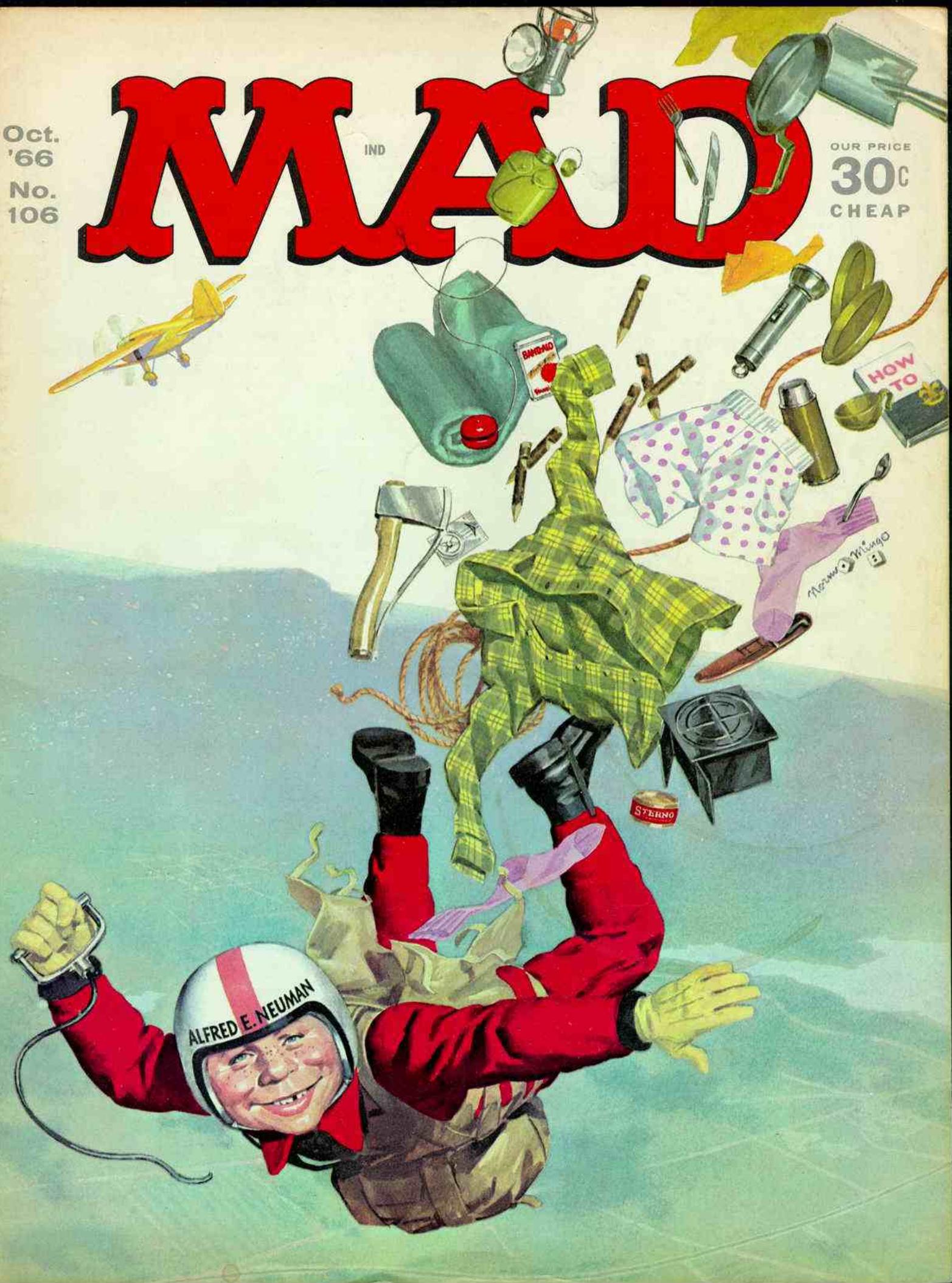


Oct.  
'66  
No.  
106

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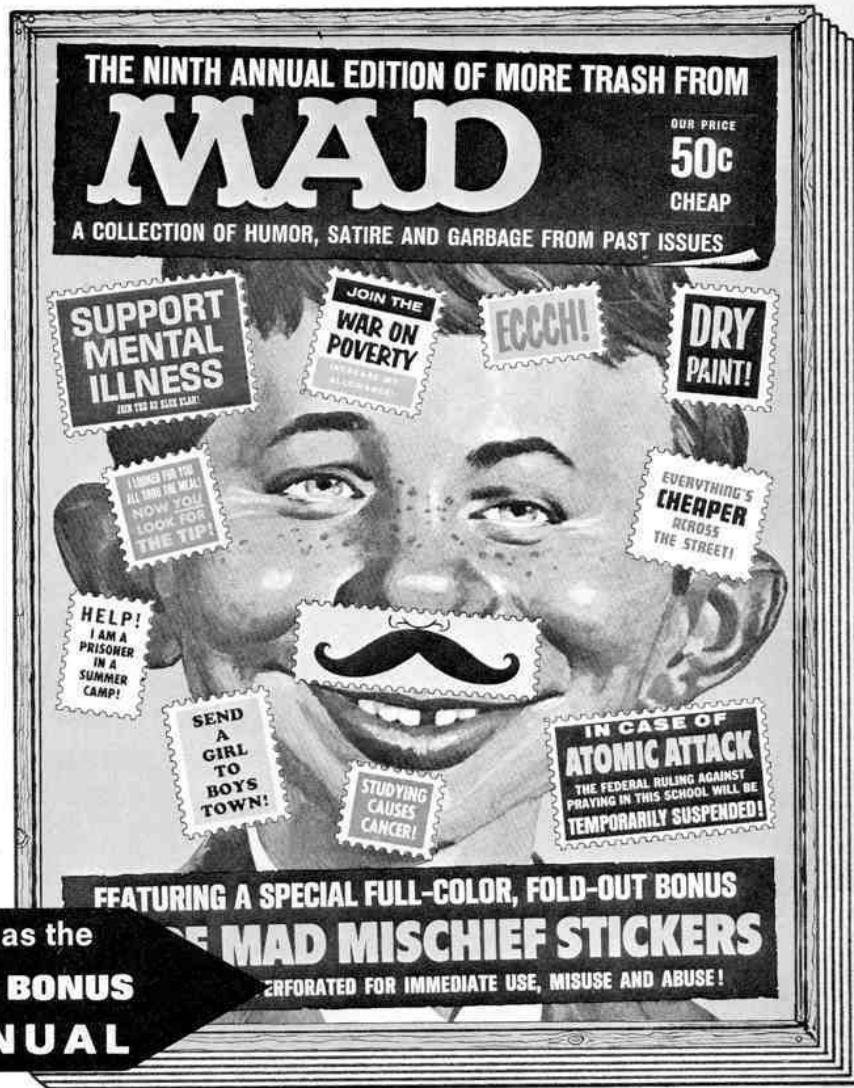
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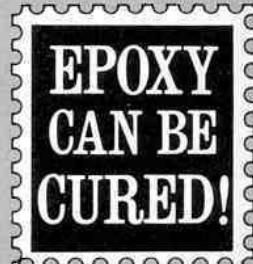


HERE ARE A FEW IDIOTIC SAMPLES OF THE "MORE MAD MISCHIEF STICKERS" YOU'LL BE GETTING...



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# MAD

"Whether a man winds up with a nest egg or a goose egg often depends upon the chick he marries!"—Alfred E. Neuman

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JOHN PUTNAM *art director* LEONARD BRENNER *production*

JERRY DE FUCCIO, NICK MEGLIN *associate editors*

MARTIN J. SCHEIMAN *lawsuits*

GLORIA ORLANDO, CELIA MORELLI, RICHARD GRILLO *subscriptions*

CONTRIBUTING ARTISTS AND WRITERS

*the usual gang of idiots*

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**MAD**—Oct. 1966 Vol. 1, Number 106, is published monthly except February, May, August and November, by E. C. Publications, Inc., 485 MADison Avenue, New York, N. Y. 10022. Second Class Postage paid at New York, N. Y. Subscriptions: In the U.S.A., 21 issues \$5.00. Outside U.S.A., 21 issues \$6.25. Allow 8 weeks for change of address to become effective. Entire contents copyright © 1966 by E. C. Publications, Inc. The Publisher and Editors will not be responsible for unsolicited manuscripts and request all manuscripts be accompanied by a stamped self-addressed return envelope. The names of characters used in all **MAD** fiction and semi-fiction are fictitious. A similarity without satiric purpose to a living person is a coincidence.

## VITAL FEATURES

"THE BUNCH"  
(A MAD MOVIE SATIRE)

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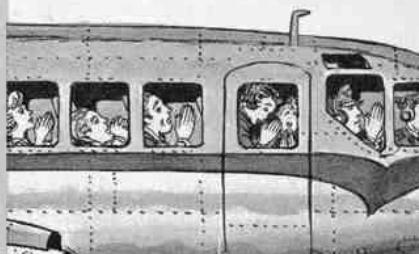


THE  
LIGHTER  
SIDE OF  
MUSIC LOVERS

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THE  
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SCUBA  
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A  
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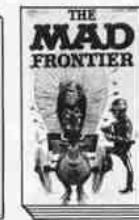
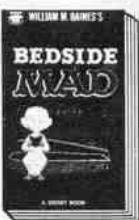


"TWELVE  
O'CROCKED  
HIGH"  
(TV SATIRE)

Pg. 41

# WHY SUFFER SHELF-DENIAL?

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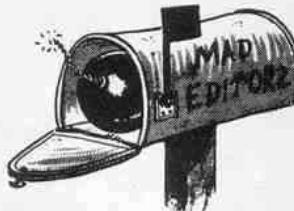
- It's A World, World, etc., MAD
- Raving MAD
- DON MARTIN Steps Out
- DON MARTIN Bounces Back
- DON MARTIN Drops 13 Stories
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**LETTERS DEPT.**



**LOUSED UP IN SPACE**

Your June issue was exceptional. I've just finished reading it, and I felt that I must sit down and write. "Loused Up In Space" was the best satire on television programs, or movies, or whatever that I've read in your magazine or any other for that matter. You really caught the idiocy of the program perfectly.

Tom Tyson  
Oreland, Pa.

"Loused Up In Space" really loused up your magazine! It was the worst!

M.C.  
Toronto, Ontario, Can.

Your whole premise was wrong! "Loused Up In Space" is not a juvenile counterpart of "Peyton Place"! Take another look: seven castaways—four male and three female! It's obviously a science-fiction version of another idiotic show—"Gilligan's Island"!

B. V. Davenport  
Toledo, Ohio

I've always thought that your Television Satires were the funniest part of your magazine, but "Loused Up In Space" really took the cake. Congrats on showing up a perfectly ridiculous program.

Kathy Jones  
Winston-Salem, N.C.

I regret to say that "Loused Up In Space" was the worst MAD satire I have ever read.

Richard Scollon  
Dansville, New York

"Loused Up In Space" was fatal! Mainly, I died laughing! Congratulations on another witty success!

Fred Heintz  
Cleveland, Ohio

Dick De Bartolo and Mort Drucker make a great team! Let's see more of them!

Lisa Myers  
Janesville, Wisc.

Try "12 O'Crocked High" in this issue!—Ed.

**THE FUNNY PARTS**

Your TV satires, and Berg's-Eye Views of "The Lighter Side . . ." are by far the funniest parts of your magazine.

Elizabeth Wilson  
Sunset, Utah

## AMERICAN MEDIOCRITY

"The American Mediocrity Academy" article was long overdue. The only thing wrong with it was that you did not tell enough. Look at the American Theater! In 1963 and 1964, no play produced was worthy of a Pulitzer Prize. There does not seem to be any place on Broadway for original, serious drama these days. Look at the field of Journalism! Most of our newspapers are a myriad of crime, sex, divorce, violence, comics, horoscopes, gossip columns, etc., where coverage of international and domestic events is negligible. What about the Movies? We could certainly do without Beach Movies, Gidgets, Tammys, and those tasteless Ross Hunter sex comedies. The real tragedy is not in them, but in us. The reason mediocrity is produced is because we tolerate it. Mediocrities exist because we let them.

Joan O'Connor  
New York City, N.Y.

## MIXING POLITICS WITH CAREERS

After reading "Mixing Personal Politics With Careers," I believe George Woodbridge and Frank Jacobs should be commended. The article was one of your greatest accomplishments in presenting a true picture of different political points of view. The "Careers" were chosen with insight, and the writing and drawing were done with inspiration.

Geoffrey Blood  
Ridgewood, New Jersey

## FUTURE WIT AND WISDOM BOOKS

Your "Future Wit and Wisdom Books" was one of the greatest articles ever published in your magazine... the best ever!

Spencer Cherashore  
Wynnewood, Pa.

Most of the time, I enjoy reading MAD—but your "Future Wit And Wisdom Books" was absolutely nauseating. In my opinion, there is no humor in mass murder (The Incomparable Wit Of Adolf Hitler) or in persecution (The Discriminating Humor Of Robert Shelton)! This article was in extremely bad taste.

Sandra J. DuPont  
Santa Barbara, Calif.

"Future Wit And Wisdom Books" was one of the funniest articles in a long time. Writers Phil Hahn and Jack Hanrahan did a great job in showing to what extent money-grubbing book publishers might go with this new gimmick.

Eric Bauman  
Saginaw, Michigan

## RESEARCH GRANT

It has occurred to me that in order for you to do your excellent satires on Movie and Television Dreadfuls, someone actually has to see the originals. May I express my deepest sympathy.

Mary Fox  
Denver, Colorado

## STUDENT PROTEST

Usually, Dave Berg's aim is Dead-Center in his sagacious "The Lighter Side Of..." pieces. However, in his article in your July issue, "The Lighter Side Of High School," he was uproariously funny and *wrong* at the same time: There just isn't any "lighter side" of High School!

Kay Killmer  
Long Beach, California

## SUCKER PLAY

I certainly agree completely with your article, "Advertising Campaigns With Ulterior Motives," wherein you state that the American Public can be sold almost anything. Just look at how many gullible people buy "MAD"!

Gary Croner  
Jamaica, New York

## STEREOTYPE-CASTING

"Stereotype-Casting" managed to walk the fine line between humor and bad taste in the dialect-joke field. Congratulations on a brilliant piece!

Charles J. Feltman  
New York City, N.Y.

I would like to compliment you on your tremendous magazine. It has become a truly authentic picture of today's society. The article, "Stereotype-Casting" was one of the best I've ever read.

George Robbin  
Yellowknife, Canada

## ANOTHER FAILURE—FOR MAD

I began reading MAD when I was a Freshman in High School. Since then, I have not missed a single issue. In a few weeks, I will graduate—3rd highest in my class of 317. My humble thanks for your continuing inspiration.

Linda Tretheway  
Muskegon, Michigan

## TEACHERS' PET

I use MAD in a course in "Magazine Editing" as an example of a successful publication based on fresh ideas. No other course on this campus uses MAD as instructional material. My students have the idea that Miss Johnson is an eccentric. They may be right!

Miss Dorothy M. Johnson  
Assistant Professor  
University of Montana  
Missoula, Montana

I started reading MAD when I was in High School. Now, I am a teacher... and I still read MAD! Could this mean anything?

Keith Lindstrom  
Sacramento, California

It could mean—when this is published—you're fired!—Ed.

Please address all correspondence to:  
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# Why Lean On A Man Like Klopman?

(Or Any Other Newsdealer,  
For That Matter?)



PHOTOGRAPH BY LEONARD SCHECHTER—IRVING SCHILD STUDIO

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## Franny and Zooey

Yep, Franny Furd, and Zooey Greebish, and some Catcher in Rye, N.Y., were the only three people to order these full-color portraits of Alfred E. Neuman, MAD's "What—Me Worry?" kid last month. So if you'd like to keep us from becoming "J.D.'s"—send 25c for one (or 50c for 3) to: MAD, 485 MADison Avenue, New York, N.Y., 10022

## GROUP THERAPY DEPT.

Hey, Gang! Here we go with this "MAD Newsletter" treatment of one of the most ridiculous college farces in recent years. And we don't mean "Phone-Booth-Stuffing" or "Gold-fish-Swallowing"! We mean "Movie-Making"...mainly the one they made about a group of graduates from a posh all-girl's school. First--so you can follow who's who--which is more than most people could do for the first half hour of the picture--we'd like to present the elite members of

“THE



**FLAKEY**... Mona Lisa of the smoking room! She was expelled from school for kissing on her first date... mainly for kissing Miss Tittle, the Dean of Girls!

**DUDDY**... They told her thin girls are more sensual, and she believed them—until she saw her first stag movie in the dorm, starring Phyllis Diller doing a strip tease!

**PRISSY**... She was a frail flower among the weeds... a tender and sensitive child! Her face would break out in a terrible blotchy red rash during Final Exam week.

**PILLY**... She caused quite a commotion at Vassar when she kept snapping wet towels at everyone in the shower room—mainly because it was the Princeton shower room!

**BIG OPENING SCENE!** The girls of "The Bunch" were graduating!

And as we, the Class of '33, go out into these Depression Years, it is up to us to help the poor and downtrodden who are less fortunate—less wealthy than we! Like the Vanderbilts, the Astors and the Rockefellers...!

That's Helluva! The most brilliant girl in our Vassar Class of '33!

If she's so brilliant, why is she reading her speech from "Idiot Cards"?

Well, she's certainly the most serious! Why, listen to the courses she took: "Advanced Croquet", "Contemporary Sterling Silver", "Intermediate Snobbery" and "How To Talk To A Maid"! The rest of us took silly, meaningless courses!

Did you say the "Vassar" Class of '33? Oh, excuse me! I'm in the wrong place! The way these girls look, I thought I was at the Harvard Graduation Exercises!



# "THE BUNCH"

ARTIST: MORT DRUCKER

WRITER: ARNIE KOGAN



**KAYO** . . . Her marriage was quickly destroyed by temper tantrums and infidelity . . . and her career was quickly destroyed by sloppy direction and a terrible script.

**PUKEY** . . . Money, money, money! She was wealthy and eccentric! For example, she actually hired a tutor to help her cram . . . for the "TV National Health Test"!

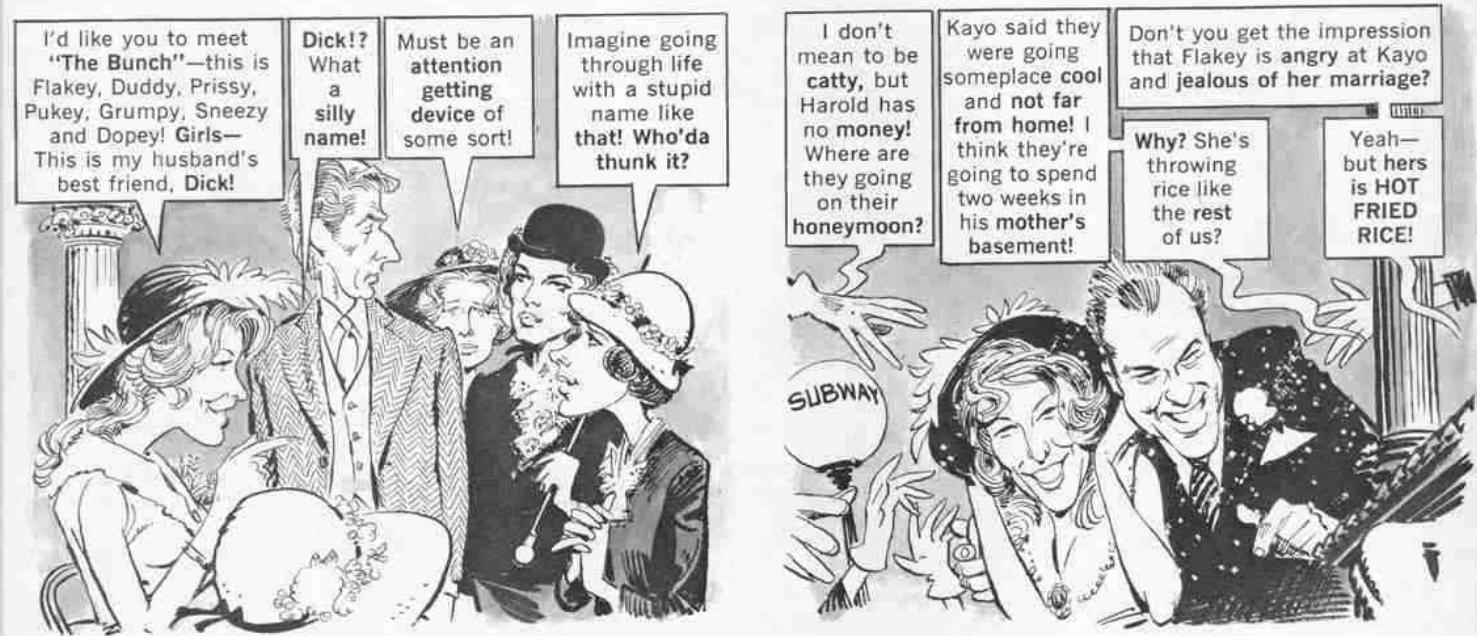
**LIPPY** . . . She lied, cheated, screamed—even opened a mouth and yelled a lot—anything to get what she wanted! But she still couldn't get out of her contract to play this role!

