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114  
Oct.  
'67

# MAD

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# STICK OUT YOUR TONGUE

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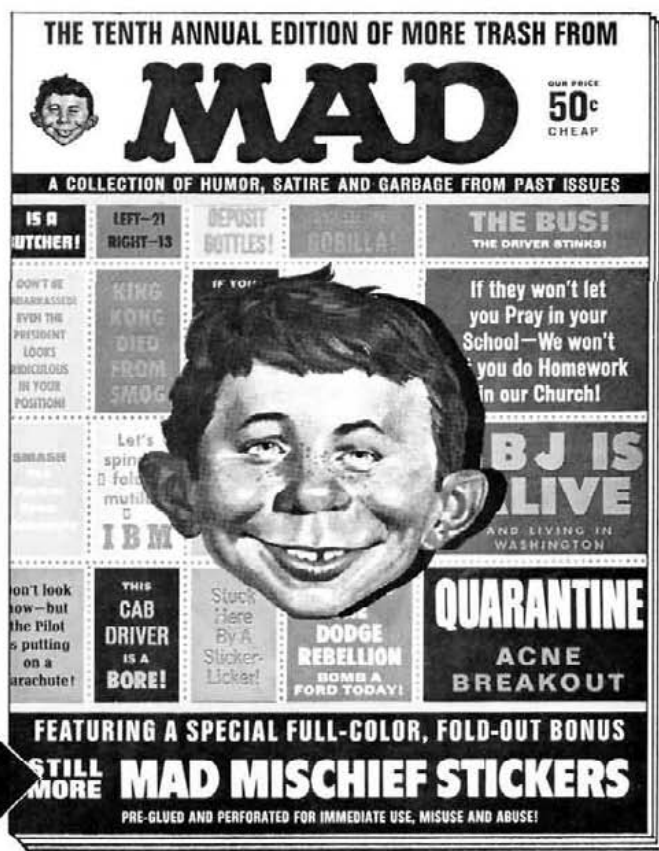
STILL MORE

(ALL NEW)

# MAD

## MISCHIEF STICKERS

...mainly those we stick you with as the  
**FREE FULL-COLOR FOLD-OUT BONUS**  
in this latest MAD ANNUAL!



HERE ARE A FEW IDIOTIC EXAMPLES OF THE “STILL MORE MAD MISCHIEF STICKERS” YOU’LL BE GETTING ...



... ALONG WITH THE USUAL BATCH OF ARTICLES, AD SATIRES AND OTHER GARBAGE FROM PAST ISSUES IN ...

## THE TENTH ANNUAL EDITION OF MORE TRASH FROM MAD

ON SALE NOW WHEREVER MAGAZINES ARE SOLD—OR SOMETIMES JUST PERUSED!



# MAD

"Mothers-In-Law are like seeds—you don't need them, but they come with the tomato!"—Alfred E. Neuman

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JOHN PUTNAM *art director*

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JERRY De FUCIO, 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*

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# LOOKING FOR SHELF-RESPECT?



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### LETTERS DEPT.



#### "THE TEN COMMANDMENTS—REVISITED"

PRO

"The Ten Commandments Revisited" was a masterpiece. Max Brandel and the MAD staff should be congratulated for boldly preparing and publishing this daring expose of how badly our society has been keeping God's sacred laws.

George Montemorano  
Hicksville, L. I.

"The Ten Commandments Revisited" scorchingly criticized the sins and follies of today's society. You have guts, and I appreciate it.

Annette Grubb  
Newville, Pa.

You not only showed great wit, but also great wisdom with "The Ten Commandments—Revisited." I wish to commend you.

John C. Wilkerson  
Nashville, Tenn.

It took a lot of nerve to print, but it again showed your deep insight into American society. This article was a real masterpiece that should make every American take another look at himself.

Tom Getzen  
Carthage College  
Kenosha, Wis.

In the six years that I have been reading MAD, I have never had a better opportunity to thank you for so great an article as this one.

Theodore L. Sherlock  
Belle Chasse, La.

"The Ten Commandments—Revisited" was excellent. May I have permission to copy it?

Rev. Douglas Beyer  
First Baptist Church  
Atchison, Kans.

For once, MAD has published more truth than humor, and that is a most refreshing change.

C. J. Buchanan  
Hickam AFB  
Hawaii

For "Thou Shalt Not Kill," you should have had a picture of the article itself, because I nearly died laughing.

Eliot Khuner  
Berkeley, Cal.

#### ABOUT THE FOLLOWING LETTERS

Every once in a while, we at MAD are amazed. Like when the reader-response to a story is both eagerly "pro"—and at the same time violently "con." We can only conclude that those critics of the article, as is obvious in the letters below, either failed to see our point, or completely mis-read us. Editor

CON

Until now, I was sure that MAD was an excellent magazine. However, I cannot excuse you for the ridicule of that which is holy to many millions of people. It is obvious that someone's sense of humor is not a sense of humor at all, but a sense of foolish defacement and destruction.

Michael Meehan  
Weehawken, N. J.

Your article on The Ten Commandments was perfectly irritating. Making fun of the Law that God, the Lord Almighty has administered Himself! This is committing blasphemy, an unforgivable sin!

Marc Smircich  
Sepulveda, Cal.

I cannot help but take offense at your article, "The Ten Commandments—Revisited." I am disgusted at your gall in printing it. How dare you insult what happens to be the greatest set of laws the world has ever known! Keep on printing such rubbish, and you'll lose all of your readers and your magazine will be censured—mark my words!

Anne Serafin  
Grass Lake, Mich.

The Ten Commandments are God's word. They should not be slandered.

Tim Corcoran  
Glendora, Cal.

After reading your revolting article, "The Ten Commandments—Revisited," I was thoroughly disgusted and shocked. In the past, MAD was almost funny, but with this article, it became obnoxious.

Norman Watson  
Lower Lake, Cal.

After having read "The Ten Commandments—Revisited," I, as a Catholic, am insulted.

Frank Jessa  
Glen Rock, N. J.

After my family and I finished vomiting over it, I had the pleasure of ripping the magazine to pieces and throwing it in with the other trash.

Cathy Bennett  
Hanover, Pa.



### "WHAT IS A FINAL EXAM?"

"What Is A Final Exam" was priceless. A hearty laugh is hard to find around exam time, but thanks to your usual gang of idiots, you've made it a lot easier. You've probably made flunking those exams a lot easier, too. At least it's less painful for clods like me who read your trash instead of studying.

Jack McDonald '70  
Harvard University  
Cambridge, Mass.

### ALL THE WAY WITH JFK

Over the years, I have become a very avid MAD fan. I have spent many pleasant hours reading your humorous publication. As President Kennedy once said: "There are three things in this life which are real: God, Human Folly, and Laughter. The first two are beyond comprehension, so let us do what we can with the third." You certainly are doing what you can with it.

A. B. NeJame, Jr.  
Johnson City, N. Y.

### IT'S A MAD, MAD, MAD WORLD

MAD and its readers are the only sane and realistic people in the world as we know it today. It's the rest of the world that's "mad" ... in fact, insane!

Charlie Geisler  
Phoenix, Arizona

### MAD CLODS

It takes a bunch of clods to produce trash ... but it takes a bunch of clods with a little genius to produce "good" trash.

Thomas Ineson  
San Diego, Cal.

### BLANK-LISTED

I just read issue #112, and I simply HAD to make a list of the great articles:

- 1.
- 2.
- 3.
- 4.

Oh, well ...

Patrick Bushey  
Alpena, Mich.

### AN EXCEPTION

I think your magazine is hilarious. In all the issues I have ever read and collected, I have never seen one thing that wasn't funny.

David Hever  
Lake Stevens, Wash.

How about this letter?—Ed.

### SOIL CONVERSATION

Does a farmer who plants automobile parts harvest a "bumper" crop?

Mike Mallory  
No. Miami, Fla.

Only if he uses plenty of Fordilizer!—Ed.

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

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**FOLDING**  
**MONEY,**  
YOU  
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HAVE TO  
**HOUND**  
THE  
**NEWSSTANDS!**



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Yep, in our futile attempts to get you clods to order these full-color portraits of Alfred E. Neuman, MAD's "What-Me Worry?" kid—which are suitable for framing or lining the bottom of hamster cages—we've reached a "Dead End"! So how about getting off yours ... and mailing 25¢ for one (or 50¢ for 3, or \$1.00 for 9) to MAD, 485 MADison Avenue, New York, N. Y. 10022





HAIL TO THE CHIEF COPYWRITER DEPT.

Higher taxes? Special surtaxes? Increase the National Debt? It seems to us at MAD that there ought to be other ways for the Government to raise the money to finance our "Great Society" (not to mention unpopular wars!). For

# PRESIDENT JOHNSON

**FORGET YOUR TROUBLES!**

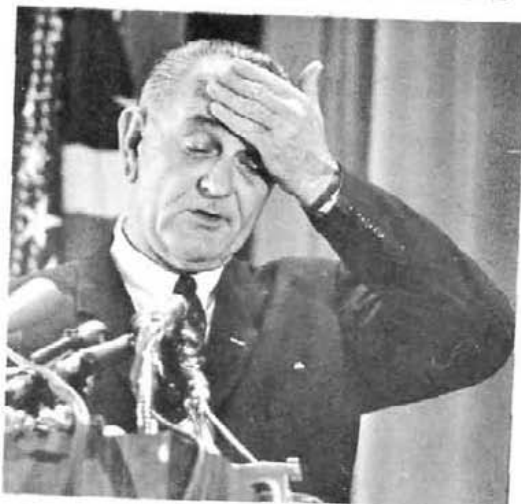


Take  
**Miltown**  
(meproamate)

**Miltown**  
(meproamate)

"Whenever I'm tense—with problems like Vietnam and Bobby Kennedy—I simply reach for my 'Miltowns'! In a few minutes, I'm perfectly relaxed! All my troubles are

**GOT A  
HEADACHE?**



**Bayer works  
wonders**

"And believe me, I got plenty headaches! This 'Great Society' program I'm pushing can really



**"MY GROUP HAD 38% FEWER CAVITIES!"**



**CREST TOOTHPASTE WITH FLUORISTAN**

With  
**Crest**



"When the 'Crest' folks asked me to take part in a toothpaste test, I agreed. My group brushed regularly with 'Crest', and Dean Rusk's group used another toothpaste without Fluoristan. After six months, both groups were examined



example, why not turn to the place where fantastic sums of money are spent for advertising testimonials. Mainly, Madison Avenue! We're sure the boys at the Ad Agencies would pour plenty into the Government coffers to have

CONCEIVED BY:  
MAX BRANDEL

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

# ON MADISON AVENUE

## WHICH HAND HAS THE M&M'S?



**M&M Candies melt in your mouth—not in your hand!**

"When you like chocolate candies like I do, but you have a tendency to get a little hot under the collar once in a while, you want a chocolate candy that melts in your mouth the minute you grab

**"When you're out of Schlitz,  
you're out of beer."**



"Yep, when the gang gathers down at the Ranch and the Schlitz starts flowing, you can bet we run out fast. And when that happens, I always say, 'When you're out of Schlitz, you're out of beer.' Then I call the party to a halt and



**THE DODGE REBELLION  
WANTS YOU!**



I know I'm not as pretty as that little blonde who used to be in these ads, but the folks over at Chrysler thought I could command a lot more authority. So they asked me to do the pointing and order you to join the Dodge Rebellion.

# DODGE



**No. 2 says he  
tries harder!**



**Than who?**

When you've been a "No. 1" for as long as I have, you know a little bit about what it takes to stay "No. 1" . . . like experience, and know-how. That's why, when I need a car—which isn't often, since the Government supplies me with all I need—I rent a car from the "No. 1" Rent-A-Car Company—Hertz! Now Hubert . . . he uses Avis, which just goes to show you how much a "No. 2" knows about things. I

**Hertz**  
RENT-A-CAR



**Is this  
the day  
you finally  
do something  
about your  
weight?**

I'll never forget the shock of looking down one day, while delivering a State Of The Union Message to Congress, and noticing that paunch I'd developed. I knew right there and then that I would have to do something about it. And the best way I knew was to go on a Metrecal diet. Unfortunately, I never bothered—what with State Dinners and such. But if you have a weight problem, that's my advice. Don't do as I do—do as I say.

**Take  
METRECAL**



**As Long As You're Up, Get Me A Grants!**



**GRANTS**  
SCOTCH WHISKY

"Yes, sir—whenever I'm down—and your President is down pretty often these days—the best "pick-me-up" I know is a double shot

## ITCHY SCALP? TIME FOR *Head & Shoulders*



**It Works! This Dandruff Shampoo Doesn't Kid Around!**

"Take my word for it. You won't see me scratching my head any more, except maybe at a meeting of the Presidential Advisory Committee, because I discovered 'Head & Shoulders'. It's the

## TOILET TISSUE TOO ROUGH?



**There's A Definite  
Difference In Delsey!**

"You can rest assured that the folks who spend the night at the White House are never troubled by rough toilet tissues. That's because all 28 baths are stocked with 'Delsey'—the tissue with a definite difference. So be my guest! Go out and



## BUY A "BRAND NAME"



**...OR I'LL TAN YOUR HIDE!**



**Don  
Martin**



**Turns On  
Portable  
Radios**









## DOUBLE-STANDARD BEARERS DEPT.

If you're an intelligent person, you probably feel that no one can put anything over on you. So how come you're stupid enough

# SO HOW

ARTIST: GEORGE WOODBRIDGE

IF...



... a bum accidentally stumbles into a well, the nation mobilizes all its resources to free him, everyone becomes concerned, and hourly bulletins are issued thru the night.

SO HOW COME...



