

No.
135
June
'70

MAD^{IND}®

OUR PRICE
35^c
CHEAP



IN THIS ISSUE:

SLEAZY RIDERS

MAD's Modern Believe It or Nuts!

ARTIST:
BOB CLARKE

WRITER:
ARNIE KOGEN

MARVIN L. PATHETIC,

WHO HAD SUFFERED ALL OF HIS LIFE FROM **ASTHMA**, EVEN THOUGH HE LIVED IN **TUCSON, ARIZONA**, WAS ADVISED BY HIS DOCTOR TO MOVE TO **PITTSBURGH** FOR HIS **HEALTH!**

HIS DOCTOR TOLD HIM, "The air is better there."

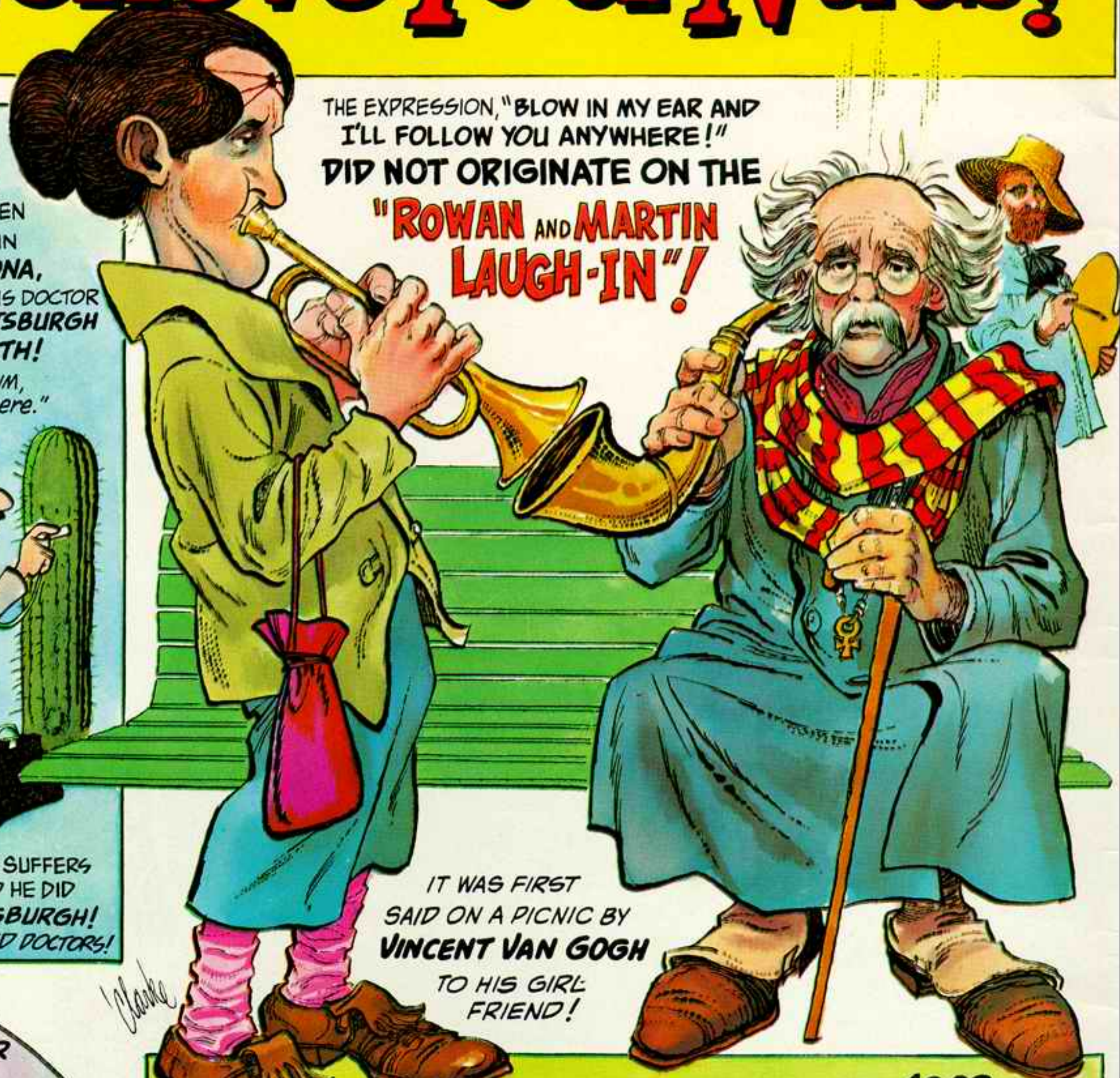


MARVIN NO LONGER SUFFERS FROM **ASTHMA!** AND HE DID NOT MOVE TO **PITTSBURGH!** HE MERELY SWITCHED DOCTORS!

THE EXPRESSION, "BLOW IN MY EAR AND I'LL FOLLOW YOU ANYWHERE!"

DID NOT ORIGINATE ON THE

"**ROWAN AND MARTIN LAUGH-IN!**"



IT WAS FIRST SAID ON A PICNIC BY **VINCENT VAN GOGH** TO HIS GIRL FRIEND!

MARIJUANA

IN THE SHAPE OF A **CAULIFLOWER** WAS GROWN BY MRS. AGNES HIGHFLIER OF **Galveston, Texas**



MRS. HIGHFLIER WAS IMMEDIATELY ARRESTED BY A POLICEMAN IN THE SHAPE OF A **RUTABAGA!**

IF ALL THE **2-DOOR SEDANS** MANUFACTURED IN 1968 WERE LINED UP BUMPER TO BUMPER, STARTING IN **JERSEY CITY, N.J....**



DURING THE YEAR **1968**, THERE WAS NOT ONE **OBSCENE PHONE CALL** REPORTED IN **ZURICH, SWITZERLAND**



THERE WERE, HOWEVER, **43,000 OBSCENE YODELS!**

... CHANCES ARE THAT WITHIN **15 MINUTES**, THEY WOULD ALL BE **STRIPPED, STOLEN, TOWED AWAY, OR RECALLED BY DETROIT!**

MAD

"Blessed are the Censors, for they shall inhibit the Earth!"
—Alfred E. Neuman

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

JOHN PUTNAM *art director* LEONARD BRENNER *production*
JERRY De FUCCIO, NICK MEGLIN *associate editors*
JACK ALBERT *lawsuits*
GLORIA ORLANDO, CELIA MORELLI, JOAN ZECCA,
CURTIS ANDERSON *subscriptions*
CONTRIBUTING ARTISTS AND WRITERS
the usual gang of idiots

DEPARTMENTS

ASK A STUPID QUESTION DEPARTMENT	
MAD's Modernized College Entrance Exam	42
BERG'S-EYE VIEW DEPARTMENT	
The Lighter Side Of Worry	24
BODY-IN-SOLE DEPARTMENT	
A MAD Look At Footprints	30
COMES THE YAWN DEPARTMENT	
You Know You're Really A Bore When	40
DON MARTIN DEPARTMENT	
One Day Downtown	11
A MAD "Minute Nature Study"	29
FEMI-NEIN! DEPARTMENT	
Life From The Broadside	15
HOKEY-POCUS DEPARTMENT	
The MAD Book Of Magic And Other Dirty Tricks	18
HONDA-LUST DEPARTMENT	
"Then Came Bombsome"—A MAD TV Satire	35
INSIDE-OUCH DEPARTMENT	
A MAD Peek Behind The Scenes At A Fancy Restaurant....	22
LETTERS DEPARTMENT	
Random Samplings Of Reader Mail	2
MARGINAL THINKING DEPARTMENT	
"Drawn-Out Dramas" By Aragones	**
RIDING HIGH DEPARTMENT	
"Sleazy Riders"—A MAD Movie Satire	4
RUN, DICK, RUN! DEPARTMENT	
The Richard M. Nixon Presidential Primer	45
THE "FAMILIAR" FORM DEPARTMENT	
U.S. Folksy Income Tax Return 1969	13
TUNES OF GORY DEPARTMENT	
More Up-To-Date Safety Songs	32

**Various Places Around The Magazine

VITAL FEATURES

**"SLEAZY
RIDERS"
(MOVIE
SATIRE)**
Pg. 4



**THE MAD BOOK
OF MAGIC
AND OTHER
DIRTY TRICKS**
Pg. 18



**MORE
UP-TO-DATE
SAFETY
SONGS**
Pg. 32



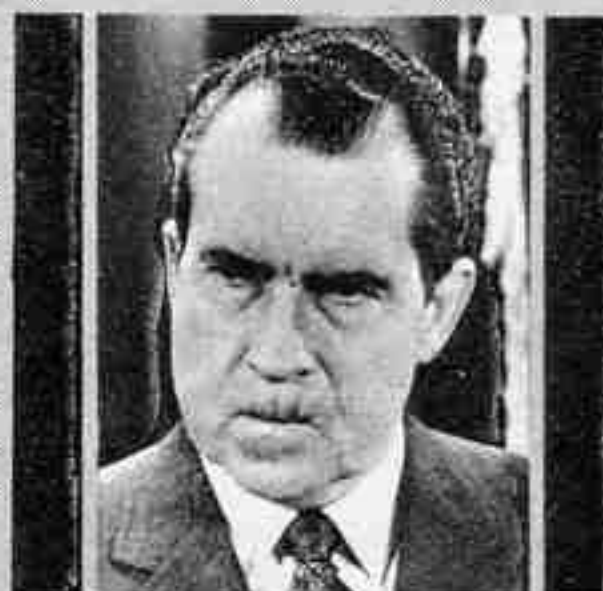
**"THEN
CAME
BOMBSOME"
(TV SATIRE)**
Pg. 35



**YOU KNOW
YOU'RE REALLY
A BORE
WHEN ...**
Pg. 40



**THE
RICHARD M. NIXON
PRESIDENTIAL
PRIMER**
Pg. 45



MAD—June 1970, Vol. 1, No. 135 is published monthly except February, May, August and November, by E. C. Publications, Inc., 485 MADison Avenue, New York, N. Y. 10022. Second Class Postage paid at New York, N. Y. Subscriptions: in the U.S.A., 15 issues \$5.00. Outside U.S.A., 15 issues \$6.25. Allow 10 weeks for change of address to become effective. Entire contents copyright © 1970 by E. C. Publications, Inc. The Publisher and Editors will not be responsible for unsolicited manuscripts and request all manuscripts be accompanied by a stamped self-addressed return envelope. The names of characters used in all **MAD** fiction and semi-fiction are fictitious. A similarity without satiric purpose to a living person is a coincidence. Printed in U.S.A.

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



SUBSCRIBE TO

MAD

use coupon or duplicate

MAD

485 MADison Avenue
New York, N.Y. 10022

I enclose \$5.00*. Enter my name on
your subscription list, and mail me
the next 15 issues of MAD Magazine.

NAME _____

ADDRESS _____

CITY _____

STATE _____ ZIP-CODE _____

AN ABSOLUTE MUST

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

DIRTY PICTURES!

Yep, these full-color portraits of Alfred E. Neuman, MAD's "What-Me Worry?" kid, suitable for framing or wrapping fish, have been lying around our stock room for so long, they're getting dirty. So help us clean them up (and clean up on them!) Send 25¢ for 1, 50¢ for 3, \$1.00 for 9, \$2.00 for 27 or \$4.00 for 81 to: MAD, 485 MADison Avenue, New York, New York 10022



LETTERS DEPT.

ADDRESSEE KNOWN



Looks like the U.S. Post Office Dept. has gone "MAD." Dave Slater, of Richland, Wash., sent his subscription renewal in this envelope, and it got to us without a mark.—Ed.

TRUE FAT

My congratulations to Larry Siegel and Mort Drucker for their remarkable satire, "True Fat." I laughed so hard, I lost four pounds of my own true fat.

Andy Pawelek
Etobicoke, Ont., Can.

"True Fat" was a disgrace and an insult to one of the finest actors in the business. You should get on your hands and knees and beg this great American's forgiveness.

Mike Shefeik
San Diego, Cal.

Shame! Shame! Shame! Don't you know that John Wayne's new-found self-consciousness in "True Grit" has been acclaimed as "self-parody" . . . and that this, together with his long list of box office hits and his right-wing politics will make him the most popular winner in history of the "Best Personality—" Oops!—"Best Actor" award?

Arnold Cruse
Huntington Park, Cal.

Positively the GREATEST satire you've ever printed!

Lisa Schmidt
Beverly Hills, Cal.

I loved "True Grit," but I hated "True Fat"! Too bad you guys don't have "True Brains"!

Tina Stroud
New Carlisle, Ind.

"True Fat" was an exceptional piece—stuffed with "True Humor"!

Kim Hoover
Fayetteville, Pa.

"True Fat" was thin!

John Phillips, Jr.
Ormond Beach, Fla.

"True Fat" showed "True Wit"!

Marion Metcalf
Oak Ridge, Tenn.

VALENTINE COVER

In regard to your "Valentine To MAD Readers," here's one in return:

*Roses are red;
Violets are blue;
We buy your junk
'Cause we're "Mad" like you!*

Jeffrey E. Fireman
Highland Park, Ill.

*Roses are red;
Mushrooms are white;
Your Valentine
Was clear out of sight!*

Richard Wilson
Shamokin, Pa.

*Roses are red;
Pickles are green;
Your form of humor's
The worst that we've seen!*

John DiStefano
Whitehouse, N.J.

*Violets are blue;
Roses are red;
We needed your poem
Like a hole in the head!*

John B. Kormos
No Address Given

*Roses are red,
Violets are blue,
We get our laughs
From clods like YOU!*

Tim Thatcher
Farmingdale, L.I.

WHAT IS A BORN WINNER?

"Born Winner" is somebody who writes a letter to MAD, and it's published.

Tim Thatcher
Farmingdale, L.I.

A "Born Winner" is a publisher who gets away with selling garbage like MAD.

Byron Falk
Brooklyn, N.Y.

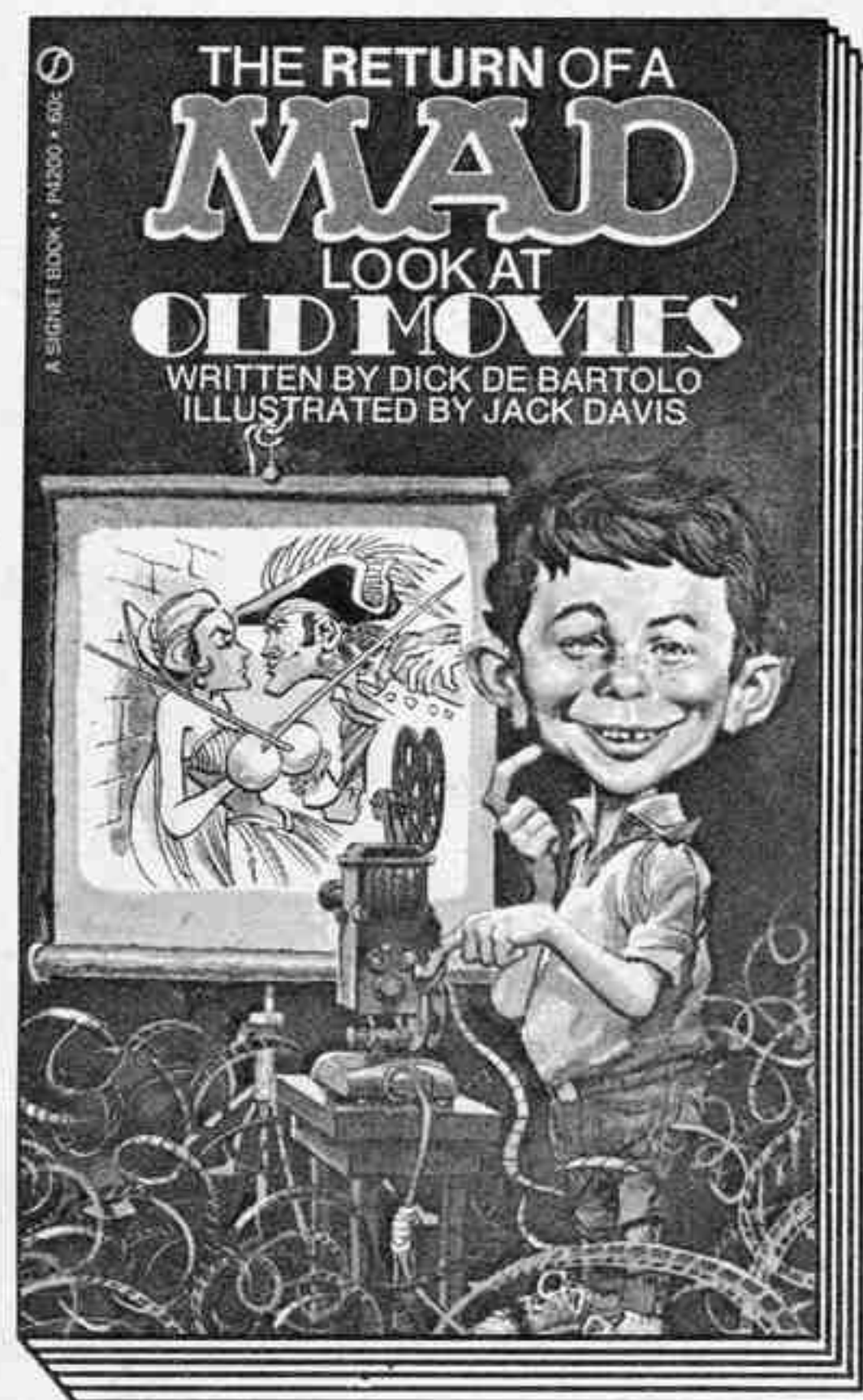
Please address all correspondence to:
MAD, Dept. 135, 485 MADison Avenue
New York, New York 10022

TRAVEL THE "HIGH WAY" WITH MAD'S LATEST EASY READERS




A
COLLECTION
OF
POT-SHOTS
AT
ESTABLISHMENT
FLIM-FLAMS


A
COLLECTION
OF
SHOT-PLOTS
OF
ESTABLISHMENT
FILM-FLOPS



YOU'LL BE FONDA THESE TWO NEW MAD PAPERBACK BOOKS, SO HOPPER RIGHT DOWN TO YOUR FAVORITE BOOKSTAND AND PICK UP ON 'EM—OR HAVE 'EM SENT BY MAIL

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

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

NAME _____
ADDRESS _____
CITY _____
STATE _____ ZIP CODE _____

PLEASE SEND ME:

☐ **THE
PORTABLE
MAD**

☐ **The Return Of
A MAD Look At
Old Movies**

ALSO PLEASE SEND ME THE BOOKS CHECKED BELOW:

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

I ENCLOSE 60c FOR EACH
(Minimum Order: 2 Books)

On orders outside the U.S.A. be sure to add 10% extra. Allow at least six weeks for delivery. We cannot be responsible for cash lost or stolen in the mails. Check or Money Order preferred!

There's a "now" movie around—about two "now" guys who ride on "now" wheels...

...and smoke "now" grass, and pop "now" pills and talk "now" talk...

...while some "now" performers play and sing "now" music in the background.



What are these two "now" guys looking for in this movie? Well, according to the newspaper ads, they're looking for "America", but they can't find it anywhere! And what are we "MAD" guys looking for in this movie? We're looking for a "plot", but we can't find *that* anywhere! You'll see what we mean as we bring you our "MAD" version of...

We gotta keep movin', Man!

Where we goin', Man?

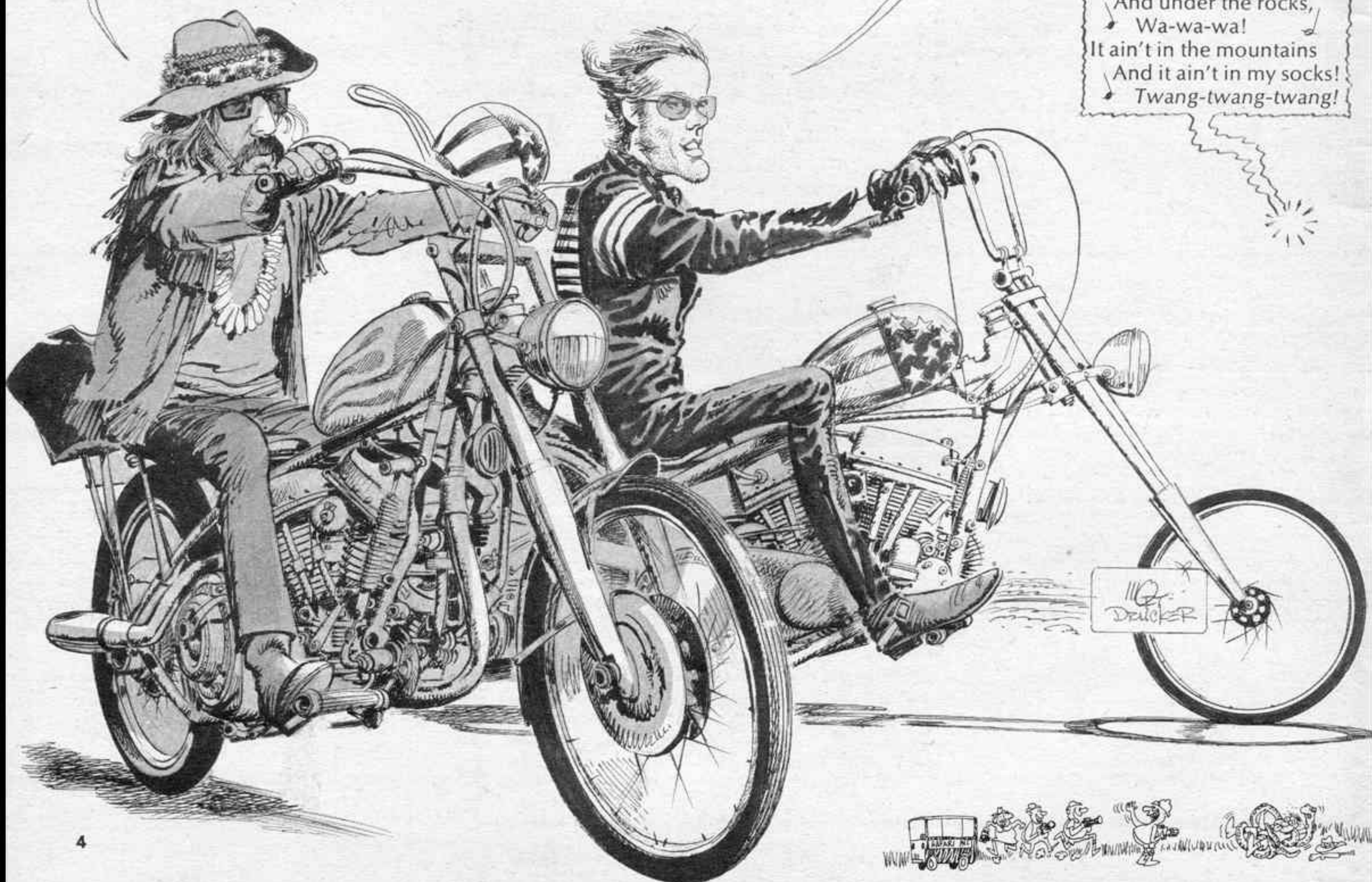
I mean, like, you know, Man! We been here long enough, so we gotta go *there*! And then—when we get to that *there*, we gotta move to *another there*!

Because the *first there* is gonna be here when we get *there*! And when a *here* becomes a *there*, it's time to look for *another there*... only *not here*! And *that's* where we're goin'!

Whew! For a minute, I thought we were lost!

Ridin' wild,
Ridin' free,
Wa-wa!
Lookin' for America,
Where can it be?
Twang-twang!

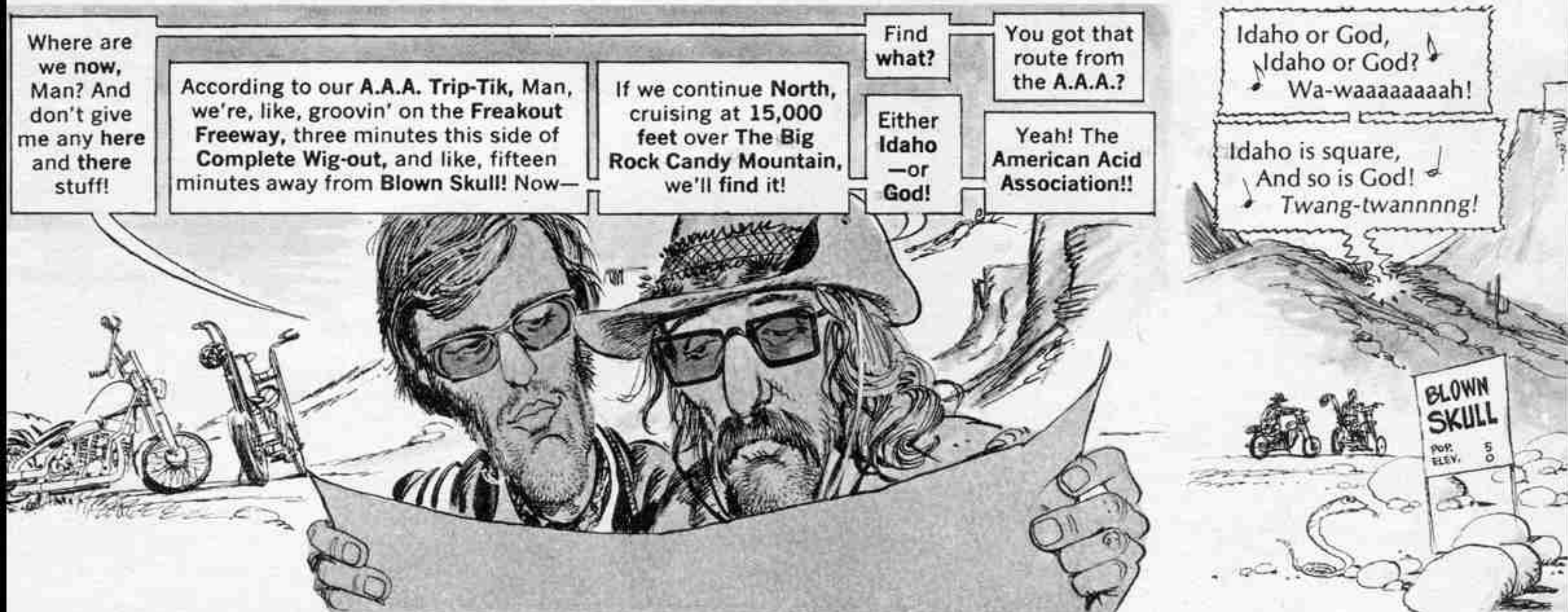
Searched in the valleys
And under the rocks,
Wa-wa-wa!
It ain't in the mountains
And it ain't in my socks!
Twang-twang-twang!



SLEAZY riders

ARTIST: MORT DRUCKER

WRITER: LARRY SIEGEL



ALL CREDIT CARDS HONORED
**EVERYONE
WELCOME**

We're
glad
that you
welcome
us here,
Man!

Who you
talkin' to?
Who you
callin'
"Man"?

That
electric
sign! I
call **EVERY-
THING**
"Man"!



**EXCEPT CHILDREN,
PETS, NEGROES,
JEWS, POLACKS
AND STUTTERERS**

That's okay, Man! We got no
children or pets! We ain't
Negroes, Jews or Polacks!
And we don't stutter!



OKAY, THEN, WE'LL GET DOWN TO THE REAL
NITTY GRITTY. WE DON'T TAKE IN DIRTY,
SMELLY, LONG-HAIRED HIPPIES WHO RIDE
ON CRAZY BIKES AND CAUSE TROUBLE!!

Look, Man, we got the bread! You
gotta take us in if you got a vacancy!



SAYS WHO?!

Says me!!



**OKAY, IT'LL COST YOU
\$100 A NIGHT! WE GOT
A HIGH OVERHEAD!**

High overhead?! How high could
your overhead be that you gotta
charge a hundred bucks a night!?



**ARE YOU KIDDING?!
YOU SHOULD SEE OUR
ELECTRIC BILLS!!**



No one wants me,
I'm all alone!
Wa-Wa!
My head is free,
My mind is blown!
Twang-twang!

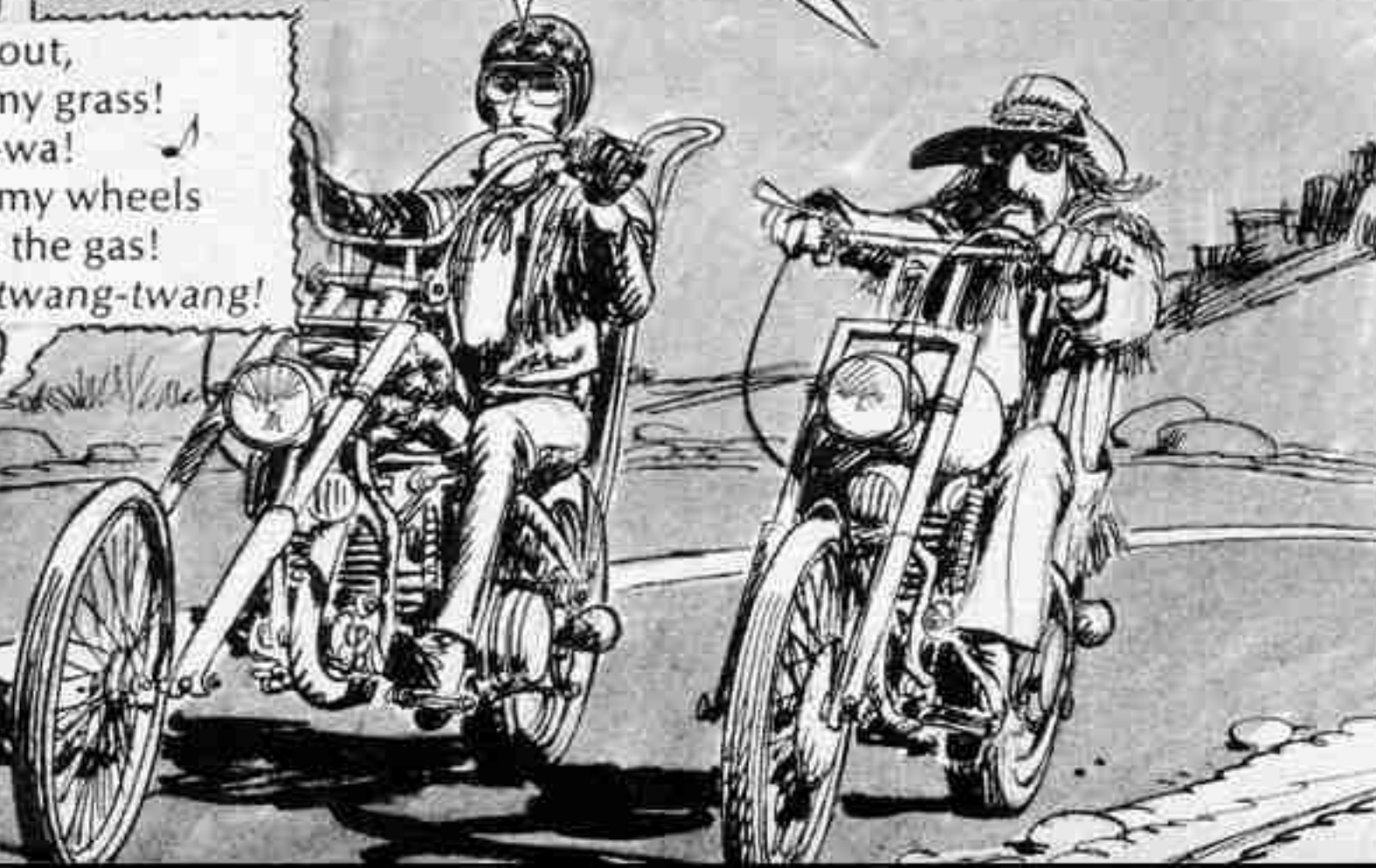
We been turned
down by 160
more motels,
14 inns, and
a condemned
roomin' house!

Yeah, but
that last
turndown
REALLY
hurt, Man!

I always
thought the
Salvation
Army takes
in anything!

Looks
like we
sleep
in the
forest
again!

Pills runnin' out,
And so's my grass!
Wa-wa-wa!
Gonna stop my wheels
And drink the gas!
Twang-twang-twang!

