

IND

MAD

SPECIAL

NUMBER THREE

OUR PRICE

60c

CHEAP

MAD SPECIAL NUMBER 3



**STARRING:
A FULL-COLOR
FOLD-OUT BONUS:**

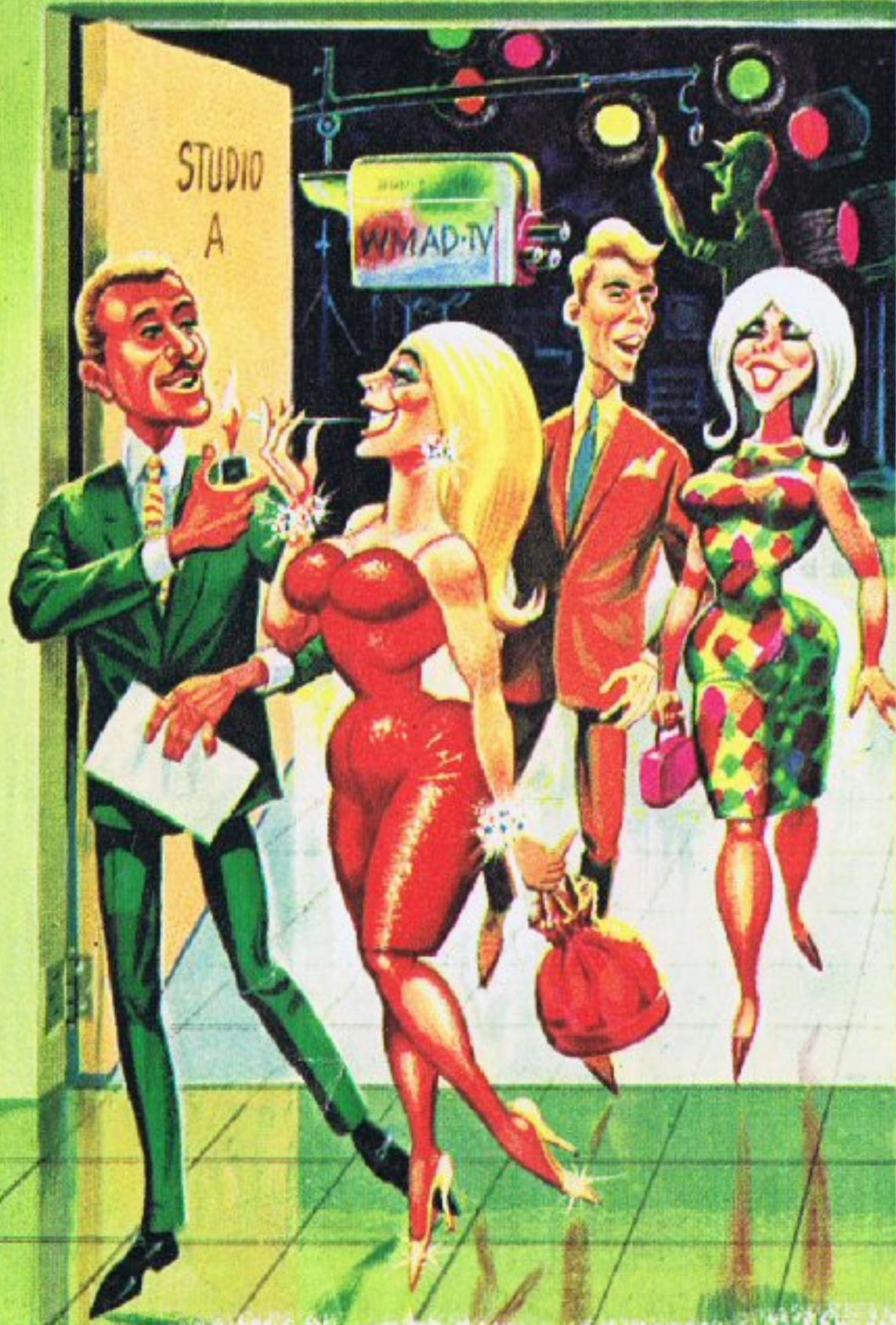
**MAD
PROTEST
STICKERS**

PRE-GLUED AND PERFORATED FOR
IMMEDIATE USE, MISUSE AND ABUSE!

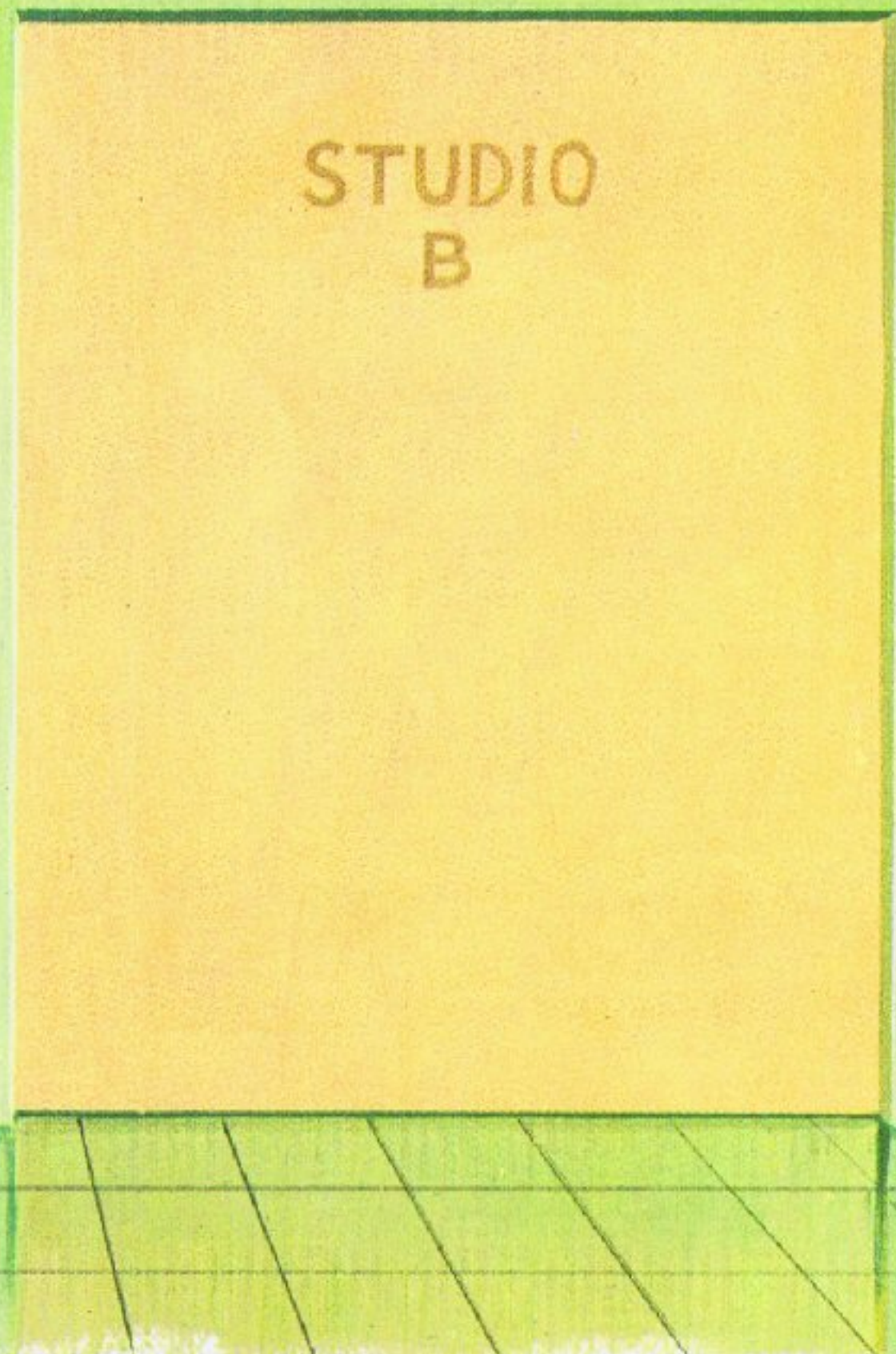


THE TELEVISION STUDIO

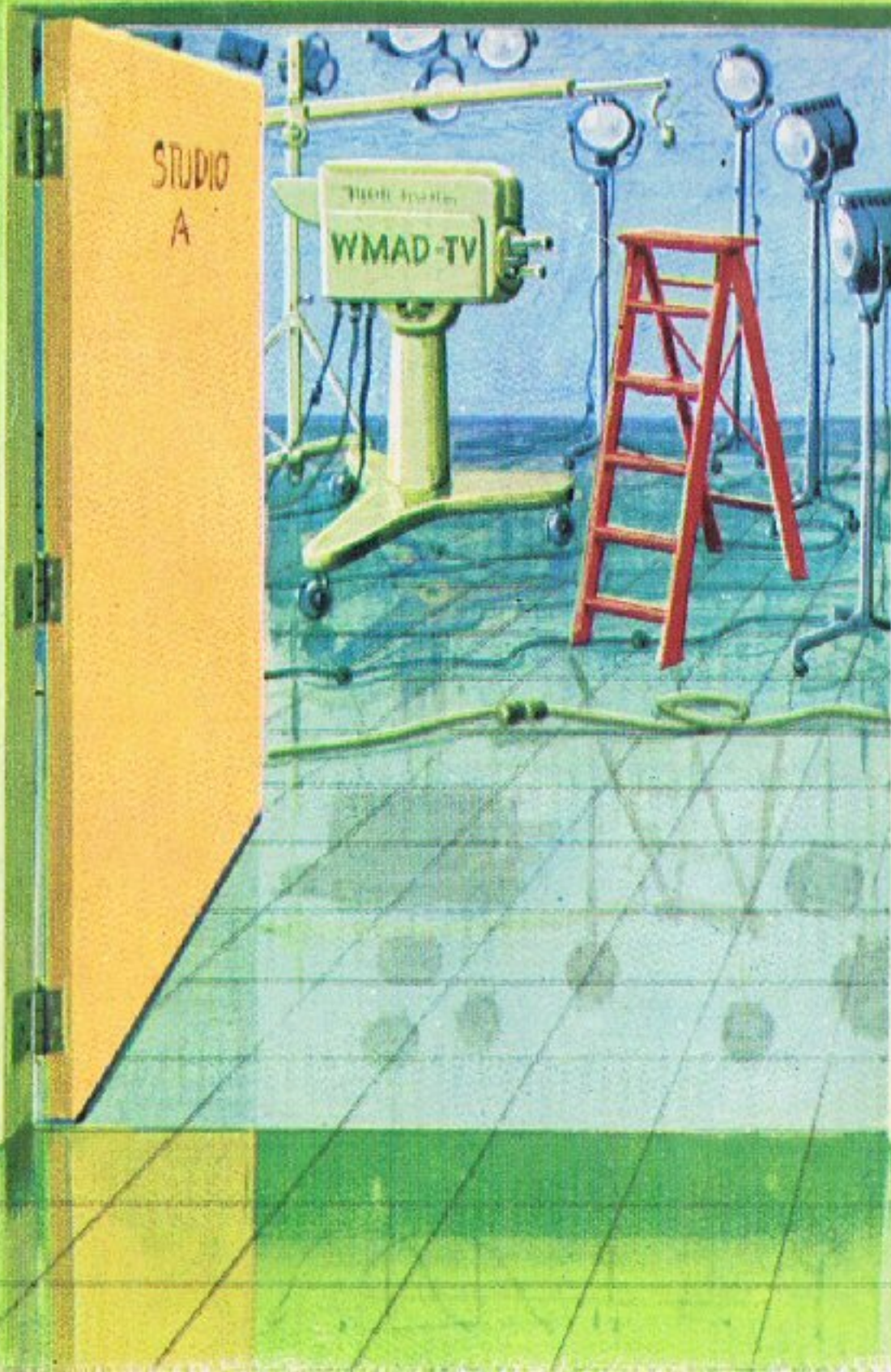
COLOR TV STUDIO



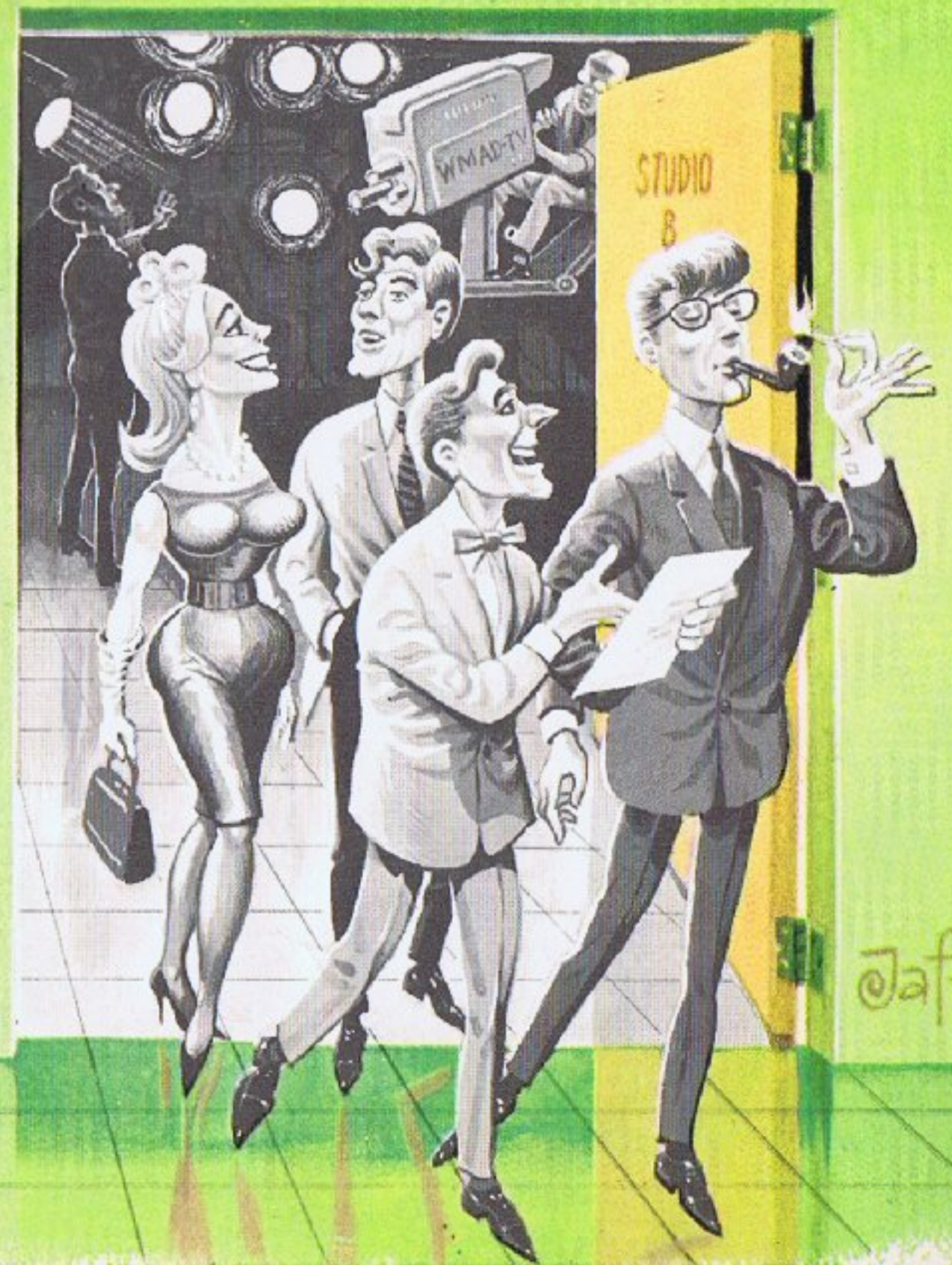
BLACK & WHITE TV STUDIO



COLOR TV STUDIO



BLACK & WHITE TV STUDIO



MAD

SPECIAL

NUMBER THREE

"When it comes to absorbing information, some people are like blotters: they soak it all in, but they get it all backwards!"—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

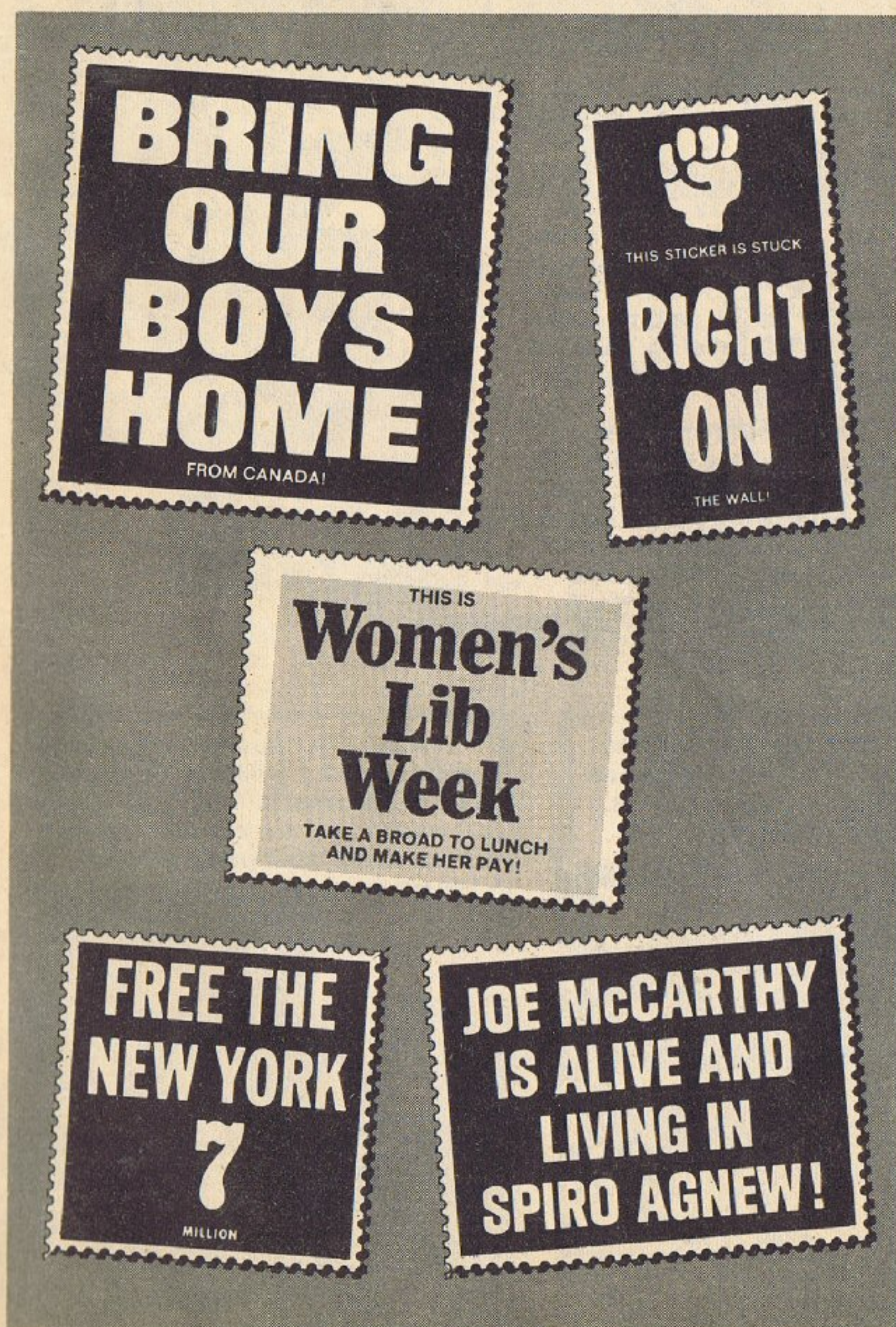
contributing artists and writers
THE USUAL GANG OF IDIOTS

CONTENTS

(In Order Of Their Appearance)

MANY CRAPPY RETURNS DEPARTMENT	
Future Callbacks By Manufacturers	2
GARDEN VARIETIES DEPARTMENT	
A MAD Look At Adam And Eve	6
BIG WHEELS DEPARTMENT	
Seals For Other Presidents	8
HOPPED-UP DEPARTMENT	
Kookie Kangaroos	10
TECCHNOLOGY DEPARTMENT	
A MAD Look At Computers	12
STICK 'EM UP! DEPARTMENT	
MAD Protest Stickers	16
A SWINGING AFFAIR DEPARTMENT	
On The Way To A Policemen's Ball	17
LIB-SCHTICK DEPARTMENT	
When The "Women's Lib" Movement Is Successful	18
TALK OF THE TOWNS DEPARTMENT	
"The Sights And Sounds Of The U.S.A." New York City	20
Hollywood, California	28
Las Vegas, Nevada	38
Washington, D.C.	48
Miami Beach, Florida	58
Small Town, U.S.A.	68
MAY I HAVE THE NEXT TRANCE DEPARTMENT	
A MAD Guide To Hypnotism	22
THE BLURBS IS COMING DEPARTMENT	
Future Talking Ads	30
DON MARTIN DEPARTMENT	
"Don Martin Looks At Doctors" In A Doctor's Office	33
In The Laboratory	34
The Veterinarian	35
The Anesthetist	36
"The Impressionist"	80
BREAD-SHRINKER DEPARTMENT	
Tax Forms Made Up By Psychiatrists	37
MIS-HAPPY HOLIDAY DEPARTMENT	
Predictions For Upcoming Christmas Weekend	40
Predictions For Upcoming New Year Weekend	54
HOLLARIN' UNCLE DEPARTMENT	
The Man From A.U.N.T.I.E. (TV Satire)	41
JOKE AND DAGGER DEPARTMENT	
Spy Vs. Spy	47, 74
5-RING CIRCUS DEPARTMENT	
A MAD Look At The Summer Olympics	50
MAKING A BIG SPLASH DEPARTMENT	
Swimming Pools As A Status Symbol	55
BERG'S-EYE VIEW DEPARTMENT	
The Lighter Side Of Spring	60
VIVA VILLIAN DEPARTMENT	
Movie Heroes Are Finks	64
'Twas The Note Before Christmas DEPARTMENT	
Letter From Santa Clause	66
PANNIN' THE FLASH DEPARTMENT	
News Photos You're Sure To See	70
News Photos We'd Like To See	72
IT SURFS YOU RIGHT DEPARTMENT	
MAD Visits A Typical Beach Movie	75
MARGINAL THINKING DEPARTMENT	
"Drawn-Out Dramas" by Aragonés	

****Various Places Around The Magazine**



Ever since Ralph Nader exposed the Automobile Industry as manufacturers of vehicles that are not only "death traps", but also fall apart a lot, car makers have been attempting to dispell this image by trying to make their products at least a little safer. In fact,

FUTURE CALLBACKS

Sweet William Plumbing Products

"Flush Your Plumbing Problems Away With Sweet William!"
112 CLOACAL STREET, NASHUA, N. H.

Mr. Samuel Gowdger
Tacky Home Developers Corp.
2 Chimney Sweep Lane
Seattle, Washington

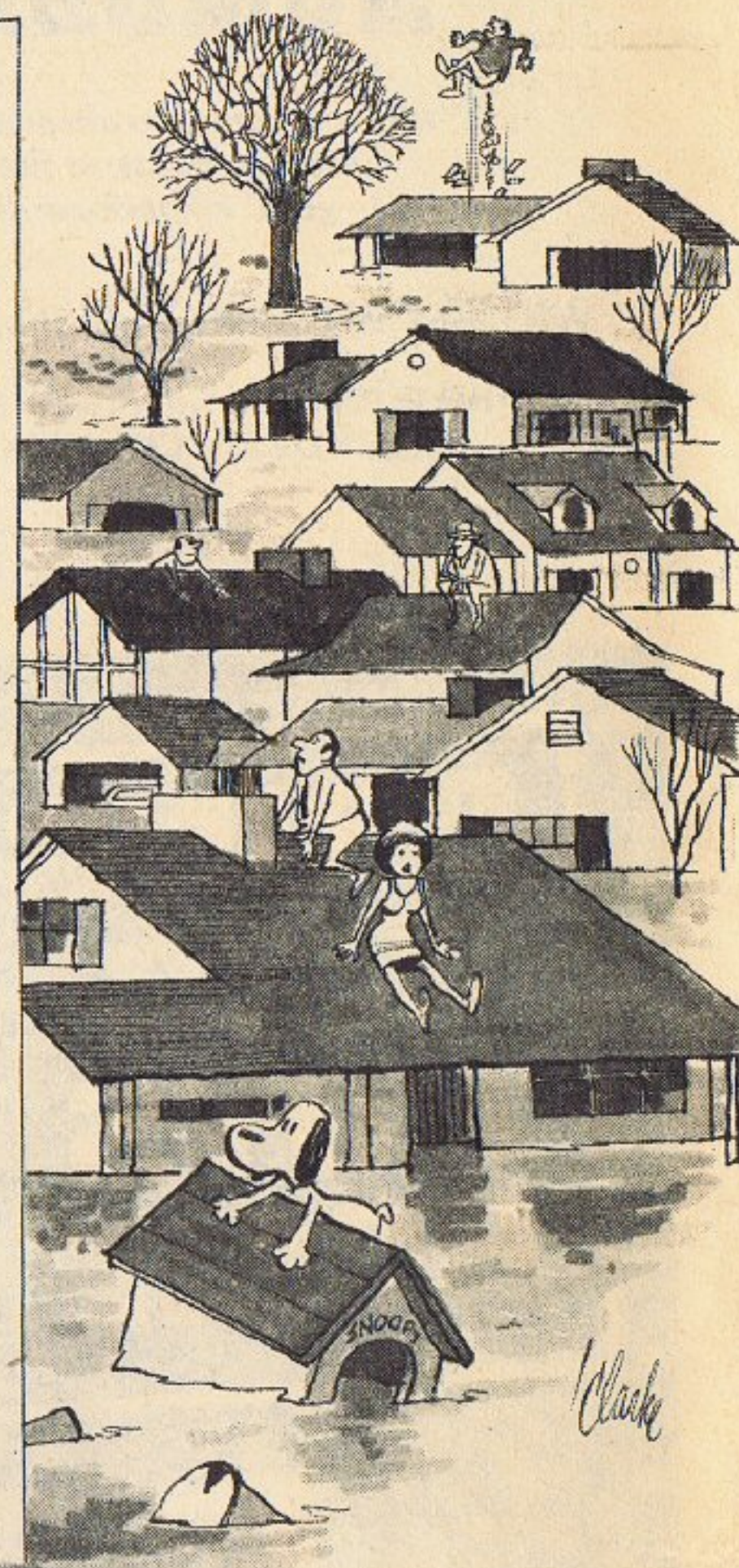
Dear Mr. Gowdger

Our records show that you recently purchased 750 "Super-Flush-Thermal Toilet" Units from us for installation in the 250 Two-and-a-half bathroom homes you are now building.

As you know, the "Super-Flush-Thermal" was our latest model, with the newly-developed "Heated Seat". Unfortunately, as with any new technological break-through, knotty little problems sometimes arise.

Aside from thermostat problems resulting in a "hot-seat effect", our "Super-Flush-Thermal" Unit has developed a small malfunction in the flow control valve, causing many of the toilets to back up into the home instead of flushing waste matter directly into the cesspools or the municipal sewage system.

It is our sincere hope that none of your units suffer this flaw. However, the only sure way of preventing future mishaps is to have all the "Super-Flush-Thermal" Units returned to our factory for modification. We realize the awkwardness of removing all these units, and we are prepared to lend one portable privy for or each 24 homes during the time required for repair. Pending the end of this crisis, we are also recommending that homeowners go



BY MANUFACTURERS

ARTIST: BOB CLARKE

WRITERS: VICTOR COWEN AND ELAINE DUNN

Mrs. Parker? This is the Sentinel Intercom Company! You're probably wondering why we're calling you in the middle of the night like this, but our technicians just discovered a defect in the "On-Off" switch of the Model 17A Units you recently purchased, and we're recalling them immediately...

Well... it seems that the units pick up sounds even when they're "Off"!

Oh, I see! How very unfortunate! On the night table right next to your bed, eh? That IS embarrassing!

Well... er—how old are your children? Oh... that IS rather young!!



WARNERS RECALL BIKE PIC

HOLLYWOOD, Nov. 3rd — In an unprecedented move, Warner Brothers shook up the entire motion picture community by recalling their latest release, "MOTORCYCLE MADMEN vs. THE BEAUTIFUL PEOPLE". A Warner's spokesman said, "We decided to recall "MMVTBP" because the critics found so many things wrong with it. All of the defective parts will be replaced, including the script, the sets, the director, the actors, the cameraman and the concept."



Farley Honda, Star of "MMVTBP"

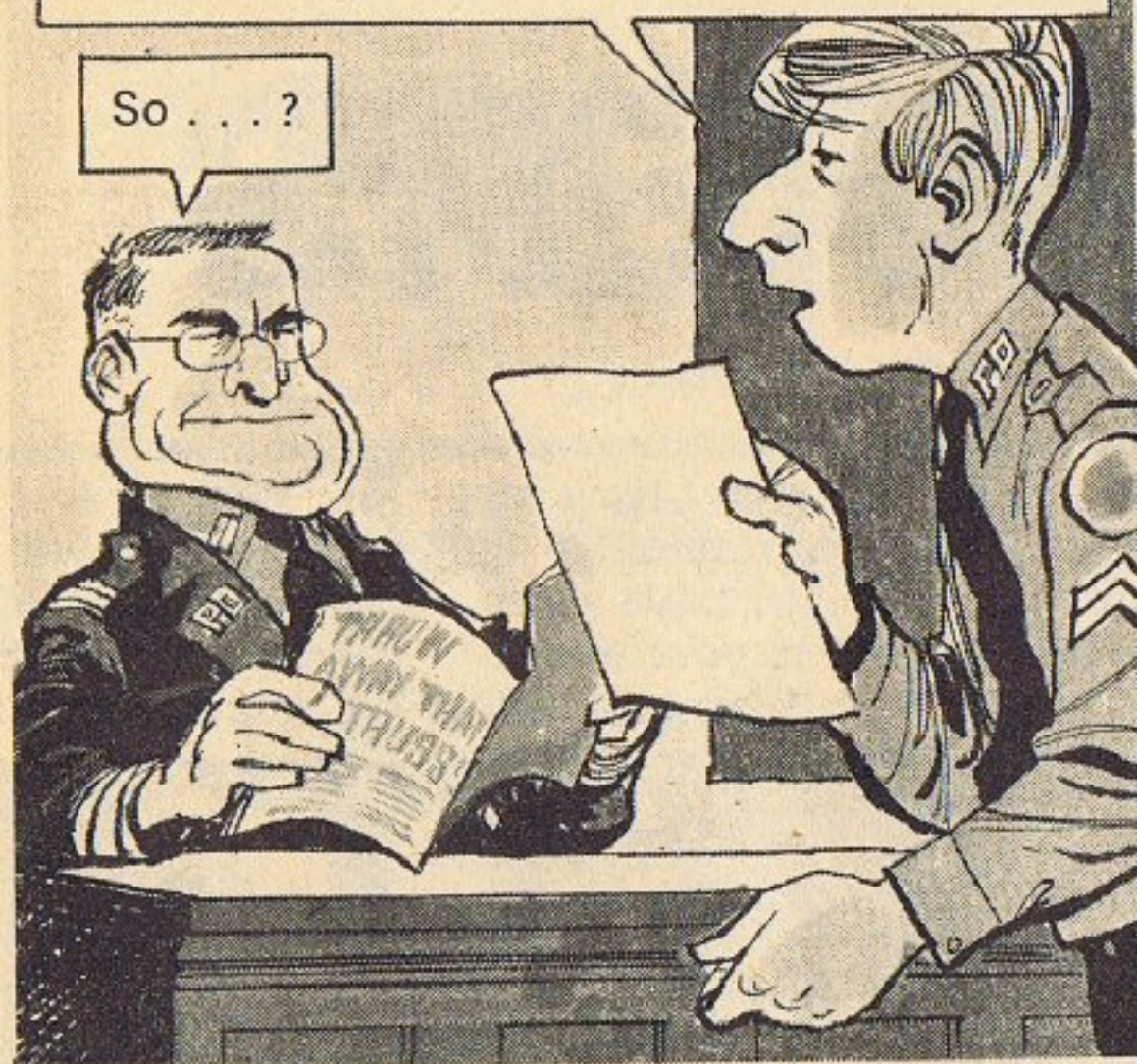
Industry biggies are watching Warner's move with great interest, as it could presage a trend. But we doubt it.

Good morning, Mr. Kling. I'm Martin Kohn, from the Gill and Fin Tropical Fish Center! We sure hope you haven't become too attached to those goldfish you bought from us last week 'cause—heh-heh—we're recalling them! Seems some clown slipped a—heh-heh—male piranha into our breeding females' conditioning tank recently—heh-heh—and we've got a whole batch of vicious goldfish on our hands...



Hey, Chief—we just got this notice from the Lilly White Lie Detector Manufacturing Company! It seems their Model X-F was wired incorrectly and they're recalling them!

So . . . ?



So that means the results of any tests taken on our Model X-F weren't accurate!

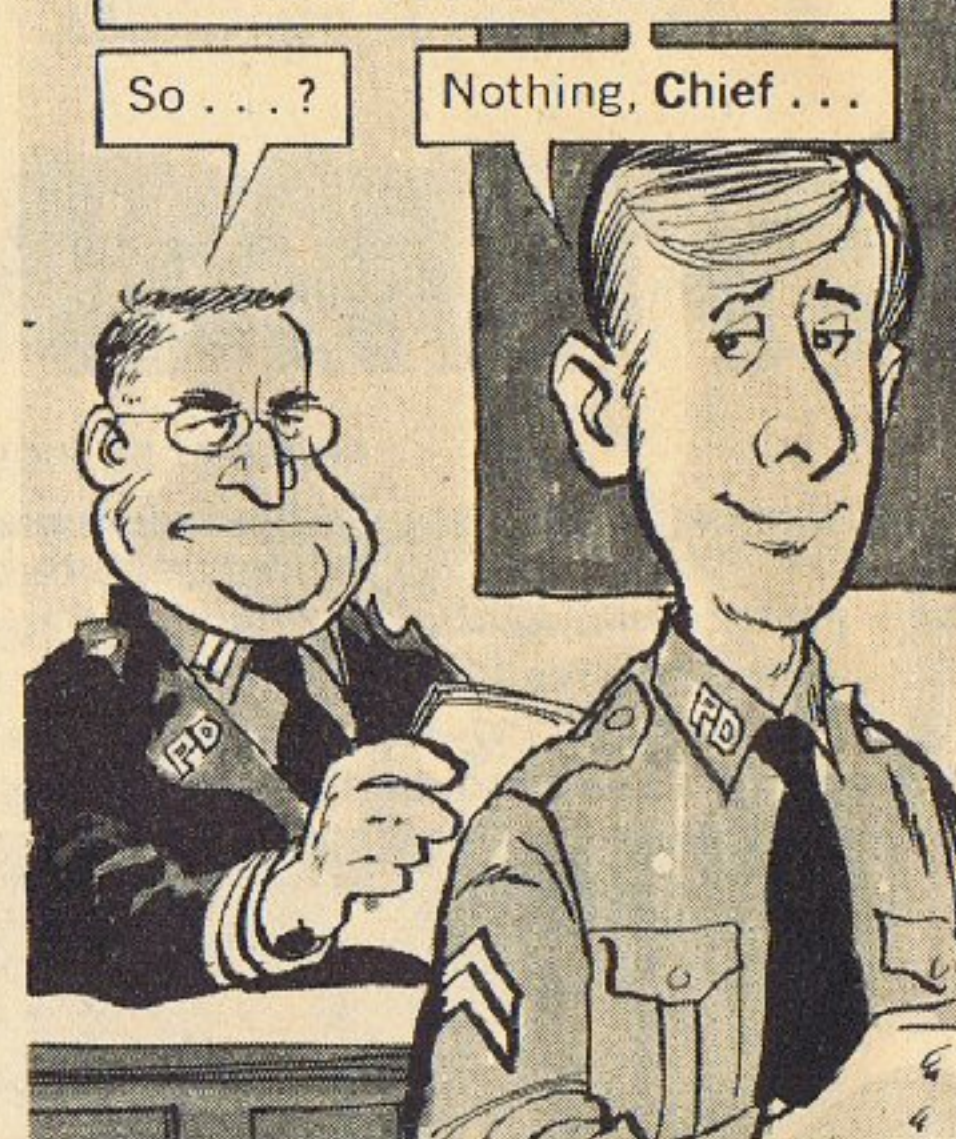
So . . . ?



So that means that some of the people we sent to jail might have been innocent!

So . . . ?

Nothing, Chief . . .

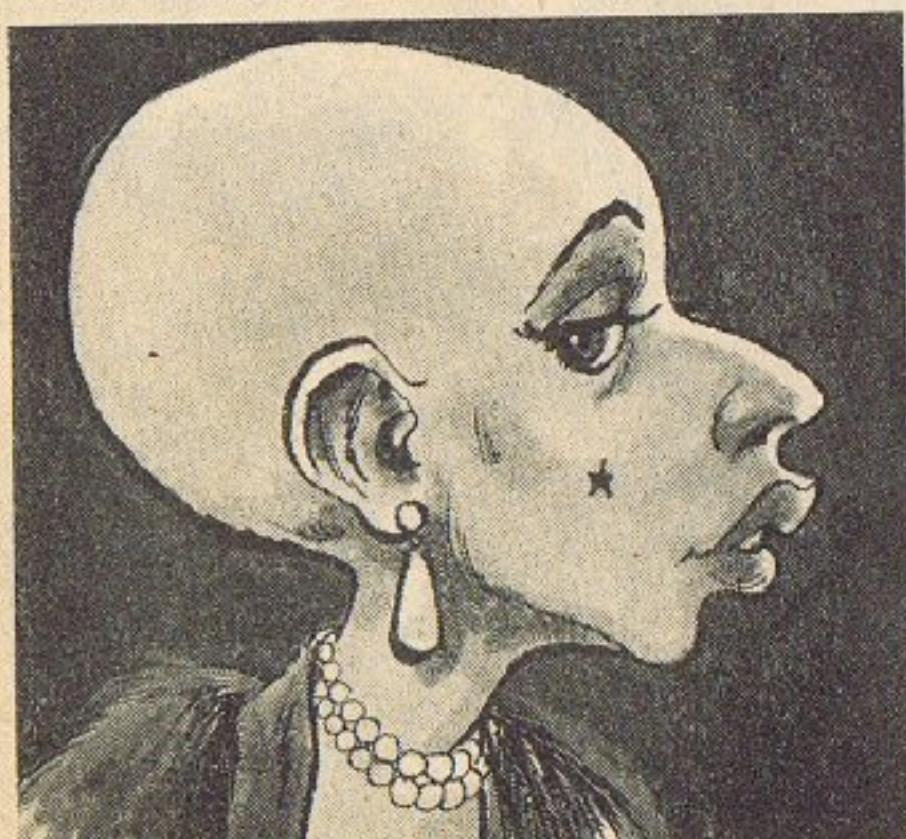


DEFECTIVE HAIR DRYERS RECALLED

ATLANTA, Ga., Dec. 8th — The Hennigan Electric Co., makers of the "Lovely-Wave Hair Dryer," announced today that it was recalling all of its 1970 models to have their motors inspected. The action is the result of more than 500 law suits involving women who have had their scalps sucked bald by faulty dryers.

F. W. Hennigan, President of the company, assured women that there is nothing to worry about "unless they have feeble follicles" (loose hair). He said that strong healthy hair can easily withstand the vacuum effect produced by the defective machines.

The company assured customers that the hair dryers would be repaired free of charge, and any woman experiencing hair loss would be given a free wig of her choice until her hair grew back.



Mrs. Hermione Swink of Appleton, Minn., after using a "Lovely-Wave Hair Dryer." Her dryer was one of many that had their blower motors installed backwards, setting up a strong vacuum effect resulting in numerous bald ladies.



THE SUPERTOASTER CO A Division of Furd Hydraulic Lifts, Inc. PONTIAC, MICHIGAN

Dear Supertoast Toaster Owner:

Our records show that you recently purchased our Model TR-4137 Supertoast Toaster. It has come to our attention that a defect has shown up in some of these units. Quality Control traced the problem to an overly-powerful pop-up spring placed in many of the toasters by an assembler formerly with our Pogo Stick Division.

There is no reason, however, to panic. Return your Supertoast Toaster to your nearest Supertoast Toaster Service Center for insertion of the proper spring. In the meantime, keep your face away from the toaster slots when making toast. You could sustain severe facial lacerations if struck by flying toast, English muffins or well-done bagels.

Sorry for any inconvenience or injury caused by this small defect. With any luck, your "modified" toaster should give you one or two long years of carefree service.

Very truly yours,
Wilfred B. Crisp
Wilfred B. Crisp
Toaster Master

ENTIRE MEDICAL SCHOOL CLASS RECALLED

NEW YORK, April 23rd — The American Medical Association announced today that it was recalling the entire Class of 1968, which graduated from The Bensendorf School of Medicine. This move was promoted by a rash of malpractice suits which were recently brought against doctors who were members of that group.

People using these doctors were notified to take their symptoms to a reputable physician for immediate re-diagnosis. The AMA said there will be no additional charge for this service unless new parts are required.

Some of the hundreds of malpractice suits brought against members of the Class of '68 include: A man who needed a fractured leg re-set and underwent brain surgery, a lady with a simple head cold who went into a deep depression after her doctor diagnosed it as "Terminal Post-Nasal Drip", and a man who complained of heartburn and received a heart transplant from another man who happened to fall asleep in the

waiting room.

Dr. Phil Seuling, Dean of The Bensendorf School of Medicine, said that an investigation into the records of the Class of '68 uncovered

evidence of "mass cheating". He announced that licenses have been revoked and that the doctors involved would have to go through the entire curriculum again.



THE BENSENDORF SCHOOL OF MEDICINE, CLASS OF '68

Hello, Mr. Glomm, this is Charles Finster of the "Ever-Ready Dog Training School." I'm terribly sorry, but we're going to have to recall this week's entire class of dogs...



As you know, we employ the Pavlov Conditioning Method in training clients' dogs. Unfortunately, this week's class was erroneously trained by our Police Dog Section, and they've been conditioned to kill in response to a specific stimuli!



Er— what stimuli is that?

The sound of chimes!

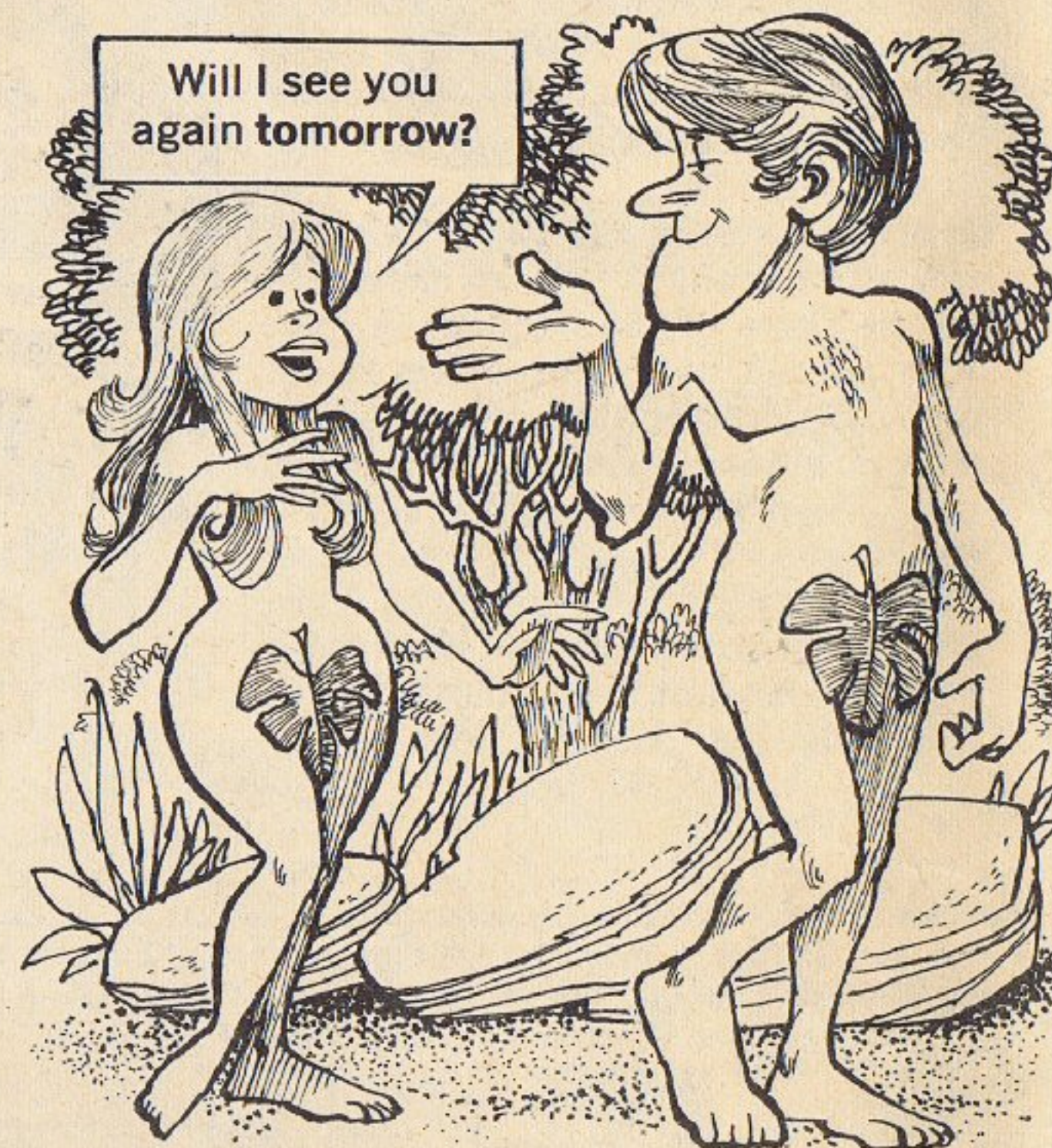
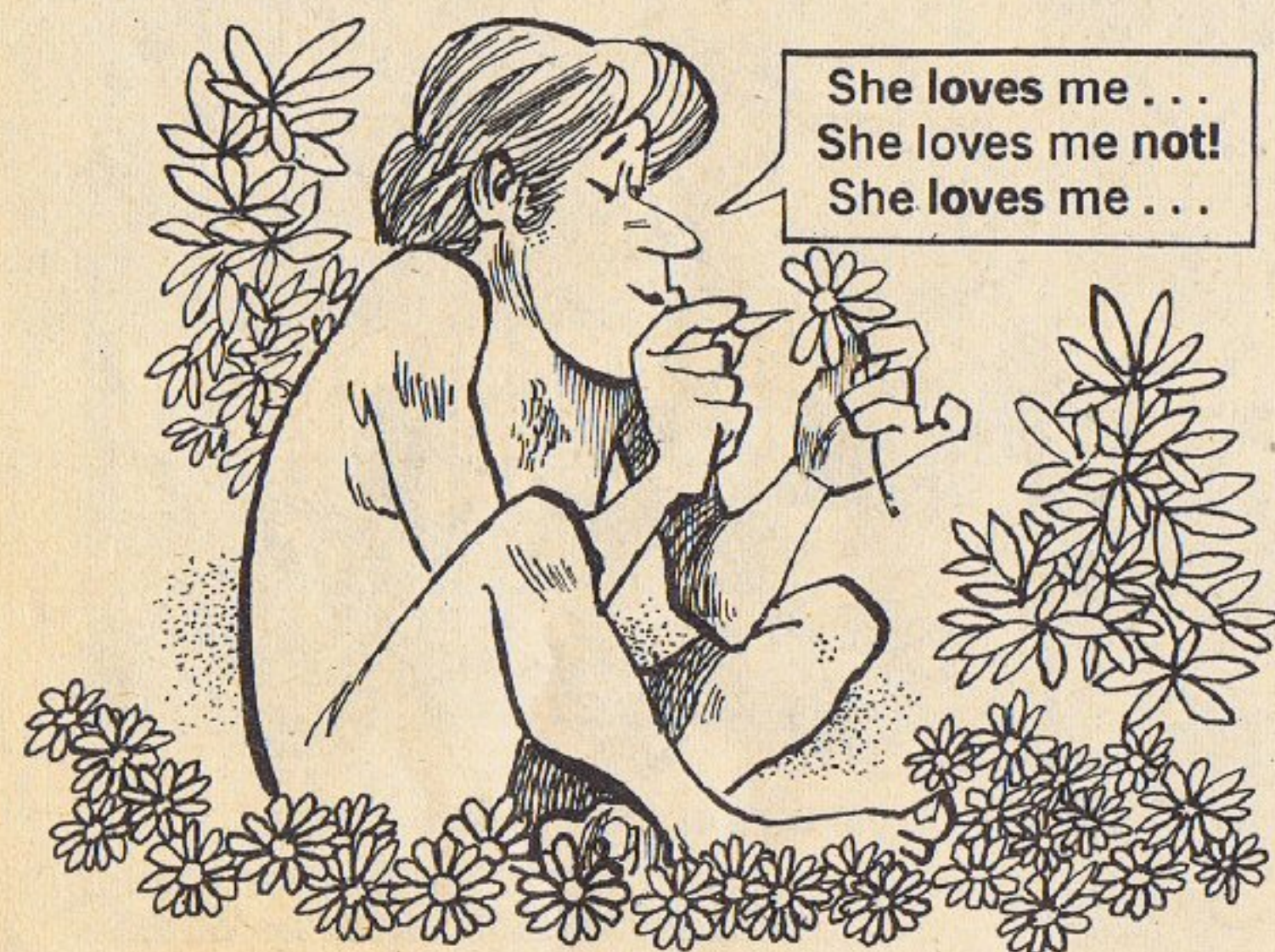
Well, thank God mine hasn't rung since I got him home!

Fine! We've sent a man to pick him up and he should be at your house shortly, so...



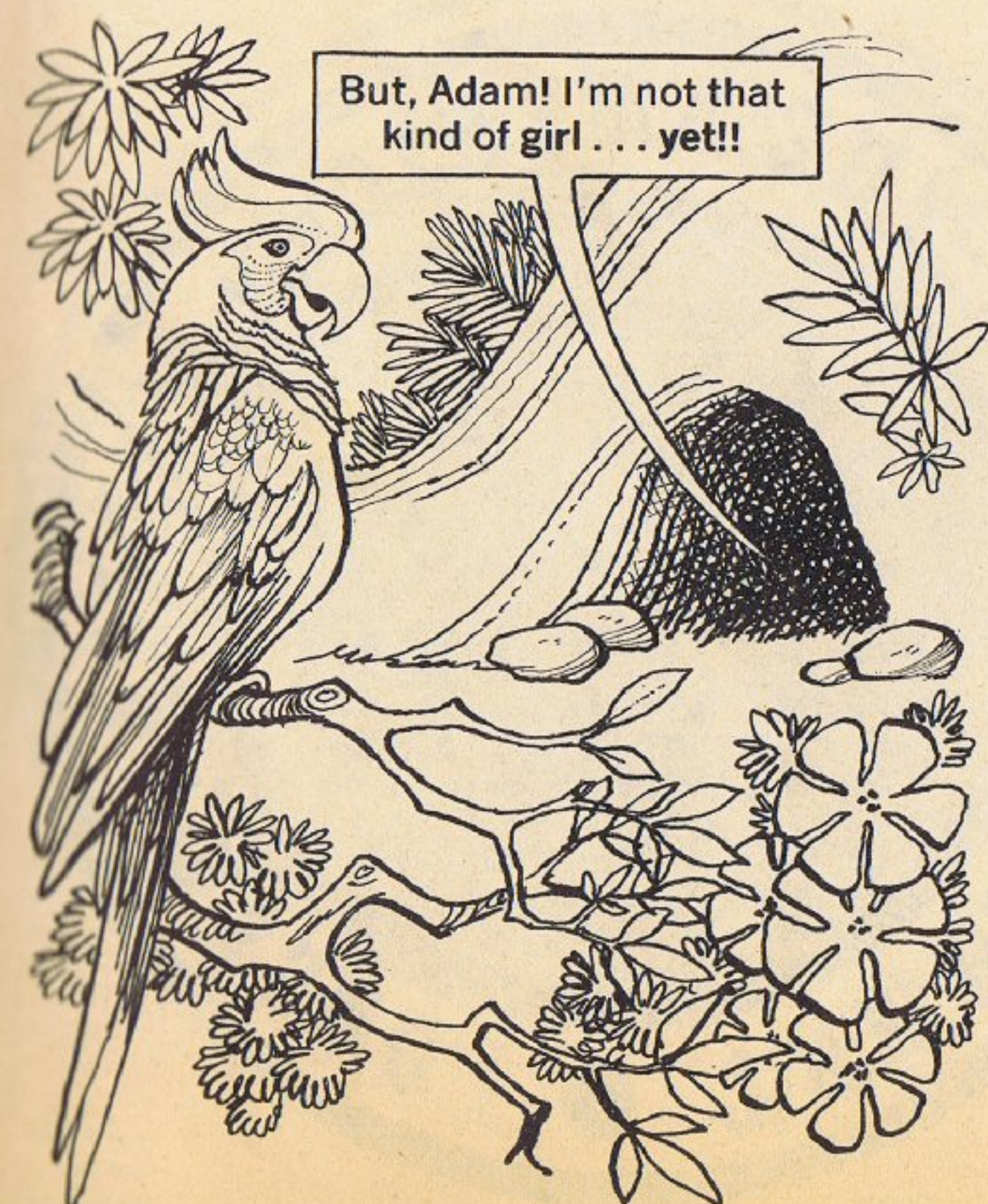
A MAD LOO

ADAMS



K AT...

EVE



ARTIST: BOB CLARKE
WRITER: MARYLYN IPPOLITO

Clarke



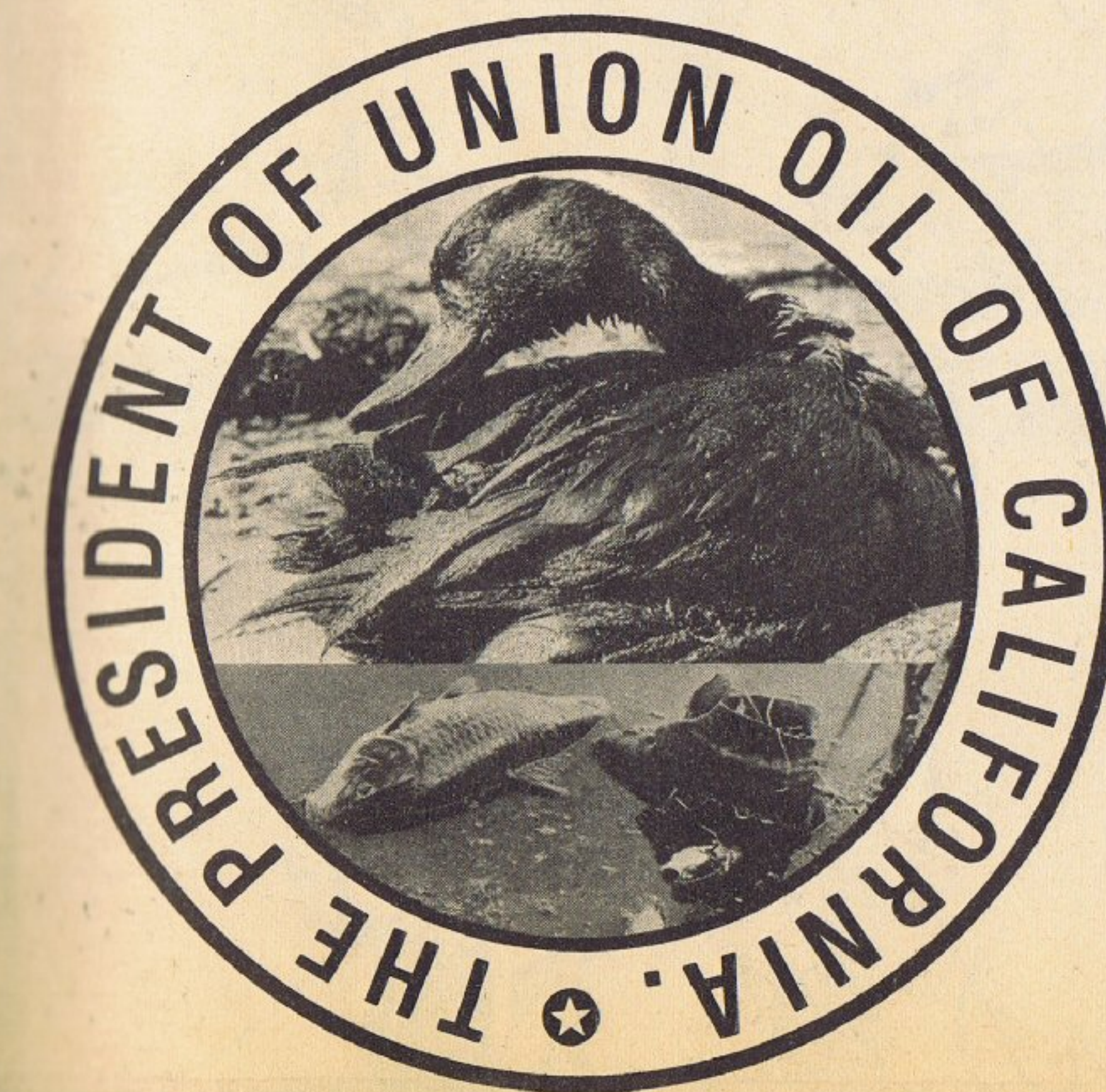
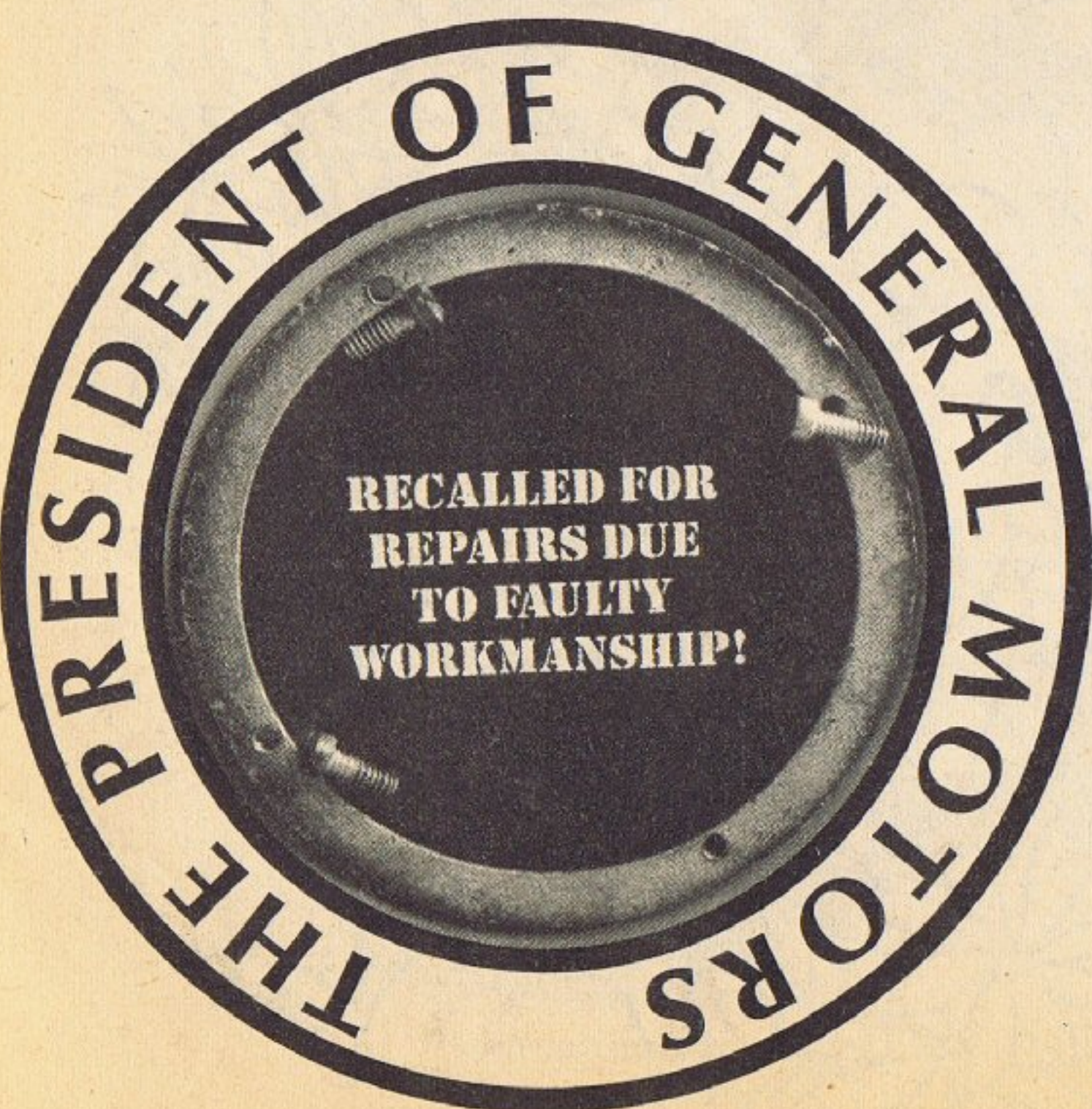
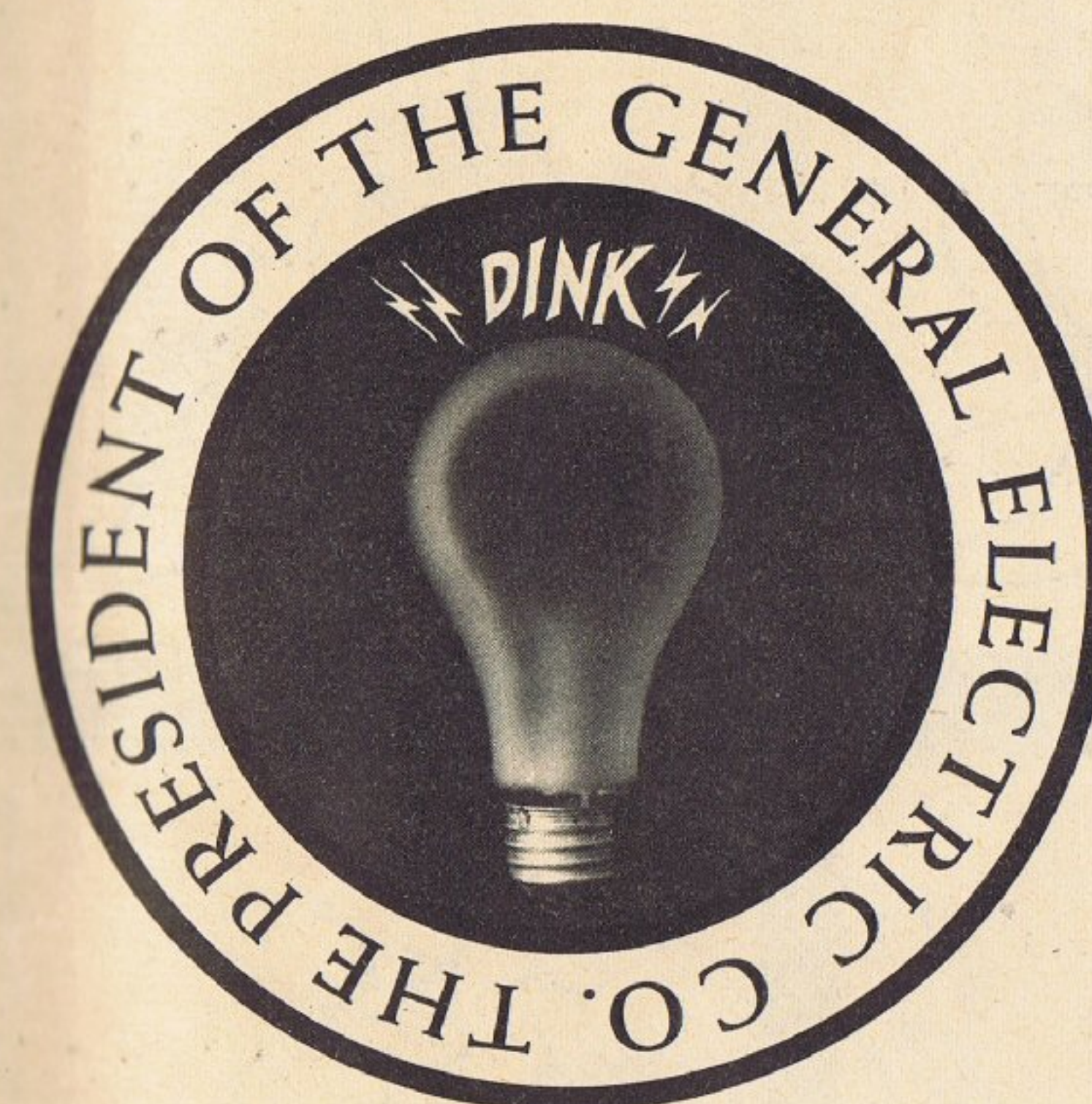
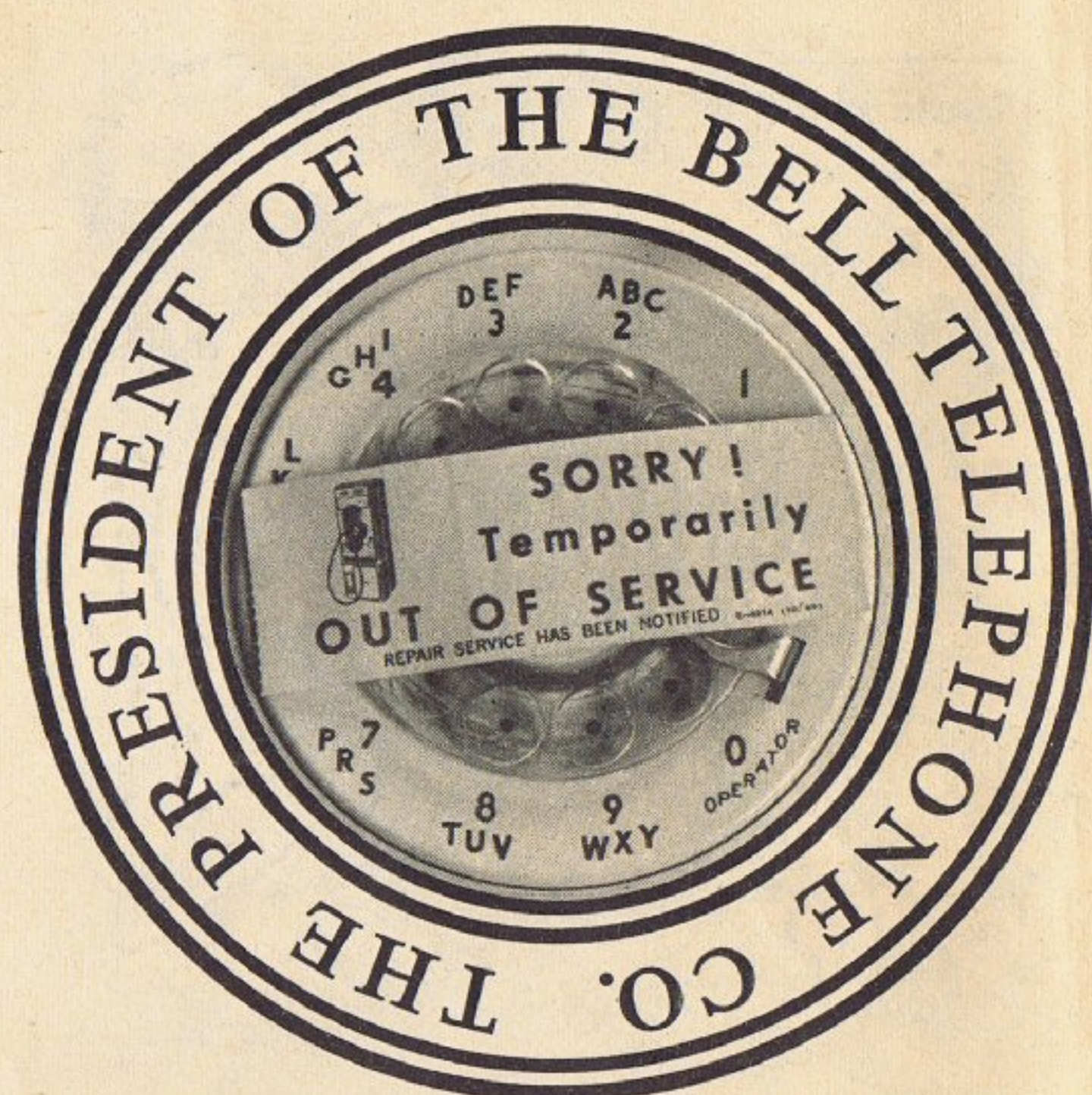
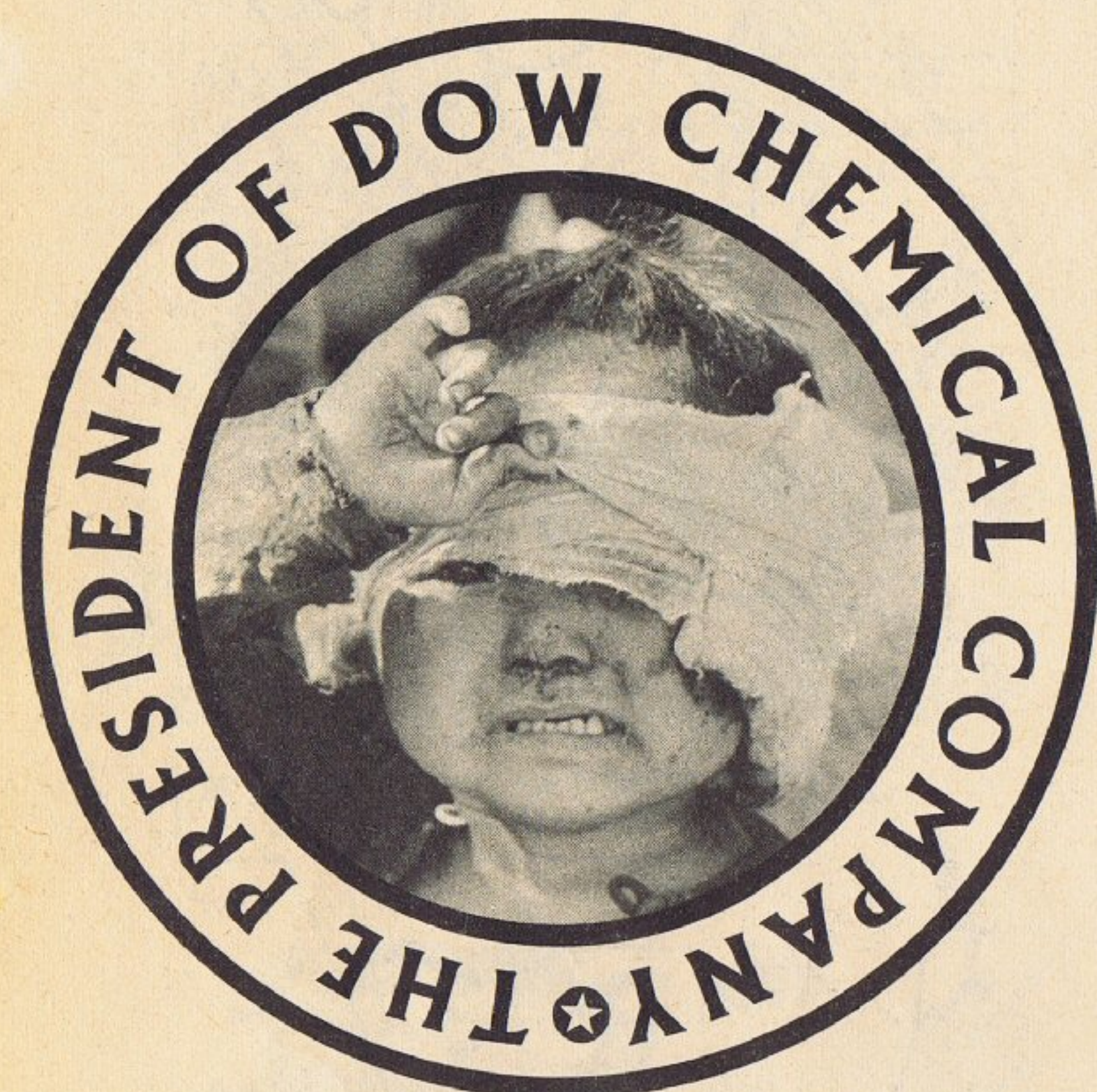
BIG WHEELS DEPT.

You've all seen this item at the left! It's the "Presidential Seal." It appears wherever the President of the United States appears, and it serves to remind us all that he represents the entire nation. Which got us to thinking: Why shouldn't other Presidents have "Seals" that would appear wherever they appear, and serve to remind us of what they represent? Like f'rinstance . . . here are some MAD suggestions for

SEALS

CONCEIVED BY MAX BRANDEL

FOR OTHER PRESIDENTS

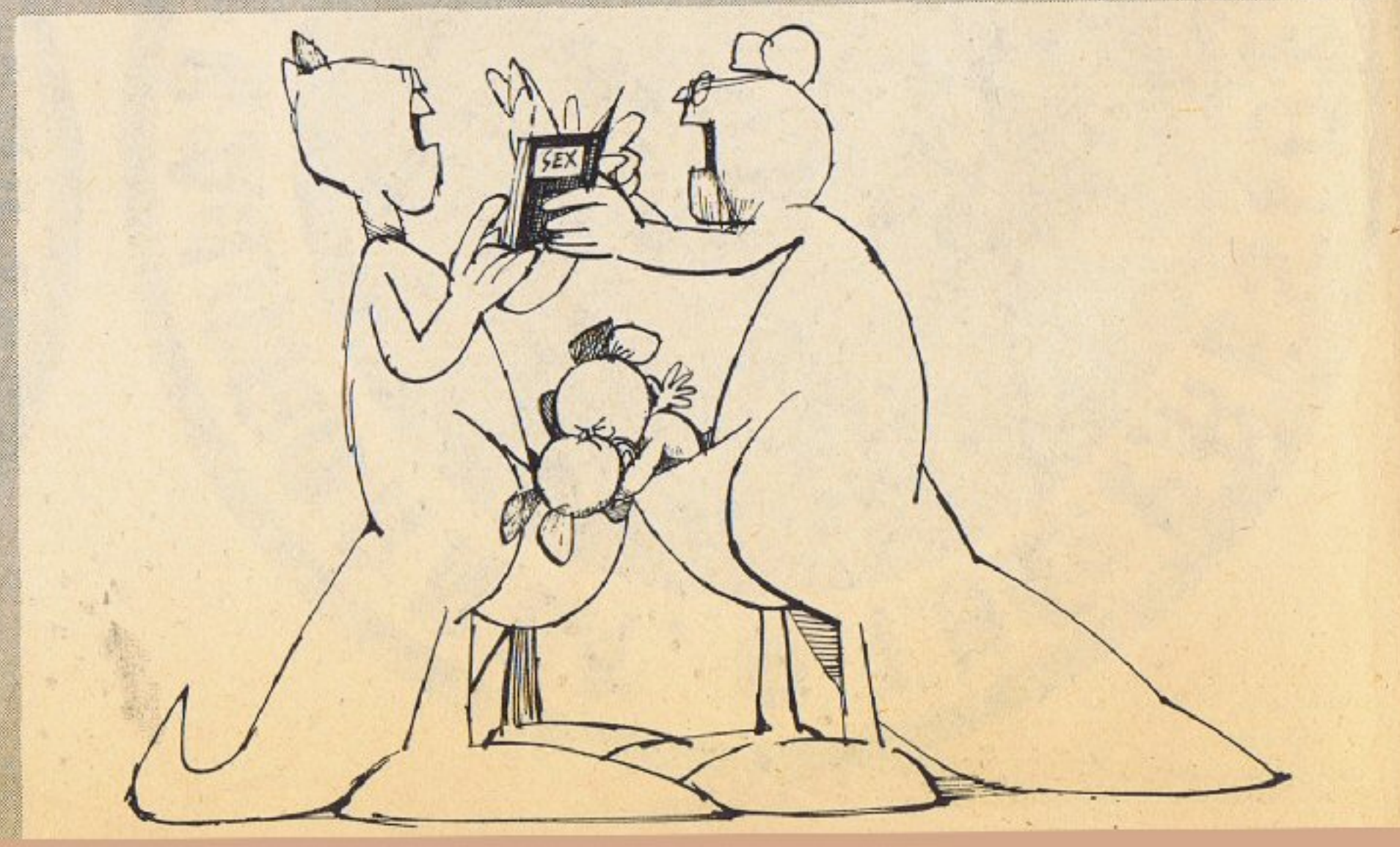
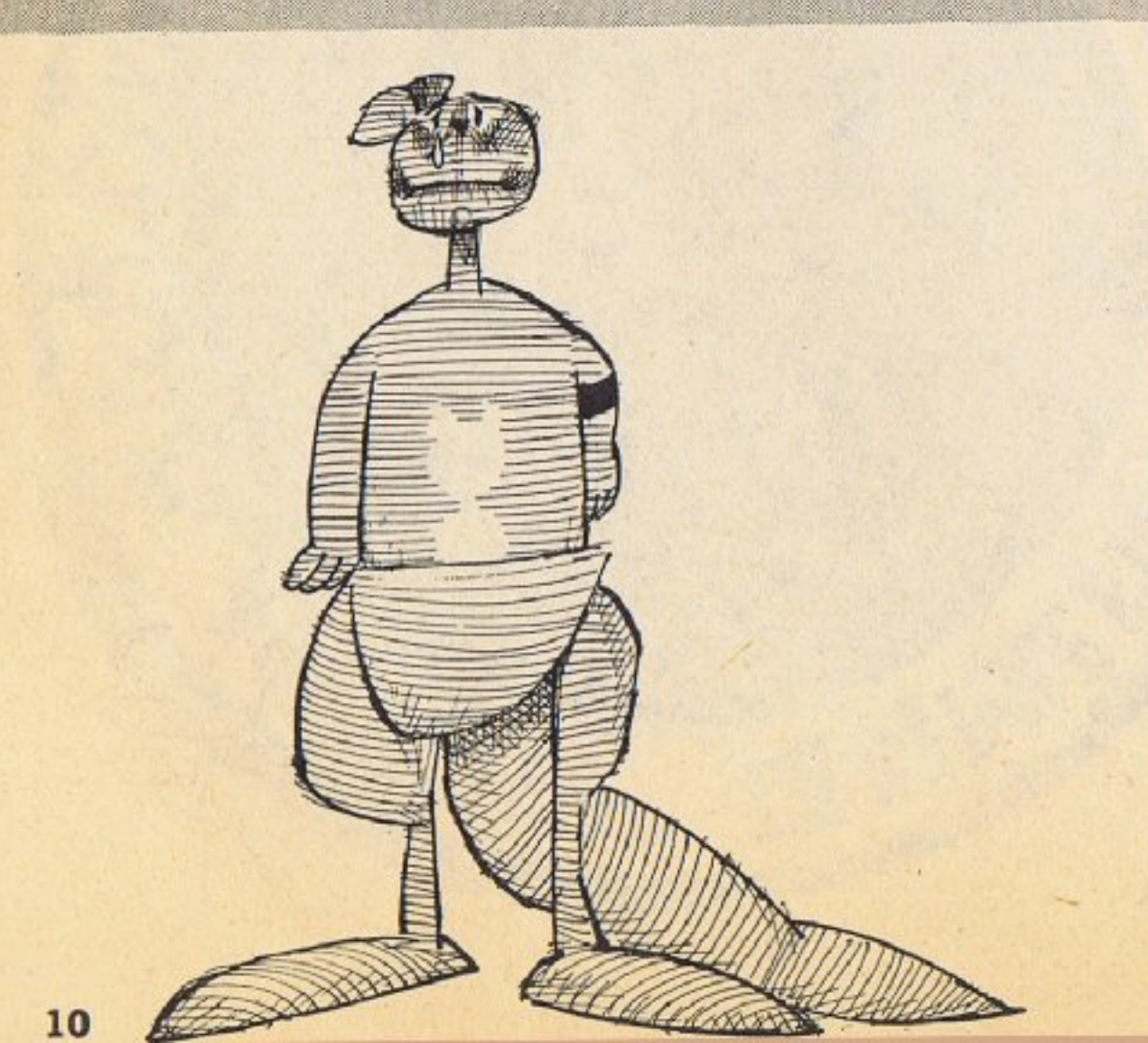
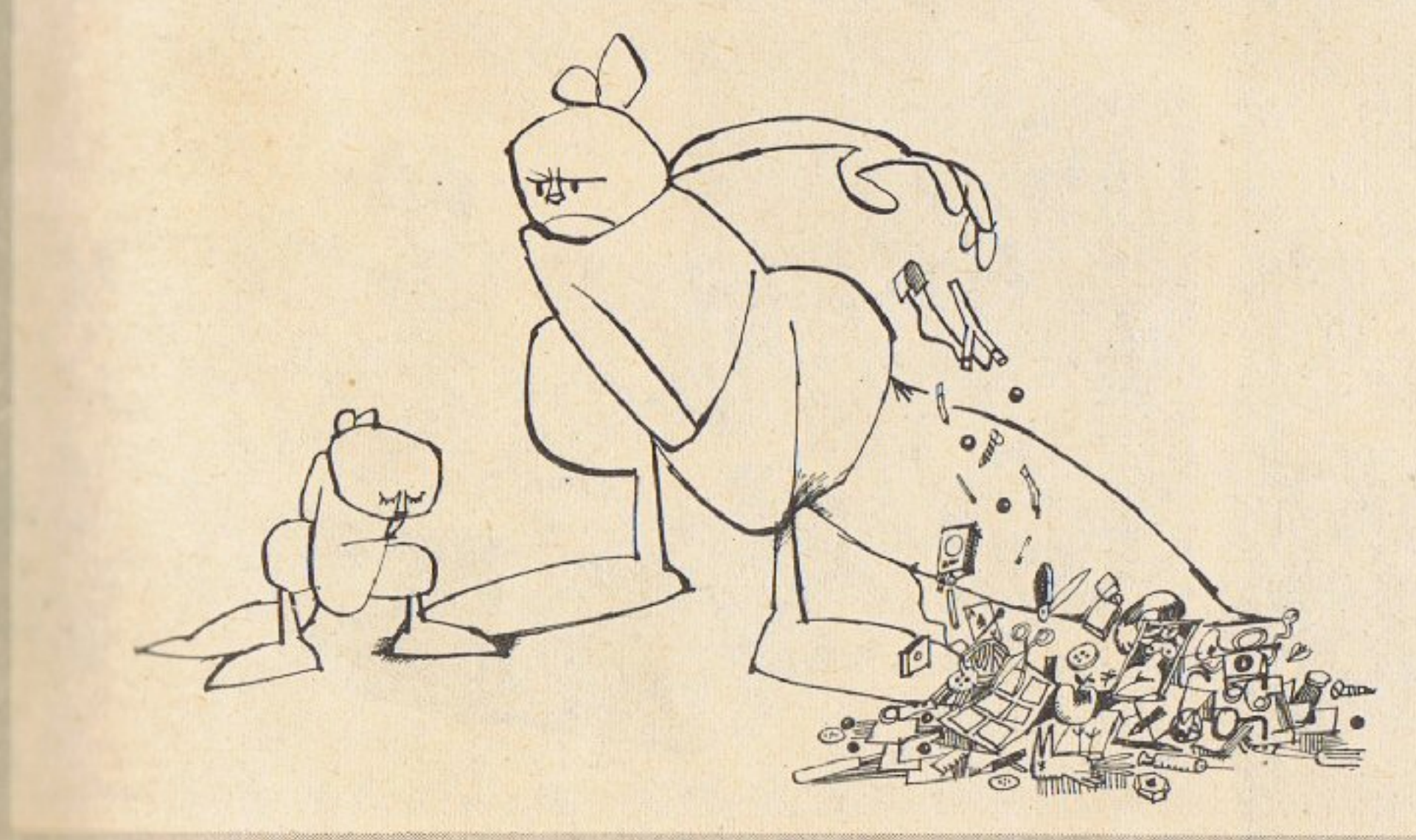
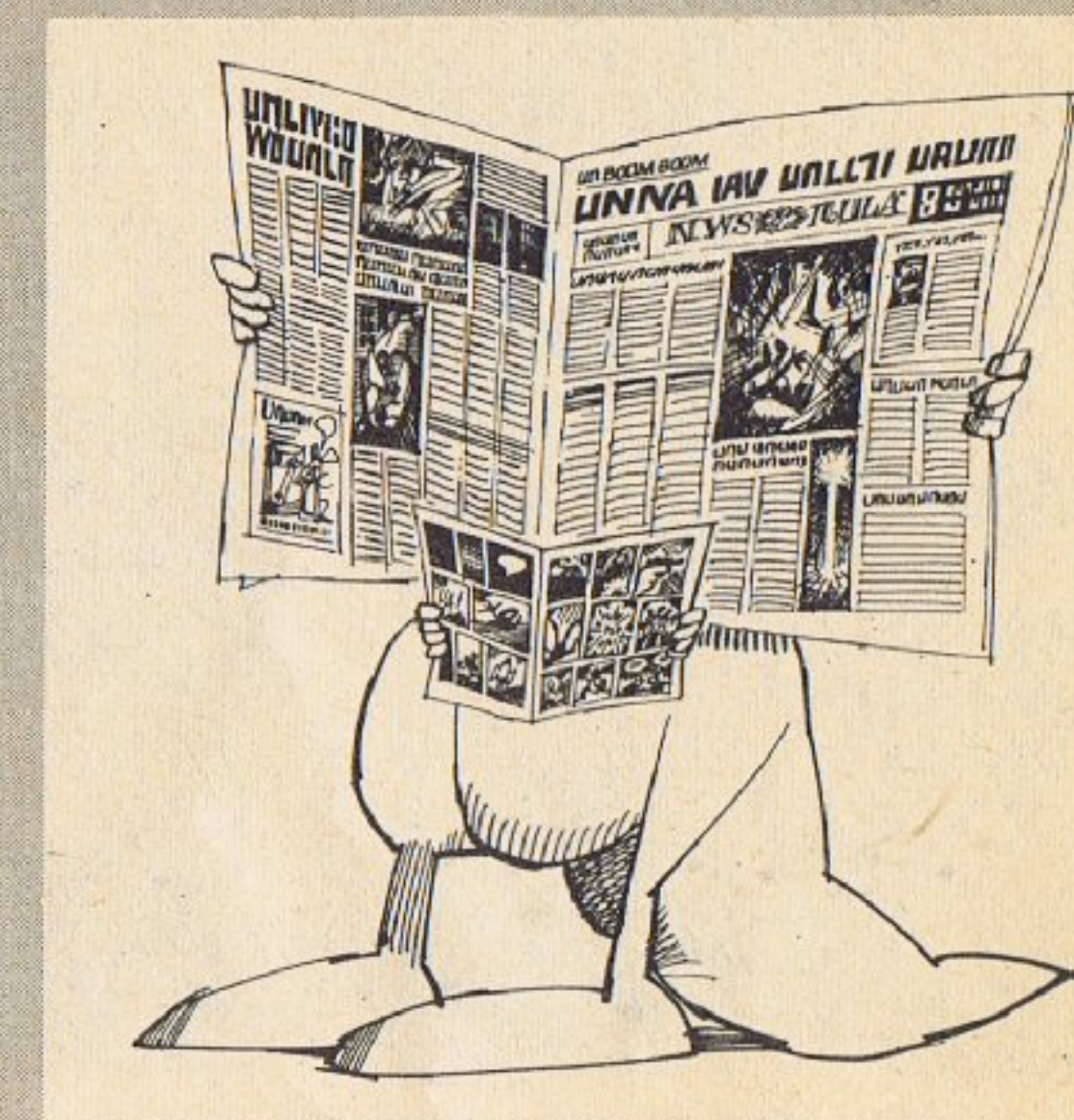
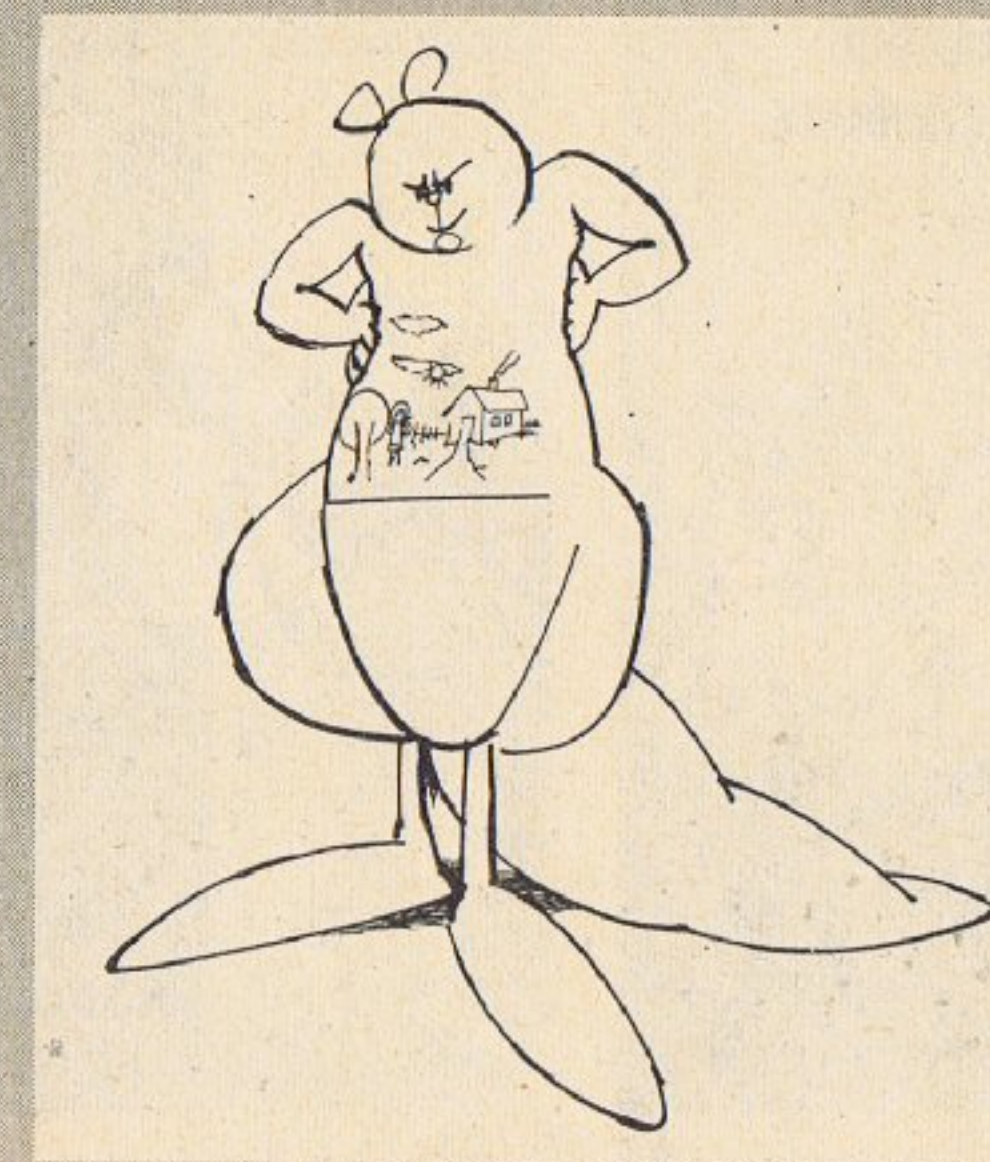
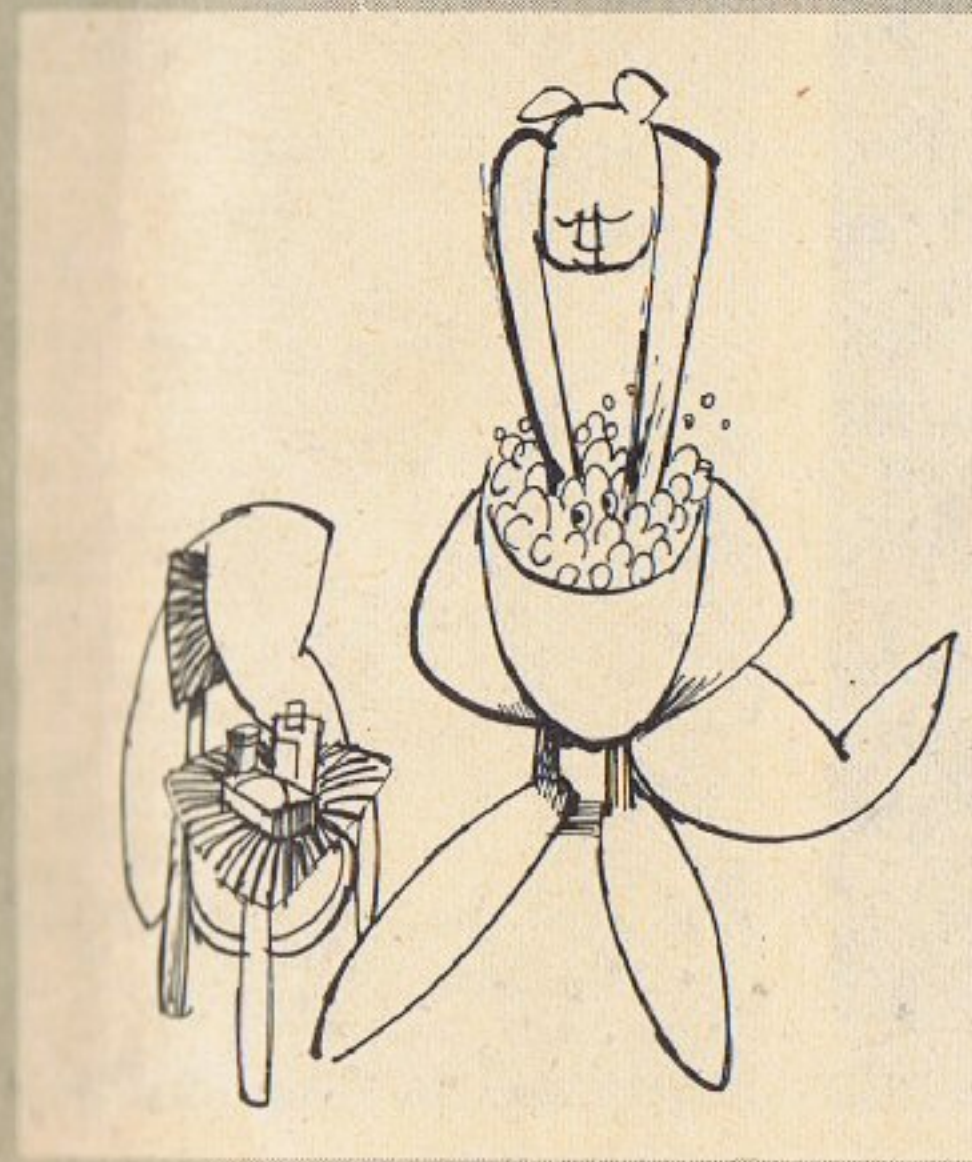
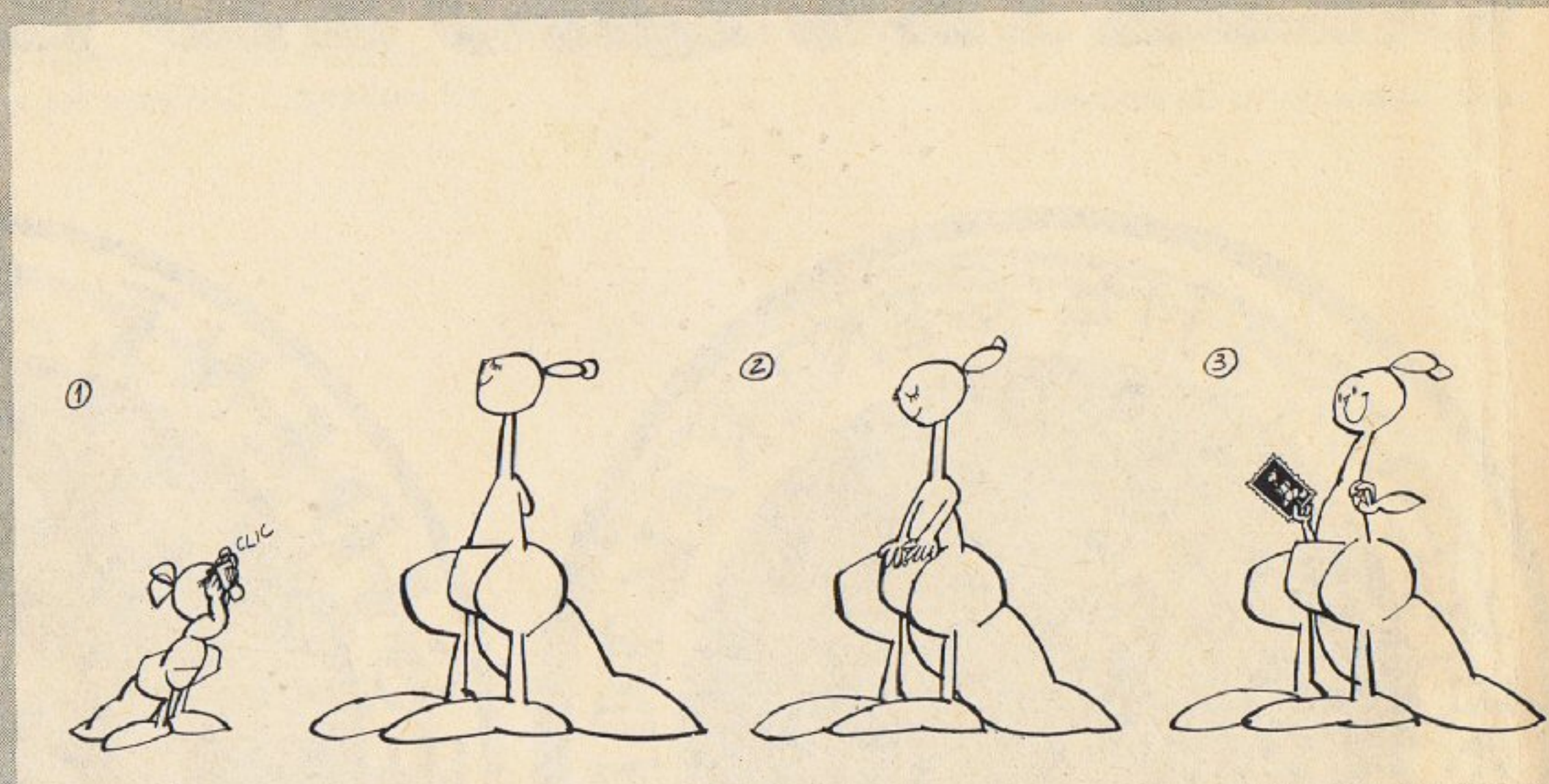