... if the same bum stumbles up to you and pleads for a little thing like a dime for a cup of coffee, you wouldn't even give the right time to the dirty, disgusting old man.

IF...



... some poor schnook steals a 25c loaf of bread to feed his starving family, he's referred to as a "Common Thief."

SO HOW COME...



... if the same guy takes off for Brazil with a million bucks, he wins our admiration as a "Big Time Swindler."

IF...



... an average couple leaves the kids at home to stay up till all hours at a bar, they're called "Irresponsible."

SO HOW COME...



... if the same couple is rich and frequents expensive bistros, they're deemed part of "The Cafe Society Set."



to buy MAD? Make sense? Sure it does! And there are lots more examples of this kind of logic all around us. That's why we ask:

# COME...?

WRITER: STAN HART

IF...



... a kid neglects his scholastic work and can think of nothing else besides playing baseball, his father will get furious with him and call him a "No-good Lazy Bum?"

IF...



... a teenage girl is asked out on a date, she'll spend hours before a mirror, desperately trying to look "sexy."

IF...



... this country needs to gather important information inside other countries, we employ "Intelligence Agents."

SO HOW COME...



... if the same kid grows up and becomes a professional baseball player and does nothing but lay around for six months out of the year, everybody will call him a "Hero."

SO HOW COME...



... if her date responds to this stimulus and tries to do something about it, she'll become mortally offended.

SO HOW COME...



... when a foreign power is caught doing the same thing here in this country, we yell that they're using "Spies."



**IF...**



... a poor man gambles, people feel he's irresponsible and has no right to throw away his family's food money.

**IF...**



... a young gal is living at home and her folks ask her to help serve and clear off the dinner dishes, watch out!

**IF...**



... a parent discovers a child settling an argument with a sibling by using his hands, the parent gets very upset.

**IF...**



... some juvenile delinquent steals from a store, we all feel that we should try to understand him, and chalk it up to deprivation, or a broken home, or bad environment.

**SO HOW COME...**



... if the same man wins the Irish Sweepstakes, everyone suddenly loves a "winner"—and he's a National Celebrity.

**SO HOW COME...**



... if the same gal got a job as an Airline Stewardess, she'd happily do tasks that a galley slave would object to.

**SO HOW COME...**

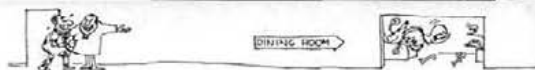


... the same parent teaches him a lesson by beating him up while saying: "Don't (whack) hit (whack) your Sister!"

**SO HOW COME...**



... if the very same juvenile delinquent steals from you, understanding goes out the window and the only thing you feel is that he should be shot or hanged—after torture.



There's something we've noticed about the star of "Hud" and "The Hustler" and "Harper"! He has one facial expression for every emotion he is called upon to portray! And that goes for his work in this latest Western he appears in... a MAD version we present to you now. Yesiree, Pall Neuman is...

# SOMBRE

Ugh! They say it can't be done, but we do it! We lead horses to water... and we make them drink! But me puzzled! What this scene got to do with rest of picture?

Not a thing! It was just a gimmick to get some close-ups so the audience could see my Indian make-up contrasted with my limpid blue eyes!

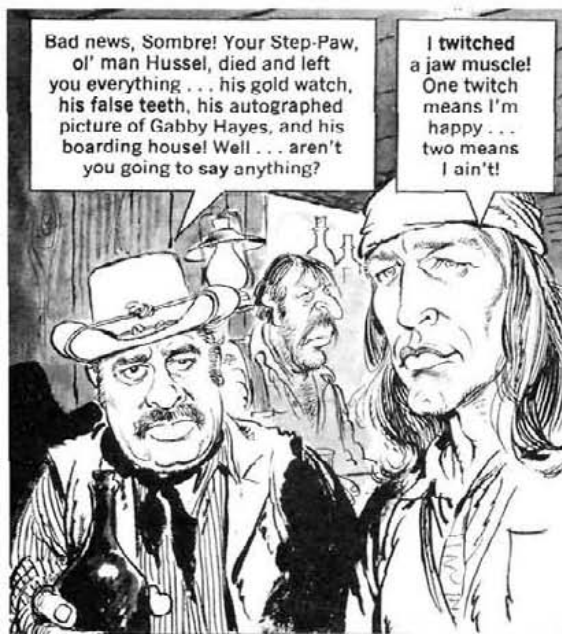
Ugh! A blue-eyed Indian! Big deal! So he gets lots of squaws to drool over him! So what! BROADS always go for freaky types!

Hey, Sombre! Mr. Hendez wants to see you in town!



ARTIST: MORT DRUCKER

WRITER: LOU SILVERSTONE



Bad news, Sombre! Your Step-Paw, ol' man Husel, died and left you everything... his gold watch, his false teeth, his autographed picture of Gabby Hayes, and his boarding house! Well... aren't you going to say anything?

I twitched a jaw muscle! One twitch means I'm happy... two means I ain't!



Now that you're a slumlord, you have to forget the ways of the Indian! Buy some clothes and get a haircut—that hair-style won't be "in" till about 1967—and start acting like a White Man!



How's this for starters, Hendez?

You sure learn fast!

Com'on Honey! All you wanna do is stay in bed all day! Why don't you get up so's we can have some FUN!

Sorry to disturb you constantly arguing kids, but I gotta clean up the place for the new owner. With all this quarreling, why'd you two get married, anyway?

Same reason everybody else does! I wanted someone to talk to—to go hunting with—to fetch my slippers!

You shoulda gotten a dog instead of a woman!

Gee—I never thought of that!

I'm John Hussel—the new owner of this here place!

I'm Emmy Hussie—housekeeper, laundress, cook, gardener and carpenter. That takes care of the mornings! Afternoons, I'm plumber, bookkeeper and maid. Nights, I do what I like!



Do you come with the property?

Is that some kind of a proposition?

No, Lady! I'm selling the place and I figured if I threw you in with the deal, I'd get a few more bucks for the dump!

That's a right nice thing to say, Mr. Hussel, but I won't be staying on. There's only one more Stage leaving town before the Line closes down, and I intend to be on it!

Well, I'm not gonna get stuck here, either! Guess I'll join you!

Hear that, Honey? Hussel's gonna sell the house! And with the Stage Line closing down, I'm gonna be out of work! Reckon we ought to go along with them?

Sure—but not for your reasons! I wouldn't miss the rest of this sexy dialogue for the world!



Pardon me, but I'd like a ticket on the last stage!

Are you "AWOL" or do you have a Dishonorable Discharge?

Neither! I got an Honorable Discharge and I'm goin' back home to marry my sweetheart!

Sorry, Mister, but we don't want your kind on our Stage! We're just carryin' "misfits" on this last run!

My name is Crimes ... and guess what! I'm gonna take your place on the Stage! Any objections, Sonny?

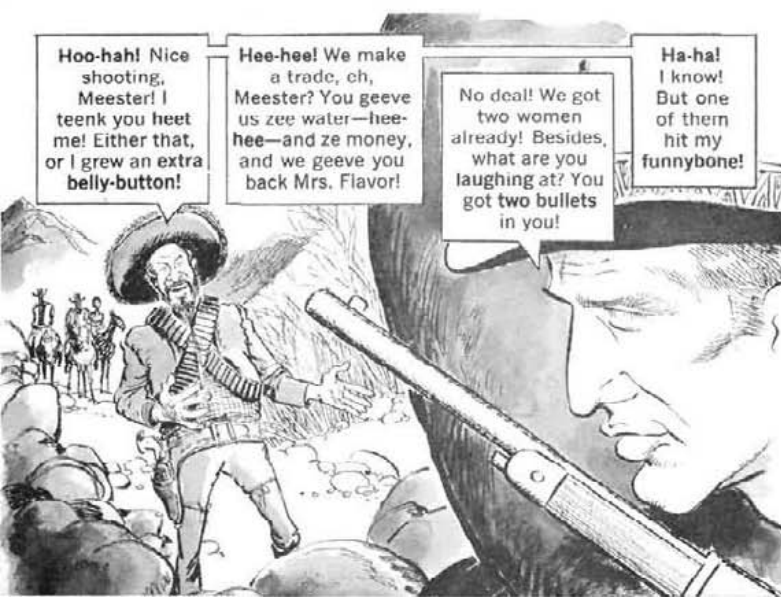
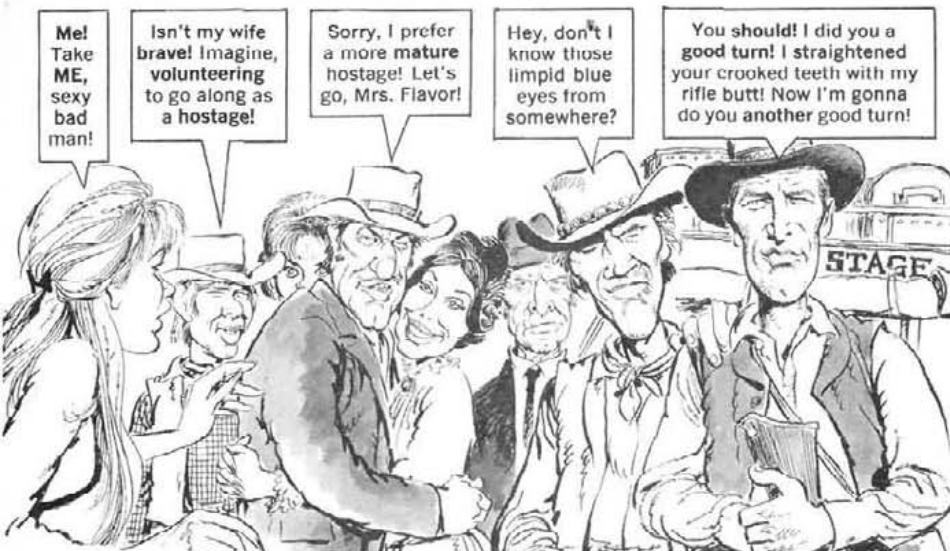
Hilly Lee—you ain't gonna let that sexy bad man take your seat, are you?

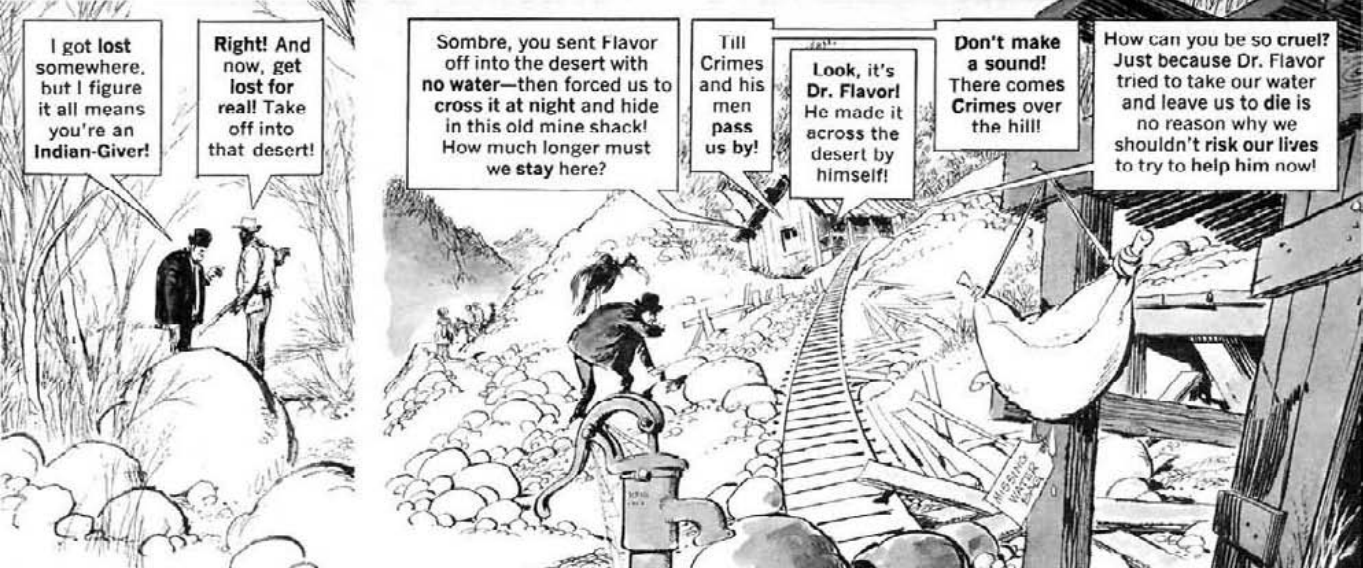
Of course I ain't! Sorry, Mr. Crimes, but you can't have my seat! You can have HERS, though!











I got lost somewhere, but I figure it all means you're an Indian-Giver!

Right! And now, get lost for real! Take off into that desert!

Sombre, you sent Flavor off into the desert with no water—then forced us to cross it at night and hide in this old mine shack! How much longer must we stay here?

Till Crimes and his men pass us by!

Look, it's Dr. Flavor! He made it across the desert by himself!

Don't make a sound! There comes Crimes over the hill!

How can you be so cruel? Just because Dr. Flavor tried to take our water and leave us to die is no reason why we shouldn't risk our lives to try to help him now!



Yoo-Hoo! Dr. Flavor! If you're thirsty, there's a water bag hanging in the mine!

I said it before and I'll say it again! White Men are stupid!

Water bag in the mine shaft? How'd it get there?

