

In these good-natured times, it's not shocking to see a powerful figure (and frequent MAD target) like President Bush posing with an issue of MAD on the letters page. (After all, what else does he have to do?) But in the past, not everyone was such a good sport about it. In particular, the FBI and its less-than-giggly director, J. Edgar Hoover, were not guffawing over MAD's jesting. In fact, they even took steps to prevent it. Take a look at how this bizarre and entirely real conflict played out...

FBI VS. MAD:

WHEN THE FEDS GET FED UP

MAD #37, the January, 1958 issue, features "Draft Dodger," a fake board game. "Winners" of the game are told to contact J. Edgar Hoover of the FBI to collect their "Draft Dodger Membership Card." The FBI receives letters from a handful of MAD readers, requesting their prize. It's unclear whether the readers are relatively stupid or remarkably funny (knowing our readers, though, we're banking on "stupid").

SHAKE, RATTLE, AND ROLL DEPT.

While we were at it, we decided to make a little game out of it.

infy, it is very many ty. The to us o be cope play

YOU ARE A
FULL-FLEDGED
**DRAFT
DODGER**

For Membership Card,
send name and address to

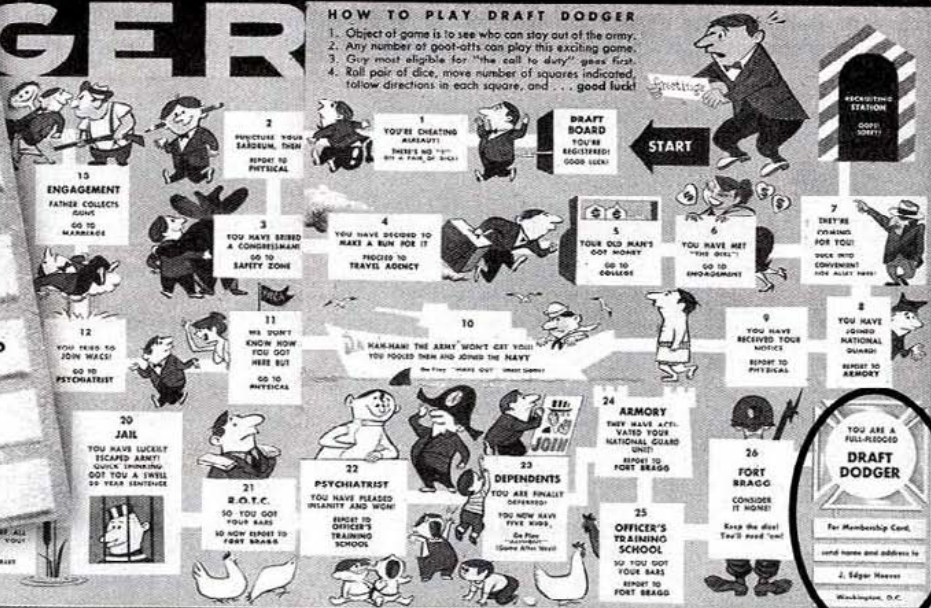
J. Edgar Hoover
Washington, D.C.

MAD'S XMAS GAMES

PICTURES BY BOB CLARKE

HOW TO PLAY DRAFT DODGER

1. Object of game is to see who can stay out of the army.
2. Any number of goot-olts can play this exciting game.
3. Guy most eligible for "the call to duty" goes first.
4. Roll pair of dice, move number of squares indicated follow directions in each square, and... good luck!



NOVEMBER 30 1957

Unfortunately, MAD's idiot readers aren't the only ones who take the article seriously. M.A. Jones, the FBI's Chief of the Crime Records Section (and obviously a very busy man) expresses his displeasure to a Mr. Nease (whose full name and position in the FBI are unknown).

Office Memorandum • UNITED STATES GOVERNMENT

TO : Mr. Nease

FROM : M. A. Jones

SUBJECT: MAD MAGAZINE
P. C. PUBLICATIONS, INC.
215 LAFAYETTE STREET
NEW YORK 12, NEW YORK

DATE: November 30, 1957

On pages 24 and 25 of the January, 1958, issue of this magazine, copy attached, there appears a game "Draft Dodger." At the end of the game there appears the statement, "You Are A Full-Fledged Draft Dodger--For Membership Card, send name and address to J. Edgar Hoover Washington, D. C."

