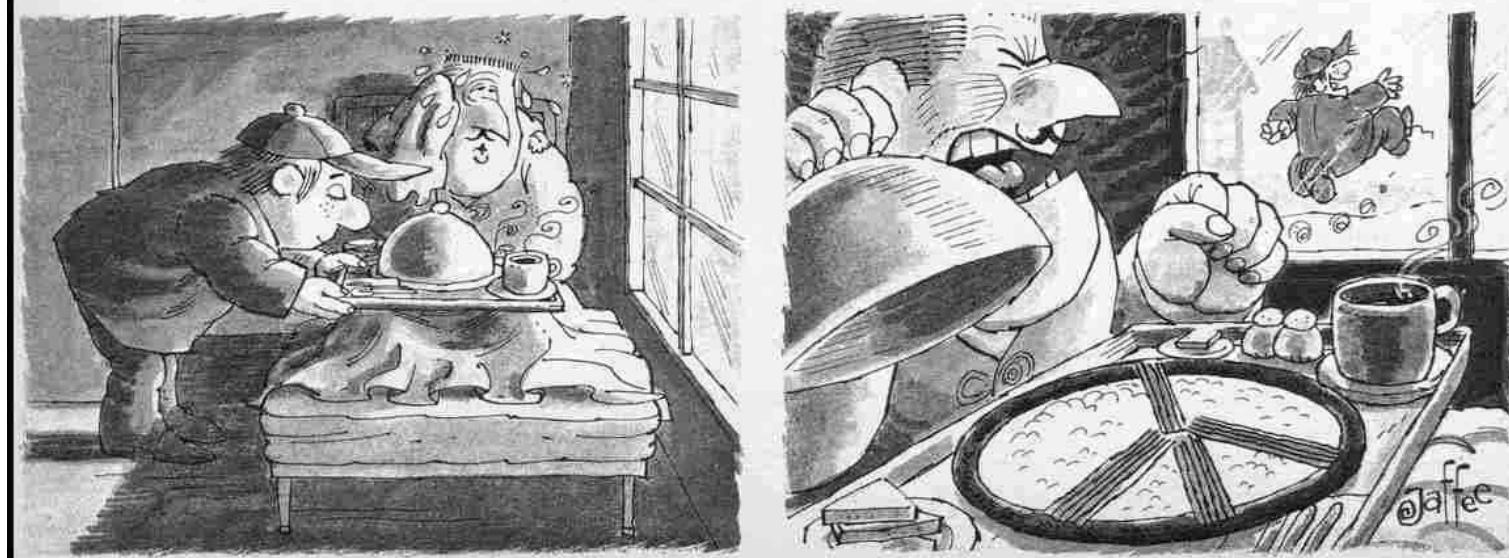
MAJOR HAWKS

# HAWKS & DOVES



PRIVATE DOVES

ARTIST & WRITER: AL JAFFEE



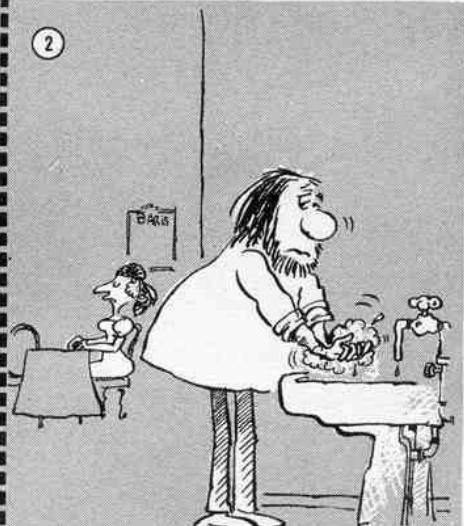
HAND SHAKEDOWN DEPT.

# A MAD LOOK AT PALM

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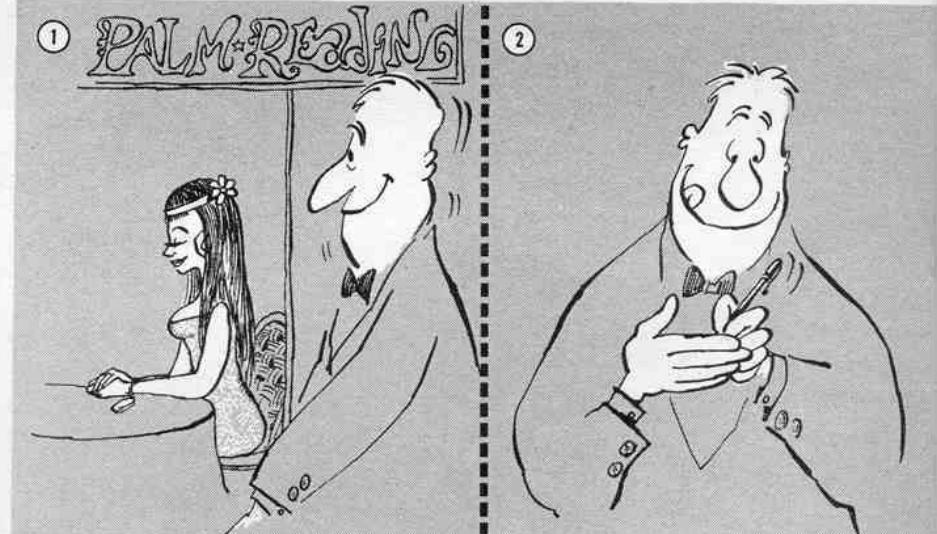


