

No.  
119  
June  
'68

# MAD

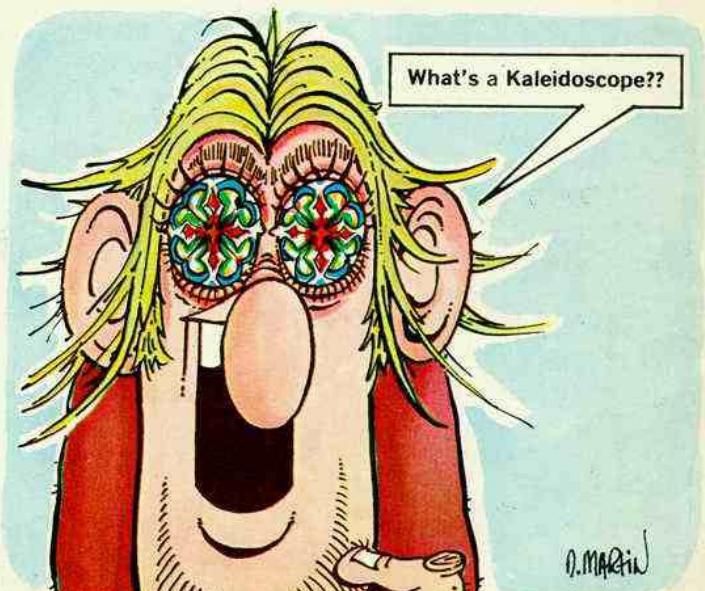
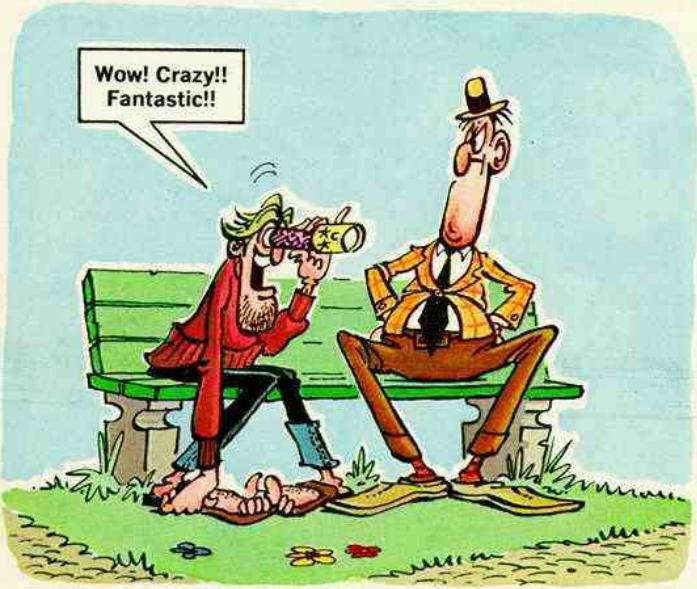
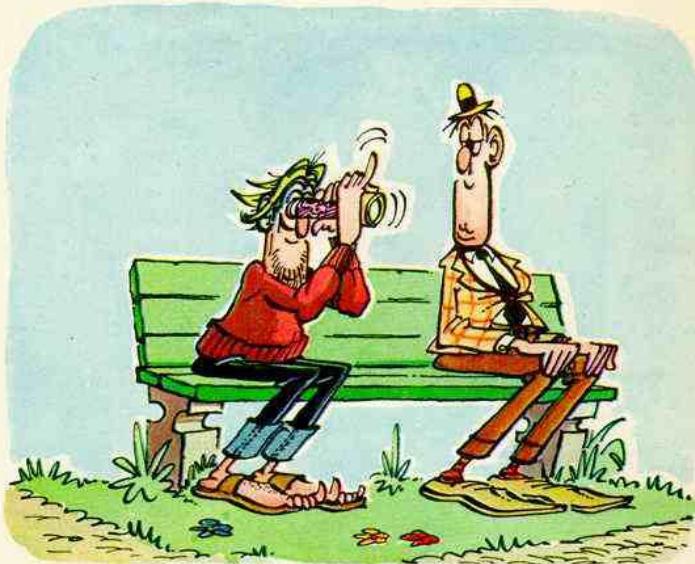
OUR PRICE  
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**IBA II, MII YY AND CILOID**  
(We Rib Bank-Robbers!)

# ONE DAY IN THE PARK



# MAD

"Making out your Income Tax form is like making out a laundry list  
—either way, you lose your shirt!"—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, IVAN LODICHAND *subscriptions*

CONTRIBUTING ARTISTS AND WRITERS

*the usual gang of idiots*

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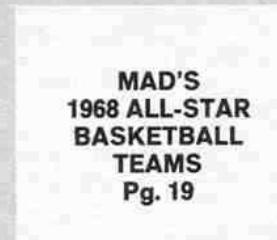
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\*\*Various Places Around The Magazine

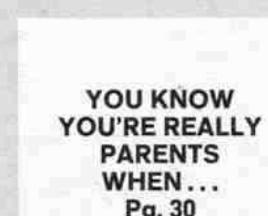
"BALMY  
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**FOR JUST A LITTLE  
FOLDING MONEY  
YOU DON'T HAVE TO  
SLOP AROUND  
WITH THOSE  
HOGS  
AT THE NEWSSTANDS!**



Origami by Baggi

Photography by Irving Schild

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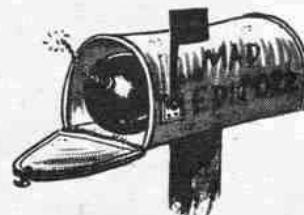
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**ALMOST GONE!**



We've almost gone off our rockers trying to think of new ways to con you into buying these full-color portraits of Alfred E. Neuman, MAD's "What-Me Worry?" kid . . . suitable for framing and wrapping fish. So if you really want to drive us crazy, mail 25¢ for 1 (50¢ for 3, or \$1.00 for 9) to MAD, 485 MADison Avenue, New York, New York 10022

**LETTERS DEPT.**



**WILL SUCCESS SPOIL CHARLIE BROWN?**

I loved your "Will Success Spoil Charlie Brown?". It was the warmest (almost as warm as "Peanuts" itself), most hilarious satire you've ever published. Thank you for a masterpiece.

Chris Mann  
Minneapolis, Minn.

Concerning your article entitled, "Will Success Spoil Charlie Brown?", all I can say is . . . "Good Grief!"

Harry Stein  
Brooklyn, N. Y.

"Will Success Spoil Charlie Brown?" was extraordinary, titanic and great, and was richly, immeasurably and stupendously written and illustrated. Which is about "par" for your usually fantastic magazine.

Gary Dufel  
Amsterdam, N.Y.

I've bought every copy of MAD for the last five years, and I think you guys have a marvelous sense of humor. But when you ridicule the "Peanuts" clan and Charlie Schulz, I have to snarl. Mr. Shulz deserves every penny he gets for sweatshirts, books, cards, TV shows, etc., etc. You're just jealous!

Laura D. Gereau  
Brooklyn, N.Y.

Are you responsible for injuries sustained while reading MAD? Mainly, I split my sides laughing at "Will Success Spoil Charlie Brown?". Congratulations to Larry Siegel and Jack Rickard.

Joe Fishbein  
Southfield, Mich.

Success may spoil Charlie Brown, but I can guarantee it will never spoil MAD Magazine . . . mainly because MAD will never have any success to be spoiled by!

Michael Omansky  
Upper Saddle River, N.J.

You took one of America's best loved comic strips and did a satire on it which turned out to be one of the worst pieces of trash you've ever come up with . . . and I loved every minute of it.

Kim Anderson  
Iowa City, Iowa

I understand Charles Schulz is working on an article called, "Will Failure Spoil MAD Magazine?"

Craig Mason  
Atlanta, Ga.

**THE SAM PEBBLES**

I want to congratulate you on your superb satire, "The Sam Pebbles." I for one was happy to see you tear it apart. Soon after I walked into my neighborhood movie theater, I realized I'd wasted my \$1.50. What was supposed to be an "epic war film" turned out to be in reality a poor soap opera. Your satire was a welcome retaliation. And I laughed my head off at the art.

Robert Mantel  
Irvington-On-Hudson, N.Y.

"The Sam Pebbles" was hilarious. I laughed so hard and so long I could hardly breathe.

John Roas  
Denver, Colo.

I made the mistake of reading YOUR mistake, "The Sam Pebbles" while eating. I nearly threw up!

Susan Shirey  
San Antonio, Texas

It was worth the price of the whole magazine, which isn't saying much since the whole magazine is worthless.

Donn Jakosky,  
Brentwood, Calif.

**FUTURE AIR POLLUTION PROBLEM**

In "Air Pollution Problems Of The Future", you neglected to mention the worst threat of all: the pollutant known as "MOG" . . . which is produced by burning copies of MAD.

Richard Kruger  
Franklin Sq., N.Y.

**YOU KNOW YOU'RE REALLY—WHEN . . .**

You know you're really getting hard up for laughs when you start reading those "You Know You're Really . . ." articles.

Lee Rudrud  
Fargo, N.D.

You know you're really going crazy when you read MAD Magazine . . . and understand it.

Perry Brandt  
Memphis, Tenn.

**AN E.C. FAN MAGAZINE**

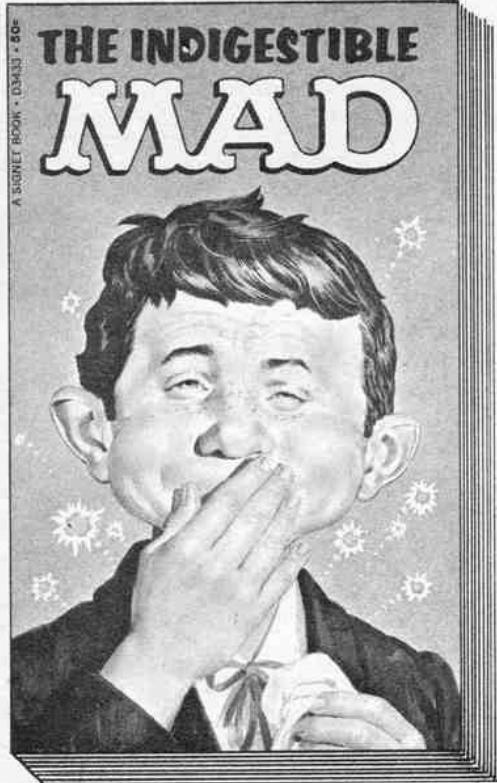
Readers of MAD, and the old E.C.'s, arise! "SQUA TRONT" is here! An E.C.-oriented fan magazine featuring never-before-published artwork by such old E.C. greats as Reed Crandall, Frank Frazetta and Al Williamson. Number 1 is now out—44 pages, completely off-set, with wrap-around 6-color cover. Number 2 is due out this Spring. Subscriptions are \$1.50 for next two issues. Write:

Jerry Weist  
1849 S. 127 St. E.  
Wichita, Kansas 67207

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

ANNOUNCING MAD'S LATEST SCREAM-PLAY:

# The Odd Couple



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MAD's  
Spy vs. Spy  
Follow-Up File

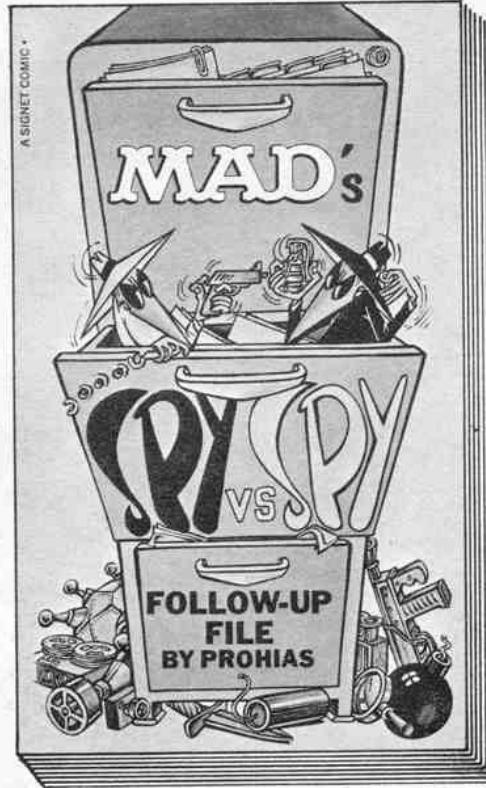
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SATIRES AND  
NAUSEATING  
NONSENSE  
FROM PAST  
ISSUES



ANOTHER  
REPORT ON  
THE ALL-NEW  
ADVENTURES  
OF THOSE  
TWO IDIOTS  
OF INTRIGUE



## MAD's SPY vs. SPY Follow-Up File

ALSO PLEASE SEND ME THE BOOKS CHECKED BELOW:

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<input type="checkbox"/> MAD Strikes Back	<input type="checkbox"/> MAD in Orbit	<input type="checkbox"/> DON MARTIN Steps Out
<input type="checkbox"/> Inside MAD	<input type="checkbox"/> The Voodoo MAD	<input type="checkbox"/> DON MARTIN Bounces Back
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<input type="checkbox"/> Like MAD	<input type="checkbox"/> Raving MAD	<input type="checkbox"/> The All-New SPY vs. SPY
<input type="checkbox"/> The Ides of MAD	<input type="checkbox"/> Boiling MAD	<input type="checkbox"/> A MAD Look at Old Movies
<input type="checkbox"/> Fighting MAD	<input type="checkbox"/> Questionable MAD	<input type="checkbox"/> AL JAFFEE's Snappy Answers

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Hello! I'm sullen actor, **Warren Booty**! I recently starred in a great film epic about the Depression Era of the Thirties. I got the part because I'm a sensitive actor, I'm a versatile performer, and by a fantastic coincidence, I also happened to be the **Producer**!

This is my co-star, **Faye Runaway**. The historic couple we're supposed to play in this film were **really ugly, savage killers**. But after watching the movie for five minutes, you'll know at once what famous American couple we're really portraying ... **Steve and Eydie Lawrence**!

This picture deals with one of the most violent crime waves in American history.

Oh, by the way, the girl who just walked in is my sister, **Shirley MacKook**! She recently starred in "Woman Times Eight"! But that was another violent crime ...



# IBALI, IMI YY?

Hi, thayah, you purty li'l thang. Ah'm Clod Barrow. Ah'm a full-time ex-con an' a part-time degenerate.

Tha's nice. Ah'm Balmy Parker. Ah'm a full-time waitress an a part-time moron.

Whaddaya say? Let's do some robbin' an' spittin' an' cussin' an' stabbin' and shootin'.

Sounds okay t' me. But Ah'm warnin' you. Ah never kill on a firs' date.

See this hyar gun? Guess what it really stan' for in mah life. Go ahaid an' guess. Ah'll give you a hint—

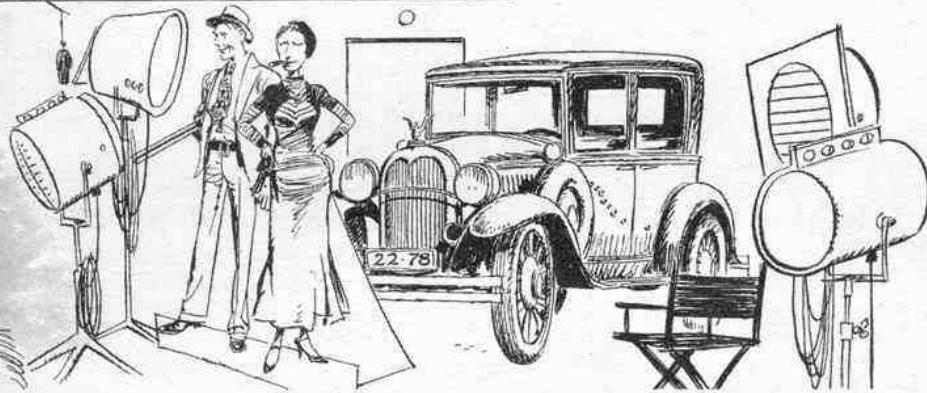
It got somethin' t' do with Freud an' symbolism. Heh, heh! Go ahaid, guess what the gun stan' for.

Yor mother ... an' you a son of a gun! Hee, hee! Don' you jus' love mah cute sense of humor?



Some people have asked me how I happen to be qualified to produce films at my age. Well, actually I am a great student of the motion picture. In fact, I've seen every movie that Walt Disney ever made. I just love his adorable little animals. And now, speaking of adorable little animals, here is the story of ...

WE RIB BANK ROBBERS DEPT.



AND

CLOD

ARTIST: MORT DRUCKER

WRITER: LARRY SIEGEL

Hoo—  
boy,  
are  
you  
stupid!

Well, Ah tol'  
you Ah'm a  
part-time  
moron! An'  
Ah'm "On  
Duty" now!

Call us "Robin  
Hoods"! We robs  
from the poor  
an' we gives  
to ourselves  
Haw, haw, haw!

Ain't  
they  
the  
cutest  
couple,  
Paw?

They so  
adorable,  
Ah could  
take big  
bites out  
of them.

Mark mah words,  
they goin' places.  
They such lovable,  
hilarious crooks,  
you jus' gotta  
love 'em.

Ah been robbed by  
many great comics  
in the past ...  
Dillinger, Baby-  
Face Nelson ...  
but these two—  
they the funniest!

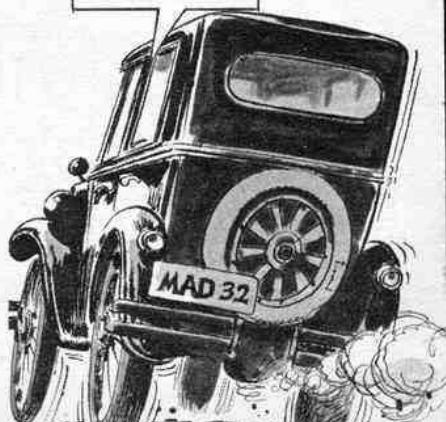
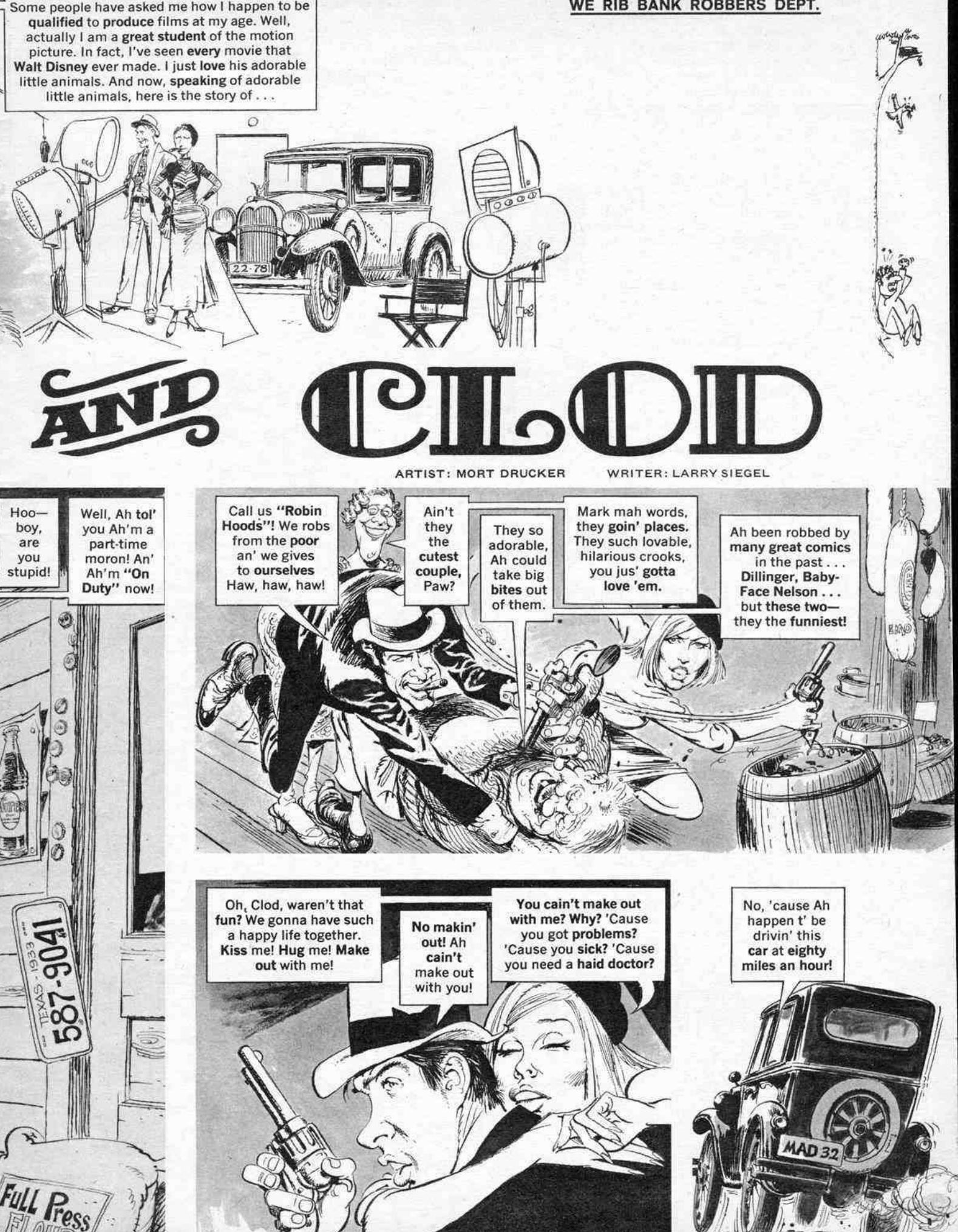


