

No.
126
April
'69

MAD

OUR PRICE
35c
CHEAP



JAMES MONTGOMERY ILLUSTRATED

WHO NEEDS YOU

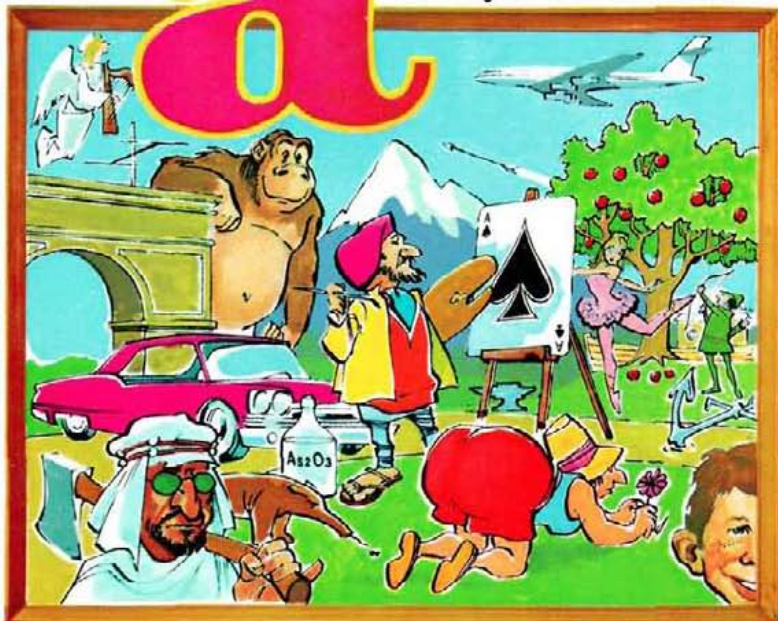
MAD'S COLOR PUZZLE PAGE

ARTIST: BOB CLARKE WRITER: AL JAFFEE

THE
WONDERFUL
LETTER

a

How many things can you see
that begin with this letter?



ANSWER: → THERE ARE 3,586 THINGS THAT BEGIN WITH THE LETTER 'A'. THEY ARE: A LADY, A PAINTER, A GORILLA, A HATCHET, A CAR, A JET PLANE, A MORON WHO ATTEMPTS TO SOLVE PUZZLES LIKE THESE, AND 3,579 MORE!

SPARKLING COLOR BLINDNESS TEST

CAN YOU SEE THE NUMBER HIDDEN IN
THIS COLOR BLINDNESS TEST CHART?



ANSWER: → IF YOU SEE AN EIGHT, YOUR COLOR PERCEPTION IS NORMAL. IF YOU SEE A THREE, YOU'RE COLOR BLIND!

COLORFUL PEOPLE

Here are people of different colors and different races
all living together in love and peace and harmony.
Can you color them correctly, and guess where they're from?



ANSWER: → YOU ARE CORRECT IF YOU COLORED THEM ALL GREEN! BECAUSE IF THEY ARE ALL LIVING TOGETHER IN LOVE AND PEACE AND HARMONY, THEY MUST BE MAKETANS!

COLOR
MATCH-UP
GAME

Which ones are the Twin Easter Eggs?



Although all six eggs are colored alike, none of them are twins! One is a chicken egg, one is a duck egg, one is a turkey egg, & one is the big fat goose egg you get for a score in this color puzzle!

MAD

"The grass is always greener at the Golf Club that has a restricted membership!"—Alfred E. Neuman

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

JOHN PUTNAM *art director* LEONARD BRENNER *production*

JERRY De FUCCIO, NICK MEGLIN *associate editors*

JACK ALBERT *law suits*

GLORIA ORLANDO, CELIA MORELLI, JOAN ZECCA,

CURTIS ANDERSON *subscriptions*

CONTRIBUTING ARTISTS AND WRITERS

the usual gang of idiots

DEPARTMENTS

BERG'S-EYE VIEW DEPARTMENT	
The Lighter Side Of American Tourists	34
COME-ON DENOMINATOR DEPARTMENT	
Games People Play	43
DON MARTIN DEPARTMENT	
Outside A Novelty Shop	12
In An Italian Restaurant	29
DOUBLE STANDARD OF LIVING DEPARTMENT	
A Typical Success Story Movie Of The Past	}
A Typical Success Story Movie Of The Future	
EDITORIAL WHEE! DEPARTMENT	
Hugh Vs. Helen	11
FOOD FOR THWART DEPARTMENT	
A MAD Look At Frustration	40
GRIN AND BEWARE IT DEPARTMENT	
You're In Trouble If They Smile	26
INSANE REPLAYS DEPARTMENT	
MAD's 1968-'69 Football Lowlights	15
INSIDE-OUCH DEPARTMENT	
A MAD Peek Behind The Scenes At An Airport	24
JOKE AND DAGGER DEPARTMENT	
Spy Vs. Spy	19,39
KIDDIE-LITTER DEPARTMENT	
Familiar Affair (A MAD TV Satire)	7
LETTERS DEPARTMENT	
Random Samplings Of Reader Mail	2
MARGINAL THINKING DEPARTMENT	
"Drawn-Out Dramas" by Aragones	**
PEN-AND-INCULCATION DEPARTMENT	
If Comic Strips Covered The Burning Issues Of The Day	20
ROAD SHOW DEPARTMENT	
The MAD Plan To Beautify America	30
THE MALADY LINGERS ON DEPARTMENT	
A MAD Look At The Diseases Of Our Sick Society	4
TRITE AND TRUE DEPARTMENT	
MAD's Late Night Cliché Movie Script	23
**Various Places Around The Magazine	

FAMILIAR AFFAIR
(A MAD TV SATIRE)
Pg. 7



MAD'S
1968-'69
FOOTBALL
LOWLIGHTS
Pg. 15

THE LIGHTER
SIDE OF
AMERICAN
TOURISTS
Pg. 34



A
MAD
LOOK AT
FRUSTRATION
Pg. 40

A SUCCESS
STORY MOVIE
OF THE
PAST
Pg. 44



A SUCCESS
STORY MOVIE
OF THE
FUTURE
Pg. 44

LOOKING FOR A SHELF-STARTER?



GET ANY OR ALL
THIRTY-EIGHT

MAD
PAPERBACK
BOOKS

ON SALE AT ALL BOOKSTANDS—
OR YOURS BY MAIL FOR 60¢ EACH

----- use coupon or duplicate -----

MAD

485 MADison Avenue
New York, N.Y. 10022

PLEASE SEND ME

- | | |
|---|--|
| <input type="checkbox"/> The MAD Reader | <input type="checkbox"/> Raving MAD |
| <input type="checkbox"/> MAD Strikes Back | <input type="checkbox"/> Boiling MAD |
| <input type="checkbox"/> Inside MAD | <input type="checkbox"/> Questionable MAD |
| <input type="checkbox"/> Utterly MAD | <input type="checkbox"/> Howling MAD |
| <input type="checkbox"/> The Brothers MAD | <input type="checkbox"/> The Indigestible MAD |
| <input type="checkbox"/> The Bedside MAD | <input type="checkbox"/> Burning MAD |
| <input type="checkbox"/> Son of MAD | <input type="checkbox"/> DON MARTIN Steps Out |
| <input type="checkbox"/> The Organization MAD | <input type="checkbox"/> DON MARTIN Bounces Back |
| <input type="checkbox"/> Like MAD | <input type="checkbox"/> DON MARTIN Drops 13 Stories |
| <input type="checkbox"/> The Ides of MAD | <input type="checkbox"/> MAD's Captain Klutz |
| <input type="checkbox"/> Fighting MAD | <input type="checkbox"/> DAVE BERG Looks at the USA |
| <input type="checkbox"/> The MAD Frontier | <input type="checkbox"/> DAVE BERG Looks at People |
| <input type="checkbox"/> MAD in Orbit | <input type="checkbox"/> DAVE BERG Looks at Things |
| <input type="checkbox"/> The Voodoo MAD | <input type="checkbox"/> The All-New SPY vs. SPY |
| <input type="checkbox"/> Greasy MAD Stuff | <input type="checkbox"/> SPY vs. SPY Follow-Up File |
| <input type="checkbox"/> Three Ring MAD | <input type="checkbox"/> A MAD Look at Old Movies |
| <input type="checkbox"/> Self-Made MAD | <input type="checkbox"/> AL JAFFEE's Snappy Answers |
| <input type="checkbox"/> The MAD Sampler | <input type="checkbox"/> "Viva MAD!" |
| <input type="checkbox"/> World, World, etc. MAD | <input type="checkbox"/> MAD for Better or Verse |

I ENCLOSE 60¢ FOR EACH

(Minimum Order: 2 Books)

NAME _____

ADDRESS _____

CITY _____

STATE _____ ZIP CODE _____

AN ABSOLUTE MUST

We cannot be responsible for cash lost or stolen in the mails. Check or Money Order preferred! On orders outside the U.S.A. be sure to add 10% Extra!

LETTERS DEPT.



MAFIACO ANNUAL REPORT

Your "MafiaCo Annual Report" was a real smash! And anybody don't like it gets his!

Doug "Big Fish" McDewitt
Abington, Penna.

Although most of your "MafiaCo Annual Report" is very amusing and clever, the one thing that is not very funny is that it is all too true!

Tom Alexander
Livonia, Mich.

The fact that you know more about the Mafia than the U.S. Government (Note accurate figures in Financial Report!) has finally confirmed a long-time suspicion of mine . . . mainly that MAD Magazine is actually a "front" for the Mafia. After all, how ELSE could such a crummy magazine survive without advertising?!

Daniel Seitz
Croton-On-Hudson, N.Y.

CHRISTMAS IS . . .

"Christmas Is . . ." was brilliantly written (Gilbert Barnhill) and charmingly drawn (Al Jaffee), and showed just how agonizing that season of the year can sometimes be.

Greg Fash
New Brunswick, Canada

Your "Christmas Is . . ." article was nothing short of priceless. We used each example as a Christmas Card to appropriate people.

Lynne Cusumano
Great Neck, N.Y.

Christmas Is . . . getting stuck with 3 Gift-Subscriptions to MAD!

James Saltzman
Plainville, Conn.

FOLLOW-UP REPORT ON PROGRESS

Your "MAD's Follow-Up Report On Progress" was worse than your first "MAD Report On Progress"! That's progress?!