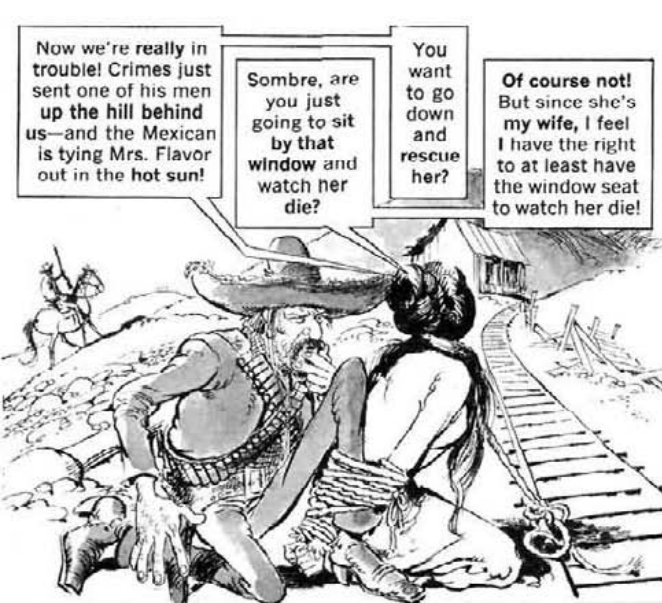
See, I told you to pay attention when I explained it all!



Thank you, my friends! While struggling over the desert, I realized how much I missed you all, especially Sombre!

So you finally realized that a man's skin-color is no measure of the man himself?

No, I realized that a man's skin-color doesn't matter if that man is carrying saddle-bags of money! Green is the color I'm most concerned with!



Now we're really in trouble! Crimes just sent one of his men up the hill behind us—and the Mexican is tying Mrs. Flavor out in the hot sun!

Sombre, are you just going to sit by that window and watch her die?

You want to go down and rescue her?

Of course not! But since she's my wife, I feel I have the right to at least have the window seat to watch her die!



Sombre, has it ever occurred to you that you were cold-hearted in "Hud", "The Hustler" and "Harper" and THAT may be why you never won an "Oscar"? Why not do a complete, improbable about face here and become a warm-hearted nice guy?

You know, it may work! Here, kid—give this money to the Indians it was stolen from!

Better hurry, Sombre! My wife's turning into a "Red-Skin"!



Do you know how to use a rifle?

Sure! You pull this thing-a-ma-jig till it goes boom!

You certainly know how to make a guy feel confident! Now watch that Mexican, and if he moves—make that rifle go boom in his head, okay?



Okay, Crimes! There are the saddle-bags! I'm cutting Mrs. Flavor free . . .

Why, you dirty double-crosser! These saddle-bags are empty! What some guys won't do to win an "Oscar"!

Ha-ha! I'm laughing myself to one, also!



BLAM!  
BLAM!

BLAM!  
3A

He's dead!

How can you tell?

He's not moving!

That don't mean anything! He ain't hardly moved this whole picture!

What was hees name?

Sombre! Why do you ask?

When a man ees dying, he always asks trivial questions! Ha-ha-ha!



I'll take back my money now!

No—I said I'd give it to the Indians!

They'd just waste it on food and clothing!

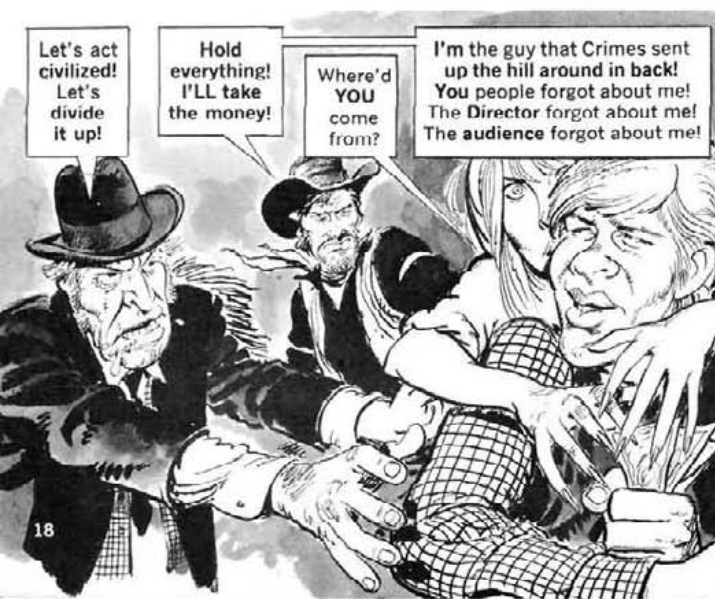


Let's act civilized! Let's divide it up!

Hold everything! I'll take the money!

Where'd YOU come from?

I'm the guy that Crimes sent up the hill around in back! You people forgot about me! The Director forgot about me! The audience forgot about me!

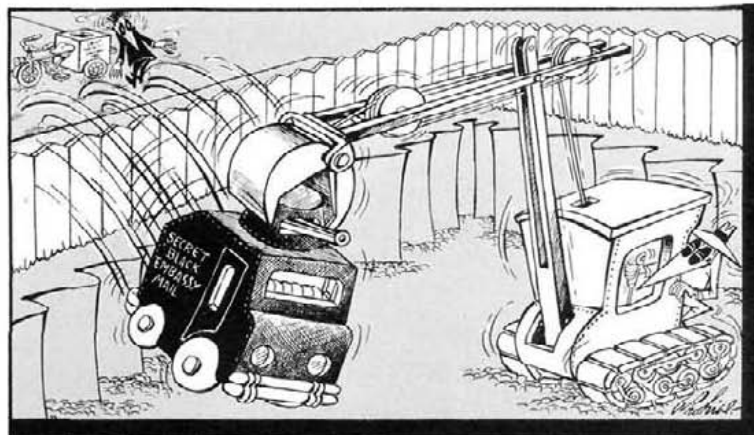
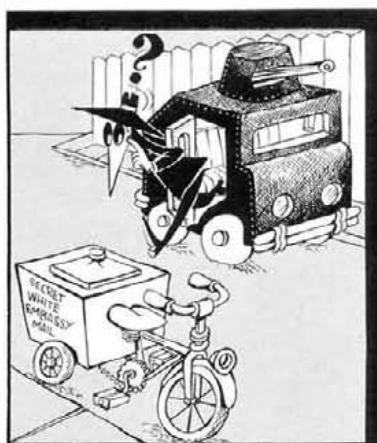
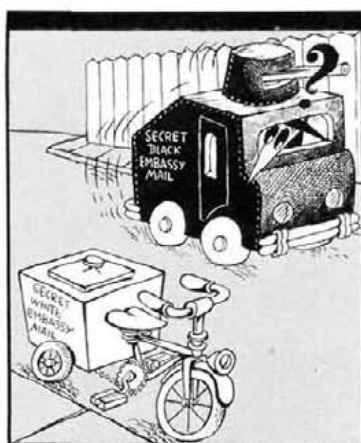
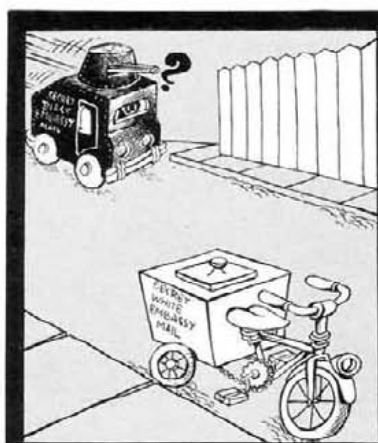


But I didn't forget about me!

How could it be that everyone forgot about him?

Don't ask me! I'm still trying to figure out how that water-bag got in the mine shaft!





# THE LIGHTER SIDE OF...

# THE



As for our thoughts, it would shock you to know how much this instinct dominates our conscious minds ... not to mention our dreams at night, and the daydreams that we become so preoccupied with!



Huh? Were you talking to me?

I sure was!

Sorry, I didn't hear what you said! I was thinking about broads!



Hey, look! A couple of swingin' chicks!

Hi, there, you dolls!

Not interested!

Listen! My friend's got a car!

And I know a swell place to park with a magnificent view!

Go away!

Don't talk to them! It only encourages them!

Okay—if that's the way you want it!

You don't know what you're missing!



Before you start getting any ideas, let me warn you! I never let a boy kiss me on the first date!

If those are your principles, then I'll respect them!

Good night!



THE LEAST YOU COULD DO IS TRY!!



Girls scare the livin' heck out of me! I'm trembling like a leaf! My heart is pounding in my chest like a hammer!







# MATING GAME

WRITER & ARTIST: DAVID BERG

My very own Mother—and you deliberately ruined my reputation!

What did I do? What? WHAT??

You went around, blabbing about me all over town... about my personal sex life!

All I said was that you were a decent, moral girl!!

That's what I mean!! What boy will want to go out with me now!!



Hey, they sure gave up easy!

Yeah, we'd better go 'round the block and pass them again!



You wanna see proof that all the world loves a lover? Take a look at those two sweethearts leaving a trail of smiles all the way down the street by the simple, yet moving gesture of holding hands!



You'd **BETTER** hold my hands...



... because when you let go, I'm gonna give you such a HIT!



Well, George, ol' boy! You gotta face it! If you don't know the lines, then fake it! Ready? On stage... Curtain going up... Action...



HAVE NO FEAR! GEORGIE'S HERE!

At last! The life of the party!

Georgie! My favorite swinger!

What a make-out artist!

Georgie's here! Now we'll see some action!

Boy! He's a natural!

I wish I had his self-confidence!



Look, he's a nice boy! He makes a nice living! And besides, you don't have that many chances! You can't afford to be choosy! So for goodness sake, don't louse it up!



Don't let him know you're more intelligent than he is, so don't talk too much! And don't show him that you're a better athlete by beating him at bowling!



What I'm trying to tell you is: Don't let him know you're SUPERIOR to him!



There's plenty of time for that AFTER you're married!



Ronny, have I got a girl for you! This is going to be the greatest favor I ever did for you!

Do me a favor, Aunt Ellen, and don't do me any favors! Everybody's trying to match me up, and the girl always turns out to be a DOG!

To you, every girl is a dog! Maybe to a girl, you're a dog by comparison!

Listen, any girl that has to be matched has got to be a DOG!

Shhhh! Don't talk so loud! She's in the next room!

WHAT!?! You got the dog HERE!?! Aunt Ellen, this is a dirty trick!



Don't you notice anything different about me?

Er—let's see! The dress I've seen before! And the hair style's the same!

Are you blind or something?

Why are you waving your hand in front of me?

You're the fifth person today that didn't notice I got an engagement ring last night!

Oh! Gee! Sorry! Congratulations!

What's the use of getting engaged if nobody even notices it!



Mother—Daddy—Milton and I are getting married!

YOU'RE WHAT!? Just like that, you're GETTING MARRIED! What about this big hulk here? This what's-his-name? How do you know I even approve of this bum?

Remember me? I'm your Father! I raised you—clothed you—fed you! Now, out of the blue, you suddenly tell me you're getting married? You think I'm going to turn over something so precious to a complete stranger?

And YOU, stranger! Don't you have the common decency to ask a father for permission to marry his daughter?

I—I'm—I'm sorry, sir! I—er—ah—may I marry your daughter?

TAKE HER! TAKE HER AND GOOD RIDDANCE!



You know why you always find some reason or another why you can't marry the girls you go out with? You subconsciously choose that type of girl to date because you really don't want to get married!

You're wrong!

But, Harold! Face the facts!

You're wrong! You're wrong!

It's not just coincidence! It's subconscious!

YOU'RE WRONG! YOU'RE WRONG! YOU'RE WRONG!

It's not subconscious! It's DELIBERATE!!

Sharon Flint—I want you to meet my nephew, Ronnie Glick!

How do you do!

Well . . . don't just stand there like a dummy! SAY SOMETHING!!

Bow wow!

Do you realize we could have been like two ships that pass in the night! Our being engaged might never have come about!

See—when we first met, I liked you right off, but I was afraid to speak to you or even phone for fear you might have rejected me! And that would have been a terrible blow to my ego!

So I had to wait for some encouraging sign from you that you were also interested—before I made any overtures!

Really? And what did I do?

Don't you remember? You asked me to marry you!!

Look, Sidney, isn't the Bride beautiful? Like a Princess from a fairy tale! Sidney . . . **SIDNEY, I'M TALKING TO YOU!**

Huh? Oh, yeah! Just like a fairy tale!

And like a fairy tale, they're going to live happily ever after! Right, Sidney?

**SIDNEY!!**

Huh? Oh, yeah! Happily ever after!

That's a REAL FAIRY TALE!



TEE-LOGY DEPT.

There seems to be a new "Religion" currently attracting great masses of followers across our land. Many sheep are straying from the folds of Protestantism, Catholicism and Judaism to become devotees of this movement called "Dufferism". At least,

# A Psalm For A S

ARTIST: PAUL COKER, JR.

*The Pro is my Shepherd,  
I shall not Slice.*

*He maketh me to Drive Straight  
down Green Fairways;*

*He leadeth me Safely  
across Still Water-Hazards;*

*He restoreth my Approach Shots.*

*He leadeth me in the Paths of  
Accuracy for my Game's Sake.*

*Yea, though I chip through the Roughs  
in the shadows of Sand Traps,  
I will fear no Bogies.*





that is how it must appear to all the discouraged Ministers, Priests and Rabbis who look out over their congregations on Sabbath mornings and see so many of the men missing. And so, until these Prodigal Sons return, MAD snidely offers them:

# Sabbath Morning

WRITER: WILLIAM GARVIN

*For his Advice is with me,*

*His Putter and Irons,  
they comfort me.*

*He prepareth a Strategy for me  
in the presence of mine Opponents;*

*He anointeth my head with Confidence:  
The Cup will not be runneth over!*

*Surely Birdies and Eagles shall follow  
me all the Rounds of my Life,*

*And I will score in the Low Eighties—*

*Forever!*



Have you ever wondered how TV producers dream up those ridiculous Daytime TV Game Shows? You haven't? Well, in that case, go on to the next article—and next time, don't be so smart! But for those of you who have wondered, it's really not difficult! All they do is take simple, everyday incidents, and build them into games. F'rinstance, some TV Producer probably tried to guess how much his wife spent

# TV GAME SHOWS BASED ON

The Daily Poop ★★★★★

## BOY 12, MISSING THREE DAYS, FOUND UNHARMED

This is the finest type we cleverly using real news— is too darn paper, and if close to the

Hi, everybody! It's time to play the exciting new TV Game Show, "MISSING PERSON"! And here he is—your genial host—the man with the face of a bloodhound and the nose of an angel ... Er—I mean, the face of an angel and the nose of a bloodhound! ... Gary Moron ...