**HELLUVA** . . . She completely destroyed her face . . . which wasn't very beautiful to begin with . . . when she used it to block a punt during a Smith-Vassar Football game!

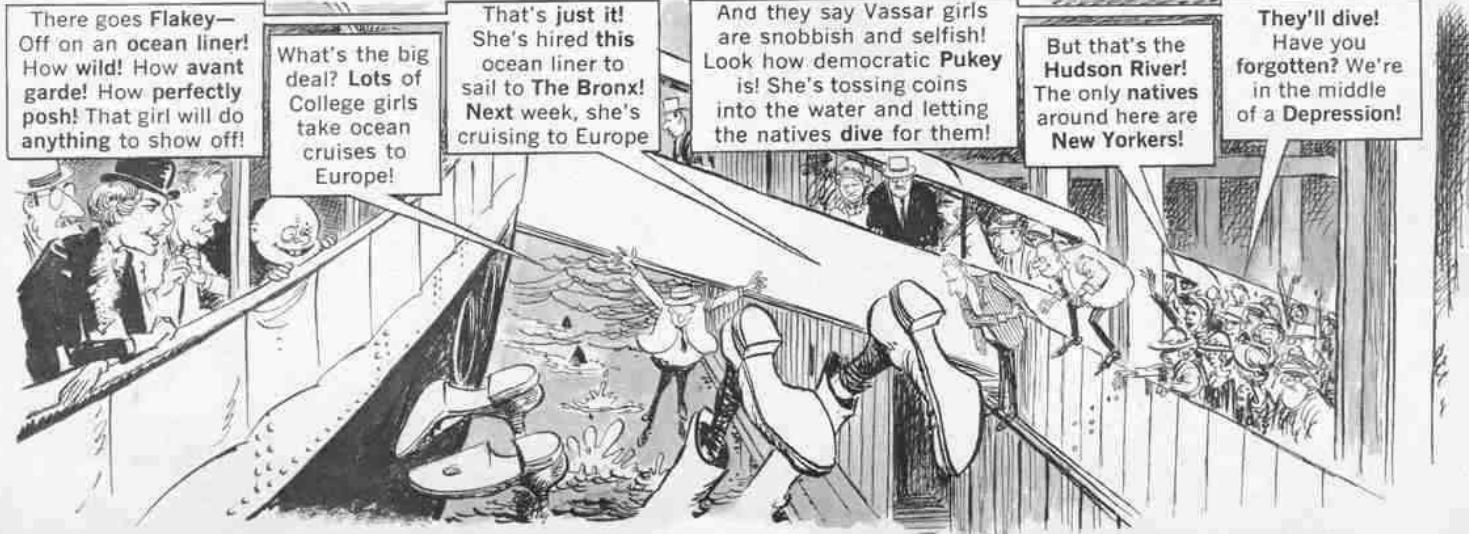
After Graduation, everybody attended THE CLASS DAY DINNER, where each of the members of "The Bunch" announced their plans for the future...



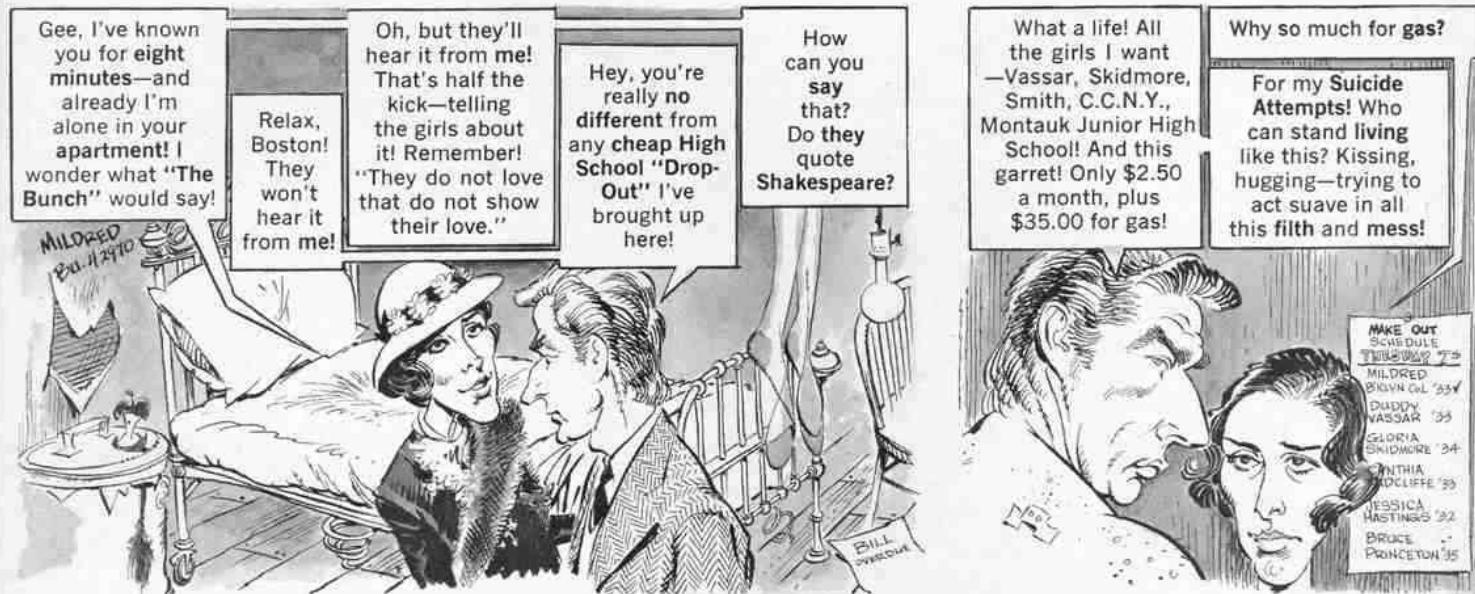
KAYO'S WEDDING! It was such a nostalgic affair! She said, "I do!" and he said "I do!" It was nostalgic because that was the last time the two of them ever agreed on anything!



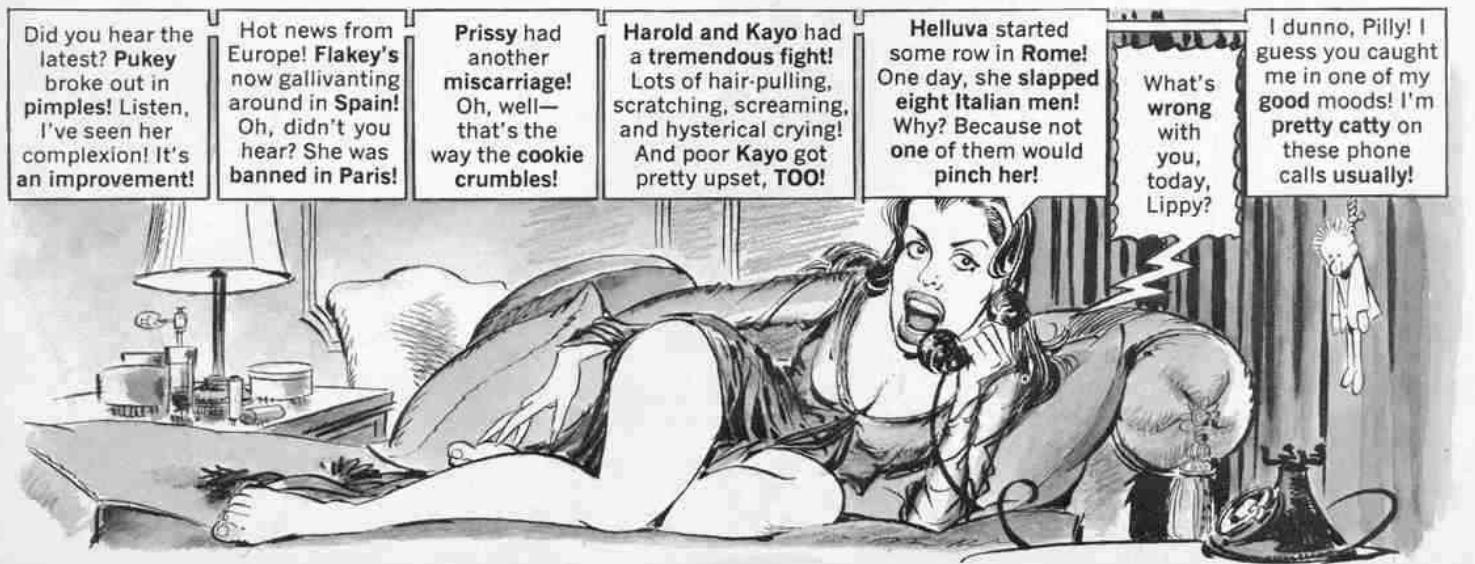
Yep, it looked like Flakey was pretty upset at not being invited on Kayo's honeymoon! Because, for spite, she decided to go off on one of her own...



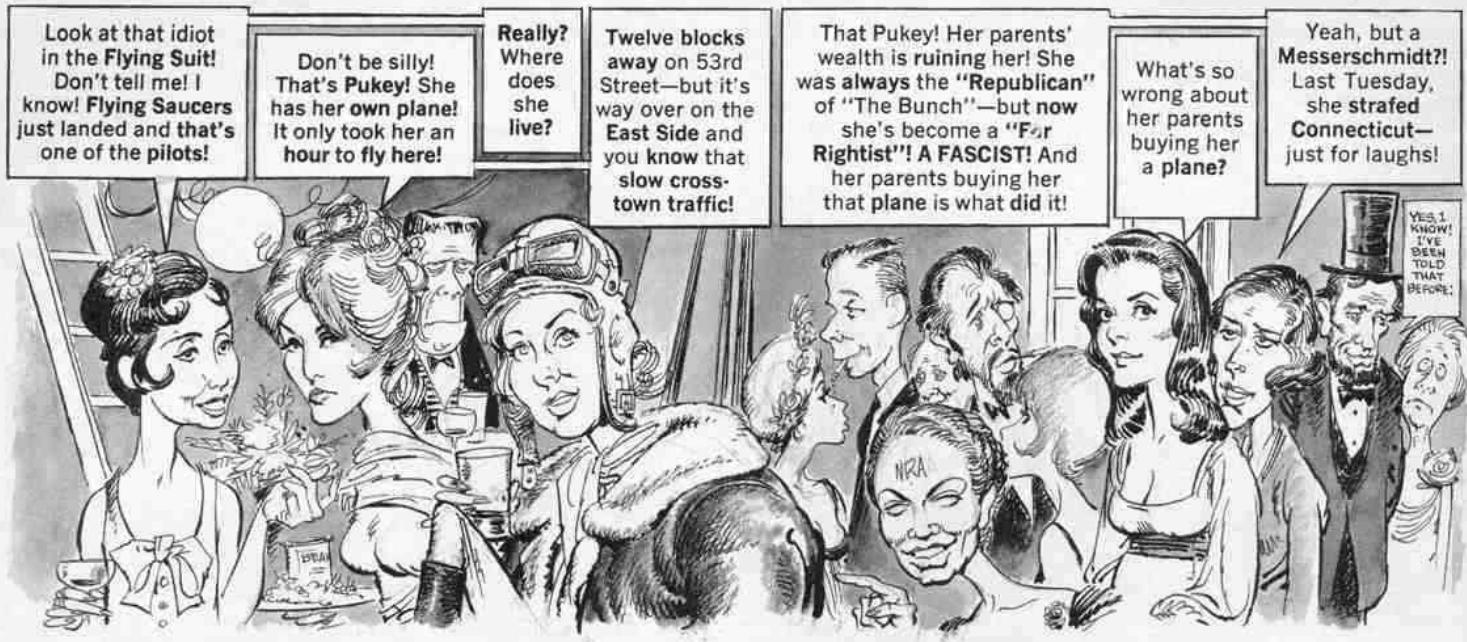
Next comes the big SEDUCTION SCENE, in which we see the behavior of the kind of girl that comes out of an exclusive Finishing School as compared to, say, a cheap little High School "Drop-Out".



Lippy, the "Gossip" of "The Bunch", had nice things to say about everybody! To play her part, the Producers looked for someone with the biggest mouth around. But Cassius Clay and David Susskind both refused to act in drag...so...



Next, Kayo and Harold threw a **BIG PARTY**! It was a typical Vassar soiree. The discussions involved Roosevelt, Abstract Art, Machiavelli, Fallopian Tubes and George Bernard Shaw. These were discussed by the servants! The Vassar graduates were too busy gossiping!



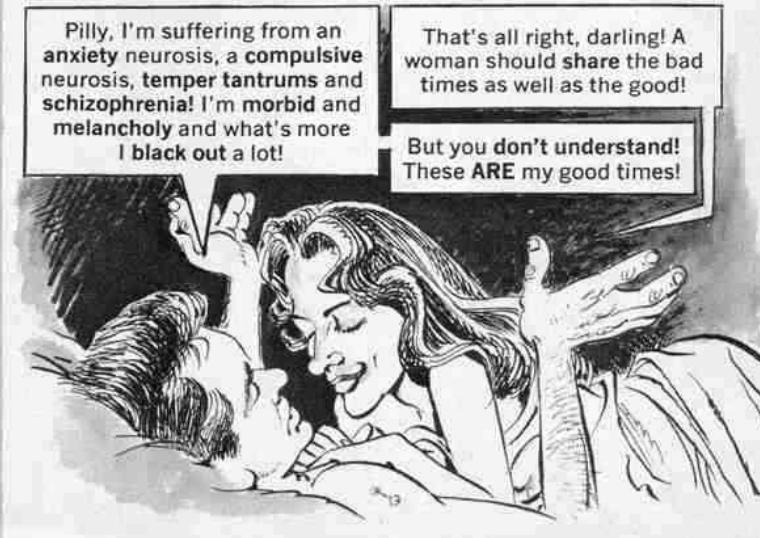
HAROLD, dissatisfied with KAYO'S \$9 a week job at Macy's, decided to have an affair with MURINE, who made \$11 a week at Gimbels!

Suddenly, everyone started to leave! And with dialogue like that, who can blame them!??



Next, LIPPY dropped her Editor and took up with a Norwegian Ski Instructor!

And, we found that PILLY had taken up with the Editor that LIPPY dropped for the Ski Instructor!



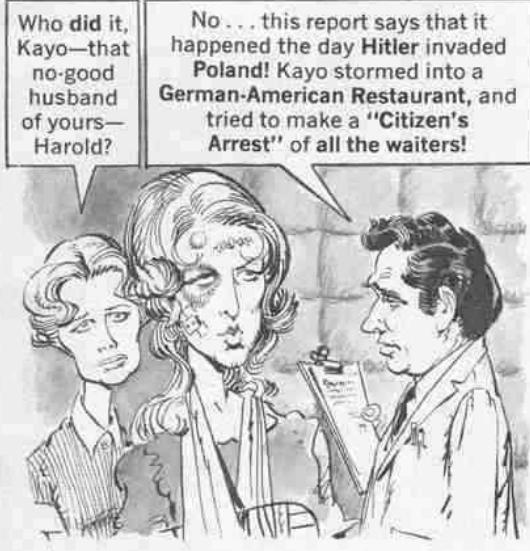
Then, it was rumored that Pilly had dropped the Editor, and was living with another man!



**CONGRATULATIONS!** After two miscarriages, PRISSY gave birth to a boy! Her husband, a modern Pediatrician, supervised!



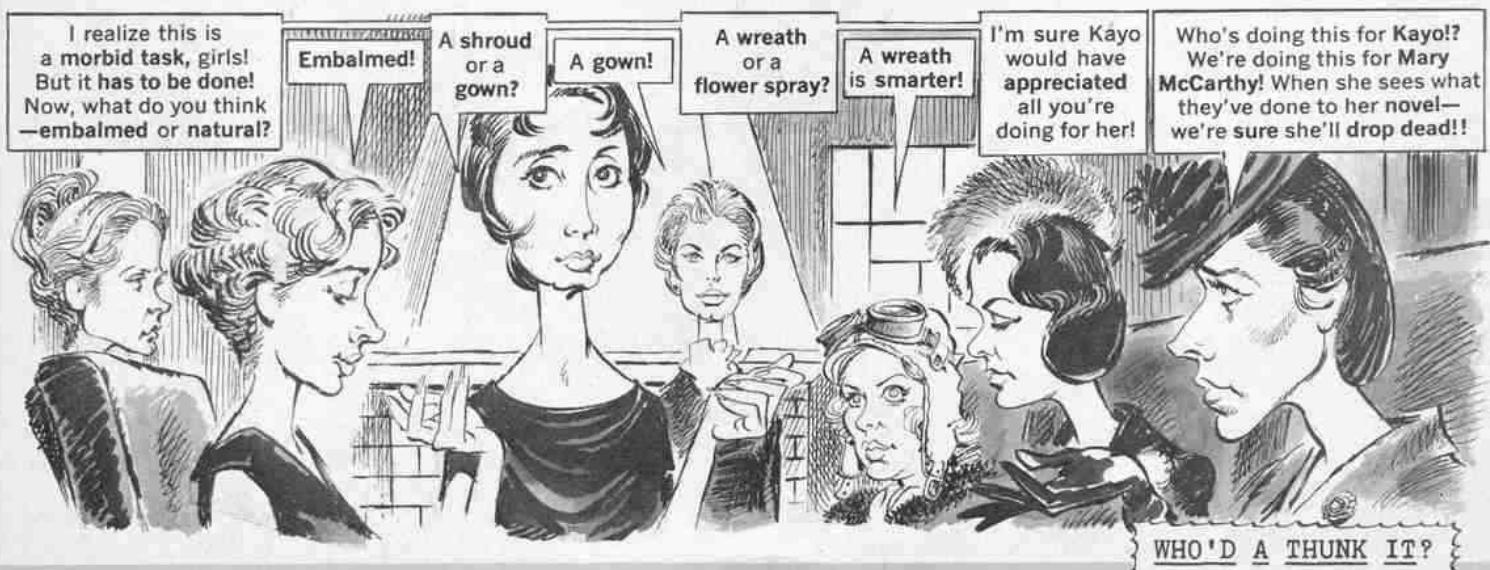
POOR KAYO! Her life was filled with danger! Mainly, she got hit on the head a lot...



Next, FLAKEY returned from Europe with a big surprise!



An untimely event now saddened "The Bunch"! They got to see the rushes of the first month's shooting! But still they went on—with the big "Funeral Preparation" scene:

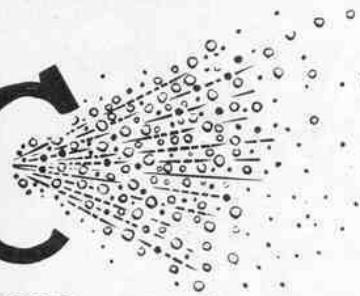


BRANDING IRONY DEPT.

# A MAD LOOK AT

# CONTAC

against sniffles, sneezes, and stuffy nose.