Howard Wilson
No Address Given

SONGS OF CRIME, VIOLENCE, ETC.

About MAD's "Songs of Crime, Violence, War, Hate, Bigotry, The Lunatic Frings, and All-Around Ecchiness" . . . we should put them all together and call it our National Anthem!

Sammy Wismonski
Brooklyn, N.Y.

ROSEMIA'S BOO-BOO

I have been reading MAD for many years and I have seen some hilarious satires on popular motion pictures, but I can honestly say that I have never read anything as pointed, cutting and just plain funny as "Rosemia's Boo-boo". It was a gem.

Ted Heslin
Glen Ridge, N.J.

Your satire, "Rosemia's Boo-boo" was certainly that . . . a boo-boo! The original movie was one of the few instances where Hollywood realistically reproduced a book almost line by line without distortion. If you must blame someone for the nude-shots, criticism of the Catholic church, etc., blame the book's author, not the movie! Once again you have demonstrated that your so-called "satires" are often not constructive criticism, but merely "cute" attempts to get a few laughs.

Ted Studebaker
New Carlisle, Ohio

Your satire, "Rosemia's Boo-boo", was DEVILISHLY CLEVER!!!

Joseph Farley
Spartanburg, S.C.

"Rosemia's Boo-boo" is unexcelled by any of your other past movie satires, and is certainly the funniest. A triumph!

Dion Thatcher
Oakland, Calif.

I thought that "Rosemia's Boo-boo" was one of the finest satires of one of the trashiest and blasphemous books I have ever read. They should have made the movie from your satire instead of wasting all that film. I am a constant reader and admirer of your ever-increasing wisdom.

Jane Abdallah
Bensenville, Ill.

I read "Rosemia's Boo-boo" . . . and that was MY boo-boo! Yecch!!

Steve Tart
Springfield, Oregon

I want to tell you that I think your satire of "Rosemary's Baby" was the most disgusting thing I have ever read. You tore apart what I felt was a magnificent work of art! But what is even more disgusting is that I enjoyed every word of it!

Liz Ryden
San Jose, Calif.

Bewitching!!

Joseph Carames
New York City, N.Y.

Congratulations on exposing the "Rosemary's Baby Hoax"! I was disgusted by those who labeled it a "true Gothic horror tale" as much as by those who labeled it "Blasphemy". Thanks to your charming cover and delightful satire, this joke on the public is exposed.

Matt Ignoffo
Chicago, Ill.

"Rosemia's Boo-boo" was a hevenuva good job!

Geoff Sirc
Lyndhurst, Ohio

A MAD SHOW BIZ SUCCESS STORY

Congratulations to Don Martin and Dean Norman for their hilarious "MAD Show Biz Success Story"! I laughed as much at Don's pictures as I did at Dean's words. *The two of them make a great team!*

Grant Winston
Henderson, Ky.

WHAT IS A MAKE-OUT MAN?

"What Is A Make-Out Man?" was not only the *funniest article MAD has ever run*, but also the most educational. It gave me some new ideas!

Glenn Weiss
Queens, N.Y.

MAD really slipped with "What Is A Make-Out Man?" Frankly, we're a lot worse than that!

Dave Wilke
Lamont, Ill.

BUGS 'N WORMS 'N THINGS

I just can't get over "A MAD Look At Bugs 'n Worms 'n Things"! Every time I think about it, it BUGS me!

Leon Fabiszak
Chicago, Ill.

I laughed so hard I nearly fell out of my web.

Paul R. Clark
No Address Given

CASEY AT THE DICE

I never laughed so hard or for so long at a poem-satire as I did at "Casey at the Dice". My compliments to Jack Davis and especially to Frank Jacobs for a beautiful job.

John Vallandigham
Los Gatos, Calif.

If you like Frank Jacobs' poem-satires, you'll like his paperback book, "MAD—For Better Or Verse"—Ed.

Casey may have . . . bur MAD certainly didn't crap out with this one.

Pete Catalano
Hazlet, N.J.

AMERICA IS GOING DRAG

Congratulations!! I think MAD's back cover ad satire, "America Is Going Drag", is the greatest yet. It hits the nail square on the head. This disgusting trend to flatten women's breasts and design skin-tight clothes for men can only be conceived by sick people. If this trend to defeminize women and emasculate men continues, this country is finished. Keep printing this message. By continuing to buy and wear their ill-conceived creations, we are only encouraging them!

Lawrence Lane
New Brunswick, N.J.

Please Address All Correspondence To:
MAD, Dept. 126, 485 MADison Avenue
New York, New York 10022

WHY NOT HAVE THE NEXT ISSUE SENT DIRECTLY TO YOUR HOME?



SUBSCRIBE TO MAD

use coupon or duplicate

MAD

485 MADison Avenue,
New York, N. Y. 10022

I enclose \$5.00*. Enter my name on your subscription list, and mail me the next 17 issues of MAD Magazine.

NAME _____

ADDRESS _____

CITY _____

STATE _____ Zip Code _____

An Absolute Must!

*In Canada, \$5.00 in U.S. Funds, payable by International Money Order or Check drawn on a U.S.A. Bank. Outside the U.S.A. and Canada, \$6.25, payable by International Money Order or Check drawn on a U.S.A. Bank. Allow 10 weeks for subscription to be processed. We cannot be responsible for cash lost or stolen in the mails, so CHECK OR MONEY ORDER PREFERRED!



If you're thinking of re-decorating, plan ahead! Mainly, a head of Alfred E. Neuman, MAD's "What-Me Worry?" kid! That way, you can destroy whatever effect you set out to achieve! Full-color portraits of our boy, suitable for framing (or just sticking up with tape) are available. Mail 25c for 1, 50c for 3, \$1.00 for 9 or \$2.00 for 27 (One for each room, if you're re-decorating a mansion!) to: MAD, 485 MADison Avenue, New York, New York 10022



THE MALADY LINGERS ON DEPT.

**A MAD LOOK AT THE
DISEASES OF OUR...**

PARKING ZONE'S DISEASE



YELLOW FERVOR



SICK

GANGRENE



DROPSY



LENINGITIS



SOCIETY

CONCEIVED BY:
MAX BRANDEL

PHOTOS BY:
U.I. AND
WIDE WORLD

COLOR BLINDNESS



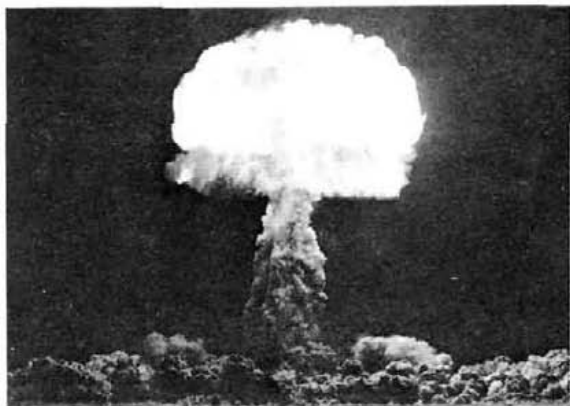
GERMAN MEASLES



DISSENTERIA



MONONUCLEAROSIS



HIPPITIS

CARSONOMA



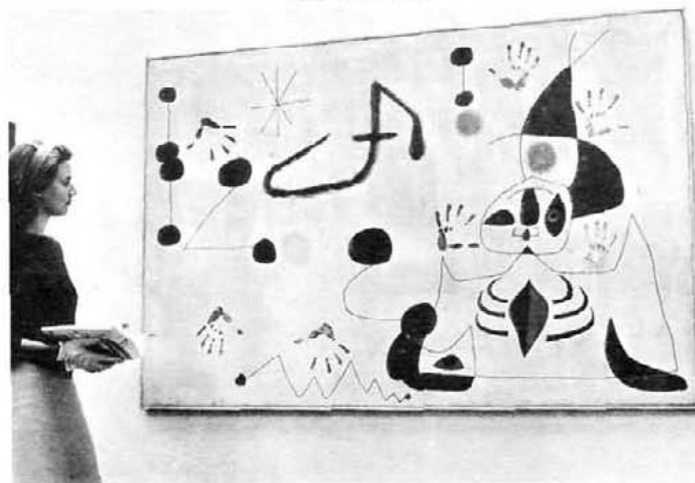
MAOLARIA



AFFLUENZA



ARTRITIS



BURY-BURY



ELEPHANTIASIS



CONGESTION OF THE TUBES

- | | |
|---|---|
| 4:00 | 7:30 |
| 11 Gigantor Cartoon (C). | 11 Patty Duke Show. |
| 2 Secret Storm; Serial (C). | 2 Gunsmoke; James Arness (C). |
| 4 Match Game (C). | 4 Monkees; Davy Jones (C). |
| 7 Dark Shadows (C). | 5 Truth or Consequences (C). |
| 9 MOVIE: "IT STARTED WITH EVE." Deanna Durbin, Charles Laughton. Young girl poses as the daughter-in-law of a dying millionaire (1941) ★★★½ | 7 Cowboy in Africa; Chuck Connors (C). |
| 4:30 | 13 Antiques. |
| 11 Speed Racer Cartoon (C). | 8:00 |
| 2 HIGHLIGHTS OF DEMOCRATIC PLATFORM AND CREDENTIALS COMMITTEE HEARINGS (C). | 11 Password (C). |
| 4 THE SAME (C). | 4 Champions; Stuart Damon (C). |
| 5 Marine Boy Cartoons (C). | 5 Hazel; Shirley Booth (C). |
| 7 MOVIE: "A MAN CALLED PETER." Richard Todd, Jean Peters. Story of | 9 BASEBALL; METS-GIANTS (C). |
| | 13 Rainbow Quest. |
| | 8:30 |
| | 11 Honeymooners. |
| | 2 Lucy Show; Lucille Ball (C). |
| | 5 MERV GRIFFIN SHOW; Totie Fields, O. C. Smith. |





Unmarried "fathers" with children have become a rather overworked TV Situation Comedy formula, it seems. John Forsythe started it several seasons back, Fred MacMurray latched on to it next, Andy Griffith continued it up until last year, and now Brian Keith is milking it dry. In other words, it's definitely a...

FAMILIAR AFFAIR

ARTIST:
MORT DRUCKER

WRITER:
STAN HART



Isn't it just wonderful, kids? Uncle Bilge has adopted all three of us!