Also attached are three letters addressed to the Director from individuals who refer to the magazine and request the membership cards. The individuals of whom are identifiable in Bufiles.

Several complaints have been made to the Bureau concerning the "Mad" comic book, which at one time presented the horror of war to readers. Various comic books of this nature were brought to the attention of the Justice Department which rendered the decision that such books did not constitute a violation of the Sedition Statutes. This book purports to satirize well-known comic figures, advertising, television and radio shows, well-known individuals, etc. However, it is extremely violent in its nature. It is also of interest to note that in its satirical treatment of famous historical incidents in American history, it is rather unfunny. Its publisher is identified as William M. Gaines, and its editor is named as Albert R. Feldstein. Gaines, according to information in my Bufile, has been in the publishing field for many years, particularly in the comic book field. In 1944, Gaines testified before the Senate Subcommittee on Investigation of Juvenile Delinquency and claimed to be the one who introduced horror comics to all such periodicals and would publish a "clear, clean line" of science fiction, piracy and "lampoon" comics. Feldstein is not identifiable in Bufiles.

Since the misuse of the Director's name will probably result in the receipt of many such letters as the attached three communications, and since the use of the Director's name is certainly in bad taste, it is felt that we should advise our New York Office make contact with the "Mad" offices to advise them of our displeasure and insist that there be no repetition of such misuse of the Director's name. It is felt that the letters which are attached should not be acknowledged.

ENCLOSURES

67 DEC 23 1957

"This book purports to satirize well-known comic figures, advertising, television and radio shows, well-known individuals, etc. However, it is extremely violent in its nature. It is also of interest to note that in its satirical treatment of famous historical incidents in American history it is rather unfunny."

"since the use of the Director's name is certainly in bad taste, it is felt we should have our New York Office make contact at the "Mad" offices to advise them of our displeasure and to insist that there be no repetition of such misuse of the Director's name. It is felt that the letters which are attached should not be acknowledged."

DECEMBER 4 1957

Even J. Edgar Hoover, the Director of the FBI (and famed ladies' fashion enthusiast) takes note, ordering New York's Special Agent in Charge to familiarize himself with the magazine and have an agent talk to the MAD staff.

"You should have a copy of this magazine procured from a newsstand so that you might be familiar with the January 1958, feature, and, thereafter, you should have an experienced, seasoned Agent make contact at the offices of this magazine to advise pertinent officials of the Bureau's displeasure at this tasteless misuse of my name. It must be insisted forcefully that there be no repetition of such an incident."

SAC, New York
Director, FBI

MAD MAGAZINE
P. C. PUBLICATIONS, INC.
215 LAFAYETTE STREET
NEW YORK 12, NEW YORK

In the January, 1958, edition of the captioned magazine on pages 24 and 25 there is a game called "Draft Dodger." When the player progresses to the end of this game he comes upon the statement, "You Are A Full-Fledged Draft Dodger--For Membership Card, send name and address to J. Edgar Hoover Washington, D. C."

The Bureau has received letters from individuals requesting such membership cards. The publisher of this magazine is identified as William M. Gaines, and its editor as Albert R. Feldstein. Bufiles contain no record of Feldstein, and you should refer to the case entitled "Joanis P. Gaines, et al., Sedition, Internal Security-C," your file 14-384 for information concerning William M. Gaines.

You should have a copy of this magazine procured from a newsstand so that you might be familiar with the January, 1958, feature, and, thereafter, you should have an experienced, seasoned Agent make contact at the offices of this magazine to advise pertinent officials of the Bureau's displeasure at this tasteless misuse of my name. It must be insisted forcefully that there be no repetition of such an incident. Submit the results of this contact under the above caption to reach the Bureau no later than December 10, 1957.

RECORDED - 1
INDEXED - 7
EX-132
62-106572
DEC 6, 1957

Killed by NY 104 12-9-57

Follow-up made for December 11, 1957, captioned "Mad Magazine, P. C. Publications, Inc., 215 Lafayette Street, New York 12, New York."