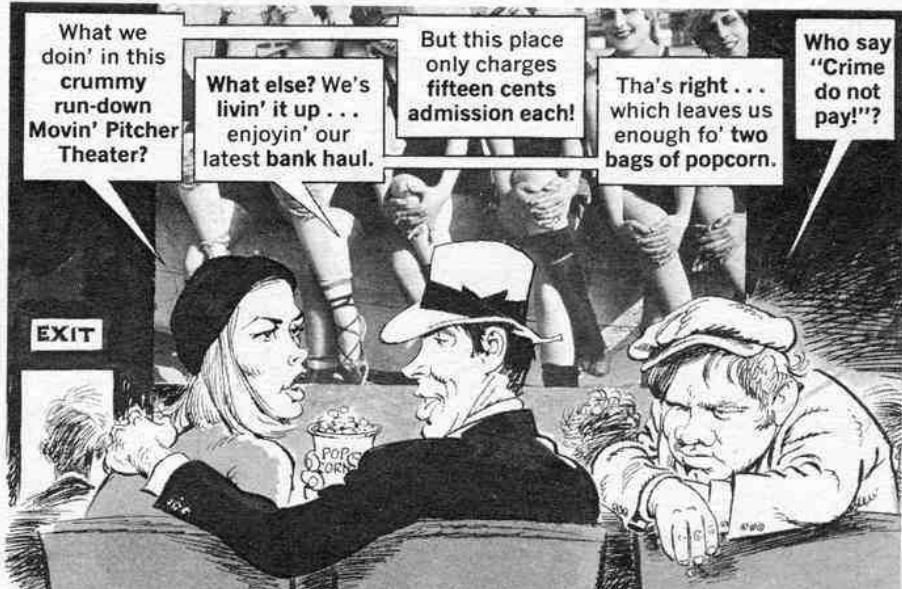
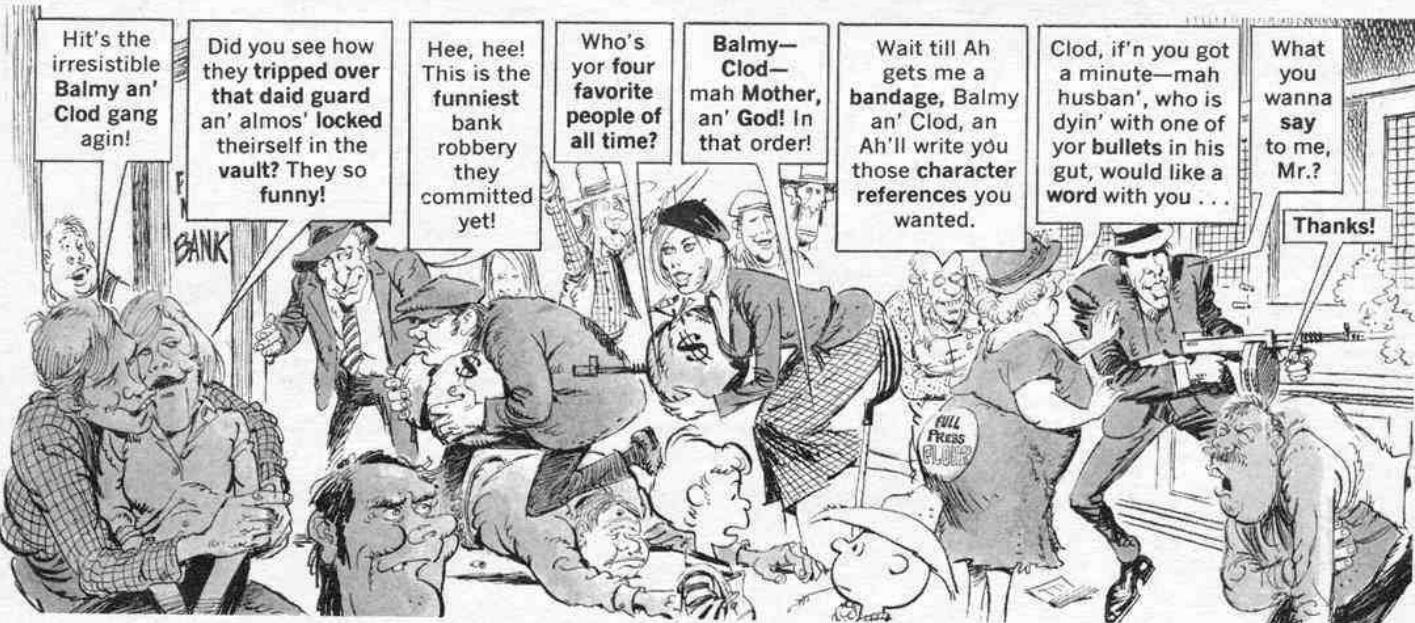
Oh, Clod, weren't that  
fun? We gonna have such  
a happy life together.  
Kiss me! Hug me! Make  
out with me!

No makin'  
out! Ah  
cain't  
make out  
with you!

You cain't make out  
with me? Why? 'Cause  
you got problems?  
'Cause you sick? 'Cause  
you need a haid doctor?

No, 'cause Ah  
happen t' be  
drivin' this  
car at eighty  
miles an hour!





Balmy... C. W....  
This mah brother,  
Cluck, an' his wife,  
Blunjid. They gonna  
join our mob...

Great. When we make  
our nex' haul, we  
c'n split the sixty  
cents **FIVE** ways  
instead of three!

C'mon,  
evahbody,  
le's pose  
fo' funny  
pitchers!

Ain't it great  
t' be young  
an' alive an'  
in love...

... an'  
wanted fo'  
murder...

... an'  
posin' fo'  
pitchers...

... an'  
stupid!

Why you  
say we  
stupid?

You see  
anybody  
workin' the  
camera?



Hyar  
they  
come  
agin,  
folks!

They wowed  
'em at the  
Firs'  
National  
Bank!

They  
panicked  
'em at  
Secon'  
Federal!

They  
killed  
'em at  
Farmer's  
Trust!

Now hyar they  
are with a  
bigger n'  
funnier act  
than evah!

Five great  
performers!  
**FIVE**...!!  
Count  
'em!

Hey, Clod, you  
kidnapped mah  
pappy yestiddy!  
Where you want  
me to leave the  
ransom money?

With our  
agents—  
at the  
William  
Morris  
Office!

I can't  
stand it!  
I just  
can't  
stand it!

What?  
Yor  
bank  
bein'  
robbed?

No—all this  
"hick" talk!  
This is a  
New York  
City bank!



We been goin' together  
fo' 51 bank jobs an'  
112 killing's! Le's  
make out now, Clod!

You outta  
yor mind??  
**NOT**  
**NOW!**

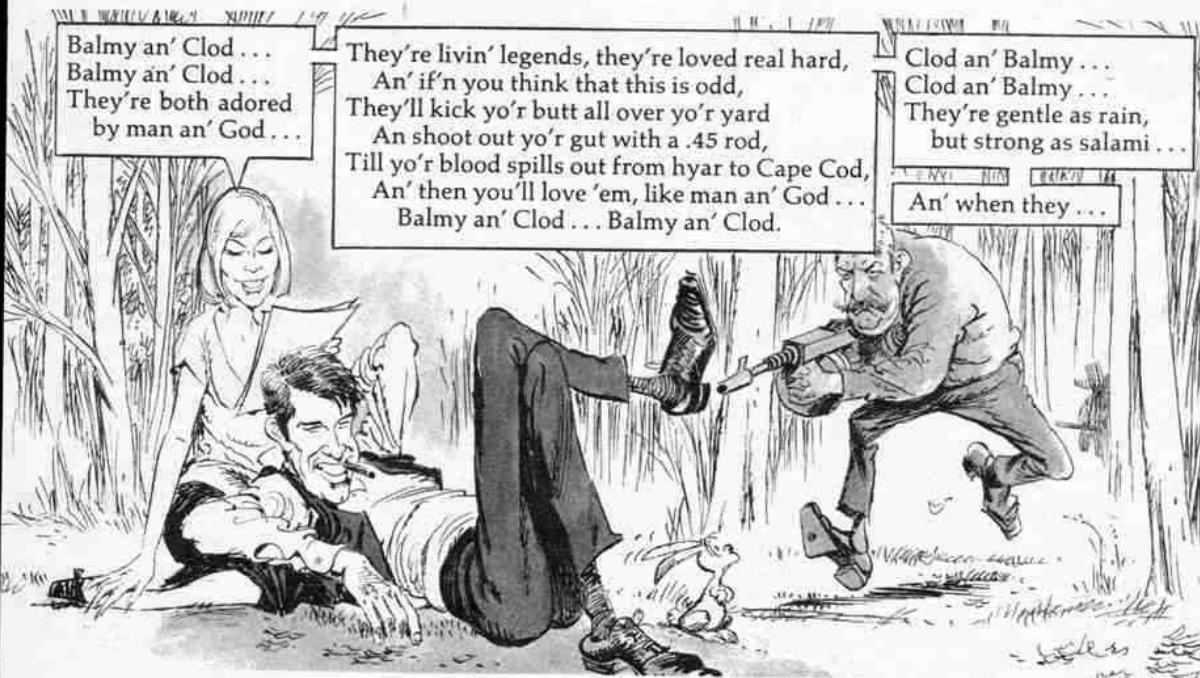
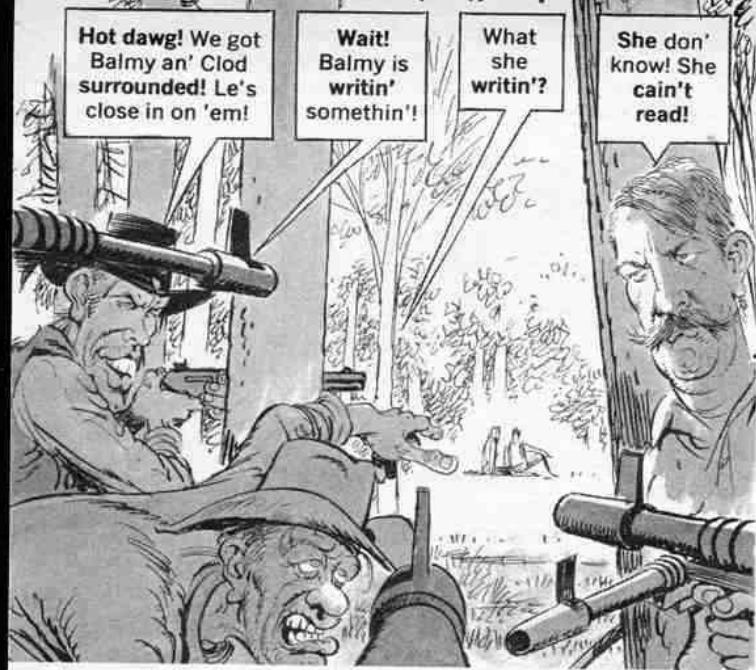
Now,  
Clod?  
**NOW??**

You mus'  
be insane!  
**NOT**  
**NOW!!**

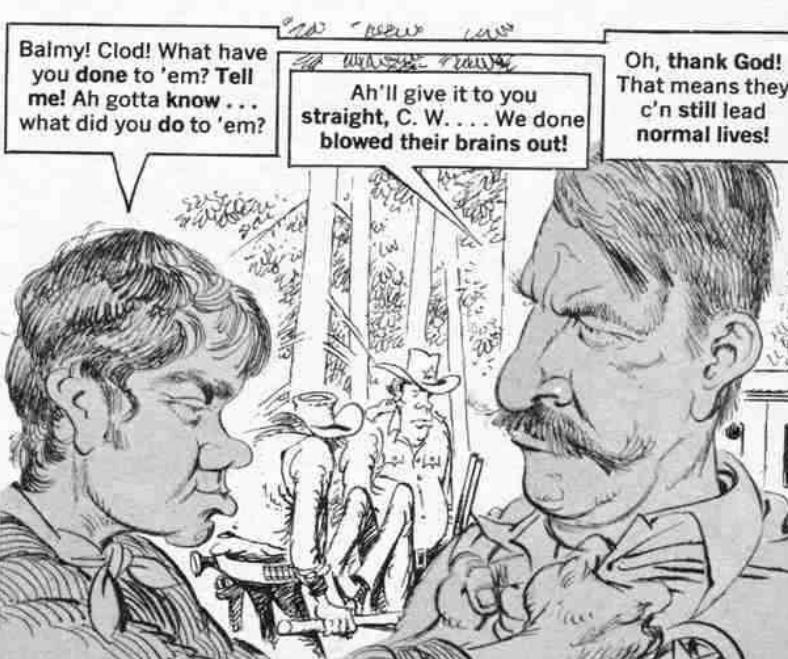
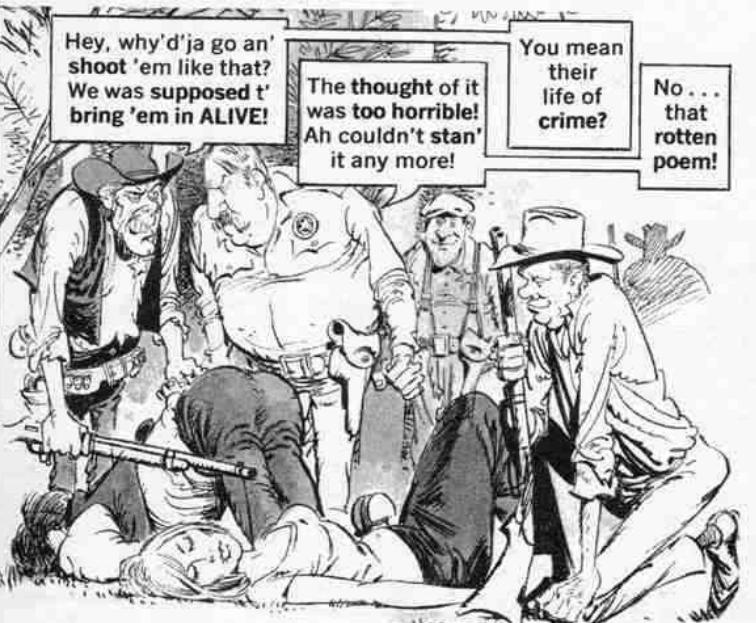
Now, Clod?  
How about  
**NOW???**

Definitely **NOT NOW!!!** This  
is the wors' possible time!  
Put on the light...





BRAM!  
BLEAM!  
BLAM!

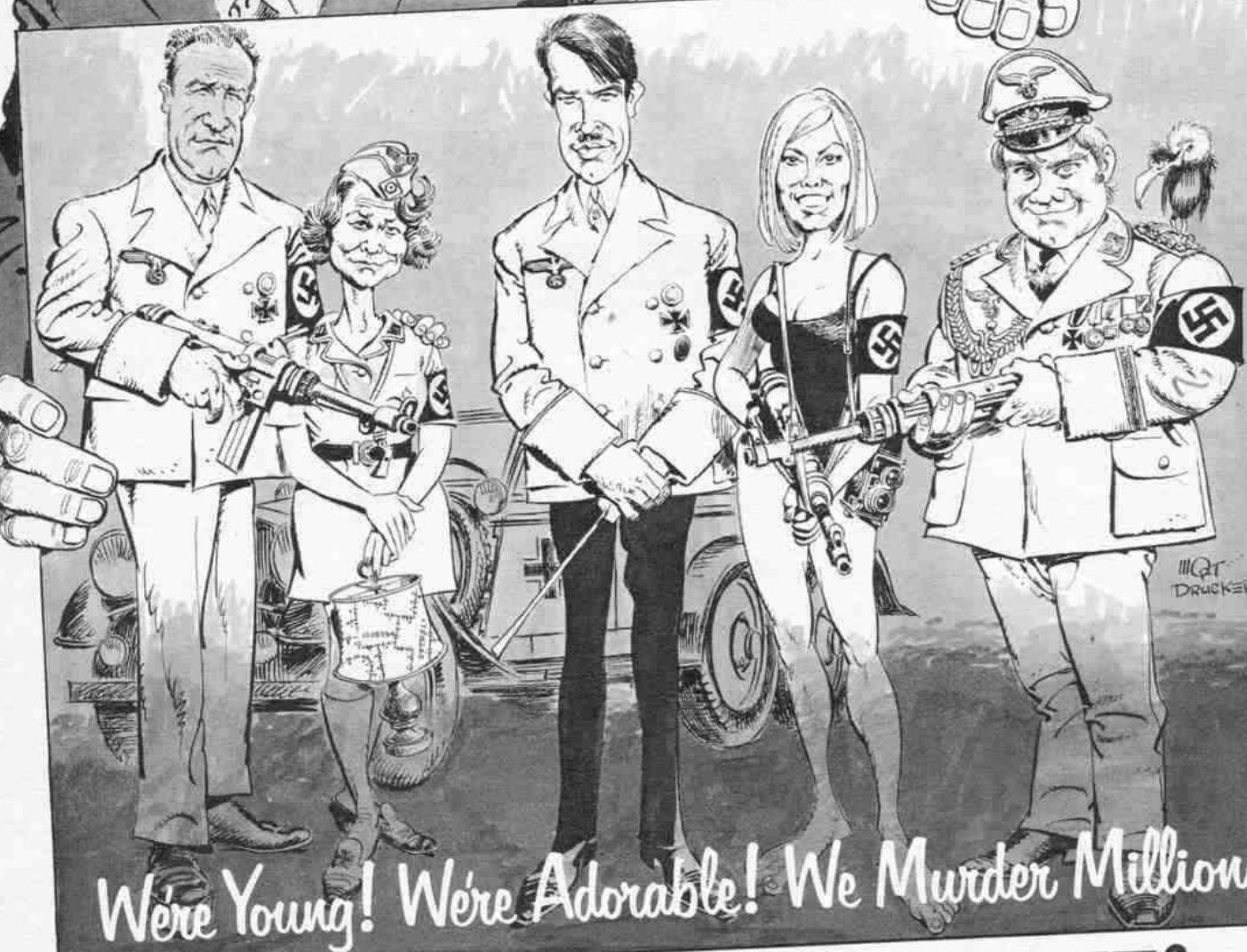


Well, that's our picture!  
And what a fantastically  
successful one it's been!  
We've made millions on it!

And now, for all our loyal fans . . . particularly  
you wonderful teenagers who identified so strongly  
with our adorable hero and heroine . . . I've got a  
marvelous surprise for you! . . . Dig this poster!

My next picture deals with  
still another . . . and if  
possible . . . much better  
"fun couple" of the Thirties!

If you liked  
"Balmy and  
Clod" . . .  
you'll love—



# WE'RE IN BOOTY FAVORITE RUNAWAY as those beloved Nazi nuts... EVA AND IDOL

History's most talked-about couple!