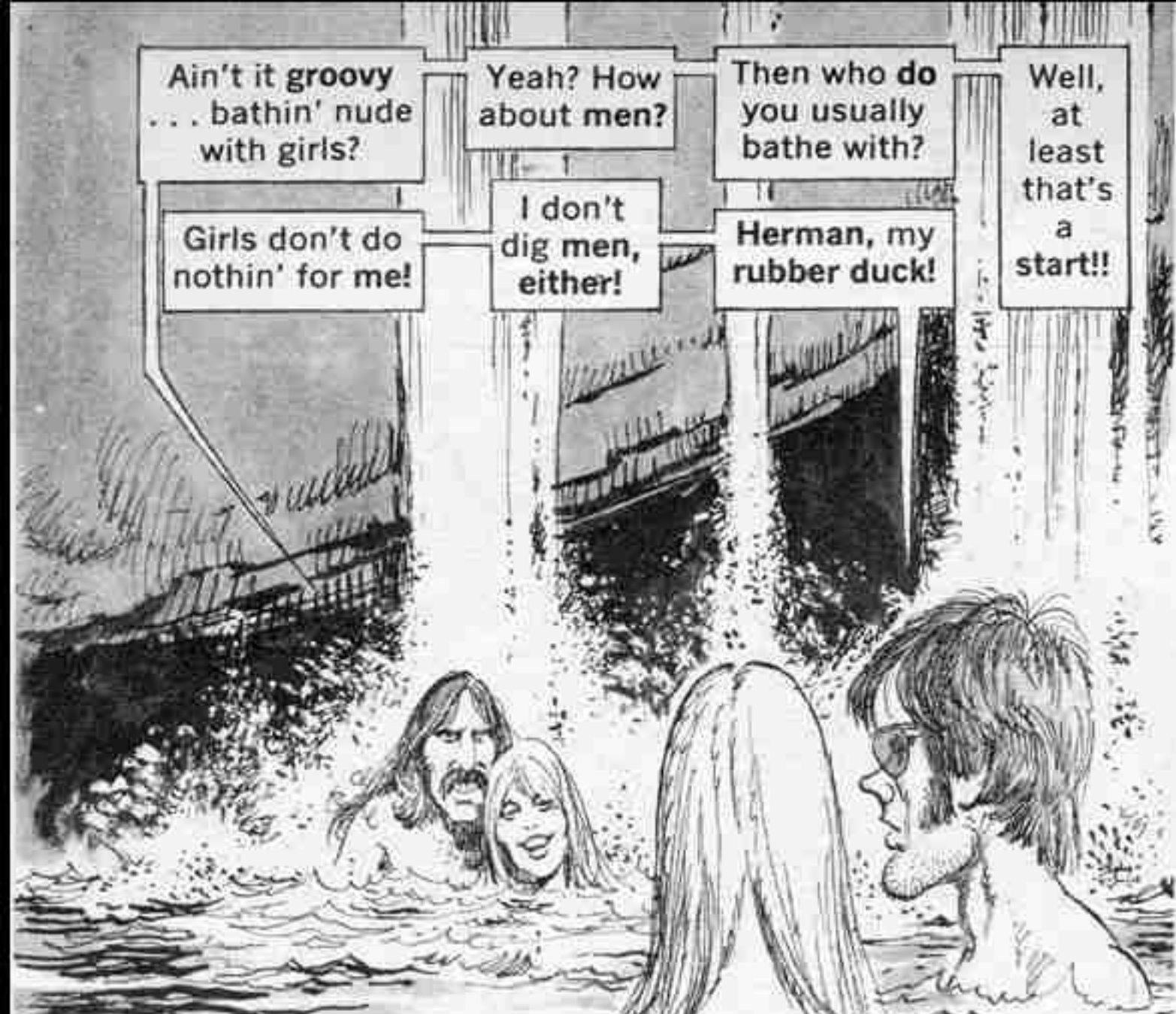


Hey, Man! Pack up! We
can't stay! They're
complainin' that we're
smellin' up the forest!

Who's complainin'?!
The skunks!!







Ain't it groovy ... bathin' nude with girls?

Girls don't do nothin' for me!

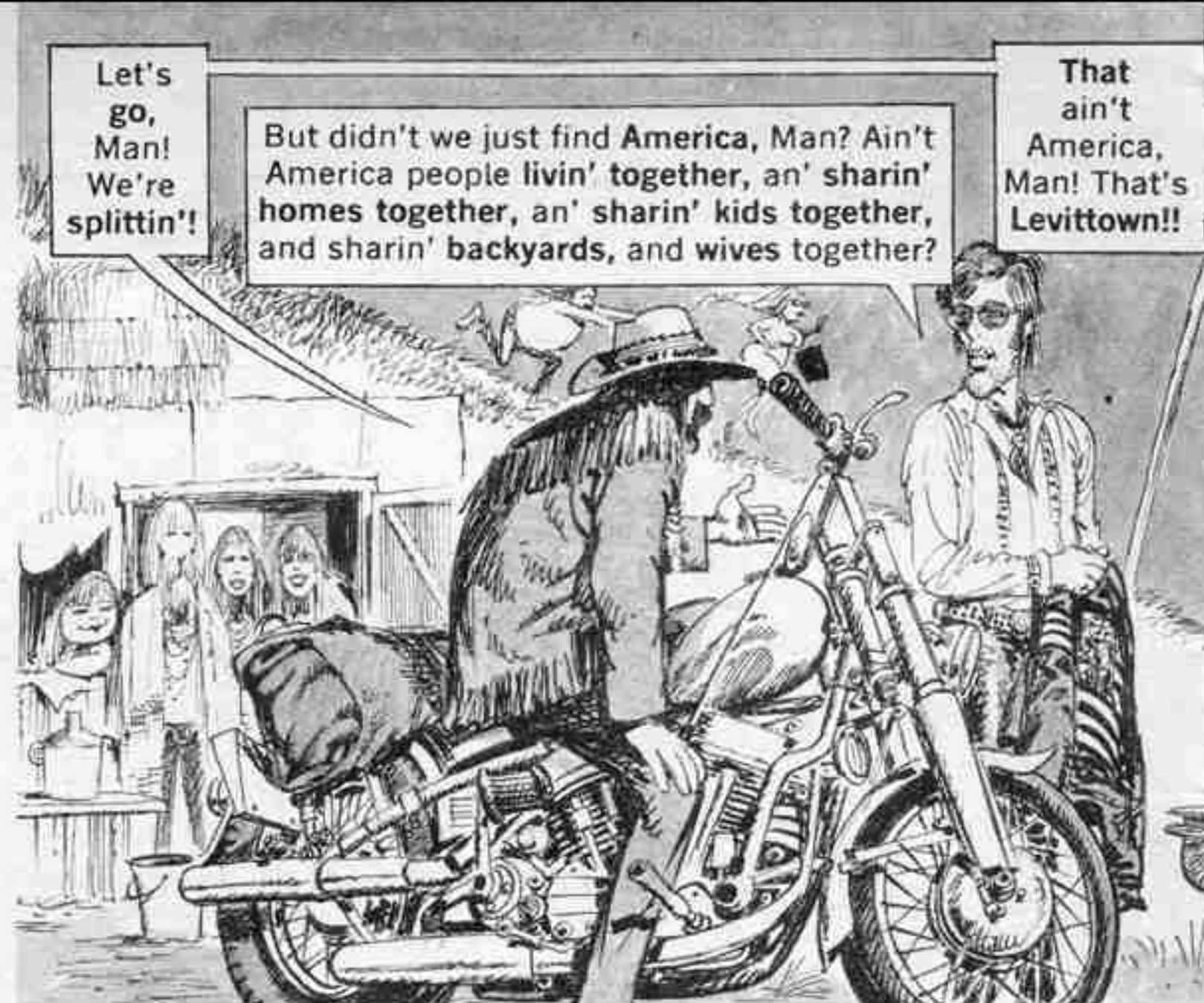
Yeah? How about men?

I don't dig men, either!

Then who do you usually bathe with?

Herman, my rubber duck!

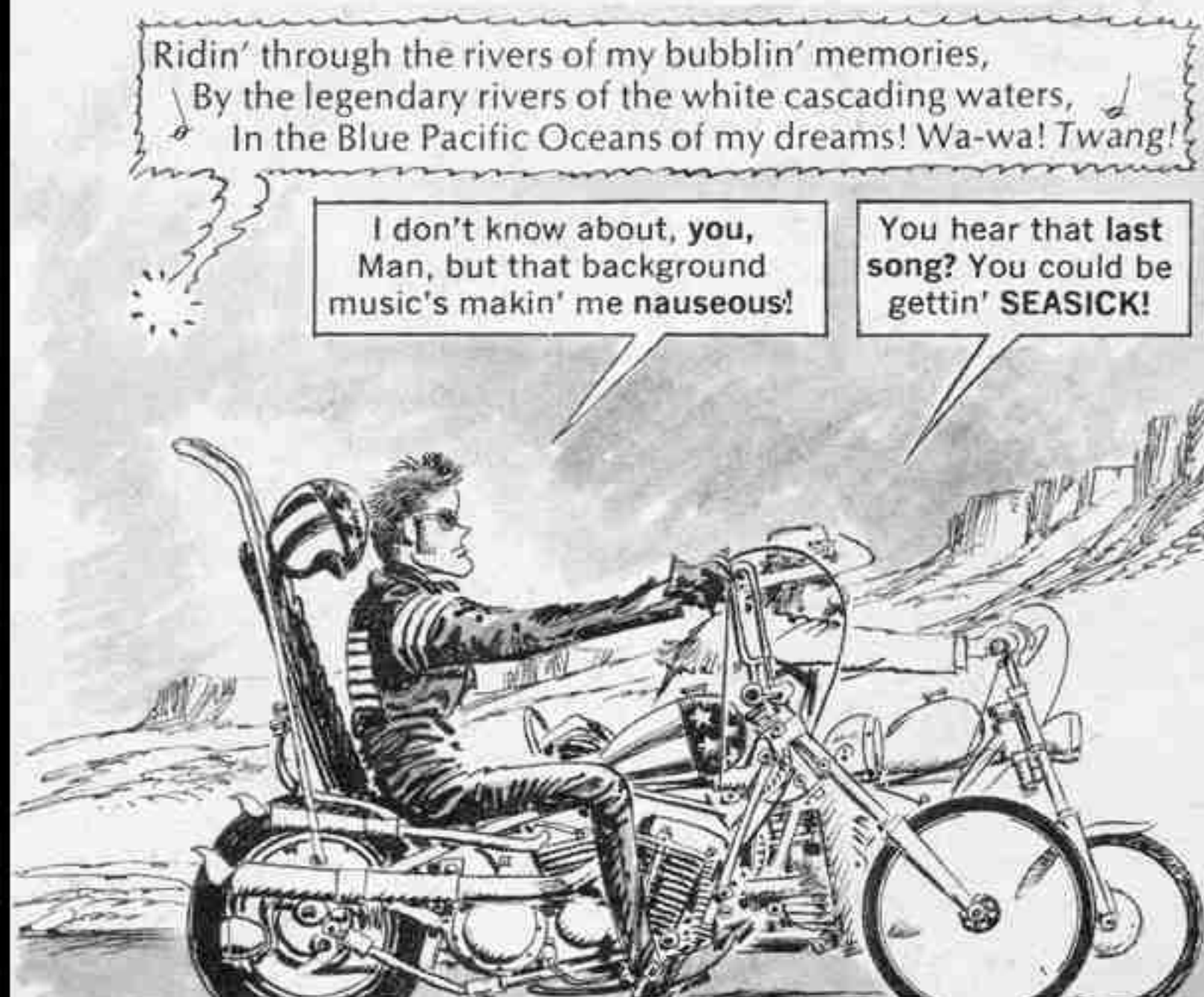
Well, at least that's a start!!



Let's go, Man! We're splittin'!

But didn't we just find America, Man? Ain't America people livin' together, an' sharin' homes together, an' sharin' kids together, and sharin' backyards, and wives together?

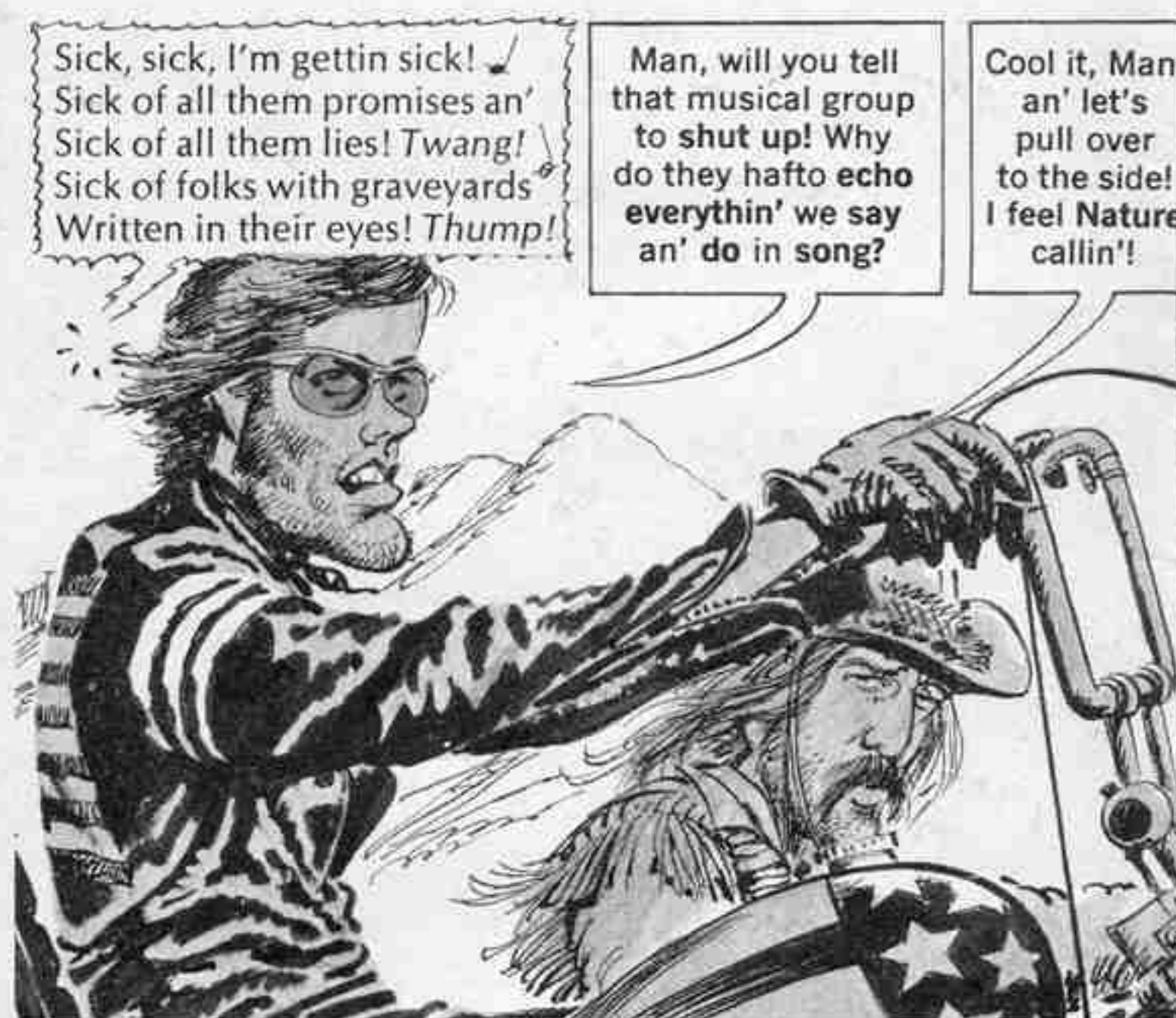
That ain't America, Man! That's Levittown!!



Ridin' through the rivers of my bubblin' memories,
By the legendary rivers of the white cascading waters,
In the Blue Pacific Oceans of my dreams! Wa-wa! Twang!

I don't know about, you, Man, but that background music's makin' me nauseous!

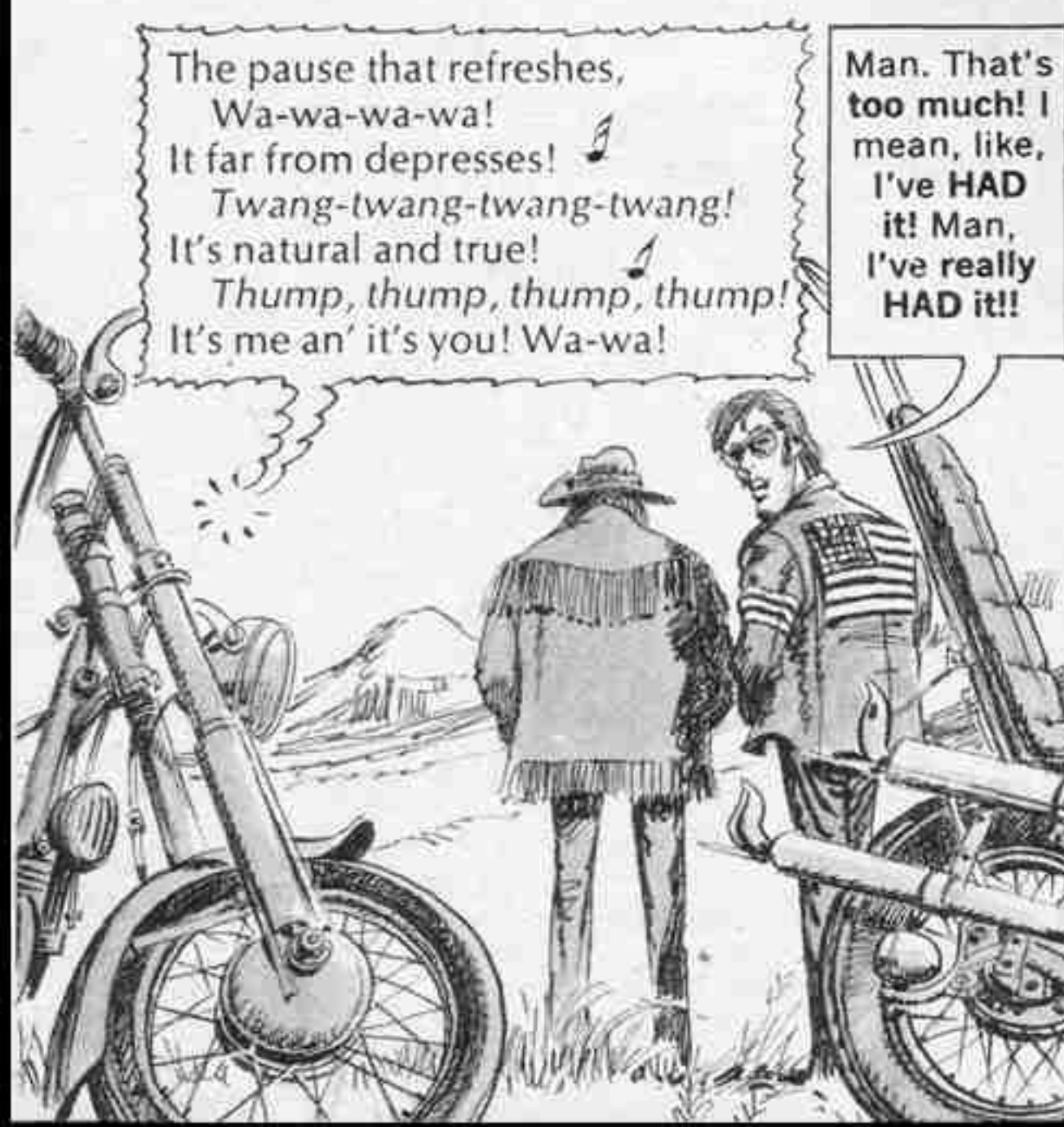
You hear that last song? You could be gettin' SEASICK!



Sick, sick, I'm gettin sick! Sick of all them promises an' Sick of all them lies! Twang! Sick of folks with graveyards Written in their eyes! Thump!

Man, will you tell that musical group to shut up! Why do they hafta echo everythin' we say an' do in song?

Cool it, Man an' let's pull over to the side! I feel Nature callin'!

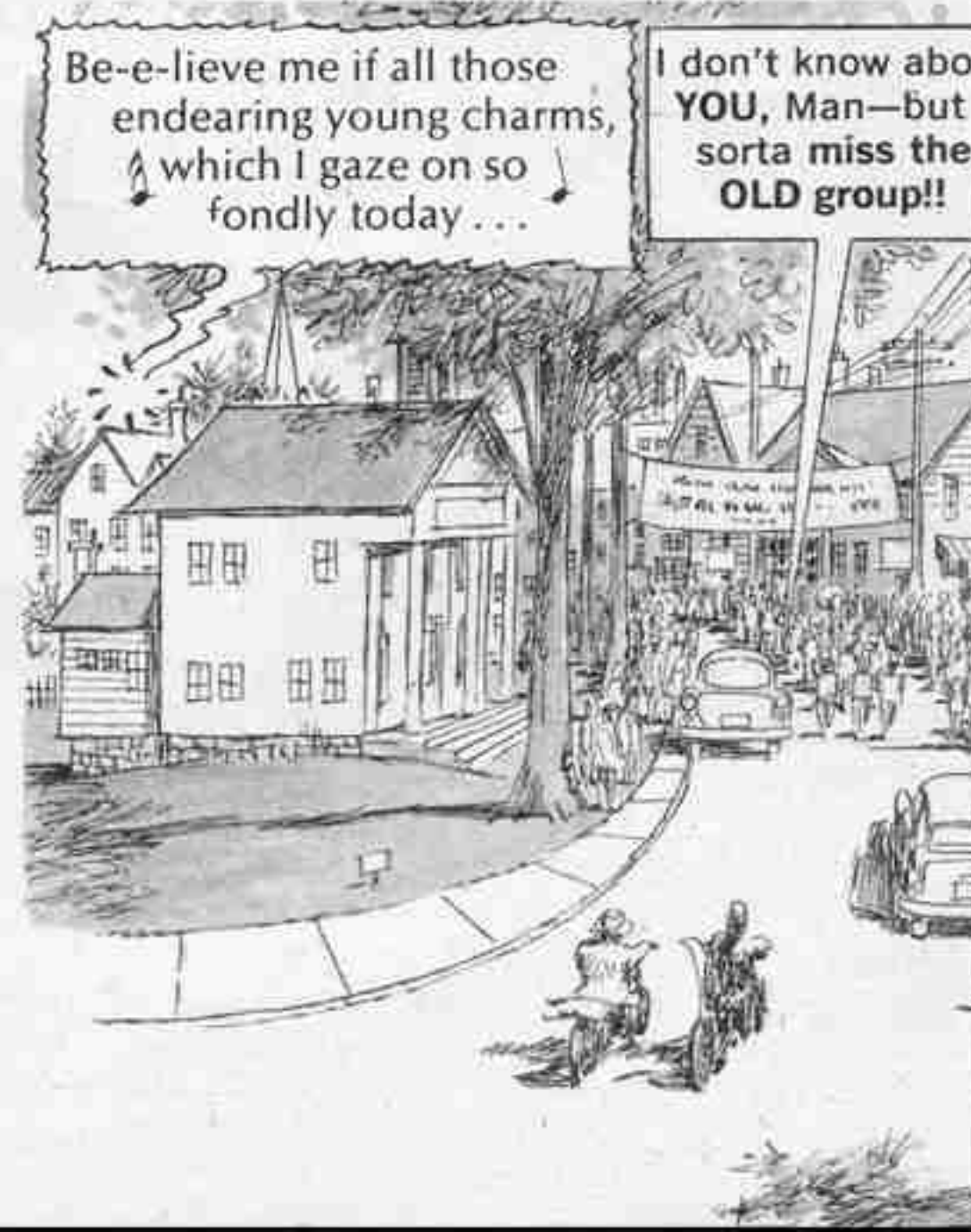


The pause that refreshes,
Wa-wa-wa-wa!
It far from depresses!
Twang-twang-twang-twang!
It's natural and true!
Thump, thump, thump, thump!
It's me an' it's you! Wa-wa!

Man. That's too much! I mean, like, I've HAD it! Man, I've really HAD it!!

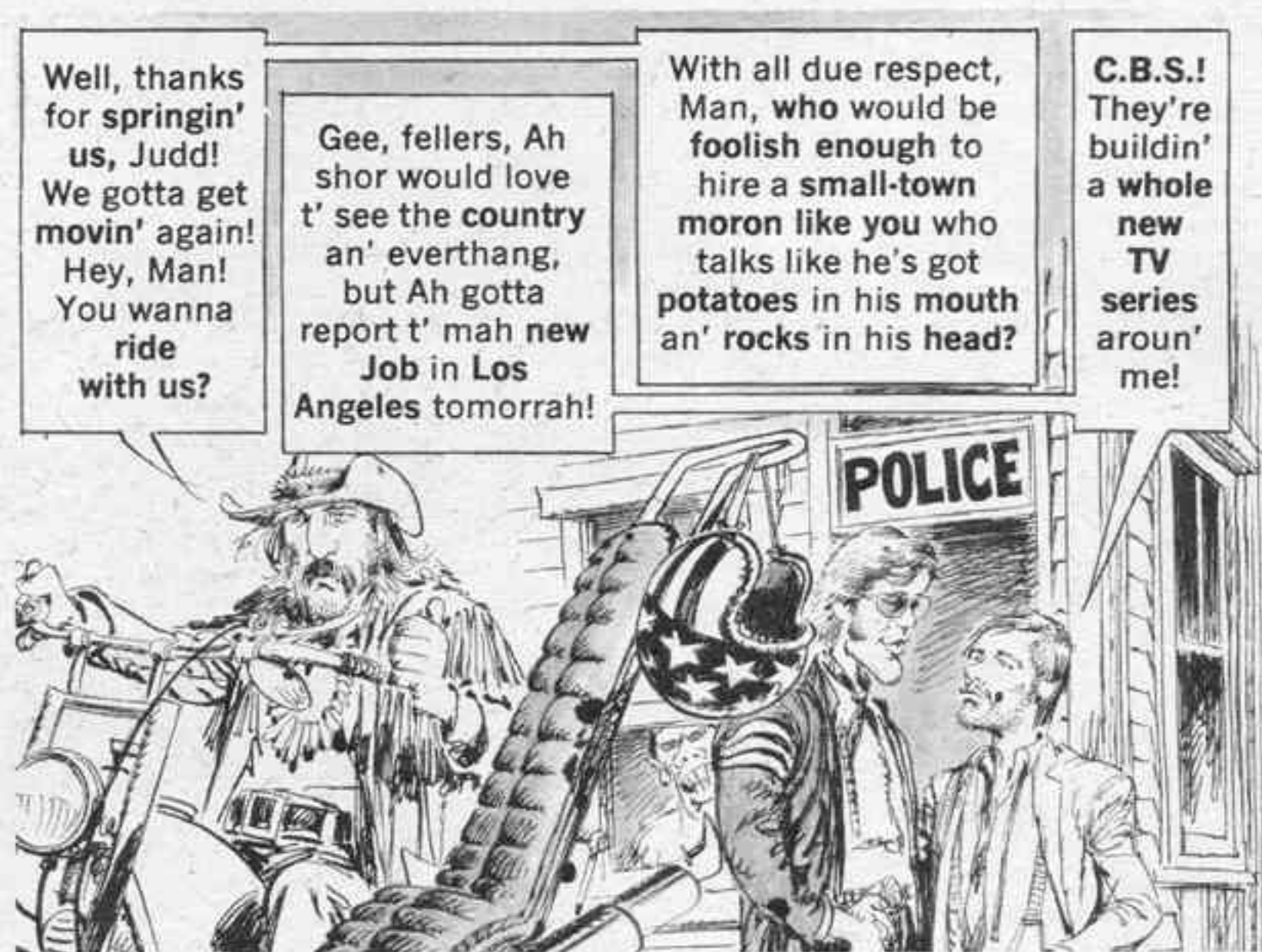
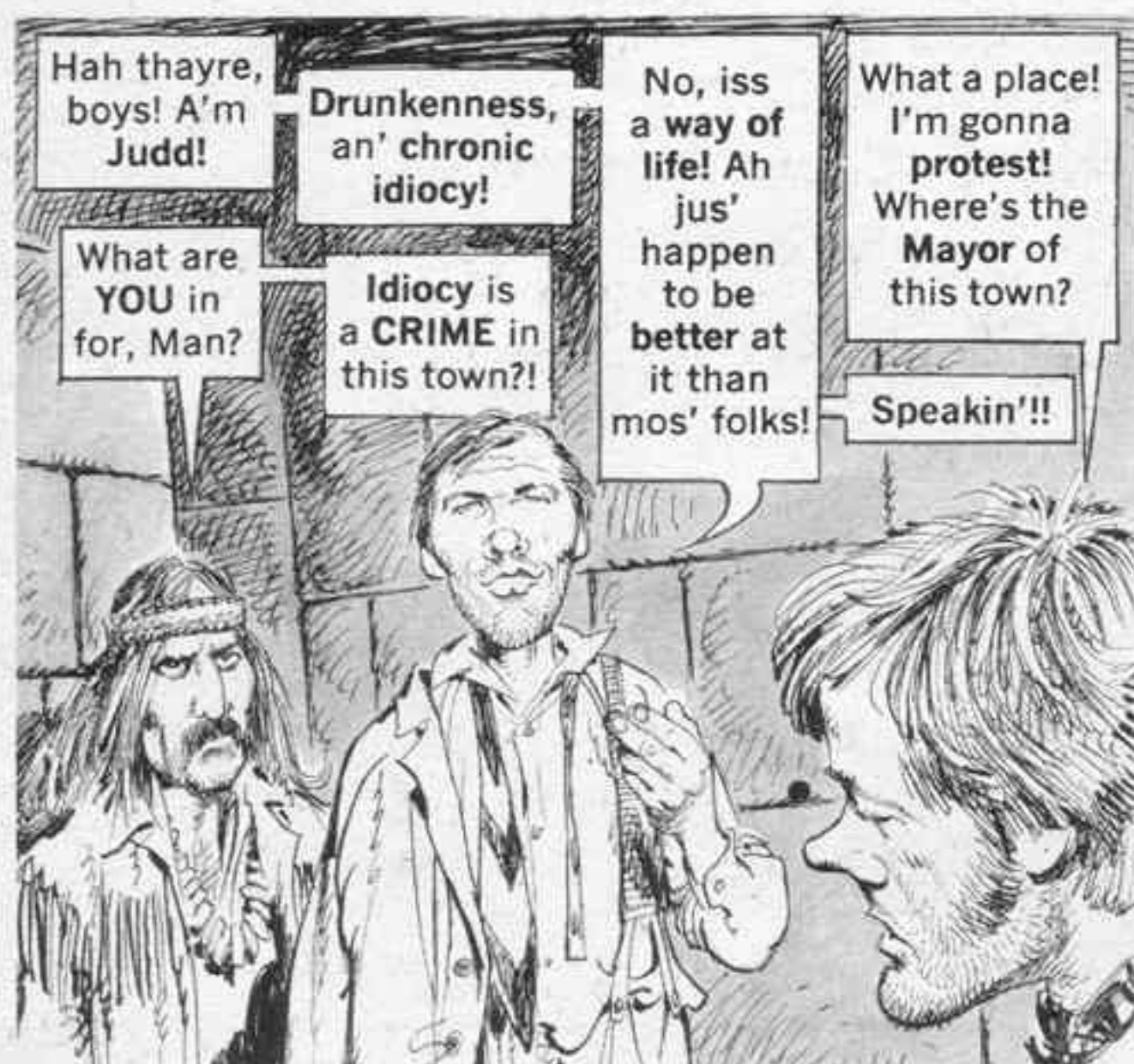


Okay, group! THAT'S IT!! You're through! Finished! Pack up your music an' your twangin' guitars an' your acid an' your needles an' GET OUT!! You're bein' replaced!!



Be-e-lieve me if all those endearing young charms, which I gaze on so fondly today ...

I don't know about YOU, Man—but sorta miss the OLD group!!



So you boys
have been
searching for
the **REAL**
America...

Well, I'll be glad
to show it to you!
I always like to
take a look at it
now and then...