COMM - FBI
DEC 4 1957
MAILED 31

FBI VS. MAD:
WHEN THE FEDS
GET FED UP

**DECEMBER 9
1957**

As Hoover had ordered, an FBI agent makes contact. With Publisher, Bill Gaines and Editor, Al Feldstein both out of the offices, MAD's Art Director, John Putnam speaks with him. Putnam offers a sincere apology, as well as an explanation of what a "joke" is. The Special Agent in Charge, NY, writes to Hoover with a report of his meeting with Putnam.

Office Memorandum • UNITED STATES GOVERNMENT
DATE: 12/9/57 30332

TO : DIRECTOR, FBI

FROM : SAC, NEW YORK (94-1137)

SUBJECT: MAD MAGAZINE
E. C. PUBLICATIONS, INC.
225 LAFAYETTE STREET
NEW YORK 12, NEW YORK

Rebulet 12/4/57 captioned as above.

Mr. JOHN PUTNAM, Art Director of captioned publication, was interviewed by SA [redacted] on 12/9/57. PUTNAM was advised of the Bureau's displeasure and the tasteless misuse of the Director's name in the game called, "Draft Dodger", contained in the January, 1958, edition of captioned magazine. PUTNAM was also advised that there must be no repetition of such an incident.

Mr. PUTNAM said he regretted very much the use of Director Hoover's name in this edition and that ridicule, harassment or harm was the last thing in the world intended for the Bureau or Director Hoover. He said he was sure he was also speaking for WILLIAM GAINES, publisher, and ALBERT B. FELDSTEIN, editor, who were not in at the time of the interview. PUTNAM explained that this game was played like Monopoly and the intent was humorous and nothing else. He said judging from the response they had received, many of the readers of the magazine were boys of twelve to sixteen years of age. PUTNAM said that the use of the membership card and the name and address of the Director at the end of the game was referred to in their business as a "gag" or "kicker" in the same way that a comedian like BOB HOPE or MILTON BERLE might use it.

Mr. PUTNAM assured Agent that there would be no repetition of such an incident, and he also indicated to Agent that a letter of regret would be sent to the Director.

62-106572-X5
43-13592-376

2 - Bureau
1 - New York (94-1137)

RECORDED - 9610 DEC 13 1957

"PUTNAM said that the use of the membership card and the name and address of the Director at the end of the game was referred to in their business as a 'gag' or 'kicker' in the same way that a comedian like BOB HOPE or MILTON BERLE might use it."

"Mr. PUTNAM assured Agent that there would be no repetition of such an incident, and he also indicated to Agent that a letter of regret would be sent to the Director."

**JANUARY 2
1958**

MAD's Publisher, William M. Gaines, follows up Putnam's meeting with his own apologetic message to Hoover.

"...we offer our sincere apologies for any annoyance you may have suffered."

"You may rest assured that you will have no occasion for concern on this subject in the future."



MAD's publisher, Bill Gaines (left), with MAD's editor, Al Feldstein

MAD
225 LAFAYETTE STREET • NEW YORK 12, NEW YORK • CAN

January 2, 1958

Mr. J. Edgar Hoover
Federal Bureau of Investigation
Department of Justice
Washington, D C

Honorable Sir:

It was with most natural regret that we learned of your displeasure at our recent mention of your name in MAD magazine and we offer our sincere apologies for any annoyance you may have suffered.

We trust that you fully appreciate the jocular nature of our publication and understand that our reference to you and your office was made in connection with a wholly innocent and jesting article that was not in any way intended to offend you.

You may rest assured that you will have no occasion for concern on this subject in the future.

Our very best wishes to you for the New Year.

Respectfully yours,

E. C. PUBLICATIONS, INC.

BY: William M. Gaines
President

RECORDED - 67

62-106572-X5
43-13592-376

JAN 24 1958

PLUS THE PLUS DEPT.

HERD'S A SCENE FROM A SHOW SPONSORED BY A ...

[illegible]

WHAT'S IN A NAME BRAND?