CO-STARLING MICHAEL J. DULLARD as GOERING • GENE HACKHACK as GOEBBELS.

and featuring ESTELLE PARSNIPS as the irresistible ILSA KOCH

PRODUCED BY WARREN BOOTY • DIRECTED BY ARTHUR PINHEAD • WRITTEN BY DAVID NINNY and ROBERT BOOBY FROM AN IDEA  
SUGGESTED BY THE CHASE MANHATTAN BANK

# ONE DAY IN THE JUNGLE





**TAKE OFF TAKE-OFF DEPT.**

If "Big Businessmen" can deduct "big losses" before determining their total incomes for Income Tax Purposes, it seems only fair that us "little guys" should be allowed to deduct our "little losses"

**Form 1040-A U. S. Individual  
Income Tax Return**



**1967**

**Minor Personal Losses Schedule**

First Name	Last Name	Middle Initial	Social Security Number
------------	-----------	----------------	------------------------

Present Address

Single  Married  Married with children  Single with children (Attach note and explain how THAT happened)

<b>A. Losses From Vending Machines</b>  (Including Total Losses From Non-Operation)	<b>Check One Or More:</b>  1. <input type="checkbox"/> Soda Machines (Half credit allowed for half-cup delivery, quarter credit for quarter cup, etc.) 2. <input type="checkbox"/> Candy Machines (No partial credit allowed for melted chocolate, crushed candy bar, etc.) 3. <input type="checkbox"/> Gum Machines (No credit allowed for wrong colored gum ball, wrong flavor, flimsy plastic toy, etc.) 4. <input type="checkbox"/> Cigarette Machines (Additional 1¢ per pack can be deducted for cigarettes delivered without matches)  <b>DO YOU KNOW THAT CIGARETTE SMOKING MAY BE DANGEROUS TO YOUR HEALTH?</b> Send for Govt. Pamphlet No. G-765, Govt. Printing Office  5. <input type="checkbox"/> Other Machines (describe fully)	<b>Estimated Gross Total Loss ►</b>  <b>Less Value of Excess Delivery, Including Extra Change And Money Found In Coin Slots ►</b>  <b>Estimated Net Loss ►</b>
	<b>B. Losses From Pay Phones</b>  <b>Check One Or More Of The Items Below, If Applicable:</b>  1. <input type="checkbox"/> Phone rang—busy at the other end—phone kept dime. 2. <input type="checkbox"/> Phone rang—no answer at the other end—phone kept dime. 3. <input type="checkbox"/> Phone rang—wrong number at other end—phone kept dime. 4. <input type="checkbox"/> Phone did nothing—kept dime.  <b>NOTE: MONEY SPENT ON DOCTORS FOR MENTAL ANGUISH CAUSED BY USING PAY PHONES NOT DEDUCTIBLE HERE. SEE "MEDICAL DEDUCTIONS".</b>	<b>Estimated Gross Total Loss ►</b>  <b>Less Stamps Received From Phone Company ►</b>  <b>Net Loss ►</b>
<b>C. Product Deficiency Losses</b>  (Caused by Faulty Manufacture, Misleading Advertising, Or Just Plain Stupidity)	<b>I Purchased</b> (Fill in the correct amount, if any):  1. <input type="checkbox"/> Provocative-Looking Paperback Books that turned out to have no dirty parts. 2. <input type="checkbox"/> Boxes of Crackerjack that had no prize in them. 3. <input type="checkbox"/> Spray Cans that became clogged or had insufficient charges. 4. <input type="checkbox"/> Take-Out Pizzas that were too cold to eat by the time I got them home. 5. <input type="checkbox"/> Sunday Newspapers that had sections missing. 6. <input type="checkbox"/> Packages of Bubble Gum that had no jokes or trading cards. 7. <input type="checkbox"/> Glasses of Undrinkable Lemonade sold by little kids. 8. <input type="checkbox"/> Other Items (Describe)	<b>Estimated Total Cost Of Items ►</b>  <b>Less Value Of Useable Material Or Edible Parts ►</b>  <b>Estimated Net Loss ►</b>



before determining our total incomes for Income Tax purposes. And so, here is MAD's suggestion for an additional form to be added to the regular Income Tax form for determining Minor Losses:

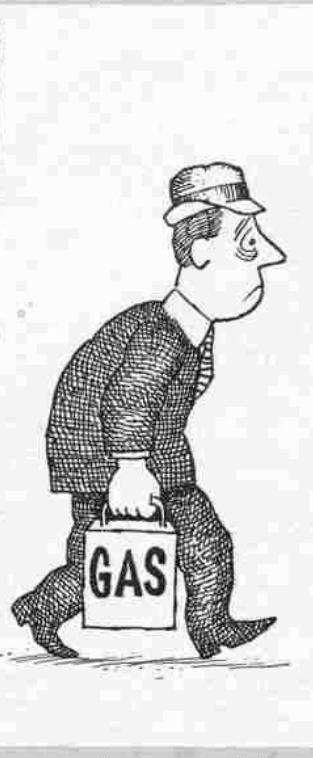
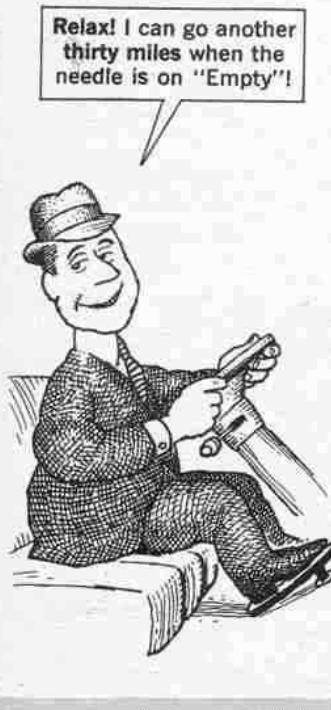
<b>D. Accidental Losses From Things Being Thrown Out</b>	<p><b>My</b> (Check one or more):</p> <p><input type="checkbox"/> Mother <input type="checkbox"/> Father <input type="checkbox"/> Husband <input type="checkbox"/> Wife <input type="checkbox"/> Sister <input type="checkbox"/> Brother <input type="checkbox"/> Friend  <input type="checkbox"/> Aunt <input type="checkbox"/> Uncle <input type="checkbox"/> Grandmother <input type="checkbox"/> Grandfather <input type="checkbox"/> Landlady <input type="checkbox"/> Super  <input type="checkbox"/> Boss <input type="checkbox"/> Roommate <input type="checkbox"/> Secretary <input type="checkbox"/> Maid <input type="checkbox"/> Other</p> <p><b>Accidentally Threw Out</b></p> <p><input type="checkbox"/> Deposit Bottles <input type="checkbox"/> Uncancelled Stamps <input type="checkbox"/> Foreign Coins <input type="checkbox"/> U.S. Coins  <input type="checkbox"/> Trading Stamps <input type="checkbox"/> Unread Magazines <input type="checkbox"/> Good Flashlight Batteries  <input type="checkbox"/> Useable Refills <input type="checkbox"/> Perfectly Good Old Clothes <input type="checkbox"/> Theatre Tickets  <input type="checkbox"/> Free Passes <input type="checkbox"/> Pencil Stubs <input type="checkbox"/> Lottery Tickets <input type="checkbox"/> Other</p>	<p>For A Gross Total Loss Of ►-----</p> <p>Less Value Of Useable Stuff Found In Garbage While Looking For Thrown Out Stuff ►-----</p> <p>Net Loss ►-----</p>
<b>E. Losses From Owning Pets</b>	<p><b>Check One Or More:</b></p> <p><input type="checkbox"/> Food <input type="checkbox"/> Seed <input type="checkbox"/> Kitty Litter <input type="checkbox"/> Leashes <input type="checkbox"/> Brushes <input type="checkbox"/> Combs  <input type="checkbox"/> Whistles <input type="checkbox"/> Bowls <input type="checkbox"/> Cages <input type="checkbox"/> Blankets <input type="checkbox"/> Baskets <input type="checkbox"/> Toys  <input type="checkbox"/> Sprays <input type="checkbox"/> Yummies <input type="checkbox"/> Milkbones <input type="checkbox"/> Doghouses <input type="checkbox"/> Tanks <input type="checkbox"/> Pumps  <input type="checkbox"/> Filters <input type="checkbox"/> Plants <input type="checkbox"/> Snails <input type="checkbox"/> Colored Stones, etc. <input type="checkbox"/> Airwick</p> <p><b>Was Left Over When My</b></p> <p><input type="checkbox"/> Cat <input type="checkbox"/> Dog <input type="checkbox"/> Parakeet <input type="checkbox"/> Tropical Fish <input type="checkbox"/> Other  <input type="checkbox"/> Died <input type="checkbox"/> Ran Away <input type="checkbox"/> Was Stolen <input type="checkbox"/> Was Given Away <input type="checkbox"/> Other</p>	<p>Original Cost of Items ►-----</p> <p>Less % Of Total Expected Useable Life ►-----</p> <p>Net Loss ►-----</p>
<b>F. Losses Resulting From Contributions To Minor Charities</b>	<p><b>I Gave A Total Of:</b></p> <p>Dollars To _____ Office Collections  Dimes To _____ Panhandlers  Meals To _____ Hobos  Bones To _____ Stray Dogs  Old Things To _____ Junk Men  Old Clothes To _____ Hippies  Other Items To _____ Other Characters</p>	<p>Estimated Amount Of Money Handed Out ►-----</p> <p>Plus Estimated Value Of Items Given Away ►-----</p> <p>Total Loss ►-----</p>
<b>G. Losses From Minor Gambling Adventures</b>	<p><b>I Indulged In</b> (Fill in the estimated amount)</p> <p><input type="checkbox"/> Penny Ante Card Games <input type="checkbox"/> Office Pools <input type="checkbox"/> Raffles <input type="checkbox"/> Bingo Games  <input type="checkbox"/> Put-Your-Money-Where-Your-Mouth-Is-Bets <input type="checkbox"/> Amusement Park Games  <input type="checkbox"/> Charity Bazaars <input type="checkbox"/> Penny On The Crack Games <input type="checkbox"/> Election Bets  <input type="checkbox"/> Others</p>	<p>Estimated Amounts Lost ►-----</p> <p>Less Estimated Amounts Won ►-----</p> <p>Total Losses ►-----</p>
<b>H. Miscellaneous Losses</b>	<p><b>Check Items Below, If Applicable:</b></p> <p><input type="checkbox"/> Short-Changed by Bus Drivers, Cab Drivers and Check-Out Clerks ►-----  Less money found on Bus floors and in Back Seats of Cabs, plus value of items not charged up by sloppy Check-Out Clerks. ►-----  Short-Changed ►-----</p> <p><input type="checkbox"/> Money lost or destroyed by being left in Pockets of Pants or Coats sent out to Dry Cleaners or Laundries. ►-----  <input type="checkbox"/> Money spent on any Doris Day movie. ►-----  <input type="checkbox"/> Money spent on MAD Magazine. ►-----</p>	<p>Total Loss -----</p> <p>Total Loss -----</p> <p>Total Loss -----</p> <p>Total Loss -----</p>

TONGUE-IN-CHECK DEPT.

Have you ever made a bragging remark or a hostile statement or an antagonizing pronouncement, only to have it explode in your face? Then perhaps you'll identify with a few of the idiots in the following situations who were prompted to say

# 'ME AND MY

# BIG



# MOUTh!!!

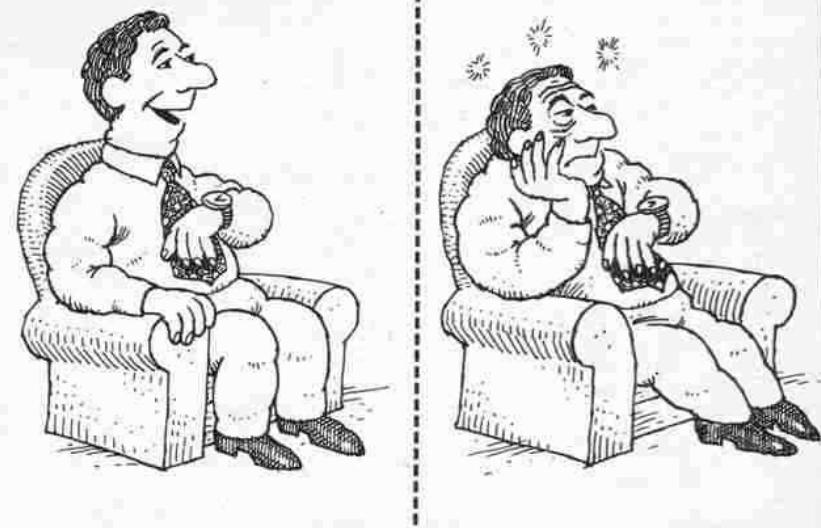
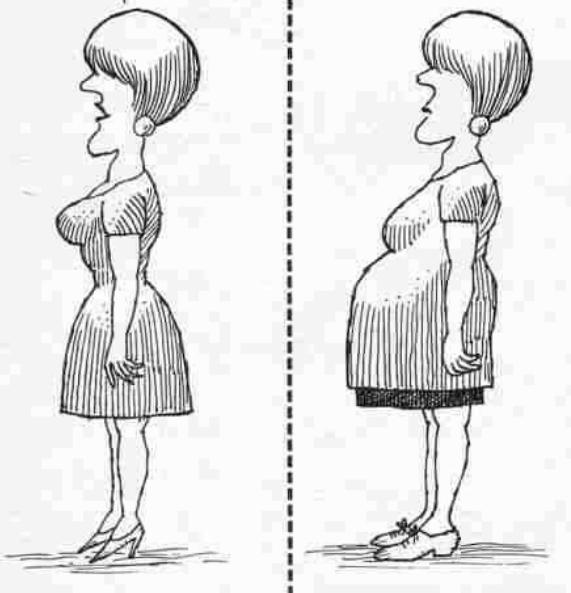
ARTIST: AL JAFFEE

WRITER: DEAN NORMAN



I never kiss a boy on the  
"first date"—but with you,  
I'll make an exception!

You're not leaving already?  
It's only 1:00 A.M.!



What do you mean you're saving that Lemon Meringue  
Pie for your Brother? Let me have it!!

Man, if they want me, they'll  
have to come and get me!

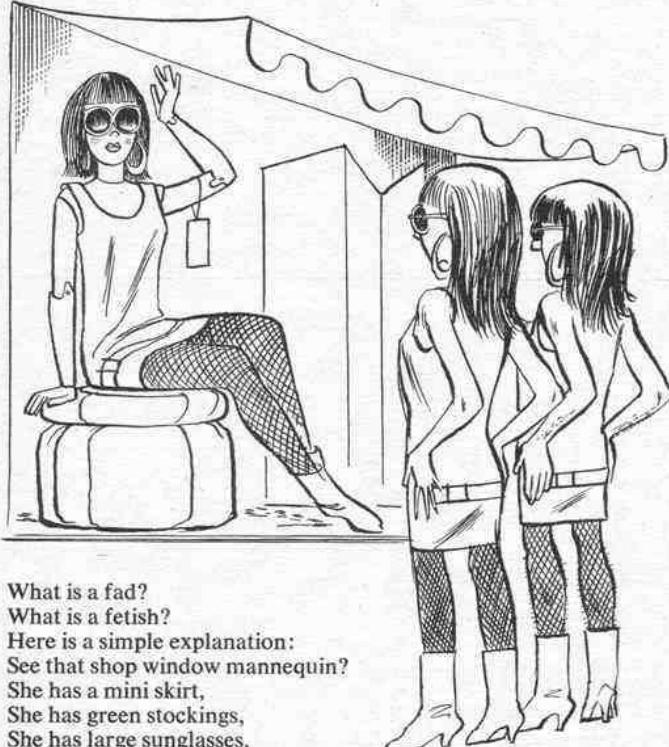


AS MANIA GOES, SO. GOES THE NATION DEPT.

Every time we open one of our popular newspapers or magazines these days, we read about the latest fad. Or, if we open one of our tackier newspapers or magazines, we read about the latest fetish. What do the words, "Fad" and "Fetish" really mean, you ask? Since we don't know either, we commissioned one of our better-educated writers to do a piece on "Fads and Fetishes". And he came up with this startlingly fresh and new approach . . . a Primer to help plunge you deeper into ignorance . . .

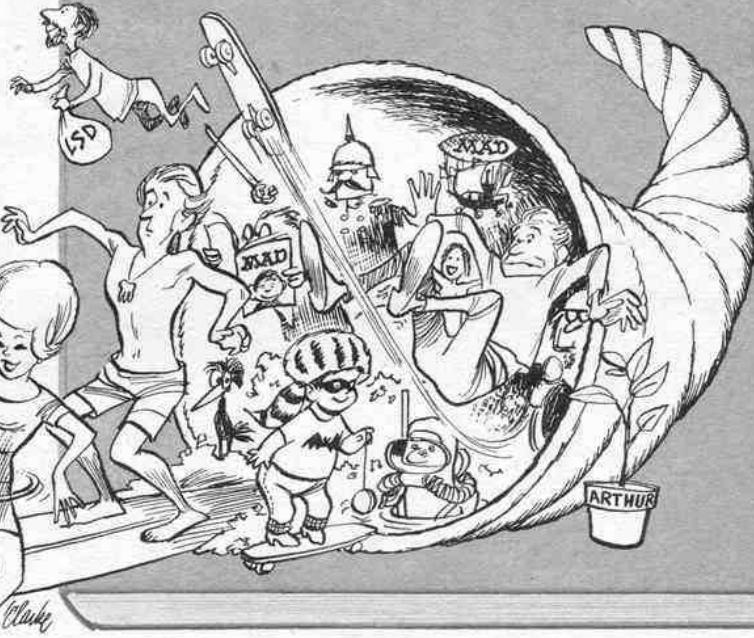


## CHAPTER 1.



What is a fad?  
What is a fetish?  
Here is a simple explanation:  
See that shop window mannequin?  
She has a mini skirt,  
She has green stockings,  
She has large sunglasses,  
And she has hanging earrings.  
If a girl wears these things because "everyone is doing it,"  
That is a fad.  
If a fellow wears them,  
That is a fetish.

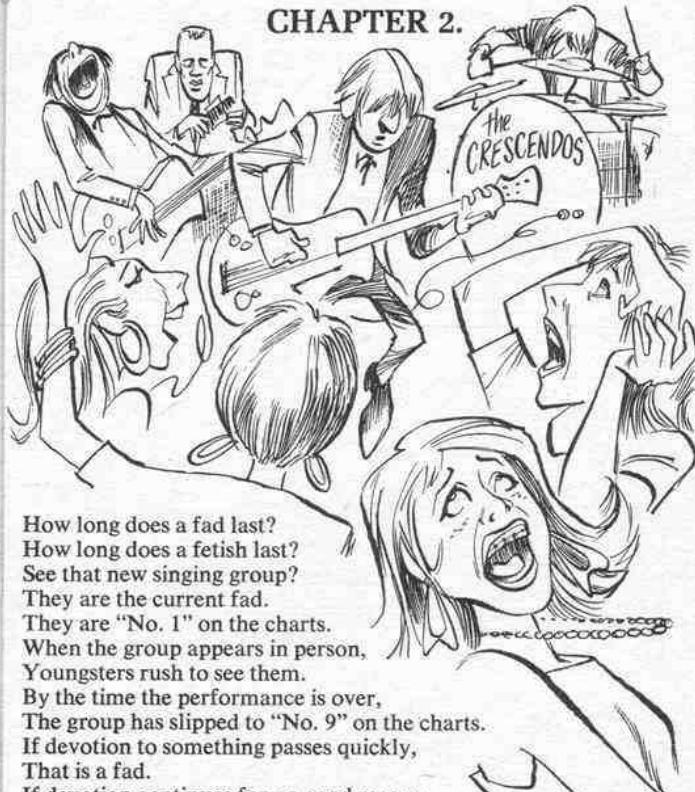
# THE MAD “FAD & FETISH” PRIMER



ARTIST: BOB CLARKE

WRITER: STAN HART

## CHAPTER 2.



How long does a fad last?  
How long does a fetish last?  
See that new singing group?  
They are the current fad.  
They are "No. 1" on the charts.  
When the group appears in person,  
Youngsters rush to see them.  
By the time the performance is over,  
The group has slipped to "No. 9" on the charts.  
If devotion to something passes quickly,  
That is a fad.  
If devotion continues for no good reason,  
That is a fetish.  
Does that mean Ed Sullivan is a fetish?  
No, a fetish is an attachment to an inanimate ob-  
Come to think of it—Ed Sullivan is a fetish!

### CHAPTER 3.



What are the current fads among youth?  
 English movies.  
 English clothes.  
 English hair styles.  
 Young people will use anything that comes from England.  
 Except its language.  
 What are the current fads among adults?  
 Stealing the current fads among youth.  
 They steal kids' fashions.  
 They steal kids' music.  
 They steal kids' dances.  
 Is there any wonder why kids are confused  
 When their parents tell them,  
 "Why don't you grow up?"