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ROBERT HALL

**AVIS**  
RENT-A-CAR

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Digest

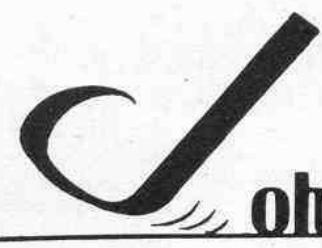
XeroXXXXXXXXXXXXXXXXXXXX

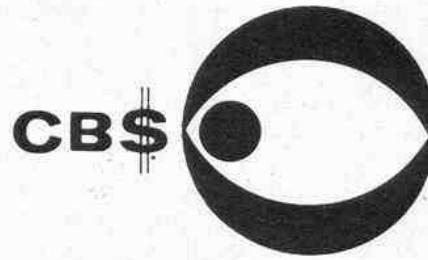


# TRADE-MARKS

WRITTEN AND DESIGNED BY: MAX BRANDEL

**Firestone**

 **Johnson WAX**



# PLAYBOY

XXXXXXXXXXXXXXXXXXXXXXXXXXXX

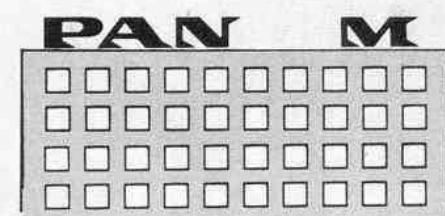
TOA TM A TER

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RADIO CITY MUSIC HALL

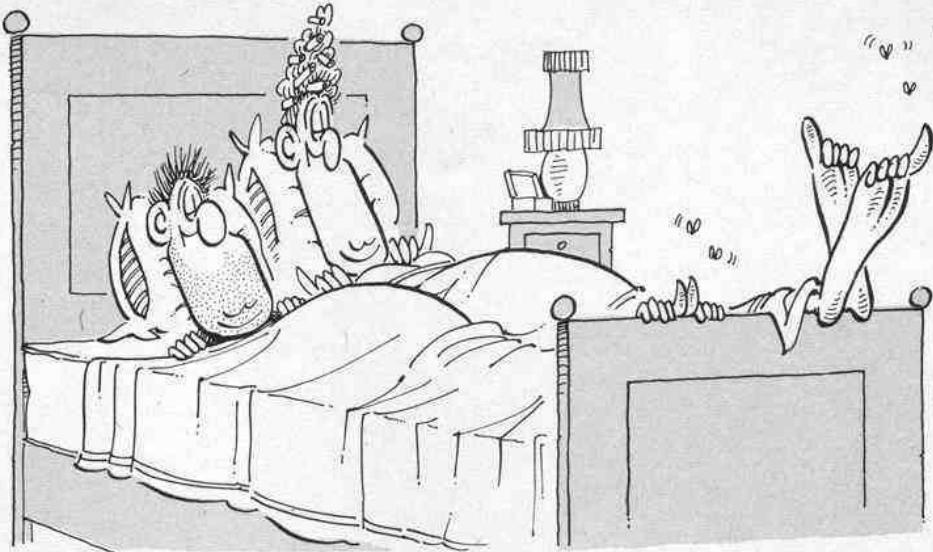


CARTW





# LATE ONE NIGHT...



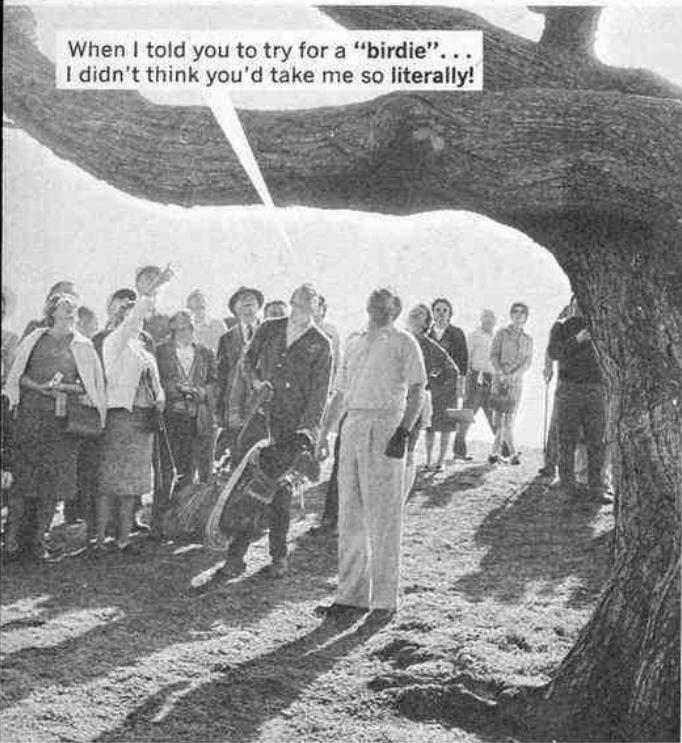
Well, I guess the only way I'm going to get any sleep is to use these new "Sleep-Eez" Ear Plugs . . . !



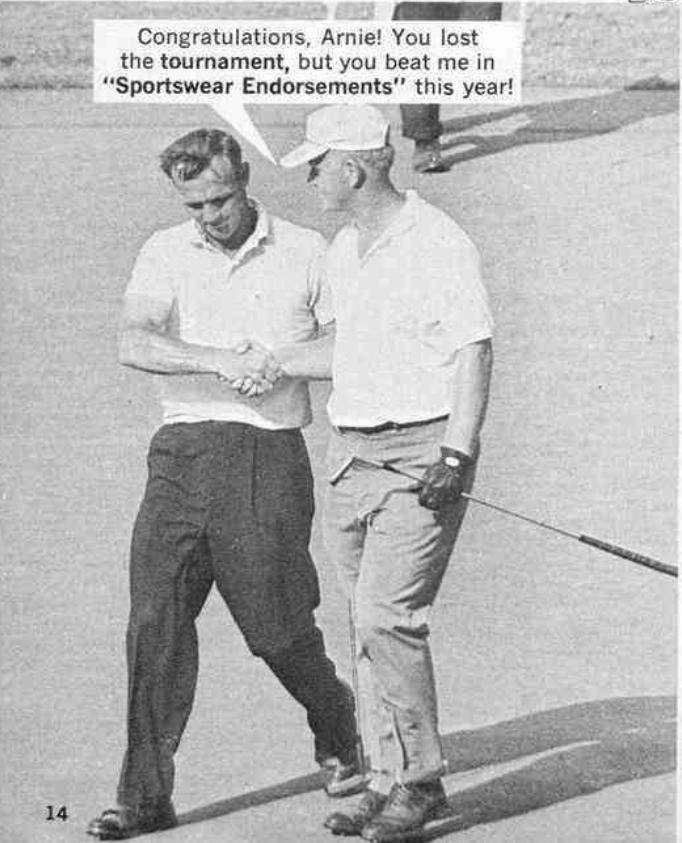
COURSE HUMOR DEPT.

# GOLF FOTO-

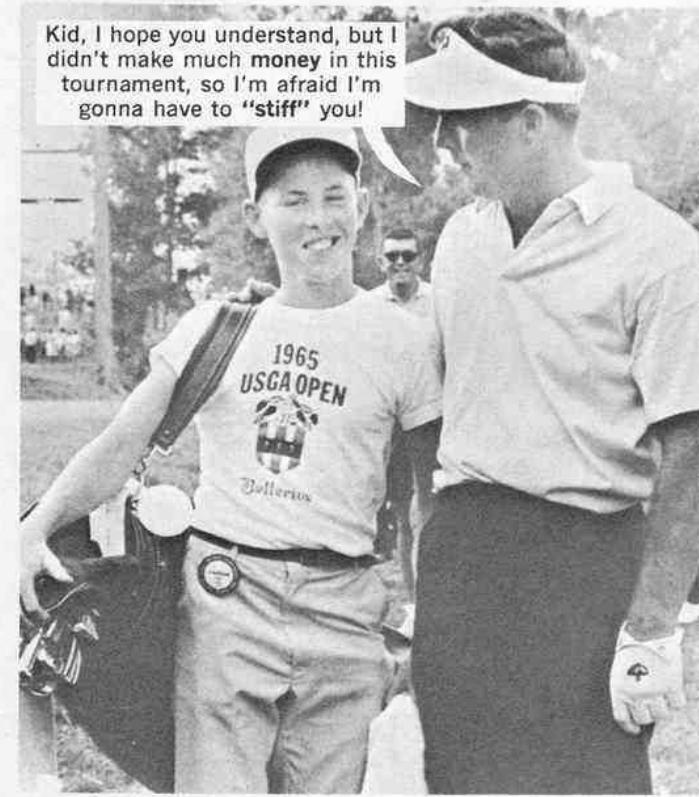
When I told you to try for a "birdie" . . .  
I didn't think you'd take me so literally!



Congratulations, Arnie! You lost  
the tournament, but you beat me in  
"Sportswear Endorsements" this year!



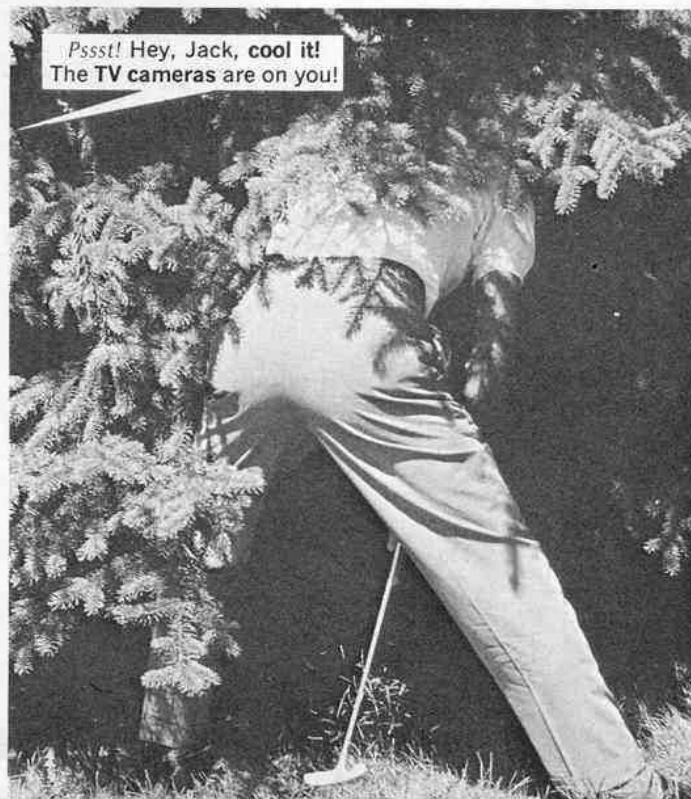
Kid, I hope you understand, but I  
didn't make much money in this  
tournament, so I'm afraid I'm  
gonna have to "stiff" you!



WRITER: ARNIE KOGAN

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

Pssst! Hey, Jack, cool it!  
The TV cameras are on you!

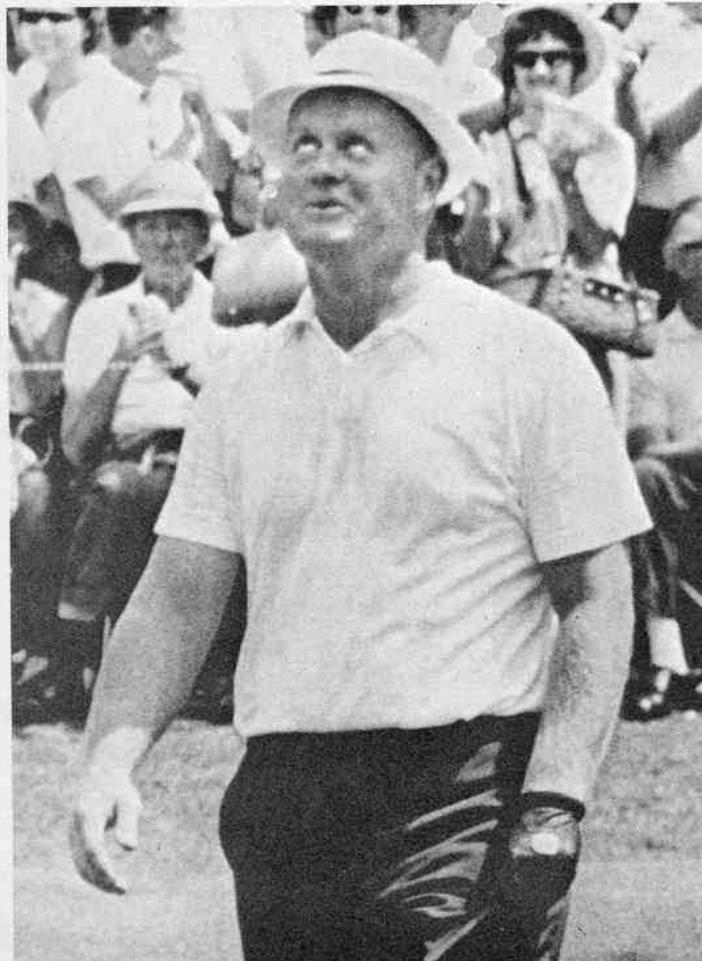


# PLAYS

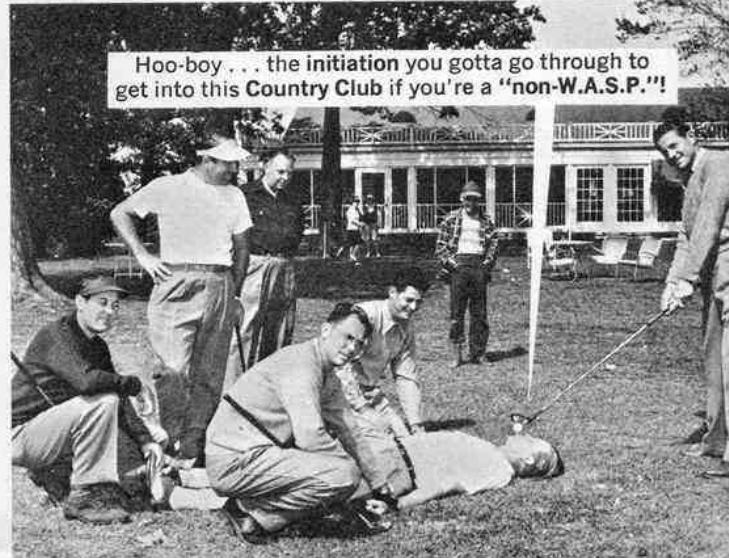
Gee, I knew when we signed up that Saturday morning back in August that there'd be a long wait to tee off, but this is ridiculous!



... and if you let me make this putt, Lord, I promise I'll start going to Church again on Sunday Mornings!



Look, Harvey, I don't mind the practice green in the foyer, or this putting green in the den! But when I go into the bedroom and see a "sand trap"...



Hoo-boy... the initiation you gotta go through to get into this Country Club if you're a "non-W.A.S.P.!"

# THE LIGHTER SIDE OF... MUSIC

For our movie, I think we should use the Director the Beatles used!

Good idea! And when we appear on "Hullabaloo", we should insist upon the Opening Spot!

And let's not forget "16 Magazine"! When they do our story, we should make sure we're featured on the cover!

Yeah! And we should carry extra "tear-away" clothes for when we're attacked by screaming souvenir hunters!

Then there's something else to consider! After all, there's a couple of million bucks involved in this! We'll need a good Investment Advisor!

I'm with you!

Then I guess we're all set!



Listen . . .  
Tchaikovsky's  
Symphony No. 6!  
The "Pathetique"!!

Beg pardon, ol'  
boy! It's Dvorak's  
Symphony No. 5!  
The "New World"!!

You're both wrong!  
It's Prokoviev's  
Classical Symphony,  
played by the Philadelphia  
Orchestra, conducted by Eugene  
Ormandy!

I'm afraid not! It's  
Cesar Franck's  
Symphony in D M  
played by the New York  
Philharmonic, conducted by  
Leonard Bernstein!

Hold it! Hold  
it! I'll settle  
this thing  
once and for  
all by looking  
at the  
record label!

You're all wrong!  
It's the Symphonic  
Arrangement of the  
Beatles' "I Want  
To Hold Your Hand",  
played by the Boston  
Pops Orchestra!



I'd like to buy some Rock 'n' Roll records for my son's birthday!

May I make a few suggestions?

That won't be necessary. Just give me a batch of the latest releases! I'll listen to them and make my choice. I'm quite an expert on this kind of music!

That's very unique, coming from an adult!

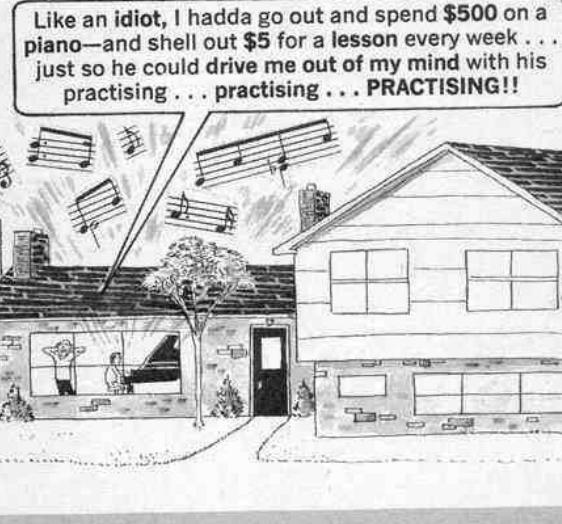
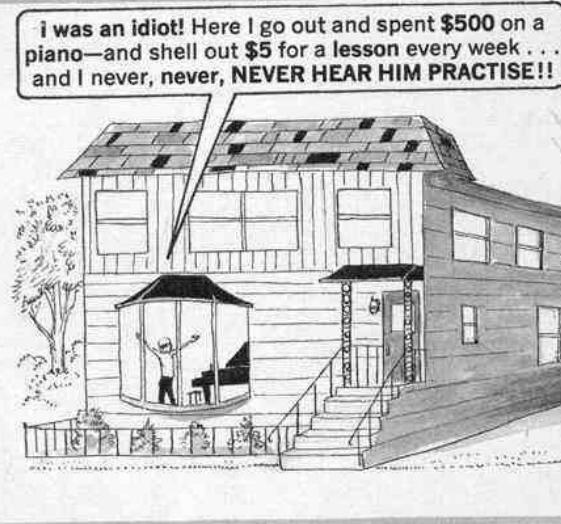
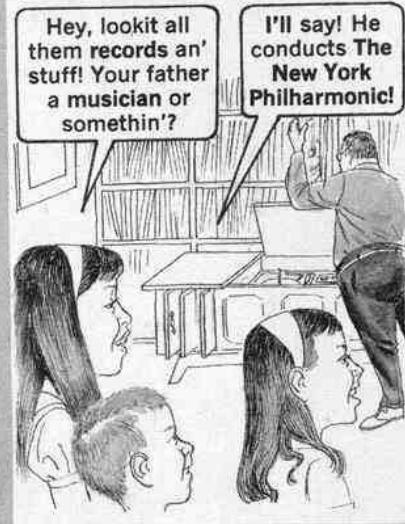
Oh, I have an infallible system!

Whatever I CAN'T STAND, I know he'll LOVE!



# LOVERS

WRITER & ARTIST: DAVID BERG



Harry, you gotta come in my house and see my new Stereo-Multiplex Hi-Fi Phonograph Component System!

But I'm in a hurry—Oh, all right! I know how it feels to get something new! I wanna show it off, too!

Get a load of that instrument panel! Like a jet plane's . . . Stereo Indicator; Fine-Tuning Indicator; Speaker Switch; Bass and Treble knobs; AM, FM, AFC, Phono and Auxiliary Switches; Earphone Output; Volume Control; Tape Recorder Input . . . the works!

It cost me a bundle of dough, but, man, it was worth it!

What can I say? It's beautiful! I don't blame you for being so excited! I get the same thrill from hearing good music!

MUSIC!? Who cares about music!? I just like pushing BUTTONS!!





Oh, I just love this piece! It builds and builds so magnificently!

STOP THE CAR! QUICK!