That means he really wants us! Right?

Wrong! That means nobody ELSE wants us!

I protest, Sir! I will not tolerate children in this house!

Mr. Stench, please—!! Their parents are both dead!

Are you sure, Sir? Maybe their parents are only using that as an excuse... to get away from them!

MORT DRUCKER



I'm Sassy... and this is my sister, Boffy—and my brother, Jokey!

You'll love us, Mr. Stench! We say the cutest things!

Only I memorize them! She has to read them off the "Cue Cards"!



We've got to win over Uncle Bilge and Mr. Stench, kids—so here's my plan: Jokey—you bring home a kid from the ghetto and give him your old clothes... and Boffy—you befriend a poor sick old lady and give her a new reason for living!

And what will you do, Sassy?

I'll just sit around a lot, reading the Bible! They'll think we're adorable!

... and after dinner, I'll lead us in the "Star Spangled Banner" ... all four verses!

And I'll recite "The Pledge Of Allegiance" and stumble adorably over the word "indivisible"!

And I'll make a speech, proving the existence of God in my innocent, yet wise way!

Must they be so cute and lovable all the time, Sir?

Of course, Stench! That way, the kids who are watching can identify with them!

You must be joking! No real live child would ever identify with sickening-sweet creeps like them!

That's why this show is on at 9:30 P. M.! They're what the TV Network Executives THINK kids are like! And what parents WISH their kids were like!



I want those kids to grow up like any other normal kids who live in Park Avenue penthouses and have English butlers to wait on them hand and foot!

But don't you think all that luxury might spoil them, Sir?

Why?! It never spoiled ME!—Stench, will you turn my chaise around a bit! I have to lift my head to see you!

Sir, there's one question I'd like to ask you: How come, with all your money and boyish unruly hair and rugged American good looks ... how come with all that we never see you making out!

Because when you star in a situation comedy like this, you have to take a vow of celibacy ... just like Fred MacMurray, John Forsythe and Andy Griffith did!

Television fathers just don't DO such things, Stench!



Actually, I have fallen in love ... and as soon as this series is over, I would like to get married, Stench!

You honor me, Sir!

Not to you, idiot!

Ha-ha! Look at you, Stench! You're not a Butler any more! You're a "Nanny"! ... a "Nursemaid"!

True! Too true! But it's not really so bad ...

He sleeps a lot!



Children, I am going to teach you to speak perfect English, practice impeccable manners, and act with elegance at all times!

Oh, goody, Mr. Stench! Then, when we grow up—

—we can become servants—like you!

Well, Sassy, how do you like New York?

Oh, I love it, Mr. Stench! There's so much for a right-minded teenager to do!

So far, I've reformed two wins, shown six muggers the error of their ways, and helped the Mayor avoid a full-scale Harlem race-riot!

All in one day?!

The day's not over yet! I still have the whole afternoon to settle the war in Vietnam!



I've HAD IT, Sir! Good Bye!

Stench, you can't do this to me! You can't leave me alone with those kids! They'll "cute" me to death!

I'm sorry, sir! I must leave—before I crackup! I cannot take their nauseatingly perfect behavior for one more maddening day!

If only they would—just once—do something rotten . . . something mean . . . something even slightly bad . . . something—er—NORMAL!??

Don't leavel! Let me have a talk with them, Stench!



Sir! Look! I don't believe it! They're smoking . . . and drinking!

HEY! What's going ON here?

Sorry you had to find out this way, Uncle Bilge . . . Mr. Stench! Actually, we're NOT kids at all! I'm a youthful 28-year-old, and Boffy and Jokey there are midgets!

Boffy and Jokey . . . MIDGETS!? But . . . WHY??

You honestly didn't think they could ever get REAL kids to act that way, did you?

Hello, Long Distance . . .? Get me the William Morris Agency in L.A.!

Hey, anybody wanna drink? I mix my Martinis five to one!



A MAD Look At

HUGH

VS.

HELEN

*Hugh Hefner tells his Playboy pals
How red to paint the town,
But Helen sells the Gurley gals
On doing it up Brown!*

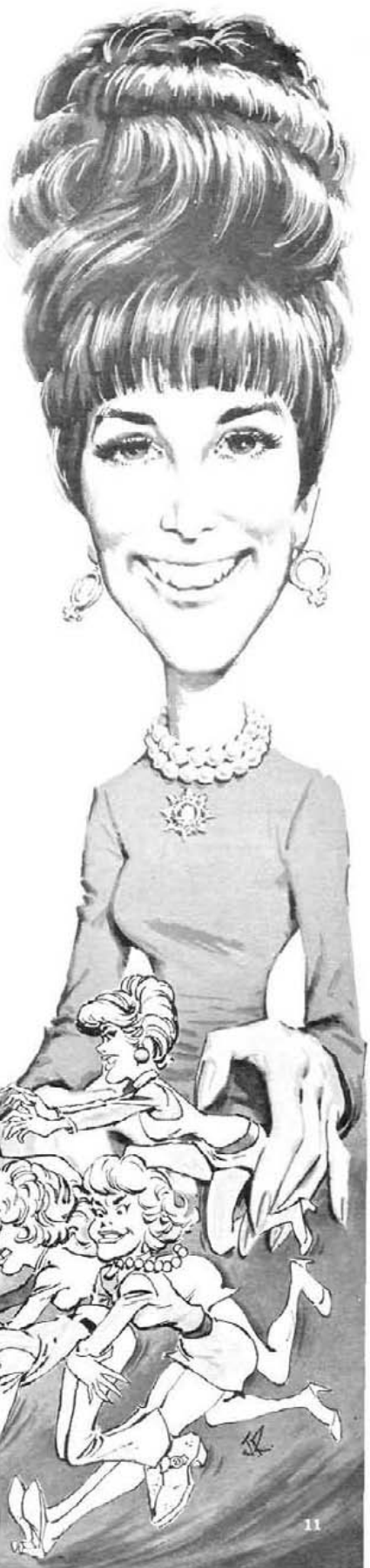
*Hugh has his Bunnies gather for
The Key white-collar men,
But Helen's ploys are rather more,
Well, Cosmopolitan.*

*He bares The Naked and The Bed,
A Hymn to pretty Her;
But She proves with a two-page spread
The Nitty-Grittier.*

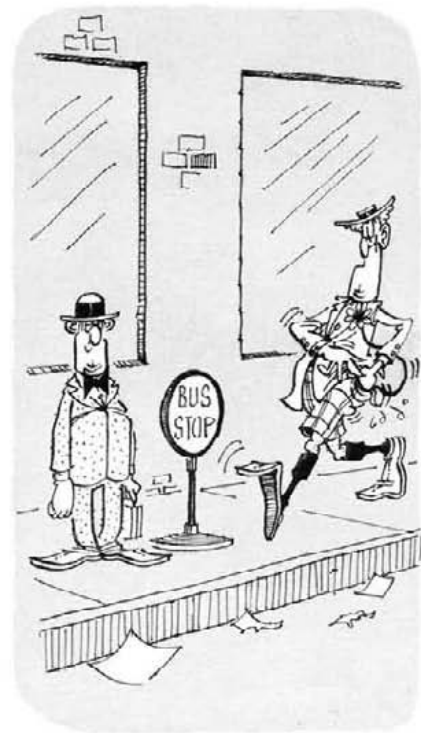
*He leads his flock, the Churchmen chide,
Along the Devil's way,
But She is on the Angel's side,
Exhorting, "Let Us PREY!"*

*Hugh's views on double pleasure shared
By giving sex a whirl,
Are only child's Play, Boy, compared
To Helen's "Single Girl."*

WRITER: RONNIE NATHAN
ARTIST: JACK RICKARD



OUTSIDE A NO



VELTY SHOP



INSANE REPLAYS DEPT.

During and after every Football season, we are subjected to countless TV shows that feature filmed "Highlights" of past games. These "Football Highlights" catch the superhuman efforts that go into the making of fantastic plays. But what is never shown on the screen are the "Football Lowlights" . . . the other side of these fantastic plays . . . the human side! And so, this past season, while TV and News cameras were trained on the "winners", ours were trained on the "losers" so we could bring you

MAD'S 1968-'69 FOOTBALL LOW LIGHTS

ARTIST: JACK DAVIS

WRITER: AL JAFFEE

USUAL FOOTBALL HIGHLIGHT



As regular "Highlight" camera covers short pass completion, a star Safety appears to have the receiver trapped.



Exciting "Football Highlight" comes as camera shows star Safety somehow failing to reach the pass receiver.



Highlight camera follows pass receiver as he goes on to make a touchdown run that wins biggest game of past season.

MAD'S FOOTBALL LOWLIGHT



MAD's "Lowlight Camera" starts out on same play, always ready for any "Lowlight" it can quickly focus on.



Instead of following pass receiver, camera pans to strangely-flopping Safety for MAD "Football Lowlight".



Lowlight camera reveals that stupid Safety had tied shoes together when laces came loose moments before play. 15

THE PLAY



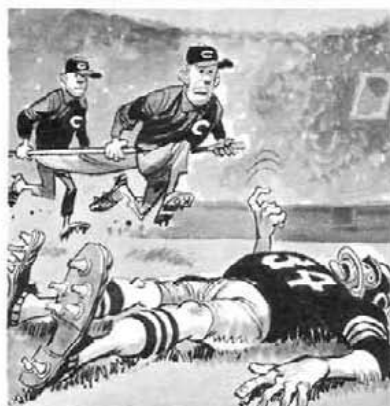
Defensive Halfback, Jim Finster, comes to the realization, just before play begins, that he's put on lockermate's very much smaller-sized uniform pants.

THE HIGHLIGHT



"Highlight" of play comes when ball-carrier charges right past Jim, who makes no move to stop him and seems paralyzed after taking just one step.

THE LOWLIGHT



"Lowlight" is Jim falling on backside and faking injury so he'll be carried off the field on a stretcher and avoid revealing he forgot his Jockey Shorts.

THE PLAY



Left Guard Irv Stench's helmet flies off and rolls up to grandstand during rough play. Irv recovers it after the ensuing pile-up is finally untangled.

THE HIGHLIGHT



"Highlight" comes with next play when touchdown is run right past Irving who seems to wander around aimlessly as if overcome by unusual 92° temperature.

