

MAD

OUR PRICE
25¢
CHEAP

No. 93

March '65



INTRODUCING
"THE MAD POIUYT"

Opie M. Marvall

HAPPY DAYS ARE HERE AGAIN!

MAINLY THEM HAPPY DAYS OF OUR FULL-COLOR, FOLD-OUT



1965

(Also Good For 1971)

MAD CALENDAR

INCLUDING...

- A FULL-COLOR 10 $\frac{5}{8}$ " X 15 $\frac{1}{2}$ " CALENDAR PICTURE
(Containing 75 Caricatures Drawn by Mort Drucker)
- NOTATIONS OF EVERY IMPORTANT HOLIDAY
(Also Notations Of Every Ridiculous Holiday)
- BIRTHDAYS OF THE FAMOUS
(Also Birthdays Of The Infamous)
- HISTORICAL EVENTS
(Also Hysterical Events)
- PROVERBS AND APHORISMS
(Whatever-In-Heck Aphorisms Are)
- DAILY GAGS
(Meaning You'll Gag Daily)

Yes, Happy Days are Here Again in the 1965 MAD Calendar!
Unfortunately, your Real Days will still be Miserable!

YOU GET THIS
FABULOUS
BONUS
FREE
IN THE
LATEST
MAD
ANNUAL
ON SALE
NOW!



MAD

"You can't do anything about the family you were born into, but you can do something about the family your children will be born into!"—Alfred E. Neuman

WILLIAM M. GAINES *publisher* ALBERT B. FELDSTEIN *editor*

JOHN PUTNAM *art director* LEONARD BRENNER *production*

JERRY DE FUCCIO, NICK MEGLIN *associate editors*

MARTIN J. SCHEIMAN *lawsuits* RICHARD BERNSTEIN *publicity*

GLORIA ORLANDO, CELIA MORELLI, NELSON TIRADO *subscriptions*

CONTRIBUTING ARTISTS AND WRITERS

the usual gang of idiots

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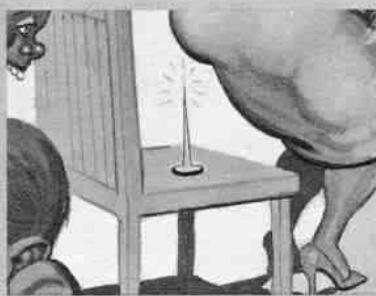
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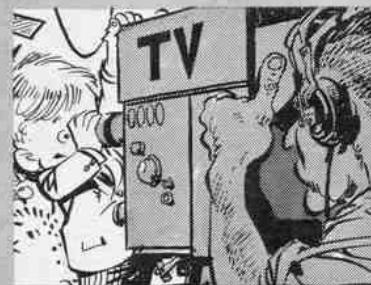
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ENJOY THE ROARING 20'S ...AND REPEAL THE PROHIBITION ON LAUGHTER WITH THESE 20 MAD BOOKS



AT YOUR FAVORITE BOOKSTAND—OR YOURS BY MAIL

USE COUPON OR DUPLICATE

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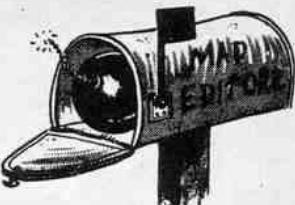
- The MAD Reader
- MAD Strikes Back
- Inside MAD
- Utterly MAD
- The Brothers MAD
- The Bedside MAD
- Son of MAD
- The Organization MAD
- Like MAD
- The Ides of MAD
- Fighting MAD
- The MAD Frontier
- The Voodoo MAD
- Greasy MAD Stuff

- Three Ring MAD
- The Self-Made MAD
- Don Martin Steps Out
- Don Martin Bounces Back
- Dave Berg Looks At The U.S.A.

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On orders Outside the U.S.A., add 10% Extra! We cannot be responsible
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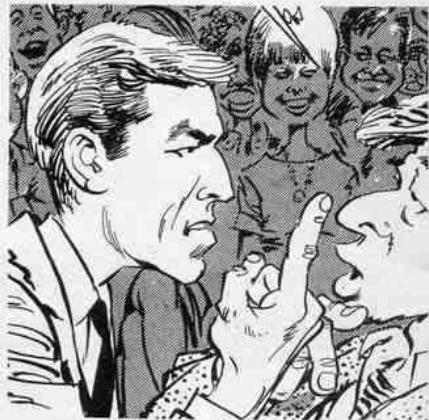
LETTERS DEPT.



CHEERS FOR MORT DRUCKER

I would like to congratulate Mort Drucker on his stupendous job of artistry in the past sickening issues of MAD. His superb talent combined with some of your great writers such as Larry Siegel and Stan Hart makes your magazine a pleasure to read. Three cheers for Mort—and a job well done!

Mike Schor
La Habra, Calif.



I now find time to take typewriter in hand and write a letter of commendation concerning Mort Drucker's excellent art work. All of his work that has graced the pages of MAD has been of fine quality and in good taste. His caricatures always make the subject at least five times more recognizable than most photographs do. Congratulations to Mort, and may his superior work continue in MAD.

George L. Griffeth, Jr.
Atlanta, Georgia

WHITE-WASH

To paraphrase E. B. White, MAD's satires are "the holes in the stuffed shirts through which the sawdust slowly trickles." I hope you will continue to turn out your devastating satires and parodies.

Larry White
Harvard University

Yeah, but who's gonna sweep up all that sawdust?—Ed.

PRICELESS HUMOR

The humor in your magazine is a priceless example of brilliant satire. Let's see now... Since the price of a commodity is based upon how much its worth, and it's priceless, it therefore must be worthless! So like I said, the humor in your magazine is a priceless example—

Mark Bernhard
Altadena, California

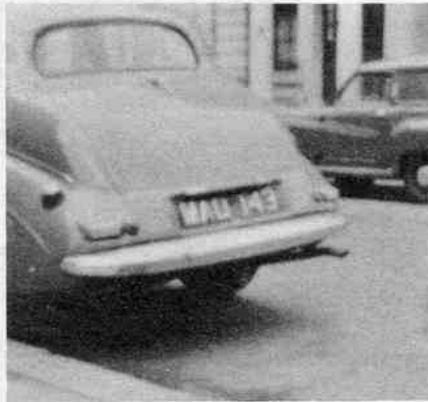


LITERARY LICENSE



My friend's car, which he bought only recently, has become the object of much attention because of the rather unique license plate which he received with it. (See photo above.)

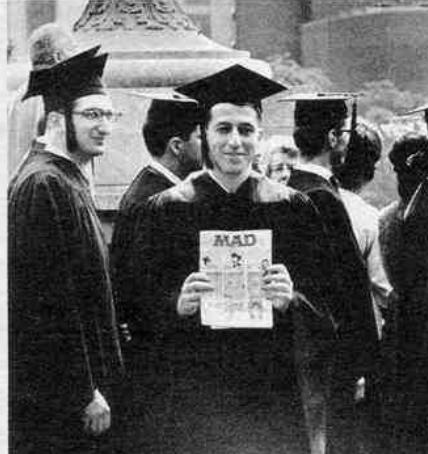
Bill Sommer
Lafayette, Calif.



When I was in London, I took this picture and would like to share it with you.

William Dunning
Wickenburg, Ariz.

MAD SCHOLAR



This actual, unretouched photograph graphically illustrates the high place in American higher education that MAD commands; in this instance the graduation procession at Columbia University. The anonymous "genius" depicted no doubt received his M.A.D. on that day.

William Brenner
Photography Editor
Columbia College Yearbook
N.Y.C.



I was reading your latest issue and I happened to notice the quote by Alfred E. Neuman between the title and index on page one. I thought it was clever and went to the attic, basement, refrigerator, trash-can and any other place where I might have dumped old copies of MAD. I found about 5 years' accumulation and read the quotes in all of them. They were great. Why don't you MAD geniuses (and I use the term lightly) gather them all up and put them together in a collection?

Bobby
Santa Barbara, California

Please address all correspondence to:
MAD, Dept. 93, 850 Third Avenue
New York, New York 10022

STATEMENT OF OWNERSHIP, MANAGEMENT AND CIRCULATION (Act of October 23, 1962; Section 4369, Title 39, United States Code) 1. Date of filing: Oct. 1, 1964 2. Title of Publication: MAD 3. Frequency of issue: Monthly except Feb., May, August and Nov. 4. Location of known office of publication: 850 Third Ave., NYC 10022 5. Location of the headquarters or general business offices of the Publishers: 850 Third Ave., NYC 10022 6. Names and addresses of Publisher, Editor, and Managing Editor: Publisher: William M. Gaines—850 Third Ave., NYC 10022; Editor: Albert B. Feldstein—850 Third Ave., NYC 10022; Managing Editor: None. 7. Owner (If owned by a corporation, its name and address must be stated and also immediately thereunder the names and addresses of stockholders owning or holding 1 percent or more of total amount of stock.) E.C. Publications, Inc., 850 Third Ave., NYC 10022; National Periodical Publications, Inc., 575 Lexington Ave., NYC 10022; Harry Donenfeld, J. S. Liebowitz, P. H. Sampiner, Irwin Donenfeld, S. U. Sampiner, Sonia Iger, all of 575 Lexington Ave., NYC 10022. 8. Known bondholders, mortgagees, and other security holders owning or holding 1 percent or more of total amount of bonds, mortgages or other securities: None. 9. Paragraphs 7 and 8 include, in cases where the stockholder or security holder appears upon the books of the company as trustee or in any other fiduciary relation, the name of the person or corporation for whom such trustee is acting, also the statements in the two paragraphs show the affiant's full knowledge and belief as to the circumstances and conditions under which stockholders and security holders who do not appear upon the books of the company as trustees, hold stock and securities in a capacity other than that of a bona fide owner. Names and addresses of individuals who are stockholders of a corporation which itself is a stockholder or holder of bonds, mortgages or other securities of the publishing corporation have been included in paragraphs 7 and 8 when the interests of such individuals are equivalent to 1 percent or more of the total amount of the stock or securities of the publishing corporation. 10. This item must be completed for all publications except those which do not carry advertising other than the publisher's own and which are named in Sections 132.231, 132.232, and 132.233, Postal Manual (Sections 4355a, 4355b, and 4356 of Title 39, United States Code)

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cannot be responsible for cash lost or stolen in the mails.
Check or Money Order preferred.

POSITION WANTED

Yessiree, we'd sure love to be in the position where we no longer have to offer these full-color portraits of Alfred E. Neuman, MAD's "What—Me Worry?" kid, for 25¢ each (or 3 for 50¢)—but unfortunately we're stuck with too many! So here we go again! Mail money to: MAD Dept. "What—Color?" 850 Third Avenue, New York City, N.Y. 10022.

DOUBLE SCOOP DEPT.

Most grownups have trouble understanding today's strange-sounding newspaper headlines, so you can imagine how they probably affect kids . . . especially those whose knowledge

A CHILD'S VIEW OF NE

EXTRA

The Daily News-Bungler

EXTRA

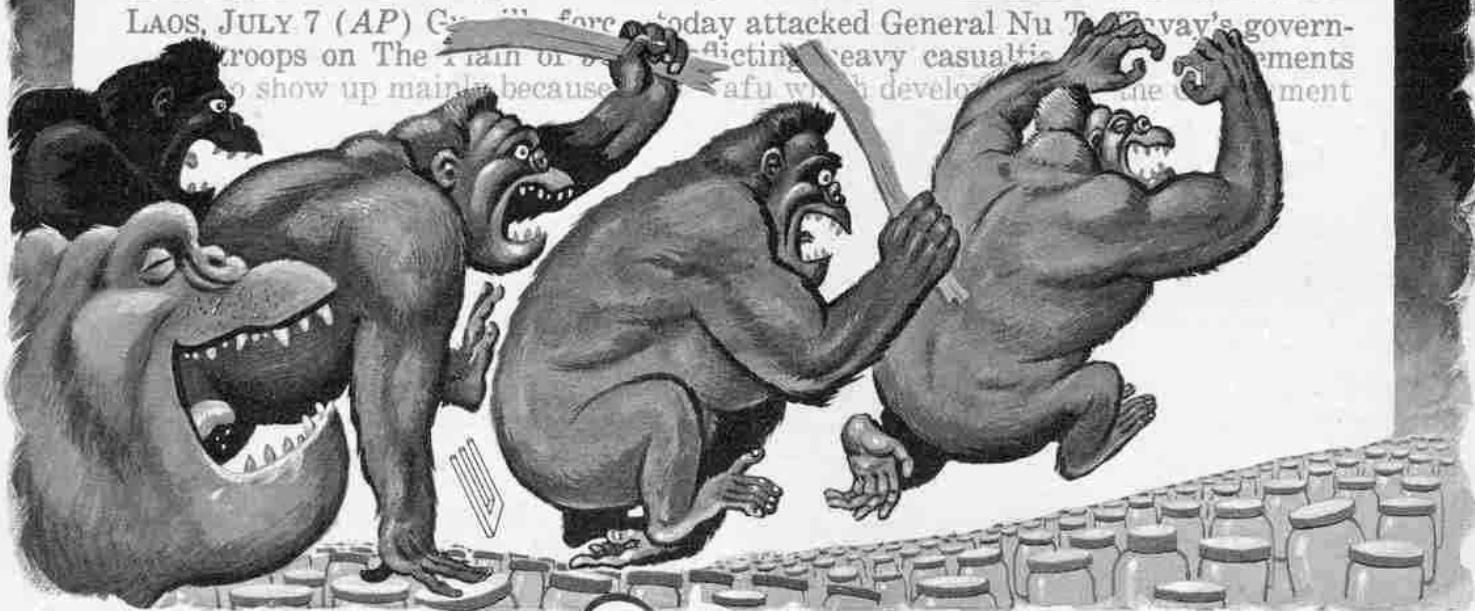
VOL. CXIII No. 28,897

ALFREDSVILLE, WEDNESDAY, JULY 8, 1964

PRICE: 10 CENTS

GUERRILLAS ATTACK ON PLAIN OF JARS

LAOS, JULY 7 (AP) Guerrilla forces today attacked General Nu Tuocay's government troops on The Plain of Jars, inflicting heavy casualties. The rebels, who show up mainly because of a fuel which develops in the government



BUILDING BOOM IN SUBURBS

Easy mortgage money continues to give a boost to the housing industry as suburbanization continues.



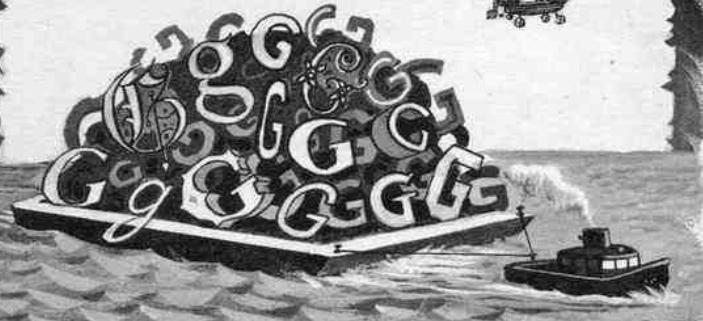
of politics, geography and spelling may be lacking. Here, then, is our version of what might be running through their simple, innocent little minds . . . as MAD presents . . .

WSPAPER HEADLINES

ARTIST & WRITER:
AL JAFFEE

Embezzler Escapes To Brazil With 700 G's

NEW YORK, JULY 28 (INS) Irwin Sol Gilbert, former Treasurer of Shlock Industries, disappeared with \$700,000 of company funds, it was learned today. It is rumored Gilbert was seen  getting a plane for Brazil, accompanied by



SENATOR PROBES MISSILE GAP

CAPE KENNEDY, AUGUST 4 (UPI) Senator  P. Muckraker made a surprise  of this missile site today in his  of Government funds



SPORTS SECTION The Morning Star Tele-Rag SPORTS SECTION

SECTION TWO

NEUMANVILLE, TUESDAY, SEPTEMBER 22, 1964

PAGE 14

BRAVES SWEEP GIANT DOUBLE-HEADER

BOSTON, SEPT. 21 (LP) The Boston Braves took two from the San Francisco Giants today, before a crowd estimated as mostly  and disorderly with a ninth inning second game riot developing when  field drive  foul before it landed in the bleachers. The  was called off because of rain



SOUTH VIETNAM ARMY HEADS REMOVED

SAIGON, AUG. 11 (LP) Three leaders of the South Vietnamese Army were relieved of their duties today in a last-minute, last-second, last-tension



SCHOOL TAX TO BE HIGHER

Voters of the Noxious School Dis



PARTY LEADERS SPLIT ON PLATFORM

SAN FRANCISCO, JULY 15 (BO) Republican Party leaders are still bickering among themselves over their plan for a 1965 platform.