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PALM READING

2



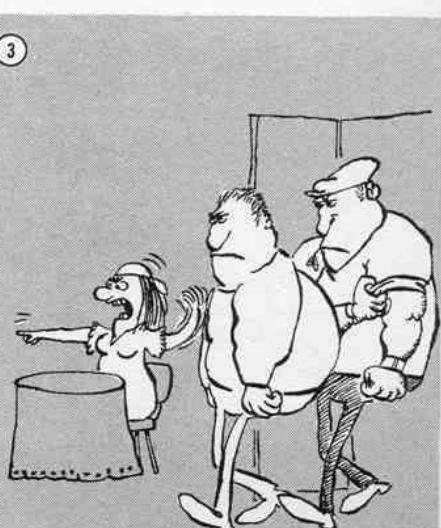
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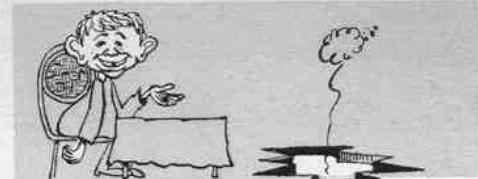
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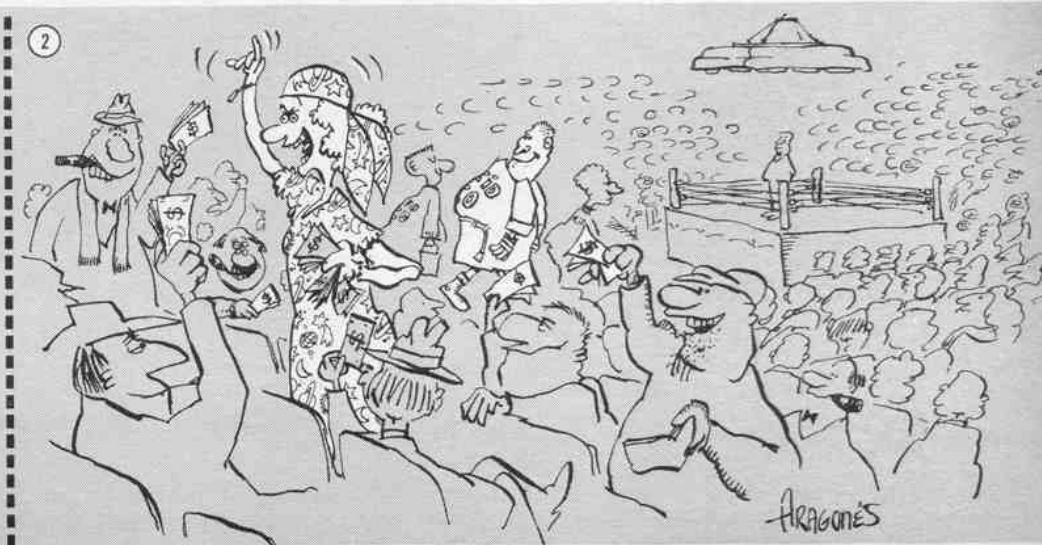
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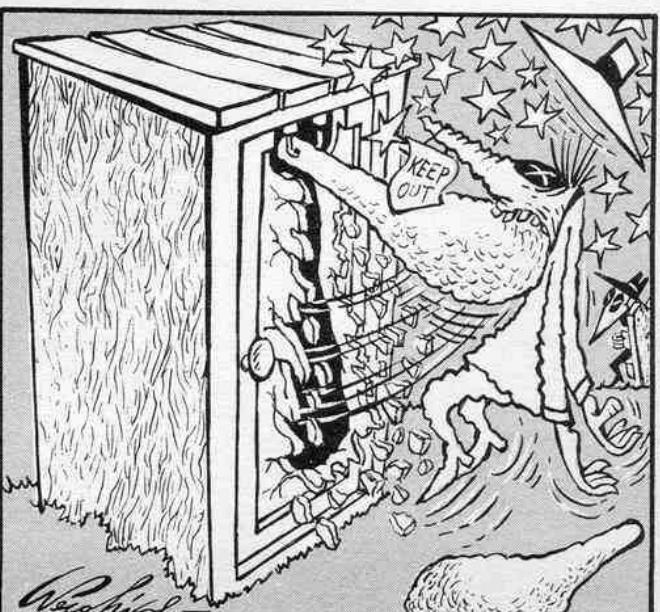
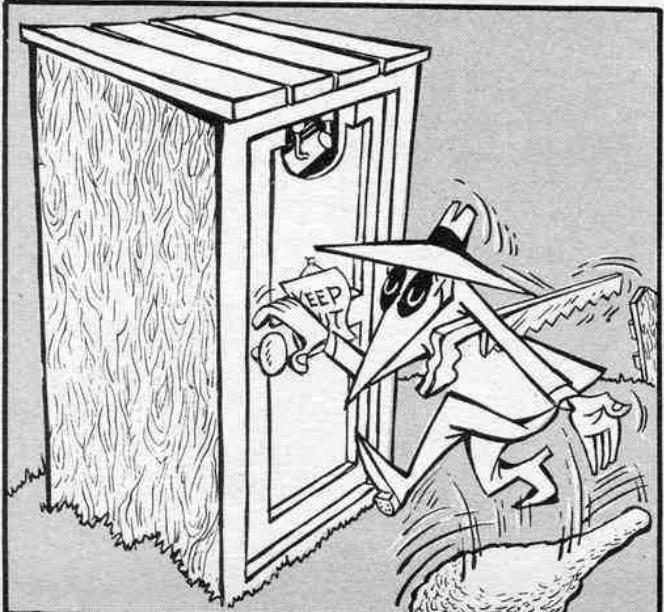
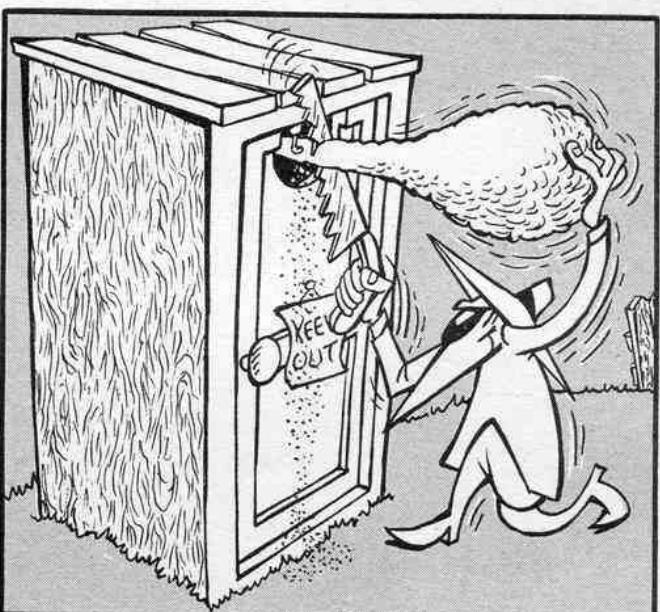
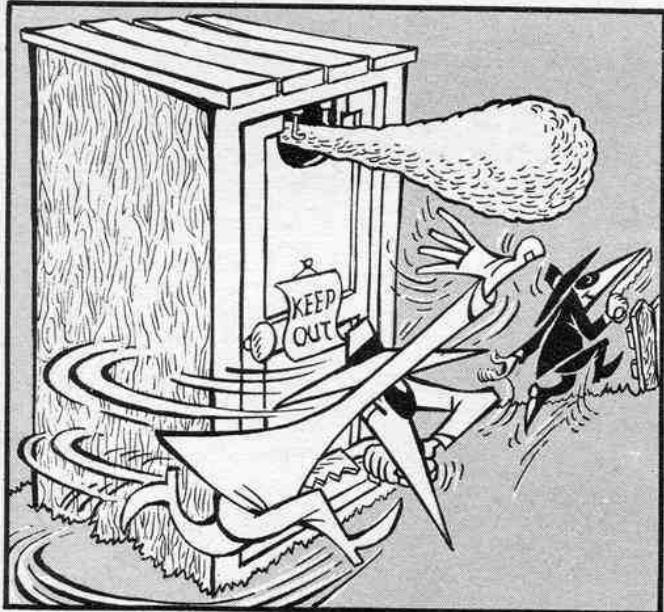
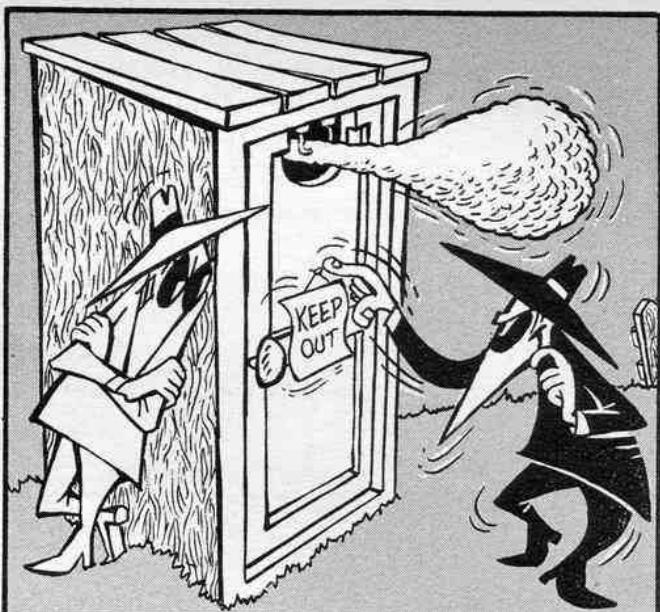


# M READING



ARTIST & WRITER: SERGIO ARAGONES





**STRADDLE DEFENSE DEPT.**



Since the dawn of time, Homo sapiens have been making excuses to justify their behavior. And so have normal people! No matter what he is accused of, and no matter if he is right or wrong, every man, woman and child stands ready with a quick explanation that he hopes will get him off the hook. But in recent years, these alibis and denials have taken on a different tone from those of earlier times. And so, in order to compare the past with the present in this vital and significant area of human communication, MAD now presents . . .