PHOTOS BY:
UPI AND
WORLD WIDE

**MAD'S
BRAZILIAN NUT,
ZIRALDO PINTO,
PRESENTS...**

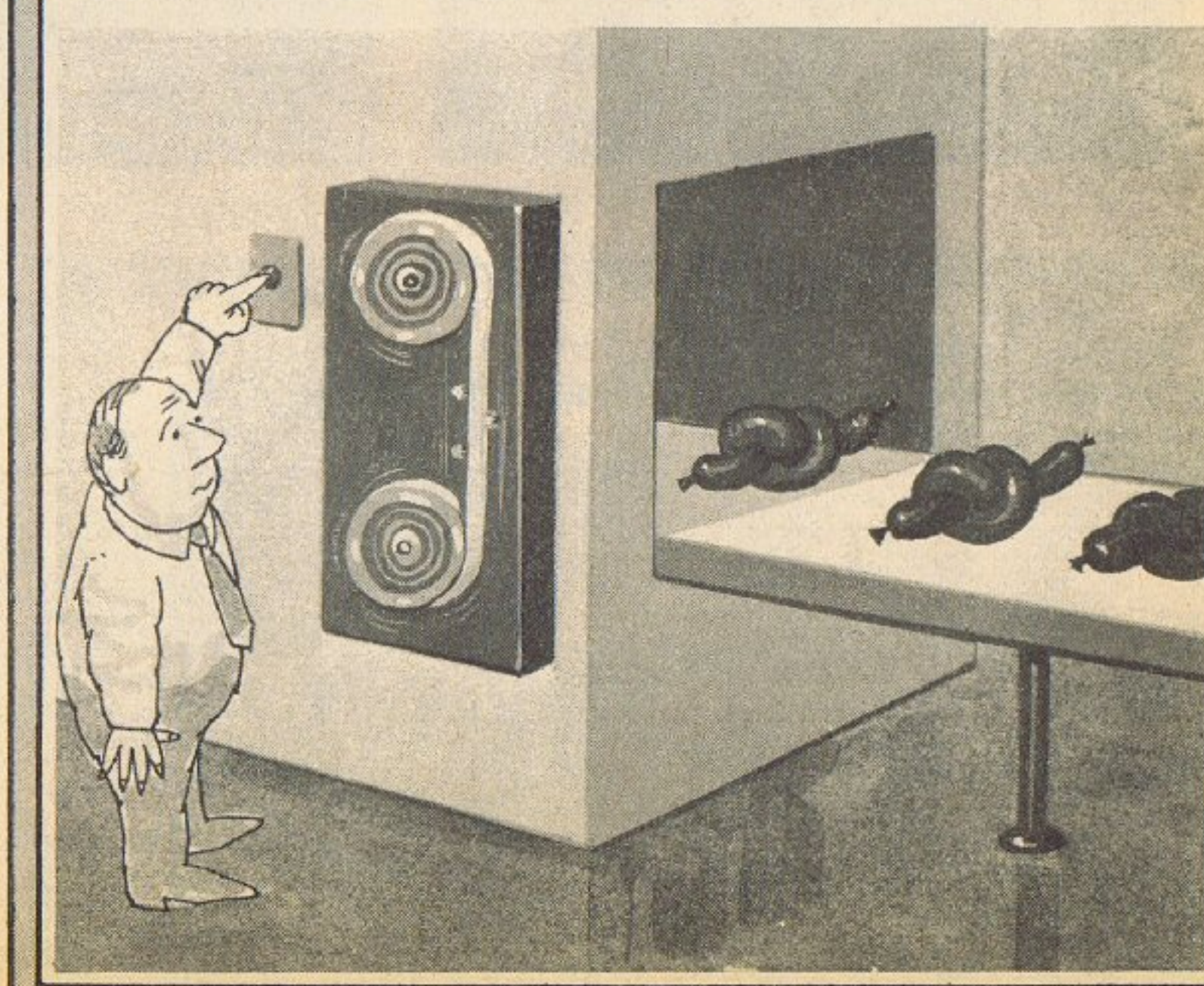
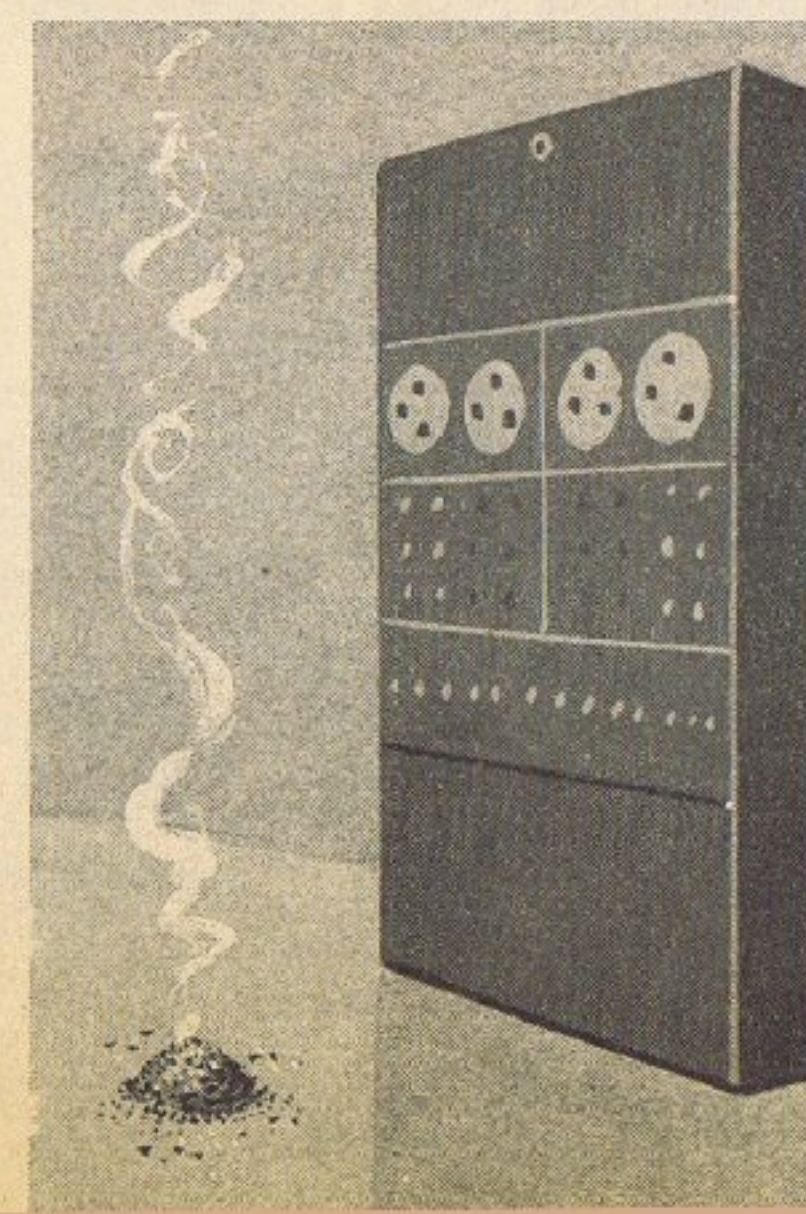
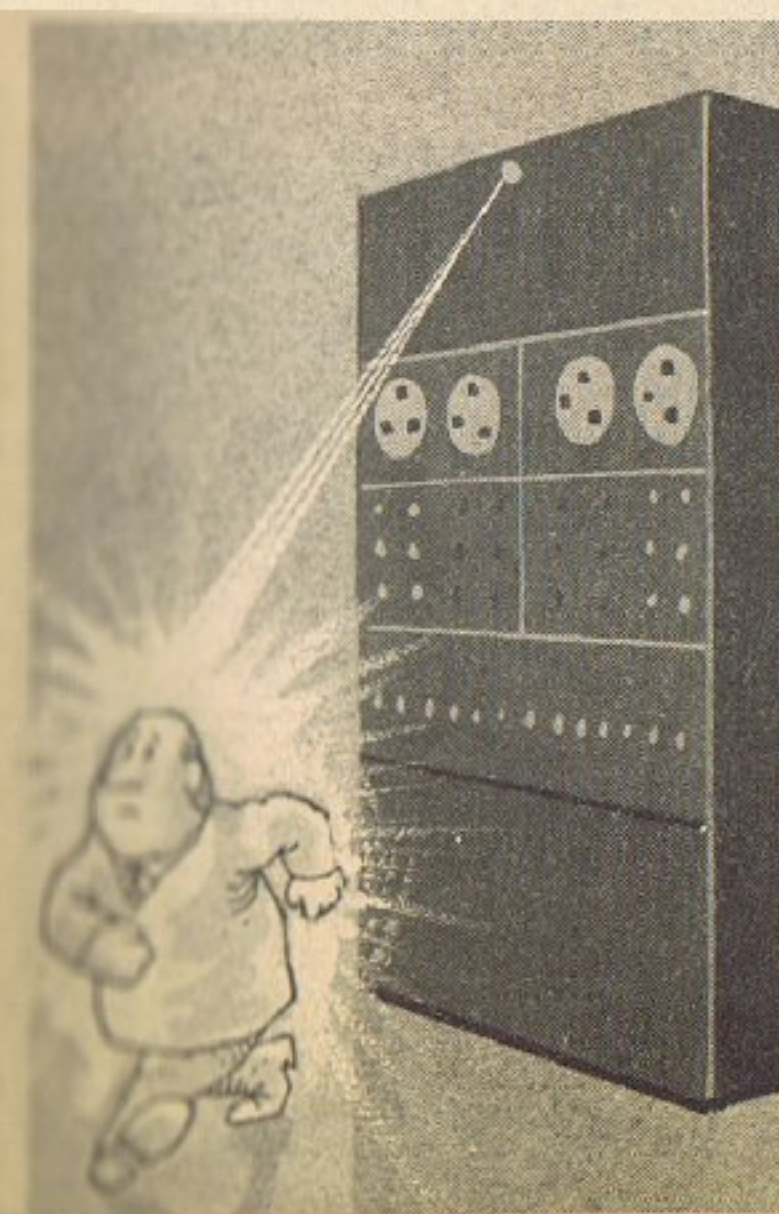
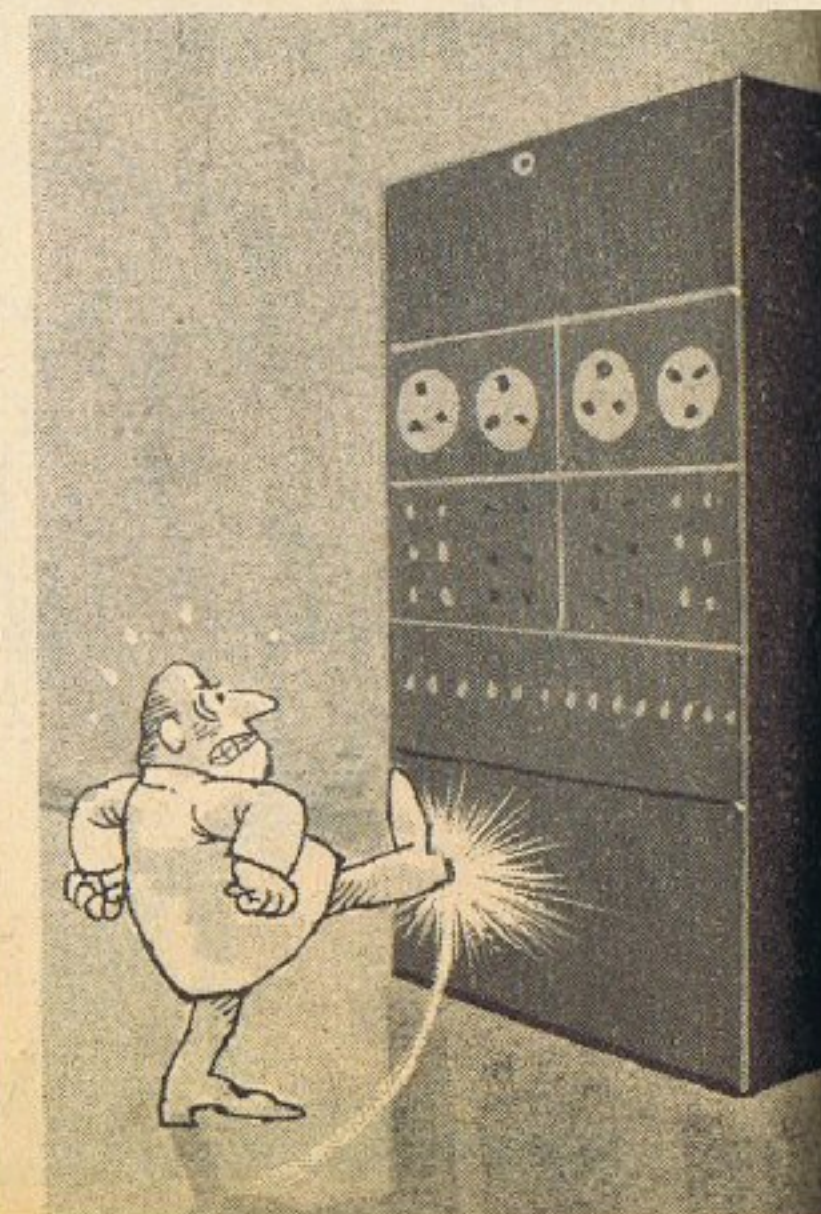
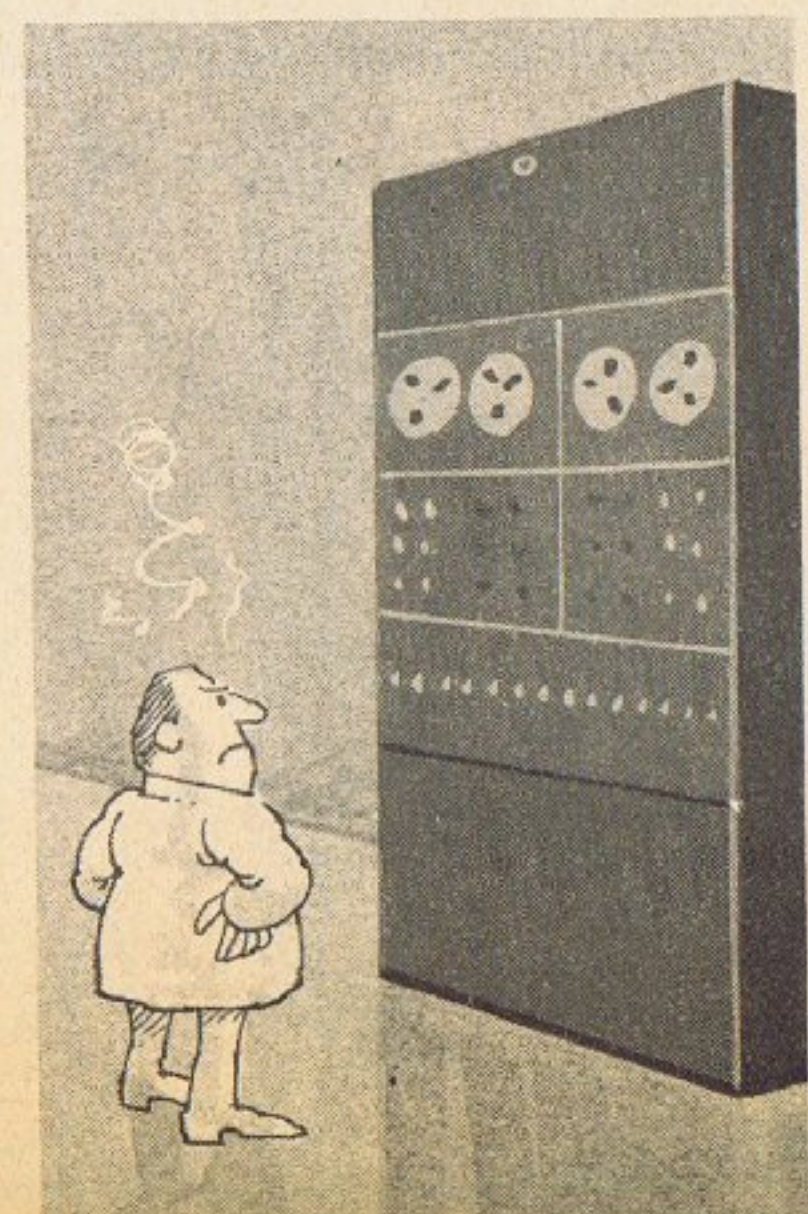
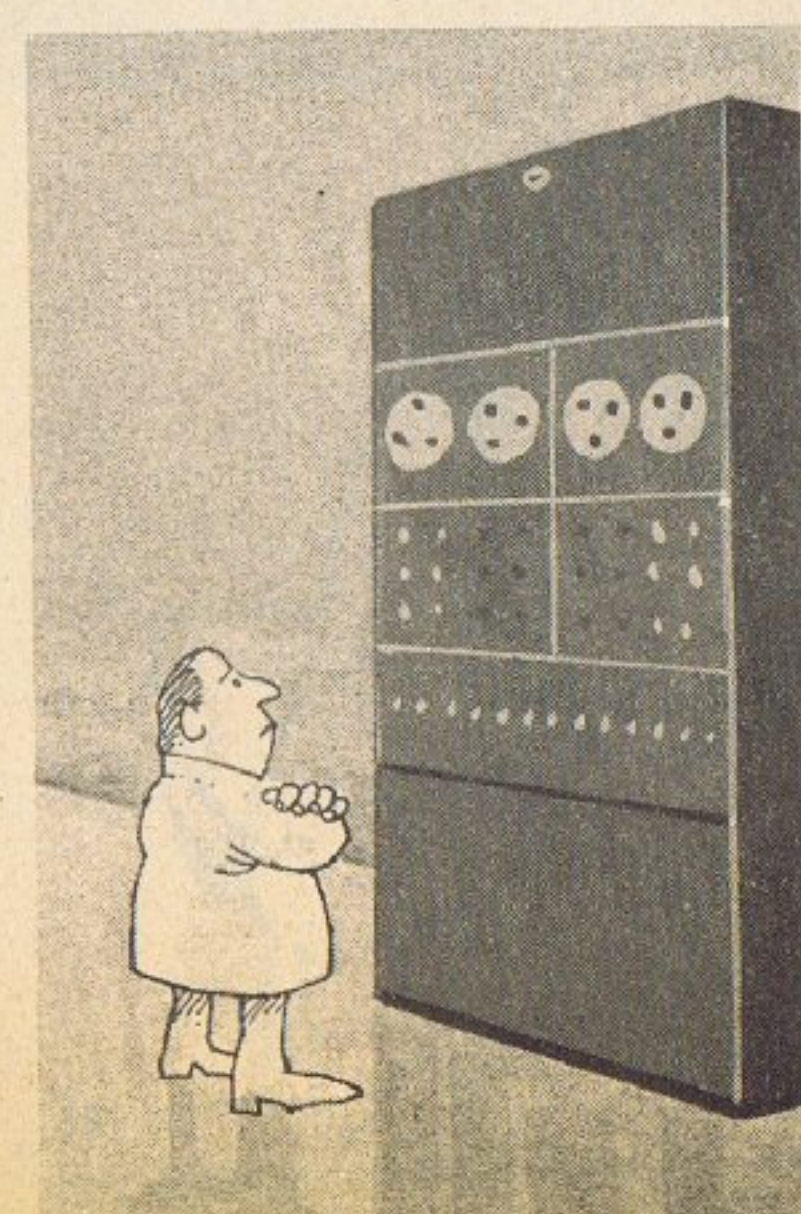
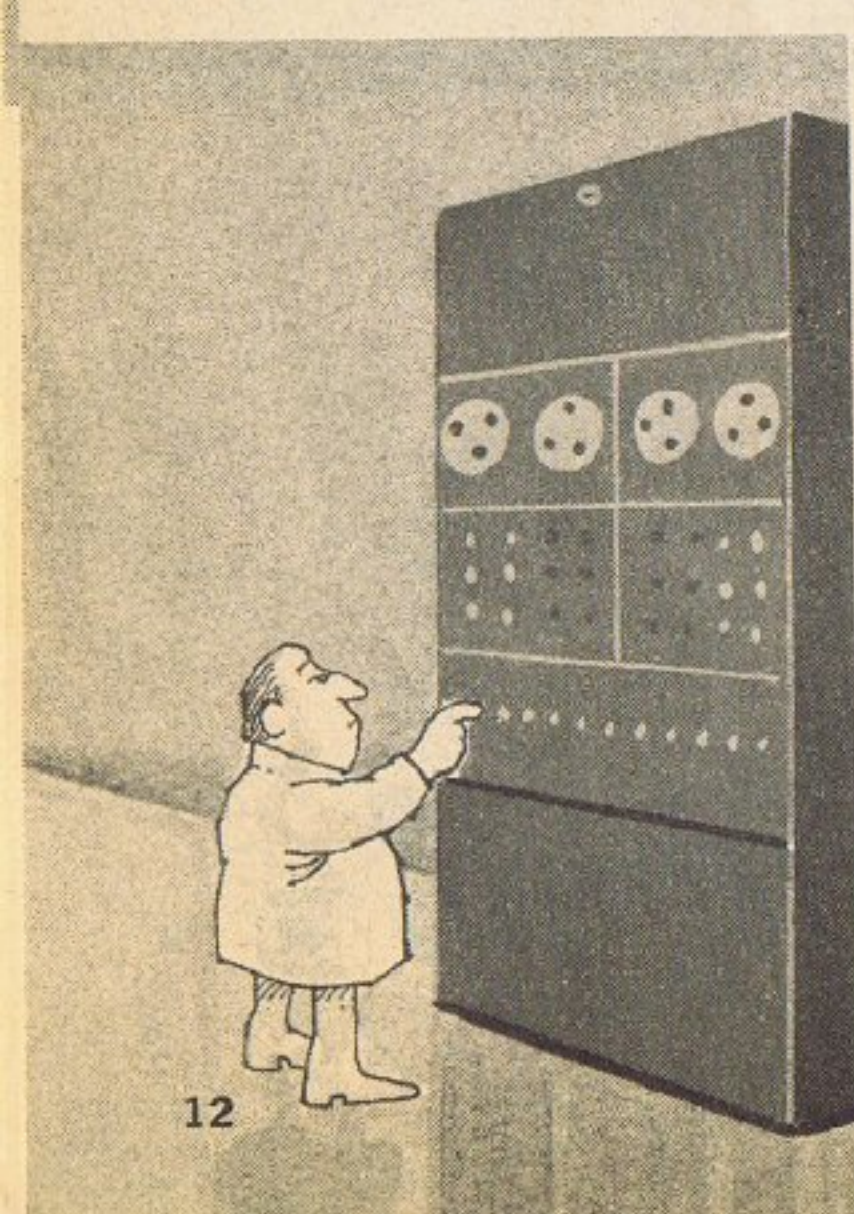
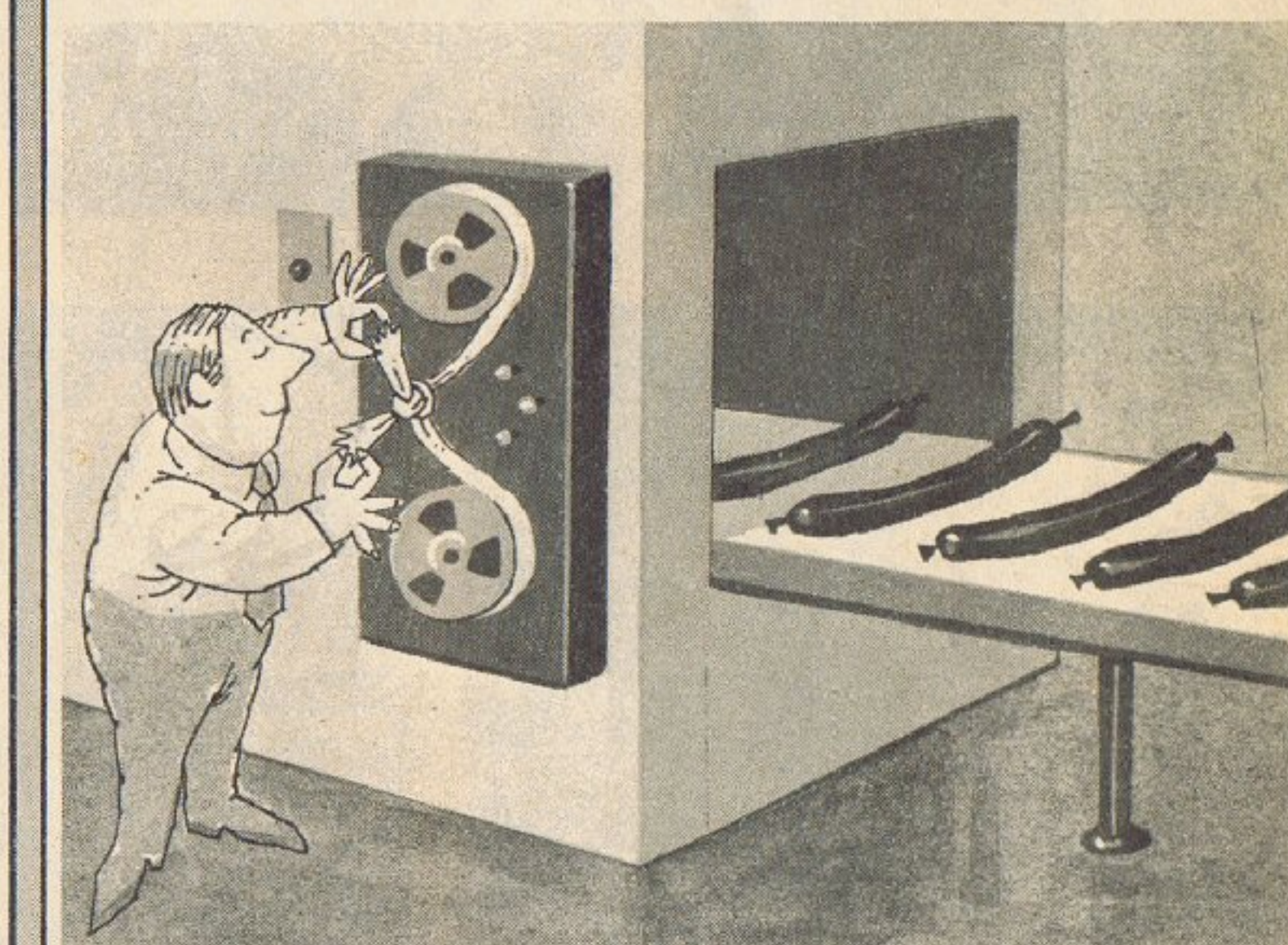
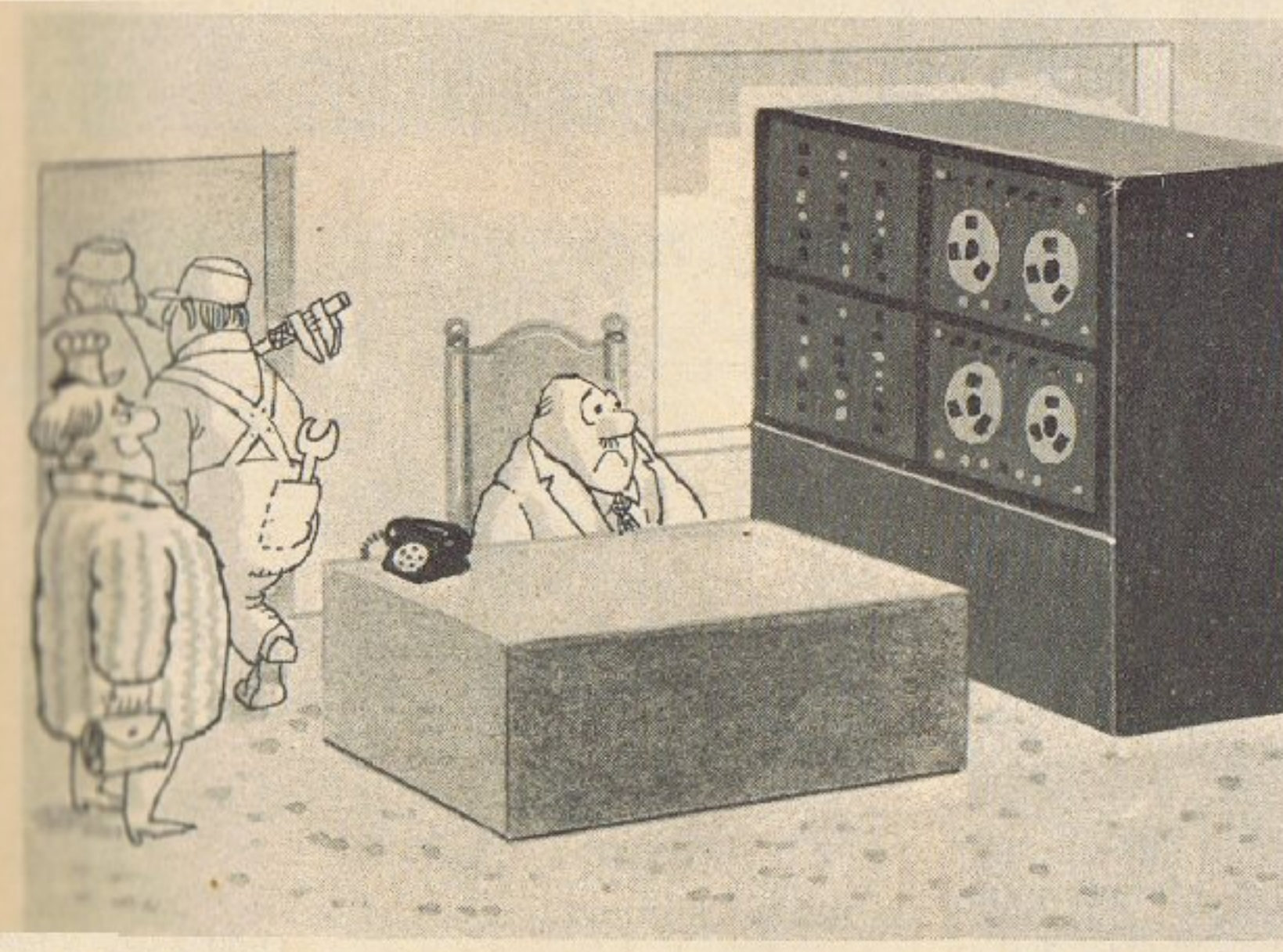
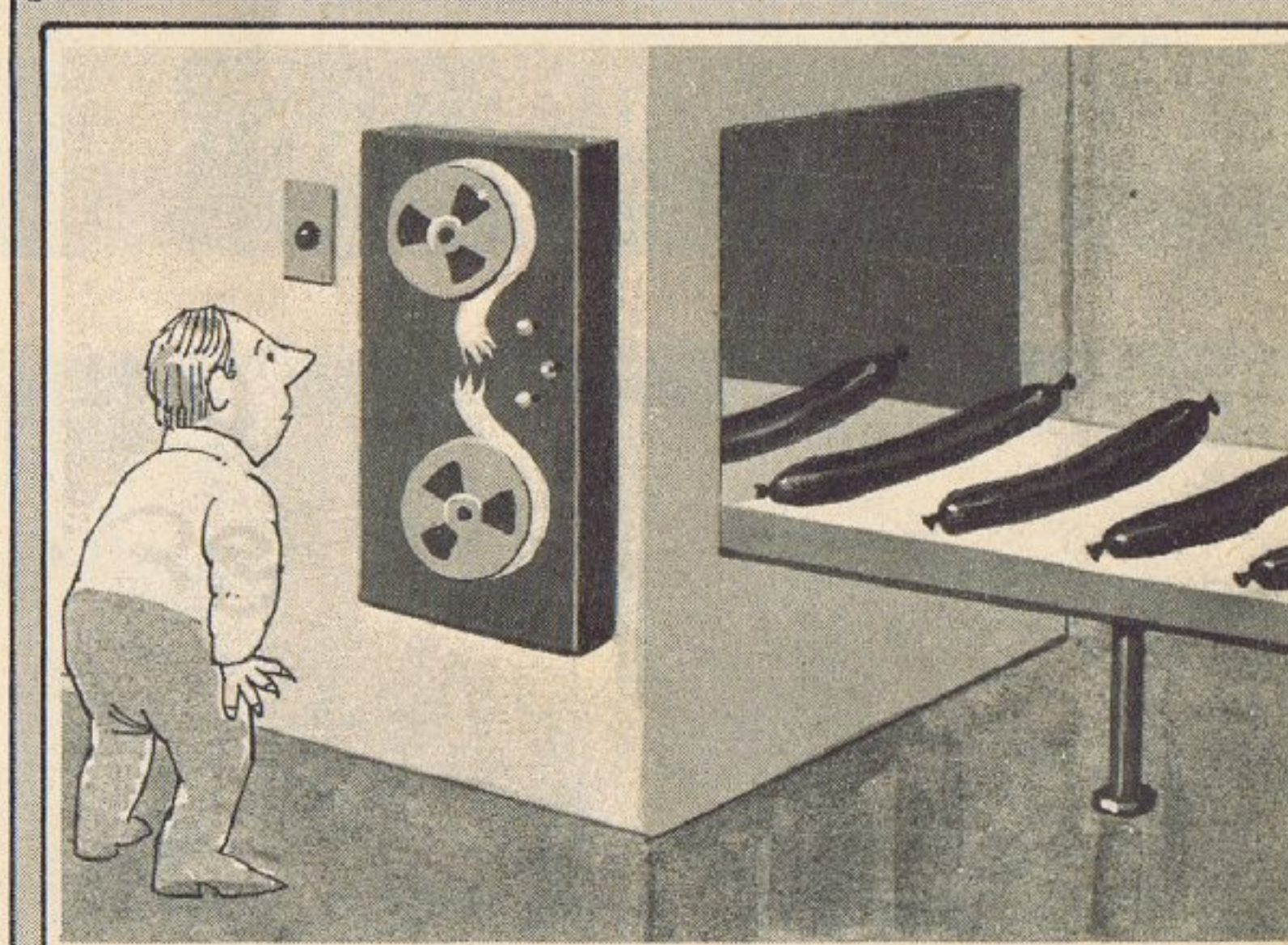
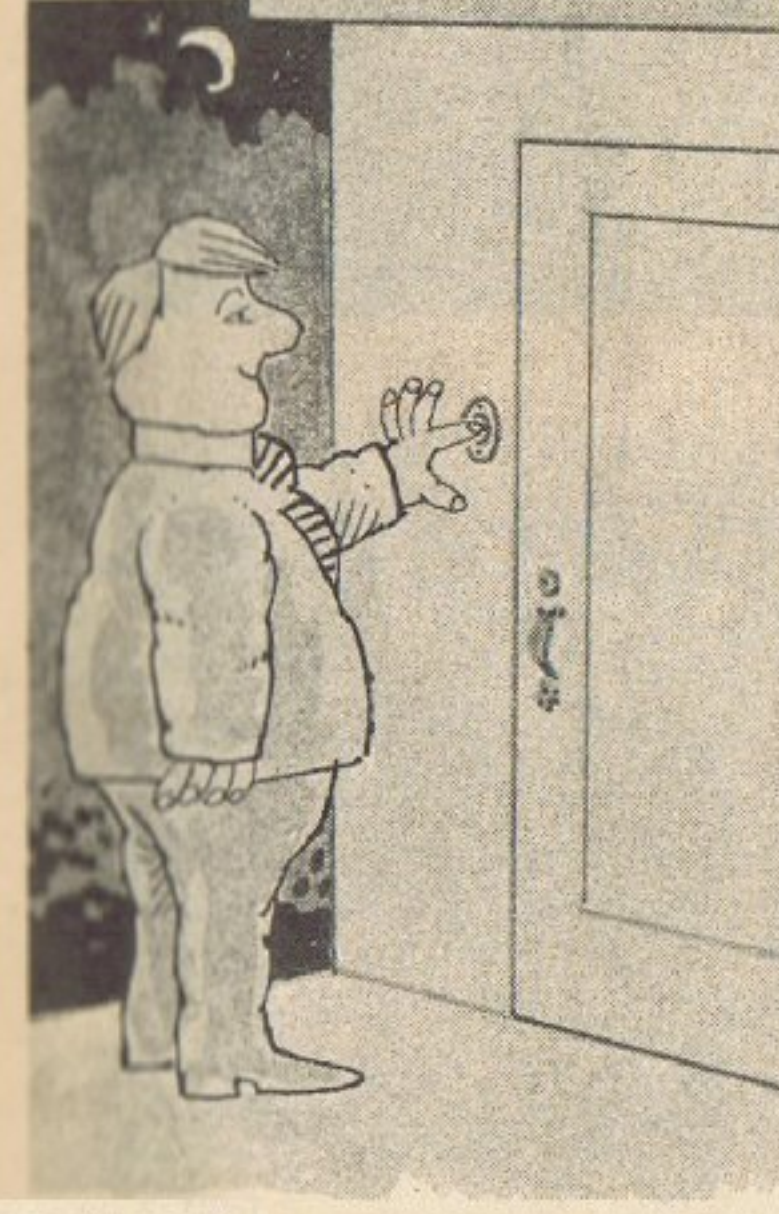
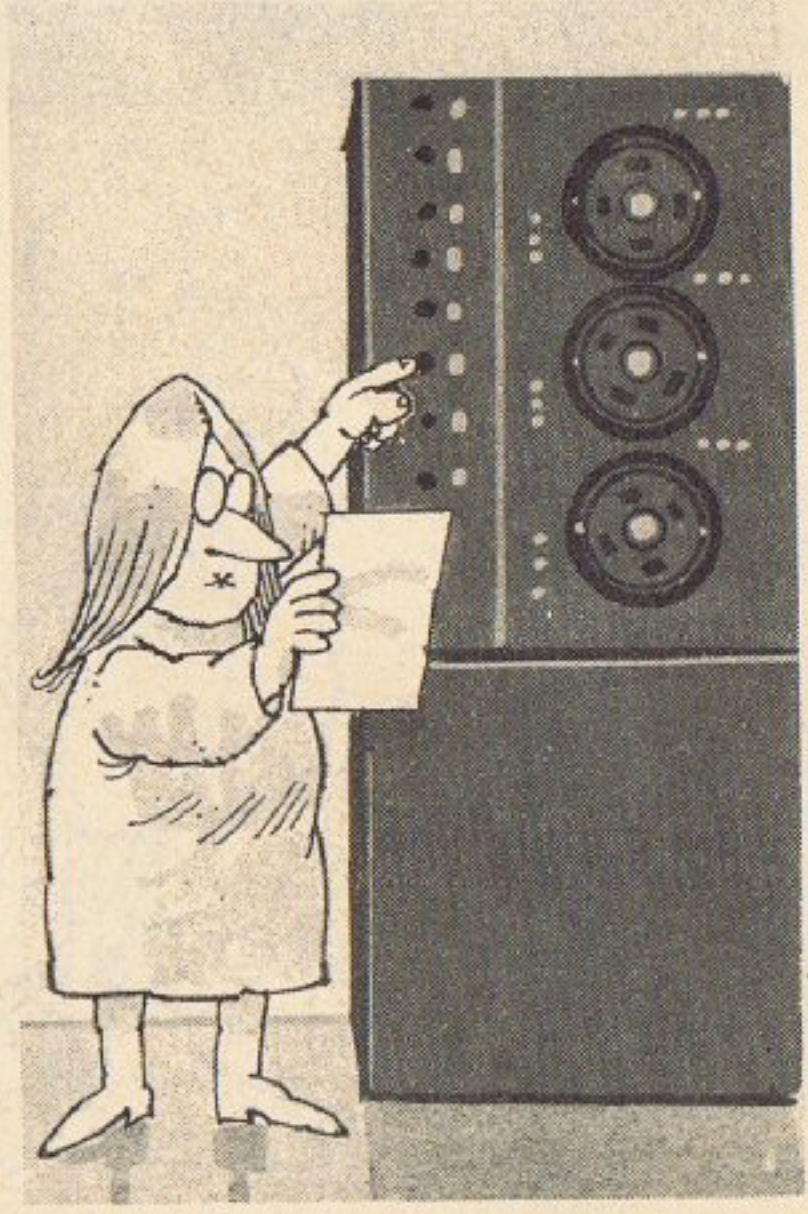
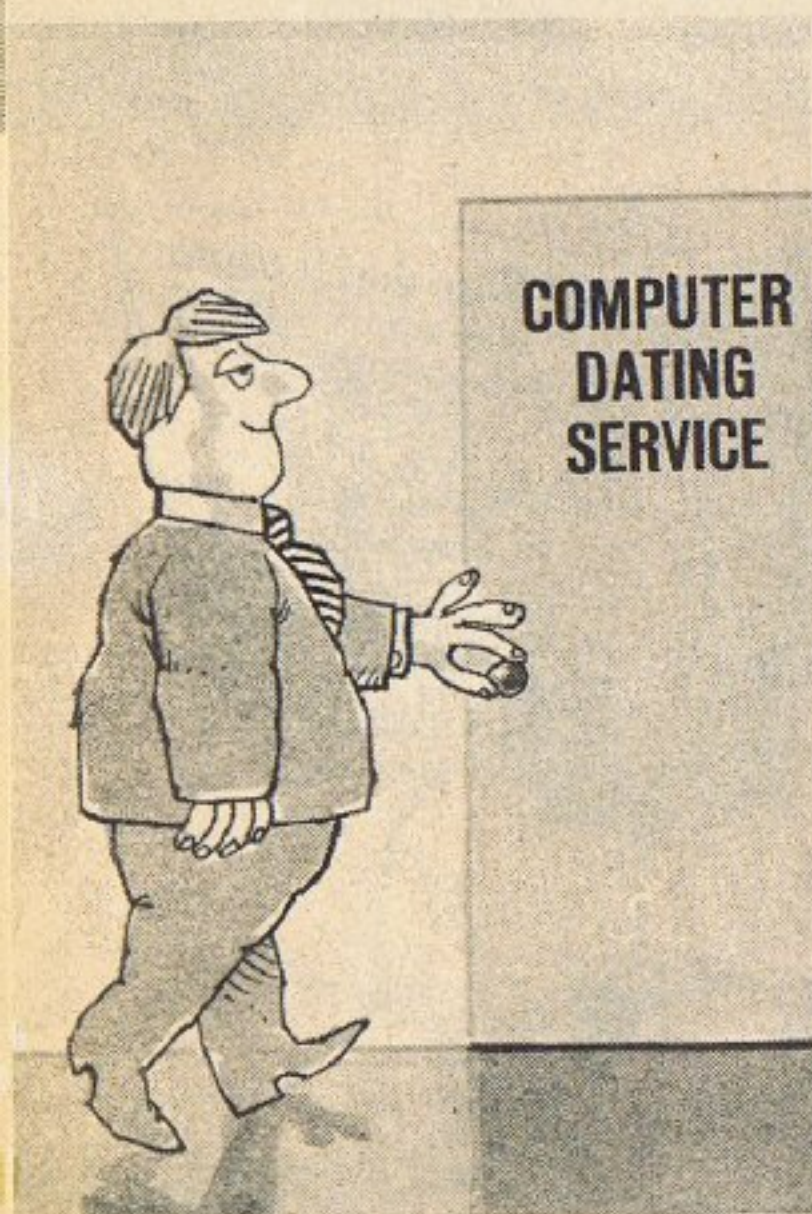
KOOKIE

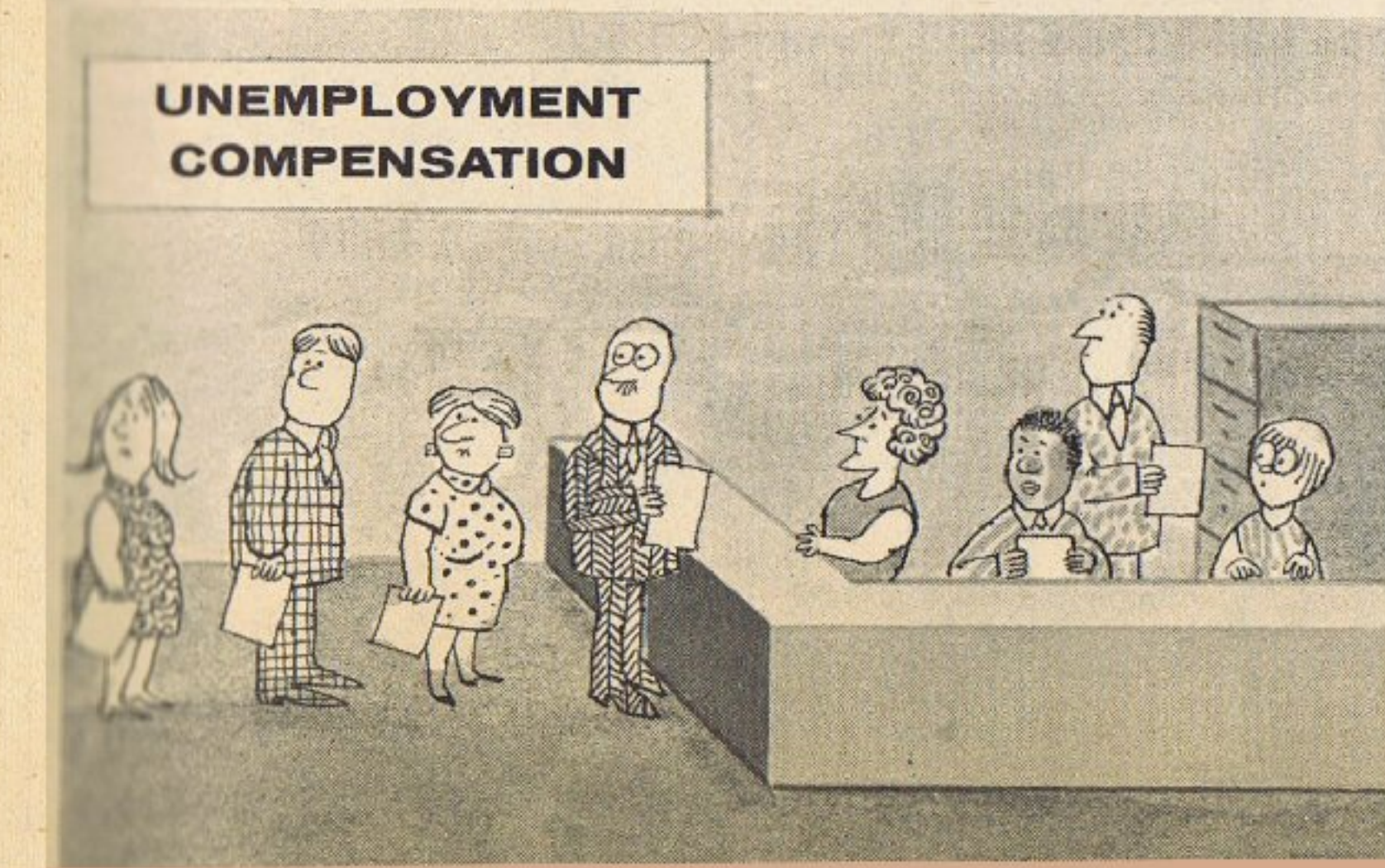
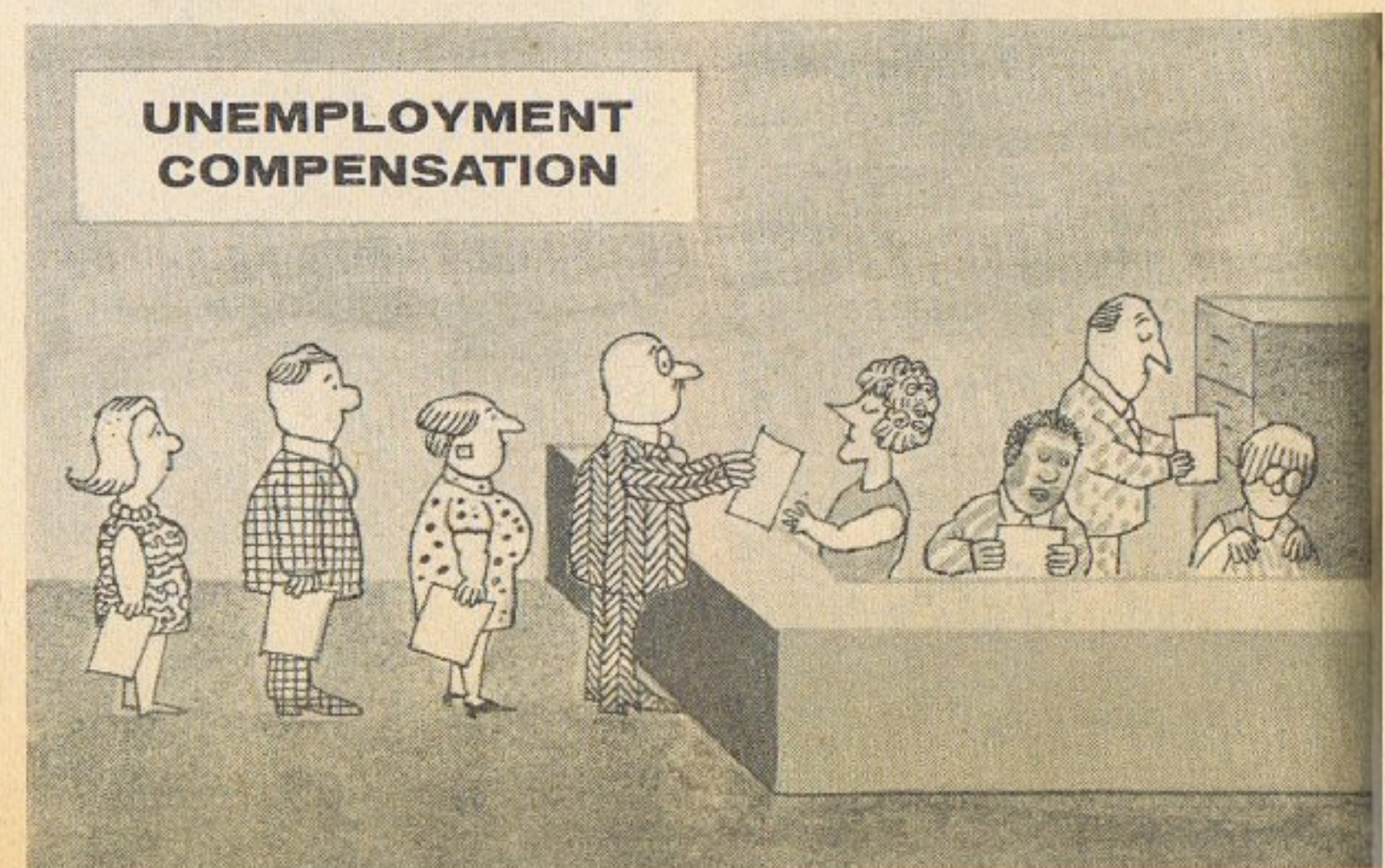
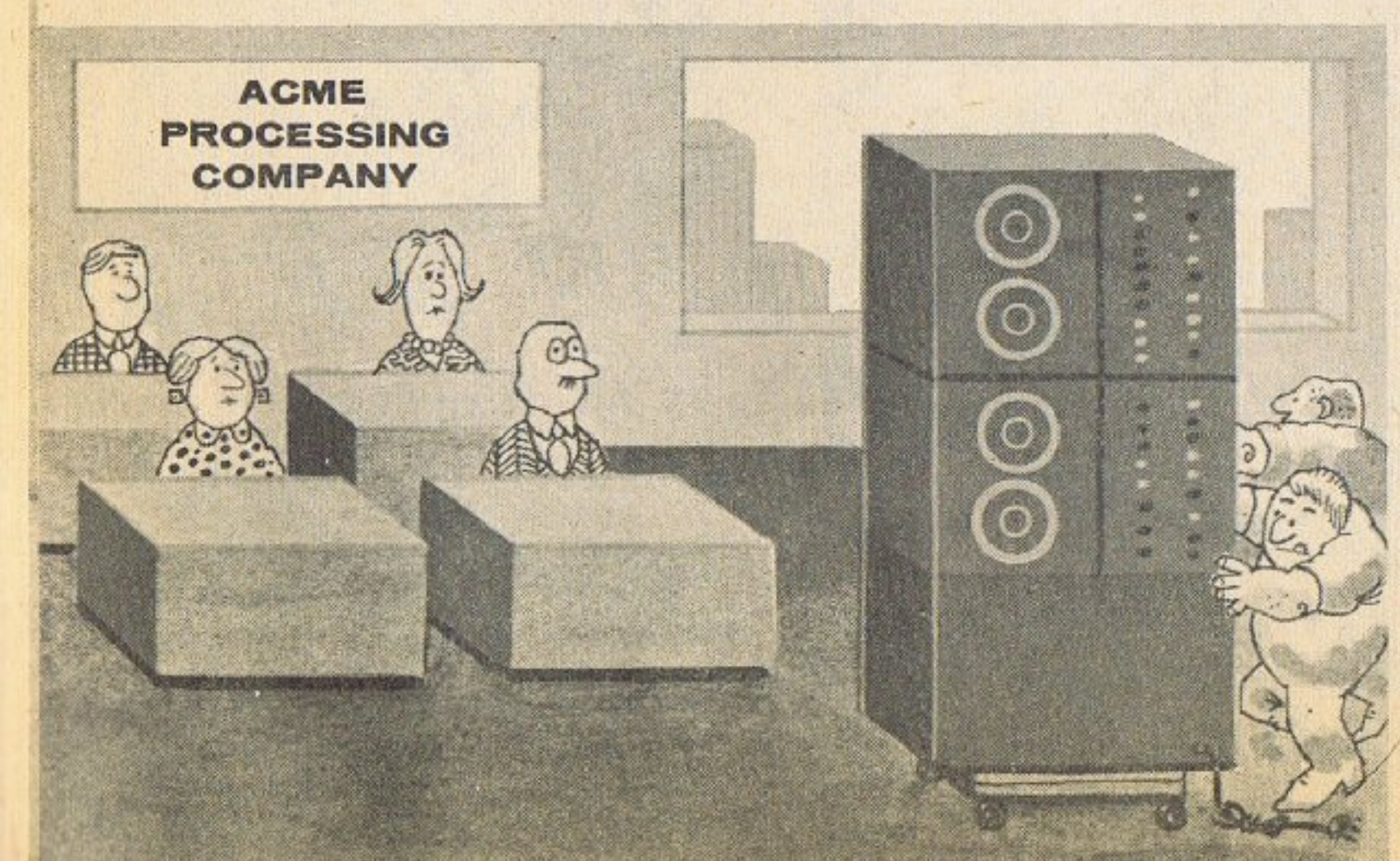
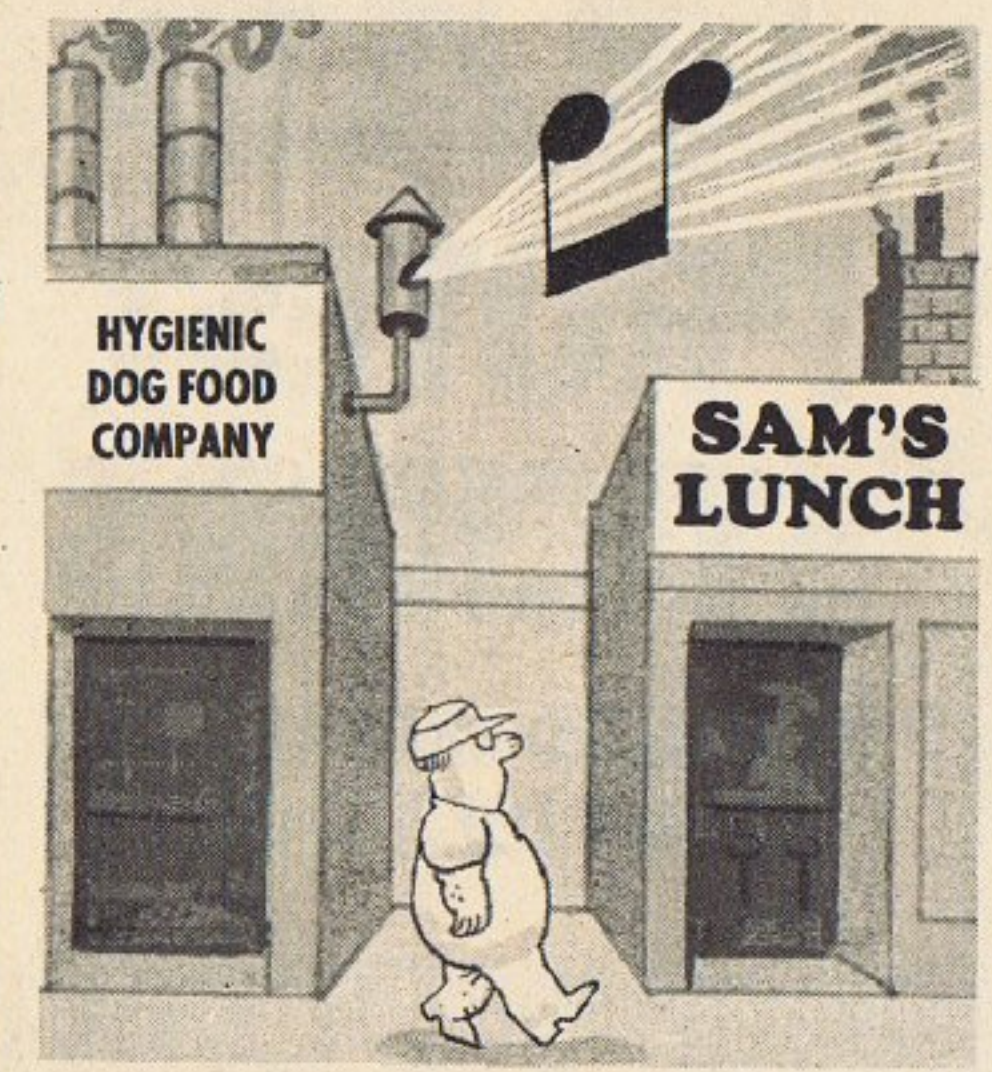
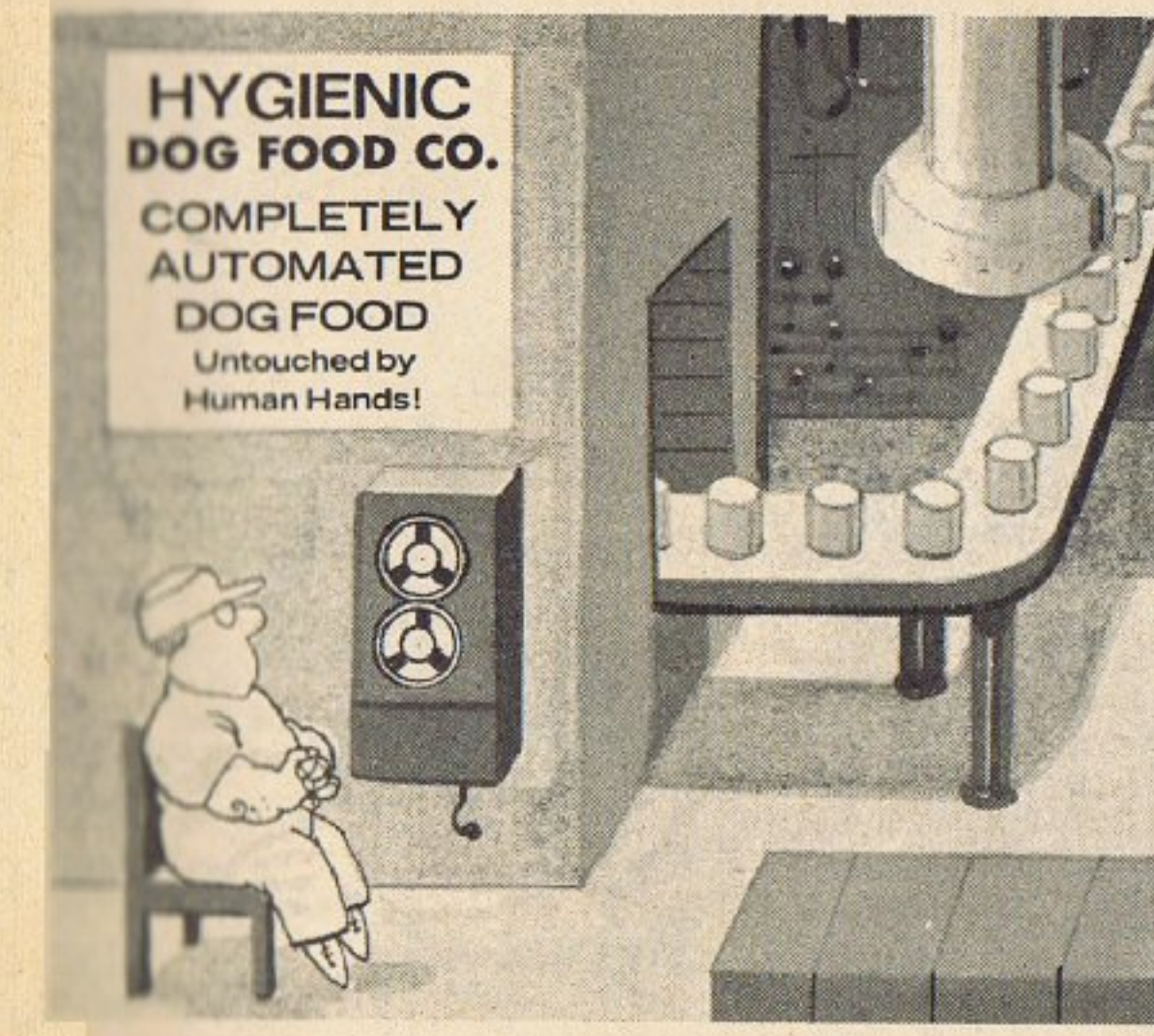
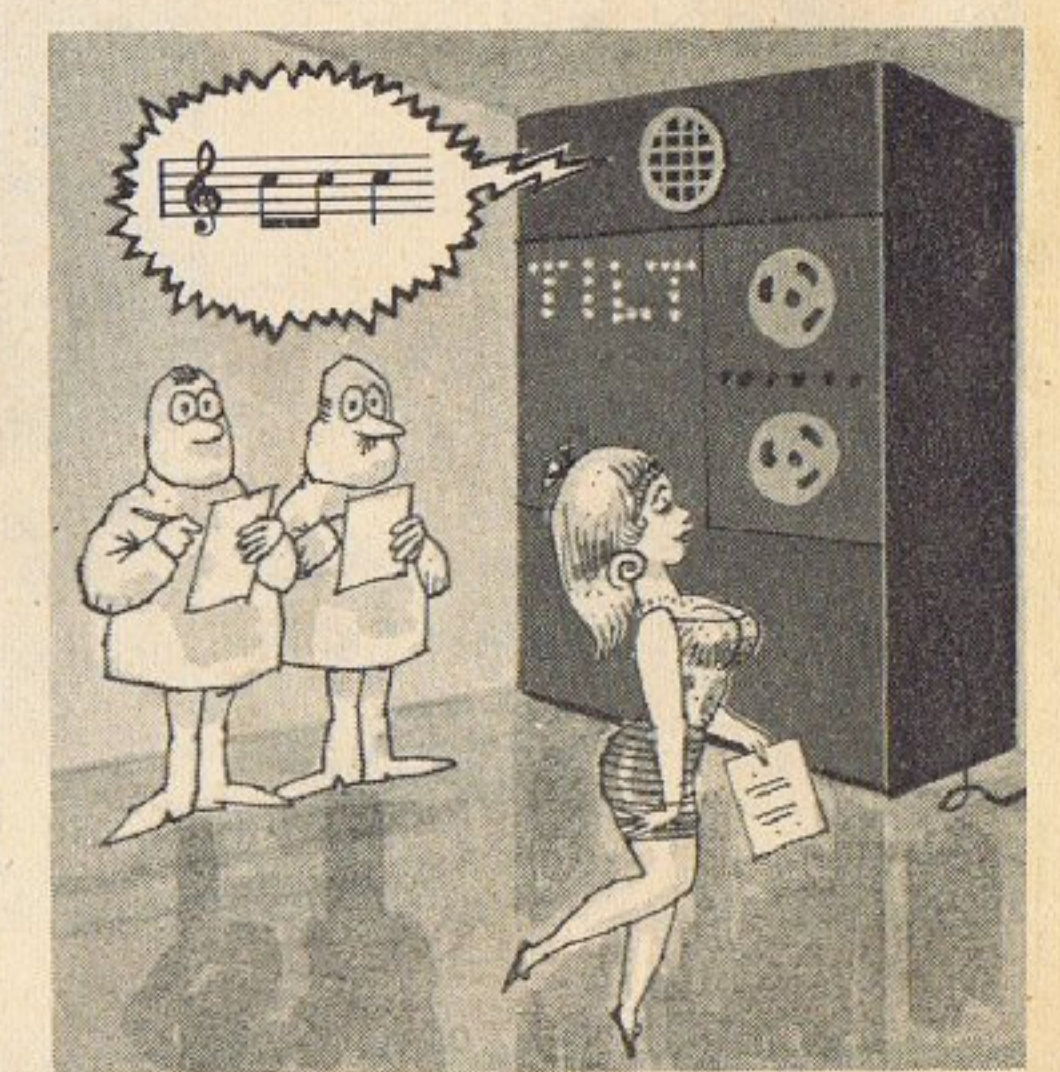
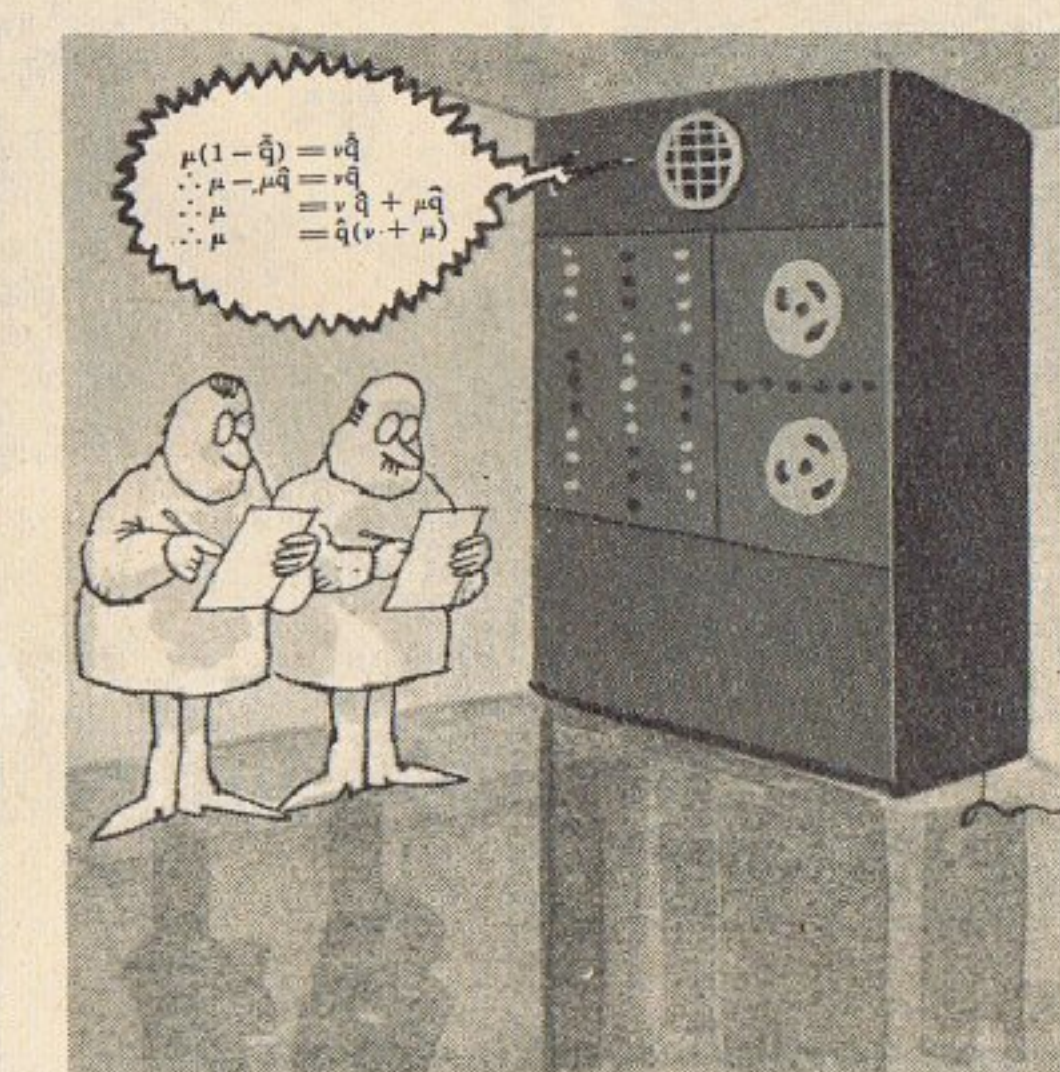
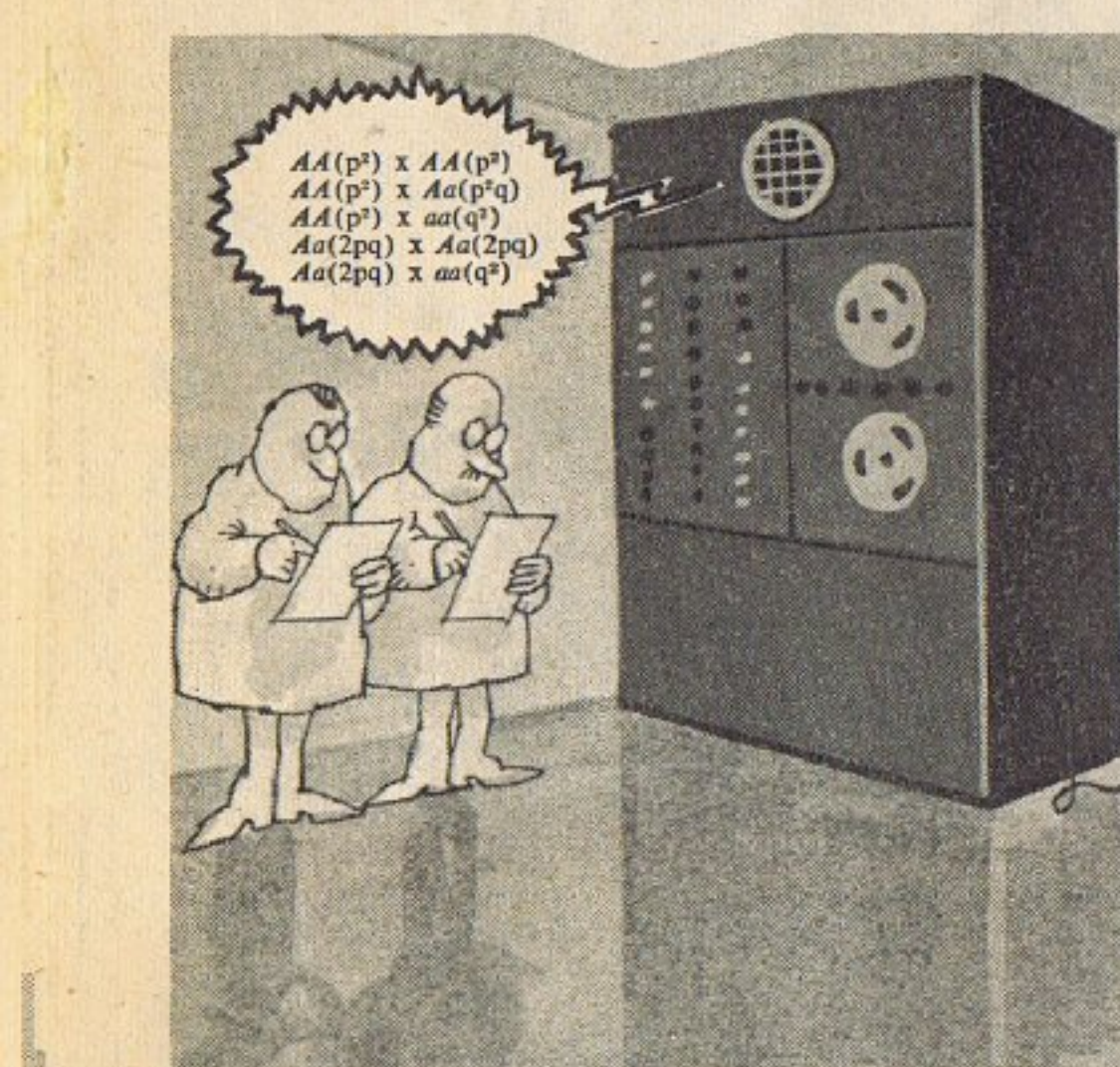
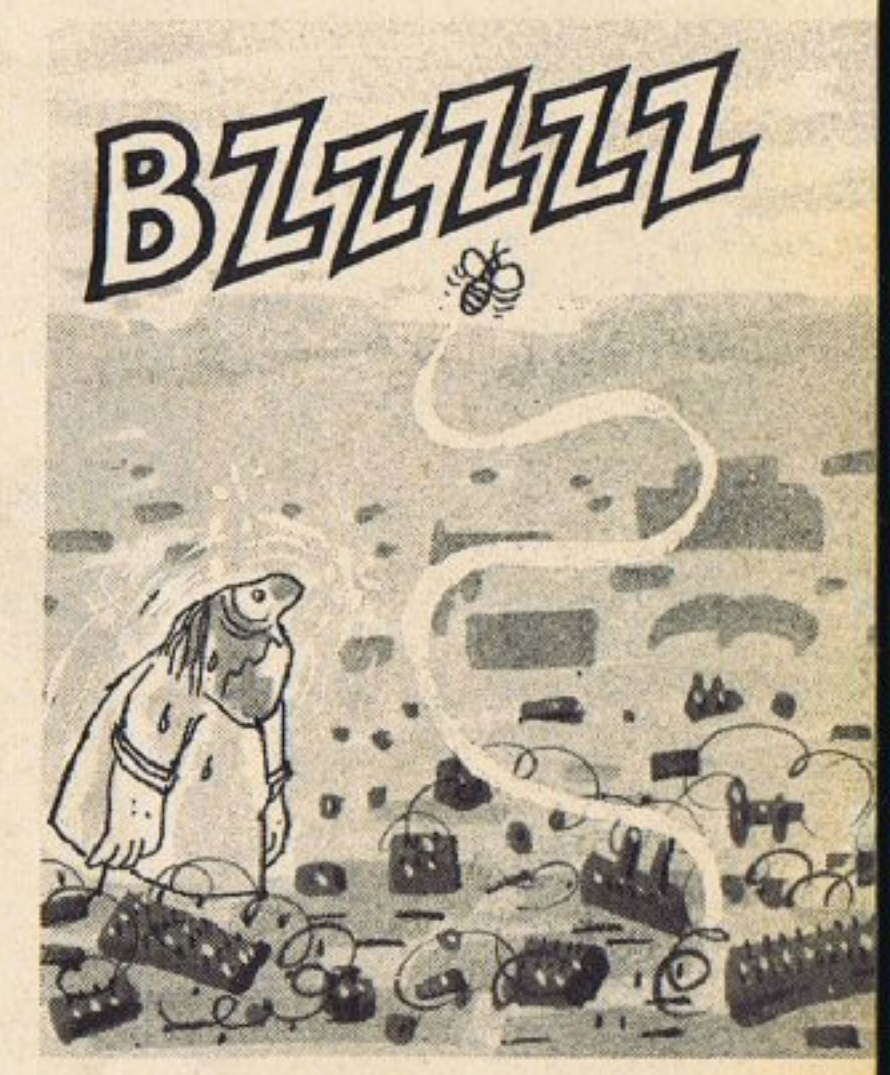
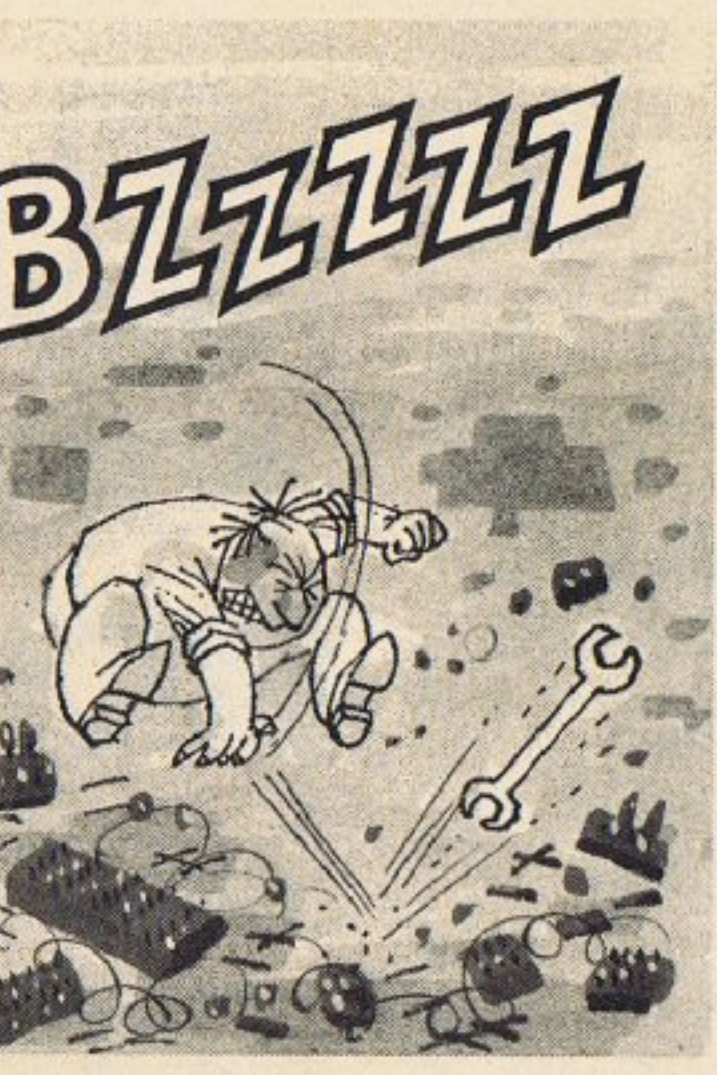
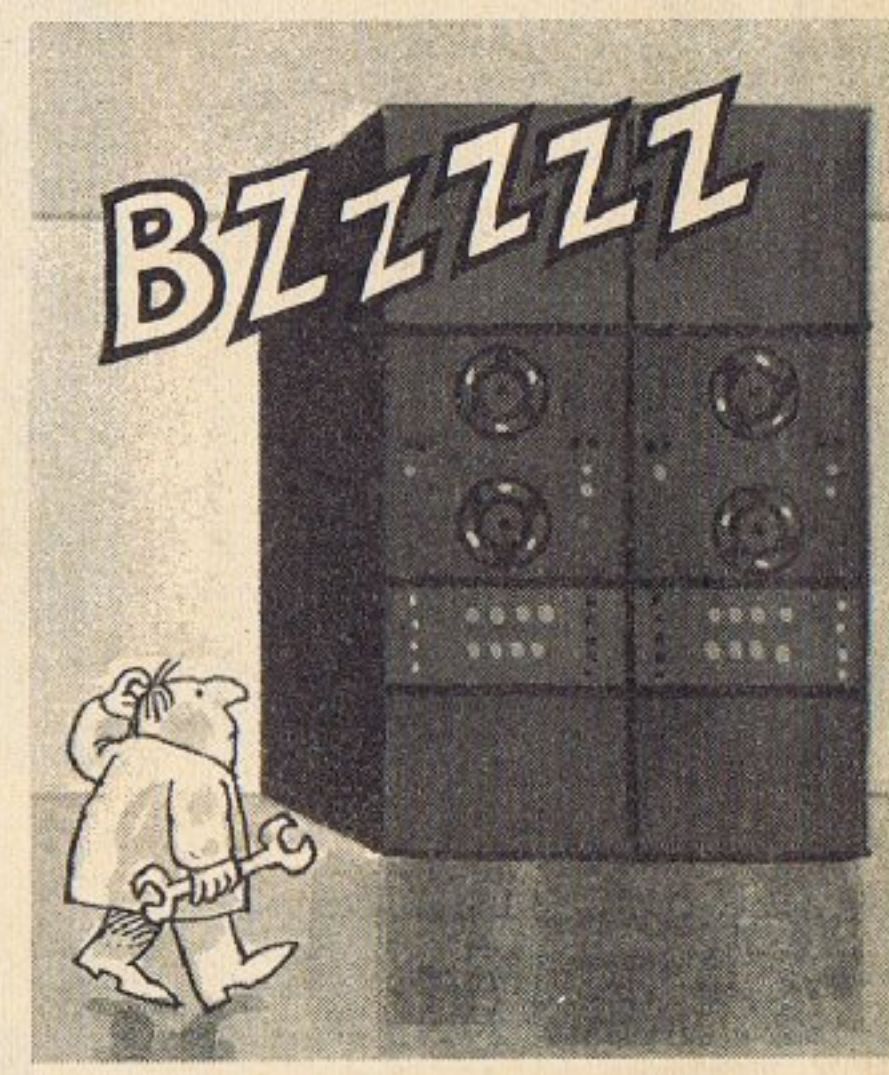
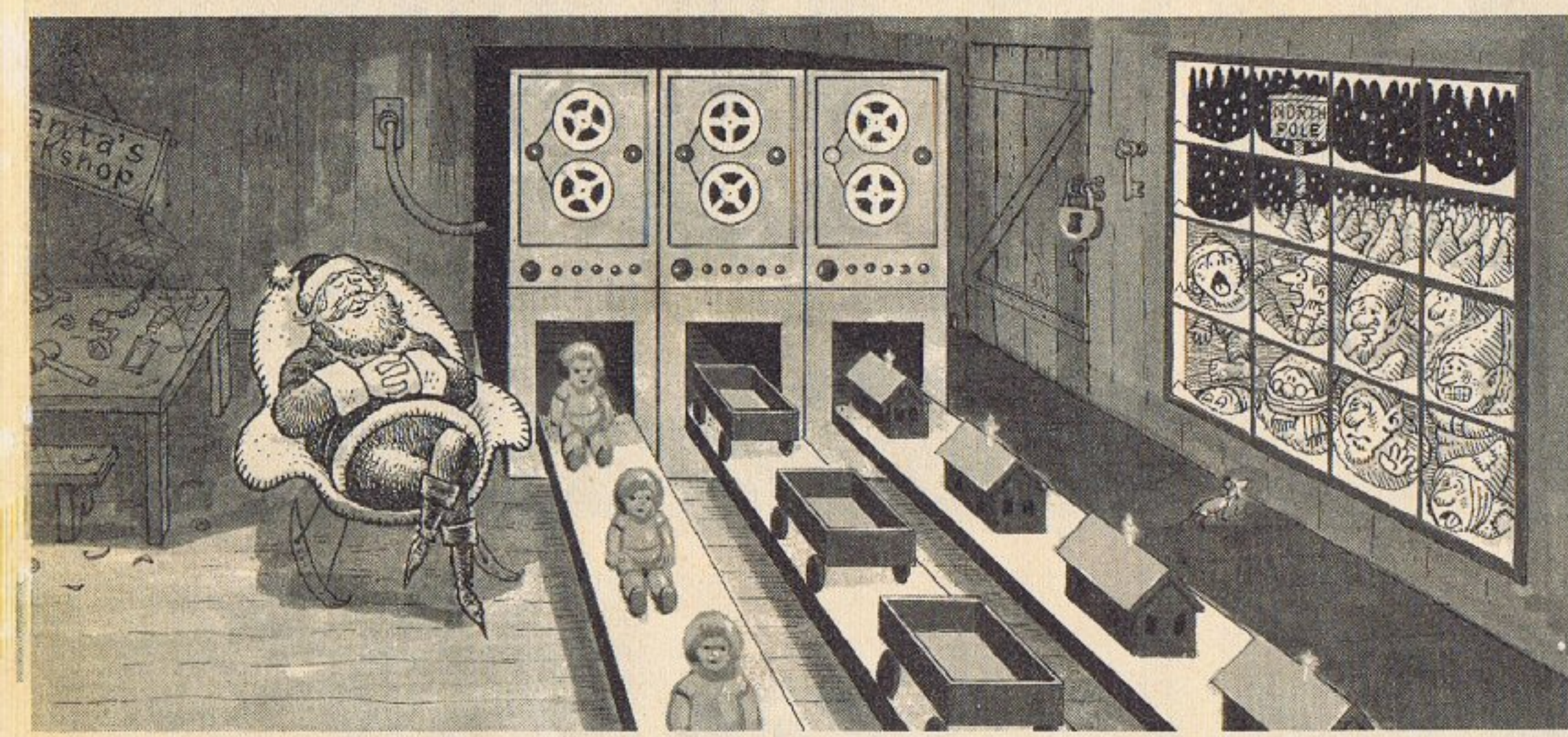
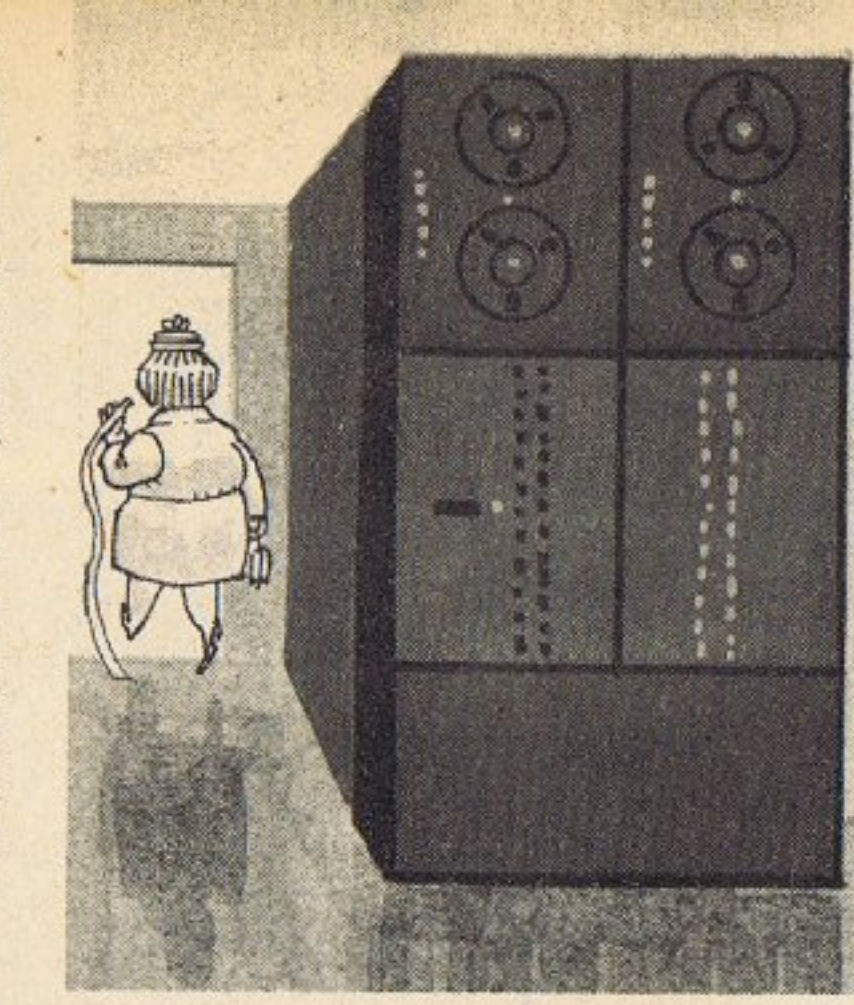
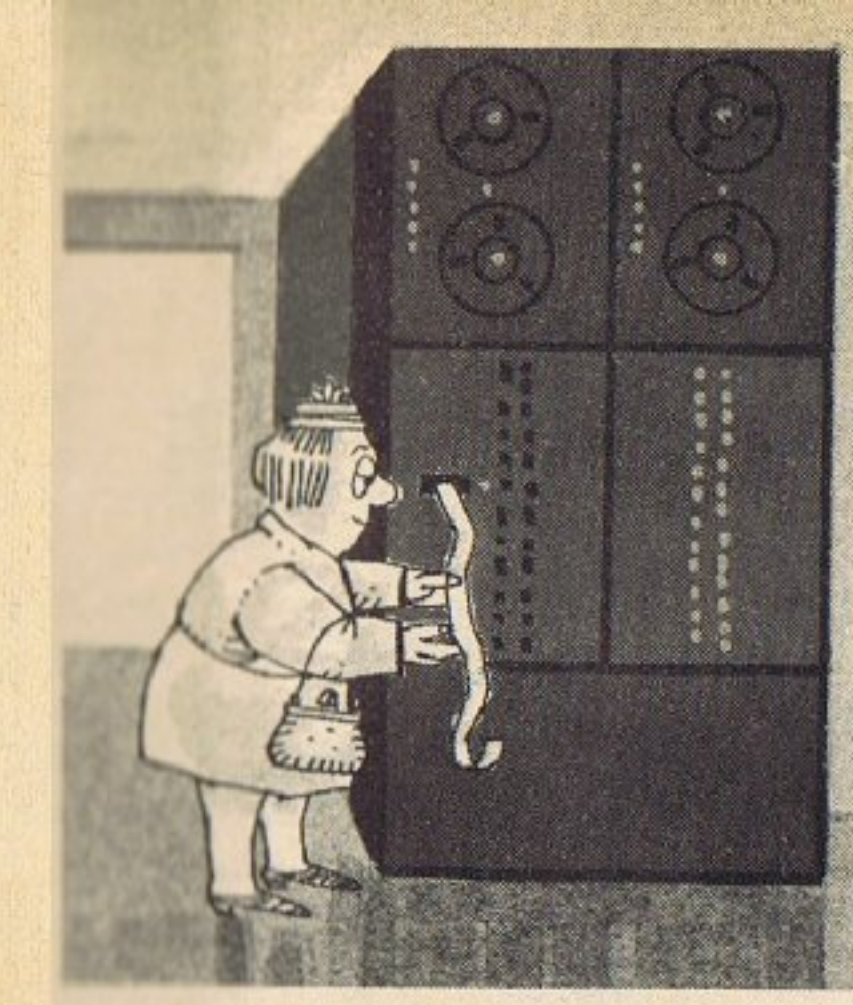
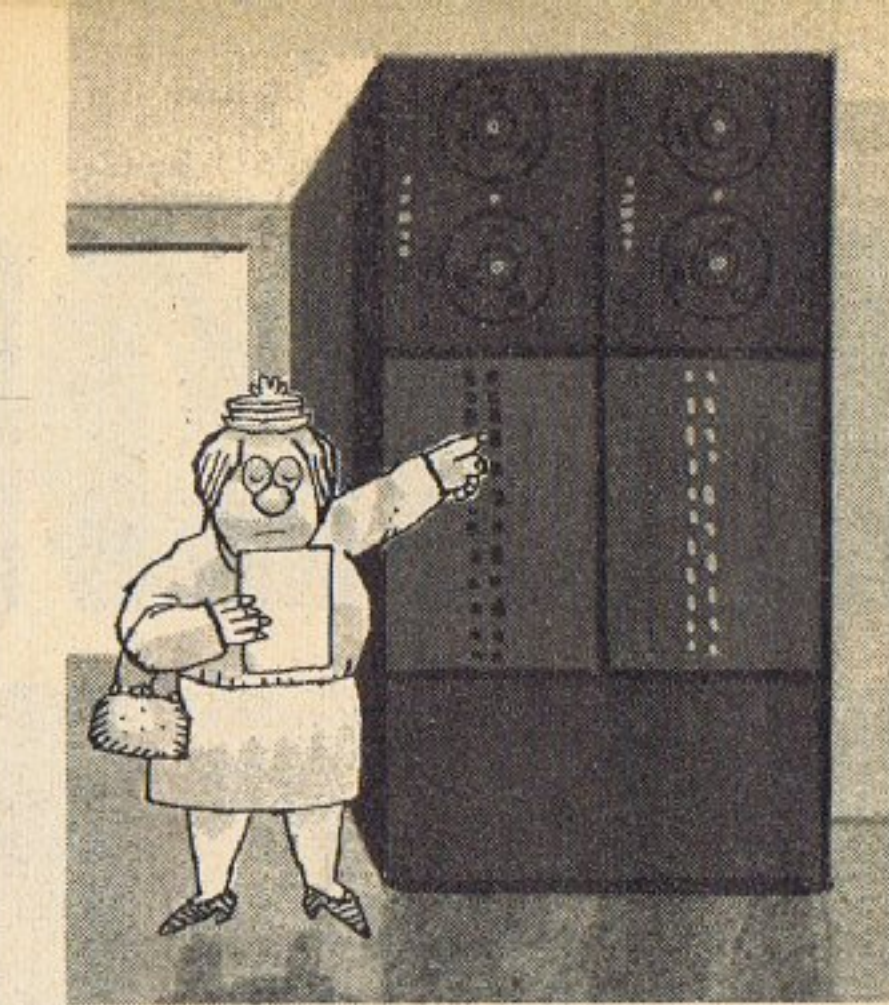
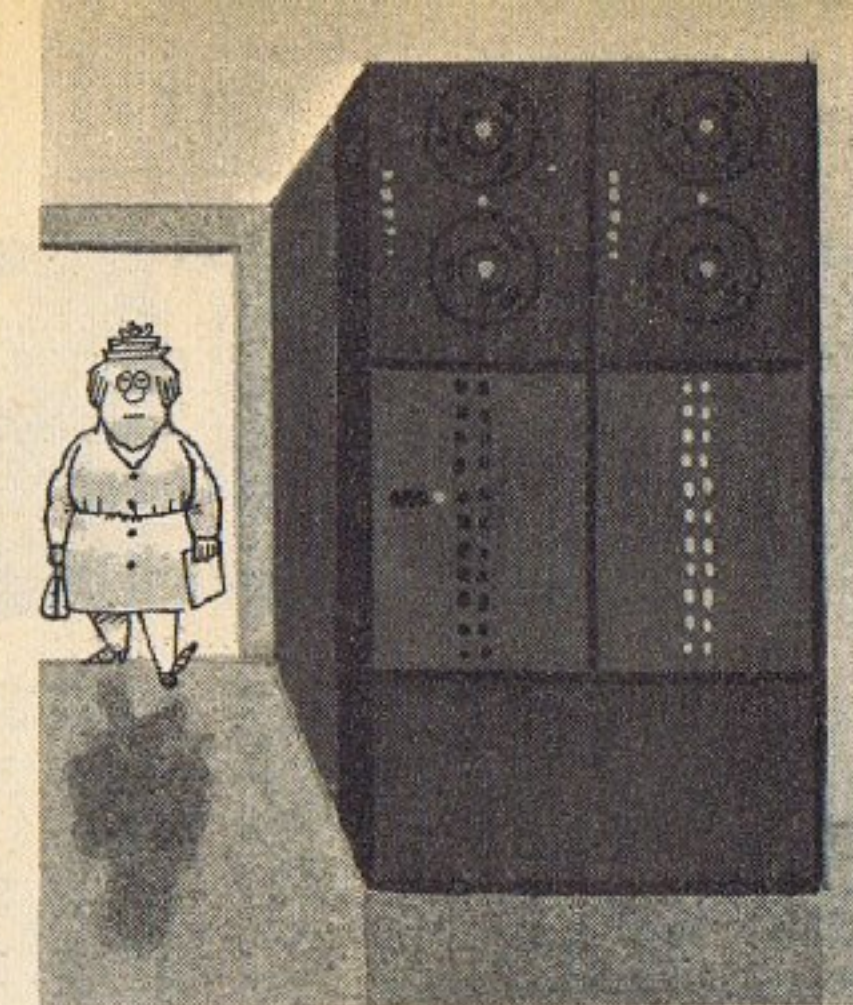
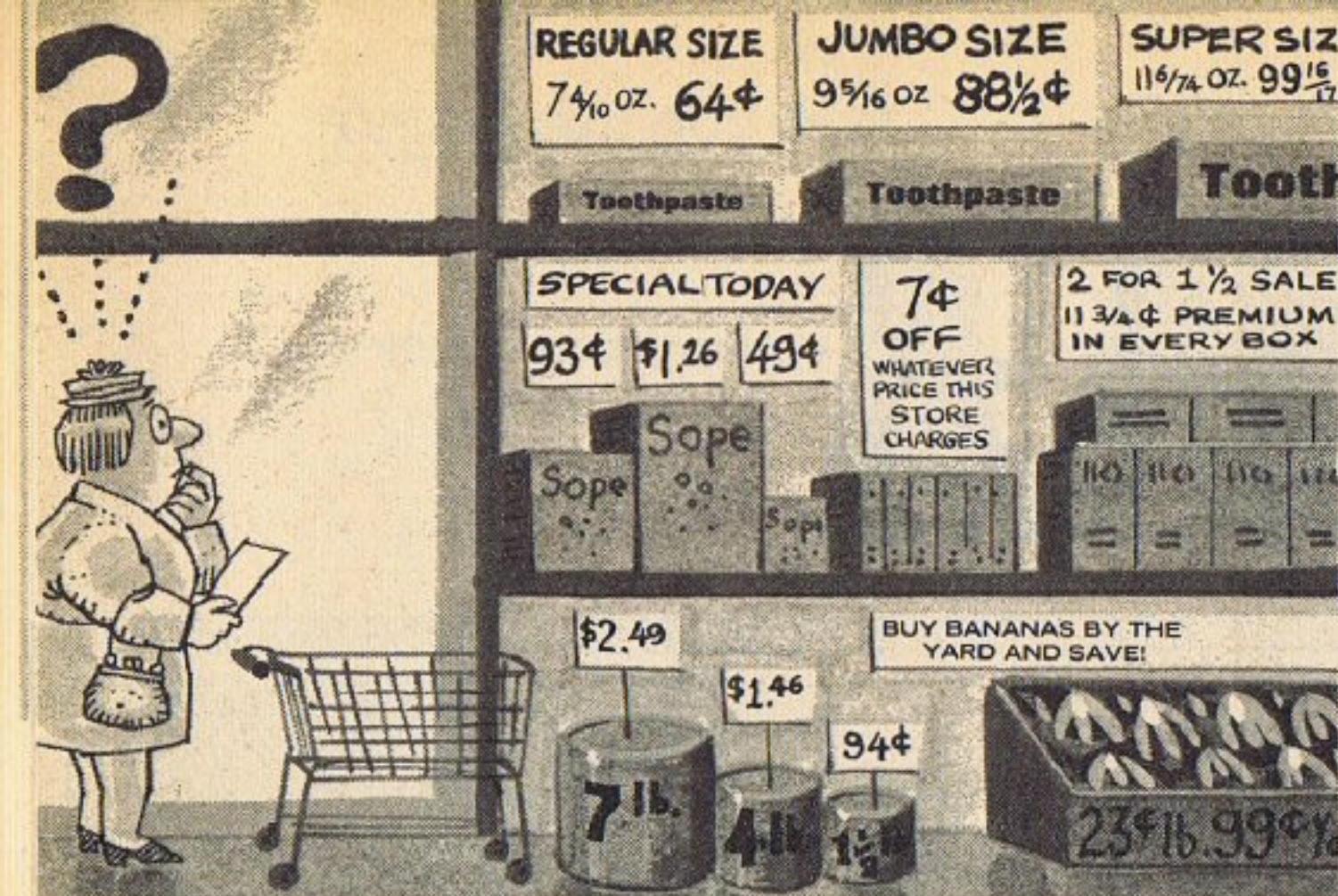
KANGAROOS

