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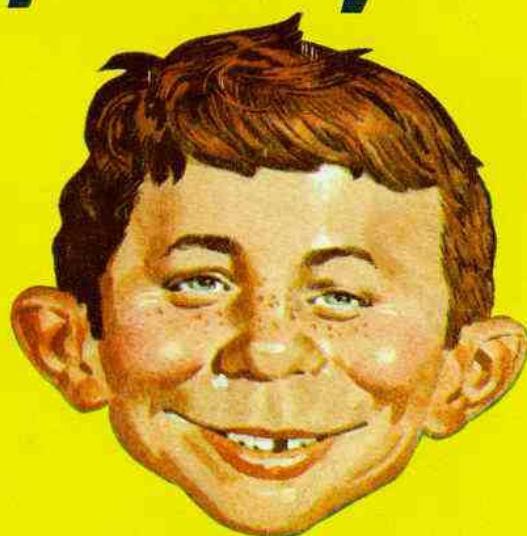
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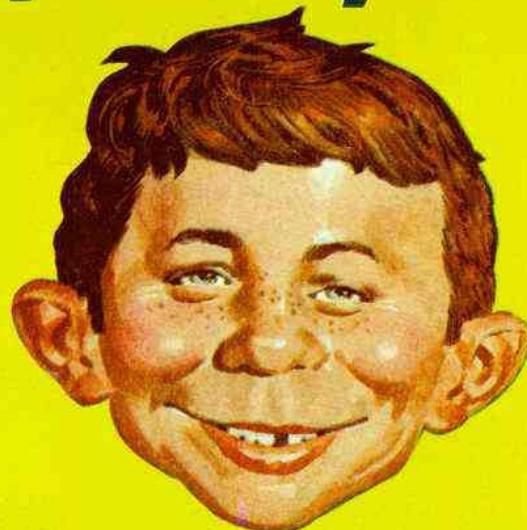
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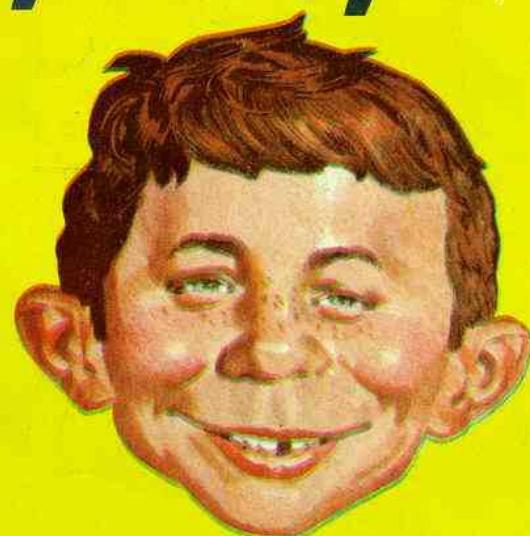
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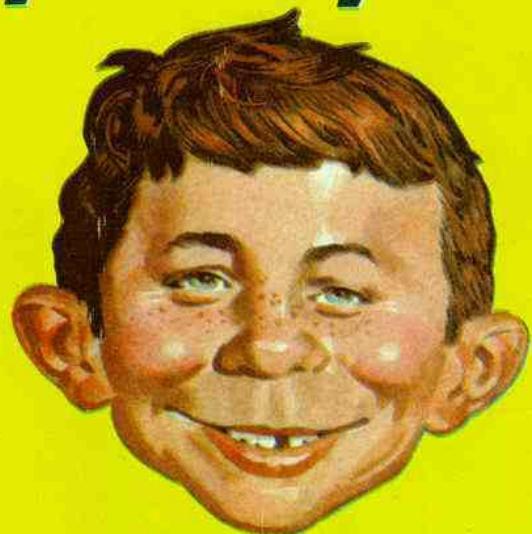
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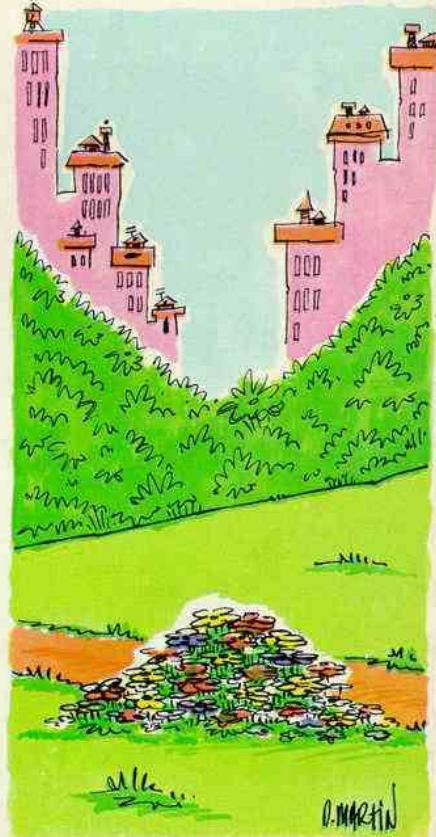
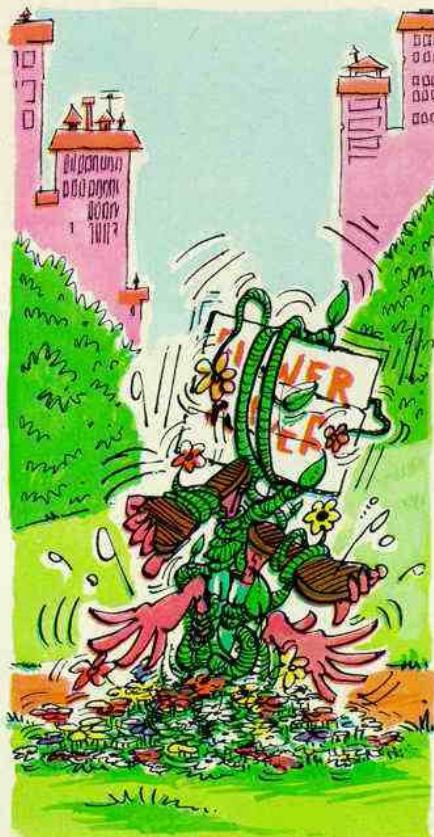
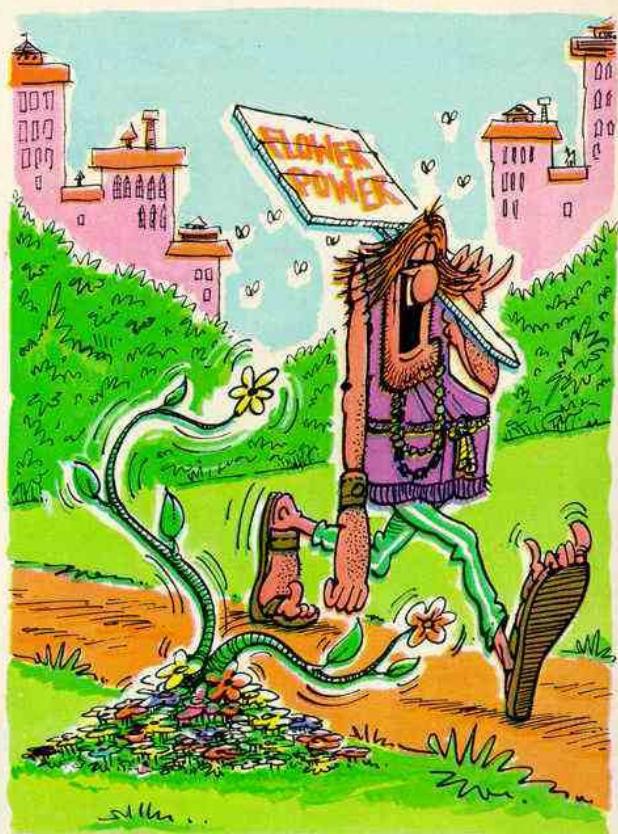
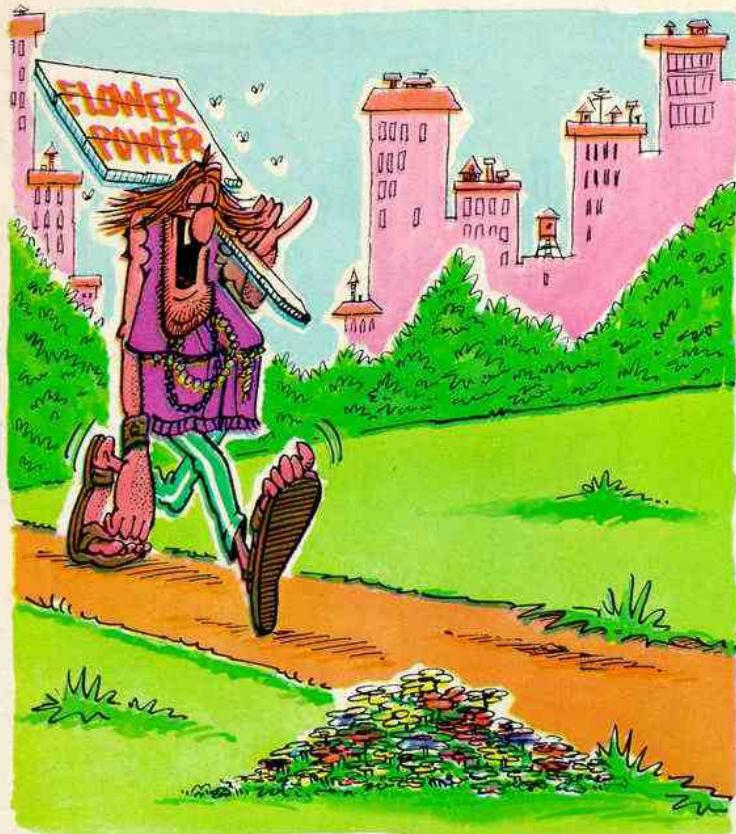
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# ONE DAY IN THE PARK



# MAD

"Raising children is like taking pictures: You never know how they'll come out!"—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 *law suits*

GLORIA ORLANDO, CELIA MORELLI, JOAN ZECCA,

CURTIS ANDERSON *subscriptions*

CONTRIBUTING ARTISTS AND WRITERS

*the usual gang of idiots*

## DEPARTMENTS

### AD-VENTURE DEPARTMENT

More Effective Advertising Spaces ..... 38

### AWARD TO THE WISE-GUYS DEPARTMENT

MAD's Academy Awards For World Celebrities ..... 26

### BERG'S-EYE VIEW DEPARTMENT

The Lighter Side Of High School Football ..... 18

### BORN FREEBIE DEPARTMENT

Free-Loader Magazine ..... 33

### DON MARTIN DEPARTMENT

One Evening At The Health Club ..... 29

On The Set ..... 40

### HANG ON, SNOOPY DEPARTMENT

Adventures Of The Red Baron ..... 4

### HEM AND HAW-HAW DEPARTMENT

Mad About Fashion Fads ..... 23

### INSIDE-OUCH! DEPARTMENT

A MAD Peek Behind The Scenes At A Garage ..... 30

### JOKE AND DAGGER DEPARTMENT

Spy vs. Spy ..... 32

### KNIGHT-SHTICK DEPARTMENT

Can A Lot (An Up-Dated MAD Musical Satire) ..... 7

### LETTERS DEPARTMENT

Random Samplings Of Reader Mail ..... 2

### MARGINAL THINKING DEPARTMENT

Drawn-Out Dramas By Sergio Aragonés ..... \*\*

### ROUND TRIP DEPARTMENT

A Psychedelic Diary ..... 24

### SCREAM GEMS DEPARTMENT

MAD's Home Movies ..... 14

### THREE FOR THE FUNNY DEPARTMENT

MAD Mini-Vision (Three TV Satires) ..... 41

"Jugg For The Defense" ..... 42

"Mannech" ..... 44

"It Takes A Crook" ..... 46

\*\*Various Places Around The Magazine

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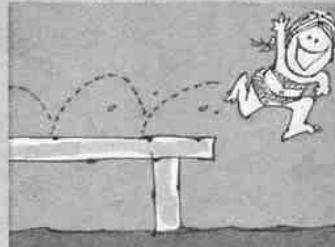
## VITAL FEATURES

ADVENTURES  
OF THE  
RED  
BARON  
Pg. 4



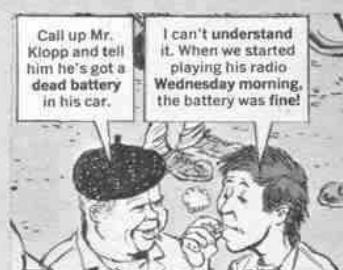
CAN A LOT  
(AN UP-DATED  
MAD MUSICAL  
SATIRE)  
Pg. 7

SCENES  
FROM  
HOME  
MOVIES  
Pg. 14



THE LIGHTER  
SIDE OF  
HIGH SCHOOL  
FOOTBALL  
Pg. 18

A MAD PEEK  
BEHIND THE  
SCENES AT  
A GARAGE  
Pg. 30



Call up Mr.  
Klopp and tell  
him he's got a  
dead battery  
in his car.  
  
I can't understand  
it. When we started  
playing his radio  
Wednesday morning,  
the battery was fine!



MAD  
MINI-VISION  
(THREE TV  
SATIRES)  
Pg. 41

## LETTERS DEPT.



### SIK-TEEN MAGAZINE

In your frank and realistic satire of a typical teenager "pop" magazine ("Sik-Teen"—MAD #121), you make the observation through a letter in the Editor's Column that Negroes are never featured in these mags. The reason is obvious: The mass of these mags' readers are girls between 11 and 14. At that age, unless they themselves are Negro, girls simply are not interested in rhythm and blues and jazz performers. They prefer long-haired idols who employ hippie gimmicks, psychedelic lights, and punctuate their performances with wild, obscene dancing. I can't think of a good Negro group that employs such infantile things.

J. L.  
Rochester, Pa.

Your satire of "16 Magazine" was in very bad taste. The way you loused up a GREAT teenage mag was utterly distasteful. And the way you made sick fun of some great stars was more than I could stand.

Katy Seyle  
"A 16 Reader and proud of it!"  
Santa Cruz, Calif.

It's about time someone cut down on those silly, pointless Teeny-Bopper magazines! Keep up the good work!

Bob Clifford  
Neenah, Wisc.

During a recent visit to New York, I stopped in to see Gloria Stavers at "16 Magazine" and inadvertently... well, deliberately... brought along a copy of MAD containing your "Sik-Teen" parody. As you can see by the photo, the article put Gloria into a mild state of shock.

Brendon Boone  
"Garrison's Gorillas"  
Hollywood, Calif.

You should see the state of shock we're in from doing the research for it!—Ed.



Your "Sik-Teen Magazine" made me sick! It was poorly thrown together, the gossip was made up, the letters were obviously faked, the products grossly overpriced, and the contests no doubt rigged. It was, in fact, just the same as any "real" Teenage Fan Magazine, and I laughed all the way through it!

Lee Ray  
Superior, Nebr.

We'd like to point out a mistake in your "Sik-Teen" article where a pair of personally initialed adenoids from Davy Jones's throat were offered as a prize. Anatomically, the initials depicted were on the uvula. However, we will accept one uvula in place of the pair of adenoids.

The Student Nurses  
Memorial Hospital  
Springfield, Ill.



Adenoids?

Your "Sik-Teen" parody of "16" was not funny at all. The whole thing should have been thrown out before it reached the presses! I hope that your idea of humor improves its quality, or else you'll lose many MAD readers.

Tracy B. Suppe  
A "16" Reader  
Dunellen, N. J.

I could never put into words how much I enjoyed "Sik-Teen". It was hilariously funny and deliciously sickening and it portrayed beautifully the silly junk us teenage nuts are reading today.

Suzanne Paquin  
Woonsocket, R. I.

Your satire, "Sik-Teen" was dull, boring and tasteless. The magazine you were satirizing, "16", is a lot funnier!

B. Barber  
Alliance, Ohio

I am very proud of MAD for printing (and whoever wrote it for writing) "Sik-Teen Magazine". Keep up the nauseatingly delightful work. I am thoroughly convinced that you and your staff are rare voices crying out for sanity in a "mad" world.

Carol Mihelich  
Seattle, Wash.

Who WROTE that ridiculous "Sik-Teen Magazine" in your latest issue?

Larry Siegel  
New York City

YOU did, idiot! (Our apologies for not including Larry Siegel's byline.)—Ed.

### THE FLYING NUT

Congratulations on your fine piece of satire, "The Flying Nut". The title alone was a stroke of genius in itself, and the rest of the article carried out the theme beautifully. I was raised a Catholic and I find that articles like this and "The Ten Commandments — Revisited" and "A Psalm for A Sabbath Morning" very very rewarding and meaningful.

John F. Martin, Sgt. USMC  
"Leatherneck Magazine"  
Washington, D.C.

As a long-time Catholic, allow me to thank you for "The Flying Nut" satire. It is about time someone struck out against the big business of "religious entertainment". By putting a torch to such trivia you have shown great courage.

Charles J. Leerhsen  
Bronx, N. Y.

After reading "The Flying Nut" I am very disgusted with the whole magazine. I think the article was in poor taste—making a sick satire out of the best TV show on the air and the best TV star in the whole world. Altogether, I thought it was the most dim-witted, cement-headed, disgusting thing anyone could do!

Minda Larson  
Evanston, Ill.

Congrats for showing how commercialization of the American contempt for religion has led to something which is in very poor taste.

Judith Martin  
New Orleans, La.

Your satire of "The Flying Nut" hit so hard that I did not dare laugh! To do so would have violated the solemnity of the occasion. Great work!

Larry Green  
Mayfield, Ky.

### SANDLOT BASEBALL

I am supremely happy that someone finally had the courage to expose Sandlot Baseball for what it really is: pure fun... as opposed to that organization of male adults trying to work out their own feelings of inadequacy through their kids: Little League Baseball!

Philip M. Rosoff  
Philadelphia, Pa.

What's going on? "Sandlot Baseball" made sense!

Tommy Nestor  
Astoria, N. Y.

"A Nostalgic Look At Sandlot Baseball" was a riot...mostly because it's still played the same way!

Claudia Milesky  
Harrison, Ohio

"Sandlot Baseball" was a Grandslammer!

Tom Doyle  
River Edge, N. J.

#### VALLEY OF THE DOLLARS

You truly deserve a medal for your hysterical "Valley Of The Dollars". After reading the novel and seeing the film, I agree completely with your suggestion for a final resting place for authors who keep writing such vacuous garbage.

Dan Forbes  
Lincoln Park, Mich.

How you could do such an awful satire of "Valley Of The Dolls" is beyond me. It was a superbly acted, well written and directed motion picture. You guys are really MAD!

Diane Pruitt  
Nashville, Tenn.

The picture (as well as its papyrusaceous predecessor) was utterly without redeeming social value and your expose was deserved and hard hitting. Keep up the good work.

Danny Susott  
Hampton, Va.

"Valley Of The Dollars" was senseless, tasteless and humorless! In fact, it was exactly like the movie!

Tom Sleeper  
Phoenix, Ariz.

#### EVERYDAY PSYCHEDELIC FUN

Hey, gang! You left out the worst one: MAD...a euphoric drug in widespread use, producing a pleasant mindless state. Users can be easily identified by their idiotic facial expressions and a very low level of intelligence. MAD is extremely harmful even in small dosages, leading to rapid softening of the brain. However, use of this tasteless drug does not constitute a serious problem, since those attracted to it are usually on the lunatic fringe and in hopeless condition to begin with.

Al Tucher  
Somerville, N. J.

