

MAD

IND

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CHEAP

No. 110

April '67



FIRST CAME ...



... WHICH WAS
SUPER, MAN!

NEXT CAME ...



... WHICH DROVE
US BATS, MAN!

THEN CAME ...

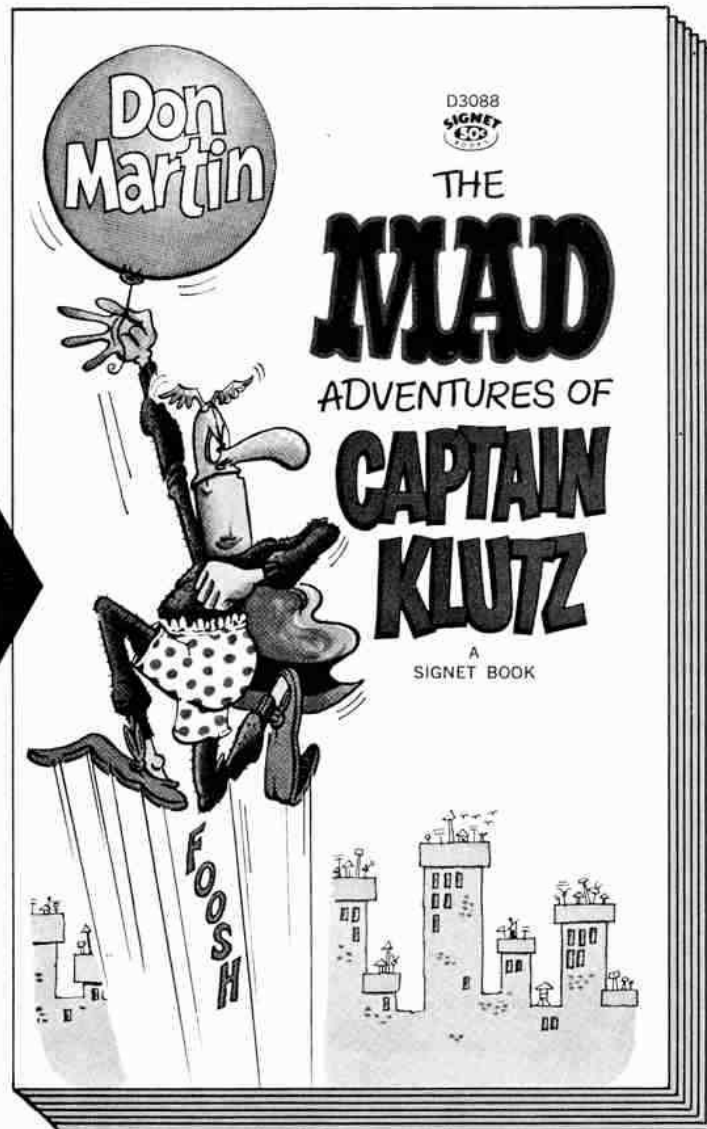


... ROBIN' US
OF OUR SANITY!

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MAD

"Most of us don't know exactly what we want, but we're pretty sure we don't have it!"—Alfred E. Neuman

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JOHN PUTNAM *art director* LEONARD BRENNER *production*

JERRY DE FUCCIO, NICK MEGLIN *associate editors*

GLORIA ORLANDO, CELIA MORELLI, RICHARD GRILLO *subscriptions*

CONTRIBUTING ARTISTS AND WRITERS

the usual gang of idiots

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MAD—April 1967 Vol. 1, Number 110, is published monthly except February, May, August and November, by E. C. Publications, Inc., 485 MADison Avenue, New York, N. Y. 10022. Second Class Postage paid at New York, N. Y. Subscriptions: In the U.S.A., 21 issues \$5.00. Outside U.S.A., 21 issues \$6.25. Allow 8 weeks for change of address to become effective. Entire contents copyright © 1967 by E. C. Publications, Inc. The Publisher and Editors will not be responsible for unsolicited manuscripts and request all manuscripts be accompanied by a stamped self-addressed return envelope. The names of characters used in all MAD fiction and semi-fiction are fictitious. A similarity without satiric purpose to a living person is a coincidence.

Printed in U.S.A.

VITAL FEATURES

THE
MAD
HATE
BOOK
Pg. 4



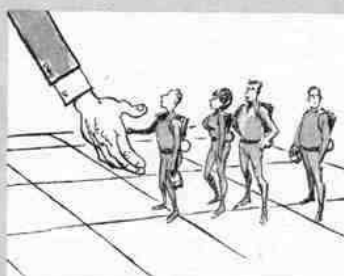
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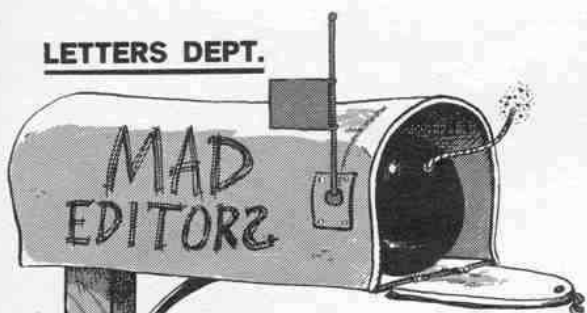
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SIDE OF
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VOYAGE
(A MAD
MOVIE SATIRE)
Pg. 43

LETTERS DEPT.



TELEPHONE SOLICITORS

Al Jaffe has created what can only be termed as the best satirical masterpiece ever. His play on "Telephone Solicitors" was superb. Although it was presented in a light-hearted manner, his message about the cheap tactics used by those so-called "salesmen" got through with shattering force.

Gary D. DeMaree
Muncie, Ind.

Your satire on "Telephone Solicitors" was the most sadistic and biting attack on those crooks that I have ever read. I'm proud of you!

David DiCasa
Woodside, N. Y.

A WELCOME CHANGE

Congratulations on your new writer, Max Brandel. His photographic articles are both original and extremely entertaining. Besides, they're a welcome change from the usual junk you print.

Daniel Schechter
Brooklyn, N. Y.

GIFTS FOR FINKS

Your "MAD Shopping Guide to Gifts For Finks" was very helpful. I've been looking for a way to get back at some of my "Fink" friends. You've helped me find it. I'm going to give them each a subscription to your magazine!

Cliff Sprague
Castro Valley, Calif.

WELL-ROUNDED MAD GIRL

Not only has MAD given me an infinite number of laughs and a priceless amount of enjoyment, but it has also given me a fuller understanding of our life and times. Thank you for making me a little better and more rounded person.

George Goodill
New Orleans, La.

WHAT IS A B.M.O.C.?

"What Is A B.M.O.C.?" was fantastically funny. I had to dry my eyes after laughing so hard at that one.

Laird Sasser
Springfield, Minn.

COURAGEOUS MAD PUBLISHER

William M. Gaines, Publisher, should get a medal for bravery. Mainly for having the courage to release the January issue.

Bram Rubinstein
Brooklyn, N. Y.

HOKUM'S HEROES—CON

You really fell on your face with "Hokum's Heroes". The last page of the satire was the most disgusting and tasteless that I've ever read in your magazine.

Sylvia Marx
Osseo, Minn.

Granted, the television show is obnoxious and vulgar—but you are still not excused for sinking to even lower depths. You have printed a thing truly offensive, no matter how noble your motives might have been—and I am embarrassed.

Frances T. Glazer
Chicago, Ill.



To say that the concluding page of "Hokum's Heroes" was in extremely poor taste is a gigantic understatement. How even the most depraved mind could find humor in a Nazi Death Camp is beyond my comprehension. Your magazine has gone far beyond the bounds of satire in presenting that heartless "Hochman's Heroes".

Mrs. Leonard Flaxman
Roselle, Ill.

The intent of "Hokum's Heroes" came through, but was it necessary to overstep the bounds of propriety in your effort to expand the theme. Most tragic of all is the realization that the plight of so many has been reflected in a humorous light.

Judith King
East Meadow, N. Y.

It was astute of you to point out the ridiculousness of a program such as "Hogan's Heroes", yet I feel that you did the very thing you sought to ridicule. Any attempt to make places like Buchenwald funny can only fail dismally, even if it is for the purpose of irony.

Joan Goff
Sacramento, Calif.

HOKUM'S HEROES—PRO

You really got your point across in "Hokum's Heroes"—if a TV comedy series about Allied airmen in a German Prisoner of War Camp could be funny—a program about Jewish people in a Nazi Death Camp could be even funnier.

Vern Padgett
Rialto, California

The fact that someone could even consider that a Nazi P.O.W. Camp was something akin to Disneyland disgusts me. Congratulations to Larry Siegel and Jack Davis on a magnificent piece of satire.

Terry Allen
Queen's University
Kingston, Ont.

Congrats on "Hokum's Heroes" in your Jan. issue. Memories seem to be getting shorter all the time. It won't be long before they have a comedy series on our G.I.'s in Vietnam prison camps. After all, those Viet Cong fellows are pretty funny guys, too.

Don LaMonica
Cromwell, Conn.

The humor of German P.O.W. Camps is surely lost on those of us who were personally affected by the Nazis and their atrocities. I am shocked by the public apathy which allows such tasteless programs to continue. Your expression of disgust was well taken.

Judith Nelson Feezell
Montclair, Calif.

Congratulations on "Hokum's Heroes". When the program was first publicized, prior to its appearance on TV, I could not believe that anybody would be stupid enough to produce a "comedy" about a Nazi "Camp". Apparently, I was wrong.

Mrs. Dorothy Applebaum
Staten Island, N. Y.

Thanks to your article, perhaps the American TV viewing public will wake up and see just what they are laughing at. Many of us have loved ones in Vietnam. Let's hope they're not the subject for a future TV Situation Comedy.

Marion G. Upton
Rio Dell, California

I believe that I am justified in assuming that much debate went on as to whether "Hokum's Heroes" should be printed, in view of any possible offense. In my opinion, you made the correct choice. Unfortunately, the fools who watch this tasteless television show will be just the ones who will miss the real point of your satire.

Steve Arcone
M.I.T.
Boston, Mass.

THE SOUND OF MONEY

"The Sound Of Money" was a long time coming, but still greatly appreciated. My eternal gratitude for showing up that nauseating, tasteless collection of drivel.

PFC Ray Kaneyama
Defense Language Inst.
Presidio of Monterey, Calif.

Your satire, "The Sound of Money", was totally uncalled for. Here was one of the best motion pictures ever produced, and you made it look like its only goal was to make money.

Edward Moses
Philadelphia, Pa.

One of the best satires you've ever published. My congratulations to Stan Hart and Mort Drucker on a fabulous piece of work.

Danny Young
Los Angeles, Calif.

If this movie is as corny as you seem to think, then it is very evident that many, many people like that kind of "corn".

Melinda Hawkins
Forest Park, Ga.

You have "scaled" all of your previous satires with "The Sound Of Money". By far, this is the "highest note" the "staff" of MAD has "composed".

Marty McEvoy
St. Louis, Mo.

Shame on you for tearing apart "The Sound of Music"! It's about time Hollywood turned out such a clean-cut, heart-warming movie. I'm sorry for you guys who can't tell a good picture from a bad one.

Sylvia Al-Haik
Seaside, Calif.

Beautiful! Indeed, without the Alps and the music, "The Sound Of Music" was nothing more than a Viennese Soap Opera!

William Barrett
Western Michigan U.
Kalamazoo, Mich.

I know that you will receive about two zillion "pan" letters on your satire of the film, "The Sound of Music", but I must say this is by far the best thing you have ever done. You have shown great courage and a high degree of intelligence by attacking a picture which was obviously tailored to the base tastes of the mass movie audience.

Dale Winogura
Los Angeles, Calif.

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Photography by Irving Schild

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GAMES PEOPLE PLAY

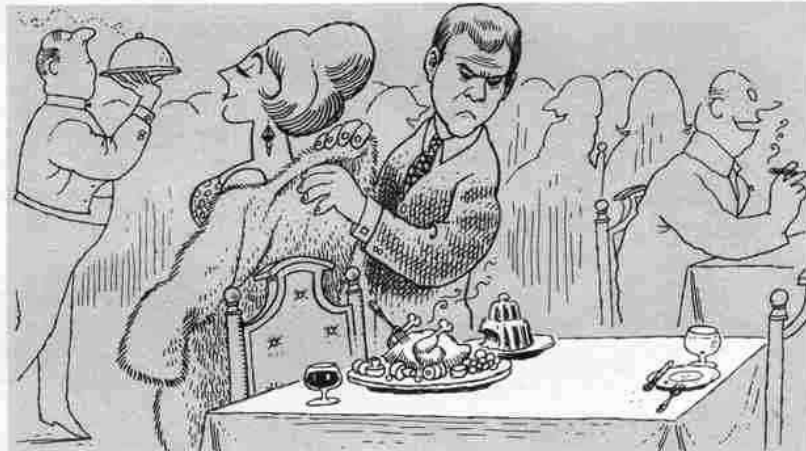
... once they receive their full-color portraits of Alfred E. Neuman, MAD's "What-Me Worry?" kid, include: "Pin The Tooth On The Flunkey", "Hide And Go Shriek", "Follow The Loser" and "Gimme My Money Back!" So if you'd like to play games and join in the fun, send 25c for one (50c for 3) to MAD, 485 MADison Avenue, New York, New York 10022

Everyone has his "Pet Hate"—and that's good. Blowing off steam about your pet hate makes you feel better. And since MAD's purpose is to make everyone feel

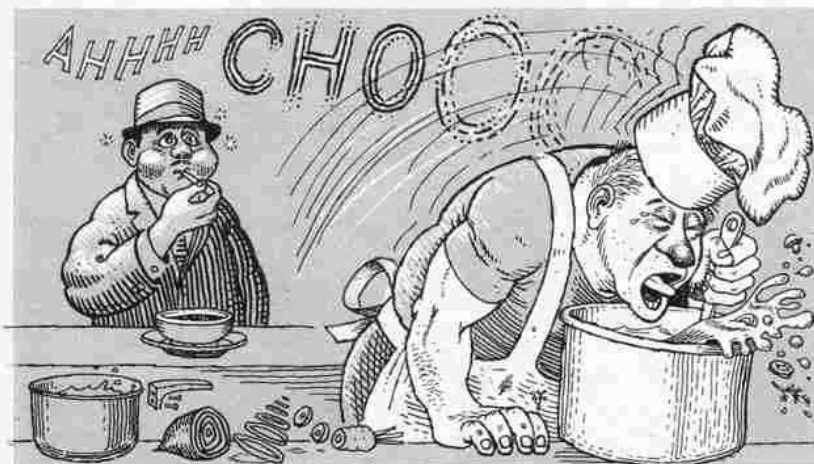
THE MAD



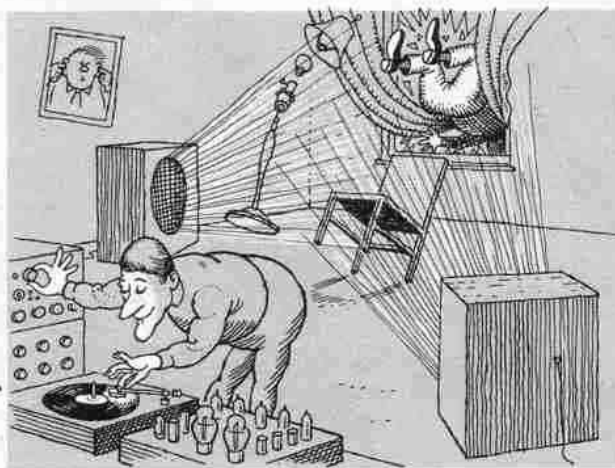
Don't You Hate . . . clerks who go to lunch just as you reach their window!



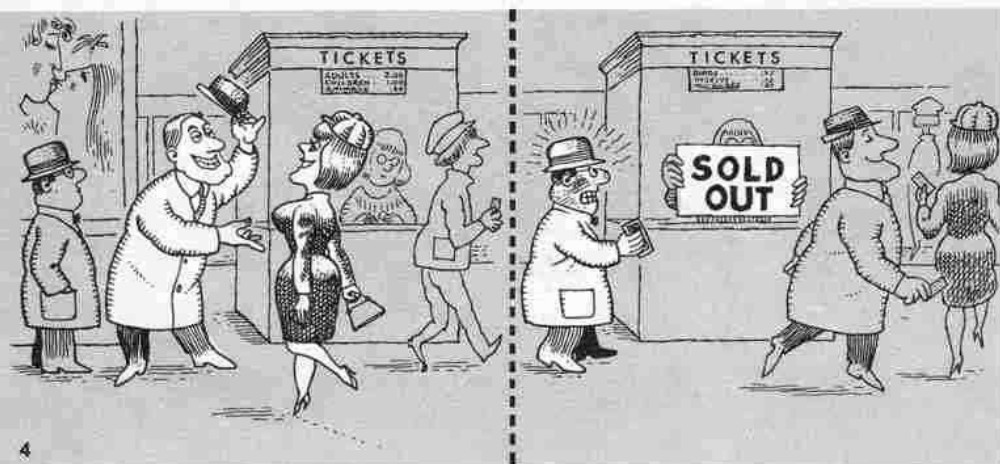
Don't You Hate . . . a date who orders the most expensive items on the menu, and then hardly eats anything!



Don't You Hate . . . restaurant workers who are so dedicated to their jobs they even come in when they're sick!



Don't You Hate . . . retards who play their Hi-Fi sets at concert hall pitch!



Don't You Hate . . . meatheads who let other people in ahead of them on a line!



Don't You Hate . . . wire hangers!

wonderful, we've decided to present a *whole* collection of pet hates. Now you can blow off steam about more than one, namely any that strike your fancy from . . .



HATE BOOK

ARTIST & WRITER: AL JAFFEE



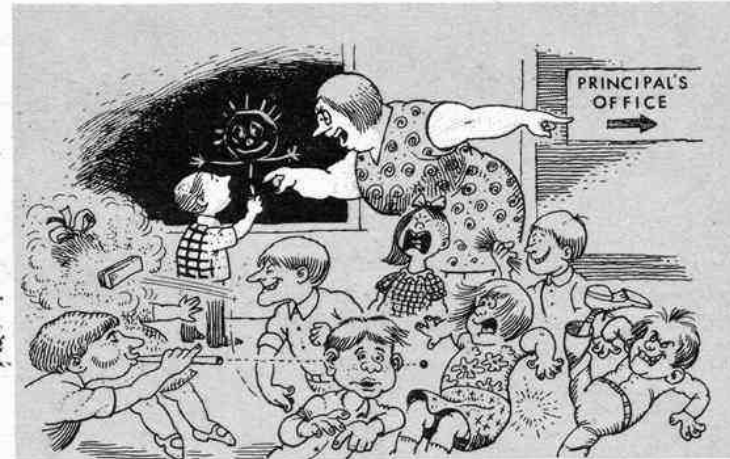
Don't You Hate . . . finding carefully hidden chewing gum!



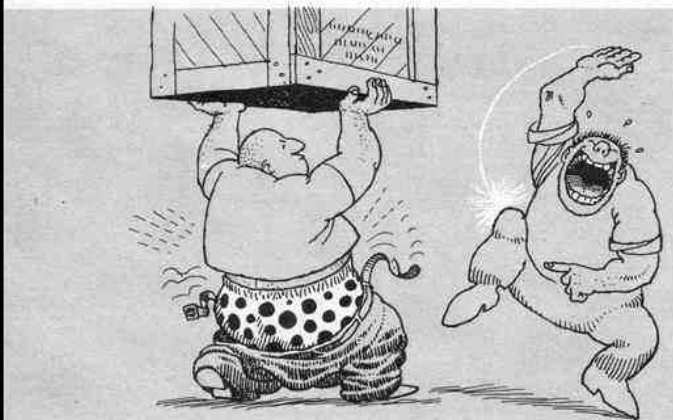
Don't You Hate . . . talkative barbers with bad breath!



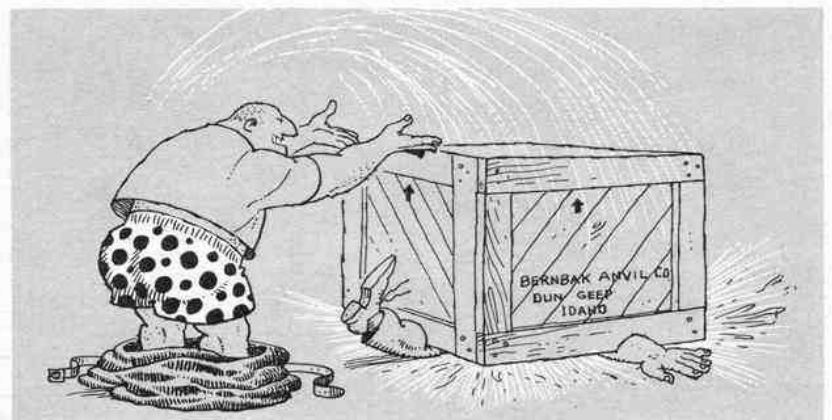
Don't You Hate . . . cretins who play brilliant phone games like talking dirty, or asking stupid questions, or laughing, or screaming, etc., and then hanging up!



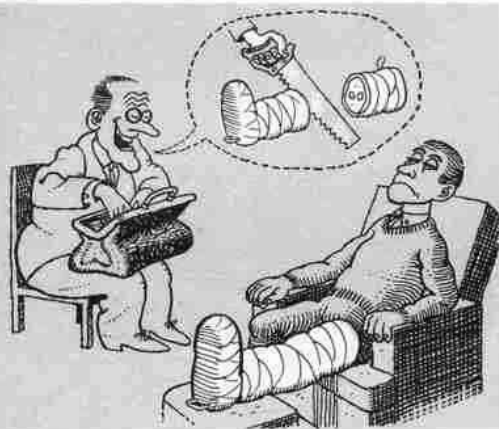
Don't You Hate . . . teachers who catch only you . . . when everyone else is misbehaving!