### CHAPTER 4.



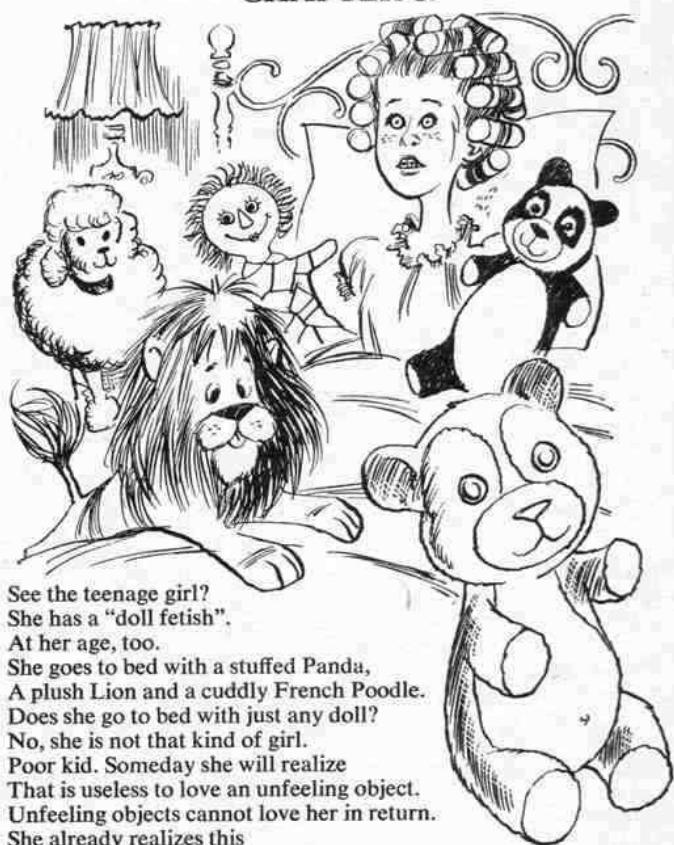
When Jackie Kennedy was in the White House,  
 She created the "First Lady Fad".  
 Every woman wanted to look like Jackie,  
 And wear the kind of clothes Jackie wore  
 And do her hair like Jackie did.  
 Now the "First Lady Fad" is over.  
 No one wants to look like Lady Bird,  
 Not even Lady Bird.  
 But women still want the "Kennedy Look".  
 They want hair that is tousled and casual,  
 Hair that bounces and blows when they walk,  
 Hair just like  
 Bobby Kennedy.

### CHAPTER 5.



See the man.  
 He looks just like an average American man.  
 That is because he has an average American sickness.  
 He has a car fetish.  
 He washes his car.  
 He waxes his car.  
 He polishes his car.  
 He treats his car better than he treats his family.  
 Does that mean he does not love his family?  
 No, it only means  
 He is more emotionally involved with his car.

### CHAPTER 6.



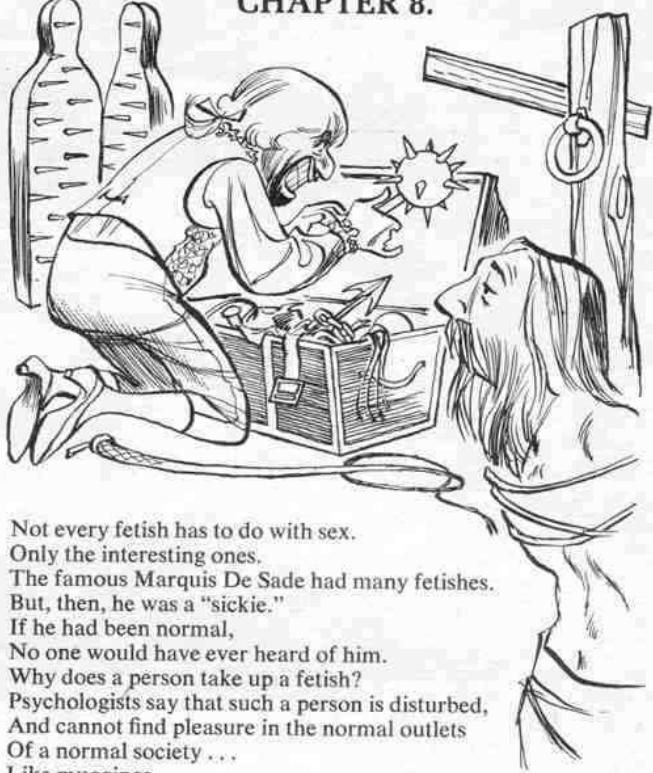
See the teenage girl?  
 She has a "doll fetish".  
 At her age, too.  
 She goes to bed with a stuffed Panda,  
 A plush Lion and a cuddly French Poodle.  
 Does she go to bed with just any doll?  
 No, she is not that kind of girl.  
 Poor kid. Someday she will realize  
 That is useless to love an unfeeling object.  
 Unfeeling objects cannot love her in return.  
 She already realizes this  
 About her parents.

## CHAPTER 7.



People with fetishes form strange attachments.  
Some men fall in love with women's shoes.  
But this can create many problems.  
Love between a man and a sling-back seldom lasts.  
And besides, would you let your brother marry a woman's shoe?  
Even an opera pump?  
Suppose it didn't work out?  
Who would get custody of the half-soles?  
No, it just wouldn't be a normal relationship.  
Now, being in love with a leather belt ...  
That has a chance.

## CHAPTER 8.



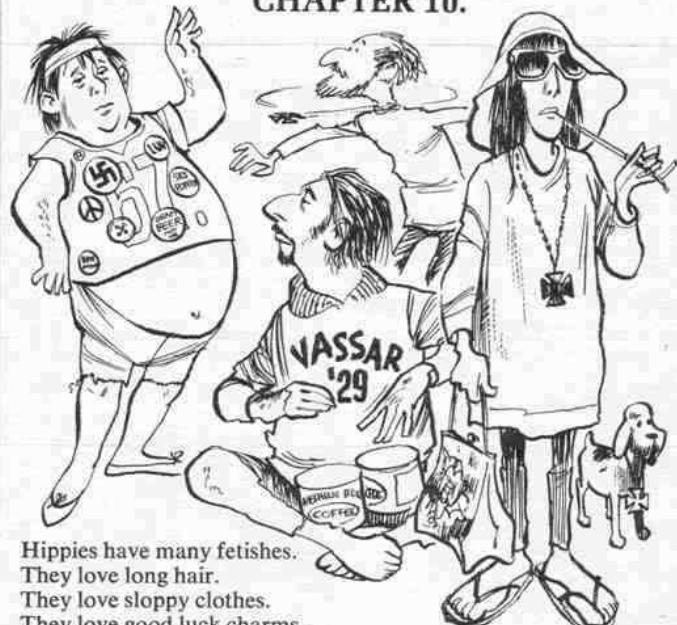
Not every fetish has to do with sex.  
Only the interesting ones.  
The famous Marquis De Sade had many fetishes.  
But, then, he was a "sickie."  
If he had been normal,  
No one would have ever heard of him.  
Why does a person take up a fetish?  
Psychologists say that such a person is disturbed,  
And cannot find pleasure in the normal outlets  
Of a normal society ...  
Like muggings  
And lynchings  
And race riots  
And wars.  
Hmmm! Are you ready to take up a fetish?

## CHAPTER 9.



What makes something a sick fetish?  
It is all in the point of view.  
The "Squares" think the "Hippies" have a sick fetish  
Because they use bathtubs to sleep in.  
The "Hippies" think the "Squares" have a sick fetish  
Because they use bathtubs to bathe in.  
Who's to say which is wrong?  
Today, we do not judge  
Or condemn anyone.  
Today, we try to love and understand everyone.  
How's that for a sick fetish?

## CHAPTER 10.



Hippies have many fetishes.  
They love long hair.  
They love sloppy clothes.  
They love good luck charms.  
Some Hippies wear swastikas and iron crosses for good luck.  
Which is pretty stupid.  
They weren't very lucky for the Nazis.  
Adults worry about Hippies and their fetishes.  
But they really shouldn't.  
Someday, Hippies will grow up,  
And get married, and own homes,  
And throw parties, and get smashed,  
And try to make it with their neighbors' wives,  
And act like every other normal American adult acts.

HOOPLA DEPT.

## MAD'S 1968 ALL-STAR BASKETBALL TEAM...COLLEGIATE DIVISION



Every year, Basketball becomes more firmly entrenched among the nation's top spectator sports as fans flock to college and professional games in ever increasing numbers. And every year, magazines try to capitalize on the game's popularity, and make a fast buck, by selecting their own various "All-Something-Or-Other Teams" in ever increasing numbers. Naturally, this results in nothing but confusion and disagreement over the choice of players who truly deserve national recognition. And so, the Editors of MAD feel that it is time to bring order out of chaos. (We also feel that it is time MAD capitalized on basketball's popularity, and made a fast buck!) Such a noble motive, coupled with a desire to honor those who really contributed most to the game this season, has resulted in . . .

# MAD'S 1968 ALL-STAR BASKETBALL TEAMS

ARTIST: JACK DAVIS

WRITER: TOM KOCH

## MAD'S 1968 ALL-STAR BASKETBALL TEAM...PROFESSIONAL DIVISION



# MAD'S 1968 ALL-STAR BASKETBALL

## LOU "SHORTY" INCINERATOR

ALABAMA LUTHERAN

HEIGHT: 11'1 3/4"

WEIGHT: 111 1/4



Set a new collegiate record by being called for "goal tending" 86 times in a single game after officials were forced to rule that his head and shoulders were interfering with the downward flight of the ball by being stuck in the basket. Later, when dislodging efforts failed, Incinerator became the only student on the Alabama campus (or any campus) to attend classes wearing an iron hoop and a backboard.

## ARNOLD "NIMBLE" FLICK

MISS MOXFORD'S FINISHING SCHOOL

HEIGHT: 5'6"

WEIGHT: 115



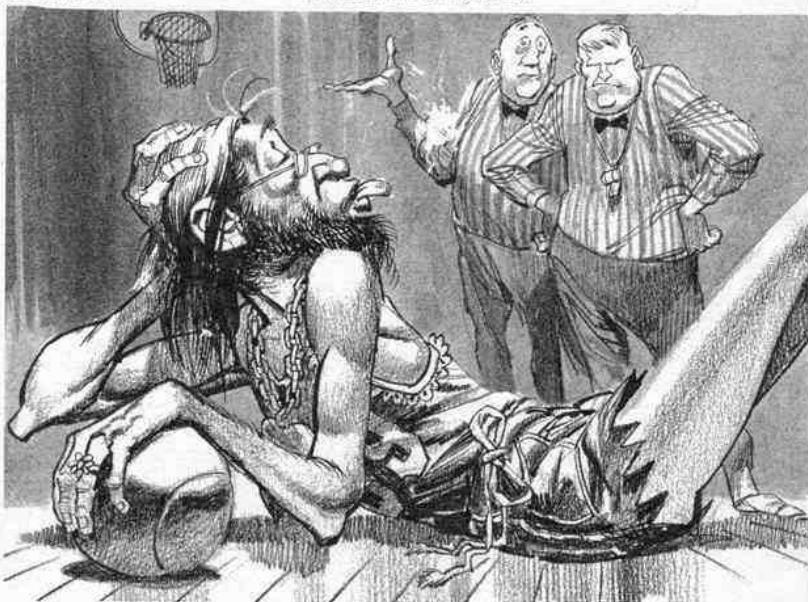
As the nation's leading scorer so far this year, averaging 68 points a game, Flick proved beyond all doubt that there is still a place for the little man in basketball. Flick also proved beyond all doubt that if some runt 5' 6" tall wants to average 68 points a game, his best bet is to hunt for a college that has a basketball team, but no other male students!

## EDWARD "LOVE CHILD" DRIFTMEYER

HAIGHT-ASHBURY PHILOSOPHICAL

HEIGHT: 5'11"

WEIGHT: 147 (UNBATHED)



Only college player on record ever to remain in the three-second area for more than three months. Ordered to surrender the ball after stepping out of bounds during Haight-Ashbury's opening game, Driftmeyer staged a "lie-in" for the rest of the



# TEAM...COLLEGIATE DIVISION

## CLAUDE "KING KONG" MUMBLEMAN UNIVERSITY OF CALIFORNIA AT ST. LOUIS

HEIGHT: 6'2"

WEIGHT: 320



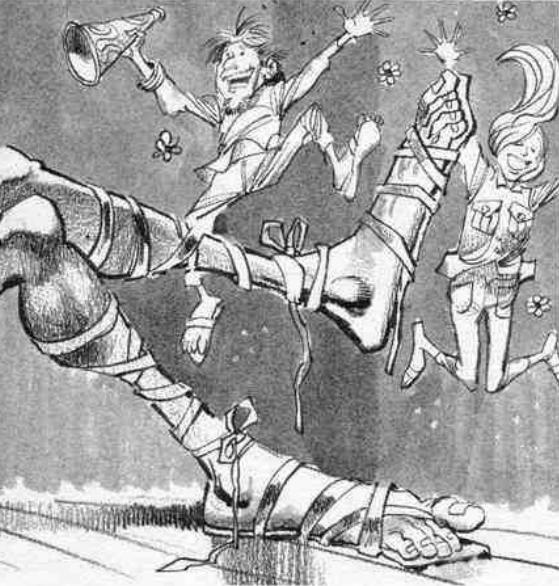
Made history in both Athletics and Experimental Psychology by proving that an individual with the I.Q. of a chimpanzee can learn to play basketball. Also upset the "Mathematical Laws of Chance" by throwing the ball thru the wrong basket

69% of the time. First college player to be ejected from a game for crouching on top of the backboard to eat a banana during an overtime period, Claude is currently considering bonus offers from the St. Louis Hawks and the St. Louis Zoo.

## OTTO "THE ENFORCER" WIDZIAK SOUTH CHICAGO TEACHERS

HEIGHT: 5'10"

WEIGHT: 185



season to protest "Referee Brutality". Plans to continue his demonstration through the '68-'69 campaign hinge on official reaction to Driftmeyer's latest demand for freedom of minority groups to double-dribble in integrated forecourts.

Established an all-time record by fouling out of every game within the first 3 minutes, shattering the old mark of 4:01.6 held by the late Jerome Capone of Cicero Mechanical & Brutal. Widzianak's skill in leaving fouled opponents unable to attempt free throws, plus his persuasive talent in dealing with Official Scorers contributed much to Chicago's impressive 27-0 record, despite the team's mid-season loss of 12 players to the Armed Forces and other Federal agencies.

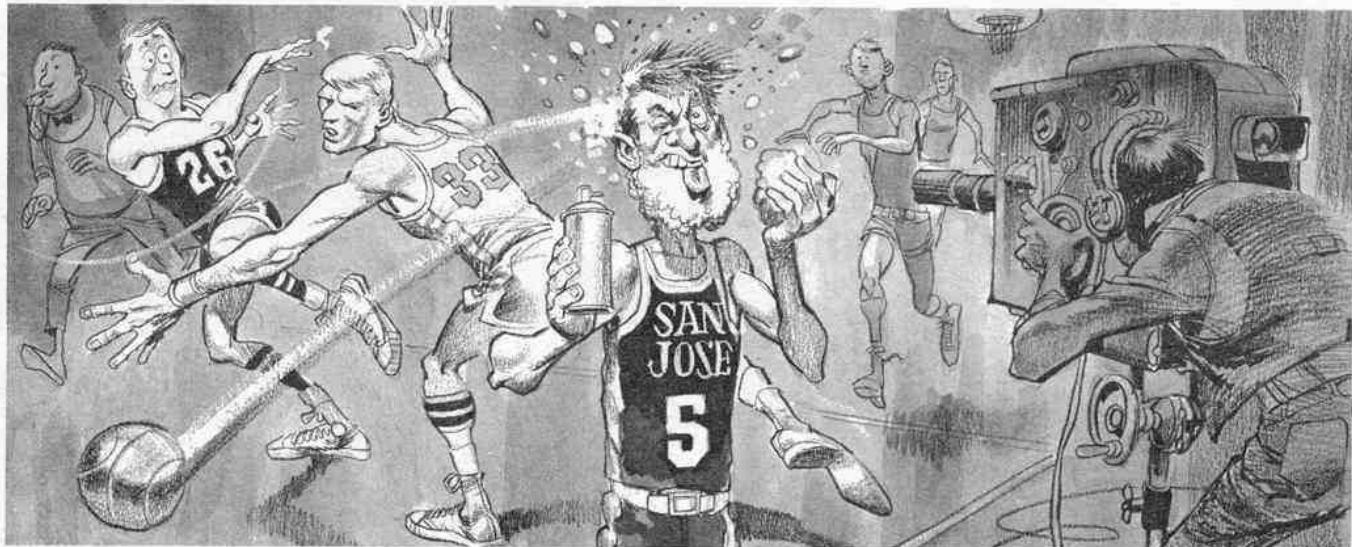
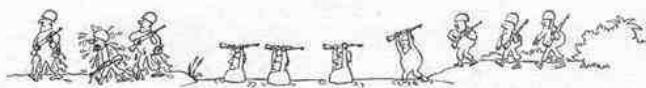
# MAD'S 1968 ALL-STAR BASKETBALL

## RICKY "SINCERE" BLARING

SAN JOSE HUSTLERS

HEIGHT: 6'5"

WEIGHT: 205



By variously attributing his 38-point-per-game average of the previous season to the use of the proper shave cream, mouth wash, deodorant, wart-remover, crankcase additive, and kosher salami, Blaring set a League Record by earning

\$724,575 in product endorsements this year. He also set a League Record for having his per-game scoring average drop from 38 to 4 when TV commercial filming commitments made it inconvenient for him to attend practice sessions.

## SEYMOUR "THE ACTOR" GNASHER

BOISE BOYS

HEIGHT: 6'4"

WEIGHT: 179



The overwhelming choice to receive this season's "Kirk Douglas Award For Outstanding Dramatic Achievement After Getting Caught Committing A Personal Foul", Gnasher delivered 297 brilliant performances, bringing tears to the eyes of thousands with his dramatic portrayal of a bewildered, persecuted, unjustly-accused victim of the Establishment. In return, the Establishment hung 84 technical fouls on him this season for hamming it up too much.

## JOE "FAKE-'EM-OUT" CLAVVISH

WACO WOMBATS

HEIGHT: 6'9"

WEIGHT: 210



Player-Coach Clavvish won national recognition by devising the Wombat's now-famous "R-32" offensive pattern. "R-32" calls for one forward to drop back while the guards fake a criss-cross switch, thus creating a high and low post that enables the pivot to drift laterally, thereby pulling out the defense.

# TEAM...PROFESSIONAL DIVISION

## HEATHCLIFFE "R. I. P." RENTZSCH

NEWARK COWBOYS

HEIGHT: 6'3"

WEIGHT: 190



Single-handedly blowing a 17-point lead in less than four minutes by hurling the ball out of bounds 6 times, letting the 24-second clock expire without shooting 5 times and missing 8 out of 8 free throws, Rentzsch overcame almost insurmountable obstacles to his fixing it so that his team would lose a vital play-off game, and thereby saved himself from being rubbed out by the Syndicate. Instead, his livid Coach rubbed him out immediately after the game.



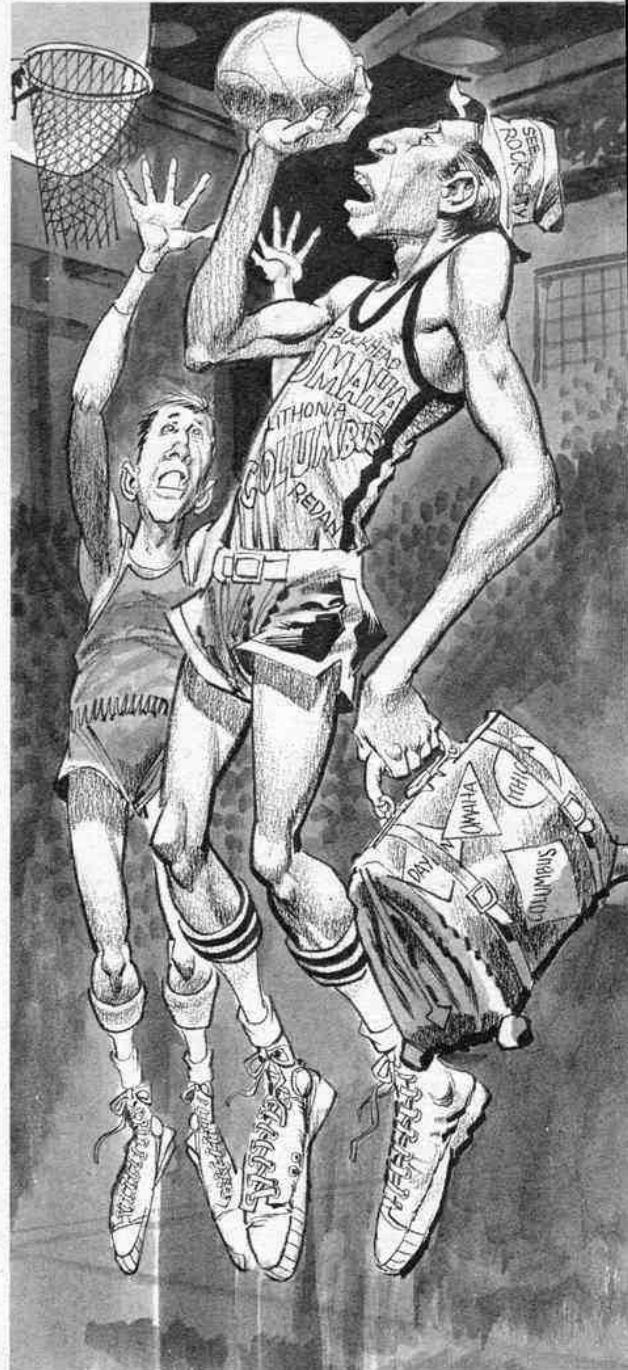
while the corner men cut left or right to open up a hole down the lane for the trail man. The strategy won national recognition chiefly because Clavvish failed to note that it doesn't work when executed by less than six players, and the shooter is always ten feet out of bounds by the time he gets the ball.