Thanks for so cleverly pointing out in your "Everyday Varieties of Psychedelic Fun" that we have much more to worry about than the people who send their own minds where they want to go...mainly the people who send other people's minds (and bodies) where they do not want to go. Your satire gets more bitter and pointed all the time.

George Baral  
Dept. of Chemistry  
The University of Chicago

#### LEGAL ADVICE

Could you tell me how many lawsuits you must handle a year?

Ray Meany  
Pennsauken, N. J.

All of them!—Ed.

Please address all correspondence to:  
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ARTIST: PAUL COKER, JR.

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You'll get a much better "high" just staring at a full-color portrait of Alfred E. Neuman, MAD's "What—Me Worry?" kid. So stop "smoking" and start "staring" today. Put a portrait in every room in your house. They cost 25¢ for 1, 50¢ for 3, \$1.00 for 9, and (just in case you live in a mansion) \$2.00 for 27. Mail money to: MAD, 485 MADison Avenue, New York, N.Y. 10022



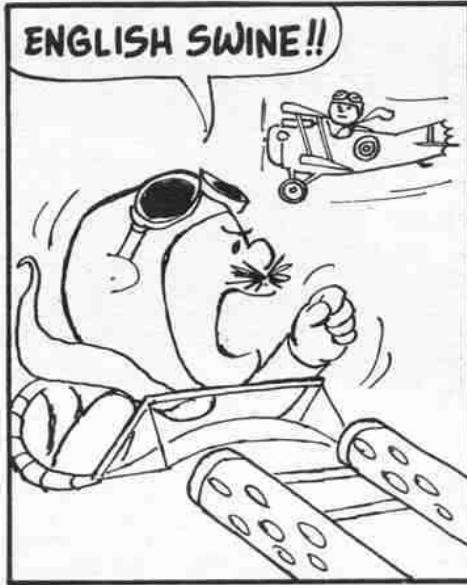
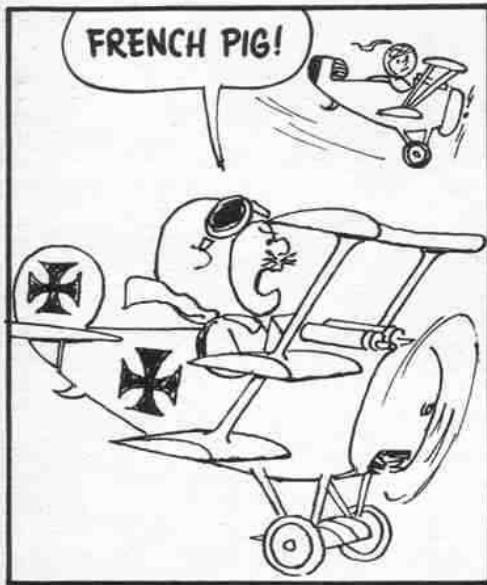
HANG ON, SNOOPY! DEPT.

Just as there are two sides to every war, so are there two sides to every Comic Strip. Ever since Snoopy (of "Peanuts") started telling us about his run-ins with The Red Baron, we've wondered about The Red Baron's version of this historic struggle. Well, now the story can be told! Recently,

# Adventures Of OR "Happiness Ist Ein"

ARTIST: JACK RICKARD

## THE RED BARON

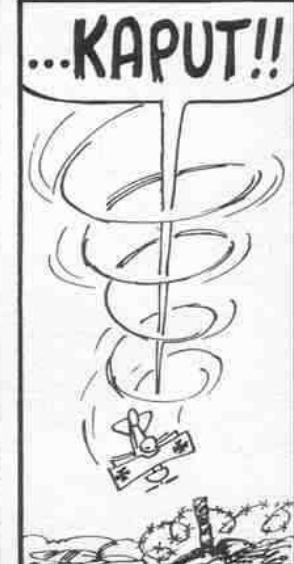


by CARL SCHULTZ

## THE RED BARON



by CARL SCHULTZ

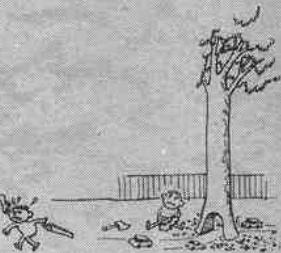


MAD's Research Staff returned from Europe with several installments of a German Comic Strip he uncovered while perusing early 1918 copies of the Hamburg Post-Dispatch. And so, for the first time in the United States, here is the other side of the story . . . mainly the hitherto unpublished . . .

# The Red Baron

## Kleine Kaput Beagle"

WRITERS: FRANK JACOBS & BOB MUCCIO



### THE RED BARON

by CARL SCHULTZ



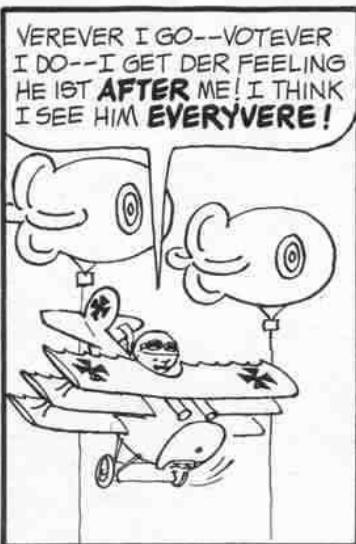
### THE RED BARON

by CARL SCHULTZ



## THE RED BARON

by CARL SCHULTZ



## THE RED BARON

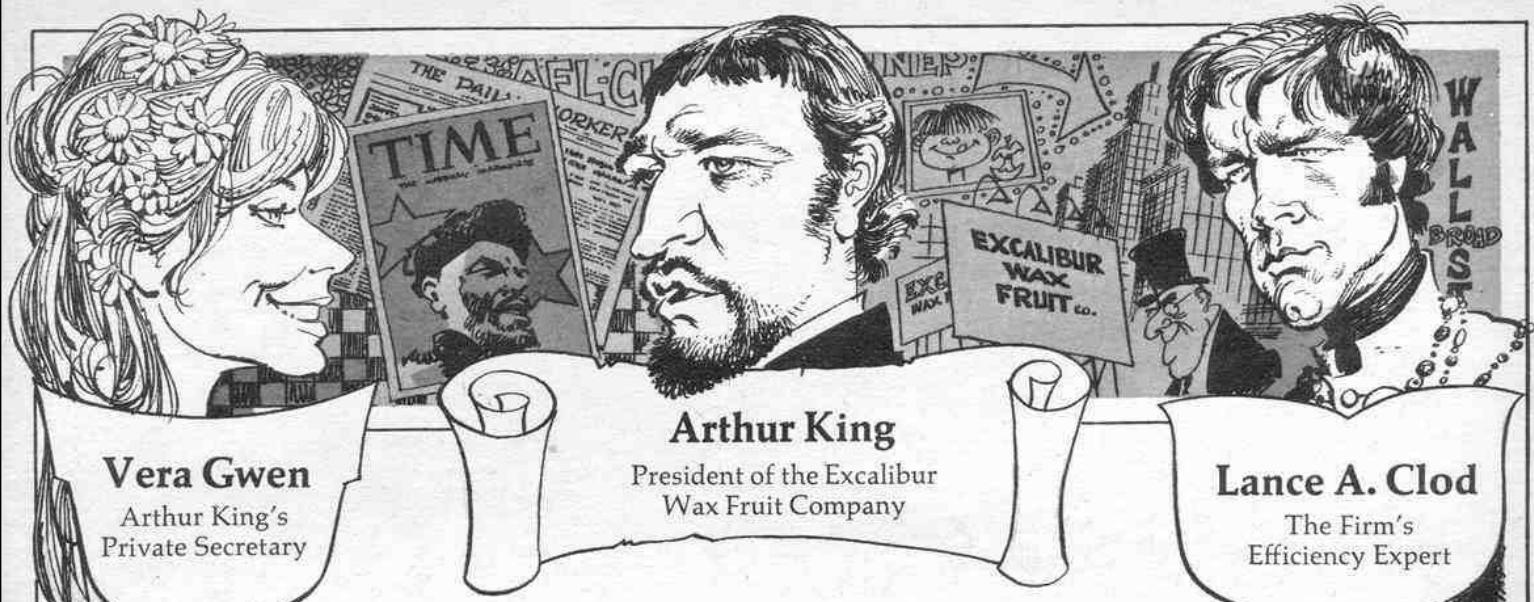
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## THE RED BARON

by CARL SCHULTZ





# Vera Gwen

Arthur King's  
Private Secretary

Arthur King

President of the Excalibur  
Wax Fruit Company

## Lance A. Clod

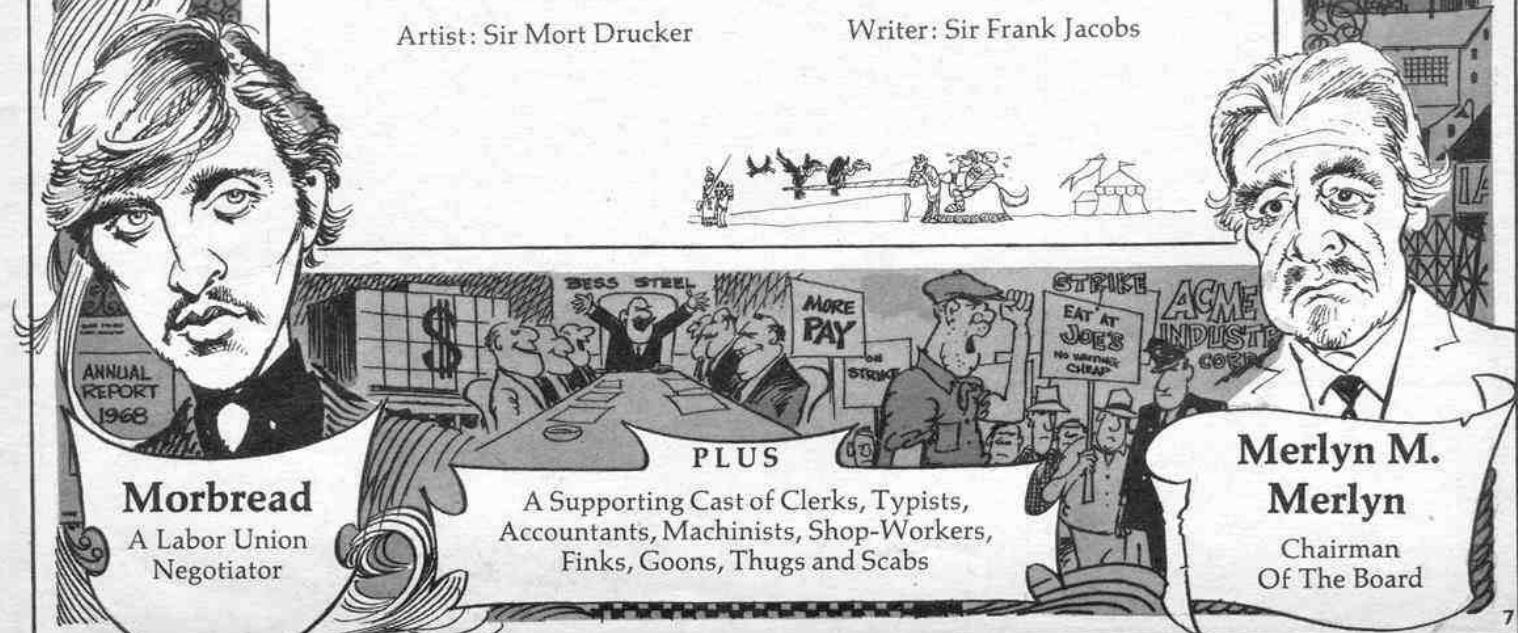
## **KNIGHT-SHTICK DEPT.**

**A**LL OVER the country, audiences are streaming out of theatres raving about "Camelot." Unfortunately, they're streaming out long before the film is over, and what they're raving can't be printed here. Now why is "Camelot" such a bomb? Maybe it's because its story seems too unreal and old-fashioned. Who cares about a bunch of knights fighting each other when today we can watch the real-life vicious struggle between management and labor? Maybe that's it. Maybe all the film needs is some updating, a slight twist in the plot, and some changes in the characters. If so, we might just end up with a musical called

# CANALOT

Artist: Sir Mort Drucker

Writer: Sir Frank Jacobs



## ACT ONE, SCENE ONE: The Office of Arthur King

Just look at the charts, Merlyn! Orders up! Sales up! Wages down! I tell you, it's a glorious year for Excalibur Wax Fruit!

Don't count your profits yet, Arthur! I've heard the men are forming a union! We're going to have to bargain with them, and unions can be mighty tough!

Bah! You make it sound like the union has all the power and the company has none! I wish I knew what the other corporations are doing . . .



A song cue if I ever heard one!

\* I wonder what big firms Are paying today? What salaries are big firms Outlaying today?

How goes it at GE, At Ford and RCA? I wonder what the terms Are up to today?



How go negotiations At gigantic corporations? Are they happy with the contracts that they've got?

Well, I'll tell you what big firms Are paying today— A lot! A lot!

You mean that a firm as big as Boeing Meets with a union full well knowing They'll never win against the union's might?

Right!



A firm so immense as Lever Brothers Runs for the hills like all the others Each time a union puts them under stress?

Yes!



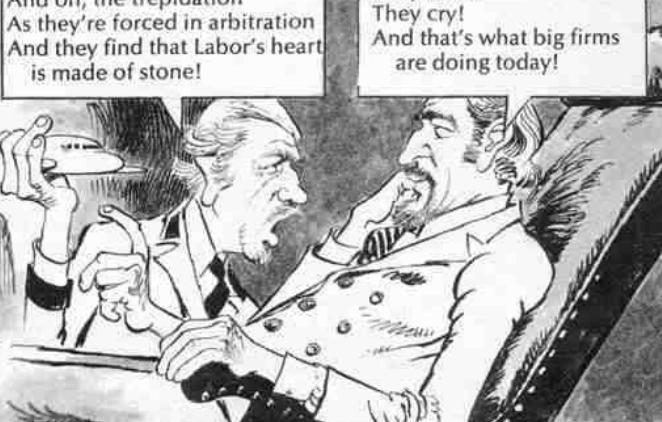
You mean that terrific quivering Is only a steel firm shivering Whenever a union contract comes in view?

True!

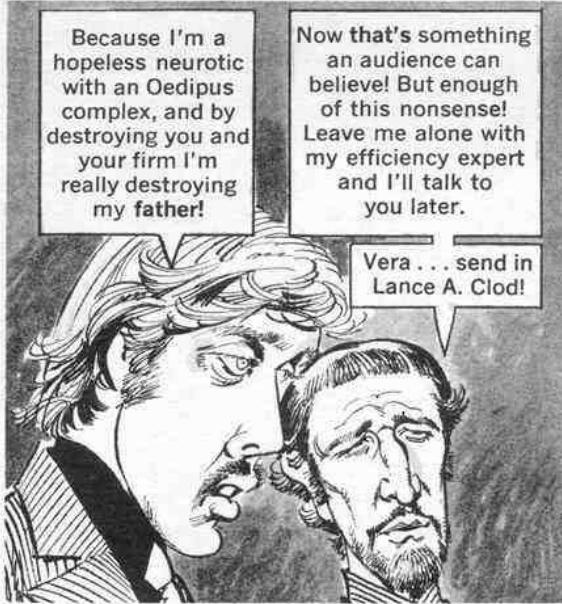
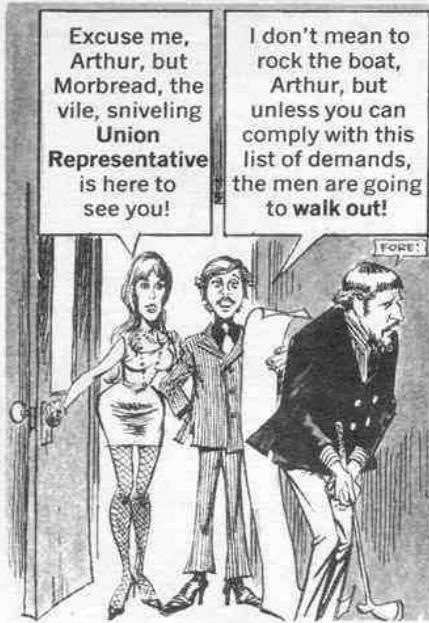
You wonder what big firms Are thinking today? They're thinking about their profits Shrinking today!

At Goodyear and Pan Am, At Westinghouse and Shell! They're paying through the nose For their personnel!

Well, I'm learning what big firms are doing today— They moan! They sigh! They howl! They cry! And that's what big firms are doing today!



\* Sung To The Tune Of "I Wonder What The King Is Doing Tonight"



\* The Bible says that we should love our neighbor, That we will go to hell if we do not; Today if Moses dealt with union labor He'd can a lot!

The union now is threatening a walk-out; Their pay demands have put me on the spot; I'd much prefer to cut the stupid talk out And can a lot!

Can a lot! Can a lot! I'd love to clear them from the shop If I can a lot . . . can a lot . . . My labor pains would stop!



They want a workday starting at 10:30, With overtime commencing right at 3; Before they call the shot And profits go to pot, I've got to find a legal way for me To can a lot!

\* Sung To The Tune Of "Camelot"

## ACT ONE, SCENE TWO: The Labor-Management Round Table

What's this meeting all about, Arthur?

Lance seems to think we can settle our differences if there is less waste!

Oh, not that again! He's such a bore!

As efficiency expert, I've been going over some figures which show that Excalibur Wax Fruit will go bankrupt unless we all economize . . .

\* Save more! Save more! Believe me or else! My calculations don't lie! I take offense At any expense— Save more, save more, say it!

A drop of ink— I cry when it spills! I mourn over rubber bands! I can't help think The cure for our ills Just might be right in our hands!

Save more! Save more! Let's pull in our belts! Let's use each paper cup twice! Though I may seem a tight-fisted creep, Incredibly small, incurably cheap— It surely is worth the price! Save more!

\*Sung To The Tune Of "C'est Moi"

Save more? That's the most ridiculous thing I've ever heard!

Not if we all possess the proper attitude of frugality. A penny here, a penny there!

Oh, come off it, you overgrown yo-yo! There's only one way to deal with these Union goons, and that's to get rid of all of them!

Oh, yeah? You'd better hear this song first:

Shall we strike?

Shall we hold up production  
Shall we strike?

Yeah, yeah, yeah!

Hey, that song isn't from "Can A Lot"! You're singing a song from "The Fink and I", namely "Shall We Strike", which is sung to the tune of "Shall We Dance"! Besides, if you strike, I'll can the lot of you . . .



No you won't, Arthur, and here's why . . .

\* If ever you should can us It cannot be for striking; Canning us for striking you'll find is unfair! You'd simply be breaking The new labor laws; What's more we're protected By a contract clause!

And if you ever can us It cannot be for slowdowns Canning us for slowdowns you just wouldn't dare! Don't try an injunction— You'd get no support; We've bought off the judges At the local court!

