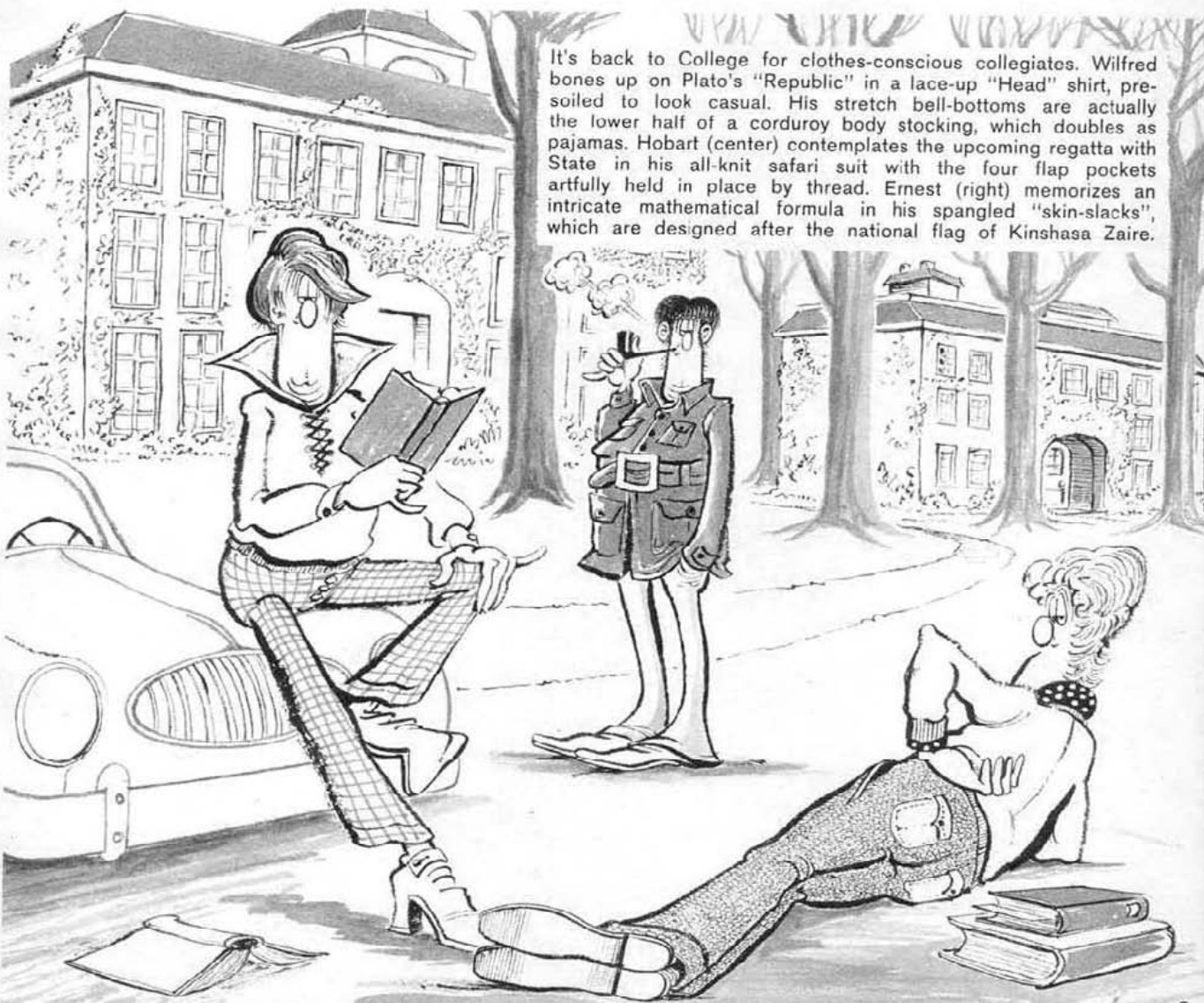


In an attempt to add social significance and relevance to our pages, MAD finally bows to countless requests we've received begging us to enter into the controversial area of men's fashion. Of course, there was only one man who could handle such an undertaking, one man who could rise to this occasion. But he was out of town. So instead, make room in your wardrobe for some startling creations as . . .

