

No.
134
April
'70

MAD

IND

OUR PRICE

35¢
CHEAP



Norman Mingo

DITCHED IN THE SOUTH PACIFIC

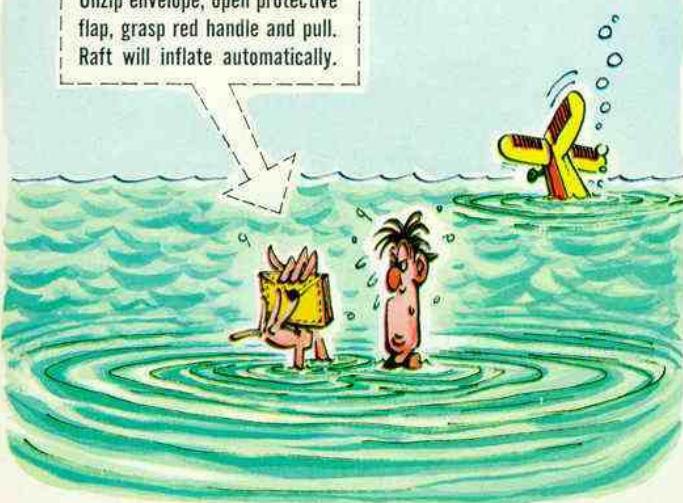
WRITER & ARTIST: DON MARTIN

SURVIVAL RAFT

DESIGNED ESPECIALLY FOR USE
IN THE SOUTH PACIFIC AREA

DIRECTIONS

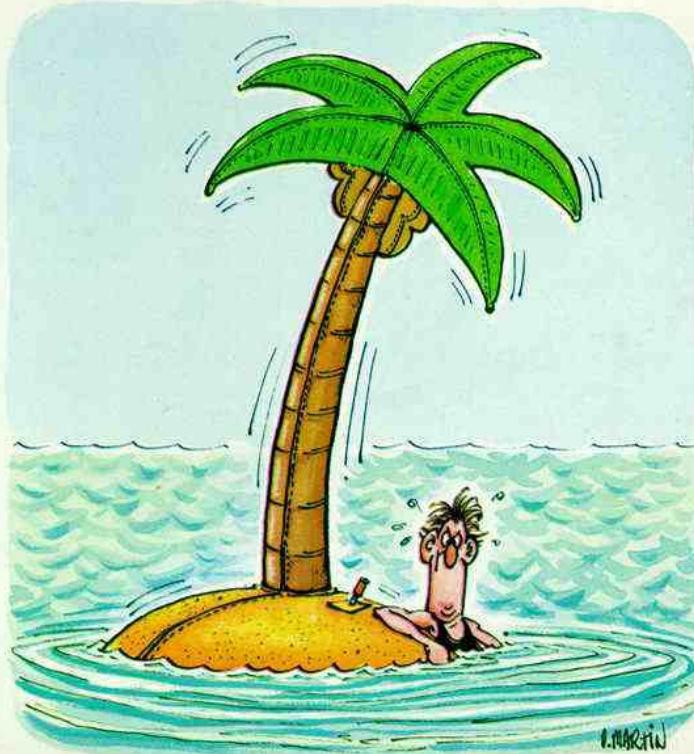
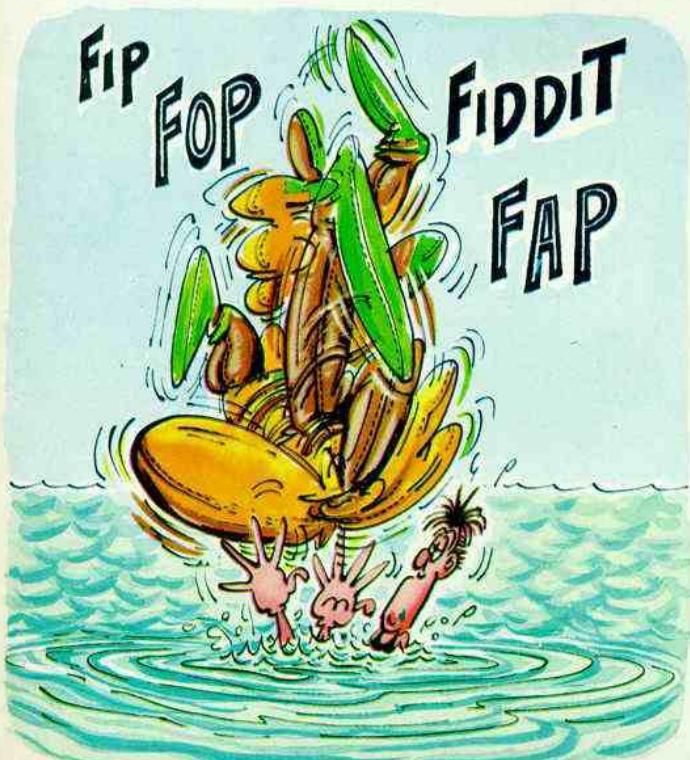
Unzip envelope, open protective
flap, grasp red handle and pull.
Raft will inflate automatically.



SNAP GRASP
ZIP PULL



FIP FOP FIDDIT FAP



MAD

"Many a TV Pilot is a Kamikaze!"
—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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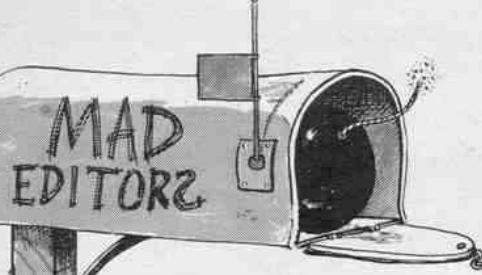


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AND THE
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MODERN
MOTHER
GOOSE
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AN AFTER-THOUGHT

I have frequently had a burning desire to write a long infuriated letter condemning you for one of your controversial articles. But every time, after I think about them, I realize that your criticisms are justified. So I am writing this letter to commend—not condemn you. Keep up the great work.

K. Cunningham
Jefferson, Kentucky

FOREIGN READER MAIL

Barring the poor spelling and grammar, I found your Letters Department selections in MAD #132 to be of a much higher intellectual calibre than usual. Congratulations!

Henry C. James
Denver, Colorado

Gee, it was all Greek to us!—Ed.

EDUCATIONAL AID

I had to write and tell you how much I enjoy reading MAD. I have been reading it since grade school, and I still enjoy it, even though I am currently working on my Ph. D. in Mathematics. Isn't it amazing what they are accepting into graduate school these days? Anyway, thanks for many years of sheer delight.

H. Cohen Jr.
Philadelphia, Pennsylvania

BLASTING LETTER

When I went out to our letter box, I got the shock of my life. It seems that, somehow, I received some of your mail. (See enclosed photo. Also bill for one new mail box.)

Roger Watts
Nashville, Tennessee



REQUEST FOR A SPOOF

I have decided that you guys are deadbeats. Each issue, I eagerly pick up MAD, and so far you haven't done a spoof of my favorite weekly TV show, "Here Come The Brides".

Bridget Hanley
Hollywood, Calif.



Because there already is a crazy spoof of that show! It's called "Here Come The Brides"!—Ed.

THE ACADEMY AWARDS SHOW WE'D LIKE TO SEE

Your "Academy Awards Show We'd Like To See" was the greatest satire you've done. Congratulations on a perfect art job by Mort Drucker, and on a hilarious writing job by Larry Siegel.

Eliot Jacobowitz
Brooklyn, N.Y.

"The Academy Awards Show We'd Like To See" was sickening, gross, in poor taste, badly written and not fit for my garbage can. As a matter of fact, it was exactly like today's movies! Congratulations!

Peter Cole
Baltimore, Maryland

REVOLUTIONARY IDEA

MAD Magazine thrives on exploiting the insensitivity, blindness, fears and neuroses of a warped and frustrated society. America needs to take a fresh look at its entire gamut of values and morals. The winds of change must blow. MAD is the incarnation and epitome of the falsity of the American way of life. It is the status quo. It is the mirror we can leer at ourselves in—but it shall be shattered soon.

B.K.
State University of N.Y.
at Stonybrook, N.Y.

Hey, guy! Be careful you don't destroy your friends along with your enemies!—Ed.

THE MONTH BEFORE CHRISTMAS

My thanks and congratulations to Frank Jacobs and Don Martin for their satirical, but unfortunately true look at the commercialized "spirit of Christmas". (*The Month Before Christmas, or a Non-Scheduled Visit From St. Nicholas* — MAD #132) As a retail sales clerk, I say "Hooray" to Martin and Jacobs for their insight and courage in depicting the shameful practices of Department Stores at Christmas!"

Wayne L. Tilden
Covina, California

It is worth my time to sit down and write to you about your article, "The Month Before Christmas" because I believe it is the first time that anybody or any magazine has told the real truth about Christmas greed and corruption. MAD Magazine should get a Pulitzer Prize for "Truth-Telling". Thank you for a sensational, eye-opening, realistic, artistic, poetic, and I might add, brilliant piece of work.

Steve Taylor
Kerman, California

Thank you for exposing one of the most disgusting facets of our "American Way of Life" — The Commercialization of Christmas. Please continue to publish articles like this and perhaps the people of our country may see what they are being led into.

Paul Pliesch
Torrence, California

Great! They ought to hang a copy in the window of every Department store in America.

Steve Agnew
(No Relation To The VP)
Great Falls, Montana

CONDEMNER REPORTS

As a Home Economist, I used to test products for a well-known magazine. Your "Condemner Reports" is, beside being hysterically funny, extremely close to the TRUTH!

Marie Cleasley, B.S., M.A.
San Francisco, California

MAD's version of the typical consumer magazine, "Condemner Reports" is rated as "NOT ACCEPTABLE"! It was actually funny! This is not in the usual MAD Tradition.

Dave Williams
Iron Mountain, Michigan

A MAD LOOK AT PROTEST DEMONSTRATIONS

Sergio Aragones's MAD Look at "Protest Demonstrations" was a brilliant addition to your January issue. When it comes to choice satire, you really know how to pick!

Don Mayberger
Prairie Village, Kansas

BEHIND THE SCENES AT THE
TELEPHONE COMPANY

Since I consider myself eminent in the field of Telephone Company Relations, having spent six months trying to order a simple piece of equipment, I was greatly overjoyed to see MAD, the crusading friend of the people, exposing the Phone Company for what it really is. A copy of "A MAD Peek Behind The Scenes At The Telephone Company", along with this letter, is being sent to one of Ma Bell's finest . . . the guy at the Detroit office I suffered with. Keep up your crusade for the downtrodden, MAD, and may all the Phone Company's trunk lines melt in a river of solder.

Tony Russomanno
Operations Manager
WAYN Radio
Wayne University
Detroit, Michigan

Although you covered many grievous faults, you neglected to mention the trouble a person has to undergo to finally convince the Telephone Company that all he wants is an ordinary black phone in his place of residence. It was quite frustrating to spend over an hour convincing one of their salespeople that I did not need a chartreuse Princess extension phone installed in my one-room basement apartment.

Paul Lister
Manhattan, Kansas

Although your article was delightful, you neglected to expose the Telephone Company's greatest attribute: its foresight! After it had me spend five months routing 2600 cables through a different central office, the building that housed it was condemned. How about that?

John Costello
Trunk Assignor
The New York Telephone Co.

Your piece on the Telephone Company was not very funny. It was the literal truth. But, while other readers may feel that you guys are courageous to print such a piece, I'm not handing out any medals. You probably figured that they can't screw up your service any worse than it is now. Which is a dangerous delusion. Let me tell you about what happened to me . . .

Jack Scott
Brooklyn, New York

RECORD-BREAKER

In the last four years, I have not missed one copy of MAD. And in all that time, I can't say that I have seen one article that has not had something to say of importance.

Marc Pollack
Spring Valley, New York

Yeah, but how about this letter?—Ed.

Please address all correspondence to:

MAD Dept. 134, 485 MADison Avenue
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Yep, here we go again with another attempt to reduce our overhead by effecting a clearance of 13 feet of shelves now jammed with full-color portraits of Alfred E. Neuman, MAD's "What-Me Worry?" Kid. These portraits are suitable for framing or wrapping fish. You can get yours by mailing 25¢ for 1, 50¢ for 3, \$1.00 for 9, \$2.00 for 27, or \$4.00 for 81 (which should just about clear our shelves) to: MAD 485 MADison Avenue, New York, New York 10022



EVERYBODY'S GAWKIN' DEPT.

The following article is rated "G" . . . which means it's Okay for General Audiences. However, the following article is a MAD satire of an "X"-rated movie . . . which means the movie is dirty, and Children Under 16 are Not Permitted to see it. Which further means that if you are under 16, you couldn't possibly have seen the movie, and therefore you cannot possibly enjoy this MAD satire

MIDNIGHT

ARTIST: MORT DRUCKER

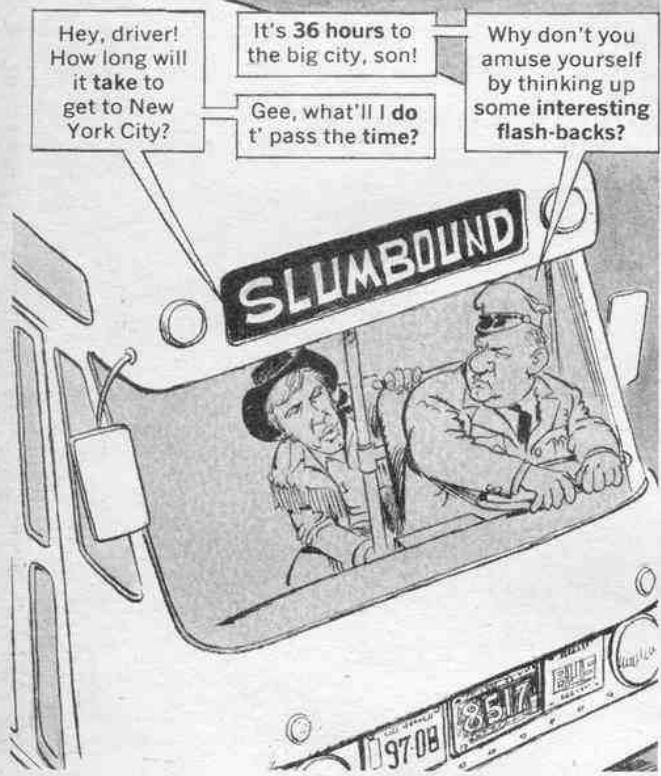


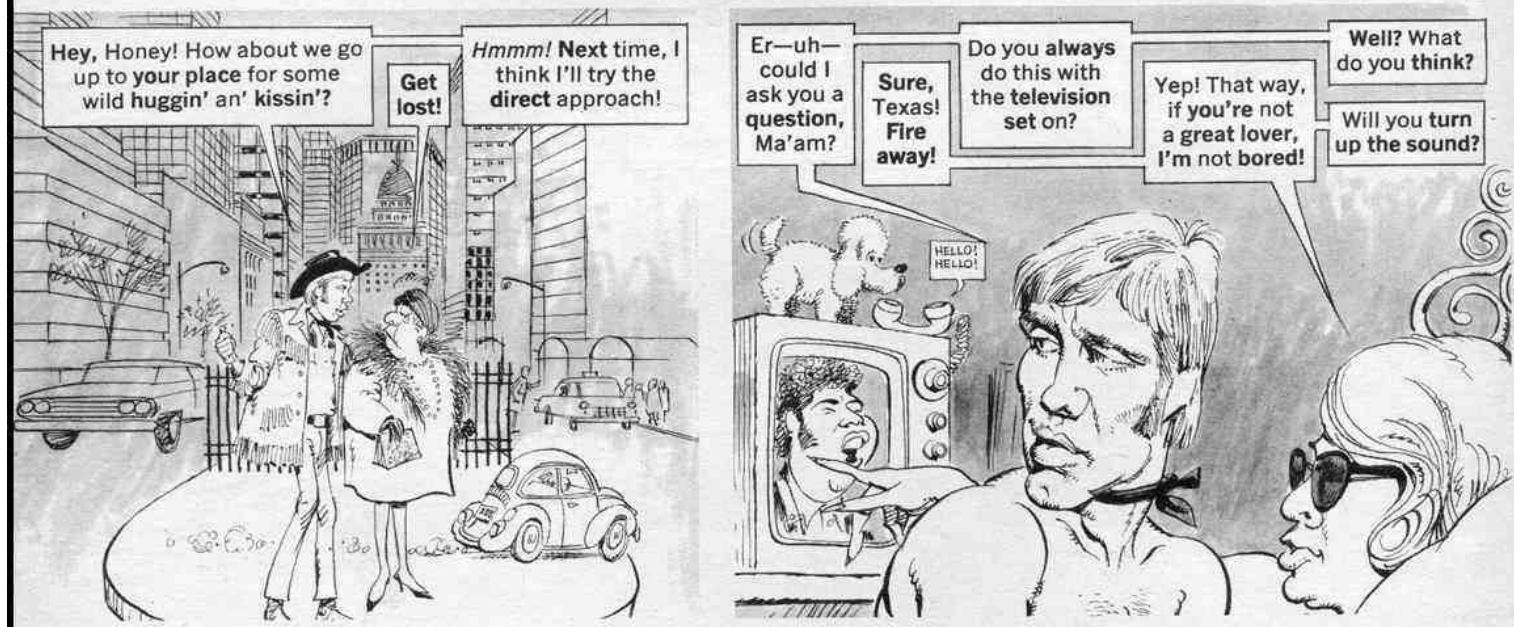
of it. So use your dopey, under-16 head for a change! Don't laugh at this article if your parents are around, or you'll give it away that you lied about your age and sneaked in to see the movie! (Incidentally, if your parents laugh at this article, it means they must have seen the movie, and you can ask them what in heck they were doing, going to see a dirty movie anyhow!) Here, then, is...



WOWBOY

WRITER: STAN HART





Hey, Rube!
What are
you supposed
to be?

What do I look like?
I'm a great lover! I
drive women crazy! I'm
gonna make a fortune!



Y'know what, Joe Cluck?
You need a promoter! An'
I, Ratface Ratfink, just
happen to be the greatest
promoter in New York City!



No kiddin'?

Listen, y'know
the Brooklyn
Bridge . . . ?

Well, this
morning, I
closed a
deal on it!

You sold the Brooklyn Bridge?!!

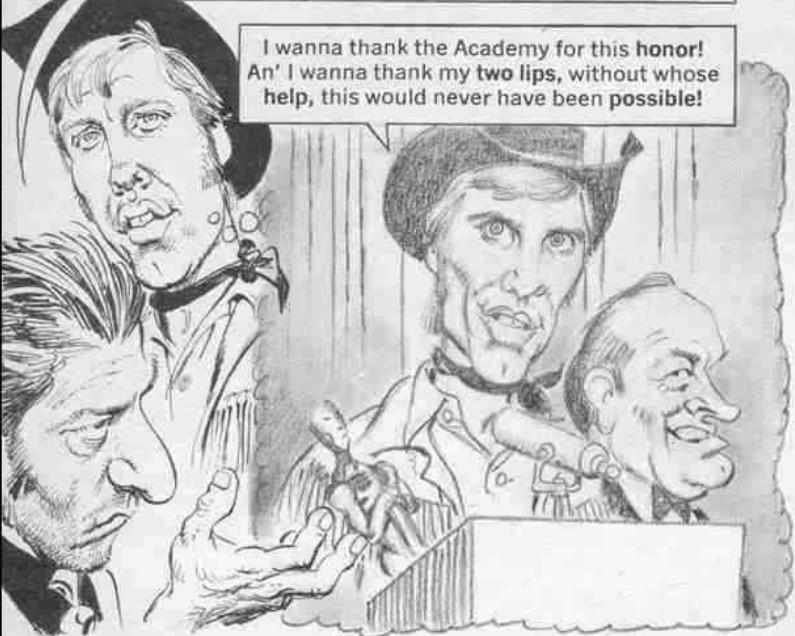
No, I BOUGHT it!

Wow!!

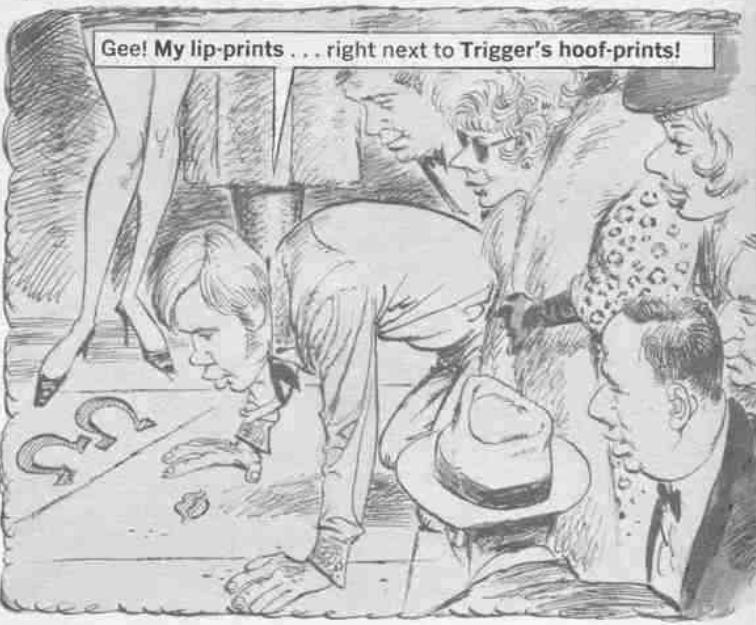
I can make you famous, Joe! You'll be the toast of the nation . . .

