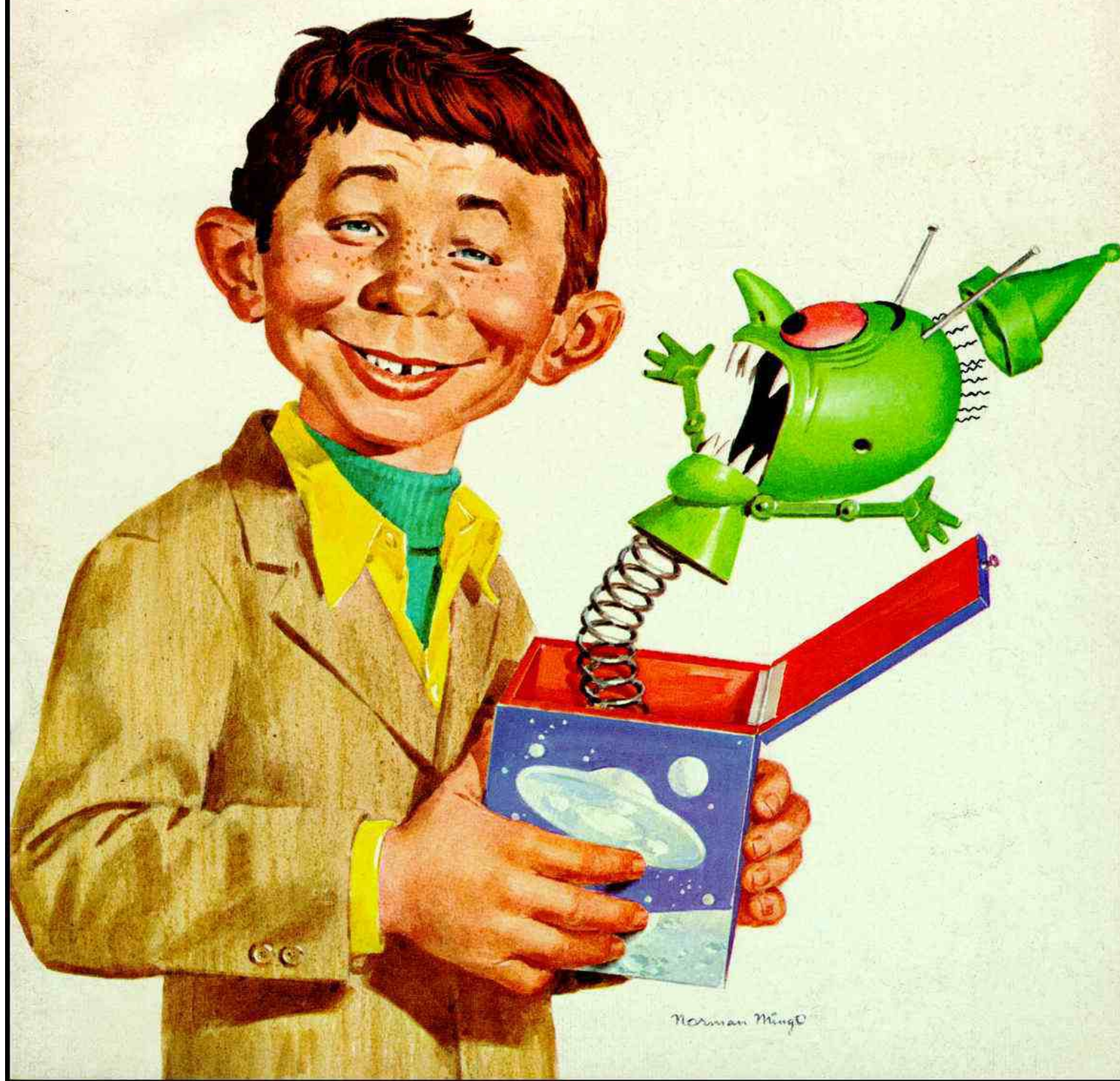
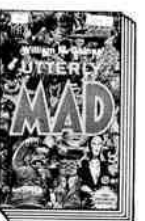
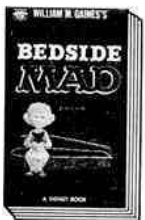
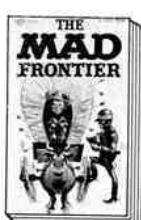


No.  
113  
Sept.  
'67

# MAD

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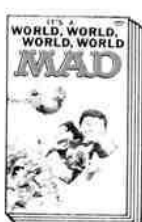
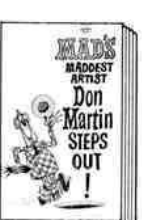
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# MAD

"An electronic computer and a bikini swim suit are very much alike ... they both eliminate a great deal of guesswork!"—Alfred E. Neuman

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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, VINCENT ANDRISANI

*subscriptions*

CONTRIBUTING ARTISTS AND WRITERS

*the usual gang of idiots*

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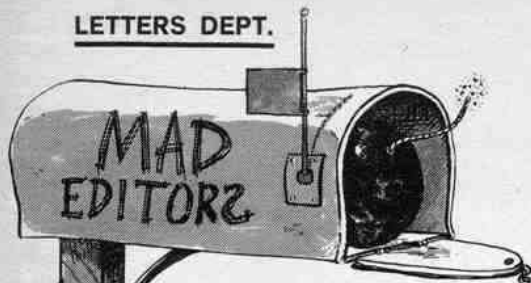


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### RACIAL ISSUE COVER

Your poignant cover for "MAD's Special Racial Issue" had more to say about the absurd evil of race prejudice than all the words heretofore written.

W. G. Ketterer  
Laurel, Md.

The cover of your June Issue (No. 111) showed perfectly and once-and-for-all that people the world over are basically the same . . . idiots!

Joe Alexander  
Hot Springs, Ark.

### MAD PLACELIES

As a resident of Pittsburgh, I was shocked by your "smokey" depiction of our town in "MAD Placelies." Pittsburgh (cough) is no longer (gag) smokey! Air (wheeze) Pollution (choke) is a thing of the (gasp) past!

Sandy Preuhs  
Pittsburgh, Pa.

### BEETLE BAILEY GOES MAD

Well, you Crazy Guys have done it again. I know of many instances where you've stuck your colossal noses into other people's business, but I never thought you'd have the gall to invade my tenderly cherished comic strip. Imagine finding ol' Alfred E. in ol' "Beetle Bailey." Perhaps Mort Walker deserves some credit?

Syd Gilmour  
Fair Oaks, Cal.

I thought you might be interested in this recent installment of "Beetle Bailey." It looks like the whole world is going "MAD" these days.

Robert Zatz  
New York City

We're happy to say that Mort Walker is an avid MAD Reader and has enjoyed our past pokes at his strip. Needless to say, we enjoyed his turning the tables on us!—Ed.



### STOKELY AND TESS

My congratulations to Larry Siegel and Mort Drucker for attaining new heights in the use of satire. Their "Stokely and Tess" took a very objective look at the civil rights problem. I'm sure this article brought a smile to the face of those most affected and most involved in this situation.

Richard Yee  
Philadelphia, Pa.

After finishing the first page of your most distasteful article, "Stokely and Tess", I became infuriated. I think that you deliberately insulted the Negro people and mocked the quest for their long-sought-after Freedom following many years of severe persecution and punishment.

Noreen Smith  
C. W. Post College  
Long Island, N.Y.

I realize that you are going to receive many letters from irate readers condemning your "Stokely and Tess" musical satire. Although I do not completely agree with the way the issue was presented, I still feel that this was an article of exceptional quality. It presented both sides of the picture, and the philosophy of "good and bad" on both sides.

J. E. Koman  
East Point, Ga.

Congratulations on "Stokely and Tess". It's about time the recent "Civil Rights" activities were put in their proper perspective. You did a great job.

Gediminas Leonas  
Cleveland, Ohio

It was grossly unfair to the people and perhaps the whole Civil Rights movement.

Deborah S. David  
Columbia University  
New York City

It was an honest representation of the Civil Rights movement.

S. A.  
Hartsville, S.C.

I wish to congratulate you on "Stokely and Tess"—a straight-forward account of "what's happening, baby"!

Harriet Peltzman R.P.  
Eatontown, N.J.

### MAD SHOW CONCESSION STAND

I recently attended a performance of "THE MAD SHOW" in New York. During the intermission, I stopped by the concession stand in the lobby to buy some candy. But instead, the "MAD-girl" on duty there sold me some Hair Cream, a can of Drano, Ex-Lax, Sunglasses, a painted Rock and a jar of Cold Cream. That's the most ridiculous concession stand I have ever seen. And the show was even more ridiculous. Mainly, I loved them both!

Jo Ann Le Compte  
New York City



MAD-Concession-Stand-Girl Susan Walker

### VANISHING HUMAN TYPES

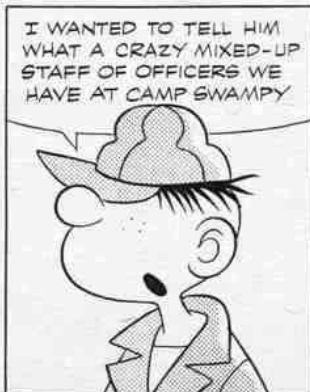
Thank you! Thank you! Thank you for the most honest, sincere, hilarious and marvelous article in your magazine's history. I'm referring to "Vanishing Human Types and Their Modern Replacements".

William J. Biehl  
Metairie, La.

I was highly amused by your article, "Vanishing Human Types and Their Modern Replacements." But I noticed you missed one of the modern types, namely: "The Functional Illiterate (MADus Misinterpretus)" whose main characteristic is to take your fine satires as a personal insult. I'm glad to see these nuts have not hindered your courageous work.

John L. Byrne  
Calgary, Alberta, Can.

That's due to two other Modern Types: Publisherus Peculiaris and Editorus Empty-Headis!—Ed.



# WHY SPY?

My congratulations for your excellent satire, "Why Spy?" Stan Hart's writing was superb and Mort Drucker's artistry was fantastic. All of your TV satires are great, but this was your greatest.

Steve Ullman  
West Los Angeles, Cal.

Your satire of "I Spy" was one of the most uncalled for articles I have ever read in MAD. It is one of the few TV shows worth watching, and you're a bunch of rotten finks for slandering it.

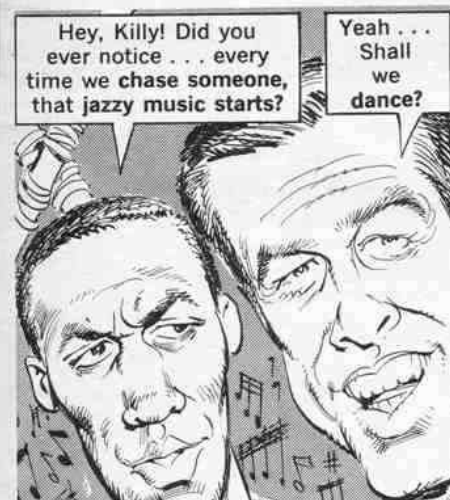
Bob Lyon  
Bryan, Ohio

My congratulations on "Why Spy?" Even though I enjoy the TV show, your critical satire of it was superb.

Valerie Conlan  
Bronx, N.Y.

It disgusted me to see a show with such high standards as "I Spy" degraded in your magazine. Robert Culp and Bill Cosby should be given a "hand" and not a satire for their fine performances.

Robert Shaw  
East Brunswick, N.J.



"I Spy" is great, and the two stars mumbling to each other makes it even greater. If you were half as funny as they are, your circulation would double.

Joe Rogoff  
Bethesda, Md.

## MAD... A SUB-CULTURE?

After time-consuming research, I have found facts revealing what MAD Magazine actually is... a sub-culture! A sub-culture consisting of thriving addicts who live for the next issue, who savor every word and picture, and who lose themselves in the psychedelic world created by your magazine. I am proud to be a member of that sub-culture. And it's cheaper than LSD!

Bill Rotts  
St. Joseph, Mo.

But much more dangerous!—Ed.

Please address all correspondence to:  
MAD, Dept. 113, 485 MADison Avenue  
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### ACHILLES WHEEL DEPT.

Lately, there's been a lot of screaming about how Car Manufacturers are to blame for the slaughter on our highways. Well, we at MAD say, "Be fair! Let's put the blame where it really belongs!" Unfortunately, all we could come up with was the

Car Manufacturers. Lately, however, the Auto Industry has been trying to make up for those silly little boo-boos that killed 50,000 people a year. They're now putting all kinds of safety features into cars—like padded dashboards and padded sun

# SOME MAD AUTO

ARTIST & WRITER:

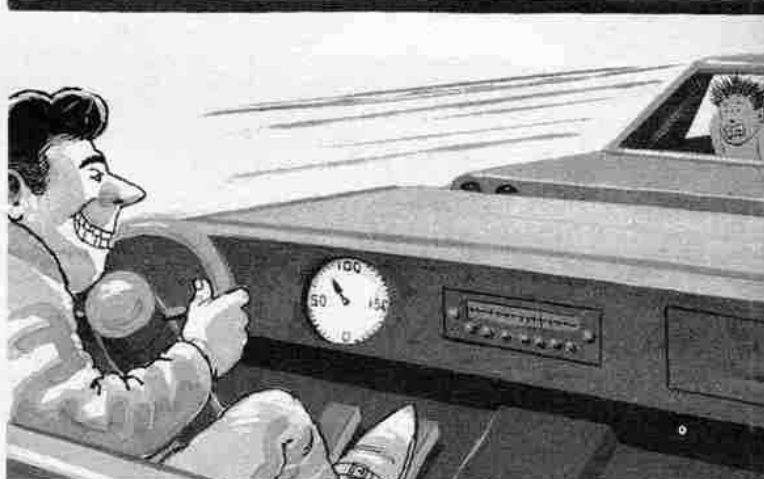
## NO MATTER HOW SAFELY AUTOMOBILES ARE BUILT,

IRVING HEADTURNER



Irving's the type of driver who constantly turns his head to the rear in order to ogle girls or talk. This drives passengers crazy . . . not because it's unsafe, but because Irving has bad breath. But even with pleasant breath, a driver who looks everywhere but forward can be nerve-racking . . . not to mention car, pole and fence-wracking.

TOMMY TAILGATER



Tommy loves to get right on the tail of the car in front—especially at high speed. He chuckles, thinking about how terrified driver ahead will be when he looks in rear-view mirror. Of course, sometimes driver ahead applies brakes without ever looking in rear-view mirror. That's when our Tommy ends up being scraped off car ahead with a spatula.

PERCY DISTRACTED



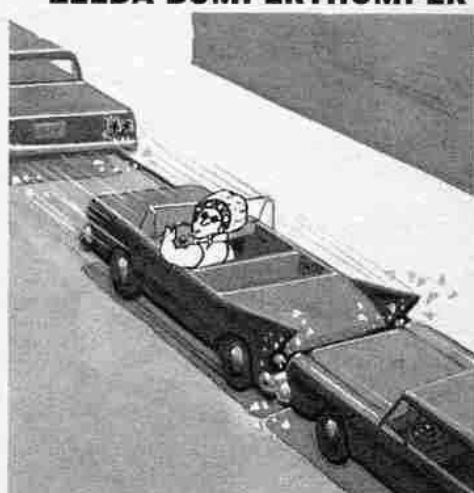
This poor schnook is often beset by a nagging wife and screaming kids. The splitting headache that he gets makes for dangerous driving . . . not because he's liable to crash accidentally, but because he'd like to do it on purpose.

HENRY ONEARM



Henry just can't resist putting an arm around any chick that rides in his car. This is especially dangerous when the chick insists upon sitting in the back seat. And the steamed-up windows don't add to safe driving conditions, either.

ZELDA BUMPERTHUMPER



No matter how much space she has, our Zelda always raps the car in front and back while parking. This in itself is not dangerous . . . but it will be later on, when the drivers of those cars in front and back try using their lights.

**NOW TURN THE PAGE AND SEE HOW CLEVERLY MAD**



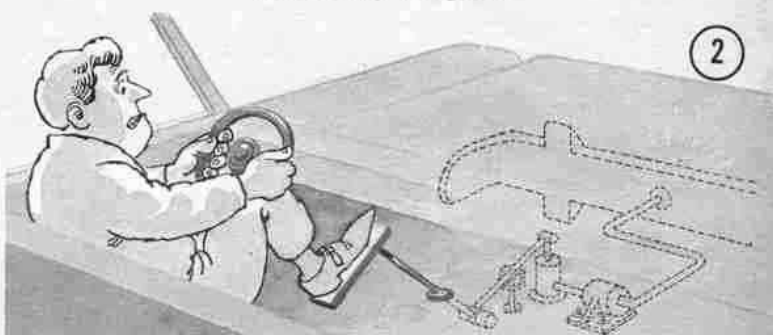
# MAD'S NEW AUTOMOBILE KEEP MOST DEDICATED

## HEAD RETURNER for Irving Headturner



Headpiece swivels in any direction, which allows Irving freedom for normal and necessary looking around while he is driving. However, it will not allow him to linger too long in these positions because the automatic timer snaps his head back facing forward after exactly three seconds.