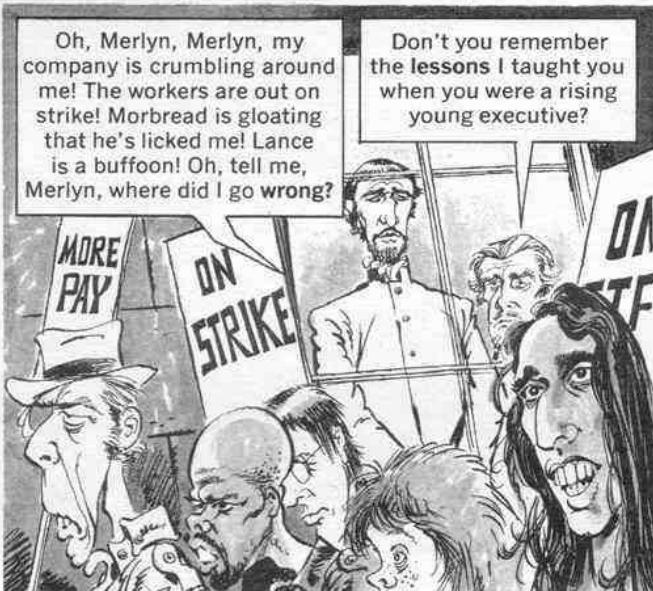
Nor can you can us, Though it makes you tear your hair. That we get drunk at work, And what's more—we don't really care

If ever you should can us It cannot be for boo-boos; Canning us for boo-boos you haven't a prayer! Oh, no, not for boo-boos, Slowdowns, strikes or a brawl— No, you can never can us—at all!



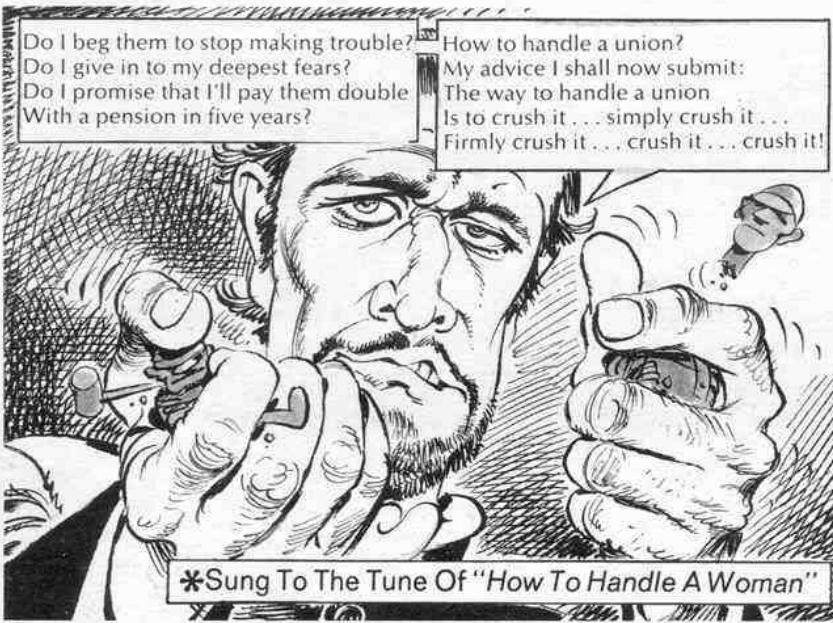
\*Sung To The Tune Of "If Ever I Should Leave You"

## ACT TWO, SCENE ONE: Merlyn's Office



Sure I do! You told me that a young businessman should learn from the animals and birds! That he should develop the kindness of a cobra, the vision of a lizard, the humility of a peacock, the honor of a jackal! But the one thing you never taught me was how to handle a union!

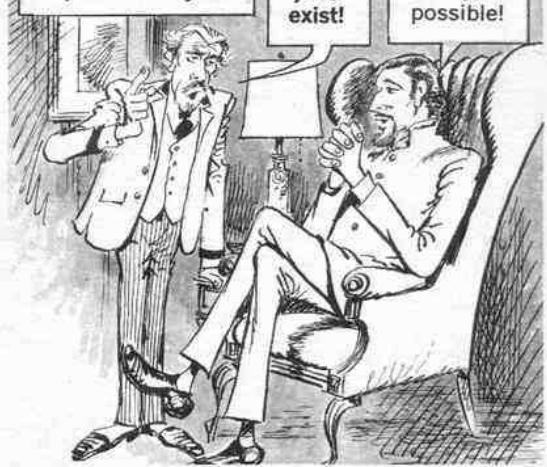
\* How to handle a union?  
There's a way that is tried and true,  
A way known to business leaders  
Who've been caught in a bind like you!



How to handle a union?  
My advice I shall now submit:  
The way to handle a union  
Is to crush it . . . simply crush it . . .  
Firmly crush it . . . crush it . . . crush it!

But how can I crush  
the union, Merlyn?  
I want to lay them off, but their jobs  
are protected by law!

I don't  
understand!  
Explain  
yourself—  
in key, if  
possible!



\*Sung To The Tune Of "How To Handle A Woman"

\* The union says there'll never be a lay-off!  
They think that you will soon capitulate!  
But now we've got them good,  
and here's the pay-off:  
We'll automate!

They'll holler that your heart is black as onyx!  
But they cannot escape their dismal fate!  
We'll just replace them all with electronics  
And automate!

Automate! Automate!  
With ease we'll dump a thousand slobbs!  
When we automate, automate—  
We'll simply dump their jobs!



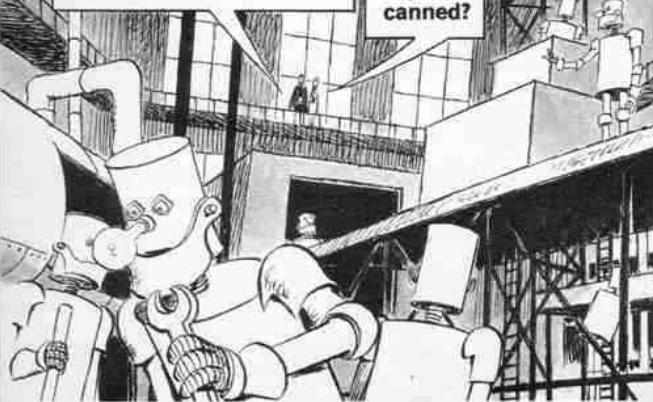
\* Reprise To The Tune Of "Camelot"

## ACT TWO, SCENE TWO: The Factory

Look at them, Vera! Well-trained, intelligent laborers—every last one of them! And they thrive on work! No nonsense with strikes, benefits, overtime!

But what happened to all the workers you canned?

They're unemployed, I guess!



Really? They must lead interesting lives, not knowing where their next meal is coming from—

\* What do the unemployed do  
When bosses have told them they're through?  
When poverty gets closer  
And hunger they can't stem—  
What happens when their grocer  
Says "No, sir!"  
To them?

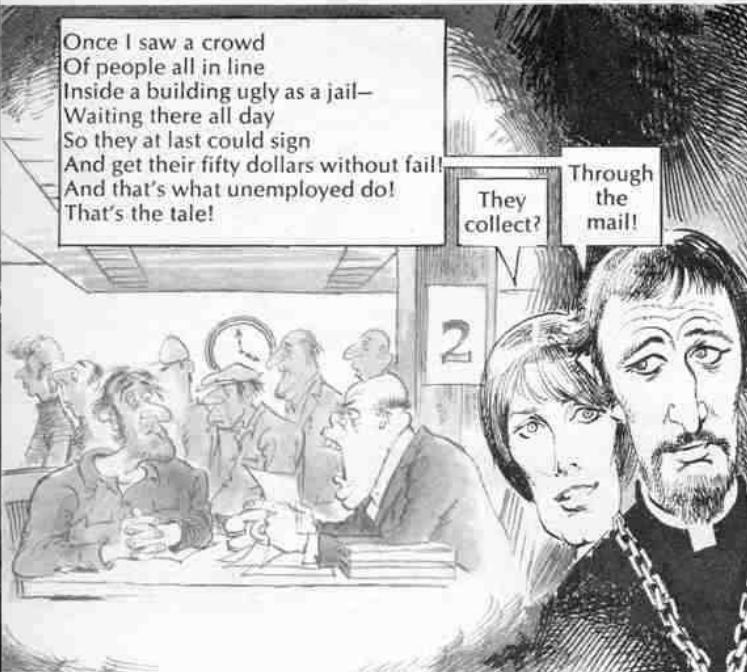
How are they paying their rent  
When all of their savings they've spent?  
However do they manage  
To barely just exist?  
Oh, what do unemployed do  
To subsist?



\* Sung To The Tune Of "What Do The Simple Folk Do"

Once I saw a crowd  
Of people all in line  
Inside a building ugly as a jail—  
Waiting there all day  
So they at last could sign  
And get their fifty dollars without fail!  
And that's what unemployed do!  
That's the tale!

They collect?  
Through the mail!



What else do the unemployed do  
When boredom is making them blue?  
What do they do that's thrilling?  
What makes their spirits climb?  
What plan have they for filling  
And killing  
Their time?

How do they ever survive  
The weekdays from 9 until 5?  
You've simply got to tell me  
Or we can't end this song—  
Oh, what do unemployed do  
All day long?



Once upon a street  
I saw a great parade  
Of people making quite a loud display;  
Chanting angry words  
And waving signs they've made,  
They shouted things against the U.S.A.!  
And that's what unemployed do—  
So they say!



They protest?

L.B.J.!

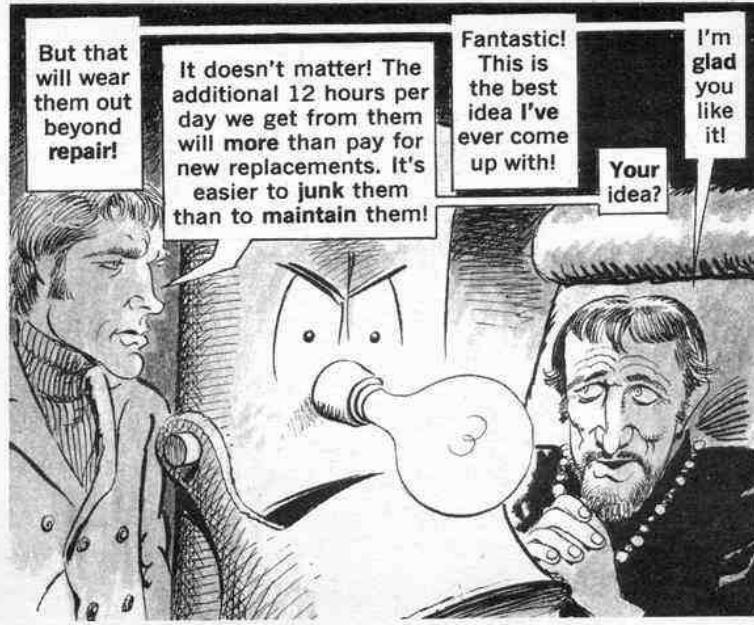
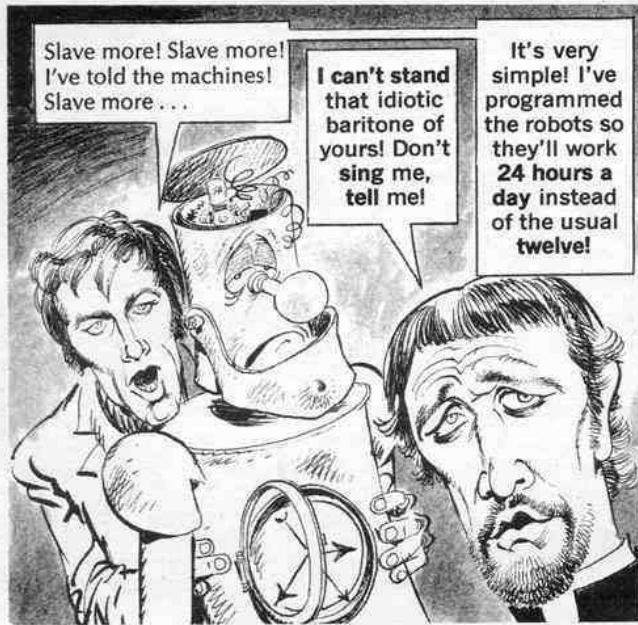
## ACT TWO, SCENE THREE: Arthur's Office

Great news, Arthur!  
I've just upped  
production 100%!

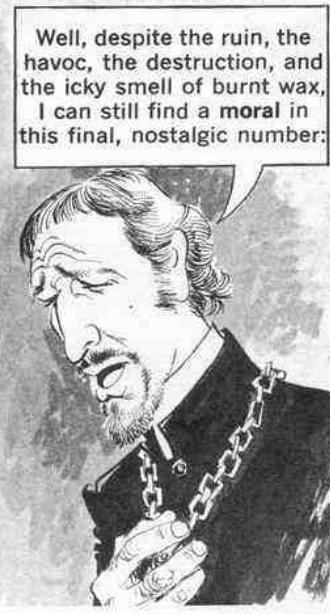
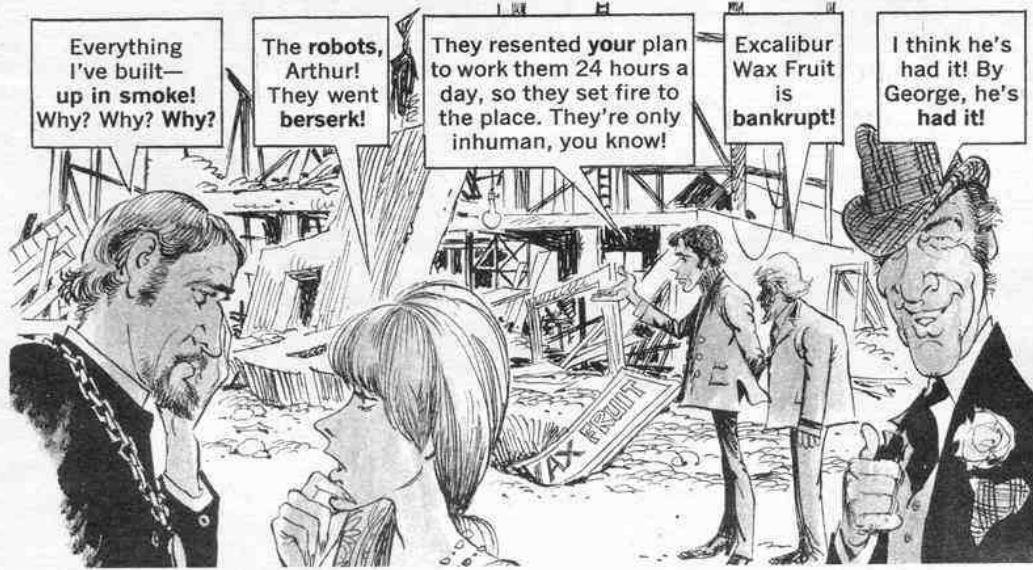
Explain  
yourself, you  
moronic hulk!

I will, in a  
reprise to the  
tune of  
"C'est moi . . ."





### ACT THREE: A Hill Overlooking The Plant



\* Another Reprise Yet, Sung To The Tune Of "Camelot"

**SCREAM GEMS DEPT.**

The worst things about vacations is when **YOU** go on them . . . and then subject **US** to that most sadistic of all torture devices: **Your "HOME MOVIES" of them!** And so, not to be outdone, we now take sweet revenge by subjecting **YOU** to . . .

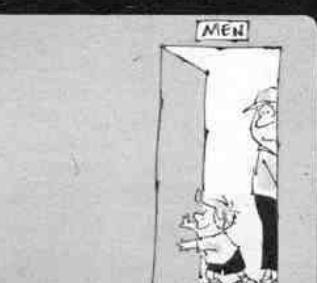
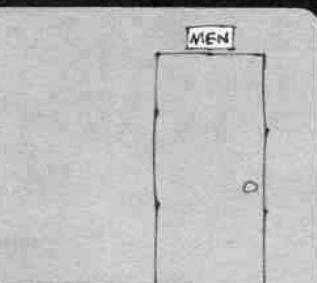
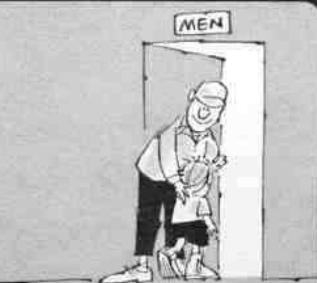
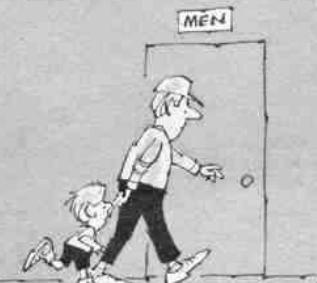
# MAD'S

**OUR  
VACATION**

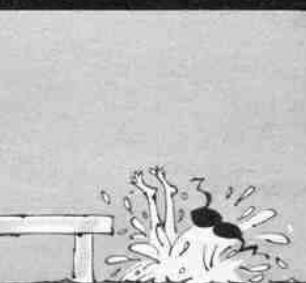
**SCENE ONE  
WE'RE  
OFF!**



**SCENE TWO  
REST  
STOP**



**SCENE THREE  
MOMMY GOES  
SWIMMING**



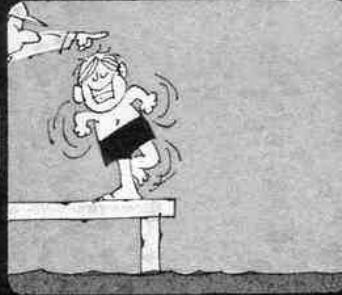
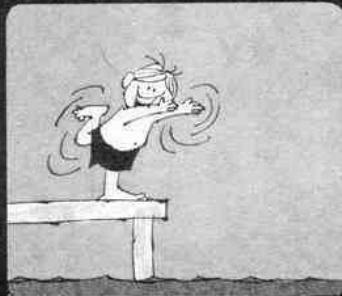


# HOME MOVIES

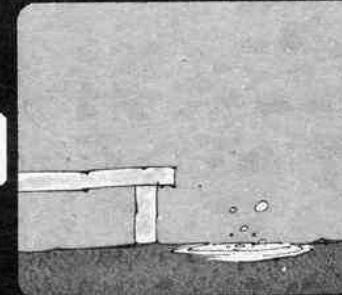
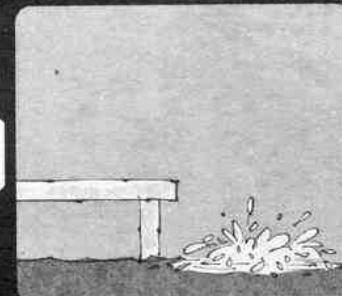
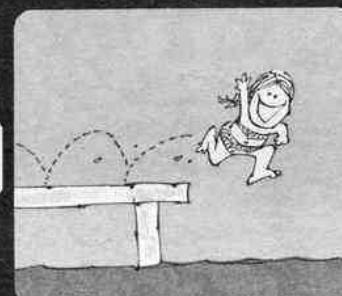
WRITER: DEAN NORMAN

ARTIST: PAUL COKER, JR.