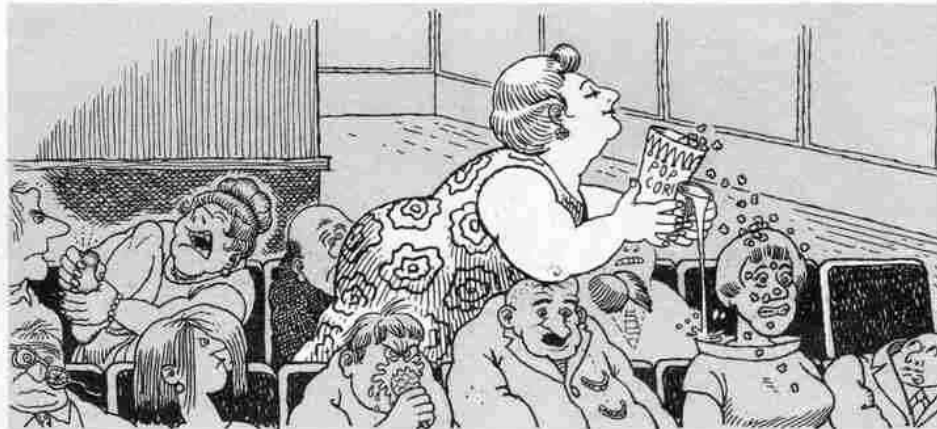
Don't You Hate . . . people who find humor in the misfortunes of others!



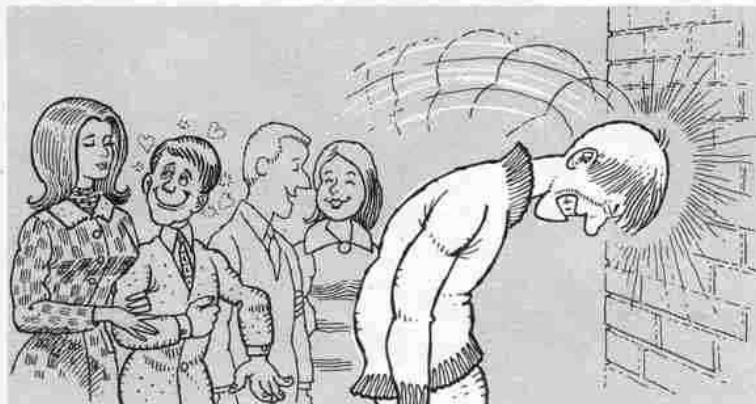
Don't You Hate . . . people who can't see the humor of finding humor in the misfortunes of others!



Don't You Hate ... "funny" doctors!



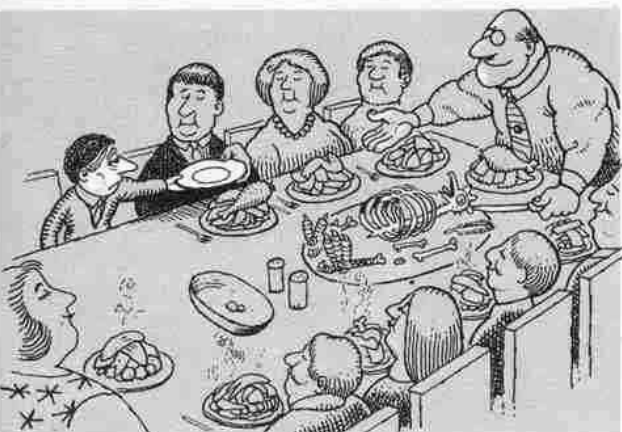
Don't You Hate ... fat slobs who go back and forth to their theatre seats!



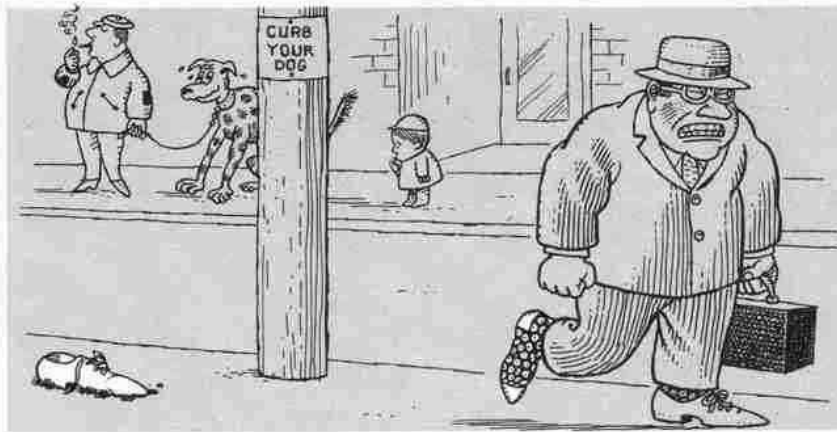
Don't You Hate ... turning down a blind date, and then finding out she looked like Ursula Andress!



Don't You Hate ... stores that are out of the one thing you drove 20 miles to get!



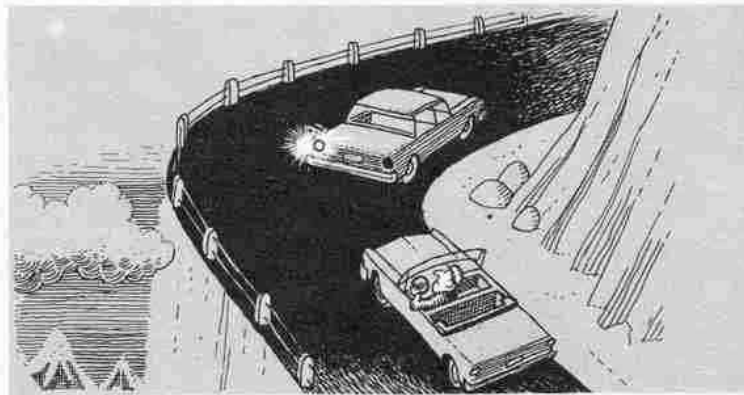
Don't You Hate ... being the last one served!



Don't You Hate ... people who keep enormous dogs in the city!



Don't You Hate ... parents who don't supervise their ill-mannered brats in restaurants!



Don't You Hate ... idiots who signal a left ... and then make a right turn!



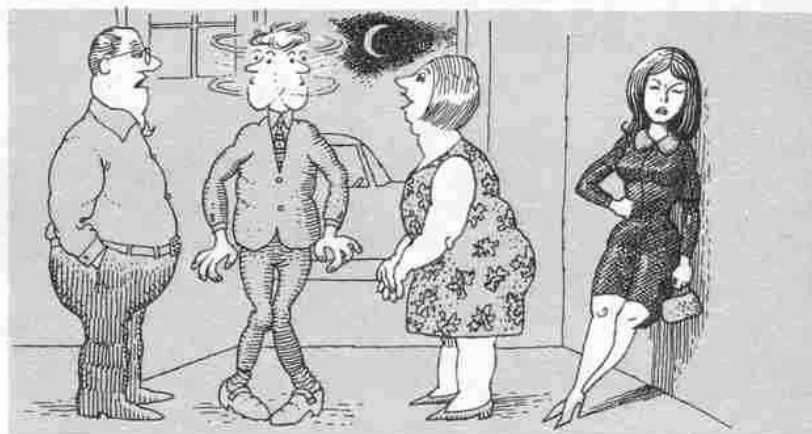
Don't You Hate . . . finding lipstick smears on your glass, and it's not your color!



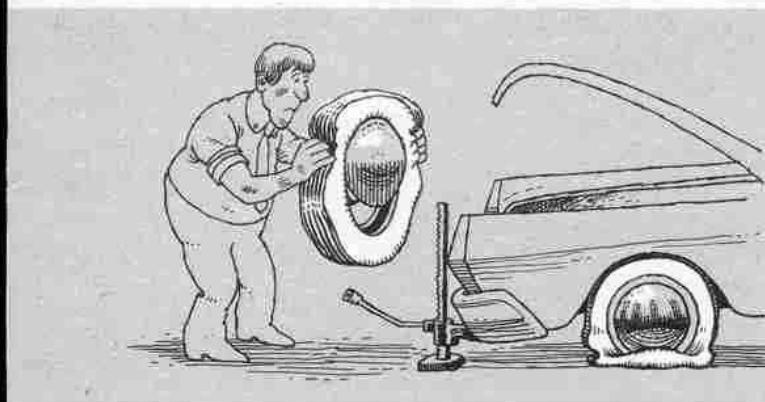
Don't You Hate . . . morons who leave burning cigarettes on the edges of tables and desks!



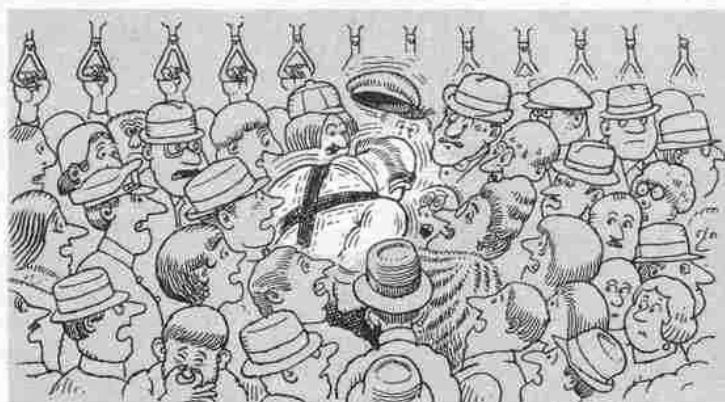
Don't You Hate . . . hot drinks served in paper cups!



Don't You Hate . . . parents who cross-examine your date!



Don't You Hate . . . spare tires that are flatter than the one you're changing!



Don't You Hate . . . people who get sick to their stomach in crowded places!



Don't You Hate . . . dentists with hairy arms!



Don't You Hate . . . magazines that print articles like this!

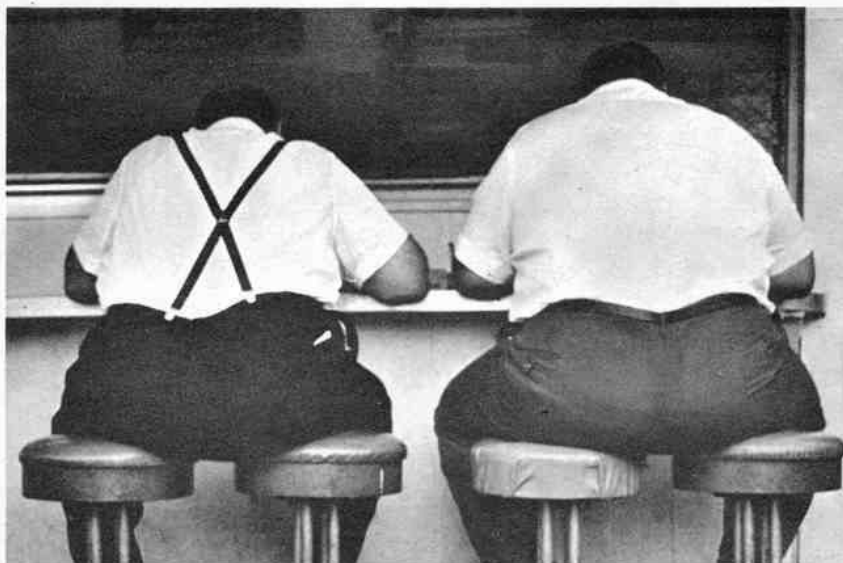
WILD PITCHES DEPT.

ADS WE'D LIKE TO SEE

Let Hertz put you in the driver's seat



(Isn't that where you belong?) **HERTZ**
RENT A CAR



...and Pillsbury says it best.

Pillsbury



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Head of the Bourbon Family



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A trip to United Nations Headquarters can be educational and inspirational. What's more, it's fun.



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PUT A TIGER IN YOUR TANK!



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OIL & REFINING COMPANY

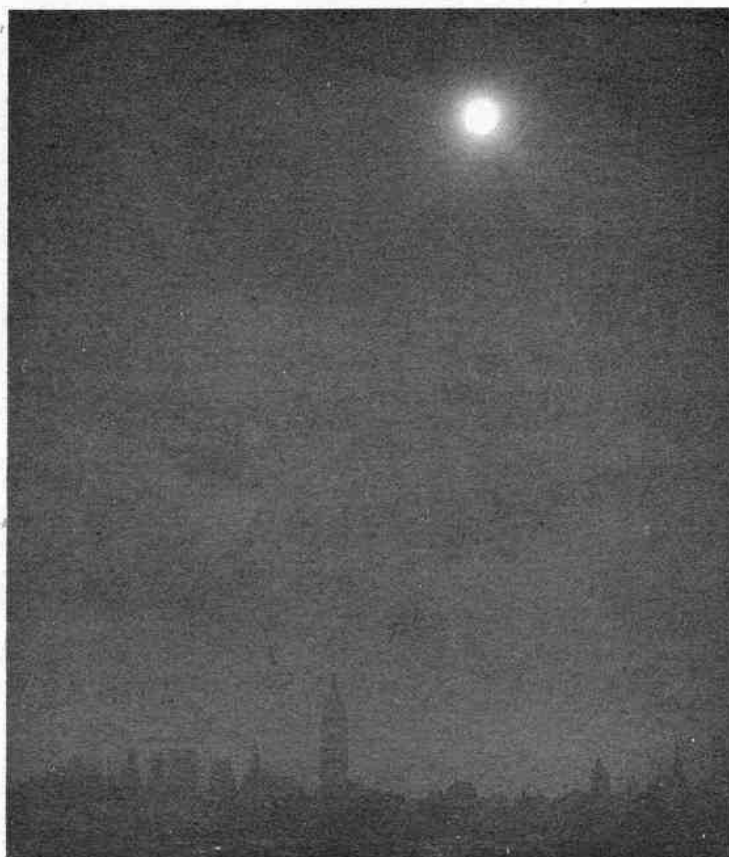
America's Leading Energy Company



PRODUCED BY: MAX BRANDEL

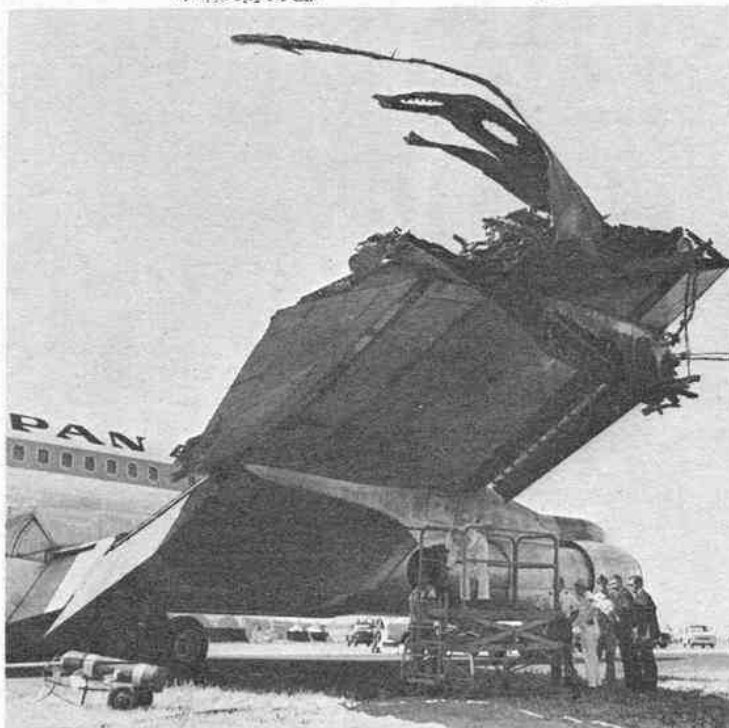
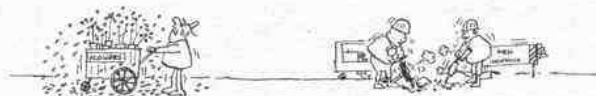


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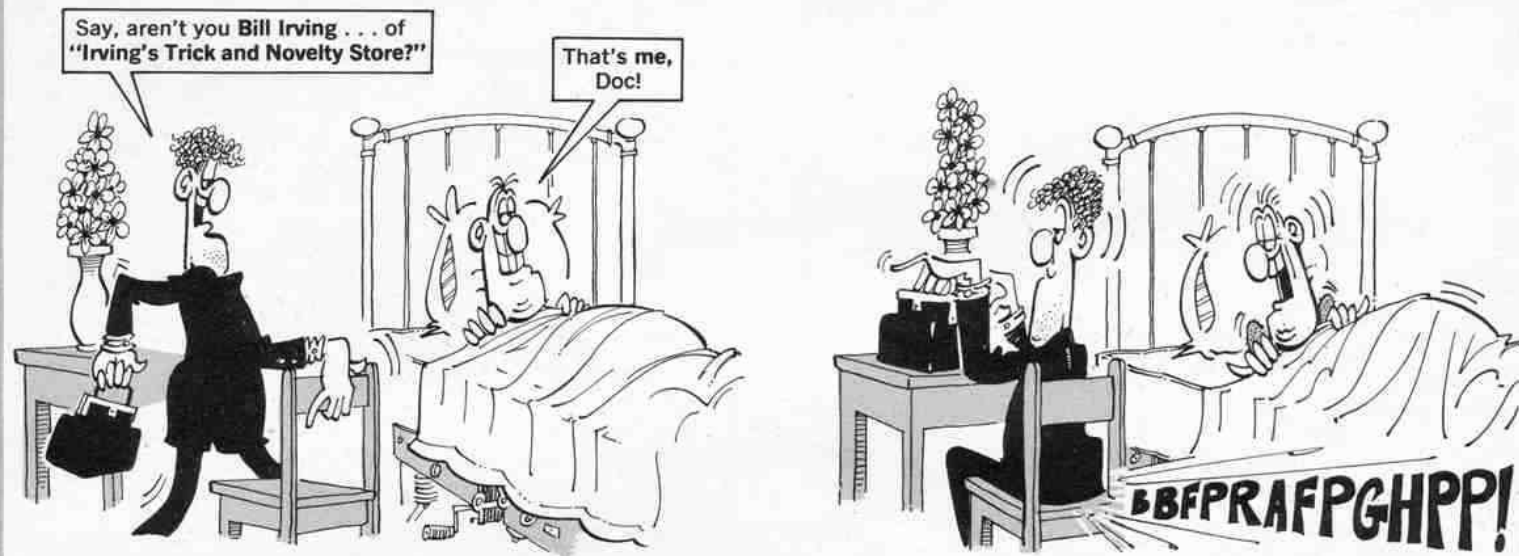


PAN-AMERICAN AIRWAYS



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ONE DAY IN



A HOSPITAL

Ha-ha! Well ... let's
get your pulse, now ...



BIZZT



Ha-ha-ha-ha! Oh, Nurse! Prepare
Mr. Irving for immediate Surgery!



SURGERY



SPLOYDOING



TUNING FORK DEPT.

Nearly all Popular Songs these days are written about "love" . . . falling in love, falling out of love, two-faced love, lost love, unrequited love, etc. But love is only a small part of our

lives. What's really important is food! Not only does eating food take up a great deal of our time, but it's also absolutely vital to our survival. After all, you can't live on love alone!

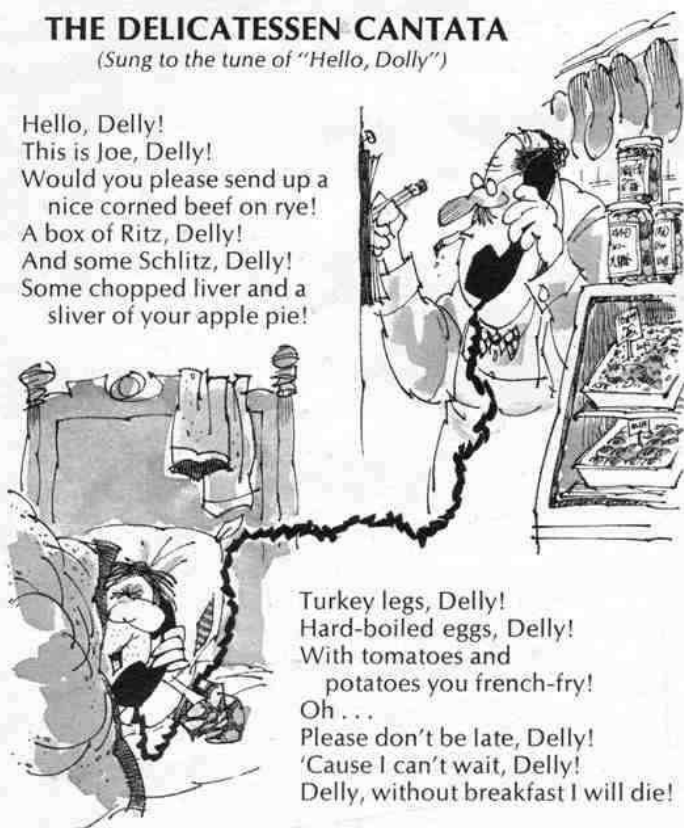
SONGS OF

ARTIST: PAUL COKER, JR.

THE DELICATESSEN CANTATA

(Sung to the tune of "Hello, Dolly")

Hello, Delly!
This is Joe, Delly!
Would you please send up a
nice corned beef on rye!
A box of Ritz, Delly!
And some Schlitz, Delly!
Some chopped liver and a
slover of your apple pie!



Turkey legs, Delly!
Hard-boiled eggs, Delly!
With tomatoes and
potatoes you french-fry!
Oh . . .
Please don't be late, Delly!
'Cause I can't wait, Delly!
Delly, without breakfast I will die!

THE HOT PIZZA SERENADE

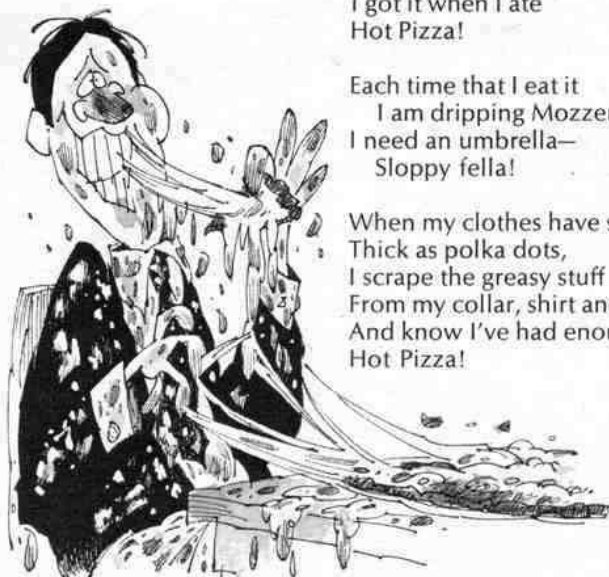
(Sung to the tune of
"There's A Small Hotel")

There's a strange new dye
On my fav-rite tie—
I got it when I ate
Hot Pizza!

There's a glob of goo
On my new suede shoe—
I got it when I ate
Hot Pizza!