All you have
to do is make
a turn to the
extreme right
up ahead...



Hey, lookit
what's comin'!
Three strange
creeps on
motorcycles!

The young ones are bad
enough! But take a look
at the old guy with the
wild clothes, the long
hair and the beard!!

Let's
get
the
dirty
Commies!

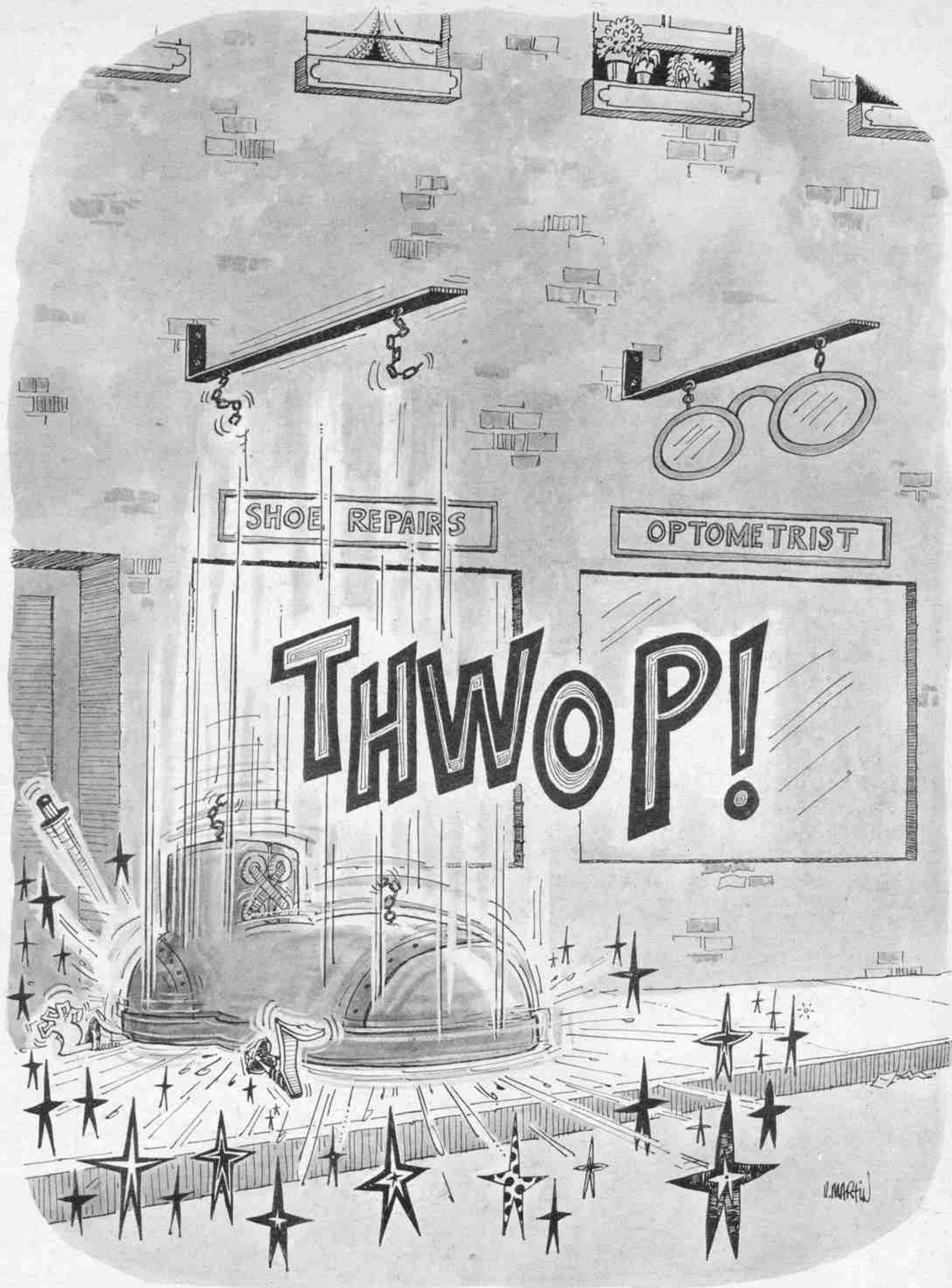


See, boys!! **THAT'S** the **REAL** AMERICA!
They... they don't even recognize ME!!



ONE DAY DOWNTOWN





THE "FAMILIAR" FORM DEPT.

Well, it's Income Tax time again, friends! And this year, the Infernal Revenue Ser— er, the Internal Revenue Service has come up with a "new, easier-than-ever-to-fill-out Tax Form." By April 15th, almost everyone in America will be using the new Form 1040 Income Tax Return . . . simply adding Schedule A, B, C, D, E, F, G, SE, R, or TV . . . plus, of course, when circumstances require it, Forms 2440, 3903, 2106 and 2950SE for making adjustments . . . and also, where applicable, Forms 1310, 2126, 2210, 2441, 4136 and 4137. So when you get right down to it, the "new, easier-than-ever-to-fill-out Form 1040 Income Tax Return" doesn't sound all that simple to us! If the Infer— Internal Revenue Service wants a *really simple* Tax Form, and the Government is indeed *of* the people, *by* the people and *for* the people, why not make a Tax Form that's *like* the people? Something along the lines of this MAD suggestion for a simple, little

U.S. FOLKSY INCOME TAX RETURN 1969

January 2, 1970

Dear Tax-Payer,

Hi, there! Once again, your old Uncle Sam is writing to one of his favorite people, _____, who lives at _____.

I certainly hope this letter finds you well and happy. Are you still single? _____. You mean, you got married? _____ My belated congratulations! How about children? How many do you have? _____. That's great! And what are their names? _____, _____, _____, _____.

Well, how was work this year? No kidding, you made \$ _____! That's wonderful! And how much did those nice folks in the Bookkeeping Department withhold each week? _____! Gee, how did you manage with what was left? Oh, you mean you had additional income of \$ _____ from bank interest, and/or stocks and bonds, and/or other miscellaneous sources? Golly . . . busy, busy, busy!

Hey, you know Uncle Sam's terrible memory. What is your Social Security Number again? _____. Oh, yeah, that's it!

Listen, did you have a lot of expenses this year? Do you prefer that I just assume they were equal to say, oh, 10% of your salary, which comes to \$ _____? Or do you feel like telling your old Uncle *all about* them? In that case, how have you been feeling this past year? Oh, really? That's a shame! You spent *how much* on doctor bills \$ _____? Boy, he must have his office on Park Avenue! That's a lot of money! And *how much* on medicines and drugs \$ _____? Don't they have a "Discount Drug Store" in your neighborhood? I certainly hope you feel better in 1970.

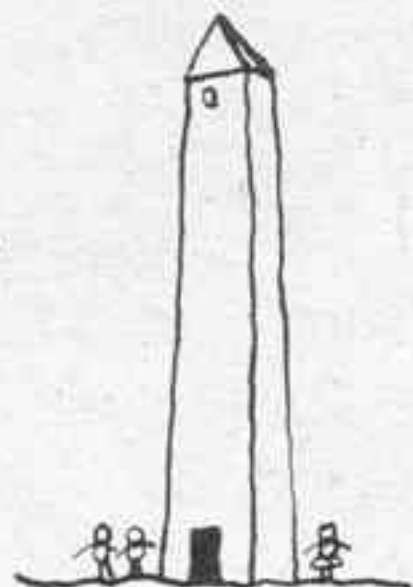
Well, we all know that "Charity begins at home!", but how much money did you contribute to *real* charities this past year? _____. To who? (Or is it to *whom*?) _____, _____, _____, _____.



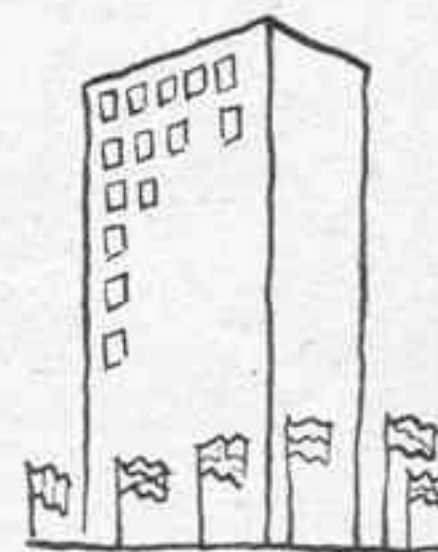
THE BOSS'S HOUSE—
IT COSTS A LOT TO
KEEP IT WHITE!



ROSE FROM THE
WHITE HOUSE
GARDEN—
THEY COST A LOT
TO GROW!



THE WASHINGTON
MONUMENT—
IT COSTS A LOT
TO KEEP IT CLEAN!



THE U.N. BUILDING—
IT COSTS A LOT TO
WASH ALL THOSE
WINDOWS!



A NEW DAM—
IT COSTS A LOT
TO BUILD ONE OF
THESE THINGS!



A NEW CARRIER — IT COSTS A LOT TO LAUNCH ONE OF THESE BABIES!

_____, _____, _____,
_____, _____, _____.

You certainly are a kind soul! That's a lot of charity! You wouldn't *lie* to your old Uncle Sammy, would you?

Let's see . . . what other deductions did you have? _____

_____.

Well, now it's time to play our little "Income Tax Game." This is the most exciting part of my letter. Write down your total income here \$_____, and subtract your total deductions of \$_____, plus \$600 for each of your exemptions. (Uncle Sammy may change his figures slightly, so check your newspapers!) This is the figure you must pay tax on. Look up how much that tax is on the specially prepared "*Secret Agent Tax De-Coder Table*" that I've enclosed. Now check that amount against the amount your friends in the Bookkeeping Department withheld. Did you pay enough tax? I sure hope not! I certainly could use the additional \$_____ you owe me, just as soon as you can spare it, but absolutely no later than April 15th, 1970!

Things on this end have been pretty bad, lately. I've been trying to save money, but as you well know, everything costs so much more these days. That's why I'll just have to ask you for an *extra 10%*! I hope this is the last time I have to do this. It's difficult running a country efficiently. You just can't get good help!

What's that you say? You've paid *too much* tax?! Are you sure? Check your figures. You mean you want poor old Uncle Sammy, in his terrible condition, to send you back \$_____? Well, okay, if you insist. As soon as I get around to it.

Naturally, I know that you are very, very busy these days, which is why I wrote this letter in such a way that you can simply fill in the blanks and mail it back. Because if you're like me, getting around to writing a long letter to a relative is a chore.

Just one more thing: All your answers were honest, weren't they? Cross your heart and hope to die?—. Okay, because your Uncle Sam has a lot of pals at the Treasury Department! Also, the F.B.I.! Just sign your name after this statement:

"I did not lie, Uncle Sam! _____"
sign name here

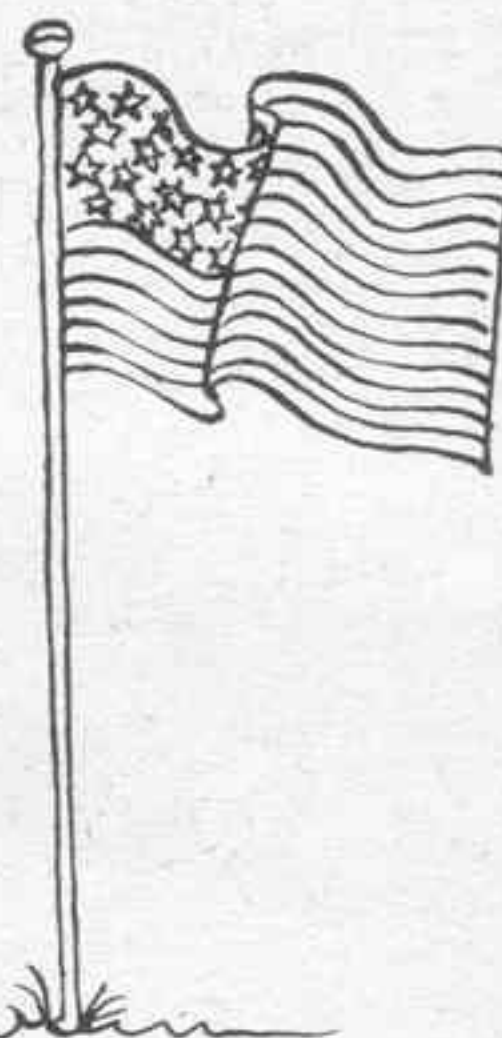
Goodbye for now, and take care of yourself. Have a good year, and you'll be hearing from me again early in 1971.

Sincerely yours,

Uncle \$am
Uncle Sam



AN H-BOMB — IT COSTS A LOT TO KEEP A STOCKPILE OF THESE MONSTERS!



OUR FLAG — IT COSTS A LOT TO KEEP IT FLYING ALL OVER THE WORLD!



ME! I COST A LOT!



ONE OF OUR BOYS — IT COSTS A LOT TO DEFEND OURSELVES!



FEMI-NEIN! DEPT.

Although women have it pretty good these days, what with ruling the roost and alimony laws, there is still a "Double Standard" that is unfair to the fair sex. Everything a woman does is judged more harshly than when a man does the same thing. To appreciate this fact, you have to take a look at

B LIFE FROM THE BROADSIDE!

ARTIST: JACK RICKARD

WRITER: SIDNEY PAULSON



He's such an attentive husband!



She's such a possessive female!



He certainly has a way with the ladies!



She just throws herself at men!



He's always up on all the latest news!



She's nothing but a vicious gossip!



He's a take-charge guy!



She's a domineering old bag!



What a pair! Bill dresses conservatively
—while George always looks real sharp!



What a pair! Barbara always dresses dowdy
—while Alice never fails to look cheap!



He's a gay bachelor!



She's an old maid!



He's always quick with a good-natured gag!



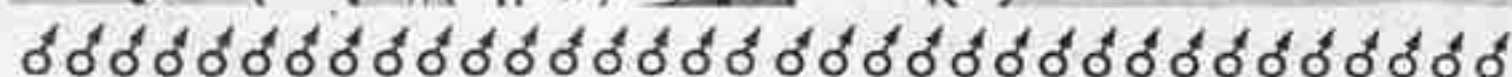
She's such a spiteful, malicious cat!



Jolly ol' Ed!



What a Don Juan! He hops from one girl to another!



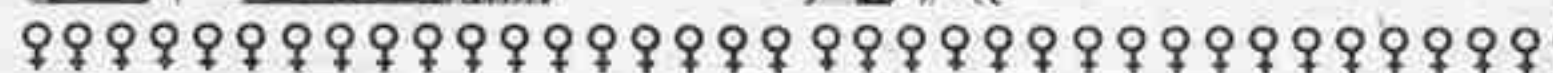
He's got nerves of steel!



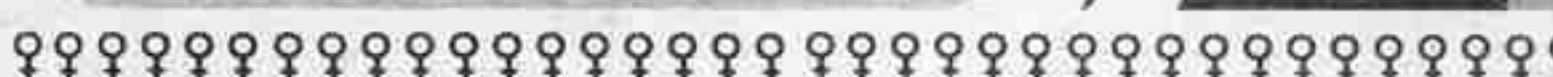
He's sort of rugged looking!



Fat ol' Fanny!



What a tramp! She goes with anything in pants!



Crazy woman driver!



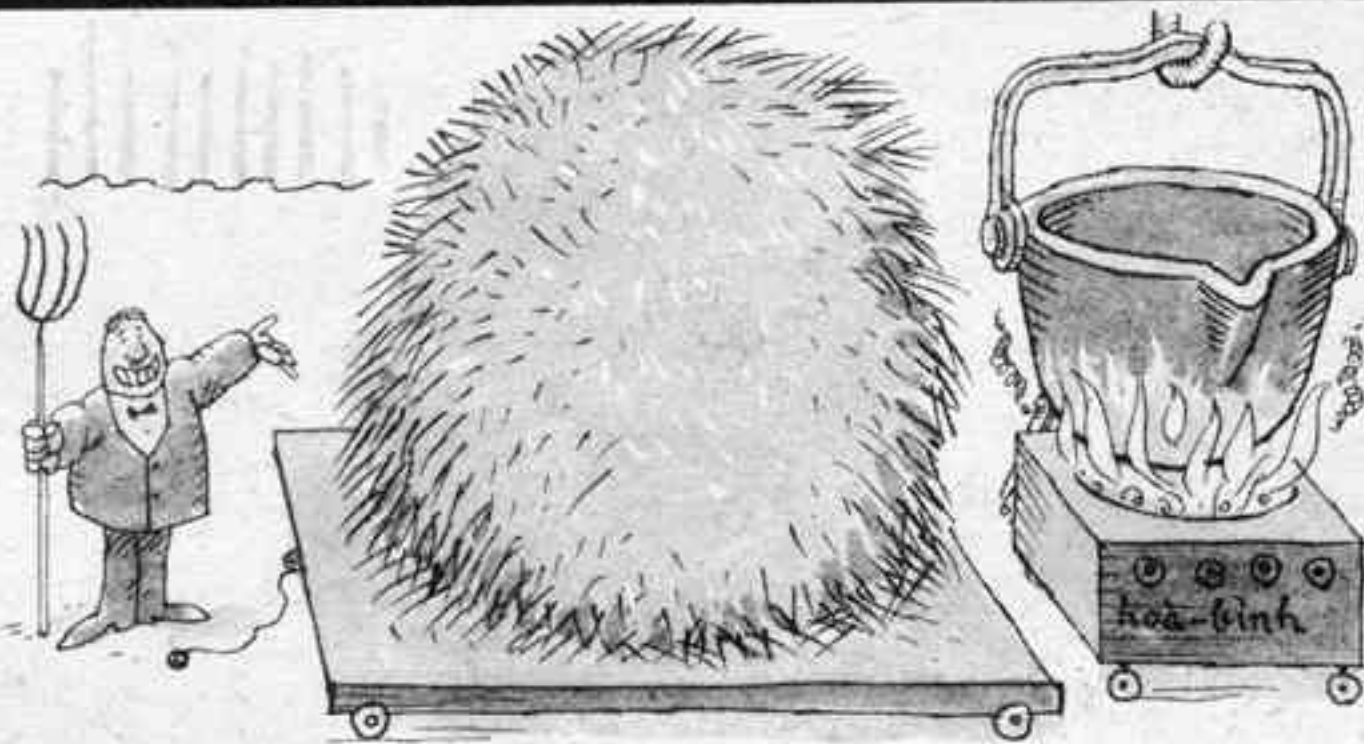
HOKEY-POCUS DEPT.

Al Jaffee, the inventive genius-artist who produces those fabulous "Fold-Ins" for each issue of MAD, has written a very funny new book. Unfortunately, it doesn't *sound* like a very funny new book, so nobody's *buying* it! In order to stimulate sales, we'd like to

THE MAD BO & OTHER D

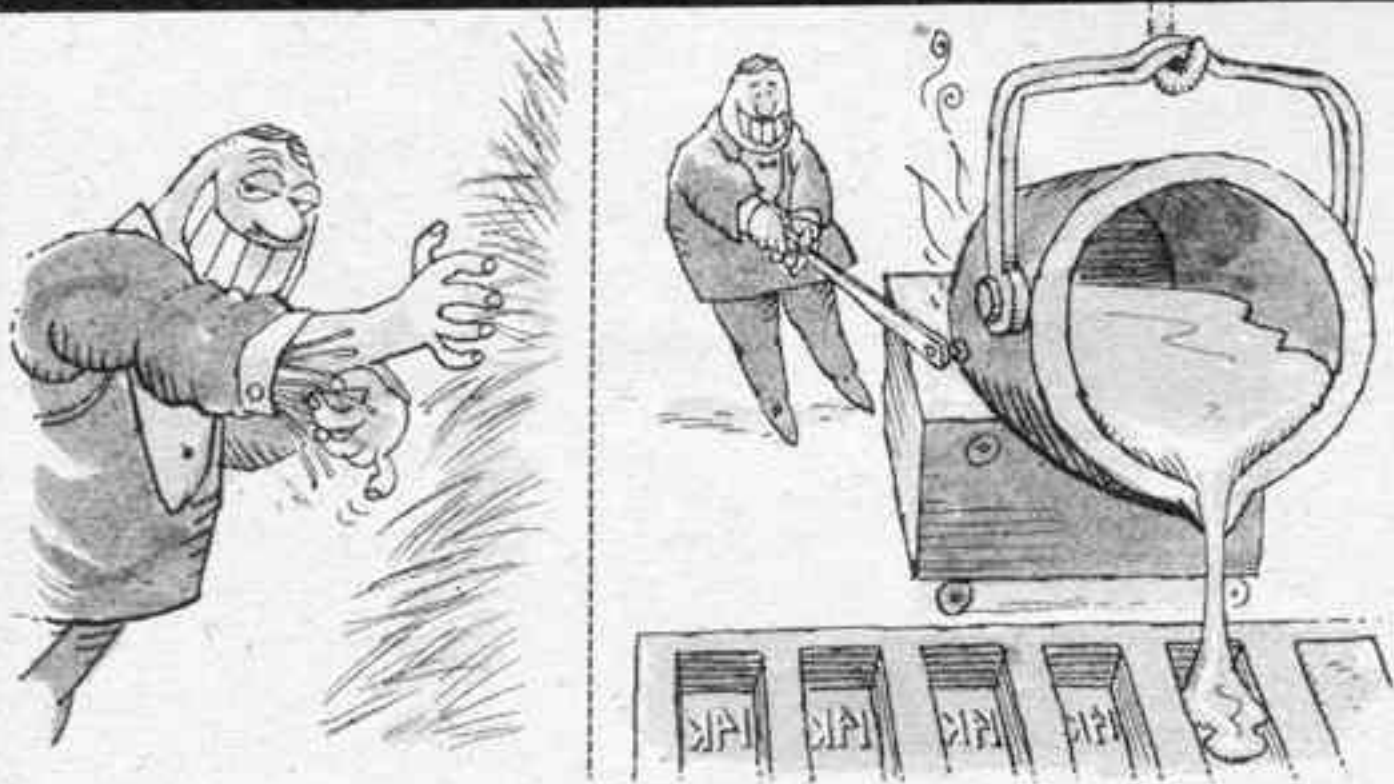
ARTIST & WRITER:

THE GLITTERING "100 LBS. OF GOLD FROM A PILE OF STRAW" TRICK



For thousands of years, Man has dreamt of turning straw into gold. So you can imagine an audience's surprise when you announce that this is exactly what you intend to do! Then you wheel a huge pile of straw on stage, grab a handful, and pass it among the onlookers. They, of course, are convinced that the straw is indeed straw. At this point, you take a pitchfork and begin to pile the straw into an intensely-heated cauldron. As the straw "cooks", you make all kinds of weird incantations. Then, at the right moment, you dash to the cauldron and, right before your audience's dazzled eyes, proceed to pour out 100 pounds of molten gold. (To really put a clincher on this trick, it may be effective to have available a certified and impartial assayer to testify to the gold's purity.)

HOW THE TRICK IS DONE



This is another example of the importance of sleight of hand to the magician. The whole trick hinges on how you pass the handful of straw among the onlookers. This is where sleight of hand comes in. This "real straw" must be brought from your sleeve, since all the straw in the pile is "phony straw". It is actually 100 lbs. of fine pure gold wire, which merely melts down when it is pitched into the intensely-heated cauldron. Could anything be simpler?

THE GREAT BUMBLEONI

The Booking Agent is coming over to see our new trick, Charlie—but I'm still not happy with the timing!



When I wheel the guillotine out, I want you to be stage left, facing the audience!



show you what this very funny book is all about. So here are some examples. Rest assured that this stuff was written especially for this article, and will not be found in the book. The stuff in the book is much funnier. If you don't believe us, pick up a copy of . . .

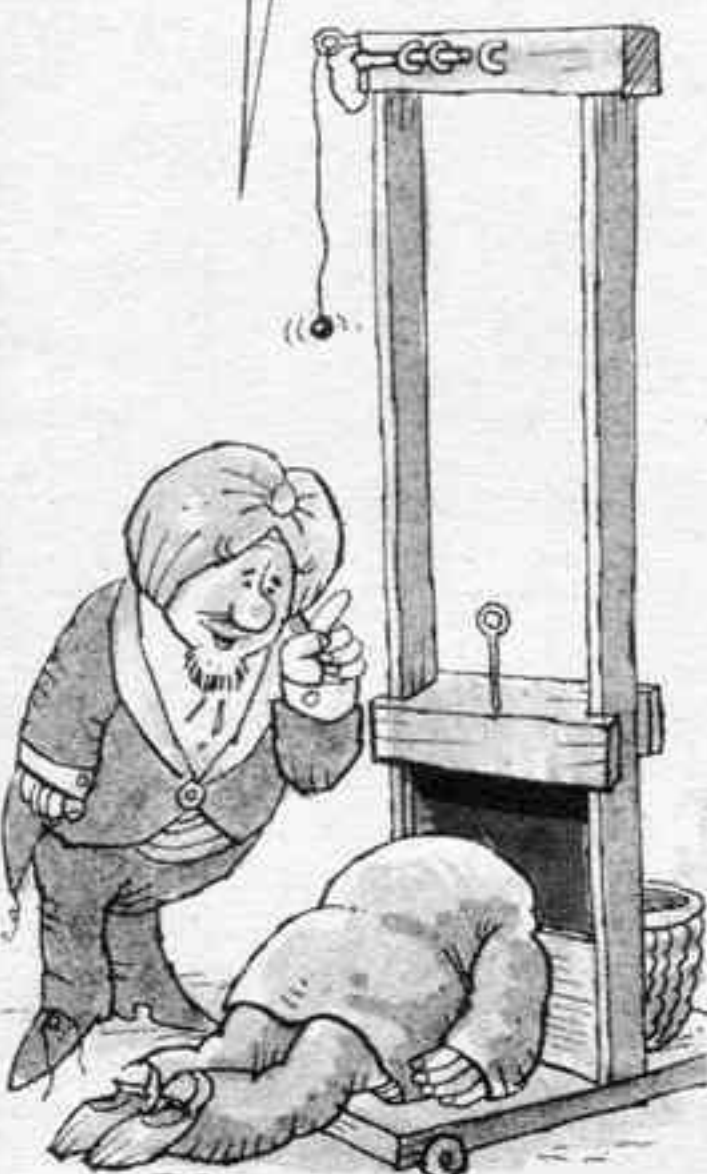
OK OF MAGIC IRTY TRICKS

AL JAFFEE

Then, after I chop your head off, don't be in such a hurry to get up! Let the audience sweat for a while! It adds to the dramatic effect!



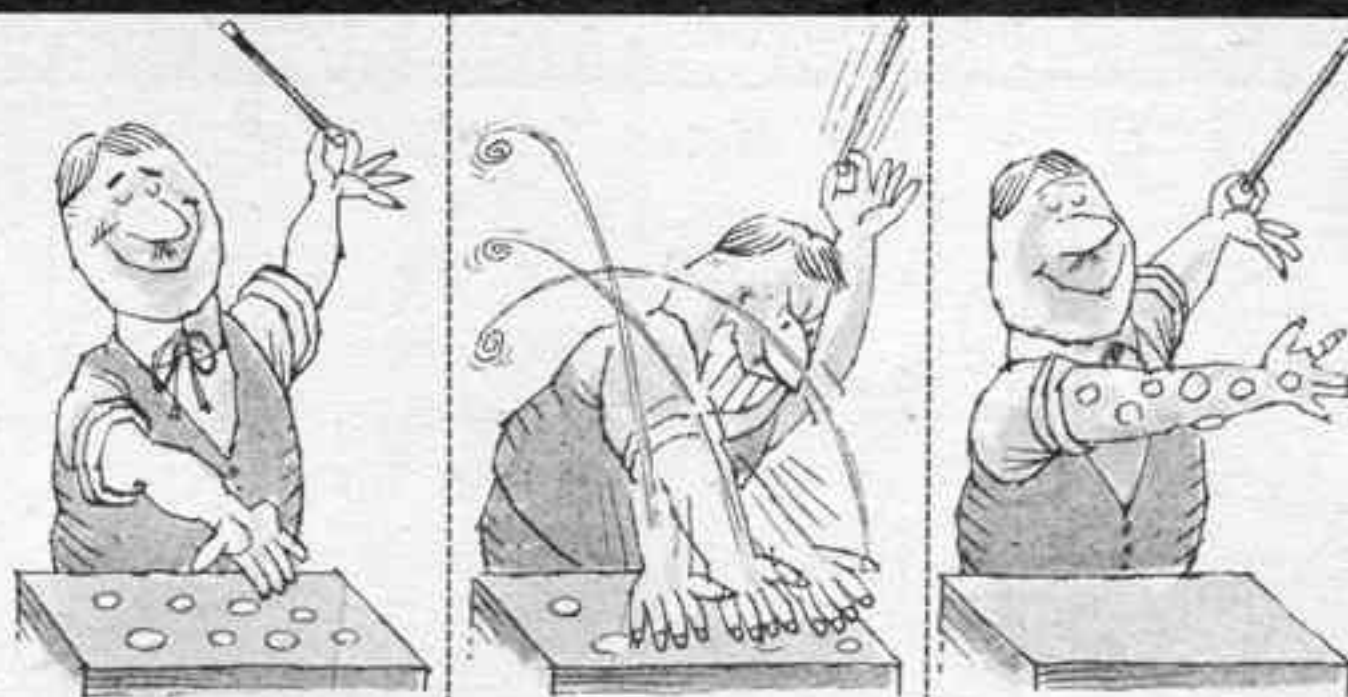
That's much better, Charlie!



Whaddaya mean "much better"! I can't even get this #\$\$%&! fake head to stay in place!