Hello, folks—and standing here beside me is our first contestant on "MISSING PERSON" ... Mrs. Wilma Banks! Tell us something about yourself, Wilma ...

Well, I'm a housewife, and I have five lovely sons, and—

You mean FOUR lovely sons, Wilma!

No, I have FIVE lovely sons—

But that's where you're mistaken, Mrs. Banks— For we, the fun-loving, funny, funny people at "MISSING PERSON" have actually kidnapped ... giggle-giggle ... one of your five children!



All right, let's have THE HINT BOARD, please!

Now, Mrs. Banks, you have 30 seconds to rearrange these letters so they spell out the name of the State or Territory which will be your first clue to finding your MISSING PERSON!

Ready ... set ... GO ...



And while you're doing that, Mrs. Banks, we're going to spur you on during these same 30 seconds by playing an actual recording of your son's voice, which we made at our secret hiding place ...

Ma? Ma-a-a-h?? This is Herman! HELP!! I don't know where I am—and I'm afraid of Bats! So please find me and take me home! I'll go to school ... sob ... and I'll go to the Dentist ...





on a new hat, and it gave him the idea for "The Price Is Right". And some other TV producer's wife probably tried to question him on where he was all night, and it gave him the idea for "I've Got A Secret". It's that easy! Why, you could probably take a simple incident as reported in any Daily Newspaper, and build a Game Show out of it! What? You don't believe us?! Okay, here, then, are some . . .



# NEWSPAPER HEADLINES

ARTIST: JACK DAVIS

WRITER: DICK DE BARTOLO

Yes, Mrs. Banks, at 4 A.M. this morning, our roving kidnapper here entered your son Herman's bedroom and summoned him to an emergency Cub Scout Meeting! Only thing was—*heh-heh*—there was no Scout Meeting! The Meeting was actually at 3 A.M.! At any rate, your son has been hidden somewhere in the United States, including Puerto Rico and the Guantanamo Bay Naval Station!

Herman!  
Sob!  
Herman!  
My  
poor  
Herman!!  
Sob!

Now, Mrs. Banks, if you like, you can forget about Herman—and take home this de-luxe vacuum cleaner—

NO! My Son! I want my boy! Where is he?

I feel it's only fair to point out it comes with all the attachments!

NO!! Give me back my child!

I suspect you want to play "MISSING PERSON" and forget about the vacuum! Too bad . . . because you would've also gotten a year's supply of disposable bags . . . monogrammed!



Time's up, Mrs. Banks! Well, you spelled out "Arkansas"! That gives you 100%—in spelling! And zero in playing "MISSING PERSON". . .

But I—sob—spelled out a name! You wanted a name! Sob!

Yes, but what I forgot to tell you is that it was actually possible to spell out the names of 17 States where your son is NOT hidden with those letters! That's part of the fun!!

ARKANSAS

Do I see a frown on your face, Mrs. Banks? Cheer up! Because you get to come back next week, and the week after that, and so on . . . until you find your son! Unless, of course, the show is cancelled! In which case, you don't get your son OR the vacuum cleaner! But as we say: "Who Cares As Long As We Have Fun . . . Fun . . . Fun!"

I've tried to lead a good life! I've never hurt anyone intentionally . . .

We'll meet our next fun-seeker in just a moment! But first, a word from our sponsor—



# MAN FALLS IN NEIGHBOR'S HOME—SUES FOR \$100,000

This is the could find cleverly using copy to make real ne-  
 (this is the could find cleverly using copy to make real ne-)

Hi, folks, and welcome to "SO SUE ME"—the show where you can win a fortune, or lose your life's savings. I'm your fun-master, Art Lunkhead... and our first contestant is Mr. Perry Schmeerer—a house painter—who, at this very moment, is on a job in a three-room apartment in Brooklyn...

Hi, Mr. Schmeerer! How are you feeling?

Just fine and dandy, Art!

Well, we certainly hope that won't last long! For the only way to win on "SO SUE ME" is to be hurt! Now, Mr. Schmeerer—at the sound of the bell you'll have one minute to try to injure yourself—which will earn you the right to sue for up to ONE MILLION DOLLARS! Ready? Okay... GO!!



He did it! He injured himself! Thank God!!

And it looks like a really good fall, Mr. Schmeerer! I can see blood and everything!

Well... how do you feel now, Mr. Patsy!

Terrible! What am I going to do?



Tell him, Audience...

**YOU'RE GOING TO BE SUED!**



# DIVORCE RATE ON THE RISE

This is the cleverly using real news-  
 (this is the cleverly using real news-)

Hi, folks, and welcome to "LET'S GET IT OVER WITH"—the show where each week, a wonderful wedded couple—a couple like you—gets a divorce!

And now, let's meet that lovely couple! On my left—our lovely housewife, Mrs. Jane Webster...

Hi, there! I'm so glad to be here!

And on my right, our lovely husband—Er—Where's MISTER Webster?

You didn't expect that no-good bum to be on time, did you? He was on time for our wedding—and he's been late for everything else since!



Sorry—gasp! I'm late—gasp!—but "Charge-Account-Jane" over there has been running up so many bills I'm presently holding down three full-time jobs!

Big deal! You still do nothing from Midnight till 4 A.M.! And how about Sundays, when you sleep till 6 A.M.! If you really loved me—

Can I hit her? Just once! In front of the TV cameras—so her mother can see!

You two just relax, because we're ready to play "LET'S GET IT OVER WITH"! Now let's bring on the "Wheel Of Fortune"!





C'mon, Perry! Break a leg! If you love me and the kids, you'll break a leg! Break BOTH if you can, Sweetheart!

While we're waiting, folks—meet Mr. Irving Patsy! It's Mr. Patsy's apartment that Mr. Schmeerer is working in, so you can understand why he's so nervous! Eh, Mr. Patsy?

Ten seconds, Mr. Schmeerer! Time is running out—and you don't seem injured yet!

How come you can't get up in the morning without breaking something . . . and now you can't even hurt yourself, you big idiot?

I'm trying, Helen, dear! I'm try-y—I-I-ING-G-G-G-GH!



Right! And now, it's time to meet tonight's "Celebrity Judge"—the Honorable Marvin Politico! Judge . . .

Hi, Art! Hi, folks! Hi, Mr. Schmeerer! If you're ready . . . tell me, **HOW MUCH ARE YOU SUING FOR?**

\$50,000 Judge!

Make it \$100,000!

Okay! I'll take a chance! **ONE MILLION DOLLARS!!**

Higher! Higher!

Higher! Higher!

**FREEZE!!**

Boy, this certainly is exciting—eh, folks? And now, while we're waiting to learn if Mr. Patsy is ruined for life, or even longer, as Judge Politico gets set to pick Mr. Schmeerer's actual award from the Jury Award Bowl . . . here is a word from our sponsor . . .

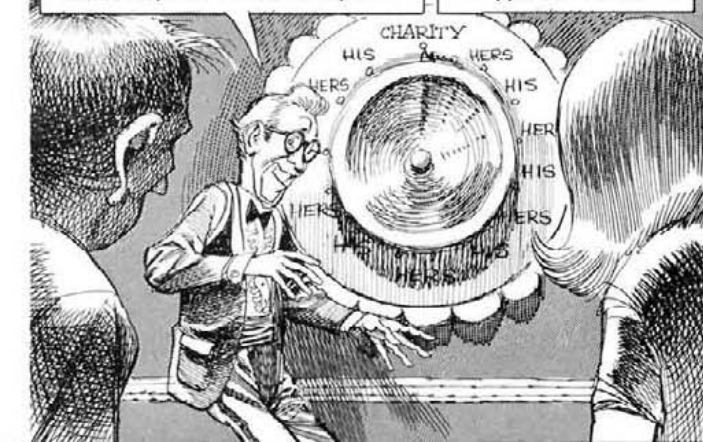


You will notice that our "Wheel Of Fortune" is marked "HIS" and "HERS"! Now, I'll give it a spin, and in a minute, we'll see which one of you two gets to keep the house, the car, the bonds, and the kids! Ready . . . ?

It's stopping! It's—His! Hers! His! Hers! His . . . Hers . . . Well, look at that! A million-to-one shot! It stopped on "CHARITY"!!

Too bad, folks! That's the story! Everything you own, including the kids, goes to Charity!

But that's the chance you take when you play "LET'S GET IT OVER WITH"! Remember, each couple gets a film of the show with the other party's picture blacked out! And now, let's meet our next wonderful wedded pair—





# SENATE COMMITTEE TO INVESTIGATE WASTE IN GOVERNMENT SPENDING

dummy copy to newspaper. Note in too the tiniest are cleverly make it look like a real read it, your the page. This and - which we dummy copy to newspaper.

Hi, folks! I'm Gene Slowburn, and this is "SPEND MONEY LIKE THE GOVERNMENT", the fun-fun game where you get to spend money just like the Government! In other words, it's a game of stupid judgement, poor figuring, and outright corruption!

There's our panel of off-the-street contestants—and here's the first item we're asking them to bid on...



It's a Tent! It's made of inferior material—it's too short to sleep anyone over 4'9"—and the manufacturer wants \$50 apiece for them. Okay—bids are now open! Remember, you're the Government bidding...

I'll pay \$60 apiece for them!

I'll pay \$80—and I'll take a million more than I need!

I'll pay the manufacturer \$100 apiece... NOT TO MAKE THEM AT ALL!



Mr. Wilson, you win our first round in a brilliant strategic move! Defense parity! Say, you're not with the Government, are you?

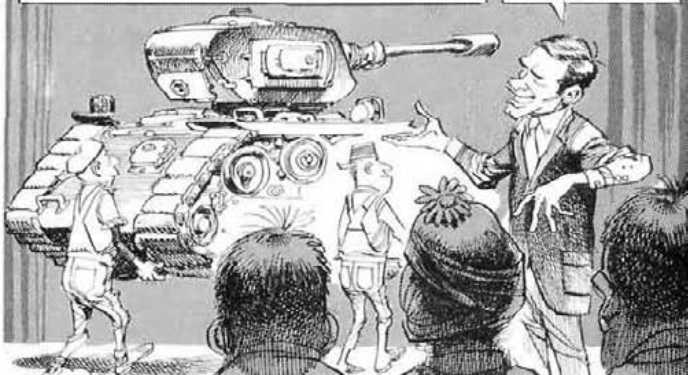
No... I just read the papers!

YAY!  
CLAP CLAP  
TWEET



All right, here's our second item... a Military Tank! It's precision built in every way, except for two minor imperfections: The designer forgot to include a way to get into the Tank, and the two treads that move it go in opposite directions, which only lets the Tank move in a wide circle!

A Tank of this size should cost about \$85,000—but you're the Government, so bidding is open—



I'll pay \$100,000 each for them!

\$150,000 each—and I'll want them stored where they'll get rusty before they're even used once!

Excellent, Mrs. Robbins! Mr. Wilson, you're going to have to beat that bid to remain our "Champ"...

I'll bid \$200,000 each for a million of them... to be sold immediately upon delivery as Surplus Property for TEN DOLLARS each!