THE LOWLIGHT



"Lowlight" shows that Irving's aimless wandering is caused by a melting fudge pop accidentally dropped in his helmet earlier when vendor leaned over stands.

THE PLAY



As play is about to begin, Fullback Romeo Letch simply cannot resist the urge to give a mischievous pinch to pretty Drum Majorette, Penny Petite.

THE HIGHLIGHT



Penny Petite reacts instantly, and "Highlights" of play shows the ball carrier barreling through for a TD, unopposed by Fullback Romeo Letch.

THE LOWLIGHT



"Lowlight" shows surprised Fullback Letch examining his arm where Drum Majorette Petite, a Karate champion (Black Belt) had deftly chopped him.

THE PLAY



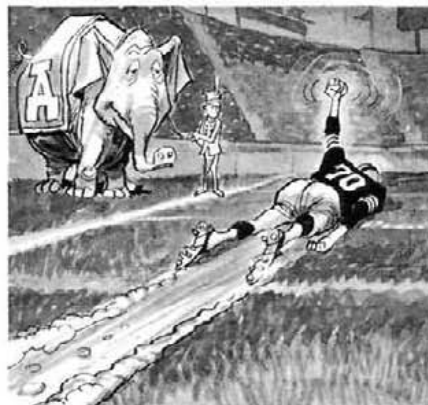
Hard, dry field is an advantage to swift Linebacker, Ron Brtz, as he charges toward ball carrier, Chris Finster, in final seconds of game.

THE HIGHLIGHT



"Highlight" comes as Chris notices irregularity in field and deftly sidesteps it (while Brtz lands on it), and goes on for a great 78-yard TD.

THE LOWLIGHT



"Lowlight" shows Brtz sliding across field, swearing at idiocy of allowing huge mascot use of the playing field for its own personal (Yecch!) needs.

THE PLAY



Star Defensive Back, Bert Flurter, is proud of his many supporters and fan clubs. He takes particular notice of two lady rooters just before kickoff.

THE HIGHLIGHT



"Highlight" of TD-scoring kickoff play comes as ball carrier goes right past Bert, who seems to completely miscalculate his flying tackle dive.

THE LOWLIGHT



"Lowlight" shows Bert climbing out of mud puddle where he deliberately dove so that those two lady fans he had spotted wouldn't recognize him.

THE PLAY



The only thing between injury-plagued Quarterback Bentley Frail and pay dirt is monstrous Tackle, T. T. Bonebreaker, who flies at him full speed, snarling.

THE HIGHLIGHT



"Highlight" comes when Bonebreaker seems to suddenly become suspended in mid-air, allowing Frail to limp by and stagger on downfield for TD.

THE LOWLIGHT



"Lowlight" shows Bonebreaker falling heavily on face because his foot is caught in the "Good-Luck Guru Chain" his Hippie girlfriend had given him.

THE PLAY



Sturdley Bigot has always despised Henry Brown, and he never misses an opportunity to insult him, even when he's covering Brown on a pass play.

THE HIGHLIGHT



"Highlight" comes when Bigot misses blocking a long pass, lets it drop into Brown's hands, and then makes no effort to stop him from scoring.

THE LOWLIGHT



"Lowlight" shows Bigot after Brown's head hit him under the chin while his tongue was stuck out. Bigot wonders now how "lisped" insults will sound.

THE PLAY



As defending Fullback, Norman Clean rushes forward, a bullet pass hits receiver Ham "The Pig" Hogjowis hard in his gut...hard enough to knock the breath out of him for the moment.

THE HIGHLIGHT



"Highlight" comes when the Fullback, Clean, suddenly stops in his tracks. This gives "The Pig" sufficient time to recover his breath, swing around Clean, and take it for a touchdown.

THE LOWLIGHT



"Lowlight" shows Fullback Clean trying desperately to recover from "The Pig's" deadly blast of breath which reflected his breakfast of fermented goat meat in garlic gravy with limburger cheese.

THE PLAY



As mighty Blocker, Bull Braun, runs interference for teammate, glancing blow knocks out his contact lenses.

THE HIGHLIGHT

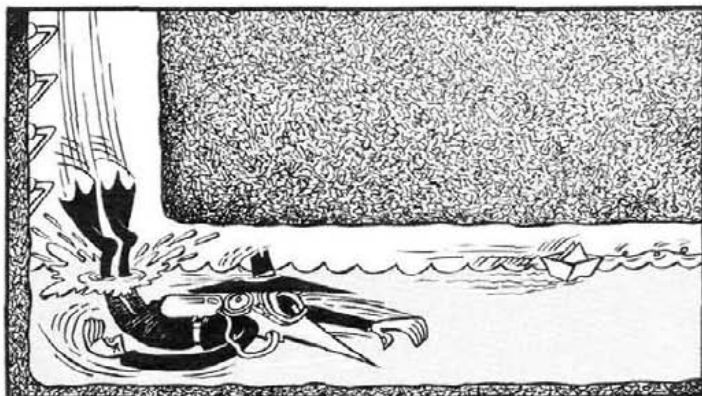
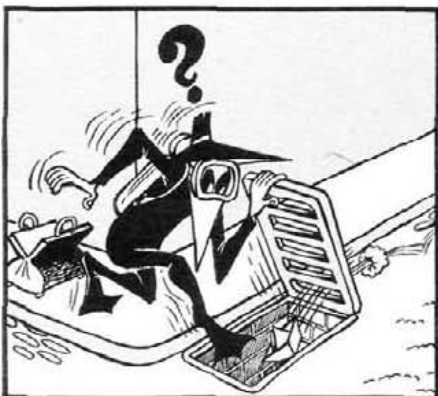
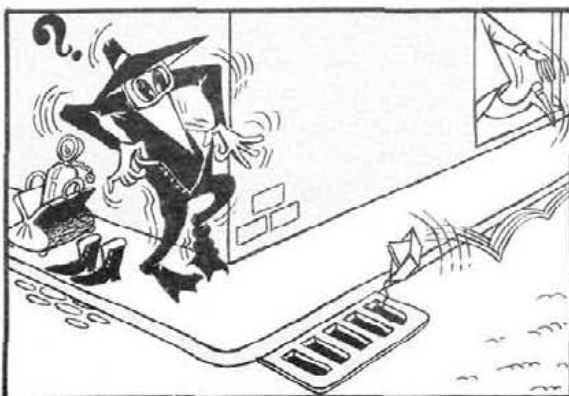
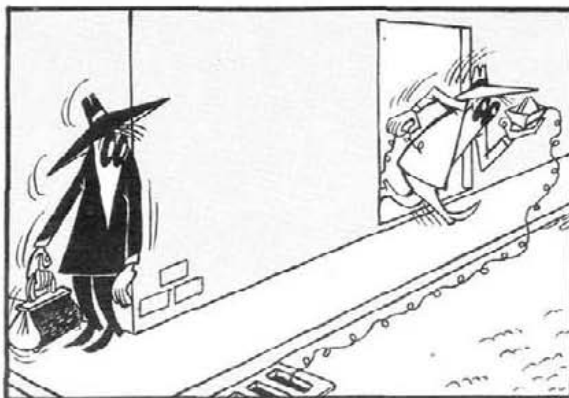


Running blind, Bull allows tacklers through, and "Highlight" comes when ball is fumbled and run back for TD.

THE LOWLIGHT



"Lowlight" shows Bull still running imaginary interference towards what he believes to be goal posts ahead.





PEN-AND-INCULCATION DEPT.

All we know about most of the characters in Newspaper Comic Strips is that they amuse and entertain us. But what about the serious problems of the day . . . like Hippies . . . and Protest Marches . . . and War and Peace . . . and Race Relations?

IF COMIC STRIP BURNING ISSU

ARTIST: BOB CLARKE

SUPERMAN



DICK TRACY



Where do the Comic Strip Characters stand on these burning issues? The trouble is, they haven't voiced any opinions, so we don't really know! Which brings us to the subject of this article. Here is MAD's idea of what it would be like . . .

S COVERED THE ES OF THE DAY

WRITER: FRANK RIDGEWAY

BEETLE BAILEY

HAVE YOU NOTICED THAT BEETLE BAILEY ALWAYS WEARS HIS CAP DOWN OVER HIS EYES, SARGE?

YEAH! WHAT'S HE HIDING?

I'VE GOT AN IDEA! LET'S SNEAK UP BEHIND HIM... YOU GRAB HIS ARMS... AND I'LL PULL HIS CAP OFF!

SWELL! THEN WE'LL LEARN HIS SECRET AT LAST!

GET OUT OF VIET NAM!

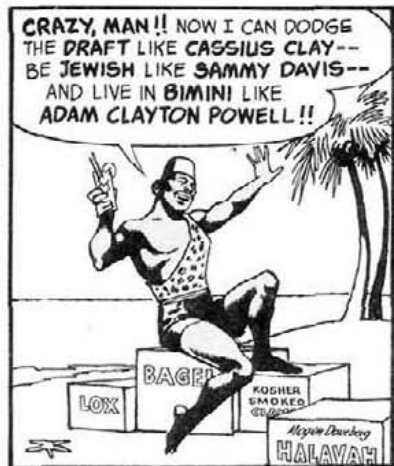
PEANUTS

I SUPPOSE I SHOULD'VE TAKEN BETTER CARE OF MY DOG HOUSE *SIGH*!

AND I REALIZE IT'S IN A VERY MESSY, RUNDOWN CONDITION! BUT IT IS, AFTER ALL, MY HOME...

...AND I THINK THEY'RE CARRYING THIS URBAN RENEWAL PROGRAM A LITTLE TOO FAR!!

MANDRAKE THE MAGICIAN



POPEYE



ARCHIE



CLICHÉ MOVIE SCRIPT

ARTIST: BRUCE STARK

WRITER: HARRY PURVIS

THE "OPERA" MOVIE

"You have a charming little voice, my dear. However, it needs training--a great deal of training! You understand that if I, Vittorio Calamare, take you on as my protegee, it will mean years of hard work. There will be no time for the unimportant things that most girls dream about--things like love and marriage."

"Don't you see, Mike? It's my big chance. You can't ask me to give it up. Not now! Not after I've worked so hard!"

"Signore e Signori, it is with regret that I must make the following announcement. Due to illness, Mme. Lucia Maledizione will not sing tonight. However, in her place, I am pleased to present--in her debut performance--Miss Irene Fairly..."