Each time that I eat it
I am dripping Mozzarella!
I need an umbrella—
Sloppy fella!

When my clothes have spots
Thick as polka dots,
I scrape the greasy stuff
From my collar, shirt and cuff,
And know I've had enough
Hot Pizza!



THE AIRLINE ANTHEM

(Sung to the tune of "Tonight")

In flight!
In flight!
They serve great food in flight!
The sirloins are so tasty and rare!

In flight!
In flight!
I try to eat in flight!
But it just doesn't work in the air!

In flight!
Those headwinds we are bucking!
And soon I am upchucking!
Oh, what a sorry sight!

I'm white
With fright
From trying to hold down every bite
In . . . flight!



You gotta eat once in a while! Well, with this startling new thought in mind, MAD proudly glorifies this essential area in our lives with a collection of stirring and succulent...

FOOD

WRITER: FRANK JACOBS

THE MEAT-EATER'S LAMENT

(Sung to the tune of "Downtown")

When you eat meat,
But hate the meat that you're eating—
Then you've surely got
Ground Round!

It's so unnerving
When they're constantly serving
In an eating spot—
Ground Round!

It may be called a Chopped Steak, a Salisbury,
or Beef Patty!
No matter what it's called, it's always
over-cooked and fatty!
What can you do?

Sound off to your waiter there—
And loudly pound on your table, stand up on
your chair
And shout:
"Ground Round!
"Piled on my plate I see
"Ground Round!
"Always you're conning me!
"Ground Round!
"Why must it always be
"Ground Round!
"Ground Round!
"Ground Round!
"Ground Round..."



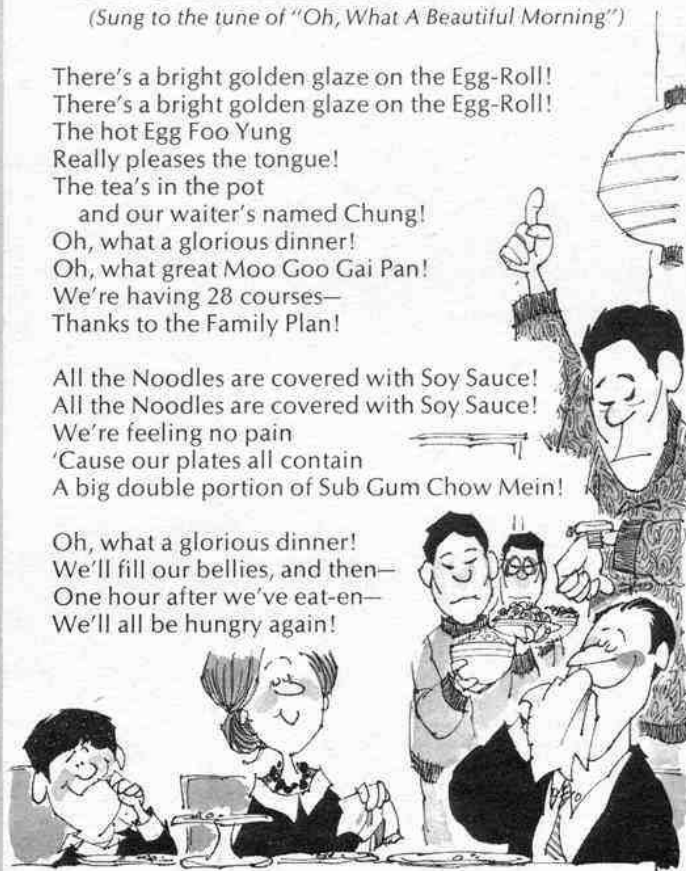
THE CHINESE RESTAURANT CHANTY

(Sung to the tune of "Oh, What A Beautiful Morning")

There's a bright golden glaze on the Egg-Roll!
There's a bright golden glaze on the Egg-Roll!
The hot Egg Foo Yung
Really pleases the tongue!
The tea's in the pot
and our waiter's named Chung!
Oh, what a glorious dinner!
Oh, what great Moo Goo Gai Pan!
We're having 28 courses—
Thanks to the Family Plan!

All the Noodles are covered with Soy Sauce!
All the Noodles are covered with Soy Sauce!
We're feeling no pain
'Cause our plates all contain
A big double portion of Sub Gum Chow Mein!

Oh, what a glorious dinner!
We'll fill our bellies, and then—
One hour after we've eat-en—
We'll all be hungry again!



THE HEALTH FOOD HYMN

(Sung to the tune of "I'm In The Mood For Love")

I'm eating food for health!
'Cause it is so nutritious!
Though I hate all the dishes—
I'm eating food for health!



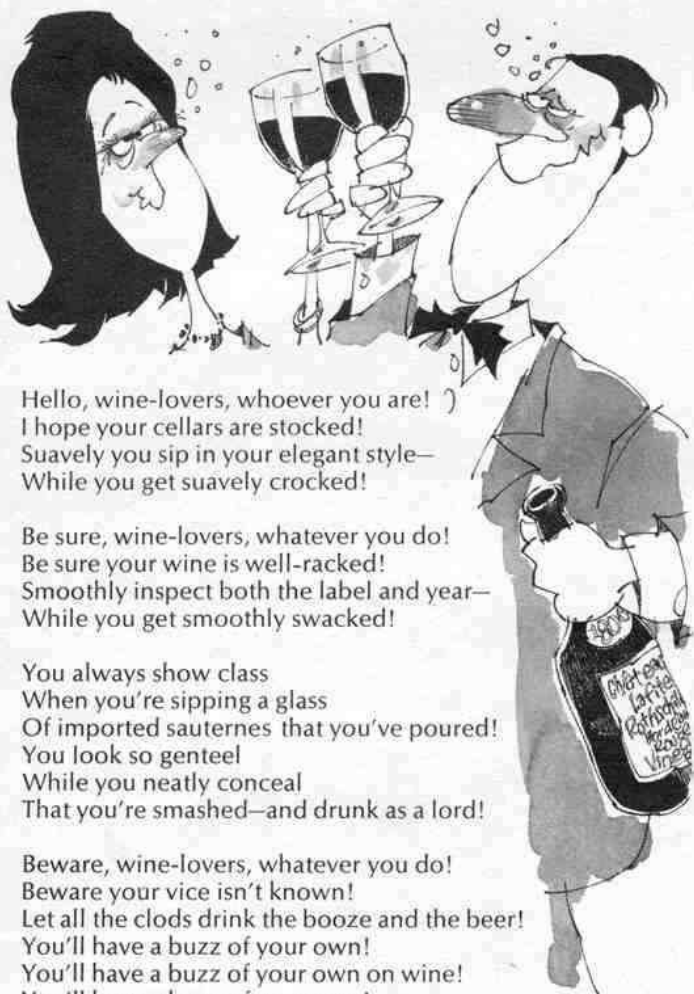
Spinach and eggplant soup!
Steaks that are made of soybeans!
Though I do not enjoy beans—
I'm eating food for health!

Turnips with wheatgerm dressing
May a bad smell produce—
Though it may be depressing,
I'll wash it down... with cabbage juice!

Blackstrap molasses pie!
Yoghurt on rhubarb shredded!
Though they're all foods I've dreaded—
I'm eating food for health!

THE SONG OF WINE-LOVERS

(Sung to the tune of "Hello, Young Lovers")



Hello, wine-lovers, whoever you are!
I hope your cellars are stocked!
Suavely you sip in your elegant style—
While you get suavely crocked!

Be sure, wine-lovers, whatever you do!
Be sure your wine is well-racked!
Smoothly inspect both the label and year—
While you get smoothly swacked!

You always show class
When you're sipping a glass
Of imported sauternes that you've poured!
You look so genteel
While you neatly conceal
That you're smashed—and drunk as a lord!

Beware, wine-lovers, whatever you do!
Beware your vice isn't known!
Let all the clods drink the booze and the beer!
You'll have a buzz of your own!
You'll have a buzz of your own on wine!
You'll have a buzz of your own!

THE ICE CREAM PARLOR POLKA

(Sung to the tune of "Surrey With The Fringe On Top")

Every day is really a fun day
When I eat a big gooey sundae—
When I eat a big gooey sundae
With the nuts on top!

Cara-mel sauce all gluey and gummy!
Blobs of cream all tasty and yummy!
Gobs of fudge that drop in my tummy
With a slow plip-plop!

A cherry's a-sittin' on a pineapple slice!
The marshmallow syrup's all sticky!
The strawberry mixin' with the fudge real nice—
Which may be why I'm feelin' icky!

Though my figure's taking a beating
From this glob of goo that I'm eating—
When I'm through, you'll find me repeating
'Cause I just can't stop
Eating all those gooey sundaes
With the nuts on the top!



THE BAD BREATH BALLAD

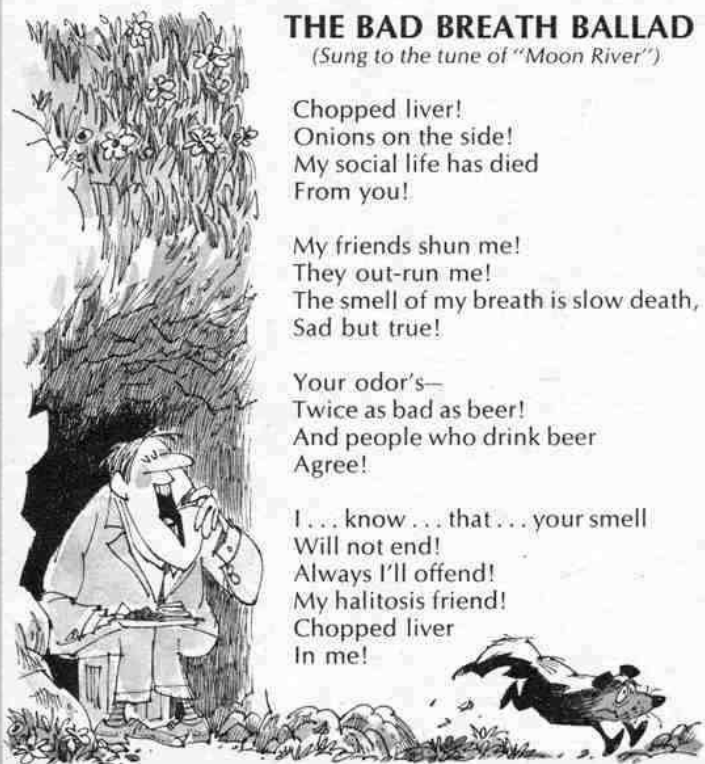
(Sung to the tune of "Moon River")

Chopped liver!
Onions on the side!
My social life has died
From you!

My friends shun me!
They out-run me!
The smell of my breath is slow death,
Sad but true!

Your odor's—
Twice as bad as beer!
And people who drink beer
Agree!

I... know... that... your smell
Will not end!
Always I'll offend!
My halitosis friend!
Chopped liver
In me!



THE BALLAD OF THE BULGE

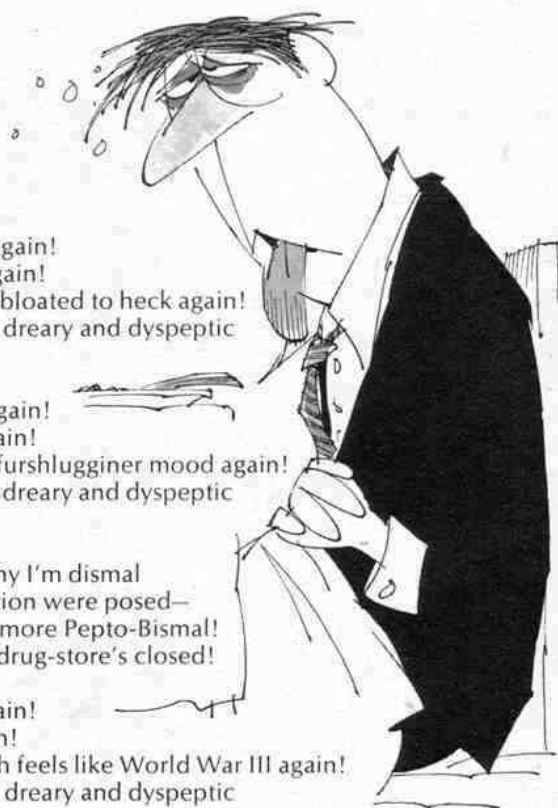
(Sung to the tune of "Bewitched, Bothered And Bewildered")

I'm yecck again!
A wreck again!
My belly is bloated to heck again!
Distressed, dreary and dyspeptic
Am I!

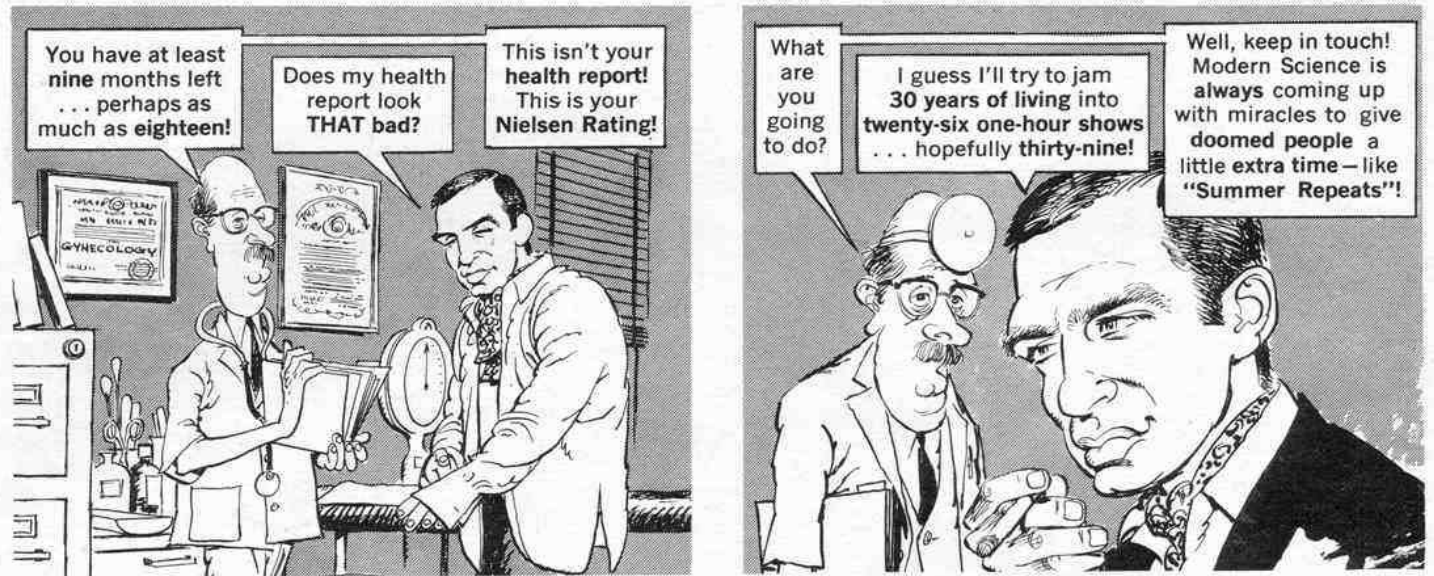
Subdued again!
By food again!
I'm in that furshlugginer mood again!
Distressed, dreary and dyspeptic
Am I!

I can say why I'm dismal
If the question were posed—
There's no more Pepto-Bismal!
And every drug-store's closed!

No glee again!
In me again!
My stomach feels like World War III again!
Distressed, dreary and dyspeptic
Am I!



HERE'S MAD'S VERSION OF THE POPULAR TV SERIES THAT STARTS OFF EACH WEEK LIKE THIS:



THE LIFE OF YOUR RUN

ARTIST: MORT DRUCKER

WRITER: DICK DE BARTOLO



TONIGHT'S EPISODE: "THE SADNESS OF A LONELY TIME IS NOTHING LIKE THE LONELINESS OF A SAD TIME-CHA-CHA-CHA" 15

Pall!
Slow down!
You're
driving like
a maniac!

We're
winning,
aren't we?

Yes, but
it's so
unfair!
This is
a Horse
Race!

I can't help it!
I like speed! I
like action! I
like things to
happen **FAST!**

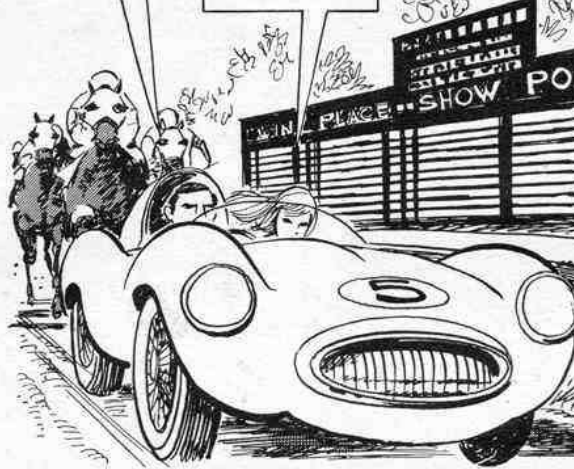
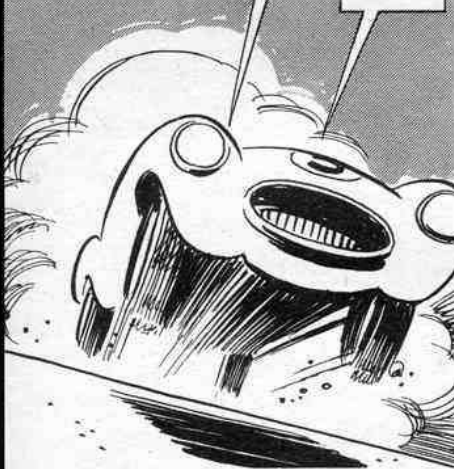
I meant to ask
you about that!
How come you
ate breakfast
in 42 seconds?

Because I
wasn't hungry
this morning!
I usually eat
in 20 seconds!

I feel like
a smoke! Light
me a pack of
cigarettes,
will you?

A PACK . . . !?

Takes too long
to smoke 'em
one at a time!



Tell me about
yourself! Why
are you carry-
ing that gun?

Gun? I was
hoping you
wouldn't
notice . . .

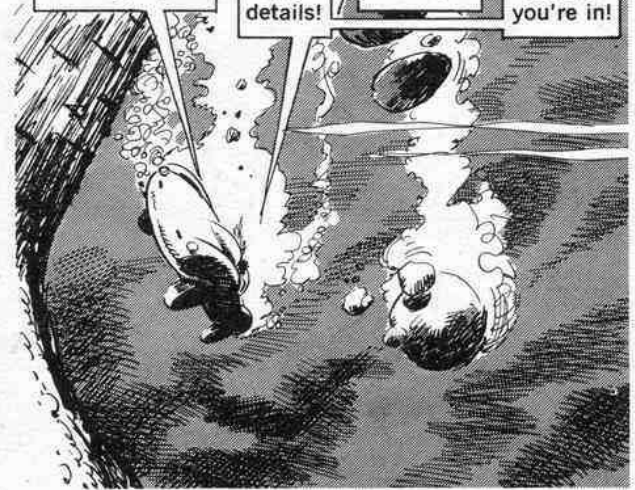
I can't help noticing things like that!
I was a lawyer! I always notice little
details! Like the minute I met you, I
immediately suspected three things . . .
that you were in trouble—that you were
carrying a gun—and that you were a girl!

You were right
about all three
But the "girl"
part was easy!
Everything I'm
wearing is pink!

Fill me
in on
the
details!

Well, my
slip is a
pale pink
nylon with
lace trim,
and my—

Not those
details!
Tell me
about the
trouble
you're in!



A few months ago, I was
introduced to the jolliest man
I'd ever met. He was always
laughing and bringing me
presents! He was older than
I, with white hair and beard
—but I loved him, and
I wanted to marry him!

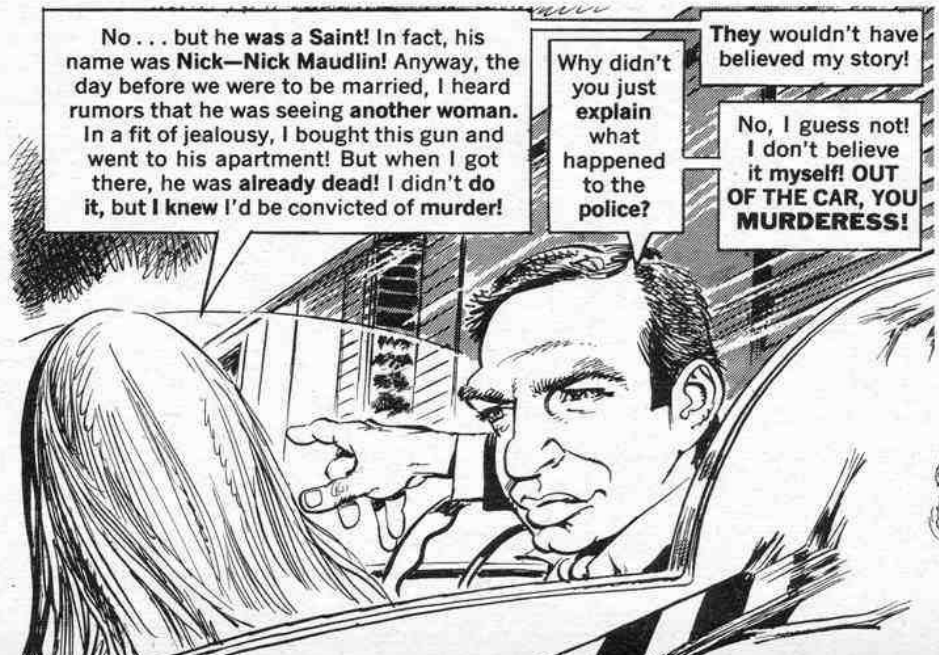
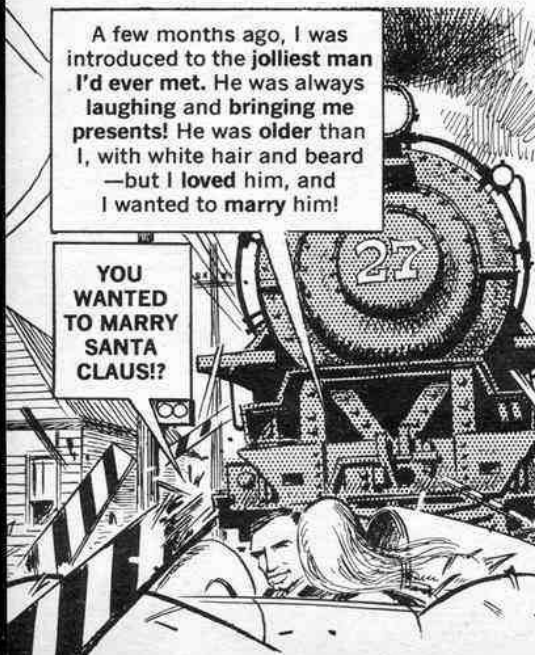
YOU
WANTED
TO MARRY
SANTA
CLAUS!?