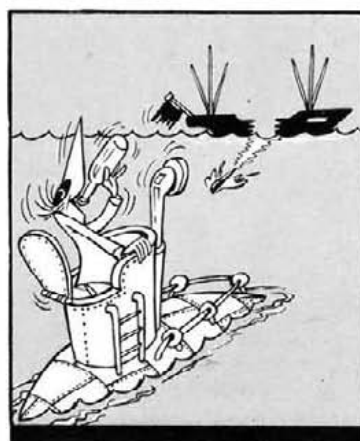
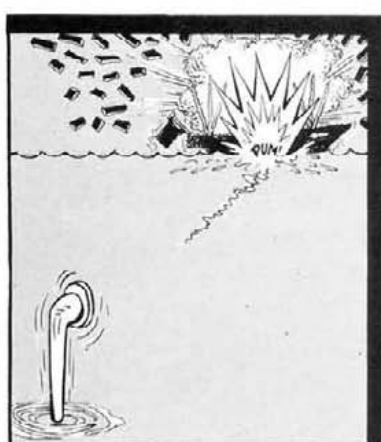
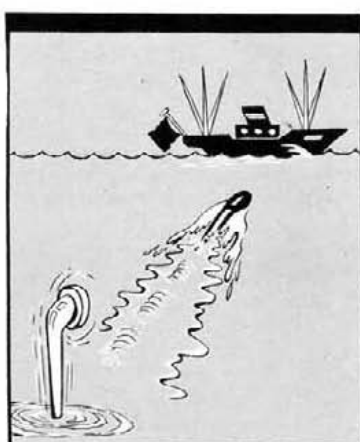
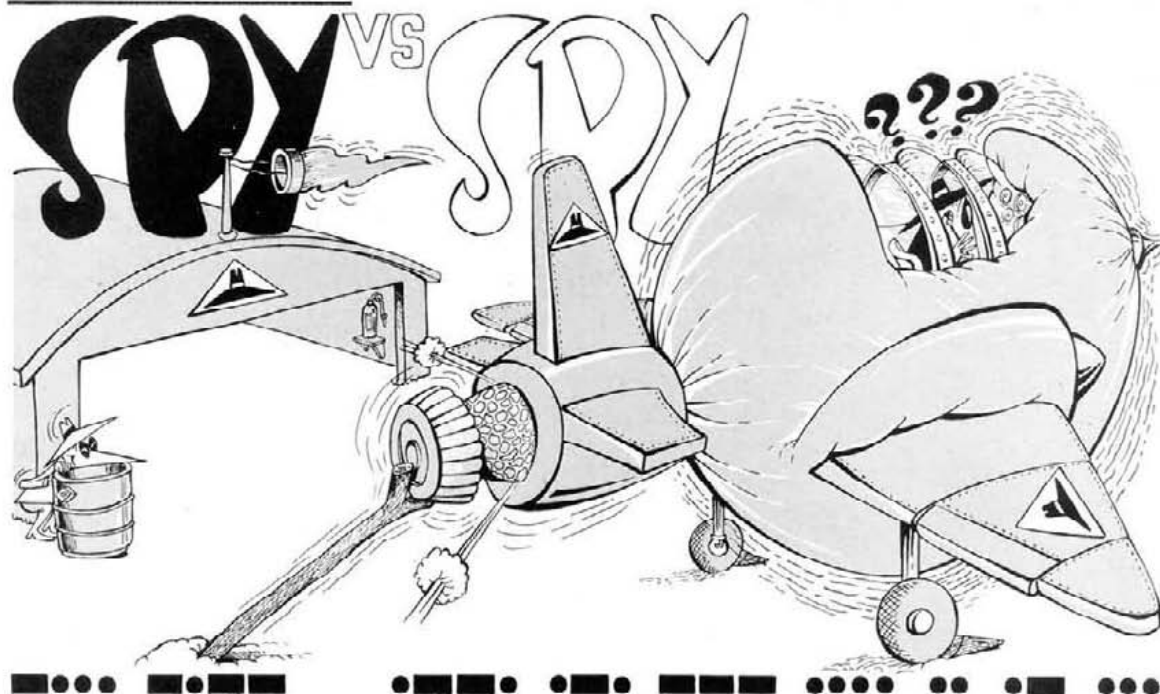
MONEY



Wonderful! Marvelous! You win again, Mr. Wilson! I'm sure that if anyone in Washington is watching, you're going to have a job-offer in Government Purchasing before long!

We'll be back to the stupid bidding in a moment! But first a word—





# TOMORROW'S MOURNING DEPT.

There's an old saying: "Give a man an inch, and he wants a foot; give a man a foot, and he wants a yard; give a man a yard, and he wants a swimming pool installed in it!"\* (\*This old saying copyright 1966 by MAD.) In other words, what we're driving at is this: No matter how much we get, it's only a matter of time before it's not enough!



Yes, we think that no matter how good things get, people will still complain. So let's listen to some of these...

For example, years ago this was a typical conversation in a typical business office:



# FUTURE C

What do you mean we're going to be open tomorrow? Tomorrow's a holiday! Since when do we work on St. Valentine's Day?

Now be fair, Miss Rook! We were closed on Arbor Day, Ground Hog Day and Halloween!

Yes, but you made me work part time on the last holiday—Martin Van Buren's birthday! Remember? I was supposed to be off, and you asked me to mail a letter!

What's this? All you got on your English Composition was "A+"? What did Herbie next door get??



What a lousy tipper!! All he left was 50% of the check!!

How come you're always complaining about housework? Didn't I buy you an automatic clothes washer, an electric dishwasher, a self-propelled vacuum cleaner, and an electro-static dust mop??

Sure! But who's got the energy to turn them "On" and "Off"? I tell you, I need a maid to help me flick all those switches!





But now, years later, things have changed:

Boy, what a lousy life! Nine to five, five days a week!

And the air-conditioning! It's like a refrigerator in here sometimes!

And those lights! They're so bright, I'm going blind!



So it's fair to assume that in the future:

Boy, what a lousy life! Ten to Noon, three days a week!

And this year-round comfort-controlled climate system! Who wants to work in a place where it's ALWAYS 70°!!

Well, at least the lights are okay... but I'm going blind watching that flashing computer do my work for me!



# OMPLAINTS

ARTIST:  
JOE ORLANDO

WRITER:  
DICK DE BARTOLO

Aw, Dad, do I have to be home so early? Sure I have school tomorrow, but what kind of fun can I have if I have to be home by 4:00 A.M.!!?

Listen, when I was your age, I had to be home by 2:00 A.M., so don't complain!



Where did our marriage go wrong, George? What ever happened to the good old days when we used to have fun all the time! Now, we only go out a lousy six nights a week!



Finally... that %\$#&!! bus is coming!! Do you know I've been waiting over a minute and a half?!

Well, here we are—back in school again! It seems like we just left the place!

Yeah! A seven-month Summer Vacation is hardly enough!



Boy, I wish they'd do something about these endless lines in the Post Office during the Christmas rush!



Here's your allowance!

Big deal! What can I buy with \$50.00?!



My father's a real prude! He lives in the past! I'm not allowed to smoke or drink, and I'm going to be thirteen in a few months!

I know what you mean! I'm two months older than you, and my old man has a fit whenever I talk about getting married!



What do you mean, "They're not back yet!?" I brought them in over an hour ago!

**SUPER-FAST  
FILM  
PROCESSING**



Yes, it's a very nice apartment, but it's only got four bathrooms! That's just one for each of us! What if we have more children?!

**APARTMENT  
FOR RENT**

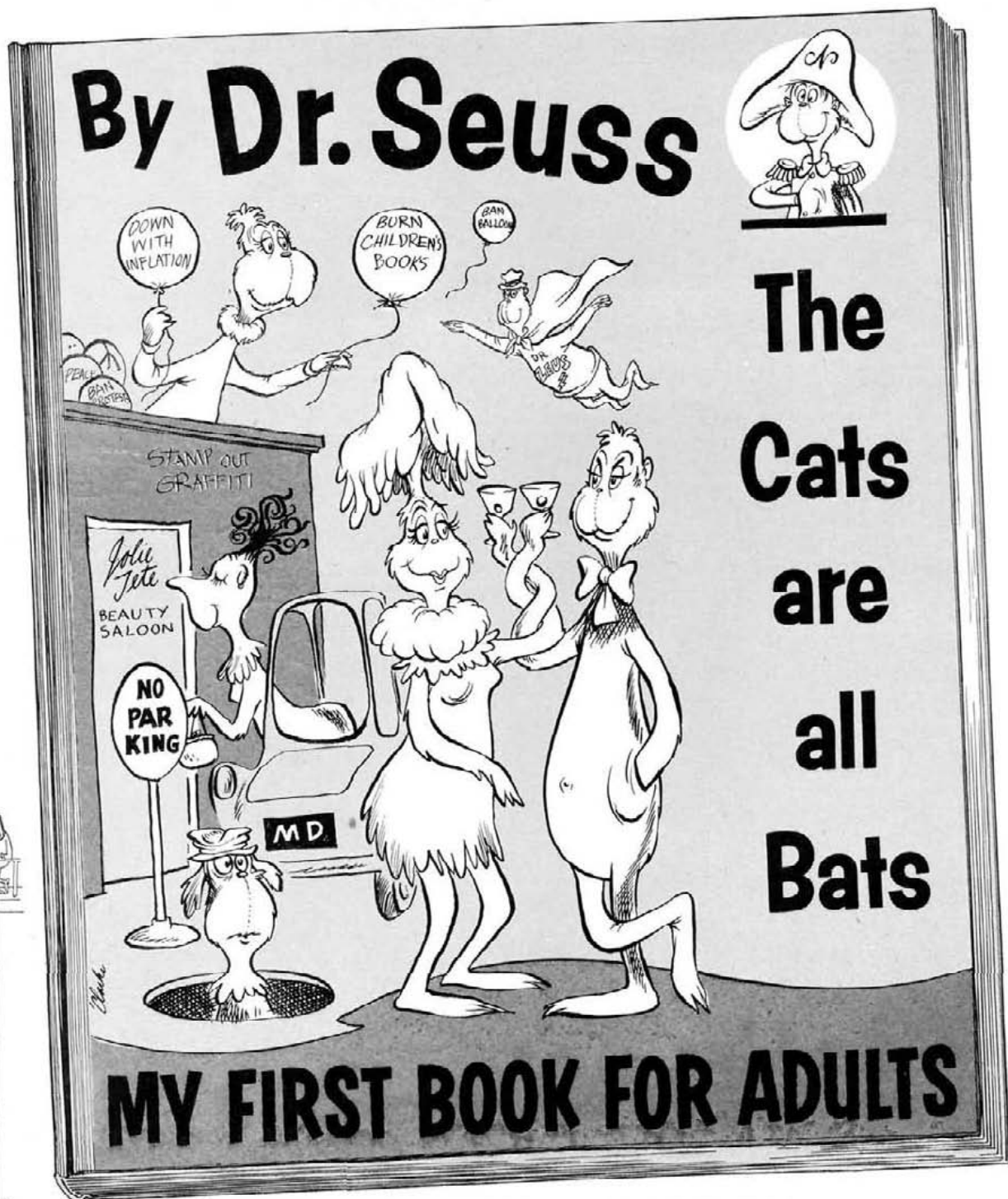


Let's see... tonight there's a "live" telecast of a Broadway Show; there's a movie, "My Fair Lady"; there's the first TV transmissions direct from the surface of the Moon; two award-winning documentaries; and the President's "State of the Union" address—

Boy... when is television going to improve?!

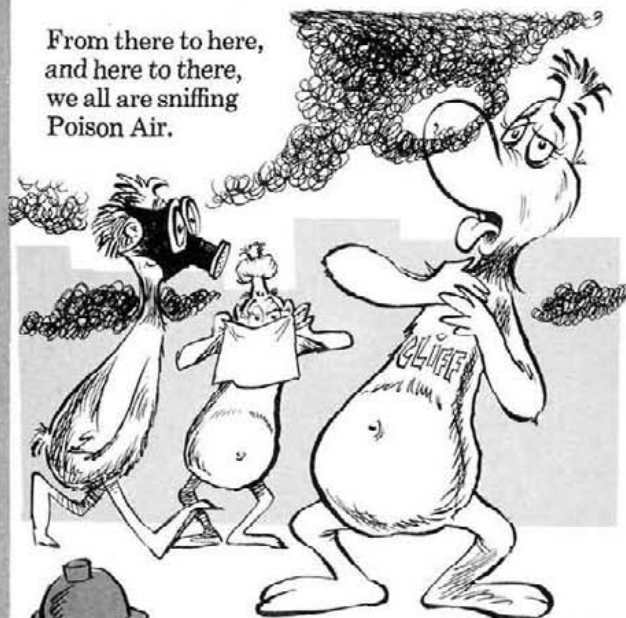


In recent years, some of the most popular books for children have been among the series written and illustrated by Dr. Seuss. Now, as much as we admire Dr. Seuss and his strange looking creatures, his lilting rhymes and his inspired nonsense, we still can't seem to get very excited about "Zeds" and "Gacks" and "Seven-Hump Wumps." We figure it's about time for Dr. Seuss to face reality and turn his talents toward more meaningful stuff. In other words, we'd really like to see something like this . . .



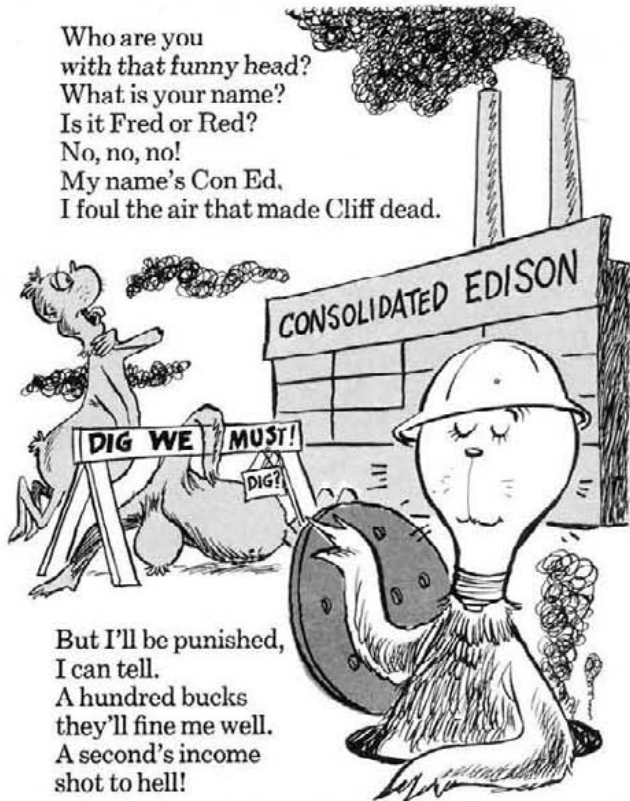


From there to here,  
and here to there,  
we all are sniffing  
Poison Air.