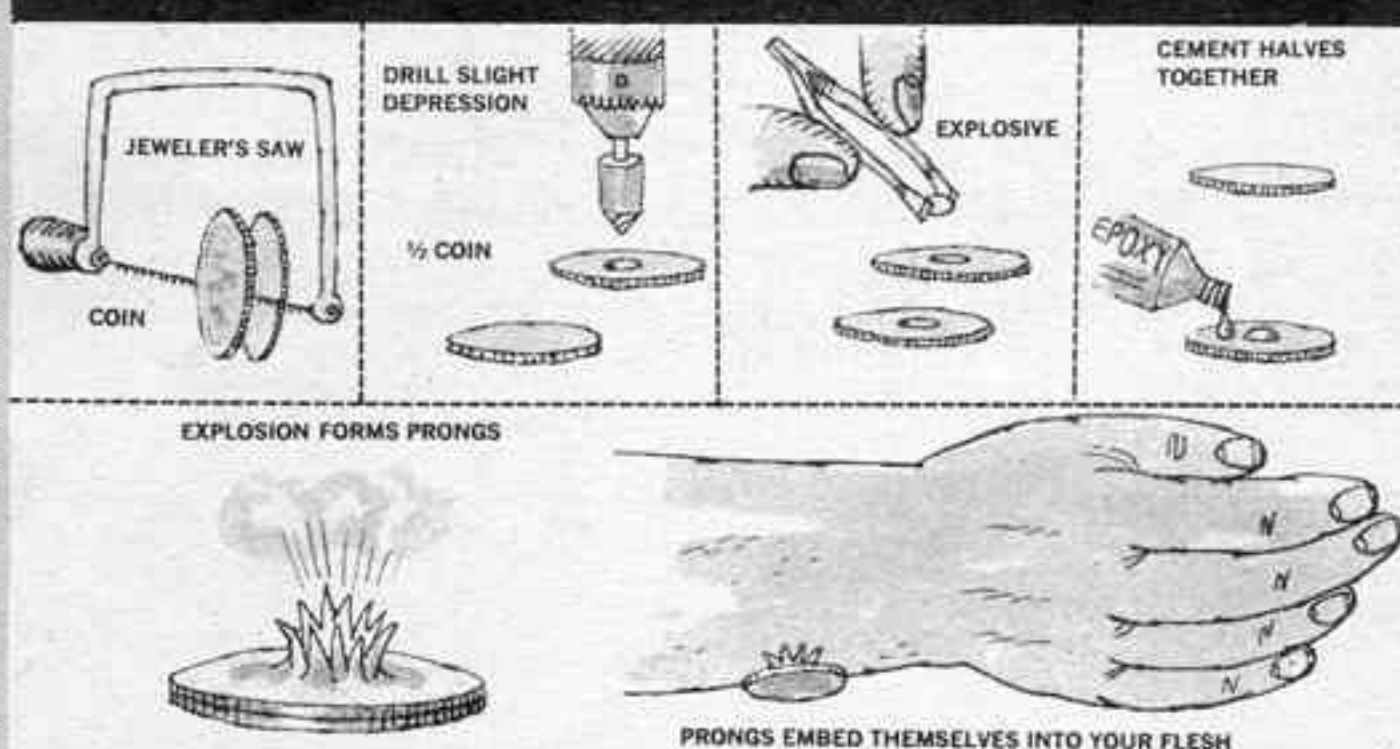


THE ASTONISHING "MAGNETIC COINS" TRICK



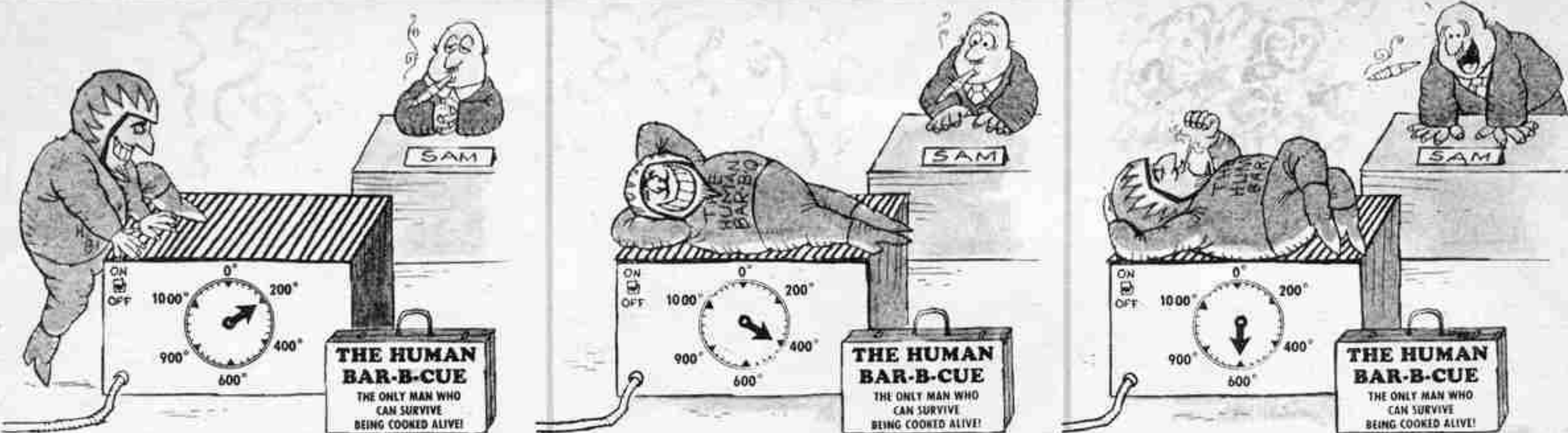
Place a number of coins on a table and tell your audience that by merely waving your magic wand, you will invest them with strange, magnetic properties. Then, rolling up your sleeves as if preparing for some hard work, start waving your wand while shouting, "**Hocus Pocus, Jimminy Ocus! Coins Become Magnetic!**" and suddenly begin to slap at the coins violently with palms, wrists, arms, elbows, and any other exposed part of your body. To everyone's amazement, the coins will magically stick to you as if completely magnetized.

HOW THE TRICK IS DONE

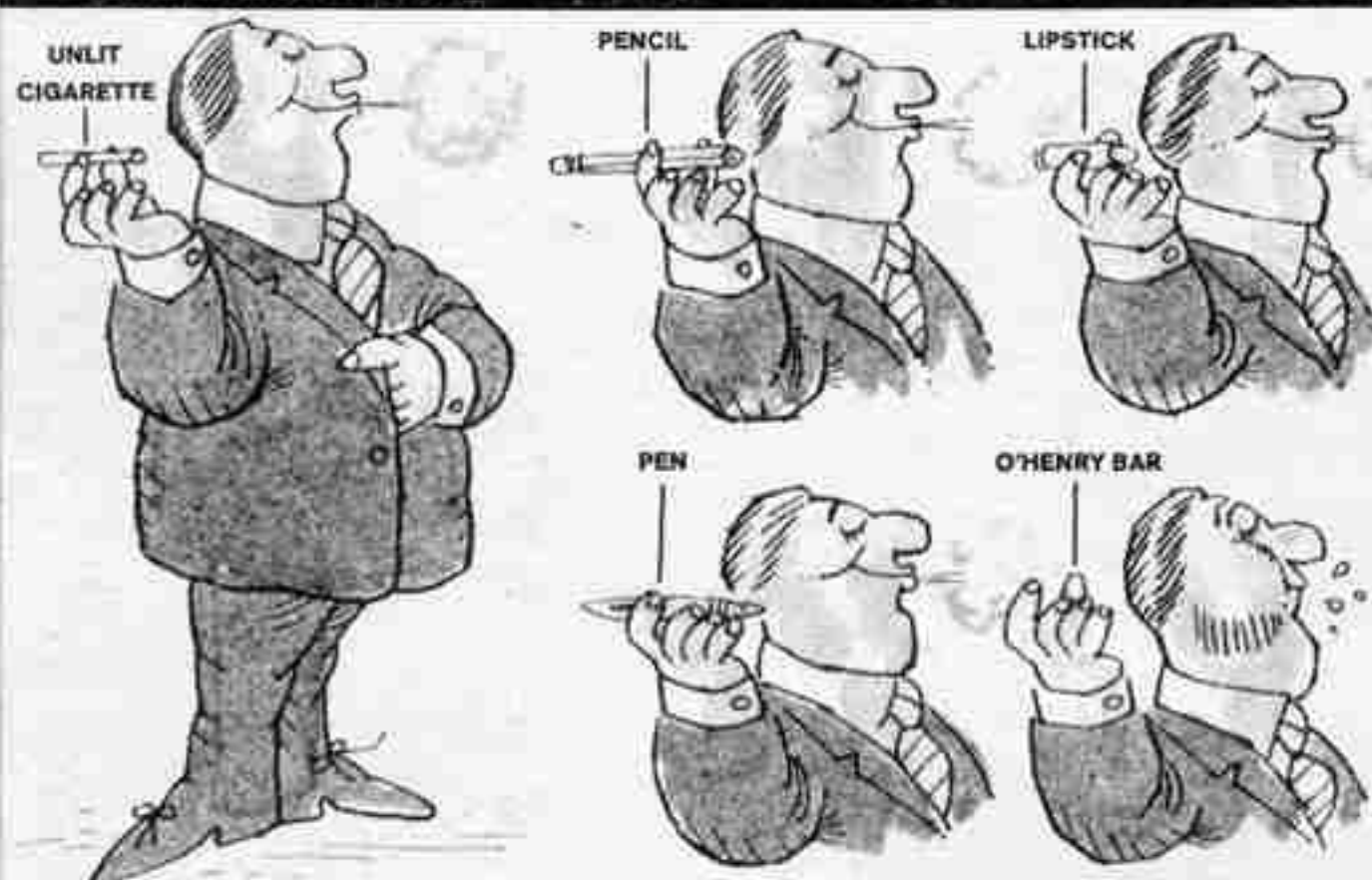


Naturally, this trick would be impossible without special preparation. In this case, it is the coins. Although they appear to be quite normal, they are in fact very clever and complicated little mechanisms. They are constructed by sawing ordinary coins in half and placing tiny explosives inside. Then the two halves are joined again with epoxy. A sharp blow is all that is required to set off the explosive. Thus, when you slap the coins, the explosions occur—and ragged, jagged metal prongs are formed which penetrate the flesh, jamming the coins against it and giving the effect and appearance of "magnetization". (Incidentally, there is no need to worry about any telltale flowing of blood. The jamming effect of the prongs seals the blood in. It is only later . . . when you are safely backstage and you rip the coins out of your flesh that you must be prepared with tourniquets, bandages, iodine, plasma, etc.)

SAM THE AGENT IN "THE HOTTEST TRICK IN TOWN"



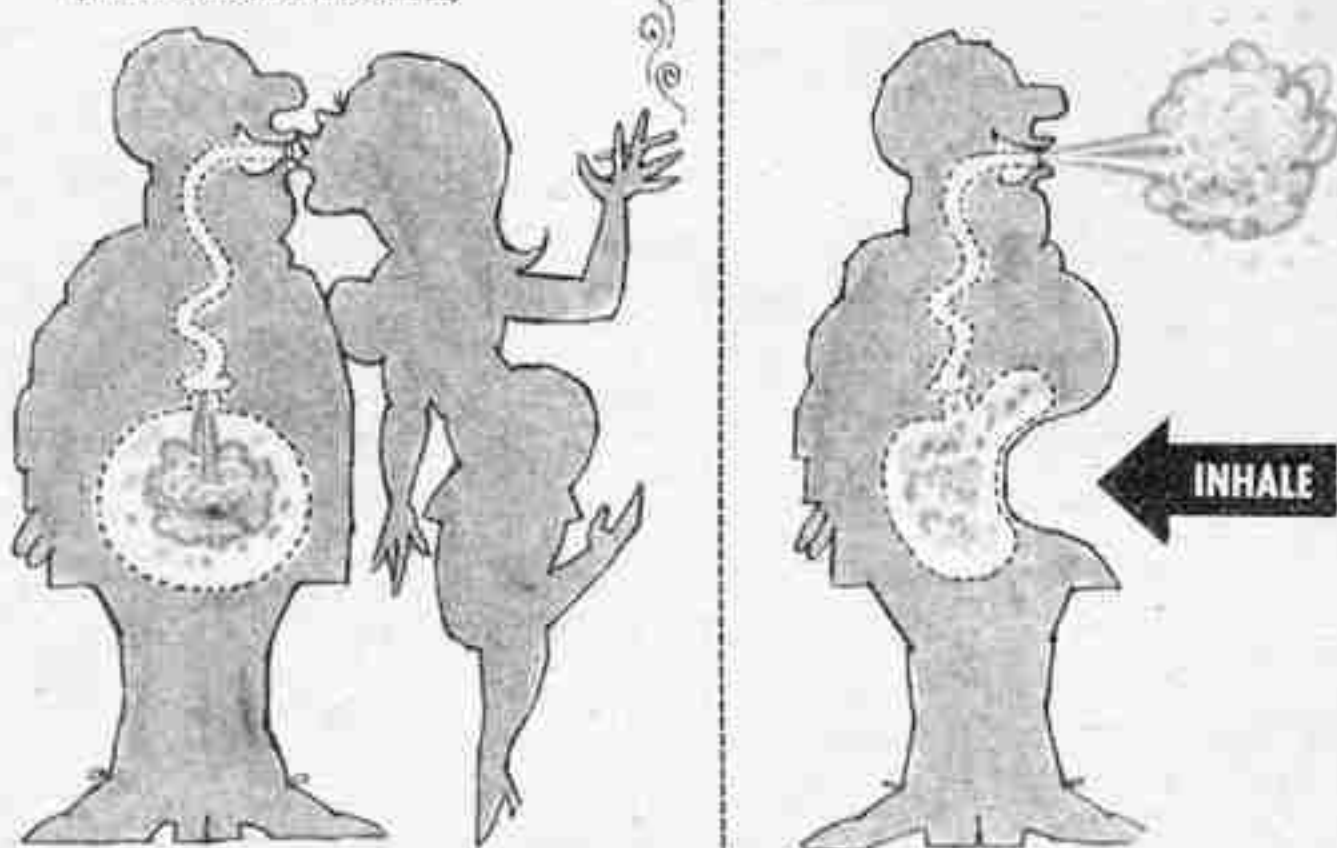
THE PERPLEXING "ETERNAL UNLIT CIGARETTE" TRICK



You announce to the audience that you have developed a magic way to eliminate the cost of smoking. You do it, you say, simply by drawing smoke from an "unlit" cigarette. Naturally, everyone will laugh, whereupon you take a cigarette from anyone in the audience and proceed to inhale and exhale smoke from it without lighting it. (For an added touch of humor, you can also do this with a pencil, your magic wand, a lipstick, a ball-point pen or an O'Henry bar.)

HOW THE TRICK IS DONE

FILLING THE BALLOON WITH SMOKE
(FEMALE ASSISTANT IF POSSIBLE)



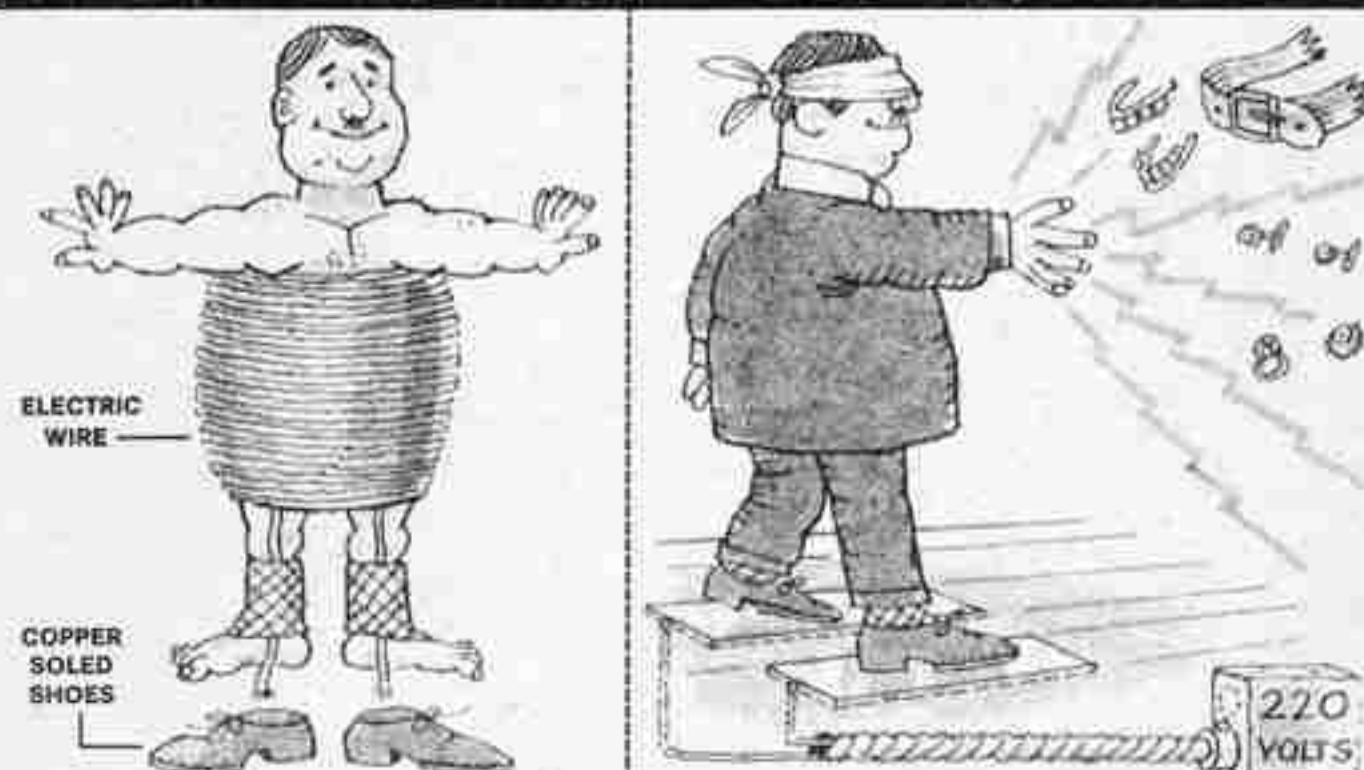
Before the show, you swallow a balloon with a long tube attached. Just prior to your performance, have someone fill the balloon in your stomach with smoke by blowing it into your mouth. Bite down on the tube to keep the smoke from escaping while you are talking. To explain the clenched teeth, tell your audience you're doing an imitation of "Kirk Douglas". Then, all you need to do to produce a puff of smoke is suck in your belly, which squeezes the balloon.

THE "FINDING A NEEDLE IN A HAYSTACK" TRICK



You appear on stage with a huge haystack. Requesting a volunteer from the audience, you ask him to blindfold you. Then, taking an ordinary needle from your lapel, you have him hide it anywhere he likes in the haystack. You then announce to your audience that you intend to recover the needle in exactly two seconds. To the utter consternation of all, you plunge your hand into the haystack, and quickly remove the needle, holding it aloft to deafening applause.

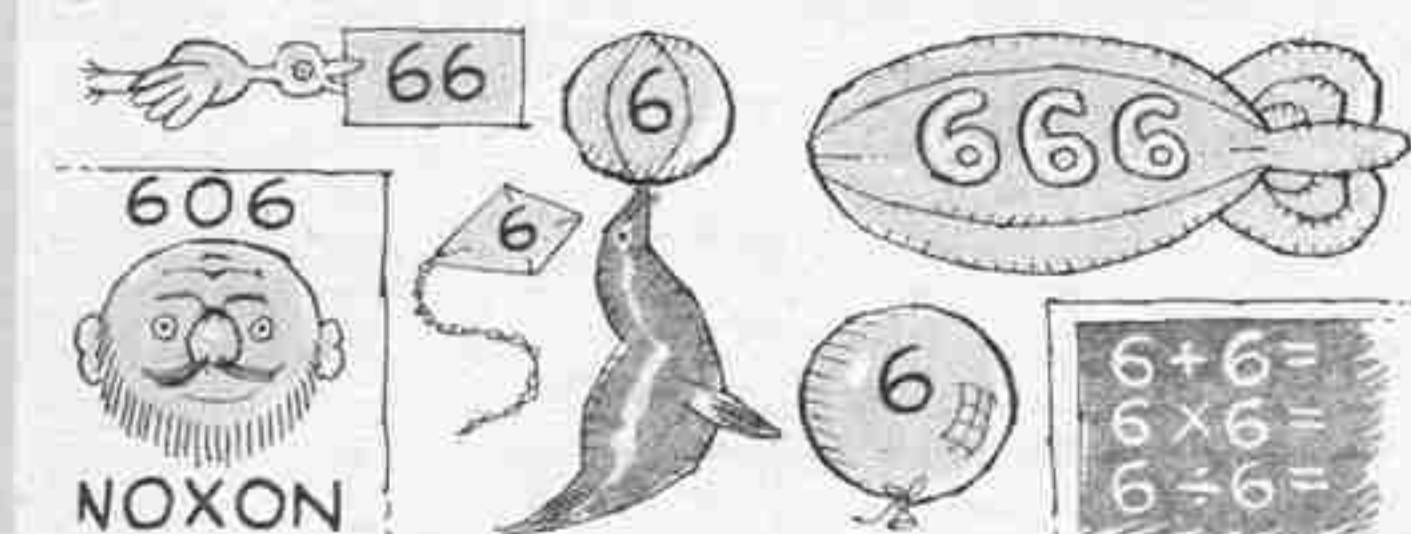
HOW THE TRICK IS DONE



This simple but effective trick will be understood by anyone who had basic high school science. Before going on stage, merely wrap your entire body with electric wire, run the two ends down each leg, under false sock-tops, and into shoes especially fitted with copper soles. Thus, when you walk to the haystack and step on the two metal plates embedded in the stage, the 220 volts of electricity they carry will flow through your body, making you one large electro-magnet which easily attracts the needle in the haystack. (A word of caution: There is obviously an element of danger here, so you must take care to note what other metal items are in the vicinity. The trick will be spoiled if you step too close to a volunteer wearing steel cuff links, belt buckles or teeth braces.)



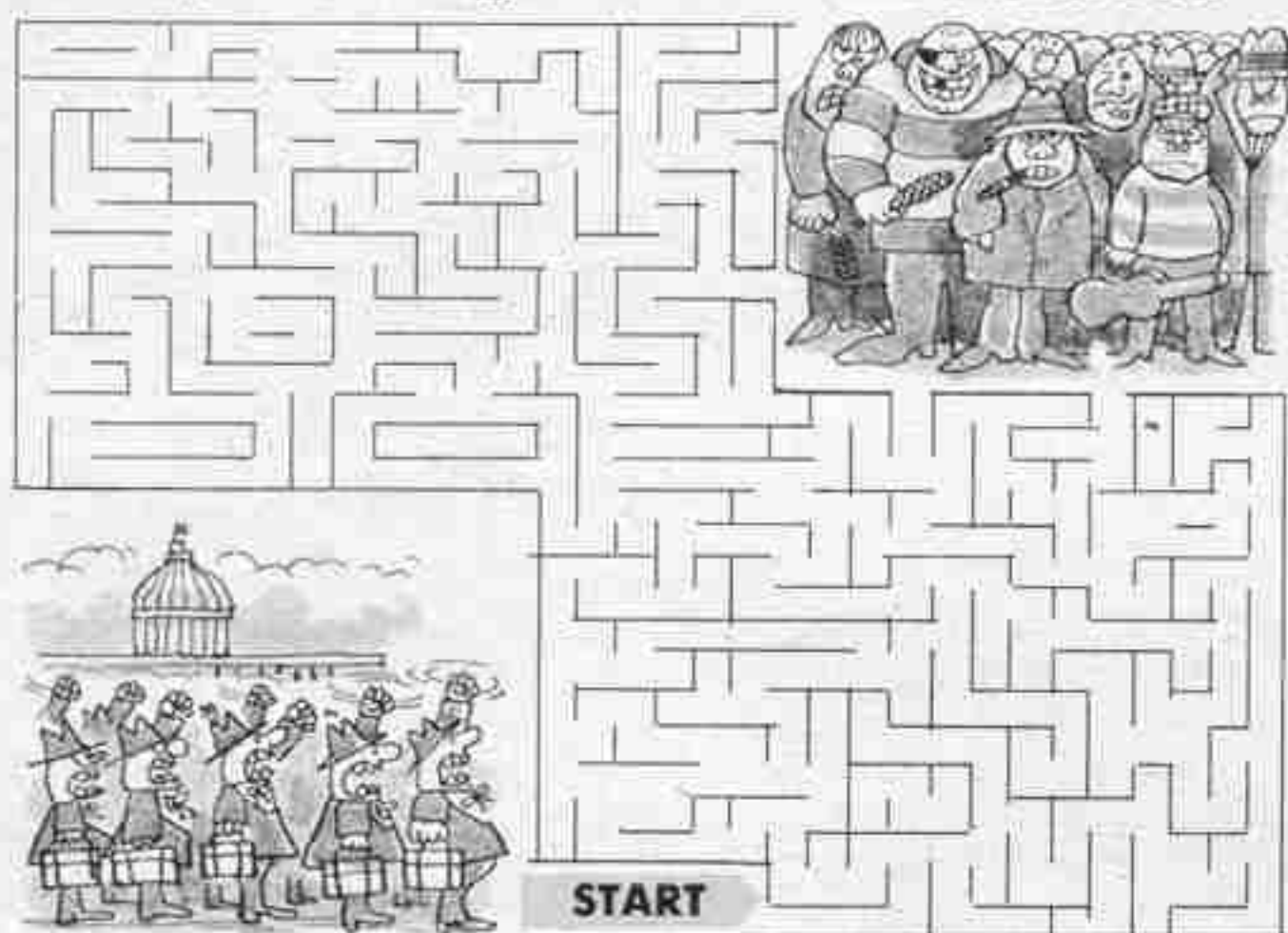
HOW MANY SIXES CAN YOU FIND IN THIS PICTURE?



ANSWER: If your answer is 16, you are wrong! There are no sixes in this picture—only nines! The picture was printed upside-down!

HELP RESTORE LAW AND ORDER

Legislators everywhere are upset by the breakdown in Law Enforcement. Can you help in the fight against these awful crooks? Remember, it will take a lot of zeal, perseverance and intelligence to outwit these nasty rascals. So get to it. There's no time to lose.



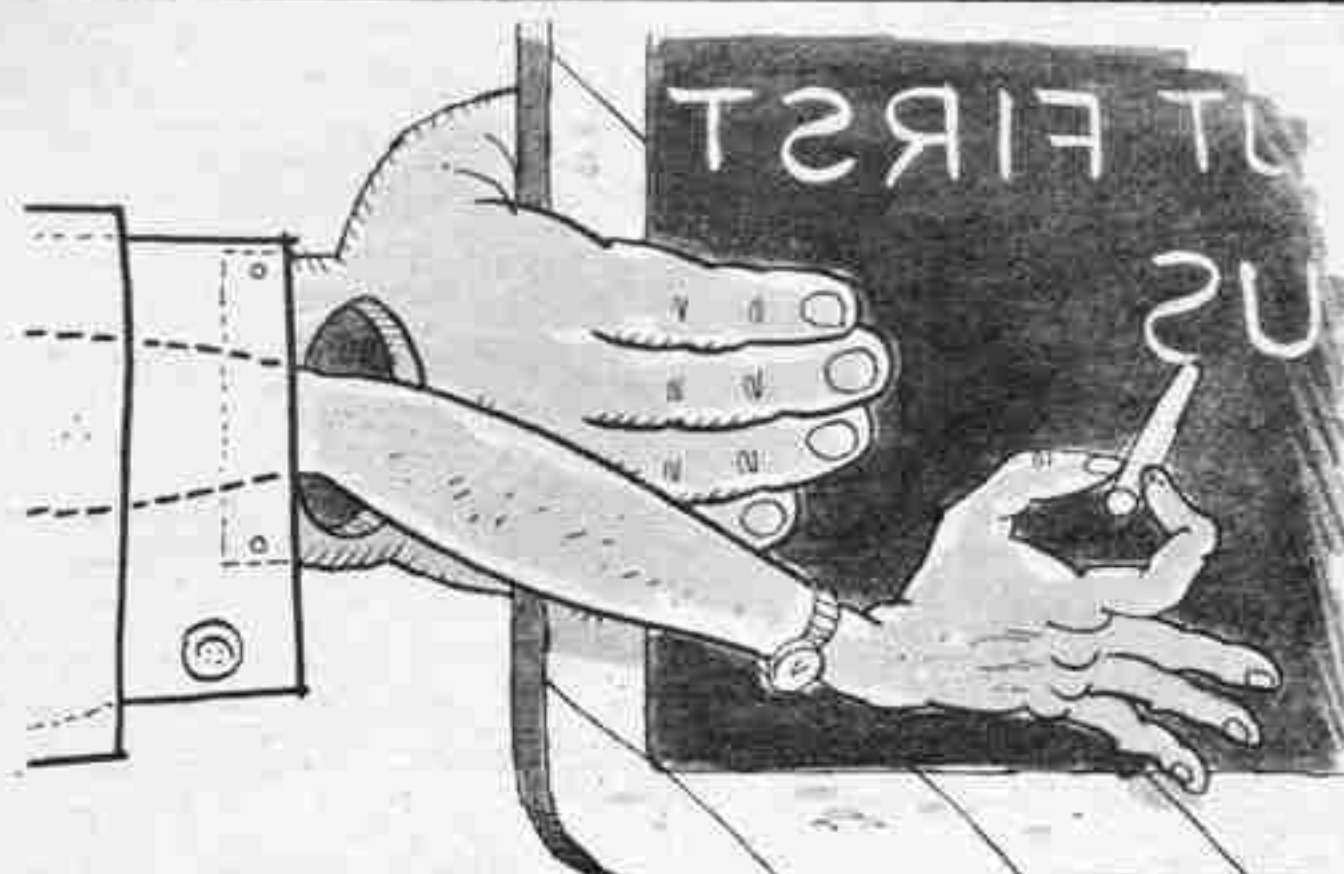
ANSWER: If you went into the maze, you certainly showed zeal and perseverance... but no intelligence! The rascals and crooks are right there in the starting box! That's right... the Legislators themselves! Who else passes laws in favor of businesses that they own shares in? Who else votes themselves raises while ranting about inflation? Who else puts relatives in high-paid non-existent jobs while screaming about Welfare costs? Yep, if you've nabbed those Politicians, you'd've done plenty for Law and Order right there!

THE MYSTIFYING "MAGIC MESSAGE" TRICK



Holding up an ordinary-looking slate blackboard, you announce to your audience that it is a "Magic Blackboard" and that if you ask it a question, an answer will mysteriously appear. Then you ask for a volunteer, and when he poses a question to the "Magic Blackboard", an answer does indeed mysteriously appear on it in chalk.

HOW THE TRICK IS DONE



The so-called "Magic Blackboard" is actually held up by a "phony plastic hand", leaving your real hand free to write on the back of the slate with "Magic Bleed-Through Chalk". Remember that one of the big problems you have is learning to write backwards on the blackboard so the answer will "bleed through" correctly. As for the other big problem... mainly, finding a piece of "Magic Bleed-Through Chalk"... well, we can't solve all your problems!

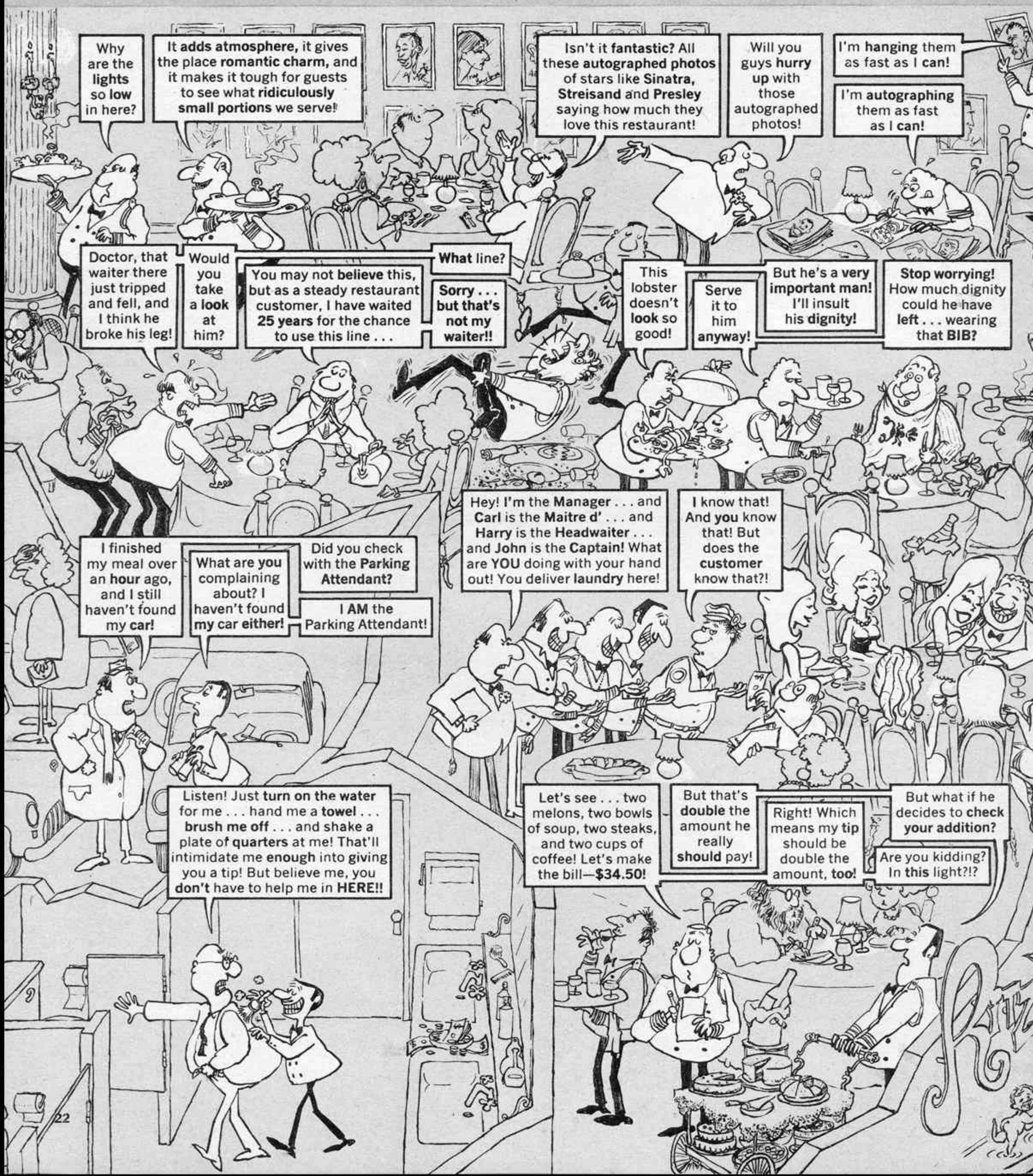


INSIDE-OUCH DEPT.