"Go ahead, my dear, and do not be nervous. They will love you!"

"Poor kid, they're not giving her a chance. This crowd came to hear the great Maledizione, and no one else. Wait--isn't that Vittorio Calamare himself, walking out onto the stage?"

"You call yourselves opera lovers? Then ACT like it! This girl is my pupil! Would I consent to this appearance if I did not believe she could sing the role of 'Zucchini' as it has never been sung before?!"

"Listen to that applause! Even Maledizione at her best never received such an ovation! We are watching opera history being made tonight!"

"Yes, I was there tonight! Mike, the cow hand, in his forty dollar suit, standing among the white ties and tails. But even I saw it, Irene--even I know now that you've been given a great gift...a gift that belongs to the world! I have no right to ask you to waste it on some little cattle ranch in the middle of nowhere!"

"...and after London, Irene--we go to Milan! Think of it! No American coloratura has ever sing the role of 'Fettucine' at 'La Scala' before!"

"But, Vittorio! You promised that when this tour was over I could have a vacation! I want to go home, Vittorio! I'm...tired...sob..."

"Ladies and gentlemen, thank you. You are much too kind. To sing at 'The Met' is privilege enough...but my statue at the entrance--well, what can I say? It makes it even harder for me to tell you...that...that this was my LAST PERFORMANCE! No--no, please--you mustn't! You see, after tonight, Irene Fairly will be no more! She will become, instead, just plain Mrs. Mike Nolan of Butte, Montana! That is--if he'll still have me! I hope you're listening, Mike...because this is my farewell aria--and I dedicate it to you..."

"Maestro...would you please play "Home On The Range" in the key of High C...?"

THE END



We've got 50 planes flying one on top of the other waiting to land! It's a new airport stacking record!

Wait till I tell the boys at O'Hare Field! And they thought they had the most crowded airport in the world!

Control Tower to Pan Am Flight 16! Why do you say we're stacking the planes too high?

Repeat—Why do you say we're stacking the planes too high?

Because we are the top plane and we just went into ORBIT!

ARTIST: JACK RICKARD
WRITER: LARRY SIEGEL

BOAC Flight 17 from London ... requesting permission to make a direct landing ...

Hold it! Hold it! You can't come in over water like that!

Before you land, you've got to circle over at least 14 towns! You know the Airport Code!!

Rattle windows ... Break dishes ... Shake foundations! People expect that!

Atrocious!

Nauseating!

They're screening some new "In-Flight Movies" for TWA!

guess that one won't make it!

No ... it's perfect!!

Terrible!

Boring!

Stupid!

Awful!

Whoops! There go the dinners for Flight 114's "Excursion Fare" passengers!

Stop worrying and pick them up! No one will ever know the difference!

Hey, look at the old guy dragging that suitcase! Ten-to-one he gets a heart attack!

Ha-ha!! Look at that old lady lugging that trunk! Isn't she a riot?!

But I thought Porters were supposed to help passengers with their bags?

Only inside the terminal! Never from the Parking Lot!

PASSENGER ENTRANCE

FLY TRI-MOTOR FORD

GRIN AND BEWARE IT DEPT.

So you think the world would be a wonderful place if everybody went around smiling at everybody else all the time? So you think that everything is peaches and cream when somebody smiles at you? Well, you're

YOU'RE IN TROUBLE.

ARTIST: GEORGE WOODBRIDGE

YOU'RE IN TROUBLE when the local bully smiles at you . . .



Especially after you just gave him your best karate chop!



YOU'RE IN TROUBLE when you're acting in the school play, and you see everybody in the audience smiling at you . . .



Since you know what an awful actor you are, so they can't be smiling in approval! Our suggestion: check that zipper!

YOU'RE IN TROUBLE if you're a girl, and all the boys on the corner turn and smile at you whenever you pass by . . .



Especially if one of them is the "Big Mouth" you just quit going steady with, and you can imagine what he's told them.



wrong! Not all smiles mean "Love" or "Approval" or "Enjoyment"! Some smiles mean "Watch Out!". In fact, when you think about it, you may come up with even more examples than these which clearly demonstrate:

..WHEN THEY SMILE

WRITERS: STAN & CHRIS HART

YOU'RE IN TROUBLE when your kid sister smiles at you . . .

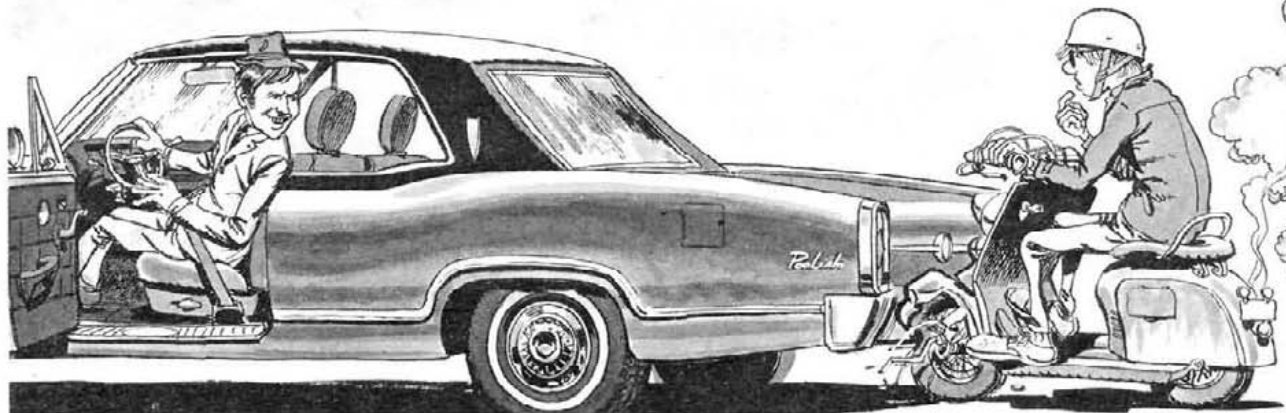


Because it's probably to tell you "Daddy wants to see you!"



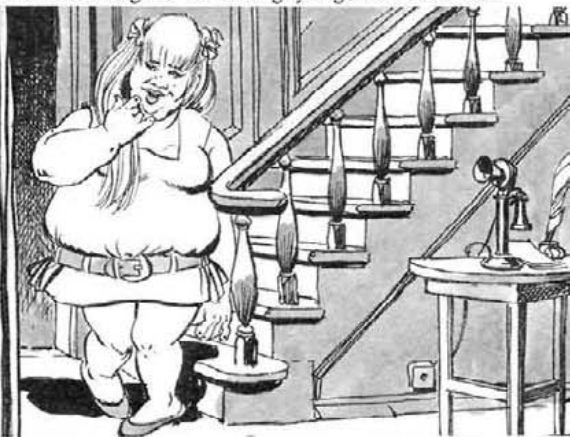
YOU'RE IN TROUBLE if you're driving, and you happen to touch the bumper of the guy in front, and he smiles . . .

Because he just decided to sue you for whiplash, backlash, headlash and kidneylash, plus eye-ear-nose-and-throatlash.



YOU'RE IN TROUBLE if you make a Blind Date, and when you call for the girl, her father looks you over and smiles . . .

Because you *know* that you're no bargain, so you can just imagine what the daughter of *this* guy's gonna look like!



YOU'RE IN TROUBLE when you buy the wildest kickiest dress you can find, and your Mother smiles at you with approval—



Because you just know she's gonna rush right out and buy the same exact dress, and look like a 35-year-old idiot!



YOU'RE IN TROUBLE if your dinner date smiles every time you open your mouth and say something you deem clever . . .



Because you know you aren't *that* witty, so you've probably got a chunk of corn-on-the-cob lodged between your teeth!



YOU'RE IN TROUBLE if, after looking over the results of your examination and tests, the Doctor smiles at you . . .



When he happens to be a Doctor at a Draft Induction Center.



AND LASTLY, YOU KNOW YOU'RE IN TROUBLE whenever you see any of *these* guys smiling!



CHARLES DE GAULLE



MAO TSE TUNG



STOKELY CARMICHAEL

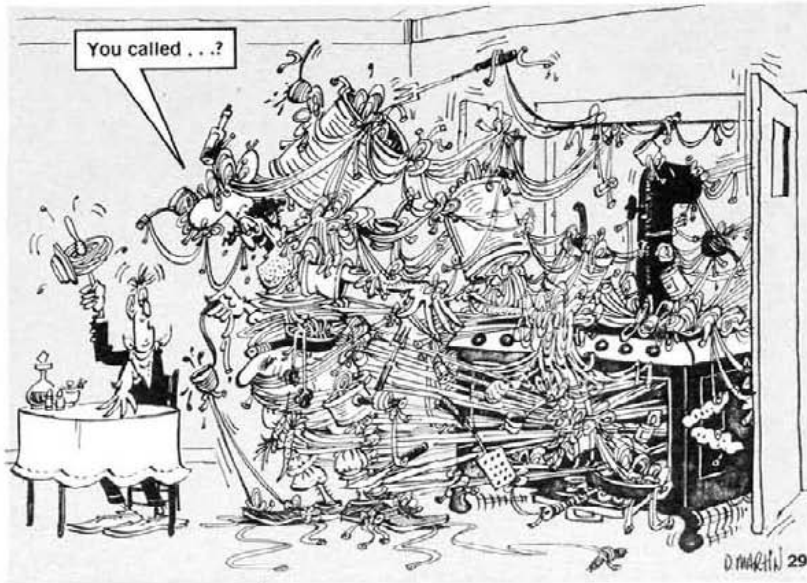
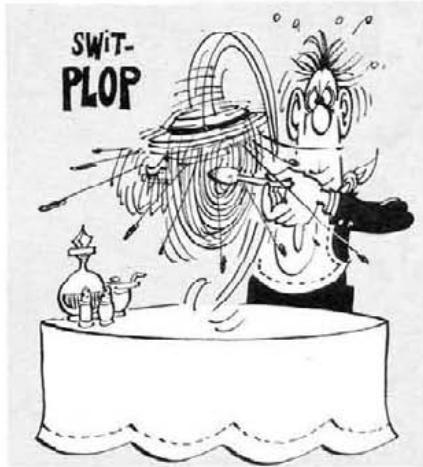