You'll be immortalized in cement outside Grauman's Theater . . .

I wanna thank the Academy for this honor!
An' I wanna thank my two lips, without whose
help, this would never have been possible!



Gee! My lip-prints . . . right next to Trigger's hoof-prints!



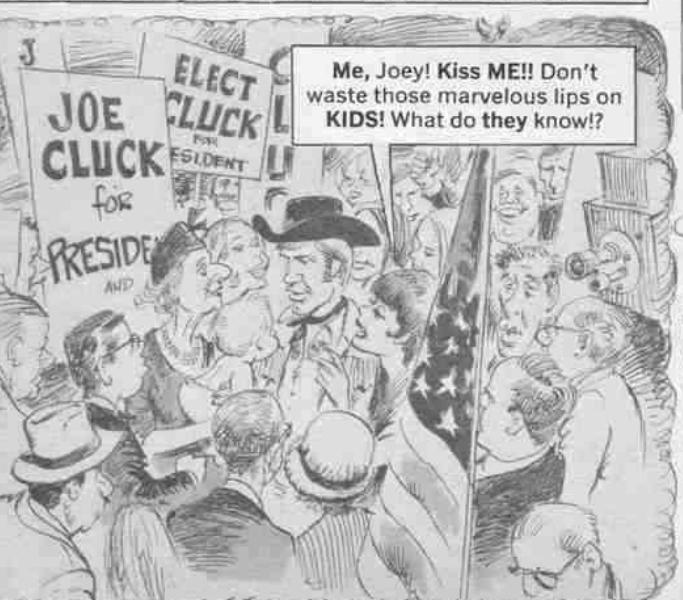
You could even be President! There'd be no stopping you . . .

I'm gonna introduce
you to a guy who's
looking for a talent
like you! Just gi'me
\$20.00 for my trouble!

Gee!
\$20.00
is a lot
of money!

If you're
gonna think
small, Joe,
you're gonna
stay small!

Why, only yesterday
I shelled out TWICE
that much for a
downpayment on The
Statue of Liberty!



So you want to save lonely, unhappy women from leading fruitless, desperate, barren lives?

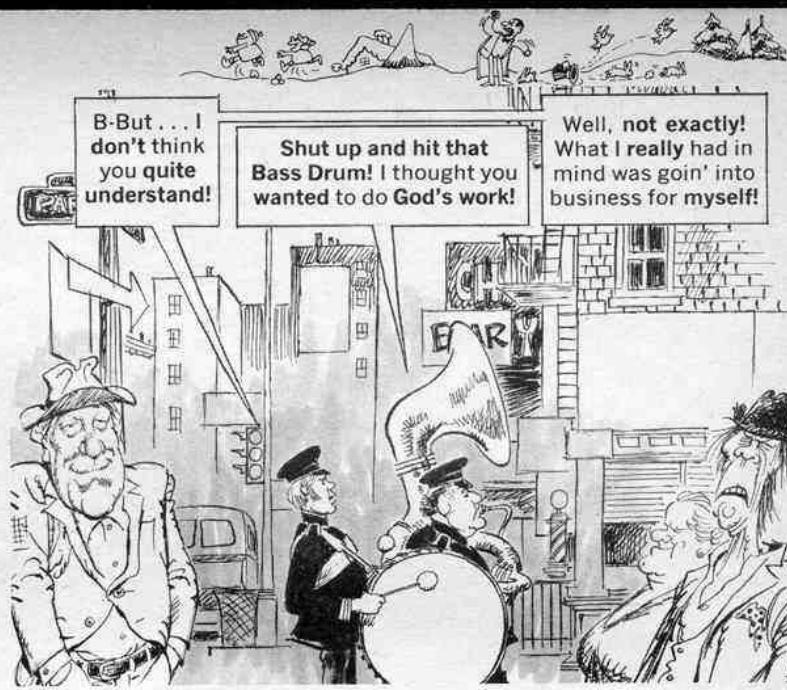
Yep! I shor do!

Well, I've got just the assignment for you ...

B-But . . . I don't think you quite understand!

Shut up and hit that Bass Drum! I thought you wanted to do God's work!

Well, not exactly! What I really had in mind was goin' into business for myself!



Look, Selma! They're filming another movie with authentic backgrounds right here on the streets of New York City!

Just stare right into the camera naturally!

Hey, mister—I'll give you a dollar if you'll go into this movie and sit with me and hold my hand! I'm—I'm scared of Horror Pictures!

Me, too, kid . . . but, okay! I need the money!

Gee, I hate all the hitting and stomping and punching and violence and bloodshed you see in movie theaters these days!

But there wasn't any of that stuff in the picture we just saw!

I'm not talking about in the picture! I'm talking about in HERE . . . when you find out I don't have the dollar I promised you!



I know it's a crummy-lookin' joint, Joe—Cough! Cough!—but I'm only stayin' here till I can get to Miami—Cough! Cough!

Hey, ain't you worried about that cough, Ratface?

Yeah, dammit! It's getting BETTER! An' just when I'm up for a part in an "Anti-Smoking Commercial"!

Hey, handsome! How would you like to go to a party?

What kinda party?

A "pot" party!

Naw! those Tupperware affairs are a big bore!

Boy! He's some dummy!



Gee, Ratface, I never saw a party like this before!

It's a cinch you don't go to the movies very often! There's a psychedelic drug scene in **EVERY "NOW" FILM** these days!

Hey, Joe! You okay? What's the matter?

I'm havin' a bad trip, Ratface! I keep imaginin' I'm an Accountant in Teaneck, New Jersey!



That's the deal! Take it or leave it! My boy, here, will give you your choice of one from Column A and two from Column B for \$18.75. And we'll throw in one Fox Trot with an occasional dip for FREE!

Okay, it's a deal! I'll take it! Let's go!

Don't feel bad, Joe! It happens, sometimes!

It's never happened to me before! I'm washed up—finished! I can't pucker! My—my lips are gone!



Think of pickles!

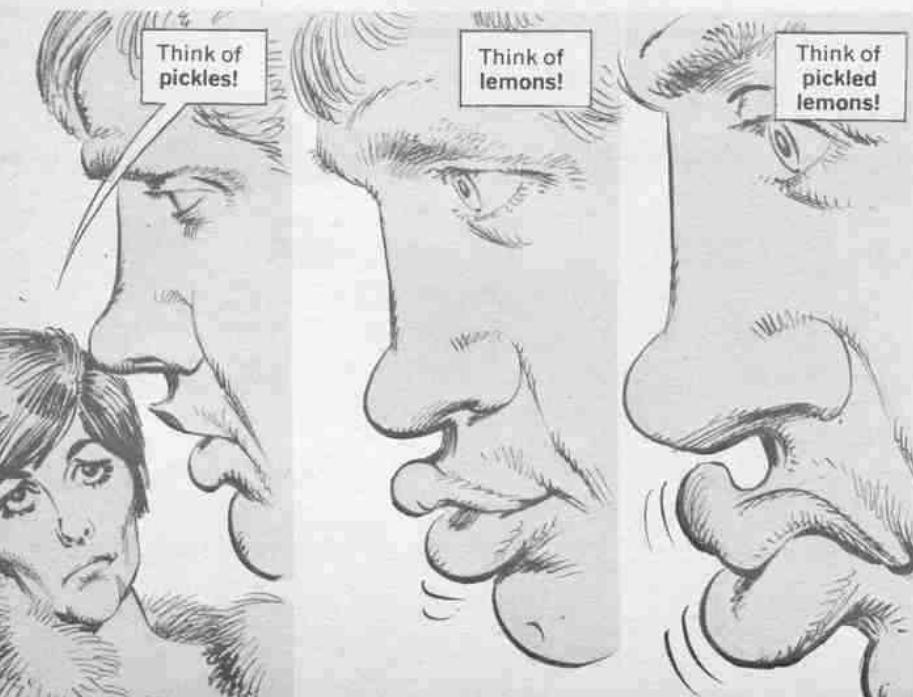
Think of lemons!

Think of pickled lemons!

See, Joe?

You did it! You did it!

You're wonderful . . . jus' wonderful! You're so wonderful, I'm gonna give you a twenty percent discount!



I mean it, Gladys! He's fantastic! But you'd better hurry up and make up your mind! I've almost got him booked solid! Wednesday, he kisses the Ladies Bridge Club! Thursday, he gives hickies to the PTA! And Friday, he catering a Wedding! He's scheduled to blow in the ear of the entire Groom's side!

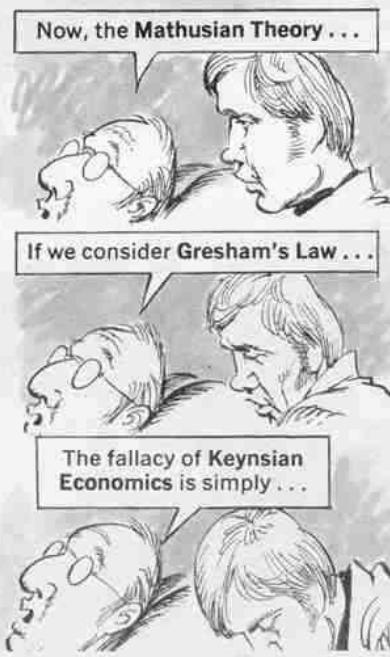
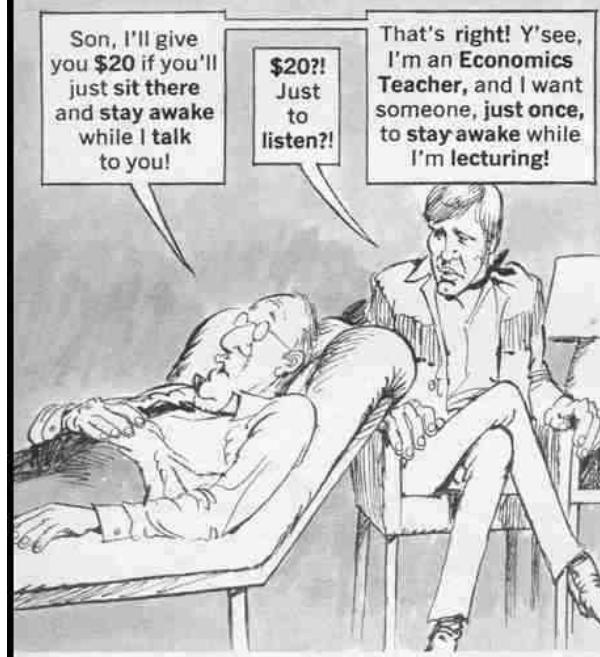
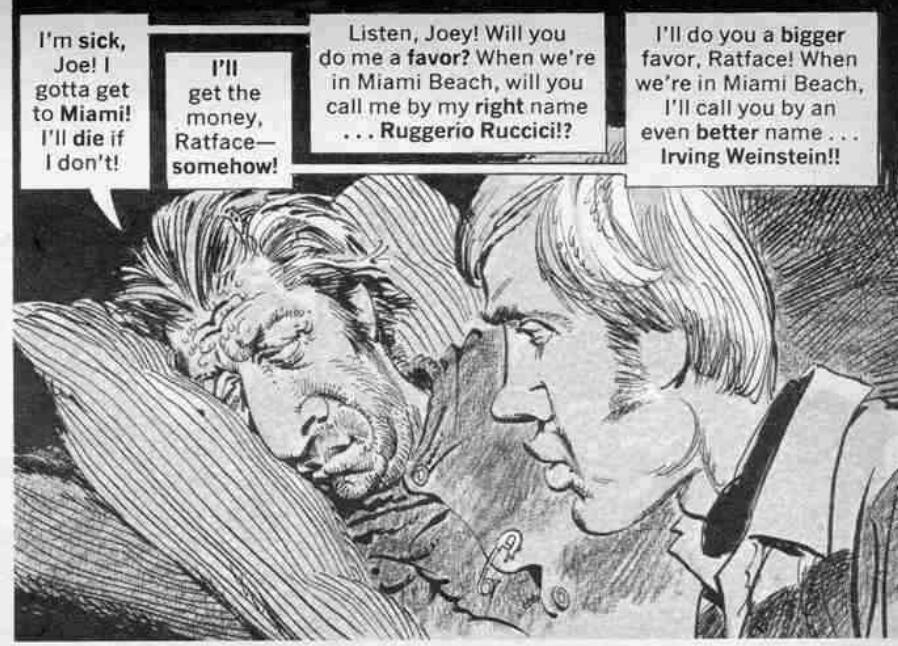
Gee, I can't stop thinkin' of them pickled lemons!

I'm sick, Joe! I gotta get to Miami! I'll die if I don't!

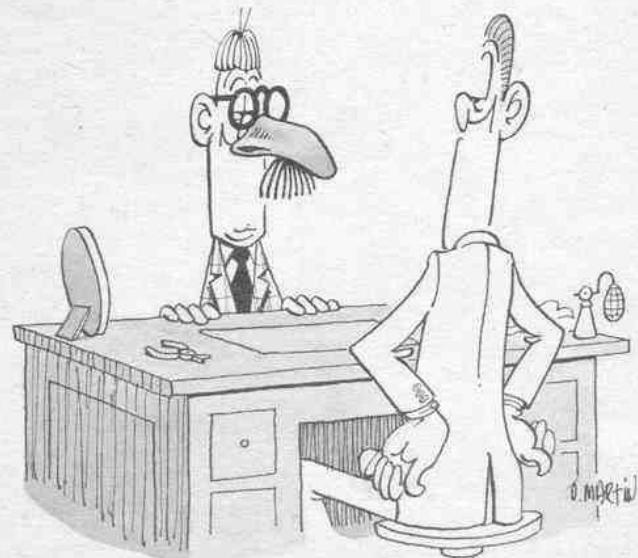
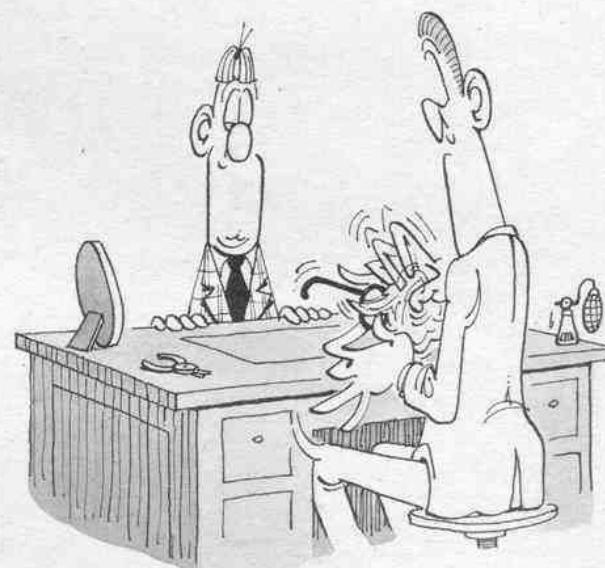
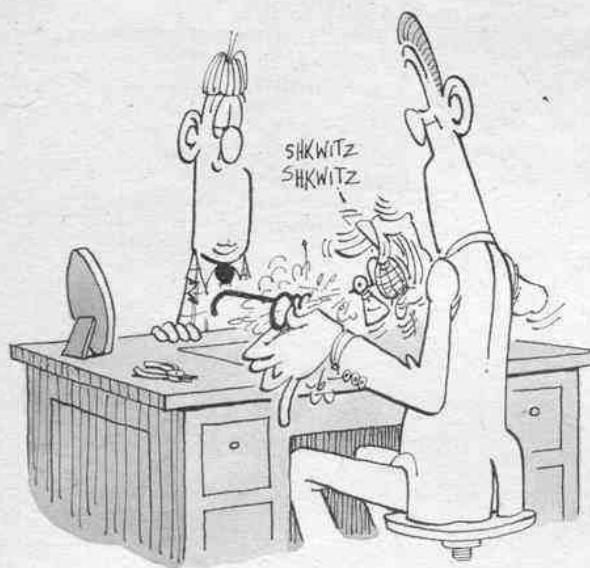
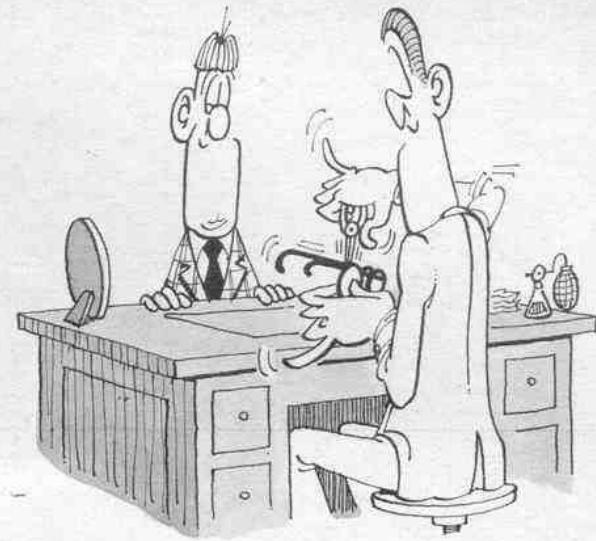
I'll get the money, Ratface—somehow!

Listen, Joey! Will you do me a favor? When we're in Miami Beach, will you call me by my right name ... Ruggerio Ruccici!?

I'll do you a bigger favor, Ratface! When we're in Miami Beach, I'll call you by an even better name ... Irving Weinstein!!



THE FITTING

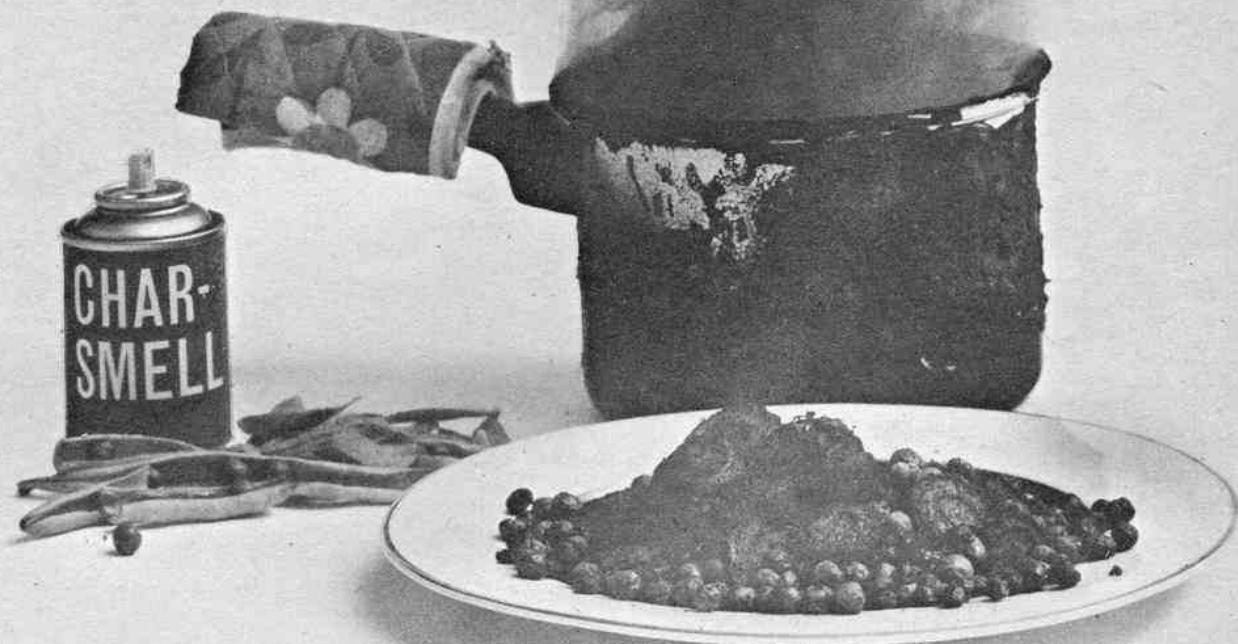


DISH-ENCHANTMENT DEPT.

When "Frozen Foods" were first introduced, the innovation was greeted by housewives with wild cries of joy. But all that has changed. Today, "Frozen Foods" are looked upon as a housewife's "cop-out"! Today, if a housewife serves her family "Frozen TV Dinners" or other Frozen Dishes, it means she's lazy and she lacks imagination. In short, when the family sees "Frozen Foods"

MAD'S FRO THAT FAKE-

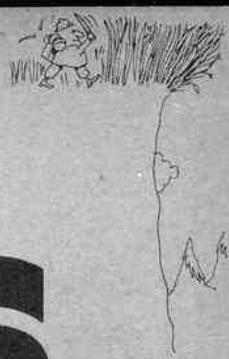
MAD'S FROZEN BURNT VEGETABLES



CONTENTS: One pound of burned carrots-and-peas, plus one packet of carrot-scrapings and empty pea pods, plus one miniature spray can of "CHAR-SMELL".

INSTRUCTIONS: Thaw burned carrots-and-peas and heat in saucepan for 5 minutes. Sprinkle carrot scrapings and empty pea pods liberally around sink, spray "Char-Smell" around kitchen to simulate odor of burning, and serve family while sobbing, "—after all my hard work!"

on the table, it knows that dear old Mom has spent the afternoon watching the "Boob Tube" or playing "Mah-Jongg" or picketing the local School Board. However, thanks to MAD's inventive genius, we can now offer Mom a solution. Now she can enjoy the convenience of Frozen Foods and still maintain the status of a woman who does her own cooking! All she has to do is start using



ZEN FOODS -OUT FRESH

PHOTOGRAPHY: BY IRVING SCHILD

WRITER: SY REIT

MAD'S FROZEN "LEFTOVERS" MEAL

CONTENTS: 4 dry chicken wings, 3 partially-gnawed drumsticks, 2 slices of soggy pot roast, 1 over-cooked lamb chop, assorted ham fragments, half of a baked potato, and 1 shriveled tomato.