Okay, gang, here we go again with another visit behind the scenes of an American institution

A MAD PEEK BEHIND

ARTIST: SERGIO ARAGONES



Why are the lights so low in here?

It adds atmosphere, it gives the place romantic charm, and it makes it tough for guests to see what ridiculously small portions we serve!

Isn't it fantastic? All these autographed photos of stars like Sinatra, Streisand and Presley saying how much they love this restaurant!

Will you guys hurry up with those autographed photos!

I'm hanging them as fast as I can!
I'm autographing them as fast as I can!

Doctor, that waiter there just tripped and fell, and I think he broke his leg!

Would you take a look at him?

You may not believe this, but as a steady restaurant customer, I have waited 25 years for the chance to use this line...

What line?
Sorry... but that's not my waiter!!

This lobster doesn't look so good!

Serve it to him anyway!

But he's a very important man! I'll insult his dignity!

Stop worrying! How much dignity could he have left... wearing that BIB?

I finished my meal over an hour ago, and I still haven't found my car!

What are you complaining about? I haven't found my car either!

Did you check with the Parking Attendant?
I AM the Parking Attendant!

Hey! I'm the Manager... and Carl is the Maitre d'... and Harry is the Headwaiter... and John is the Captain! What are YOU doing with your hand out! You deliver laundry here!

I know that! And you know that! But does the customer know that?!

Listen! Just turn on the water for me... hand me a towel... brush me off... and shake a plate of quarters at me! That'll intimidate me enough into giving you a tip! But believe me, you don't have to help me in HERE!!

Let's see... two melons, two bowls of soup, two steaks, and two cups of coffee! Let's make the bill—\$34.50!

But that's double the amount he really should pay!

Right! Which means my tip should be double the amount, too!

But what if he decides to check your addition?
Are you kidding? In this light?!!

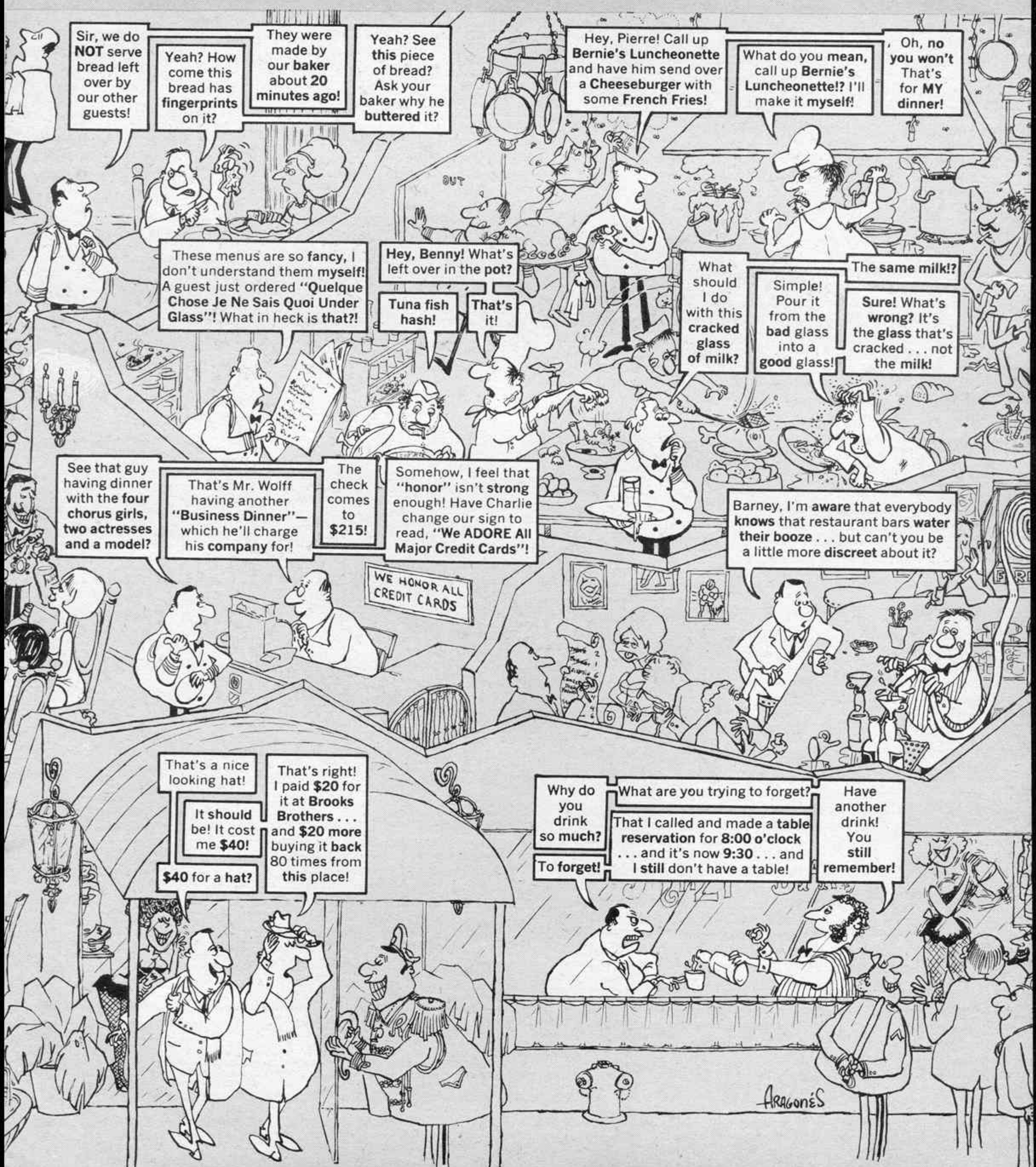


to discover what new and inventive ways we the people are being shafted. Won't you join us for

THE SCENES

At A Fancy Restaurant

WRITER: LARRY SIEGEL



Sir, we do **NOT** serve bread left over by our other guests!

Yeah? How come this bread has fingerprints on it?

They were made by our baker about 20 minutes ago!

Yeah? See this piece of bread? Ask your baker why he buttered it?

Hey, Pierre! Call up **Bernie's Luncheonette** and have him send over a **Cheeseburger** with some **French Fries**!

What do you mean, call up **Bernie's Luncheonette**? I'll make it myself!

Oh, no you won't! That's for **MY** dinner!

These menus are so fancy, I don't understand them myself! A guest just ordered "**Quelque Chose Je Ne Sais Quoi Under Glass**"! What in heck is that?!

Hey, Benny! What's left over in the pot?

Tuna fish hash!

That's it!

What should I do with this cracked glass of milk?

Simple! Pour it from the bad glass into a good glass!

The same milk?!

Sure! What's wrong? It's the glass that's cracked... not the milk!

See that guy having dinner with the four chorus girls, two actresses and a model?

That's Mr. Wolff having another "**Business Dinner**"—which he'll charge his company for!

The check comes to **\$215**!

Somehow, I feel that "**honor**" isn't strong enough! Have Charlie change our sign to read, "**We ADORE All Major Credit Cards**"!

WE HONOR ALL CREDIT CARDS

Barney, I'm aware that everybody knows that restaurant bars water their booze... but can't you be a little more discreet about it?

That's a nice looking hat!

It should be! It cost me **\$40**!

\$40 for a hat?

That's right! I paid **\$20** for it at **Brooks Brothers**... and **\$20** more buying it back 80 times from this place!

Why do you drink so much?
To forget!

What are you trying to forget?
That I called and made a **table reservation** for **8:00 o'clock**... and it's now **9:30**... and I still don't have a table!

Have another drink! You still remember!

ARAGON'S

THE LIGHTER SIDE OF...

Woo

You've got that worried look again! What is it this time?

It's Bruce! What if they take him?

When I think of the violence and bloodshed, the guns and the bombs... the hand-to-hand combat, I could DIE!!

What if he gets hurt—or worse?! After all, he's the only son we've got!

Listen, I went through three years of the Army, and I came out all right!

WHO'S TALKING ABOUT THE ARMY! I'M TALKING ABOUT COLLEGE!



I'm sick about what happened on the job today!

I swear, you're the biggest worrywart with the worst persecution complex in the whole world!

You've got to learn to ignore those stupid things that bug you! If your Boss yells at you, he's not yelling at YOU—it's probably because his wife gave him a hard time that morning!

And when your Boss calls you an incompetent bungler, he's probably frustrated because he blew a big order! So ignore that, too!

I gotcha! From now on, I'll ignore everything from my boss!

And the "Two-Weeks Notice" I got today! I'll ignore that, too!

Okay, I'll ignore it!



I will never do THAT again! Now, I'm sick—sick with worry!!

In a few years, there're going to be too many people in this world, and not enough food! And we'll be choked by air pollution! And we'll be poisoned by contaminated water! And we'll be computerized to death! And all morality will break down!

And drugs will be destroying our kids! And there'll be rioting, and wars, and...

Listen, why don't you get your mind off your worries? Go watch Television!

THAT'S WHAT I WAS DOING!!



DRY



WRITER & ARTIST: DAVID BERG

Boy, narcotics are something to **worry** about! If we start with "pot", we might go on to "speed" or "LSD"! And then, we could have a **bad trip**, or blow our minds and go **insane**!

Or we could ruin our **health**, destroy our **chromosomes**, and pass **trouble** on to our kids! And if we got hooked on **hard stuff**, we might have to **steal** to supply our habit! Then, we could get **caught** and go to **jail** and ruin our **whole lives**!

But an awful lot of kids are **on the stuff**, and they keep after us to **try it**!

And when we **refuse**, everybody calls us a couple of "**squares**"!

Boy . . . to be known as a "**square**"! That's something to **REALLY** worry about!!



Oh my gosh, we left the house, and I **forgot** to turn on a **light**!

What in heaven's name do you need a **light** on for—if nobody's home?

Stupid! That's the **idea**! If a **burglar** comes and sees a **light** on, he'll think someone **IS** home!

I'm worried! Maybe we better **turn around** and go **back home**, so I can turn on a **light**!

You're **crazy**! All this fuss about turning a **light** on! Believe me, there's nothing to **worry** about!

When the **burglar** comes, **HE'LL** turn it on!



What are you doing in **bed**? Are you **sick**?

No, I'm just **pretending**! It's **Saturday night** and I haven't got a **date**! So if anybody asks "**Why?**", at least I have a **good excuse**!

Suit yourself! Anyway, **Cathy** is on the **phone**!

See what I **mean**?! Now I don't have to worry about what other people **think**!

Hello, **Cathy** . . . ?

Oh, good! I was hoping against hope that you'd be **home** tonight! How come you're not out on a **date**?

I'm **sick**!

Aw, that's **too bad**! Because my **date** has a friend in from **out of town** and we wanted to **double** with you! But, if you're **sick**—

You'll never know how **REALLY** sick I am!



Where's Milton?

He went to see the movie at the Bijou!

But that's a sex picture with an "X" rating! No one under 16 is allowed in! They keep the young people out so they won't get any crazy ideas about sex!

But Milton is **NOT** under 16! He's **FORTY** and your **Husband**!

I know! That's what worries me!

I don't want **HIM** to get any crazy ideas about sex!

That wife of mine is a **hypochondriac**! She's always worrying about her health!

That's because she's **completely "inner-directed"**! She obviously thinks **only of herself**!

The thing to do is to get her to think about **someone ELSE** for a change! Why not pretend that **YOU'RE** sick? She'll get so involved in taking care of **you**, she'll forget about herself!

What a great idea! I'll do it!

Honey, I'm not feeling too well! I've got the shakes, and I break out in a cold sweat, and I'm sick to my stomach!

My poor darling! I know just what to do...

I'M NOT GOING NEAR YOU!!

Er—uh—c'mon, Walt! Take it easy! Something could happen!

Stop worrying! The worst that can happen is we get killed!

I mean it, Walt! No kiddin'! I'm really scared! So cool it!

There's nothing to be scared about! What's a little fatal accident?!

Wow! That was some wild ride!!

HEY!! Don't put your hands on the hood, you dumb-dumb!!

You're liable to scratch the paint job!!

No, you don't! You're not going out on the street with the hem of your skirt where your neckline should be!

Mother, that **PRUDE** you married is giving me a hard time!

Sam, I think you're being a little too puritanical! It's really not that bad!

See?! Even Mother says you're wrong!

I don't care **WHAT** she says! She never saw how dirty old men leer at girls who are dressed like that!

Oh, yeah! How would **YOU** know?!

Because I'm one of them!

Look at the time!
My date will be
here any minute
and I'm not even
dressed yet!

What's the matter
with the dress
you're wearing?!
It's lovely, and
very expensive!

I'd—I'd die if my date saw me
dressed like this! He comes
from a very wealthy family!
He goes to a top Ivy League
college! I'm worried about
making a good impression!

Oh, Mother—I don't know why
I'm even bothering to explain!
You just wouldn't understand!

She's right! I wouldn't!!

I'm worried
about you!
You've gained
an awful lot
of weight!

I know!
I'm
worried
about it,
too!

Being overweight can
shorten your life—
give you a heart
attack—cause a lot
of other illnesses!

I know,
I know!
It's got
me plenty
worried!

So?! If you're **THAT**
worried about it, why
don't you lose weight!

It's just
impossible!

When I worry,
I **EAT** a lot!

Oh, Daddy, please
answer the phone
... and if it's
Richard, tell him
I'm not home!

Are you asking
me to lie? After
all, I have my
reputation to
worry about!

Gee, Daddy!
No one
will ever know!
It's just a little
white lie!
I'll be
listening on
the extension!
Please?

Hello, Mr.
McGilla! This
is Richard! Is
Nancy at
home?

Er... uh
... No,
she's not!

Gee, that's **too**
bad! I wanted to
ask her to go
to the movies
with me! I
guess I'll ask
Ginny instead!

GINNY?!?
I'm
HOME!

I'M
HOME!

Hi, Nancy! I
thought...
Why did your
Father say you
weren't home?

Oh, don't
listen
to him!
He's such
a liar!

What can I do, Mother?
I'm beginning to show my
age! I'm getting gray hair
and wrinkles! Men don't
compliment me any more!

Simple!
Just
LIE
about
your age!

But telling people
I'm younger than I
really am won't get
me any compliments!

Who said
anything
about
YOUNGER?!?

Tell
everybody
you're
OLDER
than you
are!

OLDER?!?
What
good
will
THAT
do?

Then everybody
will compliment
you on how
WONDERFUL you
look for your age!

I'm scared stiff to bring this Report Card home! My Mother is gonna have a fit!

Gee, did you do THAT badly? Le'see—

Hey! You're crazy!! You've got **FANTASTIC** marks! This report card must be the best one in your class!

No, it's not! Craig Liffland's report card is a **LITTLE BETTER** than mine!

So it's a **LITTLE** better than yours!! Why are you afraid to show this card to your Mother?

Because **CRAIG's** Mother and **MY** Mother are best friends!



Hey! What's eating you, buddy-boy?

I've got money worries!

Who hasn't!? It's supposed to be good times! But with inflation, how far does money go? You make good money and it fools you! All that happens is: The more you make, the more in debt you get!

Boy, thanks for telling me! Now, scram! Who needs your gloom and doom!

It's that bad, eh?

Yeah! I just got another raise!!



You kids worry me! Don't you have anything better to do than sit around and listen to that awful music? When I was your age, I was out making **MONEY!!**

That was the trouble with your generation! The only thing you thought about was money! Your heroes were the Millionaires!

Well, we're not concerned with the materialistic approach to life! Our music speaks for us! You probably never heard of our heroes: The Beatles, Simon and Garfunkel, The Rolling Stones—

Sure I have! They're all **MILLIONAIRES!!**



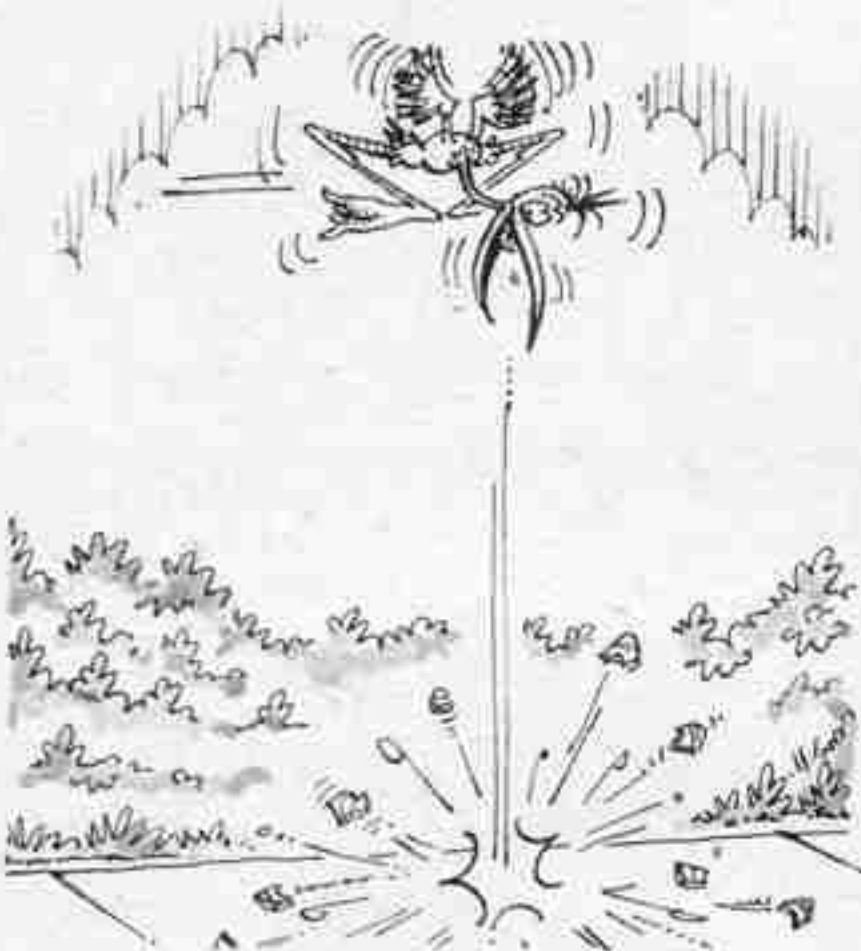
DON MARTIN DEPT. PART II

A MAD "MINUTE NATURE STUDY"

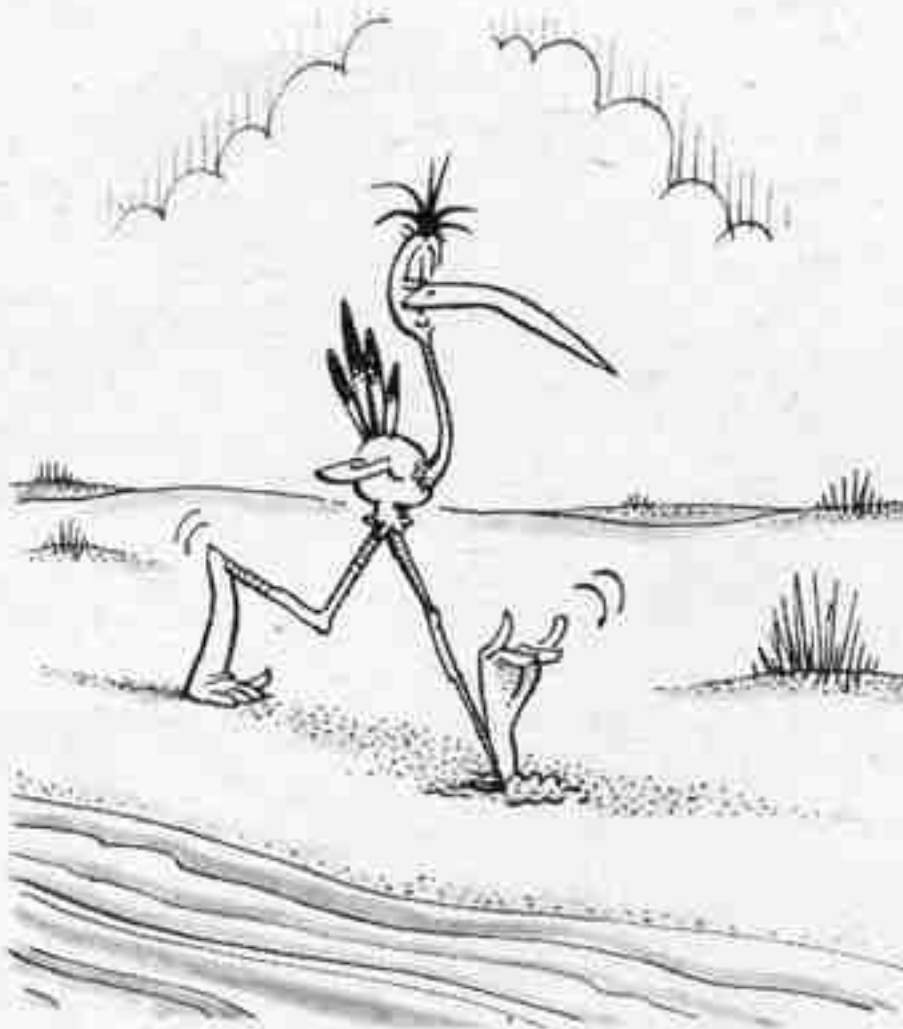
Occasionally, in its past, the Fonebone Bird would come up with a hard-shelled clam, and seemed to know instinctively that a delicious treat rested inside.



... and dropping them on the new highway! They seemed to *know* that by dropping the clams on the hard pavement from high up in the air, the shells would crack wide open—



This is the Long-Legged Fonebone Bird ... the most unusual and certainly the most *intelligent* bird ever to be found along the Southeast coast of the U.S.



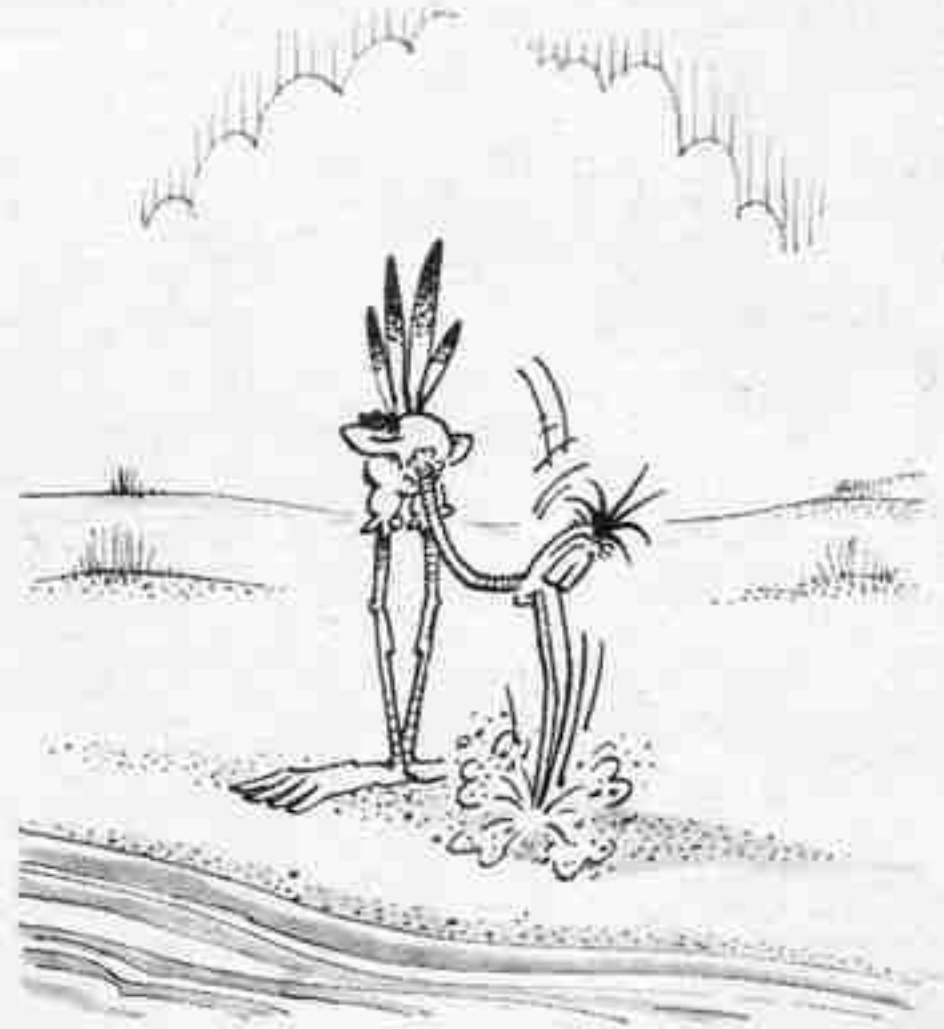
But as hard as it would try, the Fonebone Bird could never open these clams.



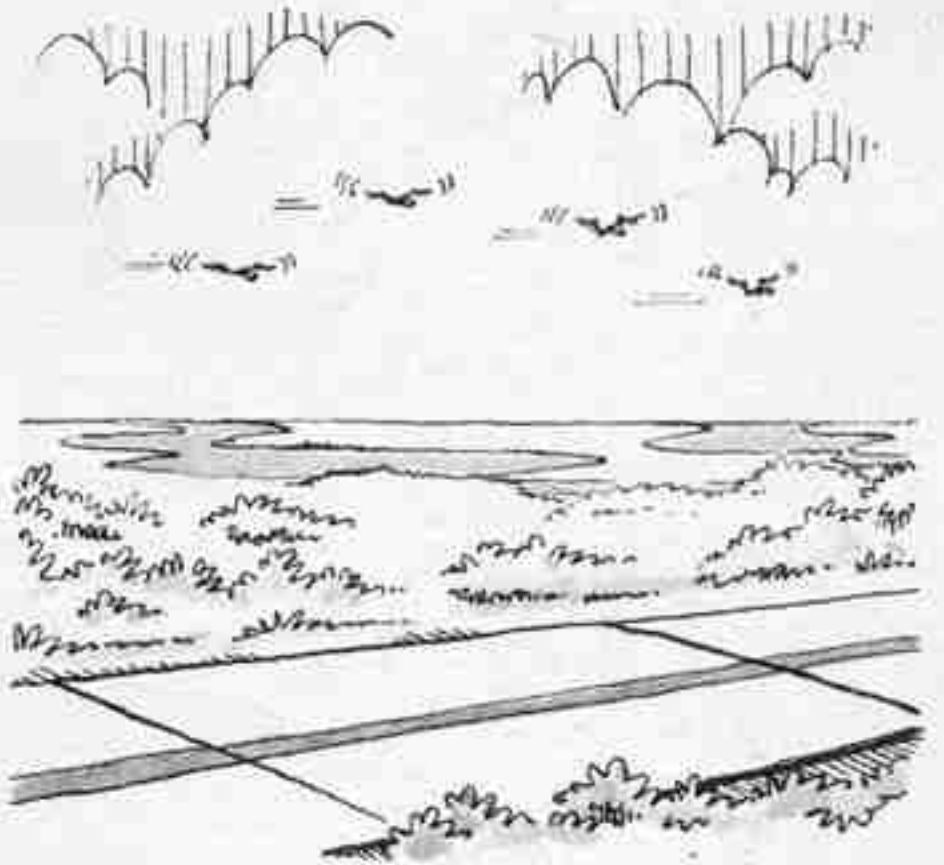
—and they could then swoop down and dine leisurely on the tender morsels that had rested inside!



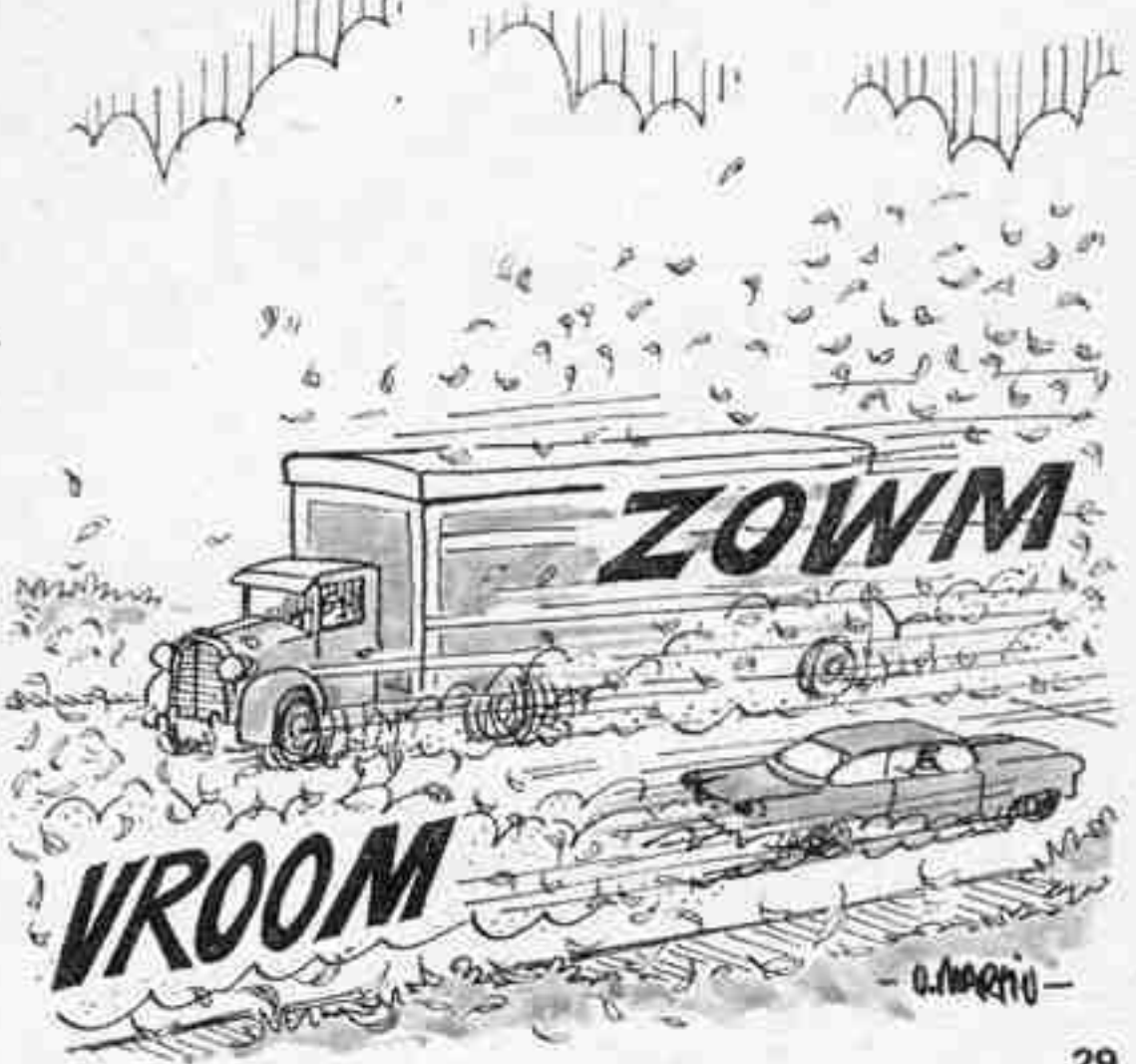
The Fonebone Bird is, as you all know, a species of Shore Bird which digs for its food in the sand along the water's edge, picking up small fleas and grubs.



It was in 1928 that the Fonebone Bird's uncanny intelligence became apparent! Just three days after the new concrete highway was built, Fonebone Birds were seen flying across the marshes with the hard-shelled clams in their beaks ...



Which is why the Fonebone Bird is fast becoming **EXTINCT** along the Southeast Coast of the U.S.!



A MAD Look A



ARTIST: BOB CLARKE



t FOOTPRINTS



WRITER: DEAN NORMAN



TUNES OF GORY DEPT.