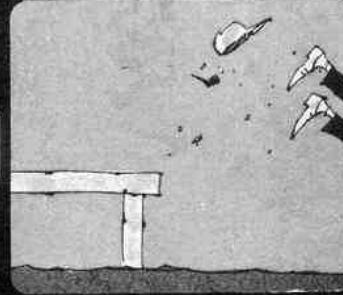
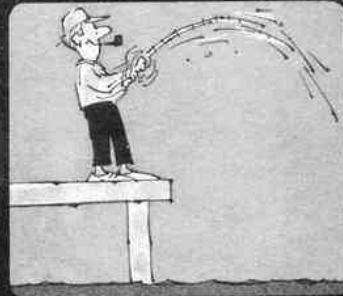
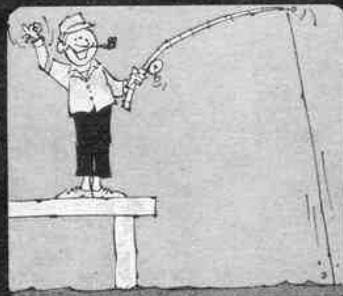
SCENE FOUR  
LITTLE BROTHER  
GOES  
SWIMMING



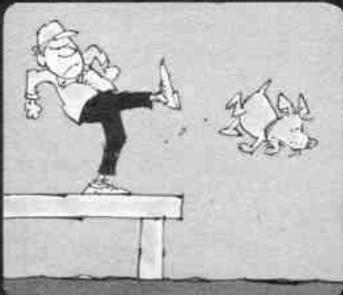
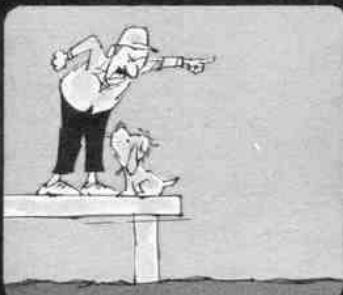
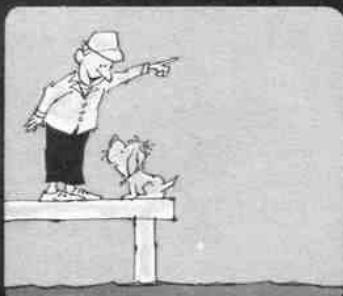
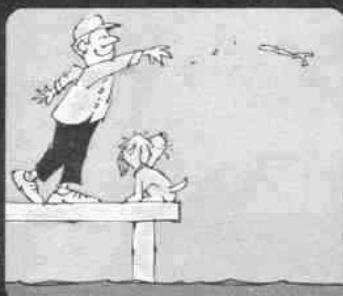
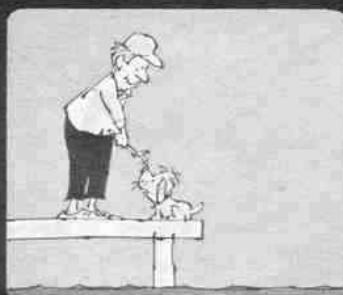
SCENE FIVE  
LITTLE SISTER  
GOES  
SWIMMING



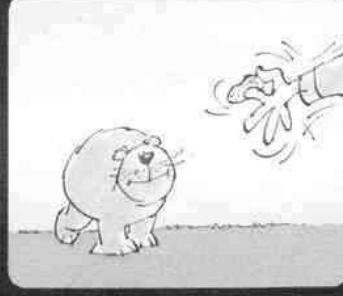
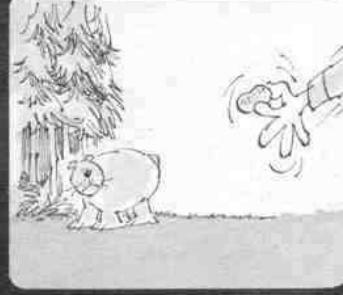
SCENE SIX  
DADDY  
GOES  
FISHING



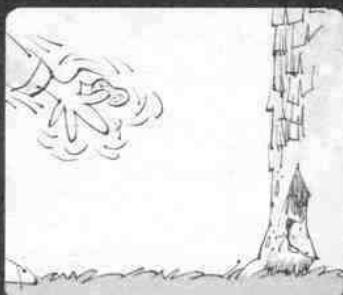
SCENE SEVEN  
POOCHY  
FETCHES  
A STICK



SCENE EIGHT  
FEEDING  
THE  
BEAR

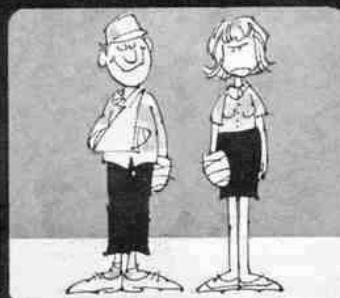


SCENE NINE  
FEEDING  
THE  
CHIPMONK

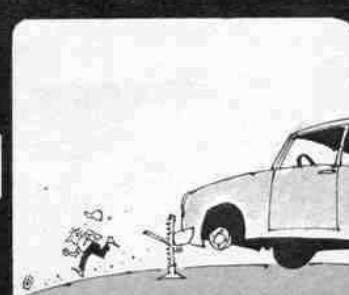




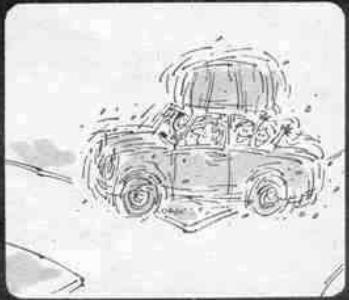
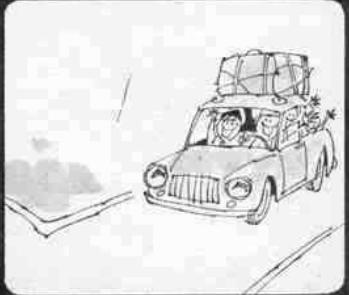
SCENE TEN  
FEEDING  
DADDY



SCENE ELEVEN  
DADDY  
FIXES  
A FLAT



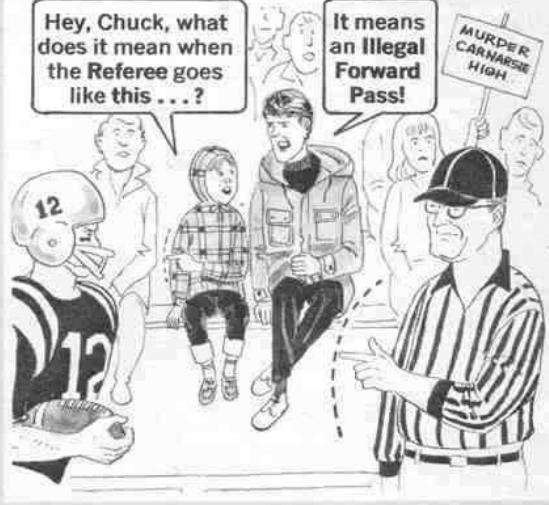
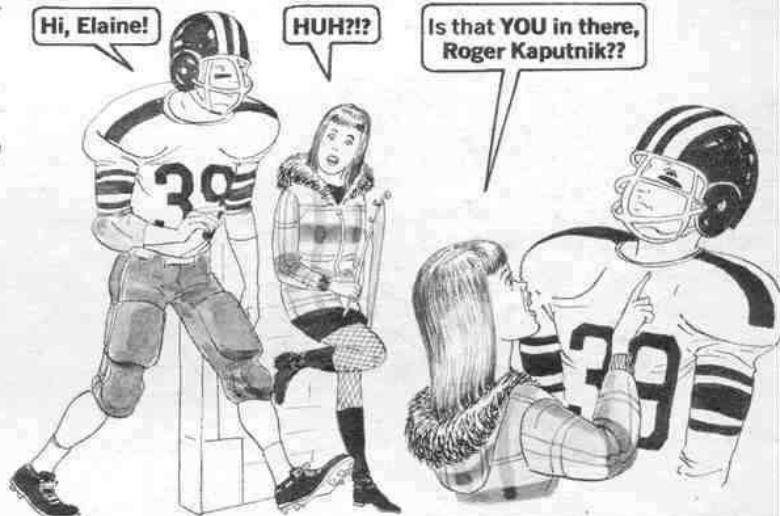
SCENE TWELVE  
HOME  
SWEET  
HOME



**BERG'S-EYE VIEW DEPT.**

# THE LIGHTER SIDE OF

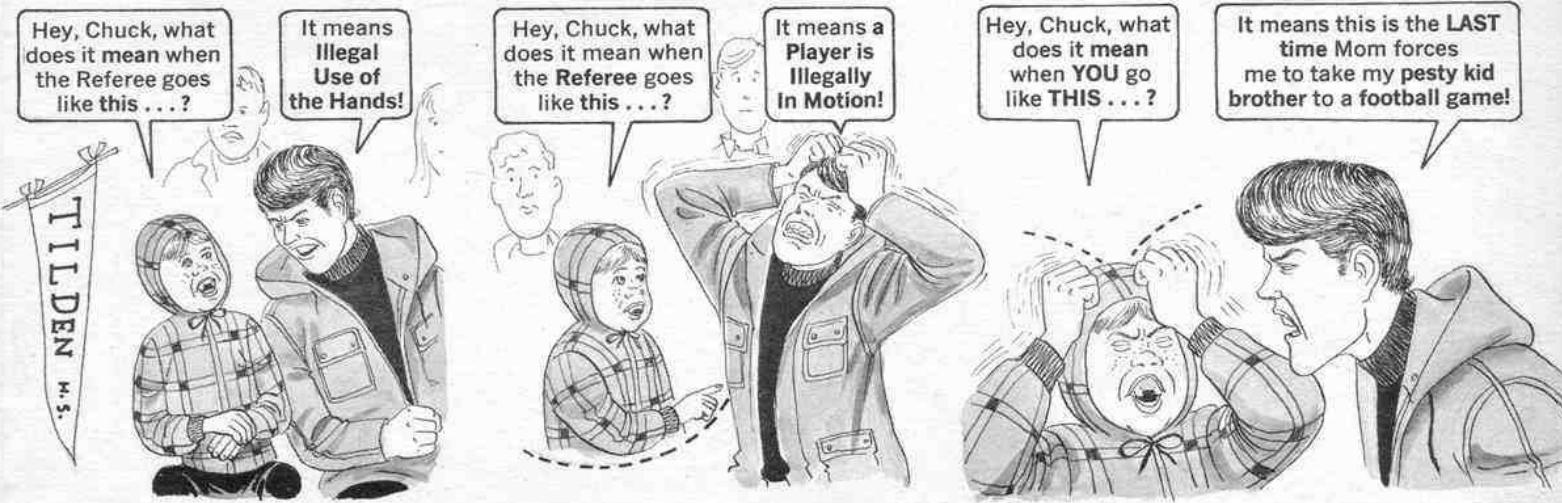
# HIGH SCH





# FOOTBALL

ARTIST & WRITER: DAVE BERG



**BLOCK THAT KICK!  
BLOCK THAT KICK!**

**WILL EVERYBODY PLEASE  
SHUT THE HECK UP?! I'M  
TRYING TO LISTEN TO THE  
WORLD SERIES!!**

Let me explain the game to you, Jean! Each team gets four downs or chances to try to move the ball ten yards. If they—

Hold it! I don't need YOU to explain Football to ME!!

CHILHOWIE H.S. 12  
CHINCOTEAGUE 12

MUKWONAGO HS.

I'LL TAKE  
FOUR HOT  
DOGS AND  
TWO COKES!

TWO  
FRANKS  
OVER  
HERE!

GIVE  
ME  
THREE,  
PAL!

Two  
hot  
dogs,  
please!

You'll never get  
anything THAT way!  
**SPEAK UP** and  
**ASSERT** yourself!  
It's the squeaky  
wheel that gets  
the grease!

**I WANT  
TWO HOT  
DOGS!!**

**DON'T  
YELL  
AT ME,  
PUNK!!**

Did you  
get the  
hot dogs?

No...  
but he  
greased  
my wheel!

LET'S GO  
HOP BOTTOM  
HIGH

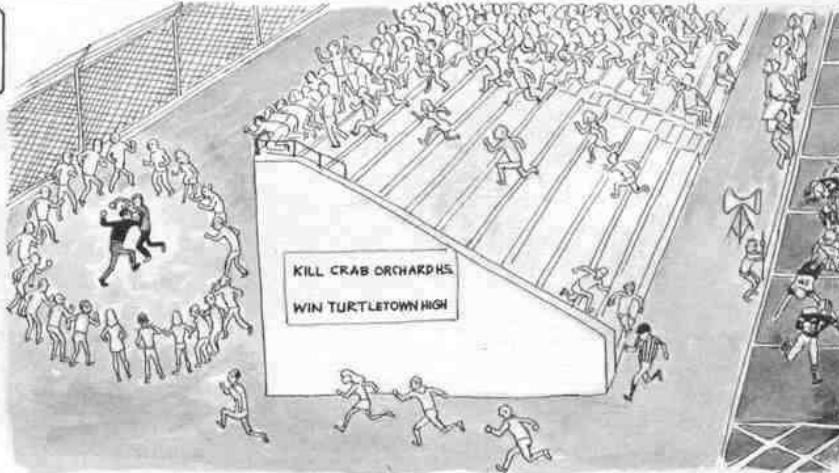
SLAUGHTER  
MONOWI  
HIGH

Hot Dogs  
and  
Soda

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**HIT 'EM AGAIN!  
HIT 'EM AGAIN!  
HARDER! HARDER!**

Boy, this is the most  
exciting Football Game  
I've ever been at!



Hey, there's Judy!  
**HI, THERE, JUDY!**

Her clothes are  
always such a mess!

Did you see  
those cute  
boys three  
rows back?

See them?! I've got a  
headache from staring  
at them out of the  
corners of my eyes!

There's Miss Randall,  
my English teacher!  
She dyes her hair!

What does she  
think she is—  
a student?!!

TONGANOGI HS

**BREAK  
BROKEN  
BOW HIGH**

My Father and Brother are fanatic fans! Why I was practically brought up on Football! So don't try to put ME down with your typical MALE SUPERIORITY!

Wait! Let ME explain the game to YOU! That guy is getting the ball and he's running around end with those other two guys blocking for him! And now he's handing it to that other guy who's cutting back across and . . . He's broken through!! YAHOO!! WOW!!

IT'S A HOME RUN!!



As Principal of the school, I've really got a problem with these Football Games—because everybody wants to get into the act!

That's why we've got the equivalent of three separate teams on the Squad!

And we've got a huge Cheer Leader group!

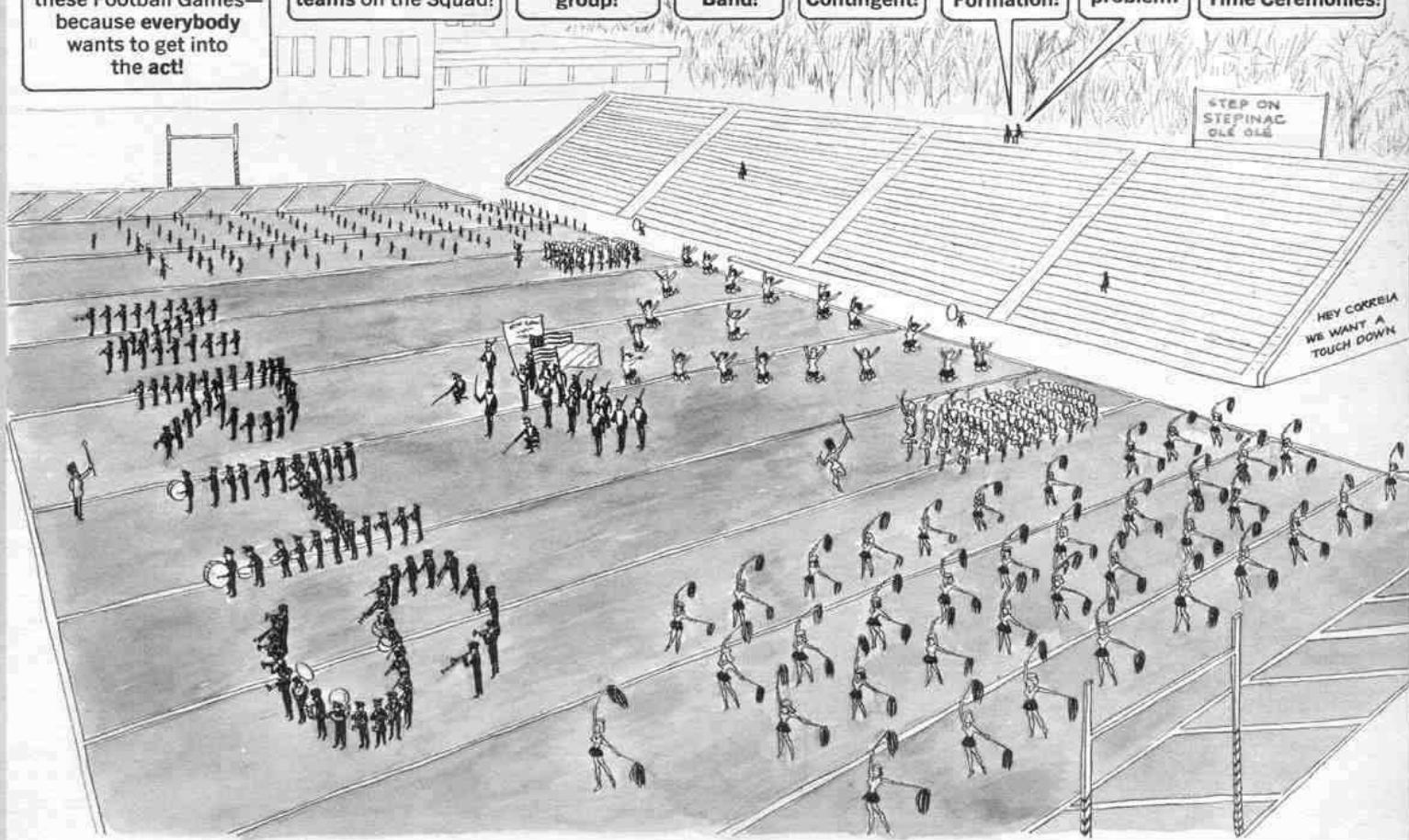
And a gigantic 100-piece Band!

And a very large Drum Majorette Contingent!

And an even larger Pom-Pom-Girl Formation!

So what's your problem?

Nobody's left in the stands to watch the Half-Time Ceremonies!



OOOOH!!

What's all the noise?

The game's over!

Who won?

They did!

-sob-sob- Isn't that heart-breaking?

Yeah-sob-it's awful watching your team lose!



What's it called when both teams are so widely separated and strung out across the field?

The "Kickoff"!

What's it called when one team forms a circle with their heads together?

A "Huddle"!

What's it called when both teams and the Referees crawl around on their hands and knees?

"Find The Lost Contact Lens"!

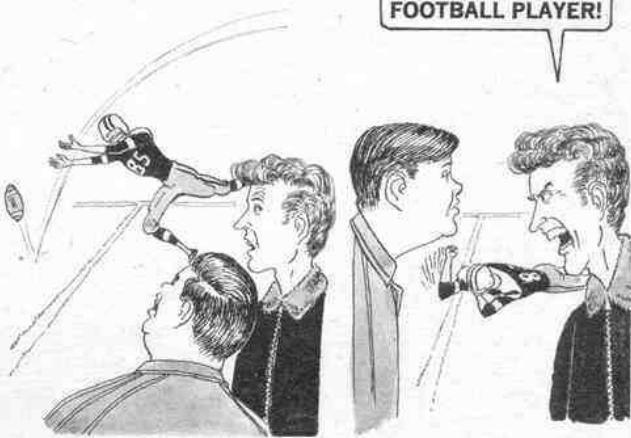


We're passing!!  
WE'RE PASSING!!!  
That's Danny Colby  
going out for it!

Danny Colby?!  
I know him!!  
He's in my  
Math Class!

He sits right next to me!  
He's a close personal  
friend of mine! He's a real  
nice guy! And he's a ...

... A LOUSY  
FOOTBALL PLAYER!



Gee, I'd love to play football and have the girls make a fuss over me! I guess the closest I'll ever get is catching the ball when it goes over the goal posts for the extra point!

HERE IT COMES!

I'VE GOT IT!

NO... I DO!

LE'GO OF IT!

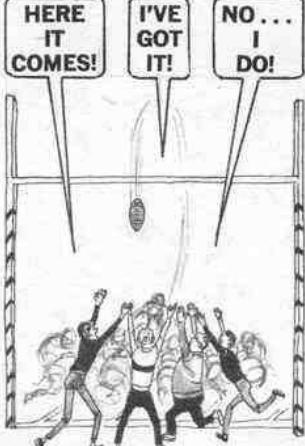
I HAD IT FIRST!