GEORGE WALLACE



THE JOINT CHIEFS OF STAFF

IN AN ITALIAN RESTAURANT

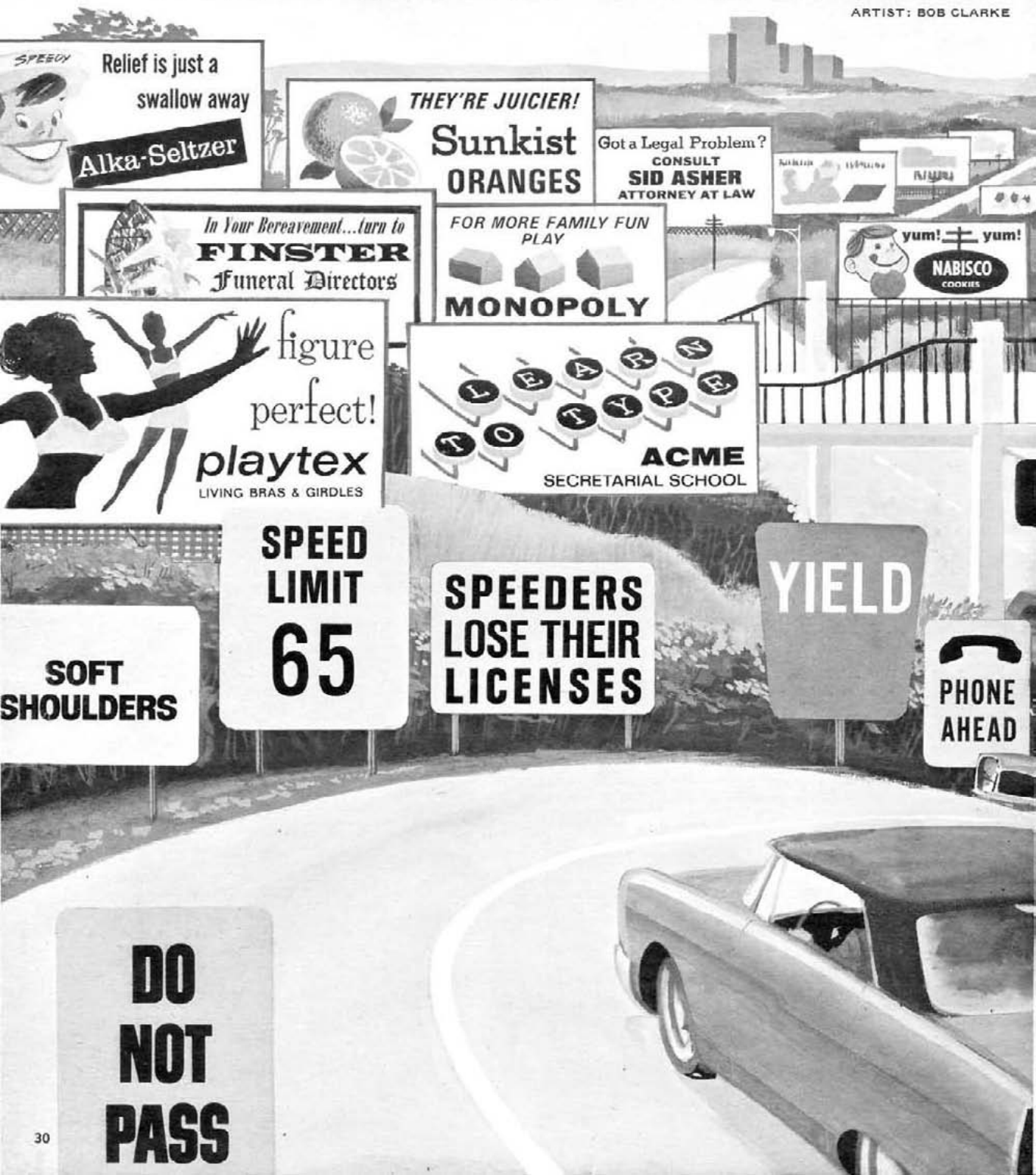


ROAD SHOW DEPT.

HOLD ON THERE A MINUTE! BEFORE WE START RUNNING AROUND, TEARING DOWN

THE MAD PLAN TO

ARTIST: BOB CLARKE



SPEEDY

Relief is just a
swallow away

Alka-Seltzer



THEY'RE JUICIER!

**Sunkist
ORANGES**

Got a Legal Problem?
CONSULT
SID ASHER
ATTORNEY AT LAW



In Your Bereavement...turn to
FINSTER
Funeral Directors

FOR MORE FAMILY FUN
PLAY
MONOPOLY

yum! yum!
NABISCO
COOKIES

figure
perfect!
playtex
LIVING BRAS & GIRDLES

FOR
LEARNING
TO
TYPE
ACME
SECRETARIAL SCHOOL

**SOFT
SHOULDERS**

**SPEED
LIMIT
65**

**SPEEDERS
LOSE THEIR
LICENSES**

YIELD

**PHONE
AHEAD**

**DO
NOT
PASS**

ALL THOSE BILLBOARD SIGNS THAT DISGRACE OUR HIGHWAYS, LET'S LOOK AT

BEAUTIFY AMERICA

WRITER: DICK DE BARTOLO



Surround your home
with a real
**OUTDOOR
CARPET!**
SCOTT
LAWN PRODUCTS

For Fun For Health...
BOWL
AT BUDDY'S
BOWL-A-RAMA

FORGING A BETTER AMERICA
**BETHLEHEM
STEEL CO.**

The best bulbs
you see are
made by...



the
mouthwash
DENTISTS
use!
LAVORIS

Watch your Savings Grow!
5 1/2 % INTEREST
PER
ANNUM
SAVINGS & LOAN ASSOCIAT

Make your skin feel
Softer with
SARDO in your bath

RELAX AT
**Maxine's
MOTEL**

YOU'LL SMILE
when you say
PHILADELPHIA
BRAND
**CREAM
CHEESE**
BY KRAFT

PHILADELPHIA

EXIT 16

FOUR LANES AHEAD

FOOD-GAS

**SQUEEZE
RIGHT**

STOP

DANGEROUS

CURVES

**NEWLY
SEEDED**

Clarke

... BY REMOVING THOSE EYE-SORE BILLBOARDS, AND YET AT THE SAME TIME

...WITH INTEGRATED



NABISCO
COOKIES

INCREASE YOUR
SPEED
TO AN UNBELIEVABLE
LIMIT
...TYPE OVER
65
WORDS A MINUTE
ACME SECRETARIAL SCHOOL

**SPEEDERS
LOSE THEIR
LICENSES**
unless they consult with
SID "Not Guilty!" ASHER

Savings & Loan
Accounts
YIELD
5 1/2%
INTEREST
PER
ANNUM

**PHONE
AHEAD**
FOR RESERVATIONS AT
Maxine's
MOTEL

FOR
**SOFT
SHOULDERS**
TRY A
SARDO BATH

**DO
NOT
PASS**
"GO"
Do not collect \$200
ENJOY
MONOPOLY
Another Parker Bros. Game

PRESERVING THE ADVERTISING REVENUE (SO WE CAN MAYBE LOWER TAXES)...

HIGHWAY SIGNS



FOR A TASTY TREAT TRY
PHILADELPHIA
BRAND CREAM CHEESE

WHEN A
LOVED ONE
MAKES A
FINAL

EXIT

THINK OF
FINSTER
FUNERAL
DIRECTORS

16

FABULOUS
FUNERALS
TO CHOOSE
FROM!

TWENTY -
FOUR LANES AHEAD
AT BUDDY'S BOWL-A-RAMA

EAT TOO MUCH SUFFERING FROM
FOOD - GAS
FOR QUICK RELIEF TAKE ALKA-SELTZER

Sunkist Oranges
**SQUEEZE
RIGHT**

STOP
BAD BREATH
with
LAVORIS

give yourself some
DANGEROUS



CURVES

with
PLAYTEX
LIVING BRAS & GIRDLES

**NEWLY
SEED**

WITH
LUSHLAWN
Another SCOTT Lawn Product

Clarke

THE LIGHTER SIDE OF

AMERICAN





TOURISTS

WRITER & ARTIST: DAVID BERG

BUT YOU ARE, FATSO!



Señor, señora . . . I would advise you not to drink the water! Your systems, they are not used to it, and it could make you very ill!

Well, in that case, bring us a bottle of your best wine!



Why did you tell them that? It is not a proven fact!

I know! But we do not make **MONEY** on water!



You know that old cliché, "Travel broadens you!"? Well, it certainly is true! Since we've started to travel I've gained such **perspective!**



Now I have a much clearer understanding of the world in relation to myself! And I can talk about it with more **authority, now!**



That's all very well, but why—wherever we go—do you buy up all the **souvenirs?**



So I can display them in our home!



How else will people know that I've been broadened!?

Venice just **ISN'T REAL!** It's a fairy-tale-come-true . . . a fantasy . . . a giant Hollywood set built in the 14th century! It's not a city, it's a poem . . . the stuff that dreams are made of! It just **ISN'T REAL** . . . and I hate to leave it!



Excusa, sir! Your bill!

Huh?



What's-a the matter with-a your **husban'**, Signora! He's-a no look so good!

Oh, he's all right! He just found out that Venice is **VERY REAL!**



Before we left on this trip, I was rushing like crazy to get the basement painted . . . but I only managed to finish one coat!

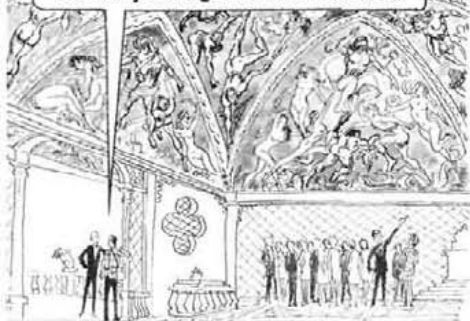
Did you two spend all this money and fly 3000 miles to Europe just to talk about things at home?

You missed every word the Guide said back there!

Sorry! What did we miss?

He said that an artist spent three years on his back on a scaffold, painting the ornate ceiling of that room!

NO KIDDING! THREE YEARS?!



Ladees and gentlemen, I mus' apologize for zee insulting markings on zee walls! Please do not be offended!

You mus' understand zat eet ees done by a small group of radicals who blame ze Yankee for all ze ills of ze world!