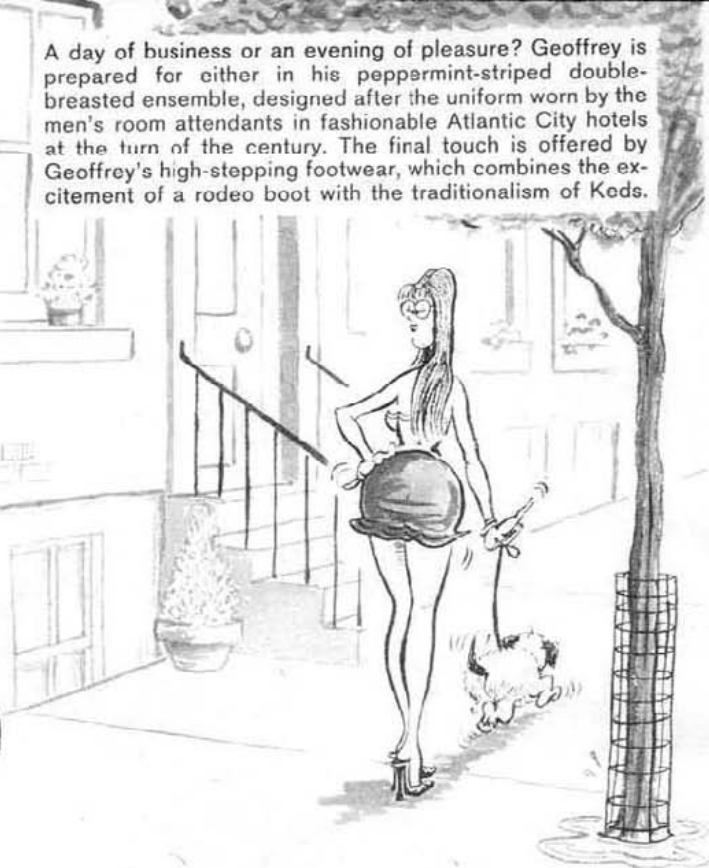
DON MARTIN LOOKS AT MEN'S FASHIONS

It's back to College for clothes-conscious collegiates. Wilfred bones up on Plato's "Republic" in a lace-up "Head" shirt, pre-soiled to look casual. His stretch bell-bottoms are actually the lower half of a corduroy body stocking, which doubles as pajamas. Hobart (center) contemplates the upcoming regatta with State in his all-knit safari suit with the four flap pockets artfully held in place by thread. Ernest (right) memorizes an intricate mathematical formula in his spangled "skin-slacks", which are designed after the national flag of Kinshasa Zaire.