No . . . but he was a Saint! In fact, his
name was Nick—Nick Maudlin! Anyway, the
day before we were to be married, I heard
rumors that he was seeing another woman.
In a fit of jealousy, I bought this gun and
went to his apartment! But when I got
there, he was already dead! I didn't do
it, but I knew I'd be convicted of murder!

Why didn't
you just
explain
what
happened to
the police?

They wouldn't have
believed my story!

No, I guess not!
I don't believe
it myself! **OUT
OF THE CAR, YOU
MURDERESS!**



Wait! Maybe you're telling the truth! I've got nothing to do for the next two hours... so I'll help you!

Oh, Pall!

Yes... I will help you!

Oh, Pall!

Yes, I will truly help you!

Oh, Pall!

Yes, by all the power vested in me, I will...

Can't we start shaking hands? My lips are turning numb!



Let's get going! Time is flying! It's a quarter to!

Huh? a quarter to what?

I dunno! My watch doesn't have an hour hand!

I don't like to keep track of time!

Someday when we have time, I'll explain!

Yeah, but I don't!

But I have time now!

Gee, why not?

Why is that?



Pall... how can you keep traveling around the world week after week without working? I mean—what do you use for money?

I charge everything to my Diner's Club card. Then, when the bill comes, I put it on my American Express card. And when that bill comes, I put it all on my Carte Blanche card. I've got enough Credit Cards to last me eighteen months or more!



Yes, but at the end of eighteen months... you'll be dead broke!

Well, you're HALF right! But enough about me! While we're spending the next two quiet hours together, you can give me all the details about your ex-lover, Chris Kringle!

That's NICK MAUDLIN... idiot!!



Did this Nick Maudlin gamble?

Plenty! I heard that he lost several houses and a hotel he once owned... and that he owed someone a million dollars!

Do you think he was killed for that?!

For what? For losing a lousy game of "Monopoly"?!



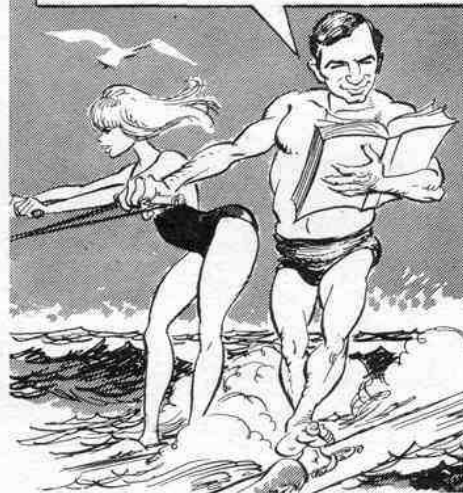
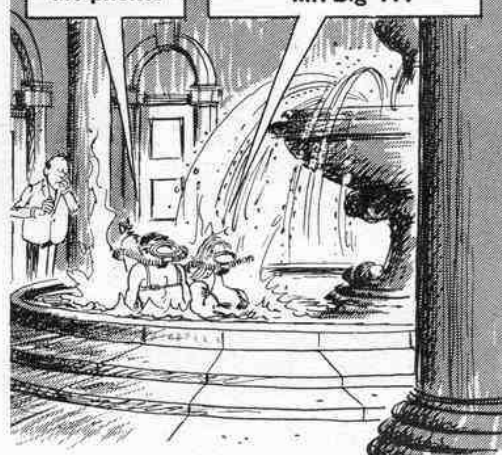
Did Nick have any enemies?

Not ONE! But all his friends despised him!

Did he ever mention any names? Did you ever hear him talking to anyone on the phone?

I was never so nosy as to listen to his phone conversations! But once, when I was ransacking his desk and reading his mail, I did see the name, "Mr. Big"...

"Mr. Big"! Sounds like a Hood to me! Lucky thing I just happen to have a copy of the Yellow Pages with me... Let's see, now... HOBBIES... HOISTS... HOMES... Here it is... HOODS!!



Here it is... Mr. Amos Big! I think I'll water-ski over there and pay him a visit!

Please be careful, Pall! He's a dangerous man! You could be killed!

HAH! So what else is new!

Pall! Why do you laugh at death?

Because so far, there's been nothing else to laugh at in this "MAD Take-Off!"

HOMES Continued
Zeller Construction Co. 2 West St. SU 5 3901
ZWEIBACH HOMES INC. 45 North Ave. PU 2 2222

► **HOODS**
See also "Burglars", "Crooks", "Hijackers",
"Hold-up Men", "Pickpockets" and "Politicians"
LE 8 0989
BIG, MR. AMOS 56 Fink St. OR 7 7770
Medium, Mr. John 68 MacLane Dr. YU 2 8932
Small, Mr. Harry 2 La Rue Ave.

► **HOP-HEADS**
Axolotl, Sidney 45 Mainline. TE 4 0022
Bindlestiff, Jack 22 User La. FR 9 0000
COKEY, IRMA 79 Hooked Place.



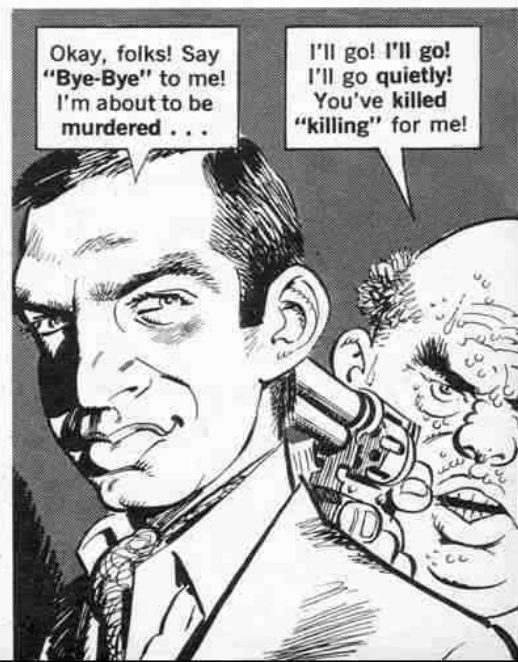
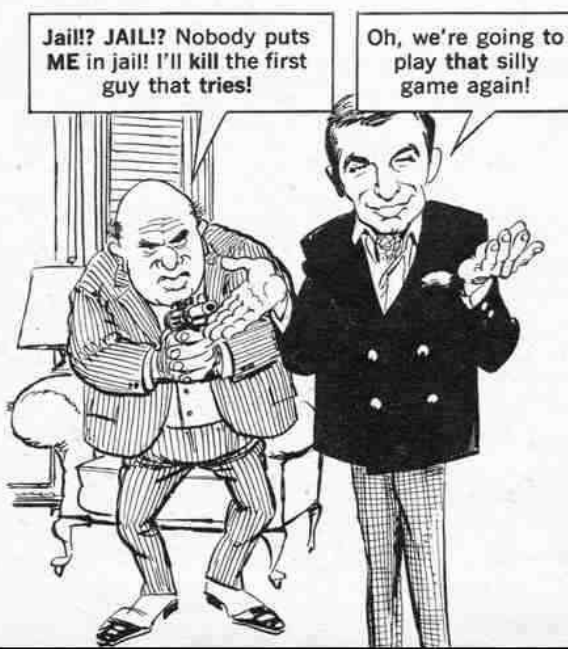
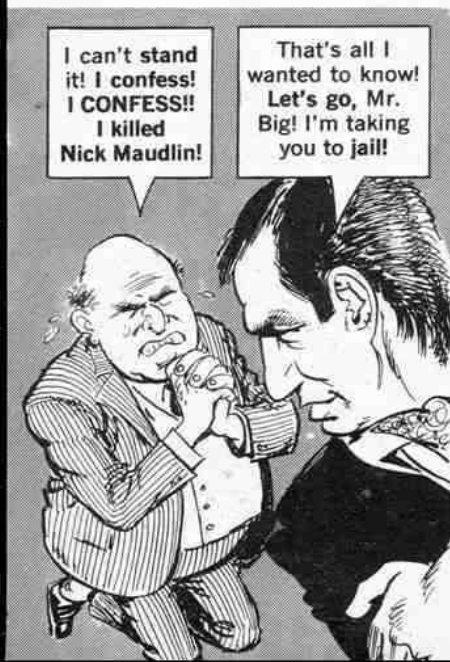
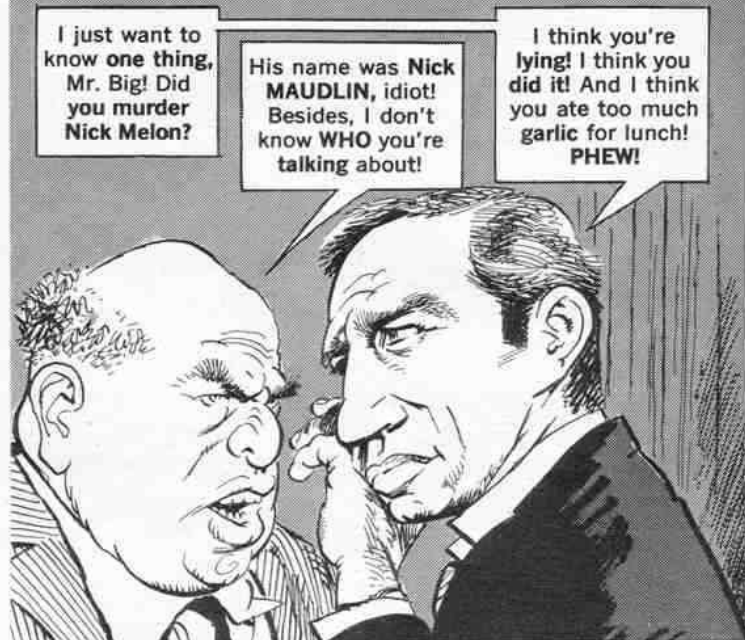
I came to see Mr. Big...

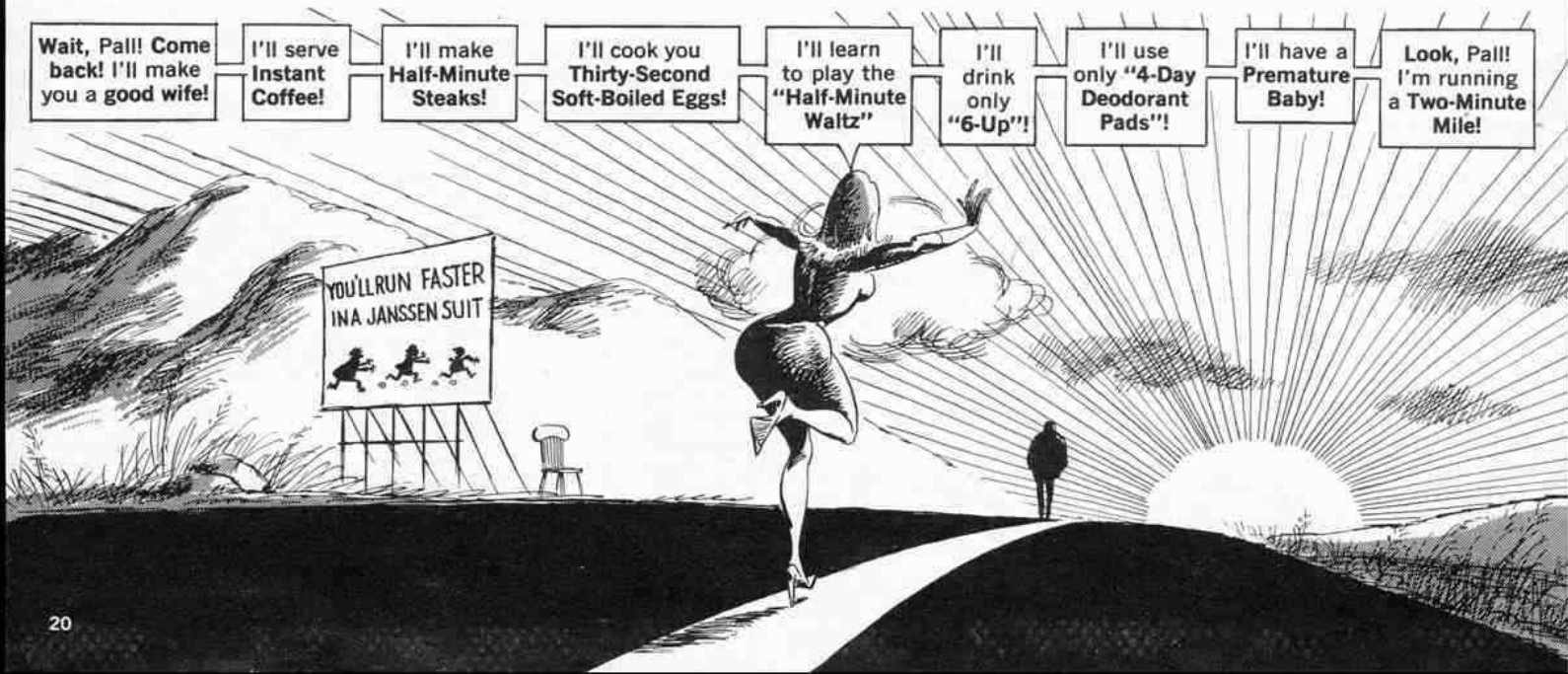
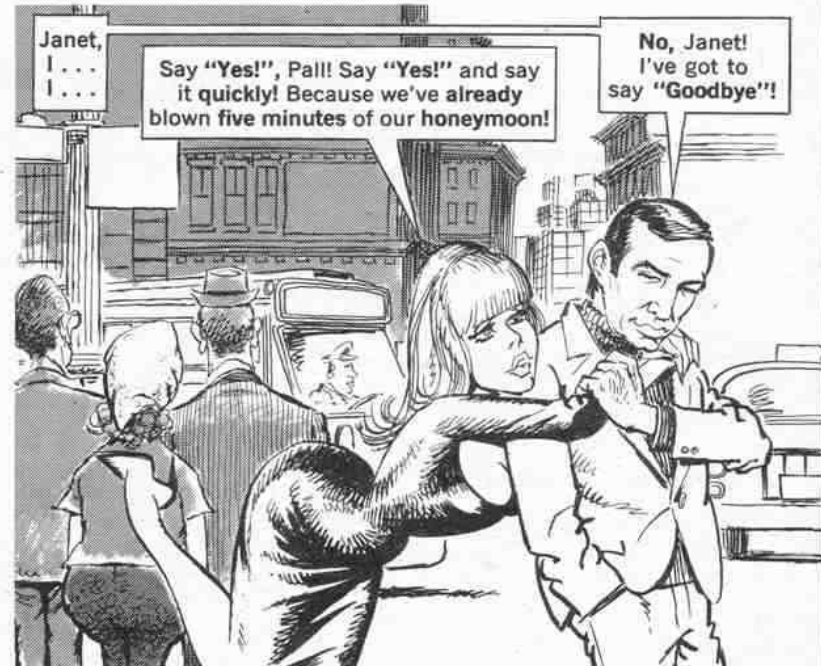
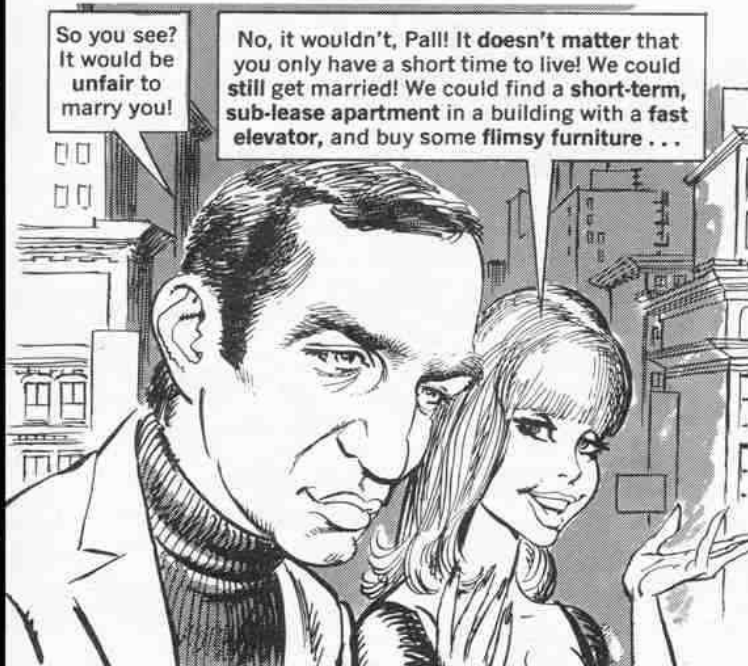
Nobody sees Mr. Big!

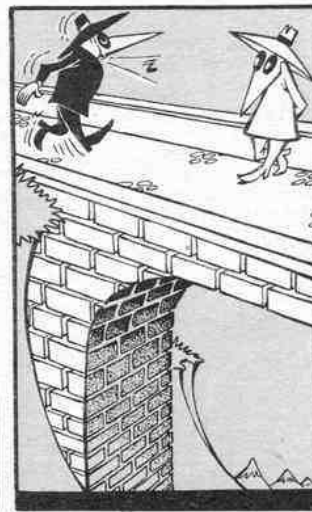
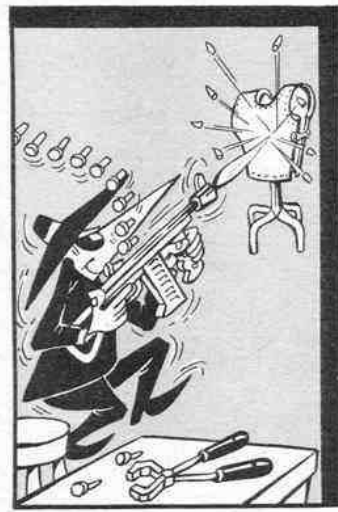
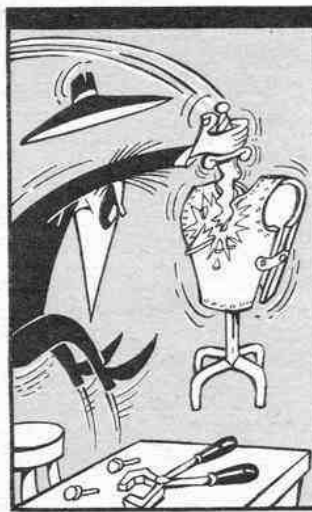
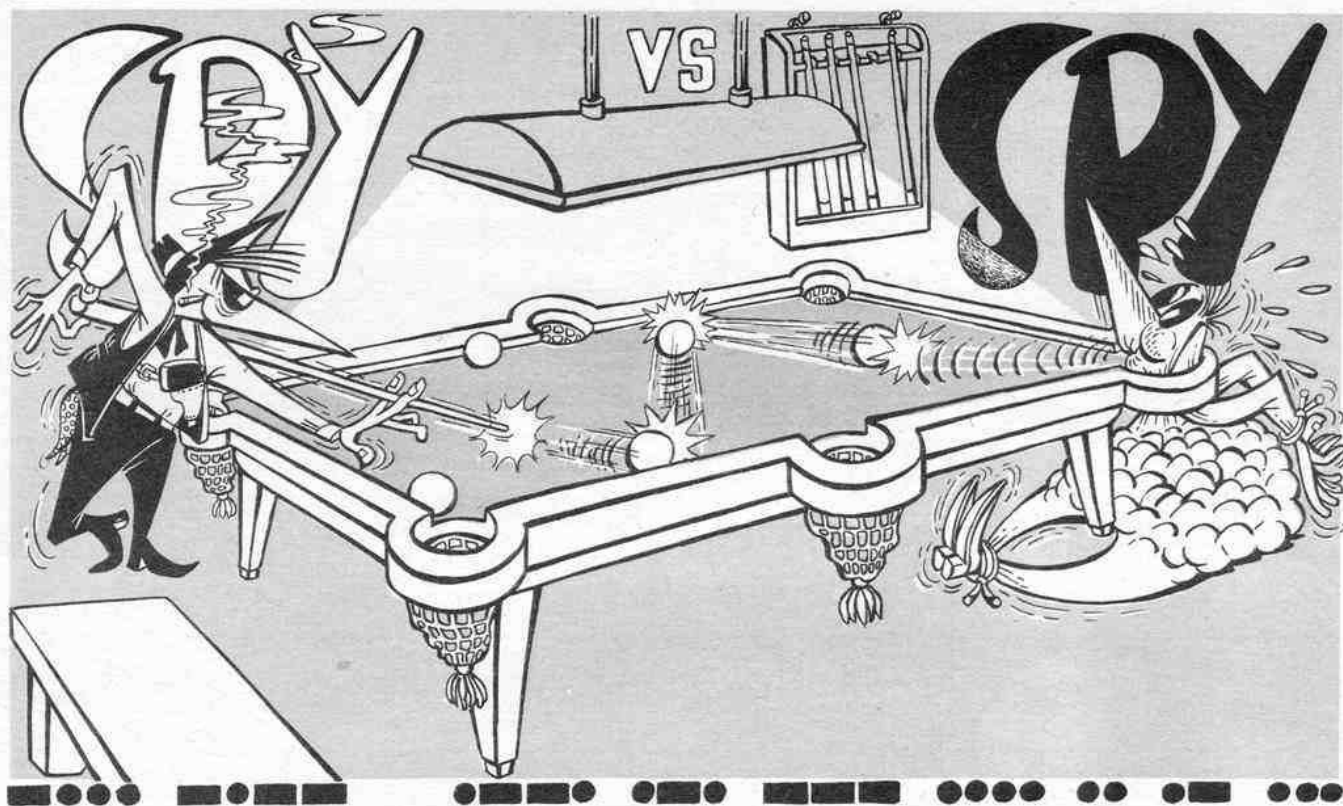
Oh, yeah...