WHAT'S THE MATTER!? DID I HIT SOMETHING??

No! We're coming to the crescendo, and I didn't want to miss any of it passing under the bridge!



SCREECH

And now the sound is coming from over there!

And now the sound is coming from over there!

MAKE THAT DARN THING LOWER!

And now the sound is coming from way over THERE!



Hi, Mitch! Hey, I've noticed that you're always walking around with that **Guitar Case**! Man, you must be hip—a real swinger! Bet you get invited to lots of parties and stuff, huh? Le'me see the **Guitar**, Mitch? Huh? Le'me see it?

I—er—uh—I can't!

Why can'tch le'me see the **Guitar**, Mitch? Huh? Why?

If you'll promise not to blab it all over—I'll tell you a secret!

I'm not carrying a **Guitar** in this casel

You're NOT!? So what have you got in there?

Status!



When I first started my record collection, I spent a fortune on the old 78 RPM's! Then the record companies pulled a fast one! They came out with 33½ RPM LONG-PLAYING HI-FI records! So I gave up my old equipment and my old 78 collection and I bought new HI-FI equipment and an all-new LONG-PLAYING record collection!

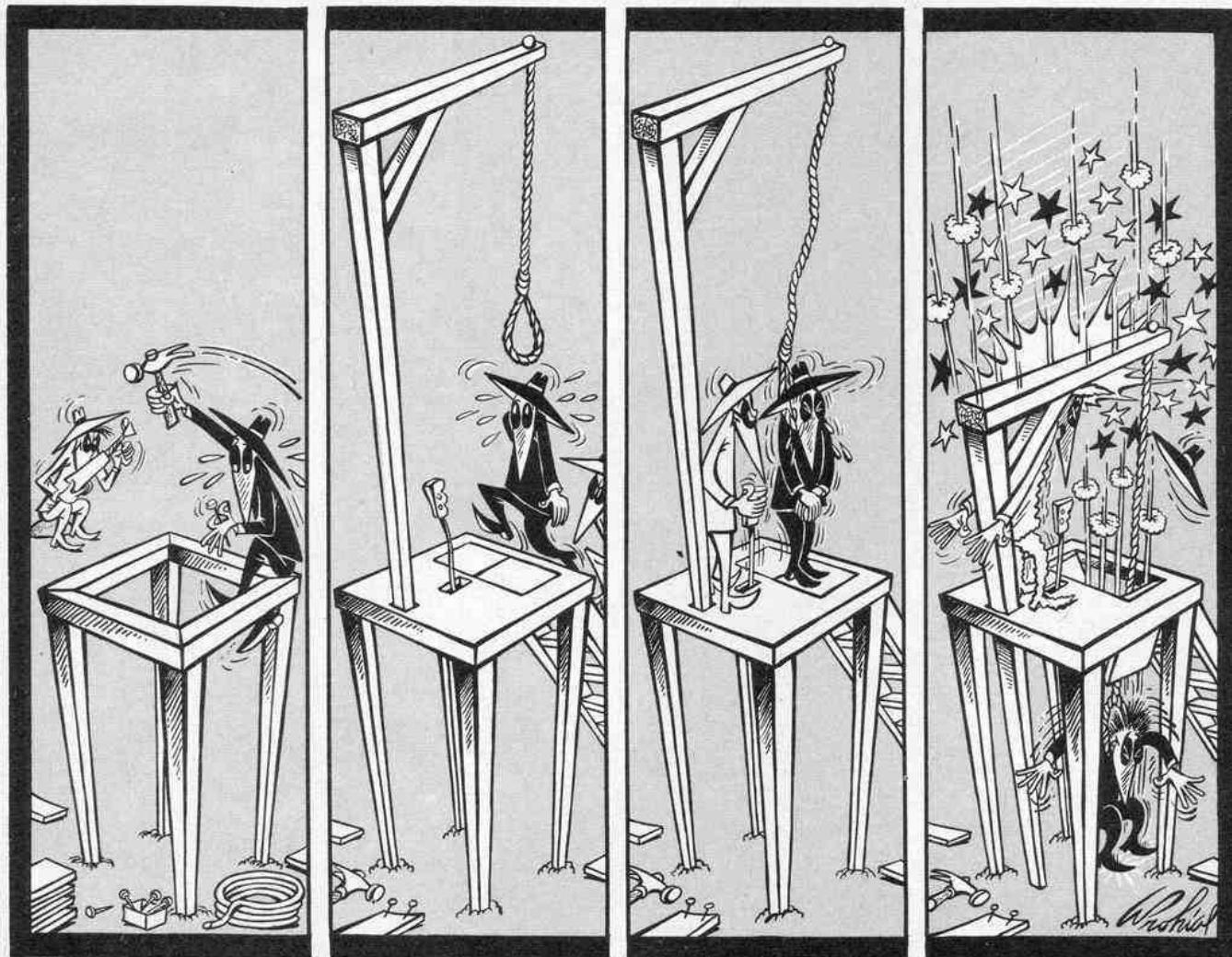
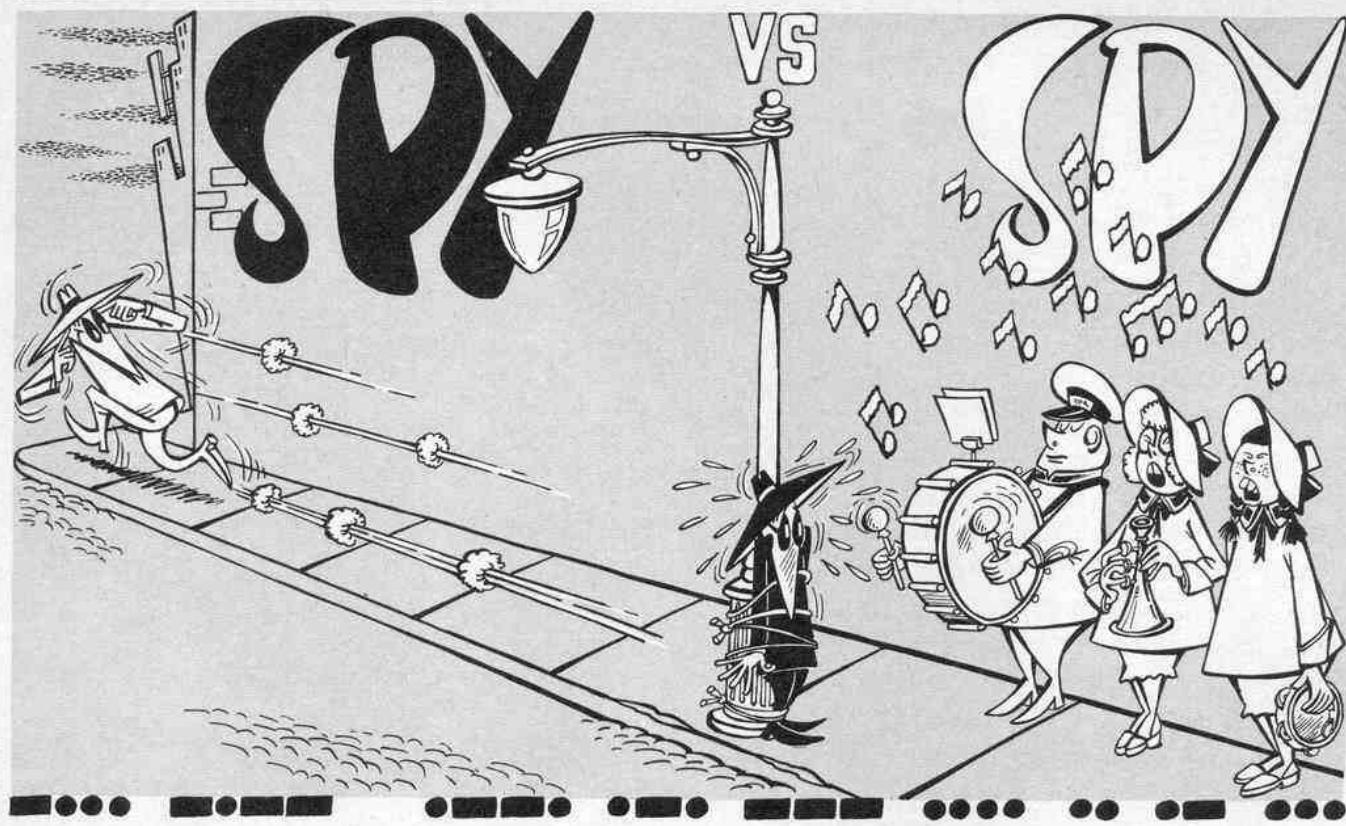
But the record companies weren't through with me yet! Next, they came out with **STEREO** records! So I gave up my old monaural HI-FI equipment and my old monaural LP records and I bought new **STEREO** equipment and an all new **STEREO** record collection!

All this time, I'm getting the feeling that the record companies are out to get me personally—and now I'm sure of it! Because now they've come out with a real lulu . . . **Stereo TAPE** recordings!

So you're gonna give up your old Stereo record collection and equipment?!

NO! I'M GONNA GIVE UP MUSIC!!



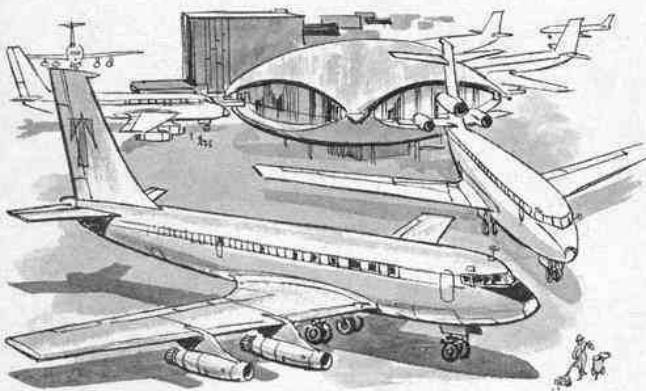


## TWO WRIGHTS MADE A WRONG DEPT.

Contrary to popular belief, the writers at MAD are not always well-versed in the subjects they write about. Take this article, f'rinstance. The writer frankly admits that he has absolutely no faith in Air Travel. Not only has he never been in a plane in his life, but he even refuses to send out letters via Air Mail. He is very nervous about this Air Age we live in. In fact, the only way he relaxes is through his hobby: raising Homing Pigeons. And that hasn't worked out too well for him. Maybe it's because he makes the Pigeons travel by train! Oh—by the way, if this introduction seems ridiculous to you, forgive us. The idea of running another Primer is even more ridiculous!



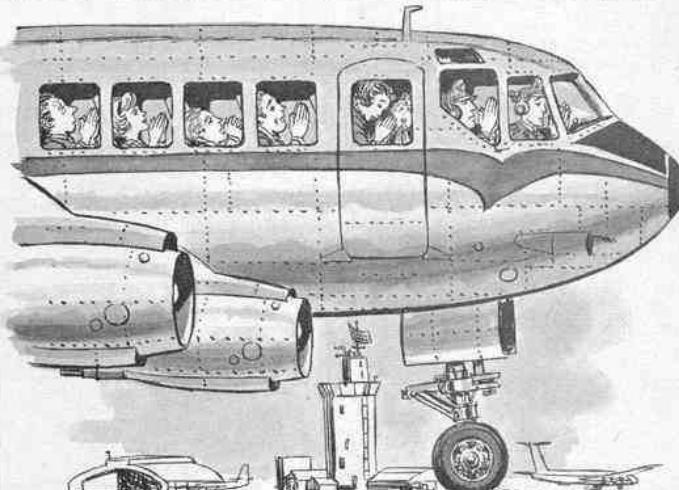
### Chapter 1. THE TAKE-OFF



#### THE TAKE-OFF

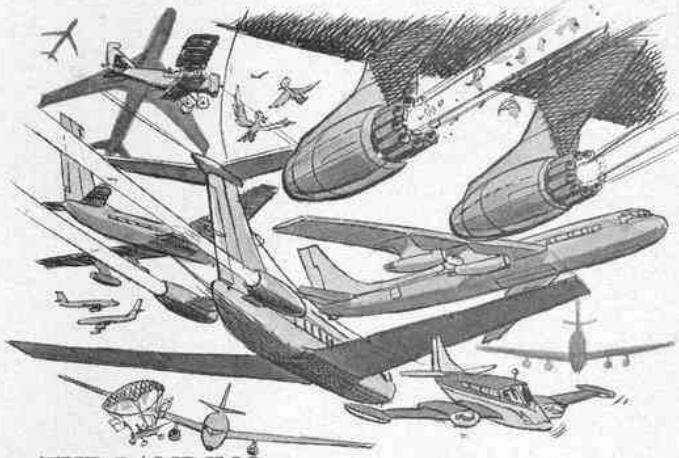
See the busy airport.  
See the busy terminal building in the busy airport.  
See the nice airplane leaving the busy terminal building.  
This is a 9:00 A.M. flight.  
The airplane is leaving exactly on time.  
Along the ground.  
For another spot on the busy airport,  
Where it will wait in line to take off.  
Wait, wait, wait.  
You won't be in the air for an hour yet.  
Aren't long, delayed take-offs fun?  
They give you more time to get settled in your seat.  
They give you more time to admire the airport scenery.  
They give you more time to pray!

# THE MAD AIR TRAVEL PRIMER



Illustrated by George Woodbridge  
Written by Larry Siegel

### Chapter 2. THE LANDING



#### THE LANDING

See the other nice airplane.  
See it coming into the busy airport.  
It is arriving in New York from Washington, D.C.  
The whole trip took less than an hour.  
See the nice airplane circling the busy New York Airport.  
It will circle and circle.  
For four hours.  
Waiting for the plane circling underneath it to land.  
Which is waiting for the plane circling underneath it to land.  
Which is waiting for the plane circling underneath it to etc.  
Etc., etc., etc.  
Isn't air travel from Washington, D.C. to New York wonderful?  
Sometimes, it's almost as quick as going by car!

## Chapter 3.

### THE HALF-FARE TEENAGERS



See the happy teenagers.

They are waiting to take advantage of an exciting offer.  
The airline has promised them half-fare tickets.  
If they are under 21 years of age.  
There is just one catch to this offer.  
They are on a "Stand-by" basis.  
That means they must wait for cancellations.  
That means they must wait until military people are taken care of.  
That means they may have to wait quite a while.  
By the time some of these teenagers finally get on a plane.  
They will have to pay full-fare anyway.  
Because they will be 22 years of age!

## Chapter 4.

### THE TYPICAL PASSENGER



See the typical airliner passenger.

See him squeeze into a typical airliner seat.  
He cannot put his feet on the floor,  
Because his hand luggage is down there.  
He cannot put his hand luggage on the rack,  
Because the pillows are up there.  
He cannot put a pillow under his head,  
Because he cannot raise his head.  
He cannot push his seat back,  
Because it crushes the knees of the passenger behind him.  
Look at the funny, cramped position he is in.  
Funny, funny, funny.  
Why is the Stewardess hovering over him?  
She is waiting until he falls asleep.  
Why is she waiting until he falls asleep?  
Because there is no fun in tapping him on the shoulder  
And telling him to fasten his seat belt  
When he is awake!

## Chapter 5.

### THE STEWARDESS



See the nice Stewardess.

She is explaining how to use the life preservers.  
She tells you where to find them.  
She tells you how to put them on.  
She tells you how to inflate them.  
She tells you that they may save your life.  
She asks if there are any questions.  
Here is something to think about:  
When was the last time you read of an airliner  
Crash-landing in the sea and staying afloat  
Long enough for passengers to get out  
And use those life preservers?  
Don't ask her that question!

## Chapter 6.

### THE FOOD



See the nice Stewardesses preparing the food.

Why do they dawdle so?  
Because it is not yet time to serve the food.  
Now they are putting the food on trays.  
Why are they continuing to dawdle?  
Because it is still not yet time to serve it.  
Oh-oh! The plane is flying into a storm.  
It is bouncing up and down.  
Up and down.  
Up (ugh!) and down (ugh!).  
Now it is time to serve.  
The Stewardesses always make sure  
That the food is quickly distributed throughout the plane.  
After it is served!

## Chapter 7.

### THE AIR SICKNESS BAG



See the nice passengers.  
See them reach for their air sickness bags.  
They are all violently ill.  
Choke, gag, urrrp!  
Have they just eaten that nice airline food?  
No.  
Is the plane flying through a storm?  
No.  
Is it a bumpy flight?  
No.  
Then why are all the nice passengers sick?  
Sick, sick, sick.  
Oh, oh! Look up at the movie screen.  
Now we know.  
The airline is showing another Doris Day movie!



## Chapter 8.

### THE BAGGAGE CLAIM CHECK



See the happy passengers.  
What a nice flight these passengers have had.  
Now they are ready to claim their baggage.  
Each passenger is holding his Baggage Claim Check.  
But no one is looking at these Baggage Claim Checks.  
They never do, at Baggage Return Sections.  
See the happy man.  
He is walking off with two nice leather suitcases.  
Isn't that funny?  
Before boarding the plane, that very same man  
Checked in with only one piece of baggage:  
A brown paper carton.  
Isn't the Baggage Claim "Honor System" marvelous at airports?

## Chapter 9.

### THE DISTRAUGHT RELATIVE



See the anxious lady.  
See how worried she is.  
See how she paces up and down.  
See how she wrings her hands.  
Why is the lady so upset?  
Her husband is on an airline flight.  
And there is no telling what can happen.  
Oh, oh! The telephone is ringing.  
Ring, ring, ring.  
The lady has just received the news that she has been dreading.  
Her husband's plane has landed safely.  
Another \$200,000 Air Travel Insurance Policy shot to hell!