CAR POOLS EASE L.A. BUS STRIKE TENSION

LOS ANGELES, JUNE 2 (RIP) The threat to thousands of stranded commuters eased considerably today

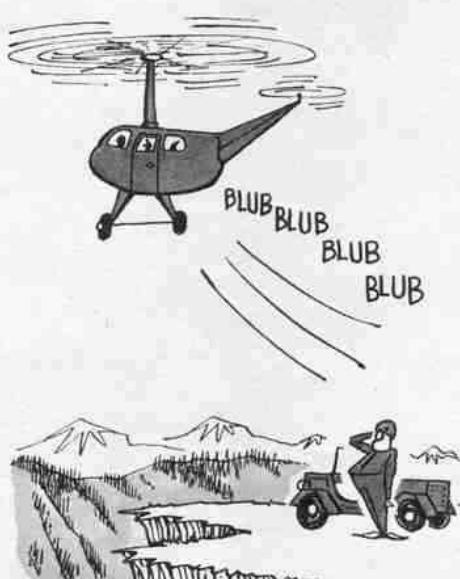
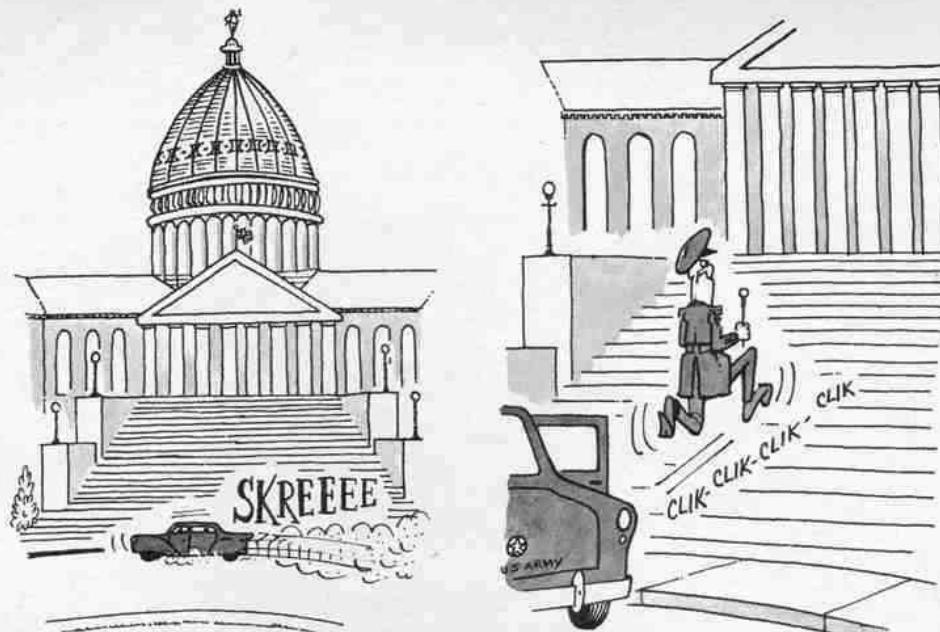


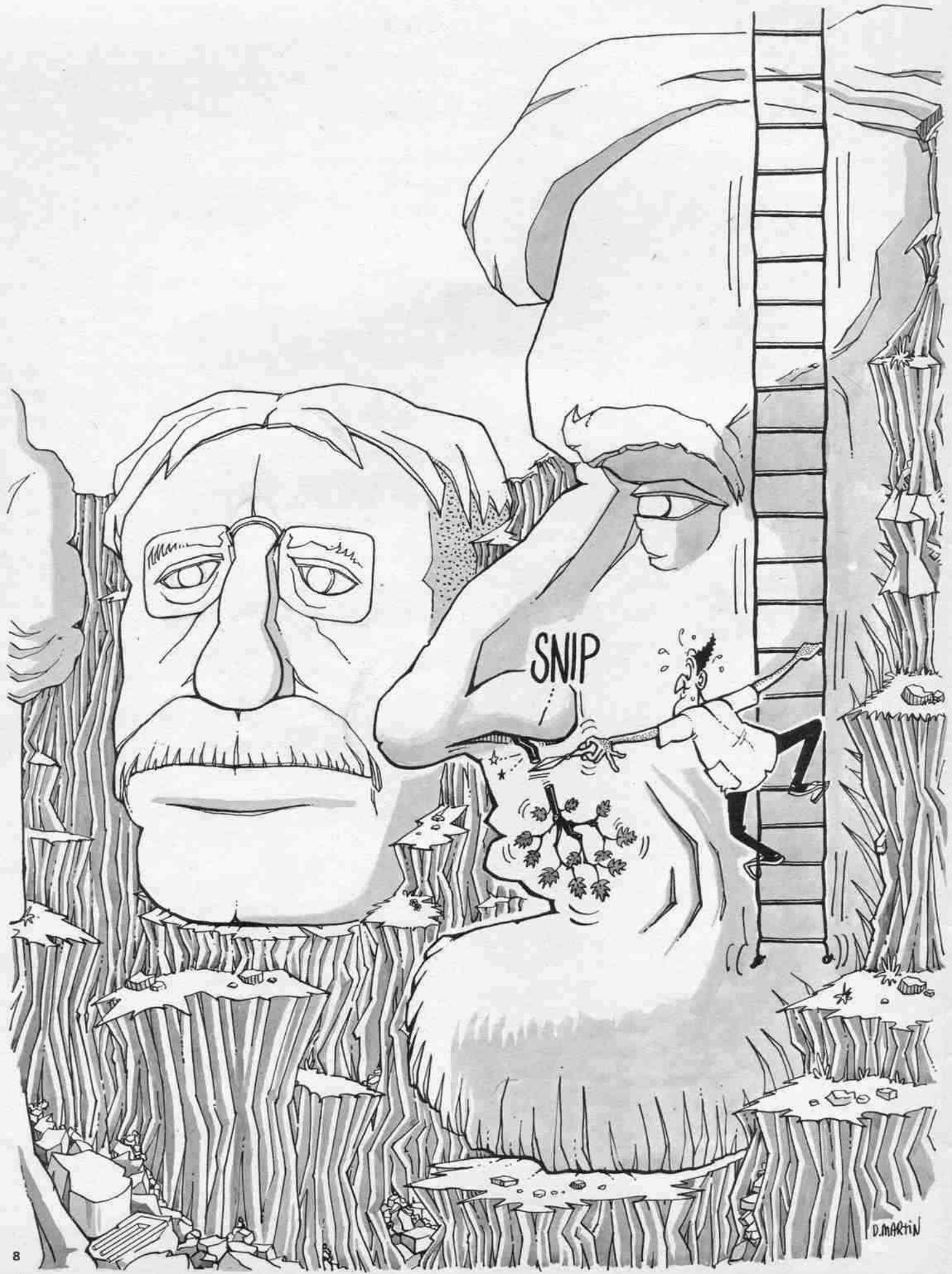
TEXAS GULF SULPHUR ANNOUNCES HUGE CANADIAN ORE DISCOVERY

PUSHUPSTOO, ONTARIO, MAY 30 (DJA) Spokesmen for Texas Gulf Sulphur Co. announced today that a discovery of mineral deposits on land estimated to be the world's in excess of \$175,000,000.



THE OFFICIAL BARBER





MOPPET UP DEPT.

Since MAD's Official Article-Introduction Writer is ill this month, we've assigned Sidney Gwirtzman, MAD's Accountant, to serve as Guest Introduction Writer for the following article. Here is Mr. Gwirtzman's Introduction: "The law provides a credit against tax dividends received from qualifying domestic corporations. This credit is equal to 4 percent of these dividends in excess of those which you may exclude from your income. The credit may not exceed: (a) the total income tax reduced by foreign tax credit; or (b) 4 percent of the..." But enough of this hilarity. Let's save the jokes for the story as

MAD LOOKS AT A TYPICAL KIDDIE TV SHOW

ARTIST: MORT DRUCKER

WRITER: LARRY SIEGEL



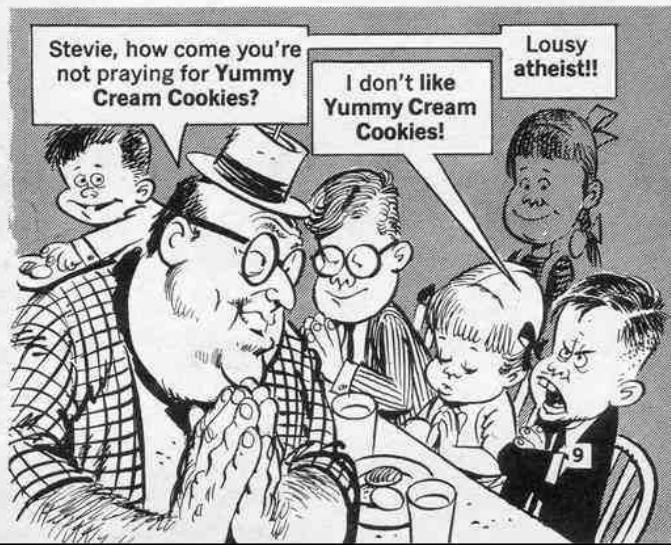
Okay, gang! Let's start off the show with our daily prayer! Repeat after me . . . Bless Mommy and Daddy and Brother and Sister and our house and our milk and especially our delicious, lip-smacking Yummy-Cream Cookies—put out by the Monopoly Biscuit Company—a fine American Corporation, and a great sponsor . . .



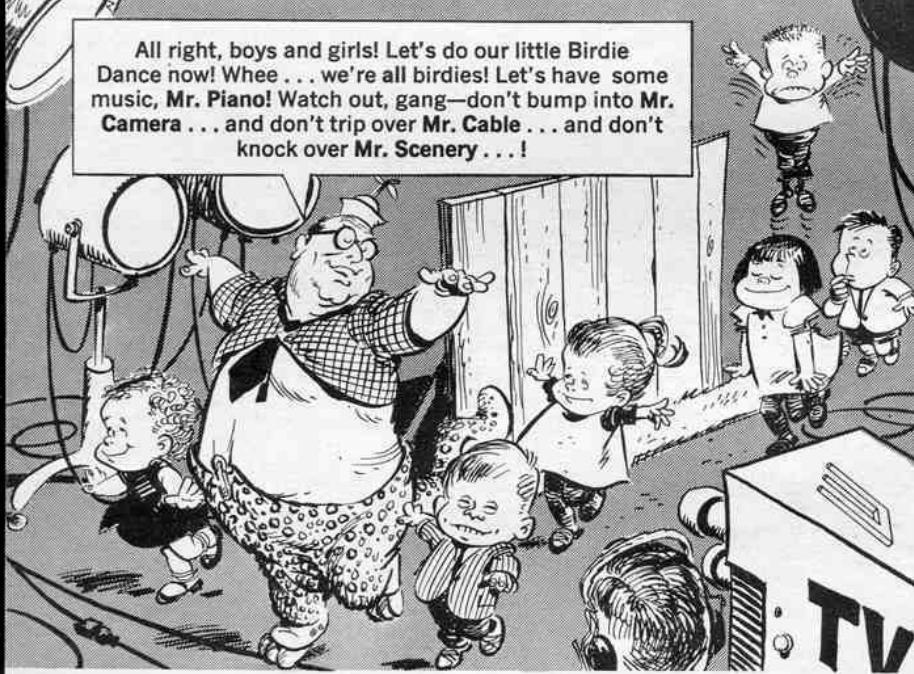
Stevie, how come you're not praying for Yummy Cream Cookies?

I don't like Yummy Cream Cookies!

Lousy atheist!!



All right, boys and girls! Let's do our little Birdie Dance now! Whee . . . we're all birdies! Let's have some music, Mr. Piano! Watch out, gang—don't bump into Mr. Camera . . . and don't trip over Mr. Cable . . . and don't knock over Mr. Scenery . . . !



What's the matter, Freddie? I just threw up on Mr. Floor! Careful, boys and girls! Don't step on Mr. Vomit!!



Well, that was fun, right Gang? Now for a little "Simon Says"! Ready . . . ? Simon says hands on hips! Simon says hands down! Simon says hands on head!

Oh-oh! There's a fire in the Control Room! Brucie, grab a fire extinguisher and put it out!

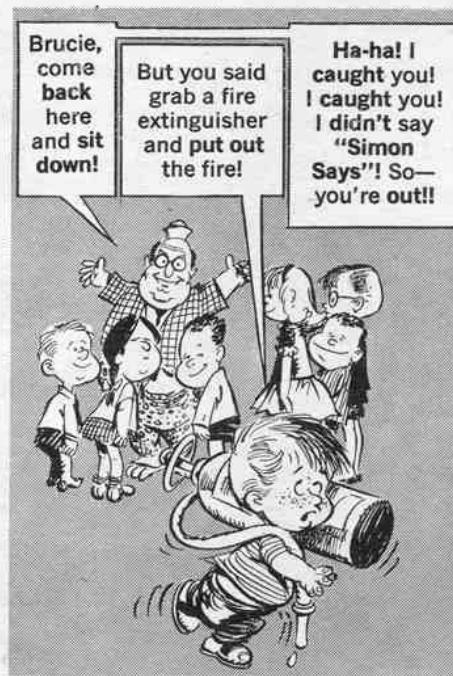
Okay, Uncle Nutzy!



Brucie, come back here and sit down!

But you said grab a fire extinguisher and put out the fire!

Ha-ha! I caught you! I caught you! I didn't say "Simon Says"! So—you're out!!



Now—Simon says Tommy grab a fire extinguisher and put out the . . . Oh-oh! Simon Says it looks pretty bad in the Control Room! Simon says it's too late for a fire extinguisher! Simon says Mr. Piano—play "Taps"!



How about it, kids? Wasn't that a great game—and a great fire? You bet!! And now for an important message: Gang, remember how we got Daddy to shell out \$84.00 for this beautiful "Bubble Doll" and her boy friend doll "Ben"?? And then we got Daddy to shell out \$128.00 for scrumptious wardrobes for both? Well, guess what? The fashions have changed again . . . and Bubble and Ben now need complete new Spring Outfits! Isn't that wonderful news? Especially for Daddy who'll have to come up with 148 more bucks?

Now, our guests in the studio are going to show our friends at home how we're going to get Daddy to give us the money—

That's right, Lisa! We're going to have convulsions!

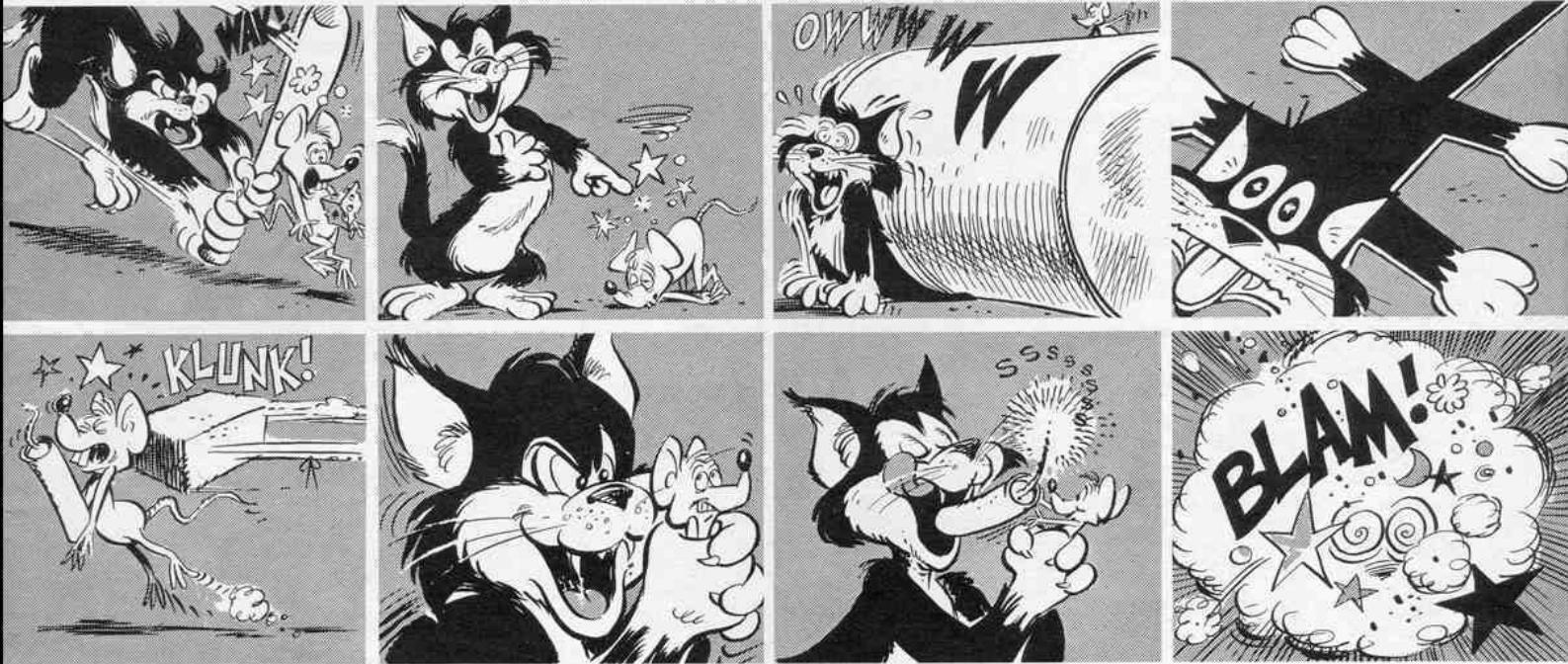
Very good, Sally! We're going to hold our breath till our face turns blue!

And if all that fails, you know what we're going to do? We're going to pick Daddy's pockets! Right, kids? Won't that be fun?



Oh, say, kids! There have been some complaints from various "square" parent groups about us selling you "Teeny"—the little baby doll that belongs to Bubbie and her boy-friend doll, Ben. You know . . . they think it's a rather unhealthy arrangement! So guess what the Bubbie Doll Company is going to do in order to make everything wonderful and decent again? For just \$31.00, you can get Daddy to buy you a "Preacher Doll" and you can stage your very own wedding for Bubbie and Ben! Better late than never, we always say! Ha-ha!

And now, guess what, boys and girls? Time for a cartoon! I'm sure you're going to like this one! You know how I know? Because you liked it yesterday, and you liked it the day before yesterday, and you liked it last week, and last month, and 212 times last year! Okay—here we go!



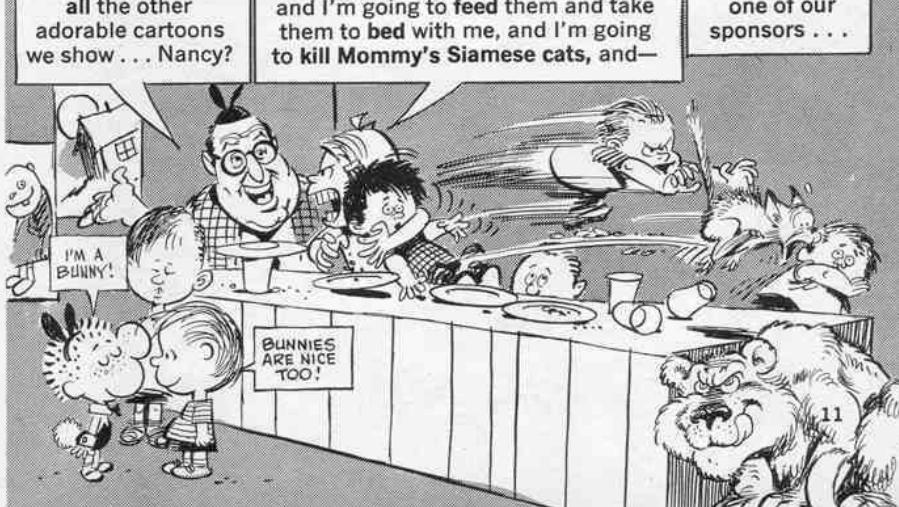
Hey, wasn't that a great cartoon, boys and girls? It's the newest one we've ever shown! It was made in 1928—but very, very late in the year! Didn't you learn a lot about life from this adorable cartoon??

I sure did, Uncle Nutzy! I want to play just like that with my little baby brother!

Very good, Herbie, and what else did you learn from this adorable cartoon—and from all the other adorable cartoons we show . . . Nancy?