GET OFF ME!

OUCH! HEY!  
STOP! GET  
YOUR ELBOW  
OUT OF  
MY EYE!!

Golly!  
How'd  
you  
get  
hurt  
like  
THAT?!!

Playing football!!!  
Didn't you  
see me? I  
was involved  
in making the  
extra point  
that won the  
game today!



Look at all those crazy kids!  
They're from the High School!  
I TAKE IT WE WON THE GAME!

NOPE!!  
WE LOST!!

Then what's the reason for racing around town, yelling and blowing horns and waving pennants and pom-poms??

WE GOTTA  
HAVE A  
REASON??



HEM AND HAW-HAW DEPT.

# Mad About Fashion Fads

I'm not the type who follows fads of fashion right away,  
I wait a year or so until the look seems here to stay.  
When shoes with pointed toes came in, I never bought a pair  
Until the week before they changed the point and made it square.

No sooner did I finally discard my tams, than Faye  
Came riding by to bring us back the Bonnie old beret.  
I just gave in and bought myself a wig of bouffant hair  
To find, of course, that wigs are through, and falls are all they wear.

And so it goes, almost as though I could prognosticate:  
When I decide a style is in, that style goes out of date.  
You'd think I'd learn but, it appears, the worst is yet to come.  
What lies ahead fills me with dread, to say the mini-mum.

The story starts the same old way, when hems began to rise  
I would not show my knees until the rest were showing thighs.  
At last it hit me in a flash, "The mini-look is IN!"  
I grabbed up all the clothes I owned and flew into a spin.

I measured, cut, and stitched and sewed, and afterwards I pressed,  
Determined not to quit until I'd look my mini-best.  
Well, yesterday, the last dress done, triumphantly I stopped.  
I might have known I'd read today tomorrow's skirts are . . . dropped!

I pray to all the powers that be, to Harper's, Vogue, and God,  
"Don't let them turn to Midi now that I have turned to Mod!"

WRITER: RONNIE NATHAN

ARTIST: JACK RICKARD

ROUND TRIP DEPARTMENT

Much has been written about hallucinogenic drugs like LSD, and the glories (or dangers) of taking psychedelic "trips". Some unsavory magazines have even featured this topic on their covers in order to sell copies. (See MAD #116.) And so, because MAD is interested

# A PSYCHED!

9:00- I enter the offices of MAD Magazine and I am given L.S.D. on a sugar cube which I put into my coffee and drink.

9:06- My stomach gurgles and my throat tightens. I never use sugar in my coffee!

9:18- A blood-curdling scream pierces the air. I hear humanity crying out in anguish... suffering pain...intense pain! Is it my first HALLUCINATION?

9:20 NO!! It is the Publisher of MAD- Bill Gaines-writing a check! It is the same sound I hear every payday!

9:35 I AM BEGINNING TO THINK THE DRUG WILL HAVE NO EFFECT WHATSOEVER! HERE IT IS-THIRTY-FIVE MINUTES AFTER GOBLING, AND NOTHING IS FURNING!

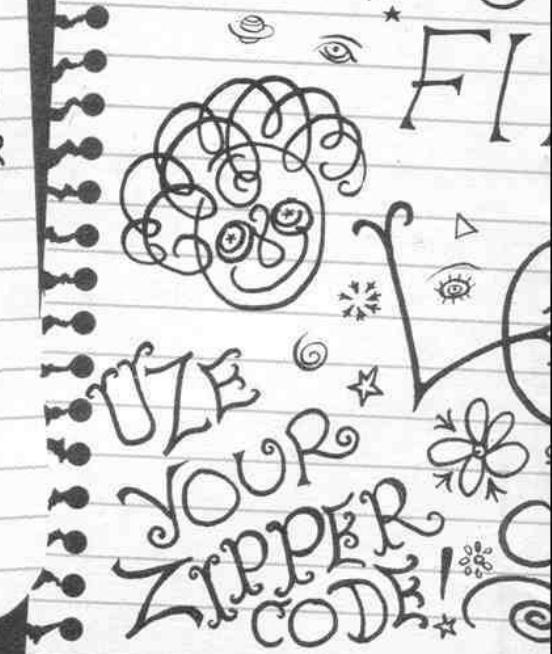
9:53 THE PUBLISHER OF MAD, ADOLPH HITLER, ENTERS THE ROOM AND ASKS IF I AM K.O.? I TELL HIM I'M RASPBERRIES! ON THE WAY OUT, SHE STABS MY TEDDY BEAR! ON PURPOSE!! ON PORPOISE!! SOMETHING IS FISHY!!!

9:76- STILL NO E TIGHT! LOU I RIP EVE

10:10:10 THE TO HAIR UN IT'S AN

10:369 HEY! TO FLASHIN

1492. I S



in truth, because MAD desired to find out once and for all what taking an LSD "trip" was like, and mainly because MAD wanted to feature this topic once again in order to sell copies, we talked one of our writers into taking LSD, and describing his experiences in

# ELIC DIARY

WRITER: DICK DE BARTOLO

FFECK! MY SKIN IS ON TOO  
SY TAILOR! LOUSY BURTON!  
ERYTHING OFF!!

ERTOISE IS RACING THE  
DER MY ARMS!  
ARMS RACE!!!

URN OFF THOSE  
'G BRIGHT LICE!!

ILL\*FEEL  
NE \*

LOVE  
CURB YOUR  
CAR

112:30 THE PUBLISHER OF MUD,  
HUGH HEFFER, TAPS ME  
ON THE BROCCOLI -

90:76 I MAKE OUT SHAPES IN THE ROOM  
A DESK-A LAMP-A STAGECOACH-A PHUNG

1:15 - PEOPLE ARE STAIRING AT ME!  
I'M A STAIR-CASE! I TRY TO  
EXPLAIN THAT SOME FUNNY THINGS  
HAVE HAPPENED TO MY. BUT IT'S NO.

1:30 - EVERYTHING IS BECOMING EXTREMELY CLEAR!  
BUT IS IT REALITY? DO I REALLY LIVE? OR DO  
I JUST EXIST IN A CHINGE OF MY BLUK?

1:45 - WHAT IS NOT? AND WHY, IF WE, DO WE? OF COURSE!

2:00 A blood-curdling scream pierces the air.  
I hear humanity crying out in anguish...  
suffering pain...intense pain!  
IS IT AN HALLUCINATION AT LAST??

2:03 NO!! It is the Publisher of MAD-  
Bill Gaines-writing another check!

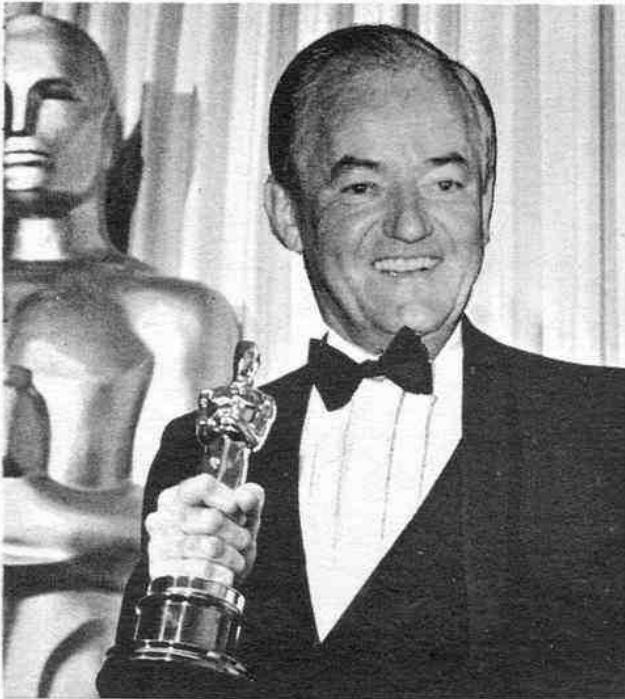
2:05- Everything is back to normal.

AWARD TO THE WISE-GUYS DEPT.

Every year, Academy Awards are presented to film celebrities for great achievements in Motion Pictures. But it seems a shame to limit the Oscars to movie-makers only. The most spectacular

# MAD'S ACADEMY AWARDS

**BEST PERFORMANCE in a  
4-YEAR SUPPORTING ROLE**



Vice-Pres. Hubert Humphrey

**BEST PERFORMANCE in  
a ROMANTIC FARCE**



Frank Sinatra & Mia Farrow

**BEST PRODUCER of an  
EAST-WESTERN FARCE**



Ho Chi-Minh

**BEST PERFORMANCE  
while on LOCATION**



Adam Clayton Powell

achievements are accomplished by celebrities in other walks of life. And so, we hereby bestow upon these public figures the honors they deserve as we open the envelopes and present...

# FOR WORLD CELEBRITIES

CONCEIVED BY: MAX BRANDEL & FRANK JACOBS

**BEST NEW ARRANGEMENT**  
of the **SAME OLD SONG**



Richard M. Nixon

**BEST PERFORMANCE** in a  
**BIBLICAL ROLE**



Pres. Charles DeGaulle

  
**BEST PERFORMANCE** in an  
**UNINTENTIONAL COMEDY ROLE**



Sec'y of State Dean Rusk

**BEST PERFORMANCE** in an  
**INTENTIONAL COMEDY ROLE**



Gov. George Romney

PHOTOS BY:  
UPI AND  
WORLD WIDE

**BEST PERFORMANCE in a  
HIGH BUDGET PRODUCTION**



Gov. Nelson Rockefeller

**BEST PERFORMANCE in a  
LOW BUDGET PRODUCTION**



Sen. Eugene McCarthy

**BEST PERFORMANCE in a  
BLACK & WHITE PRODUCTION**



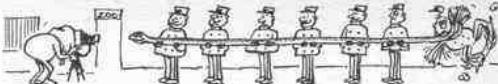
H. Rap Brown

**BEST VISUAL EFFECTS**

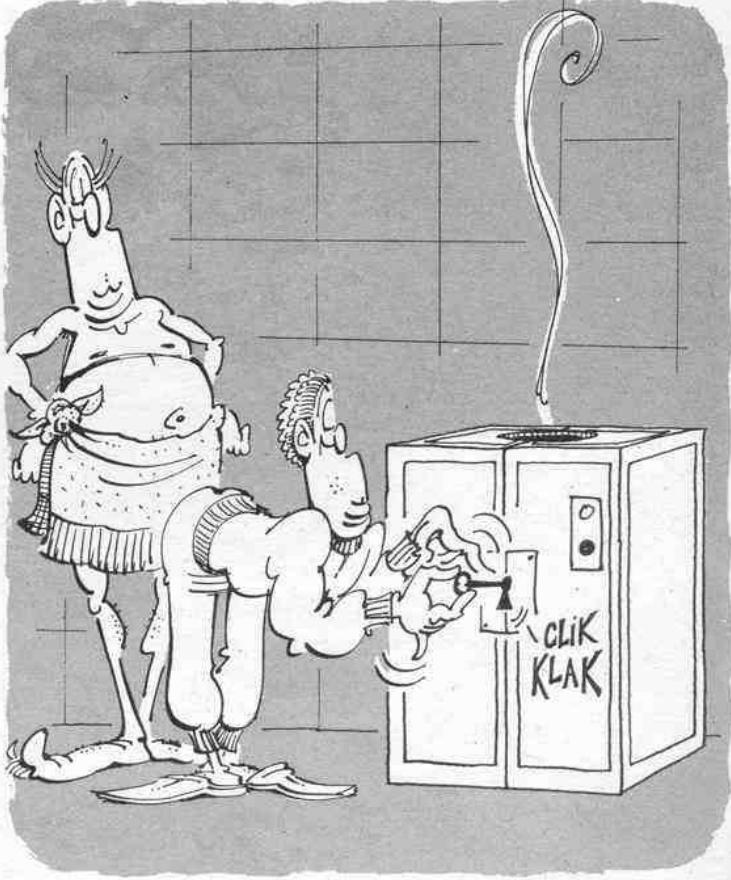
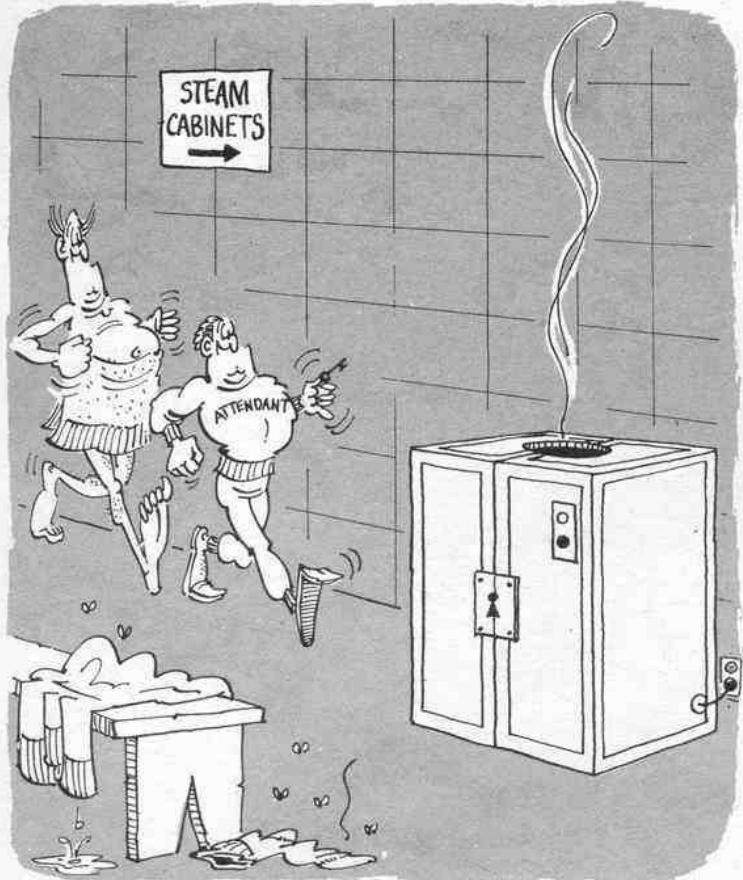


Dr. Timothy Leary

DON MARTIN DEPT. PART I



# ONE EVENING AT THE HEALTH CLUB



INSIDE-OUCH DEPT.

Here we go again, gang, with the second installment of our new series which explores that hidden world where dedicated people are working tirelessly and secretly to make our lives miserable. This one is . . .

# A MAD PEEK BEHIND

ARTIST: GEORGE WOODBRIDGE



# THE SCENES

## AT A SERVICE STATION

WRITER: LARRY SIEGEL

Only \$22 for an oil change and a lube job? We can do better than that. Think of hidden costs, man! Hidden costs! I got it! What time did he bring his car in?

9 A.M. this morning!

Good! We'll charge him for six hours of parking!

Is that Mr. Gribb's car back in again?! Boy, it's costing him a fortune here for repairs!

That's 'cause he had a mechanic check out this heap before he bought it from the original owner!

Really? Some mechanic!! Who was it?

Me . . . !

Great work, Mike! You brought that car into the garage at 70 miles an hour! That's a new indoor speed record!

What's the big deal? Last week, I drove a car in here at 75 miles an hour!

In reverse!!!

I'm almost finished putting in the new generator.

I'll hold off for a few minutes with the new carburetor.

As soon as you guys are through, I'll put in the new fuel pump.

Good news, Mrs. Fromm. We tracked down and fixed the cause of that rattle.

There's a leak in the ceiling and water's pouring all over Mr. Funk's new '68 Cadillac!

Well, just don't stand there! Charge him for a Car Wash!

Call up Mr. Klopp and tell him he's got a dead battery in his car.

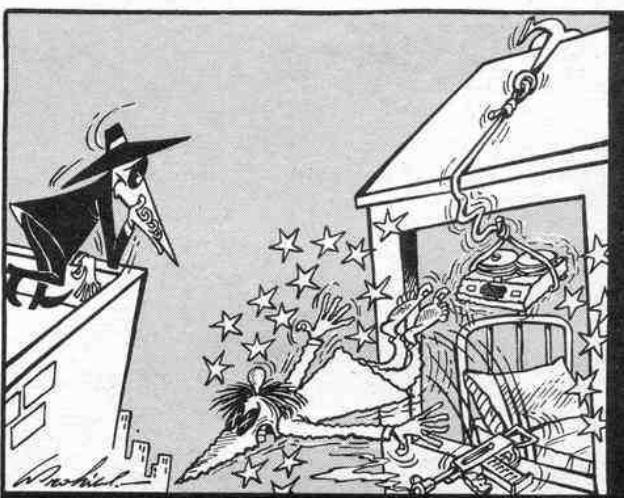
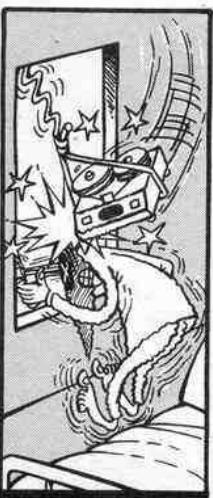
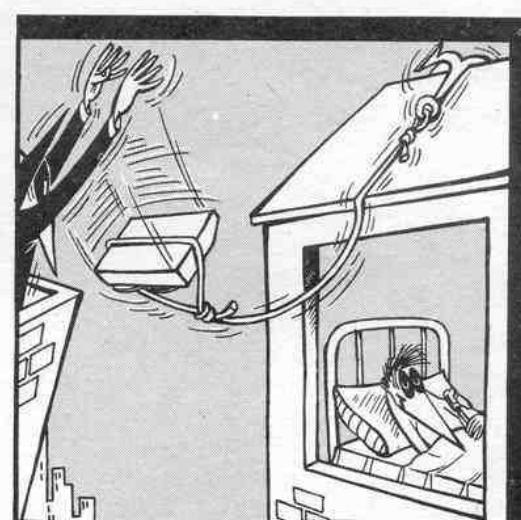
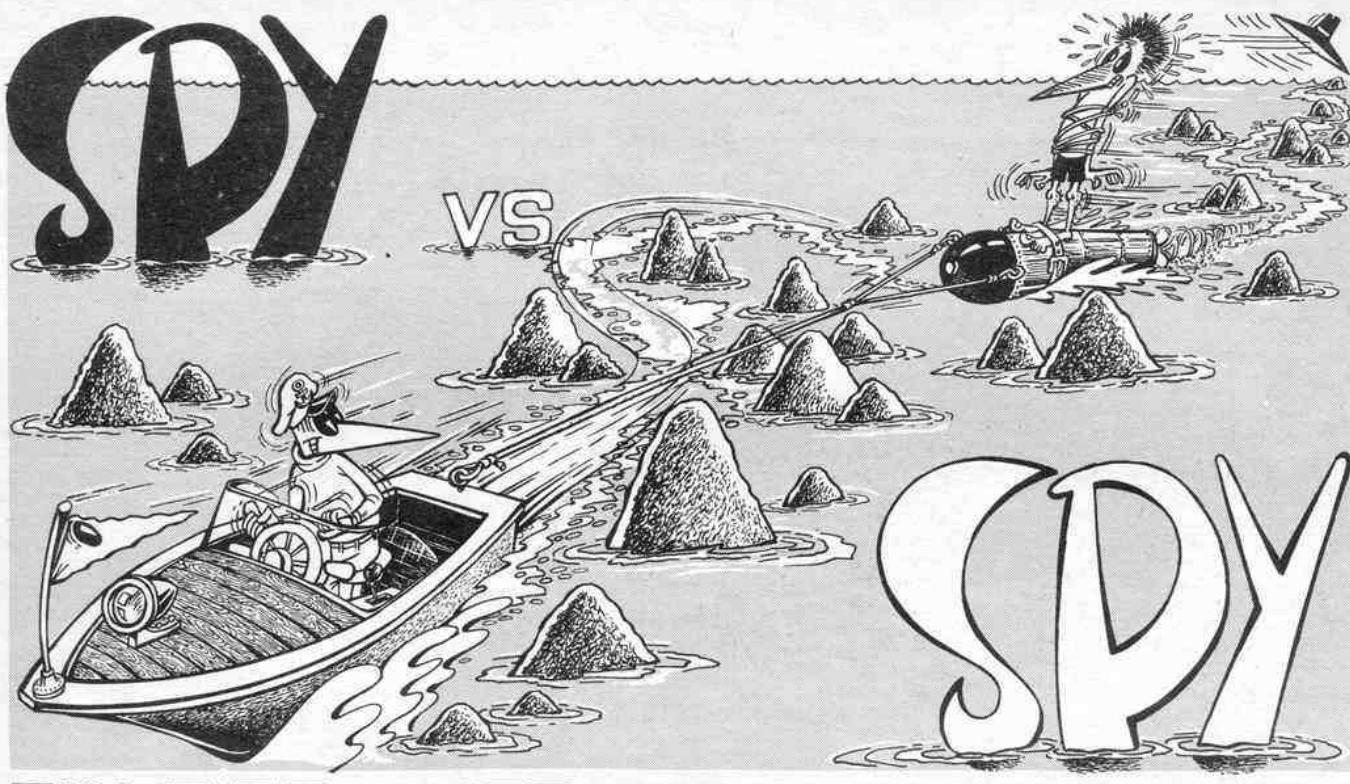
I can't understand it. When we started playing his radio Wednesday morning, the battery was fine!