# EXCUSES, EXCUSES!

ARTIST: GEORGE WOODBRIDGE

WRITERS: DICK DeBARTOLO & DONALD K. EPSTEIN

## PAST... AND ...PRESENT

Why were you late for school?

I had to chop the kindling for the stove, fetch the water from the well, and milk the cows before starting out on my 12-mile walk to school through a blinding snowstorm!

Why were you late for school?

I couldn't find a space in the parking lot!

Why wouldn't it start?

Your thelman wire was corroded, so I had to replace it! That'll be 10¢!

Why wouldn't it start?

Your thelman wire was corroded, so I had to replace the engine! That'll be \$872.50!

Why can't we get married?

Because my mother would object!

Why can't we get married?

Because my husband would object!

# PAST... AND ...PRESENT

Why do you need a new pair of blue jeans?

Because Johnny asked me to go on a hayride Saturday night!

Why do you need a new pair of blue jeans?

Because Janie asked me to be a bridesmaid at her wedding!

Why are the apples so expensive?

It's the fruit-pickers! They're getting more than 50c a day now!

Why are the apples so expensive?

Because they have to be chemically fertilized ... sprayed with DDT, SST, and BMT ... injected with worm-retardant ... and artificially colored and flavored! And also ... it's the fruit-pickers! They're getting more than 50c a day now!

Why can't you raise my allowance, Pa?

Because all my money goes for food, rent and clothing!

Why can't you raise my allowance, Pa?

Because all my money goes for alimony, Orthodontists and Psychiatrists!

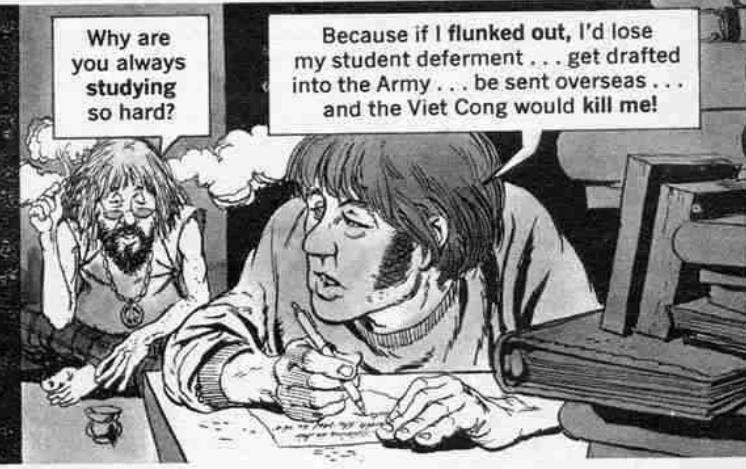
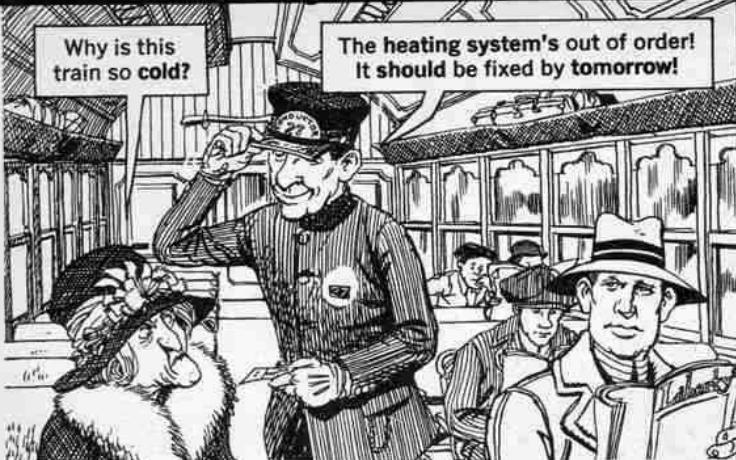
How come there's no dessert?

I didn't have time to bake anything!

How come there's no dessert?

I didn't have time to defrost anything!

# PAST... AND ...PRESENT



## SING-SING SING DEPT.

When Folk Singer, Johnny Cash rocked the music world and climbed to the top of the Record Charts with his two smash albums,



we at MAD figured it wouldn't be long before other recording stars, looking to capitalize on this new trend, would also start entertaining prisoners and cutting albums at various corrective institutions. Although this could have some drawbacks—like how do you get 'em to applaud when they're wearing handcuffs? — it would also mean a fast buck, and we'd be seeing these

# “PRISON” RECORD ALBUMS OF THE FUTURE

ARTIST: JACK RICKARD

WRITER: ARNIE KOGAN



## **Jim Nabors LEXINGTON NARCOTICS CENTER**

AT  
THE



★ “MR. EXCITEMENT” ENTERTAINS DRUG ADDICTS WITH THESE BIG HITS: ★

Is It True  
What They  
Say About  
Dexis? • God  
Didn't Make  
Little Green  
Pep Pills • Title Song  
From “They  
Shoot Horse,  
Don't They?” • King  
Of  
The  
Roach • Yes, We  
Have  
Smoked  
Bananas • Your Lips Tell  
Me, “Ho-Not” — But  
There's Methedrine  
In Your Eyes



## **Wayne Newton**

at the  
**CHARLES ST.  
POLICE  
STATION  
in  
GREENWICH  
VILLAGE**



Ode To Bill And Joe  
The Impossible Queen  
You're A Grand Old Fag  
What A Difference Sashay Makes  
Those Were The Gays, My Friends  
I Saw Brucie Kissing Santa Claus  
Maria, I Just Met A Guy Named Maria



**CONNIE FRANCIS AT THE  
PHILADELPHIA HOME FOR  
WAYWARD GIRLS**

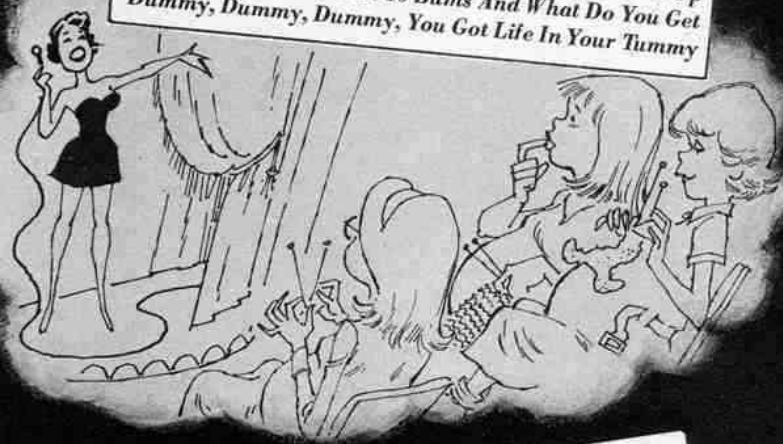


Hey, There, Orgy Girl  
Thou Swell, Thou Pregnant  
Everybody's Talkin' 'Bout You  
Bridge Over Troubled Daughters  
That's Why The Lady Has A Cramp  
On The Street Where You Lived It Up  
You Date 16 Bums And What Do You Get  
Dummy, Dummy, Dummy, You Got Life In Your Tummy