I learned that cats are ugly and bad, and mice are cute and good, and mice always win in the end, and I'm going to bring lots of mice into my house, and I'm going to feed them and take them to bed with me, and I'm going to kill Mommy's Siamese cats, and—

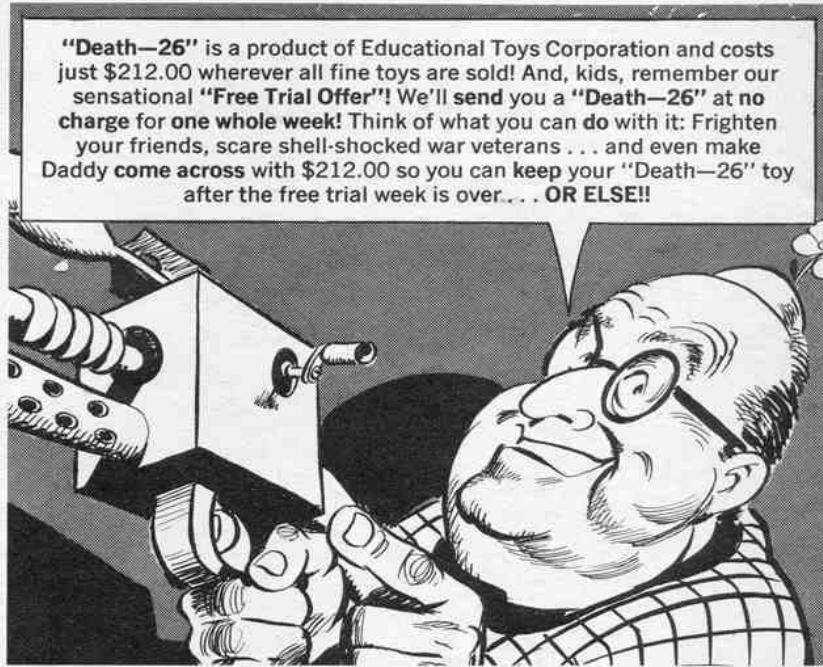
Wonderful, Nancy! And now, another important message from one of our sponsors . . .



IT'S HERE, Boys and girls!! The great new fun-toy you've been waiting for! "DEATH-26"!! Yes, kids, "Death-26" is 26 real fun-weapons combined into one magnificent toy! It's a combination rifle, machine gun, rocket-launcher, grenade-thrower, bazooka, mortar, H-bomb detonator, and so much more!

Can't you just picture yourself destroying the entire Russian Army with your "Death-26"?

... and laying to waste 3/4 of the world . . . ?



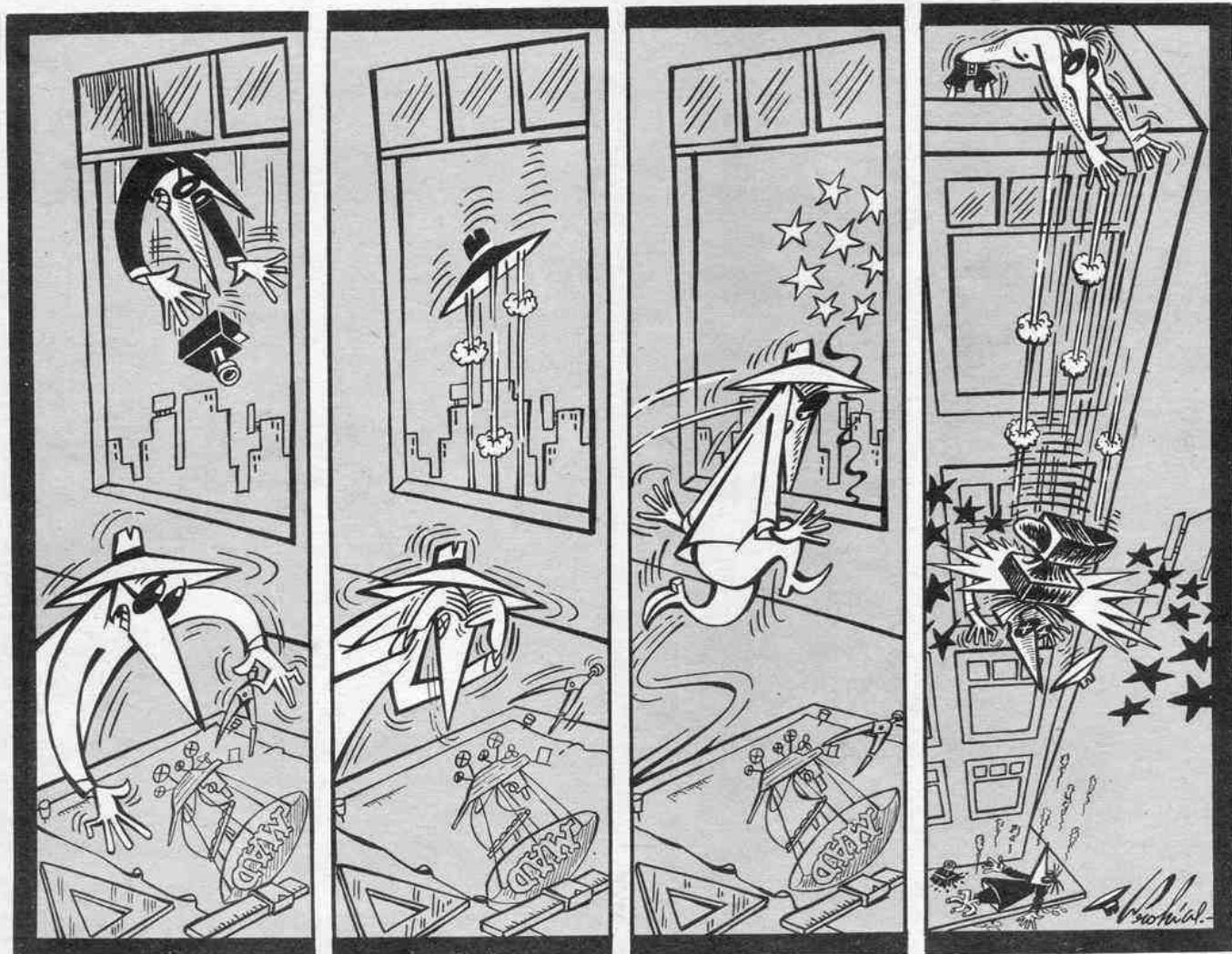
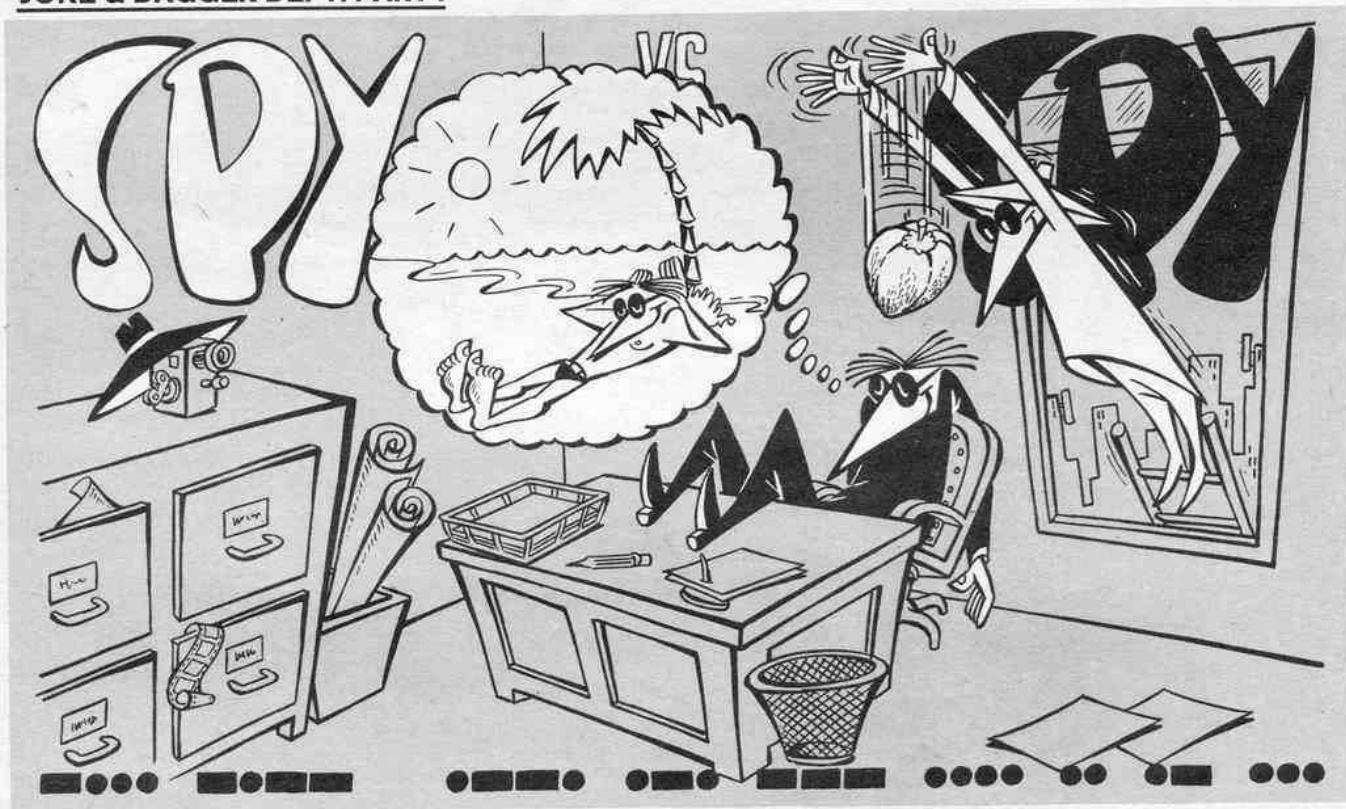
Well, that's it for today, boys and girls! Remember . . . buy "Death-26" for \$212 . . . and buy the whole **Bubbie Doll Family** for \$391 . . . and buy the **Uncle Nutzy Fun Hat** for \$18 . . . and buy the **Uncle Nutzy Fun Suit** for \$43 . . . and buy the **Uncle Nutzy Fun Mask** for \$14 . . . and make Mommy take you downtown to the **Tip-Top Theater** on Main Street tomorrow afternoon where Uncle Nutzy will be making a **Personal Appearance** at \$2.50 a head! Goodbye, out there!!

Great show, Uncle Nutzy!
Er—your wife is on the phone!

Hello, dear . . . How are the kids? They what! Look, how many times have I told you not to let them watch my show? What do you want to do—ruin them? Now tomorrow at this time, have them watch "The Untouchables" instead! Yeah—that's a lot safer and healthier for them! Bye!



JOKE & DAGGER DEPT. PART I





CHARLIE HORSING AROUND DEPT.

Good ol' Charlie Schulz has done it again! The creator of Peanuts has come out with his third book. This one tells how great friends are when you're a kid...i.e.

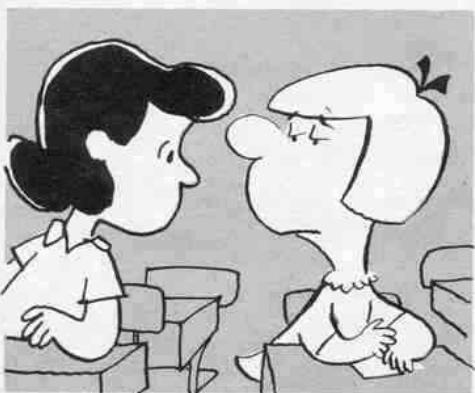
I GOT ALL



A fink is that polite kid from next door who your parents always want to know why you can't be as nice as.



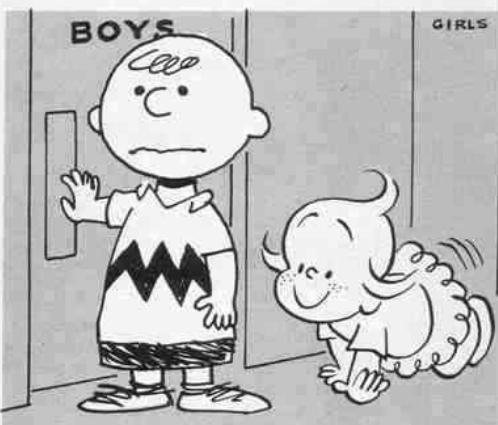
A fink is a "Hide-And-Go-Seek" base-sticker.



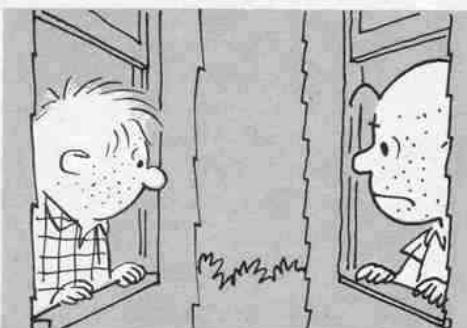
A fink is a classmate who won't let you copy his homework.



A fink is a neat older brother who never ruins his clothes so that you have to wear everything he outgrows.



A fink is a kid sister who has to go every place you go.



A fink is someone who gives you the measles during summer vacation.



A fink is a mother who vacuums during your favorite TV show.



A fink is someone who turns in an alarm when the school is on fire.



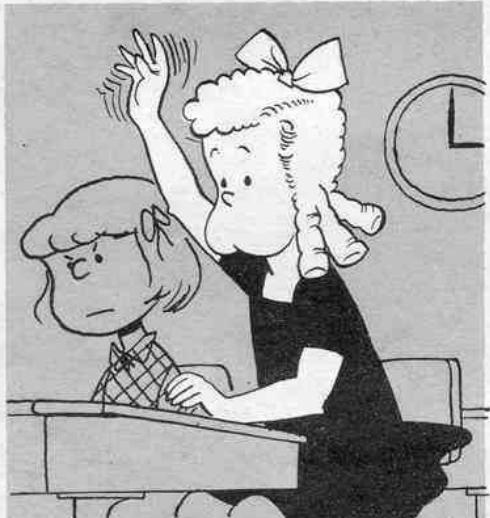
"A friend is someone who will hold a place in line for you." and "A friend is someone who sticks up for you when you're not there." Well, MAD has done it again,

too. Mainly, we remember childhood not so much by the friends we had, but by the finks we could do without. And so, here is our third parody of Mr. Schulz's books:

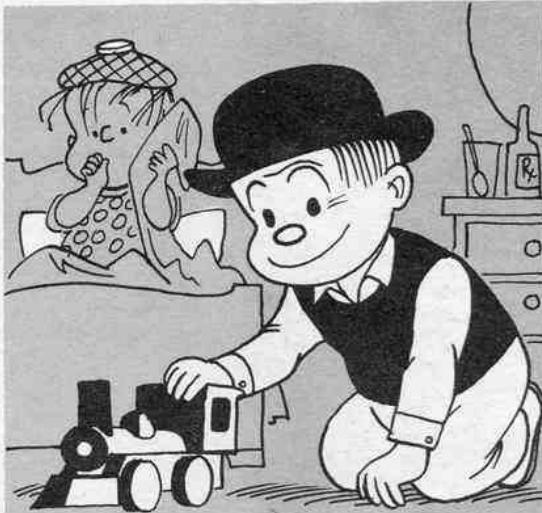
THE FINKS I NEED

ARTIST: BOB CLARKE

WRITER: LARRY SIEGEL



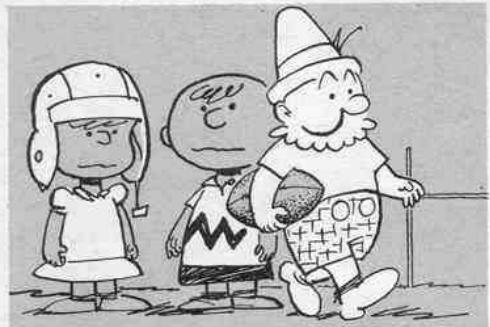
A fink is a smart-alec girl who reminds the teacher that she forgot to give out the homework assignment.



A fink is someone who visits you when you're sick in order to play with your new toys.



A fink is someone who talks to a teacher after class.



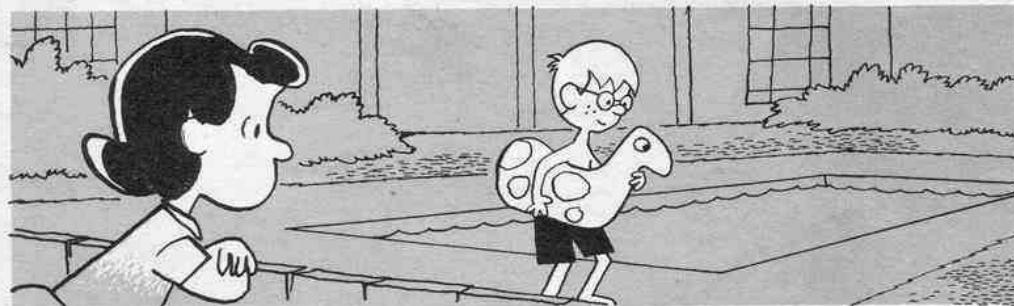
A fink is a teammate who goes home the first time his mother calls him.



A fink is someone who dares to knock something off your shoulder after you dare him to knock something off your shoulder.



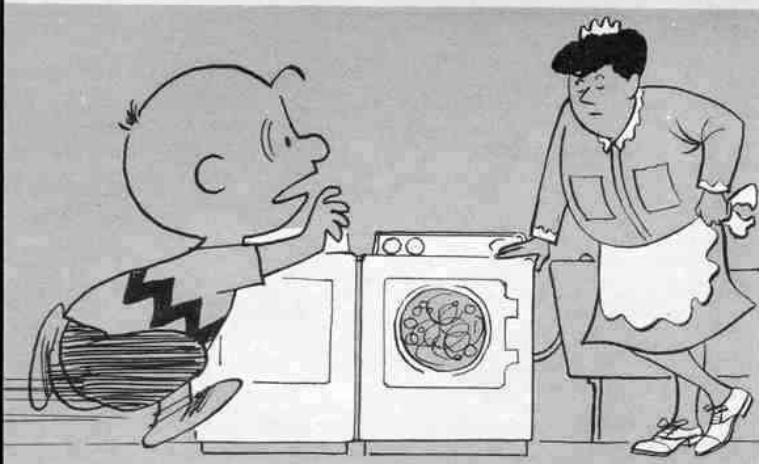
A fink is a cowboy who kisses.



A fink is a kid you beat up every day who won't make friends with you after he has a swimming pool built in his backyard.



A fink is someone who runs a snowplow.



A fink is a maid who puts your pants in the washing machine and forgets to take your grasshopper collection out of the back pocket.



A fink is a former friend who becomes drunk with power when he's made a stairway monitor.



A fink is someone who licks all the sprinkles off his ice cream cone before offering you a taste.



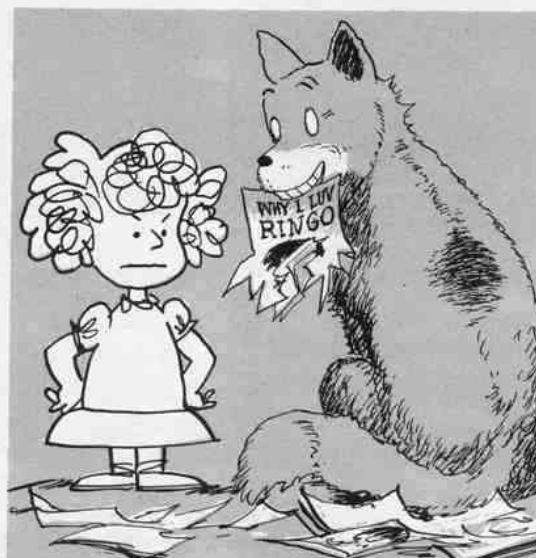
A fink is a lefty who uses a right-handed mitt on the wrong hand while you have to play barehanded.