## RADAR SLOWDOWNER for Tommy Tailgater

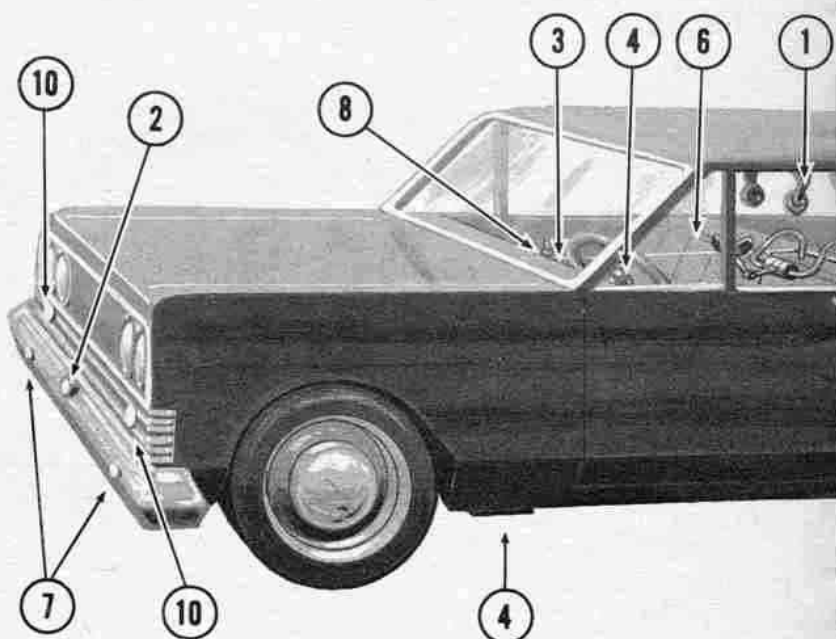


Short-range radar in front bumper, hooked to accelerator, pushes gas pedal back to keep cars one length apart for every ten miles per hour of speed. This saves the lives of many Tommy Tailgaters—a disadvantage that should be overlooked, considering the other worthy lives it saves.

## SAFETY ISOLATOR for Percy Distracted



When nagging and screaming begins, a sonar device automatically raises a plastic isolator at a pre-set decibel level. This not only shields Percy from unwanted noise, but razor-sharp edges of isolator screen keep those unwanted hands from reaching around.



## BUMPER BARFER for Zelda Bumperthumper



Car bumpers are supported by tension springs. When they are compressed with more than normal force, a very loud and obscene sound is emitted, followed by the ejection of an appropriate foul odor. The reaction of people passing by embarrasses Zelda and reminds her to be more careful.

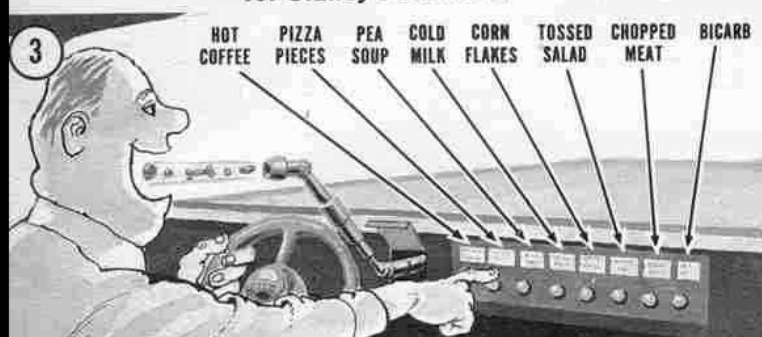
## HOOKAH INHALER for Bernie Smokestack



Bins in dash contain tobaccos favored by driving members of family. Smoker places "hookah" tube in mouth, presses selector, and proper tobacco product is automatically lit. Ashes are ejected and danger of fire is eliminated. Car, however, should be checked regularly for signs of cancer.

# SAFETY FEATURES WILL IDIOTS OUT OF TROUBLE!

## AUTOMATIC FEEDER for Sidney Facestuffer

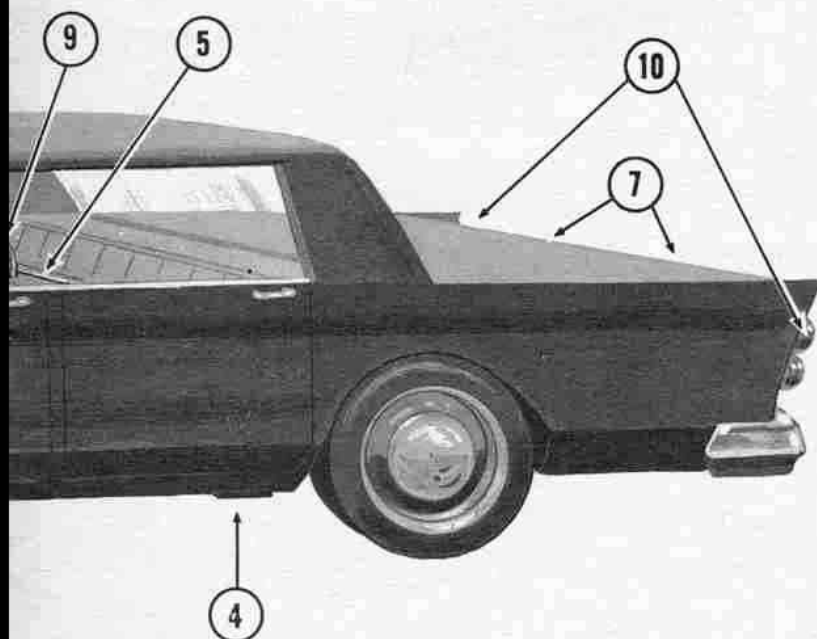


Before each automobile trip, Sidney loads food dispensers with goodies. Pressing the selector buttons while driving activates proper servo-mechanisms which squirt liquids and deliver solids unerringly through tube to Sidney's waiting mouth, without his having to take his eye off road ahead.

## AUTOMATIC PICK-ME-UPPER for Darryl Drunkenslob



When drunken Darryl stumbles into car, alcohol-sensitive electronic sensor in steering column measures his breath and calculates his degree of drunkenness. If the level is unsafe, automatic jacks extend below car, raising wheels, which spin freely while drunk falls asleep at the wheel.



## WAKER-UPPER for Marvin Catnapper



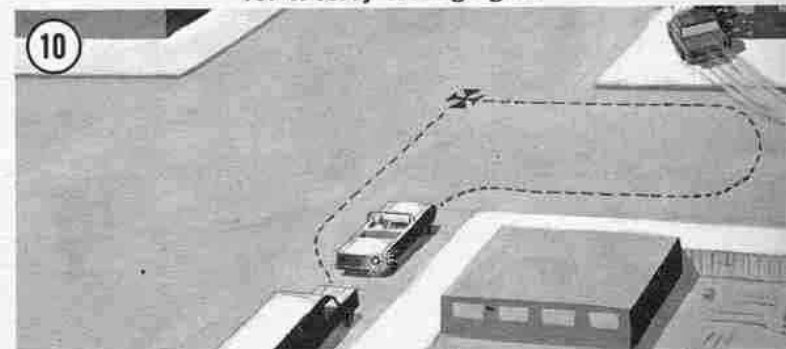
Device worn on chest contains chin support with electric switch which is in "off" position when head is erect. But when Marvin gets sleepy and head nods forward or backward, switch goes on, activating jet nozzle in steering column which releases smelling salts spray that shocks him awake.

## BURNING REMINDER for Henry Onearm



While car ignition is on, an electric heating element located inside chrome strip across back of front seat is on, too. So Henry's amorous desires are quickly cooled by a burning reminder, and the results are safer two-handed driving until he can park someplace.

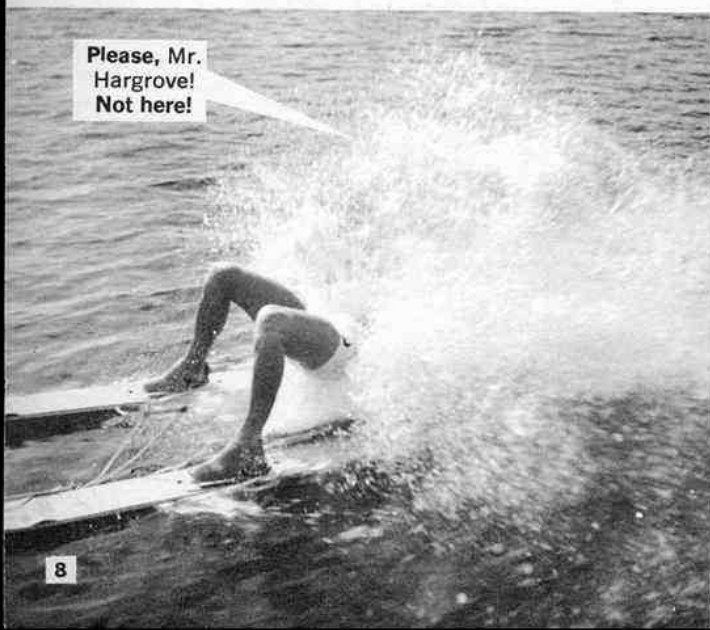
## CORRECT TURN GUARANTEE-ER for Wesley Wrongsignal



Directional signals are connected to steering mechanism so that wheel will not turn in any direction other than the one signalled. After turn is completed, the wheel is freed once again. Of course, idiots like Wesley are still dangerous, but their score is kept lower by this device.

AQUA-BATS DEPT.

# WATER SPORTS



# FOTO-PLAYS

WRITER:  
ARNIE KOGEN

PHOTOS BY:  
U.P.I. &  
WORLD WIDE



No question about it!  
This is the **worst** leg  
cramp I've ever had!



For the last time, Zaretski—will  
you **stop** all this silly talk about  
"falling off the edge of the world"!



I'll tell you why!  
It's because you've  
all got **BAD BREATH!!**

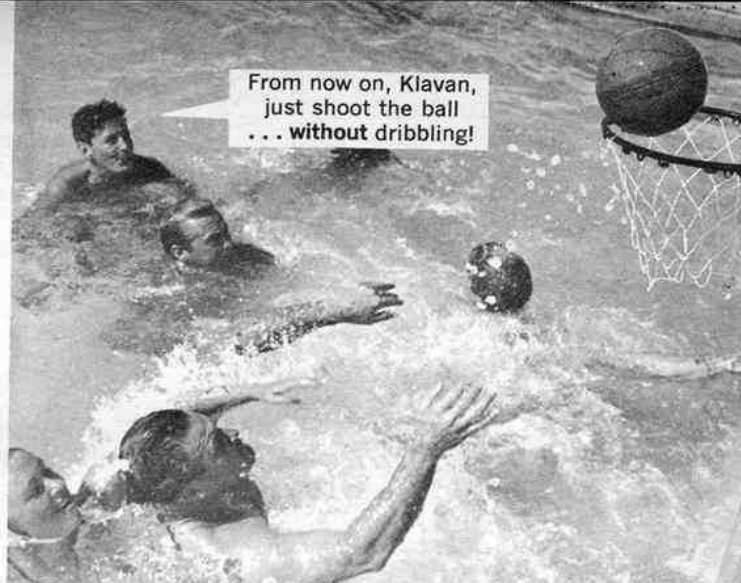


Oh, my God—the Hudson's  
**polluted** again!!

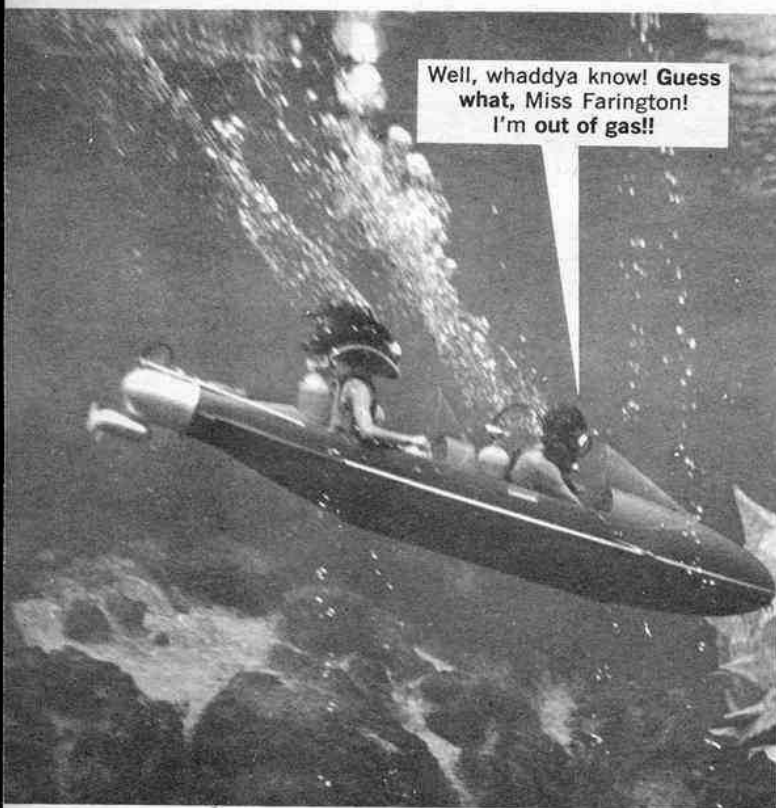
Okay, Vivian . . . **enough**, already, with the "Dead Man's Float"! . . . Vivian . . . **VIVIAN!!**



From now on, Klavan, just shoot the ball . . . **without dribbling!**



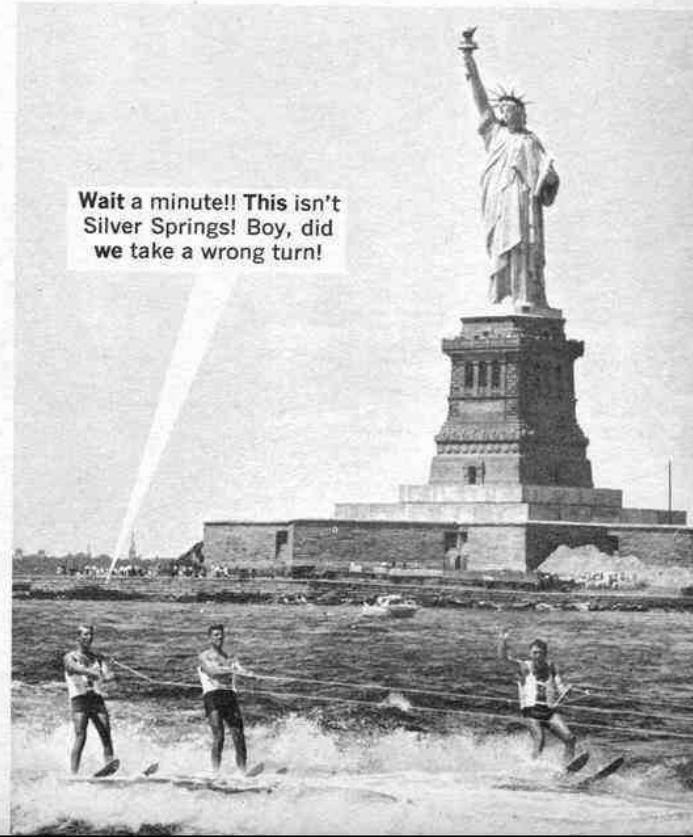
Well, whaddya know! **Guess what, Miss Farington! I'm out of gas!!**



**Throw that kid out! He's from another camp!!**



**Wait a minute!! This isn't Silver Springs! Boy, did we take a wrong turn!**



**Then it's agreed! I won't splash you—and you won't make fun of my hat!**



AND ANOTHER ENGINE BITES THE DUST DEPT.

Have you ever played "Monopoly" and won "a ride on the Reading Railroad"? Well, now it's time to play "Monotony," because you've just won MAD's "ride" on that weekly Television series about a Railroad . . . the one called:

# THE IRON HORSELAFF

ARTIST: MORT DRUCKER

WRITER: DICK DE BARTOLO

That's Ben Baboon, the gambler! He's playing cards with Cornelius Vanderbelch, the famous tycoon! And guess what the stakes are! A Railroad! A whole Railroad!!

How much is that in money?

Oh, about \$14! The Railroad's only two miles long!

Well, I guess my "Jacks" win, Mr. Vanderbelch . . .

Looks that way, Baboon! You won my Railroad fair and square! But I swear, that's the last time I ever play "Go Fish" for big stakes with YOU!



Hey, stranger! I just won me a Railroad! Do you know anything about building railroads?

You bet! I still have a set-up in my attic!

Good! Then you'll be my Construction Engineer!

And what about you? Do you know what a Locomotive Engineer does?

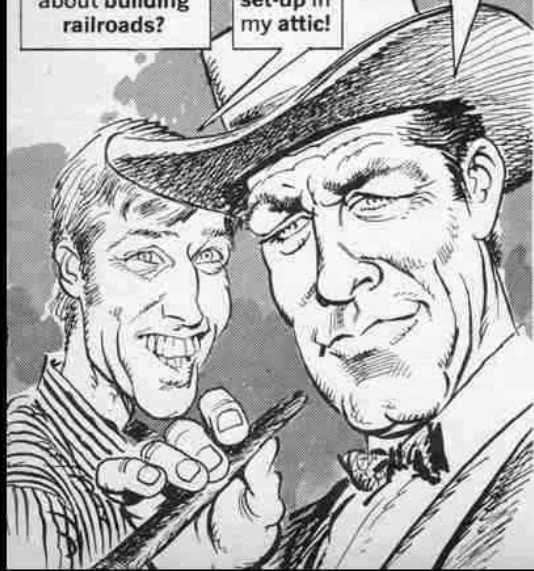
Sure! He wears a striped hat!

Good! Then you'll be my Locomotive Engineer!

Now I can't PAY you guys, but I'll give you each 40% of the Railroad—and I'll keep 80% for myself!

But that comes to 160%! How can that be right?

I said you're the Construction Engineer . . . not the Accountant! Now let's build us a Railroad!



If that Railroad goes through, do you know what it will mean to the "OVER-THE-LAND & THROUGH-THE-WOODS STAGE COACH COMPANY?"