**Englebert Humperdinck  
at the Berkeley Jail**



Stormy Weatherman  
See Ya Later, Agitator  
Molotov Cocktails For Two  
Abbie, Won't You Light My Fire  
Give Me That Old Time Sedition  
Tear Gas Keeps Fallin' On My Head  
Oh, When The Pigs Come Marchin' In  
I've Grown Accustomed To Their Mace



**The King Sisters  
AT**

**MATAWAN**  
PRISON FOR THE  
CRIMINALLY INSANE



Sever On Sunday  
"D" You're Degenerate  
Stabbin' On The Corner  
Stranglers In The Night  
If Ever I Would Cleave You  
I'll Never Maul My Love Again  
Deck The Halls With Parts Of Molly  
Try To Dismember A Guy In September

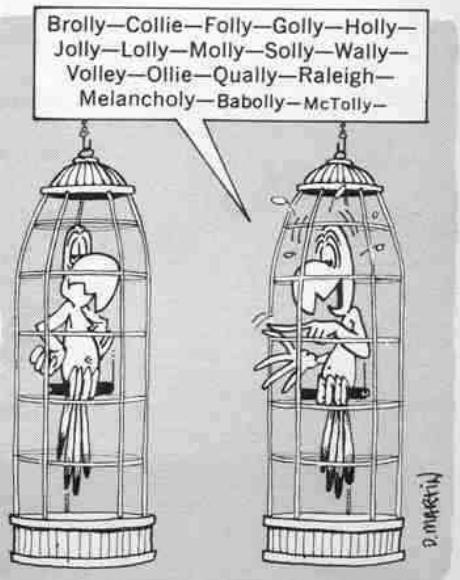
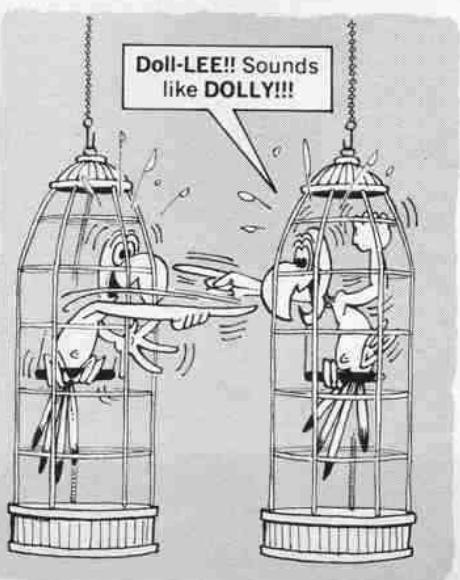
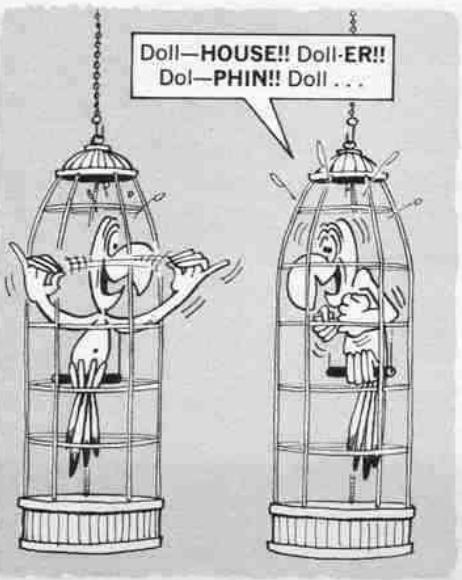
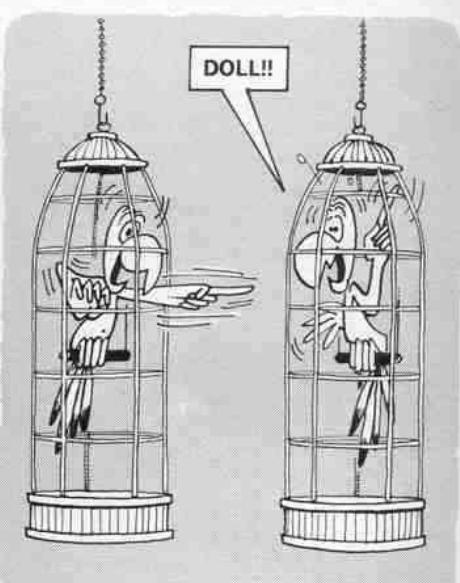
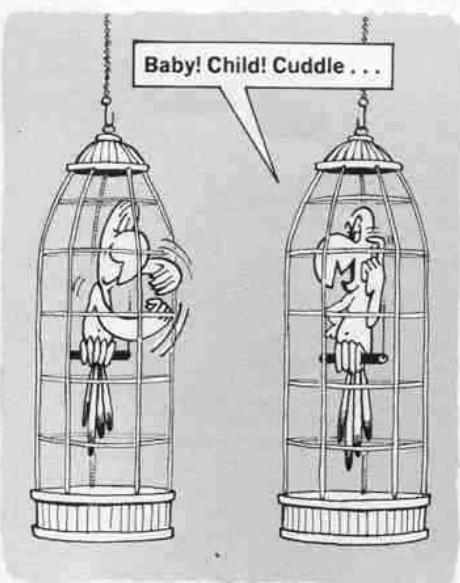
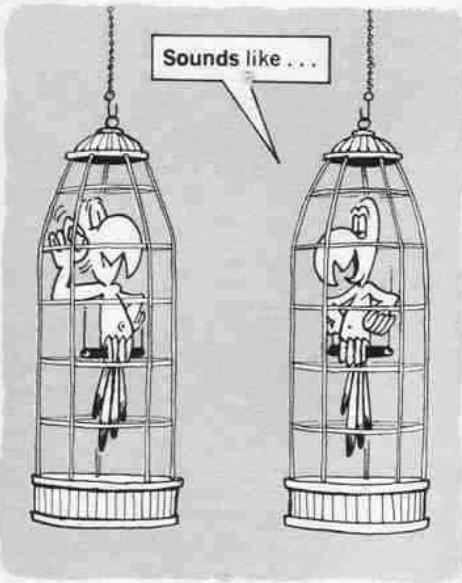
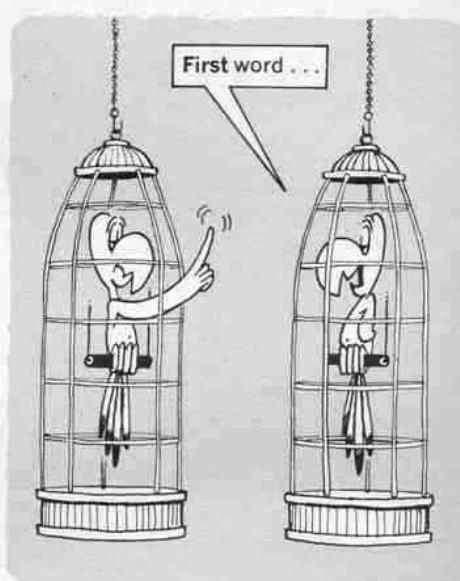
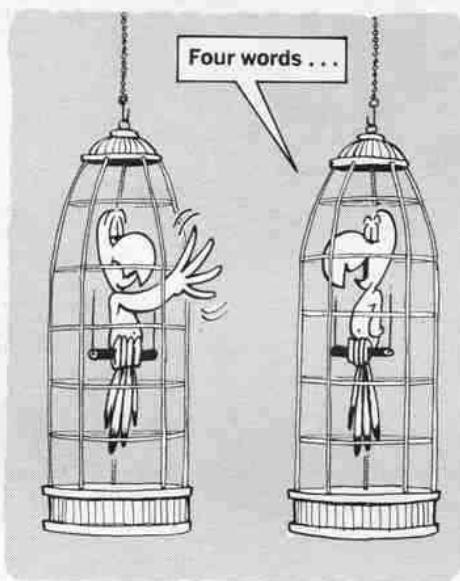
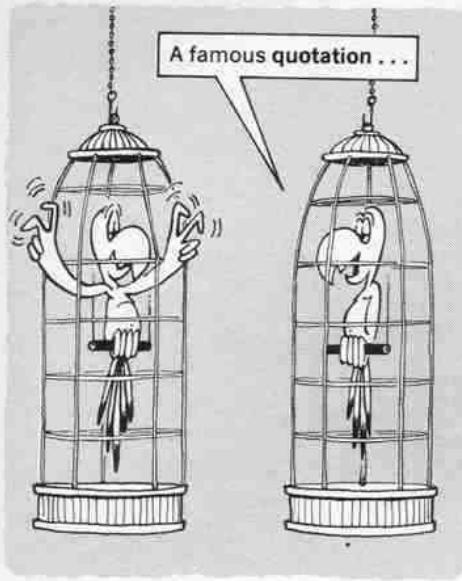
**KATE SMITH  
AT A GEORGIA  
CHAIN GANG**