A fink is someone who sits next to you and gets carsick !



A fink is someone who, when you're playing ball and you miss one and you yell "Get a ball!" -- doesn't.



A fink is a dog who chews up your Beatles Magazine instead of your father's new shoes.

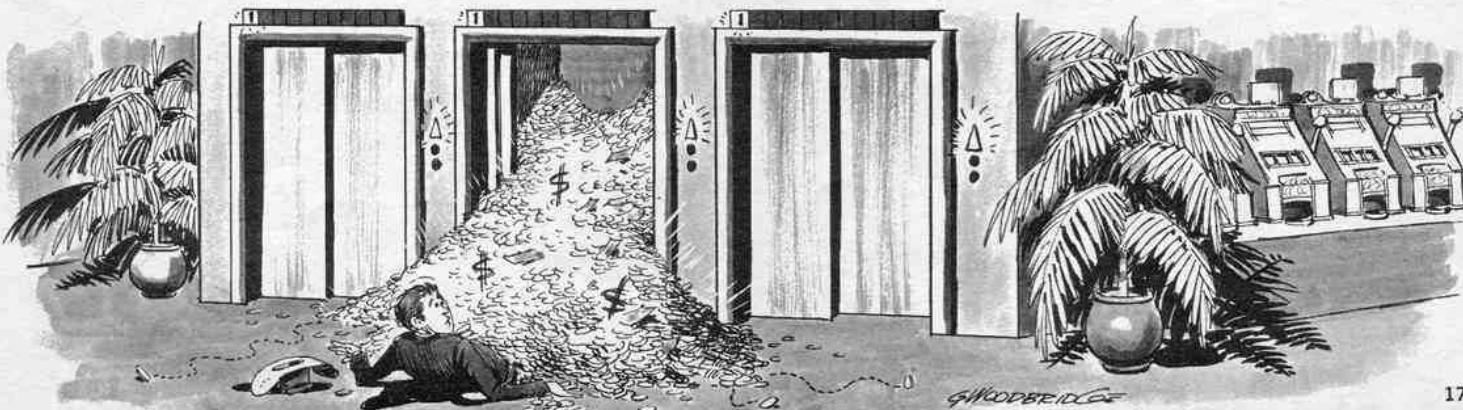
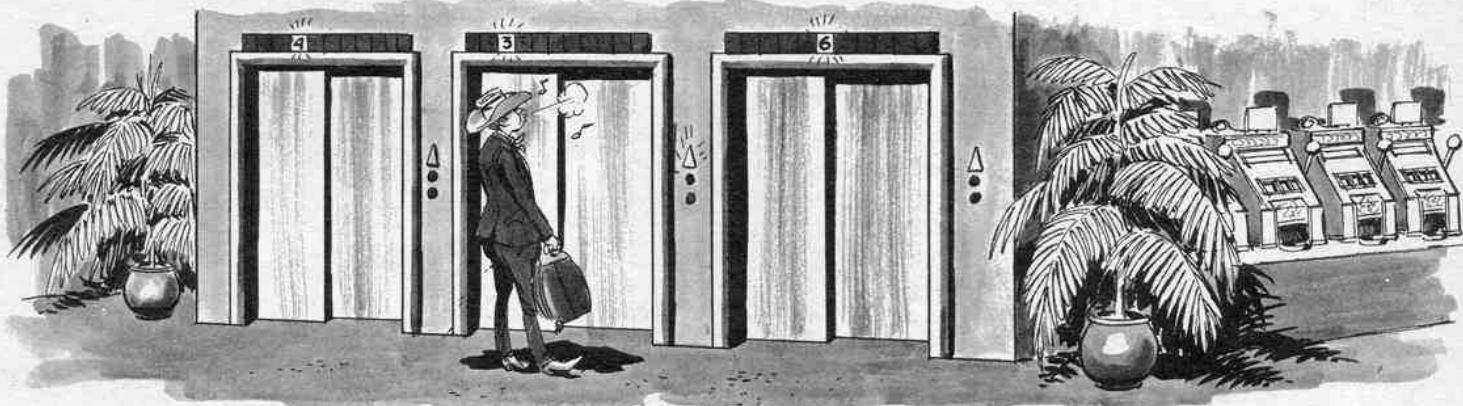
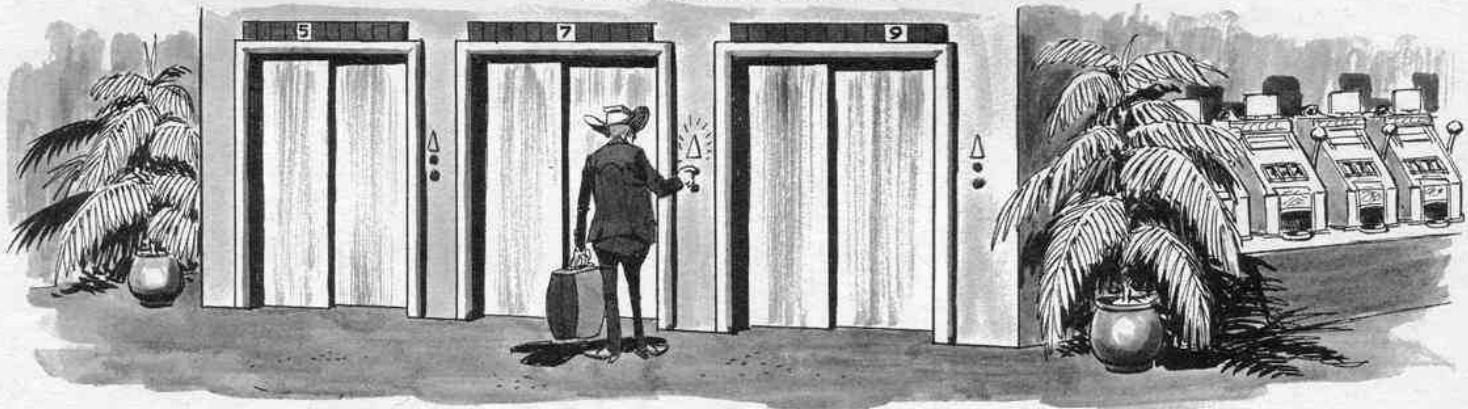


A fink is a smiling doctor with a needle behind his back.

WATCH THE DOORS PLEASE DEPT.

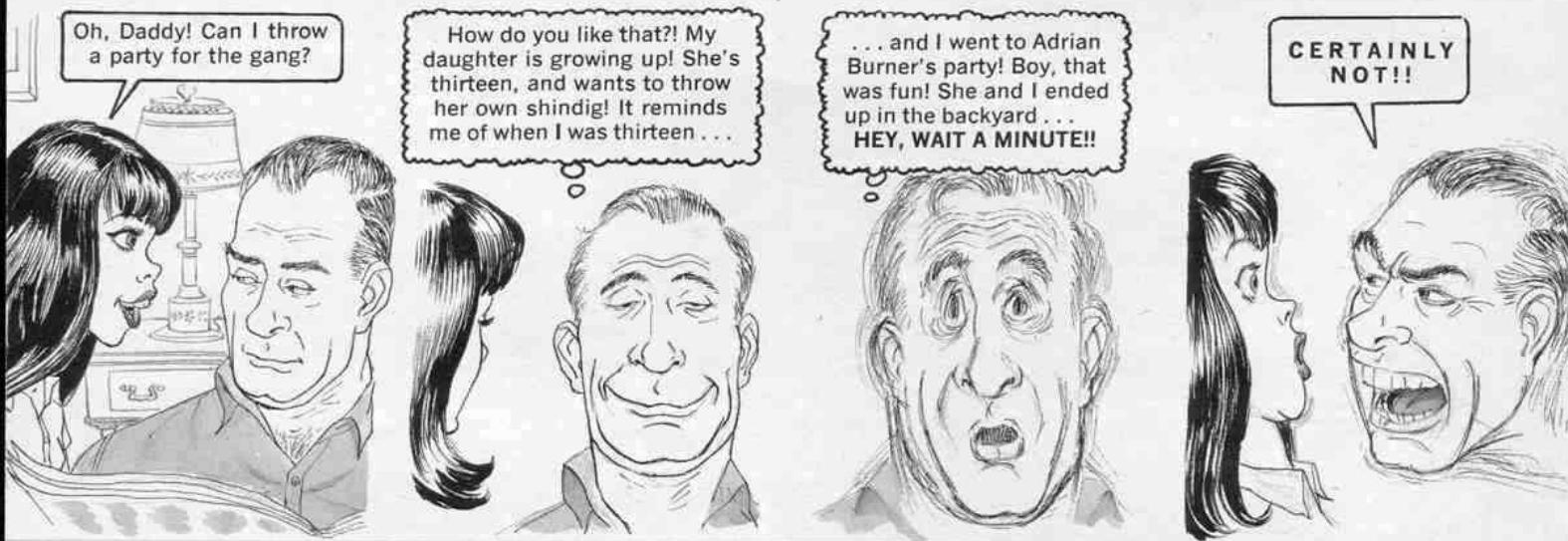
IN A LAS VEGAS HOTEL LOBBY

ARTIST: GEORGE WOODBRIDGE



Here we go with the 2nd of a three-part series on "Parties." Last issue we looked at "Adult Parties." Next issue we will cover "Kids' Parties." But this time, it's—

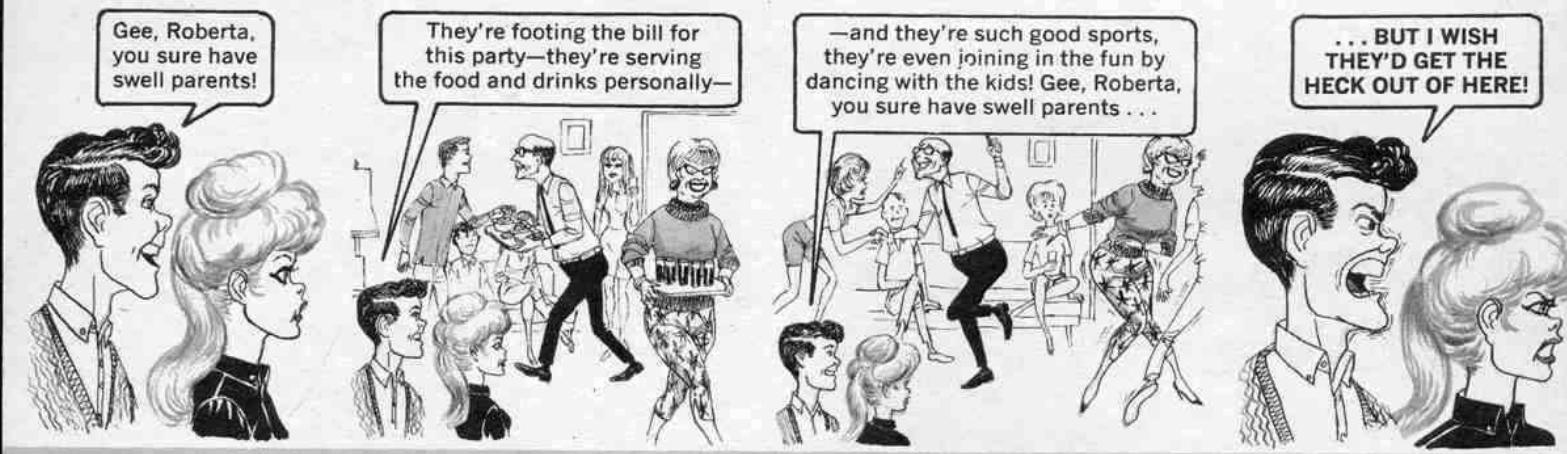
THE LIGHTER SIDE OF **TEEN**

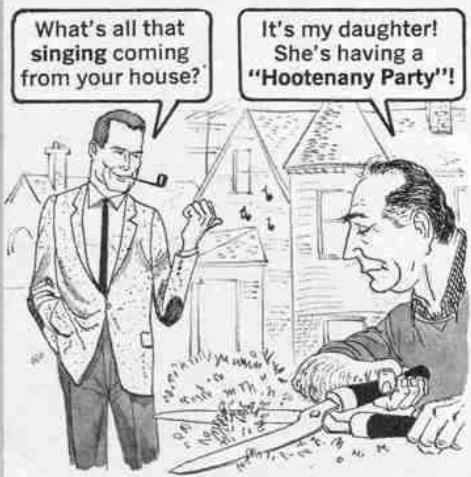


AGE PARTIES

ARTIST & WRITER: DAVE BERG







OH, MY GOODNESS! LOOK AT THIS MESS! LAMPS overturned! Windows smashed! A chair broken! My new coffee table scratched! The dining room set has cigarette burns! The rug is stained! Coke bottles and empty beer cans scattered all over the place! It looks like World War III took place in this house! THIS IS HORRIBLE!!



SOLAR SYSTEM BUSINESS WEEK

Aug. 14, 1984

50¢



ALL EDITORIAL SYSTEMS GO DEPT.

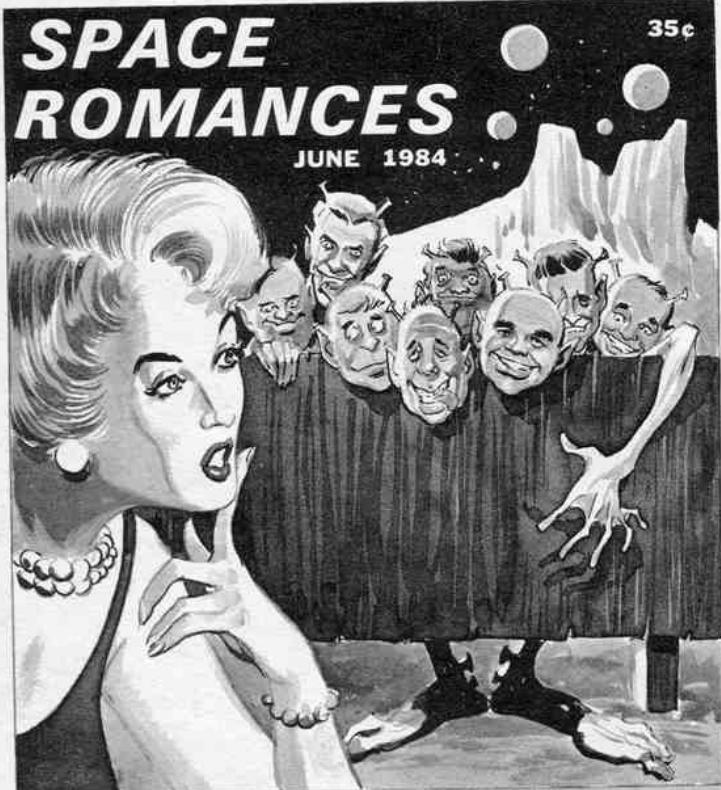
With the tremendous strides being made in space flight, scientists predict that it won't be long before we'll all be traveling regularly to other planets and stars. And if there's any life up there, they (or it) will be visiting Earth just as regularly. So it's gonna be an

SPACE



SPACE SHOW BUSINESS

JUNE
1984
35¢



When I Saw My Blind Date On Saturn—I Vomited
My Boy Friend Has Loose Hands—38 Pair Of Them
How To Get Used To A Martian Teen-Ager's Breath
THIS MONTH'S PROBLEM:
"I love only 5 of his 8 Heads!"



"I Swing On A Star—And It's A Gas!" —by Frank Sinatra • ED SULLIVAN—
ON THE MARTIAN PLANT ARMY: "I've Seen Drill Teams, But This . . .!"
Is Pluto Too "Way Out" For Lenny Bruce? • EXCLUSIVE: THE BEATLES'

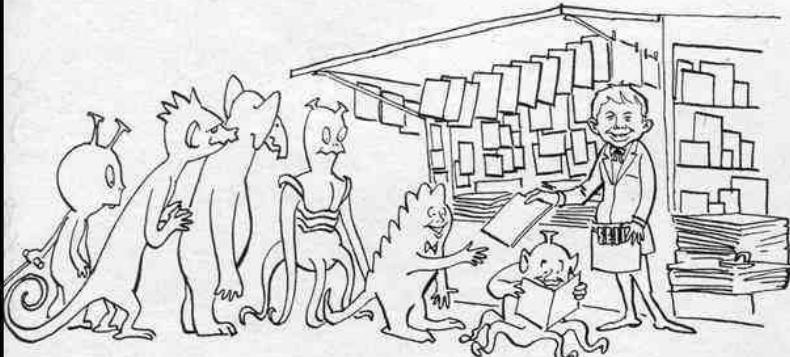
NEW SONG HIT: "It Loves Me, Yeah, Yeah, Yeah!"

interesting and unique "solar system world" . . . with business, politics, art and recreation all changing radically. Naturally, magazines will have to change radically too, to reflect this brave new world. Thus we might possibly find on some future newsstand these

MAGAZINES

ARTIST: JOE ORLANDO

WRITER: ARNIE KOGAN



THE LADIES HOME SPACE

JOURNAL

JUNE 1984

50 Cents



HOMEOWNER REPORTS:

"If You Think Crabgrass Is Bad, You Should See What's Growing In My Garden Here!"

"YOU COULD DROP DEAD FROM HIS COMMUTING!"
by an irate Venus Housewife

MY MOTHER-IN-LAW
KEPT RIGHT ON TALKING
THROUGH THE SOUND
BARRIER

"What's This About Bussing
Our Kids To Jupiter?"
by a Bronx School Mother

Real Estate Values Dived
... When THEY Moved In

EXCLUSIVE:

"I'VE BEEN UNFAITHFUL
ON ALL 9 PLANETS!"
by a Long Island Housewife



ENTERTAINMENT FOR MEN THINGS

SPACE PLAYBOY

Nov. 1984

\$5.75



NEW SPACE THRILL
Making Out With Your
Chick While Floating
In Free-Fall

★★★
"Racing The '84 Porsche
Along The Craters Of
The Moon"
by the late Ben Furdy

★★★
THE GIRLS OF THE
MILKY WAY
★★★
Comic Feature:
LITTLE ANNIE'S
SEVEN FANNIES

CONTINUING THE PLAYBOY
PHILOSOPHY (PART 2987)

"Thank Heavens For The
Blue-Noses On Jupiter!"
(There's No Other Way To
Tell Males From Females!)
★★★★★★
"Playmate Of The Month"
PLUTO'S ZOHRA SHARK
(138-23-38)
SEE THE 14-PAGE FOLD-OUT

Space Sports Illustrated

JUNE

1984

50¢

"GET OFF THE COURT, TINY!"