Yeah! People will take the train when it's "To Grandma's House they go!"

Exactly! But suppos'n a few miles of their track and a couple of their locomotives and one or two of their bridges were dynamited . . . ?

Gee, do you think that's fair to be so mischievous? I mean it's not even Halloween!

Why not? We didn't do anything last year except burn down a Hospital!

How do you like it, Mr. Baboon?

Nice try, Tyrant—but that's not what I had in mind when I said the Railroad should tie the two Coasts together!

STAGE

ACT I 30 MIN.  
SCENE I 20 MIN.  
SCENE II 10 MIN.  
ACT II 50 MIN.

Ben, we've run our tracks across Gorgeous Gorge, through Rudy Valley and up Fanny Hill! Now we're stymied! That's all the property we own, and the widow Parsons refuses to give us the rights to her land!

Don't worry! I'll take care of the old bat! Where is she?

I'm right here!

M-my goodness! You're a YOUNG bat! Er—Ma'am, we need the rights to your property!

Well, you can't have them, Baboon!

Shucks, Ma'am, you don't have to call me by my last name!!

What last name? You're a "Baboon" if you think you're going to run a wood-burning, smoke-belching, ember-throwing train through my living room!

Gee, Ma'am, if you don't want us to run it through your living room, we'll run it through your kitchen!

No! My answer is still NO!

And only BETWEEN meals!

Absolutely, positively NO!!

I'll give you \$5000 for the rights!

NO! NO! NO! NO!

Then will you do it for this—?

UM-HUM! Oh, yes—yes—yes—

Okay, boys! Continue laying those tracks!

Boy, that Baboon sure has a way with women!

Mr. Baboon, can you carry 500 head of cattle from here to Deadrock!

No, I've got a slight hernia—but I'm sure my Railroad can! Where are the cattle?

Right there in your office ...

**PHEW!!** Are you sure there are only 500 head of cattle in there?

You've got a good nose, Baboon! Actually, there are 501 head in there! Now, how much will it cost?

First Class or Coach?

Group Rate ... and I want them delivered by Sunday morning!

Group Rates don't apply on Sundays! I can deliver them on Monday for \$1000!

Okay, but will you guarantee to pay me a fine of \$200 for every day the cattle are late past Monday!

Sure! I can't see any reason for them to be late! This is a brand new Railroad—only one month old!

Well, that calls for a celebration ...

Happy Birthday to you!  
Happy Birthday to you!  
Happy Birthday, dear Railroad ...  
Happy Birthday to you!



Hey, what are you trying to pull!? I saw the letters "T.N.T." on that Birthday Candle ...

Of course! I had them engraved for the occasion! It stands for "The New Trains"!

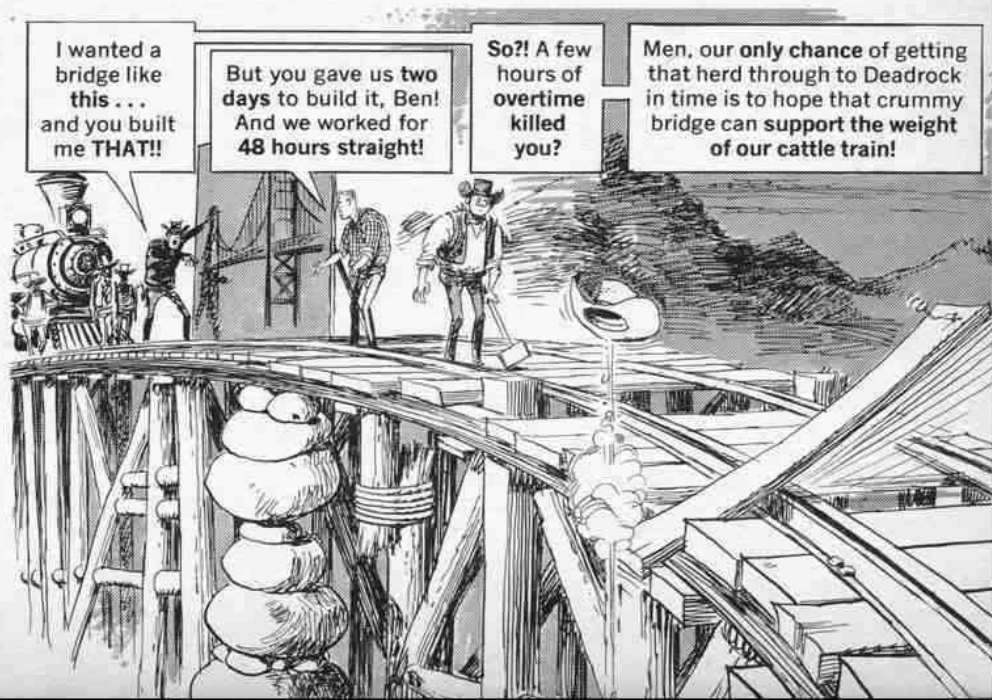
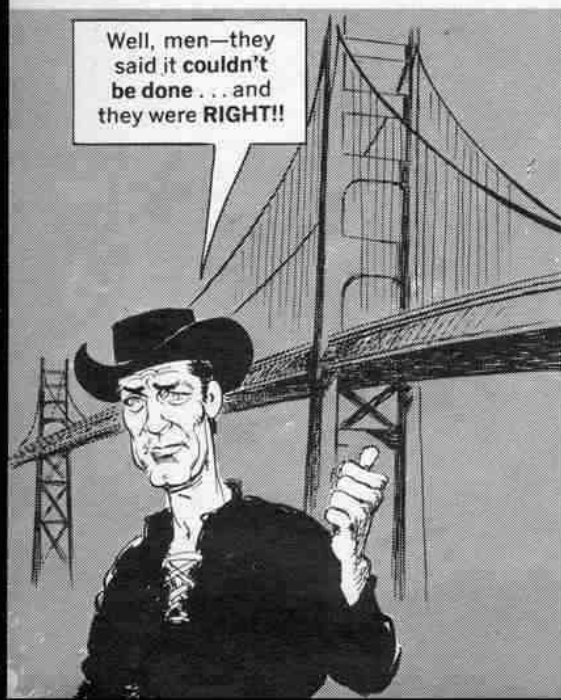
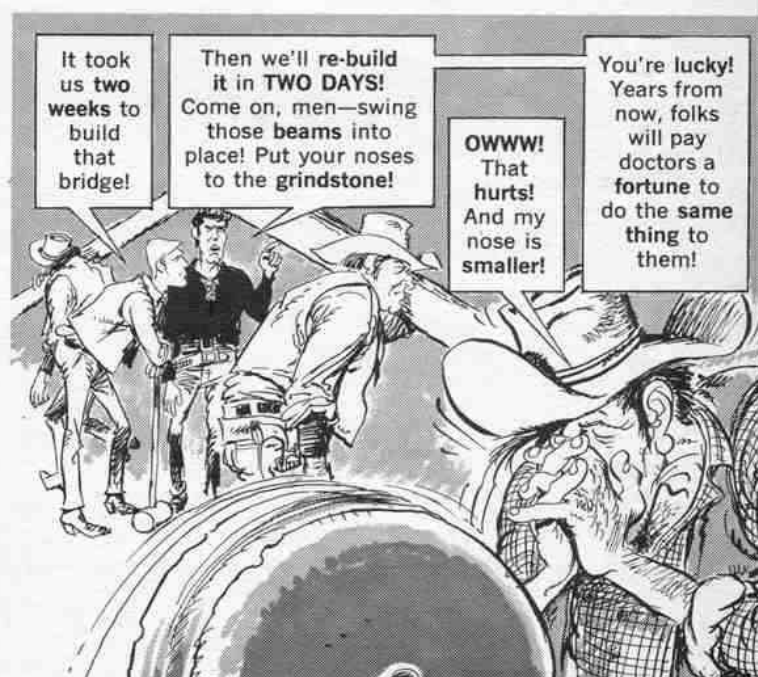
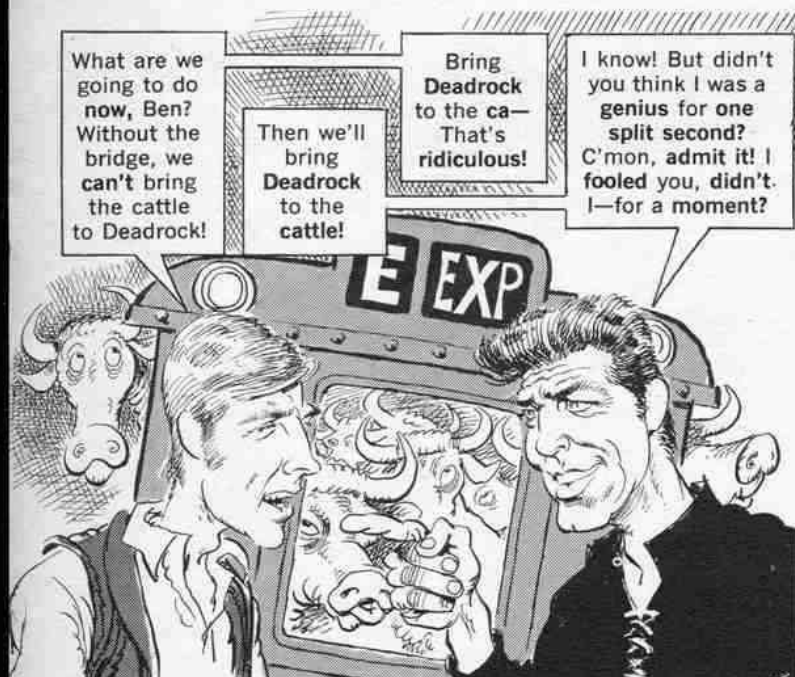
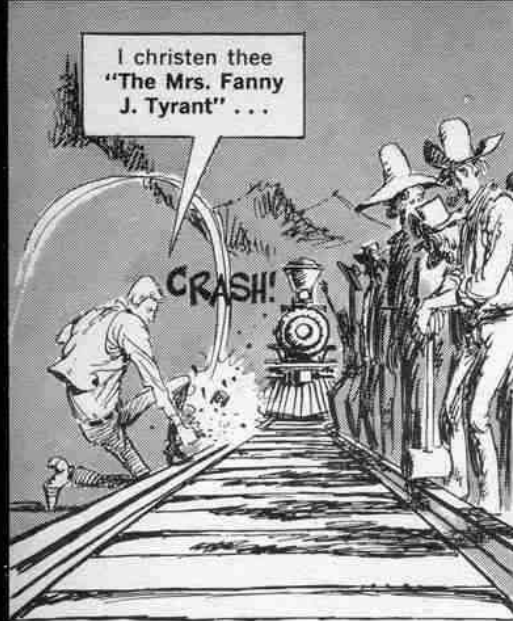
Oh! That makes sense! Okay, we'll still deliver your cattle by Monday!

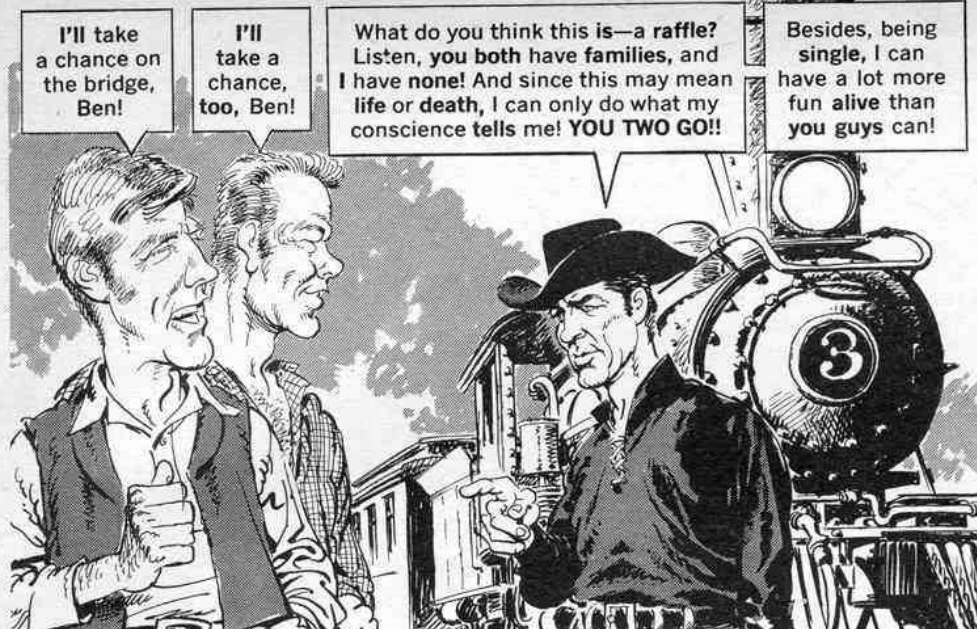
Or you'll pay the fines as agreed?

Right! My word is my bond! It may take you ten years to get the money, but that's how bonds are!

I hope you don't mind, Ben, but I'd like to christen this bridge "The Mrs. Fanny J. Tyrant" after my wife!

I don't mind at all! As a matter of fact, the bridge is **BUILT BETTER** than your wife!





I'll take a chance on the bridge, Ben!

I'll take a chance, too, Ben!

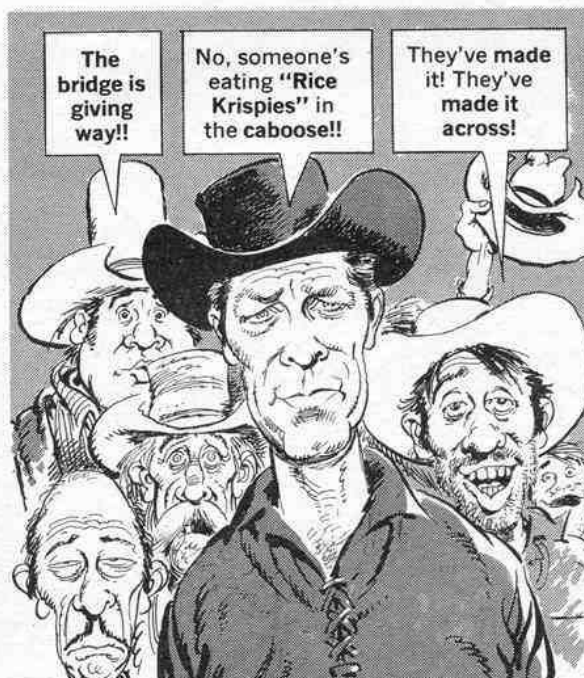
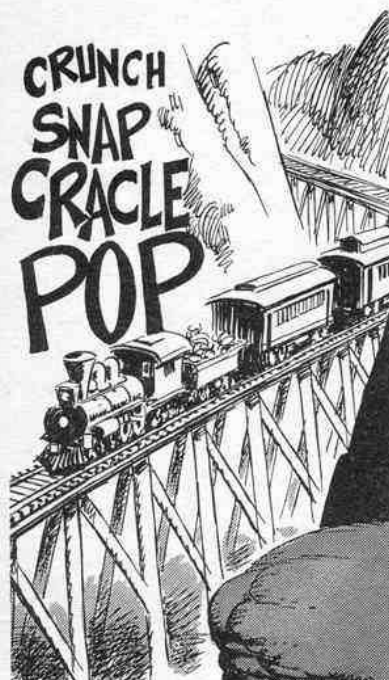
What do you think this is—a raffle? Listen, you both have families, and I have none! And since this may mean life or death, I can only do what my conscience tells me! **YOU TWO GO!!**

Besides, being single, I can have a lot more fun alive than you guys can!



But on the other hand—

Don't thank me! Just get going before you do something foolish—like changing your minds!



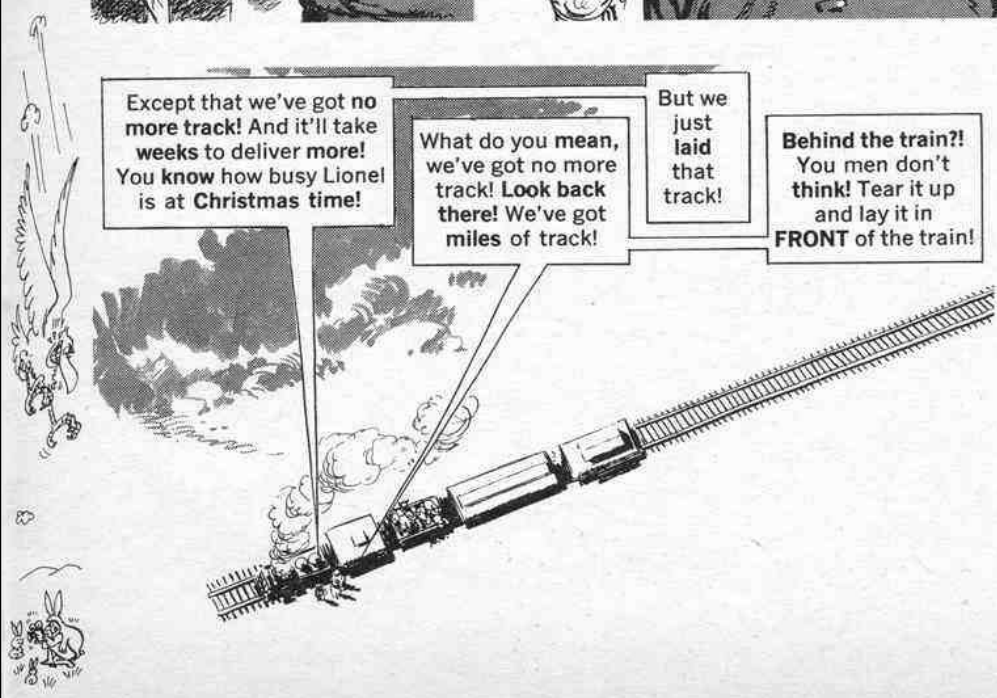
The bridge is giving way!!