## Chapter 10.

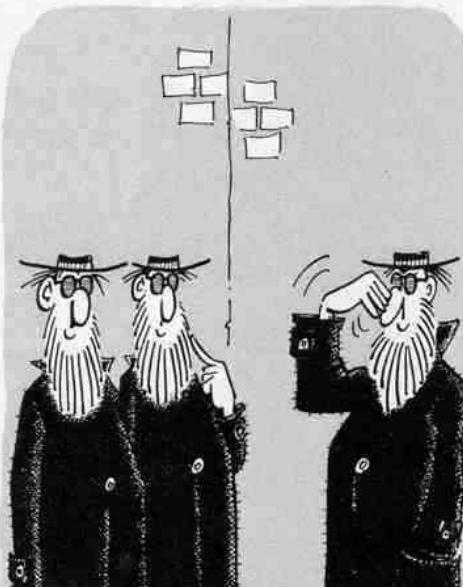
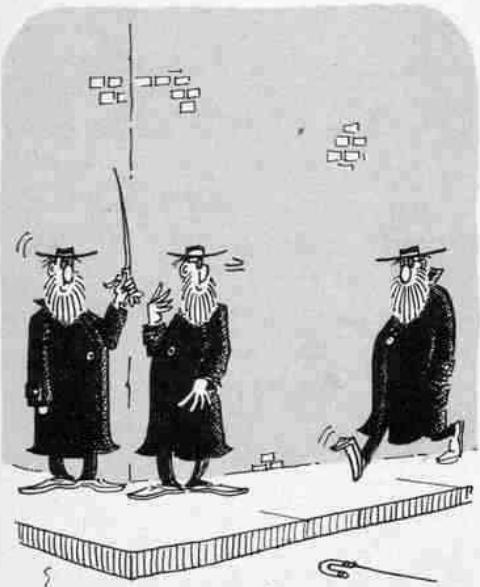
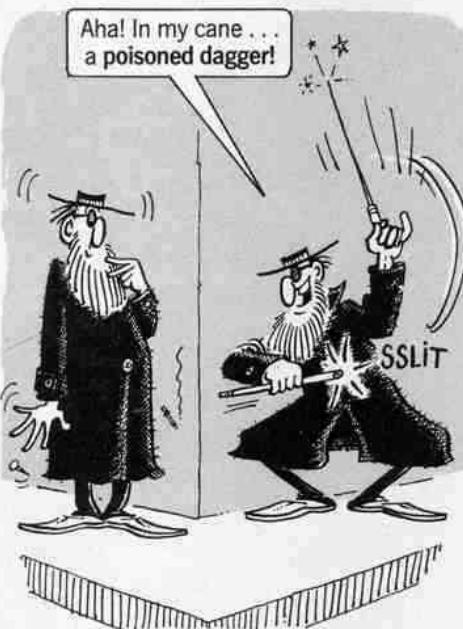
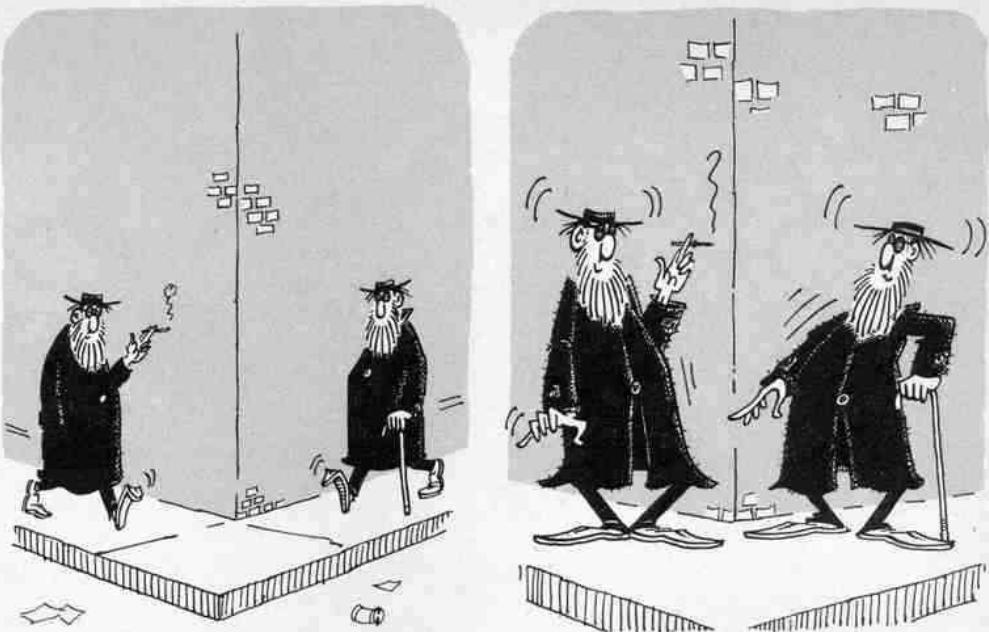
### THE DISTRAUGHT NEIGHBORS



See the lovely house.  
See the people who live in the lovely house.  
See them cringe in fear and cover their heads.  
See the windows shatter.  
See the doors rattle.  
See the dishes crash.  
See the furniture splinter.  
See the floor-boards quiver.  
See the goldfish having heart attacks.  
See the house leave its foundation.  
Is the lovely house under an atomic attack?  
No, the lovely house is under a Jet airliner  
Taking off from the airport next door.  
Isn't it fun living near an airport!



# SPY STUFF



GLUB-GLUB DEPT.



Movies and television have brought about a sharp increase in the public's interest in under-water exploration. People everywhere now want to be like Lloyd Bridges! (Which would seem to call for an article on "Plastic Surgery," not "SCUBA Diving"!) Last year, for example, 778,000 people took to the waters and spent countless hours exploring the deep. And many of these . . . especially the ones who took along SCUBA equipment . . . returned. Here then, gang, is . . .

# A MAD LOOK AT THE JOYS OF SCUBA DIVING

**(A STUDY IN DEPTH)**

ARTIST:  
BOB CLARKE

WRITERS: AL JAFFEE  
& DICK DE BARTOLO



SCUBA Diving has become extremely popular in recent years . . . mainly among all the people who just can't stand the shoving and pushing and jostling and noise of our overcrowded daily lives.

SCUBA Divers are thrilled the minute they come to a stretch of quiet, peaceful, serene water.

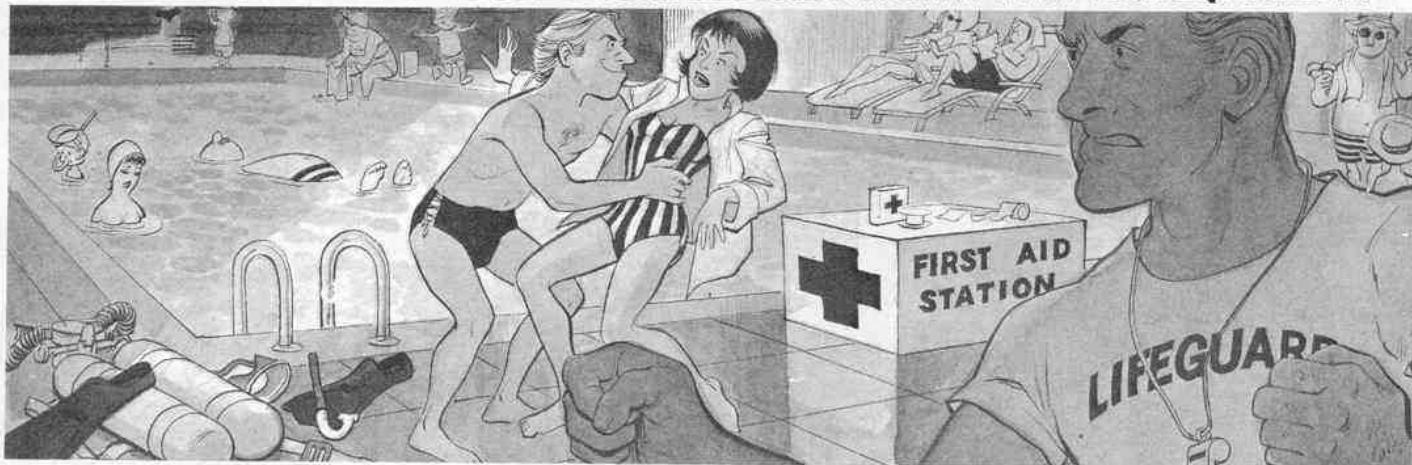


Unfortunately, the thrill quickly vanishes. Because under that water, they meet all the people who can't stand the shoving and pushing and jostling and noise of our overcrowded daily lives.



# SCUBA DIVIN

THE FIRST THING TO DO BEFORE DIVING: BECOME FAMILIAR WITH YOUR EQUIPMENT!



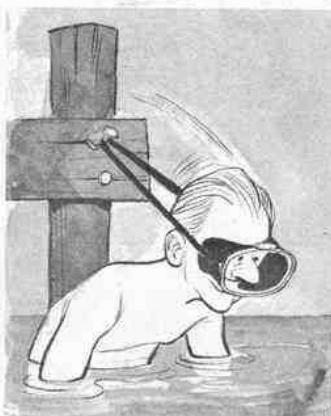
In the scene above, the prospective SCUBA diver is making a terrible blunder. He is not becoming familiar with his equipment. And we don't mean that pile of SCUBA junk on

the left. We mean that Medical Equipment on the right . . . which he will desperately need because he unwiseley became familiar with the Lifeguard's equipment—namely *his wife!*

## The Mask



To put on mask, hold up to face, pull straps over head.



Next, test mask for "snug" fit — which is so essential.



If mask seems snug enough, test for "water tightness."



If mask is snug, but still leaks, you may need new one.

## The Weight-Belt



The SCUBA Diver wears a weight-belt and weights (depending on his buoyancy) to make his underwater descent easier.

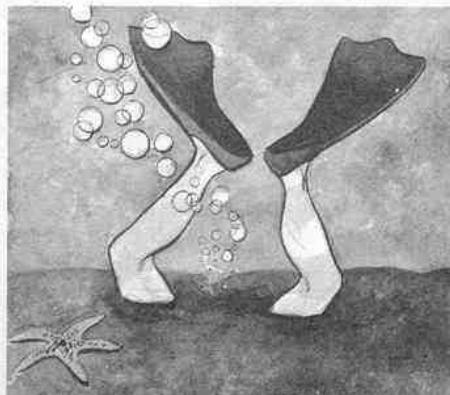
### Too Little Weight



### The Right Weight

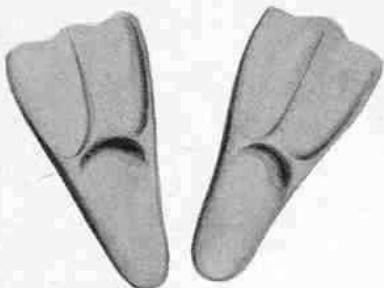


### Too Much Weight



# G E Q U I P M E N T

## The Swim Fins



This is what a set of Fins looks like. It's also what Donald Duck looks like . . . buried upside-down in the sand!

Fins give you greater speed and swimming range. In this swimming pool demonstration, swimmer A traveled 60 feet in one minute . . . without fins!

While swimmer B, using fins, traveled 80 feet in the same amount of time. Unfortunately for Swimmer B, however . . . it was only a 70-foot pool!

## The Air-Tank



**SINGLE TANK**



The single tank arrangement supplies air for short time.

**DOUBLE TANK**



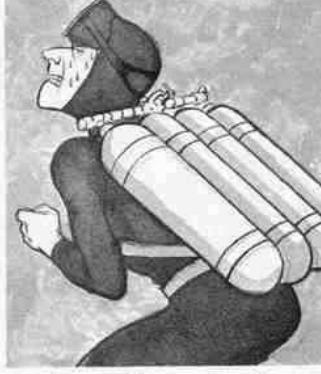
The double tank supplies air for a fair period of time.

**TRIPLE TANK**



A triple tank supplies air for a good period of time.

**QUADRUPLE TANK**



This supplies a hernia for a permanent period of time.

## The Knife



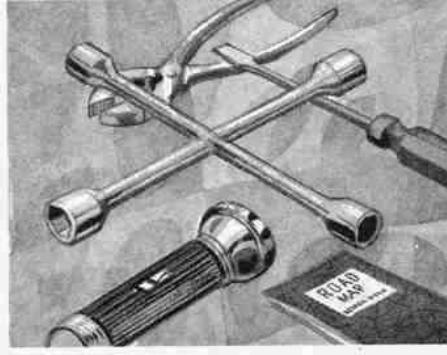
You are 50 feet underwater. Suddenly, 20 sharks attack. This is the point where an experienced SCUBA Diver puts his knife into action. Mainly, he kills himself!

## The Wet Suit



The temperature is 30° and you want to SCUBA Dive. If you own a wet suit, you can do this. You can even SCUBA Dive in zero degrees. But, Gad, you're going to freeze!

## Other Diver Equipment



The above items are only a bit of the "must" equipment every diver should have . . . **OOOPS!** We made a boo-boo! This is "must" equipment every **DRIVER** should have!

# GETTING INTO THE WATER

## The Right Way



Face boat, press mask, and gently lower yourself into the water. This will insure that your gear remains in place.

## The Wrong Way



This "show-off" dive will also leave your gear in place. Unfortunately, it won't be in the same place you are at!

# GETTING INTO THE BOAT



## ANOTHER WAY OF GETTING INTO THE BOAT IS BY FIRST REMOVING CUMBERSOME GEAR



First, put air tanks in ...



Next, put snorkel in ...



Then, put face mask in ...



Then, put swim fins in ...

Now see how easy it is to get in? Oh, by the way, we forgot to mention: Always put the air tanks in very carefully! Mainly, they're so heavy, they might go right through the bottom of the boat!



# UNDERWATER SAFETY

## THE SCUBA DIVER ALWAYS CARRIES A GREAT DEAL OF SAFETY EQUIPMENT

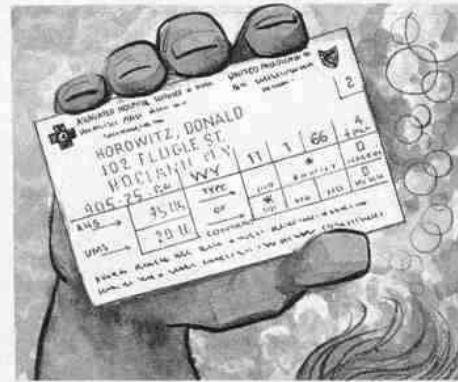
Should a SCUBA Diver's air supply fail, he always carries a "snorkel".



Should a SCUBA Diver's snorkel fail, he always carries an inflatable life vest.



Should his inflatable life vest fail, a SCUBA Diver always carries Blue Cross.



### THE SCUBA DIVER'S FLAG BUOY



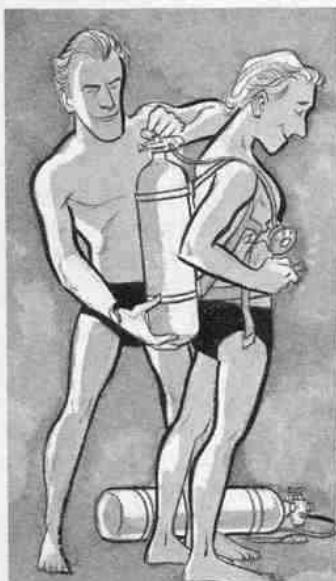
The SCUBA Diver's Flag Buoy is extremely important for his safety. It tells boats in the area that he is diving below.



This is important because it also tells the Diver where it is safe to come up, which is mainly anywhere the flag isn't!

## THE BUDDY SYSTEM

It is extremely dangerous to SCUBA Dive alone. For that reason, a Diver should always have a "Buddy" to depend on. Here are a few things "Buddies" should know:



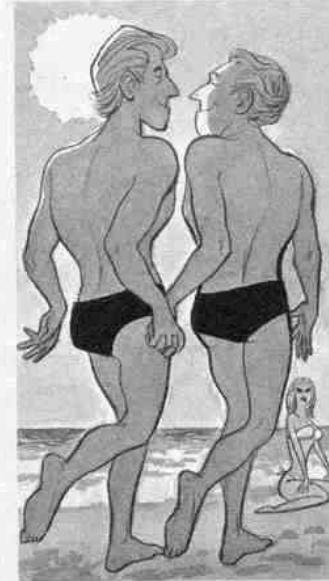
Buddies should know how to help each other put on and take off complicated gear.



Buddies should know how to stay close together at all times while SCUBA diving.



Buddies should know how to communicate underwater to share joys and discoveries.



But most important of all, buddies should know when to stop being such good buddies.

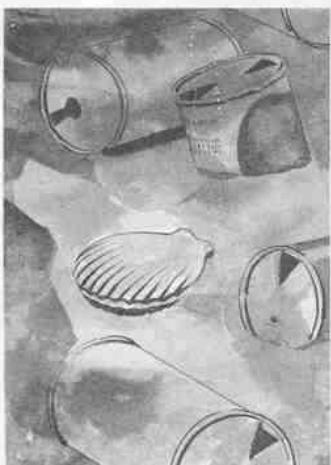
# COMMUNICATIONS UNDERWATER

Unless a SCUBA Diver can afford expensive radio equipment and special masks, there is no other way to communicate underwater except by sign language. The novice Diver should memorize these hand signals—his life may depend on them:



# EXPLORING UNDERWATER

The waters around us, whether ocean or lake, abound with magnificent marine life. The Diver will be richly rewarded if he is alert and observant and seeks them out.



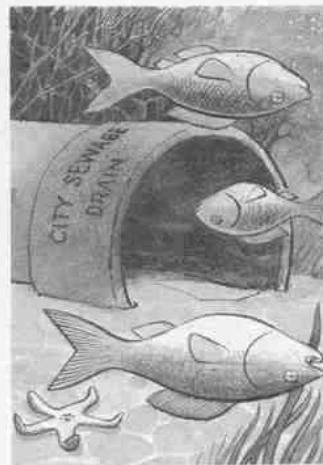
Here is a lovely sight to see—a bay scallop skipping gaily through placid water.



Snails are plentiful, and they are fun to watch as they slowly wend their way.



Bright colored underwater plants sway to and fro like graceful ballet dancers.



Many varieties of fish will float lazily by in swiftly moving currents and eddies.



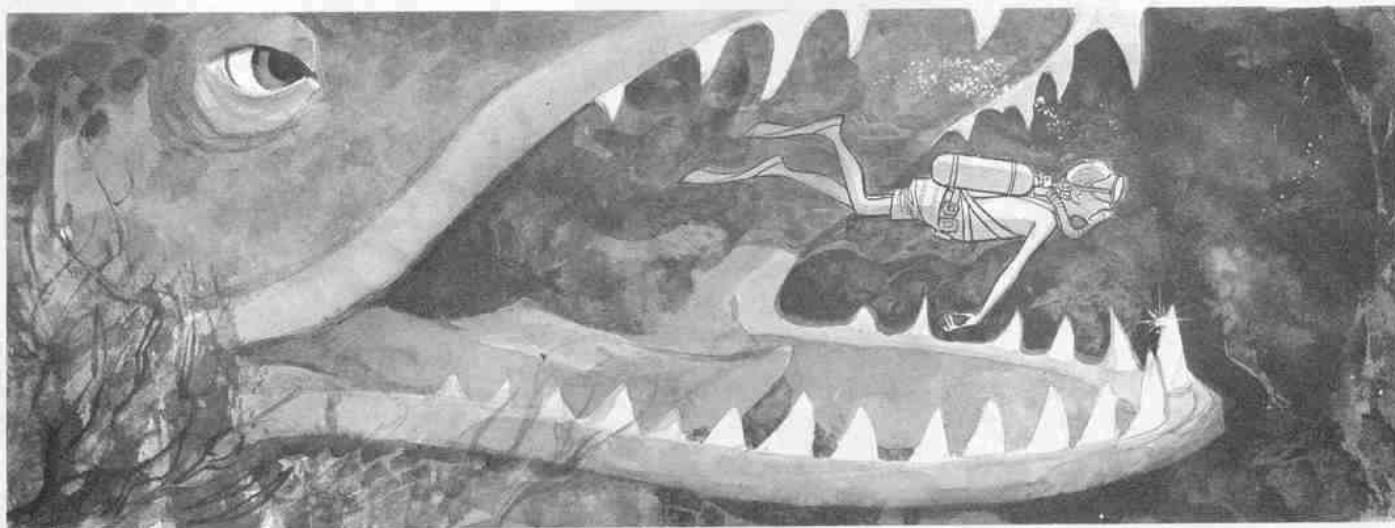
Here we see a beautiful white "Arch Coral," distinguished by its symmetry.