The humiliation of Wilt Chamberlain when he failed to make the All-Solar Basketball Team because of his height

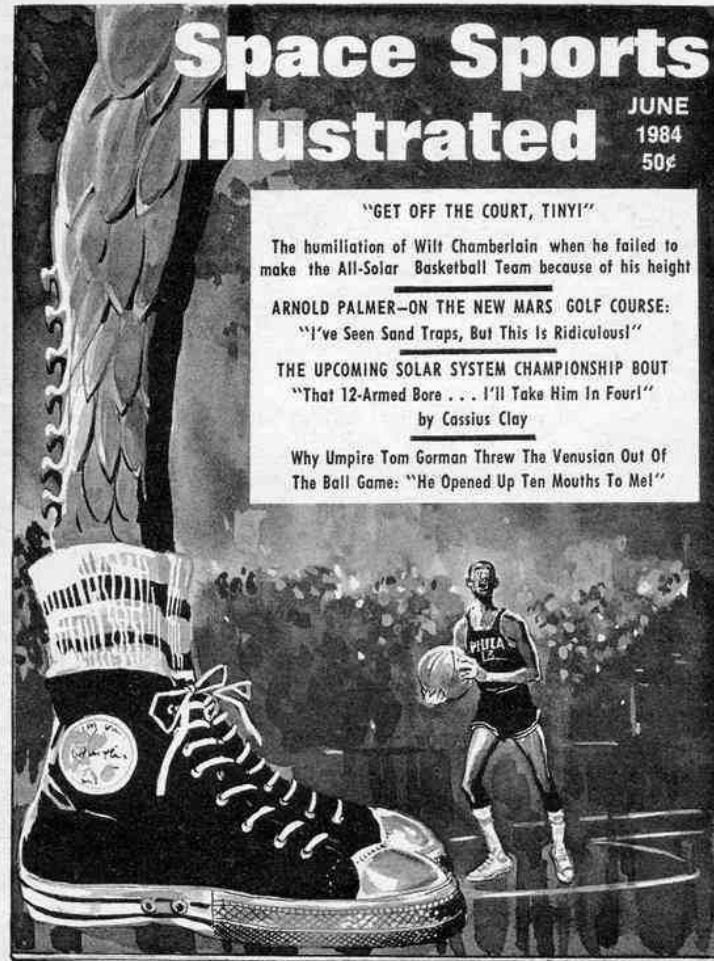
ARNOLD PALMER—ON THE NEW MARS GOLF COURSE:

"I've Seen Sand Traps, But This Is Ridiculous!"

THE UPCOMING SOLAR SYSTEM CHAMPIONSHIP BOUT

"That 12-Armed Bore . . . I'll Take Him In Foul!"
by Cassius Clay

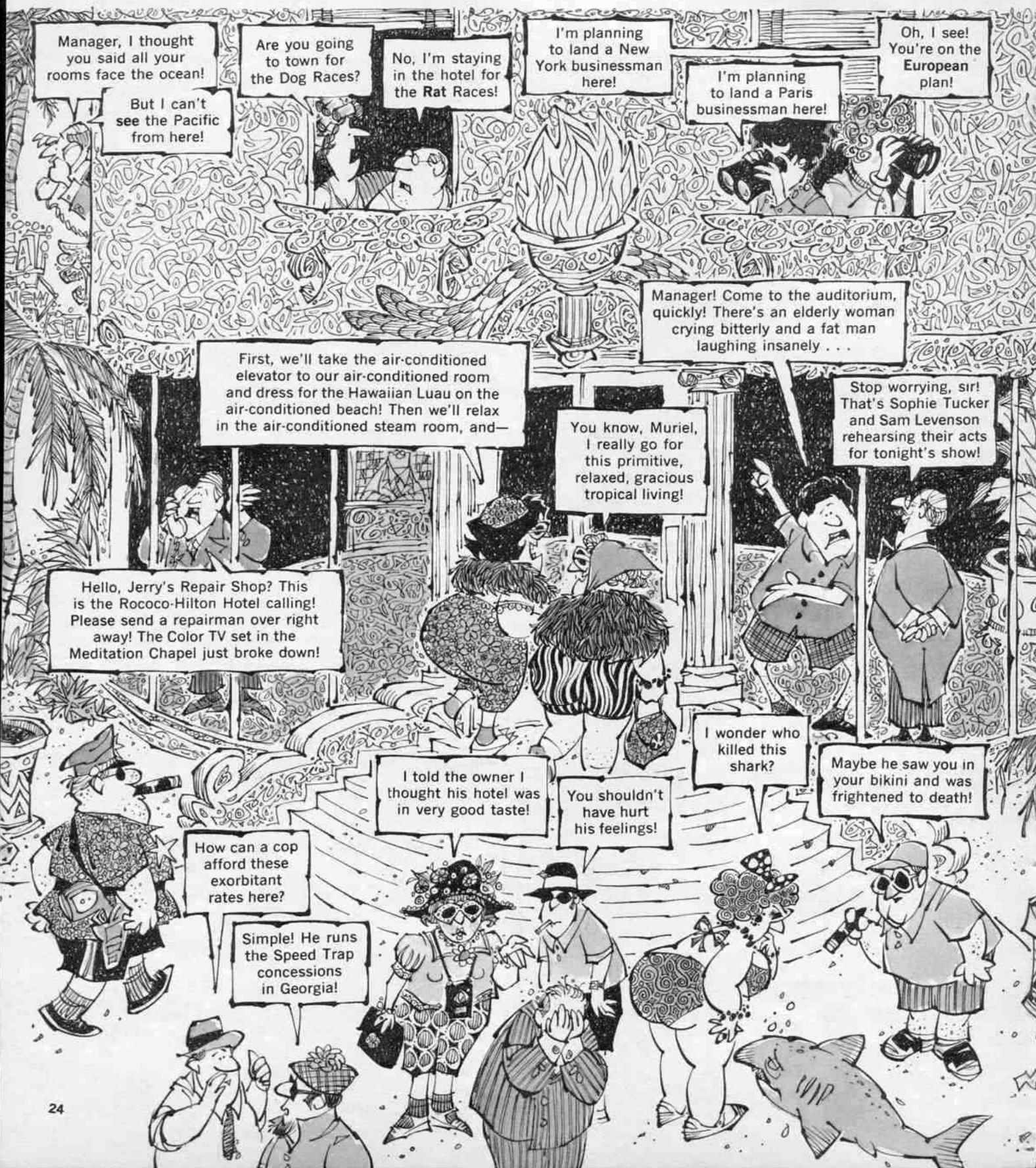
Why Umpire Tom Gorman Threw The Venusian Out Of
The Ball Game: "He Opened Up Ten Mouths To Me!"



TALK OF THE TOWNS DEPT.

In this, its sixth installment,
"The MAD Information Service"
continues to inform Americans
about America — by presenting

THE SIGHTS OF THE



and SOUNDS U.S.a.

ARTIST: PAUL COKER JR.

WRITERS:
LARRY SIEGEL & FRANK JACOBS

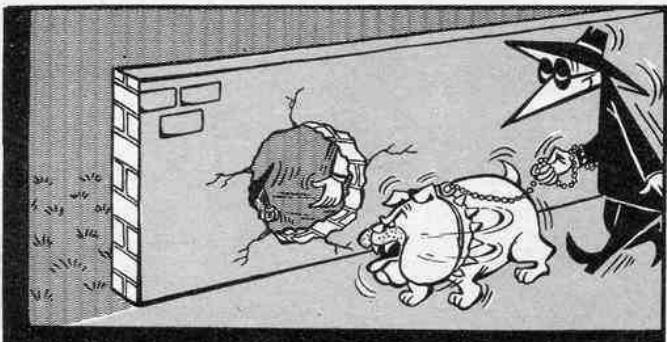
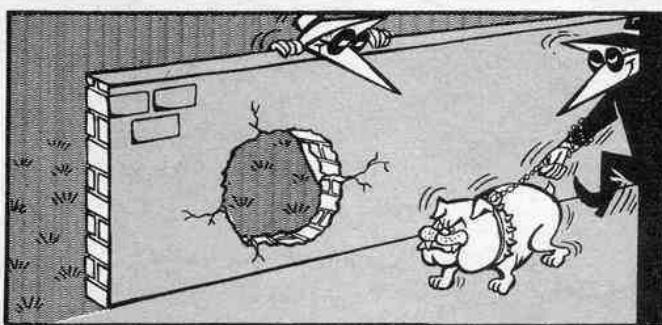
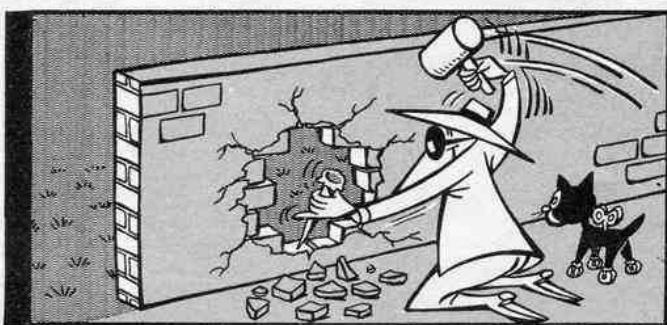
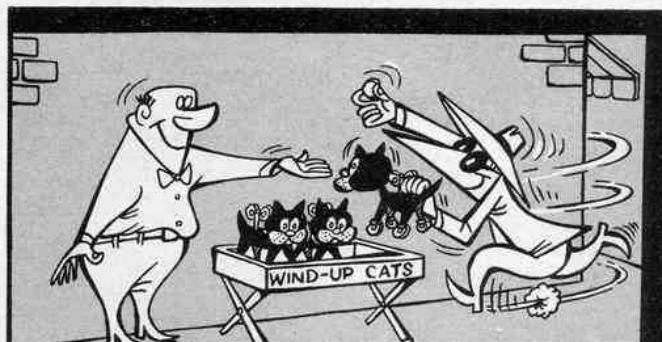
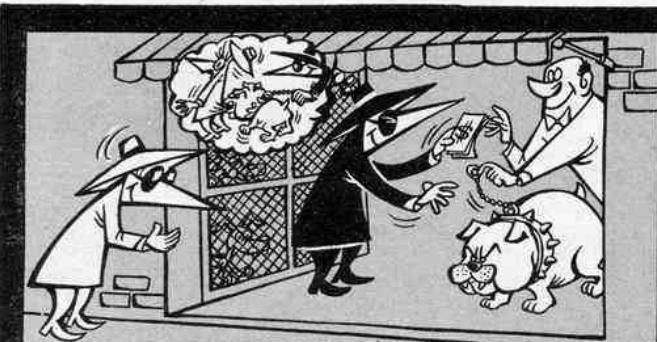
THIS ISSUE—SPOTLIGHTING
MIAMI BEACH
FLORIDA



COY

VS

SPY



SYMBOL-MINDED DEPT.

SIGNS



S
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IGNS

IGNS

SiGNS

SiGNS

S

SIGNS



A
MAD
LOOK AT
SIGNS
OF THE
TIMES

ARTIST: BOB CLARKE



Clarke

Today's road signs are very often confusing, illegible, or just plain hard to understand. On the theory that a picture is worth a thousand words (Especially for clods who can't read!), we offer the following MAD suggestion for improving road safety: Mainly, make use of more—

PICTURE ROAD SIGNS

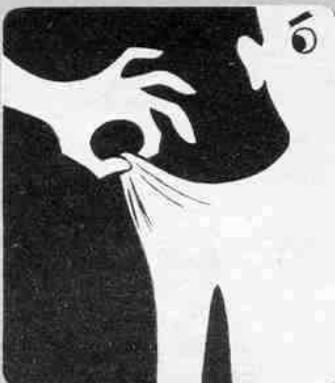
WRITER: AL JAFFEE



LOW
BRIDGE



MEN
WORKING



SOFT
SHOULDER



FALLEN ROCK
ZONE



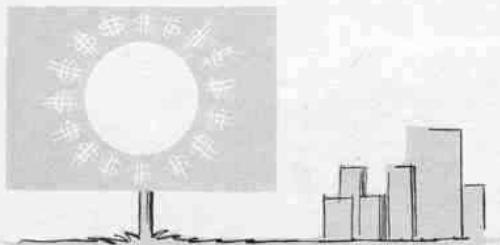
PAY
TOLL



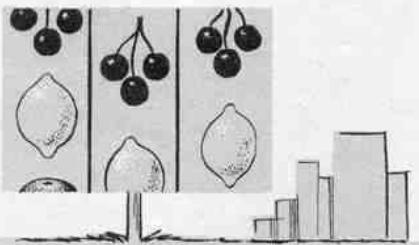
FLOOD
AREA

THERE IS STILL ANOTHER AREA WHERE "PICTURE SIGNS" CAN BE HELPFUL:

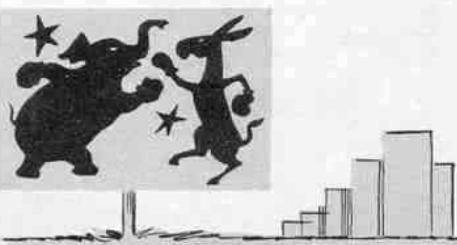
IT IS BECOMING MORE DIFFICULT TO TELL WHEN YOU LEAVE ONE AND ENTER



28 MIAMI BEACH



LAS VEGAS



WASHINGTON, D.C.

HARD to understand WORD SIGNS



Does this sign indicate that the bus stops over it—in mid-air? Or does it mean that the bus is going up after it stops?

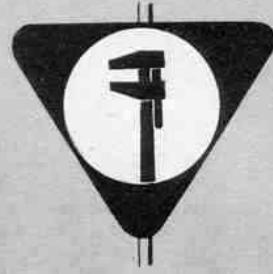


Does this mean that light trucks are okay? And how light? How about a heavy truck transporting lights? That's sure a light truck!

EASY to understand PICTURE SIGNS



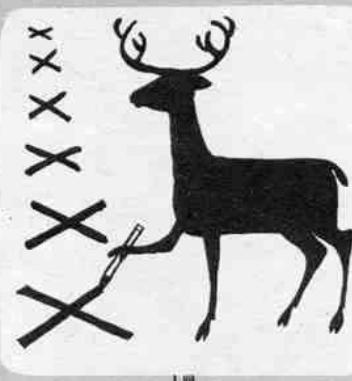
This sign is instantly understood by anyone who drives by. It indicates School Children in the area—so drive carefully.



This sign is immediately understood by Frenchmen, Englishmen, Germans, etc. Used in Europe, it means a Service Station ahead.



NO RIGHT TURN



DEER CROSSING



DEAD END



REST ROOMS AHEAD

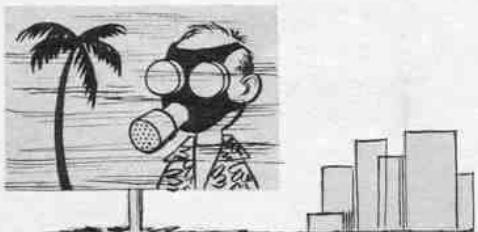


BUMPY ROAD

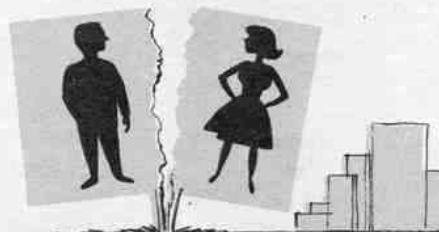


LOW FLYING PLANES

WITH CITIES AND TOWNS GROWING TO THE POINT OF TOUCHING EACH OTHER, ANOTHER. A "PICTURE SIGN" WOULD INSTANTLY SHOW YOU WHERE YOU ARE.



LOS ANGELES



RENO



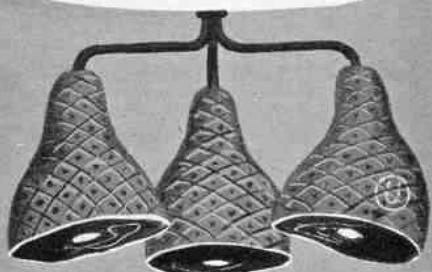
HOUSTON

PART II

In days gone by, merchants and craftsmen used to hang out signs depicting symbolic objects that quickly identified the nature of their business. The cobbler hung out a shoe, the oculist—a pair of glasses, the watchmaker—a clock, etc. Nearly all of these types of signs are gone now, but we'd like to bring them back and up-date them to cover some of the rackets that have sprung up since those good old days. Here, then, are a few MAD suggestions for ...

Up-To-Date Symbolic BUSINESS SIGNS

Mannie Schlepper
ACTORS' AGENT



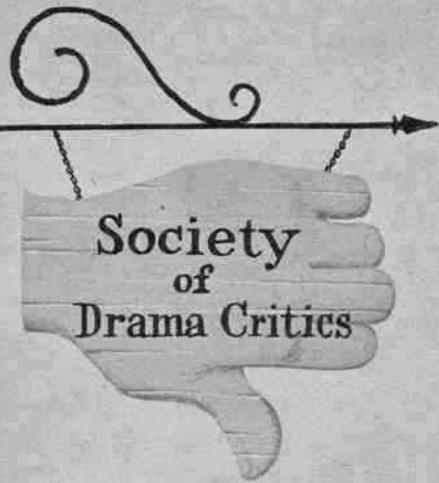
ACE PUBLIC
OPINION
POLLSTERS



DR. HOOK, M.D.



Society
of
Drama Critics



ADVERTISING
EXECUTIVES
CLUB



DAVID SUSSNIK
PRODUCER OF
TELEVISION
SPECTACULARS

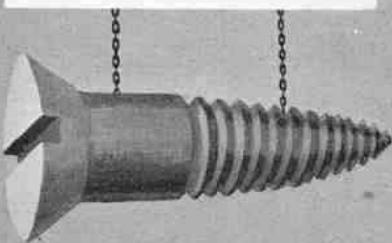
QUALITY
USED CARS



OFFICE
INFORMATION
TOURIST
AUSTRALIA



EZ FINANCE
& LOAN
COMPANY



PART III

You think you gotta be on your guard because Madison Avenue is sneaky when it comes to commercials and ads? Well, next time you're out shopping, take a closer look at those signs in store windows. If necessary, have someone read them to you. Or better yet, just let whoever is reading this article to you continue, and you'll see that your local merchant is pulling some sneaky tricks on his own. Mainly, he's faking you out with these

WRITER: DICK DE BARTOLO

SNEAKY SIGNS

GOING OUT OF
BUSINESS!

IN 1967 OR 1968 IF THINGS DON'T PICK UP A BIT

SALE! SALE! SALE!
OUR DOORS CLOSE TONIGHT!
—AND OPEN TOMORROW AS USUAL AT 8:00 A.M.

BUSINESS IS SO LOUSY, WE ONLY WISH WE WERE
FORCED TO VACATE!

WE LOST
OUR LEASE

IT WAS RIGHT IN OUR
TOP DRAWER JUST YESTERDAY!