When The  
Goon Comes  
Over The  
Mountain  
May The  
Good Guard  
Lock And  
Keep You  
And One  
More For  
The Road  
Gang  
Ankle  
Away,  
My  
Boy  
Oh-  
Dem  
Golden  
Shackles  
Brutes Were  
Made For  
Walking



# ONE DAY IN A PET SHOP



**THE ID AND THE INHIBIT-ID DEPT.**



Ever since Hollywood blew the censorship lid off, and you can say or do anything in a motion picture these days, all we've been getting is a steady stream of raw sewage called "Now Movies". Recently, Hollywood outdid itself with a movie that is nothing more than vulgarity and sordid sex. So, go see it! You'll love it! We're referring, of course, to the movie about those two characters: the obscene-talking sexy call girl, and the prudish inhibited writer . . . otherwise known as . . .

# THE FOUL AND THE PRISSY CATS

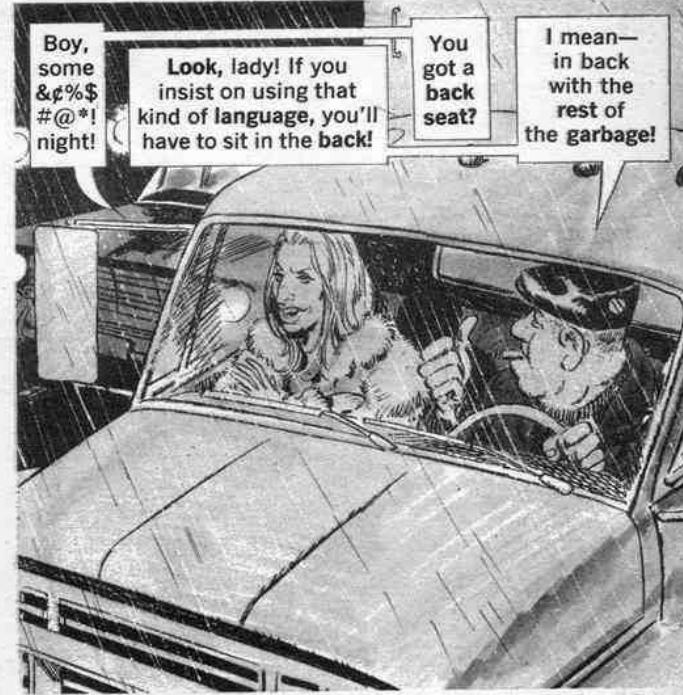
ARTIST: ANGELO TORRES

WRITER: STAN HART

Hi! I'm Dooris . . . a part-time model . . . a some-time hooker . . . and a full-time yenta! If you like four-letter words, you'll love me!

Right now, it's pouring out . . . I'm getting soaked to my skin . . . and I'm trying to get home! So tonight, I'll let ANYBODY pick me up!

Come to think of it, tonight's no different from any other night!



Wow!  
This  
is  
absolutely  
amazing!

What? That you were  
able to pick up  
someone so great on  
a night like this?

No, that I was  
able to pick up  
someone so **DRY** on  
a night like this!

Shut up  
and read  
this  
**DRY**  
newspaper!

There are **SOME** dirty old  
men in this town who like  
to use young women for  
their warped desires! Isn't  
that a problem for you?

Yeah, a big problem!  
There aren't enough  
of those dirty old  
men to go around!  
Business stinks!

I—I  
didn't  
know you  
were just  
a common  
street  
walker!

Actually,  
I'm not!  
But lately,  
I've been—as  
they say—"up  
against it!"

Up against  
**WHAT?**

For \$20.00,  
I can be  
up against  
**YOU!**

\$20.00?! But  
you're not  
even **pretty**!

**EVERYONE**'s  
pretty! I'm  
a novelty!

Damn it!  
Another  
rejection slip!

How can you tell? You  
haven't even opened it?

When it's addressed  
to "Occupant",  
you kinda know!

I've had  
complaints  
about the  
noise your  
typewriter  
makes at  
night!

Who ever heard  
of someone  
complaining about  
typewriter noise?  
It just doesn't  
make any **sense**!

Listen—  
you think  
this is  
bad?! We  
still got  
over an  
hour to go!

I know who's complaining! But  
she shouldn't talk! Look for  
yourself at what she's doing  
—right out in the **open** where  
everyone in the world can see!

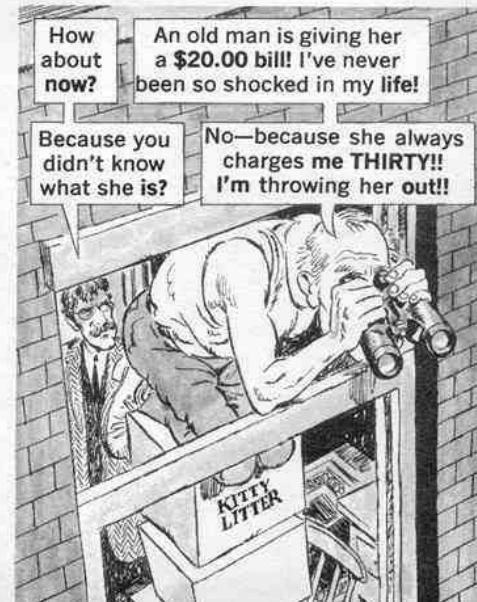
I can't see a **THING**!!

How  
about  
now?

An old man is giving her  
a \$20.00 bill! I've never  
been so shocked in my life!

Because you  
didn't know  
what she is?

No—because she always  
charges me **THIRTY**!!  
I'm throwing her out!!



I'm a very timid intellectual who leads a sheltered life, so I use my tape recorder to imitate reality! F'rinstance, when someone bangs at my door, I use my "Dog Barking" band—

Arf! Arf! Growl! Woof! Woof!!

... or when I'm feeling unhappy, I use my "Loving Mommy" band . . .

Dress warm, Booby, and don't forget to wear your rubbers!