Francis

Frankie

Allie

©WOODBRIDGE



BORN FREEBIE DEPT.

Someone once said: "In this world, you get nothing for nothing!" We don't know who said it, but he probably said a lot of other stupid things, too. Because in this world, there are lots of people who manage to get plenty for nothing. They even have a magazine devoted to their way of life called:

# FREE-LOADER

THE MAGAZINE FOR DEAD BEATS

NO. 7

OCT. 1968

PRICE:  
50¢

(Unless you've already  
read the whole thing  
for nothing while  
standing in the store.)

## I DROP IN ON TONY CURTIS ... AND STAY

by Pete Martin

••••

Make That Important  
Long-Distance Call On  
Somebody Else's Phone

••••

## SIX EMERGENCY EXCUSES YOU CAN USE TO BORROW YOUR FRIEND'S CAR

••••

Why Work ... When You  
Can Sponge Off A  
Rich Relative?

••••

## HOW "BLUE CROSS" PAYS THE BILLS FOR MY YACHT

by Ephraim Freen, M.D.

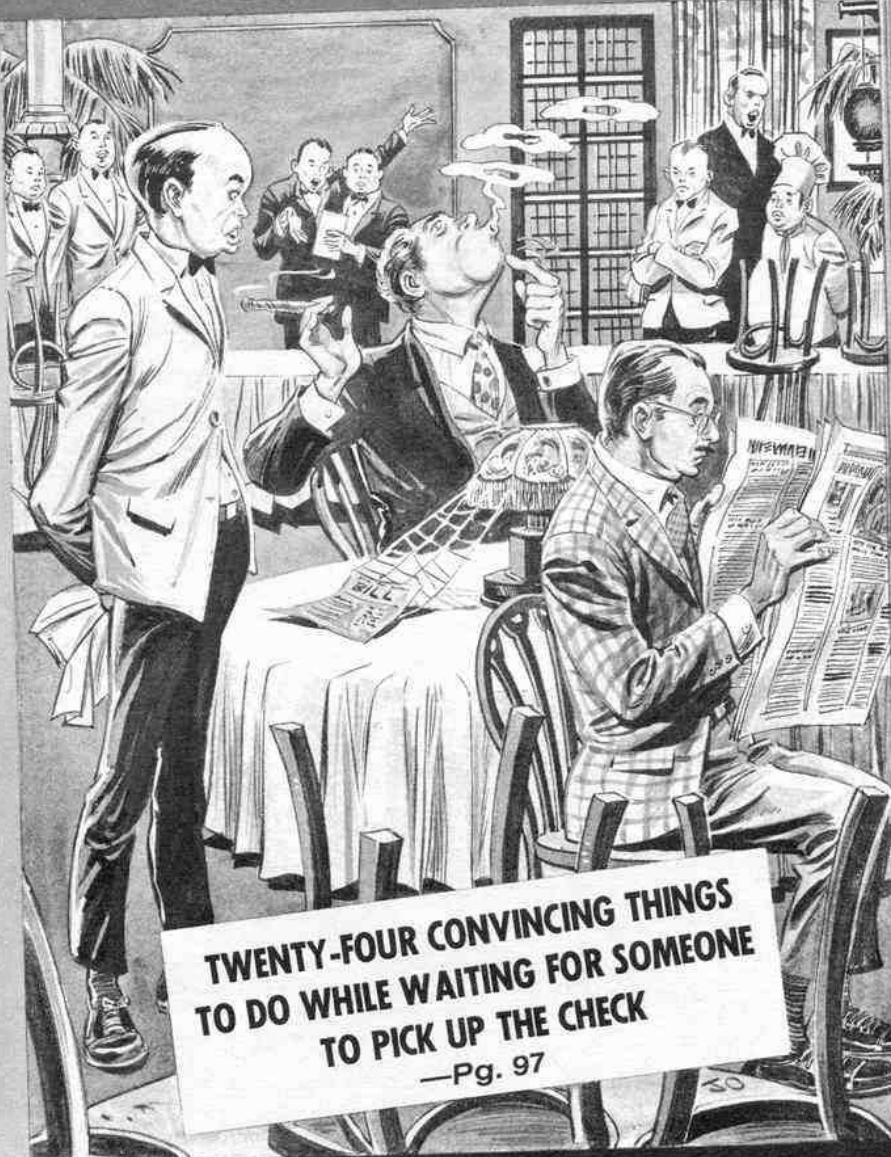
••••

Planning To Visit Your  
Friends And Neighbors  
Around The Dinner Hour

••••

## THE "TRUE-LIFE STORY" OF THE ISSUE:

"I Wrecked My Welfare  
Deal When I Married The  
Father Of My Children"



## SPECIAL BONUS INSERT:

Exact Replicas Of Invitations To The Ten Biggest  
Weddings, Cotillions, Debutante Balls and Bar Mitzvahs  
Of The Coming Season ... All Suitable For Crashing



# FREE-LOADER MAGAZINE

*interviews*

## THE STATE UNEMPLOYMENT INSURANCE CHAMPION

Arnold T. Langbein



**F-L INTERVIEWER:** Mr. Langbein, you are recognized as the uncontested Champ—

**MR. LANGBEIN:** How much do you pay for one of these interviews?

**F-L INTERVIEWER:** Er—well, we don't pay anything, usually. But we *do* give ten free copies of the magazine . . .

**MR. LANGBEIN:** Oh? Well, how much is scrap paper going for these days?

**F-L INTERVIEWER:** Please, Mr. Langbein, let's get to the interview. How did you become the State Unemployment Insurance Champion?

**MR. LANGBEIN:** It wasn't easy. The competition is fierce, and getting worse every day. But using good old American "stick-to-itiveness", I managed it.

**F-L INTERVIEWER:** How long have you been Champion, sir?

**MR. LANGBEIN:** Twenty-five years, and twenty-five wonderful years they have been, I might add.

**F-L INTERVIEWER:** Tell us, Mr. Langbein, what excuses do you use to keep unemployed?

**MR. LANGBEIN:** I just claim I'm a victim of Automation.

**F-L INTERVIEWER:** Just a minute. Automation has only been a problem for the past ten years or so. How about before that?

**MR. LANGBEIN:** Then I was a victim of the age of Electricity. Hell, my ancestors claimed they were thrown out of work by the invention of the Wheel. You can always find an excuse, right?

**F-L INTERVIEWER:** I guess so. But if you've been out of work for twenty-five years, how can you qualify for Unemployment Insurance.

**MR. LANGBEIN:** Well, I take a job for six months, and then I get fired, and then I collect Unemployment Insurance for twenty-six weeks.

**F-L INTERVIEWER:** How can you be sure you'll be fired?

**MR. LANGBEIN:** Because I don't show up for the last six months.

**F-L INTERVIEWER:** How long have you been on your last Unemployment Insurance kick, Mr. Langbein?

**MR. LANGBEIN:** For three years.

**F-L INTERVIEWER:** Now hold on. I got you there. You said you only collect Unemployment Insurance for twenty-six weeks . . .

**MR. LANGBEIN:** That's right, smarty. But don't forget Workman's Compensation!

**F-L INTERVIEWER:** How did you qualify for that?

**MR. LANGBEIN:** I sprained my ankle on the steps of the Unemployment In-

surance Office as I was coming out with my last check. And when that ran out, I applied for the Government Rehabilitation Program, then the War On Poverty Program, then Operation Headstart, then . . .

**F-L INTERVIEWER:** But these programs are only for people who live in the slums. And you have this lovely private home in the suburbs . . .

**MR. LANGBEIN:** I keep a summer place in Harlem just to establish residency.

**F-L INTERVIEWER:** And you get enough money from all these connivings to live?

**MR. LANGBEIN:** Not in the style I'd like. It's really scandalous. Do you know that my car is last year's Cadillac?

**F-L INTERVIEWER:** Well, what do you intend to do about that?

**MR. LANGBEIN:** I'm writing my Congressman. But until they pass some more legislation, I'm taking emergency measures.

**F-L INTERVIEWER:** Really? And what are they?

**MR. LANGBEIN:** Well, I've put my wife and three sons on Unemployment Insurance . . . kinda bringing the boys into the business, you might say . . . and I've applied for Federal Aid for my

(Continued on page 78)

# FREE-LOADERS IN THE NEWS



Here's a Free-Loader "Double Header." TV star Doorwood Kirpy, who makes all kinds of money for doing nothing, shakes hands with his agent, who gets 10% for doing nothing except seeing to it that Kirpy continues to do nothing.

Howard Sewell proudly accepts the coveted Guggenheim Foundation Fellowship. This is the 13th Fellowship Howard has received. Asked about the next Fellowship he'll try for, Howard snapped, "What next one? When this one's finished, I'll start collecting my Social Security."



"People should stand on their own two feet!" said Hiram Judd, the President of the "Dirt Farmer's Anti-Welfare State Lobby," which marched on Washington to protest allocation of government funds for the underprivileged. Judd is also President of the "More Subsidies For Dirt Farmers Lobby."

Milton Boiled, famous TV star, shown here at his regular table in Linty's — right up front where passers-by can see — angrily denied he was being used to publicize the restaurant. "When I'm in New York, I always come into Linty's for my free meal!" he said.



## WALKING THE DEAD BEAT

News and Views of Free-Loading Around Town  
by Crafty Finagel

Congratulations to Hilda Biffle who retired to Florida last week. You remember Hilda — she's the gal who has taken advantage of every "Double-Your-Money-Back" offer ever made . . . How about Marvin Simmis, who couldn't find a free parking spot in town the other evening? Marv just got out of his car in the middle of traffic, lifted the hood and removed his radiator cap. When he got back from the movies, he found a policeman giving his car a free carbon-and-valve job . . . STREET SCENE: Ivor Balderdash, the celebrated Skid Row Free-Loader, made \$450 last week. Seems he has a greasy rag, and makes a mint threatening to wipe off motorists' windshields with it. . . . .

**FREE-LOADER OF THE MONTH AWARD** goes to the Syndicate that puts up all those gum machines around town that grab your money and don't work. Those gonifs make millions . . . What famous TV comic got a lifetime supply of booze by mentioning Canadian Club on his show? Hope they offer the same deal to me for this mention . . . Hats off to Mr. and Mrs. Milton Bernstein. People are still talking about the clever way they conned all their guests into dressing up like bums and then held their son's Bar Mitzvah in the Salvation Army Shelter. . . . .

**NEWS NOTE:** Welfare Workers are planning a strike. They're going to demand that they get paid as much as their Welfare clients receive . . . Kudos to Gourmet Columnist Sidney Fresser, who has eaten in a different restaurant every night for the past six weeks for free. The restaurateurs are hoping that Sidney will feature their establishment in his column. Sidney is hoping that some newspaper will eventually feature his so-far unpublished column . . . The Duke and Duchess of Windsor were in town last night, still giving Free-Loading a touch of class.



Everyone had a great time at the recent Free-Loaders' Convention, even Mr. and Mrs. Herman Kuiots, who were unaware that the Convention was being held at their daughter's Wedding Reception. Thanks for the use of the hall, Folks!

Producer David Melnick dropped \$600,000 of his backers' money on his recent flop. Actually, it was only \$400,000, but David took the difference for his week's expenses . . . Overheard on the Unemployment Insurance line: "They can't seem to find me a job as a Financier!" . . . The United Charity Foundation's fund drive dinner last night was a huge success. It raised enough dough to pay the salaries of the executives for another six months . . . Disc Jockey Murphy The "Q" has a unique Free-Loading deal. He sells those free records he receives from the recording companies to the Fink Record Shop . . . Three cheers to the members of the Police Force who don their uniforms on off-duty hours to attend ball games and other sports exhibitions for free. . . . .

**FREE-LOADING QUOTE OF THE WEEK:** "We were just passing through," said E.Z. Pickins, referring to himself, his wife and their six kids, "and we thought we'd stop by for a minute to say 'Hello!'" Mr. Pickins delivered the quote to an old Army buddy he'd once met on a line for shots. The Pickins family then managed to extend the "minute to say 'Hello!'" into a three-week visit . . . **EMERGENCY NOTICE:** If you live anywhere between High Street and Underhill Avenue, contact me immediately. You can drive me to work every morning. But don't get me wrong, I love Free-Loading!

# THE FREE-LOADER OF THE MONTH

Each month, **FREE-LOADER** Magazine honors one person whose activities best illustrate the qualities admired by all Free-Loaders. This month, we salute, with open palms...

**CONGRESSMAN AMEN  
CLAYFEET POWER**



Congressman Power addresses a dinner being held to raise funds for his re-election campaign. His goal is \$150,000. "If I can achieve that goal," he tells his guests, "I can retire . . . and to hell with Congress!"

If someone objects to Power's abuse of his office, he merely calls for a Congressional Investigation to get at the facts. Here, we see him using his Congressional Immunity to blacken the reputation of his accuser for life . . . with no danger to the Congressman.



The fact that Congress is in session does not disturb Congressman Power's daily routine in Bermuda. Here he is seen conferring with a constituent on his yacht, which costs him nothing because he has had it classified as an auxilliary P.T. boat on detached service from the U.S. Coast Guard.



Naturally, Congressman Power also has to attend to Official Congressional Business too. As the Chairman of the Foreign Relations Committee, he takes his job seriously. After establishing friendly relations in Paris, he will do the same in Rome, Nice and Majorca.



Here we see a businessman trying to persuade Power to use his influence to help land a government contract. Power explains that it is unethical to do special favors for "the few". Therefore he does special favors for all — all that can afford the price.

Naturally, a Congressman cannot do everything by himself. He needs many loyal assistants to help him. And who can be more loyal and helpful than "family?" That is why Congressman Power has placed 117 relatives on his payroll . . . including several that have been dead for the past ten years.

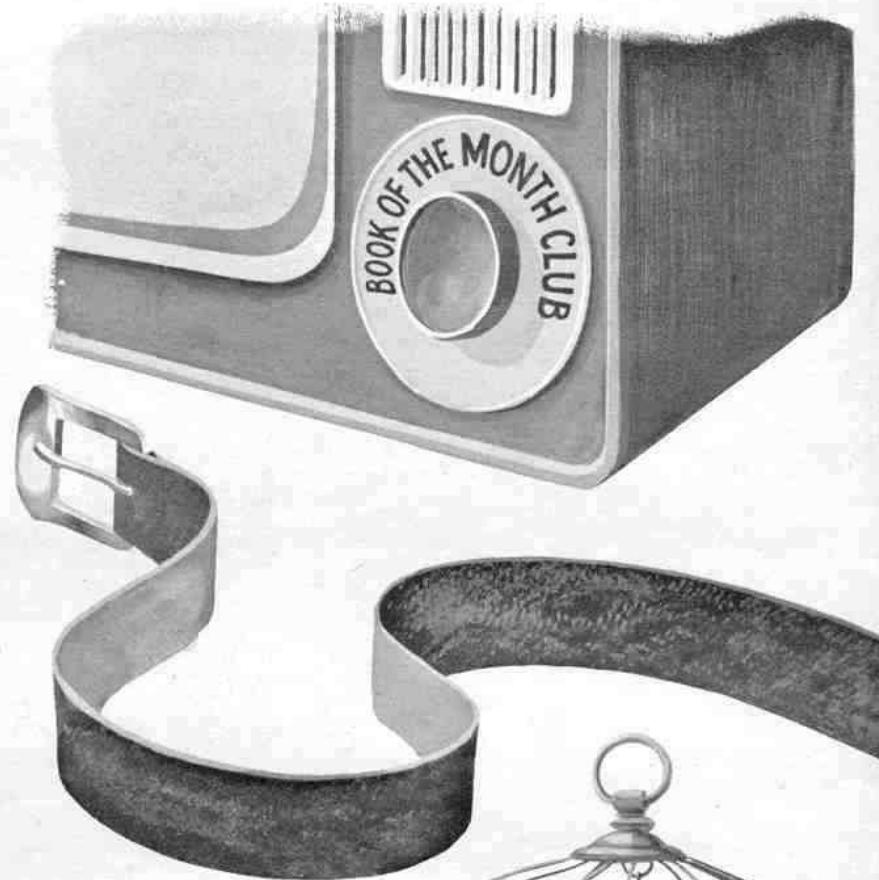
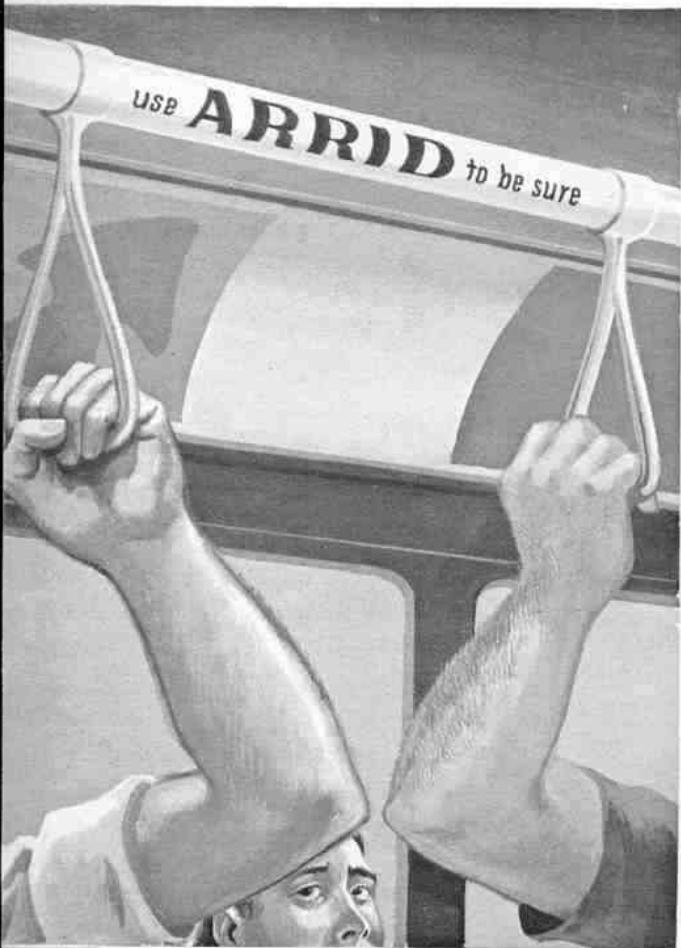


AD-VENTURE DEPT.