Whenever somebody gets famous, they always end in one that goes through a gimmick known as "Marchandising." To release they come out with products bearing their name, things like "Shirley Temple Dolls," "Wacky Mouse Watches," and "MAD T SHIRTS" . . . you know, cummy junk. And then Wind a "Shirley Temple Doll" has to do with Shirley Temple.

... what a "Mickey Mouse Watch" has to do with Mickey Mouse ... what a "HAG T SHIRT" has to do with HAG ...
and can't figure out? We think that celebrities ought to at least "reconsider" products that have something
to do with the elements that made them famous just to show you what we mean, here are some examples of

Personalized Merchandising



The Whiskey with the
Right Punch!
JOHANNSON'S
Reserve

smooth but powerful!



JOHANNSSON'S RESERVE
A Champion Blend



YOU CAN'T BEAT A
HOFFA
RACKET

Ask anyone who knows Mike Ave (Senior Product Manager), and he'll tell you that a **Holla Rack** is as practically indestructible. Designed by experienced pros, Holla Racks have been tested at the top courts in the country. A Holla Rack is long lasting because it's built properly. It's built to last. So, get into the game with a Holla Rack of your own. Switch Racks. Own. Just like that.

FEEL STRONG FAST

with

J. EDGAR HOOVER

TONIC



**"There's no health improver
... like J. Edgar Hoover"**

Next time that you feel weak, run-down, and miserable, try J. EDGAR HOOVER TONIC. Special agents go to work in seconds, cleaning out your system and getting rid of all those harmful foreign elements that may have infiltrated. And you'll be pleased with what it does to your red cells!

J. EDGAR HOOVER TONIC

Contains the secret ingredients:

G-MEN-O-MINE

"Every case guaranteed!"

FOR COMMERCIAL TV

HERE'S A SCENE FROM

SHOW SPONSORED BY A NATIONALLY KNOWN CANDY COMPANY

BY A FAMOUS VACUUM CLEANER COMPANY

And now... to introduce tonight's story... The Director of The Federal Bureau of Investigation...

The Honorable
J. Edgar
Electrolux



STORIES
FROM THE
FILES OF
THE F. B. I.

23

**JANUARY 5
1960**

Office Memorandum • UNITED STATES DEPARTMENT OF THE INTERIOR

GOVERNMENT

DATE: January 5,

TO : Mr. DeLoach
FROM : M. A. Jones

SUBJECT: MAD MAGAZINE
E. C. PUBLICATIONS, INC.
225 LAFAYETTE STREET
NEW YORK 12, NEW YORK

There is attached a copy of the March, 1960, issue of Mad magazine with two pertinent places marked which mentioned the Director in a distasteful manner. On page six there is an allegedly numerous advertisement item pertaining to "J. Edgar Hoover Tonic, There's no health improver... like item pertaining to "J. Edgar Hoover." On page 27 there are caricatures of the Director which like J. Edgar Hoover." On page 27 there are caricatures of the Director which is represent a take-off on vacuum cleaner advertisements and the Director is referred to as "The Honorable J. Edgar Electrolux."

represent a take-off on vaudeville, and was referred to as "The Honorable J. Edgar Electrolux."

Bufiles reflect several complaints have been made to the Bureau concerning this magazine which at one time presented the horror of a war to readers. The magazine purports to satirize well-known comic figures, advertisements, television and radio shows, prominent individuals, etc. In issue of January, 1958, the magazine printed a game called "Draft Dodger" in which a player progresses along certain route and when he reaches the end of the game comes upon the statement, "You Are A Full-fledged Draft Dodger, ...for membership card, send name and address to J. Edgar Hoover, Washington, D. C." It is noted the magazine comes out far in advance of the stated publication date and we received the January, 1958, issue early in December, 1957. As a result of the "Draft Dodger" game, we received numerous letters from youngsters requesting such membership cards. We instructed our New York Office to contact officials at the magazine to object to the tasteless misuse of the Director's name and on December 9, 1957, an official of the firm who was contacted stated he regretted very much the use of the Director's name in the January, 1958, issue adding that ridicule, harassment or harm was the last thing in the world intended for the Bureau or the Director.