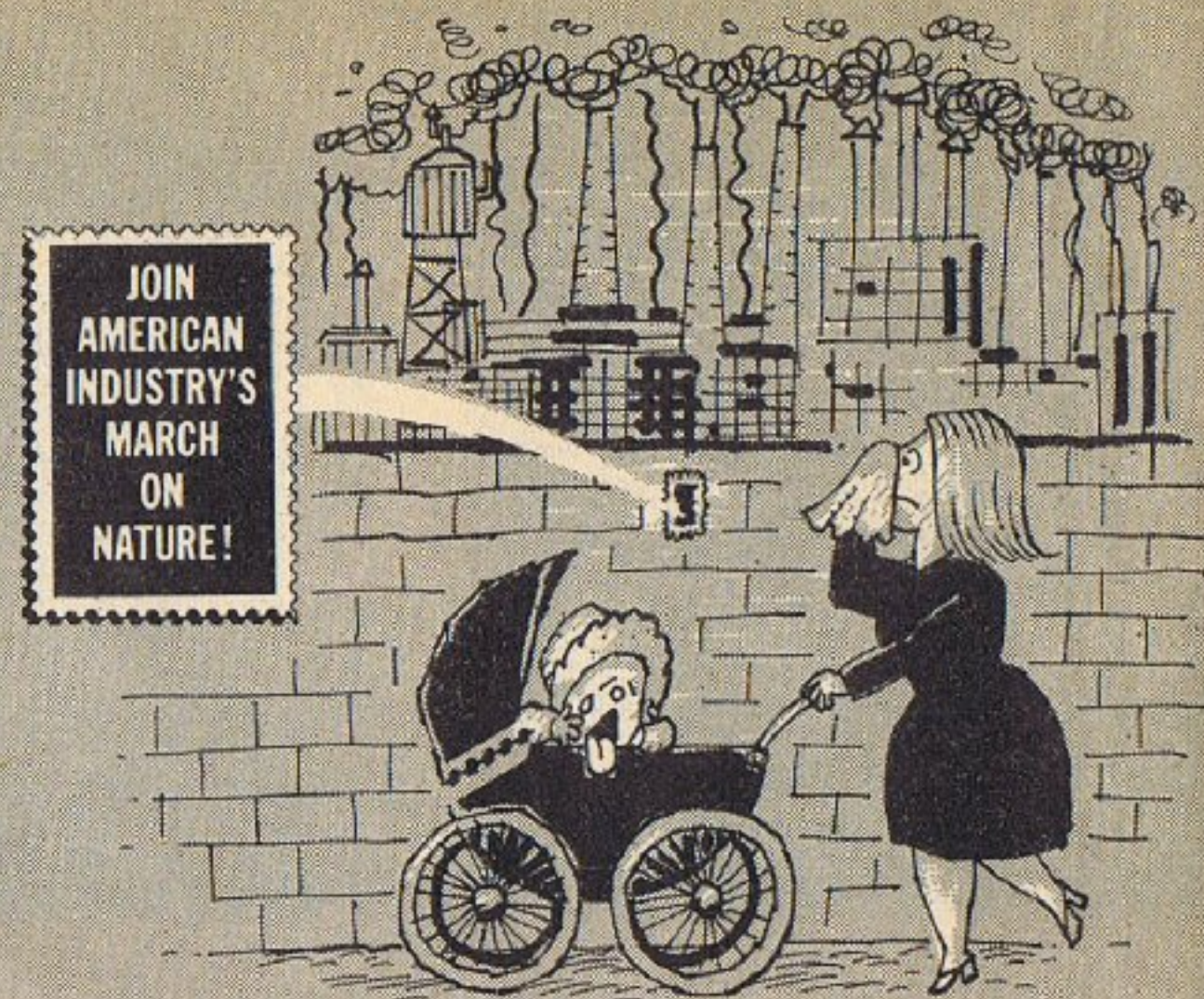
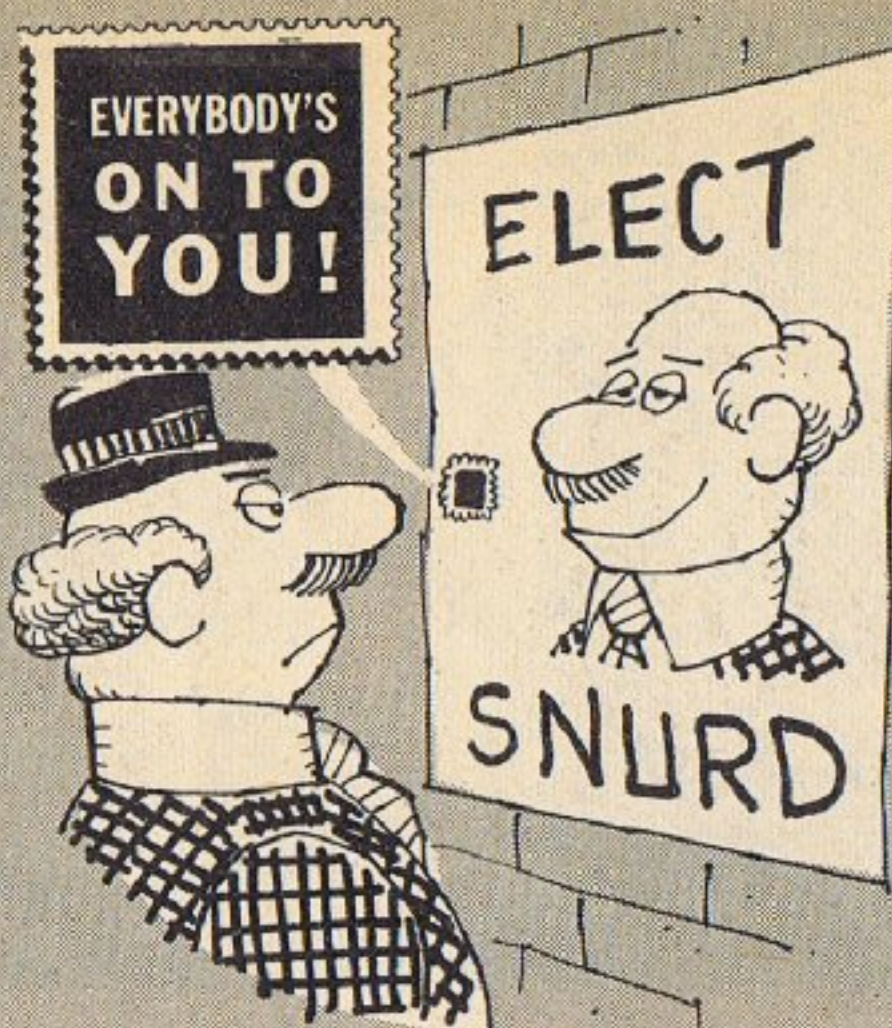
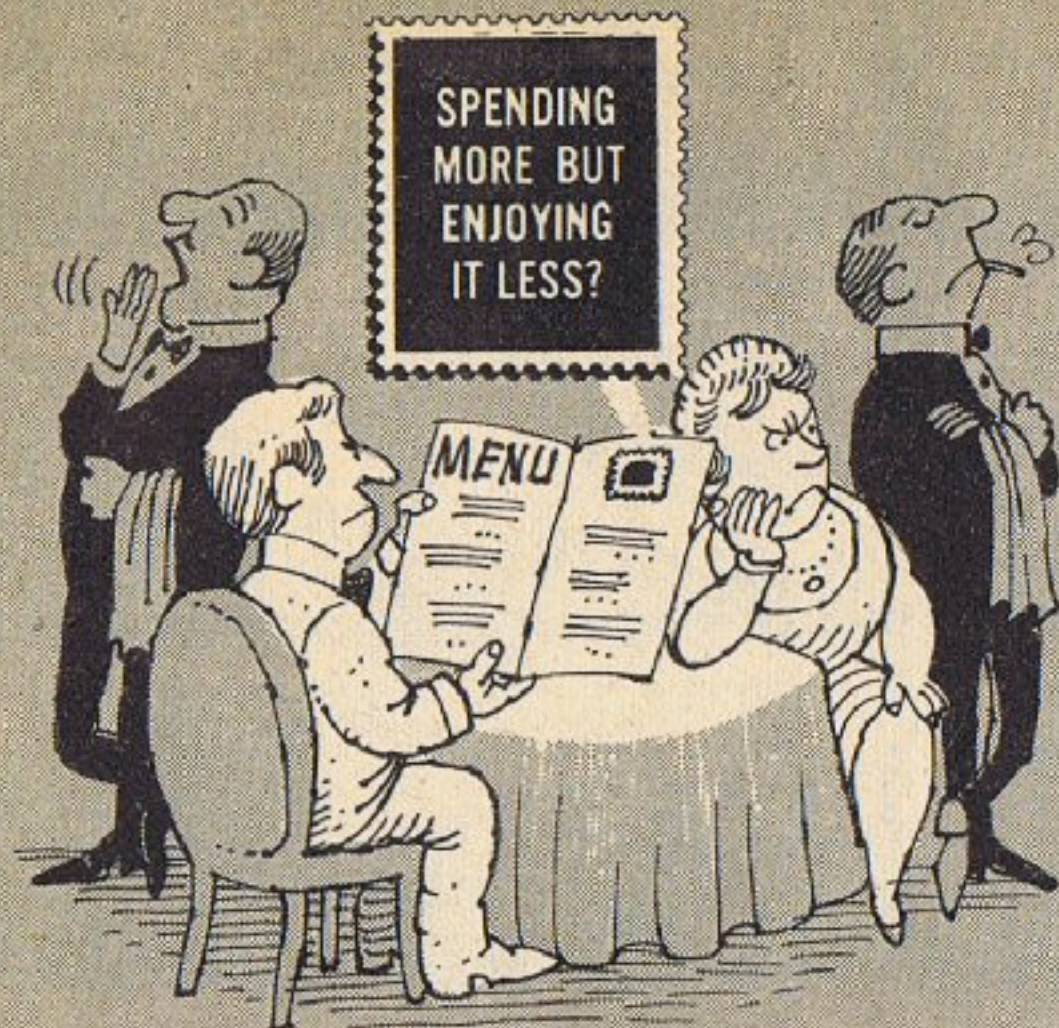


A MAD LOOK AT COMPUTERS

ARTIST & WRITER:
AL JAFFEE





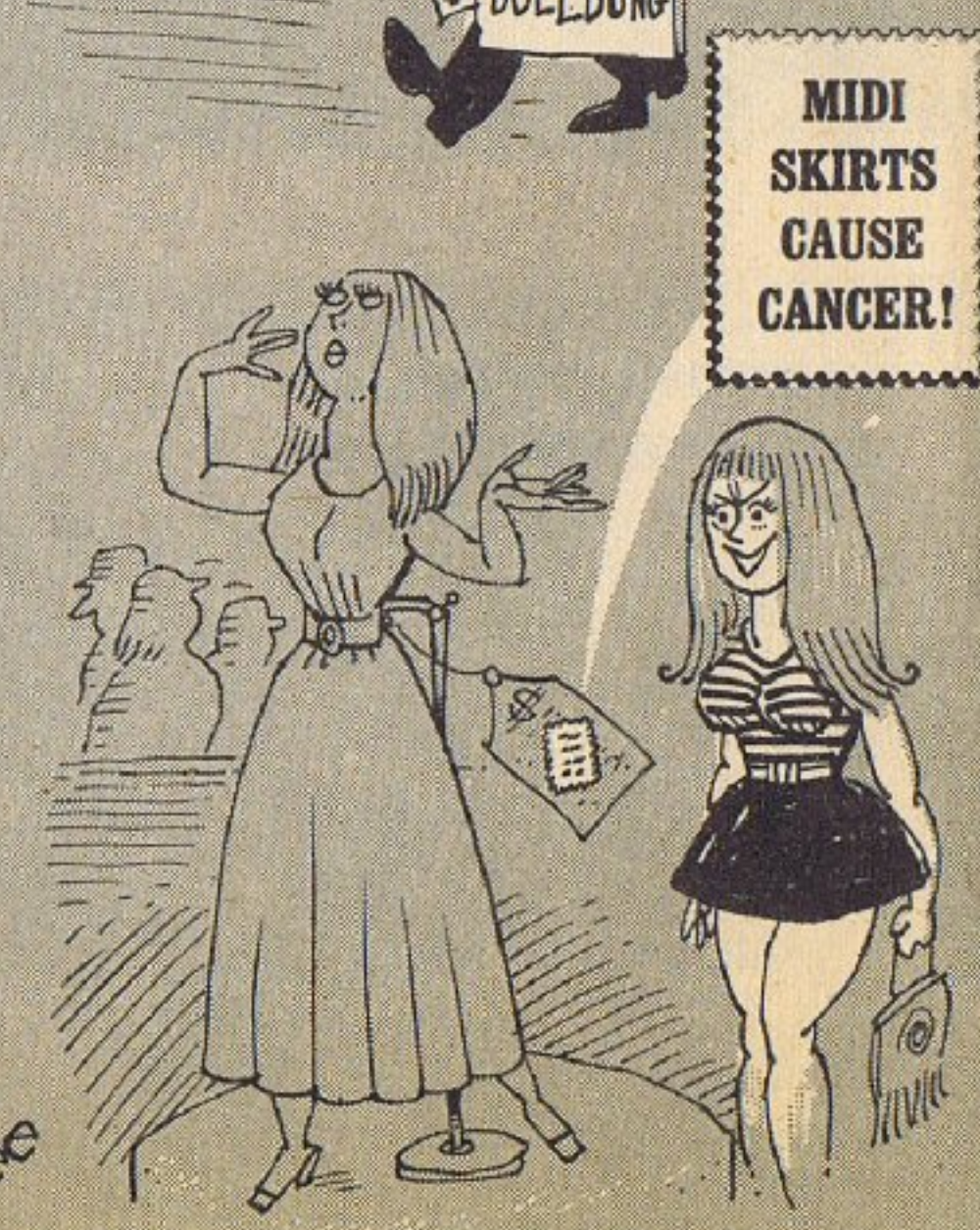
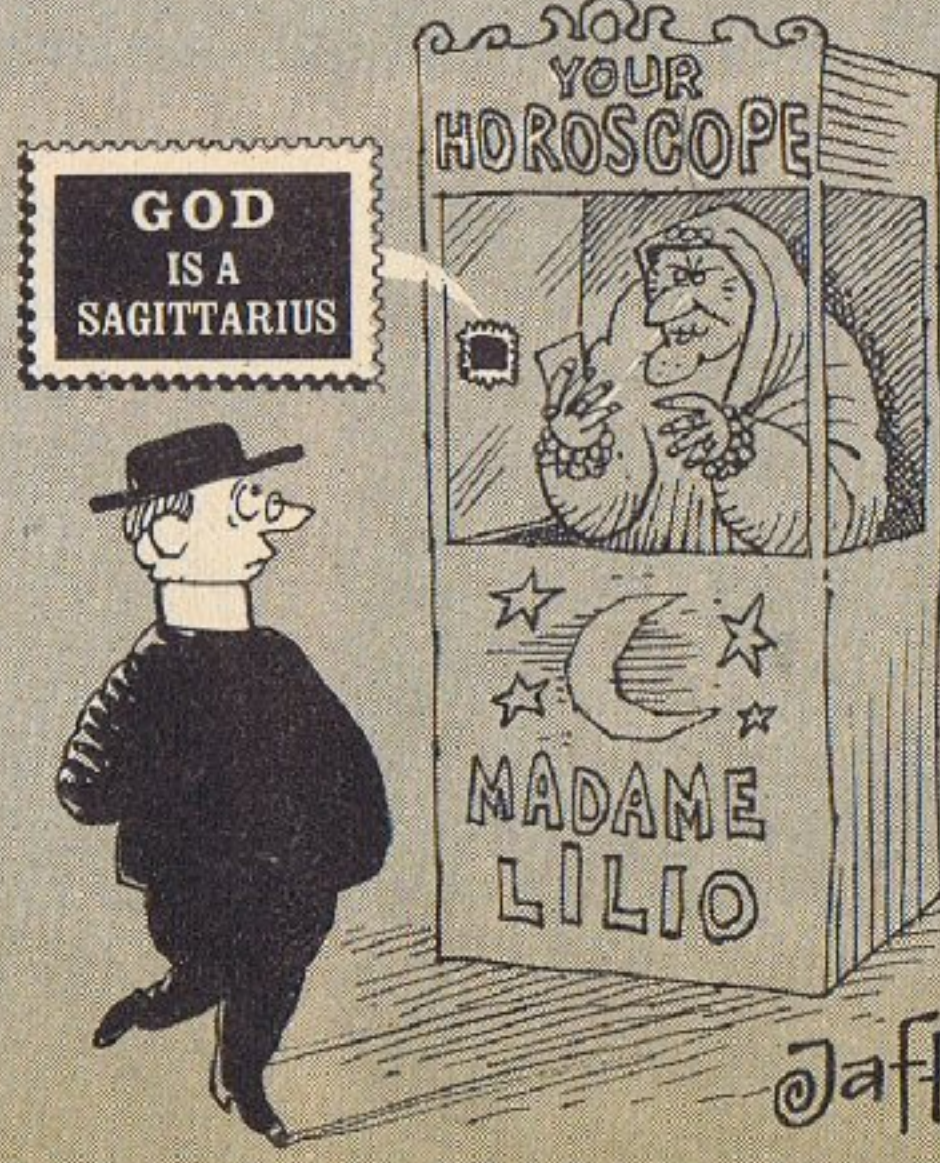
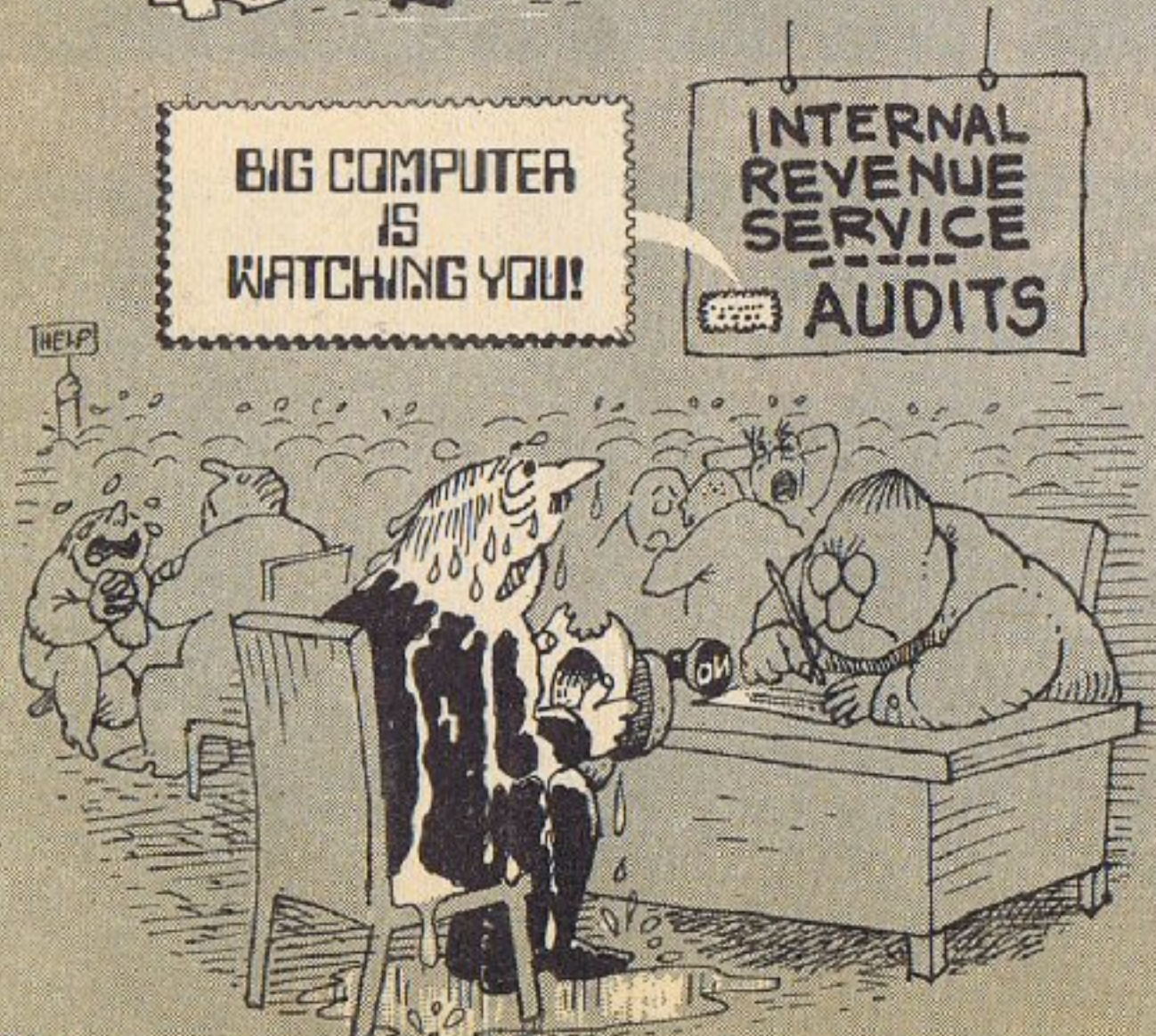
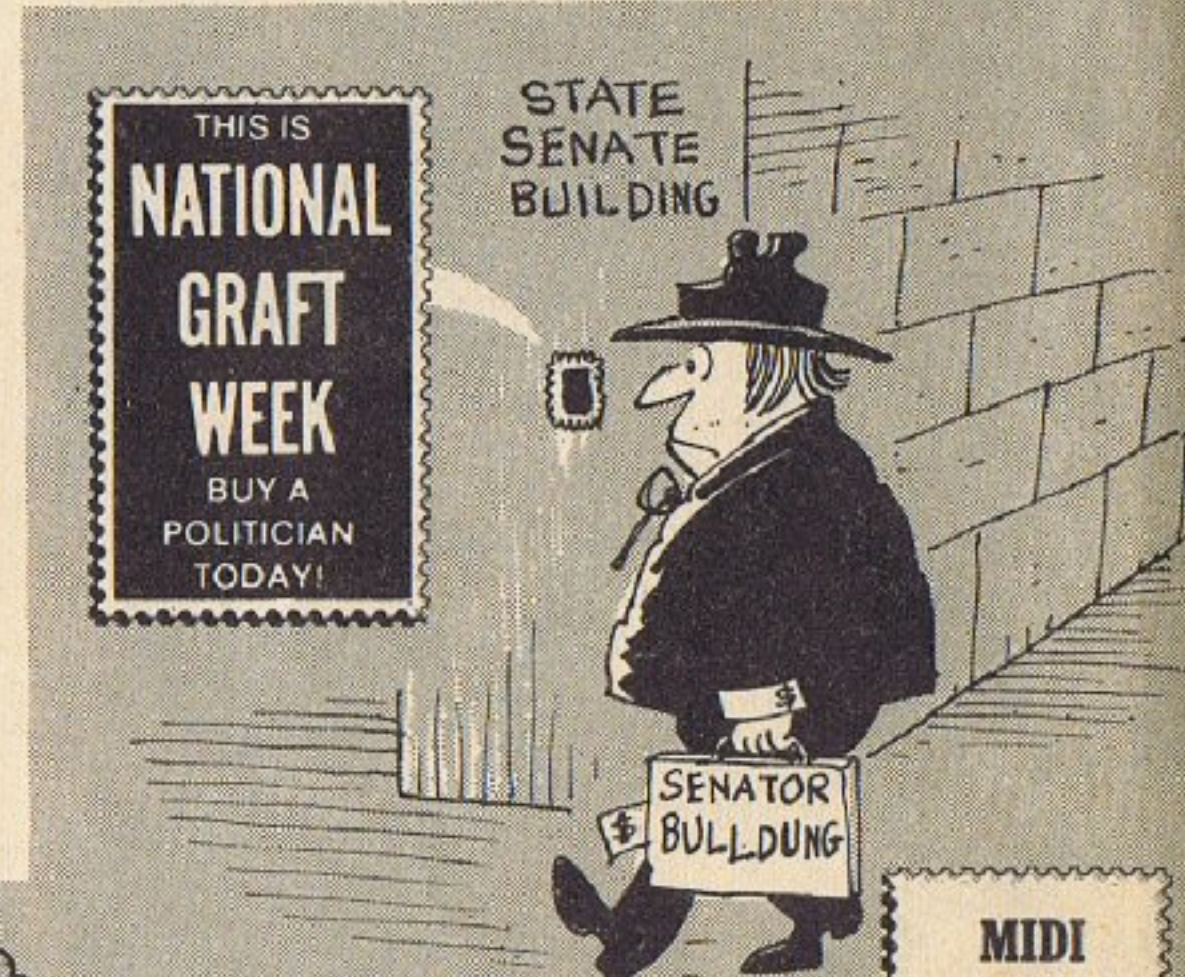
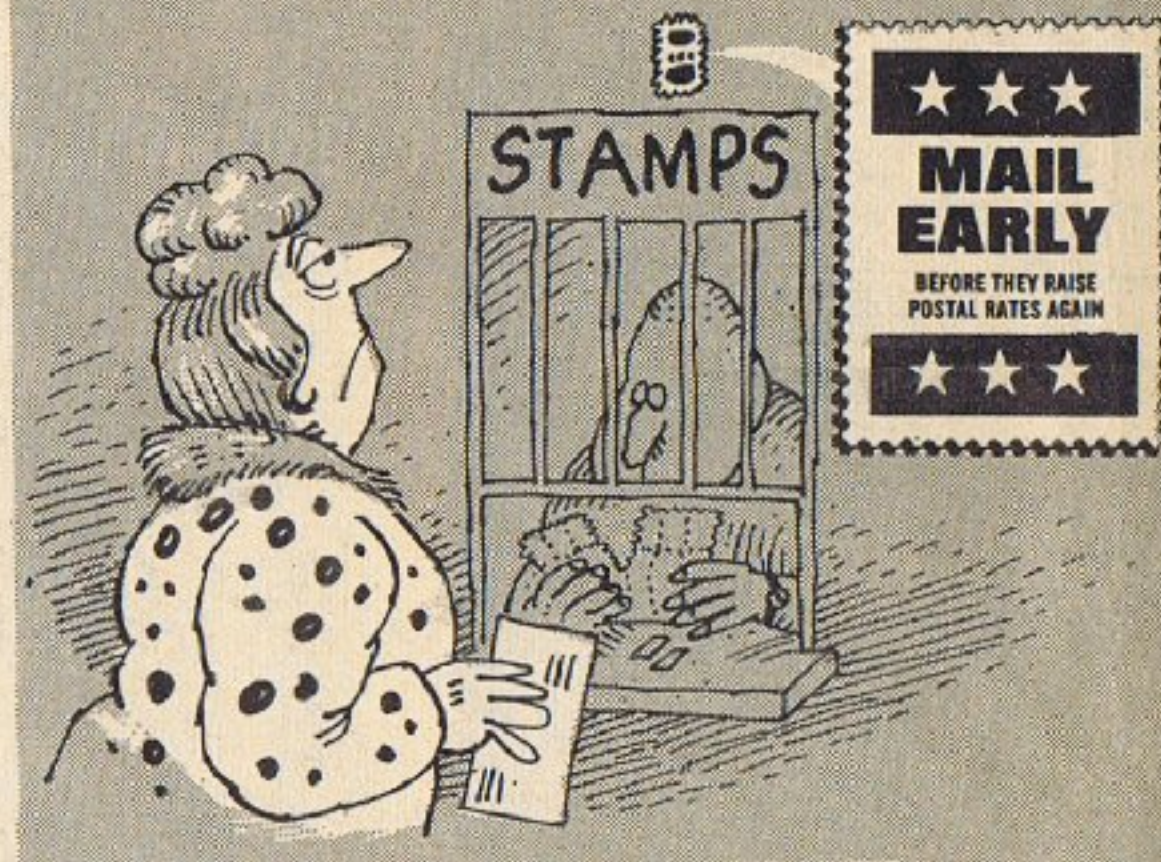


HERE IS YOUR FULL-COLOR FOLD-OUT BONUS

Stick Up For Your
Beliefs With...

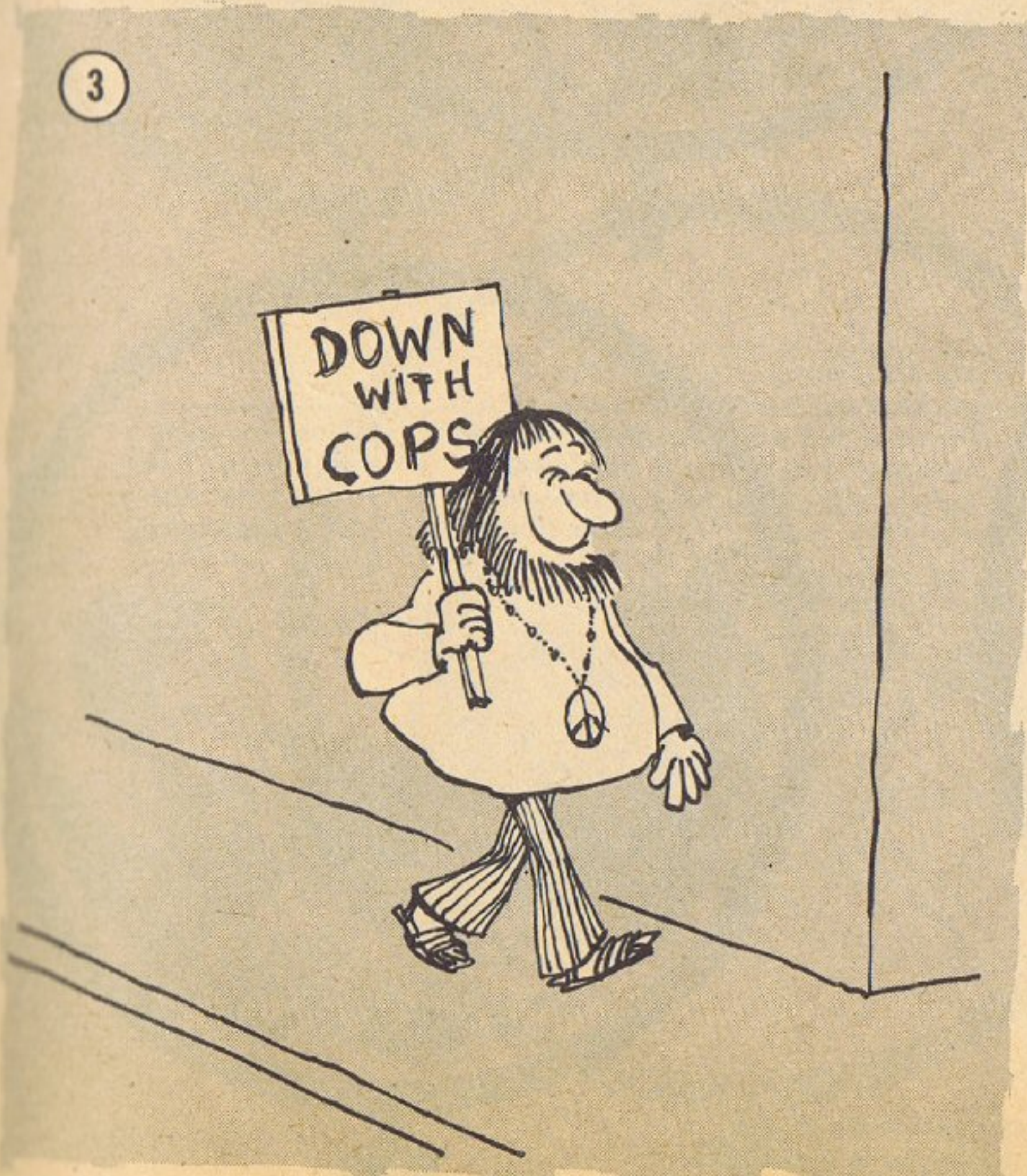
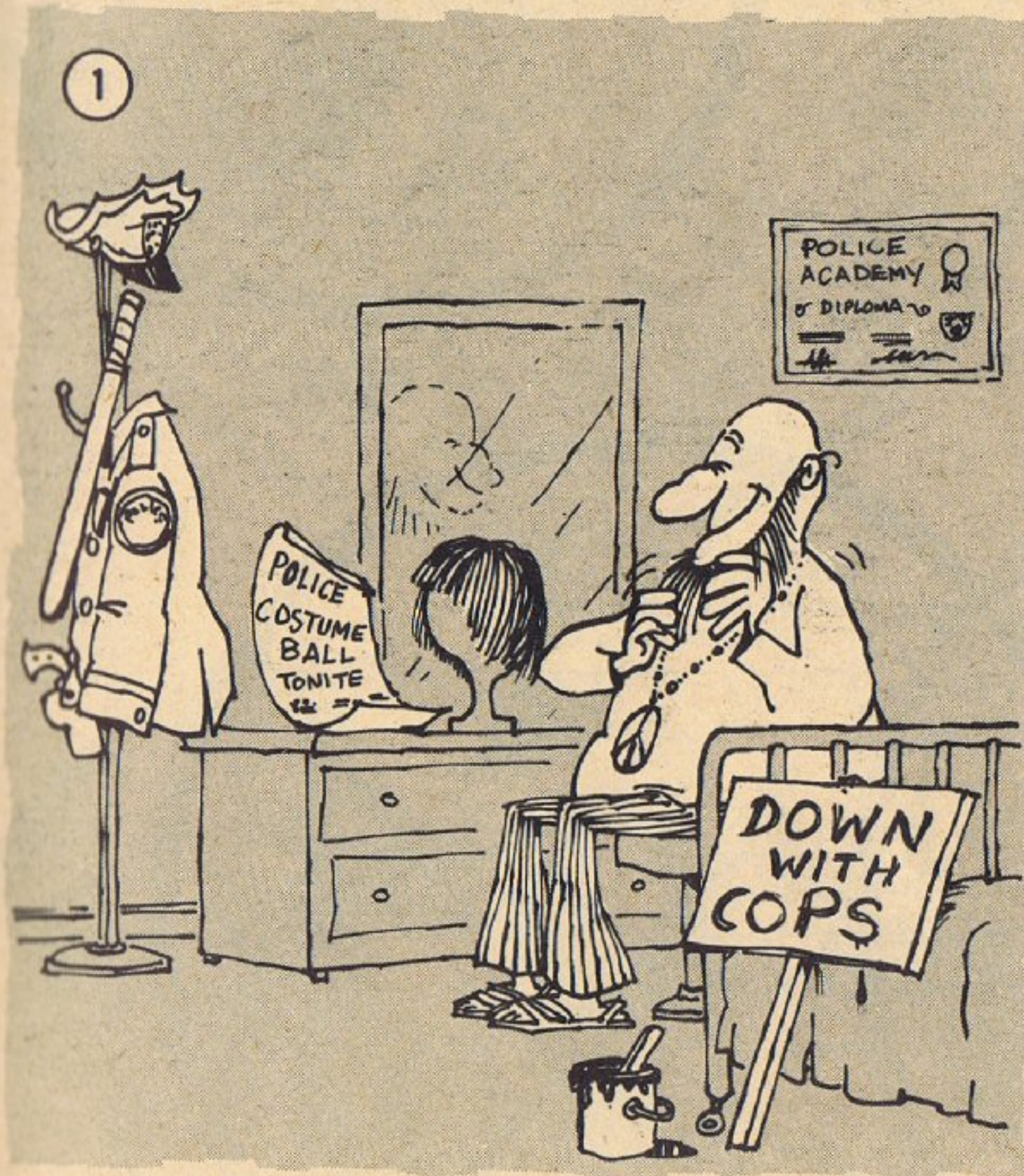
MAD PROTEST STICKERS

PERFORATED AND PRE-GLUED
FOR EASY USE AND MISUSE



Jaffee

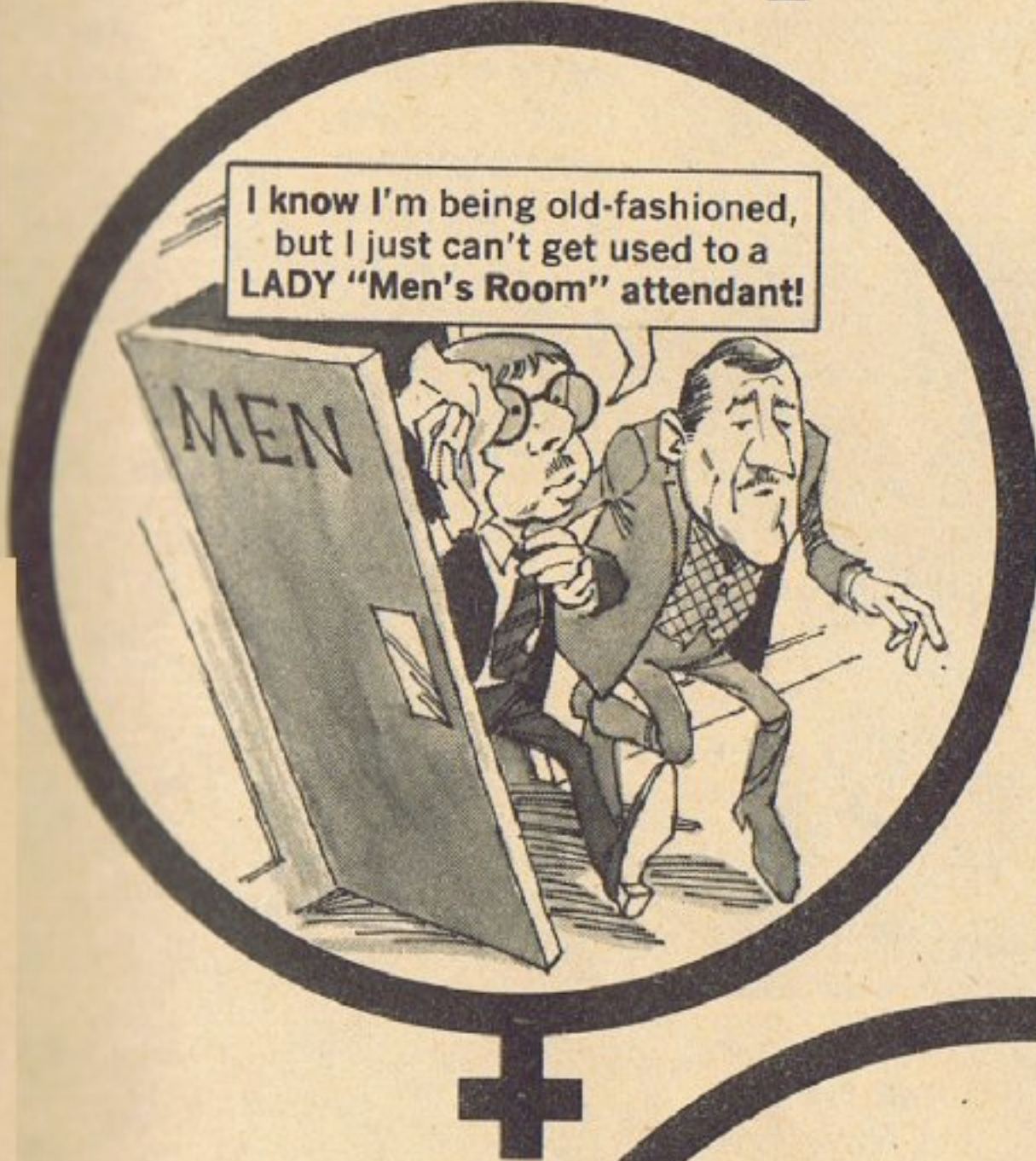
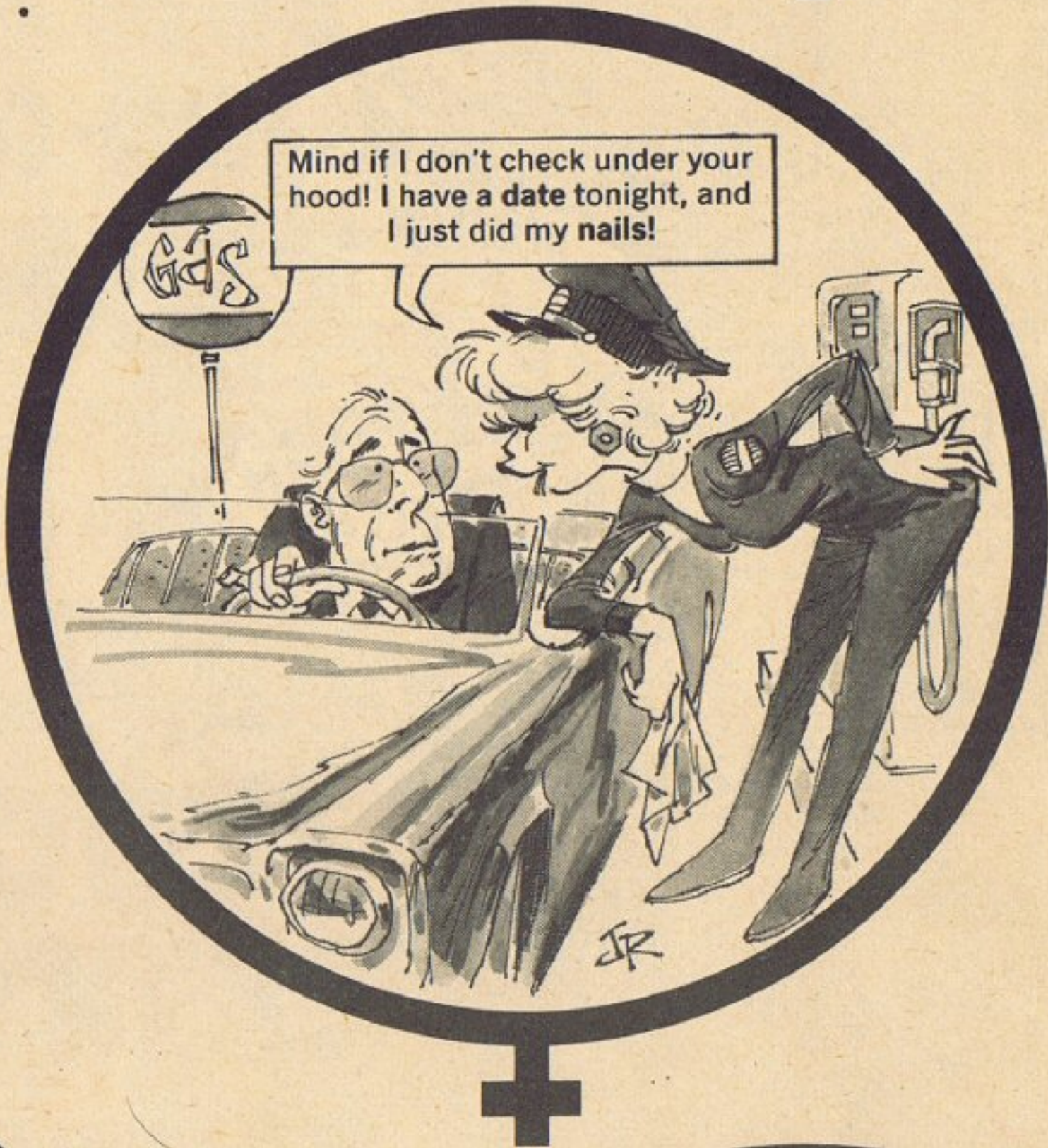
ON THE WAY TO THE POLICE COSTUME BALL



LIB-SCHTICK DEPT.

Just what we need! Another "movement"! On top of all the other groups seeking redress these days, something called the "Women's Liberation Movement" is gaining momentum. Women everywhere are seeking full equality with men in all fields of endeavor. They want the same jobs with the same pay. They want husbands to share in household chores and child-rearing while they share in breadwinning. And they've already had considerable success. Now, Federal law prohibits newspapers from designating Male/Female requirements in most "Help Wanted" ads. Which brings us to this article! Assuming that the "Women's Liberation Movement" continues to gain full equality with men, let's take a MAD look at America when it doesn't matter who wears the pants! Mainly, here's what it may be like . . .

WHEN THE
"WOMEN'S LIB
MOVEMENT"
IS
SUCCESSFUL



ARTIST: JACK RICKARD
WRITER: VICTOR COWEN

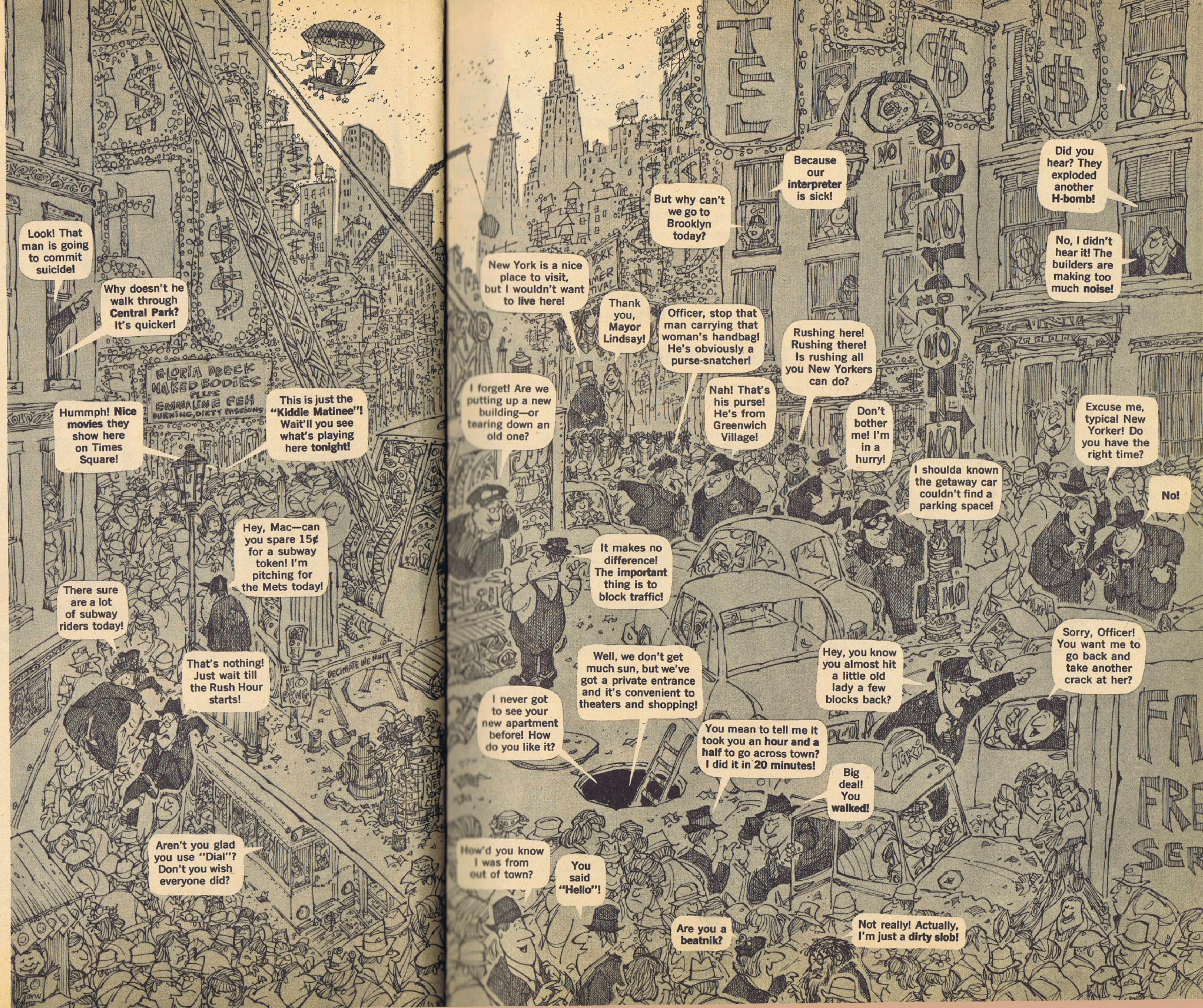
TALK OF THE TOWNS DEPT. PART I

If you happen to live in a foreign country, you probably know a great deal about America. That's because the United States spends a fortune on its Information Service to tell foreigners about the American way of life. But if you happen to be an American, you're stuck! There's no Information Service for explaining America to Americans! Because of this terrible state of affairs, we at MAD have set up our own Information Service so you clod readers can find out what people are saying and doing around the U.S.A. So here we go with the first installment of MAD's brand new educational feature:

THE SIGHTS AND SOUNDS OF THE U.S.A.

THIS ISSUE-SPOTLIGHTING
NEW YORK CITY

WRITERS: LARRY SIEGEL & FRANK JACOBS
ARTIST: PAUL COKER JR



Look! That man is going to commit suicide!

Why doesn't he walk through Central Park? It's quicker!

Hummph! Nice movies they show here on Times Square!

There sure are a lot of subway riders today!

That's nothing! Just wait till the Rush Hour starts!

Aren't you glad you use "Dial"? Don't you wish everyone did?

Hey, Mac—can you spare 15¢ for a subway token? I'm pitching for the Mets today!

This is just the "Kiddie Matinee"! Wait'll you see what's playing here tonight!

GLORIA DECK NAKED BODIES PLUS SEMI-NUDE FISH BURNING DIRTY MANSIONS

New York is a nice place to visit, but I wouldn't want to live here!

Thank you, Mayor Lindsay!

But why can't we go to Brooklyn today?

Officer, stop that man carrying that woman's handbag! He's obviously a purse-snatcher!

Nah! That's his purse! He's from Greenwich Village!

Rushing here! Rushing there! Is rushing all you New Yorkers can do?

Don't bother me! I'm in a hurry!

I shoulda known the getaway car couldn't find a parking space!

Excuse me, typical New Yorker! Do you have the right time?

No!

Sorry, Officer! You want me to go back and take another crack at her?

Hey, you know you almost hit a little old lady a few blocks back?

Big deal! You walked!

You mean to tell me it took you an hour and a half to go across town? I did it in 20 minutes!

Well, we don't get much sun, but we've got a private entrance and it's convenient to theaters and shopping!

I never got to see your new apartment before! How do you like it?

How'd you know I was from out of town?

You said "Hello"!

Are you a beatnik?

Not really! Actually, I'm just a dirty slob!

Because our interpreter is sick!

Did you hear? They exploded another H-bomb!

No, I didn't hear it! The builders are making too much noise!

A MAD Guide to

HYPNOTISM

ARTIST: BOB CLARKE

WRITER: PHIL HAHN

A NOTE OF INTRODUCTION

First of all, remember: Hypnotism is an art, like playing the violin or the kazoo, and requires intensive practice before you can master it. Just as you would not expect to pick up a violin or a kazoo and immediately play it like an expert, you cannot expect to pick up this magazine and immediately become an expert hypnotist after reading this article. You can, however, expect to be able to hypnotize a violin or a kazoo after reading this article—if you go in for that sort of thing.

Hypnotism is by no means new. It has been used for centuries by the Egyptians, the Indians, the Persians, the Chinese, and the Southern Baptists. Tales of healing by the spoken word, and laying on of the hands are recorded in many little-read sources—such as books.

The father of modern hypnotism was Franz Mesmer. There is no record of a mother of modern hypnotism, but a good guess might be Brigitte Bardot. Mesmer was a Viennese by birth, and an egotist by inclination, so he called his discovery "Mesmerism." In fact, he called everything he knew "Mesmerism," except Vienna, which he never called at all. (How could he call? There were no telephones!) Mesmer had peculiar ideas about how mesmerism worked. He thought that a strange current flowed from the operator to the subject. He called this "Animal Magnetism." Today, we have a different name for it. We call it "Poppycock"! Most of Mesmer's techniques have long since been discredited, including a bewildering array of idiotic gestures, passes, and armwaves. The only one using them these days is Mitch Miller.

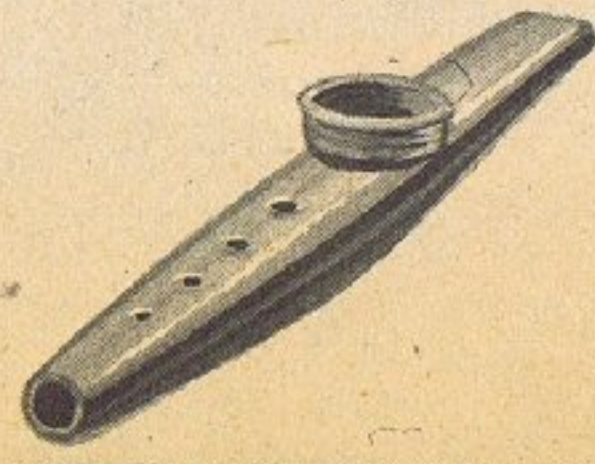
Today, we know that hypnotism is not a mystic power, but merely the result of mental suggestion. Anyone with average mental equipment can do it. Which leaves out most of your MAD readers, but as we hypnotists say, "That's the way the cookie crumbles!" You can always try card tricks.

A word of warning: Hypnotism misused can be dangerous, just as a misused violin or kazoo can be dangerous. So read this article carefully before attempting to use hypnotism for, say, brain surgery.

And finally, remember that hypnotism is simply a case of mental concentration. So if you're able to concentrate long enough to read this preposterous article, the rest should be easy!

VIOLIN

KAZOO



HOW TO HYPNOTIZE A SUBJECT

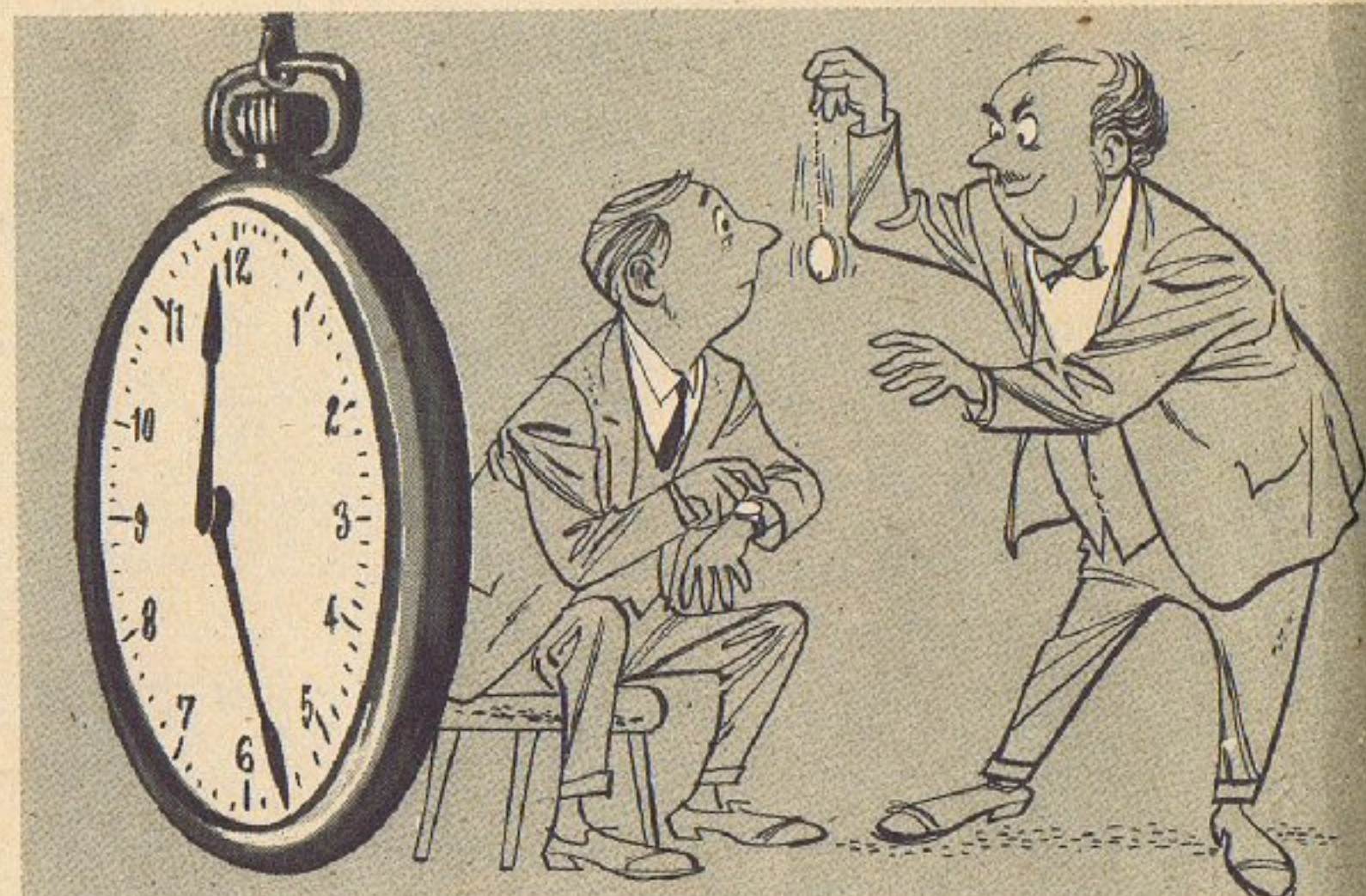
Hypnotism is achieved by getting a subject to concentrate his attention on your suggestions, thus putting his mind under your control. Accomplish this, and he will be like putty in your hands. If you like handling putty, you'll love hypnotism. To put a subject under his control, the hypnotist repeats a phrase over and over again. The usual phrase is "You are very sleepy! You are very sleepy . . ." However, other phrases have been successful, like "Smoke

Kools! Smoke Kools . . ." Don't bother with phrases like "Buy MAD! Buy MAD . . ." We tried it, and it doesn't work! Doesn't work . . . Whatever phrase you use, always project self-confidence and strength of character. The subject must trust you implicitly. Do not, under any circumstance, let him catch you referring to this article. It might tend to make him a bit nervous. Hysterical, even. Especially if you forget to tear it out of the magazine.

BASIC TOOLS USED BY EXPERIENCED HYPNOTISTS

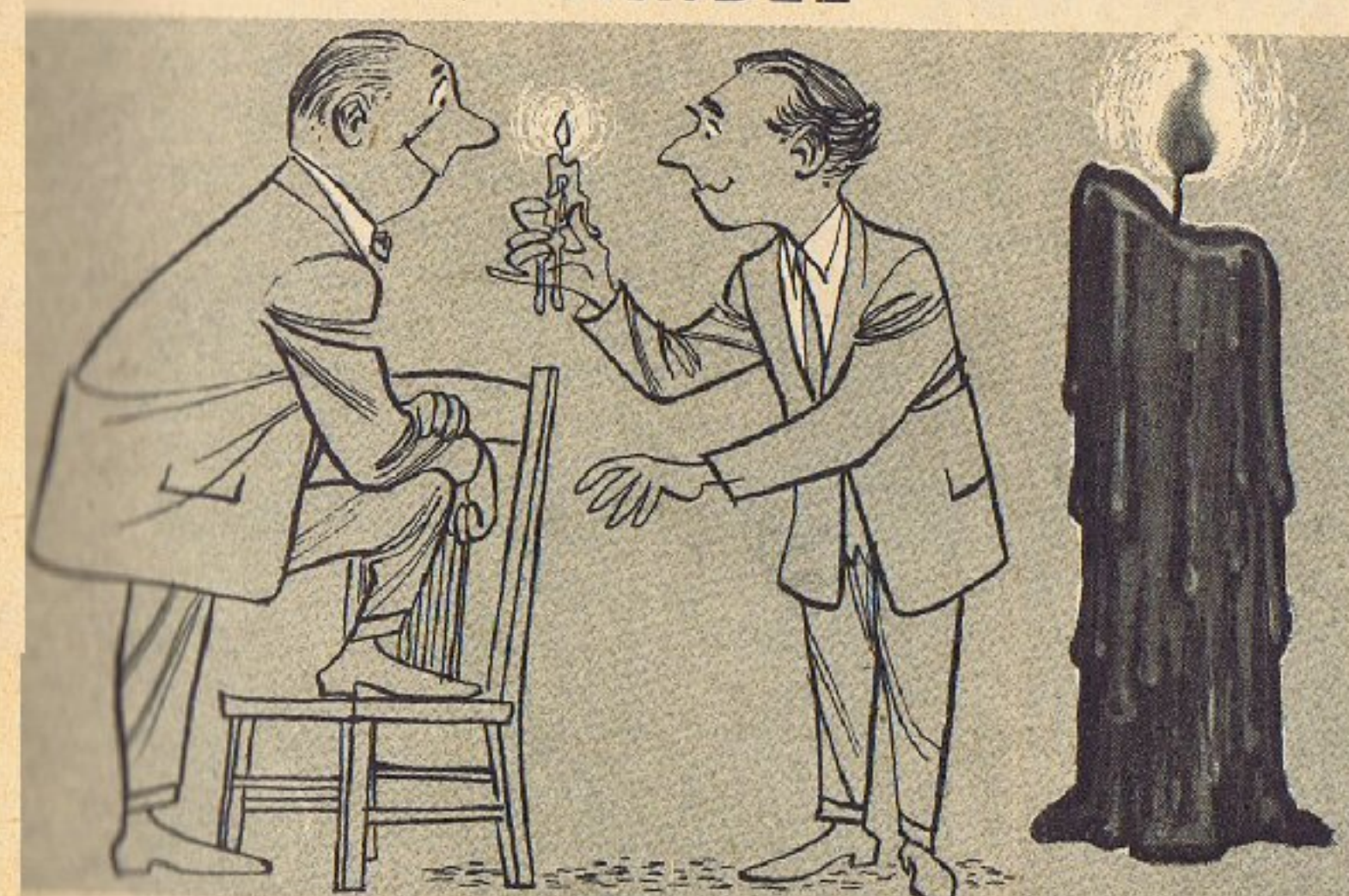
There are many aids and tools that hypnotists, especially experts, use regularly. These are usually items that the

WATCH



Here, the subject concentrates on a bright, shiny watch. If the subject concentrates hard enough, he will probably go to sleep. If not, at least he'll know what time it is.

CANDLE



Here, the subject concentrates on a candle. The hypnotist is hoping the subject will soon go to sleep. The subject is hoping the hot wax will soon burn the hypnotist's hand.

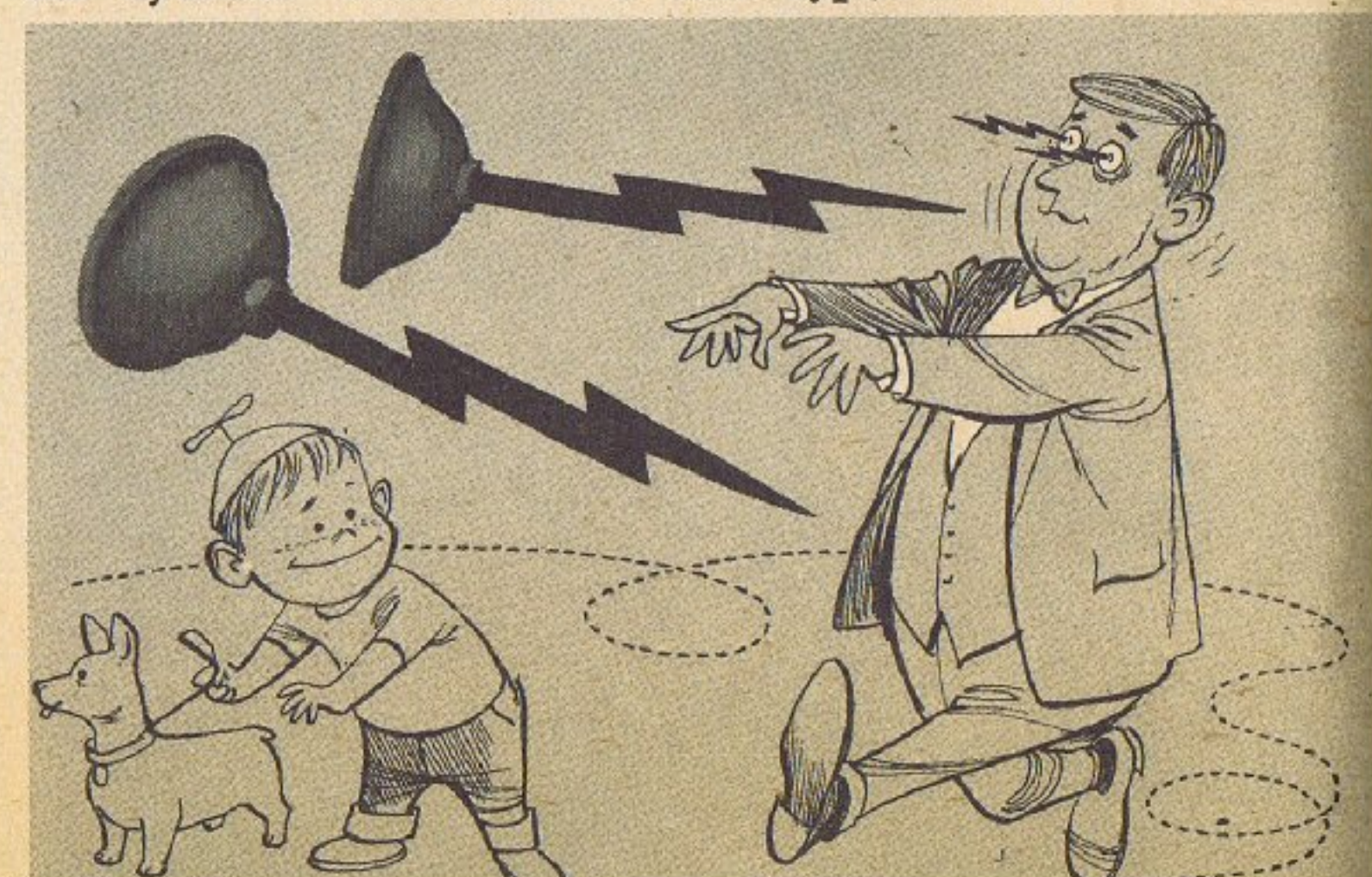
COAT



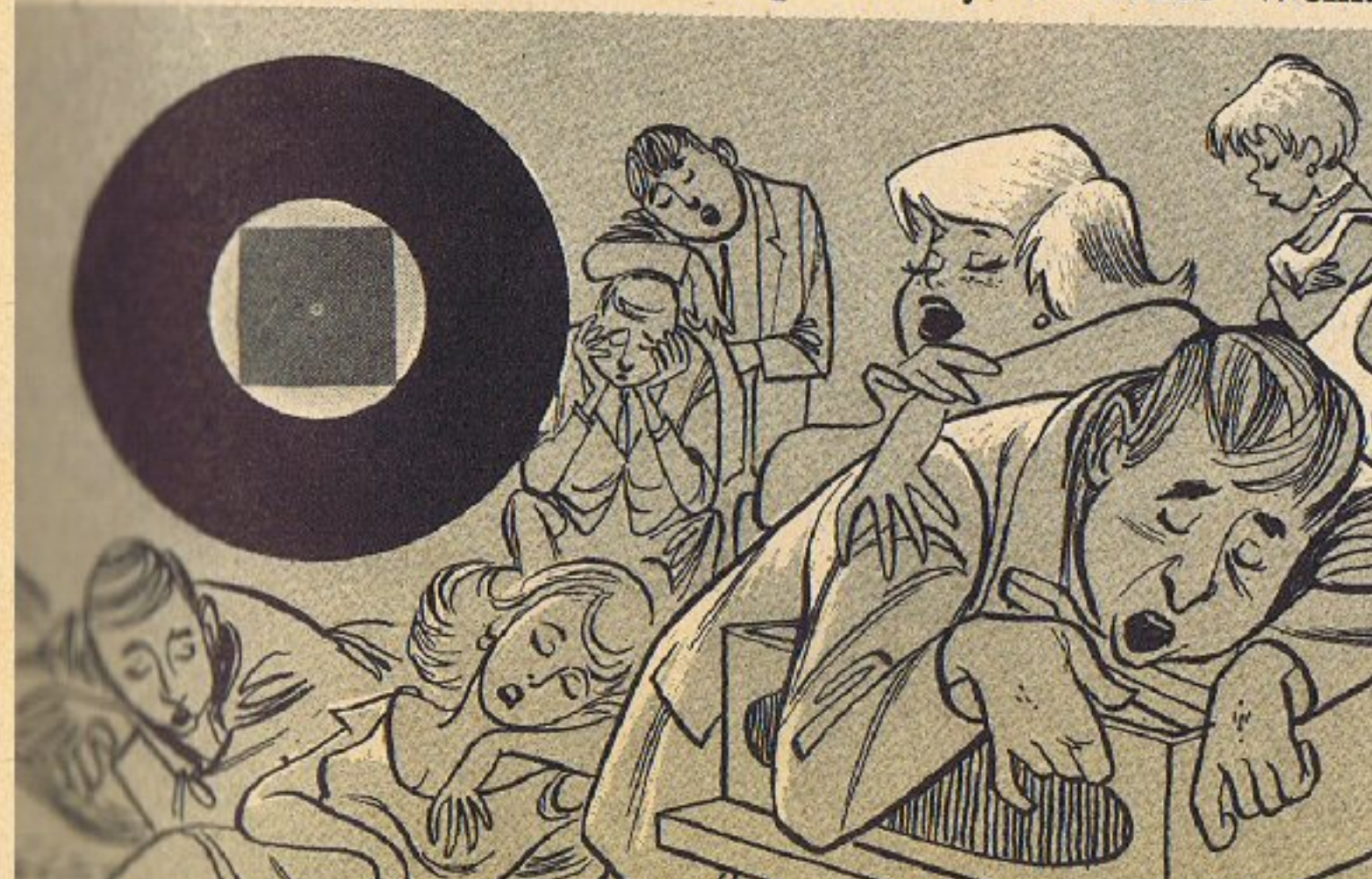
Here, the subject is concentrating on an expensive mink coat. She is hypnotized already. She will do anything the hypnotist suggests. Guess what the hypnotist will suggest.

EVEN MORE BASIC TOOLS USED BY BEGINNING HYPNOTISTS

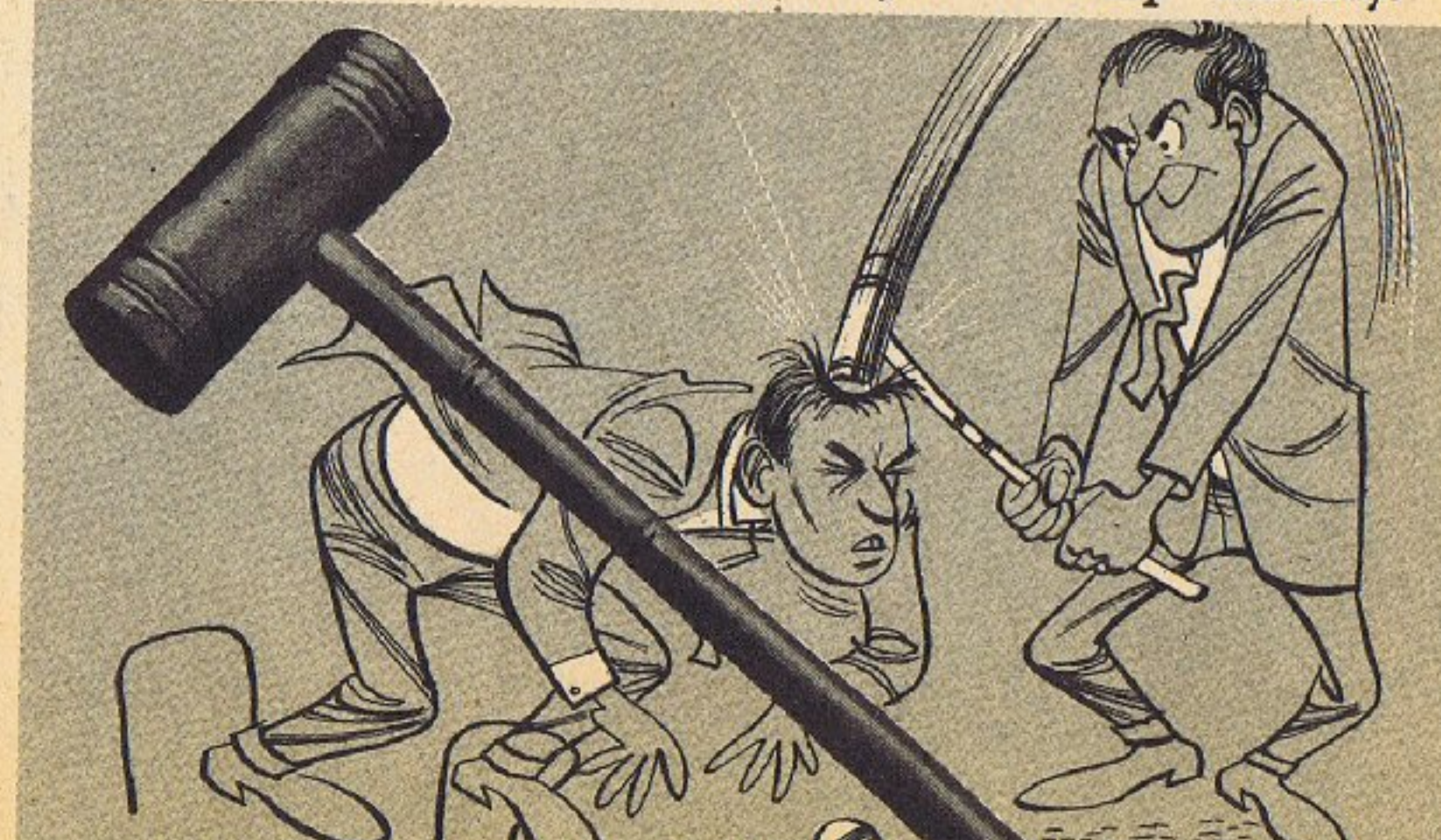
HYPNOTIC CARTOON ZIG-ZAGS. Beginner attaches these to his eyeballs. Looks like a real hypnotist. Or a real nut.



HYPNOTIC PHONOGRAPH RECORD. This "Beginner's Aid" is guaranteed to put anyone to sleep. It's by Lawrence Welk.



HYPNOTIC SLEEP STICK. Used only as a last resort. A quick rap will put almost any subject to sleep instantly.