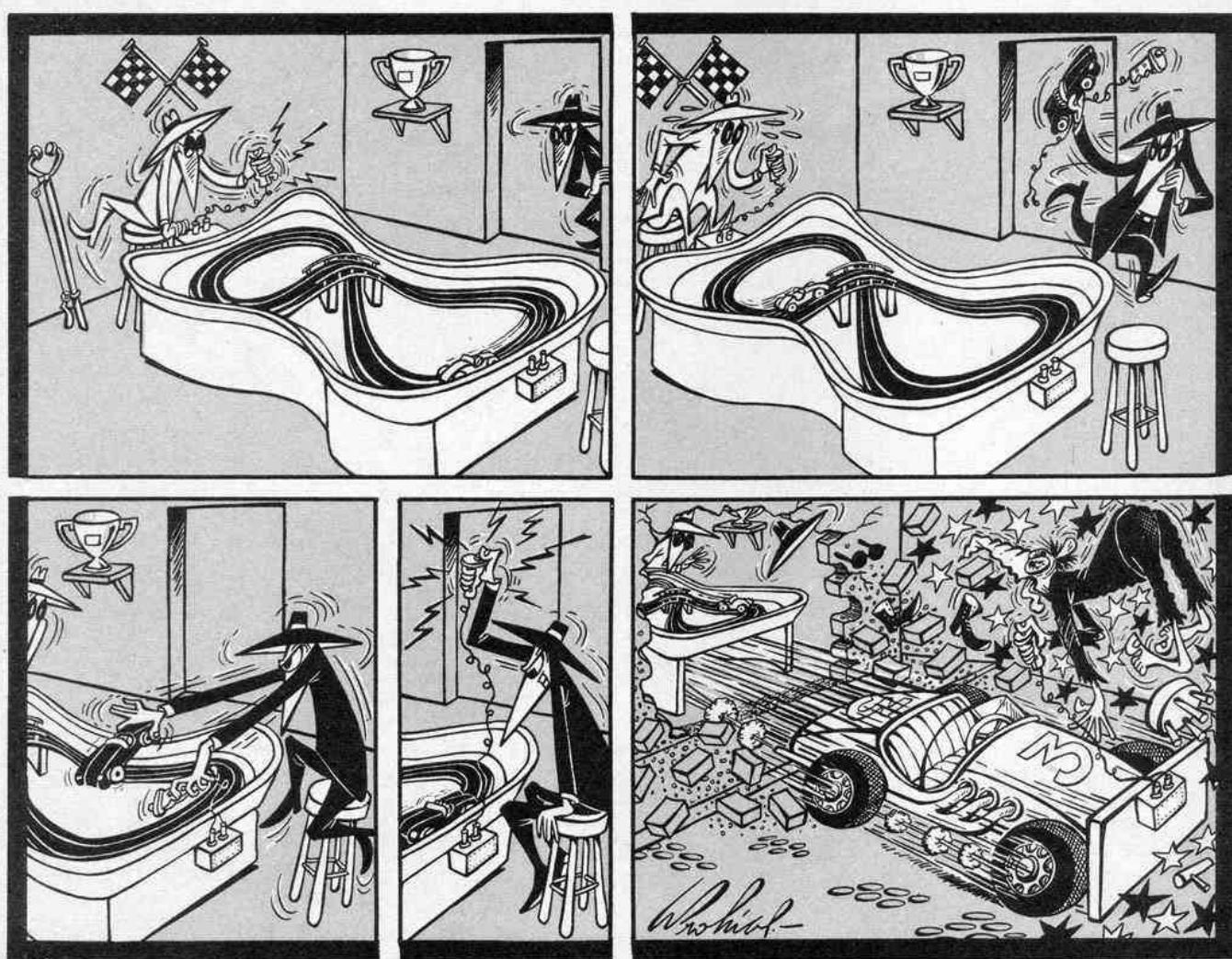
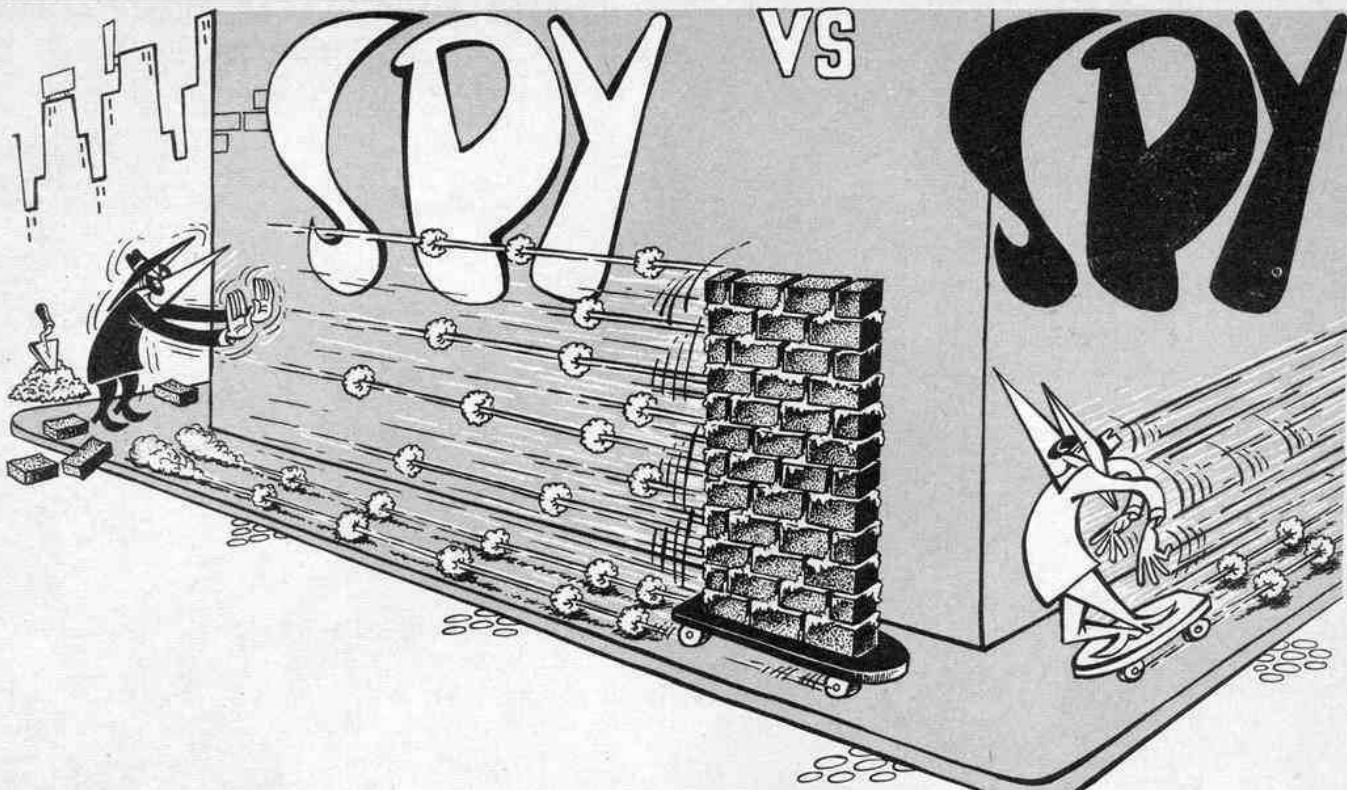
Here we see the dazzling "Pink Giant Sausage Plant," gracefully undulating.



Now we see the little "Picket Corals," growing in their semi-circular design.



Yes, there is no limit to Nature's bounty under the sea . . . providing, of course, that you are alert to its dangers as well as its pleasures. The beautiful, and yet safe places above are certainly spots that any diver would be anxious to revisit!



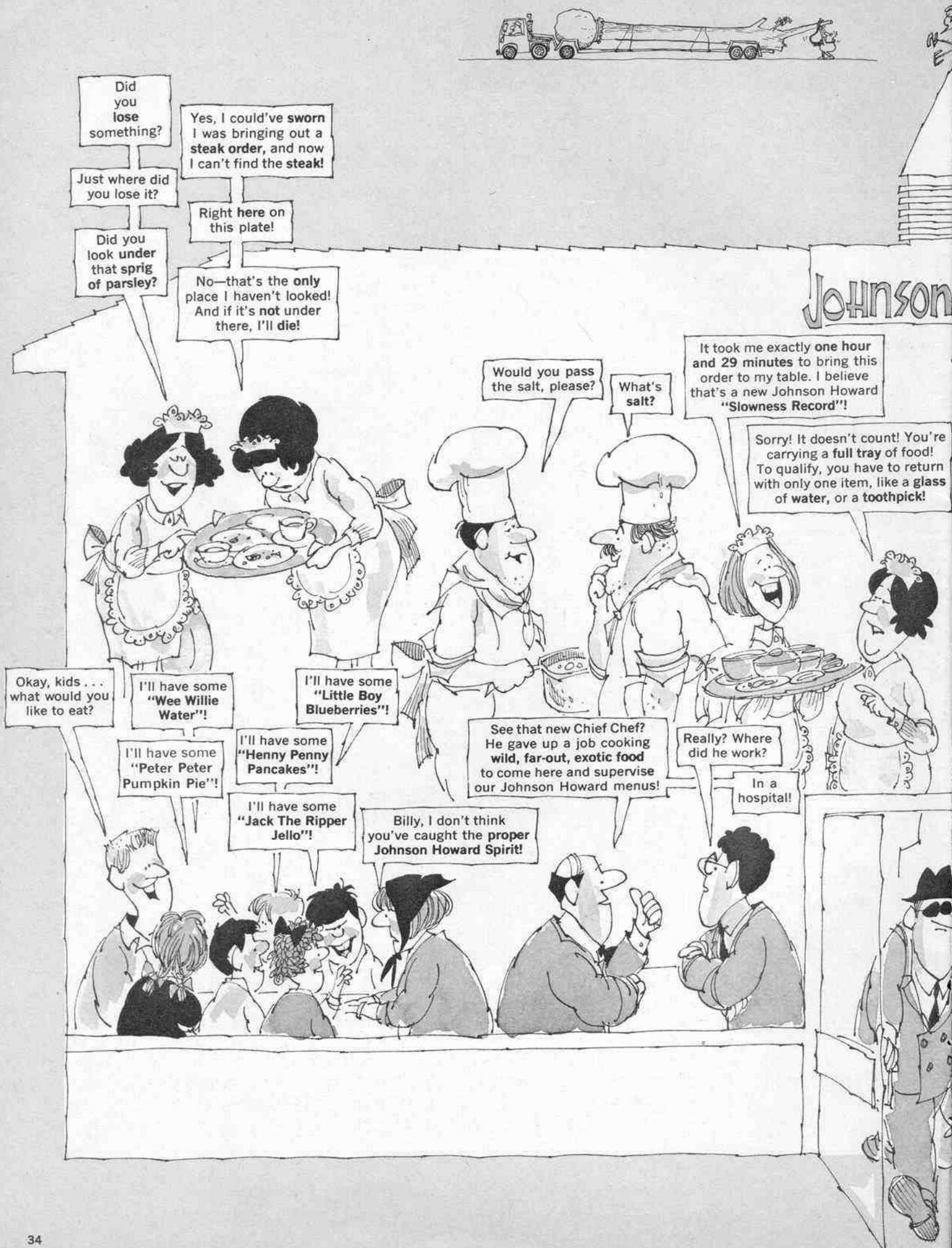
ONE FOR THE ROADHOG DEPT.

HEY GANG, LET'S TAKE A LOOK AT AN AVERAGE, HUNGRY AMERICAN FAMILY RIDING ALONG AN AVERAGE HIGHWAY IN MOST PARTS OF THIS COUNTRY . . .



Anyone that has traveled around the country by car knows what it's like to be caught under the hypnotic spell of the "Johnson Howard" name . . . the name that is synonymous with American Roadside Dining. What is it about a Johnson Howard's that attracts motorists like the sea attracts Lemmings? Is it the delicious food? Is it the prompt, courteous service? Is it the 28 exotic ice cream flavors? Just what goes on inside these orange-roofed colonial-style restaurants that continues to strengthen their Svengali-like hold on the American public? Let's find out as . . .

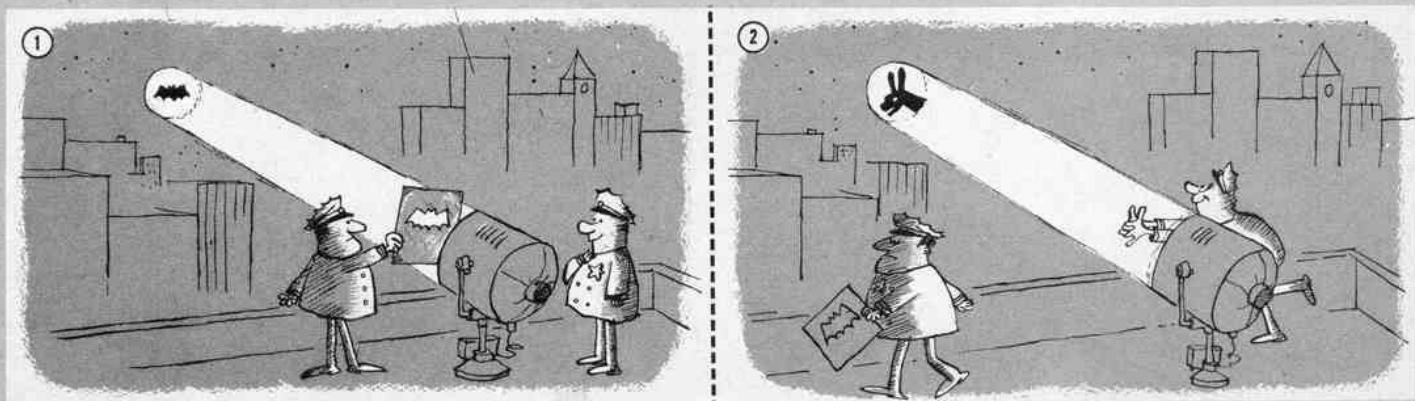
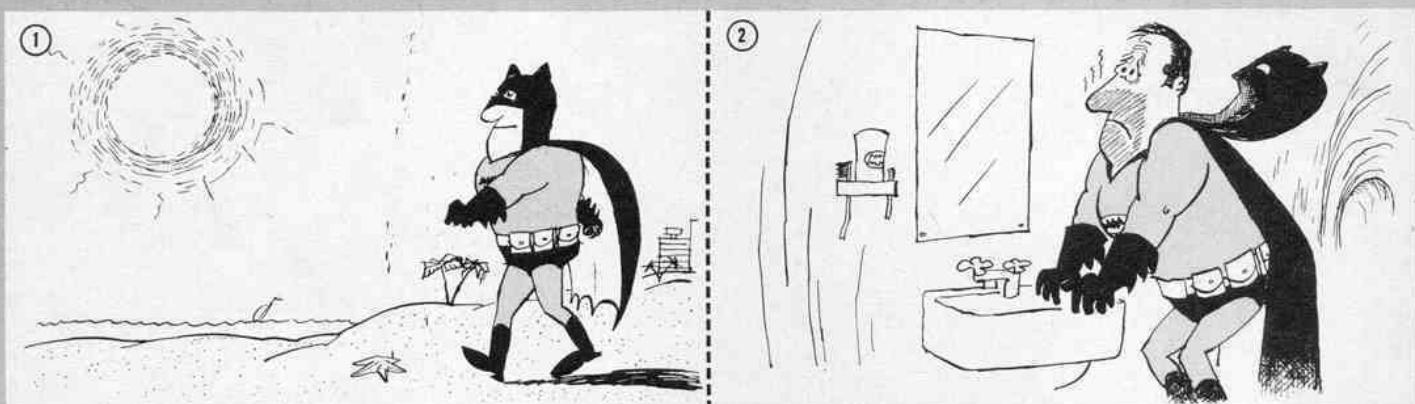
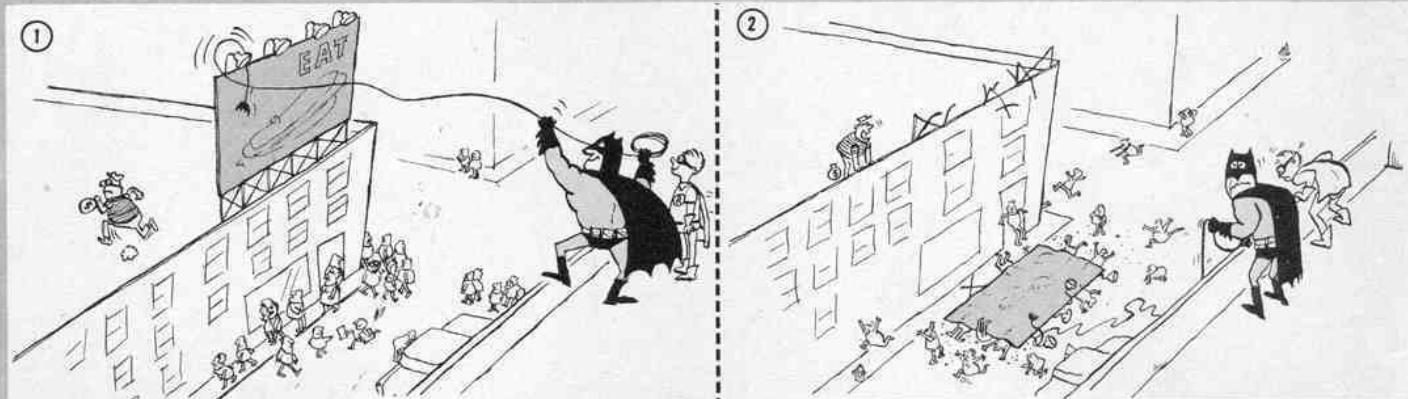
# MAD VISITS A TYPICAL **Johnson Howard's** Restaurant





WEST-WARD-HO-HO! DEPT.

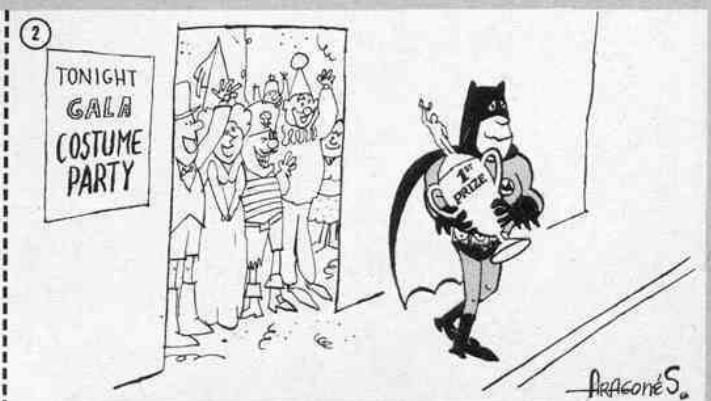
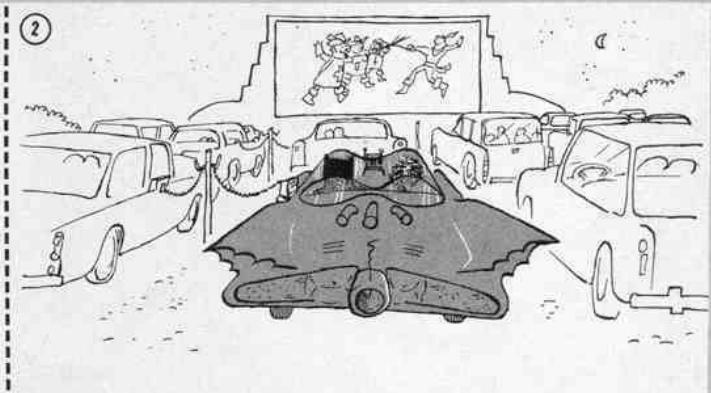
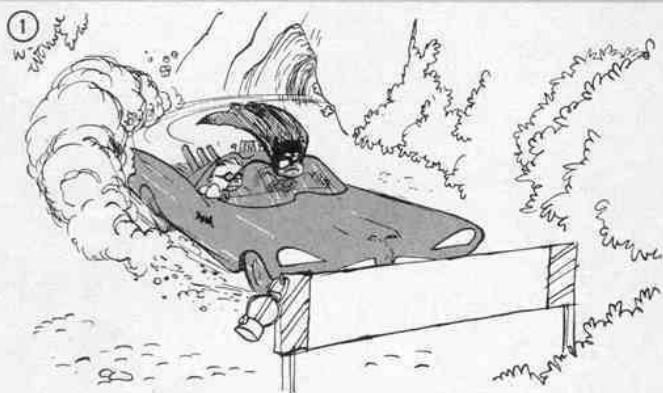
# A MAD LOOK



# AT BATMAN



ARTIST & WRITER: SERGIO ARAGONES

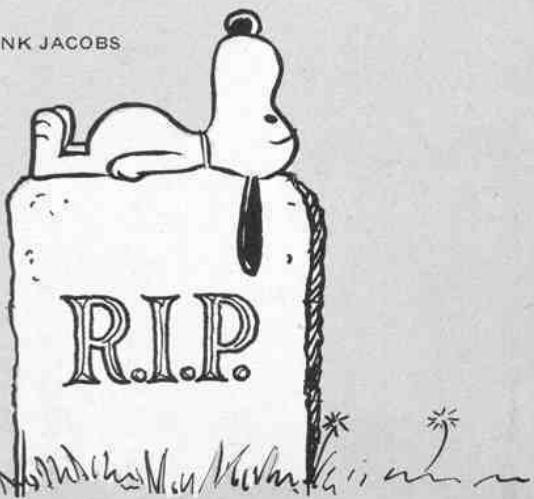


Aragones

According to U.S. Government statistics, the average American lives to be 70 years old. This, however, is not the case with the average American comic strip character. In the comics, it seems that people never die of old age; they just go on living... presumably forever. And this, of course, is preposterous. Nobody can live forever, not even these lovable folks in the comic strips. Therefore, let us look ahead to those black days in the not too far off future when we will open our newspapers, turn to the death notices, and be greeted by the following...