Some years ago (MAD #92) we presented a piece which showed how hopelessly outdated Safety Songs for Children were. Namely, there were

many more threats to life and limb than standard stuff like matches, poison ivy, and iodine in medicine cabinets. To mention a few,

MORE
UP-TO-
DATE

HEALTH & SAFETY



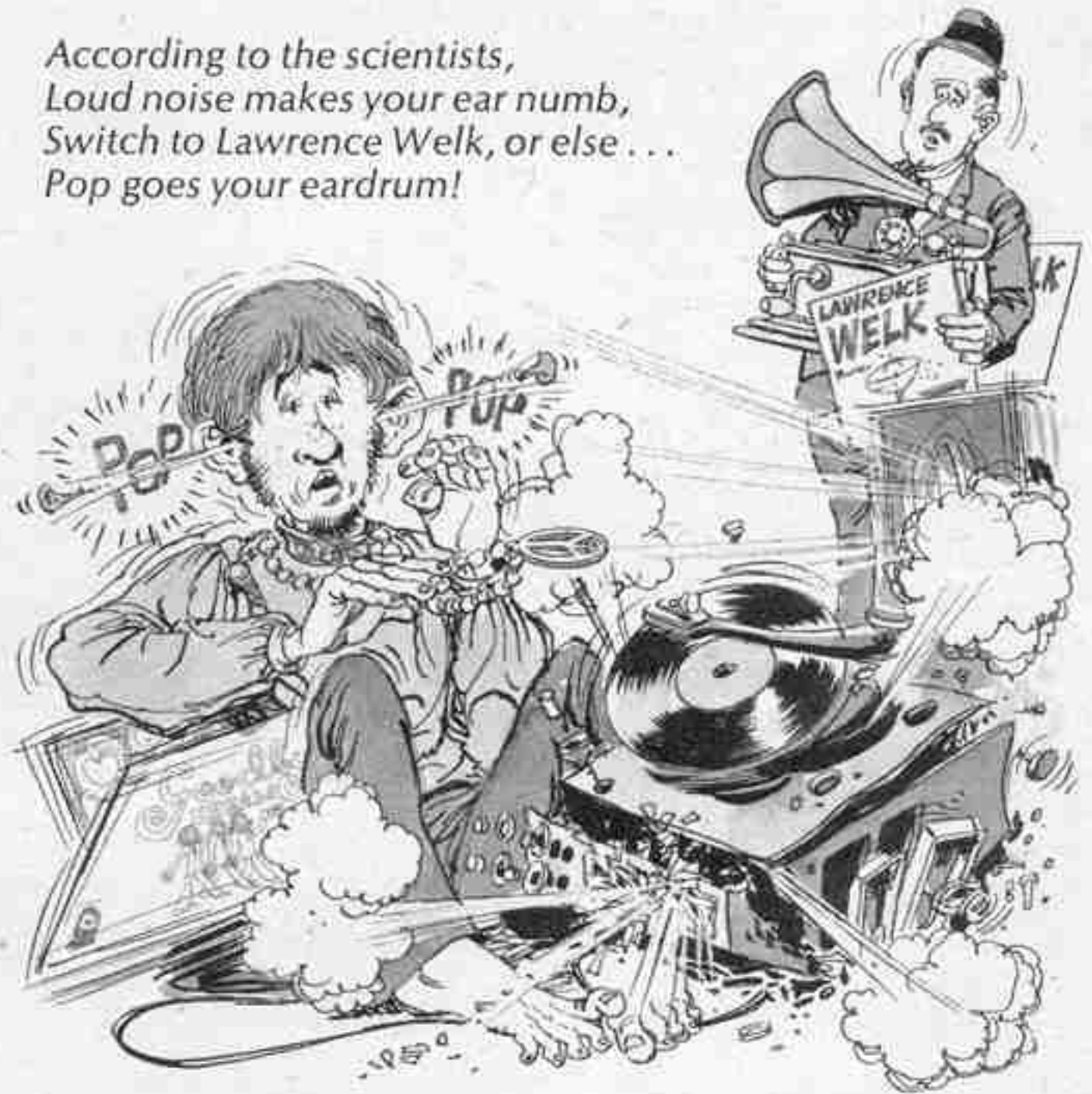
POP GOES YOUR EARDRUM

(to the tune of "Pop Goes The Weasel")

Around and round the stereo spins,
The decibels are fearsome,
Your "Hair" LP is much too loud,
Pop goes your eardrum!



According to the scientists,
Loud noise makes your ear numb,
Switch to Lawrence Welk, or else...
Pop goes your eardrum!



TRIPS'LL HURT YOU

(to the tune of "Skip To My Lou")

You want kicks, so what do you do?
You go sniff some airplane glue,
You take off like a DC-2!
Trips'll hurt you, my darling.



Trips, trips, trips'll hurt you,
Trips, trips, trips'll hurt you,
Trips, trips, trips'll hurt you,
Trips'll hurt you my darling.



You get tired of sniffing glue,
You take pot and acid too,
Soon the fuzz come after you!
Trips'll hurt you, my darling.



H-bombs, plastic bags, air pollution. Well, as we all know, over the past five years life has gotten even rougher. And so we now present:

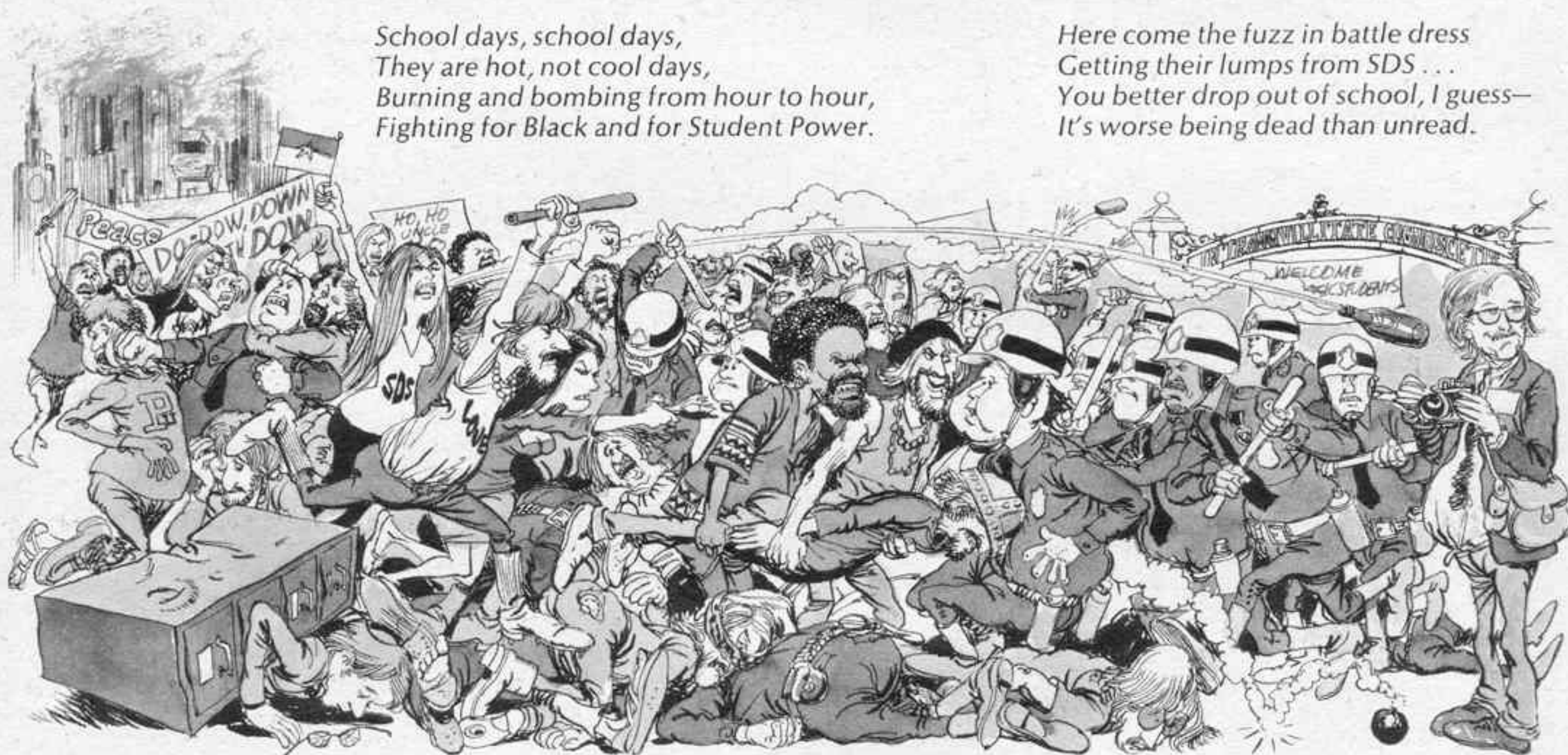


SONGS for CHILDREN

SCHOOL DAYS *(to the tune of "Guess What Song!")*

School days, school days,
They are hot, not cool days,
Burning and bombing from hour to hour,
Fighting for Black and for Student Power.

Here come the fuzz in battle dress
Getting their lumps from SDS...
You better drop out of school, I guess—
It's worse being dead than unread.



ARTIST: GEORGE WOODBRIDGE

WRITER: LARRY SIEGEL

Trips, trips, trips'll hurt you,
Trips, trips, trips'll hurt you,
Trips, trips, trips'll hurt you,
Trips'll hurt you, my darling.

Why not do what your parents do?
Their example's set for you:
They drink scotch and bourbon too,
And Schlitz's brew, my darling!

Booze, booze, can it hurt you?
There's no "warning" sign in view!
V.I.P.'s all belt a few!
Booze ain't taboo, my darling!



THE BATTLE HYMN OF THE LIVING ROOM (to the tune of "The Battle Hymn Of The Republic")

Your eyes are on the story on your color RCA,
You are seated in a chair, alas, that's just five feet away,
Which means your eyes are both exposed to radiation's ray ...
Your corneas are gone.
Glory, glory, glor'ious color
Glory, glory, glor'ious color
The color's starting to get duller,
Your corneas are gone.

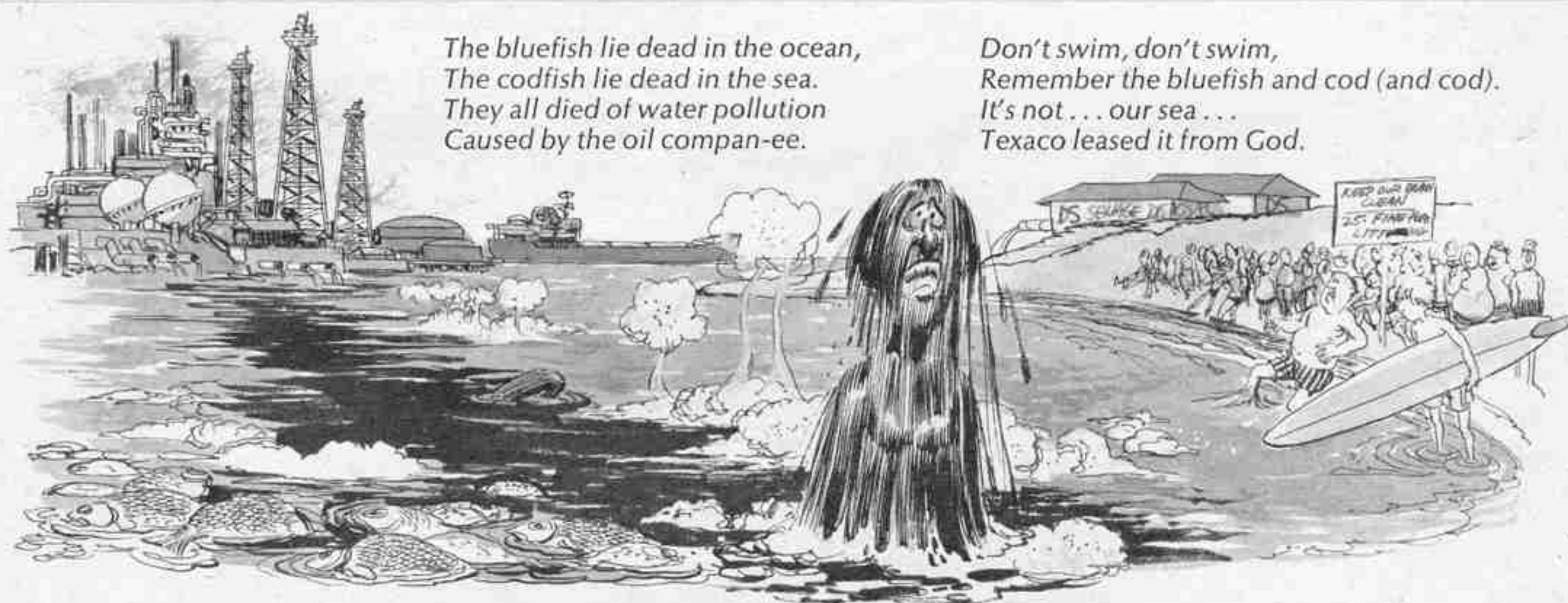
You started watching Disney without taking time to sup,
And then you switched to Lassie, but you had to give it up,
Who needs a dog on TV; what you need's a dog and cup,
Your retinas are gone.
Glory, glory, how they fool ya,
Radiation's quite peculiar,
It's hard to keep your eyes on "Julia,"
When retinas are gone.



THE BLUEFISH LIE DEAD IN THE OCEAN (to the tune of "My Bonnie Lies Over The Ocean")

The bluefish lie dead in the ocean,
The codfish lie dead in the sea.
They all died of water pollution
Caused by the oil compan-ee.

Don't swim, don't swim,
Remember the bluefish and cod (and cod).
It's not ... our sea ...
Texaco leased it from God.



YOU'VE BEEN GETTING QUITE A MAIL-LOAD (to the tune of "I've Been Working On The Railroad")

You've been getting quite a mail-load;
Stuff that's pretty raw!
You've been getting quite a mail-load;
Like you've never seen before!
Catalogues and advertisements;
Loathsome and sick as they can be;
Of-fering to fill your eyes with
Crass pornography!

Tell your fam-i-ly! Tell your fam-i-ly!
They will know just what to do-oo-oo!
Save morality, tell your family,
They'll protect your mind for you!

Mommy's in the kitchen with Rob-bins,
Daddy's in the bedroom with Play-ay-ay-boy,
Grandpa's in the bathroom since Tuesday ...
Reading all about Port-noy!

Fee-fi-fiddily-i-oooh,
They will know just what to do-oo-oo!
They'll pro-tect your mind for you ...
Just as soon as they are through!



HONDA-LUST DEPT.

A few seasons back, there was a pretty good weekly TV show about two guys in a Corvette who drove around the country looking for adventure. And the show was called, "Route 66".



This season, the Network geniuses had an inspiration. So they cut the two guys in half and the Corvette in half and came up with a show that's half as good—about one guy on a motorcycle who drives around the country looking for adventure. Only instead of calling it "Route 33", they call it:



"THEN CAME BOMBSOME"

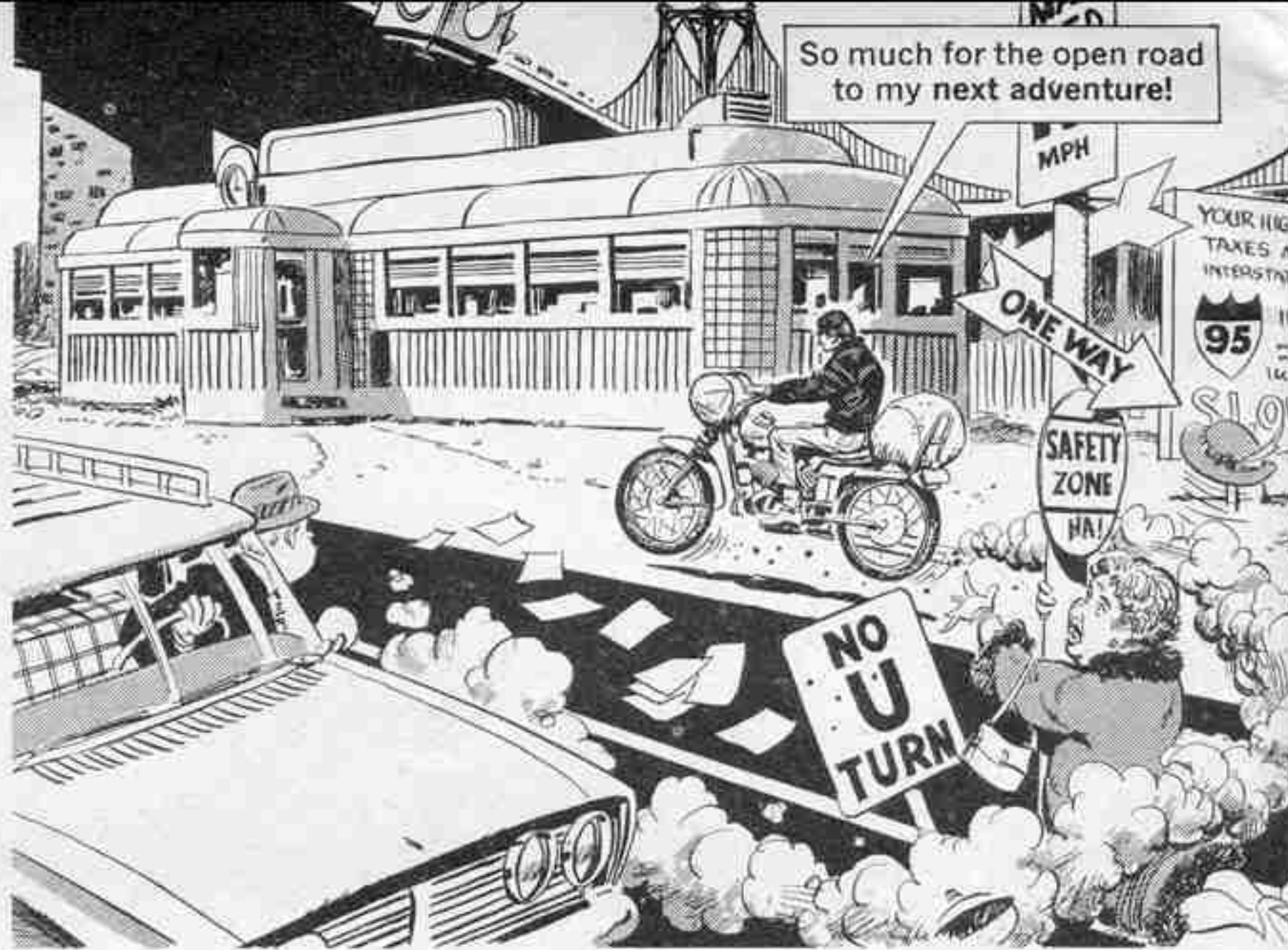
ARTIST: ANGELO TORRES

WRITER: DICK DE BARTOLO



Listen . . . have a good trip! Meet lots of interesting people! Enjoy lots of beautiful scenery! And burn up that open road to your next adventure! Boy, I sure wish I was going to cover the territory you're going to cover!

Yeah—well, hang in there!



So much for the open road to my next adventure!

Look who's here! Hi, Bombsome! I'm surprised to see you again!

Because you said you wouldn't be back this way until you drove the whole country over!

Boy, you must be some fast driver! You only left here four hours ago!

Yeah? Why?

Yeah, well I DID that!



Yeah! Well, these are just **SOME** of my speeding tickets!



Is that all you plan to **DO** with your life, Bombsome . . . just drive around?!

No, I also want to climb a tree . . . sharpen a pencil . . . and someday, maybe, even throw a pebble in a pond!



Wow! And I thought you were just a drifter!

"Drift as you wish . . . and the soul will follow!"

Oh, Bombsome! That's beautiful! Who said that?

It was either Byron . . . or Annette Funicello!

Yeah! I get those two confused also!



I ain't never goin' back to school again, y'hear? I ain't never goin' back!

BILLY!!

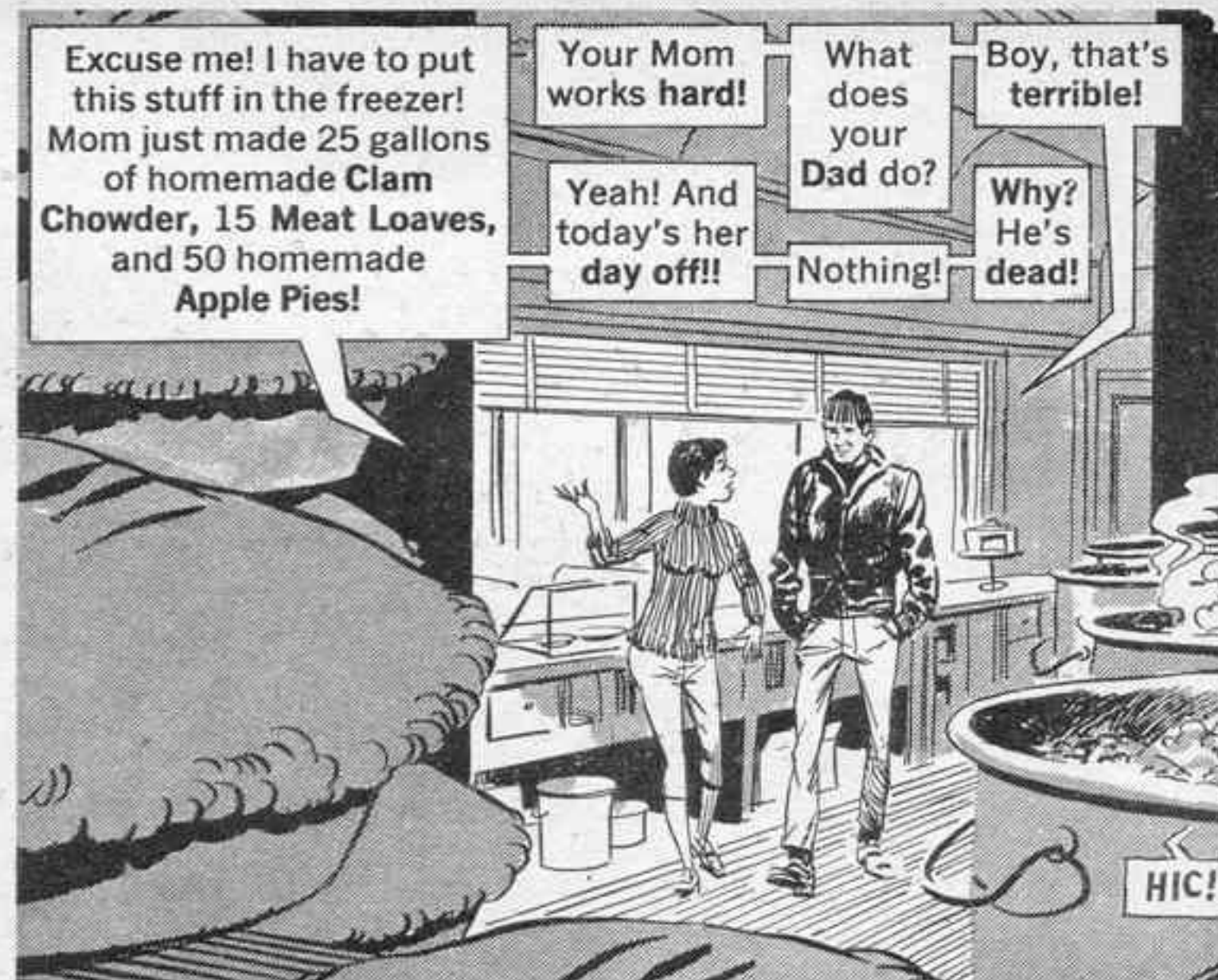
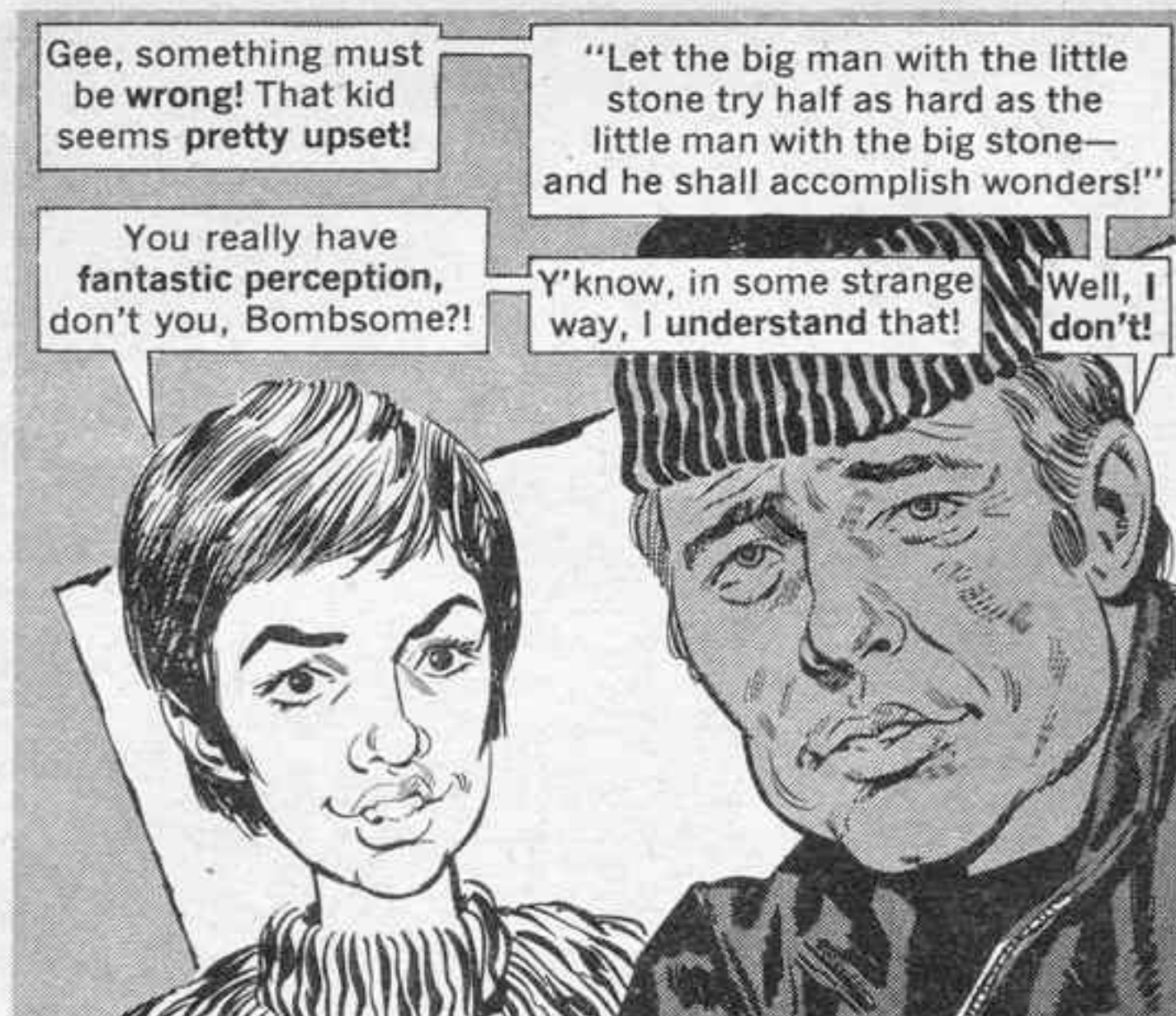
Don't speak to me! I **HATE** you!

Billy! Mind your manners! We have company . . .

Oh, I'm sorry!

An' I hate **YOU**, too!







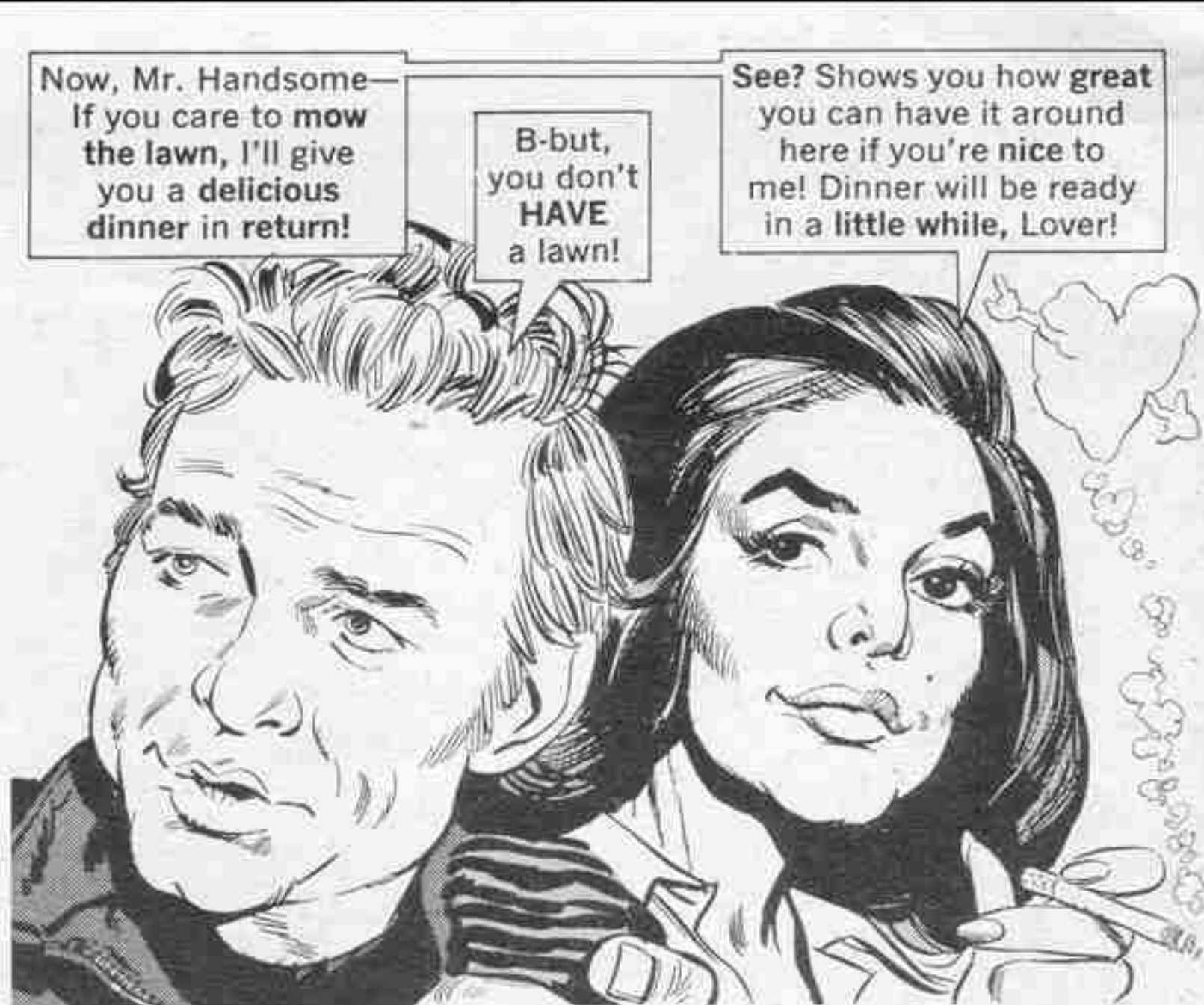
Mom, this is Mr. Bombsome! He'll be staying with us for a while! He's going to be the man of the house... I hope!

I'll earn my keep by doing odd jobs around the place!

That should work out quite well, Mr. Handsome!

BOMBsome, Mom—not handsome!

I call 'em the way I see 'em!



Now, Mr. Handsome—If you care to mow the lawn, I'll give you a delicious dinner in return!

B-but, you don't **HAVE** a lawn!

See? Shows you how great you can have it around here if you're nice to me! Dinner will be ready in a little while, Lover!



I'm leaving and don't anybody try and stop me!

Billy, this is Mr. Bombsome! He's going to be staying with us for a while!

Great! Now that you've got a man for yourself, does that mean I get a girl for me?!

Billy!! Do you want Mr. Bombsome to take you out to the toolshed?!