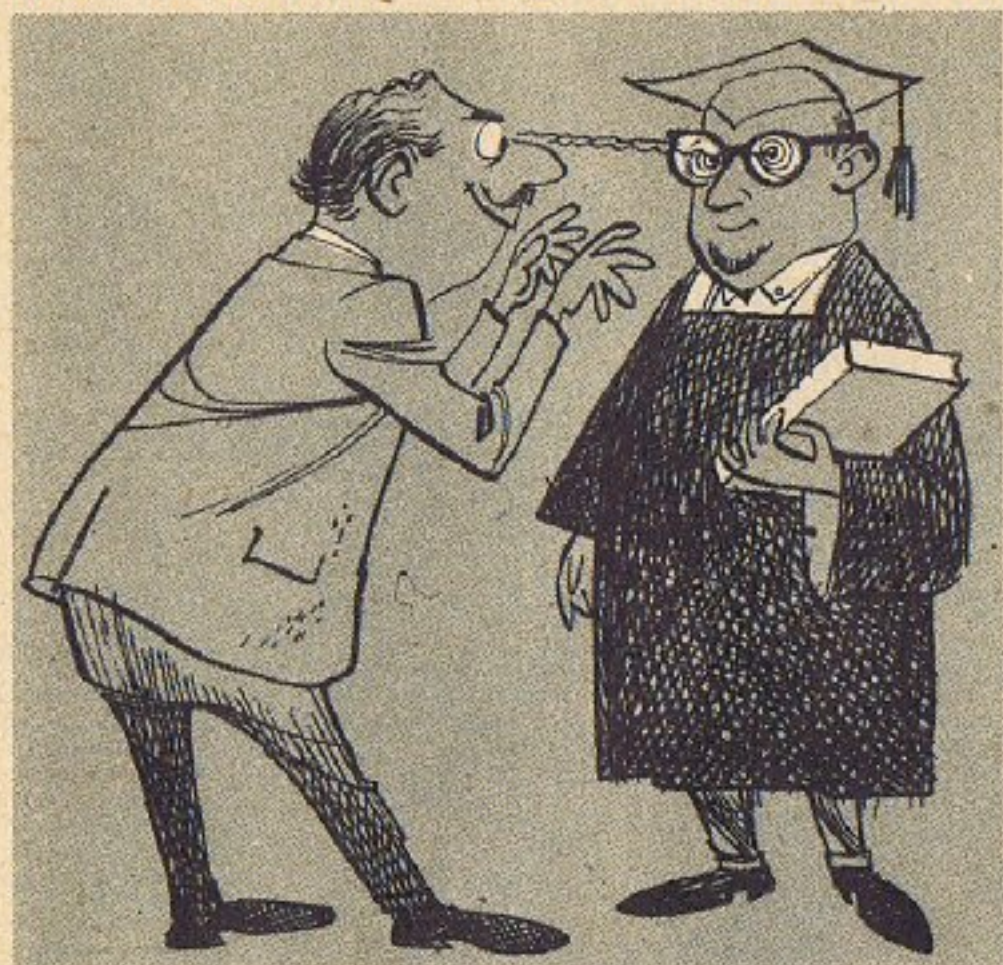
CHOOSING A SUBJECT

There are a number of mental and emotional qualities that make for a desirable subject, and you must look for them. Mainly, however, you must look for a subject who's idiot enough to let another idiot like you try to hypnotize him.

HIGH INTELLIGENCE

Surprising as it may seem, high intelligence is desirable in a subject. A stupid person is less easily hypnotized than an intelligent one. The trouble is, the intelligent ones have more sense than to fool around with this junk.

But anyway, it's a fact that a person's susceptibility to hypnosis increases as his I.Q. increases. Thus, someone like Einstein would have been easy to hypnotize . . . while the Editor of MAD probably cannot be hypnotized at all.



GOOD SUBJECT



BAD SUBJECT

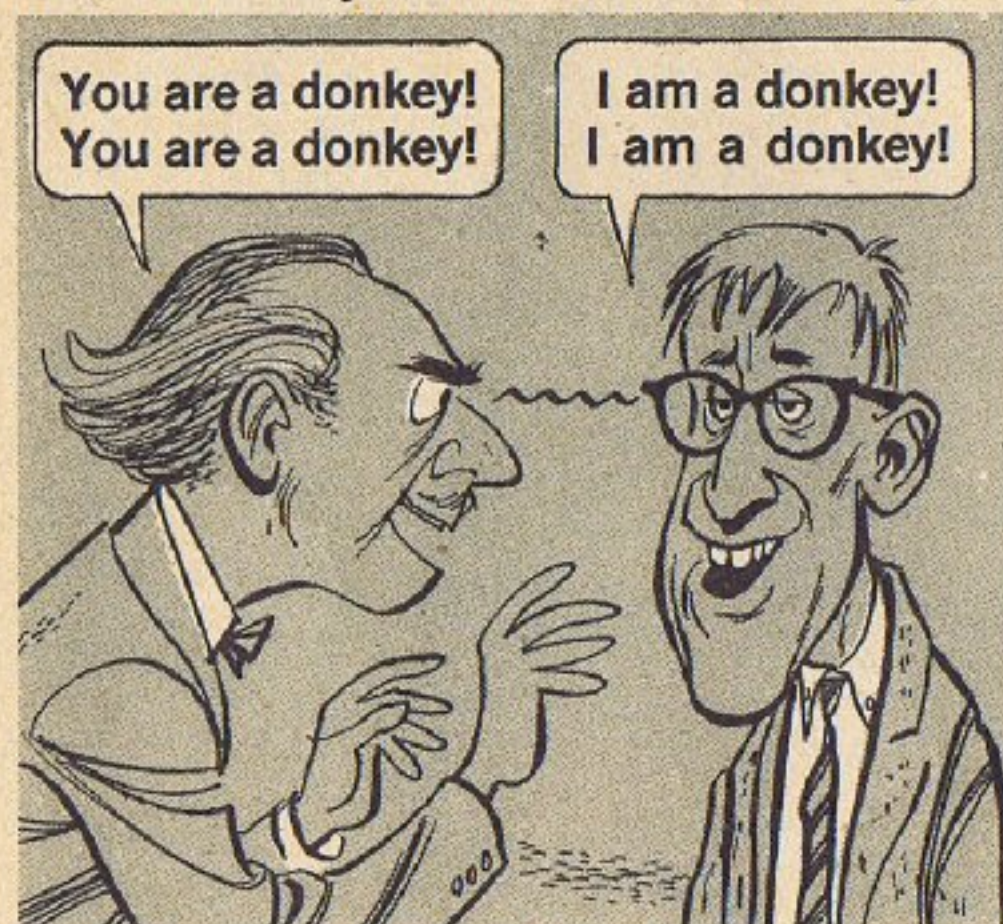


RIDICULOUS SUBJECT

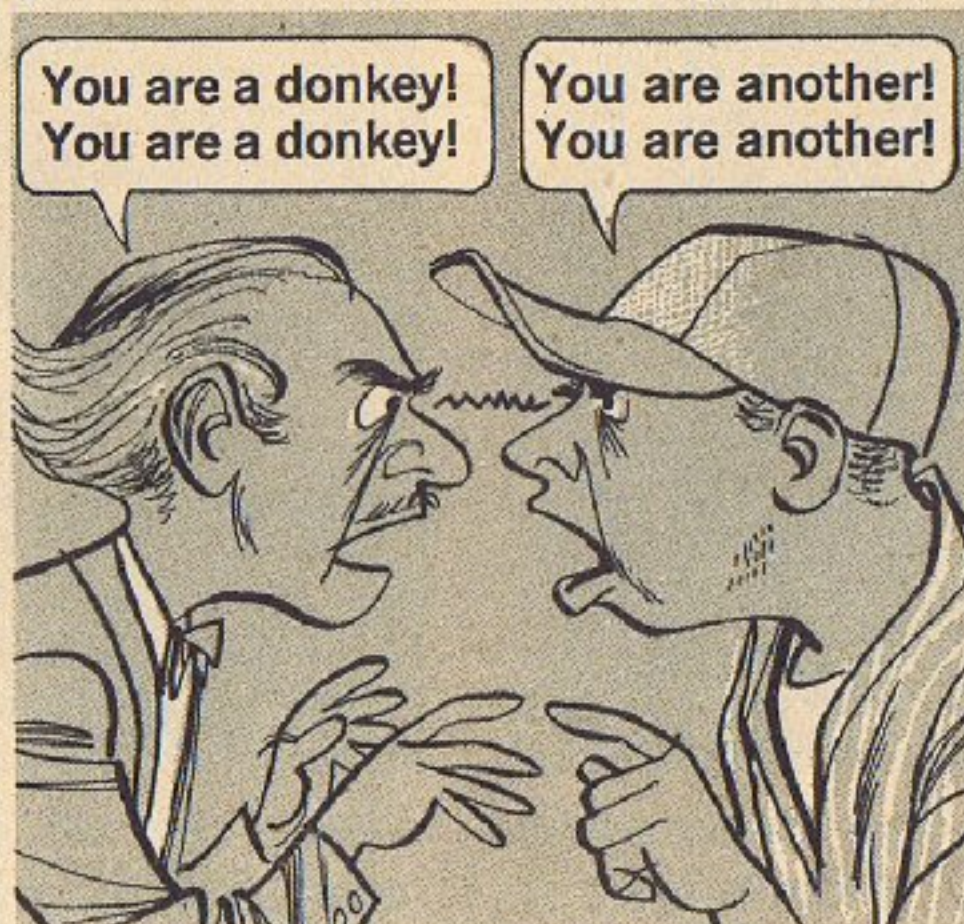
COOPERATIVE ATTITUDE

No one can be hypnotized against his will. The reason for this is that the subject actually hypnotizes himself. The hypnotist merely acts as a "catalyst." Those of you who have not as yet run off to look up "catalyst" can readily

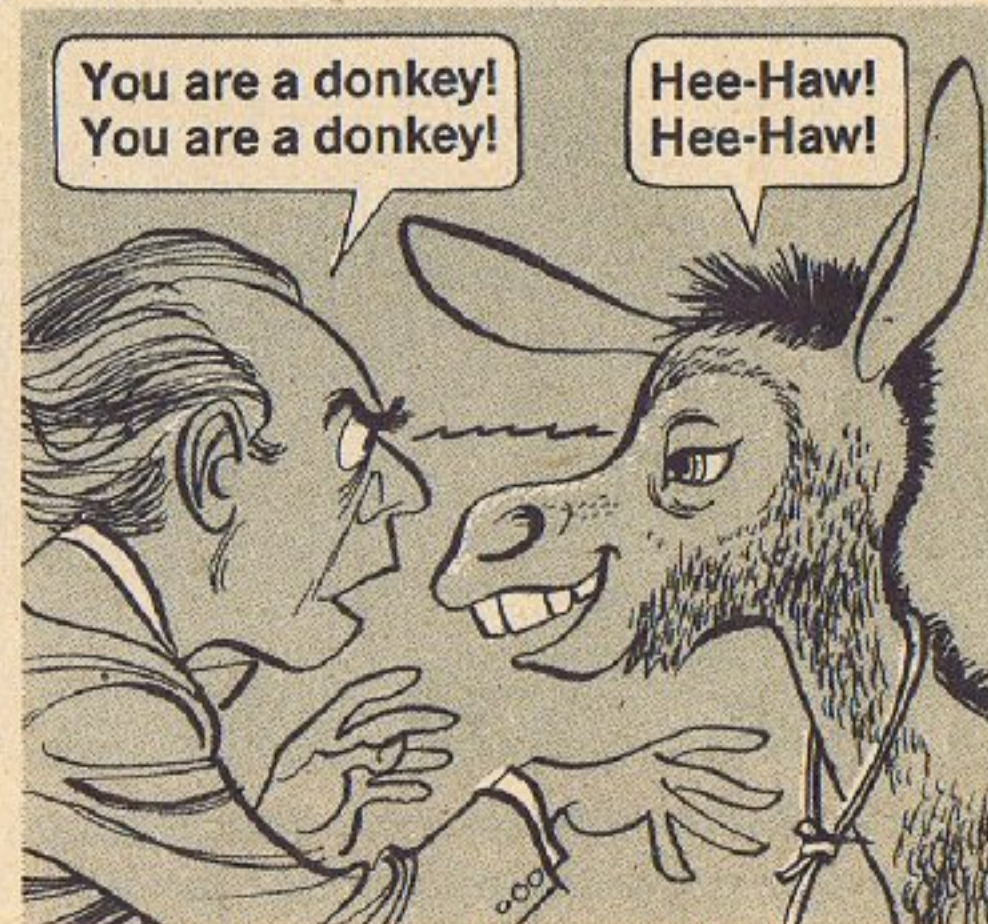
see, therefore, how important the subject's attitude can be. The subject must be extremely cooperative, or nothing will happen. For your first subject, choose someone who is very, very cooperative. Elizabeth Taylor, for instance.



GOOD SUBJECT



BAD SUBJECT



RIDICULOUS SUBJECT

MENTAL HEALTH

When you choose a subject, be sure that he is absolutely normal, mentally — and that he is free from any serious neuroses or psychoses. If you know anyone like this, you

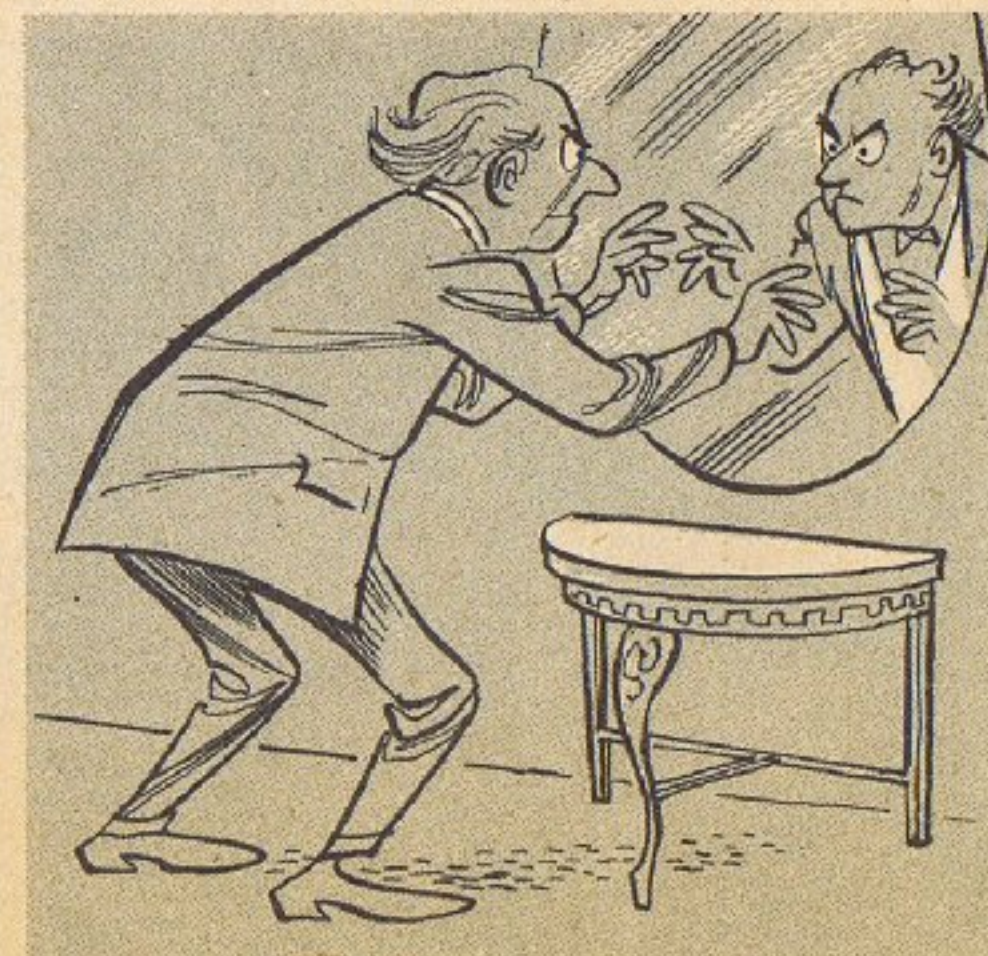
are either very lucky, or a good liar. So do what you can with what's available, and above all, stay away from the Advertising Crowd. No sense in just asking for trouble!



GOOD SUBJECT



BAD SUBJECT



RIDICULOUS SUBJECT

MANIPULATING THE SUBJECT

THE SUBJECT'S MORAL CODE

When manipulating your subject, always remember that he will not do anything under hypnosis that he would not do normally. His moral code protects him. For instance, you can get a human being to behave like a cuckoo bird, but you can't get a cuckoo bird to behave like a human being.

This is because cuckoo birds have a higher moral code than human beings. However, you can fool a subject. By setting up a false situation, you can get a subject to do something he may have moral compunctions against, simply because he won't think he's doing what he's doing. Like:



Under hypnosis, a juvenile delinquent, having been told that he is entering his favorite pool hall, cheerfully saunters into a Sunday School class.



A big, dumb truck driver, having been told that he is going into a theater to see a Brigitte Bardot film, cheerfully attends a performance of *Hamlet*.



A pretty girl, having been told that she is in her own bedroom, undressing for bed, cheerfully clobbers the hypnotist who thought she was hypnotized.

DEGREES OF HYPNOSIS

There are several stages of the "Hypnotic Trance" through which a subject may pass while under hypnosis. Therefore,

it is important that you know how to recognize the stages and that you know what to do with a subject in each case.



STAGE ONE: LIGHT TRANCE

Patient still seems to be awake. The trance is characterized by open eyes, even breathing, and a calm demeanor.

WHAT TO DO:

Give simple suggestions. Light memory probing and post-hypnotic suggestions possible if subject is in this stage.

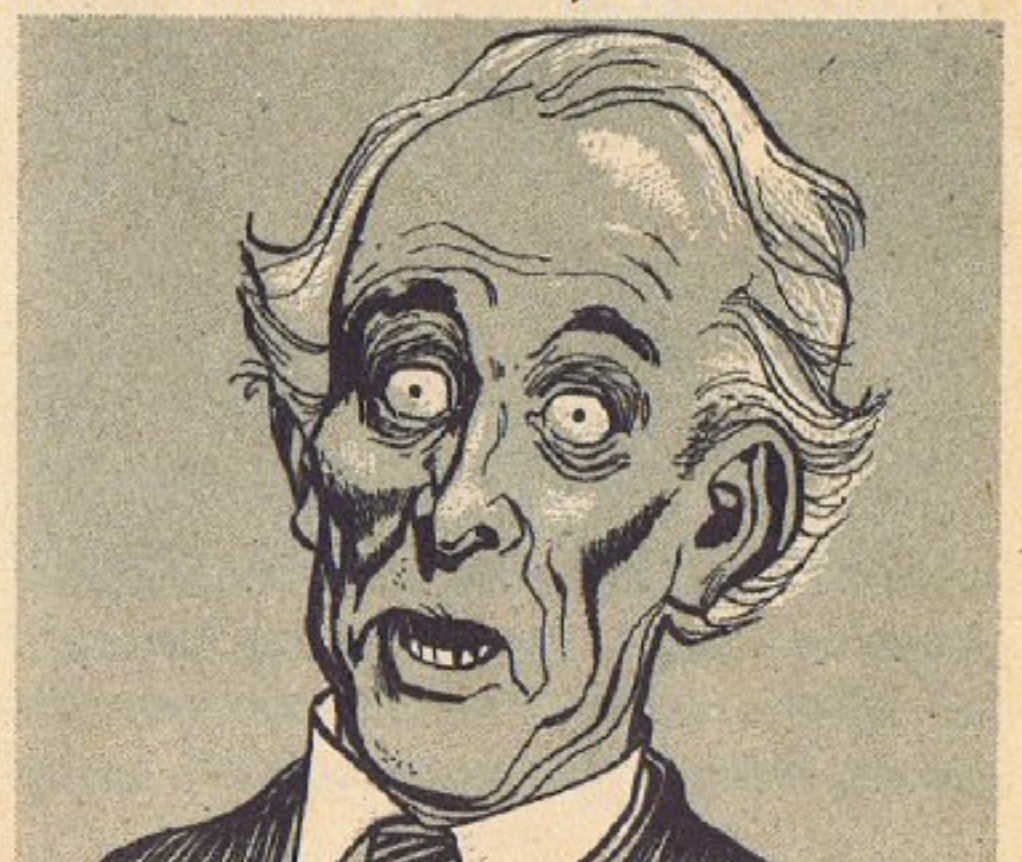


STAGE TWO: DEEP TRANCE

Patient seems to be asleep. Trance is characterized by closed eyes, a deep breathing, and a very calm demeanor.

WHAT TO DO:

Give complicated suggestions. Deeper memory probing, surgery, psychiatric treatment are possible in this stage.



STAGE THREE: TOO DEEP TRANCE

Trance characterized by wide, staring eyes, absolutely no breathing at all, and a very, very, *very* calm demeanor.

WHAT TO DO:

Better bury him...

Quick...

He's dead!

MASS HYPNOSIS

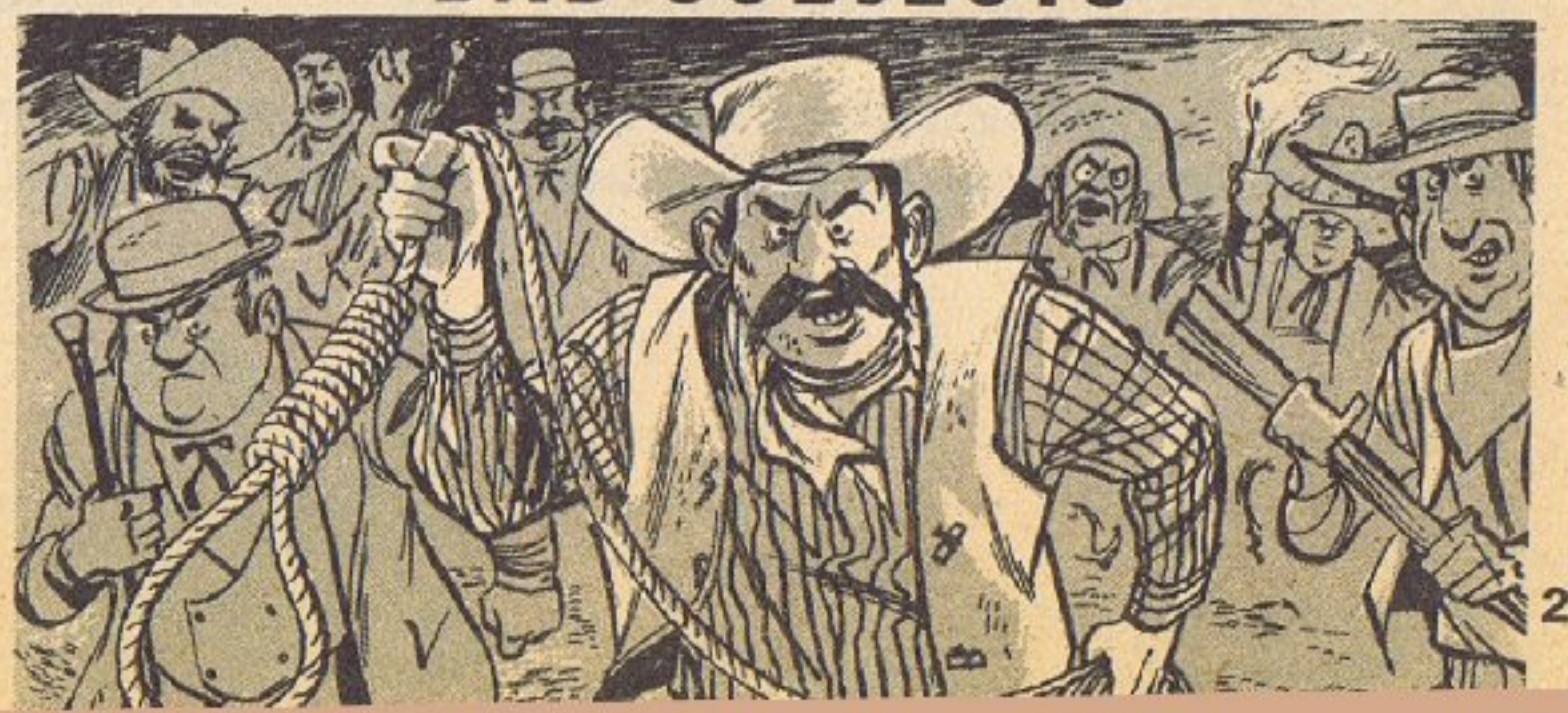
Mass hypnosis (putting large groups of people to sleep at one time) is a difficult feat, and can only be done by a handful of expert hypnotists, and most TV show producers.

If you attempt it, be sure your subjects are in the right mood: sympathetic, receptive and well-behaved. Otherwise, you'll only embarrass yourself, and alienate your subjects.

GOOD SUBJECTS



BAD SUBJECTS



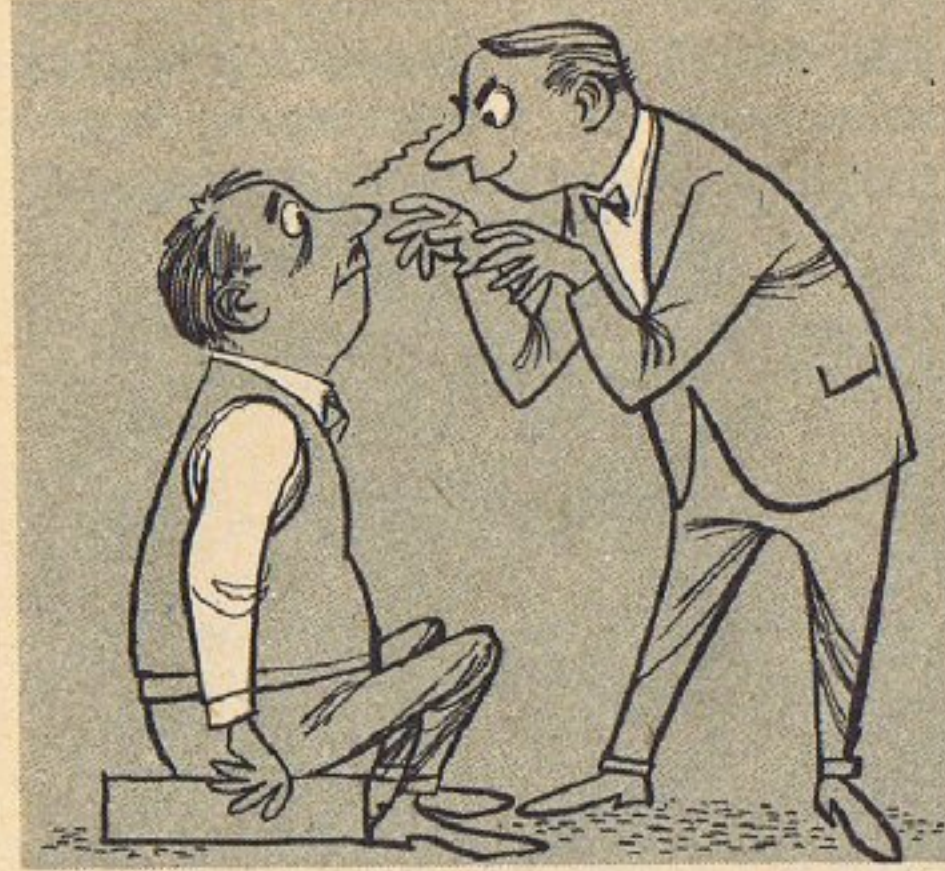
USES FOR

There are many uses for hypnotism. It is good for memory probing, anesthesia, self-improvement, psychiatric treatment and entertainment. Mainly, though, it's good because it gives us something to write ridiculous articles about.

CURING SILLY FEARS



Here we see a man with a silly fear of heights. Standing on tiptoes terrifies this man. Even just standing.

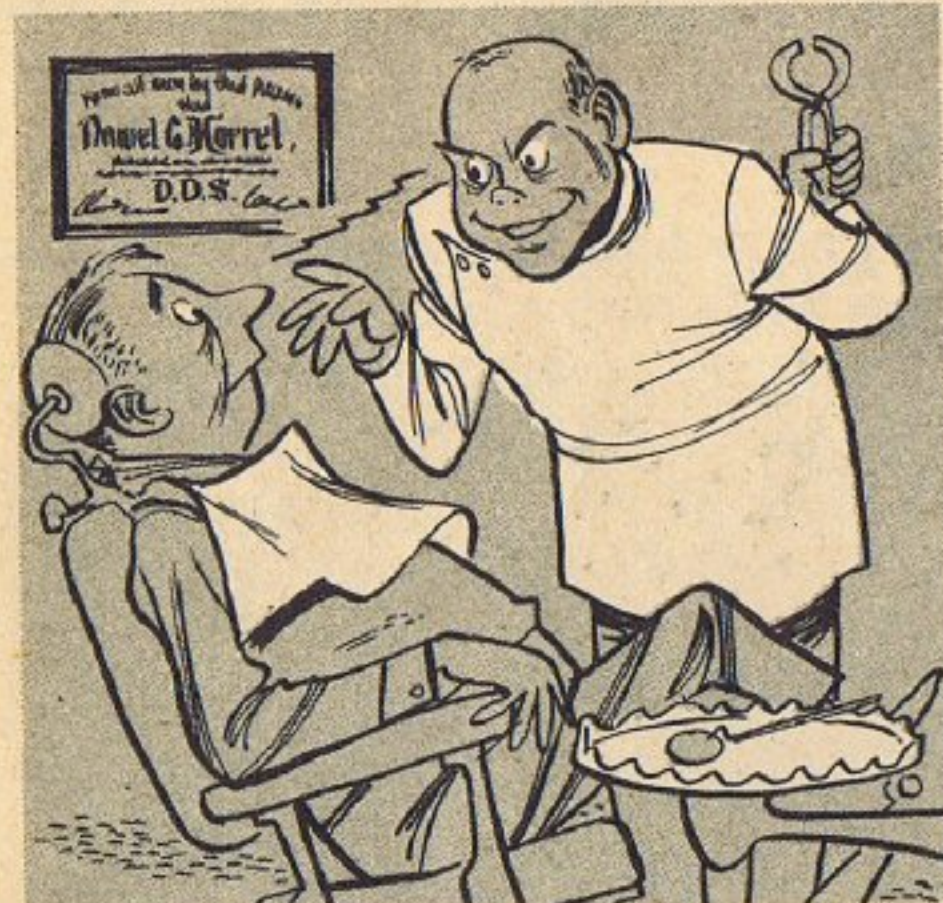


Here we see a hypnotist putting the man into a trance. The hypnotist will cure him of his silly fear of heights.

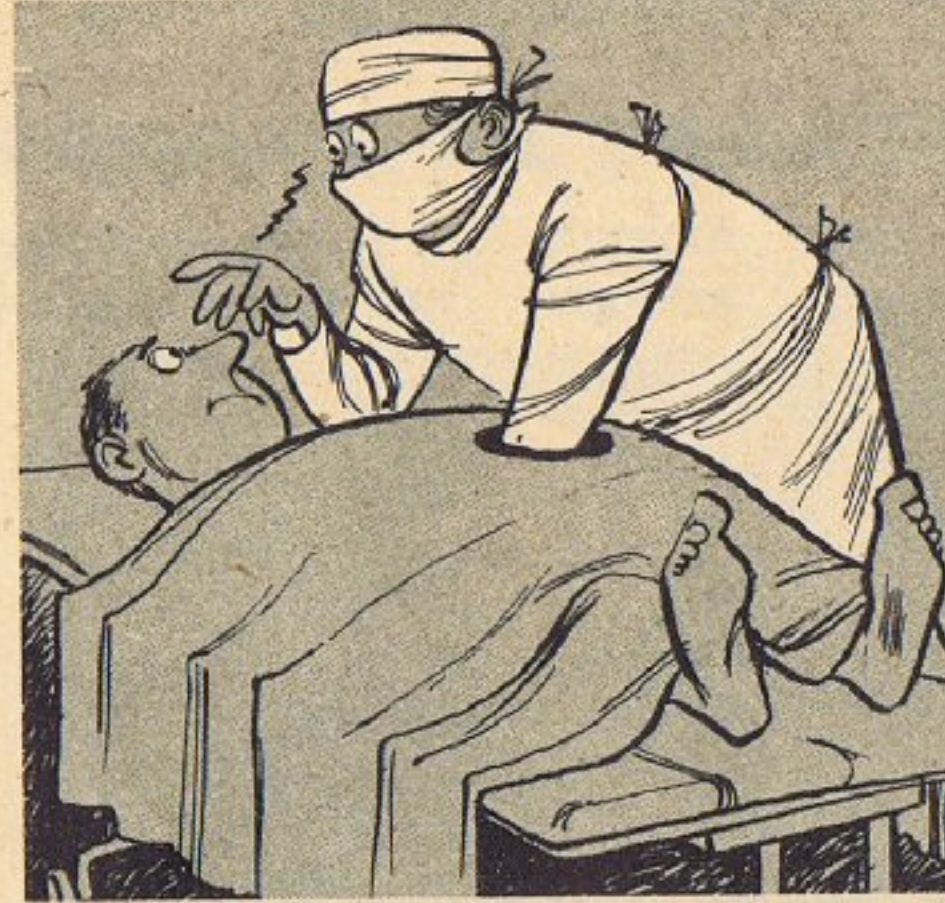


Here we see the man completely cured of his silly fear of heights — as he falls off The Empire State Building.

ANESTHESIA



Here we see a dentist using hypnotic anesthesia so that he can remove the tooth from a patient's mouth easily.



Here we see a surgeon using hypnotic anesthesia so he can remove the gall bladder from patient's abdomen easily.

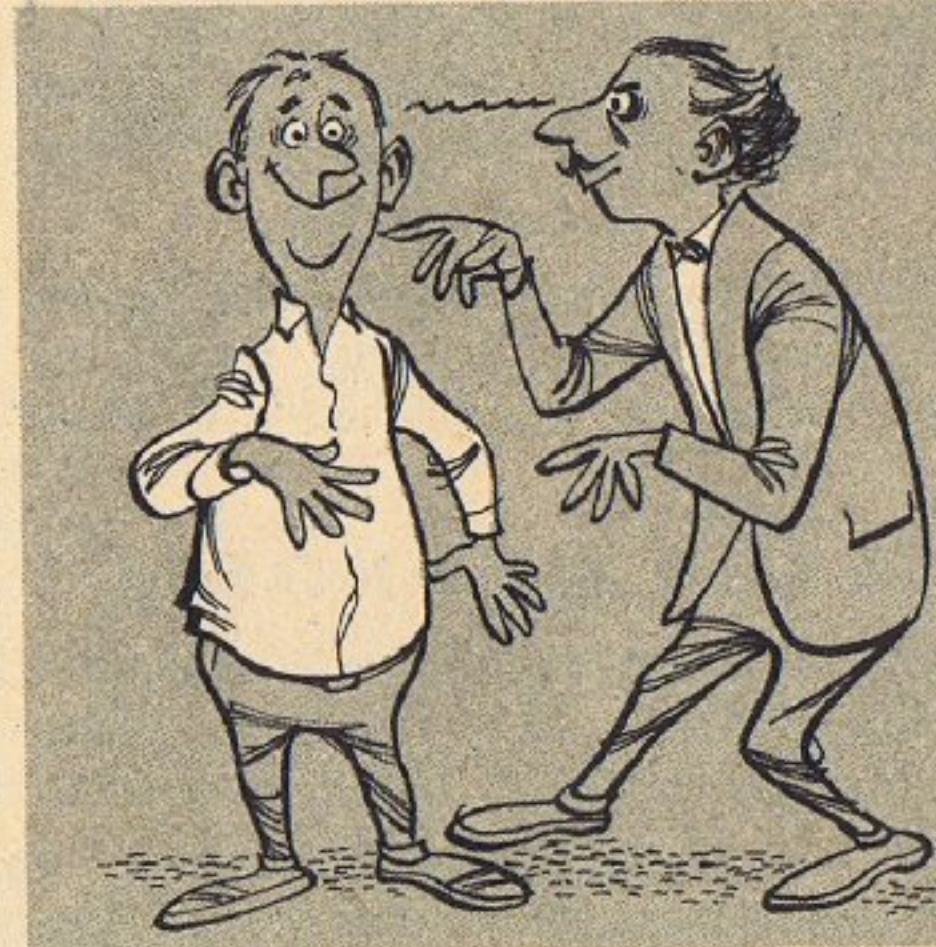


Here we see a psychiatrist using hypnotic anesthesia so he can remove the money from a patient's wallet easily.

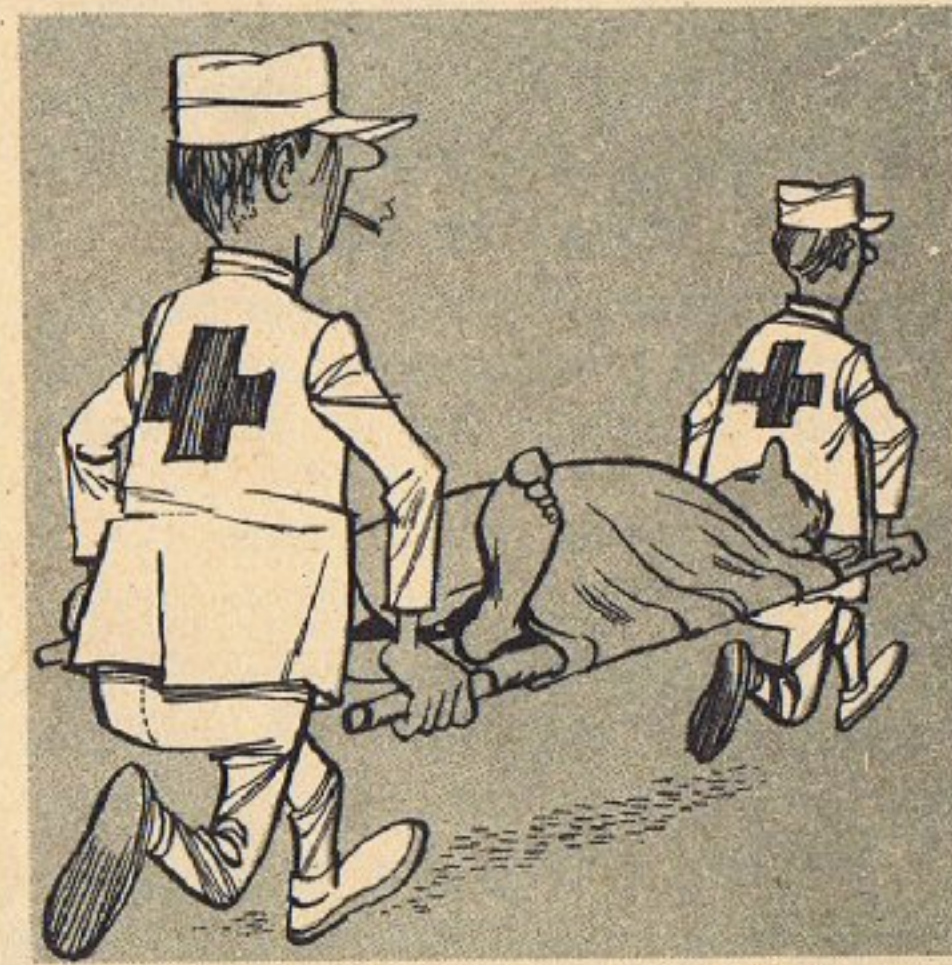
ELIMINATING PSYCHOSOMATIC PAINS



Here we see a hypochondriac who keeps imagining he has pain in his stomach.



Here we see a hypnotist eliminating the imaginary stomach pain he feels.



Here we see the cured hypochondriac dying of an imaginary burst appendix.

A NOTE OF WARNING IN CONCLUSION

No doubt there are real dangers in the practice of hypnotism . . . especially now that you have decided to try it. However, there are real dangers in everything we do, like

HYPNOTISM

ment and entertainment. Mainly, though, it's good because it gives us something to write ridiculous articles about.

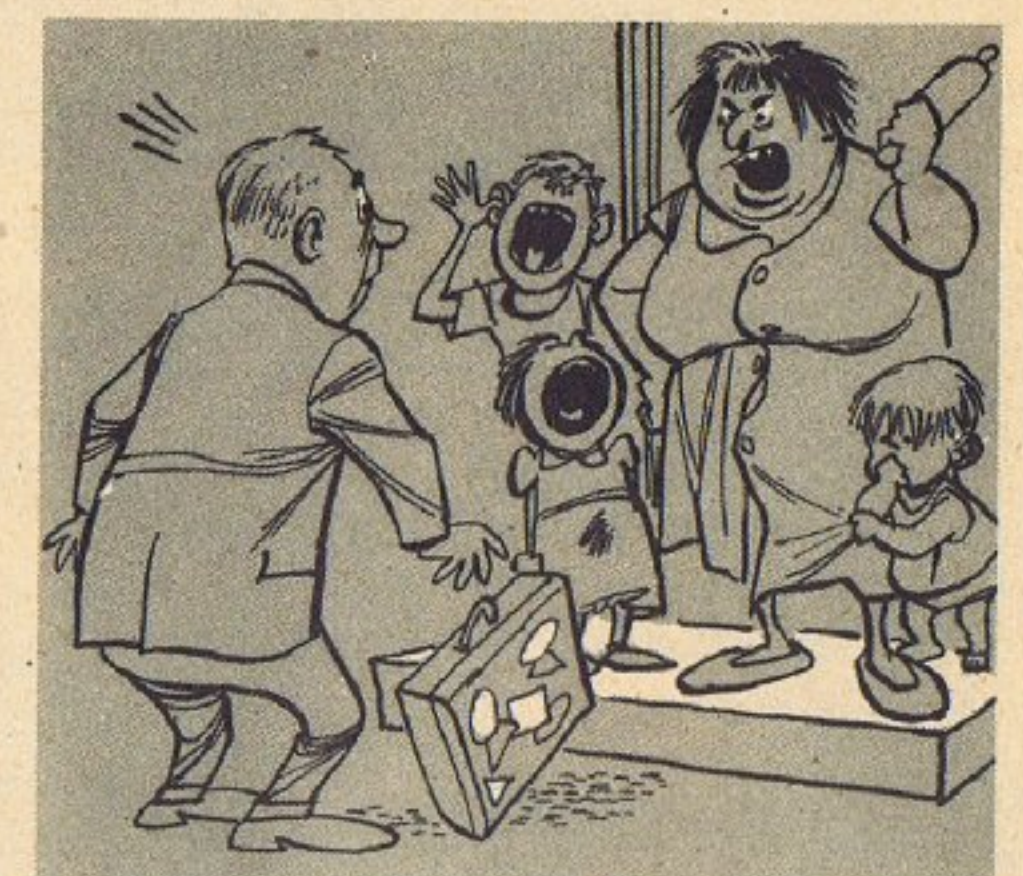
MEMORY PROBING



Here we see a man suffering from one form of amnesia. He has suddenly and completely forgotten where he lives.

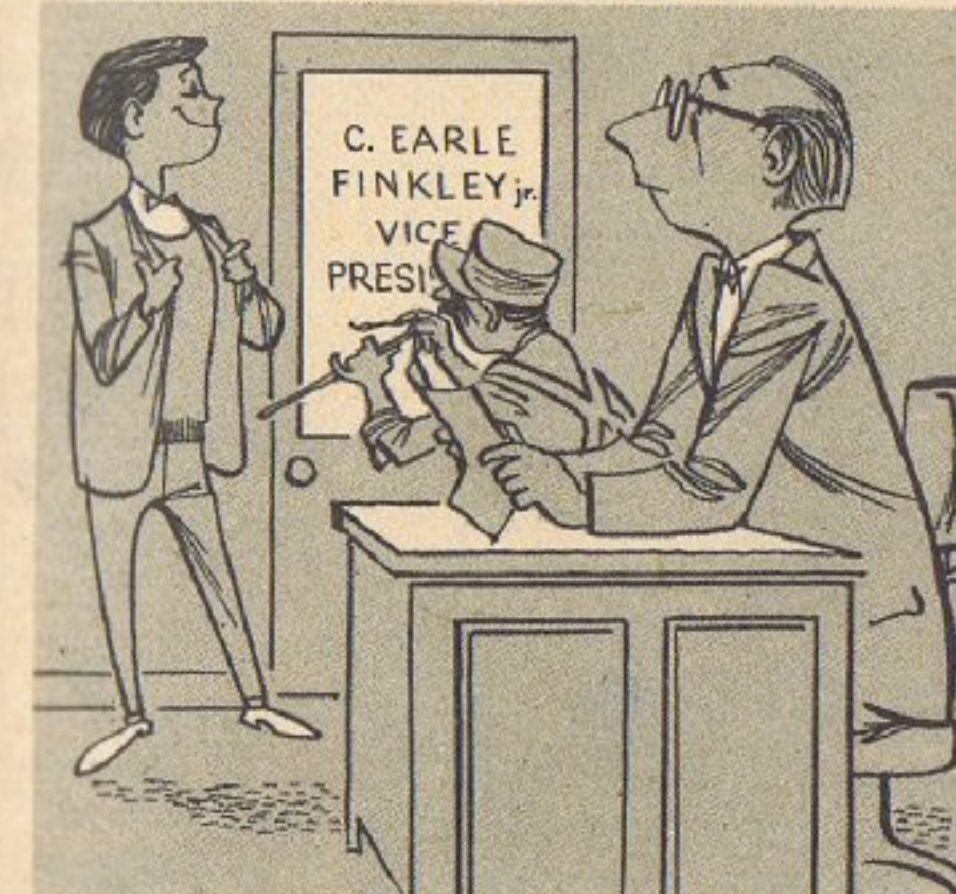


Here we see the man under hypnosis, responding to gentle memory probing, recalling the address where he lives.

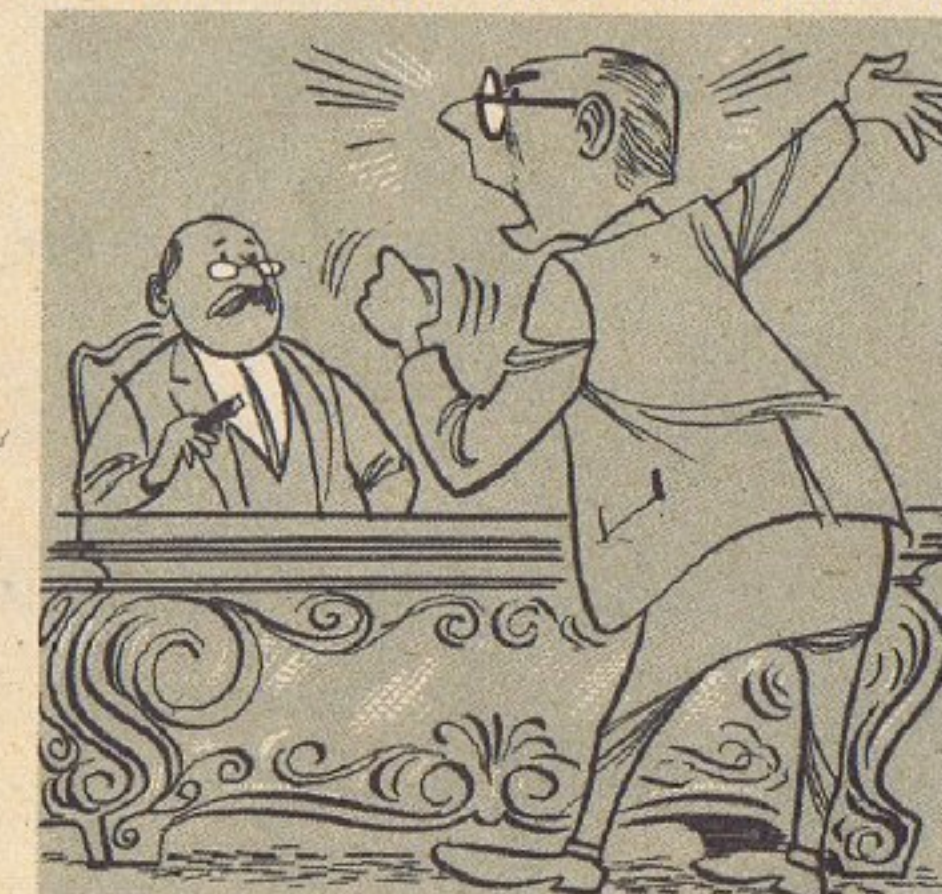


Here we see the cured man arriving at his house — and suddenly remembering why he tried to forget where he lives.

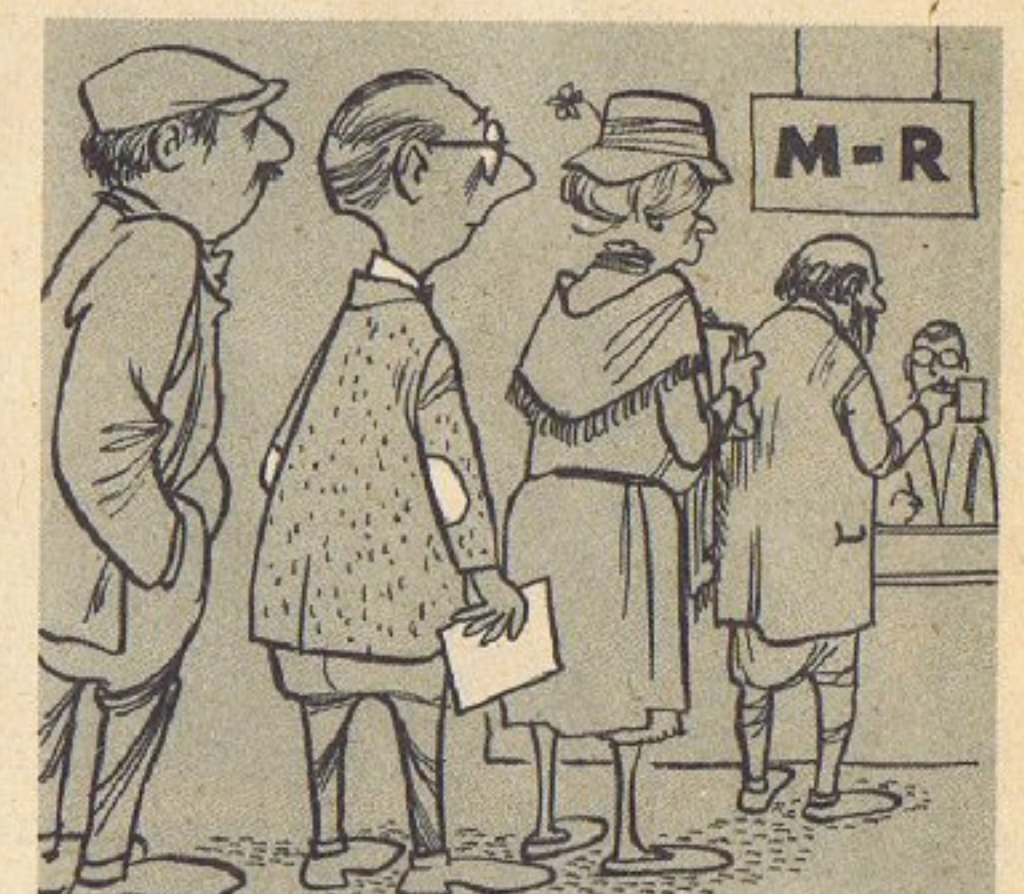
SELF-IMPROVEMENT



Here we see a namby-pamby milquetoast who just missed another promotion and didn't even have the nerve to ask why.



Here we see the same man after hypnosis, bursting into the Boss' office to demand a satisfactory explanation.

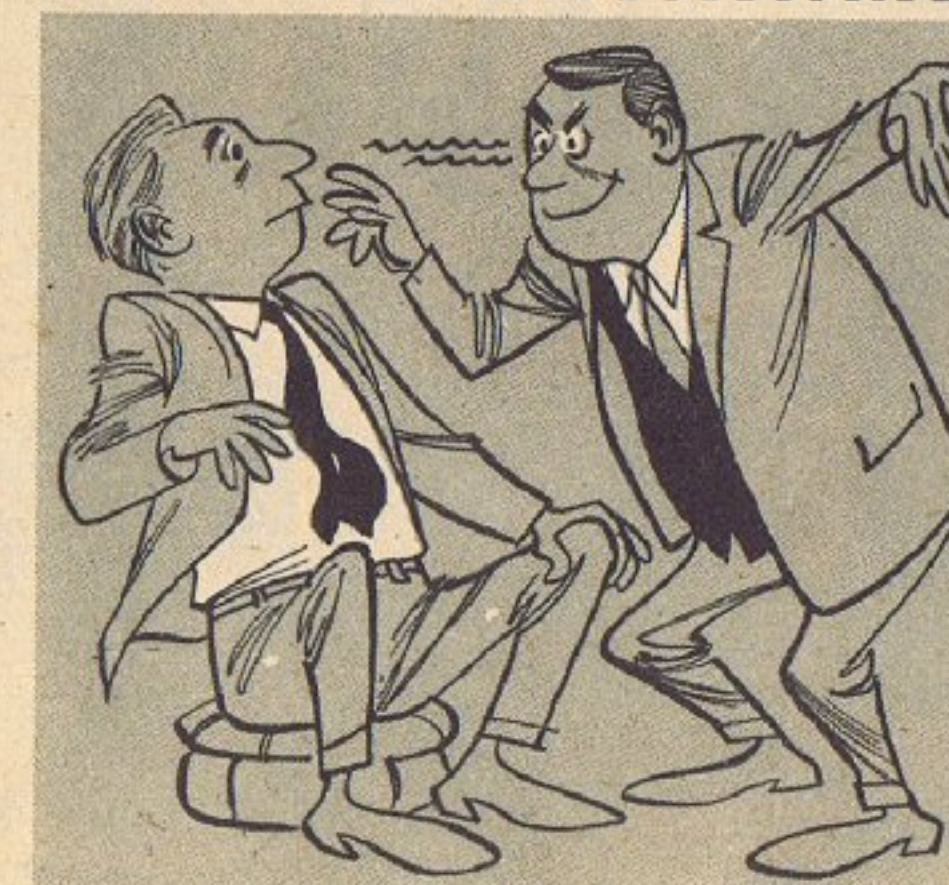


Here we see the same man applying for "Unemployment" after being fired for being insubordinate, loud and pushy.

PARTY ENTERTAINMENT



Here we see a clever host preparing to amuse his guests with hypnotism he learned from reading this article.



Here we see the clever host attempting to make a fool of his subject by hypnosis, and thus amuse his guests.

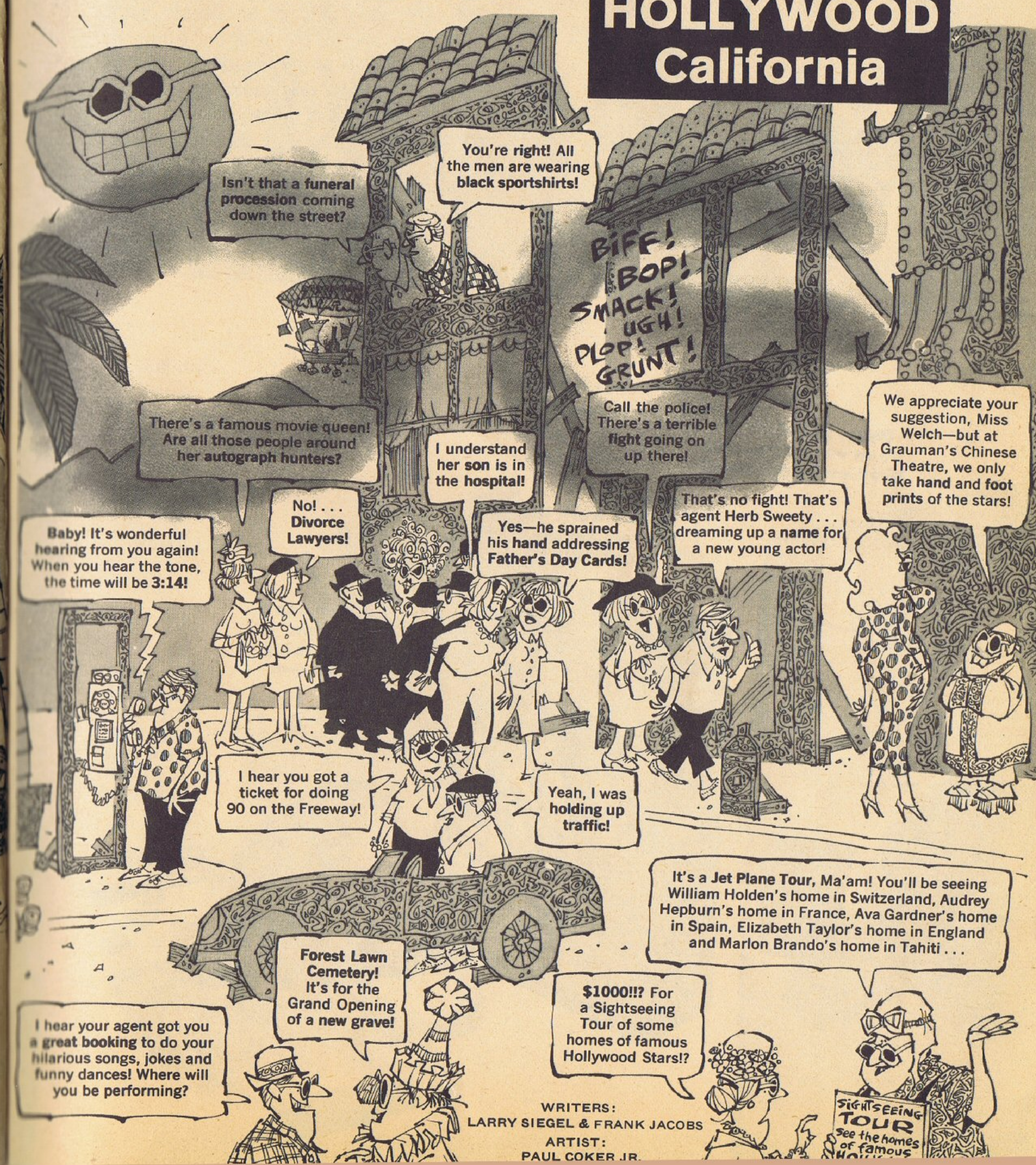


Here we see the highly amused guests laughing heartily at the clever host who has just made a fool of himself.



playing the violin or kazoo. If a novice is aware of the dangers, he can take sensible precautionary measures . . . like crossing his fingers or rubbing a wart hog for luck.

THIS ISSUE—SPOTLIGHTING
HOLLYWOOD
California



WRITERS:
LARRY SIEGEL & FRANK JACOBS
ARTIST:
PAUL COKER JR.

**SIGHTSEEING
TOUR**
see the home
of famous
HOLLYWOOD



Recognize the advertisement on the left? It's the original "Talking Ad" — run by Wolfschmidt Vodka last year. Ever since we saw it, we've been worried sick about it. Mainly because, knowing how creative and original Madison Avenue is, we were sure that other advertisers would soon be hopping on the bandwagon. After all, if vodka bottles and tomatoes can talk, there's no reason why toothpaste tubes, cigarette packs and washday detergents couldn't do likewise . . . and before long we'd be seeing a whole rash of these . . .

Okay, shirt! We've been easy on you so far! Now come clean!

**Le'me work him
over! I'll get
it out of him!**

**You can't
pin
anything
on me!**

**Oh, yeah!
Just wait
till Tide
finishes
with you
... then
watch us!**

FUTURE TALKING ADS

WRITER: FRANK JACOBS

PHOTOS BY LESTER KRAUSS

**I didn't
mean
to do it!
(sob)
It was an
accident,
I tell
you!**

**You inhuman fiend!
Now see what you've
done with your
cutting up!**

**Oh, my
poor
baby!**

**Will I
ever be
all right
again, Ma?**

**Sure you
will, Son!
Scotch
Tape will
have you
patched
up in no
time!**



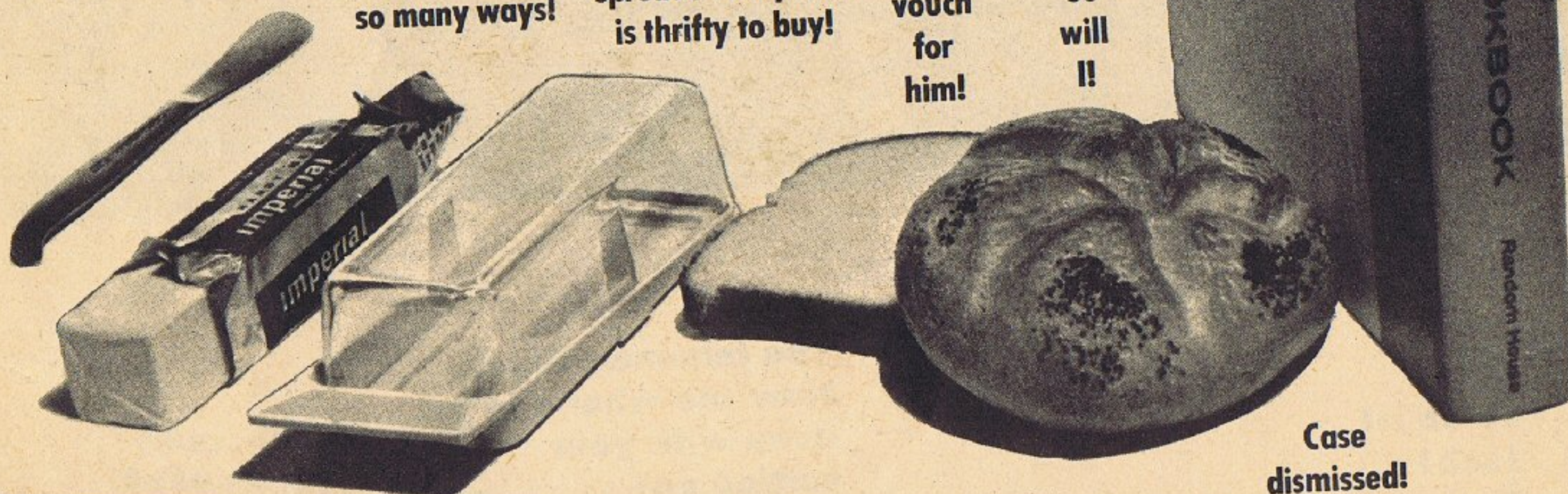
You stand
accused of
not spreading
easily, and
of selling
for 70 cents!

You've got me
confused with
the high-priced
spread! I'm
Imperial
Margarine!
I'm better in
so many ways!

Your Honor, this
is obviously a
case of mistaken
identity! I can
produce witnesses
to prove my client
spreads easily and
is thrifty to buy!

I'll
vouch
for
him!

So
will
I!



Case
dismissed!

I used to feel great, Doc! Then along came those king-size fellas, and I started feeling self-conscious because of my size! But then along came those fancy filter guys, and they made me feel like a slob because I didn't have one! And now everybody is picking on me because I don't have mint or menthol!

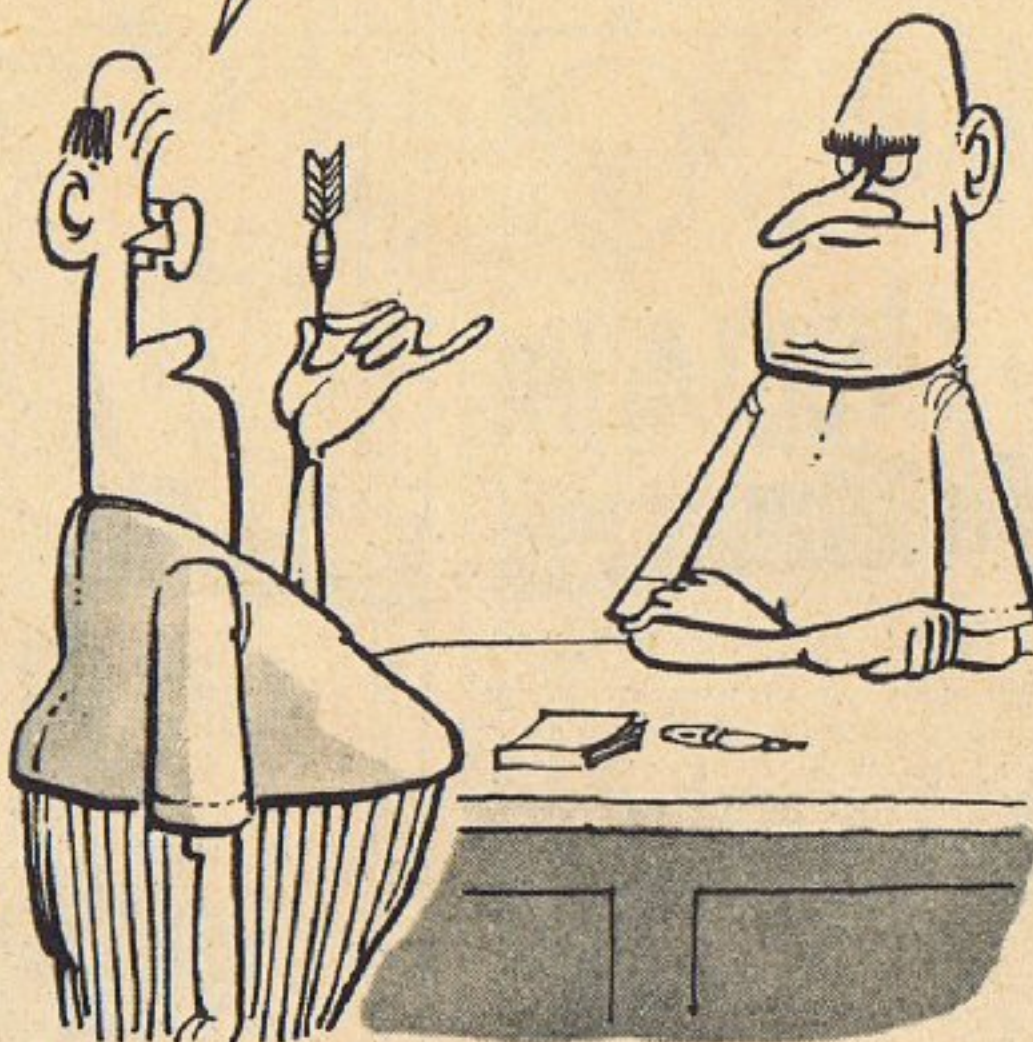
Harrumph! I see no reason for your having this inferiority complex, Lucky Strike! You don't need neurotic crutches like filters or menthol! Just remember that millions of people like you just as you are!



DON MARTIN LOOKS AT DOCTORS

First...IN A
DOCTOR'S OFFICE

Something very strange has happened
to my head, Doctor! Watch this...



Thutthhhh....



THOO



THOT



Well, that's it, Doc!
Pretty weird, eh?

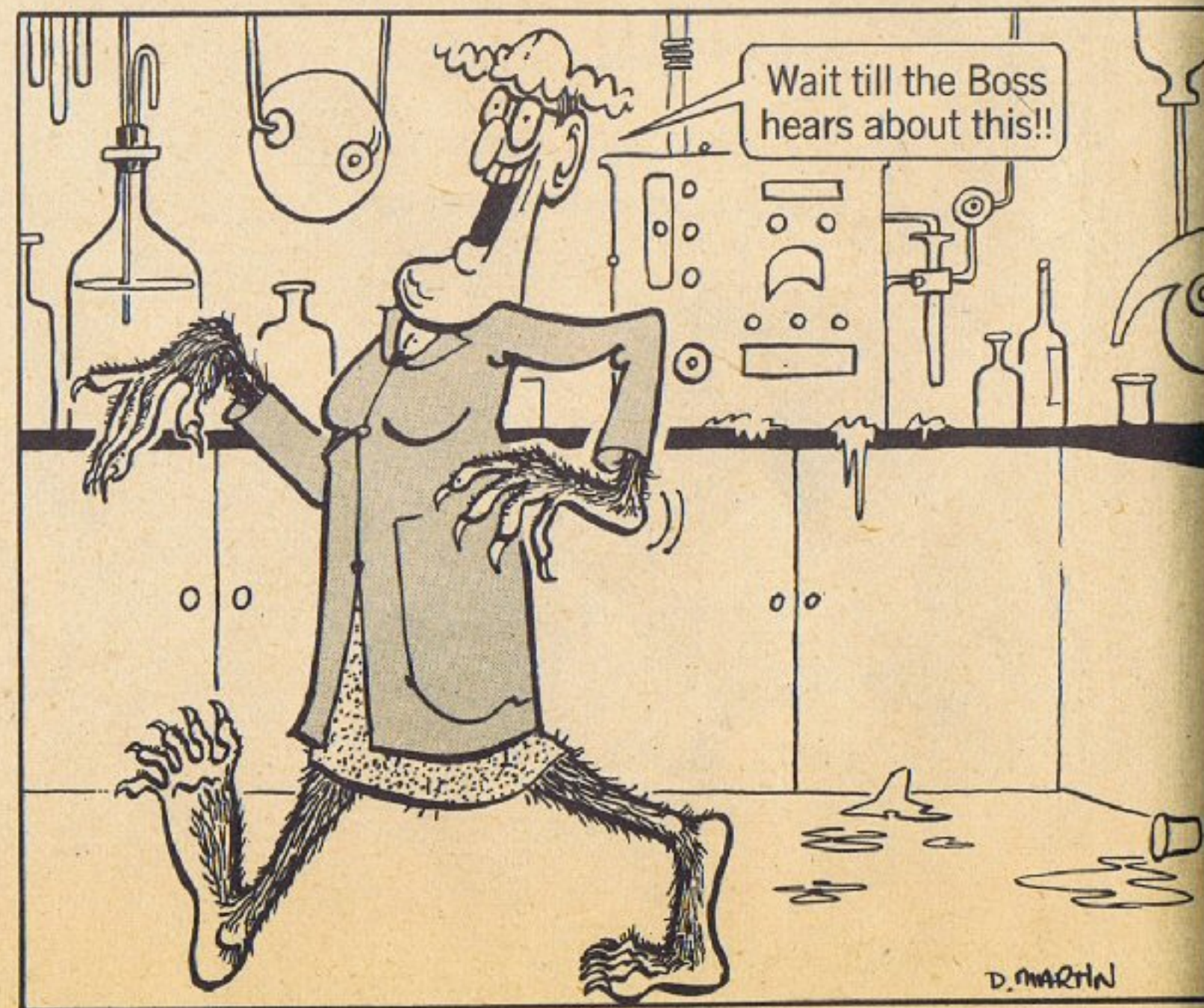
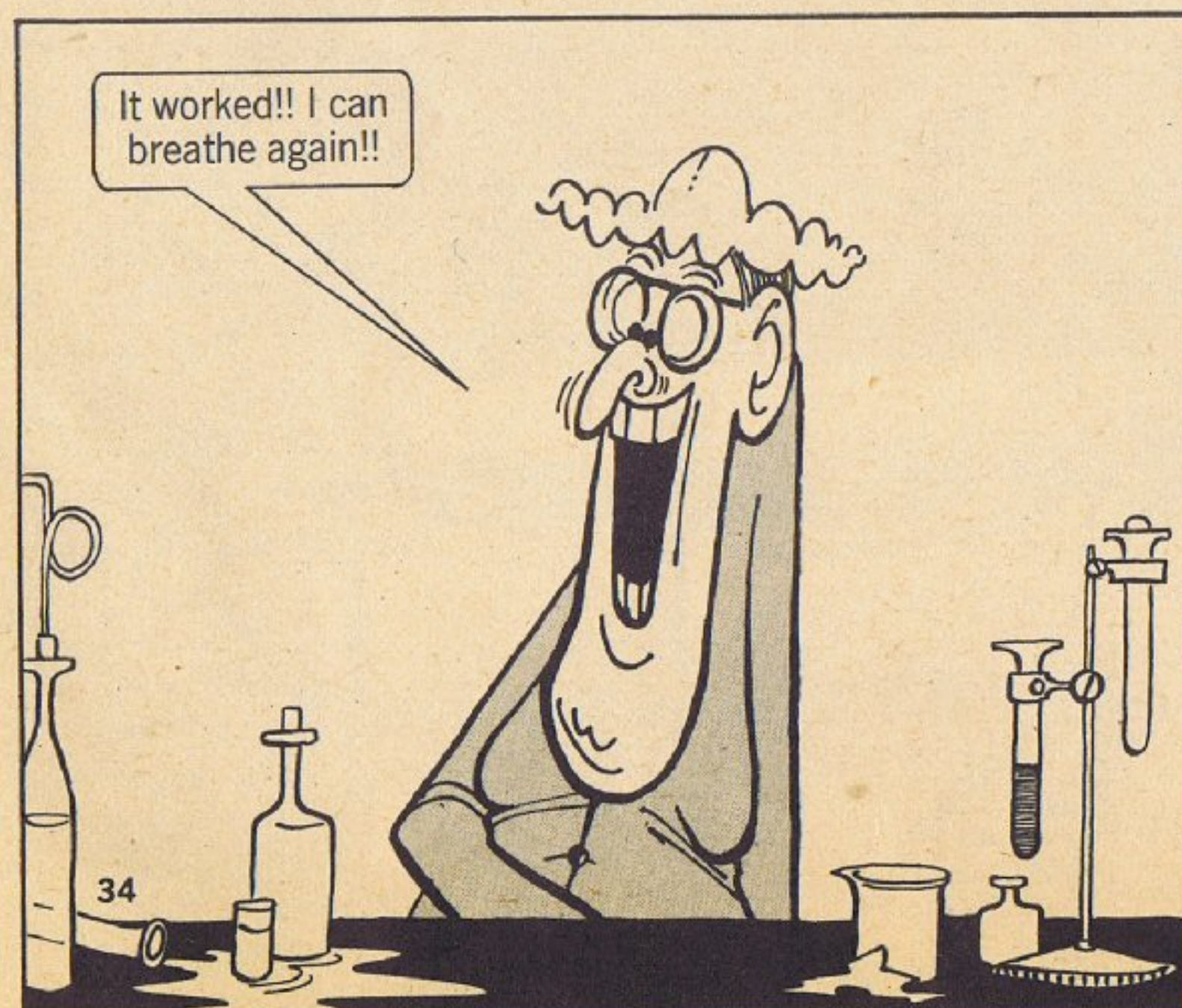
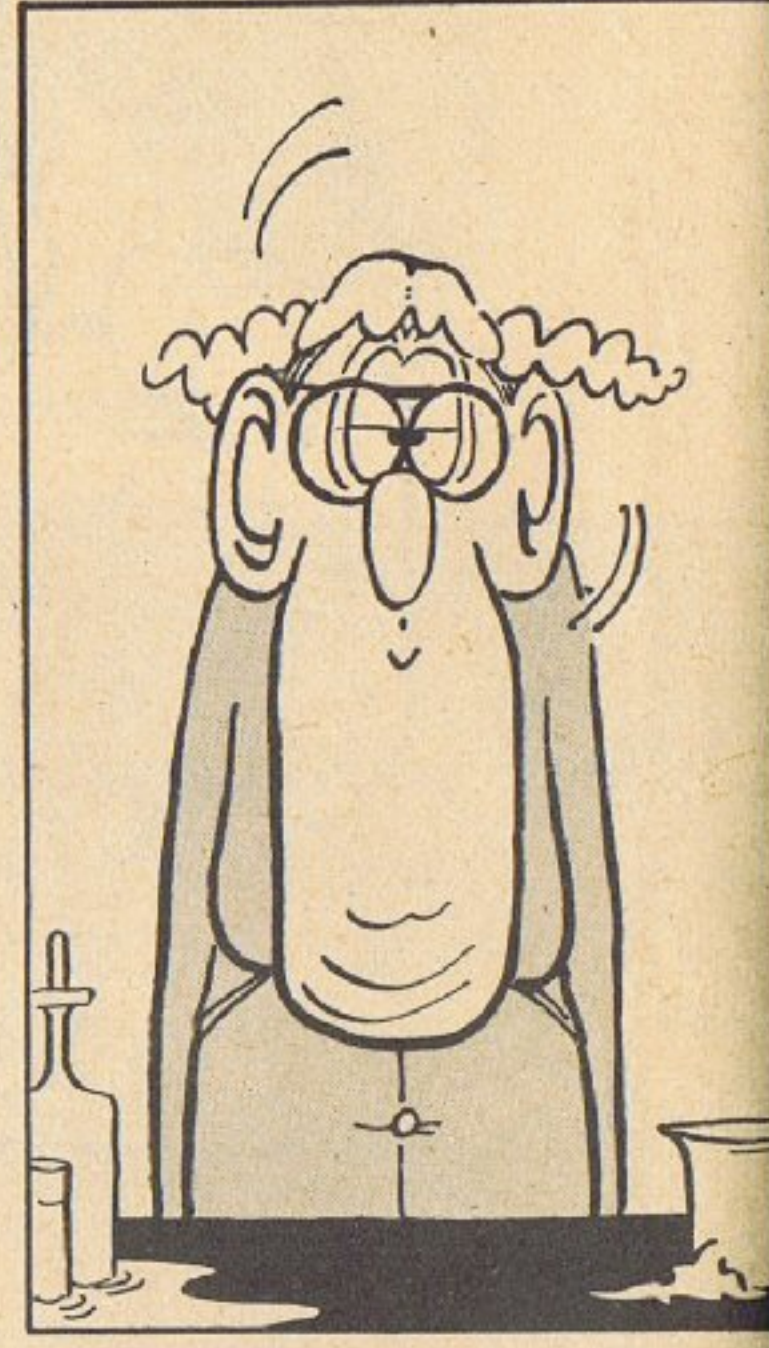
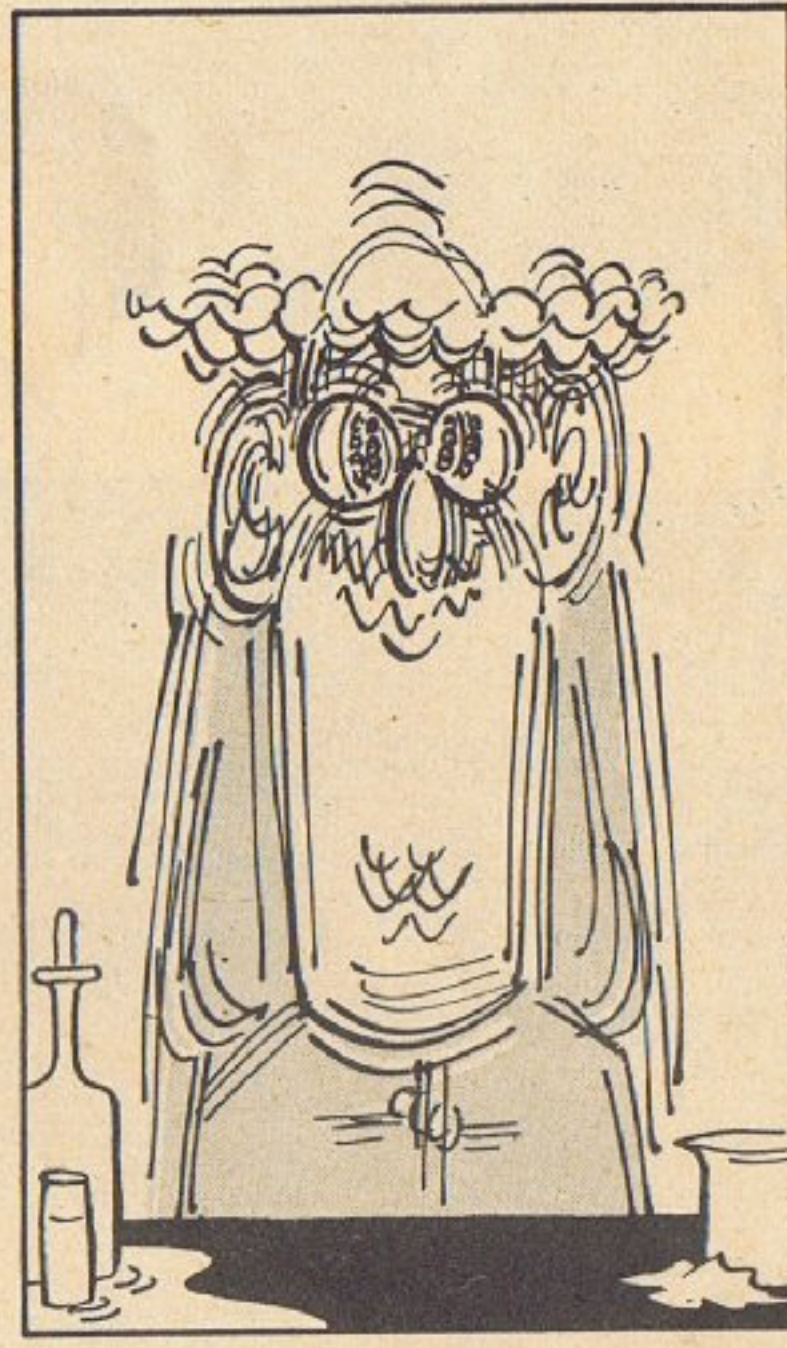
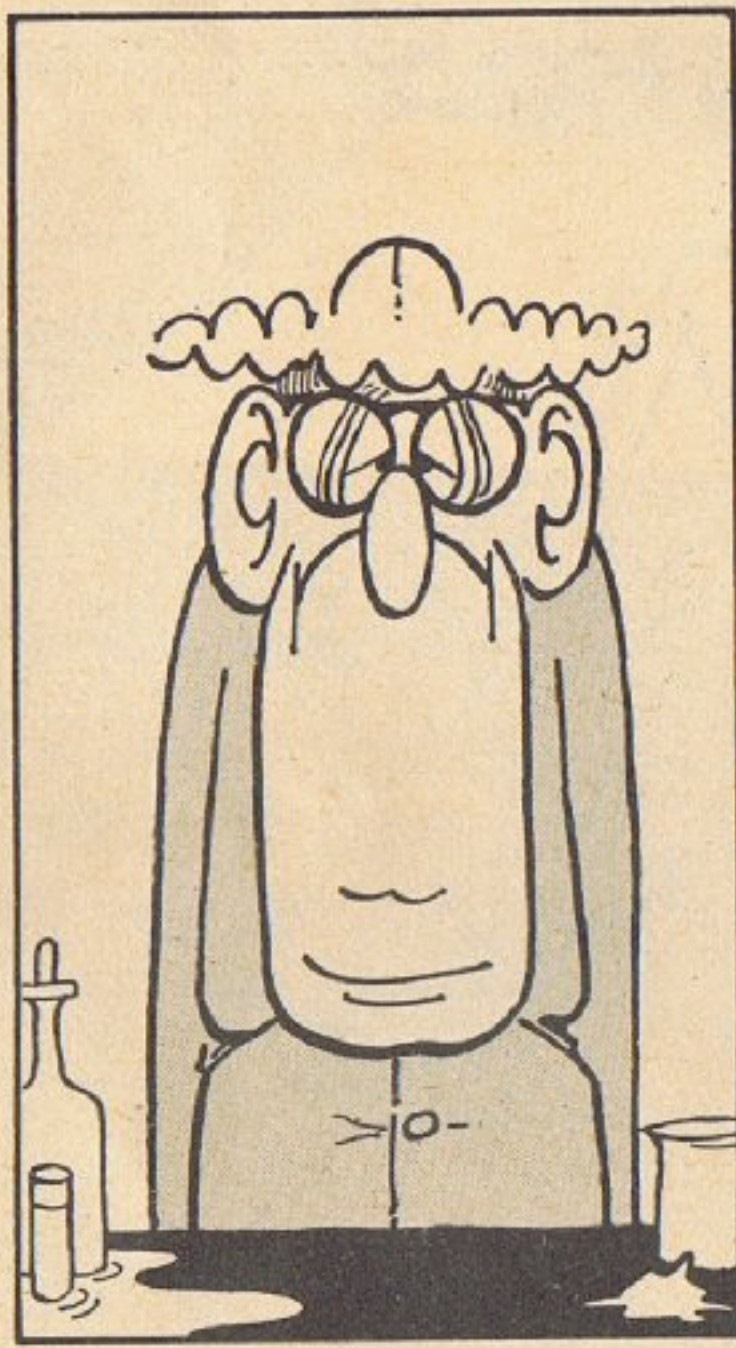
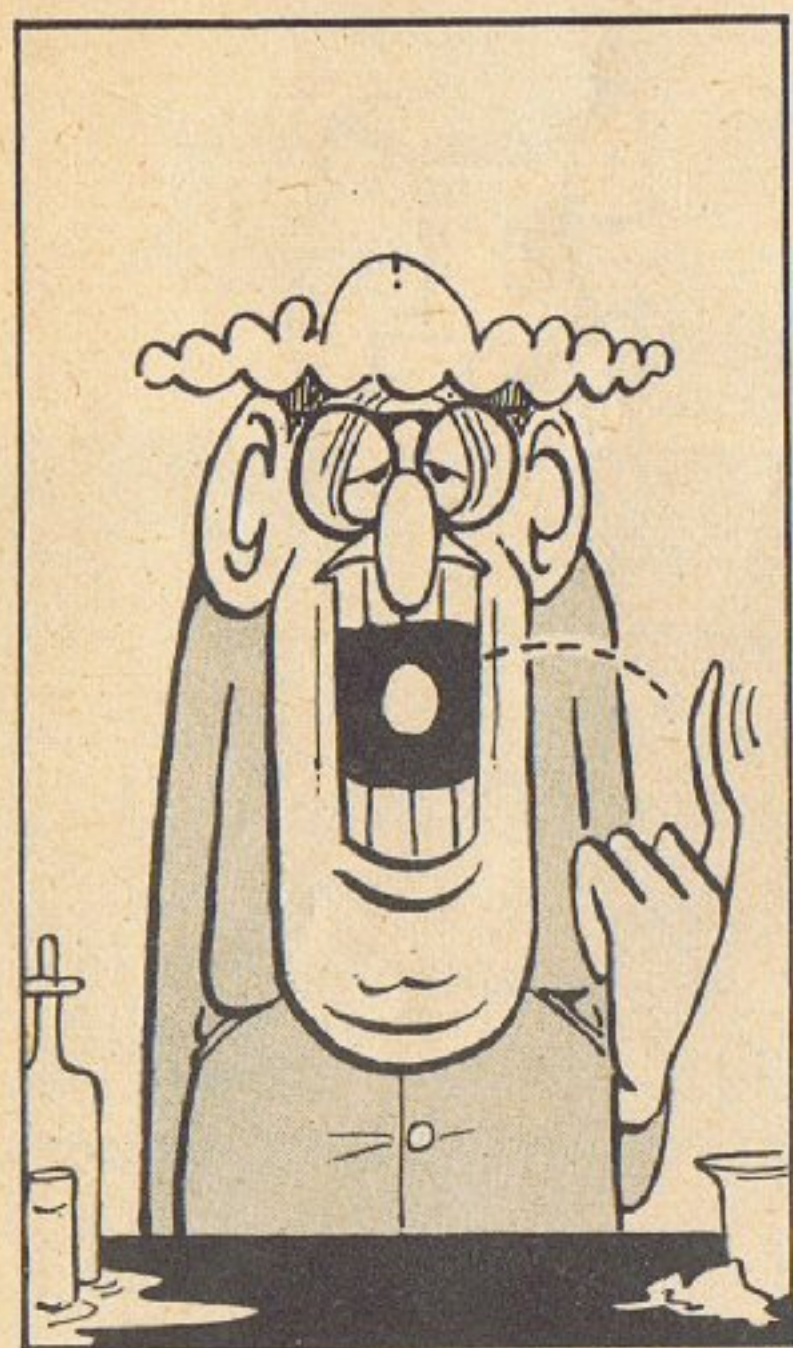
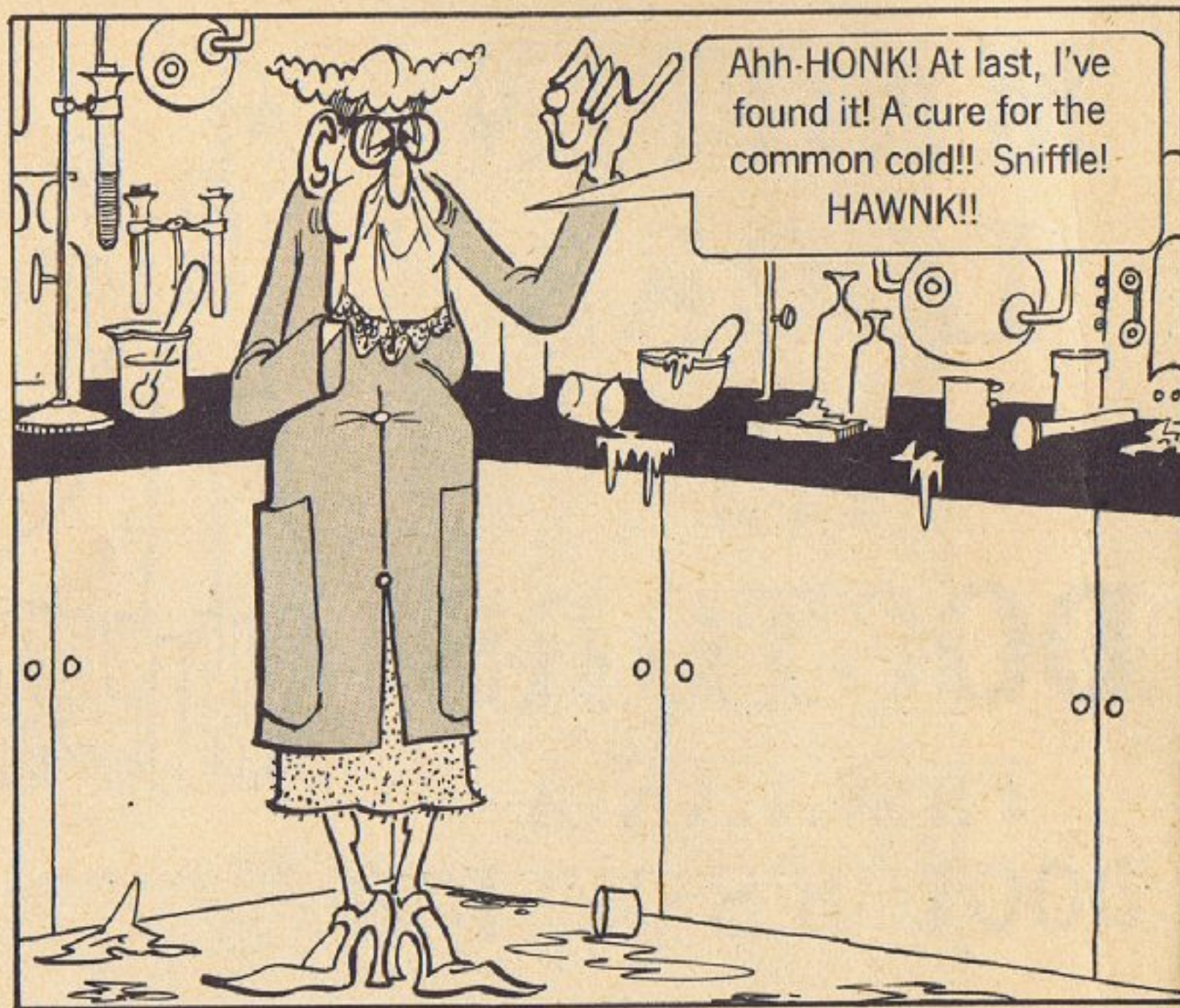