With billboards coming down all over the country in an effort to "Beautify America," the creative geniuses on Madison Avenue will have to come up with something to take their place . . . something

# MORE EFFECTIVE A



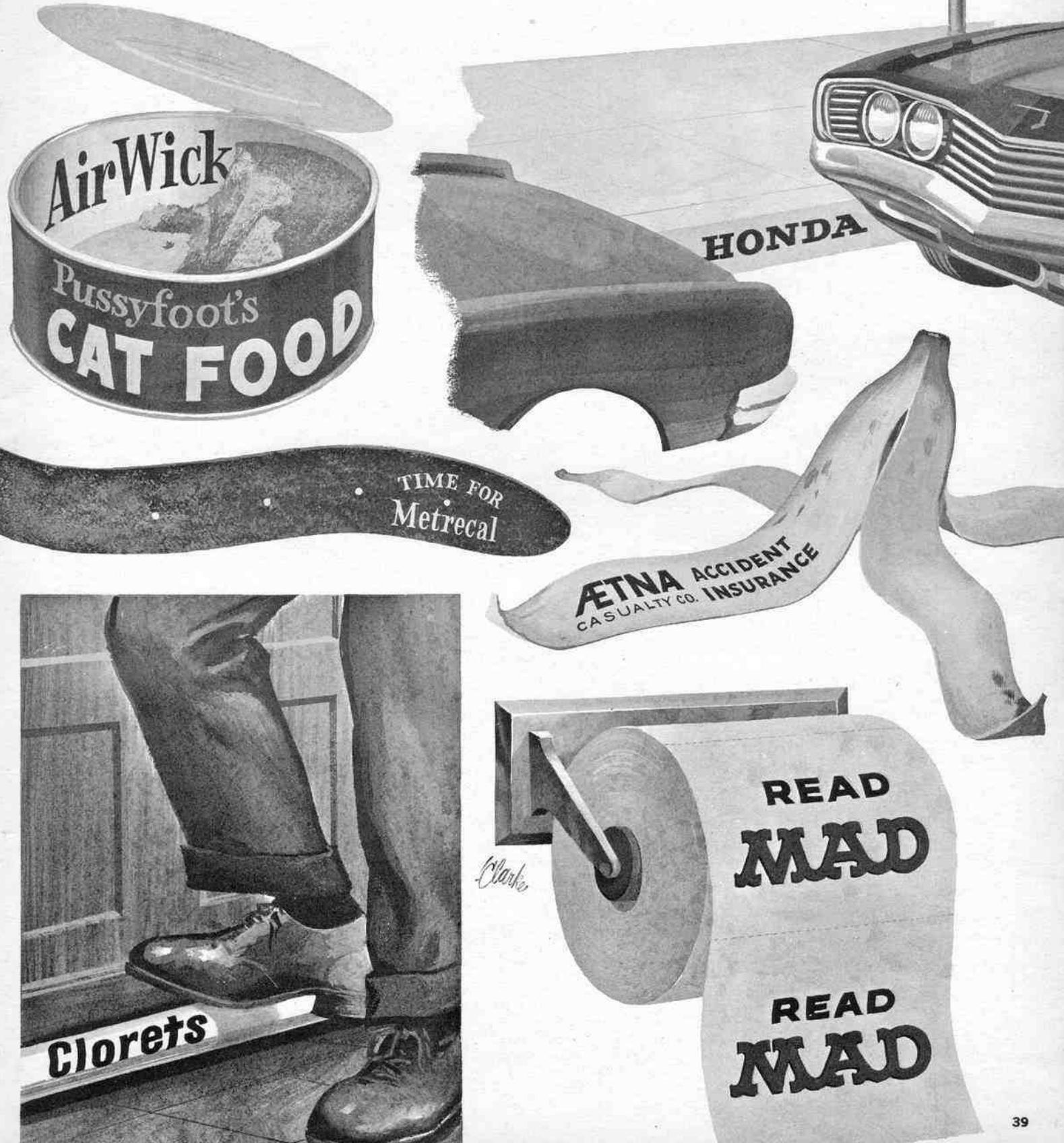
with just as much visual impact. Which brings us to this article. (Okay, smarty-pants, so turning the page was what brought you to this article!) Here, then, are several MAD suggestions for . . .



# DVERTISING SPACES

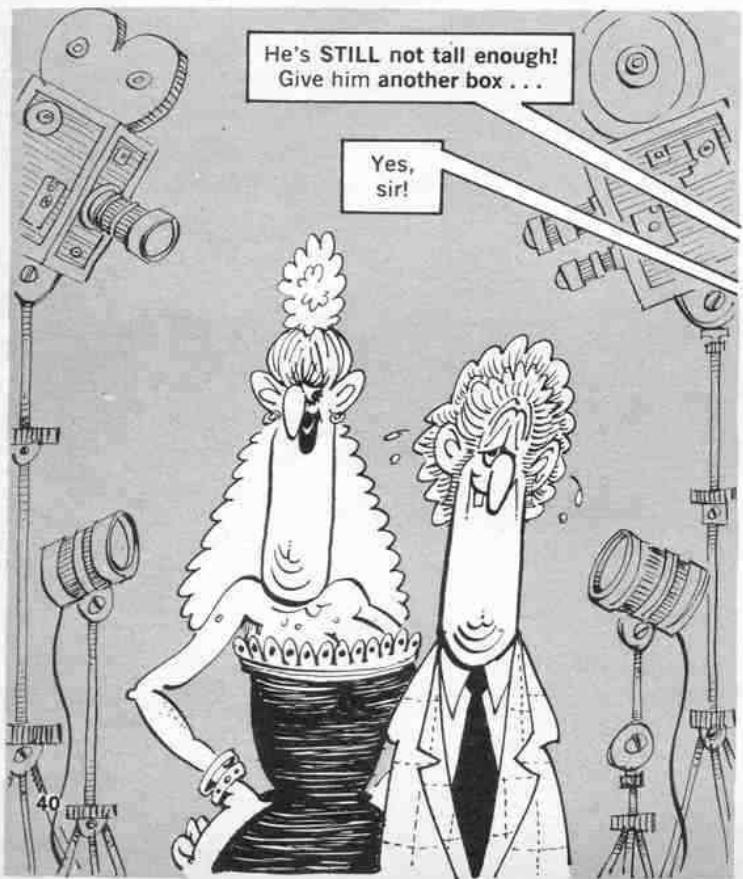
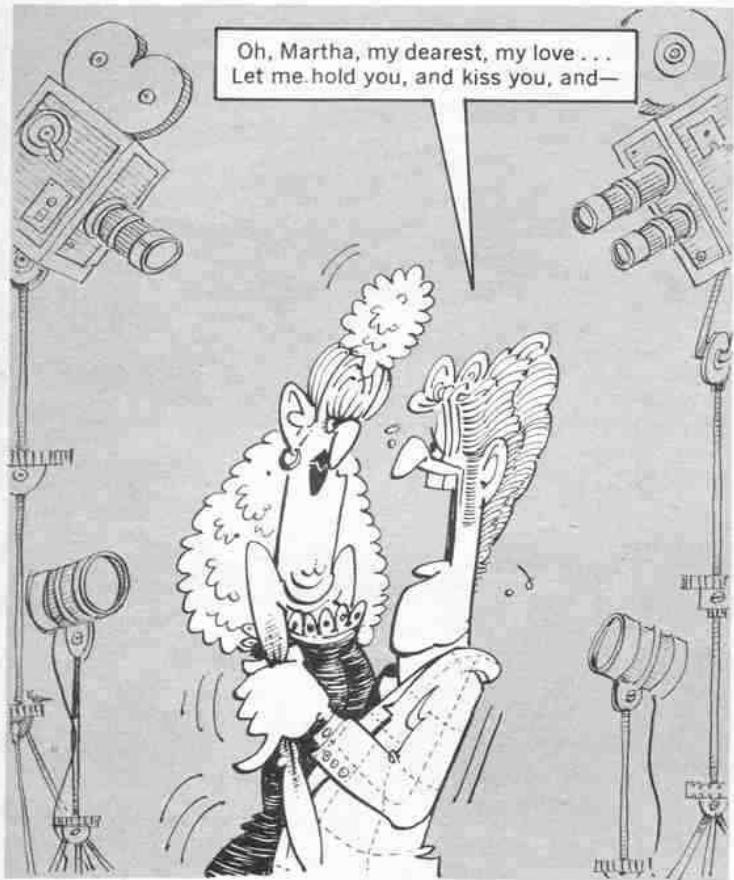
ARTIST: BOB CLARKE

WRITER: PAUL PETER PORGES



DON MARTIN DEPT. PART II

# ON THE SET



**THREE FOR THE FUNNY DEPT.**

Twice in recent issues of MAD, we've saved you the time, trouble, and tariff necessary to see them by summing up three idiotic films at one shot in a collection which we called "MAD Mini-Movies". Now, we save you the time, trouble, eye-strain, and possible exposure to deadly radiation (if you have the right kind of Color-TV set) by summing up three idiotic television shows in this collection which we call . . .

# MAD MINI-VISION

ARTIST: MORT DRUCKER

WRITE: LOU SILVERSTONE

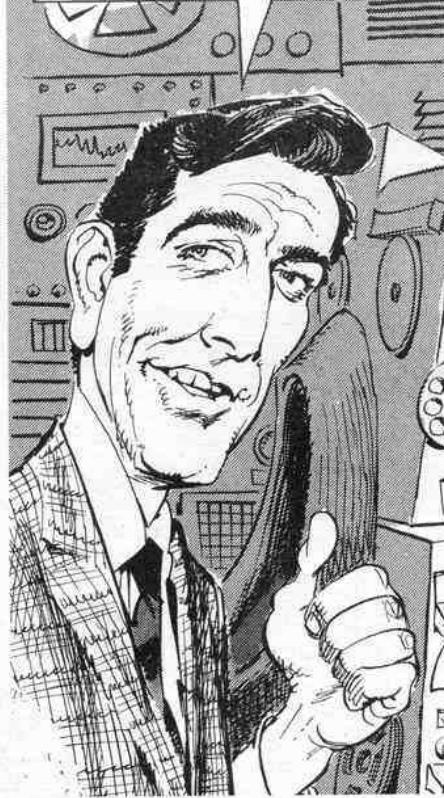
## "It Takes A Crook"

I used to be a crook! Now I work for the Government! You know . . . like those big Corporation Execs who become Cabinet Members!



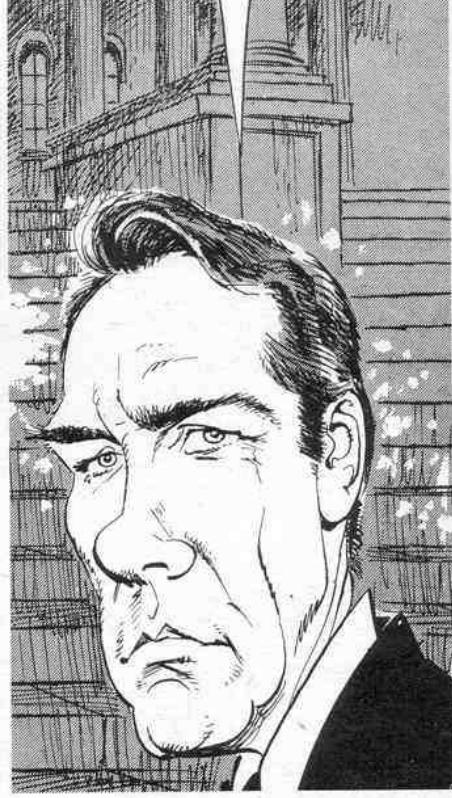
## "Mannech"

I'm a "modern" private eye, with modern science on my side, like this big computer! So how come I keep making such stupid mistakes!?



## "Jugg for the Defensive"

I'm a fearless lawyer! Actually, the only thing fearless about me is trying to follow such greats as "Perry Mason" and "The Defenders"!



First, let's take this MAD Mini-Vision look at the TV Lawyer who combines the controversial cases of "The Defenders" with the success of "Perry Mason" . . .

# JUGG FOR THE

I'm worried, Mr. Jugg! We haven't had a client for almost ten minutes!

If you'd paid attention while you were studying Law, Bem, you'd know that when things slow down, you merely have to grab your golf clubs and say, "I'm finally going on my first vacation in seven years."

... and before you can say, "Habeas Corpus"—

CLIENTS!! Gosh, they never taught us THAT in Law School!

"School"?! I learned that from watching Perry Mason!

Mr. Jugg, I just shot my wife! Take my case!

Mr. Jugg, I just shot BOTH my wives! Take MY case!

Mr. Jugg, my Boss told me I had bad breath so I gunned him down! Take me!

Mr. Jugg, my son's been arrested for stealing a horse and I'm very rich!



Did my great big ol' disgustingly wealthy Daddy hire you to get his li'l spoiled Sonny Boy out of another mess?

Be serious, Andrew! This is no simple misdemeanor like Murder or Rape! You have been charged with 1st Degree Horse-Stealing!

So tell me exactly what happened? A lot depends on your story!

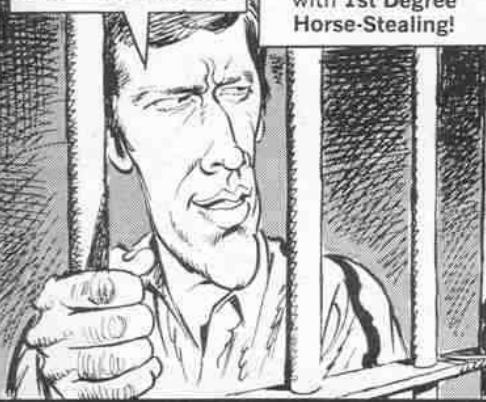
You mean . . . like my life?!

Even more important! Mr. Jugg's reputation!

Man, I don't know what happened! I was taking a "trip," see? And then I freaked out! And the next thing I know, I was petting this horse!

We believe your story, Andrew—but will a Jury believe it?

I hope it doesn't come to that! I prefer winning my cases by unethical legal shenanigans!



Is the low down rat who stole your horse in this courtroom?

He's right there . . . It was the defendant, Andrew K. Filthyrich!

It looks bad, Jugg! What kind of defense have you planned?

The best defense is always a good offense!

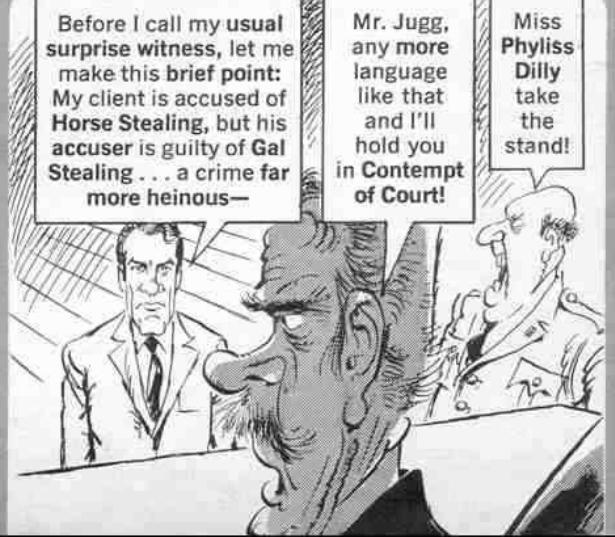
Wasn't that Louis Nizer—"N.Y. State vs. Sidney Clogpoop"?

No, Vince Lombardi—"Green Bay Packers vs. Dallas Cowboys"!

Before I call my usual surprise witness, let me make this brief point: My client is accused of Horse Stealing, but his accuser is guilty of Gal Stealing . . . a crime far more heinous—

Mr. Jugg, any more language like that and I'll hold you in Contempt of Court!

Miss Phyllis Dilly take the stand!



# DEFENSIVE

Very rich, eh? Sounds like a controversial case! Bem, get rid of those other people!

Mr. Jugg, what's so controversial about a simple case of Horse-Stealing, anyway?

For what is obviously the kind of money our client has, Bem, we shall create controversy! We shall challenge the legality of the Horse Stealing Law!



Why this could be bigger than the Scopes Trial!

What was that about, Mr. Jugg?

Another great Lawyer, Clarence Darrow, defended a Teacher who had broken the law by teaching Darwin's Theory of Evolution—that Man is descended from Apes!

What'd he wanna learn kids a fool thing like that for? He was worse than a Horse Thief! They shoulda strung him up for that!

How about a deal, Billy Joe? I'll plead my client "Guilty" to—say—"Driving a Horse Without a License"!

No deal, Jugg! I'm going for Horse Stealing "1"! This was premeditated! Did you know the owner of the horse and your client were bitter rivals for the same girl and your boy lost?

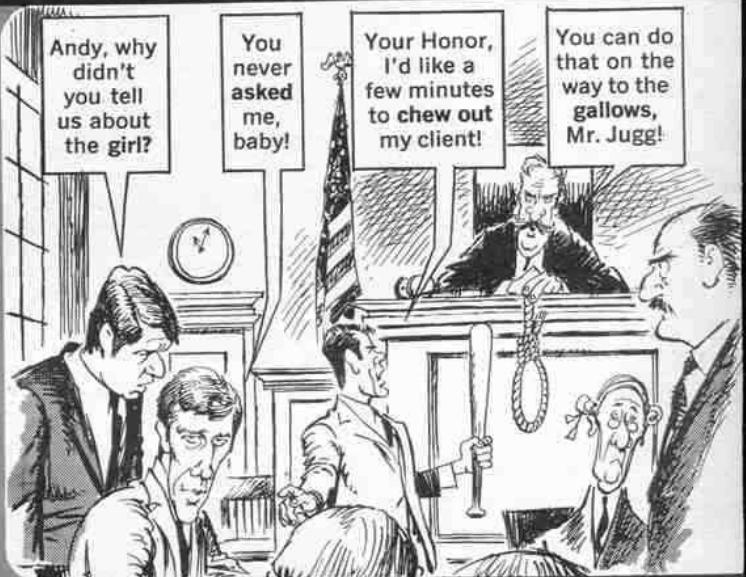
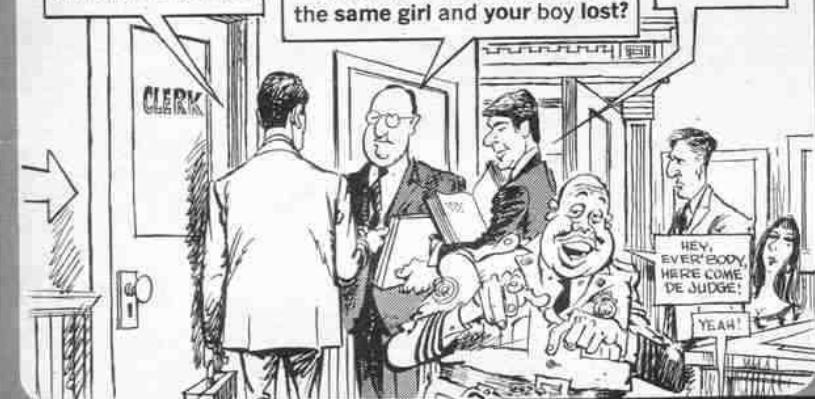
No, but if you hum a few bars, I'll try to research it!