You needn't apologize!

We're not offended!

It doesn't concern us in the least!

You see, we-all are from the SOUTH, suh!

YANKEE
IMPERIALIST
WAR MONGERS
GO HOME!



Hey, Man! Are you with it?

Huh?

Are you hip? Do you make the scene?

EH??

Cool it, Pops! Hang loose! You dig English?

Oh! You mean, do I speak English?

Of course I do! I AM English! But I say, ol' boy . . . what language are YOU speaking?



Every American that goes abroad must consider himself a "Good-Will Ambassador" representing the U.S.A.!

Okay, Mr. Ambassador, order me another cup of tea!

Oh, waiter . . .

GARÇON!!

HEY DUMMY!



He must've used **TWO COATS!!**



HEY!! My flight bag is missing!

You mean somebody stole it?

Yes! Those darn foreigners! You can't trust any of them! They're all thieves!

Gee—that's terrible! What was in it?

The ash trays and the towels and the silverware we took from the hotel!



Isn't it marvelous how they re-construct these historic sites and then hire actor-models to dress up in authentic costumes and live here! It makes you feel as though you're actually back in the 17th century with all its primitive simplicity!



This is the Fontainebleau in Miami Beach, so I need your advice, Sidney! Now, what do I wear—my Dior dress with the plunging neckline, or my Pucci with the low back?

Your Pucci with the low back!

And with my Pucci with the low back, what do I wear—my pearl necklace or my diamond-and-opal ring and pin?

Your diamond-and-opal ring and pin!

And with my Pucci with the low back and my diamond-and-opal ring and pin, what do I wear—my mink coat or my chinchilla wrap?

Your mink coat! But hurry up, Shirley...

... or we'll be late for **BREAKFAST!!**



Well, you just blew your whole diplomatic career!



Hey, look who's here at the airport, too! Good ol' Charlie!

Hi!

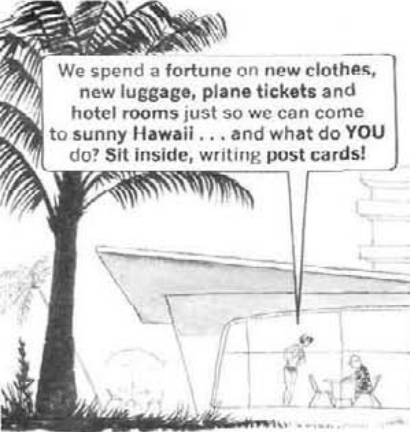


Say, you look beat! You sure can **USE** a vacation!



USE one?! I'm just coming from one!!





We spend a fortune on new clothes, new luggage, plane tickets and hotel rooms just so we can come to sunny Hawaii . . . and what do YOU do? Sit inside, writing post cards!



And who are you writing to? Jerks like Roger Kaputnik, Frank Glurk, James Schleppe and Robert J. Harrington!



Those are people you can't stand! You haven't spoken to them in years! Why the devil are you bothering to send them post cards from Hawaii?



So they should eat their hearts out !!



Boy, when you take one of these "Group Plan Guided Tours", it's rush, rush, rush all day long! They just try to cram much too much into one short trip!



We're a little behind on our schedule, folks, so we'll have to move through this museum rather quickly!



Remember now, NO LOOKING !!



And for my favorite sister, look what I brought back from Italy! A pair of elbow-length leather gloves that cost THREE THOUSAND LIRE !!



You spent THREE THOUSAND LIRE on me? That's so expensive!

Nothing is too expensive for my sweet, darling sister!



BIG DEAL! THREE THOUSAND LIRE IS LESS THAN FIVE BUCKS, AMERICAN!



And for my obnoxious nephew, look what I brought back from Italy! A GAG . . . to stuff into his BIG MOUTH !!



We had this long week-end, so we went down to Washington, D.C. Holy cow, was it ever exciting!

I was there once, and it sure is!



The Lincoln Memorial and the Washington Monument and the White House and the Capitol! Boy, I'll say it's exciting!



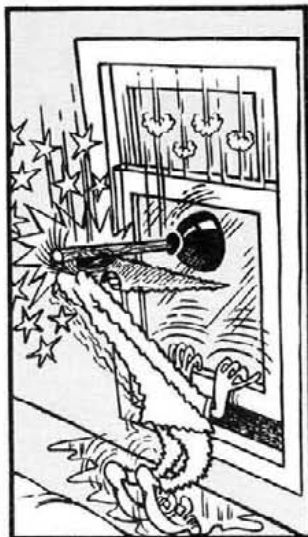
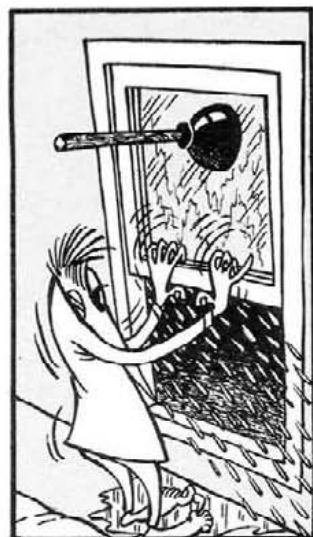
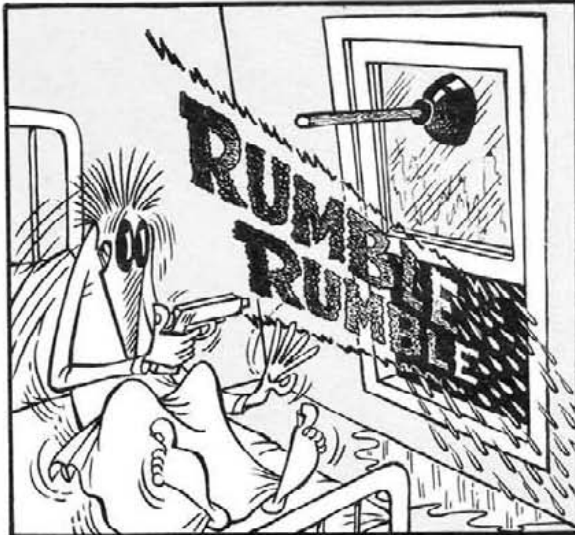
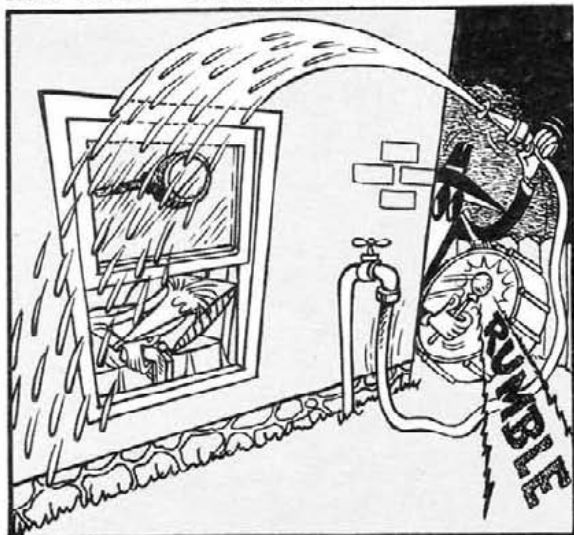
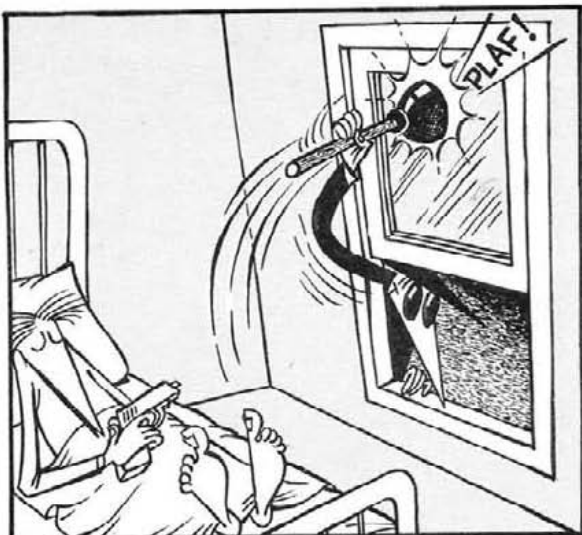
I didn't see any of that

You didn't?! Then what was so exciting?



The demonstrations . . . and the riots!

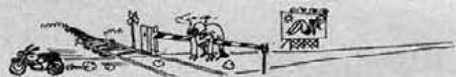
David Rosen





A MAD LOOK AT...



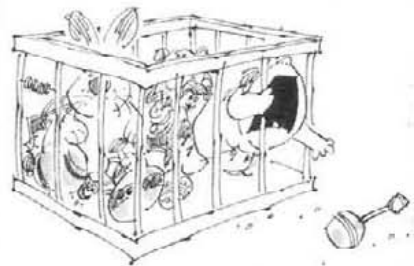


FRUSTRATION

ARTIST: PAUL COKER, JR.

WRITER: JACK KENT





Games People Play

ARTIST: BOB CLARKE

WRITER: RONNIE NATHAN



In Esso's "Tigerama",
In Mobil's "Safety Pays",
In each and every contest,
I'm the one who plays.

More give-aways I've entered
Than I could even name,
But haven't won a penny
From a single game.

I fall for "Easy Money"
The food chains advertise,
I've got a million coupons,
But as yet no prize.

At piling up a fortune
However, I've a shot,
If only I could match up
Half the halves I've got.

I clutch with mounting frenzy
In my hot little hand,
Each perforated promise
Of a hundred grand.

My contemplated riches
I willingly would split
With anyone who holds a
Corresponding fit.

But other almost-winners
With whom I've tried for pairs,
All find my missing pieces
Coincide with theirs.

A faint suspicion rises
(Excuse my hollow laugh!)
That no press ever printed
Any matching half.



DOUBLE STANDARD OF LIVING DEPT.

According to a dictionary, the word "success" means: "... the attainment of wealth, position, fame, etc." And that's the way Hollywood saw it for many years. Those of you who watch TV "Late Shows" will recognize . . .