... or when I'm feeling lonely, I use my "Making Out" band . . .

Please . . . not tonight! I've got a headache!

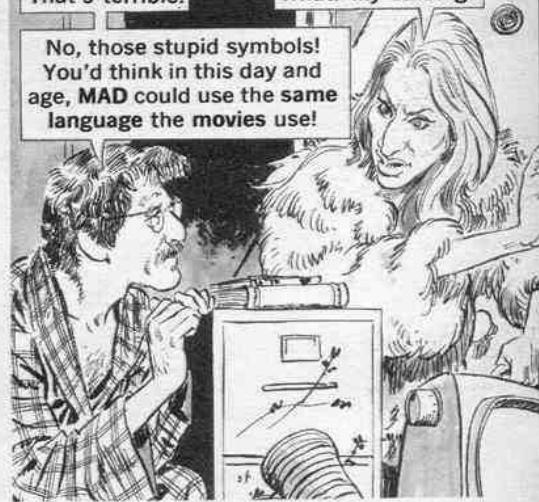
I—I also happen to be a very UNLUCKY intellectual!

You no good &#%\$#@! You squealed on me! I hate your dirty &#%\$#@ guts!

That's terrible!

What? My cursing?

No, those stupid symbols! You'd think in this day and age, MAD could use the same language the movies use!



You &#%\$#@! Why'd you have me thrown out of this vermin-infested, rat-ridden, disgusting old slum apartment house??!

I didn't want you to give the place a bad name!

I'm staying here tonight! Lucky for you I don't hold any grudges!

Really? Why not?

I don't hold anything I'm not paid to hold!

I want your opinion on something—

Do you think this outfit is too much?

I—I think the hands are in the wrong place!

They should be covering your mouth!!



I—I can't understand it! When I look at you, I— I get all confused!

Don't you know what a beautiful, sexy girl in a filmy negligee is supposed to look like?

Yes, I do! That's what's so confusing!

Hic! Oh, boy! Hic! I got a bad case of the hiccups! You gotta scare me—Hic!—so I can get rid of them!

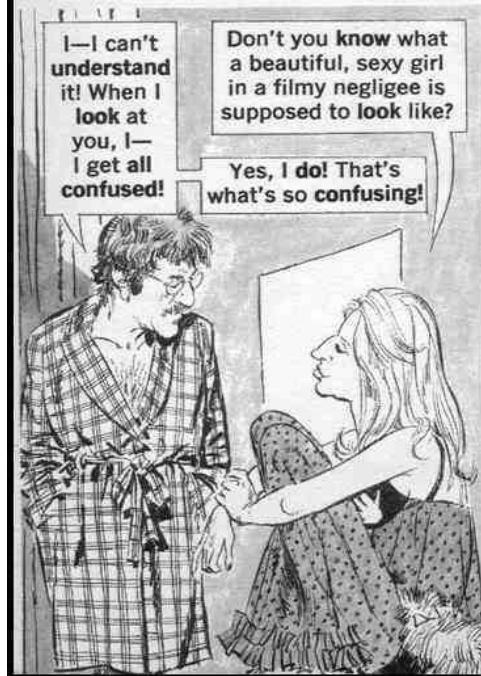
I have just the thing! Close your eyes and don't look 'til I tell you to!

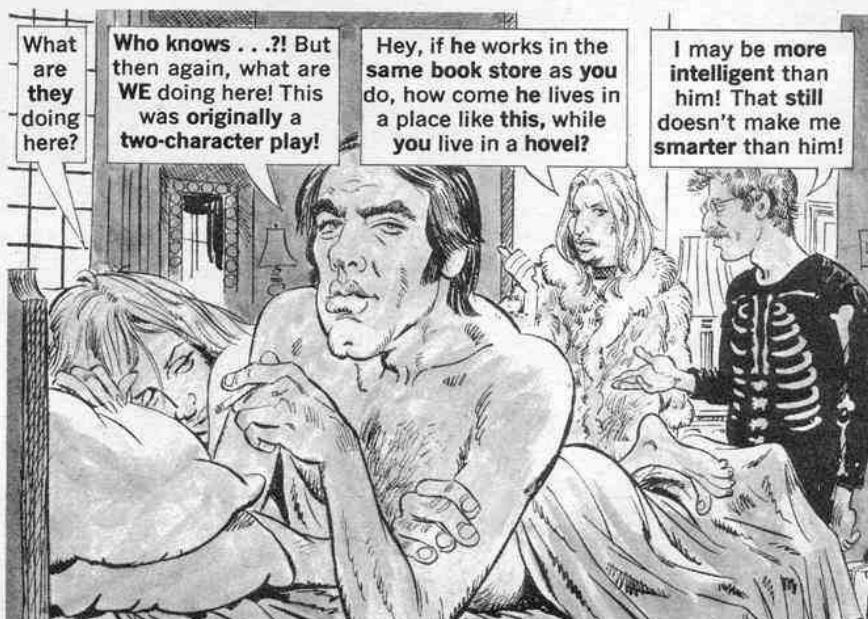
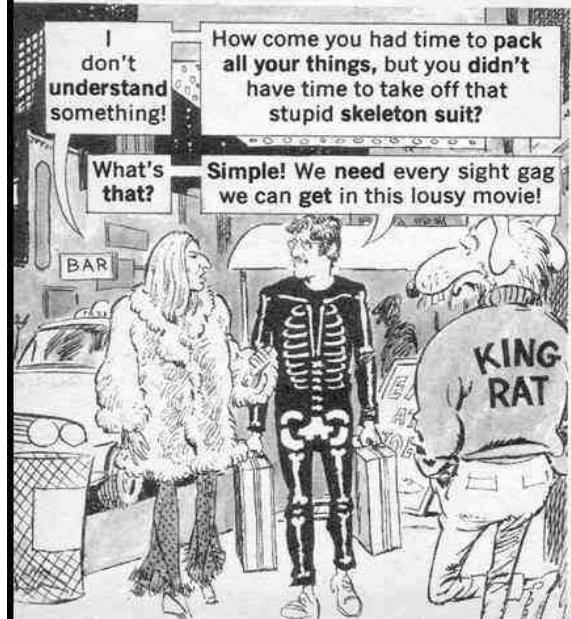
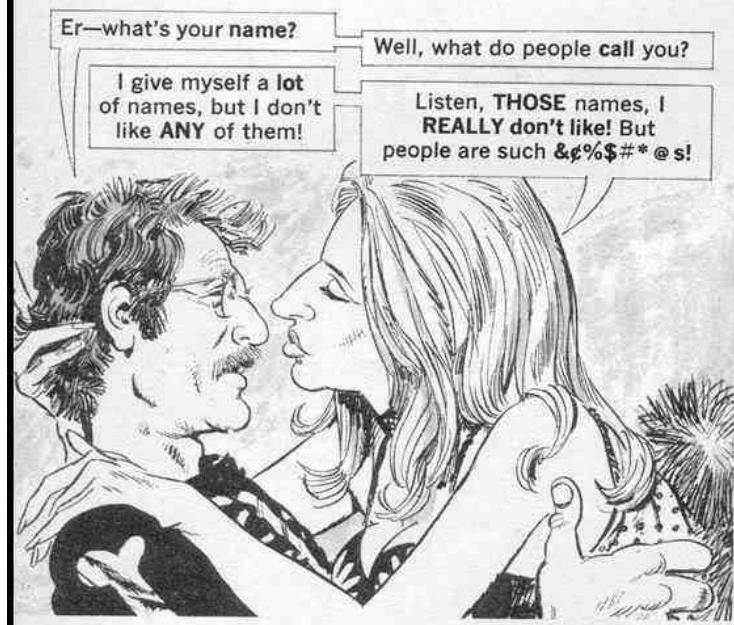
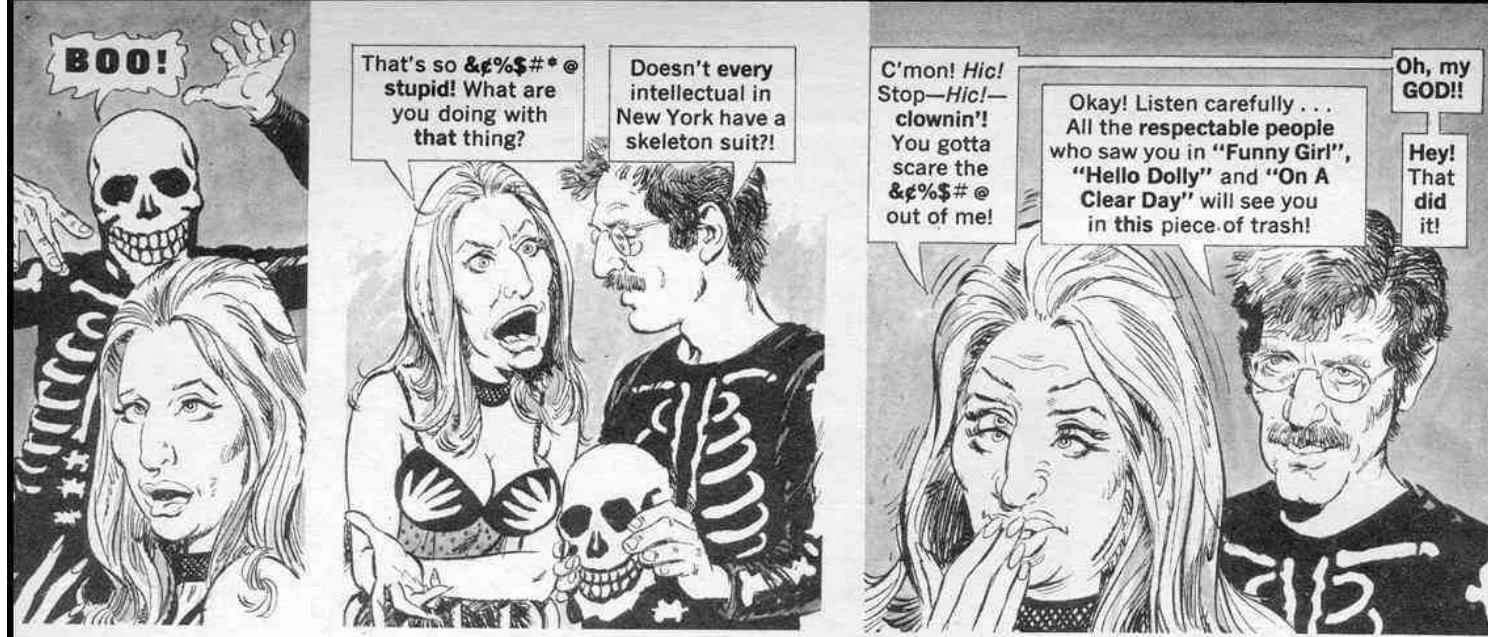
Now—open your eyes!