SSSSSSSSSS



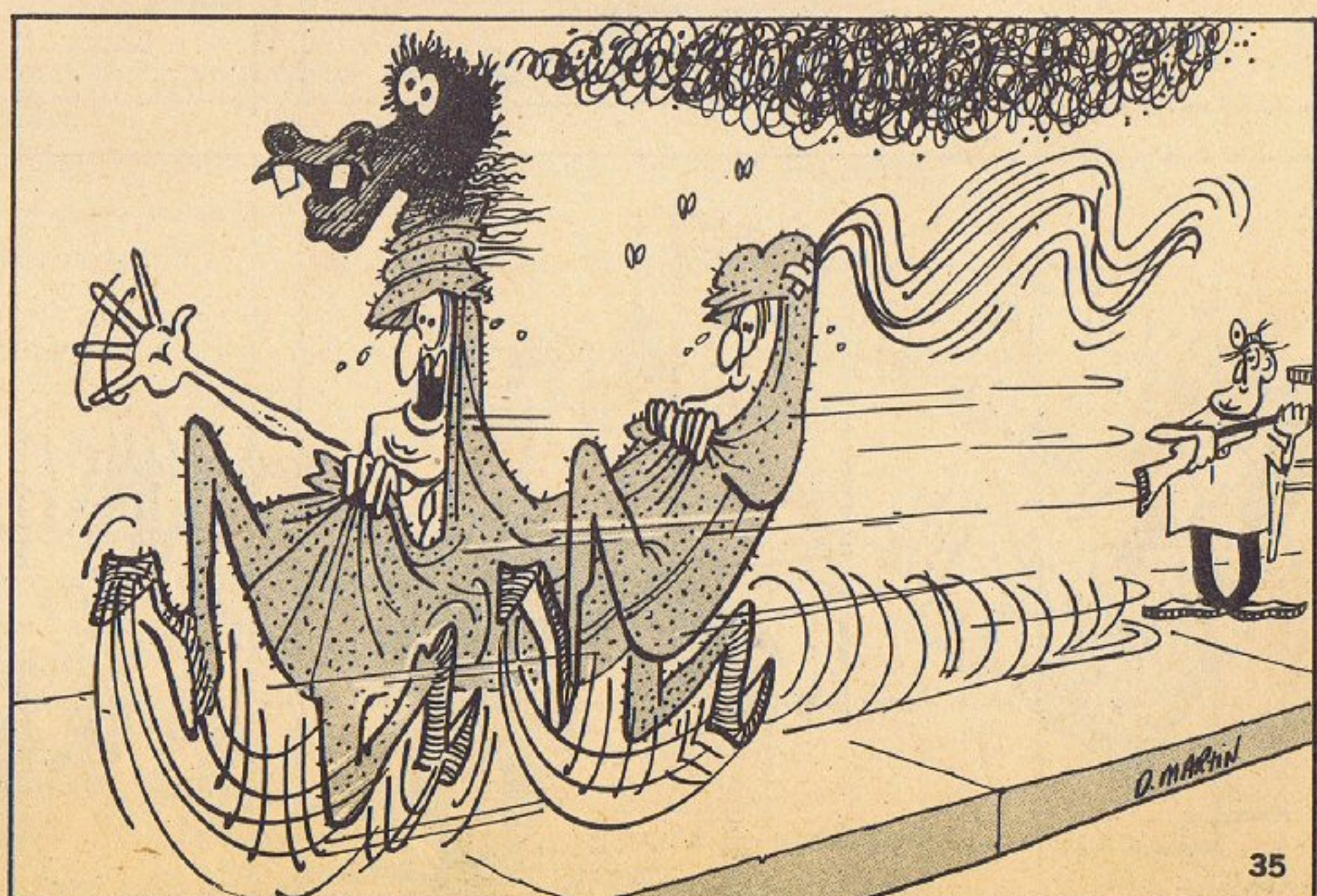
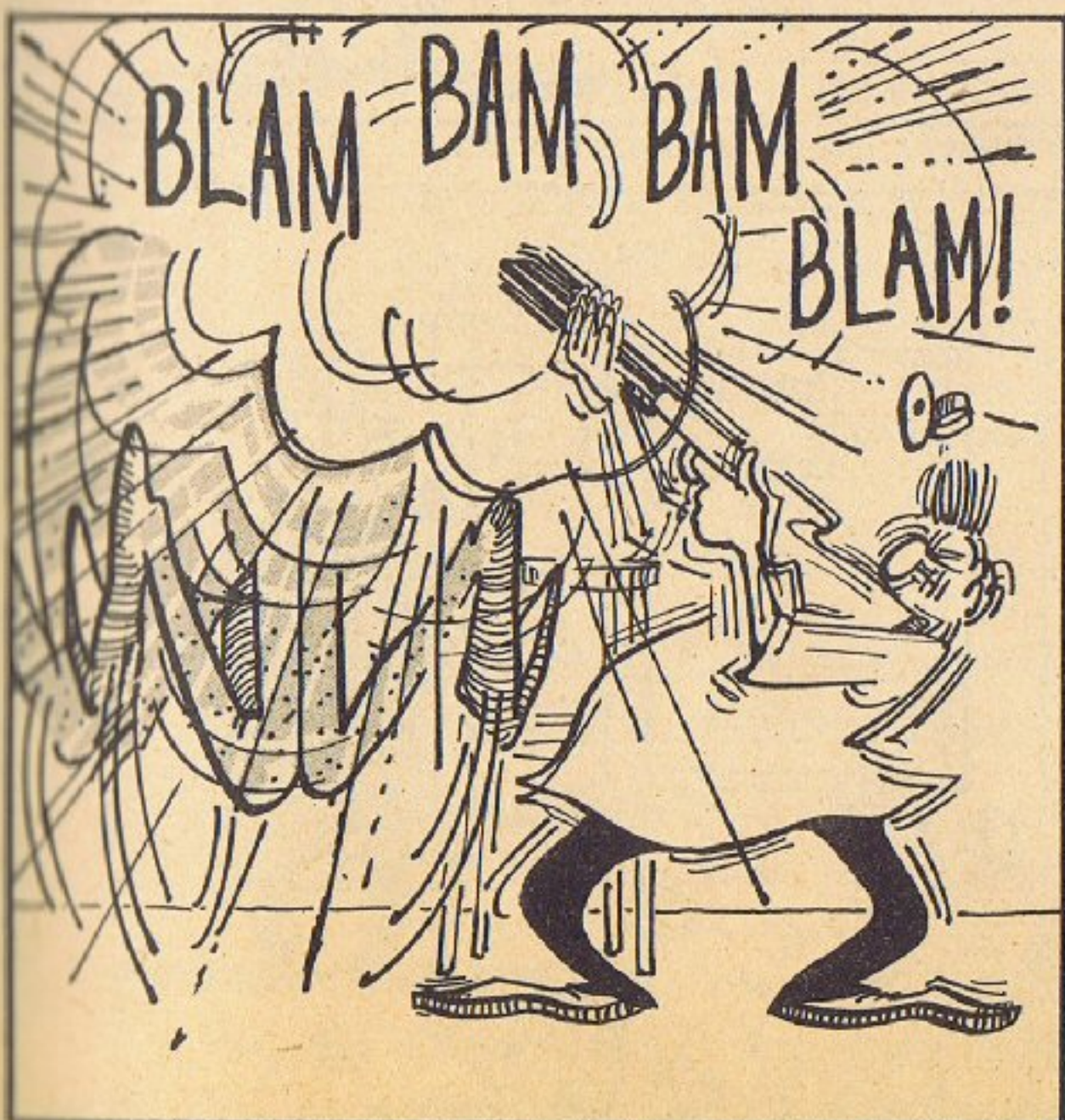
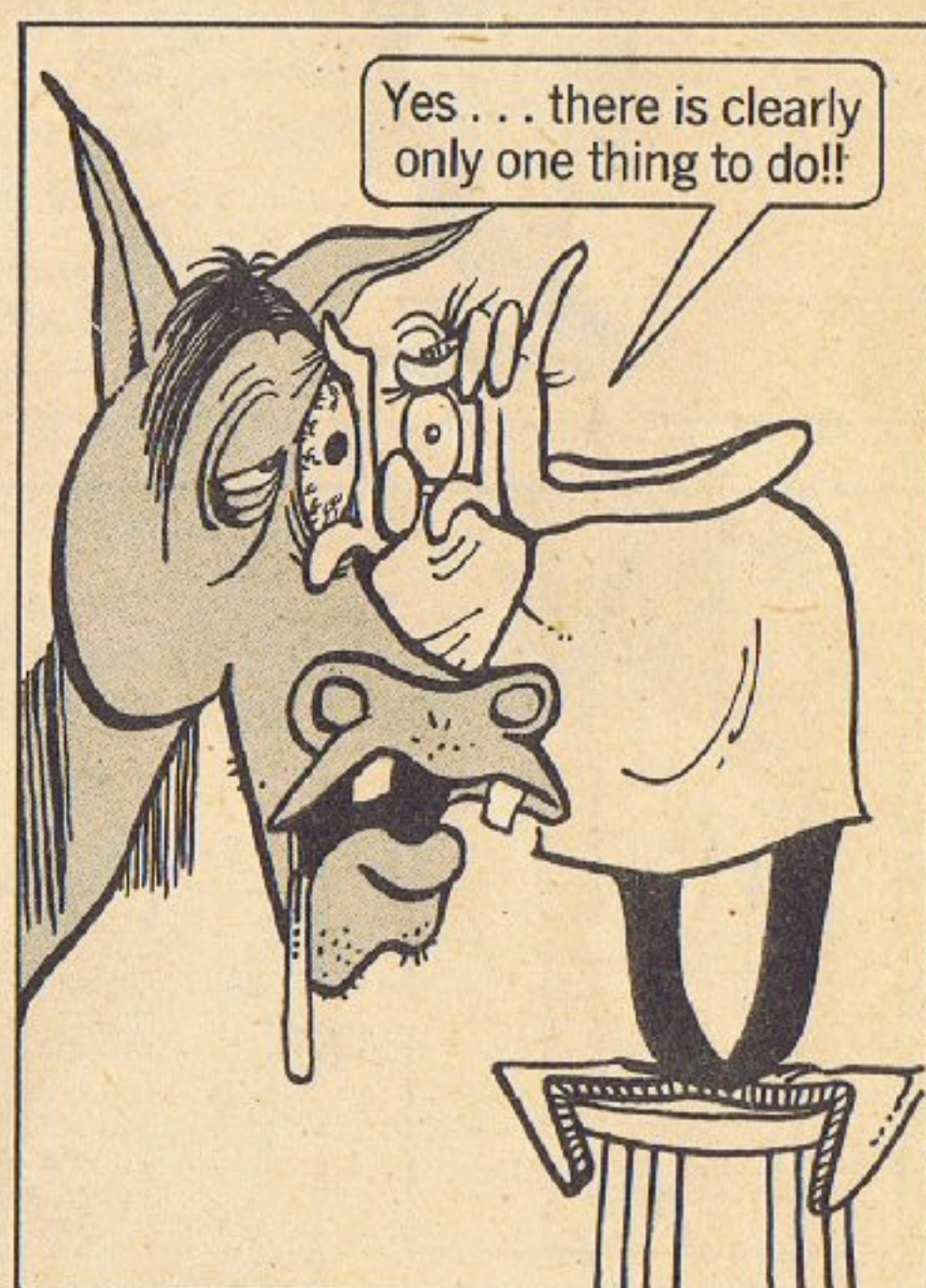
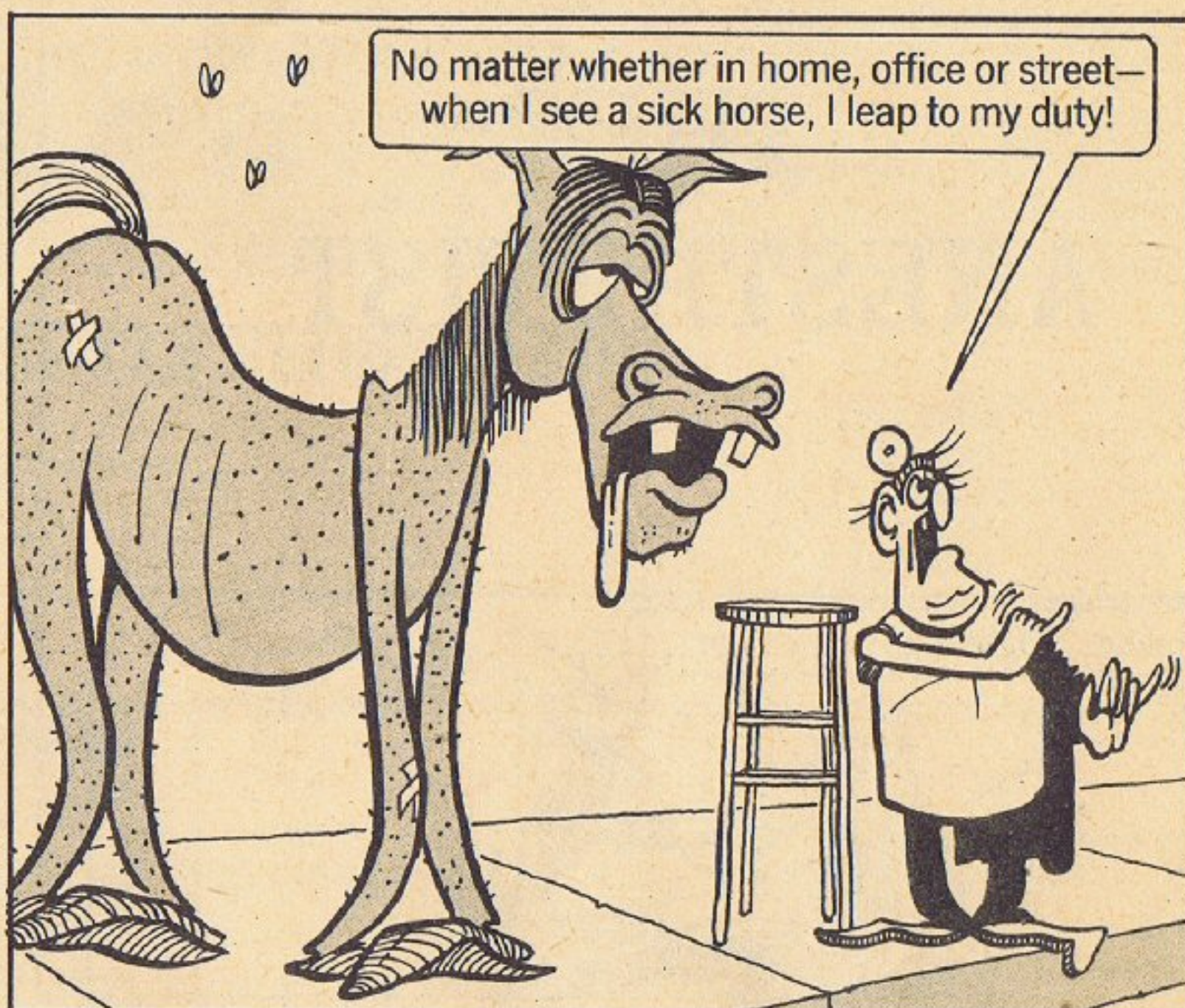
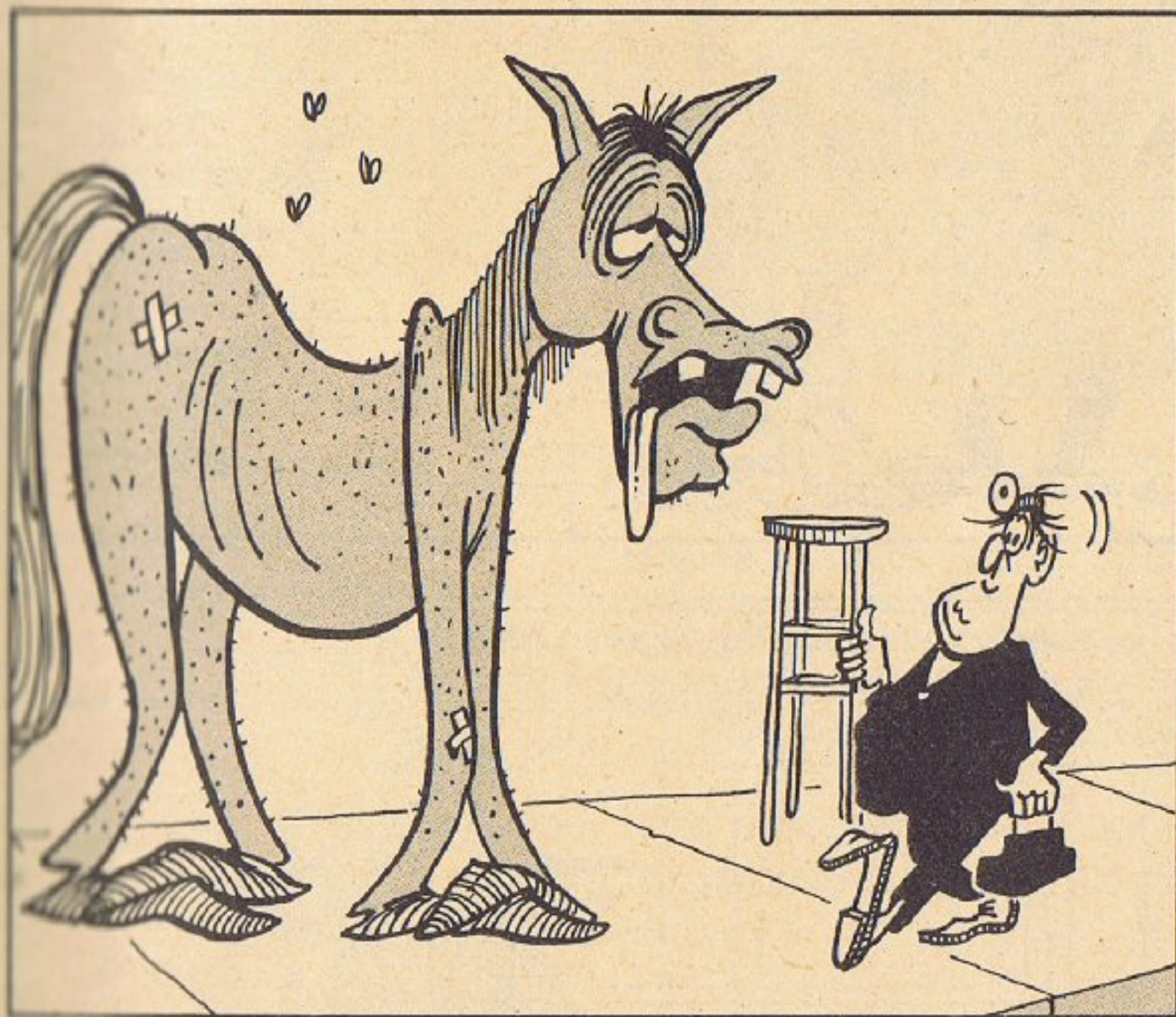
Next, a salute to those dedicated men and women who spend their lives doing Medical Research—

In The Laboratory



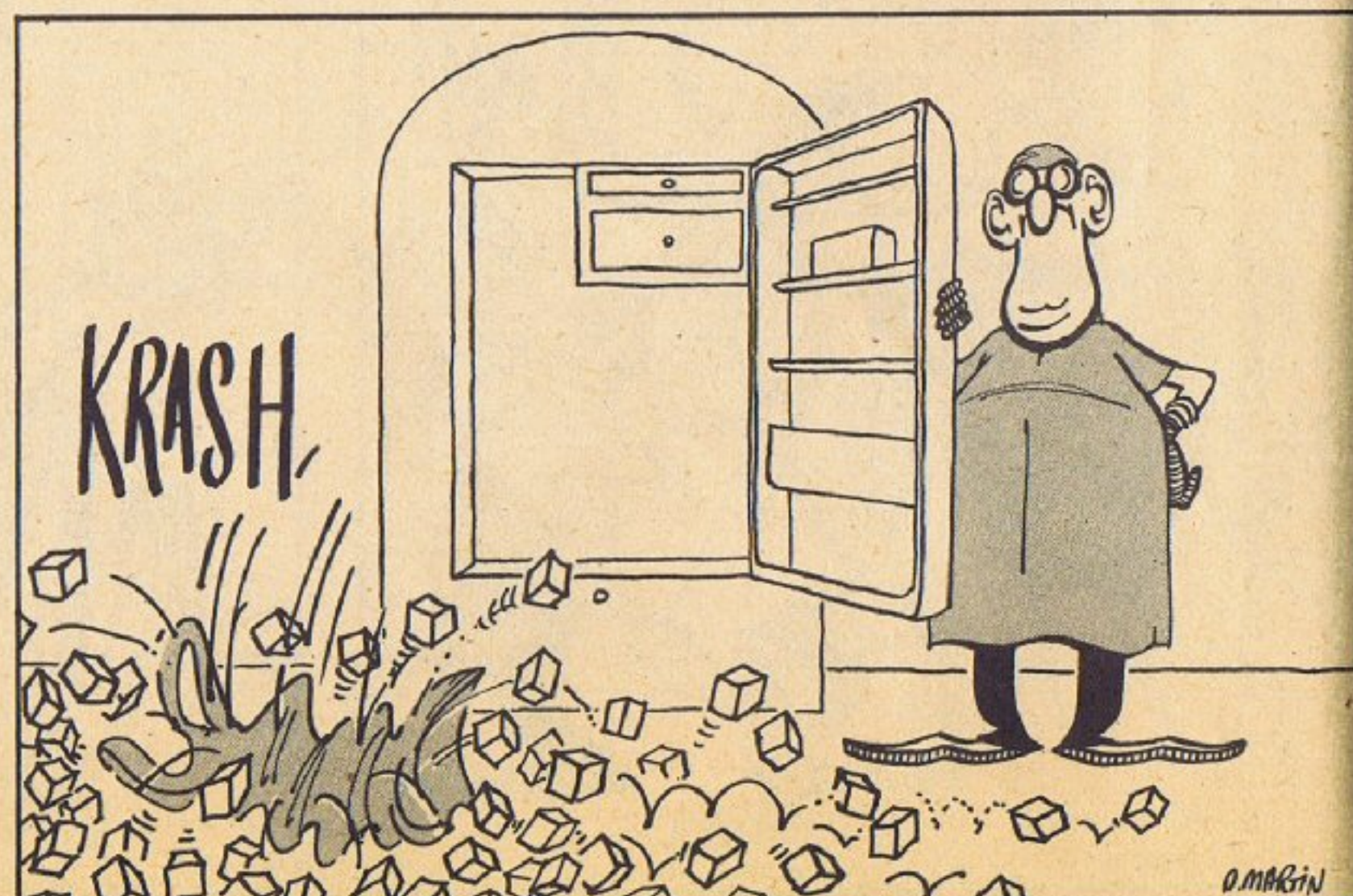
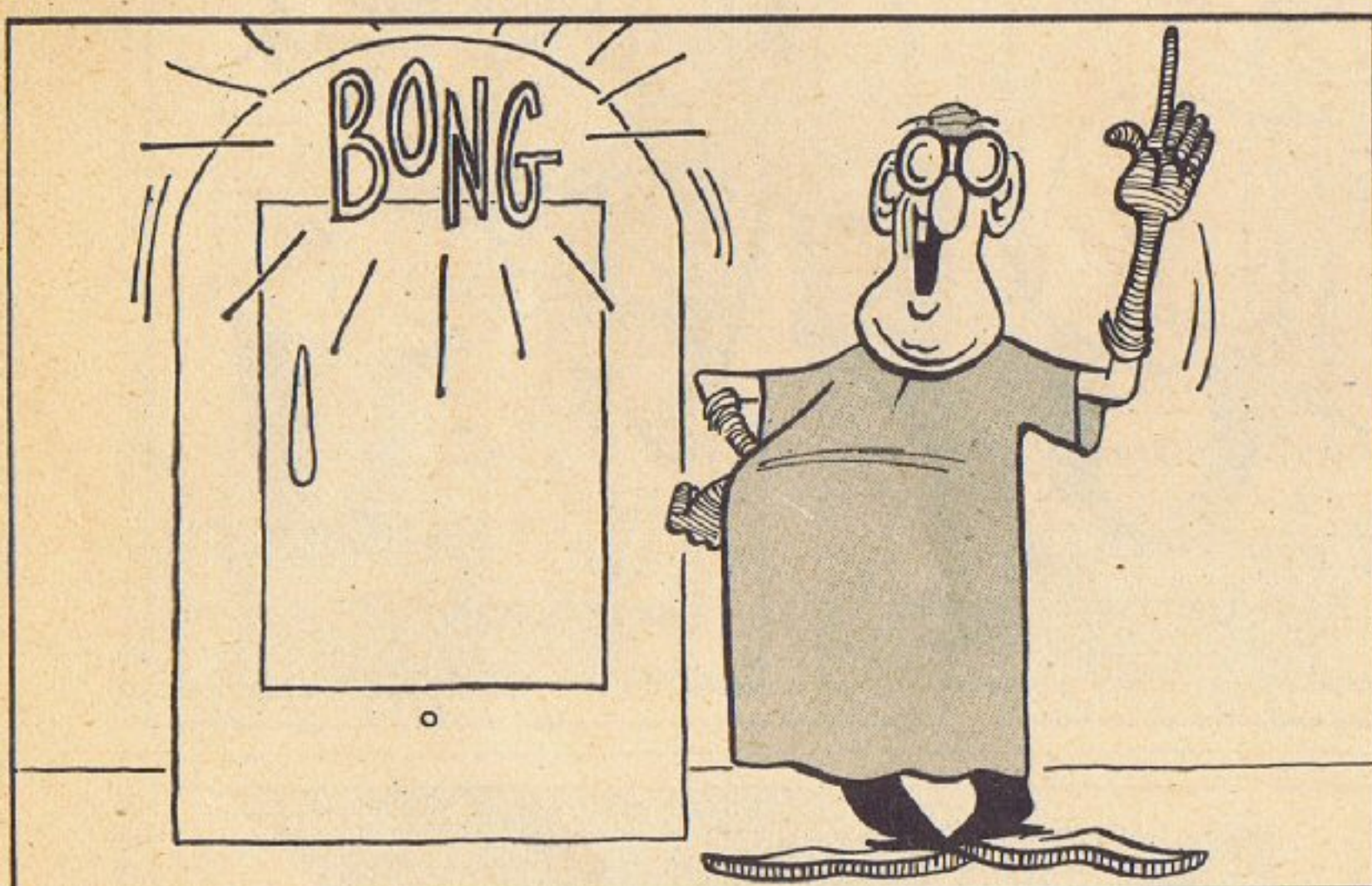
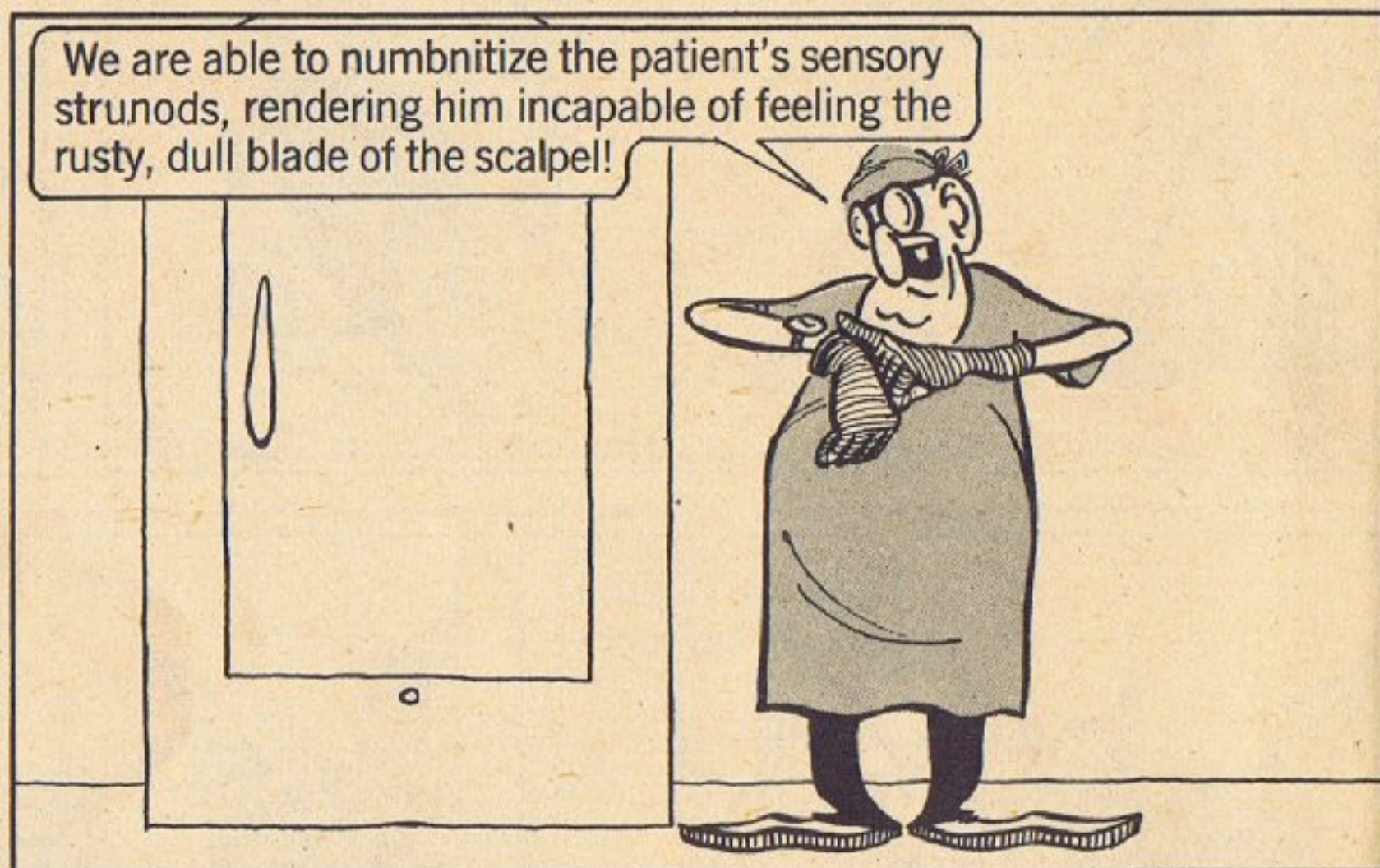
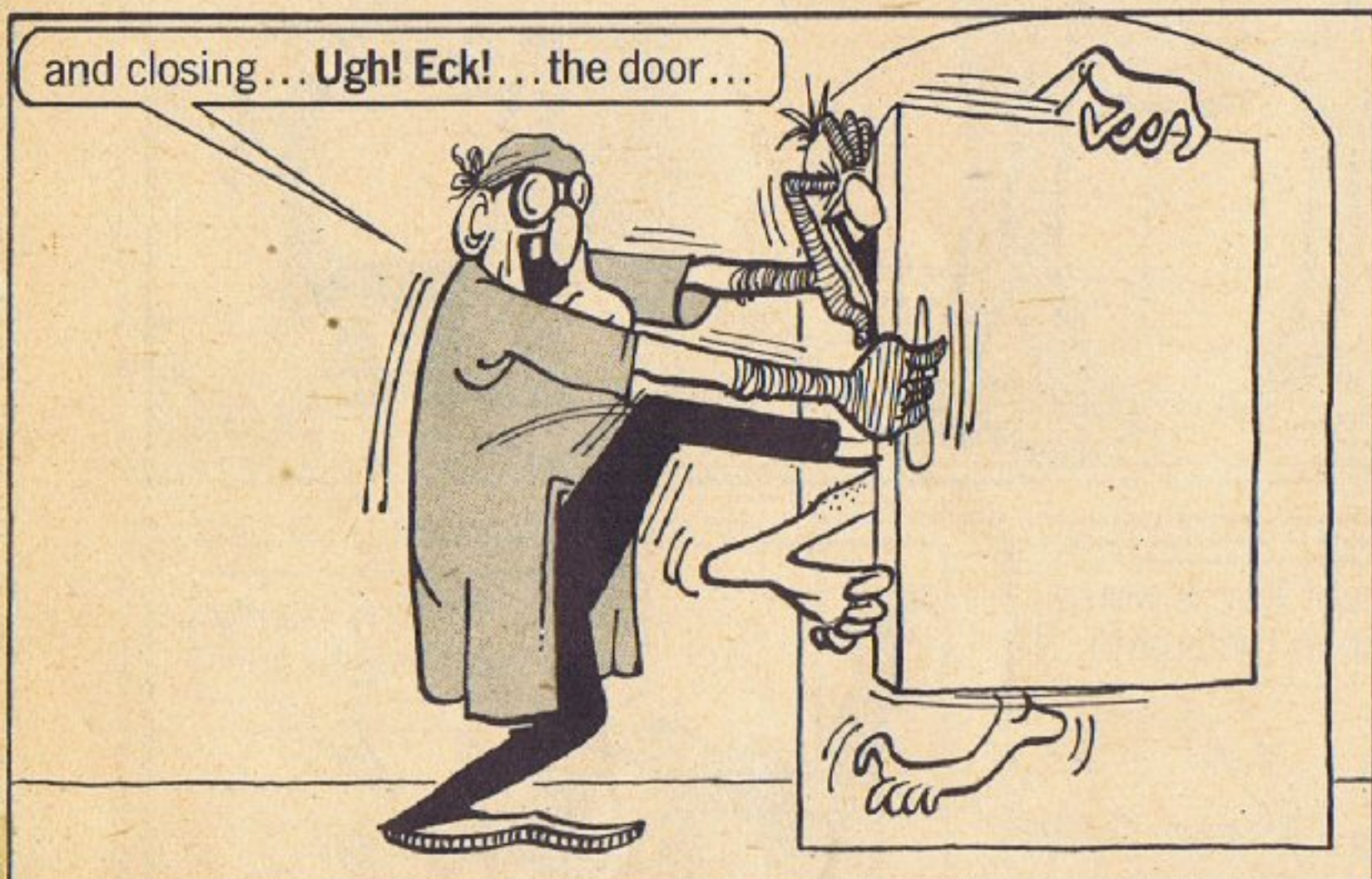
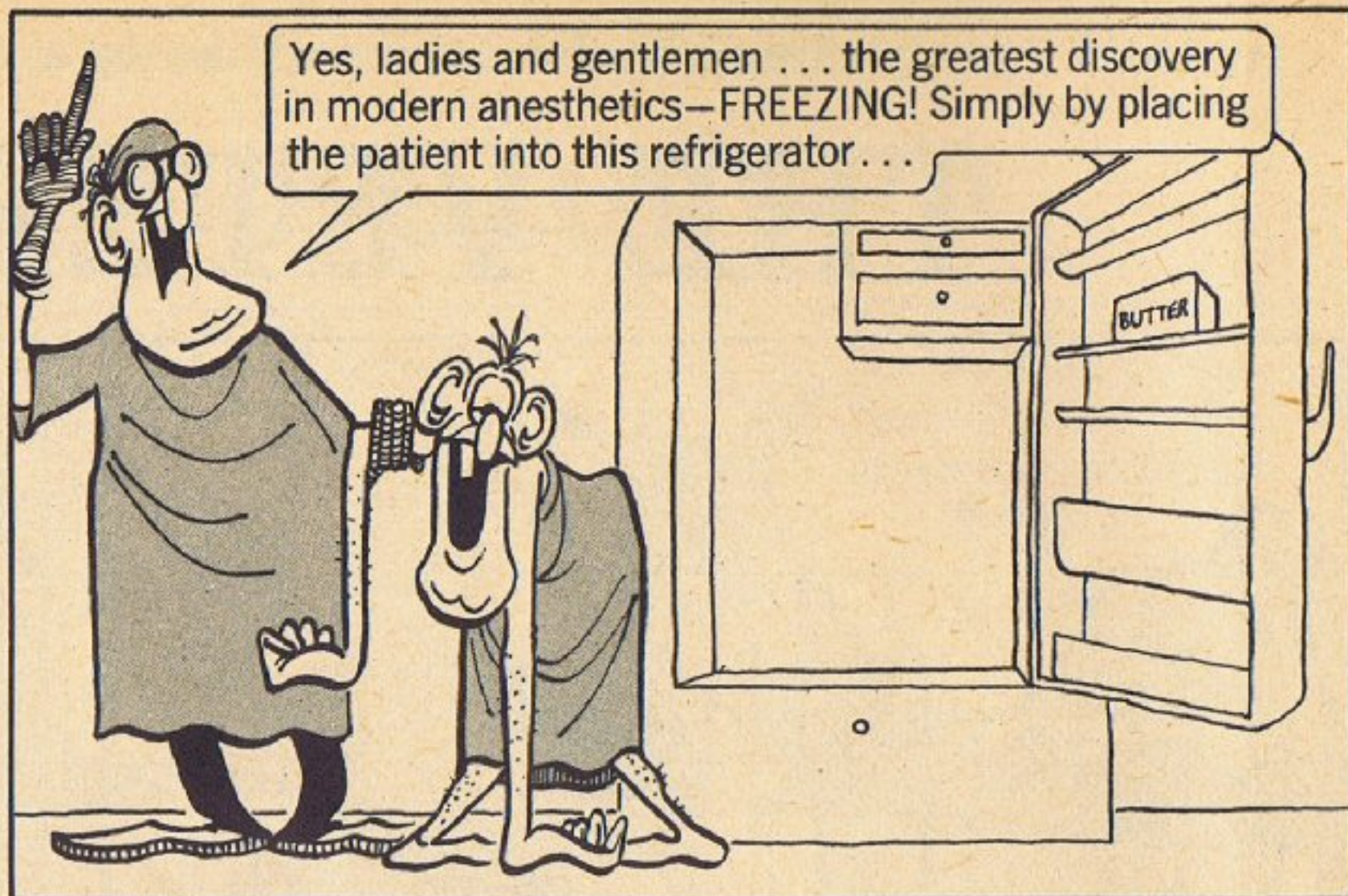
Animals, too, need care and attention. Here is a tribute to the thankless, never-ending job of

THE VETERINARIAN



And last but not least, a nod to our dedicated
Medical Specialists—like f'rinstance . . .

THE ANESTHETIST



BREAD-SHRINKER DEPT.

It's bad enough to have to cough up our hard-earned dough each April to pay our Income Taxes without having to go through the additional drudgery of filling out a long involved Income Tax Return which is at best, dull, uninteresting and completely devoid of all human feeling. We at **MAD** feel that familiar **Form 1040** evolved into the cold, drab, lifeless thing that it is because it was devised by fiscal experts, a group noted for its total lack of warmth and understanding. We feel that a new **Form 1040**, drawn up by a group more conscious of the emotions and feelings of people—mainly Psychiatrists—could make the annual filling out of a Return both entertaining and educational. Here then is what they'd look like

IF TAX FORMS WERE MADE UP BY PSYCHIATRISTS

WRITER: TOM KOCH

WARM
FORM 1040

Prepared by that
understanding
bunch of swell guys
at the U.S. Treasury
Department, Internal
Revenue Service

U.S. INDIVIDUAL INCOME TAX RETURN-1970

Last Name First Name

Nickname

Address

THIS SPACE
FOR A NICE
FLATTERING
PHOTO OF
TAXPAYER

INCOME

1. What was your total adjusted gross income for 1970
2. Do you think you should have been paid more or less than the amount listed on Line 1 above?
3. If your answer on Line 2 above is "More", tell why: (Check One of items below)
 - A. I'm a lot smarter than anyone thinks I am, and I could really go places if I had just got that one big break that the knothheads who outrank me got ☐
 - B. I'm persecuted and everybody at the office is out to get me. I'm worth twice what I'm paid, but they've got it rigged so I'll never get ahead ☐
 - C. I refuse to lick the bosses' boots the way some people I could mention do. As a result, my dilligence, talent, superior intelligence and potential go unrecognized ☐
4. If your answer on Line 2 above is "Less", tell why: (Check One of items below)
 - A. I'm rotten and no good clear through. I really don't deserve to be paid anything at all, no less what I get ☐
 - B. I don't have the brains to hold down a decent job, and I make as much as I do only because of a clerical error which has enabled me to receive someone else's paycheck each week. I've never pointed this out to the Accounting Dept., so I guess that makes me a crook, too ☐
 - C. I goofed off all year and hang onto my job only because I have a wonderful secretary who is willing to do all my work for me, and not snitch on me ☐
 - D. I was hired and put on the payroll in 1959, but I was never assigned to any job. So I spend all of my time at the Golf Course, except for about 20 minutes every payday when I drop by Dad's office for my check ☐

DEPENDENTS

5. How many dependents do you claim
6. What is your attitude towards these dependents? (Check One of items below)
 - A. I guess my wife is okay, but only my secretary, with whom I work late at the office whenever I get the chance, really understands me ☐
 - B. My kids drive me out of my mind, but they're basically harmless. My wife, on the other hand, is trying to kill me and make it look like an accident ☐
 - C. I don't have any dependents at all because nobody, not even Mumsy and Daddy, has ever loved me ☐
 - D. I've got nothing against my dependents, really. I've just got lots more of them than I'd figured on ☐

TAX DUE

7. Using Table 1, how much tax do you owe for 1969?
8. What are your feelings about paying this tax? (Check One of items below)
 - A. I'm not going to pay it and I dare you to try and make me ☐
 - B. I wish I owed more. Then maybe I could get rid of these terrible guilt feelings that are eating me up ☐
 - C. You're just like everybody else — out to rob and cheat me out of what is rightfully mine ☐
 - D. Who cares!? Paying you only means I won't pay other bills, and the Finance Company will take away my refrigerator — only I never use it anyway because you don't have to keep booze on ice ☐

● Free-associate, then list your exemptions and sign on the other side ●

● Make a positive assertion by attaching check here ●

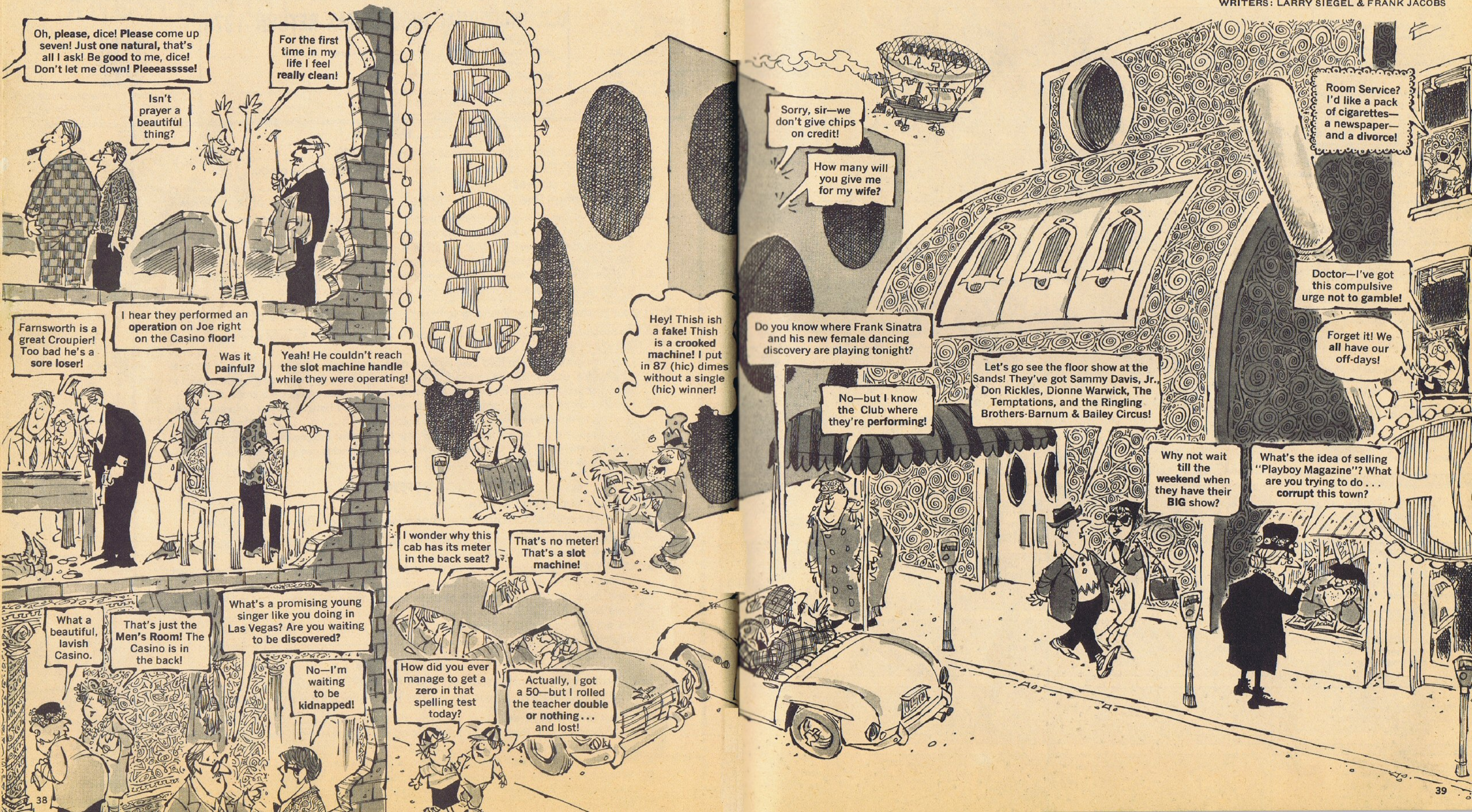
In this, its third installment, "The MAD Information Service" continues to inform Americans about America — by presenting

THE SIGHTS and SOUNDS OF THE U.S.a.

THIS ISSUE — SPOTLIGHTING
LAS VEGAS
Nevada

ARTIST: PAUL COKER JR.

WRITERS: LARRY SIEGEL & FRANK JACOBS



MISHAP-PY HOLIDAY DEPT. PART I

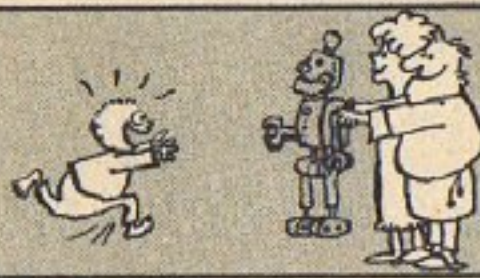
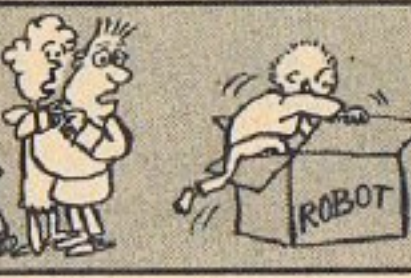
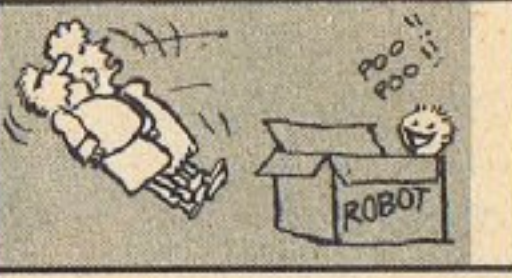
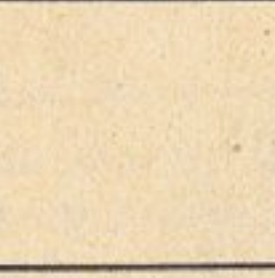
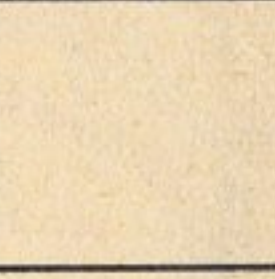
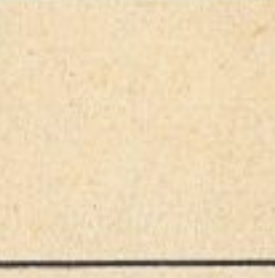
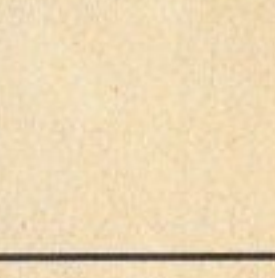
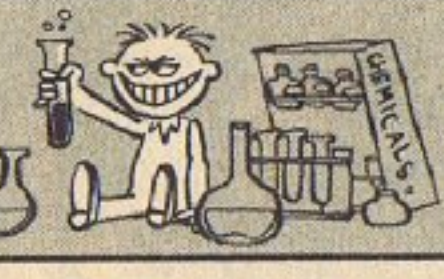
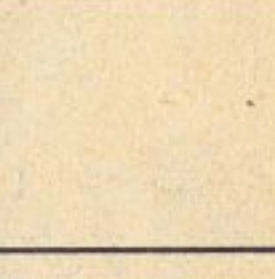
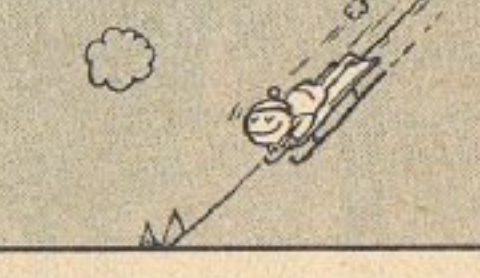
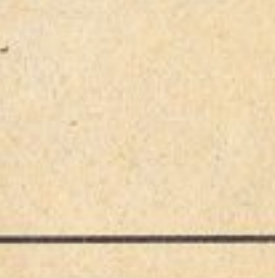
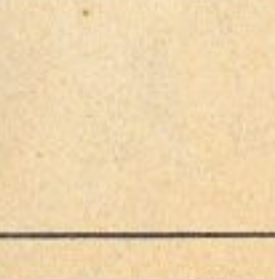
Here we go with our answer to the National Safety Council's predictions of how many people will be involved in what type major catastrophes. Mainly—

THE MAD SAFETY COUNCIL'S PREDICTIONS For The Upcoming Christmas Weekend

(How many people will be involved in what-type minor Catastrophes)

ARTIST: SERGIO ARAGONES

WRITER: STAN HART

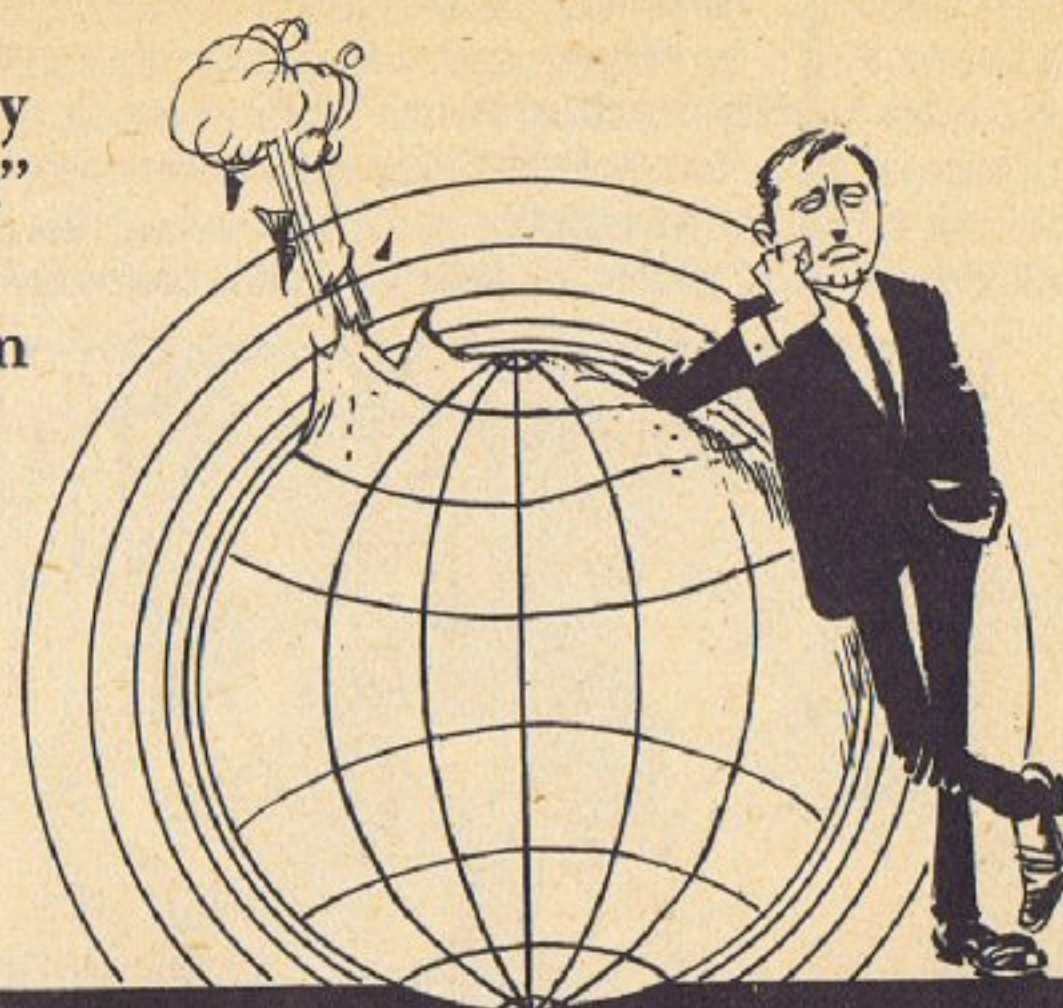
	◀ 1,700,000	◀ 1,800,000	◀ 1,900,000	◀ 2,000,000	◀ 2,100,000
Fathers who will have fits when they discover they must assemble toys they thought came completely assembled.					
Parents who will be heartbroken when their kid ignores that expensive toy and plays all day with the carton it came in.					
People who will go insane trying to find that one defective bulb that caused all the other lights on the tree to go out.					
College kids who will suffer the agonies of boredom fifteen minutes after they arrive home for the holidays.					
Department store Santa Clauses who will catch colds or worse from being kissed by drippy-nosed little kids.					
Kids who will be glad Santa got a cold or worse because he finked them with clothes or books or other useful gifts.					
Husbands who will be punched in the mouth for giving their wives a Lady's Electric Razor for Christmas.					
Secretaries who will be trapped into listening to Accountants tell jokes at Office Parties.					
Kids who will be rushed to doctors after playing "Dr. Jekyll and Mr. Hyde" with their new Chemistry sets.					
Kids who will get head injuries when they discover their Flexible Flyers aren't really very flexible.					
Three year olds who will be bitten by their new puppies.					
New puppies who will be bitten by three year olds.					

HOLLARIN' UNCLE DEPT.

We've had preposterous "Private Eye" characters in literature (Mickey Spillane's "Mike Hammer")! And we've had preposterous "Secret Agent" characters in movies (Ian Fleming's "James Bond")! But now we've got the most preposterous "Private Eye-Secret Agent" character of them all—on the most preposterous medium of them all—television! We're talking about the guy on the weekly NBC-TV show called

THE MAN FROM

A.U.N.T.I.E.

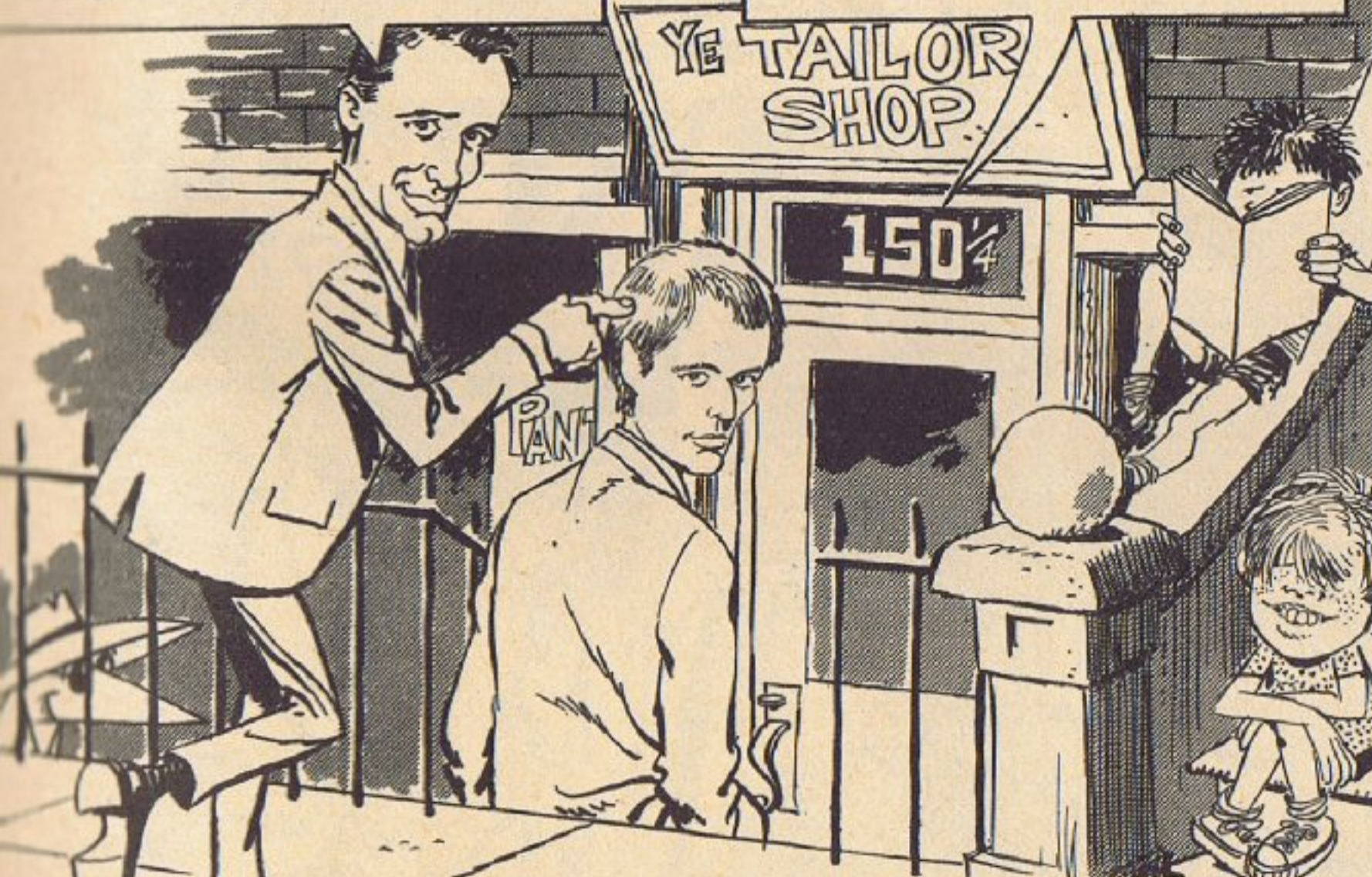


On a street in the East 50's in New York City, there is an ordinary Tailor Shop! We entered through the Agent's Entrance...

Isn't this a clever concept—having an ordinary Tailor Shop as the secret entrance to our secret Headquarters Building?

So... if it's so clever, why is our "Nielsen Rating" only 16.8??

We passed the ordinary-looking tailor pressing ordinary-looking dresses—crossed to the back room—and pulled open the drapes!



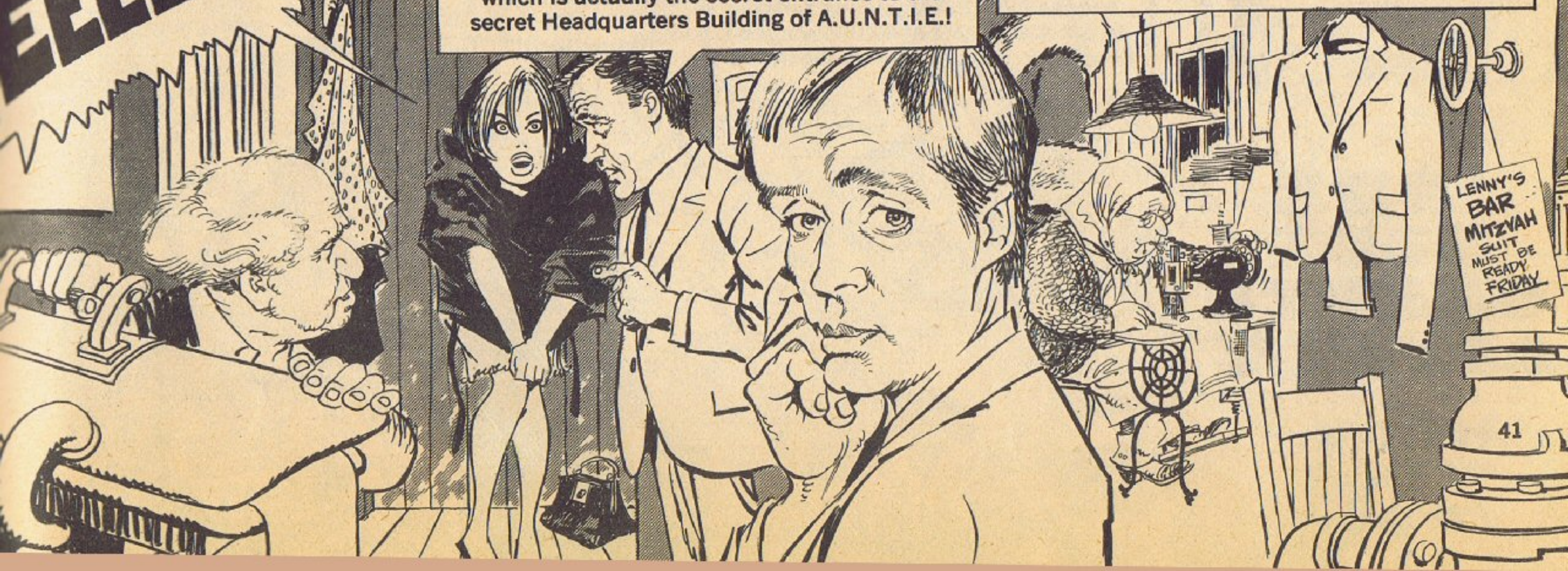
ARTIST: MORT DRUCKER

WRITER: ARNIE KOGEN

EEEEEEK!

What's the idea of undressing in the back room of this ordinary Tailor Shop in the East 50's—which is actually the secret entrance to the secret Headquarters Building of A.U.N.T.I.E.!

Idiots! Clods! Dolts! The ordinary Tailor Shop you A.U.N.T.I.E. guys want is in the EAST 40's—not the East 50's! Everybody in New York knows that! You've got the WRONG SHOP!



Hey, you mashers—get out of here before I call a cop!

Hold it a minute, old man! My name is Napoleon Polo—and this is Illya Nutcrackin! We're Enforcement Agents for A.U.N.T.I.E.—an international organization for preserving law and order all over the civilized world!

So maybe you could help me! Mine partner absconded with all our cash and he's gambling it away in Las Vegas!

Las Vegas!? Are you kidding!? I said "the CIVILIZED world"!

We'd better hurry, Napoleon! They're waiting for us at Headquarters!

Just one second! I'll be right with you!

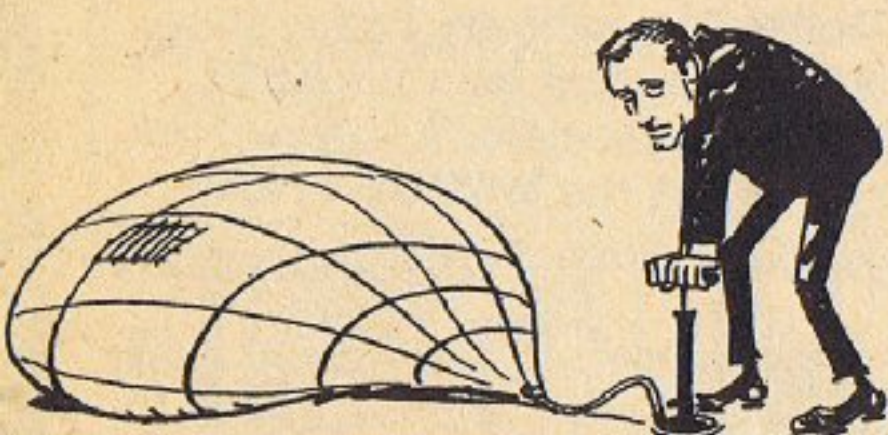
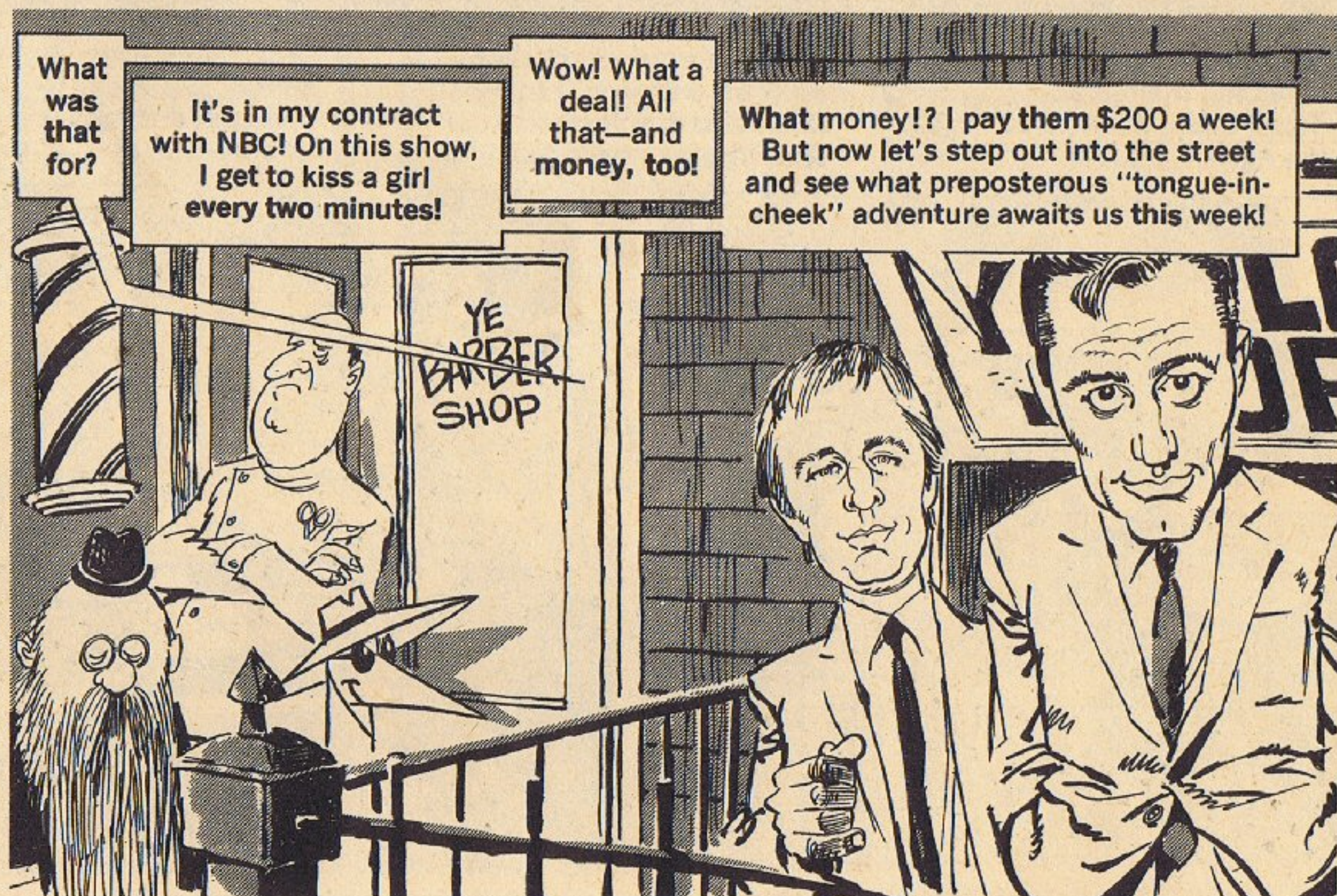


What was that for?

It's in my contract with NBC! On this show, I get to kiss a girl every two minutes!

Wow! What a deal! All that—and money, too!

What money!? I pay them \$200 a week! But now let's step out into the street and see what preposterous "tongue-in-cheek" adventure awaits us this week!

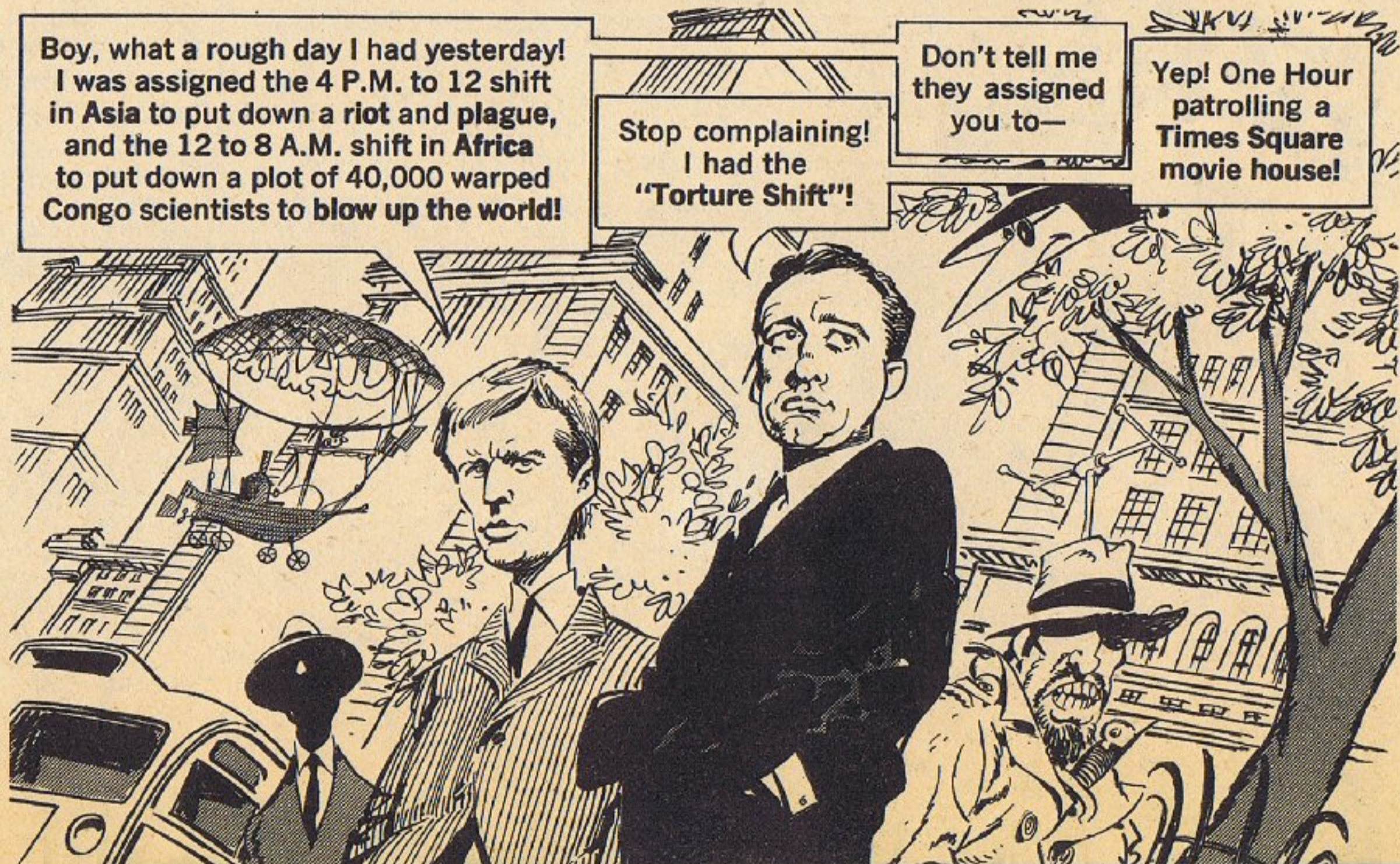


Boy, what a rough day I had yesterday! I was assigned the 4 P.M. to 12 shift in Asia to put down a riot and plague, and the 12 to 8 A.M. shift in Africa to put down a plot of 40,000 warped Congo scientists to blow up the world!

Stop complaining! I had the "Torture Shift"!

Don't tell me they assigned you to—

Yep! One Hour patrolling a Times Square movie house!



"THE SOUR GRAPES AFFAIR"

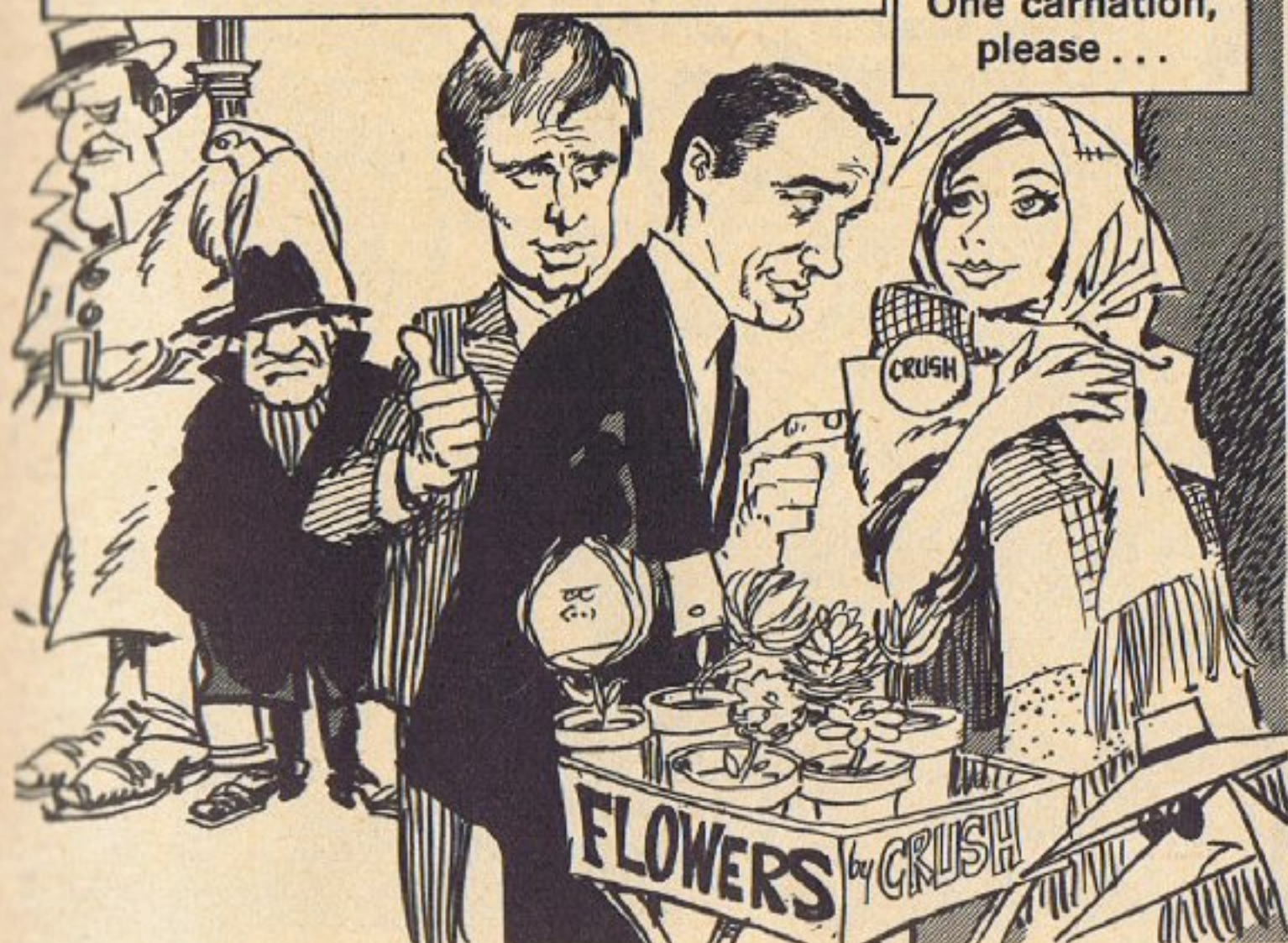
ACT ONE—
"I Think I'll Cry!"

We've got to be careful, Napoleon! Our hated enemy organization "CRUSH" has agents everywhere! I don't trust anyone! To me everyone looks suspicious! Even that innocent-looking Flower Lady!

Well, since I thrive on adventure, I think I'll take a chance! One carnation, please...

See! what did I tell you!?

Hmmm! Interesting! Not only has "CRUSH" planted a Black Widow Spider, but they've equipped him! If his natural venom doesn't work, he's carrying a poison gas vial in his right foreleg, a small machine gun in his left foreleg, and a pill for committing suicide in case I try to question him in his left rear leg. There's only one thing to do in a situation like this...



What's that, Napoleon?

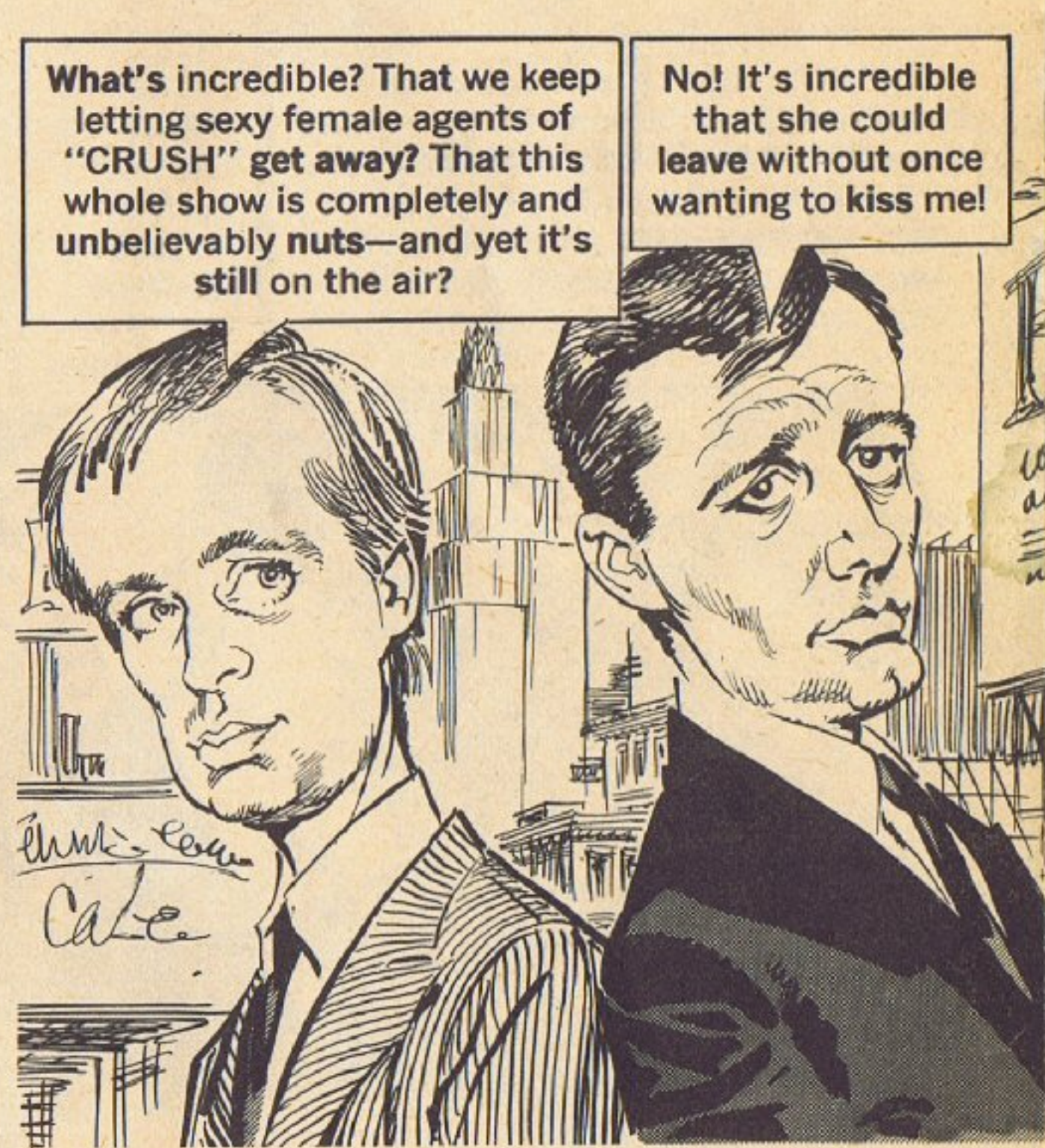
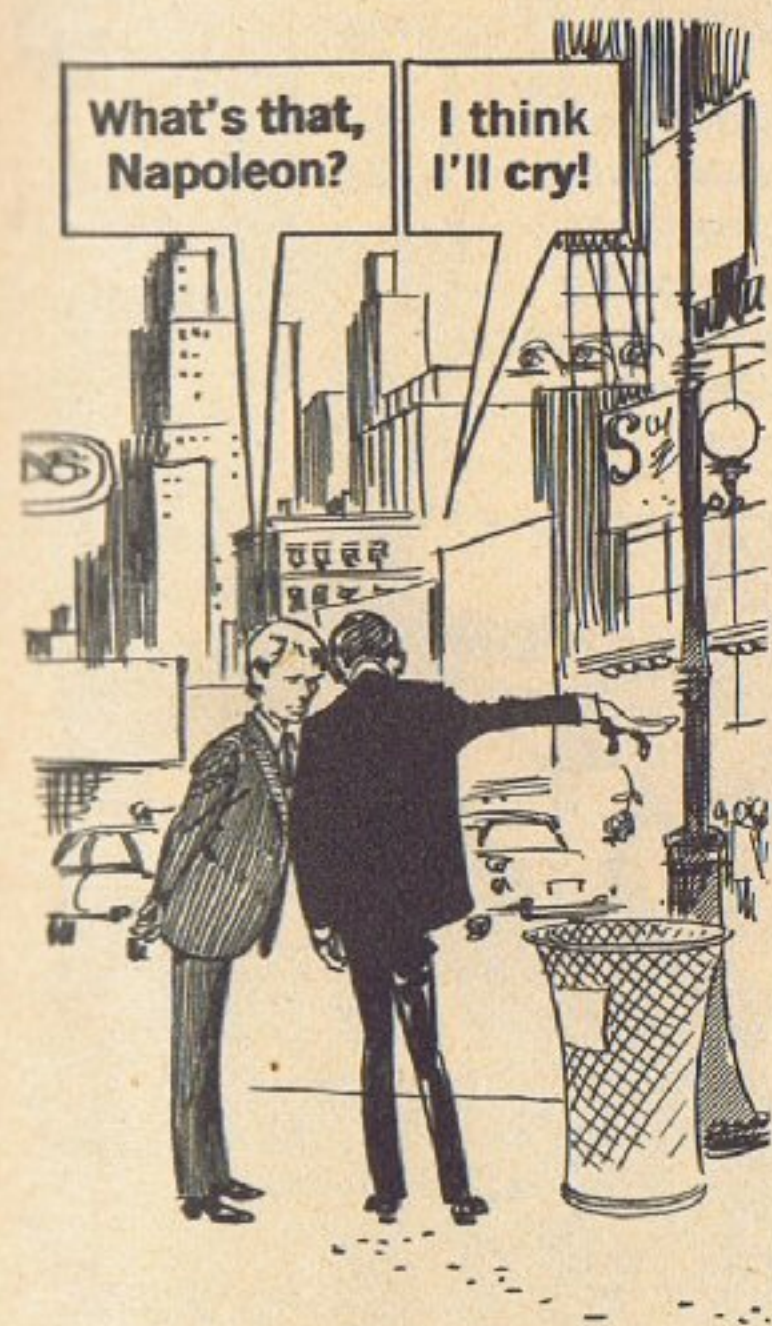
I think I'll cry!

Isn't that clever—how we work the sub-title of the Act into the dialogue!? Meanwhile, we're letting the Flower Lady get away!

Incredible! Simply incredible!

What's incredible? That we keep letting sexy female agents of "CRUSH" get away? That this whole show is completely and unbelievably nuts—and yet it's still on the air?

No! It's incredible that she could leave without once wanting to kiss me!



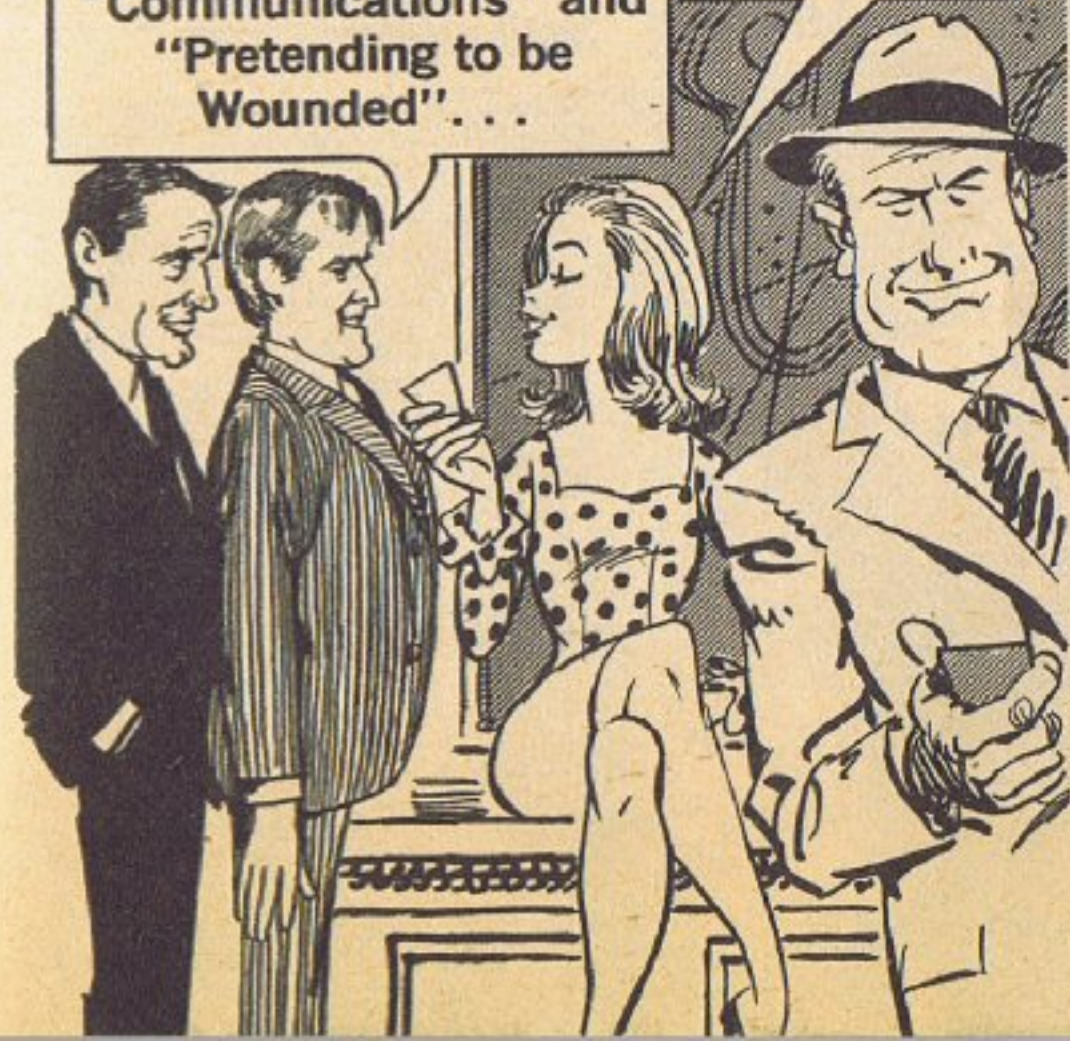
ACT TWO—"You Really Know How To Hurt A Guy, Don't You!"

I am Illya Nutcrackin—Enforcement Agent, Section 2—expert in "Bomb Detonation"—"Communications" and "Pretending to be Wounded"...

Fine, Mr. Nutcrackin! Here's your tag...

I'm Napoleon Polo—Enforcement Agent, Section 2—expert in "Tactical Weapons"—"Delivering Dry Humor With Amused Detachment" and "Heavy Kissing"...

Fine, Mr. Polo! Here's your kiss!



Hmmm! I can tell from your kiss that you're a **Spy** from "**CRUSH**"!

And I can tell from your kiss that you're a **Lover** from "**Hunger**"!!

You really know how to hurt a guy, don't you!

Be careful, Napoleon! If she's a spy from "**CRUSH**," she's probably been assigned to kill you! That kiss may be a trick!

Of course it's a trick! Her lips are tipped with a deadly poison—cynthynide of curare! But I'm way ahead of her, Chief! I'm wearing the "**antidote**" to cynthynide of course...

What's that?

Chapstick!

She's the most treacherous agent they have! She's tried to kill you **seven** times this month! She's bombed your apartment, dynamited your car, poisoned your pizza, and shot acid in your face with a water pistol! What should we do with her, Napoleon?

What else? Let her go! I'm in love with her!

Men... "**CRUSH**" is trying to gain control of the world by poisoning its food supply! We believe the next three spots they'll strike are: A Super-Market in Yugoslavia, a Fruit Stand in Calcutta, and an Appetizer Store in Brooklyn! They have three advantages: They have weapons, they have strength, and mainly they have better acting ability than we have! Who wants to volunteer?

Me-ME!

No! Take ME!

No, me! I'll be your best friend!

Napoleon! How about you?

How many women in Yugoslavia?

About nine million!

All right! I'll go! It'll kill an evening!

Hey, what about me?! What should I do? Why does he always get the best assignments? I'm just as bad an actor as he is! Why not give me a pressing assignment?

Nutcrackin! For you—I have the most pressing assignment we've ever had! Go over to the machine and have these pressed by 6 o'clock! It's Napoleon's wardrobe—and he has to look slick for this mission!

You really know how to hurt a guy, don't you!

Forget it, Illya! We already used the sub-title in the dialogue!

ACT THREE—"Nice Day If It Don't Rain!"

Well, here I am in Yugoslavia!
The first thing I have to do
is look for a **typical, average,
run-of-the-mill citizen** to help
me in my adventure! That's
become a kind of cute
trademark in this series!
Hmmm—let me see . . .

Yugoslavian
peasant
women! No—
they're not
typical . . .

Yugoslavian
farmer!
No—he's not
typical!

A band of
Yugoslavian
Gypsies! No,
they're not
typical!

A French Countess posing like
an \$80-an-hour fashion model—
dressed in stretch pants and a
gold tiara, wearing a Vassar
ring, reading a book by Mailer,
and holding two poodles on a
leash! Now **SHE'S TYPICAL**. I'll
just hit her with one of my
clever, suave opening lines!



Hi, babe!
Nice day
if it
don't rain!

Boy, that's a pretty
clever, suave opening
line! Naturally, I'm
intrigued! Who are you?

I'm Napoleon Polo of A.U.N.T.I.E. !
I've got great news! You've been
selected as this week's typical
ordinary citizen to help me in my
adventure and share the "Torture
Scene" when we're captured!