THE TYPICAL

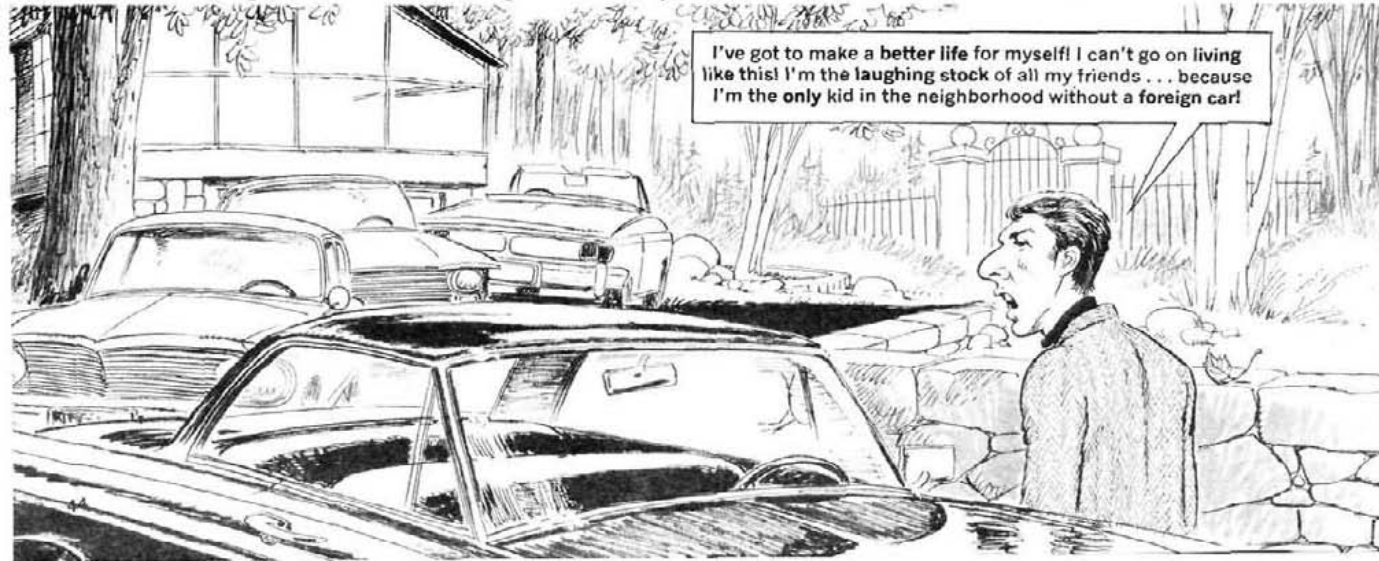
The typical "Success Story" movie of the past always took place in New York in the early 30's. It would invariably open with a shot of the teeming, filthy Lower East Side where our hero was born and lived:



But times have changed, and you can forget the dictionary, because the meaning of "success" has changed with them. Today, young people are rejecting old standards and values! Here, then, is MAD's version of . . .

THE TYPICAL

The typical "Success Story" movie of the future will probably take place in the suburbs of New York. It will invariably open with a shot of a large house in, say, Westchester, where our hero was born and lives . . .





L "SUCCESS STORY" MOVIE OF THE PAST

The hero's father was always a poor, uneducated immigrant who was never able to afford to give his son anything . . .

The father would want his son to take up music, but the son would always be more interested in a fast buck . . .



Hey, Joey! Wha' fo' you sit-a all day an' you mope aroun'? Wha'sa matta trom-a you?

I'm sick of this life, Pop! And I'm ashamed of you and your accent!

Mama Mia! Why you ashamed-a my accent?!

Well, for one thing—we're Jewish!



For-a forty-six years, I'm a save my pennies for to buy-a you this bassoon, Joey! I wanna you should be a great an'-a famous musician!

Sorry, Pop! I'm not interested in music! I wanna be a boxer! I wanna make dough! I wanna make it to the top! I wanna . . .

Oh, you gonna be a bassoon player! You gonna be a GREAT bassoon player! You gotta BIG-A MOUTH!!

ARTIST: MORT DRUCKER

WRITER: LARRY SIEGEL

L "SUCCESS STORY" MOVIE OF THE FUTURE

The hero's father will be a rich executive—President of General Motors—who can afford to give his son everything!

The father will want to set his son up in business to make a fast buck, but the son will be more interested in music!



I'm sorry you can't have a Ferrari, Ricky . . . but how would it look at General Motors? By the way, what did you do with last week's allowance?

I bought myself a Piper Cub!

Good! Don't lose the change!



Rick, did you think about that job in Detroit I offered you?

No, I've decided to stay home and learn to play my Sitar! Besides . . . what do I know about the Automobile Business?

You'll learn! You'll start at the bottom . . . as a Vice-President!

There was always the scene on the roof with the slum girl from next door . . .

I got dreams, Shirley! I got plans!
You see all that out there . . . ?

Yeah, Joey, I see it!

Some day it's all gonna be yours!

Big deal! What am I gonna do
with four hundred pushcarts!



. . . And the scene where the hero leaves home and breaks his father's heart . . .

Good-bye, Pop! I'm leaving this dump!

Joey! You been fighting! Look-a
you beautiful lips! You ruin-a
you mouth! You mouth, she's-a not
for fighting! She's-a for makin'
beautiful music on-a bassoon!

Who's been fighting!? I've been on
the roof for six hours . . . kissing!



The hero would become a boxer and meet a hard-boiled, fast-living girl . . .

I like the way you work,
Joey! I like the way you
move in! I like the way
you hold on! I like the
way you break from
the clinches!

I also
like
the
way
you
box!



Then there will be the scene with the girl from the estate next door . . .

You see all that
out there, Kathy?
Some day, it's all
going to be yours!

I know, Ricky! I'm
inheriting it! But
I have to split the
lake with my sister!



. . . And the scene where the hero remains at home and breaks his father's heart . . .

Are you still here! I thought I told you
to go to Detroit and be a Vice-President!

Don't
bug
me,
Pop!

Your fingers! You're ruining
your beautiful fingers on
that thing! How are you
going to sign checks?!



The hero will go to a local discotheque where he'll meet a swinging Hippie . . .

I like the way
you play, Rick!

I also like the way
you make music!



She'd teach him how to dress, how to groom himself, and how to live high . . .

See how much better you look with a new suit and haircut, Joey! You're on a one-way flight to fame! You're on a rocket to the stars! You're riding a crazy pink cloud to the end of the rainbow! You're—

Will you shut up! What is it, Joey? You don't look so good!

It's either those sickening clichés . . . or I'm getting air sick!



And when his country called, he would go off to war and become a hero . . .

That Joey is a really great war hero!

He's already been awarded 14 medals and the Purple Heart!

The Purple Heart? How did he get wounded??

You won't believe this, but he fell over a pile of calendar leaves!



When Joey fought the Champ, someone from his past would always turn up at ringside!

Joey! Remember me? A loved one from your past? Give up boxing before it ruins you!

Pop! It's great to see you again!

Because first, your eyes go . . .

Pop! It's great to hear your voice again!

. . . and then your ears go!



She'll teach him how to dress, how to groom himself, and how to live high . . .

See how much better you look in filthy clothes and long sloppy hair, Rick! You've tuned out and you're going nowhere! Isn't it wonderful!

Now I really am what I always felt I was, Samantha—totally rejected and unloved . . . thanks to you—and DIRT!



And when he's called, he'll go off to the Induction Center and come out a hero!

What a great American hero!

His country called, and he burned his Draft Card!



When Rick gets out of jail, he'll go on a fantastic LSD trip . . . which will be interrupted by someone from the past!

Rick! Remember me? A loved one from your past? Give up acid before it ruins you!

Don't interrupt when I'm talking to someone!

Oh! . . . I apologize!

Now apologize to God . . .



Joey was always torn between two worlds!



Give up boxing before it's too late, Joey! I love you . . .

Stay in boxing, or you'll be the "late Joey"! The Mafia loves you . . .

And so, Joey would make his decision . . .



Isn't it wonderful, Pop? Joey chose me and his music over boxing and the Mafia!

Thas'sa nice! But-a tell-a me! How did he become-a leader of the New York-a Philharmonic in-a jost-a one week?

'Cause he has music in his heart! He has rhythm in his soul! And he punched Leonard Bernstein in the mouth!

And so the kid from the Lower East Side, and the girl from next door would get married, and find happiness, status and success in a big house in the suburbs . . .



You made it, Joey! You're a success because you gave up boxing just in time!

When we break from this clinch, I want you to go back to a neutral corner and turn off those bells! I can't stand those bells ringing . . .

Oh, well . . . you ALMOST gave up boxing just in time!

Rick will be torn between two worlds . . .



Don't listen to her, Rick! Stay with me and we'll try Methedrine, STP, hashish, bananas and juice from sneaker laces!

Come with me, Rick! My Guru has the answer! Transcendental Meditation!

What do you and your Guru meditate about?

Methedrine, STP, Hashish, bananas and juice from sneaker laces!

And so, Ricky will make his decision . . .



Go away somewhere and think it over, Rick! It's not easy to choose between two girls from two different worlds!

I just made up my mind!

What a coincidence! I just BLEW mine!

And so the kid from the suburbs and the girl from the estate next door AND the Hippie chick will all live together in a miserable pad, and find happiness, status and success on the Lower East Side . . .



I'd marry you both in a minute, but our Hippie friends would object!

Why?

You're both White!

**WHICH
MODERN ARTIST
IS MOST
SUCCESSFULLY
COMMUNICATING
WITH HIS
AUDIENCE?**

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

"Modern Art" has taken some pretty wild turns in recent years. But no matter which direction it takes, it seems to be headed more and more toward total incomprehensibility. Reactions like "What is it?" and "What does it mean?" are almost guaranteed. But there is one modern artist whose work is understood by everyone! To find out who this phenomenal genius is, fold page in as shown.



FOLD PAGE OVER LIKE THIS!

A▶

FOLD THIS SECTION OVER LEFT

◀B FOLD BACK SO "A" MEETS "B"



**MANY MODERN ARTISTS HAVE LONG FELT THAT
GREAT ART NEED NOT NECESSARILY BE UNDERSTOOD
BY THE GENERAL PUBLIC, AND SOME HIDEOUS
GROTESQUERIES HAVE BEEN CREATED IN THIS BELIEF!**

A▶

◀B

ARTIST & WRITER:
AL JAFFEE

THE BEAT GENERATION



ARTIST & WRITER: SERGIO ARAGONES



ARAGONES