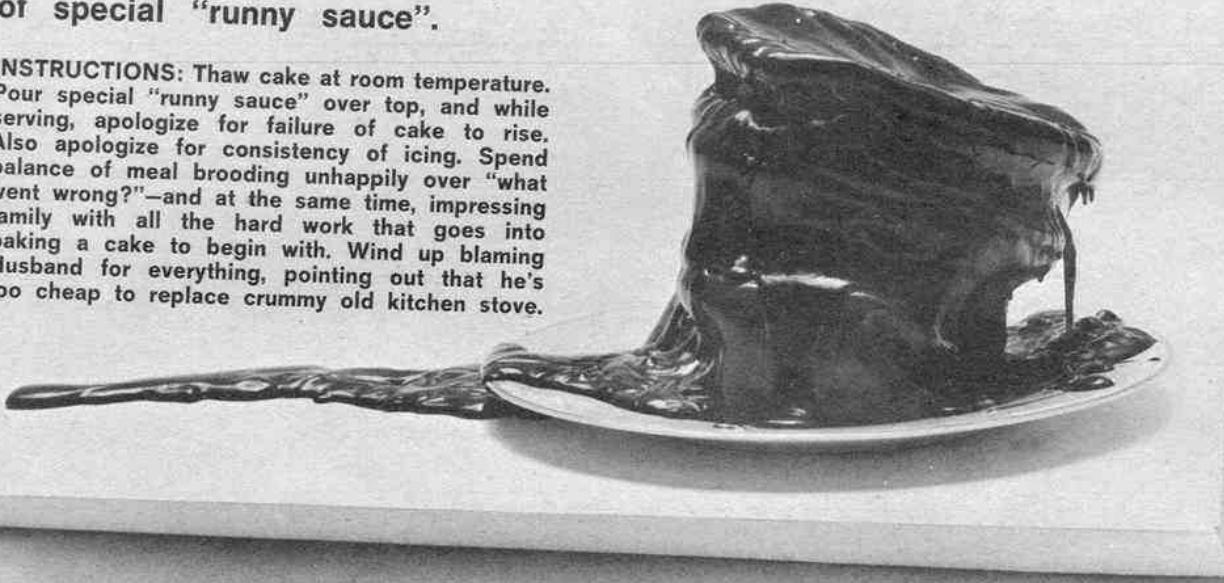
DIRECTIONS: Heat contents of package in 350° oven for 15-20 minutes, remove and place on platter, and bring to table while making cheery comments like: "Waste not . . . want not!" or "It's a sin to throw out perfectly good food!" or "Think of all the people starving in India!"

NOTE: TOP OFF THIS DELICIOUS "LEFTOVERS MEAL" WITH A PACKAGE OF "LEFTOVERS DESSERT". CONTAINS: TWO SLICES OF CONGEALED PEACH PIE, 1 STALE "HOMEBAKED" BLUEBERRY MUFFIN, HALF A CUPCAKE, 3 BROKEN ASSORTED COOKIES, AND A CUP OF PARTIALLY-EATEN CHOCOLATE PUDDING.

MAD'S FROZEN NON-RISING "HOMEBAKED" CAKE

CONTENTS: One three-layer chocolate cake, guaranteed to remain flat and soggy; and one plastic container of special "runny sauce".

INSTRUCTIONS: Thaw cake at room temperature. Pour special "runny sauce" over top, and while serving, apologize for failure of cake to rise. Also apologize for consistency of icing. Spend balance of meal brooding unhappily over "what went wrong?"—and at the same time, impressing family with all the hard work that goes into baking a cake to begin with. Wind up blaming Husband for everything, pointing out that he's too cheap to replace crummy old kitchen stove.



MAD'S FROZEN "NEVER AGAIN" CHICKEN SALAD

CONTENTS: Three pounds of quick-frozen chicken salad, PLUS one packet of "Kitchen Mess" containing assorted carrot greens, radish tips, celery stalk tops, etc. PLUS two pre-bloodied Band Aids.

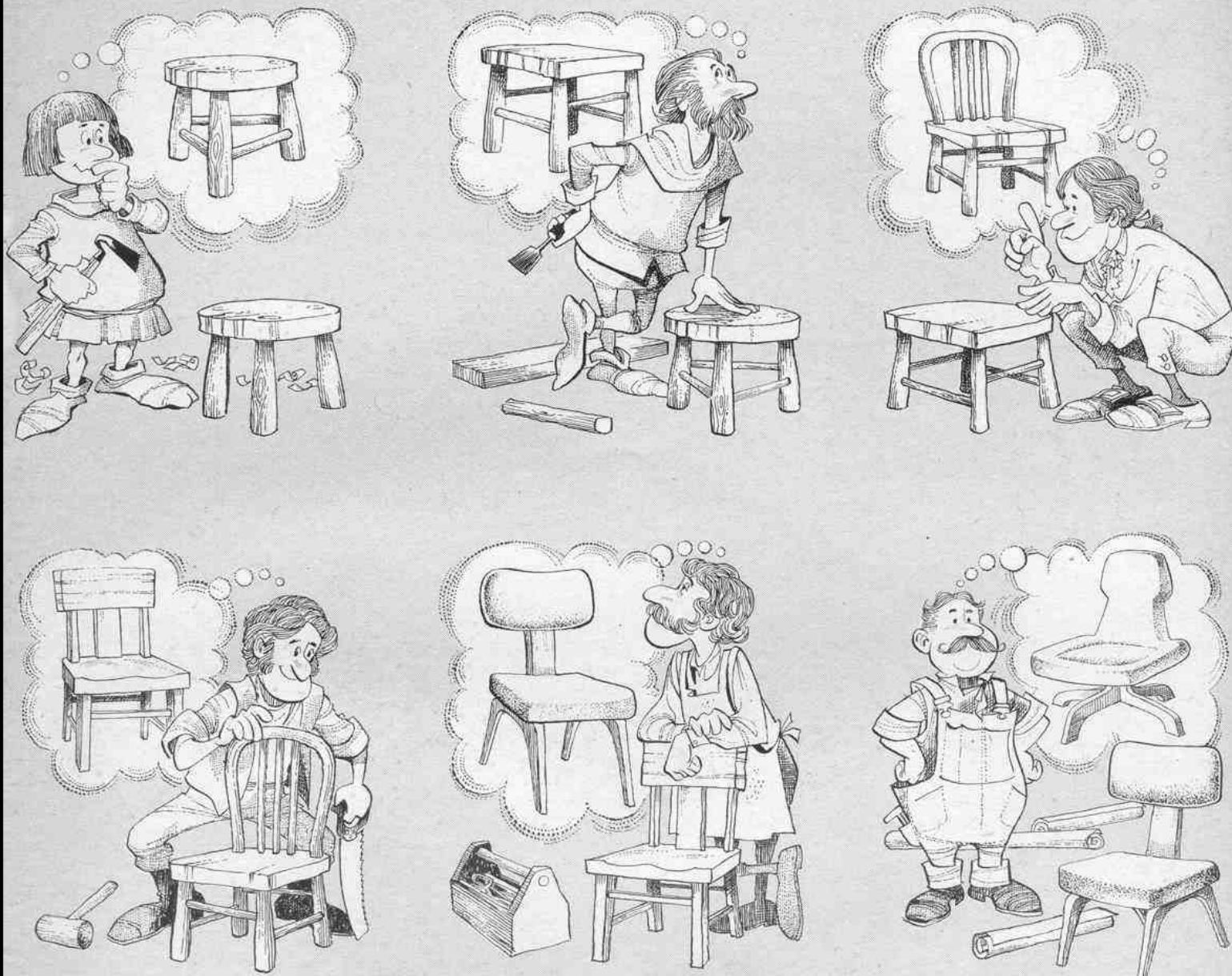


INSTRUCTIONS: Thaw chicken salad at room temperature and place in salad bowl. Scatter contents of "Kitchen Mess" packet all over counter tops to give the impression of lengthy preparation. Place pre-bloodied Band Aids on fingers to simulate chopping cuts, and

serve salad while complaining about "...all the work involved!" Repeat "Never again! Never again!" frequently. For added effect, at end of meal, look at empty salad bowl and say something like "Boy, you work all day to make it, and it goes in two minutes!"

THERE'S NO STOOL LIKE AN OLD STOOL DEPT.

PROGRESS



ARTIST: BOB CLARKE

WRITER: MAX BRANDEL



PSSST! DEPT.

Today, we have deodorant sprays to eliminate every type of odor. But what about the odors we don't want to eliminate? In fact, what about the odors we'd really like to have around if only we could? You'll see what we mean as MAD presents an assortment of



FOR THE PERSON WHO
DRIVES AN OLD
BEAT-UP "NOTHING" CAR



Spray that wonderful, nauseating "new car" aroma inside your old heap, close your eyes, and you'll swear you're in a brand new Chevy, Ford or Plymouth. For Cadillacs, Lincolns or Imperials get the "Giant-Size" can. **WARNING:** Open eyes before you start to drive!



FOR THE MAN WHO
NEVER GETS INVITED
TO ANY PARTIES



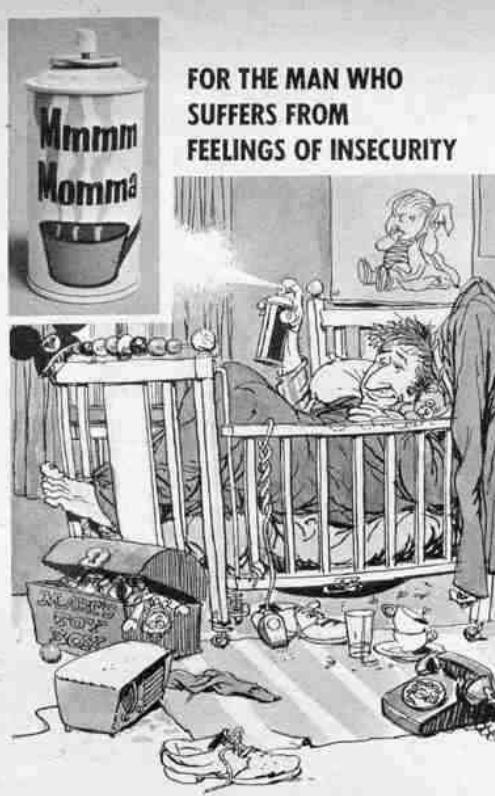
"Man about Town" contains the odor of "morning-after mouth"—a trace of too much Scotch, too much food, and too many cigarettes. Talk to people with confidence. Your breath "tattles" on you that you've been a "naughty boy".

FOR THE WOMAN WHO
WANTS TO IMPRESS
HER SNOBBY FRIENDS



Spray "Posh Spot" on couches, chairs, carpets and drapes. "Posh Spot" dries to form clearly visible stains that smell exactly like vintage Champagne and imported Caviar. "Posh Spot" also comes in "Scotch and Hors d'Oeuvres", "Burgundy and Cheese Fondue", and "Pot".

FOR THE MAN WHO
SUFFERS FROM
FEELINGS OF INSECURITY



"Mmmm Momma" contains the delicious aromas of chicken soup, pot roast and detergent with ammonia. Just spray it around your lonely apartment, and you will be convinced that Mom is back in the kitchen again, cooking, cleaning, and taking care of her "little feller".

FOR CHILDLESS COUPLES
WHO LONG FOR THE
JOYS OF PARENTHOOD



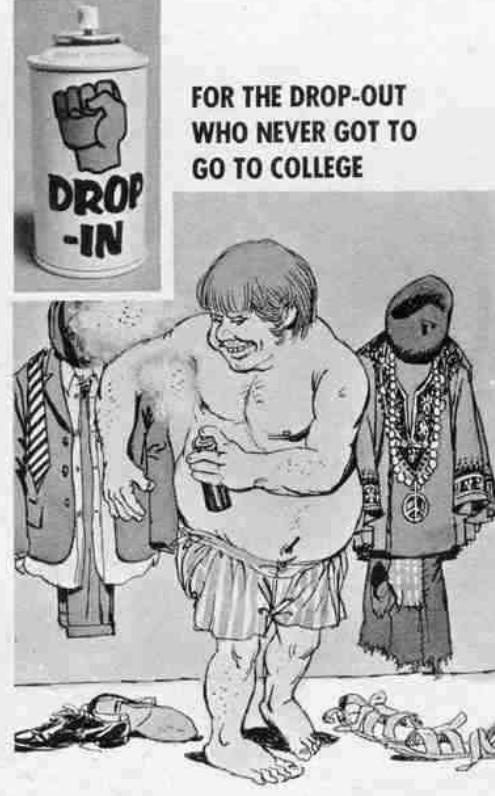
"Kute Kids" supplies authentic smells—like wet diapers sitting in the can on a hot Summer day, boiled-over formula, rancid strained spinach, bibs soured by spit-ups, and rubber pants full of b.m.'s—all the delights of a new baby without the crying and night feedings.

FOR THE EX-URBANITE
WHO MISSES THE
EXCITING CITY



"City Scenter" brings those nostalgic smells of the great Metropolis that you miss so much right into your new suburban home. Exhaust fumes, factory smoke, garbage and raw sewage floating on the river are at your finger tips.

FOR THE DROP-OUT
WHO NEVER GOT TO
GO TO COLLEGE



Now you can pass as a college student. And if you *are* a college student—only you're "chicken", now you can pass as an Activist. "Drop-In" contains the subtle aroma of Mace, and for status, there's nothing like a trace of Mace.

FOR THE SMALL
APARTMENT DWELLER WHO
CANNOT HAVE A DOG



Now you can enjoy that warm, wonderful, sickening "doggie smell", even if your apartment is too small for a pet. Also great for spraying on the soles of your shoes to give you the feeling you've been walking in exciting New York City.

THE LIGHTER SIDE OF...

MEN

I've been working on this budget for hours! I just can't make it on the money I earn!

I could always get a job! The extra money would help!

Oh, no you won't!

Your place is in the home, washing the floors and doing the laundry and the ironing and the shopping and the cooking and cleaning!

I'll be darned if I'm gonna let MY wife work!!



OH, MY GOSH! I LEFT THE HOUSE WITHOUT MY MONEY! DO YOU HAVE ANY?

No! But calm down! That's no reason to push the panic button!

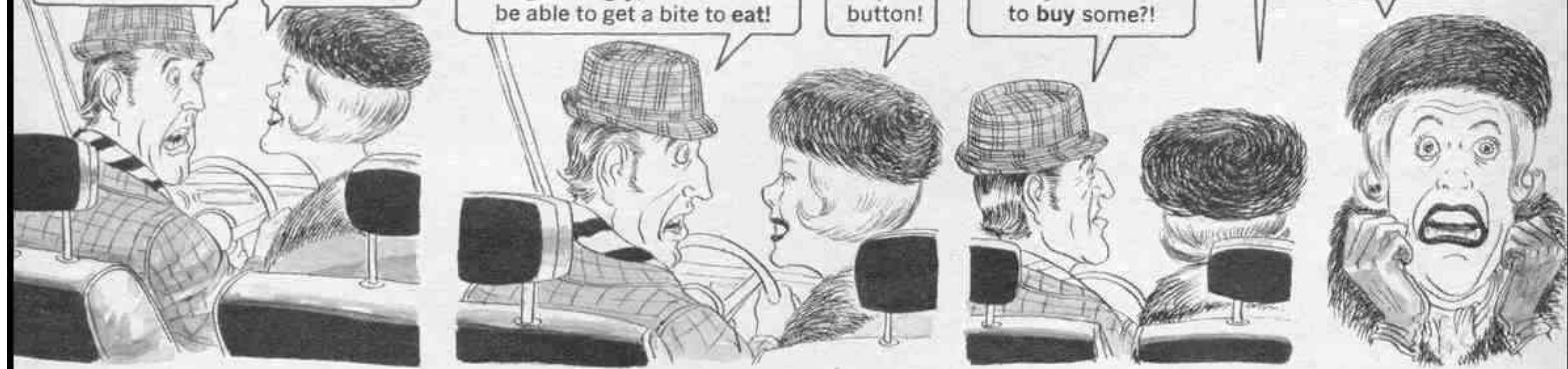
What if the car breaks down? We won't have the money to get it repaired! And we won't be able to get a cab home! And if we get hungry, we won't even be able to get a bite to eat!

That's still no reason to push the panic button!

And another thing! Didn't you say you felt naked without your eye make-up—and you wanted to buy some?!

YES!!
YES!!

NOW YOU CAN PUSH THE BUTTON!!



Er—uh—do you have a Men's Cologne that will make me more attractive to the girls?

I've got just the thing! It smells like leather! Very masculine!

Er... no, I don't think that'll do it!

How about this Old Spice? Or this English Lyme? They're very popular!

No, I—I don't think so! See, I—uh—I don't do very well with girls, so I'm looking for a scent that's really potent!

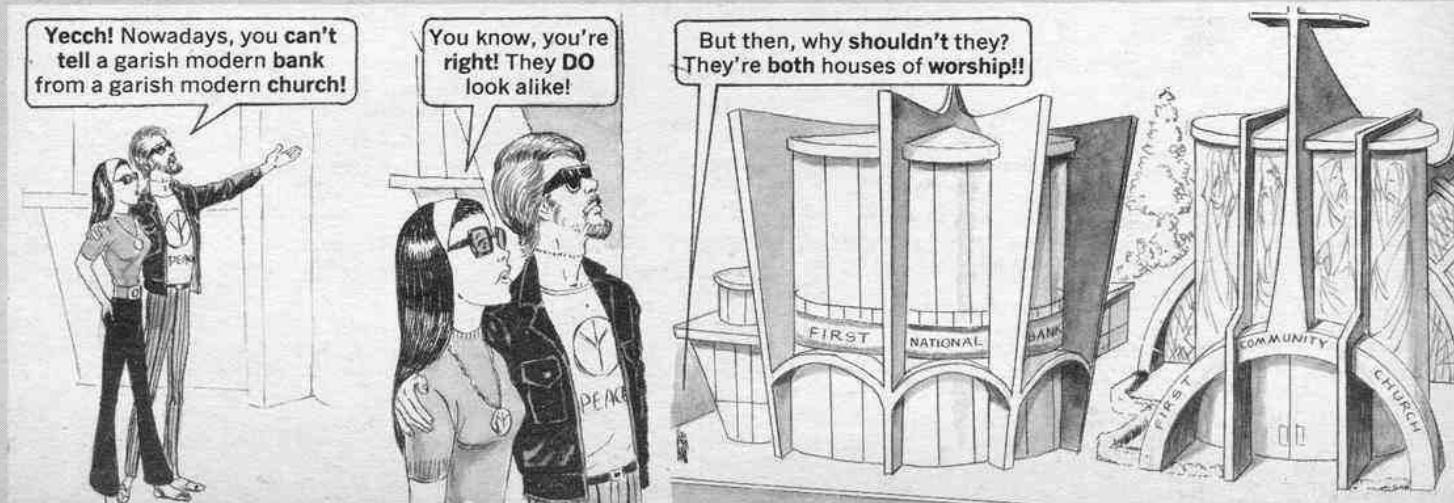
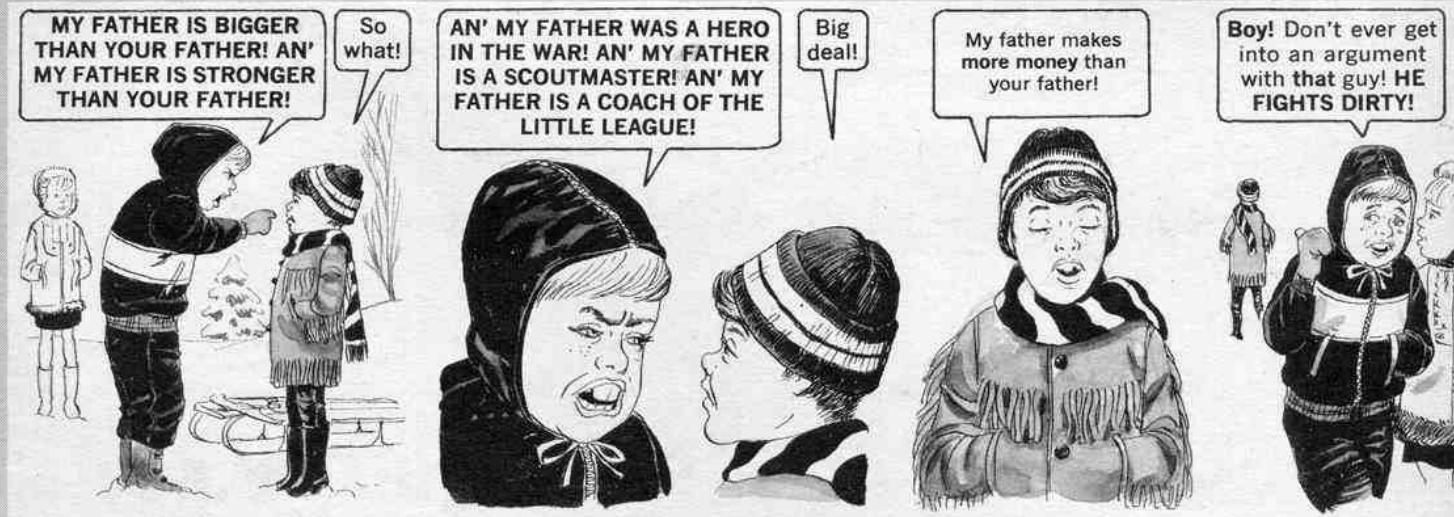
Of course! Is there something special you had in mind?