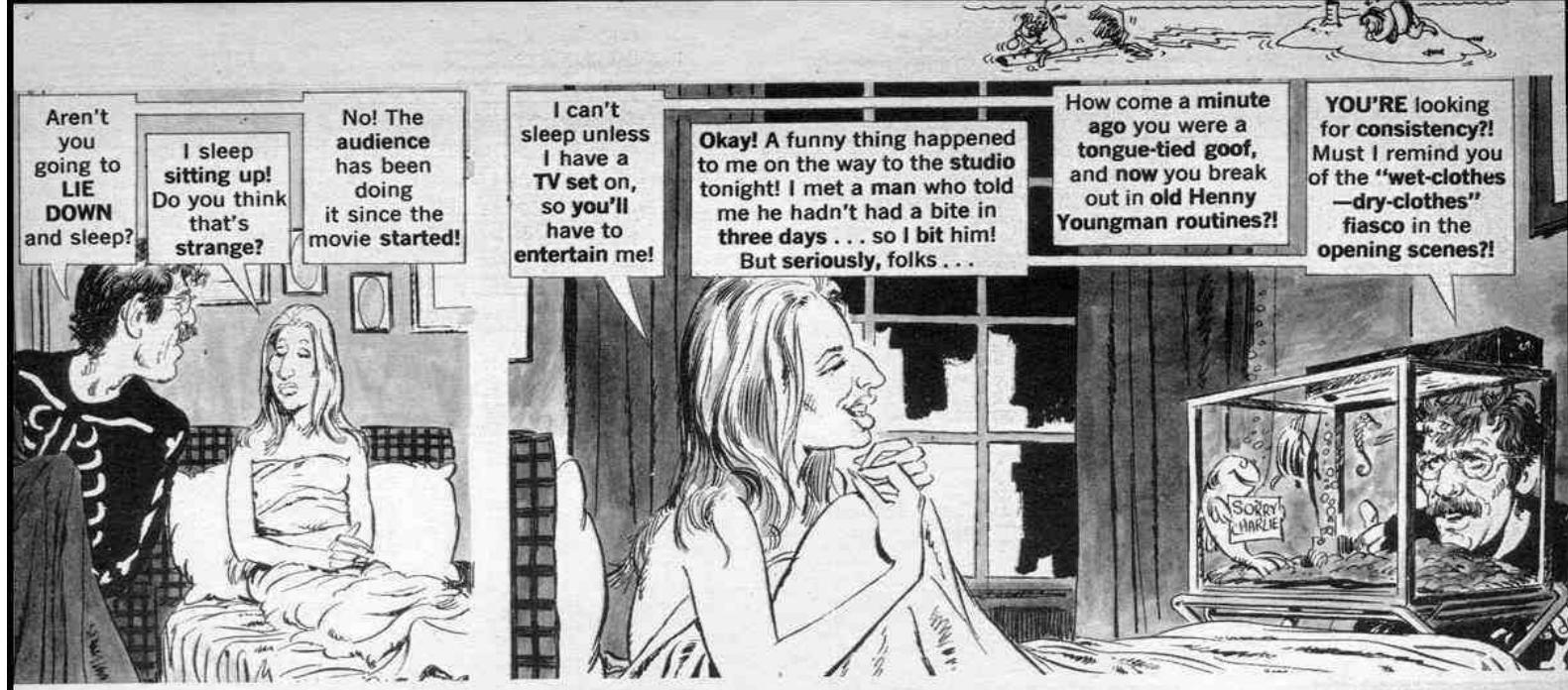
Hmmmm!