MR. BIG









A PORTFOLIO OF MAD



SHARK

PORCUPINE

TURKEY

B S

G

PIC

IRAFFE

P Le

Snail

DACHSHUND

ZOO-LULUS

WRITTEN AND DESIGNED BY: MAX BRANDEL

HOOT OWL

KANGAROO

rabbit



BAT

WORM



LION

MOUSE

COW

HI, JINX! DEPT.

WHAT IS A B

ARTIST: SERGIO ARAGONES

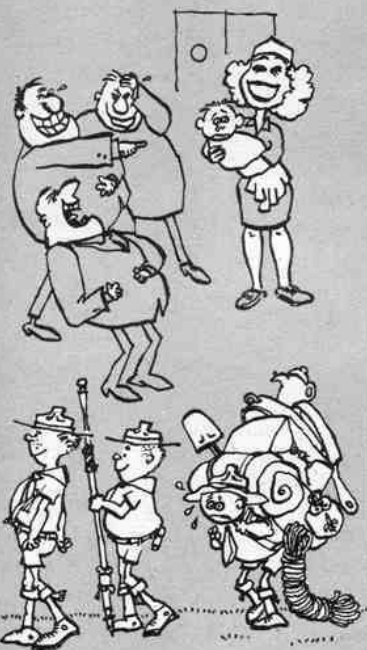
BETWEEN THE TIME you first toddle across a Nursery, and the time you last stumble into a Nursing Home, you are certain to step on a low form of Human Life called a "Born Loser." It's unavoidable. Born Losers are always underfoot, waiting to get hit on the head by every misfortune the rest of the world drops.

SOME PEOPLE WASTE years trying to help Born Losers change their luck. But it's useless, because Born Losers are born to lose, and they merely transform those who attempt to do something about it into Losers themselves. Born Losers drive their Psychiatrists into psychoses, their Employment Counselors into unemployment, and their Driving Instructors into ambulances . . . head-on!

IT'S EASY TO SPOT a Born Loser. He's the one who rushes into traffic to rescue a confused puppy, and gets a ticket for jaywalking. He's the one whose car horn gets stuck just as he's beginning to make out in a drive-in movie. He's the 999,999th fan to buy a ticket at the ball park on the day the one-millionth wins a Buick . . . and the 10,001st to get in line the day 10,000 World Series tickets go on sale.

STRANGE AS IT SEEMS, the world needs Born Losers. Somebody has to be the Republican Congressional candidate in Lyndon Johnson's home district. Somebody has to pitch for the Chicago Cubs. And somebody has to go to Frank Sinatra's hotel room and tell him the other guests are complaining about the noise.

BORN LOSERS TRADE drought-stricken farms for houses in towns that are immediately demolished by flash-floods. Born Losers never hear prowlers ransacking their living rooms because they're making too much racket upstairs installing burglar alarms. Born Losers starve themselves into malnutrition in order to afford the premiums on Health Insurance Policies that cover every illness but malnutrition.



BORN LOSER?

WRITER: TOM KOCH

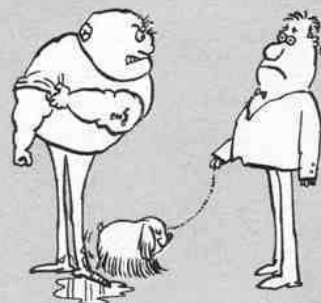
SOMETIMES IT ALMOST SEEMS that Born Losers go out of their way to avoid good fortune. They're lucky enough to get Bob Dylan's autograph . . . and then unlucky enough to drop it in a mud-puddle. They're lucky enough to work for a company with a generous retirement program . . . and unlucky enough to have the company go bankrupt the week before they turn 65. They're lucky enough to win a Summer Vacation in Scandinavia . . . and unlucky enough to be stranded there for the Winter by an airline strike.

IN A WAY, BORN LOSERS are to be envied. They seem to be capable of accomplishing things by accident that few of us could do on purpose. Who but a Born Loser could get his rain check at a called-off double-header too soggy to be redeemed? Who but a Born Loser could find a rare 1894 dime in his change, and then put it into a pay phone to call home with the good news? Who but a Born Loser could hit a 270-yard golf shot out of the rough, over a creek, through some trees, onto the green and into the cup . . . of the wrong hole?

THE NICEST THING ABOUT a Born Loser is that he's so predictable. Even before the door prize drawing is held, you know he bought the winning ticket and lost it. Even before he finishes building his new home, you know the state will condemn the land it's on for a throughway. And even before he's sidestepped that last tackler on his 98-yard touchdown run, you know the whole play will be nullified by the referee.

BUT THROUGH IT ALL, the Born Loser remains a creature of indomitable spirit. He may be the only guy ever to have thieves steal his car and leave the hub caps. He may be the only guy to amass a great fortune and then invest it in Trans-Cuba Airlines. And he may be the world's only phone subscriber who's forced to share a four-party line with a bookie joint, a doctors' answering service and an all-night drug store. Still, nothing shakes a Born Loser's conviction in the creed he lives by:

OH, WELL . . . YOU CAN'T WIN 'EM ALL!



THE LIGHTER SIDE OF...

CAME

DON'T JUST STAND THERE!
DO SOMETHING!!

THIS IS A MOVIE CAMERA!
RUN! JUMP! LAUGH! ANYTHING!!

Forget it! I'll go in
the house and get my
"still" camera!

DON'T JUST DO SOMETHING!
STAND THERE!!



Joe, baby! I've got
a surprise for you!
I'm gonna show you
my movies!

Oh,
that's
quite a
surprise!

This is me in front of my
girl-friend's house . . .
And this is me diving into
her pool . . . And this is
me in my brand new car . . .

This is me playing with my
dog . . . This is me rowing
a boat . . . This is me taking
a snooze . . . This is me—

Hey, Joe, baby!
What are you
doing?

This is me . . .
LEAVING!



Do you realize this is the
last day of our vacation, and
I haven't got one picture of
us together? And what's more,
I've only got one shot left!

Why don't
you ask
someone
to help
us, dear?

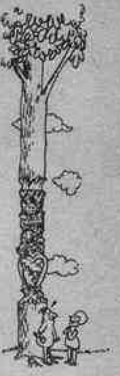
Pardon me, Sir—would you be
kind enough to take a picture
of my wife and I together?

Sure,
thing!

No, wait! You're too far away! Tell
you what . . . you stand here where I
am, and I'll set things up for you!



RA-BUGS



WRITER & ARTIST: DAVID BERG

I'm going on a trip and I'll need a lot of film! Give me 10 cartridges of Kodak Instamatic Film for Color Prints!

At 98¢ each—that will be \$9.80 plus tax!

My goodness, that's expensive!

And that does NOT include developing—which is another \$3.90 for each cartridge!

WOW! It'll cost me a fortune just to have my pictures developed!

Of course, if the pictures don't come out, there'll be no charge!

Maybe I'll get lucky and ruin the whole batch!



Hi, there, Marvin! I understand you just got back from Europe!

Yup!

They tell me you saw the entire continent through the viewfinder of a camera!

Yup!

Did you have a good time?

I dunno!

I haven't gotten my pictures back yet!

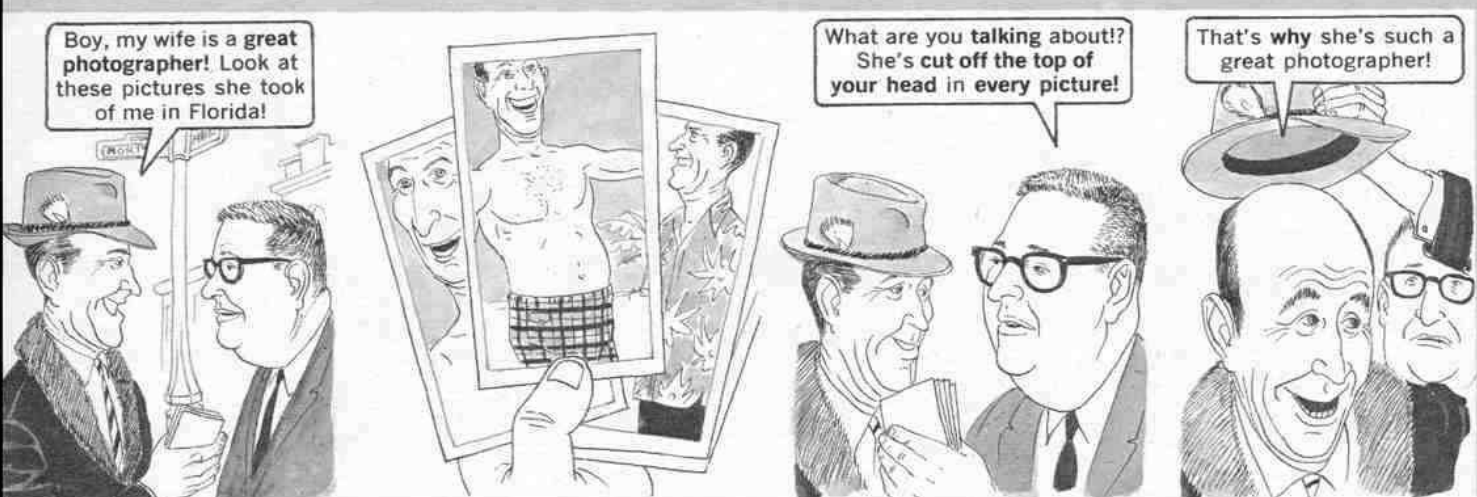


Okay, this is the spot! I've got the exposure set, the focus set, and the shutter cocked. All you have to do is stand here, look through the viewfinder, and press this button like ...



... this!





Hey, big-deal camera expert! Get a load of Walt Meyer's slides and eat your heart out! They put yours to shame!

WOW! They ARE good! Look how SHARP they are!

And what COMPOSITION! In all my years as a camera nut, and with all my expensive equipment, I've never taken pictures like these!

Tell me the truth, Walt! What's your secret?

I BOUGHT the slides in a SOUVENIR SHOP!



I'll bet that guy is a Tourist! I can always tell a Tourist by the cameras hung around his neck!

I overheard that and I'm sorry to say you're wrong! I was born and raised in this town!

Oh, then you really are a camera-bug?

Nope!

No? Then what are you?

A PHONY! In this town, they treat the Tourists better than they do the Natives!



Look, Ma! I just bought a brand new camera! It's a Polaroid "Swinger"!

"Swinger"? What kind of camera is a "Swinger"?

It's a marvelous camera that takes a picture and develops it in ten seconds! Hold it and I'll show you! GOTCHA!

—7—8—9—10—and there you are!

Yecch! Look at the double chin and the crow's feet around my eyes!

This is a marvelous camera?? This is a terrible camera!! It's a waste of money, this camera! It's a piece of junk!



Harry! Really! You've got to stop this! Every few minutes, stop and pose, stop and pose! It's absolutely infuriating!

I know! I know!

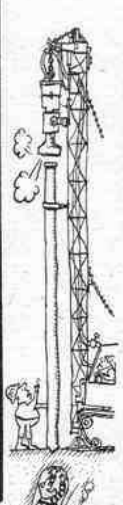
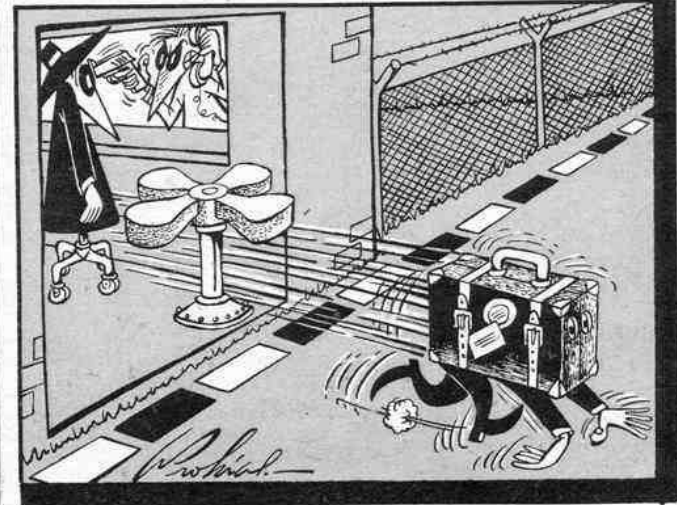
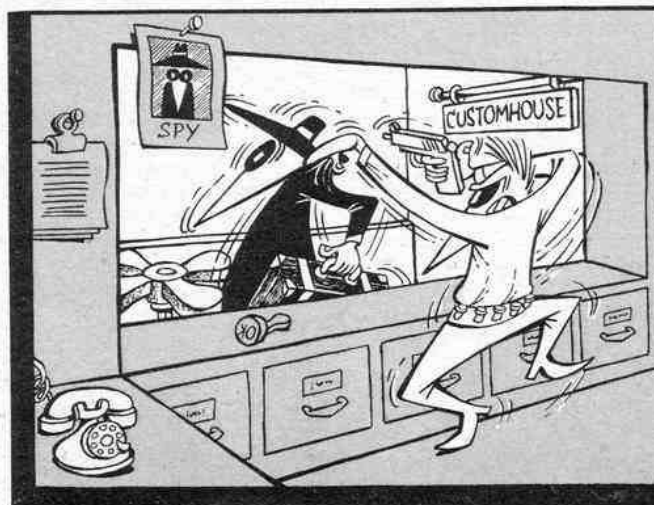
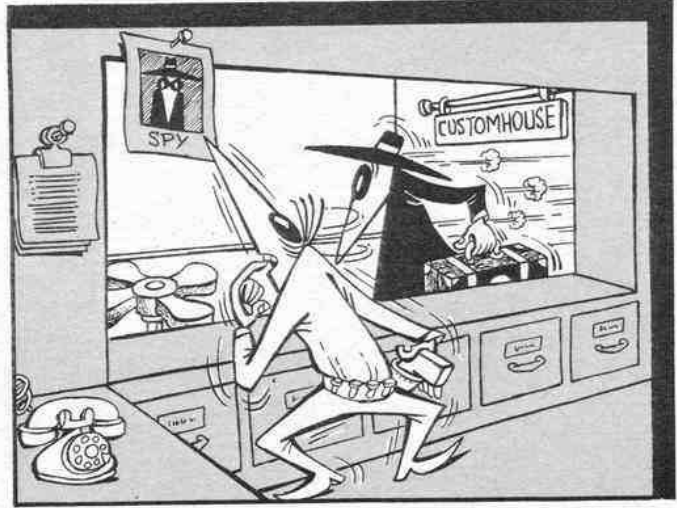
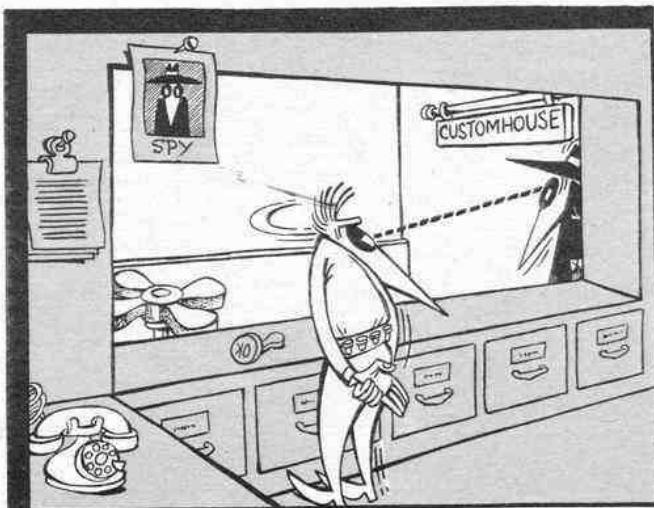
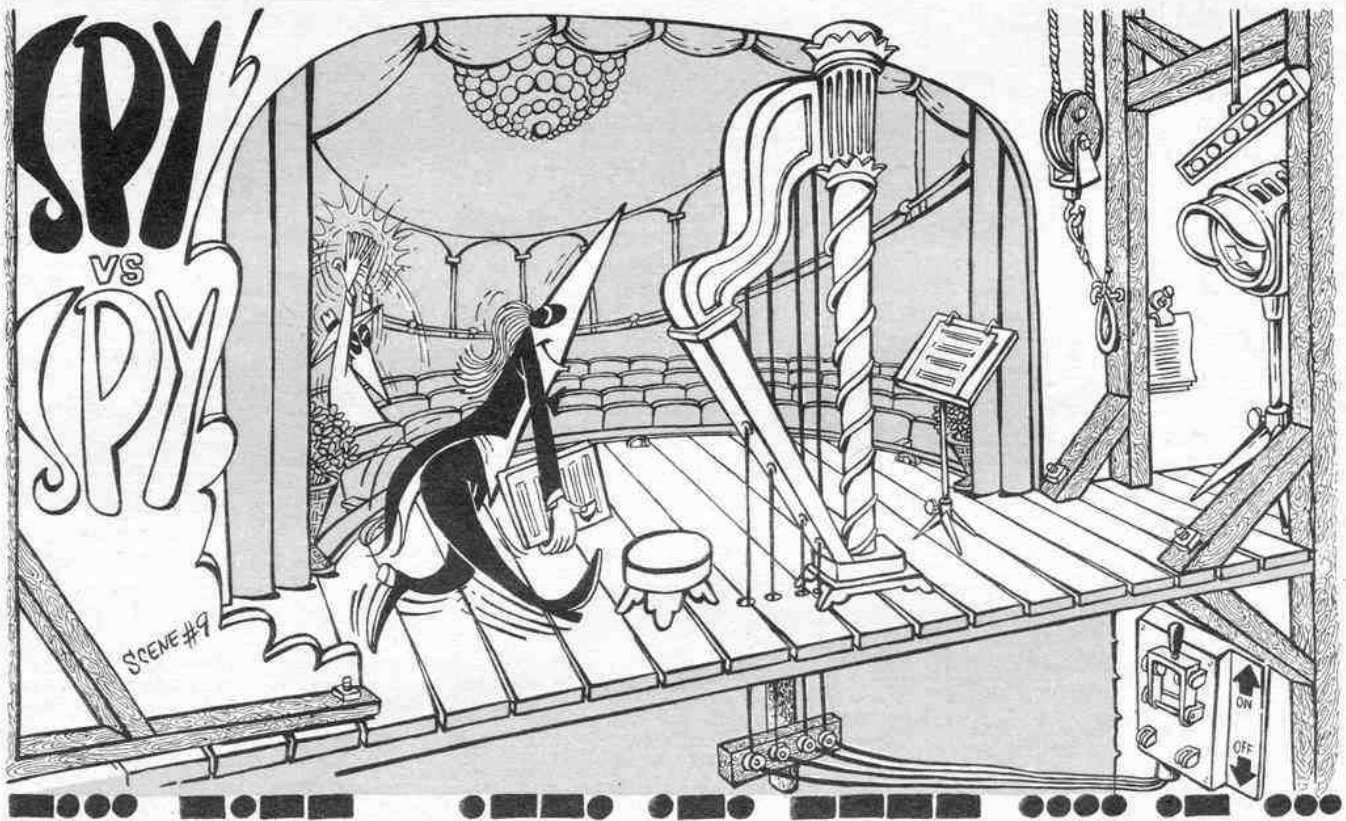
Hey, look at me! Gee, Dad, these movies are great!

Hey, look at me! Golly, I'd almost forgotten how swell that place was!

Harry, these movies are priceless! What a wonderful reminder of a wonderful trip movies like these are!

I know! I know!







Say, hi, there, MAD Readers! My name is Trublood Capote! You've heard of me! My latest book is all about a horrendous crime! I called it "In Cold Blecch"!!

Well, that book was nothing compared to my next book! It's all about the people who have committed the most horrendous crime of the 20th Century . . . the Television Executives of America! And for my research, today I am interviewing Mr. Herman Avarice . . . selected by MAD as

THE TELEVISION NETWORK PRESIDENT OF THE YEAR

Mr. Avarice, I noticed that your network slipped a bit in the Ratings last week!

Nonsense, my boy! You only saw the statistics on the number of people who were watching us!



ARTIST: JOE ORLANDO

WRITER: STAN HART

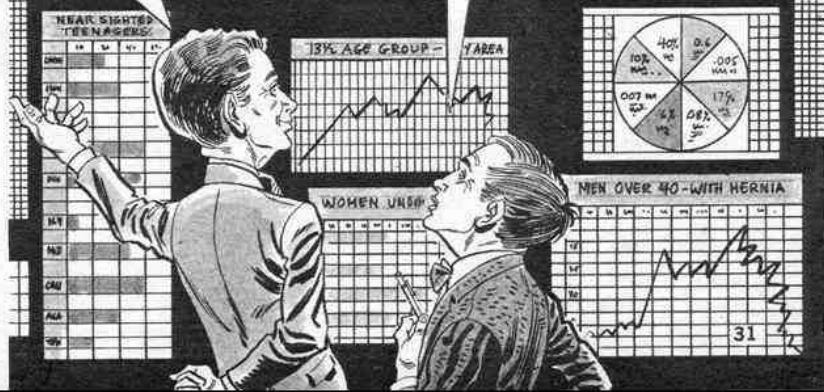
Well . . . isn't that how the ratings are determined?

Of course not! It's the interpretation of the statistics that counts! For instance, these statistics show that we had 43% of the number of TV sets in use during prime time, a 48% share of the available market, 65% of the 13½-to-13% age group, and a whopping 76% of the people who would have watched us if they weren't watching something else at the time!

And this doesn't take into account all the sets that were in TV repair shops that could have been tuned in to our Network!

You certainly can make those statistics prove anything you want them to prove!

Anything, m'boy! If you have time, I can prove to you that Rhode Island is larger than Texas!



This is our "Screening Room"! Here we screen all of the "Pilot Films" for new Television Shows under consideration for next year!

What do you look for in a "Pilot Film" for a new show?

We look for things like originality, boldness, and imagination!

And when you find that kind of show, what is the next step?

We fire the writers and the director! Television can't afford to fool around with dangerous things like that!

I understand that spotting "New Trends" is an important factor in the success of TV Network Programming! How do you go about it?

We merely check the popularity of new shows on other Networks, and if they click, we imitate them! Last year, there were TWO new trends: The Weekly Comic Book Hero Show . . . and The National TV Tests! This year our big show will be the National Weekly Comic Book Hero Tests!

This is the room where we pre-test our new shows and tabulate the scores to find out which show will go on—and which won't!

There's a man who seems to like everything! He must be very easy to please!

No, he just fell asleep on his "I Like" button! Last week, he fell asleep on his "No Like" button, and nine new shows were cancelled!

Shouldn't you wake him up?

Of course not! He represents our Average Viewer!