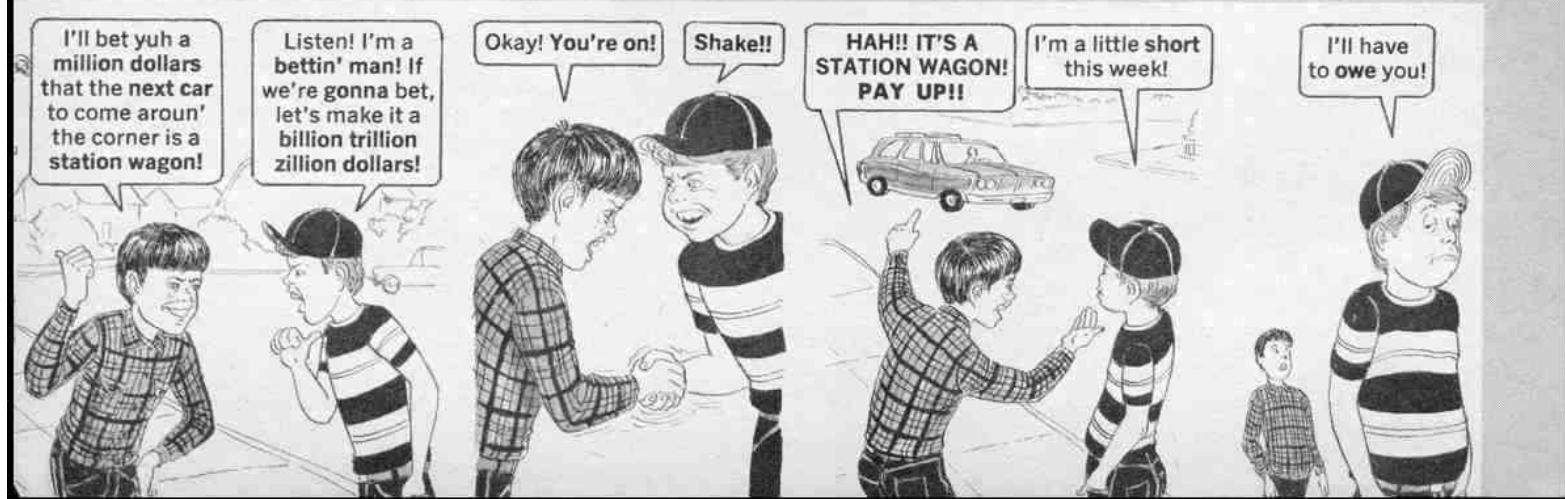
Yeah! You got a Cologne that smells like money??!



ONEY

ARTIST & WRITER: DAVE BERG







That won't be necessary! I'll pay **cash**!



There was a time when it was easy going to a restaurant! A tip was 10% of the check, and it was simple to figure! Now, it's 15%... and who can figure 15% of—say—\$4.75!?

May I take your order, please?

I'll have a Cottage Cheese Salad and coffee!

Let's see—a Cottage Cheese Salad and coffee! Hmmm! I'll have a Liverwurst on rye!

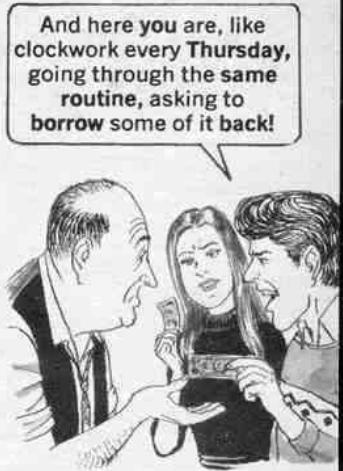
Liverwurst?!? But you **HATE** Liverwurst!!!

I know! But with what you ordered, and the Liverwurst, it comes to exactly \$4.00!

And 15% of \$4.00 I can figure!



And here you are, like clockwork every Thursday, going through the same routine, asking to borrow some of it back!



Forget it! With the value a penny has today, it isn't worth bending down and picking up!

A penny saved is a penny earned! Pennies add up! Who are you to throw money away! THAT'S why we'll never be rich!

All right! All right! I'll pick it up!

It's a slipped disc! You'll have to be hospitalized in traction for a while, then wear a brace and undergo treatments! I'm afraid it will run into some money!

Don't worry, Doc! We can afford it! We're rich! My wife can give you a penny as a down payment!



I don't believe it! Look how cheap everything is in this country! There's an Omega watch and it's at least fifty dollars less here than back in the U.S.! What a saving!

And that pair of binoculars! We'd save at least thirty dollars on that! And this transistor radio! We'd save at least ten dollars on it!

Okay! We'll take these items!

Here's your bill, sir!

Well? What do you think?

I think we just went BROKE saving money!!



Hey, Milton! Be a good guy and lend me some money!

Shakespeare said, "Neither a borrower nor a lender be!"

Yeah, but the Bible says, "If he asks for your coat, give him your cloak as well!"

Okay! So I'll lend you my coat!

Boy, that Milton sure is a good guy!

Why?! He didn't lend you any money!

No! But there's \$3.75 in his coat!



Hold it a minute while I put a dime in this gambling machine!

That's not a gambling machine! That's a parking meter!

Don't tell me! It's a gambling machine!

But it's not! The City is simply renting you parking space for ten cents an hour...

And what happens if I don't get back here in an hour?

Then you pay a two dollar fine for overtime parking!

SEE?! The City is betting me two dollars to my dime that I won't get back here in an hour! That's GAMBLING!!



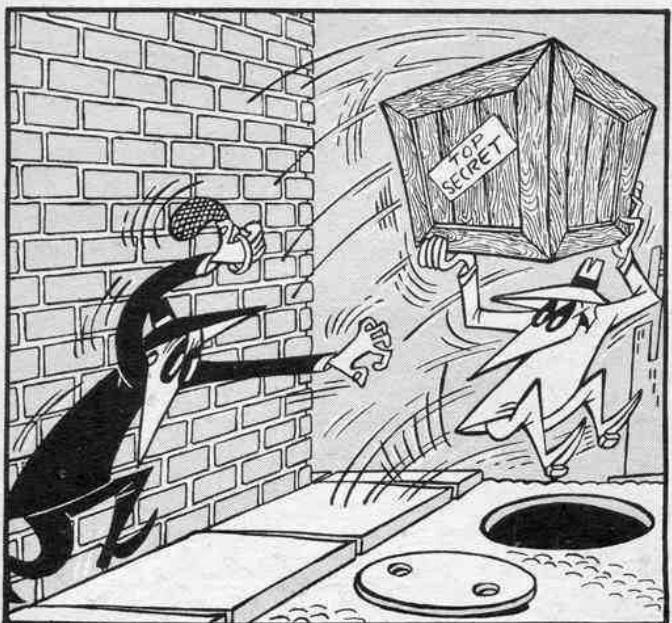
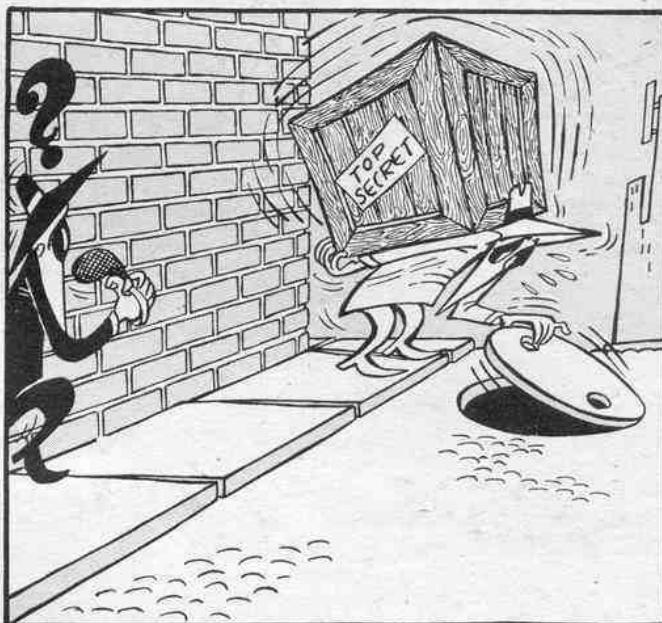
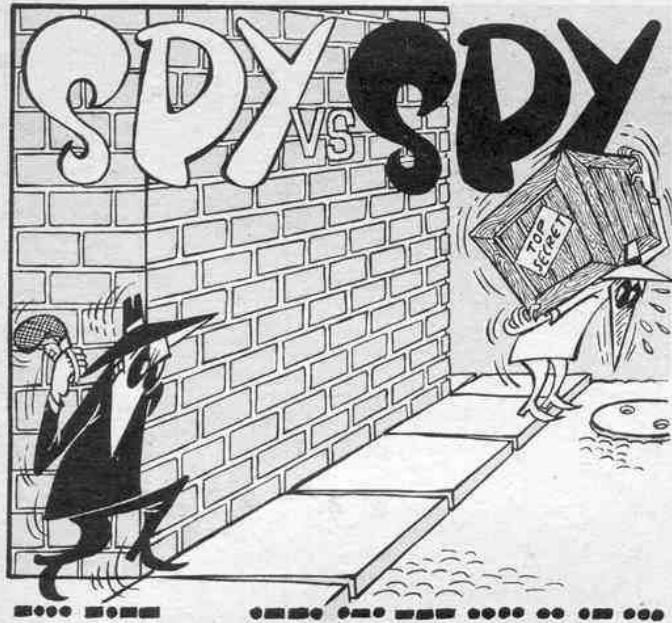
It's really quite simple to become a millionaire! All you have to do is remember ONE PRINCIPLE:

"It takes money to make money!"

So if you know so much, why aren't YOU a millionaire?!

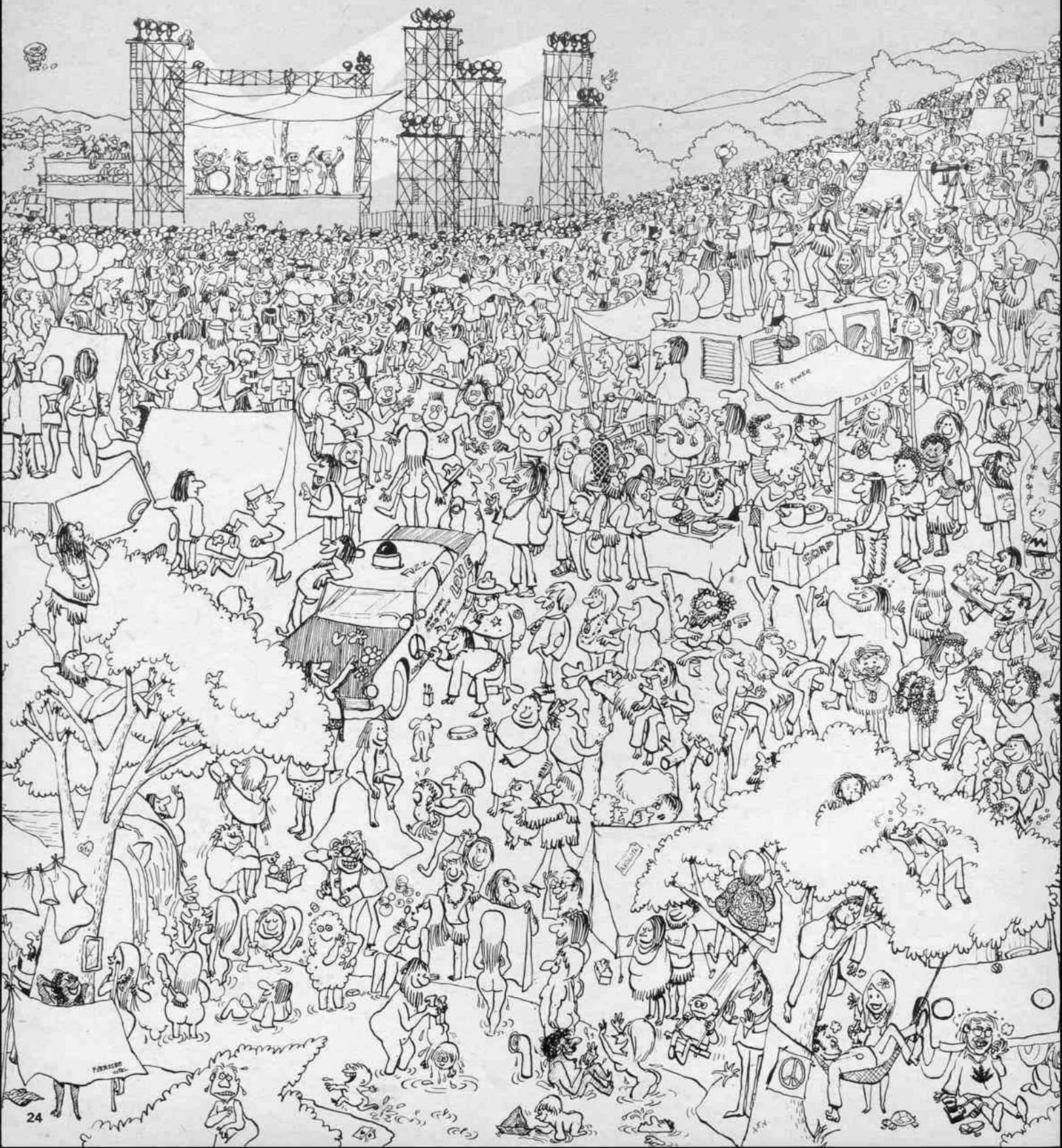
I can't afford it!!





SPLENDOR ON THE GRASS DEPT.

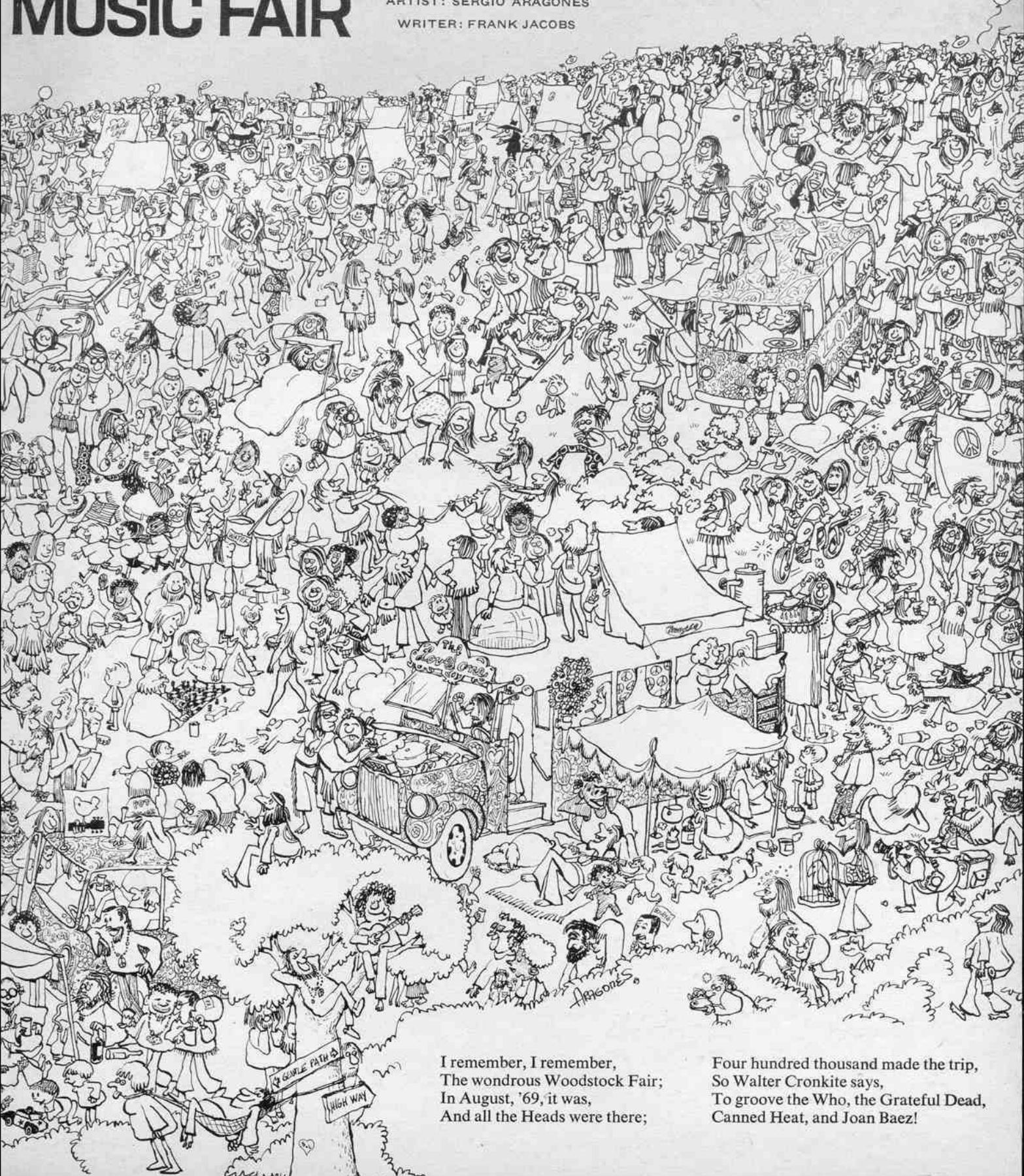
I REMEMBER, THE WONDROUS WOODSTOCK



I REMEMBER

MUSIC FAIR

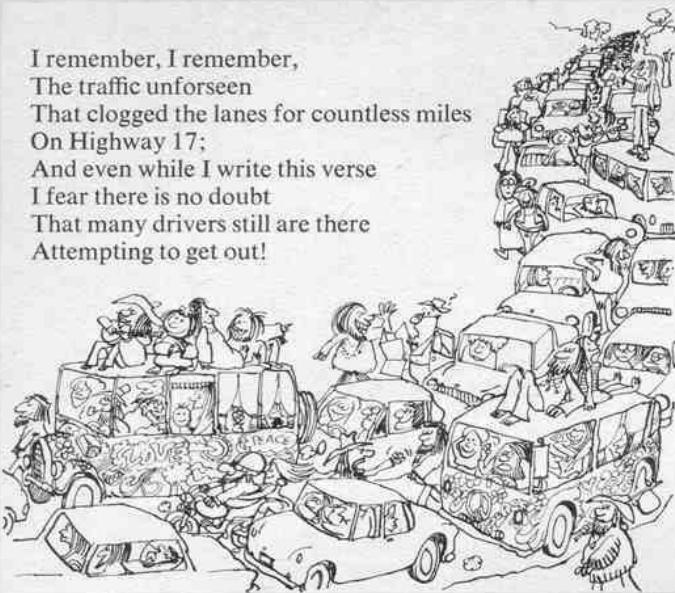
ARTIST: SERGIO ARAGONES
WRITER: FRANK JACOBS



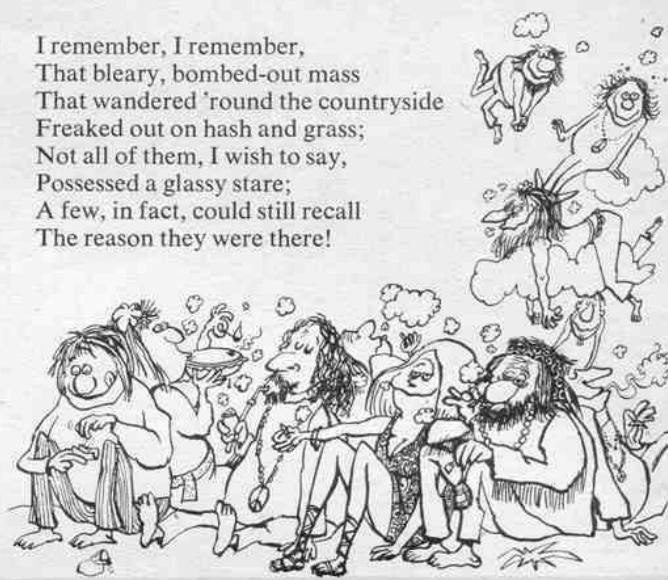
I remember, I remember,
The wondrous Woodstock Fair;
In August, '69, it was,
And all the Heads were there;

Four hundred thousand made the trip,
So Walter Cronkite says,
To groove the Who, the Grateful Dead,
Canned Heat, and Joan Baez!

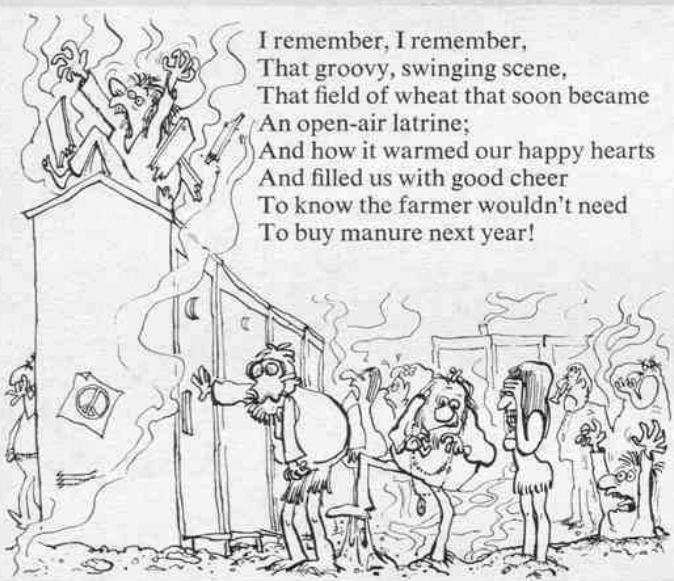
I remember, I remember,
The traffic unforseen
That clogged the lanes for countless miles
On Highway 17;
And even while I write this verse
I fear there is no doubt
That many drivers still are there
Attempting to get out!