What
makes you
think
we'll be
captured?

It's those subtle little things
you learn to notice when you're an
Agent! Like those nine machine guns
coming out of the cantaloupes—and
the flame-throwers aimed at us from
the Frozen Food Counter—but mainly,
it's those **Communist Pygmies** with
the Poison-Dart Blow-Guns hiding
in the apple sauce jars!



I'd better call A.U.N.T.I.E.
for instructions with my
**Pinky-Ring World-Wide Short-
Wave Transmitter-and-Receiver!**
But first, I've got to attach
the **Pull-Out High-Gain Antenna**
to this wall here . . .

Open
Channel
"D"!
Open
Channel
"D"!

Not on your life,
Mr. Polo! If we
open Channel "D",
the few viewers
we have will switch
to it from **THIS**
channel!



C'mon!
A.U.N.T.I.E.
can't help us!
We have to get
out of here!
Follow me!

Napoleon!
LOOK OUT!
THE WALL
BEHIND YOU
IS
COLLAPSING!!

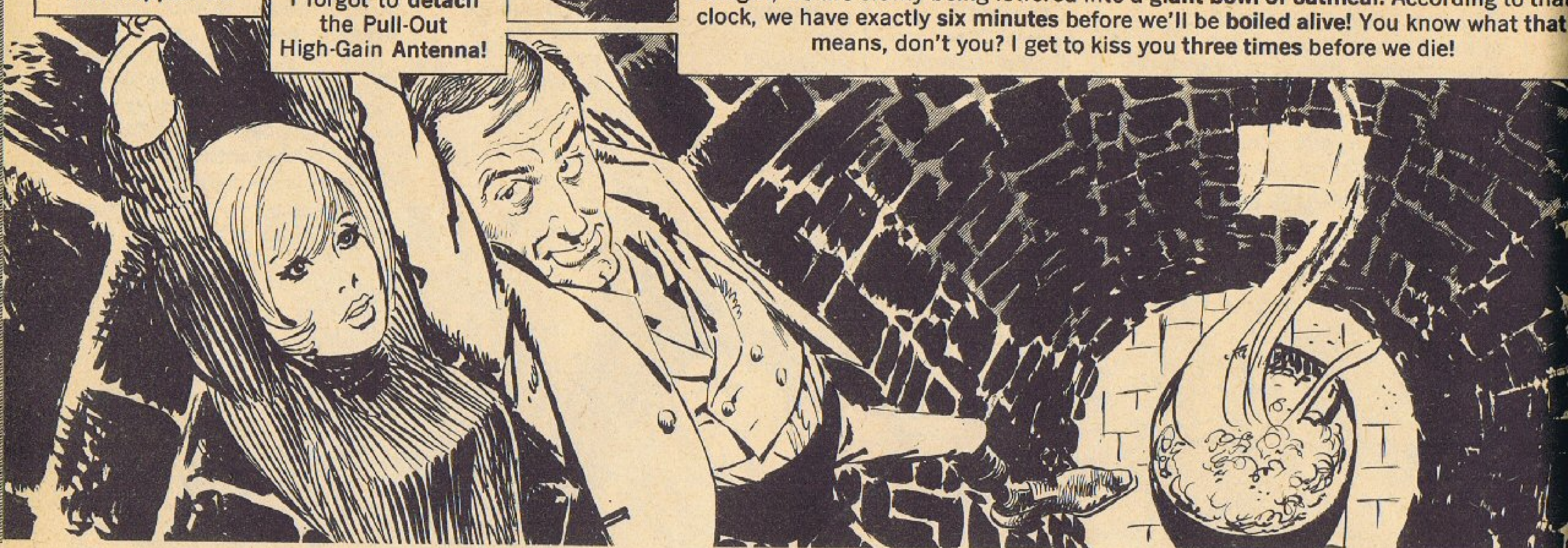


Was that
"CRUSH" who
collapsed the wall
and trapped us?

No! That was
STUPIDITY!
I forgot to detach
the Pull-Out
High-Gain Antenna!

And what is
this? Where
are we now?

This is the big final "Torture Scene"! They get more incredible with each episode! Tonight, we are slowly being lowered into a giant bowl of oatmeal! According to that clock, we have exactly six minutes before we'll be boiled alive! You know what that means, don't you? I get to kiss you three times before we die!

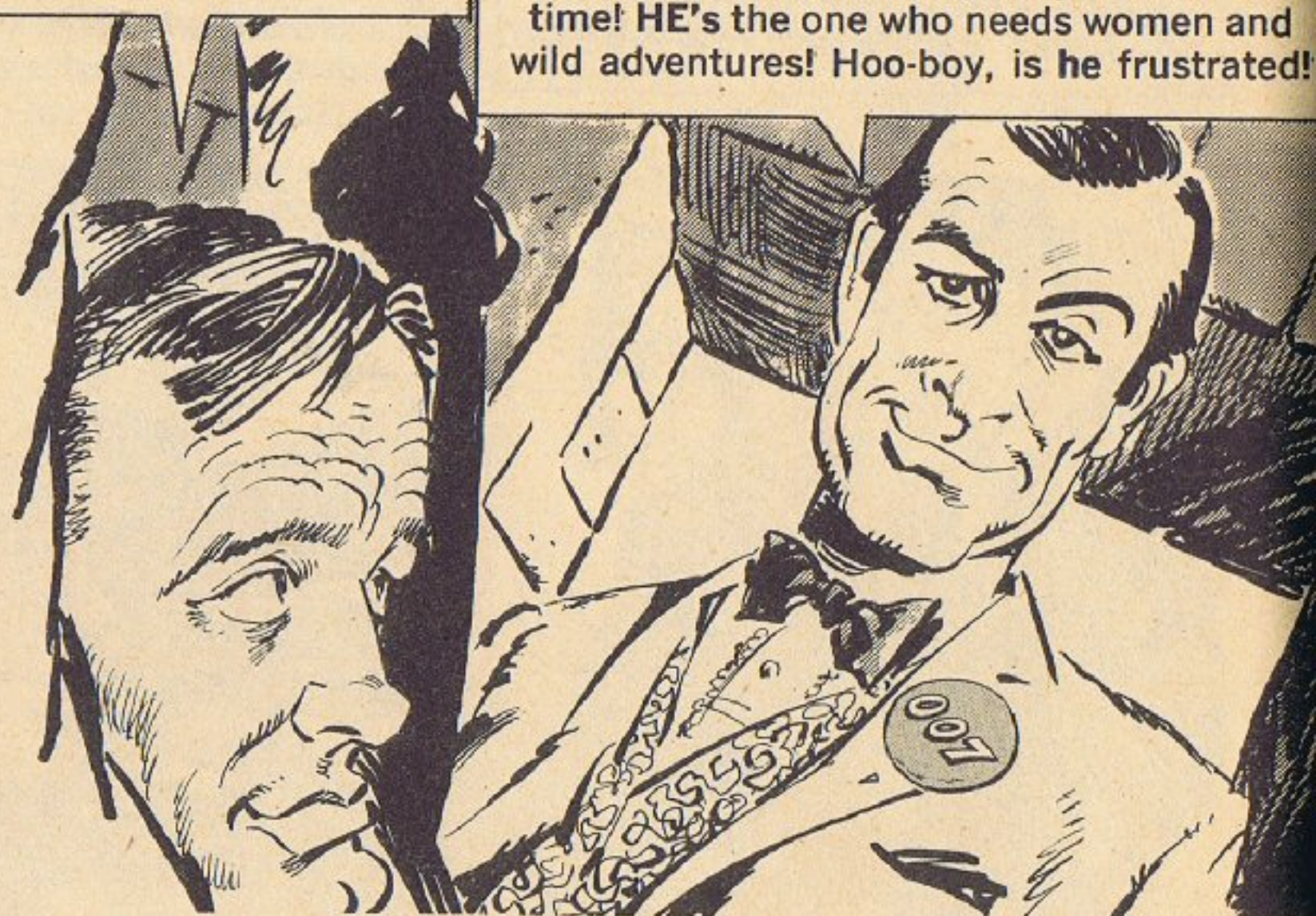


You're not kissing anyone, Napoleon Polo! I'm releasing the girl and she's coming with me! You're all through kissing—and you're all through hugging—and you're all through making out like crazy on every continent while delivering trite "tongue-in-cheek" dialogue! From now on, another famous Agent is going to get his chance at all the beautiful women and wild, unbelievable adventures . . .



Ah-HA! So you're the man behind this plot! I should have known So you want to cut in on my beautiful women and wild adventures!

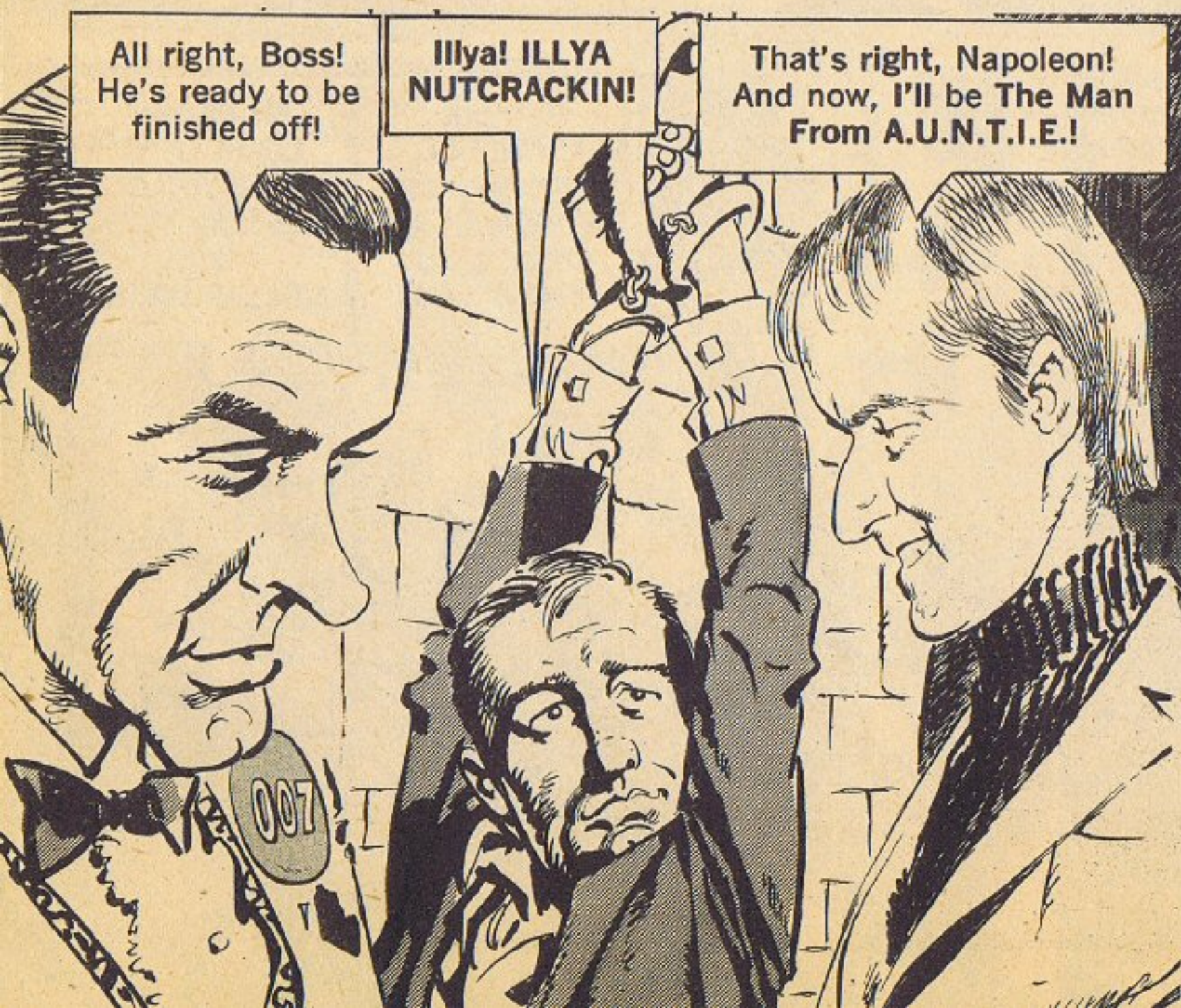
Me!? Are you kidding?! Who needs your women and adventures! I have more in one movie than you have in a whole TV season! No, I was merely hired to capture you by the man who's wanted your job for some time! HE's the one who needs women and wild adventures! Hoo-boy, is he frustrated!



All right, Boss!
He's ready to be
finished off!

Illya! ILLYA
NUTCRACKIN'!

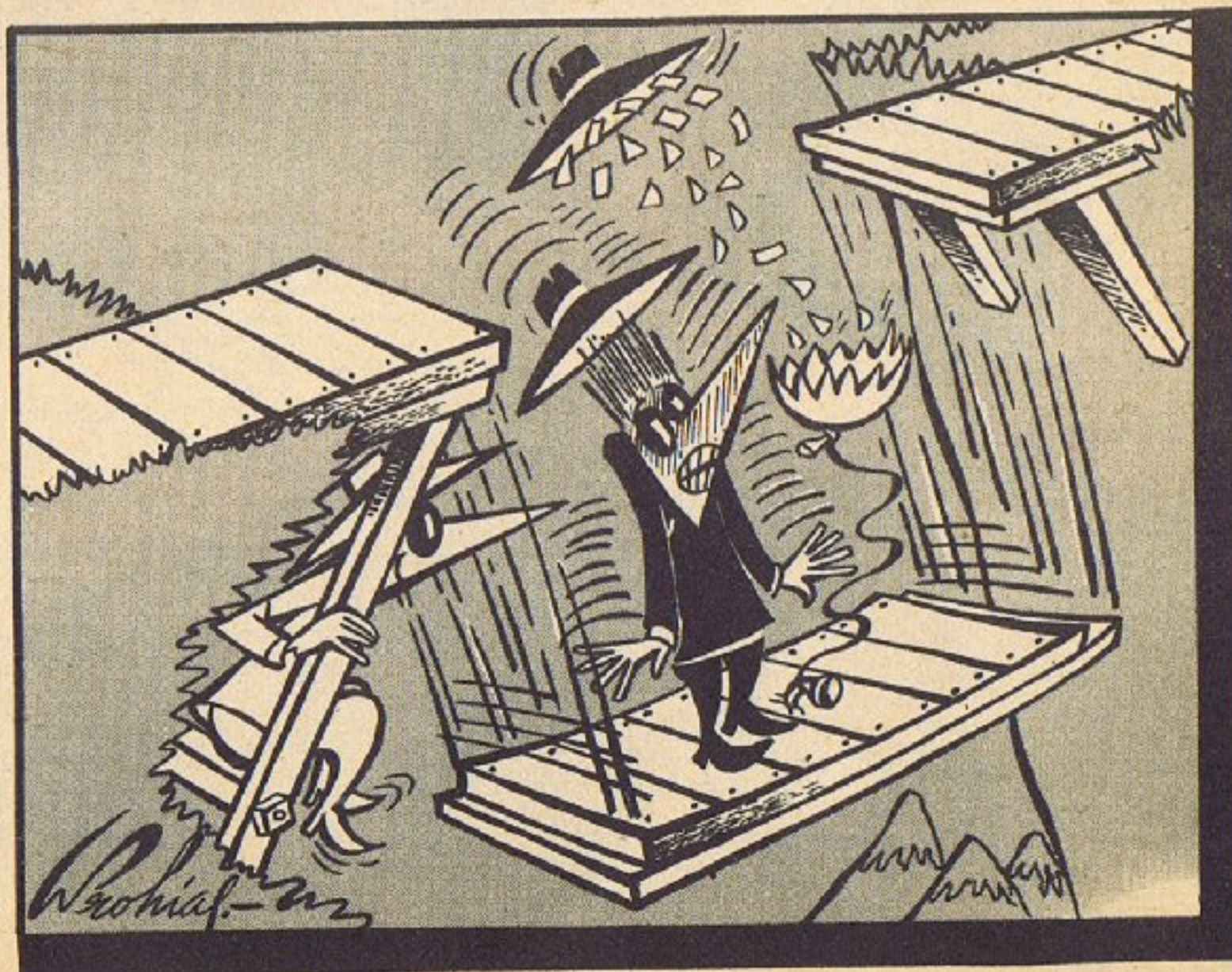
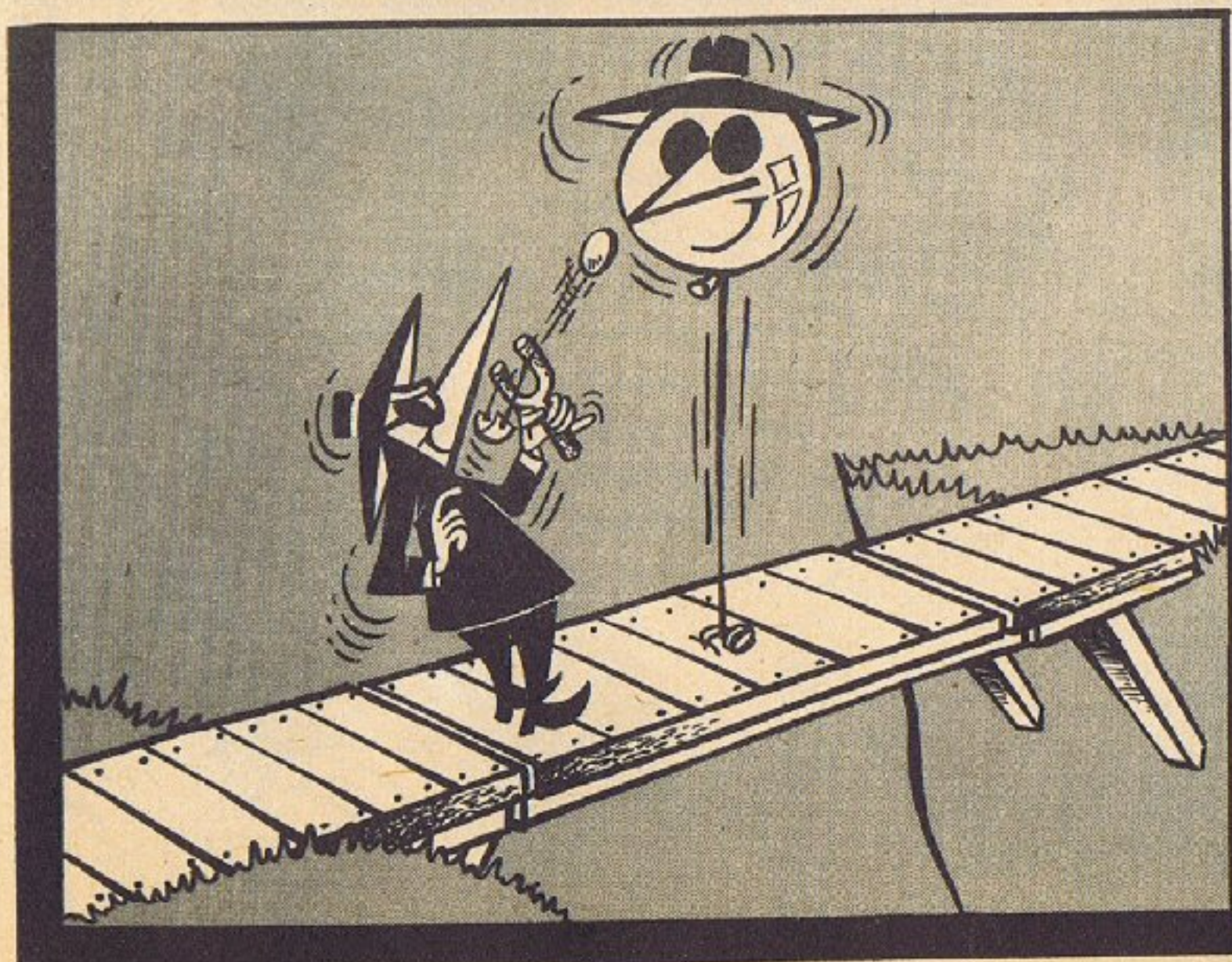
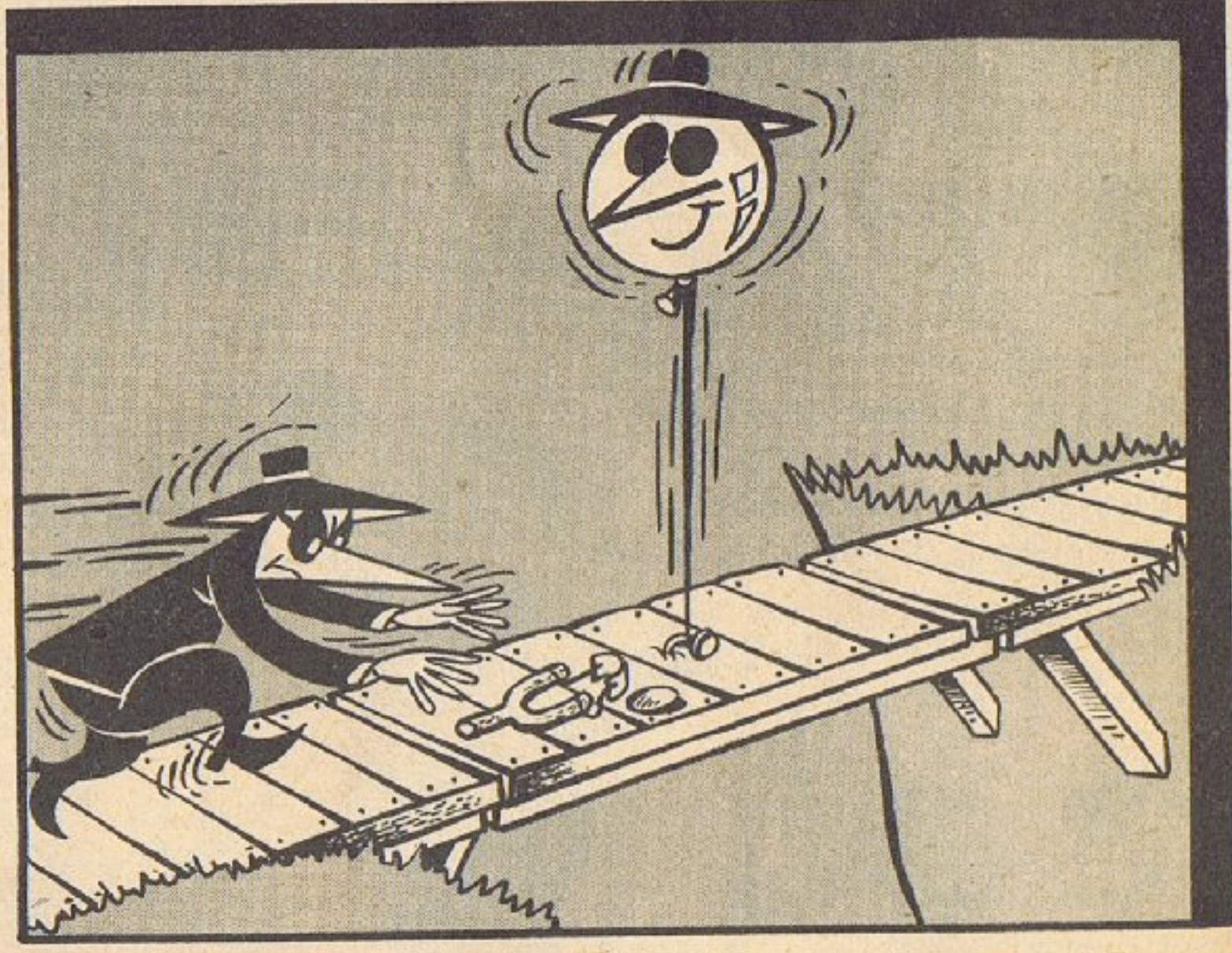
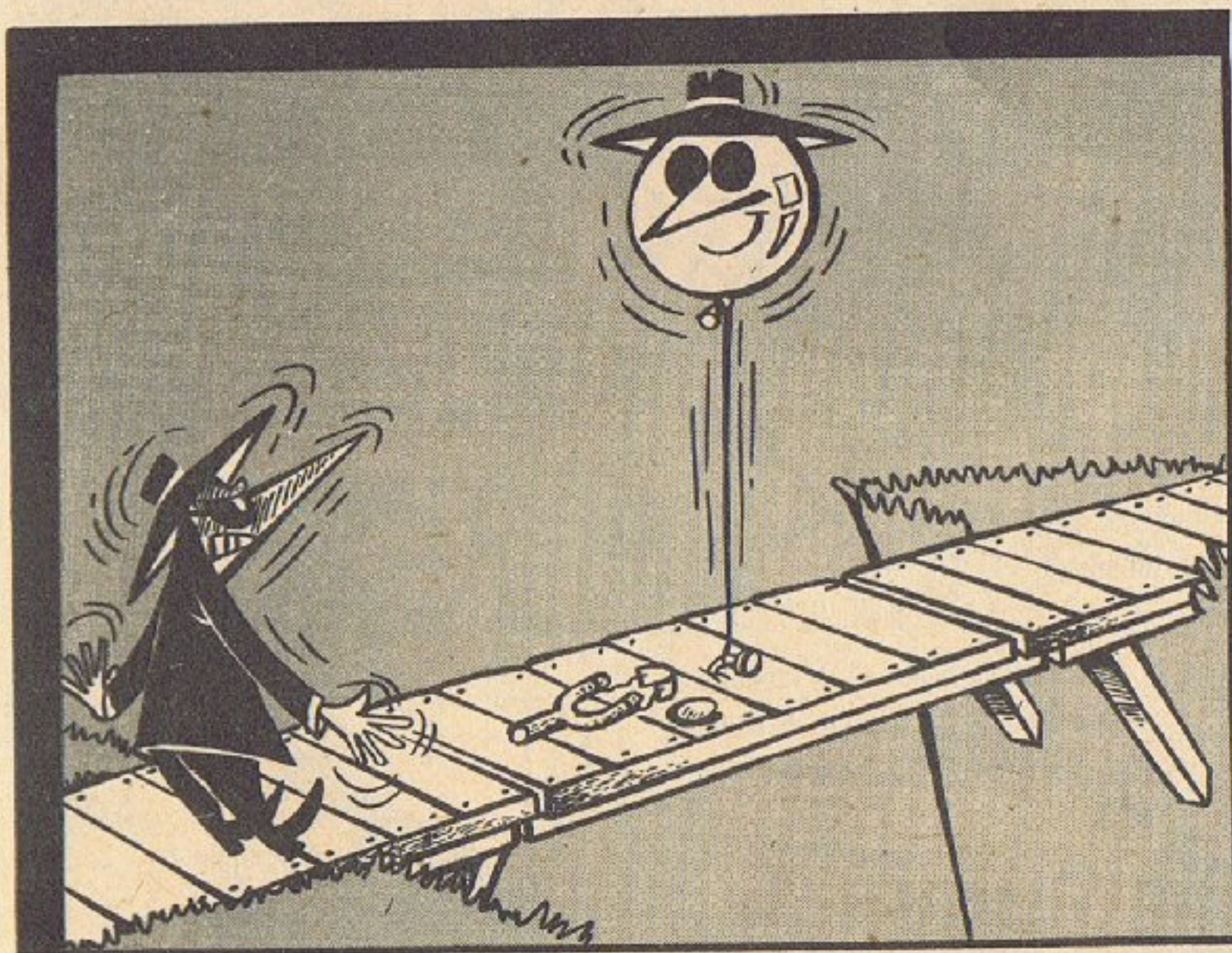
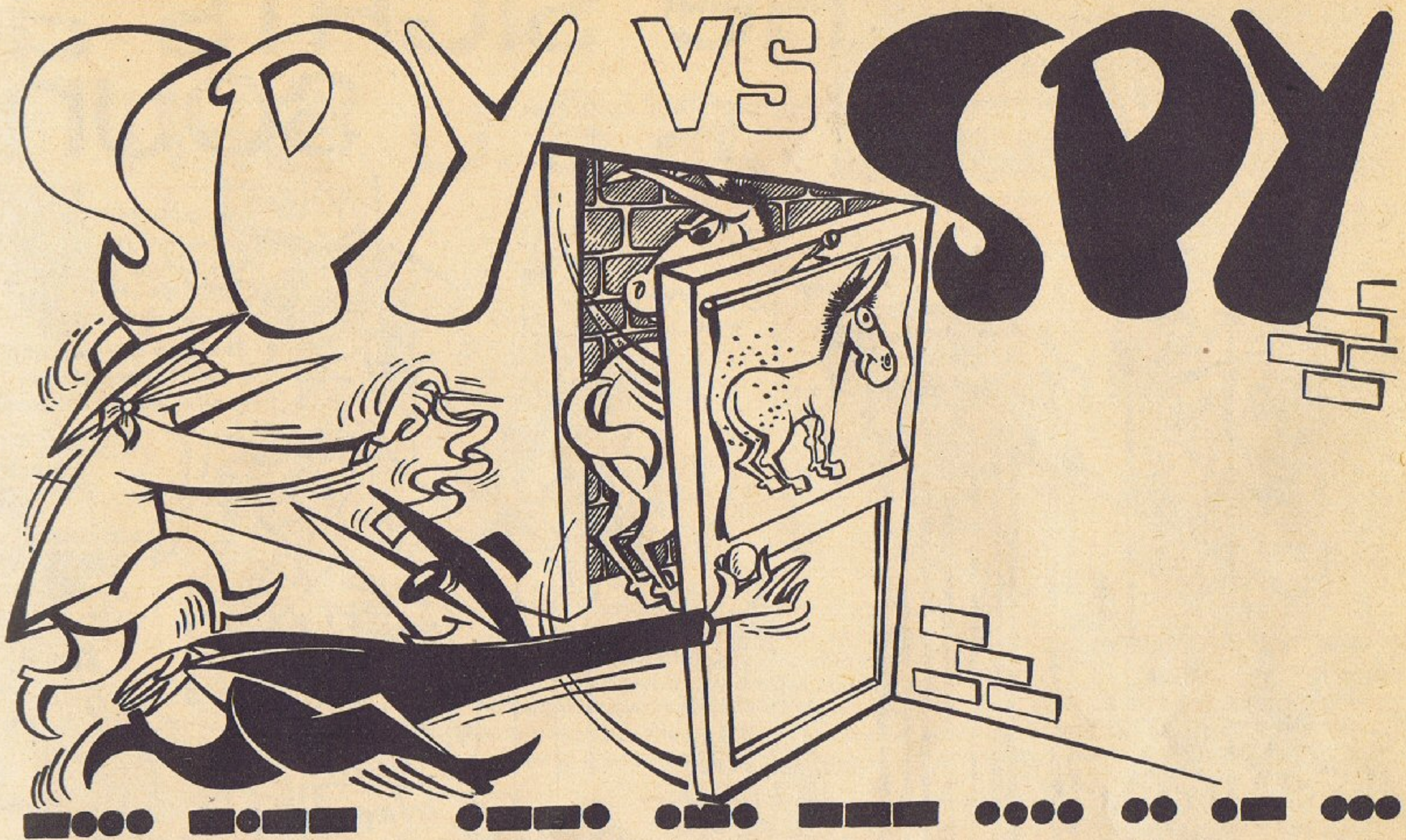
That's right, Napoleon!
And now, I'll be The Man
From A.U.N.T.I.E.!



Tell me, Napoleon, before
I drop you into the giant
bowl of boiling oatmeal—
what does A.U.N.T.I.E.
stand for . . . ?

**ASSOCIATION for UNBELIEVABLY
NAUSEATING TELEVISION and
IDiotic ENTERTAINMENT . . . and
thank God I'm through with it!**





ARTIST: PAUL COKER JR.

THE SIGHTS and
ARTIST: PAUL COKER JR.
SOUNDS OF THE U.S.a.
WRITERS: LARRY SIEGEL & FRANK JACOBS

WRITERS: LARRY SIEGEL & FRANK JACOBS

THIS ISSUE—SPOTLIGHTING
WASHINGTON, D. C.



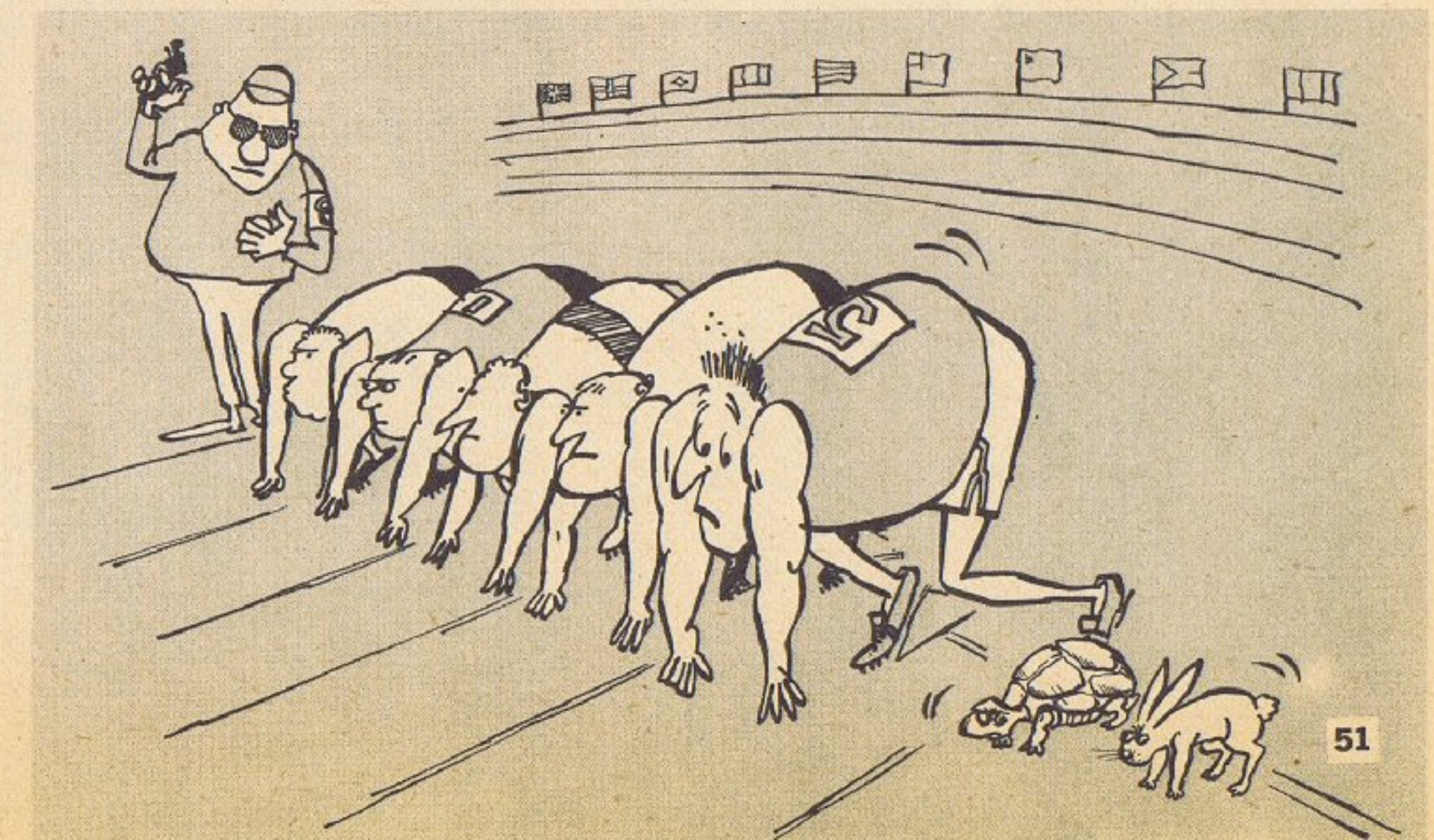
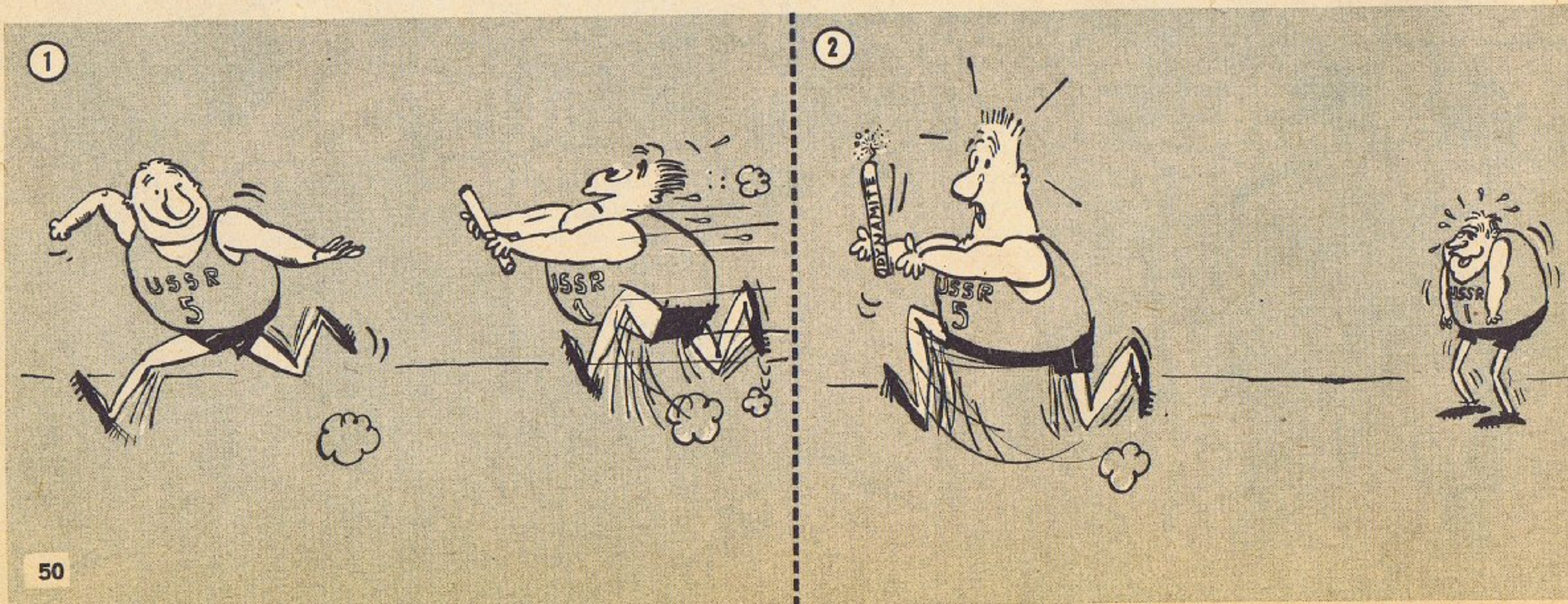
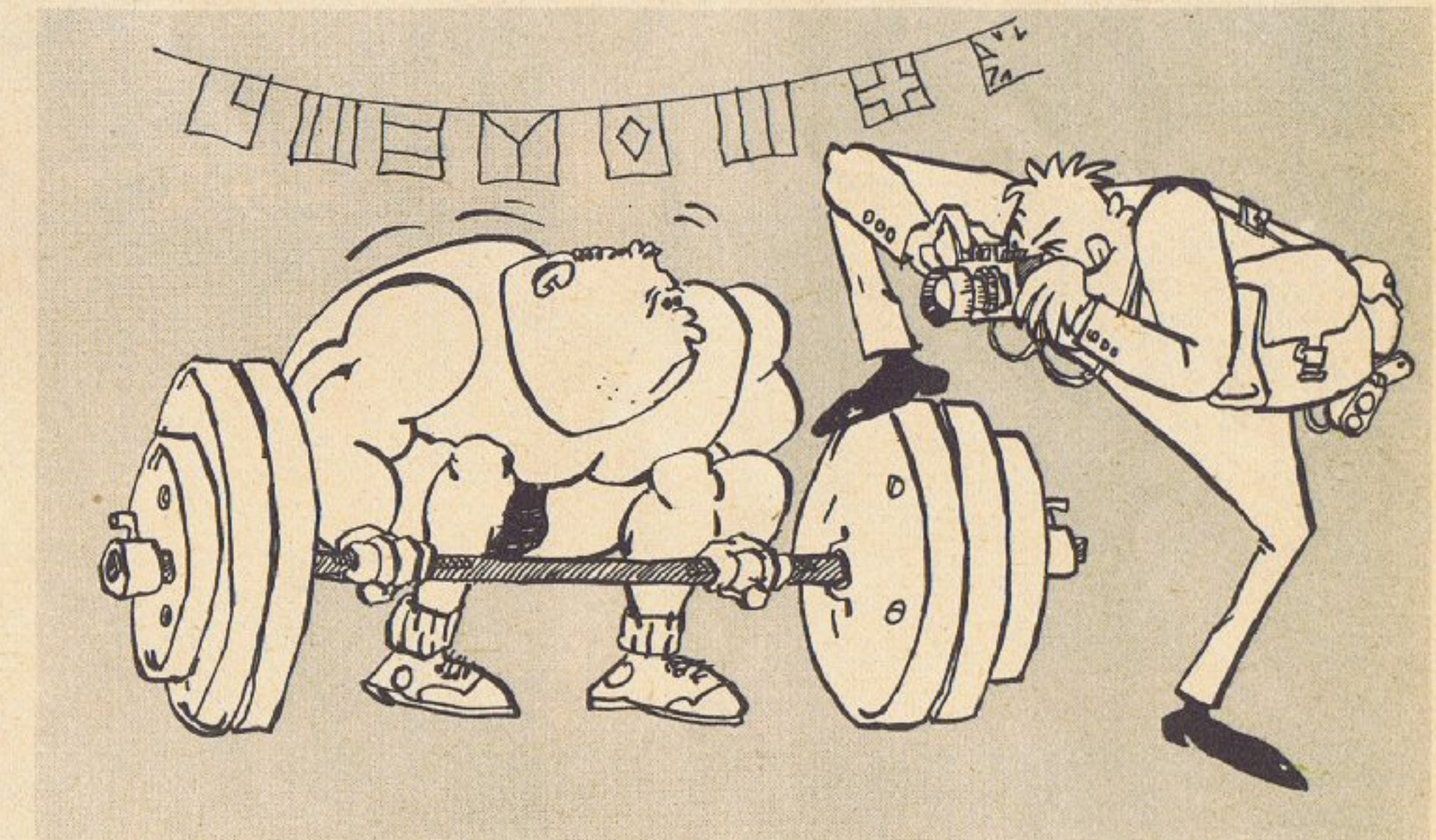
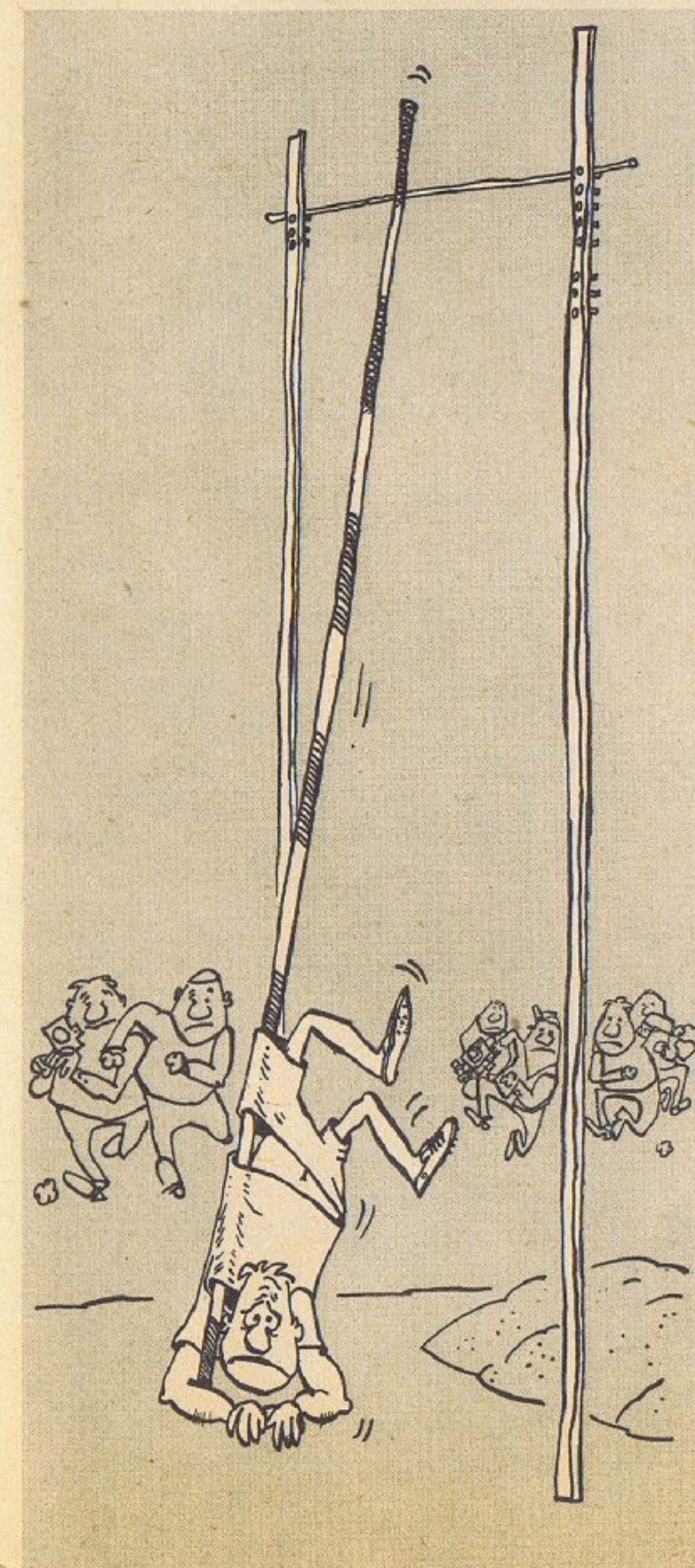
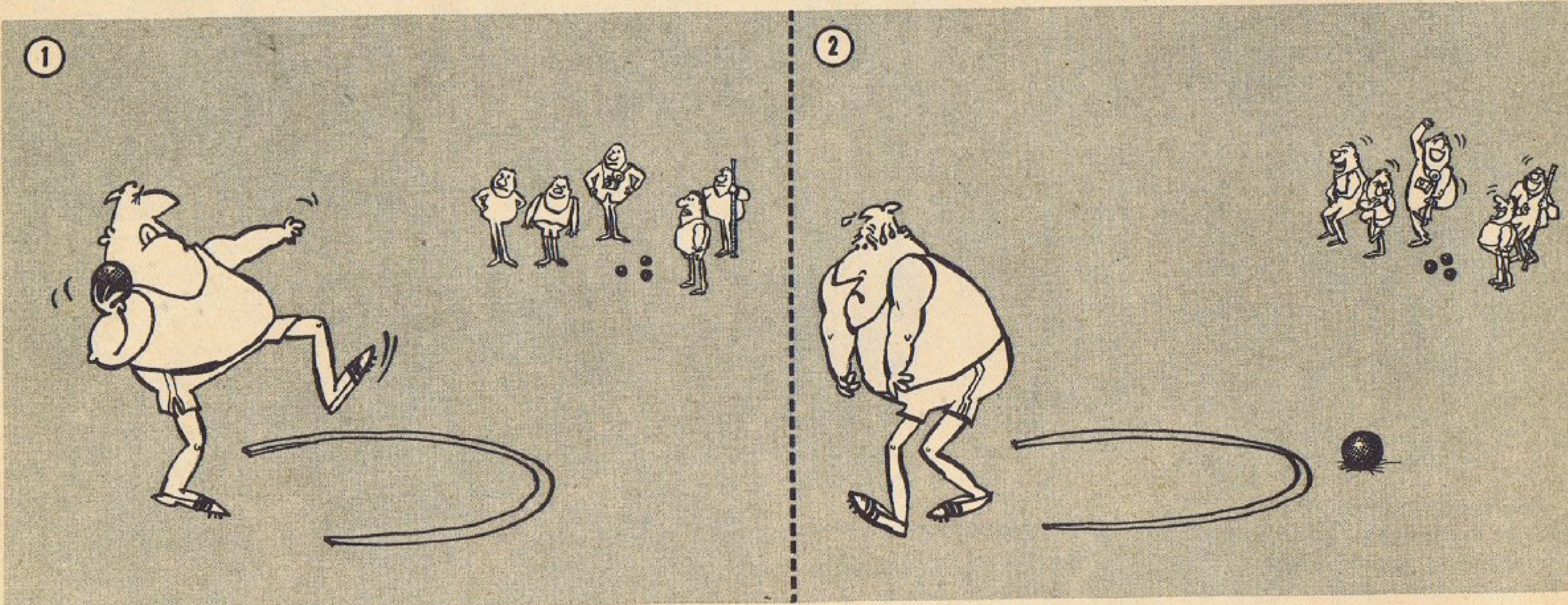
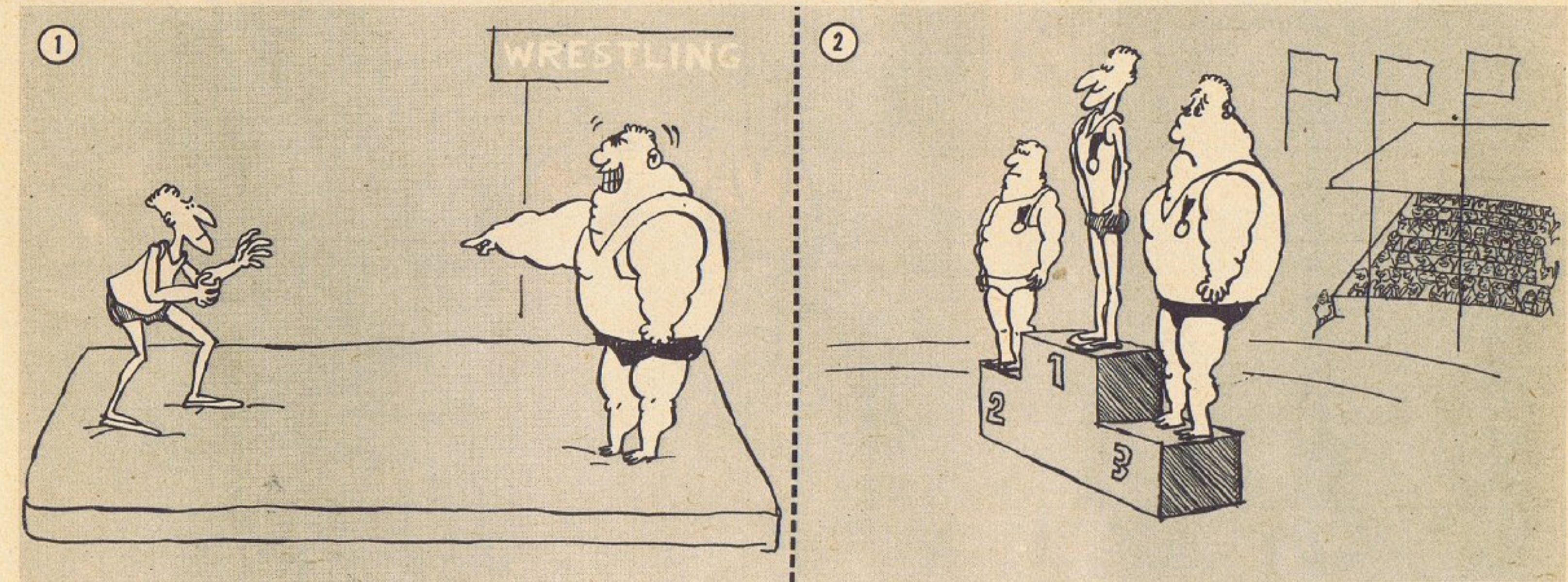
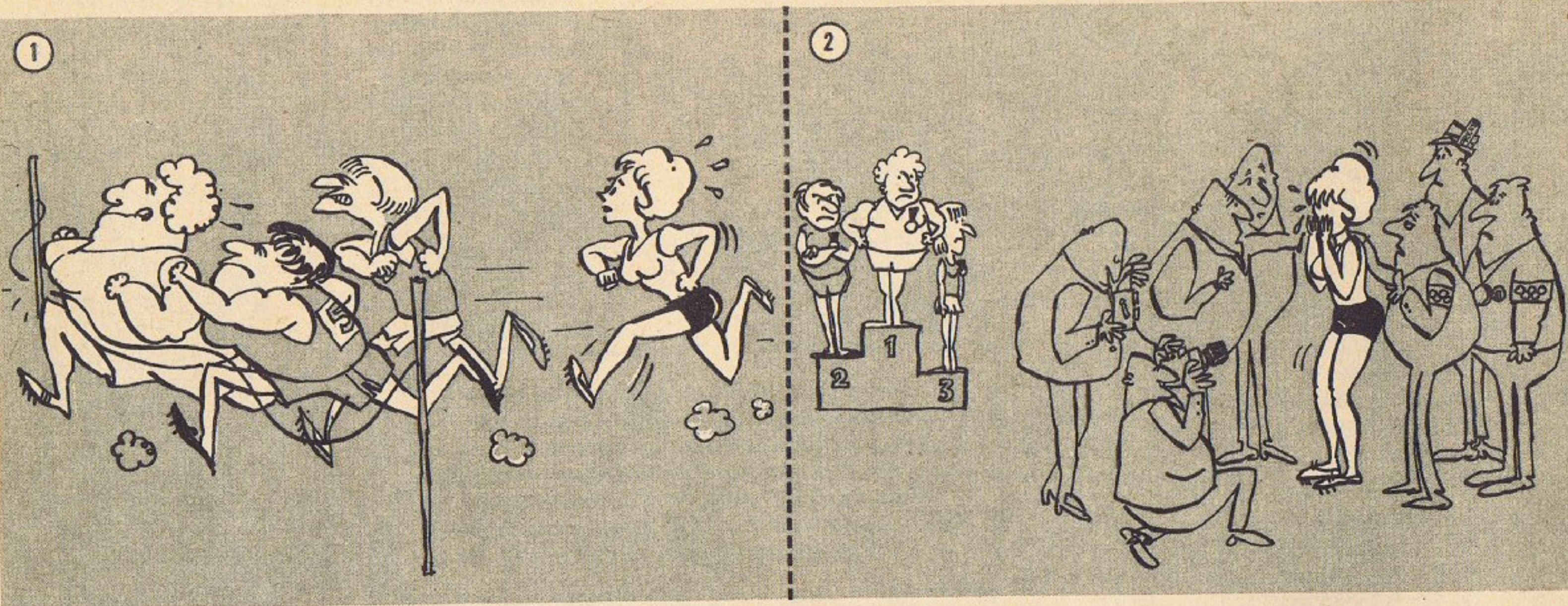


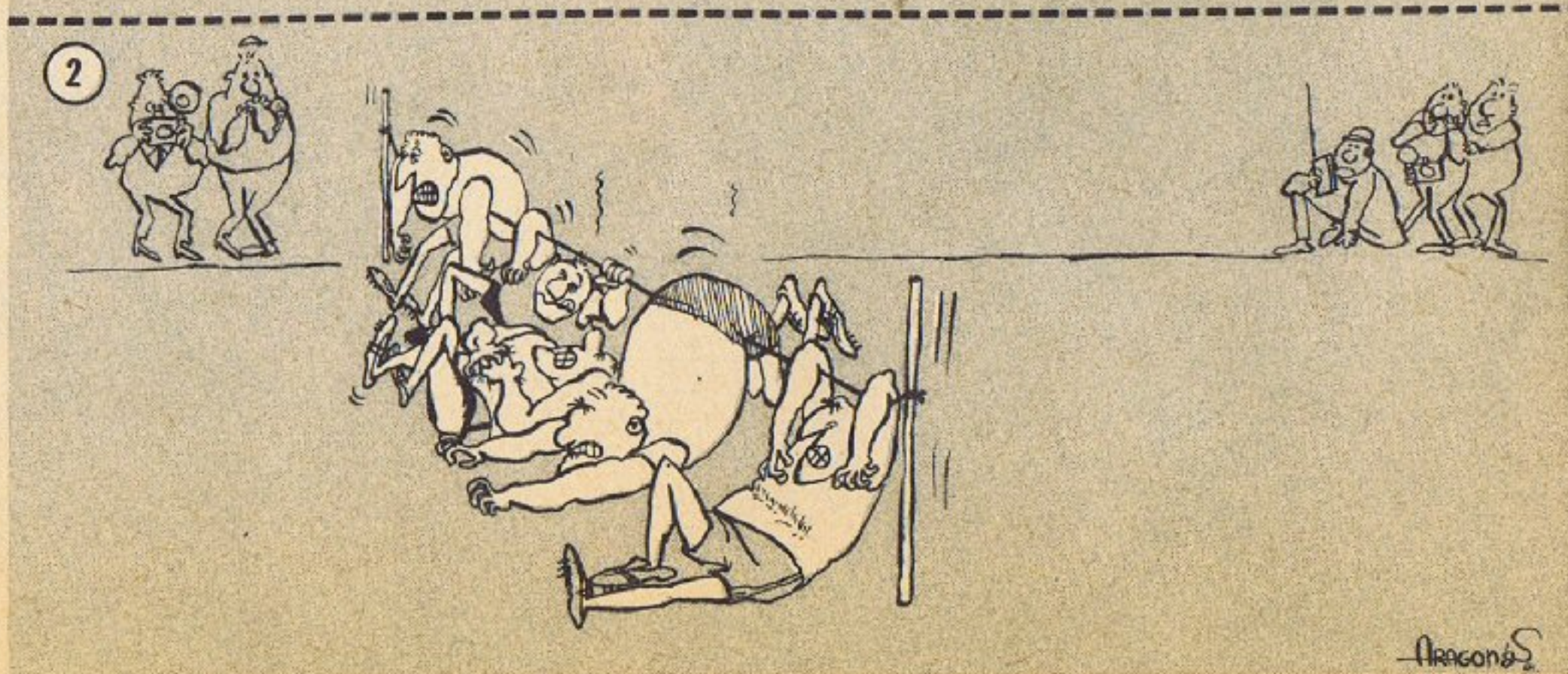
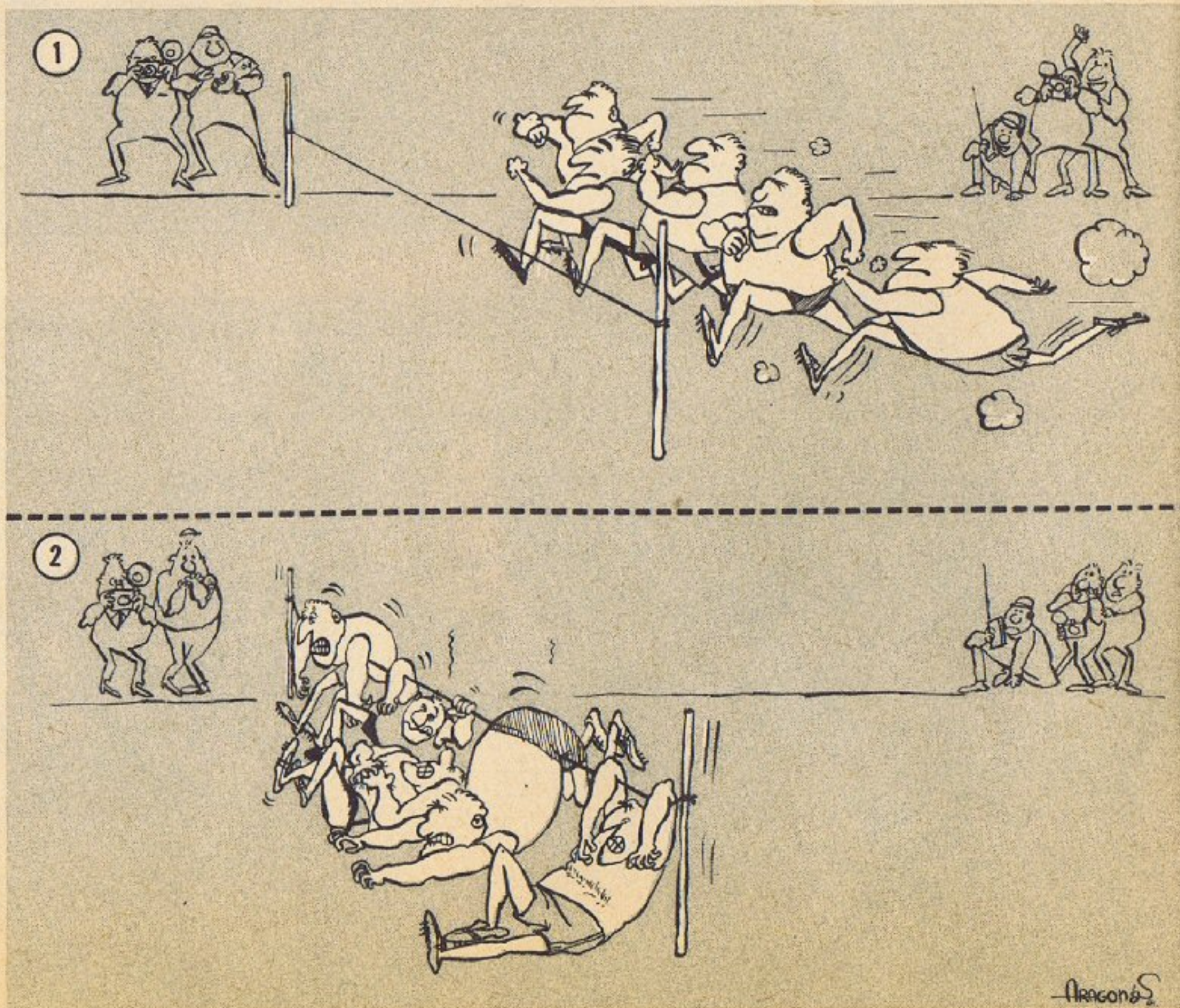
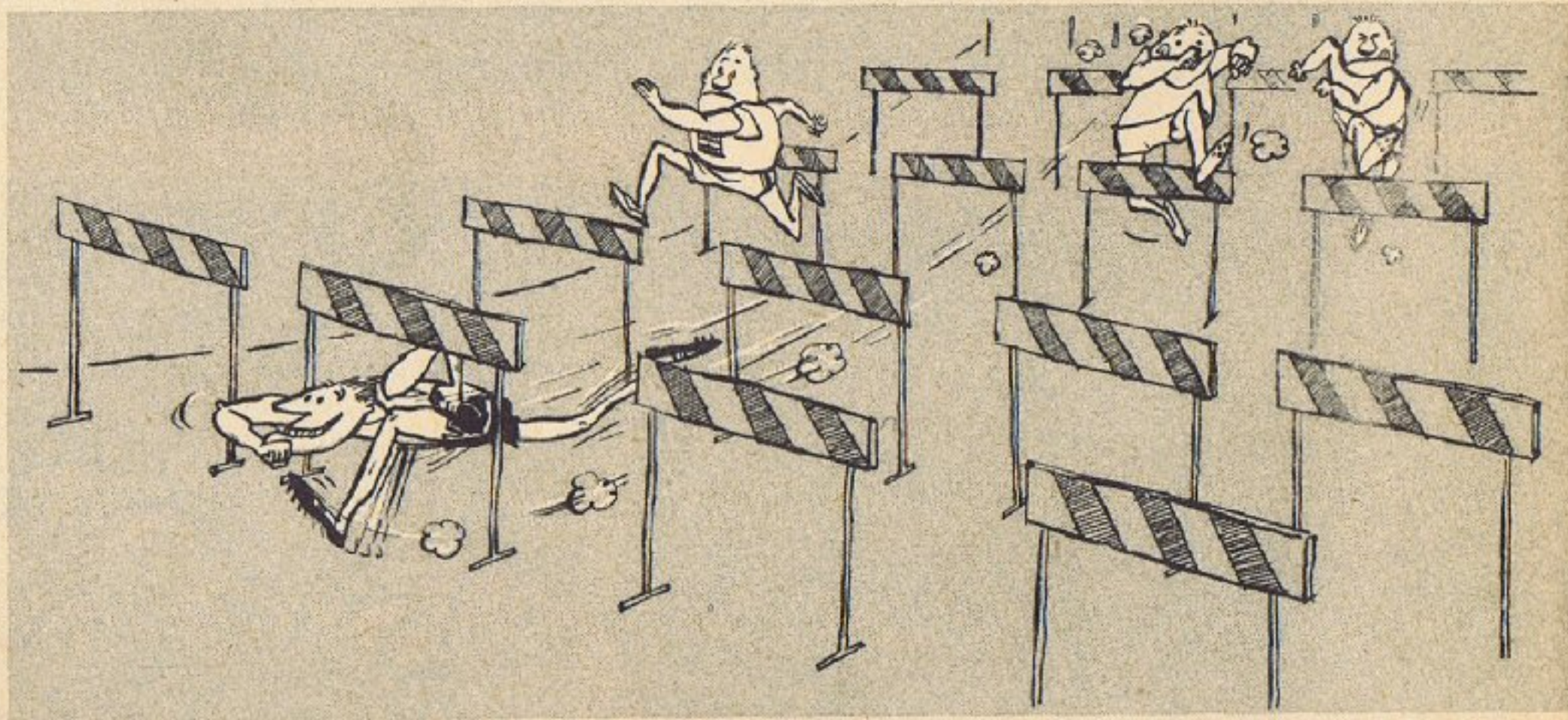
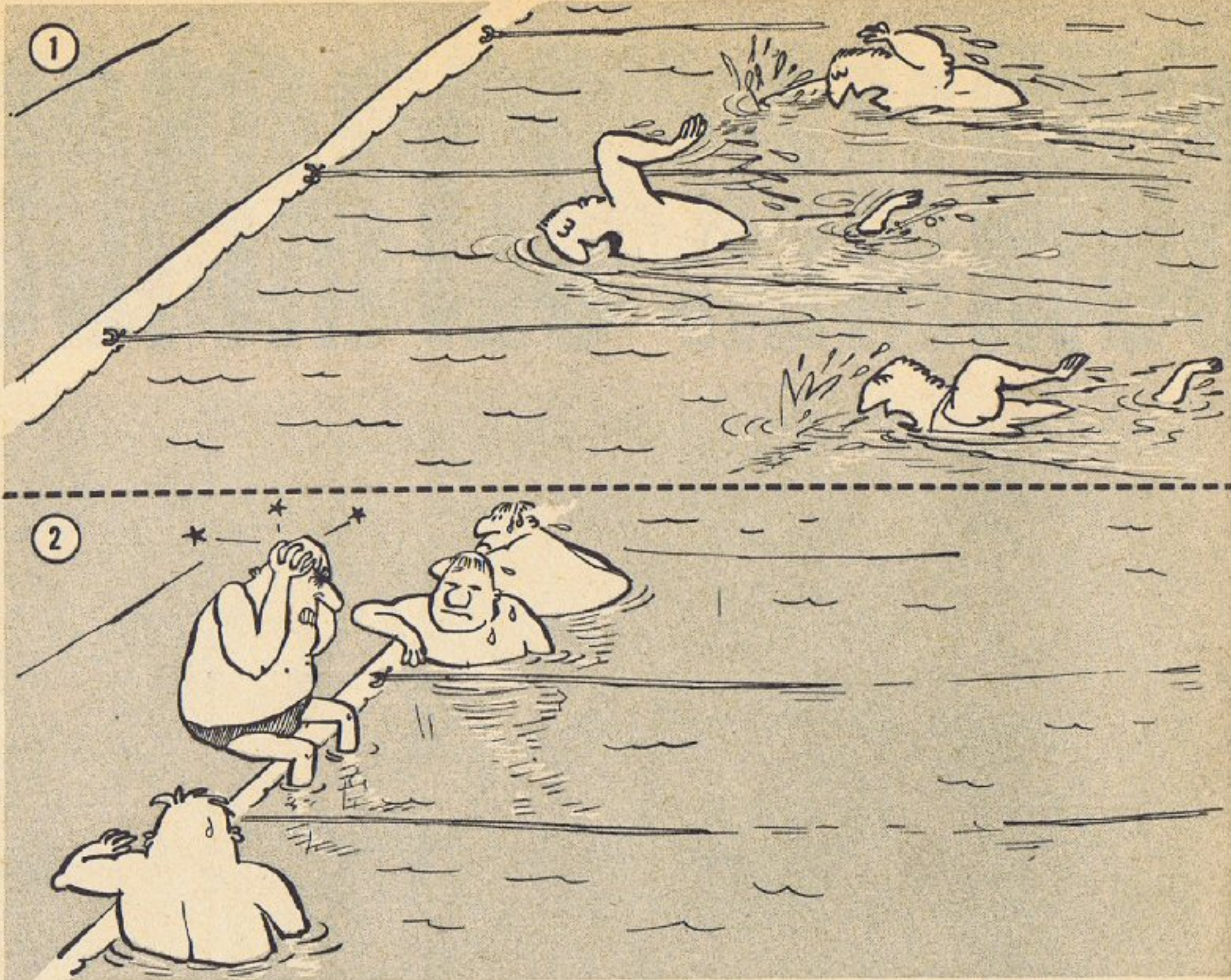
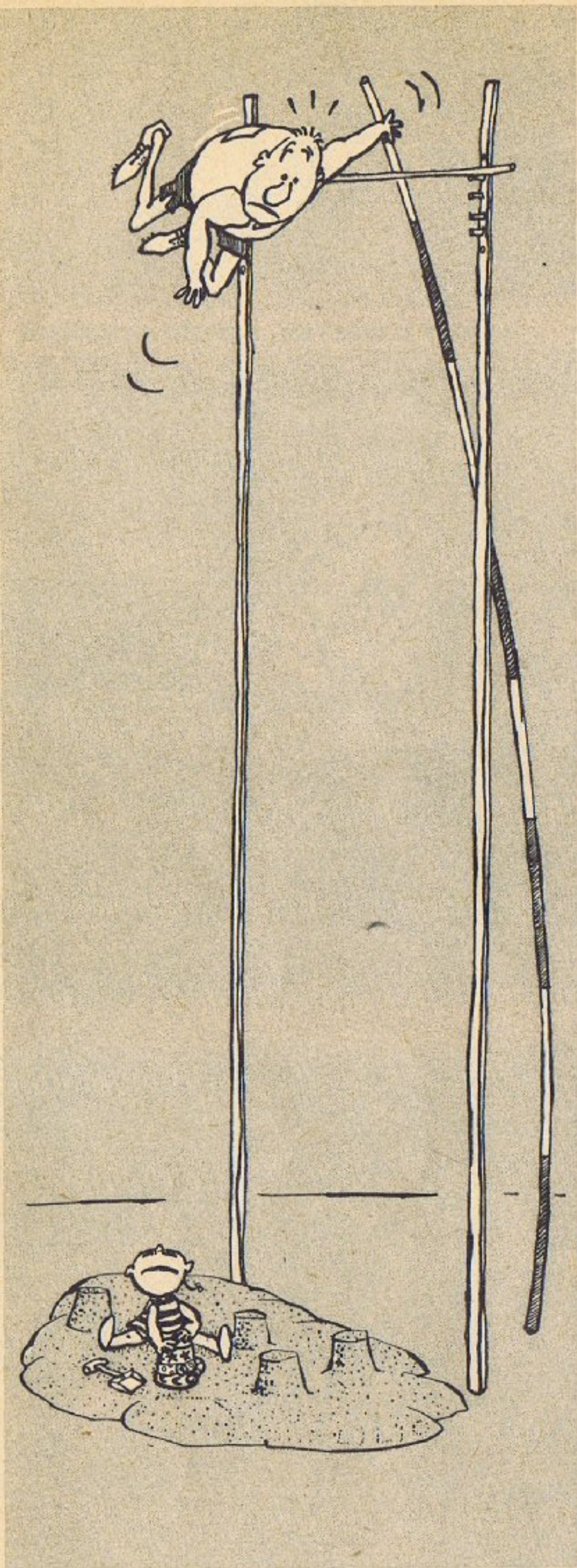
A MAD LOOK AT THE

SUMMER OLYMPICS

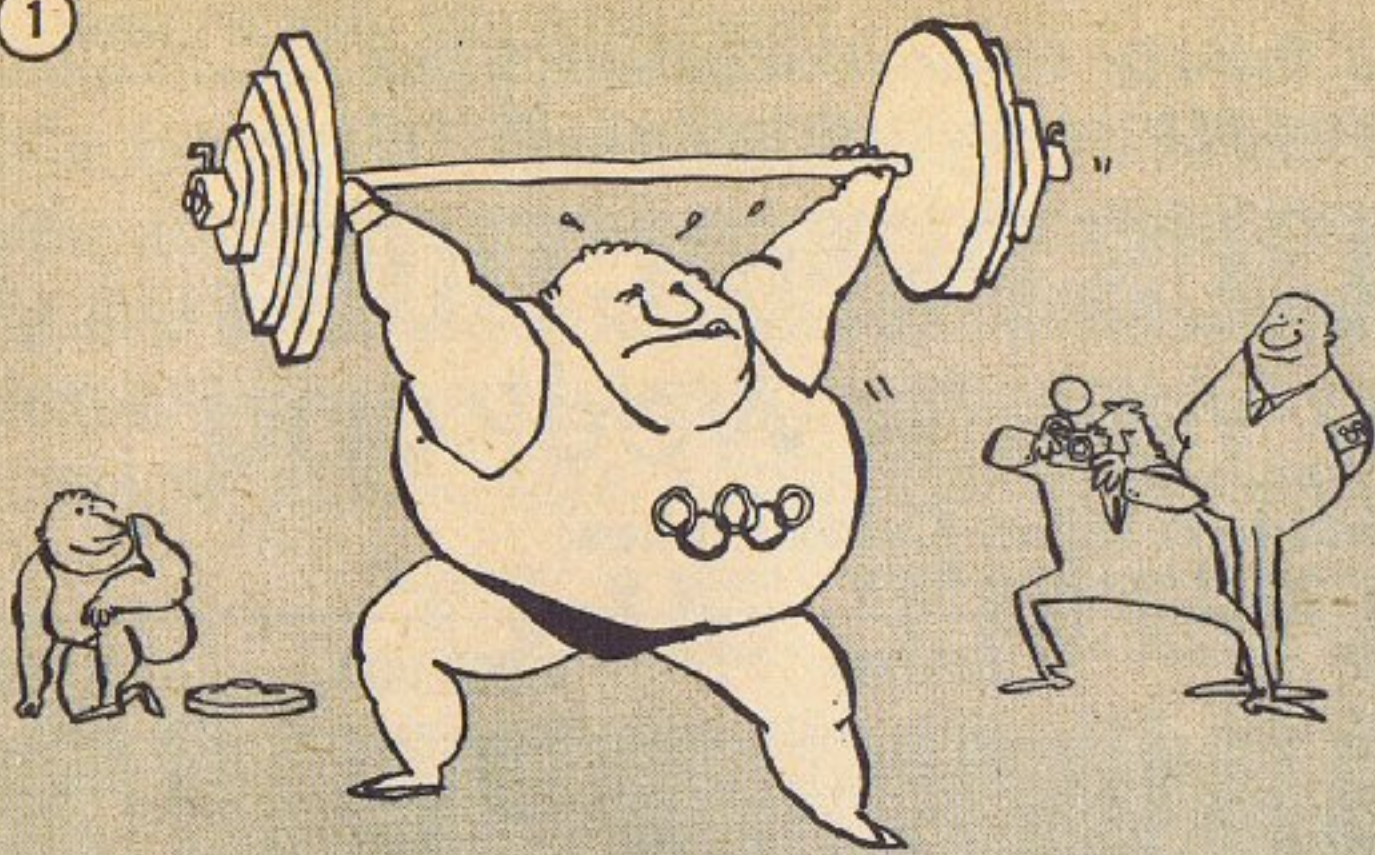


ARTIST & WRITER: SERGIO ARAGONES

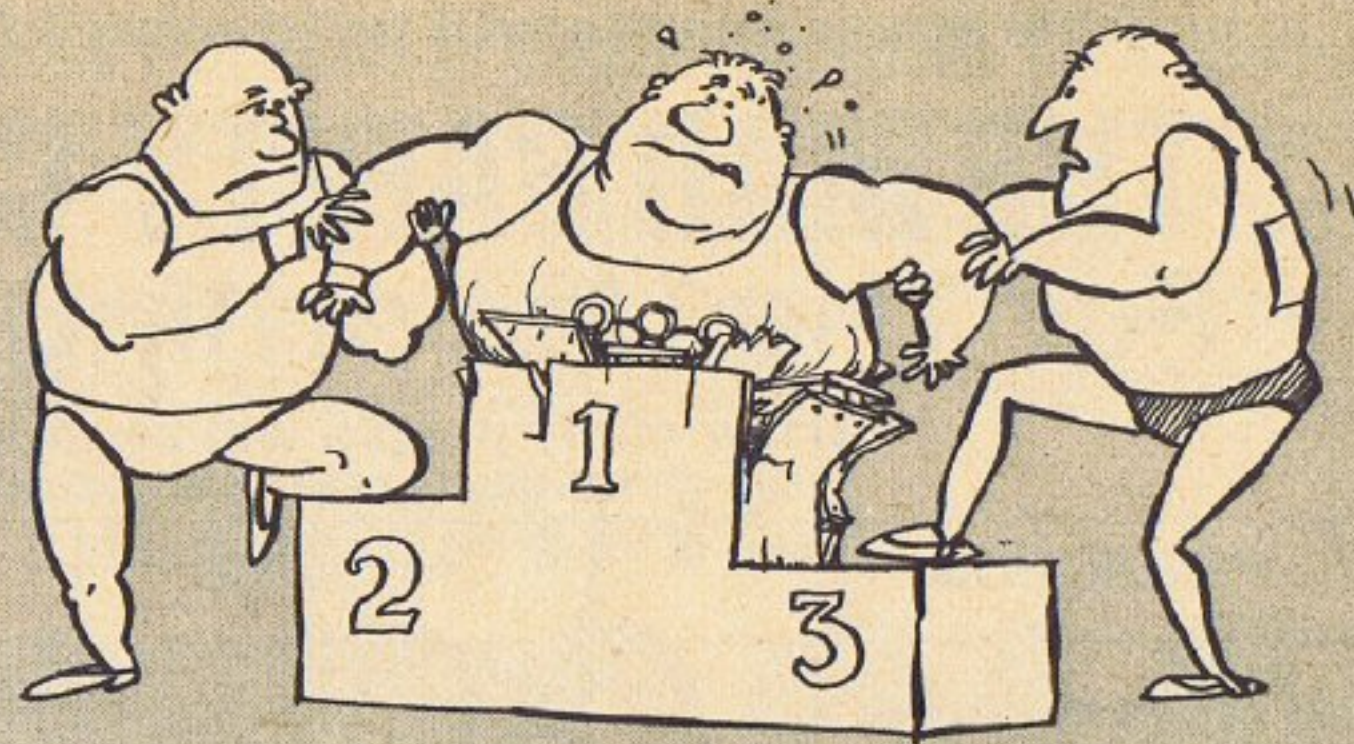




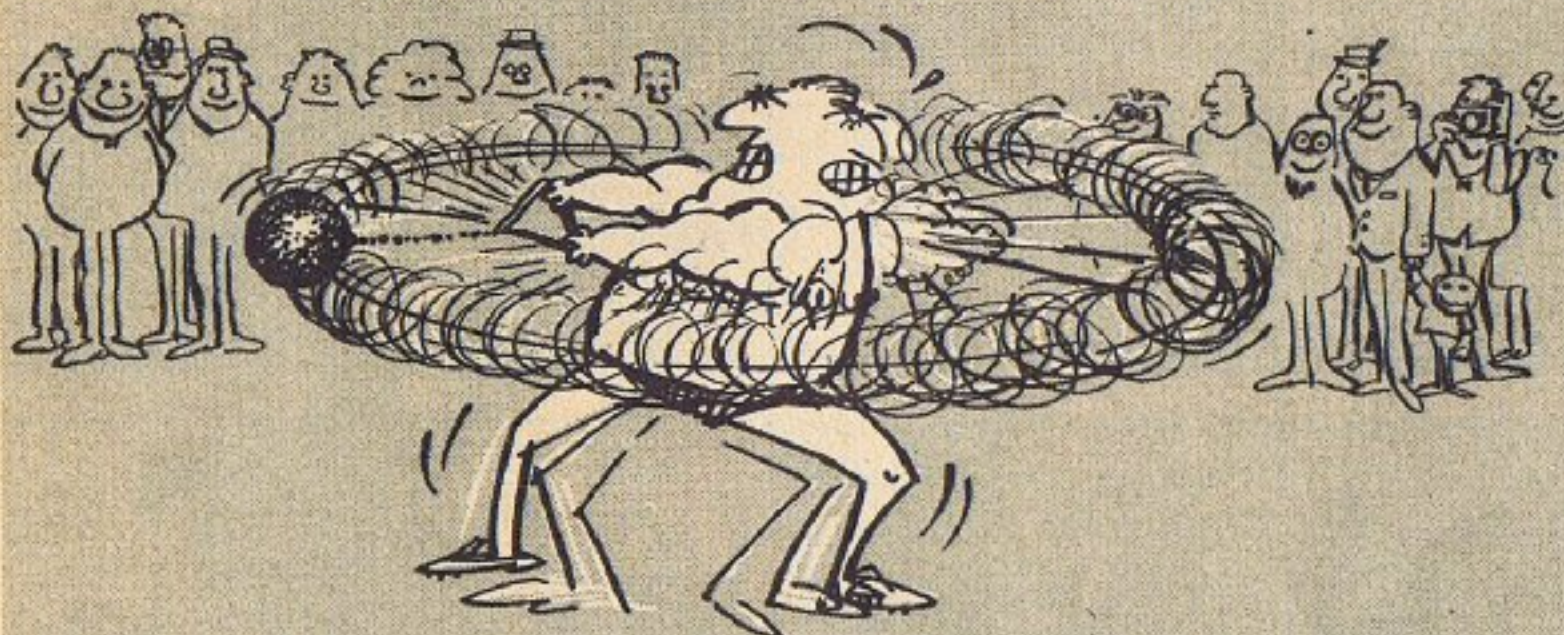
1



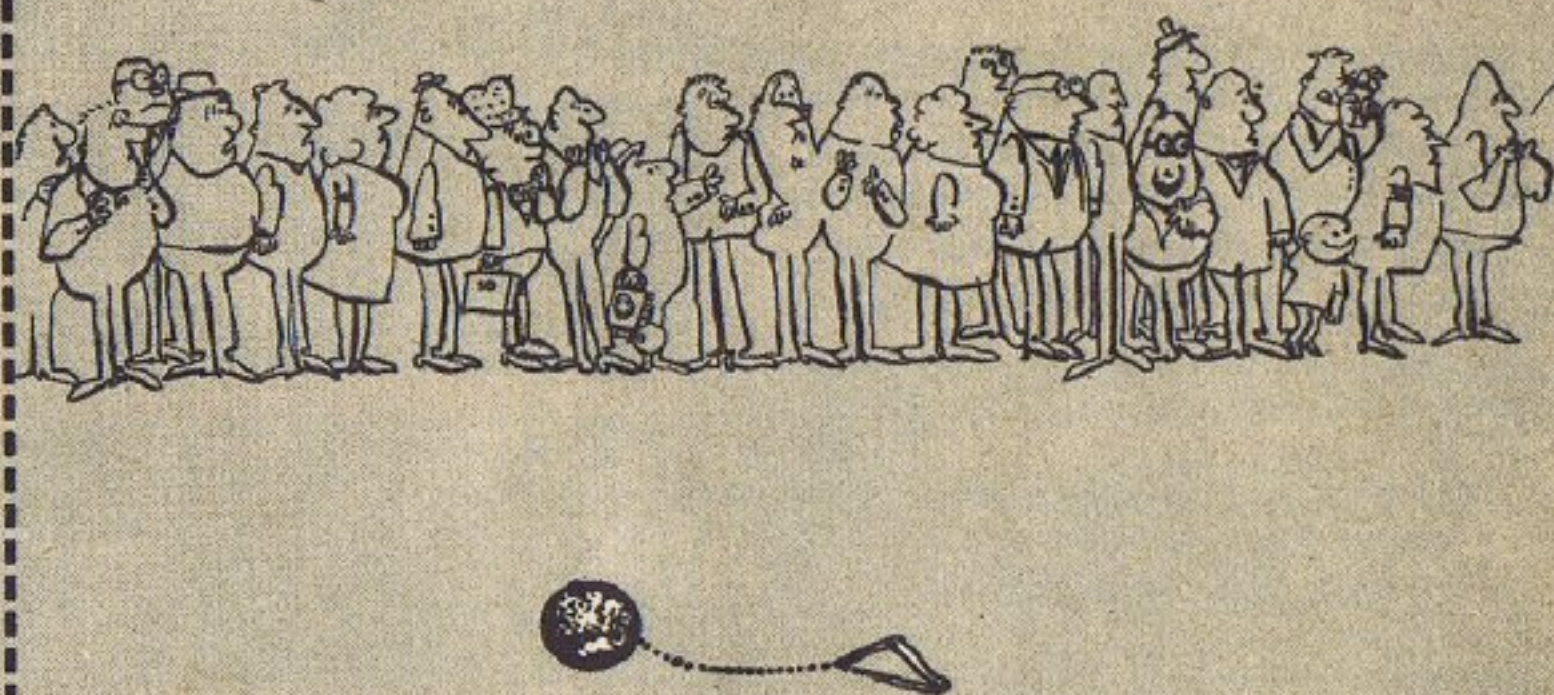
2



1



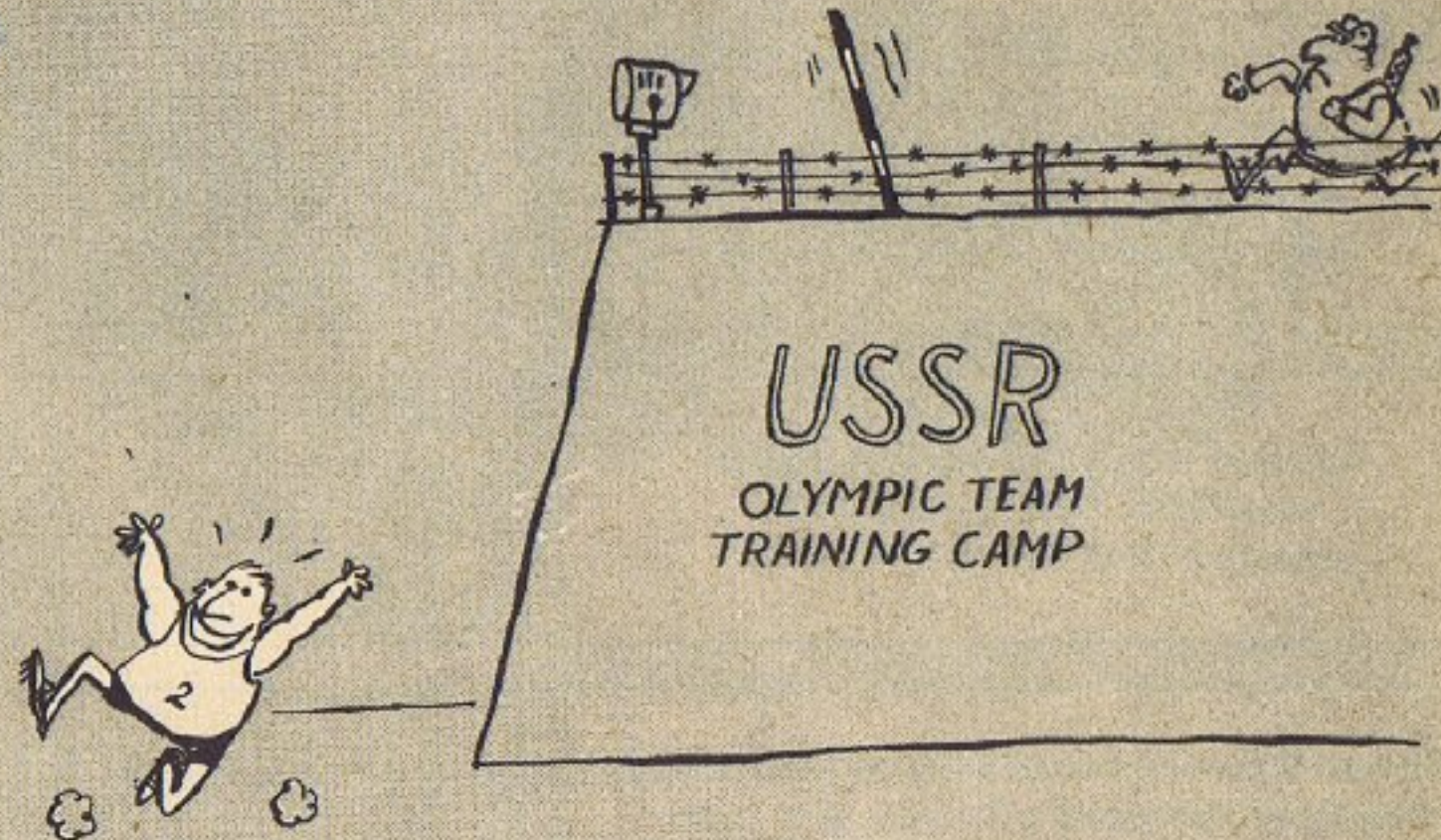
2



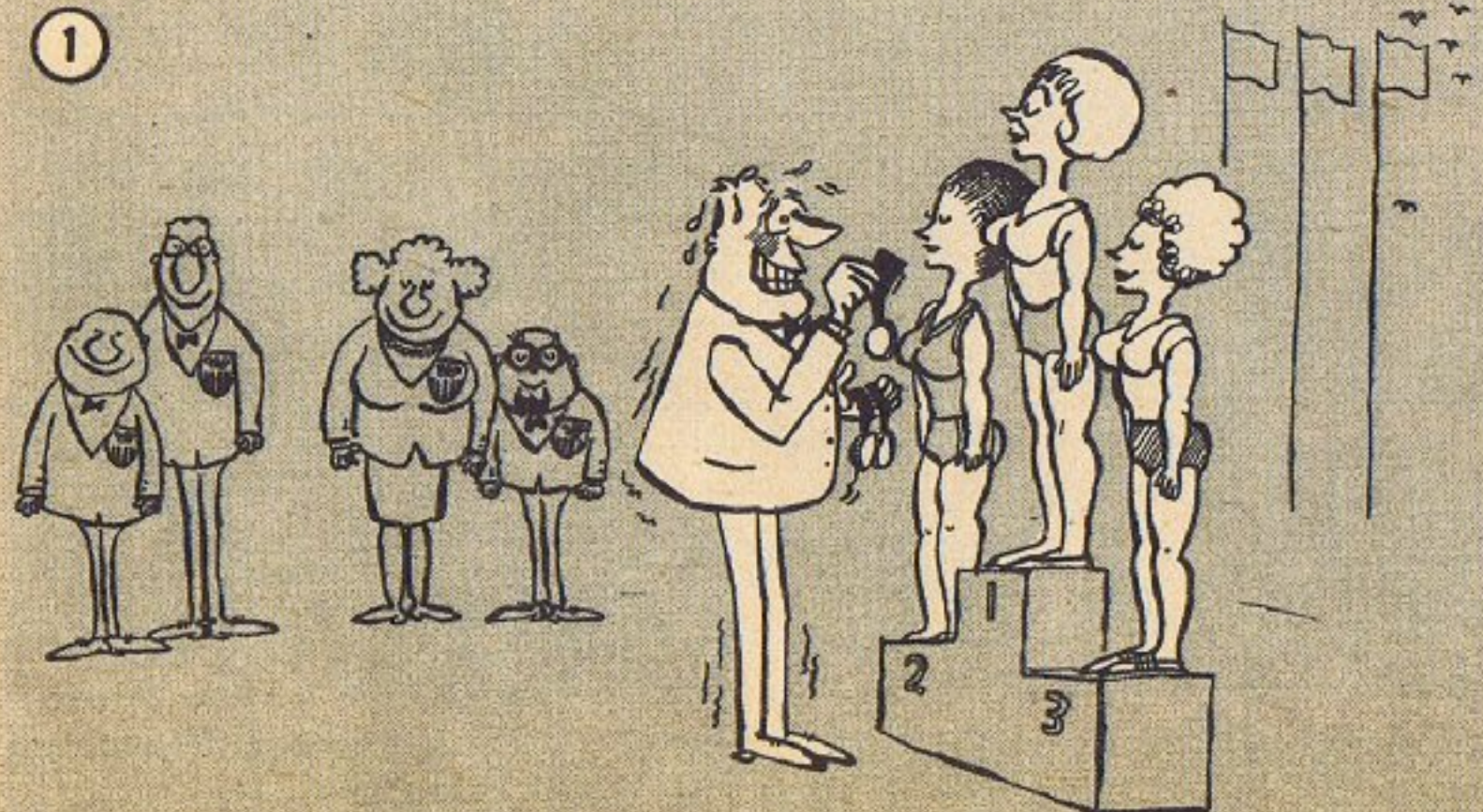
1



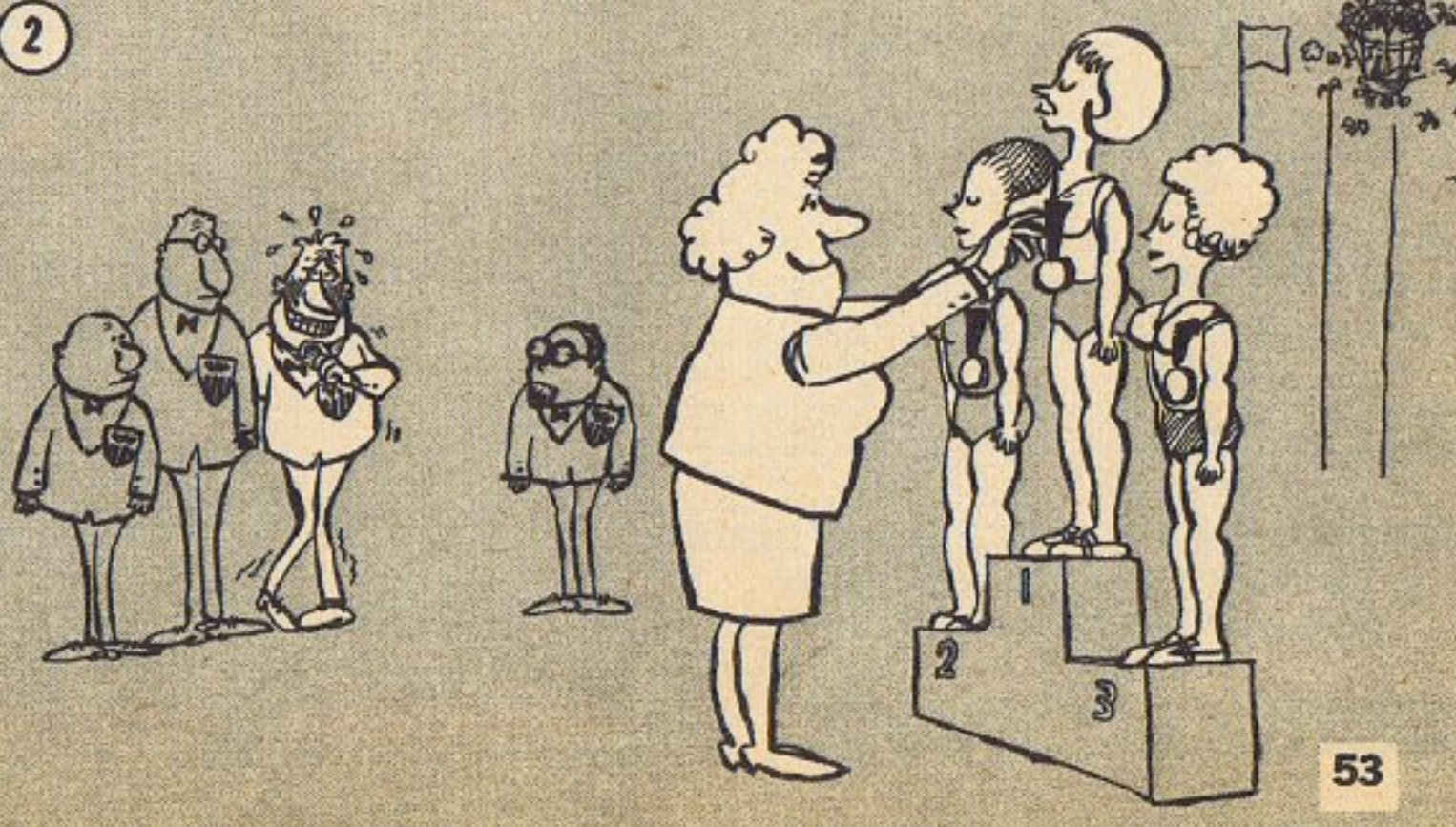
2



1



2



Here we go with our answer to the National Safety Council's predictions of how many people will be involved in what type major catastrophes. Mainly—

THE MAD SAFETY COUNCIL'S PREDICTIONS

For The Upcoming New Year's Weekend

(How many people will be involved in what-type minor Catastrophes)

ARTIST: SERGIO ARAGONES

WRITER: STAN HART

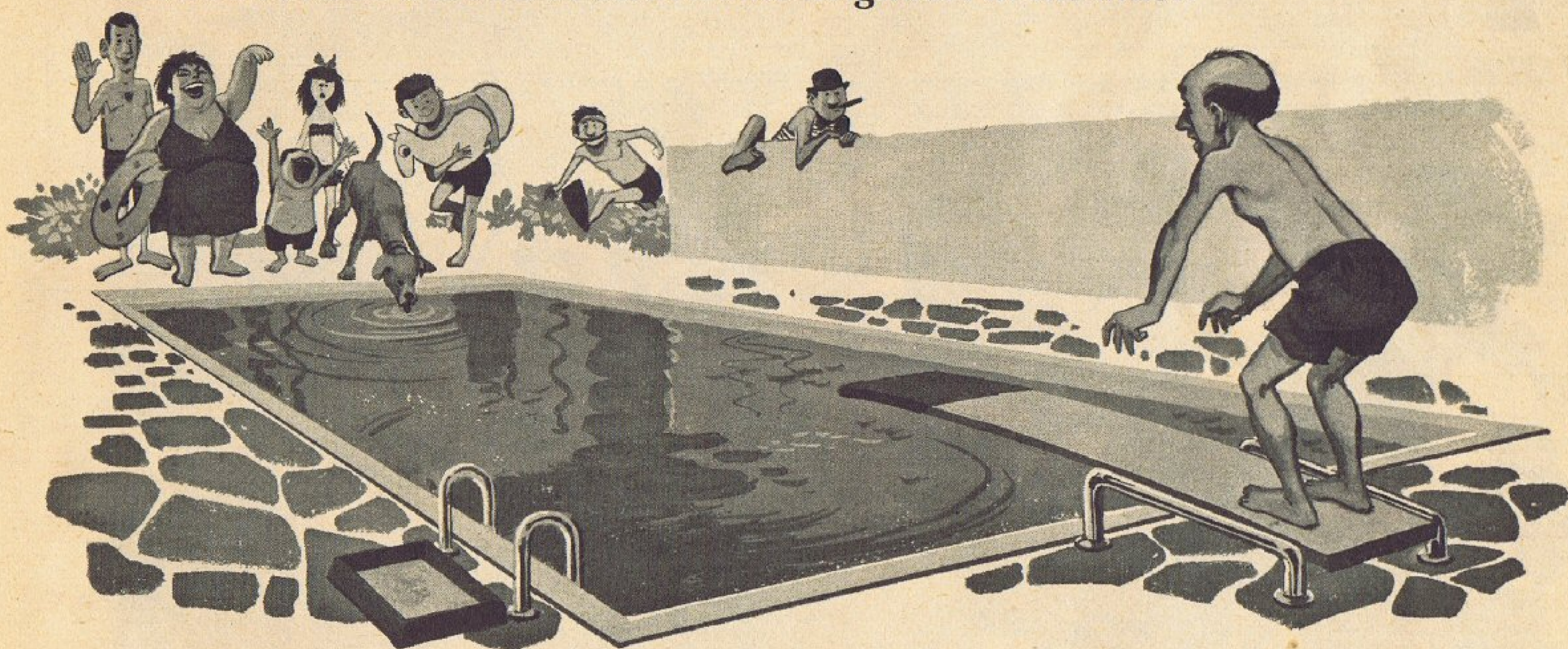
PREDICTION	1,700,000	1,800,000	1,900,000	2,000,000	2,100,000
Teenage party-givers who will want to die because their parents insist on "joining in the fun."					
Girls who will be shocked to discover that the wild party planned by their boyfriend is actually at their house.					
Boys who will be frustrated to learn that the phrase, "Aw, c'mon, it's New Year's Eve!" doesn't get them any further than any other night.					
Old people who will be moved when Guy Lombardo plays "Auld Lang Syne" on TV					
Young people who will be moved when Guy Lombardo plays "Auld Lang Syne," on TV.					
Men who will go crazy trying to figure out a Night Club bill for a party of 24 people.					
Women who will suddenly faint when they hear an off-color joke at a New Year's Eve party.					
Women who will become hysterical when they hear the same off-color joke from the woman who made believe she fainted.					
Husbands at parties who will put a lampshade on their head while the plug is still in the socket.					
Humiliated wives at parties who will be arrested for electrocuting husbands who put lampshades on their head.					
Boys who will be lonely because they "had the nerve" to ask a girl to a party at the last minute.					
Girls who will be lonely because a boy "had the nerve" to ask them to a party at the last minute.					