# Obituaries For Comic Strip Characters

WRITER: FRANK JACOBS



## Oliver Warbucks Dies; RENNOWNED TYCOON WAS 71



Oliver Judson Warbucks

Oliver Judson Warbucks is dead.

The 71-year-old tycoon, who was known as "The Shirt-Stud King", collapsed in his Manhattan offices this morning on learning that President Johnson would run for re-election.

Born Oliver Warbrzsky

in Brooklyn, Warbucks began his career as a peddler of men's underwear. With his profits, he began his shirt-stud company in the back of a candy store. After wiping out his competitors in the famed Rhinestone Price War of 1922, he merged his activities into one giant corporation, "Warbucks, Punjab and Asp."

Warbucks leaves one survivor, an adopted daughter, Annie, 45, to whom he has bequeathed the sum of one dollar. The remainder of his \$17 billion estate will go to the National Institute to Combat Baldness.

It is requested that no flowers be sent to the funeral. Mourners are asked, instead, to send contributions in Warbucks's name to the John Birch Society.

## KATZENJAMMERS PERISH IN BLAST



Mr. Hans Katzenjammer

Twin brothers Hans and Fritz Katzenjammer, 72, were killed today when their home-made bomb exploded prematurely. The victims had planned to detonate the bomb underneath the chair of their father, Captain Heinrich Katzenjammer.

The Katzenjammer brothers were born in Donnerwetter, a suburb of Munich, Germany, but were deported by the German Government in 1914 for being too warlike.



Mr. Fritz Katzenjammer

The family moved to a small island off the coast of Africa where the brothers spent their careers inventing new methods of liquidating Captain Katzenjammer and a family friend, known as "The Inspector".

No funeral services will be held. Instead, the surviving members of the family will hold a three-day celebration. Arrangements are being handled by Rollo Worthington, a family friend.



# MANDRAKE DIES MYSTERIOUSLY



PHOTO TAKEN IN 1945

Mesmerist M. J. Mandrake

Mandrake J. Mandrake, 68, the noted magician, died today under mysterious circumstances while rehearsing a new magic act for the Ed Sullivan Show.

According to police, Mandrake had just finished successfully changing his assistant, Sidney Lothar, into an ocelot, when the beast suddenly attacked him, clawing him to death before the magician could utter the magic words that would have brought Lothar back to his human form.

Mandrake is survived by a half-brother, known as the Phantom. Lothar has been purchased by the Bronx Zoo.

The New York Daily Mirror

# JOE PALOOKA DIES AFTER RING KNOCKOUT

Joe Palooka, one-time heavyweight champion, died last night shortly after being knocked out in a five-round preliminary bout in the Altoona, Pennsylvania, Boxing Arena. The 55-year-old boxer was attempting a comeback.

According to his ex-manager, Knobby Walsh, now retired in Miami, Palooka refused to give up boxing even though he had been knocked out in 31 of his last 32 fights.

In recent years, Palooka worked as a sparring partner for local boxers and as a runner for city mobsters. It is estimated that the former champion earned more than two million dollars in his prime. But a series of bad investments left him bankrupt.

He is survived by his ex-wife, the former Ann Howe, now a waitress in the Times Square area.

# REX MORGAN DIES; PHYSICIAN WAS 49

Dr. Rex Morgan died in his office last night after trying unsuccessfully to remove his own appendix. He was 49.

Morgan was born outside Crawford's Crossing, West Virginia, and graduated with honors from the Acme Correspondence School in 1936, receiving a degree in Animal Husbandry. Three years later, he entered the Eastern West Virginia School for Veterinarians, but was dismissed from the institution after incorrectly diagnosing a hoof condition in a champion Black Angus as "Athlete's Foot".

Further details of his career were unavailable. Telephone calls to his office for the purpose of gathering this information were intercepted by his Answering Service, who insisted he was "making rounds at the hospital".

Whether you like a tickle

# DAGWOOD BUMSTEAD DIES IN ACCIDENT AT OFFICE



Mr. Dagwood Bumstead

Dagwood Bumstead, 61, was crushed to death today in a giant computer. The accident occurred in the offices of the J. C. Dithers Construction Co.

In describing the tragedy, J. C. Dithers, president of the firm, said that he had told Bumstead to run some information through the computer. Bumstead, it appears, took the order too literally.

Dithers immediately announced that he would use the money in Bumstead's pension fund to pay for the cost of repairing the computer.

Bumstead was employed by Dithers as an assistant associate junior executive. He joined the company in 1938 as an assistant associate junior executive.

Pallbearers at the funeral will include Dithers, neighbor Herbert Woodley, postman Myron Beezley, and Horace Dripple, a family friend.

# Henry Smith Found Dead In Elevator



FROM A 'RECENT' PHOTO

Mr. Henry Smith

Henry Smith, 48, was found dead today in a stalled self-service elevator. A doctor at the scene estimated that Smith had been trapped there for at least three weeks.

According to medical reports, Smith remained alive until shortly before his body was found. It is believed that if he had cried out for help he could have been rescued. But for unknown reasons, he failed to let his presence in the elevator be known.

Friends and relatives of the deceased will attend private funeral services tomorrow at 11:00 A.M. at which time, in Henry's memory, they will observe two minutes of noise.

# Mary Worth Is Dead At 83; Made Fortune Selling Apples

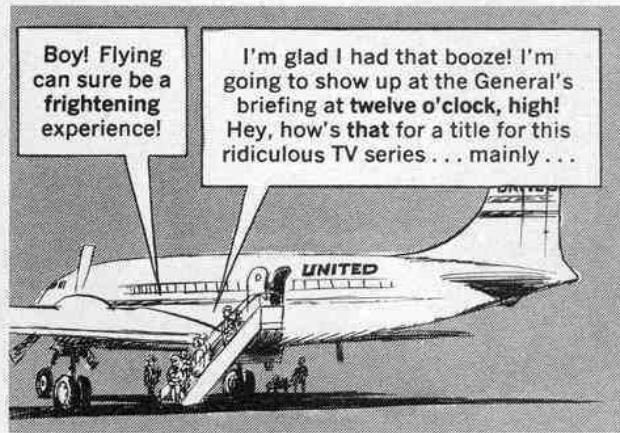
Mary Worth, 83, died today of an acute earache. She had acquired the ailment, doctors reported, as a result of having to listen to the problems of her several hundred friends over the past fifty years.

Born in Kenosha, Wisconsin, Miss Worth was the daughter of vaudeville stars, Sam and Flossie Worth. At 18, she began her own stage career, becoming famous as an exotic dancer at the St. Louis World's Fair in 1904. She was known especially for her daring artichoke dance, in which she performed in a costume made up of two dozen artichokes.

When her savings were wiped out by the Stock Market crash of 1929, Miss Worth was forced to sell apples. Known as Apple Mary, she amassed a fortune, which enabled her to devote the rest of her life to her favorite hobby, meddling.

Miss Worth is survived by a distant cousin, Juliet Jones.

**BOMBS AWAY DEPT.**

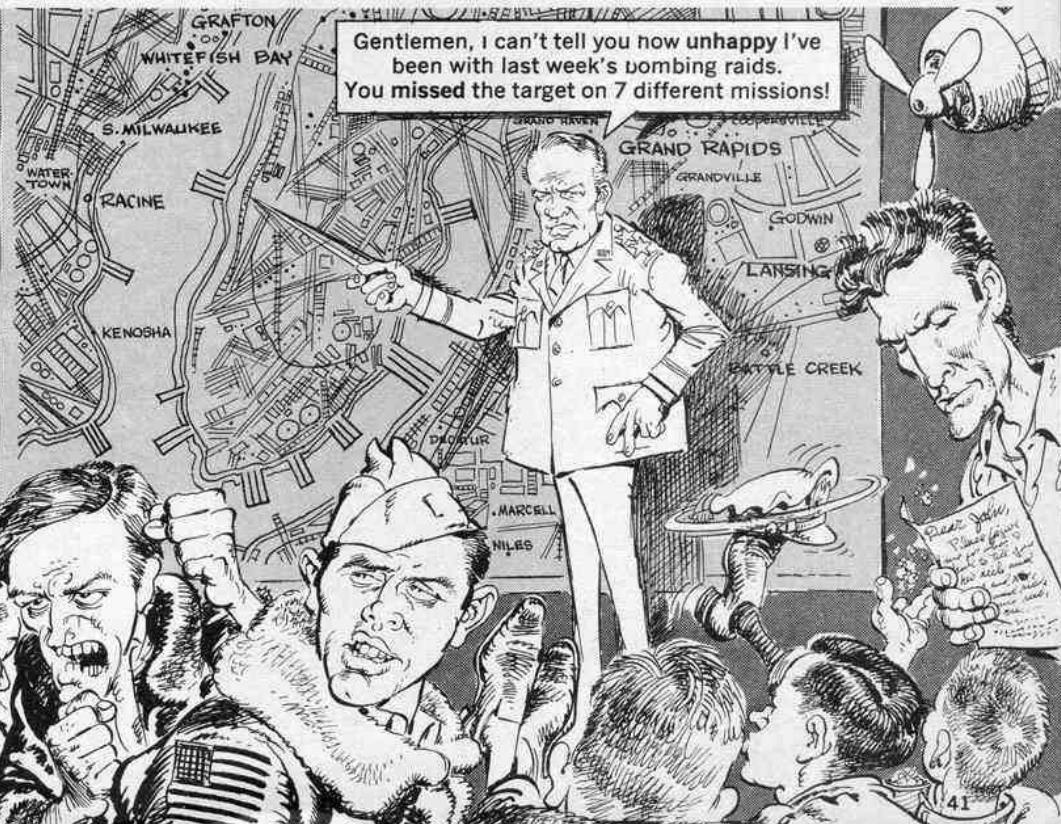


# 12 O'CROCKED HIGH

ARTIST: MORT DRUCKER

WRITER: DICK DE BARTOLO

**ACT I**  
The 918th Bombardment  
Group Headquarters



But sir, that target defies all means of practical bombing. It's on the side of a mountain! The missions were impossible!

Then I guess there's only one man for the job ...

You mean ...

Yes ... Batman!

Not Batman, you idiot! Colonel Gullible! Hello? Sergeant? Has Colonel Gullible arrived yet? Good! Send him in immediately!



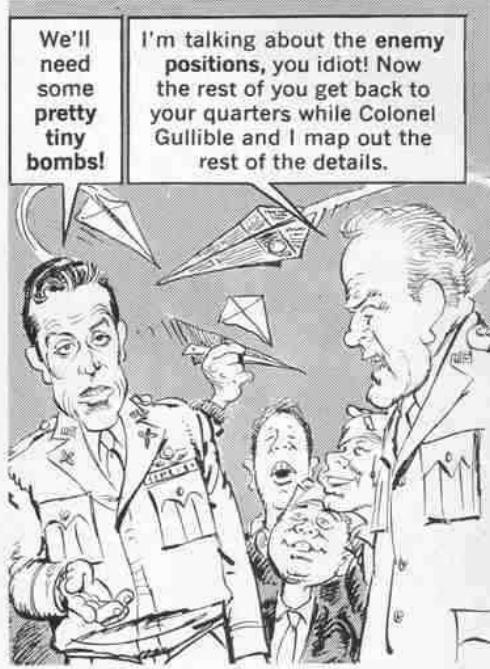
Glad to see you, Colonel. I was just briefing the men on this new mission. These red pins represent our positions, and the black pins are the bad guys!

What are those blue pins ...?

That's the color my wife wants the dining room. But forget that! What I want is a bomb dropped squarely on every black pin!

We'll need some pretty tiny bombs!

I'm talking about the enemy positions, you idiot! Now the rest of you get back to your quarters while Colonel Gullible and I map out the rest of the details.



First let me tell you, Colonel, that I've selected the best co-pilot available for this mission: Capt. Sweat!

You mean Old Sweaty? My roomie at West Point? My buddy in basic training? My co-pilot on my first flight?

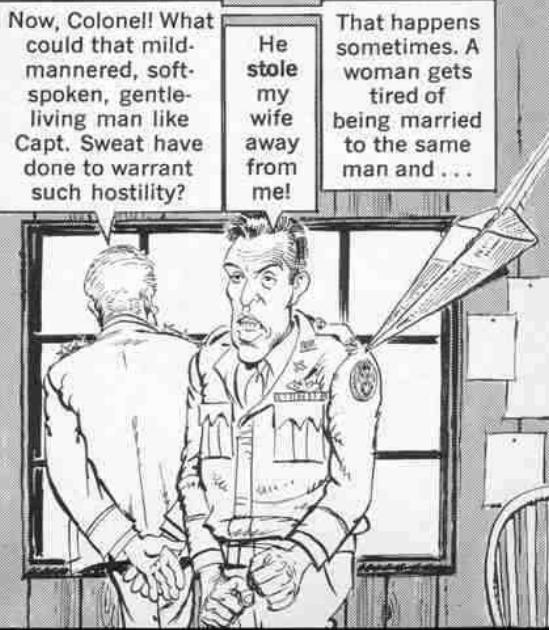
That's him!

I hate his guts! If he goes, I stay! And if I go, he stays! And if we both stay, you go! And if ...

Now, Colonel! What could that mild-mannered, soft-spoken, gentle-living man like Capt. Sweat have done to warrant such hostility?

He stole my wife away from me!

That happens sometimes. A woman gets tired of being married to the same man and ...



On my wedding day? He was my best man! He was also the first one to kiss the bride! And that was the last I saw of both of them!

I never figured you to be the kind to hold petty grudges. But even so, Colonel, personal matters are one thing, bombing pins are another! You're going to sweat out that mission with fly—er—fly out that mission with Sweat... and that's an order! I only wish I was going with you...

Why don't you come along, sir?

I have a serious disability that keeps me from flying. Worst case of dandruff in this man's army. And you know what a drawback that can be in a crowded cockpit. So I'll do the best I can down here. Now good luck, Colonel Gullible! And if you don't mind, here's a few quarters for you to take out some flight insurance in my name...



## ACT II—The Plane

Well, if it isn't old Colonel Gullible! Funny thing—your wife and I were just talking about you the other day. How are you, Joey, boy...

Don't you call me Joey, Sweat! Ever!

Touchy about your first name?

Yes! Especially since it's Jimmy! But I'm Colonel Gullible to you, Captain Sweat! Remember that! And one thing more—I may have orders to fly with you, but there's nothing in the rule book that says I gotta like you! Personally, I hope your half of the plane crashes!

If that's the way you want it, Colonel, that's the way it will be. Your wife and I couldn't care less!

Are you ready for take-off, Red-Dog?



The right wing, engines and landing gear are, sir!

The left wing, engines and landing gear are, too—maybe more so, sir!

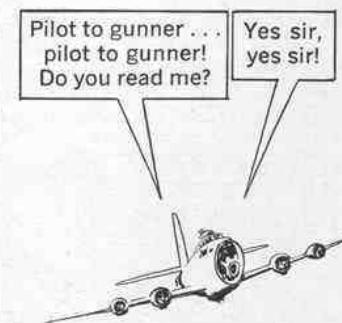
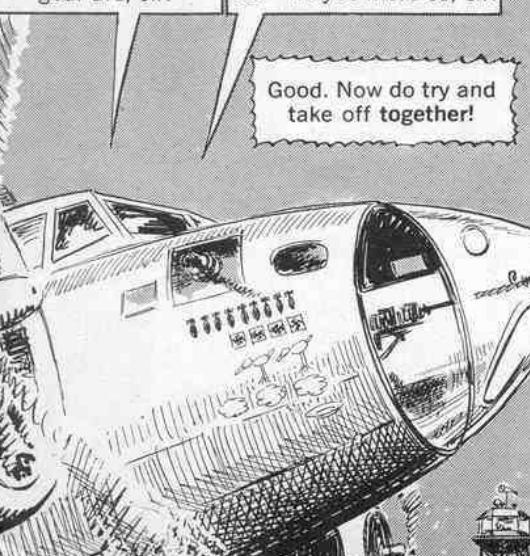
Good. Now do try and take off together!

Pilot to gunner... pilot to gunner! Do you read me?

Yes sir, yes sir!

"Yes sir, yes sir?" What's that, a nursery rhyme? "Yes sir, yes sir, three bags full"? It's "Roger" on a plane, Cummings. You know that!

This isn't Roger, sir. This isn't even Cummings! This is Sgt. Wolfe. I pretended to be Cummings—which wasn't easy considering I'm 4 foot 6 and he's 6 foot 4—



It is you, Wolfe! Are you out of your mind? You're not trained for this kind of mission. I'm taking this plane home!

You can't do that! This plane is government property and I'll report you for stealing if you take it home!

Please let me go on this mission, Colonel. I'm tired of all the other guys saying my job means **nothing** and that they do all the dirty work!

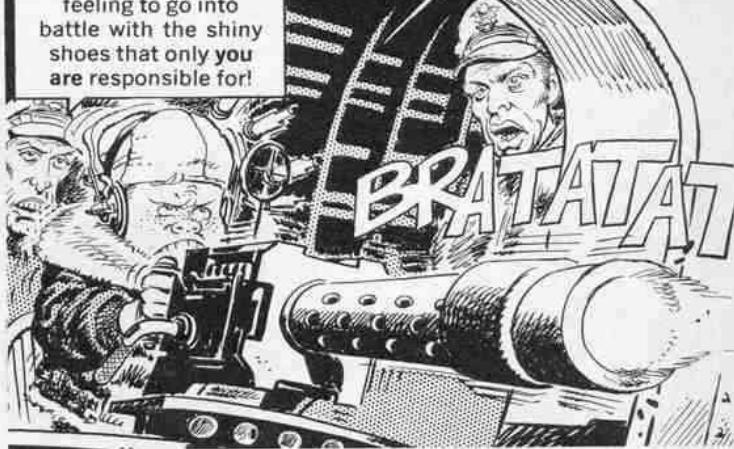
You do the dirtiest work on the base, Wolfe. You're the finest **boot-black** I've seen. The way you scrape the mud off the boots and all.

Why, it's a great feeling to go into battle with the shiny shoes that **only you** are responsible for!

Tail gunner to pilot . . . aircraft at ten o'clock!

Let me show you what I can do, sir!

Wolfe, don't!



How's that, sir?

Excellent! But I don't think Pan-American Airlines is going to be too thrilled about it. You know . . . with the civilians and all! But you **did** show spirit! So I'm going to let you stay on, even though I'm breaking every rule set up by our government—not to mention a few set up by the enemy.



Perhaps the reason has something to do with the fact that both you and Captain Sweat are not in the cockpit, sir!