No, someone's eating "Rice Krispies" in the caboose!!

They've made it! They've made it across!



Well, men, Deadrock is only one hundred miles from here so it looks like we'll have no trouble delivering that cattle by Monday...

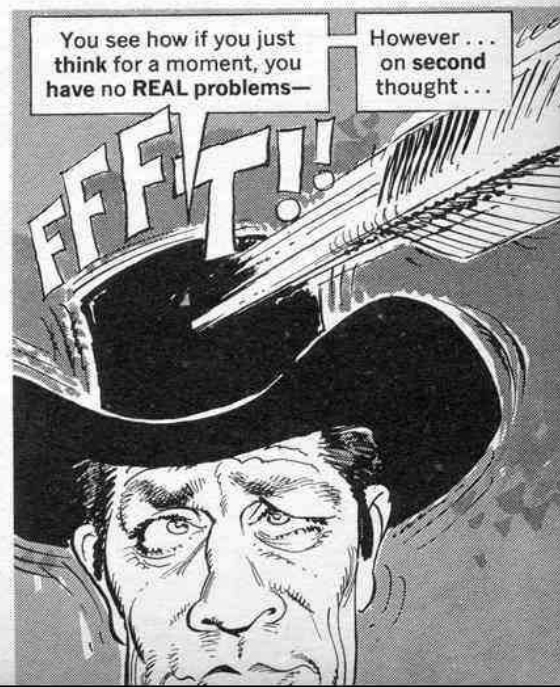


Except that we've got no more track! And it'll take weeks to deliver more! You know how busy Lione! is at Christmas time!

What do you mean, we've got no more track! Look back there! We've got miles of track!

But we just laid that track!

Behind the train?! You men don't think! Tear it up and lay it in **FRONT** of the train!



You see how if you just think for a moment, you have no **REAL** problems—

However... on second thought...

FFFIT!!

White Man not welcome here! Take your cotton-pickin' Iron Horselaff and BLOW!

Wait! That voice is familiar! Are you Tonto?

No, but the Masked One taught me how to speak your language!

Oh, then you DO know "The Lone Ranger"—

No! I know "Batman"!

Well, the Iron Horselaff is here to stay—and so are the trains! This is a young industry!

That so? How young?

About five weeks old!

Really? That calls for a celebration!



Oh, no you don't! I know your game, now! How dumb do you think I am? I see through that disguise! You're a Candle Salesman!!

Take a closer look, Ben! That's the guy who wanted his cattle delivered by Monday or we'd have to pay \$200 for each day we were late! He was trying to run our Railroad out of business!

Don't you think I knew that all along!? Whisper it in my ear again...

Okay, but the breeze going through your head may give you a cold!

Psssst, psssst, psst...



Why that dirty \$%#&@#! There's only one way to settle this! With guns...

But I don't have a gun!

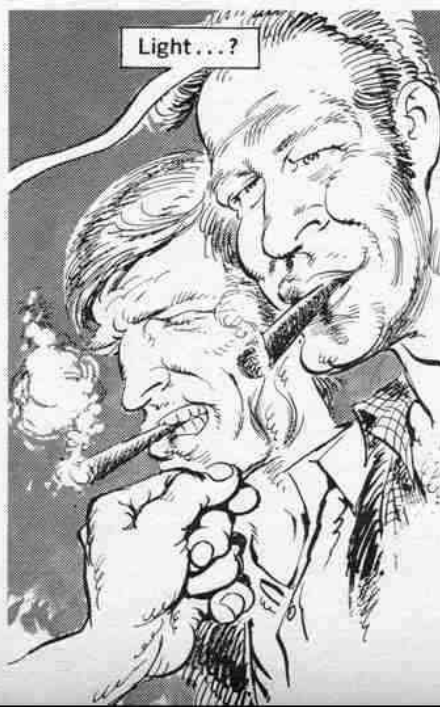
I know! That's why I suggested it...



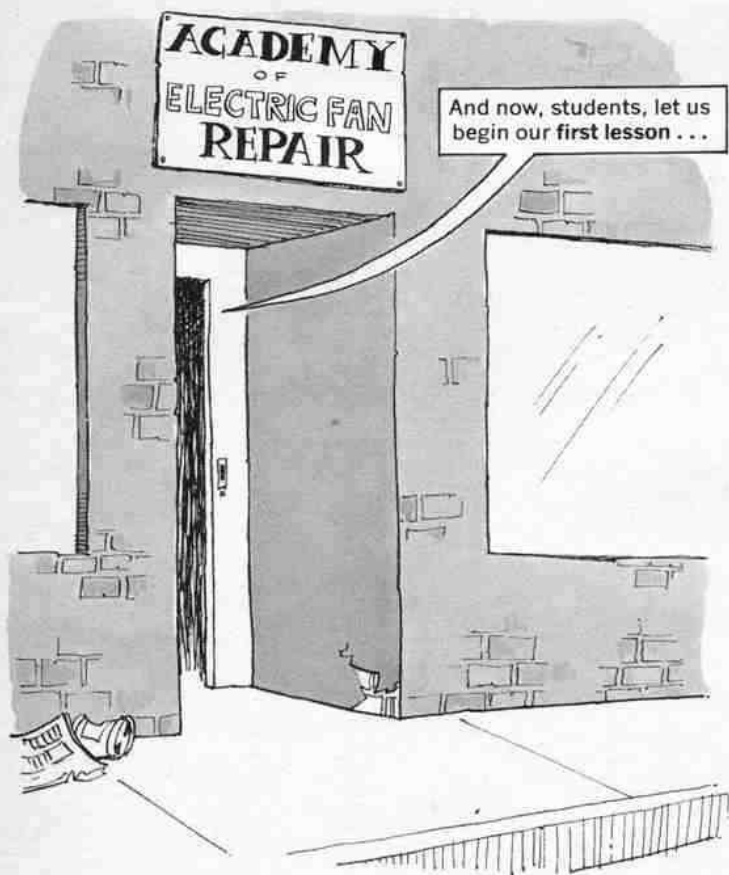
Well, men, with him out of the way, we can now look forward to unimpeded progress with our Railroad! This calls for a celebration! Cigars for everyone!!



Light...?



# At The Academy Of Electric Fan Repair



This is an electric fan! I will turn it on by applying an upward thrust with my index finger to this little switch here in the rear of the motor housing ...

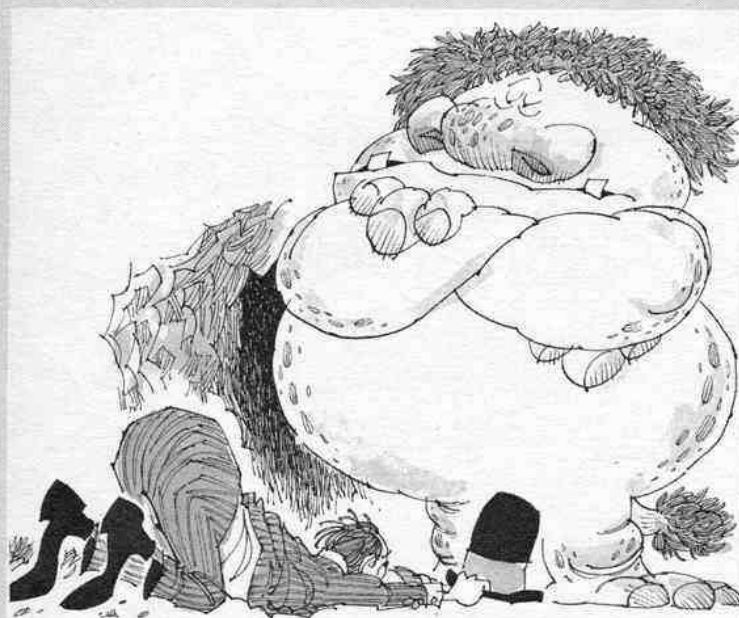


Hey, gang! It's time once again for MAD'S new game. Here's how it works: Take any familiar phrase or colloquial expression, give it an eerie setting so you come up with a new-type monster, and you're playing it. Mainly, you're

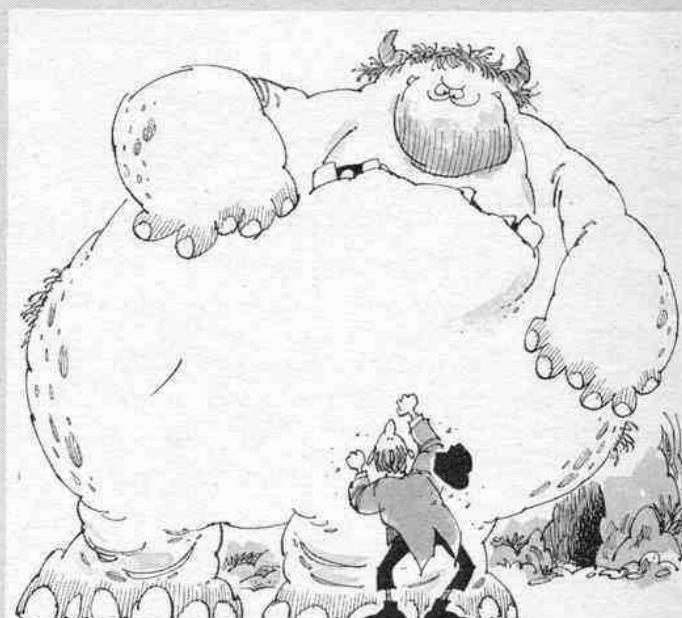
# HORRIFYING CLICHÉS

ARTIST: PAUL COKER, JR.

WRITERS: PHIL HAHN, GEORGE WOODBRIDGE & MAY SAKAMI



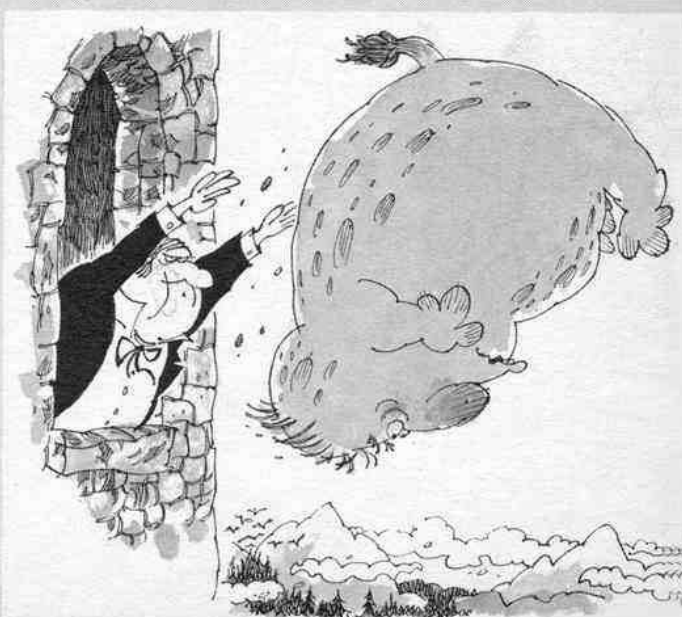
Bowing To The INEVITABLE



Fighting A MONSTROUS INJUSTICE



Picking The Lesser Of TWO EVILS



Heaving A SIGH



**Taking A CALCULATED RISK**



**Protecting A SLIM LEAD**



**Unearthing A FOUL PLOT**



**Whipping Up A FRENZY**



**Stifling A YAWN**



**Ignoring A SNIDE REMARK**

**FROM THE SUB-RHYME TO THE RIDICULOUS DEPT.**

Parents and teachers are forever screaming about what kids are reading today. They say that children are exposed to too much "trash" such as Comic Books and Horror Stories and MAD! But for some strange reason, they never point their fingers at the worst Children's Literature of all—"Mother Goose." Just pick up any collection of Nursery Rhymes and you will quickly see how horribly written, badly rhymed and poorly metered they are. The whole trouble with Nursery Rhymes is that the folks who wrote them were "amateurs"! Obviously, the "professional touch" was sorely needed. So let's take a look at what we'd have...

**IF  
FAMOUS  
POETS  
HAD  
WRITTEN  
"MOTHER  
GOOSE"**



If RUDYARD KIPLING had written

**JACK AND JILL**



You can talk of blood 'n gore  
When you're in a shootin' war  
And the enemy is chargin' for the kill—  
But if you're likin' slaughter  
Then you oughta haul some water  
Like that brave and fearless couple, Jack and Jill.

Well, they had a pail to fill  
When they climbed that craggy hill  
And they never thought that soon they  
would be dead;  
But Jack he took a fall  
And he bounced just like a ball  
Till he landed in a gulley on his head.

He hollered, "Jill, Jill, Jill!  
I'm a-lyin' at the bottom of the hill!"  
But poor Jill had plunged as well,  
And they died right where they fell.  
You've a lot more guts than I have, Jack and Jill.

If OGDEN NASH had written

**THE OLD WOMAN WHO LIVED IN A SHOE**



I've often wondered whether we  
Should allow an old woman to raise a lot of children in a  
shoe under conditions which can only be described as  
leathery.

If **HENRY WADSWORTH LONGFELLOW** had written  
**LITTLE MISS MUFFET**



By the house of Mother Hubbard,  
 Near the fabled Pumpkin Eater,  
 Sat the hungry one, Miss Muffet,  
 On her tuffet sat Miss Muffet,  
 Eating curds and whey for supper;  
 (She was tired of eating chicken  
 And could not afford a pot-roast.)  
 But behind her loomed a creature,  
 Not the cat who plays the fiddle,  
 Not the three blind mice a-running,  
 Not the sheep Bo Peep lost track of,  
 But a single icky spider  
 Who sat down beside Miss Muffet,  
 Though he had no invitation.



"Eek! A spider!" cried Miss Muffet,  
 When she saw the icky spider,  
 And she jumped up from the tuffet  
 And ran down the dirt road screaming  
 Past the house of Mother Hubbard,  
 Past the fabled Pumpkin Eater,  
 Never ever looking backward  
 At the single icky spider  
 Who remained there on the tuffet  
 Where the curds and whey were sitting,  
 And who tasted them, despised them,  
 Found them lacking in nutrition,  
 Then departed from the tuffet  
 While the curds and whey just sat there,  
 Turning sour in the sunshine,  
 Smelling awful in the sunshine,  
 Looking ecchy in the sunshine,  
 While the neighbors held their noses,  
 And I really am not certain  
 That this poem is an improvement.

If **EDGAR ALLAN POE** had written  
**OLD KING COLE**



Hear the call of Old King Cole—  
 Old King Cole!  
 What a frantic, fearful craving fills his morbid soul!  
 Hear him moaning, moaning, moaning  
 For his pipe and for his bowl,  
 Like the dreaded, deadly groaning  
 Of some ghoul that is intoning  
 From its ghostly, graveyard hole!  
 Hear him plea, plea, plea  
 As he calls his fiddlers three!  
 Ah, what horrifying hunger fills the terror-troubled soul  
 Of King Cole, Cole, Cole, Cole,  
 Cole, Cole, Cole—  
 Of the bleak and blackened soul of Old King Cole!

If **WALT WHITMAN** had written  
**HUMPTY DUMPTY**



O Humpty! O Dumpty! You've had a fearful spill,  
 You've tumbled from the stony height,  
 you're lying cold and still;  
 Your shell is cracked, your yolk runs out,  
 your breath is faint and wheezy;  
 You landed as a scrambled egg, instead of over easy;  
 The king has sent his steeds and men  
 To mend you if they can;  
 I pray that they did not forget  
 To bring a frying pan.

If **ROBERT W. SERVICE** had written  
**LITTLE BOY BLUE**



A bunch of the cows were mooing it up  
in the cornfield, so they tell;  
And down in the meadow a big flock of sheep  
were raising a bit of hell;  
There wasn't a way on that God-awful day  
of stopping that crop-wrecking crew—  
'Cause under a haystack, flopped out on his back,  
lay that gold-bricking Little Boy Blue!

The folks from the farm, they all cried with alarm  
on that sad but sunny morn;  
Each one of them knew he could save all their crops  
if he'd only blow his horn;  
But none of them dared or especially cared  
to waken him from his snooze;  
'Cause Little Boy Blue was as drunk as a skunk  
from a bottle of two-dollar booze!

If **JOYCE KILMER** had written  
**JACK SPRAT**



I think that I have never seen  
A platter that was licked so clean  
As that one licked with fork and knife  
By Jack Sprat and his hungry wife;  
Betwixt the two, they've made a deal  
That puts an end to beef and veal;  
Lean is shunned by Mrs. Sprat,  
But only Jack can eat no fat.

If **WILLIAM BLAKE** had written  
**LITTLE JACK HORNER**



Horner! Horner, on the sly,  
In thy corner, eating pie!  
What immortal, gastric force  
Makes thee hungry as a horse?