EX-139 REC-24
JAN 17 1958 William McGinnes, President of the

adding that ridiculous, for the Bureau or the Director, LA-139 MAY 63

37 MAY 17

By letter dated January 2, 1958, William M. Gaines, president of the firm which publishes Mad magazine, offered his sincere apologies to the Director stating that the reference to the Director was made in connection with a wholly innocent and jesting article which was not in any way intended to offend the Director. He stated the Director would have no occasion for concern on this subject in the future. O.F.E.C. PUBLICATIONS INC. B JAN 11 1960

3-3196-100-1 Obviously, Gaines was insincere in this promise and it is felt that we should have placed the Director in a position of ridicule and it is felt that we should once more contact Gaines or another official and firmly and severely admonish them concerning our displeasure at the tasteless misuse of the Director's name, particularly after he had promised no repetition of such an incident.

RECOMMENDATION:

ACTION:
That the attached airtel to the New York Office be approved.

Enclosures
SEM:td:all

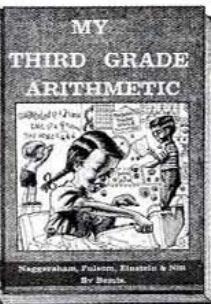
A memo from M.A. Jones to Cartha "Dek" DeLoach, the Deputy Director of the FBI, and the "3 Man" in the Bureau, expresses his displeasure over MAD's renewed mockery of the Bureau's Director.

"Obviously, Gaines was insincere in this promise since his magazine has again placed the Director in a position of ridicule and it is felt that we should once more contact Gaines or another official and firmly and severely admonish them concerning our displeasure at the tasteless misuse of the Director's name, particularly after he had promised no repetition of such an incident."

**MAD's art director,
John Putnam.**

The FBI grows more annoyed when MAD #63, the June, 1961 issue, includes an article on new grade-school textbooks, featuring a phony ransom note as an example of proper penmanship. A couple of young readers take a cue from the magazine and use the article as a template for their own "joke" ransom note.

MAD'S MODERNIZED ELEMENTARY SCHOOL TEXTBOOKS



LESSON ONE

Dear Friend,
I am fine. How are you? The weather
here is nice. Put \$25,000 in small
unmarked bills in a paper sack, and
leave it behind the B & O freight shed
or you will never see your kid again!
Your friend, Desperate

1. Make one copy of the above lesson. 2. Mail to local newspaper without return address. 3. If it gets printed, act innocent.

**JUNE 15
1961**

UNITED STATES GOVERNMENT

Memorandum

TO : MR. BELMONT
FROM : A. ROSEN
SUBJECT: MAD MAGAZINE
JUNE, 1961, ISSUE
K. C. PUBLICATIONS, INC.
EXTORTION MATTERS

DATE: June 15, 1961

225 LAFAYETTE STREET
NEW YORK, NEW YORK

As is their custom, the FBI is not amused. In a memo from A. Rosen (most likely Alex Rosen, Assistant Director) to Mr. Belmont (most likely Alan H. Belmont, Assistant Director, Domestic Intelligence Division), the FBI renews its claim that MAD is a bad influence.

Investigation by our Seattle Office in an extortion attempt wherein the subject received a demand for \$1,000 resulted in gaining admissions from the victim's 12-year-old son and an 11-year-old companion that they had gotten the idea of preparing an extortion letter after reading the June issue of 'Mad Magazine.' The boys indicated that they had no intention of going through with the scheme and that the letter was merely 'a joke.'

INSTRUCTIONS FOR EXTORTION

The June, 1961, issue of this magazine carries an article entitled 'Mad's Modernized Elementary School Textbooks' on page six sets forth a 'Punsterian Penmanship' lesson which included the following instructions:

Dear Friend,
I am fine. How are you? The weather here is nice. Put \$25,000 in small unmarked bills in a paper sack, and leave it behind the B & O freight shed or you

WITH MAD MAGAZINE

occasions since 1958 we have experienced publishers of 'Mad Magazine.' In January, contained instructions for a game called 'Punsterian Penmanship' which directed that application for membership from the magazine; however, since that time the FBI have been included in the magazine, and references to the FBI being a reference to J. Edgar Hoover

RECOMMENDATIONS GENERAL INVESTIGATIVE DIVISION

That the Crime Records Division vigorously protest this irresponsible article pointing out its undesirable effect upon the youth of this country by instructing them to deliberately violate the Federal law.