You must remember that Television is a medium for the 12-year-old mind!

You mean the average viewer has the intelligence of a 12-year-old?

No, the average Network Executive does! Here . . . take a look . . .

CLOSED CIRCUIT TV

LIKE NO LIKE LIKE NO LIKE LIKING

CLOSED CIRCUIT TV



That's my idea!
You stole my
idea for a show!

I did not steal
your idea! It's
my idea! Mine!

Well, it's
a terrible
idea anyway!

Oh, yeah!
Could you
do better?

Yeah!
Betcha
can't!

Bet
I
can!

Oh, yeah!
Put your
money
where your
mouth is!

They must
come up
with shows
that only
morons
would
watch!

No, our "Situation
Comedies" are done
on the **WEST** Coast!
Actually, they're
working on a new
Daytime Show for
our Award-Winning
Daytime Television
Department!



What
Award
did
it
win?

"The N.A.M. Award For
Keeping Job-Absenteeism
At A New Low"! Our
Daytime Television gets
people out of their homes
and back to work fast!

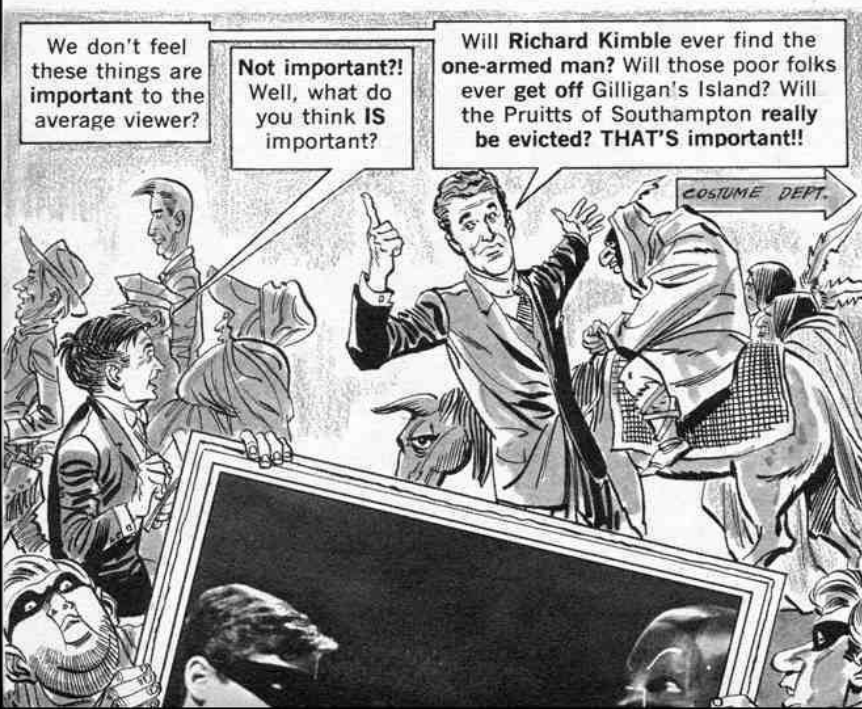
If you know
all this, then
why are your
Daytime TV
Shows so bad?

We have to maintain
a minimum level of
intelligence and taste so
that our **Commercials**
don't look bad!
TV is controlled by
advertisers, you know!

Is that why
there are so
many **Taboos**
on Television?

Taboos?
There are
no **Taboos**
on Television!

Oh? Then how
do you explain
the absence of
topics like
"Dope Addiction",
"Race Relations",
"Homosexuality",
"The Bomb"—?



We don't feel
these things are
important to the
average viewer?

Not important?!
Well, what do
you think **IS**
important?

Will **Richard Kimble** ever find the
one-armed man? Will those poor folks
ever get off **Gilligan's Island**? Will
the **Pruitts of Southampton** really
be evicted? **THAT'S** important!!

COSTUME DEPT.



I notice that more and more
Hollywood Motion Pictures
are being scheduled for TV.
What I don't understand is
why anyone would want to
see the same movie on TV
that he's already seen in
a movie theatre?

The same? Who
said they were
the **SAME**? Here—
they're screening
"Psycho" just as
it will appear in
your home! Take
a look . . .

Hey! What happened to the scene where Janet Leigh gets knifed in the shower?

We cut it out! See?! And you thought it was the same movie! Hey . . . you want to see a screening of a movie about a Greek School Teacher who works six days a week?

SCHOOL TEACHER?!

Yep . . . "NEVER ON SUNDAY"!



Ah . . . the Idea Department! I imagine you need plenty of ideas!

Not as many as you think! Remember that every idea produces two shows!

Two shows? I don't understand!

IDEA DEPT.

OUT TO LUNCH

It's called "Switcheroo"! Take the **Beverly Hillbillies** for example. Country folks in the city, right? Switcheroo—and you get **"Green Acres"**! City folks in the country! Same thing with the **"Cara Williams Show"**—about a couple that pretended they weren't married! The Switcheroo gives you **"Occasional Wife"**—about a couple who pretend they ARE married! Get it?



Naturally, the **"Summer Re-Run"** gives us even more mileage from each idea! And this year, we've come up with a **NEW Switcheroo** on the Re-Run concept! We have **"The Gary Moore-Durward Kirby Show"** and **"The Milton Berle Show"** . . .

What's so different about them?

It's the first time Television has had **"LIVE" Re-Runs!**

Speaking of new ideas and concepts, Mr. Avarice, what do you consider to be Television's most significant achievement?

I still marvel at our ability to jam five commercials or more into every 3-minute Station Break!



That's not exactly what I had in mind! I'm talking about programming in the Public Interest!

Oh, that would be our News Department—an inspiration to us all!

Because it renders a "Public Service"?

No... because of how much they can do with so little! The way those guys can talk for hours at conventions and missile-launchings with absolutely nothing to say puts the rest of us in TV Programming to shame! Listen—

It is still "T" minus 1:47—and holding! For a report on the delay, let's switch to the Cape and Doug Redundant!



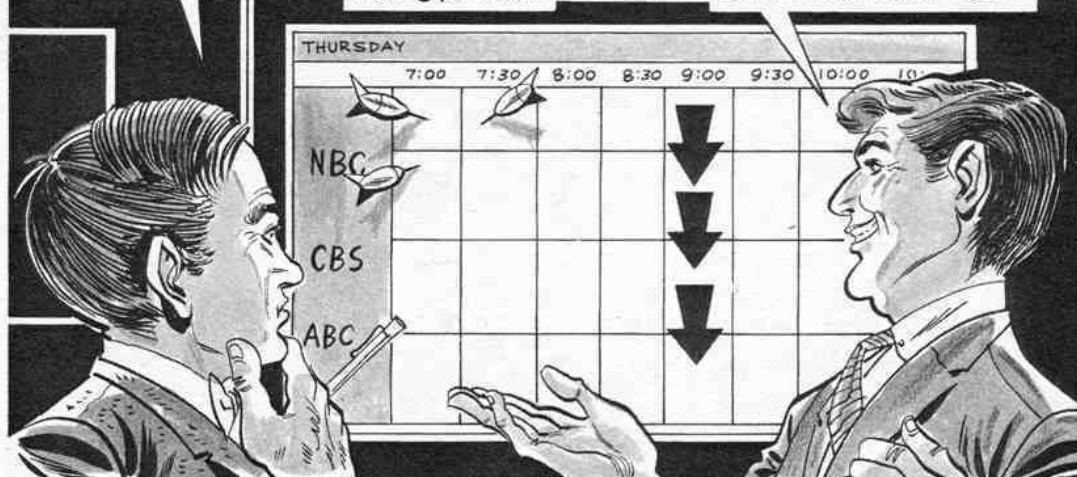
Douglas Redundant here at Cape Kennedy! There is still no Official Explanation as to what has caused this delay... so let's switch to Edward Verbose at the Houston Space Center for an exciting re-cap of the last five uneventful hours...

I notice that of all the shows on the three Major Networks, there are only six good hours of viewing per week!

Right—making a total of TWO good hours of viewing per week!

How did you get TWO hours from six?

We Networks always schedule our best shows opposite the other Networks' best shows! Can't let the competition get the jump on you! Right?



But isn't that unfair to the Television Viewer? I mean, he has to miss TWO good shows in order to watch ONE good show!

I couldn't care less about what's fair or unfair to the Television Viewer. Mac!

That's a pretty strange attitude for a Network President to take, especially when you consider the money the company is paying you!

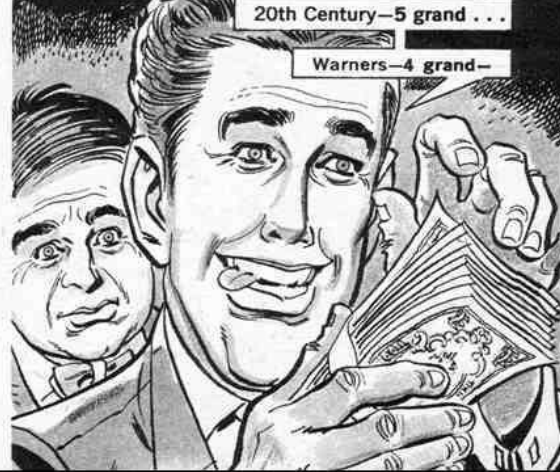
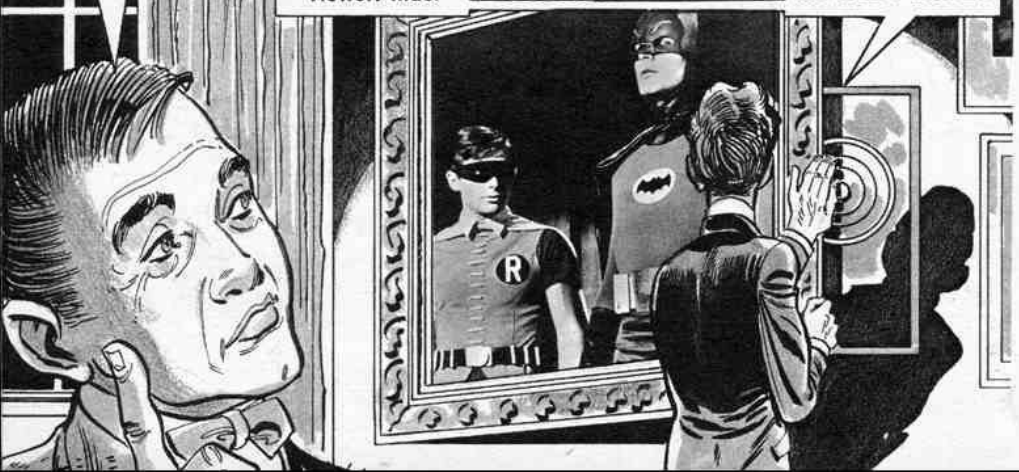
If you promise not to tell anyone, I'll let you in on a secret! The Movie Companies pay me A LOT MORE!!

You mean...

Exactly! And with the kind of TV Programs I've been making sure go on the air, people have been jamming the movie theaters! Now, if you'll excuse me... MGM—five grand...

20th Century—5 grand...

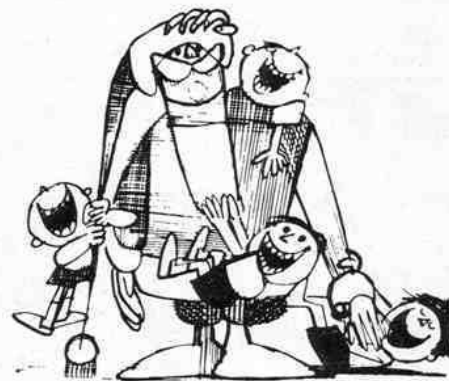
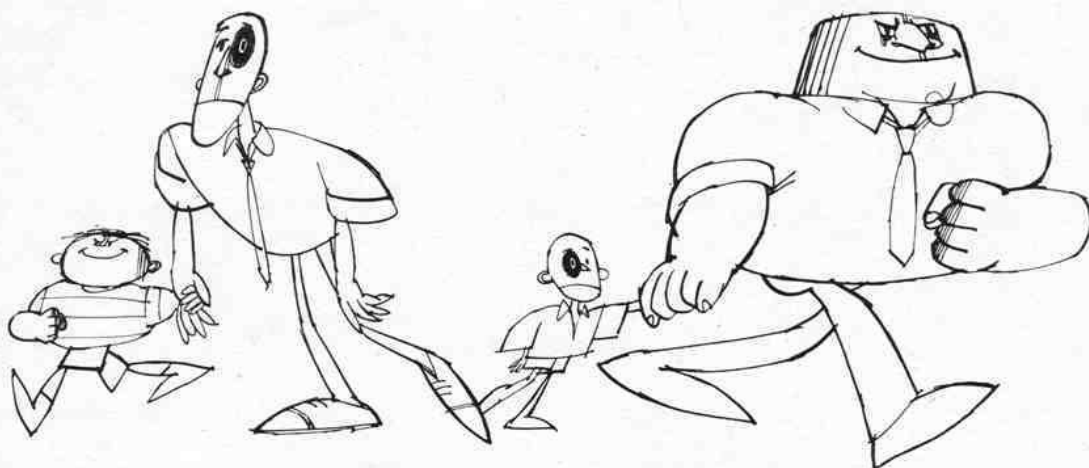
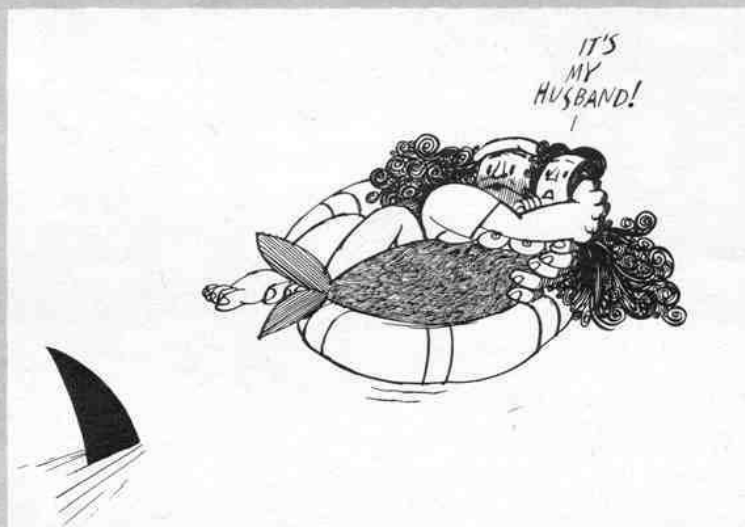
Warners—4 grand—



BOFFO NOVA DEPT.

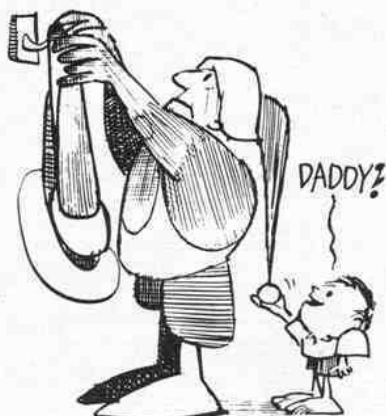
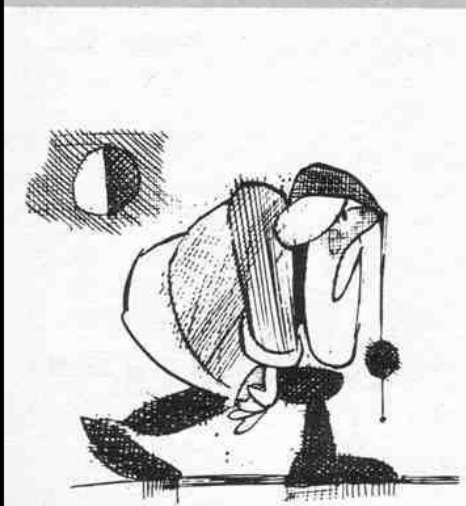
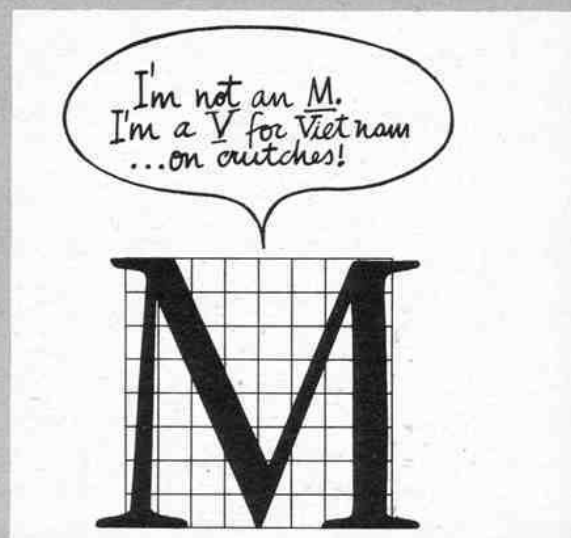
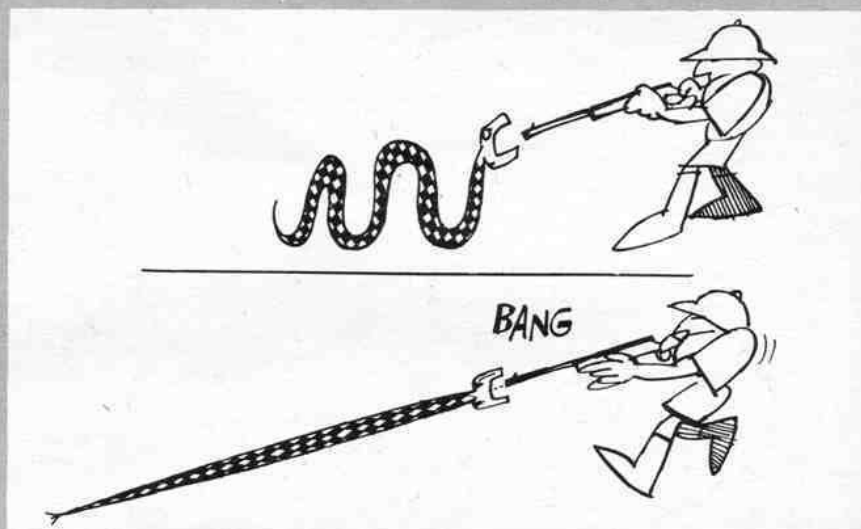
We at MAD are sure that you've all enjoyed the hilarious contributions of our Latin-American regulars . . . the Mexican "Jumping Bean," Sergio Aragonés ("A MAD Look At Batman," "Drawn-Out Dramas," etc.), and the Cuba "Libre," Antonio Prohias ("Spy vs. Spy"). Now we'd like you to . . .

MEET



ZIRALDO

A
DELICIOUS
BRAZILIAN
"NUT"



► Apparel

Thinking of becoming a **SUPER HERO?**
Let our custom costume designers suit
you up with an outfit that will strike
terror into the hearts of evil-doers!

FREE ESTIMATES!

Designs submitted for your approval.

Satisfied clients include: Batman,
Green Lantern, Flash and many others.

Super Costumers

225 for Super Customers
Lafayette St. **MA**skerade 3-0940



Airboy, Inc. 1098 Barry St.....Hillman 4-5687
Angel, The Corp. 30 Gustavson Pl.....Tlmely 3-9579

► Automobile Sales & Service

Are you driving an out-of-date super car
with those corny old-fashioned gimmicks?
Let **MARVEL MOBILES** design you a modern
jet-powered "Crime-Fighting Arsenal"

(Snow tires Extra)
Garage located 75
feet underground!
By appointment only.



MARVEL MOBILES Edsel 2-3400
123 SHAZAM PLAZA

Aquaman Associates 10 Norris Rd...National 4-5565
Black Condor 3 Fine St.....BUsy 5-4387

► Attorneys

Bothered by pesky **LAW SUITS?**

Let us get you out of the courtroom and back
up in the sky **FAST!** Don't let all those
small claims against your locomotive-stopping,
plane-catching or door-smashing bog you down!

Martini & Rossi
708 DEFENDER BLDG.
PLaintiff 3-7771

► Chemistry

- LAUGHING GAS ● TEAR GAS
- SMOKE PELLETS ● STINK BOMBS

What's your specialty? We mix, package and
deliver standard or special formula gasses
in handy, compact, easy to throw capsules!

GAS-O-RAMA MUstard 8-0004
903 Potsdam Dr.

► Chiropractors

WHY SUFFER?

Don't be ashamed of aches and pains!
It's all a part of the hero-business.
We'll take care of sprains and dis-
locations and never tell a soul!

SIDNEY SPINEBENDER ORtho 0-2367
97 Manipulate Place



► Clothes Pickup Services

Step into that phone
booth, discard your
everyday clothes, and
then—CALL US! Don't let
the fear of having some-
one walk away with your
\$100 tropical worsted
cramp your crime-bust-
ing style. Charge into
your villains with the
confidence that your
clothes are in good
hands and will be de-
livered later in strictest
confidence.



**HERO GARMENT
RETRIEVERS**
302 Transvestite Ave.
RObert Hall 9-8642

► Dry Cleaning

Special dry cleaning service tailored
to the needs of today's crime-fighters.
Don't risk your wholesome public image
by appearing in a costume soiled by
blood-stains or spaghetti sauce!
WE CLEAN WHILE YOU WAIT!

ZAP CLEANERS 45 Bard Fenster 3-5401

► Embroidery

One-of-a-kind Insignia Service

Emblems securely embroidered in fire-
proof thread on your leotards or cape.
A wide selection of letters, symbols,
stars, lightning bolts, animals, etc.



MORRIS
INSIGNIA LTD. NEedle 8-1101

Blue Bolt, Inc. 93 Mandel St.....NOvelty 3-4355
Captain Flag, Ass. 3 Streeter St.....GOLDwtr 3-4549

► Food

Super-heroes **CAN** get super-malnu-
trition if they don't eat good! So
you're busy—so you're in a hurry—so
big deal! You can always afford 5
minutes for your belly! One of Hank's
Super-Burgers has enough vitamins
and nutrients to keep you going for
twenty-four hours!