Once upon a time, Swimming Pools were strictly a luxury. Only two kinds of people had them: (1) Millionaires, and (2) Movie stars named Esther Williams. Today, all that has changed. The Swimming Pool is rapidly taking the place of the automobile as America's newest and flashiest "Status Symbol". And if we know anything about American Industry, just as the car developed, so will the Swimming Pool. In this article, we at MAD take a somewhat damp view of what the poor consumer has in store, as we examine:

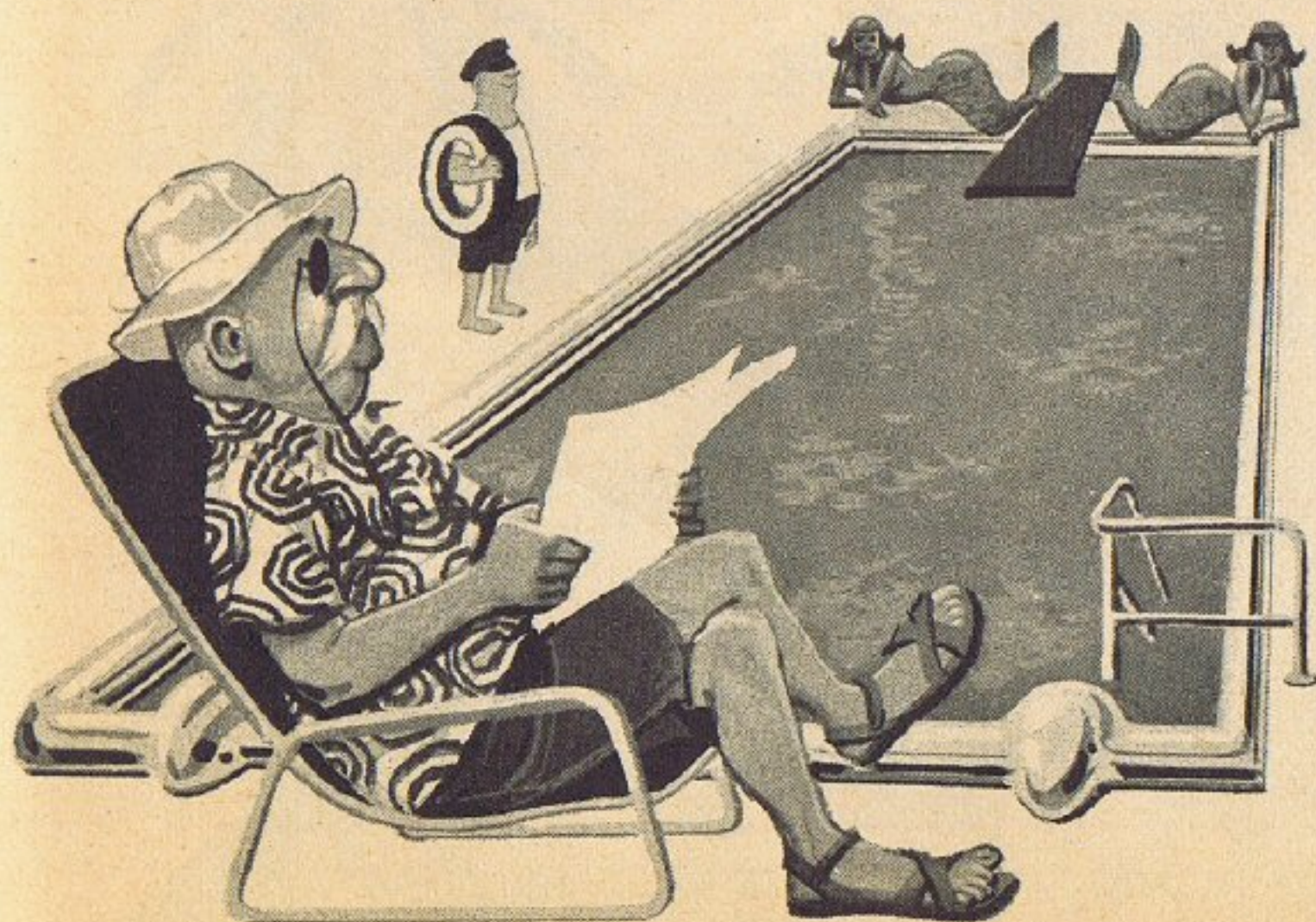
THE TREND TOWARD SWIMMING POOLS AS A NEW "STATUS SYMBOL"

■ Up to now, the Swimming Pool has been a fairly standard item . . . usually rectangular in shape . . . with a diving board at one end . . . and a crowd of unwelcome neighbors at the other.

ARTIST: BOB CLARKE
WRITER: SY REIT



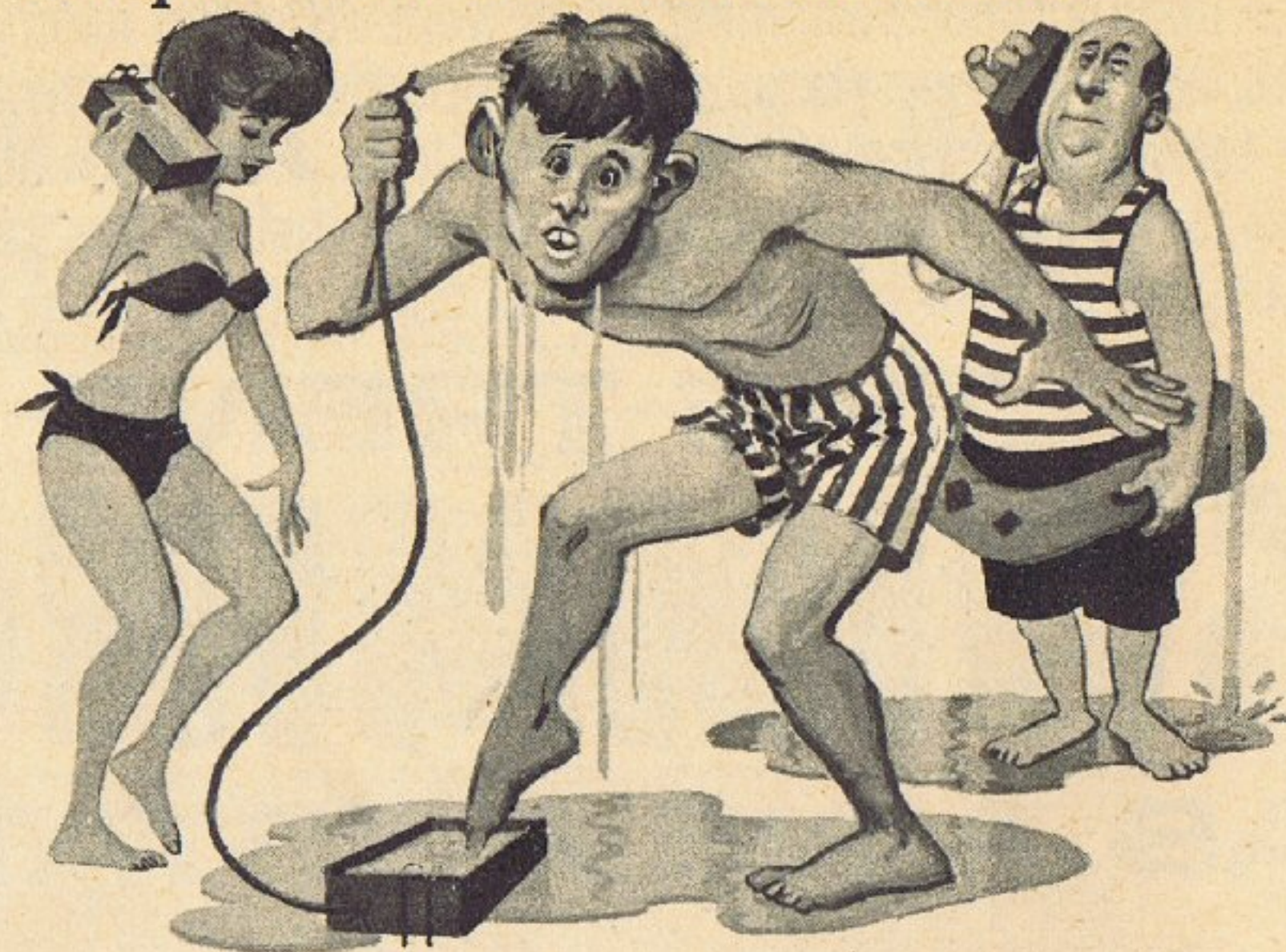
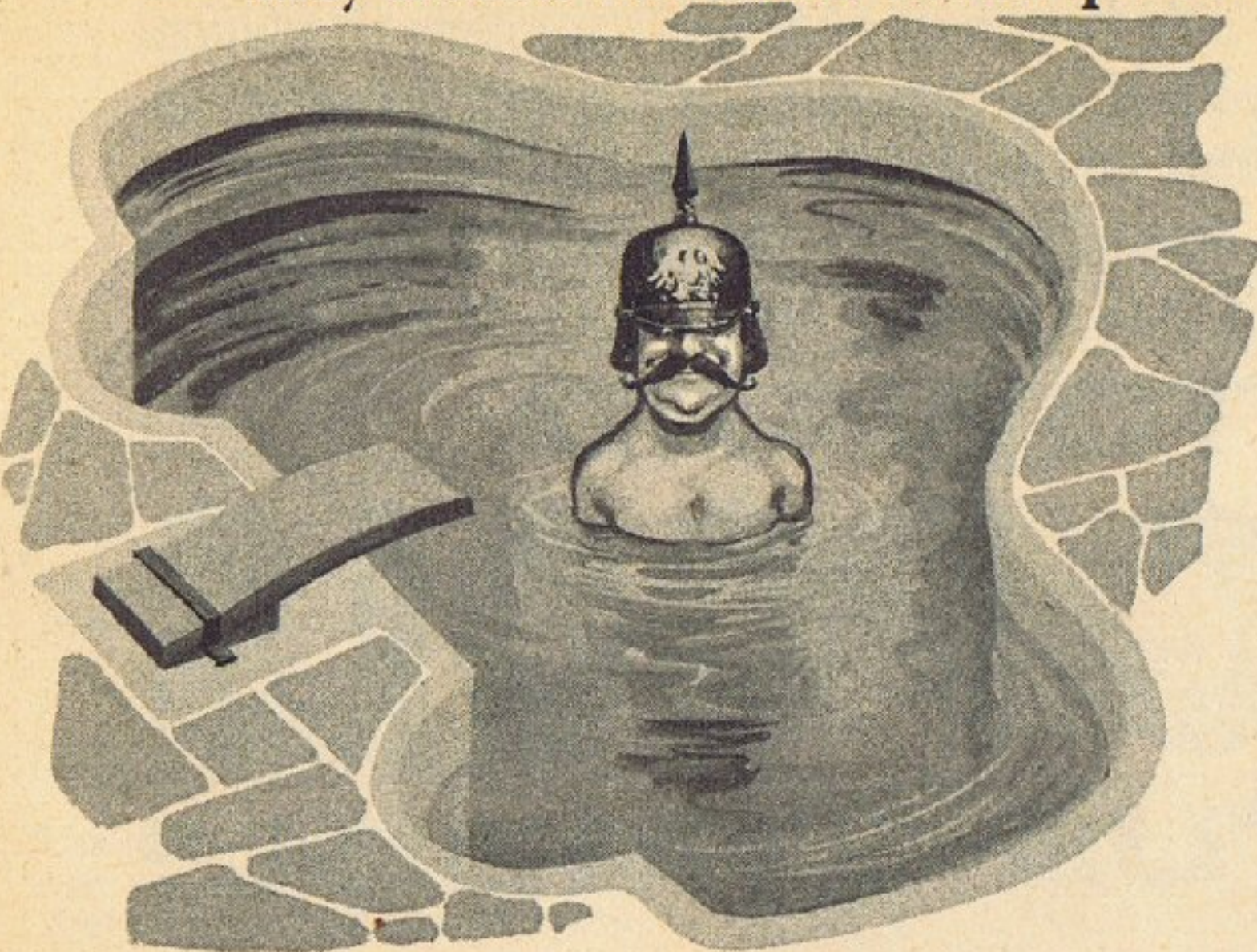
■ But as the trend develops and grows, we can expect the usual competition. In order to grab business, pool manufacturers will begin to introduce new models and interesting gimmicks. And we can look forward to things like . . .



Large, flashy, chrome-plated pools with white side-wall life preservers, and tail fins on the diving board . . .

—and racy sport models (also available as convertibles), with two-tone paint jobs and high-powered filter motors.

Before you know it, Foreign Pool Manufacturers will get into the act, and they'll turn out a line of low-priced "compacts" for the American Market:



The Germans will put out a model called a "Volkswasser"... and the Japanese might even try a transistor pool.

Next will come...

Dad, I have a date tonight!
Can I borrow the pool?

Okay, Son! Here are the
keys to the filter pump!

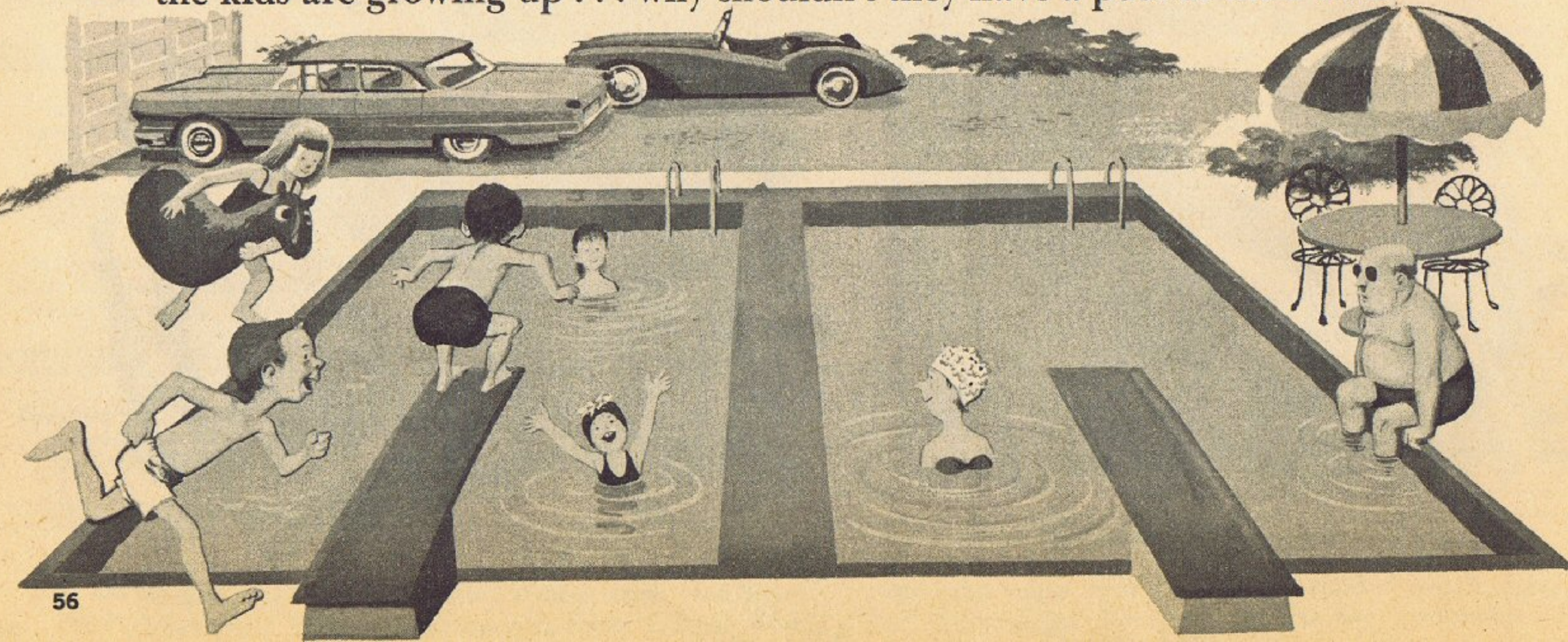


Ellen? This is Martha!
I called about next
week's Pool pool...

Linda will take the children
on Monday, and Sally is set
for Tuesday. If you can take
the Cub Scouts on Wednesday—



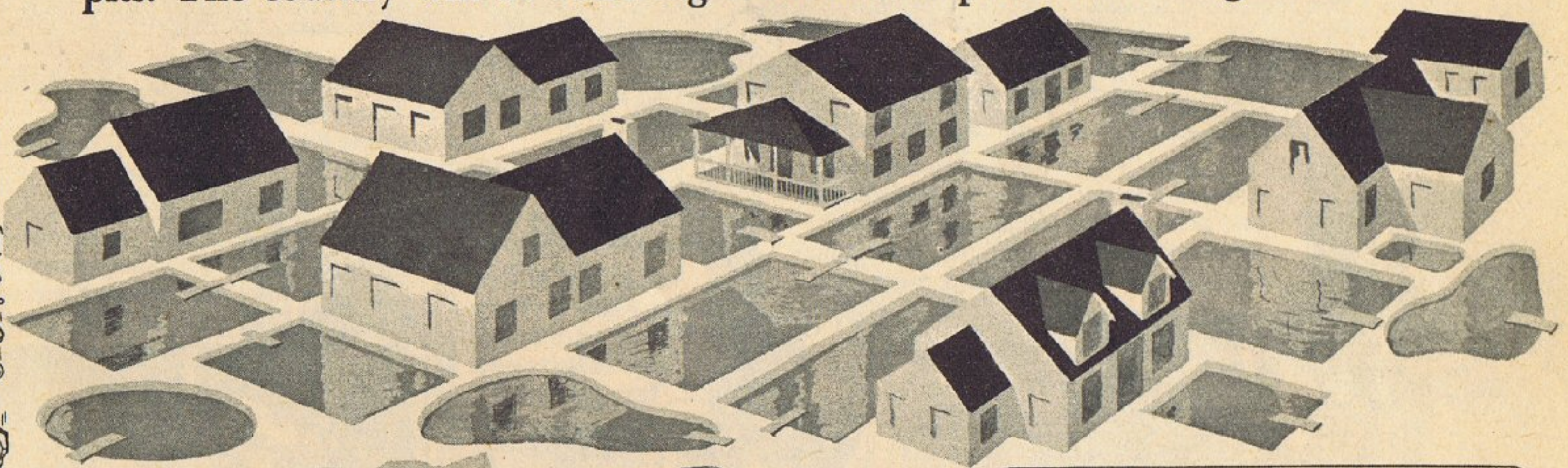
As the trend continues, we'll begin to see "Two-Pool" families. After all, the kids are growing up... why shouldn't they have a pool of their own?



■ On America's highways and thruways, the "Drive-In" will be replaced by the "Dive-In" . . . and "Used Pool Lots" will become a familiar sight everywhere.

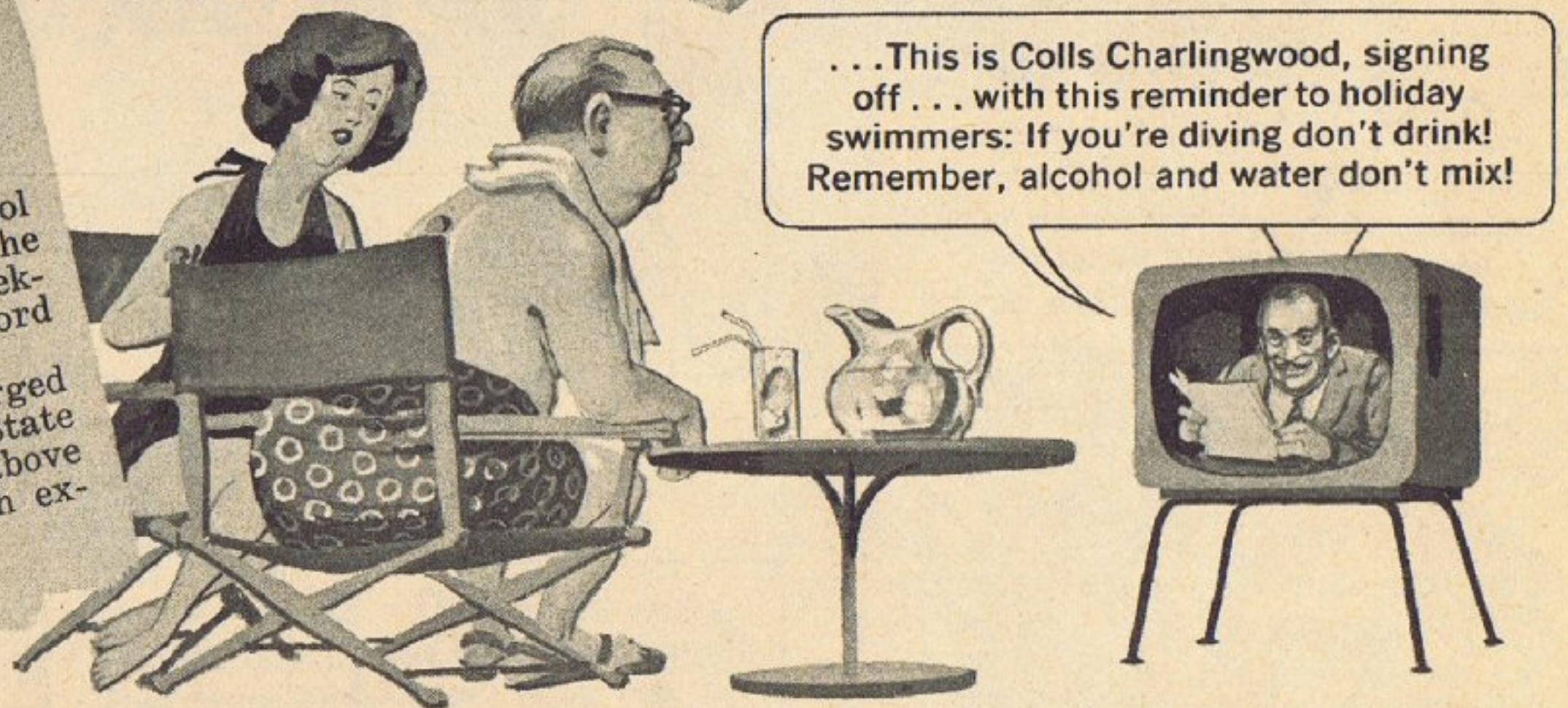


■ After a while, we'll have so many pools that they'll be backed up, ladder to ladder. There won't be room for gardens or backyards, or even barbecue pits. The country will be suffering from serious pool traffic congestion.

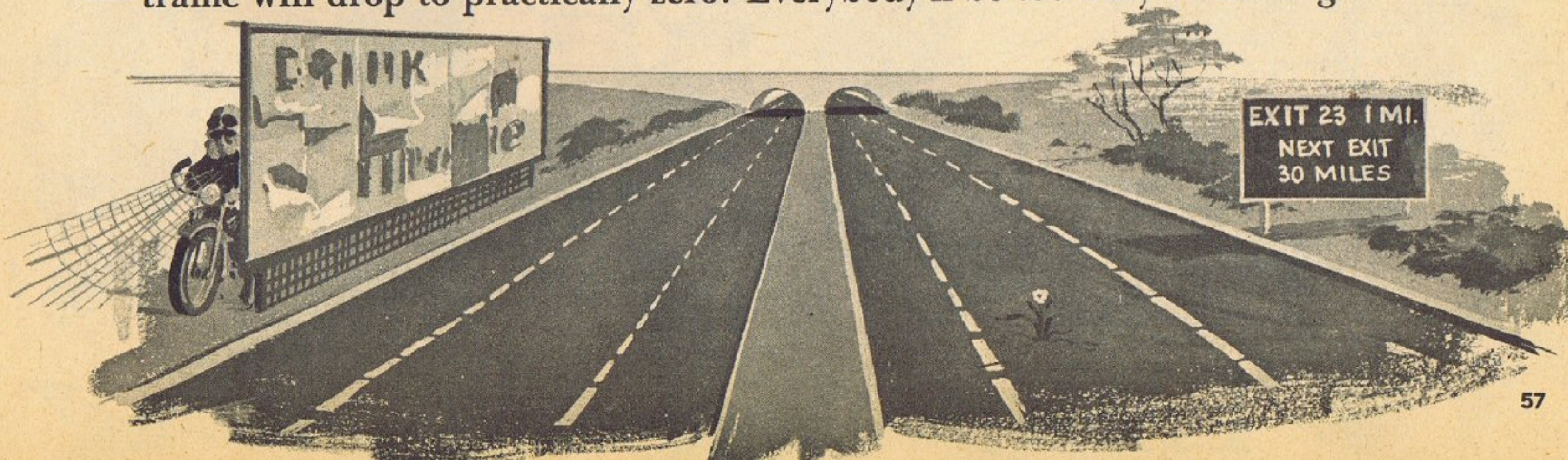


HOLIDAY POOL DEATHS MAY HIT NEW HIGH!

July 3 (AP)—The National Pool Safety Council predicted that the death toll for the holiday weekend would climb to a new record of over 560. Governor Sabu T. Zitzlaff urged all pool owners to observe State Water Safety Laws, and above all, to dive safely and with extreme care.



■ But there is one bright spot in this gloomy picture: America's highway traffic will drop to practically zero! Everybody'll be too busy swimming.

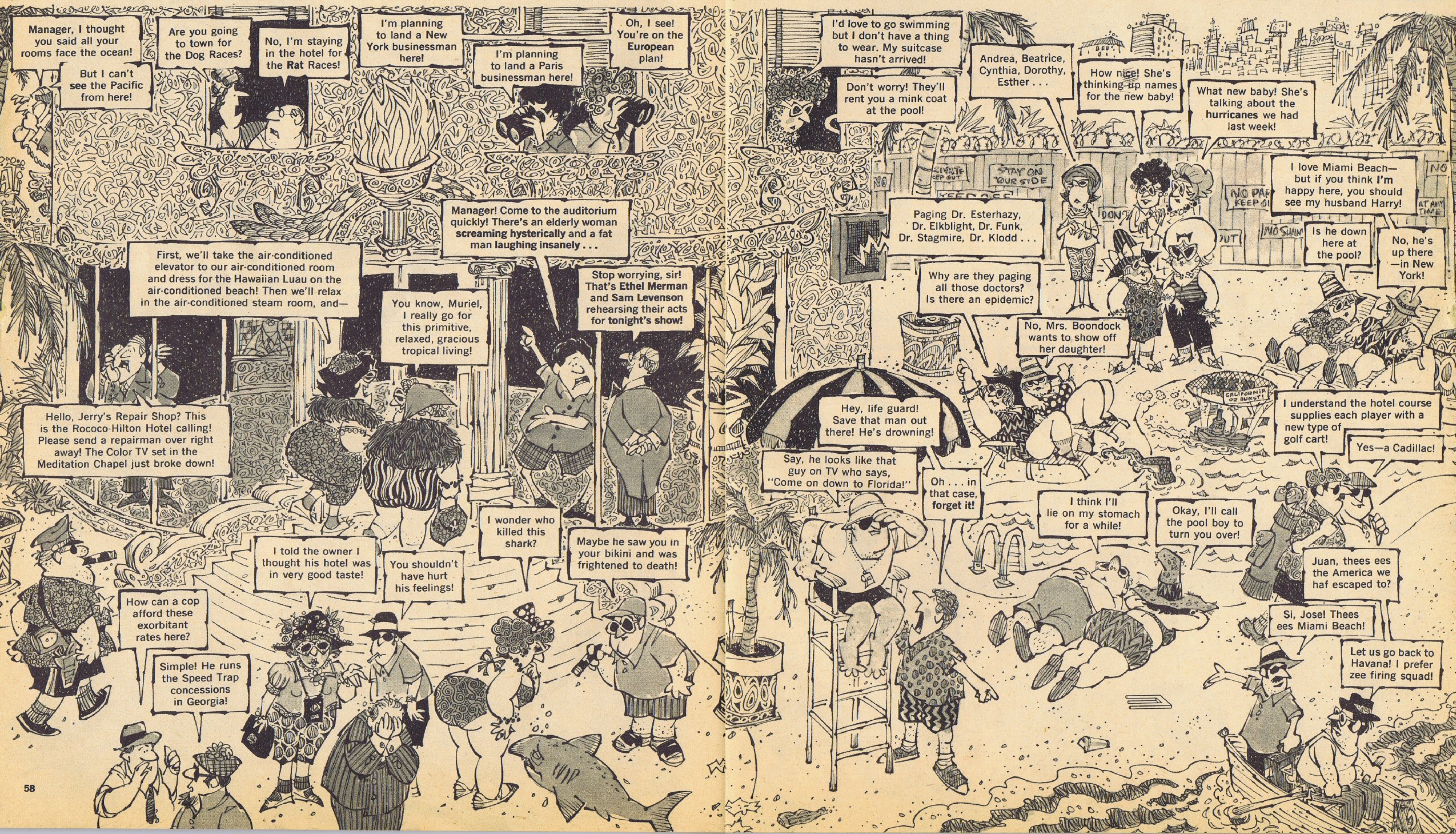


In this, its fifth installment, "The MAD Information Service" continues to inform Americans about America—by presenting

THE SIGHTS and SOUNDS OF THE U.S.a.

THIS ISSUE—SPOTLIGHTING
MIAMI BEACH
FLORIDA

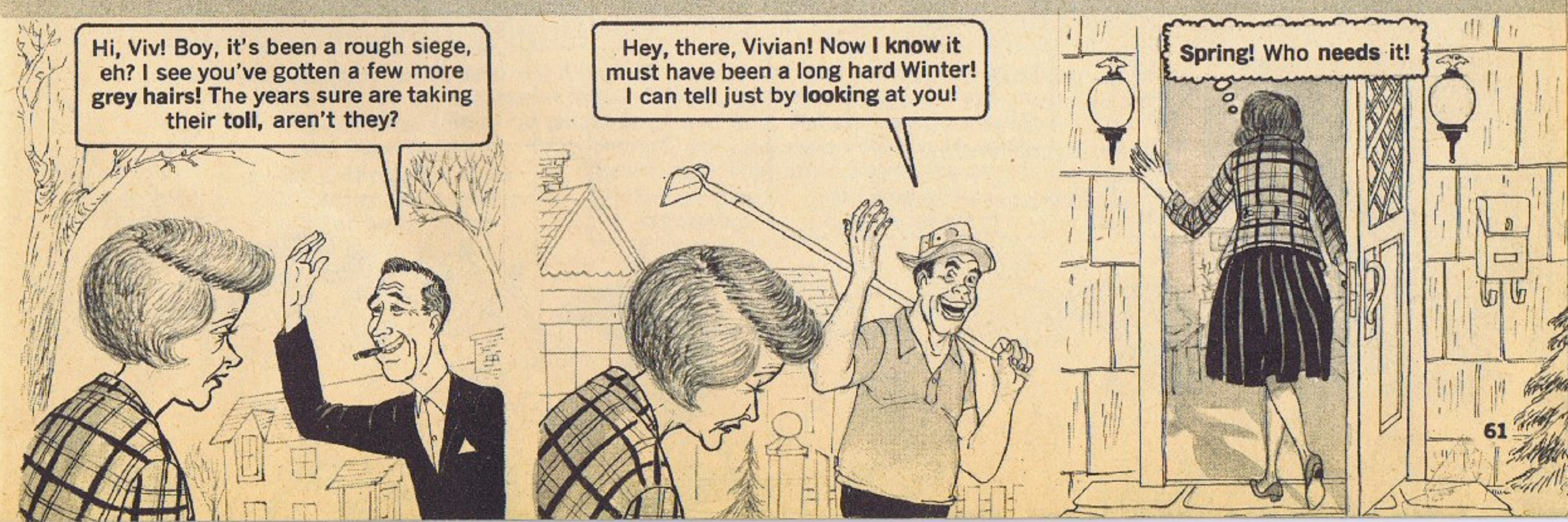
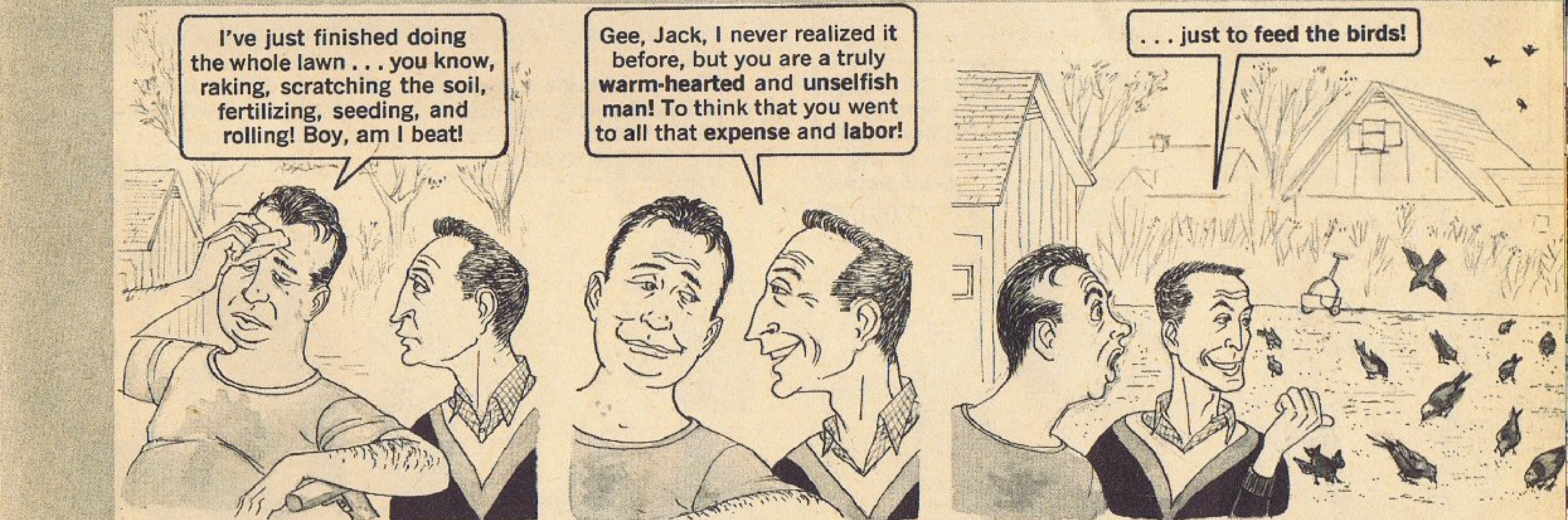
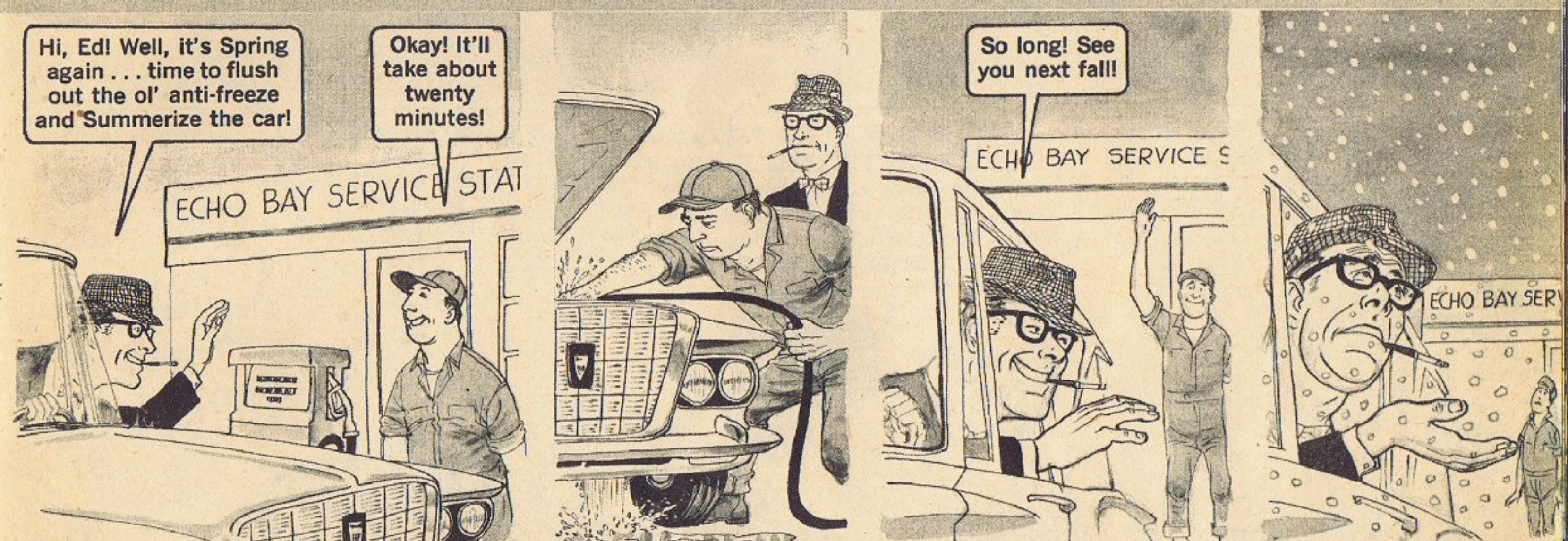
ARTIST: PAUL COKER JR.
WRITERS:
LARRY SIEGEL & FRANK JACOBS

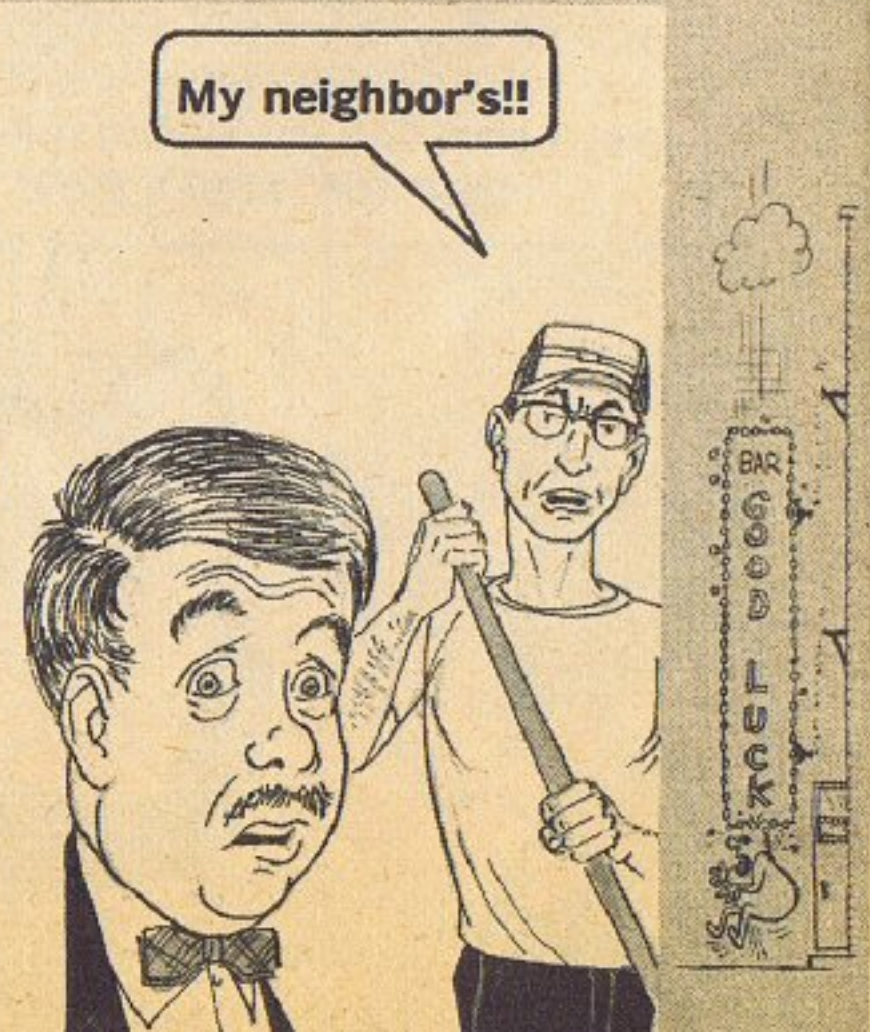
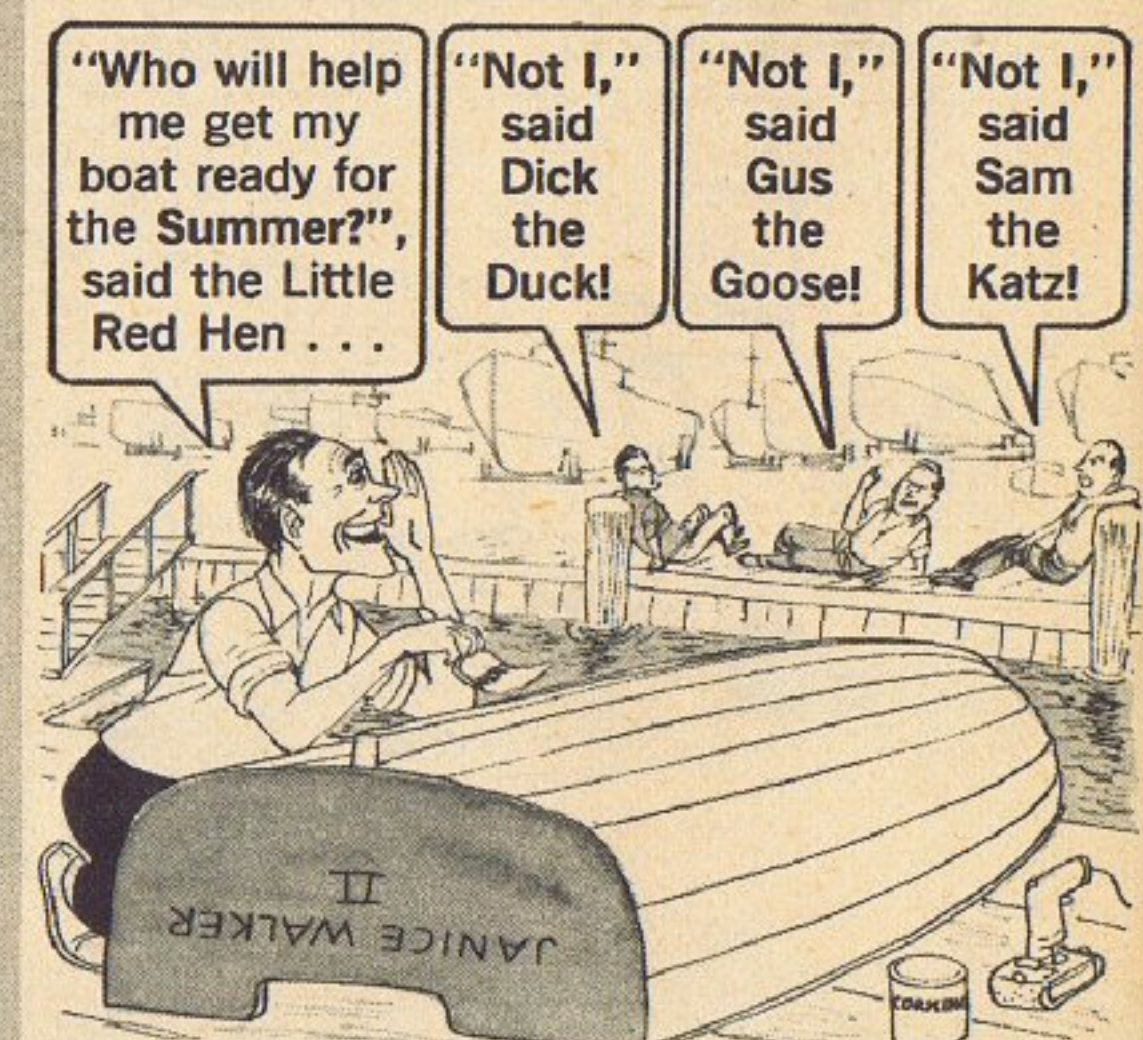
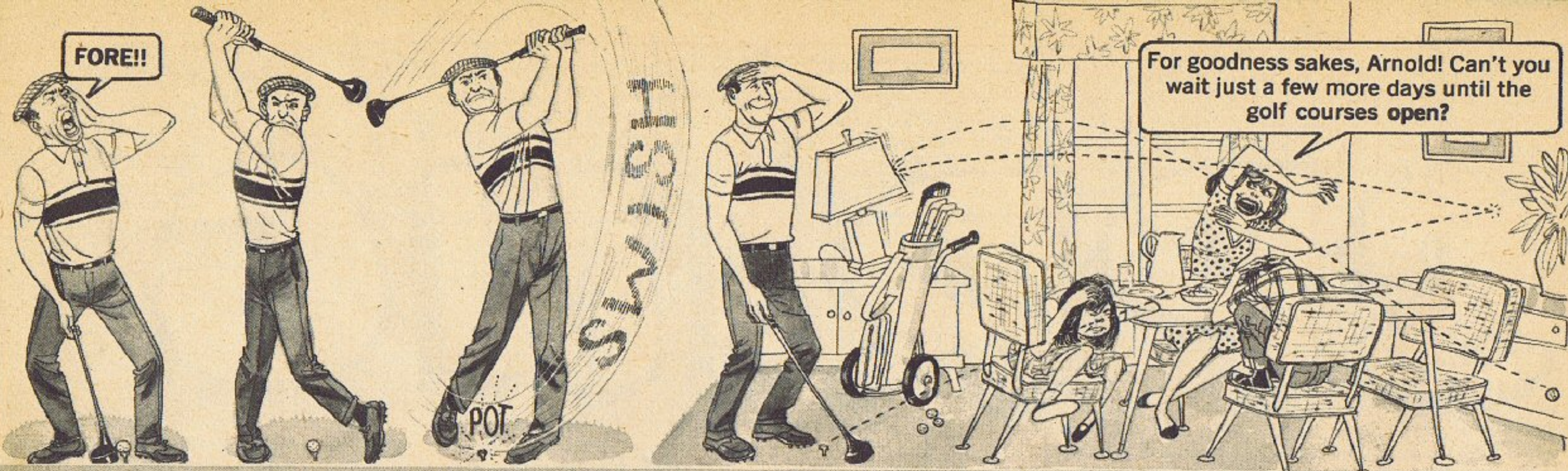


THE LIGHTER SIDE OF



SPRING





See, Stevie! It's Spring! The trees are beginning to bud and life is starting anew—



The frozen crust of the earth has thawed, the heavens have wept for joy with April showers, rivulets of water are running through the once rock-hard soil changing it to life-giving mud—



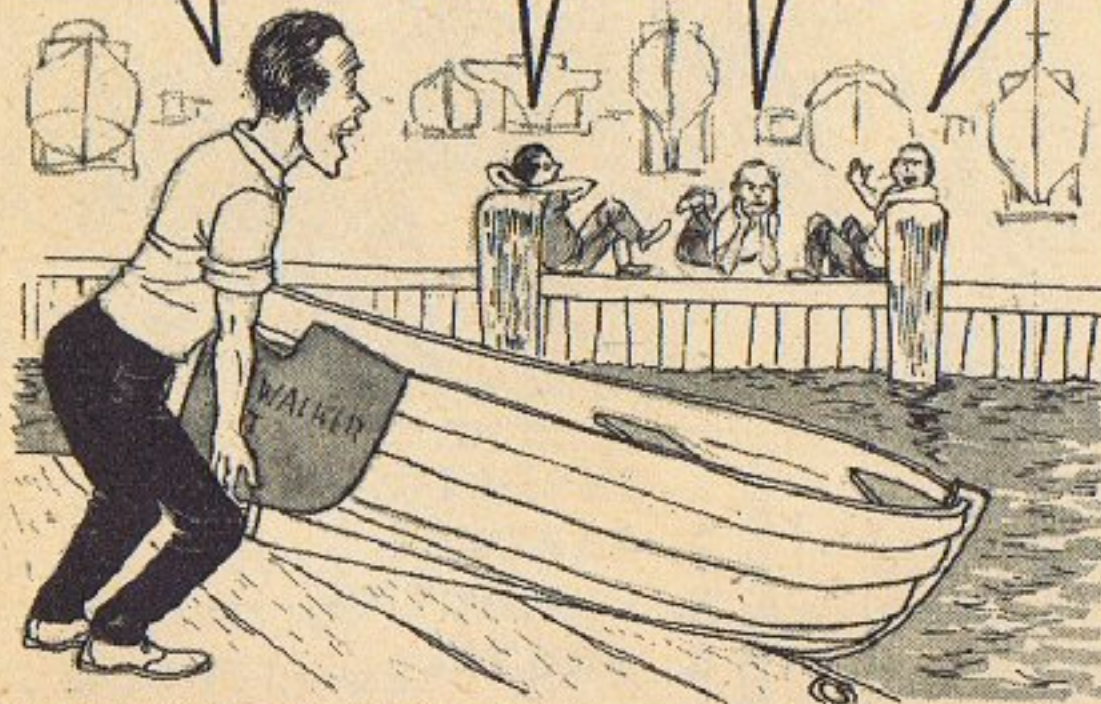
The temperature is a balmy 73 degrees, the seeds are cracking through their shells and sending up green shoots, and the Robin Red-Breast is chirping his happy message, telling the world that the long hard Winter is over—



SO PUT YOUR SLED AWAY ALREADY!!



"Who will help me put my boat into the water?" said the Little Red Hen . . .



"Not I," said Dick the Duck!

"Not I," said Gus the Goose!

"Not I," said Sam the Katz!

"Who will go fishing with me?" said the Little Red Hen . . .



"I will!", said Dick the Duck!

"I will!", said Gus the Goose!

"I will!", said Sam the Katz!

"DROP DEAD... ALL OF YOU!", said the Little Red Hen!



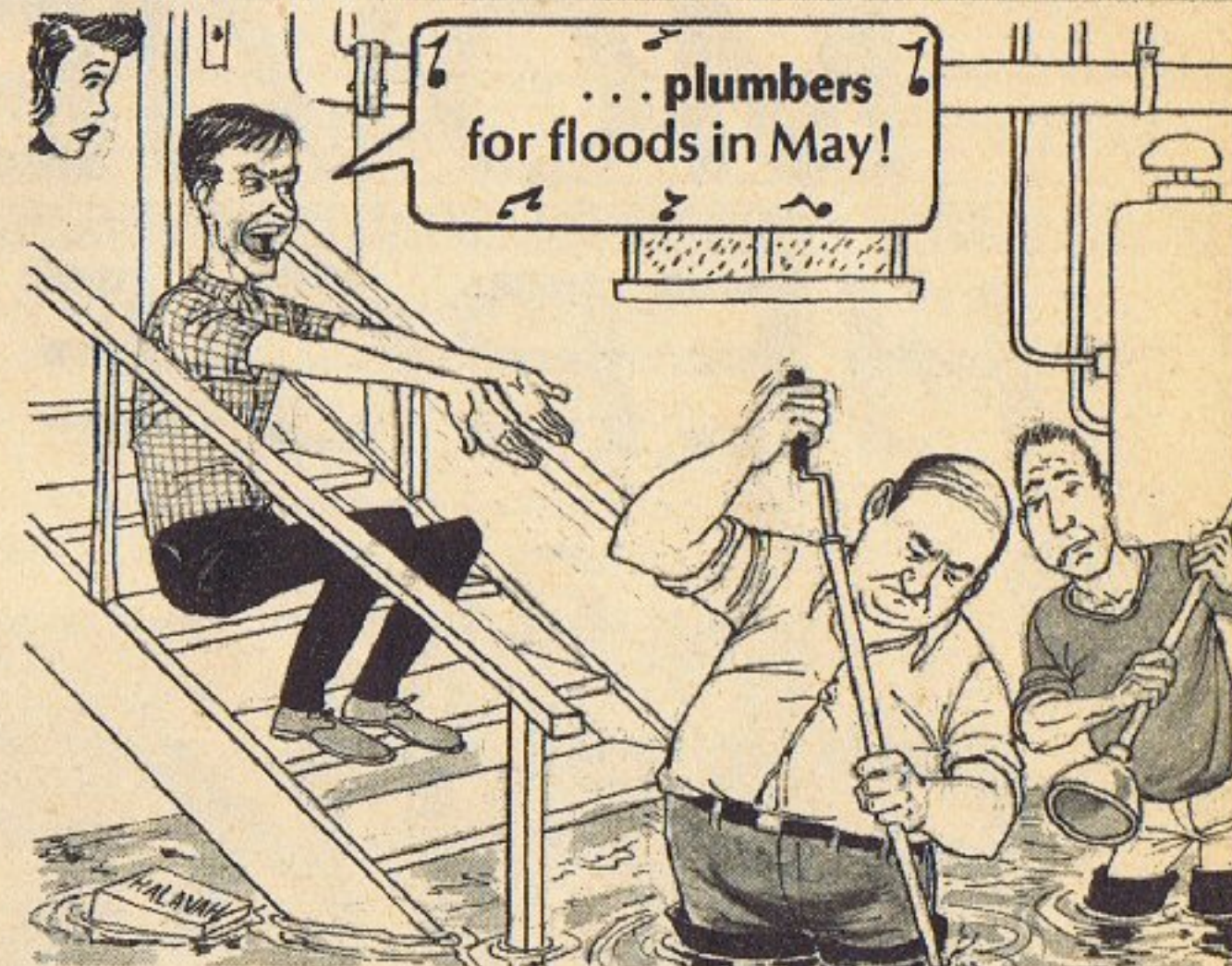
Though April showers may come your way . . .



they bring the . . .



... plumbers for floods in May!



Children, today is the first day of Spring. What's nice about this Season? Edward?



Spring is for flowers! Spring is for warm days! Spring is for getting dark later! Spring is for putting tops down on convertibles! Spring is for pretty ladies putting on shorts!

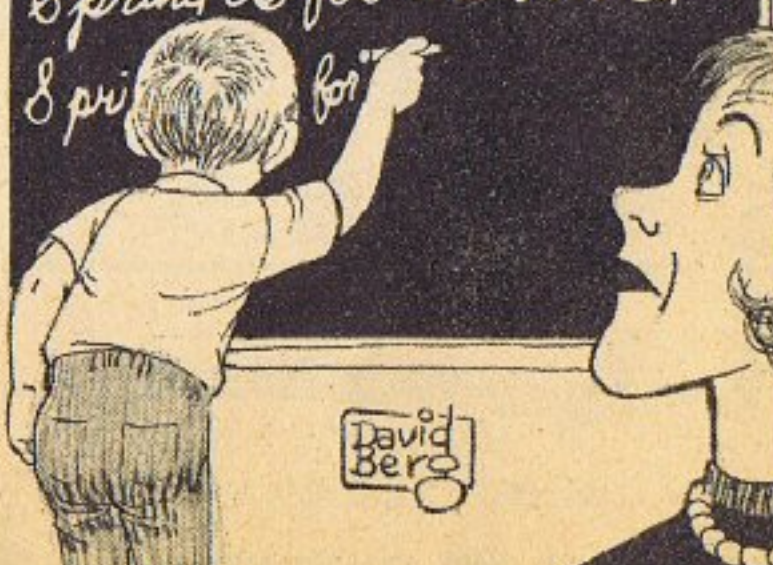
Baloney! Spring means studying hard, and final exams, and report cards, and Daddys hollering! Phooey on Spring!



Robert! For speaking out of turn and being so negative, you will stay after school and write something nice about Spring on the black-board one hundred times!



Spring is for the birds.
Spring is for the birds.
Spring is for the birds.
Spring is for the birds.



David Berg

Today's so-called "Movie Villain"—it seems to us—is really quite a nice guy who possesses all of the desirable qualities, while today's so-called "Movie Hero"—on the other hand—is nothing but a rotten louse who possesses all the undesirable traits. And we can prove it. Study these few typical scenes involving typical heroes and villains—with the typical dialogue all foot-noted—and see if you don't agree that:

MOVIE HEROES are FINKS or

"Hey There, Audience, You've Been Booing The Wrong Guy!"

ARTIST: MORT DRUCKER

WRITER: HARRY PURVIS

SO-CALLED VILLAIN

SO-CALLED HERO

Welcome to my little dungeon, Mr. Nolan!¹ Since I abhor violence,² I will not inquire of Geeko as to how he plans to make you talk!³ I find the whole thing too revolting!⁴

What's the matter, Fat Man?¹ Does the sight of a little blood bother you?² I only wish I could get my hands around that fat throat of yours!³ I'd really show you some violence!⁴



1. HOSPITABLE
2. PEACE-LOVING
3. NOT NOSEY
4. SENSITIVE

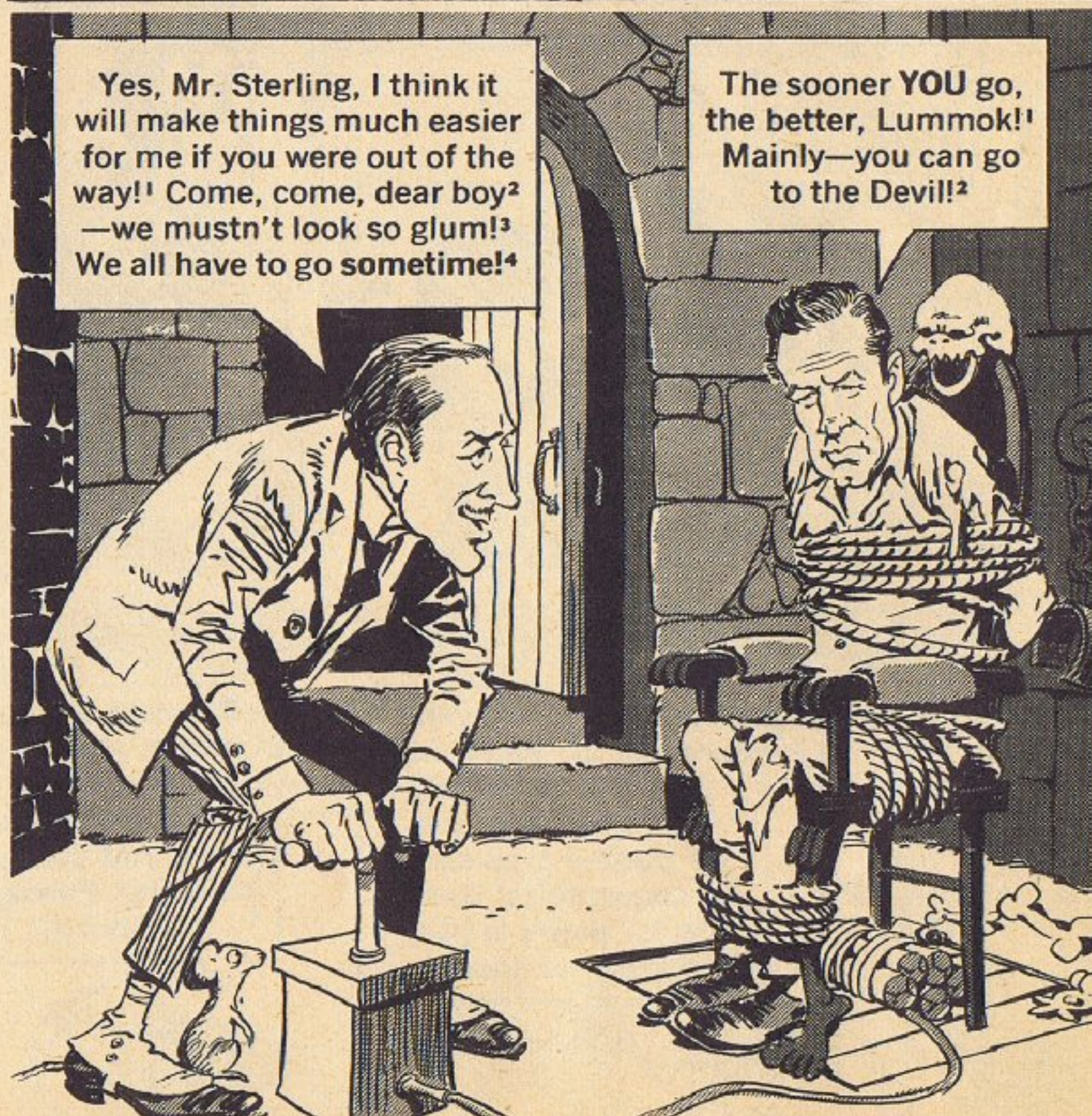
1. INSULTING
2. SARCASTIC
3. VINDICTIVE
4. BRUTAL

SO-CALLED VILLAIN

SO-CALLED HERO

Yes, Mr. Sterling, I think it will make things much easier for me if you were out of the way!¹ Come, come, dear boy²—we mustn't look so glum!³ We all have to go sometime!⁴

The sooner YOU go, the better, Lummok!¹ Mainly—you can go to the Devil!²



1. EFFICIENT
2. AFFECTIONATE
3. CHEERFUL
4. PHILOSOPHICAL

1. IMPATIENT AND UNFRIENDLY
2. CRUDE AND BLASPHEMOUS

SO-CALLED VILLAIN

SO-CALLED HERO

We have leetle time for amusement here, Señor Strongjaw,¹ and I like to see my men enjoy themselves!² So I have devised thees torture just for their pleasure!³ And now, if you do not mind, would you kindly walk over the hot coals for us, Señor, yes??⁴

You filthy swine!¹ You know what you can do with your hot coals, Gomez!²



1. HARDWORKING
2. BENEVOLENT
3. INVENTIVE
4. COURTEOUS

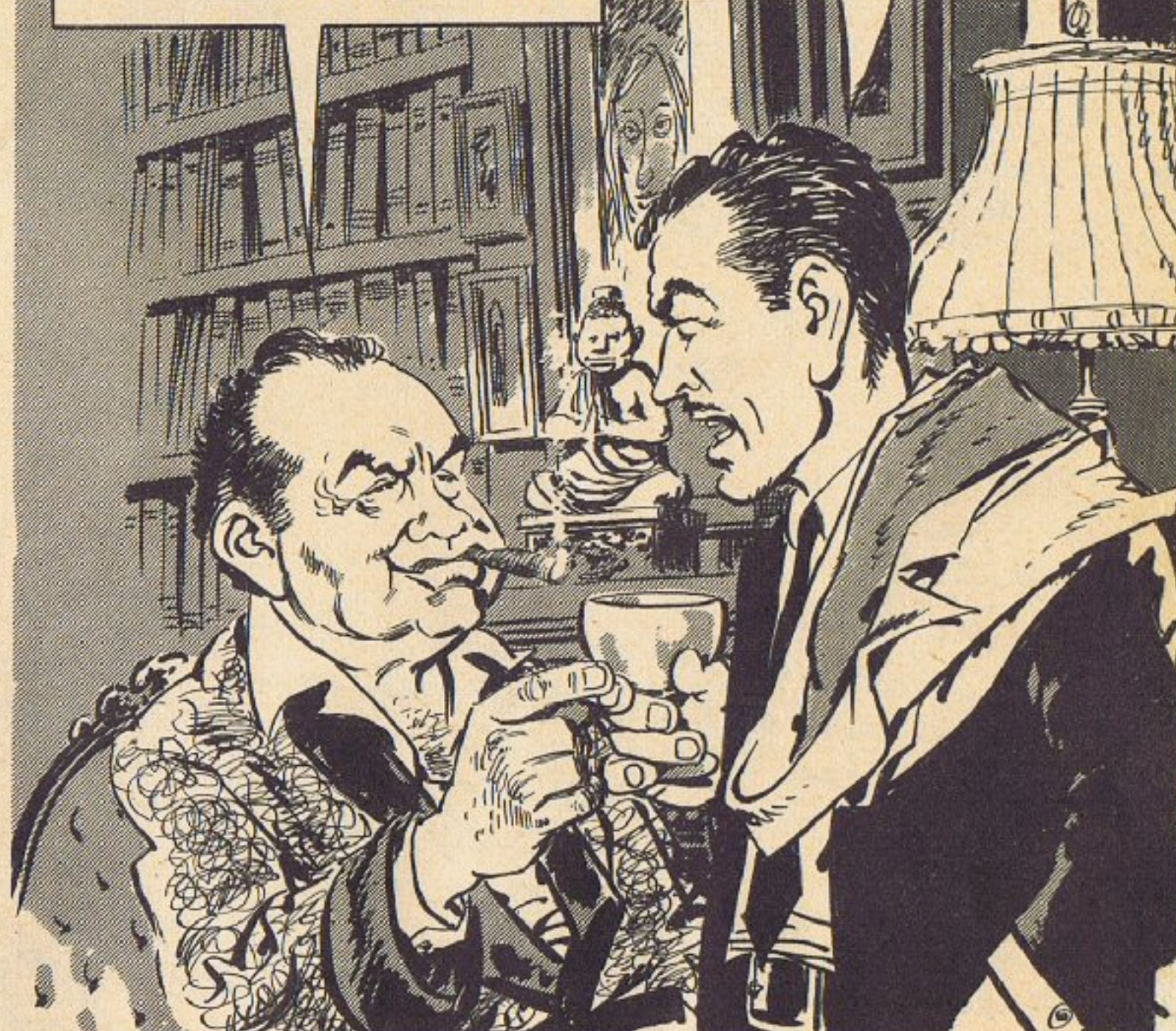
1. ABRUPT AND DISPARAGING
2. UNCOUTH AND SUGGESTIVE

SO-CALLED VILLAIN

SO-CALLED HERO

I'm going to let you in on a little secret, Inspector!¹ That drink you just finished—it was poisoned, you know!²

Has anyone ever told¹ you how ugly² you are, Bragson?



1. GENEROUS
2. FRANK, CHATTY AND INFORMATIVE

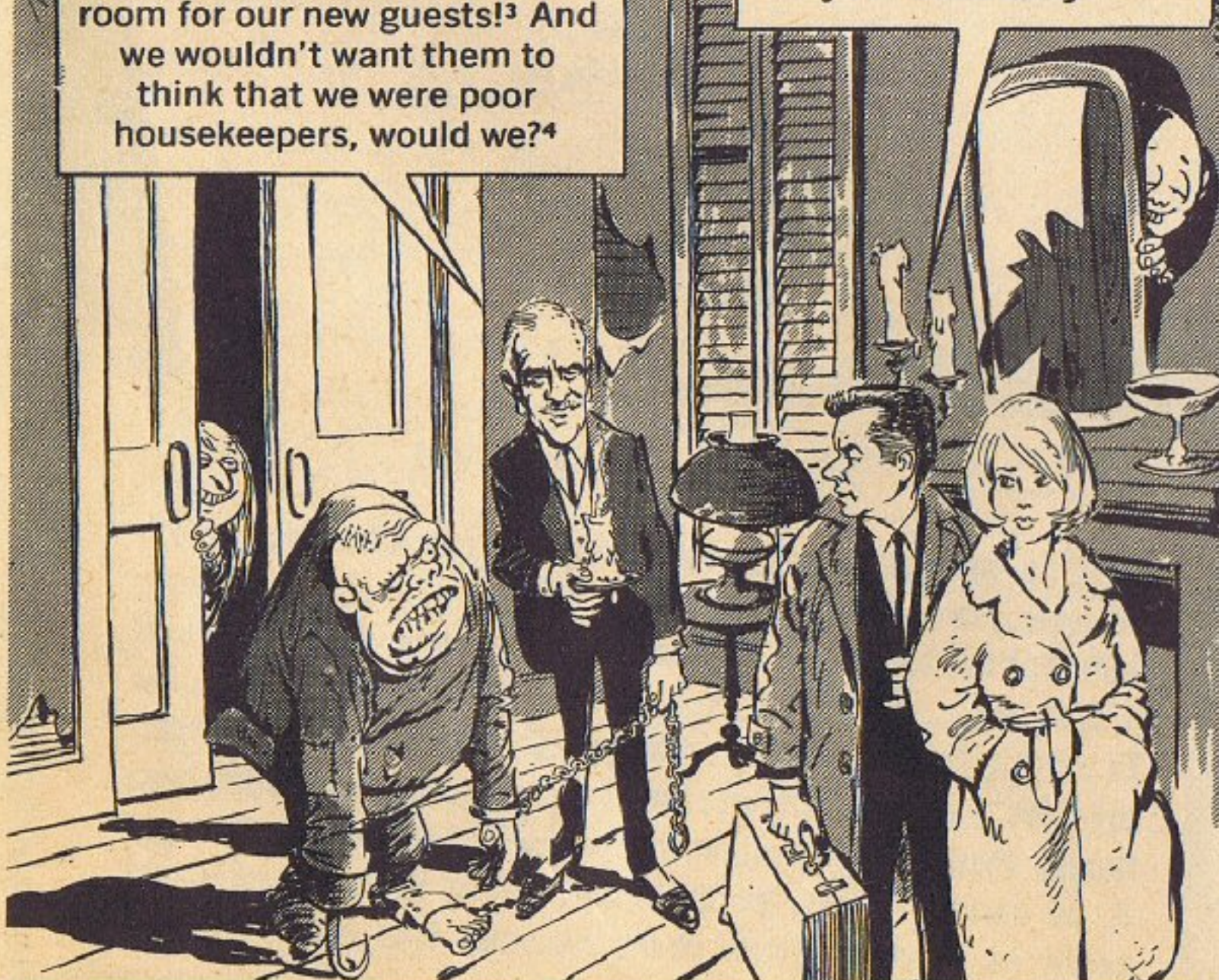
1. GOSSIPY
2. CRITICAL, BLUNT AND TACTLESS

SO-CALLED VILLAIN

SO-CALLED HERO

Forgive me for keeping you against your will, my friends!¹ Karl, see that all the bodies are removed from the attic immediately!² We must make room for our new guests!³ And we wouldn't want them to think that we were poor housekeepers, would we?⁴

Don't bother, Professor!¹ We're not staying!² We're getting out of this place even if it has to be over your dead body!³



1. POLITE
2. NEAT
3. ACCOMMODATING
4. CONSIDERATE

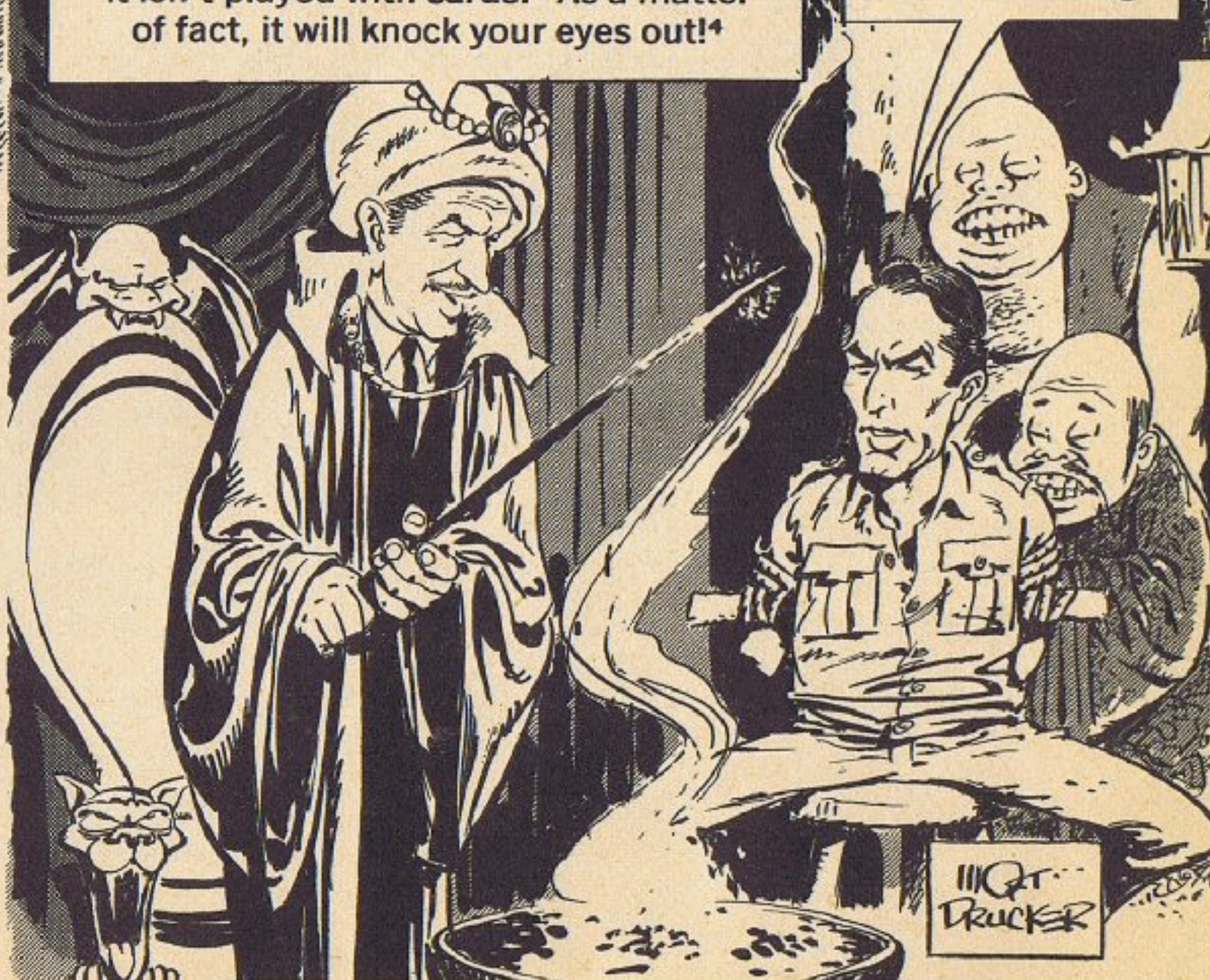
1. UNGRATEFUL
2. ANTI-SOCIAL
3. STUBBORN AND VIOLENT

SO-CALLED VILLAIN

SO-CALLED HERO

Here, Major, is a little trick I learned in the Far East!¹ You may or may not find it amusing!² It's a kind of "poker game"—but as this red-hot iron suggests, it isn't played with cards!³ As a matter of fact, it will knock your eyes out!⁴

Can the corny jokes, Kargash!¹ I'm afraid² I don't find them one bit amusing!³



1. EDUCATED
2. MODEST
3. ENLIGHTENING
4. WITTY

1. HUMORLESS
2. COWARDLY
3. SULLEN AND UNAPPRECIATIVE

'Twas the Note Before Christmas Dept.

Every year about this time, millions of letters are written by kids to Santa Claus. Although the newspapers think they're adorable, and publish some of these letters each December, we at MAD

LETTERS FROM

SANTA CLAUS North Pole

Master Mitchell Blitz
42 Rosebud Lane
Levittown, L.I.N.Y.

Dear Mitchell:

I received your letter asking me to bring you a two-wheel bike, a sled, a talking robot, a horse, a St. Bernard dog, a regulation pool table, a set of electric trains, a ping-pong table, an electric automobile and a weightlifting set. I think what you really want is that I should get a hernia! Look, kid - I'm Santa Claus, not Superman! You may think I'm just a jolly old jerk with this hokey red suit and wide black belt, but I got news for you: that's not really a belt at all - it's a truss from trying to please greedy little kids like you!

So let's be reasonable, huh?
Yours truly,
Santa

SANTA CLAUS North Pole

Defense Department
Pentagon Building
Washington, D.C.

Gentlemen:

This is to advise you that I will be flying in from the North Pole on Christmas Eve. Please be sure to notify your DEW Line Radar Operators, as well as your SAC and Defense Command Radar Operators that I will be the blip on their Radar Screens that night.

I would be quite chagrined if, instead of bringing the world good cheer, I brought it the start of World War III.

Respectfully yours,

Santa Claus
Santa Claus

cc: Defense Minister,
Moscow, U.S.S.R.

Santa Claus
NORTH POLE

Dear Santa,
Please Bring Me a Baby Brother
FOR CHRISTMAS.

YOUR friend,
Kieth GRUBNIK
302 Main St.
Denver, Colo.

SANTA CLAUS North Pole

Mr. and Mrs. Grubnik
302 Main St.
Denver, Colo.

Dear Mr. and Mrs. Grubnik,
I feel you should know about this letter which your son sent to me. I'd suggest he stop spending time writing me and start spending time on sex education.

In other words, folks - I'll do my job! You do yours!

Sincerely,
Santa Claus

Dear Irving.....: Santa Claus

I will do my best to bring you the toy you saw advertised on TV. However, Santa does not take any responsibility for the claims made for the toy by the manufacturer. Please do not blame me if it does not fly! The tiny type on the TV screen that you couldn't read said it wasn't a flying toy. Also, please do not hate Santa if it comes unassembled, even though they did not mention this in the TV ad. And when you get it, be careful. It may be expensive, but it is very fragile - not nearly as strong as those cheap Japanese toys you're used to.

think they are overlooking the really interesting Christmas mail . . . mainly the letters Santa Claus sends to people! Haven't you ever wondered just what's on the old boy's mind? If so, read

SANTA CLAUS

ARTIST: BOB CLARKE

WRITER: STAN HART

DOMESTIC SERVICE	
Check the class of service desired; otherwise this message will be sent as a fast telegram	
TELEGRAM	
DAY LETTER	
NIGHT LETTER	

WESTERN UNION TELEGRAM

1206 (4-55)

INTERNATIONAL SERVICE	
Check the class of service desired; otherwise the message will be sent at the full rate	
FULL RATE	
LETTER TELEGRAM	
SHORE SHIP	

SEYMOUR KREEVICH

158 HIGH STREET

DAYTON, OHIO, 555890-NORTH POLE-PD-DEL ON RCT-45-KD

10-12 AM

PLEASE STOP TELLING YOUR SCHOOLMATES THAT THERE IS NO SUCH THING AS SANTA CLAUS. I RESENT THIS. IF YOU CONTINUE, I WILL BE FORCED TO START TELLING PEOPLE THERE IS NO SUCH THING AS SEYMOUR KREEVICH. HOW WOULD YOU LIKE THAT

S. CLAUS
NORTH POLE

34L-GH-11-15 PM

SANTA CLAUS North Pole

Mr. Joseph Plinster
73 Collins Drive
Duluth, Minn.

Dear Mr. Plinster:

Recently, your son wrote to me that you told him Santa doesn't love him when he misbehaves. Look, Joe, let's talk man-to-man. What do I care how your kid acts? I got enough troubles with those crazy reindeer running all over my house. The smell's enough to kill you. And when they're not running, they're flying around! Ever had your house buzzed by reindeer? On the inside? Compared to them, pigeons are a pleasure! So between making toys and shoveling out my house, I'm a pretty busy guy. If you can't handle your kid, don't make it my problem.

Cordially,
S. Claus

SANTA CLAUS North Pole

Al Beemish
4 Laurel St.
San Francisco, Calif.

Dear Al,

Aw, c'mon! You gotta be kidding when you ask me to bring you Brigitte Bardot for Christmas. If you're old enough to use a Brigitte Bardot, you're old enough to know I don't handle that type of merchandise. And if I did, do you think I'd be flying around on December 24th? Not on your life! I'd be having my own Christmas party right here!

Yours truly,
Santa Claus

From The Desk Of SANTA CLAUS

MEMORANDUM

TO: Volunteer Santa Clauses

It has come to my attention that some of you Santa Clauses who stand on cold street corners and collect money have been keeping warm by taking a nip or two.

In fact, I've learned that some of you get quite stoned on the job. Which means you're giving me a pretty lousy reputation.