That the attached letter be forwarded to the Attorney General with copies to the Deputy Attorney General and Assistant Attorney General, Criminal Division, advising of the above.

"Investigation by our Seattle Office in an extortion attempt wherein the subject received a demand for \$1,000 resulted in gaining admissions from the victim's 12-year-old son and an 11-year-old companion that they had gotten the idea of preparing an extortion letter after reading the June issue of 'Mad Magazine.' The boys indicated that they had no intention of going through with the scheme and that the letter was merely 'a joke.'"

"Recommendations General Investigative Division"

That the Crime Records Division vigorously protest this irresponsible article pointing out its undesirable effect upon the youth of this country by instructing them to deliberately violate the Federal law.

"That the attached letter be forwarded to the Attorney General with copies to the Deputy Attorney General and Assistant Attorney General, Criminal Division, advising of the above."



Director of the FBI, J. Edgar Hoover

**JUNE 16
1961**

J. Edgar Hoover even goes so far as to forward the article to the United States Attorney General, Robert Kennedy.

In an accompanying letter to Kennedy, Hoover also indicates that two additional extortion cases seem to be similarly MAD-inspired. No word on how much criminal activity is caused by Don Martin's restaurant gags.

"A review of pending extortion matters currently under investigation by this Bureau reveals two other cases which appear to be attributable to this source."

The Attorney General

June 16, 1961

Director, FBI

"MAD MAGAZINE"
JUNE, 1961, ISSUE
K. C. PUBLICATIONS, INCORPORATED
EXTORTION MATTERS

Our Seattle Office, during an investigation of an extortion matter wherein the victim received a demand through the mail for \$1,000, obtained admissions from the victim's twelve-year-old son and an eleven-year-old companion that the letter was inspired by an article appearing in the June, 1961, issue of 'Mad Magazine' published by K. C. Publications, Incorporated, 225 Lafayette Street, New York 12, New York.

An article appearing on page six of this magazine entitled 'Punsterian Penmanship' sets forth detailed instructions regarding the preparation of an extortion letter and directs that the letter be mailed with no return address. A Photostat of the afore-mentioned article is attached.

A review of pending extortion matters currently under investigation by this Bureau reveals two other cases which appear to be attributable to this source.

Enclosure

- 1 - Mr. Byron R. White - Enclosure
Deputy Attorney General
- 1 - Assistant Attorney General - Enclosure
Herbert J. Miller, Jr.
- 1 - Mr. DeLoach

HAS:ljk:ndw
(11) C 54 JUN 1961

Note: See cover memo Rosen to Belmont, 6-15-61, same caption, HAS:ljk.

JUN 16 1961
COMM-FBI

EX-116
REC-8

21 JUN 19 1961

FBI VS. MAD: WHEN THE FEDS GET FED UP

JUNE 21 1961

Once again, J. Edgar Hoover orders the Special Agent in Charge, NY, to contact the editors of MAD.

"Despite assurances given at that time, this publication has continued to print slurring references to the FBI on various occasions. Considering the type of publication involved, it has generally appeared pointless to protest each and every breach of good taste evidenced by this magazine."

JUNE 30 1961

With Bill Gaines on vacation, MAD's Editor, Al Feldstein, speaks with the FBI Agent. A memo from M.A. Jones to Cartha "Deke" DeLoach recaps the meeting.

"New York was instructed to contact the publisher and advise him of the Bureau's extreme displeasure concerning this matter."

(Editor Al Feldstein) "also said very positively how much he regretted the effect this item had on these youths and that he would check more carefully in the future to see there was no repetition."

"An official of this magazine was contacted by a Bureau representative in December, 1957, to protest a tasteless reference to the FBI and despite assurances given at that time, they have continued to publish slurring remarks about the Bureau. In view of this situation it was deemed useless to protest all such irresponsible remarks to a magazine of this poor judgment and capriciousness."