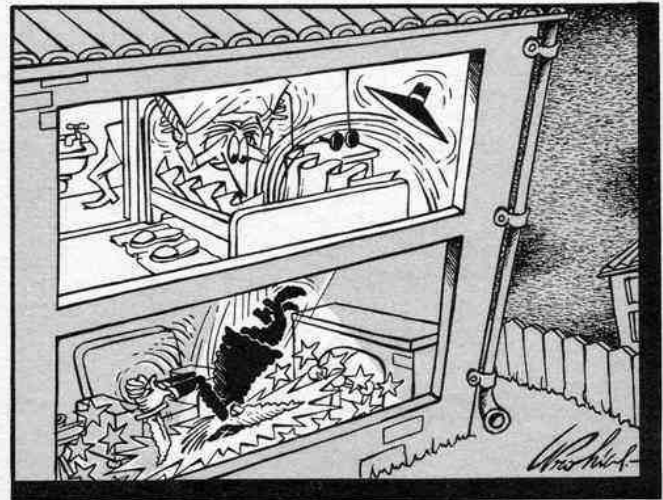
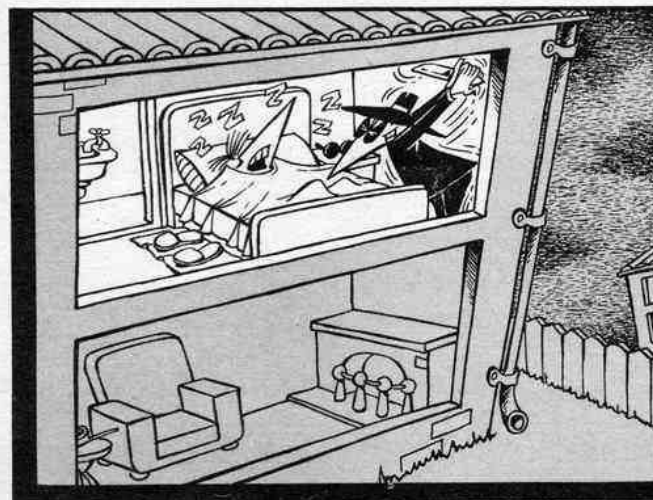
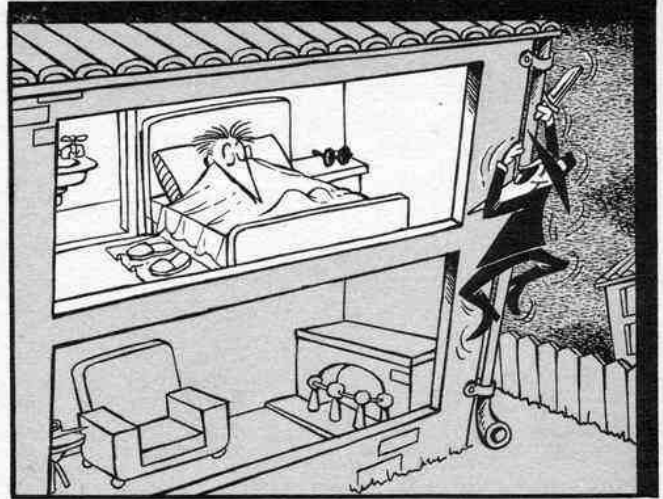
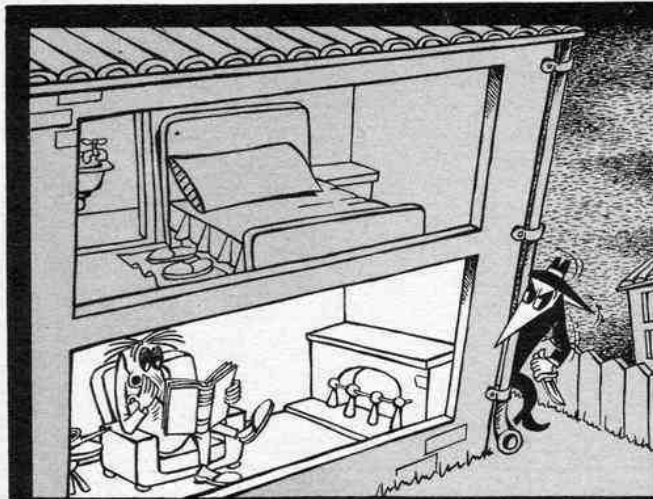
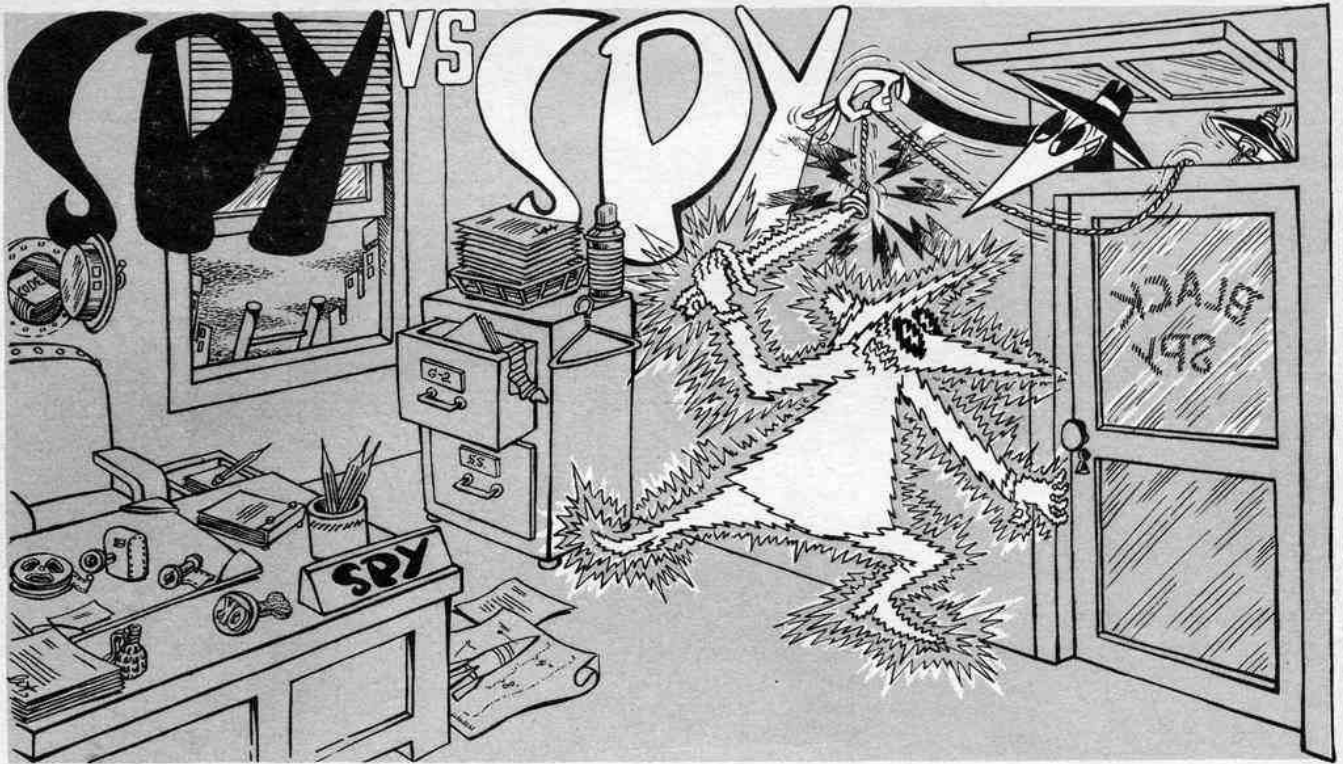
Horner! Horner, greedy bum,  
Sticking in thy grimy thumb!  
What cheap, greasy luncheonette  
Taught thee such bad etiquette?

Horner! Horner, full of crumbs,  
Always eating pies with plums!  
Why not pumpkin, peach or mince—  
Or, better still, a cherry blintz?

If **CARL SANDBURG** had written  
**TOM, TOM, THE PIPER'S SON**



Pig Stealer for the World,  
Law Breaker, Snatcher of Hogs,  
Son of a Piper and the Nation's Swine Handler;  
Sneaky, rotten, under-age,  
Big Shot of the Pork Grabbers:  
They tell me you are wicked, and I believe them,  
for I have seen you seize a pig and go  
running down the street.  
And they tell me you are crooked, and I answer:  
Yes, I have seen you eat a pig and then  
go free to eat again.  
And having answered, I have to ask myself:  
Why do I waste my time writing a poem  
glorifying a Pig Stealer, Law Breaker,  
Snatcher of Hogs, Son of a Piper, and  
the Swine Handler of the Nation?





One thing is certain: Pick up your daily paper and somebody has something to say about Vietnam. Unfortunately, there are so many points of view that it's nearly impossible to make any sense out of any of them. But don't despair! You can now

# MAD'S ALL-INCLUSIVE

**1**

President Johnson  
Ho Chi Minh  
Senator Fulbright  
Premier Ky  
Robert Kennedy  
Mao tse-Tung  
Senator Dirksen  
Robert MacNamara  
Cardinal Spellman  
Richard Nixon  
U Thant  
Frank Sinatra

**2**

North Vietnam  
President Johnson  
the Viet Cong  
the United States  
the Green Berets  
Premier Ky  
Saigon B-girls  
free elections  
George Hamilton  
Madame Nhu  
Bob Hope  
Buddhist Monks

## VIET NEWSPAP

.....<sup>1</sup> declared t  
must .....<sup>3</sup>  
Speaking .....<sup>4</sup>,  
he said that there could be absolutely no  
.....<sup>5</sup> until  
.....<sup>6</sup> put an end to  
.....<sup>7</sup>

**5**

peace talks  
furloughs  
victory  
further escalation  
draft cut  
hope  
tourists  
budget slash  
cultural exchange program  
new Saigon government  
law and order  
tax reductions

**6**

the Viet Cong  
the Administration  
Ho Chi Minh  
the Russians  
the Buddhists  
the Air Force  
campus demonstrators  
Premier Ky  
village leaders  
Moscow  
the Red Chinese  
Lynda Bird Johnson

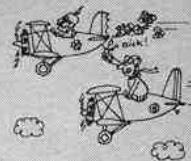
**7**

the bombing  
his war-mongering  
their infiltration  
talking  
Soviet aid  
their protests  
the Viet Cong  
subversion  
corruption  
his vacation  
venereal disease  
self-immolation

**8**

ambush  
committee hearing  
mortar attack  
heavy rains  
debate  
sit-in  
stalemate  
air strike  
riot  
shake-up  
bad news  
drunken brawl

throw away your daily paper because MAD hereby presents one single news story to take the place of the hundreds you've been wading through. Simply fill in the numbered blanks from the corresponding numbered lists, and you'll be enjoying...



# WE DO-IT-YOURSELF

WRITER: FRANK JACOBS

## NAM ER STORY

oday that <sup>(2)</sup> .....  
in Vietnam.

The statement followed yesterday's  
<sup>(8)</sup> ..... in <sup>(9)</sup> .....  
in which <sup>(10)</sup> ..... were  
<sup>(11)</sup> ..... It was  
<sup>(12)</sup> ..... in almost a month.

**3**  
end the conflict  
be destroyed  
stop the bombing  
renew the offensive  
serve  
keep the peace  
be allowed  
honor its commitments  
behave  
stop their hustling  
be replaced  
cease demonstrations

**4**  
at a news conference  
for three hours  
at a Red Guard rally  
at the L.B.J. ranch  
grimly  
from a bomb shelter  
at a G.O.P. dinner  
to a jeering crowd  
off the cuff  
to his wife  
in his sleep  
almost incoherently

**9**  
Hanoi  
Washington  
Saigon  
Berkeley  
the Iron Triangle  
the Mekong Delta  
the Security Council  
the State Department  
Haiphong Harbor  
the Senate  
Toots Shor's  
Disneyland

**10**  
three villages  
four barges  
400 Viet Cong  
six Marines  
peace feelers  
most delegates  
screaming demonstrators  
seven officials  
Saigon bars  
40 B-52 bombers  
three draft-dodgers  
six G.O.P. Senators

**11**  
overrun  
destroyed  
sunk  
flooded  
declared obsolete  
put off-limits  
fired  
sent into action  
bored  
taken prisoner  
outvoted  
thrown into jail

**12**  
the heaviest raid  
the biggest Red loss  
the worst fighting  
the bloodiest riot  
his 23rd comment  
the fifth downpour  
the 14th peace glimmer  
their strongest penetration  
the worst scandal  
the bitterest debate  
the most insignificant event  
the first sunny day



# THE LIGHTER SIDE OF



Oh! I guess my folks are out for the evening! Tell you what! I'll go freshen up, and you make yourself right at home!

Jerry, ol' boy! You've got it made! Alone in a house with your steady! It's gonna be a night of purple passion! Now handle it smart, Jerry, boy! You wouldn't want to fall on your face with this golden opportunity!

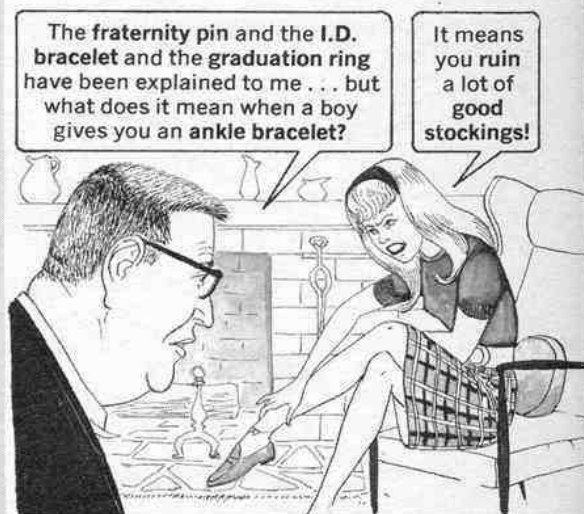
Look at me! I'm nervous as a cat! My heart is pounding and my hands are shaking! They say a shot of whiskey helps calm you down! I think I'll try one...

COUGH! COUGH! CHOKE!

Wow! That's strong!!

# GOING STEADY

WRITER & ARTIST: DAVID BERG



Mom, what would you say if somebody asked me to go steady?

Who is he?

I didn't say there was a boy! I only—

Answer me! Who is he?

NOBODY!

All right! Who is this NOBODY?

He's NOT a nobody!

Ah-ha! So who is this SOMEBODY?



Wanna go steady with me?

Are you kidding?! You're too young for me!

I am not! I'm practically full grown! In fact, I'm almost ready for marriage!

Just yesterday, my Mother let me take out the garbage!

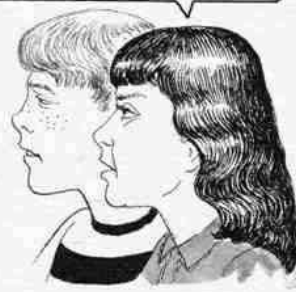


How can two punk kids like you go steady? You don't even know what life and love are all about!

Children of today are much better informed than when you were a child. Things like television and improved education methods have accelerated us beyond our chronological years!

We are no longer bound by your generation's narrow-minded and conventional standards of moral behavior. We of our generation are non-conformists and free-thinking individualists!

That's a lot of smart talk, but you still haven't told me WHY you're going steady?



My parents just told me I've got to go away to camp for the whole Summer!

Gee! That means we'll be separated all that time!

Yeah! But that won't affect our going steady, will it? You once said you'd wait for me forever...

Sure, I'd wait for you forever if necessary...

But TWO MONTHS!! That's much too long!



Nobody!

OH, SO WE'RE BACK  
TO NOBODY! OKAY,  
WHO IS THIS NOBODY?

Do I have  
to get the  
third degree  
just for  
asking a  
question?

I only  
asked  
you one  
question!  
Who IS  
he?

Well, if  
you must  
know...  
it's  
Glenn  
Spiegel!

You mean  
from North  
Avenue?  
His father  
is a doctor?

That's  
the  
one!

HEY, JACK! DID  
YOU HEAR THE  
GOOD NEWS? OUR  
DEBBY IS GOING  
STEADY WITH A  
DOCTOR'S SON!!

How about this? A boob like me  
going steady with a beautiful  
girl like Abigail Peterson!  
She's not just anybody! She's  
somebody special!

I'm gonna switch off the lights  
and kiss this somebody special!

Hey! What am I switching off  
the lights for? In the dark,  
she could be just anybody!

BECAUSE EVERYONE  
ELSE IS!!

There goes Sherry Glomph!  
She's been going steady  
with the same fella for  
the past 6 months—with  
nobody else in between!

Poor Sherry!  
I feel sorry  
for her!

Yeah, I know  
what you  
mean...

She's just not  
very popular!

Whaddya mean,  
Kathy is going  
steady with you?  
She's going  
steady with me!

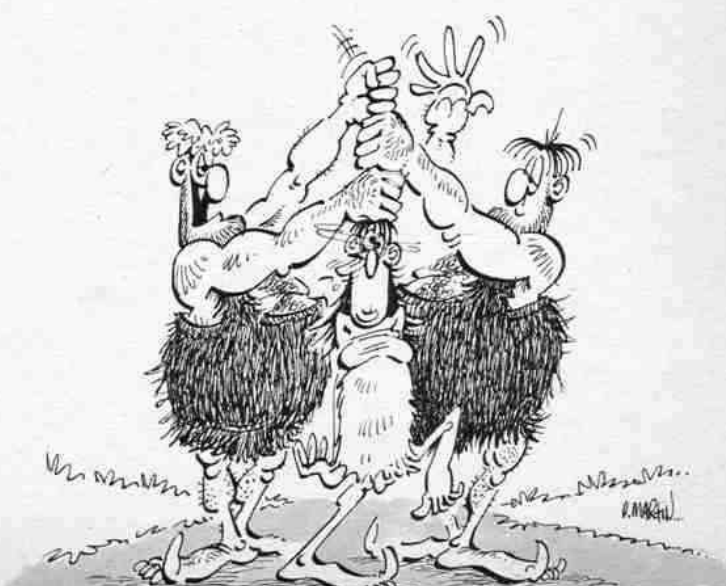
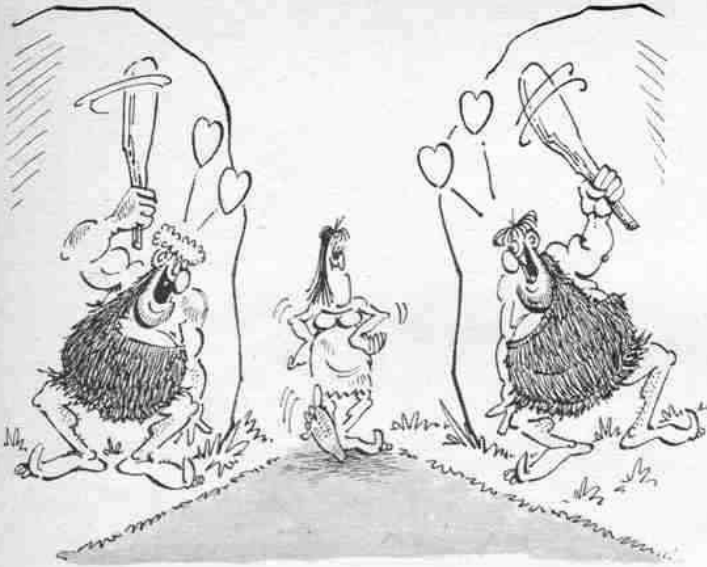
Oh, yeah! That  
ain't the way I  
heard it! How'd  
you like a rap  
in the mouth!