50%
to
60%
OFF

ON PRICES WE
RECENTLY BOOSTED
50% TO 60%

WE WOULDN'T MAKE ANY MONEY AT ALL IF WE WERE REALLY
SELLING BELOW
ACTUAL WHOLESALE!

DON'T COME IN HERE IF YOU'RE EXPECTING
DISCOUNTS!!!

DRASTIC
REDUCTIONS
IN QUALITY

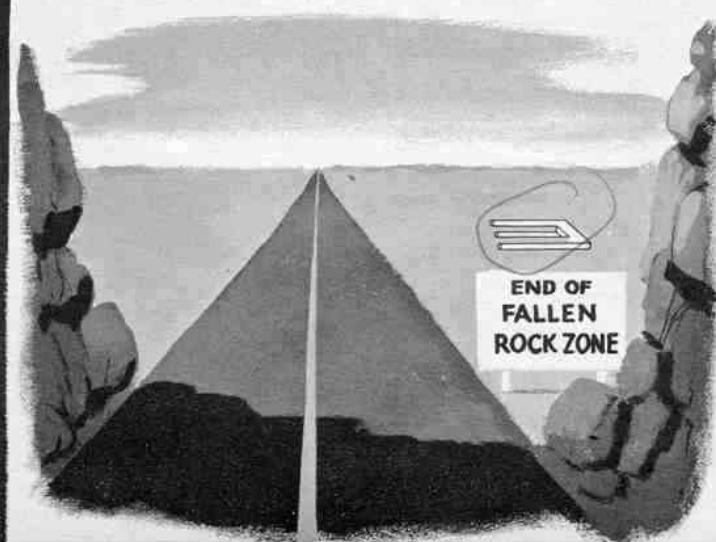


PART IV

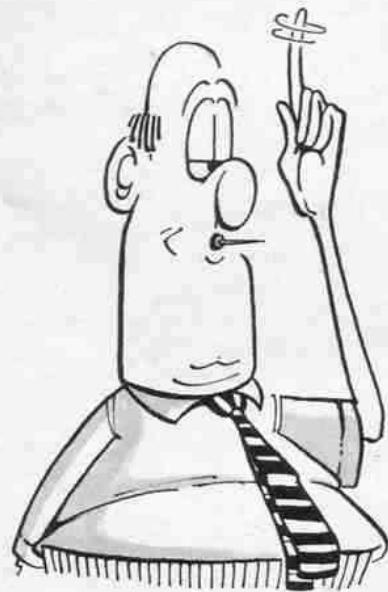
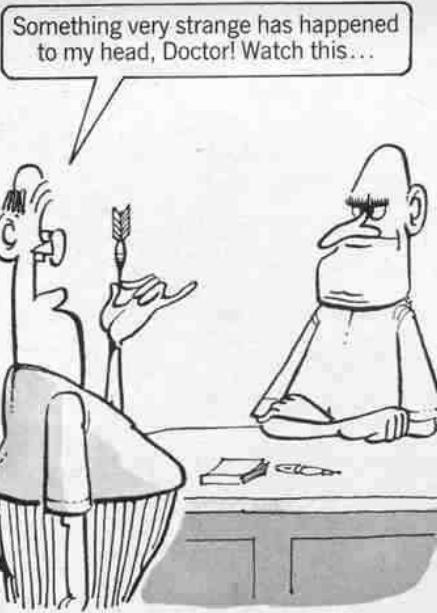
Over the years, Man has relied on signs for important information. However, today, America has become a "Sign-Happy" nation. For instance, would we be any less-informed if we were to do away with these...

USELESS SIGNS

WRITER: DICK DE BARTOLO



ANOTHER (whew!) VISIT TO THE DOCTOR'S OFFICE



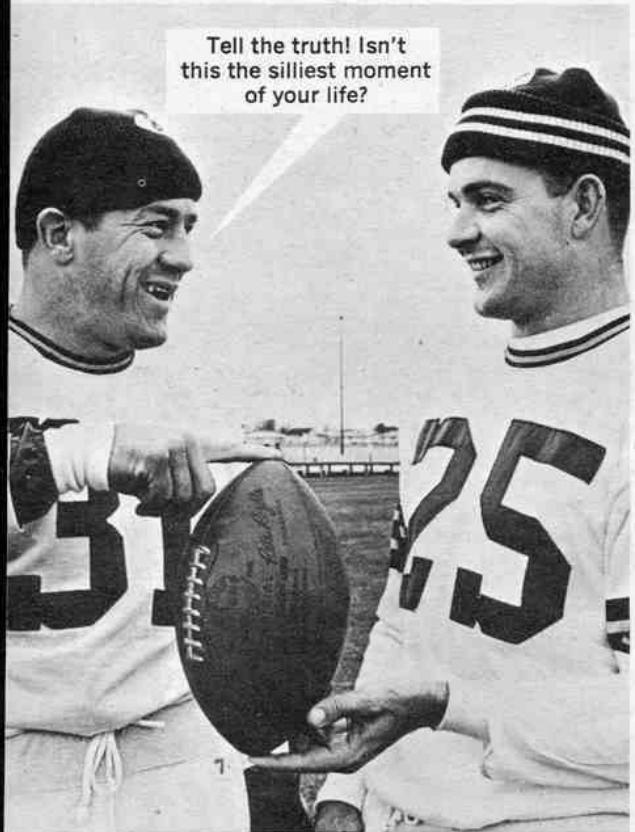
GRIDIRONIES DEPT.

Now that the professional football season is drawing to a close, we'd like to help finish it off by presenting some



FOOTBALL

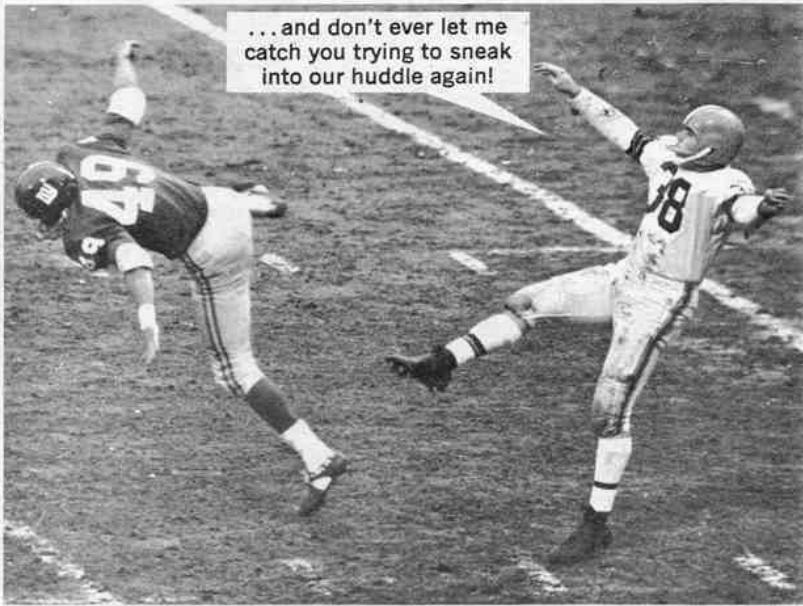
Tell the truth! Isn't this the silliest moment of your life?



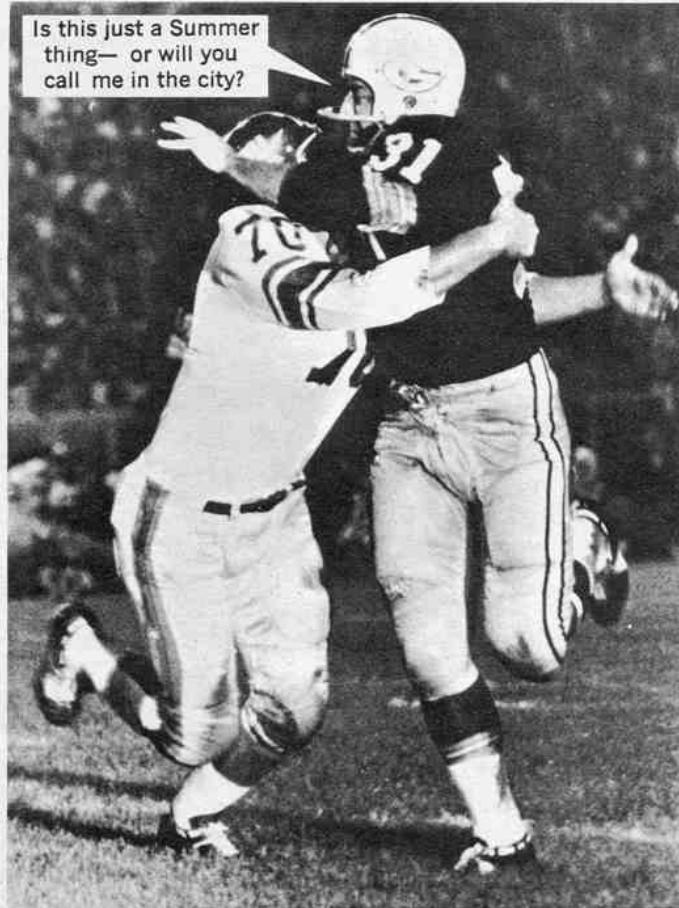
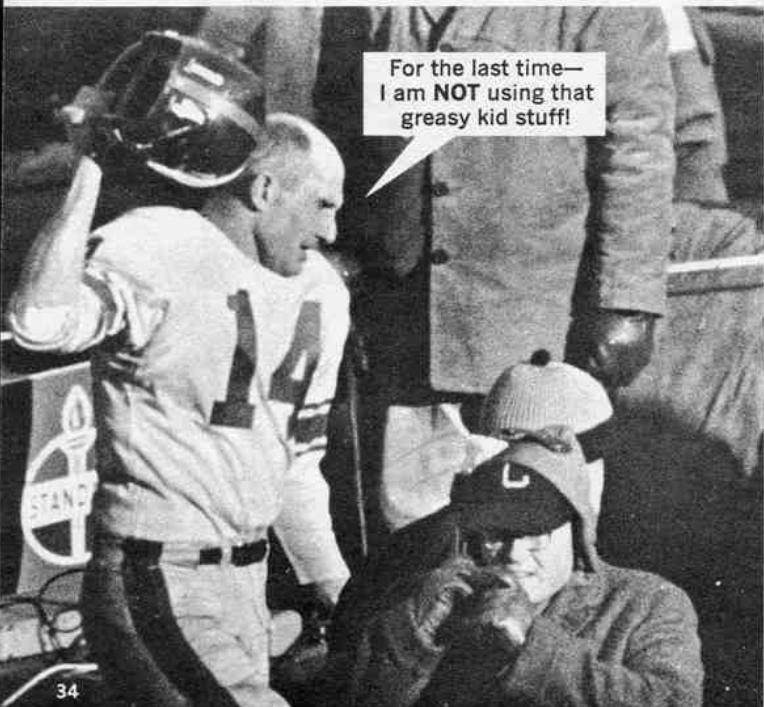
WRITER:
ARNIE
KOGEN

PHOTOS BY
WIDE WORLD
AND
U.P.I.

... and don't ever let me catch you trying to sneak into our huddle again!

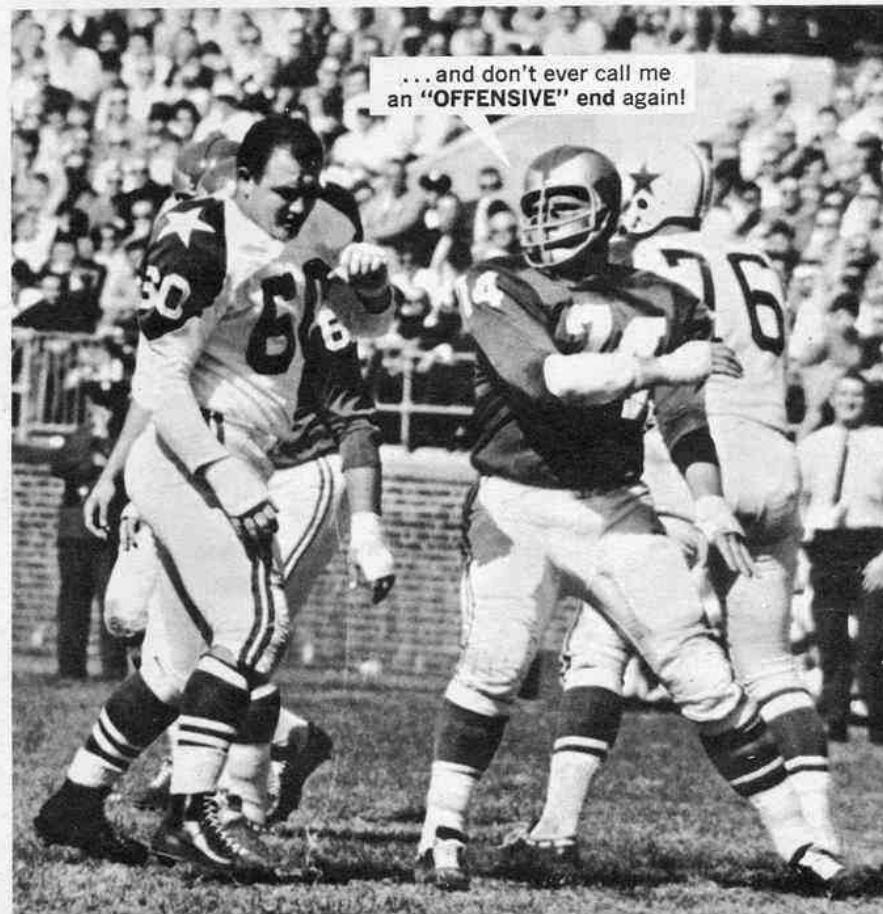
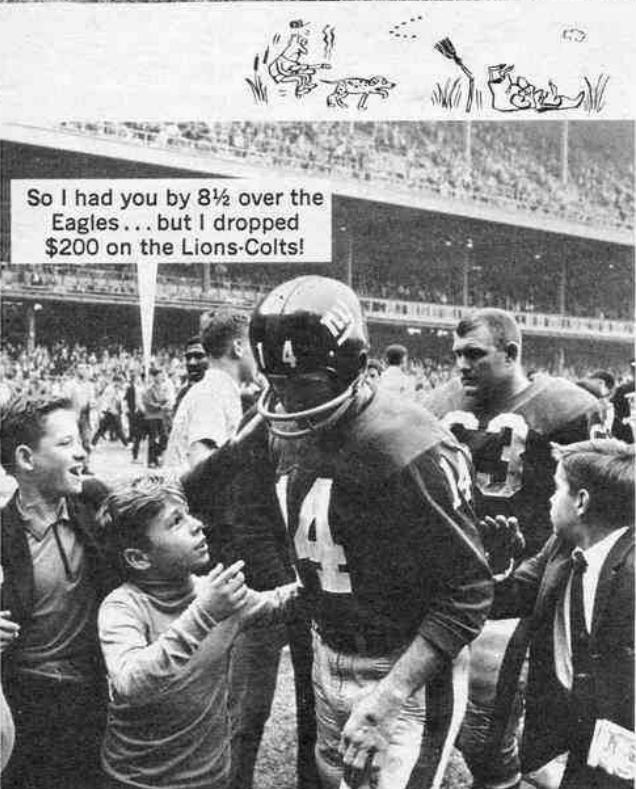
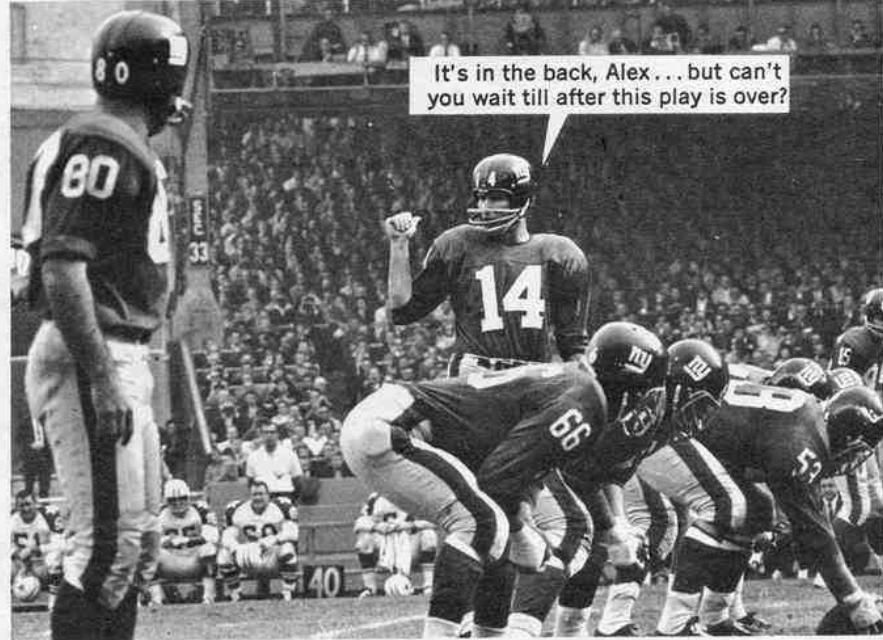


Is this just a Summer thing— or will you call me in the city?

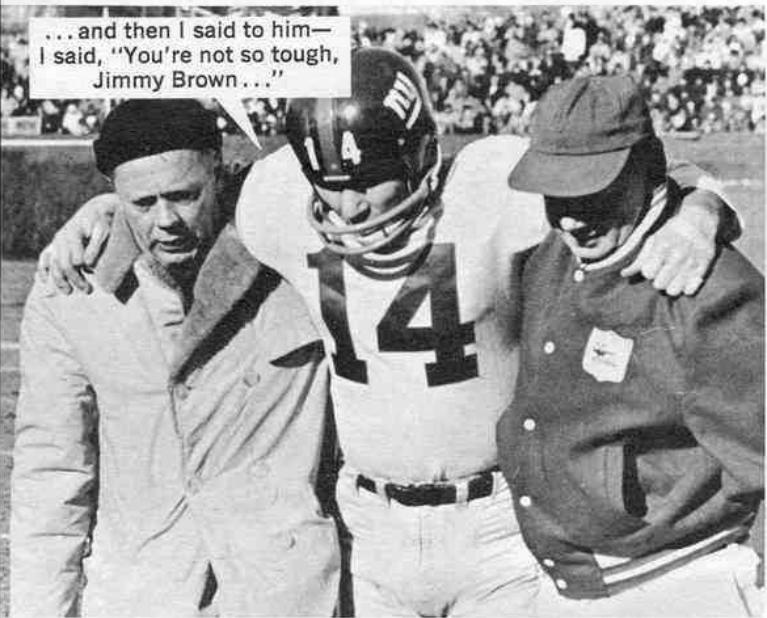


of the typical "action shots" we've been subjected to... captioned with appropriate remarks. So here we go with—

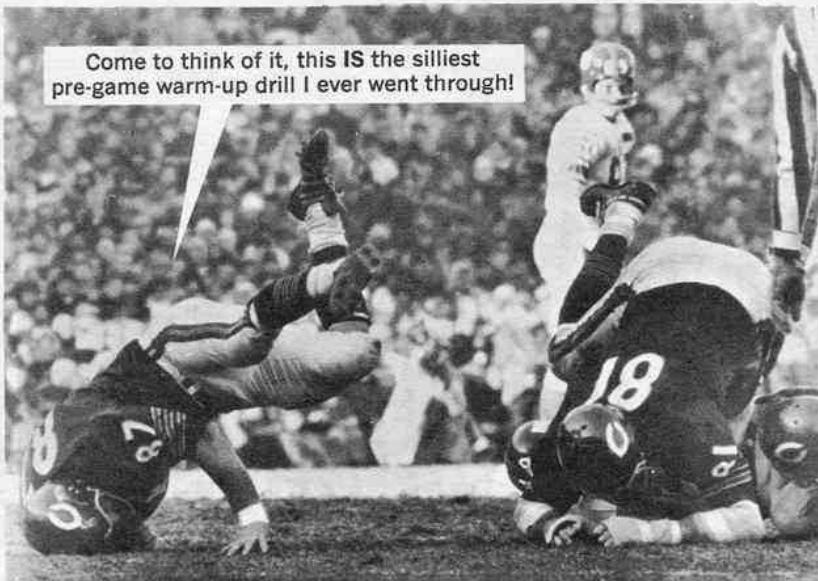
FOTO-PLAYS



...and then I said to him—
I said, "You're not so tough,
Jimmy Brown..."