## WALT "THE WANDERER" FULGG

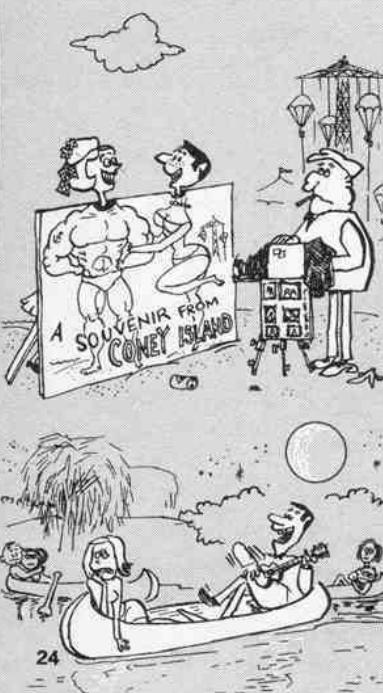
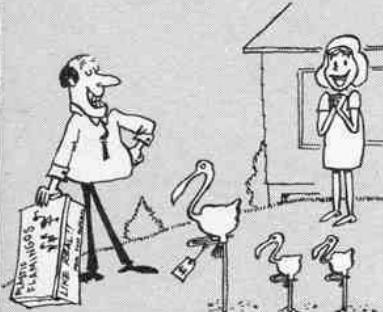
OMAHA—ER—COLUMBUS—ER—AROUND SOMEWHERE

HEIGHT: 6'8"

WEIGHT: 217



Fulgg established an all-time record for rebounds in '67-'68 by bounding from Omaha to Columbus and then rebounding back to Omaha and on through 16 other teams in 5 different leagues. Currently, he holds another professional record by facing lawsuits for contract violations totalling nearly \$9 million. And his unofficial mark of wearing the same shirt for 137 consecutive days, due to failure to stay in one place long enough to send his laundry out, is unchallenged in basketballdom.



TILL THE CLODS ROLL BY DEPT.

# WHAT IS A

ARTIST: SERGIO ARAGONES

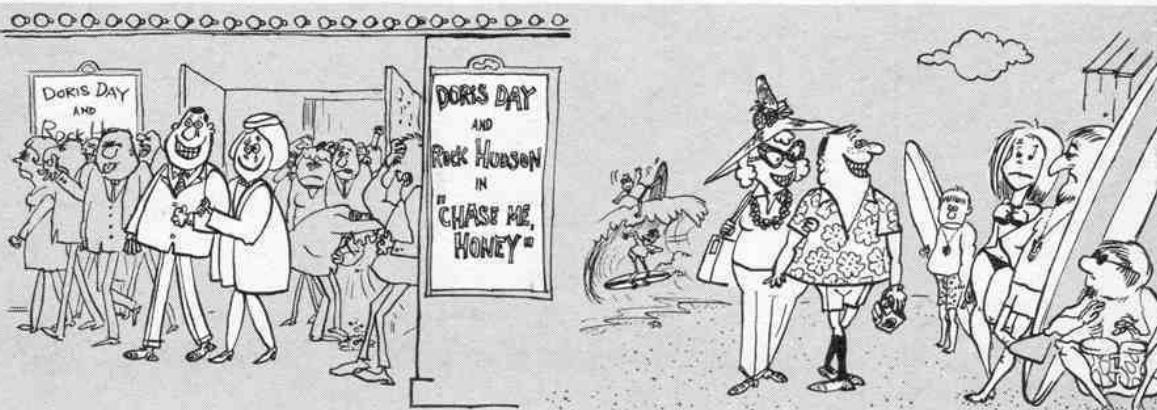
**B**etween the time you watch your first Lawrence Welk TV Show on your Daddy's knee, and the time you finally settle down in a Retirement Village to live on your Social Security, you are guaranteed to run across a creature called a "Square". Squares come in four basic styles: Dull, Very Dull, Boring, and Ed Sullivan.

**S**quares are found almost everywhere: In the ping-pong room at the YMCA, perusing the menu at a Howard Johnson's, being paged at a Trailways Bus Station, taking a sight-seeing tour and staring up at the tall buildings . . . in Fargo, North Dakota, and tapping their feet and shouting, "One more time!" to the music of Guy Lombardo.

**I**t's easy to spot a Square—simply by the way he dresses. Who else would wear mis-matched argyle socks, thermal underwear, a chartreuse bolero bowling shirt, a plaid woolen hat with earlaps, J.C.Penney slacks with pleats, a graduation ring with a squirter attachment, and a clip-on wide tie that lights up in the dark and says: "Philadelphia is a fun city!"—all to his own wedding?!

**A** Square is Simplicity waiting in line at the "Don McNeill Breakfast Club," Banality chug-a-lugging Ovaltine at a Rexall counter, Tedium thumbing through a Spiegel's Mail Order Catalogue, and the Height of Idiocy marching in a Shriners' Parade, playing "Zip-A-Dee-Doo-Dah" on a kazoo.

**A** Square's idea of romance is a kiss—on the fifth date . . . from his wife. A Square's idea of high-brow entertainment is a videotape replay of "The Gale Storm Show." A Square's idea of a culinary treat is to send out for some Chicken Delight. A Square's idea of nostalgia is seeing Snooky Lanson stepping into the "Lucky Strike Spotlight." And a Square's idea of the height of adventure is tearing down the goalposts at the end of a football game.



# SQUARE?

WRITER: ARNIE KOGEN

**A** Square is never a Jazz Musician, or a Peace Corps Worker, or an Abstract Artist, or a Las Vegas Croupier, or a member of the Jet Set. He is always an Accountant, or a Ticket-Tearer at a Roller Derby Tournament, or a Zeppelin Repairman, or a Blotter Salesman, or a President of a Wayne Newton Fan Club.

**A** Square is a composite of many people: He has the rugged authority of Don Knotts, the sardonic wit of Bud Collyer, the magnetic personality of Lyndon Johnson, the poise of Huntz Hall, the quiet good taste of Allen & Rossi, the sex-appeal of Chet Huntley and the flashiness of Dean Rusk.

**A** Square is unique in many ways: He's the one wearing a "Harold Stassen for President" button. He's the one who starts a Conga line and "dips" when he dances. He's the one who goes into a fancy French Restaurant and asks the waiter, "What's the hot cereal?" He's the one who throws his friend a Bachelor Party at a McDonald's Hamburger Stand. And he's the one who still reads "National Geographic" for the "hot parts"!

**C**ontemporary terminology often confuses a Square. He thinks "White Backlash" is a Revlon cosmetic, a "Stag Film" is a movie about Bambi, a "Pink Lady" is a Communist sympathizer's wife, "The Mamas and The Papas" is a Planned Parenthood Group, and a "Good Night Kiss" is a small Hershey you eat before retiring.

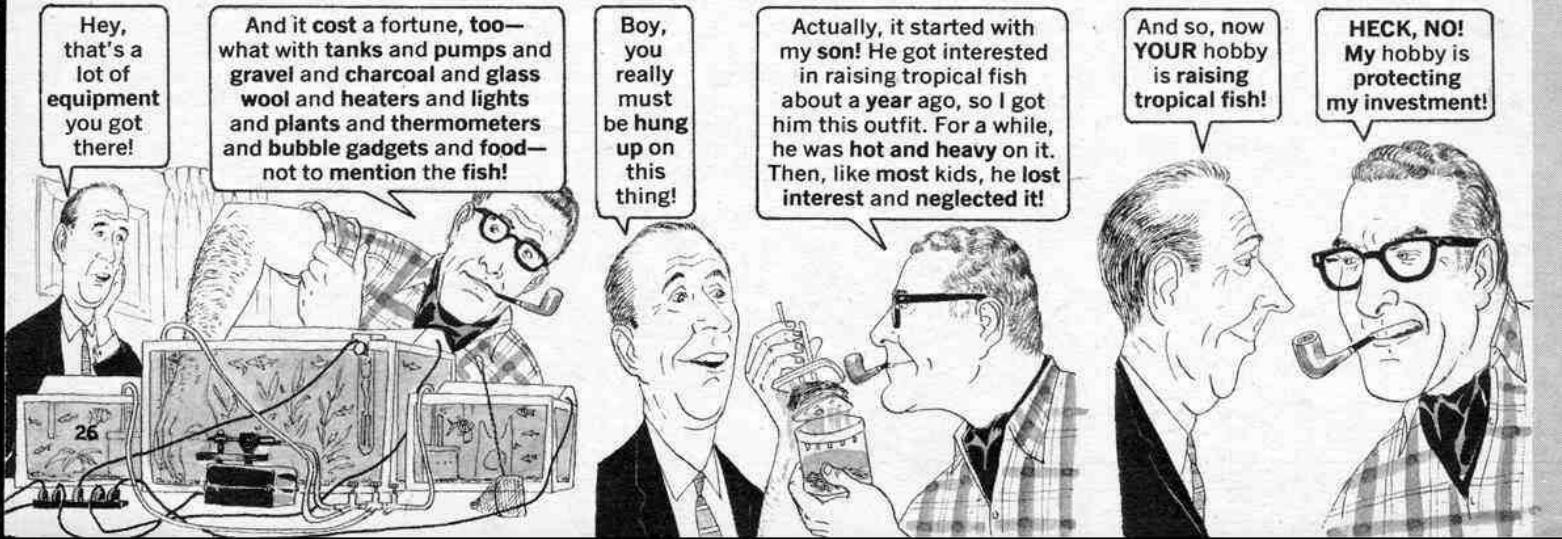
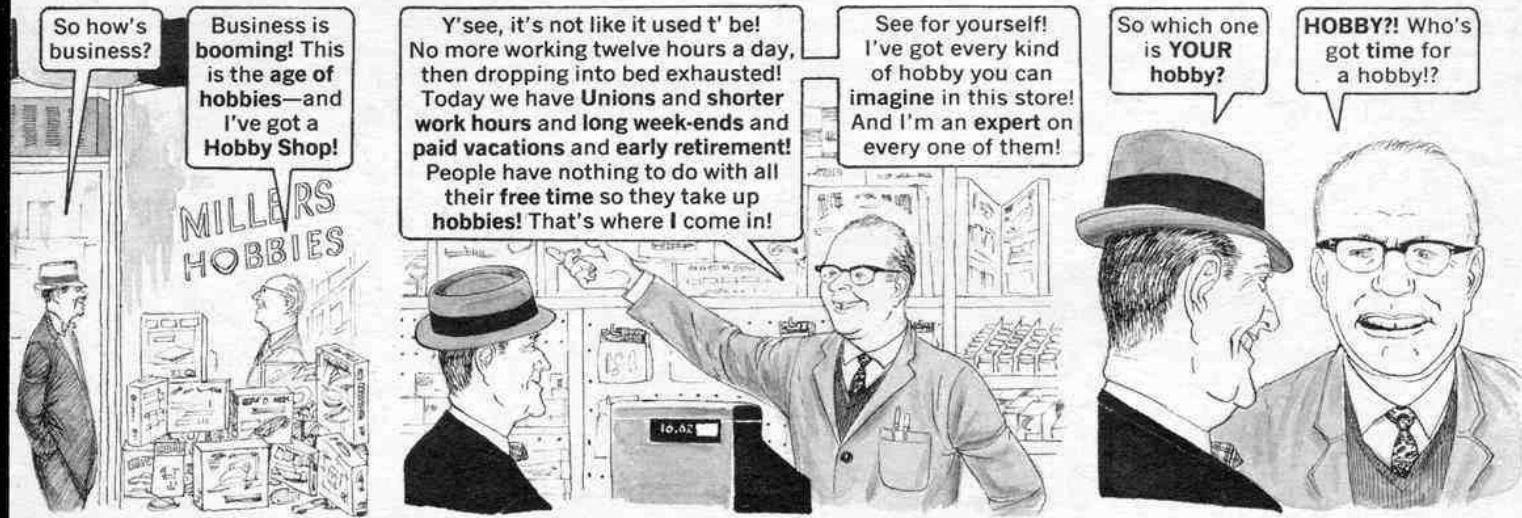
**M**ight as well face it, Squares are here to stay. They may try to disguise themselves and act like "Hippies," but some of their Squareness will always show through. They can discard their galoshes, hide their Bennett Cerf Humor Anthologies, stop watching "Supermarket Sweep" and discontinue their Hammond Organ lessons, but there will still be one thing that gives them away . . . the tell-tale phrase that always separates the Square from the rest of the world . . . the War-Cry of the Square Make-Out Man:

"HUBBA HUBBA!"



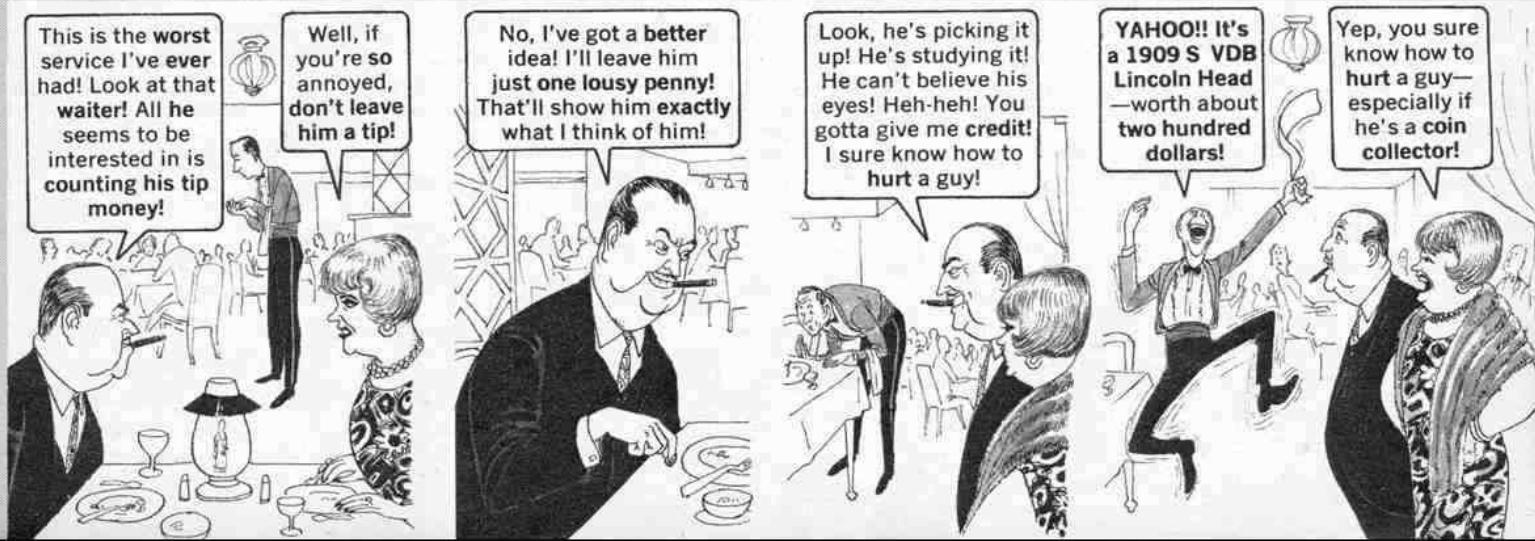
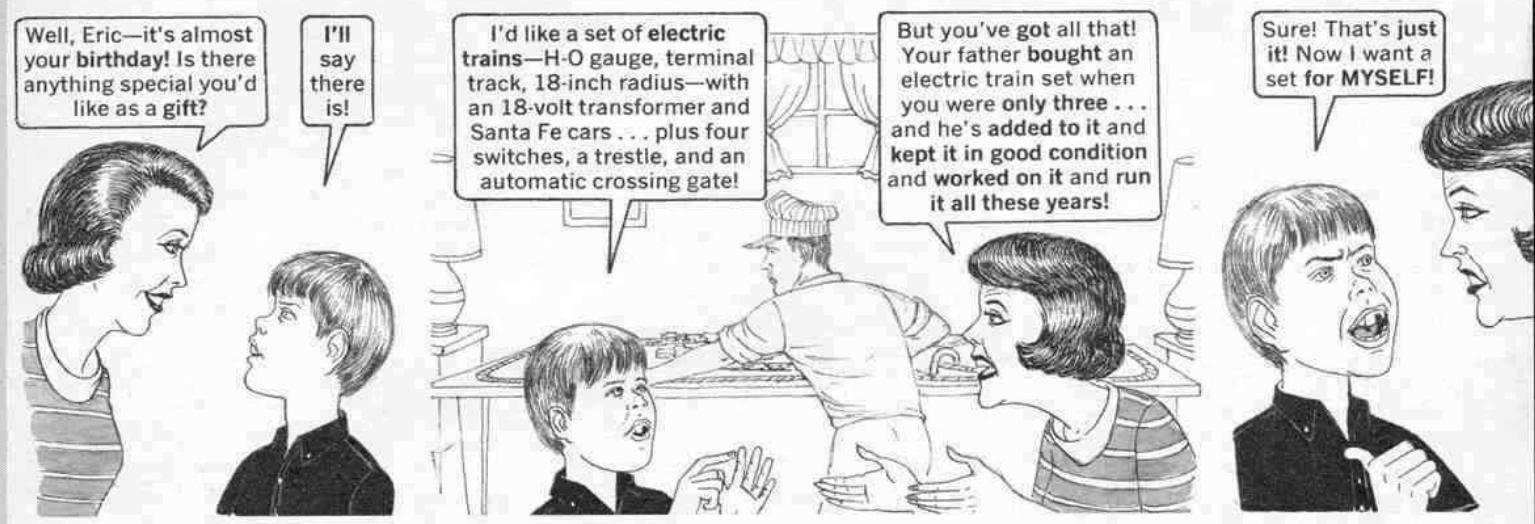


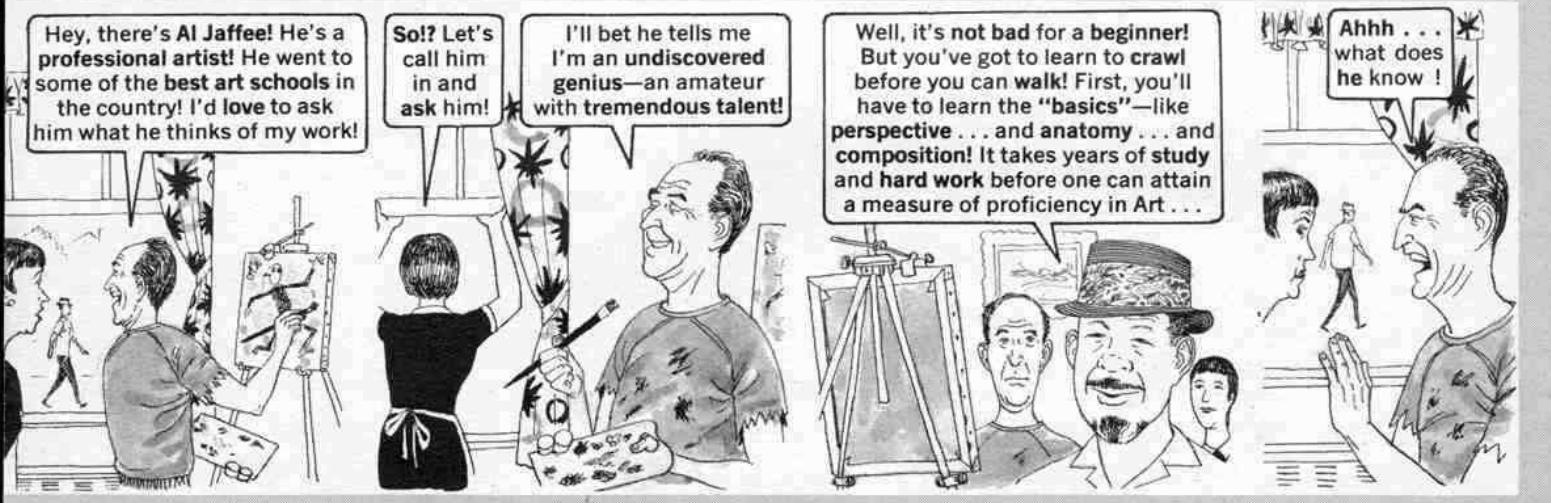
# THE LIGHTER SIDE OF

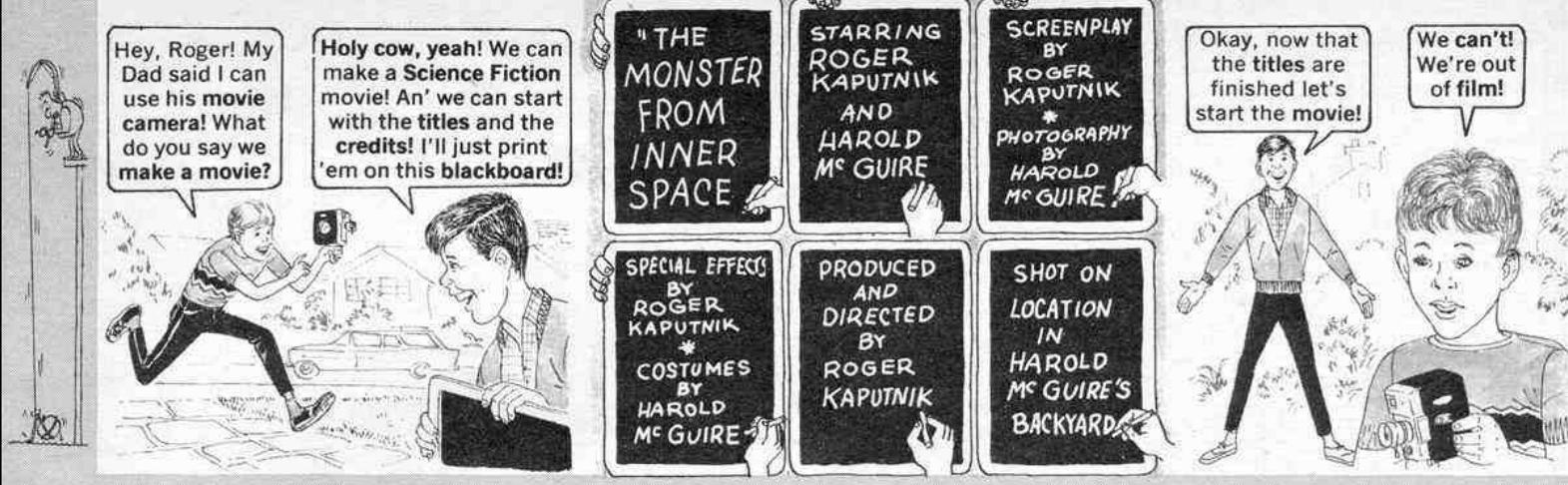


# HOBBIES

ARTIST & WRITER: DAVE BERG







My husband is one of those hobby nuts! He goes from hobby to hobby—each time with the same fantastic enthusiasm. First there was Stamps, then Ham Radio, then First Editions!