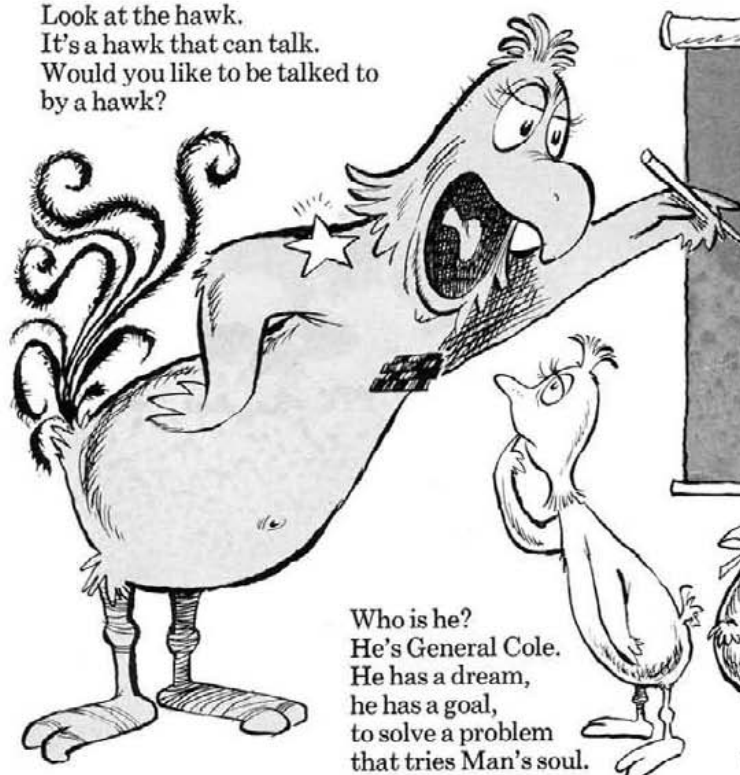
We knew a man whose name was Cliff.  
Of city air, he took a whiff.  
He didn't have a handkerchief  
to strain that air he chanced to sniff.  
The sniff he took was quite terrific,  
and now poor Cliff is cold and stiff.

Who are you  
with that funny head?  
What is your name?  
Is it Fred or Red?  
No, no, no!  
My name's Con Ed.  
I foul the air that made Cliff dead.

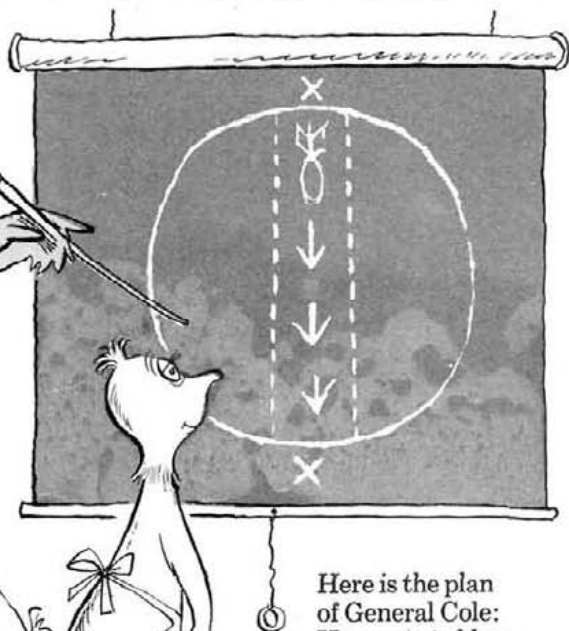


But I'll be punished,  
I can tell.  
A hundred bucks  
they'll fine me well.  
A second's income  
shot to hell!

Look at the hawk.  
It's a hawk that can talk.  
Would you like to be talked to  
by a hawk?

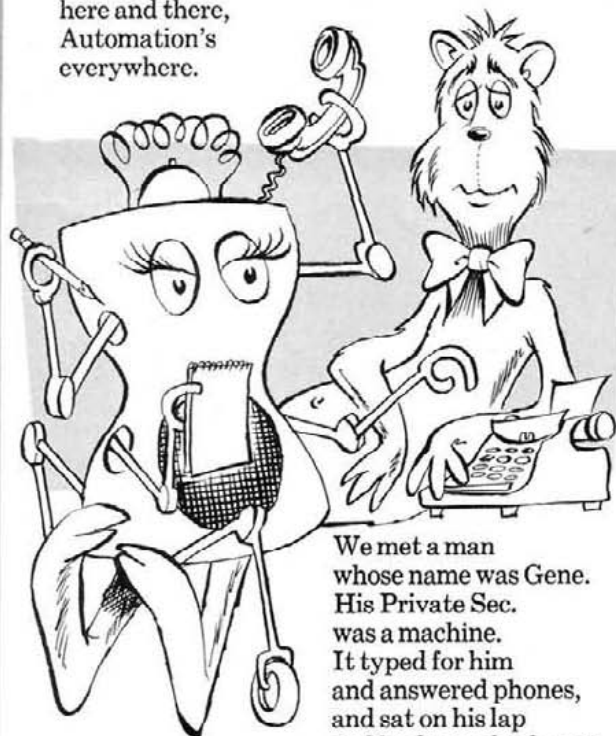


Who is he?  
He's General Cole.  
He has a dream,  
he has a goal,  
to solve a problem  
that tries Man's soul.



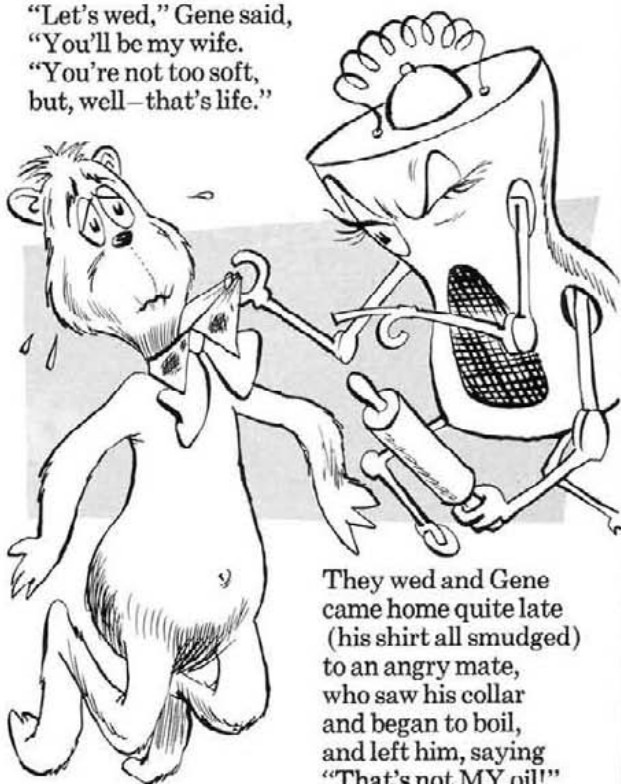
Here is the plan  
of General Cole:  
He wants to blow  
a great big hole  
into the Earth  
from Pole to Pole.  
It's the Army's answer  
to Birth Control.

Up and down,  
here and there,  
Automation's  
everywhere.



We met a man  
whose name was Gene.  
His Private Sec.  
was a machine.  
It typed for him  
and answered phones,  
and sat on his lap  
and broke twelve bones.

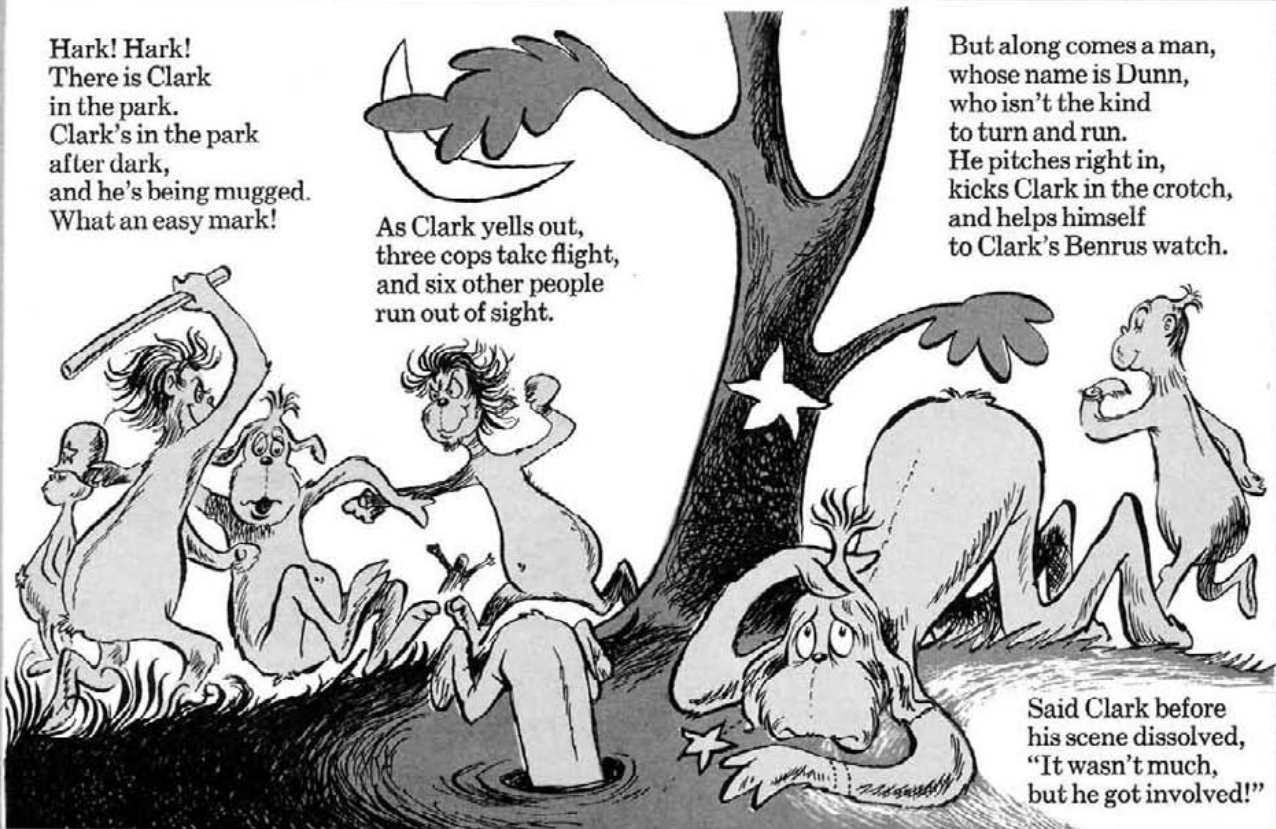
"Let's wed," Gene said,  
"You'll be my wife."  
"You're not too soft,  
but, well—that's life."



They wed and Gene  
came home quite late  
(his shirt all smudged)  
to an angry mate,  
who saw his collar  
and began to boil,  
and left him, saying  
"That's not MY oil!"

Hark! Hark!  
There is Clark  
in the park.  
Clark's in the park  
after dark,  
and he's being mugged.  
What an easy mark!

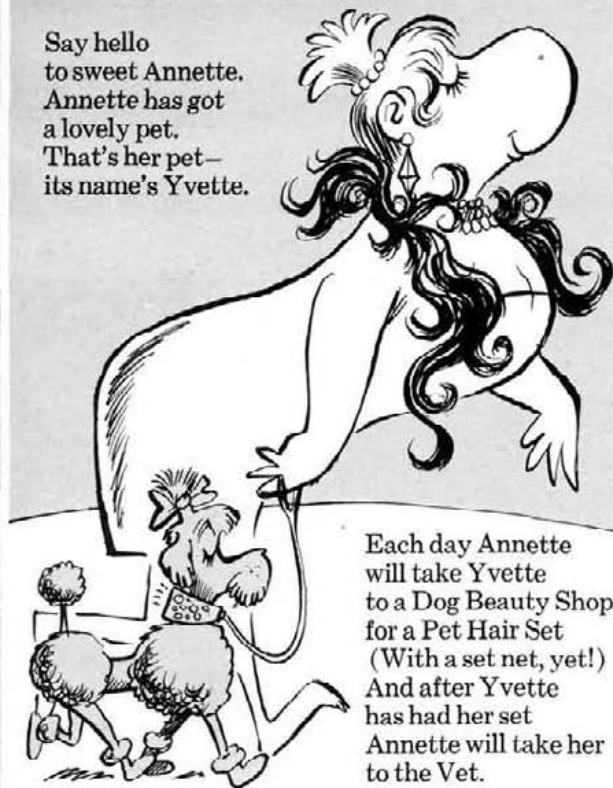
As Clark yells out,  
three cops take flight,  
and six other people  
run out of sight.



But along comes a man,  
whose name is Dunn,  
who isn't the kind  
to turn and run.  
He pitches right in,  
kicks Clark in the crotch,  
and helps himself  
to Clark's Benrus watch.

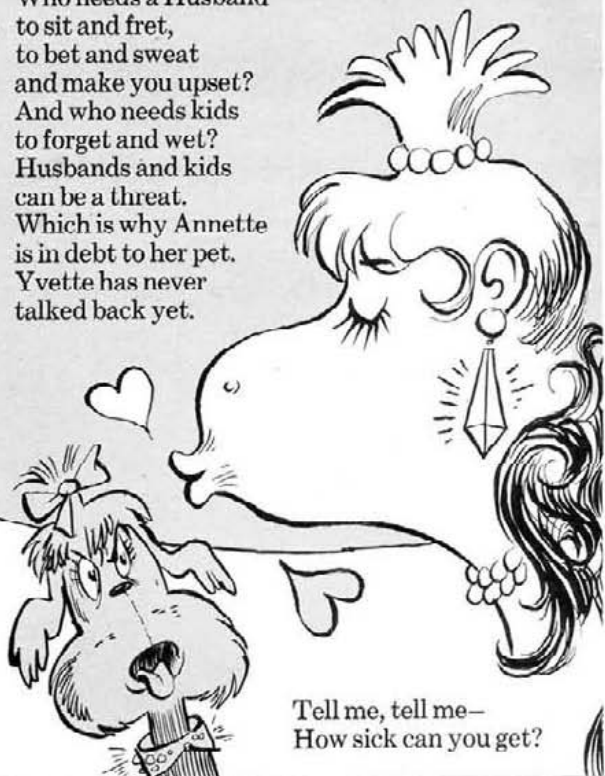
Said Clark before  
his scene dissolved,  
"It wasn't much,  
but he got involved!"