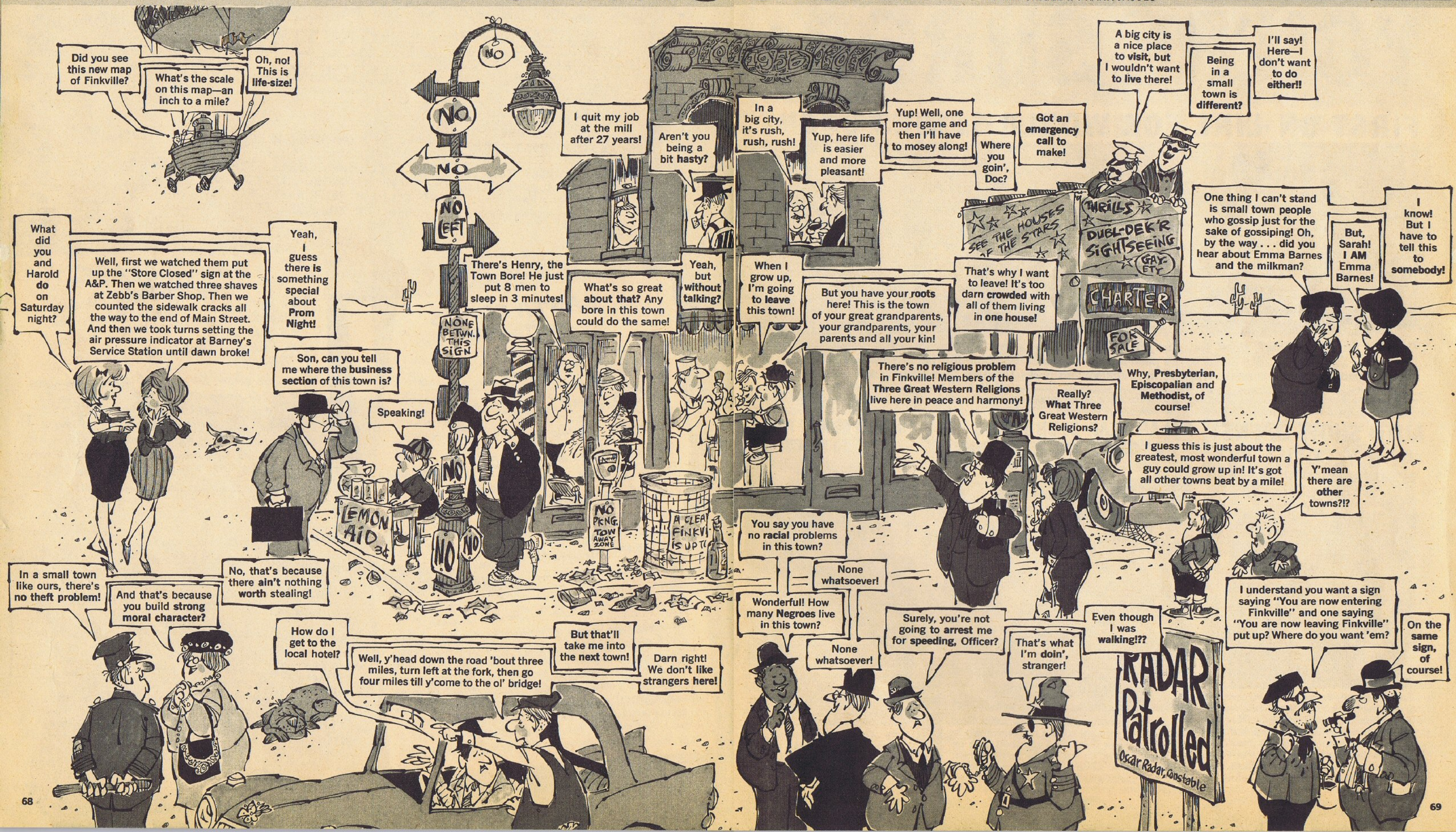
How much faith can a kid have in me when he sees one of you singing "Sweet Ad-o-line" instead of "Silent Night". I don't mind that some of you are skinny and your beards hang down under your shins, but I don't like the insinuation that I got my red nose because I'm a "wino". So cut it out!

SC

THE SIGHTS and SOUNDS OF THE U.S.a.

ARTIST: PAUL COKER JR.
WRITERS:
LARRY SIEGEL & FRANK JACOBS

THIS ISSUE—SPOTLIGHTING
**SMALL TOWN
U.S.A.**

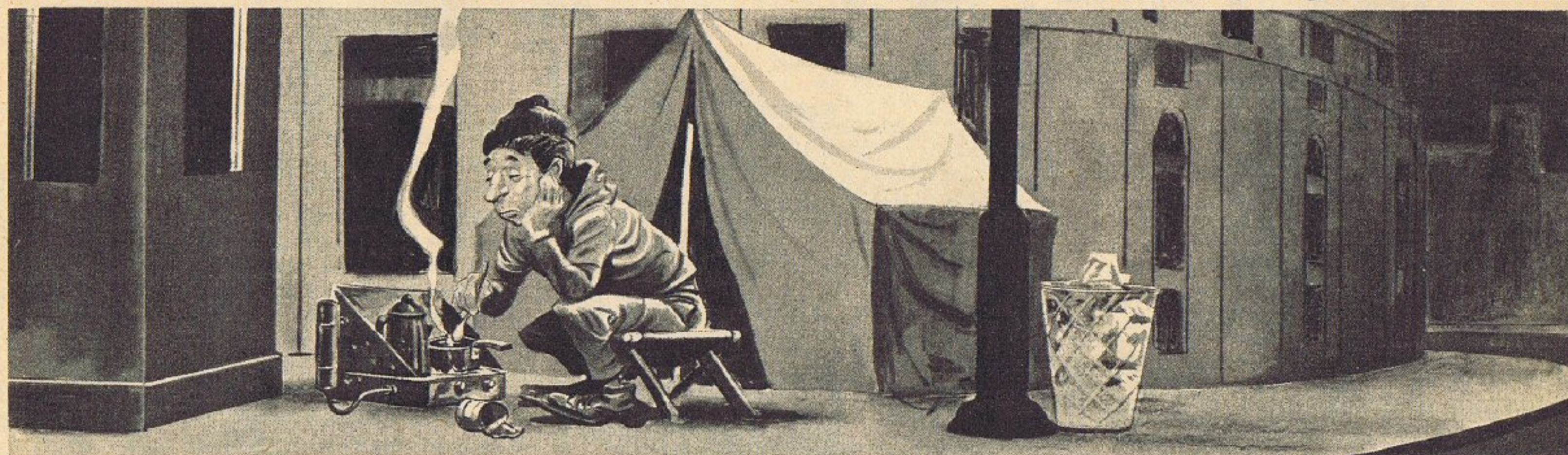


NEWS PHOTOS

A COLLECTION OF TYPICAL CLICHE PHOTOS LIKE THE ONES YOUR LOCAL NEWSPAPER IS SURE TO RUN THIS YEAR

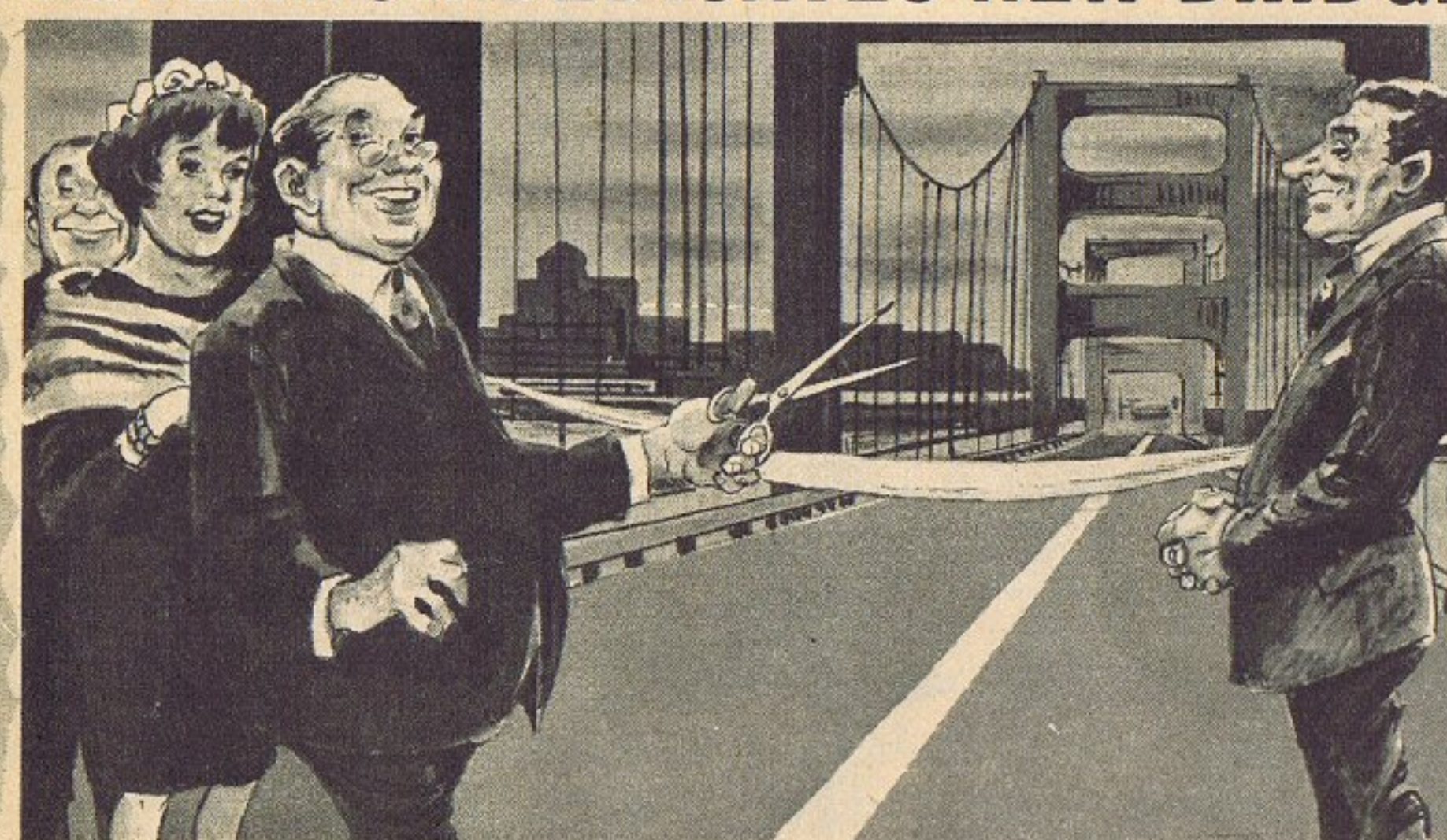
YOU'RE SURE TO SEE THIS YEAR

FIRST ON LINE FOR WORLD SERIES OPENER



Camped outside ballpark since Jan. 3rd, Fenwick Knobble is first on line for 1964 World Series opener tomorrow. This is the 328th event in the past 5 years at which Knobble has been Number One in line. They include openings for new tunnels, supermarkets, amusement parks, theaters, throughways and assorted manholes.

GOVERNOR DEDICATES NEW BRIDGE



Gov. Anschloss Fogg prepares to cut the ribbon officially opening the new John Boles Bridge over Turhan Bay. While an anxious state awaits the results of the Governor's monumental task, those who know and love him wish him God speed, and pray that his trick right thumb holds up under this grueling man-killing assignment.

Senator Gasbag is Made Indian Chief



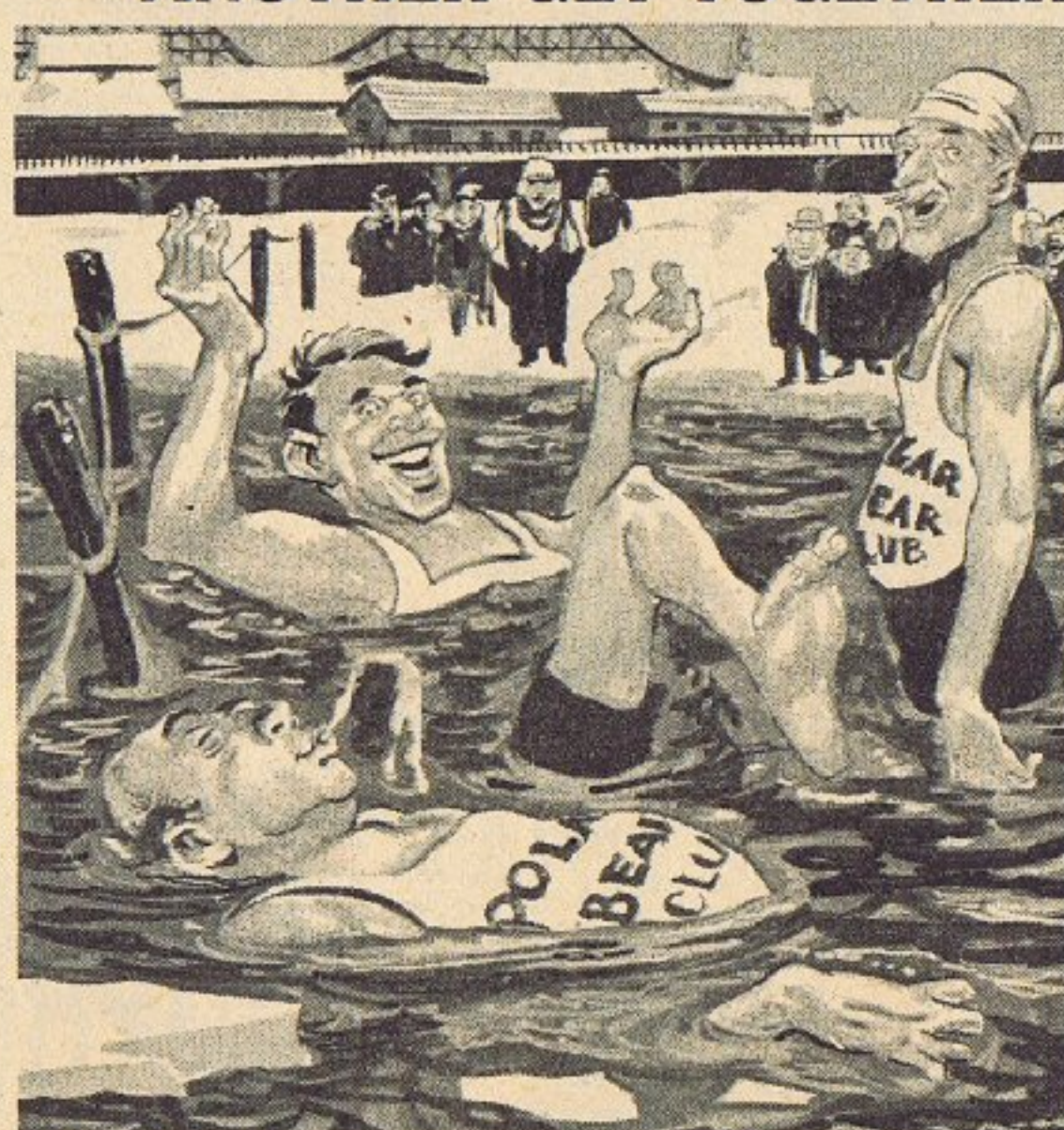
Sen. Roscoe Gasbag, campaigning in Wyoming, was made a Chief of the Wattaguchi Indian Tribe today. "I'll do anything to get votes," said the Senator, "as long as it's in keeping with the dignity of my office." Sen. Gasbag, in full headdress, will be introduced from the audience of the Ed Sullivan Show Sunday night, after which he will do a Rain Dance in the aisle.

AUTO SHOW OPENS AT N.Y. COLISEUM



Lovely model, Pepper Pott, adorns a new car in the Furd Motor exhibit at the N.Y. Coliseum where the National Automobile Show opened today. Standing nearby is Furd Motors President, Phineas T. Furd III, who admires the smooth lines, the sleek chassis, and the all-round maneuverability. He also likes the many features of the automobile.

POLAR BEAR CLUB HOLDS ANOTHER GET-TOGETHER



It's 24 below zero, so the lovable Polar Bear Club is out again enjoying a refreshing dip in the ocean. After that, it's a snowball fight on the beach. Then it's off to the neighborhood butcher shop to warm up in the meat refrigerator. And that's why we're proud to be Americans!

FIREMAN CLIMBS TREE TO RESCUE CAT



Poor Tabby got himself out on a limb, so Fireman Ernie Hicks climbs up the tree to rescue him. This is the 212th photo we've run of Hicks rescuing cats from trees. During that time, 212 houses have burned to the ground because the Fire Department was short-handed with Hicks busy elsewhere.

WHEW! IT WAS A SIZZLER TODAY!



The temperature hit 114 degrees today. It was so hot that 12-year-old Mickey Plottznik fried an egg on the sidewalk. If the current heat wave continues, you'll be seeing other brilliantly creative hot weather photos in this paper, like a shot of last winter's snowstorm, a guy sitting on a cake of ice, and a bunch of kids cavorting under an open fire hydrant. (So pray for a break in the weather!).

THE LONG AND THE SHORT OF IT



Klutz, a Great Dane, and Itsy, a Pekingese, are two of the many entrants in the Dog Show opening today. Somehow, to us, there is a profoundly symbolic and beautiful message for all Mankind in this scene. Namely, why can't the big nations of the world get together with the small nations of the world at a Dog Show somewhere, and rub noses instead of fighting all the time?

NEWS PHOTOS

A COLLECTION OF SWITCHES ON CLICHE PHOTOS THAT WE'D LIKE TO SEE YOUR NEWSPAPER RUN THIS YEAR FOR A CHANGE

WE'D LIKE TO SEE THIS YEAR

FIRST ON LINE FOR WORLD SERIES OPENER



First on line for 1964 World Series opener today was Fenwick Knobble. But because he got such little sleep since his vigil began on Jan. 3rd, he couldn't stay awake when the gates opened. However, all is not lost for Fenwick. As Police officers prepare to pick him up and book him on a vagrancy charge (above) his prospects for being the Number One prisoner in the newly constructed wing of the City Jail look pretty good.

AUTO SHOW OPENS AT N.Y. COLISEUM



Ugly Birdie Furd adorns a new car in the Furd Motor exhibit at the N.Y. Coliseum where the National Automobile Show opened today. Standing nearby is her husband, Furd Motors President, Phineas T. Furd III, who for reasons of his health (Mainly a punch in the mouth he got at home this morning!) has decided to stop using pretty models to help sell cars.

POLAR BEAR CLUB HOLDS ANOTHER GET-TOGETHER



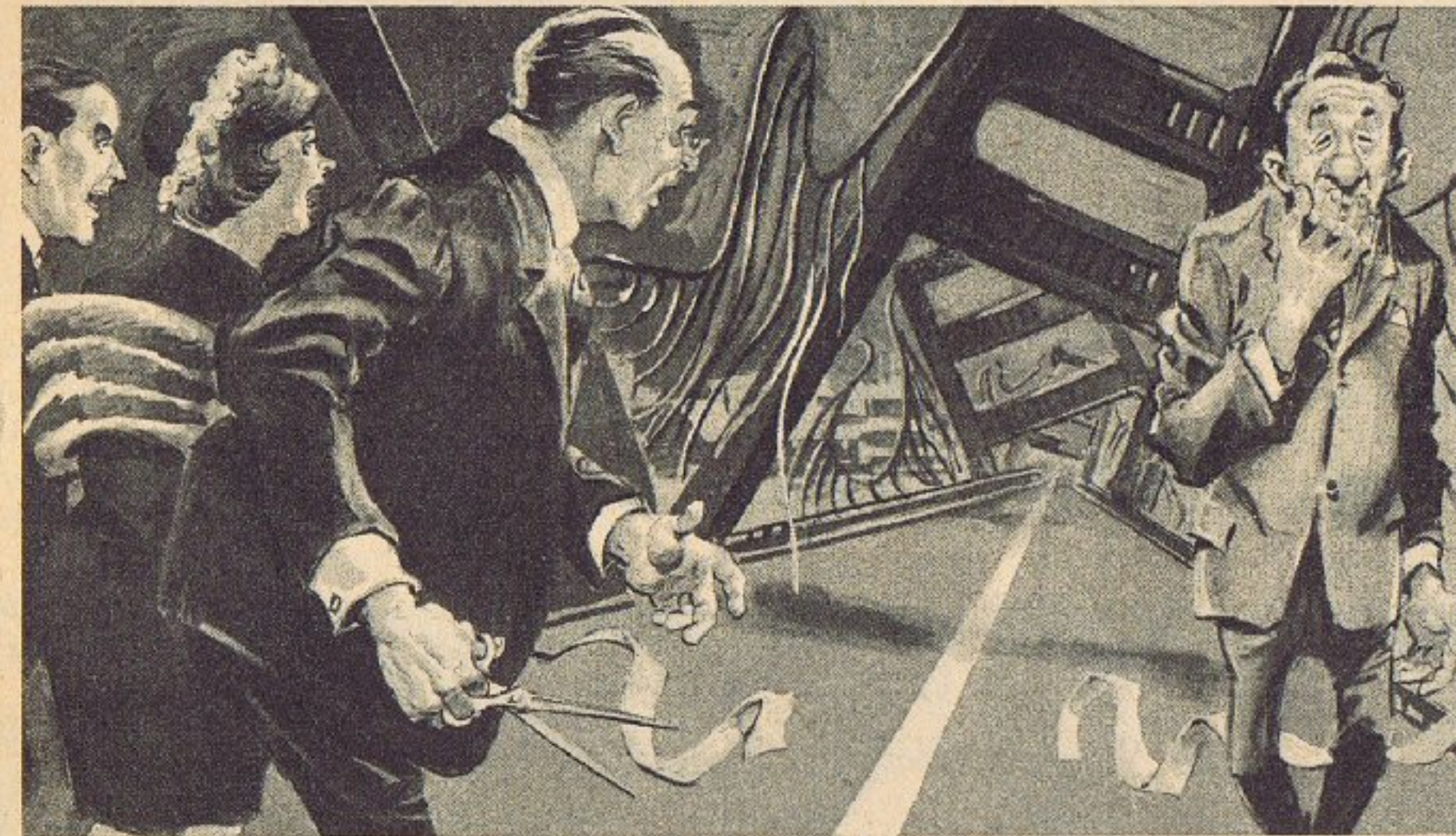
It's 24 below zero, so the lovable Polar Bear Club was out again enjoying a refreshing dip in the ocean, a snowball fight on the beach, and a visit to the neighborhood butcher shop's meat refrigerator. Here, they are seen at the get-together that always follows their idiotic antics—the one held in the Pneumonia Ward of the City Hospital.

FIREMAN CLIMBS TREE TO RESCUE CAT



Poor Tabby got himself out on a limb, so Fireman Ernest Hicks climbs up the tree to rescue him, while people in the neighborhood pelt Hicks with rocks, shoes and anything else they can find to throw. Seems this particular cat howls all night in the alley, and folks aren't too anxious to see him rescued. In fact, they were hoping he'd starve to death up there.

GOVERNOR DEDICATES NEW BRIDGE



Gov. Anshloss Fogg cuts ribbon officially opening new John Boles Bridge over Turhan Bay. At Governor's right is the bridge's architect, his son-in-law, Ollie Yumman. "Boy, did I goof!" exclaimed Yumman, a former shoemaker, as the structure collapsed into the scenic bay. "I forgot to tell him that the ribbon is what held the bridge up!"

Senator Gasbag is Made Indian Chief



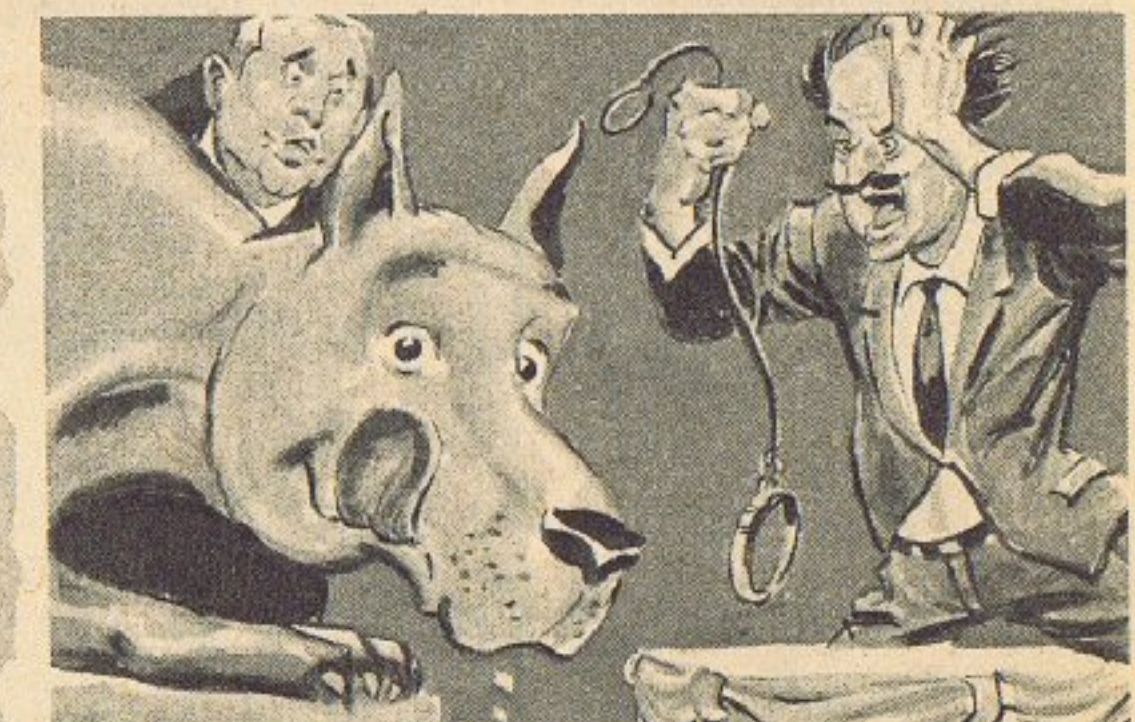
Sen. Roscoe Gasbag, who was made an Indian Chief of the Wattaguchi Tribe yesterday, has just learned that his house and land in Washington, D.C., have been confiscated by the Government as part of the U.S. policy toward American Indians. The Senator is shown here being chased out of the nation's capital and back to the Wattaguchi reservation where he belongs.

WHEW! IT WAS A SIZZLER TODAY!



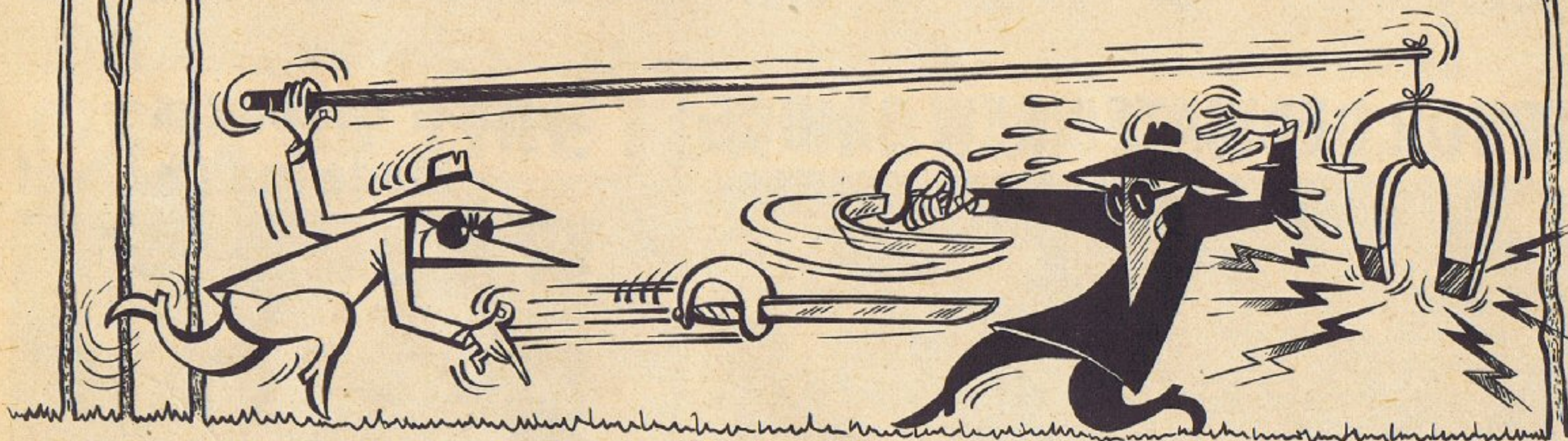
The temperature hit 114 degrees today. It was so hot that 12-year-old Mickey Plottznik fried an egg on the sidewalk. This is the 48th egg he's wasted for our cameramen over the past five summers, and his mother is steaming even more than the weather. "People overseas are starving," she screamed at him as this picture was taken, "and you're throwing away eggs on the sidewalk! EAT!"

THE LONG AND THE SHORT OF IT

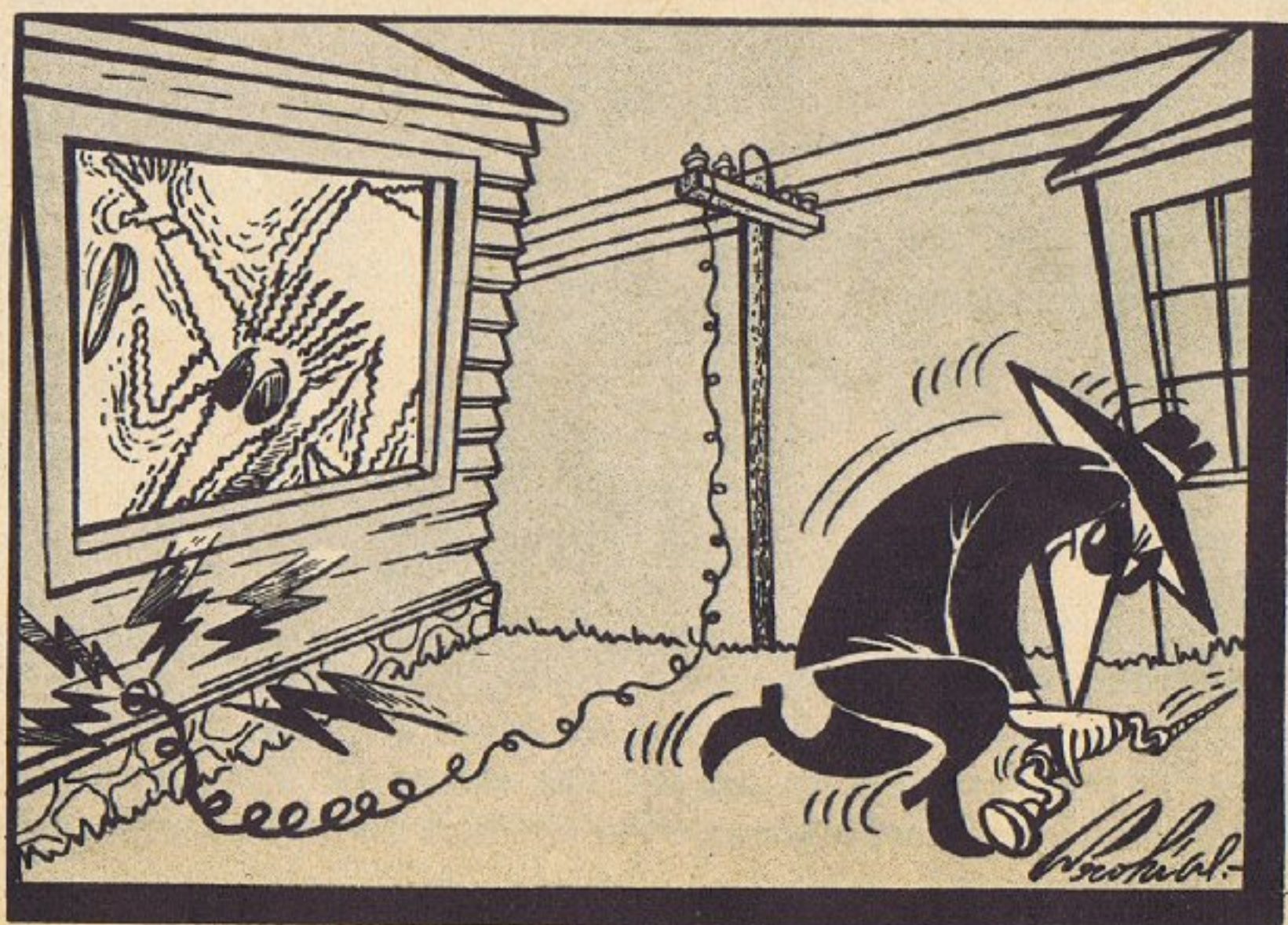


Klutz, a Great Dane, and Itsy, a Pekingese (not shown in this picture) were two of the many entrants in the Dog Show opening today. Unfortunately, the late Itsy never made it past the picture-taking ceremonies. Shortly after this photo was taken, Klutz's owner was heard to remark, "An hour after he eats a Pekingese, he's hungry again!"

COPY VS SPY



.....



IT SURFS YOU RIGHT DEPT.

Ever since "Frankenstein" and "Dracula" were first shown, the public has been going wild over all types of horror movies. Recently, a new kind of horror movie emerged from Hollywood which well may turn out to be the most frightening and blood-curdling of all. Join us now, as...

MAD VISITS A TYPICAL TEENAGE BEACH MOVIE

ARTIST: MORT DRUCKER

WRITER: LARRY SIEGEL

Wa-wa-wa-oooh-ah-oooh—wa... I'm a happy-go-lucky surfing teenager in love with a swinging chick, and I wanna dance and make-out on the beach and hate grownups till the day I die, and in that way help make America great... Yeah, yeah—yeah, yeah, yeah...

Oooh, those words are so beautiful, I can't stand it! Tell him to stop singing before I collapse with joy!

And that was just the title! Wait'll you hear the song!!

Hey, how does it feel to be in a new beach picture?

Is this a new one? When did we finish the last one??

Hey, gang! I just heard that World War III has started!

In respect for the casualties, let's dance slower!

Hey, everybody! SURF'S UP!!



For cryin' out loud, Dizzy! There's no surf now! What are you yelling "Surf's Up!" for?

I always come running up shouting "Surf's Up!" when the plot bogs down in a beach movie!

I know that! But this movie just started!

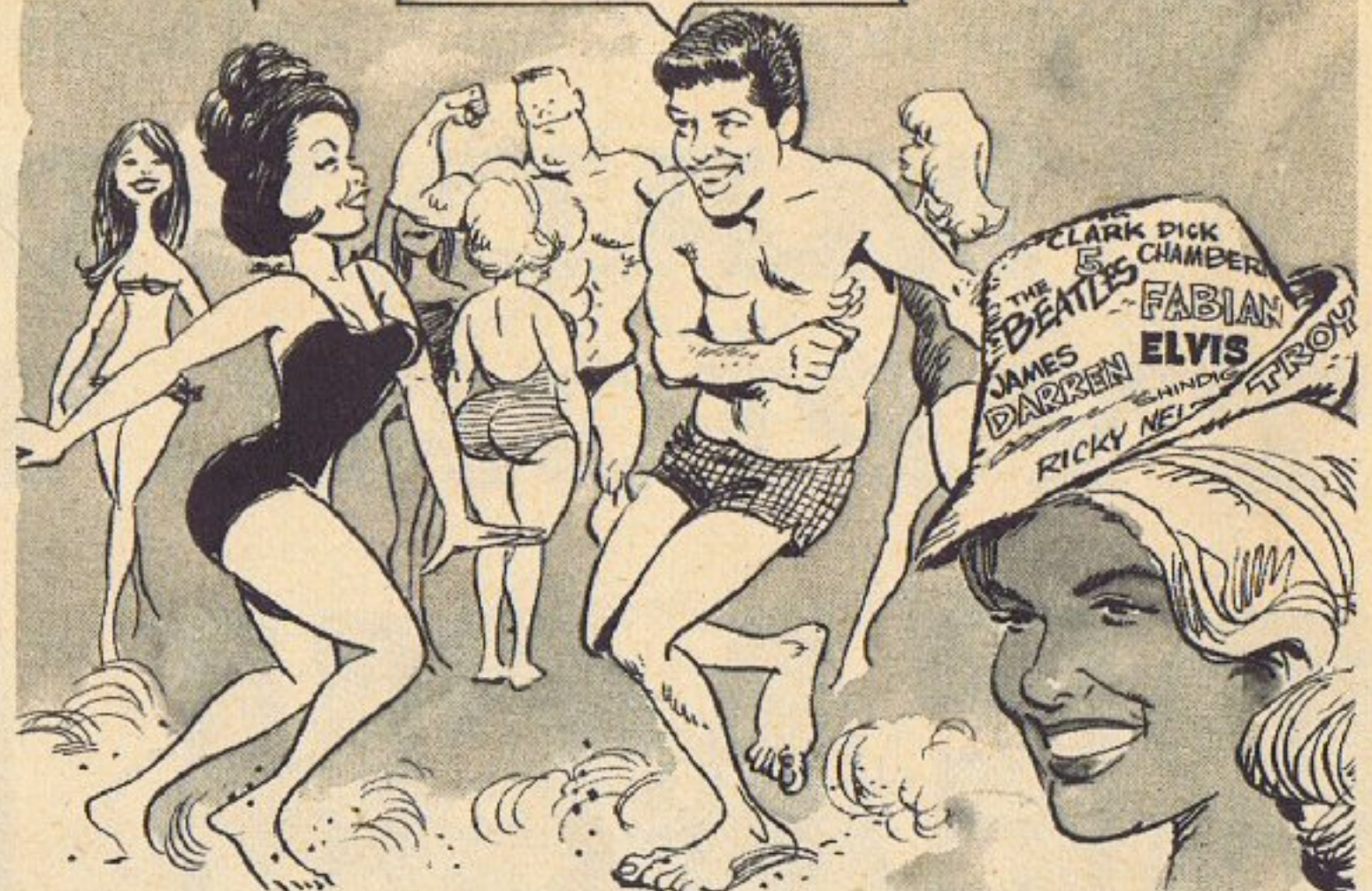
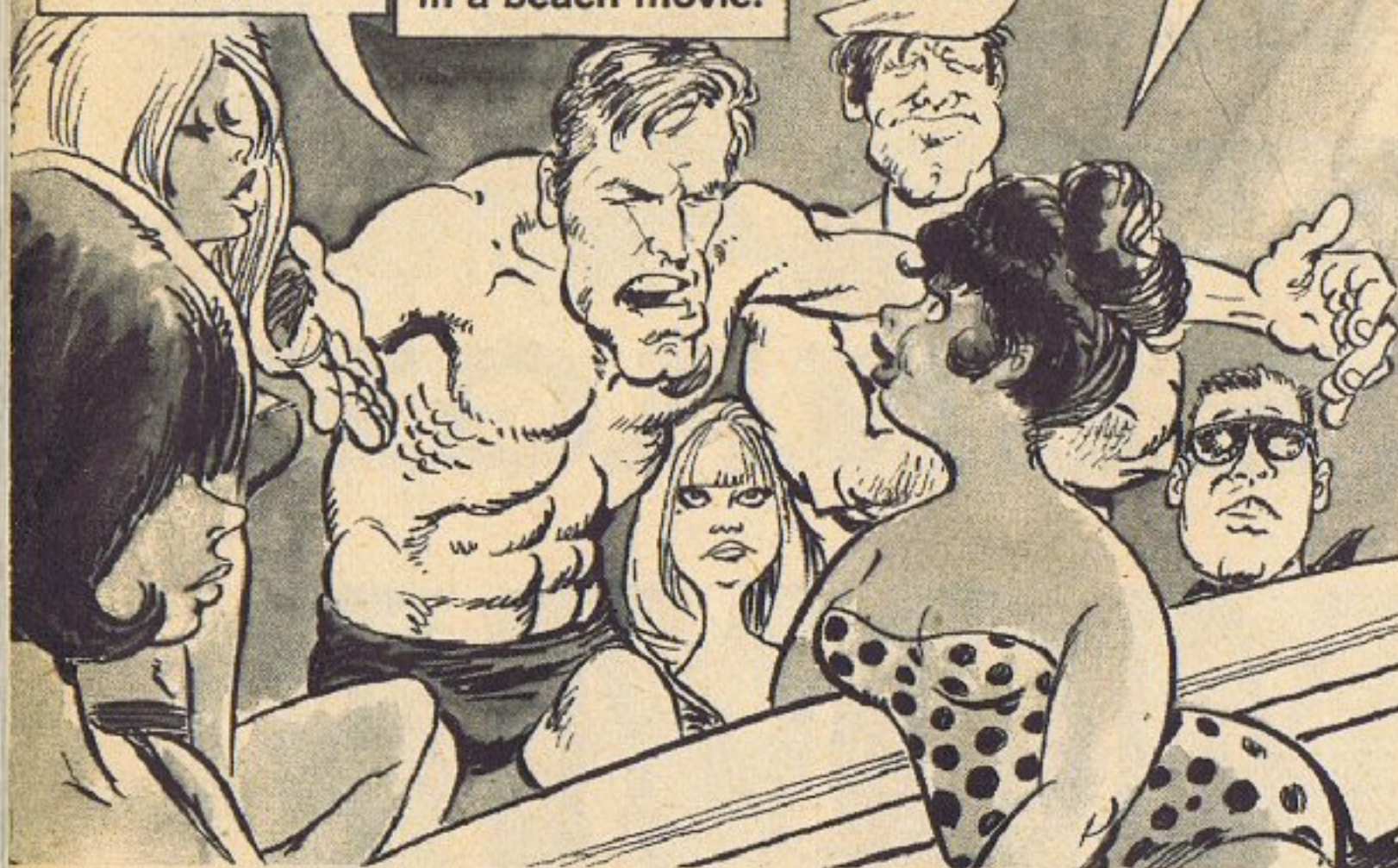
I got news for you! The plot's already bogged down!

Tell me, Go-Go! Are you going to surf for the rest of your life?

Of course not, Annette! When I'm 67, I plan to settle down and do the things in life that really count!

Like what?

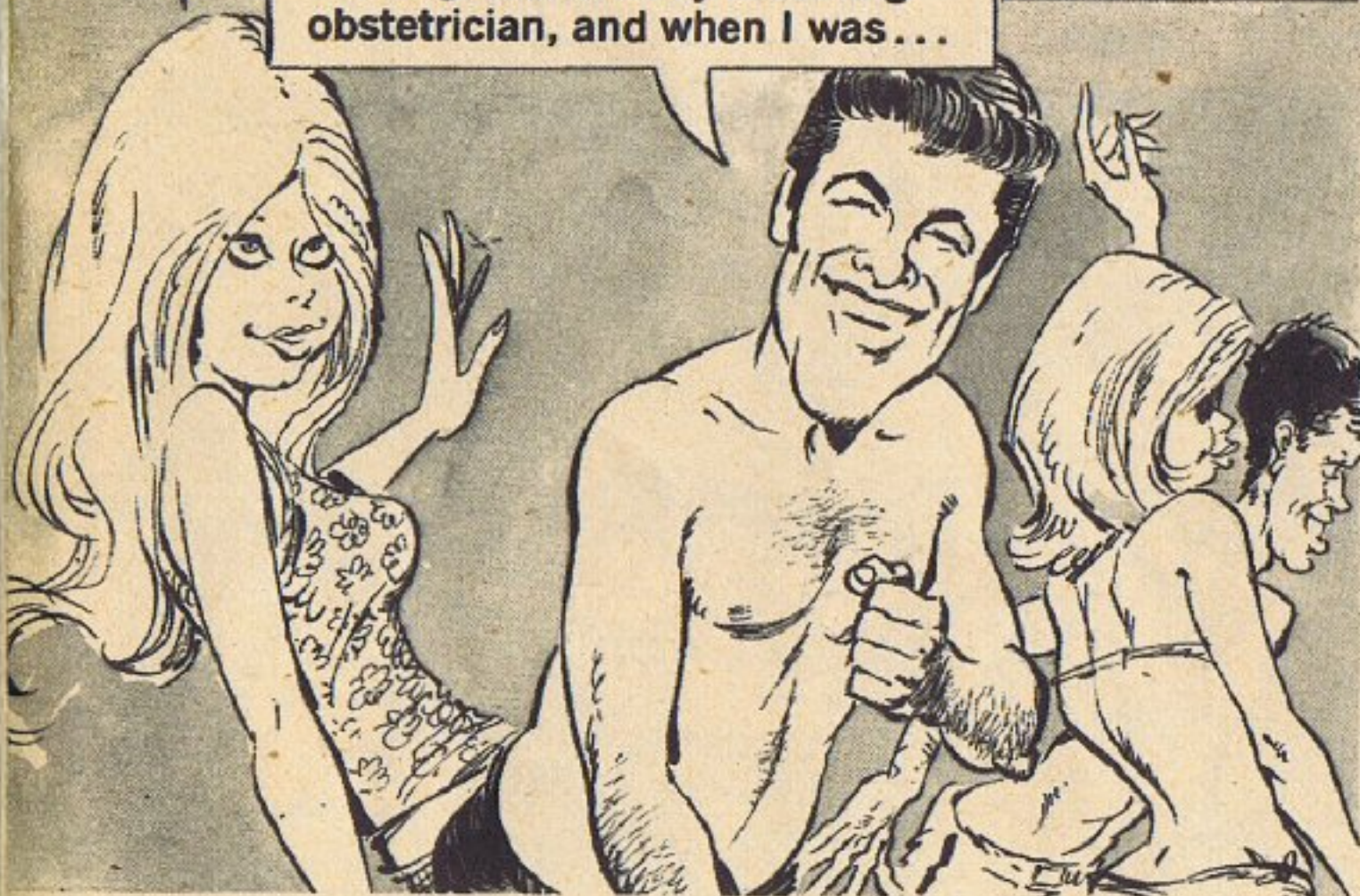
Well for one thing ... drag-racing!



Tell me a little bit about yourself, Johnny.

What's there to tell? My mother and father were surfers and they met while surfing, and they got married on the beach, and a year later I was born on the surf, being delivered by a surfing obstetrician, and when I was...

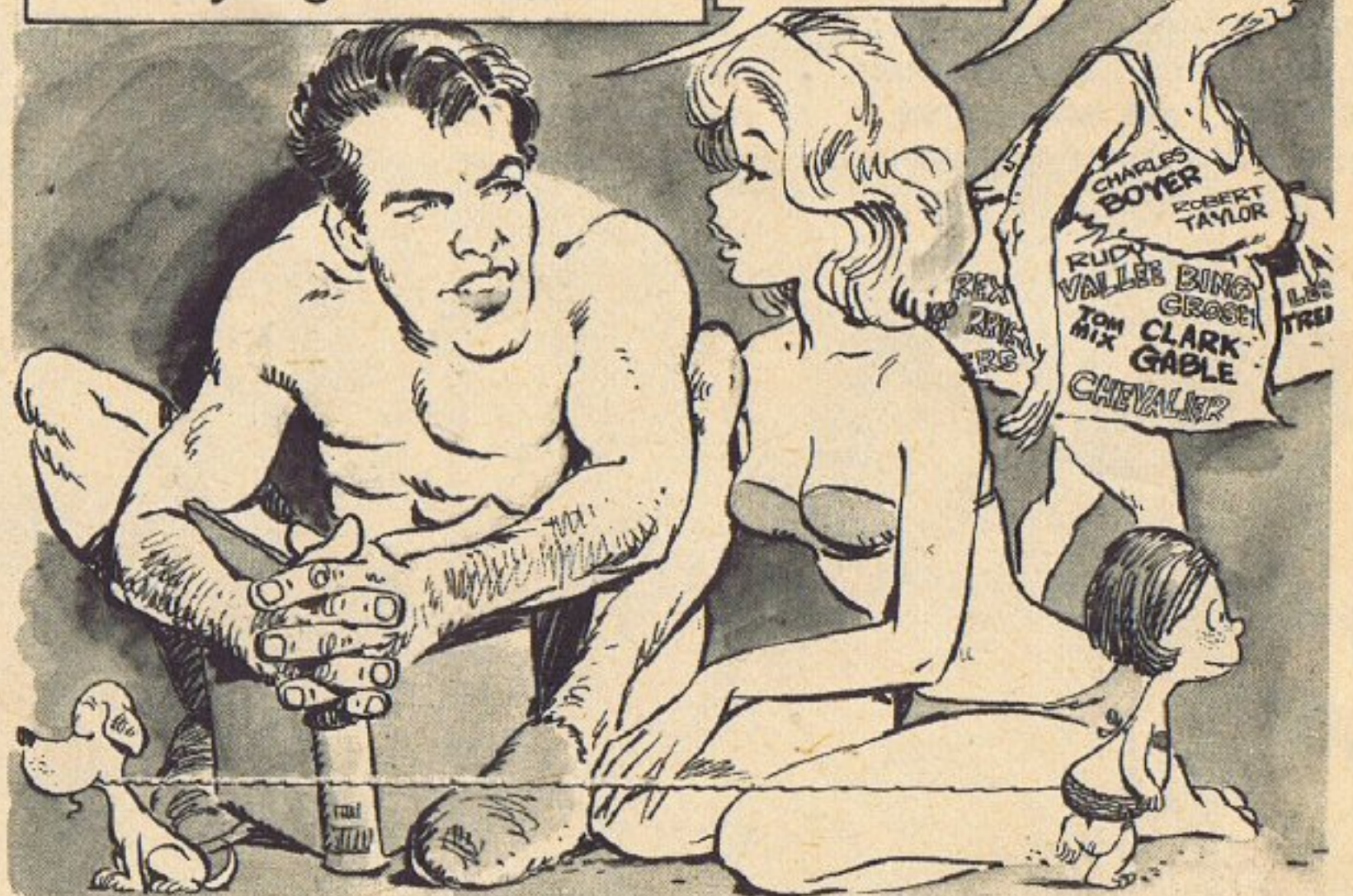
That's very interesting! But is there anything unusual about your background?



I love you, Egghead, but you're the laughing stock of the beach. You don't like surfing or dancing or drag-racing. You're an insult to all teenagers. Can't you do anything worthwhile?

I can't help it if I just like reading and thinking!

What's reading and thinking?



Hey, gang, we've been on this beach for nine days and there still hasn't been any surf!

Yeah! Where's the surf?

Yeah! What happened to the surf?

Kids, I just found out why there's no surf here! This is a LAKE!



Son-of-a-gun, I knew there was something wrong! Okay, gang—let's head for the ocean! It's only 124 miles from here...

How will we get there?

It's a nice day! What do you say we dance over?!

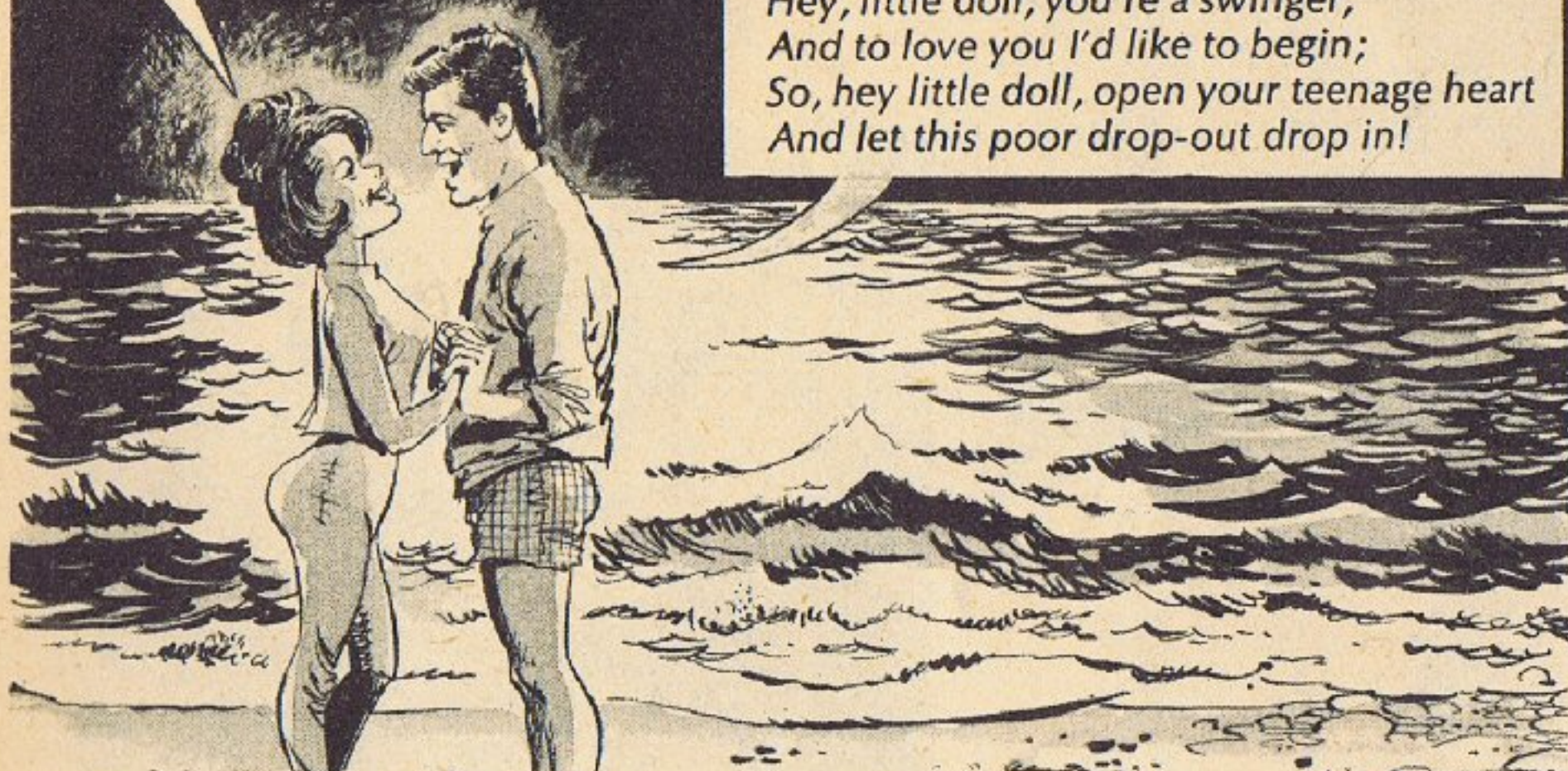


Go-Go . . .
would you
sing me a
romantic
teenage
ballad
now?

You bet, Annette . . . Wa-wa-wa . . .

Hey, little doll, I adore you;
I said, hey, little doll, you are cool;
I mean, hey, little doll, I live for you,
And for you I have dropped out of school.

Hey, little doll, you're a swinger,
And to love you I'd like to begin;
So, hey little doll, open your teenage heart
And let this poor drop-out drop in!



You know why these beach
pictures are so popular,
Go-Go? Because teenagers
in the audience like to
identify with us and all
our dancing and making-out!

That's right! It
takes their minds
off the humdrum
things in their
own lives . . . like
dancing and
making-out!



That was a nasty thing
to say, Go-Go! I'm
leaving you, and I'm
quitting beach movies!
I'm going back to
the part of Show Biz
where I'm appreciated!

But, Annette—
you're too old
for the Mickey
Mouse Club!!

Hey, everybody!
SURF'S UP!!

Oh, shut up,
Dizzy! It's four
o'clock in the
morning . . .
and besides,
the plot hasn't
bogged down!
It's dead!

Who's
that
guy
over
there,
Go-Go?

He's the
Champion
Surfer of
the U.S.A.
His name is
"Iceberg"!

Is he called
"Iceberg" because
he's a cold and
friendless surfer
who doesn't like
to talk?

No, because
he's a cold and
friendless surfer
who doesn't
know **HOW** to
talk! He was a
Nursery School
drop-out!



Hi, gang! I'm Big Drug!
We are now going to
compete for the Surfing
Championship of the
Whole World! Who wants
to challenge Iceberg?

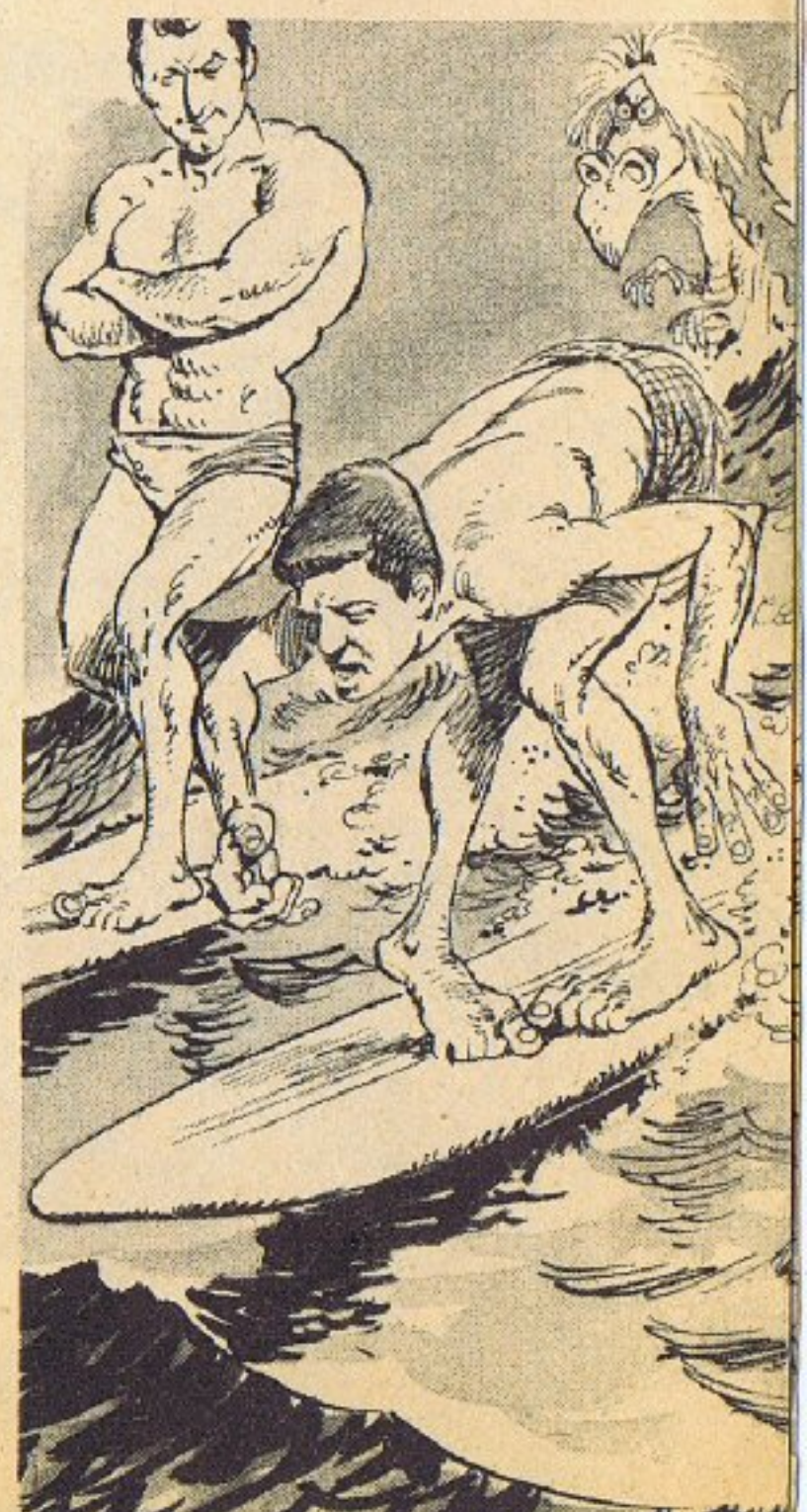
Iceberg?!
What a
strange
name!

I'll say!
Who ever
heard of
a Jewish
surfer?

As the Publisher,
I must say—what
a wonderful, witty
way for MAD to
break into a new
controversial area!

As the Editor,
I must say—I
couldn't agree
with you more,
Bill! Surfing
is certainly
controversial!

Let **ME**
challenge
Iceberg
first!





Well, Egghead! Iceberg has beaten all our surfers, and it looks as if he's the Champion of the Whole World. What a Disgrace!

Wait a minute! I've suddenly seen the error of my square teenage ways! Reading and thinking are wrong! Dancing and surfing and making-out are right! Let ME challenge Iceberg!

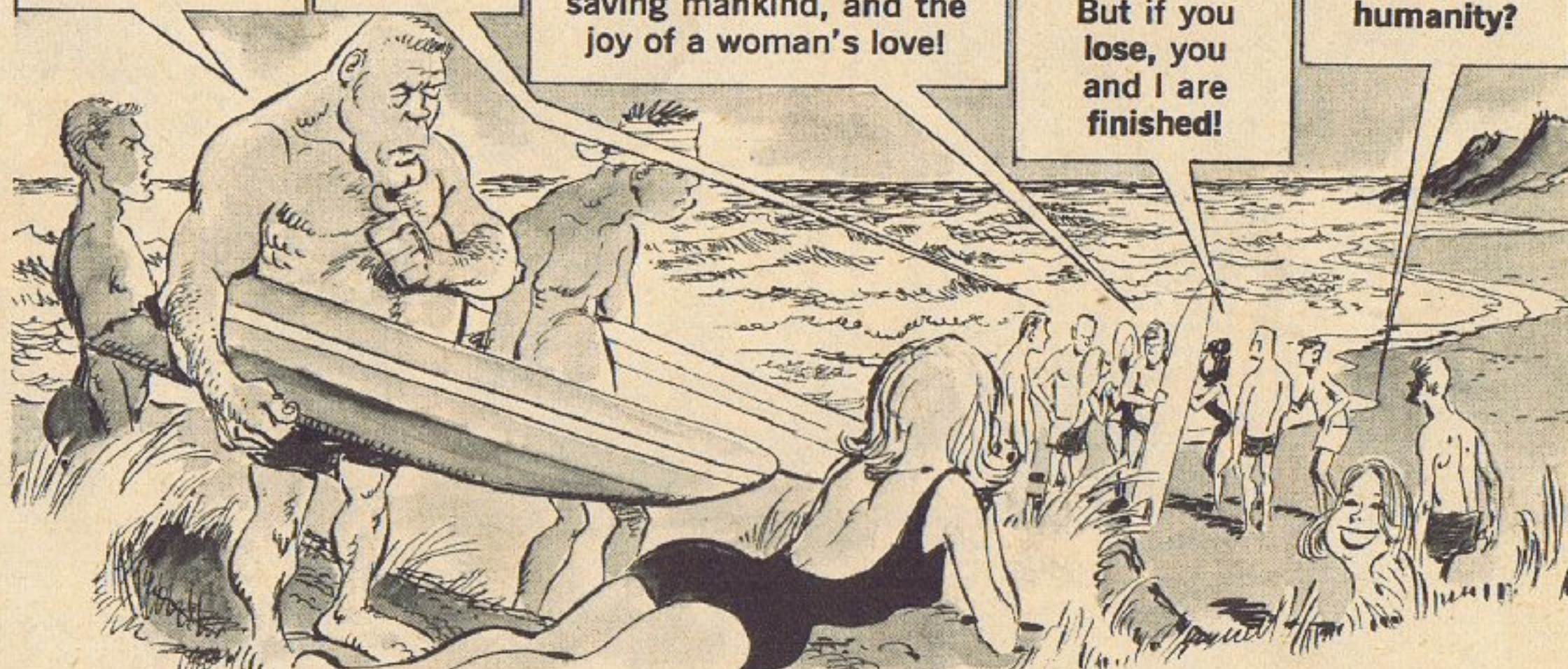
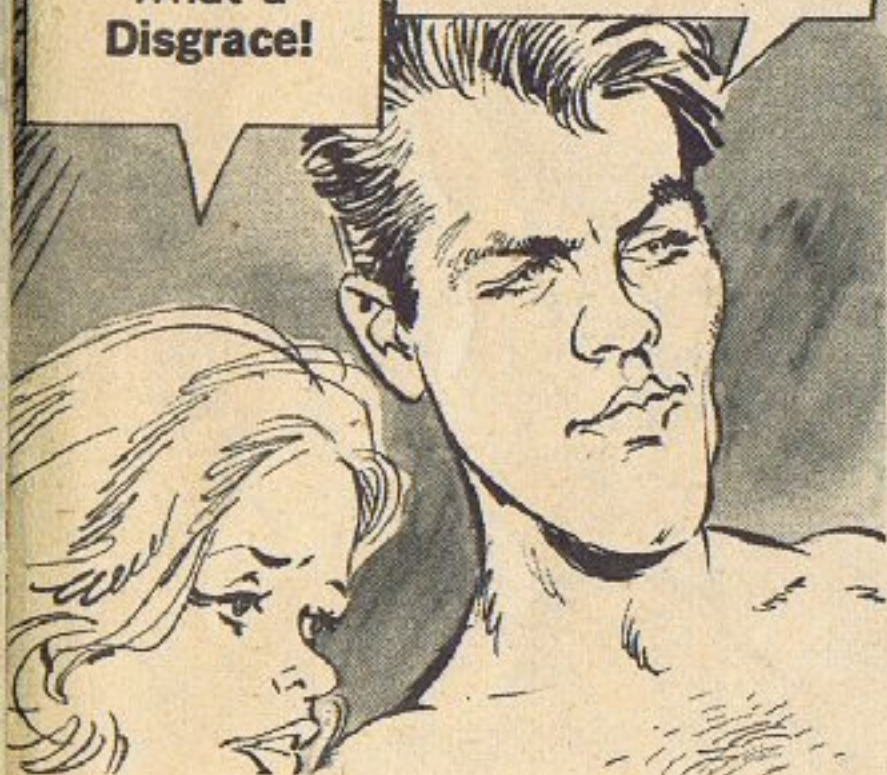
Dig that crazy Egghead! What chance does he have against Iceberg when all us great surfers have failed!

Tell us, Egghead—just why are you going out there?

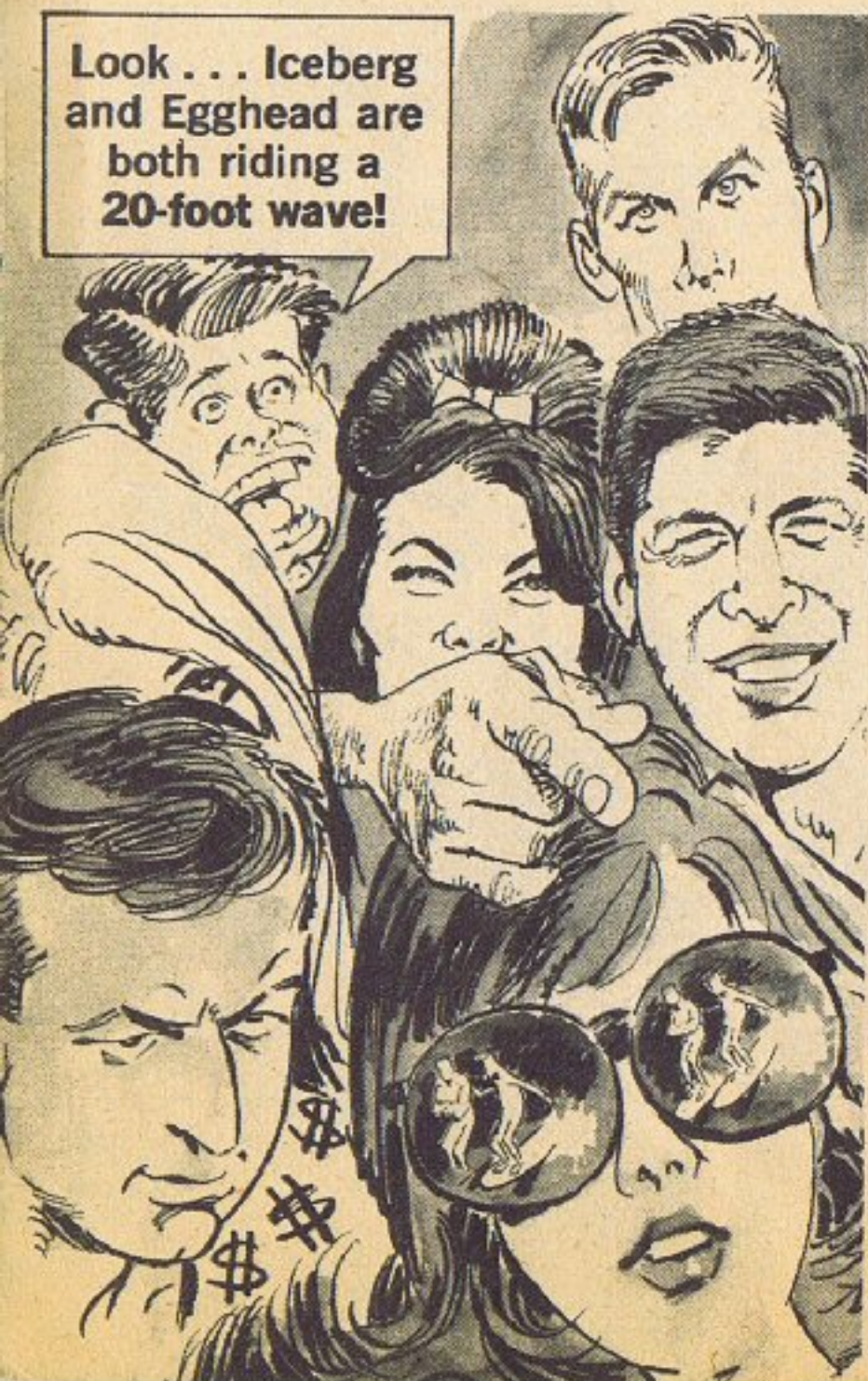
Why? I'll tell you why . . . Because the ocean is wild and free, whereas the land is tame and subjugated. And if I can, in some small way, repudiate surfer's inhumanity to surfer, I will know the glory of saving mankind, and the joy of a woman's love!

Remember, Egghead—The important thing is to surf clean! Winning is really not important! But if you lose, you and I are finished!

See? Who said these so-called frivolous beach movies don't have important messages for humanity?



Look . . . Iceberg and Egghead are both riding a 20-foot wave!

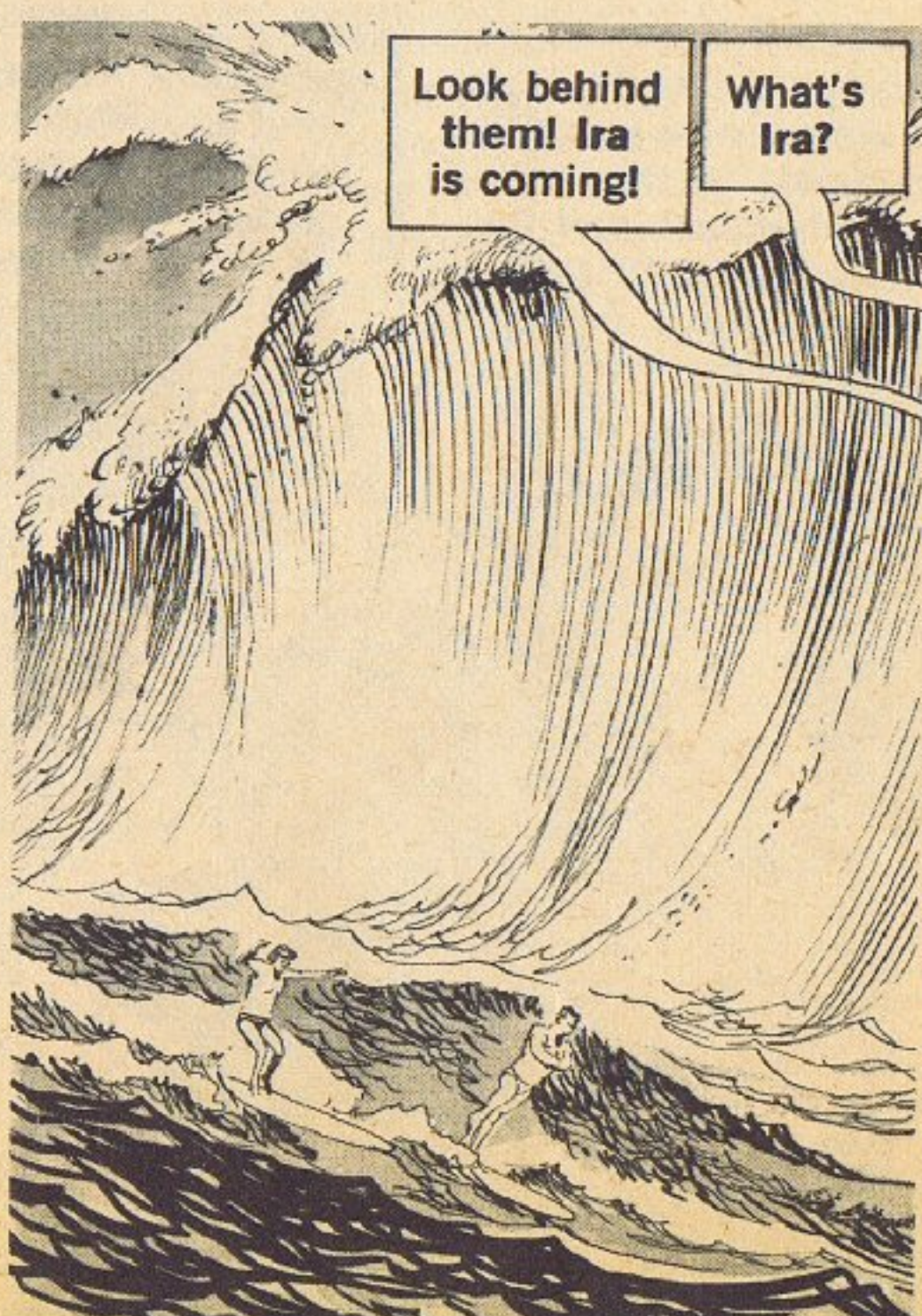


Look—now they're both riding a 40-foot wave!



Look behind them! Ira is coming!

What's Ira?



Ira is the name of the legendary great wave of Malibu Beach which comes in once every seven years! They say that if an American surfer ever rides Ira successfully, all of World Communism will be destroyed!

Who says that?

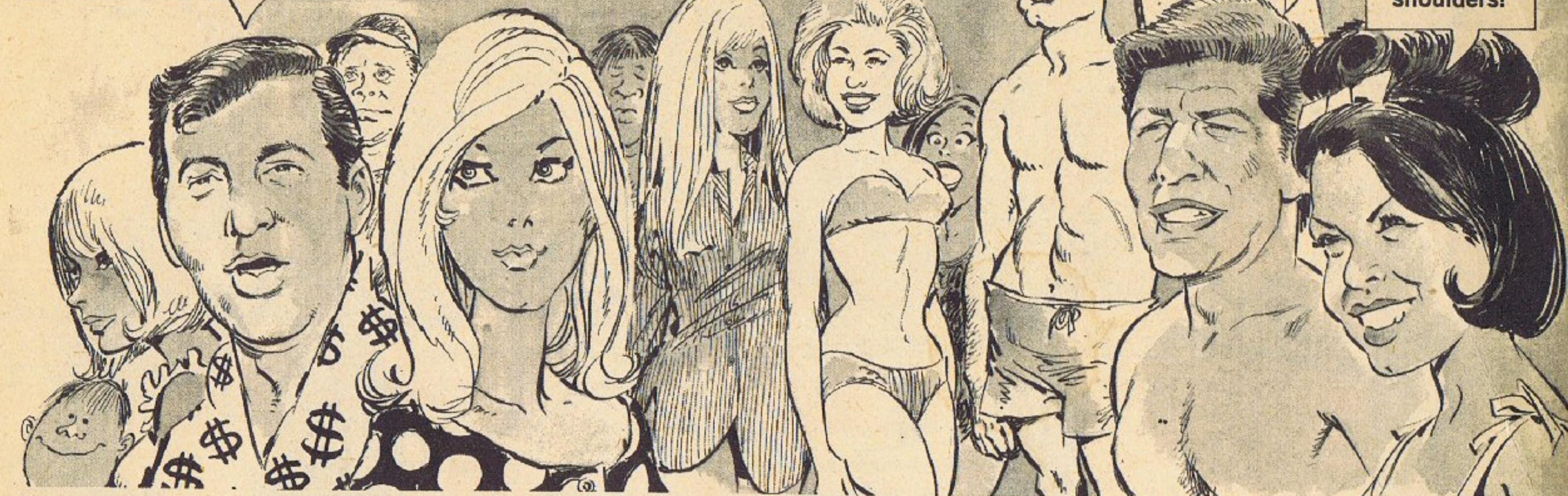
No one! I just made it up!

Why does everyone call it "Ira"?

You got me! Its real name is "Manny"!

No surfer in history has ever ridden Ira before!

This is it! Everything we stand for and love is riding on Egghead's shoulders!



So this is the spot where the whole cast of them beach movies was washed out to sea?

Yeah, it was a terrible tragedy! But you know something—we can be thankful for one thing! At least those kids are out of their misery now!

Yeah, and even more important—so is the movie-going public! Well, I guess that's the end of beach movies for good!

I guess so . . . and then again, I wonder . . .



Wa-wa-wa-ooh-ah-ooh . . . I'm a happy-go-lucky teenage angel in love with a swinging angel chick, and I wanna dance and make out on the clouds and hate grownup angels forever . . . Yeah, yeah—yeah, yeah, yeah . . .

Is this our last picture, Johnny?

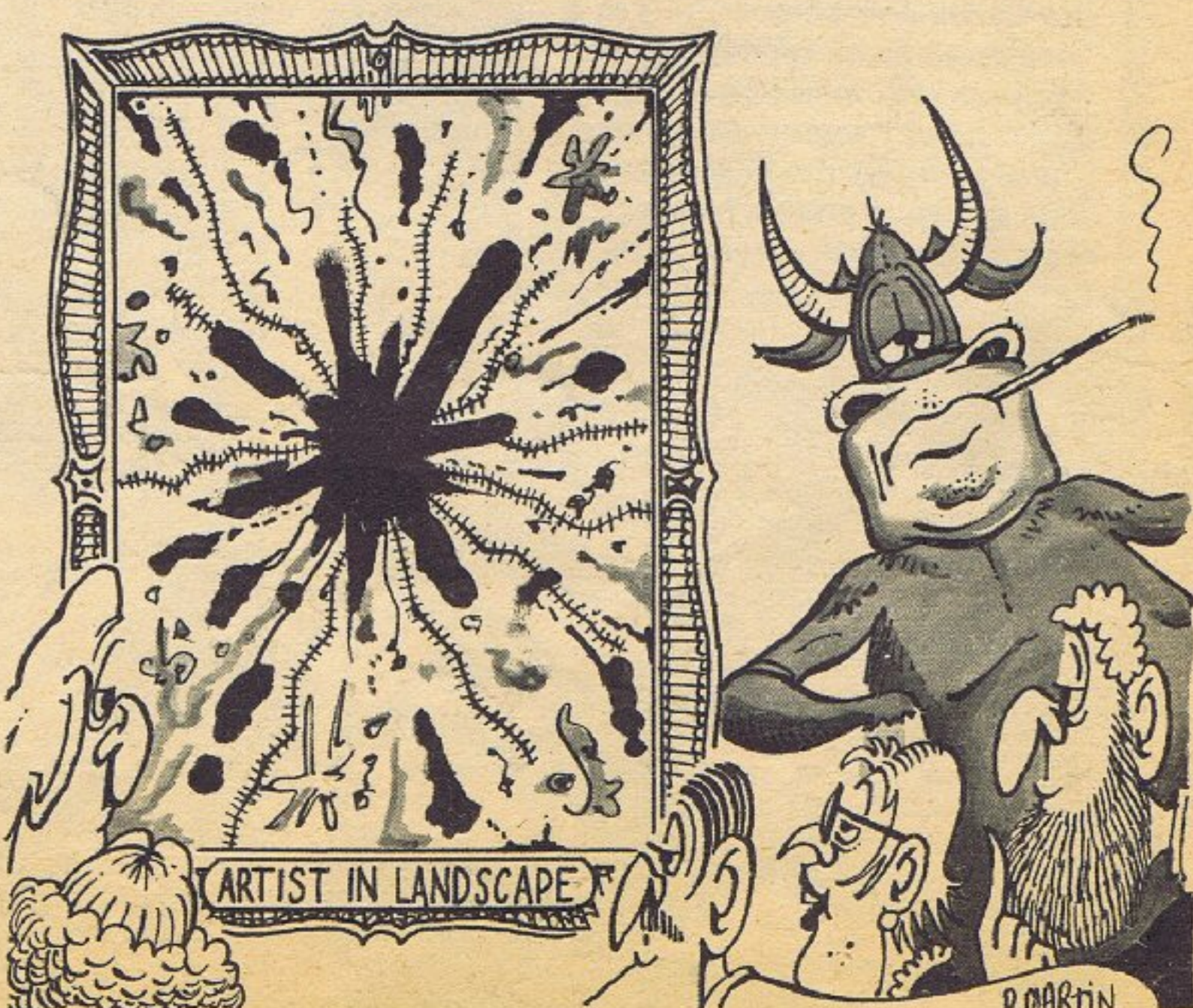
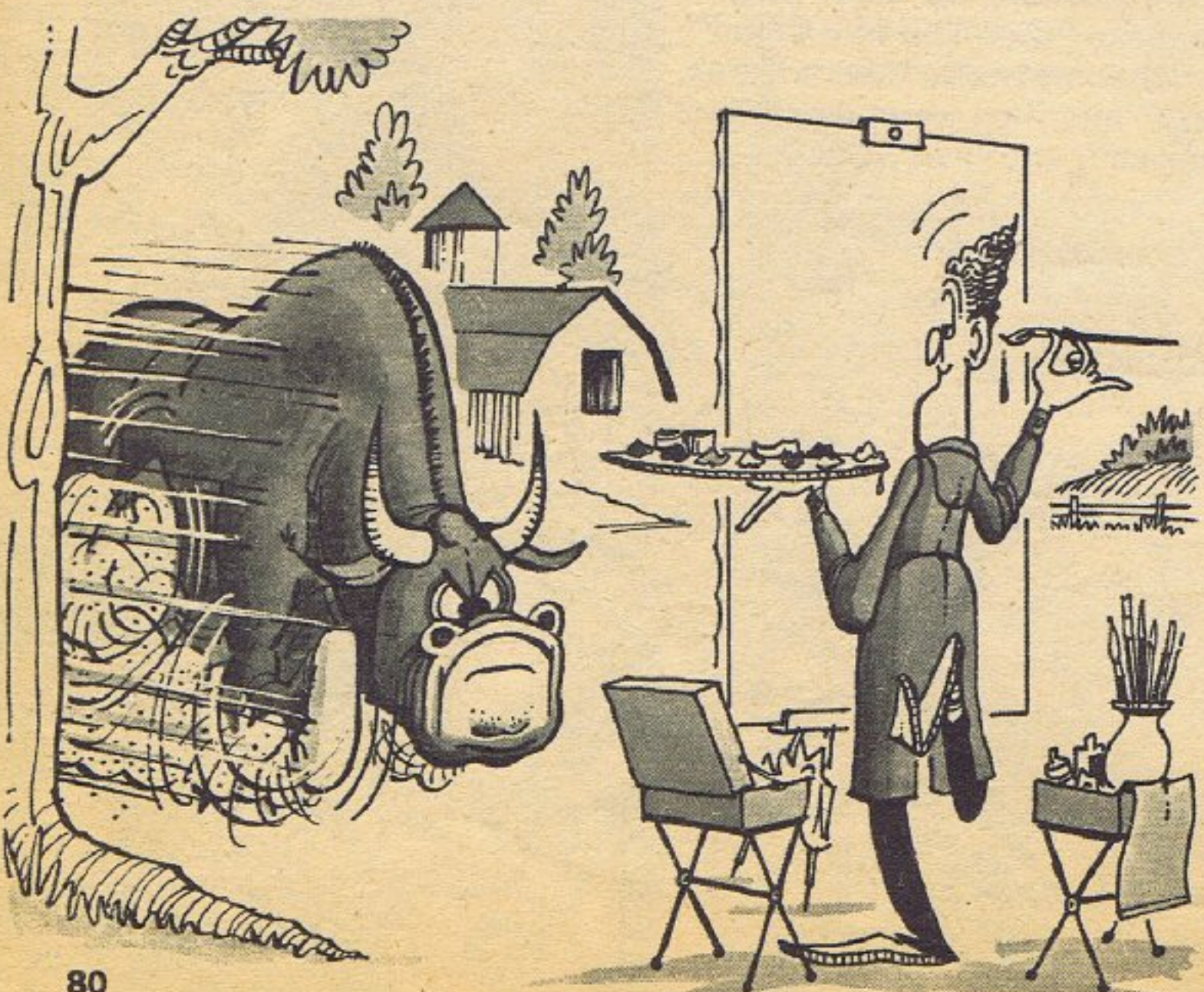
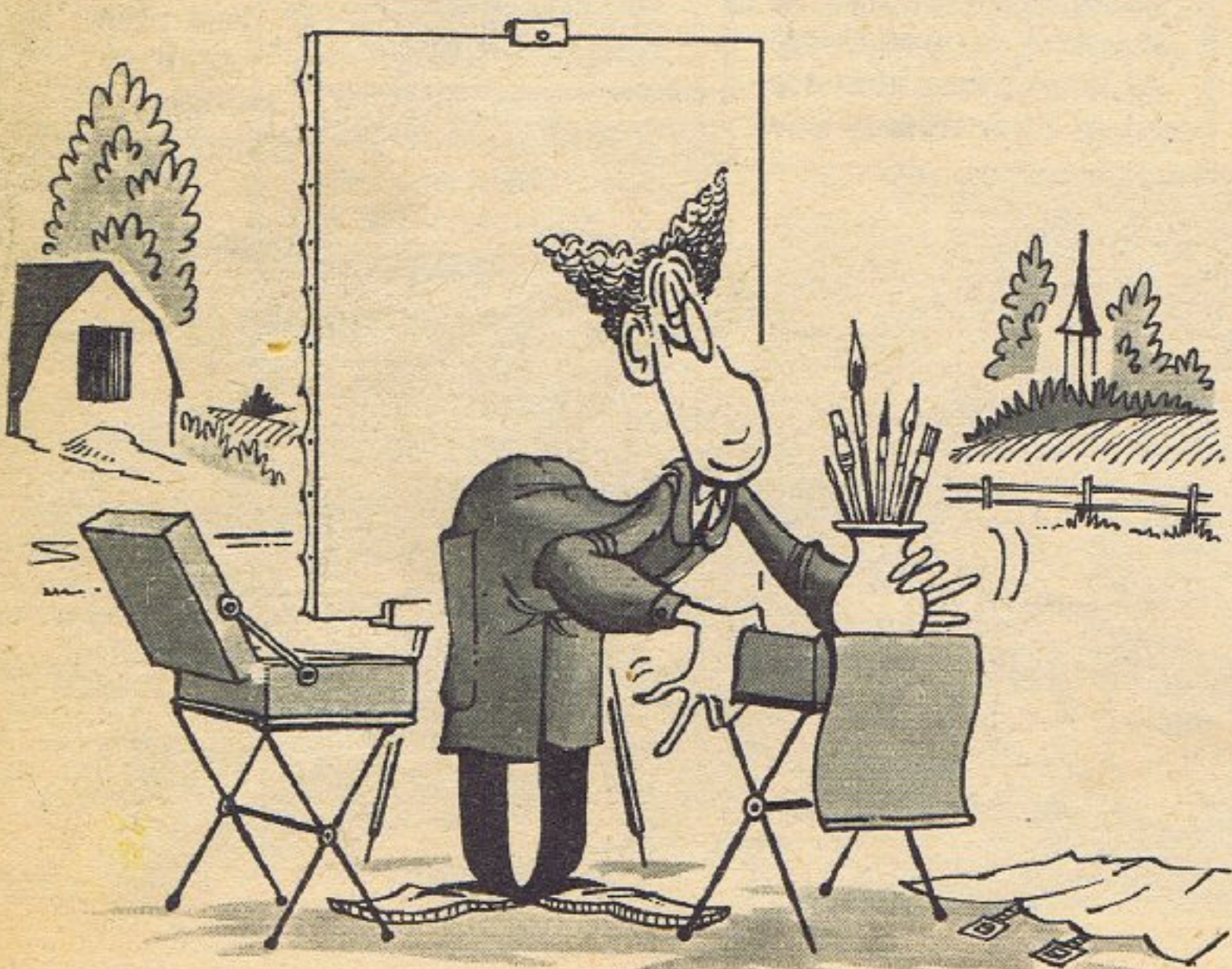
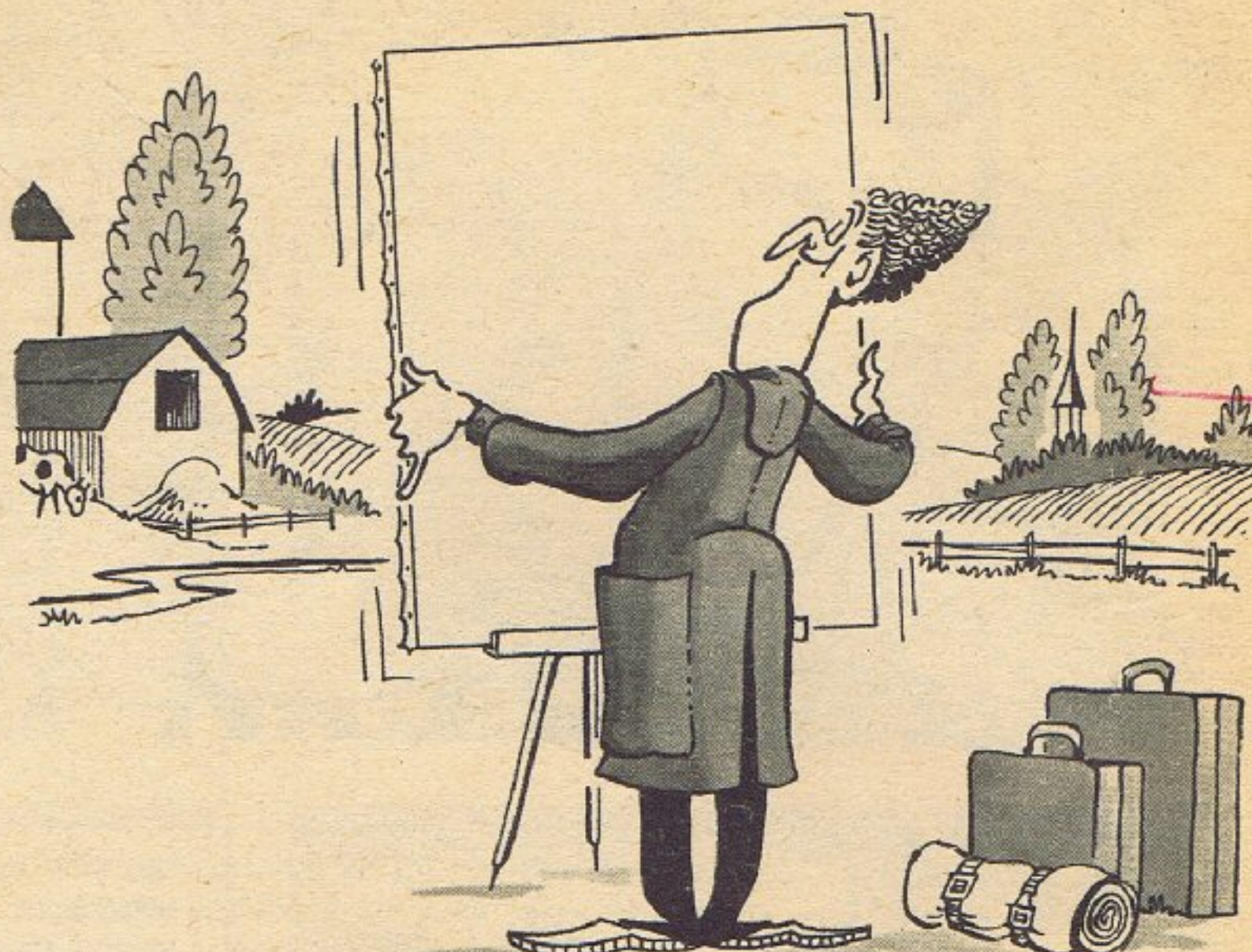
Are you kidding? After this, we make "Ride The Wild Cloud" and then we make "Pearly Gates Party" and then we make "Bikini Heaven", and then we make . . .

Hey, everybody! CLOUD'S UP!!



Get Drucker

THE IMPRESSIONIST





JUST SAY YES!
PD64 SCAN