Eat here or Fly-out service
Hank's Super-Burgers
Fishman's Plaza East
Call GRistle 3-8800



Captain Marvel, Inc. 4 Crowley Rd...FAwcett 5-4632
Catman, & Co. 34 Quinlan St.....HEInit 7-7745
Chameleon, Ltd. 134 Davis Ln.....NOvelty 3-3341

► Ghost Writing

Don't put your invincible foot in your super-
mouth! Let us write your speeches for Youth
Groups, Hospital Dedications, Air Meets and
Comicons. Free Brochure on request: Call now

PHANTOM Suite 35 OPERA BLDG. SPelvin 4-5600

Commando Ranger Bros. 33 Saaf Rd...FIction 9-4502
Death Patrol 40 Davenport Ave.....QUALity 8-4563

COMIC RELIEF DEPT.

Needless to say, the life of any "Caped Crusader" can't be all glory. There comes a
time when even our long underwear-wearing crime fighters need special services not

YELLOW PAGES FO

► Belts

UTILITY BELTS

with accessory pockets for gas pellets, wire
cutters, climbing ropes, aspirins, etc. You
name it, we'll make a place for it. Send your
requirements and waist size (strictly confi-
dential, so don't shave off a few inches for
vanity sake) and we'll give a free estimate.

BIG BELTER BELTS
24 West 34th St. CORset 5-0059

► Camps

This summer, give your boy-wonder assist-
ant some time off! Send him to camp with
ordinary youngsters for the vacation of
his life! Identities scrupulously guarded!

ROBIN'S NEST CAMP FOR BOYS
Wurtsboro, New York

GRayson 3-2425



► Electronics

NOW For super-heroes who lack the
advantages of X-ray vision:

ZUCH ELECTRONICS

Miniaturized X-Ray Machine

See our full line of minute, transistor-
ized gadgets and gimmicks that will give
you other special powers that you lack!

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Wyandanch Rd.

Blackhawk Ltd. 1980 Cuidera Ave.....QUALity 7-5656
Black Terror Co. 60 Robinson Lane...STandard 9-0997
Black X, The 46 Eisner Blvd.....QUALity 9-5667
Blue Beetle Ass. 2 Nicholas Rd.....FOx 4-4454

Eye, The, Inc. 34 Thomas St.....CENTaur 9-9999
Face, The, & Co. 4 Bailey Ave.....COLUMbia 4-4533

► Hair Pieces

Don't let the Underworld call you "baldy"!

Hairpieces so natural
only your barber knows
for sure! Guaranteed
not to come off, even
while flying faster
than a speeding bullet!



RUg 5-9911

TOPPER'S
3 Broad St.

Iron Skull Ltd. 376 Gilman Av.....HARDy 6-3429
Johnny Thunder, Inc. 2 Toth Blvd.....NATIONl 7-3422
Lady Luck Ltd. 3 Nordling St.....QUALity 9-0304

► Hideouts

We'll build a new hideout for you under your home or redecorate your old cave or laboratory (complete with secret panels, passageways, tunnels, etc.) for the lowest price in town. We use only foreign speaking labor to guarantee security. Each work gang quietly deported after job is completed.



- All brass plumbing
- Poured foundation
- Pure plaster, no wall board
- 220 V. wiring—hardwood floors
- Direct sewer hookup, no cesspools

LETTIERI & BELLEZZA Contractors

19 Jersey Ave. FLimsy 9-0909

Miss Fury, Inc. Tarpé Mills Ave.....Tlmely 4-5732
Midnight Ass. 345 Cole Ave.....QQuality 4-3444
Press Guardian Inc. 56 Meskin Pl.....GOLDwtr 3-4549

► Hosiery

Tired after a long day of crime-stopping?
Super Supp-Hose will give you the support
you will need for relaxing after hours.

Socko Socks 75 Elastic St. STretch 1-1437

Quicksilver Co. 78 Cardy St.....QUality 9-7654
Sandman Inc. 4 Christman Ave.....NAtionl 5-5567

► Housekeeping

**TIGHT-LIPPED
DOMESTIC HELP
AVAILABLE**



DUstrag 4-5801

Trusty Homekeepers 12121 Bobrick Place

Skyman Inc. 50 Whitney Blvd.....C0lmbia 9-0708

► Insurance

**SURE, YOU'RE INVINCIBLE,
BUT WHAT IF . . . ?**

Have you provided for the future well-being of your boy assistant if something, God forbid, should happen to you? How about your parents? Would you want them to go on welfare if some arch fiend finally figures out a way to do you in? Provide for those you love by calling in one of our Hero Security Consultants today.

Al Alexander Sales Rep.

Hero Insurance Group

91 N. Franklin PRemium 5-1000

► Junk

Earn extra income while helping society. We pay spot cash for items you smash to bits . . . autos, bridges, fences, etc. Anything you wreck in the line of duty is worth money. Carry it in or phone for pickup.

**Seymour's
Scrap Oasis**



775 Labonza Rd. SALvage 8-1099

► Mottos

Add a note of *profundity* to your crime-busting! Remember what the "weed of crime" motto did for The Shadow? Let Super-Slogans do the same for you!

1966 Winner of Parseghian Award (Credo Category)

"Commit a crime and the world is made of glass" The Green Glazier

Winner of 1966 "EDDY"—

"Those who travel the Highway of Crime must pay the toll" Captain Turnpike

BARTlett 7-3233

Super-Slogans, Inc.

12 Kimosabe Lane

► Shoe Repair



Don't let your heel let a "heel" slip away! Worn out boot soles and heels don't grip rooftops or sides of buildings properly. Come in today for a free traction check-up.

NICK'S SOLE-VILLE

3910—16th AVE.

O'Sullivan 2-1234

► Speech Instruction

Is your voice a dead giveaway?

Are people liable to discover your secret identity because of it? We'll teach you to change your voice as you change your clothes! Your voice will take on a new dimension of authority when you say "Take that, you fiend!" We guarantee a more heroic voice in just 3 short weeks or your money will be cheerfully refunded.

MYSTO VOICE SCHOOL

241 Kearny St.,

DIction 5-0045

Target, The Ltd. 45 Greene Ave.....NOvelty 4-4678
Tomahawk & Co. 34 Ray Blvd.....NAtionl 4-5429

► Stock Brokers

When you're finished fighting all those nogood-niks, what will you live on? Your plaques and scrolls from a grateful Metropolis? Fat chance! Start today to put a little something into a Monthly Investment Plan that will see you safely through your declining years.

FELD, GAINES & BRENNER

900 WALL STREET

Call Ticker 9-7530

Vision, The, Ass. 78 Simon Ln.....Tlmely 8-3450
Wildcat Ltd. 6 Irwin Hasen St.....NAtionl 9-4939
Zatara & Co. 8 Gardineer Place.....NAtionl 9-6543

available in everyday type stores. And when this time comes, they do as we everyday people do—they let their muscle-bound fingers do the walking, right through the . . .

WRITER:
DON REILLY

R SUPER HEROES

► Inspiration

Do you feel no one
really cares
about you?

Do you feel feared
and respected but
not loved?



DIAL-A-BLESSING FAith 4-7291

Shadow Ass. 3 Powell Lane.....ESaness 7-4347
Shark, The, Corp. 56 Glanzman.....HARDY 2-2479
Sheena, Inc. 2150 Cayuga Dr....FIctionhouse 7-7776
Shield, The Ass. 10 Novick Pl.....GOLDwtr 4-4769

Spacehawk, Ltd. 4 Wolverton Blvd.....NOvelty 7-7777
Steel Sterling, Corp. 3 Biro Pl.....GOLDwtr 7-3334
Sub-Mariner & Co. 5 Everett St.....Tlmely 9-4545

► Public Opinion Research

Are you as popular as you used to be? Don't rely on the cheers of the crowd or the grateful embraces of rescued maidens to know how you're doing. Let us take a scientific sample of the population to give you a statistically valid public opinion profile of what people really think of you. Guaranteed no press leaks of the results.



GALLup 4-5566



Wessel Research,

5960 W. Coolidge Ave.

► Tailoring

Suits carefully designed
to completely conceal your
bulky costume underneath!

**SPECIAL JACKET DESIGN
ELIMINATES "CAPE BULGE"**

Trousers with nylon side
zippers for instant removal
ends cursing and fumbling
with conventional fly.



**MANNY & MOE'S
OVER-ALL-SUITS**

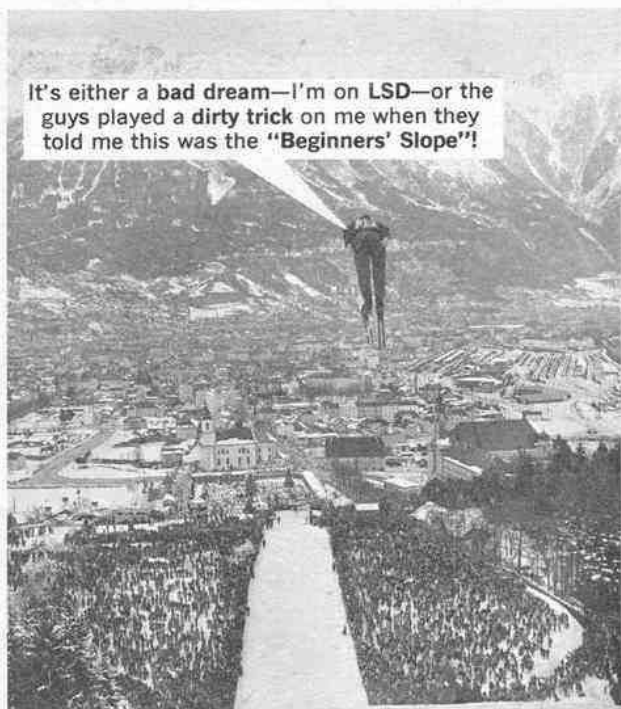
95 SECOND AVE.

GArment 8-1077

SNOW LAUGHING MATTER DEPT.

WINTER SPORTS

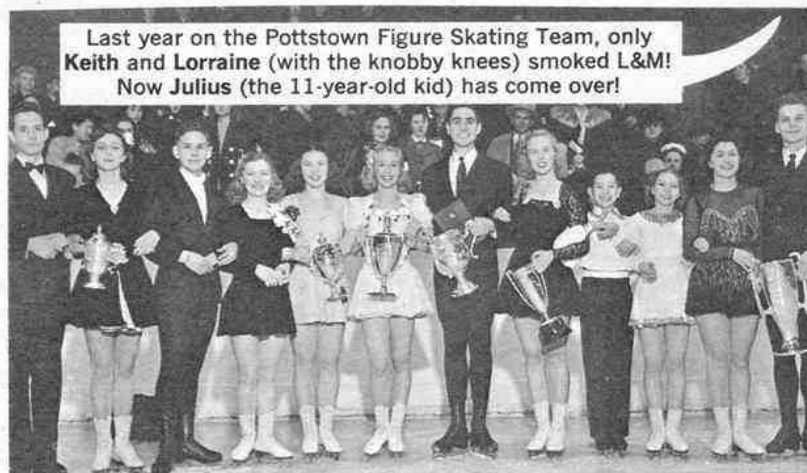
WRITER: ARNIE KOGEN



It's either a bad dream—I'm on LSD—or the guys played a dirty trick on me when they told me this was the "Beginners' Slope"!



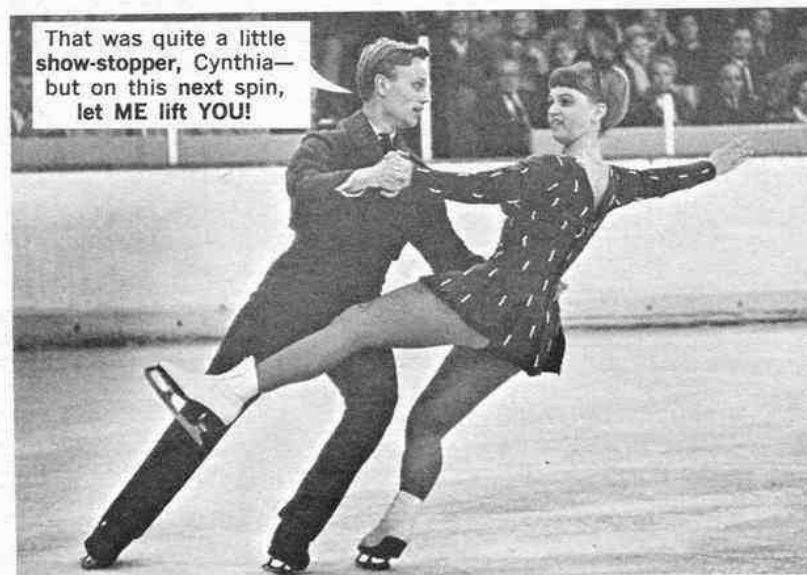
In my life, I've never seen a worse Miami winter!



Last year on the Pottstown Figure Skating Team, only Keith and Lorraine (with the knobby knees) smoked L&M! Now Julius (the 11-year-old kid) has come over!



Simpson—for Heaven's sake! Forget your contact lenses! You'll look for them after the race!



That was quite a little show-stopper, Cynthia—but on this next spin, let ME lift YOU!



FOTO-PLAYS



PHOTOS BY: U.P.I.

Conklin, I don't think your "Gee—tough sledding!" remarks are very funny right now!



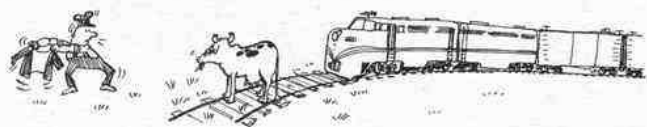
Normally, I wouldn't ask you, but it's just that I'm a beginner, and they feel kind of wobbly!



You forgot to wear your WHAT!?



Gee, I never thought the five of you would make it through that steep turn!



A QUICK STROLL



INSIDE JOKE DEPT.

And now, your nauseated Editors present a slightly altered "MAD Version" of the recent "Science Fiction" movie that featured, among other disgusting things (like frinstance the acting performances), a sickening trip through the Human Body. Which is why we call it...

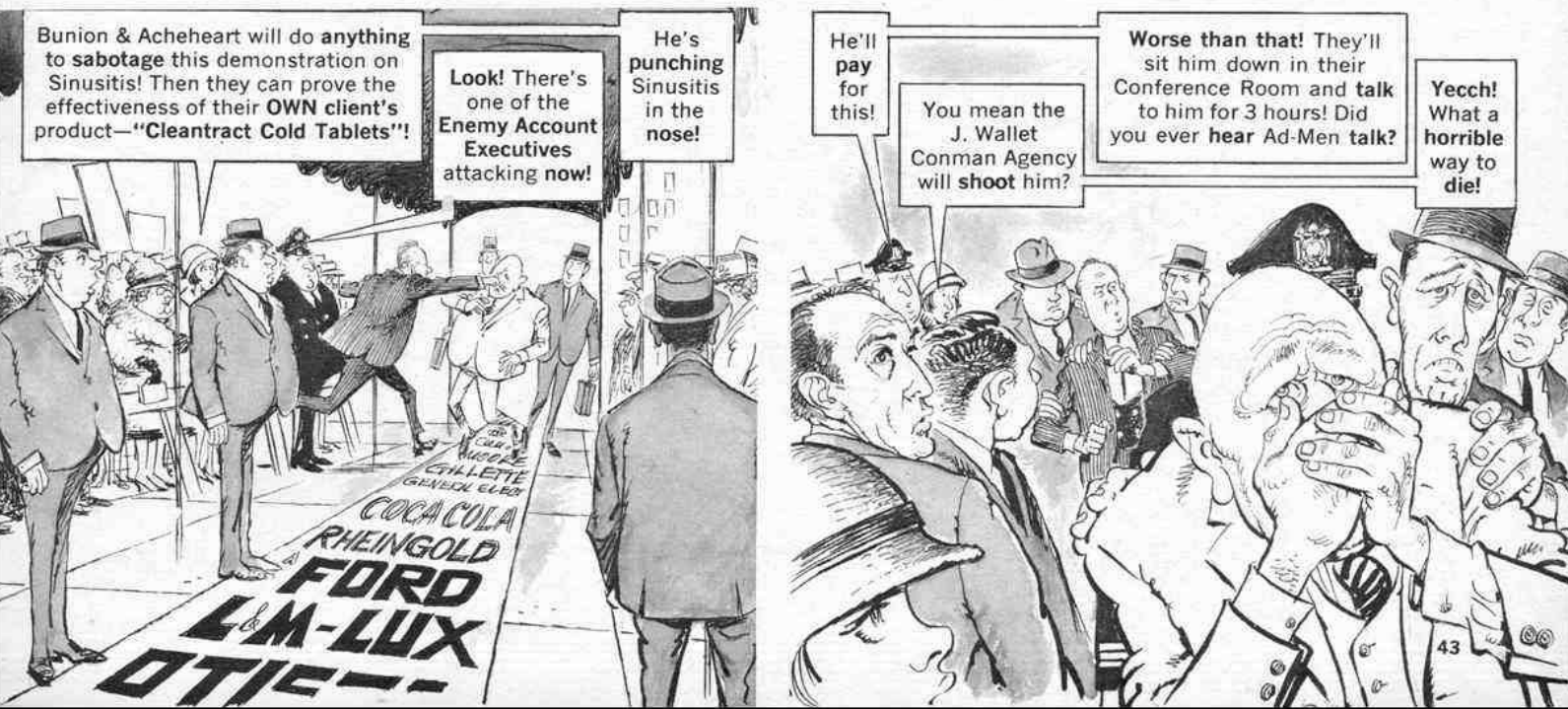


FANTASTECCH VOYAGE



ARTIST: MORT DRUCKER

WRITER: LARRY SIEGEL



Bunion & Acheheart will do anything to sabotage this demonstration on Sinusitis! Then they can prove the effectiveness of their OWN client's product—"Cleantract Cold Tablets"!

Look! There's one of the Enemy Account Executives attacking now!

He's punching Sinusitis in the nose!

He'll pay for this!

You mean the J. Wallet Conman Agency will shoot him?

Worse than that! They'll sit him down in their Conference Room and talk to him for 3 hours! Did you ever hear Ad-Men talk?

Yecch! What a horrible way to die!

His nose is so sore from that terrible punch and from his severe **Nasal Congestion** that I strongly advise against the use of a **Nasal Spray**! It might well cause **complications** over which we could have no control!

We've got no choice, Mr. Conman! We've got to turn him over to the **Enemy** and let them give him one of their **tablets**! After all, the man's life is at stake!

You're some **Nasal Spray Account Executive, Ream**! Talking about tablets! If we can't spray him from the **outside**, we'll have to spray him from the **inside**! Rush this man into "**LS/MFT**," and prepare to operate **immediately**!

I'm new here! What does "**LS/MFT**" stand for?

"**Laboratory Sector for Making Folks Tiny**!" Here's where the Agency shrinks people to microscopic size for **TV Ad Demonstrations** within the human body. The only catch is: The miniaturization lasts for just **Sixty Seconds**! Then the person returns to normal!

Fantastic!

Yes, in **9 seconds**, I'll become my old self again... **John Wayne**!



All right, Crew! You will soon be shrunk to **microscopic size**, after which you will have but **one minute** to enter **Sinusitis's** body, **spray** his nasal passages from the inside with **Dripstan**, and return! Oh, by the way—this is **Dripstan Account Exec, Donald Ream**—

Hi! I'm **Dr. Micro**! I'm going along because I'm the **Navigator**!

I'm **Sidney Omens**! I'm going along because I'm the **Pilot**!

I'm **Dr. NoCall**! I'm going along because I'm performing the **Spray Operation**!

I'm **Carrie VaVoom**! I'm going along because **wait and see how I look in a skin-tight diving suit**!

I'm **Steve Grunt**! I'm going along to wait and see how she looks!



Look! The ship and the crew inside are starting to shrink!

Amazing! They're already down to **SUPER ECONOMY SIZE**!

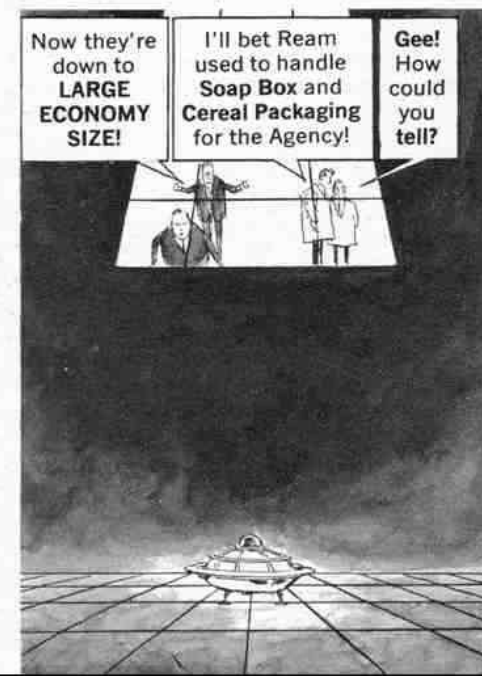
They're getting even smaller!

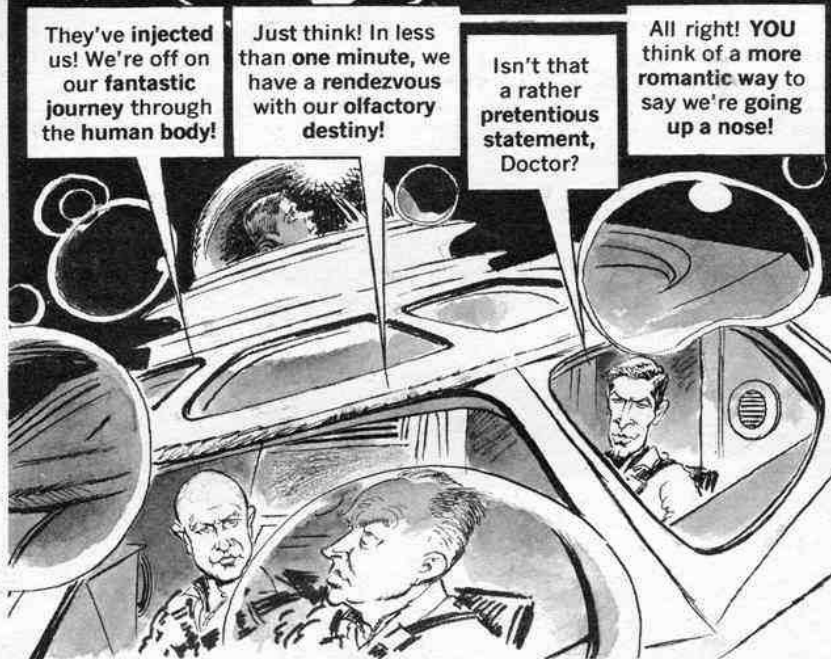
Now they're down to **GIANT ECONOMY SIZE**!