Say hello  
to sweet Annette.  
Annette has got  
a lovely pet.  
That's her pet—  
its name's Yvette.



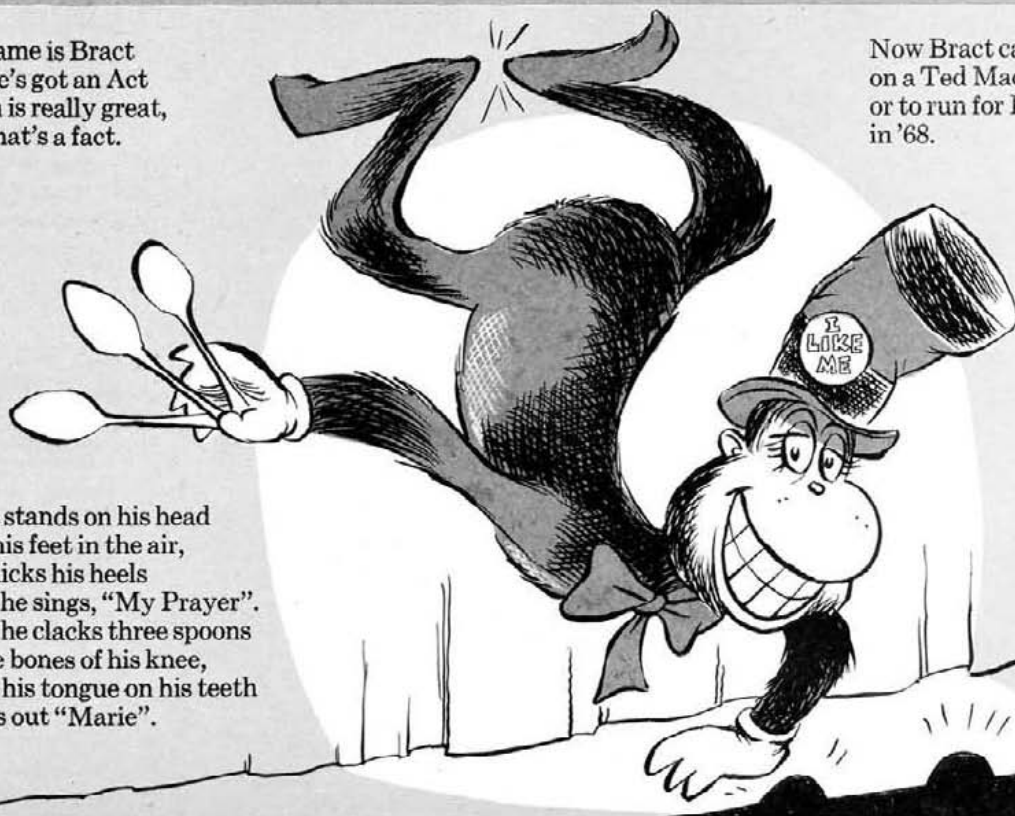
Each day Annette  
will take Yvette  
to a Dog Beauty Shop  
for a Pet Hair Set  
(With a set net, yet!)  
And after Yvette  
has had her set  
Annette will take her  
to the Vet.

Who needs a Husband  
to sit and fret,  
to bet and sweat  
and make you upset?  
And who needs kids  
to forget and wet?  
Husbands and kids  
can be a threat.  
Which is why Annette  
is in debt to her pet.  
Yvette has never  
talked back yet.



Tell me, tell me—  
How sick can you get?

His name is Bract  
and he's got an Act  
which is really great,  
and that's a fact.



Bract stands on his head  
with his feet in the air,  
and clicks his heels  
while he sings, "My Prayer".  
Then he clacks three spoons  
on the bones of his knee,  
while his tongue on his teeth  
clucks out "Marie".

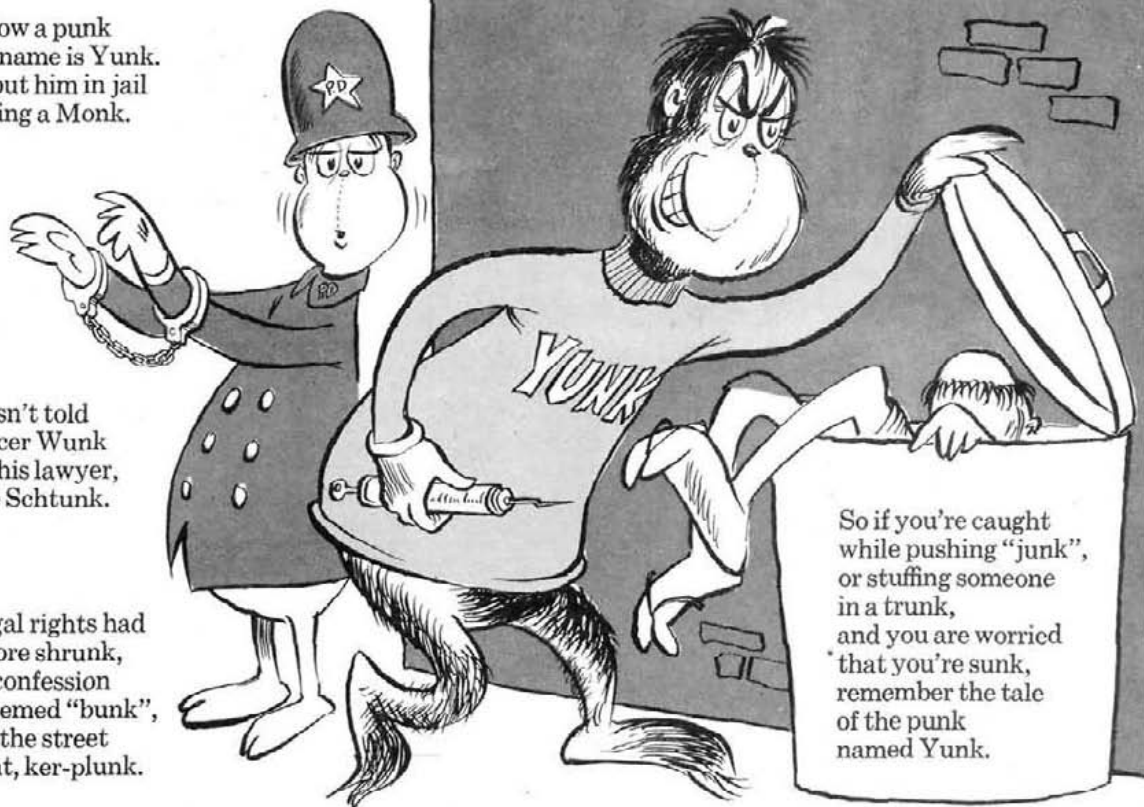
Now Bract can't decide  
on a Ted Mack date,  
or to run for President  
in '68.



We know a punk  
whose name is Yunk.  
They put him in jail  
for killing a Monk.

He wasn't told  
by Officer Wunk  
to call his lawyer,  
Bernie Schtunk.

His legal rights had  
therefore shrunk,  
so his confession  
was deemed "bunk",  
and in the street  
he went, ker-plunk.



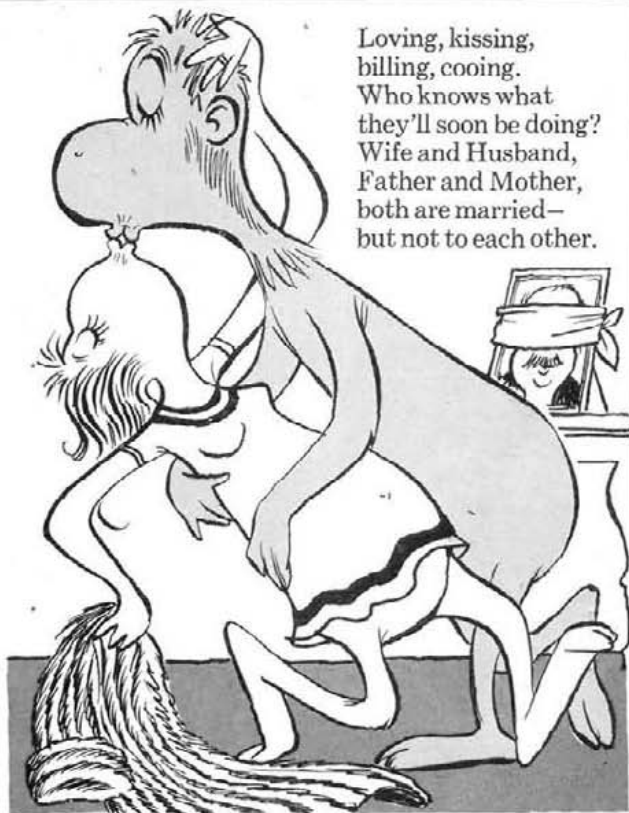
So if you're caught  
while pushing "junk",  
or stuffing someone  
in a trunk,  
and you are worried  
that you're sunk,  
remember the tale  
of the punk  
named Yunk.

In Winter, Summer,  
Fall and Spring,  
some funny things  
are happening.

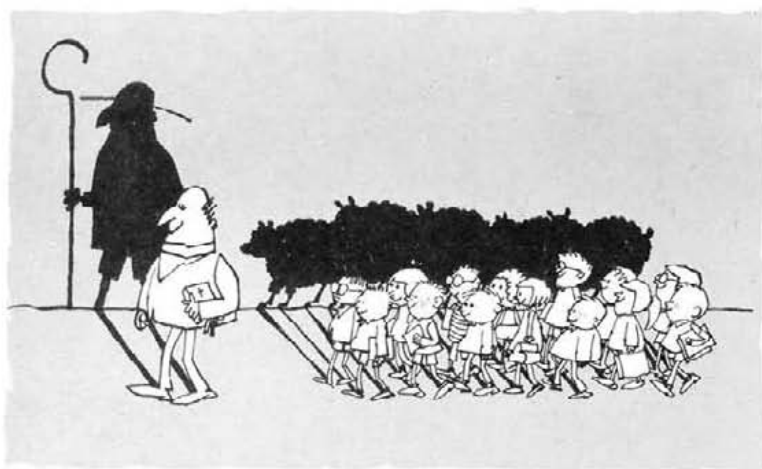


There is this thing:  
She's called a Wife.  
She loves a Husband  
all her life.  
There is this Husband  
loved by her,  
who's bringing her  
a fancy fur.

Loving, kissing,  
biling, cooing.  
Who knows what  
they'll soon be doing?  
Wife and Husband,  
Father and Mother,  
both are married—  
but not to each other.



# Who Knows What Evils Lurk In THE SHADOW



# The Hearts Of Men?

# KNOWS

WRITER & ARTIST: SERGIO ARAGONES



ARAGONES



# MAD'S "LATE SHOW" CLICHÉ MOVIE SCRIPT OF THE ISSUE

ARTIST: BRUCE STARK

WRITER: HARRY PURVIS

## THE "SOCIETY" MOVIE

"I don't know what's gotten into Pamela lately. The girl seems to have lost all sense of propriety. Yesterday, I caught her dancing with the Chauffeur. Imagine that, Laureen! The Chauffeur!"

"If you must know, Mother, I'm fed up with this life you seem to think is so wonderful. I'm especially fed up with all these useless, empty people who think happiness can be bought with a bank account."

"Pamela, your mother and I have decided. We're shipping you off to Europe tomorrow. When you've had a few weeks in the sun at Monte Carlo, you'll come to your senses and forget all about this 'taxi-cab' person."

"Perhaps we've handled this thing all wrong, Laureen. I think it's a good idea to invite this young man to the ball. When she sees how out of place he is among all this, perhaps Pamela will forget that insane idea of hers about moving to Brooklyn."

". . . and did you see those dreadful people he brought with him? I understand they're his parents! I can't imagine why George and Laureen would permit such a thing!"

"You needn't worry, Mrs. Smythe-Wellborne, I'll not contaminate your home with my bourgeois presence any longer. As for the check, my feelings for Pamela have no price tag. You couldn't buy them with ALL your millions! Well, how about it, Funny-Face? Are you coming with me?"

"I don't know, Joe. I need some time . . . to think . . ."

"Now, now, my little girl. Trust your wise old father just this once. I've lived many more years than you and I know. Someday, you'll be grateful that you made this decision. And as a special surprise for you, I've invited Freddy Van Cleef down for the week-end."

"There are more important things in life than polo, Freddy. But I don't expect you to understand that. Now, if you'll excuse me, I have an important phone call to make--to a HUMAN BEING--with feelings and emotions. I only hope that he'll talk to me after all the hurt I've caused him."

"I was praying you'd say that, Pam. It may be rough going at first. You won't have furs and diamonds and servants. But I can promise you one thing: you'll always have my love. Think you can live on that, Honey?"

"Just try me, Darling!"

"You know, Laureen, now that I've gotten to know the lad, I find that I like him. He's got some of that old spark--that 'take it with your bare hands' attitude I once had. Maybe we can all learn a thing or two from him. Anyway, that's why I've decided that he's the man to take over my entire organization!"