Andy, why didn't you tell us about the girl?

You never asked me, baby!

Your Honor, I'd like a few minutes to chew out my client!

You can do that on the way to the gallows, Mr. Jugg!



Your Honor! Ladies and Gentlemen! On the night in question, my client . . . like any other wealthy, spoiled, overage delinquent . . . was indulging himself—by "tripping" on LSD! He never intended to steal a horse! In his condition, he THOUGHT he was taking back his girl! Look at her! It was obviously a case of mistaken identity!

That's my daughter you're talking about!

How dare you insult the girl I am engaged to!

And the woman I love!

Is that a way to treat a guest star —calling her a horse?!

He has cast a slur on Texas Womanhood, boys! Let's get 'im!

Don't worry, Mr. Jugg! You've legal precedent on your side! I cite the case of "The People vs. Melvin Belligh"! He was as big a lawyer as you are, and they didn't lynch him! They just ran him out of town!



Next, let's take a MAD Mini-Vision look at the show dedicated to the very first "Corporate Detective" . . . sort of a "Private-Enterprise-Eye" called . . .

# MANNECH

Mannech! That looks like Mr. Kvetch, the man who was paying us to protect him! What happened to him?

I had to use him as bait to find out who was threatening him! Unfortunately, he got himself bumped off!

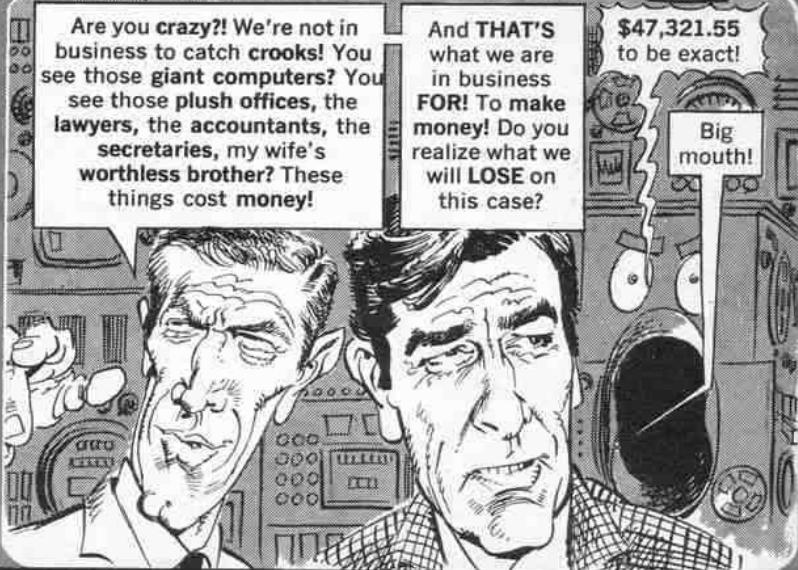
But don't worry! I know who the killer is!

Are you crazy?! We're not in business to catch crooks! You see those giant computers? You see those plush offices, the lawyers, the accountants, the secretaries, my wife's worthless brother? These things cost money!

And THAT'S what we are in business FOR! To make money! Do you realize what we will LOSE on this case?

\$47,321.55 to be exact!

Big mouth!



Here are your flunkies, Mr. Huge! Sorry, but I don't like being pushed around!

Nice work, Mannech! I watched you on closed circuit TV! I like the way you operate! Like I conduct my business!

You mean I'm quick and efficient!?

No . . . you fight dirty!

Every day at this time, I come to the roof to sunbathe . . . and every day, as soon as I get here, a helicopter flies over and . . . See what I mean, Mannech? Here it comes now! I want it stopped! I want it stopped!!

Your wish is my command, Mr. Huge! "Intertecch" is on the job!



NOW what's going on!?

Where did all those other helicopters come from?

From a heliport, obviously! They're investigating the crash, I guess!

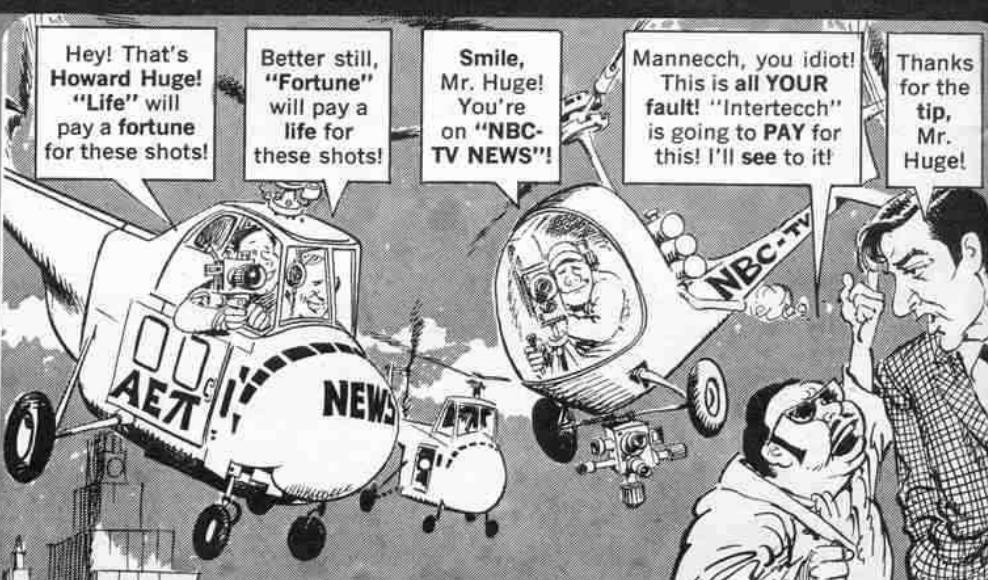
Hey! That's Howard Huge! "Life" will pay a fortune for these shots!

Better still, "Fortune" will pay a life for these shots!

Smile, Mr. Huge! You're on "NBC-TV NEWS"!

Mannech, you idiot! This is all YOUR fault! "Intertecch" is going to PAY for this! I'll see to it!

Thanks for the tip, Mr. Huge!



Fortunately we can make it up on this next case! Howard Huge, the eccentric billionaire, hates any intrusion on his privacy! He claims that someone is passing over his penthouse every day, trying to take his picture! He'll pay us a small fortune to have it stopped!

I'm your man, Loot! I won't goof this one! I'll make up what we lost!

\$47,321.55 to be exact!

Shut up already!!

I'm Mannech . . . from "Intertech"! Mr. Huge is expecting me!

Okay, boys! Frisk 'im!

But I don't carry a gun!

Who cares about guns!? It's cameras Mr. Huge is worried about!



Boy, that pilot is pretty mad about my wrecking his helicopter!

Serves him right for trying to take my picture!

He wasn't trying to take your picture! He was flying the Mail in from L.A.!



Seems your hotel is directly under the L.A.—Las Vegas Mail Route, Mr. Huge . . . and there'll be another helicopter along at this same time tomorrow! So you'll just have to change your sunbathing schedule!

What?! Never!! I'll buy the Mail Route first!

But you can't! It belongs to the Government!

Then I'll buy the Government!



You're through around here, Mannech! Fired! Do you know how much we lost on the Huge case?

\$2,376,569.22 to be exact—including the cost of one U.S. Mail helicopter!

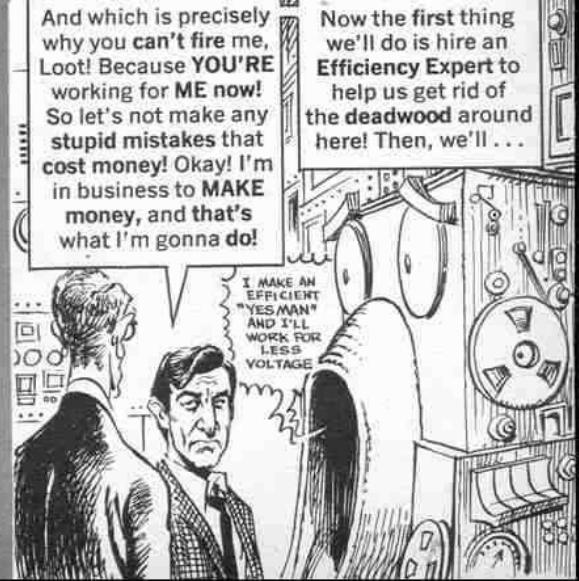
Right! And do you know how much "Intertech" stock is selling for a share since Howard Huge started dumping it?

18¢ a share, to be exact!

Right! Which is low enough for me to afford to buy 51%!

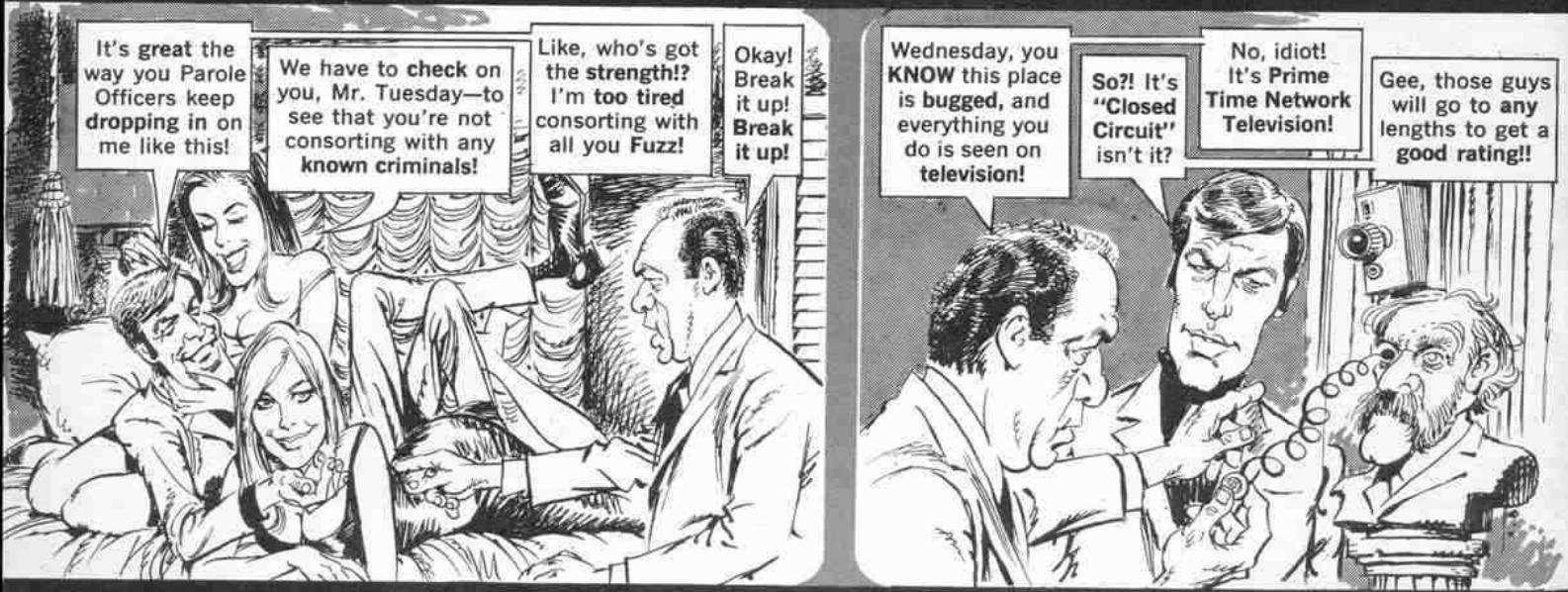
And which is precisely why you can't fire me, Loot! Because YOU'RE working for ME now! So let's not make any stupid mistakes that cost money! Okay! I'm in business to MAKE money, and that's what I'm gonna do!

Now the first thing we'll do is hire an Efficiency Expert to help us get rid of the deadwood around here! Then, we'll . . .

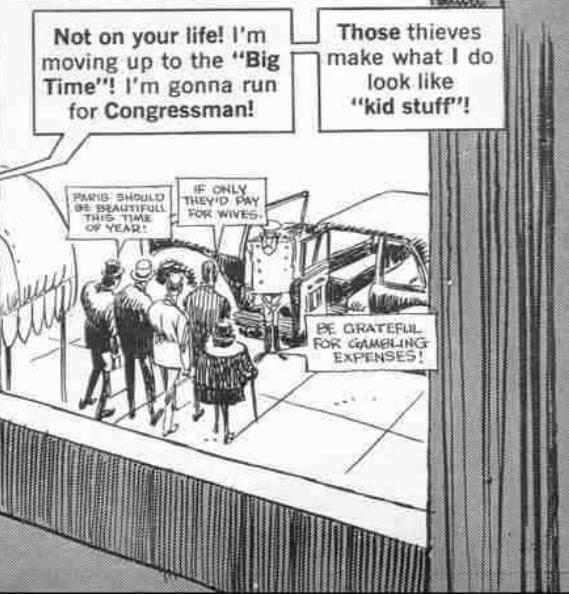
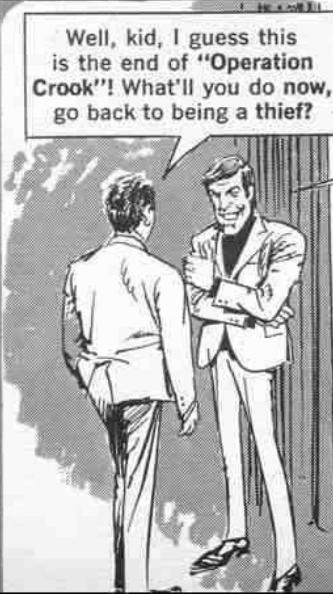
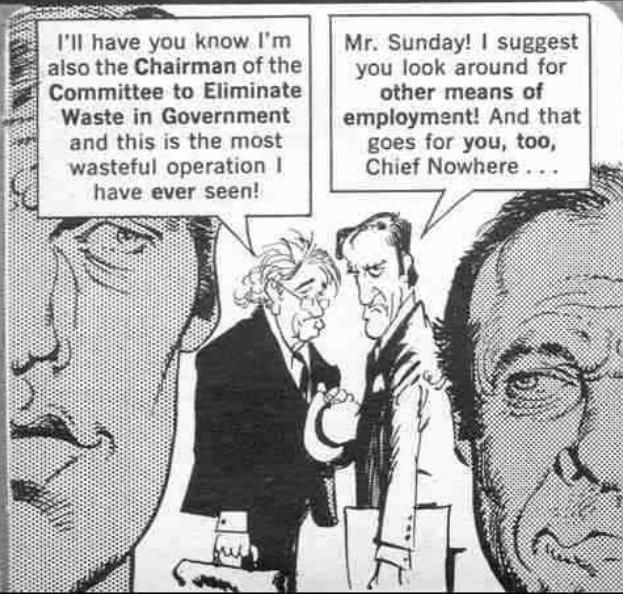
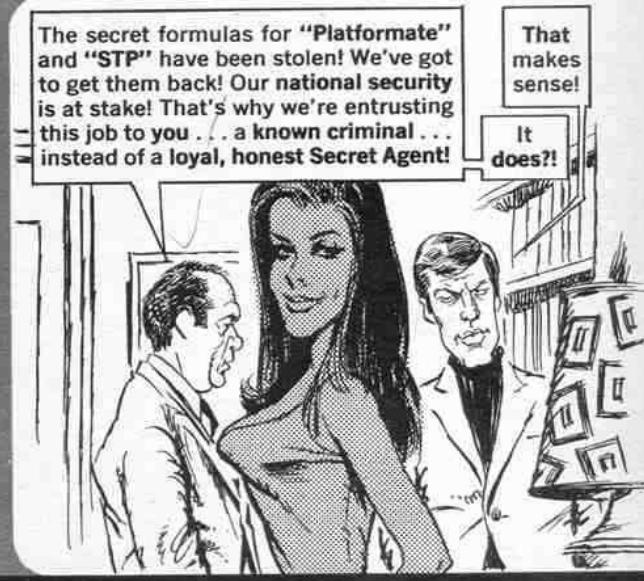
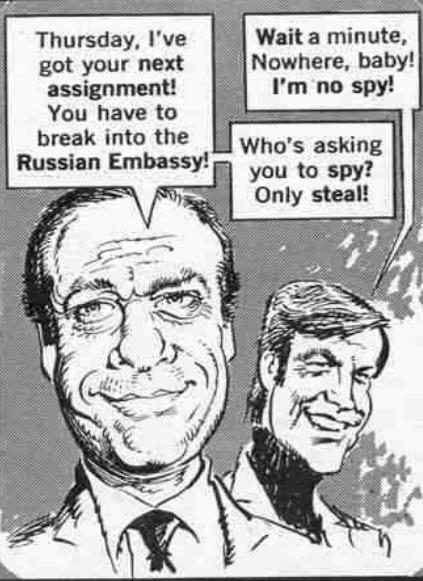


Finally, let's take a MAD Mini-Vision look at the "TV-Criminal-Turned-Federal Agent" who proves beyond a shadow of a doubt that "Crime Definitely Pays" . . .

# IT TAKES A CRO



# OK



# "BURNING MAD"

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IN WHAT  
BATTLE ZONE  
ARE THE MOST  
SHOCKING  
ATROCITIES  
BEING  
COMMITTED?

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

Hardly a day goes by without news of some horrible conflict taking place in some war zone somewhere. Today, a terrible battle is being fought, and the atrocities being committed are turning everyone's stomach. To find out where, fold in page as shown:



FOLD PAGE OVER LIKE THIS!

A

FOLD THIS SECTION OVER LEFT

B

FOLD BACK SO "A" MEETS "B"



ONE ATROCITY FOLLOWS ANOTHER IN WAR. SADISTS IN THE  
Camps of both sides commit them. Courts must arraign  
try and convict these killers. Justice must prevail!

ARTIST & WRITER:  
AL JAFFEE

A

B

# Scenes We'd Like To See

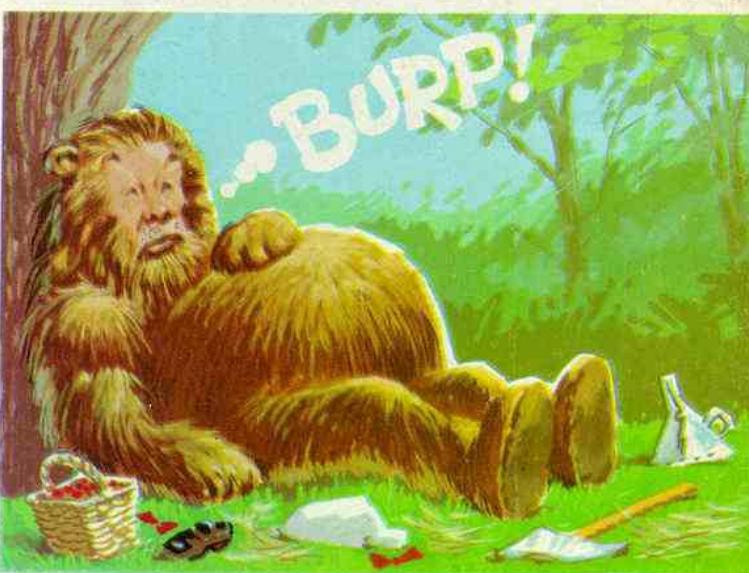
ARTIST: JACK RICKARD

WRITER: DON EDWING

## Pinocchio



## The Wizard of Oz



## Peter Pan