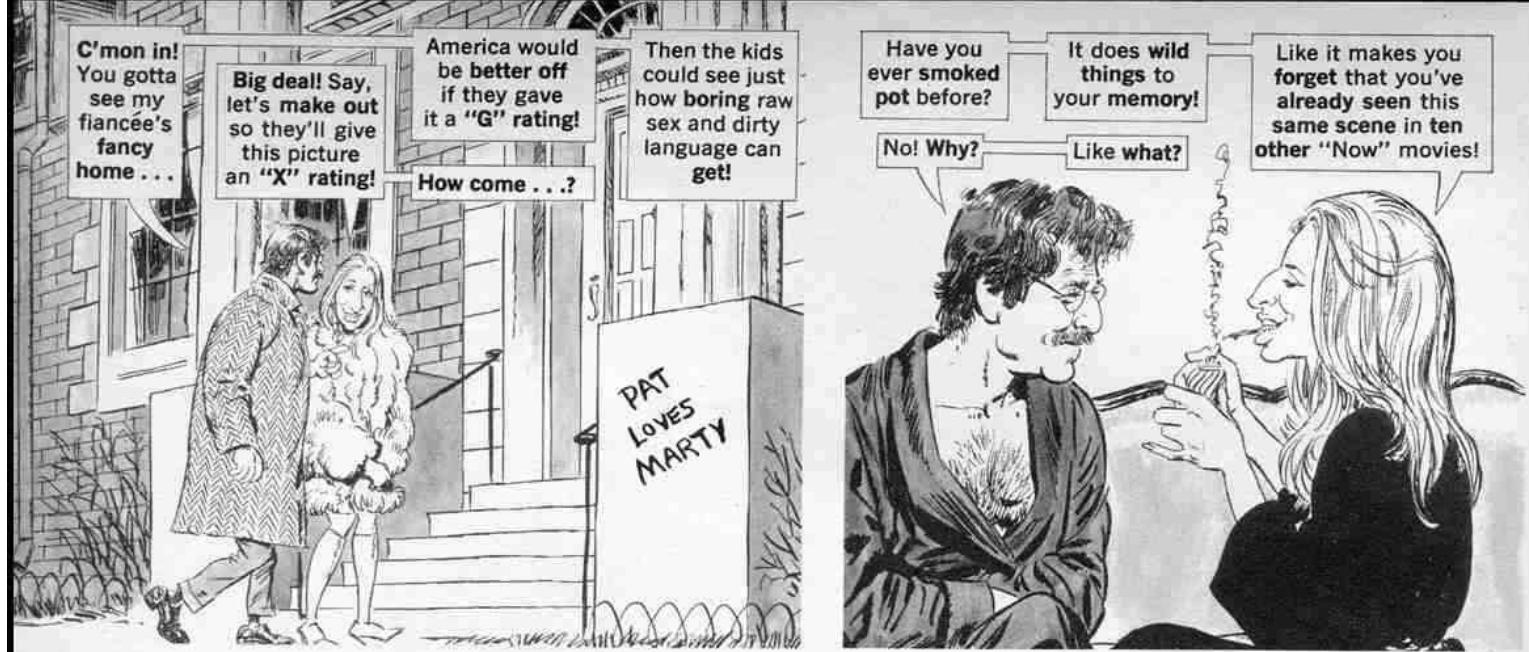
Why . . . she's lovely! She's—Hic!—a born star! She has magic!

Okay—I know! Wait here!









WHAT NEW  
PHENOMENA  
WILL SEND  
WORKINGMEN'S  
TEMPERATURES  
SOARING  
THIS SUMMER?

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

Workingmen throughout the nation will face a serious new problem this Summer . . . one that threatens to impair their productivity and efficiency. To find out what this problem is, fold in page.



FOLD PAGE OVER LIKE THIS!

A ►

FOLD THIS SECTION OVER LEFT

◀ B FOLD BACK SO "A" MEETS "B"

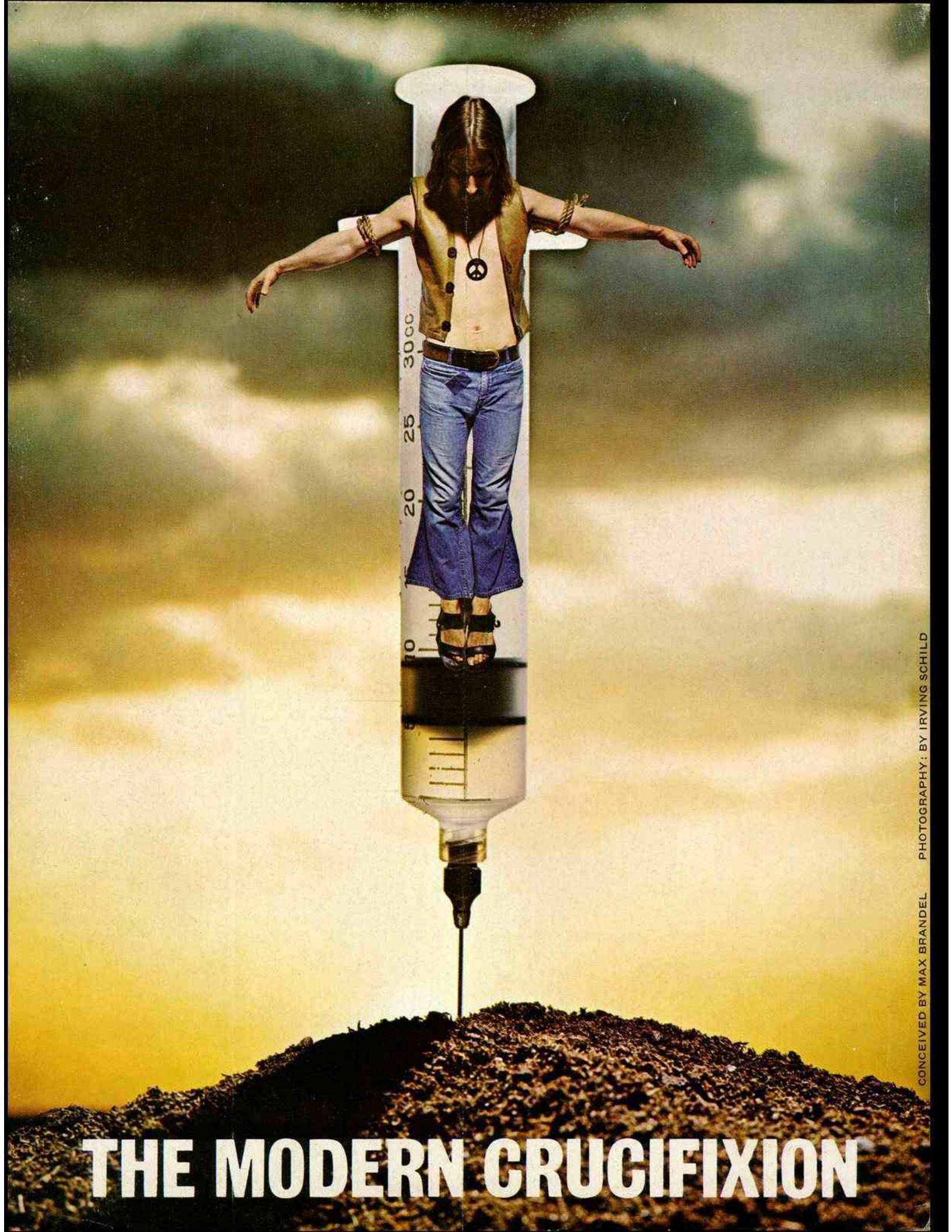


HEAVY USE OF AIR-CONDITIONER UNITS WILL NOT  
RELIEVE PRESSURES FACED BY WORKINGMEN,  
PARTICULARLY IN MORE CLOSELY-CROWDED PLANTS

ARTIST & WRITER:  
AL JAFFEE

A ►

◀ B



# THE MODERN CRUCIFIXION

PHOTOGRAPHY: BY IRVING SCHILD

CONCEIVED BY MAX BRANDEL