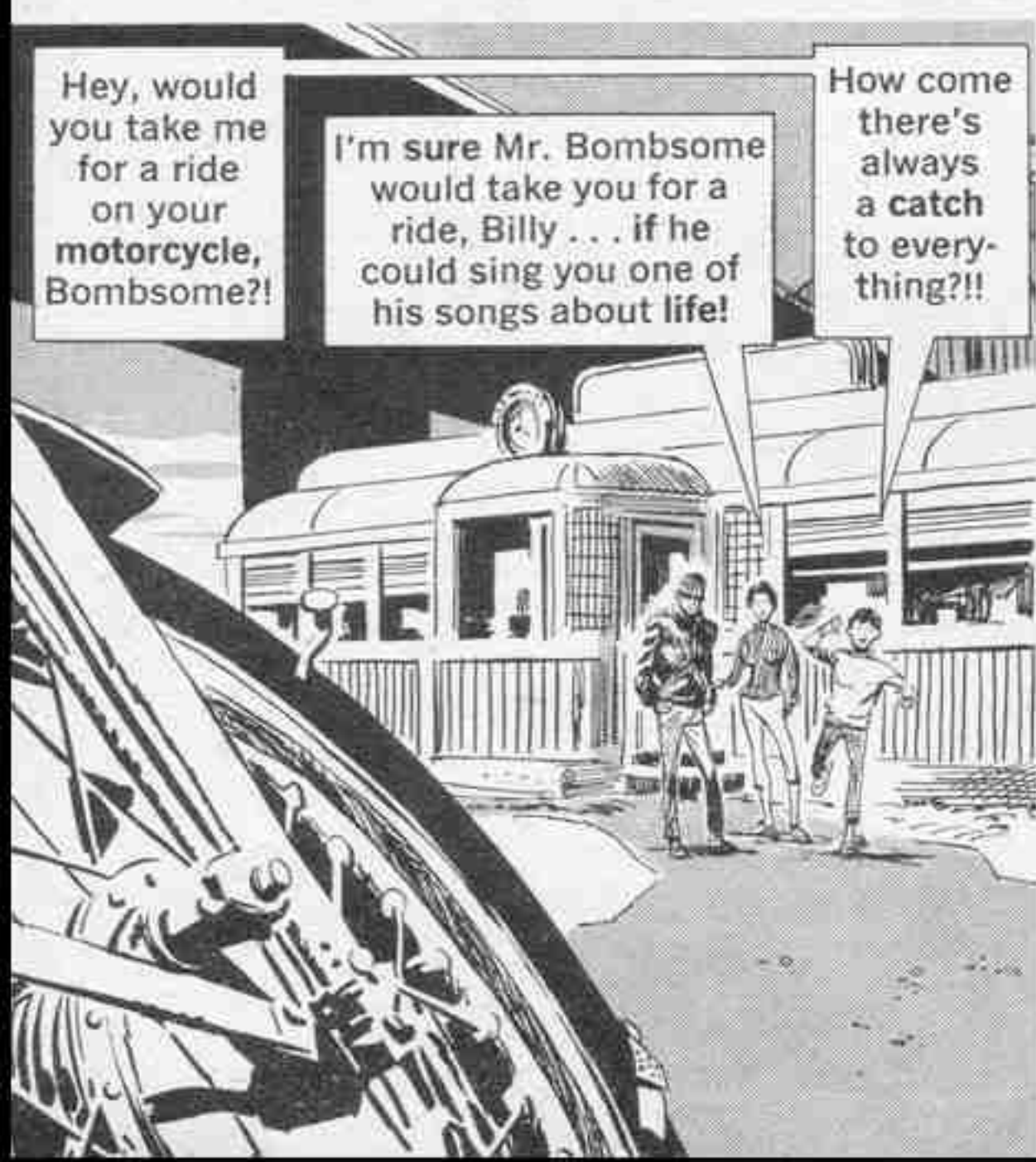
Well—okay, I'll give it a try! But I still think I'd prefer a girl!



Better watch that talk, Billy! A wise person once said, "An evil tongue is merely an evil eye looking out from an evil mind!"

Big deal! I used to listen to **Annette Funicello**, too!

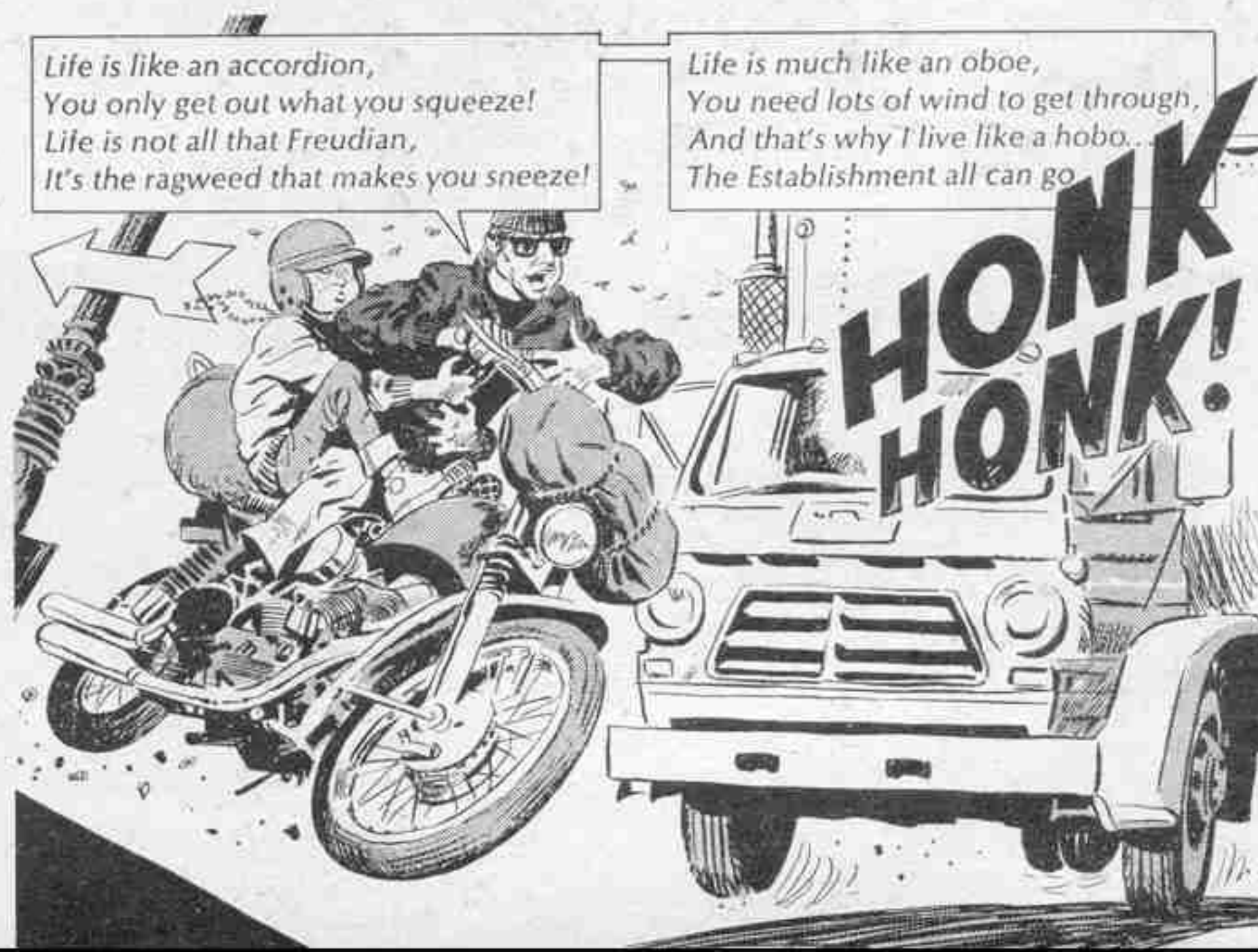
Maybe, if you had a man-to-man **MUMBLE** with him, Bombsome—



Hey, would you take me for a ride on your motorcycle, Bombsome?!

I'm sure Mr. Bombsome would take you for a ride, Billy... if he could sing you one of his songs about life!

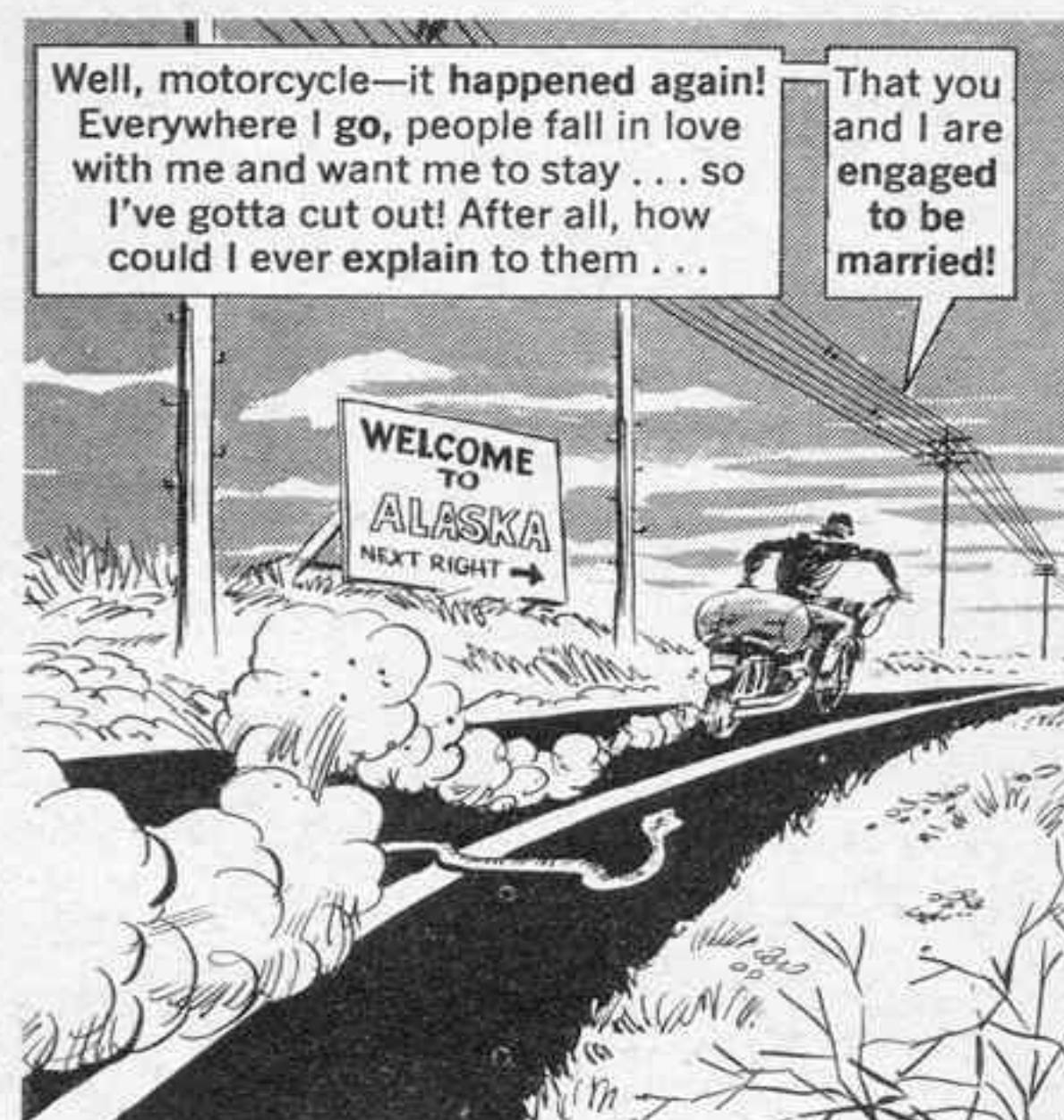
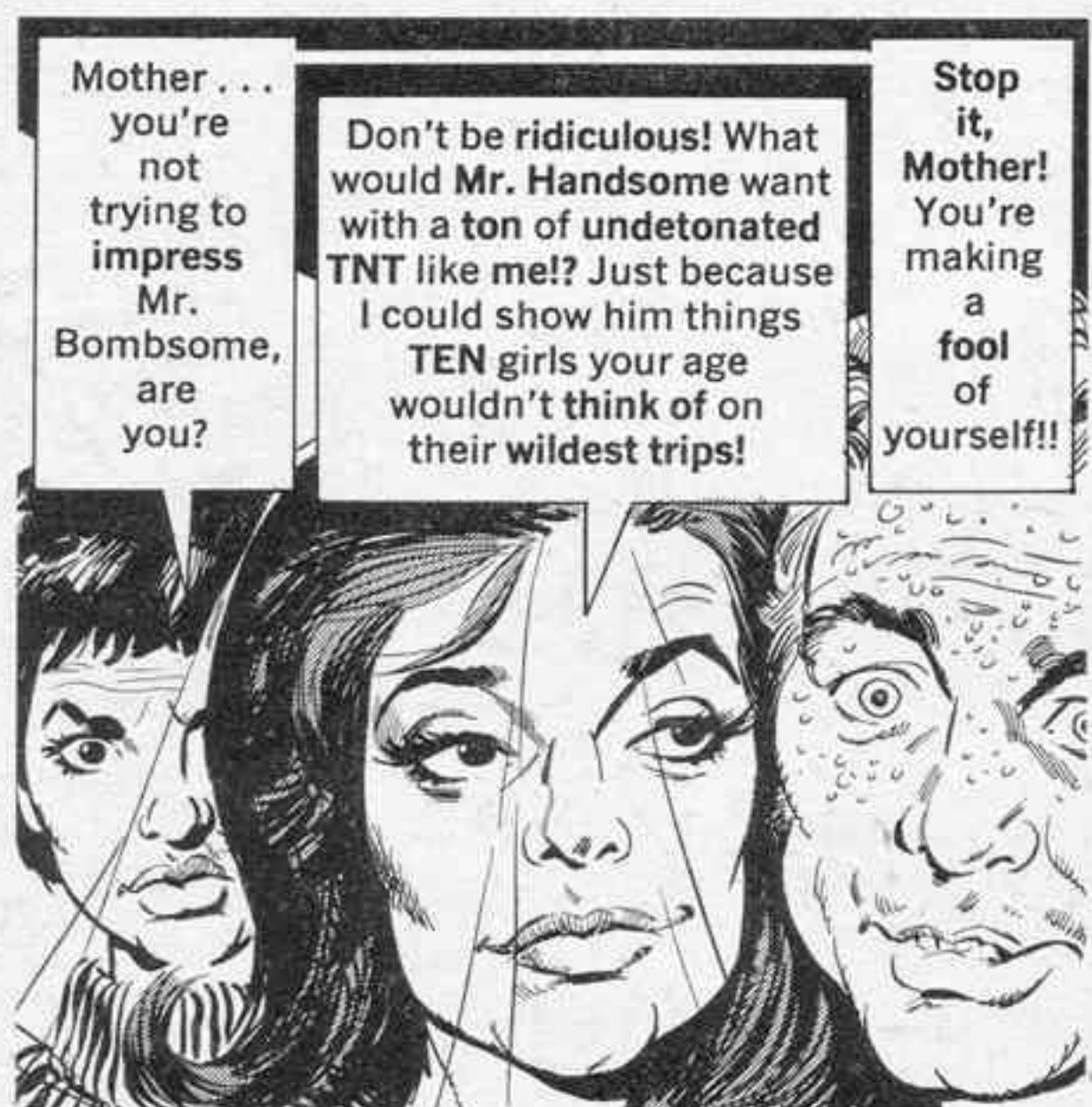
How come there's always a **catch** to everything?!!



Life is like an accordion,
You only get out what you squeeze!
Life is not all that Freudian,
It's the ragweed that makes you sneeze!

Life is much like an oboe,
You need lots of wind to get through,
And that's why I live like a hobo...
The Establishment all can go

HONK HONK!



COMES THE YAWN DEPT.

You Know You're REA

You Know You're REALLY A BORE When ...



... you're at the beach, and your date buries himself in the sand ... completely.

You Know You're REALLY A BORE When ...



... a letter you wrote home to your Mother is returned unopened with the notation: "Nobody here by that name!" ... and the notation is in your Mother's handwriting.

You Know You're REALLY A BORE When ...



... obscene phone-callers hang up on you.

You Know You're REALLY A BORE When ...



... you're in Confession, and your Priest interrupts you to ask: "What's a 3-letter word for a European Blackbird?"

You Know You're REALLY A BORE When ...



... people at parties always seem to mistake you for a hypnotist.

You Know You're REALLY A BORE When ...



... even the Avon Lady won't call on you.

You Know You're REALLY A BORE When ...



... your psychiatrist has "Let's Make A Deal" on his TV set during your sessions.

You Know You're REALLY A BORE When ...



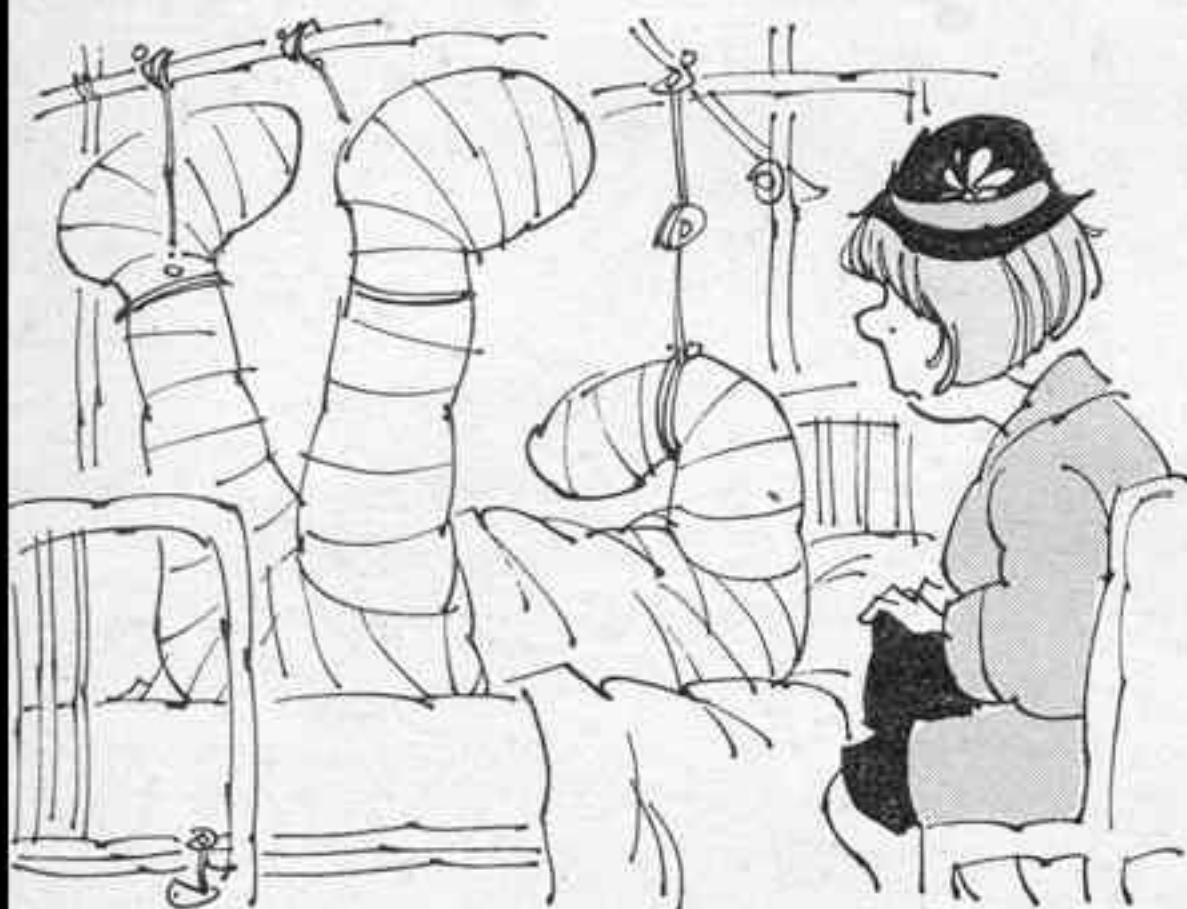
... you overhear the F.B.I. man who's tapping your phone humming to himself.

LLY A BORE When...

ARTIST:
PAUL COKER, JR.

WRITER:
STAN HART

You Know You're REALLY A BORE When ...



... your friend cuts your visit short by saying, "I've got a million things to do!" ... and he's in traction.

You Know You're REALLY A BORE When ...



... your dentist makes you keep the cotton swabs in your mouth until you're out of his office.

You Know You're REALLY A BORE When ...



... your guests ask to see your home movies.

You Know You're REALLY A BORE When ...



... your teacher thanks you for answering a question before you finish answering it.

You Know You're REALLY A BORE When ...



... the barber puts a hot towel over your face, and you're only getting a haircut.

You Know You're REALLY A BORE When ...



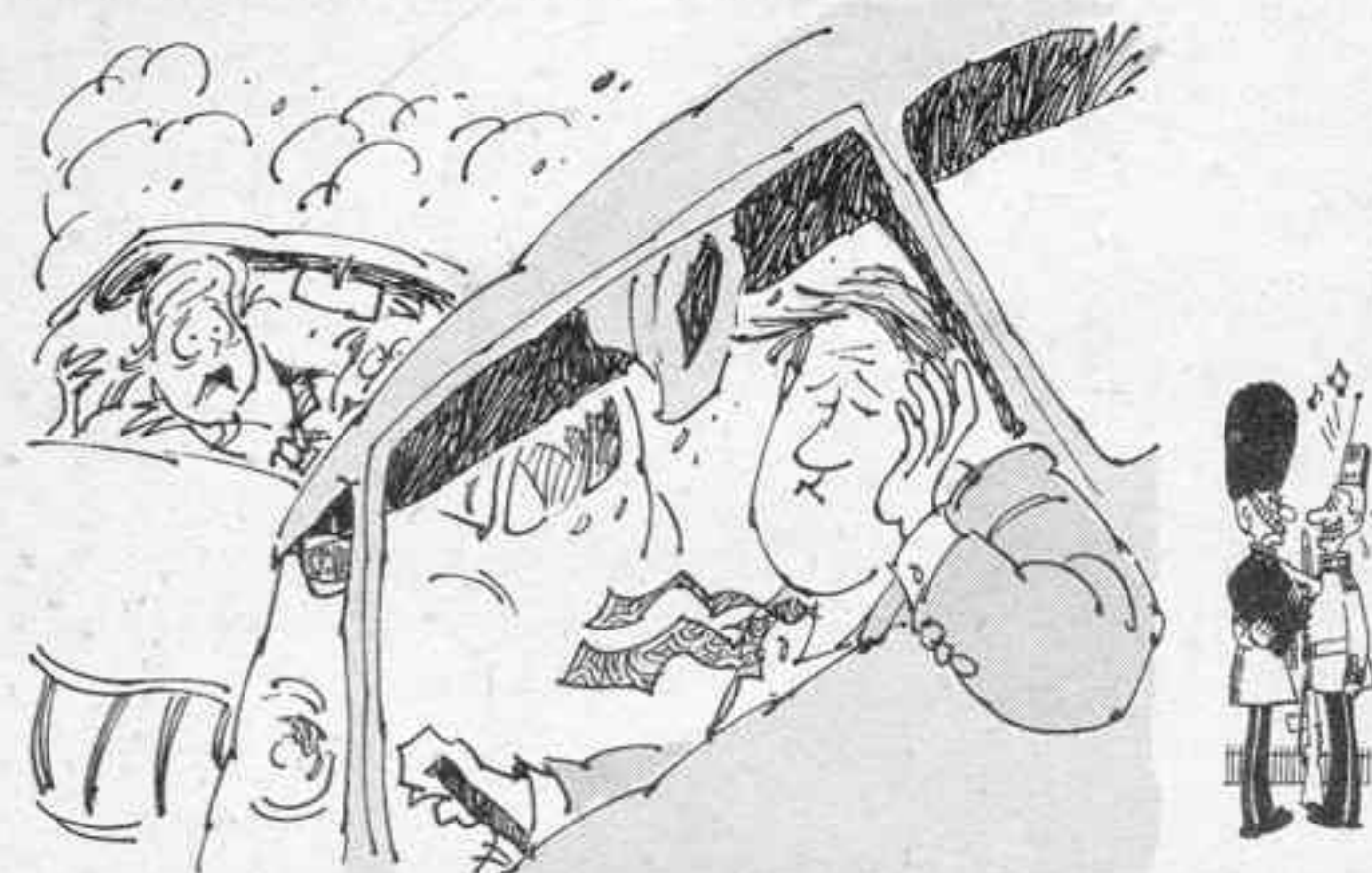
... a girl breaks a date with you in order to go to a Montreal Expos-San Diego Padres double-header.

You Know You're REALLY A BORE When ...



... the little old lady you've helped half-way across the street runs the rest of the way herself.

You Know You're REALLY A BORE When ...



... your whole life suddenly flashes before your eyes, and it doesn't even hold your interest.

ASK A STUPID QUESTION DEPT.

The typical American college campus hasn't exactly been functioning like a well oiled machine lately. And once matters are studied objectively (meaning without regard to facts or logic), the reason for all the turmoil becomes obvious: Our universities are filled with misfits because they still rely on the same old out-dated entrance exams

MAD'S MODERNIZED COI

INSTRUCTIONS

1. Check the answer to each question which you believe to be correct. If you feel that this arrangement constitutes unfair discrimination against incorrect answers, you are cordially invited to vandalize the Student Union Building in reprisal.
2. Pay no attention to the fact that some answers are worth more points than others. We hire recent drop-outs to grade these examinations, and they are incapable of adding up the scores correctly anyway.
3. Please answer all questions as truthfully as your devious mind will permit. Let it all hang out, Baby! Remember, those who flunk will merely be denied admission to the University, thereby freeing them to pursue campus careers as outside agitators.
4. This examination is designed to test all of your qualifications for acceptance at the University. Therefore, please take as much time as necessary to scribble profane slogans in the wide margins which have been provided for that purpose.
5. After you have answered all questions to the best of your ability, feel free to bend, staple and mutilate this exam paper.
6. To encourage you in the above mentioned act of defiance:

**DO NOT BEND, STAPLE OR MUTILATE
THIS EXAM PAPER!**

PART I—PERSONAL QUALIFICATIONS

1. Which of the following racial classifications do you feel describes you most adequately?
 - ☐ A. White, but wracked with guilt about it. (1 point)
 - ☐ B. American Indian, Eurasian or Australian Bushman, but striving to become more oppressed by passing for Jewish. (3 points)
 - ☐ C. Negro, but prepared to belt anybody who doesn't refer to me as a Congolese-American. (10 points)
 - ☐ D. None of the above, and enraged because my group isn't getting a fair shake, whoever we turn out to be. (25 points)
2. Which of the following religious denominations do you identify with most closely?
 - ☐ A. Any recognized, legitimate church in the world. (No points)
 - ☐ B. The Non-Denominational Self-Indulgence Fellowship and all the teachings of its Guru, especially the part about worshipping wax fruit. (5 points)
 - ☐ C. A sect I founded myself, but which I'm keeping quiet about until after the world comes to an end next Tuesday. (15 points)
 - ☐ D. Any of the above just so it relies on a big weapons arsenal to win converts to the cause of non-violence. (25 points)

3. Which of the following political doctrines do you espouse as a result of your ethnic background?

- ☐ A. Eskimo Power (3 points)
 - ☐ B. Full democracy, but with voting privileges restricted to Orthodox Albanian Gipsies. (10 points)
 - ☐ C. Federal Technocracy with profits to be used for shipping white people back to Poland where they came from. (10 points)
 - ☐ D. Total anarchy with me in charge of it. (20 points)
4. Choose the statement below that best describes your typical mental and emotional state.
- ☐ A. I have a lot of anxiety about world affairs and would like to help improve things. (No points)
 - ☐ B. I have a lot of anxiety about everything, but I always feel better after I've formed a committee and sent it out to present my non-negotiable demands. (5 points)
 - ☐ C. I worry a lot because I know that all cops are paranoid and that they're out to get me. (7½ points)
 - ☐ D. I have power to move the masses much as Che and Malcolm X did, and I often wonder if they were bed-wetters, too. (Deduct 5 points)

PART II—PHYSICAL ABILITY

1. If called upon to participate in a protest march to the Mexican border on behalf of striking grape pickers, how far do you think you could walk?
 - ☐ A. As far as there were crossing guards to help me across the streets. (No points)
 - ☐ B. All the way to Minneapolis because I am very strong, but have a terrible sense of direction. (1 point)
 - ☐ C. Walk?! Forget it. My specialty is lie-ins. (5 points)
 - ☐ D. As far as the blonde in the mini-skirt walking ahead of me decides to go. (10 points)
2. In rock throwing demonstrations, which of the following statements best describes your degree of proficiency?
 - ☐ A. I'm not sure because the rocks I throw always seem to hit my fellow demonstrators in the head before they reach the target. (No points)
 - ☐ B. Just fair. I can only hit fat National Guardsmen. (3 points)
 - ☐ C. I frequently go in for the three-cushion hurl in which I back-spin the rock off a library window with reverse English causing it to clobber the dean of students on its downward arc and carom off into a clutch of recruiters from Dow Chemical. (25 points)
 - ☐ D. I never pick up rocks big enough to throw because sometimes there are squiggly bugs underneath them. (Deduct 3½ points)

to pick applicants. Naturally, these exams fail to weed out the bookworms and drudges in an era when the real qualifications for campus leadership are a loud voice, unbounded hostility and the will to impose minority views on everybody else. We think it's high time colleges cleared out the deadwood and admitted students on the basis of . . .



LEGE ENTRANCE EXAM

ARTIST: BOB CLARKE

WRITER: TOM KOCH

3. Judging from past tests of your physical endurance, how do you think you would feel after the third day of a campus sit-in demonstration?

- ☐ A. I think I would have to go to the bathroom too bad to know how I felt. (No points)
- ☐ B. The same as usual. Due to a combination of acne, bad breath and bushy nose hair, I have been sitting-in at home since 1964 anyway. (5 points)
- ☐ C. Better than I felt after a recent like-in in front of a troop train that refused to stop. (10 points)
- ☐ D. Just great! I recently went into sit-in training by attending a double feature of "Gone With The Wind" and "Doctor Zhivago" and recovered completely after less than a week of intensive care. (25 points)

4. If those sneaky Navy recruiters on campus ever conned you into signing up, do you think you could pass the physical?

- ☐ A. No, because picketing those sneaky Navy recruiters on campus has given me a terrible case of flat feet. (5 points)
- ☐ B. No, because I took a swing at a Navy recruiter during a recent demonstration, and he responded by permanently dislocating my entire body. (10 points)
- ☐ C. No, because I'm so weak and puny that I may even have trouble sprinting to the Canadian border when my draft notice comes. (10 points)
- ☐ D. No, because I doubt if the Navy would take a man who sports an Afro haircut, wears a dashiki and carries a purse. (20 points)

PART III—PROFANE VOCABULARY & OVERWORKED CLICHES

(NOTE: Point scores are not allocated in this English composition section because we don't want the campus cluttered up with eggheads and, therefore, the mere ability to read the questions will count against you.)

1. In talking dirty, which of the following vulgarisms is most likely to get you thrown out of the Filthy Speech Movement?

- ☐ A. Mercy, no! We won't go!
- ☐ B. A pox upon thee, Whitey!
- ☐ C. Ronald Reagan is one peach of a swell fascist.
- ☐ D. All cops are murdering, sadistic pigs, and some are even overly zealous naughty-naughties.

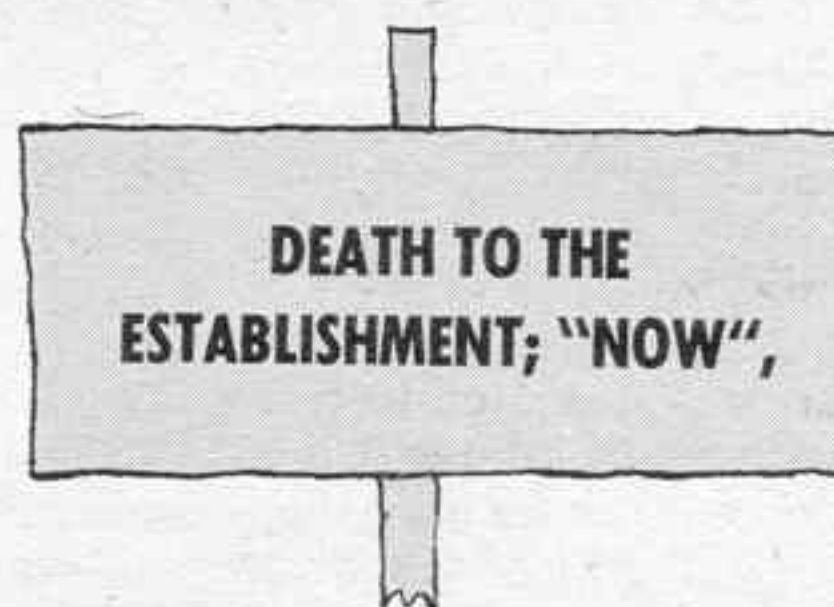
2. Which of the following responses is most appropriate when you are requested to stop burning down the library?