Now they're down to **LARGE ECONOMY SIZE**!

I'll bet Ream used to handle **Soap Box and Cereal Packaging** for the Agency!

Gee! How could you tell?



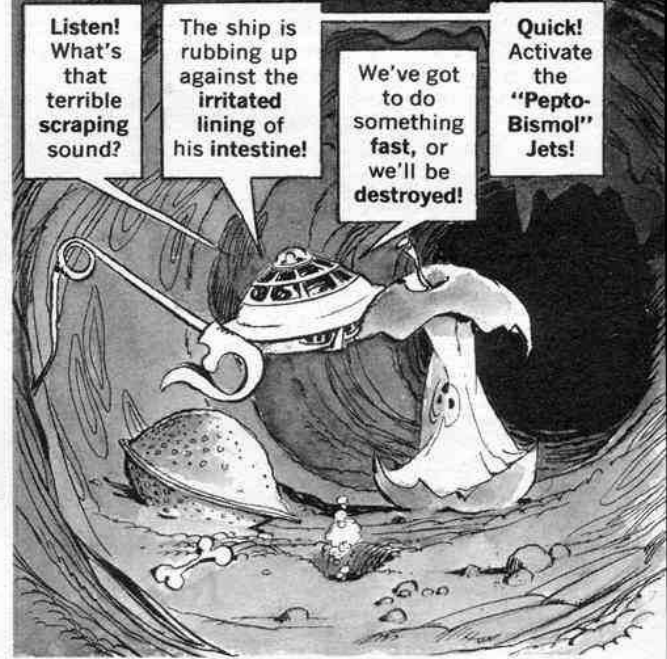


They've injected us! We're off on our fantastic journey through the human body!

Just think! In less than one minute, we have a rendezvous with our olfactory destiny!

Isn't that a rather pretentious statement, Doctor?

All right! **YOU** think of a more romantic way to say we're going up a nose!



Listen! What's that terrible scraping sound?

The ship is rubbing up against the irritated lining of his intestine!

We've got to do something fast, or we'll be destroyed!

Quick! Activate the "Pepto-Bismol" Jets!



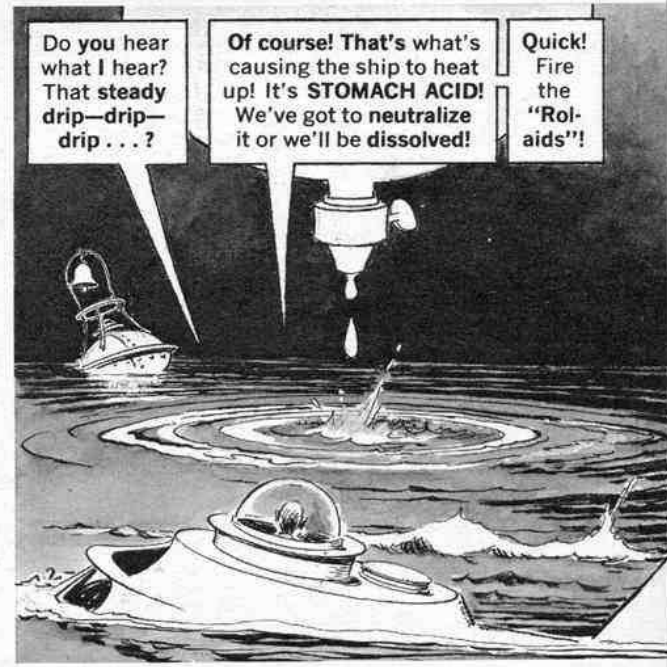
It worked! The "Pepto-Bismol" coated the intestine walls and we're sliding into the stomach!

Hey, it's getting hot in here!

Why don't you slip into something cooler? Like your skin-tight diving suit!

Not yet! Not yet! I wonder what's causing this heat!

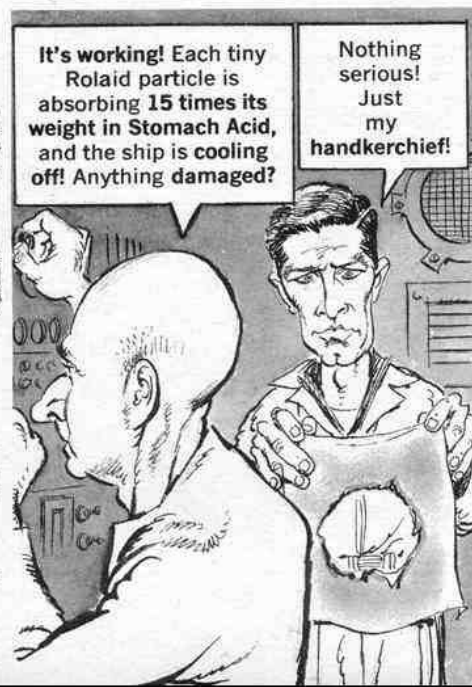
Heartburn! What else? I told them not to feed the patient Pizza for lunch!



Do you hear what I hear? That steady drip—drip—drip . . . ?

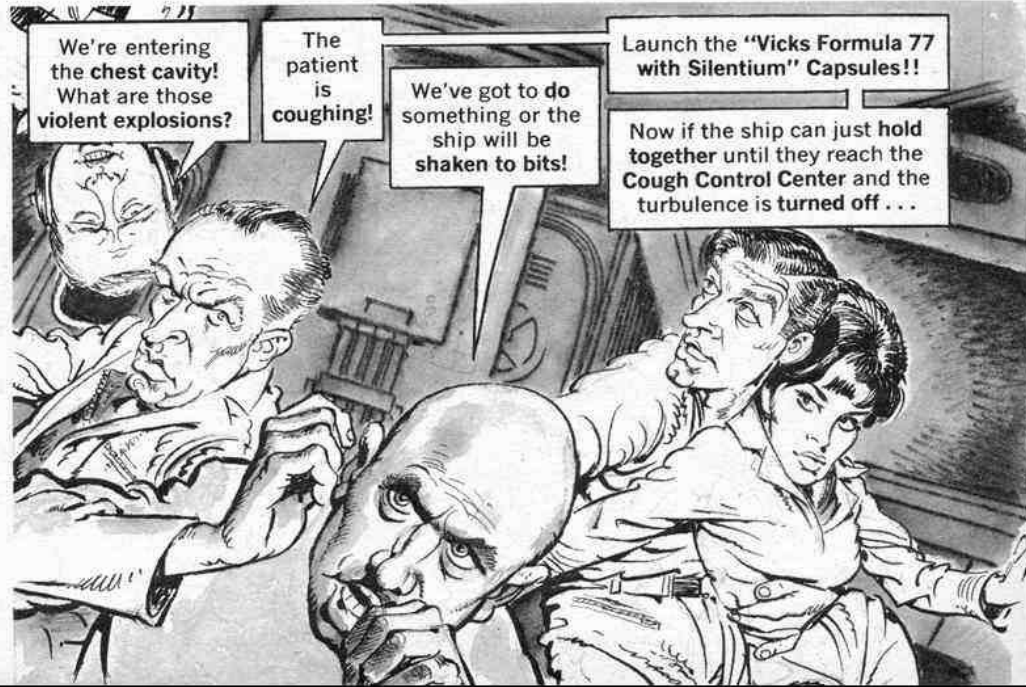
Of course! That's what's causing the ship to heat up! It's **STOMACH ACID!** We've got to neutralize it or we'll be dissolved!

Quick! Fire the "Rolaids"!



It's working! Each tiny Rolaid particle is absorbing 15 times its weight in Stomach Acid, and the ship is cooling off! Anything damaged?

Nothing serious! Just my handkerchief!



We're entering the chest cavity! What are those violent explosions?

The patient is coughing!

We've got to do something or the ship will be shaken to bits!

Launch the "Vicks Formula 77 with Silention" Capsules!!

Now if the ship can just hold together until they reach the Cough Control Center and the turbulence is turned off . . .

The coughing has stopped, but we're not making any headway here in the throat, Doctor?! Tell us what's wrong?

There are no Bad Breath Germs to supply traction. The patient is obviously a regular "Listerine" gargler!

Quick! Turn on the "Pepsi-Cola" Dispensers!



The ship is moving again!

Those Bad Breath Germs certainly multiplied fast once we washed out the "Listerine" with Soda Pop!



We're entering the mouth—and our way is blocked by that strange object! It looks like... like Electronic Equipment!

Another unexpected complication! The patient broadcasts Bad Breath! Quick! Fire the "Clorets With Retsyn" Discs!

That should dissolve his Bad Breath transmitter, eh, Doctor!

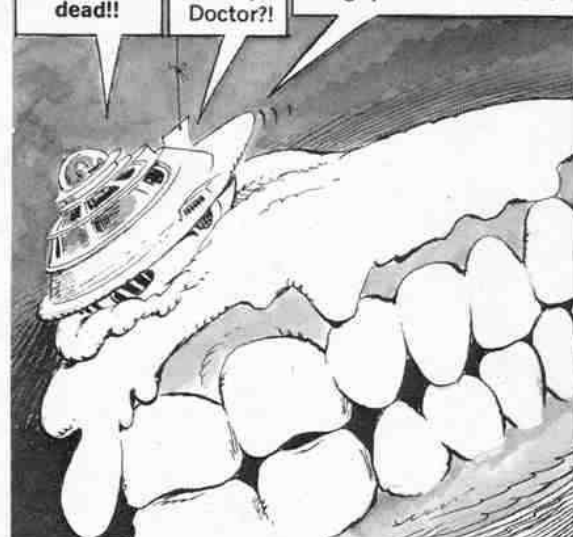
Right! And now nothing stands between us and his congested nasal passages!



We're not moving! The ship's stopped dead!!

What's bogged us down now, Doctor?!

We were skirting the edge of the patient's upper plate... and now we're in the grip of his "Polident"!



Just twelve seconds to go, Mr. Conman! Do you think they'll make it?

It's out of our hands now! All we can do is pray! Somebody get me the "Good Book"!

All we've got is this 1951 Edition of "Advertising Age", sir—

That's okay! The "OLD Testament" will do!

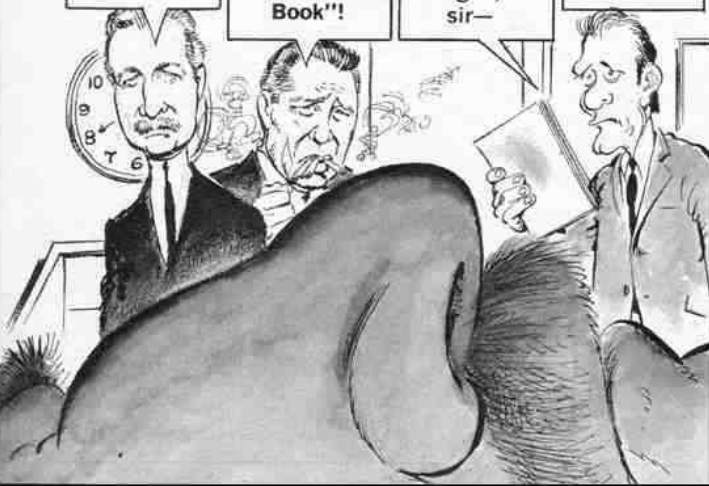
Men, somebody's been monkeying with my "Dripstan Spray"! I'm afraid there's a saboteur among us!

And to make matters worse, the intake vents are clogged with the patient's nasal hairs and the engines are about to explode!

Nasal hairs!? Nasal hairs are down at the nasal opening! We're way back in the nasal cavity!

I guess he's got a receding nasal hairline!

Quick! Carrie! No time to lose! Into your diving suit!



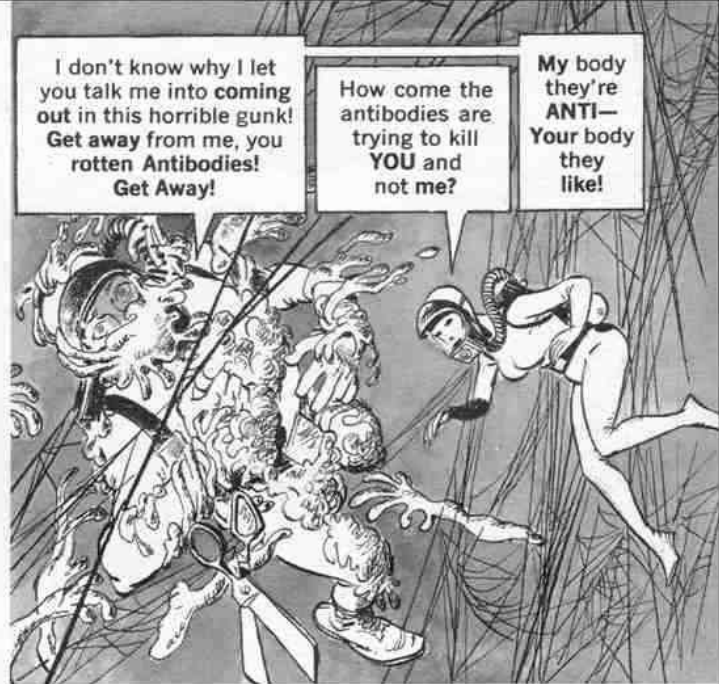


Grunt, aren't you going out there with me to clean those nasal hairs out of the intakes?

Are you kidding? Go out there in that ecch!?

Then why did you trick me into putting on this skin-tight suit?

Considering your dramatic contribution so far, you've got to earn your money somehow!!



I don't know why I let you talk me into coming out in this horrible gunk! Get away from me, you rotten Antibodies! Get Away!

How come the antibodies are trying to kill YOU and not me?

My body they're ANTI—Your body they like!



Okay! The engines are running cool again and Dr. NoCal has fixed the Spray! Now let's clean out the nasal passages!

Just as soon as I pull these nasal hairs off her! I'll have to work over every inch of her body, and then repeat the process and then work over every inch of her body again, and then ...

But she doesn't have any nasal hairs on her!

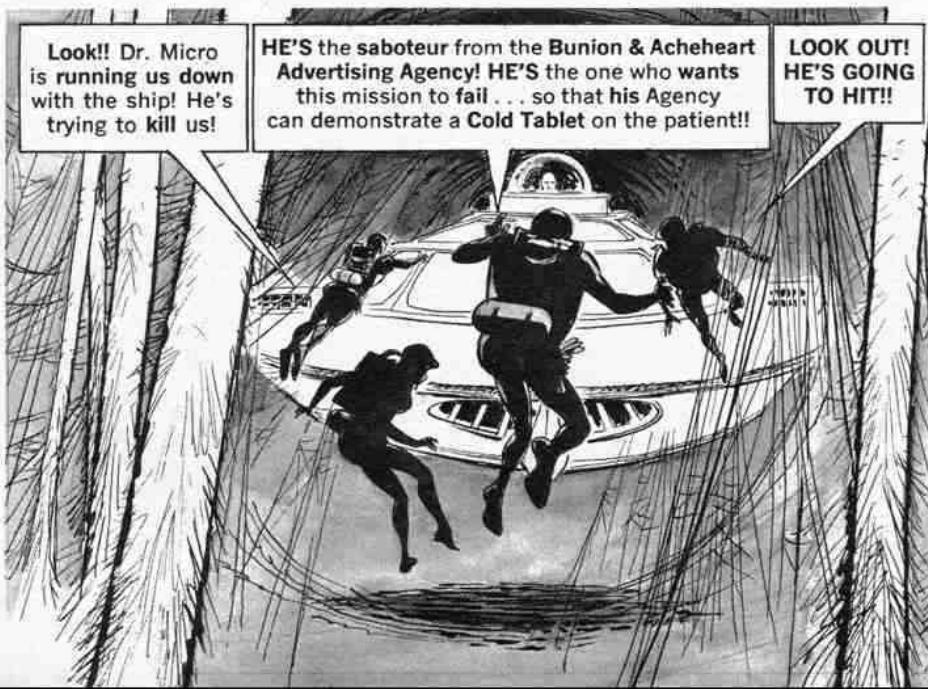
Shut up and drive!



We haven't got much time! We've got to spray his nasal passages RIGHT NOW!

Where's Doctor Micro?

It's all right! He's guarding the ship for us!



Look!! Dr. Micro is running us down with the ship! He's trying to kill us!

HE'S the saboteur from the Bunion & Acheheart Advertising Agency! HE'S the one who wants this mission to fail ... so that his Agency can demonstrate a Cold Tablet on the patient!!

LOOK OUT! HE'S GOING TO HIT!!



CRASH!

What happened to the ship . . . and to Dr. Micro?

I just remembered! Before the operation, they gave the patient Aspirin instead of Bufferin! And you know how long it takes Aspirin to dissolve compared to Bufferin!

Good Lord! Poor Devil! Smashed to smithereens by thousands of those undissolved little "A's"!

The ship was our only way out of here! We're trapped!

And we've only got six seconds before we start returning to normal size! We've got to think of a way to get out of the patient's body!

Six seconds!? Wait! I've got it! There's just one chance!!



IN... JUST SIX SECONDS... YOU WILL SEE... HOW WE ESCAPE CA-LA-MITY... *♪♪*

Amazing! You all came flying out of his mouth as if you were jet-propelled! How did you manage to do that?

Simple, Mr. Conman! We released our total emergency supply of "Alka-Selter" . . .

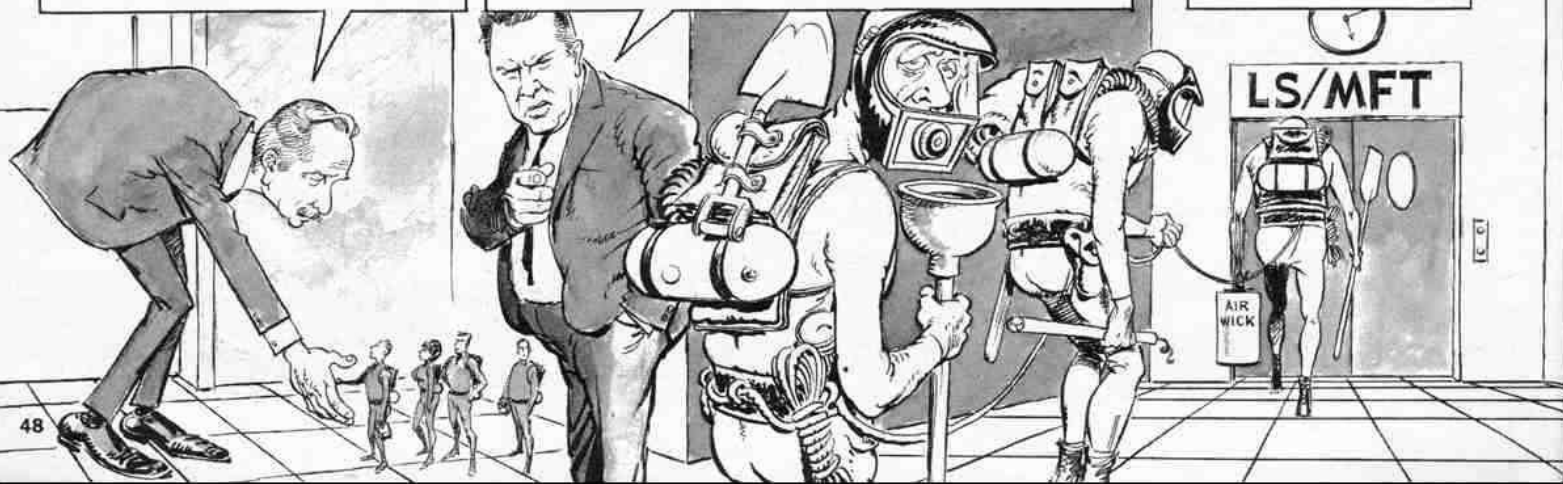
. . . and he just BURPED us out!



Men, I'd like to congratulate you on one of the most daring, most courageous scientific demonstrations in advertising history. Whenever such demonstrations are mentioned in the future, "Operation Dripstan" will tower far above them all—

Sorry to interrupt, Ream! I too, am extremely proud of "Operation Dripstan"! But I think it's time to acknowledge an even more daring, an even more courageous scientific demonstration which is about to take place next—here in the "LS/MFT" Miniaturizing Room! It is a demonstration that will far overshadow your complex and unsavory voyage up the human nose . . .

Men . . . let's all wish God-speed to our next Demonstration Group—the Suicide—Kamikaze crew who are about to embark on "Operation Ex-Lax"!



WHAT IS REPLACING GIRLS IN YOUNG MEN'S MINDS?

HERE WE GO WITH ANOTHER REVOLTING

MAD FOLD-IN

There was a time when every red-blooded American boy had one thing on his mind: GIRLS!! But times have changed. Today, something has taken their place. Fold in page as shown and see what's taking over.



FOLD PAGE OVER LIKE THIS

A ▶

FOLD THIS SECTION OVER LEFT

◀ B FOLD BACK SO "A" MEETS "B"



IN THE PAST...UNLIKE TODAY...
MOST YOUNG MEN USED TO DAYDREAM OF TOR-
RID FEMALES WHO WOULD SWIRL LIKE
CYCLONES IN GLORIOUS MENTAL SPECTACLES

A ▶

◀ B

P.h.i.l.c.o. warns: Color TV can often look this bad! This unretouched photo was taken right off a picture tube.



Color Photography by Irving "Compatible" Schild

If you're contemplating buying a color TV, we wish you luck. Sure, there are many advantages to owning color TV. Like being able to watch all those awful shows in living color that you used to watch in black & white. And spending a whole evening running back and forth to your set, trying to tune the color just right. But there are many disadvantages, too! Like when a set goes on the blink and an American flag is orange, white and green—and roses are green, with red stems—and flesh is chartreuse. That's when the cost of maintaining a color TV set becomes painfully obvious — mainly, in the red!

PRESENTED AS A PUBLIC SERVICE BY



**BLUE STAR
TV REPAIR**

PARTS		LABOR	
1-6CB5	\$9.35	SERVICE CALL	4.00
1-6BK4	7.55	COLOR ADJUST- MENT AND ALIGNMENT	22.00
1-6JE6	8.50		
1-6HF5	7.30		
TOTAL PARTS: \$ 34.70		TOTAL LABOR: \$26.00	
TOTAL PARTS & LABOR: \$ 60.70		◀ PAY THIS AMOUNT	

THE P.H.I.L.C.O.* SOCIETY

*"PUBLICIZING HOMEOWNERS' IGNORANCE OF LOSSES FROM COLOR OWNERSHIP!"