I remember, I remember,
That bleary, bombed-out mass
That wandered 'round the countryside
Freaked out on hash and grass;
Not all of them, I wish to say,
Possessed a glassy stare;
A few, in fact, could still recall
The reason they were there!



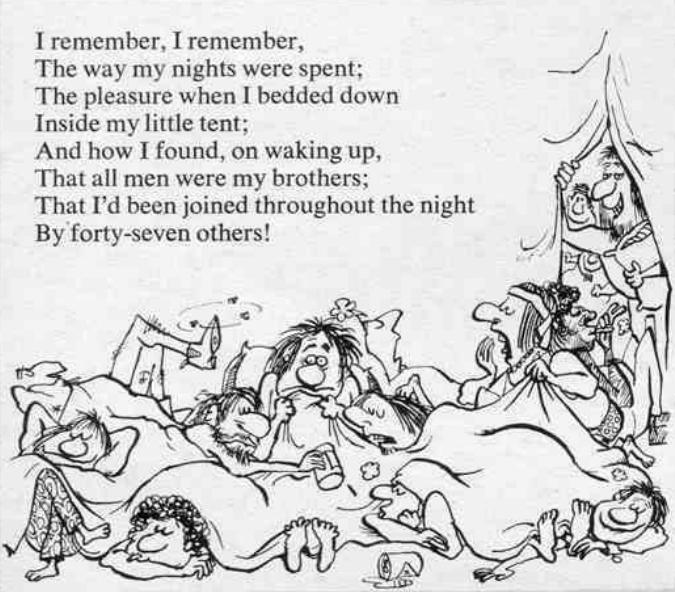
I remember, I remember,
That groovy, swinging scene,
That field of wheat that soon became
An open-air latrine;
And how it warmed our happy hearts
And filled us with good cheer
To know the farmer wouldn't need
To buy manure next year!



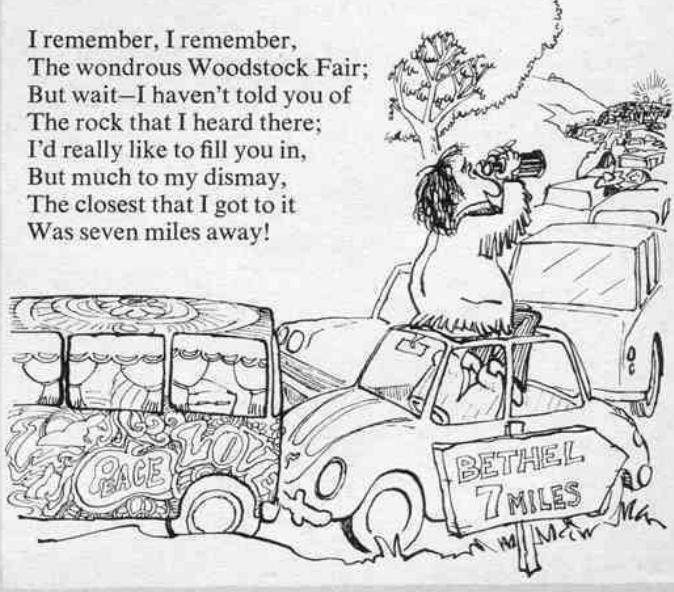
I remember, I remember,
That cataclysmic flood
Of rain that tumbled from the sky
And turned the Fair to mud;
And how the crowd threw off its clothes
And mingled in the bare,
Until the place looked something like
The final scene of 'Hair'!"



I remember, I remember,
The way my nights were spent;
The pleasure when I bedded down
Inside my little tent;
And how I found, on waking up,
That all men were my brothers;
That I'd been joined throughout the night
By forty-seven others!



I remember, I remember,
The wondrous Woodstock Fair;
But wait—I haven't told you of
The rock that I heard there;
I'd really like to fill you in,
But much to my dismay,
The closest that I got to it
Was seven miles away!



ECCHTOPLASM DEPT.

Do you believe in ghosts? No?! Then you won't believe this television show! In fact, even if you DO believe in ghosts, you won't believe this television show! It's about a young widow who rents a cottage that's haunted by the ghost of a dead Sea Captain. The widow sees the ghost . . . but the Maid doesn't. One of the Widow's two Children sees the ghost . . . but the other doesn't. The dead Sea Captain's Nephew sees the ghost . . . but any visitor doesn't. The Television Audience sees the ghost . . . but—Hey! Wake up! We're talking to you! We want to tell you more about just how badly



"THE GHOST AND THE MRS." MISSES

ARTIST: MORT DRUCKER

WRITER: DICK DE BARTOLO



Why do you put up with that woman, Mrs. Demure? If she were on MY ship, I'd keyhole her!

That's KEELHAUL her! And why don't you mind your own business! You're always making trouble! I don't think you have a decent bone in your body!

I don't have ANY bones in my body, Mrs. Demure . . . mainly because I don't even HAVE a body!

Did you say something Mrs. Demure?

Yes, I said it's sunny out today!

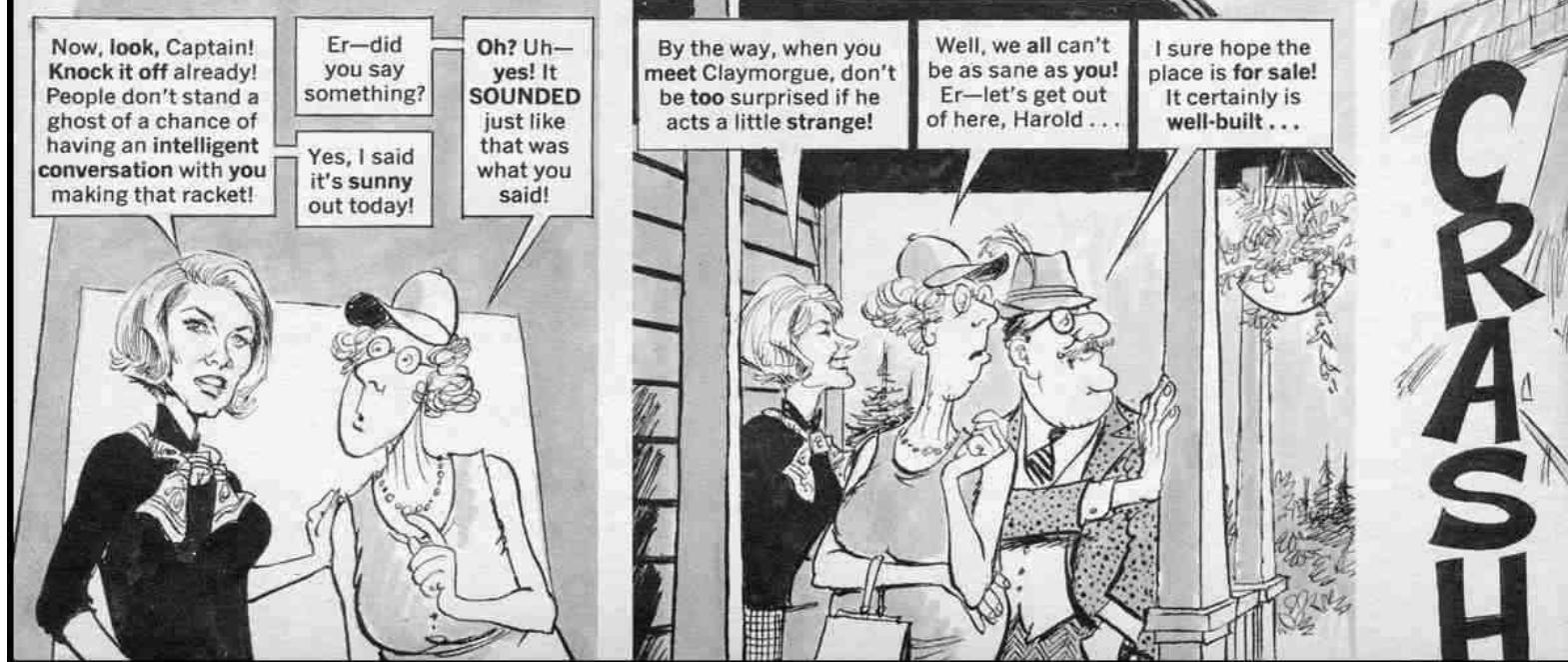
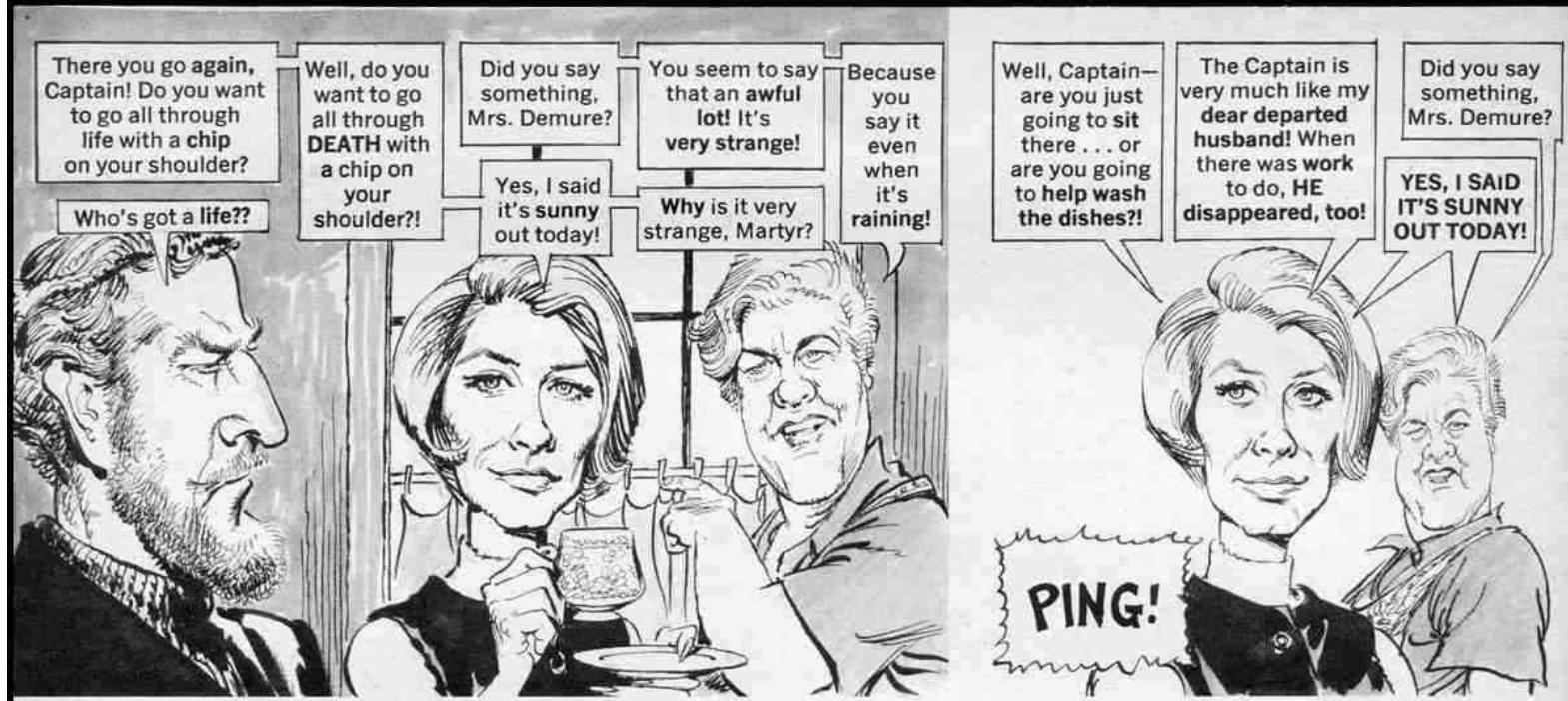
Oh? Somehow it seemed like you used a lot more words when you said it the first time!

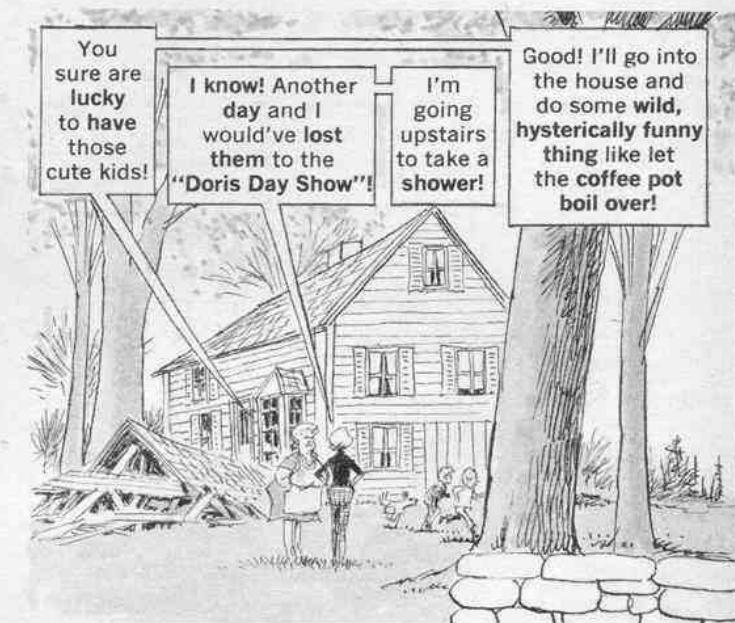
Er—that may be! Where are the children, Martyr?

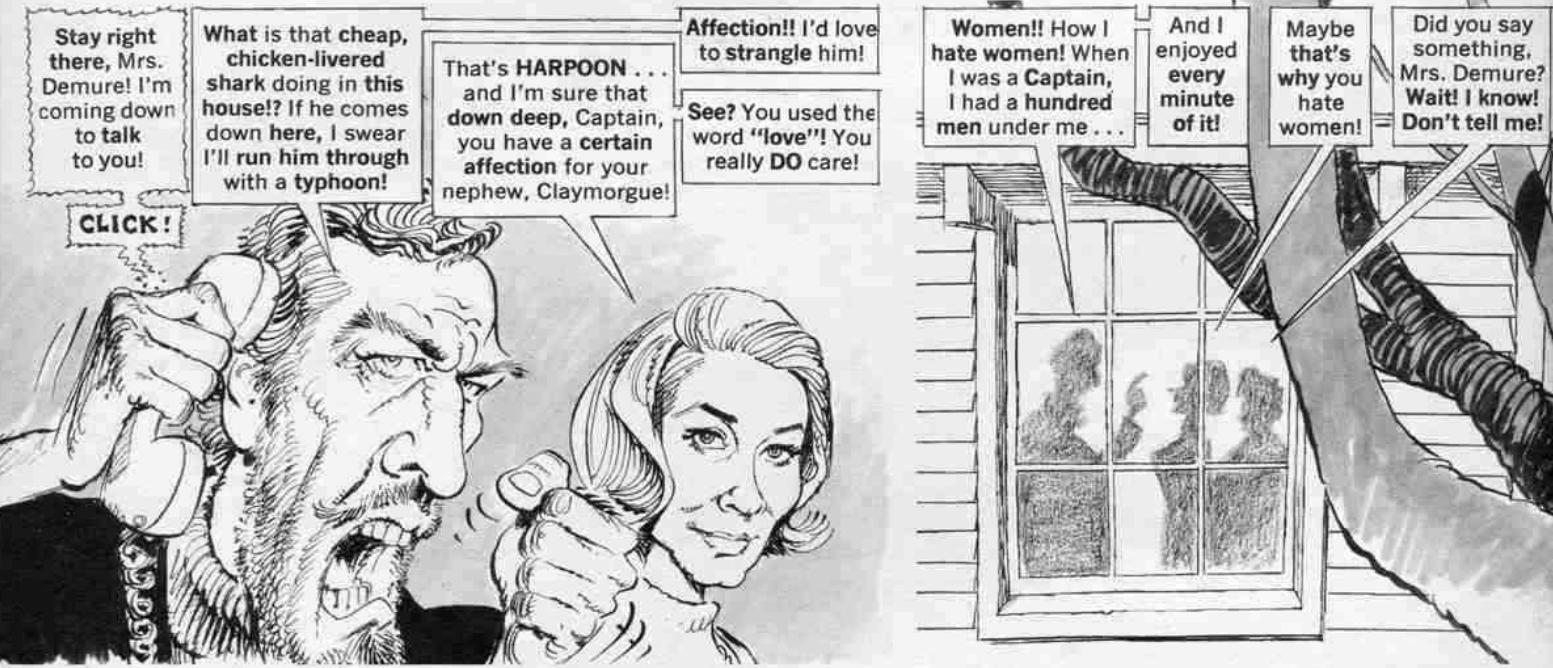
Upstairs! They'll be down as soon as they think of some warm, wonderful things to say that will win our hearts and the hearts of our TV audience!

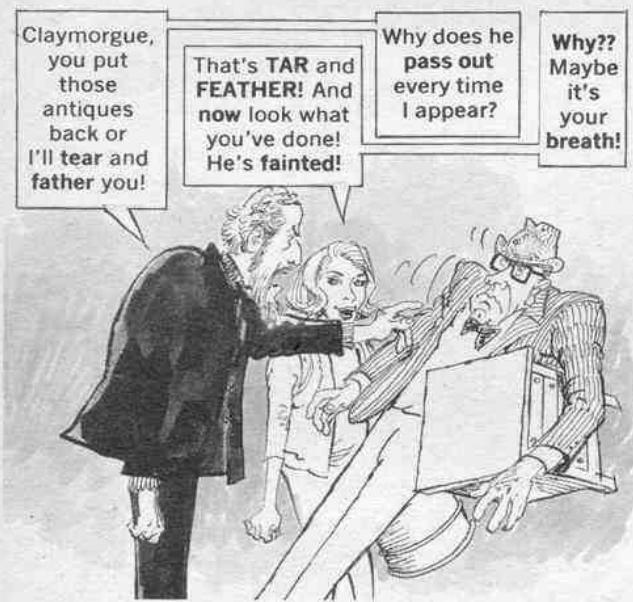
Good! They won't be down for years!