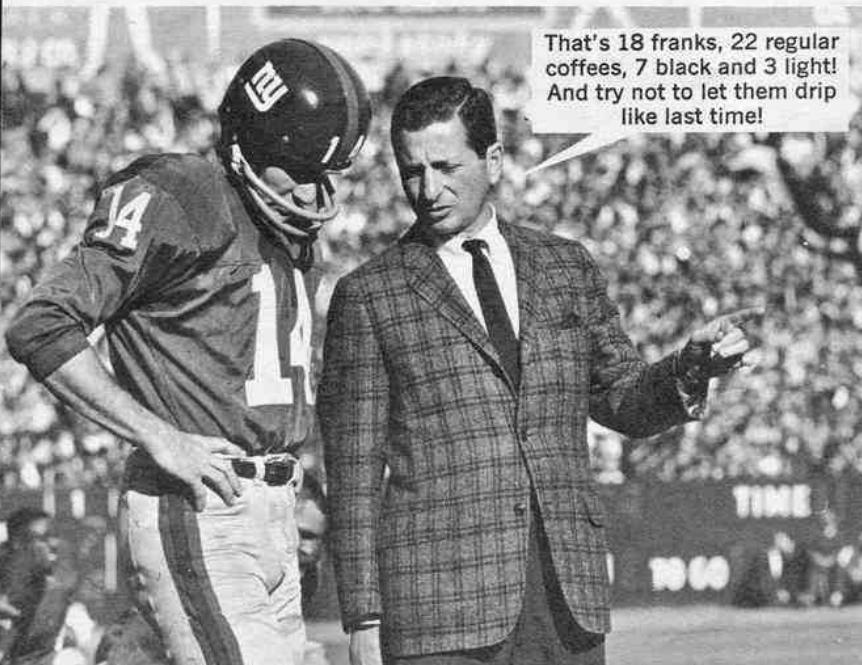
Come to think of it, this **IS** the silliest
pre-game warm-up drill I ever went through!



Okay, Coach—they're clean!
NOW can we go out and scrimmage?



That's 18 franks, 22 regular
coffees, 7 black and 3 light!
And try not to let them drip
like last time!



On the other hand—with Rinso, you'll
have it spanking clean in no time!



RACE RIOT DEPT.



THE FINISH



SINGING THE BOOZE DEPT.

Recently, a New York City radio station announced plans to advertise hard liquor over the air. If this station is successful in its whiskey-plugging, then you can bet your sister's hair-curlers that eventually there will be

WHEN THEY LIQUOR

The Athletic Approach

Gee, Mr. Mendel, it sure was a thrill shagging fungoes with a real Big League baseball star like you!

You're doin' great, Mel! Keep it up and you'll be playing Big League ball yourself someday! Now, let's go have a drink!

What'll it be, fellas?

I'll have a double shot of Schlachman's 8-Star Triple-X Scotch on the rocks! How 'bout you, Mel?

I'll have a beer!

A beer!? Hey, Mel! Don't tell me you're still drinking that "Sissy Kid Stuff"!?

Well, I . . . yeah . . . that is . . . I always drink beer, and . . . gosh, what's wrong with drinking beer?

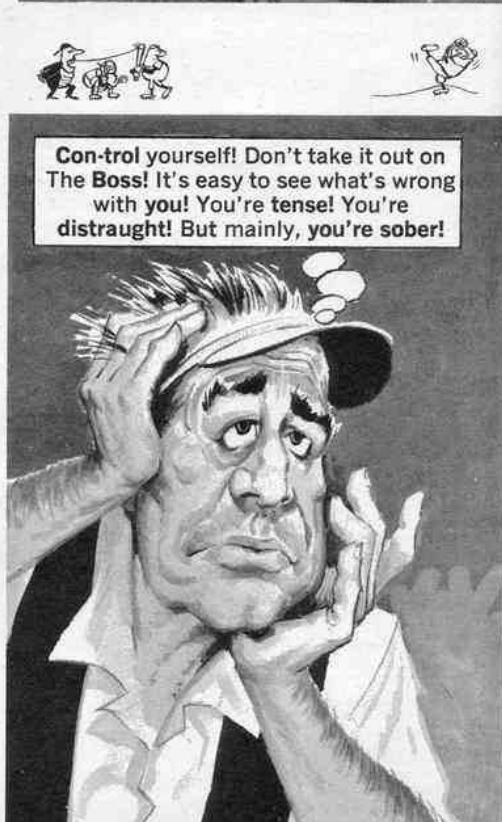
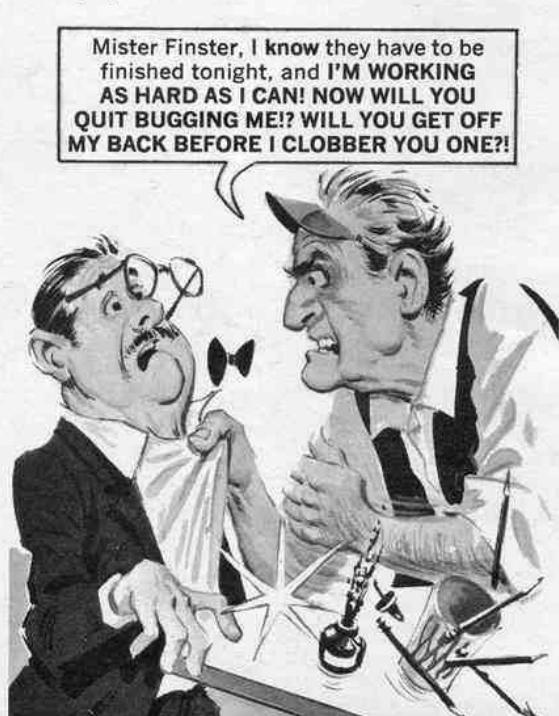


The Emotional Approach

Hey, Jim . . . how you doing on those blueprints for that big Government contract we're trying to land? They have to be finished by tonight, and—

Mister Finster, I know they have to be finished tonight, and I'M WORKING AS HARD AS I CAN! NOW WILL YOU QUIT BUGGING ME!? WILL YOU GET OFF MY BACK BEFORE I CLOBBER YOU ONE!?

Con-trol yourself! Don't take it out on The Boss! It's easy to see what's wrong with you! You're tense! You're distraught! But mainly, you're sober!



liquor commercials all over television, too. And in case you're interested as to what approach these TV pitches will take, MAD herewith presents a selection of video pitches that we'll probably be subjected to, if and...

ADVERTISE ON TV

ARTIST: JACK RICKARD
WRITER: FRANK JACOBS



Here, I'll show you! Let's take out our combs! Now, you dunk yours in your beer, and I'll dunk mine in my glass of Schlachman's 8-Star Triple-X Scotch!

Let 'em stay dunked for a whole minute! We call this "The 60-Second Workout"!



Now . . . take a look at your comb! You see? It's not changed at all!



Now, look at my comb! Not one tooth left! That's because Schlachman's 8-Star Triple-X Scotch is loaded with corrosives! It's a real "Man's Drink"! So get rid of that "Sissy Kid Stuff"! Move up to Schlachman's!



What you need is a shot of Piltdown Bonded Bourbon . . . the only bourbon containing that secret tension-relieving ingredient: KEROSENE!



Tastes terrible, doesn't it? But you don't mind—because it's going right to work, easing your tension, calming your bitterness, erasing your hatred, and destroying your liver!



I'm shorry, ol' chum! You're the besht Bossh a guy ever had . . . ol' sock, ol' pal, ol' buddy! Don' worry! I'll get them blueprinz finish'd!

Forget 'em! We're out of business!



The Domestic Approach



The Educational Approach



The Crisis Approach





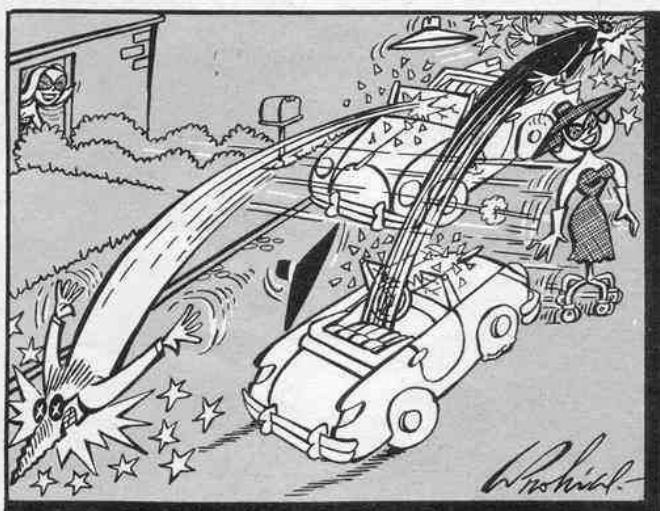
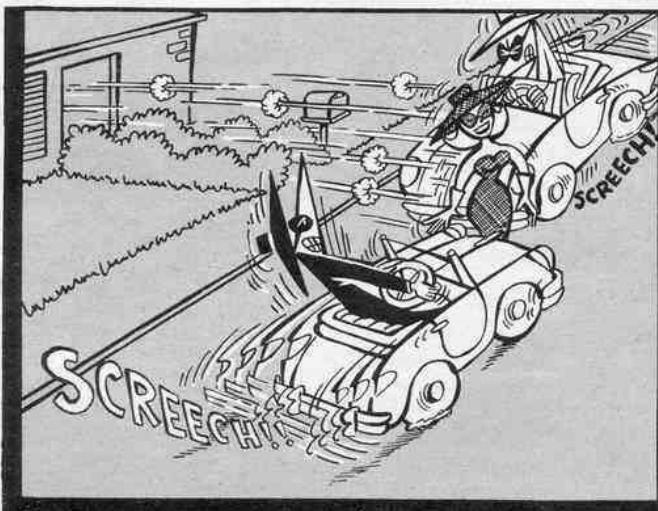
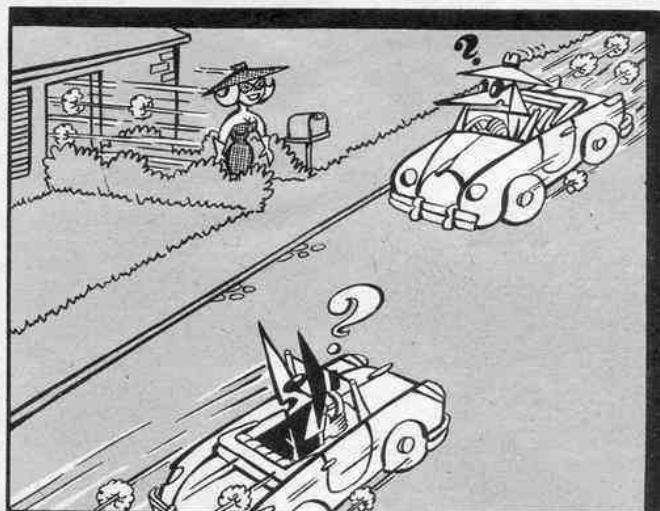
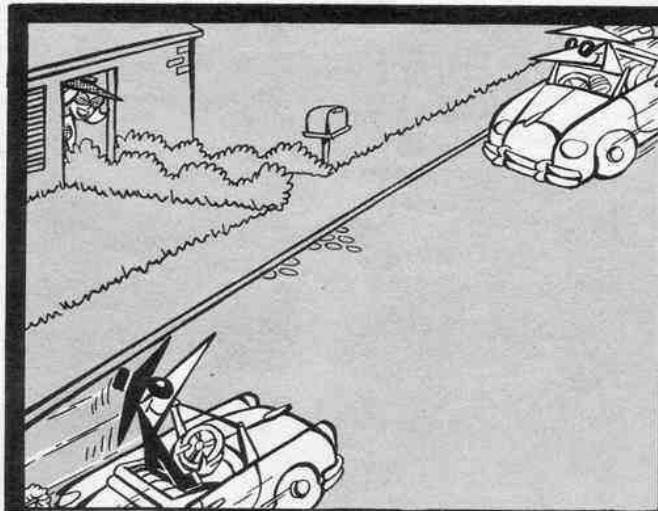
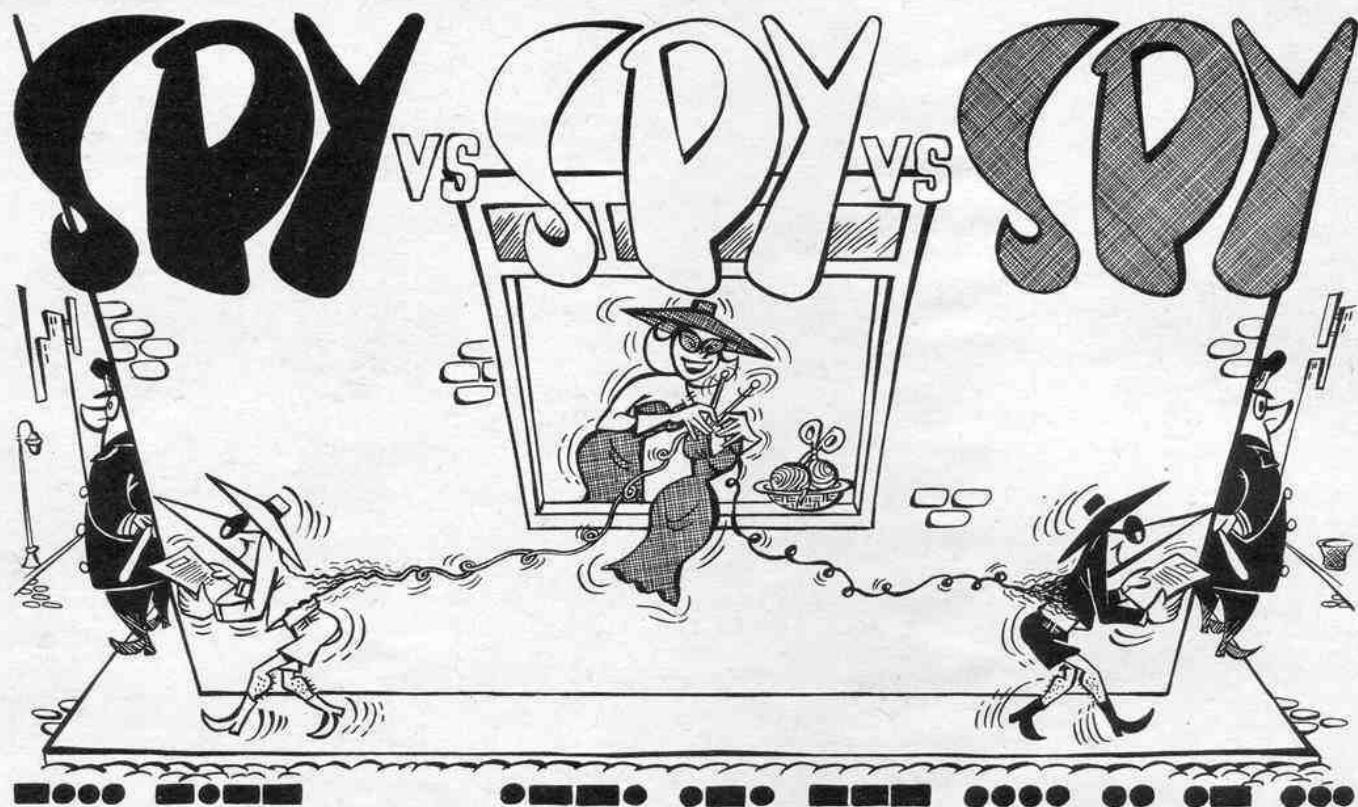
The Testimonial Approach

Friends, this is Rex Marshmallow! All over the country, guzzlers are finding out about Grulnik's Gin, the sharper, more potent, stainless gin that gives you more buzz per bottle! Listen to what they say . . .

I got plastered 13 times with a fifth of Grulnik's Gin, but I only got stoned twice with a fifth of (coo-coo) and only once with a bottle of (coo-coo)!

What better proof could you want, sots? Try Grulnik's Gin today . . . and if it doesn't give you the most glorious buzz you've ever had, we'll buy you (coo-coo) or (coo-coo) or any other gin your drunken heart desires!





FROM SPAD TO WORSE DEPT.

Nowadays, when you're looking for a good movie to go see, what are your choices? For the most part, they're films with very little heart—and absolutely no guts! How can you get excited over things like "Gidget Goes To Kindergarten" or "Doris Day's 55th Dilemma" or "Under The Gum Drop Tree"? What we need is more of the kind of movies Hollywood **used** to turn out years ago! Movies with **guts!** Like:

M-G-M
(More Gutsy Movies)

presents

THE FLYING ACE

with the biggest cast ever assembled

THE ENTIRE U.S. AIR FORCE

(As Portrayed In This Film By THE ENTIRE U.S. ARMY)

THE PRODUCERS OF THIS FILM WISH TO THANK THE U.S. GOVERNMENT FOR ITS TECHNICAL ASSISTANCE, AND FOR THE USE OF THE SKY.

Based on Capt. John Furd's Best-Seller "The Iron Horse"



ARTIST: MORT DRUCKER WRITER: DICK DE BARTOLO

GG-1 Tower—calling
The Flying Ace . . .
GG-1 Tower—calling
The Flying Ace . . .
Come in, Flying Ace!

I have a
hunch The
Flying Ace
won't make
it this time!

I don't know about
that! He's had
plenty of close
shaves before!