SAC, New York (94-1137)

June 21, 1961

REC-23
Director, FBI (62-106572) - 8

"MAD MAGAZINE"
E. C. PUBLICATIONS, INC.
225 LAFAYETTE STREET
NEW YORK 12, NEW YORK

Page six of the June, 1961, issue of captioned magazine (copy attached) contains instructions for committing extortion. For your information, the Seattle Office has investigated an extortion attempt wherein \$1,000 was demanded by the victim's 12-year-old son and 11-year-old companion. The boys claim their idea originated from the extortion instructions contained in the June issue of captioned magazine. In addition, pending cases in Buffalo and Los Angeles involve extortion letters extremely similar to the one appearing in referenced magazine.

You will recall that an official of this magazine was contacted by a representative of your office on December 9, 1957, concerning a tasteless game called "Draft Dodger" published in the January, 1958, edition. Despite assurances given at that time, this publication has continued to print slurring references to the FBI on various occasions. Considering the type of publication involved, it has generally appeared pointless to protest each and every breach of good taste evidenced by this magazine.

The completely irresponsible conduct of this magazine in this instance, however, must be vigorously protested and the highly undesirable influence upon impressionable individuals, particularly children, must be forcefully brought home. Instant article clearly represents an out and out stimulant to deliberate violation of Federal law. The publisher, Mr. William M. Gaines, should be promptly contacted by an experienced Agent of your office and the Bureau's strong displeasure over this flagrant and dangerous incident be clearly conveyed.

Advise results of your contact marked to the attention of the Crime Research Section no later than June 27, 1961.

Enclosure

1 - Mr. DeLoach
1 - Mr. Rosen

Follow-up made for 6-27-61

NOTE: Re Rosen to Belmont memorandum 6-15-61, captioned "Mad Magazine, June, 1961, Issue, E. C. Publications, Inc., Extortion Matters."

JRH:dau (8)
MAIL ROOM ☐ TELETYPE UNIT ☐

67 JUL 14 1961

"The completely irresponsible conduct of this magazine in this instance, however, must be vigorously protested and the highly undesirable influence upon impressionable individuals, particularly children, must be forcefully brought home. Instant article clearly represents an out and out stimulant to deliberate violation of Federal law. The publisher, Mr. William M. Gaines, should be promptly contacted by an experienced Agent of your office and the Bureau's strong displeasure over this flagrant and dangerous incident be clearly conveyed."

UNITED STATES GOVERNMENT Memorandum

TO : Mr. DeLoach

DATE: June 30, 1961

FROM : M. A. Jones

SUBJECT: "MAD MAGAZINE"
E. C. PUBLICATIONS, INC.
225 LAFAYETTE STREET
NEW YORK 12, NEW YORK

Reference is made to the 6-61 issue of the captioned publication and its irresponsible instructions for committing extortion;

Bulet to SAC, New York, 6-21-61, set out details of cases in Seattle, Los Angeles and Buffalo where youths had evidently followed the directions in the magazine and mailed threatening notes. New York was instructed to contact the publisher and advise him of the Bureau's extreme displeasure concerning this matter.

By letter 6-25-61, New York advised they had contacted Mr. Albert B. Feldstein, editor, and related to him the instances where several juveniles had attempted to commit extortion by following his magazines tasteless directions, and that the FBI strongly protested this undesirable influence on children to violate Federal laws.

Feldstein stated that William M. Gaines, publisher of captioned magazine, was on vacation and unavailable. He also said very positively how much he regretted the effect this item had on these youths and that he would check more carefully in the future to see there was no repetition. Feldstein expressed surprise that children were reading his publication and said it was intended for readers on the college level. He repeated his regret and advised he would do everything possible to prevent its recurrence.

An official of this magazine was contacted by a Bureau representative in December, 1957, to protest a tasteless reference to the FBI and despite assurances given at that time, they have continued to publish slurring remarks about the Bureau. In view of this situation it was deemed useless to protest all such irresponsible remarks to a magazine of this poor judgment and capriciousness.

OBSERVATION:

Due to the serious nature of the recent situation such contact appeared necessary and we will have to wait to see if our action will result in increased discretion by this publication.

RECOMMENDATION:

For information.