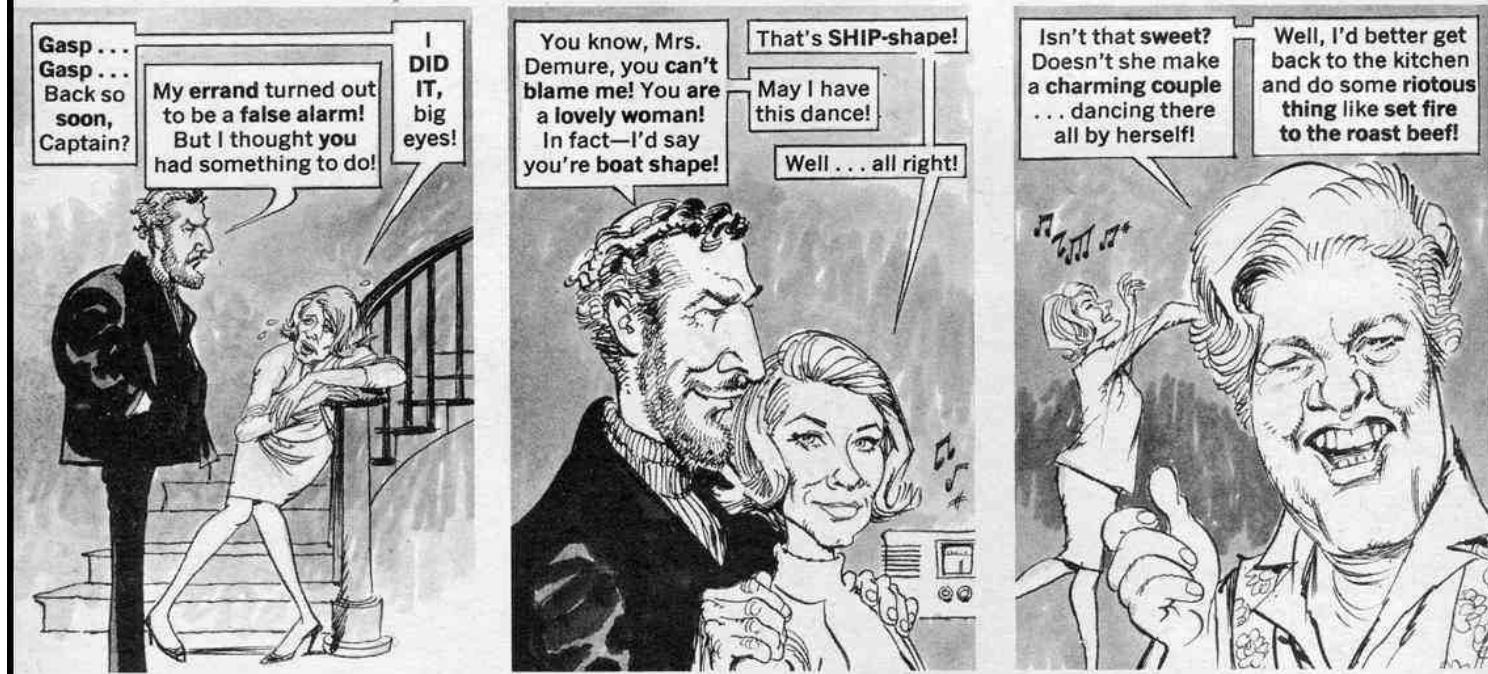
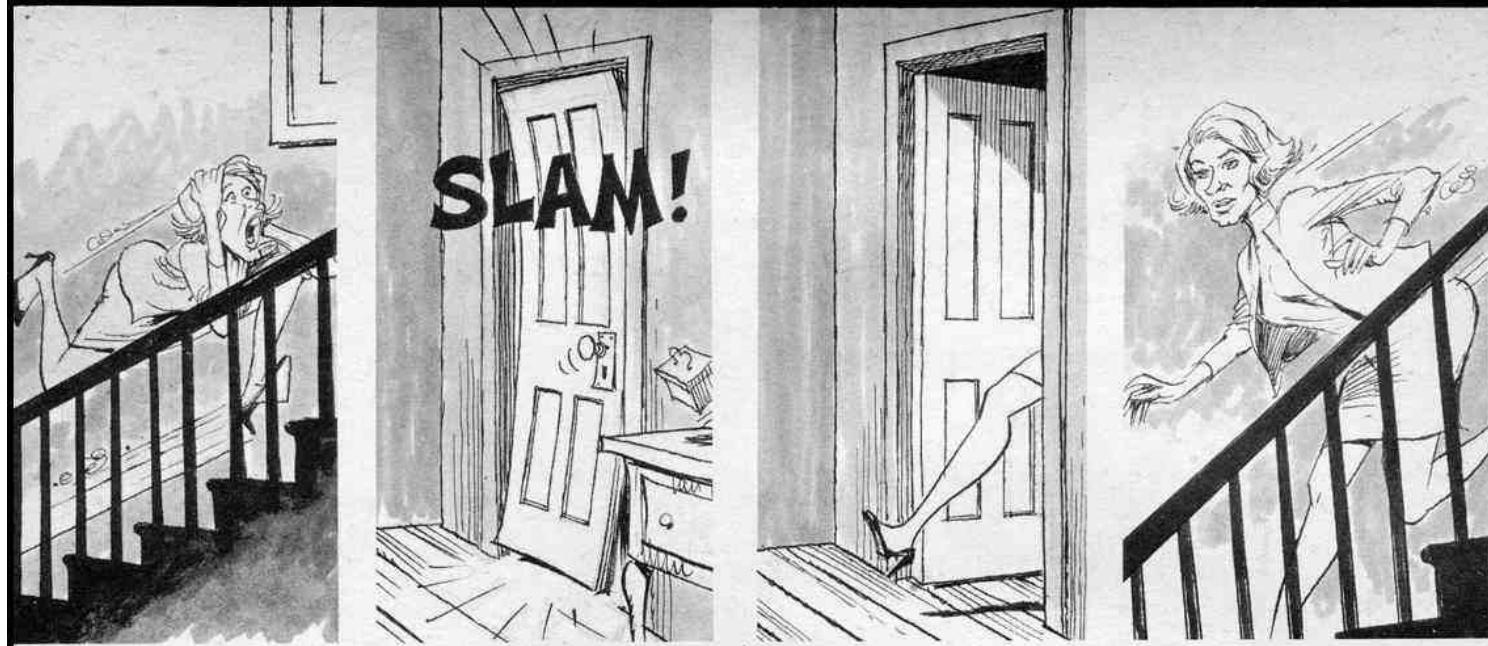




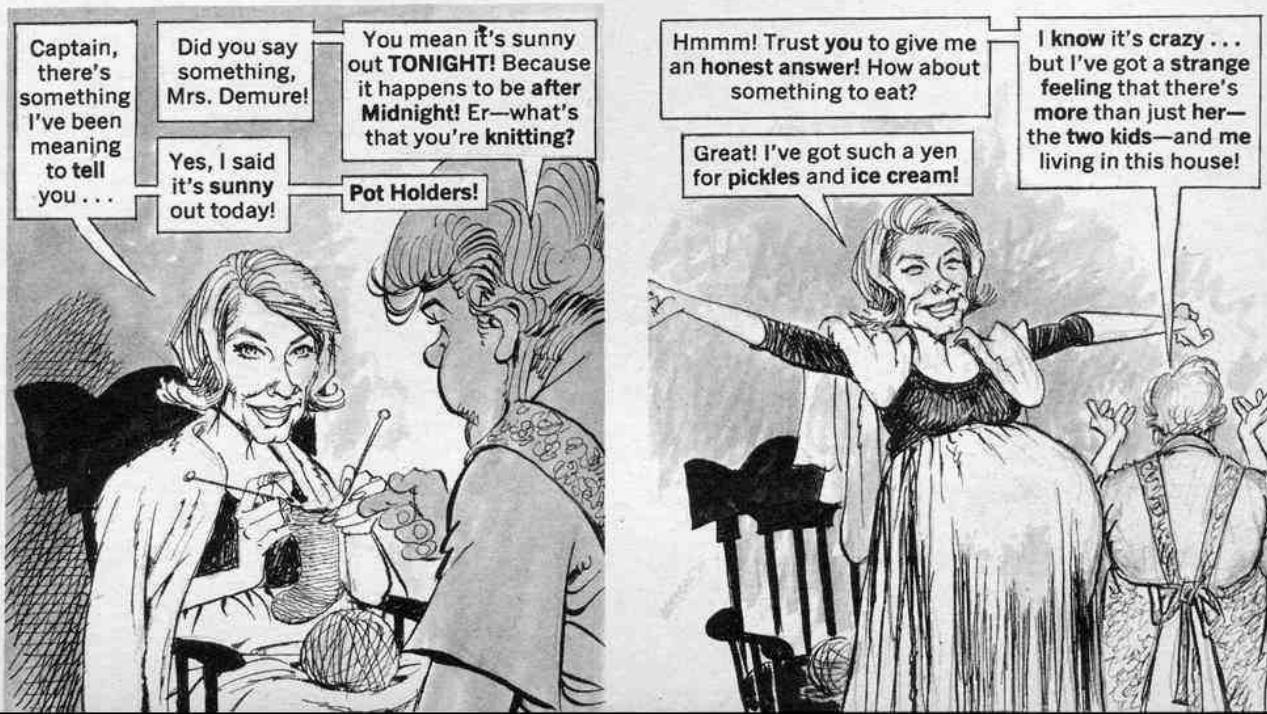


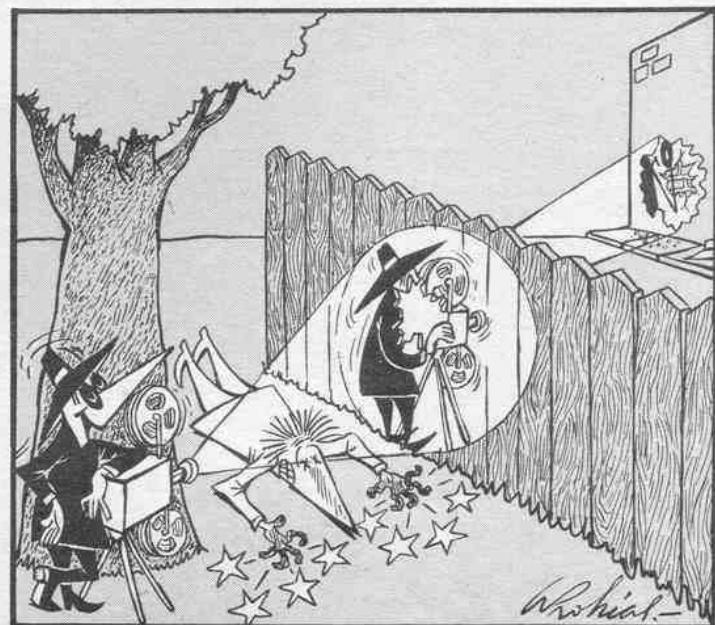
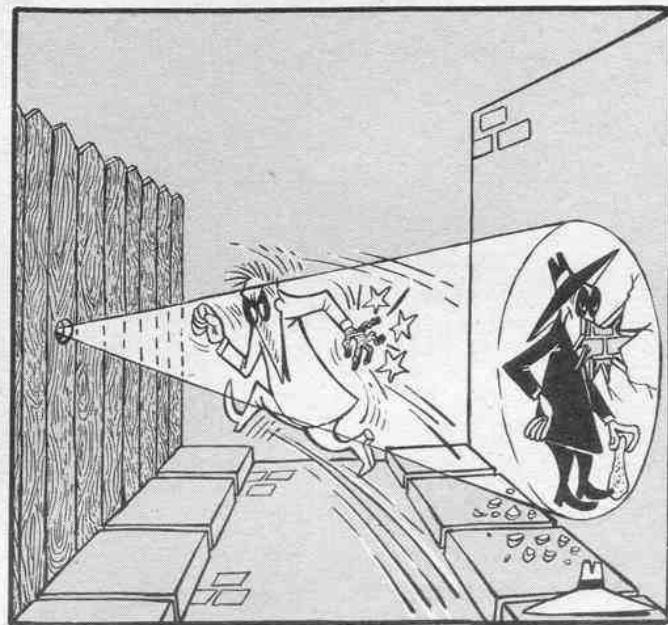
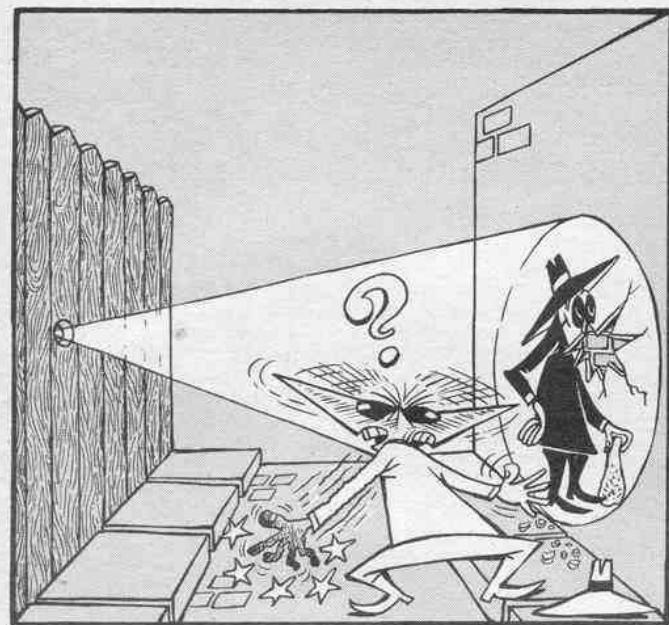
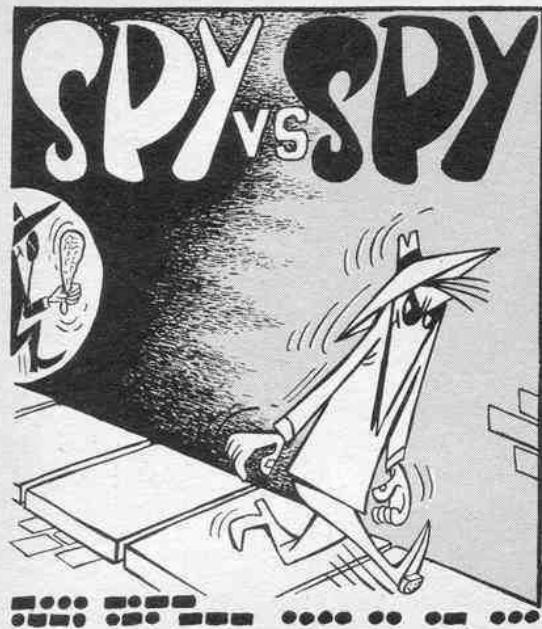






SEVERAL
LONG
TEDIOUS
MONTHS
OF THIS
KIND OF
IDIOCY
LATER...





GI'ME GIMMICKS DEPT.

There is only one major bit of unpleasantness connected with birthday celebrations and graduating from school and getting married and like that: Entirely too many friends, relatives and similar idiots need to be reminded that

HINTS FOR SPECIAL

Dear Grandma,

Forgive my not writing for the past year or two. I intended to drop you a line when Grandpa passed away, but the months just seem to fly by with no time for much of anything when a person's away at school. In fact, I find it hard to believe that my 21st birthday is almost upon me.

I guess turning 21 has always been considered a big milestone in our family. Dad still carries the gold watch you and Grandpa gave him when he celebrated that important birthday. In this generation, I guess the same thought would be expressed by giving an Accutron wristwatch (PRICED AT ONLY \$125 AND UP) to a close relative who's about to be 21.

Hoping to hear from you soon,
Your loving grandson and close relative,
Stanley

You are Cordially Invited to a
COCKTAIL PARTY
SUNDAY, SEPT. 18
5-9 P.M.

At the Brand New but Inadequately Furnished Home of
BETTY AND SHERMAN NURD
1429 S. SUBURBIA LANE
EXPENSIVE LIQUOR
COSTLY HORS D'OEUVRES
Informal Attire Since This is Only a Small
"Housewarming" to be Attended by Very Close
Personal Friends of the Host and Hostess

Memo

From The Desk of C. C. Kravvish

To: All Personnel Dept. Employees

As you know, it was exactly 25 years ago this week that I joined the company. I wish to make it clear that no special tribute to me by the staff marking this important occasion is expected or called for. Please do not feel that a precedent was set last month when employees in the Accounting Dept. honored Walter Clashmark (who has been with us only 20 years) at a formal banquet. Furthermore, do not regard Mr. Clashmark's decision to raise the salaries of those who arranged the affair as more than a possible coincidence. The same holds true for those who did not contribute to the banquet fund and were subsequently transferred to our Saudi Arabia plant. Most certainly, I will continue to try to base my evaluation of individuals solely on merit and will make all efforts possible to overlook such factors as personal devotion, etc., regardless of who may or may not undertake whatever may or may not occur later this week.

C.C.K.

Dear Sis,

Sorry to be so draggy in answering your last letter, but it's been bedlam around here getting everything set for Mortie's Bar Mitzvah a week from next Saturday.

I know you must have gone through the same thing with living two years ago when we sent him the 24-karat pen and pencil set. And I'll never forget how Harvey complained that we couldn't afford such a lavish gift that retails for almost \$35. But, as you'll recall, I insisted that nothing was too good for my sister's boy.

I guess the two of us inherited our generosity from Mom and Dad who (rest their souls) undoubtedly would be sending Mortie the set of Encyclopedia Britannica he needs so badly now if they were still with us.

Love,
Gertrude

they're supposed to send gifts! Worst of all, etiquette allows us to ask for what we want only if we refrain from actually asking. That's a hard thing to do, but not impossible as MAD demonstrates with these firm but proper . . .



L OCCASION GIFTS

WRITER: TOM KOCH

My darling Herbie,

I hope you didn't notice that I was fighting back the tears during our phone conversation last night but when you said the sales trip will keep you away from home longer than expected, I realized that this might mean we'll be separated on Valentine's Day, Feb. 14.

In a way, it'll be kind of a sentimental coincidence if you're still in Chicago then. Remember when we stopped over there on our honeymoon and window shopped for crazy impractical things like mink coats? You were just a silly kid promising to buy me the finest one that Lake Shore Furriers (1350 N. Michigan Ave.) had to offer, once you hit it big and the firm put you on the road selling.

Well, enough of the reminiscences. Glad to hear that you've hit it big on this trip and sold Apex a gross or carload or whatever more than expected. I hope the extra commission will help buy that high priced golf cart you keep insisting you need.

With love,
Flo

Dear Uncle Ogin and Aunt Mildred,

How are you? I am fine and learning many new things in school. Like did you know the kids have a regular graduation and get presents and everything at the end of the sixth grade cause there going into junior high school? I just learned that, too.

In 2 weeks I will end the sixth grade. I already got a swell transister radio from Uncle Harold and Aunt Wanda for my graduation. I don't know what else I'll get. Probly nothing cause most people don't even know your suposed to give presents to kids when they end the sixth grade.

Love,
Wilmont

NOTICE--CO-WORKERS IN SECRETARIAL POOL

Desperately need bassinet, bottle warmer and all other essential items for blessed event expected late next month. Willing to pay as much as I can scrape together despite hardship involved with husband out of work. Call me at home (097-0215) after 6 P.M. Any evening is OK since I'll just be sitting around and have no important social events like Baby Showers scheduled.

Rita Vitsman

S

Dearest Harold,

How are things in Vietnam? I think about you constantly and can hardly wait to see you in 1971. Mom just hollered upstairs and said to tell you hello. She also hollered up and asked what I want for my birthday which is four weeks from today. I hollered back that a jade carving, an embroidered genuine silk robe or anything in Oriental ivory jewelry would be lovely. She hollered back that no store here in Muncie sell those things and a person probably would have to shop on the black market in Saigon to find out what I really want. Ha-Ha.

Must dash as I have a date to play tennis with little Dorothy.

Yours for always,
Selma

For all you clods who just can't wait to fly the coop and make it on your own, MAD

You Know You're REALLY

You Know You're REALLY ON YOUR OWN When ...



... you finally have a groovy pad all to yourself, and there's nobody to wait up and let you into it when you forget your key.

You Know You're REALLY ON YOUR OWN When ...



... Mom no longer throws out your valuable papers when she tidies up your room ... but you still can't find them because Mom no longer tidies up your room.

You Know You're REALLY
ON YOUR OWN When ...



... you have to spend the night sitting in the bus station because there's a mouse in your room.

You Know You're REALLY
ON YOUR OWN When ...



... you skip past "Record Players" in the trading stamp catalogue to see how many books you need for a Carpet Sweeper.

You Know You're REALLY
ON YOUR OWN When ...



... you're free to hang on the phone for hours, talking to girls ... only now you can't afford a telephone.

You Know You're REALLY ON YOUR OWN When ...



... there's no one to tell you what time you have to get home from a date, and no one to call when you can't get home at all.

You Know You're REALLY ON YOUR OWN When ...



... you don't have to worry about being asked to show your I.D. card any more, mostly because you can never afford to go into places where you need one.

tells you what it's like. Mainly...



ON YOUR OWN When...

You Know You're REALLY
ON YOUR OWN When ...



... you use a marking pen for an eyeliner.

You Know You're REALLY
ON YOUR OWN When ...

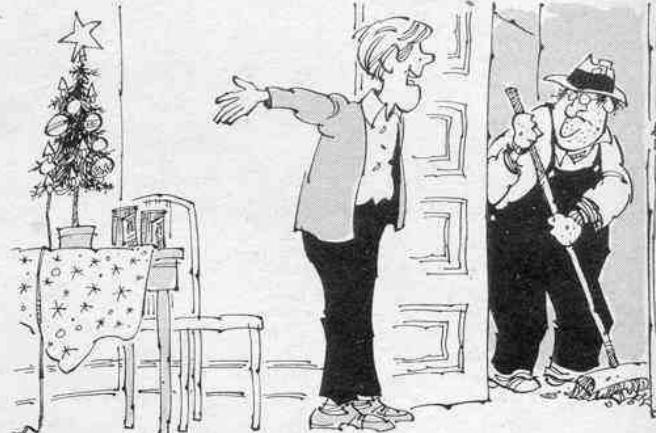


... there's no one to laugh at
your desire to become an actress.

ARTIST: PAUL COKER, JR.

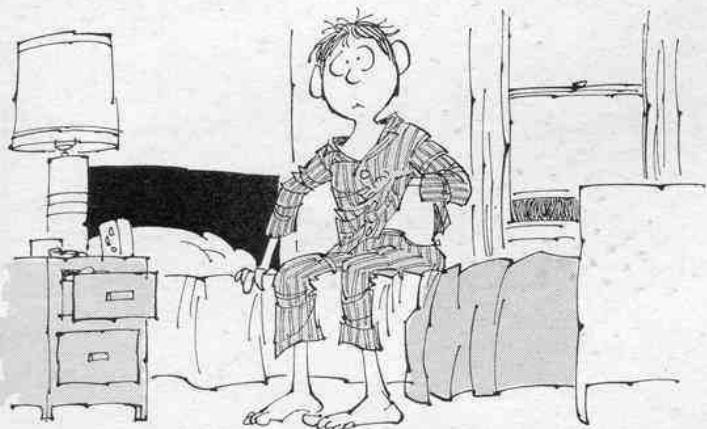
WRITERS: TOM KOCH
& GLORIA L. RICH

You Know You're REALLY ON YOUR OWN When ...



... the closest you can come to an old fashioned family
Christmas is inviting the Janitor in for a can of beer.

You Know You're REALLY ON YOUR OWN When ...



... you awaken in the middle of the night with a mysterious pain
and you realize that you're 985 miles away from your family doctor.

You Know You're REALLY
ON YOUR OWN When ...



... you visit your parents ...
and your old dog barks at you.

You Know You're REALLY
ON YOUR OWN When ...



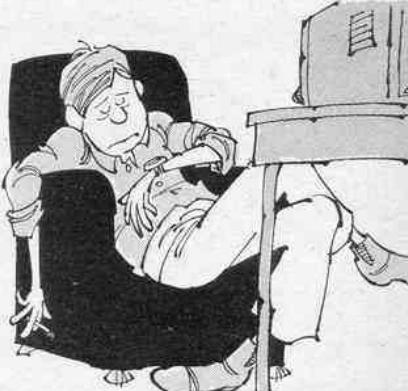
... you pile your dirty laundry on
the bed in the morning, and it's still
there when you come back that night.

You Know You're REALLY
ON YOUR OWN When ...



... you celebrate your birthday by
sticking a lighted candle in a stale
cupcake ... and having a good cry.

You Know You're REALLY
ON YOUR OWN When ...



... you can stay up as late as you
want to ... but you don't want to.