THE END



Newton Minow once described Television as a "vast wasteland." And Noah Webster describes a Desert as a "vast wasteland." Put the two of them together — a TV Show about a Desert — and you've got the vastest wasteland of them all — mainly

# RATPACKTROL

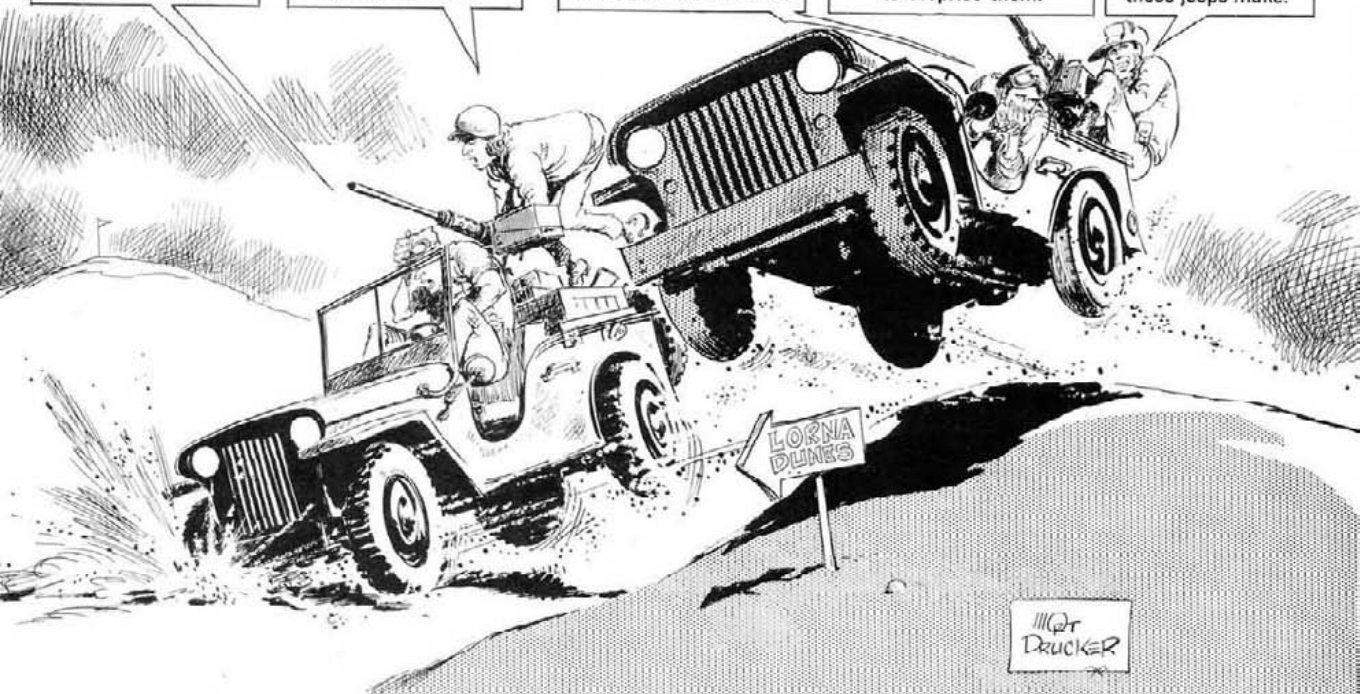
Hey, Sarge! How much more "Flight Time" do I have to put in before I get a furlough?

Gosh, I wish these jeeps had foam rubber seats! Even my callouses are getting callouses!

And to think . . . I didn't join the Navy because I was afraid I'd get motion sickness . . . GAA-A-ACK!

Cool it, guys! That German Truck Convoy is just over these dunes—and we want to surprise them!

Which is a neat trick, considering the amount of noise these jeeps make!



ARTIST: MORT DRUCKER

WRITER: LOU SILVERSTONE

I'm vurrried, Lieutenant! Ve had been traveling for 15 minutes already und still no sign of dot furshlugginer Ratpacktrol!

You can stop vurrrying, Captain! They just blew up our ammunition truck! Vich leads me to zis question—Vy do ve always travel the same vay, ven ve know der Ratpacktrol is waiting for us?

Because ve are Chermans, und ve travel vere ve vant to! Ve von't be pushed around by a handful of Allied soldiers! If today, they don't let us travel in the desert, tomorrow it's der vorld!

So long, Captain! Thanks for the fun!

Ve'll meet again, Sergeant!

Captain, der Ratpacktrol iss destroying our men's morale—not to mention our trucks und equipment!



Our troubles are over, Lieutenant!  
I haf sent to Berlin for some new  
equipment vich I belief vill be der  
solution to our morale problem—

—und here she is now ...

Hello, boys!  
My name iss  
Corporal  
Buzz Bomb!

Jawohl, mein  
Captain! You  
think of  
everything!

Let's hear  
it for our  
vunderful  
Captain!



Iss he not a  
sveetie guy?

Ja, he iss a  
sveetie guy!

Put me down, you  
schveinhunds! She  
iss not for you!  
She iss for the  
Ratpacktrol!



You know something,  
Hans? I tink ve  
choined der wrong  
army!

You know  
something, Fritz?  
I tink you're  
right!



Corporal Bomb vill lead  
der Ratpacktrol right  
to ziss spot, from vich  
zere iss no escape! Und  
zen, ve vill destroy zem!

Zose  
lucky  
guys!  
Vot a  
vay to  
go!



Hey, Sarge! Isn't  
it amazing how  
close we can come  
to the German camp  
every week without  
ever being detected?

Yeah, but there's something  
funny going on this week!  
There seems to be only  
one soldier down there—a  
weirdly-built Corporal!  
Let's have your binoculars  
a minute, Hooch!



I think I've been on the  
desert too long! Either  
I'm seeing a mirage—or  
there's a girl down there!

Maybe it's  
Florence of  
Arabia!

Hey! Let  
me see!

Me first!  
They're  
my glasses!



It IS a girl! I can  
tell! I saw a picture of  
one a few years back!

That's what I thought!  
I'd better go and  
investigate!





But it might be some sort of trap, Sarge! I'll do it!

No, me! I'll go! They're my glasses!

I'm the Sergeant! I do the dirty jobs around here!

And we do the clean ones—like K.P.!



Hi, handsome soldier! Vot's your name?

Joy—Sergeant Arnold Melvin! Army serial no. 12226626!

Tell me more, Sergeant!

Area code 212! Zip code 10021!



You Americans certainly know how to sweet-talk a girl! I've just fallen in love with you! Which is unfortunate, since I lured you into a trap, and you're all as good as dead!

You were only doing your duty! It's too bad we couldn't have met under better circumstances!

Er—uh—I hate to interrupt, Sarge, but I feel it's my duty to inform you that we are being shot at!



It looks like we're really trapped this time, guys! Hooch... here's that 3-day pass you asked for!

Sarge... you're all heart!



Sergeant, as you know, I majored in Archaeology at Oxford. If my memory serves me correctly, there is an ancient underground Roman viaduct around here! In fact, it's exactly where that mortar shell hit!

Quick, into the tunnel before the smoke clears!



Captain! Captain! Der Ratpacktrol—

Don't bother me now! I am enchoyink ziss too much—ze end of Sgt. Joy und his Rover Boys!



Sorry to disappoint you, Captain!

VOT? You escaped mein trap? Impossible!

Dot's vot I vas tryink to tell you, Captain!



Vell, next time you've got sometink to tell me, **TELL ME!** Now don't just stand zere! **SHOOT AT ZEM!!!**



Ve got vun, Captain!

Vas it der Sergeant?

No, it vas der girl!

It figures!



Muffit, you went to college! Say a few appropriate words over the only Corporal I ever really loved!

Let's see ... Oh, I know ...

"Tho I've belted you and flayed you, By the living Gawd that made you, You're a better man than I am—Gunga Din!"



Sarge, it's getting dark!

Yeah, Sarge! It's about time for our nightly surprise raid on the German camp!

Except that tonight, we're really going to surprise them! We're **NOT** going to have a surprise attack!

Smashing strategy, Sergeant! General Monty would be proud of you!



Captain, it's gettink dark! Almost time for ze Ratpacktroi's nightly surprise attack!

Except zat tonight, ve are goink to surprise **ZEM!** Tonight, ve are goink to be ready ven zey come!

Brilliant maneuver, Captain! Ze Fuehrer would be proud of you!



Vehicle approaching, Herr Captain! It iss a Cherman Staff Car!

Zose idiots think zey can fool me vit such an obvious disguise! **FIRE!**



Bad news, Captain!

They couldn't haf escaped again! It vas a direct hit!

No vun escaped! It vas a real Cherman Staff Car!

Oh, no! Did any of zem look like James Mason?

No. Herr Captain!

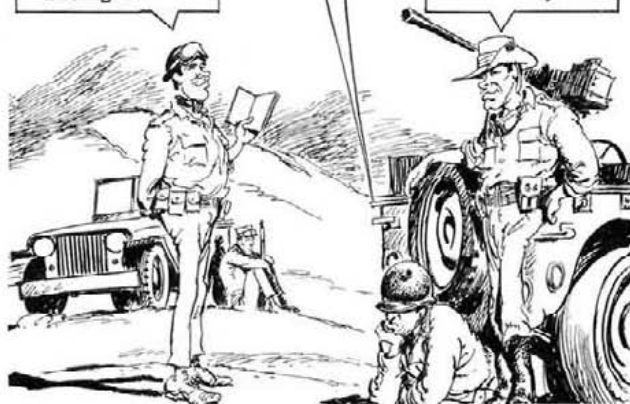
Dot's a relief! At least ve didn't kill Cheneral Rommel!



I say, chaps! Today is Captain Marlene's birthday! It says so right here in this record book I stole from their camp on last night's raid!

I'll bet they give him a party with booze and broads and everything! Man, how I'd love to be there!

Maybe you will! It would be a perfect time for a surprise raid! And after all, we gotta give him something for his birthday!



Vait, Captain! Before you blow out der candles, make a vish!

I vish I could get mein hands on der Ratpacktroll!

Your wish came true, Captain! Happy Birthday!



All right! Everybody clasp your hands over your heads and start marching! We're taking a little trip!

Party-poopers!



General, we've captured Captain Marlene! We've got him outside!

You idiot! Don't you realize what you've done? Orderly, read the German casualty lists since Marlene has been in charge here—

795 killed, 1148 wounded, 45 missing, 67 captured! Plus a loss of 79 tanks, 87 trucks, 18 half-tracks and 40 crates of knockwurst!

Our losses read as follows: none killed, none wounded, none missing, none captured, 1 case of athlete's feet, 2 mild sunburns, 2 flat tires and one dented jeep...



It's because of Marlene's incompetence that we're winning this desert war with just a handful of men! Now get him back to the German lines at once!

But what if they won't take him back!

If that happens, PRIVATE Joy, I'll make it so rough on you, you'll wish you never were born! First, I'll assign you more men to make the impossible odds against a full German regiment more balanced! Then I'll send you more equipment, more supplies, more ammo...

THIS TV PROGRAM IS  
**UNFAIR**  
TO THE  
**BRITISH ARMY**

by giving the impression that Americans won the battle of North Africa all by themselves

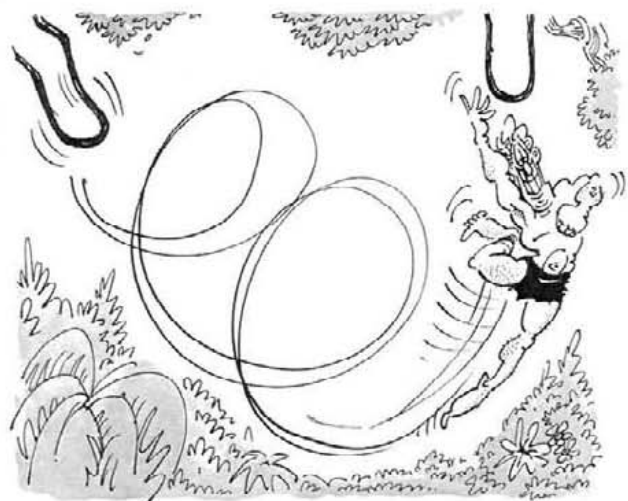
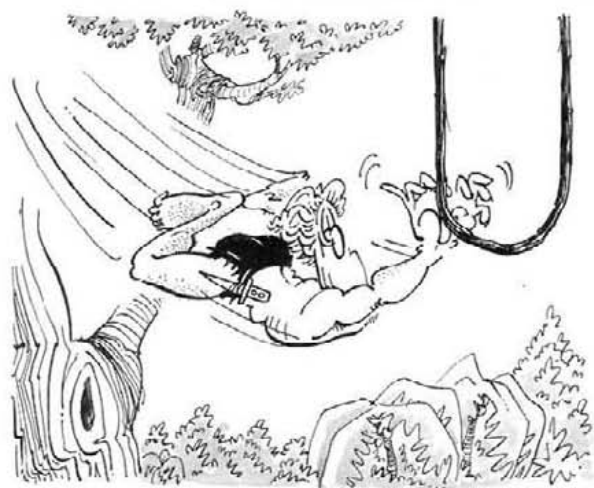


No, no! Please, sir! Anything but that! We'll get him back—I swear!





# ON THE "TARZAN" SET



**WHAT IS  
THE ONLY  
WAY TO  
BEAUTIFY  
AMERICA?**

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

We are all aware of the current drive to beautify America. After looking at what has happened in the last several hundred years, we've come to the conclusion that there's only one way to do the job right! Fold page in as shown—and find out how!



**FOLD PAGE OVER LIKE THIS!**

**A**

**FOLD THIS SECTION OVER LEFT**

**B**

**FOLD BACK SO "A" MEETS "B"**



**GIGANTIC DRIVES AGAINST BLIGHT ARE SORELY NEEDED TO HAVE IT  
BANISHED FROM OUR LAND. EVERY PERSON MUST JOIN THE ATTACK  
TO ELIMINATE THIS TERRIBLE PROBLEM. WE'VE GOT TO AROUSE THE  
INDIFFERENT OFFICIALS WHO ALLOW TOWNS TO BECOME GARBAGE CANS**

**A**

**B**



# MAD's Great Moments In Advertising

THE DAY THE "SHOW US YOUR 'LARK' PACK" CAMERA CREW  
PASSED THE WRONG GROUP OF SMOKERS



Photography by Irving Schild