STOP IT! PLEASE, FELLAS!  
DON'T FIGHT OVER ME!  
HONEST—I'M NOT WORTH IT!

Hey, You know  
something...?

Yeah! She's  
right!!

# IN CAVEMAN DAYS



If you've ever looked over a newsstand, you've seen the stacks of raw guts-type men's magazines which feature stories about wrestling hippos in Africa, swimming in shark-infested waters off Borneo, and killing headhunters on the Upper Amazon. Well, we don't know about you, but somehow we can't seem to identify with the people who do these things. And we've never gone to the places they go to. In fact, we never go anyplace. Which brings us to this article: How about a gutsy-type adventure magazine for average clods like us, dealing with more realistic, common life situations? Something like



# **"I TORE A HORSEFLY APART WITH MY BARE HANDS!" -Pg. 29** **EVERYDAY GUTS**

**He-Man Adventures Of People Who Don't  
Get To Do Much More Than Hang Around**

**APRIL '67 50 CENTS**

## **INCREDIBLE COURAGE IN NEW YORK CITY!**

**"I Opened My Apartment  
Window—And Inhaled!"**

## **A TERRIFYING TRIP INTO THE BASEMENT OF DEATH!**

**"The Day Gloria Furman  
Went Looking For Her  
'Super' ... Alone!"**

## **THIRTY MINUTES OF UNBEARABLE TORTURE!**

**"I Watched 'Gilligan's Island'  
From Beginning To End ...  
Including The Commercials!"**

## **A TALE OF BRAVERY AND SHEER NERVE:**

**"The Night George Dickson  
Phoned His Doctor And Asked  
Him To Make A 'House Call'!"**



## **AN UNFORGETTABLE NIGHT OF HORROR!**

**"I Visited A Teen-Age  
Discothèque—And Lived!"**



## **TERROR IN THE WILDS OF PHILADELPHIA:**

**"I stood by, Helpless, While My  
Husband Bent, Folded, Spindled  
And Mutilated An I.B.M. Card!"**

**THIS MONTH'S BLOOD-CURDLING FEATURE ADVENTURE**  
**"My Twenty Bone-Chilling Minutes With Cabbie Ed Mulvaney  
—The High Priest Of Utter Boredom!" by Susan Barnes**

# I Penetrated The Stench-Filled Dog Jungle Of East 80th Street!

by Greg Moxie

*I had to find out if I was really  
a coward, even if it meant  
instant disaster to my trusty  
Thom McAn cordovans!*

**I**T WAS A HOT, HUMID Summer morning as I stepped gingerly out of my apartment building. My doorman looked at me in that semi-crazed way of one who senses impending doom.

"You're not going out there?!" he shouted in disbelief, grabbing me by the collar.

"Yes, I am," I snapped firmly. "I'm determined to pick up a newspaper from the newsstand at the corner!"

"Why?" he cried. "WHY?"

"Because it's there!," I answered simply.

"B-but do you realize what's ahead of you, man?" he implored, his eyes rolling wildly in his head. "One hundred and twenty-seven dogs on this block alone! And not one of them has been curbed!"

"I know," I whispered with determination, "but I'm going out there anyway!"



"You fool!", he screamed. "Nobody has ever made it to the corner—*clean!* Think of the odds against you!"

"The way I look at it," I said fatalistically, "if your number is up, your shoe's going to get it no matter *where* you walk!"

"I won't let you go," he blurted, clutching my sleeve and pointing to my freshly-shined cordovans. "It's madness! Let me go for you! I've got much less at stake! I'm wearing old sneakers!"

I broke away and plunged boldly into the stench-filled dog jungle. A hellish sight greeted my eyes. In staggering mounds as far as I could see was the dirty work of Spaniels, Chihuahuas and Lord only knows how many French Poodles.

Cautiously, I picked my way through the deadly obstacle course, my throat parched from fear. Fourteen feet—twenty feet—half a block—it was a torturous journey. Once, I almost slipped, narrowly escaping a gigantic Great Dane spread that covered three sidewalk squares alone. For a fleeting second, my whole life passed before my eyes. But I regained my footing and continued onward.

Suddenly I heard a blood-curdling scream. A well-dressed man on the trail ahead had made a wrong step. He rushed to the curb and scraped violently, knowing full well that he would never be *clean* again. I turned away, controlling my nausea. "Poor devil" I muttered, and pushed on.

Step by step, I progressed, the newsstand on the corner looming larger and larger and larger. My chest began to tighten with anticipation. Would I make it? *Could* I make it? Closer and closer I moved. And then, with one final giant step, I was there! The newsdealer rushed up to me and we embraced, too emotional to speak.

"Mr. Liverstein, I presume!" I said historically.

"You did it!" he cried. "You did it! You're the first human being to come down East 80th Street—*clean!* Do you realize what you've done? You've successfully penetrated the most treacherous dog jungle known to man!"

Suddenly, a sickening feeling gripped me in the pit of my stomach. Instinctively, I reached upward, covering my head. But it was too late. My triumph was a hollow one.

A pigeon had gotten me!

*I flaunted all of the laws of nature  
to satisfy a wild, perverse urge, as*

# I PLUNGED INTO THE WATERS OF CERTAIN DEATH!



*by Jimmy Hootspar*

**M**Y MOTHER'S BLOOD-CURDLING scream shattered the hot Summer air. But it didn't stop me. I'd made up my mind . . . regardless of the grim consequences.

Tenaciously, my Father gripped my leg, holding on for dear life . . . MY dear life. But I ignored him, dragging him along the sand until I finally broke free.

I left him there, on the shore, sobbing . . . a pitiful shell of his former self . . . and I dove into the icy waters!

And believe it or not, I fooled them all! Yes, I went swimming right after eating a heavy meal—and LIVED!!

And what a meal it had been. Frankfurters, buried in sauerkraut . . . pickles and mustard and relish . . . and a Bottle of Dr. Celray's Pepper Tonic. I'd really made a pig of myself.

I'd made a stupid mistake—and before I could escape, I would have to suffer through an ordeal of unbelievable torture and degradation . . .

# Trapped In A Bus Of Horror!

*by Mel Gall*

**T**HE SUDDEN REALIZATION came to me as the door slammed behind me. I was trapped! There was no place to run . . . no place to hide! The sulen bus driver dropped his heavy foot on the gas pedal, and the vehicle roared off into the night. Licking his cruel lips, he motioned to me to come forward.

A wave of fear engulfed me. I knew full well what was in store for me, but I would have to endure it. I would have to suffer the pain and the anguish and the insulting degradation. What else could I do? A five dollar bill was the smallest I had, and I had stupidly boarded the bus without thinking of the unspeakable consequences.



*Even as I stepped through  
the doorway, I knew I  
was at the mercy of...*

## **The Little She-Devils In The House Of Desire!**

by MIKE GRIM

**T**HEY SAY THAT WITHIN THE HEARTS of all of us, there is a "Death Wish"! But I never knew that one burned within *me* until that memorable day last October when I returned home to the two little "She-Devils" I'd weaned since infancy.

As they thundered toward me, shrieking, I knew that I would have to stand my ground, regardless of the consequences. And the cold, irreversible fact remained: I was caught empty-handed!

True, I had only gone out with the garbage. But the law of the middle class jungle is quite clear: Whenever you return from *any* trip, you *must* bring presents!

Yet there I was, with nothing to offer these screaming, kicking, biting...



**HE CAME TOWARD ME, HIS  
EYES BLAZING WITH CONTEMPT.  
BUT THIS TIME, I'D DECIDED  
TO STAND UP TO HIM...AND  
IT WAS EITHER HIM — OR ME!**

## **I faced 200 pounds of surly antagonism**

by HANK GRITT

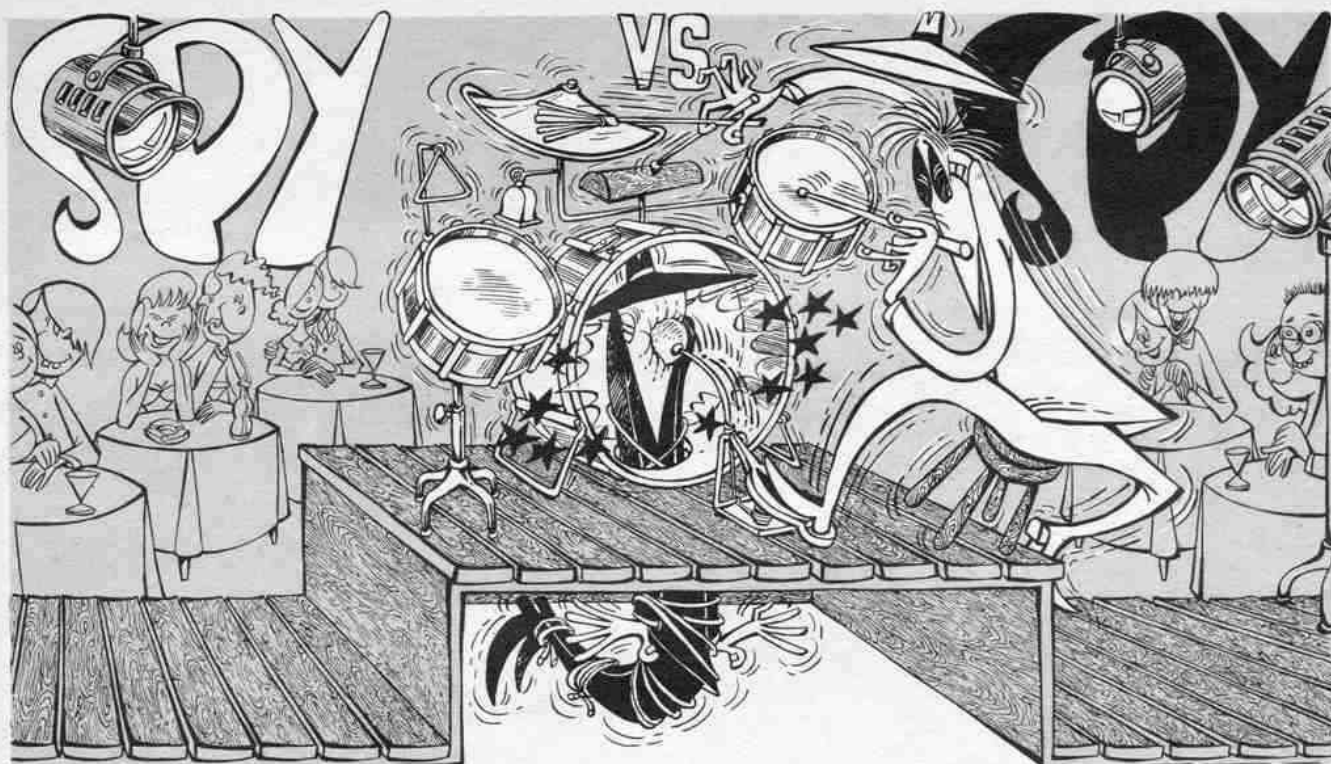


**T**HE BEAST CAME CHARGING out of the oppressive kitchen heat, and my heart began to thump in my chest. But I knew what I had to do. Too many times in the past, I had turned tail and run in the face of this deadly species' attack.

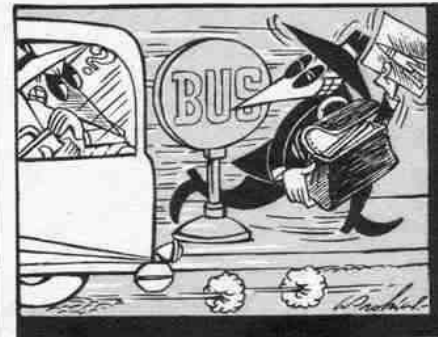
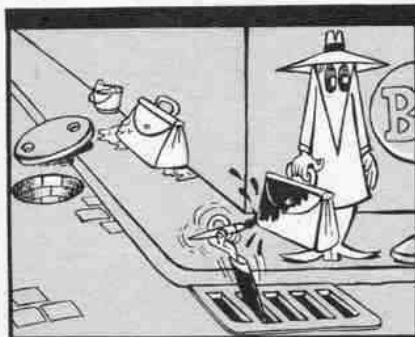
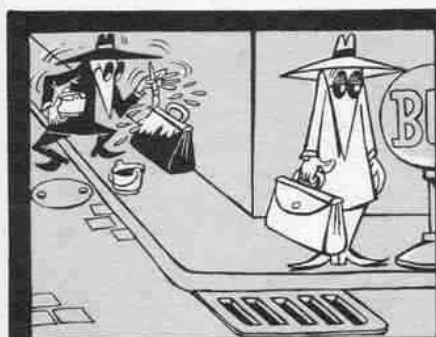
As he came beating down upon me, I surveyed the wreckage he'd left in the wake of his earlier charges: the unspeakably charred steak, the nauseatingly tepid soup, the deadly stale rolls, and the uneradicable coffee stain on my pants.

Tossing the check on the table with a hairy hand, he snorted his disdain at the havoc he'd wreaked. There was no backing down now, I thought. And raising myself to my full height, I looked my Waiter square in the eye and let him have it: A 75c tip... instead of the \$1.00 I had originally planned to leave him.

Turning in triumph, I strode to the door, ignoring the stares and the foul invectives that drifted



.....



A HYMN TO DISGRACE DEPT.

# America, the Be

Oh, beautiful...



CONCEPT:  
FRANK JACOBS

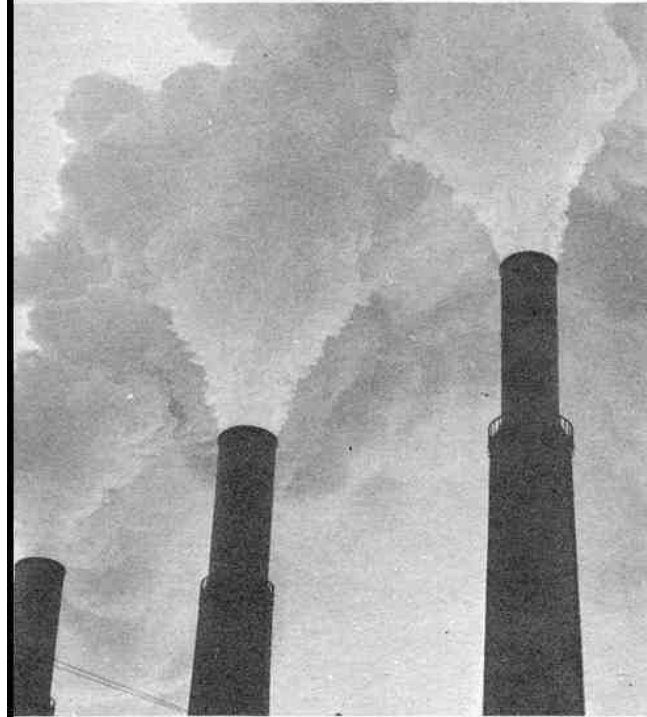
PRODUCED BY:  
MAX BRANDEL

PICTURES BY:  
U.P.I. & W.W.



# autiful - Revisited

for spacious skies...



for amber waves of grain...



for purple mountain majesties...



above the fruited plain...