CREDIT RAIDING DEPT.

Have you noticed how, after each successful space mission, more and more companies are running ads claiming credit for their vital contribution to the effort? Well, lately, we've noticed that it's getting a little ridiculous! Sure, manufacturers who are directly responsible for the success of a mission (like those who build component parts

ADS WE CAN LO

General Motors

*is proud to have helped our astronauts travel
the first critical fifty miles...from their
homes to the launching pad!*



We are happy to have supplied the essential components that made it possible for our heroic astronauts to work side by side for an extended period in the cramped quarters of their Apollo space capsule and lunar landing module



THE
Bristol-Myers
Company
makers of
BAN DEODORANT

THE OFFICIAL DEODORANT OF THE
APOLLO SPACE MISSIONS

for the capsules, landing modules and rocket engines) can be justifiably proud. But when a company runs a full page newspaper ad saying how proud it is to have supplied the mattresses for the bunks on the recovery ship, that's going a bit too far! And if we know American Industry, it won't stop there! So here are some MAD predictions of



OK FOR

...AFTER THE NEXT
SUCCESSFUL SPACE MISSION

ARTIST: BOB CLARKE

WRITER: DICK DE BARTOLO

PAN AM

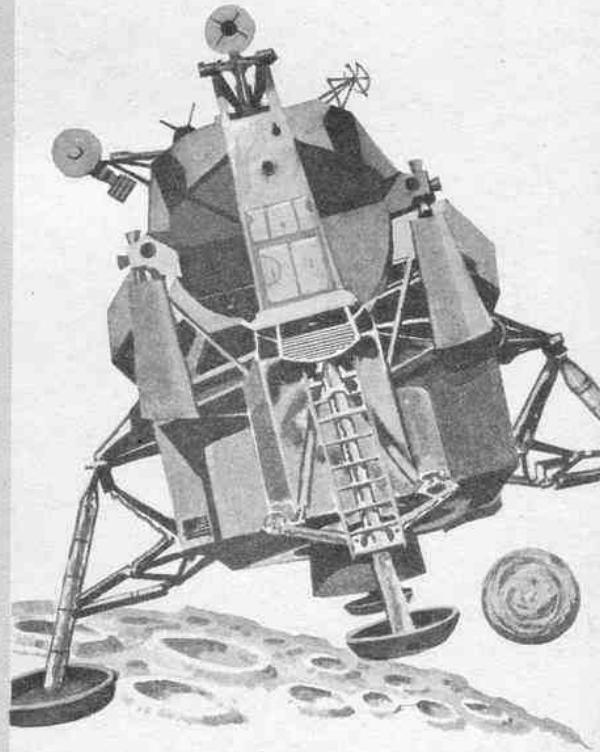
is honored that on their latest successful mission to the moon and back our heroic astronauts chose to fly through the very same sky we fly in.

PAN AM

PAN-AMERICAN WORLD AIRWAYS

Congratulations,
NASA!

Once again, everything
was right on the nose!



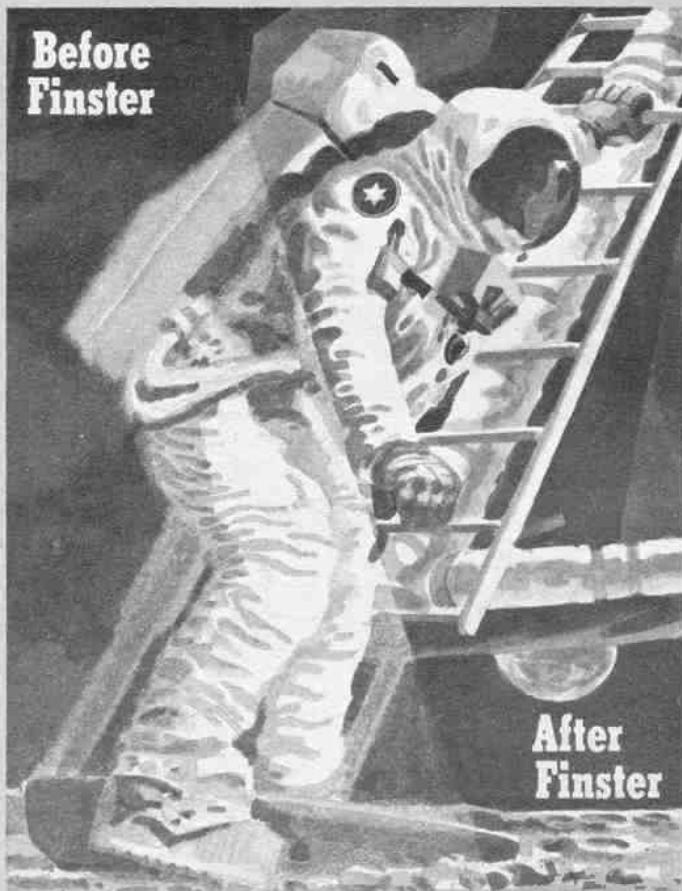
and mission after mission
our great product has always
been right on the nose, too!

KLEENEX
CORPORATION
A Division of Kimberly-Clark, Inc.

**IT WAS AN HONOR TO HAVE HELPED SO MANY DEVOTED
MEN AT MISSION CONTROL KEEP THEIR SYSTEMS "GO"!**



**AMERICAN
STANDARD** BATHROOM FIXTURES
Manufacturers of Space Age "GO" Systems



WE are proud to be part of that elite team of companies like Eastman Kodak, Carl Zeiss, Westinghouse, Hasselblad and other precision optical manufacturers who were responsible for bringing you the finest, clearest, most dramatic pictures of any space mission to date!

FINSTER
LENS TISSUE

ANOTHER FINE PRODUCT FROM THE FINSTER PAPER CO.

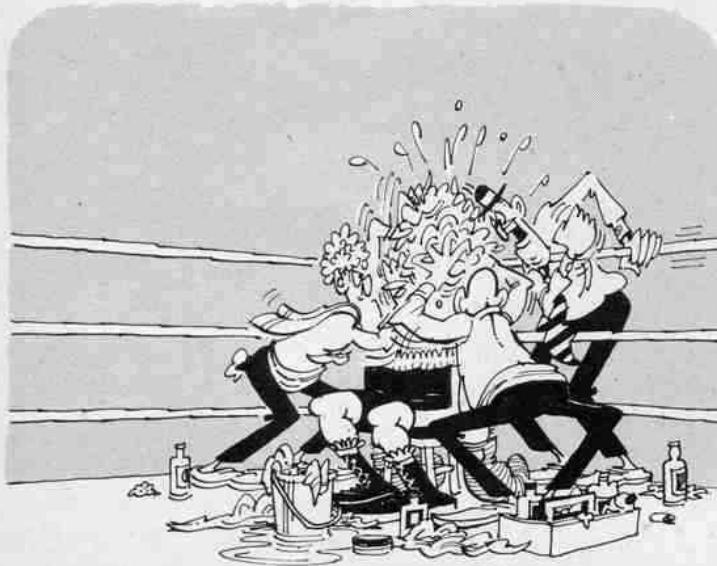
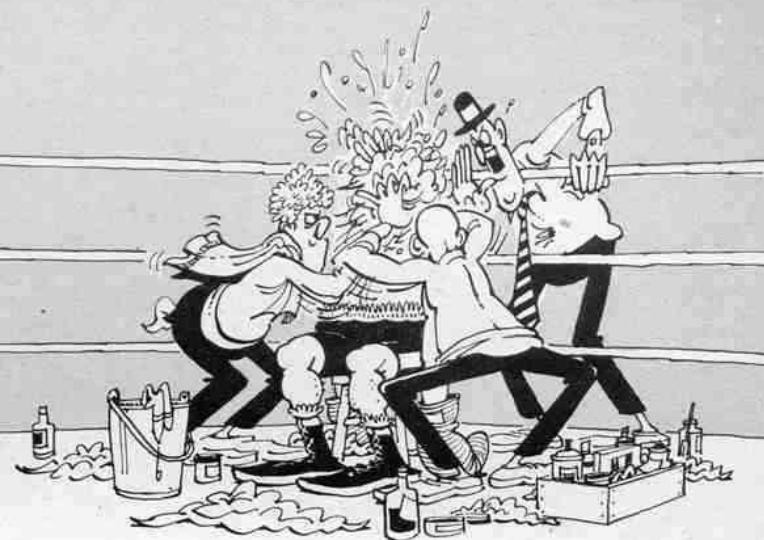
**Congratulations
Apollo
Astronauts!**

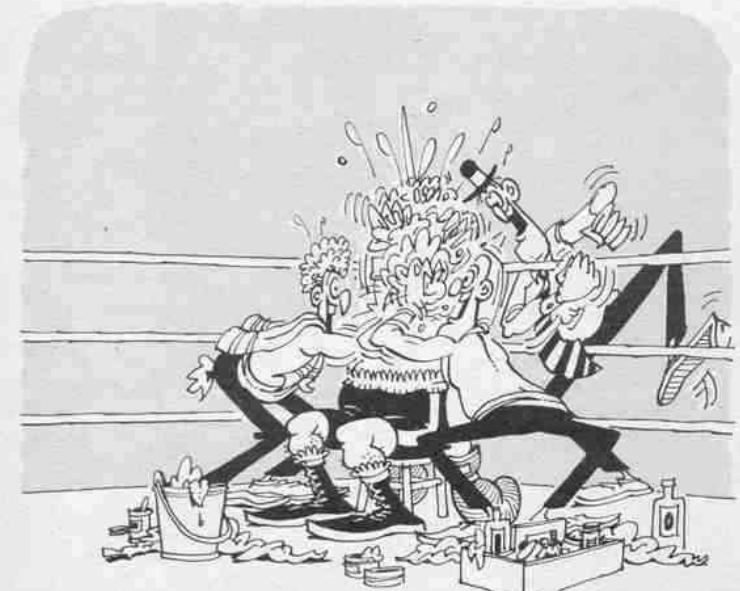
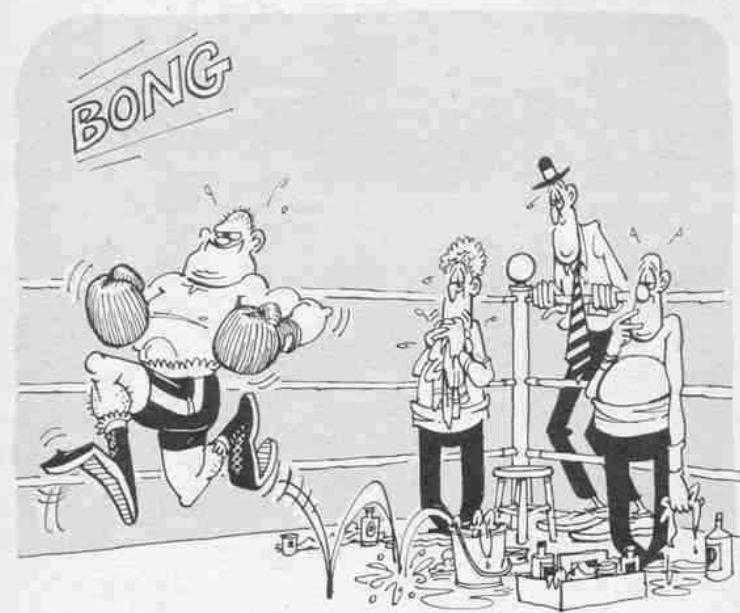
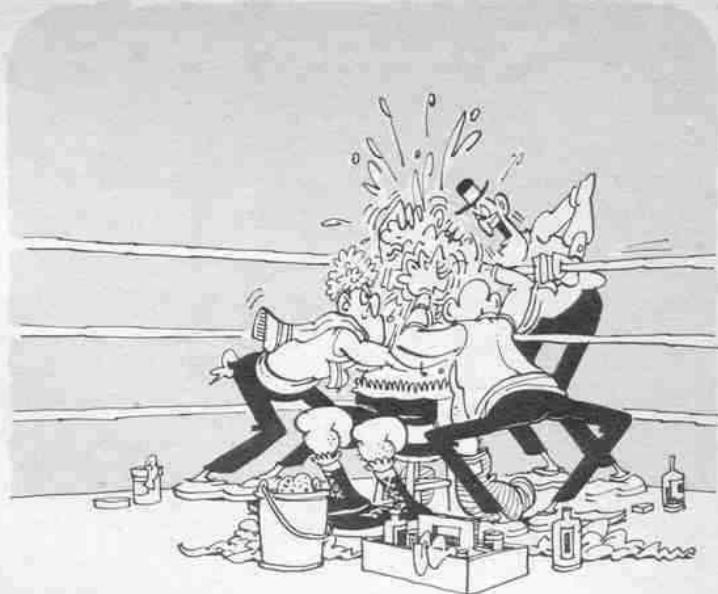
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critical of your
many "Lift Off"
problems!



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ONE NIGHT AT THE FIGHTS



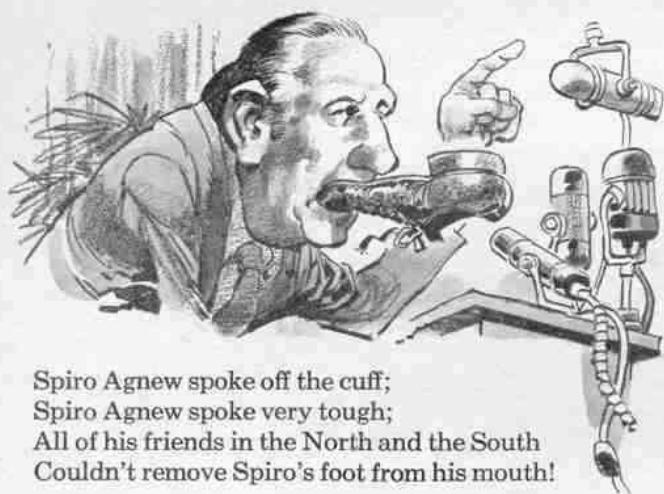


Let's face it. Mother Goose is out of date. Like what five-year-old really cares about Mary and her little lamb, or if Jack Horner really sat in a corner? Kids today are sharp, hip, forward-looking. They want to know about the Big Names of the Present. Let us, then, dedicate ourselves to the education of the Romper Set as we present

MAD'S UP-DATED MODERN DAY MOTHER GOOSE



Spiro Agnew



Spiro Agnew spoke off the cuff;
Spiro Agnew spoke very tough;
All of his friends in the North and the South
Couldn't remove Spiro's foot from his mouth!

Hefner Had A Magazine



Hefner had a magazine,
Which first shocked many folks
With color spreads of half-nude girls
And sort-of-dirty jokes;

But now we're bombed with raunchy filth
And pornographic swill,
Which makes poor Hefner's magazine
Seem more like "Jack and Jill"!

Broadway Joe And Pete Rozelle



Broadway Joe and Pete Rozelle
Resolved to have a scrimmage,
For Pete Rozelle said Broadway Joe
Was spoiling football's image;

Although they had an awful fight
And very nearly parted,
You'll notice that they patched things up
Before the season started!

Pat-A-Cake, Pat-A-Cake, Tiny Tim

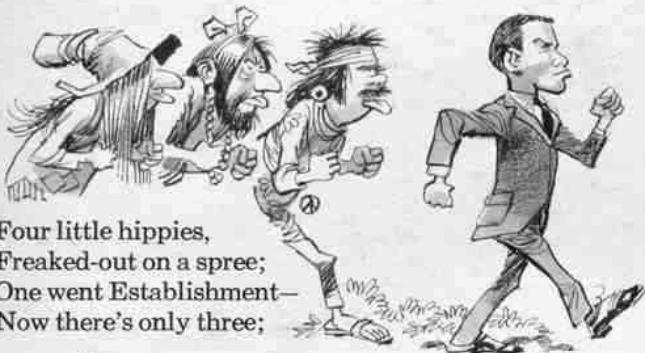


Pat-a-cake, pat-a-cake, Tiny Tim—
Are you a her, or are you a him?
Pat-a-cake, pat-a-cake, we won't guess,
Because, Tiny Tim, we couldn't care less!

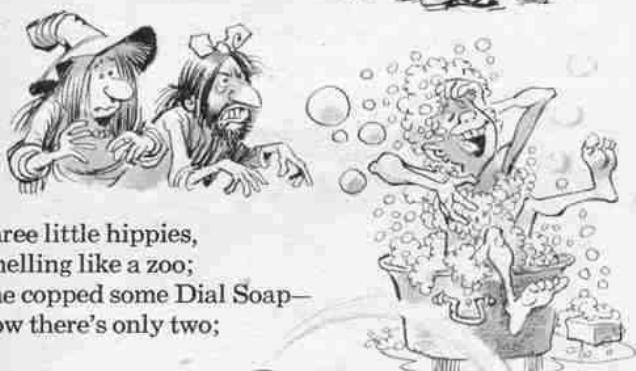
Five Little Hippies



Five little hippies,
Looking for a score;
One smoked some rotten hash—
Now there's only four;



Four little hippies,
Freaked-out on a spree;
One went Establishment—
Now there's only three;



Three little hippies,
Smelling like a zoo;
One copped some Dial Soap—
Now there's only two;



Two little hippies,
Broke and on the run;
One met a Daley cop—
Now there's only one;



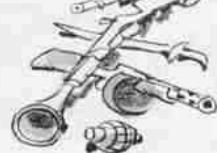
One little hippie,
Zonked as he can be;
He revealed his secret stash—
Now there's 43!

Gamel, Gamel, Bright As A Camel



Gamel, Gamel, bright as a camel,
How does your battle go?
"With burned-out tanks and shattered ranks
And shot-down MIGs all in a row!"

Gamel, Gamel, brain of enamel,
Why do you claim success?
"Despite retreats and huge defeats,
I might as well win in the press!"

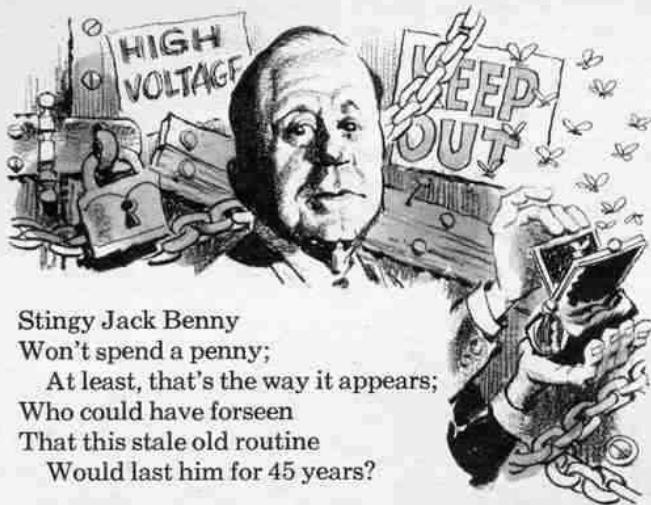


Ringo, Paul, George & John



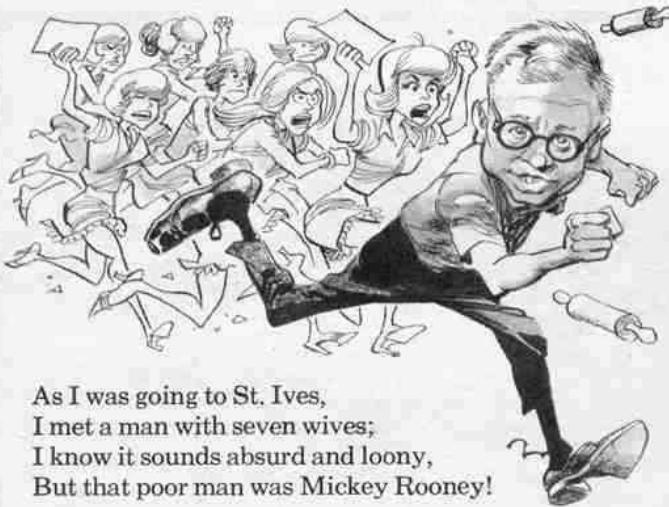
Ringo, Paul, George and John
Played a trick and put us on;
Dropped hints Paul was dead as nails—
And rocketed their record sales!

Stingy Jack Benny



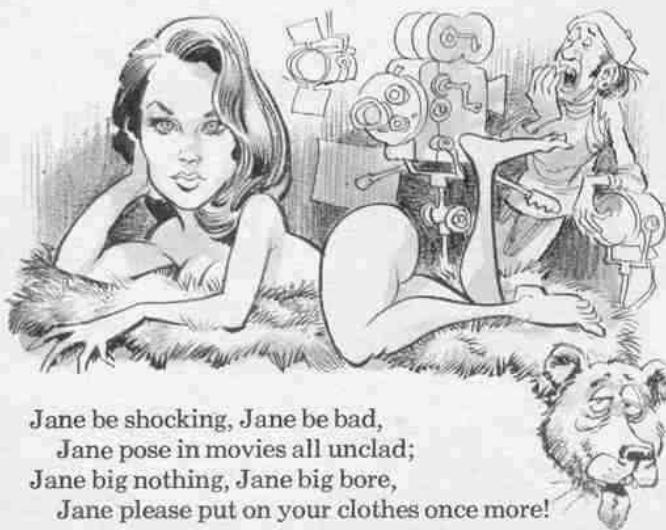
Stingy Jack Benny
Won't spend a penny;
At least, that's the way it appears;
Who could have foreseen
That this stale old routine
Would last him for 45 years?