- ☐ A. "You racist reactionaries are all alike."
- ☐ B. "You said the same thing when we went into Viet Nam."

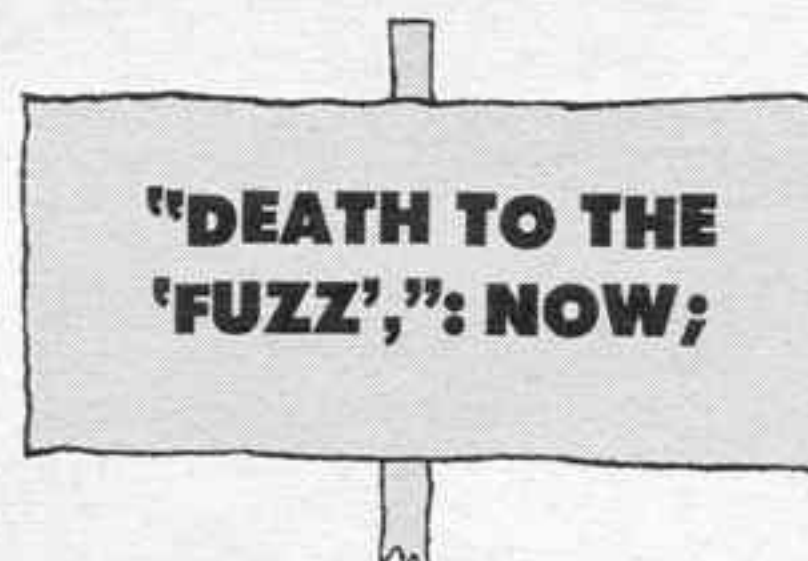
- ☐ C. "Your fat cat bosses who've never done stoop labor would like that, wouldn't they?"
- ☐ D. Any of the above, just so it doesn't interfere with burning down the library.

3. Which of these demonstration placards do you consider incorrectly punctuated?

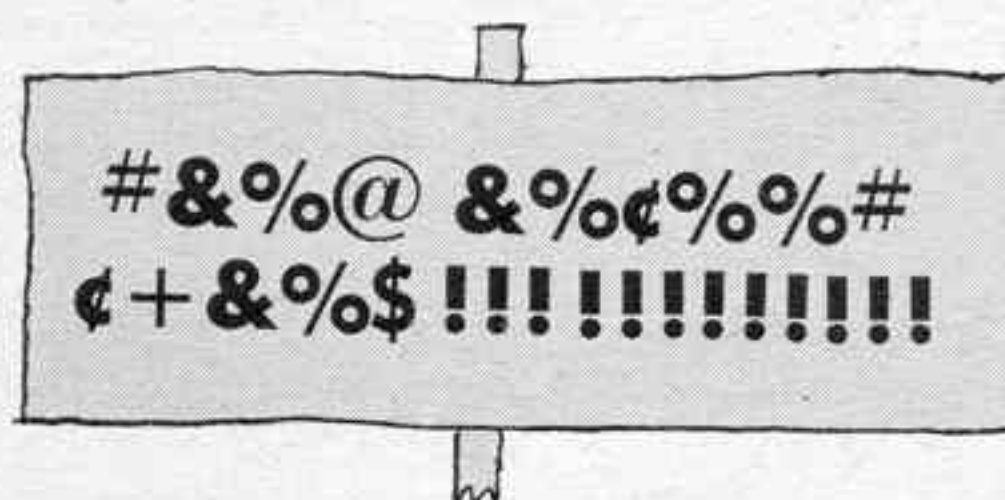
☐ A.



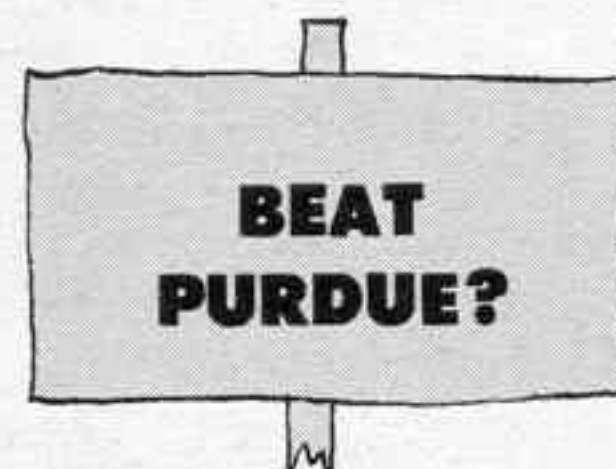
☐ B.



☐ C.



☐ D.



4. Getting "up tight" is synonymous with:

- ☐ A. Becoming intoxicated on an airplane.
- ☐ B. Climbing Mount Everest in a girdle.
- ☐ C. Tail-gating at 90 M.P.H.
- ☐ D. I don't care. Answering dumb questions like this gets me up tight.

PART IV—SEMI-ACADEMIC STUFF

(NOTE: Naturally, the completion of this section is optional since the New Society, due to be formed momentarily, will replace factual knowledge accumulation with emphasis on more important things, such as gut feelings, self-realization and meaningful mind blowing. However, applicants who already have wasted 12 years in school may wish to stumble through the following questions as a means of demonstrating how our public educational system has failed them.)

1. Which of the following geometric diagrams constitutes a pentagon?



2. By 1980, the total population of the United States will be:

- ☐ A. At least several hundred.
- ☐ B. All fighting in Viet Nam and still losing.
- ☐ C. All black unless you honkies shape up fast.
- ☐ D. Young enough, on the average, so that it won't be safe to trust anybody over 15.

3. President Nixon's proposed budget for the next fiscal year amounts to:

- ☐ A. A hill of beans compared to what we need to move all the ghettos to the suburbs and replace our decaying cities with cooperatively owned flower beds.
- ☐ B. Another sell-out to the reactionary zinc mining lobby.
- ☐ C. More than I'll probably make in a lifetime off my beautiful psychedelic beadwork.
- ☐ D. Who is President Nixon?

4. Apply formal logic to the following proposition: All numbers between 1 and 10 are either odd or even. Half of the numbers are odd. Therefore:

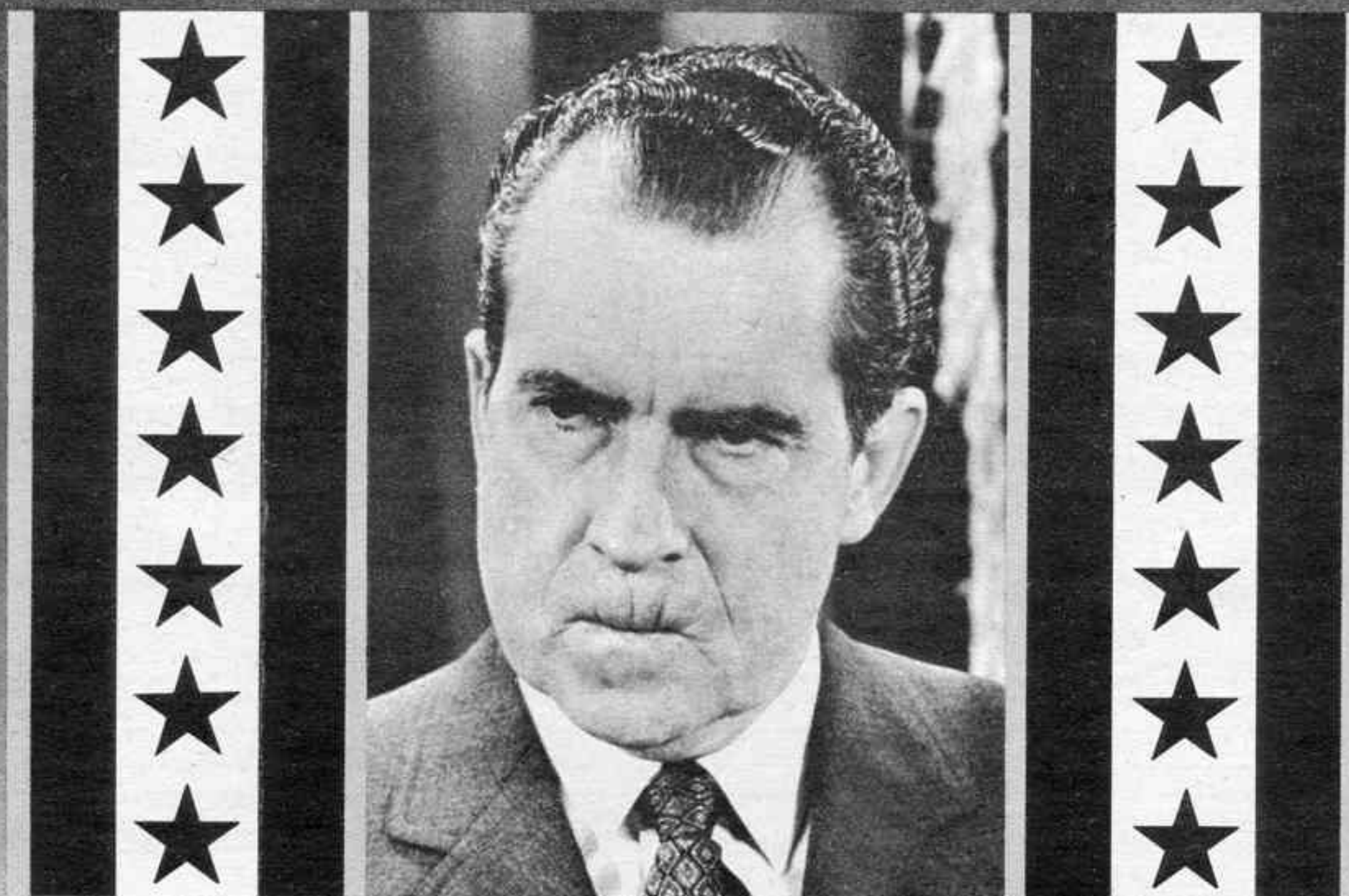
- ☐ A. My parents don't even try to understand me.
- ☐ B. You've got to be born black to know how it feels.
- ☐ C. Nothing is worth fixing because the whole system is rotten.
- ☐ D. Chairman Mao's theory remains fundamentally sound.





Some day, all of you readers are going to be over 30. In fact, if you play your cards right, you may even reach 35! At that point, you may want to take a hard look at your future. For one thing, you'll be past draft age, so you may want to think about *graduating* from college already. Also, since chances are you'll be putting on weight, you may want to think about shaving and cutting your hair. Face it, when was the last time you saw a fat hippie? And finally, it may not make sense to continue running away from home and bumming around. It could have a bad effect on your kids. So, much as we hate to say it, you may have to get a job. Have you ever thought about becoming President of the United States? Now, don't knock it! It is not as bad as it sounds! True, you may not make as much as, say, a Rock Singer or a Union Plumber makes, but the pay isn't too bad, and it's pleasant work. To help you decide, we've gone to extraordinary lengths to supply you with advice from one of the few men in the country who really knows all about the job. He has graciously agreed to speak to you through . . .

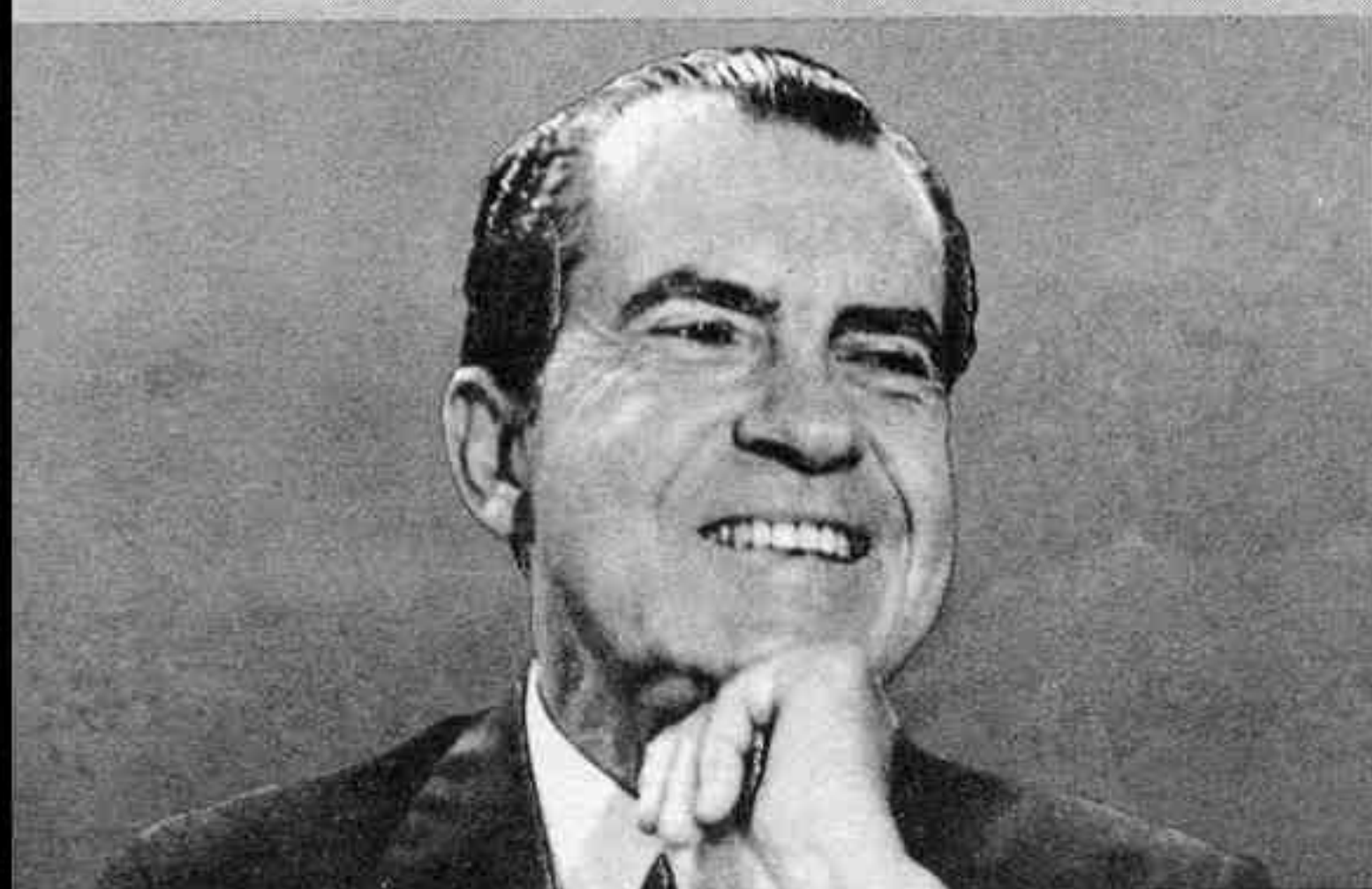
THE RICHARD M. NIXON PRESIDENTIAL PRIMER



By Richard M. Nixon

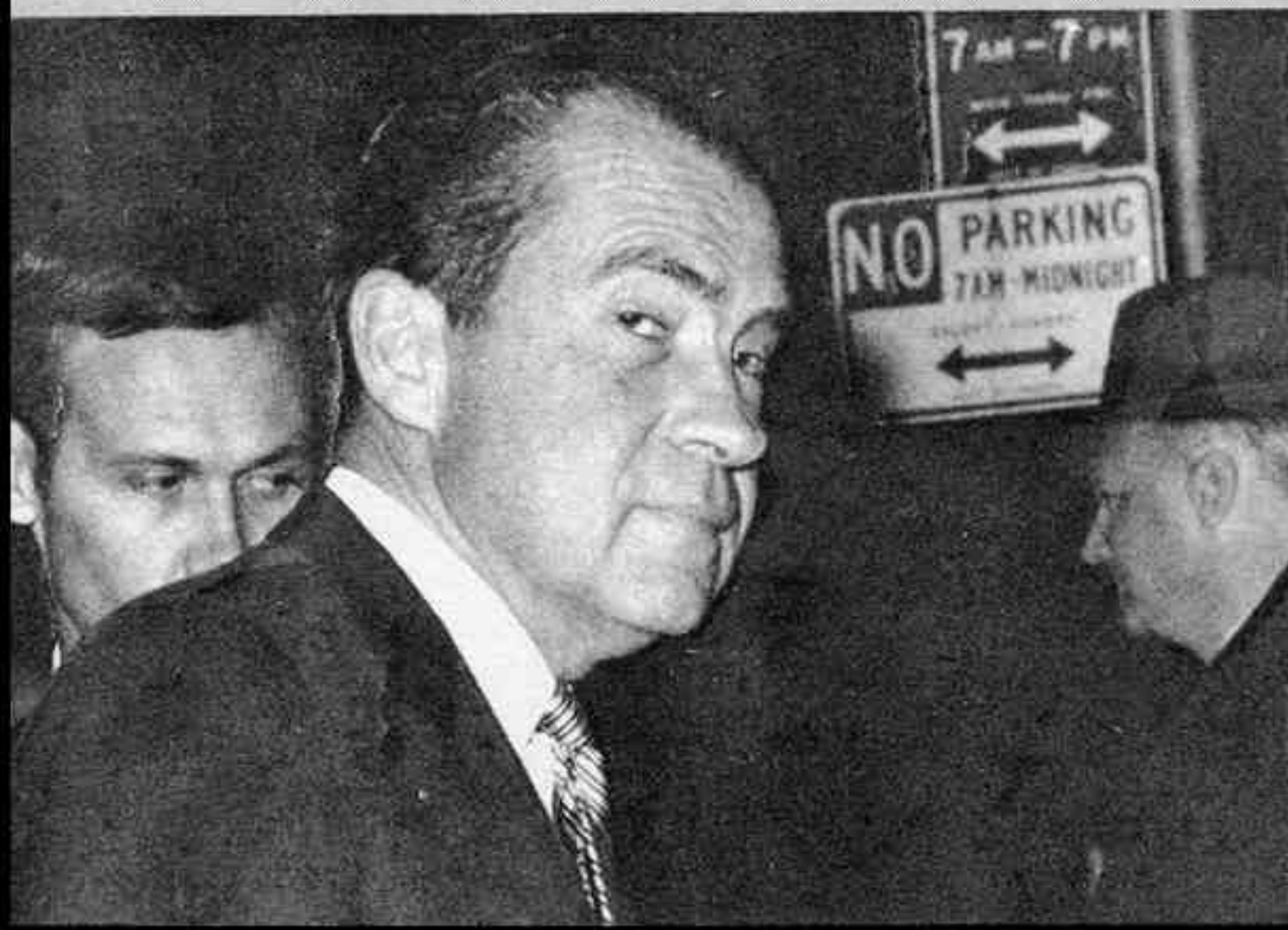
As Told To LARRY SIEGEL

Hi, there, boys and girls.
 I am your President.
 How would you like to be President some day?
 Perhaps I can help you.
 I like to help youngsters.
 I was a youngster once myself,
 Make no mistake about it,
 I was a very unusual child.
 You can tell by my baby pictures.
 I'll bet you've never seen a 3-month old baby before
 Posing on a bear skin rug
 Wearing a suit and tie!
 But enough sentimentality.
 Here are a few things you should know:



To become President, you must have special qualities.
 Like warmth . . . and charm.
 I believe I have them both.
 Look at my fine, warm smile.
 Look at my charming twinkling eyes.
 I am not only a good President,
 But I am also a fine, warm, charming human being.
 I believe in lasting friendships.
 Once someone becomes a friend of mine,
 They become my friend for life.
 Some people find this hard to believe,
 But I will prove it . . .
 As soon as I make my first friend.

A President must be a great leader.
 He must be forceful.
 He must be dynamic.
 He must speak for the people.
 Whenever I speak,
 I don't just speak for myself.
 I speak for you millions of Americans out there.
 You millions of Americans who believe in me.
 You millions of bankers,
 And you millions of businessmen,
 And you millions of industrialists,
 And both of you Negroes.



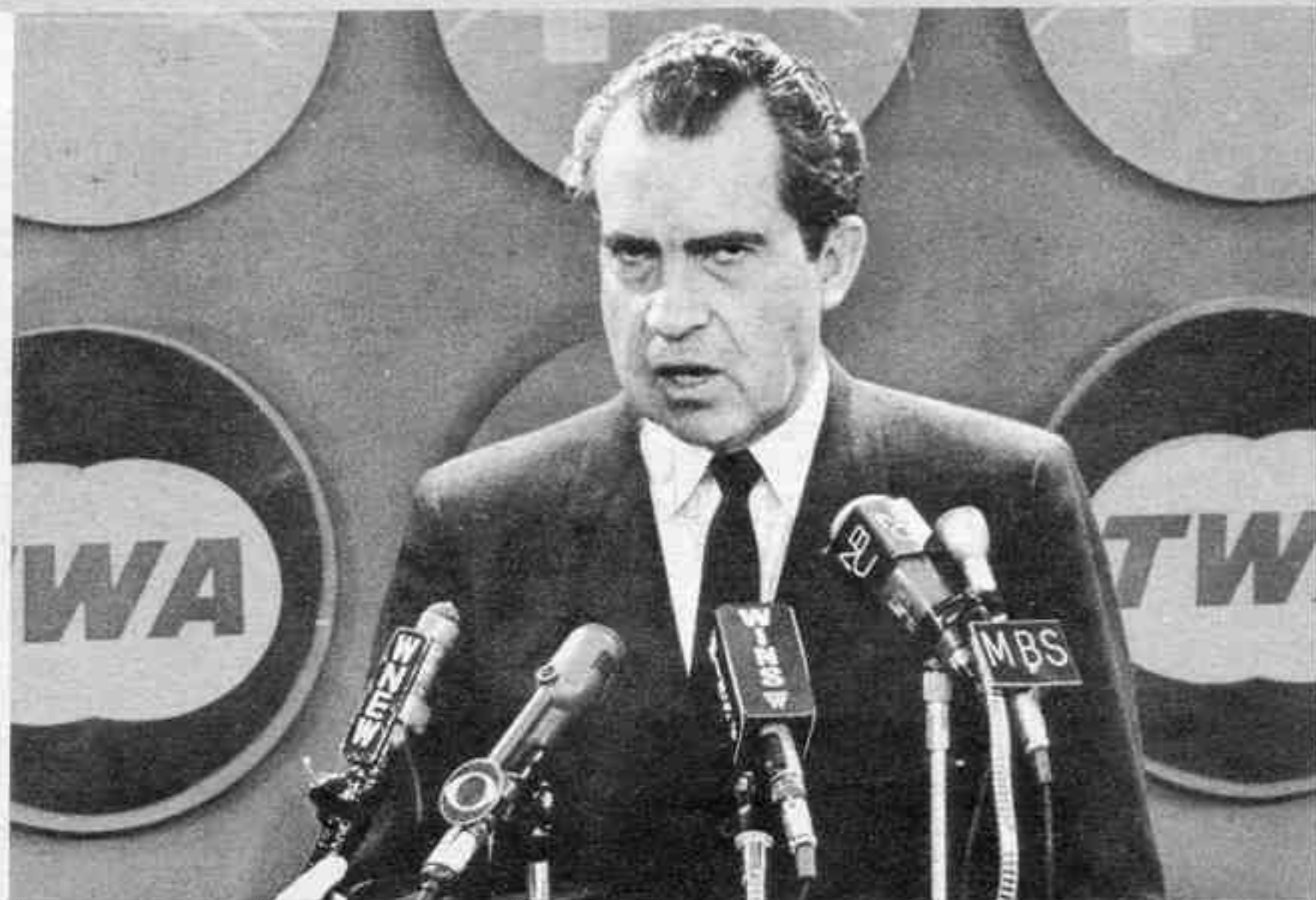
To be a good President, you must be sincere.
 One reason for my success is that I have sincerity.
 Look at my face.
 Don't you see sincerity written all over it?
 I sincerely believe in Integration.
 But I also sincerely believe that Segregationists
 Have their rights, too.
 On the other hand, I sincerely believe in Equality.
 But then again, I sincerely believe that some people
 Are more equal than other people.
 I call these sincere beliefs my "Convictions".
 Where do my "Convictions" come from?
 They come from my heart.
 They also come from my Opinion Polls.

Now, before I go on,
I want to make one thing perfectly clear:
I have had it up to here
With certain people!
People who say I am two different men:
An OLD Nixon . . . and a NEW Nixon!
I am just ONE Nixon!
Just the other day, I said to my wife, Pat,
"Thank God there is only one Nixon!"
And Pat agreed.



This is the ONE Nixon:
I am Trustworthy,
Loyal,
Helpful,
Friendly,
Courteous,
Kind,
Obedient,
Cheerful,
Thrifty,
Brave,
Clean,
And Reverent.
I have just two major ambitions in life:
To be the greatest President who ever lived,
And to make Second Class Scout.

But there are some people who say,
"Yes . . . but what about the OLD Nixon?
You know that OLD Nixon we mean!
You know, you know!
The fiery Commie-baiter!
The screamer!
The mud-slinger!
The character assassin!
The guy with the heavy jowls
And the angry mouth
And the narrow, shifty eyes!
Tricky Dicky!
What about THAT Old Nixon?"
Let me make one thing perfectly clear:
Look at my face . . .
Do I look like THAT Old Nixon?
Wait a minute! Let me repeat the question!



There! NOW look at my face!
Do I look like that Old Nixon?
Make no mistake about it.
I am not that Old Nixon!
I am not a Commie-baiter!
I am not a screamer!
I am not a mud-slinger!
I am not a character assassin!
No! I am NOT that Old Nixon!

And now, I would like you to meet
The Vice President of the United States.



THIS . . . is the OLD Nixon!!

I only hope that if any of you ever become President
You are as lucky as I am.
Lucky to have such a wonderful Vice President.
He is bright
And intelligent
And a powerful speaker.
And . . . he has a fantastic sense of humor!
Have you heard some of his powerful speeches lately?
You should see him at White House parties
With a lampshade on his head!
You should see him at Official Functions
With his funny lapel flower that squirts water!
We are very close.
I always like to shake his hand and tell him how much I . . .
Ooooooooooooooh! Owwwwwww! Ouch!
Oh, Spiro, you incorrigible cut-up!
You really surprised me with that Palm-Buzzer!!



Yes, a good Vice President is very important.
He can say the things you can't say!
And he can do your dirty jobs for you!
And if he ever steps out of line . . .
Like surprising you with an unexpected Palm-Buzzer . . .
You can reason with him.
You can show him the error of his ways.
You can do this with a friendly word in the ear,
Or a warm pat on the shoulder,
Or a hard punch in the mouth!



And now, in closing, I would like to pray.
A President can never pray enough.
I pray for world peace.
I pray that I will do a good job.
I pray that you have listened to me.
I pray that you will follow my advice.
I pray that I don't lose my Vice President to "Laugh-In".
Oh, yes, I have hundreds of prayers.
I have enough prayers to last me for all of 1970
And all of 1971.
But after that, I'm not sure.
The other day, I said to my wife, Pat,
"I don't have a prayer for 1972!"
And Pat agreed.



**WHO
IS FAST
BECOMING
OUR
ALL-TIME
TOP COMIC
CHARACTER?**

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

Throughout the years, the United States has produced a fascinating parade of "Comic Characters". Recently, however, a brand new one has burst upon the scene who threatens to eclipse all the rest. To find out which one we're talking about, fold in the page as shown . . .



FOLD PAGE OVER LIKE THIS!

A▶

FOLD THIS SECTION OVER LEFT

◀B FOLD BACK SO "A" MEETS "B"



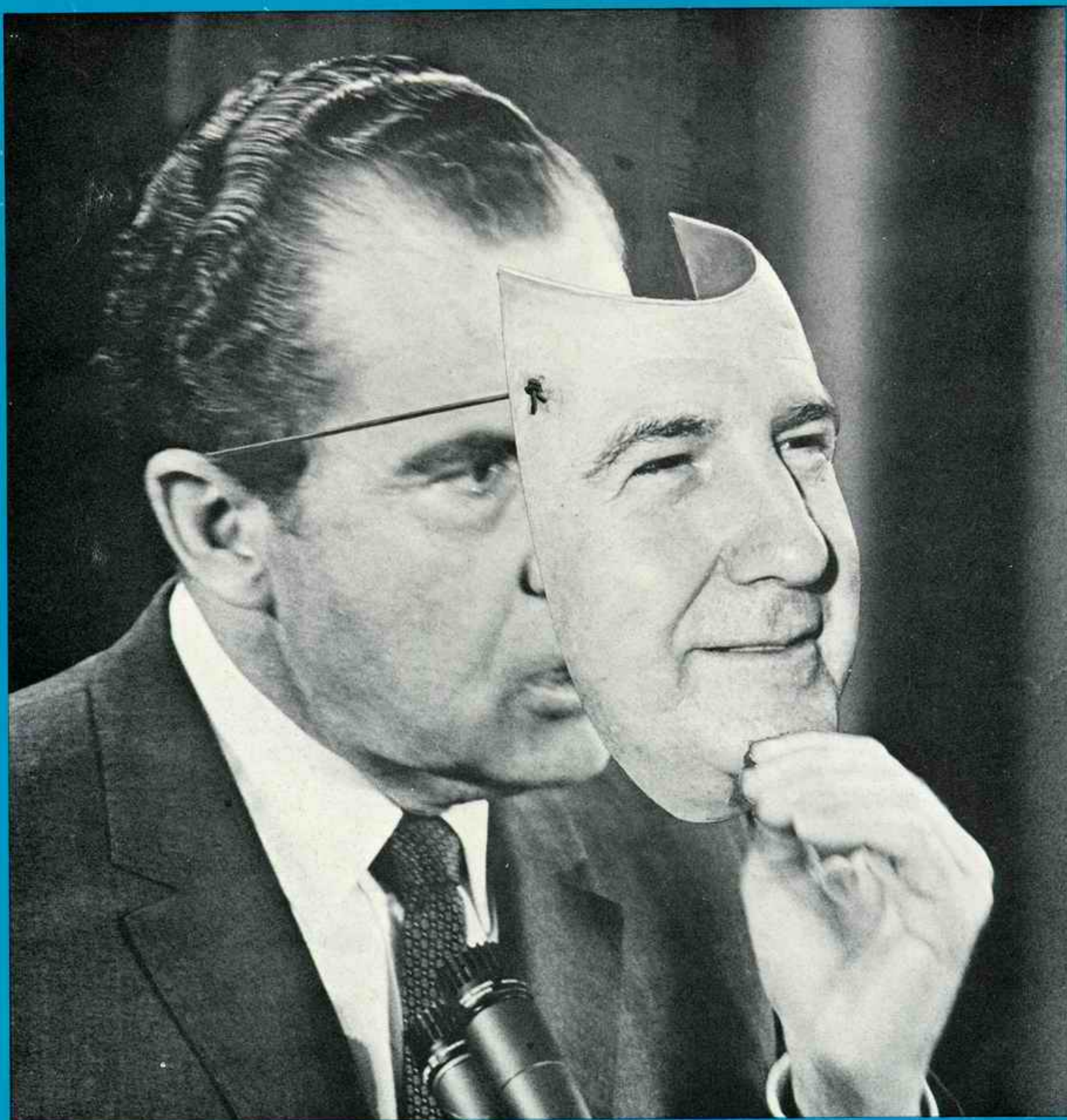
ARTIST & WRITER:
AL JAFFEE

**SPINNING HIS WEB OF HUMOR, THE COMIC HERO
AGAIN AND AGAIN CHARMS OLD FANS AND NEW**

A▶

◀B

THE OFFICIAL **MAD** PORTRAIT OF
THE PRESIDENT OF
THE UNITED STATES



CONCEIVED BY: MAX BRANDEL PHOTOS BY U.P.I.