Well, you know what his real hobby is? Boring the heck out of me! All he does is talk, talk, talk about his stupid hobby! Why, his latest hobby has driven me so wild, I've taken up a little hobby of my own!

Since I know I can confide in you, I'll tell you about MY hobby! He's six feet tall with wavy hair, and he doesn't bore me to death with hobby talk! So I'm happy—and what my husband doesn't know won't hurt me!

By the way, what IS your husband's latest hobby?

He's got a tape recorder!



Y'know, for a guy your age, you're in pretty good shape!

That's 'cause I keep trim by running the obstacle course at least a dozen times a day!

OBSTACLE COURSE?? You're still living in the past! You're talking about those by-gone Army days!

No, I'm talking about the here-and-now days—and I mean like RIGHT NOW!



Say, listen! Don't sell yourself short! That's a talent, too . . . BOSS!

Look at that! Everything is pre-formed and pre-cast in plastic! All you have to do is glue a few parts together and you've got a perfect model of a plane! Hmmmmph!

Why, in my day, if you wanted to build a model plane, you had to start from scratch and work from complicated plans, cutting and shaping each rib and strut from balsa wood! It would take weeks to finish!

I suppose the next thing you're gonna tell me is: Those were the good old days!

Heck, no! THESE are the good old days—right NOW—with things nice and easy, like you kids got it!



# You Know You're REALLY

**You Know You're REALLY A PARENT When ...**



... you run out of glasses and you have to start serving martinis in "Yogi Bear" mugs!

**You Know You're REALLY A PARENT When ...**



... the most dreaded event of the year is no longer "Income Tax" time, but that "Pre-Christmas Toy-Assembly" section!

**You Know You're REALLY A PARENT When ...**



... you discover you're brushing your teeth with "Pimple Cream"!

**You Know You're REALLY A PARENT When ...**



... you discover that your alarm clock has been broken for five years, and you hadn't even noticed!

**You Know You're REALLY A PARENT When ...**



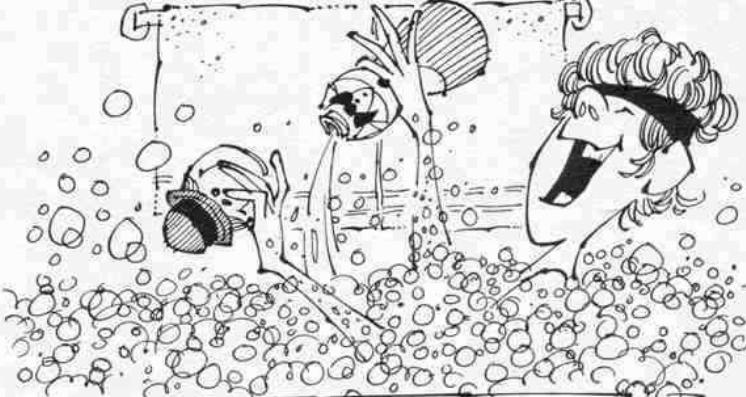
... you're asked to solve some "New Math" problems, and it suddenly dawns on you that you never really understood the "Old Math"!

**You Know You're REALLY A PARENT When ...**



... you never buy anything for the house that isn't plastic, vinyl, or cast iron!

**You Know You're REALLY A PARENT When ...**



... you catch yourself sneaking a bath with "Mr. Bubble"!

# A PARENT When...

ARTIST: PAUL COKER, JR.

WRITERS: PHIL HAHN  
& JACK HANRAHAN

## You Know You're REALLY A PARENT When ...



... you sit up all night preparing an off-the-cuff, informal explanation of the human reproductive process!

## You Know You're REALLY A PARENT When ...



... you suddenly find that your electric bill comes to three dollars less than you paid for batteries for toys that month!

## You Know You're REALLY A PARENT When ...



... you find yourself carrying snapshots in your wallet where money used to be!

## You Know You're REALLY A PARENT When ...



... you whole-heartedly join an all-out campaign to wipe out those smutty books and magazines you used to read and enjoy!

## You Know You're REALLY A PARENT When ...



... you pull the Road Atlas out of the glove compartment and find that its pages have been permanently fused together with Tootsie Rolls!

## You Know You're REALLY A PARENT When ...



... the conversation turns to doctors, and the only two names that come to mind are "Spock" and "Seuss"!

## You Know You're REALLY A PARENT When ...



... you insult the boss and his wife by leaving early rather than risk losing a good baby-sitter!

## You Know You're REALLY A PARENT When ...



... you actually look forward to Mondays!

## STATUS WOE DEPT.

In recent issues, MAD has presented songs praising two highly important areas in our lives—mainly Food and Pets. Since then, however, we have discovered that there is a third area even more powerful, even more time-consuming, even more important. Yessir, we've discovered that the most vital force in our lives today is our never-ending, mouth-watering quest for Wealth and Possessions! Join us now as we pay tribute to big-spenders, money-grubbers, status-seekers and fortune hunters with these . . .

# SONGS OF WE PROPERTY AN

## THE CHARGE ACCOUNT CHANTY

(Sung to the tune of "Georgy Girl")

# Credit Dept.

Hey, there—  
Charge Account!  
Going on another shopping spree!  
Lucky thing for me the store can't see  
My Bank account's bare!  
I'm dead broke!

Hey, there—  
Charge Account!  
Gettin' lots of fancy clothes for free!  
I still owe from '63—  
But what the heck, I don't care!

But see that salesgirl checking my file and  
wrecking my day!  
She's just discovered that I don't pay!  
She's telling me—

Goodbye, Charge Account!  
Now I really feel like some poor schnook—  
Giving back the clothes I took!  
I don't have a stitch to wear!  
I've been stripped bare  
Of my Charge Account!



## SERENADE TO A SPORTS CAR

(Sung to the tune of "Born Free")



MG—  
I live just to touch you!  
When I double-clutch you,  
MG, it gives me a thrill!

MG—  
I love your ignition,  
Your four-speed transmission,  
Your points, your plugs and your grill!

MG—  
When I look inside you,  
The sight of each piston rod  
Brings me closer to God!

MG—  
I'll wash you and wax you!  
If some Chevy smacks you,  
I'll die, M...G...!

## BALLAD FOR A BOOK-BUYER

(Sung to the tune of  
"I Get A Kick Out Of You")

I'm joining book-clubs galore!  
There is no end  
To the books that they send!  
And each time I buy two or three—  
Then I get a book that is free!

I fill up shelves by the score!  
I can't resist!  
There's no novel I've missed!  
'Cause when I get their list I foresee  
That I'll get a book that is free!



I'm getting books, and my friends agree—  
They think I really need them!  
I'm getting books, though 'tween you and me  
I never find time to read them!

Each month they're sending me more!  
Soon I must face  
That each case  
In my place  
Has no space left for what they send me!  
But I like those books that are free!



# ALTH, POSSESSIONS, GREED, D CREEPING MATERIALISM

ARTIST: GEORGE WOODBRIDGE

WRITER: FRANK JACOBS

## BALLAD FOR A MINK COAT

(Sung to the tune of  
"The Girl That I Marry")



The mink I'm possessing,  
It's plain to see,  
Has given me su-per-i-or-i-ty!  
Those gorgeous, costly pelts  
Convince me I'm better than anyone else!  
My friends flock around me when I stroll by!  
They look at my coat with a jealous eye!  
I'm concealing—  
Not revealing—  
With a second-hand Thrift-Shop I'm dealing!  
A coat for impressing  
The mink I'm possessing  
Will be!

## THE ART COLLECTOR'S LAMENT

(Sung to the tune of "Maria")

Picasso!  
I just bought an oil by Picasso!  
It didn't cost me much!  
At 80 grand it's such  
A steal!



Picasso!  
An expert just saw my Picasso!  
And suddenly I'm told  
This painting I've been sold  
Ain't real!



Picasso!  
I am trying to serve a subpoena!  
But the dealer's fled to Argentina!  
Picasso!  
I'm stuck with a phony Picasso!

## ANTHEM FOR AN OVEN

(Sung to the tune of  
"I'm Looking Over A Four-Leaf Clover")

We're really lovin'  
Our brand-new oven!  
There's nothing that thrills us more!  
It's real expensive  
With chrome on the door!  
It's so extensive  
It takes up a floor!  
Cakes we're not baking—  
No meals it's making—  
That's not what we bought it for!  
We can't deny it!  
We had to buy it  
To outdo the folks next door!



## HYMN TO A RICH AUNT

(Sung to the tune of  
"You're A Grand Old Flag")

She's a mean old bag!  
She's a nasty old bag!  
And forever she's filled us with hate!  
But we treat her sweet  
And kiss her feet  
And tell her we think that she's great!



Let her curse at us!  
We will not raise a fuss  
When she starts in to scream and nag!  
For we all are counting what we'll get  
From the will of that mean old bag!

## HYMN TO A HI-FI SYSTEM

(Sung to the tune of  
"There's No Business Like Show Business")

There's no Hi-Fi  
That's more Hi-Fi  
Than my Hi-Fi  
Is Hi!

Music through my pre-amp sounds real clear now!

There's no hiss or rumble I can't squelch!  
Every single sound can reach my ear now!  
I even hear now  
Stokowski belch!



There's no system  
Like my system—  
The best money can buy!

I don't like to brag how good my speakers are,  
But when I turn up the sound real far,  
I can hear the dandruff fall from Ringo Starr!

That's why  
I've got Hi-Fi!

## SONG FOR A SLEEP-IN MAID

(Sung to the tune of  
"I'm In The Mood For Love")

We've got a sleep-in maid!  
Though she is quite demanding,  
If we show understanding,  
We'll keep our sleep-in maid!

She doesn't like our kids!  
Meals throw her in a quandary!  
Monday we did her laundry!  
To keep our sleep-in maid!

She gets a rash from dusting!  
Vacuuming makes her cough!  
But we are fast adjusting—  
We simply say:  
"Take the day off!"

Golly, we hope she stays!  
Breakfast in bed we'll serve her!  
Clearly, we don't deserve her!  
We've got a sleep-in maid!



## THE ANTIQUE WALTZ

(Sung to the tune of  
"My Cup Runneth Over")

At seven this morning I wake with a start—  
The bed that's beneath me is falling apart!  
My antique piano caves in with a *klunk!*  
My house runneth over  
With juh-uh-uh-uh-uh-uh-unk!

A few moments later a lamp-shade comes loose  
And falls on the head of that giant, stuffed moose!  
I fracture my toe on an old, rusty trunk!  
My house runneth over  
With juh-hu-uh-uh-uh-uh-unk!

The air is all musty; the furniture reeks—  
And yet I keep going on buying antiques!  
I wish I could stop, but I guess that I'm sunk!  
My house runneth over with juh-uh-uh-unk—  
With juh-unk, with juh-unk, with juh-uh-unk!



## MELODY FOR A MILLIONAIRE

(Sung to the tune of  
"The Girl From Ipanema")



Short and fat and bald and ugly,  
The guy from Jersey City is loaded,  
And when she sees him, my girl she lets out a "Wow!"  
Strings of pearls and diamond bracelets  
And coats of mink are what he gives her  
And now I'm knowing just why my girl she went "Wow!"

True—he looks dumpy and funny!  
Still—she does not seem to mind it!  
She—likes the smell of his money!  
But one day she will come back to me—  
Then she'll love me 'cause I will be

Short and fat and bald and ugly,  
The guy from Jersey City who's loaded,  
And she'll be liking that smell of money on me!  
And we'll have a spree!  
Though I'm eighty-three!

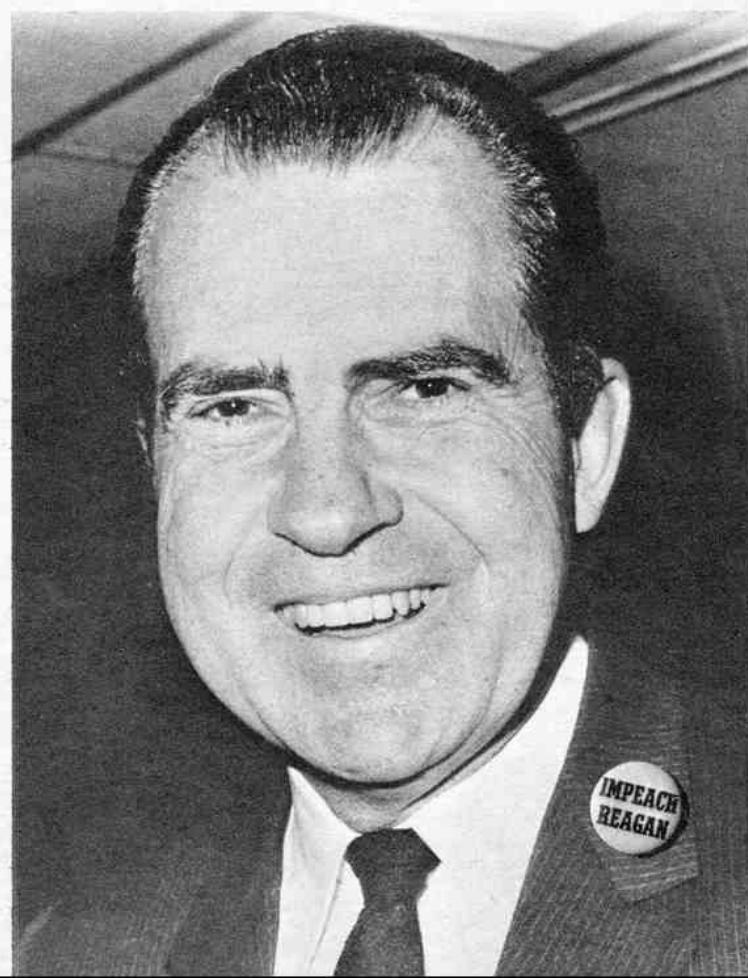
Today, the "Protest Button" craze is sweeping the country, and we are all enjoying seeing such way-out slogans as "Make Love—Not War" and "God Is Not Dead—He Just Doesn't Want To Get Involved." The trouble is, while we are all enjoying *seeing* these buttons, most of us wouldn't be caught dead *wearing* one. It takes a special kind of person to want to do that...an "exhibitionist" kind of person. Which is how we came up with the idea for this article. Since most famous people are "exhibitionists," here is...