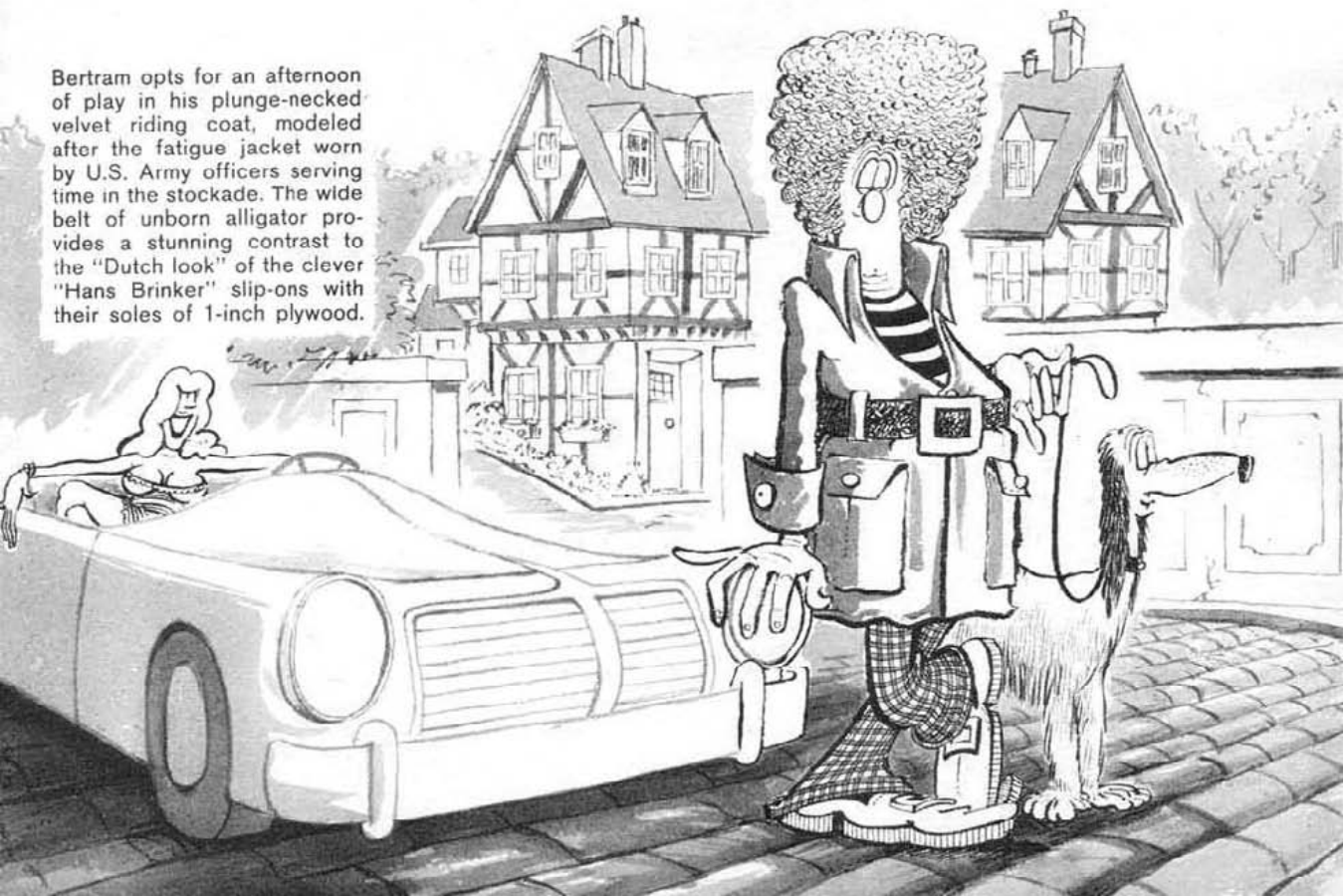


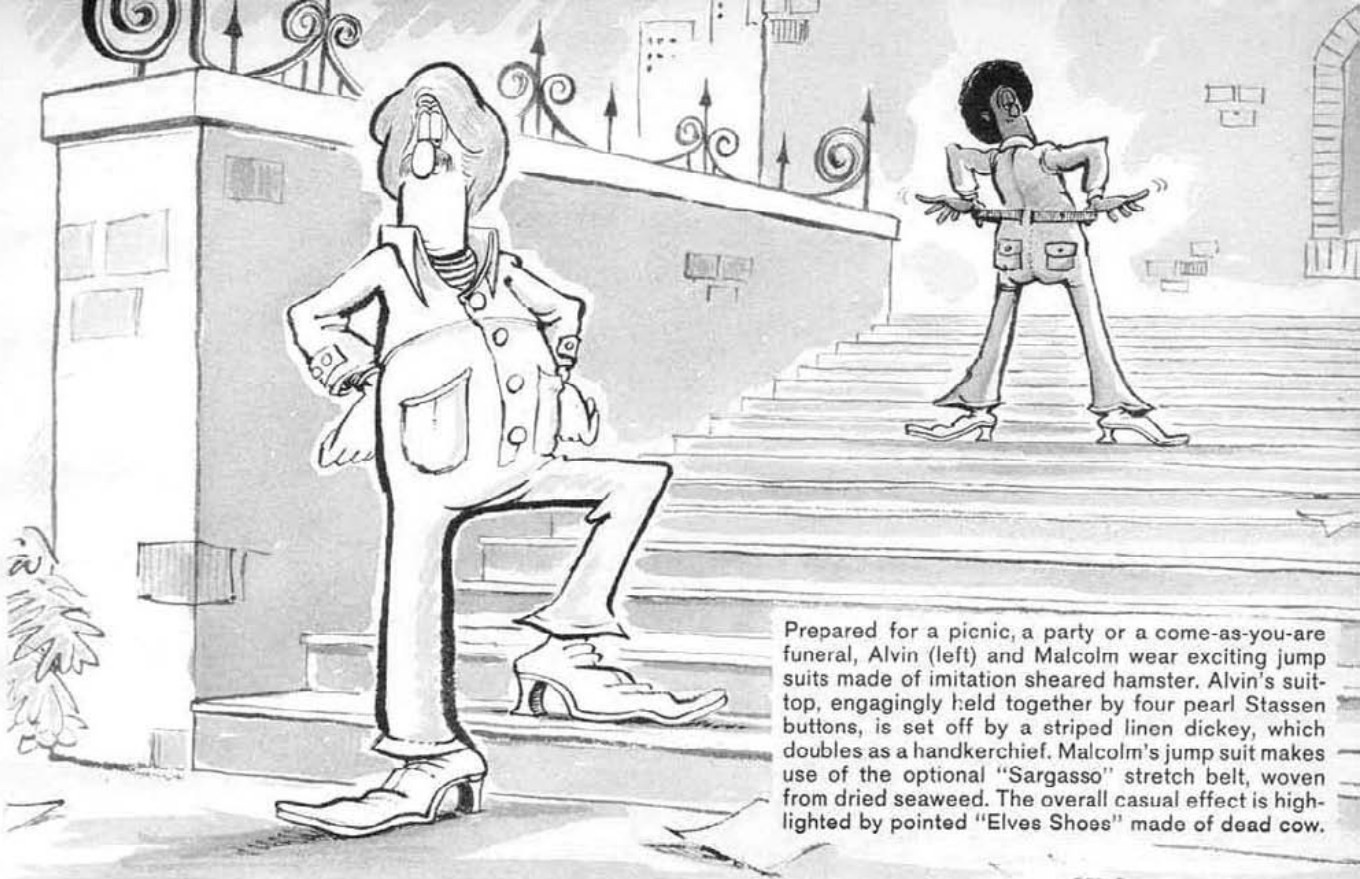


A day of business or an evening of pleasure? Geoffrey is prepared for either in his peppermint-striped double-breasted ensemble, designed after the uniform worn by the men's room attendants in fashionable Atlantic City hotels at the turn of the century. The final touch is offered by Geoffrey's high-stepping footwear, which combines the excitement of a rodeo boot with the traditionalism of Keds.



Bertram opts for an afternoon of play in his plunge-necked velvet riding coat, modeled after the fatigue jacket worn by U.S. Army officers serving time in the stockade. The wide belt of unborn alligator provides a stunning contrast to the "Dutch look" of the clever "Hans Brinker" slip-ons with their soles of 1-inch plywood.

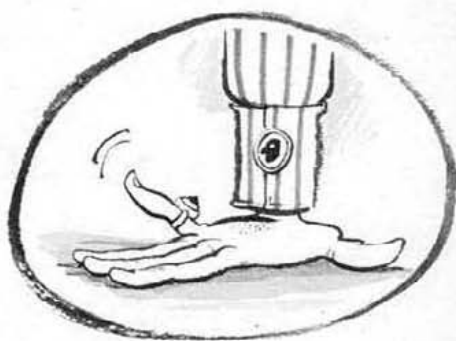




Prepared for a picnic, a party or a come-as-you-are funeral, Alvin (left) and Malcolm wear exciting jump suits made of imitation sheared hamster. Alvin's suit-top, engagingly held together by four pearl Stassen buttons, is set off by a striped linen dickey, which doubles as a handkerchief. Malcolm's jump suit makes use of the optional "Sargasso" stretch belt, woven from dried seaweed. The overall casual effect is highlighted by pointed "Elves Shoes" made of dead cow.



Howard contemplates an afternoon of sport in his tapered action shirt, emboldened by the black stripes of the "San Quentin Look." Note the matching platinum cufflinks and pinkie ring, both emblazoned with an engraving in turquoise of Howard's dentist.



Emmett (left) and Murray survey their acreage in sportcoats reflecting today's trend toward nature in fashion. Emmett's jacket alternates dusty suede and imitation corn-silk fibres to simulate a plowed field. Murray's sportcoat features a bold, square pattern taken from a horse blanket of the 1880's.



For a stroll in his neighborhood forest, Bruce (left) prefers the warmth of a double-breasted overcoat made of a blend of camel-hair, alpaca and Johns-Manville industrial asbestos. Leland is snug in a striped greatcoat that alternates vertical pelts of wild and domesticated field mice. Note Bruce's strolling gloves, smartly fashioned in the exciting "five-finger look" by Marvin of Omaha.



D. MARTIN....