As I Was Going To St. Ives



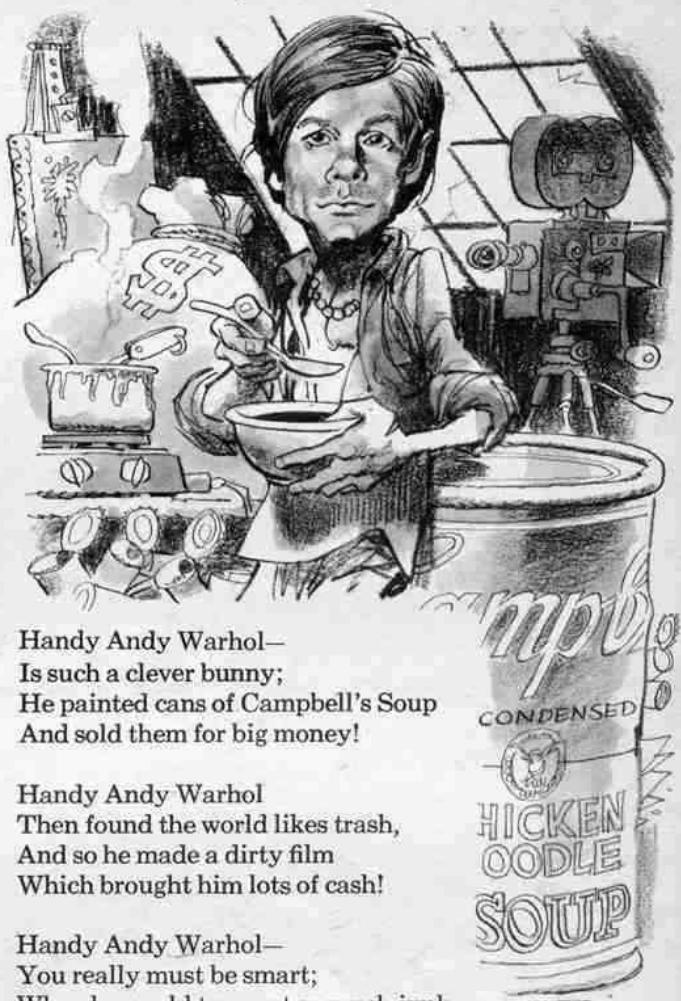
As I was going to St. Ives,
I met a man with seven wives;
I know it sounds absurd and loony,
But that poor man was Mickey Rooney!

Jane Be Naughty, Jane Be Bad



Jane be shocking, Jane be bad,
Jane pose in movies all unclad;
Jane big nothing, Jane big bore,
Jane please put on your clothes once more!

Handy Andy Warhol

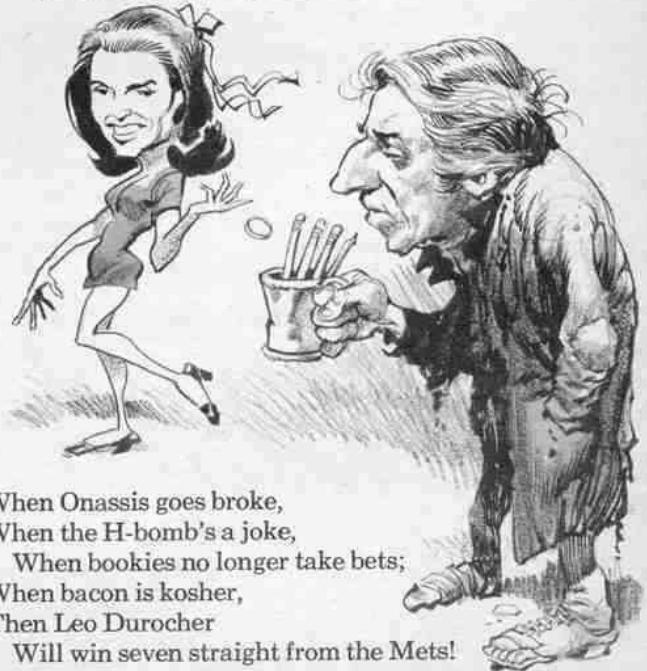


Handy Andy Warhol—
Is such a clever bunny;
He painted cans of Campbell's Soup
And sold them for big money!

Handy Andy Warhol
Then found the world likes trash,
And so he made a dirty film
Which brought him lots of cash!

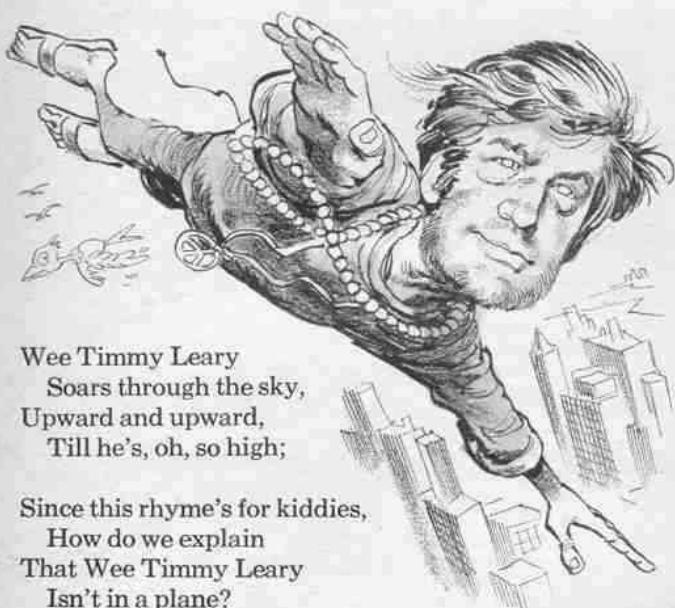
Handy Andy Warhol—
You really must be smart;
Who else could turn out so much junk
And have it hailed as "art"!

When Onassis Goes Broke



When Onassis goes broke,
When the H-bomb's a joke,
When bookies no longer take bets;
When bacon is kosher,
Then Leo Durocher
Will win seven straight from the Mets!

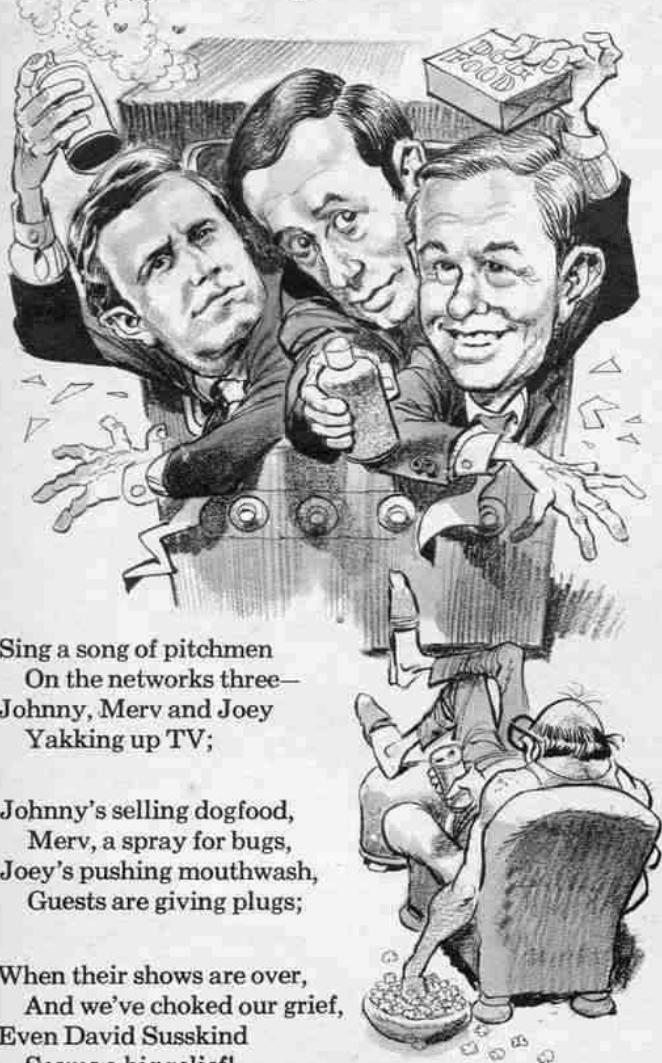
Wee Timmy Leary



Wee Timmy Leary
Soars through the sky,
Upward and upward,
Till he's, oh, so high;

Since this rhyme's for kiddies,
How do we explain
That Wee Timmy Leary
Isn't in a plane?

Sing A Song Of Pitchmen



Sing a song of pitchmen
On the networks three—
Johnny, Merv and Joey
Yakking up TV;

Johnny's selling dogfood,
Merv, a spray for bugs,
Joey's pushing mouthwash,
Guests are giving plugs;

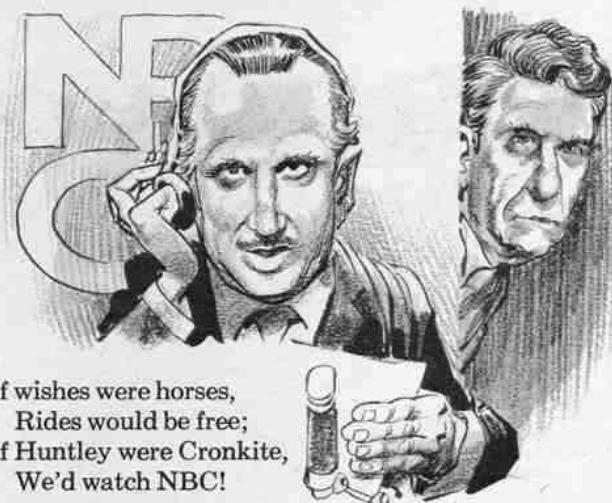
When their shows are over,
And we've choked our grief,
Even David Susskind
Seems a big relief!

Warren Beatty Had A Sweetie



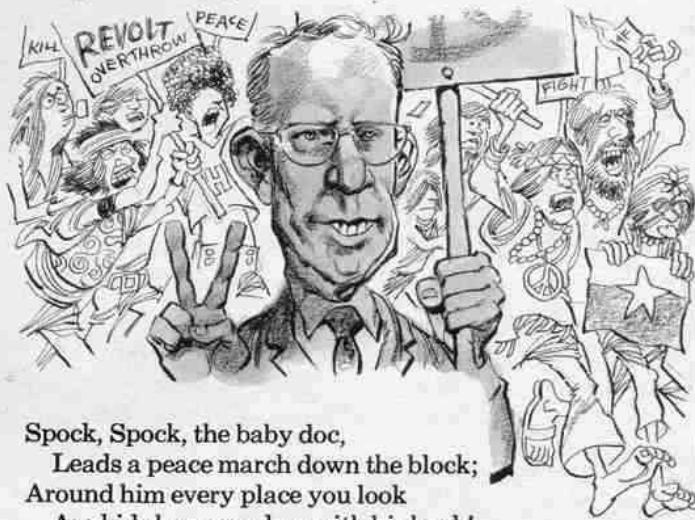
Warren Beatty
Had a sweetie,
Dazzled and bewitched her;
Warren Beatty
Kept his sweetie,
For a week, then ditched her!
(Repeat 81 times!)

If Wishes Were Horses



If wishes were horses,
Rides would be free;
If Huntley were Cronkite,
We'd watch NBC!

Spock, Spock, The Baby Doc



Spock, Spock, the baby doc,
Leads a peace march down the block;
Around him every place you look
Are kids he messed up with his book!

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- Fighting MAD
- The MAD Frontier
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- Raving MAD
- Boiling MAD
- Questionable MAD
- Howling MAD
- The Indigestible MAD
- Burning MAD
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- AL JAFFEE's Snappy Answers
- "Viva MAD"!
- MAD for Better or Verse

WHAT OFFENSIVE
ANIMAL WOULD
MANY AMERICANS
LIKE TO SEE
BECOME EXTINCT?

HERE WE GO WITH ANOTHER RIDICULOUS

MAD FOLD-IN

Conservationists are constantly screaming about one or another species of American fauna that is threatened with extinction. But one such creature is fast disappearing and few people seem to care. To find out what animal this is, fold in page as shown.



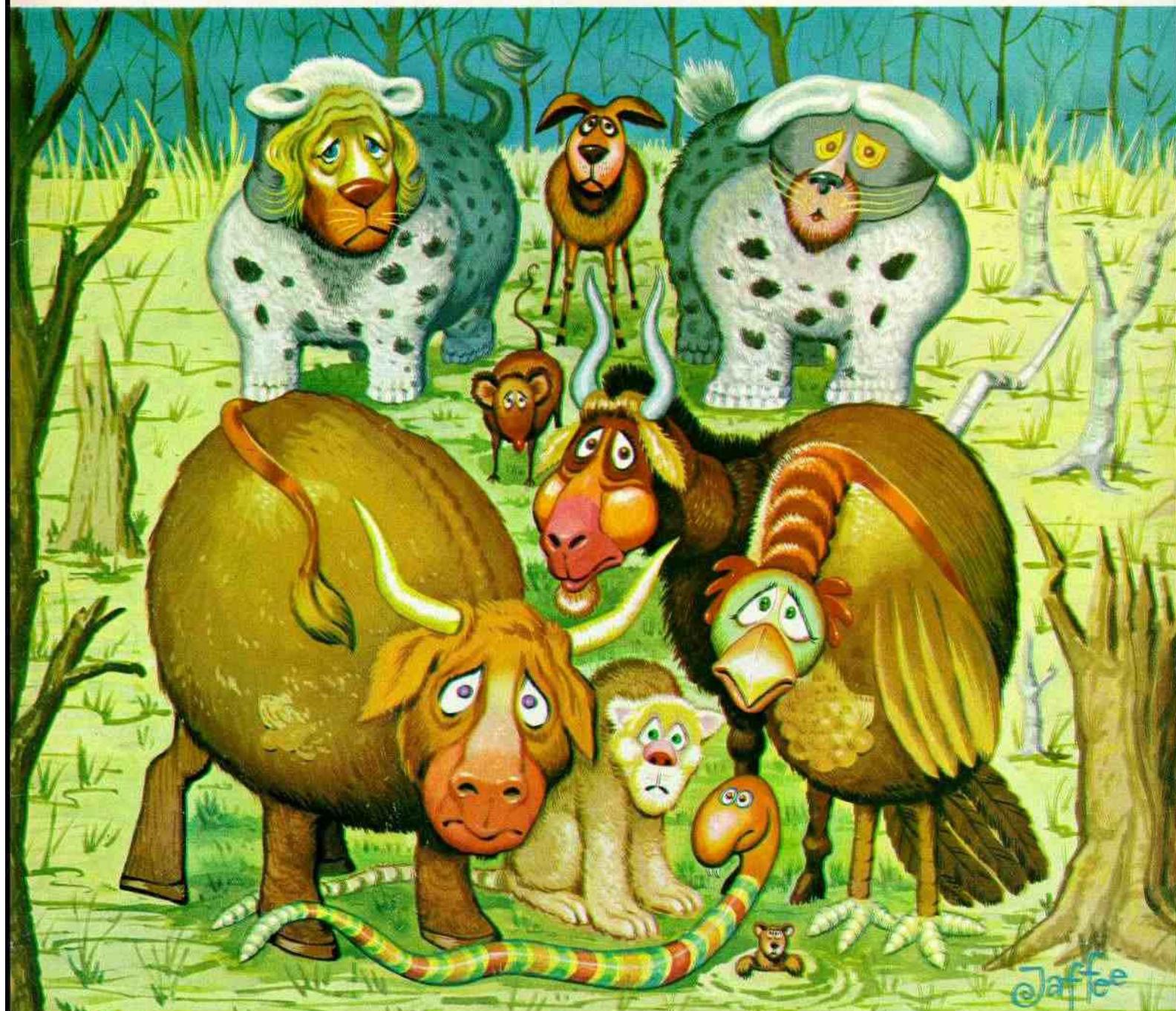
FOLD PAGE OVER LIKE THIS!

A ▶

FOLD THIS SECTION OVER LEFT

◀ B

FOLD BACK SO "A" MEETS "B"



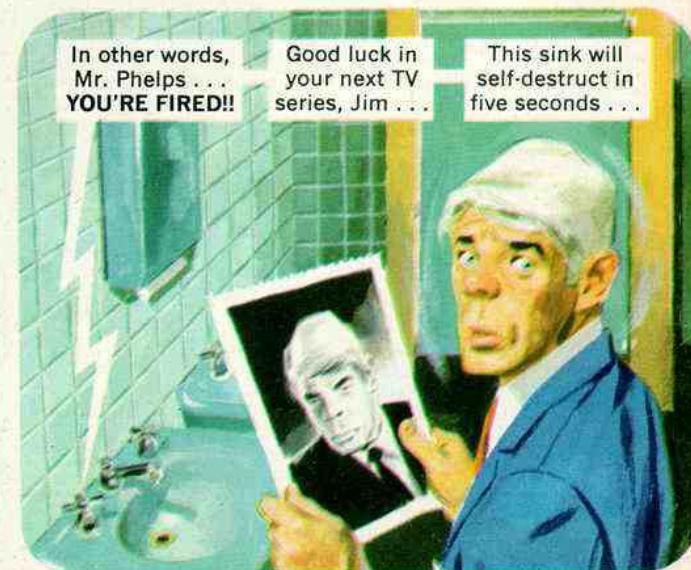
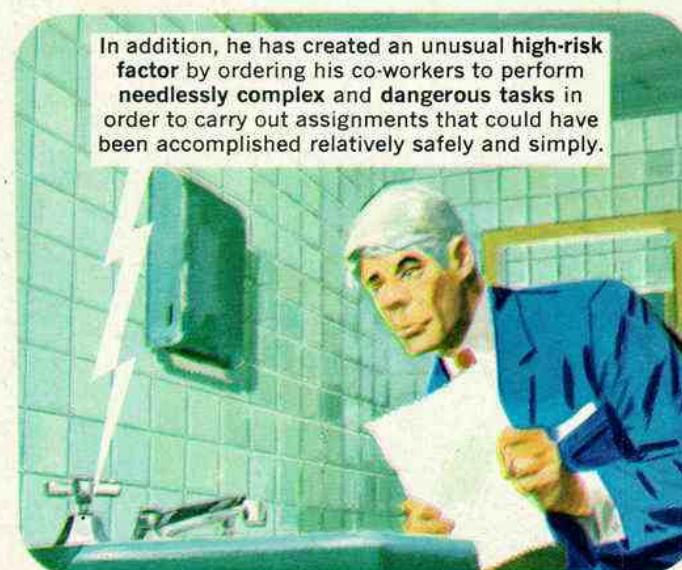
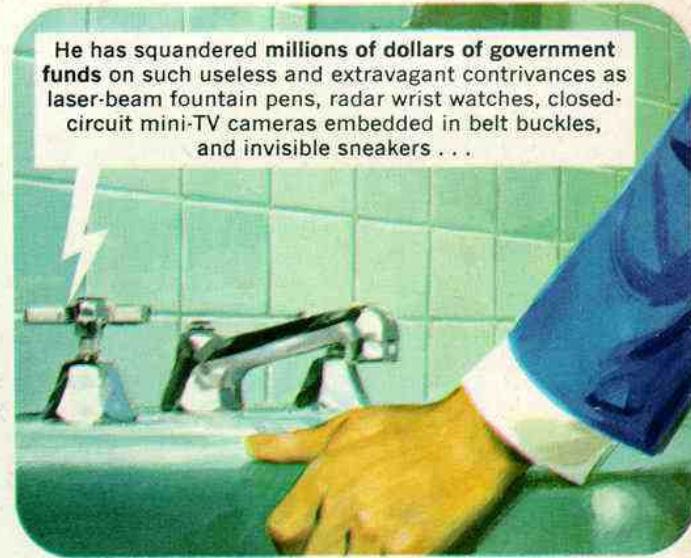
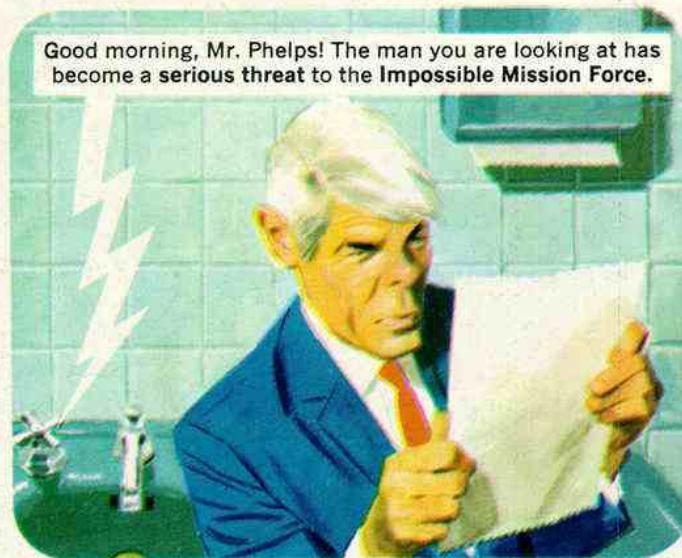
ARTIST & WRITER:
AL JAFFEE

THOUGHTFUL PEOPLE ALL THROUGH THE U.S.A. DEPLORE
WANTON DESTRUCTION OF ANIMAL LIFE. BUT IF EVER
HAVOC BEFELL THIS HATED PEST, THEY WOULDN'T SQUAWK

A ▶

◀ B

A **TV** SCENE WE'D LIKE TO SEE



In addition, he has created an unusual high-risk factor by ordering his co-workers to perform needlessly complex and dangerous tasks in order to carry out assignments that could have been accomplished relatively safely and simply.

In other words,
Mr. Phelps . . .
YOU'RE FIRED!!

Good luck in
your next TV
series, Jim . . .

This sink will
self-destruct in
five seconds . . .