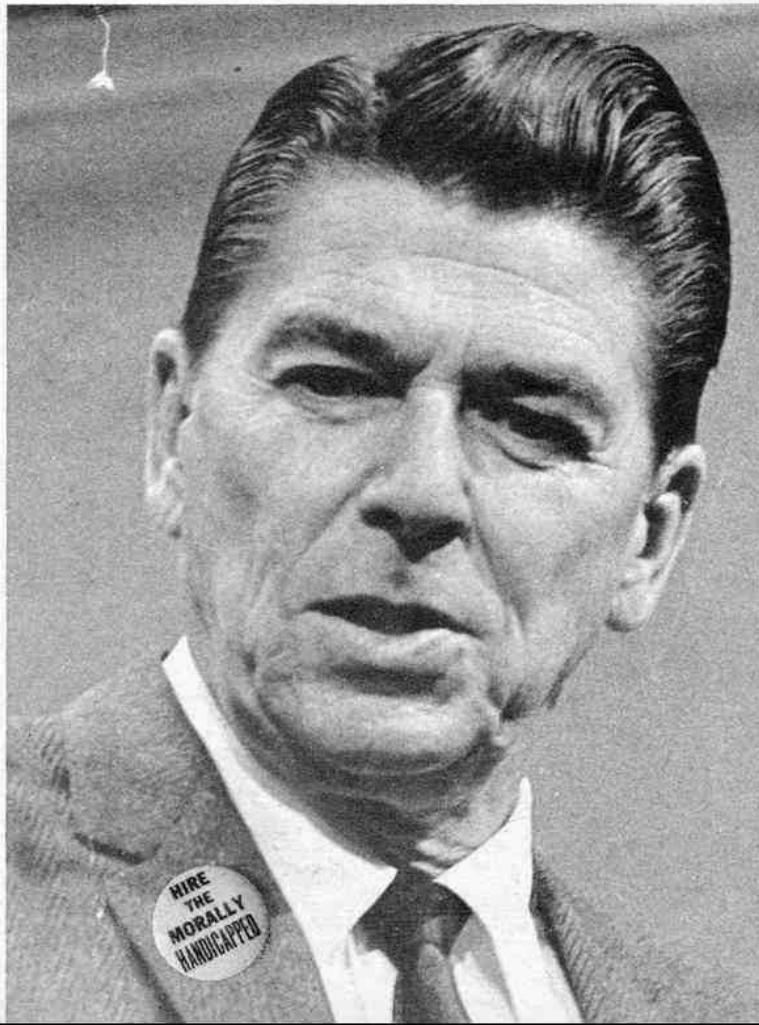
# A MAD Portfolio Of

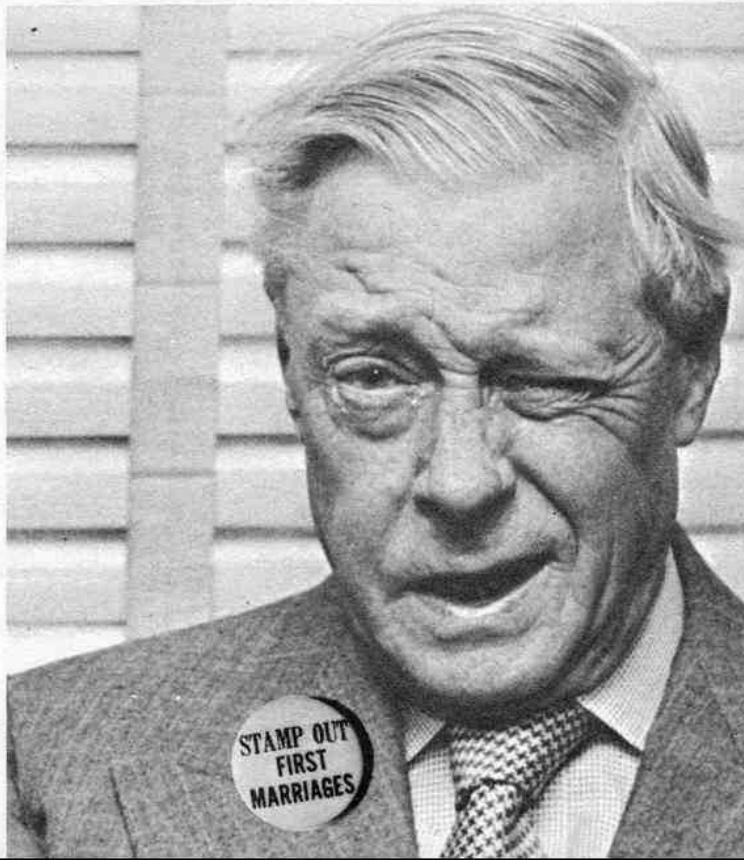
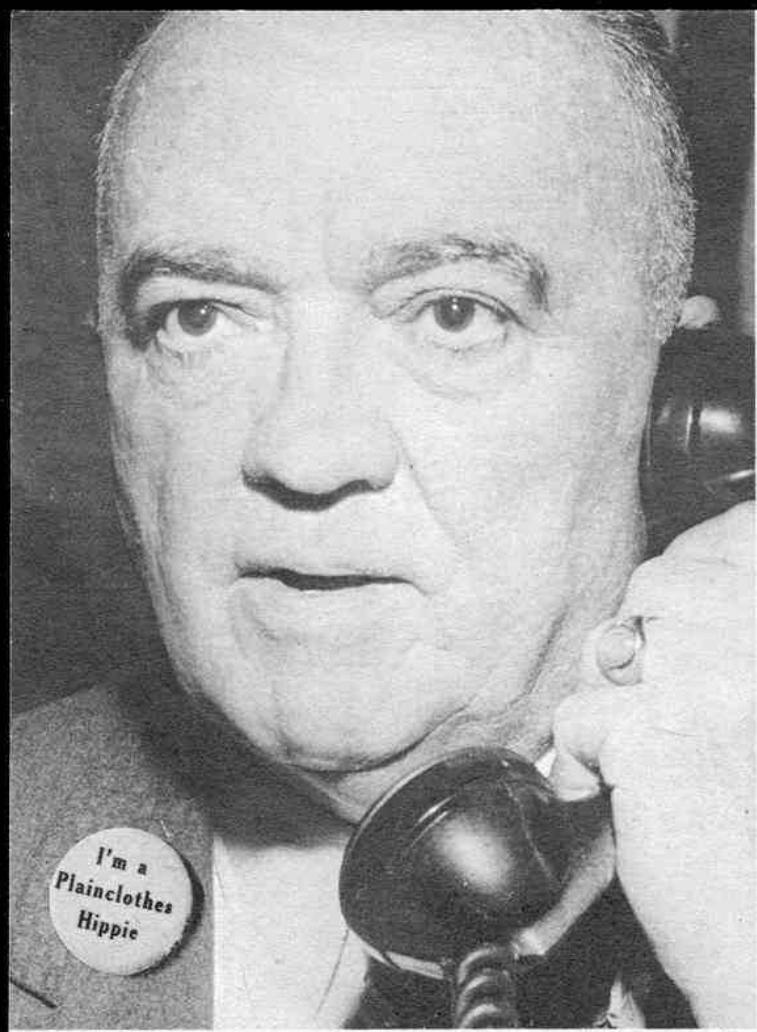
## SOME FAMOUS "PROTEST BUTTONS"

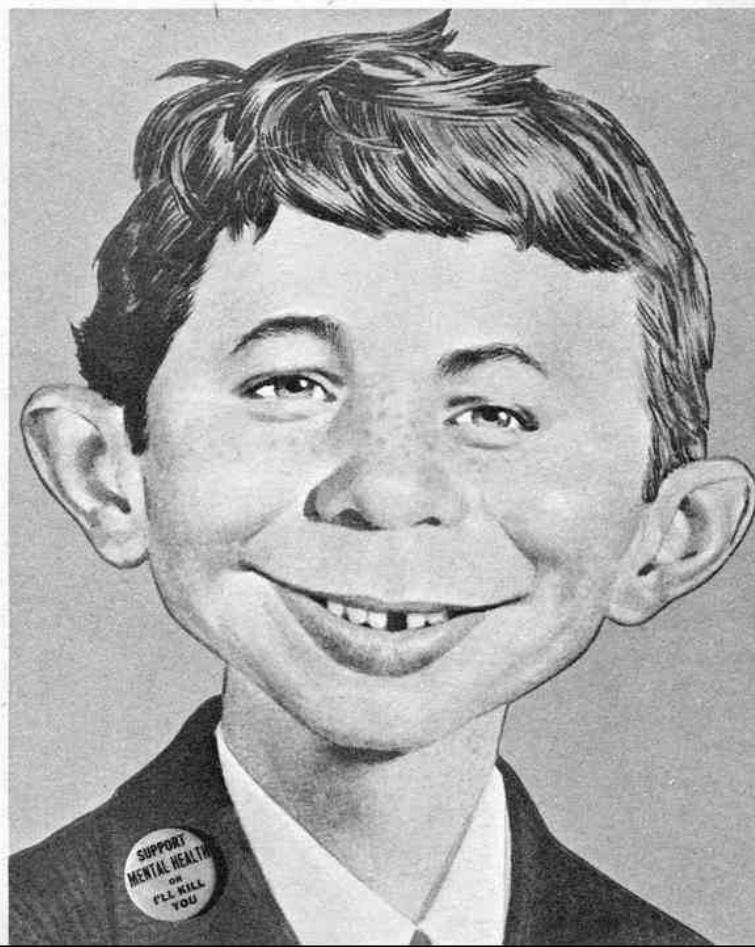
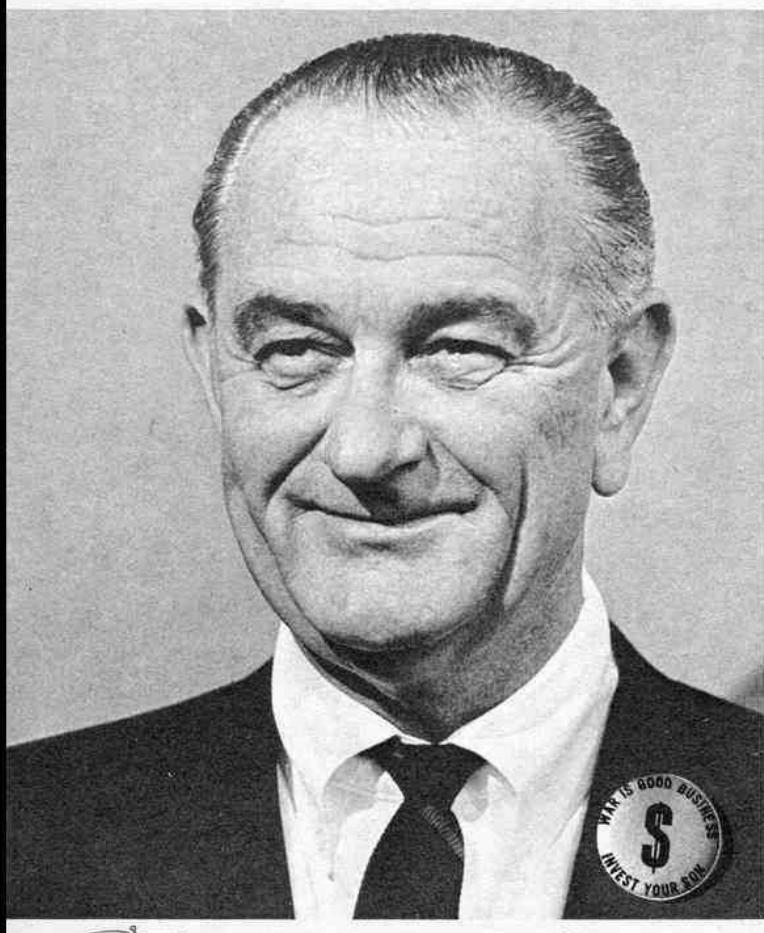
We'd Like To See  
WORN  
BY SOME  
FAMOUS PEOPLE



Buttons Courtesy of "The Big Store," Mark Sloan, Prop.







PRO'S PROSE DEPT.

The life of a School Teacher is a monotonous one. And parents certainly aren't helping to relieve the dreariness with the hasty, uninformative, look-alike notes they write to explain the absence from class of Walter or Irving or Wendy or Lolita. The kids couldn't possibly have identical excuses any more than

# PERSONALIZED

**Falvy  
Animal Hospital**

85 Pilchick Drive,  
Kinoshia, Wisc.

*Newton couldn't  
come to school  
last week because  
he pulled a tendon  
in his left hind  
fetlock.*

*J. J. Falvy, D.V.M.  
Doctor of Veterinary  
Medicine*



FROM THE DESK OF  
M. L. PIERCEFENDER  
SECURITIES ANALYSIS DEPT.

Merrill Lynch, Jr. was inactive yesterday due to unstable conditions which caused his temperature to hit an intra-day high of 102° and close at 101 $\frac{1}{2}$ , up 3 points from Wednesday's norm. This touched off a flurry of rumors that he might be planning to acquire the flu. However, such reports proved unsubstantiated this morning when he opened with 98 $\frac{1}{2}$ . Please excuse his absence, which can only be attributed to a speculative interest on the part of his short mother.

*M. L. Piercefender*

**BATSTEEN, BARSTEEN, DURSTEEN & FLANG  
ADVERTISING CONSULTANTS**

2613 Madison Avenue      LQ 3-2000, Phone Numberwise  
New York, N.Y. 10018      BATFLANG, Cable Addresswise

Please excuse Sumner's absence yesterday, classroomwise. He was at the Dentist, six-month check-upwise, having his 28% fewer cavities filled after brushing regularly with the new, improved CREST containing the miracle ingredient FLUORISTAN.

With utmost sincerity,

*Rubert C. Widgewood*

Rubert C. Widgewood  
Account Executive

**BOTCH & CO.**

Stocks, Bonds & Securities  
49 Wall Street, N.Y.C.

they could have identical home lives with identical mothers and fathers. But Teacher never gets a hint of their varied backgrounds from the parental scribblings they bring to school. MAD envisions the day when Mom and Dad may exert a little extra effort to write, in their own distinctive styles, some truly

# ABSENCE NOTES

WRITER: TOM KOCH

**BIZARRE PICTURES CORP.**  
HOLLYWOOD, CALIFORNIA

PUBLICITY  
DEPARTMENT

Now! For the first time in any classroom! Hear the grim, uncensored story of how Sonny Graidbee had his tonsils out and lived to tell about it! You'll chill to the saga of raw courage behind hospital walls! You'll drool as Sonny describes the bevy of gorgeous nurses who brought him ice cream. You'll learn the naked truth surrounding two weeks of absence from school never explained before, when Sonny gives his spine-tingling account of...

THE INFECTED TONSILS THAT HAD TO GO!

*Sid Graidbee* Sid Graidbee (Co-Producer of Sonny)

**TIME**  
THE WEEKLY NEWSMAGAZINE  
Time-Life Building, New York City

The small, tow-headed moppet with the sad face entered the dining room of the comfortable frame house in fashionable, suburban White Plains one morning last week clad in the familiar orange and blue striped bathrobe his maternal grandmother had given him for his eighth birthday. It might have been just another school day for young Maynard Bindsturm. But the ghastly red blotches already beginning to erupt on his fevered forehead gave warning that this was destined to be no ordinary day. Maynard Bindsturm had come down with the measles.

Yours truly,

*Llewelyn Bindsturm*  
Llewelyn Bindsturm

**MELLOW LEAF TOBACCO CO.**  
Boondock, North Carolina

To Whom It May Concern:

Arnold was out of school yesterday with a cold, but I am letting him return today against doctor's orders because there is no conclusive medical proof that sneezing ever transmitted a cold to anyone. However, for my own legal protection, please post the following notice on your bulletin board:

CAUTION: LETTING ARNOLD  
BREATHE ON YOU MAY BE  
HAZARDOUS TO YOUR HEALTH!

Sincerely,

*Beauregard Lee Flaunk*,  
Beauregard Lee Flaunk,  
President

**FENWICK L. FROYD, M.D.**

Consulting Psychiatrist,  
1460 Libido Drive, Tenafly, New Jersey

Fenwick, Jr., spent the day at home in a closet, yesterday, suffering from a deep emotional disturbance brought on by receiving a "D-minus" in Social Studies. I hope that you are sufficiently mature enough to beg him to excuse you for your display of hostility and rejection.

*Yours truly,  
Fenwick L. Froyd*



Now hear this!

1. You are hereby commanded to grant full amnesty to Nimitz Halsey Earnshaw (a civilian minor) re: absence without leave 24 February 1967 between the hours of 0830 and 1500.
2. He had an upset stomach.

*Warren V. Earnshaw*

Warren V. Earnshaw,  
Rear Admiral, U.S.N. (Ret.)

**EXCuse My little girl SELma's absence  
From SCHOOL OR You Will NEVER SEE  
Her ALive agAin!  
A FRIEND**

**HUMNER &  
OVERDRIFT**

**Funeral Directors, Maudlin, Mo.**

*"Sharing Your Grief Since 1906"*

*Allow me to express my deepest sorrow over the tragic and untimely departure of Sylvia from your midst yesterday. I feel certain that she was sadly missed by the host of friends and classmates she left behind. But she had to run out of the room fast and hurry home to throw up.*

*Mournfully, L.V. Humner*

**LOUIS G. GROWST**

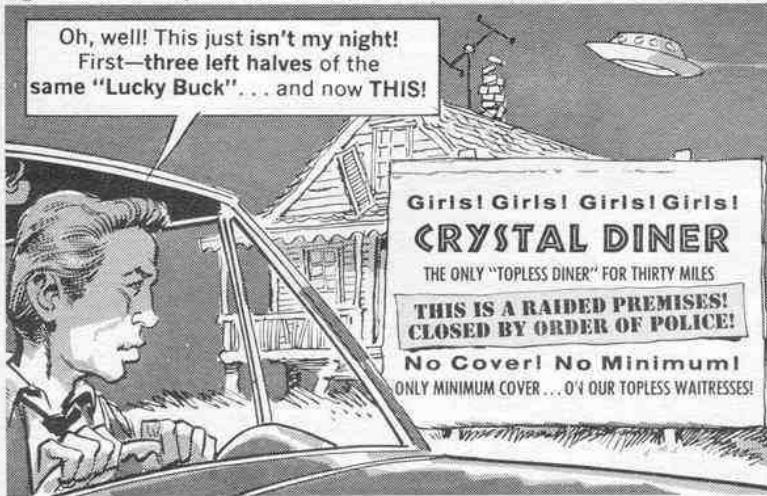
**CERTIFIED PUBLIC ACCOUNTANT  
325 BROADWAY, PHILADELPHIA, PA.**

*The youngest of my three daughters, Maudie, was not present for the first 0.7% of the current fiscal semester due to congestion in 38% of her bronchial tubes, necessitating deductible expenditures of \$17.25 for medical treatment and drugs.*

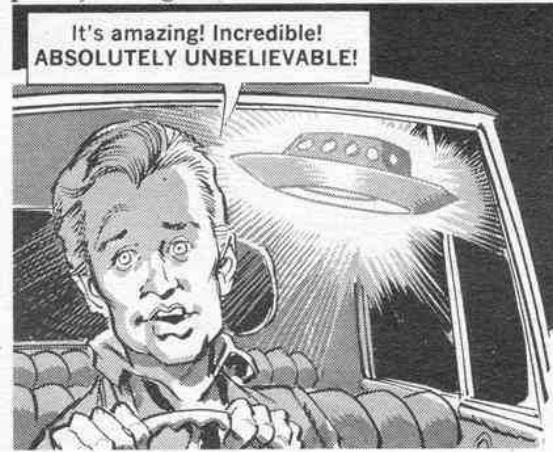
*Louis G. Growst, C.P.A.*

## SCIENCE-AFFLICTION DEPT.

Where does a nightmare begin? For David Blintzint, it began one lost night on a lonely road, looking for a short-cut he never found . . .



For David Blintzint, the nightmare began with a closed, deserted Diner, and the landing of a craft from another galaxy, aliens from a decaying planet, seeking to make our world their world . . .



For the TV Viewers, the nightmare began when the Sponsors bought this idiotic program—called . . .

# THE INVASIONERS

ARTIST: JACK DAVIS

WRITER: LOU SILVERSTONE



Yes, the nightmare has begun. Now at last David Blintzint knows that "The Invasioners" are here, and now he must try to convince a disbelieving world!

TONIGHT'S EPISODE:

"It Ain't Easy Trying To Convince A Disbelieving World"!

Perhaps this man in Hoboken can help me prove that alien creatures have landed—that they are preparing to take over Earth—and that the only way to tell them from ordinary human beings is by their protruding pinkies—

Pinkies like that little kid's there!

THAT KID! HE'S ONE OF THEM!

Driver!! Stop the bus! Look at that kid's finger!

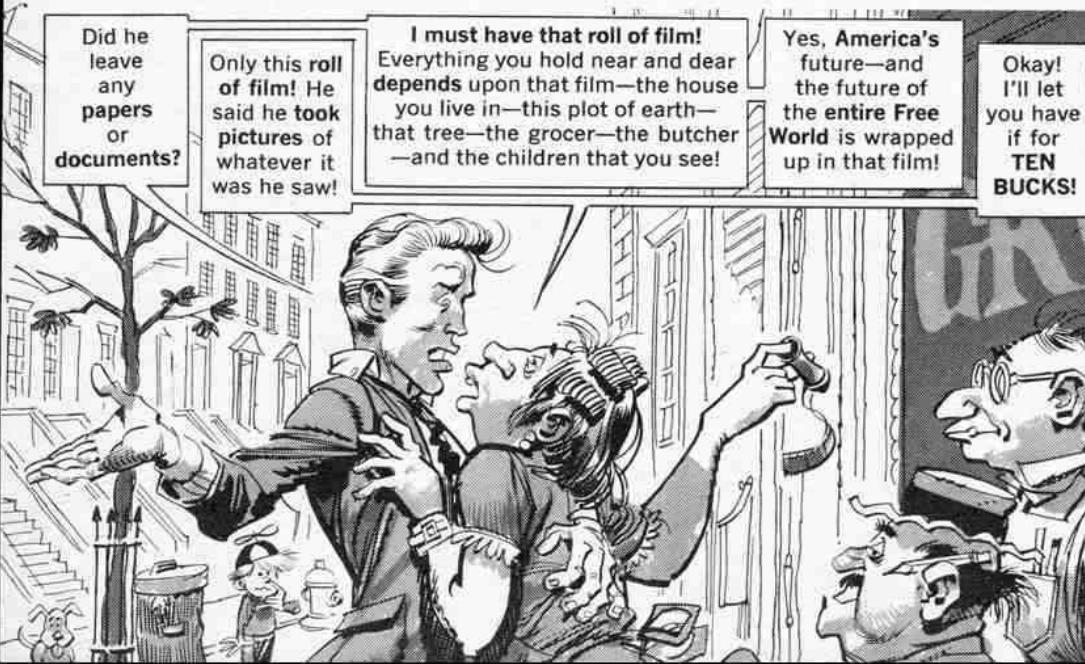
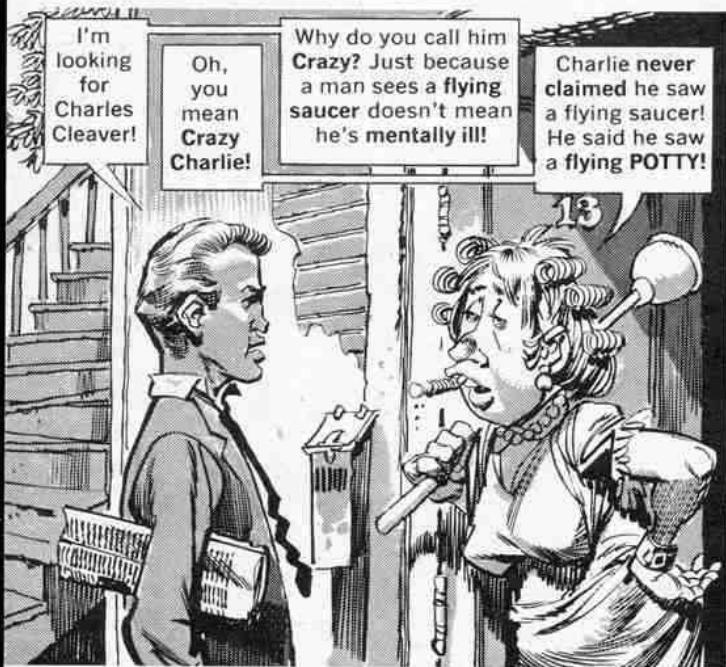
So he doesn't have a hankie! So what's it your business?