**America, America...**



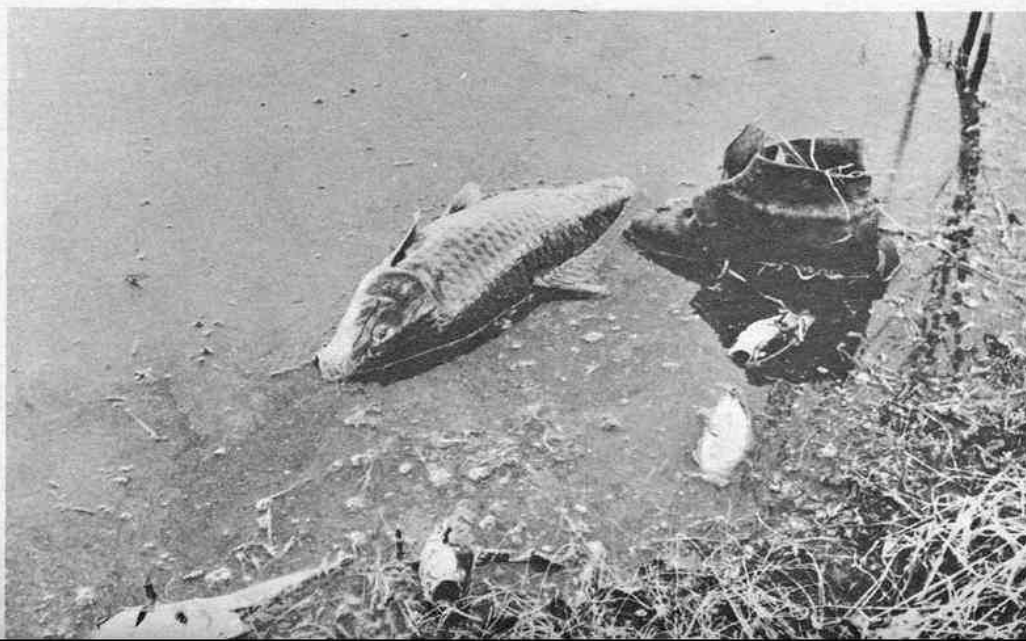
**God shed His grace on thee...**



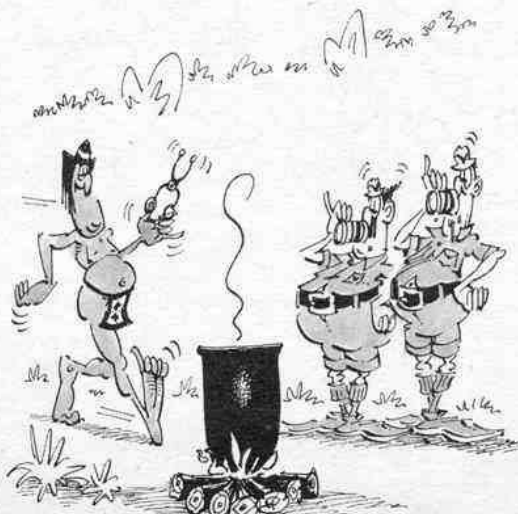
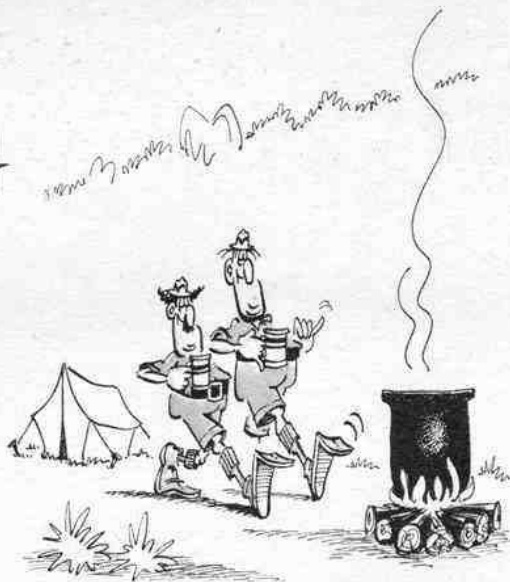
**and crown thy good with brotherhood...**



**from  
sea  
to  
shining  
sea.**



# ONE MORNING IN THE JUNGLE





CINEMASCOOP DEPT.

With the cost of movie admissions going up (and the level of movie quality going down), we now present a "Three-In-One Cinematic Satire Special" that saves you the trouble of being subjected to both. (Too bad if you already saw the pictures!) Mainly, here is a portfolio of

# MAD MINI- MOVIES

**"Dr. Zhicago"**

Written by Dick De Bartolo  
Illustrated by Jack Davis

**"IS PARIS BORING?"**

Written by Lou Silverstone  
Illustrated by Mort Drucker

**"THROW-UP"**

Written by Arnie Kogen  
Illustrated by Bruce Stark

Boris Pasternak's Nobel Prize-Winning book, *Doctor Zhivago*, dealt with revolution, inquisition, and man's inhumanity to man—elements that would result in a box-office tragedy! So naturally, the motion picture based on his book deals with love, sex, infidelity and snow. Plenty, plenty snow!

## Dr. ZHICAGO



She's going to live.  
Here's medicine to give.  
One at four, one at ten  
Tomorrow I'll drop by again!

Are you  
a doctor  
or a  
poet?

A bit too much of both, I fear,  
But now I must be gone, my dear  
You've got a friend now at the door  
Hello to him, and au revoir!

"Door" and  
"au revoir"  
don't rhyme!

Please, dear  
girl, don't  
be a bore!

Now  
that  
rhymes!



Good grief,  
Babka,  
what happened  
to you?

I got into a fight  
with a soldier. We  
were discussing  
living in harmony.



Dr. Zhicago  
just left!  
He could've  
helped you!

Believe me, poems I don't need! But I can't  
waste any time. I found this gun. Hold it for  
me in case I need it to stir up some peace!  
Besides, you've got a friend at the door—

We  
did  
that  
before!



Ah,  
Louda,  
you're  
home.  
How is  
your  
mother?

How dare you ask,  
you fiend! You know  
she took poison  
because of you—with  
all your hugging and  
kissing and fooling  
around!

But all that  
hugging and  
kissing and  
fooling around  
was with you!

Don't try  
and drag my  
name into this  
mess! Now get  
out of here!

How about a date tonight? We'll go dancing. I'll pick you up at eight!

You must be sick!! What kind of girl do you take me for? Make it nine!

I love you when you play hard to get!

Donka, will you marry me?

Oh, Eerie, this is so sudden! Shouldn't we wait a while, like till the end of this dance?

That was a gun shot!

**BANG!**

You filthy swine! Look what you've done! You've injured me!

I'm sorry, Cameoverski, it was an accident! Honest! I didn't mean to injure you—I meant to kill you!

I'll fix your hand, sir. And you, Louda—first a dying mother, then a beat-up friend, and now this. I hope you have group insurance!

Gun shots—it's the revolution!

The revolution has begun!!

**BANG! BANG!**

**I  
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N**

It was terrible. The suffering—the bloodshed—no regard for life or limb...

I told you not to go to the candy counter during the **INTERMISSION!** These long movies bring out the worst in people!

Well, Eerie, we've been married, we have one child and another on the way, and father's come to live with us!

That was one helluva intermission, all right?

With all sorts of fighting going on, your services will be in constant demand here. So why not give it all up and become a starving poet in my father's cottage in the wastelands?

When you speak logic like that, how can I refuse? Let's go!

What's happening, Eerie? You always used to stay home with me, but lately you've been running into town for all sorts of silly things . . .

I don't know what you're talking about, my dear. But we'll have to discuss it later. Right now I must go into town and buy a mouse trap.

Mouse trap? We don't have any mice!

I forgot to tell you—I bought some yesterday! Bye . . .

I can't go on seeing you like this!

Does your wife suspect?

No—she knows for sure!

What are you going to do?

I'm never going to see you again!



On second thought, I'm never going to see her again!



Am I interrupting something?

No. You know how scarce food is. We were just chewing one piece of gum together!

Well, you two had better come with me!

You must be crazy! Do you think I would leave here for any reason? Besides, the Doctor wants me to stay in bed!



Because of your past association with that fanatic Babka, your life is in danger!

Lucky for you I happen to be packed!

You two go ahead and I'll meet you at the train. I have a bit of packing and a lot of sulking to do . . .



I don't think your friend the doctor is coming. Especially since we left the station two hours ago!

I didn't think he would. He has more important things to do—like fading into obscurity. You can't do something like that overnight, you know. Besides, I'll never forget Eerie—I'm carrying his baby!

You'd think a big man like that would carry his own baby!



I hope it's a boy so he can grow up and be a fine doctor—respected by all those who know and love him . . .

Better that . . . than be like his father!



The liberation of Paris by the Allies was a stirring and exciting moment in history. Unfortunately, the people who decided to make a movie about this event ignored the need to make a stirring and exciting movie. Join us now as Hitler (the only Nazi who speaks German) screams, "Brennt Paris?" (Is Paris burning?) . . . and we scream back—

# IS PARIS BORING?

I am a busy man, Herr Consul, so be brief! I haf to get mein vife some French perfume, I haf to get mein Fuehrer some French post cards, und I haf to blow up Paris!

Blow up Paris!? General, as the Swedish Consul, beg you to reconsider! Think of the magnificent buildings and the priceless treasures of Paris!



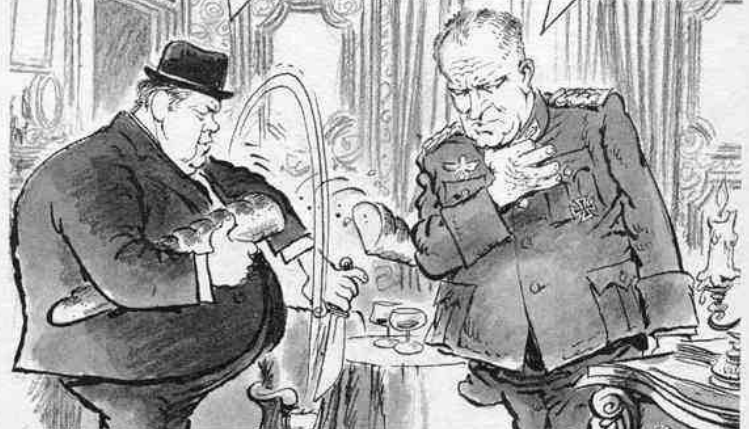
Like ze Follies Bergere, und ze Lido, und Pigalle, und ze vine, und ze vomen, und ze vomen! Ja, I haf already thought about zem!

But I am a soldier, und orders are orders! Personally, I luf Paris in ze Springtime! Und I luf Paris in ze Fall! Und I luf Paris in ze Summer . . . but mein Fuehrer only lufs Paris ven it sizzles!



General, if you destroy Paris, you'll be held personally responsible! Then, your only hope is that the Americans capture you—in which case, they'll merely hang you! Because if the Free French capture you . . . well, have you ever seen a guillotine?

Gulp! But it is out of mein hands now! At zis moment, ze Demolition Squads are placing ze explosives everywhere! I'm even scared stiff to flush mein toilet!



Give me a pass, and I'll convince the Allies to send troops so you can surrender before Hitler gives the order to burn Paris! How many troops should I ask them to send?

Oh—five or six soldiers should do it. Just to make some noise so my surrender looks good!

Five or six? How much noise can five or six soldiers make?

After they get through splicing in the actual war film clips . . . PLENTY!



I come from Paris! Are you General Patton?

Ever see a G.I. living like this? Besides, can't you tell from my clear blue eyes and cleft chin?

General, the Allies must come to Paris NOW!

Frenchie, I'd like to help you, but the plans are made and I take orders like any other soldier!

Isn't there anybody higher up I can appeal to, like Eisenhower, or Roosevelt, or John Wayne?

How about going to the top? Eliot Ness! I'll fix it!



Is this Allied Headquarters, or a Foreign Film Festival? I never saw so many high-ranking movie stars in my life!

Make your pitch, Frenchie! We "Cameo-Rolers" don't have much time! We're anxious to get out of these costumes and on to our free-paid-vacation tie-in deal!



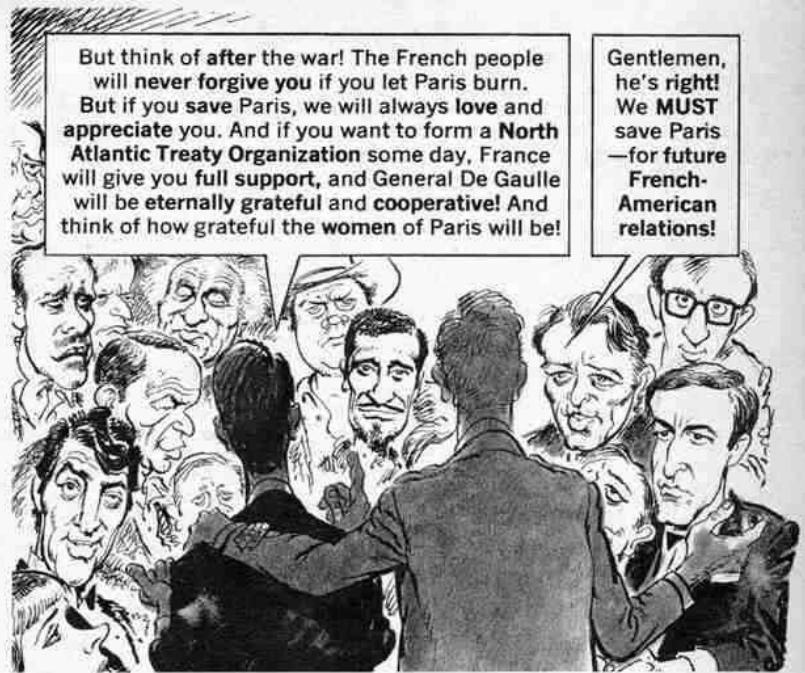
Gentlemen, I beseech you to change your plans and direct your armies to Paris before it's too late!

We can't stop now! "The Longest Day" is over, and we're heading toward "The Battle Of The Bulge"! There's no time for another movie!



But think of *after* the war! The French people will never forgive you if you let Paris burn. But if you save Paris, we will always love and appreciate you. And if you want to form a North Atlantic Treaty Organization some day, France will give you full support, and General De Gaulle will be eternally grateful and cooperative! And think of how grateful the women of Paris will be!

Gentlemen, he's right! We **MUST** save Paris—for future French-American relations!



Himmel! It's getting late! The Allies better get here quick—before that phone rings!

One thing puzzles me, General! You blasted Rotterdam off the face of the Earth without a second thought. Why the sudden change of heart with Paris?

First, ve vere not at var vit ze Dutch! Ve only did it for kicks! Und second, ve vere vinning ze var zen! Hitler vas a genius! Now zat ve are losing, Hitler is mad, und ve gotta save our necks!

Herr General, ze Allies are here! Ve can surrender!



Goot! Now each of you fire von shot from your pistol so it sounds like ve resisted—zen come to my place for dinner!

General, it's Hitler! What should I tell him?

**Brennt Paris? Brennt Paris? Brennt Paris??**

Tell him, No! Paris is **NOT** burning! But ze people who shelled out goot money to see zis dull rotten movie—**ZEY ARE BURNING!**



Years ago, the screen's great lovers were represented by leading men like Cary Grant, Clark Gable and Guy Madison . . . all suave, handsome and well-groomed. Now we have a new trend in movie lovers. In order to make out, he's got to be under 25, sloppy, irresponsible, and mainly English! First came "Alfie", and now this startling movie about a way-out swinging photographer:

# THROW UP

You've almost got it! That's it, pout a little more! Great! (CLICK!) Now give me "hate"! Hate! (CLICK!) Now give me "arrogance"! (CLICK!) Now "animal magnetism"! (CLICK!) Now "lust"! (CLICK!) Now "love, love, love"! (CLICK, CLICK, CLICK!) Now just one more! Give me the one thing I need most . . . the one thing I must have . . .

What's that, Mr. Drek?

FILM! I must have film for my camera!



What an experience! I'm emotionally drained. For the past hour I've been working with the most beautiful face—the most fascinating creature—the most sought-after sex symbol in London. It's too much for one man to take!

You're right! She IS gorgeous . . .

Not her, idiot! I'm talking about ME!



Now in this shot, birds, I want to capture the wild contemporary look of the 60's . . . the beauty of a Suzy Parker in an evening gown, the innocence of a Jean Shrimpton in a mini-skirt, the sensuality of a Frank Gifford in a Jantzen pull-over cardigan . . .

Gee, he expects a lot for \$80 an hour!

Yeah, and that's what we're paying HIM!

I wouldn't mind if this were for Vogue or Harpers. But it's only our high school year-book picture!



What's your secret, Drek? How do you manage to get such raw emotion . . . such vivid expressions on your models' faces?

I ask them to "watch the birdie" and say "CHEESE"!

Drek, you're such a rake! You lead such a carefree, uninhibited, swinging aimless existence! Doesn't life have any "meaning" for you? Don't you have a deep philosophy of life?

Sure! Life is like a can of Tuna fish! Sometimes it's good—and sometimes it's not so good!