Yes—but he left
with only four
hour's worth of
gas!

And how long
has he
been gone??

Two
days!

Well, wherever
he is . . . he
must be running
low on fuel!

What's
happened
to him?
What's—

Can
I help
you,
Ma'm?

I came to see
if you heard
anything from
my husband!

Your
husband?

Yes, he's
up there!

Your . . .
your husband
is The
Flying Ace?

No, he's the carpenter
on the roof! If he
comes down, would you
send him right home!?

Well . . . we might as well
shut down the equipment!
Only a Hollywood-type
miracle could save him now!

No! No! You
can't shut
down the
equipment!

Who are you?

I'm The Flying Ace's wife! Hand me that microphone!

I'm sorry, Mrs. Flying Ace . . . but that's against the rules!

Saving my own husband's life is against the rules??

Well . . .

Saving our three children's "Daddy" is against the rules?

Well, you see—



Will you keep quiet! I'm building up to tears . . .

Yes, it is! And shedding tears on the equipment is against the rules, too!

Saving the Air Force's biggest Ace is against the rules?

Crackle . . . Crackle . . . Hello, GG-1 Tower . . . Hello, GG-1 Tower . . .

What's that?

It sounds like the Hollywood-type miracle we've been praying for!



That's my husband's voice! Tell him to bring that plane home . . . for me!

He can't do that, Ma'm! It's Air Force property! We don't mind if he takes a couple of towels home from the latrine for you, or a dish or two from the mess hall . . .

But an entire airplane? That's kind of grabby!

Hello, Flying Ace! This is GG-1 Tower! The field is fogged in! We're going to have to talk you down!

If my wife is there, put her on! She's been talking me down for years!



Beautiful landing, Flying Ace! You put 'er right down on a dime!

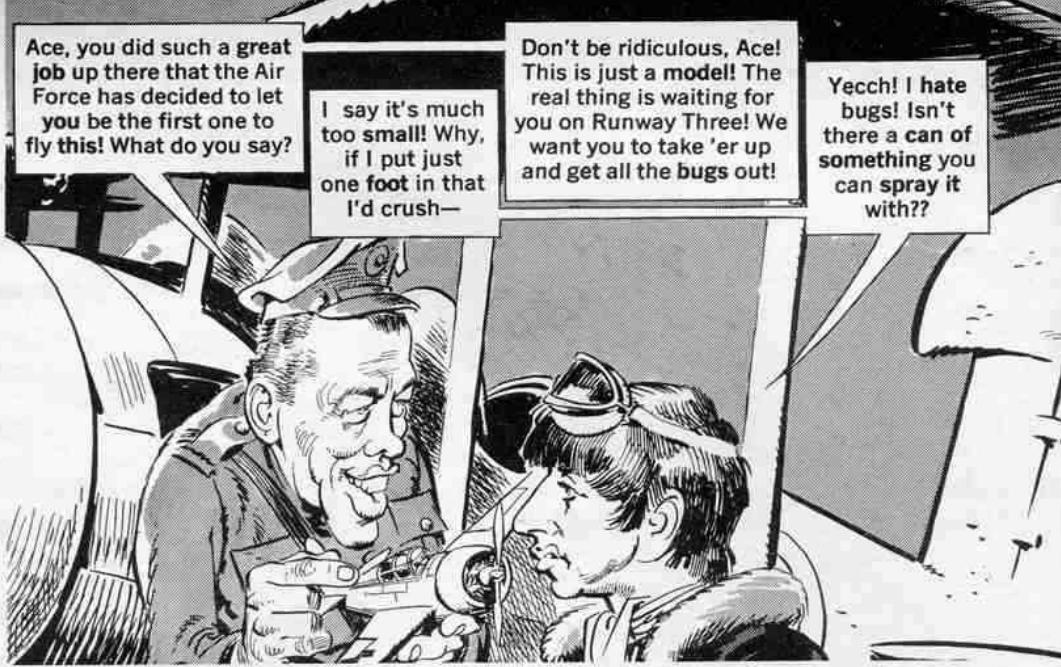
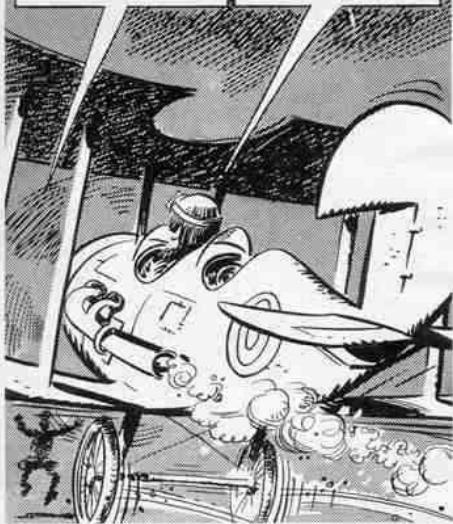
Yes, and it was **MY** dime! So the Air Force owes me 10c!

Ace, you did such a great job up there that the Air Force has decided to let you be the first one to fly this! What do you say?

I say it's much too small! Why, if I put just one foot in that I'd crush—

Don't be ridiculous, Ace! This is just a model! The real thing is waiting for you on Runway Three! We want you to take 'er up and get all the bugs out!

Yecch! I hate bugs! Isn't there a can of something you can spray it with??

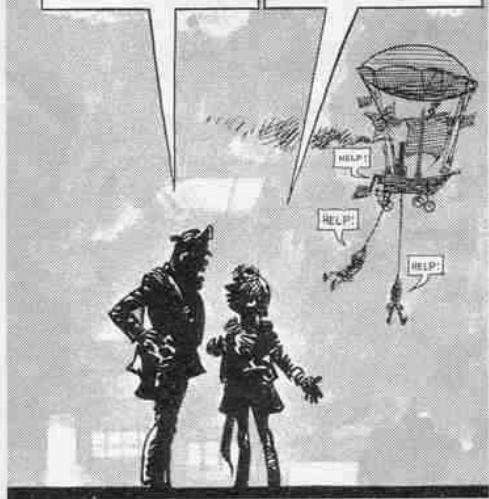


"Bugs" is just "Guts-Talk" that means "Technical Difficulties"—you idiot!

Well, then, answer me this, General: If you think I'm an idiot, why pick me for this job?

Because you're the **ONLY** one to test this plane, Ace! And with the entire U.S. Air Force Band playing "Off We Go Into The Wild Blue Yonder" in the background, I'll tell you why:

You've got airplane engines in your heart, Ace . . . and airplane fuel in your blood . . . and wings and props and chocks in your guts! And if you don't stop stealing all them things, you'll never fly again!



You can't do it, Ace! You can't go back up there! You don't know what it's like with you up there! You don't know what it's like—sitting by the phone, day in and day out . . .

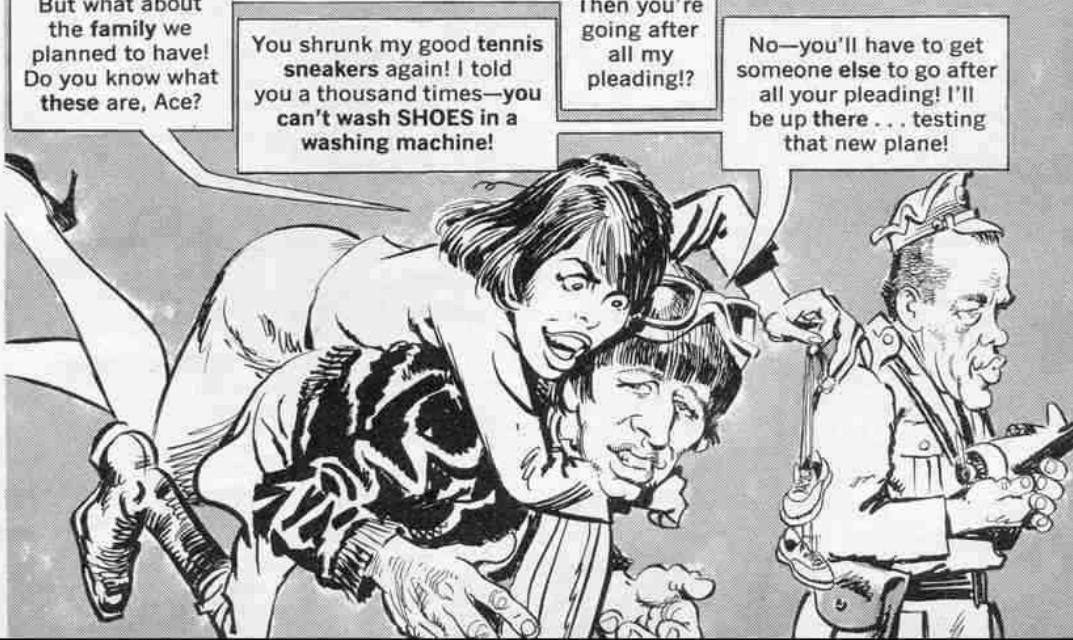
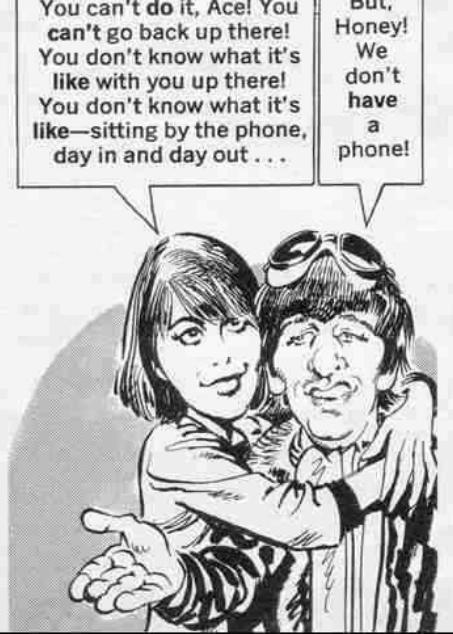
But, Honey! We don't have a phone!

But what about the family we planned to have! Do you know what these are, Ace?

You shrunk my good tennis sneakers again! I told you a thousand times—you can't wash SHOES in a washing machine!

Then you're going after all my pleading!?

No—you'll have to get someone else to go after all your pleading! I'll be up there . . . testing that new plane!



Hello, Ace! This is GG-1 Tower! The visibility is down to six inches here! What's it like up there?

I don't know! I can't see out past my windshield!!!

What was that sound, Ace?

My right wing just ripped off! I'll have to fly lefty!

What was that? More trouble, Ace?

You don't think an Ace like me would lose just one wing, do you? The other one just ripped off!

And just for good measure, the tail just fell off!

What on earth is keeping you up there, Ace?

Confidence in American genius and know-how to build better airplanes! That . . . and trick photography!

Bring 'er down, Ace! Try to land 'er!

Not until you've seen all the "guts" scenes you expect in a movie like this! Flying scenes like this one!

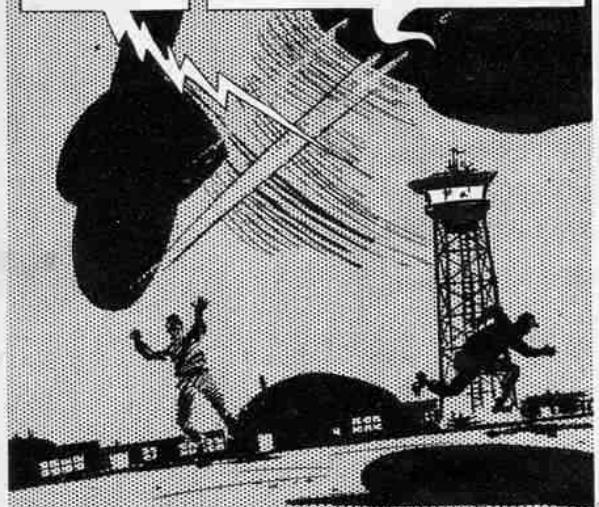
And this one—

And this one—

And this one—which isn't even in the script!

Flying Ace—
You're
ALL GUTS!

That's what I wanted to hear!
Now I can make my preposterous
and unbelievable landing!



Ace, I'm proud of
you! You made it
back to the ground
and your uniform
isn't even wrinkled!

More
important
than that
my hair is
in place!

What—what
are all
these men
doing here,
General?

They're crowding around because they want to see a hero first-hand, Ace!
And also because this is the **closing scene**, and these films always end
with a heart-touching panorama of the field and the young cadets and the
planes flying over in formation and my words echoing louder and louder—
except in a magazine, in which case the type gets bigger and bigger—
while the music builds and the camera moves back and up—up—up—



YOU'RE ALL GUTS, FLYING ACE!
AND YOU'RE ALL HEART, FLYING
ACE! YOU'RE ALL HEART AND
GUTS, FLYING ACE...

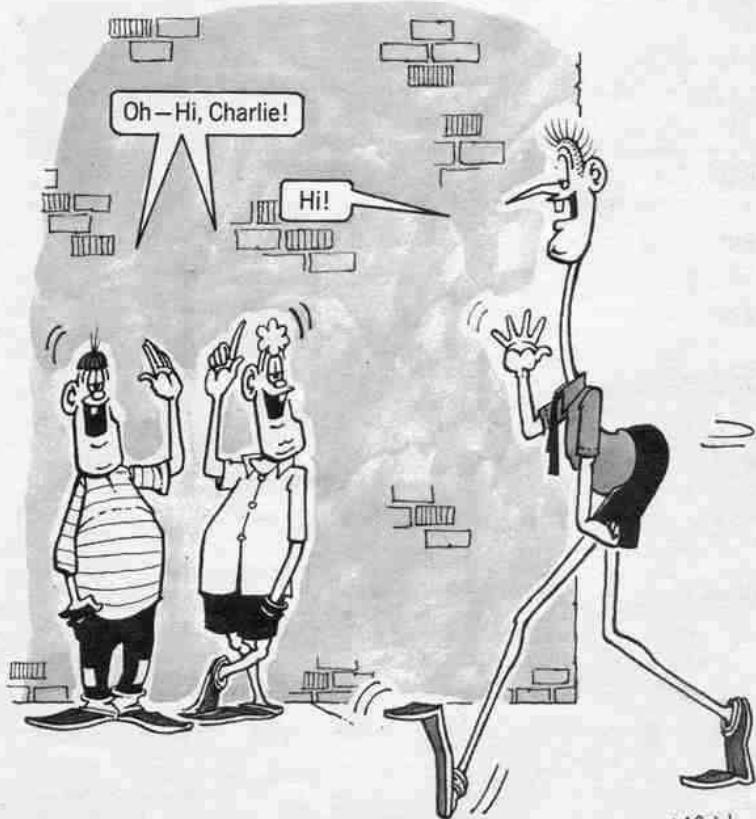
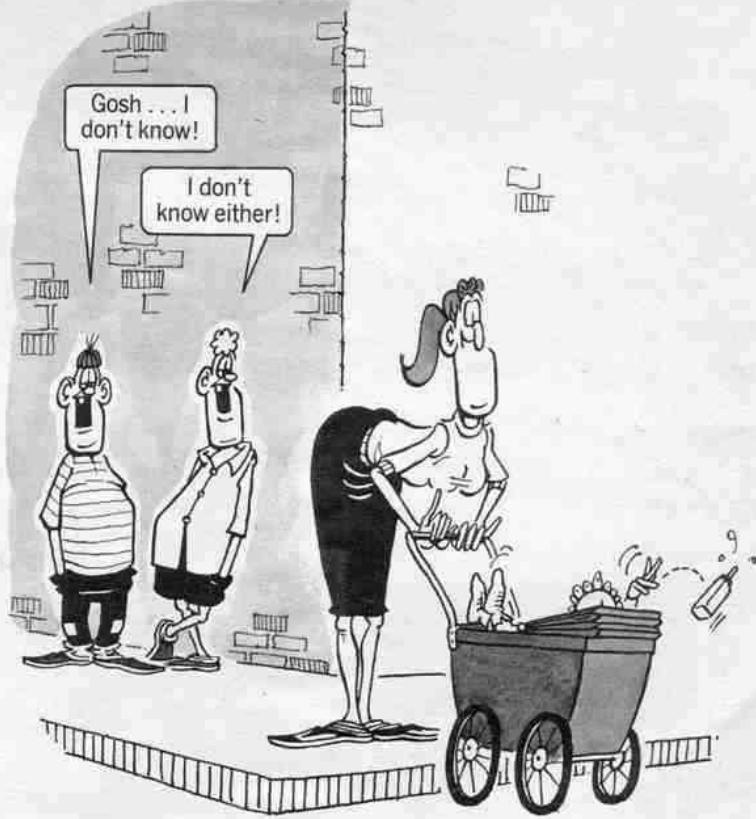
AND YOU'RE ALL-AMERICAN,
TOO, FLYING ACE! YOU'RE
ALL-AMERICAN HEART AND
GUTS! NOT TO MENTION
PATRIOTIC...

YOU'RE ALL-AMERICAN PATRIOTIC
HEART AND GUTS, FLYING ACE!
AND HOW ABOUT HUMBLE? YOU'RE
ALL-AMERICAN HUMBLE PATRIOTIC
HEART AND GUTS, FLYING ACE!

AND HOW ABOUT TRUSTWORTHY—?



THE QUESTION



THIS ISSUE'S ECONOMY-MINDED, BLACK-AND-WHITE, ONE PAGE

MAD FOLD-IN

Now that the 1964-65 TV season is in full swing, and we've seen all of the latest shows, it's time to pause and evaluate the new and exciting things this marvelous medium is bringing us. So fold the page as shown, and discover the answer to the question . . .



WHAT BRILLIANT NEW IDEAS HAS THE CURRENT TV SEASON PRODUCED?

A ▶

FOLD THIS SECTION OVER LEFT

◀ B FOLD BACK SO "A" MEETS "B"



Opie's TV

Jaffee

THE SAGES OF NETWORK TELEVISION PROGRAMMING HAVE COME UP WITH SOME GREAT SHOWS THIS SEASON. THEIR BOLD TRIUMPHS OF PAST YEARS ARE FAR OUTDONE BY THIS RASH OF BRILLIANT NEW TV IDEAS AND FORMATS.



PHOTOGRAPHY BY LESTER KRAUSS

Company's Going!

**Here's how we helped
visitors from abroad
enjoy their stay here**

These visitors from abroad are leaving in disgust. The Englishman had to pay \$100 to a scalper for a pair of tickets to a Broadway show. The Indian lady was refused service at a lunch counter in one of our finer Southern cities. The German girl's hotel room was ransacked and all of her jewelry stolen while she was out. The Belgian lad was mugged while shooting pictures in a city park. The Swedish girl was taken on a five mile cab ride to go somewhere two blocks away. The Frenchman's pockets were picked. The Spaniard was insulted for not tipping a waiter enough. And the rest were treated to other examples of typical American warmth, hospitality and courtesy. □ But mainly, they are all leaving in disgust after being subjected to the worst abuse of all: The N. Y. World's Fair.