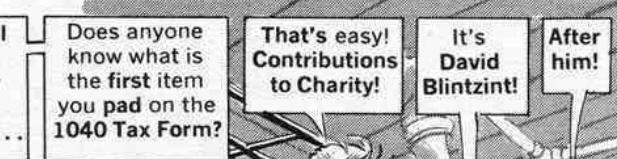
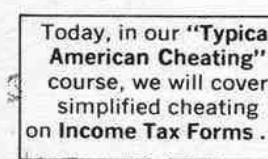
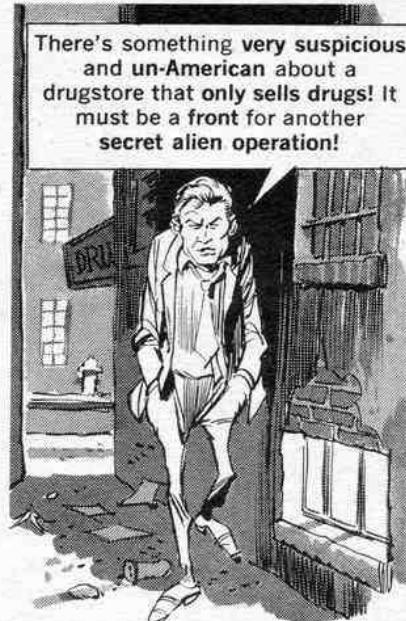
Throw 'im off the bus!

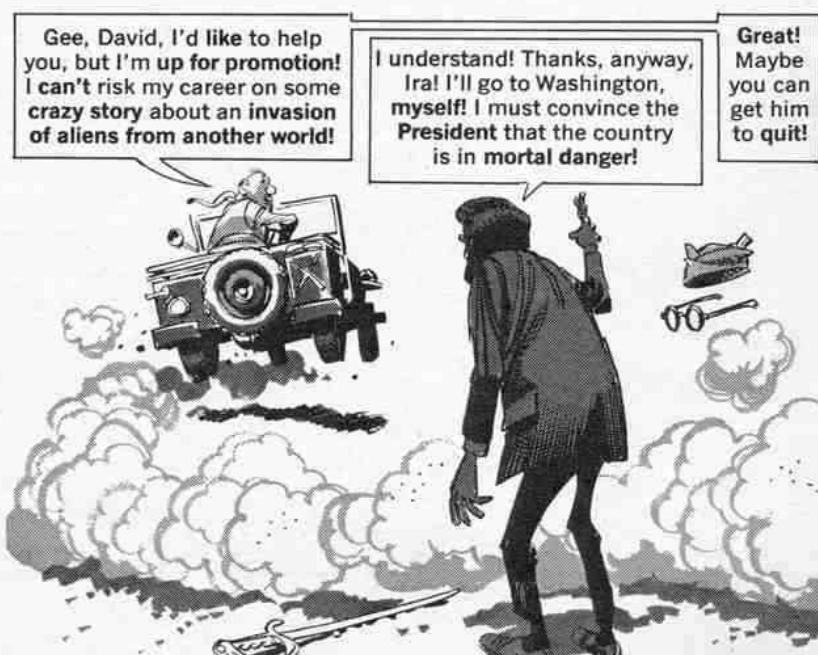
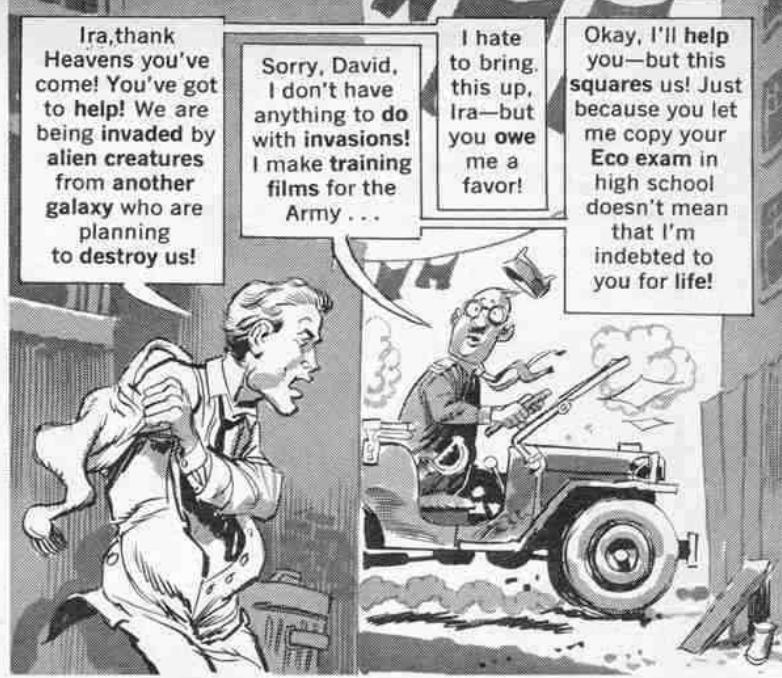
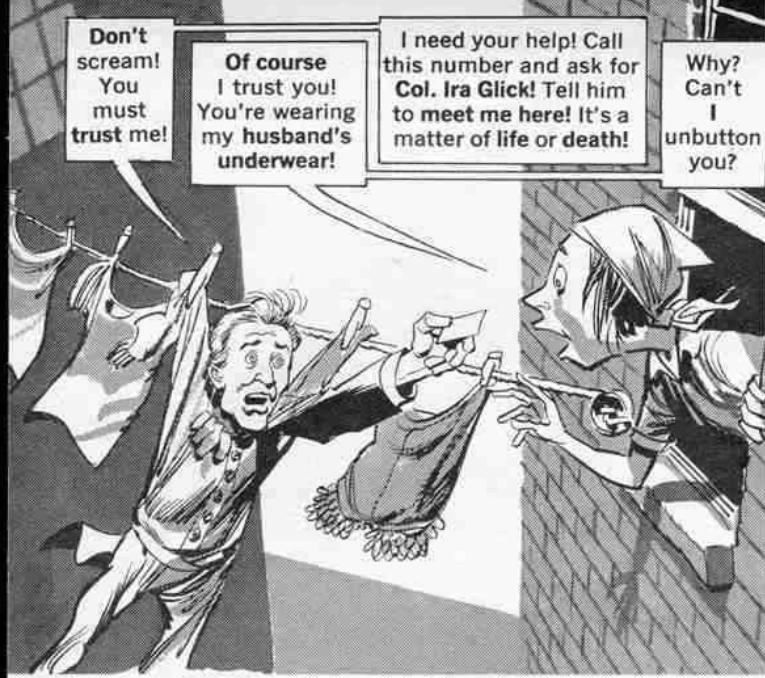
Yeah! Throw 'im off!

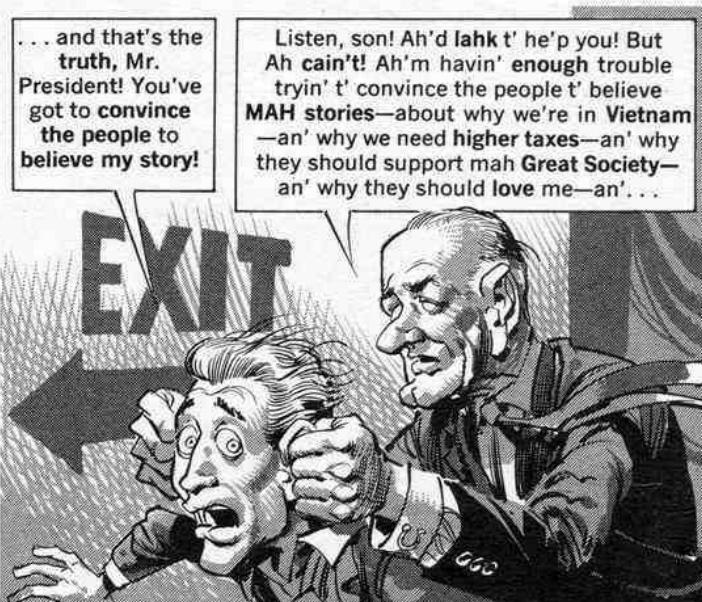
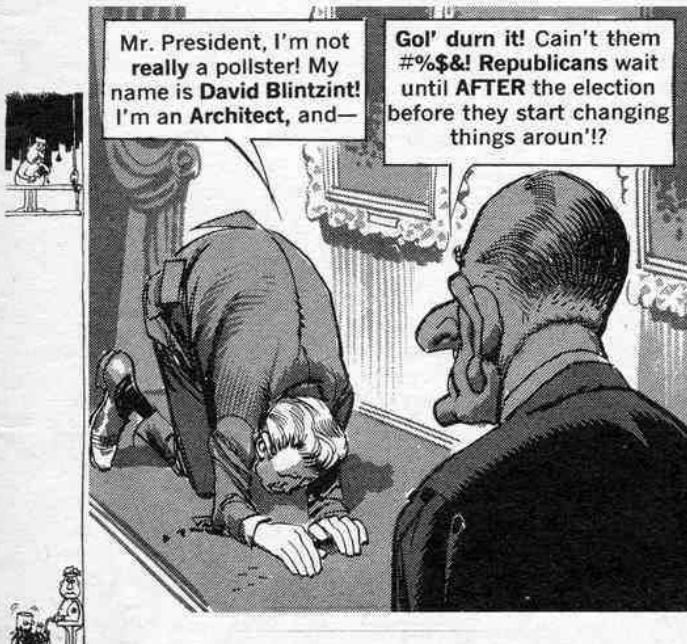
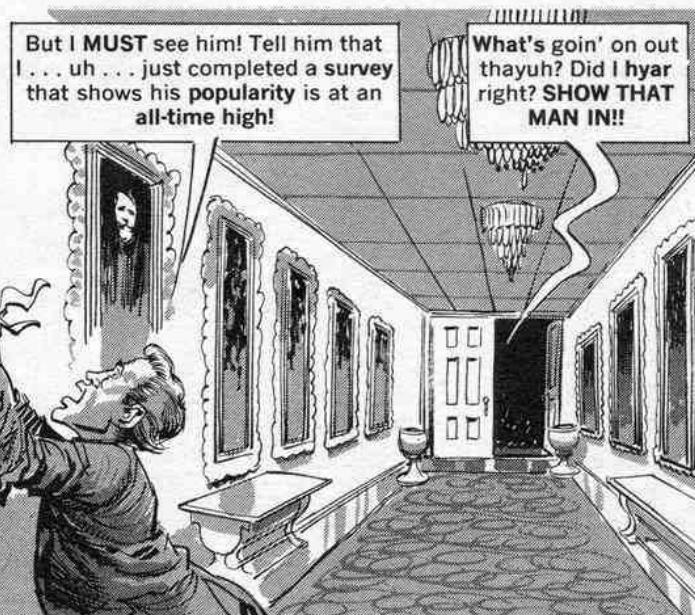
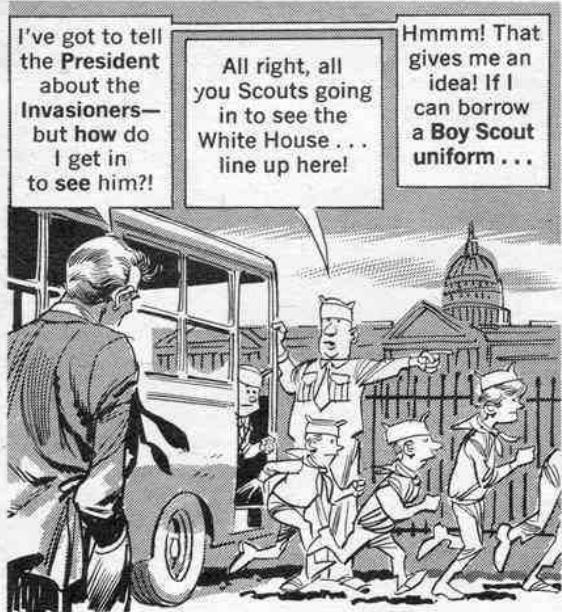
Who!? This nut?

No—the kid pickin' his nose! Yecch!!









# ONE DAY IN AN OFFICE



TIK-TIKKA-TIKKAK TIK TIK TIKAKATA  
KAKATA....

THWIZZIT!



TIKKA TIKKA TIKKAK TIKKAK TIKKIK TIKKIK  
TIKA TIKIK TIKKA TIKAKADA KAKADA  
TAK TIKIK TIK TIKATIKA  
TIK TAKADA TIKAK TIK-TIKA  
TIKAK-KAK....

TIKA TIKIK TIKKA TIKAKADA KAKADA

TAK TIKIK TIK TIKATIKA

~~TIK TAKADA TIKAK TIK-TIKA~~

TIKAK-KAK.

BING

A cartoon illustration of a man with a very large, prominent ear, sitting at a desk and looking shocked or surprised. The word "ZAK!" is written in large, bold, jagged letters above his head, and the words "CHIKA-CHUNK..." and "THWIZZIK..." are written above the "ZAK!" text.

ACE ACME LIMITED  
SALES CORP., INC.  
1507 Freen Boulevard, West Iksiglik,  
New York 10066

March 19, 1968

Tikka tik tikka, tikkak tikkik  
Tikkak tika kakada tak takada tikak  
tikakada kakak-kak... BING  
tikatikata tikak-kak... THWIZZIK...  
CHICKA-CHUNK... ZAK!  
Tik-tikatak tikkik tikkik  
tik-tika tikkak tikkak  
tik tikkak tikkak tak kaka  
takaka tikkak kik takkak  
tak... BING  
CHICKA-CHUNK... THWIZZIK...  
Tik-tikka-tikkakka tik tik  
ZAK!  
CHICKA-CHUNK.  
Tik-tikka-tikkakka tik  
tikakata kakata...

WHAT  
DEDICATED GROUP  
DOES A LOT OF  
PLANTING,  
AND YET,  
NOTHING EVER  
COMES OF IT?

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

Spring is the time of year when our thoughts turn to the soil and "Spring Planting." And when it comes to planting, many people have "Green Thumbs." But there is one dedicated group of people who do a lot of planting, and yet nothing ever comes up. To find out who these people are, fold in the page as shown.

A►

FOLD THIS SECTION OVER LEFT

◀ B FOLD BACK SO "A" MEETS "B"



FOLD PAGE OVER LIKE THIS!



THE UNSUCCESSFUL AMATEUR GARDENER, IN SO MANY CASES, IS THE ONE WHO FAILS TO FIND OUT ABOUT SOIL CONDITIONS BEFORE A VEGETABLE OR FLOWER SEED IS PLANTED.

# A **TV** AD WE'D LIKE TO SEE

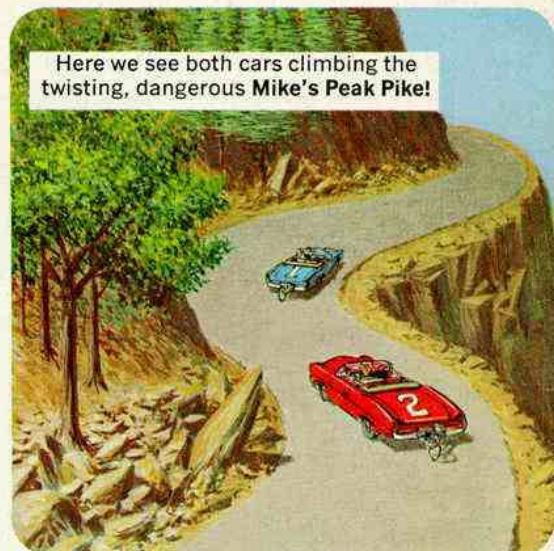
## The Shill Gasoline Commercial

Here we are at the base of famous Mike's Peak with two identical cars. Both cars are using the same measured amount of Shill Premium gas. The only difference is—car No. 2 has the mileage ingredient "Flatromate"!



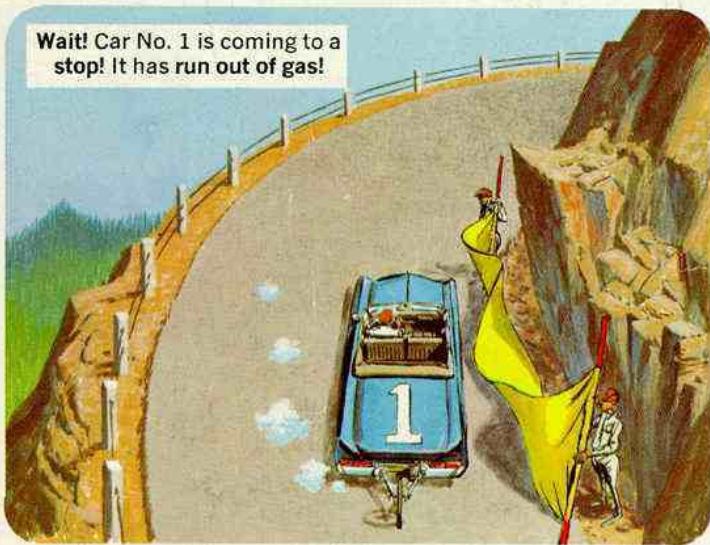
ARTIST: GEORGE WOODBRIDGE

Here we see both cars climbing the twisting, dangerous Mike's Peak Pike!

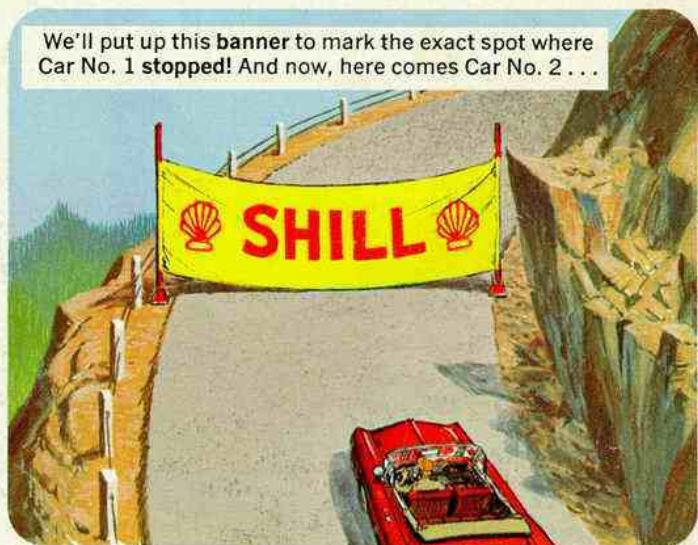


WRITER: LOU SILVERSTONE

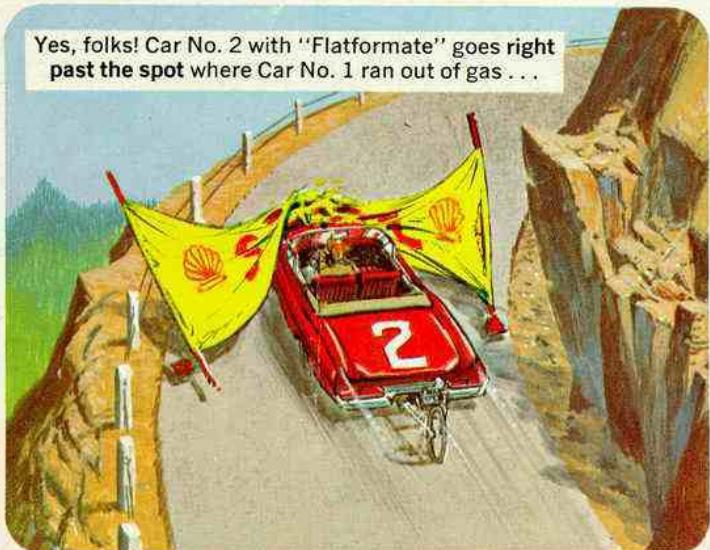
Wait! Car No. 1 is coming to a stop! It has run out of gas!



We'll put up this banner to mark the exact spot where Car No. 1 stopped! And now, here comes Car No. 2 . . .



Yes, folks! Car No. 2 with "Flatromate" goes right past the spot where Car No. 1 ran out of gas . . .



. . . and keeps on going!