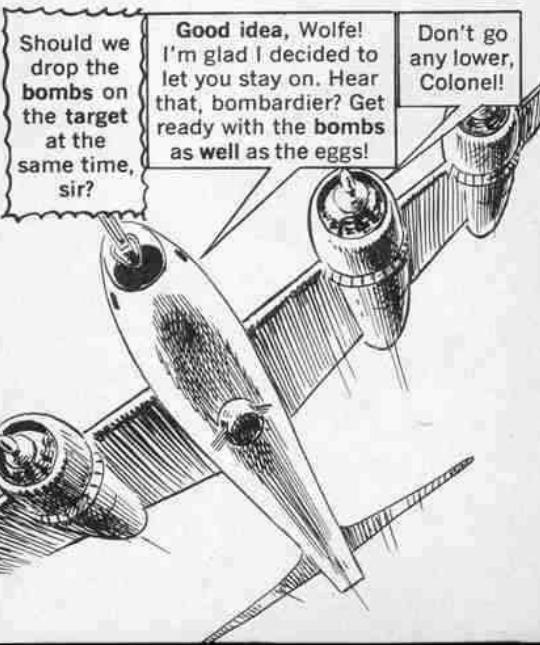
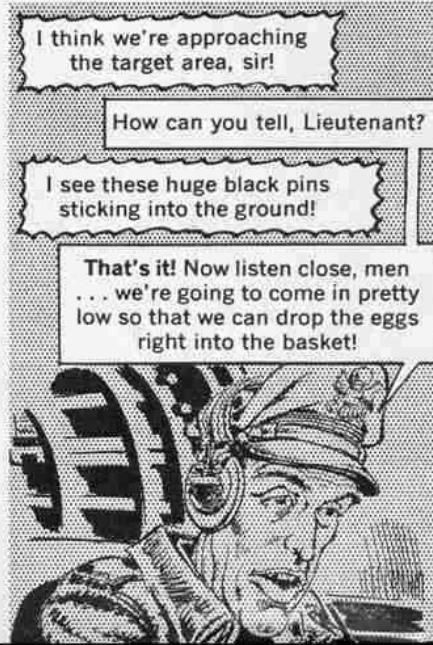
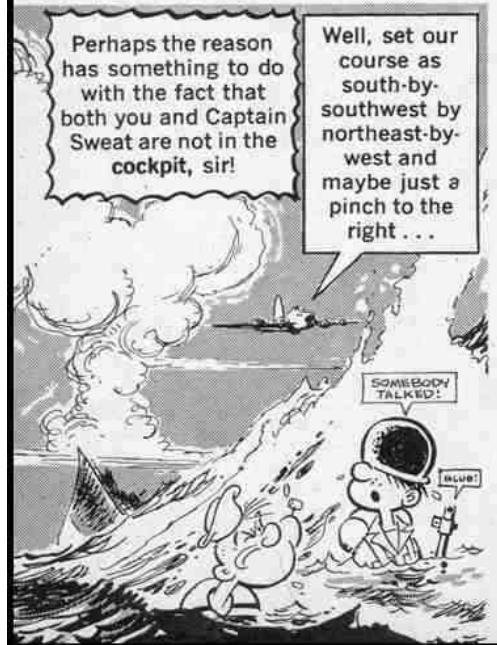
Well, set our course as south-by-southwest by northeast-by-west and maybe just a pinch to the right . . .

I think we're approaching the target area, sir!

How can you tell, Lieutenant?

I see these huge black pins sticking into the ground!

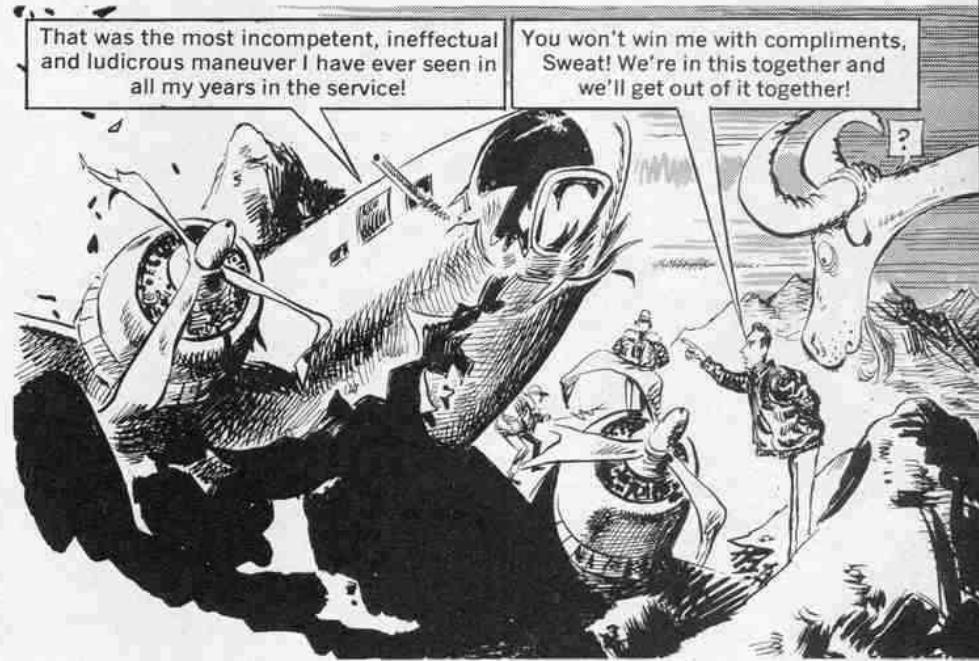
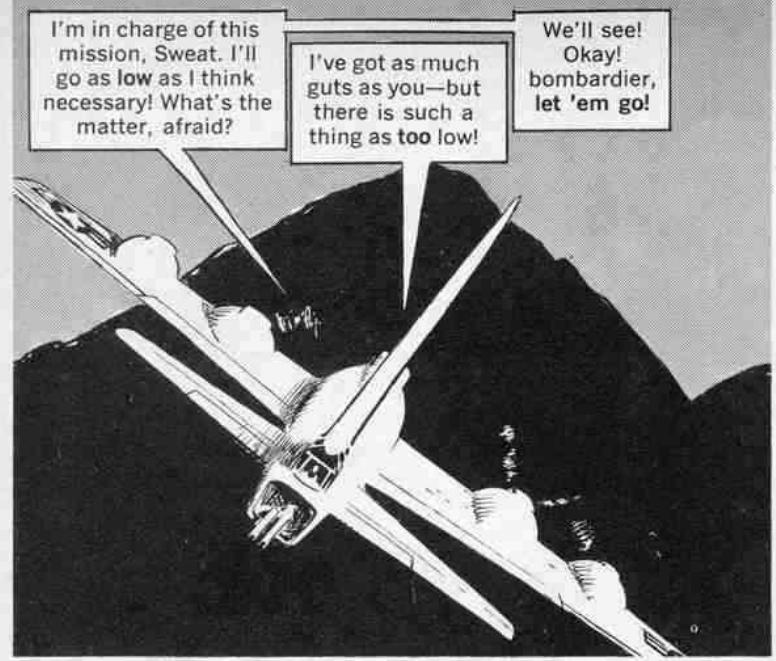
That's it! Now listen close, men . . . we're going to come in pretty low so that we can drop the eggs right into the basket!



Should we drop the bombs on the target at the same time, sir?

Good idea, Wolfe! I'm glad I decided to let you stay on. Hear that, bombardier? Get ready with the bombs as well as the eggs!

Don't go any lower, Colonel!



Monsieur, in French "mais oui" means "but yes!" First, you go down this path for 2 millimeters, then turn left for 3 kilometers, right for 4 decimeters and left again for 2 parking meters. You'll see a small stream with an old man fishing. Say to him: "Are the barracuda biting?" He'll answer: "What are you, some kind of nut?" Then he will tell you what to do next!



Thank you, and Vive La France! Same to you, fellas!



### ACT III—At The Stream

"Are the barracuda biting?"

"What are you, some kind of nut?"  
Swim across this river. Your next contact is on the other side. New password: "When the moon comes over the mountain!" He'll answer: "What ever happened to Kate Smith!?"



Hello! "When the moon comes over the mountain!"

What are you, some kind of nut?

Hey, that's the old password!

What password? I don't know from passwords! All I know is that this river is infested with barracuda and you had to be some kind of nut to swim in it!

We were told a man would meet us here—

My Dad usually does this job, but now, I'm afraid he's gone!

The Germans got him?

No, he's on vacation. But we have no time for small talk. The railroad tracks are a hundred meters from here and the next train is due at 10 o'clock...



But it's 10:30 already!

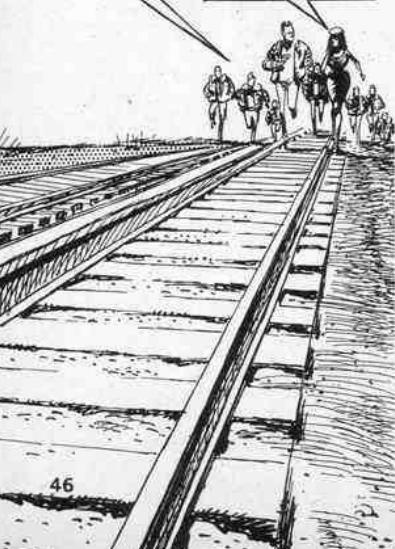
Then we'll have to hurry even more...

I thought you boys might be hungry, so I brought some bread and wine with me...

I have a small can of tuna...

Try these Oysters Rockefeller...

Ah, home... I long to see the little woman again—with her long hair and beautiful eyes! And I miss my wife a bit, too...



We're getting close to the village of Roald-Dahl! Your contact will be a fisherman who will get you on a boat that will take you to England.

How will we know which fisherman?

There is only one. How many fishermen do you need in a town 300 miles from the ocean? The whistle is blowing. That's the signal!

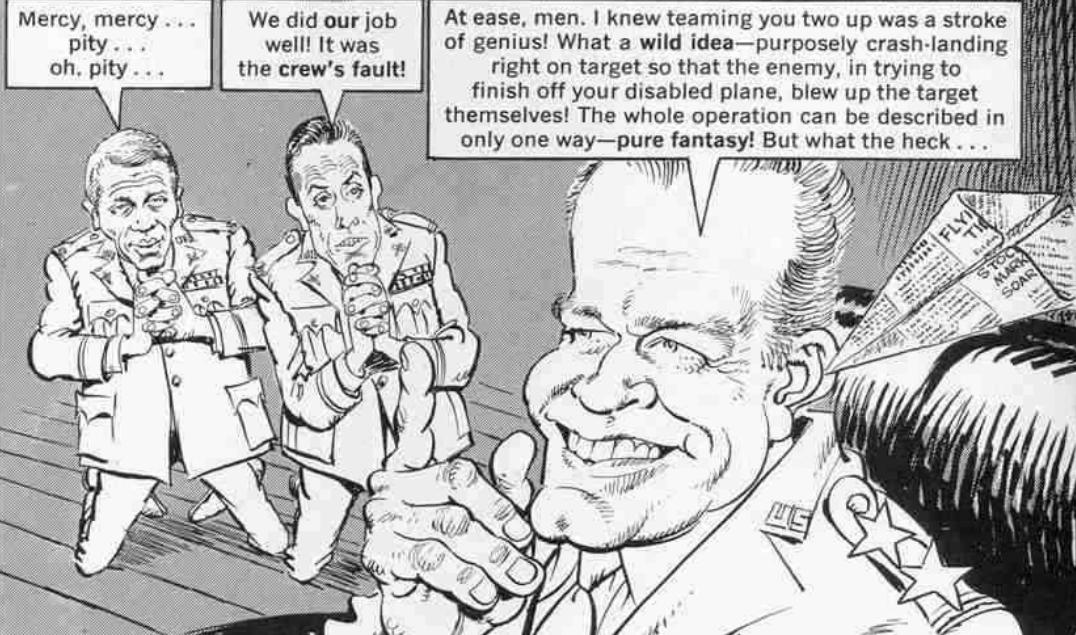
Can we jump now?

Mais oui!

Okay, may we jump now? You'd better! If I hear that awful gag one more time I'll push you out!



## ACT IV—Headquarters

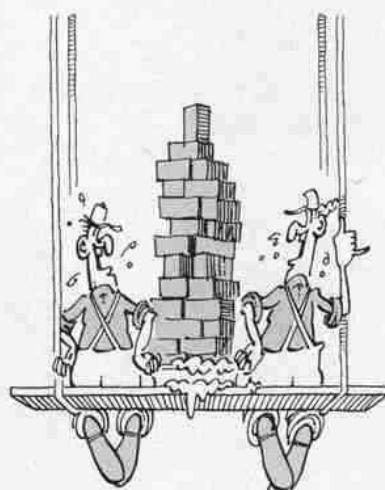
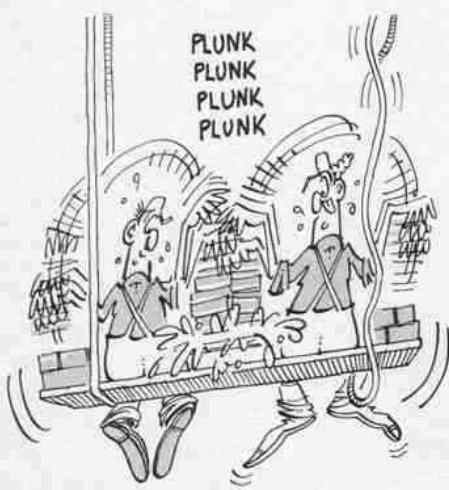
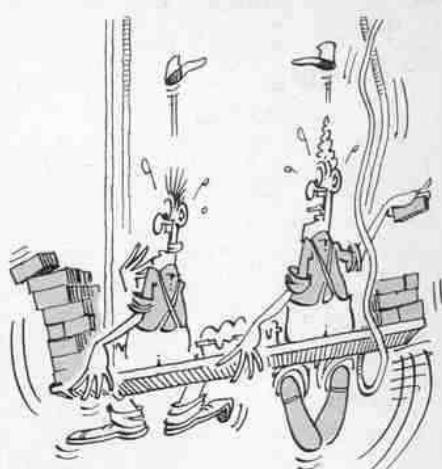
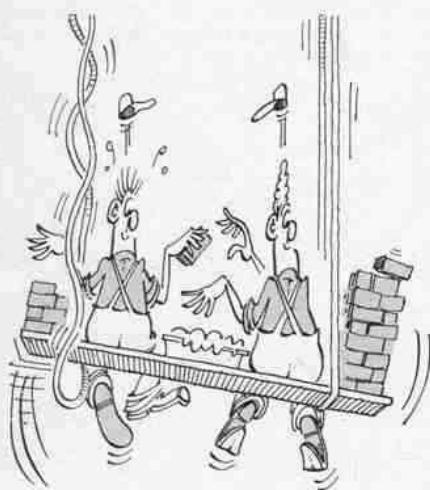
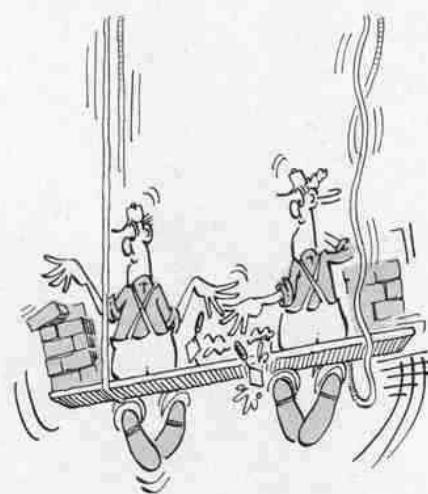
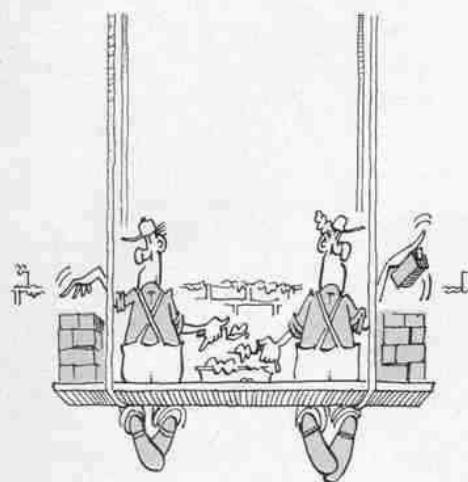


## EPILOGUE

Well, Sweat! We were thrown together against our will, but side by side we accomplished our mission! So, before we part, I'd like to give you a little something to remember me by... something that will remind my wife of me each time you're together... something I hope you'll keep permanently...



# THE BRICK LAYERS...



WHAT PROFITABLE  
CAR-BUYER MARKET  
WILL AUTOMAKERS  
STUPIDLY LOSE  
AGAIN WITH THIS  
YEAR'S MODELS?

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

Spectacularly designed cars, brilliantly promoted, will send the auto manufacturers' profits skyrocketing again next year. But these profits could be even higher if automakers bothered to plug a leak through which a lot of prospective car-buyers are lost. To find out how they are lost, fold page as shown.

FOLD PAGE OVER LIKE THIS

A

FOLD THIS SECTION OVER LEFT

B FOLD BACK SO "A" MEETS "B"



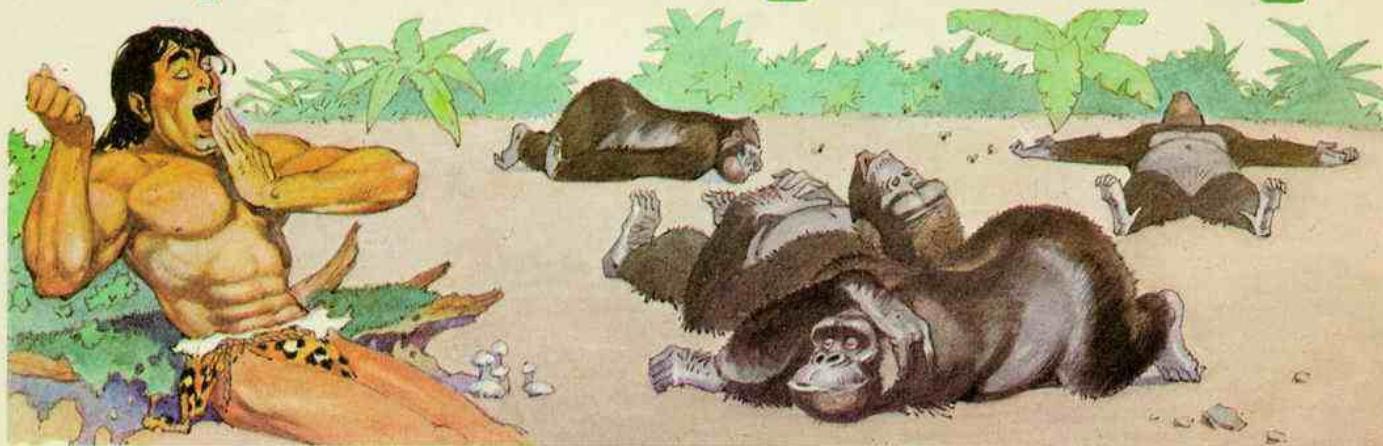
KICK-OFF FOR BIG PROFIT SCRABBLE WILL BE JAZZY NEW, GIMMICK-FILLED  
1967 MODELS, SOON TO BE UNVEILED IN SHOWROOMS EVERYWHERE. THEN  
UNSAVORY AD CAMPAIGNS WILL CONVINCE ALMOST ALL CAR-BUYERS THAT LIFE  
CAN BE GAY AND MEANINGFUL IF THEY DRIVE ONE OF THESE FLASHY CARS

ARTIST & WRITER:  
AL JAFFEE

A

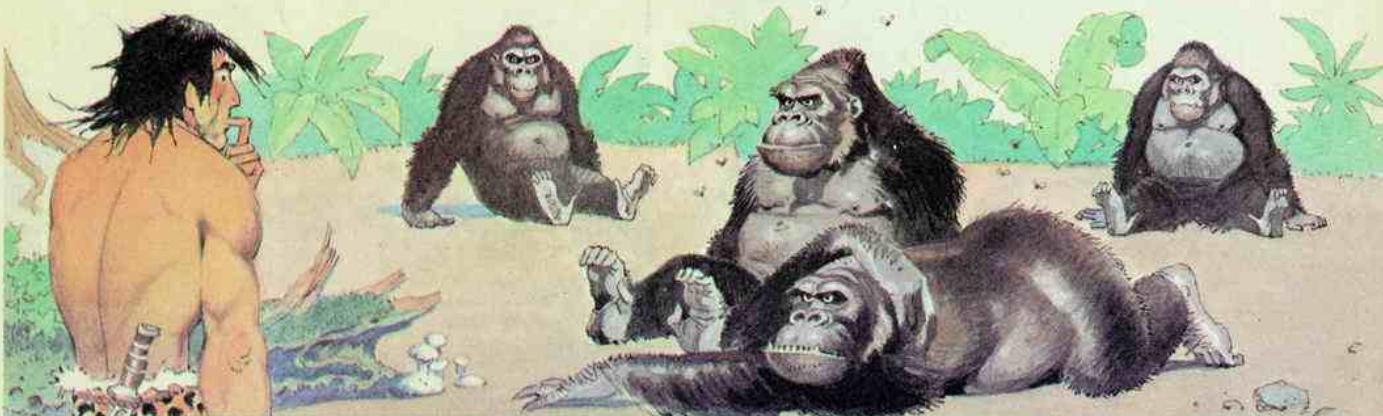
B

# Early One Morning In The Jungle



ARTIST: FRANK FRAZETTA

WRITER: DON EDWING



FRAZETTA