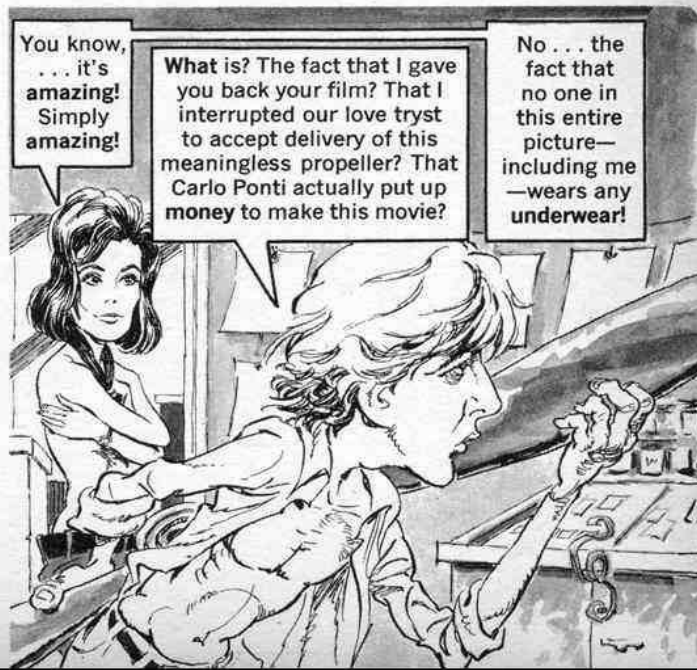
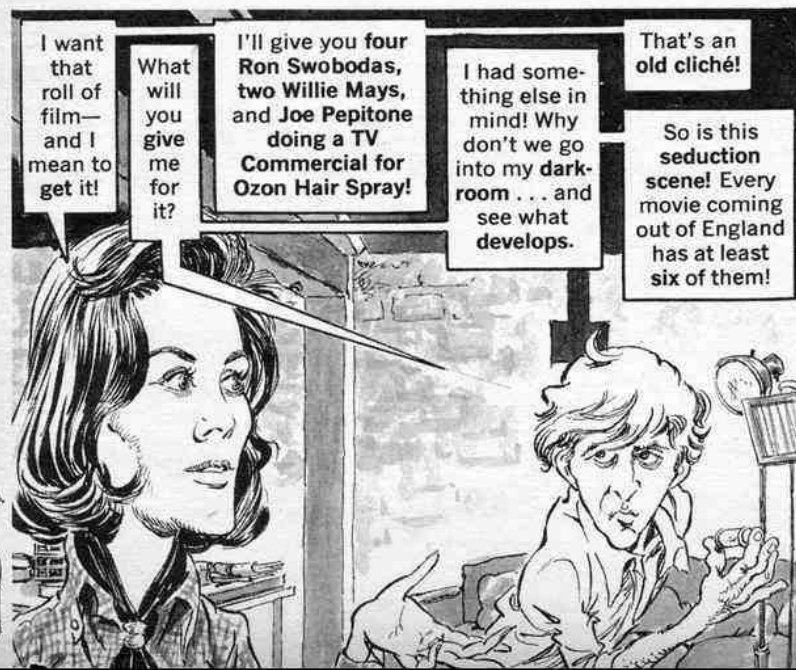
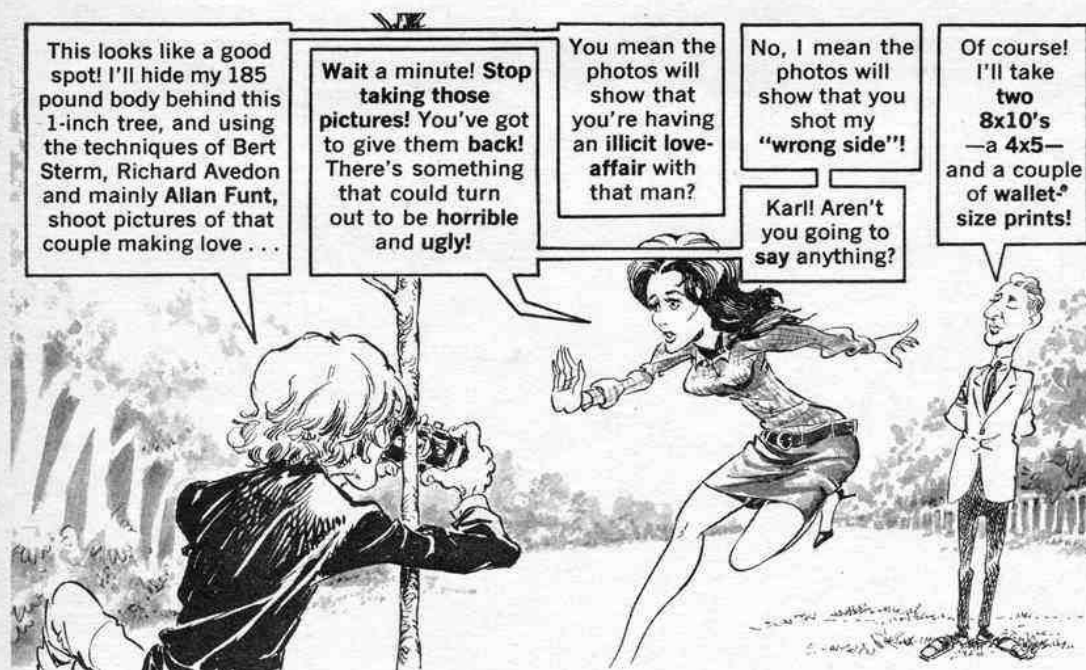
But that doesn't make any sense!

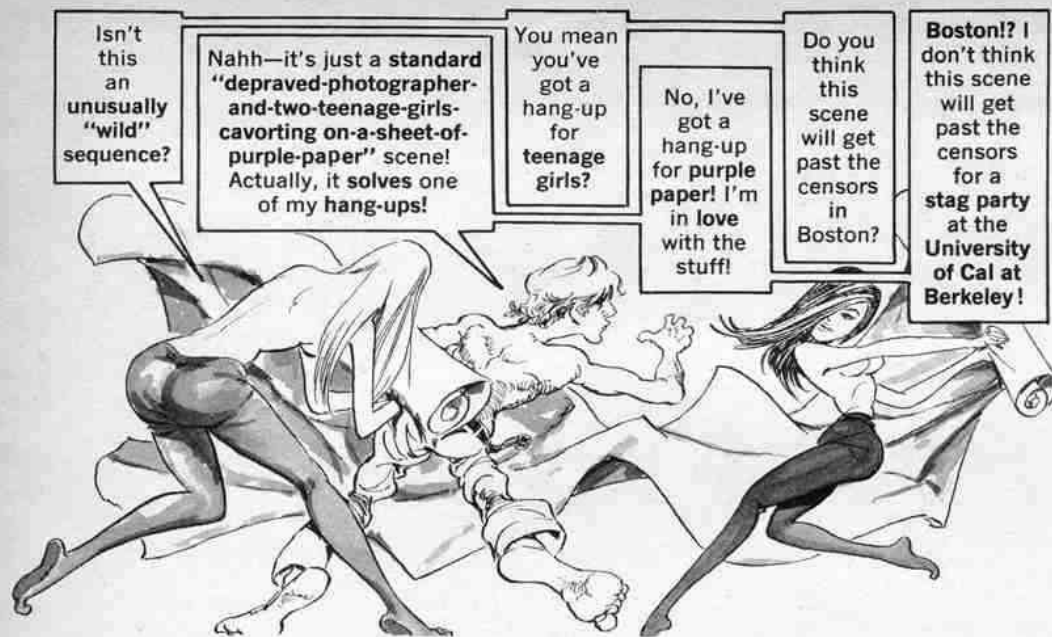
Well, what do you expect! I'm a photographer, not a philosopher! Besides, nothing in this movie makes sense. It's a new-wave neo-modern abstract story of a man trying to come to terms with himself.

And what does all that mean?

It means it's a dirty picture!







Isn't this an unusually "wild" sequence?

Nahh—it's just a standard "depraved-photographer-and-two-teenage-girls-cavorting-on-a-sheet-of-purple-paper" scene! Actually, it solves one of my hang-ups!

You mean you've got a hang-up for teenage girls?

No, I've got a hang-up for purple paper! I'm in love with the stuff!

Do you think this scene will get past the censors in Boston?

Boston!? I don't think this scene will get past the censors for a stag party at the University of Cal at Berkeley!

Hmm! The pictures were right! He IS dead! What do I do now? Do I get involved? Do I abandon my madcap, irresponsible way of life? My girls? My orgies? My purple paper?

Idiot! (GASP!) How about calling the police?

You keep out of this! I'm trying to make up my OWN mind!



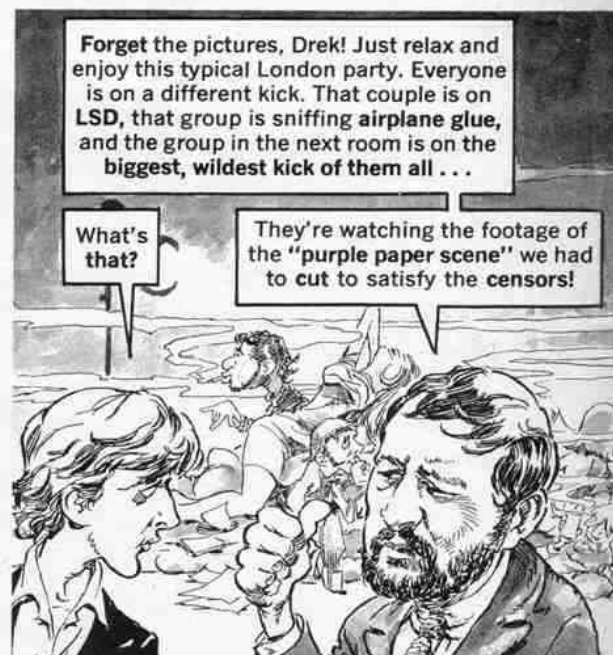
Hey, Beard! I've got a problem!

I've seen the life you lead! I should have such problems!

Listen, I took some exclusive photos of a murder, and for the past four hours I've been trying to reach a decision—

About whether to go to the police with them?

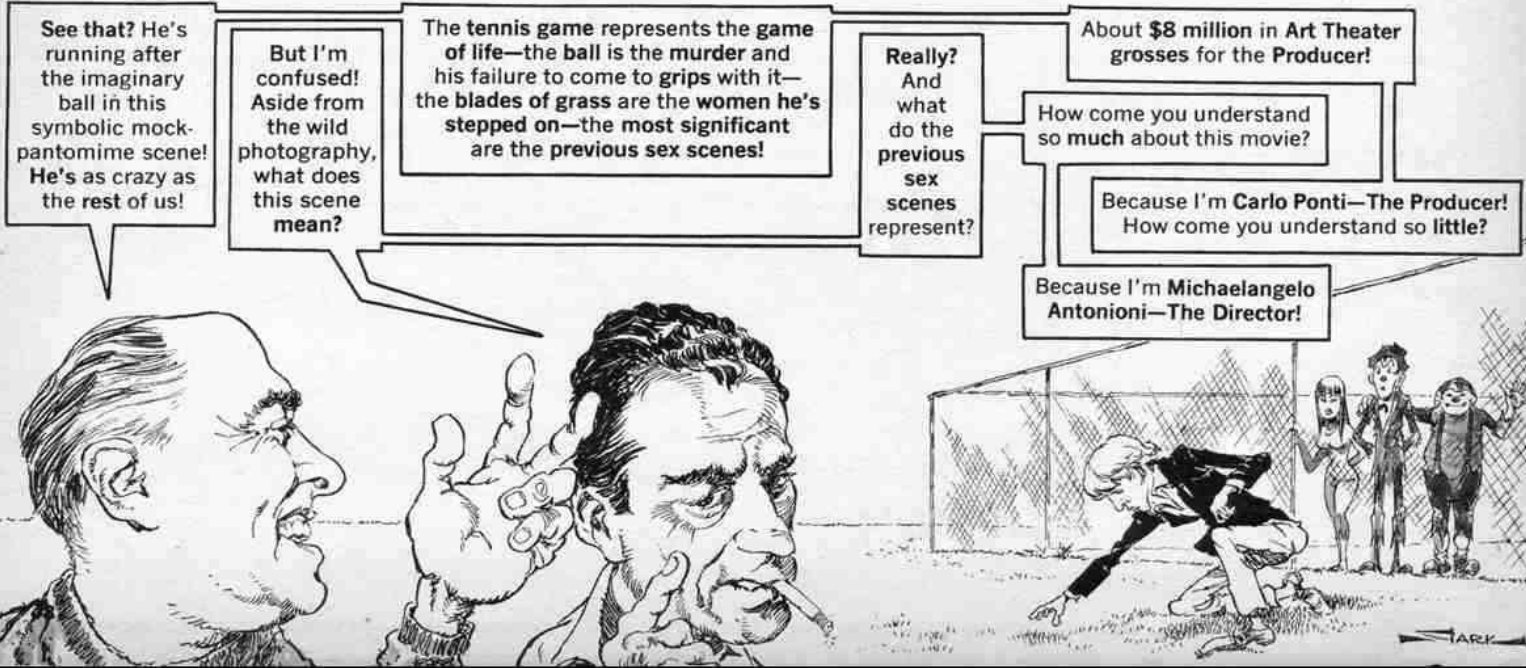
No—about whether to sell them to "Life" or to "Look"!



Forget the pictures, Drek! Just relax and enjoy this typical London party. Everyone is on a different kick. That couple is on LSD, that group is sniffing airplane glue, and the group in the next room is on the biggest, wildest kick of them all . . .

What's that?

They're watching the footage of the "purple paper scene" we had to cut to satisfy the censors!



See that? He's running after the imaginary ball in this symbolic mock-pantomime scene! He's as crazy as the rest of us!

But I'm confused! Aside from the wild photography, what does this scene mean?

The tennis game represents the game of life—the ball is the murder and his failure to come to grips with it—the blades of grass are the women he's stepped on—the most significant are the previous sex scenes!

Really? And what do the previous sex scenes represent?

About \$8 million in Art Theater grosses for the Producer!

How come you understand so much about this movie?

Because I'm Carlo Ponti—The Producer! How come you understand so little?

Because I'm Michaelangelo Antonioni—The Director!

**WHERE IS THE  
CURRENT TREND IN  
POPULAR  
LITERATURE  
HEADED?**

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

In the past, literary trends were often vague and short-lived. Today, however, our popular literature is headed in one definite direction. Fold the page in as shown, and see exactly where it's going.



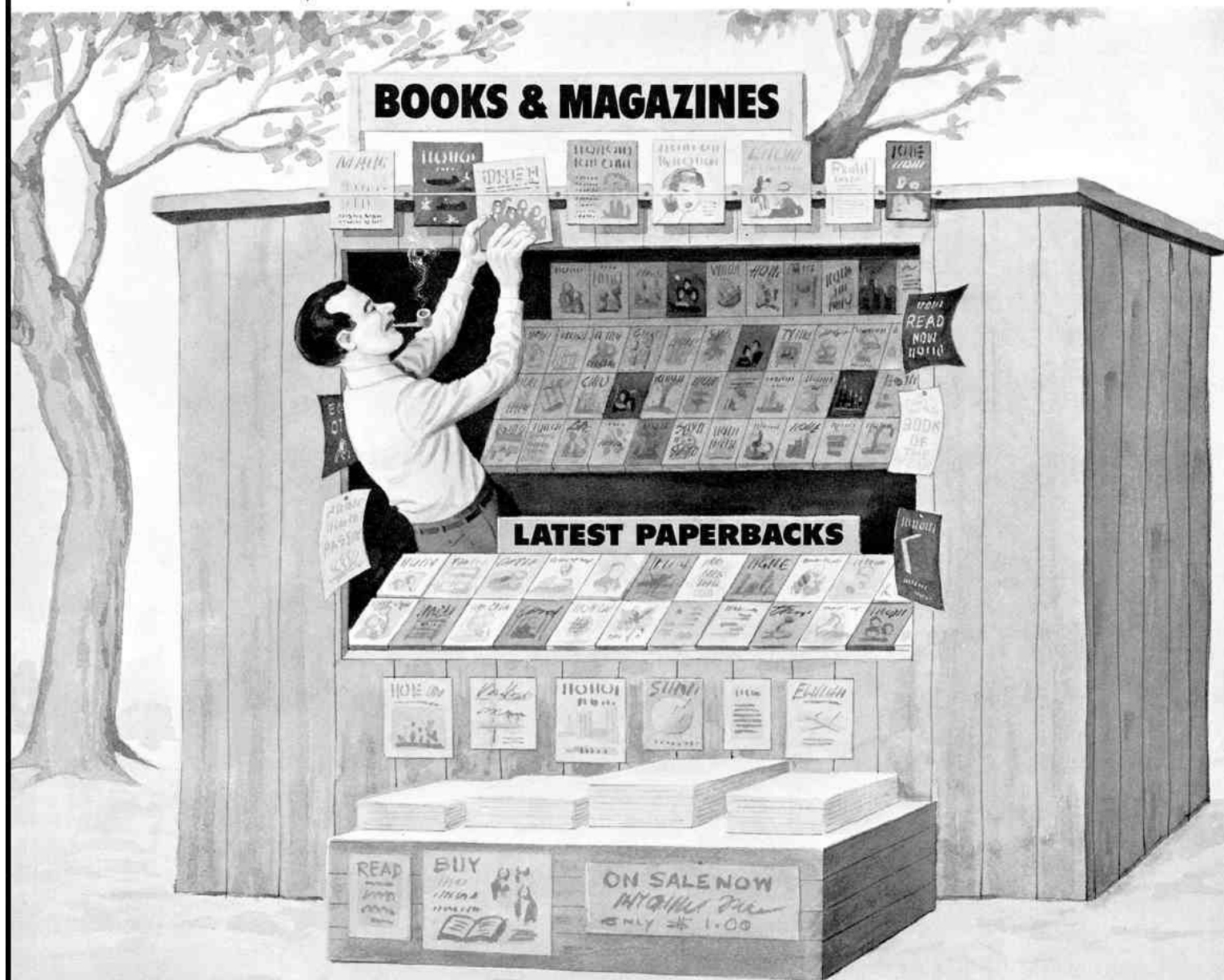
FOLD PAGE OVER LIKE THIS!

A

FOLD THIS SECTION OVER LEFT

B

FOLD BACK SO "A" MEETS "B"



Jaffee

**WHENEVER A NEW NOVEL OR MAGAZINE HITS THE BOOKSTORE  
IT'S A SURE BET THAT ITS PAGES WILL BE  
BELTING OUT THE STUFF THAT APPEALS TO TODAY'S THRONGS!**

Written & Drawn  
by AL JAFFEE

A

B

What kind  
of man uses  
Greasydene Hair Tonic?



He spots a pretty girl in trouble ... being chased by a mugger ...

... whips out his bottle of Greasydene Hair Tonic ...



... pours it in the mugger's path as the girl passes ...



... and another criminal slips up!



When criminals get in his hair...  
the man who knows how to take care of himself  
uses Greasydene Hair Tonic!

*(But he'd never rub the gooky kid stuff in his scalp!)*

